

# Chapter V. Downtown Master Plan

INTRODUCTION

CHARACTER DISTRICTS

FOCUS AREAS

DOWNTOWN DESIGN GUIDELINES



## Introduction

### WHAT IS THE DOWNTOWN MASTER PLAN?

The Downtown Master Plan (referred to as the Master Plan) serves as a comprehensive framework guiding decisions regarding downtown's future growth, preservation, and development. It is designed to complement with other municipal plans, such as the Gen H Comprehensive Plan, and to align with existing and forthcoming policies and ordinances. Furthermore, it offers direction to governmental entities involved in planning or executing projects that may impact the City's planning jurisdiction. At its core, the Master Plan places emphasis on evaluating and prioritizing factors that shape the community's unique character.

The community holds a sense of pride in being a part of a city celebrated for its quaint charm and rich cultural heritage. The downtown area, notably Main Street, stands as a beacon of its unique identity. Its distinctive serpentine streetscape, historic buildings, and vibrant atmosphere add to the collective spirit and dedication of community members who have cherished and helped form the downtown's character.

The Master Plan for downtown Hendersonville includes design guidelines aimed at shaping its future. These guidelines prioritize development that aligns with the area's scale, fosters positive cohesion between buildings and pedestrian spaces, and respects nearby residential neighborhoods. The aim is to preserve the downtown's unique character while enhancing the quality of life for its residents.

Main Street | Visit Hendersonville, NC



# Organization and Overview

## DOCUMENT ORGANIZATION

The Master Plan is divided into five sections:

**The Introduction** provides historic context and outlines vision and goals.

**Community Input** summarizes the community input related to this Master Plan effort. Documentation of the entire project engagement can be found in Appendix D. Community Engagement.

**Character Districts** define four distinct areas—Main Street, 7th Avenue, Downtown Edge, and Lower Trailhead—identifying existing attributes and opportunities for improvement. See the Figure 5.2 Character Districts Map.

**Focus Areas** show conceptual illustrative site plan renderings with recommendations tied to infill opportunities, streetscape improvements, trail connections, and public spaces.

## Downtown Design Guidelines

provide guidance for the public realm, site design, and building design in efforts to guide future development in a way that is consistent with the character of downtown.

## STUDY AREA OVERVIEW

The study area stretches from Greenville and Spartanburg Highways in the south, to Asheville Highway and Main Street in the north. The western border is a few blocks from the historic core, with the eastern boundary follows US Highway 64 and 7th Avenue. The study area encompasses the 7th Avenue Depot and Main Street Historic Districts, and portions of the West Side and Lenox Park Historic Districts are also within the study area. The study area also includes the Main Street and 7th Avenue Municipal Service Districts (MSDs), as well as various parks, public lands, and the future Ecusta Trail and extensions

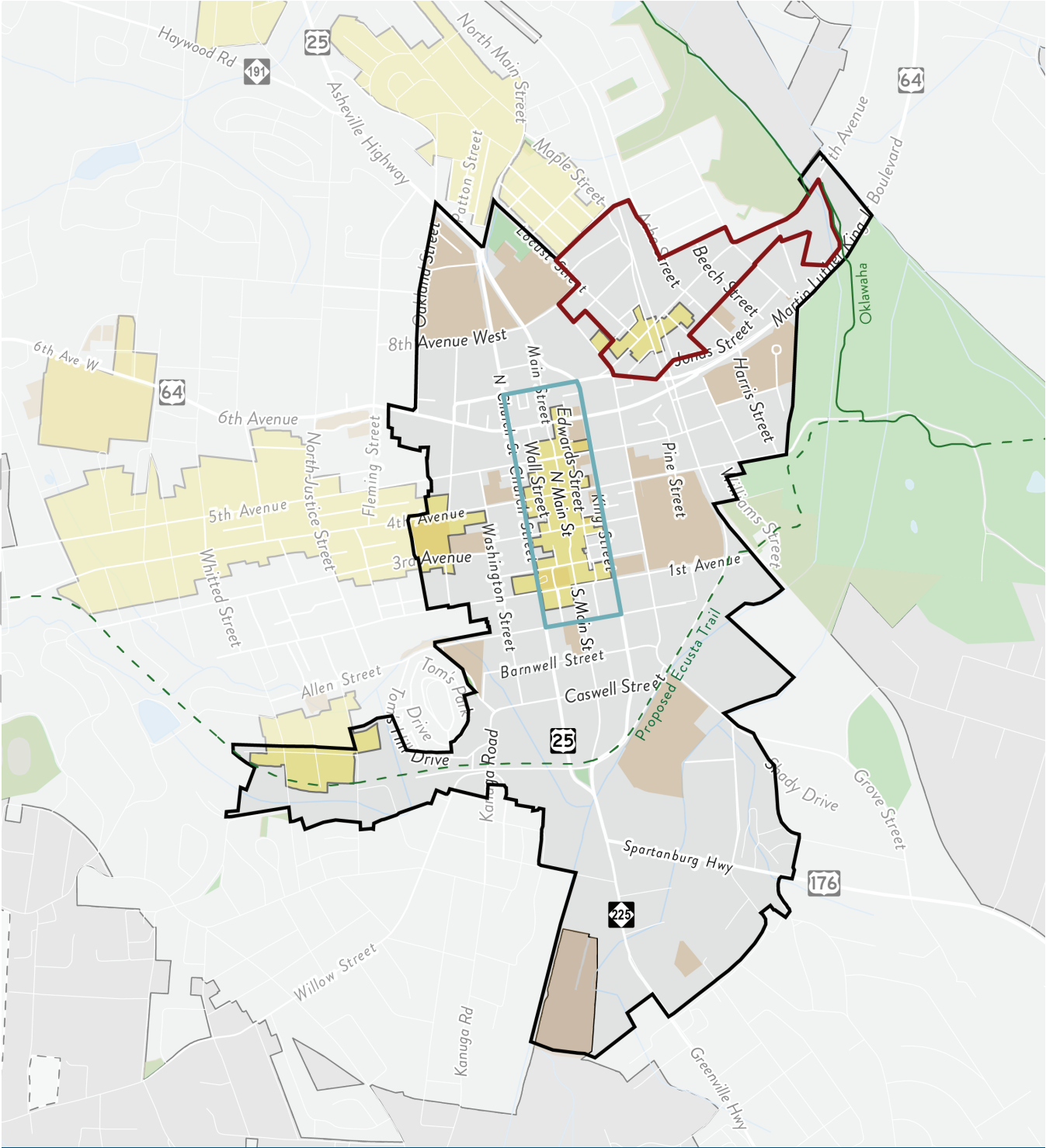


Figure 5.1 Downtown Study Area Overview Map

Source: City of Hendersonville, Henderson County, NCDOT



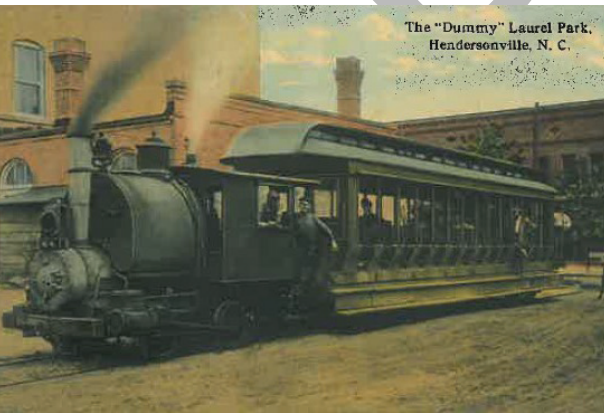
# Historic Context

Centuries before Hendersonville became a city in Western North Carolina, it originated as Native American hunting grounds between the Cherokee and Catawba people. From the 16th century to the mid-18th century, Spanish explorers had sought gold in the region, trade occurred between Native Americans and new settlers, and British military expeditions were performed. In the first half of the 19th century, Hendersonville experienced growth, and the city officially became incorporated in 1841 and chartered in 1847 as the county seat.



Hendersonville in 1910 | City of Hendersonville, NC

While the Post-Civil War period presented challenges, the city began to grow its downtown and the first town hall was built in 1893. Significant technological advancements during this time supported growth, development, and access to downtown Hendersonville as the first railway was built in 1879, the street railway was built in 1890, and a dummy line train in 1903 from Main Street to Laurel Park. By 1900, Hendersonville had become a tourist destination, the population tripled since the city's incorporation, and downtown had five hotels and 20 stores.



Dummy Line Train in 1905 | Greetings from the Past

Hendersonville witnessed significant developments in the first half of the 20th century. This period saw the construction of several key landmarks:

- The current courthouse was built in 1904
- Patton Memorial Hospital (now known as Pardee Hospital) was established at the north end of downtown in 1913 before relocating to 6th Avenue in 1953
- Hendersonville High School was erected in 1926
- City Hall was built in 1928

As the economy began to strengthen in tourism and retail services, there was emphasis on creating a sense of place in downtown Hendersonville.



5th Avenue in the 1930s | Greetings from the Past



Main Street in 1940 | City of Hendersonville, NC



Main Street in 1895 | City of Hendersonville, NC



City Hall in 1940 | City of Hendersonville, NC



During the 1970s, the current library was built on Washington Street and Jackson Park opened. The Main Street MSD was established in 1975 and two years later the serpentine streetscape on Main Street was constructed in 1977. Hendersonville was entered into the National Register of Historic Places in March of 1988. The Hendersonville Historic Preservation Commission was formed in 1995 to oversee eight historically registered districts in the city, including the Main Street Historic District which comprises 55 contributing structures, such as the Henderson County Historic Courthouse and the 7th Avenue Depot District. In 1998, the 7th Avenue MSD was established.

Hendersonville is dynamic and blends historical charm with modern amenities. Downtown hosts boutique shops, galleries, restaurants, and breweries, alongside cultural events year-round. Rooted in a rich historical heritage, Hendersonville stands as a distinct and enduring city.



Main Street in 1945 | City of Hendersonville, NC



7th Avenue Depot | Visit Hendersonville, NC



Main Street in 2005 | City of Hendersonville, NC



Main Street in 1959 | City of Hendersonville, NC



# Downtown Timeline





# Past Plans

Previous plans outline the work Hendersonville has already done as it relates to downtown planning. Multiple plans and studies speak to future pedestrian and bike mobility improvements by way of future sidewalk and greenway projects within downtown. Additionally, the Main Street Program as well as Hendersonville's two downtown MSDs are discussed. Lastly, the annual downtown report is summarized which outlines the most recent downtown achievements.

## WALK HENDO PEDESTRIAN PLAN (2023)

The [Walk Hendo Pedestrian Plan](#) seeks to improve pedestrian connections in Hendersonville, fostering easy foot navigation and enhancing safety. Goals include connecting people to key destinations, ensuring safer streets, and promoting a walking culture.

The vision is to create walkable streets sustaining vibrant neighborhoods, contributing to the city's quality of life and economy. Recommendations include funding for multimodal projects, incorporating pedestrian safety initiatives in the City's Capital Improvement Plan, sharing project schedules, exploring property assessment tools, and collaborating with regional partners.

The plan directly impacts downtown Hendersonville, addressing gaps in the sidewalk network and aligning with the enhanced need for pedestrian infrastructure in the bustling downtown. It aims to create a safer, accessible, community-engaging, and economically vibrant downtown through a pedestrian-friendly environment.

## ECUSTA TRAIL

The Ecusta Rail Trail envisions transforming a near 20-mile rail corridor into a shared-use trail, promoting health, enriching the economy, and becoming a premier greenway in the Southeast. The project aims to offer a safe route for pedestrians and cyclists, provide outdoor recreation, attract tourism, enhance natural and cultural resources, revitalize communities, and stimulate the regional economy.

In 2022, an Ecusta Trail StoryMap was crafted to provide the latest insights into the trail's design and construction progress. In January 2023, the Henderson County Rail Trail Advisory Committee convened and unanimously approved 90% of the designs presented by the county's contractor. In December 2023, construction kicked off on the initial six-mile stretch of the trail, expecting to be completed at the end of 2024. By January 2024, efforts were underway to replace aging culverts and drainage systems and clearing

trees. By February 2024, federal funding was unlocked for Phase II of the project. Pending approval from the North Carolina Department of Transportation (NCDOT), preparations will commence for the final five-mile segment of the trail within Henderson County.

Thanks to the collaboration and commitment of diverse stakeholders and implementation of existing plans, the Ecusta Trail will strengthen Hendersonville by enhancing connectivity, increasing recreation opportunities, boosting tourism, contributing to economic growth for local businesses, and amplifying cultural and natural resources.



Existing and Proposed Conditions of the Ecusta Trail | Conserving Carolina, City of Brevard, NC



HENDERSONVILLE BICYCLE PLAN (2018)

The [Hendersonville Bicycle Plan](#) envisions a connected, safe, and comfortable bike system for riders of all ages and abilities. Supported by efforts to encourage and educate, the goals include enhancing mobility for everyone, normalizing bicycling as a viable mode of transportation, improving connections between neighborhoods, schools, parks, and downtown, and boosting travel safety and personal health.

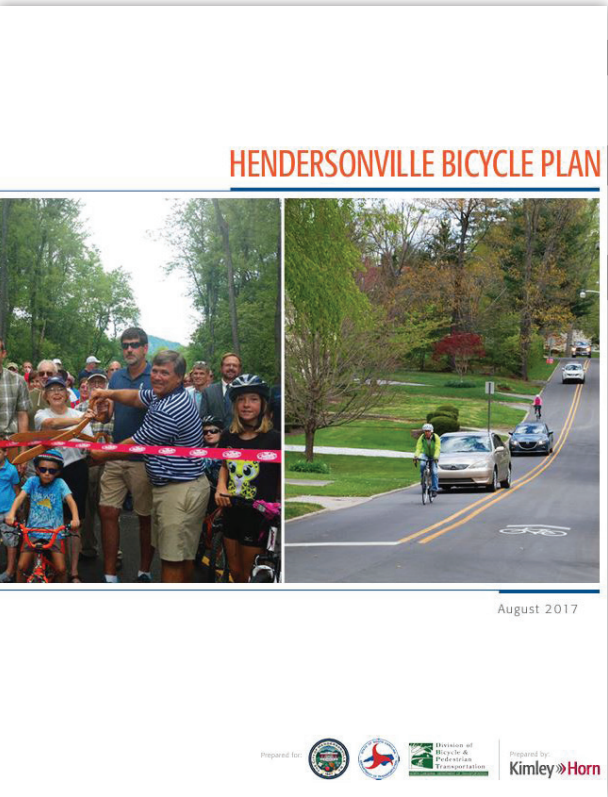
Recommended measures for downtown include shared lanes, bike lanes, buffered or separated bike lanes, and shared-use paths, prioritizing new infrastructure along 7th Avenue, Grove Street, 4th Avenue, Locust Street/Maple Street, and Bearcat Boulevard.

These interventions aim to create a safer, more comfortable, and more accessible downtown, fostering positive changes to the physical landscape and through policy, supporting the local economy, and

promoting a healthier lifestyle. Overall, the plan has the potential to transform downtown into a more sustainable, bike-friendly environment.



City of Hendersonville Bicycle Plan - Bearcat Blvd Concept | City of Hendersonville, NC



City of Hendersonville Bicycle Plan | City of Hendersonville, NC

MAIN STREET PROGRAM

The City of Hendersonville is a North Carolina Main Street Community as designated by the state’s Department of Commerce, and the City is a [Main Street America Accredited](#) program. Being recognized at the state and federal level, Hendersonville is committed to use comprehensive downtown revitalization processes to create placemaking, economic development, and historic preservation.

MAIN ST & 7TH AVE MSDs

Established in 1975, the Main Street MSD completed the original streetscape in 1977. The 7th Avenue MSD was added in 1998, and in 2006, Main Street expanded south. Refurbishment of Main Street Streetscape occurred from 2008-2013. By 2011, the Main Street MSD fell under City management, followed by the 7th Avenue MSD in 2015, which also expanded. In 2019, the Downtown and Planning divisions integrated, and in 2020, advisory committees merged into the Downtown Advisory Board,

while Main Street and 7th Avenue maintained separate budgets. These milestones reflect a dynamic urban evolution in the core of Hendersonville.

The Downtown Advisory Board, under the Downtown Division, exists to identify, preserve, and enhance the small town urban character of the city’s historic downtown. The Downtown Division is funded by a MSD tax on the Main Street and 7th Avenue Districts, and a percentage of sales tax. Both the Main Street and 7th Avenue MSDs are taxed at 21 cents per \$100 valuation (as of July 1, 2023). Tax revenue generated by each district must go above and beyond typical City services. Resources must stay within those district boundaries because it supports the properties that are paying the additional tax.

The Downtown Advisory Board and staff create a downtown work plan that follows the Main Street approach and use this to direct capital projects, promotions and programming every year.



2023 ANNUAL REPORT

The [Hendersonville 2023 Annual Report](#) highlights the City’s achievements downtown:

- The City added the first public parking garage, adding 252 spaces and initiated metering to better manage on-street parking and increase permit options.
- Funding was secured for construction of the Ecusta Trail.
- A new downtown property maintenance crew was created to improve the two MSDs.
- The Downtown Opportunity Fund was established with support from the Dogwood Health Trust in partnership with Mountain BizWorks, to support local businesses, particularly from underrepresented groups.

Significant highlights within the 7th Avenue District encompass:

- The 7th Avenue Streetscape project was commenced in early 2024.

- Since 2020, the Hendersonville Farmers Market has been held on Maple Street. The Market serves as an incubator, generating two brick and mortar businesses in the district who started as vendors.

The Downtown Division achieved notable accomplishments.

- **Downtown Advisory Board:** Built budget recommendations and focused on the MSDs.
- **Events Team:** Organized various events downtown, including Rhythm & Brews, Hendersonville Farmers Market, Bearfootin’ Art Walk & Auction, holiday events, and assumed management of the annual Garden Jubilee festival in 2023.
- **Community Character Team:** Involved in the 7th Avenue Streetscape, façade grants, the Downtown Art Route public art installations, landscaping improvements, and branding efforts for 7th Avenue.

- **Economic Vitality Team:**
  - Secured funding for Pivot Grants to support businesses in response to Covid-19 restrictions.
  - 7th Avenue Streetscape commenced in early 2024.
  - Implemented parking improvements.
  - Recommended zoning updates, including small scale manufacturing and reducing parking minimums.
  - Supported downtown service industry and employees through a customer service training and historic tours.
  - Offered small business loan and training programs for downtown businesses.



Main Street | City of Hendersonville, NC



# Community Input

During the Gen H planning process, the community actively participated in various engagement opportunities, contributing valuable input to the project's development. Below, is a summary of input as it pertains to the Master Plan.

## GROWTH

- Balance preserving small-town charm and fostering growth
- Designate growth and preservation areas
- Bolster local businesses and enhance connectivity between Main Street and 7th Avenue

## REDEVELOPMENT

- Establish outdoor public space for community gatherings
- Develop permanent venues for arts and cultural events
- Explore mixed-use opportunities between Four Seasons Blvd and 7th Avenue
- Regulate infill development to protect nearby residential areas

## ECONOMIC DEVELOPMENT

- Continue City partnership with Black Wall Street and Bizworks for BIPOC small businesses in downtown and 7th Avenue
- Fill downtown retail vacancies and recruit hourly workforce for downtown positions

## PARKS

- Increase recreation usage through strategic implementation of small pocket parks of 1 acre or less
- Expand Jackson Park
- Establish Main Street as a linear park
- Connect the Ecusta Trail and Oklawaha Greenway

## HEALTH

- Consider site near Advent Health for wraparound services
- Address youth and senior well-being concerns
- Provide in-patient beds for children under 18

## CONNECTIVITY & TRANSPORTATION

- Improve downtown accessibility
- Integrate transportation plans to fill gaps effectively
- Expand public transit
- Strategically develop Spartanburg Highway for improved multi-modal usage
- Revitalize commercial corridors like Spartanburg Highway and Highway 64 to ease downtown congestion
- Enhance bikeability along 1st Avenue, 4th Avenue, Main Street, Lake Osceola, and 7th Avenue

## HOUSING

- Address rent hikes and housing shortages with diverse options
- Implement diverse housing, including condos, townhouses, and apartments
- Address the 0% vacancy rate and a 200-household waiting list by investing in Permanent Supportive Housing
- Prioritize housing accessibility

## ENVIRONMENTAL

- Foster collaboration between the Tree Board and City Council to enhance the tree canopy
- Prevent complete clear-cutting and promote replanting with native species
- Address recurring flooding annually

## ZONING

- Protect, enhance, and expand historic districts
- Use flexible zoning for missing middle and workforce housing
- Promote community health and resident reinvestment with customized homeownership and rental strategies

## PUBLIC SERVICES

- Prioritize safe drinking water
- Maintain reliable utility services and existing infrastructure
- Prepare public works for development and growth
- Need additional public works staff to maintain streets


# Gen H Goals

The Vision, Goals, and Objectives outlined within the Gen H Comprehensive Plan embody the collective aspirations for downtown Hendersonville and aim to foster a vibrant, inclusive, and sustainable urban core that serves as the heart of the community. Expanding upon these ten goals, centered on the downtown's unique character and needs, outline a blueprint for a thriving and beloved downtown area, serving as a beacon of civic pride and vitality for future generations. These principles are linked to the Gen H Comprehensive Plan, ensuring alignment with broader community development strategies.



**VIBRANT NEIGHBORHOODS**

A neighborhood in its own right, downtown can be strengthened through improved community bonds and safety, well maintained buildings, streets, and public spaces, diverse businesses and residents, and seamless connections.




**SAFE STREETS & TRAILS**

Streets and trails linking to and within in downtown should be walkable, accessible and connected to safe multimodal mobility options, residential, commercial, and recreational amenities.



**RELIABLE & ACCESSIBLE UTILITY SERVICES**

Infrastructure and utilities within downtown should be positioned to support existing development and future redevelopment opportunities.




**ABUNDANT HOUSING CHOICES**

Downtown should provide abundant, diverse housing options that balance affordability and attainability.




**HEALTHY & ACCESSIBLE NATURAL ENVIRONMENT**

Downtown should seamlessly blend with the natural environment, include parks and open spaces, prioritize floodplains, habitats, and trees, and minimize impact through compact infill and redevelopment strategies.



**ACCESSIBLE & AVAILABLE COMMUNITY USES AND SERVICES**

Downtown should be the center for exceptional public facilities and services.



**AUTHENTIC COMMUNITY CHARACTER**

Downtown should be the center for civic, cultural, and community-centric activities with inviting gateways, preservation of historic character, and sustained support of the thriving business economy.



**RESILIENT COMMUNITY**

The success of downtown is reflective of measures to ensure economic, technical, societal, and environmental health and resiliency.



**SATISFYING WORK OPPORTUNITIES**

A bustling employment center, downtown should provide a range of job opportunities that attract a range of employers and talent to the city.



**WELCOMING & INCLUSIVE COMMUNITY**

Downtown should be the embodiment of the City's commitment to being welcoming and inclusive. This should be reflected in the built environment with a commitment to all ages and abilities infrastructure and diverse businesses, services, residential offerings, and amenities.



# Character Districts

Within the downtown study area, there are four areas with their own unique character. A building height overlay character district, established by the 2007 North Carolina Senate Bill 649, applies to all four character districts. It limits building heights to a maximum of 64 feet, superseding regulations of other character districts.

## LOWER TRAILHEAD

This emerging district contains the southern parcels in the downtown study area and is comprised of single-family residential parcels, big box stores, and open land, allowing opportunity for trail-oriented redevelopment along the Ecusta Trail.

## MAIN STREET

Situated in the core and desired to remain intact with respect to the city’s historic buildings, this district can welcome new businesses and economic growth to enhance the downtown. This district includes the Main Street MSD.

## DOWNTOWN EDGE

This district is centrally located in the downtown study area but focuses outside of the core. This district has the opportunity to accommodate commercial, office, and residential growth in downtown.

## 7TH AVENUE

This district lies in the northeast of the study area with parcels connected by 7th Avenue. This historic district has potential to grow into a commercial hub and an extension of the core. This district includes the 7th Avenue MSD.

## FOCUS AREA CONCEPTS

Five focus areas have been studied as part of the planning process to better understand development potential consistent with the Future Land Use & Conservation Plan map. Within downtown, the Downtown Edge and 7th Avenue Character Districts include conceptual illustrations that convey one of several possibilities for the delineated area.

