



CITY OF HENDERSONVILLE
BUSINESS ADVISORY COMMITTEE
City Hall – 2nd Meeting Room | 160 6th Avenue E. | Hendersonville NC 28792
Monday, July 13, 2026– 11:30 AM

MINUTES

Present: Chris Cormier, Richard Reagen, Andrea Martin, Tiffany Lucey, Adam Justus, Sarah Cosgrove, Jake Ross, Melinda Lowrance

Absent: Michael Gilligan & City Clerk Jill Murray

Staff Present: City Manager John Connet, Communications Director Allison Justus & Long-Range Planning Manager Matt Manley

1. CALL TO ORDER

City Manager John Connet called the meeting to order at 11:32 a.m. and welcomed those present.

2. APPROVAL OF AGENDA

Adam Justus moved, seconded by Sarah Cosgrove, to approve the agenda as presented. Motion carried unanimously.

3. APPROVAL OF MINUTES

Jake Ross moved, seconded by Chris Cormier, to approve the minutes of May 11, 2026. Motion carried unanimously.

4. NEW BUSINESS

A. Appointment of Chair and Vice Chair - John Connet, City Manager

Before making the appointments, City Manager John Connet introduced the new member, Richard Reagen, and then went around the room so everyone could introduce themselves.

Sarah Cosgrove was nominated for Chair and Jake Ross was nominated for Chair. Sarah was chosen with a vote of 5 and Jake Ross was nominated Jake as Vice Chair.

B. Zoning Text Amendment: Downton Design Overlay District (26-23-ZTA) - Matt Manley, Long-Range Planning Manager

Long-Range Planning Manager Matt Manley gave the following PowerPoint presentation on the Downtown Overlay District.

Downtown Design Overlay Zoning District

26-23-ZTA

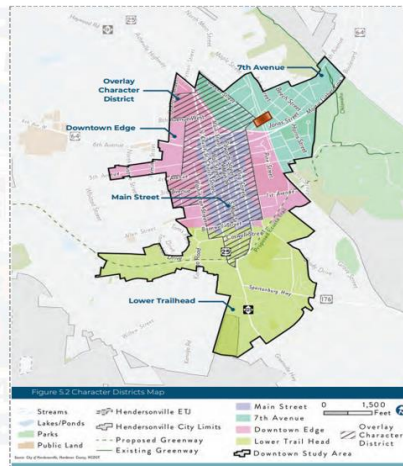
Zoning Text Amendment



Community Development: *Planning Division* | Mathew Manley, AICP – Long-Range Planning Manager

Project Background

- **Downtown Master Plan**
 - **Design Guidelines - 3 Buckets**
 1. Public Realm
 2. Site Design
 3. Building Design
- **Relates to:**
 - 5 Gen H Implementation Projects
 - 3 Gen H Goal Areas + 7 Objectives
 - 4 FY27-29 Strategic Plan Actions
 - First step in chain of future actions



The creation of the Downtown Design Overlay is a direct implementation of a major part of the Downtown Master Plan which was adopted as part of the Gen H Comprehensive Plan (Chapter 5 – link below). In fact, this project relates to 5 of the Comp Plan implementation projects and helps to advance 3 Gen H Goals and 7 Objectives. Additionally, the adoption of this Text Amendment is part of your new Strategic Plan and it is the first action in a series of related actions that will eventually aim to incentivize development & redevelopment opportunities along the City's major corridors.

Efforts to Date:

- **Planning + Downtown Staff**
 - Ongoing collaboration
- **Planning Board DDO Task Force (Committee)**
 - Met 5 times
- **Downtown Advisory Board**
 - Met 1 time
- **Economic Vitality Committee**
 - Met 1 time
- **Legal + Public Services Review** (ongoing)
- **City Council Workshop**
- **Planning Board Workshop**

Next:

- **Additional Public Engagement?**

- **Business Advisory Committee**
- **Downtown Advisory Board** (recommendation)
- **Planning Board** (recommendation)
- **City Council Workshop + Adoption**



Staff has been working on the draft language for a few months. These efforts include a number of internal staff meetings and committee meetings. Next steps include additional opportunities for public input. Staff would also welcome direction from Council on what type of additional public input you would like to see added to this list whether that be a focus group, stakeholder meetings, etc. One of the questions we would like to ask you to consider today is if you feel there are additional public engagement efforts that are needed?

