



GEN III

HENDERSONVILLE COMPREHENSIVE PLAN

Draft May 31, 2024

Acknowledgments

The Gen H Comprehensive Plan was prepared with the great people of Hendersonville, for use as their guiding document towards a prosperous future.

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Chapter I. About the Plan

INTRODUCTION

DEVELOPING GEN H

ORGANIZING THE PLAN

PLANNING JURISDICTION

POLICY ANALYSIS

PREVIOUS PLANS AND STUDIES

PLAN CONSISTENCY

ORDINANCES, BOARDS, AND
COMMITTEES



Introduction

We are having a conversation across Hendersonville about change, where we are, and where we want to be twenty years from now... and beyond.

While long-term and broad in its focus, the plan also includes short-term actions that the City can begin immediately or within the next five years, in furtherance of the long-term vision.

This plan is the result of an extended process by the City of Hendersonville to develop a 2045 Comprehensive Plan to establish an updated long-term vision for sustainable growth and conservation. The Comprehensive Plan, referred to as Gen H, is designed to encourage the community to think generationally about the future of Hendersonville. This plan builds on the foundation of the existing 2030 plan while updating and expanding the policy framework for a 20-year planning horizon.

Gen H is a visionary, strategic blueprint that is designed to provide guidance to City leaders, aid in the facilitation of informed decisions that will steer future development, growth, and conservation in alignment with the community's goals and intentions. Aligned with existing and prospective plans, policies, and ordinances, Gen H offers the direction to partnering government agencies involved in projects within Hendersonville's planning jurisdiction.

Gen H articulates a vision of what Hendersonville wants to become over the next two decades and describes how to achieve that vision.

Aerial view of downtown | City of Hendersonville

Developing Gen H

The City of Hendersonville hired consultant firm Bolton and Menk, Inc., to aid in the development of the Comprehensive Plan. Working alongside City staff, the Gen H project team reviewed previous plans and studies, analyzed existing conditions, met with community members to establish plan visions and goals, and to ultimately develop a plan for adoption and implementation. The Gen H Plan was developed over the course of four phases that included the following steps:

Phase I - Issues & Opportunities

- Review of background information (planning documents, mapping data, previous studies, housing statistics, etc.)
- Forecasts of how Hendersonville may evolve over time
- Public engagement plan to reach as many Hendersonville residents as possible

Phase II - Vision & Goals, Growth & Conservation Framework

- Convene a Community Advisory Committee for input and guidance throughout the project
- Launch public survey, public engagement meetings, and engagement tools
- Gather input from a diverse group of stakeholders including City Council, staff, and community members
- Development of vision statements and growth framework based on community input
- Development of growth alternatives

Phase III - Implementation Strategy

- Development of strategies and actions to achieve the goals of the community
- Continuation of the public engagement process
- Draft of the Gen H document

Phase IV - Adoption

- Engagement with community, advisory boards and stakeholders groups
- Finalization of the plan
- Final review, Public Hearing and Adoption by City Council

- Natural Resources, Sustainability, and Resiliency
- Parks, Recreation, and Public Spaces
- Downtown and other community-identified focus areas
- Community and Economic Development

WHAT IS IN THE GEN H PLAN?

The Gen H Plan provides guidance and recommendations for the following topics:

- Land Use and Growth
- Public Infrastructure
- Community Character, Cultural and Historic Resources



Students from Bruce Drysdale Elementary participate in Gen H activities at City Hall | City of Hendersonville

Organizing the Plan

THE GEN H COMPREHENSIVE PLAN IS DIVIDED INTO 6 CHAPTERS

- 1 “About the Plan” is the intro that notes what the plan is, the purpose, what the study area is, how to use the plan, the plans that were reviewed as part of the process and served as input.
- 2 “The Planning Process” contains the timeline and provides the highlights of the community engagement program.
- 3 “Hendersonville Today” features the major issues/opportunities and refers the reader to the appendices for the Policy Analysis, Existing Conditions Report, and the Market Analysis.
- 4 “The Vision for the Future” chapter describes big ideas, general concepts, and best practices that should be considered throughout the community.
- 5 “Downtown Master Plan” serves as a guiding framework for making decisions about future growth, conservation, and development within the downtown. The chapter is designed to align with Gen H, but it can also be treated as a stand-alone document.
- 6 “Realizing the Vision: The Action Plan” will help the City make a smooth transition from planning to implementation. This chapter identifies an implementation strategy and outlines a portfolio of implementation projects.

The document also includes Appendices that provide supplemental information about the City and the process.

Planning Jurisdiction

PLANNING & DEVELOPMENT REGULATION IN NORTH CAROLINA

In North Carolina, the State grants the powers to cities and counties to plan and administer zoning within their planning jurisdictions. The City of Hendersonville may plan within its corporate limits and within its extraterritorial jurisdiction (ETJ) area pursuant to G.S. 160D-202.

LEGAL BASIS

A Comprehensive Plan is also a valuable legal instrument in supporting efforts to manage growth and increase community quality of life. The General Statutes require the Planning Board and City Council to issue statements determining whether proposed zoning amendments are consistent with an adopted comprehensive plan. Based on this statute, it is in a community’s best interest to have an updated plan that accurately reflects the community’s vision and goals.

GEN H STUDY AREA

The study area for Gen H includes the City’s corporate limits, its ETJ, and the proposed ETJ expansion area identified in the 2030 Comprehensive Plan. Gen H also takes into account Henderson County’s Comprehensive Plan 2045 Future Land Use Map (FLUM) that was adopted during the Gen H project timeline.

DOWNTOWN HENDERSONVILLE

The downtown Hendersonville study area includes the Main Street Historic District, Main Street Municipal Service District (MSD), 7th Avenue Historic District, 7th Avenue MSD, downtown adjacent neighborhoods, areas along the future Ecusta Trail, and the geography south of downtown. More detailed recommendations and strategies for downtown are provided in the Downtown Master Plan.

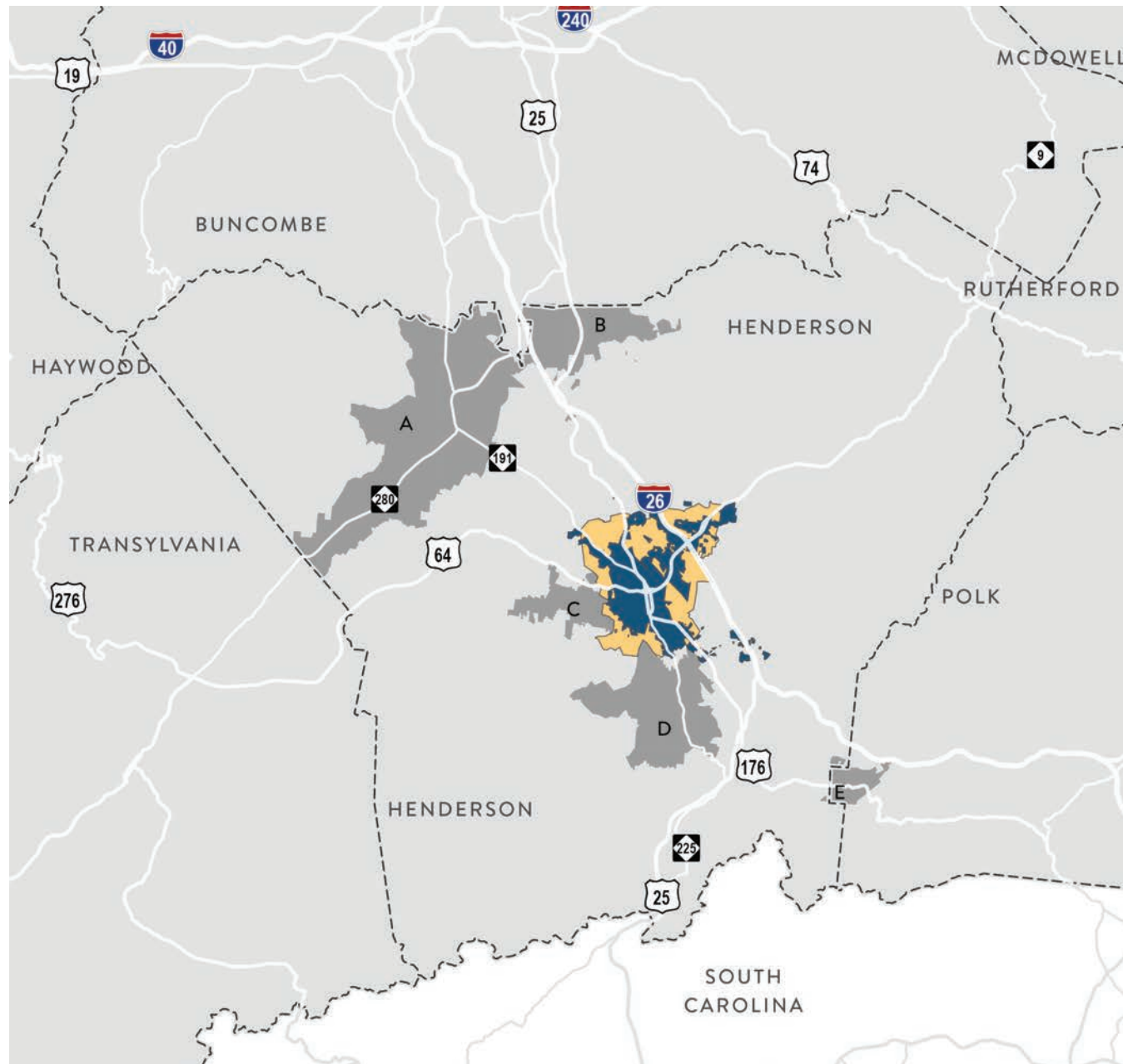


Figure 1.1 Study Area Context



- Hendersonville City Limits
- Hendersonville ETJ
- Nearby Municipalities
- Counties
- A - Mills River
- B - Fletcher
- C - Laurel Park
- D - Flat Rock
- E - Saluda

Source: Henderson County, NCDOT, State of North Carolina

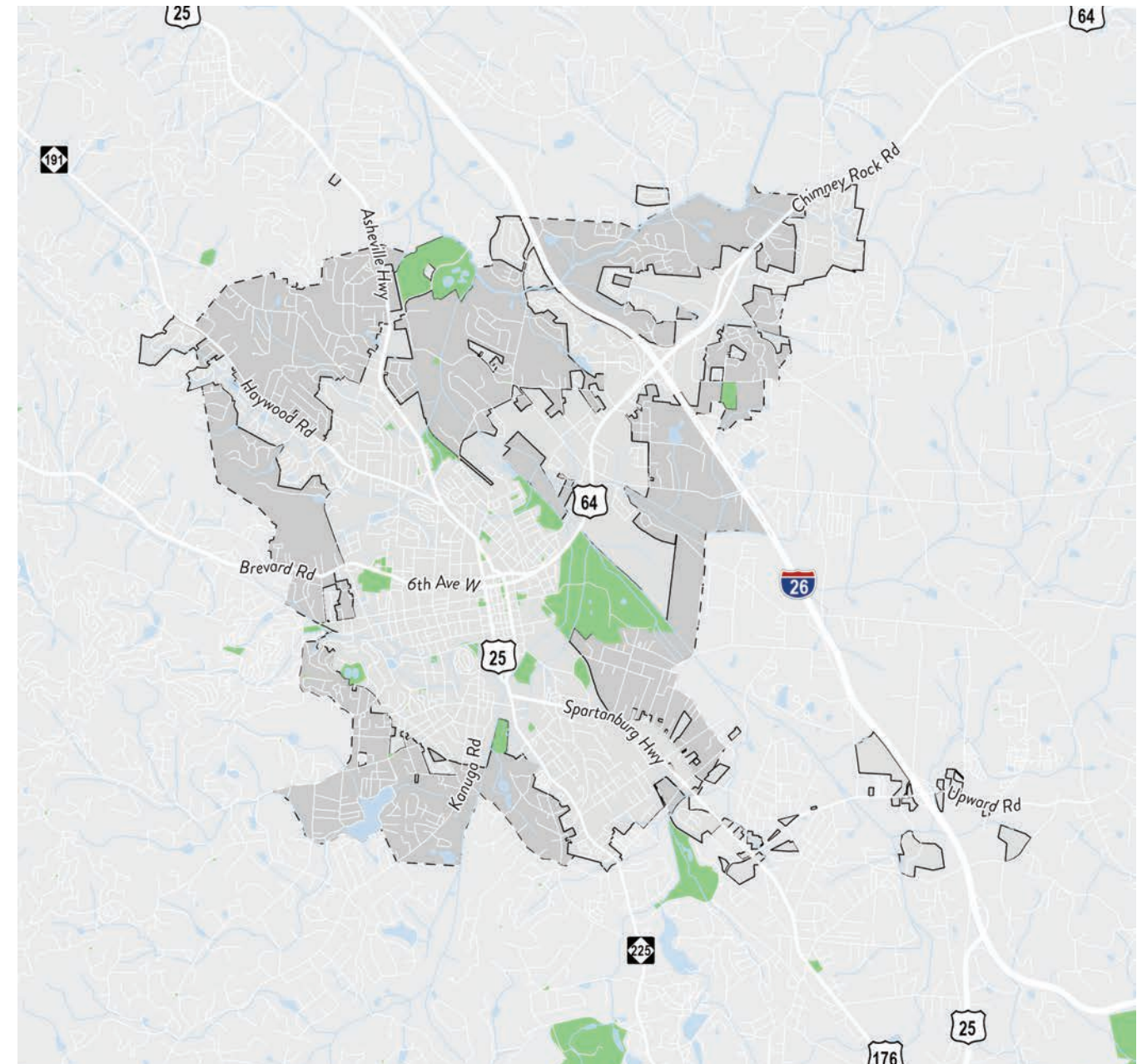
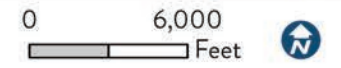


Figure 1.2 Study Area



- Streams
- Lakes/Ponds
- Parks
- Hendersonville ETJ
- Hendersonville City Limits
- Streets labels

Source: City of Hendersonville, Henderson County, NCDOT

Policy Analysis

A review of Hendersonville’s adopted plans and ordinances provides important insight into its existing policy and regulatory framework for addressing the challenges and opportunities that the City faces as a growing mountain community at the southern edge of the Blue Ridge Mountains. This will help inform recommendations on how the City can implement the updated community vision that will be crafted as part of the Gen H Plan. As a result, this scan is a valuable component of the Data, Inventory, & Analysis phase of the comprehensive planning process.

This Policy & Ordinance Review examines the following issues:

1. Plan Consistency:

- How consistent are the City’s plans with each other?
- How consistent are the City’s plans with those of its neighbors?

2. Ordinance Consistency:

- How consistent are the City’s plans with its current development ordinances, and what are some key opportunities to improve its Zoning Ordinance and Subdivision Regulations?

3. Investment Consistency:

- How consistent are the City’s plans with its planned public investments, and what potential resources exist to help with plan implementation?

4. Opportunities:

- What are some key opportunities for the City to advance its community goals in the years ahead?

To conduct this analysis, the City’s various adopted plans were reviewed, along with those of its neighbors, as well as the City’s development ordinances, FY23-24 Annual Budget and Capital Improvements Program (CIP), and Rates & Fees Schedule. The results of this review inform the goals, policies, and implementation measures included in the Gen H Plan, which will provide a valuable touchstone for making thoughtful decisions and strategic community investments in the years ahead.

Based on this review of more than 25 plans, reports, and ordinances, the City of Hendersonville has a high degree of consistency across its internal documents, a strong capital planning and funding system, and some opportunities for improving its operating framework to help effectively implement the new Comprehensive Plan. The City has a significant degree of land use consistency between its plans and those of its neighbors. At the same time, it has several opportunities for greater land use coordination, as well as to build a regional parks and greenway system and continue to deliver efficient utility service as the area grows.

Existing plans and documents highlight a variety of needs and desires, and significant but finite local government financial resources. As a result, finding ways to advance multiple objectives with each public investment, and to leverage partnerships with neighboring local governments and private and

non-profit organizations will help the City make greater progress in pursuing its goals. With an updated development ordinance, increased investment in technology, and greater cross-jurisdictional coordination, Hendersonville can better navigate the opportunities of a rapidly changing world and continue to strengthen its quality of life as it grows in the years ahead.

The full policy review can be found in Appendix A.



The Ecusta Trail under construction

Previous Plans and Studies

The Gen H Plan outlines general policies and recommendations that will be further detailed in subsequent plans and studies after adoption. These follow-up documents will expand on the Gen H Plan's overarching concepts, establishing specific rules, requirements, or initiatives crucial for achieving predictable and desired outcomes within the community.

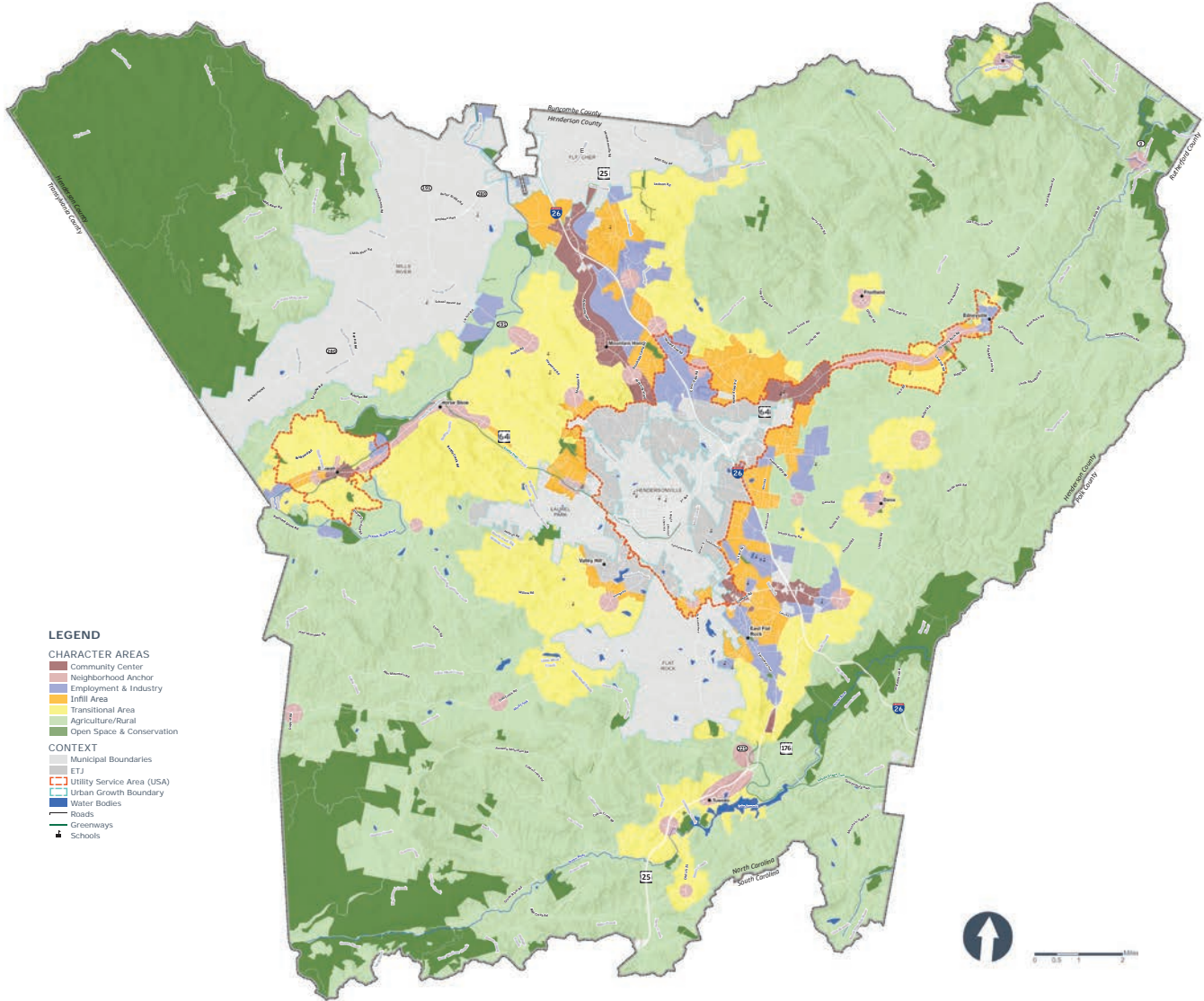
The following overview highlights ongoing, current, and past plans and studies connected to the Gen H Plan whether they are from the City of Hendersonville or Henderson County. An expanded review of these can be viewed in Appendix A. It is assumed that the regulations, requirements, and standards in these documents will play a role in guiding the implementation of maps, general policies, and

recommendations from the Gen H Plan. Collectively, these documents are intended to collaboratively influence future decisions regarding growth, conservation, character, or development within the City's planning jurisdiction.

Henderson County 2045 Comprehensive Plan (Adopted)

In summer 2021, Henderson County began crafting a new Comprehensive Plan. The Henderson County 2045 Comprehensive Plan outlines a vision for the community, shaping growth and development for the next 25 years. The plan was officially adopted on March 20, 2024 by the Board of Commissioners.

Coordination with the Henderson County's 2045 Comprehensive Plan and the Gen H Plan is integral to the mutual success of both plans.



Henderson County Future Land Use Map | Henderson County, NC

Parks and Greenspace Master Plan (Ongoing)

The City of Hendersonville is developing a new citywide parks and greenspace plan to guide the development of a system that serves everyone, prioritizing equity and resilience. The updated Hendersonville Parks Master Plan will identify priorities and funding needs, assess staffing, and plan for future parks, greenspaces, and greenways. The update is set to be adopted in the summer of 2024. This update aligns with the comprehensive plan, ensuring a coordinated approach to community development and recreational facilities.

Sustainability Strategic Plan (Ongoing)

Hendersonville is developing its inaugural Sustainability Strategic Plan, which outlines measurable goals and actions that blend environmental, social, and economic values to reduce the City's overall impact on the environment while strengthening communities, and ensuring a prosperous future now,

and for generations to come. This plan addresses challenges with a path forward on actionable and measurable opportunities to reduce the City's municipal greenhouse gas emissions. Key areas of focus are energy, transportation, waste management, land management, and water. Although the plan targets municipal actions, community involvement is crucial. The plan will offer recommendations for residents and businesses to reduce emissions and boost sustainability. The plan is scheduled to be adopted by City Council in 2024.

Hendersonville Housing Dashboard (Ongoing)

The Hendersonville Housing Dashboard is an online platform that presents up-to-date information on previous, ongoing, and upcoming housing initiatives. It provides details for each project, including housing type, unit count, acreage, density, and the current construction stage.

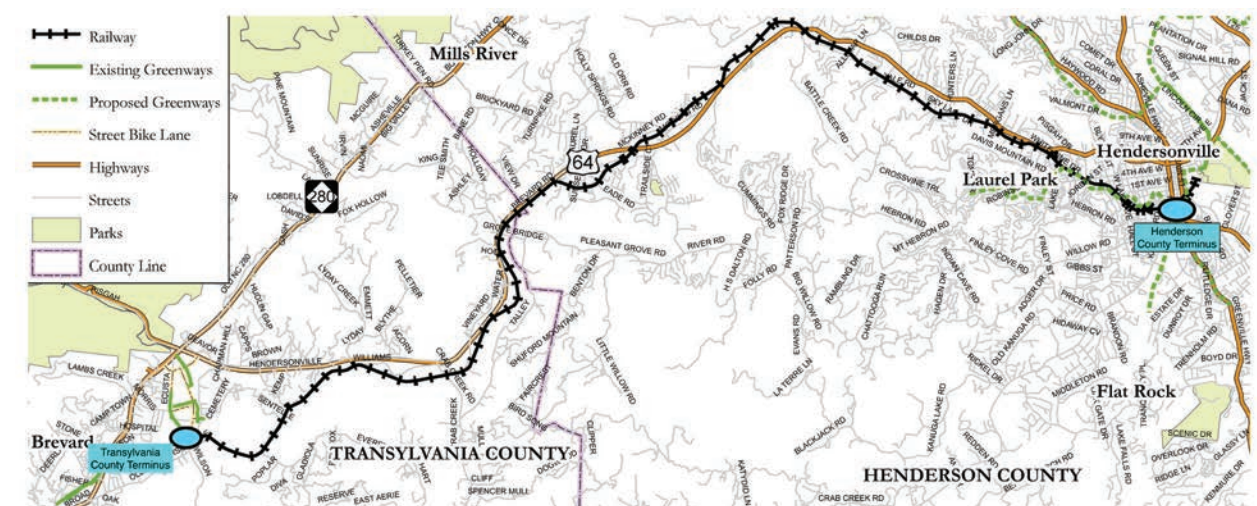
Walk Hendo Pedestrian Plan (2023)

The Walk Hendo Pedestrian Plan, adopted in 2023 by the City Council, was funded by a Multimodal Planning Grant from the North Carolina Department of Transportation Integrated Mobility Division. The Walk Hendo Pedestrian Plan serves as an update to the 2007 Pedestrian Plan Final Report. The original report aimed to improve pedestrian-friendly initiatives within the city, focusing on identifying new sidewalks and planning connections to pedestrian attractions and greenways.

The new plan aims to establish a comprehensive framework for enhanced pedestrian connections between key locations in Hendersonville. Key recommendations from the Walk Hendo Pedestrian Plan are integrated into the Gen H Plan.

Ecusta Trail Construction Update (2023)

Conserving Carolina and its partners successfully raised funds through local support and grants to purchase land and initiate construction of the Ecusta Trail. The groundbreaking ceremony for the first section of the trail took place on October 28, 2023.



The Ecusta Trail Route | Friends of the Ecusta Trail

Construction for the initial 5.7-mile segment from Hendersonville to Horse Shoe, NC, is set to commence by the end of 2023, with an estimated completion time of one year. The entire 19-mile trail is projected to take between 3 to 5 years to complete.

Henderson County Greenway Master Plan (2019)

Since 1999, Henderson County has engaged in small-scale greenway planning and creation. Recognizing the growing interest in greenway trails and the need for greater connectivity, the county established the Henderson County Greenway Master Plan in 2019.

This 30-year vision outlines a county-wide network of greenways, providing recommendations for Henderson County and its partners. The plan serves as a guide for future trail development, aiming to create a safe, accessible, and connected greenway system. It envisions enhancing the quality of life by offering opportunities for transportation, recreation, public

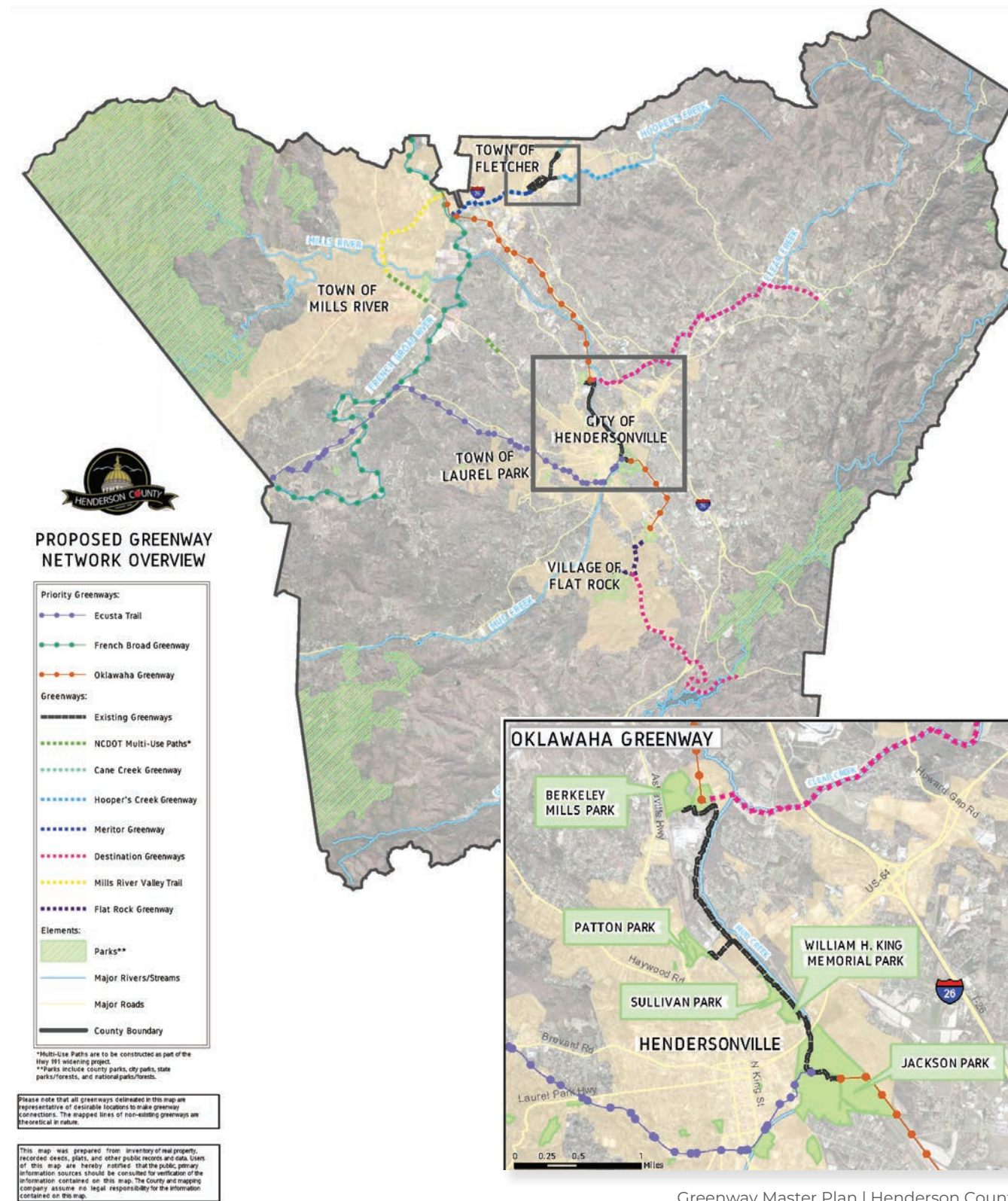
health, economic development, and environmental stewardship.

Hendersonville Bicycle Plan (2018)

The City Council adopted the Hendersonville Bicycle Plan in 2018. Supported by a grant from NCDOT and a donation from the Blue Ridge Bicycle Club, the plan suggests a network of facilities to enhance connectivity, safety, and comfort for bike riders of all ages and abilities in Hendersonville.

Hendersonville Comprehensive Parking Study (2014)

In 2014, the City of Hendersonville conducted a parking study for Downtown Hendersonville to improve the management of the downtown parking program and enhance customer satisfaction. Building on discussions from previous parking reports in 1995 and 2013, the Hendersonville Comprehensive Parking Study aimed to identify current issues, propose solutions, and address the growing demand for parking while maintaining the community's quality of life.



Greenway Master Plan | Henderson County

The study guided City Council's subsequent decisions on parking strategies, which resulted in the construction of the City's first parking garage and metered parking management in 2023.

Ecusta Rail Trail Planning Study and Economic Impact Analysis (2012)

In 2012, the City of Hendersonville started the Ecusta Rail Trail Planning Study and Economic Impact Analysis to explore the possibility of transforming an inactive rail corridor into a paved shared-use trail. The goal was to provide alternative transportation, recreation, and spur economic development. The study received funding from federal transportation funds via NCDOT, supplemented by local matching funds from the City of Hendersonville, City of Brevard, Town of Laurel Park, Henderson County Travel and Tourism, and the non-profit group Friends of the Ecusta Trail. This planning study evaluated the rail corridor, assessed feasibility, outlined steps for conversion, identified

necessary partnerships, and established an operational structure for a regional trail spanning two counties and three jurisdictions.

2030 Hendersonville Comprehensive Plan (2009)

The 2030 Hendersonville Comprehensive Plan, adopted in 2009, serves as a consolidated document outlining the citizens' visions for the community's future and the necessary steps to realize those visions. It builds on previous planning efforts from the late 20th century and includes references to various plans, such as the Thoroughfare Plan (1991), the Southside Development Plan and Transportation Study (2002, 2006), Henderson County Comprehensive Plan (2004), and French Broad River MPO Comprehensive Transportation Plan (2008). The comprehensive plan provides guidance on population, housing, natural resources, cultural assets, community facilities, water resources, transportation, land use, and implementation.



Oklawaha Greenway | Friends of the Oklawaha

Plan Consistency

A valuable use of the Gen H plan in the years ahead is as a touchstone to help the City of Hendersonville evaluate a variety of policy, regulatory, and public investment decisions. This assessment involves comparing proposed actions, investments, or decisions with the vision, principles, maps, policies, and recommendations outlined in the Gen H Plan. The objective is to determine alignment with the document. Typically, such evaluations would be integrated into City staff reports, grant applications, or monitoring reports.

It is important to emphasize that any future zoning amendments considered by the City must incorporate a statement evaluating consistency with the adopted Gen H Plan as the City is already doing for its current plan. However, it's important to clarify that this statement is advisory and not subject to judicial review.

COMPREHENSIVE PLAN TEXT AMENDMENT

It may be deemed acceptable to occasionally propose changes to the language in the Gen H Plan. This situation could arise, for example, if new information emerges in subsequent years, necessitating a refinement of the wording for a specific policy or recommendation. In such cases, the individual or entity suggesting an amendment to the text of the Gen H Plan should evaluate the consistency of the proposed modification with the goals and objectives. It is recommended to avoid making alterations to the goals and objectives stated in the Gen H Plan between full updates.

COMPREHENSIVE PLAN MAP AMENDMENTS

Proposing adjustments to the maps in the Gen H Plan is acceptable in response to evolving conditions, whether they are physical, policy-related, or market-driven. When suggesting amendments to the maps, the sponsor should ensure coherence by:

- ❑ Evaluating the consistency of map amendments so they align with the vision statement, goals, initiatives, policies, and recommendations outlined in the Gen H Plan.
- ❑ Verifying those amendments to maps depicting Conservation and Development do not conflict with the broader concepts and growth ideas.
- ❑ Confirming that changes to Supporting Infrastructure maps are reasonable to meet the service demands generated by the preferred development types, locations, patterns, and intensities.

It is advisable to refrain from making significant changes to the General Framework, Focus Areas, or Character Areas Maps in the Gen H Plan between full plan updates.

DEVELOPMENT APPLICATION, REZONING

In adherence to state law, a rezoning application must include a statement of consistency with the Gen H Plan. The City should encourage applicants to articulate their rationale for why their proposed zoning amendment is consistent with the currently adopted plan. If the City can achieve consistency between its adopted comprehensive plan and the development decisions that applicants make, it can harness the power of private investment in service to advancing the community vision embodied in the plan. As a result, here is a list of things to consider as part of the consistency review conducted by applicants and City staff:

- ❑ Further the City’s commitment to the vision statement and initiatives in the comprehensive plan. Recognize that consistency with all ten principles may require prioritization based on competing interests, with the overall goal of safeguarding the community’s health, safety, welfare, and prosperity.
- ❑ Align with the big picture ideas and growth concepts outlined in the General Framework Map.
- ❑ Be consistent with the future land use category specified in the Conservation and Development Maps for the site. Provide justification if deviating from the map.
- ❑ Demonstrate compliance with the intent of the specific character area where the change is proposed, factoring building and site design considerations.
- ❑ Consider broad system maps and recommendations for supporting infrastructure,

incorporating proposed features or facilities into the rezoning condition (e.g., accommodating a proposed trail corridor).

- ❑ Explain, through a narrative in the zoning application, how the change implements city-wide planning concepts. Figures or maps may be included for clarity.
- ❑ Identify specific policies and recommendations positively impacted by the zoning change, acknowledging instances where the proposed change may negatively impact policy implementation.

City staff should conduct an independent evaluation of the rezoning application using the same criteria mentioned above.

DEVELOPMENT & OTHER APPLICATIONS

In addition to preparing a statement of consistency for proposed rezonings, the City of Hendersonville should consider adding an evaluation standard to the Special Use Permit process that requires a proposed project to be consistent with the City’s adopted plans.

GRANT APPLICATION

A grant application can be strengthened by showing alignment with the Gen H Plan. It is beneficial to provide concrete examples of how the grant funds can support the implementation of specific policies or recommendations in the document.

CAPITAL IMPROVEMENT PLAN, CANDIDATE PROJECT ASSESSMENT

Affirming comprehensive plan consistency for capital projects in the City’s Capital Improvements Plan (CIP) strengthens the link between land use, development, and required infrastructure. Including this information in updates to the CIP document informs the City Council’s prioritization process.

PARTNERING ACTIVITIES

City officials may cite consistency with the Gen H Plan for City resolutions prepared in the future. One example of Hendersonville cooperating with a partner to benefit a goal in the Gen H Plan could involve collaborating with a local environmental conservation group to preserve green spaces and enhancing environmental sustainability. The City officials, when preparing resolutions in the future, could partner with this conservation organization to implement initiatives such as creating new parks, maintaining existing green spaces, or promoting environmental education programs. By citing consistency with the Gen H Plan, the City can demonstrate alignment through City resolution with its goals and actively engage in partnerships that contribute to the community’s overall well-being and environmental health.

Ordinances, Boards, and Committees

ORDINANCES, BOARDS, AND COMMITTEES

In addition to the plans and studies that expand on the Gen H Plan, governing bodies and actions also intricately weave together to shape the future of Hendersonville in alignment with the comprehensive plan. Subsequently, the City's ordinances, boards, and committees serve as pillars supporting the strategic visions and objectives outlined in the Gen H Plan. The governing bodies of Hendersonville play crucial roles in upholding the existing, influential ordinances and will most likely coincide with the foundations of the Gen H Plan.

The City of Hendersonville Code of Ordinances (Updated 2023)

The City of Hendersonville Code of Ordinances, adopted in 1998 and most recently updated in fall of 2023, consolidates various aspects

like decision-making, zoning, development standards, and more into a single document.

Zoning Ordinance

The Zoning Ordinance regulates all land development within the City of Hendersonville and its ETJ. Zoning Ordinance regulations correspond to the applicable zoning districts found in the City's Zoning Map. It puts into effect policies from comprehensive plans, transitioning from suggestions to laws. Updating it once the Gen H Plan is finished is recommended, aligning with community character and land use goals. Potential updates may introduce new zoning districts or design requirements to fulfill the Gen H Plan's intended outcomes.

Subdivision Ordinance

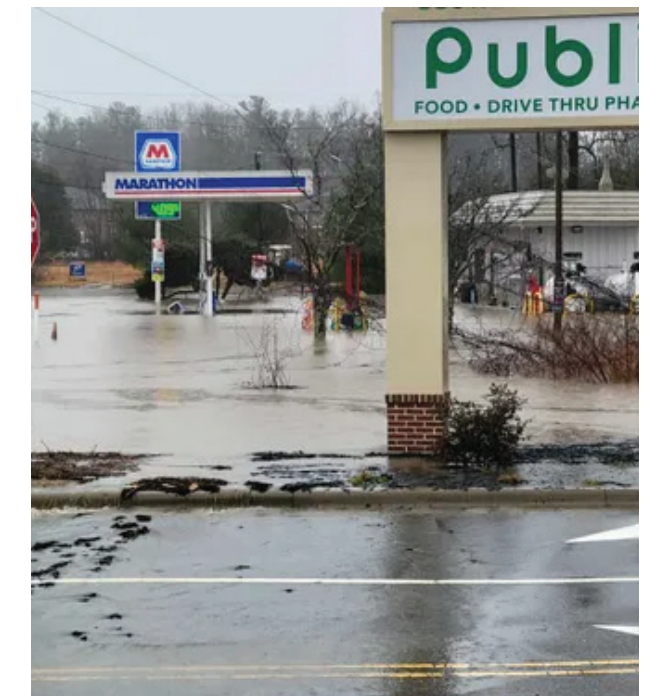
The purpose of the Subdivision Ordinance is to promote the public health, safety, and general welfare of the landowners and residents of Hendersonville, and to ensure that all subdivision or re-subdivision of land within the City's planning jurisdiction complies with zoning regulations.

Historic Preservation Ordinance

The historical heritage of the City of Hendersonville is a treasured asset enjoyed by residents and visitors alike. The Mayor and Council recognize the role that historic properties play in that heritage and believe that the conservation of historic properties stabilizes and increases property values and strengthens the overall economy of the City. For these reasons, they have adopted a Historic Preservation Ordinance. The Hendersonville Historic Preservation Commission is a nine-member board whose members are appointed by the Mayor and City Council.

Flood Damage Prevention Ordinance

The City of Hendersonville participates in the National Flood Insurance Program. This allows residents of the City of Hendersonville and its jurisdiction to purchase flood insurance. The Flood Damage Prevention Ordinance regulates fill and encroachments within the flood hazard areas of the City. It is the purpose of this ordinance to promote public health, safety, and general welfare and to minimize public and private losses due to flood conditions in specific areas.



The entrance to Publix on Greenville Highway flooded January of 2024 | Dean Hensley, Times-News

Minimum Housing Code Ordinance

The City of Hendersonville has adopted the Southern Building Code Congress International “Standard Housing Code” as the minimum housing code for the City of Hendersonville. The Minimum Housing Code Ordinance is adopted to provide for public safety, health and general welfare through structural strength, stability, sanitation, adequate light and ventilation and safety to life and property from fire and other hazards incidental to construction, alteration, repair, removal, demolition, use or occupancy of residential buildings and accessory structures.

Nuisance Ordinance

The Nuisance Ordinance in the City of Hendersonville stipulates that it is illegal for the owner or occupant of any lot, residence, parcel of land, or other building to allow the existence of any condition deemed dangerous or detrimental to public health.

Hendersonville Community Development Department

The Planning Division oversees the physical development of land in Hendersonville and its Extraterritorial Jurisdiction. It also manages the Main Street Program and Historic Preservation Commission.

The department performs grant writing and reviews development projects to ensure compliance with codes and regulations, updates various documents like the Zoning and Subdivision Ordinance, Comprehensive Plan, Parks and Greenspace Plan, and Pedestrian and Bicycle Plans.

Additionally, the Planning Division oversees the enforcement of zoning regulations, including building setbacks and parking requirements, along with staffing the Board of Adjustment.

The Downtown Division: organizes downtown and Historic District events. The Downtown Division works to improve the Main Street and 7th Avenue Municipal Service Districts. The Downtown Division is funded by Municipal Service District tax on the Main Street and 7th Avenue Districts, and a percentage of sales tax. In Fiscal Year 24, the tax rates were equalized with both Municipal Service District rates set at \$0.20 tax per \$100 valuation.

The Friends of Downtown Hendersonville, is a 501c3 Nonprofit Organization operated by the Downtown Division as in-kind staff. The organization complements the district by operating events and fundraising activities to support the development and vibrancy of Main Street and 7th Avenue.

Hendersonville Planning Board

The Planning Board was established to advise the City Council on matters related to land use and community development. The Planning Board holds a public hearing before a new

comprehensive plan is adopted. The Planning Board also conducts such hearings as necessary for the purpose of considering applications for text amendments.

Hendersonville Downtown Advisory Board

The City of Hendersonville is committed to protecting the economic viability, physical infrastructure, and social fabric of Main Street, 7th Avenue and the entire downtown area.



Hendersonville Downtown Advisory Board presentation

The Downtown Advisory Board serves in an advisory role to the City Council in matters pertaining to the Hendersonville Main Street and 7th Avenue Municipal Service Districts subject to such limitations as may be imposed by state law or by ordinances of the City. The Board works in concert with City Staff and City Council to implement the historic preservation based economic development strategy developed by the National Main Street Center and known as “The Four Point Approach.” The Board is an active member of the North Carolina Main Street Program.

Hendersonville Board of Adjustment
The Hendersonville Board of Adjustment is tasked with quasi-judicial decision-making authority in order to pass judgment on nuanced situations and unique circumstances which require evidence-based determinations and interpretations of the zoning ordinance.

Hendersonville Business Advisory Committee

The Business Advisory Committee serves in an advisory capacity and reviews and discusses proposed policies and ordinances to evaluate and comment on their potential impacts.

Hendersonville Environmental Sustainability Board

The City of Hendersonville believes environmental sustainability is critical to preserving the community for future generations and has adopted this goal as a core value. The Environmental Sustainability Board was created in 2015 and serves in a dual role as an advisor to the City Council on sustainability policies, and as outreach advocates to gain citizen support for sustainability practices and initiatives.

Hendersonville Housing Authority Board of Commissioners

The Housing Authority Board of Commissioners was formed to perform duties related to affordable housing for families, elderly, disabled and handicapped in the city.

Hendersonville Tree Board

The responsibility of the Tree Board involves making recommendations and developing programs which protect, diversify, and expand Hendersonville’s tree canopy through education, awareness, celebration, designation, community outreach and the development of materials such as the Comprehensive City Tree Plan and the Approved Species List.

Hendersonville Water and Sewer Advisory Council

The Water and Sewer Advisory Council was reformed in 2017 by the City of Hendersonville City Council to seek advice and recommendations and to involve the business community. This committee is made up of utility user representatives, county and town/village representatives, and others. Members review policies and initiatives and provide feedback to City Council.



Business Advisory Committee presentation

The Local Government Committee for Cooperative Action (LGCCA)

Henderson County, the City of Hendersonville, the Town of Laurel Park, the Town of Fletcher, and the Town of Mills River, and the Village of Flat Rock, recognize the importance of fostering communication and joint planning between all entities.

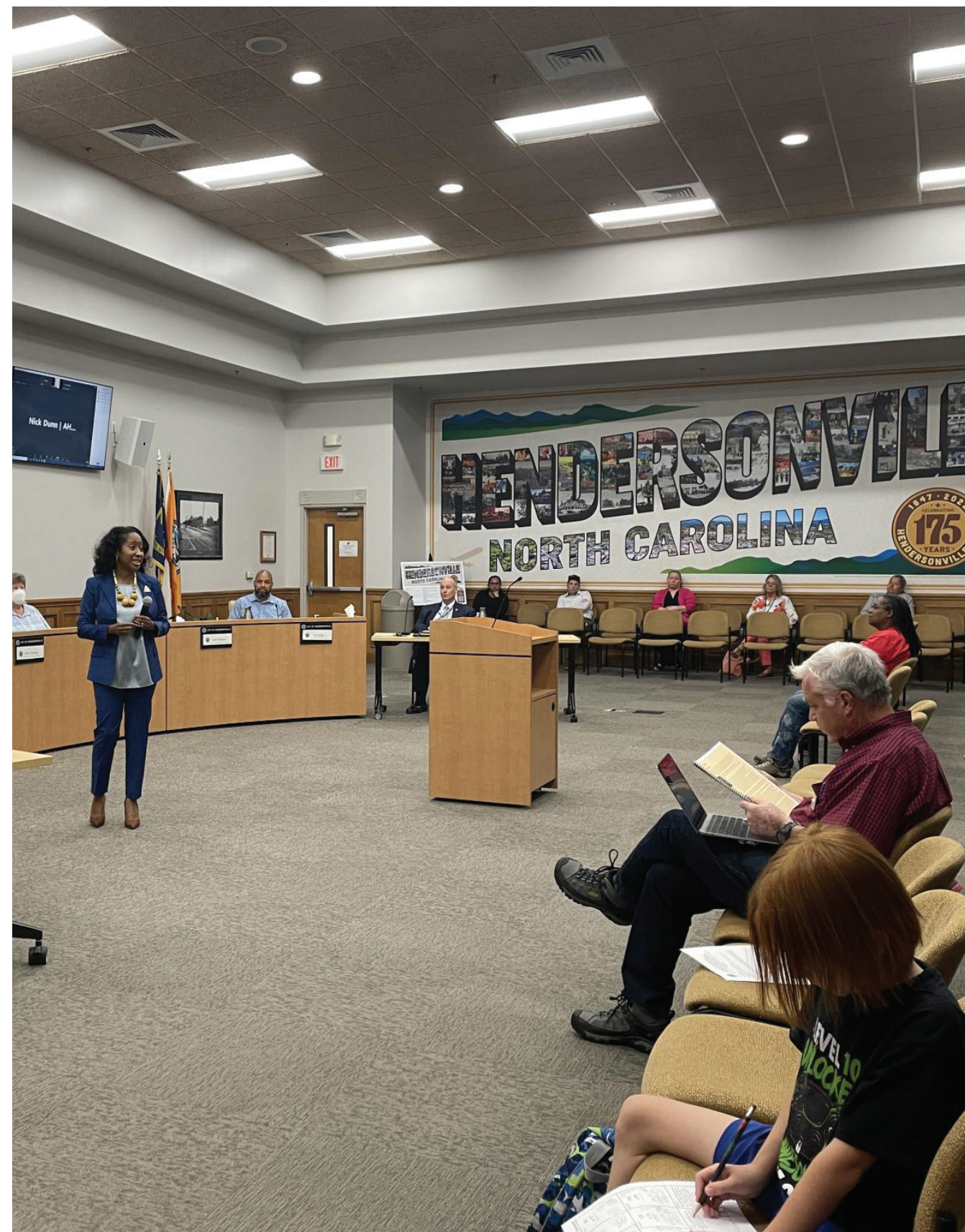
The Local Government Committee for Cooperative Action (LGCCA) was established by local governments to improve communication and planning between the County and its municipalities. The LGCCA believes it can enhance communication and planning by discussing and studying certain types of land use planning and the effect of the proposed land use change on the entire community, not just on the entity suggesting the change.

Henderson County Tourism Development Authority (TDA)

The Tourism Development Authority (TDA) was formed by North Carolina Session Law 2012-144 to administer the expenditure of occupancy taxes collected for the purpose of promoting tourism in Henderson County.

The Diversity and Inclusion Advisory Committee

The Diversity & Inclusion Advisory Committee serves to offer insight and direction towards the City Council's strategic goal of fostering equity, inclusion, and a sense of belonging, while also rectifying historical inequalities and ensuring respectful treatment for all individuals. While the committee operates under the terms outlined in its charter, any conflicts between the charter and North Carolina Law defer to the laws of the state.



Ahkirah Consulting presents to the Diversity and Inclusion Committee | City of Hendersonville

Chapter II. The Planning Process

INTRODUCTION
PROMOTING GEN H
ENGAGEMENT ACTIVITIES



Introduction

Throughout the Gen H planning process, the community was invited to engage with the project in a variety of ways to encourage a diverse group of voices to be represented in the creation of the plan. Over the course of a year, stakeholders and community members were invited to partake in discussions, online surveys, community pop-ups, public open houses, community advisory committee meetings, neighborhood canvassing, and meeting kits. At meetings and events, participants shared their thoughts about existing conditions, as well as their hopes and visions for the future. The online and printed surveys provided input opportunities for those not able to attend in-person events. A detailed summary of the engagement process can be found in Appendix D.



Pop-up engagement event at festival (left), City staff host a pop up engagement at a community event (right)

Public Engagement Plan

An extensive community engagement plan was developed as part of this process with the goal of obtaining input from community members of all ages and backgrounds. The City of Hendersonville communicated upcoming events and surveys through flyers, banners and signs posted throughout the city, mailed postcards, maintained project information on the City’s website, subscriber newsletters, and social media platforms like Instagram, Facebook, and YouTube.

- Gather meaningful feedback from stakeholders that informs the development of recommendations
- Leverage opportunities to collaborate with project partners on outreach efforts
- Ensure that stakeholder questions and concerns are heard and answered
- Maintain and strengthen the relationships among the project partners
- Document engagement
- Align vision, goals, and recommendations

ENGAGEMENT GOALS

- Identify stakeholder groups
- Utilize a variety of engagement tools, strategies, and activities geared toward reaching all identified stakeholder groups
- Meaningful involvement of lower-income and historically underrepresented populations



Custom branding was developed for the Gen H project

BUILDING AWARENESS

- Project Branding
- Print Campaigns
- Media Campaigns
- Lower Participation Strategies
- Digital Ad Campaigns
- Radio and Spotify Ads
- Local Radio and TV Coverage
- Educational Video Series
- Future Planner Outreach Materials

GATHERING INPUT

- Online Tools
- Community Survey
- Student Survey
- Meeting Facilitation
- Council Comp-versations
- Open Houses
- Pop-Up Meetings
- Meeting Kits
- Neighborhood Canvassing

ENGAGEMENT BY THE NUMBERS



ENGAGEMENT PHASES

Phase 1: Issues & Opportunities	Phase 2: Scenario Planning & Growth Framework	Phase 3: Implementation Strategy	Phase 4: Adoption
Gather input on existing issues and opportunities	Gather feedback on scenario planning that aligns with community priorities and the development of the growth framework	Inform the public on the preferred recommendations and implementation strategies	Engage City Council, Boards, Committees, staff, and stakeholders during adoption process

ENGAGEMENT STRATEGY

Strategy	Who It Reaches
Community Advisory Committee	Diverse Stakeholder Group
Technical Committee	City, County, and State Staff
Policymaker Briefings	Decision Makers
Open Houses & Pop Ups	City Residents & Stakeholders
Neighborhood Meetings	Lower Participation Groups
Meeting Kits	Everyone

TIMELINE



Promoting the Plan

As part of this process an extensive community engagement plan was developed with the goal of obtaining input from community members of all ages and backgrounds. The City of Hendersonville promoted upcoming events and surveys through various methods that included branding the project Gen H to promote generational thinking about Hendersonville’s future and using multiple methods and platforms to engage with the public about the project.

PRINT & MEDIA CAMPAIGNS

- A local radio station conducted a Gen H focused interview.
- Supporting informational materials, such as project one-pagers, survey promotion handouts, children’s coloring books, rack cards, Gen H swag, and more, were created for distribution at community events.

- Project materials were provided in both English and Spanish.
- The City placed yard signs, hung banners, and mailed postcards to its residents to help spread awareness.



Postcards from Hendersonville

ENGAGED & ONLINE

- The project website served as the home for all project information including technical reports, conceptual drawings, and public meeting materials.
- The online survey was accessed through the project website as well. Individuals were able to subscribe to project email updates via the website to stay informed with project milestones during the process.
- A video series explaining the importance of comprehensive planning and encouraging survey participation were produced in both English and Spanish by the City.
- The City also created a video and slideshow presentation specifically for high school students providing an overview of local government and comprehensive planning.
- The City collaborated with RingoFire to launch ad campaigns on various digital platforms.
- Organic and paid social media ads were utilized throughout the engagement process to promote engagement opportunities.
- Demographic data was utilized from the survey to adjust the graphics and imagery throughout the campaigns.
- Targeted ads were developed to reach historically underrepresented populations.
- The City utilized Google Ads to boost awareness and opportunities for public involvement in the plan.
- Spotify ads ran to reach a new segment of community members.

Engagement Activities

COMMUNITY SURVEYS

In total, six surveys were administered by the Gen H team to receive feedback from the community during each phase of the planning process.

Gen H Plan Survey

The survey was open from August 14, 2023, through November 14, 2023. The City of Hendersonville staff attended community events, held meetings with City Council, visited schools, went door-to-door in underrepresented communities, and popped up at city gathering spots and community connection workshops to encourage community members to take the survey. In addition, staff set up survey assistance office hours at the public library and a bilingual survey assistance event at El Centro.

Gen H Plan Student Survey

The student survey was developed and shared with local high school students.

In total, just over 4,700 people participated in the Gen H Plan surveys and provided over 10,500 individual comments.

Open House Surveys

Following both Open Houses, meeting materials were provided online with an accompanying survey to provide opportunities for feedback for community members who were unable to attend the meetings.

Green Meadows Canvassing Survey

During the horizon of the Gen H Plan survey, City staff and volunteers canvassed the Green Meadows neighborhood to engage with resident stakeholders. Residents were invited to take the Gen H Plan Survey and also answer a few tailored questions about their neighborhood.

Draft Plan Survey

An online survey collected public comments on the draft Gen H Comprehensive Plan.

STAKEHOLDER INTERVIEWS

Working with City staff, key stakeholder groups were identified to ensure a broad set of voices and views were heard during the Gen H Plan development. Over twenty stakeholder interviews were held during the first phase of the project.

Stakeholder Interview Topics

- Public Works
- Economic Development
- Agriculture
- Parks, Trails, & Greenways
- Environment, Resiliency, & Sustainability
- Downtown Stakeholders
- Arts, Culture, & Tourism
- Education Providers
- Equity & Inclusion
- Housing
- Senior Population
- Healthcare
- Developers, Large Landholders
- Historic Preservation
- Housed/Unhoused
- Transportation & Bike/ Pedestrian
- Public Health

- Real Estate & Development
- Multi-Generational Business Community

Key Themes

- Balancing growth with hometown character
- Affects of growth
- Workforce availability
- Directing growth to corridors and preserve sensitive areas
- Community health
- Opportunities to improve mobility and connectivity through parks, trails, and greenway networks



Opportunities to improve greenways and mobility throughout Hendersonville was a theme from the stakeholder interviews | Welter Greenway, Lu Ann Welter

COUNCIL COMP-VERSATIONS

The City introduced council conversation meetings, coined “Council Comp-versations”, where City Council members led discussions on various topics to educate community members on the Gen H process and receive input through diverse input gathering mechanisms. Themes included a Comprehensive Plan Introduction, Downtown, Balancing Growth and Strengthening Community Character, Parks and Open Space, and Housing, including the plan purpose, goals, and implementation. They held a total of five meetings, each hosted by the Mayor and City Council Members, respectively. The meetings were held in diverse locations across the city to reach different audiences and neighborhoods. During these meetings, City Council Members were able to share their own insights and additions on the plan.



Community members review a city map at a Council Comp-versation

A flyer developed by the City to promote the five Council Comp-versations

COMMUNITY ADVISORY COMMITTEE

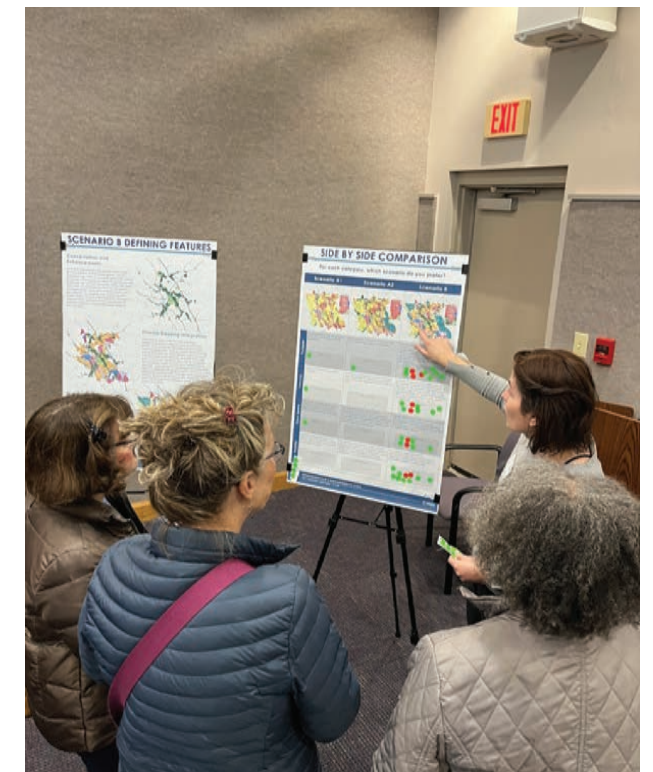
The Community Advisory Committee (CAC) - comprised of community leaders, residents, and business owners - guided the process by providing oversight and input over the course of six meetings. In addition to attending and participating in meetings, CAC members were encouraged to take part in as many partnering activities as possible and recruit members of the community to participate in the planning process as well.



Community Advisory Committee meeting

OPEN HOUSES

Two Open Houses, on November 20, 2023, and February 13, 2024, were held to gather public input on the Gen H Plan. The Open Houses were drop-in style where participants could attend the event anytime within the time range to meet with City representatives and provide their feedback on the Gen H Plan.



Two Open Houses were held giving community members the opportunity to provide feedback on the plan

ROUND TABLE DISCUSSIONS

Round table discussions bring together a diverse range of stakeholders to collaborate on addressing community needs and challenges. They promote inclusivity, information sharing, collaborative problem-solving, relationship building, feedback gathering, and informed decision-making. Through open dialogue and partnership-building, these discussions empower communities to shape sustainable and resilient urban development.

Seven round table discussions were held over the course of developing Gen H, of those, there were meetings with the senior population, Green Meadows representatives, the Downtown Advisory Board, Business Advisory Committee, local African-American pastors, Environmental Sustainability Board, and the Tree Board. Due to low survey results for people identifying as Black, the round table discussion with the local African-American pastors was important to initiate outreach.

CANVASSING GREEN MEADOWS

During the horizon of the community survey, City staff and volunteers canvassed the Green Meadows neighborhood to engage with resident stakeholders. Through conversations held on front porches, residents learned about the Gen H Plan that was underway, were invited to participate through taking the public survey and attend community events, and answered a few tailored questions about their neighborhood.

The canvassing event led to several additional, more in depth conversations with community and faith-based leaders about the African American community in Hendersonville and their representation and the inclusion of ideas in the Gen H Plan.

POP UP EVENTS

During the planning process, City staff hosted over fifty engagements, gave presentations, and participated in events throughout the city to spread awareness about Gen H.



