



7th Ave City Investment Through the Years

City of Hendersonville ★ Aug 6, 2026

Jules Chapin-Tsai



A Little About Me

★ Bryn Mawr College '28

★ B.A in Growth and Structure of Cities
& French and Francophone Studies

★ Interest in Urban Planning or Civil
Engineering

Purpose

★ To inform you about the past and recent city investment in the 7th Ave Area while analyzing the impacts of not only the economic development of the business corridor, but also the surrounding neighborhoods around it

★ Key Research Question: How can local governments use tools such as Municipal Service Districts (MSDs) alongside various other city investments to promote economic revitalization, while minimizing gentrification and the risk of resident displacement?

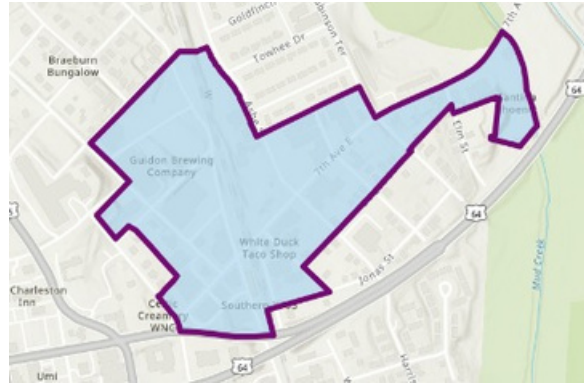
Defining Gentrification

For the purpose of this presentation, gentrification is explored as more than a process of neighborhood redevelopment; it is understood as a process of displacement and transformation. As new residents and investment enter a neighborhood, they can reshape its physical landscape, economic conditions, and cultural character - often reorienting how the community is identified, represented, and valued. Zukin 2015; Kasinitz 1998

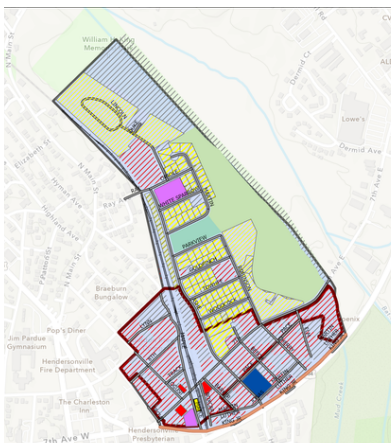
7th Ave MSD

★ A municipal service district (MSD) is a defined area within a municipality in which the unit's governing board levies an additional property tax in order to provide extra services to the residents or properties in the district

(Raleigh NC Gov 2025)



