



# MINUTES

May 22, 2024

## SECOND MONTHLY MEETING OF THE CITY COUNCIL CITY OPERATIONS CENTER | 305 WILLIAMS ST. | 4:00 p.m.

Present: Mayor Barbara Volk, Mayor Pro Tem Lyndsey Simpson and Council Members: Jeff Miller, Jennifer Hensley and Melinda P. Lowrance

Via Zoom: John Connet, City Manager

Staff Present: Assistant City Manager Brian Pahle, City Clerk Jill Murray, City Attorney Angela Beeker, Communications Manager Allison Justus, Budget Manager Adam Murr, and others.

### 1. CALL TO ORDER

*Mayor Barbara Volk called the meeting to order at 4:01 p.m. and welcomed those in attendance. A quorum was established with all members in attendance.*

### 2. CONSIDERATION OF AGENDA

*Council Member Lyndsey Simpson moved that City Council approve the agenda as presented. A unanimous vote of the Council followed. Motion carried.*

### 3. CONSENT AGENDA

There were no items on the Consent Agenda.

### 4. PRESENTATIONS

#### **A. School Resource Officer (SRO) Discussion – John Connet, City Manager**

Right before the meeting, Henderson County announced that they will be funding the Hendersonville Police Department School Resource Officers for the 2024-2025 Fiscal Year. Mayor Barbara Volk read the following statement:

The City of Hendersonville is pleased to learn that Henderson County will be funding Hendersonville Police Department School Resource Officers for the 2024-2025 Fiscal Year. The City Council appreciates the Board of Commissioners willingness to listen to the concerns of the faculty, students and parents of the effected schools within the Hendersonville City Limits. The city is committed to working with Henderson County, Henderson County Public Schools, and Henderson County Sheriff's Department to protect our students, teachers, and administration. The Hendersonville Police Department School Resource Officers serve a critical role in supporting the school children in our city. Their specialized training allows them to deal with a wide range of issues facing our students. We believe that it is important that Hendersonville Police Department officers are in the Hendersonville schools to form critical relationships with our young people. This is the first step in fostering twenty-first century community policing. We look forward to continuing our service to these schools.

**B. Gen H Comprehensive Plan – Grant Meacci & Lorna Allen (Bolten Menk – Lead Consultant); Meg Nealon (Nealon Planning); Jenn Gregory (Retail Strategies); & Ben Hitchings (Green Heron Planning)**

Lew Holloway introduced the Comprehensive Plan consultant team to present the thematic elements of the *Gen H 2045 Comprehensive Plan* in anticipation of the final draft of the Plan being released to the public on May 31<sup>st</sup>. This presentation will serve as the kick-off of the final draft review and adoption process which will unfold over the course of June, July, and August. Each of the consultants chimed in on the following PowerPoint presentation.

GENH

HENDERSONVILLE  
COMPREHENSIVE PLAN

City Council Workshop  
05.22.2024

AGENDA

- Gen H Content
- Gen H Context & Intent
- Vision for the Future
- Focus Areas
- Downtown Master Plan
- Implementing the Plan
- Next Steps

GEN H CONTENT

Spotlight on the Plan

Public Draft Release  
May 31, 2024

Acknowledgments

The Gen H Comprehensive Plan was prepared with the great people of Hendersonville, for use as their guiding document towards a prosperous future.

City of Hendersonville City Council Mayor Barbara Volk Mayor Pro Tempore Lindsey Simpson Council Member Dr. Jennifer Hensley Council Member Jeff Miller Council Member Debbie O'Neal Roundtree Previous Council Member Jerry Smith	Tyler Morrow, Planner II Community Advisory Committee Alicia Evans, Council on Aging Ben Smith, Neighborhood Representative Bert Shang, Chief Public Defender & Lenox Park Resident Bill McKibbin, Commercial Property Owner Bob Johnson, Neighborhood Representative Brock Hill, Youth Population Representative Chris Donahall, MD, Neighborhood Representative David Wright, Neighborhood Representative Denise Cumber-Long, United Way Jamie Carpenter, Downtown Manager John Connet, City Manager Lew Holloway, Community Development Director Mark Starwalt, Public Works Superintendent Matthew Manley, Strategic Projects Manager, Project Manager Luke Stomba, Neighborhood Representative	Benjamin Business Organization Representative Consultant Bolton & Henk Allen Davis Andre Hobb Andre Hobb Brita Smith Dylan McKee Grant Meacci, Principal Loma Allen, Project Manager Sergio Cruz Frances Miramon Green Heron Planning Ben Hildebrge Nealon Planning Meg Nealon Retail Strategies Jenn Gregory
---	---	--

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. Market Analysis
D. Community Engagement Summary
E. Economic Development Plan
F. Implementation Matrix
G. Scenario Planning

Developing Gen H

ENGAGEMENT SCHEDULE

August 2023

- Email Campaign Launch
- Survey Launch
- Gen H Marketing Campaign & Educational Series

Sept-Oct. 2023

- (16) Pop-Up Events
- CAC Meeting #2
- (6) Council Conversations

November 2023

- (3) Roundtable Discussions
- CAC Meeting #3
- Policymaker Workshop
- Open House #1
- (2) Presentation Days at Local High Schools

March-April 2024

- Draft Plan
- Technical Review Committee
- PMT Comments
- CAC Meeting #6

Summer 2024

- City Council Public Hearing
- City Council Adoption Vote

July 2023

- Website Launch

August 2023

- CAC Meeting #1
- (7) Pop-Up Events
- (3) DEI Workshops
- (2) Bruce Drysdale 3rd Grade Presentations
- Building Bridges Luncheon Presentation

January 2024

- CAC Meeting #4
- Roundtable Discussion with African-American Pastors

February 2024

- Open House #2
- CAC Meeting #5
- Open House Survey Launch
- ESG & Tree Board Meeting

Spring 2024

- Public Hearing Draft
- Planning Board Presentation

### Developing Gen H

The City of Hendersonville hired consultant firm Bolton and Menk, Inc., to aid in the development of the Comprehensive Plan. Working alongside City staff, the Gen H project team reviewed previous plans and studies, analyzed existing conditions, met with community members to establish plan visions and goals, and to ultimately develop a plan for adoption and implementation. The Gen H Plan was developed over the course of four phases that included the following steps:

**Phase I - Issues & Opportunities**

- Review of background information (planning documents, mapping data, previous studies, housing statistics, etc.)
- Forecasts of how Hendersonville may evolve over time
- Public engagement plan to reach as many Hendersonville residents as possible

**Phase II - Vision & Goals, Growth & Conservation Framework**

- Convene a Community Advisory Committee for input and guidance throughout the project
- Launch public survey, public engagement meetings, and engagement tools
- Gather input from a diverse group of stakeholders including City Council, staff, and community members
- Development of vision statements and growth framework based on community input
- Development of growth alternatives

**Phase III - Implementation Strategy**

- Development of strategies and actions to achieve the goals of the community
- Continuation of the public engagement process
- Draft of the Gen H document

**Phase IV - Adoption**

- Engagement with community, advisory boards and stakeholders groups
- Finalization of the plan
- Final review, Public Hearing and Adoption by City Council

**Parks, Recreation, and Public Spaces**

- Downtown and other community-identified focus areas
- Community and Economic Development

#### WHAT IS IN THE GEN H PLAN?

The Gen H Plan provides guidance and recommendations for the following topics:

- Land Use and Growth
- Public Infrastructure
- Community Character, Cultural and Historic Resources
- Natural Resources, Sustainability, and Resiliency

