



CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD

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

Tuesday, July 09, 2024 – 4:00 PM



AGENDA

1. CALL TO ORDER:

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

City Council Liaison: Jeff Miller

2. APPROVAL OF MINUTES

[A.](#) June 2024 Downtown Advisory Board Minutes

3. PUBLIC COMMENT

4. APPROVAL OF AGENDA

5. TEAM & STAFF REPORTS

6. OLD BUSINESS

[A.](#) Downtown Advisory Board – Downtown Master Plan Final Discussion

7. NEW BUSINESS

[A.](#) Organizational Meeting

8. INFORMAL DISCUSSION

9. 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 DOWNTOWN ADVISORY BOARD

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



Tuesday, June 11, 2024 – 4:00 PM

MINUTES

CALL TO ORDER In attendance – Nancy Neikirk, John Ryan, Caroline Gunther, Mark Pavao, Sam Simmons, Jerry Fitzgerald, Chris Cormier, Matthew Hickman, Aaron Adams, Joe Dinan

Absent – Phil Wilmot, Heang Uy, Carole Sitzler, Michele Woodhouse

Staff present: Jamie Carpenter, Matt Manley, Terry Jacobs

Joining Virtually: Lorna (Bolten & Menk), Lew Holloway, Sam Hayes (Planning), Meghan (McFarlan's Bakery), Allison Justus (Communications Manager- City of Hendersonville)

APPROVAL OF AGENDA – John Ryan made a motion to approve the agenda, Joe Dinan Seconded

APPROVAL OF MINUTES May 2024 Downtown Advisory Board Minutes. Corrections needed:
Matthew Hickman was present, Heang Uy, and Aaron Adams were absent

Jerry Fitzgerald made a motion to approve minutes with changes. Nancy Neikirk seconded.

PUBLIC COMMENT – The chair called a request for public comment. There were no comments. We had one participant on the call that was asked if they requested a comment. Meghan (McFarlan's Bakery)

OLD BUSINESS - Downtown Master Plan and Comprehensive Plan Review

Matt Manley, City Strategic Projects Planner presented the overall status of the Downtown Master Plan, Gen H Comprehensive Plan and how this all works together. The Downtown Master Plan was able to be added thanks to a grant from Henderson County TDA for \$50,000.

Desired outcomes of this meeting include an understanding of the plan and informed board, a recommendation for approval or changes from the Downtown Advisory board, and discussion of priorities for items to be incorporated in the Downtown Advisory Board's workplan.

As a part of this meeting, we will start with a review provided by Lorna Allen with Bolten and Menk to go through the Downtown Master Plan as a brief summary of the final draft of the report. The presentation and meeting was recorded and can be accessed online here: <https://hendersonville-nc.municodemeetings.com/bc-dtab/page/downtown-advisory-board-14>

M. Manley noted that staff will be coming back in July to ask for the Board for a recommendation to City Council on this Chapter. The Planning Board will provide a recommendation on June 24, Downtown Advisory Board on July 9, and the public hearing and presentation to City Council will be on July 10.

After presentation of the document, Matt Manley provided a presentation on highlights that are summarizing the most important components for the board to consider, including building form and site design, building height, and design standards.

The board provided items for feedback which included the following recommendations, with some items to be clarified and discussed at the July 9 Downtown Advisory Board meeting if necessary. Items included:

1. Items for further discussion:

- a. Building Height (Chris Cormier – suggested taller than current state legislation (64 ft) - also further review on the discrepancy between the building height facing Main Street
- b. Other discussion items may include:
 - i. Is there anything major you believe we are missing and absolutely should be added?
 - ii. Other site design discussions?
- c.

2. Items for graphic/ease of use for reading the report:

- Better orientation on the downtown edge design map (hard to tell where you are located)
- Map with color coding legend on street character – for better understanding of document (pg 220-221)
- Page 258 and 257 building height confusing – clarify
- Sign question – recessed, parallel, perpendicular – better instruction or diagrams to help inform this.
- Relatable – towns similar on comparisons may be useful rather than larger towns
- Map labeling – some mis labeled streets and hard to read

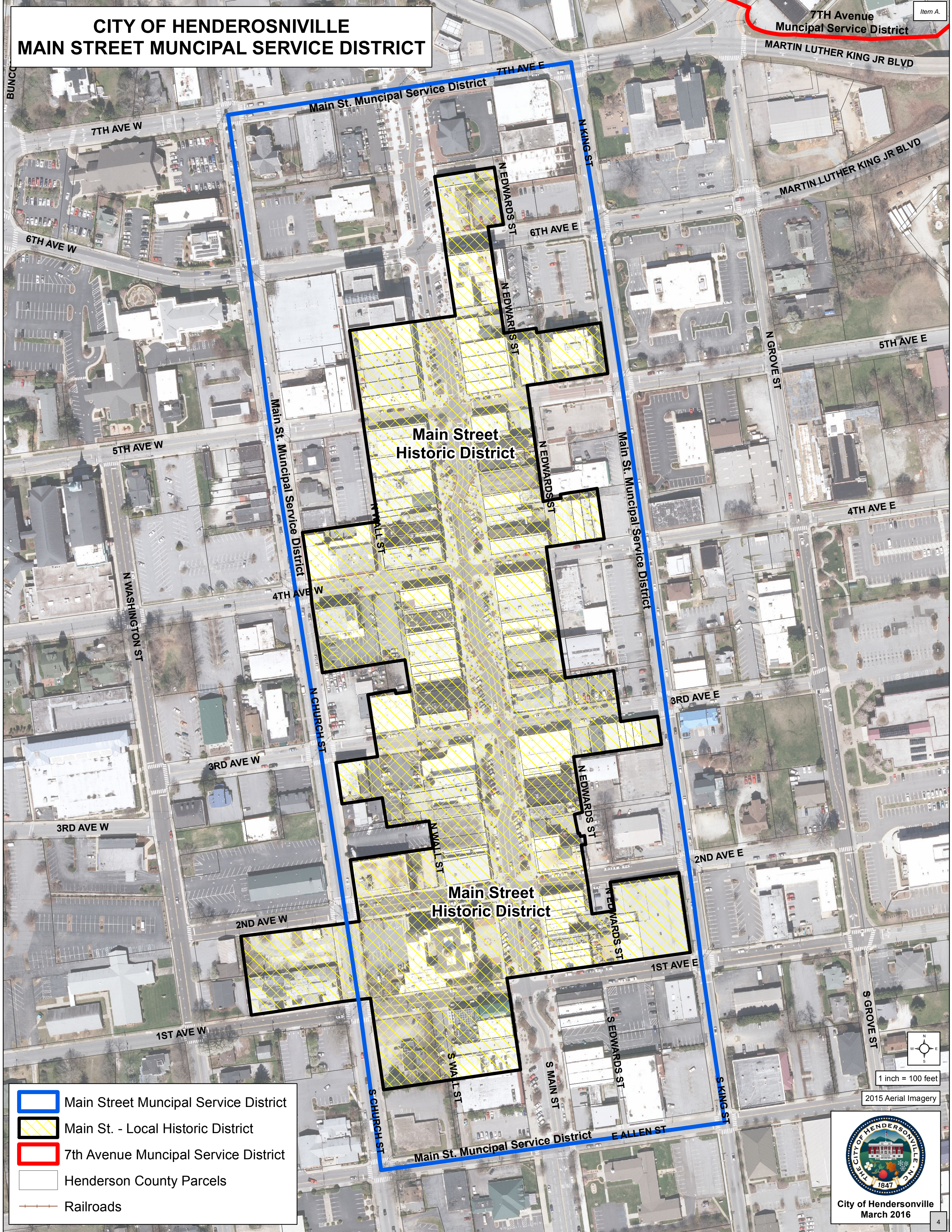
- 6. Items to be considered for our downtown workplan -** This will be ongoing in our board and committee meetings, but if you notice anything we can begin discussion at our next board meeting but also plan for this to continue on. I am listing items that came out in the meeting.
- a. Branding for 'Lower Trailhead' as a district with different name/design?

OTHER BUSINESS - Downtown Team/Subcommittee Updates and Action Items. This was included in the agenda packet as reference. No discussion or review.

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 MAIN STREET MUNICIPAL SERVICE DISTRICT



- Main Street Municipal Service District
- Main St. - Local Historic District
- 7th Avenue Municipal Service District
- Henderson County Parcels
- Railroads

Downtown Advisory Board Meeting Follow Up

Carpenter, Jamie <jcarpenter@hvlnc.gov>

Wed 6/12/2024 2:22 PM

To: Downtown Advisory Board <DowntownAdvisoryBoard@hvlnc.gov>

Cc: Manley, Matthew <mmanley@hvlnc.gov>

Board + New Board members, thank you for your thoughtful conversation at yesterday's board meeting. I know it is a lot to filter through.

I am providing several items as review. Feel free to contact me or Matt Manley, cc'd to this email, with any questions on particulars, and also if you see any errors or items that seem confusing, that information will be helpful to include in the final update. Any that were mentioned yesterday will be included in updates sent to the Bolten and Menk Team.

Recording and Meeting Information from 6/12 meeting - <https://hendersonville-nc.municodemeetings.com/bc-dtab/page/downtown-advisory-board-14>

1. **Important Parts to Review** - As mentioned yesterday, if the main area to focus on is the Downtown Design Guidelines starting at page 206 , and SITE DESIGN (starting page 254) in the [Downtown Master Plan document](#).
2. **PUBLIC FEEDBACK** - the City has a Public Input page with a survey for the ENTIRE Gen H Comprehensive Plan - <https://www.publicinput.com/genhfinal> This includes the documents we reviewed but also the rest of the plan. You are welcome and encouraged to read/provide input on the whole thing, however you may also include input in the survey specific to the documents we reviewed. We will provide all of our input recorded from yesterday, and any recommendations or discussion from the Downtown Advisory Board that is discussed at the July Downtown Advisory Board Meeting.
3. **Important Dates:**
 - a. June 17 - Public Input Survey Closes (link above)
 - b. June 24th – Planning Board Special Called Public Hearing
 - c. July 10th – City Council Public Hearing
 - d. August 1st – City Council Adoption
4. **Items I have recorded for discussion in July include:** - As you are thinking about the items from yesterday and reviewing the documents, please feel free to send me any particular items you would like to have a discussion about (if any) for the July meeting.
 - a. Building Height (Chris Cormier – suggested taller than current state legislation (64 ft) - also further review on the discrepancy between the building height facing Main Street
 - b. Other discussion items may include:
 - i. Is there anything major you believe we are missing and absolutely should be added?
 - ii. Other site design discussions?
5. **Items for graphic/ease of use for reading the report:** These are items I recorded from the meeting, If you have notes regarding suggestions on graphics, typos, or areas that could use clarification, you can also send this in advance.
 - Better orientation on the downtown edge design map (hard to tell where you are located)
 - Map with color coding legend on street character – for better understanding of document (pg 220-221)
 - Page 258 and 257 building height confusing – clarify

- Sign question – recessed, parallel, perpendicular – better instruction or diagrams to help inform t
- Relatable – towns similar on comparisons may be useful rather than larger towns
- Map labeling – some mis labeled streets and hard to read

Item A.

6. Items to be considered for our downtown workplan - This will be ongoing in our board and committee meetings, but if you notice anything we can begin discussion at our next board meeting but also plan for this to continue on. I am listing items that came out in the meeting.

- a. Branding for 'Lower Trailhead' as a district with different name/design?

Thank you!

Jamie

Jamie Carpenter, Downtown Manager

www.downtownhendersonville.org

City of Hendersonville Community Development – Downtown Division

[Schedule a One-on-One Downtown Opportunity Talk!](#)

We've moved! We are now located on the 3rd Floor of City Hall while the former office is being converted to the Downtown Incubator Space

160 6th Avenue E
Hendersonville, NC 28792
Office: 828-233-9144
jcarpenter@hvlnc.gov



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD



SUBMITTER:	Jamie Carpenter, Downtown Manager	MEETING DATE:	July, 9, 2024
AGENDA SECTION:	NEW BUSINESS	DEPARTMENT:	Community Development - Downtown
TITLE OF ITEM:	Downtown Advisory Board – Downtown Master Plan Final Discussion		
ATTACHMENTS:	Email sent to Downtown Advisory board June 12 summarizing points from previous meeting. Main Street Historic District Map		

The Downtown Advisory Board has provided input and recommendations for the Gen H Comprehensive Plan and Downtown Master Plan in the last 10+ months. At the June 11 meeting, staff received a presentation from the consultant, and participated in a guided review and discussion of the Downtown Master Plan, led by Matt Manley, Strategic Projects Manager with the Planning Department. The following updates and discussion points:

- A) Recommendations from the Planning Board (this includes for the entire Gen H Comprehensive Plan, which also includes the Downtown Master Plan):** The Planning Board considered the Gen H Comprehensive Plan at their Special Called Meeting on June 24th and recommended approval of the plan with the following recommendations:
- Add statement / explanation of jurisdictions (City, ETJ, Unincorporated County) in the Future Land Use & Conservation Map.
 - Add definitions of “Affordable Housing”.
 - Address readability of maps and illustrations (include road names and landmarks).
 - Address land use designations in area around Pardee Hospital considering existing zoning (MIC).
 - Look for ways to streamline primary document .
 - Consider different photo examples that have more direct relevance to Hendersonville.
- B) Draft recommendations from Downtown Advisory Board:**
Recommended Approval of Chapter 5 – Downtown Master Plan - with the following revisions/considerations:
- a. Building Height recommendation...(discussion in item C below)
 - b. Consider different photo examples that have more direct relevance to Hendersonville – PB Concurred
 - c. Address readability of maps and illustrations (include road names and landmarks) – PB Concurred

- d. Use color coding throughout Streetscape Character section for better understanding of recommendations. Include legend. (pgs 218-222)
- e. Clarify Building Height on Pages 258 and 259
- f. Better instruction or diagrams to help inform signage recommendations
- g. Correct any map labeling errors

C) Items for Downtown Advisory Board Final Discussion on July 9: Follow up regarding policy-related items discussed at June 11 meeting:

- a. Building Height (Chris Cormier – suggested taller than current state legislation (64 ft) - also further review on the discrepancy between the building height facing Main Street
- b. Page 257 regarding building height facing Main Street in Historic District – There was confusion at the June 11 DAB Meeting regarding building height being reduced for buildings that are facing Main Street.

CLARIFICATION: The recommendation in the plan is that buildings facing Main Street within the Main Street Historic District to not exceed 3 stories. This recommendation means:

- If a building that is not designated as a historic structure that faces Main Street were to be demolished, a new building could not be built over 3 stories.
- **EXAMPLE** – the PNC Bank Building is not a historic structure. If that building were to be demolished and rebuilt, it would not be recommended for that structure to be over 3 stories (40 feet) rather than the 64 feet (4 stories) allowed for buildings out side of the historic district.
- c. Other discussion items may include:
 - Is there anything major you believe we are missing and absolutely should be added?
 - Other site design discussions?



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** July, 9, 2024

AGENDA SECTION: NEW BUSINESS **DEPARTMENT:** Community Development - Downtown

TITLE OF ITEM: Organizational Meeting

1. Introductions & Welcome
2. Selection of Chair and Vice Chair
3. Appointments to Team – Current Active Members
 - a. Community Character

Community Character Team Members

* Indicates board members

*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 7th

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

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

4. Adoption or Confirmation of Meeting Schedule

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