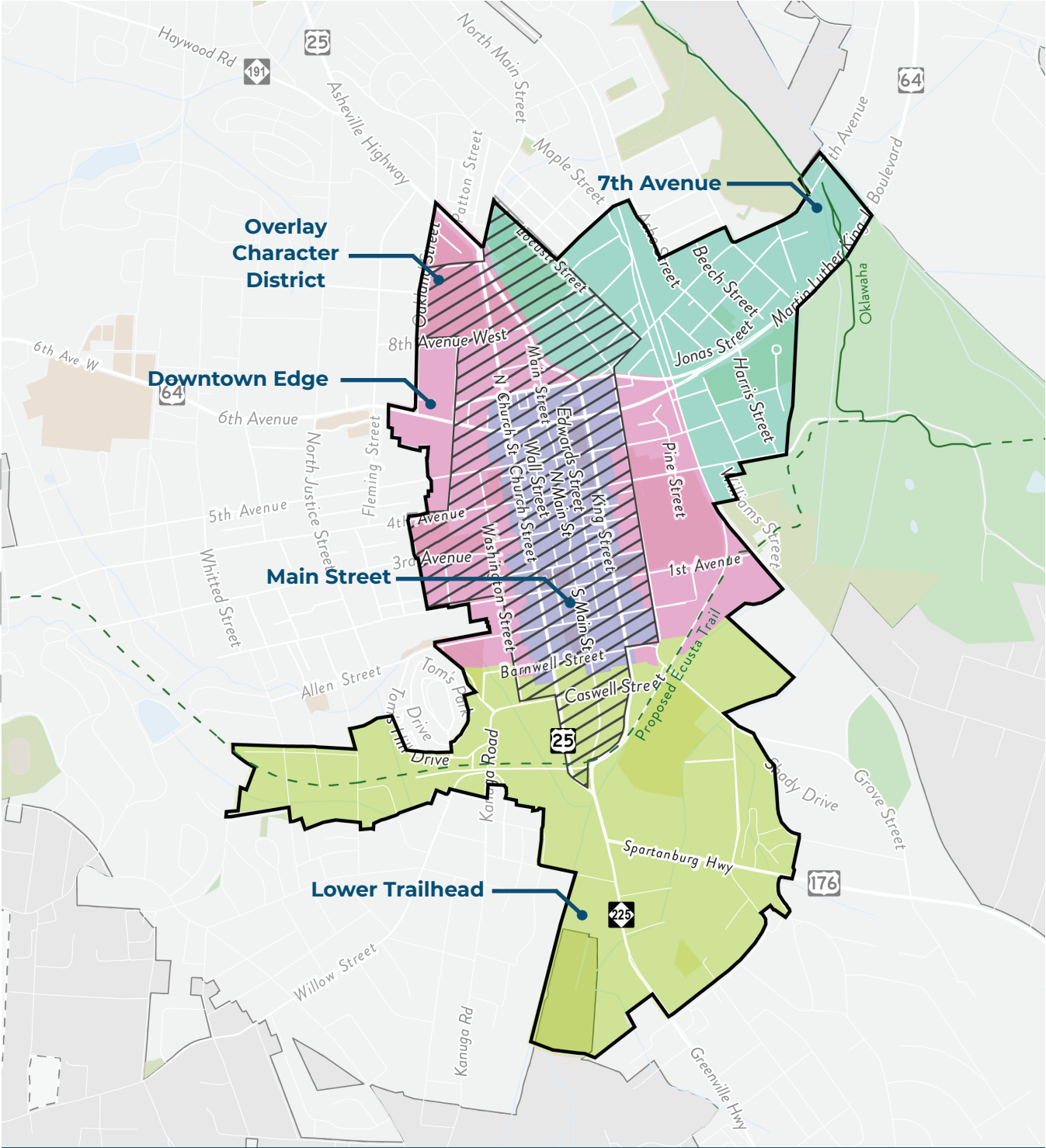


Figure 5.2 Character Districts Map

Streams  
Lakes/Ponds  
Parks  
Public Land  
Hendersonville ETJ  
Hendersonville City Limits  
Proposed Greenway  
Existing Greenway  
Main Street  
7th Avenue  
Downtown Edge  
Lower Trail Head  
Downtown Study Area  
Overlay Character District

0 1,500 Feet

Source: City of Hendersonville, Henderson County, NCDOT



# Lower Trailhead

Situated south of downtown Hendersonville, the Lower Trailhead character district encompasses a range of existing land uses, including retail, industrial, and office establishments alongside single-family and some multi-family residential properties, dotted with pockets of vacant land awaiting transformation.

While lacking the same historical charm as compared with other districts, Lower Trailhead has its own distinct character, and includes a portion of the Lenox Park Historic District. The character district is home to significant local businesses, including various restaurants and breweries, four supermarkets, and the exciting opportunities presented by the development of the Ecusta Trail.

## OPPORTUNITIES

The Lower Trailhead character district offers opportunities for expansion on the southern edge of downtown Hendersonville.

Opportunities include:

- Incorporate trail-oriented development along the Ecusta Trail
- Retrofit suburban shopping centers into mixed-use spaces
- Create a greenspace to form a “new anchor” for community gatherings
- Encourage pop-up retailers and recreational-focused businesses
- Support local retailers
- Diversify housing options
- Improve streetscapes and connectivity within and between districts
- Create parks and restore environmentally sensitive landscapes
- Extend the MSD boundaries to include this district



Proposed Ecusta Trail intersecting Spring Street



Trailside Brewing on South Whitted Street | Bring Fido



1920 Victorian Home on Dale Street | Old Houses USA



Harris Teeter on Spartanburg Highway | Loop Net



# Main Street

The Main Street character district, situated in the heart of downtown Hendersonville along its bustling Main Street, is arguably the most established character district. The district consists of commercial and governmental buildings, many listed on the National Register of Historic Places, with revival style architecture.

Among the character district's key landmarks, the Henderson County Historic Courthouse stands as an iconic symbol of the city's history. The distinctive serpentine streetscape of Main Street, with charming storefronts and historic façades lining along Main Street and adjacent downtown streets, further enhances the district's unique character. Existing land use within the character district encompasses a diverse retail, institutional, office, and mixed-use properties.

## OPPORTUNITIES

The character district can preserve its unique identity by enhancing its distinctive features and improving upon its many attributes. Opportunities include:

- Implement streetscape extensions along Main Street
- Activate second floors
- Diversify land use with emphasizing the inclusion of residential, office, and service spaces
- Initiate code compliance for second-floor spaces
- Activate side streets and alleys
- Shape the district through incentives and policies, encouraging desired developments
- Only permit first floor residential uses on side streets and not on Main Street
- Implement fee in lieu for parking requirements



Groundfloor retailer on Main Street | Explore More NC



Buildings on Main St | Hendersonville, NC Visitors



North Wall Street on 4th Ave | Google Street View



Outdoor dining and restaurant on Main St | Our State



# Downtown Edge

The Downtown Edge character district, distinct from the Main Street character district, forms a secondary ring surrounding downtown Hendersonville. Within this district are notable landmarks such as the current Henderson County Courthouse, Henderson County Public Library, Henderson County Sheriff's Office, Grey Mill Apartments, Toms Park, and Dr. Martin Luther King Jr. Memorial Park. Amidst these landmarks lies a tapestry of historic churches and structures. Existing land uses in this area encompass a mix of retail, institutional, office, some industrial, and some multi-family residential properties.

## OPPORTUNITIES

This character district has the opportunity to be a destination in its own right. Opportunities include:

- Initiate streetscape improvements to improve walkability and bikeability to the Main Street and 7th Avenue districts
- Expand MSD boundaries
- Increase density in strategic areas
- Emphasize transitions in building height and form to ensure character context
- Create flexible land uses to cater to diverse needs
- Prioritize preservation of existing structures that contribute to community character
- Activate ground floors and increasing residential options near Main Street
- Incorporate mixed use residential



Henderson County Courthouse | Flickr, Devtmefl



Sidewalk Art on 5th Ave | Google Street View



Grey Mill Apartments on 4th Ave | For Rent



Henderson County Public Library | Google Street View



# Downtown Edge Concept

## Concept

Building on the success of the Main Street district, this area promotes growth east towards Mud Creek and north towards 7th Avenue. Building strong network connections to the east along 5th, 4th, and 1st Avenues will be key for multimodal connectivity from the Oklawaha Greenway to Main Street and the heart of downtown. Infill development along King and Grove Streets will create new opportunities for more residential in the core and within the Williams Street area. New open spaces opportunities should occur in the form of pocket parks, trail heads, neighborhood parks, and extensions of the Main Street streetscape. Infill mixed use development can provide variety within the government district between 3rd and 7th Avenues and could include a shared-use parking deck for the county courthouse and proposed residential.

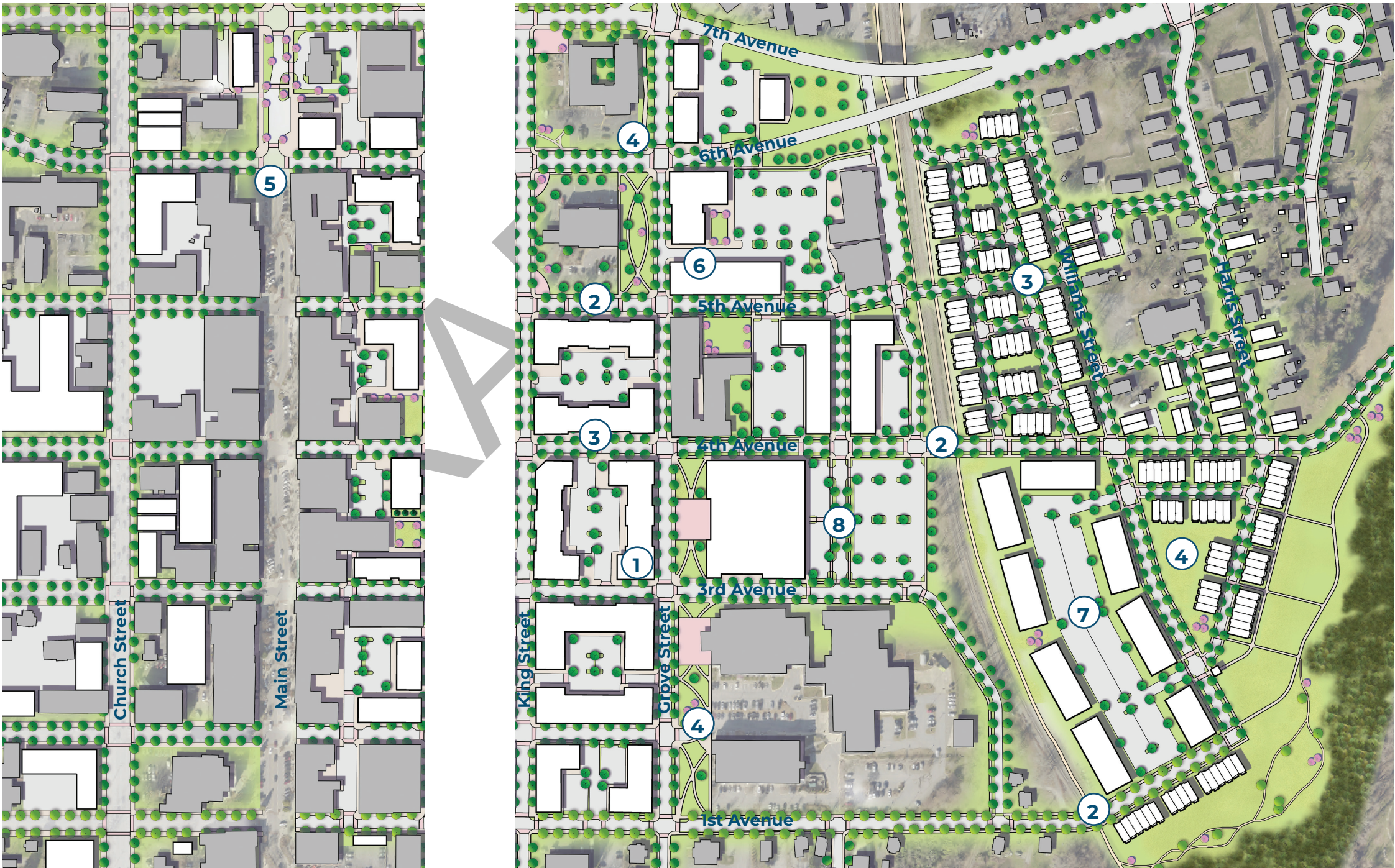
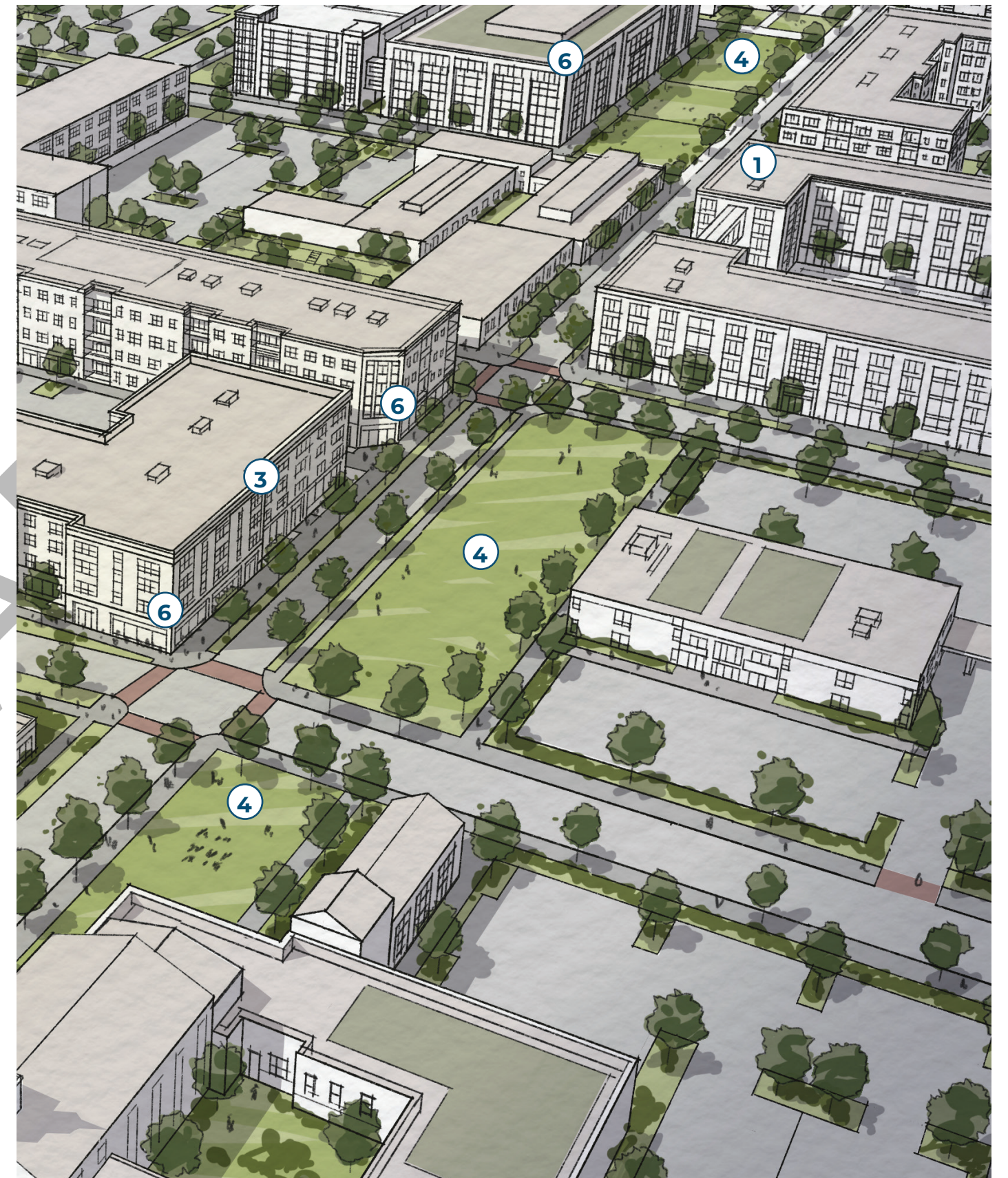


Figure 4.20 - Downtown Edge Concept





Birdseye View of Downtown Edge Concept



Elements

- 1 Promote growth east towards Mud Creek and north towards 7th Avenue. Infill existing parking lots and under utilized properties with mixed use development that will promote a safe, walkable environment and increase tax value.
- 2 Build strong multimodal network connections to the east along 5th, 4th, and 1st Avenues to connect the Oklawaha Greenway to Main Street and the heart of downtown. These connections should provide safe, comfortable bike and pedestrian facilities that promote walking and biking.
- 3 Create new opportunities for more residential in the core with infill development along King and Grove Streets and within the Williams Street area. A mix of affordability and residential product types should be considered.

- 4 Intersperse new open space opportunities in the form of pocket parks, trail heads, neighborhood parks. These open spaces should have active edges and strong connections to multimodal infrastructure.
- 5 Extend the Main Street streetscape to the north and to the south (not pictured). Include elements that promote a safe and beautiful pedestrian environment.
- 6 Infill mixed use development to provide variety within the government district between 3rd and 7th Avenues. Infill can range in scale and purpose, but should have active ground floors.
- 7 Position publicly owned land for affordable housing opportunities.
- 8 Promote shared-use parking for the Henderson County Courthouse and to support proposed residential and mixed use in the district.



Turn parking lots and under utilized parcels into places in Silver Spring, MD | Montgomery PD



Safe, connected bike and pedestrian infrastructure on 6th St. in Charlotte, NC | UNC Charlotte Urban Institute



Mixed income housing provides a diversity of options within downtown | NJ Future



Pocket parks and small open spaces promote character in downtown | Paper City





5 Main Street is intrinsic to downtown's character and appeal. Main Street | Romantic Asheville



6 A mix of uses promotes vibrancy. Ice cream shop in a mixed use development | Jeni's Ice Cream



7 Affordable housing built on publicly owned land. Vistas 707, 80% AMI near Uptown Charlotte | Vistas 707



8 Shared parking can be integrated into other uses such as retail or housing. 15th and Pearl Parking Deck in Bolder | Build Better Burbs

## Case Study Raleigh, NC

### EAST COLLEGE PARK

The City of Raleigh facilitated the development of 98 single-family homes and 51 townhome units in the established and historic neighborhood of College Park as part of the East College Park development project. As part of the project, the City concluded infrastructure enhancements prior to the launch of home construction, including updated water and sewer lines, storm drains, curb and gutter, and new street paving. Sidewalks were added as new homes are built for improved walkability.

Of these single-family and townhome units, 60% are income-restricted homes with limits defined by HUD guidelines. The remaining 40% of the homes have no buyer income restriction.



Site of the redevelopment project | Google Maps



East College Park Development Project | Carolina Cottage Company



## 7th Avenue

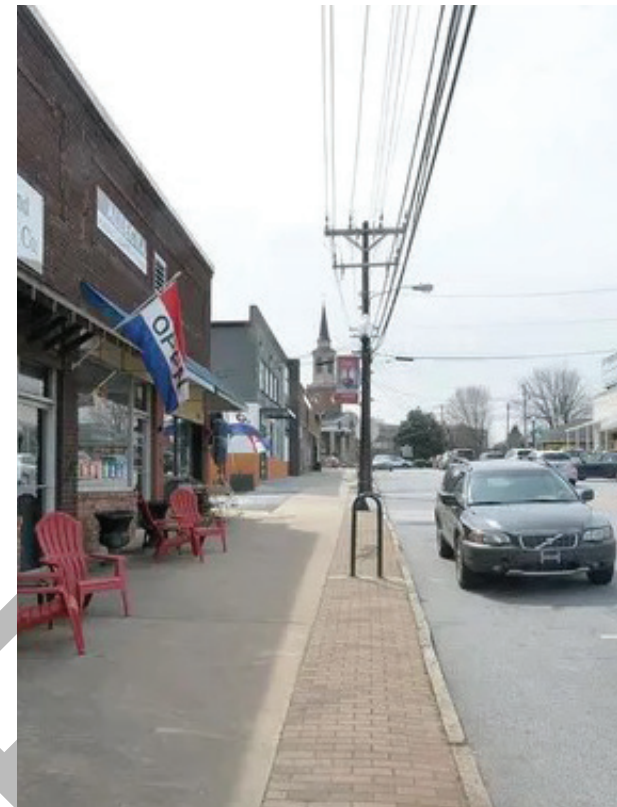
The 7th Avenue character district, located in northeast downtown Hendersonville, features a blend of historic commercial, residential, and transportation structures dating back to the late 19th to early 20th centuries. Originally centered around Hendersonville's first depot in 1879, the district boasts predominantly one and two-story brick buildings, with many being listed on the National Register of Historic Places.

Key landmarks include the J.W. Bailey House, Station Hotel, Hendersonville Southern Railway Depot, the community garden, Boys and Girls Club, and Hendersonville Police Department. A preserved block of original brick street pavement on Maple Street adds to the district's charm, as well as its rich African American history. Existing land use within the character district includes retail, institutional, industrial, office, and single-family residential properties.

### OPPORTUNITIES

The first phase of the 7th Avenue project will enhance pedestrian infrastructure, water systems, lighting, and landscaping. Other opportunities include:

- Promote walkability to Main Street
- Implement future phases of the 7th Avenue project and the Depot Pavilion project
- Develop placemaking initiatives and create community spaces
- Create new development standards to address neighborhood transitions
- Create a new festival street
- Ensure accessibility for residents through rent stabilization and engagement efforts
- Trail-oriented development
- Support and incentivize historically underrepresented businesses
- Attract a high-quality retail mix



7th Avenue Existing Street | Blue Ridge Now



Restaurant on 7th Ave | Visit Hendersonville, NC



Hendersonville Farmers Market on Maple St | City of Hendersonville, NC



Hendersonville Police Department | Edifice NC



# 7th Avenue Concept

## Concept

Located in the northeast section of downtown, the 7th Avenue district has a charm all its own with historic buildings and modest single family neighborhoods. This eclectic area is poised for reinvestment, however will require strategies to mitigate displacement and direct future investments equitably. With the Oklawaha Greenway to the east and the new 7th Avenue streetscape under construction, there is opportunity to better connect the area to downtown and support a walkable destination. Development should orient along the Oklawaha Greenway to create a unique destination within the district. Along 7th Avenue, infill development should include a mix of commercial and residential. New residential infill should be mindful of the existing character and provide a variety of housing types and affordability. New open spaces should be interspersed and reinvestment in William H. King Memorial Park should be considered.

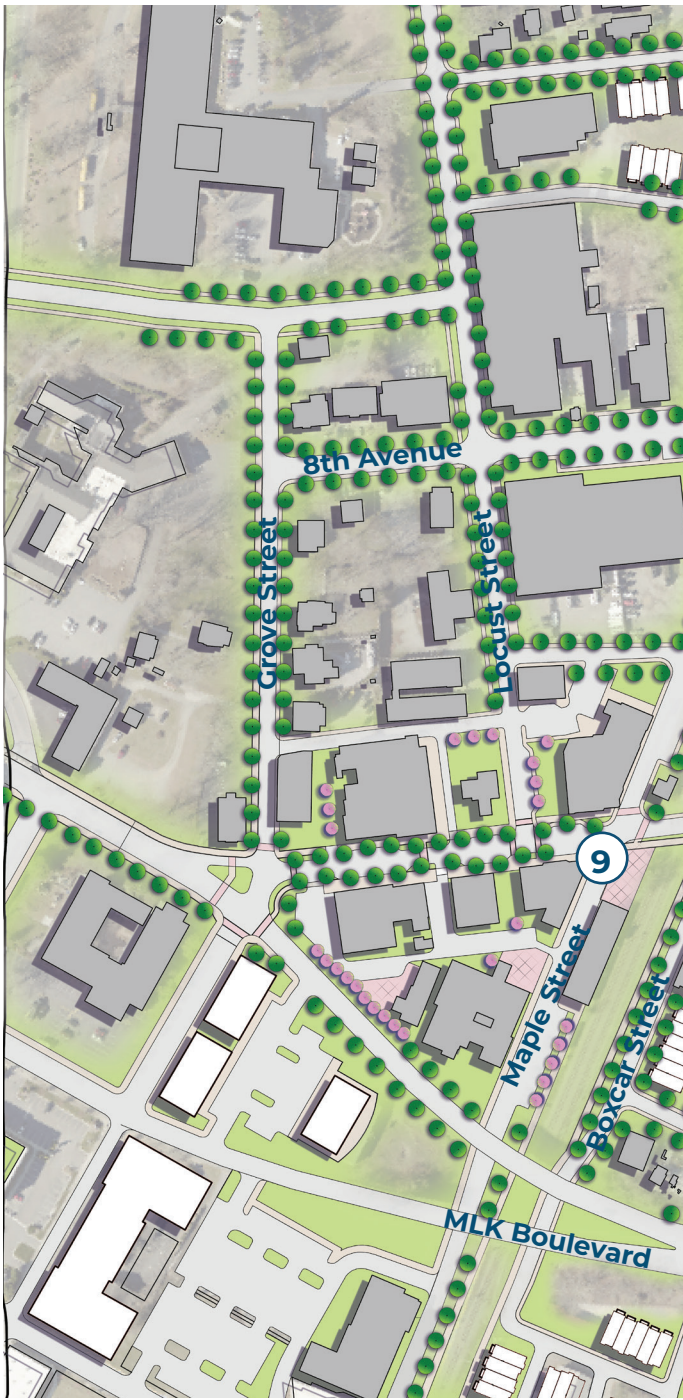


Figure 4.21 - 7th Avenue Concept



- 2 Trail Oriented Development
- 3 Mixed Use Infill Development
- 4 Commercial Fronting 7th Street
- 5 New Open Space/Trailhead
- 8 Future Ecusta Trail
- 9 Festival Street



Street View of 7th Avenue Concept



Elements

- ① At the trailhead of the Oklawaha Greenway, 7th Avenue should create a strong link that connects pedestrians and bikes to Main Street.
- ② Areas that front the Oklawaha Greenway and Mud Creek should orient development towards the them and become vibrant destinations that are easily accessible from the trail.
- ③ Larger sites should be considered for vertical mixed use that includes residential.
- ④ New infill along 7th Avenue should be a mix of residential and commercial uses. New development should be sensitive to the character and form of the surrounding context.
- ⑤ New open spaces should be integrated with new and existing sites. A mix of plazas, courtyards, parklets, and neighborhood scaled parks should be considered throughout the district.

