



CITY OF HENDERSONVILLE BUSINESS ADVISORY COMMITTEE

City Hall – 2nd Floor Meeting Room | 160 6th Avenue E. | Hendersonville NC 28792
Monday, July 8, 2024 – 11:30 AM

MINUTES

Present: Chair Ken Gordon, Vice-Chair Rebecca Waggoner, Sarah Cosgrove, Jennifer Hensley, Chris Cormier, Adam Justus and Jay Egolf

Absent: John Stevens, Cam Boyd, and Brittany Brady

Staff Present: City Manager John Connet, Assistant City Manager Brian Pahle, City Clerk Jill Murray, Communications Manager Allison Justus, Budget Manager Adam Murr, Staff Attorney Daniel Heyman and Community Development Director Lew Holloway

Others:

1. CALL TO ORDER

Chairman Ken Gordon called the meeting to order at 11:31 a.m. and welcomed those present.

The committee did not approve the agenda, minutes or the schedule until Jay Egolf arrived at 11:57 a.m., which then gave us a quorum.

2. APPROVAL OF AGENDA

Fair Waggoner moved, seconded by Chris Cormier to approve the agenda as presented. Motion carried unanimously.

3. APPROVAL OF MINUTES

Fair Waggoner moved, seconded by Jennifer Hensley to approve the minutes of February 19, 2024 Special Call Meeting. Motion carried unanimously.

4. NEW BUSINESS

A. Approval of 2024 Annual Schedule of Meetings - Jill Murray, City Clerk

Jennifer Hensley moved, seconded by Fair Waggoner to approve the 2024 Annual Schedule of Meetings.

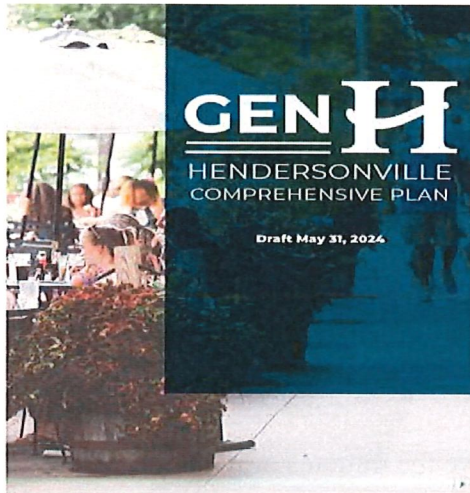
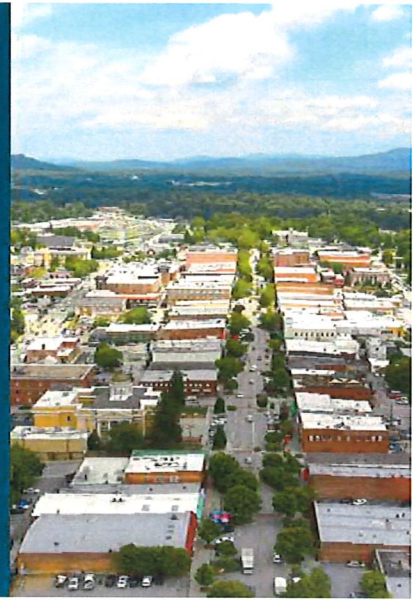
B. Draft Comprehensive Plan - Lew Holloway, Community Development Director and Matt Manley, Strategic Projects Manager

Lew Holloway gave an update on the draft comprehensive plan and showed the following PowerPoint presentation.

GEN H

HENDERSONVILLE COMPREHENSIVE PLAN

Public Hearing
07.10.2024



- **Purpose** - What is the Plan?
- **Process** - How was the Plan developed?
- **Content** - What are the key components of the Plan?
- **Next Steps**

PURPOSE

What is it?

An Effective Tool to Manage Change

- Meet Requirements of State Statutes (160D)
- Up-to-date Guide, Informs Decisions of Many



Policy Makers: Elected
and Appointed
Leaders



Staff of City
Depts.



Partners (Area Agencies,
Neighboring Jurisdictions,
Nonprofits, etc.)



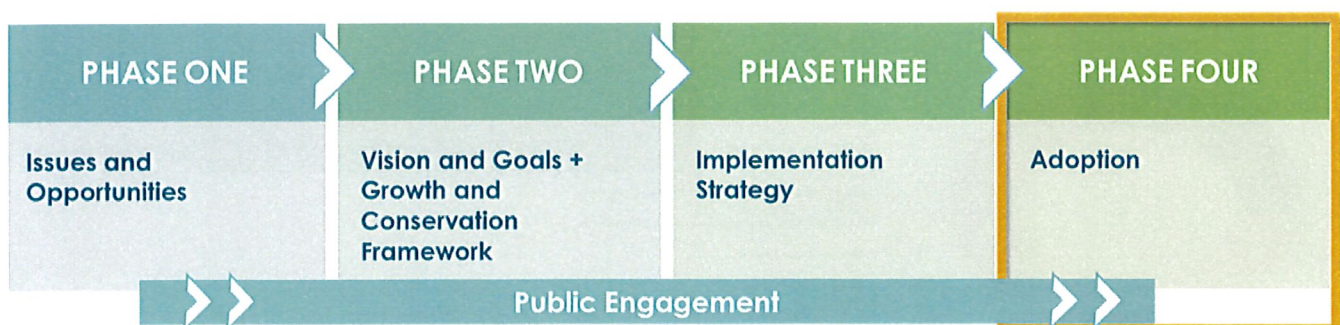
Property
Owners &
Developers

PROCESS

How was it developed?

