



CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD

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



Tuesday, August 13, 2024 – 4:00 PM

AGENDA

1. CALL TO ORDER:

Current Downtown Advisory Board Members: Caroline Gunther, Joe Dinan, Sam Simmons, Oliver Wall, Phil Wilmot, John Ryan, Matthew Hickman, Chris Cormier, Aaron Adams, Nancy Neikirk, Gerald Fitzgerald, Patsy DuPre, Mark Pavao, Ryan Salvesen, Heang Uy

City Council Liaison: Jeff Miller

2. APPROVAL OF MINUTES

[A.](#) July 9 Downtown Advisory Board Minutes

3. PUBLIC COMMENT

4. APPROVAL OF AGENDA

5. TEAM & STAFF REPORTS

[A.](#) Mission, Vision and Workplan Adoption

6. NEW BUSINESS

7. INFORMAL DISCUSSION

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.



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Tuesday, July 09, 2024 – 4:00 PM

MINUTES

CALL TO ORDER: Present Downtown Advisory Board Members: Caroline Gunther, Joe Dinan, Sam Simmons, Oliver Wall, Phil Wilmot, John Ryan, Matthew Hickman, Chris Cormier, Aaron Adams, Nancy Neikirk, Gerald Fitzgerald, Patsy DuPre

City Council Liaison: Jeff Miller

Staff present: Jamie Carpenter, Matt Manley, Lew Holloway, Terry Jacobs, Dakota Parker

Public present (zoom) – Ken Fitch

Board Members Absent – Mark Pavao, Ryan Salvesen, Heang Uy

APPROVAL OF MINUTES - June 2024 Downtown Advisory Board Minutes – Nancy Neikirk made a motion to approve the minutes. Joe Dinan seconded. All were in favor.

PUBLIC COMMENT – Ken Fitch made a public comment regarding the downtown master plan. Believes the connection between Main Street and Ecusta Trail is an important factor to be emphasized.

APPROVAL OF AGENDA – John Ryan made a motion to accept the agenda. Patsy DuPre seconded. All were in favor.

TEAM & STAFF REPORTS – There were no staff or team reports. Caroline Gunther took a moment to introduce new board members. Patsy DuPre – welcome back. Oliver Wall, manager of Mast General Store, Jeff Miller is now our council liaison.

OLD BUSINESS - Downtown Master Plan Final Discussion:

Lew Holloway, Community Development Director, opened the conversation introducing the plan. Some components of the plan have more impacts or immediate uses than others.

Matt Manley, Long Range Project Manager noted that because the plan is so detailed, it can move us into requiring standards. At the conclusion of this meeting, we would like to have a recommendation from the Downtown advisory Board to provide guidance to city council.

Topic 1: Building Height - As noted in the agenda, this item had some confusion in the last meeting. M. Manley highlighted that in this plan, there is a proposal for the front half of building facing Main Street in the Historic District is no taller than 40 feet, and the back half can go up to 64 feet.

The second topic related to building height for discussion was the overall height limitation of 64 feet and if that should be reconsidered. This was brought up by Chris Cormier because the height limitation of 64 feet will often limit the financial feasibility of the building, and this is sometimes just with a difference of a few feet.

There was also discussion on the building height and its impact on the skyline of the downtown because of the different elevation based on the slope/geography of the site because some areas of the city are higher elevation from sea level compared to others.

The discussion related to building height and formula for determining the height of 64 feet and how that determination is made. As a result of this discussion, the board added a recommendation to evaluate the 64 ft height limit.

After discussion regarding the height, Phil Wilmot proposed 40 ft facing Main Street, only one story step up, then 64 ft outside of Alleys. This would mean the building height in between Main Street and the Alleys would be less than 64 feet.

Recommendation summary proposed by Phil Wilmot:

- Recommendation 1 – 40 ft facing Main Street with one story step up half way back to Alley, 64 ft between Alley and Church
- Recommendation 2 – Adoption of design standards to be prioritized and addressed sooner than rewrite of zoning code

Phil Wilmot made a motion that the Downtown Advisory Board recommends approval of chapter 5 of the Gen H Comprehensive Plan with following:

- Moves that the Downtown Advisory Board recommends 40 ft elevation on Main Street, back half to be plus 1 to be worked out by the City, outside of that remains 64 ft.
 - All members present were in support of this recommendation.
- Revisiting the 64 ft height limitations to determine if updates may be needed
 - Jerry Fitzgerald, Patsy DuPre and Aaron Adams were not in favor of this recommendation.
- Prioritize adoption of downtown design standards

John Ryan seconded. No further discussion. All in favor. No opposed.

NEW BUSINESS - Organizational Meeting –The purposes of this section are to appoint a board chair and vice chair, and subcommittee members.

