

Cameron Village



Super market and five-and-ten draw big traffic volume to Cameron Village Shopping Center located near Raleigh.

Raleigh has many good reasons to be proud of its new residential-shopping center

SINCE motor vehicle traffic began to tie downtown shopping areas into hopelessly congested knots in the 1920's, the trend has been towards decentralization. The first planned shopping center is 30 years old and in building and operating the hundreds of such centers around the country much experience has been gained in what is good and what is bad about these developments.



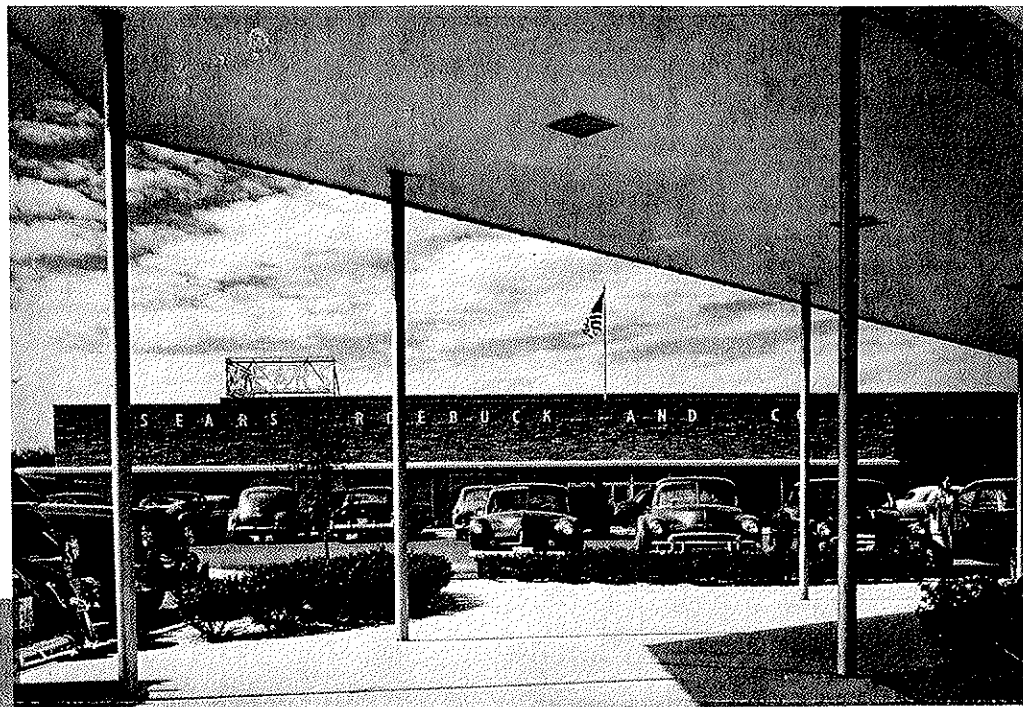
J. W. YORK
President and Developer
of Cameron Village

An outstanding example of a residential-shopping center which has made use of desirable features and carefully avoided the shortcomings is Cameron Village in Raleigh, N. C. It is so carefully planned and soundly built that it is an asset to its city and it promises to grow in community value in the coming years.

There *always* is a place to park in front of each of the



LEIF VALAND
Architect and Designer
of Cameron Village



Sears' department store is biggest unit in the Cameron Village Shopping Center. It cost \$1,500,000, has 120,000 square feet of floor space, and parking lot for 300 cars.

28 stores. Three square feet of parking space for each square foot of selling space, a rule which no shopping center can afford to violate, takes care of this most important item. There are no stairs to be climbed and no waiting for elevators, since all shopping is on the street level except in the big Sears Roebuck department store where there are moving stairways.

Cameron Village is neither the largest nor the most spectacular shopping center in the country. It does claim to be the largest in the southeast and certainly it is one of the finest to emerge from America's competitive free enterprise system.

