



MINUTES

November 20, 2023

JOINT CITY COUNCIL AND PLANNING BOARD MEETING

GEN H COMPREHENSIVE PLAN

CITY OPERATIONS CENTER | 305 WILLIAMS ST. | 4:00 p.m.

Present: Mayor Barbara G. Volk, Mayor Pro Tem Lyndsey Simpson and Council Members: Dr. Jennifer Hensley, Debbie O’Neal-Roundtree and Jeff Miller

Staff Present: City Manager John F. Connet, City Clerk Jill Murray, City Attorney Angela Becker, Communications Manager Allison Justus, Budget Manager Adam Murr, Community Development Director Lew Holloway and others.

Planning Board: Barbara Cromar
 Andrea Martin
 Beth Robertson
 Jim Robertson
 Donna Waters

Consultants: Lorna Allen, Bolton & Menk
 Grant Meacci, Bolton & Menk
 Ben Hitchings, Green Heron Planning
 Meg Nealon, Nealon Planning
 Jenn Gregory, Retail Strategies / Downtown Strategies

1. CALL TO ORDER

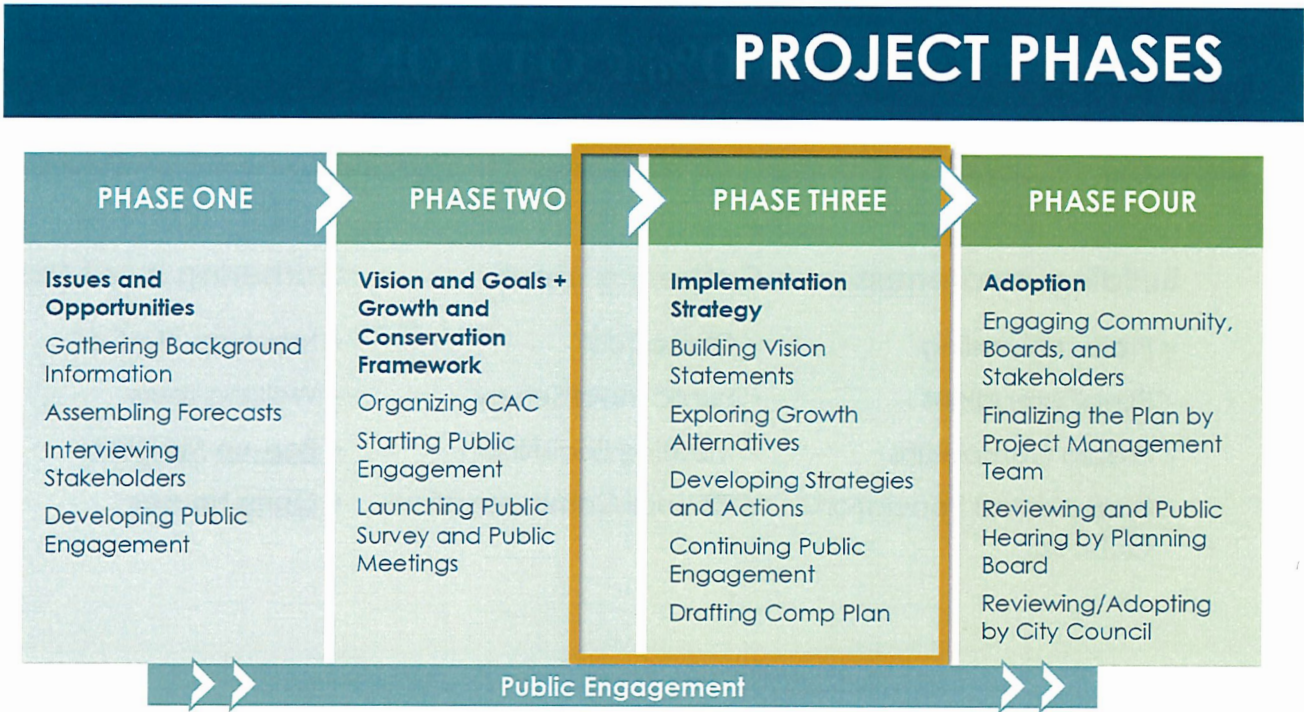
Mayor Barbara Volk called the meeting to order at 4:00 p.m. and welcomed those in attendance. A quorum was established with all members in attendance.

2. PRESENTATION OF CHECK

Jennifer Holcomb presented a check to the City in the amount of \$14,750.00. Wastewater Treatment Facilities Manager Garret DeMoss and Water Treatment Facilities Manager Ricky Levi were there to accept the check.

