



CITY OF HENDERSONVILLE
DOWNTOWN ADVISORY BOARD - DEC 2021

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



Tuesday, December 14, 2021 – 4:00 PM

AGENDA

1. CALL TO ORDER

2. PUBLIC COMMENT

3. APPROVAL OF AGENDA

4. APPROVAL OF MINUTES

A. November 2021 Downtown Advisory Board Minutes

5. OLD BUSINESS

A. Downtown Advisory Board Notes for Apple Festival Board

B. Downtown Staff Updates:

1. Event Policy/Fees

2. Pivot Grant Awards

3. NC Main Street Conference

6. NEW BUSINESS

A. 2022 Downtown Advisory Board and Team Meeting Schedule

Any discussion on changes of meeting time or location during this time.

B. Rezoning Request for Micro Distilleries - An update will be added into the agenda for the meeting.

7. 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, November 09, 2021 – 4:00 PM



MINUTES

1. CALL TO ORDER

In attendance in person: Chris Cormier, Jerry Fitzgerald, Shaqwala Wilkes

In attendance virtually: Caroline Gunther, Juls Buckman, Matthew hickman, Mark Pavao, Becky Ayers, Patsy DuPre, John Ryan

Not present: Jared Bellmund, Carole Sitzer, Walt Slagel, Matt Johnes

Staff present: Jamie Carpenter, Meredith Frieheim, Lew Holloway

2. PUBLIC INPUT

There were no public comments.

3. APPROVAL OF AGENDA

Matthew Hickman made a motion to approve the agenda. John Ryan seconded.

Chris Cormier, Jerry Fitzgerald, Shaqwala Wilkes, Caroline Gunther, Juls Buckman, Matthew hickman, Mark Pavao, Becky Ayers, Patsy DuPre, John Ryan voted in favor.

4. APPROVAL OF MINUTES

1. October 2021 Downtown Advisory Board Minutes

John Ryan made a motion to approve the agenda. Becky Ayers seconded.

Chris Cormier, Jerry Fitzgerald, Shaqwala Wilkes, Caroline Gunther, Juls Buckman, Matthew hickman, Mark Pavao, Becky Ayers, Patsy DuPre, John Ryan voted in favor.

5. NEW BUSINESS

Shaqwala Wilkes is the new board member. The Downtown Advisory Board welcomed and introductions were made.

1. Review several event updates:

1. Animals at events ordinance

2. Future event fee schedule changes

3. Apple Festival Merchant Feedback

Animals at Events update - L. Holloway and C. Gunther updated. The Animal Advisory Committee and city's Special Events committee reviewed the current ordinance. Enforcing the animal at event ordinance was not effective for officers to enforce. It was recommended to City Council to remove the rule from ordinance. It can still be a policy for events.

Future Events Fee Schedule - J. Carpenter updated - Staff have been talking to special events committee, Staff will be looking at other cities of comparative sizes and event scales to find comparisons. Fees are currently based on vendors, this does not account for events that do not have vendors but use substantial amount of resources.

C. Cormier asked about how that could effect event producers and if that would hurt events coming. For years we have been trying to get more events to bring people in, concerned about pricing fees too high to make events cost prohibitive.

Staff will bring a few options back to board with recommendations.

Apple Festival - C. Gunther - had previously asked a member of the Apple Festival board to be able to attend the meeting. In order to attend meeting she needs to write something to the board about her purpose for attending. She would like to bring a few items to their board to be considered for updates. Caroline will be out of town during their January meeting and would like to send Jamie, John Connet (city manager) is also on the board:

1. Outdoor dining - Restaurants to have the ability to have outdoor dining if they wish- problematic for restaurants for many reasons -- storage of furniture, Covid capacity, some restaurants may find a way to use outdoor dining/takeout meals.

2. Dumpsters and their placement - Lew noted that that may be a city public works conversation rather than event organizer

Consensus from board is to talk to the Apple Festival about the sidewalk dining and open communication. Staff will come back with possible solutions to Downtown Advisory Board to then determine next steps with Apple Festival board.

B. Ayers noted that including the trolley stops on 7th Avenue would be a nice additional item to add.

C. Gunther - porta potties and dumpster locations should be evaluated every year as businesses in those locations are changing.

2. Private Club Text Amendment

Economic Vitality Team met with Matt Manley, planning manager, on Tuesday 11/2 and reviewed updates. The discussion will be held at the planning board meeting on Monday 11/8. Updates will be provided to Downtown Advisory Board following the planning board meeting on Monday.

L. Holloway updated from the Planning Board meeting. Planning board voted to remove all of the supplementary standards associated with private clubs. Taking from special use to permitted use. The agenda item will go to City Council December 3.

3. Downtown Workplan & Budget

Review of workplan from this year with budget planning discussion for next year.

