



# CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD

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



Tuesday, October 11, 2022 – 4:00 PM

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## AGENDA

1. **CALL TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
  - [A.](#) September 2022 Downtown Advisory Board Minutes
5. **NEW BUSINESS**
  - [A.](#) Earth Day Festival
6. **OLD BUSINESS**
  - [A.](#) Multifamily in 7<sup>th</sup> Avenue MSD
  - [B.](#) Team Projects and Updates
7. **OTHER BUSINESS**
8. **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 - SEPTEMBER 2022



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

Tuesday, September 13, 2022 – 4:00 PM

## MINUTES

### 1. CALL TO ORDER

Matthew Hickman, vice chair, called the meeting to order.

Present in person: Chris Cormier, Mark Pavao, Jared Bellmund, Carol Sitzler, Gerald Fitzgerald, Matthew Hickman, Patsy DuPre, Phil Wilmot

Joe Dinan came in at the 7<sup>th</sup> Avenue Branding Presentation (4:23pm)

Absent (members called in but were unable to vote) – Caroline Gunther, Heang Uy, John Ryan

Absent - Anthony McMinn, Debbie Roundtree

Public present – Sandra Walker, Bessie Bright (in person) Ken Fitch, Fred Nace (virtual)

Staff present – Jamie Carpenter, Meredith Friedheim, Dakota Parker

### 2. PUBLIC COMMENT

3. **APPROVAL OF AGENDA** – Jared Bellmund made a motion to approve the agenda, Patsy DuPre seconded, Chris Cormier, Mark Pavao, Jared Bellmund, Carol Sitzler, Gerald Fitzgerald, Matthew Hickman, Patsy DuPre, Phil Wilmot voted to approve the agenda.

### 4. APPROVAL OF MINUTES

- A. Approval of July and August 2022 minutes – Jared Bellmund made a motion to approve both, Carole seconded, Chris Cormier, Mark Pavao, Jared Bellmund, Carol Sitzler, Gerald Fitzgerald, Matthew Hickman, Patsy DuPre, Phil Wilmot voted to approve both the July and August minutes.

### 5. NEW BUSINESS

- A. Christmas Parade Night Time Proposal - Sandra Walker with Hendersonville Merchants and business association presented to the board that the merchants and business association would like to move the Christmas Parade to an evening parade. They are proposing 1<sup>st</sup> Saturday at 6pm – December 3. They have discussed this with many downtown businesses, and polled attendees at Business Morning Update. There was little discussion from the board except they thought it was a good idea in general.

Carol Sitzler made a motion to recommend an evening parade. Patsy DuPre seconded. Chris Cormier, Mark Pavao, Jared Bellmund, Carol Sitzler, Gerald Fitzgerald, Matthew Hickman, Patsy DuPre, Phil Wilmot voted to recommend the parade be moved to an evening time.

## 6. OLD BUSINESS

- A. Update on 7th Avenue Branding with Arnett Muldrow - Tripp Muldrow and Shawn Terpack presented the branding concept for 7<sup>th</sup> Avenue. They reviewed a presentation as well as thanked the committees for very valuable public feedback in our roundtable sessions in August. They presented the logo and a statement that frames the project, 7<sup>th</sup> Avenue, where it was, where it is, and where it is going with a tagline “7<sup>th</sup> Avenue – Downtown’s Creative Edge”

The Steering Committee saw the initial design two days following the roundtable meetings, and then provided feedback via a survey to inform additional updates.

There were no votes taken, however they requested any feedback from the board. There were conversations regarding colors, the color palette and use of colors in the different variations of the logo. Next steps will be getting the steering committee back together to review a list of design documents we want to have in the final product and plan for a final presentation meeting.

- B. Team Projects and Updates – Jamie Carpenter reviewed the current projects as listed in the agenda and opened up for comments.

1. **Special Events Fee & Policy Updates** – no board comments
2. **Sidewalk Dining Review Schedule** – no board comments
3. **Parking Meter & Permit Implementation** – questions from board regarding motorcycle parking and handicap parking – Jamie will check on those.

Currently:

- Reviewing proposals for parking access control systems (PARCS) for the garage
- Finalizing permit fees – proposed:
  -
- Reviewing & meeting with city attorney and police regarding ordinance changes (enforcement, booting, towing, ticket escalation)
- November 9 – Tentative parking Q&A meeting for the public

Next Steps:

- Parking informational flyers for the updates – covering different questions for different audiences:
  - Meter FAQs
  - Permit FAQs
  - How to use park mobile
- Promotions for downloading Parkmobile with promotional codes and opportunities for businesses to validate parking

### 4. Events:

- Friends of Downtown Hendersonville will be working with the Tourism Development Authority to enter into a contract to take over Garden Jubilee. The Friends will be publishing an RFP for an event planner or event planning company to oversee vendor and event coordination for this event (cost included in contract from TDA to Friends)

- Interviews for Events Coordinator taking place next week – Jamie Carpenter and Matthew Hickman recognized Meredith for all of the work she has done and contributed to since she has been a part of the team. We thank her for everything she has contributed to the City of Hendersonville and wish her the best.
- Friends of Downtown Events remaining in 2022 were reviewed.