Purpose, Intent, & Applicability

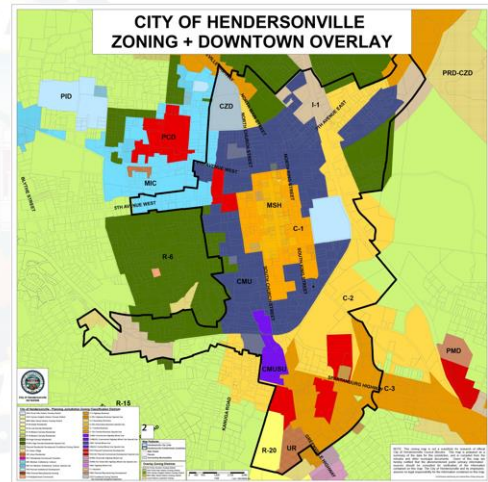
Purpose & Intent

- | | |
|----------------------------------|--|
| i. Pedestrian-Oriented, | vi. Economically Vibrant, |
| ii. Traditional Urban Form, | vii. Consistent with Downtown Master Plan, |
| iii. Complementary / Compatible, | viii. Acknowledge properties outside of Historic Districts |
| iv. Quality Design, | |
| v. Active Public Spaces, | |

Applicability

- New Construction & Additions
- Exterior Renovations

Does NOT apply to interior renovations



The initial sections of the Draft ZTA answer why are we doing this and how will it be applied?

In short the purpose is to

- Ensure Compatibility with Traditional Downtown
- Expand our most Walkable District & its Vibrant Economy
- Reflect Consistency with the adopted Downtown Master Plan

-It will apply to New Construction & Additions

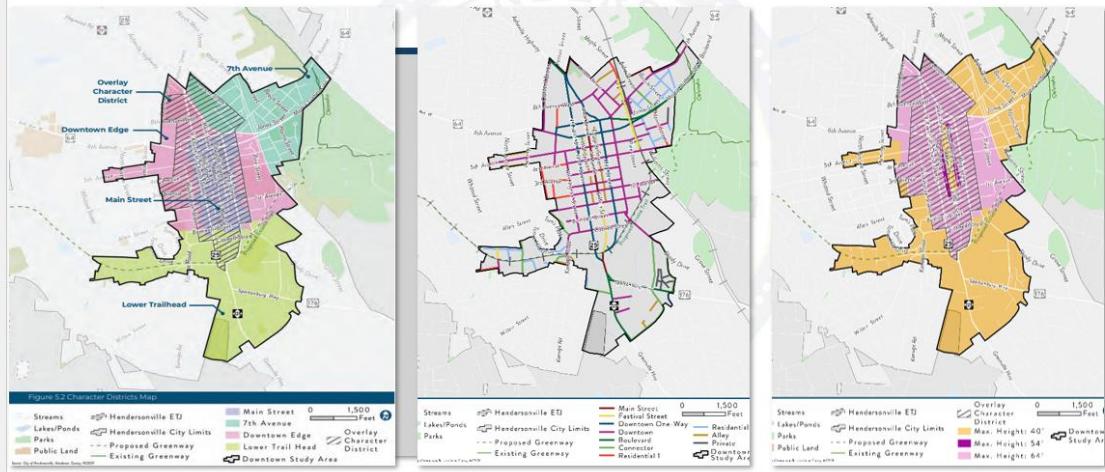
-Applying it to Exterior Renovations on existing buildings is still under review but we know for sure that it does not get triggered by interior renovations. If the downzoning law was to be changed then the applicability for existing non-conforming structures would default to our current non-conforming standards.

- The Standards will work in addition to the underlying Zoning. Within the DDO there are 8 base zoning districts – (C-1, C-2, CMU, C-3, MIC, I-1, R-15, & R-6) + various CZDs. The uses in these districts would essentially stay the same or new uses may be added. While the standards for public realm, site design and building design would be controlled by the Overlay.

