



CITY OF HENDERSONVILLE DOWNTOWN ECONOMIC VITALITY TEAM APRIL

125 5th Avenue W, Hendersonville NC 28792

Tuesday, April 06, 2021 – 4:00 PM



AGENDA

1. CALL TO ORDER

2. AGENDA ITEMS

A. Pivot Grant Application: Oklawaha Brewing Company

B. Video and Discussion:

Watch video clip from Main Street Conference & Discussion

C. Economic Vitality Team - Downtown Map & Dashboard - J. Carpenter

Update on downtown property dashboard. Dashboard has not been shared publicly as staff are still working through some details/testing.

<https://hendersonville.maps.arcgis.com/apps/opsdashboard/index.html#/2516014d94b149ba8380443452db1884>

D. Informal discussion related to:

a) Businesses opening, closing, or expanding

b) Items to add for consideration in future workplan

3. ADJOURNMENT

4.

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.

Downtown Hendersonville Pivot Grants Application Details:

Description of Grants: A microgrant program to allow businesses creativity when testing reopening strategies to minimize risk. This program will provide up to \$1000 in funding for businesses within the downtown and 7th avenue districts to try something new in response to restrictions related to Covid-19, particularly related to Love Hendo Saturdays (Open Street activity the 1st Saturday of each month) or other outdoor activation.

Purpose: As Phase 2 extends, and the threat of further negative economic impacts from Covid-19 continues for an unknown time, the Friends of Downtown believe it is important for downtown businesses to pivot their business models to brace for a new normal way of doing business. The Downtown Hendersonville Pivot Grants allow businesses and nonprofits that provide downtown experiences an opportunity to test updates to their business while reducing some of the financial risk.

Projects can fund, but are not limited to:

- Extra staffing for execution
- Purchase of supplies or new inventory related to project
- Purchase or rental of outdoor seating or other equipment
- Website updates or added social media marketing advertising or fees

Project examples:

- Purchasing additional outdoor seating for restaurants to expand outdoor dining
- Additional staffing needs to create an outdoor expansion of your space during LoveHendo Saturdays
- Building a parklet or deck on existing parking spaces for expanded outdoor dining

Selection Requirements:

The following measures will guide the selection of grants:

1. Connection with LoveHendo Saturdays
2. Potential for long term viability
3. Following social distancing and mass gathering guidelines
4. Enhancement of the outdoor environment

The Friends of Downtown Infrastructure Committee will serve as the grant committee and will review applications on a monthly basis. The first round of applications will be due August 3, prior to the Infrastructure and Executive Committee meetings. The selection committee reserves the right to offer a partial grant based on the selection criteria. Grants will be available as funding allows.

Reimbursement and Reporting:

Grants are reimbursable and funding will be reimbursed upon receipt of grant report with expenses reported. The grant report is included at the end of the application.



Downtown Hendersonville Pivot Grants Application

Submission Date: 3/23/21

First round of applications are due August 3, 2020 at 5pm.

1. Applicant Name: _____ Joseph Dinan _____

2. Business Name: _____ Oklawaha Brewing Company _____

3. Proposed Project Description: _____ We'd like to make permanent our out door dining space by adding a wooded patio. _____

4. Project Budget:

Expenses:	
Building materials	\$12,000
Labor	\$5,000
Total Expense:	\$17,000

5. Grant Amount Requested (*\$1000 Maximum request*) : _____ \$1000 _____

6. If grant does not cover total cost of project, do you have the funds to complete the project?
Yes

7. How will you market or promote your project?

This project means a lot to our business. We will be showcasing this project on our social media daily.

8. Please describe how your project proposal meets the selection criteria



NOTE: projects do not have to fit within all selection criteria but will be evaluated based off the ability to expand or adapt in midst of the Covid-19 Pandemic.

A) Connection with Open Streets – does your proposed project allow expanded outdoor space during Open Streets (1st Saturday of each month)?

This project will do more than aid with open streets, it will be used heavily 365 days a year.

B) Potential for long term viability – Does this project have opportunities to improve the resiliency of your business?

100%. This project will help Oklawaha become even more of a destination location.

C) Following social distancing and mass gathering guidelines – All projects must follow the current orders from the Governor of North Carolina or have plans for how to adapt to the changing environment.

No Problem

D) Enhancement of the outdoor environment – Does this project encourage use of outdoor space in a temporary or semi-permanent manner?

Yes, 100%. That is the purpose of this project.

