



CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD

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



Tuesday, August 08, 2023 – 4:00 PM

AGENDA

1. **CALL TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - A. June 13 & 26 Downtown Advisory Board Minutes
5. **NEW BUSINESS**
 - A. Invasive Species Request from Tree Board
 - B. Valet Parking Policy
 - C. Comprehensive / Downtown Plan + Planning Dept Update
6. **OLD BUSINESS**
 - A. Downtown Workplan Updates
7. **OTHER BUSINESS**
8. **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.



CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD SPECIAL CALLED MEETING



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

Monday, June 26, 2023 – 4:00 PM

MINUTES

1. CALL TO ORDER – Board members present:

Caroline Gunther, Jerry Fitzgerald, Carole Sitzler, Jared Bellmund, John Ryan, Patsy DuPre, Chris Cormier, Matthew Hickman, Mark Pavao. Attending virtually at 4:15pm – Joe Dinan

- Absent: Heang Uy, Phil Wilmot
- Nonvoting Present – Anthony McMinn, Councilwoman Debbie Roundtree
- Also present: Councilman Jerry Smith
- Staff present: Jamie Carpenter, Lew Holloway, Brian Pahle, Sgt. Garrett Gardin, Terry Jacobs

2. SPECIAL CALLED MEETING - Downtown Parking Review – Items discussed:

Remove 30-Minute Zones (ST) - unanimously in favor

ADA Spaces Free (ST) - lengthy discussion regarding paid vs free. There was substantial discussion about how if it were to be free, those spaces would be taken up at length by employees or other longer-term users, making it more difficult for handicap parkers to find ADA accessible spaces. There was further discussion about if the length of time was extended for free spaces for ADA, however the primary issue with ADA spaces has been ease of use – using the kiosks or parkmobile, and customers would still have to use that regardless. - In favor of keeping paid ADA parking – 8, 2 against.

Citation Rates are High (ST) - unanimously in favor of reducing to \$25

More Signage/Kiosks (ST) - unanimously in favor of reviewing as a case by case.

Expand Count on Permit (ST) - unanimously in favor of pursuing to 3 or 4 cars per permit.

Pay by Half-Hour or 15 minutes (ST) - 5 for 15 minutes / 5 for 30 minute increments

Additional discussion regarding marketing and validation codes continued. Jamie has been testing out the use of validation codes with several businesses.

3. ADJOURNMENT



CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD - LOCATION CHANGE



City Operations Building | 305 Williams Street| Hendersonville NC 28792
Tuesday, June 13, 2023 – 4:00 PM

MINUTES

1. CALL TO ORDER

In Attendance –
Caroline Gunther
Mark Pavao
Joseph Dinan
Carol Sitzler
Matthew Hickman
John Ryan
Chris Cormier
Patsy Dupre
Gerald Fitzgerald
Heang H Uy

Also present: Councilwoman Debbie Roundtree

Absent:
Jared Bellmund
Phil Wilmont
Anthony McMinn

Staff present: Jamie Carpenter, Downtown Manager, Lew Holloway, Brian Pahle, Brandy Heatherly, Sgt. Garret Gardin, Terry Jacobs, Dakota Parker

2. **PUBLIC COMMENT** – Matthew Hickman made a motion move public comment regarding parking to be after presentation. John Ryan seconded the motion. All were in favor.
3. **APPROVAL OF AGENDA** – Jerry Fitzgerald made a motion to approve, Patsy DuPre seconded. All were in favor.
4. **APPROVAL OF MINUTES**
 1. April Downtown Advisory Board Minutes – Matthew made a motion to approve. Patsy DuPre seconded. All were in favor.
5. **NEW BUSINESS**
 1. Parking Review – Brian Pahle, Assistant City Manager presented on the current income/finances

Short term and long term solutions provided:

Short term – within a 3 month period

- Remove 30 minute zones
- ADA spaces free
- Citation rates
- More signage / kiosks

Long term – less than one year

- Pay by half hour
- Enforcement hours
- Resident discount
- Avenue rate different
- South end permits

Chair Caroline Gunther opened up the meeting for public comment –

Daryl Waldrop – Owns 4 businesses on Main St + 5th Ave W

Foot traffic increases about 5% per year

YTD sales down 5.5%

Transactions down 11%

Some contributed to the economy, payroll increase COGS increase due to inflation, looking at about 30% drop in adjusted sales. Seeing families in a rush to get to parking space before the hour is up. Not seeing people strolling down main street, seeing dad hurrying family for the day. Please consider stopping the pay to park. Understand charging needs to happen. Penalize employees/businesses for employee parking. Would like to have space on Main between Church and King free. Not sure that they'll survive with the amount of drops

Lisa Waldrop -

Hearing the 30 minutes / hour free is too quick of a turnover of the parking spaces because people are getting out and running back before their time is up. The free hour is not really free because it charges double. Impulse buys are what brings their sales, stopping and strolling. Watching their clock is what is problematic. Stress on customer and stress on the merchant because they don't have the freedom to walk/enjoy downtown. Town is as good as its downtown, all they are hearing is complaints about parking and being rushed to get back to cars. Have not had a birthday party at Gem Mine since parking has been canceled.