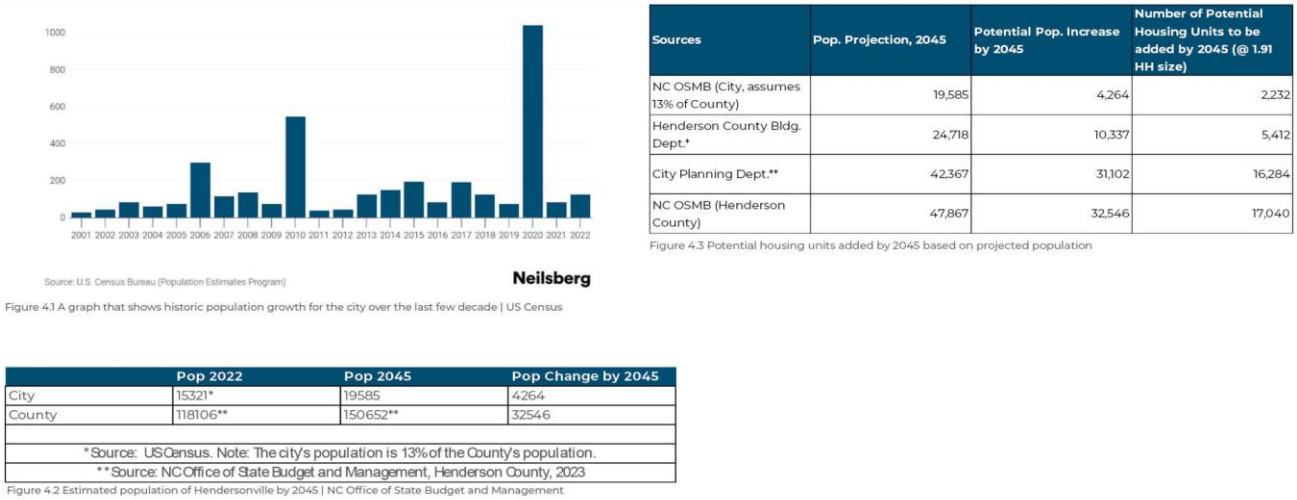


6 | GEN H COMPREHENSIVE PLAN

1 | ABOUT THE PLAN | 7

GEN H CONTEXT & INTENT

How Much Growth?



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.

#### WHERE SHOULD NEW DEVELOPMENT OCCUR?

The second question is, "Where can the growth (i.e., new homes, new businesses, and additional support services) be located?" Therefore, an early step in the process is mapping the development status to determine which parcels make up the "land supply," or the places where growth may go, and then determining which types uses (residential, commercial, or industrial) will be attracted to available land based on the attributes of the parcels that make land more or less suitable for such uses.

**Land Supply**

The land within the city and its extraterritorial jurisdiction (ETJ) totals 9,630 acres. Over half of that land (60%) is already developed, within right-of-way (ROW), and not likely to redevelop. Less than 1% is protected through conservation easements and other land protection mechanisms. The remaining land is either undeveloped (vacant) or underdeveloped (and ripe for redevelopment). The "land supply" is comprised of these two areas, which in combination encompasses 3,832 acres, and it is the area of land to be considered for future development or conservation.

The Land Supply Map (Figure 4.4) depicts the distribution of the four categories of development status. The status of parcels in the city and the ETJ can be described as follows:

- Developed** - The level of investment is high and such parcels are not likely to redevelop over the next 20 years.
- Protected** - Parcels of land are protected as public parks, state-maintained parkland, or privately-owned conservation easements.
- Underutilized / Underdeveloped** - The level of investment is low relative to the parcel value and the property is therefore ripe for redevelopment.
- Undeveloped** - With few or no structures, parcels of land remain vacant or relatively undeveloped



Figure 4.4 Land Supply Map

0 4,000 Feet

Legend: Land Supply, Hendersonville City Limits, Hendersonville ETJ

Source: Planning Department, Henderson County, 2023



# What Kind of Development Should Be Supported?

What the community's expectations and aspirations are

What the data is telling us about existing conditions

What will the market support?

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

Figure 4.5.2 Residential Suitability Map

Residential Land Use Suitability

- Least Suitable
- Moderately Suitable
- Most Suitable

Hendersonville City Limits

Hendersonville ETJ

0 4,000 Feet

Figure 4.6.2 Commercial Suitability Map

Commercial Land Use Suitability

- Least Suitable
- Moderately Suitable
- Most Suitable

Hendersonville City Limits

Hendersonville ETJ

0 4,000 Feet

78 | GEDVH COMPREHENSIVE PLAN

IN THE VISION FOR THE FUTURE | 79

# What is the Appropriate Level of Intensity?

**WHAT LEVEL OF INTENSITY IS APPROPRIATE FOR FUTURE DEVELOPMENT AND REDEVELOPMENT?**

As noted earlier, the available land to accommodate future development (or "land supply") includes both vacant parcels and parcels that could be redeveloped for a broader range of uses at higher intensities. The lower the intensity of development, the more land will be required to accommodate growth. With this in mind, the community has a couple of choices:

- 1. Trend** - Continue to grow organically at the same level of intensity and expand the development footprint (Figure 4.8), or
- 2. Alternative** - Be intentional about the reuse of developed parcels thereby minimizing the expansion of the existing development footprint (Figure 4.9).

Option 2 would likely reduce pressure to develop areas on the periphery of Hendersonville that are currently in agricultural use or have the potential to become protected open space in the future. It would also utilize existing infrastructure capacity, reducing capital costs required to extend services to new development.

As shown in Figure 4.9, Option 2 is accomplished through deliberate efforts to direct growth inward and support higher intensity development in nodes. The "Guiding Principles" section that follows describes additional benefits of higher intensity development in a few key locations, such as achieving a compact form that makes walking and biking between destinations more feasible.

Figure 4.8 - Trend Growth Map

Option 1 - Trend

- Conservation
- Park (Recreation)
- Trail

Development Intensity

- Lowest
- Highest

Figure 4.9 - Alternative Growth Map

Option 2 - Alternative

- Conservation
- Park (Recreation)
- Trail

Development Intensity

- Lowest
- Highest

**Trend - Old Field Succession**

The current trend is expansive urban development across all areas of the Urban Service Area. Like old field succession in a former apple orchard, this approach is often characterized by uncontrolled growth, declining vigor, lower productivity, diminished value, and eventual decline. The result could produce outcomes that do not align with the community's vision and values for Hendersonville.

**Alternative - Selective Pruning**

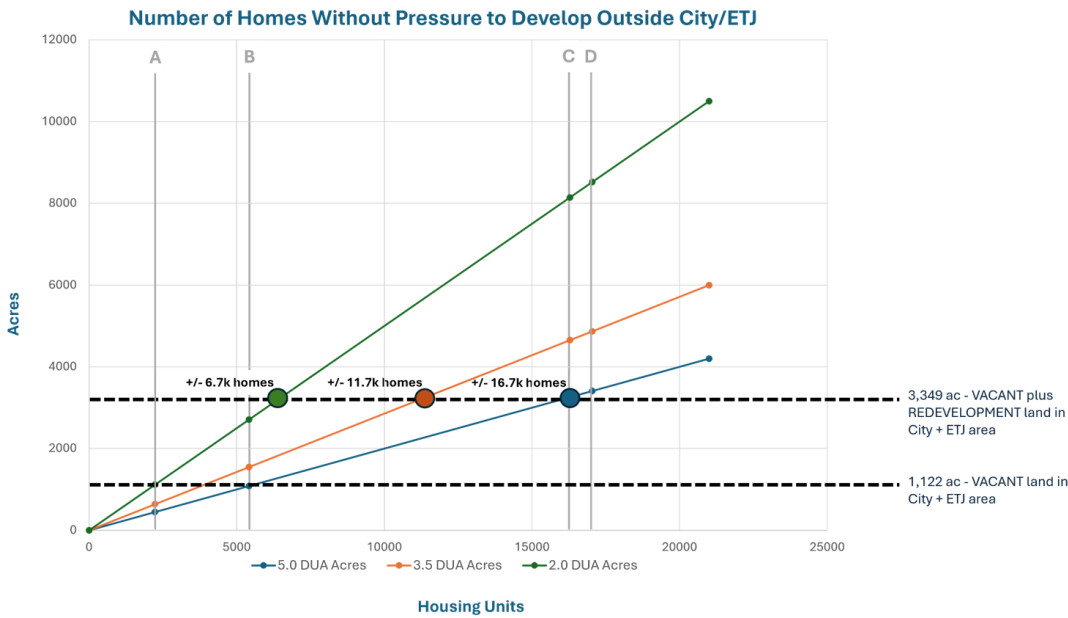
An alternative approach involves focusing growth and development within the existing development footprint, with an emphasis on redevelopment, infill, and adaptive reuse of structures. This proactive strategy, akin to selective pruning in an orchard, aims to involve the removal of blight and the reduction of competition, particularly in greenfield areas, fostering a healthier and more sustainable urban environment.