Aaron Adams made a motion to nominate Caroline Gunther as chair, Matthew Hickman as vice chair. Chris Cormier seconded. All were in favor

Matthew Hickman made a motion to approve the committee listed on the Community Character team with Diane Dean added to Community Character Team as recommended by Patsy Dupre. Aaron Adams seconded. All were in favor.

*Caroline	Gunther	Wag! A Unique Pet Boutique
*Matthew	Hickman	Underground Baking Company / Independent Bean Company
*Patsy	DuPre	Volunteer
Linda	DiPaola	7th Avenue Property Owner
Michele	Sparks	Art Mob Studios

*Aaron	Adams	White Duck Taco
*Nancy	Neikirk	Volunteer
Kristen	Lee	Volunteer
* Phil	Wilmot	Art on 7 th
Diane	Dean	Art League

Aaron Adams made a motion to approve the Economic Vitality committee listed. Sam Simmons seconded. All were in favor.

Economic Vitality - * board members		
Mark *	Pavao	Black Bear Coffee
Caroline *	Gunther	Wag! A Unique Pet Boutique
Carol	Sitzer	Downtown Property Owner
John *	Ryan	Apple Valley Model Railroad Club
Daniel	Carey	Pisgah Legal Services
Nancy *	Neikirk	Volunteer
Phil *	Wilmot	Art on 7 th
Jerry*	Fitzgerald	Mountain Deli
Aaron*	Adams	White Duck Taco

Matthew Hickman made a motion to approve the events team listed. Patsy DuPre seconded. All were in favor.

Events Team * board members		
Caroline *	Gunther	Wag! A Unique Pet Boutique
Walt	Slagel	Volunteer
Michele	Sparks	Art Mob Studios
Jack	Maniscalco	Event Volunteer
Stacey	Fields	Raspberry Fields
Bryan	Byrd	Realtor
Peggy	Hamlin	Volunteer
Nancy*	Neikirk	Volunteer

Matthew Hickman made a motion to approve the calendar of committee meetings. Sam Simmons seconded. All in favor.

Downtown Advisory Board – 2nd Tuesdays at 4pm

2024:

- July 9
- August 13
- September 10
- October 8
- November 12
- December 10

2025:

- January 14
- February 11
- *March 11 (NO MEETING – NC MAIN STREET CONFERENCE)*
- April 8
- May 13
- June 10

Community Character (9am) & Economic Vitality Team Meetings (4pm) on 1st Tuesdays

2024:

- August 6
- September 3
- October 1
- ~~November 5~~ **MOVED TO**
WEDNESDAY, NOVEMBER 6 – to
miss Election day
- December 3

2025:

- January 7
- February 4
- March 4
- April 1
- May 6
- June 3
- July 1

Events Team (9am) on 1st Thursdays – does not meet in June, July and August

2024:

- September 5
- October 3
- November 7
- December 5

2025:

- January 2
- February 6
- March 6
- April 3
- May 1

INFORMAL DISCUSSION – No further discussion.

ADJOURNMENT – Matthew Hickman made a motion to adjourn the meeting.

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Workplan Review

Jamie Carpenter
Downtown Manager

Downtown Advisory Board Workplan Agenda

- Meeting Format
- Gen H Goals & Objectives

Approve Updated Mission/Vision/Strategies:

- Downtown Vision Statement
- Downtown Mission Statement
- Economic Development Strategies



Meeting Format Going Forward

Board meetings:

- 1. Call to Order
- 2. Approval of Minutes
- 3. Public Comment
- 4. Approval of Agenda
- 5. Team & Staff Reports
 - a) Community Character Chair or co-chair reports (10 min)
 - b) Economic Vitality Chair or Co-chair (10 min)
 - c) Event Report (5 min)
 - d) Staff Report (other – 5-10 minutes)
- 6. New business
- 7. Informal Discussion

Team meetings:

- 1. Call to Order
- 2. Approval of Minutes
- 3. Workplan / Status Updates
- 4. New Business
- 5. Informal Discussion



Gen H Vision

Hendersonville is known as a livable city with a strong sense of community created through commitments to—and investments in—quality neighborhoods, a strong local economy, sustainable infrastructure, accessible public facilities, context-appropriate amenities, and the conservation of historic, cultural, and environmental assets that define its character and identity



Gen H Downtown Goals & Objectives

Item A.



Vibrant neighborhoods - strengthened through improved community bonds and safety, well maintained buildings, streets, and public spaces, diverse businesses and residents, and seamless connections.



Abundant housing choices - provide abundant, diverse housing options that balance affordability and attainability.



