



CITY OF HENDERSONVILLE COMMUNITY CHARACTER TEAM

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



Tuesday, June 07, 2022 – 9:00 AM

AGENDA

1. **CALL TO ORDER**
2. **APPROVAL OF AGENDA**
3. **APPROVAL OF MINUTES**

[A.](#) April 2022 Community Character Minutes

4. **NEW BUSINESS**

[A.](#) Facade Grant Review

5. **OLD BUSINESS**

Staff update:

- 7th Ave Visioning/Branding
- 7th Ave Historic District

6. **OTHER BUSINESS**

7. **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 COMMUNITY CHARACTER TEAM

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



Tuesday, April 05, 2022 – 9:00 AM

MINUTES

1. CALL TO ORDER

In attendance: Subcommittee interviewing 7th Avenue branding consultants Arnett Muldrow & Destination by Design

Myrtle O'Neal, Linda DiPaola, Matthew Hickman, Julie Wilmot, Michelle Owens, Caroline Gunther, Michele Sparks, Patsy DuPre, Lyle Chariff

2. APPROVAL OF MINUTES

1. EnterTextHere

Matthew Hickman made a motion to approve the February 2022 minutes. Michele Sparks seconded. Patsy DuPre, Caroline Gunther and Linda DiPaola approved.

3. OLD BUSINESS

1. EnterTextHere

Committee members interviewed consultants for 7th Avenue Branding. Motley Local was interviewed one week prior. The same questions were asked of each consultant. Committee members then scored privately via online survey:

7th Avenue Visioning Interview Questions & Scoring Rubric

Pre-interview – please provide an updated timeline of what you would suggest for the work to be completed with an estimated start date of May.

We'll have several opportunities for public meetings, what would your travel abilities look like?

1. Please take a few minutes to introduce yourself and your team (they don't have to all be present, just give us an idea of who we'll be working with!)

2. Please explain your approach in a previous project that was similar scale and scope to this project.

3. The 7th Avenue district is a part of Downtown Hendersonville but has a different experience/vibe to Main Street. Can you share any examples of how you might approach this project to distinguish one district while also tying into the overall downtown branding.
4. Can you describe a bad experience you've had in a community you've worked in? What was your approach to improve or thinking back, what would you have done differently?
5. As I've discussed with you previously, this district neighbors some historically marginalized residential areas. It's important we have broad-based engagement among both businesses, property owners and the nearby neighborhoods. Please talk a little on your approach, what you would do and what you would need from staff to help accomplish the public input and engagement process.

Anything else?

Scoring Rubric -

30% - Skills/Creativity:

Portfolio of work that demonstrates technical and creative execution

Experience in similar projects in place branding/marketing

Parallels in portfolio to desired outcomes in 7th Avenue.

30% - Resources/capability: Business experience, staff, skills and expertise, projects of note, project management, methodology, ability to meet milestones.

30% - Approach to Public Input and Engagement:

Understanding of the district, business mix, history and district stakeholders

Public input approach balances all stakeholders

10% - Committee & staff feedback and recommendations.