Context & Area Map



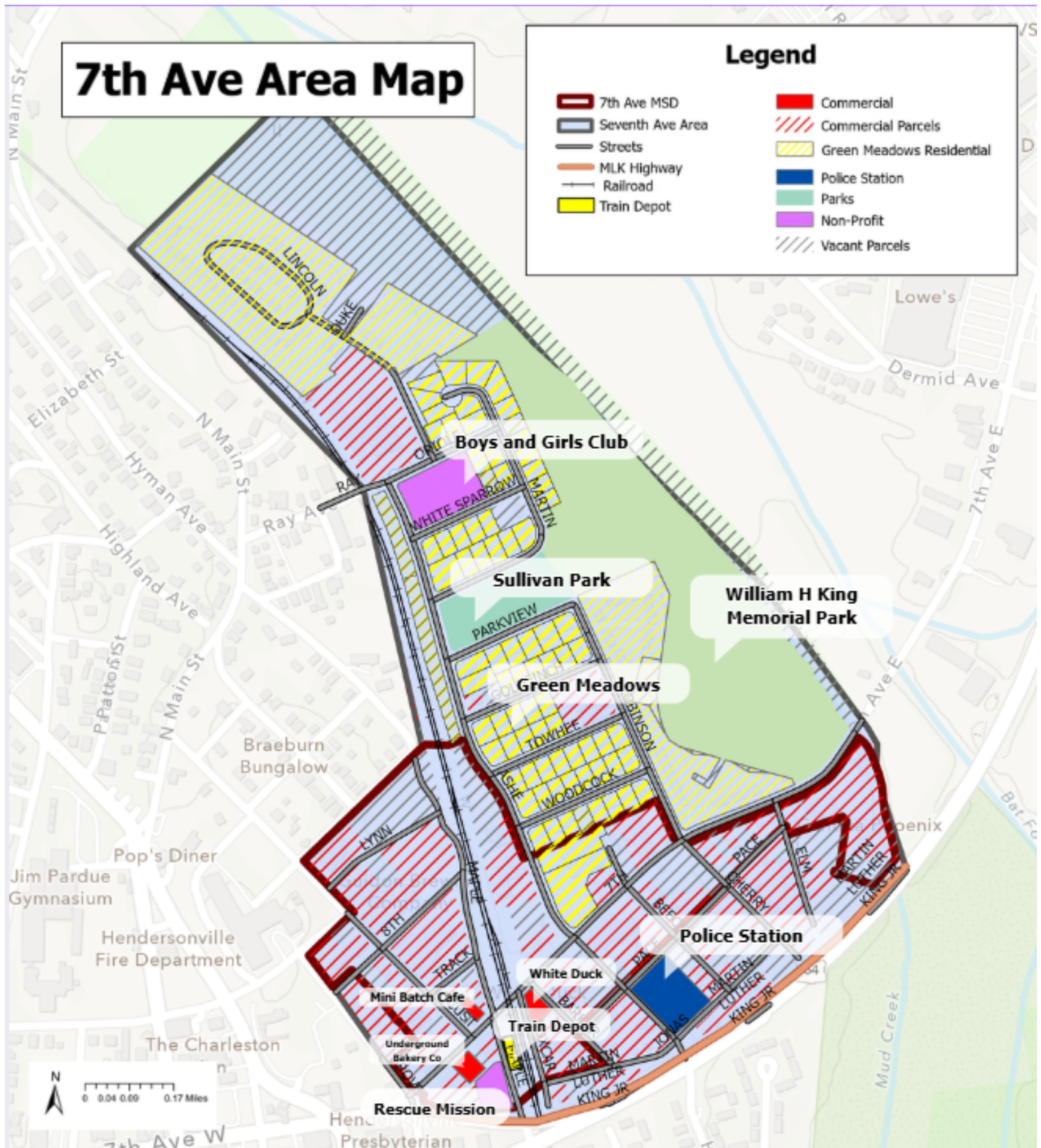
★ Local governments have long grappled with the challenge of revitalizing areas affected by disinvestment, crime, and economic decline

★ Hendersonville's 7th Avenue Municipal Service District (MSD) demonstrates a case study in which city investment can help transform a historically stigmatized area marked by vacant buildings, homelessness, and public safety concerns into a vibrant business district, while also influencing the surrounding neighborhoods

7th Ave Area Map

Legend

- 7th Ave MSD
- Seventh Ave Area
- Streets
- MLK Highway
- Railroad
- Train Depot
- Commercial
- Commercial Parcels
- Green Meadows Residential
- Police Station
- Parks
- Non-Profit
- Vacant Parcels