- ⑥ New “missing middle” residential housing within the Green Meadows neighborhood and throughout the district should encourage gentle density with the introduction of duplexes and accessory dwelling units (ADUs). Architecture should be sensitive of the existing form and massing context.
- ⑦ In locations where residential transitions to other uses like commercial, townhomes are appropriate infill.
- ⑧ Linking the future Ecusta Trail to 7th Street along Boxcar or Maple Streets should be considered to strengthen the bike/pedestrian network within the district and downtown.
- ⑨ Improvements along Boxcar or Maple Streets should include improved parking and festival street elements such as semi-permanent bollards, specialty paving, and landscape elements.



Strong bike and pedestrian networks strengthen connectivity to downtown | DDD Baton Rouge, LA



Development should front Mud Creek and the Oklawaha Greenway



Active on the ground floors of mixed use buildings add to vibrancy | Gallery



New infill or additions can be sensitive to the existing character. Kolstrand Building | Aaron Lietz





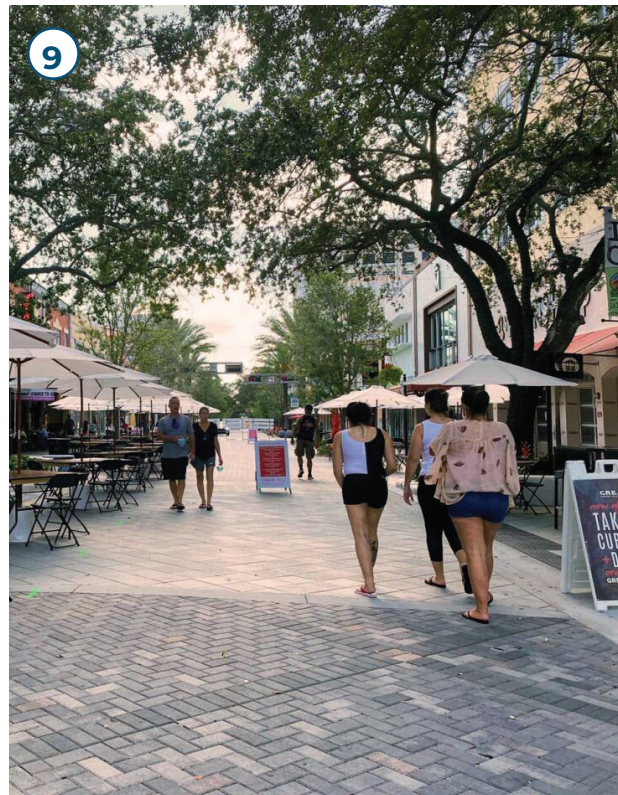
Spaces adjacent to existing and new businesses can be transformed | Jared Kay



Infill quadplexes can blend into existing neighborhoods adding gentle density | Missing Middle Housing



Townhomes create a transition between uses and add gentle density | Zillow

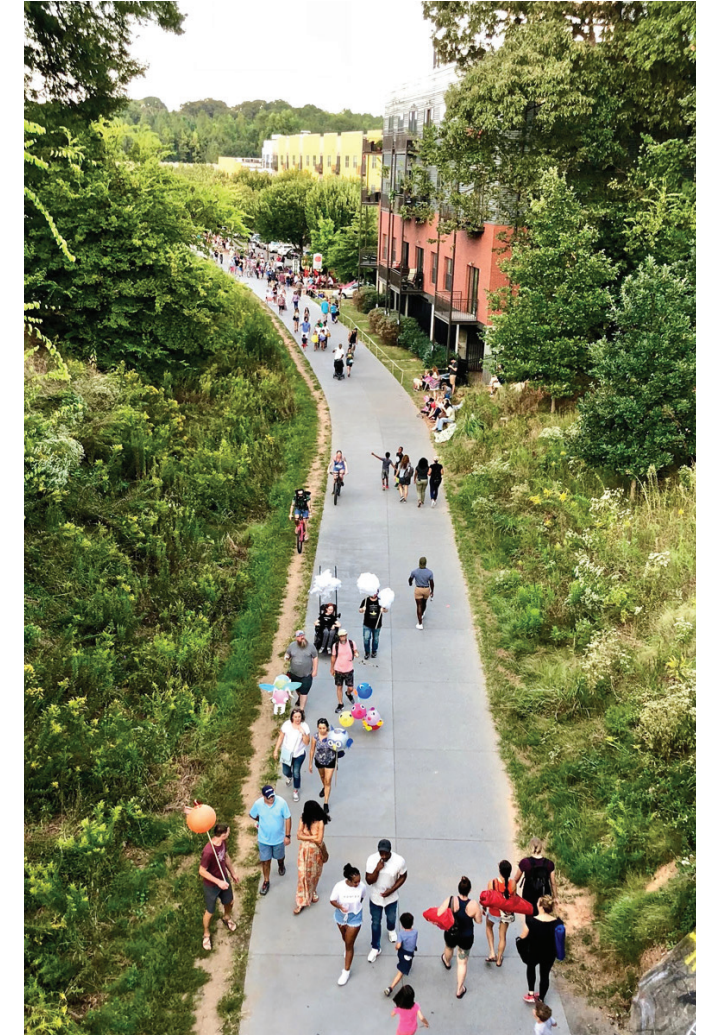


Festival streets provide the flexibility to use streets as open space | Sherryl Muriente

## Case Study Atlanta, GA

### ATLANTA BELTLINE

The Atlanta BeltLine is a revolutionary urban redevelopment project in Atlanta, Georgia, repurposing a historic railway corridor into a multi-use trail network. It aims to enhance mobility, foster community engagement, and promote sustainable development. The BeltLine consists of trail-oriented development, which focuses on creating vibrant, mixed-use spaces along the trail, integrating housing, businesses, and recreational areas. This approach provides accessible and scenic pathways for pedestrians and cyclists, and it fosters a sense of community and economic revitalization along the corridor. While the Beltline is not entirely complete, through the development of a new transit system, multi-use trails, greenspace, and affordable housing along the 22-mile loop.



Aerial of Atlanta Beltline | Atlanta Magazine, John Becker



Atlanta Beltline | Southern Living, Gene Phillips



# Downtown Design Guidelines

INTRODUCTION

PUBLIC REALM

SITE DESIGN

BUILDING DESIGN



## Introduction

### WHAT ARE DESIGN GUIDELINES?

The Downtown Design Guidelines (Guidelines) are intended to be a guiding framework representing community expectations for new construction, additions, and renovations within downtown Hendersonville. The Guidelines aim to ensure future development fits in contextually within each of the character districts while adhering to general urban design principles. Although historic properties in in the Main Street Historic District are subject to certain architectural regulations and review, there are no design guidelines currently in place suggesting how properties outside of historic districts might develop.

The Guidelines aim to be a resource for both City staff and developers outlining expectations for public realm, site design, and building design improvements. These Guidelines intend to align future development with the community's vision to ensure that each project contributes positively to Hendersonville's downtown.

Aerial of Downtown Hendersonville | City of Hendersonville (left)



ORGANIZATION

The Guidelines are divided into three sections: Public Realm, Site Design, and Building Design.

Public Realm

Public Realm guidelines address the shared downtown community spaces such as the public streets, sidewalks, parks and plazas. These Guidelines aim to create vibrant public realms that foster community interaction and engagement.

Site Design

Site Design guidelines address specific standards for future development as they relate to building placement, height, and massing. Additional standards related to open space, stormwater management, and parking are also discussed. These standards are important in ensuring future development complies with the area’s character.

Building Design

Building Design guidelines speak to the architectural character of the downtown districts and provide recommendations on façade design as well as various building elements such as entry, windows, roofs, doorways, ground floors, and materiality. Special emphasis is placed on ground floor activation as it is vital within the downtown pedestrian-oriented districts.



Downtown building façade | Hendersonville, NC Visitors



Painted sidewalk on Maple Street



Hendersonville Main Street



# Public Realm

The "Public Realm" refers to all public or semi-public space, spanning from building edge to building edge.

Activation of the public realm is crucial for fostering a vibrant and pedestrian-friendly downtown. Through strategic design and programming, cities can create environments that encourage pedestrian activity.

Wide sidewalks, outdoor dining, landscaping, pedestrian and bicycle facilities, public art, plazas, and parks all contribute in creating a high-quality public realm that is inviting, inclusive, and dynamic.

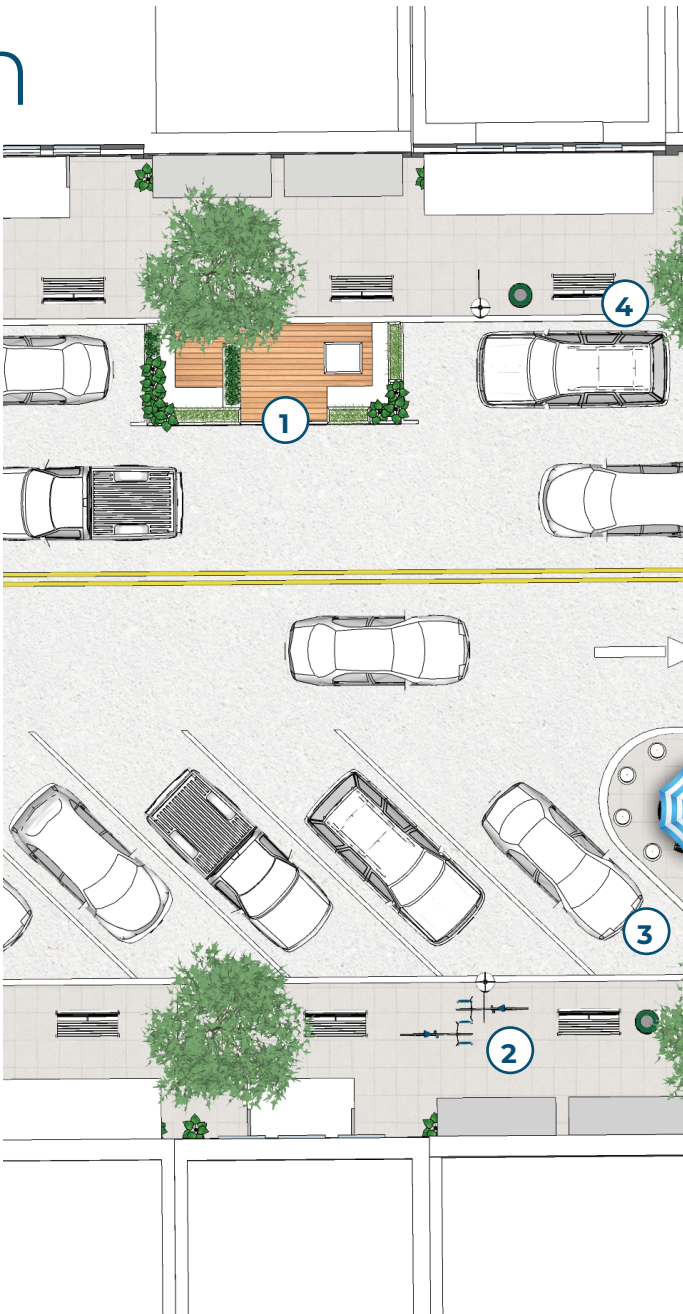
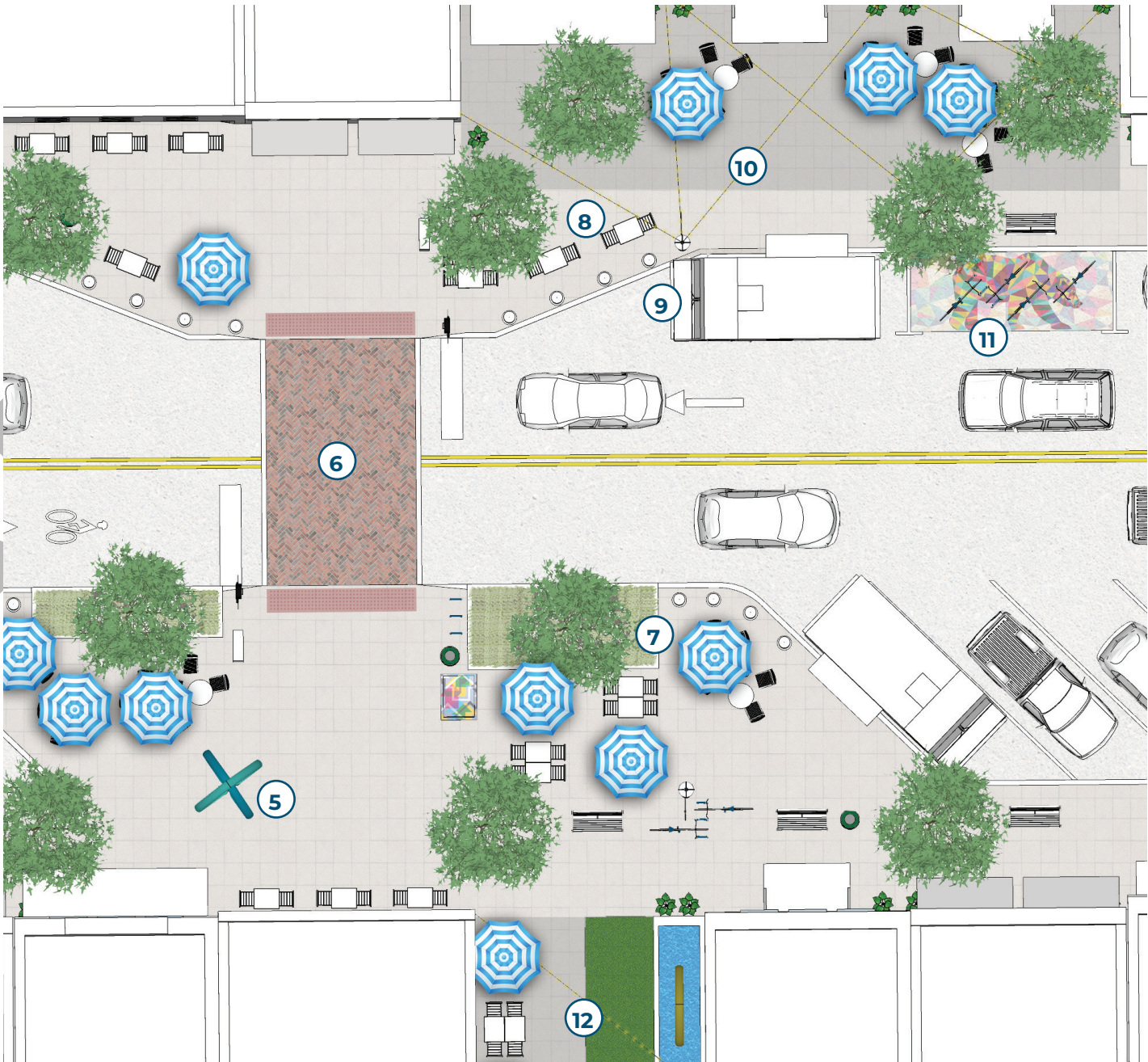


Figure 5.3 Public Realm Diagram



- |                      |                  |                      |
|----------------------|------------------|----------------------|
| 1 Parklet            | 5 Public Art     | 9 Food Truck Parking |
| 2 Bicycle Facilities | 6 Crosswalk      | 10 Lighting          |
| 3 On-Street Parking  | 7 Landscaping    | 11 Pavement Mural    |
| 4 Street Furniture   | 8 Outdoor Dining | 12 Pocket Park       |



# Blocks

A series of streets and alleys create blocks which outline the spaces for buildings. Together these streets, alleys, and blocks create block patterns giving areas of a city unique character. Urban blocks are ideally between 300-500 feet to promote walkability and cross maneuverability. Hendersonville's downtown core is made up of a strong historic block pattern which sets a precedent for future development. Each downtown character district has its own distinctive block pattern contributing to downtown's land use and mobility options.

The following section provides opportunities to strengthen the city's block grid and providing more opportunities for better connections. Each character district is accompanied by a block diagram that simplifies the street network (black lines), proposed streets, (dash black lines), and pedestrian corridors (green dashed an solid lines).

## OPPORTUNITIES

General opportunities include:

- Provide vehicle access to nearby buildings via alleyways or shared driveways.
- Utilize smaller curb radii to shorten crossing distances for pedestrians.
- Extend the historic downtown block pattern throughout the entirety of the downtown character districts.
- Implement interior pedestrian cut throughs as necessary to achieve the ideal block size (300-500').

## MAIN STREET & DOWNTOWN EDGE CHARACTER DISTRICTS

The Hendersonville Main Street Historic District has a grid street plan dating back to 1841. In 1977, the downtown was enhanced with the introduction of a serpentine Main Street layout. The blocks within the Main Street and Downtown Edge character districts align on a slightly tilted north-south axis and are intersected perpendicularly by ten roads, forming the backbone of the downtown area. The grid layout of Main Street and the Downtown Edge character districts consist of square blocks, typically measuring around 350 feet by 350 feet. These blocks gradually increase in size when moving outward, especially west of Washington Street and east of Grove Street. While some blocks are divided by alleys, others remain whole.

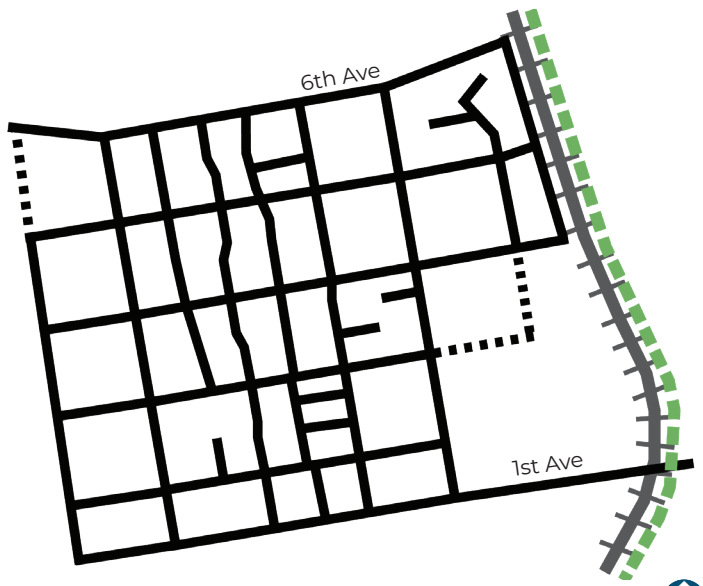


Figure 5.4 Main Street / Downtown Edge Block Diagram

## OPPORTUNITIES

Opportunities for these districts include:

- Any future development or redevelopment within the Main Street and Downtown Edge character districts should maintain consistent with the existing block size and grid layout along Main Street and in the downtown core.
- New connector streets and alleys should be considered where appropriate to increase better access and circulation.



7TH AVENUE CHARACTER DISTRICT

In the 7th Avenue character district, a similar grid pattern to the Main Street and Downtown Edge character districts exists east of the railroad tracks and the Historic Railroad Depot. This block pattern consists of six square blocks measuring approximately 350 feet by 350 feet. The streets in this district predominantly follow a northwest-southeast axis, maintaining a cohesive layout. Other blocks within the character district deviate from this pattern. The few alleys in the district are not City maintained or incomplete.



Figure 5.5 7th Avenue Block Diagram

OPPORTUNITIES

- Opportunities for this district include:
- For future development and redevelopment initiatives, prioritize consistency in block dimensions, ensuring that roads and alleys have complete connections.
  - Thoughtful consideration should be given to improve connectivity to the Oklawaha Greenway

LOWER TRAILHEAD CHARACTER DISTRICT

While the blocks situated one street south of the Main Street and Downtown Edge character districts between Barnwell Street and Caswell Street maintain a consistent grid structure, the remainder of the district exhibits a more informal arrangement of blocks due to topography, floodplains and the prominent pattern of development at the time they were laid out. This informal structure extends west to South Whitted Street and east along Spartanburg and Greenville Highways. With the anticipated development of the Ecusta Trail on the south side of downtown, there is a desire for trail-oriented development in the Lower Trailhead character district.

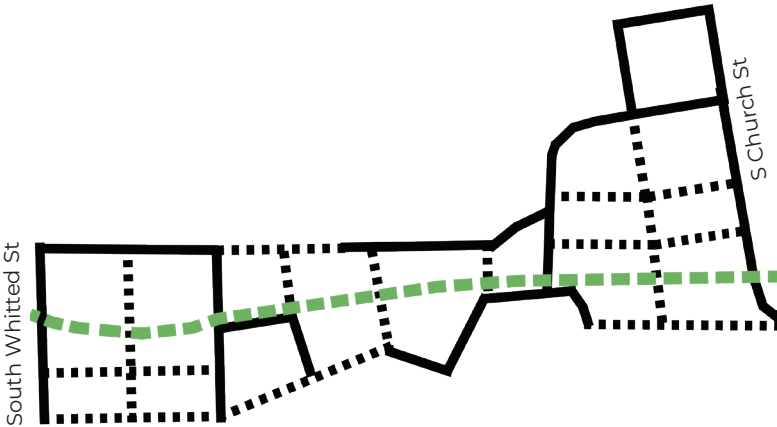


Figure 5.6 Lower Trailhead Block Diagram

OPPORTUNITIES

- Opportunities for this district include:
- Future development and redevelopment should uphold the street grid character of other districts by incorporating new streets along the Ecusta Trail.
  - Future development should strive to achieve blocks measuring 350 feet by 175 feet, prioritizing development facing the trail. This layout can enhance pedestrian access and connectivity across the area.
  - Exceptions should be considered for natural features like wetlands, creeks, and topography.







STREETSCAPE CHARACTER

Methodology

Streetscape character typologies were developed based on existing street conditions, usage, context, and functionality. Nine street typologies were identified based on right-of-way (ROW) width, streetscape elements, the land use, pedestrian activity, bike facilities, and vehicular traffic. Streetscape character typologies should inform future streetscape modifications and implementation of streetscape design. Streetscape character should be considered for future incorporation of elements such as on-street parking, landscaping, and pedestrian amenities tailored to the unique characteristics of each street and downtown character district.

**Main Street:** This specialty street is designed to accommodate the greatest concentration of pedestrian activity and the highest density of residential and commercial uses.

**Festival Street:** This specialty, curbless street has the ability to temporarily close vehicular traffic circulation for pedestrian use during events.

**Boulevard:** These streets contain 2-4 travel lanes with a planted median/turn lane in the center. Although they facilitate heavy flows of traffic, they still accommodate pedestrians and cyclists by the incorporation of multi-use paths on either side of the street.

**Downtown One-Way:** These streets are designed as one-way thoroughfares with multiple lanes facilitating traffic flow in a single direction. They feature on-street parking on both sides, accompanied by amenity zones, planting strips, and pedestrian-friendly sidewalks. They are found in areas with mixed-use commercial and higher-density residential frontages.

**Downtown:** These streets have similar conditions as Downtown One-Way streets, but have standard two-way traffic flow. They contain on-street parking on both sides of the street, with amenity zones, planting strips, and sidewalks. These streets are also located with mixed-use commercial and higher-density residential frontages.

**Connector:** These two-lane streets connect neighborhoods to downtown. Due to their character and narrow right-of-way, there is no on-street parking. There are sidewalks on both sides along with planting strips.

**Residential 1:** These residential streets have a wider right-of-way, allowing space for informal, on-street parking on one side of the street, alongside sidewalks and planting strips.

**Residential 2:** Similar to the essence of Residential 1, these streets tend to feature a smaller right-of-way or embrace a more intimate residential character, while they do not have on-street parking, they offer planting strips and sidewalks.

**Alley:** These specialty, curbless streets have a narrow right-of-way and are found at the back side of buildings and properties for service functionalities. These streets might also be used for pedestrians complete with specialty paving and lighting.



