

GEN H

HENDERSONVILLE COMPREHENSIVE PLAN

Public Hearing

07.10.2024





- **Purpose** - What is the Plan?
- **Process** - How was the Plan developed?
- **Content** - What are the key components of the Plan?
- **Next Steps**

Purpose

What is it?

An Effective Tool to Manage Change

- Meet Requirements of State Statutes (160D)
- Up-to-date Guide, Informs Decisions of Many



**Policy Makers: Elected
and Appointed
Leaders**



**Staff of City
Depts.**



**Partners (Area Agencies,
Neighboring Jurisdictions,
Nonprofits, etc.)**



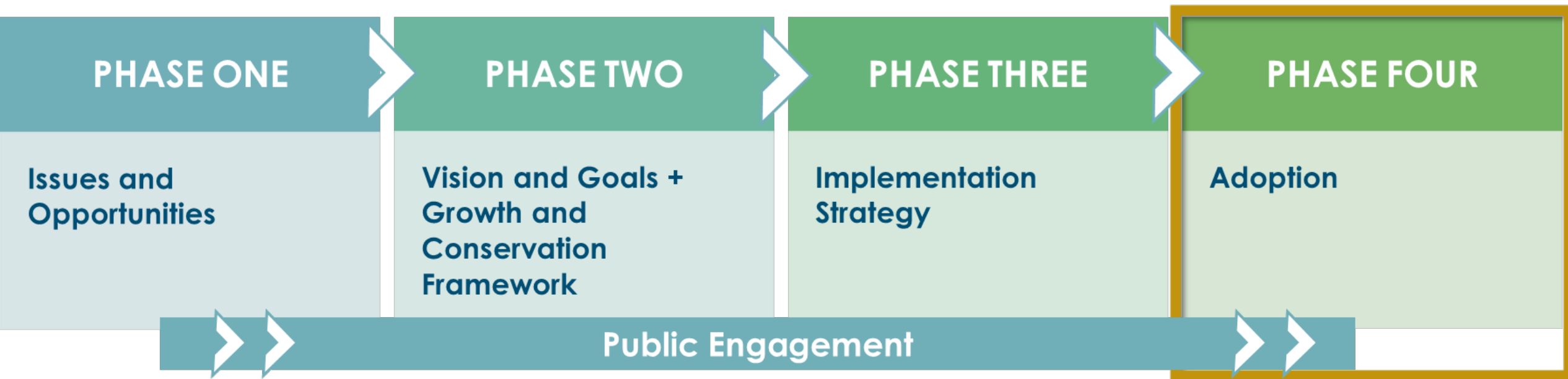
**Property
Owners &
Developers**

Process

How was it developed?

Process Overview

- 12+ months
- Robust Community Engagement Program



Engagement by the Numbers



Stakeholder
Discussions



Presentations &
Pop-Ups



Round Table
Discussions



Council
Comp-versations



Meeting Kits



Community
Advisory
Committee



Policymaker
Workshops



Community
Surveys



Public Input on Draft Plan



View Public Input on the Draft Plan
<https://publicinput.com/u8011>

Project Engagement

VIEWS

744

PARTICIPANTS

247

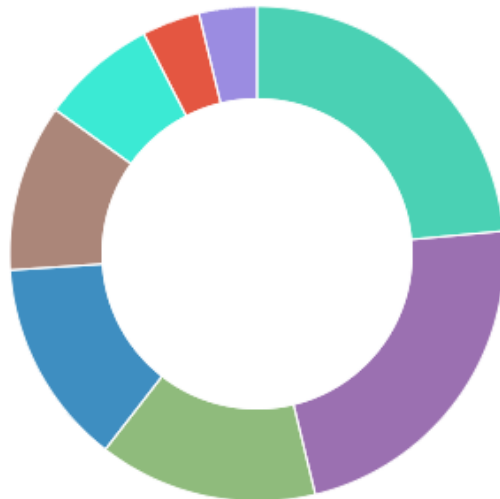
RESPONSES

847

COMMENTS

133

What is your age?



24	66-75
%	
23	56-65
%	
14	36-45
%	
13	46-55
%	
11	26-35
%	
8%	Over 75
4%	18-25
4%	Prefer not to answer
0%	Under 18

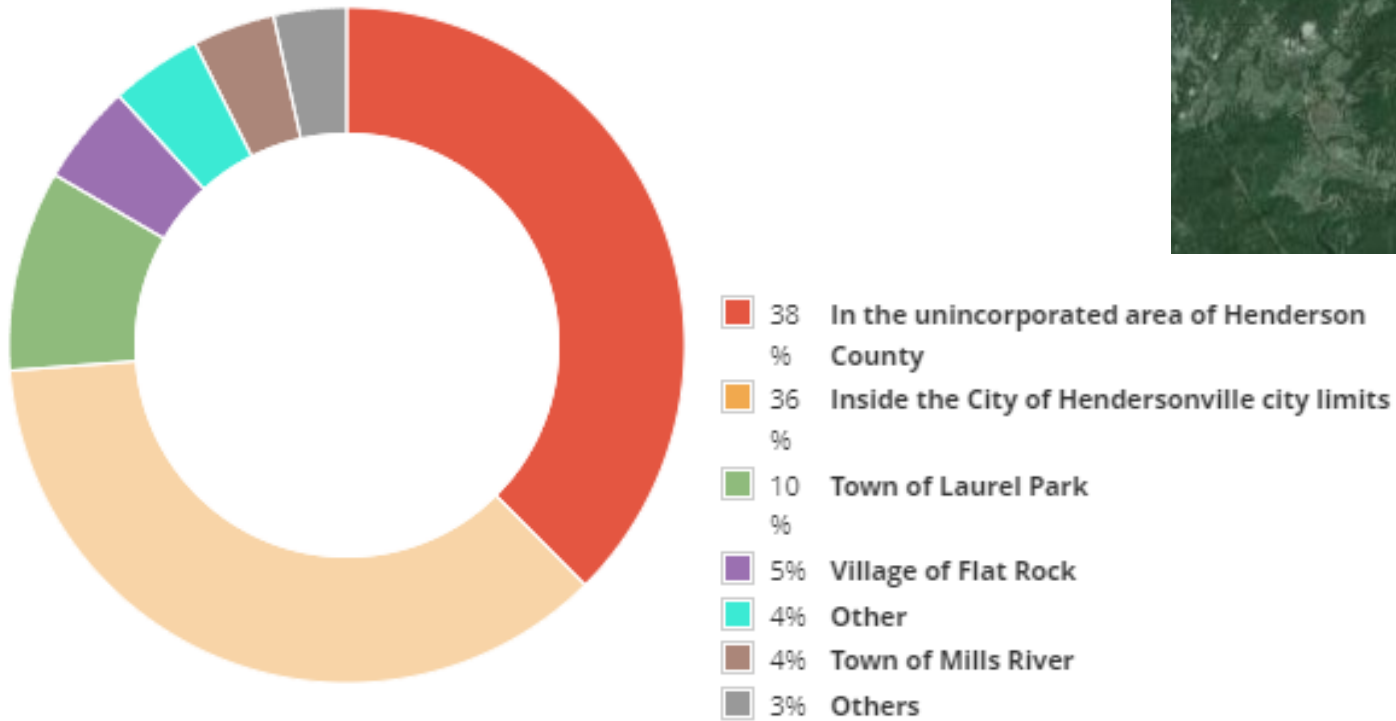
What is your race/ethnicity?

85%	White	172 ✓
11%	I prefer not to answer	23 ✓
2%	Hispanic, Latino, or Spanish	5 ✓
2%	Black or African-American	4 ✓
1%	Other	3 ✓
0%	Asian	1 ✓
0%	American Indian or Alaska Native	1 ✓
0%	Native Hawaiian or Other Pacific Islander	0 ✓

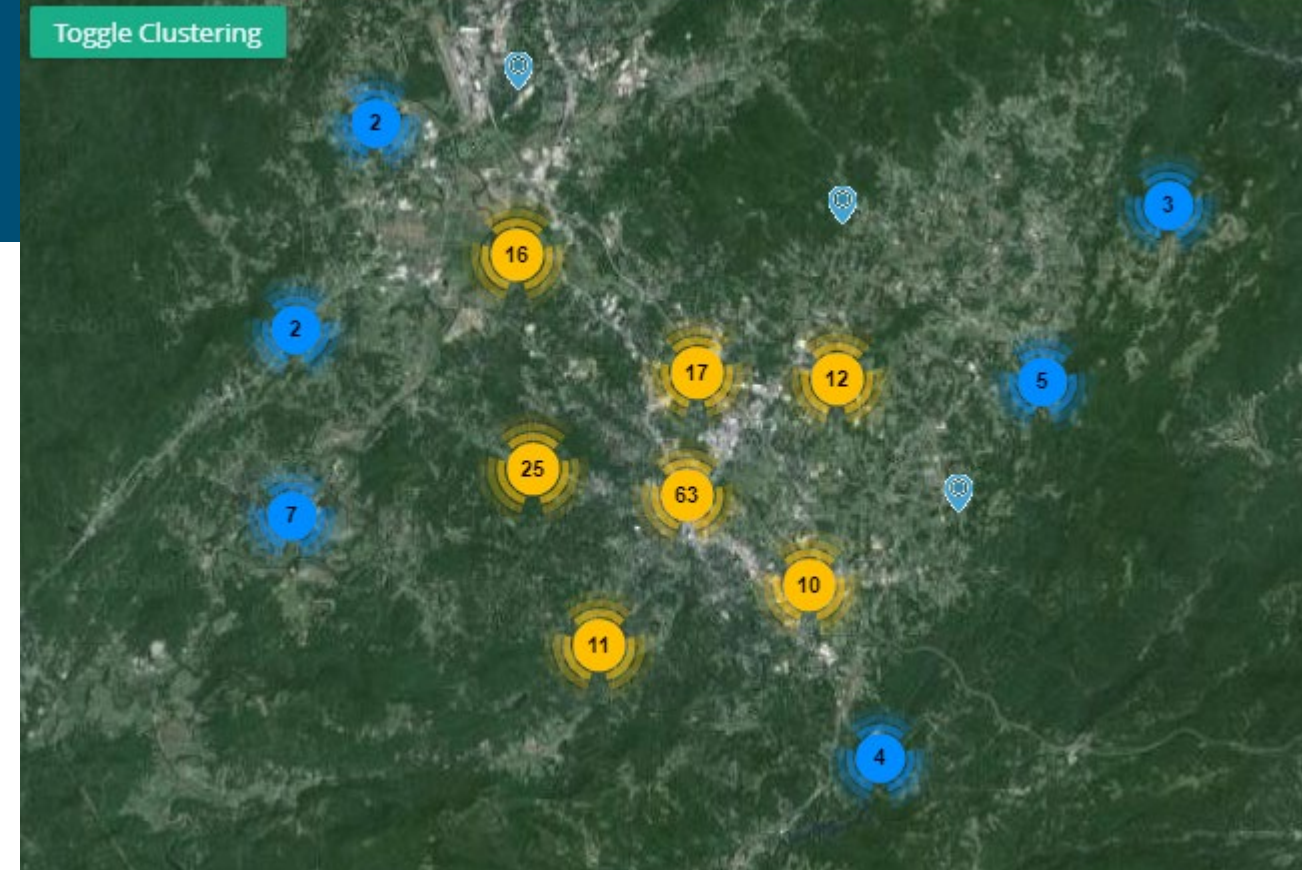
203 Respondents

Public Input

Where do you live?