J. Carpenter reviewed budget items and workplan from last year.

M. Pavao - Discussion about public bathrooms opening earlier. Noting that restrooms should be open more - include increased maintenance budget.

C. Cormier - driving through town at night it is dark and shadowy, additional lighting

C. Gunther - Alley cleanup

J. Buckman - improvement on side streets, sidewalk improvements and also litter cleanup

Carpenter - increased public works staff that will support downtown, garage, 7th Avenue, garbage pickup - clean & green crew

6. OTHER BUSINESS

7. ADJOURNMENT

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Downtown Advisory Board – Apple Festival Request

To: Apple Festival Board (chair?)

As the guiding advisors for the needs and issues of the Main Street and 7th Avenue districts, the Downtown Advisory Board has received feedback from downtown restaurants and stores regarding the annual North Carolina Apple Festival.

Overall, the Apple Festival is one of the biggest weekends for most restaurants and retail downtown and the businesses appreciate the volume of customers and sales; however, we would like to request the consideration of a few updates to support our downtown community.

1. We would like to consider allowing restaurants with Sidewalk Dining Permits the ability to have space for sidewalk dining during the festival. Due to the changes in consumer behavior because of Covid-19, outdoor dining became and will continue to be increasingly more valuable and important for downtown restaurants and their survival. There are several restaurants who will not want to utilize sidewalk dining during the festival, however many would appreciate the extra space. They pay an annual fee and would like the option of using their sidewalk dining during the festival. If the Apple Festival board is open to this update, Downtown staff can work with festival organizers and restaurants to determine what space may or may not be available for restaurants.
2. During site plan review and City planning meetings, the Downtown Advisory Board recommends the placement of dumpsters and porta-john's to be reviewed annually. There are some places that used to not have businesses that now are occupied, and we would like to make our best efforts to keep those away from new businesses if possible.
3. 7th Avenue businesses have requested that there is a trolley stop along 7th Avenue to encourage visitors to walk through the district while they are visiting for the festival.

List downtown advisory board members

NOTICE

City of Hendersonville Downtown Advisory Board
28792

Downtown Offices – 125 5th Ave. W. Suite 200, NC

DOWNTOWN ADVISORY BOARD **ANNUAL SCHEDULE OF REGULAR MEETINGS**

NOTICE OF REMOTE PARTICIPATION

Notice is hereby given that Downtown Advisory Board Members will participate remotely at the above designated time/day/electronically via Zoom software.

In-person attendance by the public will also be permitted. The public may view or listen to the meeting live via ZOOM using the information below. For security reasons screen sharing will not be allowed. The meeting instructions to join by Zoom will be also be available on the City's website by visiting <https://www.hendersonvillenc.gov/events-calendar>.

<https://us02web.zoom.us/j/7676248909?pwd=Z2NERFMrSFUaWd6VW4ra3pQS08vQT09>

or call: 646 558 8656

Meeting ID: 767 624 8909

Passcode: 28792

One tap mobile: +16465588656,,7676248909#,,,,*28792# US (New York)

Regular Meetings of the City of Hendersonville Downtown Advisory Board are held **on the Second Tuesday** beginning at **4:00 p.m.** in the Downtown Offices located at 125 5th Avenue W. Suite 200, Hendersonville NC and Via Zoom. The following regular meetings have been scheduled for 2022:

January 11, 2022

February 8, 2022

March 8, 2022

April 12, 2022

May 10, 2022

June 14, 2022

July 12, 2022

August 9, 2022

September 13, 2022

October 11, 2022

November 8, 2022

December 13, 2022

Caroline Gunther
Chair

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Adopted: _____ **Posted 01/01/2022**
<https://www.hendersonvillenc.gov>



NOTICE

City of Hendersonville Downtown Advisory Board
28792

Downtown Offices – 125 5th Ave. W. Suite 200, NC

DOWNTOWN ADVISORY BOARD ECONOMIC VITALITY TEAM **ANNUAL SCHEDULE OF REGULAR MEETINGS**

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Regular Meetings of the City of Hendersonville Downtown Advisory Board ECONOMIC VITALITY TEAM are held **on the FIRST Tuesday** beginning at **4:00 p.m.** in the Downtown Offices located at 125 5th Avenue W. Suite 200, Hendersonville NC and Via Zoom. The following regular meetings have been scheduled for 2022:

January 4, 2022-canceled

February 1, 2022

March 1, 2022

April 5, 2022

May 3, 2022

June 7, 2022

July 5, 2022

August 2, 2022

September 6, 2022

October 4, 2022

November 1, 2022

December 6, 2022

Caroline Gunther
Chair

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Adopted: _____ **Posted 01/01/2022**
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City of Hendersonville Downtown Advisory Board
28792