## **5. Zoning Text Amendments – Economic Vitality Team**

The Economic Vitality Team reviewed two zoning text amendments at their meeting on September 6. These amendments have been reviewed by the Planning Board’s Legislative Subcommittee and will be reviewed and recommended by the Planning Board.

### **I. Elimination of parking minimums in C-1:**

- There were no comments regarding this zoning text amendment.

### **II. Multifamily in 7<sup>th</sup> Avenue District Summary of Amendment Petition:**

- for a zoning text amendment to address the Supplementary Standards for Multi-Family Residential uses in the 7th Ave area. Currently, the portions of the 7th Ave area that are zoned C-2 only permit Multi-Family within the boundaries of the 7th Ave Depot National Register Historic District (NRHD).
- As proposed, Sec. 16-4-24, which only applies to Multi-Family uses in the C-2 Zoning District, would be amended to expand Multi-Family uses to a larger area encompassed by the 7th Ave Municipal Service District (MSD).
- As proposed, Sec. 16-4-24 would also be amended to strike the provision that Multi-Family uses would be limited to the second floor of buildings.
- Staff is proposing that Multi-Family be extended to the MSD. However, staff is proposing that the provision limiting multi-family to second floors be amended to state “upper” floors and that the provision remain in place for the NRHD but the limitation would not be in place for Multi-Family uses in remainder of the MSD.
- The Economic Vitality team asked questions regarding requirements for ground floor non-residential uses.

### **Comments:**

Phil Wilmot – not a proponent of multifamily within the MSD, in 7<sup>th</sup> in particular. He noted that our zoning does nothing to restrict or make unique the MSD from commercial/c-1. Everything is allowed except 2-3 business operations. A lot of things are allowed that do not benefit the MSD. The point is to make money for the city through consumer related businesses.

Mark Pavao – understood that the first floor is commercial (corrected – first floor can have residential but has to have a non-residential component).

Phil Wilmot – upper floor is fine. Not a proponent of ground floor housing as it does not add to the business mix.

Jared Bellmund – noted that this zoning text amendment was initiated because the developer will be updating the building and will require a zoning permit in order to receive a building permit.

Public Comment:

Fred Nace – As a planning board member, Fred does not support the zoning text amendment. The two buildings is a great plan, likes the plan and the proposal. Believes it is short sighted to make a broad change to the district. Believes that since we are in the middle of the 7<sup>th</sup> Avenue work, and comprehensive plan, broad changes should not be made. The approach of the developer is underhanded, he owns 5 buildings in or adjacent to the zoning district. He is attempting to purchase many buildings in the district.

Ken Fitch commented regarding concern with losing the “vision” of the district.

Mark Pavao made a motion to not recommend this zoning text amendment. We believe the Downtown Master Plan and updated Comprehensive Plan should be completed before major text amendments are considered. Joe Dinan seconded. All were in favor.

## **6. 7<sup>th</sup> Avenue Public Art Project - Community Character Team**

Karen Eve-Bayne gave a presentation on a project by STEAP regarding a project they have received funding from the Henderson County Community Foundation. The project is not yet publicly announced due to funding requirements. The project is a mural and public art project specifically focused on the 7<sup>th</sup> Avenue district. The project funded is for 2-3 murals, and a fiber art project that incorporates work from BIPOC (Black, Indigenous, People of Color) artists and represents Hendersonville (history, agriculture, etc). Project includes:

- Yarn Bombing - Have received permission from the city to cover lamp posts along Maple Street and have received permission from the tree board to yarn bomb four trees in front of the depot and 3 trees opposite of White Duck Taco. Permission from city to leave yarn on tress for winter months and then removed. Will go up in November, come down in March. TDA will advertise with home for the holidays and people will be invited to participate in yarn in days at the Farmers Market to help contribute to the project.
- Mural Project – The organization had public input to help select their first mural artist. They have a selection committee to select from 3 professional artists who have submitted proposals. Patsy DuPre and Michele Sparks from the team indicated their interest in the selection committee.
- Murals will be on private property. Linda DiPaola expressed interest in her building being an option (second floor, above Daddy D’s). They are also seeking other locations of private property for a mural space. STEAP has worked with an attorney to create an easement for ownership of the mural for a minimum of 5 years.
- Project will be presented to city’s Diversity Equity and Inclusion Committee the same night as the Downtown Advisory Board meeting for further feedback.

## **7. OTHER BUSINESS**

## **8. ADJOURNMENT**



## CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY



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|                        |                                   |                      |                                  |
|------------------------|-----------------------------------|----------------------|----------------------------------|
| <b>SUBMITTER:</b>      | Jamie Carpenter, Downtown Manager | <b>MEETING DATE:</b> | 10/11/2022                       |
| <b>AGENDA SECTION:</b> | NEW BUSINESS                      | <b>DEPARTMENT:</b>   | Community Development - Downtown |
| <b>TITLE OF ITEM:</b>  | Earth Day Festival                |                      |                                  |

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### SUMMARY:

Several groups have approached the City regarding an Earth Day festival – BJ Ramer (Team ECCO), The Environmental Sustainability Board, and an Electric Car Club. Downtown Staff have met with this group and together we came up with a proposal to close the 400 and 500 blocks and 5<sup>th</sup> Avenue E for an Earth Day event on Earth Day – April 22, 2022.