Mayor Barbara Volk speaking to students from Bruce Drysdale Elementary School



National Night Out pop-up event

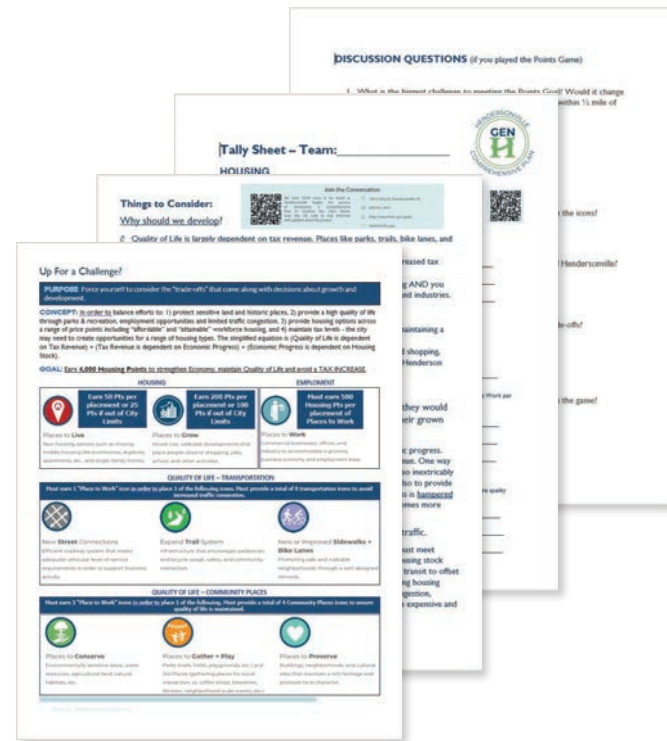


Building Bridges presentation aimed at connecting with the Latinx community

MEETING KITS

To ensure broad participation and opportunities for stakeholders to engage on their terms, the Meeting Kits were designed to encourage group discussion about the plan's goals and strategies. Utilizing this engagement strategy ensured a broader range of participation from stakeholders and that the plan is reflective of the community's vision for the future.

At events and pop-ups, City staff presented an overview of the Gen H planning process with the community. City staff led various discussion prompts and showed community members how to provide their input. At breakout tables, City staff guided community members through the Mapping Exercise and discussed the trade offs of different issues and opportunities and allowed them to give their own feedback about Hendersonville on the city-wide and downtown maps provided.



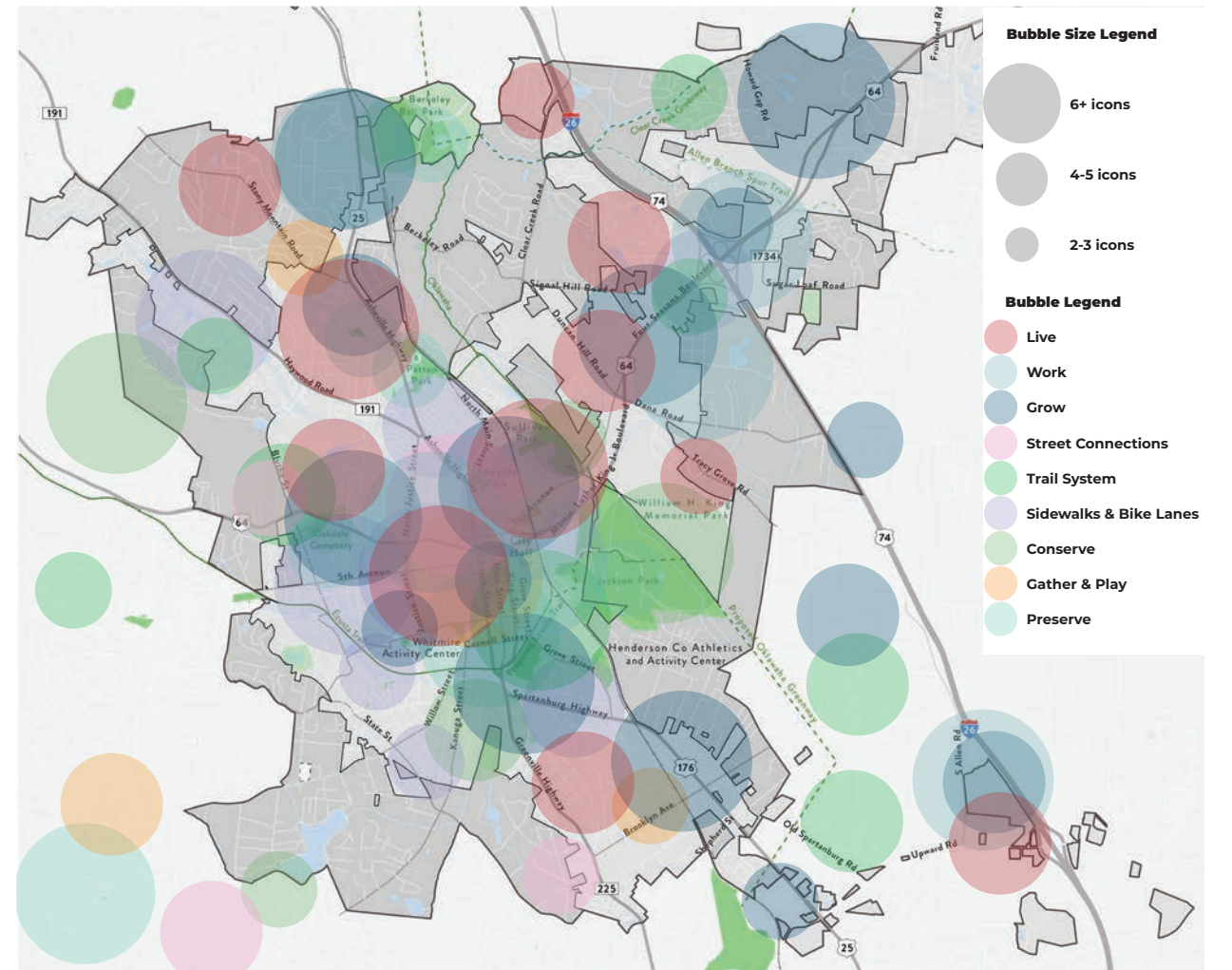
Instructions, scoring sheets, & discussion questions for the Mapping Exercise



Gen H Meeting Kit Mapping Exercise



Participants discuss Gen H Mapping Exercise



Bubble diagram of feedback from Gen H Meeting Kits

Chapter III. Hendersonville Today

INTRODUCTION

DEMOGRAPHICS

EXISTING CONDITIONS

MARKET ANALYSIS

ISSUES AND OPPORTUNITIES

BIG IDEAS FOR HENDERSONVILLE'S FUTURE

Introduction

EXISTING CONDITIONS

Hendersonville, NC, with its distinctive setting in the Blue Ridge Mountains, grapples with the challenges and opportunities presented by its unique physical, social, economic, and regulatory conditions. This chapter of the plan explores the existing conditions, market analysis, and issues and opportunities that guide urban planning in Hendersonville, delving into their purpose and implications for the City's future. Appendices B. Existing Conditions and E. Economic Development Plan provide further overview of the comprehensive analyses.

The Gen H Plan uses data inventories and assessments as the starting point for a comprehensive and engaging discussion about the future of Hendersonville.

Baseline conditions and emerging trends reported at the time of the planning process were captured from existing data sets, adopted documents, and field observations.

The information was used, in part, to frame a list of themes, observations, and recommendations that should be considered when planning for the city's future. Data inventories and assessments for the Gen H Plan address seven general subjects important to the plan's development:

- Environmental conditions
- Land use conditions
- Mobility conditions
- Infrastructure conditions
- Community character
- Market conditions
- Existing city policies and ordinances

Hendersonville Historic Train Depot (left)

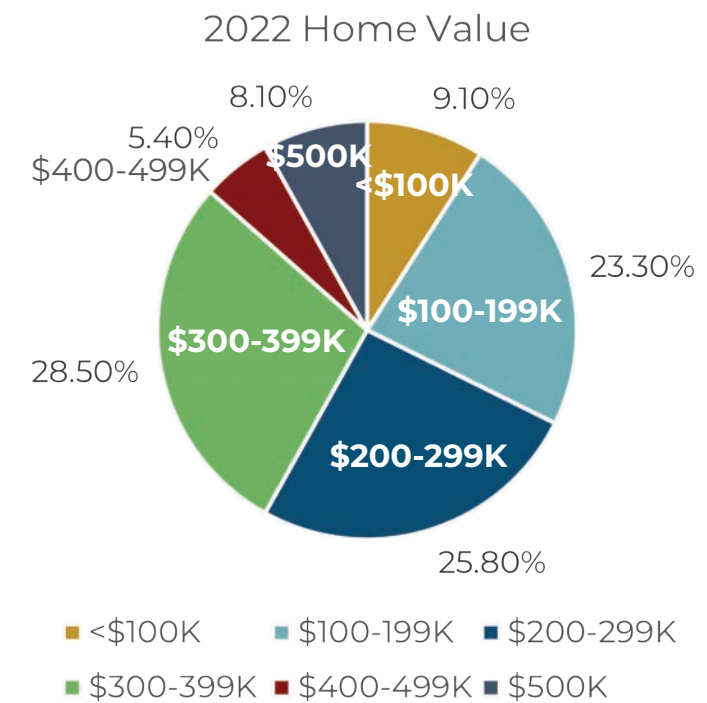
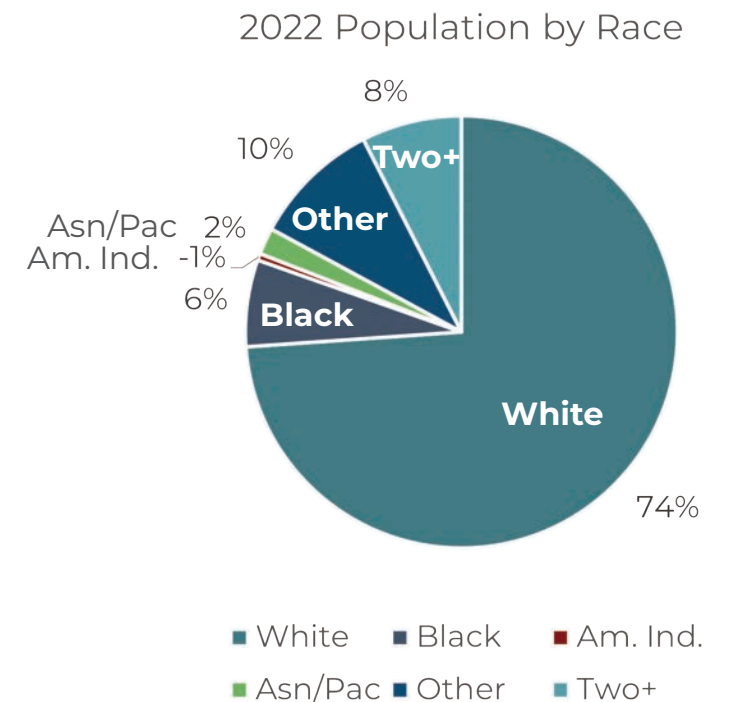
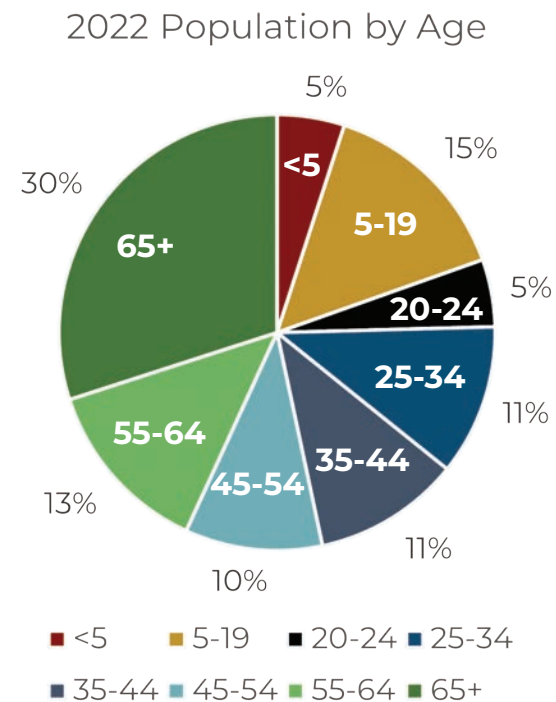
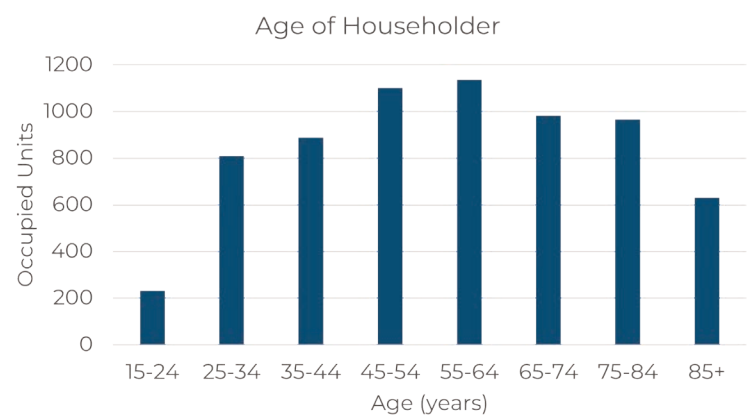
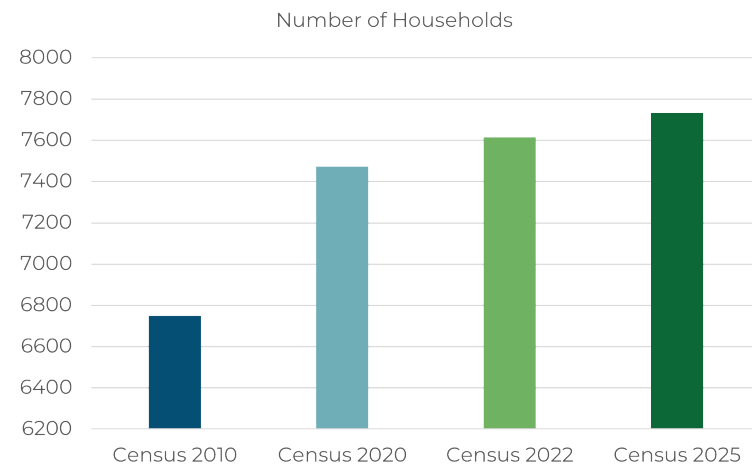
Demographics

DEMOGRAPHICS

Demographic trends, including age distribution, income levels, and cultural diversity, provide insights into the needs and preferences of Hendersonville's residents. This information is critical for market analysis and economic planning, ensuring that development aligns with the city's social fabric.



All ages were invited to participate in the development of the Gen H Plan



Existing Conditions

COMMUNITY CHARACTER

Hendersonville, NC, nestled in the Blue Ridge Mountains, features a diverse environment with clean air, lush forests, and vibrant biodiversity. In addition to its natural beauty, Hendersonville attracts visitors from near and far due to its charming downtown, rich cultural heritage, abundance of nearby summer camps, agricultural landscape dominated or defined by apple orchards, and its apple industry. Investment in, and preservation of these assets are important to Hendersonville's future success.

NATURAL ENVIRONMENT & CLIMATE

Existing water bodies, floodplains and wetlands, watersheds, water quality buffers, vegetation, tree cover, heritage tree designation, topography, and soils were all analyzed. Hendersonville and the region's continued growth and urbanization places pressure on the natural environment.

It is critical to emphasize the need for informed decision-making to balance growth with environmental and agricultural preservation. Monitoring and understanding these existing conditions are essential for sustainable development and growth in this area, especially with the trend of increasing population size.

Hendersonville is known as the "Apple Capital of North Carolina."



Local apples at the NC Apple Festival | City of Hendersonville

LAND USE

The existing land use plan for Hendersonville was initially developed in 1964, with major revisions in 1970 and 1980, and completely updated in 2009. The land within the city and its extraterritorial jurisdiction (ETJ) totals 9,630 acres. Over half of that land (60%) is developed, within right-of-way (ROW), and not likely to redevelop. Less than 1% is protected through conservation easements and other land protection mechanisms. The remaining land is either undeveloped (vacant) or underdeveloped (and ripe for redevelopment). The "Land Supply" is comprised of these two areas, which in combination encompass 3,832 acres, and it is the area of land to be considered for future development or conservation. Refer to Figure 4.4 Land Supply Map in Chapter IV for additional information.

Most of the committed development is residential, with some of the larger developments consisting of 300 multi-family units and 160 single-

family homes. The City also plans to preserve land with 140 acres of conserved wetlands and restored floodplain.

ZONING AND COMMERCIAL DEVELOPMENT

Zoning is a regulatory tool used to control land use and establish guidelines for development within specific areas or districts. It involves dividing land into different zones and setting regulations for each zone. Zoning regulations are crafted with market considerations in mind, ensuring that commercial developments align with market demands and contribute to the economic vibrancy of Hendersonville. These policies play a pivotal role in creating a balanced and thriving business environment.

Within the city limits, the majority of the land is zoned R-15 Medium Density Residential (25.83%), and in the Extraterritorial Jurisdiction (ETJ), R-15 Medium Density Residential covers 48.66% of the land.

HISTORIC DISTRICTS

The City actively promotes historic preservation initiatives, ensuring the protection and maintenance of its significant buildings. The listed historic districts in the city boundary include: Druid Hills, Hyman Heights, Cold Springs Park, Oakdale Cemetery, Seventh Avenue Depot, West Side, Main Street, and Lenox Park Historic Districts.

MOBILITY

Hendersonville has a network of roads and highways that connect the city with neighboring areas. Major thoroughfares include Interstate 26 and US Route 64. The city has public transportation service operated by Apple Country Public Transit, which is undergoing a feasibility study in reaction to falling ridership.

Downtown seeks to enhance its pedestrian infrastructure, aiming for additional pedestrian facilities that mirror the successful design and connectivity of the existing pedestrian facilities along Main Street.

Relatively heavy peak congestion exists throughout the city along its main corridors and into downtown. A bypass, however, would mitigate some traffic on Four Seasons Boulevard which currently has no alternative connections. Streetscape enhancements are underway for phase 1 of the project along 7th Avenue to improve utilities, enhance mobility, and encourage development.

The City recently adopted the Walk Hendo Plan which identifies opportunities and priorities for pedestrian related improvements.

Based on the Gen H Community Survey, the expansion of streets with sidewalks (67%) and the expansion of bikeways and bike lanes (67%) were tied for the highest ranked priority to make Hendersonville more walkable and bikeable.

PUBLIC SAFETY & INFRASTRUCTURE

Fire and Police

The City of Hendersonville has dedicated fire and police departments that play essential roles in ensuring public safety and emergency response.

Streets Maintenance

The City's Public Works Department maintains 134 lane miles of city streets. The North Carolina Department of Transportation (NCDOT) maintains several major thoroughfares (U.S. 64, U.S. 176, Highway 25, and Highway 191 - including King and Church Streets, and others).

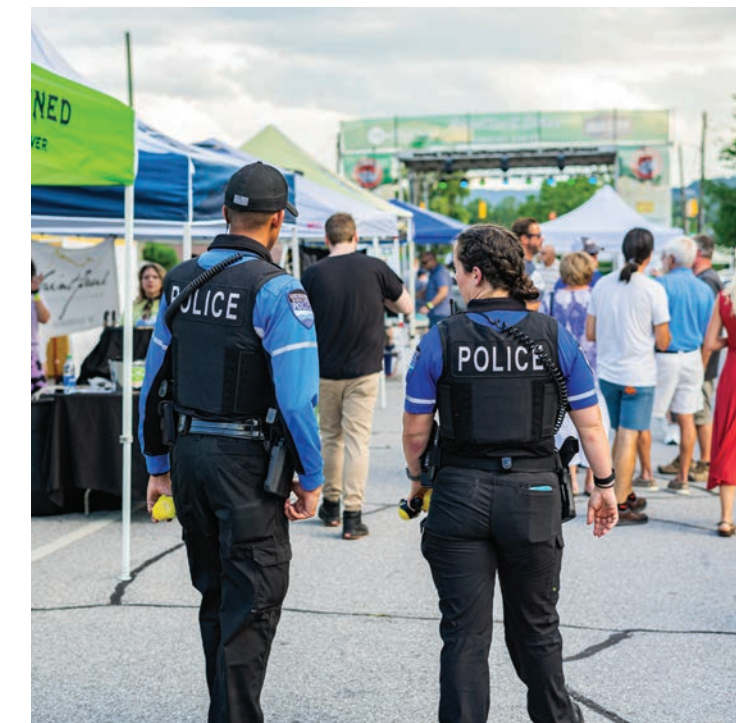
The Public Works Traffic Division maintains 42 city owned traffic signals on city owned roadways, over 8,000 signs and posts, 301 city owned decorative street lights, 175 historic banners, 5 trail emergency phones, 5 electric car charging stations, over 1,500 parking spaces, & 27 parking kiosks within the city.

Street Lighting

Through Duke Energy, the city has more than 1,800 streetlights and maintains numerous outdoor lights in public areas.

Solid Waste

The City of Hendersonville Environmental Services Division provides weekly pickup of solid waste, recycling and yard waste.



Hendersonville Police Department attends a community event

Utilities

Public Service Company of North Carolina (PSNC) currently is the sole supplier of gas to Hendersonville.

Duke Energy and Carolina Power & Light (CP&L) provides electricity to Hendersonville.

Phone service is offered by multiple providers including, but not limited to BellSouth, Verizon Wireless, AT&T, and Sprint.

Hendersonville has 100% residential broadband coverage with fixed speeds of 25/3 Mbps or greater.

Water and Sewer Service

Hendersonville Water and Sewer provides water service to over 31,000 homes and businesses in Hendersonville and Henderson County as well as sewer service to over 10,000 homes and businesses. About 78,000 people are being served with water and over 21,000 people receive sewer service.

Stormwater Service

Hendersonville's Stormwater Management Program works to preserve, protect, and restore the quality of water in the streams, rivers, and lakes within the City of Hendersonville.

Sustainability

The Sustainability Division was created in 2023 under the Public Works Department to strengthen the City of Hendersonville's commitment to sustainability. The division is also responsible for incorporating City Council's goals and City Resolutions pertaining to sustainability within the organization. Efforts are divided into five key focus areas: energy, transportation, waste management, water, and land management.

Adopted May 2024 the Sustainability Strategic Plan outlines measurable goals and actions to reduce the City's overall impact on the environment while strengthening communities, to ensure a prosperous future now, and for generations to come.

This plan addresses challenges with a path forward on actionable and measurable opportunities to reduce the City's municipal greenhouse gas emissions by 30% by 2035.

Based on the Gen H Community Survey, the majority of participants ranked land management to be the most important area of sustainability (82%) with protection of water bodies being ranked second highest at 72%.

Parks and Recreation

Hendersonville boasts a number of well-maintained parks that provide recreational spaces for residents and visitors. The Hendersonville Parks and Greenspace Master Plan is being developed concurrently with the Gen H Plan, ensuring a coordinated approach to community development and the provision of recreational facilities and programs.

In 2019, Henderson County adopted the Greenway Master Plan with a long-term, 30-year vision. The plan aims to create a safe, accessible, comprehensive and connected system of constructed greenway trail that enhances quality of life throughout Henderson County by providing opportunities for transportation, recreation, public health, economic development, and environmental stewardship.

Based on the Gen H Community Survey, the highest ranked projects respondents felt most important to implement in the next 20-40 years were parks that protect environmental health and natural resources (75%).

Market Analysis

MARKET ANALYSIS AND ECONOMIC POLICIES

Market and economic analyses play a crucial role in shaping policies related to land use and economic development. Strategies that balance growth with preserving the city's character are designed to foster economic vitality while maintaining the unique charm of Hendersonville. Understanding market dynamics involves assessing demand and supply in various sectors, including real estate, retail, and services. Market analysis informs land-use policies, guiding the development of commercial and residential spaces that align with the needs and aspirations of the community.

A comprehensive examination was completed studying various economic factors and trends impacting Hendersonville. The analysis encompassed a wide range of economic sectors, including real estate, retail, hospitality, and services.

One notable conclusion was that the city's steady population growth has contributed to increased demand for housing and retail spaces. The real estate market exhibited resilience, with property values showing a consistent upward trajectory. Additionally, the study highlighted a reinvigorated tourism sector, driven by Hendersonville's scenic beauty and eco-tourism attractions, leading to increased demand for hospitality and leisure-related businesses.

The retail sector saw a shift towards sustainable and locally sourced products, reflecting the community's values. Conclusively, the market analysis positioned Hendersonville as a thriving market with diverse opportunities for businesses, encouraging strategic planning and investment in alignment with the identified trends and demands.



RETAIL IS ECONOMIC DEVELOPMENT

Full-time Non-retail Workers (25 - 34)

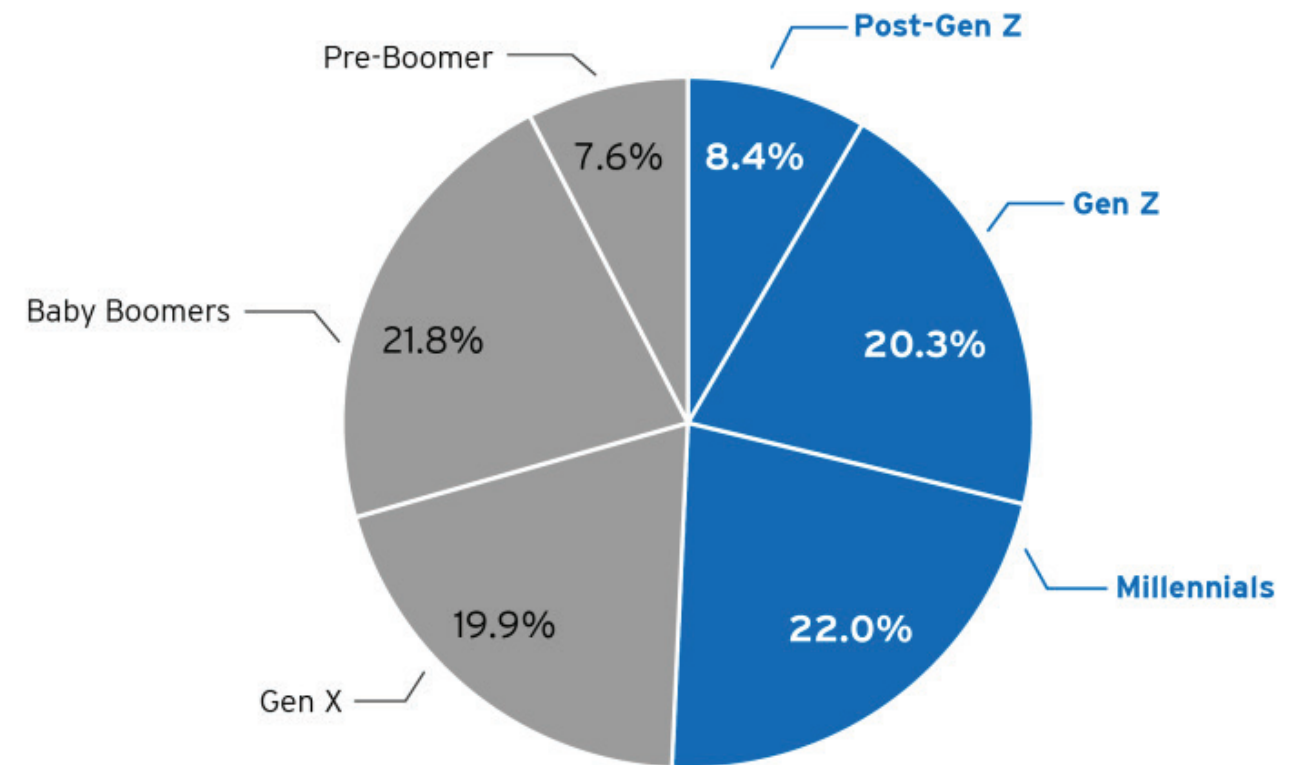
\$34,368



Full-time Retail Workers (25 - 34)

\$35,376

MILLENNIALS, GEN Z & THE FUTURE CONSUMER



TAPESTRY SEGMENTATION

ESRI, a GIS mapping software, develops tapestries from a market segmentation system built from using a large, well-selected array of attributes of demographic and socioeconomic variables to identify numerous unique consumer markets throughout the United States. These segments reflect demographic shifts over the last decade to established consumer markets, as well as the emergence of new markets due to population growth, demographic and socioeconomic change, and transforming consumer behavior.

Hendersonville's top two Tapestry segments are:

- Old and Newcomers - 22.9%.
- Midlife Constants - 22.3%.

OLD AND NEWCOMERS

- Average labor force participation rate of 62.6%, despite increasing number of retired workers.
- 32% receiving Social Security.
- 31% have a college degree.

- Price aware and coupon clippers but also impulse buys.
- Attentive to environmental concerns and comfortable with the latest technology.

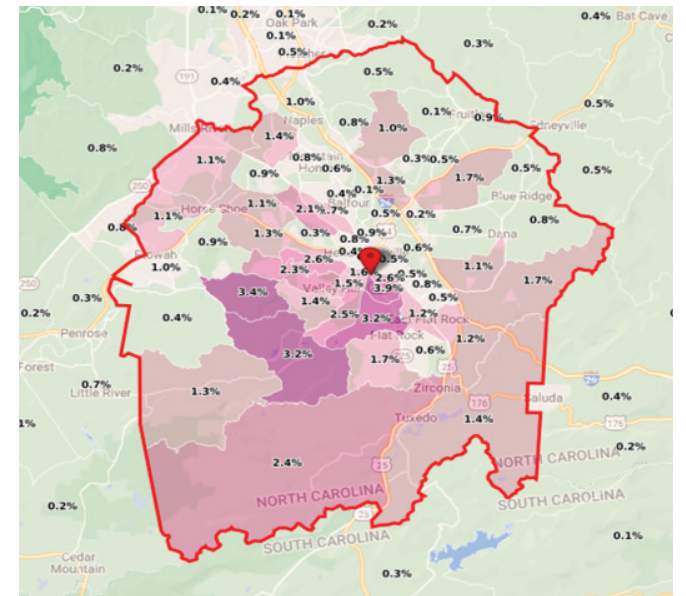
MIDLIFE CONSTANTS

- 63% have a high school diploma or some college.
- Low labor force participation rate of 31%.
- 42% receiving Social Security.
- Traditional, not trendy; opt for convenience and comfort not cutting edge.
- Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

MOBILE DATA COLLECTION

Mobile data tracking uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours.

The data shown here includes shoppers who visited the selected Publix location during a 1-year time period. This tool identifies where consumers are coming from to shop in the Hendersonville market (Custom Trade Area).

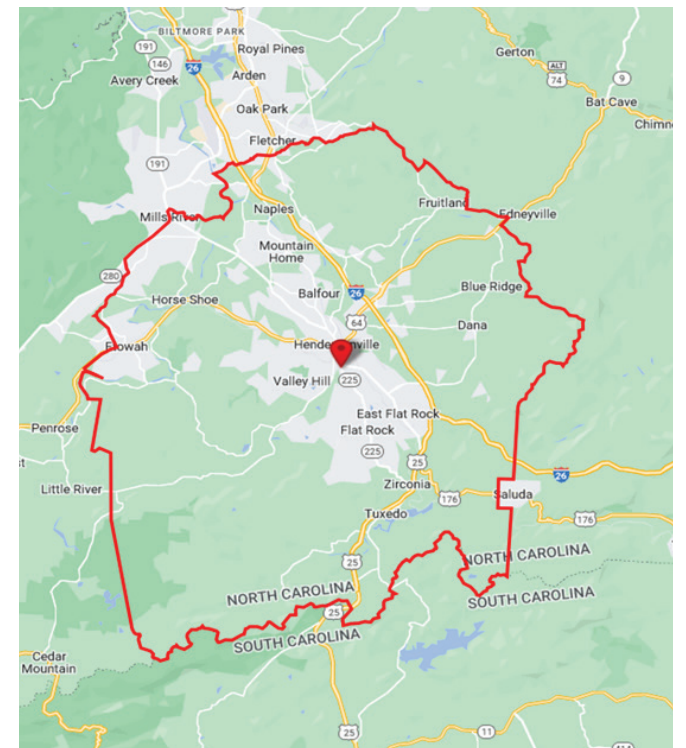


Publix	Estimated Annual Visits	96,886
635 Greenville Hwy	Repeat Visitors	43%
Hendersonville, NC	Tourist Visits	8.6%
Grocery	Average Distance From Home	4.91 mi
Publix	Average Dwell Time	22 min

CUSTOM TRADE AREA

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings, and drive time areas are a start.

A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month.



CUSTOM TRADE AREA DEMOGRAPHICS

- Projected to add roughly 5,000 people by the year 2027
- Predominately white (83%) and Latino (11%) population
- Almost 50,000 housing units
- About 15% vacancy
- Average housing unit value, approximately \$475k, significantly more than other cities in the region:
 - Asheville - \$453k
 - Greenville, SC - \$350k
 - Spartanburg, SC - \$300k



93,554

Estimated CTA Population

5.2%
Projected growth Rate 2022-2027

98,371

Projected 2027 Population

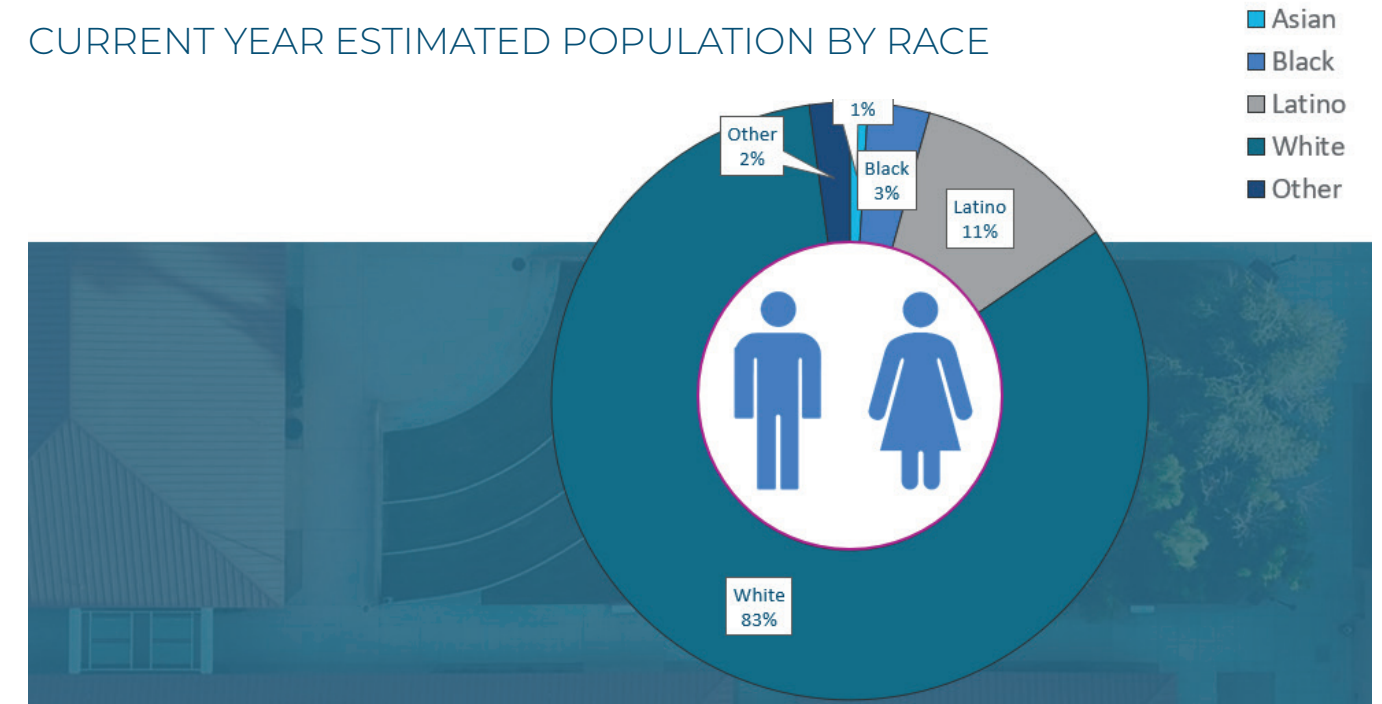
42

Male Average Age

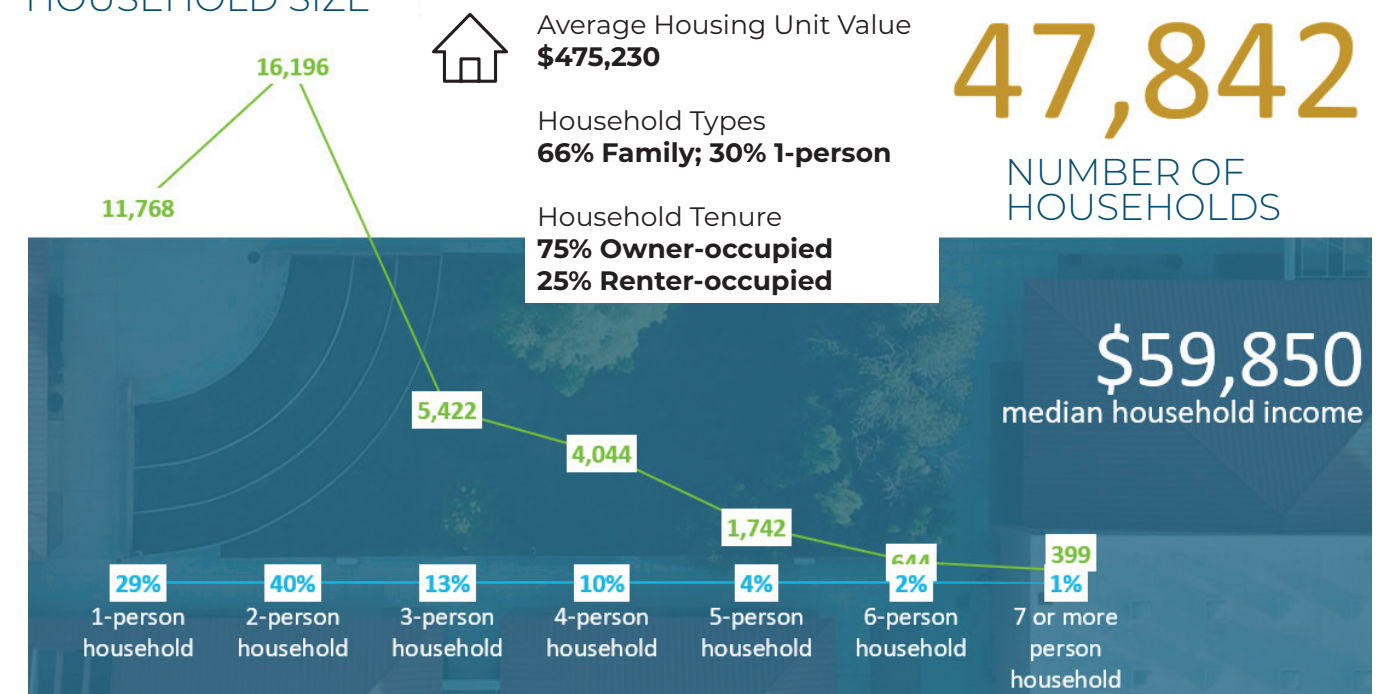
46

Female Average Age

CURRENT YEAR ESTIMATED POPULATION BY RACE



CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



CUSTOM TRADE AREA GAP ANALYSIS

The GAP Analysis helps uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective. The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is U.S. Census Bureau’s monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau’s Economic Census. The source for the establishment is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

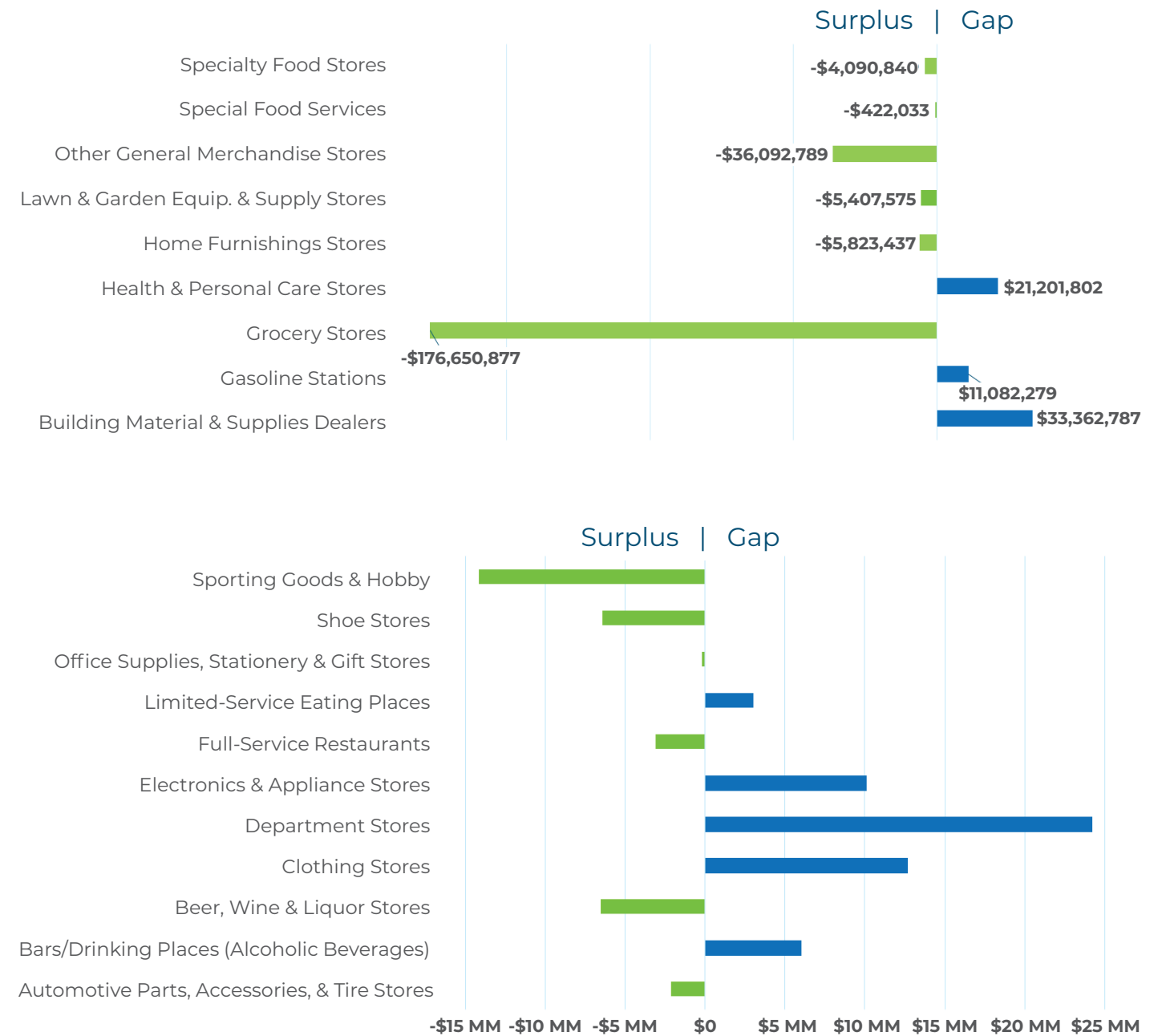
The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



Mast General Store on Main Street in downtown Hendersonville is a regional retail chain store

A positive value signifies an opportunity gap, while a negative value signifies a surplus



Issues & Opportunities

Through the Gen H Plan process, stakeholder engagement, policy analysis, and data and existing condition analysis, issues and opportunities emerged. Future planning for Hendersonville should promote integration of social and geographic considerations with market realities and economic dynamics. A comprehensive approach will allow for the city to navigate its unique challenges and opportunities and foster a sustainable, inclusive, and economically vibrant future for its residents.

CONSIDERATIONS FOR HENDERSONVILLE

The following is a summary of issues and observations for consideration:

Community Character

- Preserving small-town character while being a 21st century city
- The population mixes traditional values with a diversity of cultures and lifestyles
- A walkable downtown connected to the world by auto-oriented corridors
- It is a focus of activity in a sea of farm and forestland
- Developing stronger cross-jurisdictional collaboration
- A desirable, growing destination as well as a cherished hometown

Land Use & Development

- Catalyzing commercial and mixed use redevelopment and creating more attractive gateways
- Managing emerging issues
- Preparing for build-out

Housing

- Hendersonville is experiencing unprecedented growth and this is putting strain on the housing supply. Increasing the supply of affordable housing is paramount

Open Space

- Quality of life and access to the outdoors is important to Hendersonville residents
- Developing more parks and recreational opportunities to support a healthy population

Infrastructure

- Improving the framework for providing water and sewer service is crucial to efficiency and quality of service to residents

- Making needed transportation improvements is necessary to serve the existing and future population

Sustainable & Resilient Future

- Promoting sustainability and advancing sustainable solutions for emerging and existing issues

Aging Population

- A third of Hendersonville's population is 65+
- Making the community more age-friendly is key to supporting the needs of all residents



A pristine reservoir in nearby Pisgah National Forest supplies drinking water to Hendersonville and Henderson County residents and businesses | City of Hendersonville

Big Ideas for Hendersonville's Future

Eight big ideas have been developed based on what the community suggested as changes to enhance the quality of life in Hendersonville.

The big ideas encompass features that define the larger planning area and the aspects of the community that residents have enjoyed for decades.

Transform Gateways & Corridors

Direct new development to aging commercial corridors to remake them as vibrant, walkable mixed-use centers.

Connect People to the Great Outdoors

Work to distribute parks and greenways throughout the community and connect them to a linked network of green space.

Catalyze Small Business and Innovation

Support creative spaces and provide small-business assistance to help the next generation of creative businesses develop and thrive.

Leverage Partnerships to Protect Apple Country

Collaborate with Henderson County and rural farmers to protect the working landscape of farms, forests, and orchards, and guide growth to areas with suitable infrastructure.

Energize Multi-Pronged Approach to Affordable and Accessible Housing

Implement key recommendations from the forthcoming Affordable Housing Strategic Plan to create a multi-pronged approach to providing more housing options.

Strengthen Community Placemaking

Catalyze neighborhood-guided investment to strengthen the area around 7th Avenue, downtown, and other locations through authentic placemaking, targeted infrastructure improvements, and resident retention strategies.

Protect and Restore Natural Systems

Enlarge the tree canopy and enhance natural systems by relocating vulnerable buildings out of the floodplain, restoring streambanks and natural areas, and planting native vegetation.



Community stakeholders provide input and ideas for the Gen H Plan | City of Hendersonville



Chapter IV. The Vision for the Future

- INTRODUCTION
- DEFINING THE VISION FOR THE FUTURE
- THE VISION
- FOCUS AREAS

Introduction

With many changes anticipated in the next 20 years, Hendersonville will have many challenges to overcome and opportunities to build upon to realize a future for the city that benefits current and future generations. The ideas and aspirations of current residents and other stakeholders are expressed as a “Vision,” which is described in more detail in this section. It is a vital and necessary component of the plan as it represents the best path forward as determined by the community. The Vision for the Future is comprised of the following:

Defining the Vision for the Future

This section holds the four defining questions that were posed early in the planning process:

- How much growth?
- Where should new development occur?
- What kind of development should be supported?

- What level of intensity is appropriate for future development and redevelopment?

The Vision

The “Vision” for the future of Hendersonville is expressed in terms of an aspirational statement about the future (“Vision Statement”), Goals, and Objectives, Guiding Principles, the Future Land Use and Conservation Plan (or Vision Map), and Character Areas. This section defines the direction for future planning, informing decisions of the City and its partners as changes are managed over the next two decades.

Focus Areas

Within this section are conceptual ideas of how parts of the City could evolve when Guiding Principles and Character Areas are applied. Not prescriptive in nature, each is one of many possible ways in which the Vision can be realized in that location.

Family on Main Street (left) | City of Hendersonville, NC

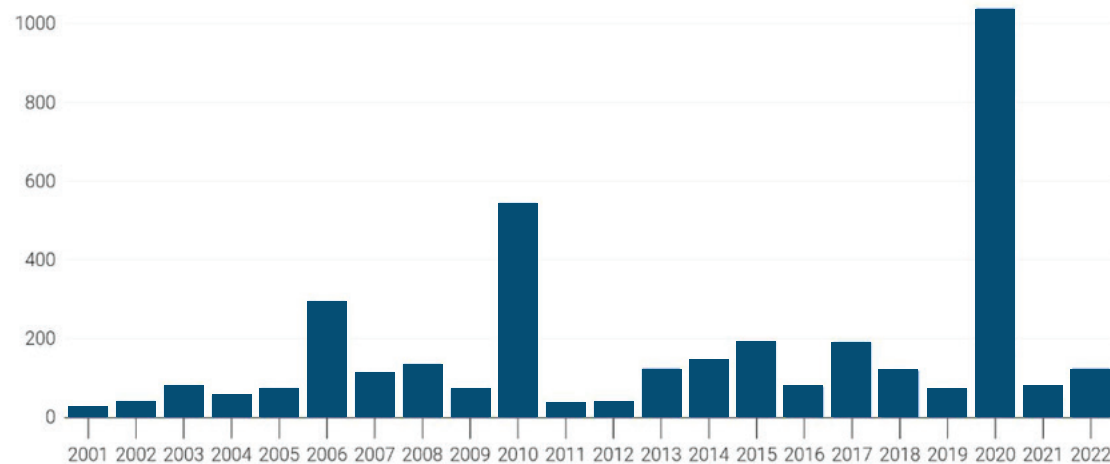
Defining the Vision for the Future

In defining the future vision, the community considered answers to four important questions, which were posed in the early stages of the planning process. Below, information pertaining to those questions is presented. This information helped residents and other stakeholders formulate opinions about potential changes to the development pattern and gives context to the components of the “The Vision” that follows.

HOW MUCH GROWTH?

Recent trends indicate Hendersonville is poised to grow in population over the next several decades. As Figure 4.1 reveals, the City experienced a substantial increase in 2020. According to the US Census Bureau Population Estimates, the population increased almost 15% between 2012 and 2022.

With growth comes change. On one hand, growth can be positive, as the resulting investments can bolster the economic stability of the



Source: U.S. Census Bureau (Population Estimates Program)



Figure 4.1 Historic population growth for the city over the last few decade | US Census

community. On the other hand, it can increase competition for land and housing, driving prices higher, and it can place additional demands on the City infrastructure and services. An understanding of just how much growth Hendersonville can expect will help the community anticipate potential changes, maximize the benefits, and minimize or mitigate the negative impacts.

Projected Residential Growth

The North Carolina Office of State Budget and Management (NC OSMB) provides projections for all 100 counties. Assuming Hendersonville maintains its proportion of Henderson County’s population (13%), the city might expect a population increase of 4,264 people by 2045. Applying Hendersonville’s current household size of 1.91, the number of housing units needed to accommodate new residents

would be a little more than 2,200, or approximately 110 units annually over a 20-year period.

Recent residential development request suggest a higher rate of growth is expected. Residential building permits and development approvals issued in Hendersonville indicates a substantially higher population increase by 2045 may be realized. In 2022, for example, 708 new residential units were approved for sites in the city or the ETJ, and are still considered active projects. At this rate, the city could be facing an increase in housing units of roughly 16,000 over 22 years (2023-2045). This equates to more than 31,000 new residents, assuming the household size remains at 1.91. Other sources of projections were consulted to establish the range. Figure 4.3 includes the projections from each source.

	Pop 2022	Pop 2045	Pop Change by 2045
City	15321*	19585	4264
County	118106**	150652**	32546
* Source: USCensus. Note: The city's population is 13% of the County's population.			
** Source: NCOffice of State Budget and Management, Henderson County, 2023			

Figure 4.2 Estimated population of Hendersonville by 2045 | NC Office of State Budget and Management

The high end of the range is the NC OSMB’s projected population increase for the entirety of Henderson County, reflecting one assumption that all future growth in the county will occur inside Hendersonville’s city limits. Each projection is then translated into housing demand based on the current household size of 1.91 persons per unit.

Projected Nonresidential Growth

Nonresidential growth refers to potential increases in both commercial and industrial development. National trends, which are consistent with current development activity in NC and the Asheville region, point to a decrease in demand for land to

accommodate nonresidential uses. The following are a few of those trends resulting in lower space demand:

- Advances in technology and investments in logistics have enabled online shopping, improving consumers’ access to goods. Today, online shopping represents 12-15% of all retail sales in the US, and that number is expected to increase to 41% by 2027.
- Technology has also afforded employers and their workers opportunities to work remotely, thereby reducing the demand for office space.

- Technology has changed the way people conduct other business. Financial institutions and healthcare professionals are among those offering services through online mechanisms.
- It is projected that there will be 13% less demand for office space than pre-pandemic levels; however, the demand for Class A space will be much higher.

Such trends, particularly the shifts in consumer behaviors and the transformation of the workplace, indicate the following for Hendersonville:

- Retailers and service providers will require fewer brick-and-mortar locations.
- Mixed-use development with a high percentage of space devoted to residential units will attract retail and restaurant tenants. As the daytime population associated with concentrations of workplaces decline, retail and restaurant tenants will become increasingly reliant on proximity to a residential population, including people working from home, for long-term viability.

- Office space will be maintained or created within existing buildings, and upfits to such buildings will respond to the specific needs of tenants, including employees requiring less square footage as shared workspaces become increasingly commonplace and remote working opportunities continue to rise.
- Industrial development will include a higher percentage of space for warehousing and distribution activities.
 - Manufacturing
 - Data Centers (cloud storage/call centers)
 - Supply Chain

The demand for “greenfield” development to accommodate nonresidential growth, therefore, is expected to be lower than previous decades. With rising vacancy rates and decreasing lease rates, reinvestment in developed sites to meet future demand should be a priority to ensure areas of blight are avoided. Refer to Appendix E for more information about Hendersonville’s market conditions and economic development opportunities.

Sources	Pop. Projection, 2045	Potential Pop. Increase by 2045	Number of Potential Housing Units to be added by 2045 (@ 1.91 HH size)
NC OSMB (City, assumes 13% of County)	19,585	4,264	2,232
Henderson County Bldg. Dept.*	24,718	10,337	5,412
City Planning Dept.**	42,367	31,102	16,284
NC OSMB (Henderson County)	47,867	32,546	17,040

Figure 4.3 Potential housing units added by 2045 based on projected population

*Based on residential building permits issued for new residential units in 2023 and applying the household size of 1.91. [246 units x household size of 1.91 x 22 years]

**Based on new housing development projects approved in 2022 that are still active as of 2024. [708 units x household size of 1.91 x 23 years]

WHERE SHOULD NEW DEVELOPMENT OCCUR?

The second question is, “Where can the growth (i.e., new homes, new businesses, and additional support services) be located?” Therefore, an early step in the process is mapping the development status to determine which parcels make up the “land supply,” or the places where growth may go, and then determining which types uses (residential, commercial, or industrial) will be attracted to available land based on the attributes of the parcels that make land more or less suitable for such uses.

Land Supply

The land within the city and its extraterritorial jurisdiction (ETJ) totals 9,630 acres. Over half of that land (60%) is already developed, within right-of-way (ROW), and not likely to redevelop. Less than 1% is protected through conservation easements and other land protection mechanisms. The remaining land is either undeveloped (vacant) or underdeveloped (and ripe for redevelopment). The “land supply” is comprised of these two areas, which

in combination encompass 3,832 acres, and it is the area of land to be considered for future development or conservation.

The Land Supply Map (Figure 4.4) depicts the distribution of the four categories of development status. The status of parcels in the city and the ETJ can be described as follows:

- **Developed** - The level of investment is high and such parcels are not likely to redevelop over the next 20 years.
- **Protected** - Parcels of land are protected as public parks, state-maintained parkland, or privately-owned conservation easements.
- **Underutilized / Underdeveloped** - The level of investment is low relative to the parcel value and the property is therefore ripe for redevelopment.
- **Undeveloped** - With few or no structures, parcels of land remain vacant or relatively undeveloped.

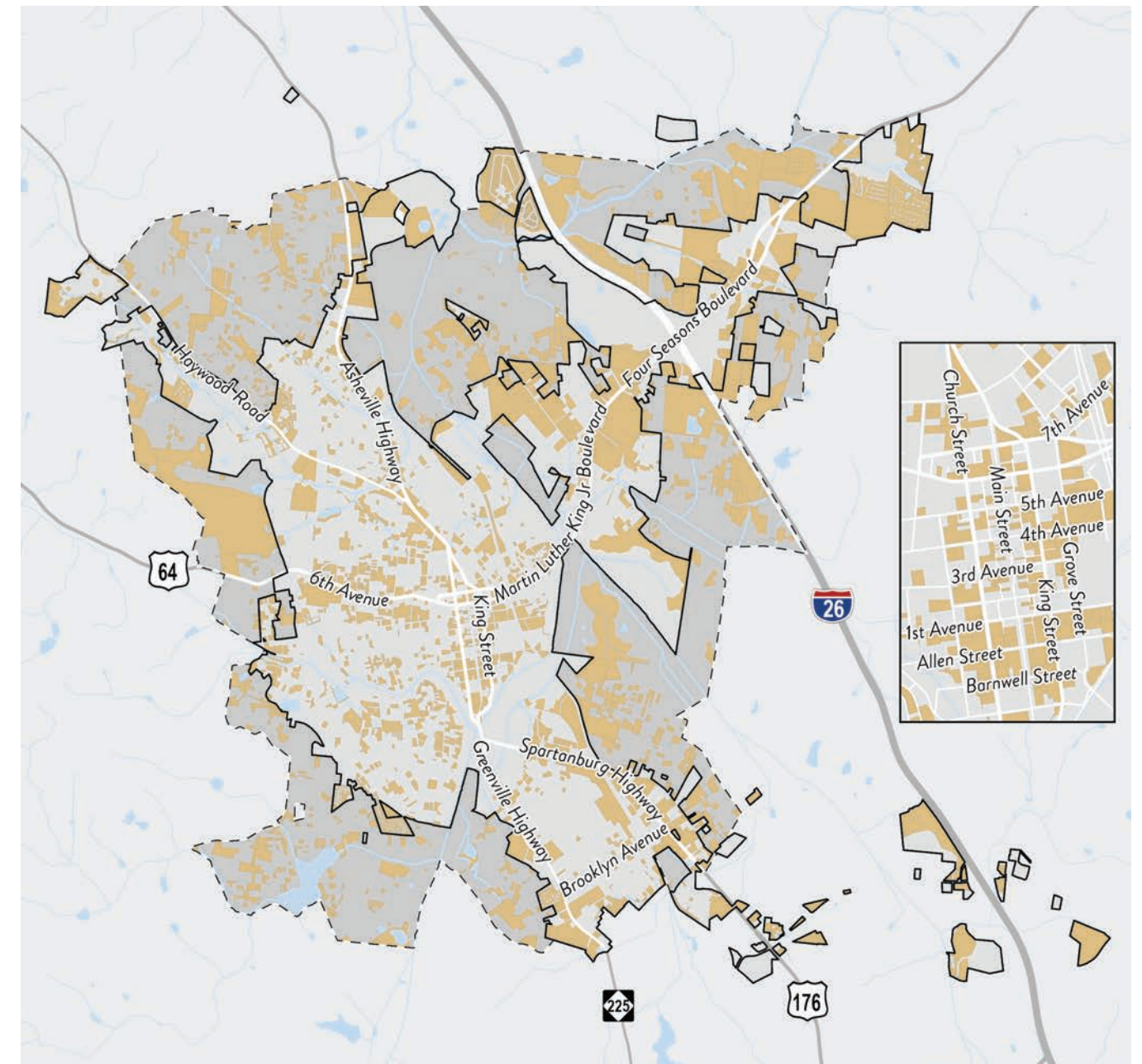


Figure 4.4 Land Supply Map



Source: City of Hendersonville, Henderson County, NCDOT

LAND SUITABILITY

The suitability of land is the capacity of land to support a type of land use. This is based on various attributes that site selectors consider, such as availability of infrastructure, access, parcel size, etc. Through a suitability analysis, a realistic delineation of areas that can support future residential, commercial, and industrial development was determined. Interestingly, some of the land that is ideally suited for commercial and industrial development is also suitable for residential uses. So, the analysis helps identify areas where the competition for land may be stronger than in other areas of the city. Some areas include features that have a high conservation value. Floodplain, wetlands, and specific types of vegetation are important components of natural systems that support wildlife and protect water quality. The presence of these features result in a lower suitability score, and the three maps show such areas as less suitable for development.

Residential Suitability Factors

- A closer proximity to schools indicates a higher suitability.
- Roads with lower signed speeds and traffic volumes indicate a higher suitability.
- A closer proximity to water and sewer utilities indicates a higher suitability.
- Within city boundaries indicates a higher suitability.
- Less environmental constraints (includes floodplains, floodways, lakes, and slopes over 20%) indicate a higher suitability.
- Parcels already zoned for residential use and mixed use indicate a higher suitability.
- Parcels with the current land use of residential or mixed use indicate a higher suitability.
- A closer proximity to industrial land use indicates a lower suitability.
- A closer proximity to agricultural districts indicates a lower suitability.

Commercial Suitability Factors

- Proximity to minor arterial, principal arterial or major collector roads indicate the highest suitability.
- A closer proximity to water and sewer utilities indicates a higher suitability.
- Within city boundaries indicates a higher suitability.
- Less environmental constraints (includes floodplains, floodways, lakes, and slopes over 20%) indicate a higher suitability.
- Parcels already zoned for commercial uses indicate a higher suitability.
- Parcels with the current land use of commercial indicate a higher suitability.
- A closer proximity to agricultural districts indicates a lower suitability.
- Proximity to parcels zoned for residential use indicates a higher suitability.
- Proximity to major intersections indicates a higher suitability.

