



MINUTES

May 27, 2026

SECOND MONTHLY MEETING OF THE CITY COUNCIL HENDERSONVILLE HOUSING SUMMIT

HENDERSONVILLE HIGH SCHOOL AUDITORIUM | 1 BEARCAT BLVD. | 5:30 p.m.

Present: Mayor Pro Tem Dr. Jennifer Hensley and Council Members Lyndsey Simpson, Melinda Lowrance and Gina Baxter

Staff Present: City Manager John Connet, Deputy City Manager Brian Pahle, City Clerk Jill Murray, City Attorney Angela Beeker, Assistant City Manager Public Services Brent Detwiler, Budget & Evaluation Director Adam Murr, Management Analyst Jenny Floyd, Communications Director Allison Justus, Communications Coordinator II Brandy Heatherly, IT Manager Jay Heatherly, Fire Chief Justin Ward, Community Development Director Lew Holloway, Planner Sam Hayes, City Engineer Brendan Shanahan, and Police Chief Blair Myhand

Absent: Mayor Barbara G. Volk

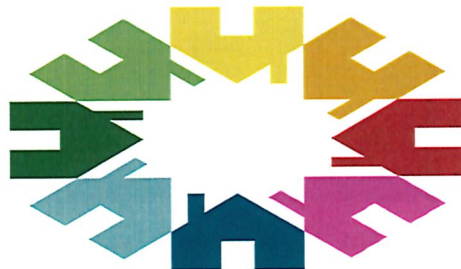
1. CALL TO ORDER

Mayor Pro Tem Jennifer Hensley called the meeting to order at 5:30 p.m. and welcomed those in attendance and a quorum was established.

2. PRESENTATION

- A. **Hendersonville Housing Summit** – *Mayor Pro Tem Jennifer Hensley, Council Members, Lyndsey Simpson, Melinda Lowrance, Gina Baxter, and City Attorney Angela Beeker*

Jennifer Hensley began by welcoming everyone and thanking Hendersonville High School and Henderson County for the use of their facility. Each of the women then took turns speaking about the PowerPoint.



Hendersonville Housing Summit



**Hendersonville
High School**



**HENDERSON COUNTY
PUBLIC SCHOOLS**

**Si necesita servicios
de interpretación,
por favor visite
la mesa de True Ridge
al frente del auditorio.**





Brief History of the Strategic Housing Plan



A short video from Shane Phillips was played.

Message from Shane Phillips



A short video from Patric Bowen was played.

Message from Patrick Bowen



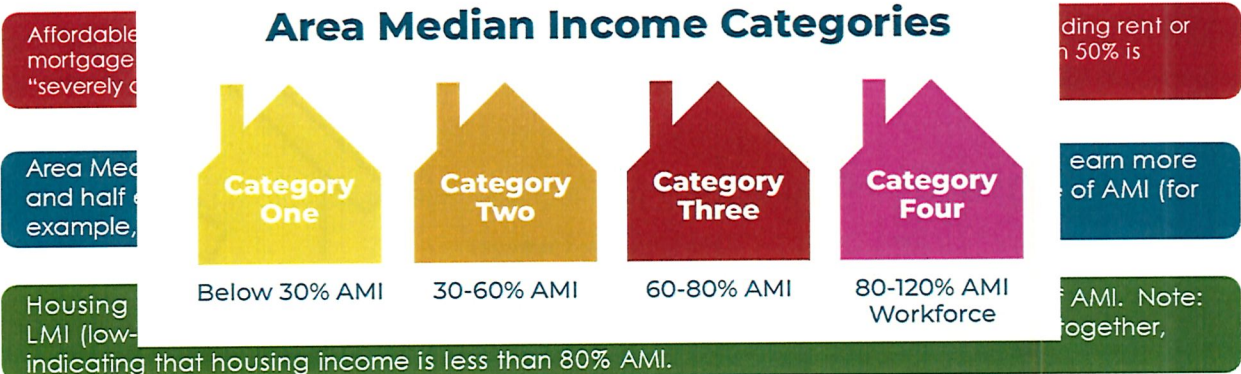
Hendersonville Housing Summit





The City of Hendersonville Strategic Housing Plan

Key Terms



Asheville MSA – Area Median Family Income 2026

\$103,200

HUD Income Limits 2026

	FY 2026 Income Limit Category	One Person Family	Two Person Family	Three Person Family	Four Person Family	Five Person Family	Six Person Family
Category 1	Extremely Low Income Limits (\$)*	21,500	24,600	27,650	33,000	38,680	44,360
Category 2	Very Low (50%) Income Limits (\$)	35,850	40,950	46,050	51,200	55,300	59,400
Category 3	Low (80%) Income Limits (\$)	57,350	65,550	73,750	81,900	88,500	95,050