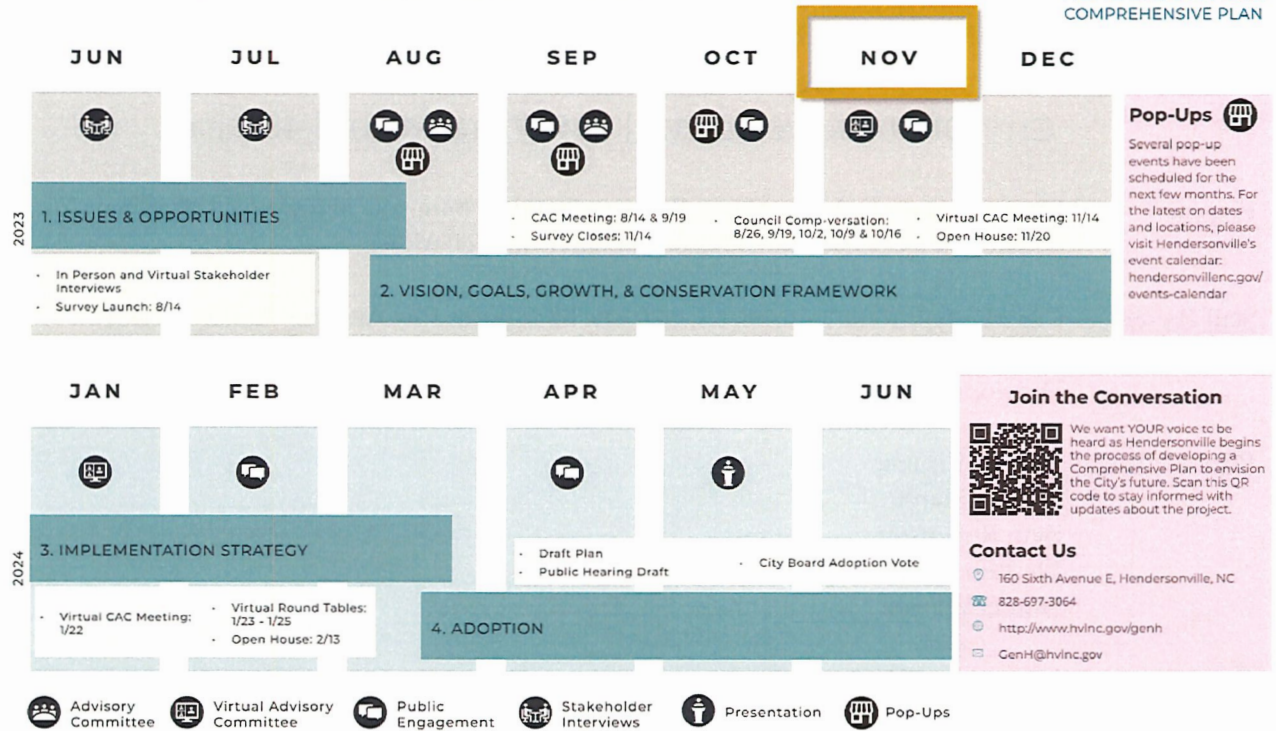
3. AGENDA

Project Update





PROJECT SCHEDULE



Engagement to Date

STAKEHOLDER OUTREACH

Strategy

- Community Advisory Committee
- Technical Committee
- Policy-maker Briefings
- Open Houses & Pop-ups
- Neighborhood Meetings
- Meetings "To Go"

Who It Reaches

- Diverse Stakeholder Group
- Town, County, and State staff
- Decision Makers
- Town Residents & Stakeholders
- Lower Participation Groups
- Everyone!

COMMUNICATION IS KEY

Building Awareness

- ✓ Project Branding
- ✓ Print Campaigns
- ✓ Media Campaigns
- ✓ Underserved Population Outreach

Gathering Input

- ✓ Online Tool
- ✓ Public Input Survey
- ✓ Meeting Facilitation
- ✓ Council Comp-versations

Gathering Input (cont.)

- ✓ Meetings "To Go"
- ✓ Walking Tours
- **Pop-up Meetings**
- **Open Houses**

GETTING THE WORD OUT

Comp-versations COUNCIL CONVERSATIONS
We are having conversations across Hendersonville about the Gen H - Hendersonville's Comprehensive Plan and planning for the next 20 years & beyond!

WHERE DO YOU SEE HENDERSONVILLE IN 20 YEARS?

HELLO GEN H!
Hendersonville's Comprehensive Plan Kick-off
Saturday, Aug. 26, 2023 | 11:00 AM - 2:00 PM
Back to School Park @ Sullivan Park
715A Main Circle
Council Member Jarboe attendance

The Heart of Gen H:
Developing the Vision for Downtown's Future
Tuesday, Sept. 19, 2023 | 12:00 PM - 7:00 PM
The 300th Estate
125 S. Main Street
Mayor Pro Tem Lynette Simpson

What Does Change Look Like to Gen H?
Delivering Growth & Strengthening Community Character
Monday, Oct. 2, 2023 | 6:30 PM - 7:30 PM
Hendersonville High School - Room 2052
302 Fremont Street
Mayor Barbara Veck

A Healthy Dose of Gen H:
The Mix of Parks and Open Space
Monday, Oct. 9, 2023 | 6:30 PM - 7:30 PM
Hendersonville High School - Room 2052
302 Fremont Street
Council Member Jerry Smith

The Housing Component of Gen H:
Living in Hendersonville's Future
Monday, Oct. 16, 2023 | 12:00 PM - 7:00 PM
Hendersonville High School - Cafeteria
1300 West Broadway
Council Member Jennifer Sawyer

GEN H HENDERSONVILLE COMPREHENSIVE PLAN
Take the Gen H survey & learn more at!
www.hvnc.gov/GenH

GEN H HENDERSONVILLE COMPREHENSIVE PLAN
WHAT IS GEN H?
Where do YOU see Hendersonville in 20 years? You need to have your say!

YOUR INPUT MATTERS
Having your voice heard is important. We'll make the Gen H Comprehensive Plan better because of you!

STAY CONNECTED & GET INVOLVED!
Visit the Gen H website for more info, updates & ways to get involved!
www.hvnc.gov/genh

Investigación y revisión
El primer paso en el desarrollo de un plan es investigar y revisar las condiciones existentes. Este proceso incluye la recolección de datos, la consulta con los interesados y la identificación de las oportunidades y los desafíos.

Condiciones existentes
El primer paso en el desarrollo de un plan es investigar y revisar las condiciones existentes. Este proceso incluye la recolección de datos, la consulta con los interesados y la identificación de las oportunidades y los desafíos.

Participación pública
El primer paso en el desarrollo de un plan es investigar y revisar las condiciones existentes. Este proceso incluye la recolección de datos, la consulta con los interesados y la identificación de las oportunidades y los desafíos.

Desarrollo y adopción del plan
El primer paso en el desarrollo de un plan es investigar y revisar las condiciones existentes. Este proceso incluye la recolección de datos, la consulta con los interesados y la identificación de las oportunidades y los desafíos.

Accompáñenos a la conversación
Queremos que se unan a la conversación y nos ayuden a desarrollar un plan mejor para Hendersonville. Escríbenos o llámanos para más información.

Research and Review
As part of this process, the history of the Gen H process will be reviewed to understand how the growth pattern is most consistently changing.

Existing Conditions
Understanding existing conditions is a key part of the plan. It includes understanding what is working well and what is not working so well.