Industrial Suitability

- Parcels with 50 acres or more are indicate a higher suitability.
- Parcels within proximity to interstates, interchanges, and active freight rail lines indicate a higher suitability.
- Within city boundaries indicates a higher suitability.
- Less environmental constraints (includes floodplains, floodways, lakes, and slopes over 20%) indicate a higher suitability.
- Parcels already zoned for industrial uses indicate a higher suitability.
- Parcels with the current land use of industrial indicate a higher suitability.
- Proximity to parcels zoned for residential use indicates a lower suitability.
- A closer proximity to agricultural districts indicates a lower suitability.
- Parcels with flat terrain indicate a higher suitability.

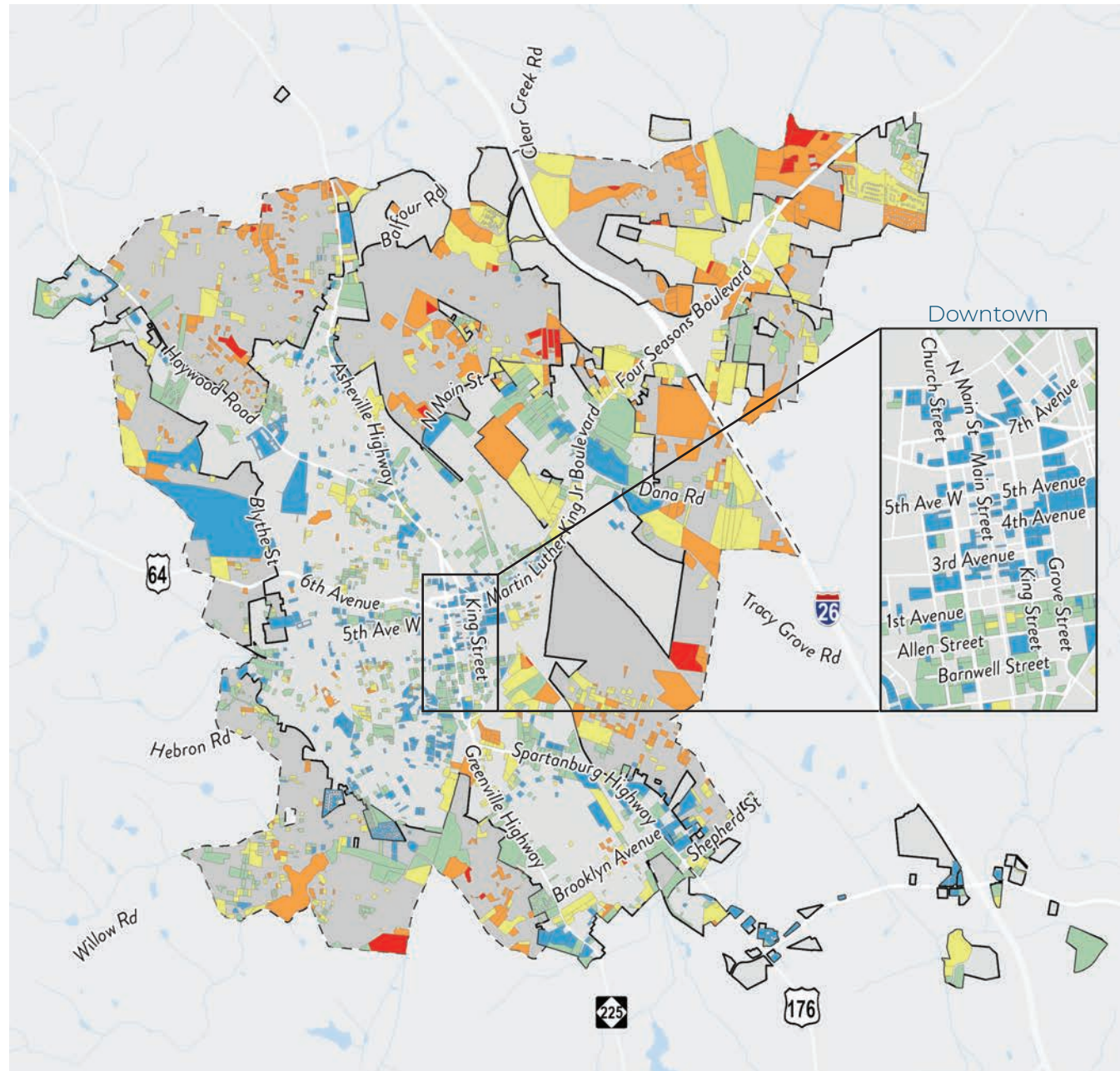


Figure 4.5 Residential Suitability Map

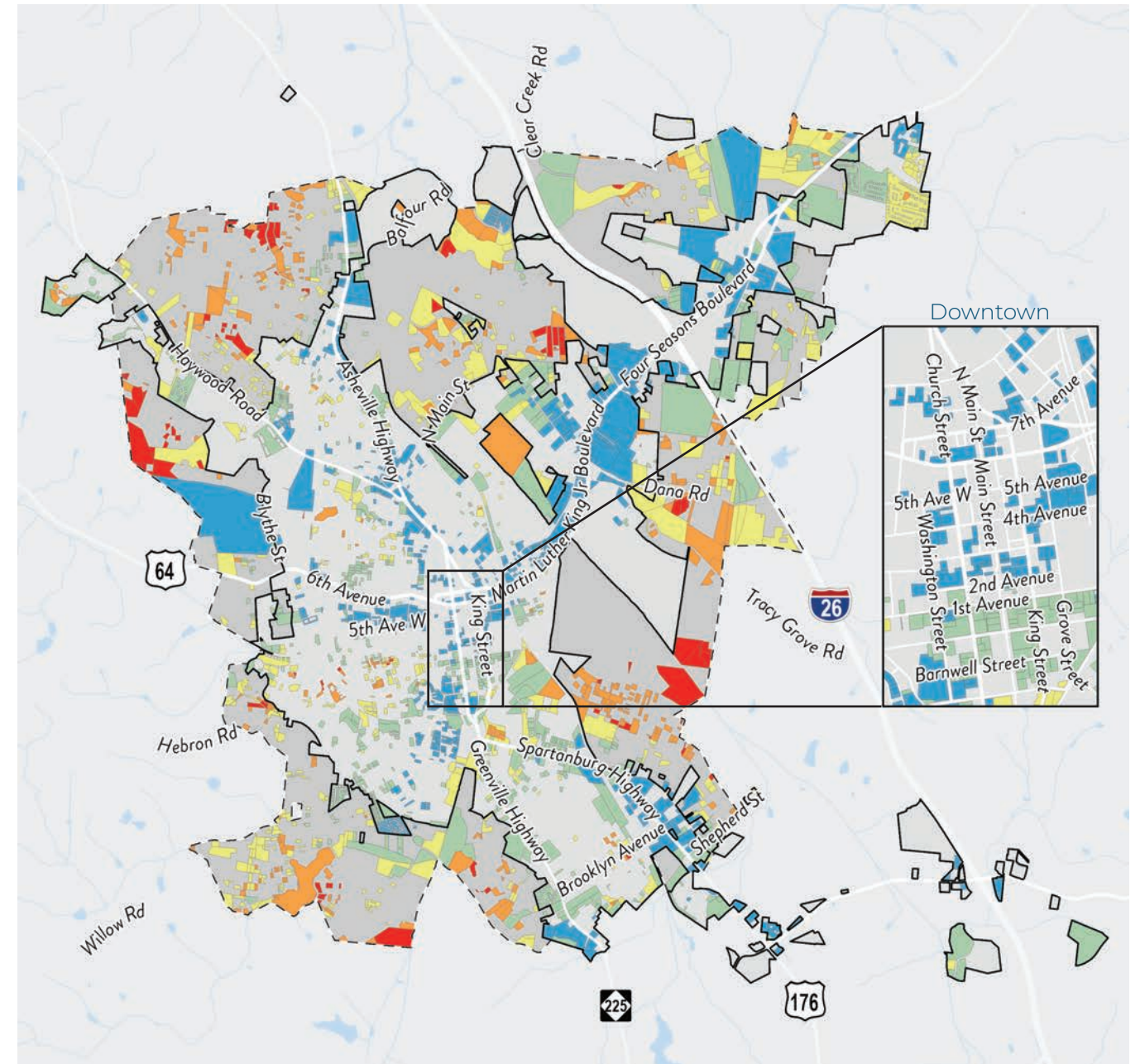


Figure 4.6 Commercial Suitability Map

Residential Land Use Suitability

- Least Suitable
- Moderately Suitable
- Most Suitable

Hendersonville City Limits

Hendersonville ETJ



Source: City of Hendersonville, Henderson County, NCDOT

Commercial Land Use Suitability

- Least Suitable
- Moderately Suitable
- Most Suitable

Hendersonville City Limits

Hendersonville ETJ



Source: City of Hendersonville, Henderson County, NCDOT

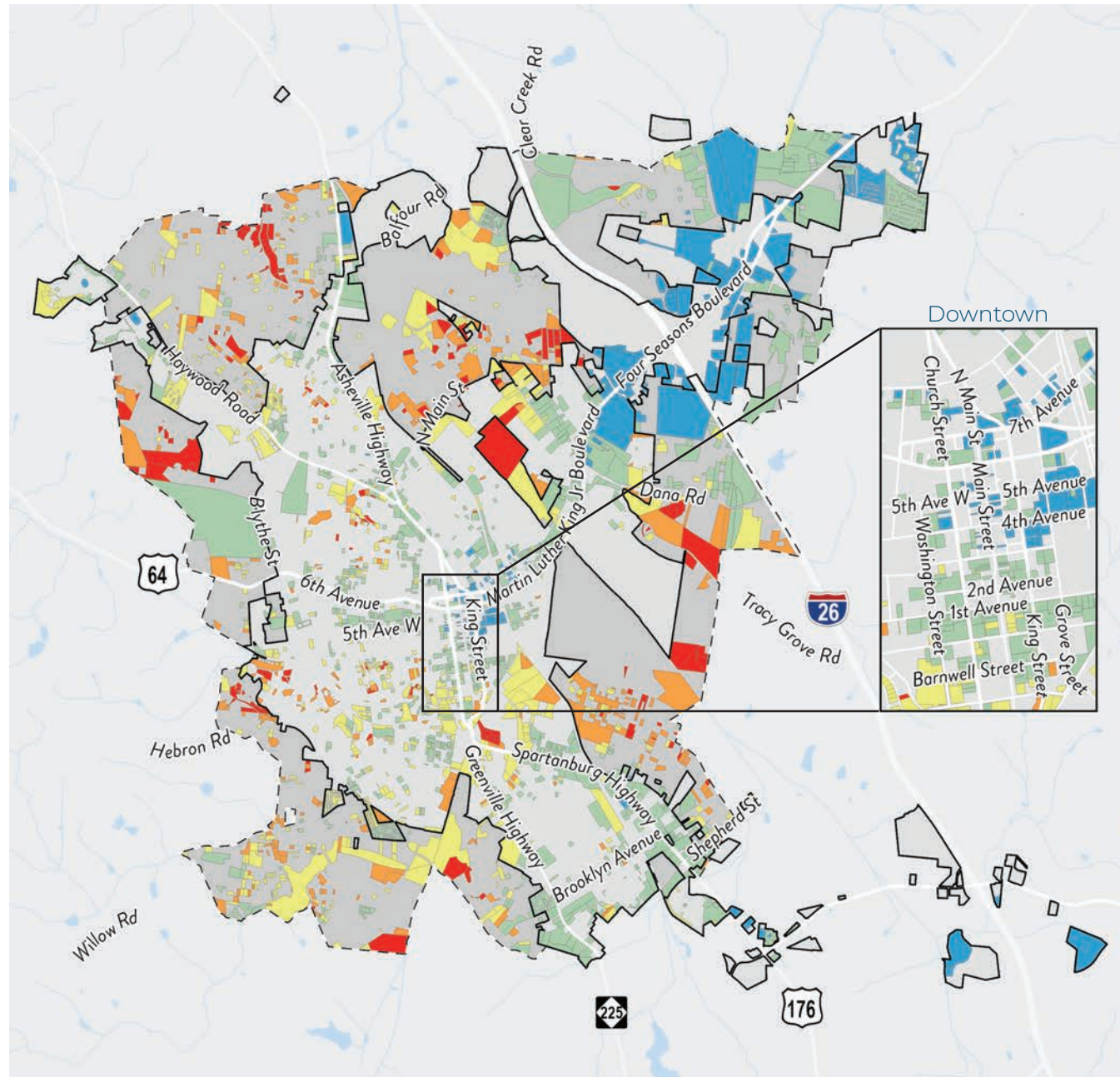


Figure 4.7 Industrial Suitability Map

Industrial Land Use Suitability

- Least Suitable
- Moderately Suitable
- Most Suitable
- Least Suitable

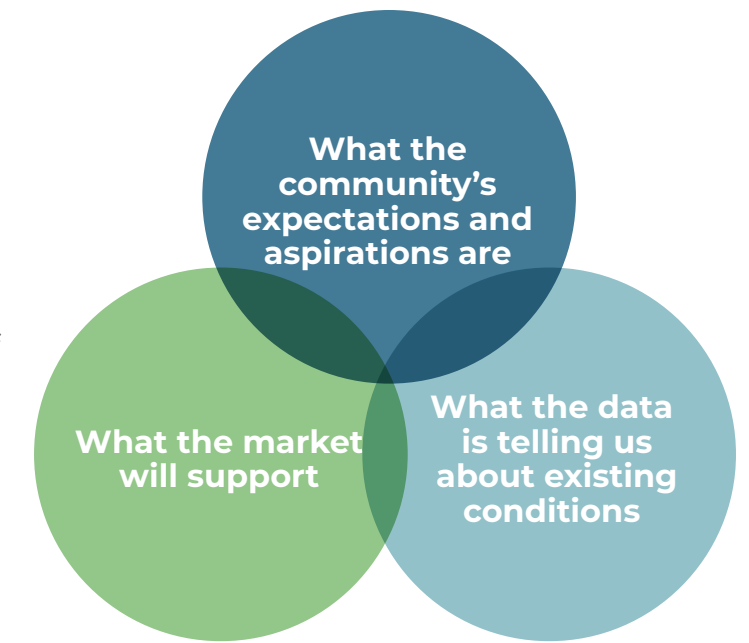
- Hendersonville City Limits
- Hendersonville ETJ

Source: City of Hendersonville, Henderson County, NCDOT

WHAT KIND OF DEVELOPMENT SHOULD BE SUPPORTED?

Like the current development pattern, the future pattern of the planning area will be comprised of residential and nonresidential uses. The mix of land uses, however, may evolve over time, particularly as growth continues, market conditions change, real estate values rise, and regulations imposed by State and Federal agencies further define development design. The planning process presents an opportunity for the community to articulate its expectations and aspirations regarding land use and help establish a local land development framework. So, asking the community about preferences pertaining to specific types of uses helps clarify the range of activities the community will support going forward. The diagram of inputs shows three key factors used to determine reasonable options for future land use and conservation, and preferences expressed by the community constitute one set of those inputs.

- The following is a list of specific uses for which survey respondents expressed support:
- Housing (in various forms)
 - Department Stores
 - Restaurants (sit-down)
 - Entertainment / Event Venues
 - Performing Arts
 - Community Spaces, Parks, Playgrounds, Coffee Shops
 - Senior Center(s)



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

WHAT LEVEL OF INTENSITY IS APPROPRIATE FOR FUTURE DEVELOPMENT AND REDEVELOPMENT?

As noted earlier, the available land to accommodate future development (or “land supply”) includes both vacant parcels and parcels that could be redeveloped for a broader range of uses at higher intensities. The lower the intensity of development, the more land will be required to accommodate growth. With this in mind, the community has a couple of choices:

1. **Trend** - Continue to grow organically at the same level of intensity and expand the development footprint (Figure 4.8), or
2. **Alternative** - Be intentional about the reuse of developed parcels thereby minimizing the expansion of the existing development footprint (Figure 4.9).

Option 2 would likely reduce pressure to develop areas on the periphery of Hendersonville that are currently in agricultural use or have the potential to become protected open space in the future. It would also utilize existing infrastructure capacity, reducing capital costs required to extend services to new development.

As shown in Figure 4.9, Option 2 is accomplished through deliberate efforts to direct growth inward and support higher intensity development in nodes. The “Guiding Principles” section that follows describes additional benefits of higher intensity development in a few key locations, such as achieving a compact form that makes walking and biking between destinations more feasible.

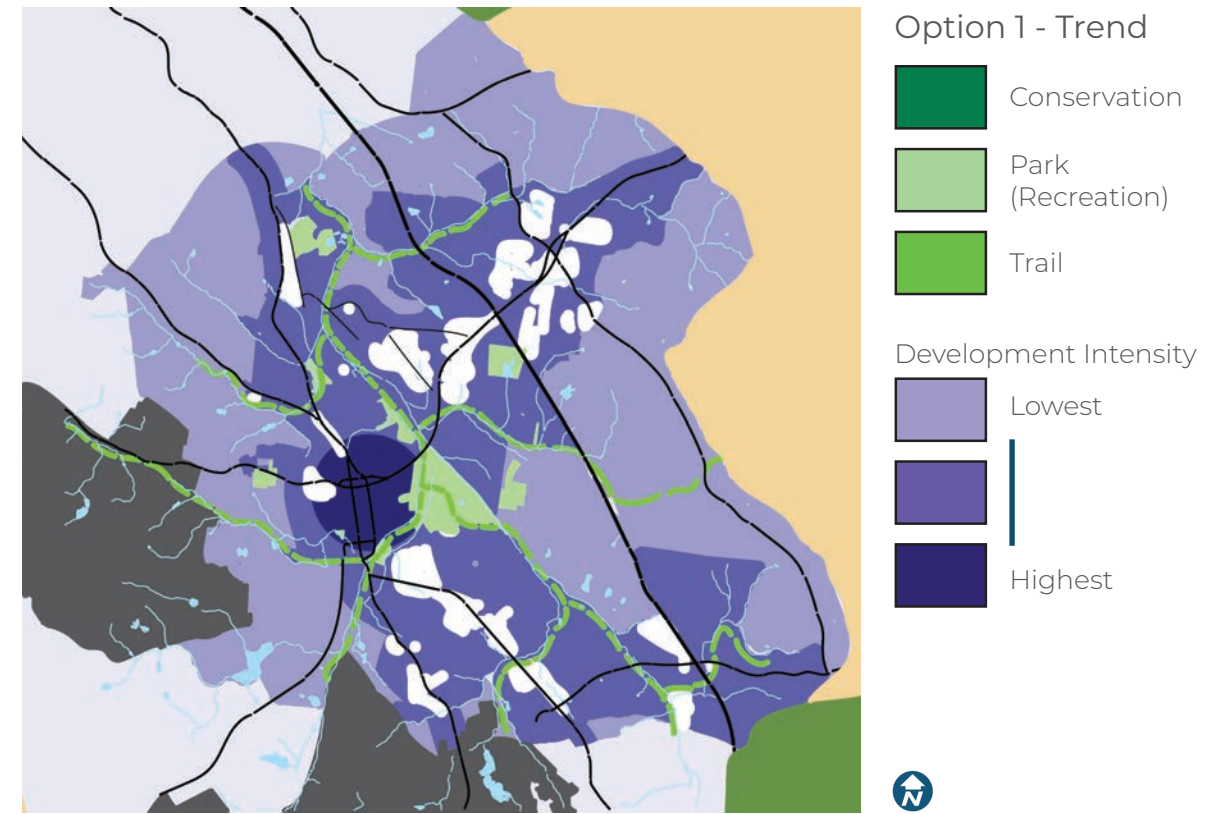


Figure 4.8 - Trend Growth Map

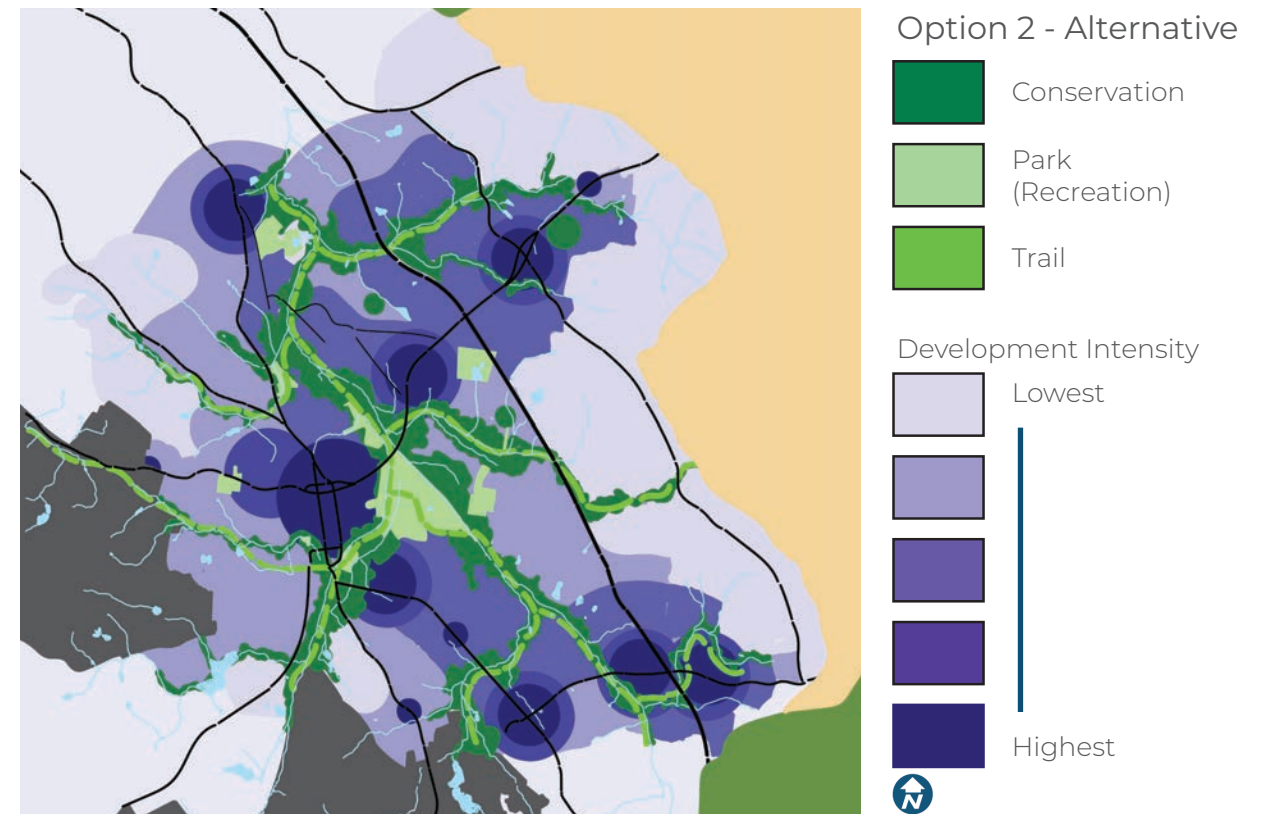


Figure 4.9 - Alternative Growth Map

Trend - Old Field Succession

The current trend is expansive urban development across all areas of the Urban Service Area. Like old field succession in a former apple orchard, this approach is often characterized by uncontrolled growth, declining vigor, lower productivity, diminished value, and eventual decline. The result could produce outcomes that do not align with the community's vision and values for Hendersonville.

Alternative - Selective Pruning

An alternative approach involves focusing growth and development within the existing development footprint, with an emphasis on redevelopment, infill, and adaptive reuse of structures. This proactive strategy, akin to selective pruning in an orchard, involves the removal of blight and the reduction of competition, particularly in greenfield areas, fostering a healthier and more sustainable urban environment.



Old growth field (top left), aging retail (bottom left), actively maintained orchard (top right), Shopping center with reinvestment (bottom right) | Green Heron Planning

Taking into account the projected housing growth, it is possible that new housing development will be created through the conversion of agricultural lands and open space if new housing is developed at the same or lower densities than previous decades. Today, the average density of residential development is 3.5 dwelling units per acre (DUA). Support for a higher average density will bolster revitalization efforts, minimize expansions of the

development footprint, and reduce pressure to develop open space and agricultural land.

Figure 4.10 shows conceptually how much housing might be accommodated within the "land supply" in the city or its ETJ before land outside of that area (the expanded planning area) would be targeted.

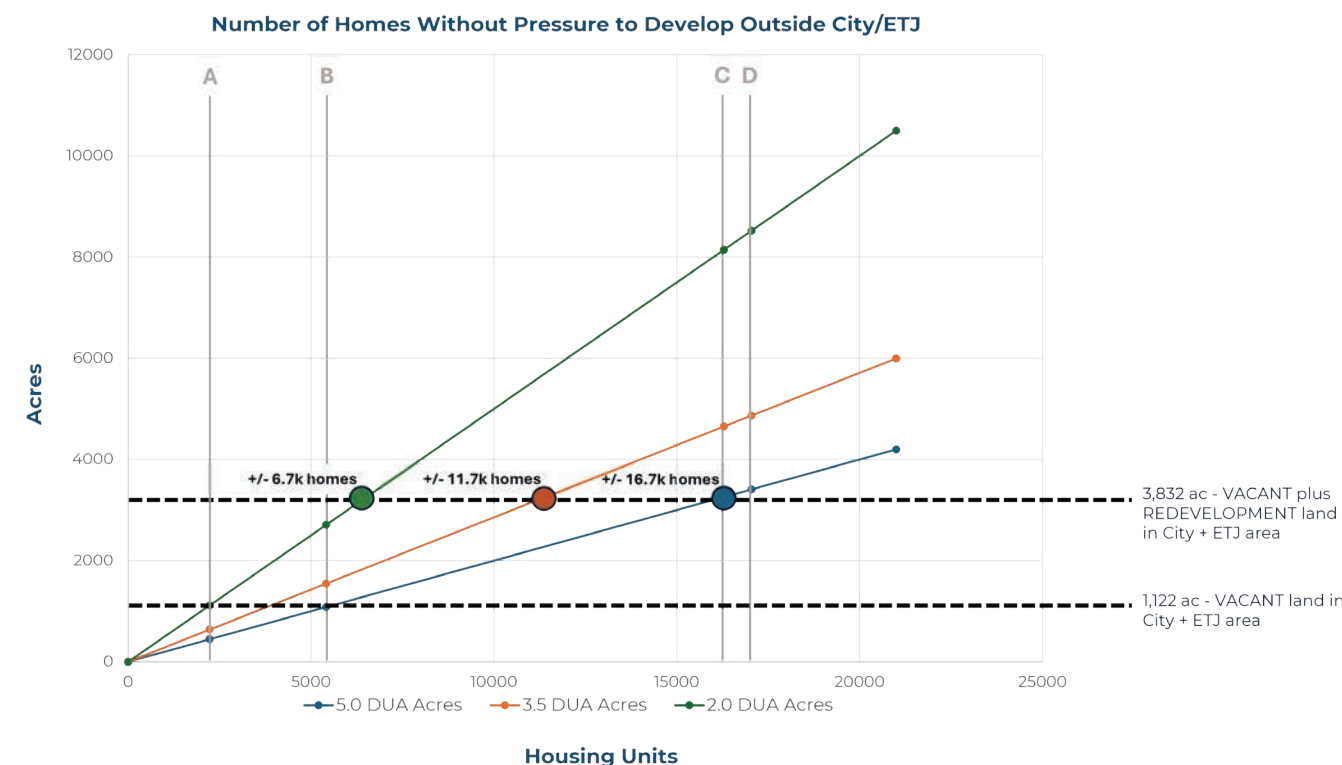
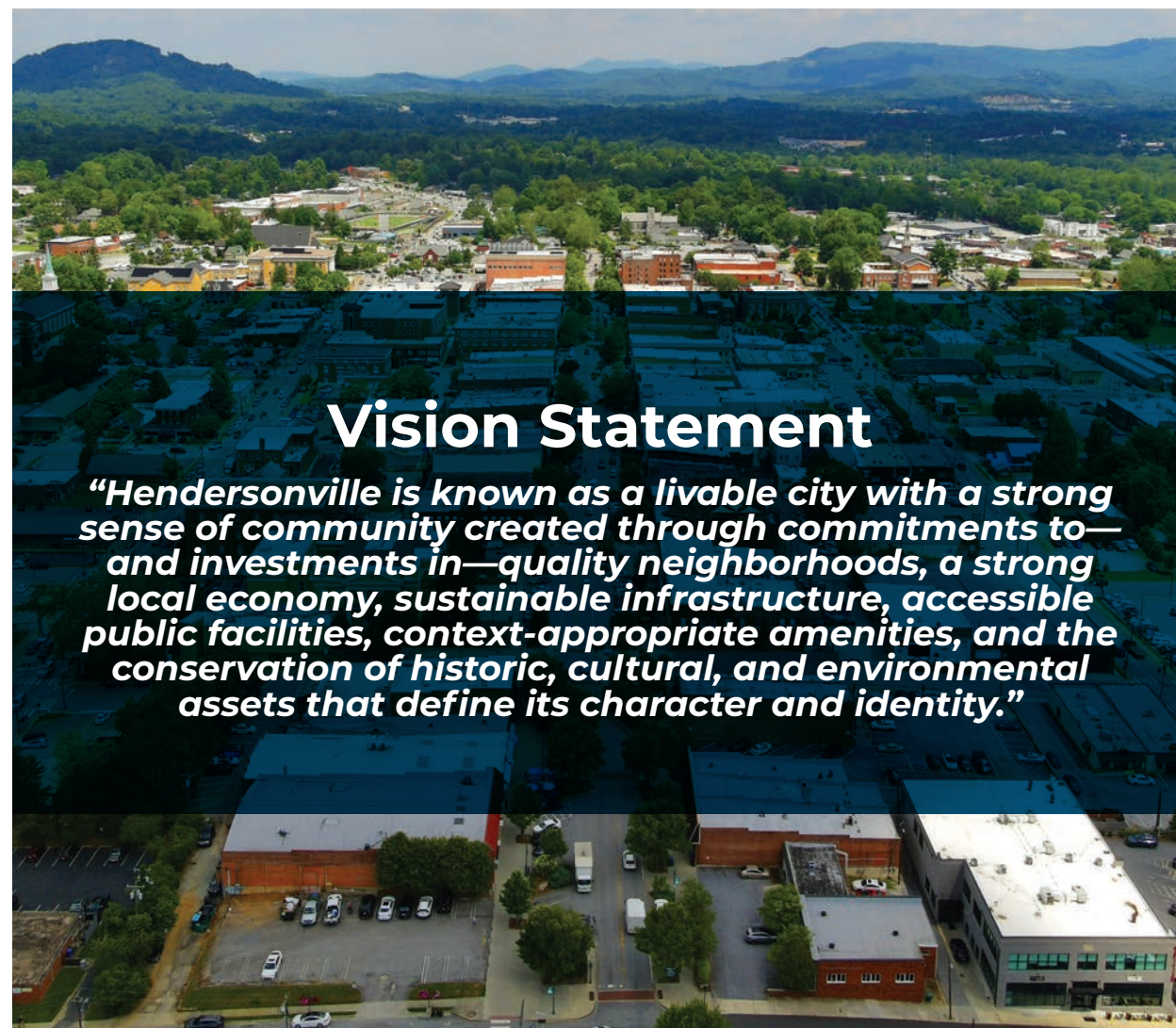


Figure 4.10 - Number of homes without pressure to develop outside of city/ETJ

The Vision

The “Vision” for the future of Hendersonville is expressed in terms of an aspirational statement about the future (“Vision Statement”), Goals, Objectives, and Guiding Principles, all of which are reflected in the Future Land Use and Conservation Plan (or Vision Map). The map is described through definitions of the Characters Areas depicted on the map.



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.”

2023 Drone Aerial of Main Street | City of Hendersonville

Goals & Objectives

Developed from the guidance of community stakeholders, City leadership, and staff, the Goals and Objectives are to be used as guideposts for the plan, to provide direction for future planning, and to inform decisions of the City and its partners as changes are managed over the next two decades.



VIBRANT NEIGHBORHOODS

- Lively neighborhoods increase local safety.
- Homes, streets, and public spaces are well-maintained.
- The diversity of ages (stage of life), income levels, and range of interests builds the long-term vitality of the community.
- Through design, the places where people live are connected to nearby destinations, amenities, and services.



ABUNDANT HOUSING CHOICES

- The availability of housing types (options) meets the needs of current and future residents.
- The range of housing types helps maintain the affordability of Hendersonville.
- Housing condition/quality exceeds minimum standards citywide.



HEALTHY & ACCESSIBLE NATURAL ENVIRONMENT

- Recreational (active and passive) open spaces are common elements in all forms of development.
- Water quality is improved with the conservation of natural areas that serve as filters and soil stabilizers.
- Natural system capacity (floodplains for stormwater; habitats to support flora/fauna; tree canopy for air quality, stormwater management, and microclimate) is maintained.
- Compact development form (infill/redevelopment) minimizes the ecological footprint.
- New development respects working landscapes (e.g., orchards, managed forests), minimizing encroachment.



AUTHENTIC COMMUNITY CHARACTER

- Downtown remains the heart of the community and the focal point of civic activity.
- Gateways set the tone, presenting the image/brand of the community to all who enter.
- Historic preservation is key to maintaining the city's identity.
- Arts and cultural activities enhance the community while conveying its history and heritage.
- City Centers and neighborhoods are preserved through quality development.
- Local businesses and entrepreneurs are supported by the community.



SAFE STREETS & TRAILS

- Increased interconnectivity between existing neighborhoods by building out the street network, including retrofits and interconnectivity of new developments.. Promotion of this connectivity, even in retrofit cases.
- Access is increased for all residents through the provision of facilities that promote safe walking, biking, transit, automobile, ride share, and bike/ scooter share.
- Design embraces the principles of walkable development.
- An extensive network of pedestrian facilities connects places where people live, work, learn, shop, play, and worship, making active living possible.



RELIABLE & ACCESSIBLE UTILITY SERVICES

- Safe drinking water is a priority of the City.
- Wastewater treatment (service and capacity) adequately serves existing and future development.
- Broadband is expanded to all parts of the city, helping residents and business owners keep pace with an ever-changing world.
- Renewable energy is made possible through public and private investments that work in concert with new development opportunities.
- A compact service area (infill, redevelopment) maximizes the utilization of existing infrastructure and feasible service delivery.



SATISFYING WORK OPPORTUNITIES

- Quality job options increase with the attraction and retention of employers.
- Vocation-/career-building activities serve to educate/train the workforce while bolstering business recruitment efforts.
- The lives of residents are enriched with opportunities to learn, build skills, and grow professionally.
- Community volunteer opportunities help residents to engage, learn, and contribute in a meaningful way to the quality of life in the city.



WELCOMING & INCLUSIVE COMMUNITY

- Respectful community dialogue is encouraged and modeled through leaders' behaviors.
- An inviting public realm (i.e., parks, public buildings) reflects the attitudes of city residents and leaders, and helps residents develop a sense of place and attachment to Hendersonville.
- Accessibility exceeds minimum standards of ADA, fostering residents' and visitors' sense of belonging.



ACCESSIBLE & AVAILABLE COMMUNITY USES AND SERVICES

- Private development is plentiful, meeting the demands of current and future populations.
- Hendersonville ranks highly among peer communities by exceeding community expectations for public facilities and services pertaining to sound/efficient government and civic engagement; education; active recreation; health and well-being; and public safety.



RESILIENT COMMUNITY

- Adaptation to a changing world (e.g., economic, technological, social, environmental, etc.) is a priority of City leaders.
- Readiness through adequate preparation to manage external impacts is routinely integrated into City initiatives.
- Recovery from adverse events (e.g., extreme weather event, natural hazards, etc.) form the City's commitment to providing sufficient resources.
- A fiscally sound government ensures the City's ability to function efficiently and remain competitive, particularly in the face of unexpected challenges.

Guiding Principles

The Gen H Plan recognizes the importance of Guiding Principles, or concepts for future development that support the Goals & Objectives, that bring tie best practices to opportunities that should be considered in key location or throughout the city. These concepts aim to safeguard the natural and cultural features that define the community character, promote high-quality design, deliver unique experiences, and create special, memorable places. The Vision Map presented in this section reflects a development and conservation pattern that adheres to these principles. The chapters that follow include specific policies, recommendations, and design considerations that implement these concepts.

MIX OF USES

Mixed-use development creates places where people can live, work, shop, and play within a centralized location. Successful mixed-use developments around the country generally include residential uses and one or more of the following: commercial, office, light industrial, service, civic, and lodging uses as well as public parks or plazas. The range of offerings helps create a “complete community” in which the residents’ needs are met; jobs are within the community so work commutes are shorter reducing congestion; and consumer spending is local so retail leakage into—and benefiting—adjacent jurisdictions is minimized. As vibrant centers of activity, mixed-use development can successfully attract businesses seeking viable locations and employers in search of competitive work environments to lure talent more easily.

Mixed-use developments can be either vertical mixed-use buildings or horizontal mixed-use sites (or blocks). Vertical mixed-use buildings combine different uses in the same building, with the lower floors generally having more public uses and private uses on the upper levels. Horizontal mixed-use development combines single-use buildings on distinct parcels or blocks in one planned development project with a range of uses. Both vertical and horizontal mixed-use developments contribute positively to the creation of vibrant centers.

OPPORTUNITY: Revitalization of Outdated, Deteriorating Commercial Areas

Several of the commercial centers along Four Seasons Boulevard and Spartanburg Highway are ideally suited for redevelopment with mixed-use activity centers at key nodes. Reinvestment in these areas can promote higher quality and more walkable compact environments with a mix of uses that support successful retail such as residential, office, and open space.

OPPORTUNITY: Creative Hubs

A “creative hub” is defined as a workplace that is a center of collaboration, inspiration, and innovation. Physical places designed to be creative hubs are typically occupied by people working in the creative and technology sectors. Many of the older industrial and highway business locations lend themselves to a reinvention into such hubs where existing space is adapted and new buildings are constructed to house new tenants and activities, including small-scale manufacturing, makerspaces, and related offices. Complementary retail, restaurant, and entertainment uses can be part of the mix, invigorated by a residential component that ensures each hub remains vibrant in evenings and on weekends. Publicly accessible amenities complete these creative environments where the line between work and play is blurred.

COMPACT DEVELOPMENT

Along with the mix of land uses, the intensity of development in a community can have a significant impact on its ability to provide affordable housing options, reduce traffic congestion, make efficient use of infrastructure, deliver services, and generally create livable communities. Building up with taller buildings in the appropriate places is one way to accommodate more uses in fewer locations. In doing so, developers can maximize the use of the available

land, particularly where infrastructure capacity already exists and rising real estate values warrant higher levels of investment for reasonable returns. By locating a mix of uses in close proximity, walking and biking are more feasible means of travel between destinations, and reliance on the automobile is reduced. Services become more accessible as centralized points of delivery are physically close to population concentrations.

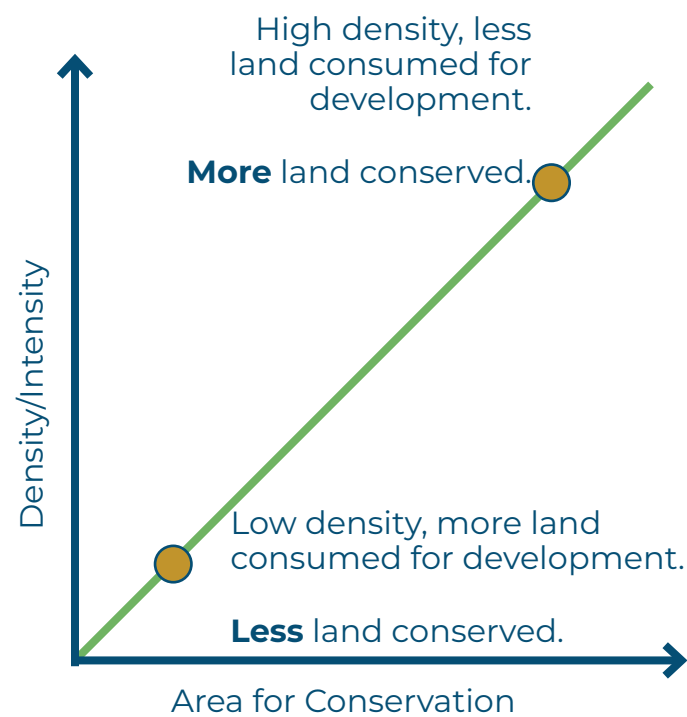


Figure 4.11 Density Intensity vs. Conservation Diagram

DID YOU KNOW?

A more compact form of development concentrates uses in a smaller geography. The result is less pressure to convert farmland and open space into new development. Allowing more density in key locations within the community can delay the expansion of the development footprint and allow time for open space conservation initiatives to effectively establish protections.

Based on the Community Survey, 65% of respondents prioritize preservation of agricultural land and open space.

OPPORTUNITY: The 15-minute Neighborhood

A “15-minute neighborhood” has many uses within a 15-minute walk or 15-minute bike ride from homes. Activity centers designed to accommodate a range of compatible uses, including residential, can offer the option to live within a short walk or bike ride to shopping, dining, entertainment, services, and work. In Hendersonville, several existing and future neighborhood centers with local-serving retail, restaurant, civic, or service uses can form the core of a 15-minute neighborhood that also features schools, parks, a range of housing in flanking neighborhoods, and other compatible uses.

OPPORTUNITY: Context-Sensitive Infill Development

Future infill development and redevelopment can accommodate future growth while respecting the character of both the built and natural environments in existing communities. New development should consider existing development adjacent to the site. Context-sensitive design incorporates:

- **Transitions in a scale** (building height and mass and/or lot size), from smaller structures that are compatible with the surrounding context (e.g., the edges of a neighborhood) to taller buildings.
- **Architectural features** that help new development blend in with nearby buildings through similarly sized and patterned elements, such as windows, doors, awnings, arcades, cornices, facade materials, roof types, and other details.

Design guidelines and updates to the City’s zoning ordinance should ensure that new development constructed with higher intensity reflects the unique character of the surrounding areas.

Small Infill Sites

Where existing development patterns are established, building form and placement should be consistent to avoid incompatible adjacencies. New buildings should respect the established structure setback. Locating parking to the rear of the lot, accessed from an alley or driveway, may be necessary to ensure site features appear comparable to adjacent properties.



New development in Raleigh steps down to transition to mid-century office building | Google Streetview

Architectural details can be employed to maintain character and, in neighborhoods, give the appearance of a single-family dwelling while incorporating two or more housing units in a single structure. This approach provides an opportunity to include a variety of housing types and price points to address housing needs in existing neighborhoods.

Large Infill and Redevelopment Sites

New developments on larger infill sites should complement existing surroundings by gradually transitioning in terms of lot size and building mass. For compatibility with adjacent development, the design of new buildings can be informed by the design of existing structures where the transitions occur.

SENSE OF PLACE

One of the most important factors that affects a resident’s sense of pride in—or sense of belonging to—the community is the quality of the public realm. It also shapes a visitor’s impression of the place.

Based on the Community Survey, 60% of respondents prioritize maintaining Hendersonville’s character and sense of place.

The combination of the architecture and the landscape that is visually and physically accessible to the public can contribute to the creation of a “sense of place.” Through the details, which may include building scale, materials, streetscape elements, and art, a community can distinguish itself from other communities, reinforce its identity, share stories about the history and heritage of the place, and convey a bit about the values it holds dear. It is these details that resonate, helping people connect with the place and each other. Investments in the public realm, which includes the spaces surrounding, between, and within buildings that are accessible to the public, should take into consideration opportunities for “placekeeping” and “placemaking.”

“Placekeeping” refers to maintaining the features, especially those that are unique to the city, that play a crucial role in defining the character and, in some ways, offer memorable, authentic experiences. Conservation of natural, cultural, and historic features preserves the history and celebrates the heritage, allowing the stories of the city’s evolution to be shared with future generations.

- Natural resources, including creeks, floodplains, and forested areas, are part of a connected green infrastructure network, mitigate the impacts of the built environment while supporting water quality, air quality, recreation, important ecological systems, such as wildlife habitats.
- Cultural and historic resources, such as important buildings and sites, significant events and people that have influenced the city’s history, and related events, bring residents together and bolster economic development through tourism.

“**Placemaking**” involves the investment in enhancements to the public realm to create a vibrant community. It requires intentionality. Attention to high-quality design results in visual interest that invites people in, features that encourage exploration and promote education, space allocation that supports intended uses and programming (e.g., formal and informal gatherings or events), and elements that add to the comfort and safety of the space, such as seating, lighting, and landscaping. As desirable destinations for visitors, improved public realm spaces attract people to the area, supporting a sustainable local economy.

Examples from various places in the United States demonstrate the benefits of creating “great places.” These examples include places where higher development intensity is accomplished with a focus on high-quality design and place-making strategies.

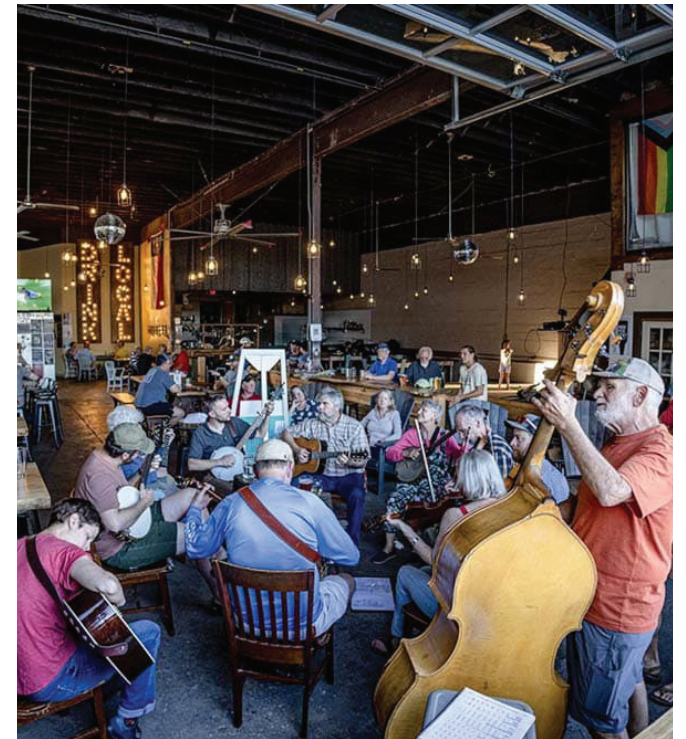
Recommendations for these topics can improve a community’s economic vitality, perceived security, and character. Additional standards enacted by a community for land use mix and development intensity can ensure that places are compatible with adjacent properties and contribute positively to the character of surrounding streets and neighborhoods.

The Gen H Plan focuses on general recommendations for land use mix and development intensity, including a preferred proportion of land uses, the physical relationship between uses, and the compatibility of land uses with each other. The plan includes stated preferences for maximizing opportunities in Hendersonville. Additional considerations to influence preferred land use mix and development intensity topics are largely addressed in the City’s zoning ordinance including setbacks, parking standards, open space requirements, privacy, compatibility between land uses, and buffers.

OPPORTUNITY: Third Places

The City can participate in expanding the range of places in the community that are highly conducive to social gatherings. Referred to as “third places,” a term used in sociology to refer to social environments that are distinct from the two typical social settings of home (first place) and the workplace or school (second place), they provide opportunities for people to come together, socialize with their friends, meet their neighbors, and comfortably interact with strangers. These places promote a sense of belonging and attachment to the community. Examples of third places include cafes, bars, churches, community centers, public libraries, gyms, parks, and entertainment venues, among others. These areas should be safe, clean, vibrant, accessible, and spacious enough to accommodate intended formal or informal gatherings.

Third places are important to the success of vibrant cities.



Breweries such as Oklawaha Brewery foster inviting environments for community to come together | About Asheville



Live Under the Oaks programming on the Green at Birkdale Village in Huntersville, NC | Birkdale Village

CONSERVED AND INTEGRATED OPEN SPACE

Open space is a term used to describe undeveloped land as well as various public areas maintained or improved as community amenities, including parks, plazas, squares, greenways, and nature preserves. Open space in its many forms should be thoughtfully integrated into the development pattern. This network can offer a range of benefits, including managing stormwater runoff, limiting property damage resulting from challenging natural events (flooding), facilitating the creation of new places for outdoor recreation, and creating attractive gathering places for residents, employees, and visitors in different parts of the community.

Concerned with both quantity and quality of open space, the City's goal for improved open space is to create an equitable comprehensive, connected, and continuous network that is easily accessible to all city residents.

While suburban areas may prioritize parks, greenways, sports fields, or natural open space, urban areas may emphasize plazas, squares, pocket parks, greenways, playgrounds, and active sidewalks that extend retail and restaurant space outdoors and merge with pedestrian amenities.

Together, existing and planned open space areas form a general framework that can inform City officials' decisions about environmental initiatives, open space requirements in new development and redevelopment, land acquisitions, and acceptance of land or facility dedications made through the private development process.

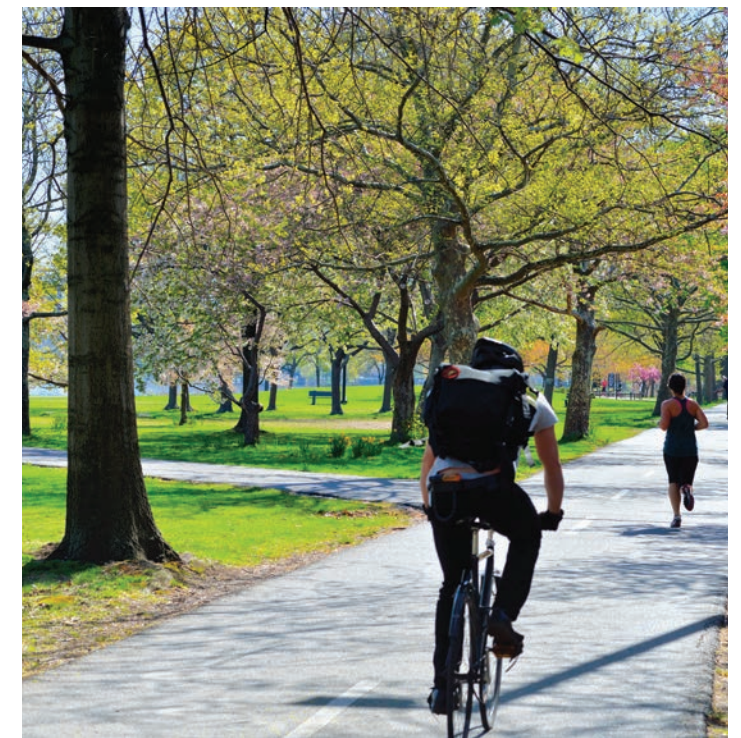
Based on the Community Survey, 65% of respondents prioritize Hendersonville's open space.

OPPORTUNITY: Higher Open Space Standards

In suburban and urban areas, development and redevelopment should incorporate a diverse range of open space elements (refer to the types recommended for the different Character Areas). City officials should consider new rules, standards, and definitions in a new UDO that integrates open space as a meaningful component of new development. New definitions for qualifying certain amenities as open space in more urban settings may be needed to support important (re)development efforts. In limited cases, City officials may also want to consider open space elements above ground level (i.e., rooftop parks, gardens, or community gathering spaces) to meet the needs of residents living in more urban areas of the community.



Rooftop garden | Adobe



Urban multimodal trail | Adobe

DESIRABLE AND AFFORDABLE HOUSING

The preferences for different types of housing vary depending on the locality within the community, and are influenced by factors such as income, age, household size, and available financing. Single-family homes on large lots are simply one of many products demanded in today's market. Housing diversity can address housing prices and differences in lifestyles. It is accomplished first by recognizing the varying needs and preferences of the existing and future population, and finding ways to facilitate the expansion of the housing supply (types and quantity) to satisfy current and anticipated demand.

- Many young adults are drawn to smaller, higher density housing products in more urban, walkable areas (downtowns and new mixed-uses centers). They seek neighborhoods that prioritize safety, convenience, amenities, and walkability.

- Some older members of the population seek housing options that help them age in community, including types that require less maintenance than conventional single-family dwellings. Many may opt for multifamily housing, such as condominiums or apartments, located in walkable areas that offer greater independence in their later years. Others may downsize to patio homes or townhouses, particularly as they acquire second homes in other locations.
- Healthcare providers, service industry professionals, and government employees are among the residents that are seeking affordable housing close to work, allowing them to live in the communities they serve and reduce the costs of commuting (time and money).

Hendersonville has attracted new residents of all age groups throughout the decades, and more recently has become a destination for retirees and the aging “Boomer” population. As the city continues to expand, there is a growing need for a variety of housing types and price points to meet the demand of its residents.

Over the last decade, the city has witnessed a significant amount of infill development, with residential growth following national trends towards higher-density housing. This trend is emerging as a mix of for-sale and for-rent products integrated within mixed-use, walkable environments.

It is important to ensure complementary relationships between different housing types in a single neighborhood to lead to multi-generational and age-in-place living. In an effort allow neighbors to stay in their neighborhood as they age, it is important to respect adjacent development patterns with comparable lot sizes and building scales at the edges to ensure compatibility with existing neighborhoods.

DID YOU KNOW?

Housing quality and diversity is an important economic development tool. Employers find that diverse housing options (types and price points) help define the community's quality of life they are “selling” to prospective employees and therefore ease their efforts to recruit talent. So, housing plays a crucial role in attracting and retaining employers as they evaluate the many options available in competing communities.

Based on the Community Survey, 37% of respondents identify housing (affordability, availability, variety, etc.) as a top priority of the Gen H Plan.

OPPORTUNITY: Missing Middle Housing

Dynamic neighborhoods are those that offer a high quality of life, diverse and affordable housing options, and easy access to amenities such as parks, schools, shopping, entertainment, and employment opportunities. In many communities throughout the country, local initiatives are focused on creating or supporting “missing middle” housing options for residents.

“Missing middle” housing refers to small- to medium-sized homes that are available at various price points and are compatible in scale and character with the surrounding neighborhood. These homes can be built as part of infill development projects or used to transition between land uses and densities in a new activity center. Examples of missing middle housing include duplexes, triplexes, quadplexes, courtyard apartments, live-work units, cottage courtyards, townhomes, and small-scale apartments.

Having more missing middle housing in Hendersonville would provide more diverse housing options for both renters and owners and help to foster socioeconomic diversity in the community. It would be a welcome change compared to the large-scale, standalone garden apartment complexes that have been built in Hendersonville over the last decade.

In order to accommodate unique conditions or circumstances in different neighborhoods, exceptions or alternative design treatments and standards for infill development opportunities in existing neighborhoods may be necessary in the future.

To promote missing middle housing in existing neighborhoods, some general considerations include ensuring that new home building architecture is compatible with existing adjacent homes, addressing potential flooding issues, and providing adequate parking provisions.



Townhomes examples with varying architecture styles | AARP



Kirkland Danielson Grove cottage court in Kirkland, WA | Cottage Company and Missing Middle Housing



Live/work units in South Carolina | Missing Middle Housing

CONNECTIVITY

The Gen H Plan is focused on creating a safe, equitable, and efficient transportation system that can move people and goods using various modes of transportation such as vehicles, buses, bicycles, and walking. It emphasizes the need for prioritizing land use, transportation, and urban design to improve the overall efficiency of the transportation system while also promoting livability principles for new and existing neighborhoods and activity centers.

Prioritizing connectivity as a means to create redundancy within the street network improves efficiency, providing more route options, and in turn lowering congestion. Connectivity is equally important in providing multimodal options through investments in sidewalks, bike facilities, trails, and greenways. Ensuring equitable access from neighborhoods to places of employment, schools, and activity centers will make the option to walk or bike more feasible.

Similarly, investments in transportation safety will ensure that Hendersonville is on track to be a city where all ages and abilities can utilize a connected multimodal transportation network seamlessly.

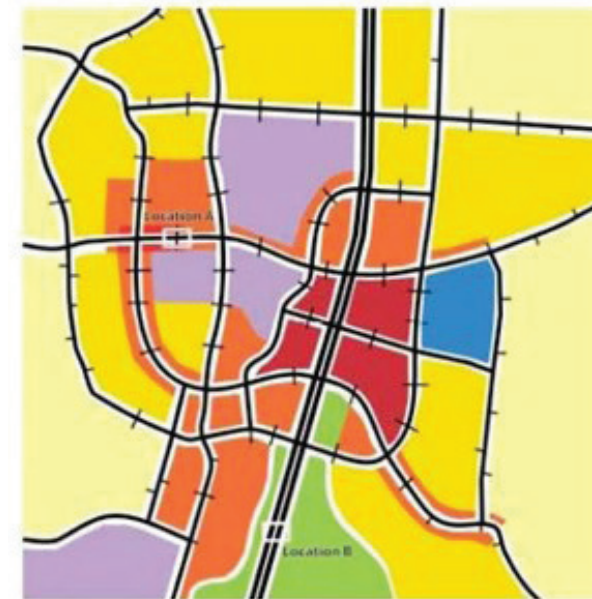
DID YOU KNOW?

“A network of small interconnected streets has more traffic capacity than the same street area arranged in a sparse hierarchy of large streets.”

“The radical difference between the two plans is in the number of intersections in each system — the [grid] has six times as many as the [thoroughfare]. This large number of intersections reduces the turning movement load at any given intersection to a fraction (one-sixth in this example) of the turning movement load that exists in the [thoroughfare] pattern. Consequently, the entire system can carry greater traffic volumes at the same level of traffic service.”

Source: Congress for New Urbanism (CNU)

Based on the Community Survey, 51% of respondents identify housing say walking would be their ideal mode of traveling.



Building redundancy into the street network provides more routes and reduces congestion | CNU

OPPORTUNITY: Integration of Land Use and Transportation

Improving the transportation system requires both supply-side and demand-side solutions. The supply-side solutions should be designed to be context-sensitive, leveraging the development pattern to introduce feasible alternatives to automobile travel. The type, pattern, and intensity of development coupled with a multimodal design solutions can enhance mobility. As demonstrated in many urbanized areas around the world, compact, mixed-use development can effectively lower vehicle trip generation by internal capture, shorten travel distances between origin and destination in mixed-use activity areas, and promote non-vehicular travel modes through the provision of a comprehensive and complete sidewalk, greenway, and trail network. Employing a complete streets initiative, complete and integrated grid network of major and minor streets can allow space for pedestrian, bike, and transit facilities.

EFFICIENT, ACCESSIBLE INFRASTRUCTURE

Infrastructure is essential for the development of a city. It includes the development and management of resources, facilities, and services that are planned and financed by different entities. The infrastructure's type, location, and capacity play a crucial role in the city's growth and development. Effective service delivery is also essential to manage the cost and timing of necessary improvements. Unplanned expenditures could lead to increased taxes for property owners. Fiscally responsible expansion of services is done in anticipation of the changing needs of the community, economic development opportunities, advances in technology, and awareness of existing, underutilized capacity.

DID YOU KNOW?

The City of Hendersonville, Henderson County, Henderson County Public Schools, and the North Carolina Department of Transportation are primarily responsible for providing community infrastructure in Hendersonville. However, it is important to note that residents, business owners, and visitors may not fully understand who is responsible for which services or facilities. Therefore, there is a need for a well-coordinated and streamlined system to manage future growth and development in the community.

OPPORTUNITY: Utilization of Existing Infrastructure Capacity through Policy

As the city grows, certain areas identified in the Future Land Use and Conservation Map may become more densely populated and acquire distinct urban characteristics.

This could include mixed-use development, taller buildings, diverse living options, alternative mobility solutions, and formal public spaces. This transition from a suburban context to a more urban one can affect the existing infrastructure.

Coordinated plans for the expansion of water and sewer service will ensure that there is capacity for areas poised to receive future growth versus areas that are intended to be conserved. A phased approach that aligns system expansion and retrofits with land use

policies will ensure built in capacity in areas positioned for change. A tiered rate structure Implementing a tiered rate structure that ties reimbursement to location will encourage and reward development in desired locations. Budgeting for capital investments prioritizes areas and projects where growth is being directed. Costs for expansion outside of priority areas are borne primarily by private investors.



Hendersonville firefighters sign the final structural beam during a ceremony for the Hendersonville Fire Station 1 | Blue Ridge Now, Dean Hensley/Times-News

The Vision Map

Arriving at a shared “Vision” for the future requires an examination of options so the community can evaluate trade-offs and determine the best path forward. The Future Land Use and Conservation Map (Figure 4.10) was derived from an evaluation of three scenarios (Appendix C. Scenario Planning). The resulting “Vision,” developed with input received from the community, combines aspects of all three. It represents the culmination of ideas and input received throughout the planning process tempered with market realities, the constraints of the environmental conditions and infrastructure availability, and other factors affecting the suitability of land for various uses. It is aspirational. It suggests an arrangement of development types that align with the stated Goals and Objectives.

Displaying “Character Areas,” which are the land use classifications described in the subsection that follows, the Vision Map indicates the preferred locations for future development as well as the type and intensity of such development.

USING THE VISION MAP

The Vision Map is meant to provide a framework for future land use decisions and, as such, supports written policies and offers additional guidance with respect to the application of land development regulations (e.g., zoning and subdivision), the provision of services, and the prioritization of capital investments in support of the future development pattern.