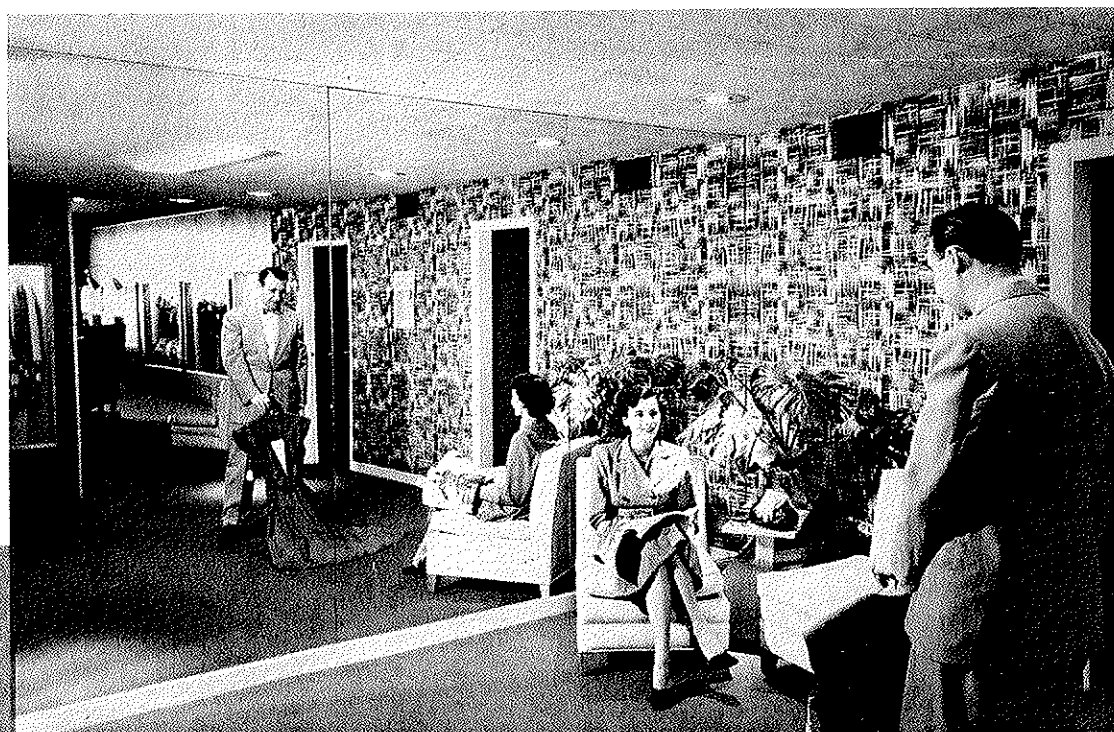
The head man behind this noteworthy development is relaxed, soft-spoken J. W. York who is a highly

esteemed Raleigh contractor. Since his college days he has operated the York Building Company founded by his father. Just turned 38, Mr. York is affectionately known as "Willie York" by a legion of friends.

Cameron Village, Inc., was founded in 1947 when Mr. York and R. A. Bryan (Vice President of Cameron Village) acquired 158 desirable wooded acres about one mile from the center of Raleigh and in the midst of a high-income residential area. Additional advantages were (1) location on a main highway tapping eastern North Carolina and (2) unavailability of other land which could be developed into a competitive center.

First step was to call in a firm of experts to survey the 158 acres as a shopping-residential area, and em-

Burton's is one of the smart shops doing a nice business at Cameron Village. William Burton shows a dress to Jean Summers. Large *Pittsburgh* wall mirrors in background add beauty, utility, and greatly increase apparent size of shop as well as adding glamour.





Nearly all of the shops have open fronts like this beautiful entrance to Burton's. All Cameron Village storefronts were installed by Pittsburgh's Raleigh and High Point Branches and feature PPG polished plate glass, Herculite and Tubelite doors, and Pittsburgh Plate Glass Company's long lasting Pittco premier storefront metal.