Public Engagement
Having your voice heard is important. We'll make the Gen H Comprehensive Plan better because of you!

Development & Adoption
Once the plan is developed, it will be adopted by the Council. This process includes public input and final review.

Contact Us
100 N. King St. Hendersonville, NC
828.437.4300
HVNC@hvnc.gov
www.hvnc.gov/genh

POSTCARDS TO HENDERSONVILLE

JOIN THE NEXT GENERATION OF HENDERSONVILLE.

GET YOUR POSTCARDS TODAY!

STEP 1: SELECT ONE OF THE POSTCARD OPTIONS

STEP 2: SEND POSTCARD TO YOUR FRIENDS + FAMILY

STEP 3: DROP YOUR POSTCARD IN THE MAILBOX

GEN H HENDERSONVILLE COMPREHENSIVE PLAN

STAKEHOLDER INTERVIEWS

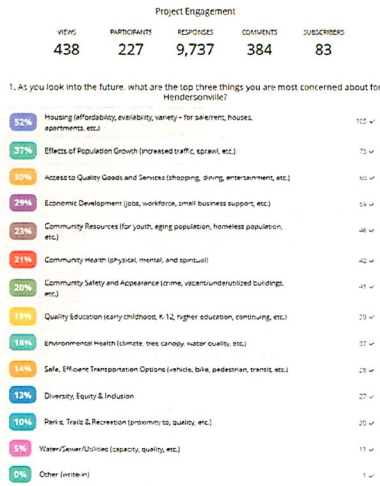
Live	Work	Play	Grow
<ul style="list-style-type: none"> • City of Hendersonville • City residents • Henderson County • NCDOT • Public Works • Economic Development (Agriculture) • Parks, Trails, & Greenways (parks MP consultant) • Environment, Resiliency, & Sustainability • Downtown Stakeholders 	<ul style="list-style-type: none"> • Arts, Culture, & Tourism • Education Providers • Equity & Inclusion • Housing • Senior Population • Healthcare • Developers, Large Landholders • Historic Preservation 	<ul style="list-style-type: none"> • Arts, Culture, & Tourism • Education Providers • Equity & Inclusion • Housing • Senior Population • Healthcare • Developers, Large Landholders • Historic Preservation 	<ul style="list-style-type: none"> • Arts, Culture, & Tourism • Education Providers • Equity & Inclusion • Housing • Senior Population • Healthcare • Developers, Large Landholders • Historic Preservation

SURVEYS CLOSES 11/14

Key Issues – Student Survey

1. Housing
2. Effects of Population Growth
3. Access to quality goods and services
4. Economic Development
5. Community Resources

Gen H - Comprehensive Plan - HCPS Student Survey



Gen H - Comprehensive Plan Survey

Project Engagement				
VEHS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
10,008	4,087	153,12	9,270	1,429
2				



Key Issues – General Survey

1. Effects of Population Growth
2. Housing
3. Community Safety and Appearance
4. Environmental Health
5. Quality Education

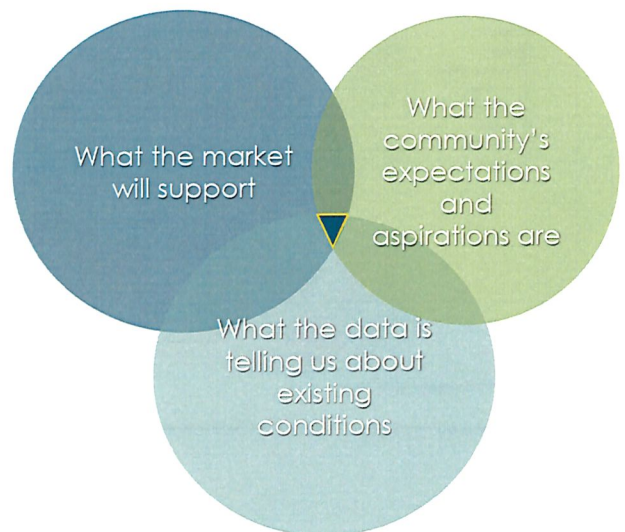
Key Topics

Analysis

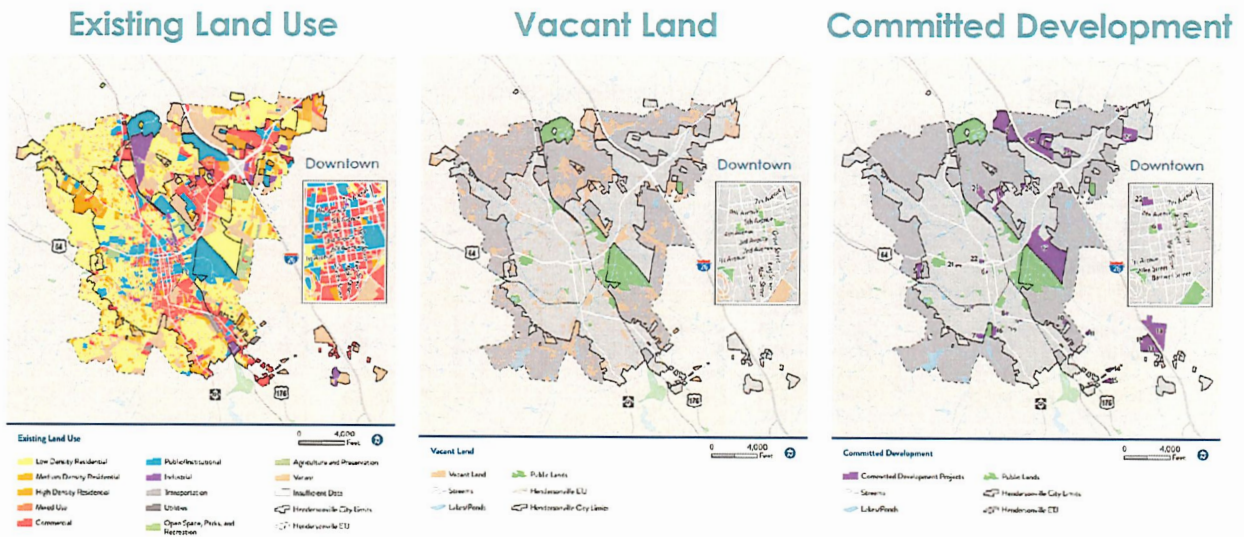
Land Use - Development Pattern – Growth Management