Downtown Offices – 125 5th Ave. W. Suite 200, NC

DOWNTOWN ADVISORY BOARD EVENTS TEAM **ANNUAL SCHEDULE OF REGULAR MEETINGS**

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Regular Meetings of the City of Hendersonville Downtown Advisory Board EVENTS TEAM are held **on the FIRST THURSDAY** beginning at **9:00 A.m.** in the Downtown Offices located at 125 5th Avenue W. Suite 200, Hendersonville NC and Via Zoom. The following regular meetings have been scheduled for 2022:

January 6, 2022

February 3, 2022

March 3, 2022

April 7, 2022

May 5, 2022

June 2, 2022

July 7, 2022

August 4, 2022

September 1, 2022

October 6, 2022

November 3, 2022

December 1, 2022

Caroline Gunther
Chair

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Adopted: _____ **Posted 01/01/2022**
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City of Hendersonville Downtown Advisory Board
28792

Downtown Offices – 125 5th Ave. W. Suite 200, NC

DOWNTOWN ADVISORY BOARD COMMUNITY CHARACTER TEAM **ANNUAL SCHEDULE OF REGULAR MEETINGS**

NOTICE OF REMOTE PARTICIPATION

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or call: 646 558 8656

Meeting ID: 767 624 8909

Passcode: 28792

One tap mobile: +16465588656,,7676248909#,,,,*28792# US (New York)

Regular Meetings of the City of Hendersonville Downtown Advisory Board COMMUNITY CHARACTER TEAM are held **on the FIRST Tuesday** beginning at **9:00 A.m.** in the Downtown Offices located at 125 5th Avenue W. Suite 200, Hendersonville NC and Via Zoom. The following regular meetings have been scheduled for 2022:

January 4, 2022-canceled

February 1, 2022

March 1, 2022

April 5, 2022

May 3, 2022

June 7, 2022

July 5, 2022

August 2, 2022

September 6, 2022

October 4, 2022

November 1, 2022

December 6, 2022

Caroline Gunther
Chair

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Adopted: _____ **Posted 01/01/2022**
<https://www.hendersonvillenc.gov>



Downtown Advisory Agenda Item - Distilleries

Hunt, Alexandra <ahunt@hvlnc.gov>

Tue 12/14/2021 12:19 PM

To: Carpenter, Jamie <jcarpenter@hvlnc.gov>

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

Hey Jamie - I am looking forward to discussing this item with the board tonight. Here is a little information to provide on the agenda or for some background (sorry this came so late)!

The Planning Staff is in receipt of a Zoning Text Amendment (ZTA) application. The applicant is requesting that Distilleries or "micro-distilleries" be added as an allowed use in zoning districts that currently allow microbreweries as either a permitted use or special use subject to the Supplementary Standards in Section 16 of the Zoning Ordinance. Staff is recommending that "micro-distilleries" be added to both the definition and supplementary standards for microbreweries. Microbreweries are a permitted use in PCD CZD, I-1, and PMD CZD zoning districts and a special use in C-1, C-2, CMU, GHMU and HMU. Staff is also recommending allowing microbreweries and micro-distilleries as a special use in the CHMU and Urban Village zoning districts.

1) Addition of "micro-distilleries" to current definition of "microbreweries" (in green)

The Zoning Ordinance currently defines "microbreweries" as the following:

"An establishment that engages in the production of malt beverages as defined in North Carolina General Statue 18B-101. Annual production shall be less than 25,000 barrels."

After some research into existing definitions of "micro-distilleries," it was determined that the production of spiritous liquors is typically measured in gallons and not barrels. There are 31 gallons in one barrel which makes our current definition of 25,000 barrels the equivalent of 775,000 gallons. Therefore, the proposed definition for microbreweries and micro-distilleries be the following: "An establishment that engages in the production of malt beverages and spiritous liquors as defined in North Carolina General Statute 18B-101. Annual production shall be less than 775,000 gallons per calendar year."

2) Addition of "micro-distilleries" to the Supplementary Standards for "microbreweries" (in green)

Article 16 -Supplementary Standards Section 16-14-15 of the Zoning Ordinance provides for the following:

16-4-15 Microbreweries and Micro-distilleries.

- a) Shall include one or more accessory uses such as a tasting room, tap room, restaurant, retail, demonstration area, education and training facility or other uses incidental to the brewery or distillery and open and accessible to the public.
- b) Storage of materials used in the manufacturing, processing, and for distribution shall be located entirely within the building.
- c) Shall be designed such that all newly constructed loading and unloading facilities are internal to the site,

in service alleys or at the back of the building.

d) The sides and rear yard or setback requirement shall be increased to 25 feet for the C-2 Secondary Business, C-3 Highway Business, GHMU Greenville Highway Mixed Use and HMU Highway Mixed Use Zoning District Classifications.

I hope this helps and please let me know if you need any further clarification!

Thank you!

Alex