Healthy and accessible natural environment – seamlessly blend with the natural environment, include parks and open spaces, prioritize floodplains, habitats, and trees, and minimize impact through compact infill and redevelopment strategies.



Authentic community character - the center for civic, cultural, and community-centric activities with inviting gateways, a central gathering space in the form of a downtown park, preservation of historic character, and sustained support of the thriving business economy.



Safe streets and trails - Streets and trails linking to and within in downtown should be walkable, accessible and connected to safe multimodal mobility options, residential, commercial, and recreational amenities.



Gen H Goals & Objectives

Item A.



Reliable and accessible utility services Infrastructure and utilities within downtown should be positioned to support existing development and future redevelopment opportunities.



Satisfying work opportunities - A bustling employment center, downtown should provide a range of job opportunities that attract a range of employers and talent to the city.



Welcoming and inclusive community - Downtown should be the embodiment of the City's commitment to being welcoming and inclusive. This should be reflected in the built environment with a commitment to all ages and abilities infrastructure and diverse businesses, services, residential offerings, and amenities.



Accessible and available community uses and services - the center for exceptional public facilities and services.



Resilient community - The success of downtown is reflective of measures to ensure economic, technical, societal, and environmental health and resiliency.



Mission and Vision Statements Draft

Item A.

Vision/Economic Positioning Statement: DEFINES the economic role that downtown plays in the greater economy. The statement is written in present tense but five years in the future.

Downtown Hendersonville is the epicenter of activity and most meaningful destination for locals and visitors. It preserves its historic charm as the heart of cultural and community activities, while featuring safe, accessible streets and trails that supports thriving, authentic local businesses.

ALT: Downtown Hendersonville is celebrated as a destination for its historic charm as the epicenter of cultural and community activities. Authentic businesses and experiences thrive with their connection to safe and accessible streets and trails.

Mission: DEFINES the role that the organization plays in accomplishing the vision/economic positioning statement.

The Downtown Advisory Board & Friends of Downtown Hendersonville exists to preserve, invest, and enhance the vitality of Downtown Hendersonville's districts through capital projects, storytelling, placemaking, and policies to curate a quality experience.

ALT: The Downtown Advisory Board & Friends of Downtown Hendersonville exists to preserve, invest, and enhance the vitality of Downtown Hendersonville's districts by initiating policies, investing in the public space, and curating experiences.



Vision Statements Draft

Item A.

Vision/Economic Positioning Statement: DEFINES the economic role that downtown plays in the greater economy. The statement is written in present tense but five years in the future.

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Mission Statements Draft

Item A.

Mission: DEFINES the role that the organization plays in accomplishing the vision/economic positioning statement.

The Downtown Advisory Board & Friends of Downtown Hendersonville exists to preserve, invest, and enhance the vitality of Downtown Hendersonville's districts through capital projects, storytelling, placemaking, and policies to curate a quality experience.

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Economic Development Strategies / TEAMS

Economic Development Strategies: Identified in the economic positioning statement, DEFINES how your community will transform downtown over the next five years.

1. **(Public Space – Community Character Team)** Downtown Hendersonville is the place to meander meaningfully
2. **(PRIVATE SPACE - Buildings and Business / Economic Vitality team)** Downtown Hendersonville offers opportunities for authentic and diverse businesses to thrive



GOALS / OBJECTIVES / ACTIONS/ TASKS

Goal: DEFINES what you are trying to achieve with your economic development strategy.

Objective: DEFINES why you are trying to achieve your goal and economic development strategy.

Actions: DEFINES the specific projects under Economic Vitality, Design, Promotion, and Organization that you will do to move your economic development strategy closer to bringing your vision/economic positioning statement, economic development strategy, goal and objective to fruition.

Tasks: DEFINES the step-by-step process for accomplishing each action on your implementation plan.

- COMMITTEE MEMBERS work together to define the tasks needed to accomplish each action
- Actions may be broken down into Economic Vitality Committee, Design Committee, Promotion Committee, and Organization Committee Tasks, OR, Actions may be broken down into Economic Development Strategy Committees that work on the economic vitality, design, promotion, and organization tasks defined to accomplish each action
- The task is BROKEN DOWN as follows: WHAT the task is, WHO will accomplish the task, WHAT the cost and the time needed to accomplish the task, WHAT tools are needed, WHAT partners are needed, and WHAT the deadline for each task is. The TASKS collectively accomplish the ACTION.



(Public Space – Community Character Team)

Goal: Enhance, create, and promote placemaking opportunities in Downtown Hendersonville through public art and district connections (7th Avenue and Ecusta Trail)

Objectives (2024-2026)

1. Complete phase 1 of the 7th Avenue Streetscape with a kick off event for spring 2025, and 1-2 year marketing/promotional plan for the district
2. Establish a public art policy by 2026 to guide art in public space and on private property.