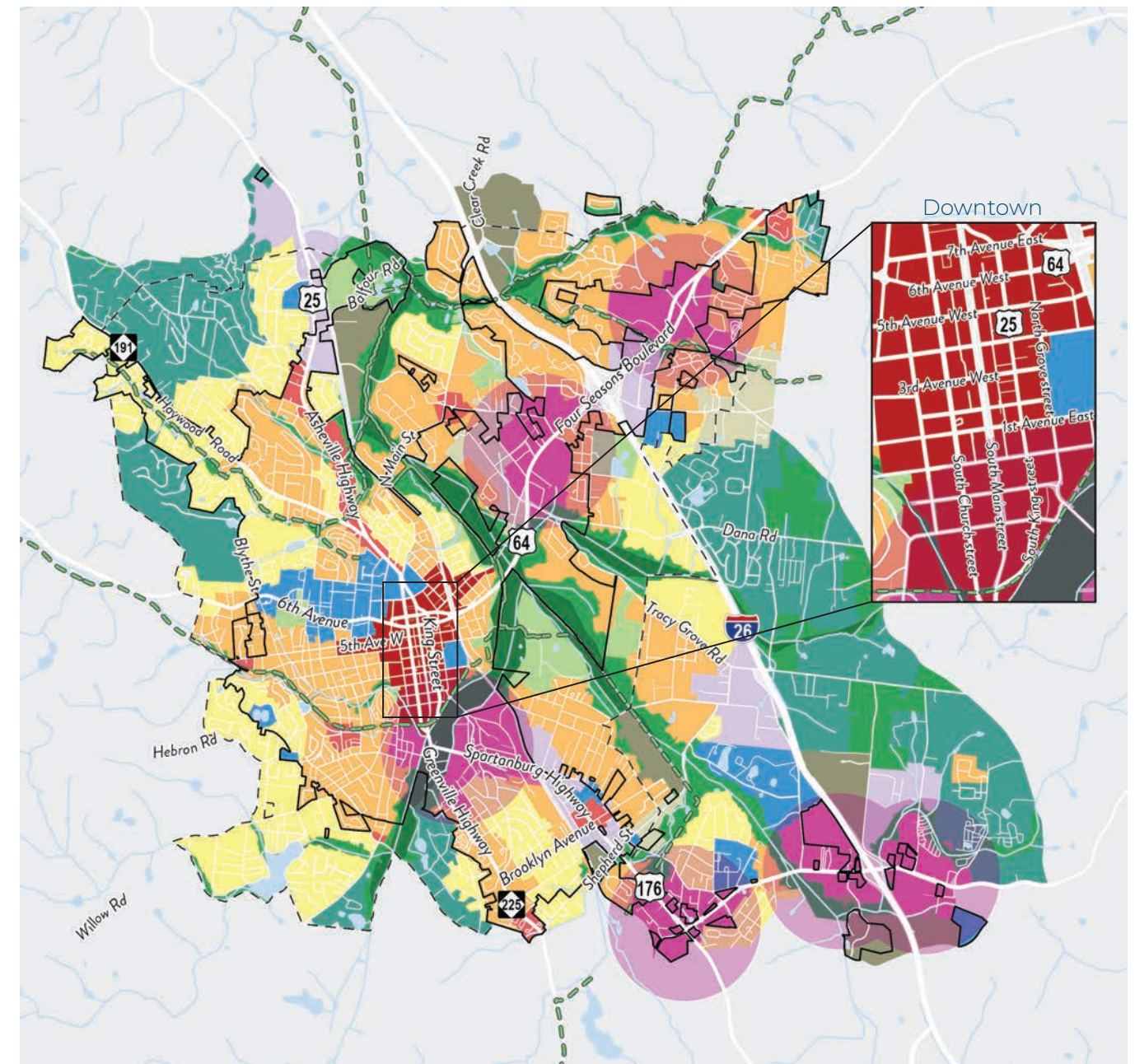


Figure 4.12 The Future Land Use and Conservation Map (Vision Map)



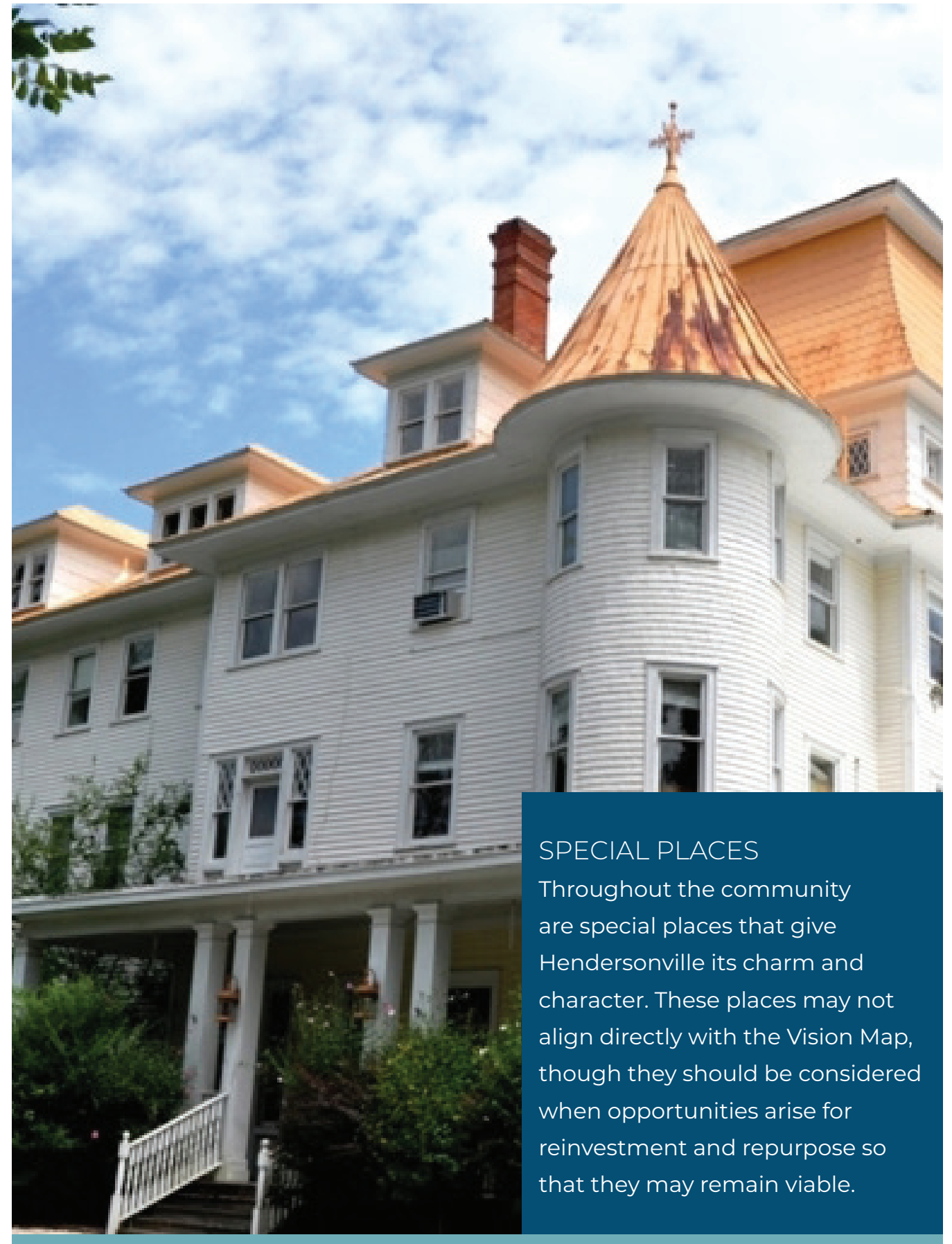
Source: City of Hendersonville, Henderson County, NCDOT

Defining Features

The Vision Map depicts a direction that is the basis for policy decisions. The defining features include:

- Conserves the broad green “spine” and enhances it to be utilized for multiple purposes: natural resource protection, recreation, transportation, etc.
 - Avoids areas with development constraints to minimize damage to public and private investments.
 - Strengthens the viability of commercial uses by concentrating them and integrating—or locating near—housing units.
 - Promotes connectivity via safe bike and pedestrian facilities, particularly in mixed-use nodes.
 - Emphasizes a compact development form for the efficient/feasible delivery of infrastructure and services.
 - Respects the scale and character of existing neighborhoods.
- Protects the historic and cultural assets, and elevates them in their contexts.
 - Maximizes existing sites through redevelopment, which in turn can limit the future development footprint while preserving the relatively undeveloped areas.
 - Facilitates the integration of a wide range of housing types in areas where infrastructure can support it.
 - Includes potential for more development rights per acre to deliver more value and reduce the impacts on affordability of rising land costs.
 - Creates opportunities to re-imagine aging employment into “creative hubs” while expanding viable industrial locations.

Copper Crest at Osceola Lake (right) | LoopNet



SPECIAL PLACES

Throughout the community are special places that give Hendersonville its charm and character. These places may not align directly with the Vision Map, though they should be considered when opportunities arise for reinvestment and repurpose so that they may remain viable.

Character Areas

Character Areas are classifications of development and conservation. The use of such classifications instead of land use categories is a modernized approach to describing existing and future development and distinguishing each area from others.

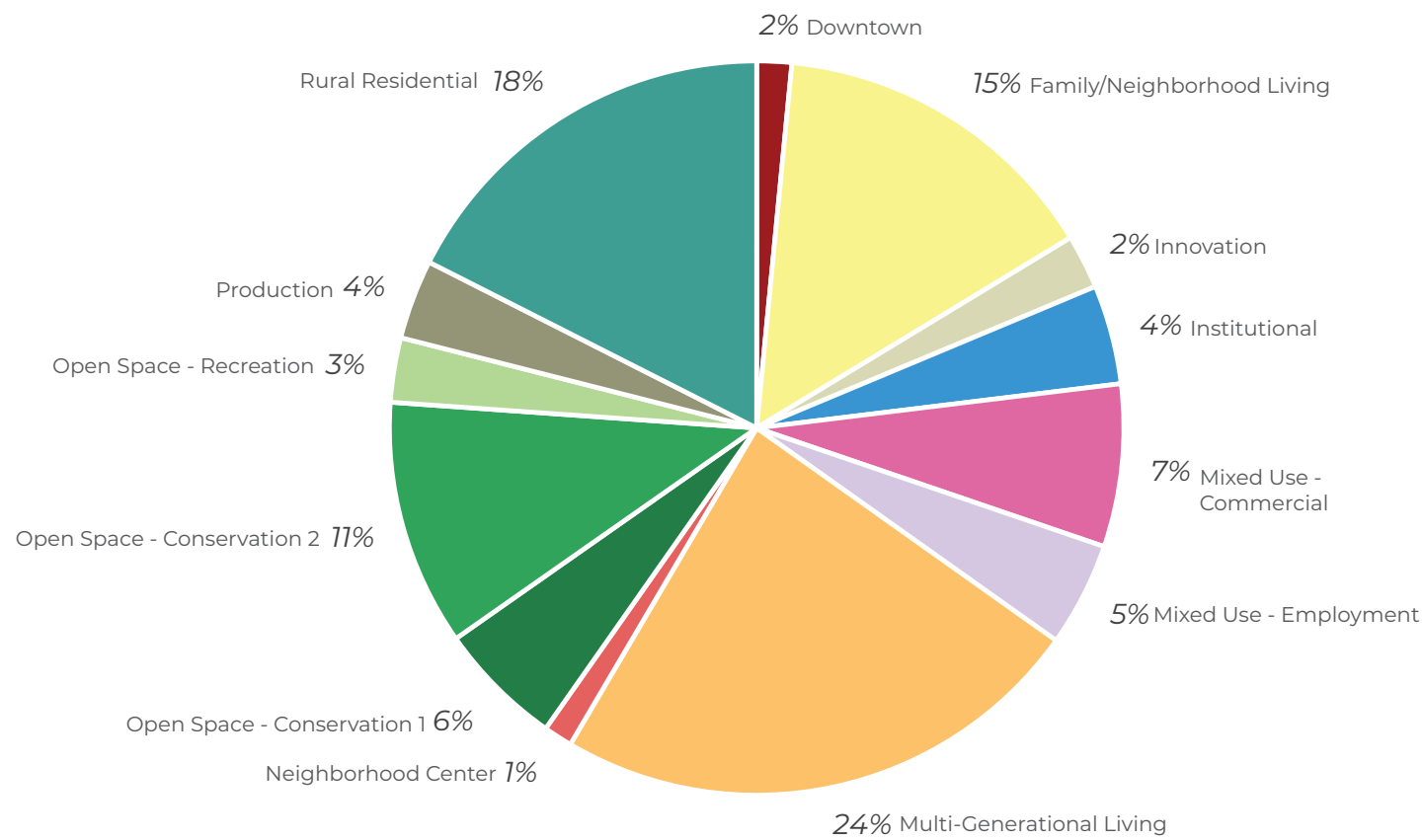


Figure 4.13.1 - Character Area percentages (rounded to whole percent) for study area. ROW is not included acreage percentages.

Jurisdiction	Character Area	Acres	Percent
Hendersonville City Limits	Downtown	202.53	4.76%
	Family/Neighborhood Living	616.02	14.48%
	Innovation	103.05	2.42%
	Institutional	243.18	5.72%
	Mixed Use - Commercial	545.13	12.82%
	Mixed Use - Employment	134.31	3.16%
	Multi-Generational Living	1516.64	35.66%
	Neighborhood Center	150.05	3.53%
	Open Space - Conservation 2 (Natural)	301.98	7.10%
	Open Space - Conservation 1 (Regulated)	243.11	5.72%
	Open Space - Recreation	122.04	2.87%
	Production	37.30	0.88%
Rural Residential	37.53	0.88%	
Total		4252.88	100.00%
Hendersonville ETJ	Family/Neighborhood Living	922.83	23.12%
	Innovation	69.99	1.75%
	Institutional	41.43	1.04%
	Mixed Use - Commercial	46.96	1.18%
	Mixed Use - Employment	93.20	2.34%
	Multi-Generational Living	1015.99	25.46%
	Neighborhood Center	22.10	0.55%
	Open Space - Conservation 2 (Natural)	345.92	8.67%
	Open Space - Conservation 1 (Regulated)	383.44	9.61%
	Open Space - Recreation	220.25	5.52%
	Production	137.91	3.46%
	Rural Residential	691.19	17.32%
Total		3991.22	100.00%
City / County Joint Planning Area	Family/Neighborhood Living	259.70	6.79%
	Innovation	113.96	2.98%
	Institutional	193.51	5.06%
	Mixed Use - Commercial	272.48	7.13%
	Mixed Use - Employment	326.58	8.54%
	Multi-Generational Living	318.71	8.34%
	Neighborhood Center	0.19	0.01%
	Open Space - Conservation 2 (Natural)	661.21	17.30%
	Open Space - Conservation 1 (Regulated)	41.34	1.08%
	Open Space - Recreation	0.00	0.00%
	Production	247.46	6.47%
	Rural Residential	1387.45	36.30%
Total		3822.59	100.00%

Figure 4.13.2 - Character Area percentages and acreage by city limits, ETJ, and City / County Joint Planning Area. ROW is not included in acreage percentages.

OPEN SPACE



Open Space 2 - Conservation (Regulated)



Open Space 1 - Conservation (Natural)



Open Space - Recreation

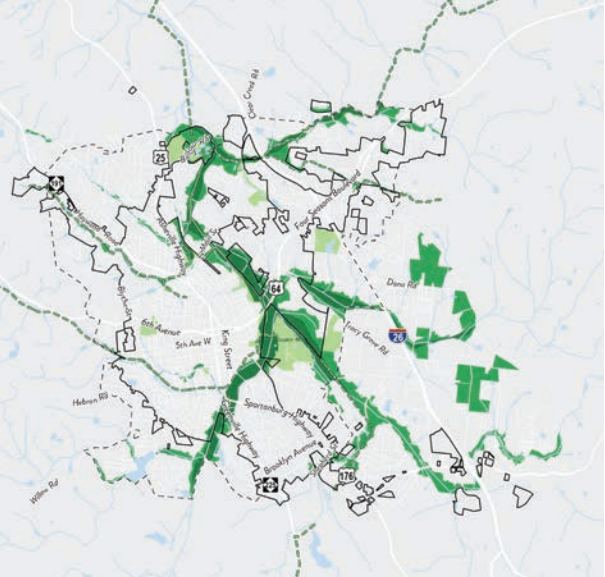


Figure 4.14 - Open Space Map



LIVING



Rural Residential



Family/Neighborhood Living



Multi-Generational Living

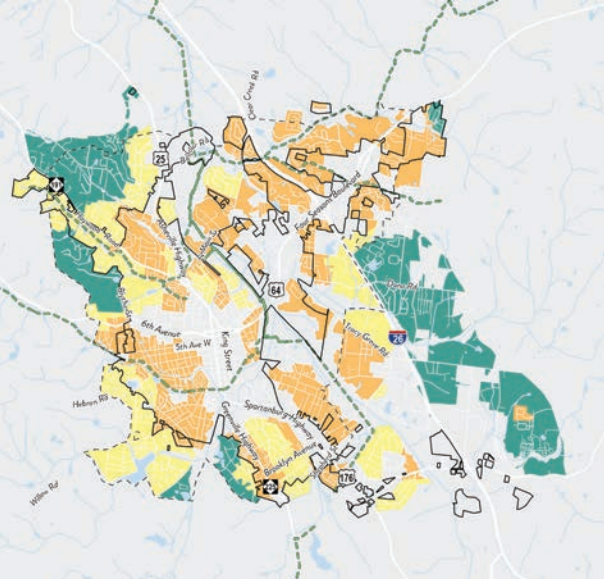


Figure 4.15 - Living Map



EMPLOYMENT



Mixed-Use Employment



Institutional



Innovation



Production

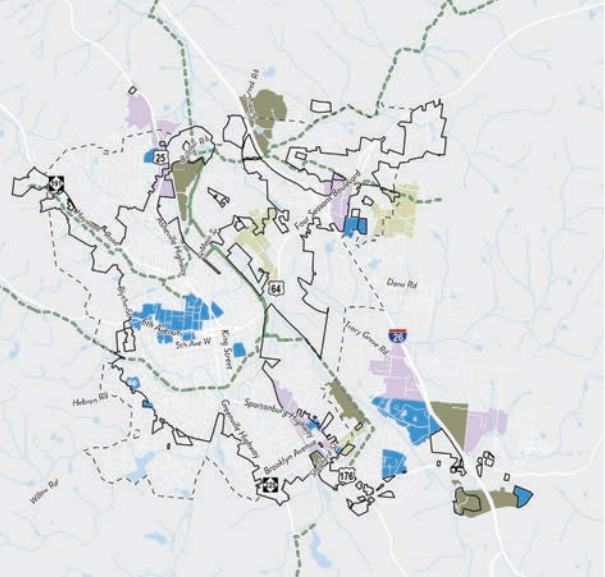


Figure 4.16 - Employment Map



ACTIVITIES



Downtown



Mixed-Use Commercial



Neighborhood Center

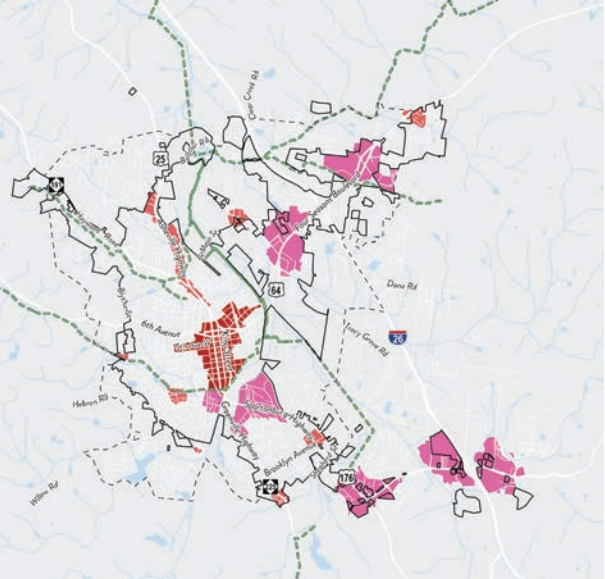


Figure 4.17 - Activities Map



Open Space

OPEN SPACE - CONSERVATION 1, REGULATED (OS-C1)

These areas consist primarily of protected, undisturbed open space. Regulated floodways are the predominant component. However, publicly protected lands (e.g., State- and Federally-maintained parkland) may also comprise this character area. Maintaining environmental integrity is a major consideration in land-disturbing activities, such as greenways or vehicular access.

OPEN SPACE - CONSERVATION 2, NATURAL (OS-C2)

These areas are natural and are either protected through public or private ownership or through State or Federal regulations. They consist primarily of floodplains as well as passive parks, accessible nature preserves, privately-managed open space, working lands managed for agricultural activities, and private conservation easements.

Though some development can be supported in these areas, most uses are associated with access to protected open space (e.g., nature preserves, agriculture, and natural resource management).

OPEN SPACE - RECREATION (OS-R)

These areas are typically publicly-maintained facilities, improved for a variety of uses including ballfields, golf courses, gardens, arboretums, and parks. Though various types of active recreation spaces are also suitable uses in other character areas, this character area delineates the locations of large open space areas with public access.



Restored wetland at Mud Creek | Conserving Carolina, Gordon Tutor



Oklawaha Greenway | Suncoast Post



Public playgrounds would be found in OS-R | Adobe

Living

RURAL RESIDENTIAL LIVING (RR)

Characterized by low-density residential development, this area is comprised of single-family detached homes on a lot size of one acre or greater. Conservation design, which includes more open space in exchange for smaller minimum lot sizes, may be a preferred approach to residential development, especially if higher gross densities can be achieved. Golf course communities can also be found in these areas.

FAMILY/NEIGHBORHOOD LIVING (FNL)

This area is characterized by moderate-density residential development. It is comprised of single-family detached homes on lots typically ranging from 1/3 acre to 1/8 acre. Improved open spaces in the form of pocket and neighborhood parks are interspersed, and greenway trails within are located to connect such parks as well as provide links to trails and walkways in neighboring

development. Conservation design, which includes more open space in exchange for smaller minimum lot sizes, may be a preferred approach to residential development, especially if higher gross densities can be achieved.

MULTI-GENERATIONAL LIVING (MGL)

This area is characterized by mixed residential development and a limited amount of small scaled neighborhood-serving commercial. It is comprised of a variety of homes, mixing detached and attached (e.g., townhomes and duplexes) units with a lesser amount of multi-family units. The combination of housing types are intended to create intergenerational neighborhoods. Improved open spaces in the form of greens, pocket parks, and neighborhood parks are interspersed. In our bustling urban landscapes, the need for improved interconnectivity of streets has become paramount. Creating an interconnected street network isn't

just about convenience; it's about relieving congestion, reducing travel times, and enhancing the provision of essential services. By weaving together a seamless web of roads and pathways, we can unlock smoother traffic flows, shorten commute durations, and ensure quicker access to vital amenities. It's not just about connecting streets; it's about connecting communities and fostering a more efficient, accessible, and vibrant urban environment for all. Greenway trails connect parks as well as provide links to trails and walkways in neighboring development.



Rural Residential Living is comprised of single-family detached homes on a lot size of 1 acre or greater | Adobe



Multi-generational Living may include multi-family units so long as they have improved open spaces | Canopy.



Family/Neighborhood Living includes smaller lot single-family detached homes | New Horizon

Activity Centers

DOWNTOWN (DT)

This is the heart of the community and center of civic activities. In addition to governmental uses, it includes a mix of retail, restaurant, service, office, and civic uses. A variety of residential housing types complement the nonresidential uses and ensure a vibrant center with a 24/7 population. The mix of uses can be horizontal as well as vertical where a change in use can occur between floors of the same building. Buildings of two or more stories are common, and connected streets include short block lengths and pedestrian facilities. Open space is integrated in the form of plazas and formal greens.

“Suburban Commercial” has been omitted as a Character Area in favor of transforming existing commercial corridors and shopping centers into mixed-use activity centers.

MIXED-USE COMMERCIAL(MX-C)

These areas are centers of activity that include a mix of retail, restaurant, service, office, and civic uses as well as a variety of residential housing types. The mix of uses can be horizontal as well as vertical where a change in use can occur between floors of the same building. Buildings of two or more stories are common, and connected streets include short block lengths and pedestrian facilities. Open space is integrated in the form of plazas, formal greens, and pocket parks

NEIGHBORHOOD CENTER (NC)

Neighborhood Center encompasses small centers (typically up to 100,000 sf of nonresidential space) with local-serving uses may be located within walking distance of and complement surrounding residential uses. Typical uses include grocery and drug stores, coffee shops, dry cleaners, branch banks, and restaurants.



Mixed-Use Commercial is envisioned to incorporate residential buildings with ground floor retail - multimodal transportation is encouraged here | Pappas Properties



A small brewery/taproom might be found in the Neighborhood Center character area, becoming a walkable destination | Bring Fido



Trail-oriented development is envisioned within the Neighborhood Center where people may walk, bike, scooter, or take other non-vehicular modes of transit | The Commons

Employment

MIXED-USE EMPLOYMENT (MX-E)

Employment centers contain a mix of uses including office, light industrial, and institutional. These areas offer traditional workspace and can be supplemented by unconventional, collaborative workspace where innovation and education can be fostered. Highly walkable areas with clustered parking and minimized vehicular circulation, incorporation of some retail, recreational, and residential uses to create a live, work, and play environment is supported. Open space is in the form of formal and informal parks and green spaces connected by trails. Flexible open space that can be programmed for gatherings of various sizes and purposes are also integrated.

PRODUCTION (PRO)

This area is mainly for manufacturing and production, including heavy manufacturing, assembly operations, water and sewer

treatment plants, major power plants, landfills, and supporting activities like light manufacturing, warehousing, distribution, and office uses. These areas are close to major transportation routes and separated from surrounding areas by transitional spaces or landscaping that shield view of structures, loading docks, or outdoor storage. Typically, both parcels and buildings are large. On-site open spaces are privately managed for intended to be used by building occupants. Streets are often private, designed for trucks, and may have controlled access through security mechanisms like gates.



Kingsley Mill | Kingsley Fort Mill, SC

INSTITUTIONAL (INST)

Institutional areas are a type of mixed-use center with buildings serving related purposes like education, healthcare, or public facilities such as courthouses and local government offices. They may also include restaurants, retail, offices, and multi-family residential units. Institutional areas feature green spaces connected by pedestrian paths, clustered parking, and minimized vehicular access.

INNOVATION (INV)

This area supports light manufacturing, maker spaces, creative offices, and warehouses. Commercial services cater to both daytime workers and local residents. It's conveniently located near major transportation routes. The design follows compatibility standards, using transitional spaces and landscaping to hide loading docks. The area features diverse parcel and building sizes, with a central open space and connected greenway system. Streets vary between pedestrian-friendly and those accommodating trucks.



Institutional (INST) areas are typically a mixed-use center with education or healthcare purposes | CPCC



Innovation (INV) areas support light manufacturing as well as maker spaces and creative offices | LoopNet



Production (PRO) is for manufacturing and production and includes large parcels and building | Deposit Photos

Character Area Crosswalk

The Character Areas define places in Hendersonville now and in the future. While they are not zoning districts, they provide guidance on the application of appropriate zoning districts. This “crosswalk” assigns current and proposed districts to demonstrate there are differences in Character Areas. This tool is not prescriptive. Rather, it aligns Character Areas with districts that are closely associated and therefore appropriate. The development envisioned for each Character Area can be accomplished with one or more of the zoning districts specified. Application of zoning to any Character Area is not limited to the districts indicated.

Character Area
Downtown
Family/Neighborhood Living
Innovation
Institutional
Mixed Use - Commercial
Mixed Use - Employment
Multi-Generational Living
Neighborhood Center
Open Space - Conservation 2 (Natural)
Open Space - Conservation 1 (Regulated)
Open Space - Recreation
Production
Rural Residential

Figure 4.18 - Character Area Crosswalk

Current Zoning Districts**																							
R-40	R-20	R-15	R-10	R-6	UV	UR	RCT	C-1	C-2	C-3	C-4	CMU	CHMU	HMU	GHMU	I-1	MIC	PCD	PID	PRD	PMH	PMD	
								X				X											
	X	X	X	X																	X		
									X														
																	X		X				
													X	X				X					
			X	X	X	X					X											X	
							X			X	X		X	X	X								
Any zoning district is possible provided the land is protected/utilized as intended.																							
Any zoning district is possible provided the land is protected/utilized as intended.																							
Any zoning district is possible provided the land is protected/utilized as intended.																							
X																							
X																	X						X

*Refer to Chapter 6 for recommended code updates.

- X ** This district is appropriate with modifications.
- X *** Under special circumstances (established in code).

Focus Area Concepts

The evolution of the planning area will occur over a period of years. Some areas will be subject to development pressures in the near future. Others present opportunities for redevelopment that, through thoughtful design, could achieve many of the community’s goals and should be encouraged. Five focus areas have been studied as part of the planning process to better understand development potential consistent with the Future Land Use & Conservation Plan map. Each set of conceptual illustrations on the pages that follow conveys one of several possibilities for the delineated area. Considering the potential use of parcels collectively, decisions about future development on individual parcels can be made in a manner that optimizes the utilization of land while adhering to the community’s objectives. The supporting notes are intended to highlight the design principles represented in the

illustrations and inform the creation of site design standards to be met as changes occur.

The focus areas include:

- ① Western Ecusta Trail - Positioning for trail oriented development at a neighborhood scale, improved connections, and mixed use along Kanuga
- ② Blue Ridge Mall - Following national trends and reinvisioning a mixed use activity center
- ③ Spartanburg Highway - Transitioning from suburban, car-oriented to a walkable destination
- ④ Downtown Edge* - Emphasis on retaining character, growing south and east, and infill residential opportunities
- ⑤ 7th Avenue* - Focus on improving connections, infill development, and neighborhood stabilization

*Presented in Chapter 5

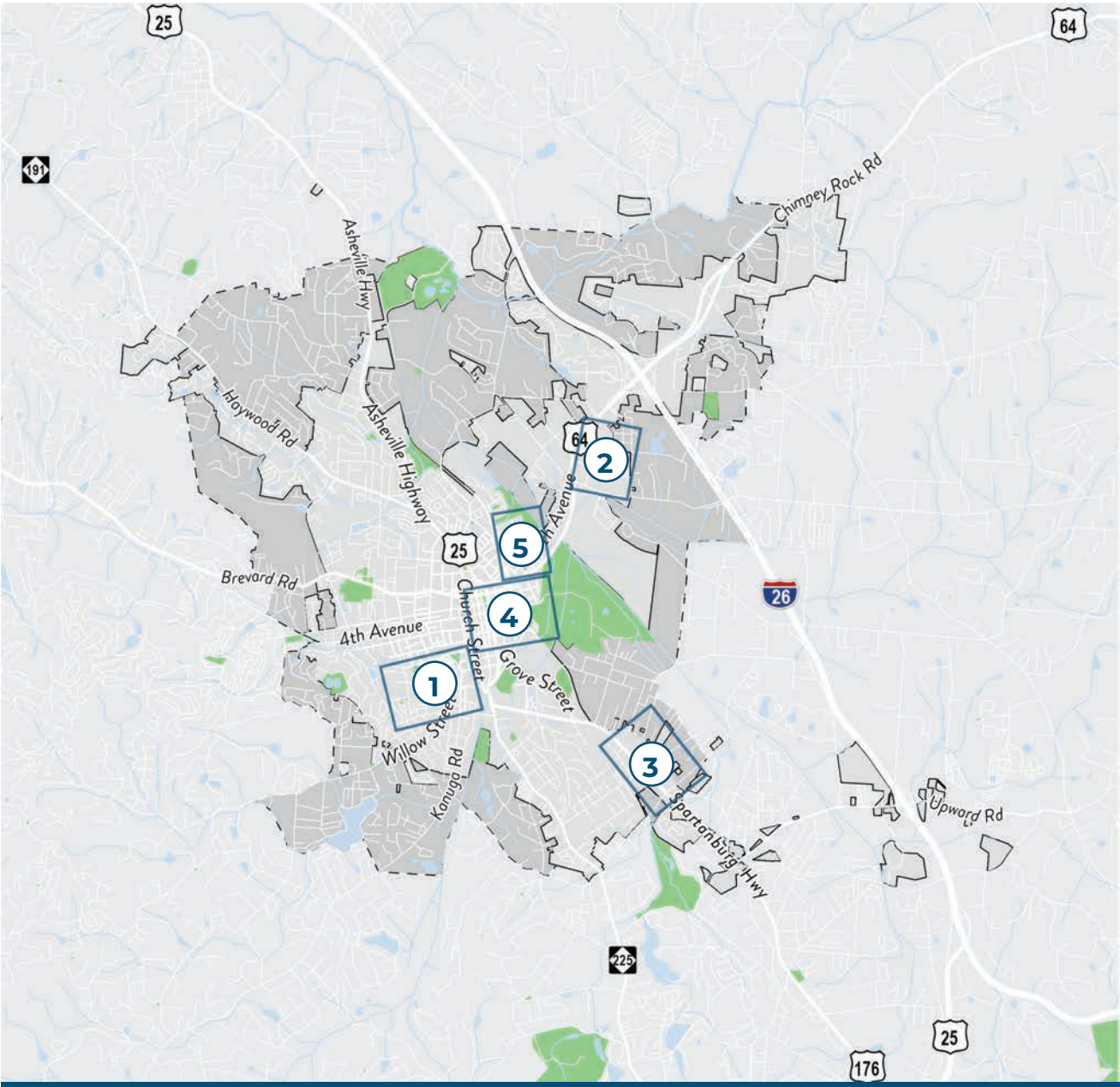


Figure 4.19 Focus Area Map

Streams	Hendersonville ETJ
Lakes/Ponds	Hendersonville City Limits
Parks	Focus Areas

Source: City of Hendersonville, Henderson County, NCDOT

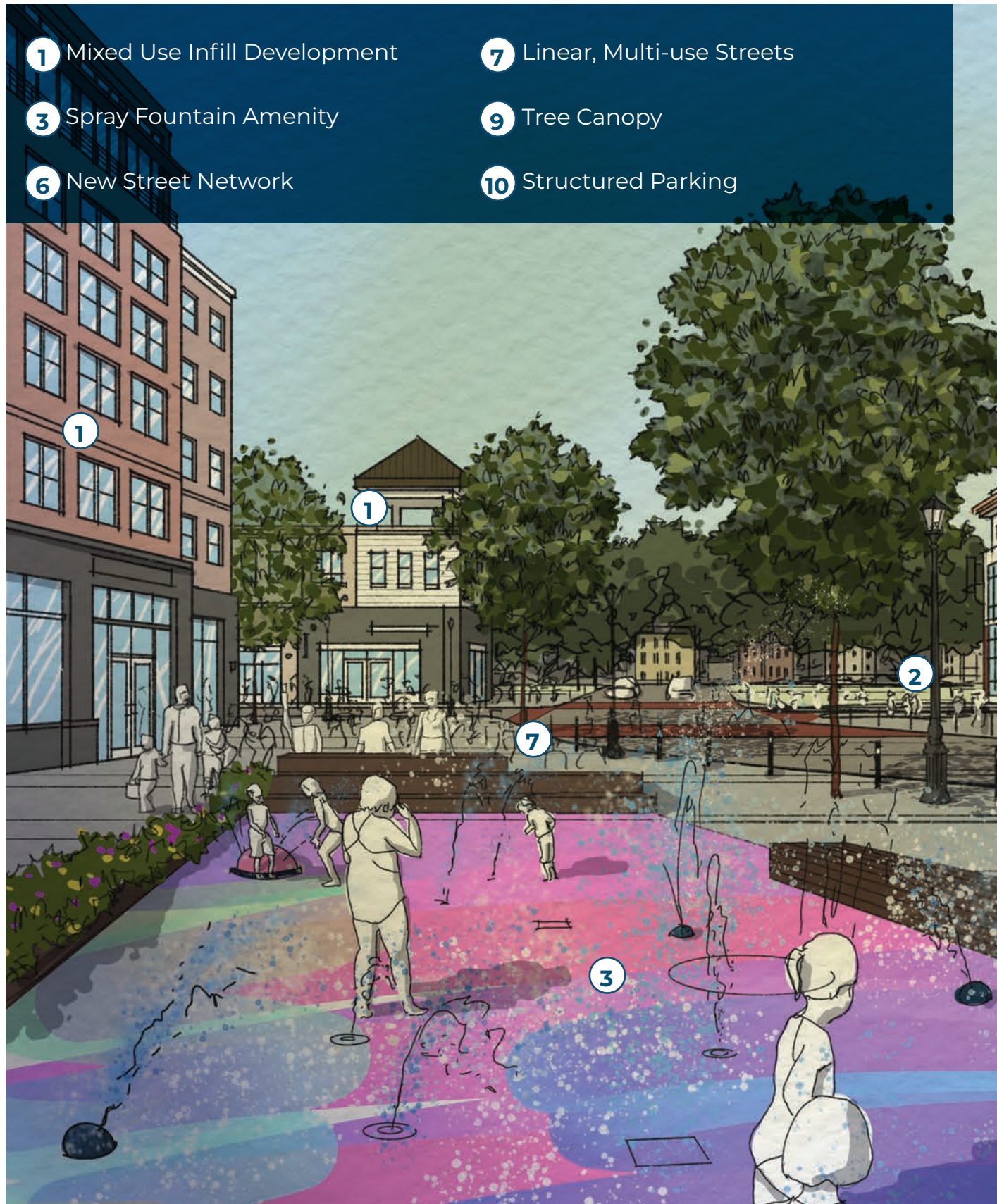
Blue Ridge Mall Focus Area

Concept

In this location, well situated along Four Seasons Boulevard, the Blue Ridge Mall and flanking commercial sites are good candidates for redevelopment. The age of the buildings coupled with shifts in consumer behaviors point to near-term opportunities to better utilize the properties for a mix of uses and amenities. While the concept suggests the inclusion of retail and restaurants, the reimagining of this area could introduce entertainment, lodging, and residential uses to create a vibrant destination. Enhanced by streetscape and open space in the form of community greens, plazas, and pocket parks, the place is both attractive and competitive in the market. It helps transform the area into a new front door to the city as well as to the established neighborhoods nearby.



Figure 4.20 - Blue Ridge Mall Concept



Street View of Blue Ridge Mall Area Concept

Elements

- ① A mix of complementary uses concentrated in this location help create a vibrant destination. Retail shops, restaurants, and entertainment are viable as they are situated close to office uses as well as lodging and homes.
- ② Buildings are located close to the roads (including Four Seasons Blvd.) to create a strong presence for this activity center at this city gateway, introduce a better scale to the corridors, and reduce the visual impacts of surface parking.
- ③ Infill development on the north side balances the scale of the redevelopment on the south side while creating new opportunities for a variety of new businesses.
- ④ Amenities include small plazas and pocket parks that allow for an expansion of usable space in the retail, restaurant, and residential areas.
- ⑤ A larger park is a community gathering space that also separates new development from existing neighborhoods and mitigates potential impacts.
- ⑥ A connected network of streets and private drives move local traffic, keeping it off Four Seasons Blvd.
- ⑦ Streets are designed as linear, multi-use spaces suitable for safe pedestrian and bike travel.
- ⑧ Driveways along Four Seasons Blvd. are consolidated to increase safety and improve traffic flow on this major arterial.
- ⑨ Streets and parks provide ample space to reclaim land for tree planting to establish some tree canopy, which has many benefits (i.e., aesthetics, stormwater management, air quality improvement, wildlife support, shade for comfort and energy efficiency).
- ⑩ Parking structures help maximize the utilization of the sites that comprise this area.



A mix of complementary uses concentrated in this location help create a vibrant destination in the West Ave District – a vibrant social hub in the heart of historic downtown Kannapolis, NC | Charlotte Business Journal



Buildings create a strong presence for this activity center at this city gateway like at ParkTowne Village in Charlotte, NC | RAD Architecture



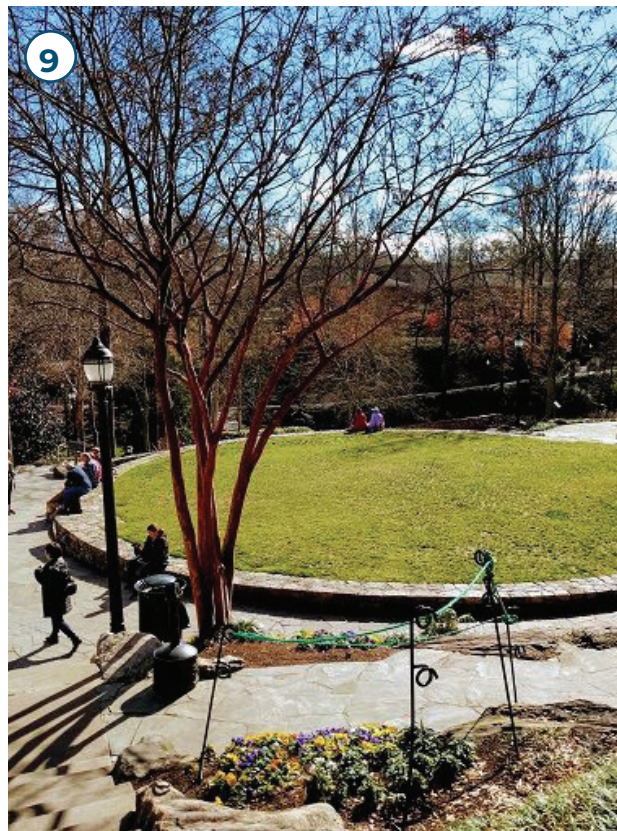
Amenities include small plazas and pocket parks. | Adobe



5 A larger park is a community gathering space such as Riddles Close in Antiquity, Cornelius, NC



7 Streets are designed as linear, multi-use spaces such as Parrish Street in Durham, NC | Discover Durham



9 Streets and parks provide ample space to reclaim land for tree planting to establish some tree canopy. Falls Park on the Reedy in Greenville, SC | No Home Just Roam



10 Parking structures help maximize the utilization of the sites Camden NoDa parking deck adorned with a mural | Camden NoDa

Case Study Leesburg, VA

VIRGINIA VILLAGE

Currently the site of four retail and two office buildings, Virginia Village is being reimagined into a bustling mixed-use development with retail, residential and commercial offerings, as well as neighborhood parks and an amphitheater. Urban connectivity is the vision behind the transformation of this site, within walking distance of Leesburg's historic downtown. The 18.4-acre site will be a mixed-use space that will include:

- 490 apartments
- Approximately 160 townhomes and condominiums
- 104,000 SF of office
- 70,000 SF of retail and restaurants
- Three parks and green spaces
- An outdoor amphitheater
- Connectivity to bike trails and a pedestrian bridge to Leesburg's historic downtown



Virginia Village | Keane Enterprises

Western Ecusta Trail

CONCEPT

With an orientation toward the future Ecusta Trail, this neighborhood center offers a destination along the path as well as a gathering place for the residents of the flanking neighborhoods. Existing businesses can be complemented by additional, local-serving restaurants and shops. Organized around a park, much of the infill commercial and residential uses put eyes on the public space, increasing safety while ensuring a level of activity that the local businesses require to be viable. Redevelopment along Kanuga Street offers another yet different stop along the trail route, and the streetscape improvements are designed to form an urban greenway functioning as a connector to the Ecusta Trail. Other perpendicular routes tie into the trail, increasing access to it and improving connectivity to the broader greenway network.



Figure 4.21 - Western Ecusta Trail Concept

1 Mixed Use Infill Development

4 Trail Retail Kiosk

2 Open Space Amenity

8 Ecusta Trail

3 Public Park

11 Safe Trail Crossings



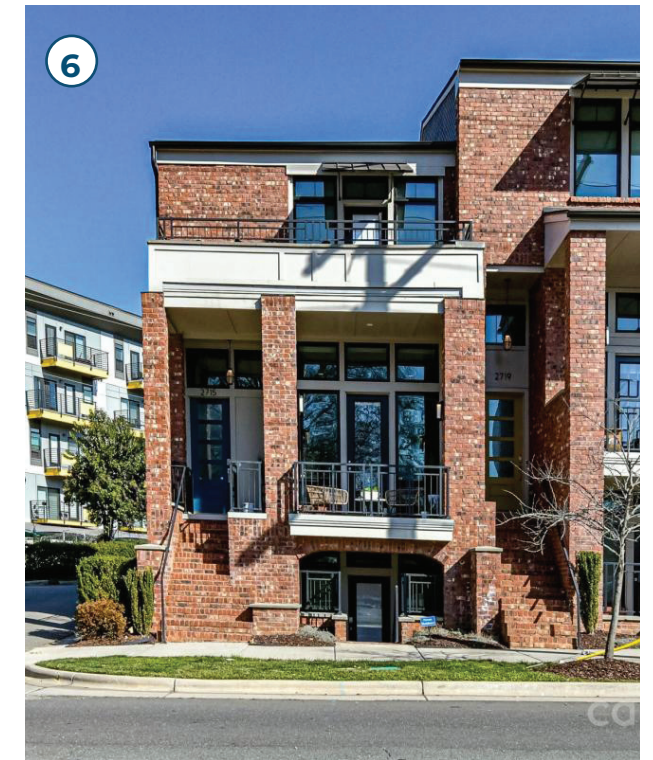
Street View of Western Ecusta Trail Concept

ELEMENTS

- ① Infill development complements the existing commercial uses, helping to create a more vibrant neighborhood center.
- ② Surface parking is converted to plaza space to expand the usable area of the existing brewery and future restaurants and shops.
- ③ The park is an extension of the publicly accessible open space. Its design is suitable for informal gatherings as well as programmed events. Its position helps create a destination along the Ecusta Trail, varying the experience for the users, and an accessible space to be utilized as a neighborhood amenity.
- ④ Pop-up shops and restaurants can be accommodated in the open space to further activate the central area.
- ⑤ Redevelopment includes apartments and condos along the trail where separation from existing neighborhoods is possible.
- ⑥ Infill development incorporates both commercial and residential uses (such as townhomes) around and facing the park.
- ⑦ Vacant lots are utilized for attached and detached single-family homes.
- ⑧ Neighborhood trails are located in “front yard” open space areas and provide safe access to the Ecusta Trail and the broader greenway network.
- ⑨ Redevelopment along Kanuga Street creates opportunities for streetscape improvements to include an urban pedestrian path. It also raises development out of the floodplain to the east, facilitating natural stormwater management and additional greenway connections.
- ⑩ The public street network and private drives are linked to improve circulation.
- ⑪ Vehicular crossings of the trail are minimized to ensure the safety of trail users.



Redevelopment includes apartments and condos along the trail like along the Charlotte Rail Trail in South End | Charlotte Rail Trail



Infill development incorporates both commercial and residential uses | Canopy MLS



Neighborhood trails are located in “front yard” open space areas | Charlotte Rail Trail



Kanuga Street could accommodate a urban pedestrian path like in Indianapolis on the Cultural Trail | Rundell Ernstberger Assoc., LLC

Case Study

Greenville, SC

SWAMP RABBIT TRAIL

The Swamp Rabbit Trail is a popular multi-use trail that spans 22 miles, running from downtown Greenville to the City of Travelers Rest, traversing along the Reedy River, an old railroad corridor, and parks. Originally conceived as a 9-mile rail-trail, it is now a growing network of trails with sections in the community of Conestee, and the cities of Simpsonville and Fountain Inn.

This repurposed trail connects pedestrians and cyclists to various neighborhoods and parks, providing a recreational and commuter pathway. Varying from 8 to 12 feet wide, the trail features a paved surface for bicycles, skaters, and walkers, with an additional rubberized surface for runners. Amenities along the trail include lighting, picnic areas,

benches, water fountains, restrooms, signage, and bicycle racks.

The Swamp Rabbit Trail has improved the lives of residents and visitors, and its success has been attributed to its scenic route and thoughtful integration of trail-oriented development. This has positively impacted the economic, social, and environmental well-being of the surrounding communities.



Swamp Rabbit Trail | Greenville Journal (above); Swamp Rabbit Trail | Simply Awesome Trips, Amanda Luhn (right)



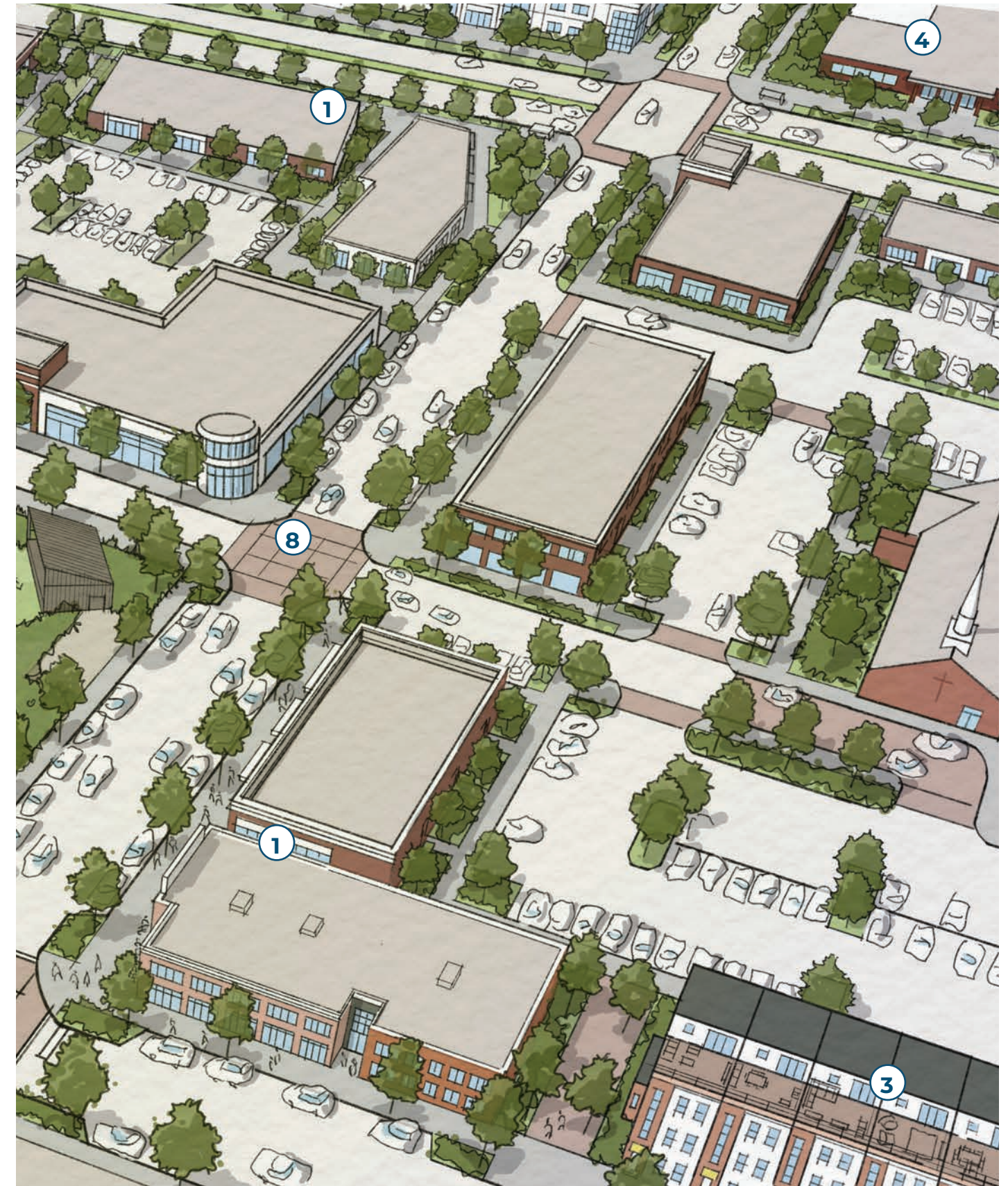
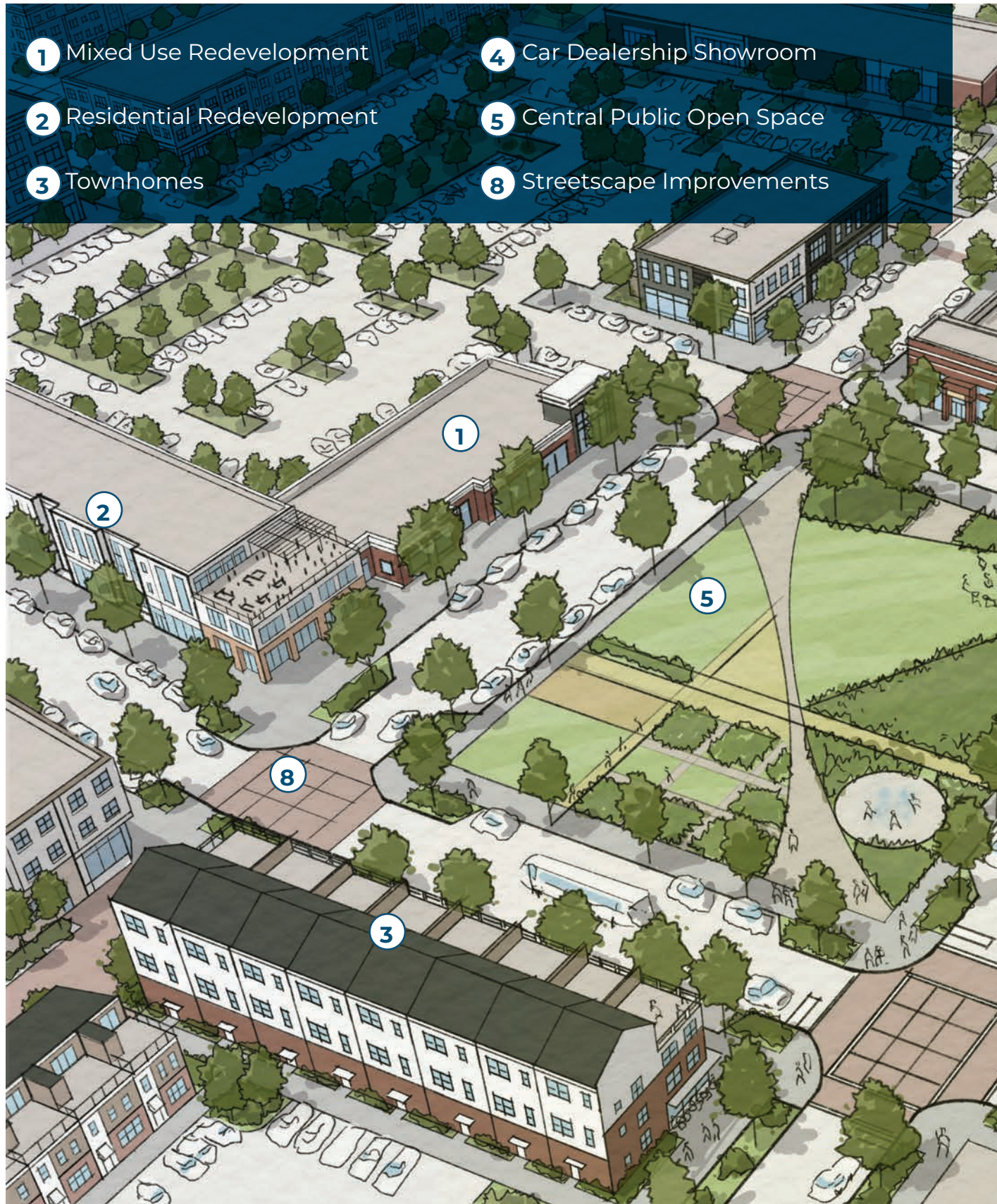
Spartanburg Highway Focus Area

Concept

This aging commercial corridor has an opportunity to be reinvented to be more responsive to changing market conditions and the housing needs of the community. Redevelopment can give new life to an area where diminished business viability, evidenced by increasing vacancy rates, lower lease rates, and declining property values, is halted. Reinvestment is feasible, accomplished at a level of intensity that enables a mix of compatible uses that maximize utilization of the land and available infrastructure. The mix of uses recognizes the reduced demand for retail and office space due to changing consumer behavior (rising rates of online shopping) and remote working, and increasing demand for housing products that address affordability and lifestyle preferences. Existing uses, including some institutional and civic uses, are retained and integrated into the evolving fabric.



Figure 4.22 - Spartanburg Highway Concept



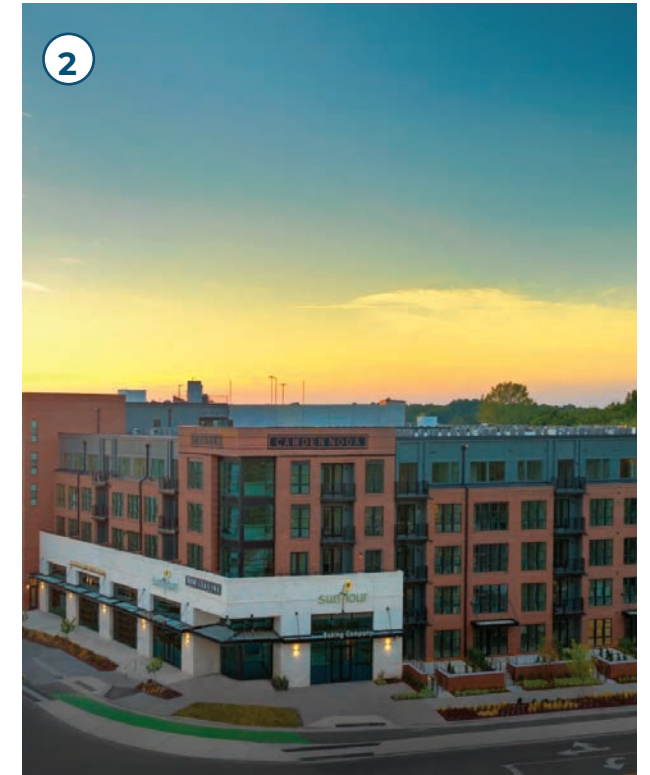
Birdseye View of Spartanburg Highway Concept

Elements

- ① Sites along Spartanburg Highway are redeveloped to introduce mixed use development, maximizing the utilization of land and available infrastructure.
- ② Commercial properties that are no longer competitive business locations are redeveloped for residential units that meet some of the current and future demand for apartments and condominiums.
- ③ Townhomes offer a sensitive transition to nearby single-family neighborhoods.
- ④ Existing auto dealerships transition to storefronts, following current trends. Land area devoted to surface lots is reduced, and sales occur increasingly through small showrooms supplemented by an online experience.
- ⑤ Public (and publicly accessible) open space includes greens, pocket parks, and plazas that can support informal gatherings of small groups as well as programmed events (i.e. farmers market).
- ⑥ The existing floodplain is maintained or reclaimed to allow for a functional green infrastructure system.
- ⑦ The floodplain and creek corridors lend themselves to potential extensions of the broader greenway network. Access points are located to improve accessibility to the paths that broaden options for pedestrian access to neighborhoods, business, churches, and schools.
- ⑧ Streetscape improvements change the aesthetic along this major arterial, making it an attractive environment for living, working, shopping, and dining.



Redevelop sites along Spartanburg Highway as mixed use | Southern Land Company



Redevelop commercial properties as locations for residential units | Camden NoDa



Townhomes offer a sensitive transition to nearby neighborhoods | Zillow



Existing auto dealerships transition to storefronts, following current trends like Lucid Motors in Boston, MA | Boston Magazine

- 9 The connected network of streets support the increase in traffic by distributing trips to parallel routes that are also more pedestrian- and bike-friendly.
- 10 Complete streets, in combination with the concentration of the various uses in a limited geography, help create a walkable/bikeable center.
- 11 Driveways along Spartanburg Highway are consolidated to increase safety and improve traffic flow on this major arterial.



Public (and publicly accessible) open space can support gatherings | City of Hendersonville



The creek corridors can become to extensions of the greenway network like the Crabtree Creek Greenway in Wake County, NC | Trail Link

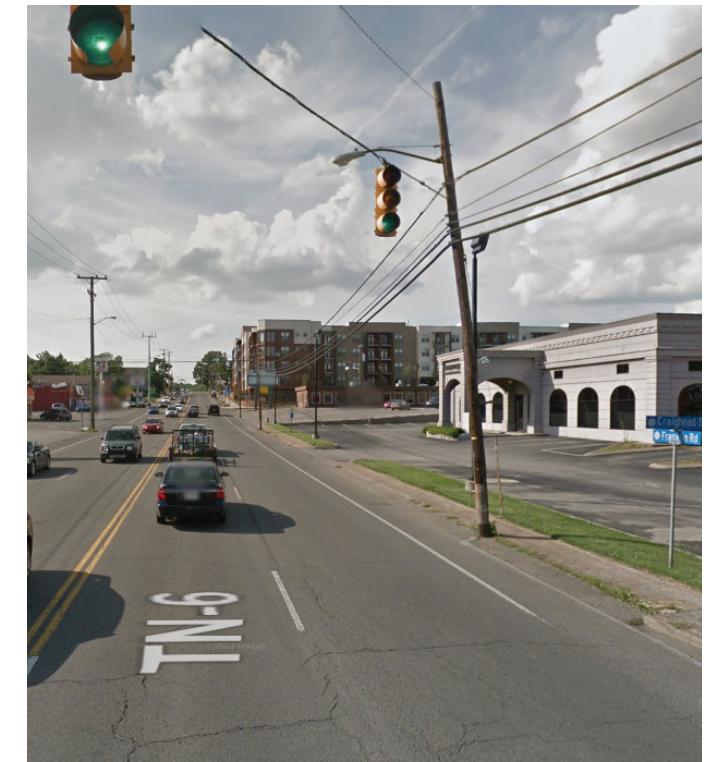


Streetscape improvements change the aesthetic along major arterials | Hazelwood Construction Services

Case Study Nashville, TN

8TH AVENUE

A rapidly evolving corridor connecting surrounding neighborhoods to downtown Nashville, 8th Avenue has experienced an explosion of growth and change over the last decade. Transforming from a 5-lane suburban arterial to a destination, with new multifamily residential and mixed use developments. In 2016 Metro Nashville in partnership with the City of Berryhill, kicked off a multi-modal study to assess the changing the land uses along the corridor and to develop recommendations to improve safety, quality of life, and economic viability along the street while also maintaining mobility and accessibility for a variety of travel modes.