4. OTHER BUSINESS

5. ADJOURNMENT

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Address	Business	Project	Project Cost	Grant Amt Eligible	Grant amt awarded	Year Awarded	Applicant	Bldg or busin	District	
719 Maple Street	Homemade Pasta Noodles	painting exterior	2400	1200			Launa Tierney	Lyle Chariff	7th Ave	
711 Maple Street		New storefront	10014	2500			Dunlap Construc	Lyle Chariff	7th Ave	
713 Maple Street		new storefront in one overhead door and repair brick	12000	2500			Dunlap Construc	Lyle Chariff	7th Ave	
434 N Main Street	Goldsmith by Rudi	remove and replace cedar shingles, remove and replace verticle wood siding with new wood siding	8000	3000			Dunlap Construc	Rudolph Haug	Main Street	
317 7th Avenue E		new roofing, strip paint on brick, point repair brush and seal, new storefront	32600	2500	2500	2021	Dunlap Construc	Lyle Chariff	7th Ave	
319 7th Avenue E		new roofing, strip paint on brick, point repair brush and seal, new storefront	82600	2500	2500	2021	Dunlap Construc	Lyle Chariff	7th Ave	
330 7th Ave E		new storefront	21400	2500	2500	2021	Dunlap Construc	Lyle Chariff	7th Ave	
346 7th Ave E	Underground Bakery	new light fixtures and awning wrap	5912.11	2500	2500	2021	Matthew Hickman		7th Ave	
348 7th Ave E	Underground Bakery	replace/upgrade storefront including farming and glass. Awning replacement	6709	2500	2500	2021	Matthew Hickman		7th Ave	
430 N Main Street	Dugout	replace awning shingles with cedar shingles, install siding over existing exterior, remove glass windows and install new overhead window door	6740	3000	3000	2021	Dunlap Construc	Mike Griffin	Main Street	
318 N Main Street	Hands On	painting and improving stucco façade	14550	3000	3000	2021	Joseph Knight, H	Rosdon Mall	Main Street	
500 7th Ave E	PB&J (now White Duck)	completely renovate the interior and exterior of the building. Will include new outdoor seating area in the front and parking in exterior of the building. New outdoor lighting and awning with new signage.	136500	2500	2500	2019			7th Avenue	
743 Locust Street	Formation PR	façade update includes new awning to match existing, new storefront facadew with stained wood, new exterior paint fo rmetal building to downspout side, removal and replacement of door with new full length glass door	13100	2500	2500	2019	Erica Allison		7th Avenue	
822 Locust Street	Marketplace on Locust									
608 7th Ave E										
342 N Main Street	The French Broad									

**FACADE GRANT APPLICATION**

145 Fifth Avenue E. ~ Hendersonville, NC ~ 28792

Phone (828) 233-3216 ~ Fax (828) 697-6185

www.cityofhendersonville.org

DOWNTOWN HENDERSONVILLE

The following are required to constitute a complete application:

- ~ This form including the property owner's signature.
- ~ Attachments such as sketches, photos, site plan, etc., necessary to clearly explain the project.
- ~ Copies of a cost estimate for labor and materials.

Date 4-21-22

Address of Property 434 N. Main Street

Property Owner: Name Rudolf Haug

Address 434 N. Main Street Hendersonville NC

Phone 674-4989

Applicant Name (if other than owner) Dushap Construction Co

Address 720 B Grove Street

Phone 388-0859

Anticipated Project Cost (evidence is required); 8000.00

Anticipated Project Start Date: May 1, 2022

Anticipated Project Completion Date: May 31 2022

Details of proposed work: (attach additional papers if needed).

Remove & Replace Cedar Shingles, Remove & Replace Vertical Wood siding with new wood siding

I, the undersigned, understand the Facade Grant must be used in the manner described in this application and the application must be reviewed by the Hendersonville Historic Preservation Commission or Downtown Economic Director prior to commencement of work. I understand that failure to comply with the approved application may result in the forfeiture of grant funds.

Owner's
SignatureApplicant's
Signature





FACADE GRANT APPLICATION

125 Fifth Ave West, Suite 200 - Hendersonville, NC 28792-4328

Phone (828) 233-3216 - Fax (828) 697-3014

www.hvlnc.gov

HENDERSONVILLE DOWNTOWN ECONOMIC DEVELOPMENT DEPARTMENT

Item A.

The following are required to constitute a complete application:

- 1) This form, including the property owner's signature.
- 2) Sketches, photos, plans, etc. necessary to clearly explain the scope of the project.
- 3) Copies of cost estimates for labor and materials.

Date April 1 2022

Address of Project Property

719 MAPLE STREET

Owner Address Lyle Chariff

Owner Phone # 305 776 7600

Grant Applicant Name (if other than owner)

Launa Tierney

Applicant Address

Applicant Phone #

828 989 0858

Anticipated Project Cost (please attach project estimates)

Project Start Date

APRIL 7 2022

Project Completion Date

APRIL 10 2022

Details of Proposed Project (please attach project plans)

Paint face of Building, Paint Doors, Window trim,
new Mail box, Paint Awnings, new flower Boxes,
Planters, Photo Attached. Combo of Hired
Contractor and Self.

I, the undersigned, understand the Facade Grant must be used in the manner described in this application and the application must be reviewed by the Downtown Economic Development Director and appropriate Advisory Committee prior to the commencement of work. I understand that failure to comply with the approved application may result in the forfeiture of grant funds.