<https://www.huduser.gov/datasets/il/il2026/summary?reporttype=county&year=2026&counties=3708999999&states=37&q=Henderson%20County,%20NC>

City of Hendersonville

November 18, 2024

Housing Needs Assessment

Strategic Housing Plan Steering Committee

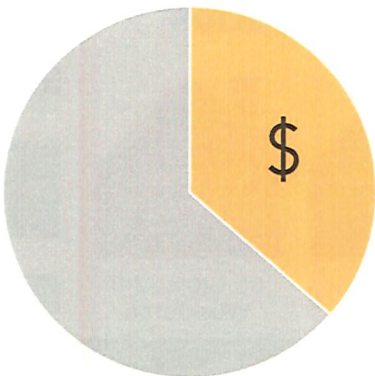


SCHOOL OF GOVERNMENT
Development Finance Initiative

DEVELOPMENT FINANCE INITIATIVE

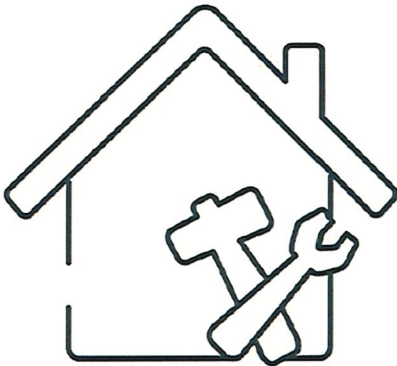
Housing need is both **cost** and **quality**

Households have housing need if housing-related expenses are **more than 30% of the household's income**.



Housing-related expenses include rent or mortgage payments, plus insurance, and utilities.

Households have housing needs if they live in **poor quality** or **overcrowded** housing.

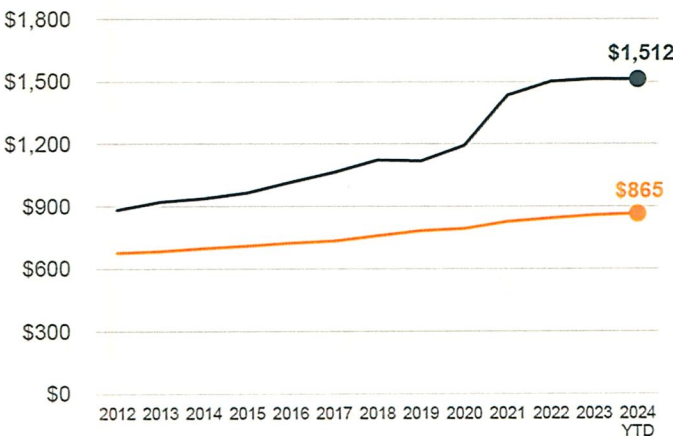


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DEVELOPMENT FINANCE INITIATIVE

Rents among Class A & B properties increased 25% post-COVID

Average rent by building type among market-rate multifamily properties in Hendersonville



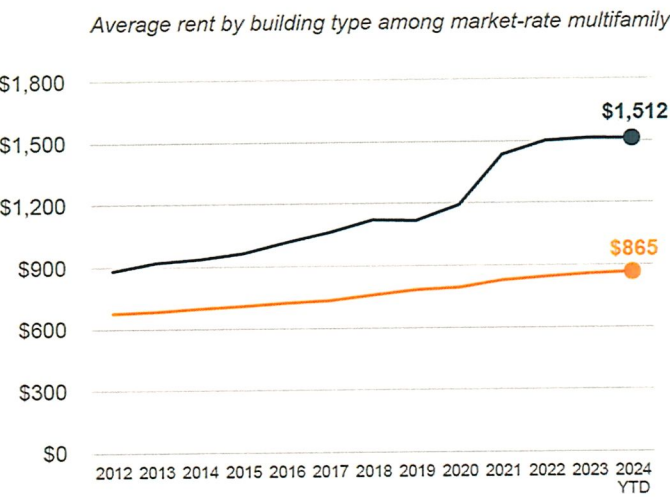
Rents among **Class A & B** properties increased 25% post-COVID and are affordable to households making over 80% AMI.

