



CITY OF HENDERSONVILLE
JUNE 2021 DOWNTOWN ADVISORY BOARD
Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Tuesday, June 08, 2021 – 4:00 PM

MINUTES

1. CALL TO ORDER

Present in person: Chris Cormier, John Ryan, Becky Ayers, Carole Sitzler, Patsy DuPre, Jared Bellmund, Lyndsey Simpson

Present virtually: Caroline Gunther, Mark Pavao

Absent: Matthew Hickman, Matt Johnes, Walt Slagel

Staff present: Jamie Carpenter, Matt Manley (Planning Manager), Meredith Friedheim, Tasha Roby, Lew Holloway

2. There were no public comments.

3. APPROVAL OF AGENDA

John Ryan made a motion to approve the agenda. Caroline Gunther seconded. All were in favor.

4. APPROVAL OF MINUTES

1. Downtown Advisory Board May 2021 Minutes

Patsy Dupre made a motion to approve the May 2021 minutes, Carole Sitzler seconded. All were in favor.

5. OLD BUSINESS

1. Next Steps on Proposals for 7th Avenue Branding

Proposals: https://hvlncgov-my.sharepoint.com/:f/g/personal/jcarpenter_hvlnc_gov/EmQigGuNZYxJq-hSoZ91oiQBtdwU5OwES99wujU2C12vmQ?e=w9MJzb

Top 4 Survey: <https://survey123.arcgis.com/share/70e222cabcaa42d6947f5ff8f379b286>

J.Carpenter reviewed the process and let the board know that it had been narrowed down to 4 consultants. The board was asked to allow an ad-hoc committee to serve as the selection committee to select the final consultant. After selecting the final consultant, the consultant would be tasked with establishing a public input process that includes the neighborhoods and businesses in and around the 7th Avenue MSD. Members of the ad hoc committee would include the Community Character team, plus community members who are interested in 7th

Avenue. Jamie invited Crystal Cauley and Josh Williams to join the ad-hoc committee because had applied to be on the Downtown Advisory Board but were not appointed by council because they were not business or property owners within the MSD. Both were interested in being involved. The TDA was also invited to participate in the ad hoc committee.

Becky Ayers made a motion to direct staff to create an ad hoc selection committee to choose final consultant for the 7th Avenue Branding Project. Carole Sitzler seconded. All were in favor.

6. NEW BUSINESS

1. Proposal for Light Industrial Ordinance in Main Street District

Staff presented the consideration to add light manufacturing to the Main Street district (zoned c-1). This was an initial conversation to get feedback. No motion or vote was taken. Some suggestions included: changing the name of the zoning, concerns about noise, loading/unloading, and having a retail component.

2. MSD Overlay Districts (Sidewalk Dining)

Staff presented the proposal to create an overlay district for Main Street and 7th Avenue MSDs. This would allow future design guidelines or additional zoning as needed. The primary purpose at this time is to officially allow sidewalk dining in 7th Avenue as it is currently not allowed in ordinance, with the exception of Covid/State of Emergency allowances.

Patsy DuPremade a motion to recommend the 7th Avenue overlay district and the Main Street overlay district with the same geographic boundaries as the current municipal service districts. Carole Sitzler seconded. All were in favor.

Mark Pavao made a motion to recommend the updates to the Sidewalk Dining ordinance pending staff updates. Becky Ayers seconded. All were in favor.

3. Budget Update for 2021

J. Carpenter presented that there was a need to purchase updated Christmas decorations but they were unable to be purchased in time for the end of year. That money was then rolled into the fund balance but not included in the new fiscal year's budget.

Becky Ayers made a motion recommend the budget amendments to complete the purchase of Main Street District Christmas decorations and the 7th Avenue branding project. John Ryan seconded. All were in favor.

7. OTHER BUSINESS

1. May 2021 Street Tree Update from Bill Leatherwood