



**National Trust for  
Historic Preservation**  
*Save the past. Enrich the future.*

***City of Hendersonville***

100 N King Street  
Hendersonville, NC 28792

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# Form

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## *Application Instructions*

This grant application is for the National Trust Preservation Fund grant program which provides matching fund grants to support planning and education projects. Please read our guidelines and eligibility requirements before completing the application.

**For the February 3, 2025 grant round**, the National Trust Preservation Funds grant program has dedicated funding to award in the following states: Alabama, Alaska, Arkansas, California, Colorado, Delaware, Idaho, Iowa, Kansas, Kentucky\*, Louisiana, Maryland (Annapolis), Massachusetts, Michigan, Minnesota, Missouri, Montana, Oklahoma, Oregon, South Dakota, Texas, Washington, and Washington, D.C.

*\*Please note that the Linda and Jerry Bruckheimer Preservation Fund for Kentucky is not currently accepting applications. However, applications for projects in Kentucky that do not involve bricks and mortars are eligible.*

If you have any questions while completing your application, contact our grants office at [grants@savingplaces.org](mailto:grants@savingplaces.org).

**Please add [administrator@grantinterface.com](mailto:administrator@grantinterface.com) and [grants@savingplaces.org](mailto:grants@savingplaces.org) to your address book to ensure you receive all email messages related to your grant application.**

## *Project and Applicant Overview*

### **Project Name\***

The project name should illustrate the type of work to be done and the name of the place where the work will happen, if applicable. *Example: "Historic Structures Report for City Hall"*

City of Hendersonville, NC Underrepresented Communities Preservation Project

### **Brief Project Description\***

Provide a brief description of your project. Think of this as your "elevator pitch." You will have an opportunity to include a more detailed project narrative below.

This project aims to document and preserve Hendersonville, NC minority communities. In Phase I, we will hire a consultant to map boundaries and establish a preliminary study list, and oral histories gathered through community engagement.

### **Applicant Overview\***

Tell us about your organization/agency. What is your mission and who is your audience? If you work with the public, please quantify the number of people reached through your work on an annual basis.

The Hendersonville Historic Preservation Commission safeguards the city's heritage by preserving significant properties, designating historic landmarks, and promoting their conservation for public education and enjoyment. Annually, the historic preservation commission reaches 1000-1500 people annually through the various programs and initiatives conducted by the group including both regulatory programs and educational events for the general public, business community, and school age children.

### Applicant's Tax Status\*

Is the applicant a nonprofit organization or a public agency?

Federal, state, or local public agency

### IRS Letter of Determination

If you are a nonprofit, please upload your IRS letter of determination here.

### Project State\*

Tell us in what state or territory your project will take place. This may be different from where your organization is located.

North Carolina

### Historic Resource\*

Does your project involve a historic resource? This can be a building, landscape, neighborhood or other physical location.

Yes

### *Historic Resource Information*

This section only needs to be completed if the proposed project involves a historic resource or resources. The location information requested in this section will be used for mapping purposes. If the project involves multiple resources or a historic district, please skip the street address question and provide only the city, state, and zip code details below.

#### Name of Historic Resource

Hendersonville Historic Minority Neighborhoods

#### Historic Resource Details

If the project involves a historic resource such as a building, landscape, or neighborhood, provide information on its history and its current use. If the resource holds a historic designation, please note that in this section.

The Hendersonville Underrepresented Community Preservation Project aims to document and preserve the histories of five significant Black neighborhoods in Hendersonville: Peacock Town, Black Bottom, Harris Street, Brooklyn, and the West End. Some of these neighborhoods experienced mid-20th century urban renewal and all are facing gentrification. None of these neighborhoods currently hold historic designation, though the goal of this project is to determine what may be eligible for designation.

#### Who is the owner of the property?

If the project involves a historic resource and the applicant does not own the property then describe the owner's involvement with the project below. Use the file upload box below to upload a letter of consent from the owner indicating that they consent to this project taking place.

Given these are residential neighborhoods, all of the properties being looked at are privately owned. This project seeks to engage the property owners and residents of these neighborhoods, while also educating on the varying preservation tools available to them. In engaging, we hope to establish community buy in as we proceed with preservation efforts.

**Historic Resource: Street Address**

**Historic Resource: City**

Hendersonville

**Historic Resource: State (Two Letter Abbreviation)**

NC

**Historic Resource: Zip Code**

28792

**Additional Location Information**

If the project involves multiple resources, involves resources in multiple cities or states, or if the resource does not have a street address, please provide relevant location information here.

***Project Budget***

**Amount Requested\***

Total amount requested from the National Trust for Historic Preservation.

\$3,000.00

**Total Project Expenses\***

Please list your total project expenses here.

\$6,000.00

**Budget\***

Please upload a project budget that details income and expenses related to the proposed grant-funded project. Please use our grant proposal budget template which you can download here.