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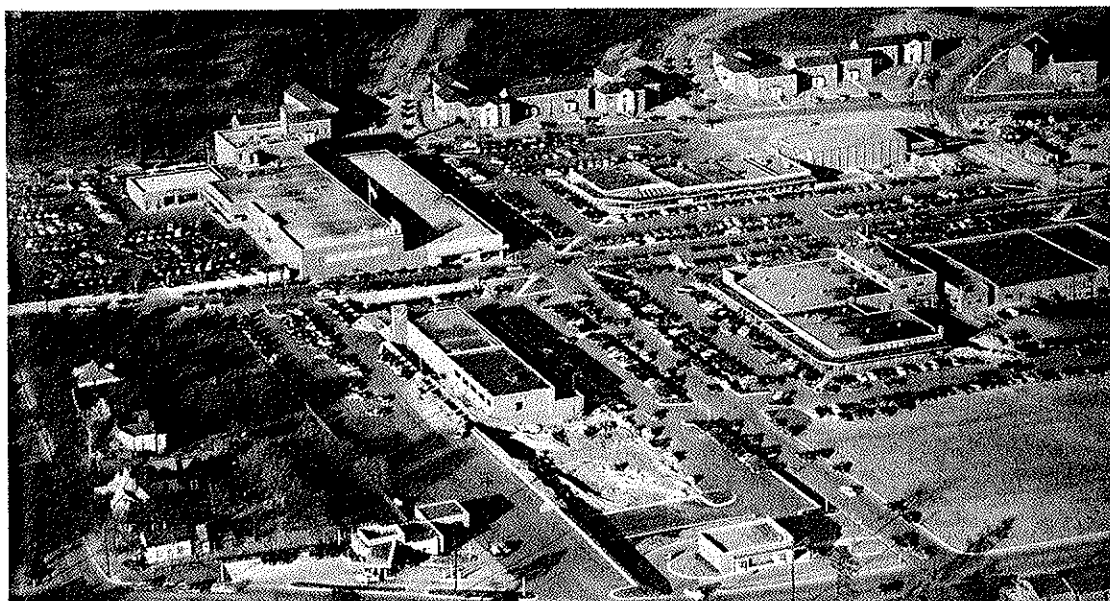


Jean Dickinson and her gift shop are glamorous Cameron Village attractions. Mrs. Dickinson, wife of a prominent Raleigh physician, is showing a gift to Mrs. Arnold Jacobs and Mrs. G. P. Perry. Juniper paneling adds luster to shop.

ployment of land planning expert Seward H. Mott of Washington, D. C. to lay out Cameron Village into streets, lots, and business area. Then Mr. York packed his suitcase and personally researched dozens of shopping centers throughout the country, listing their advantages and also cataloguing their bad sides. When he had finished he was ready to build a center that already is looked upon as a model for all that is good in a residential-shopping development.

Actual design work was placed in the capable hands of Architect Leif Valand of Raleigh. The Village Shopping Center occupies 36 acres in the middle of the residential area of Cameron Village. Conventional modern design was used by Mr. Valand in designing the stores and other buildings. Crab Orchard stone, Roman brick, and California Redwood provide a refreshing and attractive appearance and suggest sensible utility rather than the ornate flair which has marked some of the more spectacular shopping centers.

Service and food shops are grouped in one area with dress shops, gift, jewelry, and soft lines in another. No



Cameron Village Shopping Center from the air shows its splendid parking facilities. Three to one ratio (three feet of parking space to each foot of selling space) provides room to park 1500 in the entire residential-shopping area comprising Cameron Village near the city of Raleigh, N. C.



Progressive Wachovia Bank & Trust Company has this handsome drive-in branch in Cameron Village. Ample

parking space also is provided for those who prefer to walk into bank. PPG Herculite doors are used at entrance.