Super buckets at gem mine are down because of the time. They are selling the smaller buckets that take less time.

Just doing the same / breaking even from last year, you are down.

Later hours / open later – gets busier later in the day but people cannot be there all day to accommodate the free hours in morning and at night. Cannot afford to hire extra people to come in for store.

Number of transactions is decreased.

Traci English – High Country Furniture

Biggest issue is confusion – the 30 minutes free is confusing – they don't sign in / check in. If there was one way – the process is confusing. Payment is not as big of an issue.

Barbara Glassman – Would like to suggest a group of volunteers to be ambassadors on blocks – help people to download the app, show them how to do things and be a friendly face. Retired people as ambassadors.

Merit Wolfe – Wine Sage Gourmet –

Thinks the implementation has been the most challenging. People are confused about what they are supposed to do, where to go. Signs are too high on pole. Half hour increments are a big issue. Making people renew for an hour is problematic. Have customers that like the quick and convenient parking but do not know about checking in.

Employee parking – the employee parking is problematic – burden on employees and the cost issues.

Sales are flat, foot traffic is down.

Caroline Gunther read emails from people who could not be here today:

Barbara Hughes – Narnia – customer feeling

Ken & Sharon Allen – property owner/manager on Main Street – frustration with customer experience. Ticket prices/experiences. All restaurants are hurting

Morgan Futrell – haven't felt the strain, we love being able to find a spot

Lily & Michael Hall – Tempo – sad the hourly parking fee is a negative factor. Free parking was to encourage more downtown shopping to compete with free mall shopping / online. New fees and schedule to improve upon – have visually witnessed fewer shoppers downtown. Regular customers have ideas: 1. Hourly fee reduced from \$2 to \$1 per hour. 2. Suggest afternoon hour be changed to 5-5:30pm to help with evening diners. 5-7pm enforcement scares off diners.

Question for Brian on revenues and how the ticketing/ enforcement has come into play – enforcement isn't a substantial part of the revenue model.

Lew Holloway commented on historical data from the lots – were not being used

Chris Cormier – question on private parking lots and revenue models

Question on towing / signage for private lots

Lisa Waldrop – question on paid/free parking.

- Business owners didn't have an opportunity to vote for paid parking as an option vs tax increase.
- Paid parking is the primary issue. Other issues are irrelevant.

Pricilla – Brush it Off Salon

- parking Church Street. Parking issues with app and smart phones. Ticketing was a solution for employees parking downtown in the past
- Garden Jubilee – customers getting hair done – app was not working – issues with parking –

Sanctuary Boutique

- Numbers are down – locals are not coming into town

Patty Adamic – Mike's on Main – has been hard to navigate waters – only does breakfast and lunch – have noticed people aren't eating out because continental breakfast

- Missing dinner rush – not getting first rush they normally get
- Curb market – easier to pay – pay by place not pay by plate
- Curb market willing to work with employees

Pat Martin – Homestead Linens

- marketing campaign on parking
- Step by step how to do parking on sheet of paper

Becky - Sherman's Sports

- issue with moving to different zone
- Received a warning ticket even though they were still checked in

Kurt Darnell – Kingmakers – down due to dinner rush being down – they had good traffic from customers waiting for table

Jeff Buchanan – Sweet Frog – suggesting avenues free – help employee situation/ safety situation – may provide a solution

Mikey Bellamy, Skyland barber shop – ease of use for older people has been problematic. Issues with handicap parking / customers at kiosks

- paying per car is problematic – shift payment instead of individual passes for staff – bulk purchase

- Idea – reduce hourly rate over period of time based on usage

Dugout – plates per spots – issues on permits on employees. Would be helpful to attach several license plates allowed per permit for employees.

Virtual comments:

Juls Buckman - I am a by appointment only studio on Main Street, so I am not as affected to the parking, but I can tell you my clients usually stayed for shopping and dinning before my sessions that are not not doing that anymore due to parking. Also, many come in and did not know they had to pay, despite being told. The signs are not visible from every parking space, and people driving don't focus on signs until they find a spot. The ticket price is so high, too high. The first hour is not free its is just postponed, and that causes so much confusion. I would like to validate parking for my clients as well, since they are now coming just for my services and not staying to eat and shop anymore, which hurts my neighbors. We need more clarity, more signs and education, and for sure help for anyone over age 60. Please change the time back to 5 Or 5:30 for fees as well.