Rents among **Class C** properties have not increased as quickly, but likely have challenges with quality and safety.

29

Source: CoStar

The median Class C rental unit is nearly 50 years old



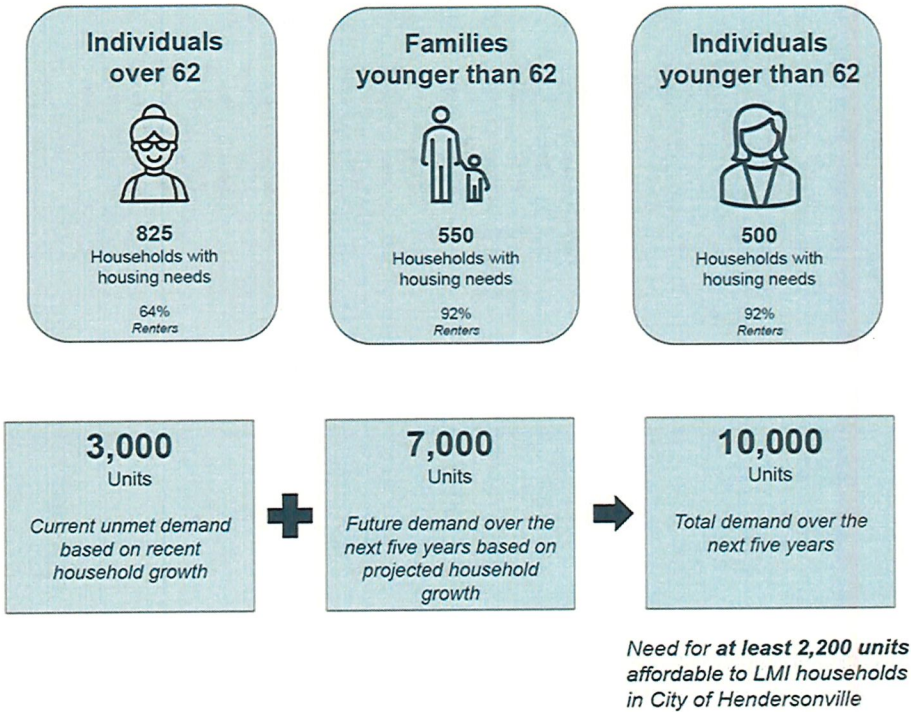
The median year built of **Class A & B** units is **2004...**

...while the median year built of **Class C** units is **1976**.

Despite large differences in quality, the vacancy rate among both property types is 3%.

Source: CoStar

Housing Needs in Categories 1, 2 and 3



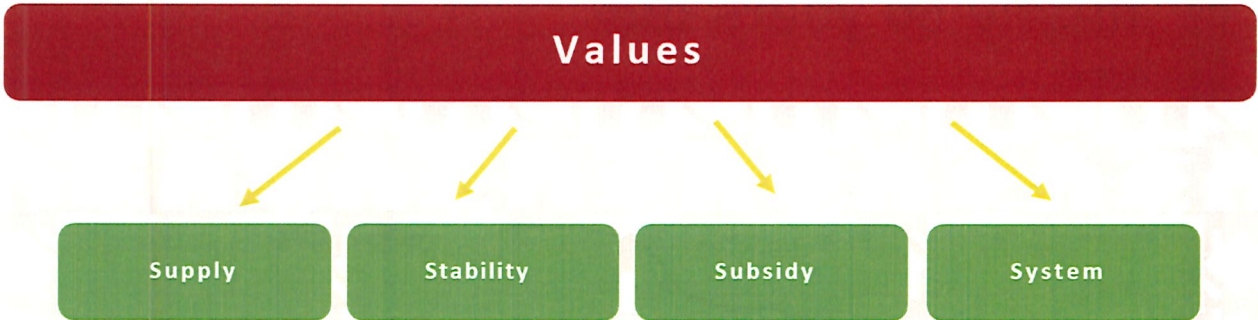
Strategic Housing Plan Organization

The Strategic Housing Plan is a 5-year plan.

Strategies (10)

Actions (48)





The Four S's

The City of Hendersonville Strategic Housing Plan Vision Statement

We envision a community where everyone has a safe, stable, and affordable place to call home - where people take pride in where they live, where individuals from diverse backgrounds live harmoniously, and where a variety of housing options exist to meet the full spectrum of community needs.