8th and Craighead Street in 2014 | Google Streetview



8th and Craighead Street in 2022 | Google Streetview

Chapter V. Downtown Master Plan

INTRODUCTION

CHARACTER DISTRICTS

FOCUS AREAS

DOWNTOWN DESIGN GUIDELINES



Introduction

WHAT IS THE DOWNTOWN MASTER PLAN?

The Downtown Master Plan (referred to as the Master Plan) serves as a comprehensive framework guiding decisions regarding downtown's future growth, preservation, and development. It is designed to complement with other municipal plans, such as the Gen H Comprehensive Plan, and to align with existing and forthcoming policies and ordinances. Furthermore, it offers direction to governmental entities involved in planning or executing projects that may impact the City's planning jurisdiction. At its core, the Master Plan places emphasis on evaluating and prioritizing factors that shape the community's unique character.

The community holds a sense of pride in being a part of a city celebrated for its quaint charm and rich cultural heritage. The downtown area, notably Main Street, stands as a beacon of its unique identity. Its distinctive serpentine streetscape, historic buildings, and vibrant atmosphere add to the collective spirit and dedication of community members who have cherished and helped form the downtown's character.

The Master Plan for downtown Hendersonville includes design guidelines aimed at shaping its future. These guidelines prioritize development that aligns with the area's scale, fosters positive cohesion between buildings and pedestrian spaces, and respects nearby residential neighborhoods. The aim is to preserve the downtown's unique character while enhancing the quality of life for its residents.

Organization and Overview

DOCUMENT ORGANIZATION

The Master Plan is divided into five sections:

The Introduction provides historic context and outlines vision and goals.

Community Input summarizes the community input related to this Master Plan effort. Documentation of the entire project engagement can be found in Appendix D. Community Engagement.

Character Districts define four distinct areas—Main Street, 7th Avenue, Downtown Edge, and Lower Trailhead—identifying existing attributes and opportunities for improvement. See the Figure 5.2 Character Districts Map.

Focus Areas show conceptual illustrative site plan renderings with recommendations tied to infill opportunities, streetscape improvements, trail connections, and public spaces.

Downtown Design Guidelines

provide guidance for the public realm, site design, and building design in efforts to guide future development in a way that is consistent with the character of downtown.

STUDY AREA OVERVIEW

The study area stretches from Greenville and Spartanburg Highways in the south, to Asheville Highway and Main Street in the north. The western border is a few blocks from the historic core, with the eastern boundary follows US Highway 64 and 7th Avenue. The study area encompasses the 7th Avenue Depot and Main Street Historic Districts, and portions of the West Side and Lenox Park Historic Districts are also within the study area. The study area also includes the Main Street and 7th Avenue Municipal Service Districts (MSDs), as well as various parks, public lands, and the future Ecusta Trail and extensions

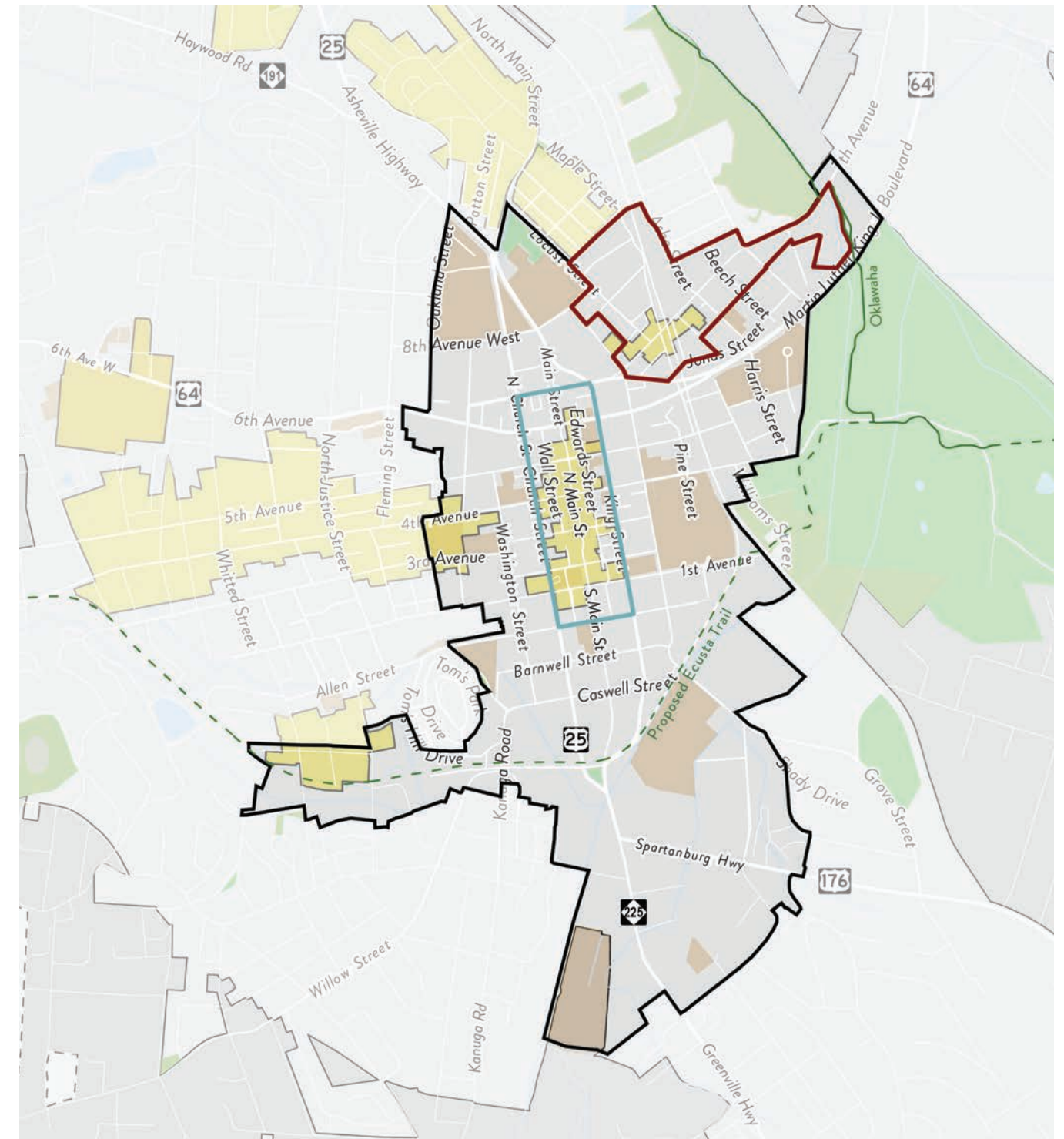


Figure 5.1 Downtown Study Area Overview Map



Source: City of Hendersonville, Henderson County, NCDOT

Historic Context

Centuries before Hendersonville became a city in Western North Carolina, it originated as Native American hunting grounds between the Cherokee and Catawba people. From the 16th century to the mid-18th century, Spanish explorers had sought gold in the region, trade occurred between Native Americans and new settlers, and British military expeditions were performed. In the first half of the 19th century, Hendersonville experienced growth, and the city officially became incorporated in 1841 and chartered in 1847 as the county seat.

While the Post-Civil War period presented challenges, the city began to grow its downtown and the first town hall was built in 1893. Significant technological advancements during this time supported growth, development, and access to downtown Hendersonville as the first railway was built in 1879, the street railway was built in 1890, and a dummy line train in 1903 from Main Street to Laurel Park. By 1900, Hendersonville had become a tourist destination, the population tripled since the city's incorporation, and downtown had five hotels and 20 stores.

Hendersonville witnessed significant developments in the first half of the 20th century. This period saw the construction of several key landmarks:

- The current courthouse was built in 1904
- Patton Memorial Hospital (now known as Pardee Hospital) was established at the north end of downtown in 1913 before relocating to 6th Avenue in 1953
- Hendersonville High School was erected in 1926
- City Hall was built in 1928

As the economy began to strengthen in tourism and retail services, there was emphasis on creating a sense of place in downtown Hendersonville.



FIFTH AVENUE LOOKING TOWARDS MAIN STREET, HENDERSONVILLE, N. C. H.S. 111870
5th Avenue in the 1930s | Greetings from the Past



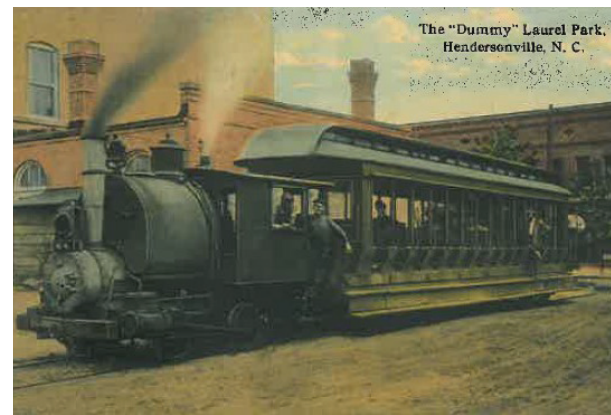
Main Street in 1940 | City of Hendersonville, NC



City Hall in 1940 | City of Hendersonville, NC



Hendersonville in 1910 | City of Hendersonville, NC



Dummy Line Train in 1905 | Greetings from the Past



Main Street in 1895 | City of Hendersonville, NC

During the 1970s, the current library was built on Washington Street and Jackson Park opened. The Main Street MSD was established in 1975 and two years later the serpentine streetscape on Main Street was constructed in 1977. Hendersonville was entered into the National Register of Historic Places in March of 1988. The Hendersonville Historic Preservation Commission was formed in 1995 to oversee eight historically registered districts in the city, including the Main Street Historic District which comprises 55 contributing structures, such as the Henderson County Historic Courthouse and the 7th Avenue Depot District. In 1998, the 7th Avenue MSD was established.

Hendersonville is dynamic and blends historical charm with modern amenities. Downtown hosts boutique shops, galleries, restaurants, and breweries, alongside cultural events year-round. Rooted in a rich historical heritage, Hendersonville stands as a distinct and enduring city.



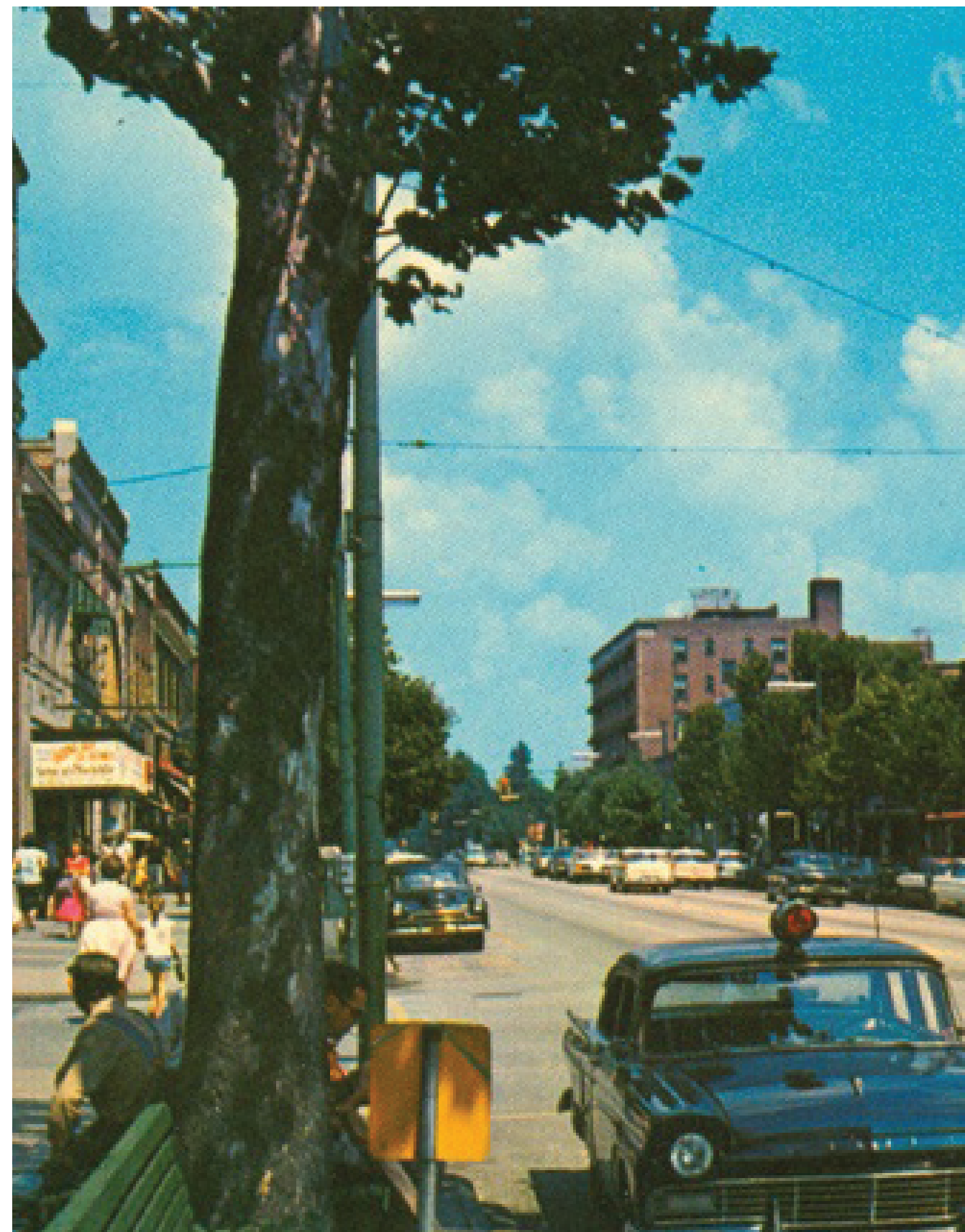
Main Street in 1945 | City of Hendersonville, NC



7th Avenue Depot | Visit Hendersonville, NC

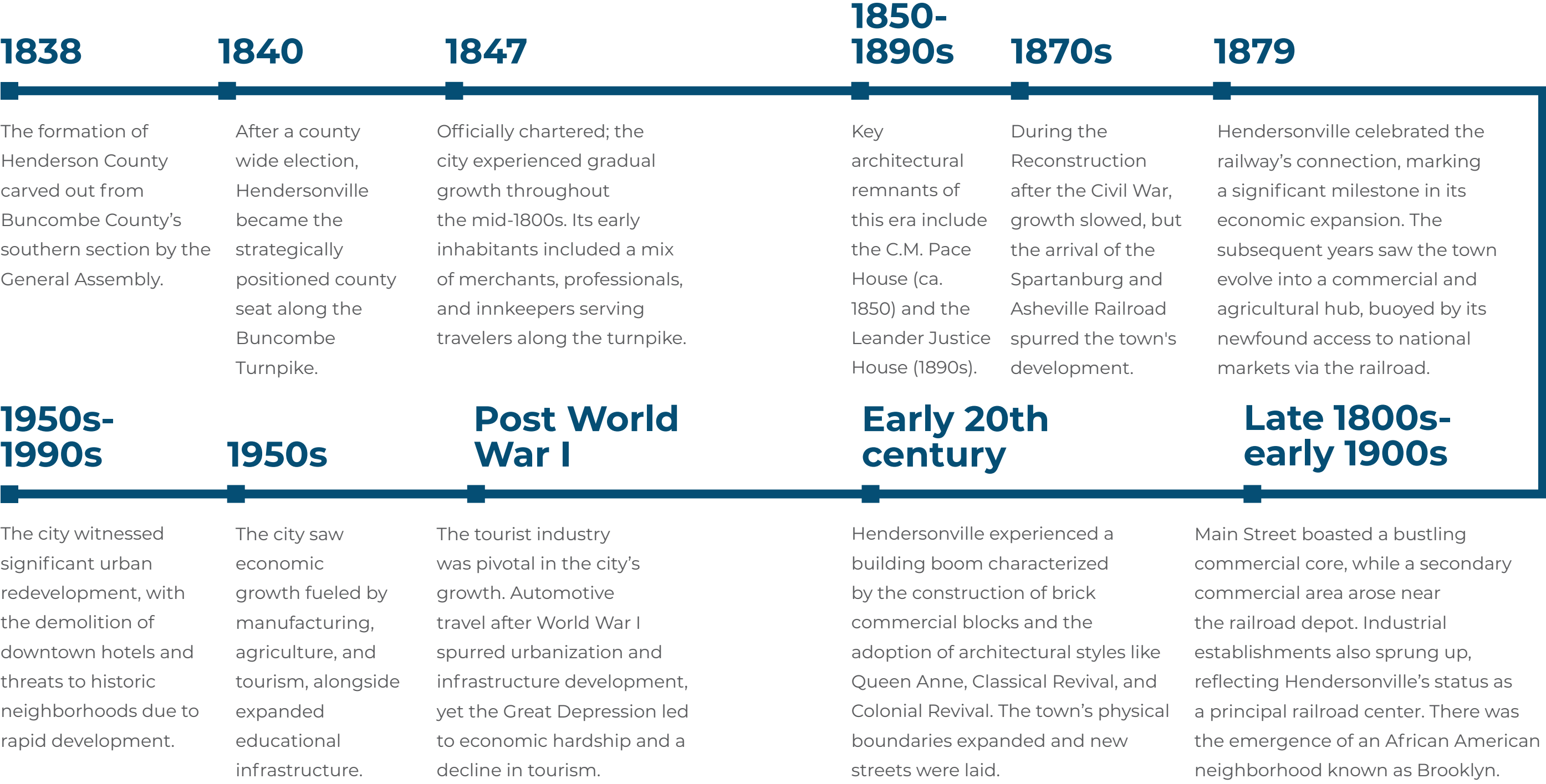


Main Street in 2005 | City of Hendersonville, NC



Main Street in 1959 | City of Hendersonville, NC

Downtown Timeline



Past Plans

Previous plans outline the work Hendersonville has already done as it relates to downtown planning. Multiple plans and studies speak to future pedestrian and bike mobility improvements by way of future sidewalk and greenway projects within downtown. Additionally, the Main Street Program as well as Hendersonville's two downtown MSDs are discussed. Lastly, the annual downtown report is summarized which outlines the most recent downtown achievements.

WALK HENDO PEDESTRIAN PLAN (2023)

The [Walk Hendo Pedestrian Plan](#) seeks to improve pedestrian connections in Hendersonville, fostering easy foot navigation and enhancing safety. Goals include connecting people to key destinations, ensuring safer streets, and promoting a walking culture.

The vision is to create walkable streets sustaining vibrant neighborhoods, contributing to the city's quality of life and economy. Recommendations include funding for multimodal projects, incorporating pedestrian safety initiatives in the City's Capital Improvement Plan, sharing project schedules, exploring property assessment tools, and collaborating with regional partners.

The plan directly impacts downtown Hendersonville, addressing gaps in the sidewalk network and aligning with the enhanced need for pedestrian infrastructure in the bustling downtown. It aims to create a safer, accessible, community-engaging, and economically vibrant downtown through a pedestrian-friendly environment.

ECUSTA TRAIL

The Ecusta Rail Trail envisions transforming a near 20-mile rail corridor into a shared-use trail, promoting health, enriching the economy, and becoming a premier greenway in the Southeast. The project aims to offer a safe route for pedestrians and cyclists, provide outdoor recreation, attract tourism, enhance natural and cultural resources, revitalize communities, and stimulate the regional economy.

In 2022, an Ecusta Trail StoryMap was crafted to provide the latest insights into the trail's design and construction progress. In January 2023, the Henderson County Rail Trail Advisory Committee convened and unanimously approved 90% of the designs presented by the county's contractor. In December 2023, construction kicked off on the initial six-mile stretch of the trail, expecting to be completed at the end of 2024. By January 2024, efforts were underway to replace aging culverts and drainage systems and clearing

trees. By February 2024, federal funding was unlocked for Phase II of the project. Pending approval from the North Carolina Department of Transportation (NCDOT), preparations will commence for the final five-mile segment of the trail within Henderson County.

Thanks to the collaboration and commitment of diverse stakeholders and implementation of existing plans, the Ecusta Trail will strengthen Hendersonville by enhancing connectivity, increasing recreation opportunities, boosting tourism, contributing to economic growth for local businesses, and amplifying cultural and natural resources.



Existing and Proposed Conditions of the Ecusta Trail | Conserving Carolina, City of Brevard, NC

HENDERSONVILLE BICYCLE PLAN (2018)

The [Hendersonville Bicycle Plan](#) envisions a connected, safe, and comfortable bike system for riders of all ages and abilities. Supported by efforts to encourage and educate, the goals include enhancing mobility for everyone, normalizing bicycling as a viable mode of transportation, improving connections between neighborhoods, schools, parks, and downtown, and boosting travel safety and personal health.

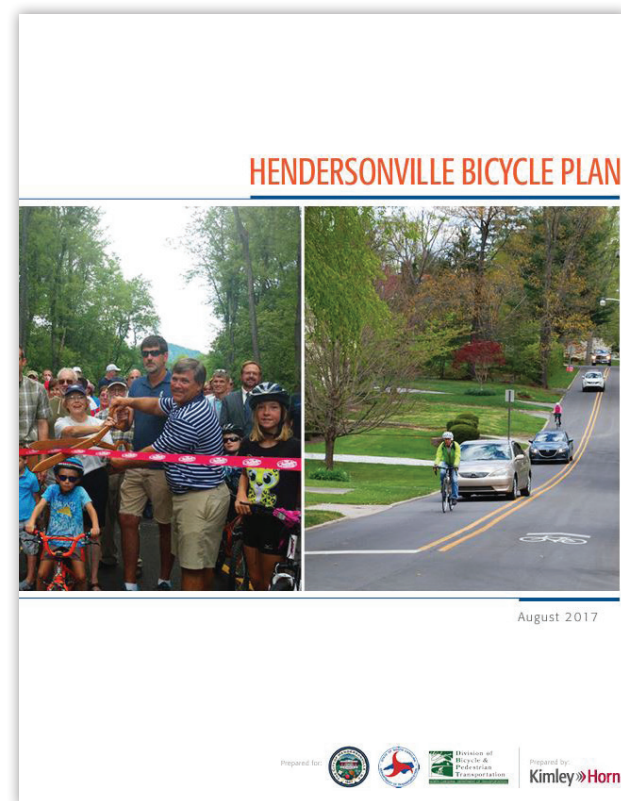
Recommended measures for downtown include shared lanes, bike lanes, buffered or separated bike lanes, and shared-use paths, prioritizing new infrastructure along 7th Avenue, Grove Street, 4th Avenue, Locust Street/Maple Street, and Bearcat Boulevard.

These interventions aim to create a safer, more comfortable, and more accessible downtown, fostering positive changes to the physical landscape and through policy, supporting the local economy, and

promoting a healthier lifestyle. Overall, the plan has the potential to transform downtown into a more sustainable, bike-friendly environment.



City of Hendersonville Bicycle Plan - Bearcat Blvd Concept | City of Hendersonville, NC



City of Hendersonville Bicycle Plan | City of Hendersonville, NC

MAIN STREET PROGRAM

The City of Hendersonville is a North Carolina Main Street Community as designated by the state's Department of Commerce, and the City is a [Main Street America Accredited](#) program. Being recognized at the state and federal level, Hendersonville is committed to use comprehensive downtown revitalization processes to create placemaking, economic development, and historic preservation.

MAIN ST & 7TH AVE MSDs

Established in 1975, the Main Street MSD completed the original streetscape in 1977. The 7th Avenue MSD was added in 1998, and in 2006, Main Street expanded south. Refurbishment of Main Street Streetscape occurred from 2008-2013. By 2011, the Main Street MSD fell under City management, followed by the 7th Avenue MSD in 2015, which also expanded. In 2019, the Downtown and Planning divisions integrated, and in 2020, advisory committees merged into the Downtown Advisory Board,

while Main Street and 7th Avenue maintained separate budgets. These milestones reflect a dynamic urban evolution in the core of Hendersonville.

The Downtown Advisory Board, under the Downtown Division, exists to identify, preserve, and enhance the small town urban character of the city's historic downtown. The Downtown Division is funded by a MSD tax on the Main Street and 7th Avenue Districts, and a percentage of sales tax. Both the Main Street and 7th Avenue MSDs are taxed at 21 cents per \$100 valuation (as of July 1, 2023). Tax revenue generated by each district must go above and beyond typical City services. Resources must stay within those district boundaries because it supports the properties that are paying the additional tax.

The Downtown Advisory Board and staff create a downtown work plan that follows the Main Street approach and use this to direct capital projects, promotions and programming every year.

2023 ANNUAL REPORT

The [Hendersonville 2023 Annual Report](#) highlights the City's achievements downtown:

- The City added the first public parking garage, adding 252 spaces and initiated metering to better manage on-street parking and increase permit options.
- Funding was secured for construction of the Ecusta Trail.
- A new downtown property maintenance crew was created to improve the two MSDs.
- The Downtown Opportunity Fund was established with support from the Dogwood Health Trust in partnership with Mountain BizWorks, to support local businesses, particularly from underrepresented groups.

Significant highlights within the 7th Avenue District encompass:

- The 7th Avenue Streetscape project was commenced in early 2024.

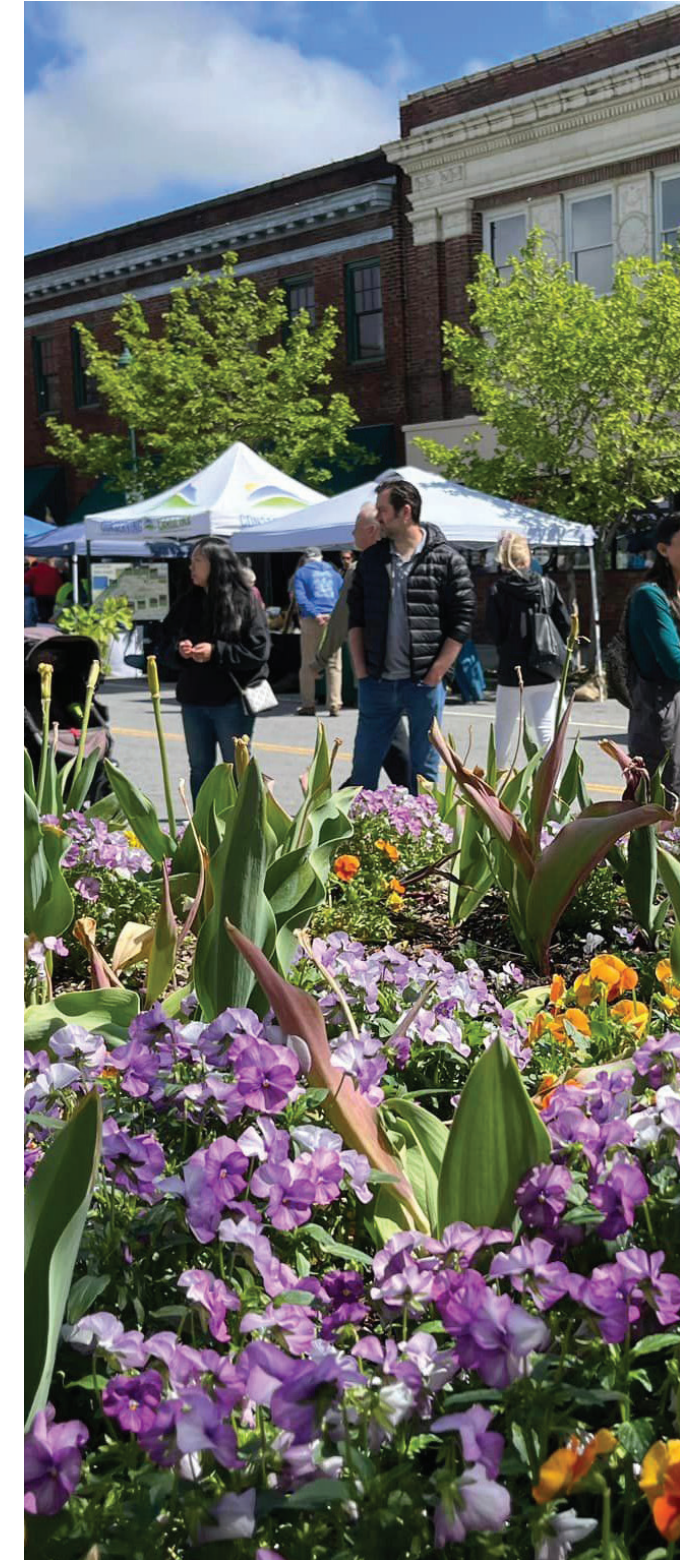
- Since 2020, the Hendersonville Farmers Market has been held on Maple Street. The Market serves as an incubator, generating two brick and mortar businesses in the district who started as vendors.

The Downtown Division achieved notable accomplishments.

- **Downtown Advisory Board:** Built budget recommendations and focused on the MSDs.
- **Events Team:** Organized various events downtown, including Rhythm & Brews, Hendersonville Farmers Market, Bearfootin' Art Walk & Auction, holiday events, and assumed management of the annual Garden Jubilee festival in 2023.
- **Community Character Team:** Involved in the 7th Avenue Streetscape, façade grants, the Downtown Art Route public art installations, landscaping improvements, and branding efforts for 7th Avenue.

- **Economic Vitality Team:**

- Secured funding for Pivot Grants to support businesses in response to Covid-19 restrictions.
- 7th Avenue Streetscape commenced in early 2024.
- Implemented parking improvements.
- Recommended zoning updates, including small scale manufacturing and reducing parking minimums.
- Supported downtown service industry and employees through a customer service training and historic tours.
- Offered small business loan and training programs for downtown businesses.



Main Street | City of Hendersonville, NC

Community Input

During the Gen H planning process, the community actively participated in various engagement opportunities, contributing valuable input to the project's development. Below, is a summary of input as it pertains to the Master Plan.

GROWTH

- Balance preserving small-town charm and fostering growth
- Designate growth and preservation areas
- Bolster local businesses and enhance connectivity between Main Street and 7th Avenue

REDEVELOPMENT

- Establish outdoor public space for community gatherings
- Develop permanent venues for arts and cultural events
- Explore mixed-use opportunities between Four Seasons Blvd and 7th Avenue
- Regulate infill development to protect nearby residential areas

ECONOMIC DEVELOPMENT

- Continue City partnership with Black Wall Street and Bizworks for BIPOC small businesses in downtown and 7th Avenue
- Fill downtown retail vacancies and recruit hourly workforce for downtown positions

PARKS

- Increase recreation usage through strategic implementation of small pocket parks of 1 acre or less
- Expand Jackson Park
- Establish Main Street as a linear park
- Connect the Ecusta Trail and Oklawaha Greenway

HEALTH

- Consider site near Advent Health for wraparound services
- Address youth and senior well-being concerns
- Provide in-patient beds for children under 18

CONNECTIVITY & TRANSPORTATION

- Improve downtown accessibility
- Integrate transportation plans to fill gaps effectively
- Expand public transit
- Strategically develop Spartanburg Highway for improved multi-modal usage
- Revitalize commercial corridors like Spartanburg Highway and Highway 64 to ease downtown congestion
- Enhance bikeability along 1st Avenue, 4th Avenue, Main Street, Lake Osceola, and 7th Avenue

HOUSING

- Address rent hikes and housing shortages with diverse options
- Implement diverse housing, including condos, townhouses, and apartments
- Address the 0% vacancy rate and a 200-household waiting list by investing in Permanent Supportive Housing
- Prioritize housing accessibility

ENVIRONMENTAL

- Foster collaboration between the Tree Board and City Council to enhance the tree canopy
- Prevent complete clear-cutting and promote replanting with native species
- Address recurring flooding annually

ZONING

- Protect, enhance, and expand historic districts
- Use flexible zoning for missing middle and workforce housing
- Promote community health and resident reinvestment with customized homeownership and rental strategies

PUBLIC SERVICES

- Prioritize safe drinking water
- Maintain reliable utility services and existing infrastructure
- Prepare public works for development and growth
- Need additional public works staff to maintain streets

Gen H Goals

The Vision, Goals, and Objectives outlined within the Gen H Comprehensive Plan embody the collective aspirations for downtown Hendersonville and aim to foster a vibrant, inclusive, and sustainable urban core that serves as the heart of the community. Expanding upon these ten goals, centered on the downtown's unique character and needs, outline a blueprint for a thriving and beloved downtown area, serving as a beacon of civic pride and vitality for future generations. These principles are linked to the Gen H Comprehensive Plan, ensuring alignment with broader community development strategies.



VIBRANT NEIGHBORHOODS

A neighborhood in its own right, downtown can

be strengthened through improved community bonds and safety, well maintained buildings, streets, and public spaces, diverse businesses and residents, and seamless connections.



SAFE STREETS & TRAILS

Streets and trails linking to and within in downtown

should be walkable, accessible and connected to safe multimodal mobility options, residential, commercial, and recreational amenities.



RELIABLE & ACCESSIBLE UTILITY SERVICES

Infrastructure and utilities within downtown

should be positioned to support existing development and future redevelopment opportunities.



ABUNDANT HOUSING CHOICES

Downtown should provide abundant, diverse housing

options that balance affordability and attainability.



HEALTHY & ACCESSIBLE NATURAL ENVIRONMENT

Downtown should

seamlessly blend with the natural environment, include parks and open spaces, prioritize floodplains, habitats, and trees, and minimize impact through compact infill and redevelopment strategies.



ACCESSIBLE & AVAILABLE COMMUNITY USES AND SERVICES

Downtown should be the

center for exceptional public facilities and services.



AUTHENTIC COMMUNITY CHARACTER

Downtown should be

the center for civic, cultural, and community-centric activities with inviting gateways, preservation of historic character, and sustained support of the thriving business economy.



RESILIENT COMMUNITY

The success of downtown is reflective of measures to

ensure economic, technical, societal, and environmental health and resiliency.



SATISFYING WORK OPPORTUNITIES

A bustling employment center, downtown should

provide a range of job opportunities that attract a range of employers and talent to the city.



WELCOMING & INCLUSIVE COMMUNITY

Downtown should be the embodiment of the City's commitment to being welcoming and inclusive. This should be reflected in the built environment with a commitment to all ages and abilities infrastructure and diverse businesses, services, residential offerings, and amenities.

Character Districts

Within the downtown study area, there are four areas with their own unique character. A building height overlay character district, established by the 2007 North Carolina Senate Bill 649, applies to all four character districts. It limits building heights to a maximum of 64 feet, superseding regulations of other character districts.

LOWER TRAILHEAD

This emerging district contains the southern parcels in the downtown study area and is comprised of single-family residential parcels, big box stores, and open land, allowing opportunity for trail-oriented redevelopment along the Ecusta Trail.

MAIN STREET

Situated in the core and desired to remain intact with respect to the city's historic buildings, this district can welcome new businesses and economic growth to enhance the downtown. This district includes the Main Street MSD.

DOWNTOWN EDGE

This district is centrally located in the downtown study area but focuses outside of the core. This district has the opportunity to accommodate commercial, office, and residential growth in downtown.

7TH AVENUE

This district lies in the northeast of the study area with parcels connected by 7th Avenue. This historic district has potential to grow into a commercial hub and an extension of the core. This district includes the 7th Avenue MSD.

FOCUS AREA CONCEPTS

Five focus areas have been studied as part of the planning process to better understand development potential consistent with the Future Land Use & Conservation Plan map. Within downtown, the Downtown Edge and 7th Avenue Character Districts include conceptual illustrations that convey one of several possibilities for the delineated area.

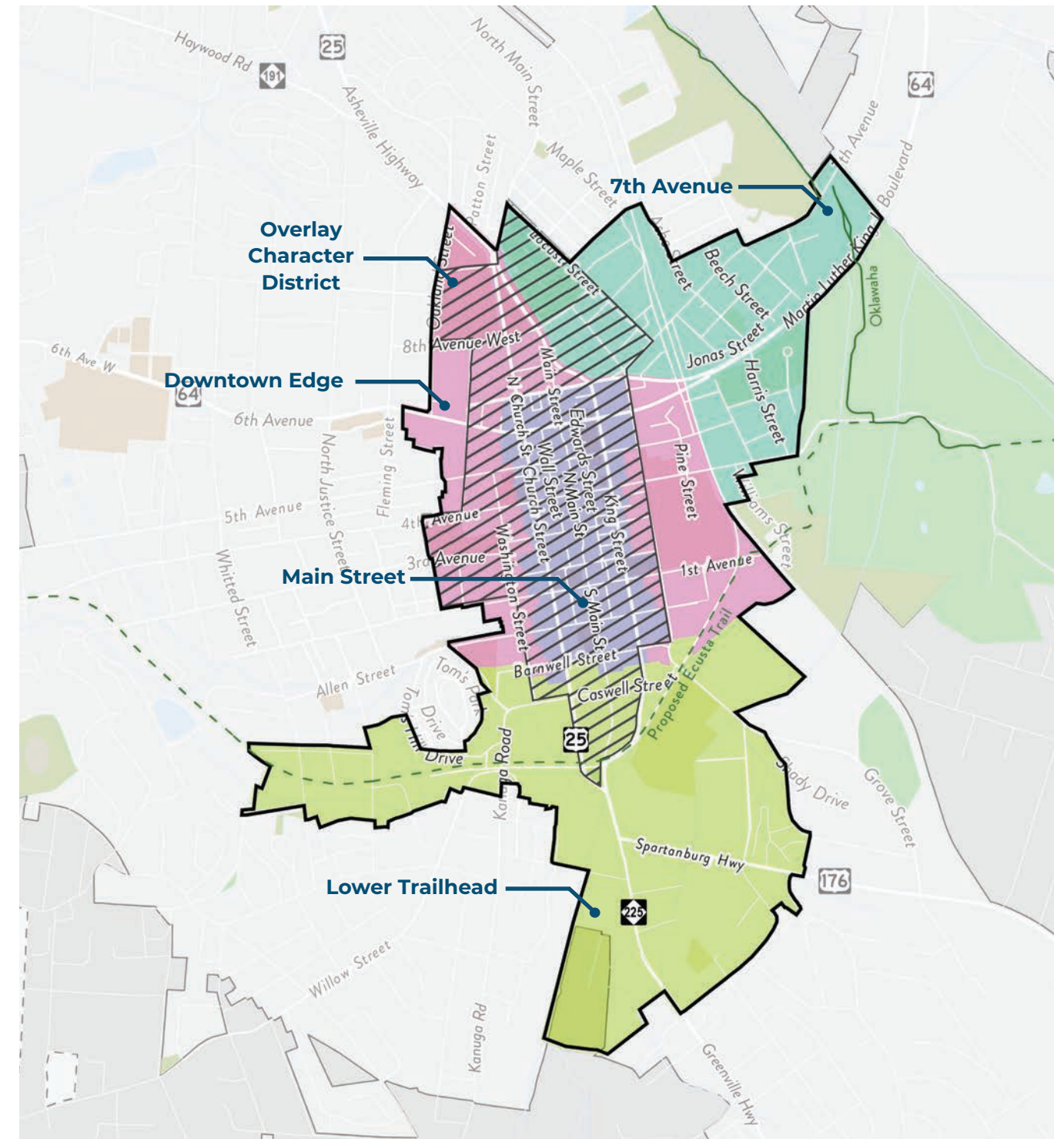


Figure 5.2 Character Districts Map



Source: City of Hendersonville, Henderson County, NCDOT

Lower Trailhead

Situated south of downtown Hendersonville, the Lower Trailhead character district encompasses a range of existing land uses, including retail, industrial, and office establishments alongside single-family and some multi-family residential properties, dotted with pockets of vacant land awaiting transformation.

While lacking the same historical charm as compared with other districts, Lower Trailhead has its own distinct character, and includes a portion of the Lenox Park Historic District. The character district is home to significant local businesses, including various restaurants and breweries, four supermarkets, and the exciting opportunities presented by the development of the Ecusta Trail.

OPPORTUNITIES

The Lower Trailhead character district offers opportunities for expansion on the southern edge of downtown Hendersonville.

Opportunities include:

- Incorporate trail-oriented development along the Ecusta Trail
- Retrofit suburban shopping centers into mixed-use spaces
- Create a greenspace to form a “new anchor” for community gatherings
- Encourage pop-up retailers and recreational-focused businesses
- Support local retailers
- Diversify housing options
- Improve streetscapes and connectivity within and between districts
- Create parks and restore environmentally sensitive landscapes
- Extend the MSD boundaries to include this district



Proposed Ecusta Trail intersecting Spring Street



Trailside Brewing on South Whitted Street | Bring Fido



1920 Victorian Home on Dale Street | Old Houses USA



Harris Teeter on Spartanburg Highway | Loop Net

Main Street

The Main Street character district, situated in the heart of downtown Hendersonville along its bustling Main Street, is arguably the most established character district. The district consists of commercial and governmental buildings, many listed on the National Register of Historic Places, with revival style architecture.

Among the character district's key landmarks, the Henderson County Historic Courthouse stands as an iconic symbol of the city's history. The distinctive serpentine streetscape of Main Street, with charming storefronts and historic façades lining along Main Street and adjacent downtown streets, further enhances the district's unique character. Existing land use within the character district encompasses a diverse retail, institutional, office, and mixed-use properties.

OPPORTUNITIES

The character district can preserve its unique identity by enhancing its distinctive features and improving upon its many attributes. Opportunities include:

- Implement streetscape extensions along Main Street
- Activate second floors
- Diversify land use with emphasizing the inclusion of residential, office, and service spaces
- Initiate code compliance for second-floor spaces
- Activate side streets and alleys
- Shape the district through incentives and polices, encouraging desired developments
- Only permit first floor residential uses on side streets and not on Main Street
- Implement fee in lieu for parking requirements



Groundfloor retailer on Main Street | Explore More NC



Buildings on Main St | Hendersonville, NC Visitors



North Wall Street on 4th Ave | Google Street View



Outdoor dining and restaurant on Main St | Our State

Downtown Edge

The Downtown Edge character district, distinct from the Main Street character district, forms a secondary ring surrounding downtown Hendersonville. Within this district are notable landmarks such as the current Henderson County Courthouse, Henderson County Public Library, Henderson County Sheriff's Office, Grey Mill Apartments, Toms Park, and Dr. Martin Luther King Jr. Memorial Park. Amidst these landmarks lies a tapestry of historic churches and structures. Existing land uses in this area encompass a mix of retail, institutional, office, some industrial, and some multi-family residential properties.

OPPORTUNITIES

This character district has the opportunity to be a destination in its own right. Opportunities include:

- Initiate streetscape improvements to improve walkability and bikeability to the Main Street and 7th Avenue districts
- Expand MSD boundaries
- Increase density in strategic areas
- Emphasize transitions in building height and form to ensure character context
- Create flexible land uses to cater to diverse needs
- Prioritize preservation of existing structures that contribute to community character
- Activate ground floors and increasing residential options near Main Street
- Incorporate mixed use residential



Henderson County Courthouse | Flickr, Devtmefl



Sidewalk Art on 5th Ave | Google Street View



Grey Mill Apartments on 4th Ave | For Rent



Henderson County Public Library | Google Street View

Downtown Edge Concept

Concept

Building on the success of the Main Street district, this area promotes growth east towards Mud Creek and north towards 7th Avenue. Building strong network connections to the east along 5th, 4th, and 1st Avenues will be key for multimodal connectivity from the Oklawaha Greenway to Main Street and the heart of downtown. Infill development along King and Grove Streets will create new opportunities for more residential in the core and within the Williams Street area. New open spaces opportunities should occur in the form of pocket parks, trail heads, neighborhood parks, and extensions of the Main Street streetscape. Infill mixed use development can provide variety within the government district between 3rd and 7th Avenues and could include a shared-use parking deck for the county courthouse and proposed residential.

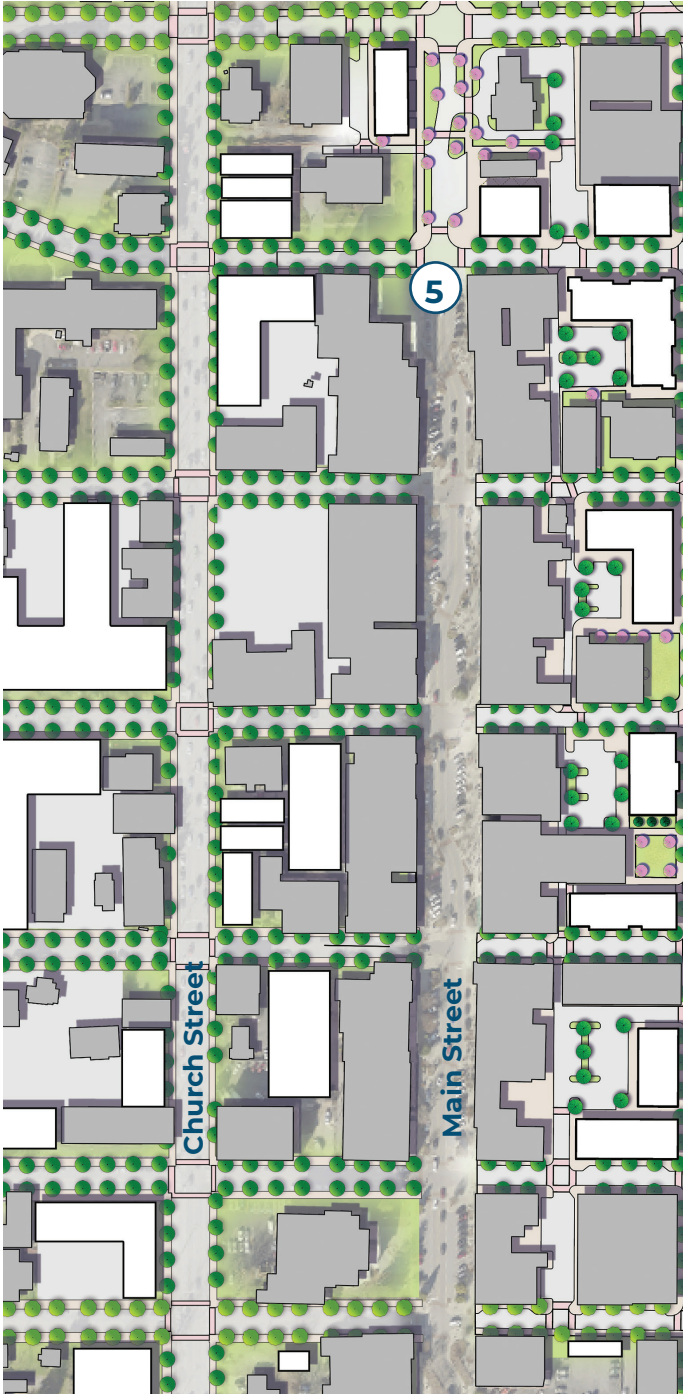


Figure 4.20 - Downtown Edge Concept 



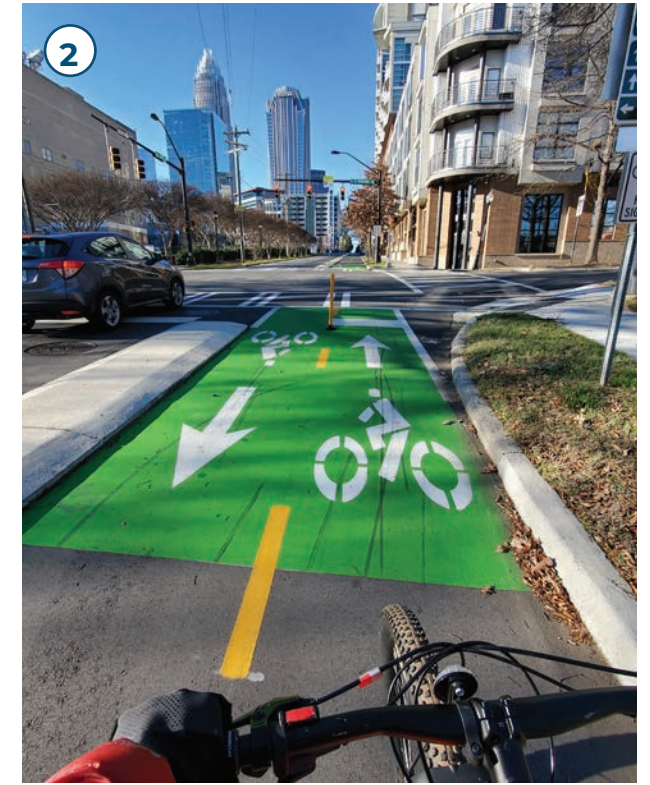
Birdseye View of Downtown Edge Concept

Elements

- ① Promote growth east towards Mud Creek and north towards 7th Avenue. Infill existing parking lots and under utilized properties with mixed use development that will promote a safe, walkable environment and increase tax value.
- ② Build strong multimodal network connections to the east along 5th, 4th, and 1st Avenues to connect the Oklawaha Greenway to Main Street and the heart of downtown. These connections should provide safe, comfortable bike and pedestrian facilities that promote walking and biking.
- ③ Create new opportunities for more residential in the core with infill development along King and Grove Streets and within the Williams Street area. A mix of affordability and residential product types should be considered.
- ④ Intersperse new open space opportunities in the form of pocket parks, trail heads, neighborhood parks. These open spaces should have active edges and strong connections to multimodal infrastructure.
- ⑤ Extend the Main Street streetscape to the north and to the south (not pictured). Include elements that promote a safe and beautiful pedestrian environment.
- ⑥ Infill mixed use development to provide variety within the government district between 3rd and 7th Avenues. Infill can range in scale and purpose, but should have active ground floors.
- ⑦ Position publicly owned land for affordable housing opportunities.
- ⑧ Promote shared-use parking for the Henderson County Courthouse and to support proposed residential and mixed use in the district.



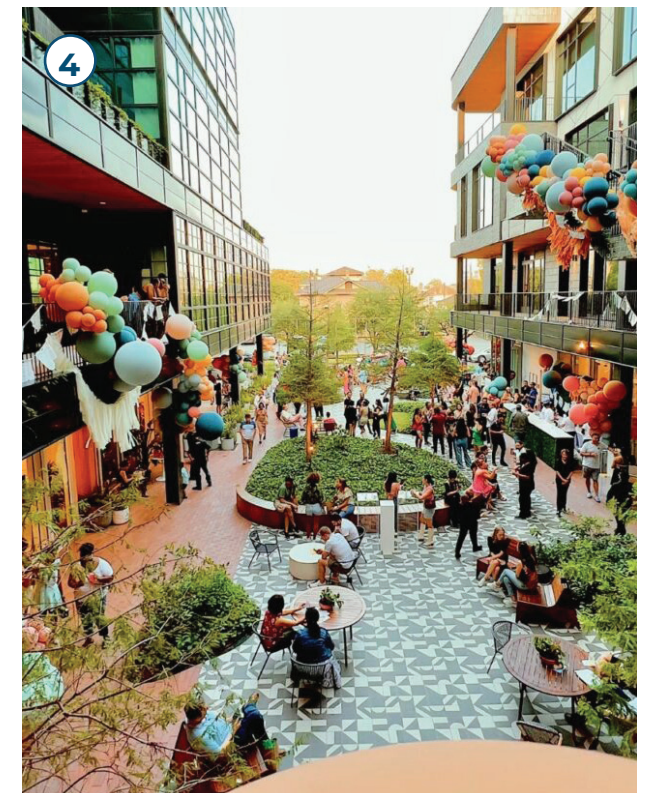
Turn parking lots and under utilized parcels into places in Silver Spring, MD | Montgomery PD



Safe, connected bike and pedestrian infrastructure on 6th St. in Charlotte, NC | UNC Charlotte Urban Institute



Mixed income housing provides a diversity of options within downtown | NJ Future



Pocket parks and small open spaces promote character in downtown | Paper City



5 Main Street is intrinsic to downtown's character and appeal. Main Street | Romantic Asheville



6 A mix of uses promotes vibrancy. Ice cream shop in a mixed use development | Jeni's Ice Cream



7 Affordable housing built on publicly owned land. Vistas 707, 80% AMI near Uptown Charlotte | Vistas 707



8 Shared parking can be integrated into other uses such as retail or housing. 15th and Pearl Parking Deck in Boulder | Build Better Burbs

Case Study

Raleigh, NC

EAST COLLEGE PARK

The City of Raleigh facilitated the development of 98 single-family homes and 51 townhome units in the established and historic neighborhood of College Park as part of the East College Park development project. As part of the project, the City concluded infrastructure enhancements prior to the launch of home construction, including updated water and sewer lines, storm drains, curb and gutter, and new street paving. Sidewalks were added as new homes are built for improved walkability.

Of these single-family and townhome units, 60% are income-restricted homes with limits defined by HUD guidelines. The remaining 40% of the homes have no buyer income restriction.



Site of the redevelopment project | Google Maps



East College Park Development Project | Carolina Cottage Company

7th Avenue

The 7th Avenue character district, located in northeast downtown Hendersonville, features a blend of historic commercial, residential, and transportation structures dating back to the late 19th to early 20th centuries. Originally centered around Hendersonville's first depot in 1879, the district boasts predominantly one and two-story brick buildings, with many being listed on the National Register of Historic Places.

Key landmarks include the J.W. Bailey House, Station Hotel, Hendersonville Southern Railway Depot, the community garden, Boys and Girls Club, and Hendersonville Police Department. A preserved block of original brick street pavement on Maple Street adds to the district's charm, as well as its rich African American history. Existing land use within the character district includes retail, institutional, industrial, office, and single-family residential properties.

OPPORTUNITIES

The first phase of the 7th Avenue project will enhance pedestrian infrastructure, water systems, lighting, and landscaping. Other opportunities include:

- Promote walkability to Main Street
- Implement future phases of the 7th Avenue project and the Depot Pavilion project
- Develop placemaking initiatives and create community spaces
- Create new development standards to address neighborhood transitions
- Create a new festival street
- Ensure accessibility for residents through rent stabilization and engagement efforts
- Trail-oriented development
- Support and incentivize historically underrepresented businesses
- Attract a high-quality retail mix



7th Avenue Existing Street | Blue Ridge Now



Restaurant on 7th Ave | Visit Hendersonville, NC



Hendersonville Farmers Market on Maple St | City of Hendersonville, NC



Hendersonville Police Department | Edifice NC

7th Avenue Concept

Concept

Located in the northeast section of downtown, the 7th Avenue district has a charm all its own with historic buildings and modest single family neighborhoods. This eclectic area is poised for reinvestment, however will require strategies to mitigate displacement and direct future investments equitably. With the Oklawaha Greenway to the east and the new 7th Avenue streetscape under construction, there is opportunity to better connect the area to downtown and support a walkable destination. Development should orient along the Oklawaha Greenway to create a unique destination within the district. Along 7th Avenue, infill development should include a mix of commercial and residential. New residential infill should be mindful of the existing character and provide a variety of housing types and affordability. New open spaces should be interspersed and reinvestment in William H. King Memorial Park should be considered.



Figure 4.21 - 7th Avenue Concept

- 2 Trail Oriented Development
- 3 Mixed Use Infill Development
- 4 Commercial Fronting 7th Street
- 5 New Open Space/Trailhead
- 8 Future Ecusta Trail
- 9 Festival Street

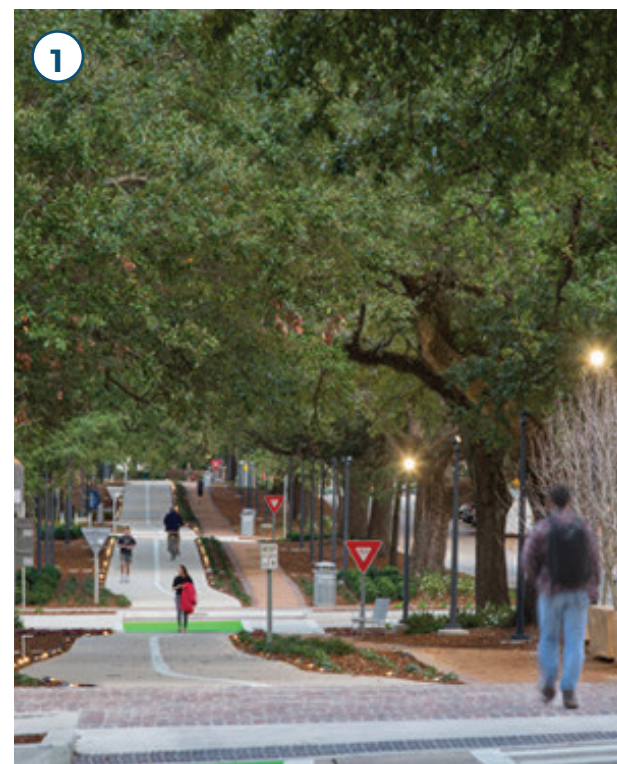


Street View of 7th Avenue Concept

Elements

- ① At the trailhead of the Oklawaha Greenway, 7th Avenue should create a strong link that connects pedestrians and bikes to Main Street.
- ② Areas that front the Oklawaha Greenway and Mud Creek should orient development towards the them and become vibrant destinations that are easily accessible from the trail.
- ③ Larger sites should be considered for vertical mixed use that includes residential.
- ④ New infill along 7th Avenue should be a mix of residential and commercial uses. New development should be sensitive to the character and form of the surrounding context.
- ⑤ New open spaces should be integrated with new and existing sites. A mix of plazas, courtyards, parklets, and neighborhood scaled parks should be considered throughout the district.

- ⑥ New “missing middle” residential housing within the Green Meadows neighborhood and throughout the district should encourage gentle density with the introduction of duplexes and accessory dwelling units (ADUs). Architecture should be sensitive of the existing form and massing context.
- ⑦ In locations where residential transitions to other uses like commercial, townhomes are appropriate infill.
- ⑧ Linking the future Ecusta Trail to 7th Street along Boxcar or Maple Streets should be considered to strengthen the bike/pedestrian network within the district and downtown.
- ⑨ Improvements along Boxcar or Maple Streets should include improved parking and festival street elements such as semi-permanent bollards, specialty paving, and landscape elements.



Strong bike and pedestrian networks strengthen connectivity to downtown | DDD Baton Rouge, LA



Development should front Mud Creek and the Oklawaha Greenway



Active on the ground floors of mixed use buildings add to vibrancy | Gallery



New infill or additions can be sensitive to the existing character. Kolstrand Building | Aaron Lietz



5

Spaces adjacent to existing and new businesses can be transformed | Jared Kay



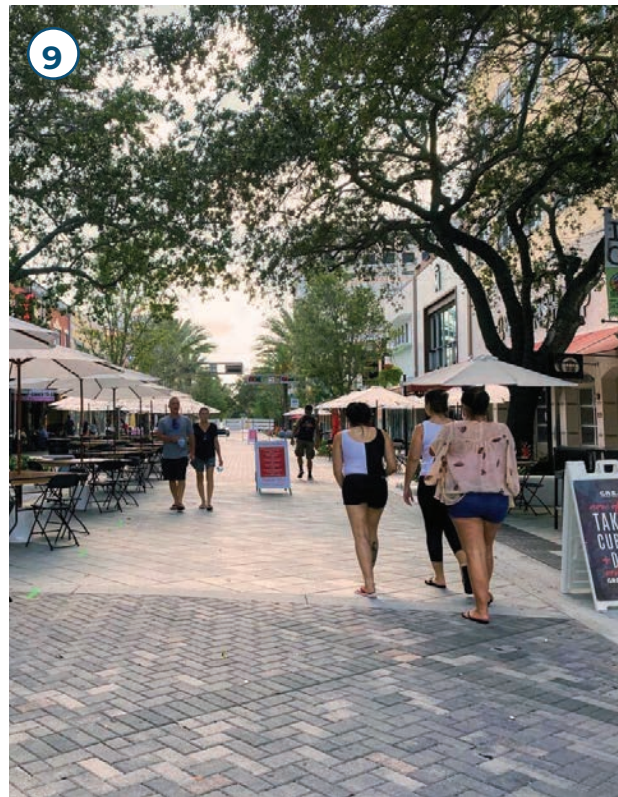
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Infill quadplexes can blend into existing neighborhoods adding gentle density | Missing Middle Housing



7

Townhomes create a transition between uses and add gentle density | Zillow

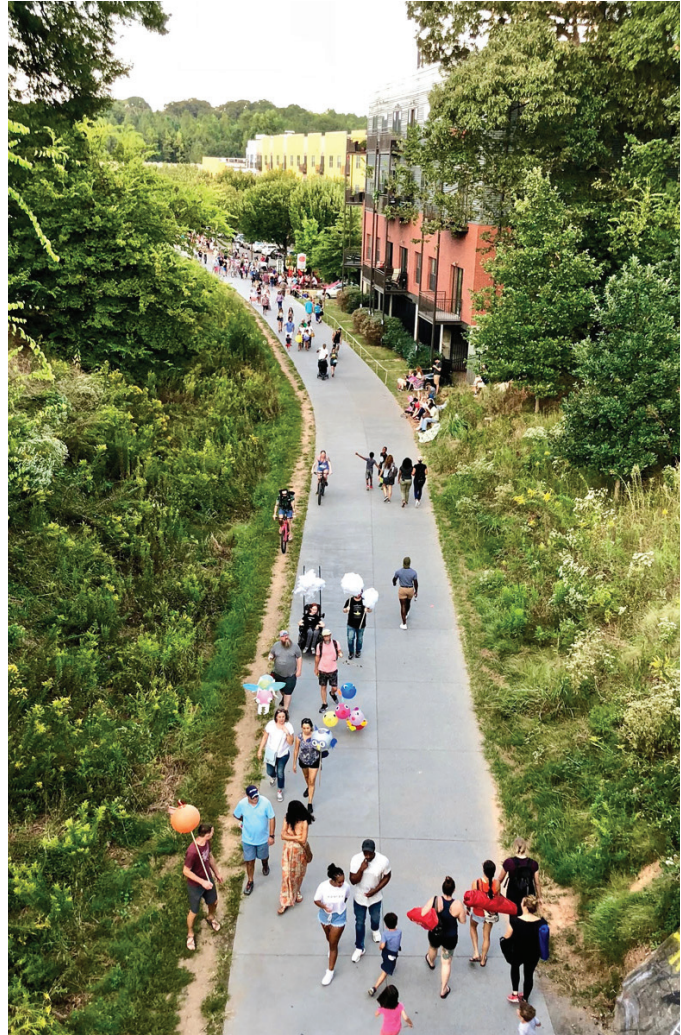


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Festival streets provide the flexibility to use streets as open space | Sherryl Muriente

Case Study Atlanta, GA

ATLANTA BELTLINE
The Atlanta BeltLine is a revolutionary urban redevelopment project in Atlanta, Georgia, repurposing a historic railway corridor into a multi-use trail network. It aims to enhance mobility, foster community engagement, and promote sustainable development. The BeltLine consists of trail-oriented development, which focuses on creating vibrant, mixed-use spaces along the trail, integrating housing, businesses, and recreational areas. This approach provides accessible and scenic pathways for pedestrians and cyclists, and it fosters a sense of community and economic revitalization along the corridor. While the Beltline is not entirely complete, through the development of a new transit system, multi-use trails, greenspace, and affordable housing along the 22-mile loop.