Three Questions:

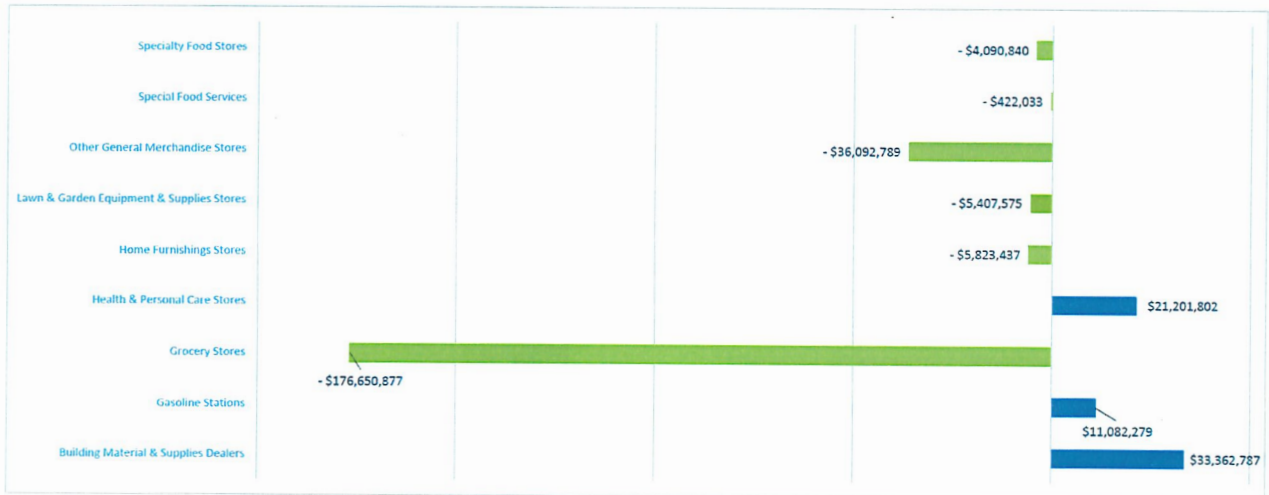
- What's the nature of existing and approved development?
- What should be protected?
- Where should new development occur? And what is it?



Land Use - Development Pattern – Growth Management

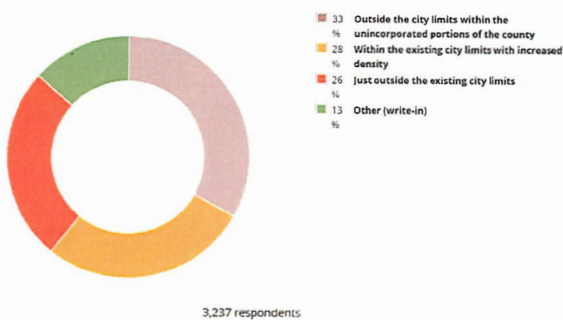


Custom Trade Area GAP Analysis



Land Use - Development Pattern – Growth Management

Where should new development occur?



"Sprawling and congested and overcrowded roads."

"Perfect sized and well-maintained downtown area. Rural surroundings."

"Pleasant, community-based, resourceful. Small town feel. Too many traffic lights. Too many farms disappearing."

Housing

As a % of existing land use:

City Limits

City Limits		
Land Use Class	Acreage	Percent
Insufficient Data	65.74	1.50%
Agricultural	0.00	0.00%
Industrial	128.79	2.93%
Institutional	376.64	8.58%
Multi-Family Residential	340.86	7.77%
Office	176.36	4.02%
Parks / Open Space	254.30	5.79%
Retail	648.36	14.77%
Single Family	1,643.41	37.44%
Two Family Residential	142.86	3.26%
Vacant	611.63	13.94%
Total	4388.94	100.00%

2,127.13 AC / 48.47%

Extra Territorial Jurisdiction (ETJ)

ETJ		
Land Use Class	Acreage	Percent
Insufficient Data	29.70	0.75%
Agricultural	45.61	1.15%
Industrial	148.60	3.74%
Institutional	91.08	2.29%
Multi-Family Residential	24.32	0.61%
Office	20.10	0.51%
Parks / Open Space	362.88	9.12%
Retail	61.44	1.54%
Single Family	2329.58	58.58%
Two Family Residential	4.39	0.11%
Vacant	859.26	21.61%
Total	3976.97	100.00%

2,358.29 AC / 59.3%

Combined

Combined		
Land Use Class	Acreage	Percent
Insufficient Data	95.44	1.14%
Agriculture	45.61	0.55%
Industrial	277.40	3.32%
Institutional	467.72	5.59%
Multi-Family Residential	365.18	4.37%
Office	196.47	2.35%
Parks/Open Space	617.18	7.38%
Retail	709.79	8.48%
Single Family Residential	3972.98	47.49%
Two Family Residential	147.25	1.76%
Vacant	1470.89	17.58%
Total	8365.91	100.00%

4,485.41 AC / 53.62%

Housing

What housing types (beyond single family houses) does Hendersonville need?



