



# MINUTES

November 20, 2023

## JOINT CITY COUNCIL AND PLANNING BOARD MEETING

### GEN H COMPREHENSIVE PLAN

CITY OPERATIONS CENTER | 305 WILLIAMS ST. | 4:00 p.m.

**Present:** Mayor Barbara G. Volk, Mayor Pro Tem Lyndsey Simpson and Council Members: Dr. Jennifer Hensley, Debbie O’Neal-Roundtree and Jeff Miller

**Staff Present:** City Manager John F. Connet, City Clerk Jill Murray, City Attorney Angela Becker, Communications Manager Allison Justus, Budget Manager Adam Murr, Community Development Director Lew Holloway and others.

**Planning Board:** Barbara Cromar  
 Andrea Martin  
 Beth Robertson  
 Jim Robertson  
 Donna Waters

**Consultants:** Lorna Allen, Bolton & Menk  
 Grant Meacci, Bolton & Menk  
 Ben Hitchings, Green Heron Planning  
 Meg Nealon, Nealon Planning  
 Jenn Gregory, Retail Strategies / Downtown Strategies

### 1. CALL TO ORDER

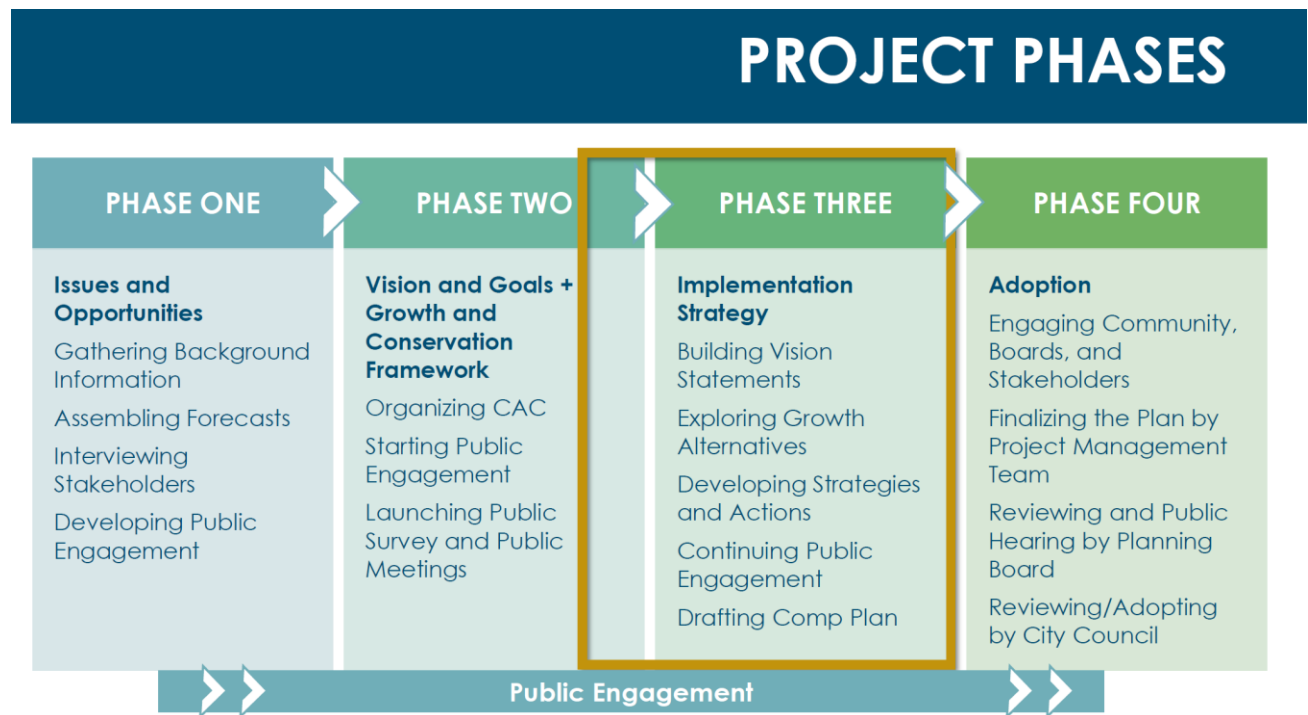
Mayor Barbara Volk called the meeting to order at 4:00 p.m. and welcomed those in attendance. A quorum was established with all members in attendance.

### 2. PRESENTATION OF CHECK

Jennifer Holcomb presented a check to the City in the amount of \$14,750.00. Wastewater Treatment Facilities Manager Garret DeMoss and Water Treatment Facilities Manager Ricky Levi were there to accept the check.

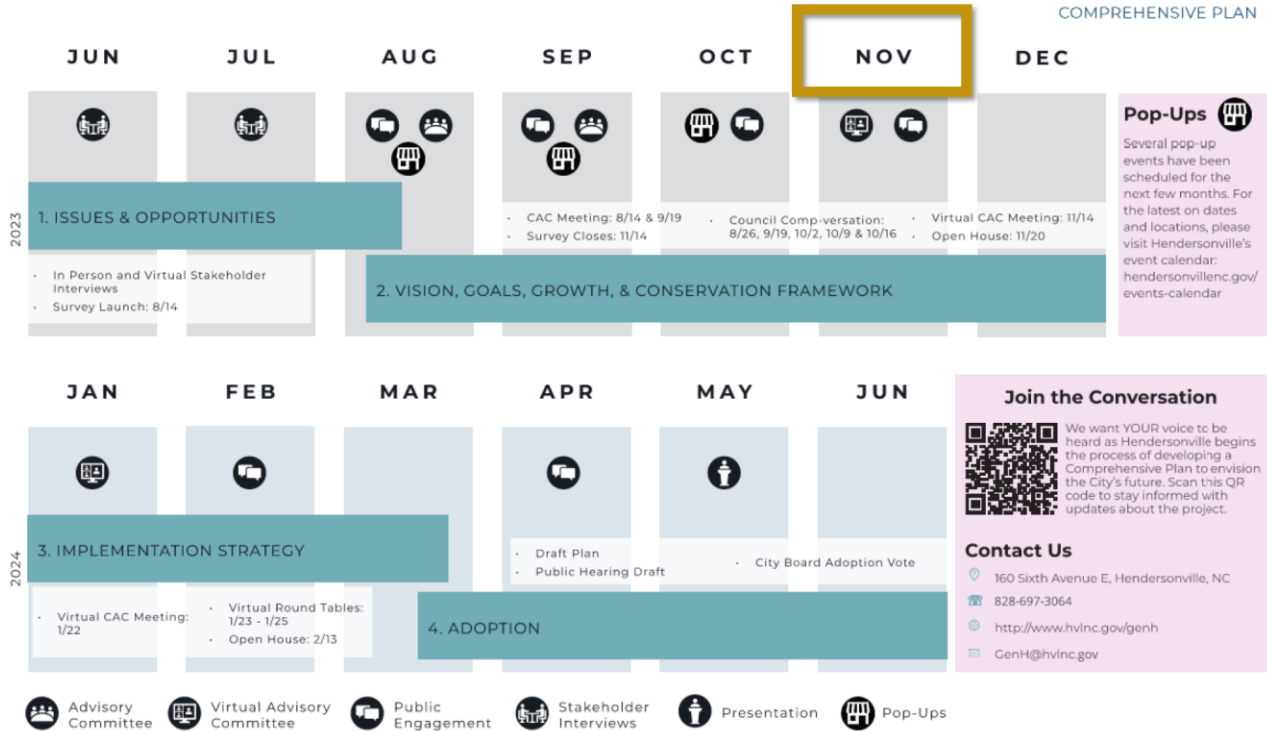
### 3. AGENDA

#### Project Update





# PROJECT SCHEDULE



## Engagement to Date

# STAKEHOLDER OUTREACH

### Strategy

- Community Advisory Committee
- Technical Committee
- Policy-maker Briefings
- Open Houses & Pop-ups
- Neighborhood Meetings
- Meetings "To Go"

### Who It Reaches

- Diverse Stakeholder Group
- Town, County, and State staff
- Decision Makers
- Town Residents & Stakeholders
- Lower Participation Groups
- Everyone!