Chris Rivera - I just wanted to say I appreciate and understand everything you guys have done. My name is Chris Rivera and I am the private parking operator that is working with local properties in Hendersonville. Is employee parking not available ? Because, We have inventory that we can work with the city and provide. Also, we would love to offer valet parking on Main Street we can valet park them to our lots. We can also provide greeters to help with the kiosk or app for the city self Parking. It would help all. We can also do a validation valet program to the local business

The Bellamys - This is Mikey Bellamy at the Skyland Barber Shop. We have heard the comment from locals that a parking sticker should be sold to locals that you pay annually . That way the pressure of time restrictions is eliminated.

Board member discussion:

Mark Pavao – Black Bear Coffee – encouraging people to come to the meetings. Once a month, Tuesdays at 4pm

Carole Sitzler – impact on the backs of merchants on main street

Chris Cormier – concerned about making any substantial changes when the new parking has only been in place for a few months

Patsy DuPre – as a non-business owner, but frequent supporter of downtown, this hasn't stopped her from coming and shopping downtown.

Caroline – one person today and many others have said they are at risk of closing.

Joe Dinan – asked about pay by half hour instead of pay by hour as moving into short term. The board agreed.

6. OLD BUSINESS

1. Downtown Workplan Updates - Matthew Hickman– would like to table old business / workplan updates – motion – 2nd . Mark Pavao seconded. All were in favor.

7. OTHER BUSINESS

8. ADJOURNMENT

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**CITY OF HENDERSONVILLE
AGENDA ITEM SUMMARY
DOWNTOWN ADVISORY BOARD**



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** August 8, 2023

AGENDA SECTION: NEW BUSINESS **DEPARTMENT:** Community Development - Downtown

TITLE OF ITEM: Invasive Species Request from Tree Board

SUMMARY:

Prior to Garden Jubilee, the Hendersonville Tree Board requested that event organizers send the attached letter to all vendors regarding invasive species at the event, with the plan to ban the list of invasives at the 2024 event.

Event organizers (Friends of Downtown – Jamie Carpenter/Terrye Jacobs) did not send this request to vendors and told the Tree Board staff liaison that they will bring it to the downtown advisory board for discussion on if the downtown board felt that banning items being sold at events was an appropriate course of action.

We are asking the Downtown Advisory Board to weigh in on this policy.

CITY COUNCIL:
BARBARA G. VOLK
Mayor
LYNDSEY SIMPSON
Mayor Pro Tem
DR. JENNIFER HENSLEY
DEBBIE O'NEAL-ROUNDTREE
JERRY A. SMITH, JR.

CITY OF HENDERSONVILLE

The City of Four Seasons

PUBLIC WORKS DEPARTMENT Mark Stierwalt, Superintendent

Item A.

JOHN F. CONNET
City Manager
ANGELA BEEKER
City Attorney
ANGELA REECE
City Clerk

In an effort to combat invasive species in Hendersonville and surrounding areas the Tree Board voted to support this effort and eliminate invasive species sales at our public events.

Starting next year Garden Jubilee will not allow the following plants to be sold at the festival. Most of these are well-known invasive species. We know most responsible growers would not sell most of these varieties. We would prefer that vendors not sell them this year if possible. We understand that if you grew some of these specifically for Garden Jubilee we will allow them this year. Please refrain from selling anything on this list next year or risk losing your booth space. This list was compiled by the Asheville Botanical Society and agreed upon by the Hendersonville Tree Board and the local Leadership Team of Bee City USA.

Ailanthus altissima (Tree of Heaven)	Lonicera maackii, L. morrowii, L. tatarica, etc. (Bush Honeysuckle)
Albizia julibrissin (Silktree/Mimosa)	Lonicera japonica (Japanese Honeysuckle)
Artemisia vulgaris (Mugwort)	Lythrum salicaria (Purple Loosestrife)
Arum italicum (Italian Arum)	Melia azedarach (Chinaberry)
Arundo donax (Giant Reed)	Miscanthus sinensis (Plume Grass – including cultivars)
Berberis thunbergii (Japanese Barberry)	Nandina domestica (Nandina)
Celastrus orbiculatus (Oriental Bittersweet)	Paulownia tomentosa (Princesstree)
Dioscorea bulbifera, D. oppositifolia, etc. (Non-native Yams)	Phyllostachys sp (Exotic Bamboos)
Elaeagnus angustifolia (Russian Olive)	Polygonatum cuspidatum (Japanese Knotweed)
Elaeagnus umbellata (Autumn Olive)	Populus candicans (Balm of Gilead)
Elaeagnus pungens (Thorny Olive)	Pyrus calleryana (Bradford Pear)
Euonymus fortunei (Winter Creeper)	Rosa multiflora, R. bracteata, R. laevigata (Multiflora and non-native aggressive Roses)
Euonymus alata (Burning Bush)	Spiraea japonica (Japanese Spiraea)
Euphorbias (all that are non-native to Southern Appalachians)	Triadica sebifera (Tallowtree)
Hedera helix (English Ivy)	Vinca minor, V. major (Periwinkle)
Hemerocallis (Daylily)	Wisteria floribunda, W. sinensis (Non-native Wisterias)
Koeleruteria paniculata (Golden Rain tree)	
Ligustrum sinense, L. vulgare, L. japonicum, L. lucidum, etc. (Privet – including cultivars)	

