



CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD

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



Tuesday, December 13, 2022 – 4:00 PM

AGENDA

1. **CALL TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - [A.](#) October 2022 Downtown Advisory Board Meeting Minutes
5. **OLD BUSINESS**
 - [A.](#) Team Projects and Updates
6. **NEW BUSINESS**
 - [A.](#) 2023 Downtown Board Meeting Schedule
 - B. 2023 Downtown Workplan
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

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Tuesday, October 11, 2022 – 4:00 PM

MINUTES

1. **CALL TO ORDER** – In attendance: Caroline Gunther, Carole Sitzler, Jerry Fitzgerald, Phil Wilmot, Patsy DuPre, Heang Uy, Chris Cormier, John Ryan, Matthew Hickman

Came in after approval of minutes – Joe Dinan, Jared Bellmund, Councilwoman Debbie Roundtree

Staff present: Jamie Carpenter, Lew Holloway

Absent: Anthony McMinn, Mark Pavao

2. **PUBLIC COMMENT** – There were no public comments.
3. **APPROVAL OF AGENDA** – John Ryan made a motion to approve the agenda. Carole Sitzler seconded. Caroline Gunther, Carole Sitzler, Jerry Fitzgerald, Phil Wilmot, Patsy DuPre, Heang Uy, Chris Cormier, John Ryan, Matthew Hickman were in favor.
4. **APPROVAL OF MINUTES**
 - A. September 2022 Downtown Advisory Board Minutes – Matthew Hickman made a motion to approve the minutes. Carole Sitzler seconded. Caroline Gunther, Carole Sitzler, Jerry Fitzgerald, Phil Wilmot, Patsy DuPre, Heang Uy, Chris Cormier, John Ryan, Matthew Hickman were in favor.
5. **NEW BUSINESS**
 - A. Earth Day Festival – Jamie Carpenter presented regarding the background of the event and proposal regarding an Earth Day event. Would have an Electric Vehicle show, Team ECCO would have an event on the 500 block, and Environmental Sustainability Board would take the 400 block for additional vendors and programming.

Carlos Ruiz with the Electric Vehicle club spoke to the background of the event.

Timing is being considered -approx 10am-11am until approximately 2pm. Thinks event would do better due to the timing early afternoon.

Heang suggested partnering with Sycamore Cycles or other bike shops

The Downtown Advisory Board was in support of the event and the 2 block closure.
6. **OLD BUSINESS**
 - A. Multifamily in 7th Avenue MSD

Lew Holloway, Community Development Director was in attendance to review the Multifamily Zoning Text Amendment for the 7th Avenue District. Lew described the project in more detail to follow up on last month's meeting and the review of the zoning text amendment request.

- Properties already in the historic district are allowed to have multifamily housing. Previously, all other properties zoned c-2 outside of the historic district does not allow multifamily housing.
- Current standards – properties must be in national register historic district. Dwellings must be on second floor
- Height restriction – 48 ft.
- Request was to allow it in the 7th Avenue MSD within C-2 district and remove the first floor requirement. The Planning Board's legislative committee. This would continue to permit upper floor multifamily within the national register district only. In the proposed zoning text amendment it would be permitted in the rest of the MSD on main floor or upper floor.
- In the current proposal is to change the request to a live/work unit on first floor.
- A commercial frontage will be required on main floor for in this proposal.
- Councilwoman Roundtree asked about the space and current nonconforming buildings that do have multifamily housing.

Questions –

Chris Cormier – Concern about the commercial use being the main use, living being incidental. Can be difficult to enforce the use regarding a live/work unit. Opinion is that we do not need residential on 7th Avenue.

Phil Wilmot – says this is not progressive for uses on what they are trying to do in 7th Avenue. Says this negates the idea of what we are trying to do in the direction on 7th Avenue. Does not like it, does not support it. Does not have issue with residences on upper floors. Have already allowed parcels that allow uses that are not conducive to the revitalization of the district.

Caroline – How many buildings – this would be all buildings in C2 within the MSD.

Why is this not a conditional use? Vs Why does it have to be a text amendment? Lew – they could request to rezone the properties CMU. We cannot zone specific properties – spot zoning.

Lew Holloway response to questions – Comprehensive plan / uses and mix of uses. – Cannot imagine having multifamily as permitted uses as a part of commercial / downtown uses and development. Vision for downtown will include a mix of residential and commercial.

Chris – Street level floor needs to be kept commercial – front/back. There needs to be a limit to what the height on first floor. Needs to have look/appearance of storefront.

Matt Manley – spoke to the aim of the staff recommendation.

Public Comment – Fred Nace – opposes this zoning text amendment and would like to consider a conditional use. Long term impact. Cannot become more restrictive in the future.

Lew noted that the zoning can change.

This will go to council at the next meeting.