**The project budget pertains to the proposed NTPF grant-funded activity only. Please be sure to note if sources of income are secured, anticipated, or in-kind in the appropriate column. In-kind matches are defined as non-cash contributions, such as donated materials or services. Total income and expenses must match.**

**PLEASE NOTE: You must use the budget template linked to above.**

NTHP-Grants-Budget\_Hendersonville\_NorthCarolina.xlsx

## *Detailed Project Description*

### **Project Description & Timeline\***

Tell us about your proposed project and how grant funds will be used:

- Tell us what our funds would be used for. Include a proposed scope of work and information on how the scope of work relates to a larger project (if applicable).
- Tell us who will carry out this work. If you will be hiring a consultant, detail the type of expertise you need. If staff will be carrying out the work, include information on their qualifications.
- Tell us about who else is involved. Provide information on if or how any partners or community members will be involved in this project.
- Tell us when this project will happen by including an estimated timeline.
- Tell us about other sources of funding for the project.
- Tell us about the expected outcomes for the project and who will benefit once the project is complete.

#### Project Overview

The Hendersonville Underrepresented Community Preservation Project aims to document and preserve the histories of five significant Black neighborhoods in the City of Hendersonville: Peacock Town, Black Bottom, Harris Street, Brooklyn, and the West End. The project will utilize grant funds for Phase I of this project, which focuses on hiring a consultant to research and document the historical boundaries and significance of these neighborhoods and compile a preliminary study list. Phase I also includes public engagement activities led by the City of Hendersonville's Historic Preservation Commission (HPC) staff and an archivist from Blue Ridge Community College. Activities will include digitizing photos and primary documents from the community to create an archive for ongoing research, gathering oral histories, and identifying significant sites. Phase II, planned to start in late 2025, will formalize the study list and begin comprehensive documentation of historic properties within these neighborhoods.

#### Use of Funds

**Consultant Fees:** Hiring an expert in African American history and community research to map historical boundaries, document neighborhood narratives and compile a preliminary study list for each neighborhood.

**Community Education and Engagement Materials:** The HPC will facilitate public gatherings to educate residents on the project. Funds will be used to print materials such as signs and handouts for these events, as well as to print draft and final reports.

#### Project Leadership and Expertise

The project will be managed by HPC staff liaison Sam Hayes, who possesses experience in community engagement, historic preservation, and grant management. Sam will coordinate the consultant's work and public input sessions. The archivist from Blue Ridge Community College will collect oral histories and digitize photos and primary source documents, bringing valuable experience from previously working with Hendersonville's Black communities.

#### Community Involvement

Community engagement is a cornerstone of this project. Residents will be involved through:

**Public Education and Input Sessions:** Educating communities on the project goals and gathering stories, photos, and other primary sources from community members, particularly elders, to enrich the historical narrative. These sessions will take place in each of the five target neighborhoods mentioned above. Blue Ridge Community College will assist in collecting oral histories and digitizing photos and primary source materials from these communities, prioritizing older members whose memories are vital to preserve.

**Walking Tours:** Local volunteers and residents will lead tours to showcase important sites, fostering community pride and involvement in the preservation process.

#### Timeline

January 2025: Project kickoff, including consultant engagement.

February - April 2025: Conduct community engagement sessions, including oral history interviews and walking tours.

May 2025: Compile findings into a comprehensive report.

June 2025: Finalize the report to support the application for a Certified Local Government grant.

#### Additional Funding Sources

The HPC is dedicated to this initiative and will allocate matching funds from its annual budget.

#### Expected Outcomes

The primary outcome will be a detailed report documenting the historical boundaries and narrative overviews of the five neighborhoods. The consultant will provide a preliminary study list to use as a starting point for future phases of this project. This report will:

- Serve as a foundation for a competitive application for a subsequent Certified Local Government grant to conduct a more in-depth study of historic Black communities.

- Enhance community awareness and appreciation of local Black history.

- Identify historic resources eligible for various preservation tactics, including both National Register and Local landmarking and historic districting and/or the creation of a cultural district(s) and the placement of historic markers at significant sites.

This report will support historic preservation initiatives and also enhance other City initiatives such as the Affordable Housing Plan, which is currently being written and is expected to be completed by fall 2025. By examining this history, we aim to inform a comprehensive approach to addressing current housing challenges, prioritizing historically marginalized communities in both the planning process and proposed solutions.

In light of the devastating impacts of Hurricane Helene, this grant will also assist in the documentation of these neighborhoods to assess the post-storm damage.

This project seeks not only to celebrate the rich histories of these neighborhoods but also to address the complexities of their past and present, including segregation, urban renewal and gentrification. By elevating the voices and stories of these communities, we hope to foster a deeper understanding and connection to Hendersonville's diverse heritage.

## *Photos*

Please upload up to three photos of your project below. JPEG format is preferable, only JPEG, PNG, DOC, and PDF files will be accepted. Both historic and high quality contemporary images will be accepted. Photos must include at least one exterior view of the property or resource that is the focus of your grant request. Most images should be in a horizontal format.