Submit application to Jamie Carpenter (jcarpenter@hvlnc.gov) or drop off at the Downtown Program Office at 125 5th Avenue W.



Downtown Hendersonville Pivot Grants Report

To receive reimbursement, the following grant report must be returned within 30 days of project completion. Projects must be completed within the agreed upon time frame in the grant application and award letter.

1. Business Name:

2. Project:

3. Actual expenses:

Expenses:	
Total Expense:	

4. Please provide screenshots and/or photos or other examples of how you promoted the project.

5. Please provide a summary of your project, including:

- Customer feedback
- Plans for continuing or adapting the pilot project
- Lessons learned

Reimbursement Amount Requested: _____

Date submitted: _____

Internal use:

Report received by: _____ Date Received: _____





design proposal

147 East 1st Avenue
Hendersonville, N.C.
November 6th, 2020

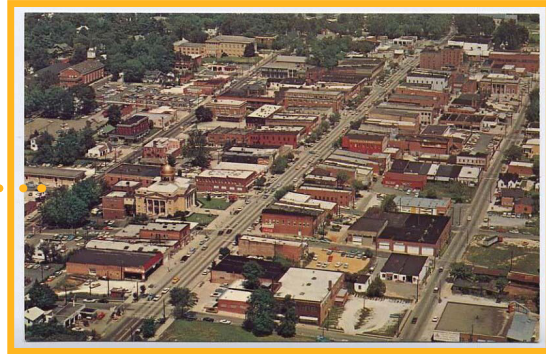
Design Proposal

147 East 1st Avenue
Hendersonville, NC

pg. **1** Project Overview



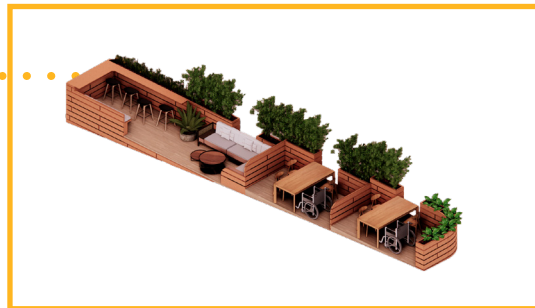
pg. **3** Archival Documentation



pg. **4** Project Proposal



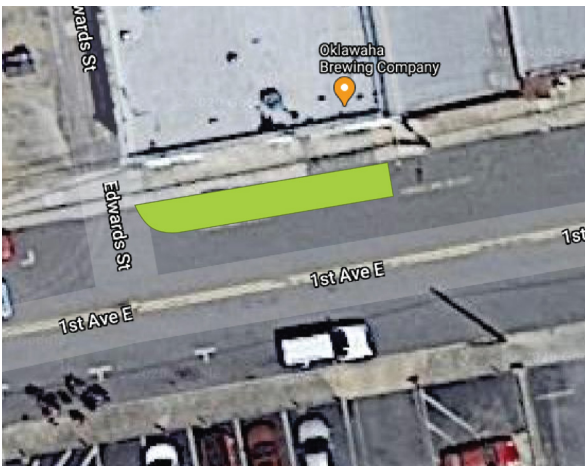
pg. **6** Project Call Outs



November 6th, 2020



Building Facing South



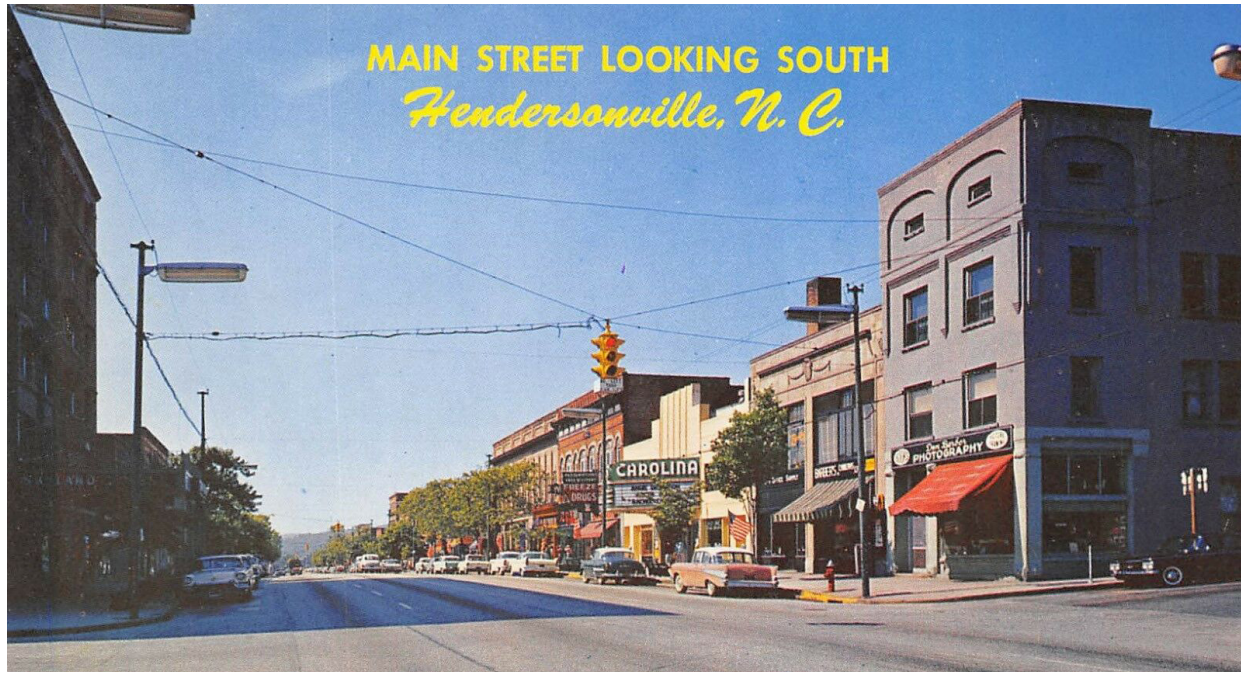
Position of the Parklet

Site Description

The site for this project is located in Hendersonville, NC, in Henderson County, near the Main Street Historic District. It sits on First Avenue East at the intersection with Edwards Street, in front of the Oklawaha Brewing Company. Currently, the building's