Process Overview

- 12+ months
- Robust Community Engagement Program



Engagement by the Numbers



Stakeholder Discussions



Presentations & Pop-Ups



Round Table Discussions



Council Conversations



Meeting Kits



Community Advisory Committee



Policymaker Workshops



Community Surveys



Public Input on Draft Plan

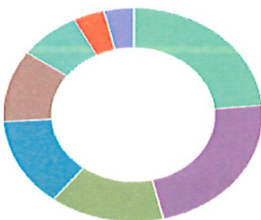


View Public Input on the Draft Plan
<https://publicinput.com/u8011>

Project Engagement

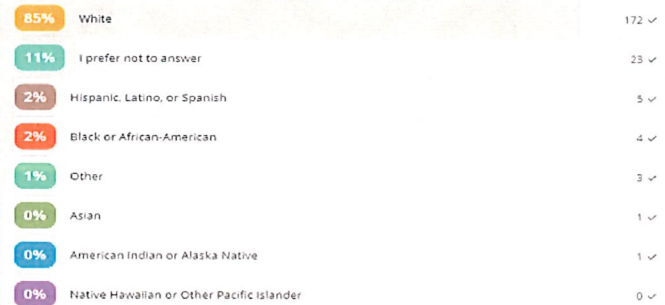
VIEWS	PARTICIPANTS	RESPONSES	COMMENTS
744	247	847	133

What is your age?



Gen H Comprehensive Plan

What is your race/ethnicity?

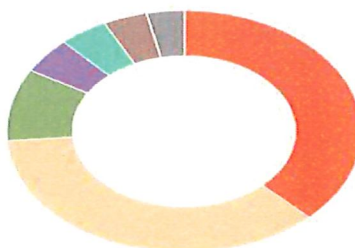


203 Respondents

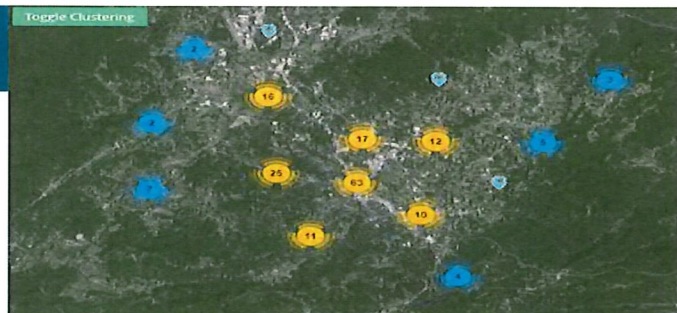
8

Public Input

Where do you live?



229 respondents



CONTENT

Key components?

Table of Contents

Chapter I. About the Plan

Chapter II. The Planning Process

Chapter III. Hendersonville Today

Chapter IV. The Vision for the Future

Chapter V. Downtown Master Plan

Chapter VI. Realizing the Vision: The Action Plan

Appendices

A. Policy Analysis

B. Existing Conditions Report

C. Scenario Planning

D. Community Engagement Summary

E. Economic Development Plan

- **Goals**
- **Vision Map**
- **Focus Areas**

- **Downtown Master Plan**
- **Downtown Design Guidelines**

- **Implementing the Plan**

Gen H Vision Statement

Vision Statement

"Hendersonville is known as a livable city with a strong sense of community created through commitments to—and investments in—quality neighborhoods, a strong local economy, sustainable infrastructure, accessible public facilities, context-appropriate amenities, and the conservation of historic, cultural, and environmental assets that define its character and identity."

Goals



Vibrant neighborhoods



Abundant housing choices



Healthy and accessible natural environment



Authentic community character



Safe streets and trails



Reliable and accessible utility services



Satisfying work opportunities



Welcoming and inclusive community



Accessible and available community uses and services

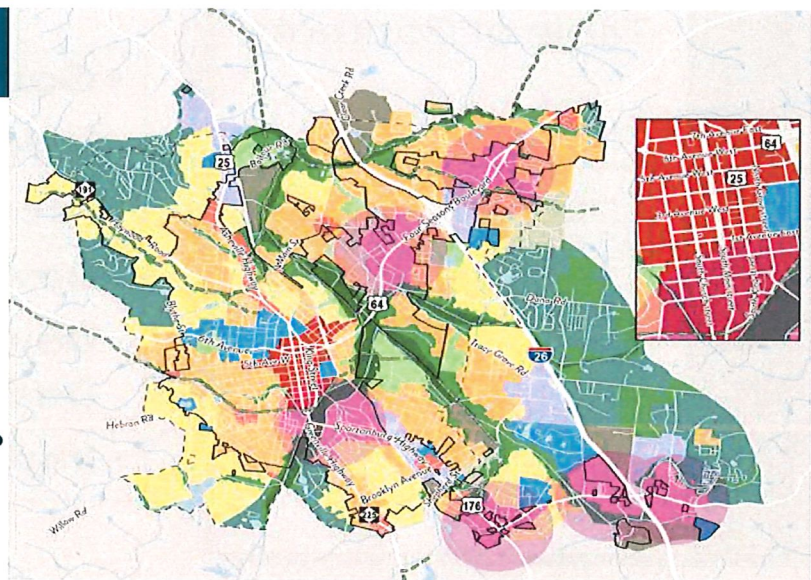


Resilient community

Vision Map

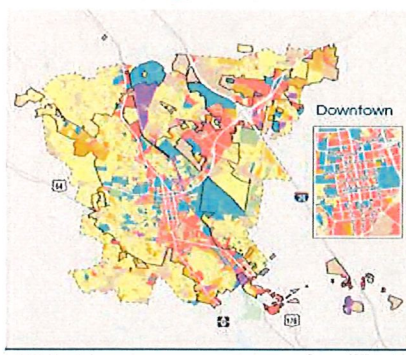
Depicts the preferred future development pattern that responds to the goals expressed by the community.