Process – change of timeline for how we will be reviewing zoning text amendments going forward. Staff initiated text amendments will go to the Downtown Advisory Board, however applicant amendments will not. Staff will inform the Downtown Advisory Board of upcoming applications and recommend they attend the Planning Board meeting regarding the application.

Joe Dinan left at 5:13pm

B. Team Projects and Updates

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. 7th 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

7. OTHER BUSINESS

8. ADJOURNMENT

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CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY



SUBMITTER:	Jamie Carpenter, Downtown Manager	MEETING DATE:	December 13, 2022
AGENDA SECTION:	NEW BUSINESS	DEPARTMENT:	Community Development - Downtown
TITLE OF ITEM:	Team Projects and Updates		

New items or updates in RED

1. NC MAIN STREET CONFERENCE – Save the date

2. Special Events Fee & Policy Updates:

- January – Will present proposed fee schedule update for approval

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.
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4. Provide a grace period for compliance, which by that point it will be by the time we do renewals in the spring

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- Reviewing & meeting with city attorney and police regarding ordinance changes (enforcement, booting, towing, ticket escalation)
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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 selected – Dragonfly Marketing**
 - **Vendor communication has started**
 - Friends of Downtown Events remaining in 2022:
 - Holiday Train Rides – December 17 (formerly TDA activity)
- 6. 7th 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. 7th Avenue Streetscape** - CMAR has reached out to subcontractors on pricing information and scheduling. Working on estimate and schedule. City team will then do value engineering to fit within the budget.

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 - b. Additional educational partners
4. Present to Council
5. Kickoff Program
6. Review & Suggest updates

- 8. Downtown Master Plan / Comp Plan** – Community Development dept working on timeline with consultant.

NOTICE

City of Hendersonville Downtown Advisory Board

125 5th Avenue W Hendersonville, NC 28792

NOTICE OF DOWNTOWN ADVISORY BOARD COMMUNITY CHARACTER TEAM

REGULAR MEETING: NOTICE OF REMOTE PARTICIPATION

Regular Meetings of the City of Hendersonville Downtown Advisory Board Events Subcommittee are held on the **First TUESDAY** beginning at **9:00 a.m.** in the Downtown Offices at 125 5th Avenue W, Suite 200.

The following regular meetings have been scheduled for 2023:

January 3
February 7
March 7
April 4
May 2
June 6

~~July 4~~
August 1
September 5
October 3
November 7
December 5

Notice is hereby given that Downtown Advisory Board Members may participate remotely at the above designated time/day/electronically via Zoom software. The meeting is also available at the Downtown offices at 125 5th Avenue W, Suite 200, capacity restrictions apply.

The public may also view, listen and comment live via ZOOM. For security reasons screen sharing will not be allowed. The meeting instructions to join by Zoom will be available on the City's website by visiting <https://www.hendersonvillenc.gov/events-calendar> and below. Comment period instructions will also be displayed at the appropriate times during the meeting.

Virtual Meeting Access:

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

Meeting ID: 767 624 8909
Passcode: 28792

Jamie Carpenter
Downtown Manager

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Posted 12/13/2022

<https://www.hendersonvillenc.gov>

NOTICE

Item A.

City of Hendersonville Downtown Advisory Board

125 5th Avenue W Hendersonville, NC 28792

NOTICE OF DOWNTOWN ADVISORY BOARD EVENTS TEAM

REGULAR MEETING: NOTICE OF REMOTE PARTICIPATION

Regular Meetings of the City of Hendersonville Downtown Advisory Board Events Subcommittee are held on the **First Thursday** beginning at **9:00 a.m.** in the Downtown Offices at 125 5th Avenue W, Suite 200.

The following regular meetings have been scheduled for 2023:

January 5
February 2
March 2
April 7
May 4
June 1

July 6
August 3
September 7
October 5
November 2
December 7

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Posted 4/01/2021

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NOTICE

Item A.

City of Hendersonville Downtown Advisory Board

125 5th Avenue W Hendersonville, NC 28792

NOTICE OF DOWNTOWN ADVISORY BOARD MEETINGS

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 at 125 5th Avenue W, Suite 200.

The following regular meetings have been scheduled for 2023:

January 3
February 14
March 14
April 11
May 9
June 13

July 11
August 8
September 12
October 10
November 14
December 12

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NOTICE

City of Hendersonville Downtown Advisory Board

125 5th Avenue W Hendersonville, NC 28792

NOTICE OF DOWNTOWN ADVISORY BOARD ECONOMIC VITALITY TEAM

REGULAR MEETING: NOTICE OF REMOTE PARTICIPATION

Regular Meetings of the City of Hendersonville Downtown Advisory Board Community Character Subcommittee are held on the **First Tuesday** beginning at **4:00pm.** in the Downtown Offices at 125 5th Avenue W, Suite 200.

The following regular meetings have been scheduled for 2023:

January 3
February 7
March 7
April 4
May 2
June 6

July 4
August 1
September 5
October 3
November 7
December 5

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