



**CITY OF HENDERSONVILLE**  
**DOWNTOWN ECONOMIC VITALITY TEAM**  
Hive on 5 - 125 5th Avenue W | Hendersonville, NC 28792  
Tuesday, November 04, 2025 – 4:00 PM



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## MINUTES

**CALL TO ORDER** – Nancy Neikirk, Mary Margaret, Daniel Carey, Aaron Adams, Phil Wilmot, Oliver Wall

Online – Linda DiPaola

**APPROVAL OF MINUTES** - October 2025 Economic Vitality Minutes – Daniel made motion to approve. Aaron seconded. All in favor.

**NEW BUSINESS:** Economic Vitality – New Business

- 1. Unhoused follow up** - Jamie Carpenter provided an update on the homeless services discussion from the October meeting. We will have representatives in December speak about the homeless service task force.
- 2. Downtown Annual Meeting/Breakfast** – Jamie brought up the need to better connect new and established downtown businesses, especially as many newcomers are seeking information, support, and clarification about available resources.

The committee supported creating an annual winter breakfast event in January or February to:

- Introduce new business owners to long-standing businesses.
- Share practical downtown information (resources, restrooms, contacts, TDA programs, co-op ads, etc.).
- Provide updates on key issues affecting businesses.
- Offer a short overview how the downtown division operates.
- Include a peer panel of established business owners to share what works, foster mentorship, and encourage conversation.
- Create a casual, brief, approachable environment that encourages face-to-face engagement rather than complaint-driven discussion.

Next steps include selecting a February date, determining a venue, gauging interest, and building the program structure (panel + networking). The format should allow for structured information-sharing plus open mingle time.

- 3. 7<sup>th</sup> Avenue Infill Development project / downtown design standards** - Jamie reported that the 7th Avenue Infill development where the building was demolished at 7<sup>th</sup> and Locust is moving through the review process. Because the project cannot meet certain setback requirements, it will go before the Current Planning Committee (a subcommittee of the Planning Board) on Thursday, Nov. 7 to consider alternative design options. This will be one of the largest infill projects in the district.

The conversation highlighted broader concerns about the lack of enforceable design standards for 7th Avenue. While the Comprehensive Plan and the Gen H Downtown Plan include design preferences, these aren't part of the zoning ordinance, which limits the city's ability to influence building style, height, materials, and character.

Staff has been meeting with the Planning Department to explore options such as a design overlay district or a local historic district, but recent state law changes have complicated rezoning processes.

It was also noted another important concern: without stronger zoning tools (historic district), property owners could more easily choose to demolish existing buildings rather than repair them. Strengthening design standards or a local historic district would help address demolition control as well.

### **3. Dogwood Parking Lot Hotel RFP**

The Dogwood Parking Lot, owned by the City of Hendersonville, was originally tied to a hotel development planned alongside the construction of the parking garage. Although the garage moved forward, the hotel project stalled, partly due to COVID, after initial proposals and a contract were already in place.

Recently, new interest has emerged from hotel developers, including higher-end national brands. Because of this, the City will reissue the RFP for the site, with the proposal scheduled to go live December 12. City Council has been briefed individually, and the item will be formally presented for awareness at the upcoming meeting. Additional details will be shared at next month's board or committee meeting.

Multiple development scenarios will be considered, including different land sale or land lease structures. The project also connects to broader planning conversations for this committee such as expanding the MSD (Municipal Service District) from the Dogwood Lot toward the Cedars area, which would significantly increase the budget and allow for improvements such as sidewalks and landscaping.

A major concern is that Dogwood is currently used for employee parking lot with many permit holders. The City will need to identify alternative parking options if the site is redeveloped potentially by purchasing another lot. Long-term planning will also involve updating the parking study, evaluating required parking ratios for hotel development, and considering future structured parking or shared agreements.

### **4. TEAM & STAFF REPORTS**

Economic Vitality – Old business

**Buskers/Noise Ordinance** – Jamie brought up that with the concerns on busker volume, we have been testing decibel levels based on what is currently allowed in the noise ordinance. Currently, the volume many of the louder performers are playing are still within the noise level.

### **5. INFORMAL DISCUSSION**

### **6. 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.*