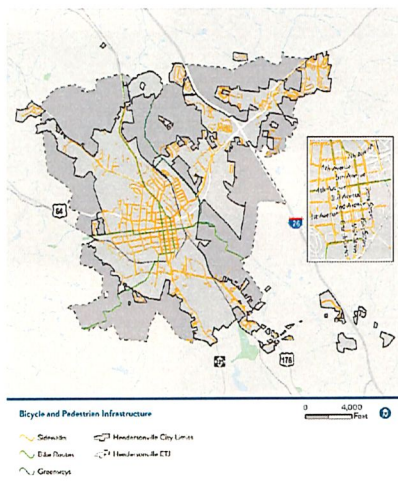
"Affordable housing that is based of the real income interest here area"

"Retirement city"

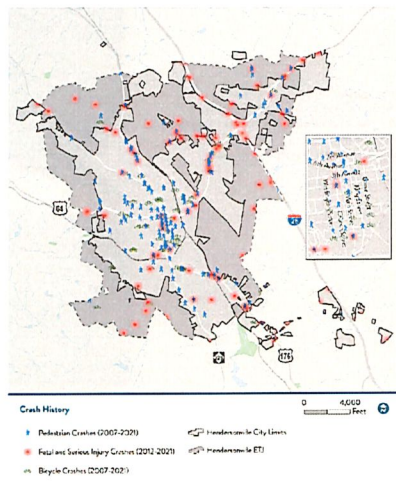
"Horrible traffic, overcrowded with cheap housing going up everywhere"

Mobility

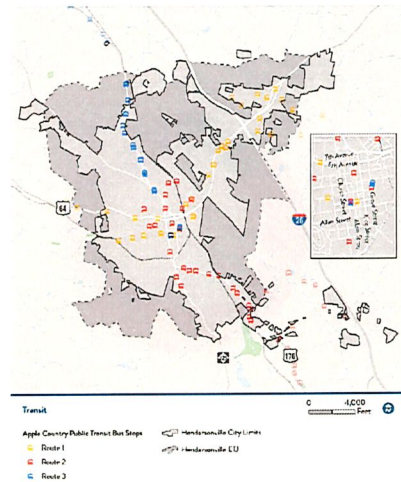
Bike & Ped Network



Crash History

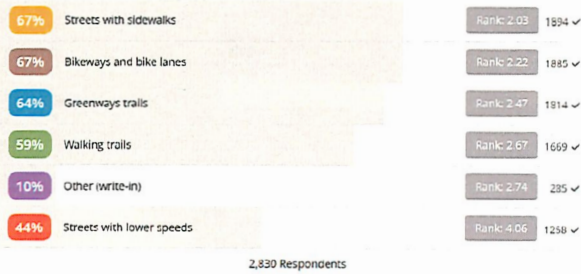


Transit



Mobility

What are your priorities for making Hendersonville more bikeable and walkable?



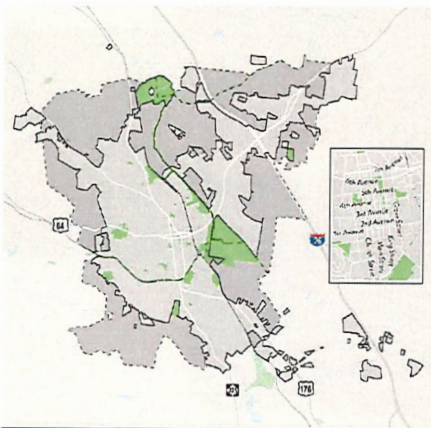
"Integrating the Ecusta and Saluda trails into the city's overall plan"

"Accommodations for wheelchairs"

"Parking that encourages walking"

Functional Open/Green Space

Parks and Green Space



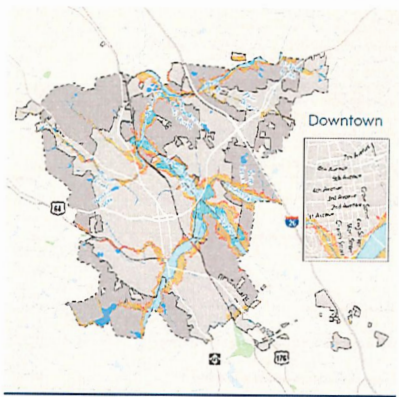
Parks and Green Space

- Parks
- Existing Greenway
- Proposed Greenway
- Hendersonville City Limits
- Hendersonville E.U.



Functional Open/Green Space

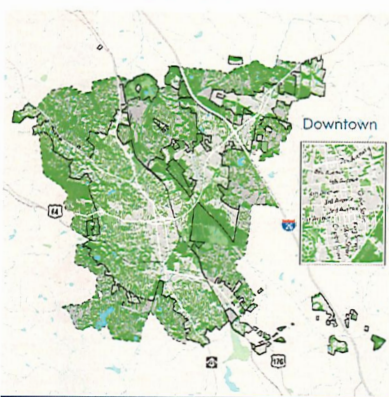
Wetlands and Floodplains



Wetlands and Floodplains

- Wetlands
- 100 Year Floodplain
- 500 Year Floodplain
- Floodway
- Edges and Floods
- Streams
- Hendersonville City Limits
- Hendersonville E.U.

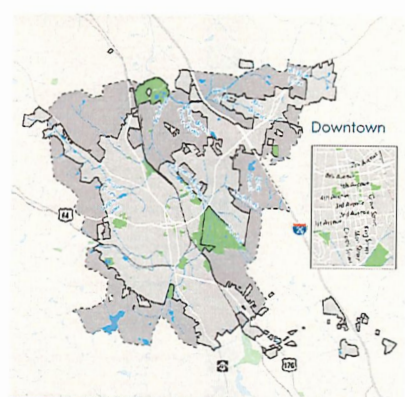
Tree Cover



Tree Cover

- Tree Cover
- Streams
- Island Forests
- Hendersonville City Limits
- Hendersonville E.U.

Water Bodies

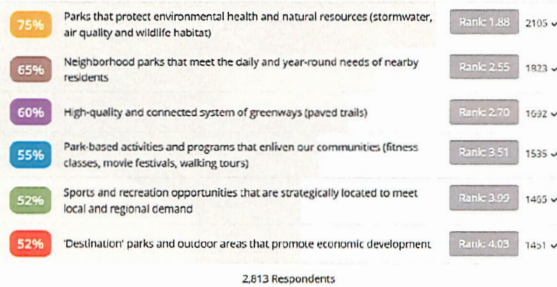


Water Bodies and Public Lands

- Edges and Floods
- Streams
- Public Lands
- Hendersonville City Limits
- Hendersonville E.U.

Functional Open/Green Space

What is most important to you for greenspace and greenway facilities over the next 20-40 years?