Owner's Signature

[Signature]

Applicant's Signature

[Signature]

Official Use:

Date Received:

Initials:

A-1 Pro Services LLC

Charlotte, NC
704-777-9591

Invoice # 322

Date: 3/29/2022

Bill To

Launa Tierney | Homemade Pasta Noodles
719 Maple St. Hendersonville, NC 28792
828-989-0858

For

Painting

Item Description	Amount
Exterior Building Surface Painting	\$2,400.00

Subtotal	\$2,400.00
Tax Rate	
Other Costs	
Total Cost	\$2,400.00

Make all checks payable to A-1 Pro Services LLC

If you have any questions concerning this invoice, use the following contact information:

Avion Joy, 704-777-9591, avion@mya1pro.com

Thank you for your business!

Face

Launa Tierney <homemadepastanoodles@gmail.com>
To: homemadepastanoodles@gmail.com

Tue, Mar 29, 2022 at 6:38 AM





Item A.

Your Cart (5)

[Remove All Items](#)

FREE Shipping on eligible items. [View Details](#)



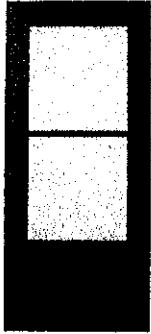
Rewards found!

Get 0.1% to 3% Cash Back

On [eligible](#) items. [Terms](#) apply.

[Apply Rewards](#)

[Try Later](#)



EMCO 36 in. x 80 in. 200 Series Bronze Universal Triple-Track Aluminum Storm Door

Color/Finish: **Bronze**

\$196.00

1

Store Pickup
6 in stock at
Hendersonville
28792 | [Change](#)

FREE

[Ship To Home](#)

Scheduled Delivery
Starting at **\$8.99** for delivery as soon as **today**

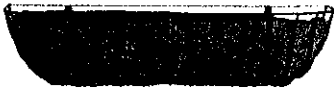
[How It Works](#)

Curbside Available

[Save for Later](#)

[Save to Favorites](#)

[Remove](#)



Gilbert & Bennett 36.00 in. x 9.50 in. Black Steel Window Boxes & Troughs

Container Width (in.): **9.5**

Color/Finish: **Black**

Container Length (in.): **36.00**

Package Quantity: **1**

\$175.12

(\$43.78/item)

4

Ship To Store
Apr. 11–Apr. 14
Hendersonville
28792 | [Change](#)

FREE

[Ship To Home](#)

Scheduled Delivery
Not Available for this item

FREE

Curbside Available

[Save for Later](#)

[Save to Favorites](#)

[Remove](#)



FACADE GRANT APPLICATION

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Phone (828) 233-3216 ~ Fax (828) 697-6185

www.cityofhendersonville.org

DOWNTOWN HENDERSONVILLE

The following are required to constitute a complete application:

- ~ This form including the property owner's signature.
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- ~ Copies of a cost estimate for labor and materials.

Date 2-18-22

Address of Property 711 Maple St

Property Owner: Name Lyle Chariff

Address 5801 Biscayne Blvd. Miami FL 33137

Phone 305-776-7600

Applicant Name (if other than owner) Dunlap Construction Co

Address 720 B Grove Street Hendersonville NC 28792

Phone 828-697-9598

Anticipated Project Cost (evidence is required); \$ 10,014.00

Anticipated Project Start Date: 2-28-22

Anticipated Project Completion Date: 5-30-22

Details of proposed work: (attach additional papers if needed).

Remove existing store front, install new storefront
& Repair Brick

I, the undersigned, understand the Facade Grant must be used in the manner described in this application and the application must be reviewed by the Hendersonville Historic Preservation Commission or Downtown Economic Director prior to commencement of work. I understand that failure to comply with the approved application may result in the forfeiture of grant funds.

Owner's
Signature

Applicant's
Signature

Lyle Chariff mgr
MAPLE STREET NC HOLDINGS LLC

Lyle Chariff mgr

Official Use:

DATE RECEIVED: _____

BY _____



ESTIMATE

720B North Grove Street
Hendersonville, NC 28792
Phone: (828) 697-9598

ESTIMATE	DATE
711 Maple St Facade	2/22/2022

TO

Maple Street NC Holdings LLC
Attn: Lyle Chariff
711 Maple Street
Hendersonville, NC 28792

Project Description: 713 Maple St Façade	AMOUNT
<ul style="list-style-type: none"> • Storefront replacement • Brick Repair 	
<i>Thank you for your business!</i>	Total Cost: \$10,014.00

If you have any questions about this estimate, please contact our office at (828) 697-9598 or jill@dunlapconstructionnc.com



Date: January 27, 2022

ESTIMATE

To Maple Street NC Holdings
Attn: Lyle Chariff
711 Maple Street
Hendersonville, NC 28792

Project: 711 Maple Street Facade

Qty	Description	Unit Price	Line Total
	Storefront replacement		
	Brick repair		
	TOTAL:		\$11,325.00

Quotation prepared by: _____

This is a quotation on the goods named, subject to the conditions noted below: labor and materials included.