229 respondents



Content

Key components?

Table of Contents

Chapter I. About the Plan

Chapter II. The Planning Process

Chapter III. Hendersonville Today

Chapter IV. The Vision for the Future

Chapter V. Downtown Master Plan

Chapter VI. Realizing the Vision: The Action Plan

Appendices

A. Policy Analysis

B. Existing Conditions Report

C. Scenario Planning

D. Community Engagement Summary

E. Economic Development Plan

- **Goals**
- **Vision Map**
- **Focus Areas**

- **Downtown Master Plan**
- **Downtown Design Guidelines**

- **Implementing the Plan**

Gen H Vision Statement



Vision Statement

“Hendersonville is known as a livable city with a strong sense of community created through commitments to—and investments in—quality neighborhoods, a strong local economy, sustainable infrastructure, accessible public facilities, context-appropriate amenities, and the conservation of historic, cultural, and environmental assets that define its character and identity.”

Goals



Vibrant neighborhoods



Abundant housing choices



Healthy and accessible natural environment



Authentic community character



Safe streets and trails



Reliable and accessible utility services



Satisfying work opportunities



Welcoming and inclusive community



Accessible and available community uses and services



Resilient community

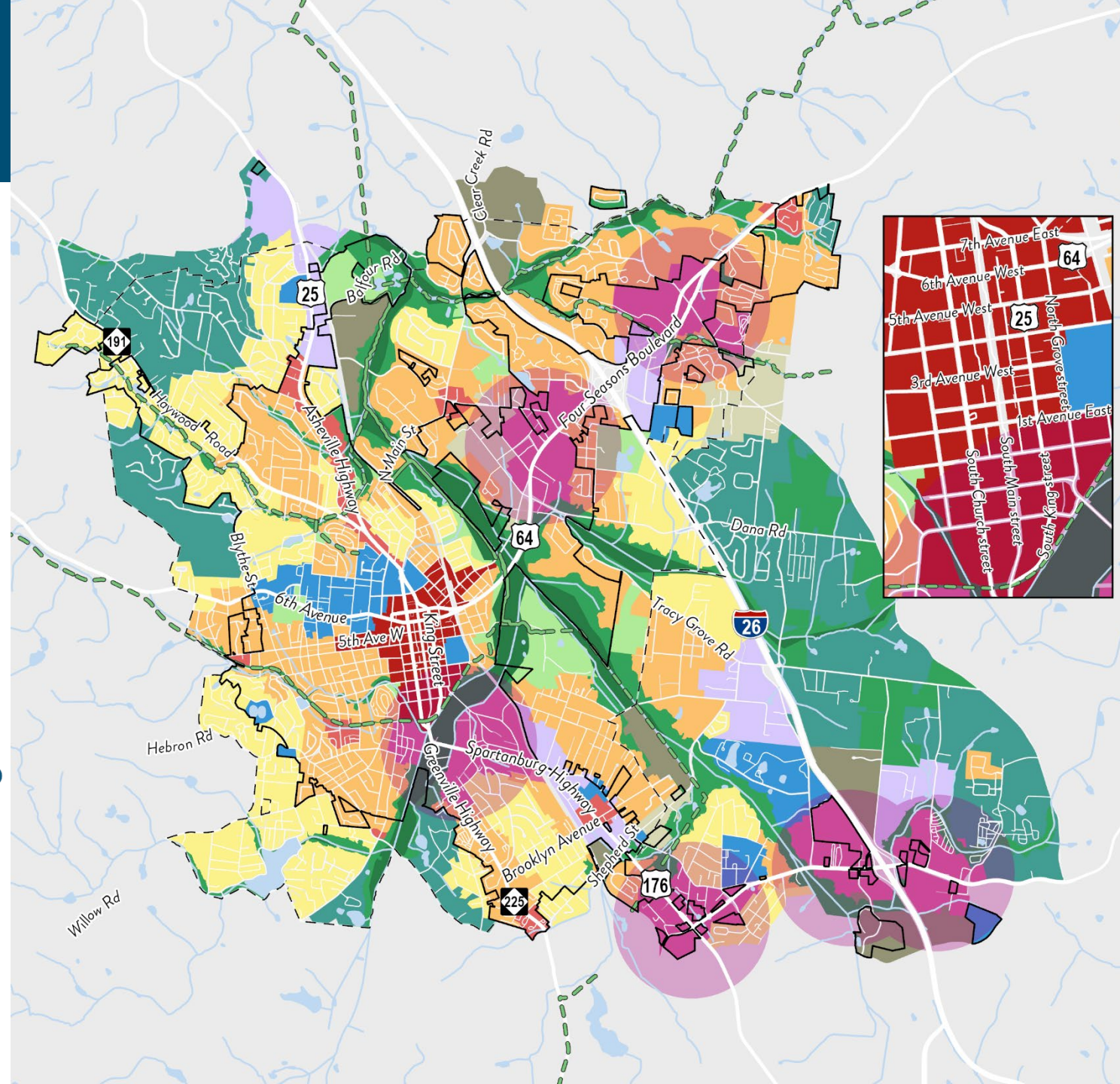
Vision Map

Depicts the preferred future development pattern that responds to the goals expressed by the community.

Future Land Use & Conservation Map (DRAFT)

