

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Downtown Sites and Parking Analysis	
FROM: City Manager's Office	MEETING DATE: December 2, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Presentation	

PURPOSE: City Council will receive a presentation by Trademark Properties regarding downtown development activity and the potential placement and timing of future parking facilities.

BACKGROUND: N/A

BUDGET IMPACT: N/A

RECOMMENDATION/ACTION REQUESTED: This item is for Information Only.



PREPARED FOR:

CITY OF

high
point.



CHURCH AVE SITE



CHURCH AVE

3.50 ACRES

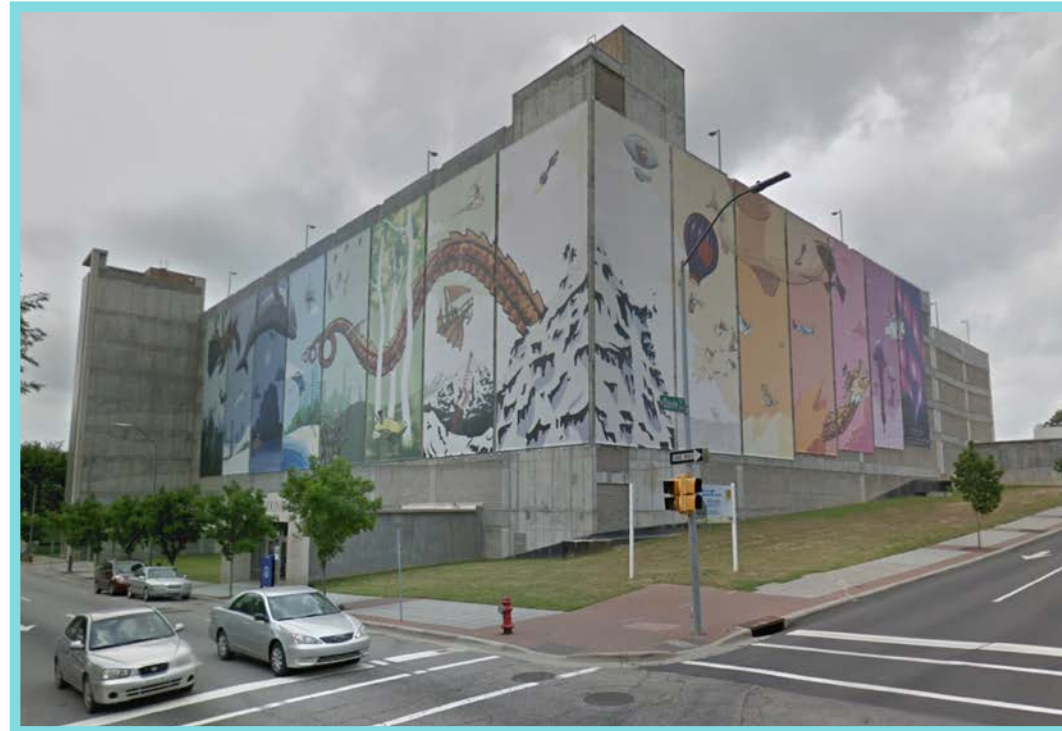
NORTH ELM ST

This image provides an overview of the Church Ave property, with an overlay of the redesign of Elm St, funded by the Raise Grant. TradeMark was initially engaged in studying market dynamics and providing parking deck options on the Church Ave property, including expanding retail, multifamily, and office spaces.

CASE STUDY

The Wake County municipal parking deck in Raleigh, NC, is a case study provided to staff as an example of a municipality supplying a parking need while allowing the residential market to catch up later, increasing private development options.

