



MINUTES

May 27, 2026

SECOND MONTHLY MEETING OF THE CITY COUNCIL HENDERSONVILLE HOUSING SUMMIT

HENDERSONVILLE HIGH SCHOOL AUDITORIUM | 1 BEARCAT BLVD. | 5:30 p.m.

Present: Mayor Pro Tem Dr. Jennifer Hensley and Council Members Lyndsey Simpson, Melinda Lowrance and Gina Baxter

Staff Present: City Manager John Connet, Deputy City Manager Brian Pahle, City Clerk Jill Murray, City Attorney Angela Beeker, Assistant City Manager Public Services Brent Detwiler, Budget & Evaluation Director Adam Murr, Management Analyst Jenny Floyd, Communications Director Allison Justus, Communications Coordinator II Brandy Heatherly, IT Manager Jay Heatherly, Fire Chief Justin Ward, Community Development Director Lew Holloway, Planner Sam Hayes, City Engineer Brendan Shanahan, and Police Chief Blair Myhand

Absent: Mayor Barbara G. Volk

1. CALL TO ORDER

Mayor Pro Tem Jennifer Hensley called the meeting to order at 5:30 p.m. and welcomed those in attendance and a quorum was established.

2. PRESENTATION

- A. Hendersonville Housing Summit** – *Mayor Pro Tem Jennifer Hensley, Council Members, Lyndsey Simpson, Melinda Lowrance, Gina Baxter, and City Attorney Angela Beeker*

Jennifer Hensley began by welcoming everyone and thanking Hendersonville High School and Henderson County for the use of their facility. Each of the women then took turns speaking about the PowerPoint.



Hendersonville Housing Summit



**Si necesita servicios
de interpretación,
por favor visite
la mesa de True Ridge
al frente del auditorio.**



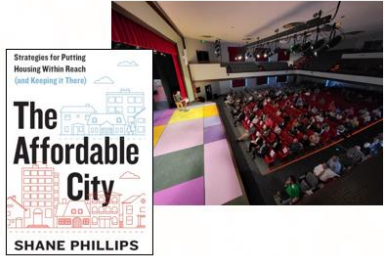


Hendersonville Housing Summit 



Brief History of the Strategic Housing Plan

Strategic
Housing Plan
Steering
Committee
Established
March 2024



Actions	Low Cost	Mid Cost	High Cost	Homeless Shelter	Opportunity Zone	Specialized Housing	Inclusionary Housing	Landlord Incentives	Landmarking	Incentives	Assessments	Priority	
												1	2
Develop a community-wide survey to assess housing needs and preferences.	1	1	1	1	1	1	1	1	1	1	1	1	1
Conduct a comprehensive market analysis to identify gaps in the housing market.	1	1	1	1	1	1	1	1	1	1	1	1	1
Engage community members and stakeholders in the planning process.	1	1	1	1	1	1	1	1	1	1	1	1	1
Develop a strategic housing plan that addresses identified needs and goals.	1	1	1	1	1	1	1	1	1	1	1	1	1
Implement the strategic housing plan through various programs and policies.	1	1	1	1	1	1	1	1	1	1	1	1	1
Monitor and evaluate the progress of the strategic housing plan.	1	1	1	1	1	1	1	1	1	1	1	1	1

A short video from Shane Phillips was played.

Message from Shane Phillips



A short video from Patric Bowen was played.