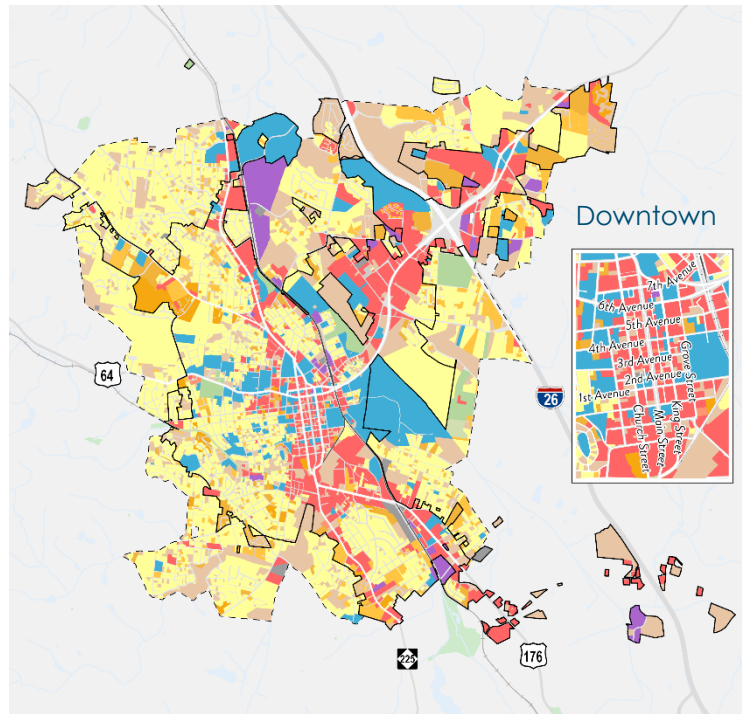


Source: City of Hendersonville, Henderson County, NCDOT



Land Use – Current Development Pattern

Existing Land Use

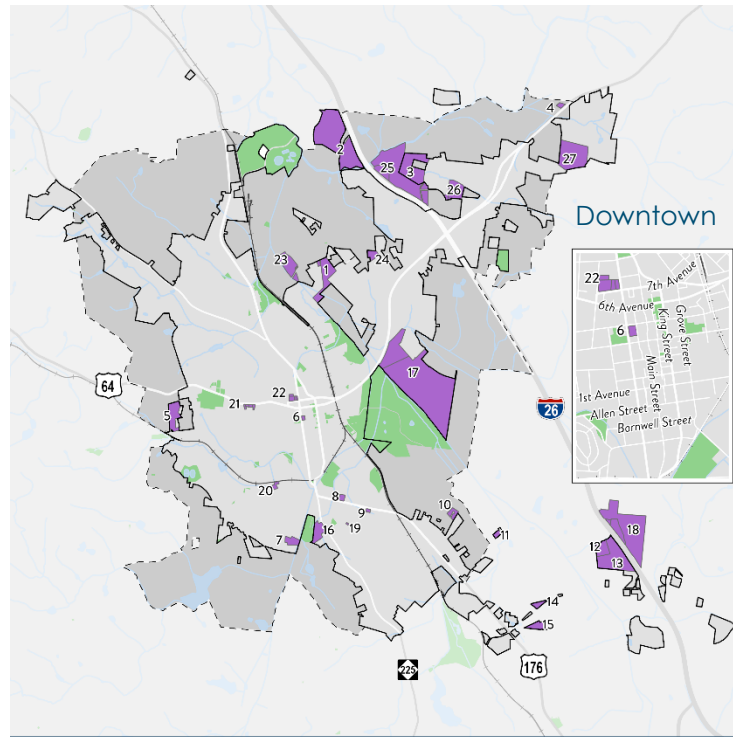


Existing Land Use



Source: City of Hendersonville, Henderson County, NC2007

Committed Development

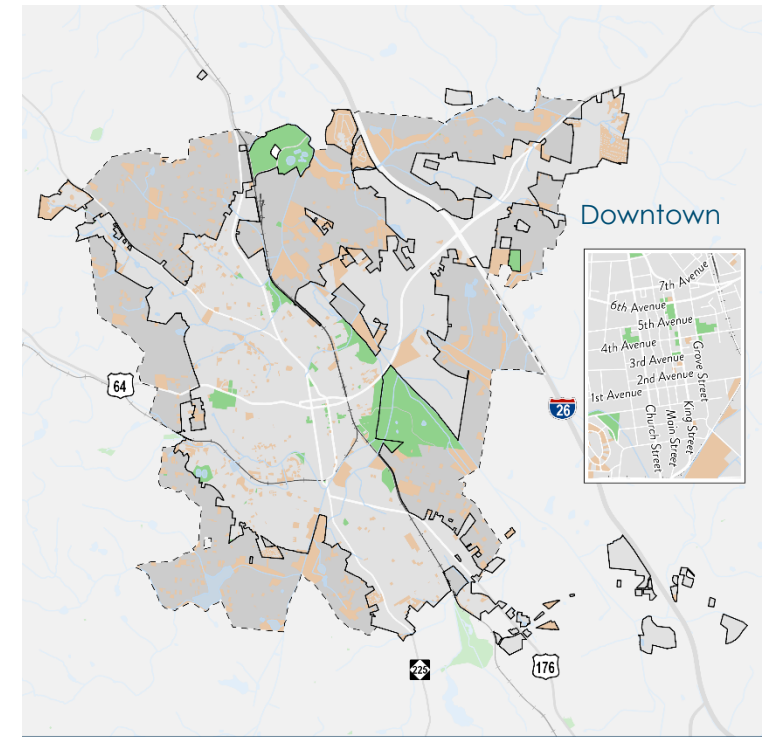


Committed Development



Source: City of Hendersonville, Henderson County, NC2007

Vacant Land



Vacant Land



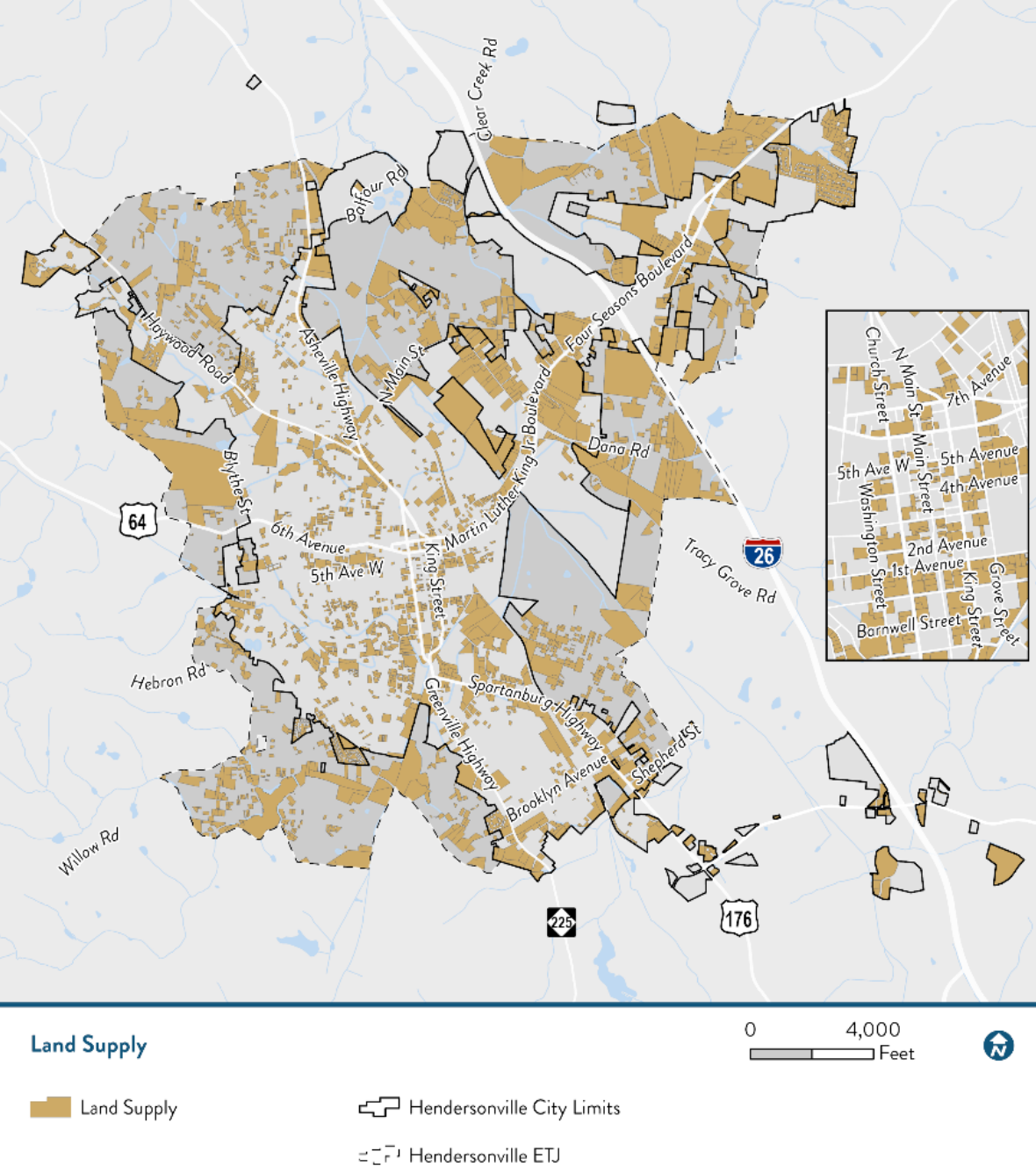
Source: City of Hendersonville, Henderson County, NC2007

Land Supply

Where should new development occur?

- Developed
- Protected
- Underutilized / Underdeveloped
- Undeveloped

"Land Supply" is comprised of these two areas, which in combination encompasses **3,832 acres** (or roughly half of the land in the city and ETJ).





In determining what kind of development is appropriate in the future, three factors are taken into consideration: the data about available land, the market conditions, and the community's expectations and aspirations

Housing (in various forms, incl. duplexes)

Department Stores

Restaurants (sit-down)

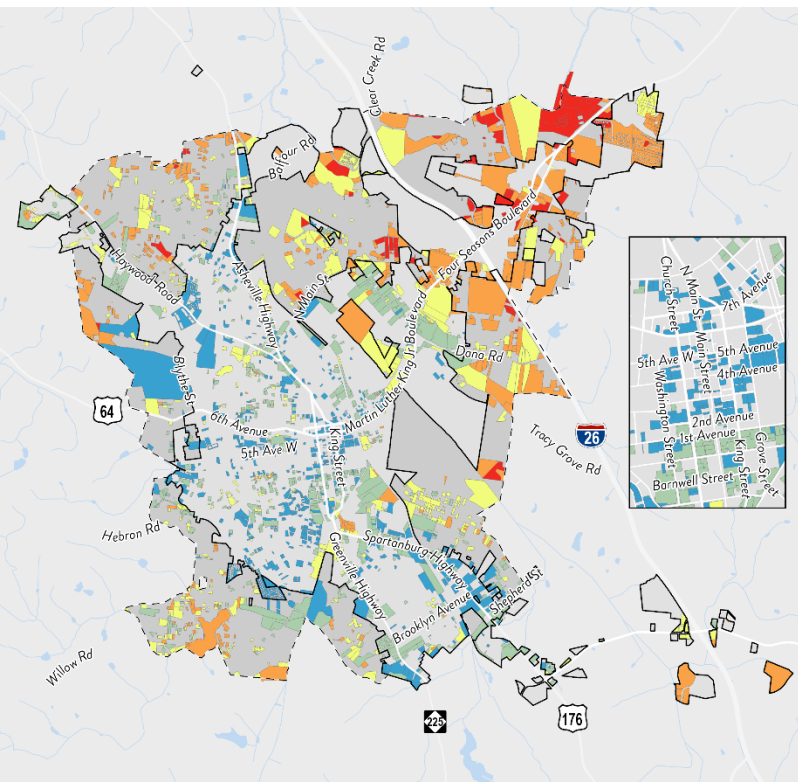
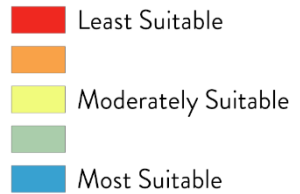
**Entertainment and Event Venues,
Performing Arts**

**Community Spaces:
Parks, Playgrounds, Coffee Shops**

Senior Center(s)

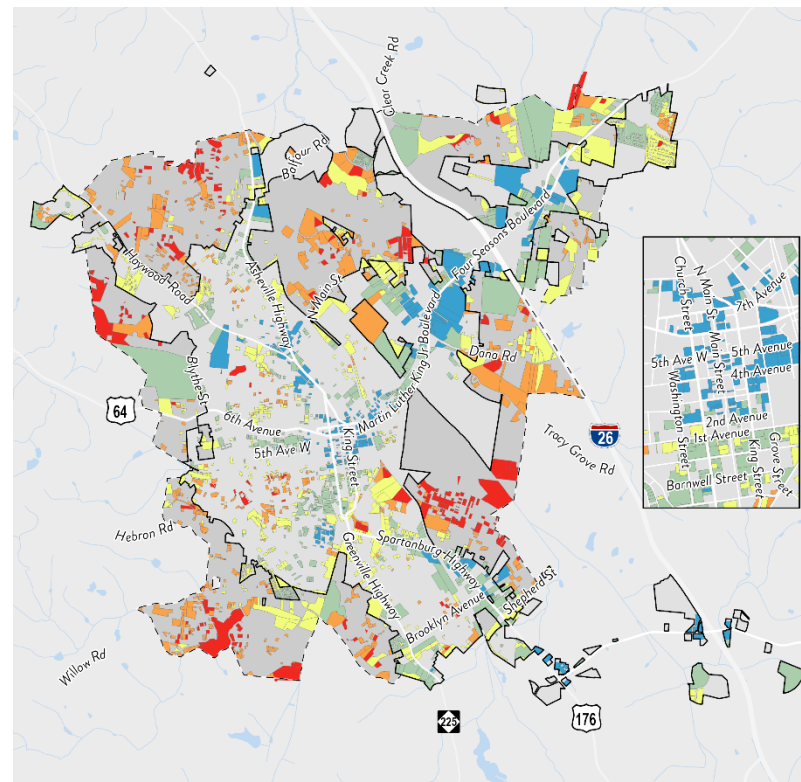
Suitability

Data reveals suitability of “land supply” for uses:

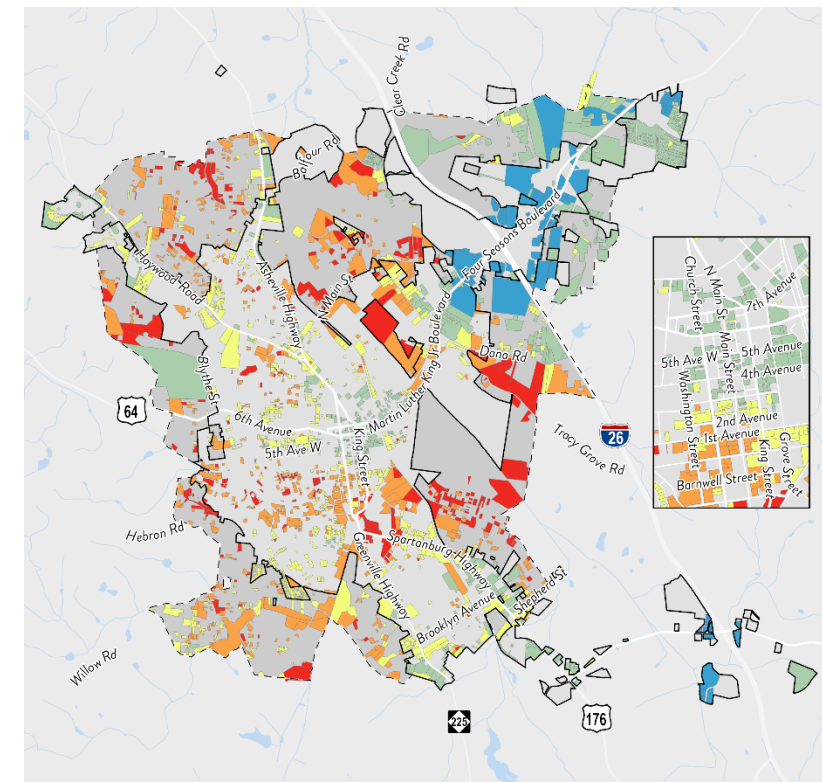


Residential

Gen H Comprehensive Plan

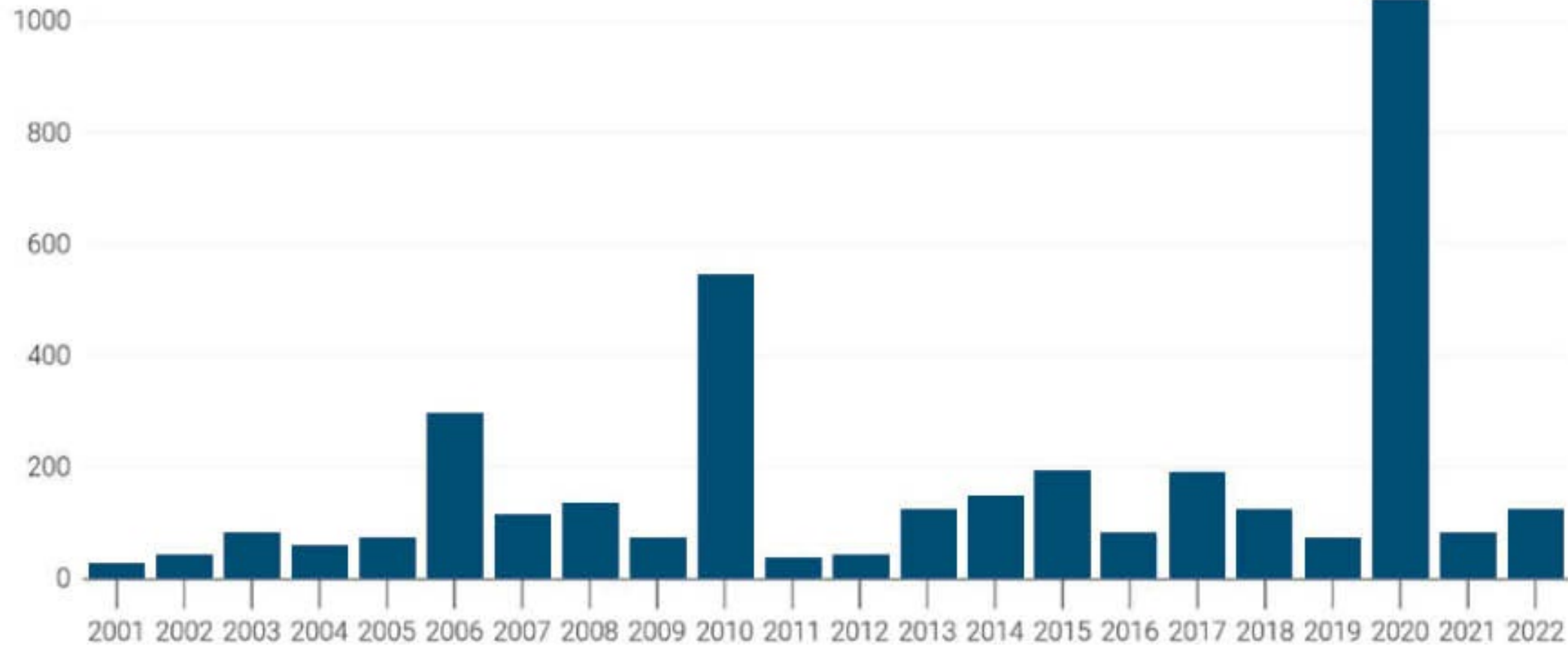


Commercial

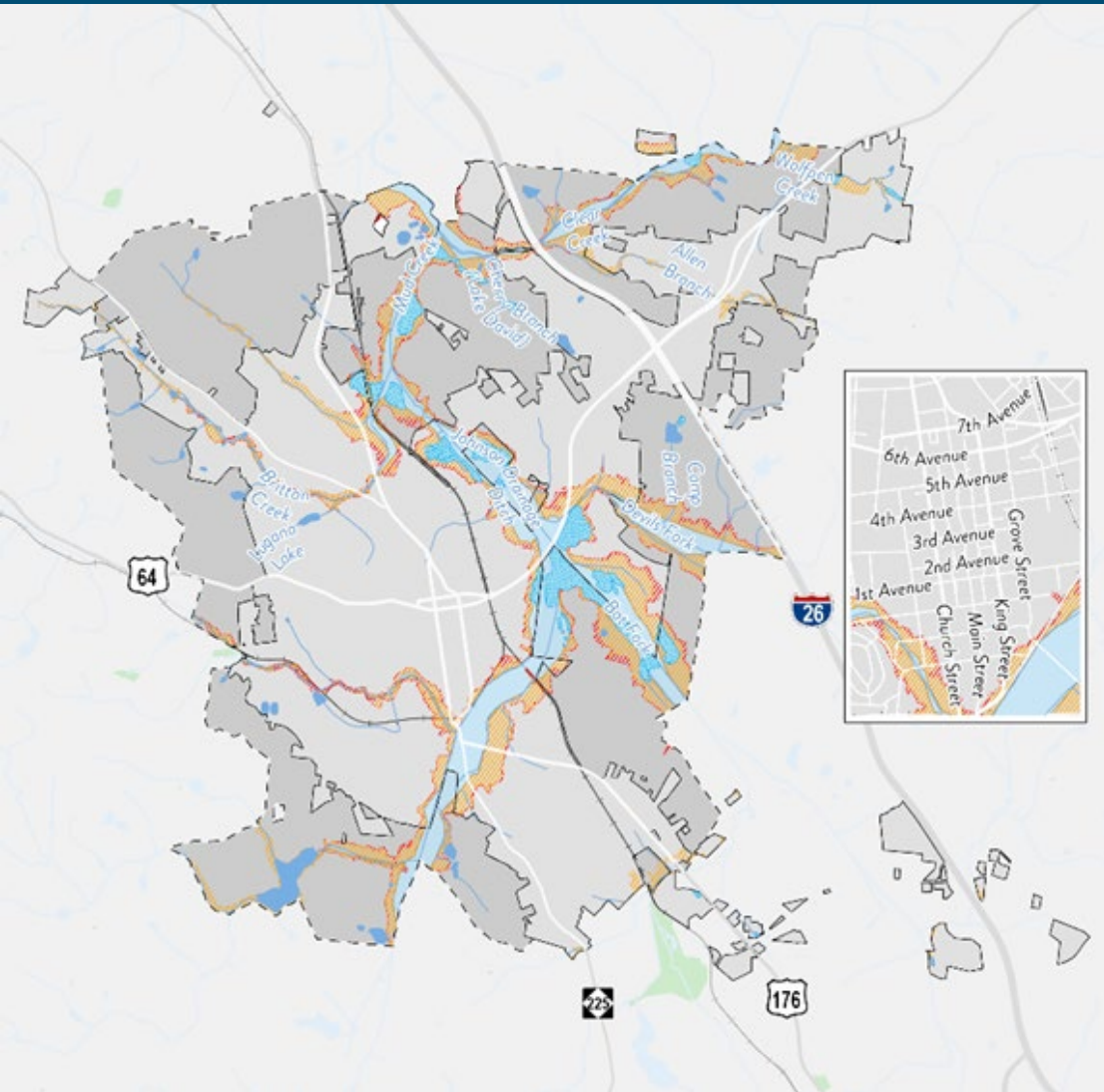


Industrial

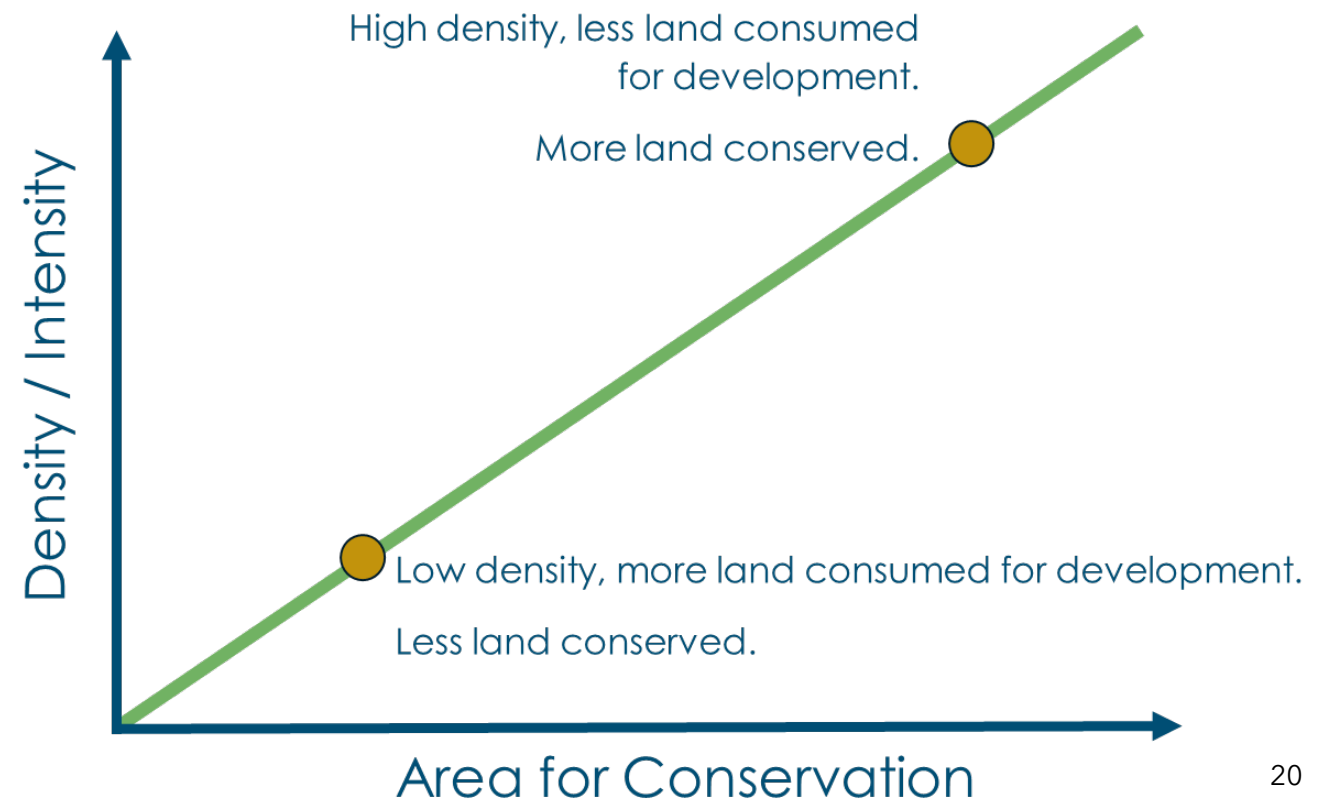
Population Growth (2001-2022)



Threats to Conservation

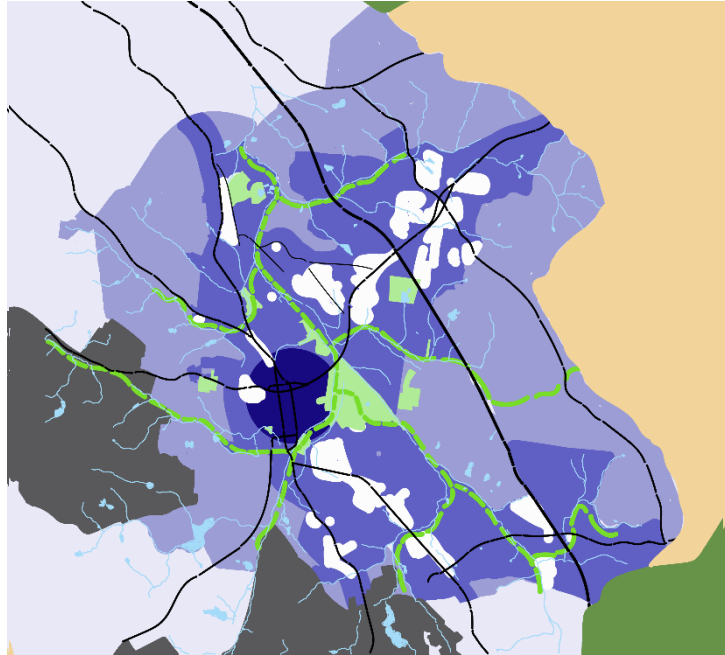


A compact development footprint increases opportunities for conservation of environmental and cultural assets, reducing encroachment and development pressure.



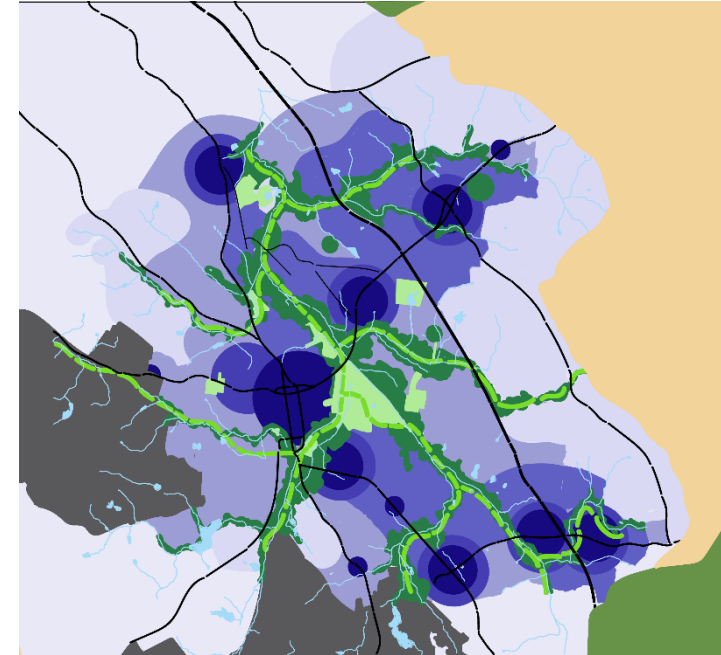
Growth Options

Trend



TREND... The city builds out in all areas of the urban services area according to current trends?

Alternative



ALTERNATIVE... Growth--and development--is generally confined to the existing development footprint and the gaps within it? And there is emphasis on redevelopment, infill, and adaptive reuse of structures?

Trend



Old field succession (passive):

uncontrolled growth, decline in vigor, lower productivity, diminished value, eventual death

Alternative



Selective pruning (proactive):

removal of “dead wood” (blight) and reducing competition (greenfield), healthy growth, increased productivity, stability