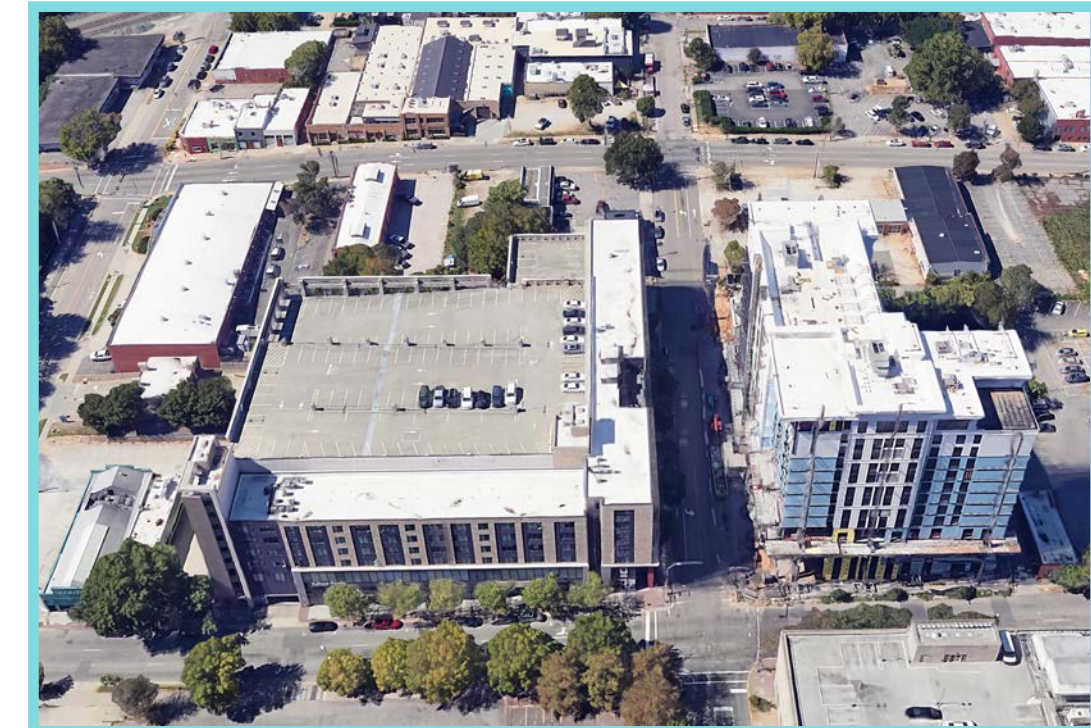
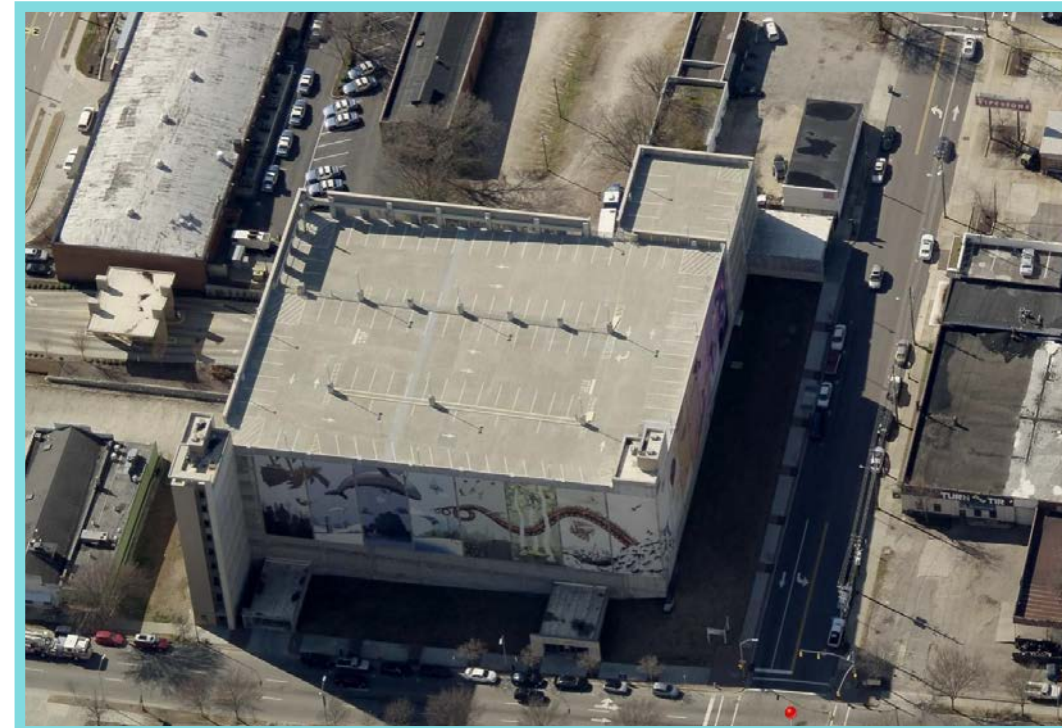
The deck was originally built in 2008, and public art was installed to enhance its appearance until a development agreement was executed to build 83 wood-frame apartments around it seven (7) years later.