Future Land Use & Conservation Map (DRAFT)

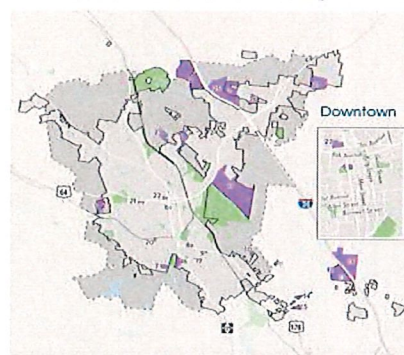


Land Use – Current Development Pattern

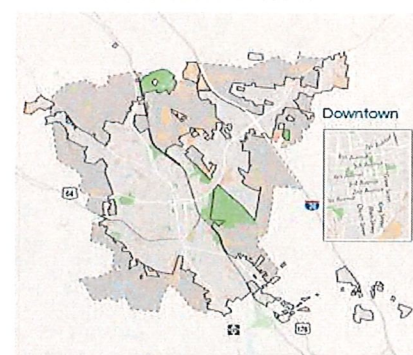
Existing Land Use

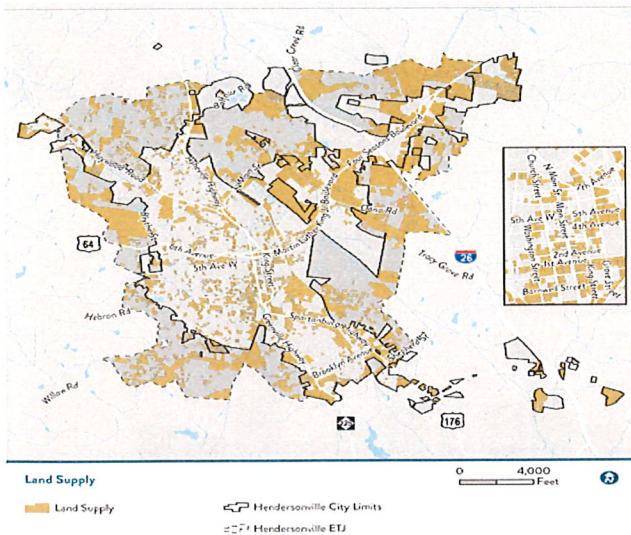


Committed Development



Vacant Land





Land Supply

Where should new development occur?

- Developed
- Protected
- Underutilized / Underdeveloped
- Undeveloped

"Land Supply" is comprised of these two areas, which in combination encompasses **3,832 acres** (or roughly half of the land in the city and ETJ).

Land Use



In determining what kind of development is appropriate in the future, three factors are taken into consideration: the data about available land, the market conditions, and the community's expectations and aspirations

Housing (in various forms, incl. duplexes)

Department Stores

Restaurants (sit-down)

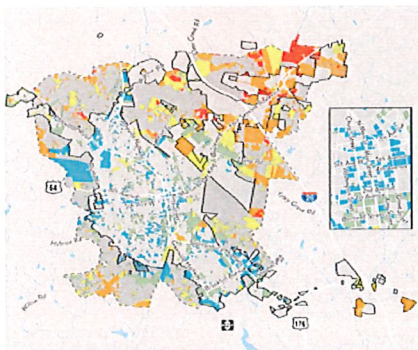
Entertainment and Event Venues,
Performing Arts

Community Spaces:
Parks, Playgrounds, Coffee Shops

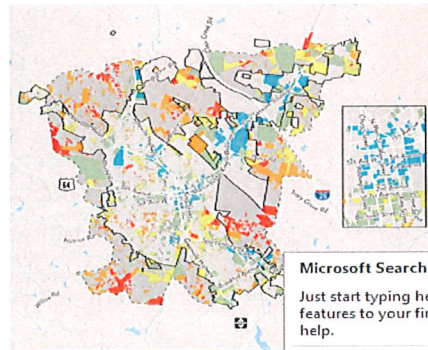
Senior Center(s)

Suitability

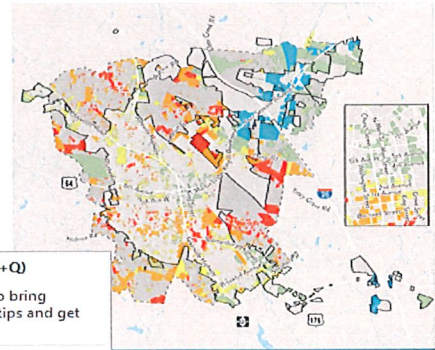
Data reveals suitability of "land supply" for uses:



Residential



Commercial

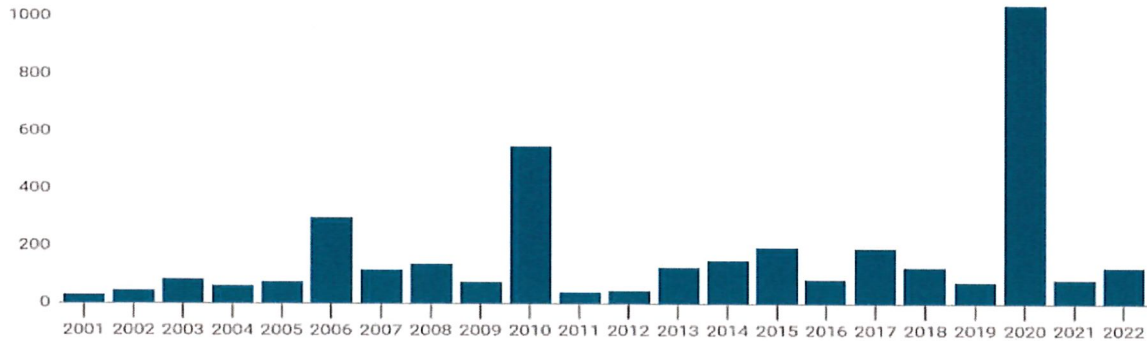


Industrial

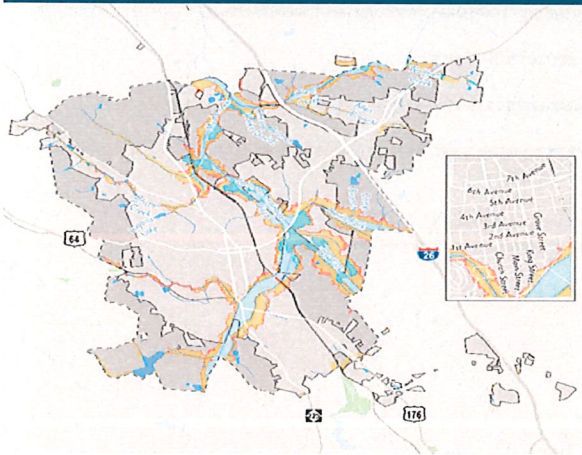
Microsoft Search (Alt+Q)
Just start typing here to bring features to your fingertips and get help.

[Tell me more](#)

Population Growth (2001-2022)



Threats to Conservation



Gen H Comprehensive Plan

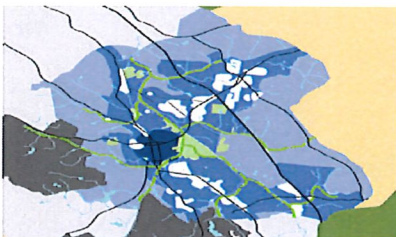
A compact development footprint increases opportunities for conservation of environmental and cultural assets, reducing encroachment and development pressure.



20

Growth Options

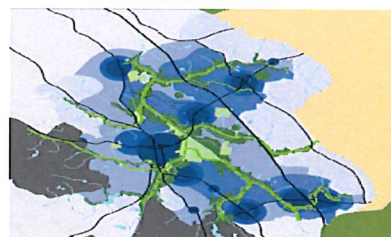
Trend



TREND... The city builds out in all areas of the urban services area according to current trends?

Gen H Comprehensive Plan

Alternative



ALTERNATIVE... Growth—and development—is generally confined to the existing development footprint and the gaps within it? And there is emphasis on redevelopment, infill, and adaptive reuse of structures?

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Trend



Old field succession (passive):

uncontrolled growth, decline in vigor, lower productivity, diminished value, eventual death

Alternative



Selective pruning (proactive):

removal of "dead wood" (blight) and reducing competition (greenfield), healthy growth, increased productivity, stability

Vision Map

OPEN SPACE

- Open Space- Conservation, Regulated
- Open Space- Conservation, Natural
- Open Space- Recreation