# COMMUNICATION IS KEY

### Building Awareness

- ✓ Project Branding
- ✓ Print Campaigns
- ✓ Media Campaigns
- ✓ Underserved Population Outreach

### Gathering Input

- ✓ Online Tool
- ✓ Public Input Survey
- ✓ Meeting Facilitation
- ✓ Council Comp-versations

### Gathering Input (cont.)

- ✓ Meetings "To Go"
- ✓ Walking Tours
- **Pop-up Meetings**
- **Open Houses**

# GETTING THE WORD OUT

The collage features several promotional items for the Gen H Hendersonville Comprehensive Plan:

- Comp-versations COUNCIL CONVERSATIONS:** A flyer for a community meeting on August 26, 2023, at 1:00 PM - 3:00 PM, discussing the plan for the next 30 years.
- WHERE DO YOU SEE HENDERSONVILLE IN 20 YEARS?:** A flyer for a meeting on January 18, 2023, at 5:30 PM - 7:00 PM, featuring a group photo of council members.
- GEN H HENDERSONVILLE COMPREHENSIVE PLAN:** A central graphic with the Gen H logo and QR code.
- Acera del Plan:** A Spanish-language flyer explaining the plan's purpose and providing contact information.
- Investigación y revisión:** A Spanish-language flyer detailing the research and review process.
- Condiciones existentes:** A Spanish-language flyer discussing current conditions.
- Participación pública:** A Spanish-language flyer about public participation.
- Desarrollo y adopción del plan:** A Spanish-language flyer regarding the development and adoption of the plan.
- Accompáñenos a la conversación:** A Spanish-language flyer for a community conversation.
- Research and Review:** An English-language flyer explaining the history of the city's planning process.
- Existing Conditions:** An English-language flyer discussing current city conditions.
- Public Engagement:** An English-language flyer about community involvement.
- Development & Adoption:** An English-language flyer about the final stages of the plan.
- Contact Us:** An English-language flyer with contact details for the City of Hendersonville.

# POSTCARDS TO HENDERSONVILLE

The graphic displays a postcard template for the Gen H Hendersonville Comprehensive Plan. The postcard features the Gen H logo and a scenic view of Hendersonville. Below the template, the following instructions are provided:

- STEP 1: SELECT ONE OF THE POSTCARD OPTIONS**
- STEP 2: SEND POSTCARD TO YOUR FRIENDS + FAMILY**
- STEP 3: DROP YOUR POSTCARD IN THE MAILBOX**

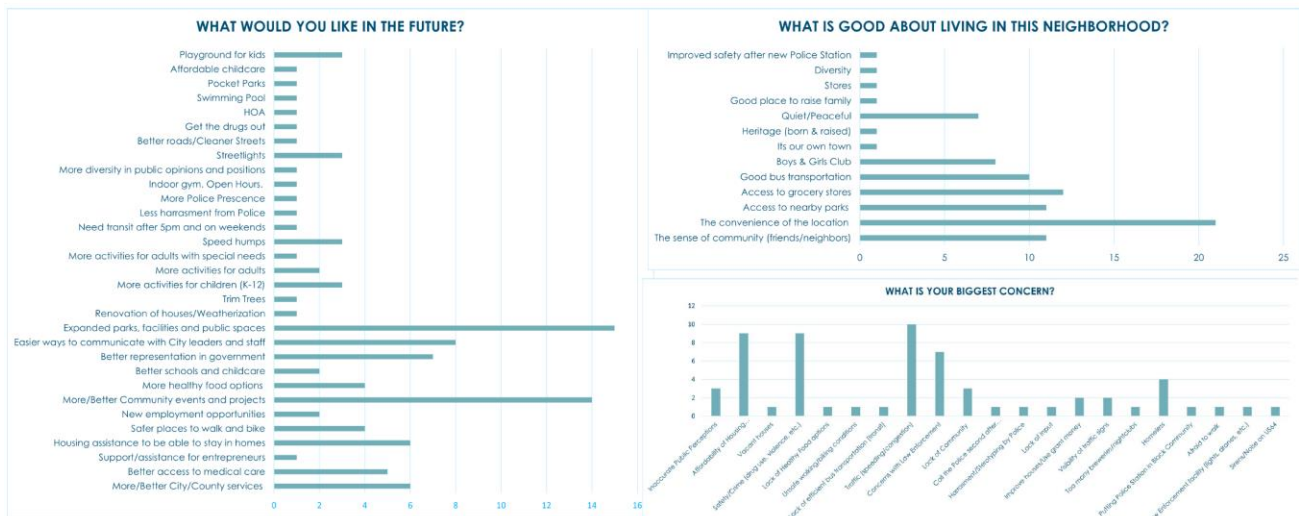
The graphic also includes the Gen H logo and the text "GET YOUR POSTCARDS TODAY!"

# STAKEHOLDER INTERVIEWS

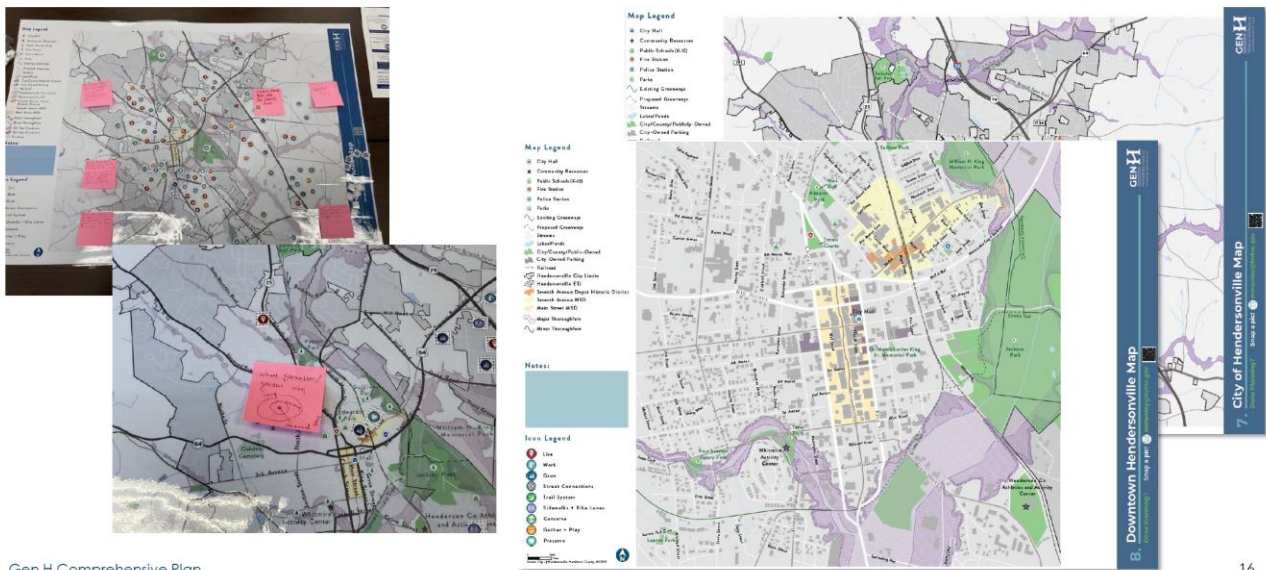
Live	Work	Play	Grow
<ul style="list-style-type: none"> <li>City of Hendersonville</li> <li>City residents</li> <li>Henderson County</li> <li>NCDOT</li> <li>Public Works</li> <li>Economic Development (Agriculture)</li> <li>Parks, Trails, &amp; Greenways (parks MP consultant)</li> <li>Environment, Resiliency, &amp; Sustainability</li> <li>Downtown Stakeholders</li> </ul>			<ul style="list-style-type: none"> <li>Arts, Culture, &amp; Tourism</li> <li>Education Providers</li> <li>Equity &amp; Inclusion</li> <li>Housing</li> <li>Senior Population</li> <li>Healthcare</li> <li>Developers, Large Landholders</li> <li>Historic Preservation</li> </ul>