To accept this quotation, sign here and return: _____

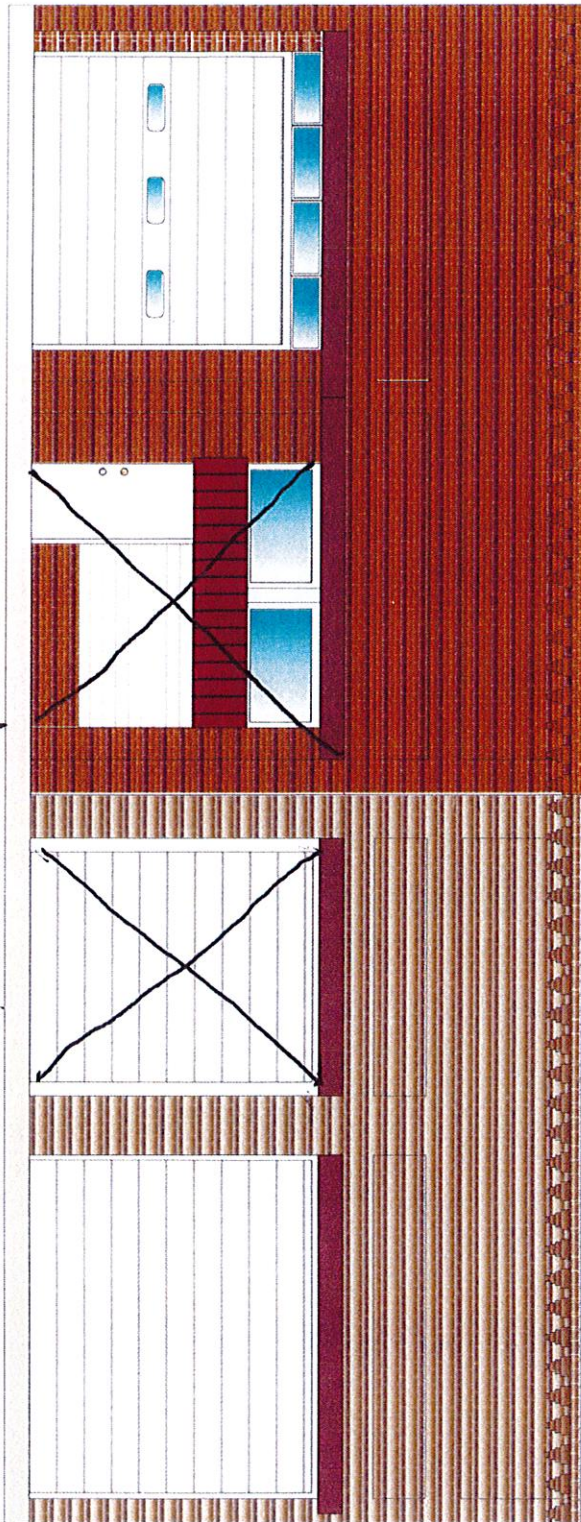
Thank you for your business!