If you have any comments or suggestions pertaining to this list please feel free to email at the address below.



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** August 8, 2023

AGENDA SECTION: NEW BUSINESS **DEPARTMENT:** Downtown

TITLE OF ITEM: Valet Parking Policy

SUMMARY:

The City has received a request to operate a valet parking service on Main Street. There is currently no ordinance in place to allow for valet parking as a use.

The Downtown Advisory Board has been asked to review if establishing a valet parking permit is something to recommend in the code of ordinances.

The current request is for special events taking place at the Main Event – 125 S Main Street, however there may be future requests for a more ongoing valet parking service. This request has been made by Chris Riveria of JC Parking Operations.

Summary of what Valet Parking would entail:

1. Permit holder would request a valet parking permit, which may include # of spaces, # of days, etc. Fees may include:
 - a. Application fee
 - b. Per day / per space fee
2. Permit holder would obtain the spaces requested and have a valet parking stand. They would have drivers pull into the valet spaces to then be taken by a valet who would take the vehicle to an off-site parking lot.

The following pro's and cons were discussed by staff when reviewing the request in our regular internal parking meetings. There are ordinances in place in Greenville, SC, Charlotte, Matthews, NC and other locations that currently exist for valet parking.

Pro's	Con's
<ul style="list-style-type: none"> Ease of use for customers downtown – chief concern from businesses Set revenue earned for parking spaces leased to valet parking through permit fees 	<ul style="list-style-type: none"> Potential backup of traffic (especially when it is for an event, less so when it is for regular restaurant traffic) Regulation requirements and enforcement to ensure customers are having a good experience downtown Loss of public parking spaces for private use



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** August 8, 2023

AGENDA SECTION: NEW BUSINESS **DEPARTMENT:** Community Development - Downtown

TITLE OF ITEM: Downtown Workplan Updates

Events:

Downtown special event calendar is attached – note several upcoming events on Main Street
Event Safety Updates & Event Fees

- Friends of Downtown Events completed and remaining:
 - April 19 – Volunteer Kickoff Meeting – Farmers Market and R&B volunteers
 - May 6 – Farmers Market Opening Day
 - May 10 – Bear Reveal
 - May 18 (cold– gross revenue = \$11,440), June 15 (minor rain delay –gross revenue - \$15,297)
 - July 20 (major rain delay –gross revenue \$5069), August 17, Sept 21– R&B
 - May 27-28 – Garden Jubilee
 - First time Friends of Downtown took over Garden Jubilee. Surveyed businesses, volunteer and city staff on future improvements for 2024.
 - Farmers Market – Saturdays 8am – 1pm through October
 - Oct 21- bear auction
 - Oct 31 – Treat Street
 - Nov. 24 – Tree Lighting
 - Dec 1 – Olde Fashioned Christmas
 - Dec 16 – Holiday Train Rides

Upcoming Events Downtown:

- Music on Main / Car shows – Friday nights – South Main
- July 1 – Oklawaha Summer Fest – 1st Avenue W
- July 4: Parade - Begins at 10:30am on Main Street heading NORTH
- July 4 Celebration: 3rd Avenue SOUTH remains closed all day for music, family activities and more leading up to the fireworks at Jackson Park
- July 15 – Chalk it Up – (No street closure)
- Sept. 1 – 4 – Apple Festival
- Sept. 22 – 24 – Art on Main