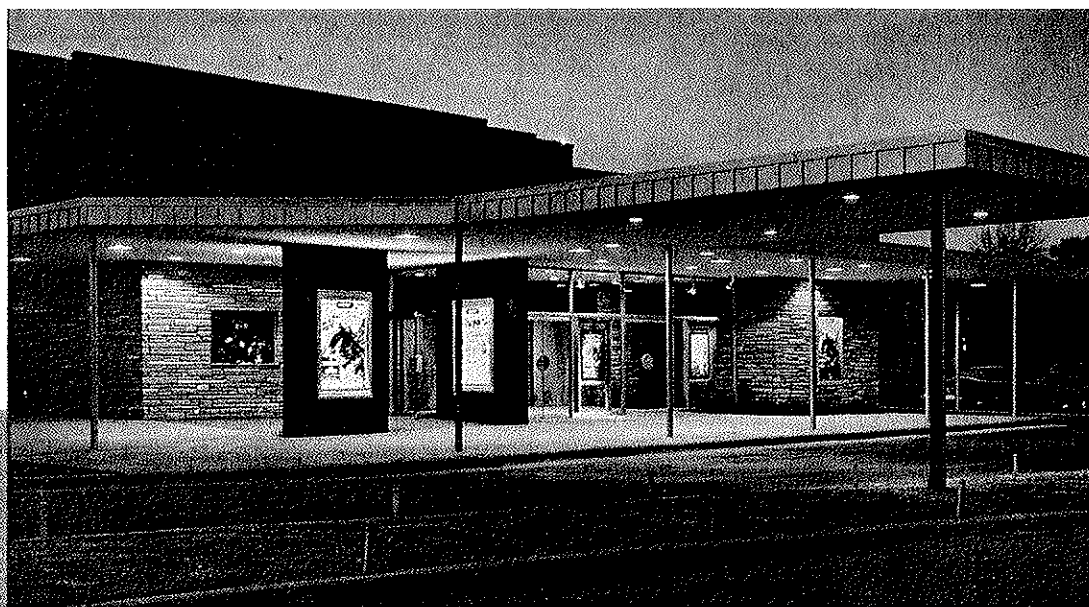
projecting signs or colored neon lights are permitted. Extra-wide 17-foot walkways are provided and they are covered with 13 and one-half foot overhead canopies to protect shoppers during bad weather. Important as all this is . . . the Village Shopping Center's claim to fame has been its ample parking space. There is always a place to park in front of every Village Store. At present approximately 1,500 cars can be parked in the shopping center. The Village, when completed, will be able to park with ease upward of 2,000 cars in paved parking areas.

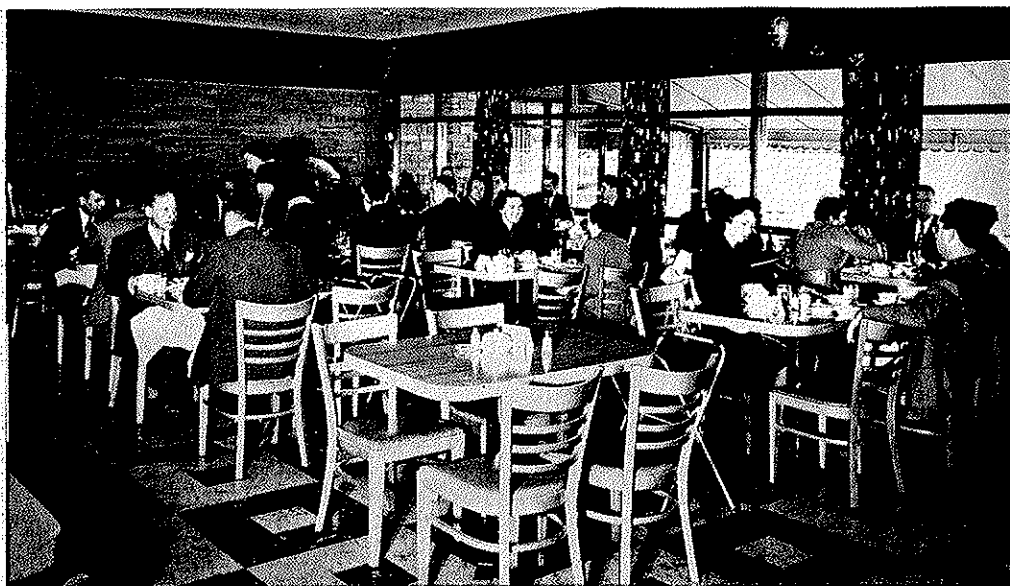
Finished or now under development are several residential projects which are part of Cameron Village. First was the 283-unit Garden Apartments which were followed by ranch-type apartments, bringing the total to 430 families now living in this type of dwellings in the Village. Ranch-type houses in the \$15,000 to \$20,000 bracket are going up and also smaller and less expensive single-story houses. All are designed by Leif



Teller is shown taking a deposit at one of the bullet-resistant drive-in windows of the Wachovia Bank branch. Two-way speaking system makes conversation very easy.

