



# ADVANCING THE PIKE DISTRICT

October 12, 2020

# Agenda

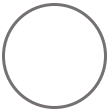
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- Review COVID activations
- Share key findings from initial report

# Schedule



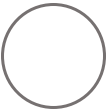
**SCOPE +  
BACKGROUND  
RESEARCH**



**SPRING  
2020**



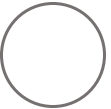
**DEVELOPMENT  
ANALYSIS**



**SUMMER  
2020**



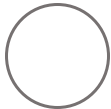
**STREETCAPE  
GUIDELINES**



**WINTER  
2020-21**



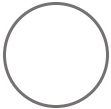
**BETTER BLOCK  
PLACEMAKING  
EVENT**



**SPRING  
2021**

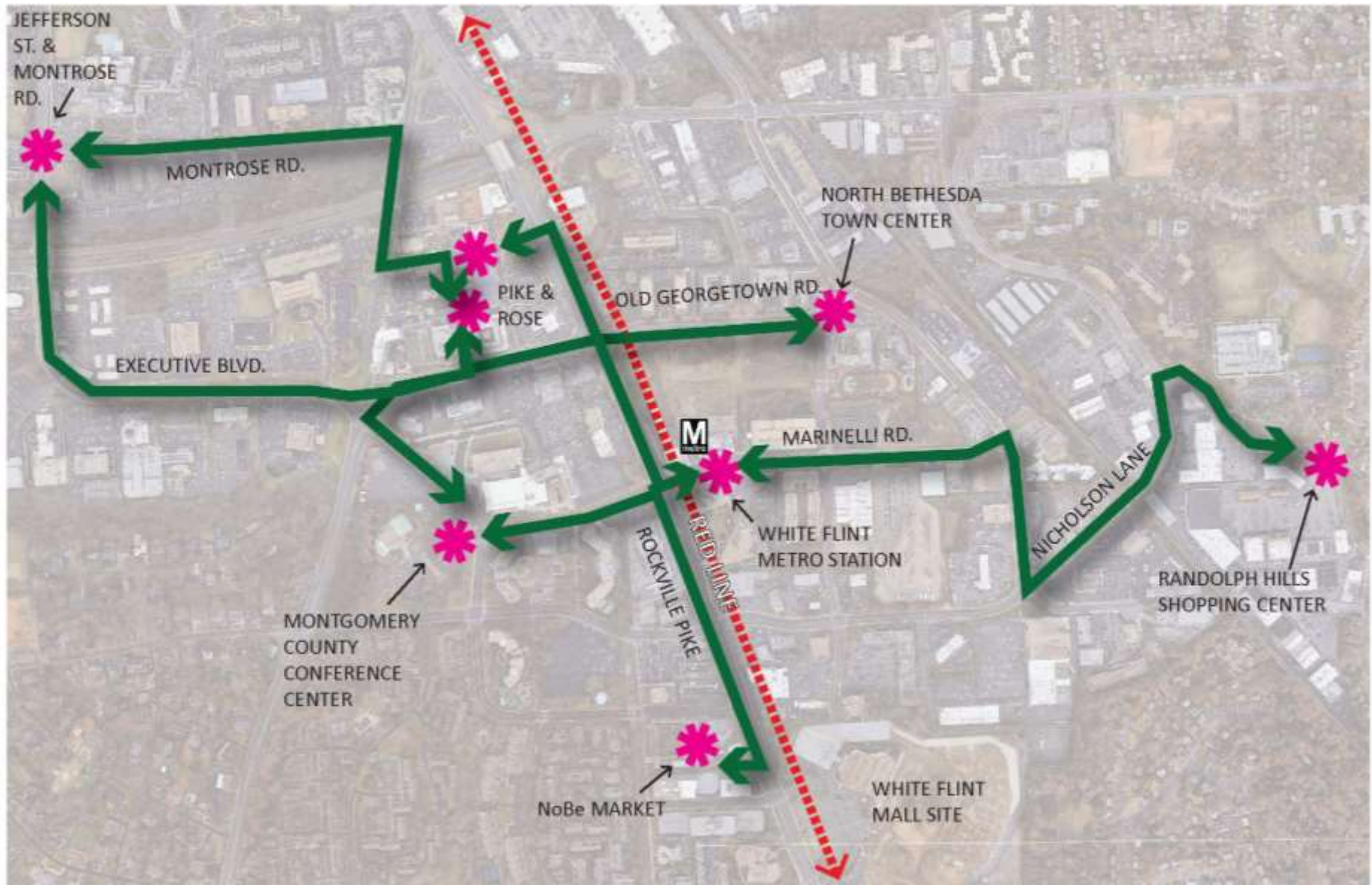


**FINAL  
BRIEFING**



**SUMMER  
2021**

# Walkability Analysis



# COVID Response Activations

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Activating public spaces to provide more space for people to walk, bike, and socialize