Message from Patrick Bowen



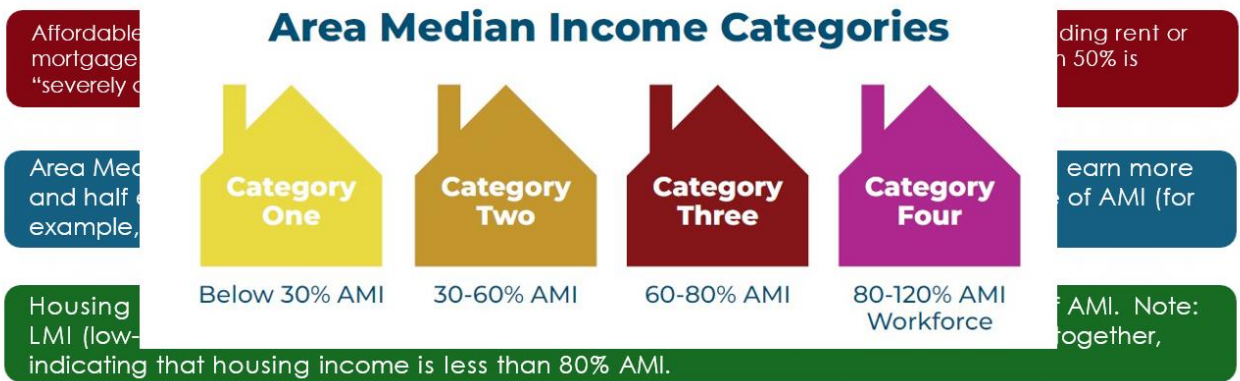
Hendersonville Housing Summit





The City of Hendersonville Strategic Housing Plan

Key Terms



Asheville MSA – Area Median Family Income 2026

\$103,200

HUD Income Limits 2026

FY 2026 Income Limit Category	One Person Family	Two Person Family	Three Person Family	Four Person Family	Five Person Family	Six Person Family
Category 1 Extremely Low Income Limits (\$)*	21,500	24,600	27,650	33,000	38,680	44,360
Category 2 Very Low (50%) Income Limits (\$)	35,850	40,950	46,050	51,200	55,300	59,400
Category 3 Low (80%) Income Limits (\$)	57,350	65,550	73,750	81,900	88,500	95,050

<https://www.huduser.gov/datasets/il/il2026/summary?reporttype=county&year=2026&counties=3708999999&states=37&q=Henderson%20County,%20NC>

City of Hendersonville

November 18, 2024

Housing Needs Assessment

Strategic Housing Plan Steering Committee

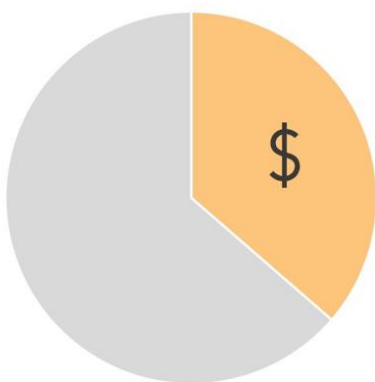
UNC SCHOOL OF GOVERNMENT
Development Finance Initiative

DEVELOPMENT FINANCE INITIATIVE

Housing need is both **cost** and **quality**

Households have housing need if housing-related expenses are **more than 30% of the household's income**.

Households have housing needs if they live in **poor quality** or **overcrowded** housing.



Housing-related expenses include rent or mortgage payments, plus insurance, and utilities.

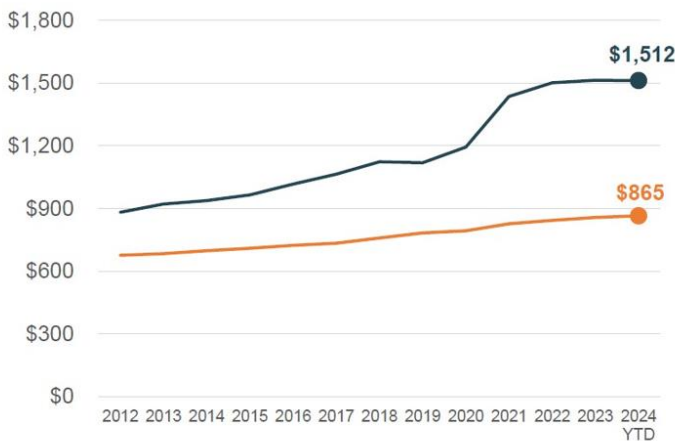


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DEVELOPMENT FINANCE INITIATIVE

Rents among Class A & B properties increased 25% post-COVID

Average rent by building type among market-rate multifamily properties in Hendersonville



Rents among **Class A & B** properties increased 25% post-COVID and are affordable to households making over 80% AMI.

