Land Hold - Arts & Entertainment Facility

February 24, 2026

Chris Corl
Community & Regional Entertainment Facilities



Key Takeaways

- City owned property known as ‘Parkside’ has been targeted for mixed-use development for 20 years.
- Initial assemblage of land conducted (~2006) with the intent to assist with development of a performing arts center.
- City staff has previously identified this site as a potential site for development of public safety stations, staff offices and additional parking.
- City staff has identified this site as a potential site for development of a mixed-use Public Private Partnership, including an arts & entertainment facility, parking garage and public safety station

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Historical Timeline

2006 & 2007

Site Assembly

> Secured all parcels under City ownership

> Evaluated feasibility of location a performance hall within a mixed-use development

2008

Land Hold

> Council approves land to be held for (5) years for development of a performance center

> Ultimately site is held for 10 years without development

2009 - 2019

Thomas Wolfe (TWA)

> Numerous attempts to secure seed funding for significant renovation of TWA

> Consultant estimates; dependant on scope/scale range from $15 - $40M

2019 - 2020

TWA Concept

> Concept design, initial construction drawings and budgeting for 'Broadway Light' renovation to TWA

> Project estimate $100 Million

> COVID -19

2023

TWA Closure

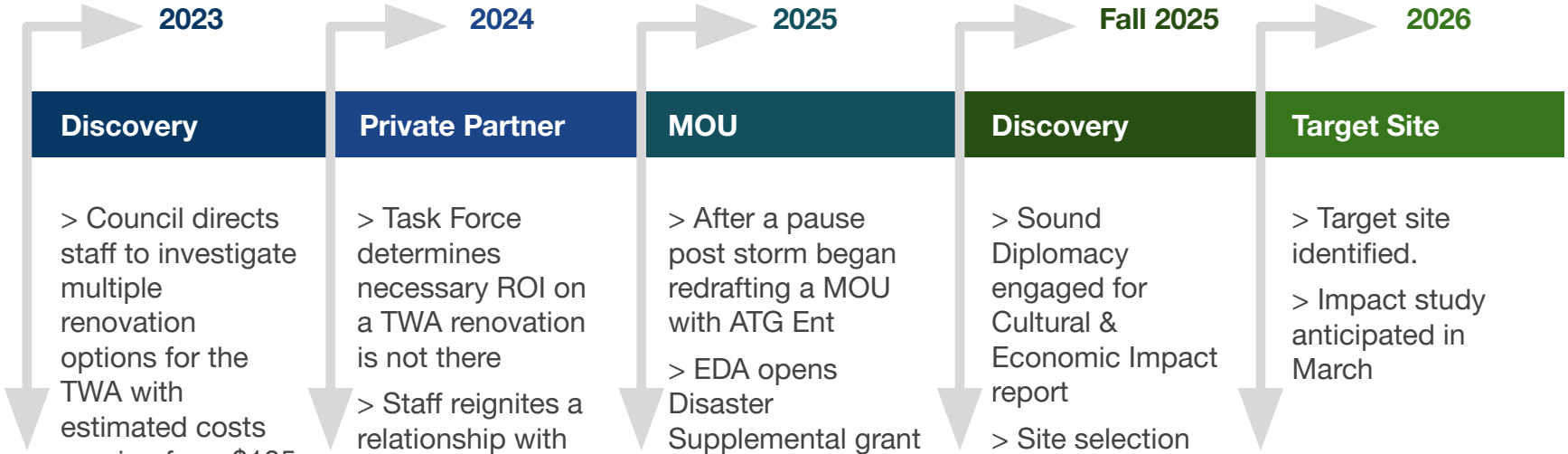
> Full HVAC system failure causes 9 month closure

> Major plumbing system failure is repaired

> Arts AVL creates 'Thomas Wolfe Task force'