The proposed event policy that is slated to be updated and adopted in early 2023 would include recommendations for standard street closures – either ALL of Main Street or a 1-2 block closure maximum for smaller events. This would fall under the proposed 1-2 block closure for smaller scale events.

Representatives will be attending the meeting to summarize and request feedback.



## CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY



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|                        |   |                      |                                  |
|------------------------|---|----------------------|----------------------------------|
| <b>SUBMITTER:</b>      | Jamie Carpenter, Downtown Manager         | <b>MEETING DATE:</b> | 10/11/2022                       |
| <b>AGENDA SECTION:</b> | NEW BUSINESS                              | <b>DEPARTMENT:</b>   | Community Development - Downtown |
| <b>TITLE OF ITEM:</b>  | Multifamily in 7 <sup>th</sup> Avenue MSD |                      |                                  |

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### SUMMARY:

A follow up to the September meeting, the Planning Department will present the entire request for zoning text amendment regarding multifamily residential in the 7<sup>th</sup> Avenue MSD.

Further, we will review the staff proposed process for handling application-initiated requests that involve the districts.

ZONING TEXT AMENDMENT: MULTI-FAMILY IN 7<sup>th</sup> AVENUE (P22-75-ZTA)  
CITY OF HENDERSONVILLE - COMMUNITY DEVELOPMENT STAFF REPORT

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PROJECT SUMMARY

- Project Name & Case #:
  - Multi-Family in 7<sup>th</sup> Ave MSD
  - P22-75-ZTA
- Applicant:
  - Dan Mock
- Articles Amended:
  - Section 16-4-24 Residential dwellings, multi-family
- Applicable Zoning District(s):
  - C-2, Secondary Business (only within 7<sup>th</sup> Ave Districts)
- Future Land Use Designation:
  - Downtown Core
  - Downtown Support
- Planning Board - Legislative Committee Meeting:
  - August 30, 2022
- Downtown Advisory Board - Downtown Economic Vitality Committee Meeting:
  - September 6, 2022
- Summary Basics:
  - Expand Multi-Family uses to 7<sup>th</sup> Ave MSD while preserving ground-floor storefront for non-residential uses

*Summary of Amendment Petition:*

*The City of Hendersonville is in receipt of a petition for a zoning text amendment from Dan Mock to address the Supplementary Standards for Multi-Family Residential uses in the 7<sup>th</sup> Ave area. Currently, the portions of the 7<sup>th</sup> Ave area that are zoned C-2 only permit Multi-Family within the boundaries of the 7<sup>th</sup> Ave Depot National Register Historic District (NRHD).*

*As proposed, Sec. 16-4-24, which only applies to Multi-Family uses in the C-2 Zoning District, would be amended to expand Multi-Family uses to a larger area encompassed by the 7<sup>th</sup> Ave Municipal Service District (MSD).*

*As proposed, Sec. 16-4-24 would also be amended to strike the provision that Multi-Family uses would be limited to the second floor of buildings.*

*Staff is proposing that Multi-Family be extended to the MSD. However, staff is proposing that the provision limiting multi-family to second floors be amended to state “upper” floors and that the provision remain in place for the NRHD but this limitation would only partially be in place for Multi-Family uses in remainder of the MSD.*

## AMMENDMENT ANALYSIS – AMENDMENT OVERVIEW

*Multi-Family in 7<sup>th</sup> Ave Depot National Register Historic District (NRHD)*: Multi-Family residential is a permitted use within the C-2 zoning district only for those properties located within a small area within the boundaries of the 7<sup>th</sup> Ave Depot National Register Historic District (NRHD). In total there are 15 parcels zoned C-2 within the NRHD. Outside of the NRHD, properties zoned C-2 only allow single/two-family residential and Minor PRD developments. In other words, multi-family uses are not permitted in the C-2 outside of the NRHD.

There are a total of 27 parcels within the NRHD along with portions of rights-of-way that include the railroad and historic depot. The 7<sup>th</sup> Ave NRHD is split zoned between CMU (12 parcels) and C-2 (15 parcels). Within the NRHD, both districts permit Multi-Family with no density cap. The primary distinctions between the districts being the minimum front setbacks (C-2: 20' / CMU: 12') and maximum height (C-2: 48' / CMU: 64').

*7<sup>th</sup> Ave Municipal Service District (MSD)*: The “7<sup>th</sup> Ave area” could be perceived as a reference to the entire corridor from the intersection at US 64 (to the west) to the Oklawaha Greenway / Mud Creek floodplain (to the east) along with some of the adjacent side streets. The area described above is much larger than the NRHD and more closely reflects the 7<sup>th</sup> Ave Municipal Service District (MSD).

The 7<sup>th</sup> Ave MSD is one of two MSD's in the City (the other being the Downtown MSD).

These are special tax districts that collect additional property tax revenue that is reinvested towards physical improvements and economic development strategies which support businesses and facilitate redevelopment in these areas. Some of the funds generated by the 7<sup>th</sup>

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|---|
| Downtown Municipal Service District =<br>\$0.24 tax per \$100 valuation<br><br>7 <sup>th</sup> Ave Municipal Service District =<br>\$0.17 tax per \$100 valuation |
|---|

Ave MSD are utilized in conjunction with the Friends of Downtown funds to provide support for the Farmers Market, plantings and landscaping maintenance. The 7<sup>th</sup> Avenue District is also slated to receive district “branding” and additional signage as well as extensive Streetscaping improvements. The streetscaping project will be constructed in phases with phase I located in the NRHD and phases II & III extending down the rest of the corridor to the Oklawaha Greenway.