# Neighborhood Canvas: Green Meadows

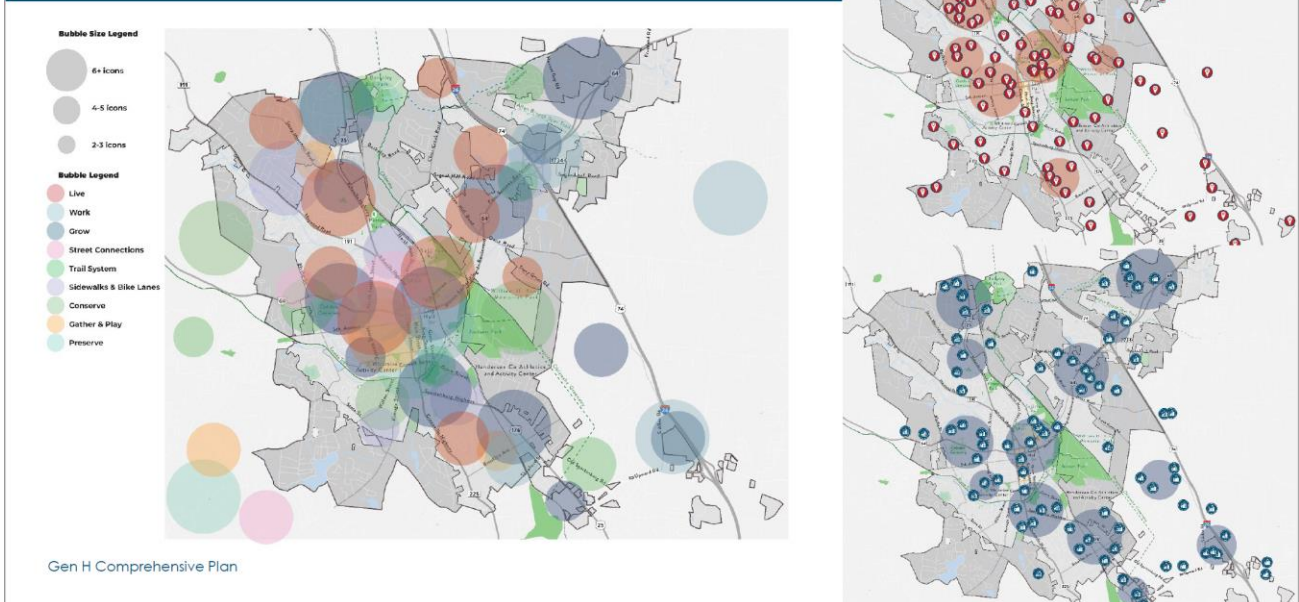


# MEETINGS "TO GO"



Gen H Comprehensive Plan

# Meetings "TO GO"

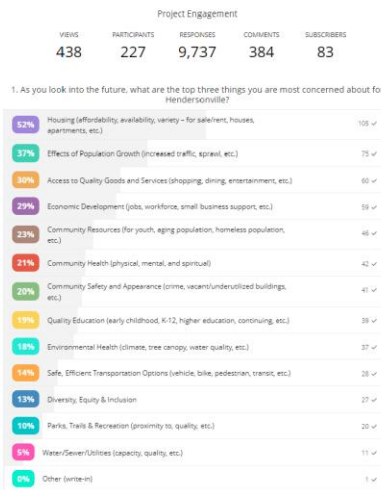


# SURVEYS CLOSES 11/14

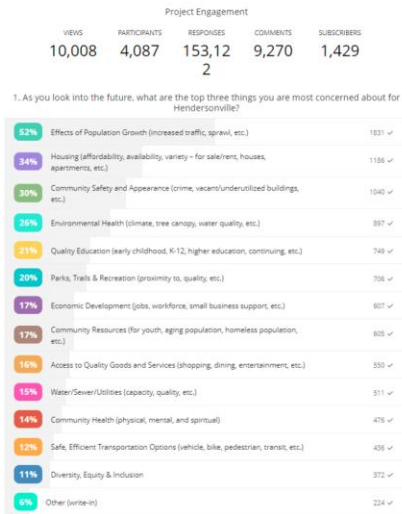
## Key Issues – Student Survey

1. Housing
2. Effects of Population Growth
3. Access to quality goods and services
4. Economic Development
5. Community Resources

### Gen H - Comprehensive Plan - HCPS Student Survey



### Gen H - Comprehensive Plan Survey



## Key Issues – General Survey

1. Effects of Population Growth
2. Housing
3. Community Safety and Appearance
4. Environmental Health
5. Quality Education

## Key Topics

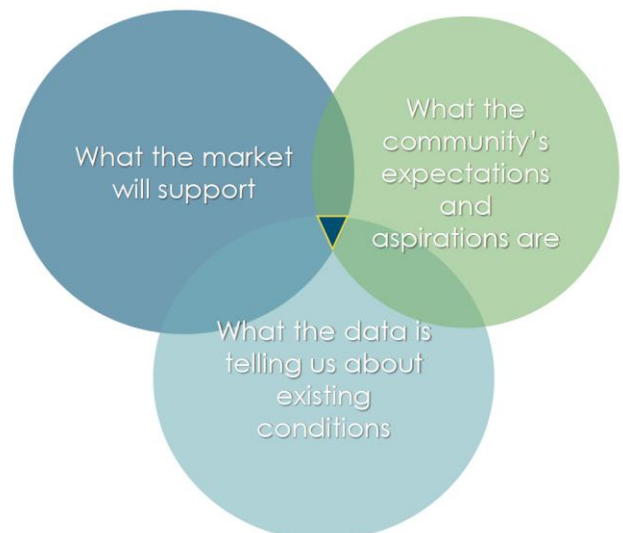
# Analysis



# Land Use - Development Pattern – Growth Management

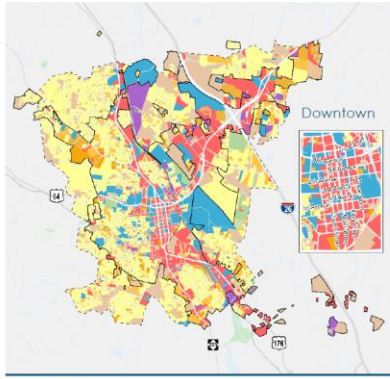
### Three Questions:

- What's the nature of existing and approved development?
- What should be protected?
- Where should new development occur? And what is it?