-I aim to highlight how these new standards deviate from what is currently on the books.

Governs by Location within / along...

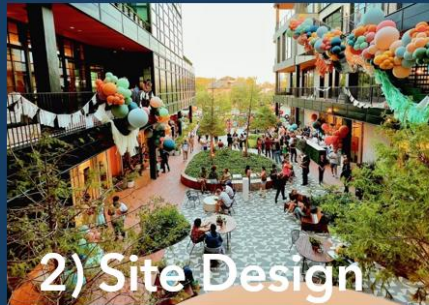
<https://experience.arcgis.com/experience/1de8b3df63fe429192409bcc041b6827>



As it is written, the DDO standards will be applied to new developments based on their Location:

- 1) Within Overlay Boundary – Map 1
- 2) Within Character Area Boundaries – Map 1
- 3) Along frontage based on Streetscape Character Type – Map 2
- 4) Within Building Height District – Map 3

THE BUCKETS:



2) Site Design

.Public Realm



1) Public Realm



3) Building Design

Site Design

Building Design

As I mentioned, the Design Standards fall into 1 of 3 buckets.

The first of which is "Public Realm"

Each of these standards on the slide are based on the Street Character Type that the property fronts on. Each Street Type has a Cross-Section (see examples on next slide)

Public Realm



Standards for:

- A) Block Layout** - Continue / connect traditional grid
- B) Utilization of Alleys** - Use & improve existing, create new
- C) Placement & Width of Sidewalks** - Both sides of street, based on Street Type
- D) Trails, Greenways, & Bicycle Facilities** - Based on street type/location
- E) Streetscape Elements (lighting, benches, planters, bike racks, etc.)** - based on street type
- F) Street Trees** - Required between street and sidewalk
- G) Outdoor Gathering Areas** - Encouraged

Click to add text

Downtown Design Overlay

Public Realm

As I mentioned, the Design Standards fall into 1 of 3 buckets.

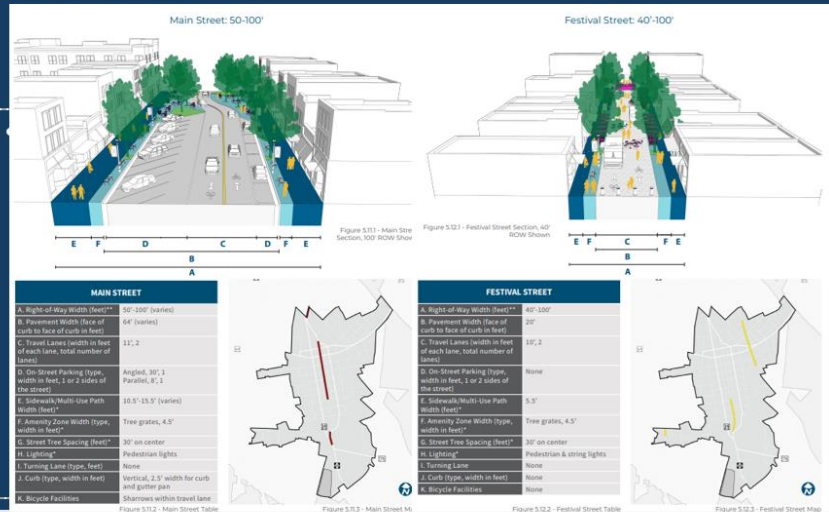
The first of which is "Public Realm"

Block Layout – pgs. 62-65 in DMP

Each of these standards on the slide are based on the Street Character Type that the property fronts on. Each Street Type has a Cross-Section and a description (DMP pgs 68-84)

One of the most significant deviations here is sidewalk width...where we currently require a 5' sidewalk, under these standards the sidewalk width would vary depending on the Street Character Type a property fronts on.