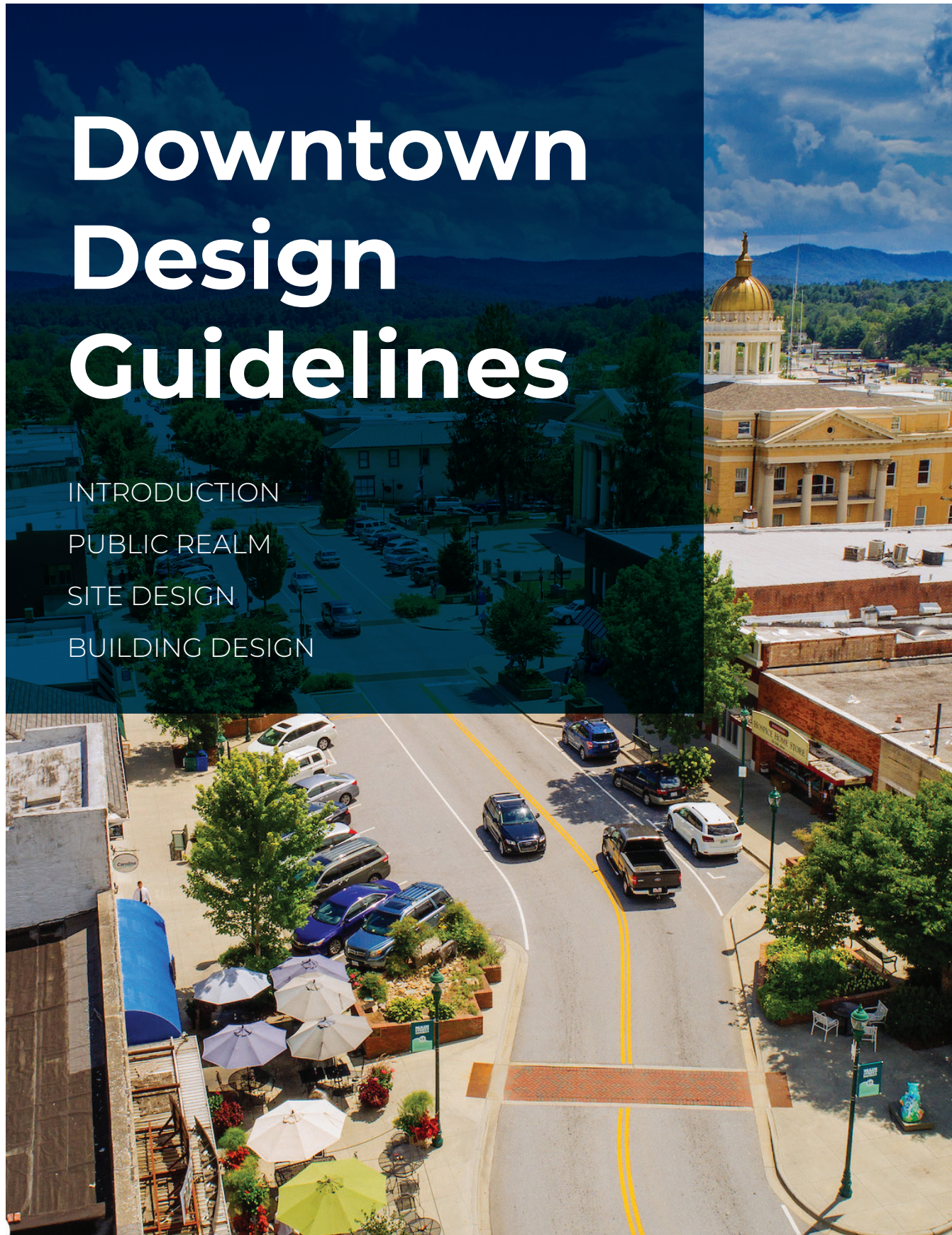
Aerial of Atlanta Beltline | Atlanta Magazine, John Becker



Atlanta Beltline | Southern Living, Gene Phillips

Downtown Design Guidelines

INTRODUCTION
PUBLIC REALM
SITE DESIGN
BUILDING DESIGN



Introduction

WHAT ARE DESIGN GUIDELINES?

The Downtown Design Guidelines (Guidelines) are intended to be a guiding framework representing community expectations for new construction, additions, and renovations within downtown Hendersonville. The Guidelines aim to ensure future development fits in contextually within each of the character districts while adhering to general urban design principles. Although historic properties in the Main Street Historic District are subject to certain architectural regulations and review, there are no design guidelines currently in place suggesting how properties outside of historic districts might develop.

The Guidelines aim to be a resource for both City staff and developers outlining expectations for public realm, site design, and building design improvements. These Guidelines intend to align future development with the community's vision to ensure that each project contributes positively to Hendersonville's downtown.

Aerial of Downtown Hendersonville | City of Hendersonville (left)

ORGANIZATION

The Guidelines are divided into three sections: Public Realm, Site Design, and Building Design.

Public Realm

Public Realm guidelines address the shared downtown community spaces such as the public streets, sidewalks, parks and plazas. These Guidelines aim to create vibrant public realms that foster community interaction and engagement.

Site Design

Site Design guidelines address specific standards for future development as they relate to building placement, height, and massing. Additional standards related to open space, stormwater management, and parking are also discussed. These standards are important in ensuring future development complies with the area's character.

Building Design

Building Design guidelines speak to the architectural character of the downtown districts and provide recommendations on façade design as well as various building elements such as entry, windows, roofs, doorways, ground floors, and materiality. Special emphasis is placed on ground floor activation as it is vital within the downtown pedestrian-oriented districts.



Downtown building façade | Hendersonville, NC Visitors



Painted sidewalk on Maple Street



Hendersonville Main Street

Public Realm

The "Public Realm" refers to all public or semi-public space, spanning from building edge to building edge.

Activation of the public realm is crucial for fostering a vibrant and pedestrian-friendly downtown. Through strategic design and programming, cities can create environments that encourage pedestrian activity.

Wide sidewalks, outdoor dining, landscaping, pedestrian and bicycle facilities, public art, plazas, and parks all contribute in creating a high-quality public realm that is inviting, inclusive, and dynamic.

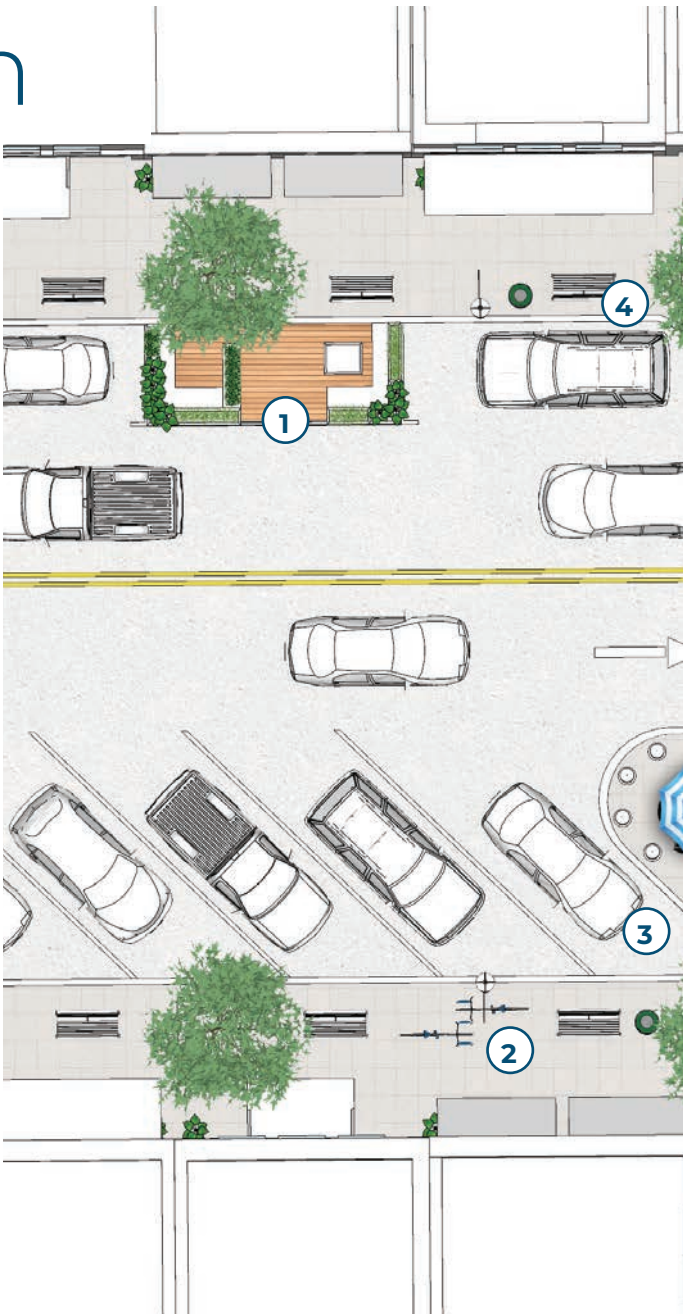
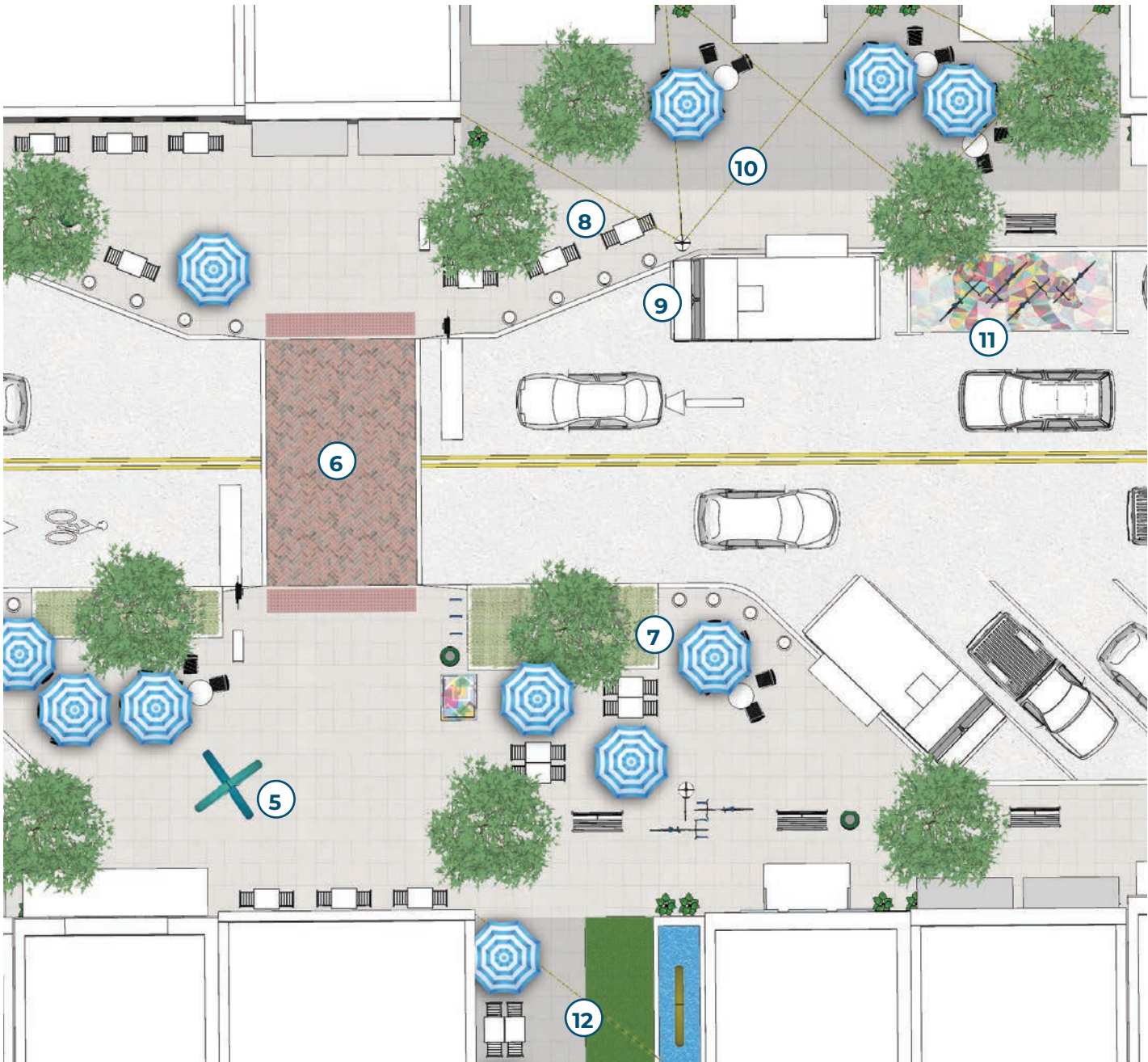


Figure 5.3 Public Realm Diagram



- 1 Parklet
- 2 Bicycle Facilities
- 3 On-Street Parking
- 4 Street Furniture
- 5 Public Art
- 6 Crosswalk
- 7 Landscaping
- 8 Outdoor Dining
- 9 Food Truck Parking
- 10 Lighting
- 11 Pavement Mural
- 12 Pocket Park

Blocks

A series of streets and alleys create blocks which outline the spaces for buildings. Together these streets, alleys, and blocks create block patterns giving areas of a city unique character. Urban blocks are ideally between 300-500 feet to promote walkability and cross maneuverability. Hendersonville's downtown core is made up of a strong historic block pattern which sets a precedent for future development. Each downtown character district has its own distinctive block pattern contributing to downtown's land use and mobility options.

The following section provides opportunities to strengthen the city's block grid and providing more opportunities for better connections. Each character district is accompanied by a block diagram that simplifies the street network (black lines), proposed streets, (dash black lines), and pedestrian corridors (green dashed and solid lines).

OPPORTUNITIES

General opportunities include:

- Provide vehicle access to nearby buildings via alleyways or shared driveways.
- Utilize smaller curb radii to shorten crossing distances for pedestrians.
- Extend the historic downtown block pattern throughout the entirety of the downtown character districts.
- Implement interior pedestrian cut throughs as necessary to achieve the ideal block size (300-500').

MAIN STREET & DOWNTOWN EDGE CHARACTER DISTRICTS

The Hendersonville Main Street Historic District has a grid street plan dating back to 1841. In 1977, the downtown was enhanced with the introduction of a serpentine Main Street layout. The blocks within the Main Street and Downtown Edge character districts align on a slightly tilted north-south axis and are intersected perpendicularly by ten roads, forming the backbone of the downtown area. The grid layout of Main Street and the Downtown Edge character districts consist of square blocks, typically measuring around 350 feet by 350 feet. These blocks gradually increase in size when moving outward, especially west of Washington Street and east of Grove Street. While some blocks are divided by alleys, others remain whole.

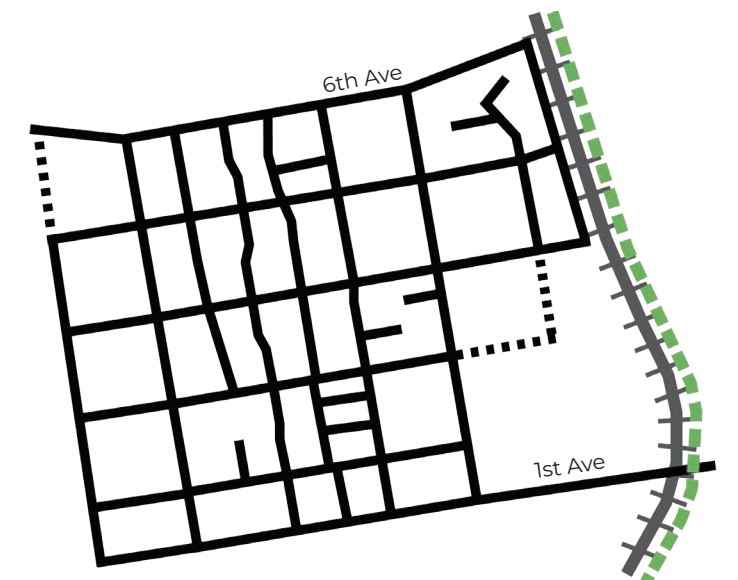


Figure 5.4 Main Street / Downtown Edge Block Diagram 

OPPORTUNITIES

Opportunities for these districts include:

- Any future development or redevelopment within the Main Street and Downtown Edge character districts should maintain consistent with the existing block size and grid layout along Main Street and in the downtown core.
- New connector streets and alleys should be considered where appropriate to increase better access and circulation.

7TH AVENUE CHARACTER DISTRICT

In the 7th Avenue character district, a similar grid pattern to the Main Street and Downtown Edge character districts exists east of the railroad tracks and the Historic Railroad Depot. This block pattern consists of six square blocks measuring approximately 350 feet by 350 feet. The streets in this district predominantly follow a northwest-southeast axis, maintaining a cohesive layout. Other blocks within the character district deviate from this pattern. The few alleys in the district are not City maintained or incomplete.

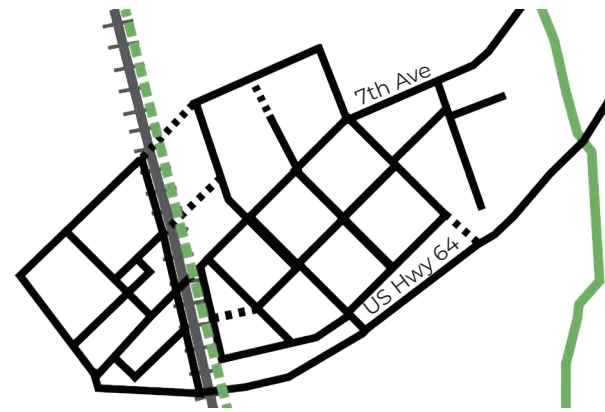


Figure 5.5 7th Avenue Block Diagram

OPPORTUNITIES

Opportunities for this district include:

- For future development and redevelopment initiatives, prioritize consistency in block dimensions, ensuring that roads and alleys have complete connections.
- Thoughtful consideration should be given to improve connectivity to the Oklawaha Greenway

LOWER TRAILHEAD CHARACTER DISTRICT

While the blocks situated one street south of the Main Street and Downtown Edge character districts between Barnwell Street and Caswell Street maintain a consistent grid structure, the remainder of the district exhibits a more informal arrangement of blocks due to topography, floodplains and the prominent pattern of development at the time they were laid out. This informal structure extends west to South Whitted Street and east along Spartanburg and Greenville Highways. With the anticipated development of the Ecusta Trail on the south side of downtown, there is a desire for trail-oriented development in the Lower Trailhead character district.

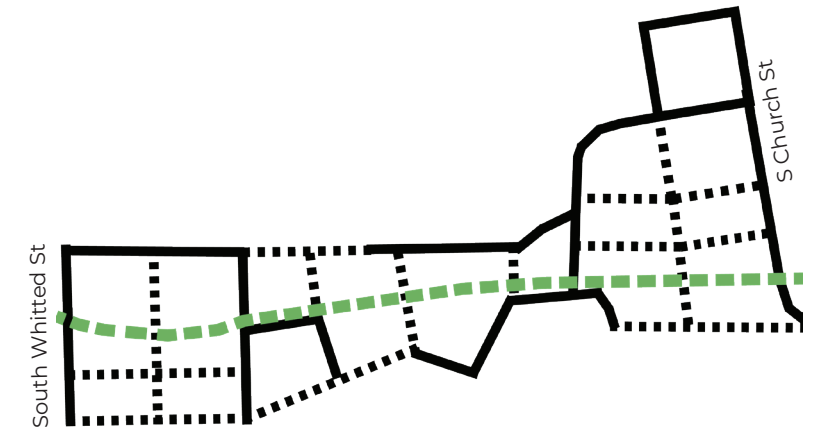


Figure 5.6 Lower Trailhead Block Diagram

OPPORTUNITIES

Opportunities for this district include:

- Future development and redevelopment should uphold the street grid character of other districts by incorporating new streets along the Ecusta Trail.
- Future development should strive to achieve blocks measuring 350 feet by 175 feet, prioritizing development facing the trail. This layout can enhance pedestrian access and connectivity across the area.
- Exceptions should be considered for natural features like wetlands, creeks, and topography.

Streets

FUNCTIONAL CLASSIFICATION

Road functional classification categorizes streets and highways based on the level of service they offer for vehicular travel. The [Federal Highway Administration](#) (FHWA) establishes criteria such as traffic volume, vehicular speeds, and connectivity, which transportation agencies utilize to classify roadways.

Annual Average Daily Traffic (AADT) serves as a crucial metric for analyzing and predicting traffic volume. According to NCDOT, US Highway 64 had the highest AADT in the downtown study area, recording 24,000 vehicles/day in 2021.

Principal Arterials

Principal arterials accommodate the highest traffic volumes, often spanning long distances and linking multiple towns, neighborhoods, and major activity centers. Examples in the downtown area include 6th Avenue and the portions of 7th Avenue that

serve as US 64, Martin Luther King Jr Blvd (US 64), Church St, and King St.

Minor Arterials

Minor arterials serve smaller geographic areas with a lower level of mobility compared to principal arterials. Examples include portions of Church Street and King Street, Kanuga Road, Greenville and Spartanburg Highways, and a small portion of S. Main Street

Major Collectors

Major collectors facilitate traffic flow between local streets and arterials, connecting multiple local streets within a neighborhood. Examples in the downtown area include 5th Avenue, Willow Road, and most of 7th Avenue.

Local Streets

Local streets have minimal traffic volumes, low speeds, and limited connectivity but offer direct access to adjacent land. Most downtown streets fall under this classification.

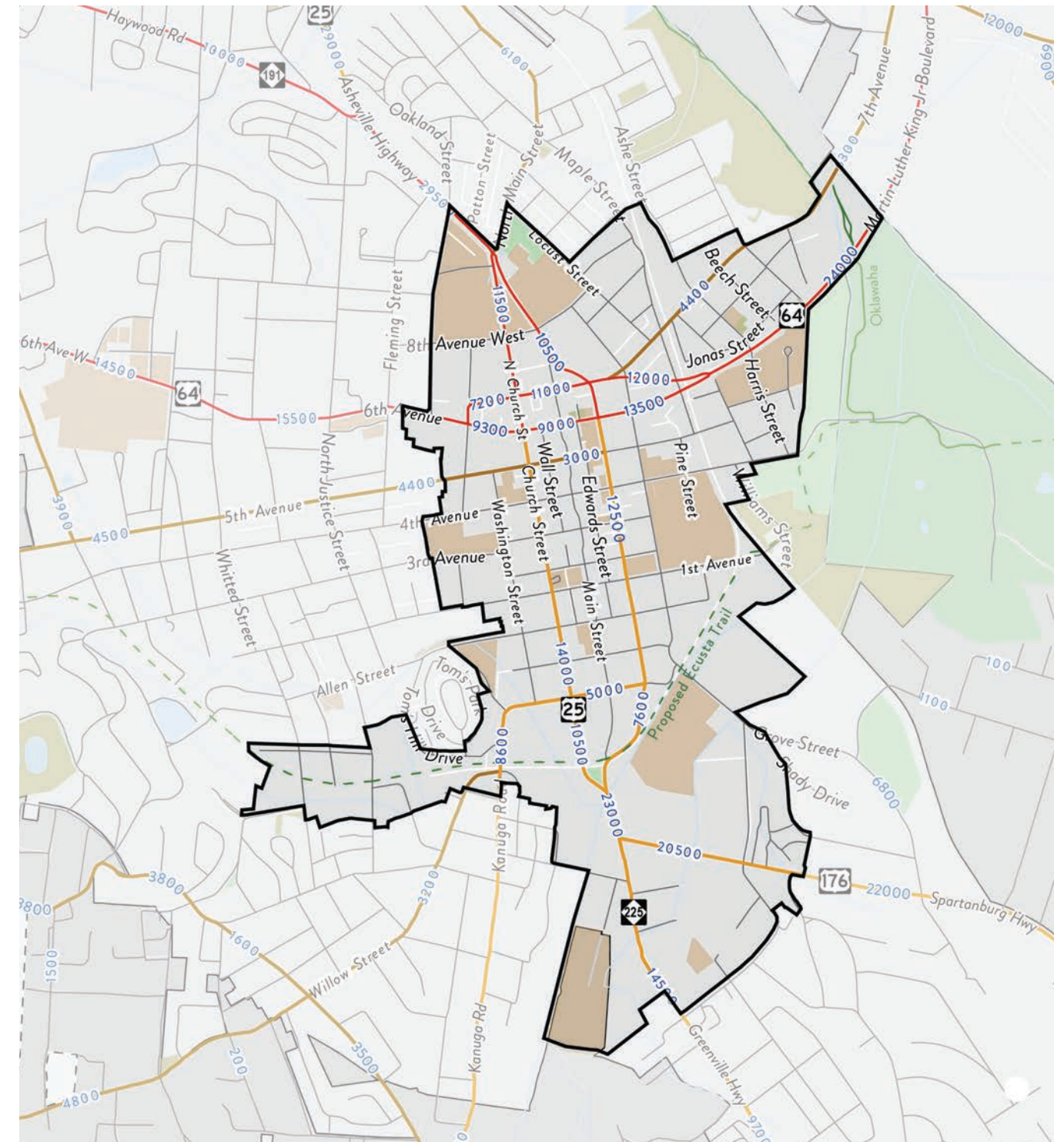


Figure 5.7 Functional Classification

Streams	Principal Arterial	Hendersonville City Limits	0 1,500 Feet
Lakes/Ponds	Minor Arterial	Hendersonville ETJ	
Parks	Major Collector	Downtown Study Area	Traffic Count #### 2021 Average Annual Daily Traffic (AADT)
Public Land	Local	Proposed Greenway	
		Existing Greenway	

Source: City of Hendersonville, Henderson County, NCDOT

STREETSCAPE CHARACTER

Methodology

Streetscape character typologies were developed based on existing street conditions, usage, context, and functionality. Nine street typologies were identified based on right-of-way (ROW) width, streetscape elements, the land use, pedestrian activity, bike facilities, and vehicular traffic. Streetscape character typologies should inform future streetscape modifications and implementation of streetscape design. Streetscape character should be considered for future incorporation of elements such as on-street parking, landscaping, and pedestrian amenities tailored to the unique characteristics of each street and downtown character district.

Main Street: This specialty street is designed to accommodate the greatest concentration of pedestrian activity and the highest density of residential and commercial uses.

Festival Street: This specialty, curbless street has the ability to temporarily close vehicular traffic circulation for pedestrian use during events.

Boulevard: These streets contain 2-4 travel lanes with a planted median/turn lane in the center. Although they facilitate heavy flows of traffic, they still accommodate pedestrians and cyclists by the incorporation of multi-use paths on either side of the street.

Downtown One-Way: These streets are designed as one-way thoroughfares with multiple lanes facilitating traffic flow in a single direction. They feature on-street parking on both sides, accompanied by amenity zones, planting strips, and pedestrian-friendly sidewalks. They are found in areas with mixed-use commercial and higher-density residential frontages.

Downtown: These streets have similar conditions as Downtown One-Way streets, but have standard two-way traffic flow. They contain on-street parking on both sides of the street, with amenity zones, planting strips, and sidewalks. These streets are also located with mixed-use commercial and higher-density residential frontages.

Connector: These two-lane streets connect neighborhoods to downtown. Due to their character and narrow right-of-way, there is no on-street parking. There are sidewalks on both sides along with planting strips.

Residential 1: These residential streets have a wider right-of-way, allowing space for informal, on-street parking on one side of the street, alongside sidewalks and planting strips.

Residential 2: Similar to the essence of Residential 1, these streets tend to feature a smaller right-of-way or embrace a more intimate residential character, while they do not have on-street parking, they offer planting strips and sidewalks.

Alley: These specialty, curbless streets have a narrow right-of-way and are found at the back side of buildings and properties for service functionalities. These streets might also be used for pedestrians complete with specialty paving and lighting.



Alley in downtown Hendersonville

	STREET NAME	STREETScape CHARACTER	STREET CLASSIFICATION	R.O.W. RANGE (FT)	SPEED LIMIT RANGE (MPH)
	N Main St	Main Street	Local Street	60'-100'	15-25
	S Main St	Main Street	Local Street	50'-100'	15-35
	Maple St	Festival Street/ Residential 1	Local	40'-225'***	15-20
	Asheville Hwy	Boulevard	Minor Arterial	65'-70'	35
	Greenville Hwy	Boulevard	Minor Arterial	60'-80'	35
	Spartanburg Hwy	Boulevard	Minor Arterial	84'-91'	35
	US Hwy 64/4 Seasons Blvd	Boulevard	Local	61'-136'*	35-45
	6th Ave	Downtown One-Way	Principal Arterial	40'-50'	20-35
	7th Ave	Downtown One-Way/ Downtown	Major Collector	50'-60'	20-35
	Church St	Downtown One-Way	Minor Arterial	56'-60'	20
	King St	Downtown One-Way	Minor Arterial	40'-60'	20
	1st Ave	Downtown	Local	40'-50'	20-25
	2nd Ave	Downtown	Local	40'-50'	20
	3rd Ave	Downtown	Local	44'-50'	20-25
	4th Ave	Downtown	Local	40'-50'	20-25
	5th Ave	Downtown	Major Collector	30'-50'	20-25
	8th Ave E	Downtown	Local	50'	20
	Allen St	Downtown	Local	40'-50'	15-25
	Barnwell St	Downtown	Local	50'	20-25
	Bearcat Blvd	Downtown	Local	40'-60'	20-25
	Boxcar St	Downtown	Local	181'***	20
	Buncombe St	Downtown/ Residential 1	Local	40'-50'	20-25
	Caswell St	Downtown	Minor Arterial	50'-53'	20
	Copper Penny St	Downtown	Local	40'	-
	Grove St	Downtown	Local	30'-55'	20-35
	Joel Wright Dr	Downtown	Local	40'	20
	Kanuga Rd	Downtown	Minor Arterial	40'-50'	20-35
	Locust St	Downtown	Local	45'-50'	20
	Oakland St	Downtown	Local	60'	20-25
	Washington St	Downtown	Local	50'	25
	Whitted St	Downtown	Local	30'-40'	25
	Ashe St	Connector	Local	30'-60'	20
	Balsam Rd	Connector	Local	60'-64'	25
	Chadwick Ave	Connector	Local	30'-50'	15-25
	Hillview Blvd	Connector	Local	40'	20
	Lily Pond Rd	Collector	Local	30'	25
	Nelson St	Connector	Local	60'	20
	Shady Dr	Connector	Local	30'	20

Figure 5.8 Streetscape Character Table

	STREET NAME	STREETScape CHARACTER	STREET CLASSIFICATION	R.O.W. RANGE (FT)	SPEED LIMIT RANGE (MPH)
	Spring St	Connector	Local	40'	20-35
	White St	Connector	Local	50'-60'	20-35
	Willow Rd	Connector	Major Collector	40'	25
	Harris St	Residential 1	Local	30'-40'	20
	Lenox Park Dr	Residential 1	Local	50'	20
	Rhodes St	Residential 1	Local	40'	25
	Robinson Ter	Residential 1	Local	50'	20
	Woodcock Dr	Residential 1	Local	50'	20
	9th Ave E	Residential 2	Local	30'	15-20
	B St	Residential 2	Local	25'	20
	Barker St	Residential 2	Local	40'	20
	Beech St	Residential 2	Local	30'-40'	20-25
	Cherry St	Residential 2	Local	30'	20-25
	Dairy St	Residential 2	Local	15'-30'	20
	Dale St	Residential 2	Local	40'	25
	Davis St	Residential 2	Local	23'-33'	20
	Elm St	Residential 2	Local	30'	20
	Greentree Ln	Residential 2	Local	27'	15
	Jonas St	Residential 2	Local	40'	20-25
	Pace St	Residential 2	Local	10'-40'	20
	Pine St	Residential 2	Local	30'	15-20
	Rose St	Residential 2	Local	30'-40'	15-20
	South Walnut Tree St	Residential 2	Local	40'	15
	Summit Cir	Residential 2	Local	25'	25
	Toms Hill Dr	Residential 2	Local	20'	25
	Toms Park Cir	Residential 2	Local	20'	25
	Williams St	Residential 2	Local	30'	20
	Edwards St	Alley	Local	10'-20'	10
	Israel St	Alley	Local	16'	20
	Lawn Ave/Lawn Ln	Alley	Local	30'	-
	Lynn St	Alley	Local	15'	20
	Short St	Alley	Local	15'	-
	Track St	Alley	Local	28'-30'	15
	Wall St	Alley	Local	10'-20'	10
	Kennedy Hill Ln	Private	Local	N/A	-
	Kevin Ln	Private	Local	N/A	-
	Kimbrell Farm Ln	Private	Local	N/A	-
	Journey Ln	Private	Local	N/A	-
	Jumping Jack Ln	Private	Local	N/A	-
	Walnut Tree Cir	Private	Local	N/A	-

*The right-of-way for US Hwy 64/4 Season Blvd ranges due to the elevated portion
 **Boxcar St and Maple St have wider right-of-ways to accommodate the railroad

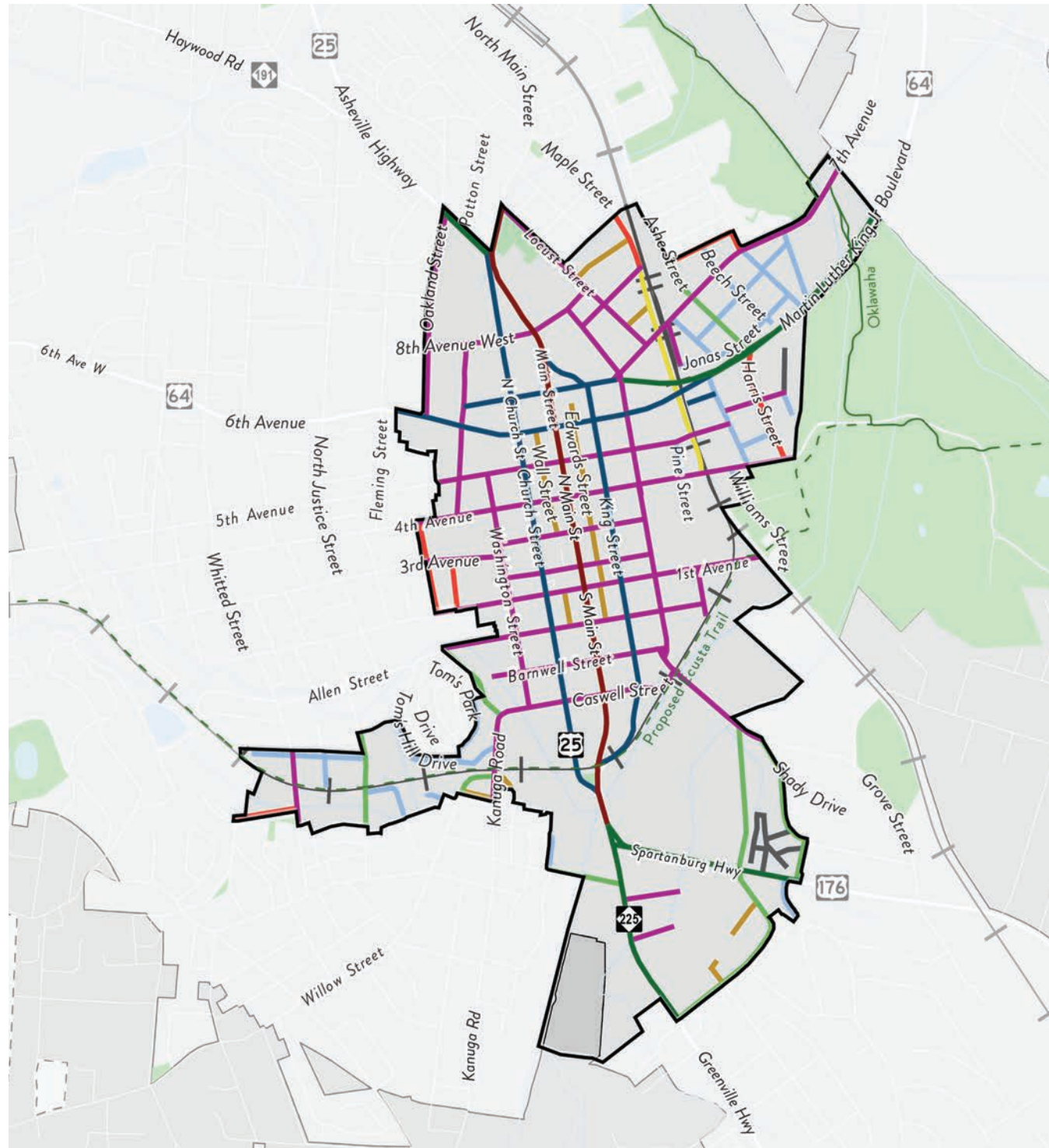
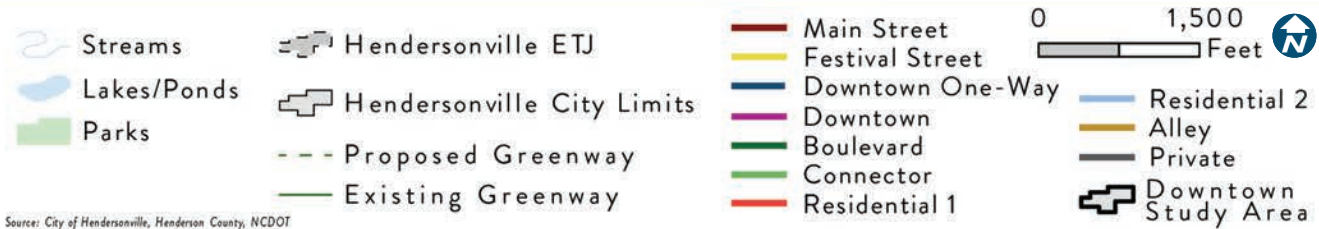


Figure 5.9 Streetscape Character



Source: City of Hendersonville, Henderson County, NCDOT



STREETSCAPE ZONES

Zone 1: Edge Zone

The area adjacent to the street typically reserved for street lighting, acts as a buffer between on-street parking and the amenity zone allowing car doors to swing open freely without obstruction. A 6" curb should also be included in this area.

Zone 2: Amenity Zone

The area outside of the edge zone is dedicated for street trees, landscaping, and public furnishings, as well as bicycle racks, waste receptacles, public art, wayfinding signage, and similar amenities

Zone 3: Pedestrian Zone

This zone provides space for pedestrian travel. It should be clear of obstacles and encroachments so that pedestrians can move freely along the street.

Zone 4: Building Zone

This is the area immediately adjacent to the building where the building entrances are located. This zone provides connection between interior building activity and the exterior public realm. It is a blend of the public and private realm.

- Allowable uses: outdoor dining, furnishings, small merchandise displays, accent plantings, and art.
- Building canopies, signage, and balconies may encroach into the Building Zone.

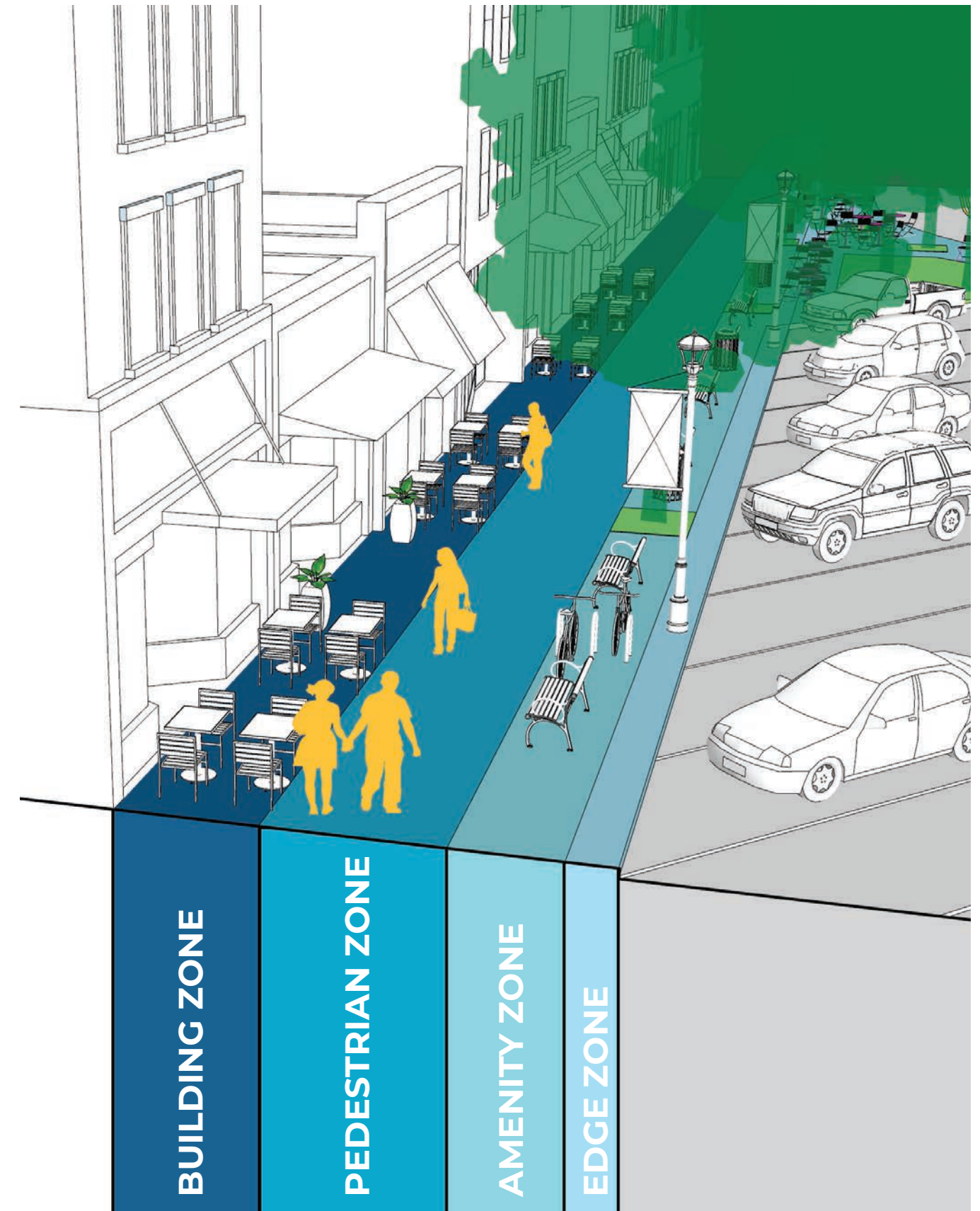


Photo on Previous Page: Main Street downtown Hendersonville | City of Hendersonville

Figure 5.10 Street Zone Diagram

Main Street: 50-100'

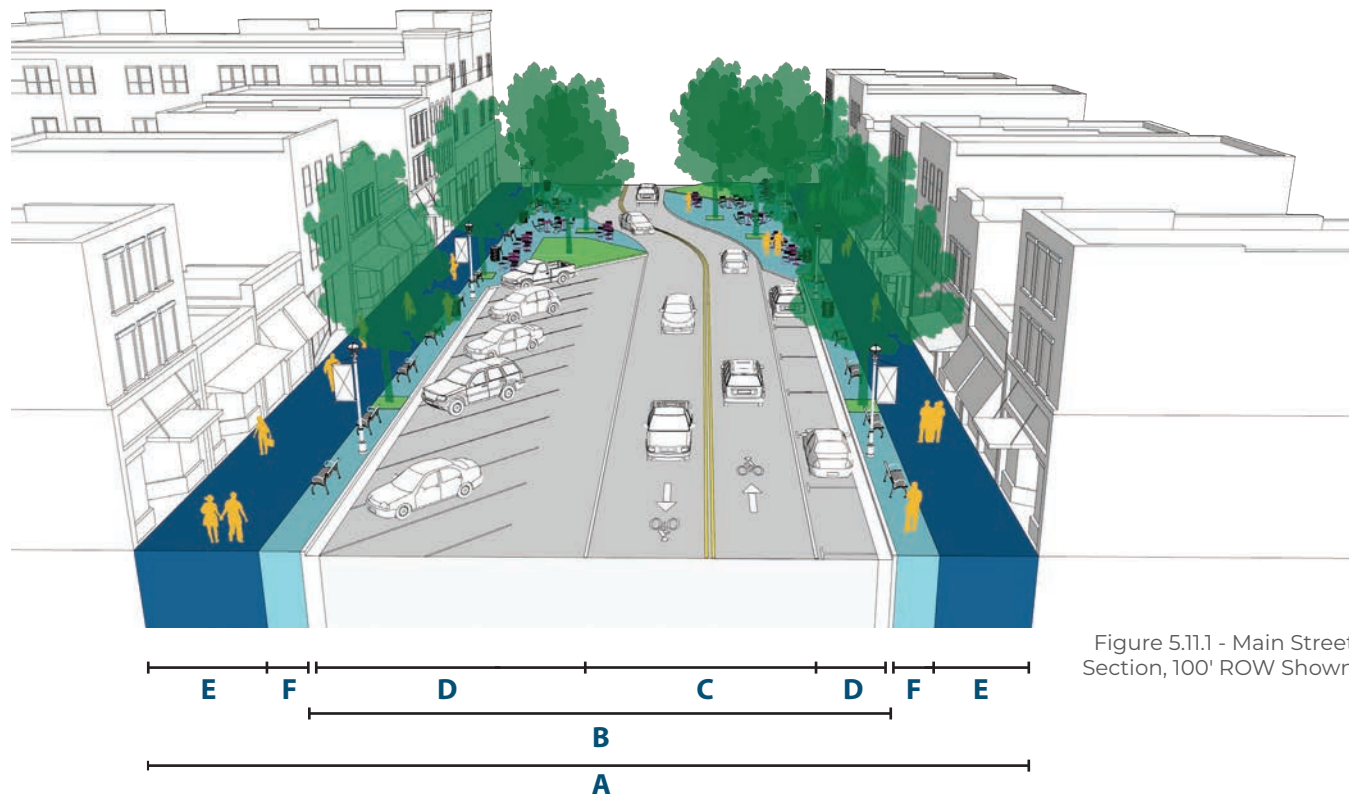


Figure 5.11.1 - Main Street Section, 100' ROW Shown

MAIN STREET	
A. Right-of-Way Width (feet)**	50'-100' (varies)
B. Pavement Width (face of curb to face of curb in feet)	64' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	Angled, 30', 1 Parallel, 8', 1
E. Sidewalk/Multi-Use Path Width (feet)*	10.5'-15.5' (varies)
F. Amenity Zone Width (type, width in feet)*	Tree grates, 4.5'
G. Street Tree Spacing (feet)*	30' on center
H. Lighting*	Pedestrian lights
I. Turning Lane (type, feet)	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bicycle Facilities	Sharrows within travel lane

Figure 5.11.2 - Main Street Table

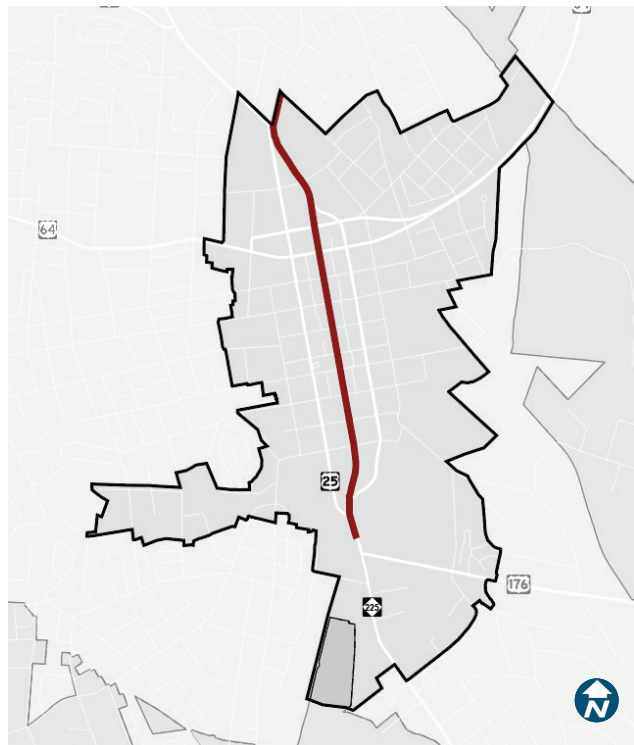


Figure 5.11.3 - Main Street Map

*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each

**If ROW width varies, ideal conditions may not always be achievable

Festival Street: 40'

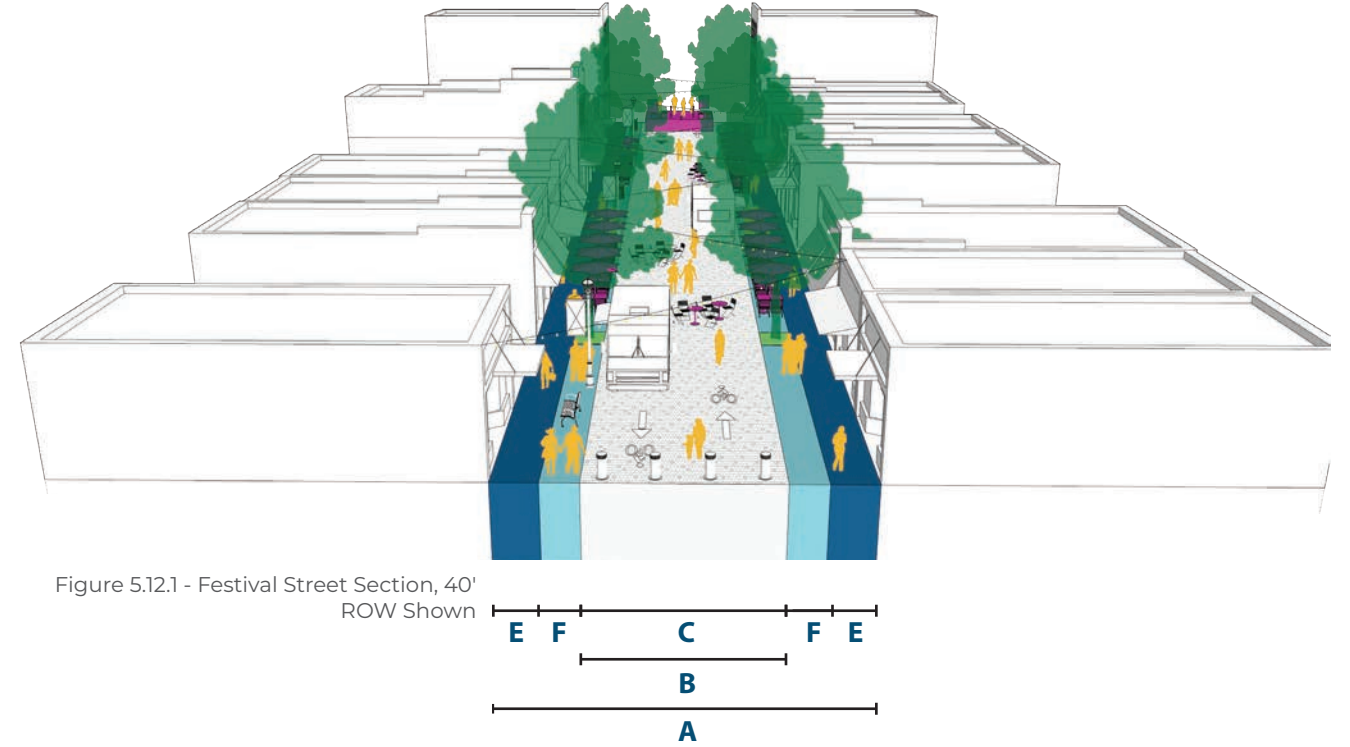


Figure 5.12.1 - Festival Street Section, 40' ROW Shown

FESTIVAL STREET	
A. Right-of-Way Width (feet)**	40'
B. Pavement Width (face of curb to face of curb in feet)	20'
C. Travel Lanes (width in feet of each lane, total number of lanes)	10', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	None
E. Sidewalk/Multi-Use Path Width (feet)*	5.5'
F. Amenity Zone Width (type, width in feet)*	Tree grates, 4.5'
G. Street Tree Spacing (feet)*	30' on center
H. Lighting*	Pedestrian & string lights
I. Turning Lane	None
J. Curb (type, width in feet)	None
K. Bicycle Facilities	None

Figure 5.12.2 - Festival Street Table

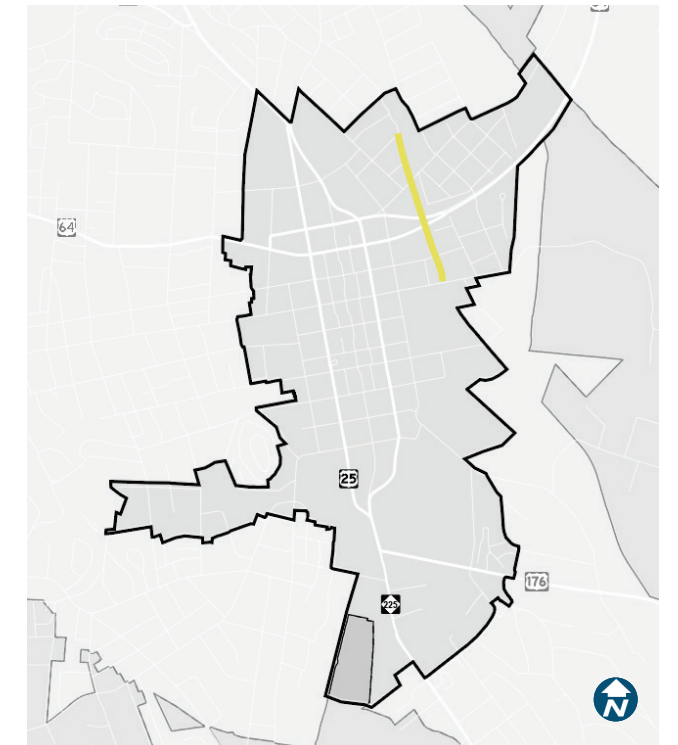


Figure 5.12.3 - Festival Street Map

*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each

**If ROW width varies, ideal conditions may not always be achievable

Boulevard: 60'-136'

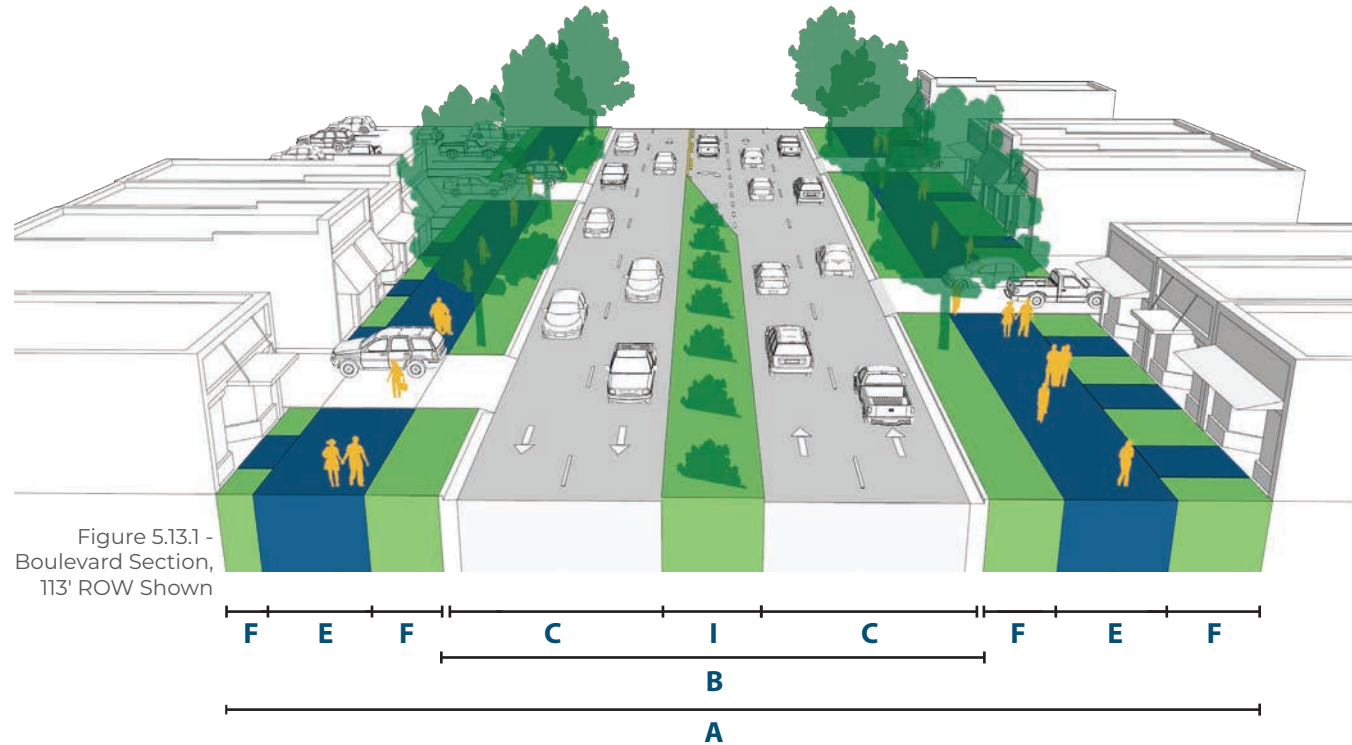


Figure 5.13.1 - Boulevard Section, 113' ROW Shown

Downtown One-Way: 40'-60'

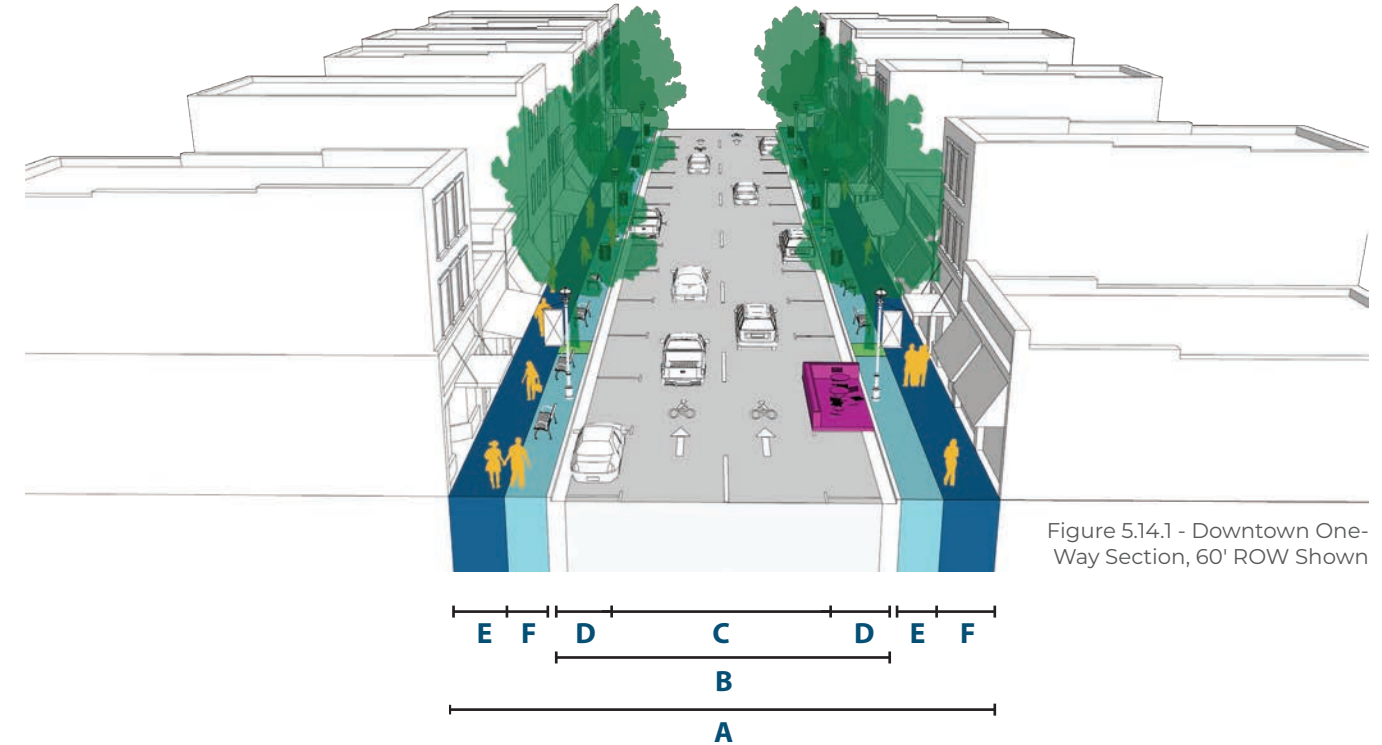


Figure 5.14.1 - Downtown One-Way Section, 60' ROW Shown

BOULEVARD	
A. Right-of-Way Width (feet)**	60'-136' (varies)
B. Pavement Width (face of curb to face of curb in feet)	37'-59' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2-4 (varies)
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	None
E. Sidewalk/Multi-Use Path Width (feet)	12'
F. Planting Strip Width (type, width in feet)***	Grass, 3'-10'; trees, 8' (varies)
G. Street Tree Spacing (feet)*	40' on center
H. Lighting*	None
I. Turning Lane (type, feet)	Alternate median, 11'
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bicycle Facilities	None

Figure 5.13.2 - Boulevard Table

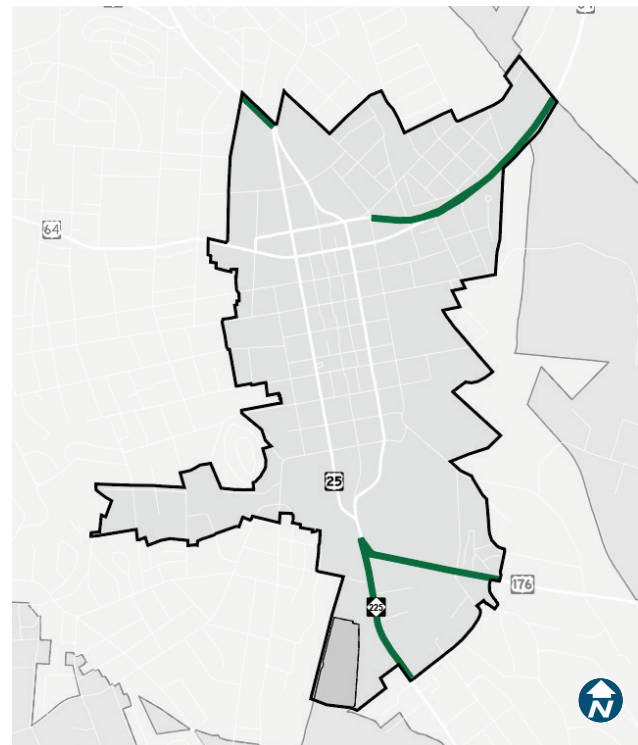


Figure 5.13.3 - Boulevard Map

DOWNTOWN ONE-WAY	
A. Right-of-Way Width (feet)**	40'-60' (varies)
B. Pavement Width (face of curb to face of curb in feet)	32'-38' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	Parallel, 6', 1-2 (varies)
E. Sidewalk/Multi-Use Path Width (feet)	6'
F. Amenity Zone Width (type, width in feet)*	Tree grates, 4.5'
G. Street Tree Spacing (feet)*	30' on center
H. Lighting*	Pedestrian lights
I. Turning Lane	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bicycle Facilities	Sharrows within travel lane

Figure 5.14.2 - Downtown One-Way Table

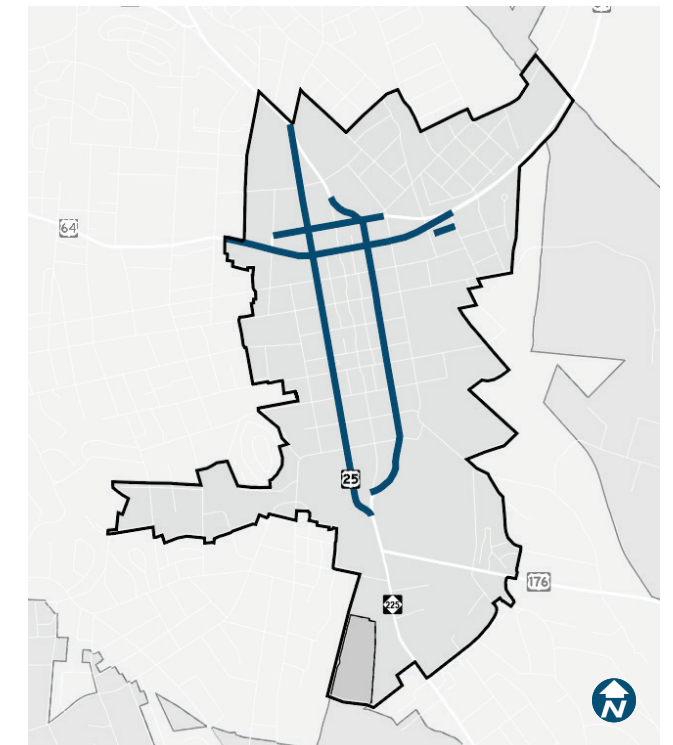


Figure 5.14.3 - Downtown One-Way Map

*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each

If ROW width varies, ideal conditions may not always be achievable. *A bioretention planting strip may be best for land use

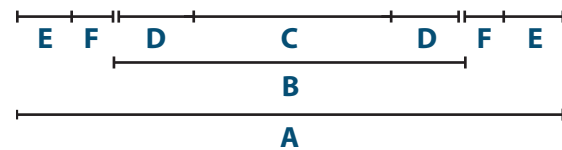
*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each.