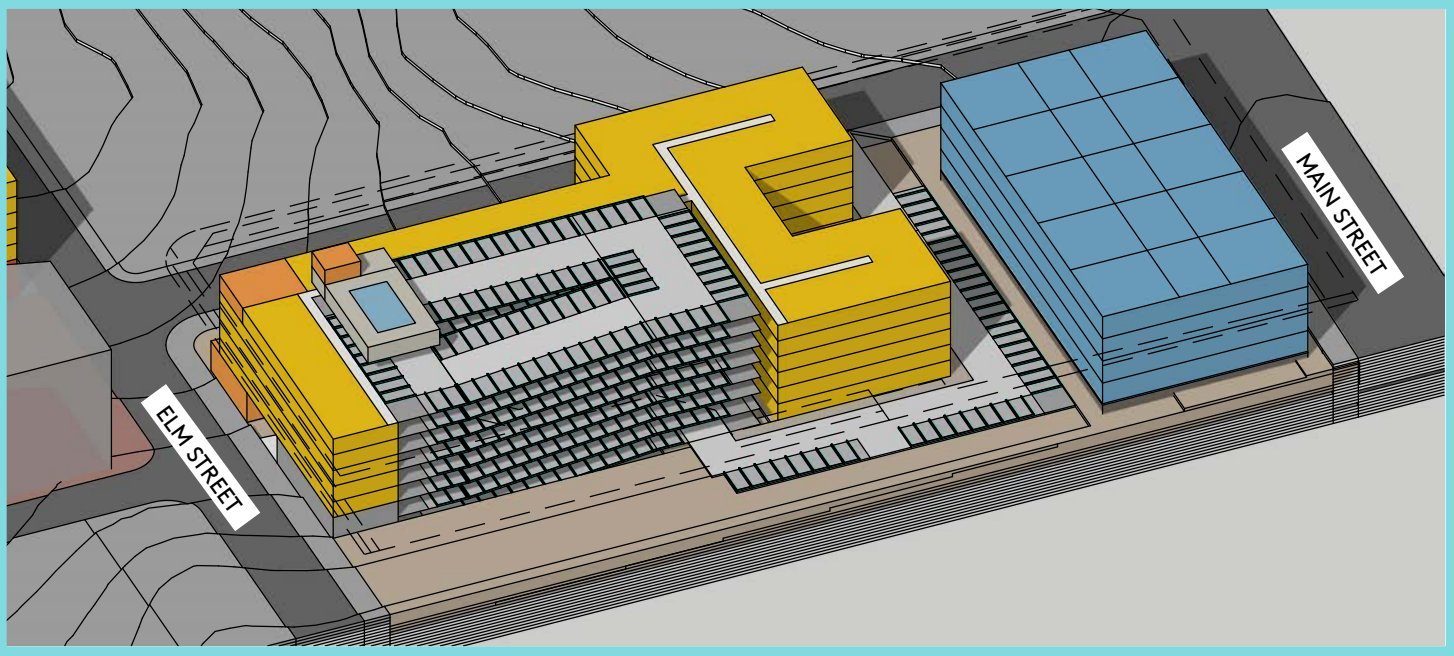
2008



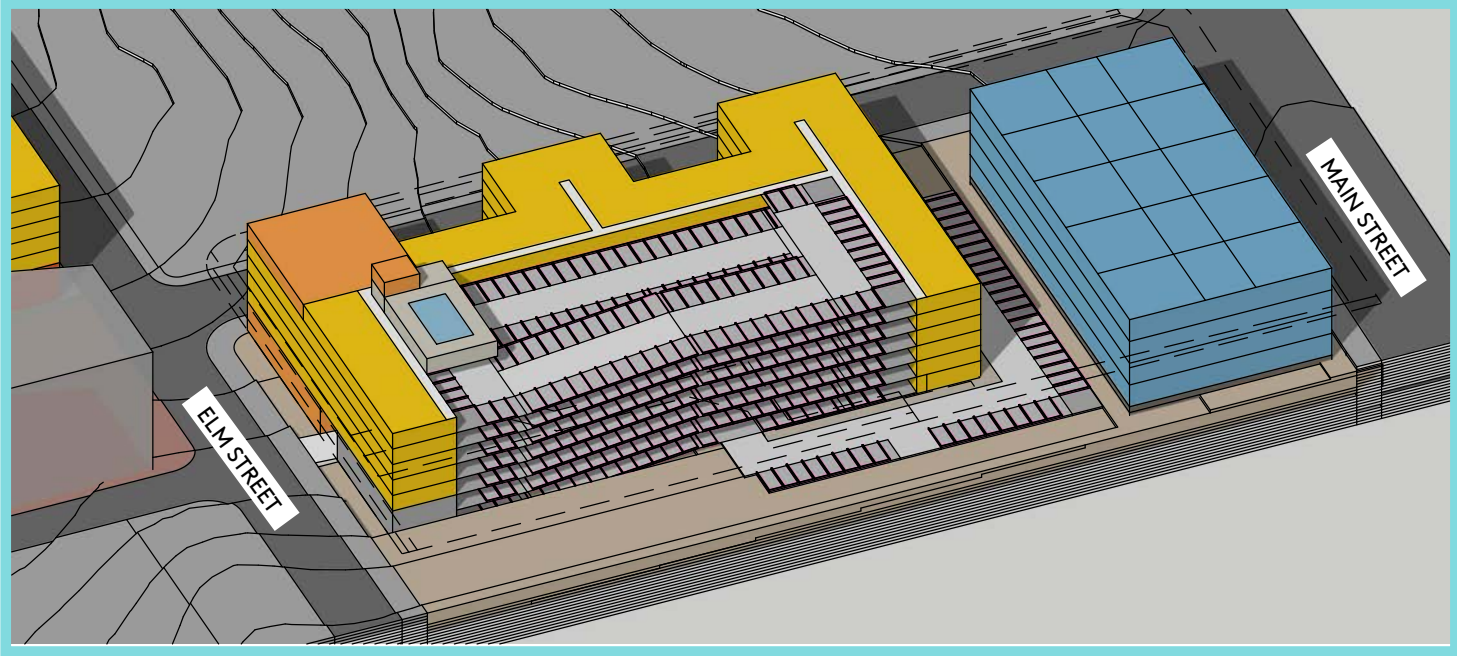
2015



JDAVIS DEVELOPMENT OPTIONS



Church Ave - Option 1



Church Ave - Option 2



Church Ave - Option 1 (Alt View)



Church Ave - Option 2 (Alt View)



Church Ave - Option 3

CHURCH AVE SITE REVIEW

- » TradeMark conducted meetings with key stakeholders
- » Studied & commissioned various versions of massing studies
- » Included potential future City Hall, residential, retail, parking structures, & streetscape connectivity
- » Reviewed Kimley Horn (05/2023) parking study commissioned by Staff

SURFACE PARKING RECOMMENDATION

- » **Recommend the city consider developing surface parking with a temporary pocket park & open space on the Church Ave site**
- » **Surface parking with a temporary pocket park & open space supports the future Elm St streetscape, provides more walkability, & encourages residential & retail development**
- » **The city can use temporary open space for community engagement activities, including food services (food trucks), dog parks, pocket parks, pop-up retail, lawn games, & outdoor movies**
- » **The surface parking options can consist of gravel as a temporary option**
- » **Evaluated based on current & historic market conditions & anticipated development**
- » **This will be a multi-year phased development, & constructing two parking decks simultaneously is not realistic**
- » **The following slides include three (3) layout options & a strategically designed layout area for a future parking deck**