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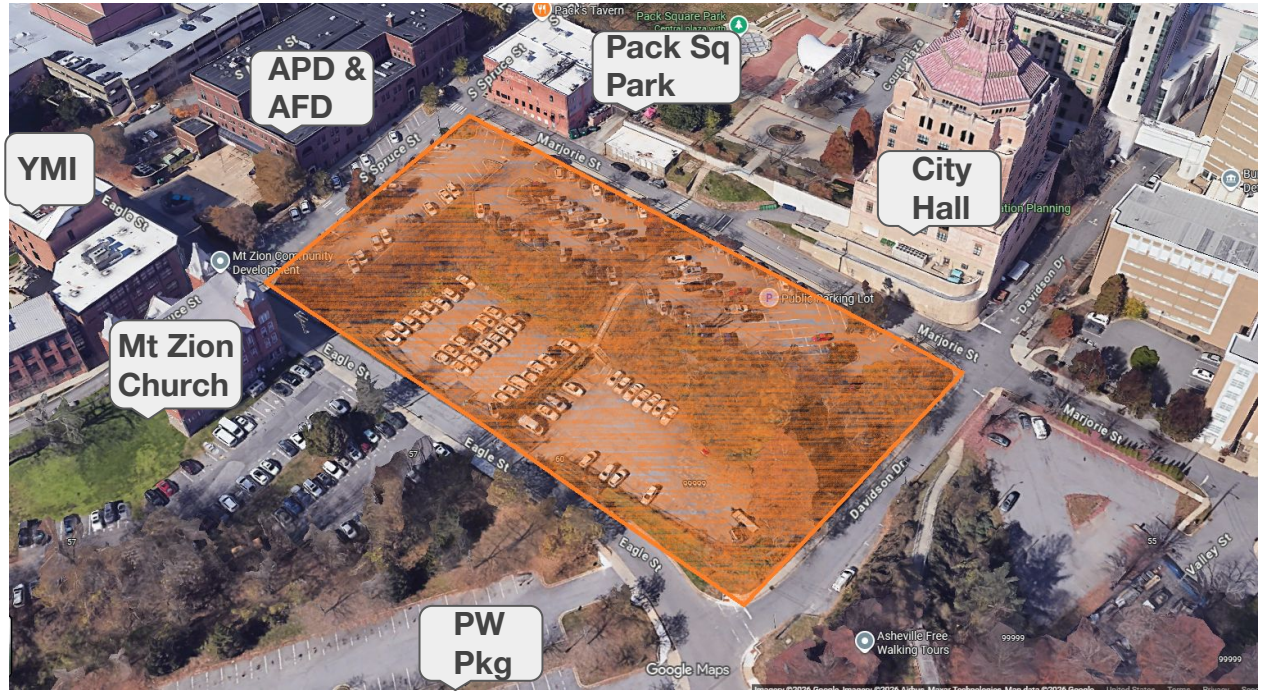
Historical Timeline (cont.d)



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The Site

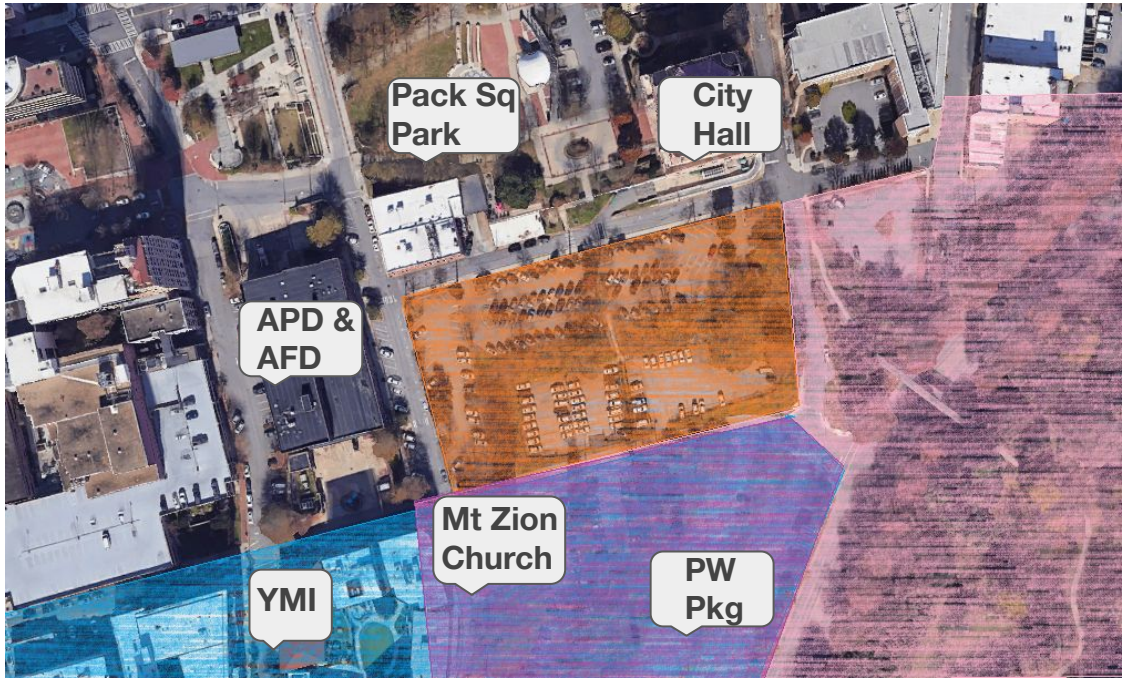
Seven total parcels, totalling ~2.43 acres



