HENDERSONVILLE TOWN CENTER

MASTER PLAN

Hawkins Partners, Inc.

in association with

Economics Research Associates
Everton Oglesby Architects
RPM Transportation Consutants

AUGUST 2006

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INTRODUCTION

Where is our Town Center? Hendersonville's citizens have increasingly been asking this question with the realization that like many cities across the country, their city has no civic heart. Of course, there is a City Hall, library and other civic facilities scattered within the core of the City, but there is no place for citizens to gravitate and collectively feel a part of the City.

While the center of the City has maintained the status quo or declined, the periphery has flourished as new retail, office and residential projects continue to be developed at an unprecedented rate. The result of this ad hoc prosperity has been a series of segregated neighborhoods, disconnected retail and office buildings, and a nonexistent pedestrian environment that currently comprises the planning area.

The planning process for the town center master plan involved a number of key players from the community and resulted in the creation of a Town Center Redevelopment Committee (TCRC). These members of the community, as well as leadership officials and planning staff, have come to a realization that the study area has an opportunity to cut short the current downward trend and reshape the area as a destination for citizens and visitors for which the city can be proud. The creation and acceptance of a town center master plan is a vital step towards making this overall vision a reality.

The TCRC for the City of Hendersonville is divided into two steering committees. These committees are called the Core Area group, focusing on the interior of the planning area and the Shore Area group, focusing their attentions on the lake front. Each group has taken a close look at their respective areas; the following is a summary of their overall goals for the planning area.

- The TCRC strives to once again focus the attention of the city back to the lake and take advantage of this distinctive community resource to make the motto 'City by the Lake' a viable declaration.
- The TCRC strives to integrate more mixed-use residential, commercial, office and introduce public buildings as anchors into the planning area to make an identifiable civic center that is more animated and conducive to a variety of activities during daytime, nighttime and weekends.
- The TCRC strives to adopt a special zoning district or overlay zone that will utilize urban design, zoning, and densities to assist in defining the town center.
- The TCRC strives to make the planning area an economically viable district and develop incentives that will continue to support development and investment in the town center for future generations.
- The TCRC strives to acquire dilapidated or vacant properties in an effort to take advantage of under utilized land that potentially holds great value.
- The TCRC strives to create a more pedestrian friendly environment, with a specific goal of improving streets within the planning area and in turn creating a destination where people desire to live, work and play.

Photo 1: Looking South along Drakes Creek Shoreline

The Planning Process Summary

The planning process was started in September 2004 and has continually been evolving. The process involved the following components:

- Inventory
- Stakeholder Interviews
- Analysis
- Design Charrette
- Public Input
- Concept Plan
- Implementation

Inventory. During the inventory phase, the team compiled digital base data provided by the City. The base information included; roads, buildings, sidewalks, parking areas, property lines and hydrological features. An aerial photograph was used to supplement the data. The team also received land use and zoning information from the City along with all of the documentation of ordinances and other applicable codes. The City also provided the documents showing all future planned transportation improvements for the planning area as well as surrounding areas.

A parking inventory was conducted by the city, which documented all public and private spaces within the planning area. As a part of this study a photographic survey of the roads was compiled and measurements of all road cross sections were obtained from previous studies.

Economic data was gathered from City, State, County, and Federal sources as was readily available. Supplemental data was also gathered from other non-governmental sources. This data was reported during the series of TCRC meetings and public meetings.

The planning team conducted a photographic survey of the planning area and met with city planning staff to participate in a guided tour of the City and to hear the story of the City's development. Based upon the photographic survey and tour, the team also inventoried the architectural character found within the planning area.

Stakeholder Interviews. A total of 12 people were invited by the City to participate in a series of stakeholder interviews. Each participant was asked a series of six questions. These interviews were held to gain an understanding of local views of problems, opportunities, investment, visions of urban design, economic development, business enhancement or strategies.

Assessment. A series of analyses were conducted based on the inventory collected and information received from the stakeholders. The analysis process included physiological, visual and economic analyses.

The physiological analysis studied how the current town center functions. It primarily focused on vehicular and pedestrian circulation, and future transportation improvements.

The visual analysis focused on the visual character of the planning areas and identified areas of high visual quality, medium visual quality and low visual quality. In addition, high points and focal points were identified.