Vision Map

OPEN SPACE



Open Space- Conservation, Regulated



Open Space- Conservation, Natural



Open Space- Recreation

LIVING



Rural Residential



Family/Neighborhood Living



Multi-Generational Living

EMPLOYMENT



Mixed-Use Employment



Institutional



Innovation



Production

ACTIVITIES



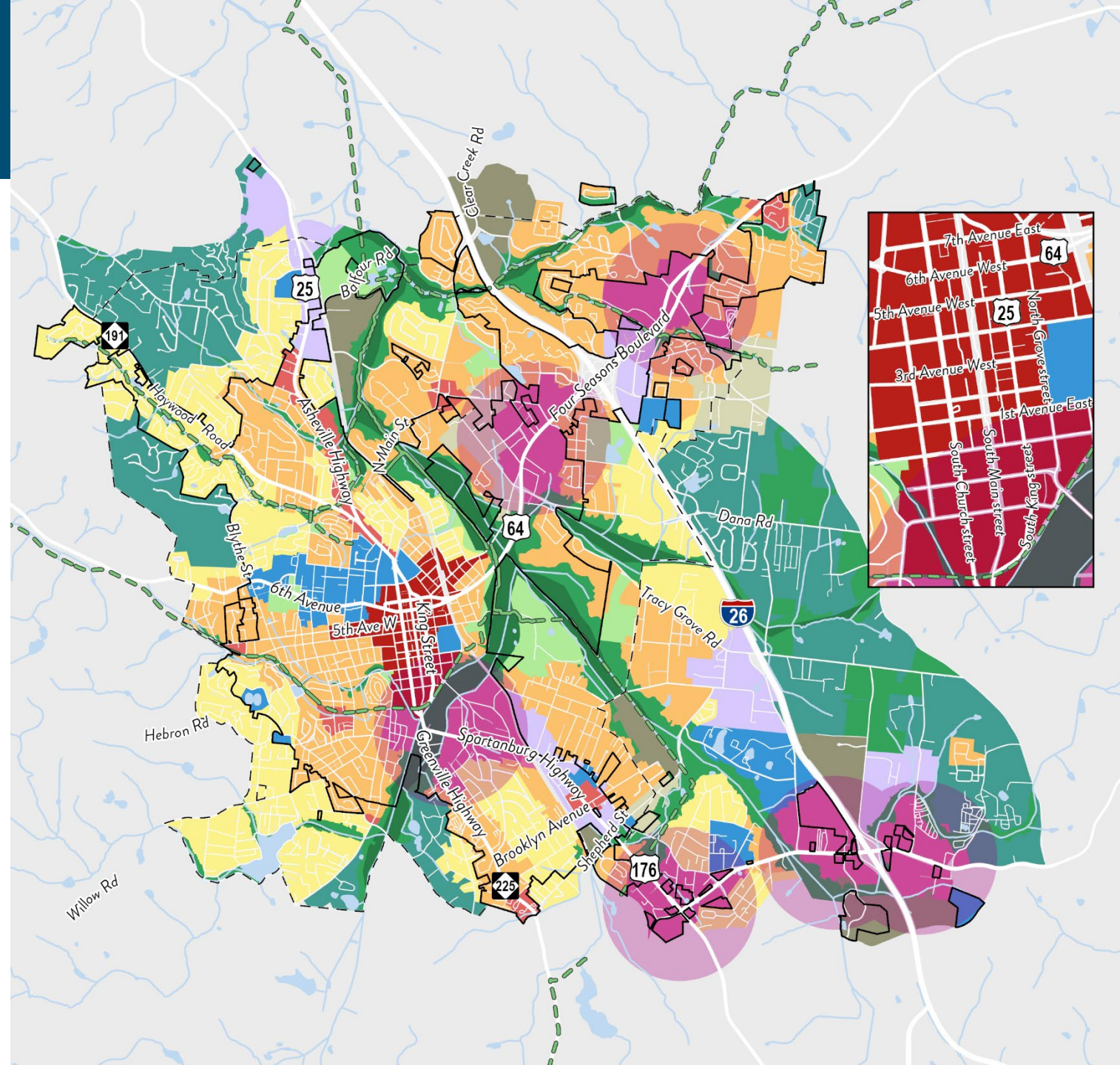
Downtown



Mixed-Use Commercial



Neighborhood Center



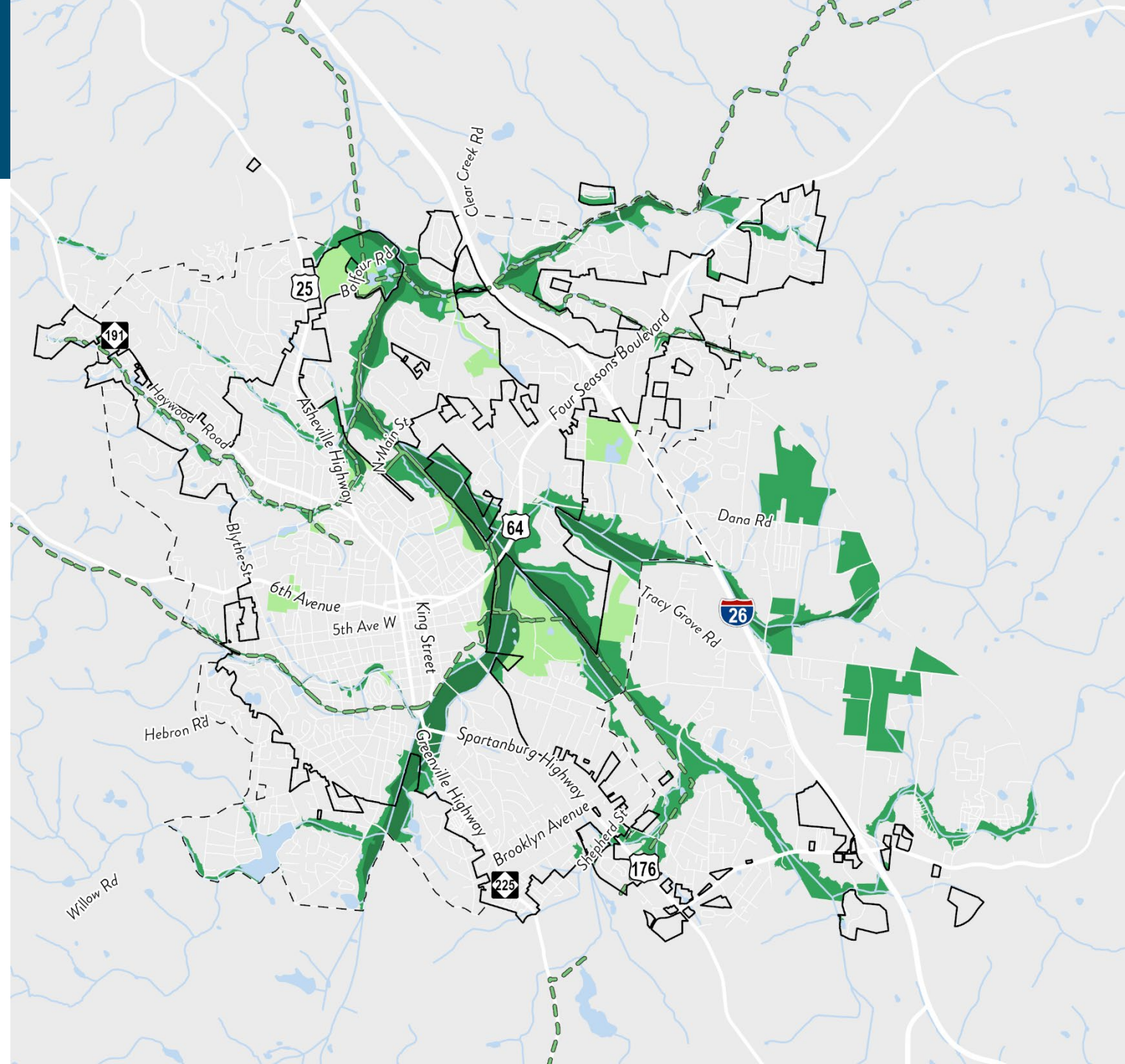
Open Space

Open Space- Conservation, Regulated

Open Space- Conservation, Natural

Open Space- Recreation

Open Space Character Areas
account for 19% of the Study Area



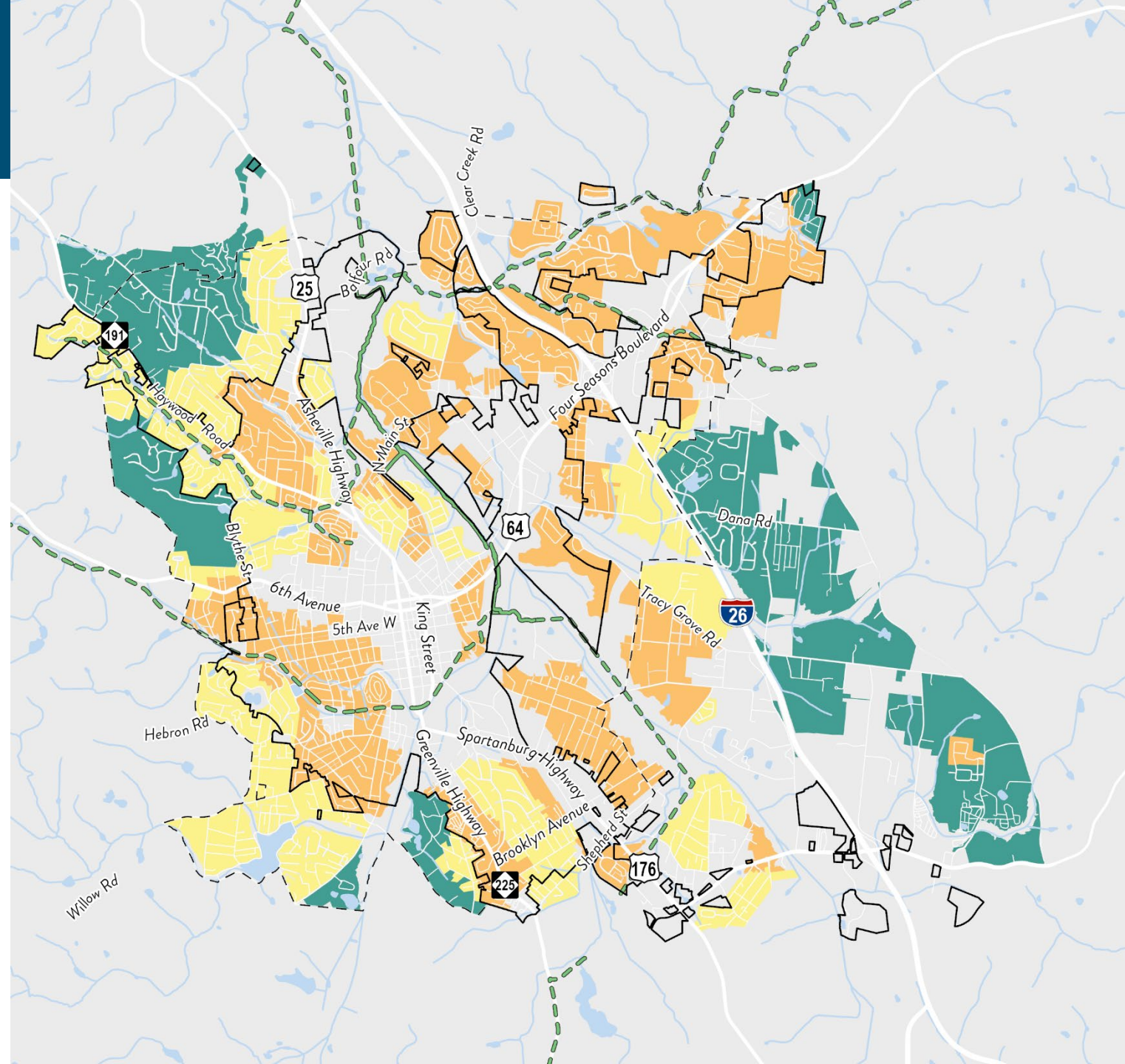
Living

Rural Residential

Family/Neighborhood Living

Multi-Generational Living

Living Character Areas comprise
over half of the study area (56%)