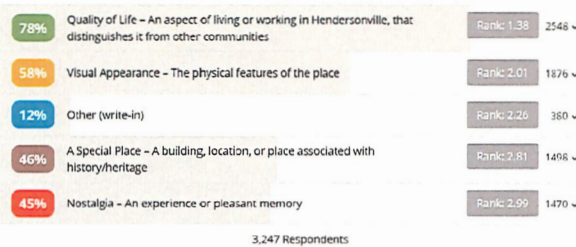
"Mountain Bike Trails in and around town"

"Benches/sitting areas/water stations & bathroom areas"

"Connect Flat Rock Park and Fletcher Park to Oklawaha Trail and connect to Ecusta"

Character & Appearance

What gives a place character?



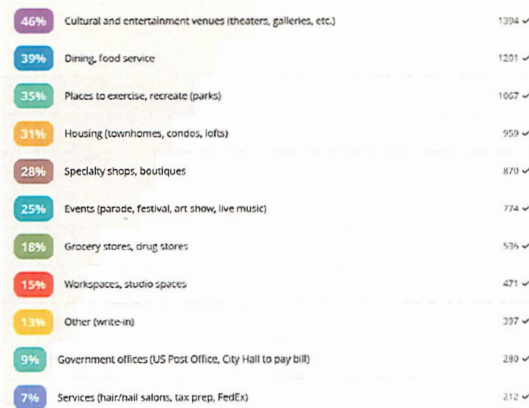
"Keeping the natural beauty of a place gives it character"

"Locally owned businesses"

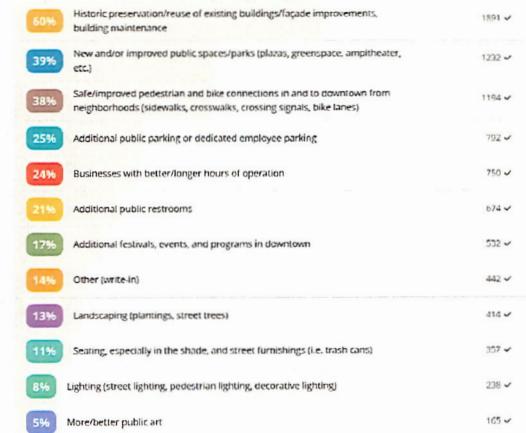
"Well-maintained streets. Old-growth trees. Nice parks with shade & water features, and seating"

Character & Appearance - Downtown

What types of things does Downtown need more of?

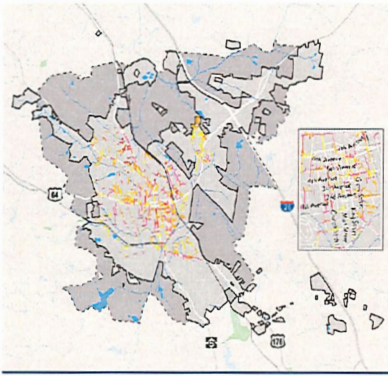


Top three improvements for Downtown?

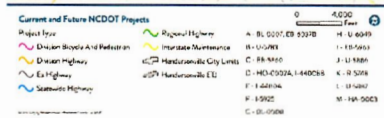
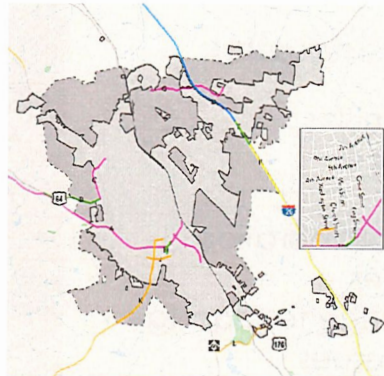


Community Facilities & Services

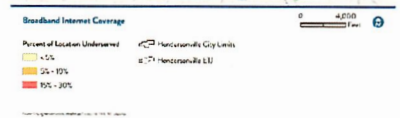
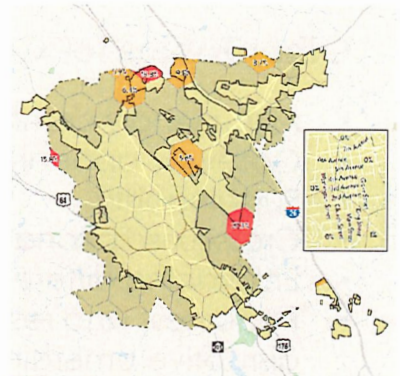
Stormwater Infrastructure



NCDOT Projects



Broadband Internet Coverage



Community Facilities & Services

15%

The percentage of survey respondents that are concerned about water, sewer, and stormwater utilities.

"Well lit streets"

"Safety"

"Make sure we have enough water and more streets to accomplish the goals"

Policy Analysis

Policy Review

- Plan Consistency
- Ordinance Consistency
- Investment Consistency
- Foundational Opportunities

Input from Policy Review

Other Topics for Consideration

- Age-friendly communities
- Gateway appearance
- Sustainability
- Cross-jurisdictional collaboration
- Embracing differences
- Readiness and resilience to manage disruptive emerging issues



Observations & Conclusions

Observations & Conclusions

- **Mixed-use development**
 - Compact growth
 - Essential services
 - Infill and redevelopment
 - Walkable connections
 - Housing solutions
 - Viable business locations
- **Community image**
 - Gateway
 - Branding
 - County context