The economic analysis studied economic feasibility of the town center area to determine the appropriate and viable mix of uses for the area; results were detailed during the TCRC and public presentations. An analysis was also completed to determine public, commercial, housing, and retail market potentials.

Based on the results of the analysis phase, a key list of opportunities and constraints were identified.

Design Charrette. The design team gathered after the analysis stage to review the information and begin to discuss how the town center could develop to meet the goals expressed by the City. Participants were given the opportunity to draw and present their plans to the group to facilitate discussion and ideas.

Public Input. Preliminary concepts of how the town center could develop were presented to the public for feedback. In addition, the public had the opportunity to review goals and make changes as necessary.

Concept Plan. Several renditions of a concept plan were investigated. The initial concept plan envisioned a viable solution for the entire planning area (Figure 15.0). Due to outside constraints and lack of community support a final concept plan which utilized only a small portion of the planning area was developed that illustrated a functional solution for the town center (Figure 21.0).

Implementation. The purpose of the Implementations Task is to outline a series of policies and specific action steps that support the concept plan. The policies and actions will provide a clear guide for the City of Hendersonville to realize the master plan.

INVENTORY

- Planning Area
- Overall Area
- Historical Inventory
- Land Use
- Zoning
- Transportation
- Planned Improvements
- Architectural Character

Fig. 1.0 Planning Area

LEGEND:

PARK

1. LIBRARY
2. EXISTING CITY HALL
3. BROWN ELEMENTARY SCHOOL
4. DRAKES CREEK PARK
5. MEMORIAL PARK
6. MALLARD POINT PARK

PLANNING AREA

The planning area for the Town Center Master Plan encompasses approximately 200 acres (Figure 1.0). Several of the City's civic buildings are currently located within or near the planning area. They include the Library, City Hall, and Brown Elementary School. Also included in the planning area is the City's historical town center.

The proximity to Old Hickory Lake is of significant importance to Hendersonville. The planning area includes a generous portion of lake frontage along Drakes Creek, a major tributary to Old Hickory Lake. Drakes Creek has recently undergone a substantial dredging and restoration project by the Army Corps of Engineers in the hopes of promoting ecological improvements to the creek.