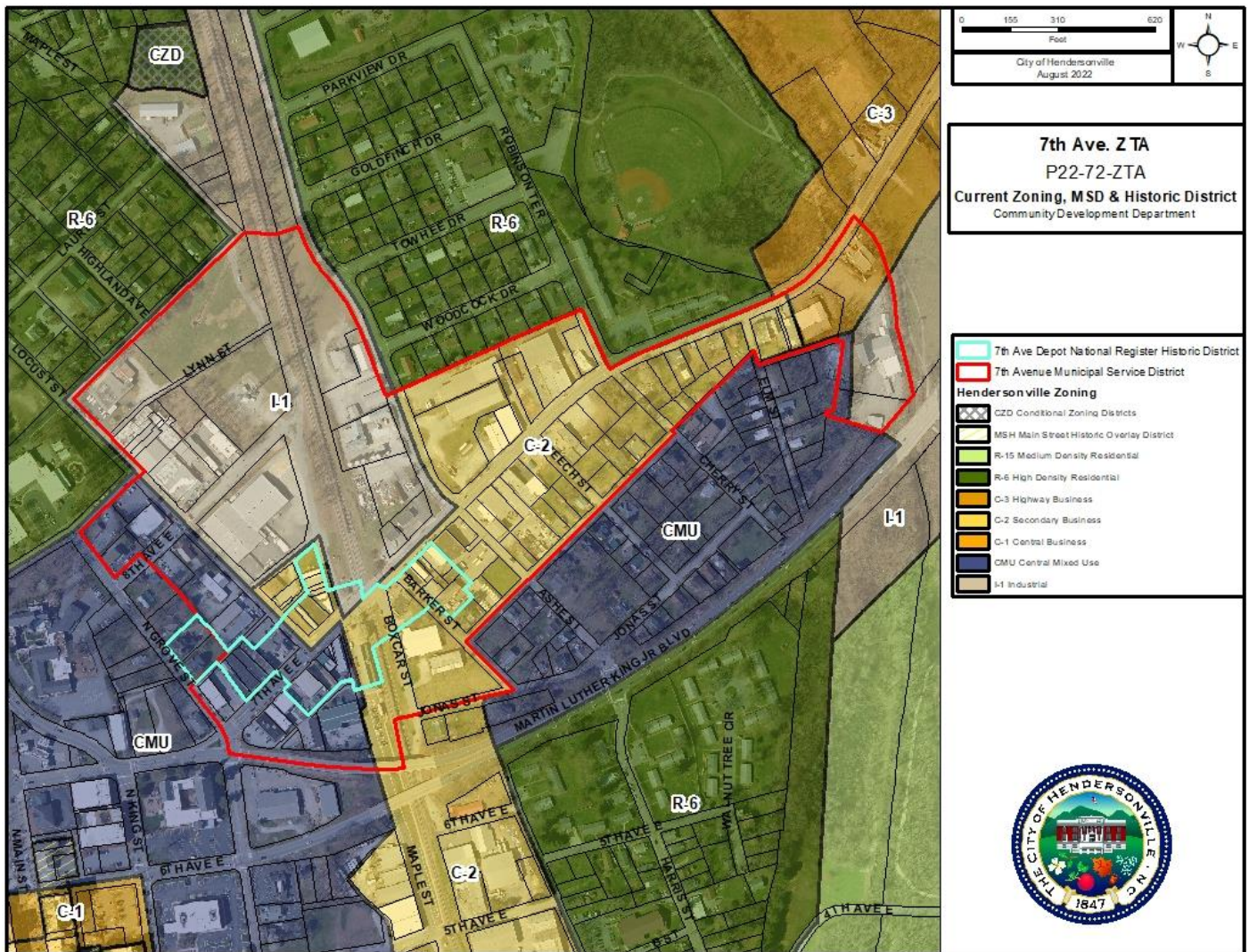
Both the 7<sup>th</sup> Ave NRHD and the 7<sup>th</sup> Ave MSD are referenced in the Zoning Ordinance. The references to the MSD relates to a provision waiving parking minimums (there are no parking minimums for uses within the 7<sup>th</sup> Ave MSD boundaries). As previously mentioned, The 7<sup>th</sup> Ave NRHD boundaries are used to dictate where Multi-Family uses are permitted within the portions of the NRHD that are zoned C-2. The proposed text amendment would align an area where parking minimums are currently waived with an area where Multi-Family would be permitted.

While the 7<sup>th</sup> Ave area has seen a great deal of redevelopment in recent years, most of that redevelopment activity has occurred within the NRHD. As public improvements are implemented and economic interest in this corridor continues to grow, redevelopment is expected expand further east.