Economic Vitality Team

- Downtown Workforce Meetup / Tour Program

- Completed first run – June 4
- 14 participants ~ \$140 in downtown dollars
- Dinner with tip \$312
- Budgeting / future planning – Next meetup will be August 27 - RSVP online - <https://www.cognitoforms.com/CityOfHendersonville4/DowntownEmployeeMeetupHistoryTour>
- Downtown Opportunity Fund – Dogwood Health Trust Grant
 - Kickoff event was at Daddy D's – about 20 people in attendance
 - Contracts in place with Black Wall Street and Mountain BizWorks. Meeting biweekly with team
 - Project team will have information at the Farmers Market Juneteenth Celebration on June 17
 - Mountain BizWorks foundations course hosted in Hendersonville in July
 - 13 in attendance – Week 3
 - Downtown Incubator Space
 - Campfire moving into individual units
 - Pricing out furniture updates for smaller desk space
 - Pricing out stair lift for ADA accessibility
- Parking
 - August 9 – Council to adopt updates to parking:
 - 15 minute increments
 - Reduce citation to \$25
 - Remove 30 minute time limited parking spaces (parallel)

Community Character Team

- HIIP (Historic Improvement Incentive Program) grants – worked with HPC
 - Finalized grant updates. Grant program included in attachments.
 - Increased funding – up to \$6000 matching per project (previously was \$2500 in 7th and \$3000 in Main Street)
 - Increased what it funds – prioritizes front facades but also breaks them into priorities:
 - Level 1 – Front Façade
 - Level 2 – Rear Treatments
 - Level 3 – Interior Upgrades – ONLY for upgrades are considered of historical significance – ex: ceiling tiles, mosaic flooring
 - Level 4 – Stabilizing Properties that are considered historically significant in the architectural survey.
 - Community Character Team would like to dedicate \$30,000 initially to go toward HIIP grants from the Friends of Downtown (See budget summary in attachment).
- Depot Plaza
 - 3d and elevation drawings complete
 - Looking for rough estimate on pricing for exterior- new roof extended out and interior – creating an external door and making the bathrooms more publicly accessible.
- Avenue Signage updates

- Working with Color-ad designs who did county-wide wayfinding signs to create new designs for the avenue signs that will have similar look and feel to other wayfinding. Without TDA grant the budget is at \$50,000.
 - Currently seeking second quote per financial policies.
- Vacant window project
 - Have permission to create a design for Jane Asher building - next steps will be creating the designs for it.

Organization:

Downtown Crew Leader & Worker – We have interviewed crew leaders and some of the workers. These positions will be learning under Bruce Lowe for the remainder of his contract with a 4 person crew coming on by FY 25.

FRIENDS OF DOWNTOWN NONPROFIT OPERATING / PROGRAM EXPENSES – With sponsorship revenue in for the year, we can provide a good assessment of what funds are available within the Friends of Downtown budget that can be dedicated to committee projects. The Community Character and Economic Vitality teams to review based on our projects in the workplan and grant program to determine if there is any prioritization from this committee for the Friends budget:

1. Funds dedicated toward HIIP grants
2. Funds dedicated toward savings for future projects: ie obtaining property, public art, depot plaza, future park space

RESERVE - \$47,000 for general operating expenses (insurance, supplies, and startup expenses for downtown events in the event of bad weather or loss of key sponsors) – this is more than we would need but will safely allow everything we currently do to continue to occur annually.

Unrestricted Retained Earnings from 2022 (estimate – awaiting final reports from CPA):

+ \$73,712

Projected Net Revenue for FY 23 (year end Dec 2023)

+ \$24,000 (this is conservative and estimating lower R&B sales than we would expect to receive)

Total Balance available for programs or projects: (\$73,712+\$24,000) – (\$47,000 reserve) = \$50,712 available currently.

Projected annual income to go toward balance = \$15,000

(again a conservative estimate – considering potential insurance increases, loss of major sponsors, and other operational expenses that may increase)

The community character team would like to reserve \$30,000 for HIIP (formerly façade) grants.

To be reviewed by the Friends of Downtown Board.

HIIP - Historic Improvement Incentive Program Historic Downtown Hendersonville Grant Requirements

■ Introduction - Purpose of the HIIP

The architectural quality of downtown is important to Hendersonville; it contributes significantly to our economy, our image, and our history. The Friends of Downtown Hendersonville and Historic Preservation Commission (HPC) have developed a grant program to incentivize and assist property owners in the rehabilitation of historic downtown properties in our Main Street and Seventh Avenue municipal service districts. Hendersonville's HIIP is intended to encourage:

- **PRIMARY FOCUS:** Rehabilitation and improvements of commercial building facades within the Main Street and 7th Avenue Municipal Service Districts.
- Implementation of appropriate design standards for the rehabilitation of historic properties including the Secretary of the Interior's Standards for Rehabilitation (see Appendix A) and, as appropriate, the Historic Preservation Commission's Main Street Local Historic District Design Guidelines will inform grant decisions in both the Main Street and 7th Avenue Districts.
- Preservation of the unique architectural and commercial character of historic downtown Hendersonville.
- Support and incentivize the critical preservation of historic properties to prevent demolition by neglect

Each year the Friends of Downtown Hendersonville sets aside limited funds for the Historic Improvement Incentive Program. Grants will be awarded for eligible projects on a funds-available basis. Those interested in the program can consult with the Downtown Manager to determine funding availability.