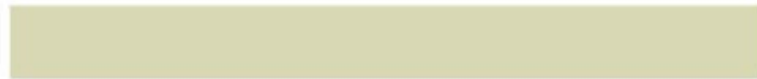
Employment



Mixed-Use Employment



Institutional

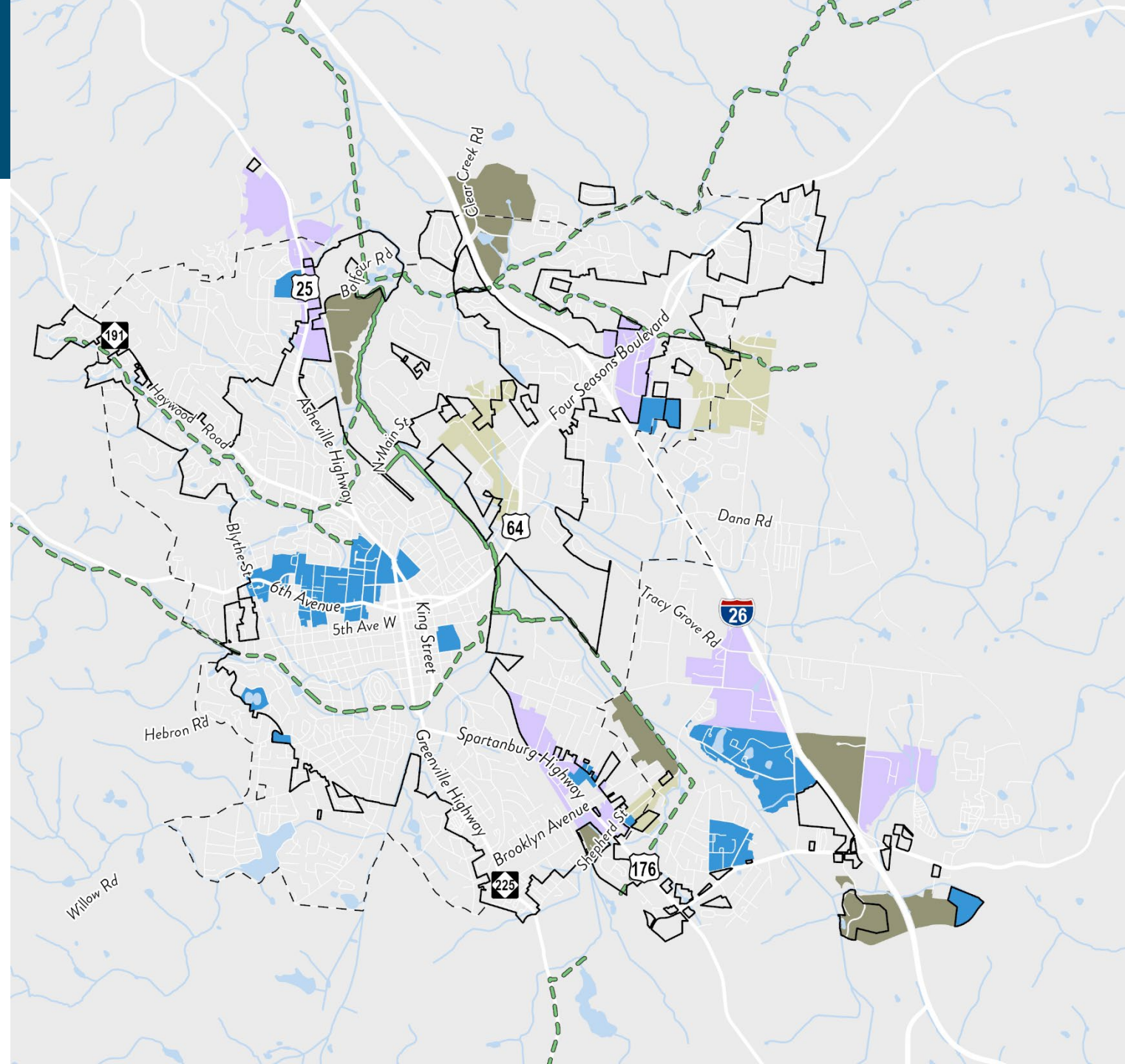


Innovation



Production

Employment Character Areas
account for 15% of the Study Area



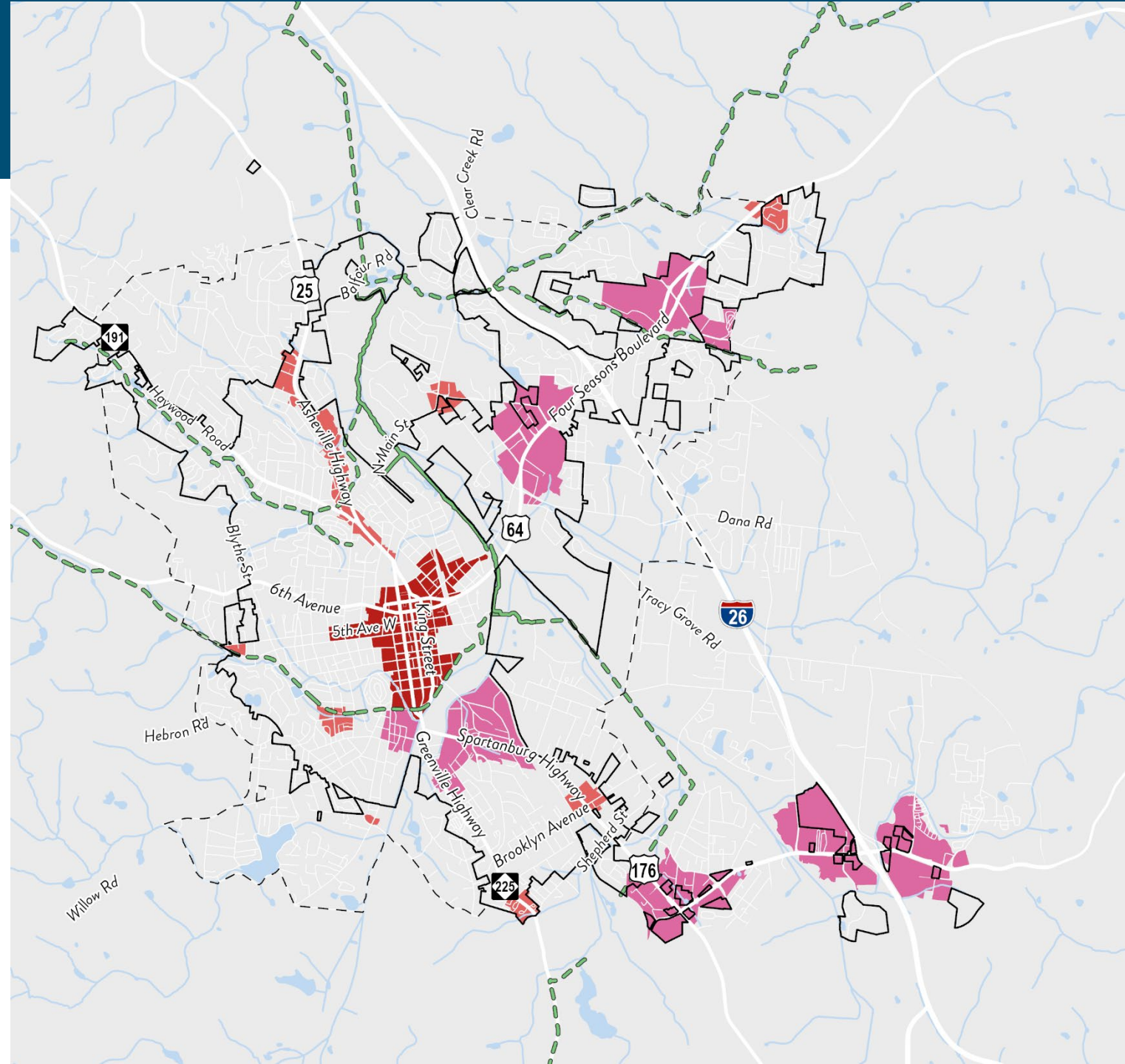
Activity

Downtown

Mixed-Use Commercial

Neighborhood Center

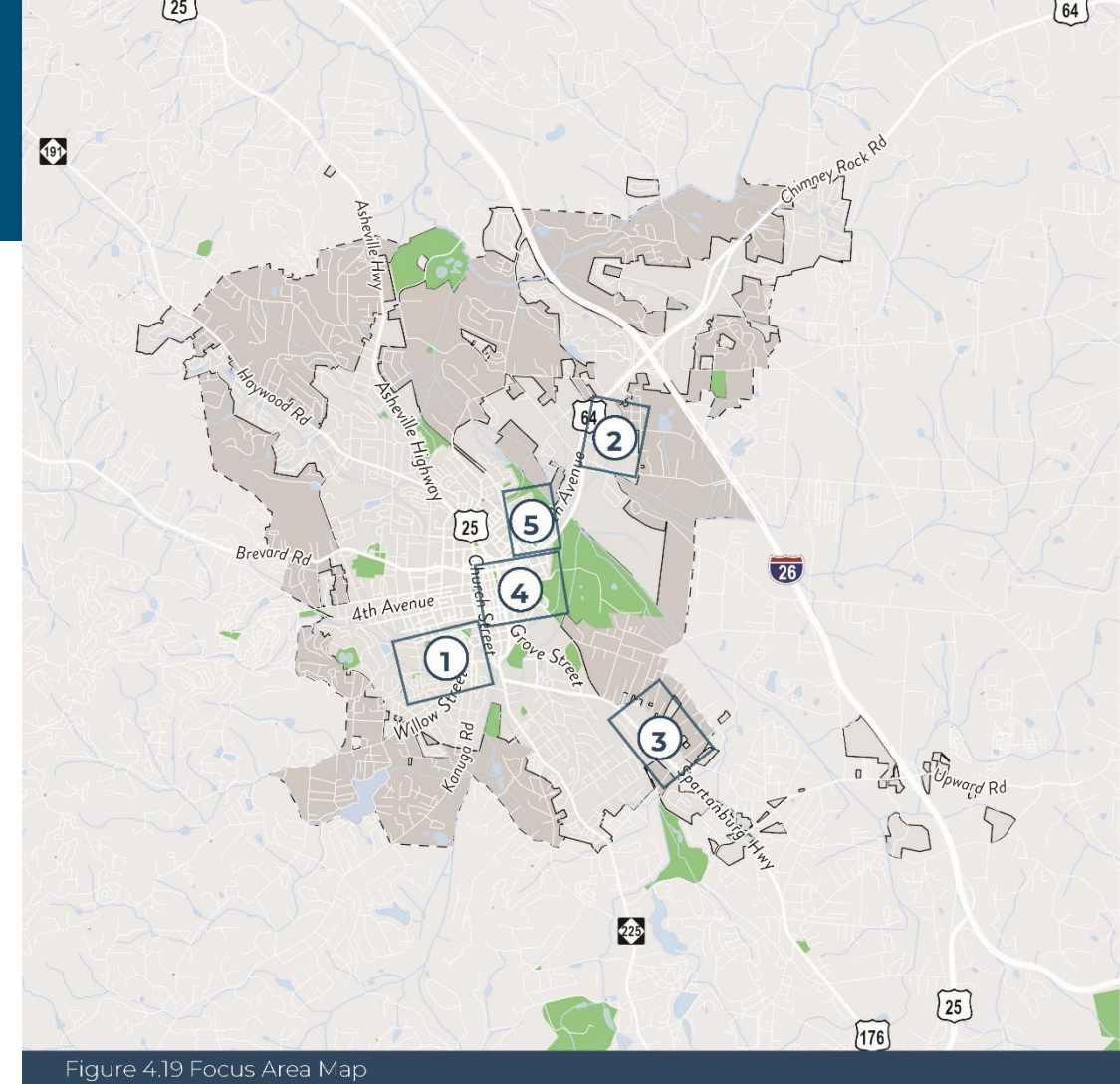
Activity Center Character Areas
comprise 10% of the Study Area



Focus Areas

1. Western Ecusta Trail
2. Blue Ridge Mall
3. Spartanburg Highway
4. Downtown Edge
5. 7th Avenue

- 1 of 1,000 possibilities for how Character Areas may be realized over the next 20 years
- Nothing changes unless the property owner chooses to make the change



- | | |
|-------------|----------------------------|
| Streams | Hendersonville ETJ |
| Lakes/Ponds | Hendersonville City Limits |
| Parks | Focus Areas |