Alley in downtown Hendersonville



	STREET NAME	STREETSCAPE CHARACTER	STREET CLASSIFICATION	R.O.W. RANGE (FT)	SPEED LIMIT RANGE (MPH)
	N Main St	Main Street	Local Street	60'-100'	15-25
	S Main St	Main Street	Local Street	50'-100'	15-35
	Maple St	Festival Street/ Residential 1	Local	40'-225'**	15-20
	Asheville Hwy	Boulevard	Minor Arterial	65'-70'	35
	Greenville Hwy	Boulevard	Minor Arterial	60'-80'	35
	Spartanburg Hwy	Boulevard	Minor Arterial	84'-91'	35
	US Hwy 64/4 Seasons Blvd	Boulevard	Local	61'-136'*	35-45
	6th Ave	Downtown One-Way	Principal Arterial	40'-50'	20-35
	7th Ave	Downtown One-Way/ Downtown	Major Collector	50'-60'	20-35
	Church St	Downtown One-Way	Minor Arterial	56'-60'	20
	King St	Downtown One-Way	Minor Arterial	40'-60'	20
	1st Ave	Downtown	Local	40'-50'	20-25
	2nd Ave	Downtown	Local	40'-50'	20
	3rd Ave	Downtown	Local	44'-50'	20-25
	4th Ave	Downtown	Local	40'-50'	20-25
	5th Ave	Downtown	Major Collector	30'-50'	20-25
	8th Ave E	Downtown	Local	50'	20
	Allen St	Downtown	Local	40'-50'	15-25
	Barnwell St	Downtown	Local	50'	20-25
	Bearcat Blvd	Downtown	Local	40'-60'	20-25
	Boxcar St	Downtown	Local	181'**	20
	Buncombe St	Downtown/ Residential 1	Local	40'-50'	20-25
	Caswell St	Downtown	Minor Arterial	50'-53'	20
	Copper Penny St	Downtown	Local	40'	-
	Grove St	Downtown	Local	30'-55'	20-35
	Joel Wright Dr	Downtown	Local	40'	20
	Kanuga Rd	Downtown	Minor Arterial	40'-50'	20-35
	Locust St	Downtown	Local	45'-50'	20
	Oakland St	Downtown	Local	60'	20-25
	Washington St	Downtown	Local	50'	25
	Whitted St	Downtown	Local	30'-40'	25
	Ashe St	Connector	Local	30'-60'	20
	Balsam Rd	Connector	Local	60'-64'	25
	Chadwick Ave	Connector	Local	30'-50'	15-25
	Hillview Blvd	Connector	Local	40'	20
	Lily Pond Rd	Collector	Local	30'	25
	Nelson St	Connector	Local	60'	20
	Shady Dr	Connector	Local	30'	20

Figure 5.8 Streetscape Character Table

	STREET NAME	STREETSCAPE CHARACTER	STREET CLASSIFICATION	R.O.W. RANGE (FT)	SPEED LIMIT RANGE (MPH)
	Spring St	Connector	Local	40'	20-35
	White St	Connector	Local	50'-60'	20-35
	Willow Rd	Connector	Major Collector	40'	25
	Harris St	Residential 1	Local	30'-40'	20
	Lenox Park Dr	Residential 1	Local	50'	20
	Rhodes St	Residential 1	Local	40'	25
	Robinson Ter	Residential 1	Local	50'	20
	Woodcock Dr	Residential 1	Local	50'	20
	9th Ave E	Residential 2	Local	30'	15-20
	B St	Residential 2	Local	25'	20
	Barker St	Residential 2	Local	40'	20
	Beech St	Residential 2	Local	30'-40'	20-25
	Cherry St	Residential 2	Local	30'	20-25
	Dairy St	Residential 2	Local	15'-30'	20
	Dale St	Residential 2	Local	40'	25
	Davis St	Residential 2	Local	23'-33'	20
	Elm St	Residential 2	Local	30'	20
	Greentree Ln	Residential 2	Local	27'	15
	Jonas St	Residential 2	Local	40'	20-25
	Pace St	Residential 2	Local	10'-40'	20
	Pine St	Residential 2	Local	30'	15-20
	Rose St	Residential 2	Local	30'-40'	15-20
	South Walnut Tree St	Residential 2	Local	40'	15
	Summit Cir	Residential 2	Local	25'	25
	Toms Hill Dr	Residential 2	Local	20'	25
	Toms Park Cir	Residential 2	Local	20'	25
	Williams St	Residential 2	Local	30'	20
	Edwards St	Alley	Local	10'-20'	10
	Israel St	Alley	Local	16'	20
	Lawn Ave/Lawn Ln	Alley	Local	30'	-
	Lynn St	Alley	Local	15'	20
	Short St	Alley	Local	15'	-
	Track St	Alley	Local	28'-30'	15
	Wall St	Alley	Local	10'-20'	10
	Kennedy Hill Ln	Private	Local	N/A	-
	Kevin Ln	Private	Local	N/A	-
	Kimbrell Farm Ln	Private	Local	N/A	-
	Journey Ln	Private	Local	N/A	-
	Jumping Jack Ln	Private	Local	N/A	-
	Walnut Tree Cir	Private	Local	N/A	-

\*The right-of-way for US Hwy 64/4 Season Blvd ranges due to the elevated portion  
\*\*Boxcar St and Maple St have wider right-of-ways to accommodate the railroad



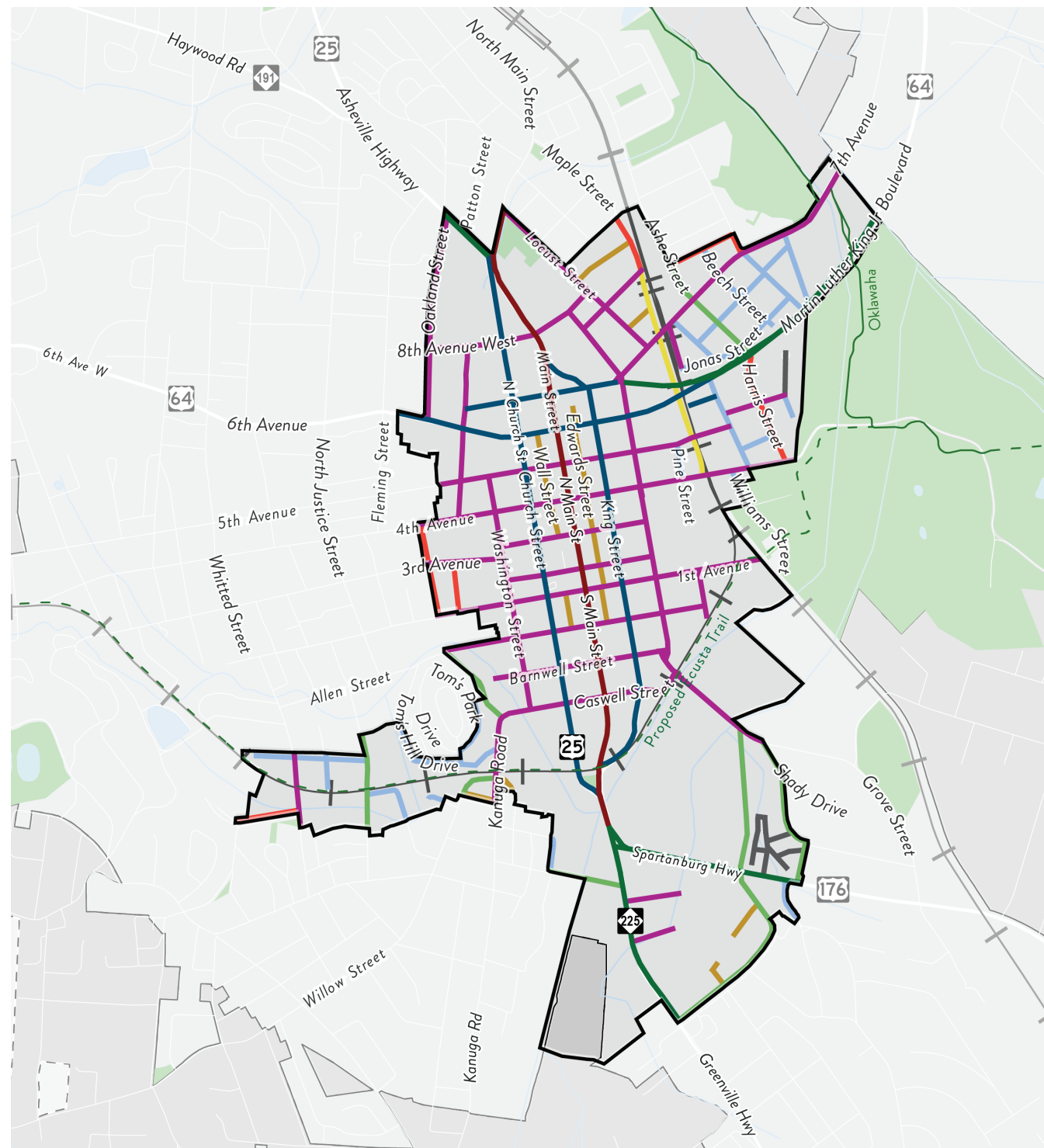


Figure 5.9 Streetscape Character

- |             |                            |                  |                     |
|-------------|----------------------------|------------------|---------------------|
| Streams     | Hendersonville ETJ         | Main Street      | 0 1,500 Feet        |
| Lakes/Ponds | Hendersonville City Limits | Festival Street  |                     |
| Parks       | Proposed Greenway          | Downtown One-Way | Residential 2       |
|             | Existing Greenway          | Downtown         | Alley               |
|             |                            | Boulevard        | Private             |
|             |                            | Connector        | Downtown Study Area |
|             |                            | Residential 1    |                     |

Source: City of Hendersonville, Henderson County, NCDOT





STREETSCAPE ZONES

Zone 1: Edge Zone

The area adjacent to the street typically reserved for street lighting, acts as a buffer between on-street parking and the amenity zone allowing car doors to swing open freely without obstruction. A 6” curb should also be included in this area.

Zone 2: Amenity Zone

The area outside of the edge zone is dedicated for street trees, landscaping, and public furnishings, as well as bicycle racks, waste receptacles, public art, wayfinding signage, and similar amenities

Zone 3: Pedestrian Zone

This zone provides space for pedestrian travel. It should be clear of obstacles and encroachments so that pedestrians can move freely along the street.

Zone 4: Building Zone

This is the area immediately adjacent to the building where the building entrances are located. This zone provides connection between interior building activity and the exterior public realm. It is a blend of the public and private realm.

- Allowable uses: outdoor dining, furnishings, small merchandise displays, accent plantings, and art.
- Building canopies, signage, and balconies may encroach into the Building Zone.

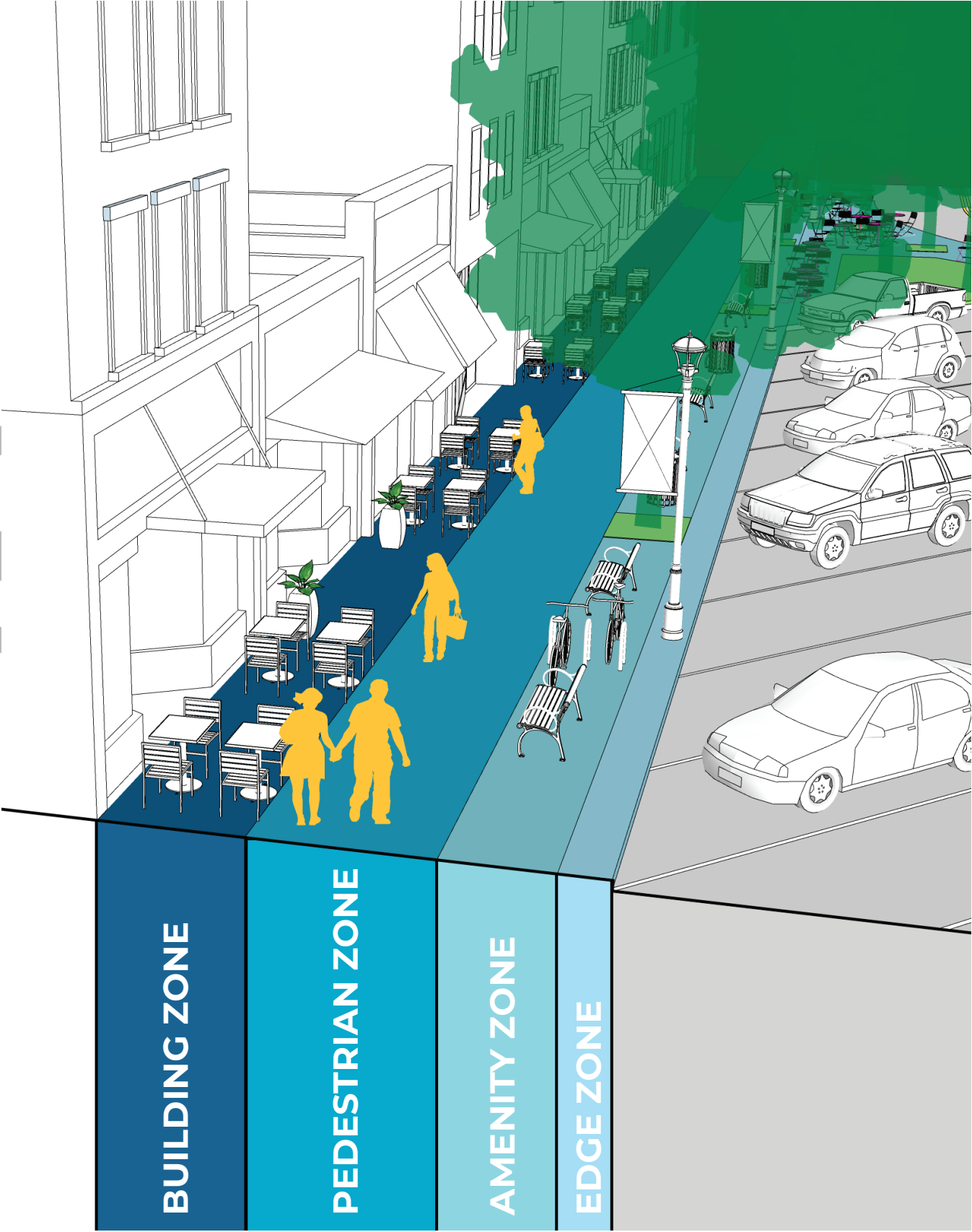


Photo on Previous Page: Main Street downtown Hendersonville | City of Hendersonville

Figure 5.10 Street Zone Diagram



Main Street: 50-100'

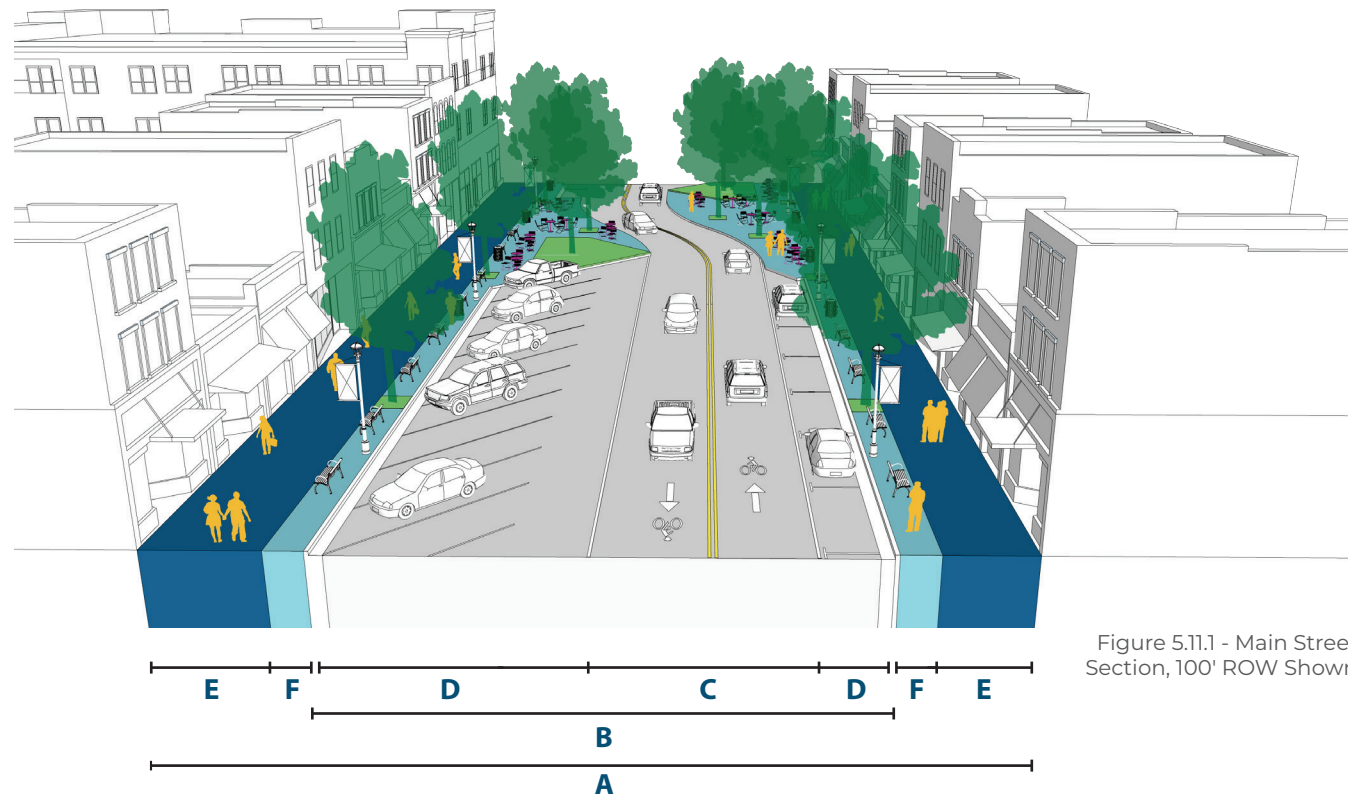


Figure 5.11.1 - Main Street Section, 100' ROW Shown

MAIN STREET	
A. Right-of-Way Width (feet)**	50'-100' (varies)
B. Pavement Width (face of curb to face of curb in feet)	64' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	Angled, 30', 1 Parallel, 8', 1
E. Sidewalk/Multi-Use Path Width (feet)*	10.5'-15.5' (varies)
F. Amenity Zone Width (type, width in feet)*	Tree grates, 4.5'
G. Street Tree Spacing (feet)*	30' on center
H. Lighting*	Pedestrian lights
I. Turning Lane (type, feet)	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bicycle Facilities	Sharrows within travel lane

Figure 5.11.2 - Main Street Table

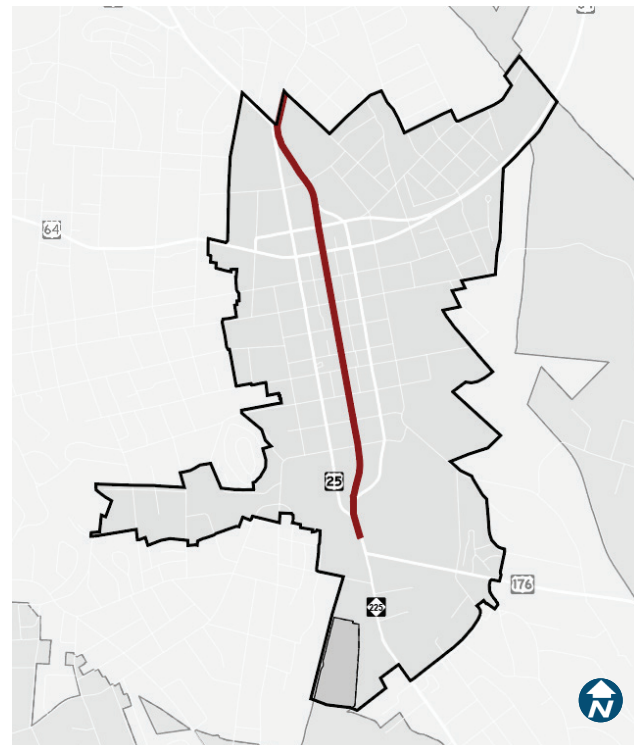


Figure 5.11.3 - Main Street Map

\*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each

\*\*If ROW width varies, ideal conditions may not always be achievable

Festival Street: 40'

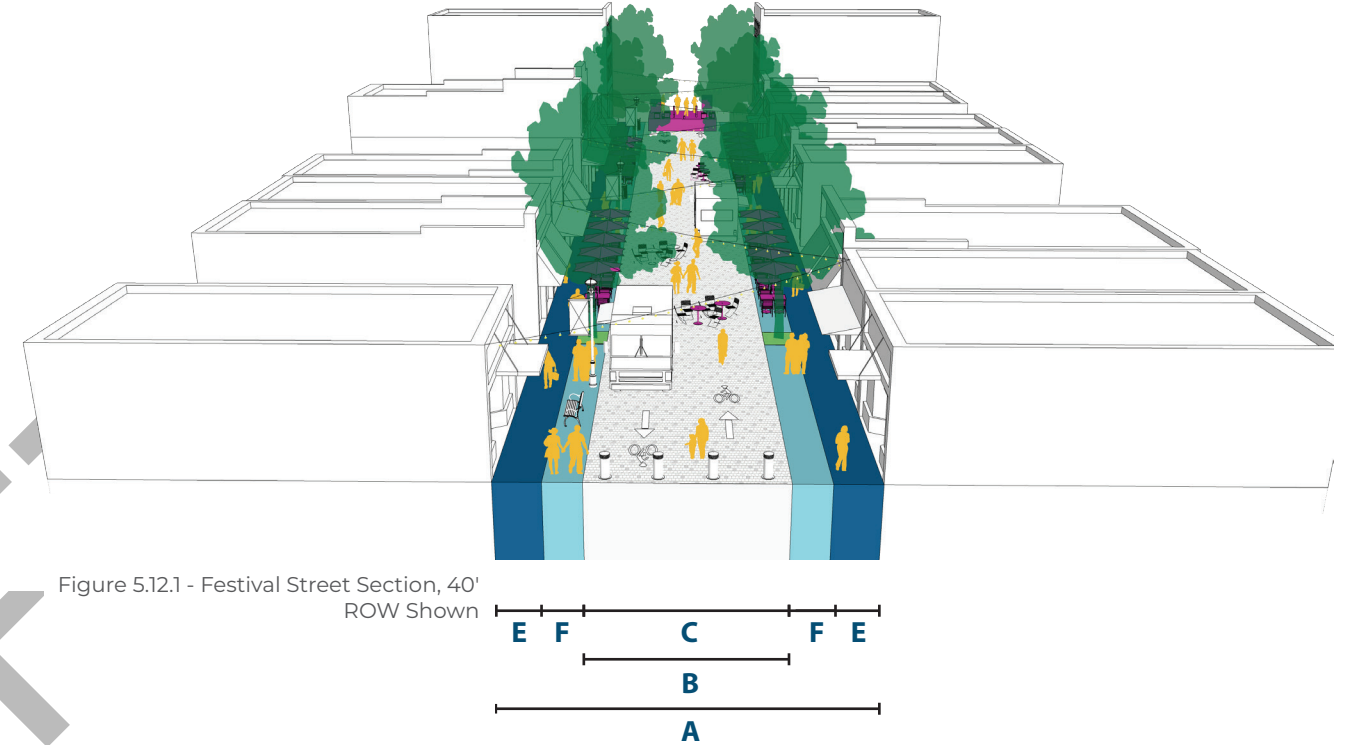


Figure 5.12.1 - Festival Street Section, 40' ROW Shown

FESTIVAL STREET	
A. Right-of-Way Width (feet)**	40'
B. Pavement Width (face of curb to face of curb in feet)	20'
C. Travel Lanes (width in feet of each lane, total number of lanes)	10', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	None
E. Sidewalk/Multi-Use Path Width (feet)*	5.5'
F. Amenity Zone Width (type, width in feet)*	Tree grates, 4.5'
G. Street Tree Spacing (feet)*	30' on center
H. Lighting*	Pedestrian & string lights
I. Turning Lane	None
J. Curb (type, width in feet)	None
K. Bicycle Facilities	None

Figure 5.12.2 - Festival Street Table

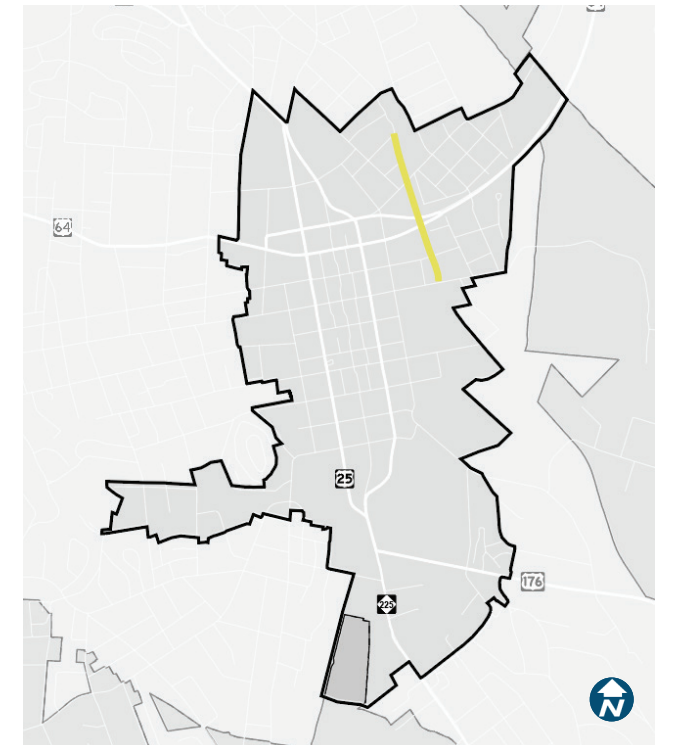


Figure 5.12.3 - Festival Street Map

\*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each

\*\*If ROW width varies, ideal conditions may not always be achievable



Boulevard: 60'-136'