owner operates the craft brewery with temporary outdoor dining space but would like to expand into a parklet, or parking spaces converted into functional outdoor space. The available space for the parklet, currently a loading zone, is approximately 7 feet wide and 50 feet long.

The brewery's existing masonry building has a large garage door that can be opened to the sidewalk for access to the outdoor parklet dining area, taking advantage of a functional relationship between the building's interior and exterior. One challenge of the existing site, which will need to be resolved by the property owner and the town, is a sloping street and sidewalk. The parklet design concept presented here attempts to address this slope with a combination of multiple steps and ramps.



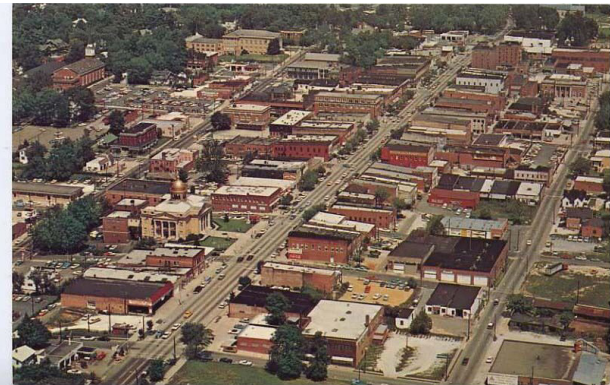
MAIN STREET LOOKING SOUTH
Hendersonville, N. C.

Historic Downtown Hendersonville Mainstreet

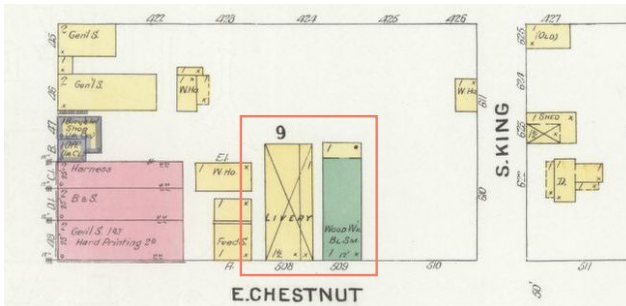
Archival Documentation

Historic Downtown Hendersonville was nominated to the National Register of Historic Places in March of 1988. The district encompasses 65 contributing buildings in the central business district of Hendersonville. The commercial and governmental buildings include notable examples of Classical Revival architecture. While the Oklawaha Brewing Company does not sit inside the district, it is close in its proximity to the district.