SURFACE PARKING OPTION 1 - 290 SPACES



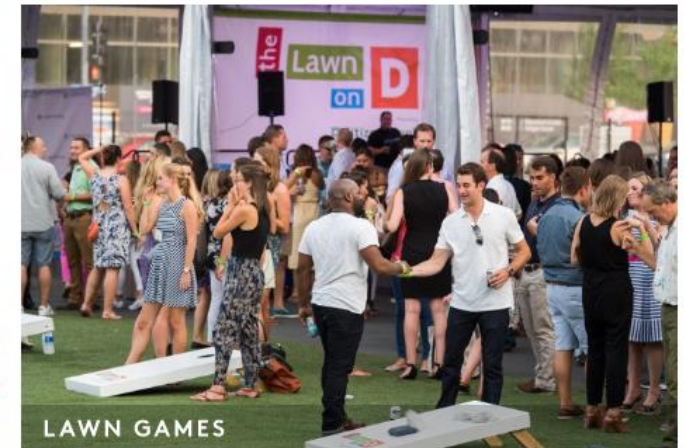
SPORTS COURTS



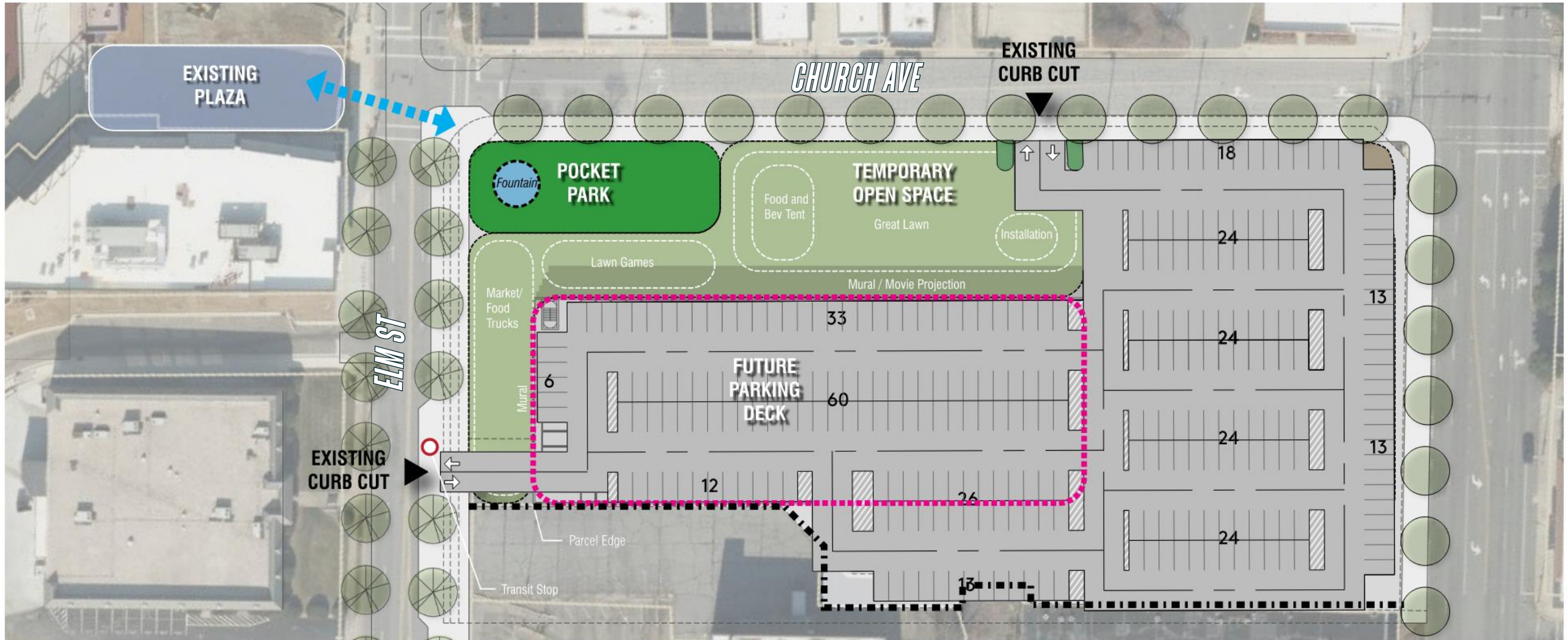