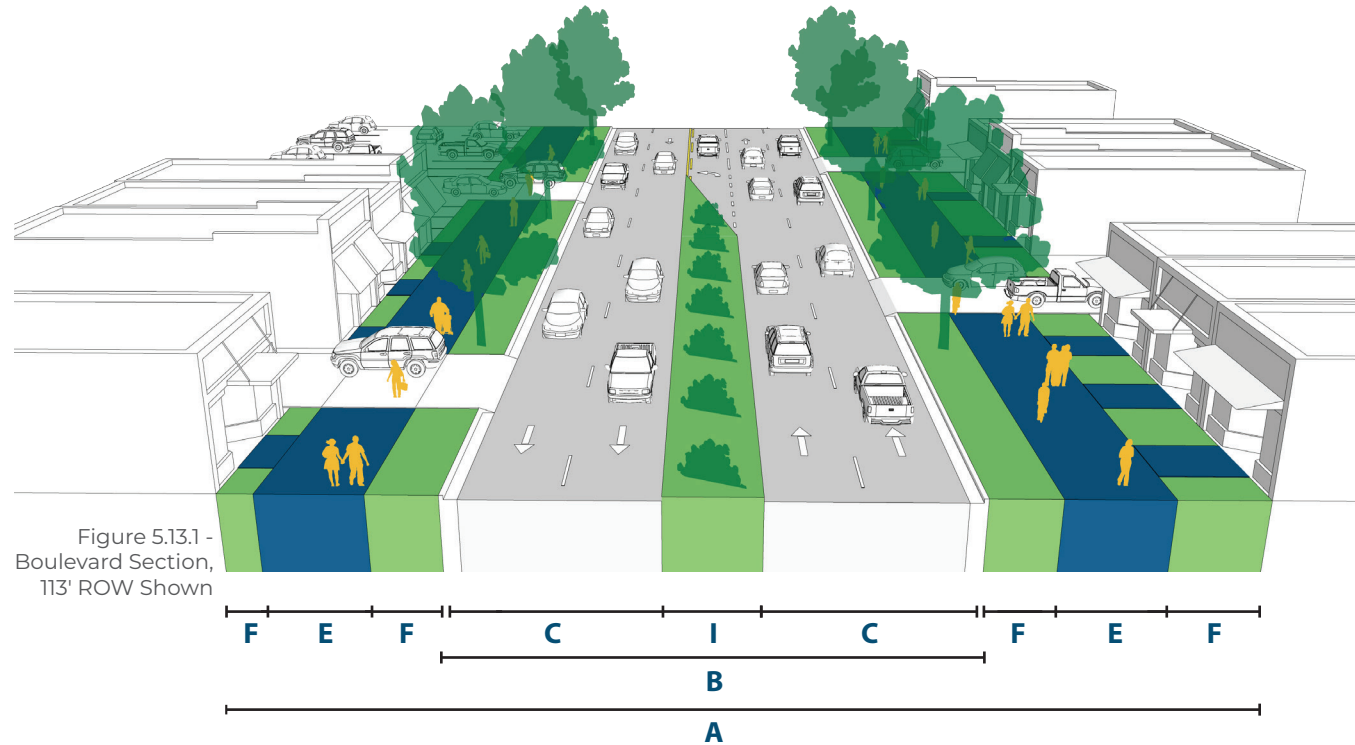


Figure 5.13.1 - Boulevard Section, 113' ROW Shown

BOULEVARD	
A. Right-of-Way Width (feet)**	60'-136' (varies)
B. Pavement Width (face of curb to face of curb in feet)	37'-59' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2-4 (varies)
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	None
E. Sidewalk/Multi-Use Path Width (feet)	12'
F. Planting Strip Width (type, width in feet)***	Grass, 3'-10'; trees, 8' (varies)
G. Street Tree Spacing (feet)*	40' on center
H. Lighting*	None
I. Turning Lane (type, feet)	Alternate median, 11'
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bicycle Facilities	None

Figure 5.13.2 - Boulevard Table

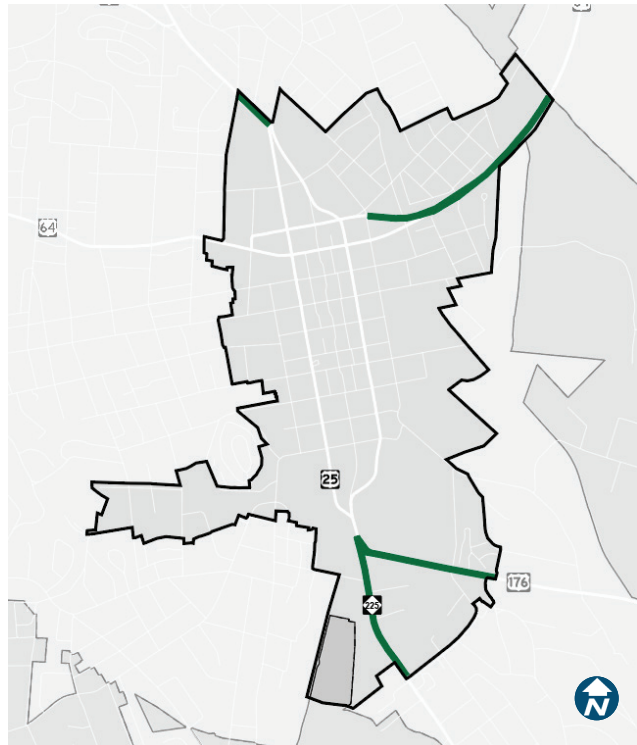


Figure 5.13.3 - Boulevard Map

\*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each

\*\*If ROW width varies, ideal conditions may not always be achievable. \*\*\*A bioretention planting strip may be best for land use

Downtown One-Way: 40'-60'

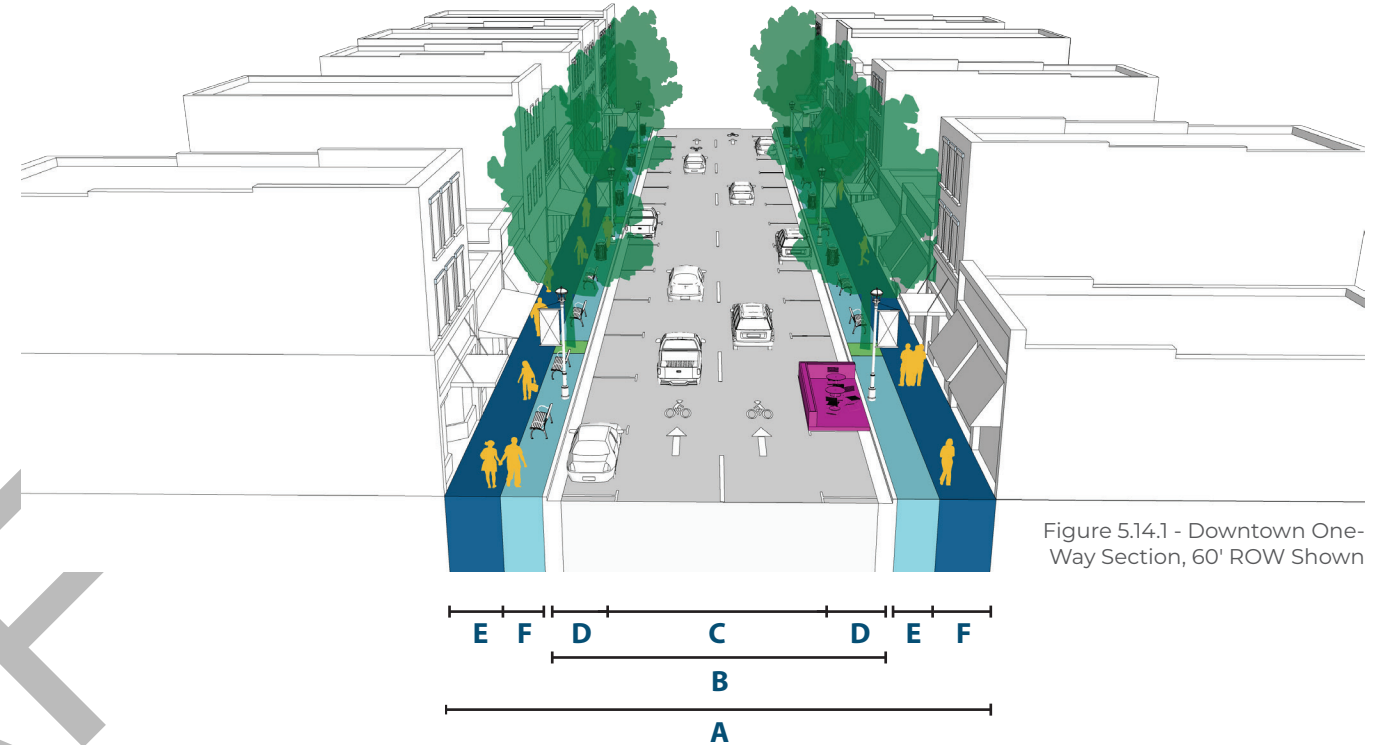


Figure 5.14.1 - Downtown One-Way Section, 60' ROW Shown

DOWNTOWN ONE-WAY	
A. Right-of-Way Width (feet)**	40'-60' (varies)
B. Pavement Width (face of curb to face of curb in feet)	32'-38' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	Parallel, 6', 1-2 (varies)
E. Sidewalk/Multi-Use Path Width (feet)	6'
F. Amenity Zone Width (type, width in feet)*	Tree grates, 4.5'
G. Street Tree Spacing (feet)*	30' on center
H. Lighting*	Pedestrian lights
I. Turning Lane	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bicycle Facilities	Sharrows within travel lane

Figure 5.14.2 - Downtown One-Way Table

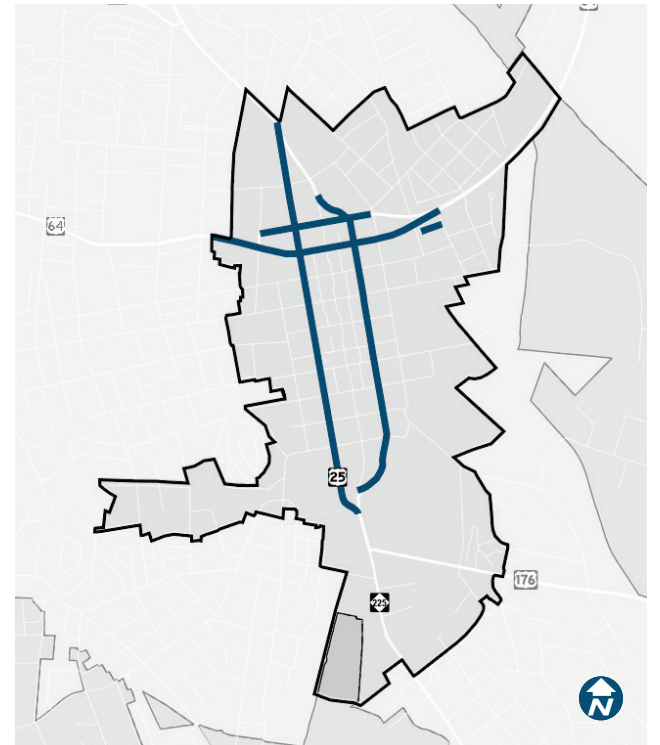


Figure 5.14.3 - Downtown One-Way Map

\*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each

\*\*If ROW width varies, ideal conditions may not always be achievable.



Downtown: 30'-60'

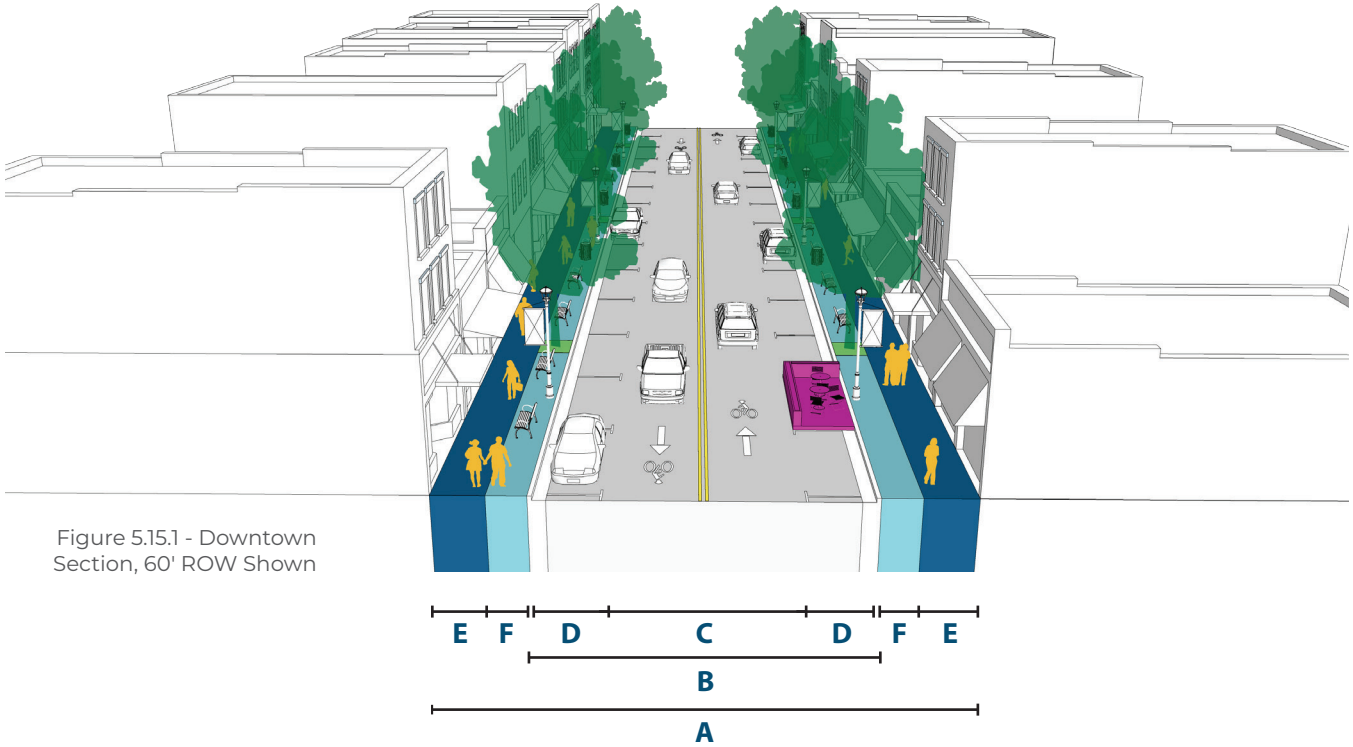


Figure 5.15.1 - Downtown Section, 60' ROW Shown

DOWNTOWN	
A. Right-of-Way Width (feet)**	30'-60' (varies)
B. Pavement Width (face of curb to face of curb in feet)	32'-38' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	Parallel, 6', 1-2 (varies)
E. Sidewalk/Multi-Use Path Width (feet)	6'
F. Amenity Zone Width (type, width in feet)*	Tree grates, 4.5'
G. Street Tree Spacing (feet)*	30' on center
H. Pedestrian Lighting*	Pedestrian lights
I. Turning Lane	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bicycle Facilities	Sharrows within Travel Lane

Figure 5.15.2 - Downtown Table

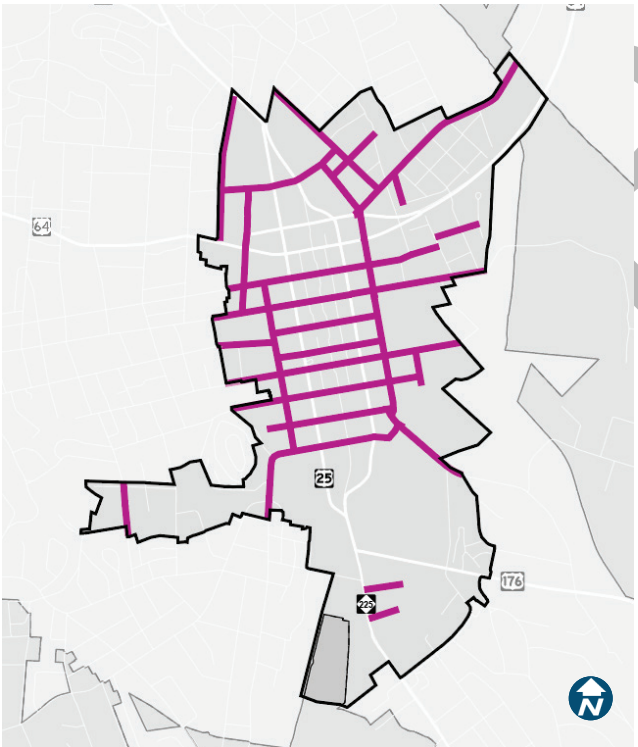


Figure 5.15.3 - Downtown Map

\*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each.

\*\*If ROW width varies, ideal conditions may not always be achievable.

Connector: 30'-64'

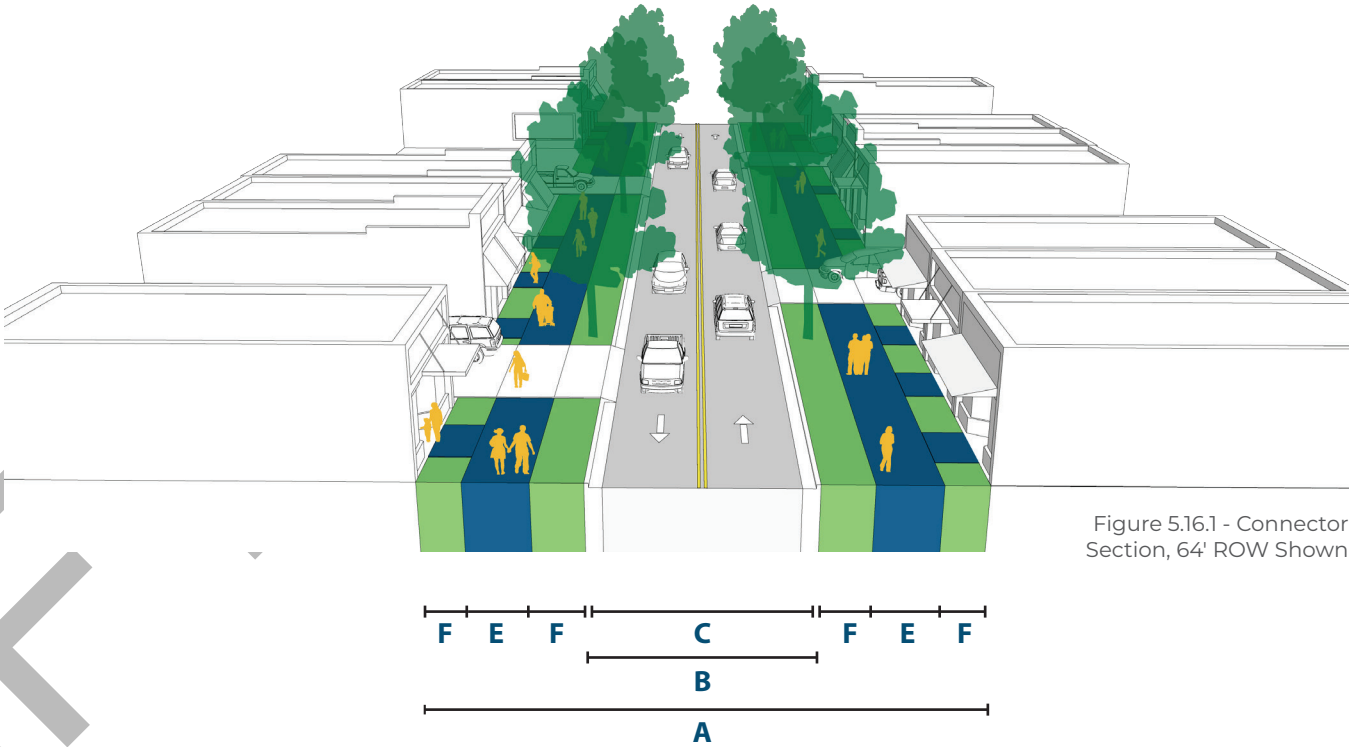


Figure 5.16.1 - Connector Section, 64' ROW Shown

CONNECTOR	
A. Right-of-Way Width (feet)**	30'-64' (varies)
B. Pavement Width (face of curb to face of curb in feet)	26'
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	None
E. Sidewalk/Multi-Use Path Width (feet)	7.5'
F. Planting Strip Width (type, width in feet)***	Grass, 5'; trees, 6'
G. Street Tree Spacing (feet)*	40' on center
H. Lighting*	None
I. Turning Lane	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bicycle Facilities	None

Figure 5.16.2 - Connector Table

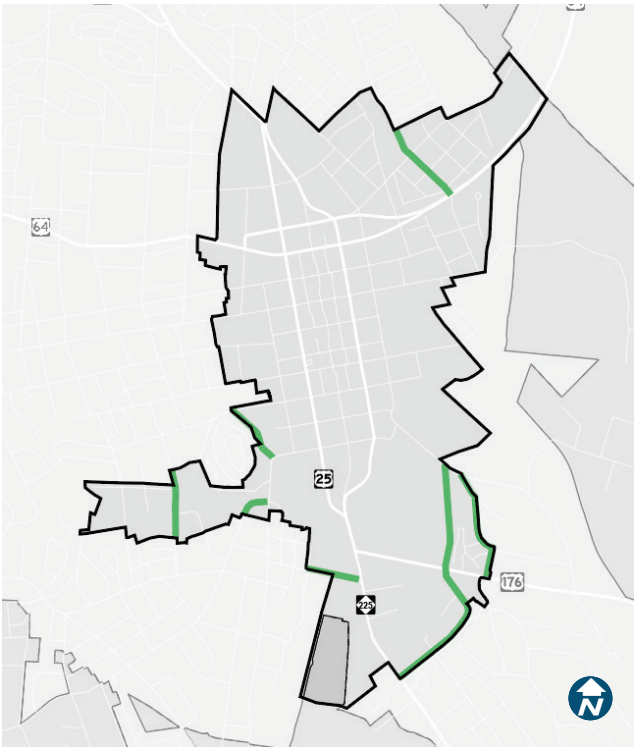


Figure 5.16.3 - Connector Map

\*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each.

\*\*If ROW width varies, ideal conditions may not always be achievable \*\*\*A bioretention planting strip may be best for land use



Residential 1: 30'-50'

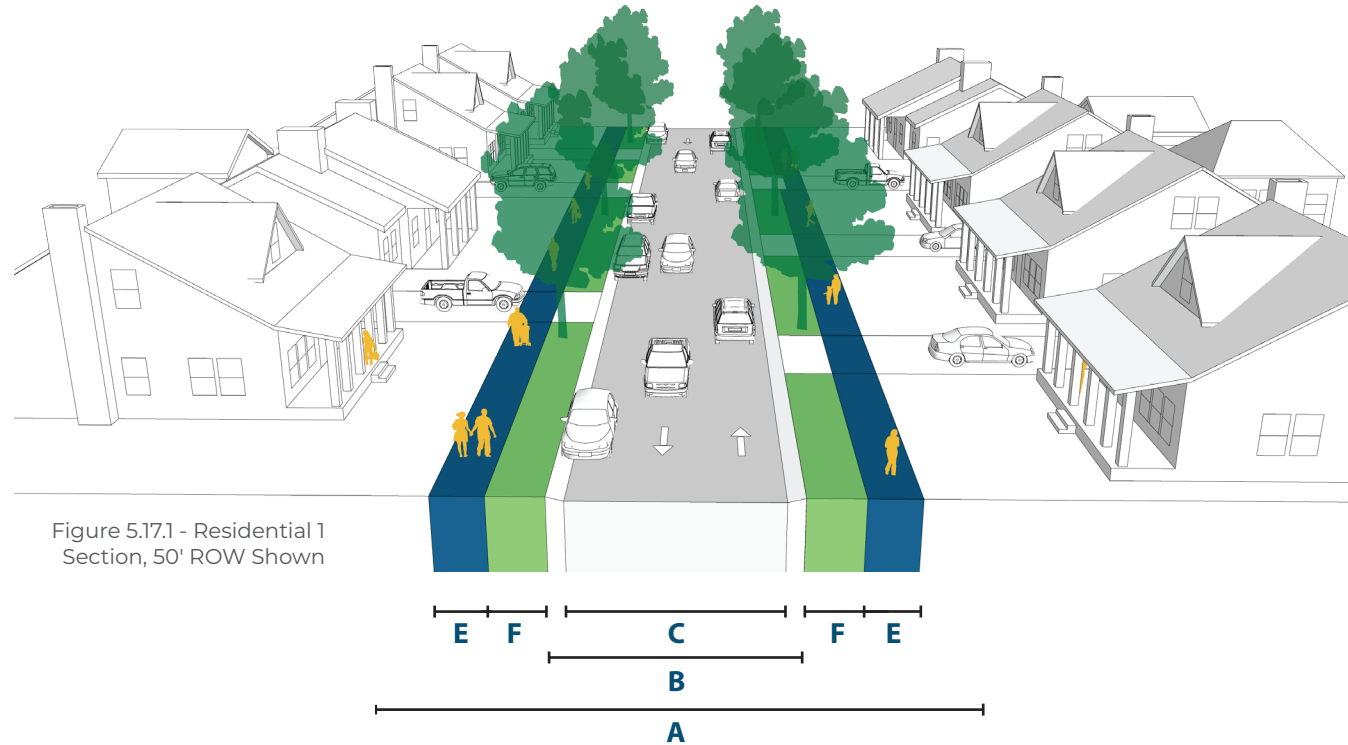


Figure 5.17.1 - Residential 1 Section, 50' ROW Shown

RESIDENTIAL 1	
A. Right-of-Way Width (feet)**	30'-50' (varies)
B. Pavement Width (face of curb to face of curb in feet)	30'
C. Travel Lanes (type, width in feet of each lane, total number of lanes)	Shared, 12', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	Intermittent pulled-over, 6', 1
E. Sidewalk/Multi-Use Path Width (feet)	5.5'
F. Planting Strip Width (type, width in feet)*	Trees, 4.5'
G. Street Tree Spacing (feet)*	30' on center
H. Lighting*	None
I. Turning Lane (type, feet)	None
J. Curb (type, width in feet)	Roll curb, 2'
K. Bicycle Facilities	None

Figure 5.17.2 - Residential 1 Table

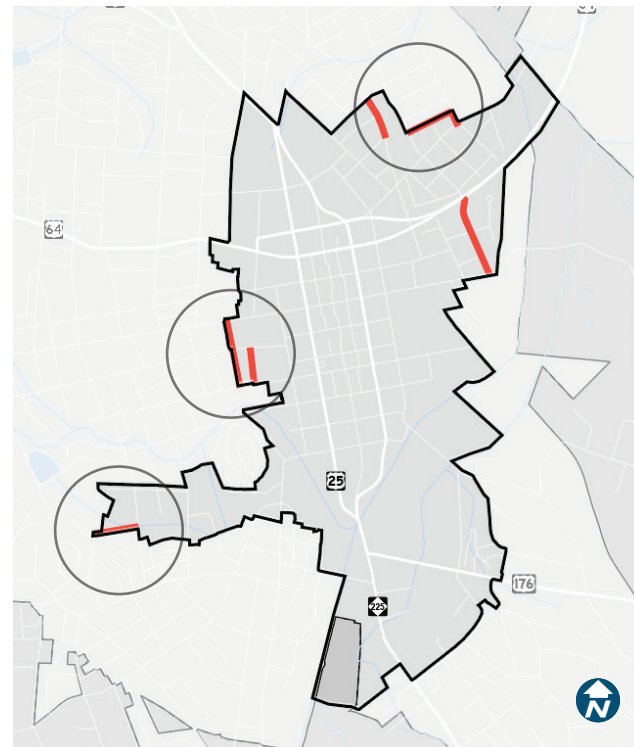


Figure 5.17.3- Residential 1 Map

\*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each.