Working with local businesses to help them operate safely and efficiently



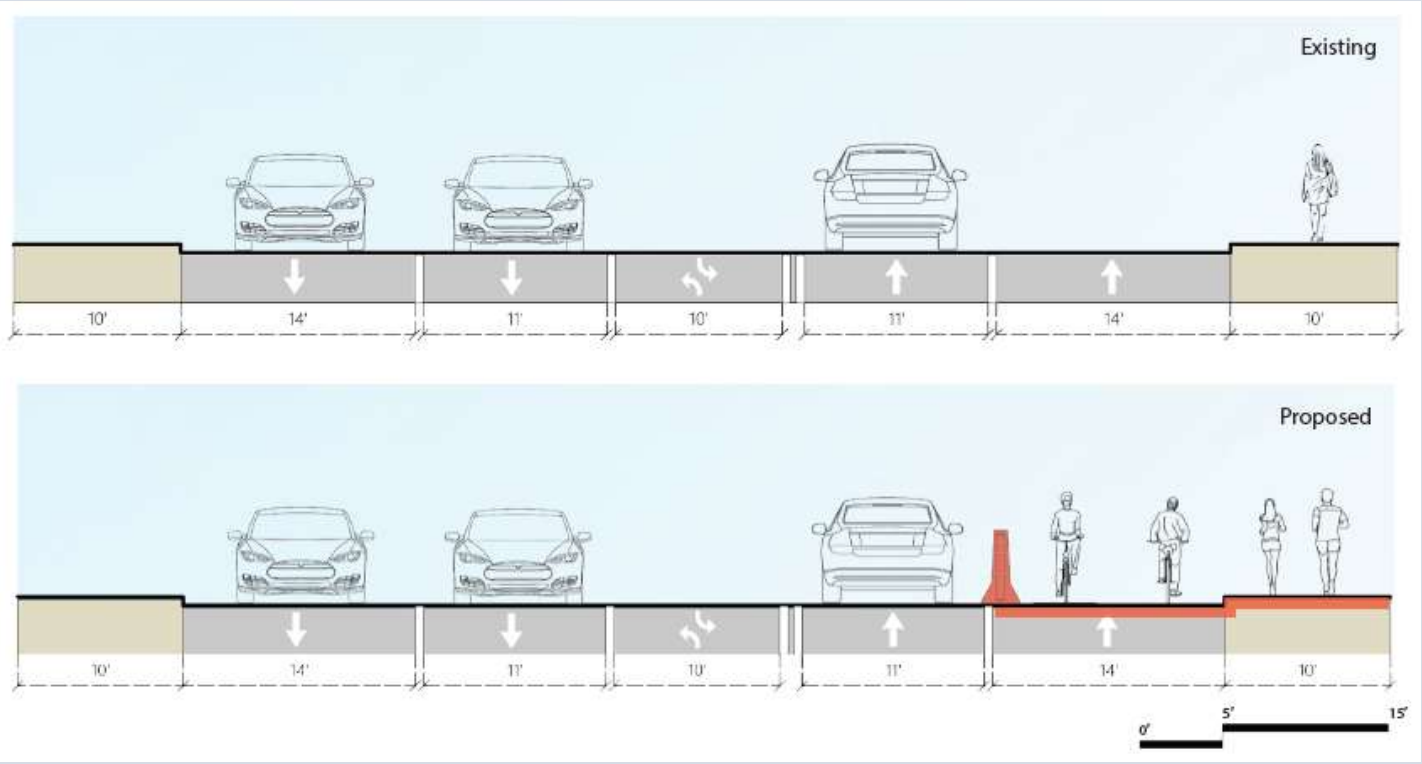
Actively coordinating with multiple County agencies and partners