Strategic Housing Plan - Goals

Goal 1: The City will grow its percentage of households to 18% of Henderson County's Total Households over the next 5 years. To achieve this, the City will accommodate 3,047 units of the projected additional 4,300 Units needed. (Supply)

Goal 2: The City of Hendersonville accommodates 2,200 units for Category 1, 2, and 3 households over the next 5 years. (Subsidy)

Goal 3: At least 45% (or 990) of new Category 1, 2, and 3 housing units shall be owner-occupied. (Stability)

Goal 4: The City of Hendersonville will maintain an average annual vacancy rate of 6% amongst rental housing and 3% amongst for sale housing in order to have an adequate supply of housing at all income levels. (Supply)

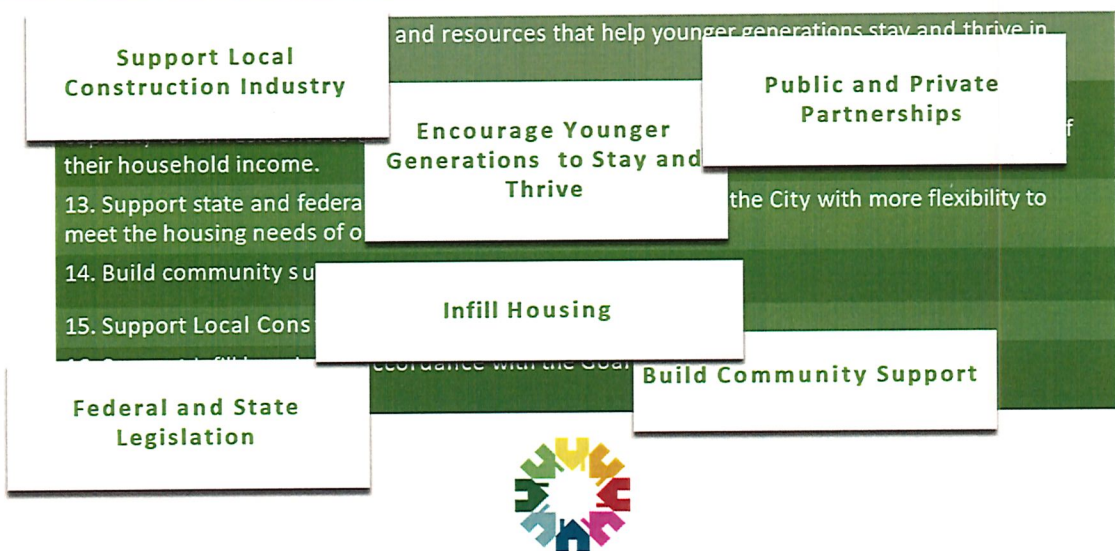
Goal 5: The City of Hendersonville incorporates transparency, public education and community feedback in each of its housing endeavors. (System)



Strategic Housing Plan – Objectives



Strategic Housing Plan – Objectives



Strategic Housing Plan Strategies and Actions

Strategy	Actions
1.01	Establish a community land trust
Develop long-term organizational structure for the Community Land Trust (CLT): A nonprofit that owns land permanently and sells or rents the homes on it at restricted, affordable prices. Resale rules keep homes affordable for the next buyer.	



Strategic Housing Plan – Strategies and Actions

Develop a community engagement tool to allow neighborhood feedback and input regarding proposed housing solutions

2.01

allow
ng
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d tax

Develop community build public

2.07

Establish and track measurable goals to demonstrate progress towards the City's vision for housing

exemption opportunities
Produce an annual report detailing a housing

2.07

Establish and track measurable goals to demonstrate progress towards the City's vision for housing

boards and committees
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city

Strategic Housing Plan – Strategies and Actions

3.01

Increase allowable density

3.02

Reduce dimensional standards

3.04

Establish affordable housing incentives such as a density bonus, height bonus, etc.