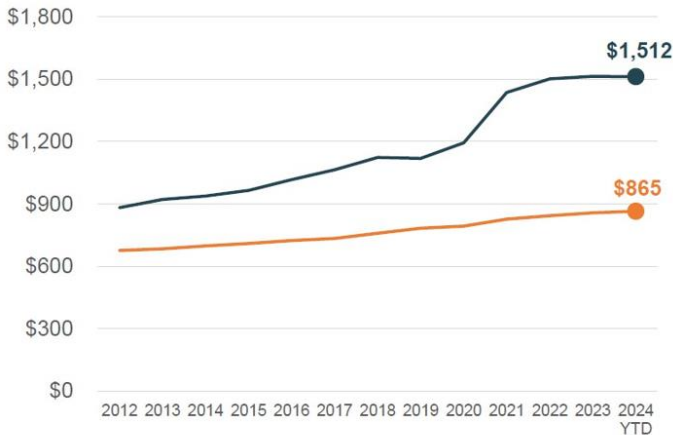
Rents among **Class C** properties have not increased as quickly, but likely have challenges with quality and safety.

29

Source: CoStar

The median Class C rental unit is nearly 50 years old

Average rent by building type among market-rate multifamily properties in Hendersonville



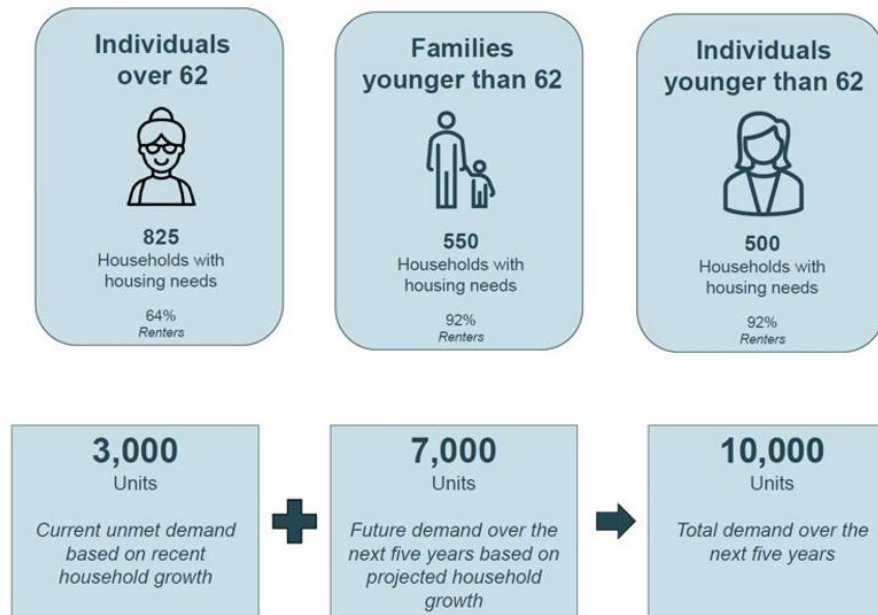
The median year built of **Class A & B** units is **2004...**

...while the median year built of **Class C** units is **1976**.

Despite large differences in quality, the vacancy rate among both property types is 3%.

Source: CoStar

Housing Needs in Categories 1, 2 and 3



Need for **at least 2,200 units** affordable to LMI households in City of Hendersonville

Strategic Housing Plan Organization

The Strategic Housing Plan is a 5-year plan.

Strategies (10)

Actions (48)



Values



The Four S's

The City of Hendersonville Strategic Housing Plan Vision Statement

We envision a community where everyone has a safe, stable, and affordable place to call home - where people take pride in where they live, where individuals from diverse backgrounds live harmoniously, and where a variety of housing options exist to meet the full spectrum of community needs.



Strategic Housing Plan - Goals

Goal 1: The City will grow its percentage of households to 18% of Henderson County's Total Households over the next 5 years. To achieve this, the City will accommodate 3,047 units of the projected additional 4,300 Units needed. (Supply)

Goal 2: The City of Hendersonville accommodates 2,200 units for Category 1, 2, and 3 households over the next 5 years. (Subsidy)

Goal 3: At least 45% (or 990) of new Category 1, 2, and 3 housing units shall be owner-occupied. (Stability)

Goal 4: The City of Hendersonville will maintain an average annual vacancy rate of 6% amongst rental housing and 3% amongst for sale housing in order to have an adequate supply of housing at all income levels. (Supply)



Goal 5: The City of Hendersonville incorporates transparency, public education and community feedback in each of its housing endeavors. (System)

Strategic Housing Plan – Objectives

1. Have a variety of housing options available to residents to accommodate differing needs of current and future residents, including those with disabilities.