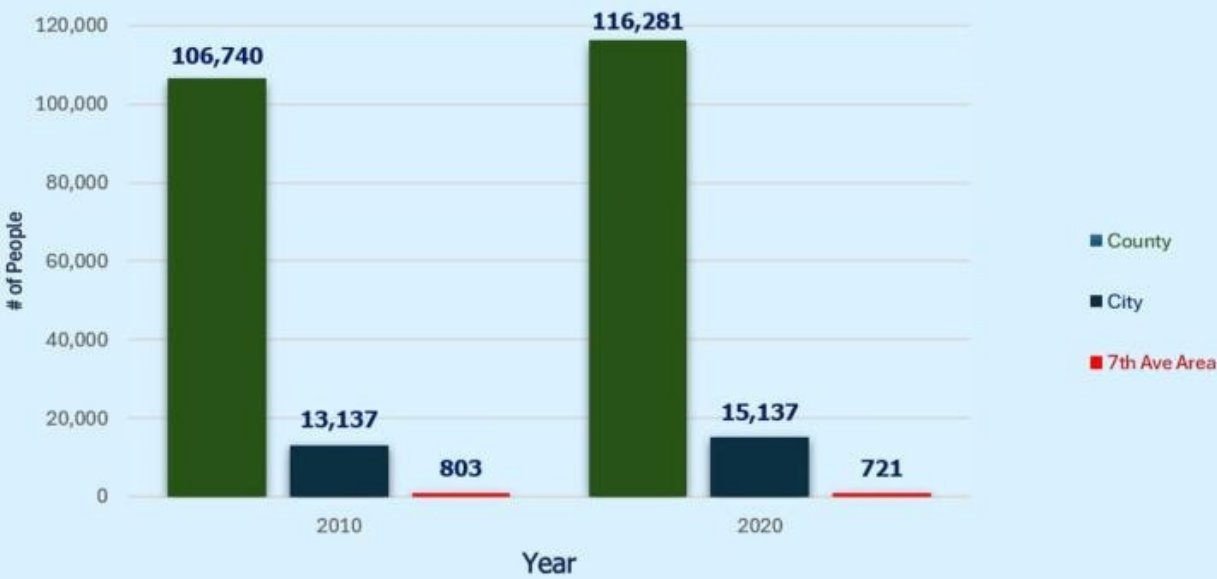


Demographics

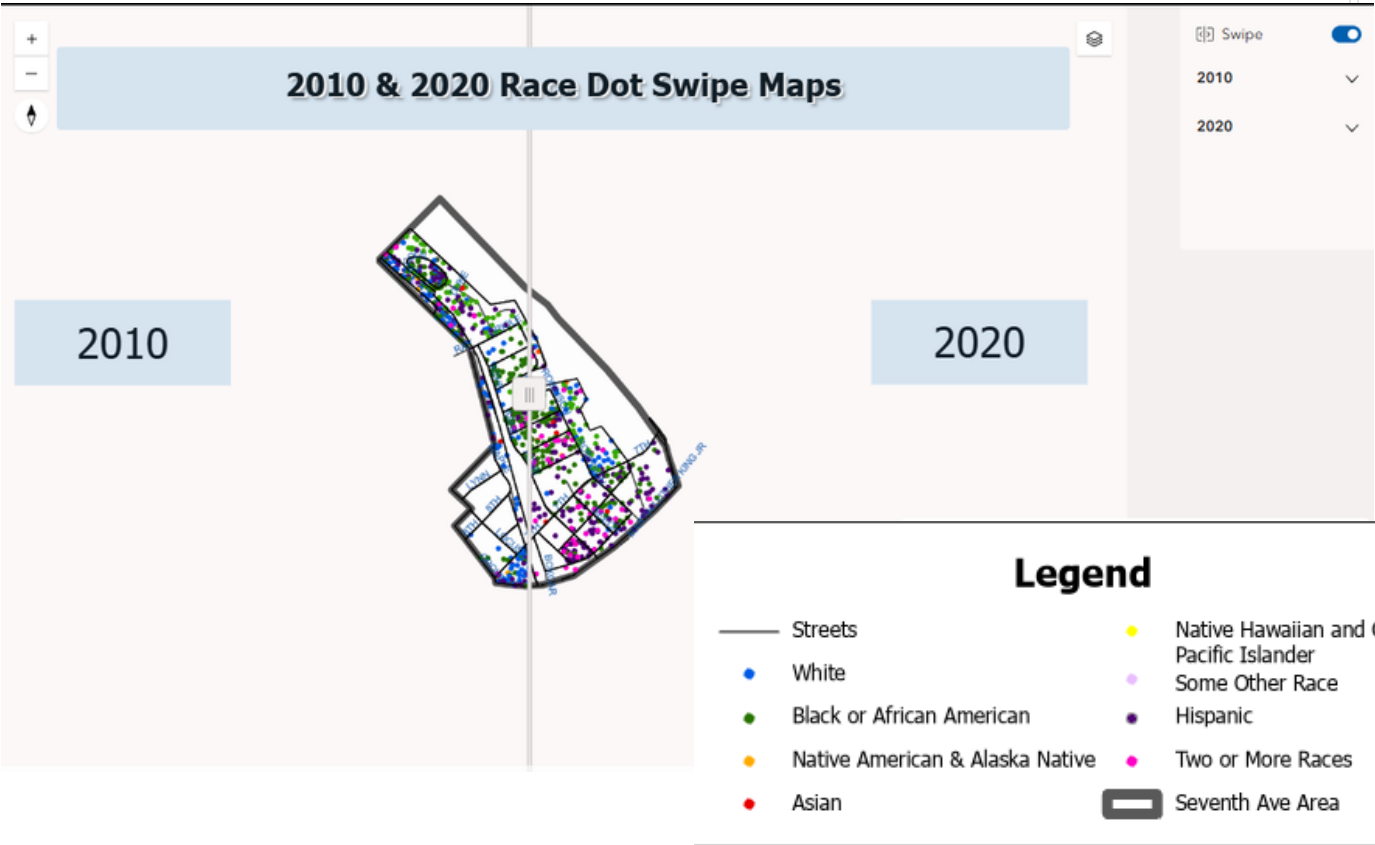
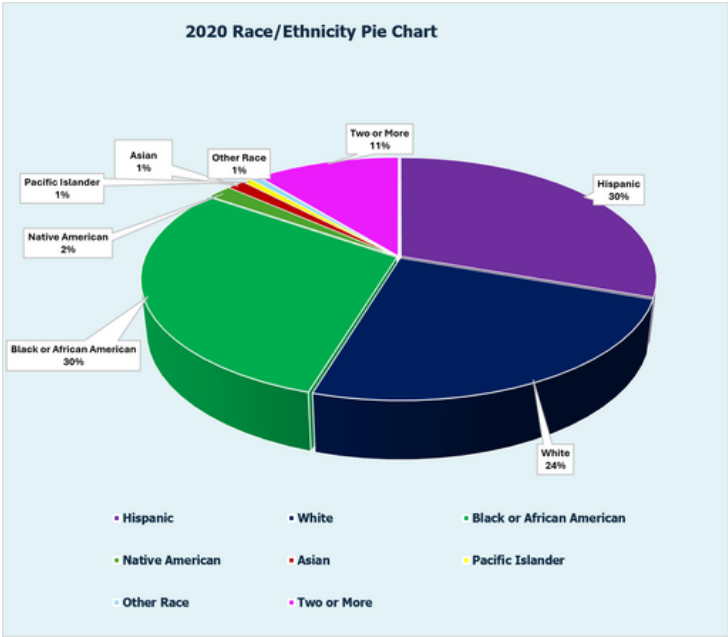
