CHAPEL HILL



790 AIRPORT RD—RAMSHEAD PLAZA

15-501 BY-PASS

New owners to give Eastgate a facelift, buildings, parking lot to be renovated

By DORA McALPHIN

Eastgate Shopping Center was purchased last month by a Charlotte development firm for \$3.025 million, and a company official said yesterday that the firm was planning a big facelift for the 20-year-old shopping facility.

LVG Properties Inc., which bought Eastgate on Dec. 27, will spend \$700,000 to \$800,000 to renovate the shopping center, according to Rick Fletcher, acquisitions director for the firm.

New masonry storefronts, new roofing and new lighting are planned, Fletcher said. The company also plans to resurface and landscape the parking lot, he said.

"We basically want to improve the face of the shopping center, making it more attractive to consumers in the area,"

Fletcher said. Landscaping plans include planting evergreen and pear trees, in addition to other greenery, along the parking lot's

thoroughfare. "The reason for the parking lot renovations is two-fold," Fletcher said. "Obviously, it will enhance the shopping center visually; in addition, though, it will improve the traffic flow, since we plan to use trees and planters to better define the

parking area." Fletcher said traffic accidents would be less likely to occur

and we purchase them," Fletcher said. "We found Eastgate when we happened to drive by it one day. I became interested in this shopping center because, in my opinion, it has one of the best locations in Chapel Hill.

a buyer, but we approached them, and they accepted our offer," he said. That company, the Waterstreet Corp. of Charlottesville, Va., is owned by Pepsi-Cola Bottling Co. of Central Va., according to Fletcher.

in the parking lot once the changes had been made. "Our company looks for properties that are run down,

"The company that owned it really wasn't looking for

Once work is completed, he said rents at Eastgate would

"When we feel we've brought Eastgate up to market standards, rents will be increased to rates comparable to those of other facilities in the area," Fletcher said. While tenants at Eastgate now pay annual rates of \$2.50 to \$3.50 per square foot, the average rent in the area is \$8 to \$10,

"Right now, there are people at Eastgate paying rent based on early 1970 rates. Once we've made the proposed changes, those rents will have to be increased as leases are renewed," Fletcher said. He added that several of the major tenants are on long-term leases, so their rent will remain at the current level for several years.

"I'm sure the tenants are apprehensive about increases in rent, but in the same light, I think all of them want the increased business our renovations will attract," Fletcher said.

Several Eastgate store managers agreed that the renovations will be welcome changes, even if they do mean higher rental charges.

"I think their changes are really going to be a big improvement," one store manager said. "I don't think the tenants here have anything to worry about. The company's going to improve the building, and that's something we've

needed for a long time." Fletcher said the renovations could be completed as early as September. "We hope to begin some time in mid-March, and the work should take about six months. Of course, final plans and dates won't be completed until after we have approval from the (Chapel Hill) planning board."

Architects and representatives from LVG will meet with the planning board within the next two weeks to discuss plans for the renovation, Fletcher said.

"We're real excited about it. I think the changes we want to make will make a very positive statement there," Fletcher said. "We think it's a good investment in a great location."

The Waterstreet Corp. could not be reached for comment yesterday.

Duke Chapel.

TODAY

17 Jules and Jim will be shown at 7 and 9:30 p.m. in the Union auditorium.

88 Seconds in Greensboro will be shown at 7 p.m. in Room 103 in the law school building at Duke University.

Wings will be performed by the Actor's Co-Op at 8 p.m. through Saturday at the ArtSchool. Call 929-2896 for ticket information Color photographs by Raghubir Singh are on

display at the Duke Art Museum at Duke University. Navaho weavings will be displayed at the Duke Art Museum through Jan. 30.

Duke × 9, an exhibit of works by nine Duke graduates, will be displayed in the Duke Art Museum through Jan. 31. Works by Betty Oliver will be displayed in

the east gallery of the East Campus Library at Duke University through Jan. 25. The Museum's Choice, an exhibit of works by students in the Durham City and County

schools, will be displayed in the Museum of Art at N.C. Central University through Feb. 24. Tyrant and Torpedo Heaven will perform at Rhythm Alley. Call 929-8172 for more

information. FRIDAY

18Repo Man will be shown at 7, 9:30 and midnight in the Union auditorium. Call 962-2285 for ticket information.

The Ciompi Quartet will perform at 8:15 p.m. in the Ernest W. Nelson Music Room on the

East Campus of Duke University 1 + 2 will perform at Cat's Cradle. Call 967-9053 for more information.