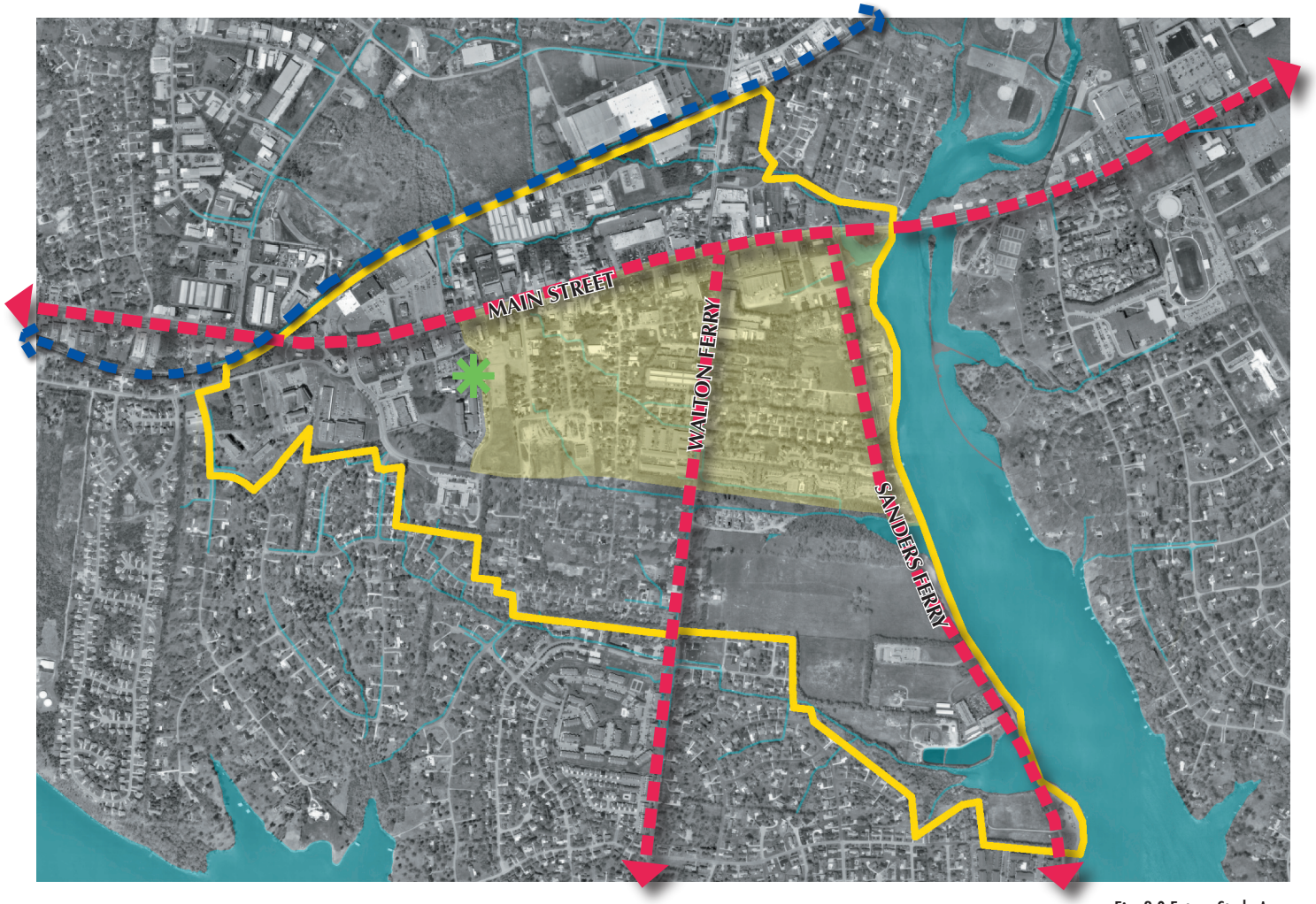


Fig. 2.0 Future Study Area

LEGEND:

- PLANNING AREA
- FUTURE STUDY AREA
- MAJOR ROAD
- RAILROAD
- EXISTING CITY HALL

OVERALL STUDY AREA

The overall planning area for the Town Center Master Plan encompasses approximately 600 acres (Figure 2.0). This is the original area that the TCRC was looking to examine. After further consideration it was decided to focus inital planning efforts and resources on the area shaded in yelllow.