■ Who is Eligible?

There are two districts which are eligible for Façade Grants in downtown Hendersonville, the Main Street Municipal Service District and the Seventh Avenue Municipal Service District. Properties in and around the Main Street Municipal Service District which fall into the Main Street Local Historic District are eligible for additional grant funding through

the Historic Preservation Commission. A map of these areas is included at the end of this document and should be referenced to determine if the applicant is eligible for the Façade Grant Program.

- Any property owner or business tenant in the downtown Hendersonville Main Street or Seventh Avenue Municipal Service Districts and/or the Hendersonville Main Street Local Historic District is eligible.
- Only buildings whose current or historic use is commercial are eligible for the Façade Grant program.
- Only one application may be submitted for each storefront or facade. A property owner, a building's business tenant or an owner and tenant jointly, may submit a Façade Grant application.
- If a building has multiple facades, each tenant with a separate entrance may apply. Where a single tenant occupies multiple facades, the tenant is eligible for one application per façade.
 - If the building is classified as historically significant per the Architectural Survey in establishing the historic district, exterior critical maintenance, including roof, cornice, windows, and chimney repair may be considered up to a maximum in matching grant funding as listed below.

■ What is Eligible?

Please note that the following lists are not intended to be all inclusive. Each project will be reviewed according to the project application by the Downtown Community Character Team on its individual merits. They will prioritize support based on the below level of classifications:

Project Classifications by Priority

- Level 1 - Front Façade
- Level 2 - Rear Treatments
- Level 3 - Interior Upgrades - ONLY for upgrades are considered of historical significance - ex: ceiling tiles, mosaic flooring
- Level 4 - Stabilizing Properties that are considered historically significant in the architectural survey.

Activities eligible for a front and rear Façade Improvements (Level 1 and Level 2) include:

- Removal of false fronts, metal canopies and other additions that detract from a building's historical and architectural character.
- Cornice repair and replacement
- Safe cleaning of brick or wall surfaces - chemical stripping, scraping and water wash. Power washing is not recommended.
- Exterior painting, including trim and previously painted surfaces.

- Historic reconstruction - storefront, door or window repair or replacement, masonry repointing
- Approved awning installation without signage printed on the awnings.
- Approved exterior lighting, including lighting that assists with security and safety in rear of building.
- Preservation and restoration of signage that indicates a building's historical name/historically significant signage (ie. Queen Theatre)

Activities eligible for Interior Upgrades (level 3) include:

- Repair of historic mosaic tile floors
- Repair of historic ceiling tiles

Activities eligible for Stabilizing Historically Significant Properties (level 4) include:

- Structural integrity that will prevent building demolition by neglect - including but not limited to roof repair. Additional support may be given when an overall building renovation stabilizes a historic property and improves the exterior façade.

Activities not eligible for a Grant include:

- Installation or removal of business signage
- Installation of any type of inappropriate material that interferes with the historic integrity of the building
- Awnings that have business name
- Sand blasting
- Removal of historic features
- Landscaping
- Plumbing / Electrical / HVAC
- Landscaping

Work allowed to be included in overall Project costs assuming project completion will be under one grant application for the Level of Work applied for: Architectural fees, engineering fees, preservation consultant fees to help with Historic Tax Credit Applications 'start up' fees - supporting via grant for technical assistance and professional services.

■ Funding:

Funding for the Historic Improvement Incentive Program is provided through the Friends of Downtown Hendersonville. Funds are set aside annually as a result of resources raised through downtown events,

including Rhythm & Brews, the Bearfootin' Auction, and Garden Jubilee and the Historic Preservation Commission.

- Grants will provide up to 50% of approved project costs up to grant maximums.
- The minimum grant award is \$500; projects with total costs less than \$1000 are not eligible for the grant. The maximum award is dependent on building location, see below for additional details.
- A maximum of up to \$6,000 per façade is available for all buildings located within the Main Street and 7th Avenue Municipal Service District.
- A maximum of up to \$500 per façade is available for buildings within the Hendersonville Main Street Local Historic District, but outside the Main Street Municipal Service District.
- The final award amount is based on documentation of actual labor and material costs.

■ Application Guidelines.

Applications will be reviewed in accordance with the following guidelines.

