



CITY OF HENDERSONVILLE COMMUNITY CHARACTER TEAM

Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Tuesday, January 03, 2023 – 9:00 AM

MINUTES

1. **CALL TO ORDER** – In attendance – Caroline Gunther, Matthew Hickman, Linda DiPaola

2. **APPROVAL OF MINUTES**

1. November 2022 Community Character Minutes

3. **OLD BUSINESS**

4. **NEW BUSINESS**

1. Community Character Workplan & Assignments – the following was reviewed and updated by the team present.

Community Character Team – Meets 1st Tuesday at 9am – members include: Patsy DuPre, Caroline Gunther, Matthew Hickman, Linda Dipaola, Michele Sparks. Discussion over new members: Phil Wilmot (downtown advisory board), Gayle Cinke (volunteer)

2023-2024 Community Character Goals and assignments

1. **Coordinate efforts with the Historic Preservation Commission on common goals and consider subcommittee crossover to achieve goals.**

a. Hold a joint meeting with Community Character Team and HPC in February

2. **Apply for TDA Grant for downtown pedestrian/avenue wayfinding – JAMIE to apply this week**

a. May 2023 announcement

b. Move forward June – no matter what but budget depending on grant award

c. JUNE AGENDA - June meeting discussion – priority of team meeting

3. **Implement 7th Avenue Branding – by Spring 2023**

a. Order additional merch

b. Order OPEN flags for all businesses and distribute

- c. Video of the branding with a recording of the brand statement – any volunteers to help?
 - i. VOLUNTEER HELP Jerry Fitzgerald to help create video
 - d. Bigger signage about the “pardon our mess” during construction
 - i. Sandwich boards
 - ii. Signage on construction material
 - e. Advertising/marketing with new branding
- 4. Vacant window improvement project – Assign a couple members from subcommittee or recruit to work on - Invite Gayle Cinke to join subcommittee.**
- a. Type of designs
 - b. Pitch design ideas to community character team
 - i. Jamie will create design by March
 - c. Install by DATE?
 - d. Contact property owners of vacant storefronts
 - i. Caroline will contact property owners by May
 - ii. Gayle Cinke will help coordinate with owners on install
 - e. Later look into 2nd floor windows after 1st floor is done
 - i. Offer 2nd floor of large logo – downtown or 7th ave
- 5. Update Façade Grant Program guidelines and application to be a Friends of Downtown program instead of City of Hendersonville –**
- a. Deadline – April 2023
 - b. February 2023 meeting – will be a joint meeting with Historic Preservation Commission to review all community character goals, especially façade grants.
- 6. Depot plaza improvements**
- a. Coordinate with an architect to do renderings
 - i. Matthew will send image to architect and invite to committee
- 7. Design guidelines/historic district for 7th – downtown master plan (?)**

- a. Preservation – evaluation for new construction projects
- b. Ideas for how to pursue blight – buildings in 7th avenue district – tie into façade grant program, incentivize buildings
- c. Pursue ways to be proactive in proactive approach to buildings that are in disrepair, blight, especially coinciding with streetscape

8. Murals & public art

- a. Review mural process taken by STEAP with private properties in 7th Avenue

9. Review of CIP budget and future request

- a. Annual review CIP budget to determine further updates to the physical appearance of downtown

10. 7th Avenue Streetscape

- a. Communications and updates with business/property owners regarding potential updates to save costs to businesses- Linda will help
 - i. Water lines, connections/tap updates
 - ii. Cost savings on asphalt, etc. Discount by adding onto work
 - iii. Façade improvements during construction
- b. Phase 2 and 3 of streetscape is included in CIP budget and there are several grant applications submitted for further expansion.

5. ADJOURNMENT

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