The Seldom Seen will perform at 8 and 10 p.m. at Rhythm Alley. Call 929-8172 for ticket

SATURDAY

19 East of Eden will be shown at 7 and 9:30 p.m. in the Union auditorium. Snow White and the Seven Dwarfs will be

shown at 1 and 3 p.m. through Sunday at the ArtSchool. Call 942-2041 for ticket information. The Prince and the Pauper will be shown at I p.m. at the N.C. Museum of Art in Raleigh. Me and Dixon will perform through Sunday at Cat's Cradle. Call 967-9053 for more

Jack and the Cadillacs will perform at Rhythm Alley. Call 929-8172 for more information.

SUNDAY

20 Elvira Madigan will be shown at 7 and 9:30 p.m. in the Union auditorium. 1919 - The Viola Revolution, a program of

viola music, will be performed by violist Ann Woodward and pianist Francis Whang at 8 p.m. in Hill Hall Auditorium.

The Chapel Choir will perform at 4 p.m. in

in Stewart Theatre at N.C. State University. Call 737-2835 or 737-3104 for ticket information.

Lithographs and photographs by Barbara Murawski will be displayed in the Union gallery through Feb. 2. An opening reception, including a demonstration, will be held at 2 p.m.

The Muir String Quartet will perform at 8 p.m.

Frank Motley, trumpet, will perform with blues singer Lulu Godfrey as part of the Sunday Jazz Series at the ArtSchool at 7 p.m. Pianist Steve Wing, bassist Ben Seawell and drummer John Hanks will accompany. Call 929-2896 for ticket information.

MONDAY 21 Burroughs will be shown at 7 and 9:30 p.m. in the Union auditorium.

The Leroi Brothers will perform at Cat's Cradle. Call 967-9053 for more information. TUESDAY

22at the N.C. Museum of Art in Raleigh. Call 833-1935 for ticket information. Vladimir Ashkenazy will give a piano recital

at 8:15 p.m. in Page Auditorium at Duke University. Call 684-4059 for ticket information. The Nightporters will perform at Cat's Cradle. Call 967-9053 for more information.

WEDNESDAY

7 Roomful of Blues will perform at Cat's 23Cradle. Call 967-9053 for more

MOVIES

Plaza I-Micki & Maude at 2:30, 4:45, 7 and

Plaza II-Protocol at 3:10, 5:10, 7:15 and 9:10 ends today. That's Dancing! starts Friday at 3:10, 5:10, 7:10 and 9:10. * Plaza III - The Cotton Club at 2:10, 4:40, 7:05

Varsity I-Amadeus at 1:30, 4:15, 7 and 9:45. Times change Friday to 2 and 7. The 4th Man starts Friday at 4:50 and 9:50

Varsity II-The 4th Man at 3, 5, 7:30 and 9:30 moves to Varsity II with new times Friday. Stranger Than Paradise starts Friday at 3, 5,

Varsity Lateshow-Stranger Than Paradise at 11:45 Friday and Saturday.

Carolina Blue-Beverly Hills Cop at 3, 5, 7:15

Carolina White-Dune at 2, 4:30, 7 and 9:30 ends today. Ninja III starts Friday at 3:15, 5:15, Carolina Lateshows-Trading Places at 11:30

and Magnum Force at 11:45 Friday and Saturday. Ram I-The River at 7 and 9:15; weekend

matinees at 2 and 4:15. Ram II-Starman at 7:05 and 9:15; weekend matinees at 2:05 and 4:15.

Ram III-Johnny Dangerously at 7 and 9:10 ends today. Torchlight starts Friday at 7 and 9; weekend matinees at 2 and 4.

Ram/WCHL Lateshows-An Officer and a Gentleman and An American Werewolf in London at 11:45 Friday and Saturday Carolina (Durham)-The Brother From

Another Planet at 3, 5, 7 and 9:15 ends today. Stranger Than Paradise starts Friday at 3, 5, Carolina (Durham) Lateshow-Stranger Than

Paradise at 11 Friday and Saturday. Carolina (Durham) Saturday Matinee-Robinson Crusoe at 1 Saturday only

Compiled by Jeff Grove, arts editor



The Fourth Annual **Martin Luther** King Jr. Birthday Celebration Lecture

HOWARD

LEE

Monday, Jan. 21 8:00 p.m. Memorial Hall



LINGUINE VENEZIA CANESTRELLI CON FETTUCINE

Made fresh on the premises served in our specials aily pasta entrees

PYEWACKET Restaurant & Bar

	np'	JS AK
Valuable Health	and Beauty Aid	SCHICASABILET STREET
Special One Specia	AVAILABLE A	ENT PRESTUDENT ANTITIES ER STUDENT ANTITIES LIMITED QUANTID CARD MUST SHOW CARD MUST SHOW CARD STUDENT ID CARD
Please fill out this coupon		

receive y	our free Campus Trial Pak.	
Campus TRIAL PAK™ Name	ONE PER STUDENT ONLY	SPRING '85
Address		
City	State	Zip
College	Student I.D	

Phone