# Pike District Connector



# Pike District Connector

## Executive Boulevard (Nicholson to Marinelli)

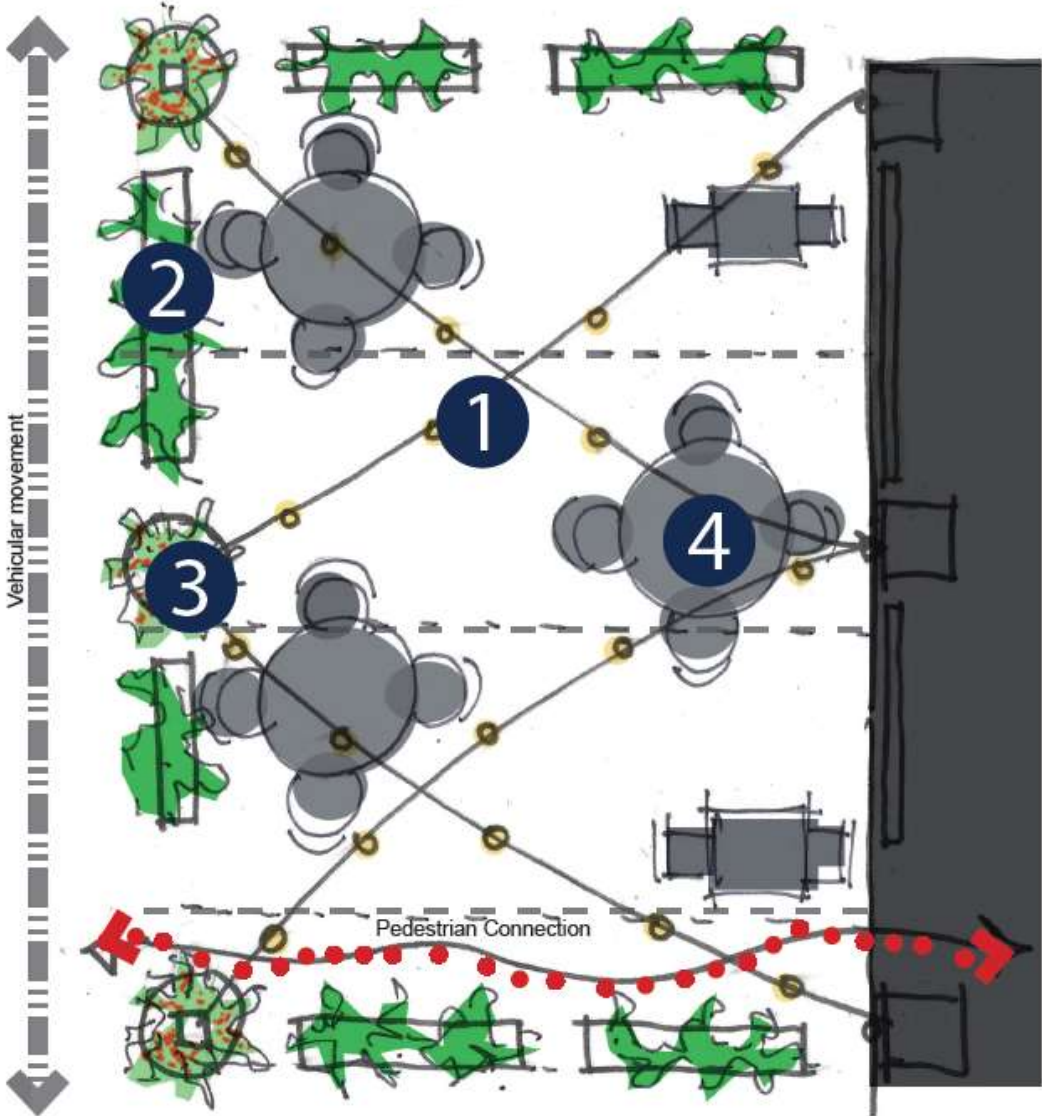


# Market Street Pop-Up





# Outdoor Dining



# Beer Garden



Seating area



Entrance to parking area

Potential location for porter potty (if needed)