Allowing for Multi-Family uses and reducing setbacks along the entire 7<sup>th</sup> Ave corridor while retaining commercial space on lower floors would promote additional opportunities

for a mix of uses within walking distance to shopping and recreation, facilitate additional redevelopment in an area that provides a wide range of uses and serves as an extension of downtown (or a subdistrict of downtown), and permit the type of urban form that has defined this area since it was initially developed while also promoting a pedestrian-friendly atmosphere that aligns with the goals of the Comprehensive Plan. Additional urban design standards could be considered to ensure compatibility with the 7<sup>th</sup> Ave National Register Historic District.

Map: The following map illustrates the boundaries of the 7<sup>th</sup> Ave Depot National Register Historic District and the boundaries of the 7<sup>th</sup> Ave Municipal Service District along with the zoning districts found within these areas.



SITE IMAGES



*View of 7<sup>th</sup> Ave NRHD*



*Existing Buildings in the 7<sup>th</sup> Ave MSD*

SITE IMAGES



*Existing Buildings in the 7<sup>th</sup> Ave MSD*



*Vacant Lot in the MSD*

SITE IMAGES



*Conventional multi-family with 35'-40' setback in the MSD*



*Existing “missing middle” apartment building in MSD with 0’  
Setback – under contract by applicant*



*Existing Service Use in the MSD*



*Far eastern edge of 7<sup>th</sup> Ave MSD – two properties in background are under contract by the applicant*

## LEGISLATIVE COMMITTEE RECOMMENDATION

The Legislative Committee of the Planning Board met to discuss this petition at their meeting on Tuesday, August 30, 2022. The members of the committee that were present were Neil Brown, Jim Robertson, Stuart Glassman and Peter Hanley. The applicant, Dan Mock was also present. Mr. Mock presented his case for the proposed changes. In general, the Committee members were supportive of the proposed text changes with consideration given to preservation of commercial storefronts at the ground level along 7<sup>th</sup> Ave. Discussion revolved around changes in character between the 7<sup>th</sup> Ave NRHD and the 7<sup>th</sup> Ave MSD as well as changes in character block by block as you move east to west along 7<sup>th</sup> Ave within the MSD. Highlighted was the importance of maintaining a vibrant, pedestrian-friendly experience along 7<sup>th</sup> Ave as redevelopment occurs.

### STAFF ANALYSIS

The zoning text amendment proposal as submitted would read as follows:

#### **16-4-24 Residential dwellings, multi-family.**

- a) The property must be within the Seventh Avenue ~~Depot National Register Historic District~~ Municipal Service District
- ~~b) — Multi-family dwellings may only be permitted on the second floor.~~
- ~~e~~b) There shall be no maximum density other than the minimum dwelling size is 400 square feet.
- ~~d~~c) Multi-family dwellings must be occupied by three or more families living independently of each other.

Staff and Committee members are supportive of the expansion of multi-family uses within the MSD with the revisions proposed for item a).

As it relates to the proposed striking of item b) and the expansion of multi-family uses within the MSD, the potential impact of ground-level, street-front residential uses was of particular concern. Maintaining ground-floor storefronts and a continuous street wall are strategies with the Downtown Core designation of the Future Land Use Map in the City's Comprehensive Plan. Best Planning Practices would also encourage commercial mixed-use districts to maintain non-residential uses on primary corridors. The vision for 7<sup>th</sup> Ave is that of a lively district with a mix of commercial and residential uses. The provision of dense residential uses is essential to the economic welfare of the district. However, these residential uses should not come at the expense of the pedestrian-level experience along 7<sup>th</sup> Avenue. Staff is proposing a balanced approach to this issue with the proposed revisions under items b) & c) below. The addition of item e) also helps to achieve these goals.

Item d) is also proposed by staff to be stricken from these standards. The Zoning Code definition for multi-family already exist and mirrors this standard. Elimination of a requirement for multi-family dwellings to be occupied by 3+ families will reduce redundancy in the Code.

After additional review and consideration Staff are recommending the following revisions to the zoning code.

## 16-4-24 Residential dwellings, multi-family.

- a) The property must be within the Seventh Avenue ~~Depot National Register Historic District~~ Municipal Service District
- b) Multi-family dwellings may only be permitted on the ~~second~~ upper floors within the Seventh Avenue Depot National Register Historic District.
- c) Any building fronting Seventh Avenue within the Seventh Avenue Municipal Service District, but outside of the Seventh Avenue Depot National Register Historic District, shall primarily reserve ground floor space along the Seventh Avenue street frontage for non-residential uses. Alternatively, ground-floor residential dwellings may be permitted in the following special circumstances:
  - i. Access: Access points to ground or upper floor residential spaces may be located at any point on the front, side, or rear of a building, which may include an access point adjacent to any ground floor non-residential space along the primary street front.
  - ii. Frontage: Ground floor residential dwellings may front upon an alley and/or private or non-street public spaces under the following circumstances:
    - a. Notwithstanding any building code provisions, frontage upon private property shall provide a permanent access easement to the closest public right-of-way.
- ~~d) Multi-family dwellings must be occupied by three or more families living independently of each other.~~
- e) The minimum front setback may be reduced to 0' within the 7<sup>th</sup> Ave MSD. Any off-street parking provided shall be located to the side or rear of a building

