

**To:** Mayor John C. Strickland [jstrickland@vopnc.org](mailto:jstrickland@vopnc.org)  
Mayor Pro Tem Patrick Pizzella [ppizzella@vopnc.org](mailto:ppizzella@vopnc.org)  
Treasurer Lydia Boesch [lboesch@vopnc.org](mailto:lboesch@vopnc.org)  
Councilmember Jeff Morgan [jmorgan@vopnc.org](mailto:jmorgan@vopnc.org)  
Councilmember Jane Hogeman [jhogeman@vopnc.org](mailto:jhogeman@vopnc.org)

**Date:** 1/19/23

**From:** Village Retailer's

**Re:** Memorandum and Petition on Downtown Parking Matters

In the Council Regular Meeting 3/8/2022 (46:47 mark) Jim Nash made comments concerning edits to the Mayors Parking Letter, edits to the sign language and most importantly stated without an enforcement plan, spending \$16,000 on permanent parking signage was a waste of tax-payer money...he advised that the signs and letter would have little effect.

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 8<sup>th</sup> with all those comments and have not

followed through on any of them. Even during this 2022 Holiday season where convenient parking is critical to shops trying to accommodate local shoppers – nothing but silence from Council.

Since the letter rollout Katrin Franklin has used myVOP to comment and provide pictures on continued violators – no response; Bob Hansen has sent emails with pictures to the Mayor - no reply; Jim Nash has sent a couple Councilmembers pictures on violators and memorandum concerning the failure of the program and talked to a couple councilmembers about the same – no acknowledgement, no further action. Council's modus operandi appears to be just ignore the situation and it will go away...the message sent over and over again is we just don't care, it's not important to us to take care of our downtown businesses.

On 11/16/22 Jim Nash once again sent a Memorandum to Council, among other concerns addressed, the parking impact from the constituent's perspective was brought into view: "My view is also supported by the fact that in the 2022 Community Survey, the question "Do you shop regularly in the Village Center (downtown) returned results of 61% NO – To the question "Do you dine regularly downtown?" 45% responded NO. Although varied reasons were cited, the third most stated at 27% was lack of Parking. The recent Admin and Council initiative of new permanent Shop, Dine, Visit signs and the letter from the Mayor that went to downtown businesses et., al. has been a total failure. Absolutely nothing has changed, except the misperception of administration and Council that things are somehow much better. NOTHING HAS CHANGED, and several of us can prove that with photos, that we don't bother sending in anymore because there is no response or further action from this administration and Council. As I stated in a Memorandum to Council March 15, 2022, and in my verbal comments in the March 8 Council Meeting – without an enforcement plan, spending \$16K of taxpayer money on permanent signs was a waste of money, and thus far it has been exactly that."

In taking no enforcement action and just ignoring the continued pleas from downtown small business owners directly affected, the Council is in reality giving deference to the known chronic violators, over aligning with the owners of shops and food & beverage establishments – we feel this is irresponsible governance. This is not a matter of business owners and employees parking to load or unload of even parking for a reasonable amount of time, that is understood and not the issue – it's the business owner and employee chronic violators who park every day all day in front of downtown businesses that is the main problem, as has been stated many times!

All the above aside, there is a greater issue and impact. Its more than just doing what's right concerning this ongoing unresolved and ignored parking issue, it's a matter of a loss of a significant amount of money to the retail community in the Central District. Exhibit A provides a calculation of **an estimated loss of sales for retailers of up to just under \$2M**, directly related to this same parking matter. Some shop owners have life savings and their livelihoods tied to having a successful business within the Central Village and continue to try and maintain viable businesses through tough economic times. **Some retailers are reporting a 20% loss of sales YTD for 2022 compared to 2021.** The Councils continued inaction is costing small business a considerable loss of potential business, and for that, we will not remain silent for one Council meeting going forward, and herein Petition the VOP Council to take the appropriate steps and actions to resolve this decades old issue once and for all.

What the parking issue costs VOP Downtown Retail Merchants (Per the assumptions as stated)									
13,859	Adults	<a href="https://worldpopulationreview.com/us-cities/pinehurst-NC-population">https://worldpopulationreview.com/us-cities/pinehurst-NC-population</a>							
	<b>Survey 1:</b> Downtown Village of Pinehurst Survey (Park and Ride Initiative) Results Aug 2021 - 540 Respondents								
47.66%	Q:	Is parking a deterrent for you to shop downtown?	47.66%	YES					
	<b>Survey 2:</b> 2022 Village of Pinehurst Community Survey Findings Report - 831 Respondents								
	Q11.	Do you shop regularly in the Village Center (downtown)?	<b>61% NO</b>						
	Q13.	Reasons That Prevent Respondents From Shopping/Dining Regularly in the Village Center (Downtown) More Often							
16.47%	Parking availability was 3rd at 27%	27% of 61% = 16.47%							
32.07%	Blended Average of two Surveys								
4,444	Est. Pinehurst Adult Citizens who don't shop downtown specifically due to lack of Parking								
19	"Retail" businesses downtown								EXHIBIT A
2.40	Est. Average Visits Per Retailer (some retailers greater some less) - likely a low # to actual								
\$ 125.00	Est. Avg. purchase per shopping visit (some retailers greater some less)								
<b>\$ 1,333,167</b>	<b>Estimate of lost local business for downtown retail merchants</b>								
<b>\$ 684,773</b>	<b>Low using 16.47%</b>								
<b>\$ 1,981,560</b>	<b>High using 47.66%</b>								
<i>Note: These people ALL shop someplace, if the #1 stated deterrent was resolved, and promoted to locals it's a reasonable assumption</i>									
they would support downtown local businesses!									
However one wants to slice and dice the numbers and assumptions, the fact is clearly apparent that the inaction of VOP Admin/Council results in a <b>\$685 Thousand to \$1.98 Million LOSS</b> to downtown retail small businesses!!									
Furthermore, these loss of business estimates do not include loss of downtown Food & Beverage revenues for the exact same reasons.									

## EXHIBIT B

We the undersigned business owners in the Historic District of the Village of Pinehurst, herewith Petition the Village of Pinehurst Council and Administration to take responsibility for, and timely action required, to correct the inequitable parking situation within the Central District of the Village of Pinehurst.

	NAME	BUSINESS	DATE
1.	<u>Bruce R Nash</u>	<u>DuneBerry</u>	<u>12/16/22</u>
2.	<u>Katrin Franklin</u>	<u>BUMP + BABY</u>	<u>12/16/2022</u>
3.	<u>Robert Hansen</u>	<u>Old Golf Shop</u>	<u>12/16/22</u>
4.	<u>Deborah Davis</u>	<u>COOPER &amp; BAILEY'S</u>	<u>12/16/2022</u>
5.	<u>Amanda Jakiel</u>	<u>Purple Thistle</u>	<u>12/16/2022</u>
6.	<u>Johnsye Davis</u>	<u>Johnsye White Interior Design</u>	<u>12/18/22</u>
7.	<u>Risa Whipple</u>	<u>Gemma Gallery</u>	<u>12/19/22</u>
8.	<u>Mini Baker</u>	<u>Iconic Collection</u>	<u>12/19/22.</u>
9.	<u>Jason Johnson</u>	<u>Corner Store</u>	<u>12/20/22</u>
10.	<u>A. Neal</u>	<u>CoatWearStore</u>	<u>12/20/22</u>

This Memorandum and Petition is posted on the Bulletin Board of CelebratePinehurst.com for public review and comments which can be made in the website Forum.