



## CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY

---

**SUBMITTER:** Jamie Carpenter, Downtown  
Manager

**MEETING DATE:** March 4<sup>th</sup>, 2022

**AGENDA SECTION:** NEW BUSINESS

**DEPARTMENT:**  
Community  
Development –  
Downtown Division

**TITLE OF ITEM:** 7<sup>th</sup> Avenue Visioning Project - *Jamie Carpenter, Downtown Manager*

### **SUGGESTED MOTION(S):**

---

#### **SUMMARY:**

In 2021, the Downtown Workplan included a 7<sup>th</sup> Avenue branding/visioning process. In spring 2021, an RFP was released to identify a consultant who could help guide the process, including public input and participation. Deliverables requested included:

- An outline for public input that includes price breakout and areas department staff will be needed for support or facilitation.
- A simple brand story or theme outline that includes a brief summary for how that brand was developed by a public input process, and any additional recommendations.
- A logo design that can be adapted for multiple formats, including:
  - Full color version on black, white and transparent background
  - Single color version on black, white and transparent background
  - Grayscale version on black, white and transparent background
  - Horizontal and vertical layout (if necessary)
  - High resolution vector logo that can be scalable and includes layered images of the final approved logo, as well as flattened images in .jpeg, .png and pdf formats.
- Consultation on style for gateway signage that will be installed as a part of the streetscape improvement that fits within the context of the brand story.

The project was put on pause in June 2021, due to a separate discussion regarding the naming of the Green Meadows / Brooklyn neighborhood. The Downtown Advisory Board took the pause in order to make space for those discussions occurring within the neighborhood. While this was a separate project, the residents of Green Meadows / Brooklyn are neighbors and stakeholders of the 7<sup>th</sup> Avenue Business District. The visioning process for 7<sup>th</sup> Avenue will include public input meetings that invite and involve the residents in the Spring.

#### **Timeline:**

- **March** - Present to City Council, Interview finalists of RFP selection process.
- **April** - Select consulting firm

- **May – June** - Launch project, including timeline for public meetings and public participation using guidance from firm; Community input during Farmers Market; Public meetings and information gathering
- **July-September** - Complete visioning, unveil logo and design guidelines

**BUDGET IMPACT:** \$15,000 (7<sup>th</sup> Avenue)

**Is this expenditure approved in the current fiscal year budget?** Yes, this was included in the supplies & materials and contracted services budget.

**If no, describe how it will be funded.**

**ATTACHMENTS:** None