Public Realm



Cross-Sections / Street Types

Downtown Design Overlay

Public Realm

Each Street Type has a Cross-Section



Public Realm

*These streets also exhibit characteristics typical of a Downtown One-Way streetscape
 **The right-of-way for US Hwy 64/4 Season Blvd ranges due to the elevated portion and separation of travel lanes
 ***Boxcar St and Maple St have actual rights-of-way to accommodate the railroad
 ****1 Travel Lane Private Streets: Kennedy Hill Ln, Keen Ln, Kimbrell Farm Ln, Journey Ln, Jumping Jack Ln, and Walnut Tree Ln

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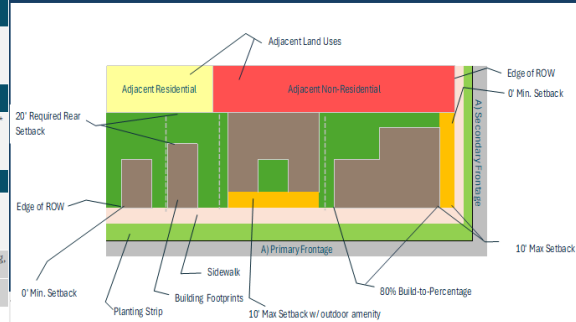
Standards for:

A) Building Placement

- 1. Min. Setback** - Min. spacing between building and ROW edge
- 2. Maximum Setback** - Max. spacing between building and ROW edge
- 3. Build-to-Percentage** - Min. % of parcel frontage occupied by building façade

Minimum Setback (From future edge of ROW established in Streetscape Table if, measured from existing centerline)			
A	Frontage Type	Primary Primary-Other Secondary Tertiary	0 0 0 16
Maximum Setback (From setback line, measured in ft)			
B	Frontage Type	Primary* Primary-Other Secondary Tertiary	0 / 10* 10 10 20
Minimum Build-To-Percentage			
C	Frontage Type	Primary Primary-Other Secondary Tertiary	80% 80% 80% 60%
D	Side Setback Line (ft)	None, unless abutting singlefamily residential zoning, then 10'	
E	Rear Setback Line (ft)	None, unless abutting singlefamily residential zoning, then 20'	

*Max. Setback of 10' is permitted if outdoor dining or other public open space amenity is proposed along frontage. To be approved by the Community Development Director



The second bucket is for Site Design.

In my opinion these first standards are the most fundamental aspect of the overlay design standards.

Each of these standards is based on the Street Character Type that the property fronts on. The different street types are categorized as Primary, Secondary or Tertiary. The min. and max setbacks and the required build-to-percentage on a lot will be dictated by the Frontage Type. Max setbacks ensure that buildings are maintained close to the sidewalk and the build-to-percentage ensures that substantial portions of the lot frontage will feature a building edge. These two requirements are not currently required in our C-1 and CMU districts though other provisions in those districts work towards a similar outcome. There are no such standards in I-1, C-2, & C-3.

In the DMP these Maximum Setback is called the "Build-to-Zone" – we changed this to simplify it. We also changed where the Setback is measured from to simplify it by measuring from the edge of the ROW as based on the ROW width found in the Street Type table. We recreated the diagram on the right from the diagram on pg. 106 of the DMP.

B. Parking

- 1. Surface Parking** - highly limited as standalone use, screened, to the rear
- 2. Structured Parking** - for developments w/over 150 spaces. Liner buildings. Some design elements. Compact vehicle exceptions.
- 3. Parking Maximums** - different for each district
- 4. Trailhead Parking** - Only in 7th & Lower Trailhead. Not in NR Historic Districts. Max 10 spaces.
- 5. Shared Parking** - Encouraged. For large lots, 10% required to be offered during off-peak hours
- 6. Bicycle Parking** - Storage for multi-family (1/5). Racks for non-residential (max. 2 racks)



Site Design



Downtown Design Overlay

Parking

Additional Standard proposed for Site Design include:

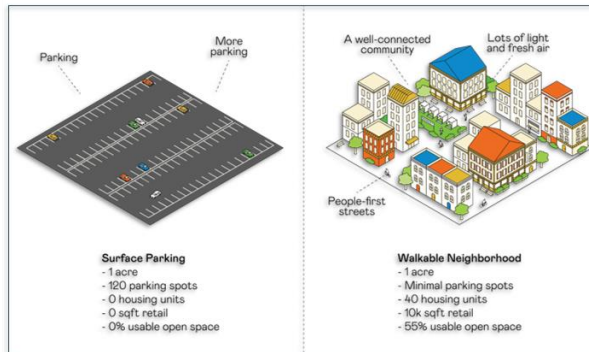
Parking is on pgs 112-113 in DMP.

