



**CITY OF HENDERSONVILLE
DOWNTOWN ADVISORY BOARD - SEPTEMBER
2022**



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

Tuesday, September 13, 2022 – 4:00 PM

AGENDA

- 1. CALL TO ORDER**
- 2. PUBLIC COMMENT**
- 3. APPROVAL OF AGENDA**
- 4. APPROVAL OF MINUTES**
 - [A.](#) Approval of July and August 2022 minutes
- 5. NEW BUSINESS**
 - [A.](#) Christmas Parade Night Time Proposal
- 6. OLD BUSINESS**
 - A. Update on 7th Avenue Branding with Arnett Muldrow
 - [B.](#) Team Projects and 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

Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
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Tuesday, July 12, 2022 – 4:00 PM

MINUTES

1. CALL TO ORDER

In attendance: Walt Slagel, Patsy DuPre, Jerry Fitzgerald, Carole Sitzer, Phil Wilmot, Chris Cormier, Joe Dinan, Jared Bellmund, Matthew Hickman, Debbie Roundtree.

Mark Pavao and John Ryan joined virtually following the approval of the minutes.

Absent: Caroline Gunther, Anthony McMinn

2. PUBLIC COMMENT

There were no public comments.

3. APPROVAL OF AGENDA

Jerry Fitzgerald made a motion to approve the agenda. Carol Sitzer seconded. Walt Slagel, Patsy DuPre, Jerry Fitzgerald, Carole Sitzer, Phil Wilmot, Chris Cormier, Joe Dinan, Jared Bellmund, Matthew Hickman voted to approve.

4. APPROVAL OF MINUTES

1. June, 2022 Downtown Advisory Board Minutes

Jerry Fitzgerald made a motion to approve the minutes. Carol Sitzer seconded. Walt Slagel, Patsy DuPre, Jerry Fitzgerald, Carole Sitzer, Phil Wilmot, Chris Cormier, Joe Dinan, Jared Bellmund, Matthew Hickman voted to approve.

5. NEW BUSINESS

1. Presentation by the Cedars Developers

Greg Covin, Mark Zilbert and Amy Shipman provided a special presentation of the Cedars hotel development project.

2. Previous Meeting Minutes Revision

Jamie Carpenter requested the board made updates to the previous meeting minutes regarding attendance at past meetings.

Jerry Fitzgerald made a motion to approve the amended attendance as presented. Patsy DuPre seconded. A roll call vote was taken - Jerry Fitzgerald made a motion to approve the minutes.

Carol Sitzter seconded. Walt Slagel, Patsy DuPre, Jerry Fitzgerald, Carole Sitzter, Phil Wilmot, Chris Cormier, Joe Dinan, Jared Bellmund, Matthew Hickman, John Ryan and Mark Pavao voted to approve.

February 8, 2022 Amendment: Councilwoman Debbie Roundtree was present. Public present: Fred Nace (virtual), Yvonne Hill, Elizabeth Queen, Geoff Polsuszny (Walker Consultants)
Absent: Jared Bellmund, Anthony McMinn April 12, 2022 Amendment - Councilwoman Debbie Roundtree was present. Public present: Michele Sparks, Fred Nace, Bill McConnell (Classic Car Club), Phil Wilmot Absent: Jared Bellmund, Mark Pavao, Anthony McMinn May 10, 2022 - Amendment - Councilwoman Debbie Roundtree was present. Public present: Bill McConnell (Classic Car Club) Amy Boswell (TDA), Lewis Parrish (Corvette Club) Absent: Anthony McMinn

6. OLD BUSINESS

1. 7th Avenue Branding Schedule

Save the date: August 9 - round tables, board meeting, and public meeting

Jamie Carpenter gave an update of the 7th Avenue Branding Steering Committee and Schedule. The August Downtown Advisory Board will be at a different location (City Operations Center) and the only topic will be 7th Avenue Branding.

2. Sidewalk Dining Ordinance Updates

There has been concerns regarding the furniture requirements from downtown restaurants. We would like to review the requirements to determine what we would like to keep in the current ordinance.

Jamie Carpenter presented about the recent history of sidewalk dining and where we currently are as far as the ordinance.

Discussion topics of concern included - Rope colors/barricades, cleanliness, and logos on umbrellas.

Jared Bellmund who was on the Main Street Advisory Committee. He requested that the minutes from when he was on the committee should be pulled and reviewed because this was a two year discussion among the committee and restaurant owners. He would request that the current board respect the time that was put into creating the ordinance.

Mark Pavao indicated that the information that was sent to businesses was complete regarding the ordinance. He does request some conversation regarding changing seating to high quality/high density plastic to replace because metal furnishings are difficult to find. Black Bear was a recipient of a Pivot Grant but is delayed on replacing furniture and would request a grace period and individual conversations for businesses to determine why they are unable to change their furniture.