82 | GEDVH COMPREHENSIVE PLAN

IN THE VISION FOR THE FUTURE | 83

84 | GEDVH COMPREHENSIVE PLAN

# Housing Growth



# THE VISION FOR THE FUTURE

## Defining the Vision & Goals

### The Vision

The "Vision" for the future of Hendersonville is expressed in terms of an aspirational statement about the future ("Vision Statement"), Goals, Objectives, and Guiding Principles, all of which are reflected in the Future Land Use and Conservation Plan (or Vision Map). The map is described through definitions of the Characters Areas depicted on the map.

**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 and programs, cost-effective 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

## Guiding Principles

- Mix of Uses
- Compact Development
- Sense of Place
- Conserved and Integrated Open Space
- Desirable and Affordable Housing
- Connectivity
- Efficient, Accessible Infrastructure

**Guiding Principle**

**COMPACT DEVELOPMENT**  
Along with the mix of land uses, the intensity of development in a community can have a significant impact on its ability to provide affordable housing options, reduce traffic congestion, make efficient use of infrastructure, and create vibrant communities. Building up with tall buildings in the appropriate places can help to accommodate more uses in a way that are physically close to population concentrations. In doing so, development can maximize the use of the available land, particularly where infrastructure capacity already exists and rising real estate values warrant higher levels of investment for reasonable returns. By locating a mix of uses in close proximity, walking and biking are more feasible means of travel between destinations, and reliance on the automobile is reduced. Services become more accessible as centralized points of delivery are physically close to population concentrations.

**DID YOU KNOW?**  
A more compact form of development concentrates uses in a smaller geography. The result is less pressure to convert farmland and open space into new development. Allowing more density in key locations within the community can delay the expansion of the development footprint and allow time for open space conservation initiatives to effectively establish protections.

Figure 4-17 Density Intensity vs. Conservation Diagram

**Community Input**

**Based on the Community Survey, 65% of respondents prioritize preservation of agricultural land and open space.**

**OPPORTUNITY: The 15-minute Neighborhood**  
A "15-minute neighborhood" has many uses within a 15-minute walk or 15-minute bike ride from homes. Activity centers designed to accommodate a range of compatible uses, including residential, can offer the option to live within a short walk or bike ride to shopping, dining, entertainment, services, and work. In Hendersonville, several existing and future neighborhood centers with local-serving retail, restaurant, civic, or service uses can form the core of a 15-minute neighborhood that also features schools, parks, a range of housing in flanking neighborhoods, and other compatible uses.

**OPPORTUNITY: Context-Sensitive Infill Development**  
Future infill development and redevelopment can accommodate future growth while respecting the character of both the built and natural environments in existing communities. New development should consider existing development adjacent to the site. Context-sensitive design incorporates:

- **Transitions in a scale** (building height and mass and/or lot size), from smaller structures that are compatible with the surrounding context (e.g., the edges of a neighborhood) to taller buildings
- **Architectural features** that help new development blend in with nearby buildings through similarly sized and patterned elements, such as windows, doors, awnings, arcades, cornices, facade materials, roof types, and other details.

## Vision Map

**OPEN SPACE**

- Open Space - Conservation 1 (Regulated)
- Open Space - Conservation 2 (Natural)
- Open Space - Recreation

**EMPLOYMENT**

- Mixed Use - Employment
- Institutional
- Production

**LIVING**

- Rural Residential
- Family/Neighborhood Living
- Multi-Generational Living
- Overseas

**ACTIVITIES**

- Neighborhood Center
- Neighborhood Center
- Neighborhood Center

**Future Land Use & Conservation Map (DRAFT)**

- Open Space - Conservation 1 (Regulated)
- Open Space - Conservation 2 (Natural)
- Open Space - Recreation
- Rural Residential
- Family/Neighborhood Living
- Multi-Generational Living
- Overseas
- Mixed Use - Commercial
- Neighborhood Center
- Mixed Use - Employment
- Institutional
- Innovation
- Production
- Large Activity Center
- Existing Greenways and Trails
- Proposed Greenways and Trails
- Hendersonville City Limits
- Hendersonville ETJ

0 4,500 Feet

Gen H Comprehensive Plan

15



Character Areas

- Residential Character Areas comprise over half of the study area (56%)
- Open Space Character Areas account for 19%
- Employment Character Areas account for 15%
- Activity Center Character Areas comprise 10%

Character Areas

Character Areas are classifications of development and conservation. The use of such classifications instead of land use categories is a modernized approach to describing existing and future development and distinguishing each area from others.

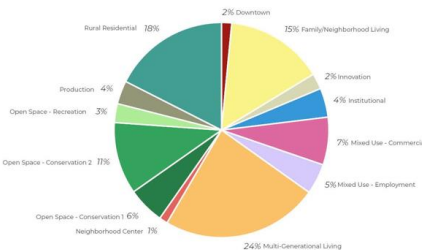


Figure 4.131 - Character Area percentages for study area. ROW is not included acreage percentages.

Jurisdiction	Character Area	Acreage	Percent
Hendersonville City Limits	Downtown	185.3	4.4%
	Family/Neighborhood Living	601.4	14.3%
	Innovation	103.0	2.4%
	Institutional	292.6	6.9%
	Mixed Use - Commercial	545.1	12.8%
	Mixed Use - Employment	134.3	3.2%
	Multi-Generational Living	1515.9	35.6%
	Neighborhood Center	133.3	3.1%
	Open Space - Conservation 2 (Natural)	302.0	7.1%
	Open Space - Conservation 1 (Regulated)	243.1	5.7%
Hendersonville EIT	Open Space - Recreation	220.3	5.5%
	Production	122.0	2.9%
	Rural Residential	37.5	0.9%
	Rural Residential	37.5	0.9%
	Total	4,252.9	100.0%
Hendersonville EIT	Family/Neighborhood Living	922.8	23.1%
	Innovation	70.9	1.8%
	Institutional	414.1	10.2%
	Mixed Use - Commercial	470.1	12.2%
	Mixed Use - Employment	932.1	23.3%
	Multi-Generational Living	2,084.4	51.5%
	Neighborhood Center	15.7	0.5%
	Open Space - Conservation 2 (Natural)	345.9	8.7%
	Open Space - Conservation 1 (Regulated)	383.4	9.6%
	Open Space - Recreation	220.3	5.5%
EIT Expansion	Production	137.9	3.5%
	Rural Residential	691.2	17.3%
	Total	3,991.2	100.0%
EIT Expansion	Family/Neighborhood Living	259.7	6.5%
	Innovation	114.0	3.0%
	Institutional	193.5	5.1%
	Mixed Use - Commercial	272.5	7.1%
	Mixed Use - Employment	326.6	8.5%
	Multi-Generational Living	338.7	8.3%
	Neighborhood Center	0.2	0.0%
	Open Space - Conservation 2 (Natural)	663.2	17.3%
	Open Space - Conservation 1 (Regulated)	41.7	1.1%
	Open Space - Recreation	0.0	0.0%
Total	Production	247.5	6.5%
	Rural Residential	1,387.5	36.3%
	Total	3,622.5	100.0%

Figure 4.132 - Character Area percentages and acreage by city limits, EIT, and EIT expansion. ROW is not included in acreage percentages.

Character Areas

Open Space

**OPEN SPACE - CONSERVATION 2 (NATURAL) (OSC-2)**  
These areas consist primarily of protected, undeveloped open space. Regulated features are the predominant component. However, publicly provided lands (e.g., state and federally maintained parking) may also comprise the character area. Maintaining environmental integrity is a major consideration in land planning activities, such as greenways or vehicular access.