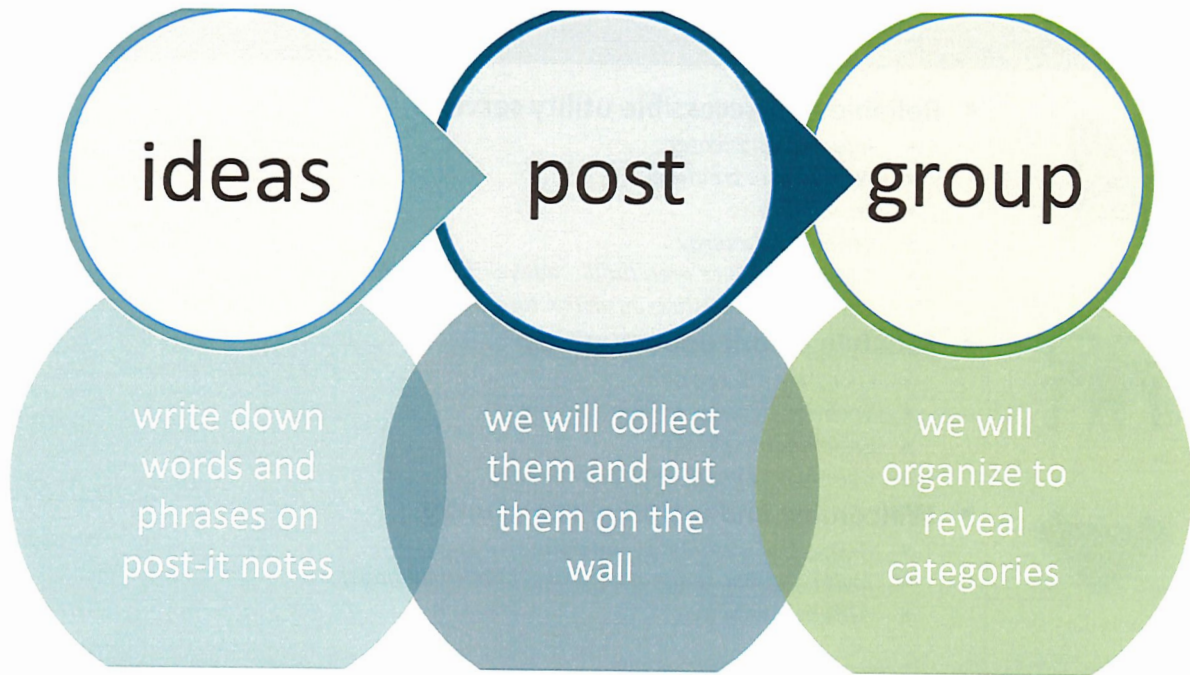


Observations & Conclusions

- **Natural environment**
 - Natural assets
- **Resilience**
 - Digital inclusion
 - Readiness
- **Leveraging Resources**
 - Development ordinances
 - Plan Implementation Fund
 - Advancing multiple objectives
 - Technology investment
 - State and federal grants
 - Partnerships



Vision Exercise



Goals & Objectives

DRAFT Goals & Objectives



- **Vibrant neighborhoods**
 - *Safe*
 - *Well-maintained*
 - *Diverse*
 - *Connected*
- **Abundant housing choices**
 - *Availability of types (options)*
 - *Affordability*
 - *Housing condition/quality*
- **Healthy and accessible natural environment**
 - *Recreation, passive open space*
 - *Water quality*
 - *Natural system capacity (floodplains for stormwater; habitats to support flora/fauna; tree canopy for air quality, stormwater management, and microclimate)*
 - *Compact development form (infill, redevelopment) minimizing ecological footprint*
 - *Working landscapes (e.g., orchards, managed forests)*

DRAFT Goals & Objectives (cont'd)



- **Authentic community character**
 - *Downtown*
 - *Gateways*
 - *Historic preservation*
 - *Arts and cultural activities*
 - *Quality development*
 - *Local businesses*



- **Safe streets and trails**
 - *Access: walking, biking, transit, automobile, Mobility-as-a-Service (MaaS, e.g., Uber, Lyft, scooters, etc.)*
 - *Walkable development*
 - *Active living*

DRAFT Goals & Objectives (cont'd)



- **Reliable and accessible utility services**
 - Safe drinking water
 - Wastewater treatment
 - Broadband
 - Renewable energy
 - Compact service area (infill, redevelopment) for utilization of existing infrastructure



- **Satisfying work opportunities**
 - Lucrative job options
 - Vocation-/career-building activities
 - Enrichment, growth
 - Community volunteer opportunities



- **Welcoming and inclusive community**
 - Respectful community dialogue
 - Inviting public realm (i.e., parks, public buildings)
 - ADA accessibility

DRAFT Goals & Objectives (cont'd)



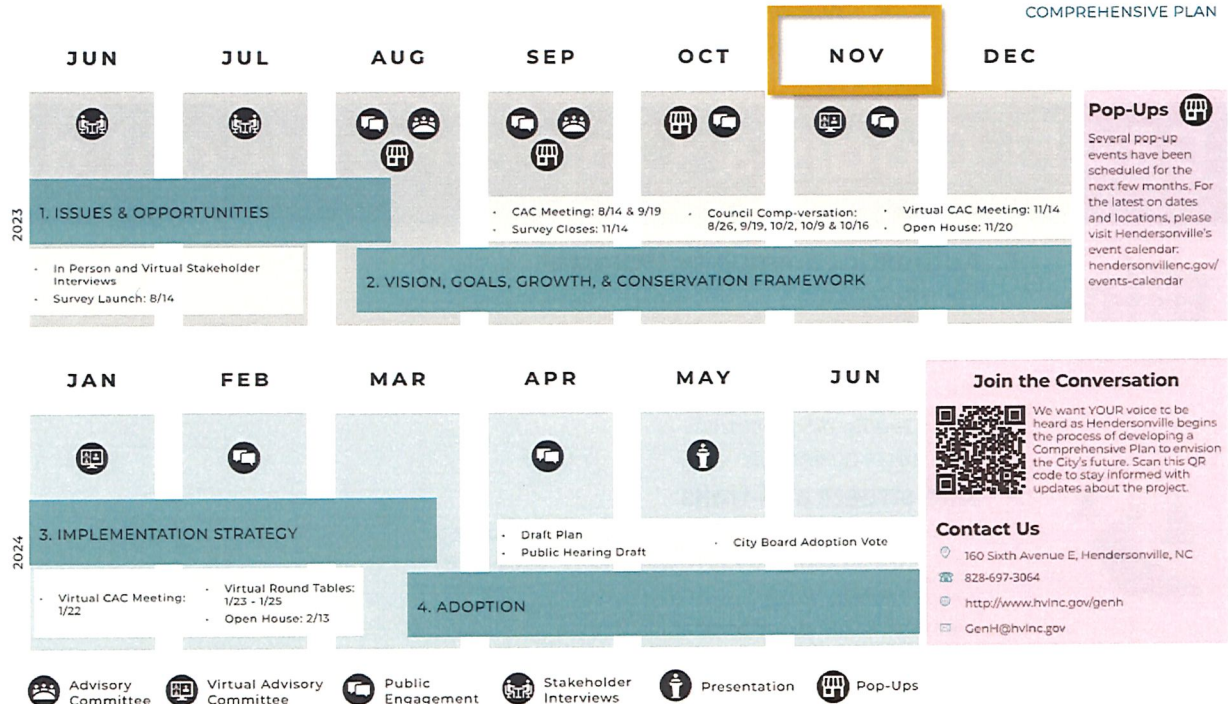
- **Accessible and available community uses and services**
 - Private:
 - Retail, restaurants, entertainment, etc.
 - Public:
 - Sound/efficient government, civic engagement
 - Education
 - Recreation, active
 - Health and well-being
 - Public safety



