



# CITY OF HENDERSONVILLE COMMUNITY CHARACTER TEAM MEETING - JULY



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

Tuesday, July 05, 2022 – 9:00 AM

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## AGENDA

1. **CALL TO ORDER**
2. **APPROVAL OF MINUTES**
3. **OLD BUSINESS**

A. 7th Avenue Branding Schedule

B. Facade Grant Program Revisions

Request for volunteers to review and recommend updates to facade grant program or other incentive program we would like to consider.

August 17, 2022 - Historic Preservation Training with the State Historic Preservation Office

4. **NEW BUSINESS**
5. **OTHER BUSINESS**
6. **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.*

## Branding Strategy for Seventh Avenue, Hendersonville, NC

This visit to Hendersonville's Seventh Avenue is designed immerse us in the district and the surrounding community and provide a process to engage with community partners for the branding and strategy concepts. During this visit, The Project Team will interview stakeholders in a series of roundtable sessions and conduct a tour the assets of the district and the community at large. We will also produce conceptual designs ON SITE that can be vetted with the client group in Hendersonville. This information is designed to help you craft a visit that will be productive to kick off the effort. *Please note that this is a guide only. Each slot can be filled as you see fit.*

### August 9, 2022

9:00 AM Team arrives to meet with core client group to review schedule and goals of the visit.

10:00 AM District, Downtown, and Community Tour

11:45 AM Lunch With Steering Committee (To be determined by client see notes)

1:00 PM Roundtable One: \_\_\_\_\_

2:15 PM Roundtable Two: \_\_\_\_\_

3:30 PM Roundtable Three: \_\_\_\_\_

5:00 PM Roundtable Four: \_\_\_\_\_

6:30 PM Public Input Meeting

### August 10, 2022

8:30 AM Roundtable Five: \_\_\_\_\_

10:00 AM Team Works (We can conduct select interviews or meetings if needed)

4:00 PM Potential Technical Committee Meeting to review progress.

### August 11, 2022

8:30 AM Team Works

2:00 PM Presentation of Concepts to Steering Committee

4:00 PM Depart for Greenville

## Suggested Invitees to Consider

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*These are the types of people we like to include in the process. This list is not exhaustive and should serve as a “teaser” to get you thinking about the people to include in the interviews/roundtables. Many communities vary on how they approach groups, some make specific invitations, others choose a more open process. We ramp our level of “facilitation” up and down depending on the number of attendees 5-10 is ideal, larger is fine (as is smaller).*

- Steering Committee – this should be comprised of the core client group some clients opt to use the Main Street Board and staff, others use a subset of the board and staff, others create a custom steering committee. Ideally this should be about 8-12 people who will guide the project.
- Technical Committee – this would be the “core client” sometimes this is the director only others it is 2-3 key people.
- Business/Property Owners In the District
- Neighborhood Groups
- Partners
- Leadership (Elected/Appointed Officials/Board Members)
- Catch All

## Roundtable Meeting Ideas

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*We suggest five slots for roundtable meetings with four profiles. These can be divided or have a duplicate etc.*

### District Business/Property Owners

*Invitees:* Any businesses or property owners in the Seventh Avenue district or key owners of adjacent businesses/property owners key to the project. This could be shops, restaurants, services, attractions.

#### Discussion Topics:

- ◆ How do you market your business now? Historically?
- ◆ What are the visitor themes and attractions in the district?
- ◆ Describe the business community in the district as it relates to the overall identity of Hendersonville’s downtown and community as a whole.
- ◆ What are the patterns and trends you are seeing with regard to your customer base?
- ◆ How does Seventh Avenue fit into the overall regional identity, are there comparable districts?

## Leadership Group Meeting

*Invitees:* Board members, elected and appointed officials, as well as other civic leadership as you see fit.

*Discussion Topics:*

- ◆ What are your perceptions on the image of the district, how has it evolved over the years, where is it headed?
- ◆ What are the greatest successes in Seventh Avenue and adjacent areas?
- ◆ How is the Seventh Avenue perceived and misperceived as a place and destination within the context of downtown and Hendersonville as a whole?
- ◆ What has changed and is changing in the district regarding the economy that may impact customers/visitors?

## Partner Groups

*Invitees:* Neighborhoods, parks, museums, key attractions, and facilities that augment the district.

*Discussion Topics:*

- ◆ How do you market your attraction/destination/neighborhood now? Historically?
- ◆ What are the patterns and trends you are seeing with regard to the district and your facility or neighborhood?
- ◆ How does downtown Seventh Avenue fit into your scope of work?
- ◆ What is your outlook on the future?
- ◆ What brand ideals do you envision for Seventh Avenue?