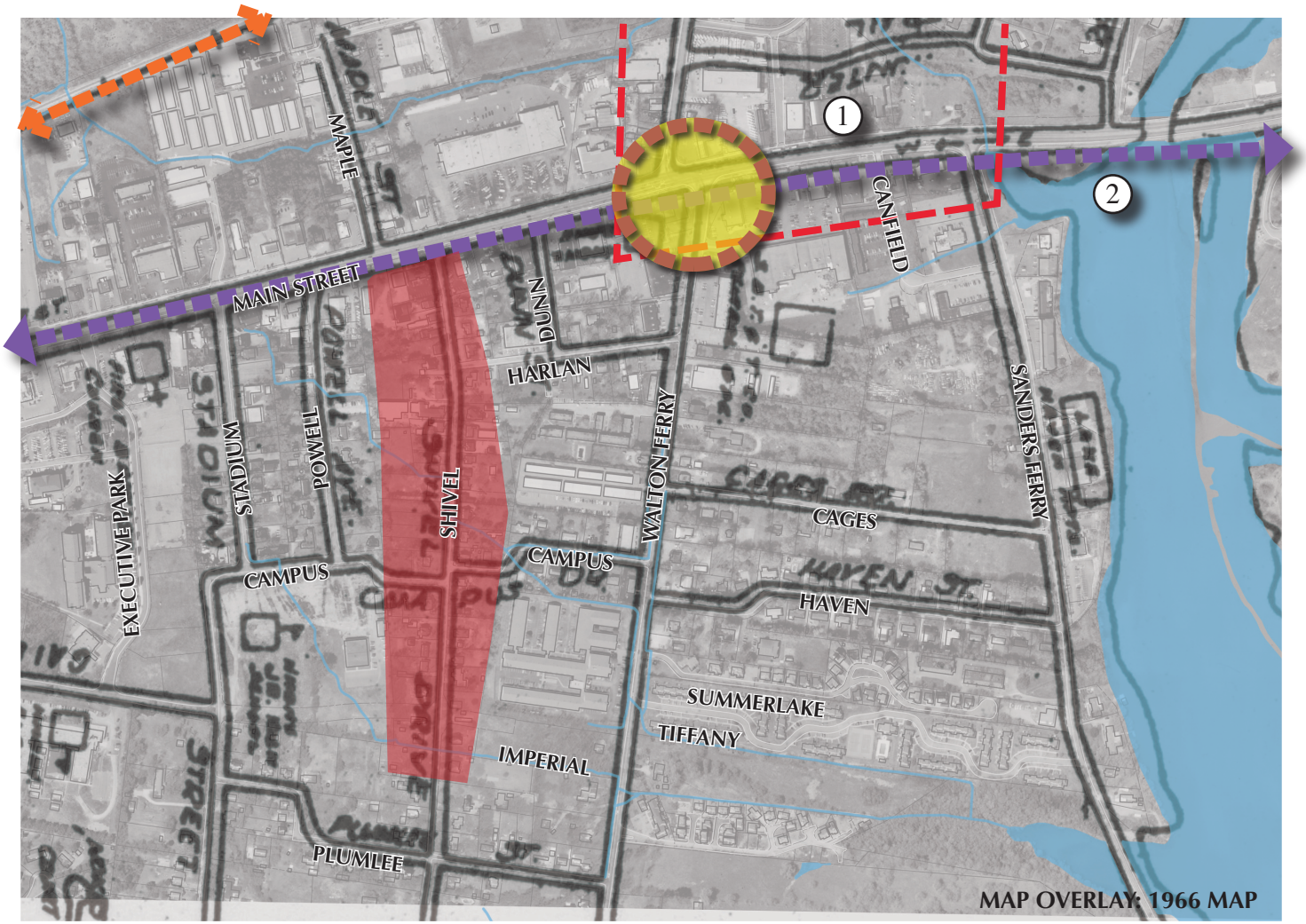


Fig. 3.0 Historical Context

HISTORICAL CONTEXT

The town of Hendersonville was named for Captain William Henderson, who was appointed the first postmaster on July 1, 1801. The original town center was located near the intersection of Walton Ferry and Main Street. It included a post office and general store as well as a stage coach station.

The railroad was constructed around 1860, after this the town center shifted north towards the railroad and included 4 stores and a few churches.

The town drastically changed with the creation of Old Hickory Lake in the 1950's. Just prior to construction of the dam, agricultural land was beginning to be purchased for the development of subdivisions. The creation of the lake stressed the importance of the town's proximity to Drakes Creek. Several items of significance in the planning area include the area's first subdivision, the network of roads that has remained basically unchanged since the 1960's, and the Presbyterian Church (1869).

- Source: Jamie Clary, City By the Lake
- 1966 Map Source: The League of Women Voters, Know Your Hendersonville

LEGEND:

- ORIGINAL TOWN CENTER: PRE-1830'S
- TOWN CENTER AFTER RR: POST 1860
- FIRST SUBDIVISION: 1937
- STAGE LINE (1830'S), GALLATIN TURNPIKE
- RAILROAD: 1860
- 1 PRESBYTERIAN CHURCH:1869
- 2 GALLATIN TURNPIKE TOLLHOUSE