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The Site

Properties are not associated with Urban Renewal parcels; however, they are directly adjacent to urban renewal property and located in an area impacted by urban renewal.



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Potential Space Use (site massing)

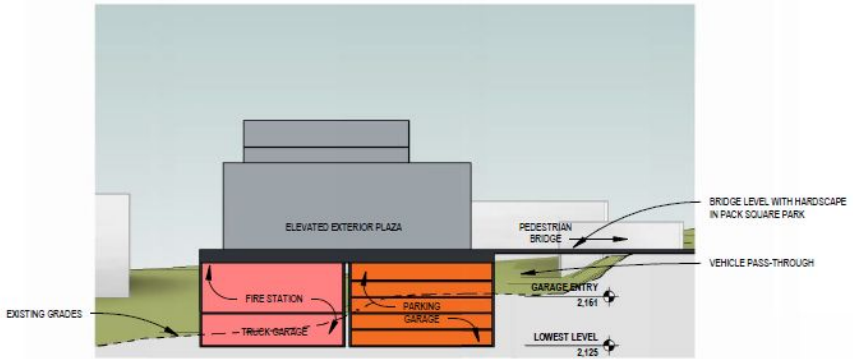
- 300+ space parking garage
- Space for a public safety station (fire)
- ~2,500 seat main performance hall
- Rehearsal / education center spaces
- Plaza entry and foyer space
- Loading access
- Retail, gallery etc. space
- Other…….

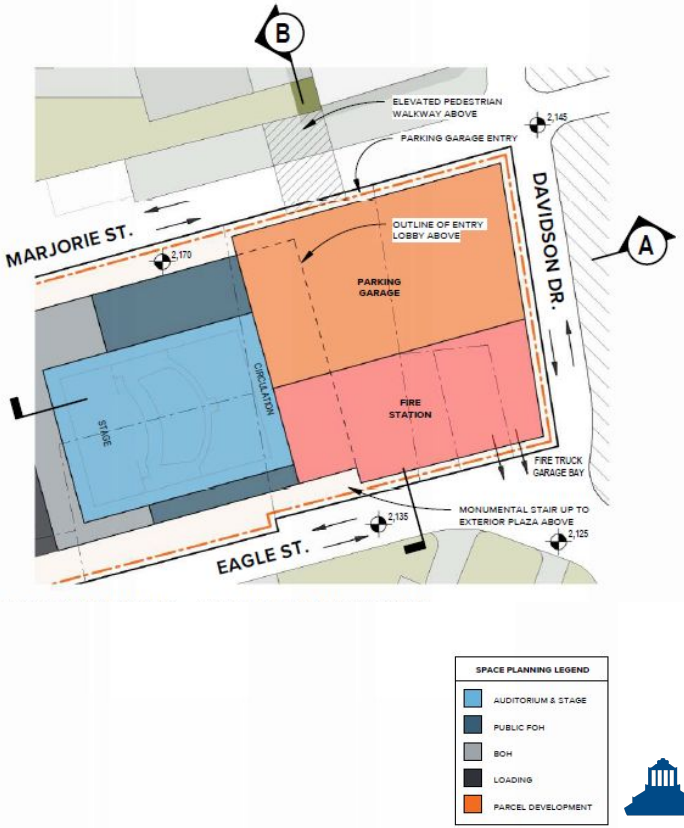
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DRAFT Site Massing *Drafted Spring 2024



