



**CITY OF HENDERSONVILLE**  
**DOWNTOWN ADVISORY BOARD - SEPTEMBER**  
**2022**



Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC  
28792

Tuesday, September 13, 2022 – 4:00 PM

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## MINUTES

### 1. CALL TO ORDER

Matthew Hickman, vice chair, called the meeting to order.

Present in person: Chris Cormier, Mark Pavao, Jared Bellmund, Carol Sitzler, Gerald Fitzgerald, Matthew Hickman, Patsy DuPre, Phil Wilmot

Joe Dinan came in at the 7<sup>th</sup> Avenue Branding Presentation (4:23pm)

Absent (members called in but were unable to vote) – Caroline Gunther, Heang Uy, John Ryan

Absent - Anthony McMinn, Debbie Roundtree

Public present – Sandra Walker, Bessie Bright (in person) Ken Fitch, Fred Nace (virtual)

Staff present – Jamie Carpenter, Meredith Friedheim, Dakota Parker

### 2. PUBLIC COMMENT

3. **APPROVAL OF AGENDA** – Jared Bellmund made a motion to approve the agenda, Patsy DuPre seconded, Chris Cormier, Mark Pavao, Jared Bellmund, Carol Sitzler, Gerald Fitzgerald, Matthew Hickman, Patsy DuPre, Phil Wilmot voted to approve the agenda.

### 4. APPROVAL OF MINUTES

A. Approval of July and August 2022 minutes – Jared Bellmund made a motion to approve both, Carole seconded, Chris Cormier, Mark Pavao, Jared Bellmund, Carol Sitzler, Gerald Fitzgerald, Matthew Hickman, Patsy DuPre, Phil Wilmot voted to approve both the July and August minutes.

### 5. NEW BUSINESS

A. Christmas Parade Night Time Proposal - Sandra Walker with Hendersonville Merchants and business association presented to the board that the merchants and business association would like to move the Christmas Parade to an evening parade. They are proposing 1<sup>st</sup> Saturday at 6pm – December 3. They have discussed this with many downtown businesses, and polled attendees at Business Morning Update. There was little discussion from the board except they thought it was a good idea in general.

Carol Sitzler made a motion to recommend an evening parade. Patsy DuPre seconded. Chris Cormier, Mark Pavao, Jared Bellmund, Carol Sitzler, Gerald Fitzgerald, Matthew Hickman, Patsy DuPre, Phil Wilmot voted to recommend the parade be moved to an evening time.

## 6. OLD BUSINESS

- A. Update on 7th Avenue Branding with Arnett Muldrow - Tripp Muldrow and Shawn Terpack presented the branding concept for 7<sup>th</sup> Avenue. They reviewed a presentation as well as thanked the committees for very valuable public feedback in our roundtable sessions in August. They presented the logo and a statement that frames the project, 7<sup>th</sup> Avenue, where it was, where it is, and where it is going with a tagline “7<sup>th</sup> Avenue – Downtown’s Creative Edge”

The Steering Committee saw the initial design two days following the roundtable meetings, and then provided feedback via a survey to inform additional updates.

There were no votes taken, however they requested any feedback from the board. There were conversations regarding colors, the color palette and use of colors in the different variations of the logo. Next steps will be getting the steering committee back together to review a list of design documents we want to have in the final product and plan for a final presentation meeting.

- B. Team Projects and Updates – Jamie Carpenter reviewed the current projects as listed in the agenda and opened up for comments.

1. **Special Events Fee & Policy Updates** – no board comments
2. **Sidewalk Dining Review Schedule** – no board comments
3. **Parking Meter & Permit Implementation** – questions from board regarding motorcycle parking and handicap parking – Jamie will check on those.

Currently:

- Reviewing proposals for parking access control systems (PARCS) for the garage
- Finalizing permit fees – proposed:
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- Reviewing & meeting with city attorney and police regarding ordinance changes (enforcement, booting, towing, ticket escalation)
- November 9 – Tentative parking Q&A meeting for the public

Next Steps:

- Parking informational flyers for the updates – covering different questions for different audiences:
  - Meter FAQs
  - Permit FAQs
  - How to use park mobile
- Promotions for downloading Parkmobile with promotional codes and opportunities for businesses to validate parking

### 4. Events:

- Friends of Downtown Hendersonville will be working with the Tourism Development Authority to enter into a contract to take over Garden Jubilee. The Friends will be publishing an RFP for an event planner or event planning company to oversee vendor and event coordination for this event (cost included in contract from TDA to Friends)

- Interviews for Events Coordinator taking place next week – Jamie Carpenter and Matthew Hickman recognized Meredith for all of the work she has done and contributed to since she has been a part of the team. We thank her for everything she has contributed to the City of Hendersonville and wish her the best.
- Friends of Downtown Events remaining in 2022 were reviewed.

