

Interior renovations complete at Burlington mall

Rachel Abbott
Reporter

With interior renovations finished last Friday and exterior renovations expected to begin in January, North Carolina's oldest mall is getting a face lift.

"We are hoping to get back the customer base that we lost to South Pointe and Four Seasons," said Kimberly Long, marketing director for the Colonial Mall.

The Foy Workman Corporation is the company in charge of the mall's renovations. Long said Foy Workman Corp. is investing millions of dollars in the Colonial Mall to help it compete with the newer shopping destinations that have sprung up in the Triangle and Triad.

Long said the renovations were in part intended to draw new stores to the area and boost the number of shoppers. Colonial Mall currently has about 50 tenants – and that number is going up.

The mall added Hibbetts Sporting Goods this month and will add Katie's Pretzels next month. Long said the mall is plan-

ning to add three new national stores in February.

"We have already had a lot of positive comments," Long said.

The new look also seems to be a hit with mall shoppers and employees.

"I think it looks becoming," said Donna Rimer, a sales associate at Belk. "It's helping out a little bit."

Shopper Monica Hadley agreed.

"It really needed it," she said.

Interior renovations include replaced floors and sky lights, lowered ceilings and new storefronts. Long said this new look should help make the mall seem more unified.

"Instead of individual stores it will flow together," Long said.

Plans for the new exterior show a new rotunda in the middle and more diverse and colorful storefronts.

Long said shoppers think Colonial Mall is a brand-new mall.

"Our sales have increased," Long said. "Our October sales have shown to be better than last October."



Matt Belanger / Photographer

This artist's rendition depicts what the future exterior of the Colonial Mall will look like. Exterior renovations are expected to begin in early January and include a more unified look with distinct and colorful storefronts.

Elon students see the renovation in their own light.

"I think that if the stores they are opening give more of a selec-

tion to the shopper, as well as if the atmosphere in the mall is more invit-

ing, I would consider doing more shopping there than I have in the

past," said sophomore Matt Olenik.

Contact Rachel Abbott at pendulum@elon.edu or 278-7247.

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