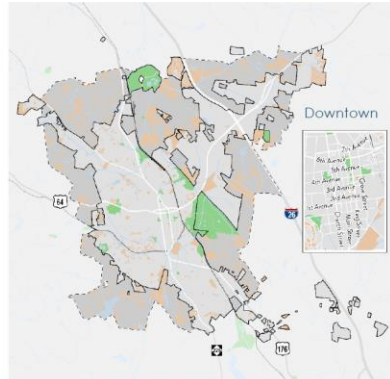


# Land Use - Development Pattern – Growth Management

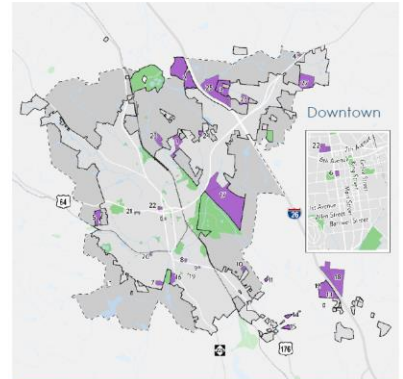
Existing Land Use



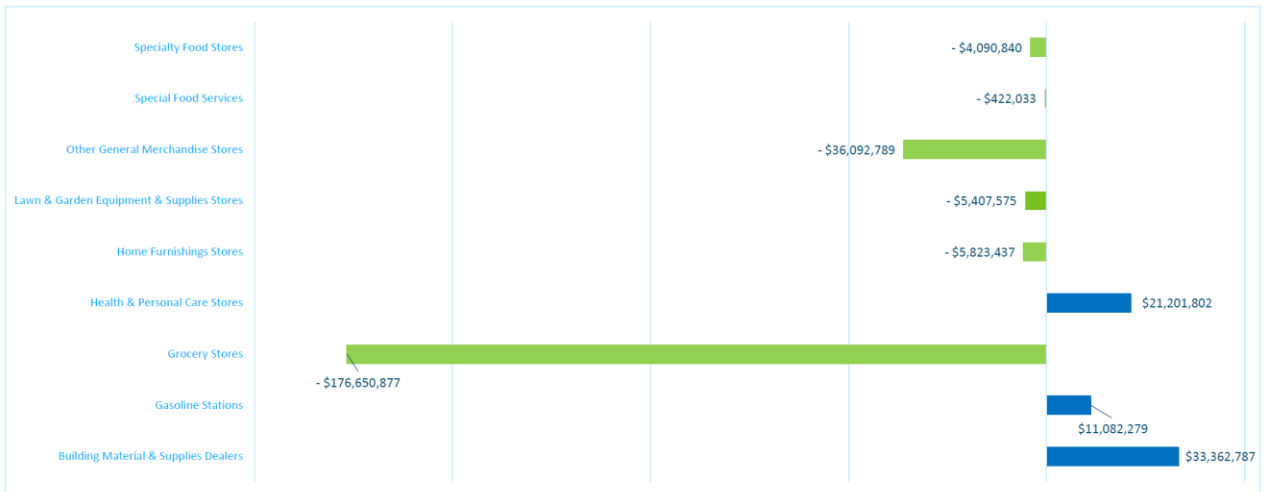
Vacant Land



Committed Development



# Custom Trade Area GAP Analysis



# Land Use - Development Pattern – Growth Management

Where should new development occur?



3,237 respondents

- 33% Outside the city limits within the unincorporated portions of the county
- 28% Within the existing city limits with increased density
- 26% Just outside the existing city limits
- 13% Other (write-in)

"Sprawling and congested and overcrowded roads."

"Perfect sized and well-maintained downtown area. Rural surroundings."

"Pleasant, community-based, resourceful. Small town feel. Too many traffic lights. Too many farms disappearing."

# Housing

As a % of existing land use:

### City Limits

Land Use Class	Acreage	Percent
Insufficient Data	65.74	1.50%
Agricultural	0.00	0.00%
Industrial	128.79	2.93%
Institutional	376.64	8.58%
Multi-Family Residential	340.86	7.77%
Office	176.36	4.02%
Parks / Open Space	254.30	5.79%
Retail	648.36	14.77%
Single Family	1643.41	37.44%
Two Family Residential	142.86	3.26%
Vacant	611.63	13.94%
Total	4388.94	100.00%

2,127.13 AC / 48.47%

### Extra Territorial Jurisdiction (ETJ)

Land Use Class	Acreage	Percent
Insufficient Data	29.70	0.75%
Agricultural	45.61	1.15%
Industrial	148.60	3.74%
Institutional	91.08	2.29%
Multi-Family Residential	24.32	0.61%
Office	20.10	0.51%
Parks / Open Space	362.88	9.12%
Retail	61.44	1.54%
Single Family	2329.58	58.58%
Two Family Residential	4.39	0.11%
Vacant	859.26	21.61%
Total	3976.97	100.00%

2,358.29 AC / 59.3%

### Combined

Land Use Class	Acreage	Percent
Insufficient Data	95.44	1.14%
Agriculture	45.61	0.55%
Industrial	277.40	3.32%
Institutional	467.72	5.59%
Multi-Family Residential	365.18	4.37%
Office	196.47	2.35%
Parks/Open Space	617.18	7.38%
Retail	709.79	8.48%
Single Family Residential	3972.98	47.49%
Two Family Residential	147.25	1.76%
Vacant	1470.89	17.58%
Total	8365.91	100.00%

4,485.41 AC / 53.62%

# Housing

What housing types (beyond single family houses) does Hendersonville need?

44%	Missing Middle Housing (duplex, triplex, quadplex, small apartment buildings)	1380 ✓
38%	55+ Community/Independent Living Facility (age restricted facility)	1166 ✓
31%	Townhome (row houses, attached single family)	977 ✓
24%	Condominium (owner occupied)	755 ✓
23%	Loft, or unit above retail/office	715 ✓
22%	Accessory Dwelling Unit (small residential unit that is separate or attached to primary residential unit)	698 ✓
20%	Apartment Complex (rental)	625 ✓
13%	Other (write-in)	391 ✓

3,107 Respondents

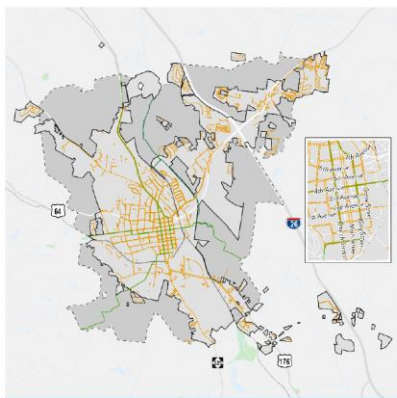
"Affordable housing that is based of the real Income interest here area"

"Retirement city"

"Horrible traffic, overcrowded with cheap housing going up everywhere"

# Mobility

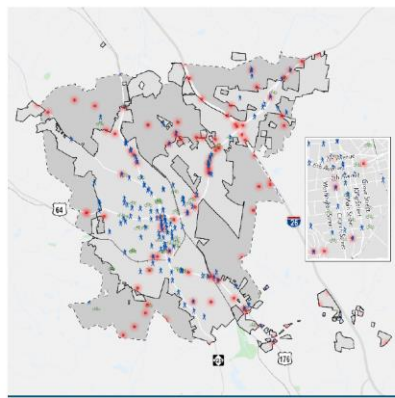
### Bike & Ped Network



Bicycle and Pedestrian Infrastructure

- Sidewalks
- Bike Routes
- Greenways
- Hendersonville City Limits
- Hendersonville ETJ

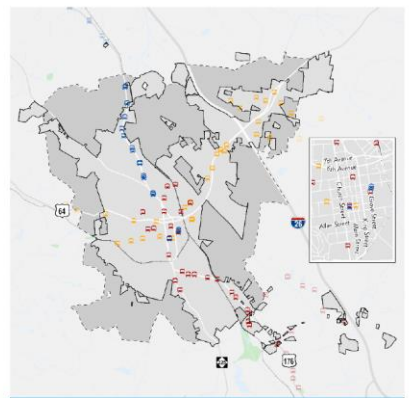
### Crash History



Crash History

- Pedestrian Crashes (2007-2020)
- Fatal and Serious Injury Crashes (2019-2020)
- Bicycle Crashes (2007-2020)
- Hendersonville City Limits
- Hendersonville ETJ

### Transit



Transit

- Apple Country Public Transit Bus Stops
- Route 1
- Route 2
- Route 3
- Hendersonville City Limits
- Hendersonville ETJ



# Mobility

What are your priorities for making Hendersonville more bikeable and walkable?