\*\*If ROW width varies, ideal conditions may not always be achievable.

Residential 2: 23'-45'

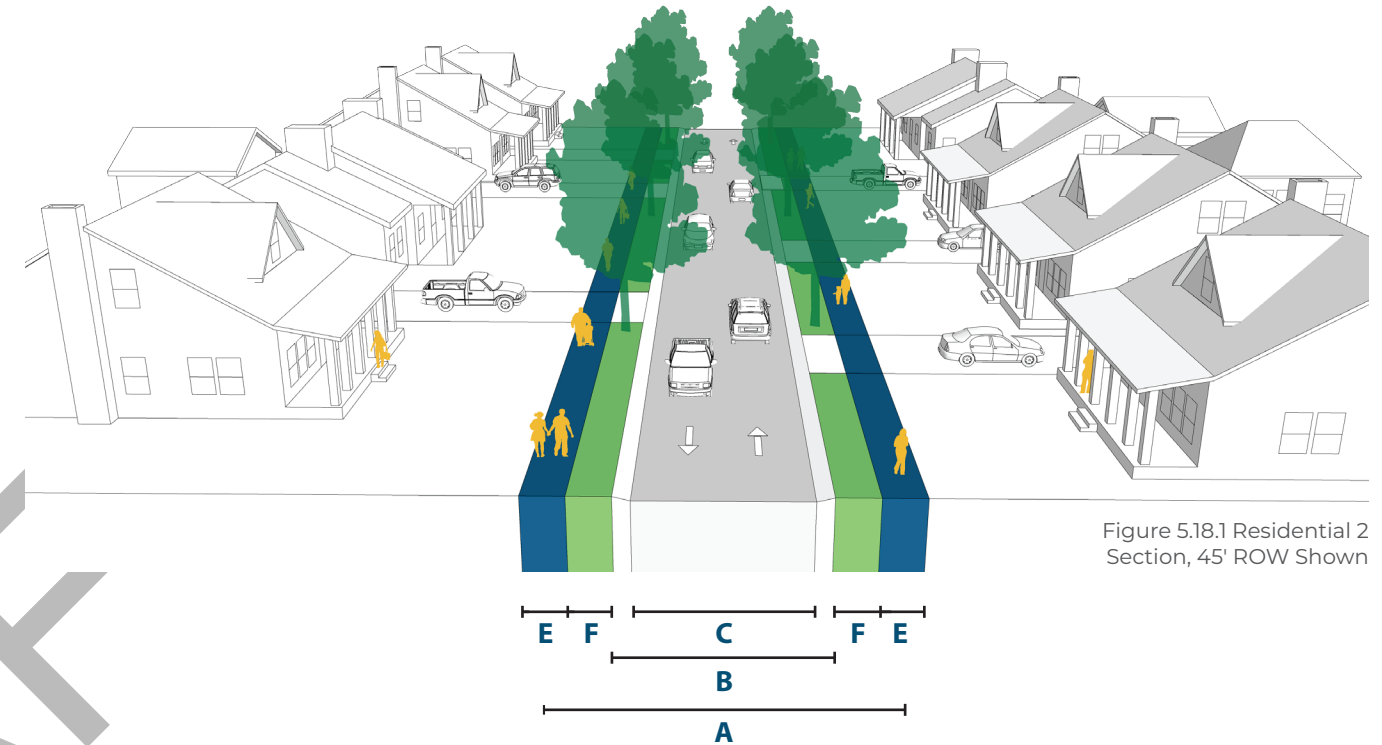


Figure 5.18.1 Residential 2 Section, 45' ROW Shown

RESIDENTIAL 2	
A. Right-of-Way Width (feet)**	23'-45' (varies)
B. Pavement Width (face of curb to face of curb in feet)	20'
C. Travel Lanes (type, width in feet of each lane, total number of lanes)	Shared, 10', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	None
E. Sidewalk/Multi-Use Path Width (feet)***	5.5'
F. Planting Strip Width (type, width in feet)*	Trees, 5'
G. Street Tree Spacing (feet)*	30' on center
H. Lighting *	None
I. Turning Lane (type, feet)	None
J. Curb (type, width in feet)	Roll curb, 2'
K. Bicycle Facilities	None

Figure 5.18.2 - Residential 2 Table

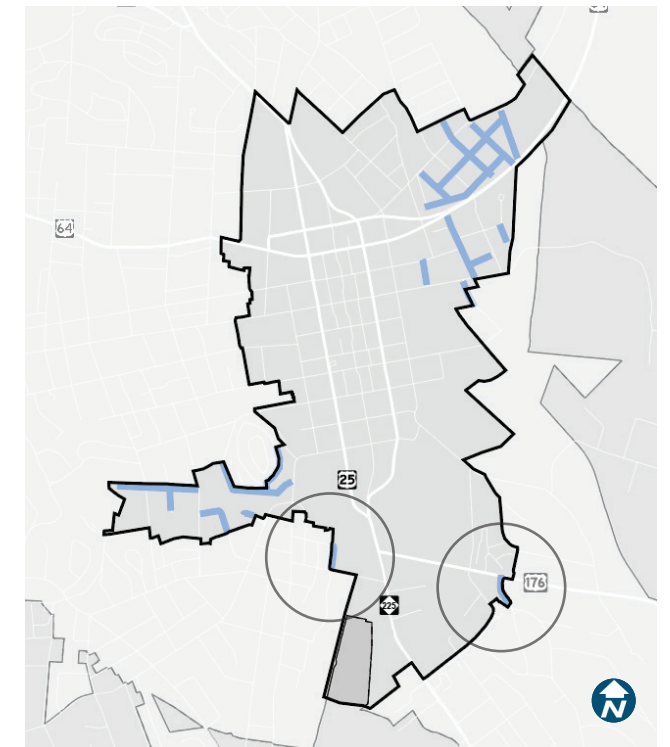


Figure 5.18.3 - Residential 2 Map

\*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each.

\*\*If ROW width varies, ideal conditions may not always be achievable. \*\*\*Sidewalks on both sides may require public easement.



Alley: 10-30'

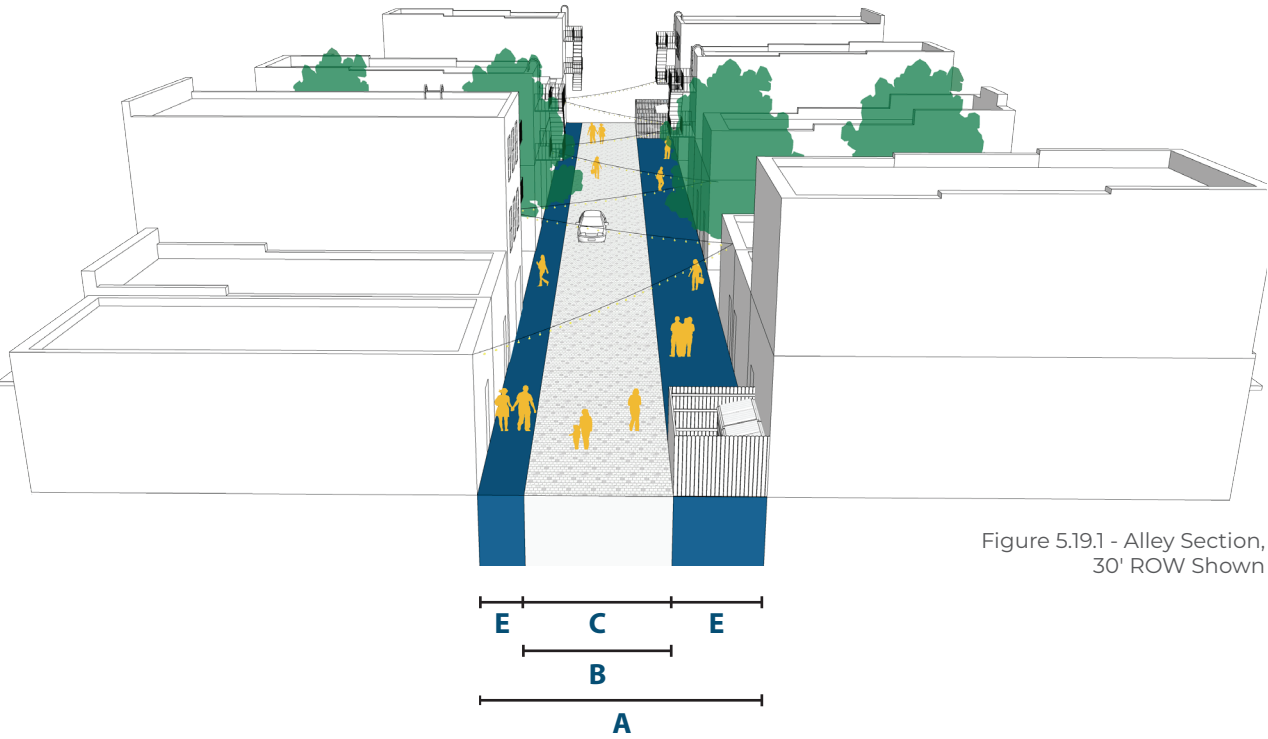


Figure 5.19.1 - Alley Section, 30' ROW Shown

ALLEY	
A. Right-of-Way Width (feet)*	10-30' (varies)
B. Pavement Width (face of curb to face of curb in feet)	15'
C. Travel Lanes (width in feet of each lane, total number of lanes)*	15', 1
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	None
E. Sidewalk/Multi-Use Path Width (feet)	5'-10' (varies)
F. Planting Strip Width (type, width in feet)	None
G. Street Tree Spacing (feet)	None
H. Lighting	String lights
I. Turning Lane	None
J. Curb (type, width in feet)	None
K. Bicycle Facilities	None

Figure 5.19.2 - Alley Table

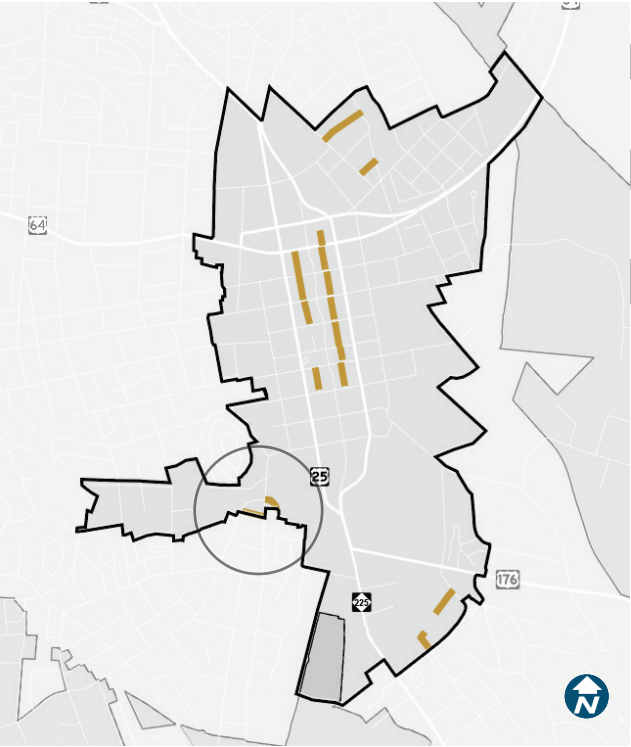


Figure 5.19.3 - Alley Map



\*Alleys may be one-way with a minimum travel lane width of 15 feet and minimum right-of-way width of 20 feet to accommodate emergency vehicles. If ROW width varies, ideal conditions may not always be achievable.

\*\*Consolidated dumpsters placed strategically at the ends of alleys ensure accessible garbage disposal. Photo (Right): Downtown Hendersonville | Blue Ridge Heritage



STREETSCAPE RETROFITS

Streetscape retrofits offer opportunities to enhance the urban environment and promote pedestrian-friendly spaces.

Pavement Mural/Bicycle Facilities

- Pros: Re-purposes existing on-street parking space into bicycle parking complete with public art such as a pavement mural. This installation is cost effective and fairly easily to retrofit.
- Cons: Maintenance of paint as it deteriorates overtime.

Parklet

- Pros: Introduces additional amenity space for street furnishings, extends the pedestrian realm without expanding the curb, and provides room for additional vegetation and plantings.
- Cons: Lacks permanent amenity areas and trees.

Landscaping Curb Extension

- Pros: Incorporates trees and provides shading for the streetscape, offers additional amenity space for plantings, art, and other features.
- Cons: Reduces flexibility in modifying the streetscape and tends to be more costly due to tree installation and maintenance.

Plaza Curb Extension

- Pros: Introduces additional amenity space for street furnishings and plantings, expands pedestrian areas, and enhances visibility at intersections and crosswalks.
- Cons: Lacks permanent trees and limits flexibility in future streetscape modifications.



Figure 5.20 - Pavement Mural / Bike Facilities

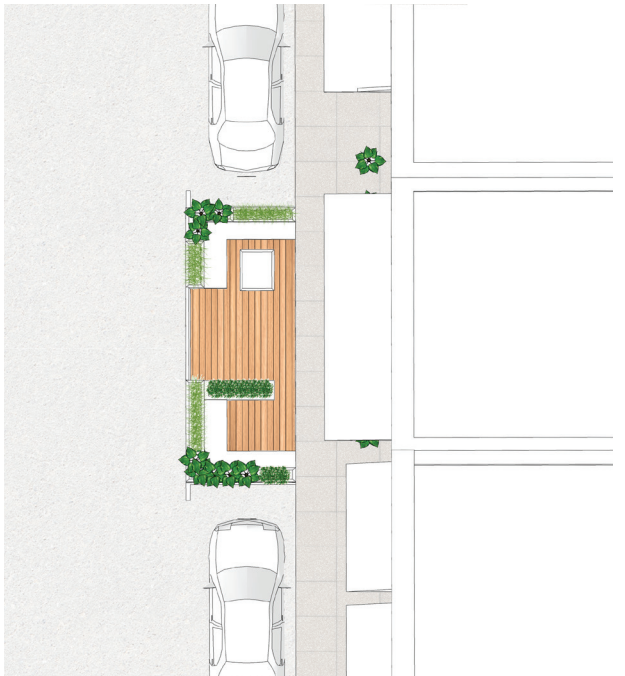


Figure 5.21 - Parklet

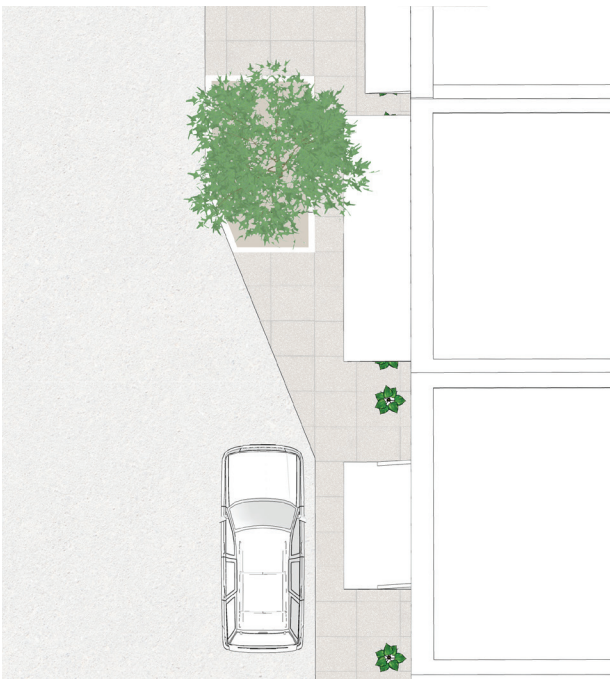


Figure 5.22 - Landscaping Bulb-out

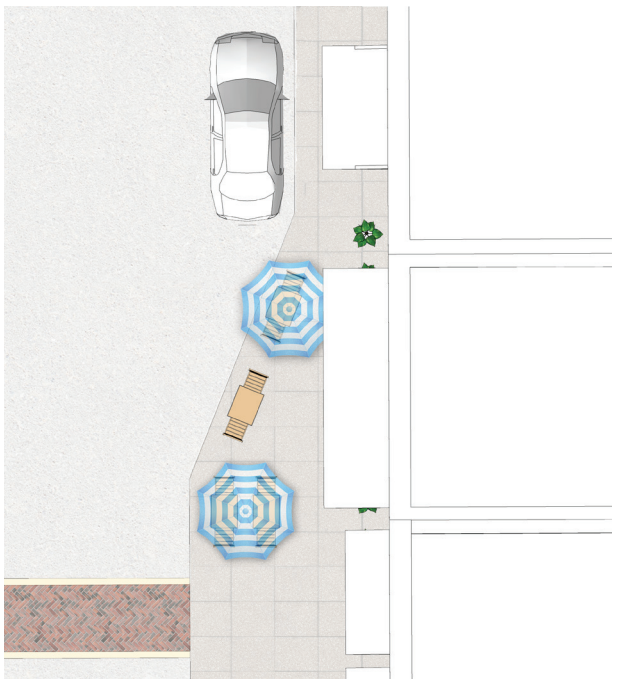


Figure 5.23 - Plaza Bulb-out



# Pedestrian & Bike Infrastructure

Bike and pedestrian infrastructure, like sidewalks, greenways, trails, and bike lanes, can encourage active and sustainable mobility, connecting downtown districts with safe routes for cyclists and pedestrians. Recommendations include:

## Sidewalks

- Internal sidewalk connections should be provided between buildings and from buildings to all on-site facilities including parking areas, bicycle facilities, open spaces, and amenities.
- External sidewalks should be provided from all buildings on-site to the existing or proposed sidewalk system and to abutting multi-use trails, parks, and greenways.
- Implement pedestrian infrastructure priority projects for accessibility and safety identified in the [Walk Hendo Pedestrian Plan](#).

## Greenways & Trails

- Expand and improve greenway and trail networks to create connections between neighborhoods, parks, and destinations.
- Incorporate greenways and trails connecting to existing urban infrastructure.

## Bike Infrastructure

- Expand dedicated bike lane networks throughout downtown.
- Implement bike infrastructure priority projects for accessibility and safety identified in the [Hendersonville Bike Plan](#).
- Launch bike share programs. These could be located at trailheads and public open spaces adjacent to bike infrastructure.

## CONNECTIVITY & ACCESSIBILITY

The development and enhancement of pedestrian and bike infrastructure in downtown Hendersonville can create opportunities for fostering sustainable, inclusive, and vibrant communities. As the City explores avenues for growth and revitalization, the downtown can prioritize the integration of pedestrian and bike-friendly elements into its urban fabric. Implementing pedestrian and bike infrastructure downtown creates seamless connectivity and accessibility.

The Americans with Disabilities Act (ADA) mandates greenways and trails be accessible to individuals with diverse motor abilities. However, accessibility may be limited or restricted if it jeopardizes cultural or natural resources, alters the trail's intended purpose significantly, faces terrain constraints, or conflicts with construction regulations.

Recommendations include:

- Create cohesive networks of sidewalks, bike lanes, and crosswalks to ensure safe and convenient travel downtown.
- Ensure ADA accessibility as new pedestrian and bicycle infrastructure is constructed.

The “[8-80 rule](#)” suggests that if a city or community is designed to meet the needs of both an 8-year-old child and an 80-year-old adult, it will inherently be accessible and usable by people of all ages and abilities.



Child biking on greenway | Adobe



### ON-ROAD FACILITIES

On-road facilities integrate infrastructure within or alongside roadways, allowing for shared or designated lanes for pedestrians and cyclists amidst vehicular traffic. Recommendations include:

#### Sidewalks

- Expand existing sidewalk network to fill gaps in connectivity. Downtown sidewalks, where feasible, should be a minimum of 10' in width to promote walkability.
- Ensure sidewalks have curb ramps at intersections for accessibility, accommodating individuals with disabilities, parents with strollers, and other users.
- Incorporate buffer zones, such as landscaped areas or street furniture, between sidewalks and vehicular traffic.
- Implement regular maintenance programs to repair damaged or uneven sidewalks and assess other sidewalk improvements.

### Multi-Use Paths

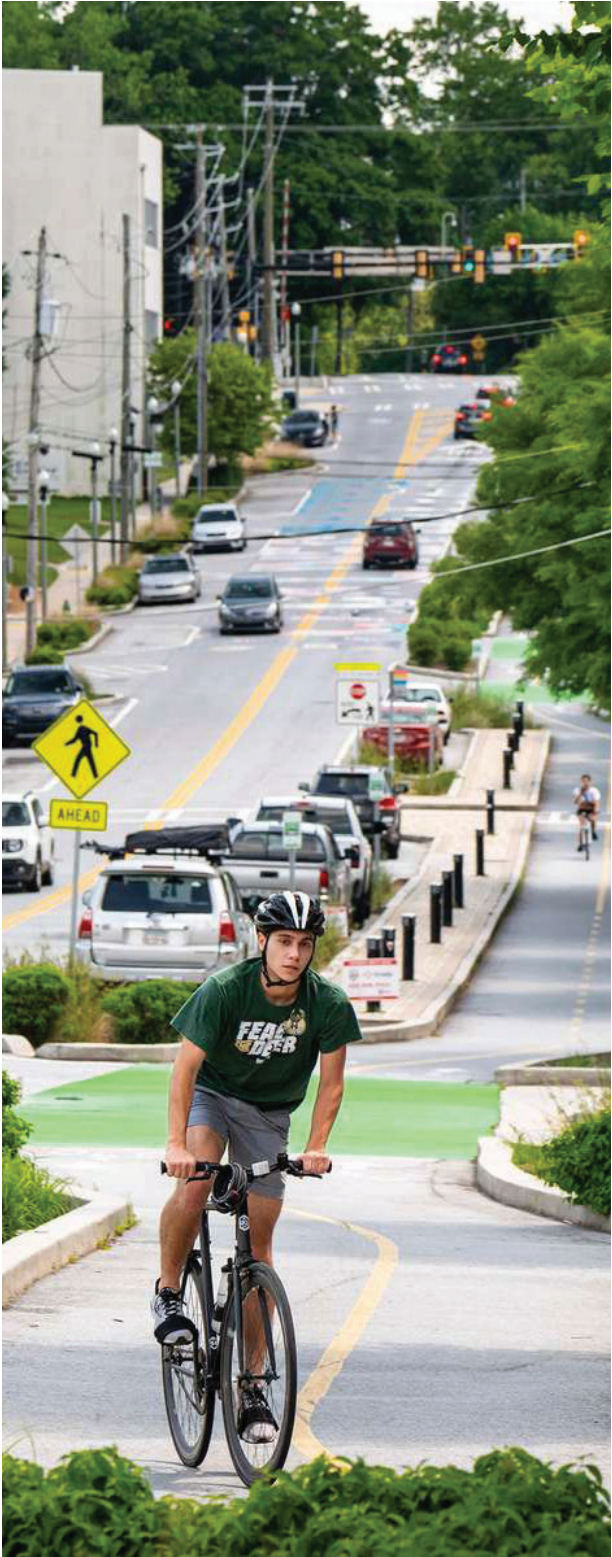
- Design multi-use paths to accommodate not just pedestrians, but also cyclists and users of other micro-mobility devices like scooters.
- Plan multi-use paths to connect key destinations other than just parks and downtown, such as schools, residential neighborhoods, and public transportation hubs.



White Oak Creek Greenway in Cary, NC | Visit Raleigh

### Bike Facilities

- Ensure that bicycle infrastructure forms interconnected networks.
- Implement physically separated bike lanes or cycle tracks, especially on high-traffic roads or in areas where cyclist safety is a concern.
- Design intersections with features such as bike boxes, advanced stop lines, and bicycle-specific traffic signals to enhance safety and visibility for cyclists at intersections.
- Interact with the cycling community and its groups to provide bike education, outreach, and pinpoint areas for improvement.
- Integrate bicycle facilities with public transit, such as installing bike racks on buses or providing secure bike storage at transit stations.
- Implement routine maintenance programs to ensure that bicycle facilities remain in good condition.



Downtown Decatur, GA Streetscape | Robb Williamson



### OFF-ROAD FACILITIES

Off-road facilities refer to paths or amenities separated from vehicular traffic, providing dedicated spaces for pedestrians and cyclists away from roads. Recommendations include:

#### Greenways and Trails

- Establish pathways for various preferences and skill levels, offering hiking, biking, multi-use, and nature trails.
- Develop trailheads and gateways with urban amenities such as parking areas, restrooms, water fountains, picnic shelters, information kiosks, and bike racks.
- Integrate greenways and trails seamlessly with urban infrastructure, including transportation networks, public transit, and pedestrian-friendly streets.
- Promote tourism and retail opportunities along urban trails, such as restaurants, cafes, shops, and cultural attractions.

- Place easy to interpret signage along greenways and trails for route guidance, distance, points of interest, safety tips, and emergency contacts.
- Incorporate safety features along trails, such as emergency call boxes, trail maps, and first aid stations.
- Include interpretive signage, educational exhibits, and interactive displays along trails to provide information about local ecology, history, wildlife, and conservation efforts.
- Connect trails to nearby amenities and attractions, like parks, schools, businesses, and transit hubs.
- Implement regular maintenance programs to upkeep trails, including vegetation management, erosion control, trail surface repairs, and litter removal.
- Implement greenway infrastructure priority projects identified in the [Hendersonville Parks and Greenspace Plan](#).