## **5. Zoning Text Amendments – Economic Vitality Team**

The Economic Vitality Team reviewed two zoning text amendments at their meeting on September 6. These amendments have been reviewed by the Planning Board’s Legislative Subcommittee and will be reviewed and recommended by the Planning Board.

### **I. Elimination of parking minimums in C-1:**

- There were no comments regarding this zoning text amendment.

### **II. Multifamily in 7<sup>th</sup> Avenue District Summary of Amendment Petition:**

- for a zoning text amendment to address the Supplementary Standards for Multi-Family Residential uses in the 7th Ave area. Currently, the portions of the 7th Ave area that are zoned C-2 only permit Multi-Family within the boundaries of the 7th Ave Depot National Register Historic District (NRHD).
- As proposed, Sec. 16-4-24, which only applies to Multi-Family uses in the C-2 Zoning District, would be amended to expand Multi-Family uses to a larger area encompassed by the 7th Ave Municipal Service District (MSD).
- As proposed, Sec. 16-4-24 would also be amended to strike the provision that Multi-Family uses would be limited to the second floor of buildings.
- Staff is proposing that Multi-Family be extended to the MSD. However, staff is proposing that the provision limiting multi-family to second floors be amended to state “upper” floors and that the provision remain in place for the NRHD but the limitation would not be in place for Multi-Family uses in remainder of the MSD.
- The Economic Vitality team asked questions regarding requirements for ground floor non-residential uses.

### **Comments:**

Phil Wilmot – not a proponent of multifamily within the MSD, in 7<sup>th</sup> in particular. He noted that our zoning does nothing to restrict or make unique the MSD from commercial/c-1. Everything is allowed except 2-3 business operations. A lot of things are allowed that do not benefit the MSD. The point is to make money for the city through consumer related businesses.

Mark Pavao – understood that the first floor is commercial (corrected – first floor can have residential but has to have a non-residential component).

Phil Wilmot – upper floor is fine. Not a proponent of ground floor housing as it does not add to the business mix.

Jared Bellmund – noted that this zoning text amendment was initiated because the developer will be updating the building and will require a zoning permit in order to receive a building permit.

Public Comment:

Fred Nace – As a planning board member, Fred does not support the zoning text amendment. The two buildings is a great plan, likes the plan and the proposal. Believes it is short sighted to make a broad change to the district. Believes that since we are in the middle of the 7<sup>th</sup> Avenue work, and comprehensive plan, broad changes should not be made. The approach of the developer is underhanded, he owns 5 buildings in or adjacent to the zoning district. He is attempting to purchase many buildings in the district.

Ken Fitch commented regarding concern with losing the “vision” of the district.

Mark Pavao made a motion to not recommend this zoning text amendment. We believe the Downtown Master Plan and updated Comprehensive Plan should be completed before major text amendments are considered. Joe Dinan seconded. All were in favor.

## **6. 7<sup>th</sup> Avenue Public Art Project - Community Character Team**

Karen Eve-Bayne gave a presentation on a project by STEAP regarding a project they have received funding from the Henderson County Community Foundation. The project is not yet publicly announced due to funding requirements. The project is a mural and public art project specifically focused on the 7<sup>th</sup> Avenue district. The project funded is for 2-3 murals, and a fiber art project that incorporates work from BIPOC (Black, Indigenous, People of Color) artists and represents Hendersonville (history, agriculture, etc). Project includes:

- Yarn Bombing - Have received permission from the city to cover lamp posts along Maple Street and have received permission from the tree board to yarn bomb four trees in front of the depot and 3 trees opposite of White Duck Taco. Permission from city to leave yarn on tress for winter months and then removed. Will go up in November, come down in March. TDA will advertise with home for the holidays and people will be invited to participate in yarn in days at the Farmers Market to help contribute to the project.
- Mural Project – The organization had public input to help select their first mural artist. They have a selection committee to select from 3 professional artists who have submitted proposals. Patsy DuPre and Michele Sparks from the team indicated their interest in the selection committee.
- Murals will be on private property. Linda DiPaola expressed interest in her building being an option (second floor, above Daddy D’s). They are also seeking other locations of private property for a mural space. STEAP has worked with an attorney to create an easement for ownership of the mural for a minimum of 5 years.
- Project will be presented to city’s Diversity Equity and Inclusion Committee the same night as the Downtown Advisory Board meeting for further feedback.

## **7. OTHER BUSINESS**

## **8. ADJOURNMENT**