Western Ecusta Trail Focus Area



Downtown Master Plan

Character Districts

1. Lower Trailhead
2. Main Street
3. Downtown Edge
4. 7th Avenue

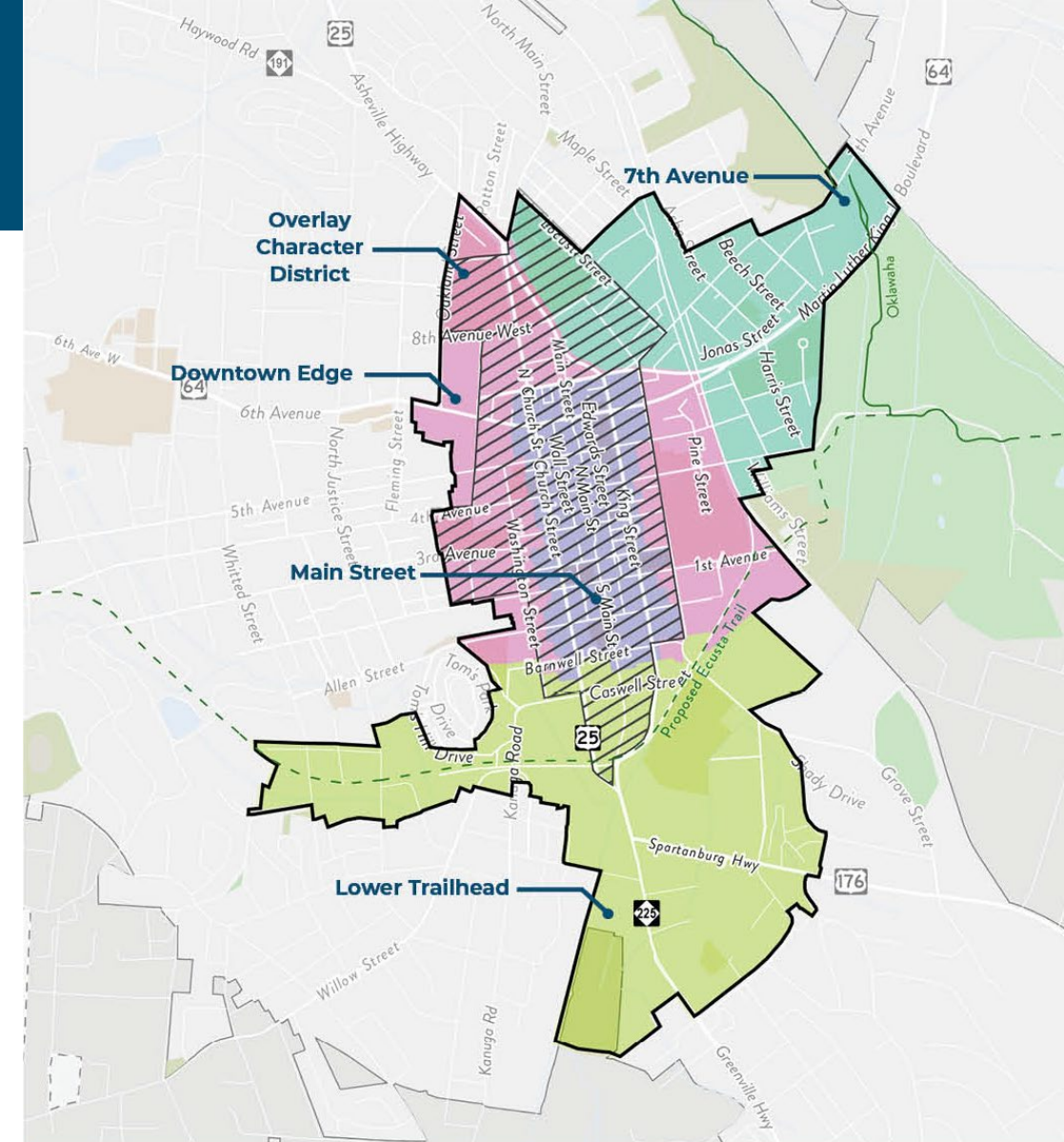
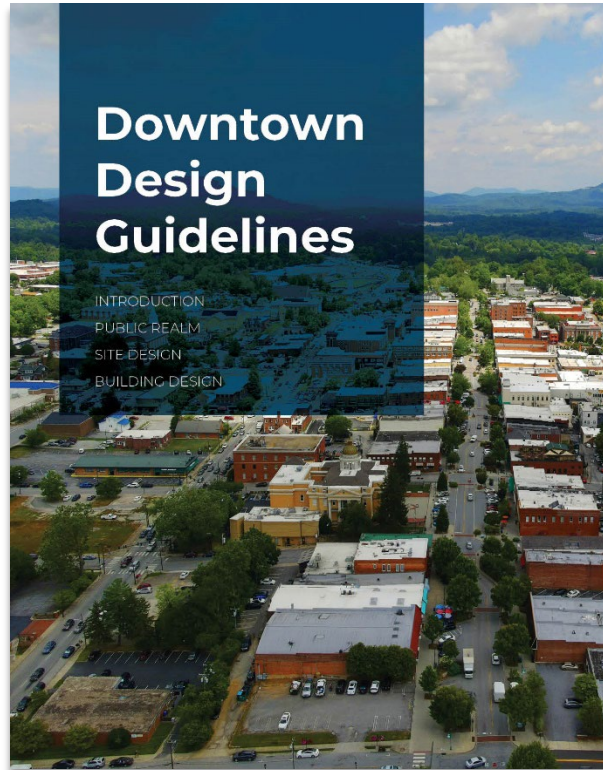


Figure 5.2 Character Districts Map



Source: City of Hendersonville, Henderson County, NCDOT

Downtown Design Guidelines



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 facade | Hendersonville, NC Visitors



Painted sidewalk on Maple Street



Hendersonville Main Street | City of Hendersonville

Implementing the Plan

Connect People to the Great Outdoors



Transform Gateways and Corridors



1. Implementation Strategy
2. Implementation Projects
3. Operational Policies



Short-Term Implementation Projects

HVL Gen H Comp Plan Implementation Portfolio – Short-Term Projects (Draft, 5/19/24)

The Hendersonville Gen H Comprehensive Plan includes a number of action steps to help the City of Hendersonville move quickly and effectively from planning to implementation to begin pursuing its shared community vision. The comprehensive plan lists 76 different implementation measures organized under the 10 plan goals. This is an extensive list that will take years to fully implement. As a result, below is a list of 34 of these projects to consider for short-term action. Together, these form a pool of projects from which to draw for initial implementation efforts, once the plan is adopted. In this way, the City of Hendersonville and its partners can work together in the years ahead to help manage the forces of change and advance the shared community vision. This is a living document and project details will evolve over time, so City of Hendersonville staff will need to update this list periodically to reflect the latest information about each project.

KEY FOR "ESTIMATED COST LEVEL" COLUMN

This column suggests who should be authorized to initiate funding; to move forward in a timely and effective manner, based on plan approval.

\$ = Able to be implemented using discretionary funding available

\$\$ = Able to be implemented using discretionary funding available

\$\$\$ = Able to be implemented with a line item in the annual City budget

\$\$\$\$ = Able to be implemented with a line item in City Capital Imp

\$\$\$\$\$ = Able to be implemented with third-party funding, e.g. grant

KEY FOR "PRIORITY LEVEL" COLUMN

This column suggests a prioritization for the short-term projects for when deciding which projects to initiate.

S-1 = Consider initiating these projects first.

S-2 = Consider initiating these projects second.

S-3 = Consider initiating these projects third.

NO.	NAME	DESCRIPTION	LEAD STAFF	EST. COST LEVEL	POTENTIAL FUNDING SOURCES	NE
1. Vibrant Neighborhoods						
1.01	Establish neighborhood matching grant program for self-directed improvements (S-3)	Invite neighborhood organizations and community groups to submit grant proposals to the City to make improvements that they propose such as gateway signage, artwork, local history installations, and improvements to pocket parks.	Community Development Dept.; Engineering Dept.; Public Works Dept.	\$\$\$	General Fund	<ul style="list-style-type: none"> Add to Dept. work plan Research examples Develop and fill and procedure Include funding Run program p

1

DRAFT

NO.	NAME	DESCRIPTION	LEAD STAFF	EST. COST	FUNDING SOURCES	• NEXT STEPS
1.02	Better connect neighborhoods to green space amenities by making public investments and adding code standards in new UDO (S-2)	Strengthen the linkages between residential areas and parks through public improvements such as sidewalks and trails, and development requirements requiring these connections.	Community Development Dept.; Engineering Dept.; Public Works Dept.	\$\$\$\$	General Fund; MPO grants; state and federal grants	<ul style="list-style-type: none"> Add to Dept. work plans Identify and prioritize infrastructure projects Write grant proposals as needed Include code updates in larger UDO update
1.03	Update minimum housing code to reinvent code enforcement to improve dilapidated properties in equitable manner (S-1)	Revise code requirements to catalyze action to address unsafe conditions and poor maintenance on properties in a way that assists residents with limited resources or fixed incomes.	Community Development Dept.	\$\$\$	General Fund	<ul style="list-style-type: none"> Add to Dept. work plan Research examples Identify preferred program features Implement updated program
2. Abundant Housing Choices						
2.01	Utilize existing Mixed Use Zoning Districts to introduce multi-family housing in commercial corridors and redevelopment areas (S-1)	Support the production of multi-family housing units in commercial corridors and redevelopment areas through the City's existing mixed use zoning districts.	Community Development Dept.	Staff time	NA	<ul style="list-style-type: none"> Develop public information about current entitlement opportunity Share information with economic development partners, development community, business community, and property owners
2.02	Implement top projects from Affordable Housing Strategic Plan	Support the production of more affordable housing by implementing the top projects in the City's new Affordable Housing Strategic Plan. Strategies might include creating a Housing Trust Fund, working with institutional partners to catalyze affordable housing development, using development standards to promote affordable housing production (e.g. expand housing types, incentivize affordable housing, update conditional zoning standards).	Community Development Dept.	\$\$\$\$	General Fund; possible City Bond Referendum; HOME AND CDBG funds; Low-Income Housing Tax Credit	<ul style="list-style-type: none"> Select priority implementation projects from Affordable Housing Strategic Plan Scope projects; add to Dept. work plan Secure necessary funding Organize and initiate projects Manage project portfolio

2

DRAFT, 5/19/24

Next Steps

7/11-7/31

Draft Gen H Plan Revisions

8/1

City Council Adoption

*Draft Gen H Plan is available online and in print
at City facilities*

Gen H Comprehensive Plan