## City Staff/Board

*Invitees:* Main Street Board, City Staff (Public Works, Parks, Administration, other?). This should be a fairly focused and small group. This is likely to address wayfinding and any particular deliverables needed.

*Discussion Topics:*

- ◆ What are the major routes in the community?
- ◆ What are the major attractions?
- ◆ What are the existing signs in the system, how do they work, what may need changing?
- ◆ What are other marketing goals and objectives?

## Optional Public Meeting

Unlike the other meetings, this will be a highly focused 1 hour meeting with a series of questions for the audience that delve into the district, its assets, challenges, marketing options, and stories.

## Historic Downtown Hendersonville Façade Grant Program

### **Main Street & Seventh Avenue Grant Guidelines**

#### ■ Introduction – Purpose of the Façade Improvement Program

The architectural quality of downtown is important to Hendersonville; it contributes significantly to our economy, our image and our history. The City of Hendersonville's Downtown Development Program and Historic Preservation Commission (HPC) have developed a façade grant program to provide assistance to property owners in the rehabilitation of historic downtown properties in our Main Street and Seventh Avenue municipal service districts. Hendersonville's Façade Improvement Program is a grant based incentive intended to encourage and provide financial inducement for the:

- ❖ Rehabilitation of commercial building facades within the Main Street and 7<sup>th</sup> 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.
- ❖ Preservation of the unique architectural and commercial character of historic downtown Hendersonville.

Each year Hendersonville's Downtown Development Program and Historic Preservation Commission set aside limited funds for the Façade Improvement Program. Grants will be awarded for eligible projects on a funds-available basis. Those interested in the program can consult with the Downtown Economic Development Director to determine funding availability. The fiscal year for the program begins July 1 and ends on June 30.

#### ■ What is a 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.

## ■ Who is Eligible?

There are two primary 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 façade. 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.

## ■ 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's location by the Main Street or Seventh Avenue Design Sub-Committee on its individual merits.

Activities **eligible** for a Façade Grant include:

- ❖ Removal of false fronts, metal canopies and other additions that detract from a building's historical and architectural character
- ❖ 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, etc
- ❖ Approved awning installation
- ❖ Approved exterior lighting
- ❖ Address information – numerals, building name, etc

Activities **not eligible** for a Façade Grant include:

- ❖ Installation or removal of signage
- ❖ Roof and Chimney repair
- ❖ Installation of any type of inappropriate material that interferes with the historic integrity of the building
- ❖ Sand blasting
- ❖ Removal of historic features
- ❖ Landscaping

## ■ Funding.

Funding for the Façade Grant Program is provided through the Main Street Municipal Service District, the Seventh Avenue Municipal Service District and the Historic Preservation Commission.

- ❖ Façade Grants will provide 50% of approved project costs.
- ❖ The minimum grant award is \$125; projects with total costs less than \$250 are not eligible for the grant. The maximum award is dependent on building location, see below for additional details.
- ❖ A maximum of up to \$3,000 per façade is available for all buildings located within the Main Street Municipal Service District and the Hendersonville Main Street Local Historic District.
- ❖ A maximum of up to \$2,500 per façade is available for buildings within the Main Street & Seventh Avenue Municipal Service Districts, but outside of the Hendersonville Main Street Local Historic 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.

- ❖ 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.
- ❖ 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.
- ❖ Only exterior façade renovations are eligible.

## ■ 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 the City of Hendersonville's Main Street Program.
- ❖ In the case of multiple applications, deliver the greatest value of work to the individual building and to Main Street overall.

## ■ Application Procedure.

The applicant should seek the assistance of the Downtown Economic Development Director for guidance in completing the following requirements:

- ❖ Submittal of a complete Façade Grant Application which includes the property owner's signature to the Downtown Economic Development Director.
- ❖ 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 Main Street program staff for completeness before being forwarded to the appropriate Design Subcommittee for review.
- ❖ The Design Subcommittee 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.
- ❖ If the project is located in the Main Street Local Historic District, the applicant must receive approval from the Historic Preservation Commission through the COA process before proceeding with work.
- ❖ Within (5) days of the grant decision the Downtown Economic Development Director will notify the applicant of the approval or denial of his/her 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 Economic Development Director within 30 days of the date of the notification letter. A signed contract must be on file before work can commence.