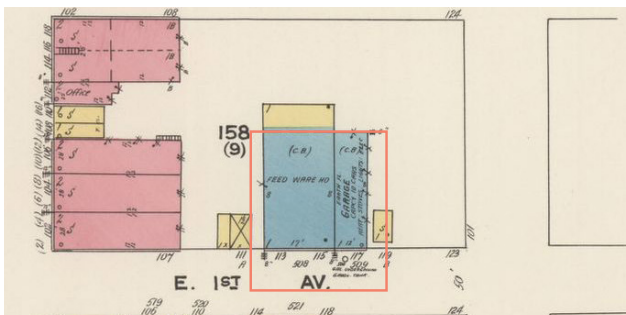
Sanborn maps reveal the various uses of the building's site over the years. In 1896, a small woodworking and blacksmith shop appeared on the site. By 1901, the Kerr Brothers Livery was constructed, and by 1908 the blacksmith shop expanded and a feed store was added. The 1912 Sanborn map shows the masonry structure that currently exists; at that time it was a garage and general repair shop.



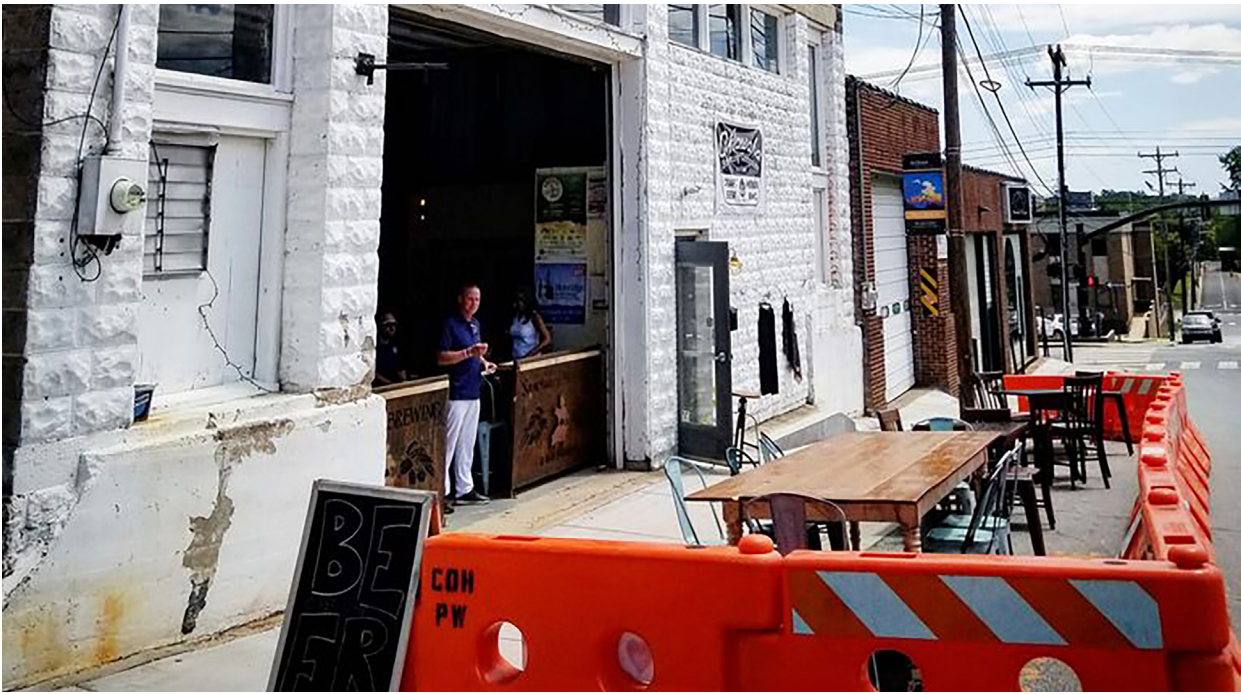
Aerial view Downtown Hendersonville, NC



E. 1st Avenue on Sanborne Map in Sep 1896



E. 1st Avenue on Sanborne Map in Sep 1912



Temporary Dining Area of Oklahawa Brewing



Design Suggestions

Design Request

The City of Hendersonville Downtown Program established the Downtown Pivot Fund to allow businesses a microgrant to expand their space or other costs associated with changing their business to adapt to the changes from COVID-19 social distance.

The conceptual renderings are provided to describe the future parklet placed on the loading zone. The outdoor dining space accommodates the dining experience with proper social distance.