LIVING

- Rural Residential
- Family/Neighborhood Living
- Multi-Generational Living

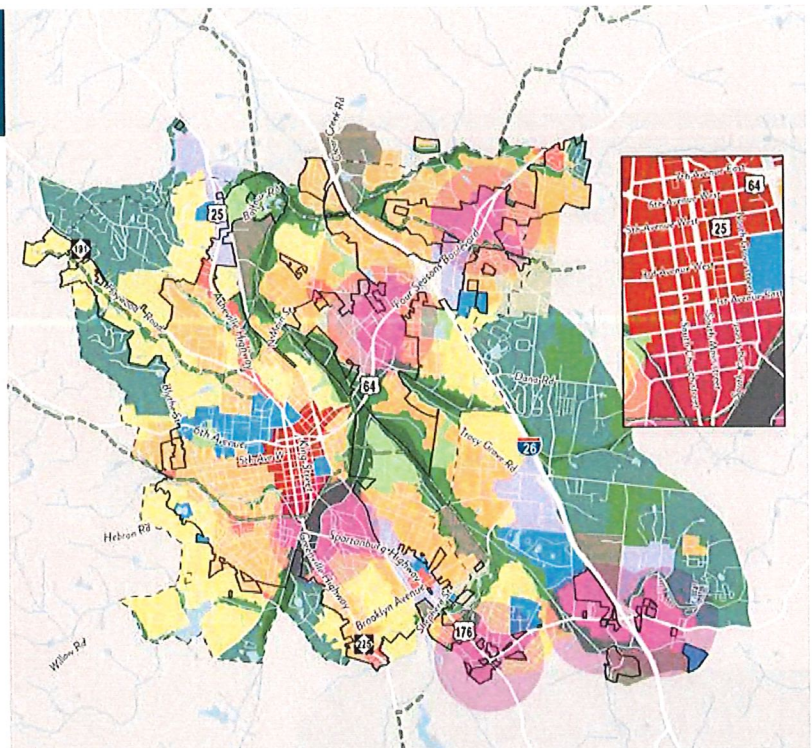
EMPLOYMENT

- Mixed-Use Employment
- Institutional
- Innovation
- Production

ACTIVITIES

- Downtown
- Mixed-Use Commercial
- Neighborhood Center

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Open Space



Open Space- Conservation, Regulated



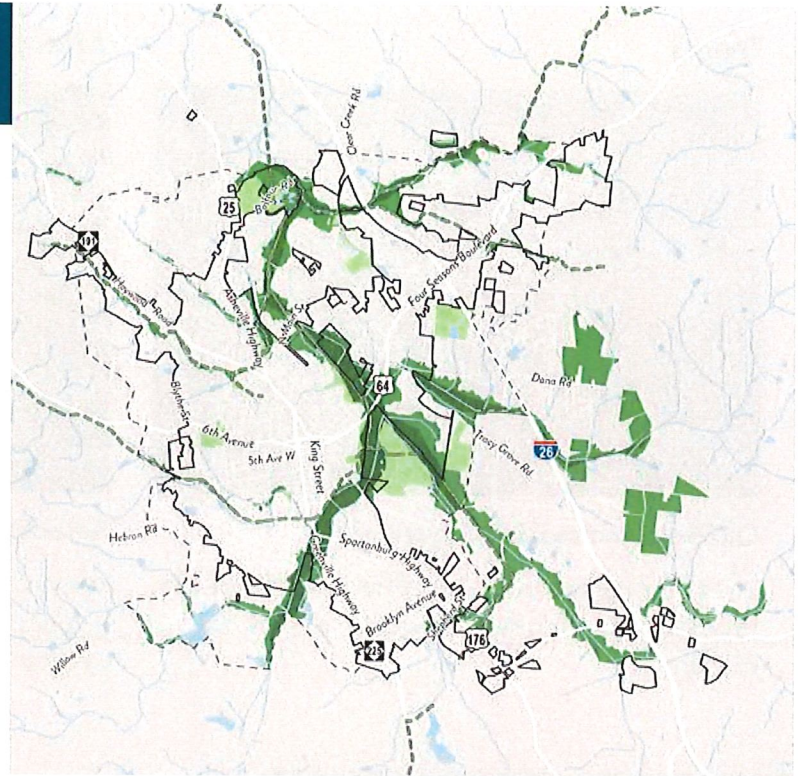
Open Space- Conservation, Natural



Open Space- Recreation

Open Space Character Areas account for 19% of the Study Area

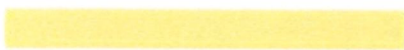
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Living



Rural Residential



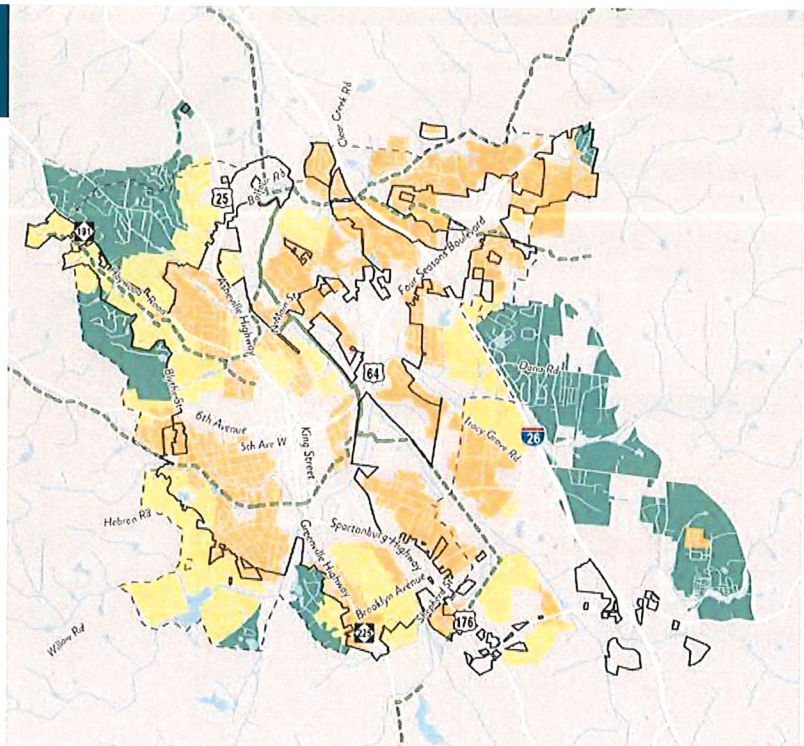
Family/Neighborhood Living



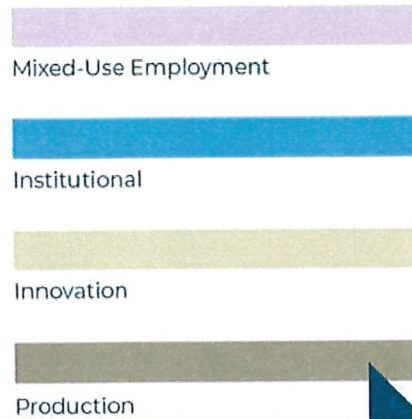
Multi-Generational Living

Living Character Areas comprise over half of the study area (56%)