**OPEN SPACE - CONSERVATION 2 (NATURAL) (OSC-2)**  
These areas are natural and are either protected through public or private ownership or through state or federal regulations. They consist primarily of biologically as well as positive public, accessible natural resources, including managed open

Though some development can be supported in these areas, most uses are associated with access to protected open space (e.g., nature preserves, agriculture, and natural resource management).  
**OPEN SPACE - RECREATION (OSR)**  
These areas are typically publicly maintained facilities, reserved for a variety of uses including trails, golf courses, parks, recreation, and parks. Through various types of active recreation spaces are also suitable uses in other character areas, this character area delineates the location of open space with public access.



Living

**RURAL RESIDENTIAL LIVING (RRL)**  
Characterized by low-density residential development, this area is comprised of single-family detached homes on a lot of one acre or greater. Conservation design, which includes more open space in exchange for smaller minimum lot sizes, may be a preferred approach to achieve. GOLF course communities can also be found in these areas.

**MULTI-GENERATIONAL LIVING (MGL)**  
This area is characterized by mixed residential development and a limited amount of small-scale neighborhood-serving commercial. It is comprised of a variety of homes, among detached and attached (e.g., townhomes and duplexes) units with a floor amount of multi-family units. The combination of housing types are intended to create intergenerational neighborhoods. Improved open spaces in the form of green pocket parks and neighborhood parks are incorporated, and greenway trails within are located to connect each park as well as provide links to

trails and sidewalks in neighboring development. Conservation design, which includes more open space in exchange for smaller minimum lot sizes, may be a preferred approach to achieve. GOLF course communities can also be found in these areas.

**FAMILY/NEIGHBORHOOD LIVING (FNL)**  
This area is characterized by medium-density residential development. It is comprised of single-family detached homes or townhomes ranging from 1/2 acre to 1/4 acre. Improved open spaces in the form of pocket and neighborhood parks are incorporated, and greenway trails within are located to connect each park as well as provide links to

become paramount. Creating an interconnected street network isn't just about convenience; it's about reducing congestion, including travel times, and enhancing the provision of essential services. By weaving together a seamless web of roads and pathways, we can attract smoother traffic flows, shorten commute durations, and ensure quicker access to vital amenities. It's not just about connecting streets; it's about connecting communities and fostering a more efficient, accessible, and vibrant urban environment for all. Greenway trails connect parks as well as provide links to trails and sidewalks in neighboring development.



Activity Centers

**DOWNTOWN (DT)**

This is the heart of the community and center of civic activities. In addition to governmental uses, it includes a mix of retail, restaurant, service, office, and civic uses, as well as a variety of residential housing types. The mix of uses can be horizontal as well as vertical where floors of the same building. Buildings of two or more stories are common, and connected streets are integrated in the form of plazas, formal greenways, and pedestrian paths.

**MIXED-USE COMMERCIAL (MUC)**

These areas are centers of activity that include a mix of retail, restaurant, service, office, and civic uses, as well as a variety of residential housing types. The mix of uses can be horizontal as well as vertical where floors of the same building. Buildings of two or more stories are common, and connected streets are integrated in the form of plazas, formal greenways, and pedestrian paths.

Neighborhood Commercial has been limited as a Character Area as it is not a distinct area.



**EMPLOYMENT (E)**

**MIXED-USE EMPLOYMENT (MUE)**  
Employment centers contain a mix of industrial, office, light industrial, and institutional. These areas offer a variety of employment opportunities and can be supported by a mix of commercial, collaborative workspaces where innovation and education can be fostered. Highly walkable areas with dedicated parking and improved vehicle circulation, incorporation of transit, flexible open spaces that can be programmed for gathering of services, and public use are also integrated.

**PRODUCTION (PD)**  
This area is primarily for manufacturing and production, including heavy manufacturing, assembly

operators, water and sewer treatment plants, major power plants, landfills, and supporting activities like light manufacturing, warehousing, distribution, and office uses. These areas are close to major transportation modes and separated from surrounding areas by transitional spaces or landscaping that shield view of structures, loading docks, or outdoor storage. Typically, both parking and buildings are large. On-site open spaces are primarily managed for intended to be used by building occupants. Forests are often planted, designed for public use, and may have controlled access through security mechanisms like gates.



**INSTITUTIONAL (INST)**

Institutional areas are a type of mixed-use center with buildings serving varied purposes like education, healthcare, or public facilities such as courthouses and local government offices. They may also include restaurants, retail, offices, and multi-family residential units. Institutional areas featuring green space connectivity by pedestrian paths, dedicated parking, and interconnective vehicle access.



**INNOVATION (INN)**  
This area supports light manufacturing, maker spaces, creative offices, and warehouses. Commercial services center around daytime workers and local residents. Its proximity located near major transportation modes. The design follows compatibility standards, using transitional spaces and landscaping to hide loading docks. The area features diverse ground and building forms with a center open space and connected greenway system. Streets vary between pedestrian-friendly and those accommodating trucks.



Translating Character Areas to Zoning

- Provide guidance for staff
- Laying groundwork for code amendments

Character Area Crosswalk

The Character Areas define places in Hendersonville now and in the future. While they are not zoning districts, they provide guidance on the application of appropriate zoning districts. This "crosswalk" assigns current and proposed districts to demonstrate there are differences in Character Areas. This tool is Character Areas with districts that are closely associated and therefore appropriate. The development envisioned for each Character Area can be accomplished with one or more of the zoning districts specified. Application of zoning to any Character Area is not limited to the districts indicated.

Character Area	R-40	R-20	R-15	R-10	R-6	UP	UV	UCT	C-1	C-2	C-3	C-4	CHU	CHMU	HHU	GHMU	I-1	MIC	P-CD	P-1D	P-2D	PHH	PMD
Downtown																							
Family/Neighborhood Living			X	X	X																		X
Institutional											X												
Mixed Use - Commercial											X	X											
Multi-Generational Living																							
Neighborhood Center				X	X	X	X						X										X
Open Space - Conservation 2 (Natural)																							
Open Space - Conservation 1 (Regulated)																							
Open Space - Recreation																							
Production	X																					X	
Rural Residential																							X

Figure 4.133 - Character Area Crosswalk

\* Refer to Chapter 6 for recommended code updates.  
X \*\* This district is appropriate with modifications.  
X \*\* Under special circumstances (established in code)

How This Chapter Will Be Used

- Staff
- Boards
- City Council
- Community Partners

Comprehensive Plan



FOCUS AREAS

Focus Areas

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

\* Presented in Chapter 5

Focus Area Concepts

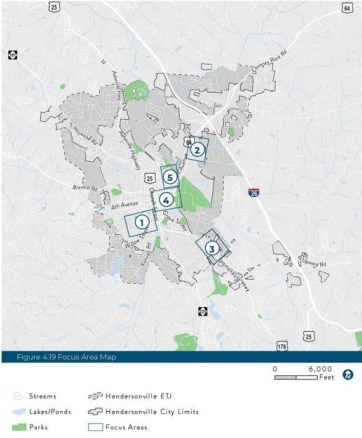
The evolution of the planning area will occur over a period of years. Some areas will be subject to development pressures in the near future. Others present opportunities for redevelopment that, through thoughtful design, could achieve many of the community's goals and should be encouraged. Five focus areas have been studied as part of the planning process to better understand development potential consistent with the Future Land Use & Conservation Plan map. Each set of conceptual illustrations on the pages that follow conveys one of several possibilities for the delineated area. Considering the potential use of parcels collectively, decisions about future development on individual parcels can be made in a manner that optimizes the utilization of land while adhering to the community's objectives. The supporting notes are intended to highlight the design principles represented in the

illustrations and inform the creation of site design standards to be met as changes occur.

The focus areas include:

- 1 Western Ecusta Trail - Positioning for trail oriented development at a neighborhood scale, improved connections, and mixed use along Kanuga
- 2 Blue Ridge Mall - Following national trends and reinvisioning a mixed use activity center
- 3 Spartanburg Highway - Transitioning from suburban, car-oriented to a walkable destination
- 4 Downtown Edge\* - Emphasis on retaining character, growing south and east, and infill residential opportunities
- 5 7th Street\* - Focus on improving connections, infill development, and neighborhood stabilization.