2. Increase the number of affordable housing units in the City.

3. Prioritize preservation of existing affordable housing units, with a goal of maintaining 80% of the affordable housing stock within the City.

4. Prioritize the development of new affordable housing units.

5. Integrate affordable housing into new development, including multi-family, mixed-income communities.

6. Reduce barriers to sufficient housing for all residents.

7. Prioritize the development of affordable housing in areas with high transit access.

8. Prioritize the development of affordable housing in areas with high employment opportunities.

9. Prioritize the development of affordable housing in areas with high educational opportunities.

10. Preserve and improve the quality of the existing affordable housing stock within the City.

Callout Boxes:

- Variety of Housing Options
- Reduce
- Prioritize Naturally Affordable Housing
- Preserve Community Character; Discourage Sprawl; Mixed Communities
- Permanently Affordable Solutions
- Aging in Place
- Prioritize Mixed Use and Mixed Income Multifamily
- Catastrophic Events Displaced Housing Solutions
- Preserve Existing Housing Stock
- Ownership

Strategic Housing Plan – Objectives

13. Support state and federal programs that help younger generations stay and thrive in their household income.

14. Build community support for affordable housing.

15. Support Local Construction Industry.

Callout Boxes:

- Support Local Construction Industry
- Encourage Younger Generations to Stay and Thrive
- Public and Private Partnerships
- Infill Housing
- Federal and State Legislation
- Build Community Support

Strategic Housing Plan Strategies and Actions

Strategy	Actions
1.01	Establish a community land trust

Develop long-term organizational

Community Land Trust (CLT) A nonprofit that owns land permanently and sells or rents the homes on it at restricted, affordable prices. Resale rules keep homes affordable for the next buyer.

Strategic Housing Plan – Strategies and Actions


Strategy

5.01 Update minimum housing code

analysis of requirements pertaining to housing

5.03 Identify opportunities for incentives for Category 1, 2, and 3 housing

Evaluate other ordinance requirements



Strategic Housing Plan – Strategies and Actions


6.01 Hire a certified HUD Housing Counselor/ Housing Coordinator

HUD Housing Counselor/ Housing Coordinator

Establish a City clearinghouse for housing

6.05 Track development trends and key performance indicators

Build the internal capacity to provide and support housing solutions



Strategic Housing Plan – Strategies and Actions


Strategy

7.03 Compile a community character map to guide the implementation of housing solutions within that community

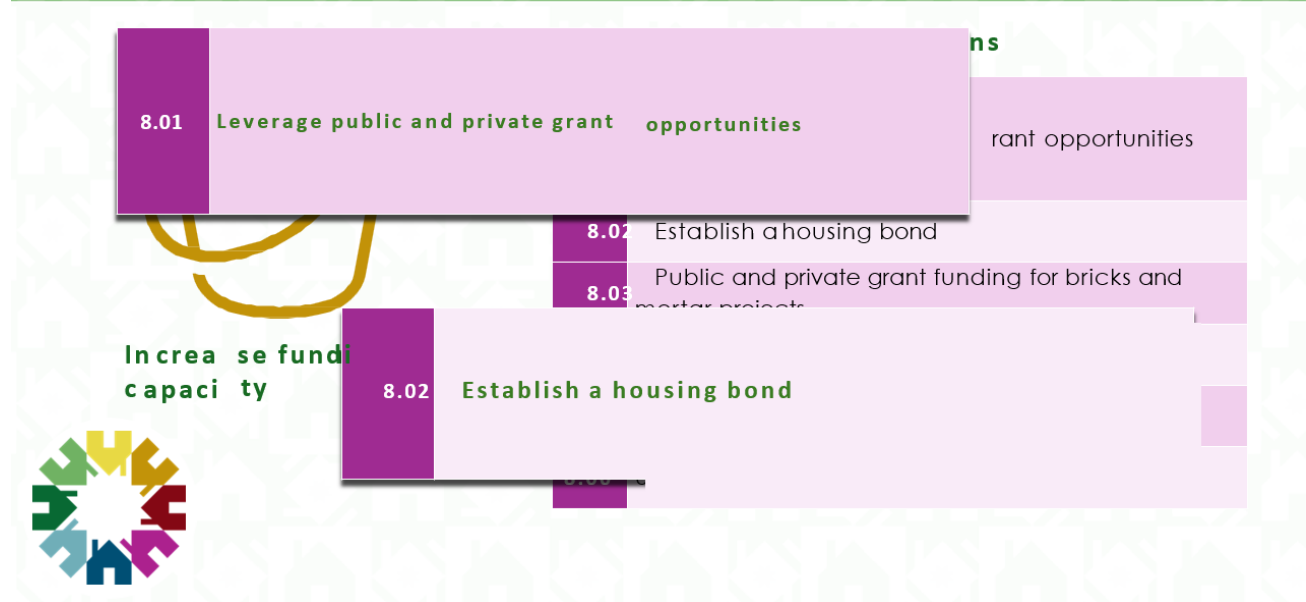
Bring together community members through shared

