



**CITY OF HENDERSONVILLE
DOWNTOWN COMMUNITY CHARACTER TEAM
FEBRUARY**

Operations Center - Assembly Room | 305 Williams St. | Hendersonville NC 28792
Tuesday, February 02, 2021 – 9:00 AM

AGENDA

1. CALL TO ORDER

2. AGENDA ITEMS

A. **Review minutes from January Community Character Meeting**

B. **Facade Grant Application for Hands On! Children's Museum**

C. **Review of Community Character Workplan Items / Old Business**

a) Depot Cleanup - This was requested at the January meeting to propose some work to the depot since the streetscape project has been delayed.

https://www.canva.com/design/DAEU6D6ZjQc/es_qRyMqZ4N0ahcIYE7aPw/view?utm_content=DAEU6D6ZjQc&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

b) Outdoor Dining Structure Update

c) 7th Avenue Branding Update

D. Informal discussion & Public comment related to:

a) Appearance / Physical issues - Main or 7th Ave districts

b) Items to add for consideration in future workplan

3. ADJOURNMENT

4.

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 COMMUNITY CHARACTER
MEETING**

**Virtual - Zoom
Tuesday, January 05, 2021 – 9:00 AM**

MINUTES

1. CALL TO ORDER

In attendance:

Team members: Matthew Hickman, Linda DiPaola, Patsy DuPre, Caroline Gunther

Staff: Jamie Carpenter, Meredith Friedheim

Public on Call: Fred Nace

2. AGENDA ITEMS

1. Motion to approve the September, 2020 minutes (the October meeting was canceled).

Matthew Hickman made the motion to approve, Linda DiPaola seconded.

2. Review of Community Character Workplan Items

The Community Character workplan was presented to the team. Items were established based off the November downtown planning retreat.

7th Avenue Branding: Matthew has spoken with Derek Stipe with Formation PR. They will be sending a proposal for branding. The estimated price will be around \$3000. Jamie will check to see if that amount needs to be up for bid. Formation would want to include a public input process so the branding has buy in.

Linda mentioned Allegra will probably be able to help with the printing of signage and materials.

Action: Invite Derek / Formation PR to next community character meeting. Prepare budget prior to February 7th Avenue Budget Meeting.

3. Review of the outdoor dining proposal from Oklawaha Brewing

Jamie presented the pilot proposal for the Expanded Outdoor Dining. Pilot projects will be with Oklawaha Brewing Company and Hannah Flanagans. This will be presented to council on Thursday, January 7.

4. Update on ongoing projects related to Economic Vitality

a) 7th Avenue Streetscape

7th Avenue Streetscape Update: The streetscape has been delayed. The project will go to bid in early fall, 2021 to begin construction at the end of the year and early 2022. The delay was due to many factors including Covid, and if the delay did not happen, construction would start in the summer.

5. Informal discussion & Public comment related to:

a) Appearance / Physical issues - Main or 7th Ave districts

b) Items to add for consideration in future workplan

Matthew suggested that since the 7th Avenue Streetscape is delayed can we at least work on sprucing up the Depot Plaza.

Action item: Jamie will see what Public Works can do in improving that space before the spring, also working with Meredith and what is needed there for the Farmers Market.

Budget items: additional Christmas lights for 7th Avenue

Other suggestions: are there any lights that can be on trees downtown year round? (Christmas lights stay up until Daylight Savings, but perhaps additional up lights or building lights year round were suggested)

3. ADJOURNMENT

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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 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 01/28/2021

Address of Project Property

318 North Main Street, Hendersonville, NC 28792

Owner Address

Owner Phone # 828-697-8333 x223

318 North Main Street, Hendersonville, NC 28792

Grant Applicant Name (if other than owner)

Joseph Knight, Director Hands On! c/o Rosdon Mall Condo Association

Applicant Address

Applicant Phone #

828-697-8333 x223

318 North Main Street, Hendersonville, NC 28792

Anticipated Project Cost (please attach project estimates)

\$14,550.00

Project Start Date

March

Project Completion Date

TBD (2-3 days)

Details of Proposed Project (please attach project plans)

Hands On! seeks support to fix the failing facade on the front of it's building. Repairs are needed to prevent further water damage to the building's Mosaic and Stucco Facade. Water is currently leaking through the building's masonry, which is causing the stucco to rot away and fall down. The needed repairs will ensure long-term preservation of the Mosaic and the building's stucco facade.

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

Joseph C. Unwin

Applicant's Signature

Joseph C. Unwin

Official Use:

Date Received:

Initials:

Description – Hands On! Children's Museum Repair Proposal

Date: 1/25/2021

Scope of Work:

- Provide all licenses and insurance to complete the project.
- Perform pre-construction meeting to discuss set up, staging area for equipment, loading of the roof, appropriate work hours, safety and production projections.
- Perform a final walk through with a Building Representative

Roof Wall:



Exterior Wall:





Hands On! Children's Museum
318 N Main Street
Hendersonville, NC 28792

Description – Hands On! Children's Museum Repair Proposal

Date: 1/25/2021

Scope of Work – Interior and Exterior Walls:

1. Pressure wash, clean and prepare walls to receive coating per manufacturer's specifications.
2. Seal open cracks in masonry with Sika polyurethane caulking as required.
3. Apply (3) coats of BASF MasterProtect HB 400 Coating (or approved equal) to approximately 1,500 square feet of wall surface.
4. Each coat to be applied at a coverage rate of 75 feet per gallon or thicker.
5. Apply Professional Water Sealant PWS-8 to approximately 600 square feet of exterior exposed brick to seal porous masonry.
6. Provide and install approximately 70 linear feet of new coping (color TBD).

Total Investment: \$14,550.00*

****Sales Tax May Apply***

☐ Accept: _____

☐ Decline: _____

Hands On! Children's Museum Façade Damage
Winter 2021

Item B.







Team	ACTION	TASK	PARTNER/ASSIGNMENT	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Community Character	1. Pilot Expanded Outdoor Dining Projects														
		Create proposal for pilot projects at Oklawaha Brewing and Hannah Flanagans.	UNCG Design Students, DT Staff, Comm Character Team, Oklawaha Brewing, Hannah Flanagans	✓	*	*	*								
		Present proposal to Committees and council		✓											
		Determine liability / insurance needs w/ city attorney	Jamie / Attorney		*										
		Evaluate after construction					*	*	*						
		Identify locations in Main Street & 7th to allow for expanded outdoor dining													
	2. Establish branding for 7th Avenue that can be incorporated into streetscape improvements and complements														
		Consult with local marketing firms to understand scope	CC team - Matthew	✓											
		Establish budget based on scope	CC Team, 7th Avenue DAB members	*	*	*	*								
		Create design for gateway signage that incorporates branding for 7th that complements overall downtown brand	CC Team, Marketing Firm, Watermark (Landscape), 7th Avenue DAB members		*	*	*	*							
		Launch branding along with streetscape completion								*					
	3. Evaluate and develop pedestrian amenities to further connect 7th Avenue and Main Street districts														
		Identify signage needs										*			
		Pilot temporary signage											*	*	*
	4. Clean up depot plaza prior to 2021 Farmers Market (added 1/21)														
		Identify project parameters			*										
	Long Term / Future Projects														
		Pursue design process for South Main / Ecusta Trailhead area improvements - amphitheatre? Park?													
		Covered Farmers Market on Maple Street													
		Inventory of historic properties and downtown buildings that need physical improvements													