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h as

Zoning ordinance amendments related to housing

3.06

regulate short-term rentals and provide incentives for long term rentals

3.08

Permit more housing types such as manufactured housing or tiny homes on wheels

Strategic Housing Plan – Strategies and Actions

4.01

Reduced approval timelines

4.03

Increase efficiency

Improve city policies & processes

Strategic Housing Plan – Strategies and Actions

Strategic Housing Plan – Strategies and Actions

5.01

Update minimum housing code

5.03

Identify opportunities for incentives for Category 1, 2, and 3 housing

Evaluate other ordinance requirements



Strategic Housing Plan – Strategies and Actions

6.01

Hire a certified HUD Housing Counselor/ Housing Coordinator

6.05

Track development trends and key performance indicators

Build the internal capacity to provide and sustain housing solutions



Strategic Housing Plan – Strategies and Actions

Strategy

Actions

7.03

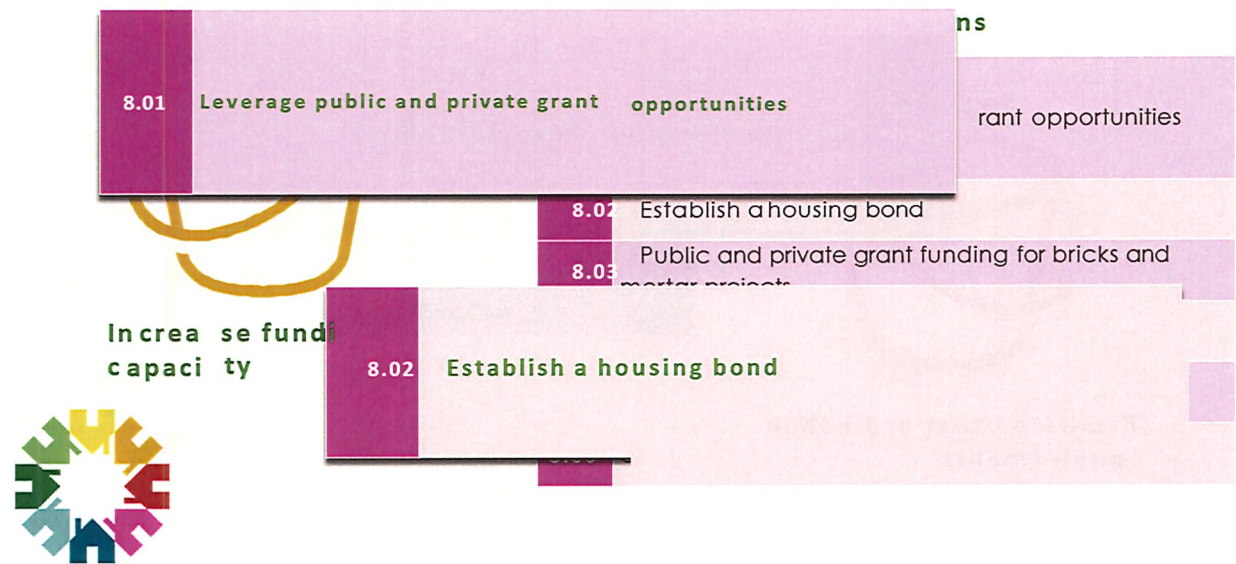
Compile a community character map to guide the implementation of housing solutions within that community

Bring together community members through shared experiences to guide the implementation of housing solutions within that community

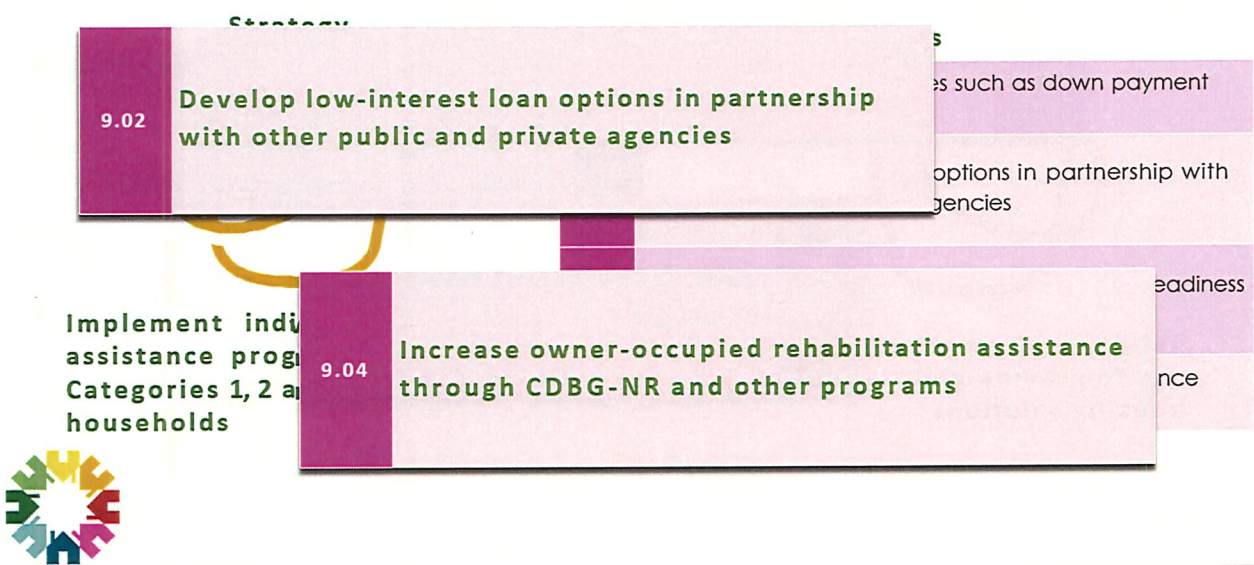
Perform community character mapping for different communities within the city