INSTALLATION: SWINGS



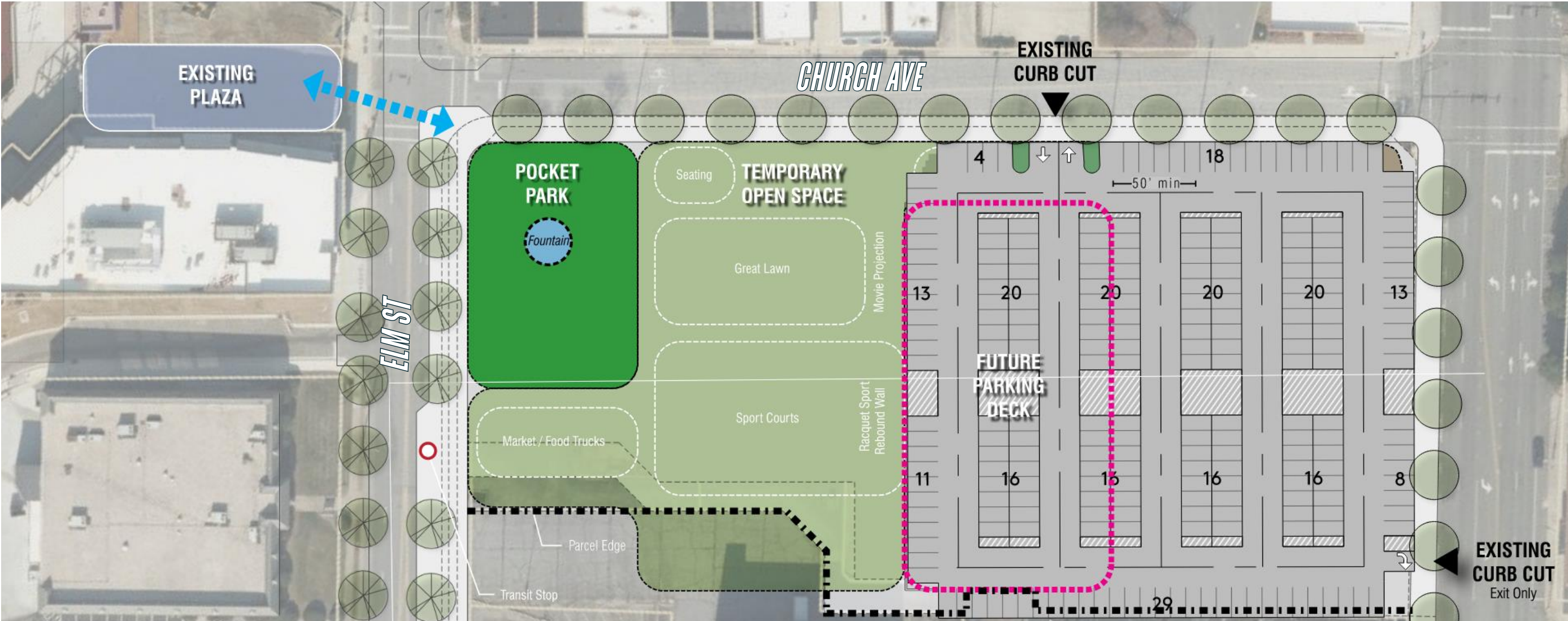
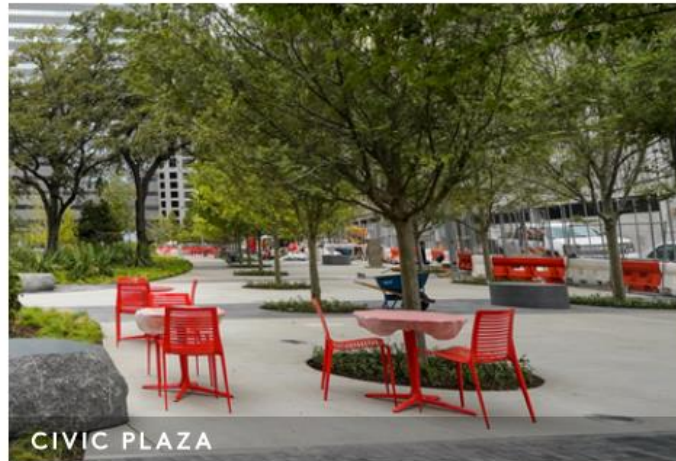
MOVIE PROJECTION