Duquindre Cut Greenway | Landscape Performance Series



Mecklenburg County Greenway Network | Mecklenburg County Park and Rec Input Dashboard, Public Input



# Public Spaces

Public spaces provide shared environments for community interaction and recreation. These spaces vary in size and form- from small parklets and pocket parks to large plazas.

## PLAZAS

Plazas are paved public open spaces often bordered by buildings and sometimes streets. They can include trees and plantings but are differentiated from parks due to them being primarily hardscaped. These spaces often host both civic and cultural events. They are filled with street furnishings, lighting, plantings, and public art. When not being programmed for events, they can still be a gathering place for the downtown resident, worker, or visitor. Recommendations include:

- Activate plazas with programming and events to encourage community engagement and social interaction.

- Design plazas with movable seating, shade structures, and landscaping to facilitate full-time use.

## PARKLETS

Parklets are sidewalk extensions providing more space and amenities for street users. They are installed in on-street parking lanes. These spaces can be temporary or permanent, sponsored and maintained by business owners and community organizations. They are filled with amenities such as outdoor dining, bicycle parking, landscaping, and public art. Parklets are a placemaking tool that can underutilized parking spaces into places for people. For more information on parklets, see Figure 5.26 - Placemaking Table.

Recommendations include:

- Establish a city-wide parklet program including guidelines for downtown businesses.

- Establish parklet standards and encourage business owners to install parklets complete with seating, public art, and interactive elements for the public to enjoy.

## POCKET PARKS

Pocket parks are small, publicly accessible park spaces that sit between buildings. They can take a variety of shapes and forms, but in a downtown area they often take form on vacant infill parcel sites that are often too small to do anything else with. These are typically green spaces filled with site furnishings, landscaping, and public art.

Recommendations include:

- Introduce pocket parks in underutilized urban spaces downtown.
- Design pocket parks as social hubs and incorporate placemaking amenities such as seating, landscaping, and public art.
- Improve amenities at MLK Park to incorporate parklets were appropriate.

# Case Study Philadelphia, PA

The [City of Philadelphia's Parklet Program](#), overseen by the Mayor's Office of Transportation and Infrastructure Systems (OTIS), offers guidelines and assistance for parklet installation citywide. The guidelines ensure parklets improve streetscapes, offer seating and greenery, and meet safety standards. Local businesses and community groups can apply to create parklets, boosting walkability, social interaction, and urban liveliness.



Parklet in Philadelphia | Philly Voice, Shift Designs



# Amenities

Amenities, such as furnishings, lighting, and landscaping, improve the quality and functionality of public spaces.

## FURNISHINGS

Street furnishings, such as benches, tables, and seating, enhance pedestrian comfort and convenience. Recommendations include:

- Incorporate street furnishings within the downtown streetscapes, pocket parks, and plazas.



Taichung Calligraphy Greenway, in Taiwan | Aecom

## LIGHTING

Lighting is essential for downtown safety at night. Well-lit public spaces improve visibility, security, and create a welcoming atmosphere, extending their use beyond daylight hours. Thoughtful lighting design can enhance architectural features, pathways, and green spaces, adding to their aesthetic appeal.

Recommendations include:

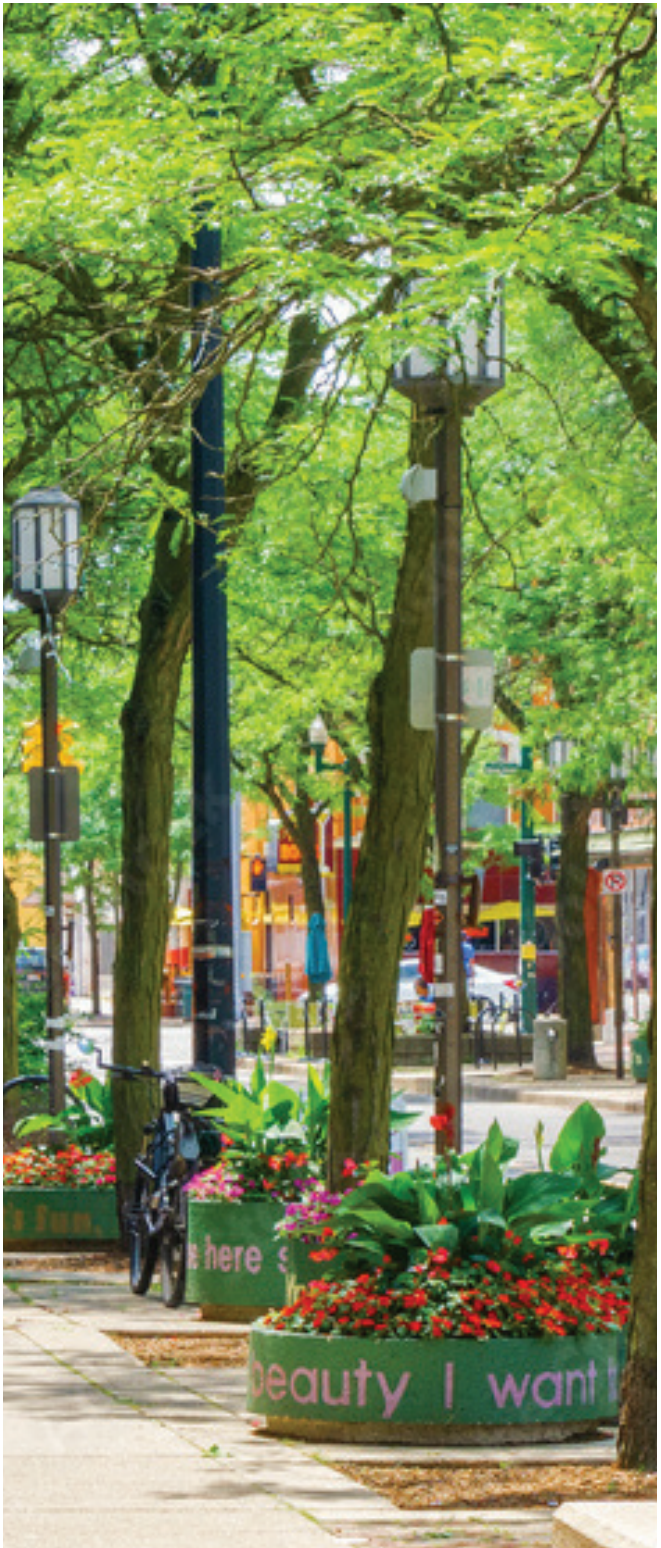
- Utilize pedestrian-scale street lighting located within the edge zone.
- Enhance safety and ambiance with strategic lighting.
- Highlight architectural and natural features, illuminating landmarks, sculptures, and trees (Lighting Ordinance Sec 6-19).
- Embellish lighting features with banners, hanging baskets, or market lights.
- Comply with [DarkSky Guidelines](#) for best outdoor lighting practices.

## TREES & LANDSCAPING

Trees and landscaping beautify the environment while providing shade, noise reduction, and environmental benefits. Strategic placement and maintenance can enhance the visual appeal of downtown public spaces, fostering tranquility and well-being.

Recommendations include:

- Plant trees along both sides of the street to offer framing, shade, and pedestrian scale.
- Utilize bulb-outs, planters, and tree grates along the street edge to provide a buffer for sidewalk from automobile traffic and where appropriate.
- Utilize landscaping features like raised planters to define pedestrian pathways.
- Use trees, shrubs, and other landscaping elements to conceal service areas, utilities, and parking spaces.



Street trees within a downtown | Adobe Stock



# Creative Placemaking

Placemaking transforms public spaces into engaging and functional places that connect people to their surroundings. Components like public art, wayfinding systems, banners, and signage enhance the identity and functionality of the public realm.

## WAYFINDING/SIGNAGE

Wayfinding elements aid navigation in urban areas, promote walking, and encourage transit use by offering direction and destination information from a pedestrian perspective. Signage in the public realm serves multiple purposes, including providing an overall image of downtown or other districts, advertising businesses within buildings, and marking edges or entry points, all while incorporating essential wayfinding elements.

Recommendations include:

- Implement clear, consistent, and engaging signage.
- Improve navigation with clear and informative signage.
- Enhance urban identity with distinctive signage design.

## BANNERS

Street banners can enliven key corridors and should be utilized in distinct areas of downtown. These banners can be utilized for city or neighborhood branding or for special events. Recommendations include:

- Implement banners along key corridors in each of the downtown character districts to establish the area's identity.

ArtScape Hendersonville, a program of the Art League of Henderson County, is an annual art program of over 30 banners featuring the artwork of local artists on Main Street and the downtown side streets.

## PUBLIC ART

Public art brings life to the built environment and enhances public spaces. The City of Hendersonville has strategically worked to connect its districts through art, such as the 5th Avenue Art Route and Bearfootin' Art Walk. Downtown development is encouraged to include public art, from temporary exhibits to permanent installations, to enhance the area's beauty and cultural richness.

Recommendations include:

- Downtown development projects shall include public art and/or creative placemaking. This can be incorporated on site or within the public right-of-way immediately adjacent to the site.
- Encourage art on the rear façades of buildings that adjoin alleys to promote the activation.
- Develop a public art committee to oversee the policy, strategy, and implementation of public art/creative placemaking within downtown Hendersonville.

- Example projects include but are not limited to: sculpture, painted crosswalk, decorative paving, site furnishings, installations, decorative/artistic bicycle racks, cabinet wraps, decorative signage, façade improvements, murals, and parklets.



Luminous Lane in Uptown Charlotte | Charlotte Center City Partners



PLACEMAKING		MAIN STREET	DOWNTOWN EDGE	7TH AVENUE	LOWER TRAILHEAD
	Site Furnishings	Within streetscape amenity and building zones	Within streetscape amenity and building zones	Within streetscape amenity and building zones	Along Ecusta Trail and within streetscape building zones
	Installations	Located in festival streets, parklets, plazas, and other public places	Located in parklets, plazas, and other public places	Located in festival streets, parklets, plazas, and other public places	Located along Ecusta Trail
	Sculptures	Within streetscape amenity and building zones	Within streetscape amenity and building zones	Within streetscape amenity zone, plazas, other public spaces, & along Oklawaha Trail	Within streetscape amenity zone, plazas, other public spaces, & along the Ecusta Trail
	Murals	Not permitted on Main Street, but permitted elsewhere within the district	Along sides and rear of buildings that face alleys	Along all building faces	Along all building faces
	Decorative Paving	Crosswalks, festival streets, plazas, and other public spaces	Plazas and other public spaces	Crosswalks, festival streets, plazas, and other public spaces	Crosswalks, festival streets, plazas, and other public spaces
	Painted Crosswalks	Not permitted	Permitted	Permitted	Permitted
	Artistic Bike Racks	Permitted	Permitted	Permitted	Permitted
	Cabinet Wraps	Permitted	Permitted	Permitted	Permitted
	Façade Improvements	Permitted	Permitted	Permitted	Permitted
	Wayfinding Signage	Permitted	Permitted	Permitted	Permitted
	Parklets	Not permitted on Main Street, but permitted elsewhere in the district	Permitted	Permitted where on-street parking occurs or ROW allows	Not permitted
	Ghost Murals	Permitted	Permitted	Permitted	Permitted

Figure 5.24 - Placemaking Table



Site furnishings in Southern Pines | EPPRentals

Site Furnishings

Functional objects such as benches, trash receptacles, and bike racks that are designed with artistic or decorative elements to enhance public spaces.



Bearfootin' Bear Installation in downtown Hendersonville | City of Hendersonville, NC

Sculptures

Three-dimensional artworks, often placed in public areas to add aesthetic value and cultural significance.



Illuminated Seesaws in Charlotte | Duke Energy

Installations

Temporary or permanent artworks that are strategically placed within a space to engage viewers.



Building with awnings | Addicted 2 Decorating

Façade Improvements

Improved building exteriors with architectural features or art.





Decorative Bike Racks in Cincinnati, OH | ArtWorks Cincinnati

### Artistic Bike Racks

Functional bike racks designed with creative or sculptural elements, often reflecting the culture or themes of the surrounding area.



Parklet in Shoreditch, England | Meristem Design

### Parklets

Temporary or permanent small parks or seating areas created by repurposing curbside parking spaces.



Electrial Box Vinyl Wrap in City of Buena Park | Superior Signs and Graphics

### Utility Cabinet Wraps

Artworks or designs applied to utility cabinets, such as electrical boxes or signal cabinets, to transform them into visually appealing elements.



Main Street Crosswalk Painted by Jewel Edwards in Old Town Rock Hill, SC | Old Town Rock Hill

### Painted Crosswalks

Crosswalks painted with colorful or artistic designs to enhance visibility, promote pedestrian safety, and add visual interest to streetscapes.



Historical Mural in Downtown Hamilton, MO | Wikipedia

### Murals

Large-scale paintings or artworks applied directly to walls or surfaces, serving to enrich urban environments.



Brick Patterned Sidewalk | Wespray On Paving

### Decorative Paving

Artistic designs or patterns integrated into sidewalks, plazas, or other paved surfaces.



Main Street Signs | Jacqueline McGreevey

### Decorative Banners/Signage/Wayfinding

Artistic or creatively designed banners used for informational purposes or branding.



Ghost Signage in York Pennsylvania | Fuzzy Galore

### Ghost Signage

A hand-painted advertising sign that has been preserved on a building.



# Site Design

## FRONTAGE TYPES

Frontages refer to the part of the lot or building façade that faces a public street or public space. Guidelines regarding the setbacks and build-to-lines are based off the frontage type.

### Primary

- Frontage along the following streets is considered primary: Main, Downtown One-Way, Downtown, Festival, and Boulevard

### Primary-Other

- If a frontage abuts a public open space such as a park, plaza, or path it is considered a primary-other frontage
- This applies to existing or future parks, plazas, or paths within the city as outlined on any adopted plan

### Secondary

- Frontage on all other streets within downtown that are

not considered primary and include: Connector, Residential 1, and Residential 2

### Other

- Alleys are not considered primary frontage

## APPLICATION TO LOTS WITH MULTIPLE FRONTAGES

- In cases where a lot has multiple frontages, at least one frontage must be designated as primary

## BUILDING PLACEMENT & SETBACK CHARACTER

### Orientation

- Buildings should face the street and be accessible from the sidewalk
- Site layout shall prioritize placing buildings towards the front of the lot, with parking situated to the side and/or rear of the building

- Buildings located on a corner should have one of the following architectural features:
  - Two entrances, one primary and one secondary, located on each frontage
  - Architecturally prominent corner entry with vertical emphasis through building height or architectural elements like porches, colonnades, etc.

### Setback Line

- The setback line is based off of the future back of curb

### Build-To-Zone

- The Build-to-Zone begins at the required frontage type setback line

### Build-To-Percentage

- The build-to-percentage refers to the proportion of a lot's frontage that must be occupied by the building façade

## SETBACK EXCEPTIONS

### Primary

- Infill development should match building setback line of adjacent properties
- Should the setback of existing buildings vary, Community Development Director shall determine setback line of infill development

### Primary-Other

- For property fronting on a public open space, the building setback line should be based on an adopted plan
- If there is no adopted plan, the Community Development Director will determine the location of the building setback line
- Infill residential shall match building setback, mass, and scale of adjacent properties



Required Setback Line by Frontage Type (From future back of curb, measured in ft)			
A	Frontage Type	Primary	20
		Primary-Other	20*
		Secondary	16
Build-To-Zone (From setback line, measured in ft)**			
B	Frontage Type	Primary	0-10
		Primary-Other	0-10*
		Secondary	0-20
Minimum Build-To-Percentage			
C	Frontage Type	Primary	80%
		Primary-Other	80%
		Secondary	60%
D	Side Setback Line (ft)	None, unless abutting single-family residential zoning, then 10'	
E	Rear Setback Line (ft)	None, unless abutting single-family residential zoning, then 20'	

Figure 5.26 - Setback by Frontage Type

\*Festival street: 0' setback and 0-10' build-to-zone  
\*\*Build-To-Zone of 10' maximum is permitted if outdoor dining or other public open space amenity is proposed along frontage. To be approved by the Community Development Director.



Allowing for range within the Build-to-Zone allows for the inclusion of public spaces and other features that add to the public realm

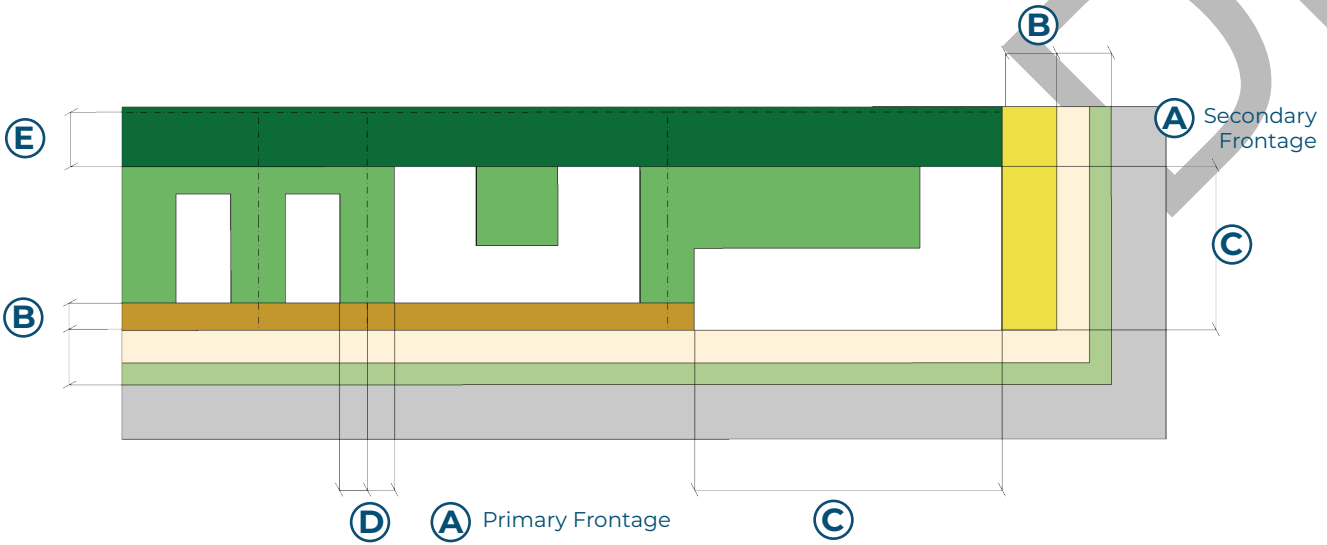


Figure 5.27 - Building Placement and Setback

BUILDING HEIGHT

Story

- The part of a building or structure above ground level between one floor and the next floor or roof above
- New downtown buildings must be at least two stories tall, with exceptions for certain accessory structures like retail kiosks or public restrooms

Building Height Calculation

- The building's vertical distance measured from the ground story to the attic story.
- Parapets are included in the overall building height
- Basements measuring less than 6 feet in height, determined from the average grade of the fronting sidewalk, are not considered stories, and thus are excluded from the calculation of overall building height

Building Height by District

- The permitted building height varies according to the specific character district. Refer to Figure 5.28

CHARACTER DISTRICTS	BUILDING HEIGHT	
	Min.	Max.
Main Street Character District	22' (2-story)	64' (4-story)*
Downtown Edge Character District	22' (2-story)	64' (4-story)
7th Avenue Character District	22' (2-story)	40' (3-story)
Lower Trailhead Character District	22' (2-story)	40' (3-story)

Figure 5.28 - District Height Transition

\*With the exception of the buildings facing Main Street within the Main Street Historic District are not to exceed 3 stories

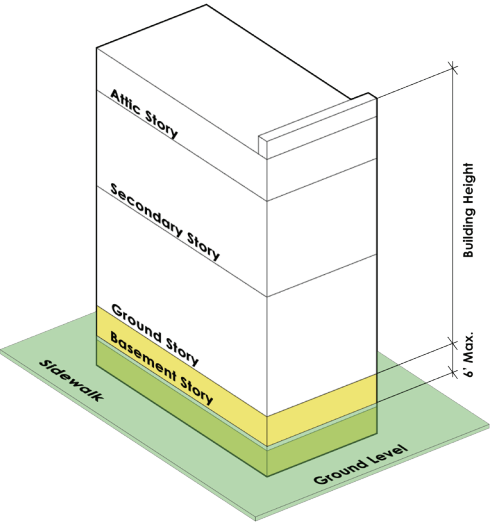


Figure 5.29 - Calculation of Building Height



BUILDING HEIGHTS MAP

The Building Heights Map, as shown on the right, outlines the maximum height allowed within each character district. The map includes the existing overlay character district, as mandated by Senate Bill 649, which was enacted by the General Assembly of North Carolina (2007). Within this district, building heights are restricted to a maximum of 64 feet.\*

Recommendations include:

- Extend the 64’ height limit to include all parcels within the downtown character districts.
- Allow a maximum height of 40’ within the 7th Avenue and Lower Trailhead Character Districts.

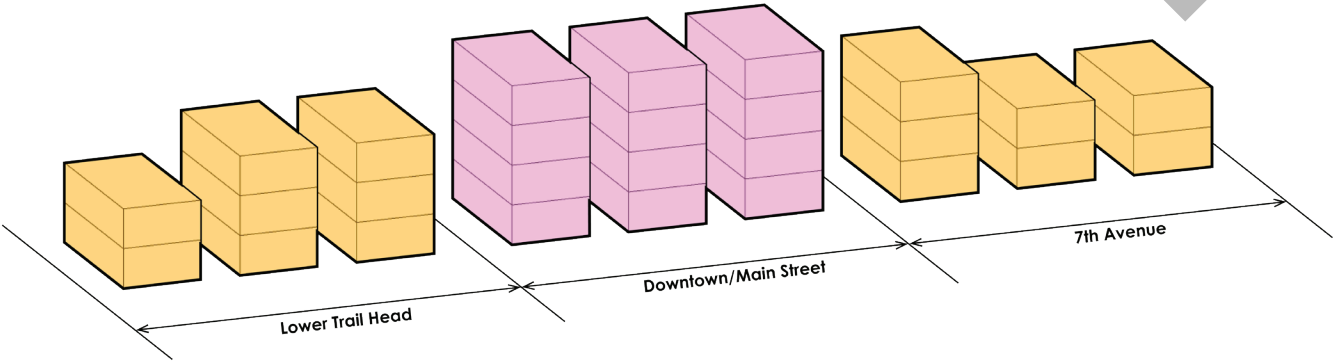
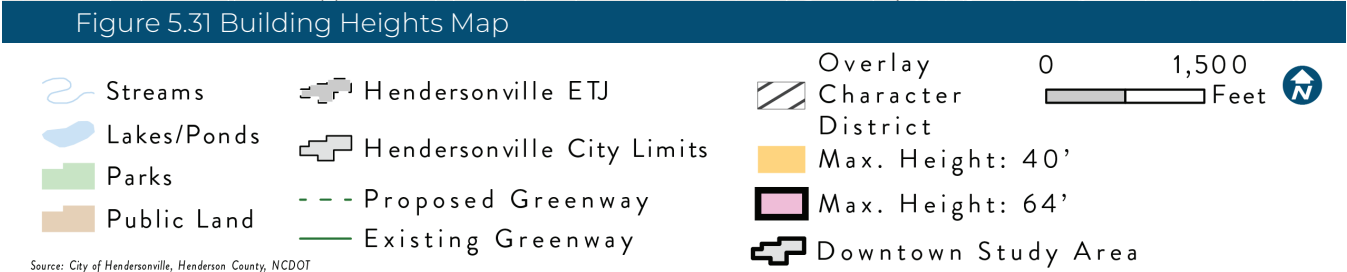
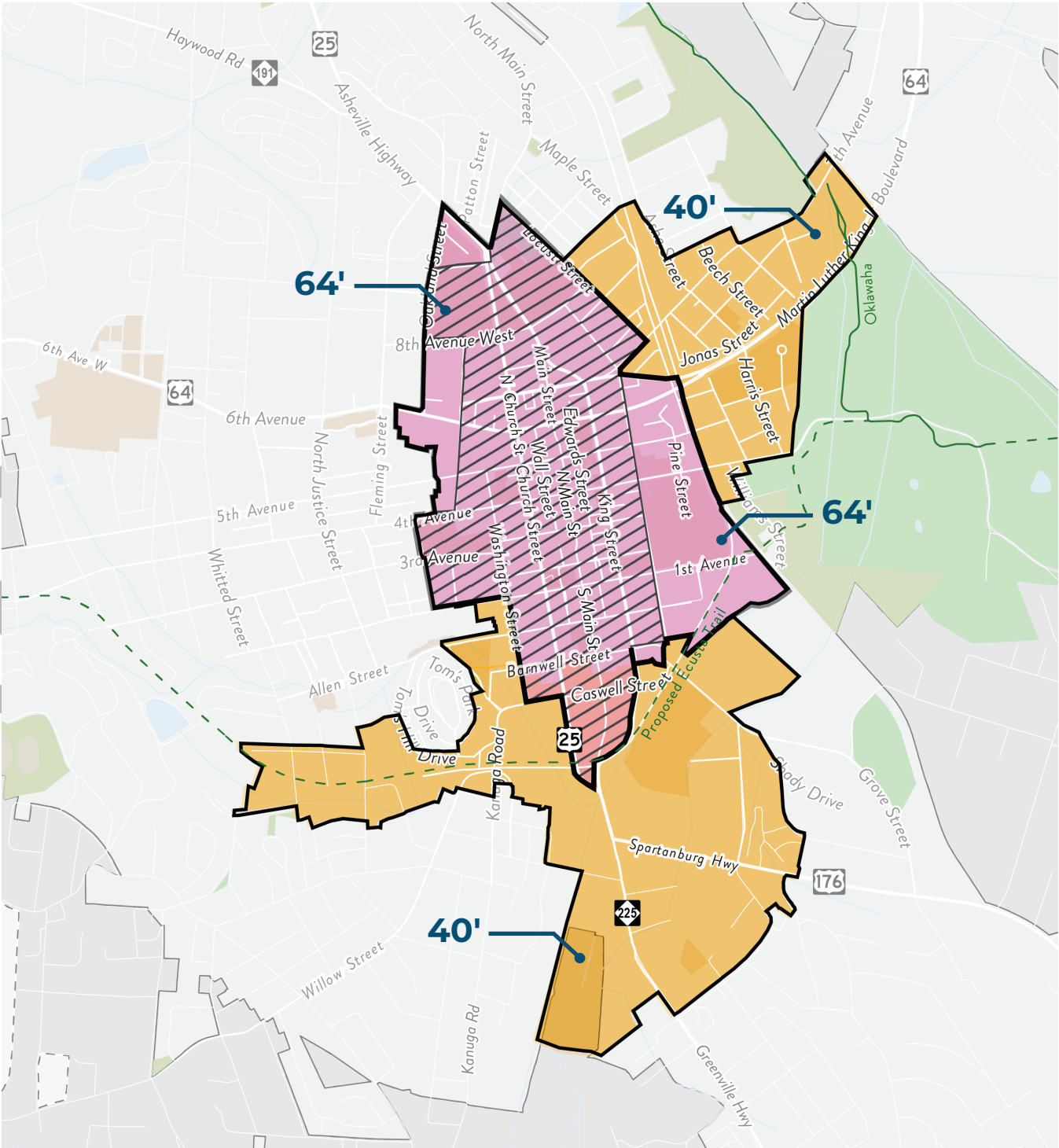


Figure 5.30 - Building Height Table



Source: City of Hendersonville, Henderson County, NCDOT



REAR AND SIDE STEPBCKS  
FOR DEVELOPMENT

Character District Transitions

When development is located next to a district with a lower height restriction, the development should be no more than one-story differential for the first 50 feet of building width.