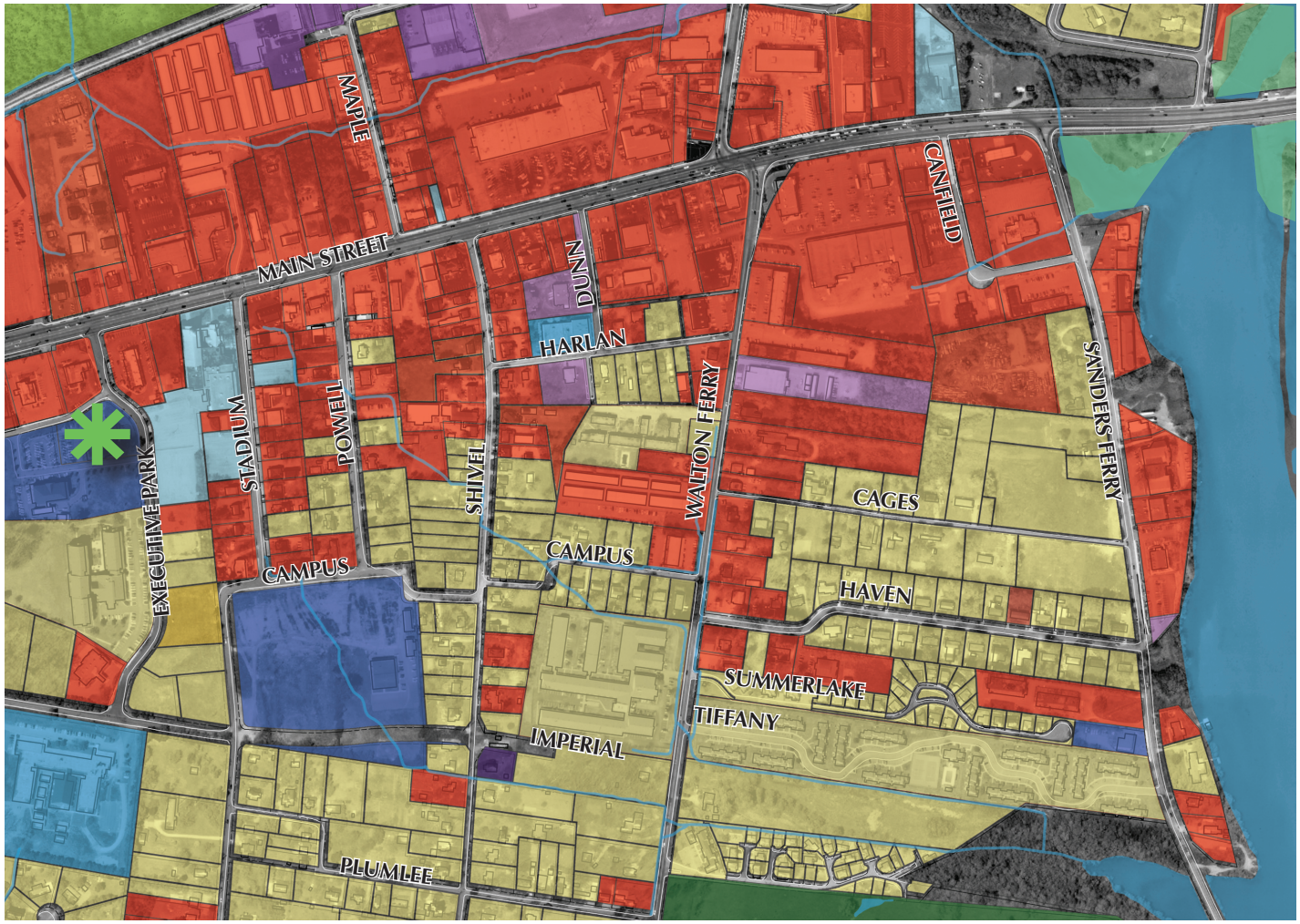


Fig. 4.0 Land Use

LEGEND:

- AGRICULTURE
- CITY
- COMMERCIAL
- COUNTY
- FARM
- FRATERNAL
- INDUSTRIAL
- RELIGIOUS
- RESIDENTIAL
- STATE
- UTILITY
- PARK
- EXISTING CITY HALL

LAND USE

The land uses within the planning area have been grouped into eleven categories (Figure 4.0). Also included on the map for points of reference are City Hall and park lands. The land use categories include the following:

Agriculture. The agricultural areas are characterized by parcels greater than 2 acres that have not been developed or parcels greater than 10 acres occupied by a single residence. The agricultural areas are south of the planning area and do not involve commercial farming.

Farm. Areas categorized as farm include parcels over 15 acres that have not been developed or are occupied by a single residence. These are characterized by large tracts of forested land and/or open spaces. The only farm areas near the town center are located north of the railroad.