\*Presented in Chapter 5



Western Ecusta Trail Focus Area

Western Ecusta Trail

CONCEPT

With an orientation toward the future Ecusta Trail, this neighborhood center offers a destination along the path as well as a gathering place for the residents of the flanking neighborhoods. Existing businesses can be complemented by additional, local serving restaurants and shops. Organized around a park, much of the infill commercial and residential uses put eyes on the public space, increasing safety while ensuring a level of activity that the local businesses require to be viable. Redevelopment along Kanuga Street offers another yet different stop along the trail route, and the streetscape improvements are designed to form an urban greenway functioning as a connector to the Ecusta Trail. Other perpendicular routes tie into the trail, increasing access to it and improving connectivity to the broader greenway network.



Figure 4-23 Western Ecusta Trail Concept



High-rise development incorporates both commercial and residential uses. Townhomes and condos in NoDa | Charlotte NC



High-rise development incorporates both commercial and residential uses. Townhomes and condos in NoDa | Charlotte NC



Neighborhood trails are located in "front yard" open space areas, Charlotte Rail Trail in South End | Charlotte Rail Trail



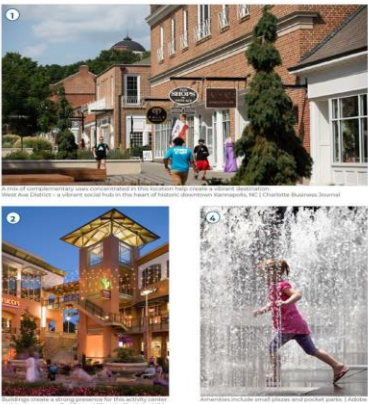
High-rise development incorporates both commercial and residential uses. Townhomes and condos in NoDa | Charlotte NC



Blue Ridge Mall Focus Area

Blue Ridge Mall Focus Area

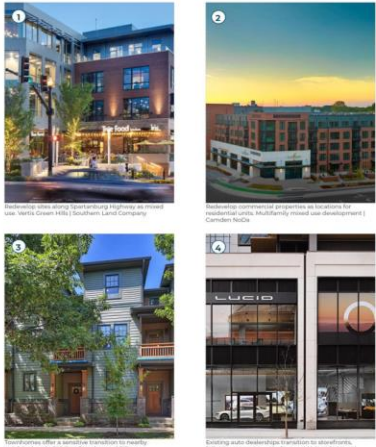
**Concept**  
In this location, well situated along Four Seasons Boulevard, the Blue Ridge Mall and flanking commercial sites are good candidates for redevelopment. The age of the buildings coupled with shifts in consumer behaviors point to near-term opportunities to better utilize the properties for a mix of uses and amenities. While the concept suggests the inclusion of retail and restaurants, the reimagining of this area could introduce entertainment, lodging, and residential uses to create a vibrant destination. Enhanced by streetscape and open space in the form of community greens, plazas, and pocket parks, the place is both attractive and competitive in the market. It helps transform the area into a new front door to the city as well as to the established neighborhoods nearby.



Spartanburg Highway Focus Area

Spartanburg Highway Focus Area

**Concept**  
This aging commercial corridor has an opportunity to be reinvented to be more responsive to changing market conditions and the housing needs of the community. Redevelopment can give new life to an area where diminished business viability, evidenced by increasing vacancy rates, lower lease rates, and declining property values, is halted. Reinvestment is feasible, accomplished at a level of intensity that enables a mix of compatible uses that maximize utilization of the land and available infrastructure. The mix of uses recognizes the reduced demand for retail and office space due to changing consumer behavior (rising rates of online shopping) and remote working, and increasing demand for housing products that address affordability and lifestyle preferences. Existing uses, including some institutional and civic uses, are retained and integrated into the evolving fabric.



THE DOWNTOWN MASTER PLAN

Downtown Character Districts

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

Character Districts

Within the downtown study area, there are four areas with their own unique character. A building height overlay character district, established by the 2007 North Carolina Senate Bill 649, applies to all four character districts. It limits building heights to a maximum of 64 feet, superseding regulations of other.

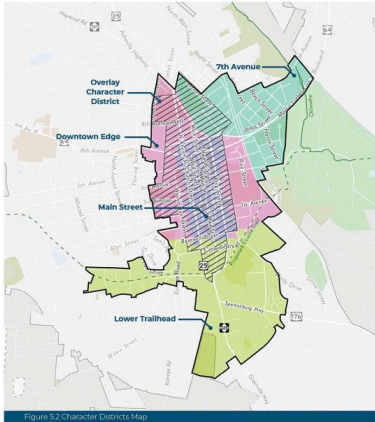
**LOWER TRAILHEAD**  
This emerging district contains the southern parcels in the downtown study area and is comprised of single-family residential parcels, big box stores, and open land, allowing opportunity for trail-oriented redevelopment along the Ecusta Trail.

**MAIN STREET**  
Situated in the core and desired to remain intact with respect to the city's historic buildings, this district can welcome new businesses and economic growth to enhance the downtown. This district includes the Main Street MSD.

**DOWNTOWN EDGE**  
This district is centrally located in the downtown study area but focuses outside of the core. This district has the opportunity to accommodate commercial, office, and residential growth downtown.

**7TH AVENUE**  
This district lies in the northeast of the study area with parcels connected by 7th Avenue. This historic district has potential to grow into a commercial hub and an extension of the core. This district includes the 7th Avenue MSD.

**FOCUS AREA CONCEPTS**  
Five focus areas have been studied as part of the planning process to better understand development potential consistent with the Future Land Use & Conservation Plan map. Within downtown, the Downtown Edge and 7th Avenue Character Districts include conceptual illustrations that convey one of several possibilities for the delineated areas.





## Downtown Character Districts

### Lower Trailhead

Located in the south of downtown, the Lower Trailhead character district encompasses a variety of existing land uses, including retail, industrial, and office establishments in a strategic single-family and some multi-family residential properties, defined with guidelines of historic land use and building transformation.

While facing the same physical history as communities with other districts, Lower Trailhead has its own distinct character, and includes a portion of the Lanes Park historic district. The character district has home to significant local businesses, including many retail and offices, breweries, food establishments, and the existing opportunities presented by the development of the new Lanes Park Trail.




Lower Trailhead Character District

### Downtown Edge

The Downtown Edge character district, distinct from the Main Street character district, forms a secondary ring surrounding downtown Hendersonville. Within this district are venerable landmarks such as the current Henderson County Courthouse, Henderson County Public Library, Henderson County Sheriff's Office, City Hall Apartments, Town Hall, and Dr. Martin Luther King Jr. Memorial Park, among others. Hendersonville is a healthy mix of agriculture and preserves. Leading land uses in this community are retail, institutional, office, some industry, and some multi-family residential properties.




Downtown Edge Character District

### Main Street

The Main Street character district, situated in the heart of downtown Hendersonville along its bustling Main Street, is arguably the most established of character districts. The district consists of commercial and governmental buildings, many built in the historic English and Italian phases, with retail city architecture.

Among the character districts key landmarks, the Henderson County Historic Courthouse stands as an iconic symbol of the city's history. The district also encompasses landmarks of Main Street, with charming storefronts and historic buildings lining along Main Street and adjacent downtown streets, further enhancing the district's unique character. Existing land uses within the character district encompass a diverse retail, institutional, office, and mixed-use.




Main Street Character District

### 7th Avenue

The 7th Avenue character district, located in northern downtown Hendersonville, has a blend of historic commercial, residential, and transportation land uses dating back to the 1890s to early 20th century. Originally commercial, Hendersonville's first depot in 1870, the district's historic preservation efforts have resulted in many buildings being added to the National Register of Historic Places.

Key landmarks include the 2nd, Bailey House, Spitzer House, Hendersonville Southern Railway Depot, the community garden, Bays and Gills Club, and Hendersonville Police Department. A popular block of historic brick townhomes on Maple Street adds to the district's charm, as well as its rich African American history. Existing and potential land uses include retail, institutional, industrial, office, and single-family residential properties.