- Standalone Surface Parking is proposed to only be permitted in Lower Trailhead and 7th Ave for Trailhead parking with max. of 10 spaces on a lot (trying to allow but discourage initially – can increase later). The key here is that we would be limiting "parking lots" as a standalone use. You can still have accessory surface parking lots for a principal use. You can also still have Structured Parking as a standalone use (think paid private parking garage).
- Structured Parking has design standards such as being wrapped in liner buildings and is required when a proposed development would require 150 parking spaces or more (or they can use Shared Parking)
- Parking Maximums are established based on the Character District with Lower Trailhead having highest allowance – We currently do not have any parking maximums with the exception of our Urban Residential and Urban Village Conditional

Zoning Districts.

- Shared Parking is encouraged
- Bicycle Parking is required for multi-family and commercial uses

Surface Parking in the City Core



The standards for parking are just one part of the larger strategy within the standards of the overlay district which combine to enable better utilization of land, expansion of economic opportunities, increased housing, and improved mobility within the City Core. For example, on the left you see how the same amount of area can be utilized for surface parking vs a mix of other land uses. Now imagine what the graph for tax revenue would look like between these two scenarios. On the right you see a photo example of how both parking and activated structures can be utilized together.

Standards for:

B. Access & Driveways - Minimize widths, 1 per 350', cross-connections

C. Service Areas - locate to rear, screen

D. Open Space - % of Site - amount depends on Character District, % required for Public Use based on land use

Amount of On-Site Open Space	% of Site	Public Use of On-Site Open Space	% of Site
Main Street	5%	Commercial	50%
Downtown Edge	10%	Mixed-Use	25%
7 th Avenue	10%	Residential	Not Required
Lower Trailhead	15%		

Site Design

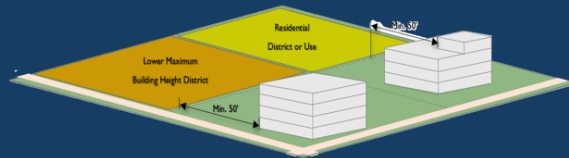
	MAIN STREET		DOWNTOWN EDGE		7TH AVENUE		LOWER TRAILHEAD	
	Commercial	Residential	Commercial	Residential	Commercial	Residential	Commercial	Residential
Plazas	•	•	•	•	•	•	•	•
Courtyards	•	•	•	•	•	•	•	•
Greens	•	•	•	•	•	•	•	•
Close	•	•	•	•	•	•	•	•
Pocket Parks	•	•	•	•	•	•	•	•
Linear Parks	•	•	•	•	•	•	•	•
Greenways	•	•	•	•	•	•	•	•
Outdoor Amenities and/or Recreation Spaces	•	•	•	•	•	•	•	•
Outdoor Dining	•	•	•	•	•	•	•	•
Rooftops	•	•	•	•	•	•	•	•

Access Standards help to limit curb-cuts and they require interconnectivity
 Service Areas – must be screened
 Open Space is required based on Character Area and can pick from long-list of different types

Standards for:

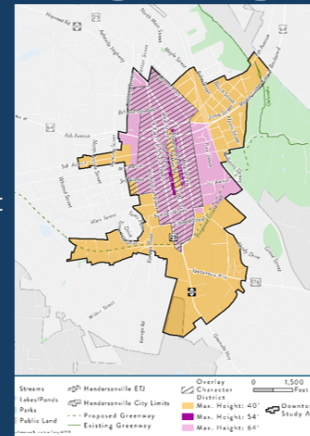
- A. Building Height** - Districts, Step-Backs
- B. Façade Articulation** - 40' Segments, Courtyard for longer buildings, Max 300'
- C. Building Elements**
 - A. Entrances** - Prominent
 - B. Windows** - Vertical, Recessed, Min. Coverage
 - C. Roofs** - Main St = Flat; 7th Non-Res + Mixed Use = Flat
 - D. Doors** - Recessed encouraged

Building Design



Building Design

Click to add text



Downtown Design Overlay

Moving on to Building Design

Building Height is based on the building height map

- Step-backs required for transition to Residential and to lower height districts.