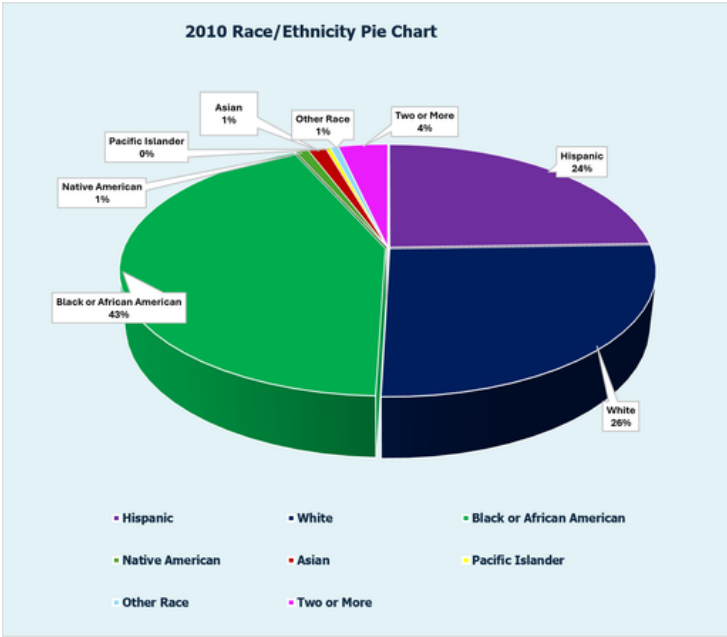
- ★ Census Data
2010 & 2020
- ★ County
- ★ City
- ★ 7th Ave Area
(36 Census Blocks)