7th Avenue Character District

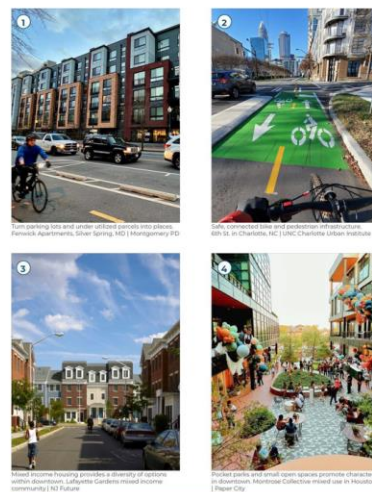
### Gen H Comprehensive Plan

## Downtown Edge Concept

**DOWNTOWN EDGE CONCEPT**  
Building on the success of the Main Street district, this area promotes growth east towards Mud Creek and north towards 7th Avenue. Building strong network connections to the edge along 5th, 4th, and 1st Avenues will be key for multimodal connectivity from the Oklahoma Greenway to Main Street and the heart of downtown. Infill development along King and Grove Streets will create new opportunities for more residential in the core and within the Williams Street area. New open spaces opportunities should occur in the form of pocket parks, trail heads, neighborhood parks, and extensions of the Main Street streetscape. Infill mixed use development can provide variety within the government district between 3rd and 7th Avenues and could include a shared-use parking for the county courthouse and proposed residential.



Figure 4.20 - Downtown Edge Concept



Turn parking lots and under utilized parcels into places.  
Fenwick Apartments, Silver Spring, MD | Montgomery

Safe, connected bike and pedestrian infrastructure.  
6th St. in Charlotte, NC | UNC Charlotte Urban Institute

Mixed income housing provides a diversity of options within downtown. Lafayette Gardens mixed income community | NO Future

Pocket parks and small open spaces promote character in downtown. Montrose Collective mixed use in Houston | Paper City

IN THE VISION FOR THE FUTURE | 137

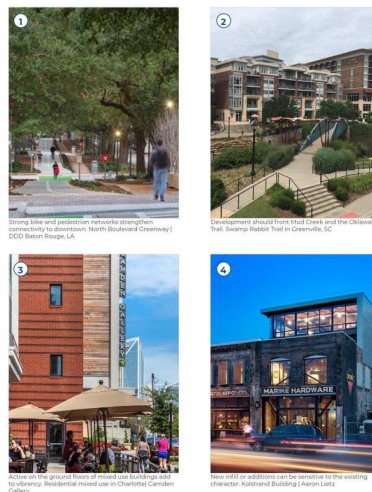
# 7<sup>th</sup> Avenue Concept

## 7TH STREET CONCEPT

Just beyond downtown, the 7th Avenue district has a charm all its own, with historic buildings and modest single family neighborhoods. This eclectic area is poised for reinvestment, however will require strategies to mitigate displacement and direct future investments equitably. With the Oklawaha Trail to the east and the new 7th Avenue streetscape under construction, there is opportunity to better connect the area to downtown and support a walkable destination. Development should orient along the Oklawaha Trail to allow for a more pedestrian friendly within the district. Along 7th Avenue, infill development should include a mix of commercial and residential. New residential infill should be mindful of the existing character and provide a variety of housing types and affordability. New open spaces should be interspersed and reinvestment in King Park should be considered.



Figure 4-25 - 7th Avenue Corridor



Strong bike and pedestrian networks strengthen connectivity to downtown. North (Boulevard Greenway) DDD Baton Rouge, LA

Development should front Mud Creek and the Oklawaha Trail. Swamp Rabbit Trail in Greenville, SC

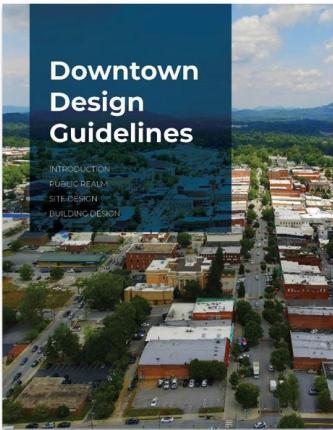
Active on the ground floors of mixed use buildings add to vibrancy. Residential mixed use in Charlotte| Camden Gallery

New infill or additions can be sensitive to the existing character. Kolstrand Building | Aaron Lietz

© 2011 Blackwell Publishing Ltd *Journal of Internal Medicine* 270: 103–112



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

Public Realm

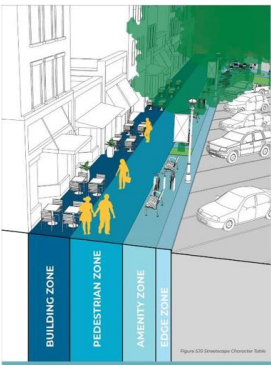


Figure 5.2: Downtown Character Table

Public Realm Diagram

Public Realm

The "Public Realm" refers to all public or semi-public space, spanning from building edge to building edge.

Activation of the public realm is crucial for fostering a vibrant and pedestrian-friendly downtown. Through strategic design and programming, cities can create environments that encourage pedestrian activity.

Wide sidewalks, outdoor dining, landscaping, pedestrian and bicycle facilities, public art, plazas, and parks all contribute in creating a high-quality public realm that is inviting, inclusive, and dynamic.



Figure 5.3 Public Realm Diagram

- 1 Parklet
- 2 Bicycle Facilities
- 3 On-Street Parking
- 4 Street Furniture
- 5 Public Art
- 6 Crosswalk
- 7 Landscaping
- 8 Outdoor Dining
- 9 Food Truck Parking
- 10 Lighting
- 11 Pavement Mural
- 12 Pocket Park

Site Design

	MAIN STREET		DOWNTOWN EDGE		7TH AVENUE		LOWER TRAILHEAD	
	Commercial	Residential	Commercial	Residential	Commercial	Residential	Commercial	Residential
Plaza								
Courtyards								
Green								
Crane								
Pocket Park								
Urban Park								
Greenways								
Outdoor Amenity and/or Recreation Space								
Outdoor Dining								
Redline								

Figure 5.29: On-Site Open Space Typology

On-Site Open Space Typology

BUILDING HEIGHT MAP

The Building Heights Map, as shown on the right, outlines the maximum height allowed within each character district. The map includes the existing overlay character district, as mandated by Senate Bill 649, which was enacted by the General Assembly of North Carolina (2007). Within this district, building heights are restricted to a maximum of 64 feet.\*

CHARACTER DISTRICTS	BUILDING HEIGHT	
	Min.	Max.
Main Street Character District	22' (2-story)	64' (4-story)*
Downtown Edge Character District	22' (2-story)	64' (4-story)
7th Avenue Character District	22' (2-story)	40' (3-story)
Lower Trailhead Character District	22' (2-story)	40' (3-story)

Figure 5.29: District Height Transition

\*With the exception of the buildings facing Main Street within the Main Street Historic District are not to exceed 3 stories

Recommendations include:

- Extend the 64' height limit to include all parcels within the downtown character districts.
- Allow a maximum height of 40' within the 7th Avenue and Lower Trailhead Character Districts, development endeavors.

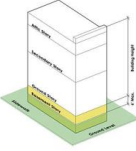


Figure 5.30: Calculation of Building Height

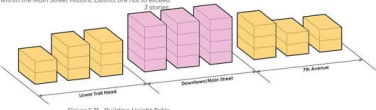


Figure 5.31: Building Height Table

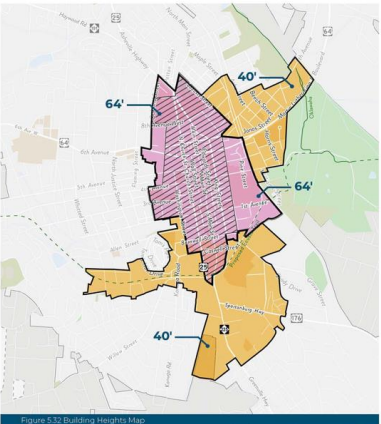
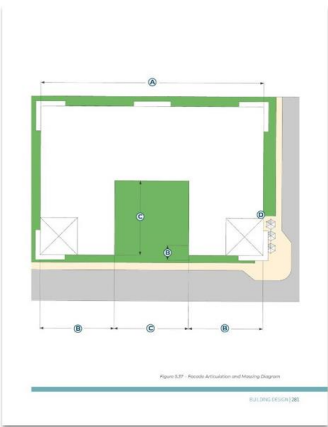


Figure 5.32: Building Heights Map

- Streams
- Lakes/Ponds
- Parks
- Public Land
- Hendersonville ETJ
- Hendersonville City Limits
- Proposed Greenway
- Existing Greenway
- Overlay Character District
- Max. Height: 40'
- Max. Height: 64'
- Downtown Study Area



Building Design



Façade Articulation Diagram

Gen H Comprehensive Plan

### Building Design

**ARCHITECTURAL CHARACTER**  
An overview of the architectural character of each of the proposed character districts can be seen below. Future development should look to the existing architectural language within each character district for inspiration but should not mimic buildings entirely.

