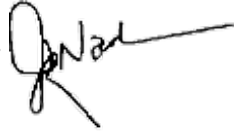
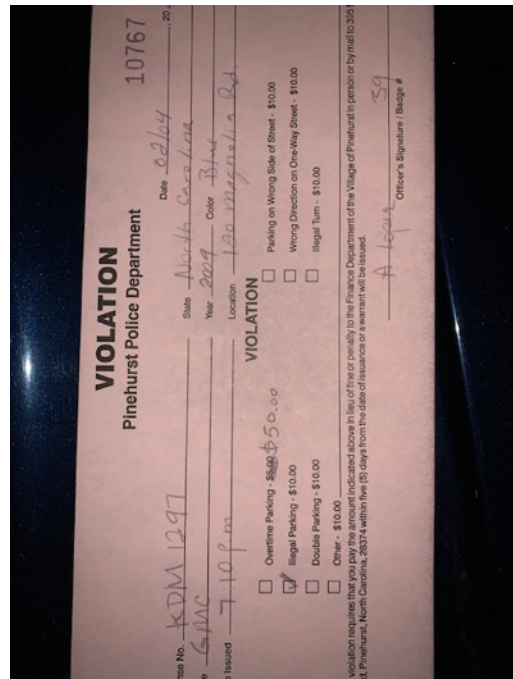


To: VOP Council: Mayor John C. Strickland jstrickland@vopnc.org
Mayor Pro Tem Patrick Pizzella ppizzella@vopnc.org
Treasurer Lydia Boesch lboesch@vopnc.org
Councilmember Jeff Morgan jmorgan@vopnc.org
Councilmember Jane Hogeman jhogeman@vopnc.org

From: Jim Nash, Central District Pinehurst Retailer
Re: Parking Matters – AGAIN!
Date: February 06, 2023



On Saturday February 4th 10 Central Village businesses hosted the **Wine & Chocolate Love Affair Wine Walk** – more than 500 people were in the Central Village during the event (participants and normal/usual crowd). As usual, during Central Village “events” parking was an issue, and as usual people parked wherever they could find space. At 7PM the Pinehurst police ticketed a truck parked on Magnolia loading zone (see two pictures below. On Monday (see third picture below) this car parked in the same area for most of the day and NO ticket was issued. Where is the consistency? Furthermore, why are vehicles ticketed during special events when VOP does not provide adequate parking solutions?





On Monday February 6th one of the FlaCorp boys again parked ALL DAY in front of the DuneBerry (Pics below) – he knows better as I have personally put the mayor’s letter on all their cars multiple times. My wife Ann got into a heated discussion with him about his parking habits and made an out of character comment in the heat of the moment she should not have made. VOP (Council, Mayor, Admin) are CAUSING continual unpleasant confrontations between business owners in the Central Village by continuing to NOT address this open sore issue! One of the other FlaCorp boys then parked a second car in front of our store and in front of the Reserved Parking sign, ALL Day...this was out of spite. Now it’s gone to harassment, and VOP continues to have its head in the sand and do nothing. FlaCorp does this continually every day on Chinquapin as well...they actually seek out the Reserved signs to park all day. This group has zero respect for anyone in Pinehurst.





Like confrontations have been occurring all over the Central Village on a continuous basis, and this group is not the only chronic violators (both business owners and employees).

This Admin/Council/Mayor is like all those before, continuing to kick the preverbal can down the road and refusing to resolve the ongoing and serious parking issues of the Village.

In November of **2011** VOP conducted the Village Business Needs Survey. The top three business challenges facing Village Center businesses were:

1. Attracting new customers,
2. The image of the Village,
3. Customer parking availability

Over 94% of survey participants indicated parking expansion and improvements as either very important or important, making it the top priority.

Customer parking availability was listed as the third most important business challenge (with 91.2% indicating it was a very important or important business challenge) and the number one priority for downtown improvements (with 94.1% indicating it was very important or important). In addition, 60% of the 248 respondents to the Downtown Streetscape and Sand Parking Lot Improvements Survey in June 2011 indicated that additional parking was needed in the Village Center. Based on this, [then stated] ***the Village should address the parking issue in the Village Center to ensure there is adequate parking.***

NOTHING has changed in the last 11-years, the same issues continue year after year.

An excerpt from my September 2021 Memorandum to Council – ***“Blowing Rock, NC gets it! Published In High Country Magazine (Sept 2021) 12-page article “Tourism Good – Parking Bad” Some key highlights:***

- * *“Blowing Rock is looking for Answers” to its growing Parking problem*
- * *Residents and Visitors recognize “the real lack of parking in Blowing Rock”*
- * *BR hired professionals (Destination Development Association) to study the problem and “develop strategies to minimize any negative impacts of tourism on the town” The are spending \$80K on the study which began in May and will get a final report in November.*
- * *“We hope to gain insight and develop remedies regarding the issues causing friction between residents and tourism”*
- * ***“Blowing Rock Mayor knew parking was a problem and was going to be an issue no matter what – we don’t need any more band-aid approaches”***
- * *The consultant already “suggested that a town the size of Blowing Rock needed about 1,500 parking spaces to accommodate visitors, employees and residents. Right now the town has 428 parking spaces” [they are looking at adding a 600 space parking garage].*
- * *“This should give us a map going forward and allow us to make Blowing Rock a better place to live, work and invest.”*

In reference to the information above, consider the following:

Blowing Rock has a population of 1,318 with an effective population of 5,500 from May to November. Pinehurst (the Golf Capital of America), has a population of 17K

Blowing Rock has +/- 500,000 annual visitors, whereas Pinehurst has well over 1 million annual visitors.