2010 & 2020 Populations Changes



Race Demographics Pie Chart

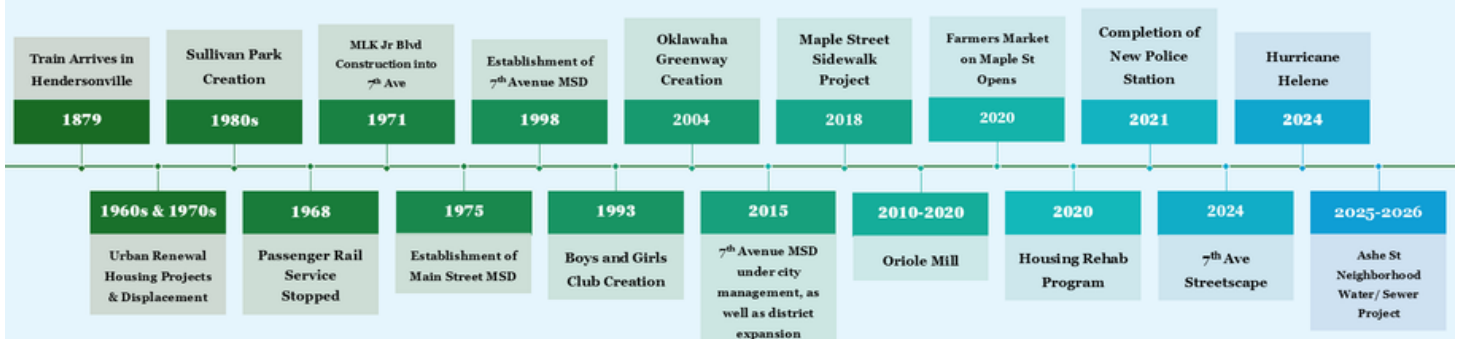




Historical Context

- ★ Timeline
- ★ Train Depot
- ★ Urban Renewal
- ★ Brooklyn Neighborhood
- ↓
- Green Meadows

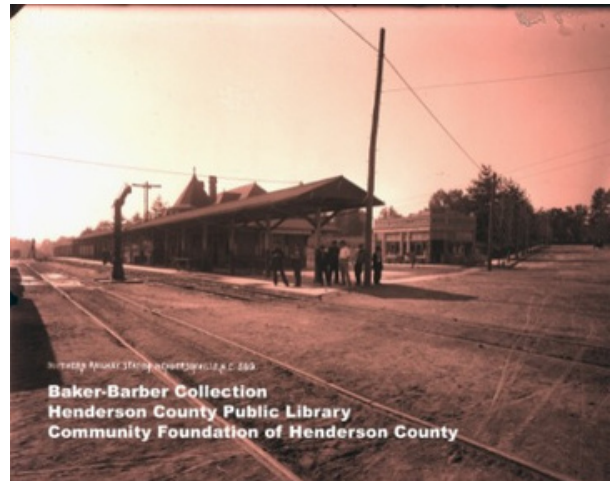
Key Moments in Time (7th Ave Area)



Historic Train Depot

★ Hendersonville's first train depot was built in 1879. With the new mode of transportation connecting Hendersonville to Saluda and other cities, this area became a bustling hub of commercial business

★ Used for passengers as well as for business, however, the train stopped passenger service in 1968



Urban Renewal

1960s - 1970s

Urban Renewal was a federal government-led strategy aimed at revitalizing declining city areas considered as "blighted," and upgrading infrastructure (in this case housing), and spurring private development.

- ★ Housing Act of 1949
&
★ Era of "Slum Clearance"

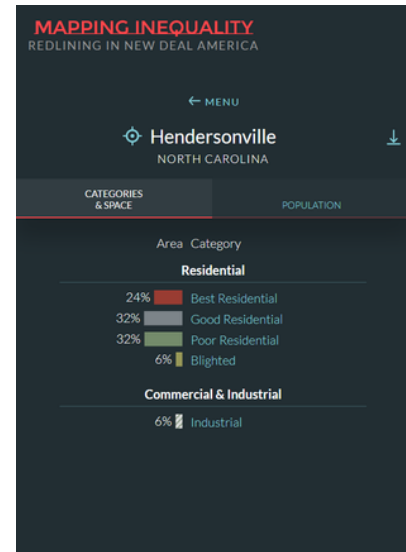
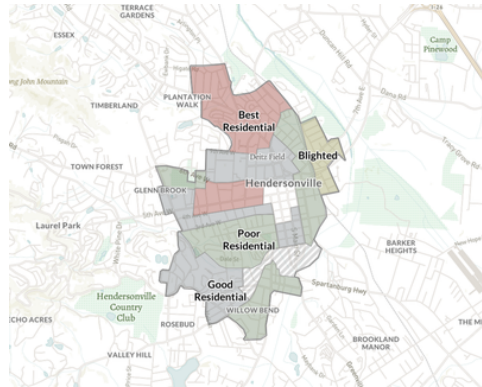
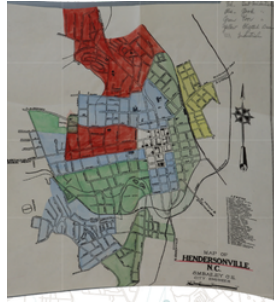