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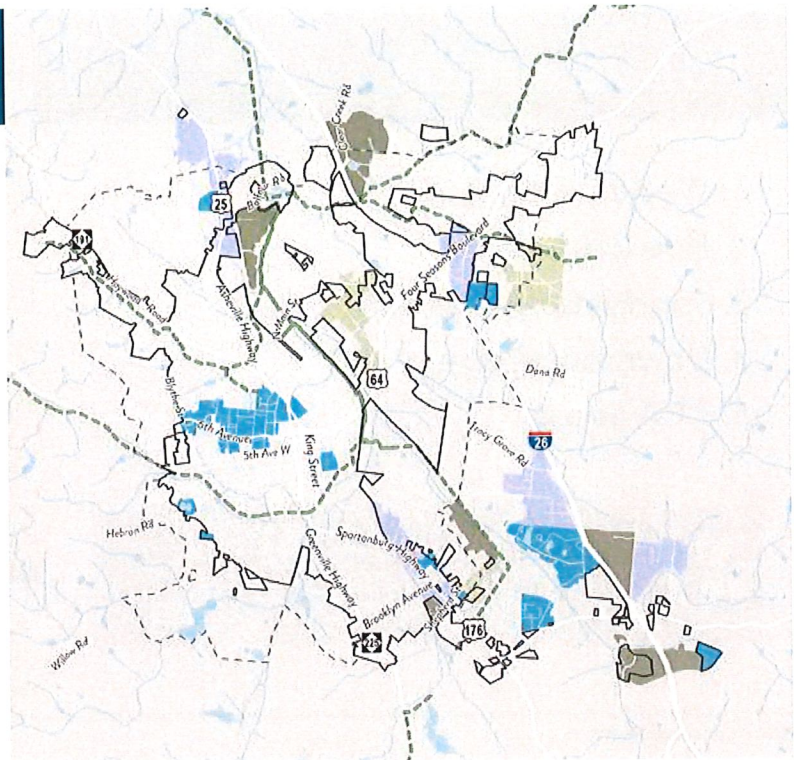


Employment

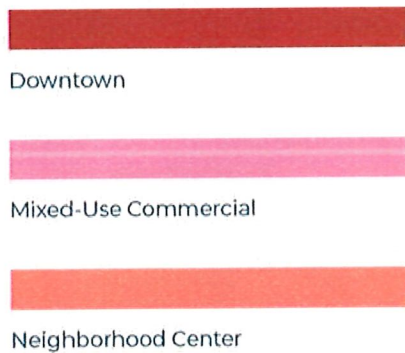


Employment Character Areas account for 15% of the Study Area

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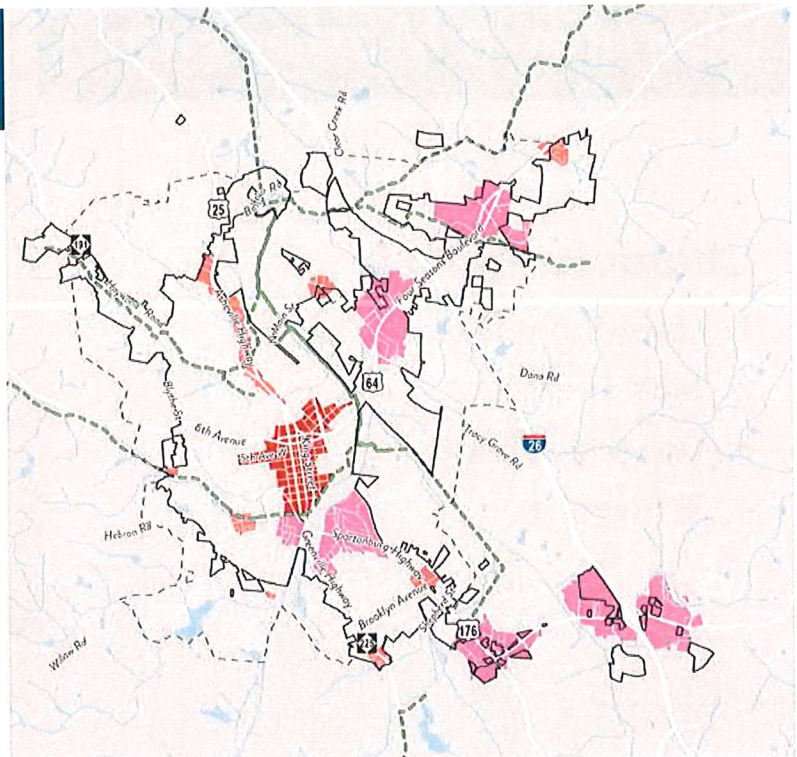


Activity



Activity Center Character Areas comprise 10% of the Study Area

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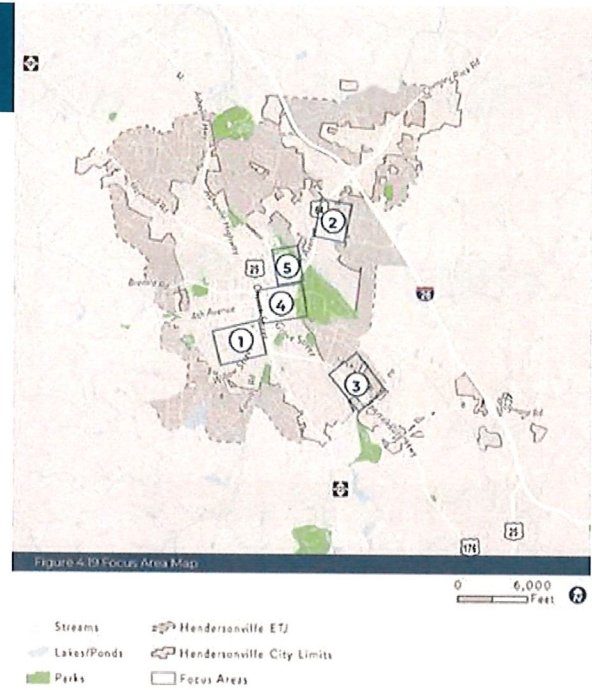