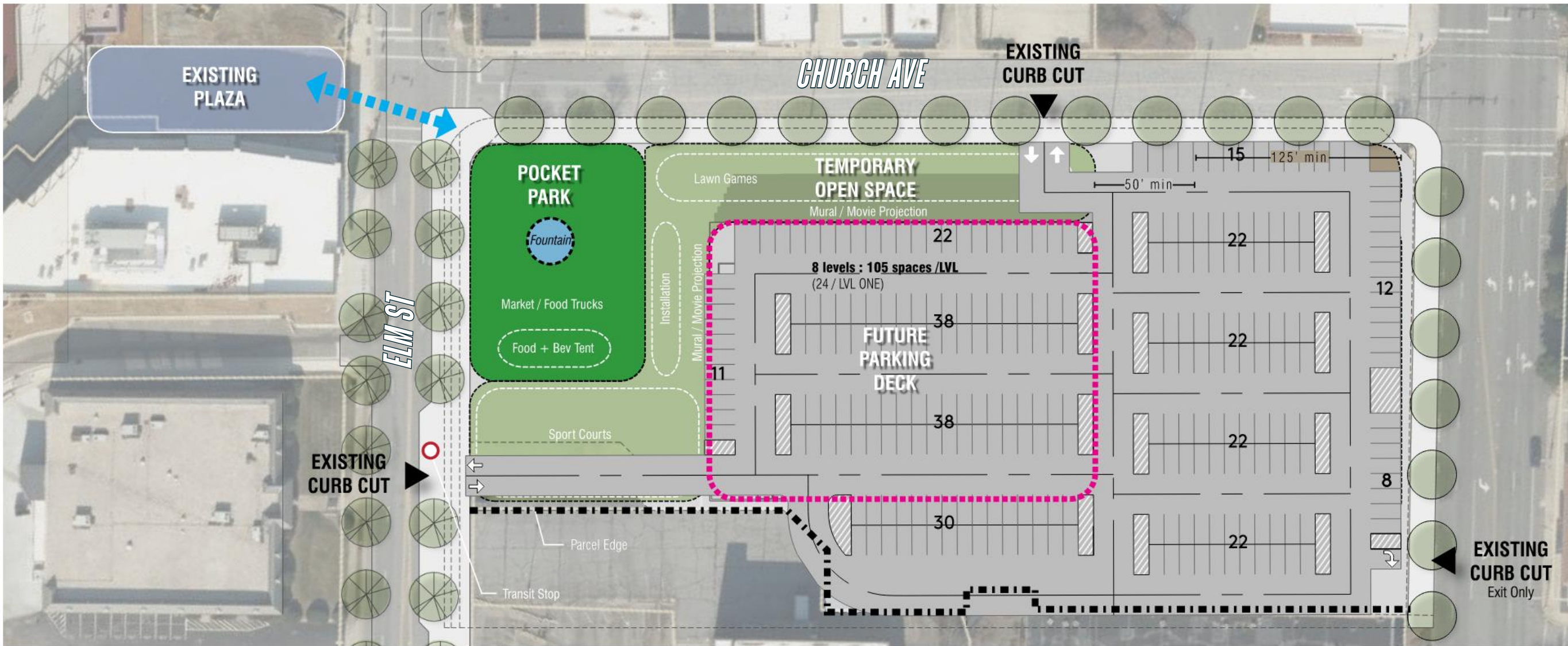
LAWN GAMES



SURFACE PARKING OPTION 2 - 224 SPACES



SURFACE PARKING OPTION 3 - 262 SPACES



CITY OWNED PROPERTIES

3.50 ACRES

1.05 ACRES

0.41 ACRES

4.06 ACRES

W ENGLISH RD

LINDSAY ST



ENGLISH RD & LINDSAY ST SITE

3.50 ACRES

16,850 SF RETAIL
92,600 SF OFFICE

1.05 ACRES

FUTURE HOTEL SITE
128 KEYS

0.41 ACRES

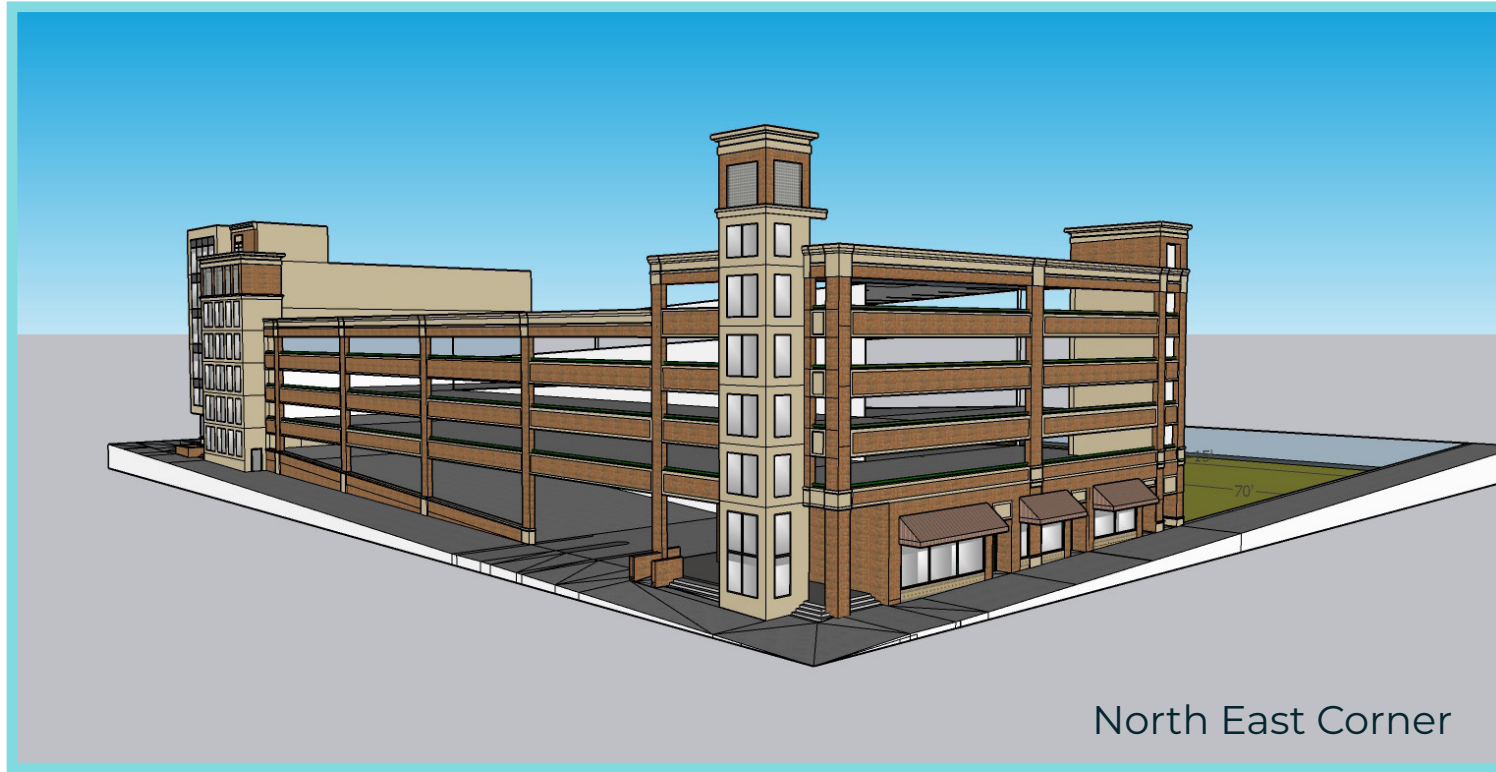
4.06 ACRES



W ENGLISH RD

