



CITY OF HENDERSONVILLE
DOWNTOWN COMMUNITY CHARACTER TEAM
Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Tuesday, February 01, 2022 – 9:00 AM

AGENDA

1. **CALL TO ORDER**

2. **APPROVAL OF MINUTES**

A. October Community Character Meeting Minutes

3. **OLD BUSINESS**

A. Revisiting 7th Avenue Branding

February - March - Scheduling interviews with consultants

Summer - engage with consultants, public meetings, input at events (Farmers Market)

Finalists - https://hvlncgov-my.sharepoint.com/:f/g/personal/jcarpenter_hvlnc_gov/EmQigGuNZYxJq-hSoZ91oiQBtdwU5OwES99wujU2C12vmQ?e=OuIk4j

4. **NEW BUSINESS**

A. Sidewalk Mural Expansion Proposal

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.



CITY OF HENDERSONVILLE

OCT 2021 DOWNTOWN COMMUNITY CHARACTER TEAM



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

Tuesday, October 05, 2021 – 9:00 AM

MINUTES

1. CALL TO ORDER

In attendance: Patsy DuPre, Matthew Hickman, Caroline Gunther, Michele Sparks, Linda DiPaola

2. APPROVAL OF MINUTES

1. September 2021 Community Character Meeting

Patsy DuPre made a motion to approve. Matthew Hickman seconded. All were in favor.

3. OLD BUSINESS

1. Sidewalk Mural Update

J. Carpenter gave an update on the sidewalk mural project funded by AARP. Lead artists Diamond Cash and Elizabeth Queen have gone above and beyond on this project. Volunteer days continue.

4. NEW BUSINESS

1. 317 & 319 7th Avenue E Façade Grants

Proposal for updates on 317 and 319 7th Avenue E

We currently have used all 7th Avenue facade grant funds, however since we can make a budget adjustment.

These buildings will also receive a credit for new awnings as a part of the 7th Avenue Streetscape (quote for awning replacement included).

The Community Character Team voted to recommend the Downtown Advisory Board request a budget amendment of \$5000 from the 7th Avenue Fund Balance to support this Façade Grant.

Dennis Dunlap was present at the meeting and Lyle Chariff (property owner) was present virtually to present the project. The project will remove the white paint, point and seal and provide a new store front for 317 and 319.

The committee requested additional cost breakdown for facade grant.

Matthew Hickman made a motion to recommend to approve the facade grant pending more detailed price quote. Patsy DuPre seconded, Caroline Gunther, Linda DiPaola, Matthew Hickman and Patsy DuPre were all in favor.

5. OTHER BUSINESS

6. ADJOURNMENT

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Let's Go, Hendo!

A Life Line



Proposal for a Spring 2022 installation of a low cost, fast-action, integrated public art and fitness experience

Connecting the Hands-On Museum and Good of the Hive Mural with the Bear Crossing, ASL Hendo and Hendo Bee Line sidewalk murals between Main Street, the Farmer's Market, and the Historic 7th Avenue District.

Submitted By Elizabeth Queen, Luckenbooth Studios, Flat Rock
1February2022

Contents

- ▶ What Triggered the Concept
- ▶ The Where
- ▶ The What
- ▶ The Bio-Diverse Journey, Characters
- ▶ The Story
- ▶ The Integrated Activities
- ▶ The Who
- ▶ The How To Do
- ▶ Q&A

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What Triggered The Concept



- ▶ Invitations to conduct Hendersonville and WNC Native-focused pollinator walking tours between the **Good of the Hive** Mural and the **Hendo Bee Line** sidewalk mural during the 2022 Garden Jubilee (May) and Pollinator Month (June) events.
- ▶ Understanding
 - ▶ the current dearth of “off main” areas of pedestrian focal interest between the two locations.
 - ▶ that Hendersonville and its new murals are believed to be part of a self-guided Pollinator Trail and the Appalachian Mural Trail and there now exists a real opportunity for Hendersonville to positively trade more on its City of Four Seasons, Bee City, USA, and nascent public art attributes.
 - ▶ that murals such as these not only publicly support Environmental Social, Governance (ESG) awareness, especially including sustainability, but also amplify tourism, small town economies and related “main street” branding. <https://www.muralarts.org/about/>
- ▶ Current funding realities
- ▶ Seeing this playful, inspiring LinkedIn video of a young man navigating a giant chalk hopscotch course around 1 block in an urban Dutch neighborhood. <https://www.youtube.com/watch?v=AUyDpQw68Os>

Item A.

Item A.



The What

Item A.

- ▶ *Let's Go, Hendo! A Life Line* is an interactive story through which the participant performs a series of choreographed "hopscotch" movements as they make their way
 - ▶ from Main(Hands On Museum Corner), passing the Good of the Hive Mural eventually connecting to the Bear Crossing ASL Hendo and Bee Line Sidewalk murals, the Farmers Market, Historic Train Depot, and Historic 7th Avenue.
- ▶ It is an active and transformative journey through diverse Henderson County terrains and experiences during which time an individual learns something of the world around it, its place in it, and perhaps something about itself.
- ▶ As the participant moves through the story's plot line and corresponding changing landscapes, it transforms into different native WNC inhabitants of the terrains: from a human skipping across stones in a creek, to a brook trout flowing with its river's current through and to the mountains and what's on the other side.
- ▶ The story reinforces the importance of the environment, community, art, and fitness, in short, sustainability.
- ▶ It serves as an apt metaphor for our community's, our environment's and our own continuing lifecycles and the interconnectivities, co-dependencies between. See next slide for details.