Focus Areas

1. Western Ecusta Trail
2. Blue Ridge Mall
3. Spartanburg Highway
4. Downtown Edge
5. 7th Avenue

- 1 of 1,000 possibilities for how Character Areas may be realized over the next 20 years
- Nothing changes unless the property owner chooses to make the change

Gen H Comprehensive Plan

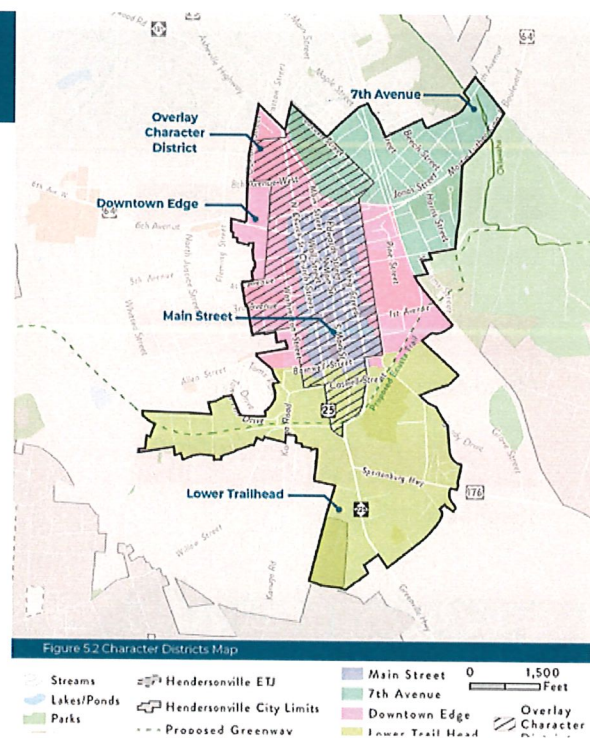


Downtown Master Plan

Character Districts

1. Lower Trailhead
2. Main Street
3. Downtown Edge
4. 7th Avenue

Gen H Comprehensive Plan

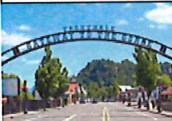


Implementing the Plan

Connect People to the Great Outdoors



Transform Gateways and Corridors



Gen H Comprehensive Plan

1. Implementation Strategy

2. Implementation Projects

3. Operational Policies

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Short-Term Implementation Projects

HVL Gen H Comp Plan Implementation Portfolio – Short-Term Projects (Draft, 5/19/24)

The Hendersonville Gen H Comprehensive Plan includes a number of action steps to help the City of Hendersonville move quickly and effectively from planning to implementation to begin pursuing its shared community vision. The comprehensive plan lists 78 different implementation measures organized under the 10 plan goals. This is an extensive list that will take years to fully implement. As a result, below is a list of 34 of these projects to consider for short-term action. Together, these form a pool of projects from which to draw for initial implementation efforts, once the plan is adopted. In this way, the City of Hendersonville and its partners can work together in the years ahead to help manage the forces of change and advance the shared community vision. This is a living document and project details will evolve over time, so City of Hendersonville staff will need to update this list periodically to reflect the latest information about each project.

KEY FOR "ESTIMATED COST LEVEL" COLUMN

This column suggests a prioritization for the short-term projects for when deciding which projects to pursue.

• \$1 - Able to be implemented using discretionary funding available
• \$5 - Able to be implemented with a letter from the mayor
• \$10 - Able to be implemented with a letter from the mayor
• \$15 - Able to be implemented with a letter from the mayor
• \$20 - Able to be implemented with a letter from the mayor

KEY FOR "POTENTIAL FUNDING SOURCES" COLUMN

This column suggests a prioritization for the short-term projects for when deciding which projects to pursue.

• \$1 - Consider including these projects first
• \$2 - Consider including these projects second
• \$3 - Consider including these projects third

NO.	NAME	DESCRIPTION	LEAD STAFF	EST. COST LEVEL	POTENTIAL FUNDING SOURCES	NOTES
1. Vibrant Neighborhoods						
1.01	Establish neighborhood matching grant program for self-directed improvements (\$-3)	Invite neighborhood organizations and community groups to submit grant proposals to the City to make improvements that improve such as gateway signage, artwork, local history institutions, and improvements to pocket parks.	Community Development Dept., Engineering Dept., Public Works Dept.	\$55	General Fund	• Add to Dept. work plan • Research existing grant programs and develop a list of potential projects • Develop a list of potential projects • Develop a list of potential projects

