



Workplan Workshop

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Community Character & Economic Vitality Workplan Agenda

- Gen H Goals & Objectives – Review
- Downtown Vision Statement
- Downtown Mission Statement
- Economic Development Strategies (Committee Brainstorm)



Gen H Vision

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



Gen H Downtown Goals & Objectives



Vibrant neighborhoods - strengthened through improved community bonds and safety, well maintained buildings, streets, and public spaces, diverse businesses and residents, and seamless connections.



Abundant housing choices - provide abundant, diverse housing options that balance affordability and attainability.



Healthy and accessible natural environment – 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.



Authentic community character - the center for civic, cultural, and community-centric activities with inviting gateways, a central gathering space in the form of a downtown park, preservation of historic character, and sustained support of the thriving business economy.



Safe streets and 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.



Gen H Goals & Objectives



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



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 and 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.



Accessible and available community uses and services - the center for exceptional public facilities and services.



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



Downtown Economic Positioning (vision) Statement Draft

Vision/Economic Positioning Statement: DEFINES the economic role that downtown plays in the greater economy. The statement is written in present tense but five years in the future.

Downtown Hendersonville is celebrated as the place to stop, look around, and enjoy. It is the heart of cultural and community activities, featuring safe, walkable streets, accessible multimodal connections, and robust infrastructure that supports a thriving, authentic local businesses.



Updated Mission Statement Draft

Mission: DEFINES the role that the Main Street organization plays in accomplishing the vision/economic positioning statement.

The Downtown Advisory Board & Friends of Downtown Hendersonville exists to preserve and enhance the vitality of Downtown Hendersonville through capital projects, placemaking, and policies to maintain a resilient and vibrant downtown.



Updated Economic Development Strategies

Economic Development Strategies: Identified in the economic positioning statement, DEFINES how your community will transform downtown over the next five years.

1. Downtown Hendersonville is the place for people to stop and enjoy
2. Downtown Hendersonville offers opportunities for authentic and diverse businesses to thrive



GOALS / OBJECTIVES / ACTIONS/ TASKS

Goal: DEFINES what you are trying to achieve with your economic development strategy.

Objective: DEFINES why you are trying to achieve your goal and economic development strategy.

Actions: DEFINES the specific projects under Economic Vitality, Design, Promotion, and Organization that you will do to move your economic development strategy closer to bringing your vision/economic positioning statement, economic development strategy, goal and objective to fruition.

Tasks: DEFINES the step-by-step process for accomplishing each action on your implementation plan.

- COMMITTEE MEMBERS work together to define the tasks needed to accomplish each action
- Actions may be broken down into Economic Vitality Committee, Design Committee, Promotion Committee, and Organization Committee Tasks, OR, Actions may be broken down into Economic Development Strategy Committees that work on the economic vitality, design, promotion, and organization tasks defined to accomplish each action
- The task is BROKEN DOWN as follows: WHAT the task is, WHO will accomplish the task, WHAT the cost and the time needed to accomplish the task, WHAT tools are needed, WHAT partners are needed, and WHAT the deadline for each task is. The TASKS collectively accomplish the ACTION.



Downtown Hendersonville is the place for people to stop and enjoy

Goal: DEFINES what you are trying to achieve with your economic development strategy.

DRAFT Strategy GOAL: (from Gen H Downtown Goals)

1. Enhance, create, and promote placemaking opportunities in Downtown Hendersonville
2. Expand promotions and marketing of downtown and connections



1. Downtown Hendersonville is the place for people to stop and enjoy (community character team)

DRAFT Strategy GOAL: Enhance, create, and promote placemaking opportunities in Downtown Hendersonville

Strategy Objectives – for next 12-24 months

Examples:

- Complete X number of public space improvements
- Support or partner with X number of new events or promotions in both districts

2. Downtown Hendersonville offers opportunities for authentic and diverse businesses to thrive (economic vitality team)

DRAFT Strategy GOAL:

1. Fill vacant or underused spaces with uses that support and enhance the vibrancy of downtown

*** Some may be completed by events team**



Goal: DEFINES what you are trying to achieve with your economic development strategy. (can be more than 1)

Objective: DEFINES why you are trying to achieve your goal and economic development strategy – Measurable Intended Outcomes



DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ECONOMIC VITALITY	DESIGN	PROMOTION	ORGANIZATION
Economic Development Strategy, Goal & Objective	Measurable Actions:	Measurable Actions:	Measurable Actions:	Measurable Actions:
Downtown Hendersonville is the place for people to stop and enjoy DRAFT Strategy GOAL: Enhance, create, and promote placemaking opportunities in Downtown Hendersonville Objective:	Action:	Action: Create capital campaign and plan for Depot Plaza construction in 2024 with goal to construct in 2025-2026.	Action: Increase downtown retail involvement during holiday events in 2024 by having all retailers open during holiday events.	Action: Identify and collect partner programs and work together on marketing plan.
	Action:	Action: Engage designer to draft renderings for planter options for the brick planter at the corner of 3rd and Main.	Action: Implement and launch 7 th Avenue Streetscape with branding and promotional opportunities and partner events	Action:
	Action:	Action:		



This meeting: community character team to define what we want to complete in next 12-24 months – ACTIONS NOT TASKS
Items listed above have been in workplan or discussed heavily



DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ECONOMIC VITALITY	DESIGN	PROMOTION	ORGANIZATION
Economic Development Strategy, Goal & Objective	Measurable Actions:	Measurable Actions:	Measurable Actions:	Measurable Actions:
Downtown Hendersonville offers opportunities for authentic and diverse businesses to thrive Goal:	Action: Continue partnership with Mountain BizWorks with Downtown Opportunity Fund		Action: Increase downtown retail involvement during holiday events in 2024 by having all retailers open during holiday events.	
			Action: Open and activate the 'Hive on 5' Incubator and coworking space	
	Action:		Action: Update quality of window coverings for vacant store fronts	



Economic vitality team to define what we want to complete in next 12-24 months – ACTIONS NOT TASKS
Items listed above have been in workplan or discussed heavily



DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ECONOMIC VITALITY	DESIGN	PROMOTION	ORGANIZATION
Economic Development Strategy, Goal & Objective	Measurable Actions:	Measurable Actions:	Measurable Actions:	Measurable Actions:
<p>Maintain a Small Town Atmosphere among the Growth in Hendersonville</p> <p>Goal: Support the small, local businesses and authentic atmosphere in Hendersonville while not ignoring growth.</p> <p>Objective: Supporting our small businesses and entrepreneurs through training and technical assistance, providing support for service industry workers, and offering events that are authentic to Hendersonville.</p>	Action: Provide education, networking and tours for 20 downtown service industry workers in 2023-2024	Action: Implement the 7th Avenue Branding as a part of the streetscape renovations - 2024	Action: Increase downtown retail involvement during holiday events in 2024 by having all retailers open during holiday events.	Action: Update bylaws and financial policies for the Friends of Downtown Hendersonville to plan for long-term capital investments and fundraising
	Action: Launch the Downtown Opportunity Fund with training and monthly meetings targeted to BIPOC entrepreneurs (2023), open Downtown Incubator Space (2024)	Action: Engage designer to draft renderings for planter options for the brick planter at the corner of 3rd and Main.	Action: Implement and launch 7th Avenue Streetscape with branding and promotional opportunities and partner events	Action: Hire in-house downtown maintenance crew to transition landscaping in-house in 2024 (2 person crew) 2025 (4 person crew)
	Action: Meet with 10 downtown businesses one-on-one to review data reports and recommend updates (Placer.ai) in 2023-2024.	Action: Create capital campaign and plan for Depot Plaza construction in 2024 with goal to construct in 2025-2026.	Action: Update quality of window coverings for vacant store fronts	Action: Formalize a summer internship program for Downtown specifically to support historic preservation and events.



OLD WORKPLAN



DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ECONOMIC VITALITY	DESIGN	PROMOTION	ORGANIZATION
Economic Development Strategy, Goal & Objective	Measurable Actions:	Measurable Actions:	Measurable Actions:	Measurable Actions:
<p>Downtown Hendersonville is the center of Urban Living with small town Charm in Hendersonville.</p> <p>Goal: Supporting our local economy by encouraging infill housing and connections to neighborhoods to walk to Downtown.</p> <p>Objective: Build infrastructure which will support downtown urban living with bike and pedestrian infrastructure.</p>	Action: Update zoning for downtown residential parking requirements.	Action: Design and implement South Main Street connection to the Ecusta Trail by restriping South Main Street in 2024 and planning for Ecusta Extension to connect to 7th.	Action: Support the Historic Preservation Commission and work together on promotion of Historic Preservation projects downtown during Historic Preservation Month.	Action: Work with City and Partners to complete Affordable Housing Strategic Plan in 2024-2025
	Action: Complete a parking study to review the first year of paid parking and garage.	Action: Update and add additional bike racks on Main Street and 7th Avenue.	Action: Install signage/promotional materials in vacant storefronts.	
	Action: Complete Downtown Master Plan / City Comprehensive Plan and begin implementation (2023)	Action: Work with STEAP and arts organizations to propose a Public Art Policy and process.	Action: Encourage use of Parkmobile for locals by providing off-season discount codes.	



OLD WORKPLAN