- No application or grant will be given to work already completed.
- Applications must be submitted prior to **the third Friday of each month** in order to be included in the following month's agenda for approval.
- All façade design proposals shall:
 - Meet the applicable zoning and code requirements of the City of Hendersonville.
 - Adhere to the US Secretary of the Interior's Standards for Rehabilitation.
 - Receive Façade Application approval from the appropriate Design Subcommittee prior to beginning work, either Main Street or Seventh Avenue.
 - Include the property owner's signature.
- Applicants must receive a Certificate of Appropriateness from the Historic Preservation Commission if located within the Hendersonville Main Street Local Historic District prior to beginning work.
- Projects within the Hendersonville Main Street Local Historic District are required to comply with the district Design Guidelines. Grant applications for properties in the 7th Avenue Historic District (national district) will also be subject to the Main Street Local Historic District standards until further design standards are in place for the 7th Avenue District.

- A property does not have to be occupied at the time a Façade Grant application is submitted.
- A building or rental unit may receive more than one grant award for the same façade. However no more than one grant award will be given to the same building or rental unit within one year.
- Second floor building facades would count as ONE façade grant, first floor building facades will count as one per storefront (see fig. 1)

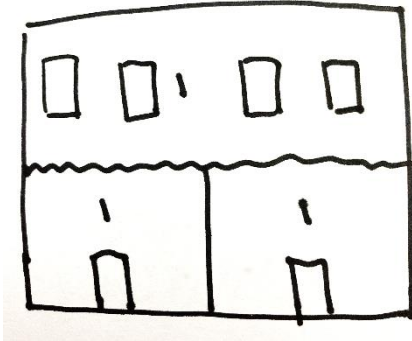


Figure 1

■ General Application Review Criteria.

All eligible exterior rehabilitation proposals will be considered for funding, however top priority will be given to projects which:

- Make highly visible and significant design contributions to historic downtown Hendersonville.
- Contribute significantly to the program goal of preserving the architectural, historic and commercial character of historic downtown Hendersonville.
- Comply with the guidelines above in letter and spirit.
- Take advantage of the design assistance available through Downtown Division and Historic Preservation Commission.
- In the case of multiple applications, deliver the greatest value of work to the individual building and to Downtown Hendersonville overall.

■ Application Procedure.

The applicant should seek the assistance of the Downtown Manager for guidance in completing the following requirements:

- Submittal of a complete Façade Grant Application which includes the property owner's signature to the Downtown Manager.
- The application shall include:
 - "Before" photos (photos of the existing building condition)
 - Proposed Plan (sketch, specifications, color choices, etc.)



- Two (2) estimates of project costs covering labor and material
- Detailed written description of proposed project plan
- **If the project is located in the Main Street Local Historic District a Certificate of Appropriateness (COA) application is also required.**
- Applications will be reviewed by Downtown and Planning staff for completeness before being forwarded to the Downtown Community Character Team for review.
- The Downtown Community Character Team will review the proposed project at their regularly scheduled monthly meeting and decides whether to approve, approve with conditions, or deny the façade grant application.
- Within (5) days of the grant decision the Downtown Manager will notify the applicant of the approval or denial of their grant application and of any permits required to complete the project.
 - If the project is approved with conditions, the applicant has 30 days from the date of the notification letter to modify the application.
 - If the project is approved without conditions, a contract form will be included with the notification letter. The applicant must return the contract form to the Downtown Manager within 30 days of the date of the notification letter. A signed contract must be on file before work can commence.

■ **Post Approval.**

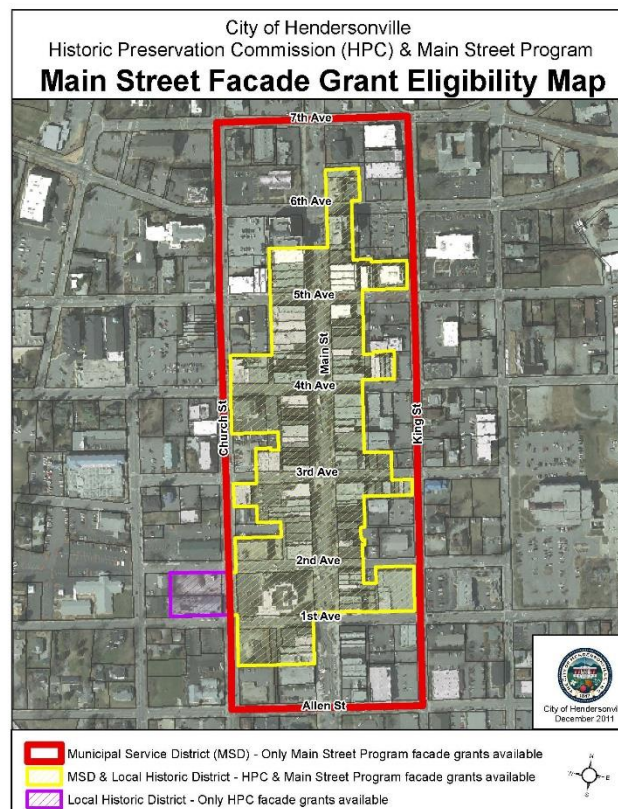
Once a grant has been approved and the grant contract is signed, the following guidelines shall be followed to receive the grant award.