Sand area for game

Hank Dieties Tavern structure

Gathering area

Parking area for guests shared with Java Nation

Seating area

Entrance to Java Nation

10 feet clear path along the site

Food truck area



Seating area



Differentiated ground pattern art

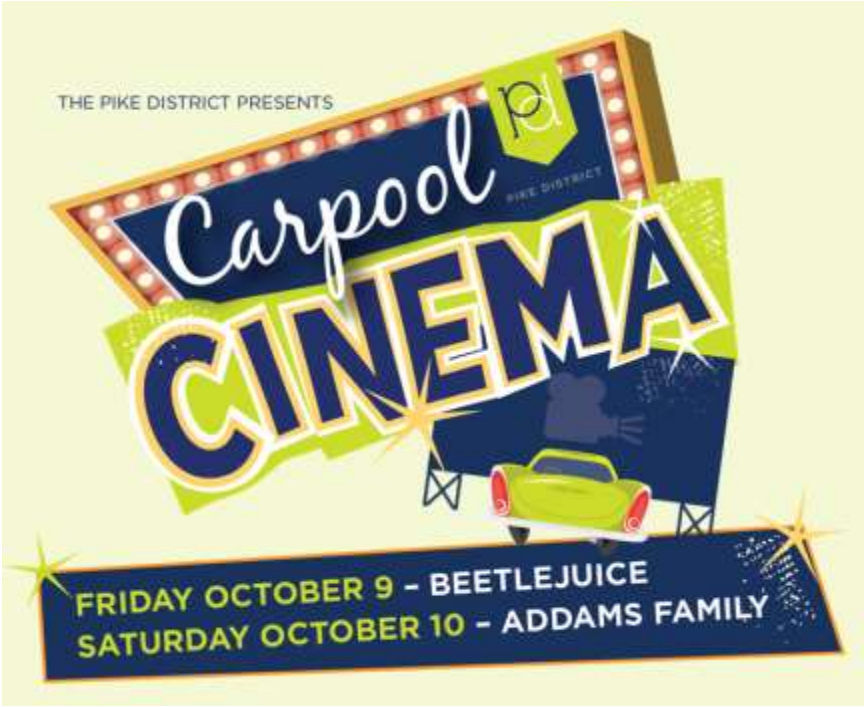


Food truck



Seating area

# Carpool Cinema



# Picnic in the Park





# ADVANCING THE PIKE DISTRICT

**Development Trends, Infrastructure  
Update, and Short-Term Solutions**

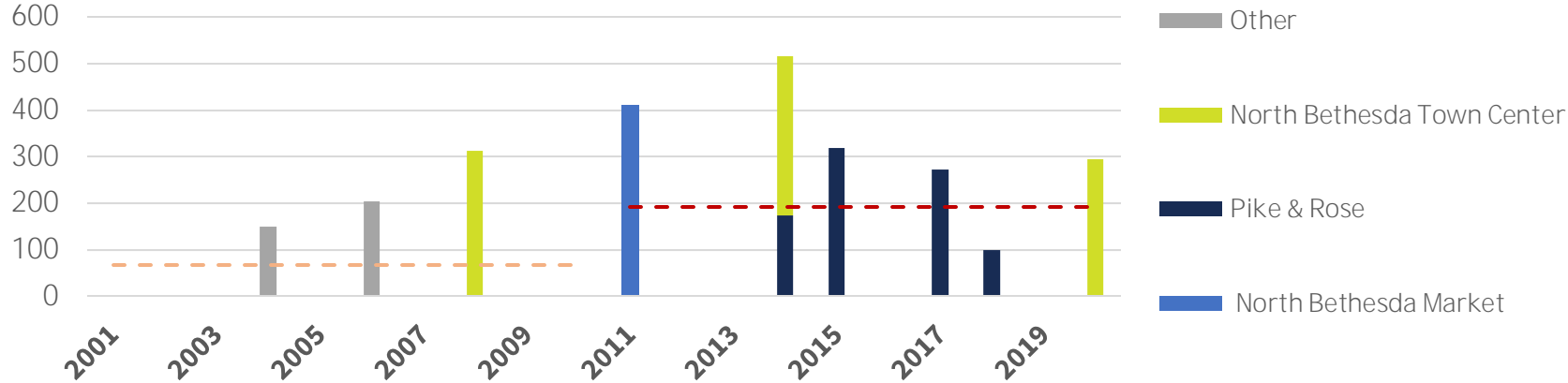
# Significance

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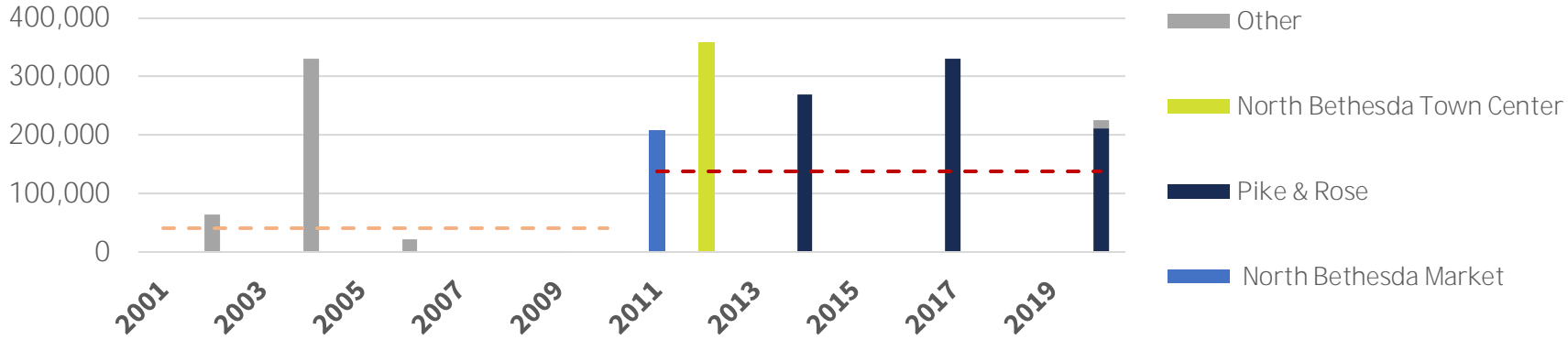
- Comprehensively reviews development progress and trends over the last 15 years
- Gained unique insights from the development community
- Identified regulatory, financing, and activation solutions to support future development
- Short-term solutions will position the Pike District to capitalize on future wave of development
- Support transformative developments in the Pike District