LINDSAY ST

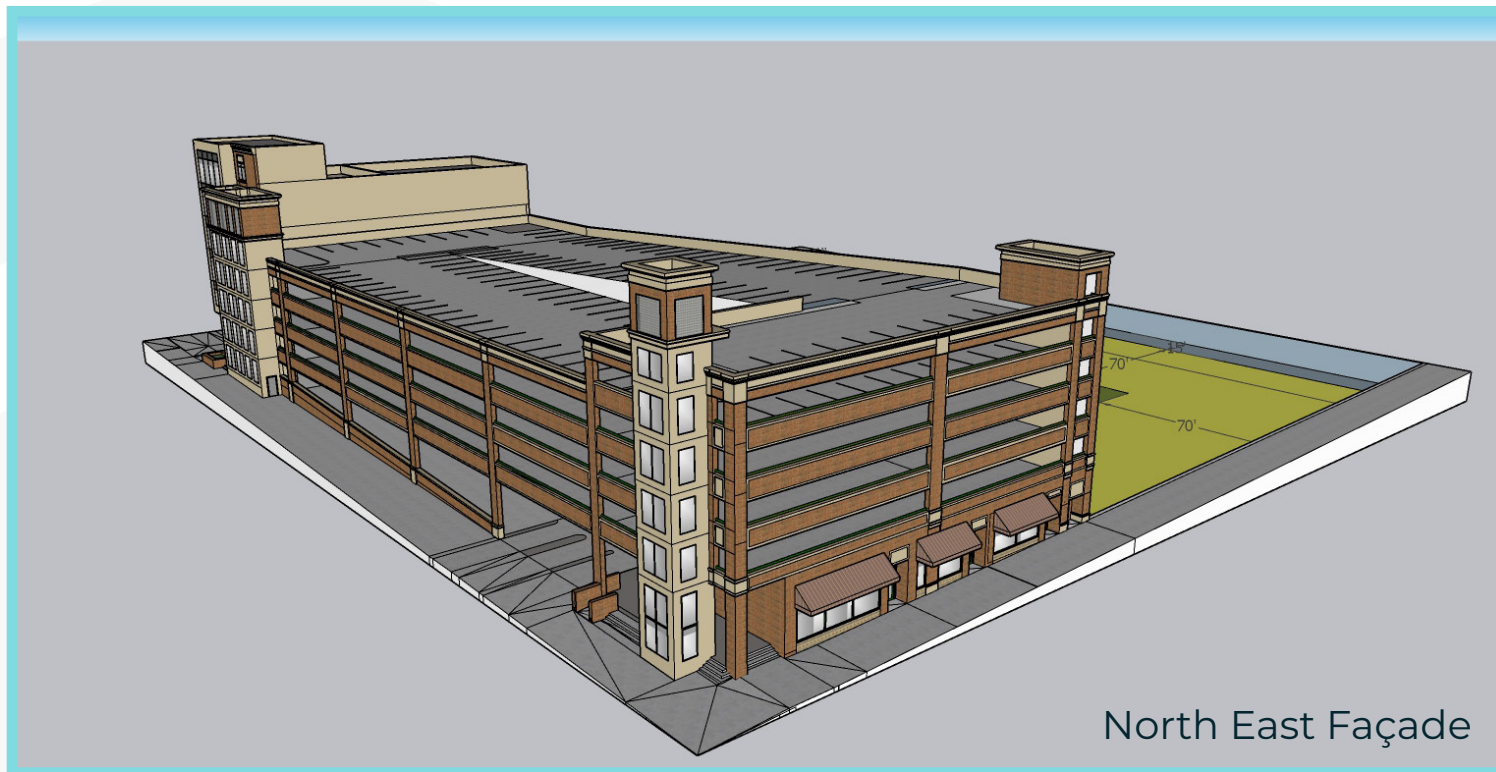
KIMLEY HORN PARKING DECK RENDERINGS



North East Corner



South East Bird's Eye View



North East Façade



South East Façade

ENGLISH RD & LINDSAY ST RECOMMENDATION

- » **There is a greater immediate need for a parking deck on the south side of the stadium**
- » **Both entrances for baseball and the main box office are on the south side**
- » **The south side can serve all three (3) entrances closer than any other site**
- » **A parking deck is preferred on the south side to better serve the 128 key future hotel site**
- » **Basis for recommendation: The city is utilizing a number of studies and data from previously commissioned studies, including confidential conversations with developers, data from the previous parking study, studies on the Church Ave Site, market data, and growth comparison to other cities**