- **Resilient community**
 - Adaptation to a changing world (e.g., economic, technological, social, environmental)
 - Readiness; preparation to manage external impacts
 - Recovery from adverse events (e.g., extreme weather event, natural hazards)
 - Fiscally healthy government

Next Steps

PROJECT SCHEDULE



UPCOMING DATES

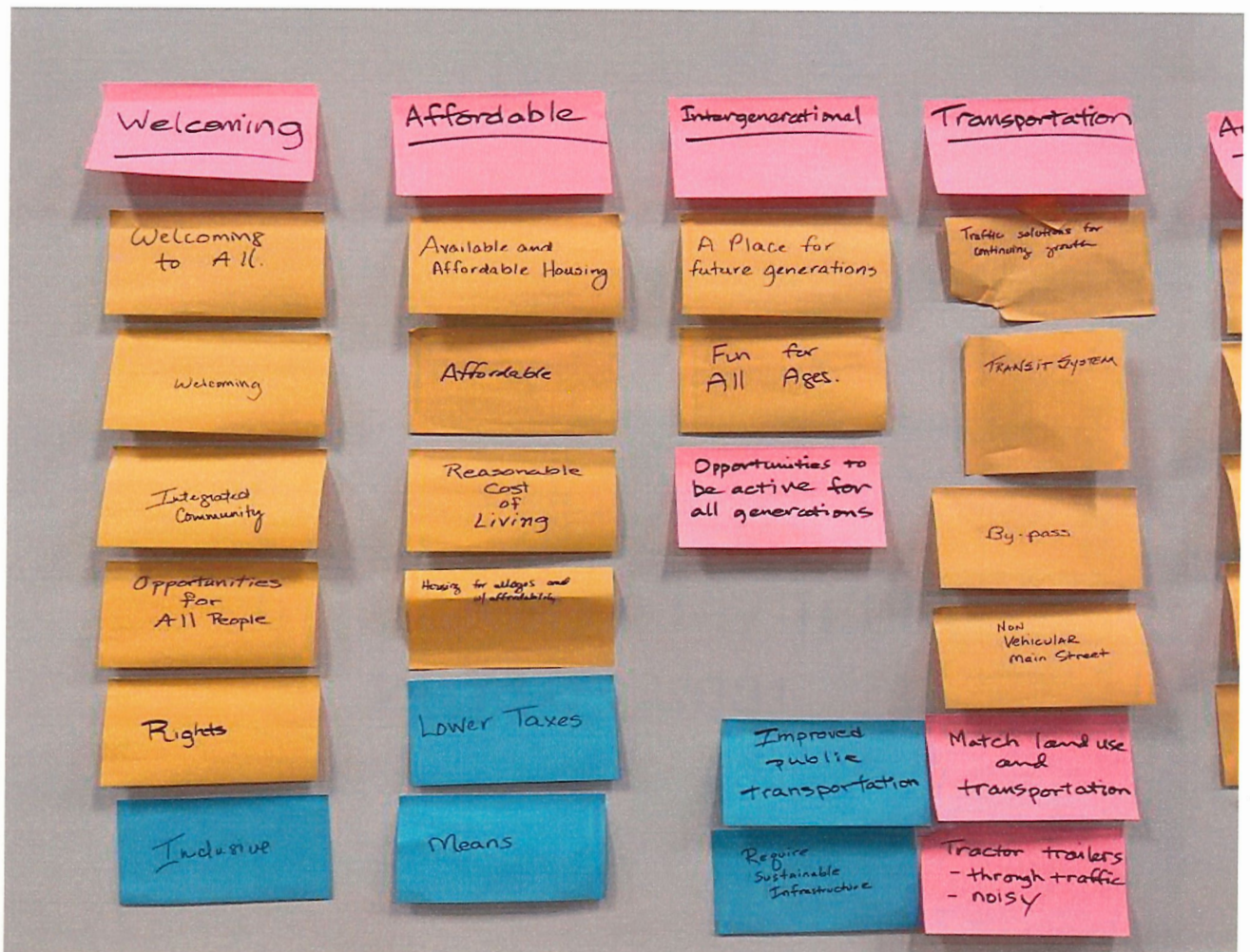
JANUARY 22, 2023

- **CAC Meeting #4**
 - Review alternatives and character areas
 - Discuss focus areas

FEBRUARY 13, 2023

- **Open House #2**
 - Review alternatives and character areas
 - Focus areas in progress

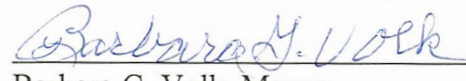
The consultants asked Council questions and had them write their answers on sticky notes. This was the outcome of that. A final report is forthcoming.





4. ADJOURN

There being no further business, the meeting was adjourned at 5:46 p.m. upon unanimous assent of the Council.



Barbara G. Volk, Mayor

ATTEST:



Jill Murray, City Clerk