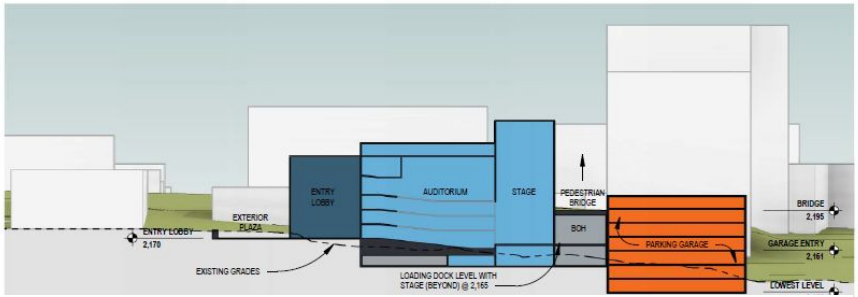
Concept 1A



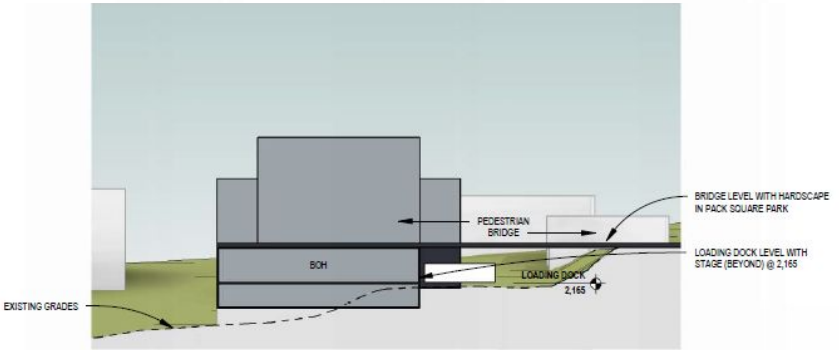


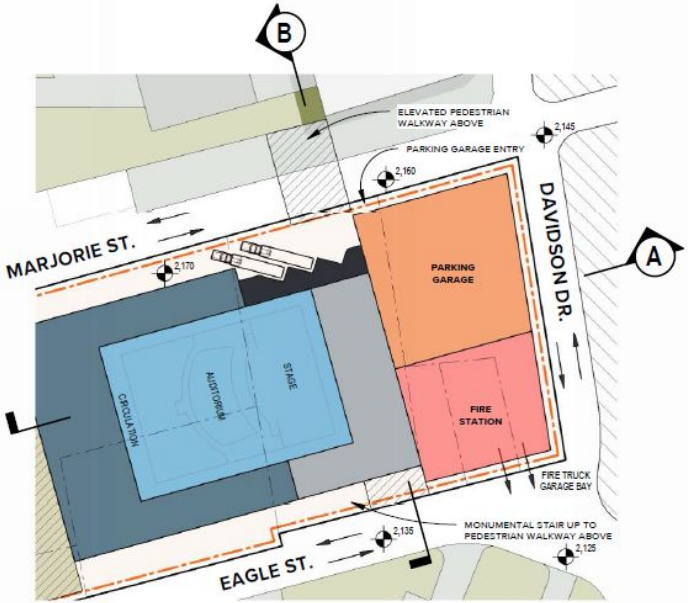
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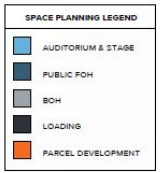
DRAFT Site Massing *Drafted Spring 2024



Concept 1B







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Next Steps

Engagement Opportunity

1

- Receive Impact Study Report
- 3/24/26 Land Hold Request to Council
- Complete & Submit Grant App to EDA
- Enhance Comms & Engagement
- Consider 2nd/3rd Private Partner

1a

- Denied by EDA-Grant
- Determine IF we continue to work towards build or revert to TWA renovation only

2

- Draft Definitive Agreement Framework
- Extend Agreement with ATG Ent
- Site Discovery: utilities, geotech etc.
- Deep Dive Financing Development
- Initial Concept Design

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Land Hold - Why Now & Next Steps

- Will strengthen EDA grant application
- Allows process with ATG to move expeditiously
- Request to ‘Hold’ for the duration of the MOU with ATG
  - Currently expires 6/24/27

- Council Agenda 3/24/26

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