67%	Streets with sidewalks	Rank: 2.03	1894
67%	Bikeways and bike lanes	Rank: 2.22	1885
64%	Greenways trails	Rank: 2.47	1814
59%	Walking trails	Rank: 2.67	1669
10%	Other (write-in)	Rank: 2.74	285
44%	Streets with lower speeds	Rank: 4.06	1258

2,830 Respondents

"Integrating the Ecusta and Saluda trails into the city's overall plan"

"Accommodations for wheelchairs"

"Parking that encourages walking"

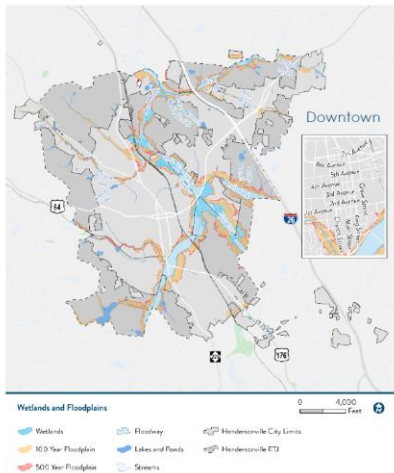
# Functional Open/Green Space

## Parks and Green Space

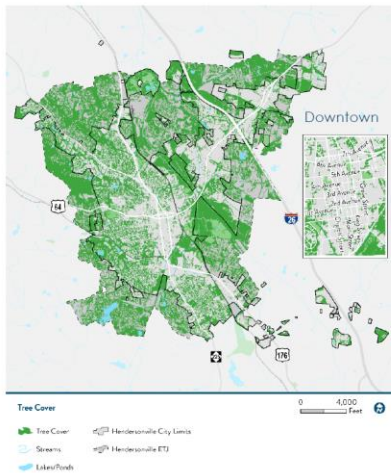


# Functional Open/Green Space

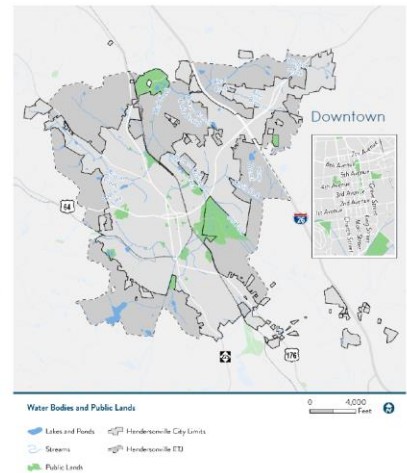
## Wetlands and Floodplains



## Tree Cover



## Water Bodies



# Functional Open/Green Space

What is most important to you for greenspace and greenway facilities over the next 20-40 years?

75%	Parks that protect environmental health and natural resources (stormwater, air quality and wildlife habitat)	Rank: 1.88	2105 ✓
65%	Neighborhood parks that meet the daily and year-round needs of nearby residents	Rank: 2.55	1823 ✓
60%	High-quality and connected system of greenways (paved trails)	Rank: 2.70	1692 ✓
55%	Park-based activities and programs that enliven our communities (fitness classes, movie festivals, walking tours)	Rank: 3.51	1535 ✓
52%	Sports and recreation opportunities that are strategically located to meet local and regional demand	Rank: 3.99	1465 ✓
52%	Destination parks and outdoor areas that promote economic development	Rank: 4.03	1451 ✓

2,813 Respondents

"Mountain Bike Trails in and around town"

"Benches/sitting areas/water stations & bathroom areas"

"Connect Flat Rock Park and Fletcher Park to Oklawaha Trail and connect to Ecusta"

# Character & Appearance

What gives a place character?

78%	Quality of Life - An aspect of living or working in Hendersonville, that distinguishes it from other communities	Rank: 1.38	2548 ✓
58%	Visual Appearance - The physical features of the place	Rank: 2.01	1876 ✓
12%	Other (write-in)	Rank: 2.26	380 ✓
46%	A Special Place - A building, location, or place associated with history/heritage	Rank: 2.81	1498 ✓
45%	Nostalgia - An experience or pleasant memory	Rank: 2.99	1470 ✓

3,247 Respondents

"Keeping the natural beauty of a place gives it character"

"Locally owned businesses"

"Well-maintained streets, Old-growth trees, Nice parks with shade & water features, and seating"

# Character & Appearance - Downtown

What types of things does Downtown need more of?

46%	Cultural and entertainment venues (theaters, galleries, etc.)	1394 ✓
39%	Dining, food service	1201 ✓
35%	Places to exercise, recreate (parks)	1067 ✓
31%	Housing (townhomes, condos, lofts)	959 ✓
28%	Specialty shops, boutiques	870 ✓
25%	Events (parade, festival, art show, live music)	774 ✓
18%	Grocery stores, drug stores	536 ✓
15%	Workspaces, studio spaces	471 ✓
13%	Other (write-in)	397 ✓
9%	Government offices (US Post Office, City Hall to pay bill)	280 ✓
7%	Services (hair/nail salons, tax prep, FedEx)	212 ✓

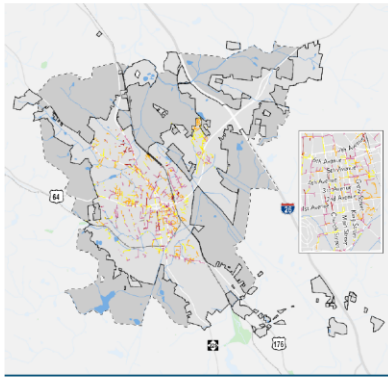
Top three improvements for Downtown?

60%	Historic preservation/reuse of existing buildings/façade improvements, building maintenance	1891 ✓
39%	New and/or improved public spaces/parks (plazas, greenspace, amphitheater, etc.)	1232 ✓
38%	Safe/improved pedestrian and bike connections in and to downtown from neighborhoods (sidewalks, crosswalks, crossing signals, bike lanes)	1194 ✓
25%	Additional public parking or dedicated employee parking	792 ✓
24%	Businesses with better/longer hours of operation	750 ✓
21%	Additional public restrooms	674 ✓
17%	Additional festivals, events, and programs in downtown	532 ✓
14%	Other (write-in)	442 ✓
13%	Landscaping (plantings, street trees)	414 ✓
11%	Seating, especially in the shade, and street furnishings (i.e. trash cans)	357 ✓
8%	Lighting (street lighting, pedestrian lighting, decorative lighting)	238 ✓
5%	More/better public art	165 ✓