Mapping Inequality in Hendersonville

1930s Red Lining Map

Source: University of Richmond

- ★ Best Residential
- ★ Good Residential
- ★ Poor Residential
- ★ Blighted
- ★ Industrial



Brooklyn Neighborhood

- ★ Historically, a primarily African American neighborhood, present day Green Meadows
- ★ Brooklyn took root in the late 1800s, emancipated slaves sought work & settled nearby a brook
- ★ Urban Renewal Displacement, by 1972, all the homes were demolished to create new housing development
- ★ Neighborhood culture & community was loss due to displacement & the unaffordability after Urban Renewal
- ★ Faded community spirit after being displaced

← Map of the original Brooklyn Neighborhood



★ Renamed to William
H King Memorial Park
in 1982



Views into the Case Study

6 Key Focus Areas

1. Neighborhood History & Community Organizations
2. Zoning & Policy
3. Public Safety
4. Strong Infrastructure
5. Housing
6. Economic Development



Neighborhood History & Community Organizations



- ★ 1989, district est. in National Register
- ★ Community Garden
 - ★2023 revitalization
 - ★Project secured funding ~\$55,000
- ★ Brooklyn Creek
 - ★ Naming
 - ★ Bird Sanctuary
- ★ Rescue Mission
- ★ Boys and Girls Club
- ★ Preserving neighborhood history

Zoning & Policy

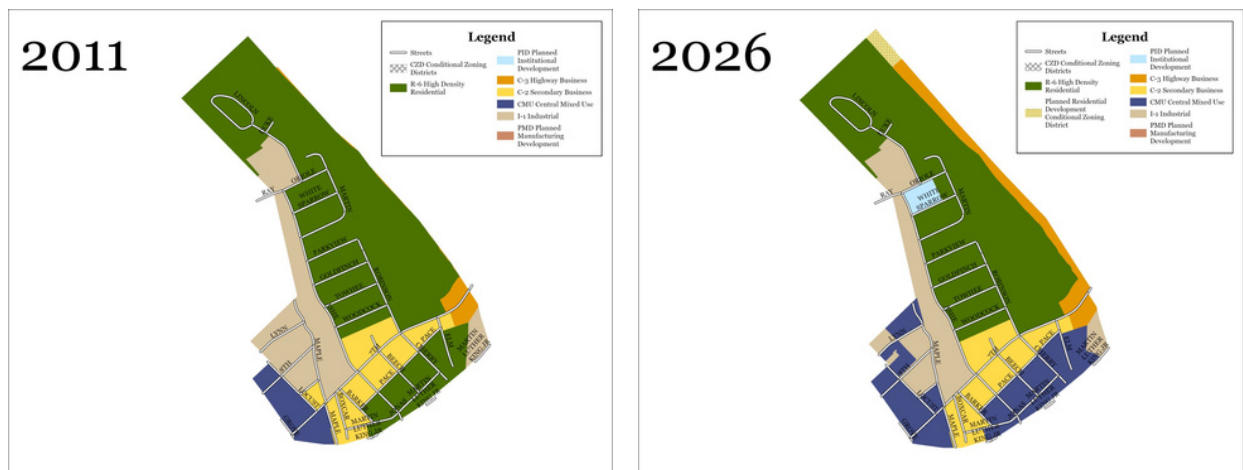
★Urban Redevelopment Area is defined as a geographic area targeted for redevelopment by a local government in compliance with the Urban Redevelopment Law (NCGS Chapter 160A, Article 22).

For an area to be eligible:

- ★ Area considered as "blighted"
- ★Designed to attract private investment & facilitate redevelopment
- ★ The city did not choose to pursue this option



2011 & 2026 Zoning Changes Swipe Map



Public Safety

- ★ Police Station (2021)
 - ★ \$11.5 million
- ★ Lighting Improvements
- ★ Public Safety Cameras
- ★ Community Public Input
 - ★ Upcoming Splash Day



Strong Infrastructure

Past & Current Projects		
Year	Project	Cost
2018	Maple St Sidewalk Improvements	\$111,000
2024	7th Ave Streetscape	\$3,600,000
2025	Brooklyn Creek Stormwater Clean-Up	\$462,000
2025-2026	Ashe St Neighborhood Water/ Sewer	\$3,933,243
2025-2026	Cherry & Beech St Sidewalks	\$403,281
2026	Street Resurfacing & Curb Ramps	\$980,000
Total:		\$9,489,524
Future Budget Allocated Projects		
Year	Project	Allocated Cost
2027	Sullivan Park Improvements	\$723,524
2027	Sidewalk & Drainage Improvements	\$946,000
Total:		\$1,669,524