## AMENDMENT ANALYSIS – COMPREHENSIVE PLAN CONSISTENCY (ARTICLE 11-4)

## GENERAL REZONIGN STANDARDS: COMPREHENSIVE PLAN CONSISTENCY

|                        |  |
|------------------------|--|
| Land Use & Development | <b>Goal LU-10. Downtown Core:</b> Maintain, enhance, and grow Downtown as a vibrant, mixed-use gathering place and cultural center with an emphasis on retail, arts and entertainment uses. Maintain a highly urban, pedestrian-focused environment through building and streetscape design.   |
|                        | Strategy LU-10.1. Locations: 7 <sup>th</sup> Ave [CONSISTENT]  |
|                        | Strategy LU-10.3. Secondary recommended land uses:<br>• Multi-family residential [CONSISTENT]<br>• Live-work units [CONSISTENT]  |
|                        | Strategy LU-10.4. Development guidelines:<br>• Continuous “street wall” with buildings adjacent to the sidewalk [CONSISTENT]<br>• Rear parking or limited side parking only [CONSISTENT]<br>• Window coverage and façade articulation on storefronts [INCONSISTENT]  |
|                        | Strategy LU-10.5. Create a 24-hour environment that supports an expanding residential base in the downtown. Encourage services such as convenience shops, drug stores, and specialty food stores that support downtown housing [CONSISTENT].   |
|                        | <b>Goal LU-11. Downtown Support:</b> Support the Downtown retail core and create a transition between Downtown Core and adjacent residential neighborhoods.  |
|                        | Strategy LU-11.1. Locations:<br>• Area between Downtown Core and Jackson Park [CONSISTENT]<br>• Transitional areas between Downtown Core and neighborhoods to the north, south, and west [CONSISTENT]  |
|                        | Strategy LU-11.2. Primary recommended land uses:<br>• Offices [CONSISTENT]<br>• Single-family attached and multi-family residential [CONSISTENT]<br>• Live-work units [CONSISTENT]<br>• Public and institutional uses [CONSISTENT]<br>• Arts and entertainment establishments [CONSISTENT]<br>• Structured or underground parking [INCONSISTENT] |
|                        | Strategy LU-11.4. (Downtown Support) Development guidelines:<br>• Minimal front setback [CONSISTENT]<br>• Rear or limited side parking only [CONSISTENT]<br>• Façade articulation [INCONSISTENT]<br>• Ground-floor storefronts and/or architectural detailing on parking structures [LIMITED]  |
|                        | Growth Management Map: Area designated as “ <b>Priority Infill Area</b> ” - Areas that are considered a high priority for the City to encourage infill development on remaining vacant lots and redevelopment of underutilized or underdeveloped properties [CONSISTENT]   |
|                        | Strategy LU-1.1. Encourage infill development and redevelopment in areas planned for high-intensity development as indicated by the “Priority Infill Areas” on Map 8.3a.<br>Action LU-1.1.1. Review zoning standards and revise as necessary to enable compatible infill projects. [CONSISTENT]  |

|                                   |  |
|-----------------------------------|--|
|                                   | <p>Strategy LU-3.5 Minimize negative impacts from growth and land use changes on existing land uses. Some zoning map changes and other development applications may create short-term incompatibilities with existing neighborhoods, even if they are consistent with the Future Land Use Plan. It is critical that City officials consider the full range of impacts of all development applications, in addition to conformance with the Future Land Use Plan.</p> <p>Action LU-3.5.1 Consider a full range of short- and long-term impacts when reviewing zone change applications and other proposals that introduce land use changes. When reviewing zone change applications, the City should consider whether applications demonstrate a clear public purpose as well as the criteria listed in Figure 8.3a. [CONSISTENT]</p> |
|                                   | <p>Strategy LU-3.6. - Update the Zoning Code to ensure conformance with the Comprehensive Plan. The Zoning Code is the City's primary regulatory tool in implementing the Comprehensive Plan. Amendments to the Zoning Code and Map will be necessary to reflect Comprehensive Plan recommendations and ensure orderly growth and development. [CONSISTENT]</p>  |
| Population & Housing              | Strategy PH-1.1 – Promote compatible infill development  |
|                                   | Strategy PH-1.4. Allow redevelopment and/or reuse of single-family homes that directly front on arterials into office or high-density residential uses in coordination with the Future Land Use Map.   |
|                                   | <p><b>Goal PH-2.</b> Encourage a wide range of housing types and price points in order to meet the diverse and evolving needs of current and future residents, match the housing supply with the local workforce, and promote diverse neighborhoods.</p>   |
|                                   | <p><b>Goal PH-3.</b> Promote safe and walkable neighborhoods.</p> <p>Action PH-3.1.1. Encourage pedestrian-friendly design features in residential developments, such as recessed or rear garages and front porches in single-family development, and rear parking lots and front entrances in multi-family developments.</p>  |
|                                   | Strategy PH-3.2 - Encourage mixed land use patterns that place residents within walking distance of services.  |
| Natural & Environmental Resources | <b>There are no Goals, Strategies, or Actions that are directly applicable to this petition.</b>   |
| Cultural & Historic Resources     | <b>Goal CR-1.</b> Preserve the viability and individuality of Hendersonville's historic neighborhoods in order to maintain their role in supporting community pride, livability and identity.  |
|                                   | Strategy CR-1.3. Promote investment in and adjacent to Historic Districts through compatible infill development, particularly on currently underutilized, non-historic properties.   |
|                                   | Strategy CR-4.3. Support increased Downtown housing and office density in order to support retail uses and create a 24-hour environment.   |
| Community Facilities              | <b>There are no Goals, Strategies, or Actions that are directly applicable to this petition.</b>   |
| Water Resources                   | <b>There are no Goals, Strategies, or Actions that are directly applicable to this petition.</b>   |
| Transportation & Circulation      | Strategy TC-1.1. Encourage mixed-use, pedestrian-friendly development that reduces the need to drive between land uses.  |