**PLEASE NOTE: WE RECOMMEND YOU SAVE A DRAFT OF YOUR APPLICATION BEFORE YOU UPLOAD PHOTOS.** Click the "save as draft" button at the bottom of this page to save.

### **Photo #1\***

Please list the photographer credits and a description of the photo below.

Landina Guest House.jpg

Historic marker at the Landina Guest House, the only Green Book site in the City.

Credit - Sam Hayes

### **Photo #2**

Please list the photographer credits and a description of the photo below.

Pilgrims Funeral Home.jpg

Current photo of the former Pilgrim's Funeral Home, a prominent Black owned business in the West End neighborhood.

Credit - Sam Hayes

### **Photo #3**

*[Unanswered]*

### **Photo #4**

Please list the photographer credits and a description of the photo below.

*[Unanswered]*

## *Certification*

Provide the name and title of the authorized official submitting this application for a National Trust Preservation Fund grant. The authorized official must be a representative of the applicant organization who has the authority to sign legally binding documents on behalf of the organization e.g., an executive board officer (i.e. President) or an executive staff member with signatory authority (i.e. Executive Director or CFO).

By entering in their name below, the authorized official gives the National Trust for Historic Preservation (the Funder) the absolute and unqualified right to use in whole or in part, in whatever manner the National Trust may desire, including (but not limited to) use for publicity, audio-visual presentation, and/or promotion, all photographs, video, and other materials submitted as part of this grant application, and certifies that the information contained in this application is true and correct to the best of their knowledge.

By submitting photographs, films, or recordings (works) to the Funder you agree to the following terms and conditions:

1. You retain the copyright to all work(s) submitted to the Funder.
2. You grant to the Funder a perpetual, irrevocable, royalty-free, fully transferable, unconditional, non-exclusive, worldwide right to reproduce all or a portion of the work(s) an unlimited number of times in any and all media for any editorial, commercial, promotional, trade, or other corporate purposes.
3. You hereby waive your right to inspect or approved any copy that is used in connection with the work(s) in any existing or subsequently developed medium, and you agree to release and discharge the Funder, including their affiliates and licensees, from any and all claims arising out of such use for the purposes described above, including any claims for libel and invasion of privacy.
4. You represent and warrant that: a. you are the sole owner of, or otherwise have the authority to grant, all rights herein granted to the Funder and b. the work(s) submitted does not infringe upon any copyright, trademark, or other proprietary right, violate any right of privacy, or contain libelous, scandalous, or unlawful material.

**Applicant Certification\***

Are you a duly authorized representative of the applicant?

Yes

**Name\***

Sam Hayes

**Title\***

Planner II



## File Attachment Summary

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### *Applicant File Uploads*

- NTHP-Grants-Budget\_Hendersonville\_NorthCarolina.xlsx
- Landina Guest House.jpg
- Pilgrims Funeral Home.jpg

# National Trust Grant Request Budget Sheet

**ORGANIZATION NAME:** City of Hendersonville - Historic Preservation Commission  
**PROJECT NAME:** Hendersonville Black Neighborhood Preservation Project  
**DATE:** 11-Oct-24

**Instructions:** Enter descriptions and amounts in the appropriate columns. For "Help," click on a cell with a red triangle in the corner.

## INCOME

## EXPENSES

| Source of Income  | Please Specify if the funds are Secured, Anticipated, or In-Kind | Amount      | Grant Amount Requested from NTHP | Detailed Expenses  | Amount      |
|---|--|-------------|----------------------------------|--|-------------|
| Grant amount requested from NTHP                                      |  |             | \$ 3,000.00                      | Consultant fees for conducting the research and report writing | \$ 3,000.00 |
| <b>Income from other sources</b>                                      |  |             |                                  |  | \$ -        |
| Hendersonville Historic Preservation Commission Annual                | Secured  | \$ 3,000.00 |                                  | Consultant fees for conducting the research and report writing | \$ 2,175.00 |
| Hendersonville Historic Preservation Commission Annual                | Secured  | \$ -        |                                  | Materials printing including signs, draft, and final reports   | \$ 825.00   |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
|   |  | \$ -        |                                  |  | \$ -        |
| <b>Amount requested from National Trust for Historic Preservation</b> |  |             | \$ 3,000.00                      |  |             |
| <b>Total Income from Other Sources</b>                                |  |             | \$ 3,000.00                      |  |             |
| <b>Total Project Income (must equal your project expenses)</b>        |  |             | \$ 6,000.00                      | <b>Total Project Expenses (must equal project income)</b>      | \$ 6,000.00 |



## The Landina Guest House

The "Landina Guest House" was listed in the Negro Motorist Green Book in 1960-61 as a location where African Americans could "rent a room with a private bath with meals to satisfy." Hollis T. and Ozzie M. Landrum were proprietors. The guest house is located behind the main residence at 710 1<sup>st</sup> Avenue West.