J. Carpenter read comments from Brian Fraga, the Dugout.

J. Carpenter summarized that she is understanding that it seems like the direction given is that the board is not interested in making substantial changes to the sidewalk dining ordinance however giving a grace period on a case by case basis is appropriate.

7. OTHER BUSINESS

1. Downtown Team Updates

- Parking Updates
- Special Events Policy and Fees
- Office Space

J. Carpenter gave updates on downtown projects.

Parking - the garage will look like a completed garage before September and then interior work will begin. January is slated open time. Staff including downtown, public works, police, finance, parking will have an overview meeting to review all decisions to be made. We will have promotions to encourage people to download the ParkMobile App.

RFP is out for meter kiosks and we had the pre-bid conference with those vendors.

Special Event Policy and Fees - Staff is working on this update with public works, police and fire. This will be coming back to the Downtown Advisory Board and presented to council in October.

Office Space - Staff will be moving to city hall around November. We are looking at a lease agreement on this space with a marketing company that would also offer some benefits for downtown businesses.

Other business - Patsy DuPre asked about the public being denied use of the public bathrooms at the historic courthouse. Jamie will look into this.

8. ADJOURNMENT

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**CITY OF HENDERSONVILLE
DOWNTOWN ADVISORY BOARD - SPECIAL
MEETING LOCATION**



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

Monday, August 08, 2022 – 4:00 PM

MINUTES

1. CALL TO ORDER

In attendance: Matthew Hickman, Caroline Gunther, Phil Wilmot, Joe Dinan, Mark Pavao, Carole Sitzler, Chris Cormier, John Ryan, Jared Bellmund, Jerry Fitzgerald.

Absent: Patsy DuPre, Anthony McMinn (nonvoting)

Nonvoting present: Debbie Roundtree

Staff present: Jamie Carpenter, Lew Holloway, Dakota Parker, Meredith Friedheim

Guests present: Tripp Muldrow, Shawn Terpack - Arnett Muldrow & Associates

2. NEW BUSINESS - 7th Avenue Branding Roundtable

The members of the board introduced themselves to Tripp Muldrow and Shawn Terpack with Arnett Muldrow. Tripp introduced the purpose of the meeting and reviewed the day of roundtable meetings regarding the branding of the 7th Avenue district. Earlier in the day, there were a series of roundtables including business and property owners, steering committee meetings, and following the board meeting will be a meeting with residents of Green Meadows followed by a public input meeting.

There were no votes or business conducted, just feedback regarding the district and the direction of the branding project.

3. ADJOURNMENT

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CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY



SUBMITTER:	Jamie Carpenter, Downtown Manager	MEETING DATE:	September 13, 2022
AGENDA SECTION:	NEW BUSINESS	DEPARTMENT:	Community Development - Downtown
TITLE OF ITEM:	Christmas Parade Night Time Proposal		

SUMMARY:

The Hendersonville Merchants Association produce the 4th of July and Christmas Parade downtown every year. This year, they are interested in changing the Christmas Parade to a night time parade. They have received positive feedback thus far but would like to discuss with the downtown advisory board before proceeding.



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** September 13, 2022

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

TITLE OF ITEM: Team Projects and Updates

1. Special Events Fee & Policy Updates:

SEPTEMBER:

- Downtown team prepare list of events, street closure and impact for PD
- PD provide approximate staffing needs per event
- PD and PW provide additional “true cost” financial information for presentation
- Downtown staff check in with finance so they know updates are coming
- Preliminary event policy with fee schedule sent out for review – Downtown, Police, Fire, Public Works

OCTOBER

- Present to Downtown Advisory Board
- Present to City Council at workshop

DECEMBER

- Adopt fee schedule

2. Sidewalk Dining Review Schedule - For sidewalk dining and next steps, we plan to do the following:

1. Make a list of the noncompliant dining and why they are non compliant
2. Evaluate at the community character team meeting (October)
3. Make recommendations to update along with the updates we are already working on with legal
4. Provide a grace period for compliance, which by that point it will be by the time I do renewals in the spring

3. Parking Meter & Permit Implementation

Currently:

- Reviewing proposals for parking access control systems (PARCS) for the garage
- Finalizing permit fees – proposed:
 - Finalizing permit fees – proposed:
 - \$25 - Dogwood Lot (targeted at downtown employees)
 - \$60 interior lots
 - \$80 - Garage lot

- \$2 per hour (first 30 minutes free) on Main Street/Avenues
- \$1.50 per hour (first hour free) in lots and garage
- Reviewing & meeting with city attorney and police regarding ordinance changes (enforcement, booting, towing, ticket escalation)
- November 9 – Tentative parking Q&A meeting for the public

Next Steps:

- Parking informational flyers for the updates – covering different questions for different audiences:
 - Meter FAQs
 - Permit FAQs
 - How to use park mobile
- Promotions for downloading Parkmobile with promotional codes and opportunities for businesses to validate parking

4. Events:

- Friends of Downtown Hendersonville will be working with the Tourism Development Authority to enter into a contract to take over Garden Jubilee. The Friends will be publishing an RFP for an event planner or event planning company to oversee vendor and event coordination for this event (cost included in contract from TDA to Friends)
- Interviews for Events Coordinator taking place next week
- Friends of Downtown Events remaining in 2022:
 - Farmers Market –
 - Hispanic Heritage Day – September 17
 - October 22 – Trick or Trail 5k start/end at Market
 - Rhythm & Brews – This Thursday! Sept 15 – last of season
 - Bear Auction – Bidding open! Final auction celebration October 15
 - Treat Street Carnival – October 31
 - Holiday Tree Lighting - November 25
 - Old Fashioned Christmas – December 3
 - Holiday Train Rides – December 17 (formerly TDA activity)

5. Zoning Text Amendments – Economic Vitality Team

The Economic Vitality Team reviewed two zoning text amendments at their meeting on September 6. These amendments have been reviewed by the Planning Board’s Legislative Subcommittee and will be reviewed and recommended by the Planning Board.

I. Elimination of parking minimums in C-1:

- The applicant’s proposal would eliminate parking minimums within C-1.
- Currently there is no parking minimum for commercial uses or residential uses under 5 dwelling units.
- Currently, residential developments with 5 or more dwelling units requires 1.5 parking spaces per dwelling unit in the C-1 district. The 7th Ave Municipal Service District has no parking minimums due to an exemption established in the zoning ordinance.

- In consideration of the applicant's request, staff is recommending the reduction of parking minimums to 1 per dwelling unit to align with standards across our zoning ordinance.
- The planning board's legislative committee recommended removing all parking minimums for downtown, however after staff discussions, the recommendation has changed to reduce from 1.5 spaces per dwelling unit to 1 space per dwelling unit. This will allow staff to investigate initial ways to add to the parking enterprise fund to create more public parking by considering a fee in lieu requirement, where if a developer chooses not to build required parking spaces, they would be required to pay a fee that would support the parking enterprise fund to add to the downtown's overall parking resources. The downtown economic vitality team were in agreement with this recommendation.

II. Multifamily in 7th Avenue District Summary of Amendment Petition:

- for a zoning text amendment to address the Supplementary Standards for Multi-Family Residential uses in the 7th Ave area. Currently, the portions of the 7th Ave area that are zoned C-2 only permit Multi-Family within the boundaries of the 7th Ave Depot National Register Historic District (NRHD).
- As proposed, Sec. 16-4-24, which only applies to Multi-Family uses in the C-2 Zoning District, would be amended to expand Multi-Family uses to a larger area encompassed by the 7th Ave Municipal Service District (MSD).
- As proposed, Sec. 16-4-24 would also be amended to strike the provision that Multi-Family uses would be limited to the second floor of buildings.
- Staff is proposing that Multi-Family be extended to the MSD. However, staff is proposing that the provision limiting multi-family to second floors be amended to state "upper" floors and that the provision remain in place for the NRHD but the limitation would not be in place for Multi-Family uses in remainder of the MSD.
- The Economic Vitality team asked questions regarding requirements for ground floor non-residential uses.

6. 7th Avenue Public Art Project - Community Character Team

Karen Eve-Bayne gave a presentation on a project by STEAP regarding a project they have received funding from the Henderson County Community Foundation. The project is not yet publicly announced due to funding requirements. The project is a mural and public art project specifically focused on the 7th Avenue district. The project funded is for 2-3 murals, and a fiber art project that incorporates work from BIPOC (Black, Indigenous, People of Color) artists and represents Hendersonville (history, agriculture, etc). Project includes:

- Yarn Bombing - Have received permission from the city to cover lamp posts along Maple Street and have received permission from the tree board to yarn bomb four trees in front of the depot and 3 trees opposite of White Duck Taco. Permission from city to leave yarn on tress for winter months and then removed. Will go up in November, come down in March. TDA will advertise with home for the holidays and people will be invited to participate in yarn in days at the Farmers Market to help contribute to the project.
- Mural Project – The organization had public input to help select their first mural artist. They have a selection committee to select from 3 professional artists who have submitted proposals. Patsy DuPre and Michele Sparks from the team indicated their interest in the selection committee.

- Murals will be on private property. Linda DiPaola expressed interest in her building being an option (second floor, above Daddy D's). They are also seeking other locations of private property for a mural space. STEAP has worked with an attorney to create an easement for ownership of the mural for a minimum of 5 years.
- Project will be presented to city's Diversity Equity and Inclusion Committee the same night as the Downtown Advisory Board meeting for further feedback.