3,147 Respondents

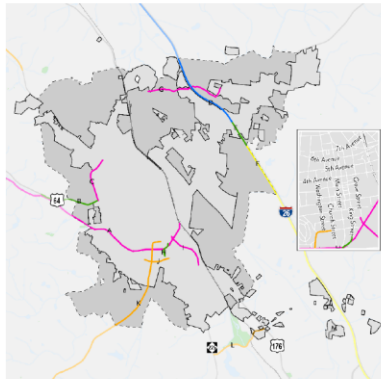
# Community Facilities & Services

## Stormwater Infrastructure



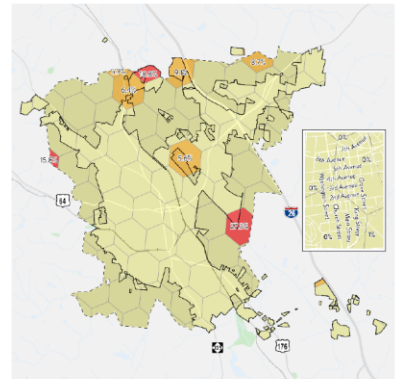
Stormwater Infrastructure  
Pipe Material: Plastic, Brick/Clay, Metal, Concrete  
Lakes and Ponds, Streams  
Hendersonville City Limits, Hendersonville EU

## NCDOT Projects



Current and Future NCDOT Projects  
Project Type: Regional Highway, Division Bicycle And Pedestrian, Division Highway, Ex Highway, Statewide Highway  
A: BL-0007, EB-0317B, U-5783, EB-5953, EB-5950, HD-0002A, I-4000B, I-4400A, I-5925, BL-0008  
H: U-6049, I-EB-5953, J: U-5886, K: R-5782, L: U-5887, M: HA-0003

## Broadband Internet Coverage



Broadband Internet Coverage  
Percent of Location Underserved: <15%, 15% - 30%, 30% - 45%  
Hendersonville City Limits, Hendersonville EU

# Community Facilities & Services

# 15%

The percentage of survey respondents that are concerned about water, sewer, and stormwater utilities.

"Well lit streets"

"Safety"

"Make sure we have enough water and more streets to accomplish the goals"

## Policy Analysis

# Policy Review

2030 Hendersonville Comprehensive Plan

2021 Henderson County Community Health Assessment

PREPARED BY: Henderson County Department of Public Health

RE LAND USE LAND USE CHARACTER AREAS

Future Land Use Character Areas

- Plan Consistency
- Ordinance Consistency
- Investment Consistency
- Foundational Opportunities

# Input from Policy Review

## Other Topics for Consideration

- Age-friendly communities
- Gateway appearance
- Sustainability
- Cross-jurisdictional collaboration
- Embracing differences
- Readiness and resilience to manage disruptive emerging issues



## Observations & Conclusions

# Observations & Conclusions

- **Mixed-use development**
  - Compact growth
  - Essential services
  - Infill and redevelopment
  - Walkable connections
  - Housing solutions
  - Viable business locations
- **Community image**
  - Gateway
  - Branding
  - County context

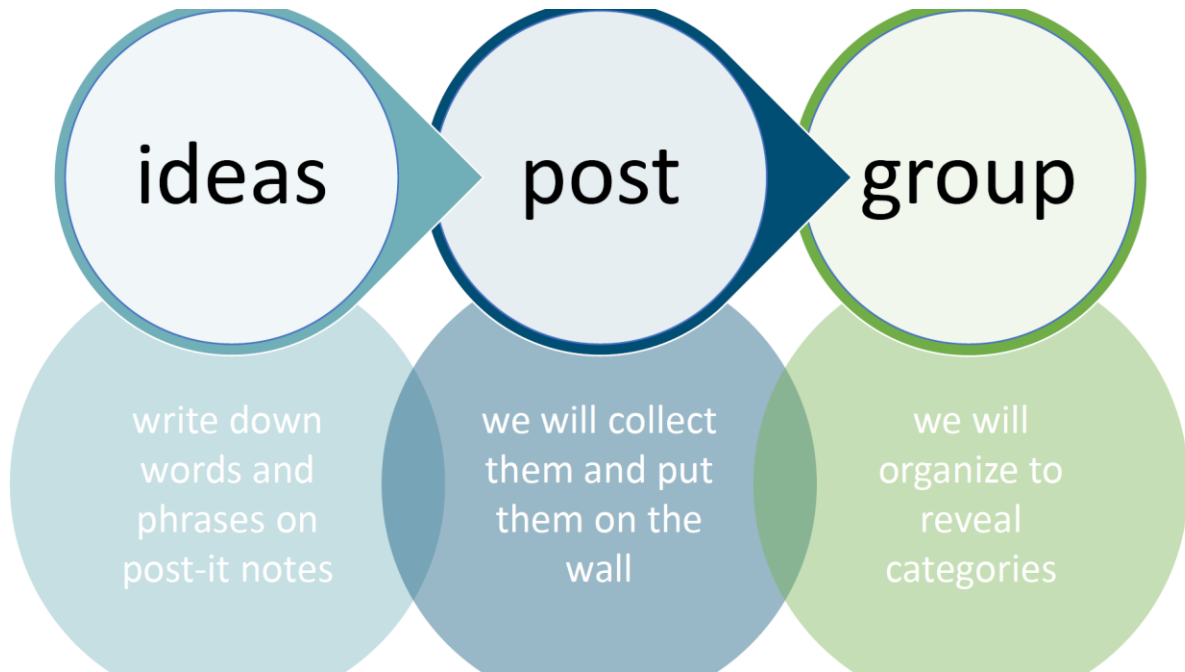


# Observations & Conclusions

- **Natural environment**
  - Natural assets
- **Resilience**
  - Digital inclusion
  - Readiness
- **Leveraging Resources**
  - Development ordinances
  - Plan Implementation Fund
  - Advancing multiple objectives
  - Technology investment
  - State and federal grants
  - Partnerships



## Vision Exercise



**Goals & Objectives**

# DRAFT Goals & Objectives



- **Vibrant neighborhoods**
  - *Safe*
  - *Well-maintained*
  - *Diverse*
  - *Connected*
- **Abundant housing choices**
  - *Availability of types (options)*
  - *Affordability*
  - *Housing condition/quality*
- **Healthy and accessible natural environment**
  - *Recreation, passive open space*
  - *Water quality*
  - *Natural system capacity (floodplains for stormwater; habitats to support flora/fauna; tree canopy for air quality, stormwater management, and microclimate)*
  - *Compact development form (infill, redevelopment) minimizing ecological footprint*
  - *Working landscapes (e.g., orchards, managed forests)*

# DRAFT Goals & Objectives (cont'd)



- **Authentic community character**
  - *Downtown*
  - *Gateways*
  - *Historic preservation*
  - *Arts and cultural activities*
  - *Quality development*
  - *Local businesses*
- **Safe streets and trails**
  - *Access: walking, biking, transit, automobile, Mobility-as-a-Service (MaaS, e.g., Uber, Lyft, scooters, etc.)*
  - *Walkable development*
  - *Active living*

# DRAFT Goals & Objectives (cont'd)



▪ **Reliable and accessible utility services**

- Safe drinking water
- Wastewater treatment
- Broadband
- Renewable energy
- Compact service area (infill, redevelopment) for utilization of existing infrastructure



▪ **Satisfying work opportunities**

- Lucrative job options
- Vocation-/career-building activities
- Enrichment, growth
- Community volunteer opportunities



▪ **Welcoming and inclusive community**

- Respectful community dialogue
- Inviting public realm (i.e., parks, public buildings)
- ADA accessibility

# DRAFT Goals & Objectives (cont'd)



▪ **Accessible and available community uses and services**

- Private:
  - Retail, restaurants, entertainment, etc.
- Public:
  - Sound/efficient government, civic engagement
  - Education
  - Recreation, active
  - Health and well-being
  - Public safety