Future Plans - 2025 and beyond

Activate the Depot Plaza by building a pavillion for small events and a winter farmers market
Expand the Ecusta Trailhead and the surrounding district by creating a branded 'district' for the trailhead



(PRIVATE SPACE - Buildings and Business / Economic Vitality team)

Goal: Fill vacant or underutilized spaces in and around the districts with uses that support and enhance the vibrancy of downtown

Objectives (2024-2026)

1. Adopt Downtown Design Guidelines as recommended in Downtown Master Plan
2. Adopt a vacant building policy or ordinance as recommended in Downtown Master Plan
3. Continue efforts of Downtown Opportunity Fund by opening Hive on 5 downtown office/shared space



DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES		ECONOMIC VITALITY	DESIGN	PROMOTION	ORGANIZATION
Economic Development Strategy, Goal & Objective		Measurable Actions:	Measurable Actions:	Measurable Actions:	Measurable Actions:
<p><i>Downtown Hendersonville is the place to meander meaningfully (Community Character Team - OUTDOORS/PUBIC SPACE)</i></p> <p>GOAL: Enhance, create, and promote placemaking opportunities in Downtown Hendersonville through public art and district connections (7th Avenue and Ecusta Trail)</p> <p>Objectives (2024-2026)</p> <p>1. Complete phase 1 of the 7th Avenue Streetscape with a kick off event for spring 2025, and 1-2 year marketing and promotional plan for the district</p> <p>2. Establish a public art policy by 2026 to guide art in public space and on private property.</p> <p>Objectives (Future Plans - 2025 and beyond)</p> <p>- Activate the Depot Plaza by building a pavilion for small events and a winter farmers market</p> <p>- Expand the Ecusta Trailhead and the surrounding district by creating a branded 'district' for the trailhead</p>	7th Avenue	Action: Provide education, networking and tours for 20 downtown service industry workers in 2023-2024	Action: Create capital campaign and plan for Depot Plaza construction in 2024 with goal to construct in 2025-2026.	Action: Create a kick off event for the 7th Avenue Streetscape for Spring 2025	Action: Update bylaws and financial policies for the Friends of Downtown Hendersonville to plan for long-term captial investments and fundraising
	Public Art	Action: Determine policy and plan for murals on private buildings and if a separate grant should be considered	Action: After plan is established, identify locations for public art and create a detailed plan to incorporate and fund long term.	Action: Work with partner art organizations and TDA to create a consistent marketing message for the arts in Hendersonville	Action: Establish a plan for public art and a policy to be presented to City Council that is supported by Hendersonville arts organizations.
	Internal Projects		Action: Engage designer to draft renderings for planter options for the brick planter at the corner of 3rd and Main.		Action: Hire in-house downtown maintenance crew to transition landscaping in-house in 2024 (2 person crew) 2025 (4 person crew)

Item A.



DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES

ECONOMIC VITALITY

DESIGN

PROMOTION

ORGANIZATION

Economic Development Strategy, Goal & Objective

Measurable Actions:

Measurable Actions:

Measurable Actions:

Measurable Actions:

Downtown Hendersonville offers opportunities for authentic and diverse businesses to thrive (Economic Vitality - PRIVATE/BUSINESS & BUILDINGS)

Goal: Fill vacant or underutilized spaces in and around the districts with uses that support and enhance the vibrancy of downtown

Objectives: (2024-2026)

1. Adopt Downtown Design Guidelines as recommended in Downtown Master Plan
2. Adopt a vacant building policy or ordinance as recommended in Downtown Master Plan
3. Continue efforts of Downtown Opportunity Fund by opening Hive on 5 downtown office/shared space

7th Avenue

Action: Update zoning for downtown residential parking requirements.

Action: Work with Planning Board and HPC to adopt downtown design standards

Action: Update new business checklist and make sure property owners have this to provide to new tenants

Action:
- Review MSD Expansion or additional MSDs

Public Art

Action: Establish a vacant building policy to be approved by council

Action: Identify properties that are candidates for façade improvements and work with UNCG to provide renderings (service also works with 2nd floor schematics for office or residential)

Action:
- Update more semi-permanent signage/promotional materials in vacant storefronts.

Action: identify and update residential and office tenant information

Internal Projects

Action: Continue partnership with Mountain BizWorks to host networking, classes and inform on loan opportunities

Action: Create a logo and signage for space

Action: Open the Hive on 5 space with a reception with tenants
- Create a public website for classes/meetings, and how to access the space

Action:
- Complete lease agreements and standard of operations for use of Hive on 5 space
- Establish next steps for Opportunity Fund when funds are released from Mountain BizWorks in 2027

