

An aerial photograph of a city at sunset. In the foreground, a large, light-colored building with a prominent golden dome and classical columns is visible. The city extends into the background with various buildings and streets, set against a backdrop of mountains under a colorful orange and blue sky.

Workplan Review

Jamie Carpenter
Downtown Manager

Downtown Advisory Board Workplan Agenda

- Meeting Format
- Gen H Goals & Objectives

Approve Updated Mission/Vision/Strategies:

- Downtown Vision Statement
- Downtown Mission Statement
- Economic Development Strategies



Meeting Format Going Forward

Board meetings:

1. Call to Order
2. Approval of Minutes
3. Public Comment
4. Approval of Agenda
5. Team & Staff Reports
 - a) Community Character Chair or co-chair reports (10 min)
 - b) Economic Vitality Chair or Co-chair (10 min)
 - c) Event Report (5 min)
 - d) Staff Report (other – 5-10 minutes)
6. New business
7. Informal Discussion

Team meetings:

1. Call to Order
2. Approval of Minutes
3. Workplan / Status Updates
4. New Business
5. Informal Discussion



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.



Mission and Vision Statements 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 the epicenter of activity and most meaningful destination for locals and visitors. It preserves its historic charm as the heart of cultural and community activities, while featuring safe, accessible streets and trails that supports thriving, authentic local businesses.

ALT: Downtown Hendersonville is celebrated as a destination for its historic charm as the epicenter of cultural and community activities. Authentic businesses and experiences thrive with their connection to safe and accessible streets and trails.

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

The Downtown Advisory Board & Friends of Downtown Hendersonville exists to preserve, invest, and enhance the vitality of Downtown Hendersonville's districts through capital projects, storytelling, placemaking, and policies to curate a quality experience.

ALT: The Downtown Advisory Board & Friends of Downtown Hendersonville exists to preserve, invest, and enhance the vitality of Downtown Hendersonville's districts by initiating policies, investing in the public space, and curating experiences.



Vision Statements Draft

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Economic Development Strategies / TEAMS

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

1. **(Public Space – Community Character Team)** Downtown Hendersonville is the place to meander meaningfully
2. **(PRIVATE SPACE - Buildings and Business / Economic Vitality team)** 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.



(Public Space – Community Character Team)

Goal: Enhance, create, and promote placemaking opportunities in Downtown Hendersonville through public art and district connections (7th Avenue and Ecusta Trail)

Objectives (2024-2026)

1. Complete phase 1 of the 7th Avenue Streetscape with a kick off event for spring 2025, and 1-2 year marketing/promotional plan for the district
2. Establish a public art policy by 2026 to guide art in public space and on private property.



Future Plans - 2025 and beyond

Activate the Depot Plaza by building a pavillion for small events and a winter farmers market
Expand the Ecusta Trailhead and the surrounding district by creating a branded 'district' for the trailhead



(PRIVATE SPACE - Buildings and Business / Economic Vitality team)

Goal: Fill vacant or underutilized spaces in and around the districts with uses that support and enhance the vibrancy of downtown

Objectives (2024-2026)

1. Adopt Downtown Design Guidelines as recommended in Downtown Master Plan
2. Adopt a vacant building policy or ordinance as recommended in Downtown Master Plan
3. Continue efforts of Downtown Opportunity Fund by opening Hive on 5 downtown office/shared space



DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES		ECONOMIC VITALITY	DESIGN	PROMOTION	ORGANIZATION
Economic Development Strategy, Goal & Objective		Measurable Actions:	Measurable Actions:	Measurable Actions:	Measurable Actions:
<p><i>Downtown Hendersonville is the place to meander meaningfully (Community Character Team - OUTDOORS/PUBIC SPACE)</i></p> <p>GOAL: Enhance, create, and promote placemaking opportunities in Downtown Hendersonville through public art and district connections (7th Avenue and Ecusta Trail)</p> <p>Objectives (2024-2026)</p> <p>1. Complete phase 1 of the 7th Avenue Streetscape with a kick off event for spring 2025, and 1-2 year marketing and promotional plan for the district</p> <p>2. Establish a public art policy by 2026 to guide art in public space and on private property.</p> <p>Objectives (Future Plans - 2025 and beyond)</p> <p>- Activate the Depot Plaza by building a pavilion for small events and a winter farmers market</p> <p>- Expand the Ecusta Trailhead and the surrounding district by creating a branded 'district' for the trailhead</p>	7th Avenue	Action: Provide education, networking and tours for 20 downtown service industry workers in 2023-2024	Action: Create capital campaign and plan for Depot Plaza construction in 2024 with goal to construct in 2025-2026.	Action: Create a kick off event for the 7th Avenue Streetscape for Spring 2025	Action: Update bylaws and financial policies for the Friends of Downtown Hendersonville to plan for long-term captial investments and fundraising
	Public Art	Action: Determine policy and plan for murals on private buildings and if a separate grant should be considered	Action: After plan is established, identify locations for public art and create a detailed plan to incorporate and fund long term.	Action: Work with partner art organizations and TDA to create a consistent marketing message for the arts in Hendersonville	Action: Establish a plan for public art and a policy to be presented to City Council that is supported by Hendersonville arts organizations.
	Internal Projects		Action: Engage designer to draft renderings for planter options for the brick planter at the corner of 3rd and Main.		Action: Hire in-house downtown maintenance crew to transition landscaping in-house in 2024 (2 person crew) 2025 (4 person crew)



DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES		ECONOMIC VITALITY	DESIGN	PROMOTION	ORGANIZATION
Economic Development Strategy, Goal & Objective		Measurable Actions:	Measurable Actions:	Measurable Actions:	Measurable Actions:
<p><i>Downtown Hendersonville offers opportunities for authentic and diverse businesses to thrive (Economic Vitality - PRIVATE/BUSINESS & BUILDINGS)</i></p> <p><i>Goal: Fill vacant or underutilized spaces in and around the districts with uses that support and enhance the vibrancy of downtown</i></p> <p>Objectives: (2024-2026)</p> <p>1. Adopt Downtown Design Guidelines as recommended in Downtown Master Plan</p> <p>2. Adopt a vacant building policy or ordinance as recommended in Downtown Master Plan</p> <p>3. Continue efforts of Downtown Opportunity Fund by opening Hive on 5 downtown office/shared space</p>	7th Avenue	Action: Update zoning for downtown residential parking requirements.	Action: Work with Planning Board and HPC to adopt downtown design standards	Action: Update new business checklist and make sure property owners have this to provide to new tenants	Action: - Review MSD Expansion or additional MSDs
	Public Art	Action: Establish a vacant building policy to be approved by council	Action: Identify properties that are candidates for façade improvements and work with UNCG to provide renderings (service also works with 2nd floor schematics for office or residential)	Action: - Update more semi-permanent signage/promotional materials in vacant storefronts.	Action: identify and update residential and office tenant information
	Internal Projects	Action: Continue partnership with Mountain BizWorks to host networking, classes and inform on loan oportunities	Action: Createa a logo and signage for space	Action: Open the Hive on 5 space with a reception with tenants - Create a public website for classes/meetings, and how to access the space	Action: - Complete lease agreements and standard of operations for use of Hive on 5 space - Establish next steps for Opportunity Fund when funds are released from Mountain BizWorks in 2027