Housing



- ★ Home Rehab Program
- ★ Community Development Block Grant (CDBG21)
 - ★(NR= Neighborhood Revitalization)
- ★ Rehab 3 homes
- ★ \$931,000 total investment (CDBG Grant & City)



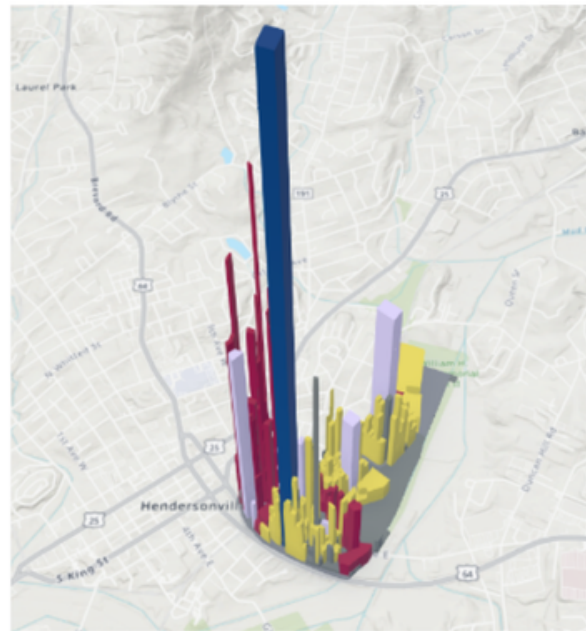
Economic Development

- ★ MSD/Businesses
 - ★ 1998, est. of 7th Ave MSD
 - ★ 2015, under City & expansion
- ★ MainStreet Program
 - ★ Facade Grants
 - ★ Hanging Baskets
 - ★ Events Staff
- ★ Farmer's Market on Maple (2020)