The Bio-Diverse Journey, Characters

Item A.

City Sidewalk

Creek

River

Swamp/wetland

Meadow (Good of Hive Mural)

Woods

Canopy- on/over

Sky

Hilltop

Mountains

Human

Brook Trout

Green Frog

Eastern Cottontail Rabbit

Red Fox

Eastern Gray Squirrel

Monarch Butterfly

Red Tailed Hawk

Wild Turkey

White Tailed Deer

Black Bear



Cross Walks

4th turn right crossing King toward East

King (E) crossing 4th toward North

King (E) crossing 5th toward North (??TBD)

5th crossing Grove

5th & Maple

Interlineated in Stripes

Monarch Life Cycle -egg to pre-flight

Monarchs in Flight

Feathers

Bear Paws

Bee Crossing (bee hatching stages ?)

The Story: A Reading

Reference Supplemental Word Document-Draft Book

1Feb22-HendoLifeLineProposal-DiscussionDraftv1

Item A.



The Integrated Activities

(Demo: Basic Choreography and Lay Out)

Reference Supplemental Word Layout Document

1 Main Street & 3rd Corner
From: Main/3rd Corner (Light post))
East toward King
0-100 Feet

SIGN:

We're Going on an Adventure.
Let's see what we can See.
Let's see what it can Be.

Did You Know?

.....
.....
.....

Sponsor Logos

QR Code

SIGN:

Here's a Creek!
Let's Skip through it!

Did You Know?

.....
.....
.....

Sponsor Logos

QR Code

Human
Homo sapiens

SIGN:

It's turned into a River!
Let's Flow with it.

Did You Know?




.....
.....
.....

Sponsor Logos

QR Code

Brook Trout
Salvelinus fontinalis

START



Item A.

11



The Who

Proven Track Record for Underbudget, On time, Sponsor-Favorable Results

Item A.

- ▶ In response to a Fast Action Grant from **Friends of Hendersonville** and the **AARP**, **Elizabeth Queen's** original concept for the **Hendo Beeline**, a sidewalk mural along Maple between 5th and 7th was manifested into reality over the course of approximately 8 weeks during the Fall of 2021 with the help of local artist **David Queen**, the work of approximately 20 local supporting artists aged 3-+75, and hundreds of volunteers, especially including students from Hendersonville High School.
- ▶ Around the same time, local mural artist **Diamond Cash**, with the help of family and friends completed the now iconic Bear Crossing and ASL Hendo sidewalk murals.
- ▶ These successful installations exceeded expectations and created a public thirst for more, more, more community driven, interactive public arts activities in our area.
- ▶ To conduct the proposed work for **Let's Go Hendo: A Lifeline**, Elizabeth would again work with local volunteers as coordinated through the City's volunteer program and local schools.

The How To Do

Item A.

1. **Premise:** We understand that the sidewalk along King Street is slated for renovation sometime in the coming few years. Therefore, it does not make sense to design a fully fledged sidewalk mural (representing the story's terrains) at this time.

2. **Short Term: Phase 1:** a "Pop Up" installation

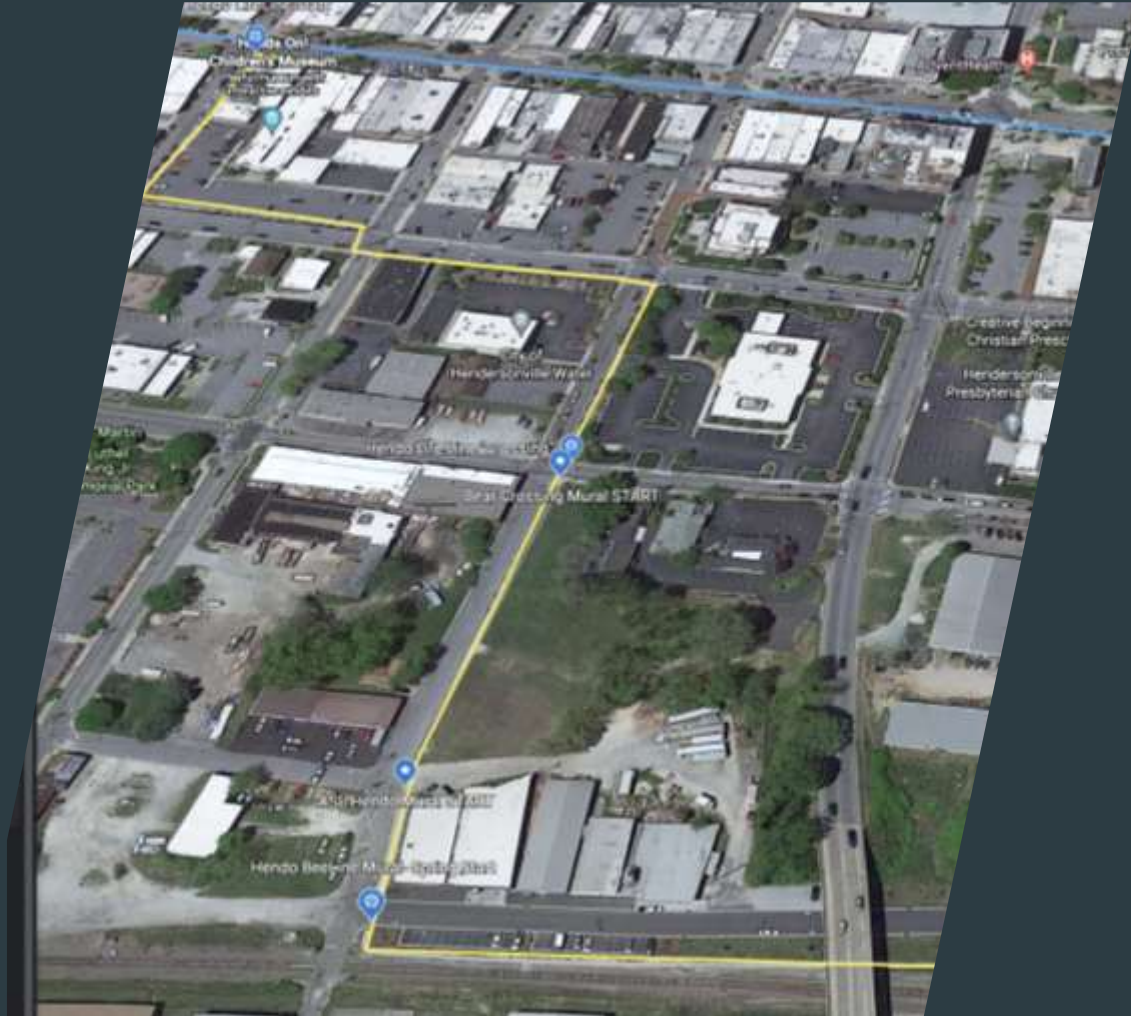
- ▶ for completion before 2022 Garden Jubilee (mid-May 2022)
- ▶ to invite foot traffic between sites and introduce Phase 2 concept and funding opportunities to community pending King Street Renovations
- ▶ Anticipated cost relatively nominal (\$+/- 4k) .
 - ▶ Story Board Signs (#15)- same look, feel, construction as those currently being made for the Good of the Hive and Mainstreet Pollinator Garden
 - ▶ Stencils (#10) Animal Character foot/pawprints
 - ▶ Paint/Protective Sealant- (no underpaint/primer intended for this more "Temporary" installation.
 - ▶ Artists' Stipend
 - ▶ Funding Note: Some funds and paint remain from the 2021 Sidewalk Mural work as that project worked around sidewalk construction between King and Grove.



3. **Longer Term: Phase 2:** a more permanent installation (companion sidewalk murals that go with the story) - anticipated cost \$12-15k. E. Queen prepared to choreograph this one as was done a'la Hendo Beeline and draw on local talent and volunteerism to manifest this into reality when the time/funding is right.

4. **A'la Carte:** Elizabeth's companion book *Let's Go Hendo: A Lifeline* is intended to be simultaneously published, offered via retail outlets, 10% of profits of book sales, related merchandising to benefit author-selected local Hendersonville charities annually. The author expressly reserves and retains any and all intellectual property and other rights to the *Let's Go Hendo* story, book, and related merchandising including but not limited to trademarks, copyrights and the rights to license the *Let's Go: A Lifeline* story and companion interactive art and fitness sidewalk mural concepts to other communities at her, her estate, and assigns sole discretion.





Q&A



LET'S GO HENDO



A Life Line

By Elizabeth Queen

v.2. Discussion Draft

THIS BLANK INNER COVER RESERVED FOR PUBLISHER

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

NOTE: The images contained in this discussion draft are for public educational/concept development purposes.

The published work will contain original multi-media illustrations. For companion movements aligned with storyline, see the supplemental Layout Map presented herewith.

LET'S GO, HENDO!

A Life Line



By Elizabeth Queen

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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To Henderson County, North Carolina and all of its creatures great and small.

Let's Go, Hendo! A Life Line, by Elizabeth Queen

***An active and transformative journey through diverse terrains and experiences during which time,
an individual learns something of the world around it, its place in it, and perhaps something about itself.***



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This work was conceived in the spirit of community.

*10% of its profits will be donated evenly between Friends of Hendersonville and another local not-for-profit organization
to be selected by the author, her successors or assigns, on an annual basis.*

Commissions for similar community-based works and companion interactive public art installations available.

Contact the author at LuckenboothStudios.com

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Let's Go, Hendo!



We're Going on An Adventure.

Let's see what we can see,

Let's see what it can be.

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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5



Here's A Creek.
Let's Skip Through It.

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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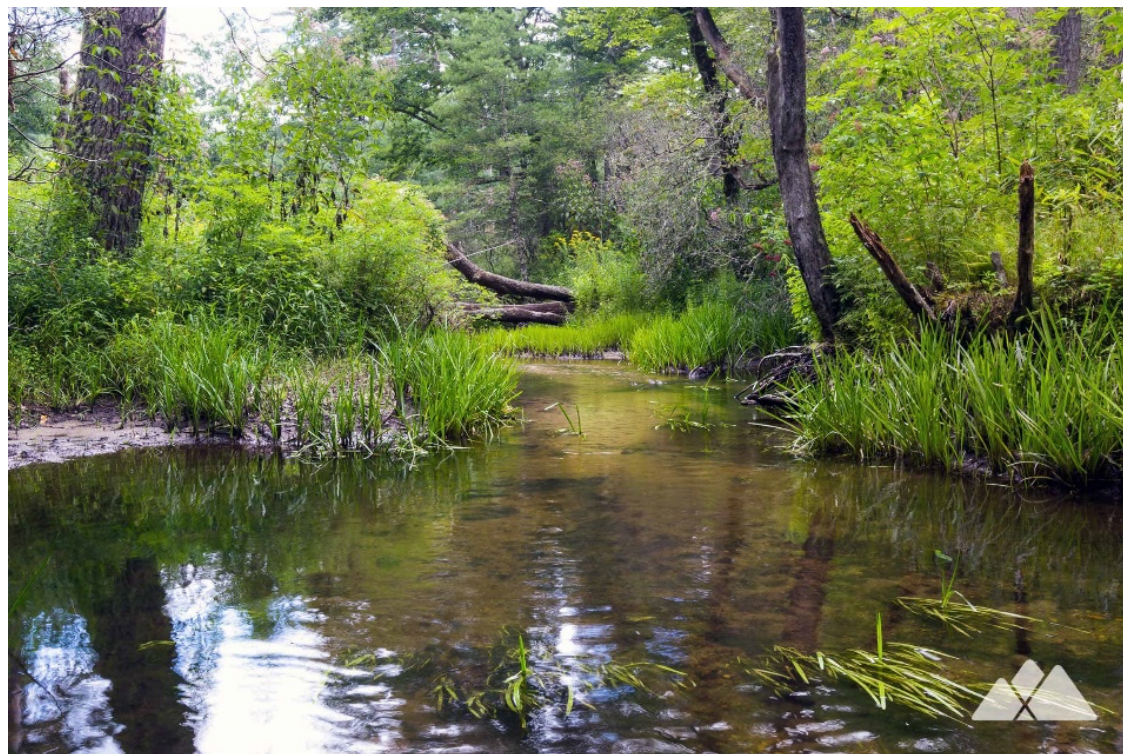
It's Turned into A River!

Let's Flow with It.

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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Ahead there's a Swamp.

Let's Leap Over It!

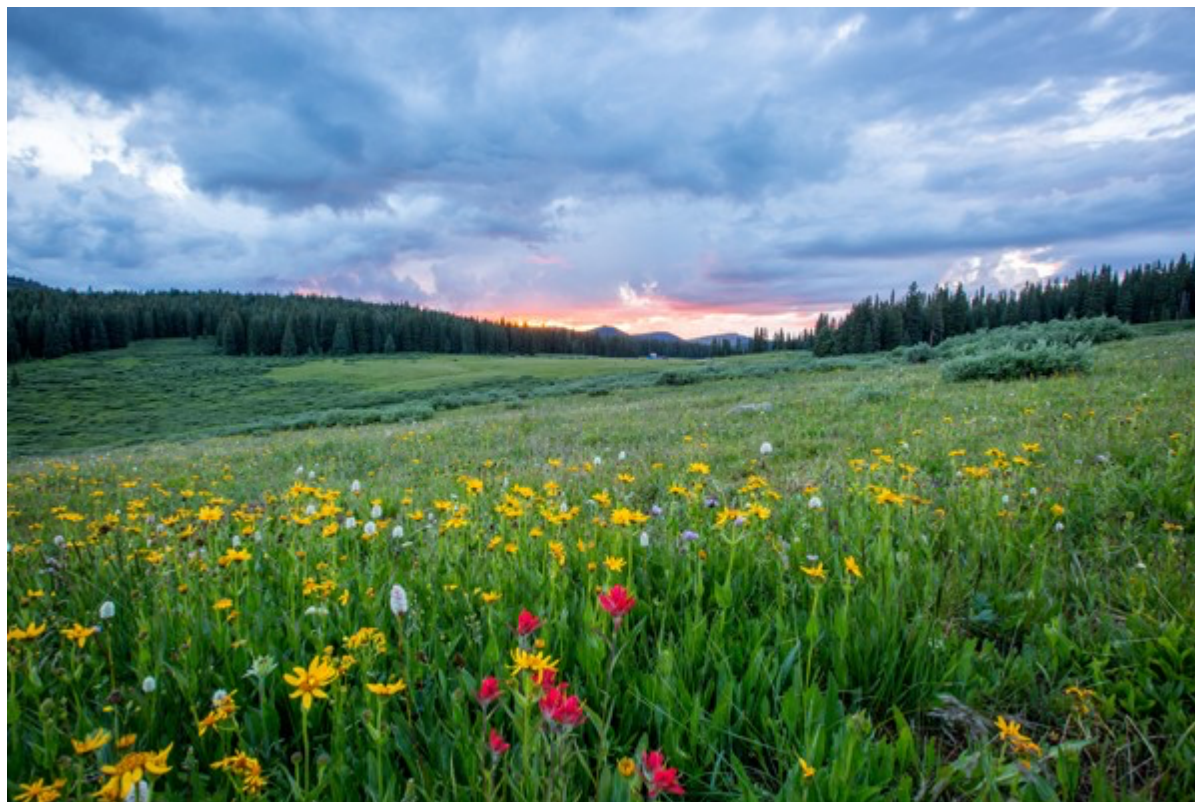
See what we can see.

See what we can be.

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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Here's a meadow.

Let's stop to smell the flowers,

Behold the butterflies and bees!

(Geo-note: adjacent to Good of Hive mural)

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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9



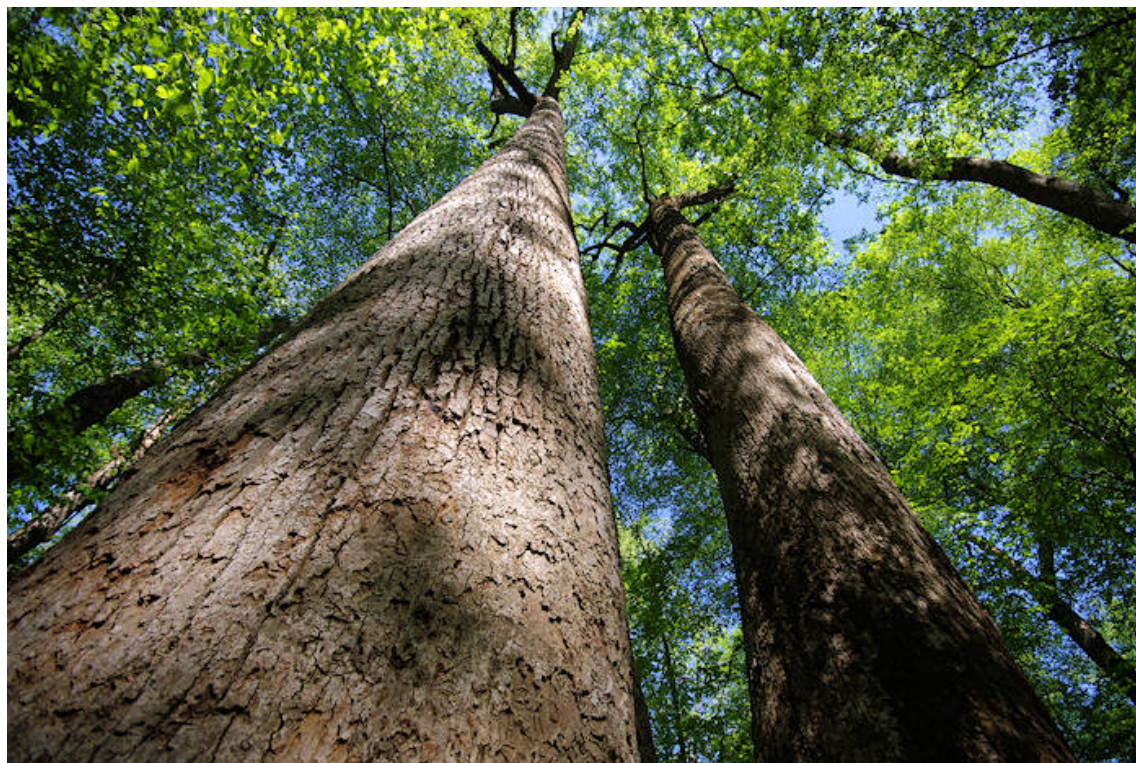
These Woods look dark and Scary....

Let's Go Inside!

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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Find a tall tree.

Climb higher than you've ever dared before.

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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11



Explore the many paths before you.

See what you can see.

See what you can be.

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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12



Flutter by.

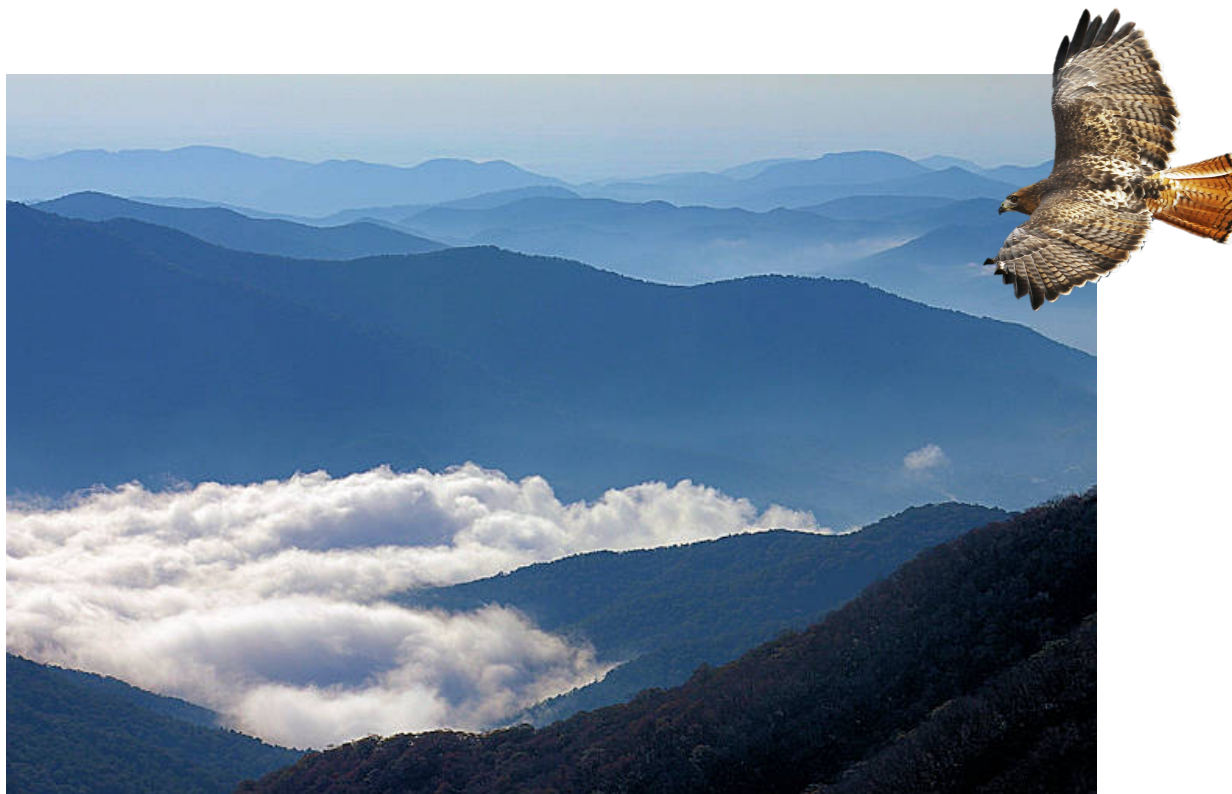
Take in a different view.

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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13



Stretch your wings.

Soar with the winds far above.

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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14



Safely cross.

Make your way down,

landing on a sunny hillside.

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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15



**Take stock of where you've been,
where you are going,
where you are *right now*.**

**See what you can see.
See what you can be.**

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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16



You've Got This!

Stretch Out

Run

**Celebrate Your Path
To the Finish Line.**

LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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17

Relax, You Made It!

**Look Both Ways,
Cross into Mountain Country**



LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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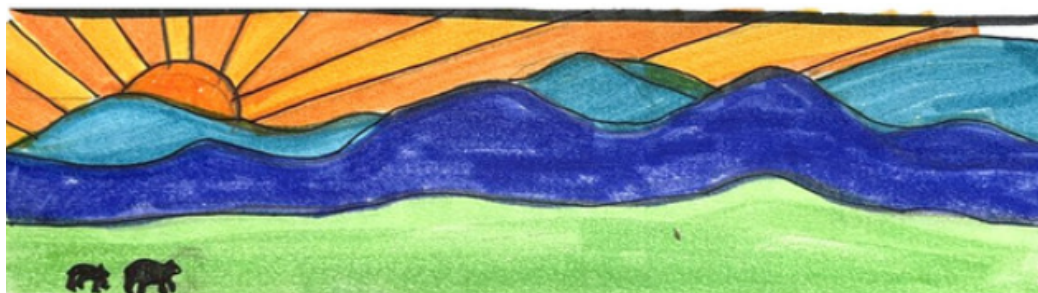
The published work will contain original multi-media illustrations. For companion movements aligned with storyline, see the supplemental Layout Map presented herewith.

18

Enjoy the Bears, the Bees and Whatever Comes Next!

See what you can see.
See what you will be.

The End.



LET'S GO HENDO-V.2- DISCUSSION DRAFT.

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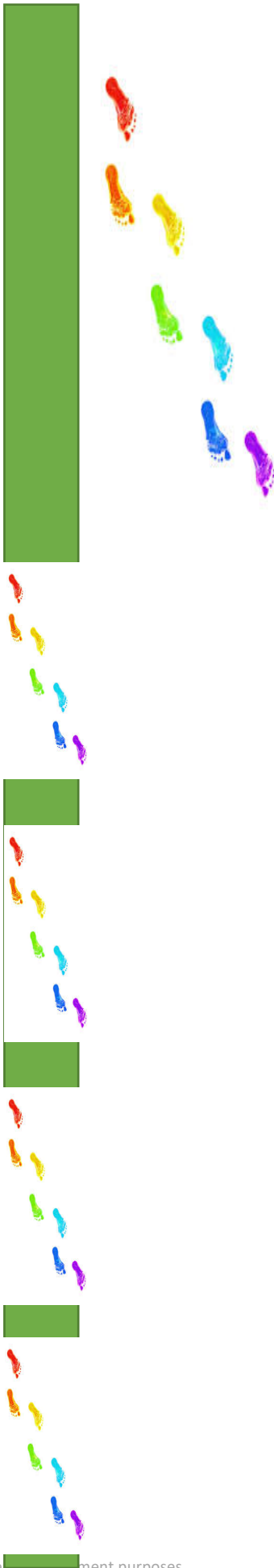
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Let's Go,Hendo. A Life Line.

An Interactive Public Art & Fitness Experience Connecting MainStreet Pollinator Garden and Good of Hive Murals to the Hendo Bee Line and other murals along on 5th and Maple to 7th.

Optional Start at Hand's On Museum on Main or at top of 3rd and Main.

0-Main Street (Optional)
From Hands On Museum (Corner)
To 3rd Av Corner (Light post)
109 Feet



1 Main Street & 3rd Corner
From: Main/3rd Corner (Light post))
East toward King
0-100 Feet

SIGN:

We're Going on an Adventure.
Let's see what we can See.
Let's see what it can Be.

Did You
Know?

.....
.....
.....

Sponsor
Logos

QR
Code

SIGN:

Here's a Creek!
Let's Skip through it!

Did You
Know?

.....
.....
.....

Sponsor
Logos

QR
Code

Human
Homo sapiens

SIGN:

It's turned into a River!
Let's Flow with it.

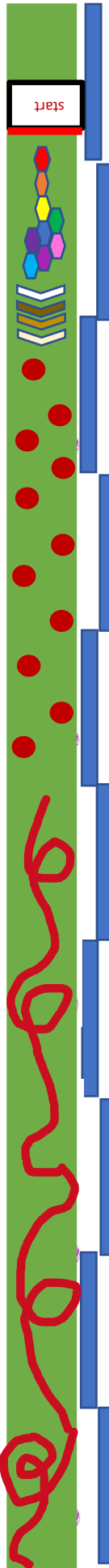
Did You
Know?

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Sponsor
Logos

QR
Code

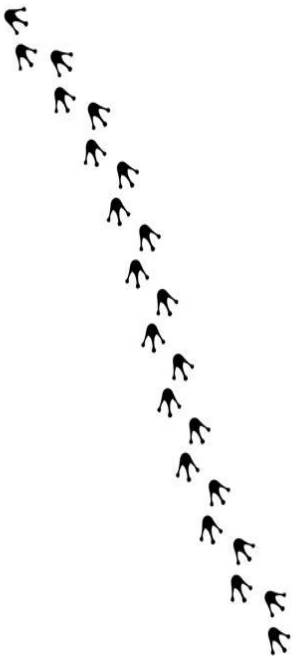
Brook Trout
Salvelinus fontinalis



2-Main Street to King
 Along 3rd
 East toward King
 Next 100 Feet (to 200')

Item A.

SIGN:	Did You Know?	
	Sponsor Logos	QR Code
Ahead, there's a Swamp. Let's leap over it!		
See what we can See. See what we can Be.		
Green Frog <i>Rana clamitans</i>		



Safety first.
 Skip
 movement
 in
 driveway.

3-Main Street to King
Along 3rd
East toward King
Next 100 Feet (200-300)

SIGN:

Here's a Meadow.
Let's stop to smell the flowers.
Behold, the butterflies and bees!

Eastern Cottontail
Sylvilagus floridanus

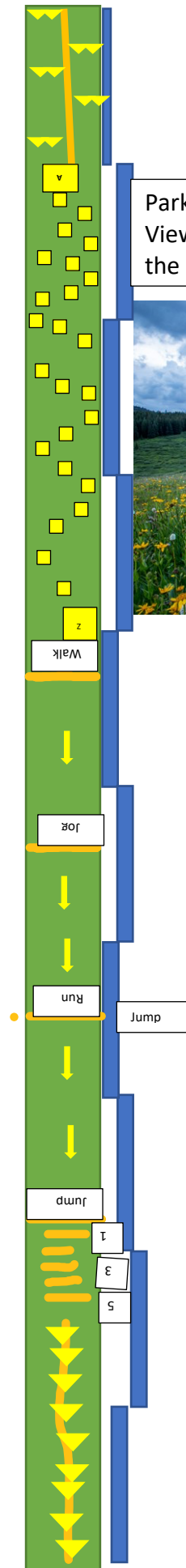
Did You
Know?

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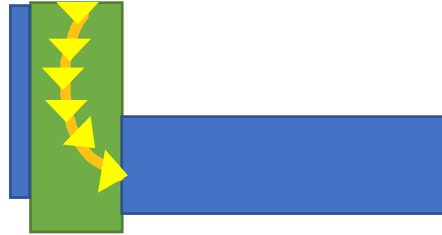
Sponsor
Logos

QR
Code

Parking Kiosk
View: The Good of
the Hive Mural



4-3-Main Street to King
Along 3rd, East toward King corner
Next 12 Feet (300-312)



INTENTIONALLY KEPT EMPTY

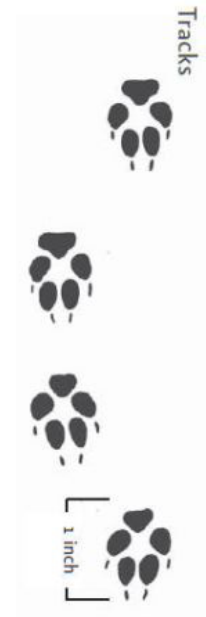
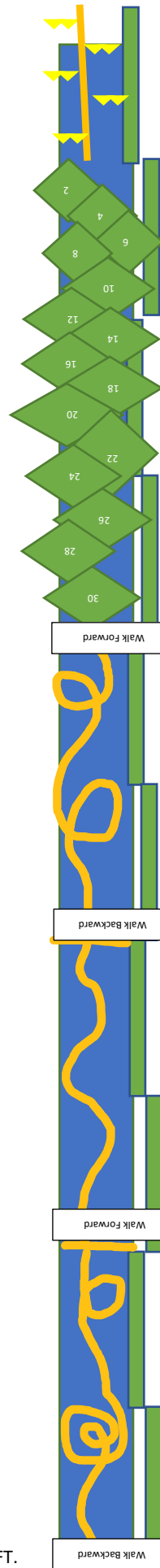
MOVE TO NEXT PAGE FOR NEXT BLOCK

5-KING STREET (corner of 3rd)
 Along King, north toward 4th
 100 feet (0-100)

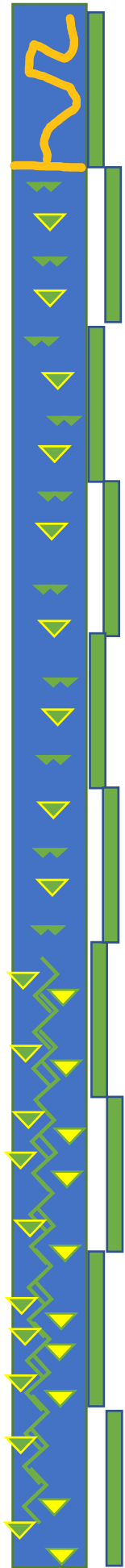
Item A.



SIGN:	Did You Know?	
	<p>.....</p> <p>.....</p> <p>.....</p>	
<p>These Woods look dark and <i>scary</i>.</p> <p>Let's go inside!</p>	Sponsor Logos	QR Code
Red Fox XX		



6-KING STREET (corner of 3rd)
Along King, north toward 4th
100 feet (101-200)



7-KING STREET (corner of 3rd)
Along King, north toward 4th
100 feet (201-300)

SIGN:

Find a tall tree.
Climb higher than ever before.