**Main Street**

- Made up of primarily 1-2 story commercial buildings with flat roofs
- Both natural and painted brick
- Many buildings are adorned with decorative friezes at the top adding dimension and unique character

**Downtown Edge**

- Made up of primarily 1-2 story commercial and civic buildings
- Both natural and painted brick
- Both flat and pitched roofs are present within this district

**7th Avenue**

- Made up of primarily 1-2 story commercial and warehouse buildings with flat roofs
- Primarily natural brick
- Also contains some early twentieth century single-family residential

**Lower Trailhead**

- Contains a variety of land use and styles at present but the future Ecusta Trail with transform the area's character
- Future development should be trail oriented
- Architectural styles within this district might lean more modern except in areas such as Lenox Park where existing historic districts exist

**FACADE ARTICULATION AND MASSING**

- Large buildings shall utilize building detail and articulation to help distribute their mass and scale. For buildings 150 feet in length or longer:
  - Facades shall be divided into shorter segments by means of modulation; such modulation shall occur at intervals of no more than 60 feet and shall be no less than 2 feet in depth
  - A courtyard, with a minimum width and depth of 60 feet, shall be visible from the street on primary frontages spaced no more than 150 feet
- Ground-floor designs such as arcades, galleries, colonnades, outdoor plazas, or outdoor dining areas shall be incorporated into the building façade and are considered in meeting required build-to-percentages
- The first two floors above the street grade shall be distinguished from the remainder of the building with an emphasis on providing design elements that will enhance pedestrian environment.
- Special interest to the base shall be provided by incorporating elements such as corbeling, molding, stringcourses, ornamentation, changes in material or color, recessing, architectural lighting, and other sculpturing of the base.
- Buildings on a corner or at an axial terminus should be designed with additional height or architectural embellishment. Examples include:
  - Chamfered or rounded corners
  - Projecting and recessed balconies and entrances
  - Enhanced window designs

IMPLEMENTING THE PLAN

Implementation Components

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

1. Implementation Strategy

**Connect People to the Great Outdoors**

**Transform Gateways and Corridors**

**Protect and Restore Natural Systems**

**Energize Multi-Pronged Approach to Affordable and Accessible Housing**

**Strengthen Community Placemaking**

**Catalyze Small Business and Innovation**

**Leverage Partnerships to Protect Apple Country**

Gen H Comprehensive Plan

## 2. Implementation Projects



### Ordinances

Requirements for where new development projects can locate and what design standards they must meet.



### Public Investments

Parks, streets, greenways, community facilities, and other community improvements funded with public monies.



### Programs and Policies

Analysis of specific issues and detailed plans for specific areas in the community to better understand local circumstances and develop a shared path forward.



### Follow-Up Studies and Plans

Public initiatives such as a community tree planting program and policies such as how to request neighborhood traffic calming measures.

## 2. Implementation Projects



Gen H Comprehensive Plan

## 2. 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 step:  
 \$ = 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 the 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:  
 S1 = Consider initiating these projects first  
 S2 = Consider initiating these projects second  
 S3 = Consider initiating these projects third

NO.	NAME	DESCRIPTION	LEAD STAFF	EST. COST LEVEL	POTENTIAL FUNDING SOURCES	NE
<b>1. Vibrant Neighborhoods</b>						
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"> <li>Add to Dept. w</li> <li>Research exist</li> <li>Develop and fi</li> <li>Include funding</li> <li>Run program p</li> </ul>

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"> <li>Add to Dept. work plans</li> <li>Identify and prioritize infrastructure projects</li> <li>Write grant proposals as needed</li> <li>Include code updates in larger UDO update</li> </ul>
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"> <li>Add to Dept. work plan</li> <li>Research examples</li> <li>Identify preferred program features</li> <li>Implement updated program</li> </ul>
<b>2. Abundant Housing Choices</b>						
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"> <li>Develop public information about current entitlement opportunity</li> <li>Share information with economic development partners, development community, business community, and property owners</li> </ul>
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"> <li>Select priority implementation projects from Affordable Housing Strategic Plan</li> <li>Scope projects; add to Dept. work plan</li> <li>Secure necessary funding</li> <li>Organize and initiate projects</li> <li>Manage project portfolio</li> </ul>

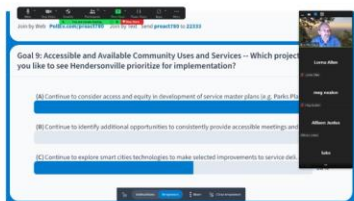
2

DRAFT, 5/19/24

Gen H Comprehensive Plan



2. Implementation Projects



QUESTIONS	RESPONSES			Planning
	CAC	Staff	Leadership	
Top Goal				
1. Abundant Housing Choices	8	6	14	
2. Safe Streets and Trails	2	4	6	
3. Healthy and Accessible Natural Environment	1	1		
4. Authentic Community Character	1	3	3	
5. Resilient Community	3	2		
6. Reliable and Accessible Infrastructure	2	2		
7. Accessible and Available Community Uses and Services	1	1		
Total	12	18	30	
Q1 - Abundant Housing Choices				
Update minimum housing code to reflect code enforcement to improve dilapidated properties in an equitable manner (#1.02)	7	11	18	S1
Establish neighborhood matching grant program for self-directed improvements (#1.01)	5	2	7	S3
Better connect neighborhoods to green space amenities by making public investments and adding code standards in new UDC (#1.03)	2	4	6	S2
Total	14	17	31	
Q2 - Safe Streets and Trails				
Implement top projects from affordable housing Strategic Plan (#2.02)	8	3	11	S2
Develop City Land Bank to clear dilapidated properties and promote redevelopment (#2.04)	4	6	10	S3
Utilize existing street use zoning to encourage multi-family housing in commercial corridors and redevelopment areas (#2.01)	2	8	10	S1
Explore code provisions in new UDC to diversify housing stock to promote a healthy housing and more neighborhood age diversity (#2.03)	1	1	1	S2
Total	14	18	32	
Q3 - Healthy and Accessible Natural Environment				
Implement top priorities of Parks & Green Space Master Plan (#3.02)	6	14	20	S3
Integrate Natural Resource requirements in all ordinances with foodplain requirements as develop urban forestry plan for maintaining and expanding tree canopy (#3.03)	2	1	3	S2
Update green space preservation standards as part of new UDC to provide access and	3	2	5	S2
Total	11	17	28	
Q4 - Authentic Community Character				
Establish vacant property program as component of revised Commercial Building	8	4	12	S1
Update design standards in new UDC to encourage commercial redevelopment, consider form based code standards for activity centers (#4.04)	2	4	6	S2
Study entry corridors and other areas as needed for the development of appropriate Design Districts (#4.03)	2	5	7	S2
Develop Unified Development Ordinance (UDC) to improve clarity and quality of development	2	3	5	S1
Create Downtown Design Guidelines with UDC updates (#4.02)	1	1	1	S2
Total	14	17	31	