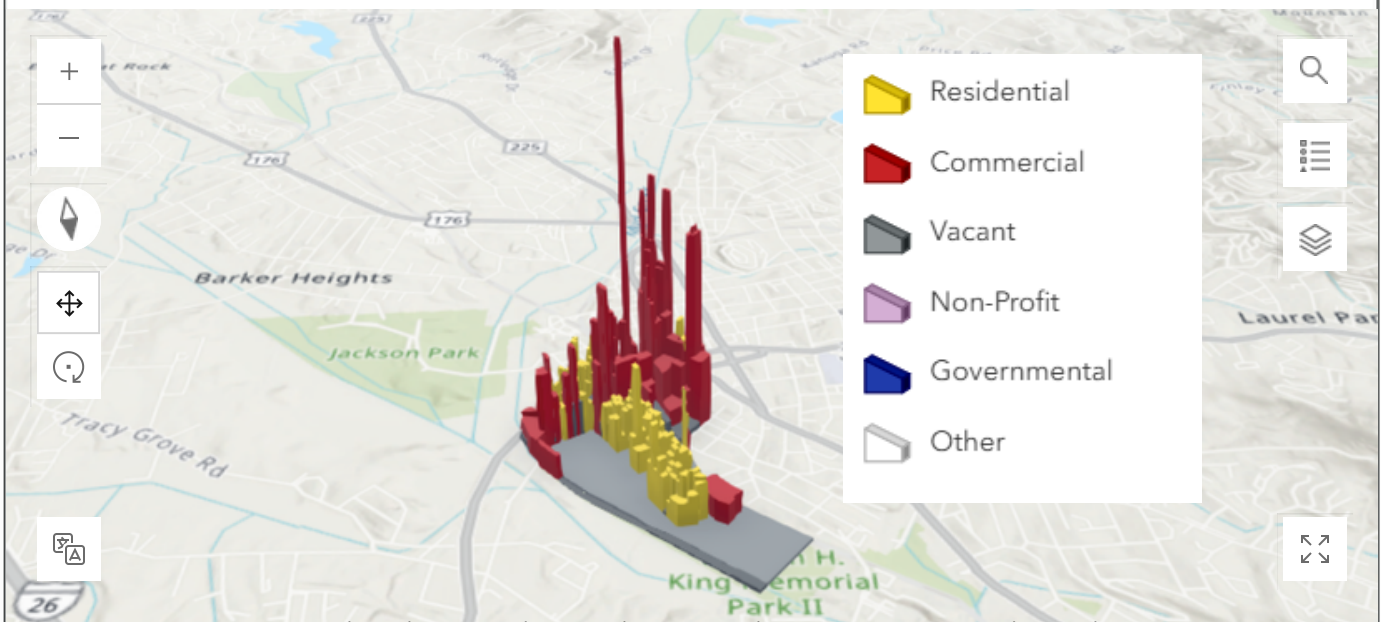


Value per Acre Maps

Now, onto some 3D Interactive Maps



New 3D Value Per Acre App



State of North Carolina DOT | Esri | TomTom | Garmin | SafeGraph | GeoTechnologies, Inc | NASA | NG... Powered by [Esri](#)

Average Value per Acre Percent Changes

Period	Total Avg VPA % Change
2011-2016	-19.06%
2016-2020	47.13%
2020-2026	136.30%
2011-2026	176.27%

Period (For Commercial)	Avg VPA % Change
2011-2016	-8.46%
2016-2020	21.15%
2020-2026	44.80%
2011-2026	60.59%

Period (For Residential)	Avg VPA % Change
2011-2016	-10.60%
2016-2020	25.98%
2020-2026	91.50%
2011-2026	115.68%

Conclusion

Key Question (Revisited):

How can local governments use tools such as Municipal Service Districts (MSDs) alongside various other city investments to promote economic revitalization, while minimizing gentrification and the risk of resident displacement?

Overall, this Case Study analyzed the use of a MSD & city investment strategies in order to revitalize the 7th Ave Area, the data we have analyzed does not show trends that would heighten the risks of displacement

★ Potential future MSD expansions

For 7th avenue MSD, since 2018 (aprox.)

- ★ 27 net jobs
- ★ 12 net businesses
- ★ \$1.45 million private investment
 - ★ Building renovations & uplifts





Thank You!

Any Questions?

References

- Greenmentch. (2025, June 16). *How Urban Renewal Became Urban Removal in Hendersonville* [Video recording]. <https://www.youtube.com/watch?v=d9kwaw2FMqM>
- Millonzi, K. (2026). *Municipal and county service districts – coates’ canons*. Unc.Edu. <https://canons.sog.unc.edu/blog/2011/05/20/municipal-and-county-service-districts/>
- Mulligan, T. (2022). Using a Redevelopment Area to Attract Private Investment – Community and Economic Development. In *Unc.edu*. <https://ced.sog.unc.edu/2012/11/20/using-a-redevelopment-area-to-attract-private-investment/>
- Pryor, A. (2020). History Feature: Hendersonville Community Lives in Memories of Its Residents - The Laurel of Asheville. In *The Laurel of Asheville*. <https://thelaurelofashville.com/communities/history-feature-hendersonville-community-lives-in-memories-of-its-residents/>
- Walker, I. (2025). *Urban development and renewal*. DigitalNC. <https://www.digitalnc.org/primary-source-sets/urban-development-and-renewal/?source=relicbygone#view>
- Zukin, Sharon. (2018). Alienation by Consumption: New-Wave Gentrification in DC. *Sociological Forum*. 33. 1122-1126. 10.1111/socf.12471.

Table of Contents for 7th Ave City Investment Through the Years Intern Presentation

Purpose	3
Defining Gentrification	4
7th Ave MSD	5
Context & Area Map	6
Demographics	7
2010 & 2020 Population Changes	8
Race Demographics	9
2010 & 2020 Race Dot Swipe Map	10
Historical Context Cover Slide	11
Key Moments in 7th Ave Timeline	12
Historic Train Depot	13
Urban Renewal	14
Mapping in Inequality Map	15
Brooklyn Neighborhood	16
Green Meadows Park	17
Green Meadows (Overlay Map)	18
Views in the Case Study	19
Neighborhood History	20
& Community Organizations	
Zoning & Policy	21
2011 & 2026 Zoning Maps	22
Public Safety	23
Strong Infrastructure	24
Housing	25
Economic Development	26
Value per Acre (cover slide)	27
3D Value per Acre Map	28
Avg Value per Acre % Changes	29
Conclusion	30