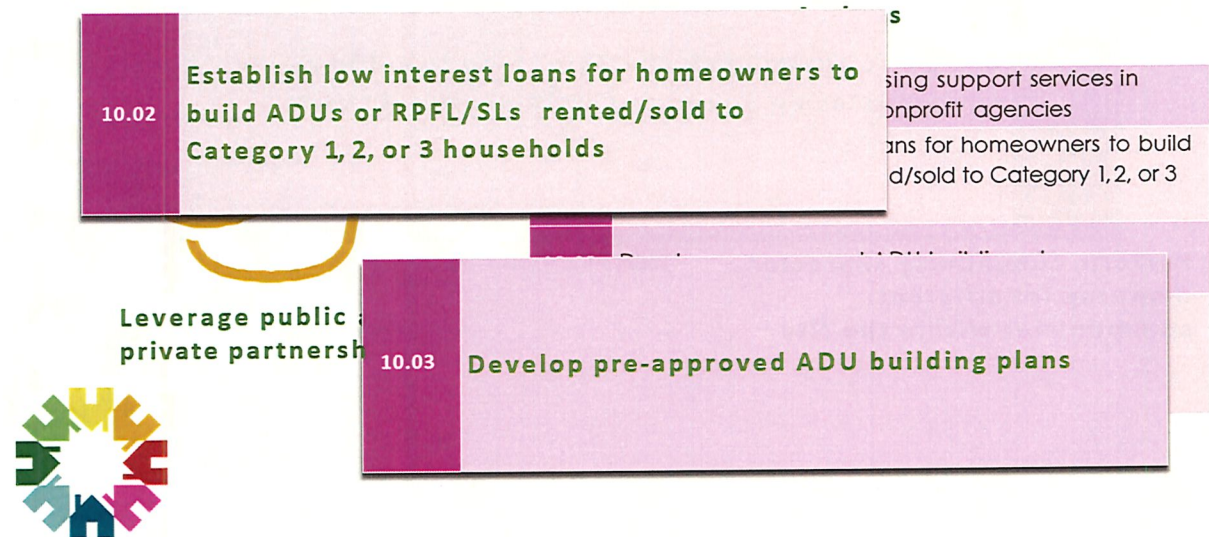
Strategic Housing Plan – Strategies and Actions



Strategic Housing Plan – Strategies and Actions



Strategic Housing Plan – Strategies and Actions



Prioritization Timelines

Short-Term*
1-2 years

Mid-Term*
3-4 Years

Long-Term*
5 Years



* Indicates timeframe within which work will begin

Strategic Plan Implementation

Community Land Trust

Housing Dashboard

Grant Funding



Zoning Changes

Strategic Housing Plan Implementation Community Land Trust



Strategic Housing Plan Implementation Housing Dashboard



City of Hendersonville - Strategic Housing Report

This report was last updated on: 2/17/2026

Welcome to the City's Housing Report! The report details various aspects of the City's housing initiatives. Click on the banner to navigate to the section you are interested in. Use the H button in the top left of each page to return home.

Supply

Subsidy

KPIs

Housing Trust

Budget

Glossary



Strategic Housing Plan Implementation Housing Dashboard (x2!)



Vision: Hendersonville is a vibrant mountain city where the government and citizens work together for a high quality of life. **Mission:** The City of Hendersonville is committed to providing quality, efficient services to all citizens, visitors, and businesses through open communication, timely responses, and quality results.

