



CITY OF HENDERSONVILLE
JUNE 1 DOWNTOWN COMMUNITY CHARACTER
TEAM



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

Tuesday, June 01, 2021 – 9:00 AM

MINUTES

1. CALL TO ORDER

In attendance: Caroline Gunther, Matthew Hickman, Chris Cormier

2. APPROVAL OF MINUTES

1. Approval of April 2021 Community Character Minutes

Caroline made a motion to approve, Chris seconded. Caroline, Chris and Matthew were all in favor to approve the minutes.

3. Staff / Workplan Updates

4. NEW BUSINESS

1. Next Steps on Proposals for 7th Avenue Branding

The team had discussions on what the anticipated desired outcome would be on the branding project.

Caroline: a logo in multiple forms for multiple types of advertising. Adaptive for facebook, instagram, print and translates well. Fonts and colors that tie in with the existing marketing for downtown, blend with H logo we currently use. Short verbiage and tagline that ties in with Downtown and TDA.

Matthew: promoting historic significance of 7th Avenue. Vintage fonts, overall design and communicating the higher quality experience we are seeking for 7th Avenue. Not quaint but more of an artsy/industrial area. Elevate the look and image to invite people to come to 7th Avenue. Blend of modern and old school/historic, diversity.

Chris: include the neighborhood including residential areas to provide feedback/voice to let the neighborhood know what is happening.

2. Sidewalk Dining Text Amendment - Adding 7th Avenue

Review and discuss proposed updates to sidewalk dining text amendment to change the area allowed to include "all municipal service districts" instead of just "central business district".

No discussion, general agreement for moving forward to formalize allowing sidewalk dining on 7th Avenue.