Residential. Areas of established multi-family residential comprise large portions of the planning area. These areas are characterized by detached one to two story houses, senior living facilities, condominium and apartment complexes. Areas along Shivel, Powell and Stadium contain many residential lots that are transitioning to commercial use.

Religious. Religious land use includes churches of various denominations. Only one is located in the planning area and the other is just north of Main Street.

City, County, and State. These three categories

include the civic related uses. These areas include City Hall, Library, Brown Elementary School and the lot of the former Hawkins School, which is currently occupied by the community's senior center.

Commercial. Commercial activities are predominantly along Main Street and Walton Ferry. Commercial uses are characterized by large single use structures, strip mall development, and an increasing number of residential properties that have been converted into retail and offices.

Industrial. Industrial land uses are located outside of the planning boundary to the north of Main Street.

Utility/Fraternal. Utility land uses are situated on several smaller parcels scattered throughout the planning area and include such uses as the phone company that has a parcel located near Walton Ferry.

ZONING

There are twelve zoning classifications (Figure 5.0) that dictate the various properties in and around the planning area. They include the following:

R-15 Low Density Residential District: R-15 controls areas immediately adjacent to the planning area. These districts are designed to provide suitable areas for low density residential development characterized by an open appearance. Typical uses include residential development that consists of one family dwelling and accessory structures. These districts might also include community facilities, public utilities, and open space uses which specifically serve the residents of these districts. The district excludes all buildings having commercial characteristics; however, exceptions are provided for conditional uses that otherwise comply to provisions of the ordinance. The following is a summary of requirements:

Minimum Lot Size: 15,000s.f.
Maximum Building Coverage:25%
Minimum Lot Width: 75ft./ 150ft. (Non-residential Use)
Development Area/Dwelling: 15,000s.f.
Maximum Height: 35ft.
Minimum Yard: Front: 30ft./Side: 10ft./Rear: 20ft.
Minimum Yard (Other): Front: 40ft./Side: 20ft./Rear: 20ft.

R-10 Medium Density Residential District: R-10 controls an area outside the southwest corner of the planning area. Provisions are very similar to R-15, however typical uses may include one or two family detached structures except when otherwise permitted as a planned unit development. The following is a summary of requirements:

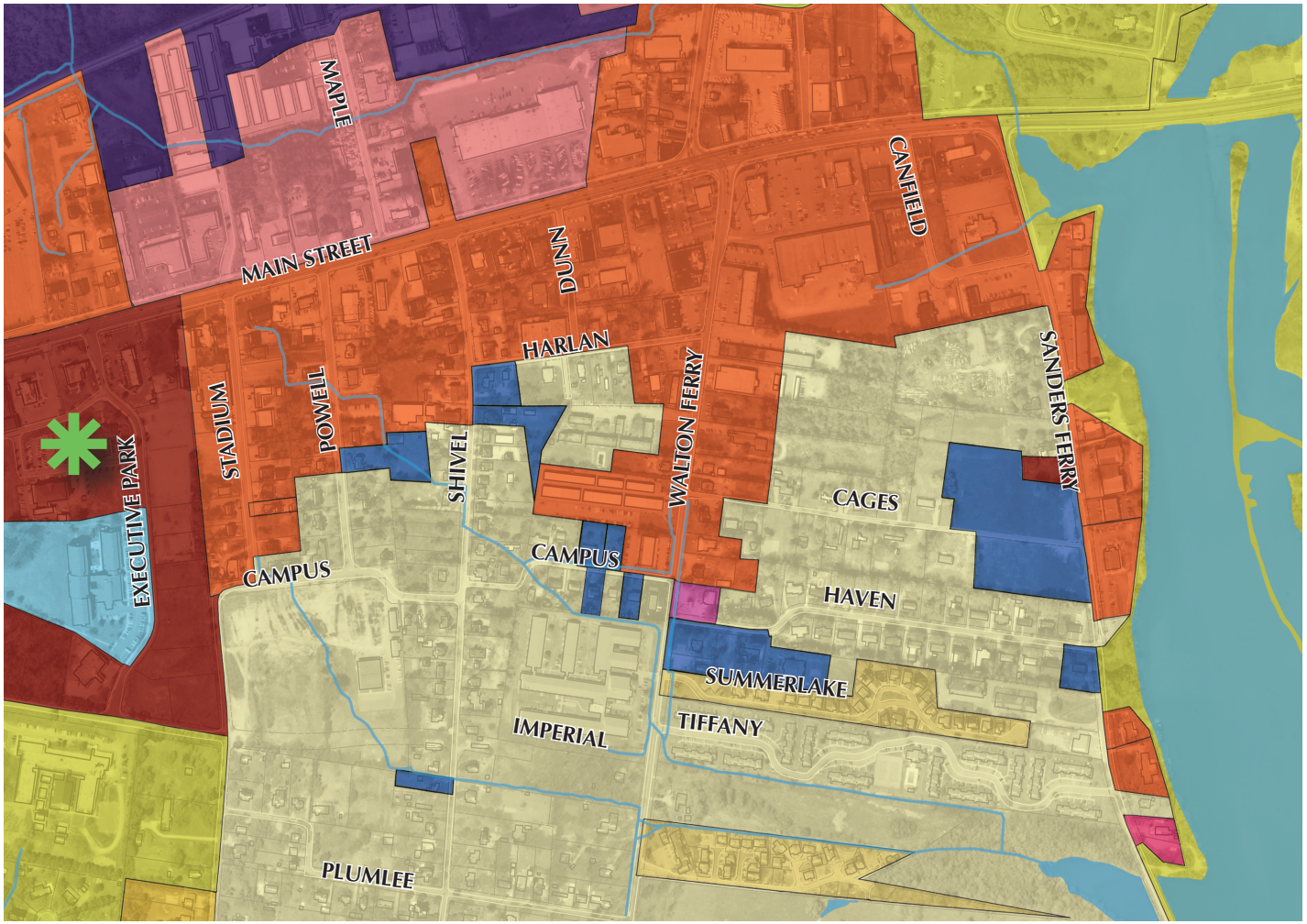
Minimum Lot Size: 10,000s.f.
Maximum Building Coverage:30%
Minimum Lot Width: 60ft./ 120ft. (Non-residential Use)
Development Area/Dwelling: 7,500s.f.
Maximum Height: 35ft.
Minimum Yard: Front: 20ft.*/Side: 7ft./Rear: 20ft.
Minimum Yard (Other): Front: 30ft./Side: 20ft./Rear: 20ft.
* special exceptions apply

RM-1 High Density Residential Districts : RM-1 controls all the residential districts that are found inside the planning area boundaries. These districts are designed to provide high density development where urban facilities are available or will be available prior to development. All types of residential activities are permitted. The overall intent is to not restrict the number of units contained in a building provided there is sufficient zoning and open space relative to the number of units. The exclusions for commercial characteristics are similar to R-15 zoning. The following is a summary of requirements:

Minimum Lot Size: 5,000s.f.
Maximum Building Coverage:40%
Minimum Lot Width: 50ft./ 100ft. (Non-residential Use)
Development Area/Dwelling: 2,500s.f.
Maximum Height: 45ft.*
Minimum Yard: Front: 20ft.*/Side: 7ft./Rear: 20ft.
Minimum Yard (Other): Front: 30ft./Side: 20ft./Rear: 20ft.
Impervious Surface Ratio: 80
* special exceptions apply

RM-1-PUD Residential Planned Unit Development: RM-1-PUD districts are established to encourage variety, flexibility, and innovation in land development for residential areas. They are to encourage a mix a housing types that are harmonious with the surrounding environment, increase safety and livability, provide open space, and enhance the natural environment. Uses may be permitted within any residential district.
The following is a summary of requirements for RM-1-PUD which comprises several parcels in the planning area:

Minimum gross area: 2 acres
Maximum Overall Dwelling Units/Acre: 17.5 (w/ full density bonus 20.0)
Maximum Floor Area Ratio: .650 (w/ full density bonus .700)
Minimum Outdoor Area Ratio: 1.1 (w/ full density bonus .8)
Minimum Living Space Ratio: .7 (w/ full density bonus .5)
Minimum Recreation Area Ratio: .11 (w/ full density bonus .08)



LEGEND:

Fig. 5.0 Zoning

R-15	RES-PUD	GCS	C-PUD	EXISTING CITY HALL
R-10	RM-1-PUD	MCD	GCS-PUD	
RM-1	NCS	OPS	IR	

In a residential planned unit development designed for seniors, maximum permitted densities may be increased by up to fifty percent.