J. Gordon Construction PO Box 186, Zirconia, NC 28790 Phone 828-699-3948 jonah.gordon@yahoo.com

Existing Storefront

711 Maple Street

713 Maple St



Correct 10-15-21

New Storefront in Bays w X

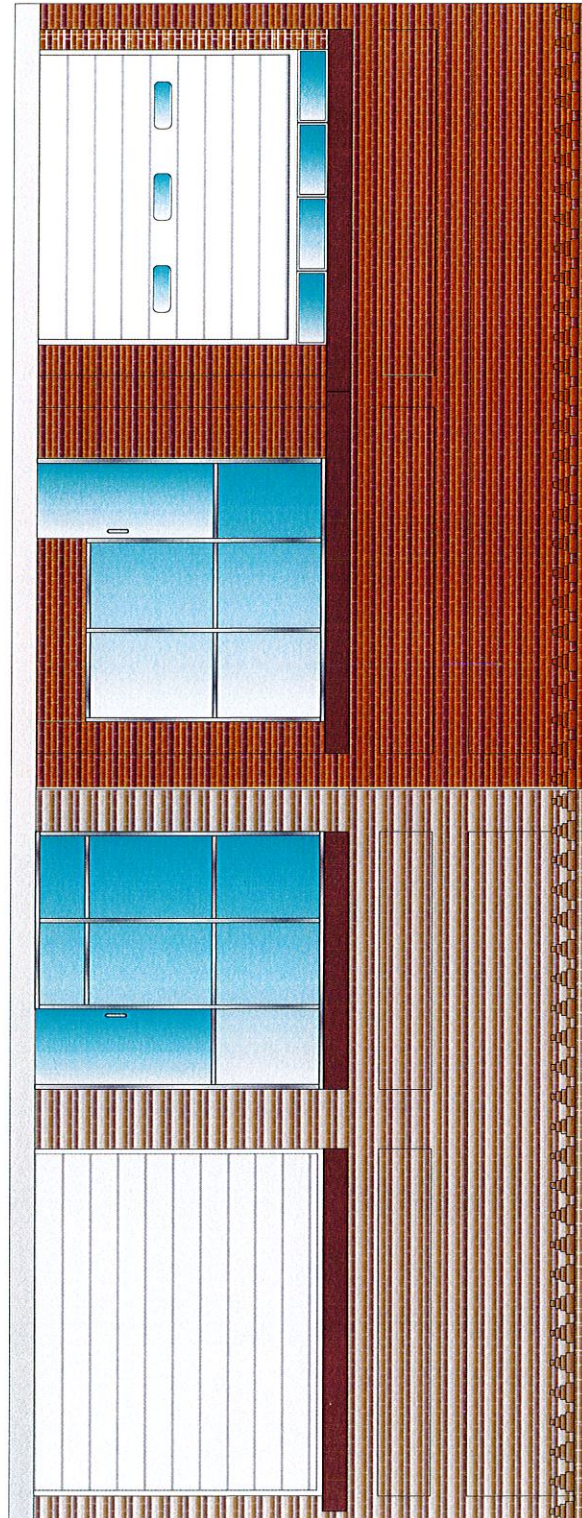
15'10"

Correct 10-15-21

New Storefront

711

713



FACADE RENDERING FOR
Chariff Properties

711 Maple Street

Hendersonville, NC 28792

JASON FORT DESIGN

PO BOX 92
BAT CAVE, NC 28710

PHONE 828-707-6165
E MAIL jiasfort@mac.com



FACADE GRANT APPLICATION

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Phone (828) 233-3216 ~ Fax (828) 697-6185

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DOWNTOWN HENDERSONVILLE

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- ~ Copies of a cost estimate for labor and materials.

Date

2-18-22

Address of Property

713 Maple St

Property Owner: Name

Lyle Chariff

Address

5801 Biscayne Blvd Miami FL 33137

Phone

305-776-7600

Applicant Name (if other than owner)

Dunlap Construction Co.

Address

720 B Grove Street Hendersonville NC 28792

Phone

828-697-9598

Anticipated Project Cost (evidence is required);

12,000.00

Anticipated Project
Start Date:

2-28-22

Anticipated Project
Completion Date:

5-30-22

Details of proposed work: (attach additional papers if needed).

~~Repeal~~ Install new store front in one overhead door area repair brick

I, the undersigned, understand the Facade Grant must be used in the manner described in this application and the application must be reviewed by the Hendersonville Historic Preservation Commission or Downtown Economic Director prior to commencement of work. I understand that failure to comply with the approved application may result in the forfeiture of grant funds.

Owner's
Signature

Lyle Chariff mgr
MAPLE STREET NC HOLDINGS LLC.

Applicant's
Signature

Lyle Chariff mgr



ESTIMATE

720B North Grove Street
Hendersonville, NC 28792
Phone: (828) 697-9598

ESTIMATE	DATE
713 Maple St Facade	2/22/2022

TO

Maple Street NC Holdings LLC
Attn: Lyle Chariff
713 Maple Street
Hendersonville, NC 28792

Project Description: 713 Maple St Façade	AMOUNT
<ul style="list-style-type: none"> • Storefront replacement • Brick Repair 	
<i>Thank you for your business!</i>	Total Cost: \$12,000.00

If you have any questions about this estimate, please contact our office at (828) 697-9598 or jill@dunlapconstructionnc.com



Date: January 27, 2022

ESTIMATE

To Maple Street NC Holdings
Attn: Lyle Chariff
713 Maple Street
Hendersonville, NC28792

Project: 713 Maple Street Facade

Qty	Description	Unit Price	Line Total
	Storefront replacement		
	Brick repair		
	TOTAL:		\$13,500.00

Quotation prepared by: _____

This is a quotation on the goods named, subject to the conditions noted below: labor and materials included.