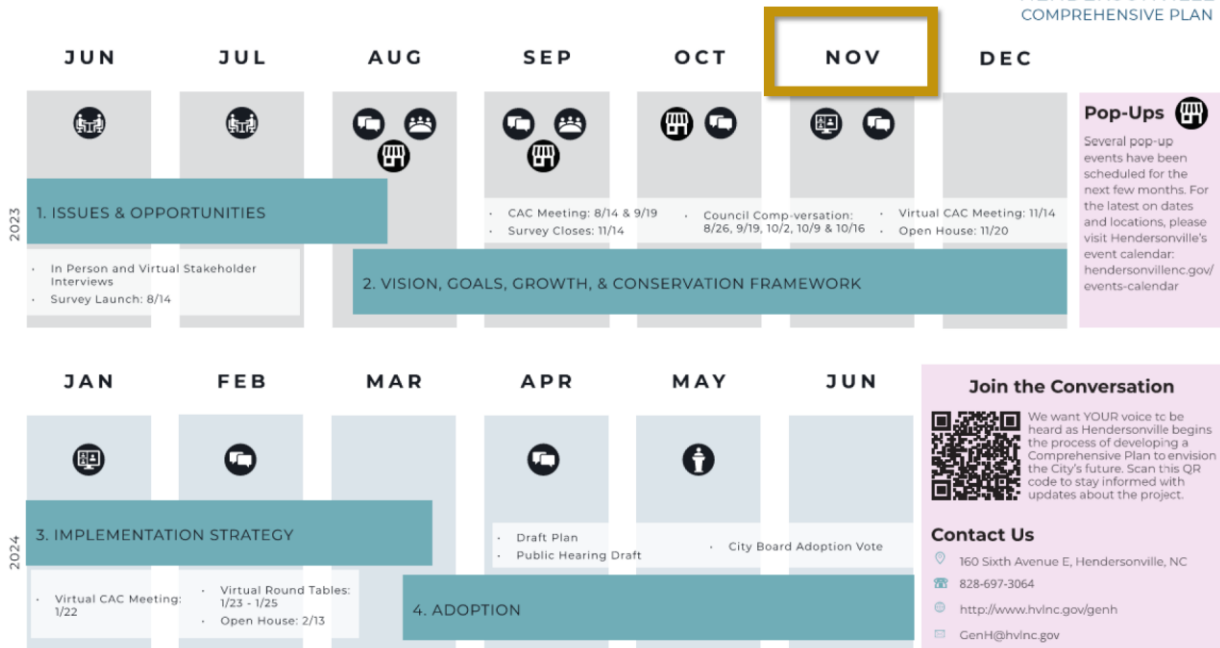


▪ **Resilient community**

- Adaptation to a changing world (e.g., economic, technological, social, environmental)
- Readiness; preparation to manage external impacts
- Recovery from adverse events (e.g., extreme weather event, natural hazards)
- Fiscally healthy government

Next Steps

## PROJECT SCHEDULE



- Advisory Committee
- Virtual Advisory Committee
- Public Engagement
- Stakeholder Interviews
- Presentation
- Pop-Ups

**Join the Conversation**

We want YOUR voice to be heard as Hendersonville begins the process of developing a Comprehensive Plan to envision the City's future. Scan this QR code to stay informed with updates about the project.

**Contact Us**

- 160 Sixth Avenue E, Hendersonville, NC
- 828-697-3064
- <http://www.hvinc.gov/genh>
- GenH@hvinc.gov

