



CITY OF HENDERSONVILLE

AGENDA ITEM SUMMARY

PLANNING DIVISION

SUBMITTER: Matthew Manley **MEETING DATE:** July 14, 2026

AGENDA SECTION: New Business **DEPARTMENT:** Community Development

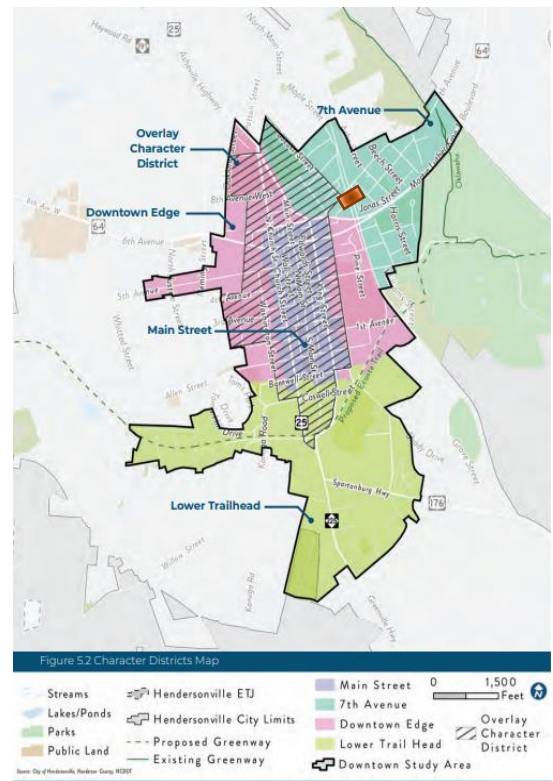
TITLE OF ITEM: Zoning Text Amendment: Downtown Design Overlay District (26-23-ZTA) – Matthew Manley, AICP – Long-Range Planning Manager

SUGGESTED MOTION(S):

<u>For Approval:</u>	<u>For Denial:</u>
I move the Downtown Advisory Board recommend approval of the Downtown Design Overlay District Zoning Text Amendment. The proposal advances the goals of the City’s Comprehensive Plan, Downtown Master Plan, DAB Workplan and City Council Strategic Plan.	I move the Downtown Advisory Board recommend denial of the Downtown Design Overlay District Zoning Text Amendment. The proposal deters investment, weakens economic vitality and fails to meet objectives to protect community character.

SUMMARY: The City of Hendersonville has initiated a zoning text amendment to create a new Overlay Zoning District for the Downtown area. Overlay Districts have special standards that are in addition to/supersede the underlying zoning district’s standards. The Downtown Design Overlay District standards are based on the [Downtown Master Plan](#) (Chapter 5 of the Gen H Comprehensive Plan). The boundaries of the district are based on the character area boundaries also established in the Downtown Master Plan. There are 4 distinct character areas within the overlay district boundaries as depicted on the [online map](#).

The rationale for creating the DDO is due to the fact that the current base zoning districts that govern and guide development in the city core (C-1, C-2, CMU, C-3, MIC, I-1, R-15, & R-6 + various CZDs) contain little-to-no design standards. This leaves the confined footprint of the Main Street Local Historic District and its associated Design Standards as the only tool regulating design in a meaningful way within the DDO boundaries. Hendersonville’s Downtown is notable for the special character of its built form. Main Street, 7th Avenue, the Ecusta Trail corridor and the areas surrounding these locations are an attractive location for private investment. New developments and the potential threat of demolition of historic structures can detract from the



prized character of Hendersonville's Downtown districts. Adoption of strengthened Design Standards and/or additional historic protections can optimize new development in a way that is compatible with the existing form and empower existing property owners with new assurances. Adoption of additional local Historic District Design Standards and Districts is being explored by the HPC separate from but adjacent to the effort to establish the Downtown Design Overlay.

Related Gen H Implementation Projects: [*=Direct ^=Indirect]

- ^Project 2.01: Utilize existing Mixed Use Zoning Districts to introduce multi-family housing in commercial corridors and redevelopment areas (phase II of this process)
- *Project 4.02: Codify Downtown Design Guidelines with UDO updates
- ^Project 4.03: Study entry corridors and other areas as needed for the development of appropriate Design Guidelines in new UDO (phase II of this process)
- ^Project 4.04: Update development standards in new UDO (Project 4.01) to catalyze aging commercial redevelopment; consider developing form-based code standards for activity centers (phase II of this process)
- ^Project 4.05: Explore additional Municipal Service Districts (MSDs) and consider merging or expanding current MSDs or using other mechanisms to catalyze downtown redevelopment in the 7th Avenue, Downtown Edge, Lower Trail Head districts, and other key nodes and commercial corridors
- *Project 4.06: Provide incentives for activation/ redevelopment of upper floors in downtown

Directly Related Gen H Goals & Objectives:

Authentic Community Character –

- Downtown remains the heart of the community and gathering spaces, like a central community park, are the focal point of civic activity and celebration.
- Gateways set the tone, presenting the image/brand of the community to all who enter.
- Historic preservation is key to maintaining the city's identity.
- Arts and cultural activities enhance the community while conveying its history and heritage.
- City Centers and neighborhoods are preserved through quality development.
- Local businesses and entrepreneurs are supported by the community.

Vibrant Neighborhoods –

- Through design, the places where people live are connected to nearby destinations, amenities, and services

Efforts to Date:

1. **8** – Collaborative Staff Workshops – April + May
2. **5** - Workshops with Special DDO Committee of the Planning Board - March 31st, April 9th, 16th, 23rd, 30th, & May 14th
3. **1** – Workshop with Downtown Advisory Board - May 12th

4. *I – Workshop with Economic Vitality Committee of DAB - June 8th*
5. *I – Workshop with City Council - June 24th*
6. *I – Workshop with Planning Board – July 9th*
7. *I - Workshop with Business Advisory Committee – July 13th*

Next Steps to Adoption:

1. **Downtown Advisory Board recommendation** – July 14th
2. **Planning Board recommendation** – August 13th (tentative)
3. **City Council adoption** – September 2nd (tentative)

PROJECT NUMBER:	25-23-ZTA
PETITIONER NAME:	City of Hendersonville
ATTACHMENTS:	1. Draft language 2. Zoning + DDO Overlay Map 3. Link to Interactive DDO Map: https://experience.arcgis.com/experience/1de8b3df63fe429192409bcc041b6827