to guide the within that

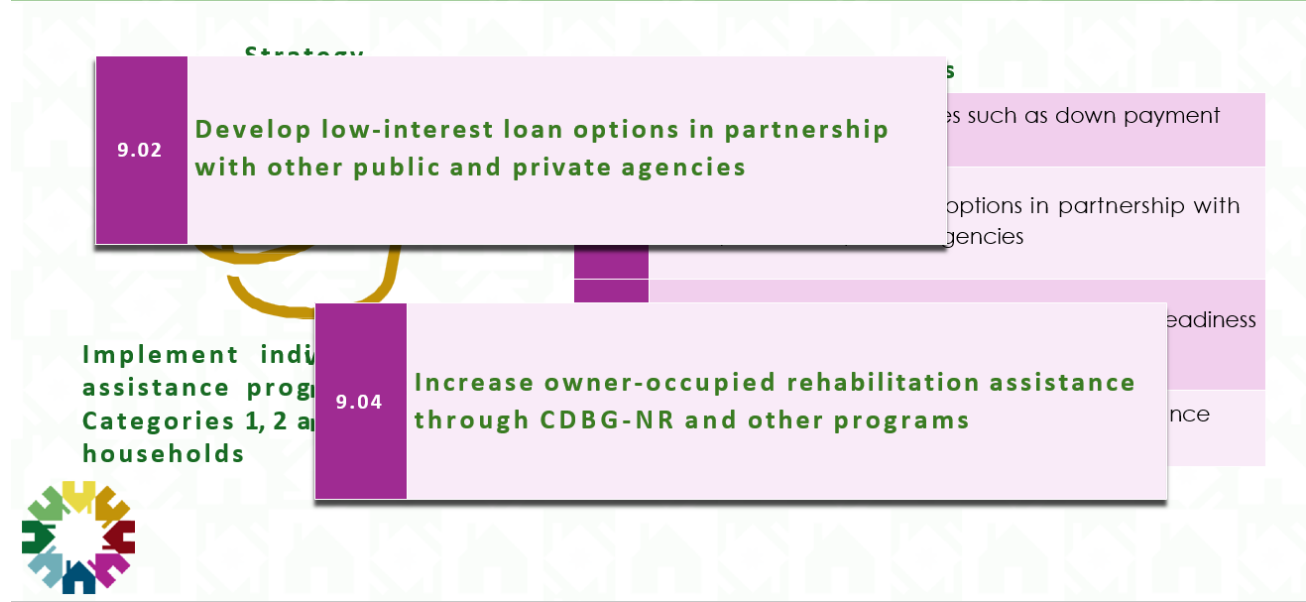
Perform community character mapping for different communities within the city