# UPCOMING DATES

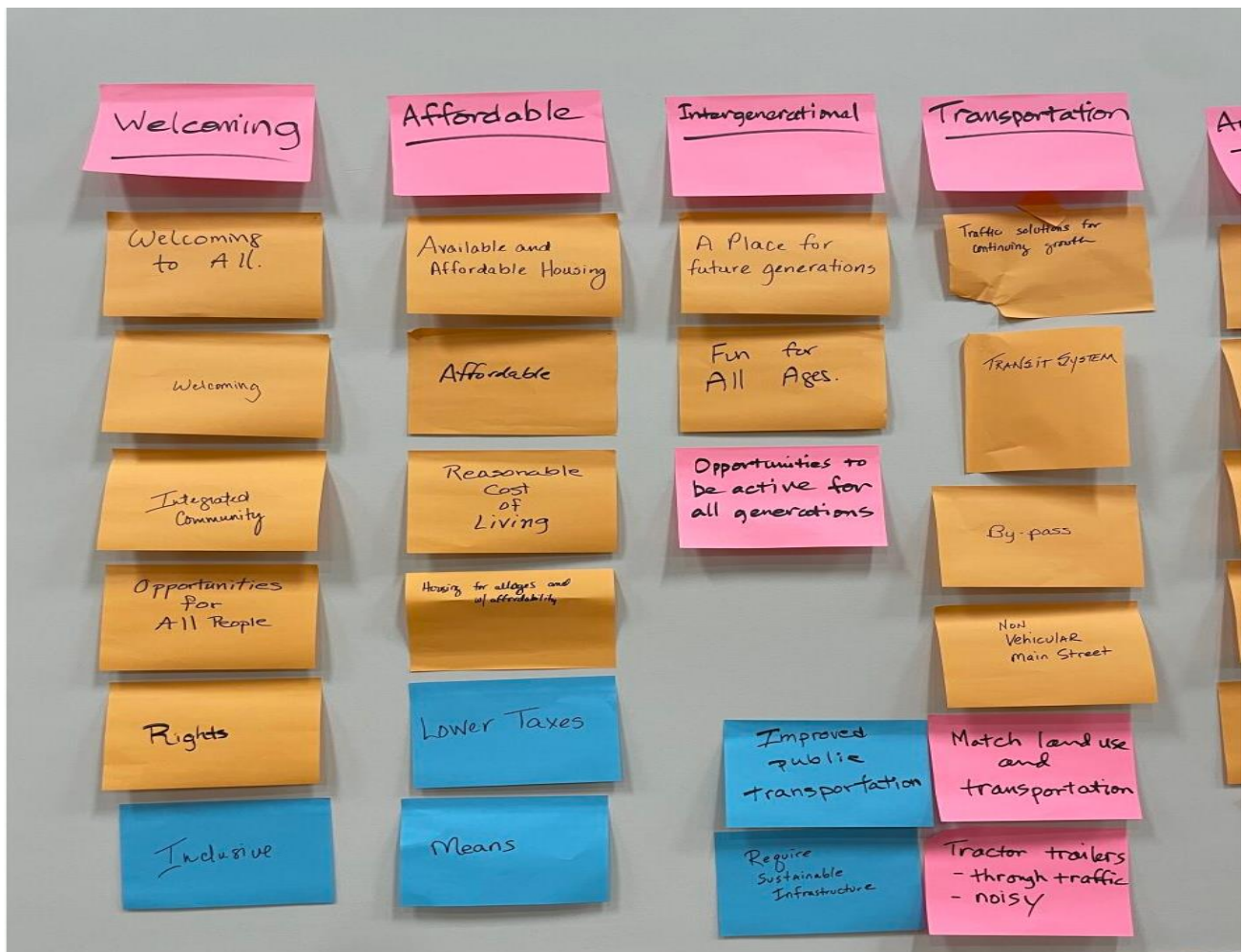
## JANUARY 22, 2023

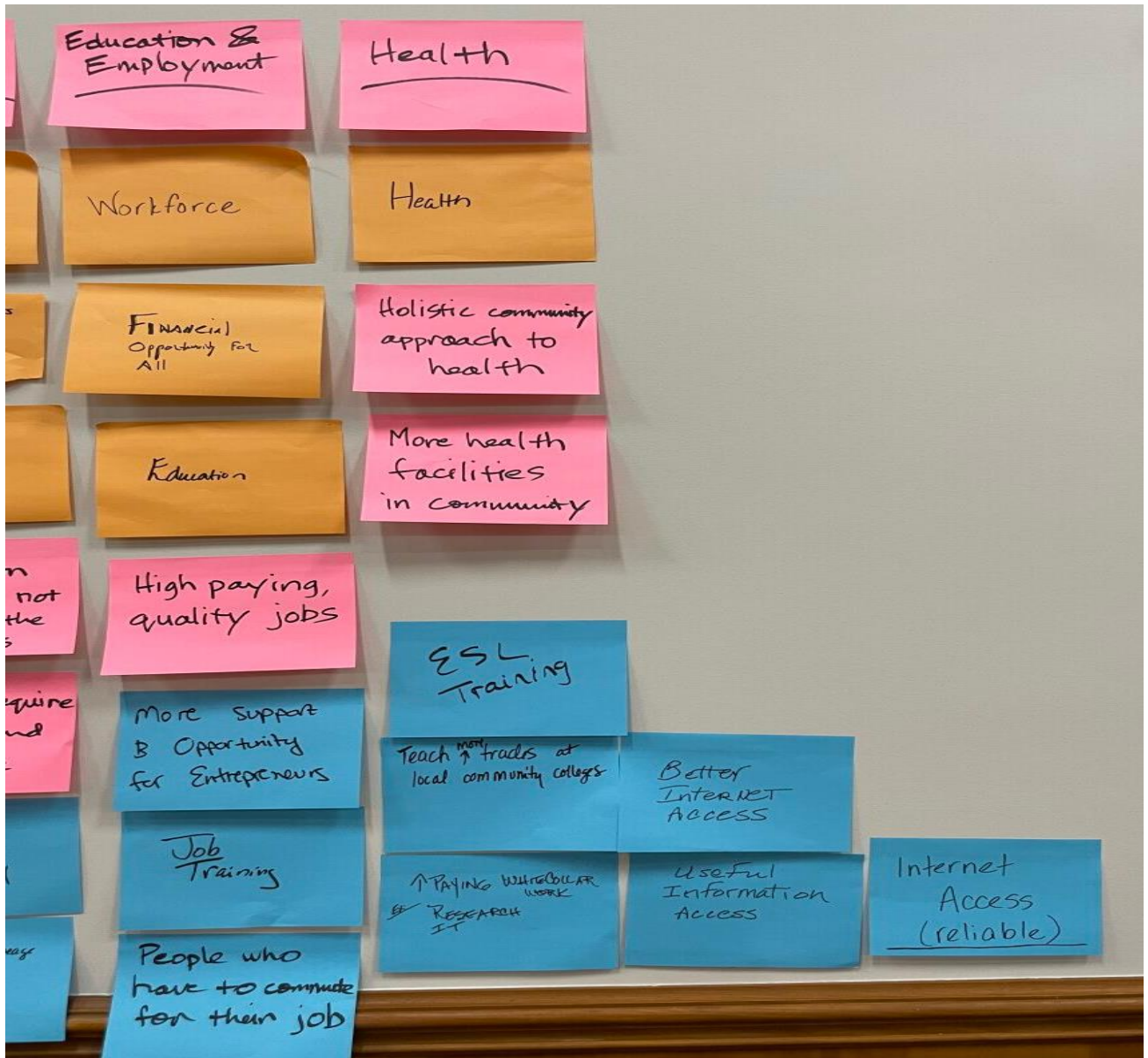
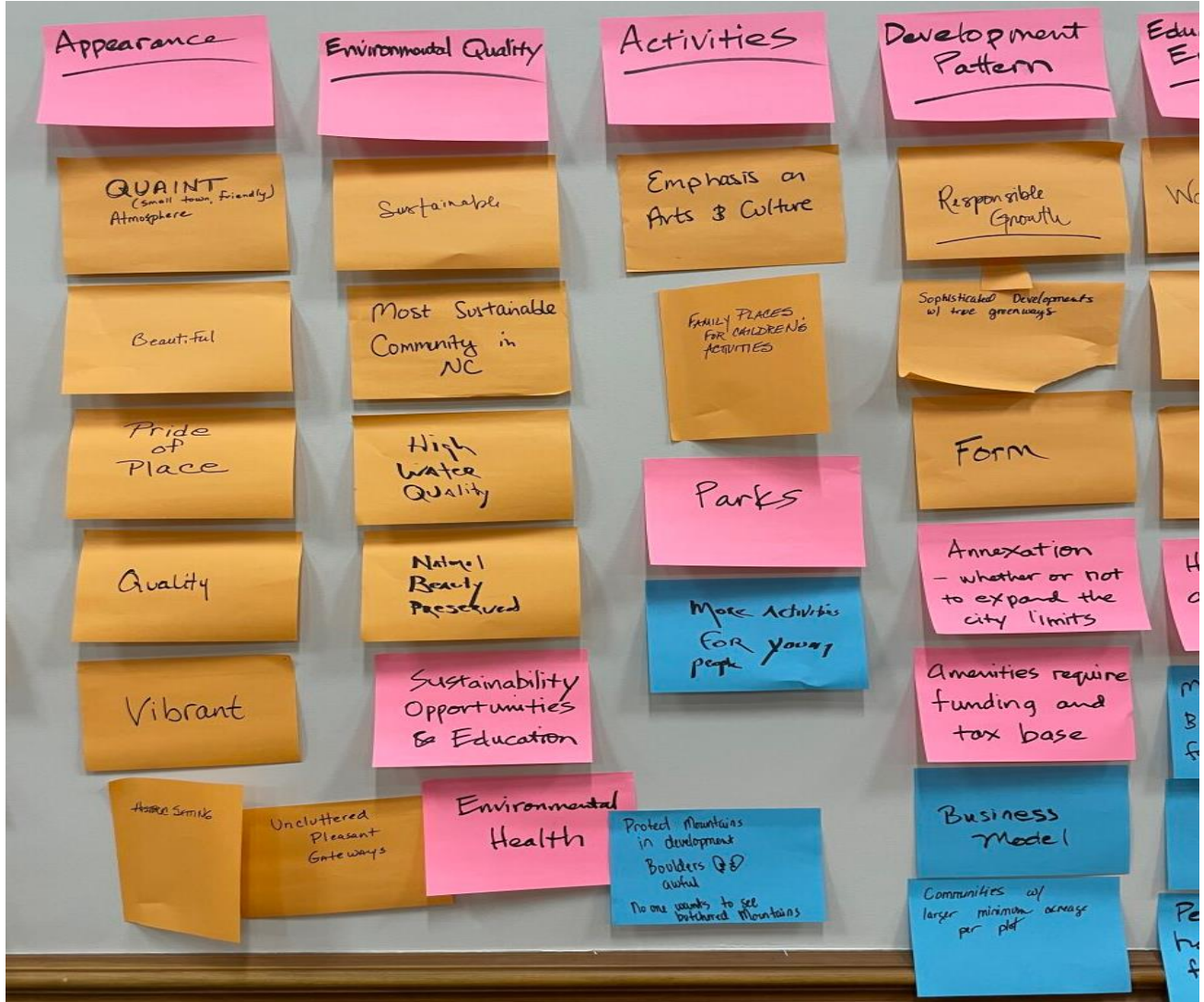
- CAC Meeting #4
  - Review alternatives and character areas
  - Discuss focus areas

## FEBRUARY 13, 2023

- Open House #2
  - Review alternatives and character areas
  - Focus areas in progress

The consultants asked Council questions and had them write their answers on sticky notes. This was the outcome of that. A final report is forthcoming.





4. ADJOURN



There being no further business, the meeting was adjourned at 5:46 p.m. upon unanimous assent of the Council.

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Barbara G. Volk, Mayor

ATTEST:

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Jill Murray, City Clerk