Blowing Rock has \$16.7 in lodging revenue whereas Pinehurst Resort alone does \$214M (indicating the impact [and traffic] of additional \$’s spend in the Village area).

*The Village of Pinehurst has +/- 330 parking spaces of which 10 are handicap. Blowing Rock (pre-Parking Initiative) currently has **100 MORE** spaces than the Village of Pinehurst!*

The footprint of downtown Blowing Rock (subject of the parking issue) appears to be about half the size of the Village of Pinehurst.”

January 2023 Article: **Blowing Rock Town Council discusses possible paid parking implementation**

https://www.wataugademocrat.com/blowingrocket/news/blowing-rock-town-council-discusses-possible-paid-parking-implementation/article_183efad6-973d-11ed-a7a3-8f559c08d2d2.html

VOP does not get it and continues to duck their fiduciary responsibility to the constituents, businesses, and visitors of Pinehurst – it’s disgraceful, and weak leadership and governance!

Directly to the point above, on January 19, 2023 I sent VOP Council a Memorandum and Petition on Downtown Parking Matters, which also addressed real economic loss for Retailers of the Village. Ten Central Village Retailers (representing a majority) signed the Petition. VOP Council chose to not even acknowledge the Memorandum/Petition let alone address it. Unprofessional and shameful!

An excerpt from my 11/16/22 Memorandum to Council *“It was mind-numbing for Katrin Franklin (President Pinehurst Business Partners) and myself to listen to a half hour of discussion (11/15/22 Council meeting) and possible introduction of a new (or re-written) ordinance concerning a one-off complaint about lighting in the residential village (possibly an amendment to Ordinance #22-23). One complaint from a citizen of Pinehurst (valid and justified as it was) got this much attention and time of Council!! Ms. Franklin, I and others like Bob Hansen have been addressing the irresponsible and inequitable parking situation in the Central Village (downtown) for years and continue to do so to this day! We have never gotten the same concern, attention and action that was displayed in the 11/15/22 meeting! What sense does this make?”*

An excerpt from my 11/19/22 Memorandum to Council *“In the follow-on Council Work Session 3/8/2022 Agenda item 2 Status update on Downtown Customer Parking Program, council pursued a discussion on the proposed plan (1:40 mark through 39:50). The following are a number of pertinent comments quoted from Council:*

Jeff Batton led a discussion on the proposed letter and parking map and signage.

Lydia Boesch: “how do we enforce this letter? That has always been the issue.”

Jane Hogeman to Jeff Batton: “do you think it’s going to work?” Jeff: “without a way to enforce this I don’t really think it’s going to work”

Pat Pizzella: “after its in place (Letter & Signage) then we can look at creating an ordinance or something to enforce compliance”

Jane Hogeman: “let’s look at an enforcement ordinance around a time limit – maybe institute timed parking”

Jeff Morgan: “government needs to team-up with PBP to resolve the compliance issue...I don’t think what we are doing now is going to be the complete solution”

John Strickland: “we have a continuing issue of enforcement, but these steps were taking is an attempt to try and play a role in the process...the signs are a good first step”

Jeff Morgan: “I agree with Jim Nash there has to be an enforcement process, it's the only tool we have for compliance”

John Strickland: talked about a reminder letter to ongoing violators may be required and that we need to do more education. John asked Jeff Batton “when do I go talk to some of the shop owners, building owners, some of the people?” and “I need to have other council people help with this”

*The rollout was poor, as was addressed in an email to the Major on 8/31 and 9/1 “DuneBerry, Bob Hansen, Gentleman’s Corner, and Katrin Franklin have stated they did not receive a letter or email” on downtown parking. No engagement took place by the Council with shop owners, building owners and the people (i.e., known chronic non-compliers). No further thought or action has been taken in coming up with an enforcement plan. PBP has not been engaged to partner with government to find a solution. **Councilmembers went on public record March 8th with all those comments and have not followed through on any of them.**”*

I don’t believe any of these memorandums (from excerpts above) nor many similar memos I have sent for the last two-years were acknowledged nor commented on by VOP Council – seems like that has become standard procedure!

A small (parking) war is now surfacing, and business owners are in contention with each other – **Congratulations you all are responsible.** What goes around comes around and the November elections are coming around and this will be a very hot topic for all running. The 10 petition signers and many others of like mind have a great deal of influence on Pinehurst constituents.