Cameron Village movie theater is as practical as it is beautiful. Wide overhead canopies permit unloading passengers under cover. Movie seats 650, has "crying room" for mothers and noisy children. PPG Twin-dow units permit full vision but keeps sounds from audience.





Village Restaurant and Cafeteria operated by Bill Walker serves 1000 to 2500 meals daily. It seats 200 people and is a very popular luncheon and dinner rendezvous for the people in the capital city of North Carolina.



Gordon E. P. Wright (left), Manager of Pittsburgh's Raleigh Branch, looks over the new Village Theater with J. W. York, President and Developer of Cameron Village.

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Valand, Cameron Village Architect who gives nearly all his time to the Village and has his offices here.

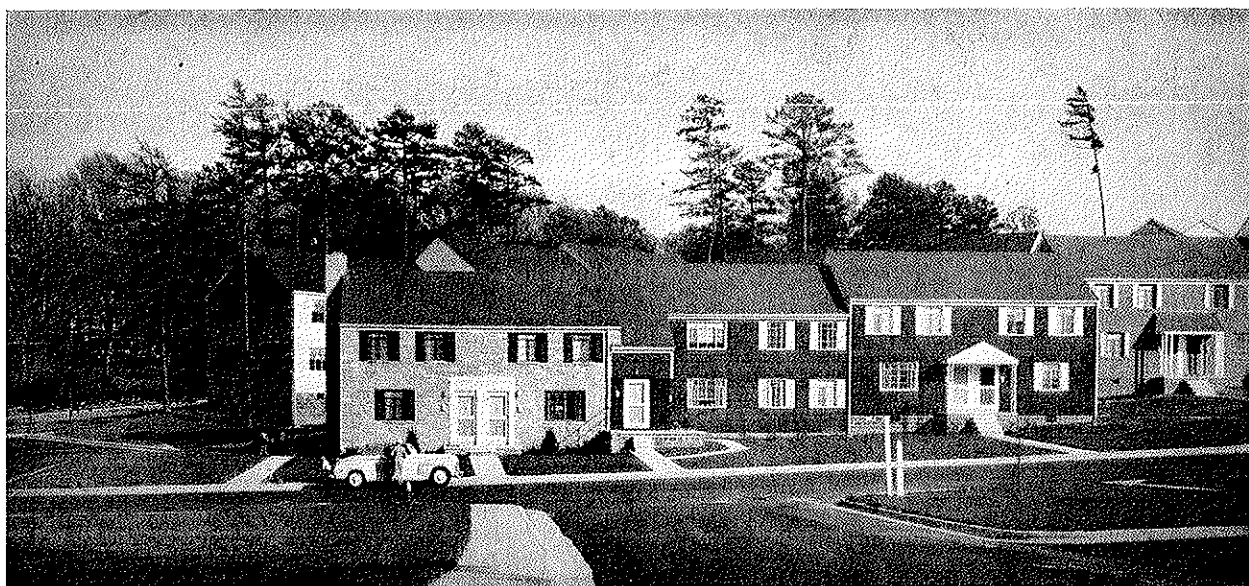
York Building Company has done all of the work in the village except the \$1,500,000 Sears, Roebuck and Company department store.

Paint and glass products in a large part of the work done by York Building Company were supplied by Pittsburgh's High Point and Raleigh Branches. In fact the Village and its homes and apartments are veritable showplaces for the following PPG products: polished plate glass, Herculite and Tubelight doors (total of 34

doors), Twindow units in the theater crying room and in the Stephenson Music Company's broadcasting studio, Pittco premier storefront metal, PPG mirrors, Carrara glass in bathrooms of homes and apartments, and Mississippi corrugated and obscure glass.

Pittsburgh's Principles of Color Dynamics also were used and PPG paints have been specified for both interior and exterior decoration and protection. Some of the PPG materials used in Cameron Village were supplied by High Point Branch before the Raleigh Store was completed and opened for business in 1950.

PPG



Beautifully wooded rolling country in Cameron Village offers attractive living, especially in the inviting apart-

ments and homes designed by Architect Leif Valand and developed by J. W. York. Entire village has 158 acres.