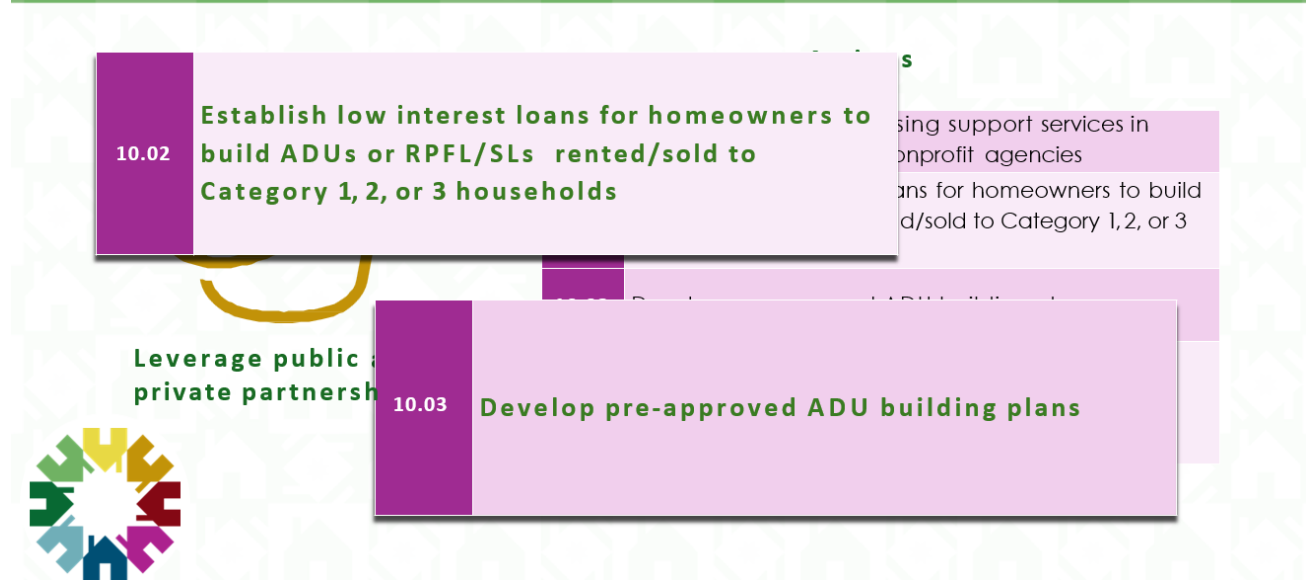
Strategic Housing Plan – Strategies and Actions



Strategic Housing Plan – Strategies and Actions



Strategic Housing Plan – Strategies and Actions



Prioritization Timelines

Short-Term*
1-2 years

Mid-Term*
3-4 Years

Long-Term*
5 Years



* Indicates timeframe within which work will begin

Strategic Plan Implementation

Community Land Trust

Housing Dashboard

Grant Funding



Zoning Changes

Strategic Housing Plan Implementation Community Land Trust



Strategic Housing Plan Implementation Housing Dashboard



City of Hendersonville - Strategic Housing Report

This report was last updated on: 2/17/2026

Welcome to the City's Housing Report! The report details various aspects of the City's housing initiatives. Click on the banner to navigate to the section you are interested in. Use the H button in the top left of each page to return home.

Supply

Subsidy

KPIs

Housing Trust

Budget

Glossary



STRATEGIC HOUSING PLAN



Strategic Housing Plan Implementation Housing Dashboard (x2!)

Vision: Hendersonville is a vibrant mountain city where the government and citizens work together for a high quality of life. ...

Mission: The City of Hendersonville is committed to providing quality, efficient services to all citizens, visitors, and businesses through open communication, timely responses, and quality results

On March 15, 2023, City Council developed an updated list of goals for the City of Hendersonville. Council Members derived a plan for the City's future growth and strategized on working through competing interests and decision-making points. The list was clarified by City Council with their FY25 prioritized goals listed below:

Rank #1	Public Safety	Rank #6	Invest in Parks
Rank #2	Compensation, Benefits, & Staff Development	Rank #7	Enhance Sustainability Citywide
Rank #3	Strong Infrastructure	Rank #8	Transportation Planning
Rank #4	Strategic Housing Plan	Rank #9	City Boards & Volunteers
Rank #5	Growth Management & Community Character	Rank #10	Support Downtown Businesses

How are we tracking across the entire COH Strategic Plan?

Statuses

- Not Started 2 (1%)
- On Track 83 (31%)
- Off Track 21 (13%)
- At Risk 4 (2%)
- Achieved 50 (32%)
- Cancelled 5 (3%)

Due Dates

- Not Past Due 107 (86%)
- Past Due 3 (2%)

Progress Updates

- Up-to-Date 163 (100%)
- Late 0 (0%)
- Pending 0 (0%)

COH Strategic Plan - % Complete (all goals)

64.37%

Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

Public Safety 81.82%
 Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

Compensation, Be... 87.51%
 Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

Strong Infrastructu... 83.17%
 Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

Strategic Housing ... 83.07%
 Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

