



**CITY OF HENDERSONVILLE
OCTOBER DOWNTOWN ECONOMIC VITALITY
TEAM**



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

Tuesday, October 04, 2022 – 4:00 PM

AGENDA

- 1. CALL TO ORDER**
- 2. APPROVAL OF AGENDA**
- 3. APPROVAL OF MINUTES**
 - A. July and September Economic Vitality Minutes
- 4. OLD BUSINESS**
 - A. Economic Vitality Updates
 1. Downtown Master Plan
 2. Capstone Project - Downtown Employee Benefits
 3. Parking Update
 4. Dogwood Grant Update
- 5. NEW BUSINESS**
- 6. OTHER BUSINESS**
- 7. ADJOURNMENT**

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CITY OF HENDERSONVILLE DOWNTOWN ECONOMIC VITALITY TEAM MEETING



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

Tuesday, July 05, 2022 – 4:00 PM

MINUTES

1. **CALL TO ORDER** - In attendance: Caroline Gunther, John Ryan, Jerry Fitzgerald, Carole Sitzler
2. **APPROVAL OF MINUTES**
 1. June Economic Vitality Team Minutes- Caroline Gunther made a motion to approve, John Ryan seconded. Caroline Gunther, John Ryan, Jerry Fitzgerald, Carole Sitzler voted in favor of approval of the minutes.
3. **NEW BUSINESS**
 1. Downtown Business / Employee Survey - The team reviewed items that need to be added to the downtown employee survey:
 - One survey but splits off depending on if it is an employee or employer
 - Parking updates – if you complete the survey you'll get on the list for the special employee pass
 - What type of training would you like to see for employees?
 - Examples – customer service / visitor information
 - CPR
 - Servsafe
 - Financial planning / retirement / budgeting / debt management
 - Training or other support for businesses:
 - Marketing/Website/Social Media
 - Business growth/intermediate/advanced classes
 - Financial / administrative / Operating - employer
 - Open Ended - leave chance for specific responses
 - Where do you park? / How much do you pay for parking?
 - Hours of operation (help determine parking hours and needs for employee parking)
 - Where do you live, do you own or rent your home? How far do you drive
 - Employees – why do you choose to work downtown?
 - Farmers Market matching dollars (not survey but offering – think about budget for that) - businesses buy in / pay to play
 - Review past questions, ask to downtown employees
 - Parking – safety / where do you feel safe walking and at night time
 2. Sidewalk Dining - Request for Updates – We have business owners who have requested updates. This was not discussed at the subcommittee and will be discussed at the board meeting.
4. **ADJOURNMENT**



CITY OF HENDERSONVILLE DOWNTOWN ECONOMIC VITALITY TEAM SEPT 2022



Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
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Tuesday, September 06, 2022 – 4:00 PM

MINUTES

1. **CALL TO ORDER** – In Attendance in person – Carol Sitzler, Jerry Fitzgerald, John Ryan, Jared Bellmund were present in person. New member Daniel Carey from Pisgah Legal Services joined. Joining virtually non voting – Ben Smith, Mark Pavao
Staff present – Jamie Carpenter, Lew Holloway(virtual), Matt Manley (virtual)
2. **APPROVAL OF AGENDA**
3. **APPROVAL OF MINUTES** - July 2022 Economic Vitality Team Minutes – this is postponed until the October meet.
4. **OLD BUSINESS** - Downtown Workforce Project – Capstone – J. Carpenter gave update to the discussion regarding employee benefits and employee survey. A WCU MPA student will be doing a capstone project with scholarly research and recommendations for the fall semester.

5. **NEW BUSINESS** -

1. Zoning Text Amendment - Multifamily in 7th Avenue MSD – Matt Manley reviewed the staff report for the proposal to include multifamily housing in the 7th Avenue MSD. The staff report was included in the agenda. This would expand the allowance of multifamily outside of the historic district boundaries. This would require non-residential requirements on the frontage. There was discussion regarding if there was a required amount of commercial or nonresidential uses. The requirement is more on the linear frontage of the building – to make sure the frontage has the appearance of nonresidential uses – ground floor residential as an accessory use to the commercial main floor. There were questions and discussion regarding design standards and architectural standards, there are currently none in this district.

Discussion about larger scale rezoning for the district – can we work toward a more thorough review of zoning – because this is an applicant driven rezoning, the planning board must review what the application is.

This property currently has residential that is non-conforming to the current zoning.

There were questions of why this property was changing the zoning of the district rather than a rezoning of the individual properties. This was the most appropriate request for the current applicant. M. Manley noted that multifamily housing is supported by the comprehensive plan and fits with the current infrastructure and use for infill development along the corridor.

2. Zoning Text Amendment - Parking Standards in C-1 – this request was reviewed by Planning Manager Matt Manley. The staff report was included in the agenda packet.

ADJOURNMENT