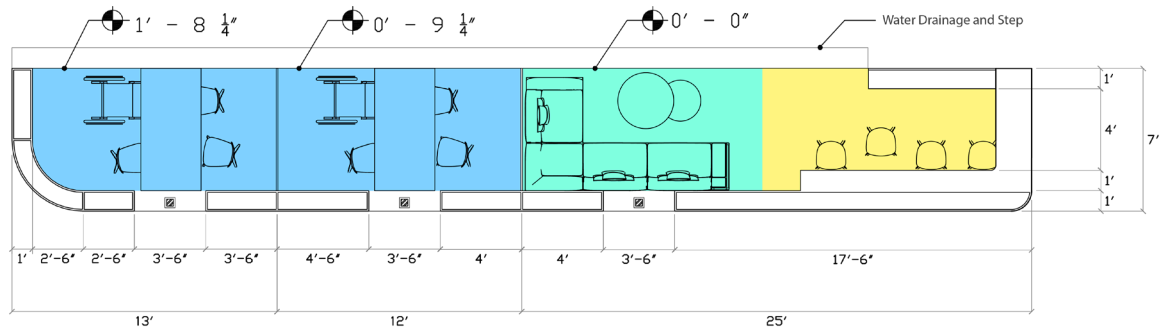
The parklet model shows three elevation changes that rise along the slope. The water drainage serves as a mini-ramp for handicap accessibility. Within the parklet, there are seating, dining surfaces, shading, and planter partitions. The seating consists of 2 sets of regular table with 4 seaters, lounge, and bar. They deliver unique dining experiences for all types of customers, especially customers that need special accessibility.



Parklet at West View



Parklet at East View

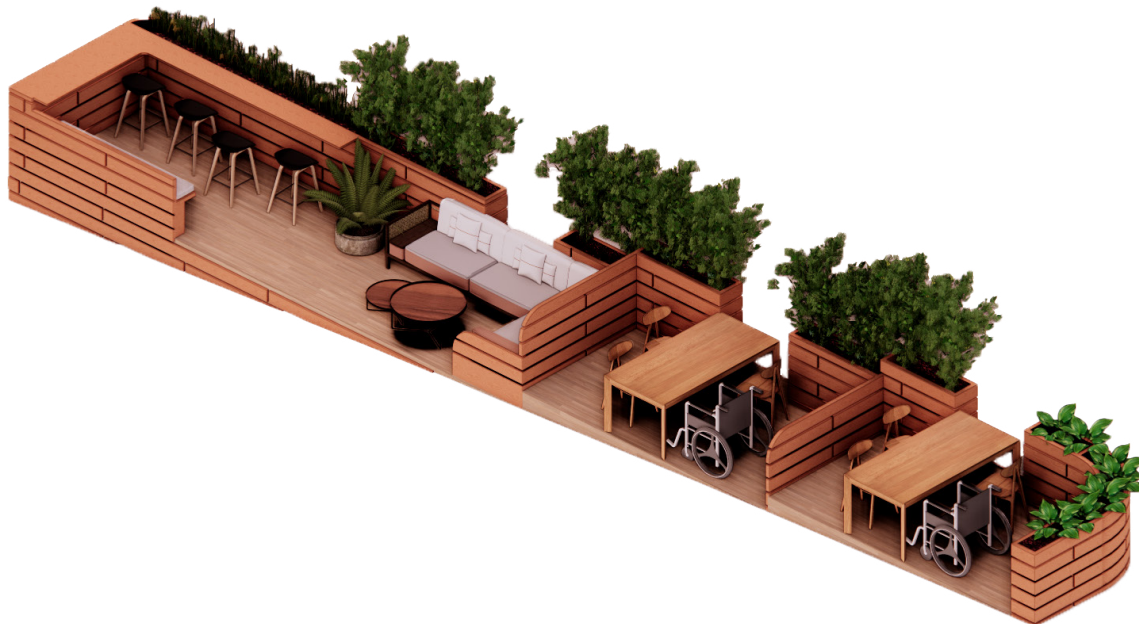


Legend

	Elevation Change
	Sun sail Post
	Planter
	4-Seater and ADA-compliant Table
	4-Seater Sofa
	Bar



Parklet Diagram



Realistic View



Parklet Diagram



Realistic View



Main Street Fellows Program
UNC Greensboro
Department of Interior Architecture
Center for Community-Engaged Design
Travis Hicks, Director • tlhicks@uncg.edu

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