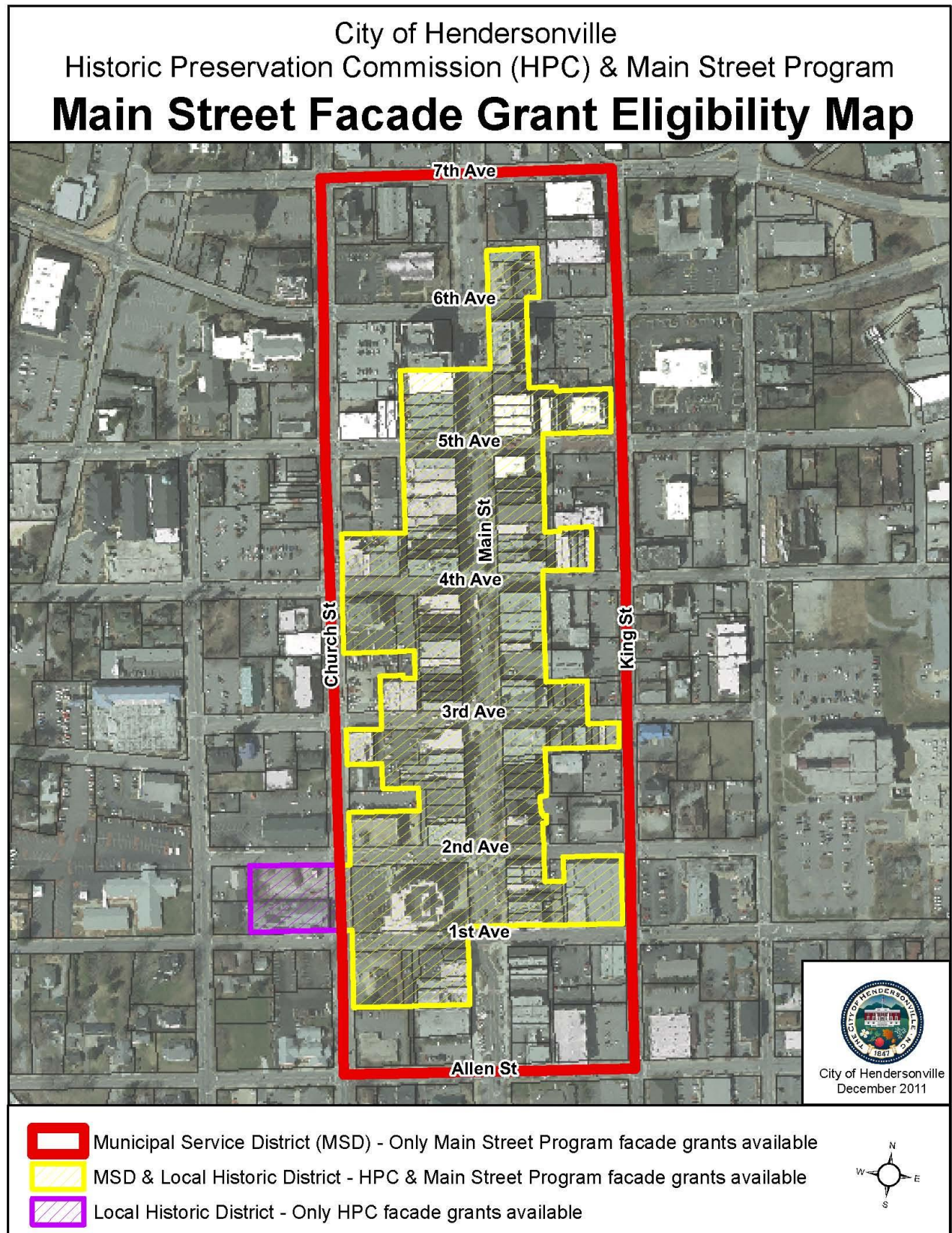


## ■ Post Approval.

Once a façade 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 Economic Development Director providing a compelling reason(s) for the extension. The Director, in consultation with the appropriate Design Sub-Committee Chair may grant a 30 day project extension at their discretion.
- ❖ 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 Downtown Development Program 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 Economic Development Director prior to construction. The Director will forward the proposed alterations to the appropriate Design Subcommittee 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 Economic Development Director 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 City of Hendersonville's Main Street Program  
145 Fifth Avenue East  
Hendersonville, NC 28792  
Phone: 828-233-3216  
Fax: 828-697-3014  
[www.cityofhendersonville.org](http://www.cityofhendersonville.org)  
[www.downtownhendersonville.org](http://www.downtownhendersonville.org)



## **APPENDIX A**

### **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.



## FACADE GRANT APPLICATION

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

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

[www.hvlnc.gov](http://www.hvlnc.gov)

### HENDERSONVILLE DOWNTOWN ECONOMIC DEVELOPMENT DEPARTMENT

Item B.

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

Address of Project Property

Owner Address

Owner Phone #

Grant Applicant Name (if other than owner)

Applicant Address

Applicant Phone #

Anticipated Project Cost (please attach project estimates)

Project Start Date

Project Completion Date

Details of Proposed Project (please attach project plans)

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

\_\_\_\_\_

Applicant's Signature

\_\_\_\_\_

Official Use:

Date Received:

Initials: