



# CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD

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



Tuesday, October 10, 2023 – 4:00 PM

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## AGENDA

1. **CALL TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**

[A.](#) Downtown Advisory Board August 2023 Minutes

5. **OLD BUSINESS**

[A.](#) Comprehensive Plan Update

6. **NEW BUSINESS**

[A.](#) Downtown Workplan Updates

7. **OTHER BUSINESS**

8. **ADJOURNMENT**

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# CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD

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

Tuesday, August 08, 2023 – 4:00 PM



## MINUTES

### 1. CALL TO ORDER

Caroline Gunther, Chair  
Matthew Hickman  
Mark Pavao  
Samuel Simmons  
Phil Wilmot

John Ryan  
Chris Cormier  
Aaron Adams  
Nancy Neikirk  
Michele Woodhouse

Arrived after approval of minutes:

Joe Dinan  
Gerald Fitzgerald  
Heang Uy

Absent: Carole Sitzler, Debbie Roundtree, Anthony McMinn

Staff present: Jamie Carpenter, Terrye Jacobs, Lew Holloway

### 2. PUBLIC COMMENT – There was no public comment.

### 3. APPROVAL OF AGENDA – Caroline Gunther made an amendment to the agenda add elect officers to New Business item 1. Matthew Hickman seconded the motion. All were in favor.

### 4. APPROVAL OF MINUTES

- June 13 & 26 Downtown Advisory Board Minutes – Mark Pavao made a motion to approve. John Ryan seconded. All were in favor.

### 5. NEW BUSINESS

- Election of Officers – Chris Cormier nominated Caroline Gunther as Chair, Matthew Hickman as vice chair. Aaron Adams seconded. All were in favor.

It was noted for staff to note a reminder to review board succession in spring 2023 at board meeting.

New board members Nancy Neikirk, Michele Woodhouse, Samuel Simmons and Aaron Adams were introduced. Jared Bellmund and Patsy DuPre are no longer serving on the board and were thanked for their time.

- Invasive Species Request from Tree Board** – Jamie Carpenter introduced the background of receiving the letter from the Tree Board. The request from the Tree Board was that vendors at Garden Jubilee does not allow vendors to sell invasive species. The Friends of Downtown took over operation of Garden Jubilee in 2023. The request came 2 weeks prior to the event and vendors

were not sent any information. Carpenter advised the Tree Board staff representative that the Downtown Advisory Board would review this letter and request to determine if they were in favor of placing restrictions on vendors at the event.

The board discussed in depth, noting the following points:

Discussion regarding some of the individual items on the list – noting some of the items are frequently used and many are sold in nurseries.

Matthew Hickman commented that he would be interested in reviewing further rules regarding food vendors – compostable items, etc. This is not related to the current topic but would like to have for further discussion.

Chris Cormier – opinion to let vendors continue to let them sell what they would like to do and is not in favor of the Tree Board enforcing vendors at events.

Caroline Gunther suggested the city could have a policy regarding the city's own invasive species. We can include a list of invasive species for vendors to be thoughtful about but not as a requirement or rule to be enforced.

Jamie Carpenter and Terry Jacobs, speaking as event organizers with Friends of Downtown – would not want to be responsible for enforcing vendors and would not be in favor of an independent board restricting items at vendors at the event.

Mark Pavao noted if we suggest the enforcement of this for Garden Jubilee, we will have to do this for all events, including the farmers market. Recommends providing this list as a recommendation. Does not think we should require.

Caroline Gunther– this is an opportunity for the tree board to educate more on invasive species and management. If there were non-regulatory worded materials to include in vendor packet, they can do that. Cannot appear to be mandatory.

No votes were taken, however the consensus of the board was in favor of suggesting the Tree Board provides the information to vendors in their packet as a recommendation without enforcement.

3. **Valet Parking Policy** – J. Carpenter introduced that there has been a request for the City to allow for valet parking in Downtown. The use of valet parking has been discussed internally, and pro's and cons as staff sees them were provided. Staff would like to understand from the Downtown Advisory Board if there is an interest in further pursuing at this time. Staff would then do further research and bring it back to the board and city council if there is a desire to investigate further.

The board discussed the pros and cons. Several members of the board noted that it may work well in larger cities and on private property, however believes it would be disruptive to Main Street and create issues with congestion.

The general consensus being that the Downtown Advisory Board believes we need to have parking in place for a longer amount of time before recommending further ordinance changes.

Mark Pavao made a motion that we do not recommend moving forward with pursuing an ordinance for valet at this time. Matthew Hickman seconded. All were in favor.

#### 4. Comprehensive / Downtown Plan + Planning Dept Update

Lew Holloway gave an update on the Comprehensive Plan. The Gen H Comprehensive Plan Survey will open on Monday August 14.

The current comp plan was adopted in 2009, the Comp plan will touch on a variety of topics related to the community. Mostly how growth will be managed in the city.

Downtown Master Plan component – There will be a large section dedicated to the downtown plan, thanks to a grant from the TDA for \$50,000.

First consultant let stakeholder outreach meeting is September 19 @ The Main Event - theme of downtown, the board is encouraged to attend.

Pop up events for city outreach for plan – downtown events + other locations

The goal is for the plan to be adopted in spring 2024/early summer – council adopt comp plan + downtown plan

## 6. OLD BUSINESS

1. Downtown Workplan Updates – Jamie Carpenter – reviewed documents that were included in the agenda packet.

Caroline Gunther noted that she was going to help create a rack card that includes resources for underhoused people that businesses can hand out. Is working on that information.

Lew Holloway provided some 7<sup>th</sup> Avenue streetscape updates

## 7. OTHER BUSINESS – There was no other business.

## 8. ADJOURNMENT



## CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD




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<b>SUBMITTER:</b>	Jamie Carpenter, Downtown Manager	<b>MEETING DATE:</b>	October 10, 2023
<b>AGENDA SECTION:</b>	NEW BUSINESS	<b>DEPARTMENT:</b>	Community Development - Downtown
<b>TITLE OF ITEM:</b>	Comprehensive Plan Update		

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### Upcoming Gen H Events:

**Monday, October 16, 2023 | 5:30 PM – 7:00 PM - Gen H Council Comp-versation hosted by Council Member Jennifer Hensley** Hendersonville High School – Cafeteria | 1 Bearcat Boulevard

The Housing Component of Gen H: Living in Hendersonville’s Future

Participate in this housing-focused listening session to give input on where and how Hendersonville grows. The city’s comprehensive plan consultants with Bolton & Menk will be facilitating the listening session portion of the meeting.

### **GEN H SURVEY CLOSES NOVEMBER 14! Please take it!**

#### **November 20:**

**9:30 am – City Operations Center - Downtown Advisory Board Roundtable** - This will be a Roundtable Discussion for the Downtown Advisory Board to meet with the Comprehensive Plan Consultants. Refreshments provided.

**4:00 PM – City Operations Center - Policymaker Workshop (Council and Planning Board)** This will be a consultant-led workshop/special-called meeting for both City Council and Planning Board to meet jointly to receive an update on the status of the Comprehensive Plan and to provide direction on upcoming phases of the plan.

**5-7pm Gen H Comprehensive Plan Open House** - Drop in between 5:00 PM - 7:00 PM at the Henderson County Public Library (Main Branch) at 301 Washington Street. - This Open House will allow the Comp Plan consultants to provide initial feedback on the Gen H survey results and gather additional input from the community.

## **Phase 1: Preparing For Our Shared Vision**

### ***Issues & Opportunities – May-August 2023***

- Compiling Hendersonville background information (planning documents, mapping data, previous studies, housing statistics, etc.)
- Assembling forecasts on how Hendersonville could grow and change over time
- Interviewing a diverse group of representatives including City Council, staff, and community stakeholders from a variety of areas and viewpoints (transportation, parks, sustainability, downtown, economic development, arts, tourism, education, healthcare, housing, seniors, business, utilities, equity & inclusion, and more.)
- Developing the public engagement plan to reach as many Hendersonville residents as possible

## **Phase 2: Developing Our Shared Vision**

### ***Vision, Goals, Growth & Conservation Framework – August 2023-December 2023***

- Organizing the Community Advisory Committee who will provide input throughout the project
- Starting the public engagement process
- Launching the [public survey](#) and public engagement meetings

## **Phase 3: Refining Our Shared Vision**

### ***Implementation & Strategy – January 2024-March 2024***

- Building vision statements and growth framework based on community input received
- Exploring growth alternatives and presenting to stakeholder groups
- Developing strategies and actions to achieve the goals of the community
- Continuing the public engagement process
- Drafting the Gen H Comprehensive Plan document

## **Phase 4: Confirming Our Shared Vision**

### ***Adoption – March 2024-June 2024***

- Engaging the community, advisory boards, and stakeholder groups as the plan is reviewed
- Finalizing the plan by the project management team
- Reviewing and Public Hearing by the Planning Board
- Reviewing, Public Hearing and Adoption by City Council



# CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD



**SUBMITTER:** Jamie Carpenter, Downtown Manager      **MEETING DATE:** October 6, 2023

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

**TITLE OF ITEM:** Downtown Workplan Updates

## Events:

Downtown special event calendar is attached – note several upcoming events on Main Street  
Event Safety Updates & Event Fees

- Friends of Downtown Events completed and remaining:
  - April 19 – Volunteer Kickoff Meeting – Farmers Market and R&B volunteers
  - May 6 – Farmers Market Opening Day
  - May 10 – Bear Reveal
  - May 18 (cold– gross revenue = \$11,440), June 15 (minor rain delay –gross revenue - \$15,297)
  - July 20 (major rain delay –gross revenue \$5069), August 17 (\$18,768), Sept 21– R&B (\$13,140)
  - May 27-28 – Garden Jubilee
    - First time Friends of Downtown took over Garden Jubilee. Surveyed businesses, volunteer and city staff on future improvements for 2024.
  - Farmers Market – Saturdays 8am – 1pm through October
  - Oct 21- bear auction
  - Oct 31 – Treat Street
  - Nov. 18 – Thanksgiving Farmers Market
  - Nov. 24 – Tree Lighting
  - Dec 1 – Olde Fashioned Christmas
  - Dec 2- Christmas Farmers Market
  - Dec 16 – Holiday Train Rides

## Economic Vitality Team

- Downtown Workforce Meetup / Tour Program - Need to reschedule 2<sup>nd</sup> meetup. Had one scheduled for August 27 but did not have signups and had trouble getting the information together with other events/activities happening during that time.
- Downtown Opportunity Fund – Dogwood Health Trust Grant
  - Holding monthly meetups – Going forward on the 3<sup>rd</sup> Wednesday of each month. Next meetup will be October 18
  - Contracts in place with Black Wall Street and Mountain BizWorks. Meeting biweekly with team
  - Mountain BizWorks foundations course hosted in Hendersonville in July

- 13 in attendance – one new business opening on 7<sup>th</sup> Avenue. Several others interested in finding a location.
- Downtown Incubator Space
  - Pricing out furniture updates for smaller desk space for incubator/coworking space
  - Pricing out stair lift for ADA accessibility
- Parking
  - August 9 – Council to adopt updates to parking:
    - 15 minute increments
    - Reduce citation to \$25
    - Remove 30 minute time limited parking spaces (parallel)
  - Nonconsensual towing ordinance passed – in effect November
  - EV team reviewed off-season parking incentives. Suggested sending coupons for parking with water bills in order to still collect data on parking. If time/days were altered the annual parking information would not have a baseline.

### **Community Character Team**

- HIIP (Historic Improvement Incentive Program) grants – worked with HPC
  - Finalized grant updates. Grant program included in attachments.
    - Increased funding – up to \$6000 matching per project (previously was \$2500 in 7<sup>th</sup> and \$3000 in Main Street)
    - Increased what it funds – prioritizes front facades but also breaks them into priorities:
      - Level 1 – Front Façade
      - Level 2 – Rear Treatments
      - Level 3 – Interior Upgrades – ONLY for upgrades are considered of historical significance – ex: ceiling tiles, mosaic flooring
      - Level 4 – Stabilizing Properties that are considered historically significant in the architectural survey.
    - Community Character Team would like to dedicate \$30,000 initially to go toward HIIP grants from the Friends of Downtown.
    - 404 7<sup>th</sup> Avenue requested grant – CC team reviewed and provided feedback – additional quotes are going to be collected.
- Depot Plaza
  - 3d and elevation drawings complete
  - Received rough estimate on pricing for exterior- new roof extended out and interior – creating an external door and making the bathrooms more publicly accessible.





- Avenue Signage updates
  - Updates to Main Street signs in progress. CC team reviewed color/design. Will be using brand standard fonts. Plates will be removable/replaceable so we can update as businesses change when needed.



- Vacant window project
  - Have installed temporary window paper in Jane Asher. Have more to add.

**Organization:**

Downtown Crew Leader & Worker – Applications are still open and unfilled. These positions will be learning under Bruce Lowe for the remainder of his contract with a 4 person crew coming on by FY 25.