Total	14	17	31	
Q5 - Safe Streets and Trails				
Implement low cost projects from 2020 NABA Hardscape Pedestrian Plan and begin design on	6	1	7	S2
Continue to all-in local and NCDOT roadway projects as an opportunity to improve	5	3	8	S1
Develop City street cross sections that support pedestrian friendly design and traffic calming	3	9	12	S1
Continue to develop team approach to coordinate foodplain, creek, and stream restoration				
with natural opportunities and on-dredged bed beneficial use (#5.07)				
Promote trail-oriented development guidelines and standards in new UDC (#5.06)	3	3	5	S1
Total	14	17	31	
Q6 - Reliable and Accessible Utility Services				
Align utility and infrastructure policies with land use plans and with local and state	11	7	18	S1
Pursue priority water, wastewater, and stormwater projects	2	10	12	S2
Total	13	17	30	
Q7 - Safe and Healthy Work Opportunities				
Use Downtown Opportunity Fund as test case for possible expansion on outside downtown	7	5	12	S2
Continue to engage business community in business improvement and policy decisions	7	12	19	S2
Total	14	17	31	
Q8 - Welcoming and Inclusive Environment				
Promote development of entrepreneurship assistance program (#8.04)	6	1	7	S3
Develop Citizens Academy to build local leadership and civic participation (#8.03)	5	10	15	S2
Complete ADA transition plan (#8.05)	3	7	10	S1
Total	14	18	32	
Q9 - Accessible and Available Community Uses and Services				
Continue to consider access and equity in development of service master plans (e.g. Parks	10	7	17	S2
Continue to explore smart city technologies to make selected improvements to service	4	9	13	S2
Total	14	16	30	
Q10 - Resilient Community				
Conduct analyses to ensure full alignment of adopted Ordinances (#10.06)	7	11	18	S2
Other?	5	2	7	
Total	12	13	25	
What else would you like to know or share?				
CAC				
Makes affordable housing a priority				
I would like to know how to access that plan in writing				
Some of their implementation responses referred to other plans like the Park and Gateway				
plan. I would like to know more about some of those other plans.				
I want to know that development tools have both to them. That they are more than guidelines				
and wishes, but truly tough and concrete				
Need to emphasize that without implementation the plans are useless. The last comp plan is				
a good example - lots of recommendations never got implemented				
Economic development outside the downtown area would enrich those areas and perhaps				
it do not see anything on there that would impact the youth, not just 18 and under but early 20s				
as well, no language about supporting parks and etc to reamplify niche parks (skate				
parks, volunteer fire parks, etc.) nothing about how we can provide single things for				
SPARK				
Strategies to ensure implementation is happening across Depts?				
Public safety is the council's #1 priority. Strong infrastructure #3. These goals should be				
This is a living, breathing document that can be changed as priorities change.				

3. Operational Policies



- A. Touchstone for Decision-Making
- B. Staff Collaboration
- C. Plan Alignment
- D. Annual Progress Report
- E. Regular Updates

Advancing the Vision on the Ground



# ADOPTING GEN H

## Next Steps

- **5/31 – Draft Gen H Plan Released to Public\***
- 6/1-6/17 – Public Input period for Draft Gen H Plan\*\*
- 6/17-6/21 – Staff Review of Public Input
- 6/24 – Planning Board Presentation\*
- 7/10 – Public Hearing/Presentation to City Council\*
- 7/11-7/31 – Draft Gen H Plan Revisions
- 8/1 - City Council Adoption of Gen H Comprehensive Plan

\* Draft Gen H Plan will be available online and in print at City facilities

\*\* Public input opportunity

### Comments from Council:

Councilwoman Lyndsey Simpson thinks this is great and that it is a lot to digest and she is excited to see the full plan. I am going to try to read it all front to back. One question. You were talking about the available properties within the city and the ETJ (it was almost 4,000 acres). I am curious how much of that is in the city and how much in the ETJ, if you could break that out, that would be helpful.

Councilwoman Melinda Lowrance said under “Operational Policies” item D. Progress Report, I would like to see the community partnerships involved in that progress report. Under E. Regular Updates, you have it as ten year and maybe we could do 5 years instead to revisit this.

Mayor Volk thanked everyone for the wrap-up as we go into the final stages and she looks forward to implementing this and implementing the various projects will be helpful as we go through it.

Councilwoman Jennifer Hensley asked to be excused at 5:10 p.m. to attend her daughter’s graduation.

### **C. Historic Preservation Commission Annual Council Update** – Cheryl Jones, Board Chair and members of the Historic Preservation Commission

Cheryl Jones spoke on behalf of the Historic Preservation to share what they are doing, what’s coming and to meet some of the members. The following members were present: Jim Welter, David McKinley, Jane Branigan and Ralph Hammond-Green. Cheryl shared the following PowerPoint presentation.



# Historic Preservation Commission

Annual Report - 2024

City of Hendersonville City Council  
May 22<sup>nd</sup>, 2024

Community Development | Planning Division  
Commission Members

## Historic Preservation Commission Powers

- Established by NCGS 160D-942
  - Undertake an inventory of properties of historical, prehistoric, architectural and/or cultural significance
  - Recommend buildings, sites, areas, etc. for designation as "Historic Districts" or "Landmarks" or the revocation thereof
  - Acquire property for purposes of preservation and public access
  - Restore, preserve and operate historic properties
  - Conduct educational activities
  - Review and act upon proposals for alterations, demolitions, or new construction within historic districts (Certificate(s) of Appropriateness or COA's)



## Certificate of Appropriateness

- +Quasi-Judicial Proceeding
- +Applies Design Standards to modifications and new construction of exterior elements of historic properties



## Commission Sub-Committees

- Community Affairs Committee: Organizes tours, newsletters and other activities facilitating knowledge and interaction between the Commission and public
- Designation Committee: Reviews potential districts and building for national and/or local designation.
- Design Guidelines Committee: Reviews Local District Standards to develop updates.
- Design Review Advisory Committee: Reviews COA's and makes recommendation to Commission. (Not currently active)



## Project Updates

### Lenox Park Local Landmark Designation

1. Commission has funded and submitted for state review a "Designation Report" for the Lenox Spring Park property managed by the City at the corner of Lenox Park Drive and South Whitted Street. The Commission intends to provide the City Council with a recommendation for Local Landmark designation for the site.

### Historic District Banner Replacement

1. The Commission identified deteriorated district banners and funded replacement banners. Public Works is in the process of or has recently completed installing the replacement banners.

### Local Outreach

1. Blue Ridge Community College Gathering
2. Coloring Book Distribution to Elementary Schools throughout the county
3. Rack Cards
4. Downtown/Seventh Avenue partnerships

## Project Updates (cont.)

### Landina Guest House

1. Partnership to recognize historic "Green Book" Tourist Home and Restaurant at 710 1<sup>st</sup> Avenue West.

### Buffalo Solider Project

1. Ongoing partnership to recognize the final resting place of Sergeant Walter Bryson. Buried in Oakdale Cemetery, Sgt. Bryson has a storied military past which shines a unique light onto the experiences of African American in the US military.

### Rudi Jewelry Façade Project

1. Partnership with UNC-Greensboro, the Downtown Committee and property owner to renovate the façade of the historic Queen Theater, now Rudi's Jewelry.



# Future Projects-Workplan

## Oakdale Cemetery Roundhouse Project & Community Education

1. Effort to renovate the roundhouse at Oakdale Cemetery and include improvements to educational features in the document.

## Buffalo Solider Project

1. Ongoing partnership to recognize the final resting place of Sergeant Walter Bryson. Buried in Oakdale Cemetery, Sgt. Bryson has a storied military past which shines a unique light onto the experiences of African American in the US military.

## Rudi Jewelry Façade Project

1. Partnership with UNC-Greensboro, the Downtown Committee and property owner to renovate the façade of the historic Queen Theater, now Rudi’s Jewelry.

# Future Projects-Workplan (cont.)

## Revise Design Standards

1. Effort to review and revise the Design standards for the districts to modernize requirements and integrate 160D requirements.

## Property Condition & Inventory

1. Reviewing local districts and national districts and updating and amending property inventories.

## African-American Cultural Site Identification and Research

1. Work to develop community resources education and designation where feasible for the historic cultural sites known in the community as Peacock town, Black Bottom, West End and Brooklyn.

Council thanked the committee for all that they do.

## 6. ADJOURN

At 5:37 p.m. Council returned to open session via a unanimous vote of Council.

ATTEST:

Barbara Volk, Mayor

Jill Murray, City Clerk