- Some areas zoned CMU (max height 64') are in the area proposed for 40' height limitation and therefore would have a decreased height allowance.

Façade Articulation required to provide architectural interest

Requirements for certain Building Elements provide standards for various architectural features - These standards are not much different or even less rigorous than what we already require in our [Mixed Use](#) Districts.

- D. Ground Floor Activation** - Transparent, Residential = Stoops/ Porches
- E. Building Materials** - Permitted & Prohibited Materials List, Brick 50% in Main & Downtown Edge
- F. Drive-Throughs**
- G. Franchise Architecture** - Prohibited / Uses still allowed just the architecture would have to conform
- H. Signs** - Moved to Sign Ord. Chapter. Prohibits digital, freestanding, internally illuminated, roof, painted over awnings. Allows wall, hanging, awning, painted. External illumination



Building Design

Downtown Design Overlay

Ground Floor Activation aims to have transparency (windows) and active uses along street frontage

Building Materials list what façade materials are permitted and which are prohibited - These standards are not much different than what we already require in our [Mixed Use](#) Districts.

Franchise Architecture is limited - The uses are still allowed but the copy/paste corporate building design would have to be modified to conform with the standards.

Drive-Through Facilities are currently not allowed except for in C-3 which is a small fraction of the DDO. We would not be able to further prohibit drive-throughs with the downzoning law in place. We can require the drive-throughs to be limited to the side and rear of buildings but that is already the way that most of these are designed.

Signs have standards to ensure compatibility

Additional Topics

Standards for:

A. Small Cell Facilities - Poles & Antennas

B. Permitted Uses

A. Do we prohibit first floor residential on Main St?

- ~~Parking lots and~~ parking garages
- Residential dwellings, single-family **on upper floors only**
- Residential dwellings, two-family **on upper floors only**
- Residential dwellings, multi-family, **subject to Supplementary Standards contained in this section on upper floors only**



- Within the Main Street district, the ground floor shall be composed of commercial uses.
- Use of ground floors for private residences is discouraged within the Main Street and Downtown Edge districts, with exception for townhomes and brownstones, or for entry foyers to upper floor units.
- Private residence entries should incorporate features such as stoops, porches, etc.

Downtown Design Overlay



Small Cell Standards are needed City-Wide as we currently have none. Facilities have recently been installed in the ROW and additional applications are expected. Special design standards in the DDO are needed. This will be coming to you in a separate ordinance.

Regarding adjustments to permitted uses, residential uses on first floors are proposed to be limited to side streets in downtown. Based on feedback from City Council, we will likely have to revisit this with the DAB where some members have a desire to not eliminate this first floor use entirely within the Main Street Character Area. An alternative that staff is proposing is to limit residential uses along frontages but still allow on first floor in some areas. For instance, the standard could limit residential to upper floors only on properties with Main St. frontage. On the side streets, residential could only be in the rear half of a first floor, in basements or in upper floors. This would retain the front 50% of ground floors for non-residential uses.

Additional Topics

Standards for:

A. Permitted & Prohibited Uses

- **Do we allow additional use in R Districts along trail?**
- Bicycle Retail and/or Service Shops
- Personal or Professional Office
- Surface Parking Lots
- Residential, Small-Scale Multi-Family
- Specialty services such as bicycle rental, shuttle services, guided tours



Considering economic development opportunities along our off-street trails, along with the DDO, the following uses have been considered within Residential Districts that are within the DDO boundaries and adjacent to the trail ROW – is this increase in intensity along our trails something that Council would support?
The following proposed Special Uses would be limited to those properties directly adjacent to a trail ROW and limited in size by the Supplementary Standards found in the Zoning Ordinance:

Questions?

Matt answered questions and got feedback from the group.

5. OTHER BUSINESS – None

6. ADJOURNMENT

Sarah Cosgrove moved to adjourn and there being no further discussion, the meeting was adjourned at 12:48 p.m. upon unanimous assent of the Committee.

Sarah Cosgrove, Chairman

ATTEST:

Jill Murray, City Clerk