Growth Manageme... 87.14%
 Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

Invest in Parks 49.44%
 Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

Enhance Sustaina... 81.5%
 Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

Transportation Pla... 39%
 Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

City Boards and Vo... 63.75%
 Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

Support Downtown... 77.5%
 Last updated on 09/30/2025
 Move from baseline of 0% to target of 100%

Strategic Housing Plan Implementation Grant Funding Overview

Total Grant
 Funding to
 Date:

\$3.9 Million



Our State Our Homes – UNC Across 100 - \$17,000, \$5,000

CDBG – NR, 2020 - \$750,000, 2024 - \$1,312,710

Apple Ridge - \$800,000 for infrastructure improvements (ARP)

Dogwood Grant #1: Housing Plan - \$100,000

Dogwood Grant #2: Housing Initiatives (Trust) - \$1.5 Million

Grey Mill: \$600,000 to put towards housing initiatives

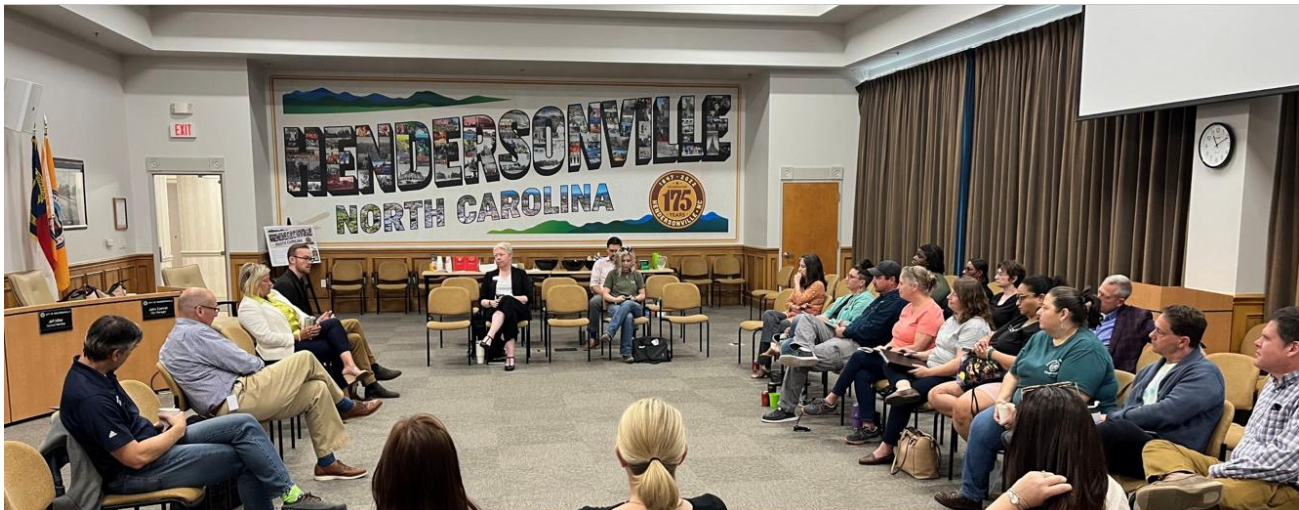
CDBG-DR: TBD

Strategic Housing Plan Implementation Zoning Ordinance Amendments

Flag Lots

Increased density for homes < 1200
sq. ft. (0.5 units)

Reduced setbacks



Upcoming Workshop





Scan QR Code to view:

- Summit Agenda
- Strategic Housing Plan
- Feedback Survey
- Subscriber Portal



publicinput.com/HousingSummit2026

A 15-minute video by Nick Lucey of the Lucey Agency was played interviewing local residents on their thoughts on housing issues.

City Manager John Connet introduced Robert Hooper of WNC Source, Madeline Offen of Pisgah Legal, Connie Steward of the Housing Authority and Margaret Lebeck of the Housing Assistance Program. They each briefly introduced themselves and explained what they do to help with housing in Hendersonville.

There was 15 minutes allotted for questions from the audience.

City Manager Connet thanked everyone for coming and he thanked staff for all their hard work thus far and said that the city will be hiring HUD Housing Specialist in the coming budget year.

3. ADJOURN

There being no further business, the meeting adjourned at 6:55 p.m. upon unanimous assent of the Council. No further action was taken.

Jennifer Hensley, Mayor Pro Tem

ATTEST:

Jill Murray, City Clerk