



CITY OF HENDERSONVILLE
DOWNTOWN COMMUNITY CHARACTER TEAM
125 5th Avenue W. Hendersonville NC 28792
Tuesday, April 06, 2021 – 9:00 AM



MINUTES

1. CALL TO ORDER

Present: Caroline Gunther, Matthew Hickman, Patsy DuPre, Linda DiPaola, Chris Cormier, Michele Sparks

2. AGENDA ITEMS

1. Facade Grant Guidelines & Application

2. Facade Grant Application for Hands On! Children's Museum

Joseph Knight, executive director of Hands On presented the updated application for their project. The update included a breakout of costs for stucco, brick coating, and coping. The grant has received a certificate of appropriateness from the Historic Preservation Commission.

He noted that Hands On has future plans to update signage on the buildings as well as awnings, but those updates cannot happen without these facade updates first. The stucco color will be a few shades darker than the current color.

There was continued conversation regarding the facade grant guidelines and covering delayed maintenance.

Patsy DuPre made a motion to approve this facade grant application. Matthew Hickman seconded. Michele Sparks and Linda DiPaola voted in favor, Caroline Gunther voted no, and Chris Cormier was disconnected from the call at the time of the vote.

3. Facade Grant Application - Underground Baking

Matthew Hickman presented 2 facade grant applications. They are for 2 different facades for his businesses in the 7th Avenue District.

348 7th Avenue E. Facade Grant is for replacement/upgrade of existing storefront including new framing and glass with transom in the craftsman style. Powder coat and wrap awning in black canvas. Total cost: \$6709.00

Patsy Dupre made the motion to approve this facade grant, Caroline seconded. Michele Sparks, Linda DiPaola and Chris Cormier voted in favor. Matthew was recused from the vote.

346 7th Avenue E Facade Grant is for installation of 8 warehouse goosneck light fixtures across the top of the building. Remove powdercoat and wrap awning in black canvas.

Michele Sparks made the motion to approve, Patsy DuPre seconded. Caroline Gunther, Linda DiPaola, Chris Cormier voted in favor. Matthew was recused from the vote.

4. Proposal for AF Barber Statue at First Citizens Plaza - *J. Carpenter*

The AF Barber Statue was presented to the Downtown Advisory Board in March, but was tabled. This was sent to the committee from Mayor Volk to garner feedback.

The Community Character Team discussed the project and statue to give the following feedback:

Would like to see a good vetting process on the background of people who will be made into statues. Given the climate and media surrounding statues, the team feel it is prudent to get transparent public opinion and information regarding any statue project.

The cost and fundraising plan and completion will be critical for a project of this cost and scope and should be thoroughly planned and funds raised before beginning the project.

The ownership and contingencies for insurance as well as maintenance of any public art needs to be included prior to any final approval.

The City would benefit from making sure communities of color have a voice in conversations regarding public art or significant members of the community.

A few additional suggestions were discussed:

Can this be something done in coordination with the People's Museum?

Could there be some consideration of instead of statue depiction of specific people, perhaps a more abstract or artistic approach for public art to have symbols or images that may represent the people (example: a camera for AF Barber, or some type of rendering of one of his photographs).

5. 7th Avenue Branding

Jamie recapped where we have discussed 7th Avenue Branding. The discussions initiated with the discussion of a gateway sign during the streetscape project. Had discussions with Formation PR to understand pricing. Formation included a ~\$10,000 proposal that would include outreach and public input, and a ~\$3000 proposal that would be more design work without the public input.

Jamie shared a clip from the NC Main Street Conference regarding branding for districts.

The team had a general consensus that the more in depth public outreach and branding would be valuable. Chris Cormier noted that these discussions happened in the past but did not have the interest. The general idea would be that while downtown has an overall brand, 7th and Main are 2 distinct districts and can be marketed that way.

3. ADJOURNMENT

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.