NO.	NAME	DESCRIPTION	LEAD STAFF	EST. COST	FUNDING SOURCES	NEXT STEPS
1.02	Reconnect neighborhoods to green space amenities by making public investments and adding code standards in new UO (\$-2)	Strengthen the linkages between residential areas and parks through public investments such as sidewalks and trails, and development requirements requiring these connections.	Community Development Dept., Engineering Dept., Public Works Dept.	\$55	General Fund, MPO grants, state and federal grants	• Add to Dept. work plan • Identify and prioritize infrastructure projects • Write grant proposals as needed • Include code updates in larger UO update
1.03	Update minimum housing code to reflect code enforcement to improve dispirited properties in equitable manner (\$-1)	Review code requirements to catalyze action to address unsafe conditions and poor maintenance on properties in a way that assists residents with limited resources or fixed incomes.	Community Development Dept.	\$55	General Fund	• Add to Dept. work plan • Research examples • Identify preferred program features • Implement updated program
2. Abundant Housing Choices						
2.01	Utilize existing Mixed Use Zoning Districts to introduce multi-family housing in commercial corridors and redevelopment areas (\$-1)	Support the production of multi-family housing in commercial corridors and redevelopment areas through the City's existing mixed use zoning districts.	Community Development Dept.	Staff time	NA	• Develop public information about current and future opportunities • Share information with economic development partners, development community, business community, and property owners
2.02	Implement top projects from Affordable Housing Strategic Plan	Support the production of more affordable housing by implementing the top projects in the City's new Affordable Housing Strategic Plan. Strategies might include creating a Housing Trust Fund, working with institutional partners to catalyze affordable housing development, using development standards to promote affordable housing production (e.g., expanded housing types, incentive affordable housing, update conditional zoning standards).	Community Development Dept.	\$55	General Fund, possible City bond referendum, HOME and CDBG funds, Low Income Housing Tax Credit	• Select priority implementation projects from Affordable Housing Strategic Plan • Develop project-specific work plans • Secure necessary funding • Organize and initiate projects • Manage project portfolio

DRAFT, 5/19/24

Gen H Comprehensive Plan

3

Next Steps

7/11-7/31

Draft Gen H Plan Revisions

8/1

City Council Adoption

Draft Gen H Plan is available online and in print
at City facilities

Gen H Comprehensive Plan



BOARD RECOMMENDATIONS

Planning Board

- Special Called Meeting – June 24, 2024
- Recommended Approval of the Plan with the following revisions/considerations:
 - Add statement / explanation of jurisdictions (City, ETJ, Unincorporated County) in the Future Land Use & Conservation Map.
 - Add definitions of "Affordable Housing".
 - Address readability of maps and illustrations (include road names and landmarks).
 - Address land use designations in area around Pardee Hospital considering existing zoning (MIC).
 - Look for ways to streamline primary document .
 - Consider different photo examples that have more direct relevance to Hendersonville.

Downtown Advisory Board

- Regular Meeting – July 9, 2024
- Recommended Approval of Chapter 5 – Downtown Master Plan - with the following revisions/considerations:
 - Building Height recommendation....
 - Consider different photo examples that have more direct relevance to Hendersonville – PB Concurred
 - Address readability of maps and illustrations (include road names and landmarks) – PB Concurred
 - Use color coding throughout Streetscape Character section for better understanding of recommendations. Include legend. (pgs 218-222)
 - Clarify Building Height on Pages 258 and 259
 - Better instruction or diagrams to help inform signage recommendations
 - Correct any map labeling errors

C. Discussion Regarding Redevelopment of Non-Conforming Properties - John Connet, City Manager

City Manager Connet explained that Chairman Ken Gordon has requested a discussion regarding City policy for the redevelopment of non-conforming properties.

Mr. Gordon said I would like to discuss the current requirements that the City has for landscaping, trees etc. for redevelopment purposes. For example, if you had a site that was conforming previously and if you followed all of the new requirements when redeveloping, you could actually impact the total number of parking spaces and reduce the site, and have less than the required number of parking spaces, which would restrict that usage potentially. He asked if the city is open to exploring limiting those impacts for those properties so that the developers can redevelop.

City Manager Connet said from a staff perspective, they would be happy to look at this and Council Member Hensley said that we would need to get specifics. Mr. Connet asked Mr. Gordon to put something in writing so that we can bring it back to the Committee in October and eventually in front of City Council.

Jay Egolf moved, seconded by Fair Waggoner, that the Business Advisory Committee would like to work with staff to look for ways to incentivize opportunities for redeveloping properties existing along the main corridor including looking at how regulations impact redevelopment. Motion carried unanimously.

D. FY 24-25 Budget Update - John Connet, City Manager

Mr. Connet explained that the main focus of the budget was public safety, benefits/salaries and then affordable housing etc. The top focus was public safety. There has been an uneasiness in the community because we've seen an increased in our unhoused population, an uptick in petty crime. Council Member

Hensley and Council Member Miller were pretty clear that we need to get on top of that and we're also in a wage war that relates to police and fire, maintaining police officers and firefighters, around the state. This is statewide problem. It's the nature of the beast when it comes to recruiting and the number of people that want to go into law enforcement is very small. We used to have a class at BRCC of 40-50 people, now its 15 and BRCC lost their criminal justice program so we're going to have to send people to Asheville, Isothermal, or AB Tech so that's going to hurt us for about five years. That being said we had to significantly raise salaries and it was more about retention and recruitment. We're trying to keep our staff and same thing with the fire department so in order to do that we raised the tax rate 3%. It was a tough decision but we had to do it. For example, the city of Gastonia just raised the starting salary for a law enforcement office to \$60,000 and they were given a \$16,000 sign-on bonus. Now that's not directly in our market but its close enough. We're competing with Asheville and Greenville and Henderson County and their sheriffs are still making a few thousand more. We don't have any large capital projects in the budget and we're threw with the comp plan so this tax increases will fund public safety. Public Safety got more of a raise than the rest of the organization just because that's where we needed to recruit. So that's why we needed to do a tax increase. We had one position that we added into the general fund and that was a downtown police officer.

5. OTHER BUSINESS – None

6. ADJOURNMENT

Rebecca Waggoner moved to adjourn and there being no further discussion the meeting was adjourned at 12:44 p.m. upon unanimous assent of the Committee.



Ken Gordon, Chair

ATTEST:



Jill Murray, City Clerk