Residential Transitions

Development adjacent to residentially zoned land and/or historic structure should be no more than one-story differential for the first 50 feet of building width.

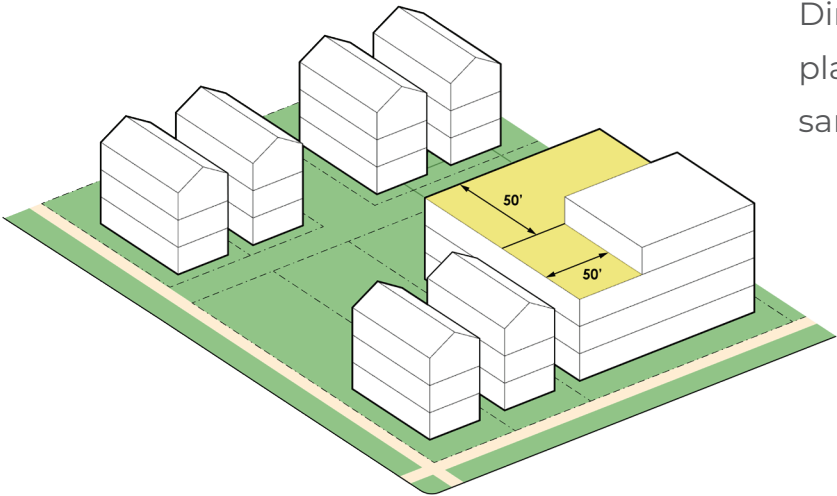


Figure 5.32 - Stepbacks

GREENWAY & TRAIL FRONTAGE

- When future development is planned along a proposed trail as outlined on any adopted plans, it is the responsibility of the development to construct the portion of the trail along the development frontage.
- The Community Development Director may adjust the public realm improvement standards when such improvements are not proportional to the need created by the development.
- The requirement might also be waived by the Director of Henderson County Parks and Recreation and/or the Community Development Director if either agency has plans for construction of the same trail.

CONNECTIONS TO PARKS AND GREENWAYS

- When a development abuts an existing or future greenway, park, or open space area, pedestrian/bicycle accessways must be provided at a minimum of every 1000 feet when feasible as determined by City staff.

LANDSCAPE

- Design landscaping, fencing, and retaining walls to be integrated into the site and its architecture.
- Screen service areas, utilities, and parking areas with trees, shrubs, and other landscaping.
- Install pedestrian bulbouts at street intersections within the downtown districts to reduce pedestrian crossing distance and expand public space. Integrate plantings, monumentation, public art, and seating within these spaces.

STORMWATER MANAGEMENT

- Underground stormwater detention should be utilized within the downtown districts versus surface detention facilities.
- Low impact stormwater management methods such as pervious paving, bioretention, and vegetated landscape islands shall be utilized in surface parking lots.
- Utilize innovative stormwater management methods such as the use of bioretention in planting strips along non-primary streets.



PARKING

- Surface parking lots shall not be a principal use in any character district.
- For commercial uses within the character districts, 5% of the total parking spaces should allow for public use during off-peak business hours.
- Shared parking is encouraged.

STRUCTURED PARKING

- Parking structures are encouraged within the downtown districts to reduce the footprint of surface lots.
- Developments requiring 200 vehicular parking spaces or more must build structured parking.
- Parking structures may be a principal use in the character districts.
- Parking structures wrapped with liner buildings.
  - When adjacent to a frontage, parking structures shall include active uses along 80% of the primary

- frontage and 60% of the ground floor building length along any seconding frontage, excluding areas of required vehicular and pedestrian egress, and utility rooms.
- Vertical and horizontal architectural elements should be designed in a manner to approximate the window openings on adjacent habitated portions of the building.
- 60% of all openings on or visible from a frontage shall be screened with architectural louvers and/or panels.
- Refer to the Zoning Ordinance for additional parking standards.

PARKING REQUIREMENTS

- Within the Main Street character district, parking requirements are optional with the provision of a fee in lieu.

- Within the Downtown Edge, 7th Avenue, and Lower Trailhead character districts, minimum parking requirements are per the underlying zoning district.
- The following parking maximums apply to properties within each of the character districts regardless of the underlying zoning designation.
- Surface lots for trailhead parking are allowed within the 7th Avenue and Lower Trailhead character districts.

TRAILHEAD PARKING

- Trailhead parking lots must be spaced a minimum ½ mile from each other.
- These parking lots shall hold 10 spaces or fewer, including ADA spaces.
- Trailhead parking lots may incorporate amenities such as restrooms, water fountains, trash/recycling receptacles, and benches.
- Parking lots must be screened from the trail and the public street utilizing landscaping at a minimum width of a 10’ landscape buffer.

Maximum Vehicle Parking Requirements	Main Street Character District	Downtown Edge Character District	7th Avenue Character District	Lower Trailhead Character District
Multi-Family	1 / bedroom	1 / bedroom	1 / bedroom	2 / bedroom
Single-Family Attached	No Limit	No Limit	No Limit	No Limit
Commercial Use	3 / 1,000 sf GSF	3 / 1,000 sf GSF	3 / 1,000 sf GSF	4 / 1,000 sf GSF
Civic Use	2 / 1,000 sf GSF	2 / 1,000 sf GSF	2 / 1,000 sf GSF	3 / 1,000 sf GSF
Open Space Use	1 / 6,000 sf	1 / 6,000 sf	1 / 6,000 sf	1 / 6,000 sf

Figure 5.33 - Maximum Vehicle Parking Requirements



ON-SITE OPEN SPACE

- All proposed developments are required to provide on-site open space except for developments on parcels one-fourth acre or less in size.
- Developments shall provide a minimum of on-site open space in accordance with the following:
  - Main Street: 5%
  - Downtown Edge: 10%
  - 7th Avenue: 10%
  - Lower Trailhead: 15%

PUBLIC ON-SITE OPEN SPACE

Development in the character districts shall provide a minimum public on-site open space in accordance with the following table based on the proposed land use.

PUBLIC ON-SITE OPEN SPACE	
COMMERCIAL	50% of required on-site open space shall be public
MIXED-USE	25% of required on-site open space shall be public
RESIDENTIAL	Not required

Figure 5.34 - Public On-Site Open Space

ON-SITE OPEN SPACE TYPES

- **Plazas:** Paved public spaces near urban buildings featuring gathering space, landscaping, places to sit, and sometimes shops.
- **Courtyards:** Open areas enclosed by buildings or walls
- **Greens:** Small urban parks covered by grass and/or trees
- **Close:** A shared area amidst residences or small businesses, instead of private yards
- **Pocket Parks:** Mini parks nestled between buildings
- **Linear Parks:** Long parks that connects landmarks or greens
- **Greenways:** Shared-use path corridor
- **Outdoor Amenities and/or Recreation Spaces:** Portion of space meant for recreational or outdoor activity
- **Outdoor Dining:** Outdoor arrangement of furnishings intended for eating/drinking
- **Rooftops:** Open terrace space on top of a building

ON-SITE OPEN SPACE		MAIN STREET			DOWNTOWN EDGE			7TH AVENUE			LOWER TRAILHEAD		
		Commercial	Residential	Mixed-Use	Commercial	Residential	Mixed-Use	Commercial	Residential	Mixed-Use	Commercial	Residential	Mixed-Use
	Plazas	●		●	●		●	●		●	●		●
	Courtyards	●	●	●	●	●	●		●			●	
	Greens	●		●	●		●		●	●		●	●
	Close	●	●	●	●	●							
	Pocket Parks						●	●		●	●		●
	Linear Parks	●	●	●	●	●	●		●			●	
	Greenways	●	●	●	●	●	●	●	●	●	●	●	●
	Outdoor Amenities and/or Recreation Spaces	●	●	●	●	●	●		●			●	
	Outdoor Dining	●		●	●		●	●		●	●		●
	Rooftops	●	●	●	●	●	●	●	●	●	●	●	●

Figure 5.36 - On-Site Open Space Typology5



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# Building Design

## ARCHITECTURAL CHARACTER

An overview of the architectural character of each of the proposed character districts can be seen below. Future development should look to the existing architectural language within each character district for inspiration but should not mimic buildings entirely.

### Main Street

- Made up of primarily 1-2 story commercial buildings with flat roofs
- Both natural and painted brick
- Many buildings are adorned with decorative friezes at the top adding dimension and unique character

### Downtown Edge

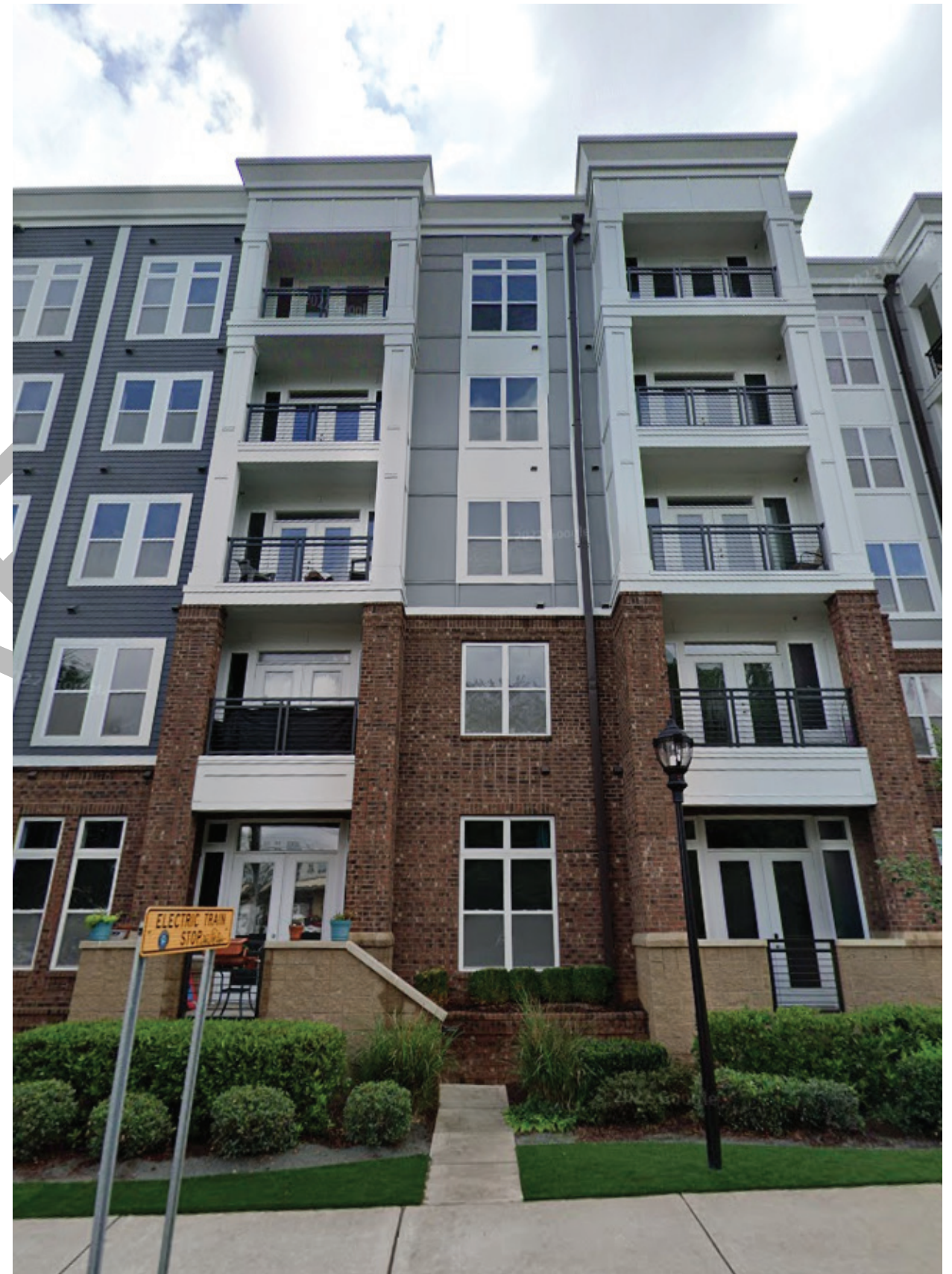
- Made up of primarily 1-2 story commercial and civic buildings
- Both natural and painted brick
- Both flat and pitched roofs are present within this district

### 7th Avenue

- Made up of primarily 1-2 story commercial and warehouse buildings with flat roofs
- Primarily natural brick
- Also contains some early twentieth century single-family residential

### Lower Trailhead

- Contains a variety of land use and styles at present but the future Ecusta Trail will transform the area's character
- Future development should be trail oriented
- Architectural styles within this district might lean more modern except in areas such as Lenox Park where existing historic districts exist



Example of an articulated building façade | 808 Hawthorne Apartments, Google Street View



FAÇADE ARTICULATION AND MASSING

- Ⓐ Large buildings shall utilize building detail and articulation to help distribute their mass and scale. For buildings 150 feet in length or longer:
- Ⓑ Façades shall be divided into shorter segments by means of modulation; such modulation shall occur at intervals of no more than 60 feet and shall be no less than 2 feet in depth.
- Ⓒ A courtyard, with a minimum width and depth of 60 feet, shall be visible from the street on primary frontages spaced no more than 150 feet.
- Ⓓ Ground-floor designs such as arcades, galleries, colonnades, outdoor plazas, or outdoor dining areas shall be incorporated into the building façade and are considered in meeting required build-to percentages.

- The first two floors above the street grade shall be distinguished from the remainder of the building with an emphasis on providing design elements that will enhance pedestrian environment.
- Special interest to the base shall be provided by incorporating elements such as corbeling, molding, stringcourses, ornamentation, changes in material or color, recessing, architectural lighting, and other sculpturing of the base.
- Buildings on a corner or at an axial terminus should be designed with additional height or architectural embellishment. Examples include:
  - Chamfered or rounded corners
  - Projecting and recessed balconies and entrances
  - Enhanced window designs

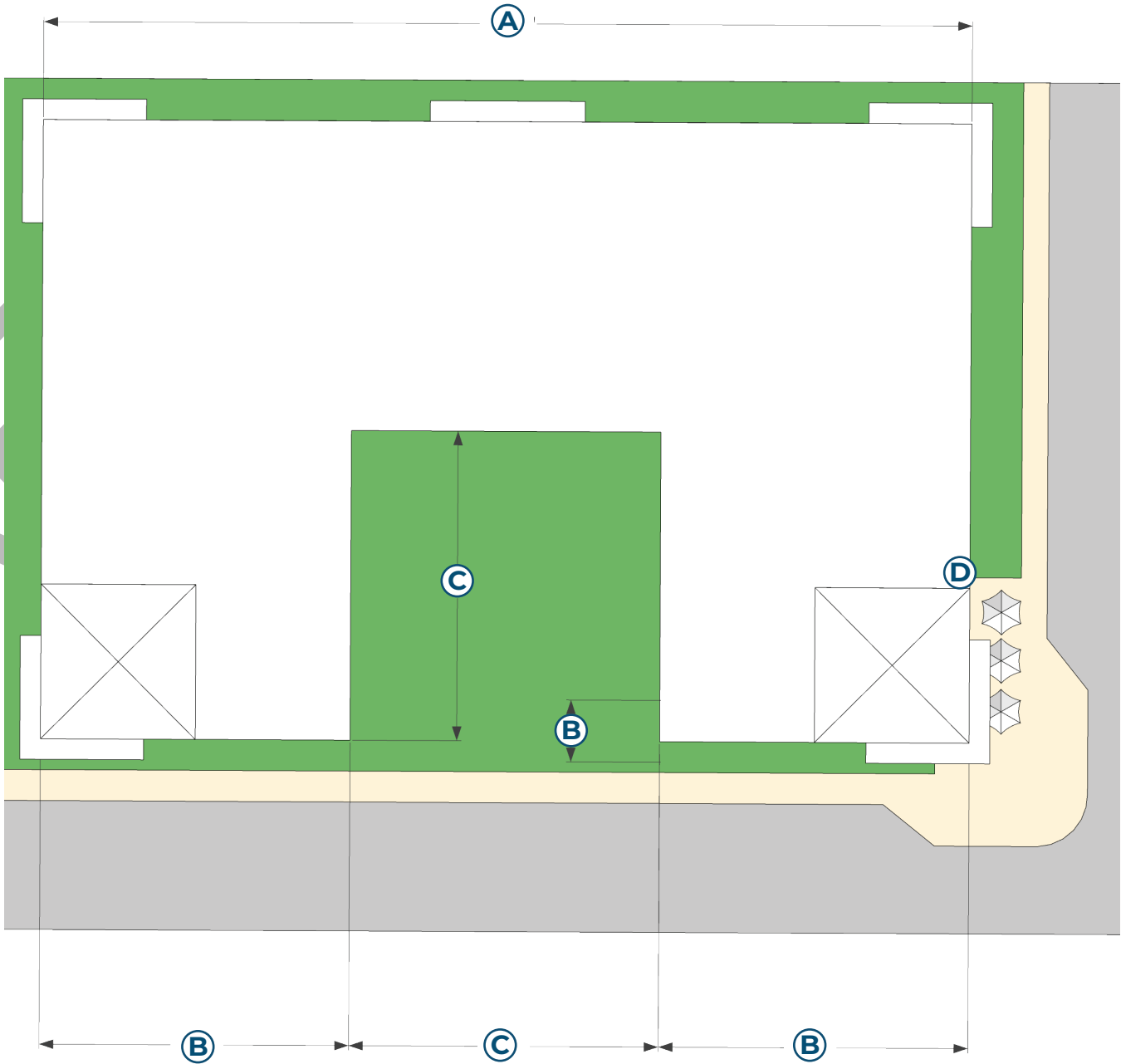


Figure 5.36 - Façade Articulation and Massing Diagram



# BUILDING ELEMENTS

## Entry

- The main pedestrian entry shall be a prominent entrance on the primary frontage.
- For corner buildings with two frontages, the main pedestrian entry can be located on the corner.
- Enhance the design of entry areas with materials, as well as architectural and landscape features, that will naturally guide pedestrians.

## Windows

- Shopfront windows shall not be lower than 2 feet from the ground plane except where architectural elements like floor or ceiling glass curtain walls or glass roll up doors are utilized.
- Windows should comprise more than 60% of the building façade in the Main Street and Downtown Edge districts.

- Windows should comprise more than 40% of the building façade in the 7th Avenue and Lower Trailhead districts.
- Windows shall be set back 4-6 inches from the façade rather than flush.

## Roofs

- Infill development in the Main Street district shall have flat roofs to match the existing architecture of Main Street.
- Pitched roofs are permitted in the Downtown Edge, 7th Avenue, and Lower Trailhead districts.

## Recessed Doorways

- Recessed doorways are encouraged with 5 feet as the maximum distance of recess from the front wall.
- No glass shall be positioned lower than two feet above ground level.
- Doors are not permitted to swing into the sidewalk/ pedestrian zone.

## Activated Ground Floor

Since the ground floor is at the same elevation as the surrounding streetscape, activation of the façade is essential in creating an enjoyable downtown pedestrian experience.

- Ground floor façades should be composed primarily of glass to allow views of the use and activity within the buildings
- Within the Main Street and Downtown Edge districts, the ground floor shall be composed of commercial uses.
- Private residences are prohibited on primary frontages within Main Street and Downtown Edge districts.
- Primary residence entries, including those for townhomes and brownstones, should incorporate features such as stoops, porches, etc.
- Ground floor design should incorporate elements such as retail displays, planters, art, and canopy coverings to encourage pedestrian activity.



Flat rooftops within the Main Street character district | Henderson County Tourism



Activated ground floors on Main Street | Visit Hendersonville NC



Materiality

- Materials chosen for building façades, balconies, windows, or roof should be compatible with the surrounding context of the district but should not be identical as to not allow for any diversity.
- All façades visible from a primary frontage shall utilize high-quality finish materials such as: brick, wood, stone, concrete-based stucco, horizontal wood siding, architectural metal panel, or wood shingle.
- Within the Main Street and Downtown Edge districts, brick shall be the primary building material. Predominant shall mean more than (50%) of the non-glasses wall surface.
- The following materials are prohibited within any of the downtown districts: EFIS, concrete board, concrete block, pre-engineered corrugated metal panels.

Franchise Architecture

- Franchise architecture, a standardized architectural building style used as part of a standardized program to promote brand identity through visual recognition, is not permitted within the character districts.
- Franchise architecture should be modified as necessary to be in line with the existing character district in which it is proposed.
- Franchise architecture must conform with all Downtown Design Guidelines.

Drive-Throughs

- Drive-through facilities or services are not permitted within the Main Street, Downtown Edge, or 7th Avenue districts.
- This applies to any type of drive-through facility or service including restaurants and financial institutions.

- Walk-up service windows are the preferred service window in a downtown pedestrian-oriented district
- Within the Lower Trailhead District, drive-throughs are permitted but cannot be along the primary frontage. They shall be located to the rear of the building.

SIGNS

Signs within the character districts should add to the street vitality and be compatible with adjacent usage and signage.

Landmark signs that contribute to the historical or cultural character of the area or the community, shall be preserved. Landmark signs are subject to City Council approval.

- Landmark signs may include historic painted wall signs on a building façade; even if that business or product is no longer on site, the sign adds character to the area, and should be considered a landmark sign.



An example of a regional chain (11 stores) that occupies a historic building | Mast General Store Asheville



Walk up window of a pizzeria | Bird Pizza, Alex Cason Photography



Prohibited Signs

- Monument signs, changeable message, and flashing signs are prohibited.
- Freestanding signs are prohibited where a building is present.
- Internally illuminated sign letters, and neon, roof, and movable signs are prohibited except for historical significance, architecture, or use.
- Businesses shall not paint over awning signs; awnings must be replaced or professionally redone so there is no remnant of old signs on the fabric awning.



Painted business sign | JC Signs Charlotte

Permitted Signs

- Signs that are on the building face, windows, doors, canopies, or awnings.
  - Individual elements such as letters or digits placed on top of and at the front edge of a canopy over a ground level walk-in entryway.
- Signs painted or stenciled on walls or through windows or doors to complement the architectural period or style of the building are permitted.
  - These are permitted for all non-residential uses within the character districts.
  - Painted wall signs shall not be painted on architectural features such as doors, or cornices; Building/business address, name, or information such as hours of operation are not considered a painted wall sign.
  - Painted wall signs may be externally lit with light directed to the sign face.

- The property owner and/or business owner are responsible for ensuring that a painted wall sign is maintained in good condition and repaired in the case of vandalism or other destruction.
- Projecting Signs
  - Projecting signage should be scaled for pedestrian legibility rather than vehicular wayfinding.
  - Refer to zoning ordinance for height and clearance dimensions.
- Hanging Signs
  - Signs must be hung parallel to the building façade from a second floor arcade or balcony or within a first floor entry alcove.
- Externally illuminated signs
  - Direct light of white or yellow from a shielded source is the preferred method of illumination.

- White or colored halo lighting, with opaque letters/symbols are displayed in front of a background which reflects a hidden light source, is permitted.
- Sidewalk signs
  - Sidewalk signs, such as A-frame “sandwich signs” are allowed during business hours.
  - Sidewalk signs should not block the pedestrian zone.
  - Refer to zoning ordinance for placement guidelines.

Advertising Vacancies

- The posting of advertisements, with the exception of for sale or lease information, are prohibited from windows, walls, or any surfaces..

**For specific regulations regarding signage refer to the Hendersonville Zoning Ordinance. Signs are subject to the Community Development Director's approval.**