To accept this quotation, sign here and return: _____

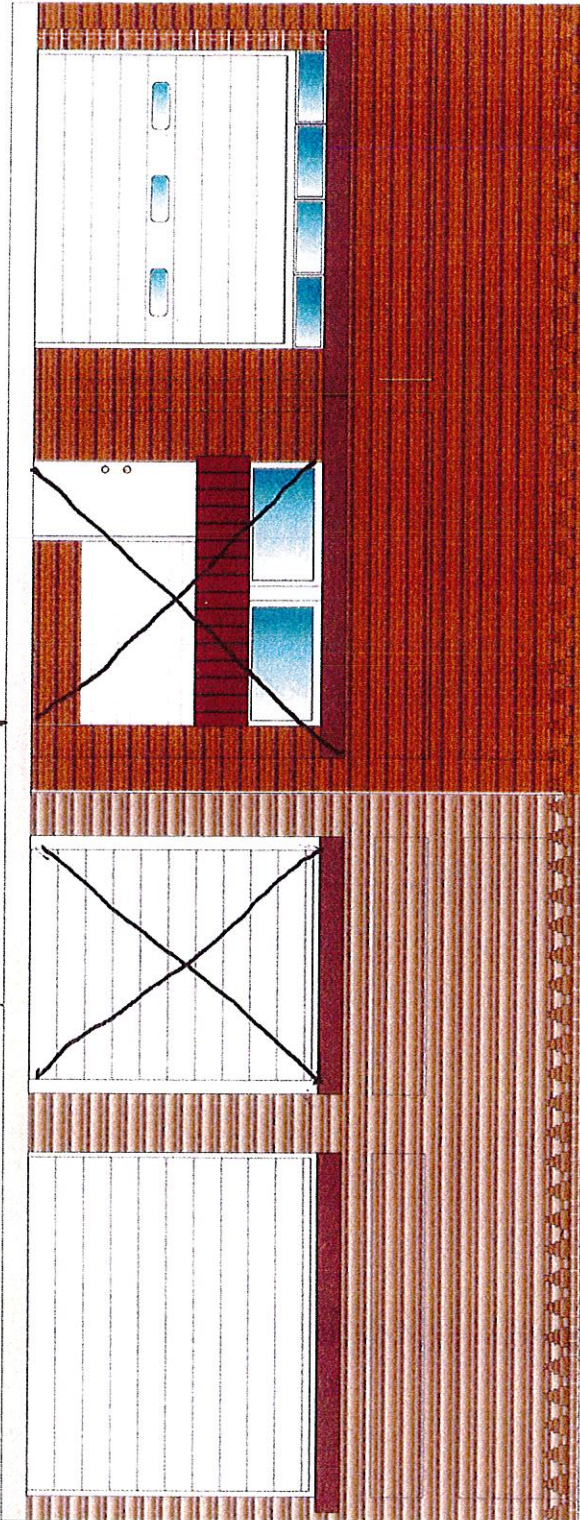
Thank you for your business!

J. Gordon Construction PO Box 186, Zirconia, NC 28790 Phone 828-699-3948 jonah.gordon@yahoo.com

Existing Storefront

711 Maple Street

713 Maple St



①

10'8"

Correct
10-15.21

New Storefront
in Bays w X

②

11'10"



15'10"

Correct
10-15.21

FACADE RENDERING FOR

Chariff Properties

711 Maple Street

Randolphville, NC 28702

JASON FORT DESIGN

PO BOX 92

PHONE 828-707-6165

Item A.

DATE	10/15/21
SCALE	1/2" = 1'
DRAWN	J.F.
SHEET	

FACADE RENDERING FOR
Chariff Properties
Hendersonville, NC 28792
711 Maple Street

JASON FORT DESIGN
PO BOX 92
BAT CAVE, NC 28710
PHONE 828-707-6165
E MAIL jfort@jmc.com

New Storefront

713

714