**If ROW width varies, ideal conditions may not always be achievable.

Downtown: 30'-60'



Figure 5.15.1 - Downtown Section, 60' ROW Shown



DOWNTOWN	
A. Right-of-Way Width (feet)**	30'-60' (varies)
B. Pavement Width (face of curb to face of curb in feet)	32'-38' (varies)
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	Parallel, 6', 1-2 (varies)
E. Sidewalk/Multi-Use Path Width (feet)	6'
F. Amenity Zone Width (type, width in feet)*	Tree grates, 4.5'
G. Street Tree Spacing (feet)*	30' on center
H. Pedestrian Lighting*	Pedestrian lights
I. Turning Lane	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bicycle Facilities	Sharrows within Travel Lane

Figure 5.15.2 - Downtown Table

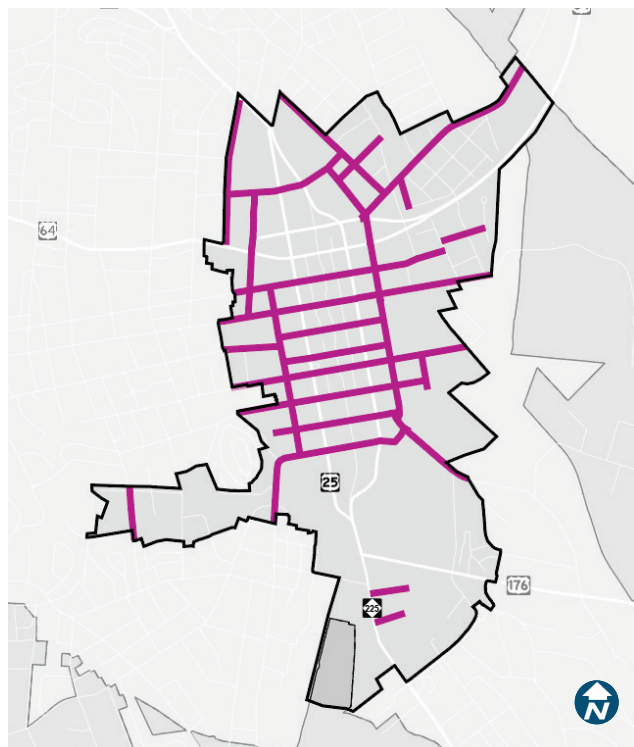


Figure 5.15.3 - Downtown Map

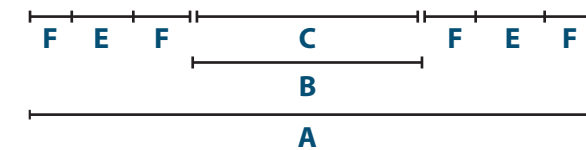
*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each.

**If ROW width varies, ideal conditions may not always be achievable.

Connector: 30'-64'



Figure 5.16.1 - Connector Section, 64' ROW Shown



CONNECTOR	
A. Right-of-Way Width (feet)**	30'-64' (varies)
B. Pavement Width (face of curb to face of curb in feet)	26'
C. Travel Lanes (width in feet of each lane, total number of lanes)	11', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	None
E. Sidewalk/Multi-Use Path Width (feet)	7.5'
F. Planting Strip Width (type, width in feet)***	Grass, 5'; trees, 6'
G. Street Tree Spacing (feet)*	40' on center
H. Lighting*	None
I. Turning Lane	None
J. Curb (type, width in feet)	Vertical, 2.5' width for curb and gutter pan
K. Bicycle Facilities	None

Figure 5.16.2 - Connector Table

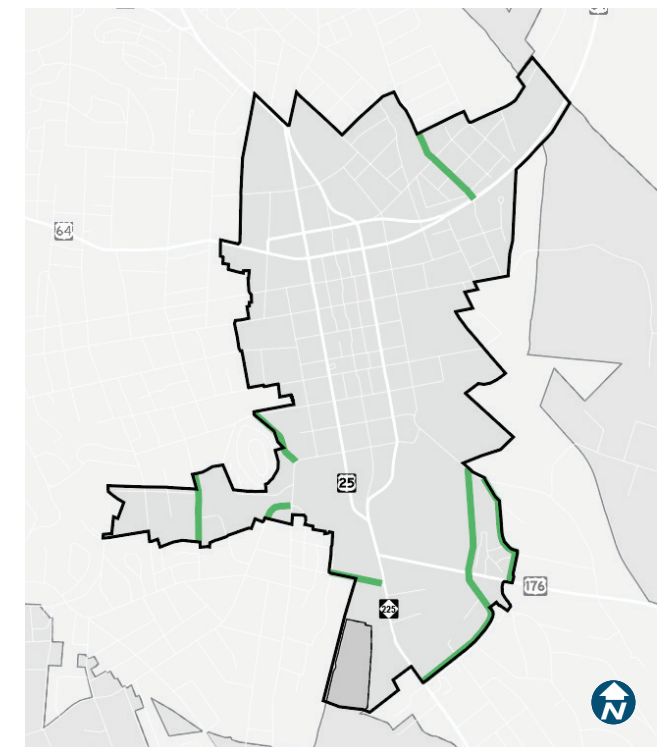


Figure 5.16.3 - Connector Map

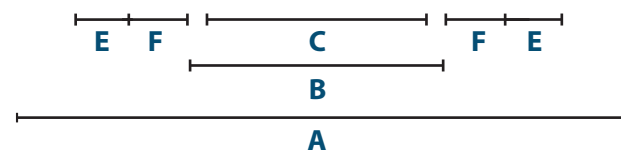
*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each.

If ROW width varies, ideal conditions may not always be achievable *A bioretention planting strip may be best for land use

Residential 1: 30'-50'



Figure 5.17.1 - Residential 1 Section, 50' ROW Shown



RESIDENTIAL 1	
A. Right-of-Way Width (feet)**	30'-50' (varies)
B. Pavement Width (face of curb to face of curb in feet)	30'
C. Travel Lanes (type, width in feet of each lane, total number of lanes)	Shared, 12', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	Intermittent pulled-over, 6', 1
E. Sidewalk/Multi-Use Path Width (feet)	5.5'
F. Planting Strip Width (type, width in feet)*	Trees, 4.5'
G. Street Tree Spacing (feet)*	30' on center
H. Lighting*	None
I. Turning Lane (type, feet)	None
J. Curb (type, width in feet)	Roll curb, 2'
K. Bicycle Facilities	None

Figure 5.17.2 - Residential 1 Table

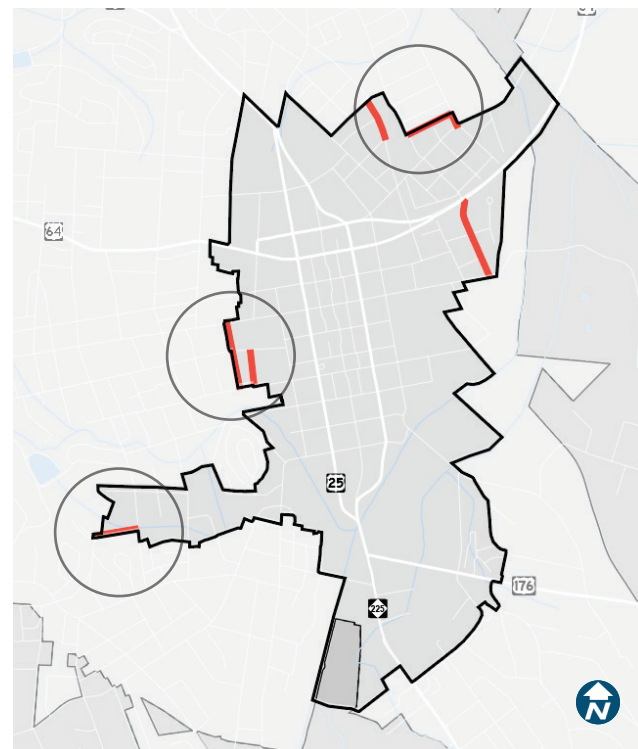


Figure 5.17.3- Residential 1 Map

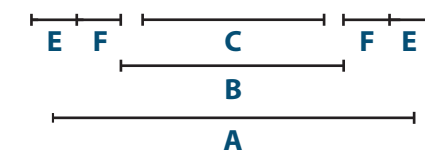
*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each.

**If ROW width varies, ideal conditions may not always be achievable.

Residential 2: 23'-45'



Figure 5.18.1 Residential 2 Section, 45' ROW Shown



RESIDENTIAL 2	
A. Right-of-Way Width (feet)**	23'-45' (varies)
B. Pavement Width (face of curb to face of curb in feet)	20'
C. Travel Lanes (type, width in feet of each lane, total number of lanes)	Shared, 10', 2
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	None
E. Sidewalk/Multi-Use Path Width (feet)***	5.5'
F. Planting Strip Width (type, width in feet)*	Trees, 5'
G. Street Tree Spacing (feet)*	30' on center
H. Lighting *	None
I. Turning Lane (type, feet)	None
J. Curb (type, width in feet)	Roll curb, 2'
K. Bicycle Facilities	None

Figure 5.18.2 - Residential 2 Table

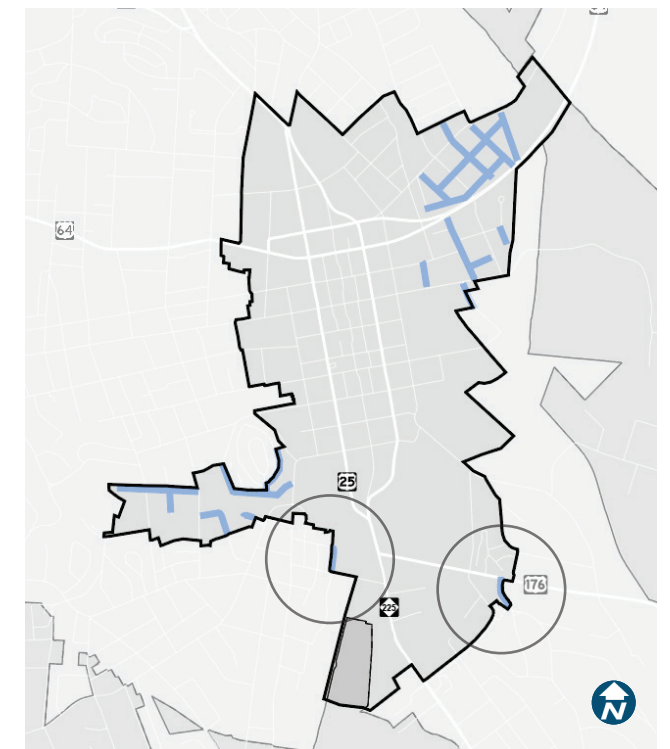


Figure 5.18.3 - Residential 2 Map

*Coordination among proposed street trees, lighting, and pedestrian amenities should take place to ensure an appropriate quantity and spacing of each.

If ROW width varies, ideal conditions may not always be achievable. *Sidewalks on both sides may require public easement.

Alley: 10-30'

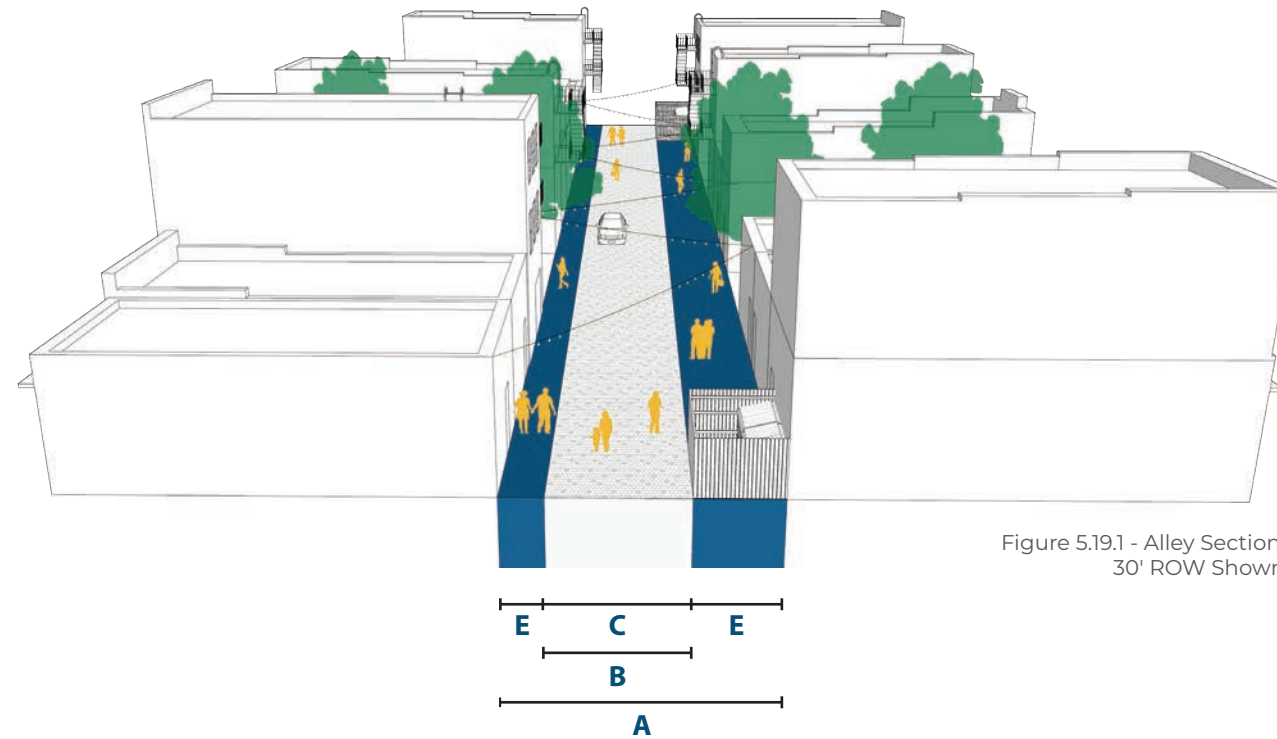


Figure 5.19.1 - Alley Section, 30' ROW Shown

ALLEY	
A. Right-of-Way Width (feet)*	10-30' (varies)
B. Pavement Width (face of curb to face of curb in feet)	15'
C. Travel Lanes (width in feet of each lane, total number of lanes)*	15', 1
D. On-Street Parking (type, width in feet, 1 or 2 sides of the street)	None
E. Sidewalk/Multi-Use Path Width (feet)	5'-10' (varies)
F. Planting Strip Width (type, width in feet)	None
G. Street Tree Spacing (feet)	None
H. Lighting	String lights
I. Turning Lane	None
J. Curb (type, width in feet)	None
K. Bicycle Facilities	None

Figure 5.19.2 - Alley Table

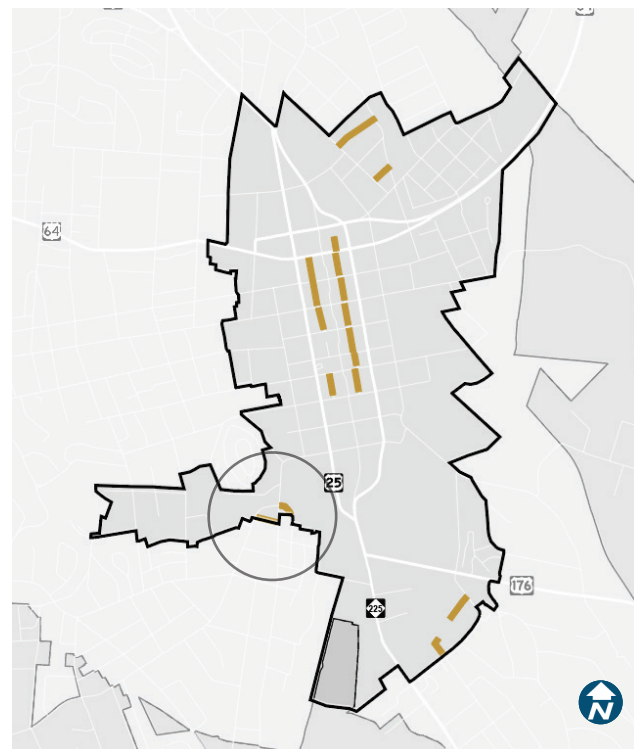


Figure 5.19.3 - Alley Map

*Alleys may be one-way with a minimum travel lane width of 15 feet and minimum right-of-way width of 20 feet to accommodate emergency vehicles. If ROW width varies, ideal conditions may not always be achievable.

**Consolidated dumpsters placed strategically at the ends of alleys ensure accessible garbage disposal. Photo (Right): Downtown Hendersonville | Blue Ridge Heritage



STREETSCAPE RETROFITS

Streetscape retrofits offer opportunities to enhance the urban environment and promote pedestrian-friendly spaces.

Pavement Mural/Bicycle Facilities

- Pros: Re-purposes existing on-street parking space into bicycle parking complete with public art such as a pavement mural. This installation is cost effective and fairly easily to retrofit.
- Cons: Maintenance of paint as it deteriorates overtime.

Parklet

- Pros: Introduces additional amenity space for street furnishings, extends the pedestrian realm without expanding the curb, and provides room for additional vegetation and plantings.
- Cons: Lacks permanent amenity areas and trees.

Landscaping Curb Extension

- Pros: Incorporates trees and provides shading for the streetscape, offers additional amenity space for plantings, art, and other features.
- Cons: Reduces flexibility in modifying the streetscape and tends to be more costly due to tree installation and maintenance.

Plaza Curb Extension

- Pros: Introduces additional amenity space for street furnishings and plantings, expands pedestrian areas, and enhances visibility at intersections and crosswalks.
- Cons: Lacks permanent trees and limits flexibility in future streetscape modifications.



Figure 5.20 - Pavement Mural / Bike Facilities

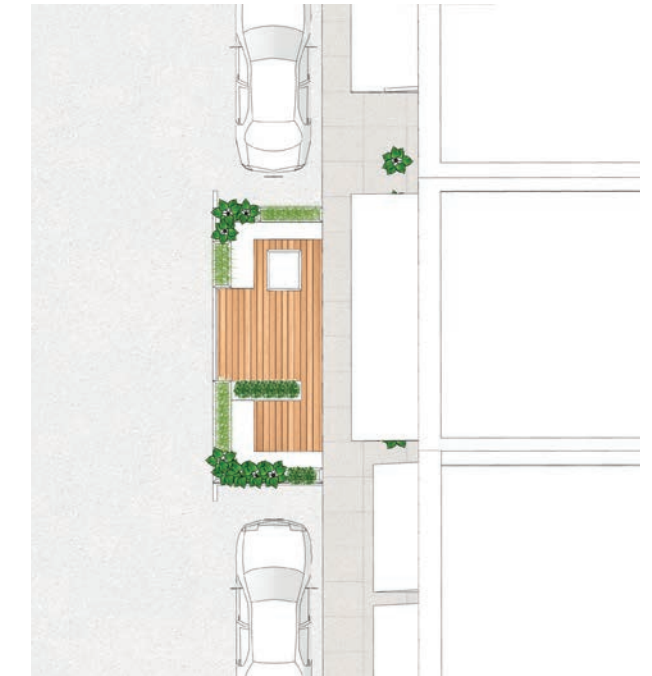


Figure 5.21 - Parklet

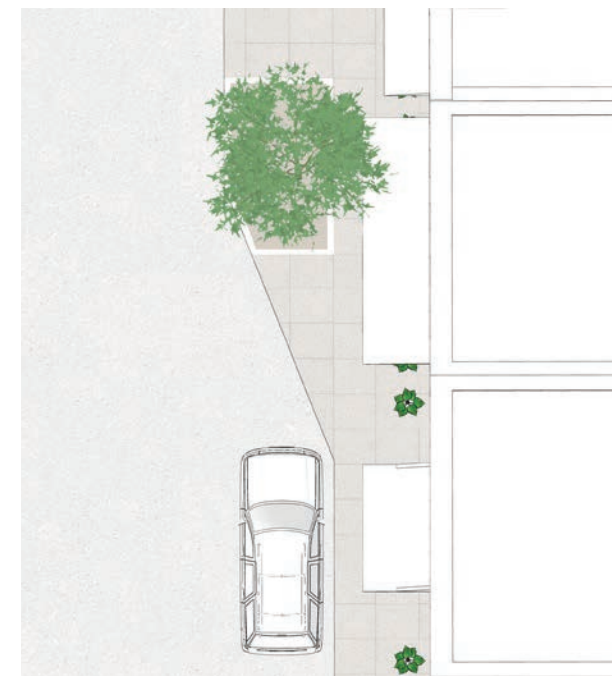


Figure 5.22 - Landscaping Bulb-out

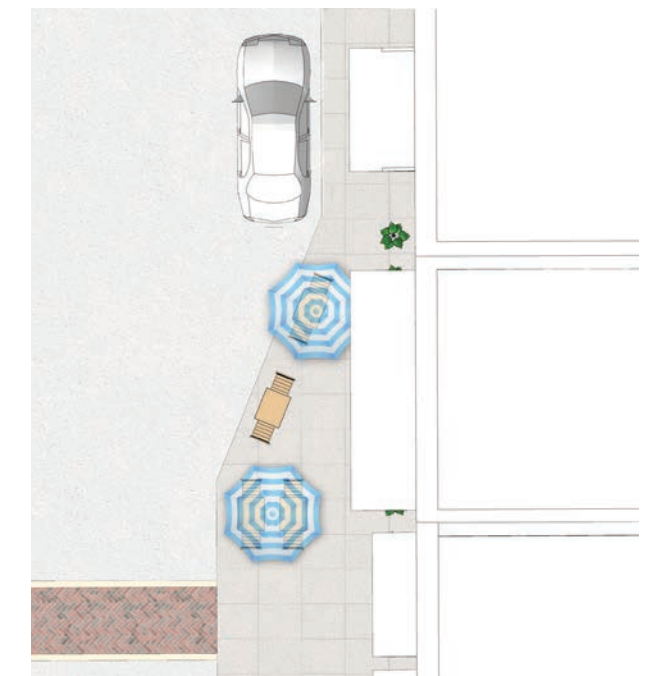


Figure 5.23 - Plaza Bulb-out

Pedestrian & Bike Infrastructure

Bike and pedestrian infrastructure, like sidewalks, greenways, trails, and bike lanes, can encourage active and sustainable mobility, connecting downtown districts with safe routes for cyclists and pedestrians. Recommendations include:

Sidewalks

- Internal sidewalk connections should be provided between buildings and from buildings to all on-site facilities including parking areas, bicycle facilities, open spaces, and amenities.
- External sidewalks should be provided from all buildings on-site to the existing or proposed sidewalk system and to abutting multi-use trails, parks, and greenways.
- Implement pedestrian infrastructure priority projects for accessibility and safety identified in the [Walk Hendo Pedestrian Plan](#).

Greenways & Trails

- Expand and improve greenway and trail networks to create connections between neighborhoods, parks, and destinations.
- Incorporate greenways and trails connecting to existing urban infrastructure.

Bike Infrastructure

- Expand dedicated bike lane networks throughout downtown.
- Implement bike infrastructure priority projects for accessibility and safety identified in the [Hendersonville Bike Plan](#).
- Launch bike share programs. These could be located at trailheads and public open spaces adjacent to bike infrastructure.

CONNECTIVITY & ACCESSIBILITY

The development and enhancement of pedestrian and bike infrastructure in downtown Hendersonville can create opportunities for fostering sustainable, inclusive, and vibrant communities. As the City explores avenues for growth and revitalization, the downtown can prioritize the integration of pedestrian and bike-friendly elements into its urban fabric. Implementing pedestrian and bike infrastructure downtown creates seamless connectivity and accessibility.

The Americans with Disabilities Act (ADA) mandates greenways and trails be accessible to individuals with diverse motor abilities. However, accessibility may be limited or restricted if it jeopardizes cultural or natural resources, alters the trail's intended purpose significantly, faces terrain constraints, or conflicts with construction regulations.

Recommendations include:

- Create cohesive networks of sidewalks, bike lanes, and crosswalks to ensure safe and convenient travel downtown.
- Ensure ADA accessibility as new pedestrian and bicycle infrastructure is constructed.

The “[8-80 rule](#)” suggests that if a city or community is designed to meet the needs of both an 8-year-old child and an 80-year-old adult, it will inherently be accessible and usable by people of all ages and abilities.



Child biking on greenway | Adobe

ON-ROAD FACILITIES

On-road facilities integrate infrastructure within or alongside roadways, allowing for shared or designated lanes for pedestrians and cyclists amidst vehicular traffic. Recommendations include:

Sidewalks

- Expand existing sidewalk network to fill gaps in connectivity. Downtown sidewalks, where feasible, should be a minimum of 10' in width to promote walkability.
- Ensure sidewalks have curb ramps at intersections for accessibility, accommodating individuals with disabilities, parents with strollers, and other users.
- Incorporate buffer zones, such as landscaped areas or street furniture, between sidewalks and vehicular traffic.
- Implement regular maintenance programs to repair damaged or uneven sidewalks and assess other sidewalk improvements.

Multi-Use Paths

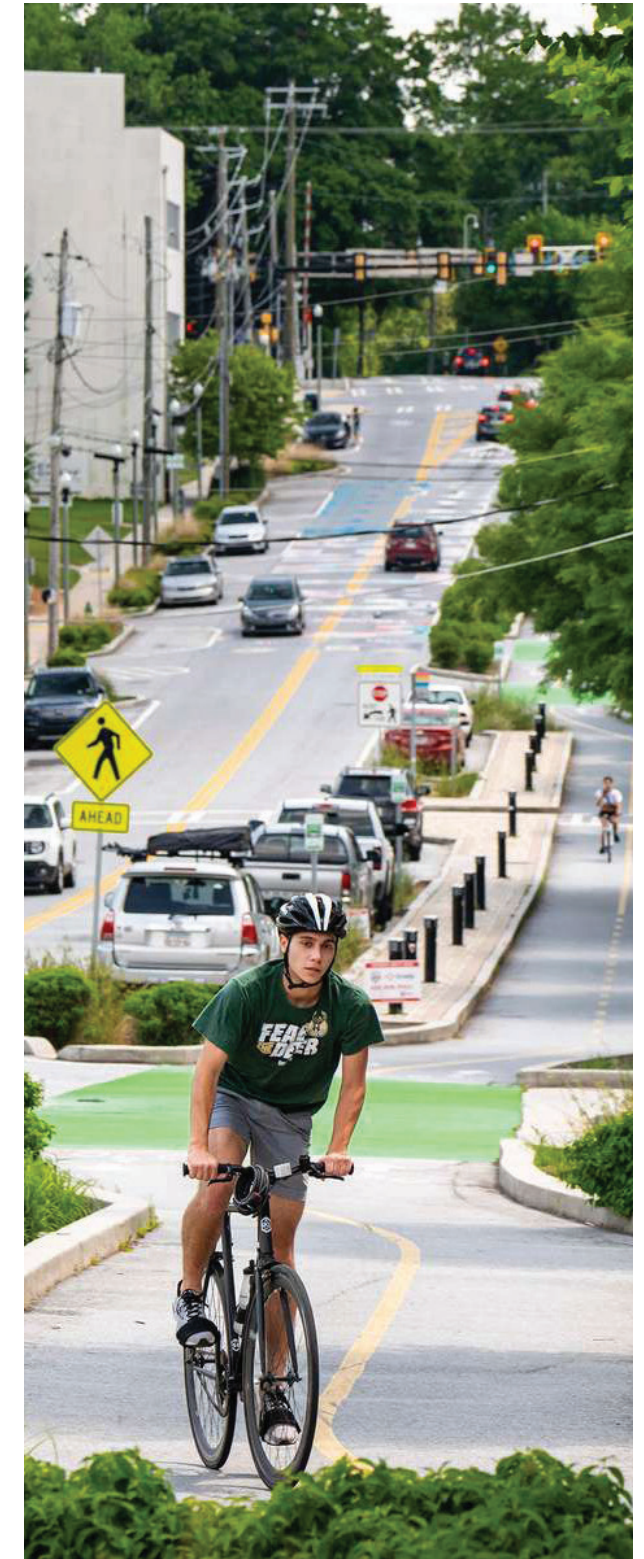
- Design multi-use paths to accommodate not just pedestrians, but also cyclists and users of other micro-mobility devices like scooters.
- Plan multi-use paths to connect key destinations other than just parks and downtown, such as schools, residential neighborhoods, and public transportation hubs.



White Oak Creek Greenway in Cary, NC | Visit Raleigh

Bike Facilities

- Ensure that bicycle infrastructure forms interconnected networks.
- Implement physically separated bike lanes or cycle tracks, especially on high-traffic roads or in areas where cyclist safety is a concern.
- Design intersections with features such as bike boxes, advanced stop lines, and bicycle-specific traffic signals to enhance safety and visibility for cyclists at intersections.
- Interact with the cycling community and its groups to provide bike education, outreach, and pinpoint areas for improvement.
- Integrate bicycle facilities with public transit, such as installing bike racks on buses or providing secure bike storage at transit stations.
- Implement routine maintenance programs to ensure that bicycle facilities remain in good condition.



Downtown Decatur, GA Streetscape | Robb Williamson

OFF-ROAD FACILITIES

Off-road facilities refer to paths or amenities separated from vehicular traffic, providing dedicated spaces for pedestrians and cyclists away from roads. Recommendations include:

Greenways and Trails

- Establish pathways for various preferences and skill levels, offering hiking, biking, multi-use, and nature trails.
- Develop trailheads and gateways with urban amenities such as parking areas, restrooms, water fountains, picnic shelters, information kiosks, and bike racks.
- Integrate greenways and trails seamlessly with urban infrastructure, including transportation networks, public transit, and pedestrian-friendly streets.
- Promote tourism and retail opportunities along urban trails, such as restaurants, cafes, shops, and cultural attractions.

- Place easy to interpret signage along greenways and trails for route guidance, distance, points of interest, safety tips, and emergency contacts.
- Incorporate safety features along trails, such as emergency call boxes, trail maps, and first aid stations.
- Include interpretive signage, educational exhibits, and interactive displays along trails to provide information about local ecology, history, wildlife, and conservation efforts.
- Connect trails to nearby amenities and attractions, like parks, schools, businesses, and transit hubs.
- Implement regular maintenance programs to upkeep trails, including vegetation management, erosion control, trail surface repairs, and litter removal.
- Implement greenway infrastructure priority projects identified in the [Hendersonville Parks and Greenspace Plan](#).



Duquindre Cut Greenway | Landscape Performance Series



Mecklenburg County Greenway Network | Mecklenburg County Park and Rec Input Dashboard, Public Input

Public Spaces

Public spaces provide shared environments for community interaction and recreation. These spaces vary in size and form- from small parklets and pocket parks to large plazas.

PLAZAS

Plazas are paved public open spaces often bordered by buildings and sometimes streets. They can include trees and plantings but are differentiated from parks due to them being primarily hardscaped. These spaces often host both civic and cultural events. They are filled with street furnishings, lighting, plantings, and public art. When not being programmed for events, they can still be a gathering place for the downtown resident, worker, or visitor. Recommendations include:

- Activate plazas with programming and events to encourage community engagement and social interaction.

- Design plazas with movable seating, shade structures, and landscaping to facilitate full-time use.

PARKLETS

Parklets are sidewalk extensions providing more space and amenities for street users. They are installed in on-street parking lanes. These spaces can be temporary or permanent, sponsored and maintained by business owners and community organizations. They are filled with amenities such as outdoor dining, bicycle parking, landscaping, and public art. Parklets are a placemaking tool that can underutilized parking spaces into places for people. For more information on parklets, see Figure 5.26 - Placemaking Table.

Recommendations include:

- Establish a city-wide parklet program including guidelines for downtown businesses.

- Establish parklet standards and encourage business owners to install parklets complete with seating, public art, and interactive elements for the public to enjoy.

POCKET PARKS

Pocket parks are small, publicly accessible park spaces that sit between buildings. They can take a variety of shapes and forms, but in a downtown area they often take form on vacant infill parcel sites that are often too small to do anything else with. These are typically green spaces filled with site furnishings, landscaping, and public art.

Recommendations include:

- Introduce pocket parks in underutilized urban spaces downtown.
- Design pocket parks as social hubs and incorporate placemaking amenities such as seating, landscaping, and public art.
- Improve amenities at MLK Park to incorporate parklets were appropriate.

Case Study Philadelphia, PA

The [City of Philadelphia's Parklet Program](#), overseen by the Mayor's Office of Transportation and Infrastructure Systems (OTIS), offers guidelines and assistance for parklet installation citywide. The guidelines ensure parklets improve streetscapes, offer seating and greenery, and meet safety standards. Local businesses and community groups can apply to create parklets, boosting walkability, social interaction, and urban liveliness.



Parklet in Philadelphia | Philly Voice, Shift Designs

Amenities

Amenities, such as furnishings, lighting, and landscaping, improve the quality and functionality of public spaces.

FURNISHINGS

Street furnishings, such as benches, tables, and seating, enhance pedestrian comfort and convenience. Recommendations include:

- Incorporate street furnishings within the downtown streetscapes, pocket parks, and plazas.



Taichung Calligraphy Greenway, in Taiwan | Aecom

LIGHTING

Lighting is essential for downtown safety at night. Well-lit public spaces improve visibility, security, and create a welcoming atmosphere, extending their use beyond daylight hours. Thoughtful lighting design can enhance architectural features, pathways, and green spaces, adding to their aesthetic appeal.

Recommendations include:

- Utilize pedestrian-scale street lighting located within the edge zone.
- Enhance safety and ambiance with strategic lighting.
- Highlight architectural and natural features, illuminating landmarks, sculptures, and trees (Lighting Ordinance Sec 6-19).
- Embellish lighting features with banners, hanging baskets, or market lights.
- Comply with [DarkSky Guidelines](#) for best outdoor lighting practices.

TREES & LANDSCAPING

Trees and landscaping beautify the environment while providing shade, noise reduction, and environmental benefits. Strategic placement and maintenance can enhance the visual appeal of downtown public spaces, fostering tranquility and well-being.

Recommendations include:

- Plant trees along both sides of the street to offer framing, shade, and pedestrian scale.
- Utilize bulb-outs, planters, and tree grates along the street edge to provide a buffer for sidewalk from automobile traffic and where appropriate.
- Utilize landscaping features like raised planters to define pedestrian pathways.
- Use trees, shrubs, and other landscaping elements to conceal service areas, utilities, and parking spaces.



Street trees within a downtown | Adobe Stock

Creative Placemaking

Placemaking transforms public spaces into engaging and functional places that connect people to their surroundings. Components like public art, wayfinding systems, banners, and signage enhance the identity and functionality of the public realm.

WAYFINDING/SIGNAGE

Wayfinding elements aid navigation in urban areas, promote walking, and encourage transit use by offering direction and destination information from a pedestrian perspective. Signage in the public realm serves multiple purposes, including providing an overall image of downtown or other districts, advertising businesses within buildings, and marking edges or entry points, all while incorporating essential wayfinding elements.

Recommendations include:

- Implement clear, consistent, and engaging signage.
- Improve navigation with clear and informative signage.
- Enhance urban identity with distinctive signage design.

BANNERS

Street banners can enliven key corridors and should be utilized in distinct areas of downtown. These banners can be utilized for city or neighborhood branding or for special events. Recommendations include:

- Implement banners along key corridors in each of the downtown character districts to establish the area's identity.

[ArtScape Hendersonville](#), a program of the Art League of Henderson County, is an annual art program of over 30 banners featuring the artwork of local artists on Main Street and the downtown side streets.

PUBLIC ART

Public art brings life to the built environment and enhances public spaces. The City of Hendersonville has strategically worked to connect its districts through art, such as the 5th Avenue Art Route and Bearfootin' Art Walk. Downtown development is encouraged to include public art, from temporary exhibits to permanent installations, to enhance the area's beauty and cultural richness.

Recommendations include:

- Downtown development projects shall include public art and/or creative placemaking. This can be incorporated on site or within the public right-of-way immediately adjacent to the site.
- Encourage art on the rear façades of buildings that adjoin alleys to promote the activation.
- Develop a public art committee to oversee the policy, strategy, and implementation of public art/creative placemaking within downtown Hendersonville.

- Example projects include but are not limited to: sculpture, painted crosswalk, decorative paving, site furnishings, installations, decorative/artistic bicycle racks, cabinet wraps, decorative signage, façade improvements, murals, and parklets.



Luminous Lane in Uptown Charlotte | Charlotte Center City Partners

PLACEMAKING		MAIN STREET	DOWNTOWN EDGE	7TH AVENUE	LOWER TRAILHEAD
	Site Furnishings	Within streetscape amenity and building zones	Within streetscape amenity and building zones	Within streetscape amenity and building zones	Along Ecusta Trail and within streetscape building zones
	Installations	Located in festival streets, parklets, plazas, and other public places	Located in parklets, plazas, and other public places	Located in festival streets, parklets, plazas, and other public places	Located along Ecusta Trail
	Sculptures	Within streetscape amenity and building zones	Within streetscape amenity and building zones	Within streetscape amenity zone, plazas, other public spaces, & along Oklawaha Trail	Within streetscape amenity zone, plazas, other public spaces, & along the Ecusta Trail
	Murals	Not permitted on Main Street, but permitted elsewhere within the district	Along sides and rear of buildings that face alleys	Along all building faces	Along all building faces
	Decorative Paving	Crosswalks, festival streets, plazas, and other public spaces	Plazas and other public spaces	Crosswalks, festival streets, plazas, and other public spaces	Crosswalks, festival streets, plazas, and other public spaces
	Painted Crosswalks	Not permitted	Permitted	Permitted	Permitted
	Artistic Bike Racks	Permitted	Permitted	Permitted	Permitted
	Cabinet Wraps	Permitted	Permitted	Permitted	Permitted
	Façade Improvements	Permitted	Permitted	Permitted	Permitted
	Wayfinding Signage	Permitted	Permitted	Permitted	Permitted
	Parklets	Not permitted on Main Street, but permitted elsewhere in the district	Permitted	Permitted where on-street parking occurs or ROW allows	Not permitted
Ghost Murals	Permitted	Permitted	Permitted	Permitted	

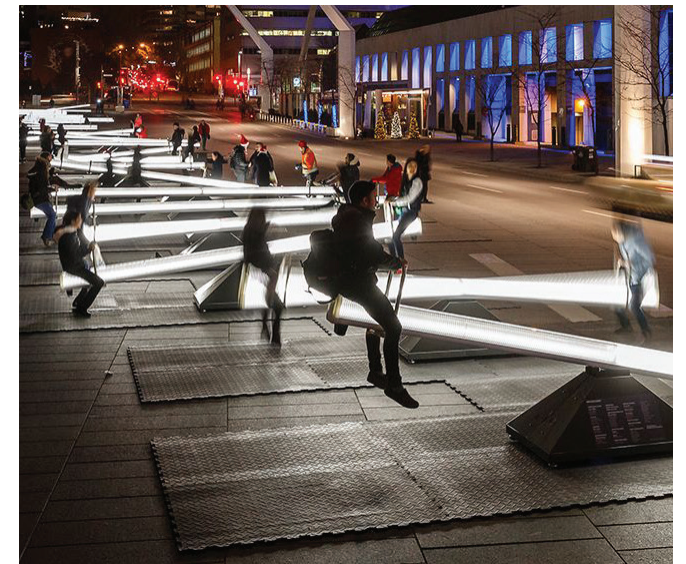
Figure 5.24 - Placemaking Table



Site furnishings in Southern Pines | EPPRentals

Site Furnishings

Functional objects such as benches, trash receptacles, and bike racks that are designed with artistic or decorative elements to enhance public spaces.



Illuminated Seesaws in Charlotte | Duke Energy

Installations

Temporary or permanent artworks that are strategically placed within a space to engage viewers.



Bearfootin' Bear Installation in downtown Hendersonville | City of Hendersonville, NC

Sculptures

Three-dimensional artworks, often placed in public areas to add aesthetic value and cultural significance.



Building with awnings | Addicted 2 Decorating

Façade Improvements

Improved building exteriors with architectural features or art.



Decorative Bike Racks in Cincinnati, OH | ArtWorks Cincinnati

Artistic Bike Racks

Functional bike racks designed with creative or sculptural elements, often reflecting the culture or themes of the surrounding area.



Parklet in Shoreditch, England | Meristem Design

Parklets

Temporary or permanent small parks or seating areas created by repurposing curbside parking spaces.



Electrical Box Vinyl Wrap in City of Buena Park | Superior Signs and Graphics

Utility Cabinet Wraps

Artworks or designs applied to utility cabinets, such as electrical boxes or signal cabinets, to transform them into visually appealing elements.



Main Street Crosswalk Painted by Jewel Edwards in Old Town Rock Hill, SC | Old Town Rock Hill

Painted Crosswalks

Crosswalks painted with colorful or artistic designs to enhance visibility, promote pedestrian safety, and add visual interest to streetscapes.



Historical Mural in Downtown Hamilton, MO | Wikipedia

Murals

Large-scale paintings or artworks applied directly to walls or surfaces, serving to enrich urban environments.



Brick Patterned Sidewalk | Wespray On Paving

Decorative Paving

Artistic designs or patterns integrated into sidewalks, plazas, or other paved surfaces.



Main Street Signs | Jacqueline McGreevey

Decorative Banners/Signage/Wayfinding

Artistic or creatively designed banners used for informational purposes or branding.



Ghost Signage in York Pennsylvania | Fuzzy Galore

Ghost Signage

A hand-painted advertising sign that has been preserved on a building.

Site Design

FRONTAGE TYPES

Frontages refer to the part of the lot or building façade that faces a public street or public space. Guidelines regarding the setbacks and build-to-lines are based off the frontage type.

Primary

- Frontage along the following streets is considered primary: Main, Downtown One-Way, Downtown, Festival, and Boulevard

Primary-Other

- If a frontage abuts a public open space such as a park, plaza, or path it is considered a primary-other frontage
- This applies to existing or future parks, plazas, or paths within the city as outlined on any adopted plan

Secondary

- Frontage on all other streets within downtown that are

not considered primary and include: Connector, Residential 1, and Residential 2

Other

- Alleys are not considered primary frontage

APPLICATION TO LOTS WITH MULTIPLE FRONTAGES

- In cases where a lot has multiple frontages, at least one frontage must be designated as primary

BUILDING PLACEMENT & SETBACK CHARACTER

Orientation

- Buildings should face the street and be accessible from the sidewalk
- Site layout shall prioritize placing buildings towards the front of the lot, with parking situated to the side and/or rear of the building

- Buildings located on a corner should have one of the following architectural features:
 - Two entrances, one primary and one secondary, located on each frontage
 - Architecturally prominent corner entry with vertical emphasis through building height or architectural elements like porches, colonnades, etc.

Setback Line

- The setback line is based off of the future back of curb

Build-To-Zone

- The Build-to-Zone begins at the required frontage type setback line

Build-To-Percentage

- The build-to-percentage refers to the proportion of a lot's frontage that must be occupied by the building façade

SETBACK EXCEPTIONS

Primary

- Infill development should match building setback line of adjacent properties
- Should the setback of existing buildings vary, Community Development Director shall determine setback line of infill development

Primary-Other

- For property fronting on a public open space, the building setback line should be based on an adopted plan
- If there is no adopted plan, the Community Development Director will determine the location of the building setback line
- Infill residential shall match building setback, mass, and scale of adjacent properties

Required Setback Line by Frontage Type (From future back of curb, measured in ft)			
A	Frontage Type	Primary	20
		Primary-Other	20*
		Secondary	16
Build-To-Zone (From setback line, measured in ft)**			
B	Frontage Type	Primary	0-10
		Primary-Other	0-10*
		Secondary	0-20
Minimum Build-To-Percentage			
C	Frontage Type	Primary	80%
		Primary-Other	80%
		Secondary	60%
D	Side Setback Line (ft)	None, unless abutting single-family residential zoning, then 10'	
E	Rear Setback Line (ft)	None, unless abutting single-family residential zoning, then 20'	

Figure 5.26 - Setback by Frontage Type

*Festival street: 0' setback and 0-10' build-to-zone
 **Build-To-Zone of 10' maximum is permitted if outdoor dining or other public open space amenity is proposed along frontage. To be approved by the Community Development Director.



Allowing for range within the Build-to-Zone allows for the inclusion of public spaces and other features that add to the public realm

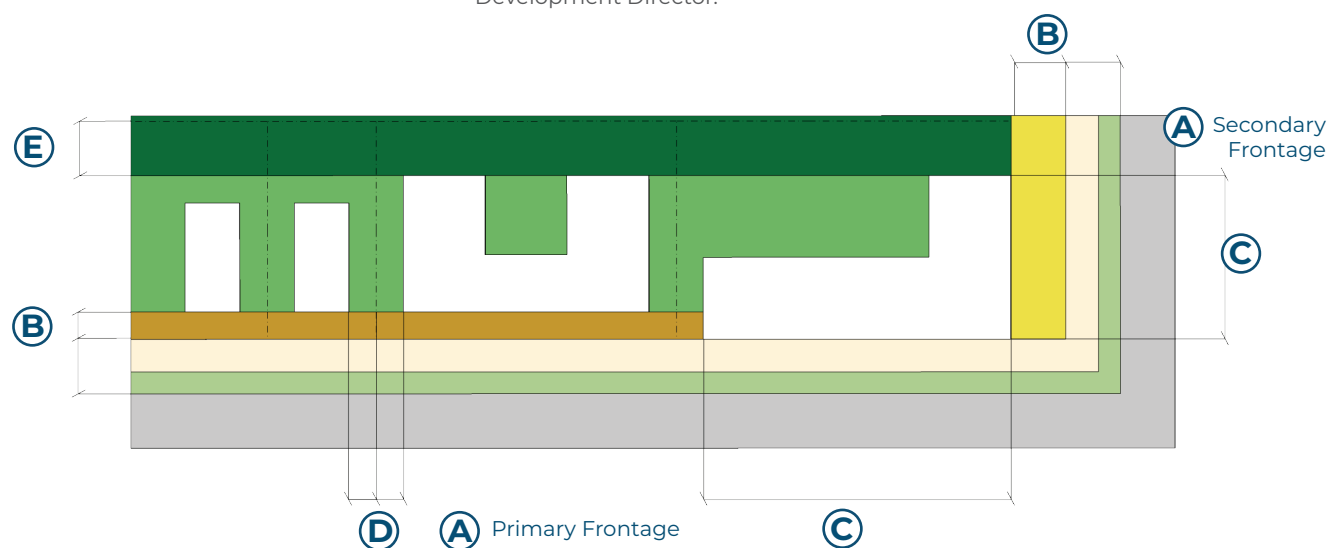


Figure 5.27 - Building Placement and Setback

BUILDING HEIGHT

Story

- The part of a building or structure above ground level between one floor and the next floor or roof above
- New downtown buildings must be at least two stories tall, with exceptions for certain accessory structures like retail kiosks or public restrooms

Building Height Calculation

- The building's vertical distance measured from the ground story to the attic story.
 - Parapets are included in the overall building height
 - Basements measuring less than 6 feet in height, determined from the average grade of the fronting sidewalk, are not considered stories, and thus are excluded from the calculation of overall building height

Building Height by District

- The permitted building height varies according to the specific character district. Refer to Figure 5.28

CHARACTER DISTRICTS	BUILDING HEIGHT	
	Min.	Max.
Main Street Character District	22' (2-story)	64' (4-story)*
Downtown Edge Character District	22' (2-story)	64' (4-story)
7th Avenue Character District	22' (2-story)	40' (3-story)
Lower Trailhead Character District	22' (2-story)	40' (3-story)

Figure 5.28 - District Height Transition

*With the exception of the buildings facing Main Street within the Main Street Historic District are not to exceed 3 stories

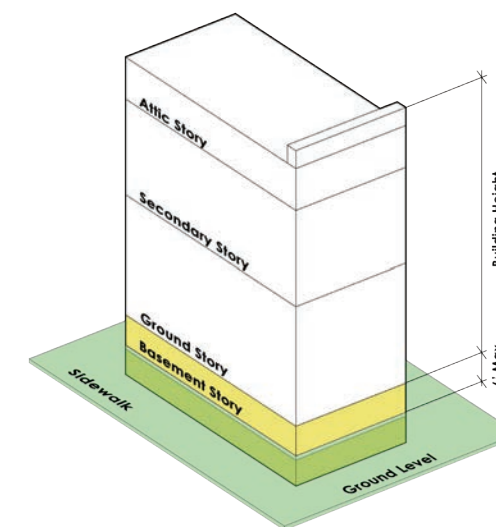


Figure 5.29 - Calculation of Building Height

BUILDING HEIGHTS MAP

The Building Heights Map, as shown on the right, outlines the maximum height allowed within each character district. The map includes the existing overlay character district, as mandated by Senate Bill 649, which was enacted by the General Assembly of North Carolina (2007). Within this district, building heights are restricted to a maximum of 64 feet.*

Recommendations include:

- Extend the 64' height limit to include all parcels within the downtown character districts.
- Allow a maximum height of 40' within the 7th Avenue and Lower Trailhead Character Districts.

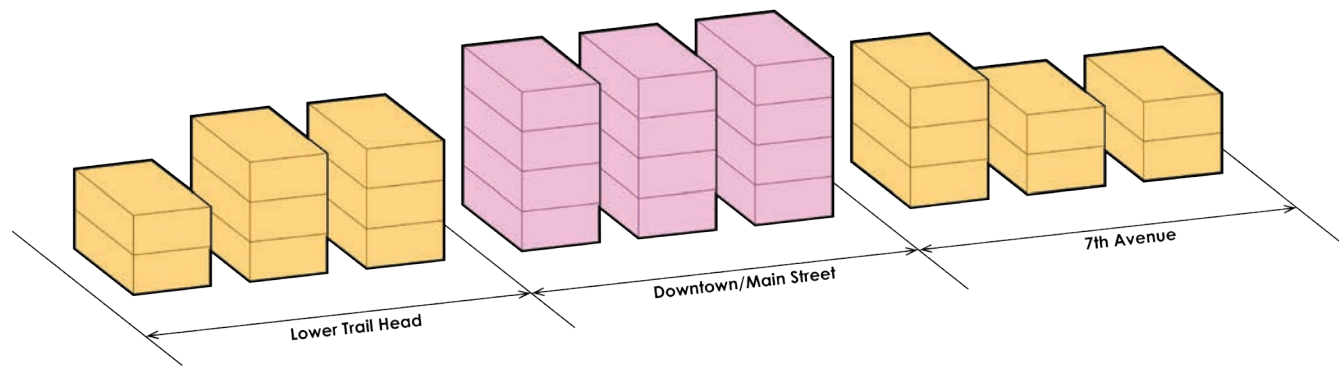


Figure 5.30 - Building Height Table

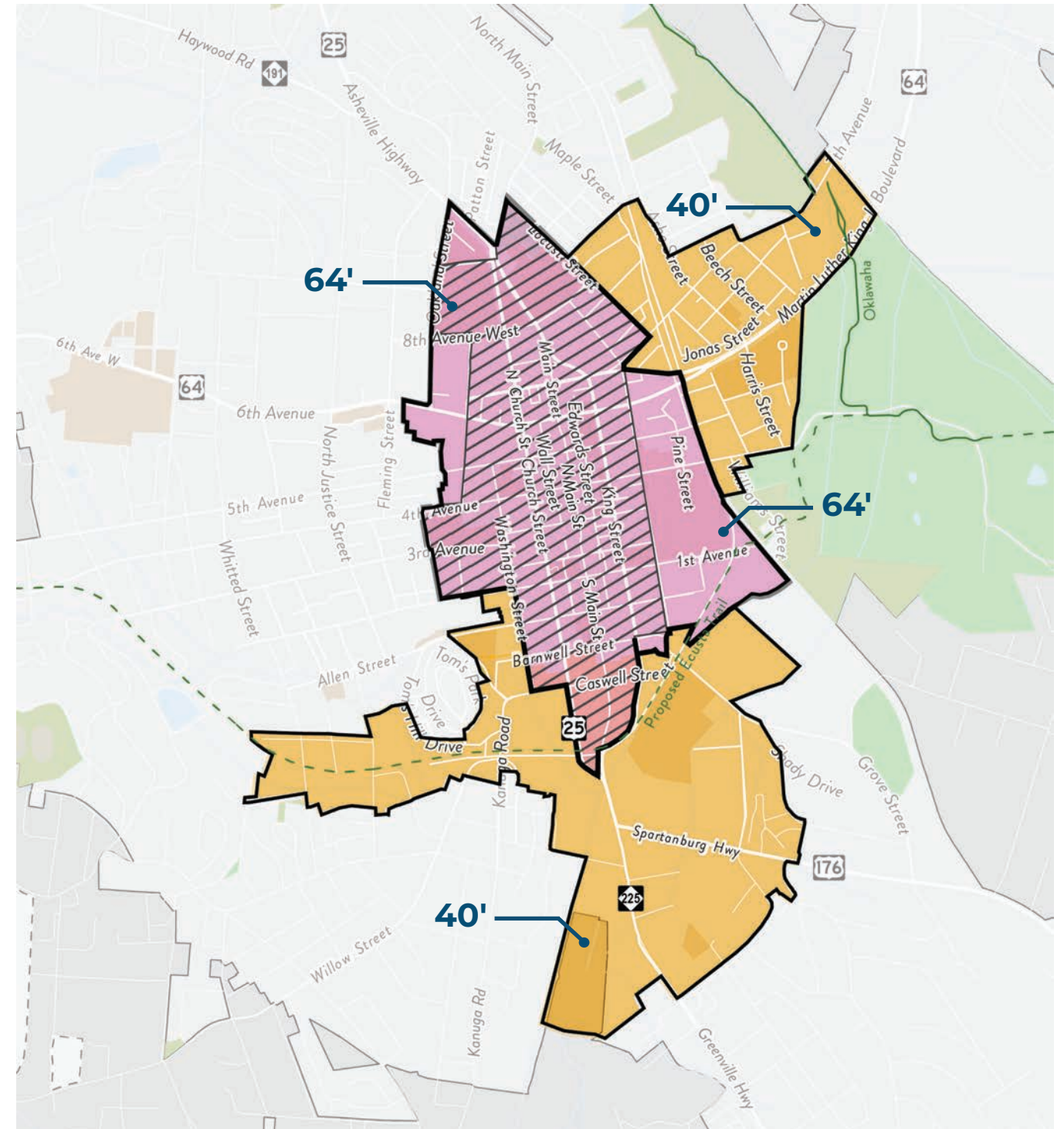


Figure 5.31 Building Heights Map



Source: City of Hendersonville, Henderson County, NCDOT

REAR AND SIDE STEPBACKS FOR DEVELOPMENT

Character District Transitions

When development is located next to a district with a lower height restriction, the development should be no more than one-story differential for the first 50 feet of building width.

Residential Transitions

Development adjacent to residentially zoned land and/or historic structure should be no more than one-story differential for the first 50 feet of building width.

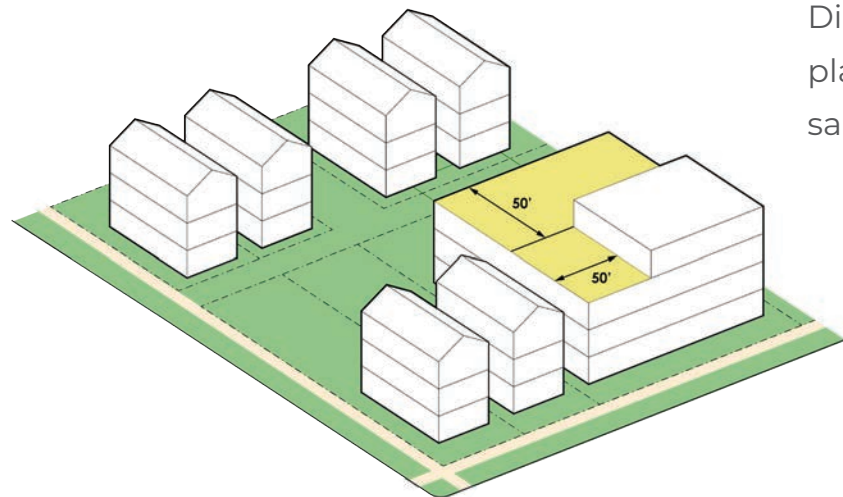


Figure 5.32 - Stepbacks

GREENWAY & TRAIL FRONTAGE

- When future development is planned along a proposed trail as outlined on any adopted plans, it is the responsibility of the development to construct the portion of the trail along the development frontage.
- The Community Development Director may adjust the public realm improvement standards when such improvements are not proportional to the need created by the development.
- The requirement might also be waived by the Director of Henderson County Parks and Recreation and/or the Community Development Director if either agency has plans for construction of the same trail.