On March 12, 2023, City Council developed an updated list of goals for the City of Hendersonville. Council Members devised a plan for the City's future growth and strategized on working through competing interests and decision-making points. The list was clarified by City Council with final FY23 ranked goals listed below:

Rank #1: Public Safety	Rank #6: Invest in Parks
Rank #2: Compensation, Recruitment, & Staff Development	Rank #7: Enhance Sustainability Initiatives
Rank #3: Strong Infrastructure	Rank #8: Transportation Planning
Rank #4: Strategic Housing Plan	Rank #9: City Boards & Volunteers
Rank #5: Growth Management & Community Character	Rank #10: Support Downtown Businesses

How are we tracking across the entire COH Strategic Plan?

Statuses

- Not Started: 2 (1%)
- On Track: 15 (11%)
- On Track: 21 (15%)
- At Risk: 4 (3%)
- Achieved: 30 (22%)
- Cancelled: 5 (4%)

Due Dates

- Not Past Due: 107 (96%)
- Past Due: 5 (4%)

Progress Updates

- Up-to-Date: 185 (100%)
- Late: 0 (0%)
- Pending: 0 (0%)

COH Strategic Plan - % Complete (all goals)

64.37% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%

Public Safety

61.88% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%

Compensation, Be...

87.51% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%

Strong Infrastructu...

53.17% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%

Strategic Housing ...

63.67% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%

Growth Manageme...

67.14% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%

Invest in Parks

48.64% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%

Enhance Sustaina...

81.5% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%

Transportation Pla...

39% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%

City Boards and Vo...

63.75% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%

Support Downtown...

77.5% Last updated on 09/30/2025 Move from baseline of 0% to target of 100%



Strategic Housing Plan Implementation Grant Funding Overview

Total Grant Funding to Date:

\$3.9 Million

Our State Our Homes – UNC Across 100 - \$17,000, \$5,000

CDBG – NR, 2020 - \$750,000, 2024 - \$1,312,710

Apple Ridge - \$800,000 for infrastructure improvements (ARP)

Dogwood Grant #1: Housing Plan - \$100,000

Dogwood Grant #2: Housing Initiatives (Trust) - \$1.5 Million

Grey Mill: \$600,000 to put towards housing initiatives

CDBG-DR: TBD



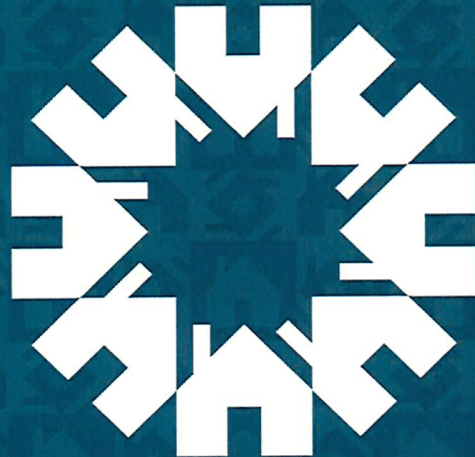
Strategic Housing Plan Implementation Zoning Ordinance Amendments

Flag Lots



Increased density for homes < 1200
sq. ft. (0.5 units)

Reduced setbacks



CITY OF HENDERSONVILLE
STRATEGIC HOUSING PLAN



Upcoming Workshop





Scan QR Code to view:

- Summit Agenda
- Strategic Housing Plan
- Feedback Survey
- Subscriber Portal



publicinput.com/HousingSummit2026

A 15-minute video by Nick Lucey of the Lucey Agency was played interviewing local residents on their thoughts on housing issues.

City Manager John Connet introduced Robert Hooper of WNC Source, Madeline Offen of Pisgah Legal, Connie Steward of the Housing Authority and Margaret Lebeck of the Housing Assistance Program. They each briefly introduced themselves and explained what they do to help with housing in Hendersonville.

There was 15 minutes allotted for questions from the audience.

City Manager Connet thanked everyone for coming and he thanked staff for all their hard work thus far and said that the city will be hiring HUD Housing Specialist in the coming budget year.

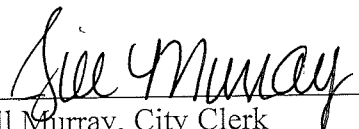
3. ADJOURN

There being no further business, the meeting adjourned at 6:55 p.m. upon unanimous assent of the Council. No further action was taken.



Jennifer Hensley, Mayor Pro Tem

ATTEST:



Jill Murray, City Clerk