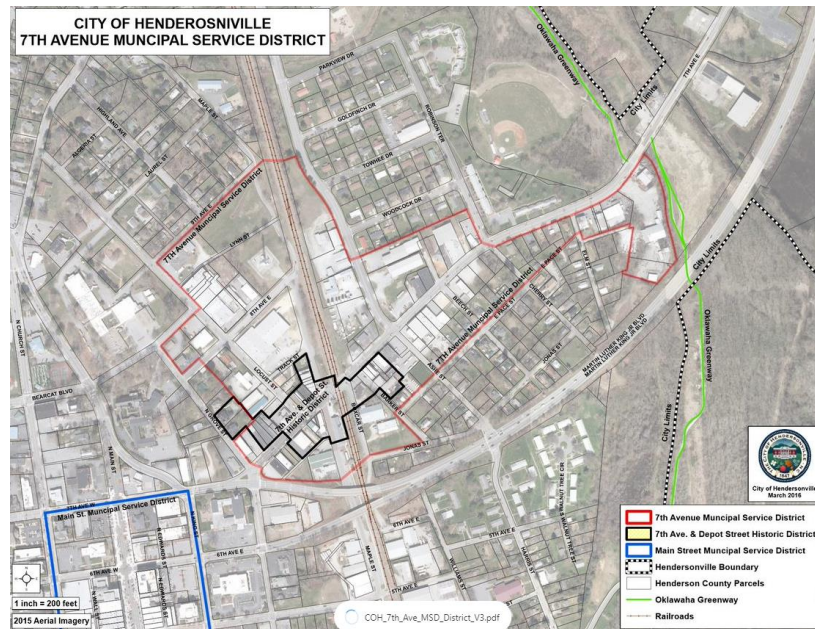
- All work must be completed in a good workmanship manner.
- All approved work must be completed within six (6) months of a signed Façade Grant contract.
- If additional time is needed, a written request shall be submitted to the Downtown Manager providing a compelling reason(s) for the extension. The Director may grant a 30 day project extension at their discretion or upon consultation with the Community Character Team.
- The applicant is responsible for ensuring that the project is completed in accordance with the approved application, design guidelines provided in this procedure, and the signed contract. The Friends of Downtown reserves the right to deny payment if the completed work is inconsistent with the contents of the original application.
- Any deviations from the approved application must be submitted to the Downtown Manager prior to construction. The Manager will forward the proposed alterations to the Community Character Team for review at their next scheduled meeting.



- Once the project has been completed, the applicant will provide proof of project costs and payment along with photos of the completed work to the Downtown Economic Development Director. Failure to submit the required documents within 6 weeks of the project completion date may result in termination of the contract.
- Façade Grants are paid only when the approved project is completed in accordance with the approved plans and specifications submitted with the application. The Downtown Manager will conduct a final on-site inspection and sign-off on completed work prior to issuance of a grant award and following the applicant's final project submission.
- Completed work that differs from the approved application will be disqualified for reimbursement.

All questions can be directed to:
The Friends of Downtown Hendersonville
Jamie Carpenter - jcarpenter@hvlnc.gov
Hendersonville, NC 28792
Phone: 828-233-9144
www.downtownhendersonville.org





APPENDIX A

■ Definitions:

Façade: A facade is defined as the exterior walls of a building which are adjacent to or front on a public street. Each storefront of a building can be considered a façade. The rear of a building may also be considered for a façade grant, with priority given to the front of a building.



Preservation is defined as the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a preservation project. However, new exterior additions are not within the scope of this treatment. The Standards for Preservation require retention of the greatest amount of historic fabric along with the building's historic form.

Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values. The Rehabilitation Standards acknowledge the need to alter or add to a historic building to meet continuing or new uses while retaining the building's historic character.

Restoration is defined as the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a restoration project. The Restoration Standards allow for the depiction of a building at a particular time in its history by preserving materials, features, finishes, and spaces from its period of significance and removing those from other periods.

Reconstruction is defined as the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location. The Reconstruction Standards establish a limited framework for recreating a vanished or non-surviving building with new materials, primarily for interpretive purposes.

APPENDIX B –

THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.