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National sandwich restaurant chain Jimmy John's will share space with Cold Stone Creamery in a new redevelopment plan for the former Wendy's at 2010 N. Main St. in High Point.

Jimmy John's, Cold Stone to share space

BY PAT KIMBROUGH
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HIGH POINT — National sandwich restaurant chain Jimmy John's will share space with Cold Stone Creamery in a new redevelopment plan for the former Wendy's at 2010 N. Main St. in High Point.

That's according to Rick Vaughn, a commercial agent with Price Commercial Properties, who represents the owners of the property.

Jimmy John's has been leasing the

site for more than a year but paused its plans to open a restaurant there when the coronavirus pandemic took hold last March.

Jimmy John's will subdivide the building and sublease half of it to national ice cream chain Cold Stone Creamery and operate a restaurant in the other half, Vaughn said.

"I know Jimmy John's is trying to move forward as quickly as they can," he said. "They've been holding off for a year or so, and they're anxious to get

profit coming in after so much rent going out."

Vaughn's clients operate the adjacent University Kitchen restaurant.

Instead of a standalone restaurant, Jimmy John's decided to build something on the scale of some of its smaller establishments in retail centers, he said.

The plan is for the restaurant to occupy the northern half of the building, which includes a drive-up window.

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"Jimmy John's is doing the renovation on the building, and they'll put a center wall in separating the two businesses," Vaughn said. "The uplift on the interior (southern) side will probably be all done by Cold Stone to meet their criteria. This may be the first thing they've done together, but I think it complements each other very well."

The site probably doesn't have enough parking to accommodate two sit-down establishments, he said, so the emphasis for Cold Stone will probably be on takeout service.

"They'll do a walk-up window type thing, I think," he said. "I think you're going to see an evolving style of service in restaurants more aware of drive-in quick service, not sit-down."

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