CONNECTIONS TO PARKS AND GREENWAYS

- When a development abuts an existing or future greenway, park, or open space area, pedestrian/bicycle accessways must be provided at a minimum of every 1000 feet when feasible as determined by City staff.

LANDSCAPE

- Design landscaping, fencing, and retaining walls to be integrated into the site and its architecture.
- Screen service areas, utilities, and parking areas with trees, shrubs, and other landscaping.
- Install pedestrian bulbouts at street intersections within the downtown districts to reduce pedestrian crossing distance and expand public space. Integrate plantings, monumentation, public art, and seating within these spaces.

STORMWATER MANAGEMENT

- Underground stormwater detention should be utilized within the downtown districts versus surface detention facilities.
- Low impact stormwater management methods such as pervious paving, bioretention, and vegetated landscape islands shall be utilized in surface parking lots.
- Utilize innovative stormwater management methods such as the use of bioretention in planting strips along non-primary streets.

PARKING

- Surface parking lots shall not be a principal use in any character district.
- For commercial uses within the character districts, 5% of the total parking spaces should allow for public use during off-peak business hours.
- Shared parking is encouraged.

STRUCTURED PARKING

- Parking structures are encouraged within the downtown districts to reduce the footprint of surface lots.
- Developments requiring 200 vehicular parking spaces or more must build structured parking.
- Parking structures may be a principal use in the character districts.
- Parking structures wrapped with liner buildings.
 - When adjacent to a frontage, parking structures shall include active uses along 80% of the primary

frontage and 60% of the ground floor building length along any seconding frontage, excluding areas of required vehicular and pedestrian egress, and utility rooms.

- Vertical and horizontal architectural elements should be designed in a manner to approximate the window openings on adjacent habitated portions of the building.
- 60% of all openings on or visible from a frontage shall be screened with architectural louvers and/or panels.
- Refer to the Zoning Ordinance for additional parking standards.

PARKING REQUIREMENTS

- Within the Main Street character district, parking requirements are optional with the provision of a fee in lieu.

- Within the Downtown Edge, 7th Avenue, and Lower Trailhead character districts, minimum parking requirements are per the underlying zoning district.
- The following parking maximums apply to properties within each of the character districts regardless of the underlying zoning designation.

TRAILHEAD PARKING

- Surface lots for trailhead parking are allowed within the 7th Avenue and Lower Trailhead character districts.

- Trailhead parking lots must be spaced a minimum ½ mile from each other.
- These parking lots shall hold 10 spaces or fewer, including ADA spaces.
- Trailhead parking lots may incorporate amenities such as restrooms, water fountains, trash/recycling receptacles, and benches.
- Parking lots must be screened from the trail and the public street utilizing landscaping at a minimum width of a 10' landscape buffer.

Maximum Vehicle Parking Requirements	Main Street Character District	Downtown Edge Character District	7th Avenue Character District	Lower Trailhead Character District
Multi-Family	1 / bedroom	1 / bedroom	1 / bedroom	2 / bedroom
Single-Family Attached	No Limit	No Limit	No Limit	No Limit
Commercial Use	3 / 1,000 sf GSF	3 / 1,000 sf GSF	3 / 1,000 sf GSF	4 / 1,000 sf GSF
Civic Use	2 / 1,000 sf GSF	2 / 1,000 sf GSF	2 / 1,000 sf GSF	3 / 1,000 sf GSF
Open Space Use	1 / 6,000 sf	1 / 6,000 sf	1 / 6,000 sf	1 / 6,000 sf

Figure 5.33 - Maximum Vehicle Parking Requirements

ON-SITE OPEN SPACE

- All proposed developments are required to provide on-site open space except for developments on parcels one-fourth acre or less in size.
- Developments shall provide a minimum of on-site open space in accordance with the following:
 - Main Street: 5%
 - Downtown Edge: 10%
 - 7th Avenue: 10%
 - Lower Trailhead: 15%

PUBLIC ON-SITE OPEN SPACE

Development in the character districts shall provide a minimum public on-site open space in accordance with the following table based on the proposed land use.

PUBLIC ON-SITE OPEN SPACE	
COMMERCIAL	50% of required on-site open space shall be public
MIXED-USE	25% of required on-site open space shall be public
RESIDENTIAL	Not required

Figure 5.34 - Public On-Site Open Space

ON-SITE OPEN SPACE TYPES

- **Plazas:** Paved public spaces near urban buildings featuring gathering space, landscaping, places to sit, and sometimes shops.
- **Courtyards:** Open areas enclosed by buildings or walls
- **Greens:** Small urban parks covered by grass and/or trees
- **Close:** A shared area amidst residences or small businesses, instead of private yards
- **Pocket Parks:** Mini parks nestled between buildings
- **Linear Parks:** Long parks that connects landmarks or greens
- **Greenways:** Shared-use path corridor
- **Outdoor Amenities and/or Recreation Spaces:** Portion of space meant for recreational or outdoor activity
- **Outdoor Dining:** Outdoor arrangement of furnishings intended for eating/drinking
- **Rooftops:** Open terrace space on top of a building

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

Figure 5.36 - On-Site Open Space Typology5

Building Design

ARCHITECTURAL CHARACTER

An overview of the architectural character of each of the proposed character districts can be seen below. Future development should look to the existing architectural language within each character district for inspiration but should not mimic buildings entirely.

Main Street

- Made up of primarily 1-2 story commercial buildings with flat roofs
- Both natural and painted brick
- Many buildings are adorned with decorative friezes at the top adding dimension and unique character

Downtown Edge

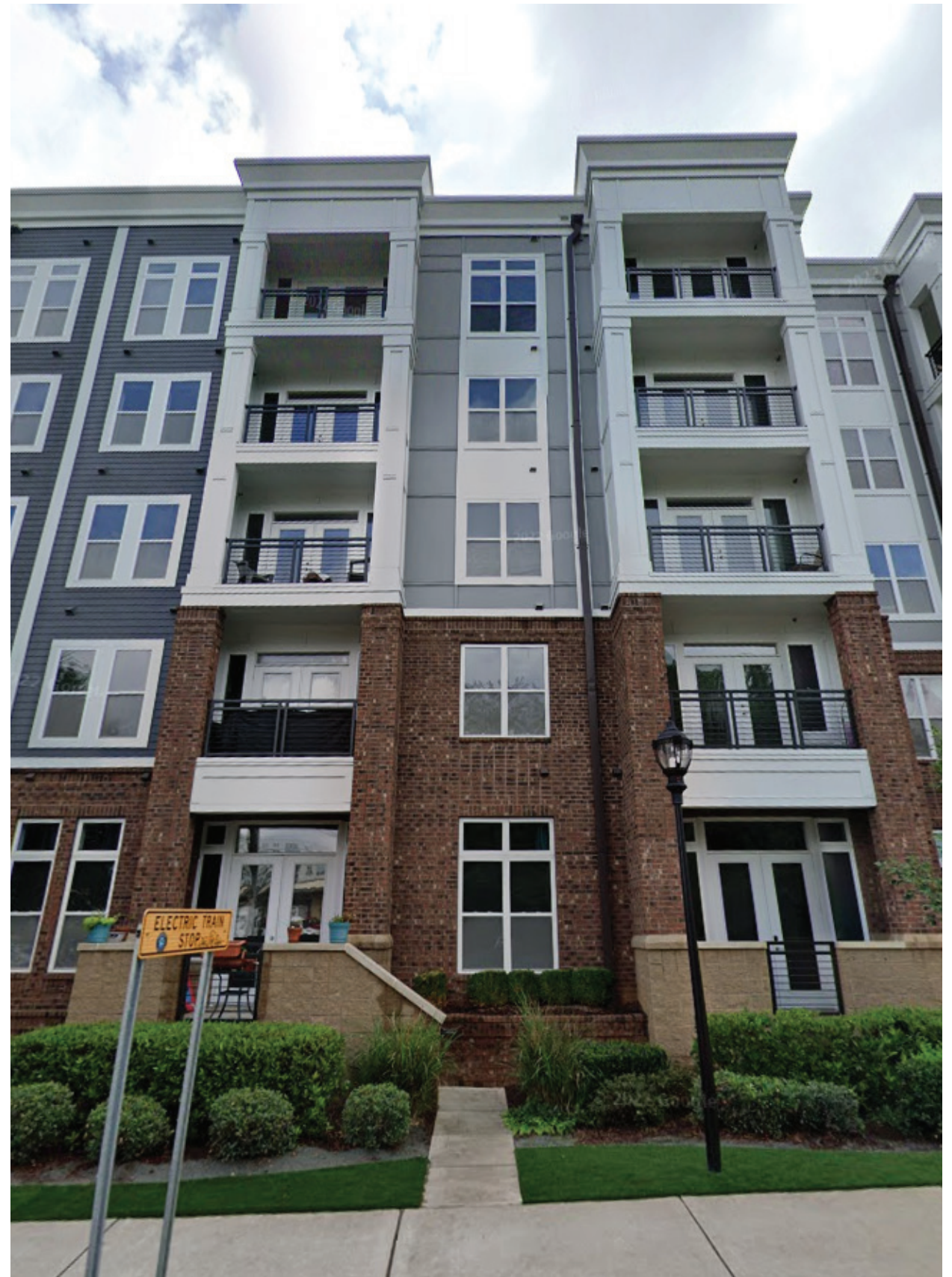
- Made up of primarily 1-2 story commercial and civic buildings
- Both natural and painted brick
- Both flat and pitched roofs are present within this district

7th Avenue

- Made up of primarily 1-2 story commercial and warehouse buildings with flat roofs
- Primarily natural brick
- Also contains some early twentieth century single-family residential

Lower Trailhead

- Contains a variety of land use and styles at present but the future Ecusta Trail will transform the area's character
- Future development should be trail oriented
- Architectural styles within this district might lean more modern except in areas such as Lenox Park where existing historic districts exist



Example of an articulated building façade | 808 Hawthorne Apartments, Google Street View

FAÇADE ARTICULATION AND MASSING

- Ⓐ Large buildings shall utilize building detail and articulation to help distribute their mass and scale. For buildings 150 feet in length or longer:
- Ⓑ Façades shall be divided into shorter segments by means of modulation; such modulation shall occur at intervals of no more than 60 feet and shall be no less than 2 feet in depth.
- Ⓒ A courtyard, with a minimum width and depth of 60 feet, shall be visible from the street on primary frontages spaced no more than 150 feet.
- Ⓓ Ground-floor designs such as arcades, galleries, colonnades, outdoor plazas, or outdoor dining areas shall be incorporated into the building façade and are considered in meeting required build-to percentages.

- The first two floors above the street grade shall be distinguished from the remainder of the building with an emphasis on providing design elements that will enhance pedestrian environment.
- Special interest to the base shall be provided by incorporating elements such as corbeling, molding, stringcourses, ornamentation, changes in material or color, recessing, architectural lighting, and other sculpturing of the base.
- Buildings on a corner or at an axial terminus should be designed with additional height or architectural embellishment. Examples include:
 - Chamfered or rounded corners
 - Projecting and recessed balconies and entrances
 - Enhanced window designs

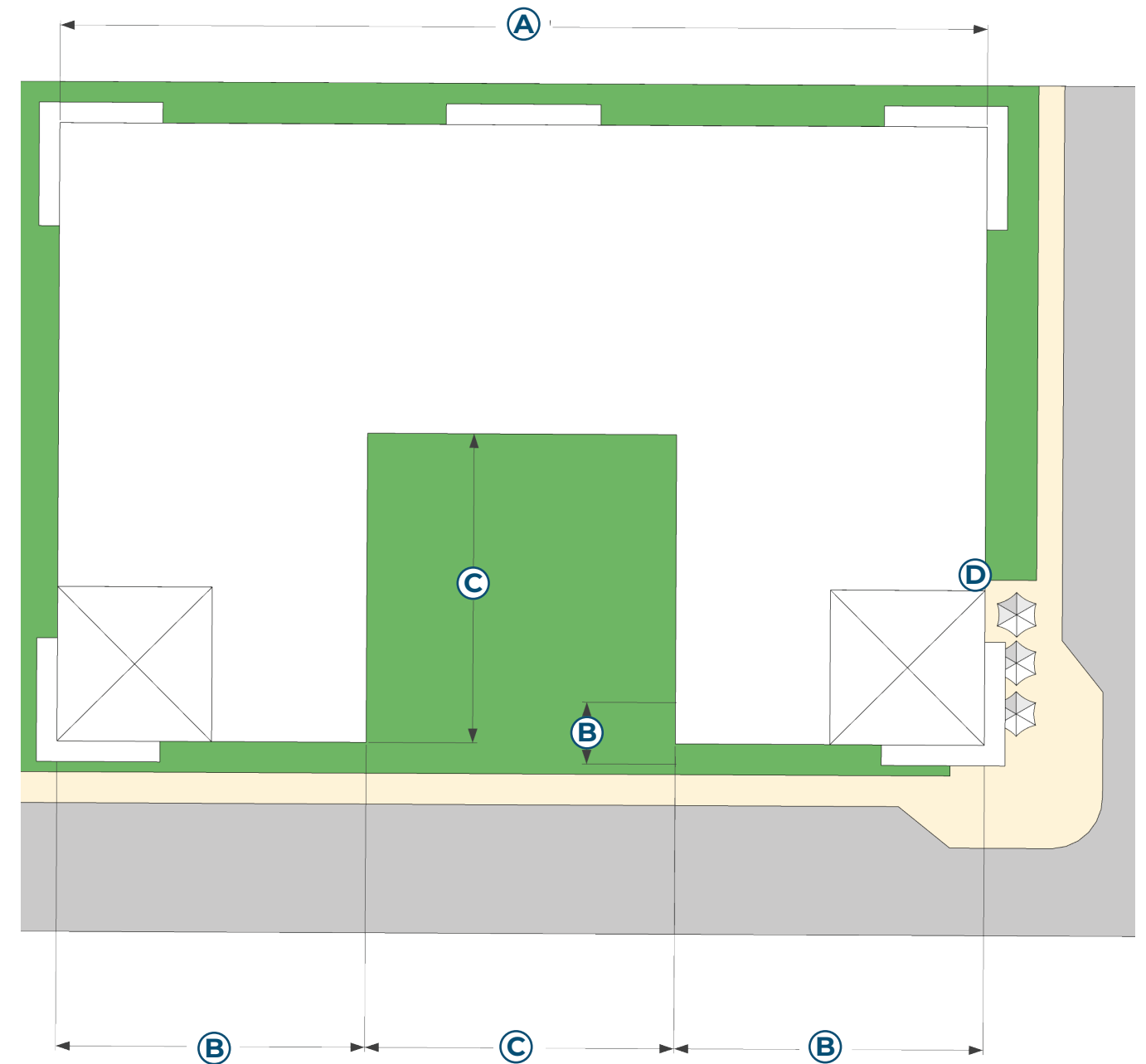


Figure 5.36 - Façade Articulation and Massing Diagram

BUILDING ELEMENTS

Entry

- The main pedestrian entry shall be a prominent entrance on the primary frontage.
- For corner buildings with two frontages, the main pedestrian entry can be located on the corner.
- Enhance the design of entry areas with materials, as well as architectural and landscape features, that will naturally guide pedestrians.

Windows

- Shopfront windows shall not be lower than 2 feet from the ground plane except where architectural elements like floor or ceiling glass curtain walls or glass roll up doors are utilized.
- Windows should comprise more than 60% of the building façade in the Main Street and Downtown Edge districts.

- Windows should comprise more than 40% of the building façade in the 7th Avenue and Lower Trailhead districts.
- Windows shall be set back 4-6 inches from the façade rather than flush.

Roofs

- Infill development in the Main Street district shall have flat roofs to match the existing architecture of Main Street.
- Pitched roofs are permitted in the Downtown Edge, 7th Avenue, and Lower Trailhead districts.

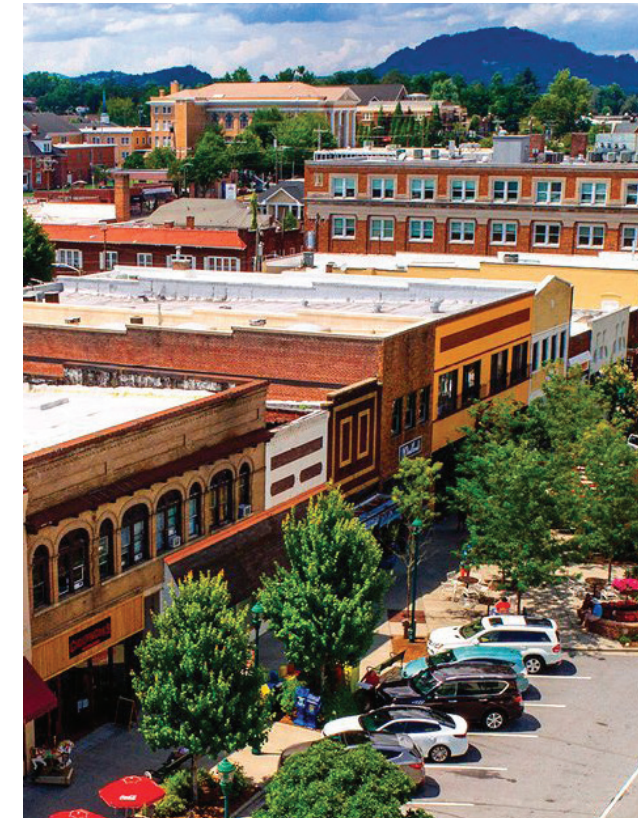
Recessed Doorways

- Recessed doorways are encouraged with 5 feet as the maximum distance of recess from the front wall.
- No glass shall be positioned lower than two feet above ground level.
- Doors are not permitted to swing into the sidewalk/ pedestrian zone.

Activated Ground Floor

Since the ground floor is at the same elevation as the surrounding streetscape, activation of the façade is essential in creating an enjoyable downtown pedestrian experience.

- Ground floor façades should be composed primarily of glass to allow views of the use and activity within the buildings
- Within the Main Street and Downtown Edge districts, the ground floor shall be composed of commercial uses.
- Private residences are prohibited on primary frontages within Main Street and Downtown Edge districts.
- Primary residence entries, including those for townhomes and brownstones, should incorporate features such as stoops, porches, etc.
- Ground floor design should incorporate elements such as retail displays, planters, art, and canopy coverings to encourage pedestrian activity.



Flat rooftops within the Main Street character district | Henderson County Tourism



Activated ground floors on Main Street | Visit Hendersonville NC

Materiality

- Materials chosen for building façades, balconies, windows, or roof should be compatible with the surrounding context of the district but should not be identical as to not allow for any diversity.
- All façades visible from a primary frontage shall utilize high-quality finish materials such as: brick, wood, stone, concrete-based stucco, horizontal wood siding, architectural metal panel, or wood shingle.
- Within the Main Street and Downtown Edge districts, brick shall be the primary building material. Predominant shall mean more than (50%) of the non-glasses wall surface.
- The following materials are prohibited within any of the downtown districts: EFIS, concrete board, concrete block, pre-engineered corrugated metal panels.

Franchise Architecture

- Franchise architecture, a standardized architectural building style used as part of a standardized program to promote brand identity through visual recognition, is not permitted within the character districts.
- Franchise architecture should be modified as necessary to be in line with the existing character district in which it is proposed.
- Franchise architecture must conform with all Downtown Design Guidelines.

Drive-Throughs

- Drive-through facilities or services are not permitted within the Main Street, Downtown Edge, or 7th Avenue districts.
- This applies to any type of drive-through facility or service including restaurants and financial institutions.

- Walk-up service windows are the preferred service window in a downtown pedestrian-oriented district
- Within the Lower Trailhead District, drive-throughs are permitted but cannot be along the primary frontage. They shall be located to the rear of the building.

SIGNS

Signs within the character districts should add to the street vitality and be compatible with adjacent usage and signage.

Landmark signs that contribute to the historical or cultural character of the area or the community, shall be preserved. Landmark signs are subject to City Council approval.

- Landmark signs may include historic painted wall signs on a building façade; even if that business or product is no longer on site, the sign adds character to the area, and should be considered a landmark sign.



An example of a regional chain (11 stores) that occupies a historic building | Mast General Store Asheville



Walk up window of a pizzeria | Bird Pizza, Alex Cason Photography

Prohibited Signs

- Monument signs, changeable message, and flashing signs are prohibited.
- Freestanding signs are prohibited where a building is present.
- Internally illuminated sign letters, and neon, roof, and movable signs are prohibited except for historical significance, architecture, or use.
- Businesses shall not paint over awning signs; awnings must be replaced or professionally redone so there is no remnant of old signs on the fabric awning.



Painted business sign | JC Signs Charlotte

Permitted Signs

- Signs that are on the building face, windows, doors, canopies, or awnings.
 - Individual elements such as letters or digits placed on top of and at the front edge of a canopy over a ground level walk-in entryway.
- Signs painted or stenciled on walls or through windows or doors to complement the architectural period or style of the building are permitted.
 - These are permitted for all non-residential uses within the character districts.
 - Painted wall signs shall not be painted on architectural features such as doors, or cornices; Building/business address, name, or information such as hours of operation are not considered a painted wall sign.
 - Painted wall signs may be externally lit with light directed to the sign face.

- The property owner and/or business owner are responsible for ensuring that a painted wall sign is maintained in good condition and repaired in the case of vandalism or other destruction.
- Projecting Signs
 - Projecting signage should be scaled for pedestrian legibility rather than vehicular wayfinding.
 - Refer to zoning ordinance for height and clearance dimensions.
- Hanging Signs
 - Signs must be hung parallel to the building façade from a second floor arcade or balcony or within a first floor entry alcove.
- Externally illuminated signs
 - Direct light of white or yellow from a shielded source is the preferred method of illumination.

- White or colored halo lighting, with opaque letters/symbols are displayed in front of a background which reflects a hidden light source, is permitted.
- Sidewalk signs
 - Sidewalk signs, such as A-frame “sandwich signs” are allowed during business hours.
 - Sidewalk signs should not block the pedestrian zone.
 - Refer to zoning ordinance for placement guidelines.

Advertising Vacancies

- The posting of advertisements, with the exception of for sale or lease information, are prohibited from windows, walls, or any surfaces..

For specific regulations regarding signage refer to the Hendersonville Zoning Ordinance. Signs are subject to the Community Development Director's approval.

Chapter VI. Realizing the Vision: The Action Plan

IMPLEMENTATION STRATEGY

IMPLEMENTATION PROJECTS

OPERATIONAL POLICES

Introduction

PLAN IMPLEMENTATION

Chapters IV and V describe the updated vision for the community as a whole and for downtown. Now it is time to outline a dynamic and compelling approach for advancing this vision on the ground in the years ahead in Hendersonville.

This work includes three parts:

- The **Implementation Strategy**, summarizes the overall approach that the City will take to implement the plan.
- The **Implementation Projects**, describe the specific initiatives the City will pursue to enact this Strategy and advance the goals, objectives, and future land use pattern described in the plan.

- The **Operational Policies**, are key principles that elected officials, upper management, and department heads should communicate and reinforce to maintain momentum on plan implementation.

All three of these parts are essential to improving the community in a manner consistent with the shared Gen H vision in the years ahead.

Volunteers paint the Bee Line Mural on the sidewalk along Maple Street

Implementation Strategy

Based on community input and planning team analysis, there are seven components to the Implementation Strategy. These are listed on the following pages, with icons for the corresponding Gen H goals that they each advance.

Sample locations of where each component would be pursued in the community are displayed with the corresponding character areas of the Future Land Use and Conservation Map included in the plan (see Figure 4.12 for a full description).

Together, these components describe the City's approach to development and conservation in the years ahead.



Council Member Jennifer Hensley at Comp-versations | City of Hendersonville



Staff reviews plans at a Gen H Open House

Open Space

CONNECT PEOPLE TO THE GREAT OUTDOORS

Work to distribute parks and greenways throughout the community, and connect them to create a linked network of green space.



PROTECT AND RESTORE NATURAL SYSTEMS

Enlarge the tree canopy and enhance natural systems by relocating vulnerable buildings out of the floodplain, restoring stream banks and natural areas, and planting natives.

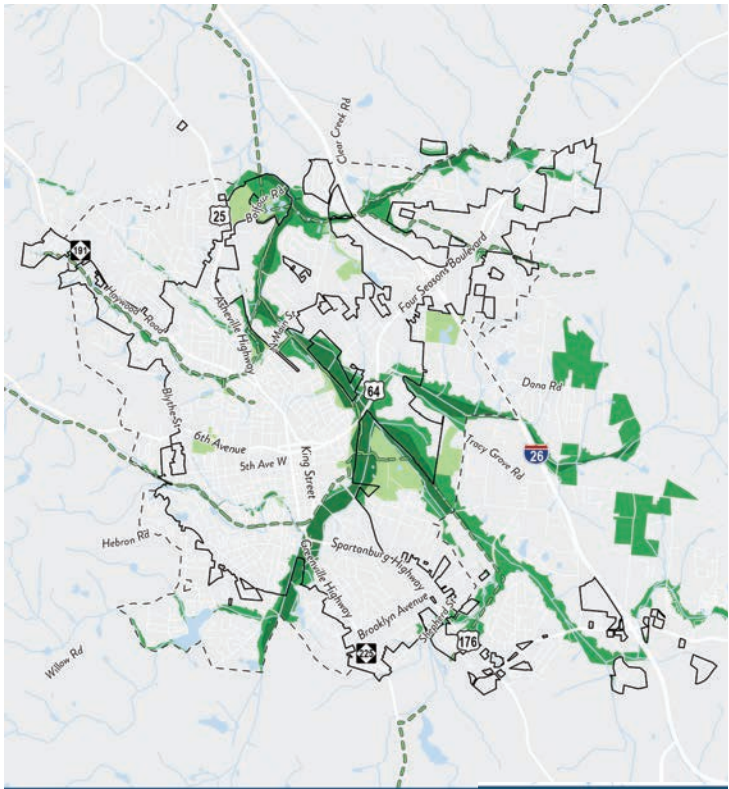


Figure 6.1 - Open Space Map 0 4,500 Feet

Living

ENERGIZE MULTI-PRONGED APPROACH TO AFFORDABLE AND ACCESSIBLE HOUSING

Implement key recommendations from the forthcoming Affordable Housing Strategic Plan to create a multi-pronged approach to providing more housing options.

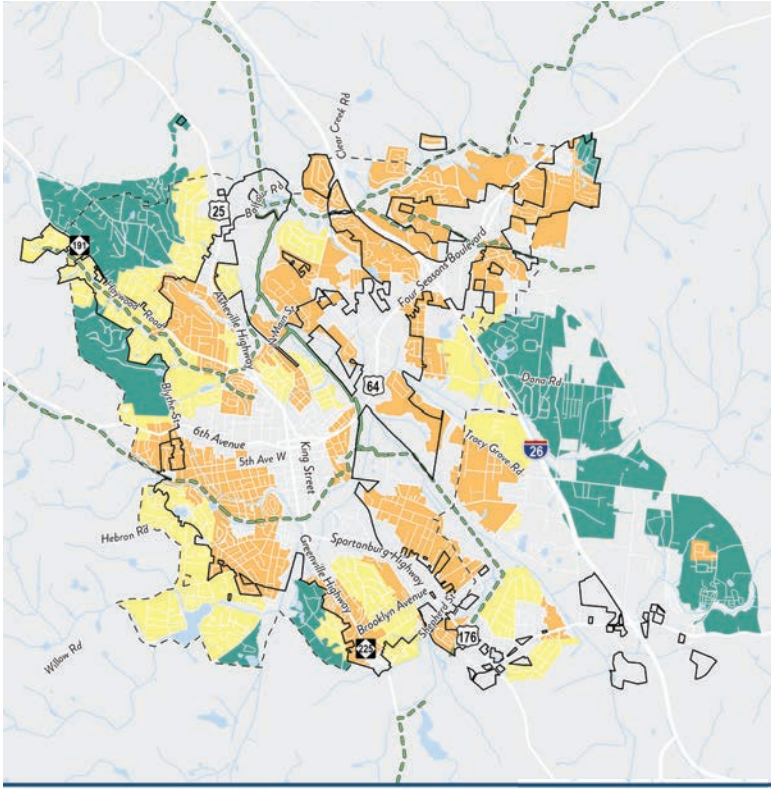


Figure 6.2 - Living Map 0 4,500 Feet

Employment

LEVERAGE PARTNERSHIPS TO PROTECT APPLE COUNTRY

Collaborate with the County and rural farmers to protect the working landscape of farms, forests, and orchards, and guide growth to areas with suitable infrastructure.

CATALYZE SMALL BUSINESS AND INNOVATION

Support creative spaces and provide small-business assistance to help the next generation of creative businesses develop and thrive.

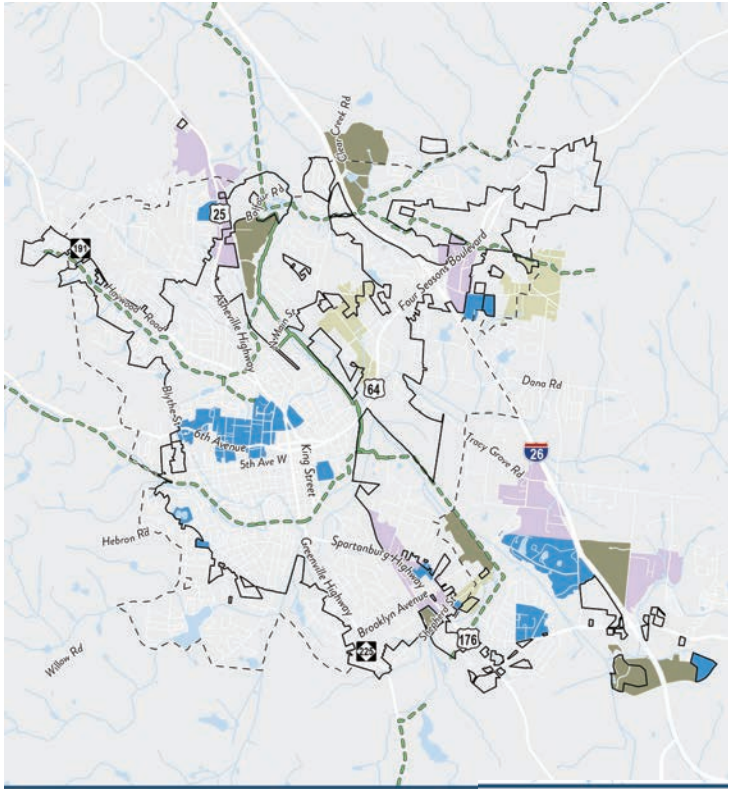


Figure 6.3 - Employment Map 0 4,500 Feet

Activities

TRANSFORM GATEWAYS AND CORRIDORS

Direct new development to aging commercial corridors to remake them as vibrant, walkable, mixed-use centers.

STRENGTHEN COMMUNITY PLACEMAKING

Catalyze neighborhood-guided investment to strengthen the area around 7th Avenue, Downtown, and other locations through authentic placemaking, targeted infrastructure improvements, and resident retention strategies.

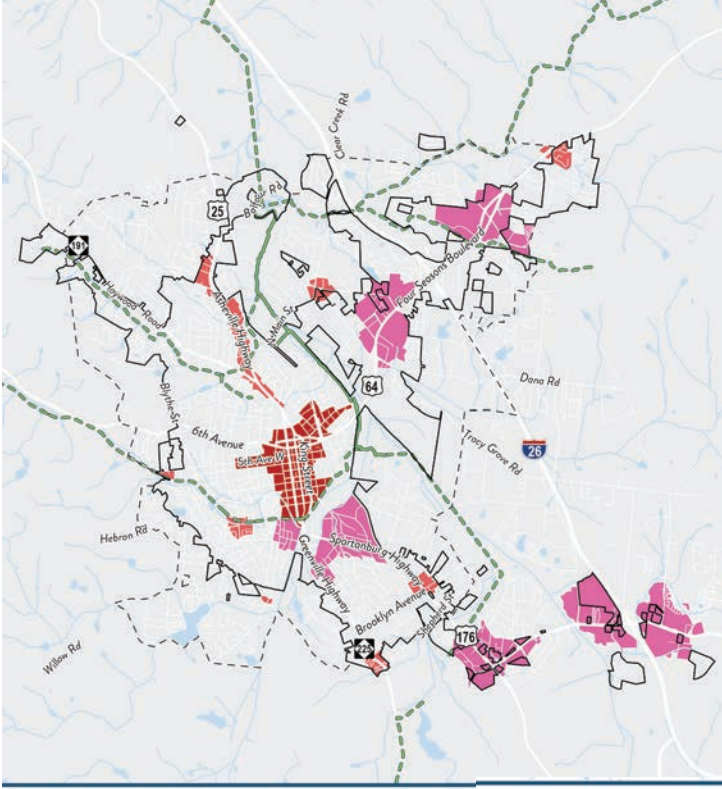


Figure 6.4 - Activities Map 0 4,500 Feet

Implementation Projects

In order to carry out the Implementation Strategy and advance the Gen H goals, objectives, and future land use pattern, the City must implement a variety of projects. To do this, the City can draw upon a toolbox of local government measures available in North Carolina. These include the following:

LOCAL GOVERNMENT PLAN IMPLEMENTATION TOOLBOX:



Ordinances

Requirements for where new development projects can locate and what design standards they must meet.



Public Investments

Parks, streets, greenways, community facilities, and other community improvements funded with public monies.



Programs and Policies

Analysis of specific issues and detailed plans for specific areas in the community to better understand local circumstances and develop a shared path forward.



Follow-Up Studies and Plans

Public initiatives such as a community tree planting program and policies such as how to request neighborhood traffic calming measures.

Customized Tools

The planning team went through a special process to identify and select tools that are well aligned with the Gen H Plan goals, feasible for the City and its partners to carry out, and impactful in advancing the shared community vision described in the plan. Altogether, there are 76 different implementation projects. Together, they form a portfolio of measures that will help the City implement the Gen H Plan in a meaningful and manageable way. The projects have been organized under the 10 Gen H Plan goals to help readers find the strategies that address the issues they care about most. The resulting list is presented on the following pages.

This portfolio represents years, if not decades, of work by City staff. As a result, the planning team has also identified 34 projects within this list as candidates for short-term

action (i.e. for launching within two years of plan adoption), and further delineated these into three categories, with 10 projects identified as highest priority for action, 18 projects as a higher priority for implementation, and six projects that are a high priority for initiation. This list is included in a Short-Term Implementation Projects Table that is separate from the comprehensive plan but is reviewed and adopted by the Planning Board and City Council at the same time as the plan to provide direction to City staff on which projects to work on first. Even this is much more than can be pursued in the short term, but these measures give the City a good pool of potential projects to work on first.

The project prioritization list is a stand alone document that is intended to be flexible as the city grows and changes over the years and is managed by the City.



1. Vibrant Neighborhoods

1.01: Establish neighborhood matching grant program for self-directed improvements

Invite neighborhood organizations and community groups to submit grant proposals to the City to make improvements that they propose such as gateway signage, artwork, local history installations, and improvements to pocket parks.

1.02: Better connect neighborhoods to green space amenities by making public investments and adding code standards in new UDO (Project 4.01)

Strengthen the linkages between residential areas and parks through public improvements such as sidewalks and trails, and development requirements requiring connections.

1.03: Update minimum housing code to reinvent code enforcement to improve dilapidated properties in equitable manner

Revise 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.

1.04: Define process for resident-initiated designation of additional local historic districts

Map out procedure for residents to pursue designation of new local historic districts.

1.05: Offer neighborhood conservation overlay district option

Create process for residents to request preparation of development standards that protect the form and character of existing neighborhoods, while allowing for compatible home updates and redevelopment.



Residential neighborhood in Hendersonville, NC | Realtor



2. Abundant Housing Choices

2.01: Utilize existing Mixed Use Zoning Districts to introduce multi-family housing in commercial corridors and redevelopment areas*

Support the production of multi-family housing units in commercial corridors and redevelopment areas through the City's existing mixed use zoning districts to support implementation of the Future Land Use and Conservation Map.

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 may involve creating a Housing Trust Fund, working with institutional partners and using development standards to catalyze affordable housing development (e.g. expand housing types, incentivize affordable housing, update conditional zoning standards), working with selected neighborhoods (e.g. Green Meadows) to develop a community land trust to protect and develop

affordable housing, studying publicly owned land for use for affordable housing, and assisting property owners as micro developers.

2.03: Explore code provisions in the new UDO (Project 4.01) to diversify housing stock to promote life cycle housing and more neighborhood age diversity

Support the development of neighborhoods with housing for all ages by allowing a broader range of housing types and other development standards in a manner consistent with community character.

2.04: Develop City Land Bank to clear dilapidated properties and promote redevelopment

Create an organization to acquire, stabilize, improve, and resell unsafe and abandoned properties to put them back into productive use.

2.05: Support development proposals that mix subsidized housing with market-rate housing

Encourage mixed-income and market-rate development to boost affordable housing production.



3. Healthy and Accessible Natural Environment

3.01: Update green space protection standards as part of new UDO (Project 4.01) to promote access and prioritize type and quality of green space protected with new development

Develop green space standards for new development that clarify the preferred type and characteristics of land to be protected, and that promote local access to this resource.

3.02: Explore updating floodplain development standards, including increasing freeboard requirements, strengthening redevelopment standards

Review existing floodplain protection requirements for new development and redevelopment against current best practices to identify potential updates to reduce flood risk and damage.

3.03: Integrate Natural Resources requirements in zoning ordinance with floodplain requirements as part of the new UDO (Project 4.01)

Combine the development standards for natural resources and floodplain protection as part of drafting a new Unified Development Ordinance.

3.04: Seek federal and state grants to fund floodplain property buyouts to expand flood storage capacity and increase urban greenspace

Reduce the risk of future property damage and loss of life by acquiring properties damaged by flooding from property owners on a voluntary basis using funding from state and federal sources. This will also increase the flood storage capacity in the floodplain and increase public open space along the rivers and creeks in the community. (Example: [Lyons, CO](#))

3.05: Implement top priorities of Parks & Green Space Master Plan

Improve the local park system by pursuing the top implementation projects called for in the new Parks & Green Space Master Plan.

3.06: Develop urban forestry plan for maintaining and expanding tree canopy

Work systematically to protect and expand the tree canopy in the city by drafting and implementing an urban forestry plan.

3.07: Develop educational program to reduce spread of invasive species and promote native and pollinator plants

Promote the care and planting of vegetation that is adapted to local conditions and representative of the local natural history by conducting a community education program on native plants, including how to reduce the spread of invasive species and plant edible trees/edible landscaping in community landscaped areas and community gardens.

3.08: Support County to update and implement 2010 Henderson County Agricultural Preservation Plan to promote agricultural economic development

Boost local farm economics and the ability to make a living from the land by supporting Henderson County in updating and implementing its Agricultural Preservation Plan.

3.09: Identify and pursue several streambank/stream corridor restoration projects

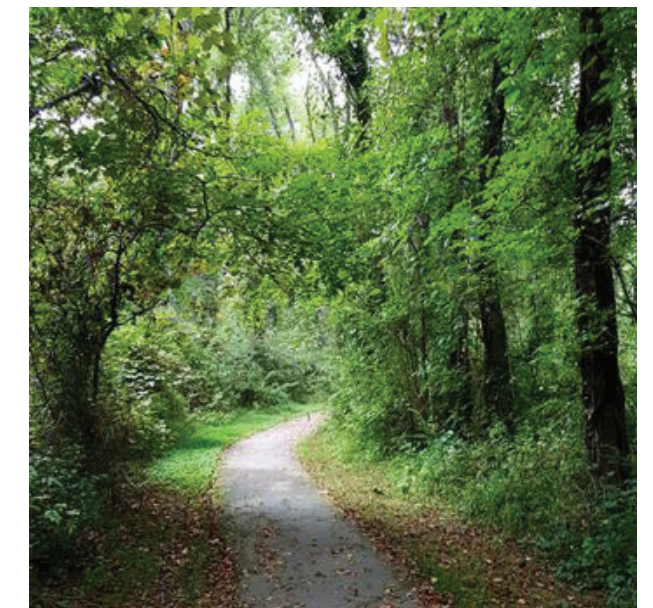
Improve water quality and local stream ecosystems by restoring eroding streambanks and damaged stream corridors.

3.10: Add standards to protect steep slopes

Improve local environmental protection and reduce the risk of landslides by drafting ordinances provisions to protect steep slopes from new development and redevelopment.

3.11: Assist local partners in acquiring conservation easements on sensitive lands (floodplains, creeks, steep slopes, wetlands, etc.)

Protect the community's essential green infrastructure by helping partner organizations acquire the development rights to sensitive natural areas to keep them in conservation uses.



Jackson Park in Hendersonville, NC | Yelp



4. Authentic Community Character

4.01: Create Unified Development Ordinance (UDO) to improve clarity and quality of development standards

Provide a single, integrated set of development standards that is consistent with the new Gen H Comprehensive Plan by drafting a Unified Development Ordinance.

4.02: Codify Downtown Design Guidelines with UDO updates (Project 4.01)

Translate the Downtown Design Guidelines into enforceable standards for new development and redevelopment by integrating them into the new UDO.

4.03: Study entry corridors and other areas as needed for the development of appropriate Design Guidelines in new UDO (Project 4.01)

Improve the appearance and function of entry corridors and other areas by exploring the development of design guidelines for these areas for inclusion in the UDO.

4.04: Update development standards in new UDO (Project 4.01) to catalyze aging commercial redevelopment; consider developing form-based code standards for activity centers

Increase the vitality and utilization of aging commercial areas by preparing updated development standards that promote walkable mixed-use environments. Consider using form-based code standards for these and other activity centers.

4.05: Explore additional Municipal Service Districts (MSDs) and consider merging or expanding current MSDs or using other mechanisms to catalyze downtown redevelopment in the 7th Avenue, Downtown Edge, Lower Trail Head districts, and other key nodes and commercial corridors

Evaluate the creation of new public investment mechanisms including Municipal Service Districts to promote walkable redevelopment in and around downtown, and other key activity nodes and commercial corridors.

4.06: Provide incentives for activation/redevelopment of upper floors in downtown for residential, service, or micro-commercial uses

Increase the vitality of downtown by developing incentives to promote the use of upper floors in downtown buildings.

4.07: Create pedestrian gateways to each neighborhood through safe pedestrian connections utilizing pocket parks and art installations that celebrate local history, character and culture

Enhance neighborhoods and celebrate local history through customized art installations with pedestrian improvements.

4.08: Establish vacant property program as component of revised Commercial Building Maintenance Code and/or Minimum Housing Code.

Improve the maintenance of vacant buildings and catalyze their redevelopment through the creation of a vacant property program.



Main Street in Hendersonville, NC | Our State



5. Safe Streets and Trails

5.01: Implement low-cost projects from 2023 Walk Hendo Pedestrian Plan and begin design on other priority projects in the plan

Work to improve pedestrian safety and convenience by pursuing projects from the new Walk Hendo that the City can currently afford, and begin design on more expensive projects in the plan to use in securing additional funding.

5.02: Seek NCDOT grant to fund targeted updates to Hendersonville Bike Plan

New trail projects and other initiatives such as the Ecusta Trail necessitate an update to the 2017 Hendersonville Bike Plan to reflect a changing bike network. As a result, request grant monies from the N.C. Department of Transportation to fund this work.

5.03: Pass transportation bond to fund top pedestrian and bike projects

Seek authorization from the voters to finance local funding to build priority pedestrian and bike projects.

5.04: Use local funds to leverage state and federal funding for top transportation projects

Use local funding as a match to pursue state and federal funding for transportation projects.

5.05: Develop gateway corridor streetscape plans

Improve the appearance and functionality by preparing streetscape plans for the City's gateway corridors.

5.06: Promote trail-oriented development, guidelines, and standards in new UDO (Project 4.01)

Adopt code provisions to support appropriate development along local trails to serve users and leverage this public investment.

5.07: Continue to develop team approach to coordinate floodplain and stream restoration, utility improvements and street resurfacing projects with new off-street multi-use trails and on-street bicycle and pedestrian facilities.

Integrate work to improve the pedestrian and bicycle network with restoration of riparian corridors and

other mutually beneficial endeavors to harmonize multiple activities and maximize effectiveness.

5.08: Continue to utilize local and NCDOT resurfacing projects as an opportunity to improve mobility for all users

Use resurfacing projects as an opportunity to reconfigure and restripe road rights of way to include safe bicycle and pedestrian facilities.

5.09: Develop City street cross sections that support pedestrian friendly design and traffic calming (i.e. street trees, narrow lanes, chicanes, etc.)

Create standard City street cross sections for construction by the City and by developers that make streets safer for all modes of travel.

5.10: Identify road safety projects to help reduce and eliminate serious accidents and deaths (Corridor Studies, Access Management, Address Congestion Point at 25 & 64)

Coordinate with local, regional, and state partners on infrastructure improvements to create safer streets.



Main Street in Hendersonville, NC | Our State



6. Reliable and Accessible Utility

6.01: Align utility and infrastructure policy/plans with land use plans and with local and state partners

Coordinate land use, utility, and infrastructure planning and policies with partner agencies to advance community goals.

6.02: Explore options to help community pursue renewable energy and energy efficiency improvements

Research ways to increase the use of clean energy as a percentage of overall energy needs, and engage partners on promising options.

6.03: Explore options for funding watershed protection to ensure clean water supply

Research ways to protect water supply by investing resources in watershed protection.

6.04: HVL Team: Add water, wastewater, and stormwater projects

Fund priority utility and infrastructure projects to provide water, wastewater, and stormwater management services.



Hendersonville water supply | City of Hendersonville



Solar panels | Adobe Stock



7. Satisfying Work Opportunities

7.01: Continue to engage business community in business improvement and policy decisions

Continue to hold regular meetings and other activities with members of the local business community to actively involve them in improving local business conditions and related policy questions.

7.02: Encourage property owners to re-imagine their real estate

Engage and incentivize commercial owners in more fully utilizing their property, for example by activating upper floors downtown and introducing residential development and a mix of uses in gateway corridors to create more employment opportunities and greater community vitality. Also, empower residential property owners to become microdevelopers by introducing ADUs, side/backyard lots, duplex additions, etc. as a means of maximizing real estate investment and increasing housing supply.



Upper floor activation in Charlotte, NC | Charlotte's Got A Lot

7.03: Encourage pop-up and micro retail

Support existing and new entrepreneurs by catalyzing small-scale retail opportunities to test business concepts and serve as a stepping stone to growing local businesses.

7.04: Ensure Zoning Code is evolving to permit emerging business opportunities and pop-up/micro arrangements

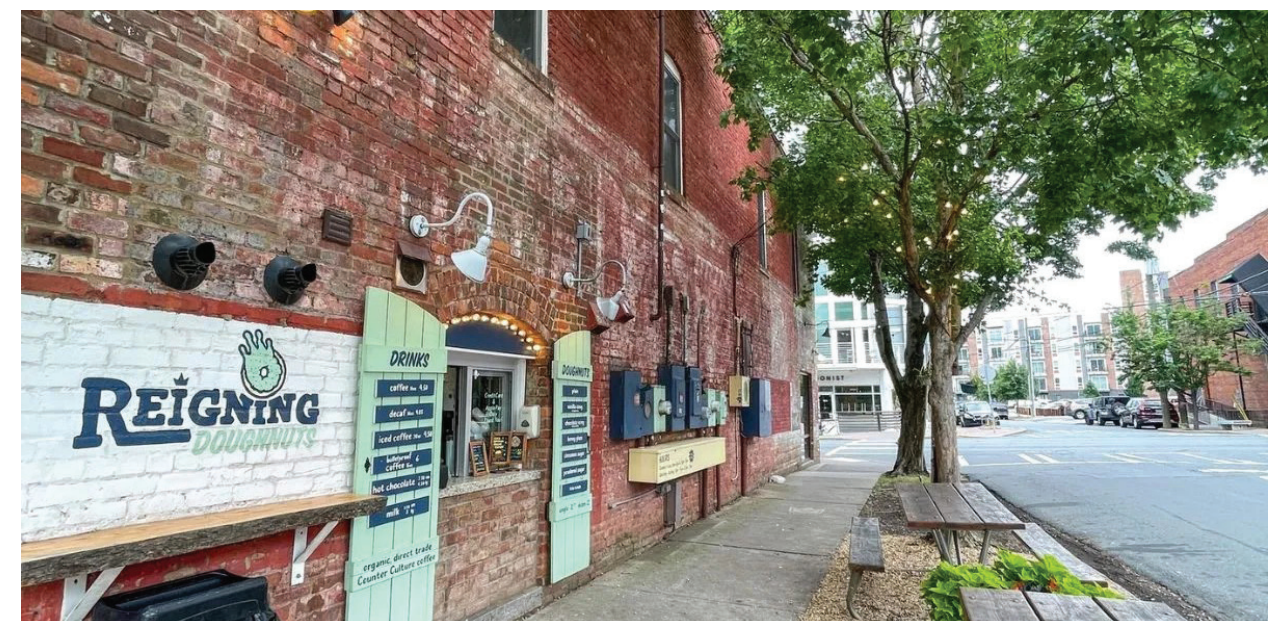
Track and adjust zoning regulations to support community-friendly business opportunities and catalyze small-scale businesses to create more employment and build local enterprises.

7.05: Use Downtown Opportunity Fund as test case for possible expansion outside downtown

Leverage experience with the Downtown Opportunity Fund to potentially assist businesses throughout the community.

7.06: Work with Henderson County Partnership for Economic Development to support appropriate industrial development including ensuring adequate land zoned for this use

Support desired industrial development by coordinating with the Economic Development Partnership and zoning adequate land.



Micro retail in Charlotte, NC | Only In Your State



8. Welcoming and Inclusive Community

8.01: Support local partners to host cultural festivals and celebrate community diversity

Celebrate different traditions by supporting local partners in conducting community festivals and other events.

8.02: Expand community events to add retail promotion events

Work with local business owners to hold events that feature their products and services and invite customers to the community.

8.03: Establish program to connect business owners and entrepreneurs with state and federal grant and loan opportunities for business development

Help local businesses tap state and federal resources to build their enterprises. Continue efforts of the Downtown Opportunity Fund program (7.05).

8.04: Encourage development of entrepreneur assistance program

Work to catalyze and support local businesses by assisting in the creation of small-business development initiative. Continue efforts of the Downtown Opportunity Fund program (7.05).

8.05: Develop robust business recruitment and retention program, incorporating existing small business training and new business outreach efforts and materials

Build on existing efforts to attract and retain new businesses to serve the community.

8.06: Complete ADA transition plan

Finish the strategy for improving accessibility in the community.

8.07: Implement top projects in ADA transition plan

Make the community more welcoming to residents and visitors with disabilities by pursuing the top projects identified in the ADA transition plan.

8.08: Encourage partners to explore possible food hall that celebrates community diversity through food

Support the vending of food from different cultures in a food hall format to celebrate local diversity. (Example: [Fletcher, NC](#))

8.09: Explore certification as an autism/sensory friendly community

Build on existing assets such as St. Gerard House and educational amenities downtown like the Hands On! Children's Museum and the Aquarium & Shark Lab by Team ECCO to explore certification as an autism/sensory friendly community.

8.10: Develop Citizens Academy to build local leadership and civic participation

Establish a program to teach people about how government and other civic organizations work and build their leadership skills.

8.11: Develop City youth internships, apprenticeships, and civic participation opportunities

Support youth engagement and skill-building by offering internships, apprenticeships, and community involvement opportunities.

8.12: Support community partners to develop youth activities

Help partners provide more opportunities for productive outlets for energizing young people.

8.13: Support community partners in developing multi-generational program for senior adults and youth partnerships

Help civic organizations connect the young and the old for the benefit of each.

8.14: Work with County and Aging Coalition to identify and address action plan to address needs of aging population

Work to make the community more age friendly by helping partners implement targeted action plan.



Holiday celebration in Downtown Hendersonville, NC | Visit Hendersonville, NC



9. Accessible and Available Community Uses and Services

9.01: Continue to consider access and equity in development of service master plans (e.g. parks plan, Walk Hendo plan)

Work to make City systems more accessible and equitable by continuing to include these considerations in the development of service master plans.

9.02: Continue to identify additional opportunities to consistently provide accessible meetings and public participation

Work to increase public engagement and involvement by finding additional ways to make public meetings and activities accessible.

9.03: Conduct cost-benefit/co-benefits analysis to see which public investments would deliver the most value

Use analytical tools to evaluate the community benefits of future public investments.

9.04: Explore joint use opportunities to maximize public facility infrastructure (utilizing schools, places of worship, etc.)

Evaluate the potential to leverage existing public and civic facilities to help meet community demand for services such as recreation, senior activities, and community programs.

9.05: Continue to explore smart cities technologies to make selected improvements to service delivery

Develop tools and processes such as vendor demos and pitch and pilot events to evaluate the potential of new technologies to improve local services.

9.06: Support opportunities to strengthen local wrap around services for community members experiencing homelessness, mental illness, substance abuse, domestic abuse, and other issues

Help improve social service delivery by supporting provision and coordination of integrated solutions and assistance.



10. Resilient Community

10.01: Prepare Community Readiness Plan

Help the community manage future disruptive events like the COVID-19 pandemic by preparing a special plan to increase its readiness and resilience.

10.02: Develop Community Emergency Response Teams (CERT) to help with community preparedness

Create and train a corps of local volunteers to assist during natural disasters and other disruptive community events.

10.03: Continue to promote City fiscal health by extending time horizon on CIP and staffing plan

Continue to look into the future to plan and manage staffing and infrastructure costs by extending the time horizon on the City's capital improvements plan and staffing plan.

10.04: Explore payment in lieu of taxes for tax exempt property owners

Support improved service delivery for all community members by evaluating manageable and meaningful revenue contribution opportunities from those that are currently tax exempt.

10.05: Implement projects in 2024 Sustainability Plan

Reduce the City's environmental footprint by implementing actions from the Sustainability Strategic Plan to reach greenhouse gas reduction goal (specified in plan).

10.06: Support County in implementing top projects from 2025 South Mountains Regional Hazard Mitigation Plan, once it's updated

Improve regional readiness and resilience to respond to natural hazards by helping the County implement the regional hazard mitigation plan.

10.07: Explore and advocate for additional revenue options, like 1/4-cent sales tax, grants, and loans

Identify and pursue new revenue sources to help provide local public services.

10.08: Conduct analysis to ensure full alignment of adopted City plans

Help make sure all of the City's adopted plans are working together in a coordinated manner by analyzing their consistency.

Short-Term Project List

The Community Advisory Committee (CAC) and a Staff Leadership Team reviewed the proposed list of short-term projects and provided input, which is summarized below. A comparison of the projects that received the most votes from the CAC and Staff Leadership team with those identified as priorities by the planning team can help inform the City’s selection of short-term projects to work on moving forward.

QUESTIONS	RESPONSES			
	CAC	Staff Leadership	TOTAL	Planning Team
Top Goal				
2. Abundant Housing Choices	8	6	14	
5. Safe Streets and Trails	2	4	6	
3. Healthy and Accessible Natural Environment	1		1	
1. Vibrant Neighborhoods	1		1	
4. Authentic Community Character		3	3	
10. Resilient Community		2	2	
6. Reliable and Accessible Infrastructure		2	2	
9. Accessible and Available Community Uses and Services		1	1	
Total	12	18	30	
Q1 -- Vibrant Neighborhoods				
Update minimum housing code to reinvent code enforcement to improve dilapidated properties in an equitable manner (#1.03)	7	11	18	S-1
Establish neighborhood matching grant program for self-directed improvements (#1.01)	5	2	7	S-3
Better connect neighborhoods to green space amenities by making public investments and adding code standards in new UDO (#1.02)	2	4	6	S-2
Total	14	17	31	
Q2 -- Abundant Housing Choices				
Implement top projects from Affordable Housing Strategic Plan (#2.02)	8	3	11	S-2
Develop City Land Bank to clear dilapidated properties and promote redevelopment (#2.04)	4	6	10	S-3
Utilize existing Mixed Use Zoning Districts to introduce multi-family housing in commercial corridors and redevelopment areas (#2.01)	2	8	10	S-1
Explore code provisions in new UDO to diversify housing stock to promote lifecycle housing and more neighborhood age diversity (#2.03)		1	1	S-2
Total	14	18	32	
Q3 -- Healthy and Accessible Natural Environment				
Implement top priorities of Parks & Green Space Master Plan (#3.05)	6	14	20	S-3
Integrate Natural Resources requirements in HML ordinances with floodplain requirements as part of new UDO (#3.03)	6		6	S-1
Develop urban forestry plan for maintaining and expanding tree canopy (#3.06)	2	1	3	S-2
Update green space protection standards as part of new UDO to promote access and prioritize type and quality of green space protected with new development (#3.01)		2	2	S-2
Total	14	17	31	

QUESTIONS	RESPONSES			
	CAC	Staff Leadership	TOTAL	Planning Team
Q4 -- Authentic Community Character				
Establish vacant property program as component of revised Commercial Building Maintenance Code (#4.08)	8	4	12	S-1
Update development standards in new UDO to catalyze aging commercial redevelopment; consider form-based code standards for activity centers (#4.04)	2	4	6	S-2
Study entry corridors and other areas as needed for the development of appropriate Design Guidelines in new UDO (#4.03)	2	5	7	S-2
Create Unified Development Ordinance (UDO) to improve clarity and quality of development standards (#4.01)	2	3	5	S-1
Codify Downtown Design Guidelines with UDO updates (#4.02)		1	1	S-2
Total	14	17	31	
Q5 -- Safe Streets and Trails				
Implement low-cost projects from 2023 Walk Hendo Pedestrian Plan and begin design on other priority projects in plan (#5.01)	6	1	7	S-2
Continue to utilize local and NCDOT resurfacing projects as an opportunity to improve mobility for all users (#5.08)	5	3	8	S-1
Develop City street cross sections that support pedestrian-friendly design and traffic calming (#5.09)	3	9	12	S-1
Continue to develop team approach to coordinate floodplain and stream restoration, utility improvements and street resurfacing projects with new off-street multi-use trails and on-street bicycle and pedestrian facilities. (#5.07)		3	3	S-1
Promote trail-oriented development guidelines and standards in new UDO (#5.06)		1	1	S-2
Total	14	17	31	
Q6 -- Reliable and Accessible Utility Services				
Align utility and infrastructure policy/plans with land use plans and with local and state partners (#6.01)	11	7	18	S-1
Pursue priority water, wastewater, and stormwater projects (#6.04)	2	10	12	S-2
Total	13	17	30	
Q7 -- Satisfying Work Opportunities				
Use Downtown Opportunity Fund as test case for possible expansion outside downtown (#7.05)	7	5	12	S-2
Continue to engage business community in business improvement and policy decisions (#7.01)	7	12	19	S-2
Total	14	17	31	
Q8 -- Welcoming and Inclusive Environment				
Encourage development of entrepreneur assistance program (#8.04)	6	1	7	S-3
Develop Citizens Academy to build local leadership and civic participation (#8.10)	5	10	15	S-2
Complete ADA transition plan (#8.06)	3	7	10	S-1
Total	14	18	32	
Q9 -- Accessible and Available Community Uses and Services				
Continue to consider access and equity in development of service master plans (e.g. Parks Plan, Walk Hendo Plan) (#9.01)	10	7	17	S-2
Continue to explore smart cities technologies to make selected improvements to service delivery (#9.05)	4	9	13	S-2
Continue to identify additional opportunities to consistently provide accessible meetings and public participation (#9.02)		*Collected during draft review*		S-2
Total	14	16	30	
Q10 -- Resilient Community				
Conduct analysis to ensure full alignment of adopted City plans (#10.08)	7	11	18	S-2
Other?	5	2	7	
Total	12	13	25	

Figure 6.5 Short Term Project List

Operational Policies

In addition to specific projects, the City will also emphasize the importance of a number of operational policies that are needed to fully utilize the Gen H Comprehensive Plan and make sure that it informs community decisions in the years ahead. These include the following:

A. Touchstone for Decision Making:

Make consultation of the Gen H Comprehensive Plan by the elected and appointed boards, City staff, and community partners a systematic practice when making public and private decisions, especially regulatory revisions, public investments, and land use and infrastructure policy decisions.

B. Staff Collaboration: Emphasize the importance of collaboration by all City departments in supporting the implementation of the Gen H Comprehensive Plan.

C. Plan Alignment: Review adopted plans for alignment with the comprehensive plan and with each other.

D. Annual Progress Report: Track progress in implementing the Gen H Comprehensive Plan by providing an annual update to the City's upper management and elected and appointed boards on implementation projects pursued over the past year and ones planned for the coming year. Discuss implementation progress, any project adjustments and course corrections that are appropriate, and resources needed moving forward.

E. Regular Updates: Maintain the Gen H Comprehensive Plan as a living document by making regular updates to reflect evolving community conditions and policy perspectives, with a more extensive update at least every five years, and a full update every ten years.

Using the *Implementation Strategy*, *Implementation Projects*, and *Operational Policies* outlined in this chapter, the City will work systematically to implement the Gen H Comprehensive Plan and advance the shared community vision that it embodies on the ground.

In so doing, it will improve the lives of current and future residents and community stakeholders, and make Hendersonville an even better community in the Southern Blue Ridge Mountains in the years ahead.



Bearfootin' 2024 Bear Reveal in Hendersonville, NC