# Strengths + Opportunities

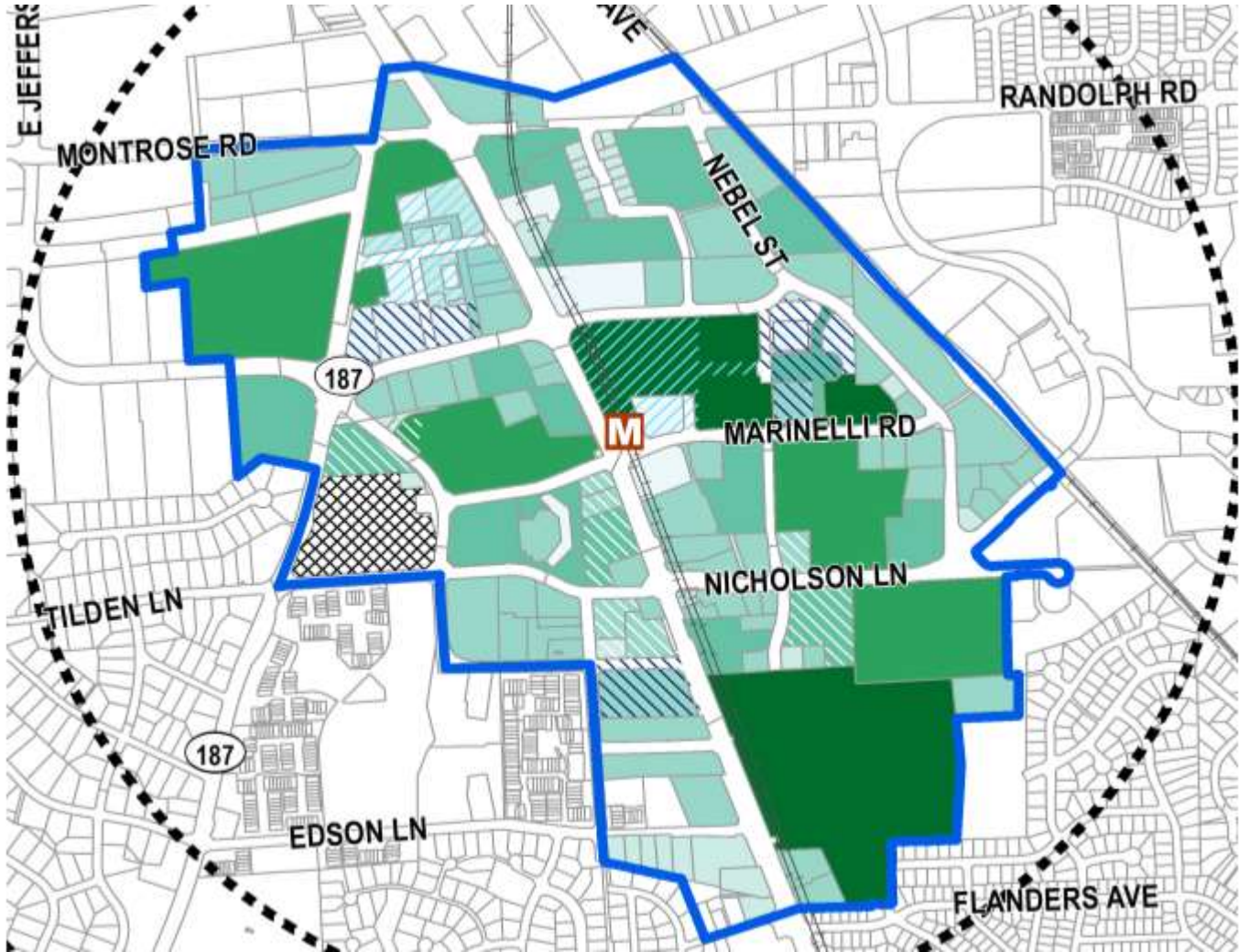
## Multifamily Development



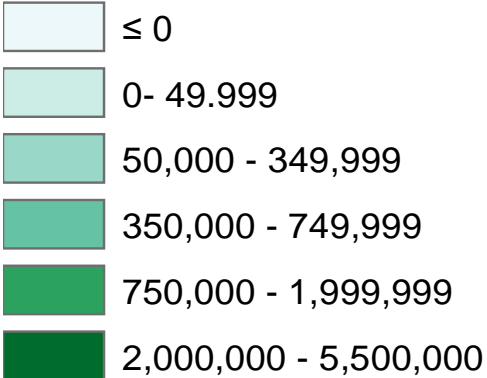
## Commercial Development



# Strengths + Opportunities

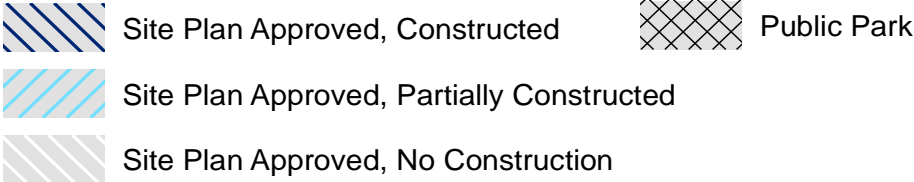


### TOTAL POTENTIAL NEW DEVELOPMENT \* IN SQUARE FEET



\* Maximum Allowable Development minus Existing Development

### ENTITLEMENT STATUS

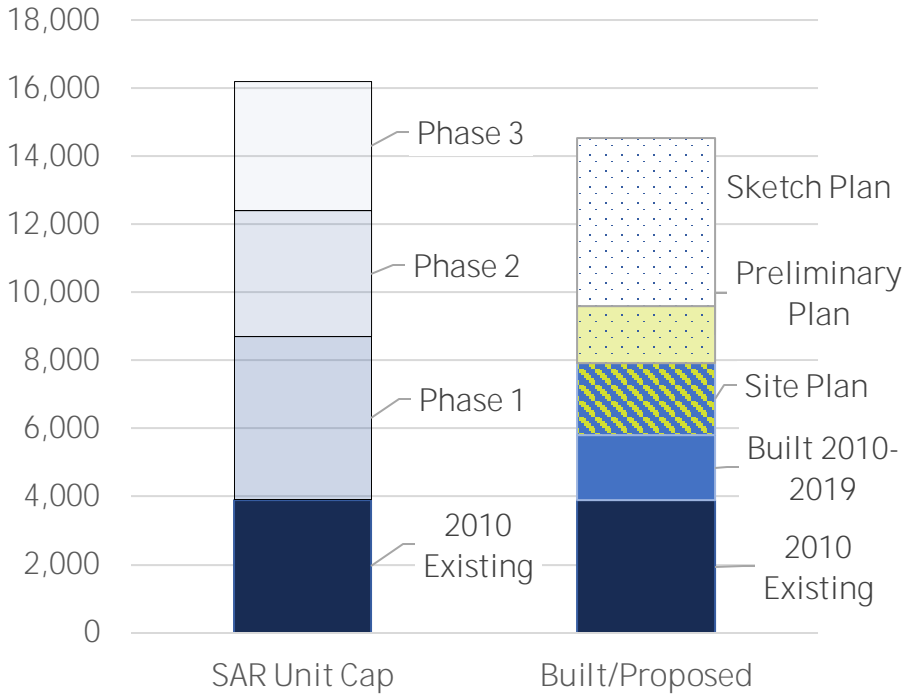