Did You
Know?

.....

.....

.....

Sponsor
Logos

QR
Code

Raccoon
xx



8-KING STREET (corner of 3rd)
Along King, north toward 4th
17 feet (301-317)

2 crossings
36' (King)
38' (4th)



stop

Crossing
King
toward
4th East

Monarch in Transition Egg- Out Crossing

Crossing
4th East @
King

Monarch in Flight Crossing Cross Walk

9-KING STREET (corner of 4th)
Along King, north toward 5th
100 feet (0-100)

Explore the many paths before you.

See what you can See.
See what you can Be.

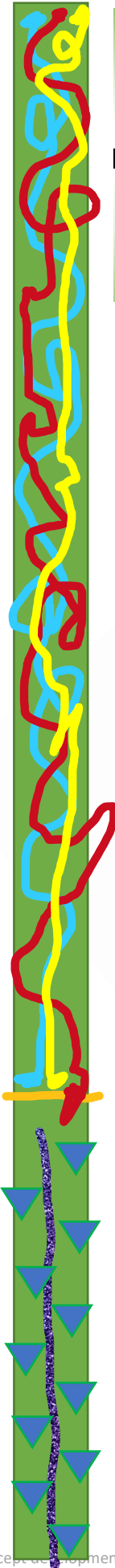
Did You
Know?

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Sponsor
Logos

QR
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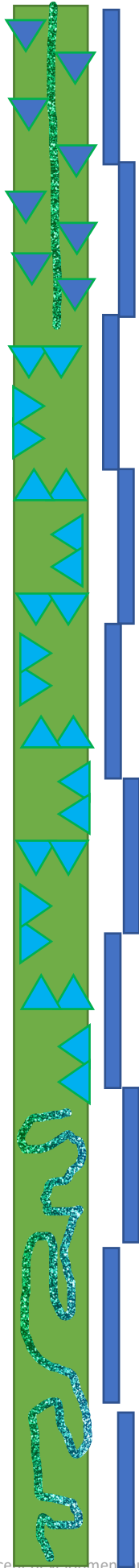
Grey Squirrel



9-KING STREET (corner of 4th)
 Along King, north toward 5th
 100 feet (101-200)

Item A.

Flutter By. Take In A Different View	Did You Know?	
	Sponsor Logos	QR Code
	Monarch Butterfly	



10-KING STREET (corner of 4th)
 Along King, north toward 5th
 100 feet (201-300)

Item A.

Stretch your wings.
 Soar with the winds far above.

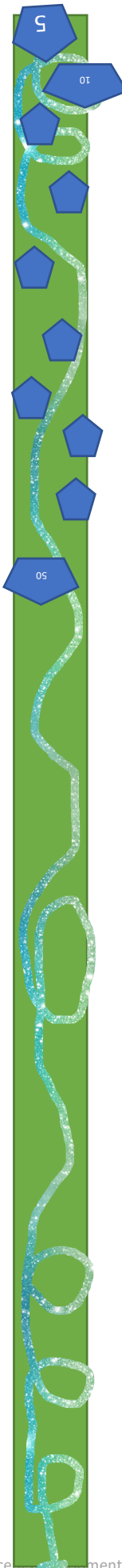
Did You
 Know?

.....

Sponsor
 Logos

QR
 Code

Red Tail Hawk



11-KING STREET (corner of 5th)
Along King, north toward 5th
9 feet (301-310)



Alternatively, could take next section down the south sidewalk of 5th vs the north sidewalk with the busier bank parking lot. Either side would work. This crossing could apply where the King Street crossing was in either case. If here, feathers if there, bear tracks cont'd on also across Pine.

5th @
King
(East)

Hawk Feathers Crossing Cross Walk

12-5th Ave (corner of King)
 Along 5th, east toward Grove
 100 feet (0-100)

Take stock
 of where you've been,
 where you are going,
 where you are *right now*.

See what you can See.
 See what you can Be.

Turkey

Did You
 Know?

.....

Sponsor
 Logos

QR
 Code



Item A.



13-5th Ave (corner of King)
Along 5th, east toward Grove
100 feet (101-200)



You've Got This!
Stretch out
Run
Celebrate your Path
To the Finish Line

Did You
Know?

.....
.....
.....

Sponsor
Logos

QR
Code

White Tail Deer

Sprint



14-5th Ave (corner of King)
Along 5th, east toward Grove
100 feet (201-300)



Item A.



15-5th Ave (corner of Grove)
17 feet (301-3170)

Item A.

Sign

Relax You've Made It!
Look Both Ways
Cross into Mountain Country.

Enjoy the Bears, the Bees
And Whatever comes next!

See What you can see.
See what you will be.

Black Bear

Did You
Know?

.....

.....

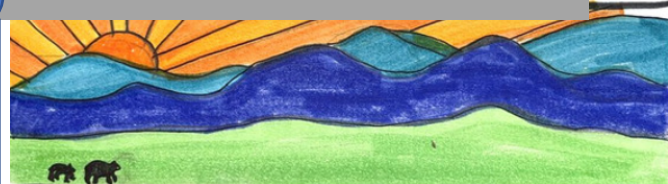
Sponsor
Logos

QR
Code

Bear Paws Crossing Cross Walk

GROVE

Bear
Crossing
Mural
Starts



PINE

ASL Hendo
Mural Here



MAPLE

Bee Crossing Cross Walk

HENDO BEELINE MURAL