



## CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY



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<b>SUBMITTER:</b>	Jamie Carpenter, Downtown Manager	<b>MEETING DATE:</b>	December 13, 2022
<b>AGENDA SECTION:</b>	NEW BUSINESS	<b>DEPARTMENT:</b>	Community Development - Downtown
<b>TITLE OF ITEM:</b>	Team Projects and Updates		

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New items or updates in RED

**1. NC MAIN STREET CONFERENCE – Save the date**

**2. Special Events Fee & Policy Updates:**

- January – Will present proposed fee schedule update for approval

**3. Sidewalk Dining Review Schedule - For sidewalk dining and next steps, we plan to do the following:**

1. Make a list of the noncompliant dining and why they are non compliant
2. Evaluate at the community character team meeting (October) – (10/2022 updates) Team reviewed and recommended keeping standards the same in the ordinance. Staff will work to communicate those recommendations.
3. Other updates working on with legal – changing “restaurant” to “food and beverage”; changing geographic boundaries to both Municipal Service districts; and provisions for outdoor dining structures.
4. Provide a grace period for compliance, which by that point it will be by the time we do renewals in the spring

**4. Parking Meter & Permit Implementation**

Currently:

- Reviewing proposals for parking access control systems (PARCS) for the garage
- Finalizing permit fees – proposed:
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  - \$25 - Dogwood Lot (targeted at downtown employees)
  - \$60 interior lots
  - \$80 - Garage lot
  - \$2 per hour (first 30 minutes free) on Main Street/Avenues
  - \$1.50 per hour (first hour free) in lots and garage

- Reviewing & meeting with city attorney and police regarding ordinance changes (enforcement, booting, towing, ticket escalation)
- November 9 – Parking Q&A meeting for the public – as a part of this meeting, we will open up the waitlist for the new parking passes:
  - 1. Current permit holders
  - 2. Downtown businesses and downtown employees
  - 3. Open to the public
  - From direction of Economic Vitality Team we will consider removing metered parking in the Dogwood lot and make it permit only, and investigate a cap per business of permits for the first round of the waitlist.
- Economic Vitality Team reviewed options for employers to provide employee parking:
  - 1) If employer would like to provide parking passes for employees in public lots (Dogwood Lot):
    - a) When onboarding new employees, the employer should create a parking account for the employee that includes the license plate tag and car information and employee contact information. The employer can set up the payment method for the business to pay.
    - b) When an employee leaves, it is the responsibility of the EMPLOYER to contact parking services to remove that employees account. This should be incorporated in your off-boarding process.
  - 2) Employer provides a stipend or reimbursement for parking to employees and recommends employees reserve a spot in the Dogwood lot.
  - 3) Employer provides information for how employees can obtain a permit without covering costs.

#### 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

#### 5. Events:

- **Garden Jubilee Independent Contractor RFP has been selected – Dragonfly Marketing**
  - **Vendor communication has started**
- Friends of Downtown Events remaining in 2022:
  - Holiday Train Rides – December 17 (formerly TDA activity)

6. **7<sup>th</sup> Avenue Branding** – Final report was submitted by Arnett Muldrow. This is scheduled to be presented to City Council on December 1. While we initially wanted to do a kickoff with the winter farmers market, that timing will be difficult to accomplish. Following the presentation to council, we will work on a slow rollout of logo and design, leading up to a tentative kickoff party on April 7 (Friday).

**7. 7<sup>th</sup> Avenue Streetscape** - CMAR has reached out to subcontractors on pricing information and scheduling. Working on estimate and schedule. City team will then do value engineering to fit within the budget.

**8. Downtown Business Investment Initiative –**

Update to office space – instead of the proposed in-kind agreement with Ringo Fire, we are simplifying that to a lease agreement, which would then still allow use of the conference room and cubicle for business support spaces if needed. The lease revenue would offset approximately 1/3 of the debt services on our building and budget and may further supplement the investment program.

**Dogwood Grant / Investment Program progress/next steps:**

1. Approve Grant Contract with Dogwood Health Trust – in process with legal
2. Contract Agreement with Mountain BizWorks – in process
3. Education & Training Partners:
  - a. Contract Agreement with Black Wall Street
  - b. Additional educational partners
4. Present to Council
5. Kickoff Program
6. Review & Suggest updates

**8. Downtown Master Plan / Comp Plan –** Community Development dept working on timeline with consultant.