## GENERAL REZONING STANDARDS

|                                      |  |
|--------------------------------------|--|
| <b>Compatibility</b>                 | <p><b>Whether and the extent to which the proposed amendment is compatible with existing and proposed uses surrounding the subject property –</b></p> <p><i>Multi-family: The 7<sup>th</sup> Ave MSD contains a wide-range of land uses including: multi-family and single-family residential uses; automobile service, retail, restaurants, services for those in need, art galleries, and vacant land. The area is also home to the historic depot and the location of the City’s farmers market.</i></p> <p><i>Commercial uses on ground floors: This provision is in place currently and is currently found in the district. This provision would remain in place in full for the NRHD where mixed use is most likely to continue to occur and would remain in place in part in the MSD with provision maintaining non-residential uses on first floor frontage along 7<sup>th</sup> Ave</i></p> <p><i>Setbacks: Minimum front setbacks are currently found in some locations in the MSD. A reduction in setbacks allows for greater flexibility and more efficient utilization of land. A more walkable urban form is achieved by - allowing for buildings to be brought closer to the street to form a “street wall” and by reducing minimum setbacks which allows for the shifting of parking to the rear of a lot.</i></p> |
| <b>Changed Conditions</b>            | <p><b>Whether and the extent to which there are changed conditions, trends or facts that require an amendment -</b></p> <p><i>New activity such as the opening of new businesses, adaptive reuse and renovation of existing buildings has grown in frequency in the 7<sup>th</sup> Ave Area. This activity is likely to occur along the corridor extending east. There is a well-documented growth in demand and undersupply of housing in our region.</i></p>   |
| <b>Public Interest</b>               | <p><b>Whether and the extent to which the proposed amendment would result in a logical and orderly development pattern that benefits the surrounding neighborhood, is in the public interest and promotes public health, safety and general welfare -</b></p> <p><i>Multi-family: As is well-documented in the City’s Comprehensive Plan, there is a need for compatible infill development in areas of the City where utilization of existing infrastructure can be realized and in areas that place residents in close walking distance to goods and services. The addition of multi-family residential would help to address this need while providing a variety of housing types.</i></p> <p><i>Commercial uses on ground floors: This provision will help to achieve a vision for a lively district with a mix of commercial and residential uses and a positive pedestrian-level experience.</i></p> <p><i>Setbacks: Reducing front setbacks and allowing for the shifting of parking to the rear of lots supports a built environment that is more friendly to pedestrians by creating a greater sense of enclosure as is found in areas such as Main St and the 7th Ave District.</i></p>  |
| <b>Public Facilities</b>             | <p><b>Whether and the extent to which adequate public facilities and services such as water supply, wastewater treatment, fire and police protection and transportation are available to support the proposed amendment</b></p> <p><i>The 7<sup>th</sup> Ave MSD is in an urban location that is well served by public facilities.</i></p>   |
| <b>Effect on Natural Environment</b> | <p><b>Whether and the extent to which the proposed amendment would result in significantly adverse impacts on the natural environment including but not limited to water, air, noise, storm water management, streams, vegetation, wetlands and wildlife</b></p> <p><i>There are no known or anticipated negative environmental impacts associated with the petition.</i></p>  |

DRAFT COMPREHENSIVE PLAN CONSISTENCY AND REZONING REASONABLENESS STATEMENT

The petition is found to be [consistent] with the City of Hendersonville 2030 Comprehensive Plan based on the information from the staff analysis and the public hearing, and because:

*The Future Land Use Designations of 'Downtown Core' and 'Downtown Support' call for recommended land uses and design guidelines that align with the proposed zoning text amendment.*

We [find] this petition to be reasonable and in the public interest based on the information from the staff analysis and the public hearing, and because:

*DRAFT [Rationale for Approval]*

- 1) The addition of multi-family residential as a permitted use will allow for greater infill development in a zoning district with a mix of intense land uses.*
- 2) The addition of multi-family residential as a permitted use will place more residents within close proximity to goods and services.*
- 3) The addition of multi-family residential as a permitted use will provide for a variety of housing types at different price points.*
- 4) The reduction of setbacks will allow for more efficient use of land and provide more opportunities for infill development.*
- 5) The provisions maintaining non-residential uses along frontages on 7<sup>th</sup> Ave will support a vibrant mixed-use district as redevelopment occurs along the corridor.*

*DRAFT [Rational for Denial]*

- 1) The allowance of additional density would be incompatible with commercial uses in the 7<sup>th</sup> Ave MSD.*
- 2) The reduction of front setbacks would permit a more distinctly urban form.*



## CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY




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|                        |                                   |                      |                                  |
|------------------------|-----------------------------------|----------------------|----------------------------------|
| <b>SUBMITTER:</b>      | Jamie Carpenter, Downtown Manager | <b>MEETING DATE:</b> | October 11, 2022                 |
| <b>AGENDA SECTION:</b> | NEW BUSINESS                      | <b>DEPARTMENT:</b>   | Community Development - Downtown |
| <b>TITLE OF ITEM:</b>  | Team Projects and Updates         |                      |                                  |

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New items or updates in RED

1. **CANCELED - NOVEMBER Downtown Advisory Board Team Meeting** – this meeting falls on election day. The following day, November 9 will be a parking permit informational meeting, there will be informational stations at the meeting rather than a program with speakers. Permit holders will be invited to attend at 4:30pm and the public attendance at 5:15pm to ensure current permit holders receive all information. Save the dates will go out this week.

### 2. Special Events Fee & Policy Updates:

OCTOBER - **CHANGE FROM LAST MONTH'S UPDATE**

- Presented to City Council at October 6 Council Meeting
- Review with Downtown Advisory Board

DECEMBER

- Adopt fee schedule

### 3. Sidewalk Dining Review Schedule - For sidewalk dining and next steps, we plan to do the following:

1. Make a list of the noncompliant dining and why they are non compliant
2. Evaluate at the community character team meeting (October) – (10/2022 updates) Team reviewed and recommended keeping standards the same in the ordinance. Staff will work to communicate those recommendations.
3. Other updates working on with legal – changing “restaurant” to “food and beverage”; changing geographic boundaries to both Municipal Service districts; and provisions for outdoor dining structures.
4. Provide a grace period for compliance, which by that point it will be by the time we do renewals in the spring

### 4. Parking Meter & Permit Implementation

Currently:

- Reviewing proposals for parking access control systems (PARCS) for the garage
- Finalizing permit fees – proposed:
  - Finalizing permit fees – proposed:
  - \$25 - Dogwood Lot (targeted at downtown employees)
  - \$60 interior lots
  - \$80 - Garage lot
  - \$2 per hour (first 30 minutes free) on Main Street/Avenues
  - \$1.50 per hour (first hour free) in lots and garage
- Reviewing & meeting with city attorney and police regarding ordinance changes (enforcement, booting, towing, ticket escalation)
- November 9 – Parking Q&A meeting for the public – **as a part of this meeting, we will open up the waitlist for the new parking passes:**
  - 1. Current permit holders
  - 2. Downtown businesses and downtown employees
  - 3. Open to the public
  - From direction of Economic Vitality Team we will consider removing metered parking in the Dogwood lot and make it permit only, and investigate a cap per business of permits for the first round of the waitlist.
- Economic Vitality Team reviewed options for employers to provide employee parking:
  - 1) If employer would like to provide parking passes for employees in public lots (Dogwood Lot):
    - a) When onboarding new employees, the employer should create a parking account for the employee that includes the license plate tag and car information and employee contact information. The employer can set up the payment method for the business to pay.
    - b) When an employee leaves, it is the responsibility of the EMPLOYER to contact parking services to remove that employees account. This should be incorporated in your off-boarding process.
  - 2) Employer provides a stipend or reimbursement for parking to employees and recommends employees reserve a spot in the Dogwood lot.
  - 3) Employer provides information for how employees can obtain a permit without covering costs.

#### Next Steps:

- Parking informational flyers for the updates – covering different questions for different audiences:
  - Meter FAQs
  - Permit FAQs
  - How to use park mobile
- Promotions for downloading Parkmobile with promotional codes and opportunities for businesses to validate parking

#### 5. Events:

- **Garden Jubilee Independent Contractor RFP has been published**
- **Event Coordinator Update**
- Friends of Downtown Events remaining in 2022:
  - Farmers Market –
    - October 22 – Trick or Trail 5k start/end at Market

- Holiday Markets – November 19, December 3 – 9am-1pm (starts one hour later)
- Bear Auction – Bidding open! Final auction celebration October 15
- Treat Street Carnival – October 31
- Holiday Tree Lighting - November 25
- Old Fashioned Christmas – December 3
- Holiday Train Rides – December 17 (formerly TDA activity)

**6. 7<sup>th</sup> Avenue Branding** – Final report was submitted by Arnett Muldrow. This is scheduled to be presented to City Council on December 1. While we initially wanted to do a kickoff with the winter farmers market, that timing will be difficult to accomplish. Following the presentation to council, we will work on a slow rollout of logo and design, leading up to a tentative kickoff party on April 7 (Friday).

**7. Downtown Business Investment Initiative –**

Update to office space – instead of the proposed in-kind agreement with Ringo Fire, we are simplifying that to a lease agreement, which would then still allow use of the conference room and cubicle for business support spaces if needed. The lease revenue would offset approximately 1/3 of the debt services on our building and budget and may further supplement the investment program.

**Dogwood Grant / Investment Program progress/next steps:**

1. Approve Grant Contract with Dogwood Health Trust – in process with legal
2. Contract Agreement with Mountain BizWorks – in process
3. Education & Training Partners:
  - a. Contract Agreement with Black Wall Street
  - b. Additional educational partners
4. Present to Council
5. Kickoff Program
6. Review & Suggest updates