



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** September 13, 2022

AGENDA SECTION: NEW BUSINESS **DEPARTMENT:** Community Development - Downtown

TITLE OF ITEM: Team Projects and Updates

1. Special Events Fee & Policy Updates:

SEPTEMBER:

- Downtown team prepare list of events, street closure and impact for PD
- PD provide approximate staffing needs per event
- PD and PW provide additional “true cost” financial information for presentation
- Downtown staff check in with finance so they know updates are coming
- Preliminary event policy with fee schedule sent out for review – Downtown, Police, Fire, Public Works

OCTOBER

- Present to Downtown Advisory Board
- Present to City Council at workshop

DECEMBER

- Adopt fee schedule

2. 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)
3. Make recommendations to update along with the updates we are already working on with legal
4. Provide a grace period for compliance, which by that point it will be by the time I do renewals in the spring

3. Parking Meter & Permit Implementation

Currently:

- Reviewing proposals for parking access control systems (PARCS) for the garage
- Finalizing permit fees – proposed:
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 - \$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 – 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
- Friends of Downtown Events remaining in 2022:
 - Farmers Market –
 - Hispanic Heritage Day – September 17
 - October 22 – Trick or Trail 5k start/end at Market
 - Rhythm & Brews – This Thursday! Sept 15 – last of season
 - 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)

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:

- The applicant’s proposal would eliminate parking minimums within C-1.
- Currently there is no parking minimum for commercial uses or residential uses under 5 dwelling units.
- Currently, residential developments with 5 or more dwelling units requires 1.5 parking spaces per dwelling unit in the C-1 district. The 7th Ave Municipal Service District has no parking minimums due to an exemption established in the zoning ordinance.

- In consideration of the applicant's request, staff is recommending the reduction of parking minimums to 1 per dwelling unit to align with standards across our zoning ordinance.
- The planning board's legislative committee recommended removing all parking minimums for downtown, however after staff discussions, the recommendation has changed to reduce from 1.5 spaces per dwelling unit to 1 space per dwelling unit. This will allow staff to investigate initial ways to add to the parking enterprise fund to create more public parking by considering a fee in lieu requirement, where if a developer chooses not to build required parking spaces, they would be required to pay a fee that would support the parking enterprise fund to add to the downtown's overall parking resources. The downtown economic vitality team were in agreement with this recommendation.

II. Multifamily in 7th 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.

6. 7th 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 7th 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.