■ ■ ■ ■ ■ ■ ■ ■ 0.75 Mile Radius from White Flint Metro

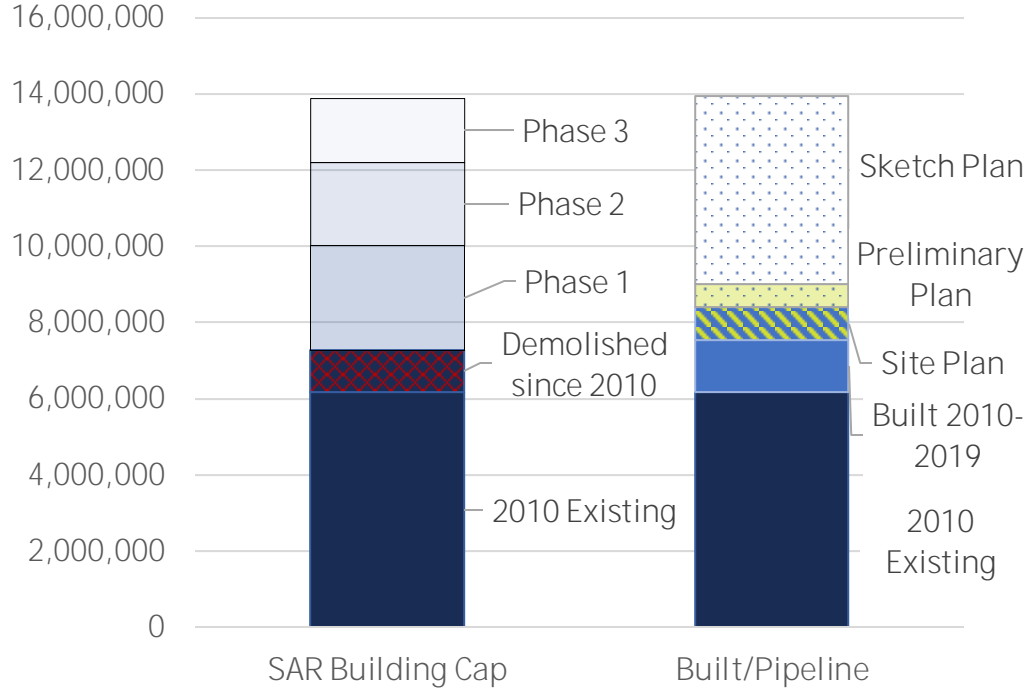


# Strengths + Opportunities

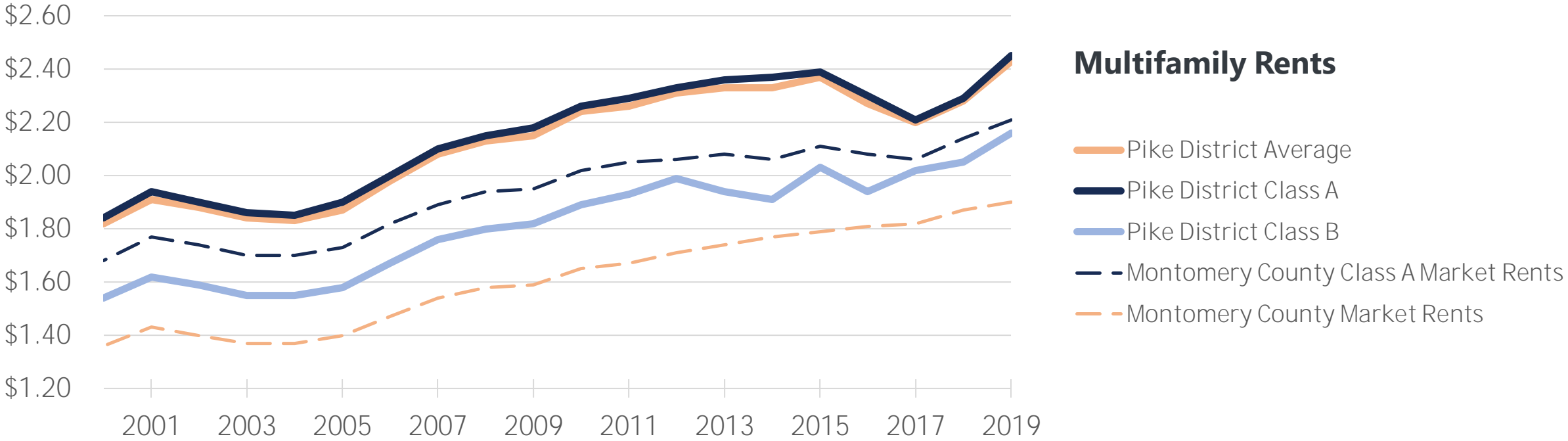
## Multifamily Capacity



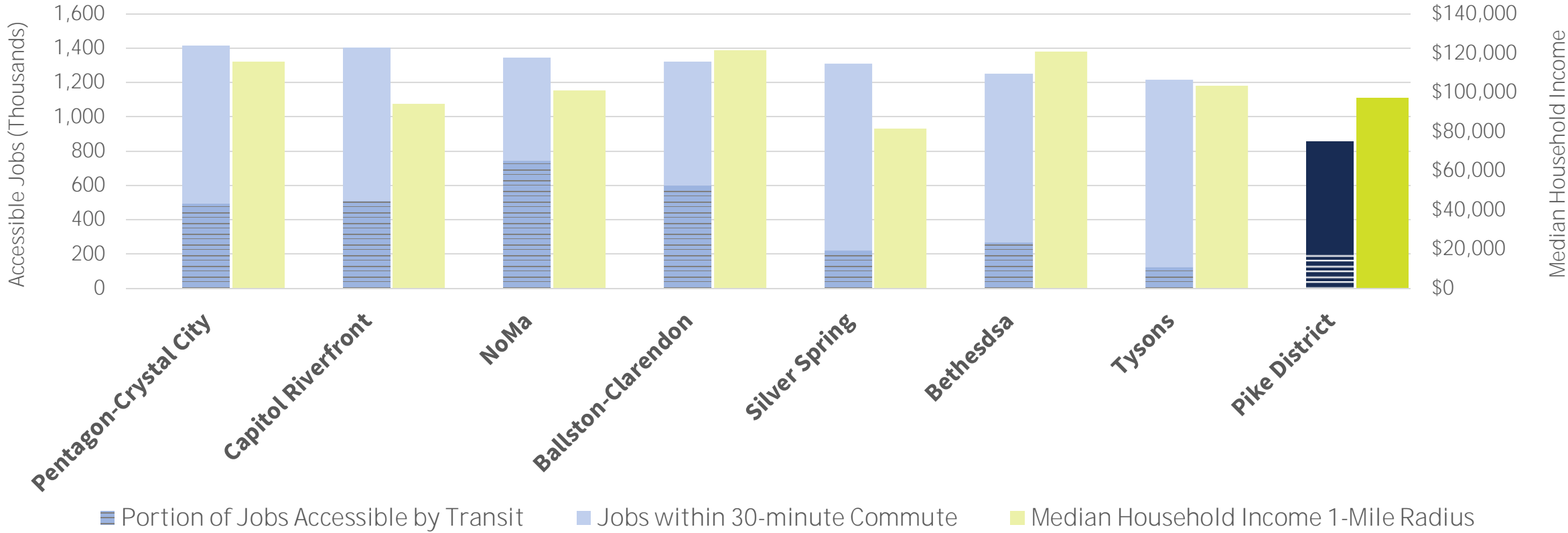
## Commercial Capacity



# Challenges + Obstacles



# Challenges + Obstacles



# Challenges + Obstacles



Implementation of public improvements is heavily dependent on private sector development



Developers have difficulty securing equity investments due to the incomplete implementation of the Sector Plan vision



# Strategies

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- 1 Prioritize short-term physical improvements to make the area more walkable and attractive for new development
- 2 Energize the Pike District by actively programming public spaces to support economic development and promote the Pike District brand
- 3 Support new development in the Pike District by streamlining regulatory review, providing clear street design standards, and coordinating upcoming infrastructure improvements with property owners
- 4 Reprioritize transportation improvements and evaluate alternative financing mechanisms to advance infrastructure implementation

# Next Steps

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- Update stakeholders on progress



- Brief Planning Board this fall