NCS Neighborhood Convenience Service District: NCS occupies only a small portion of the planning area. These districts are designed to provide for uses that serve typical household needs or other personal services for nearby residents. The intent is for permitted establishments to provide for frequent local shoppers, be located on or away from arterial streets, and be distributed throughout the community for convenient accessibility. The following is a summary of requirements:

Minimum Lot Size: 10,000s.f.
Maximum Building Coverage:25%
Maximum Height: 25ft.
Minimum Yard: Front: 30ft.*/Side: 10ft.*/Rear: 10ft.*
* special exceptions apply

There are a number of special requirements permitting residential and community facility uses within this district. The same is also true for GSC, MCS, and OPC districts. Provisions applicable to residential buildings shall be calculated as for the RM-2 district.

GCS General Commercial Service District: GCS controls most of the planning area along Main Street and also extends down Walton and Sanders Ferry. They are designed to accommodate a wide range of commercial uses and service a large market area. Due to the wide range of services, ease of automobile access is a require-

ment, however, it is not intended to generate large volumes of truck traffic. The following is a summary of requirements:

Minimum Lot Size: 20,000s.f.*
Maximum Building Coverage:65%
Maximum Height: 35ft.
Minimum Yard: Front: 30ft.*/Side: 10ft.*/Rear: 20ft.*
* special exceptions apply

MCD Mixed Use Commercial Service Districts: MCD controls a portion north of Main Street directly adjacent to the planning area. These areas cater to the needs of establishments engaged in wholesale trade, warehousing, or manufacturing processes adhering to specific standards. As a result these areas tend to generate heavy vehicular traffic and are considered detrimental to residential districts and are located as far from residential districts as possible. Where this is not possible there are requirements to lessen the incompatible features between districts. The following is a summary of requirements:

Minimum Lot Size: must meet other provisions for the district
Maximum Building Coverage:60%
Maximum Height: 45ft.
Minimum Yard: Front: 20ft.*/Side: 10ft.*/Rear: 20ft.*
* special exceptions apply

OPS Office/Professional Service Districts: OPS controls several small areas scattered throughout the planning area. These districts are intended to provide transitional zones between more intensive commercial activities along major traffic thoroughfares. Permitted uses are to typically produce low volumes of traffic. Certain community facilities are also permitted in these areas with more restrictive regulations consistent with their intended 'transitional' role. The following is a summary of requirements:

Minimum Lot Size: 10,000s.f.
Maximum Building Coverage:40%
Maximum Height: 35ft.
Minimum Yard: Front: 20ft.*/Side: 10ft.*/Rear: 20ft.*
* special exceptions apply

C-PUD Commercial-General Planned Unit Development (Includes GCS-PUD): C-PUD comprises an area to the west of the planning area adjacent to Executive Park, as well as a few GCS districts scattered among the planning area. It is intended to provide guidance for development of large scale shopping centers. Approved development shall be located in relation to major streets and be compatible with surrounding activities. Residential development may be approved at the discretion of the City. The following is a summary of requirements:

Minimum Lot Size: 40,000s.f.
Maximum Floor Area Ratio: 2.0 (for GCS)
Maximum Height: established per base zoning district
Minimum Yard: Front: 20ft.*/Side: 10ft.*/Rear: 25ft.*
* special exceptions apply

IR Industrial Restrictive Districts: IR controls an area to the north of the planning area located along the railroad. These districts provide for a wide range of industrial activities that also conform to high levels of performance criteria which have the least objectionable characteristics. Typically a buffer is provided between other districts, however, special exceptions may apply. The following is a summary of requirements:

Minimum Lot Size: *
Maximum Building Coverage:50%
Minimum Lot Width: 50ft.
Maximum Height: 45ft.
Minimum Yard: Front: 20ft./Side: 10ft.*/Rear: 20ft.*
* special exceptions apply

The planning area is primarily controlled by GCS, RM-1, and MCD zoning. This current zoning pattern offers limited opportunities for a mix of uses. This zoning also discourages connections between uses as desired to make the town center plan successful.

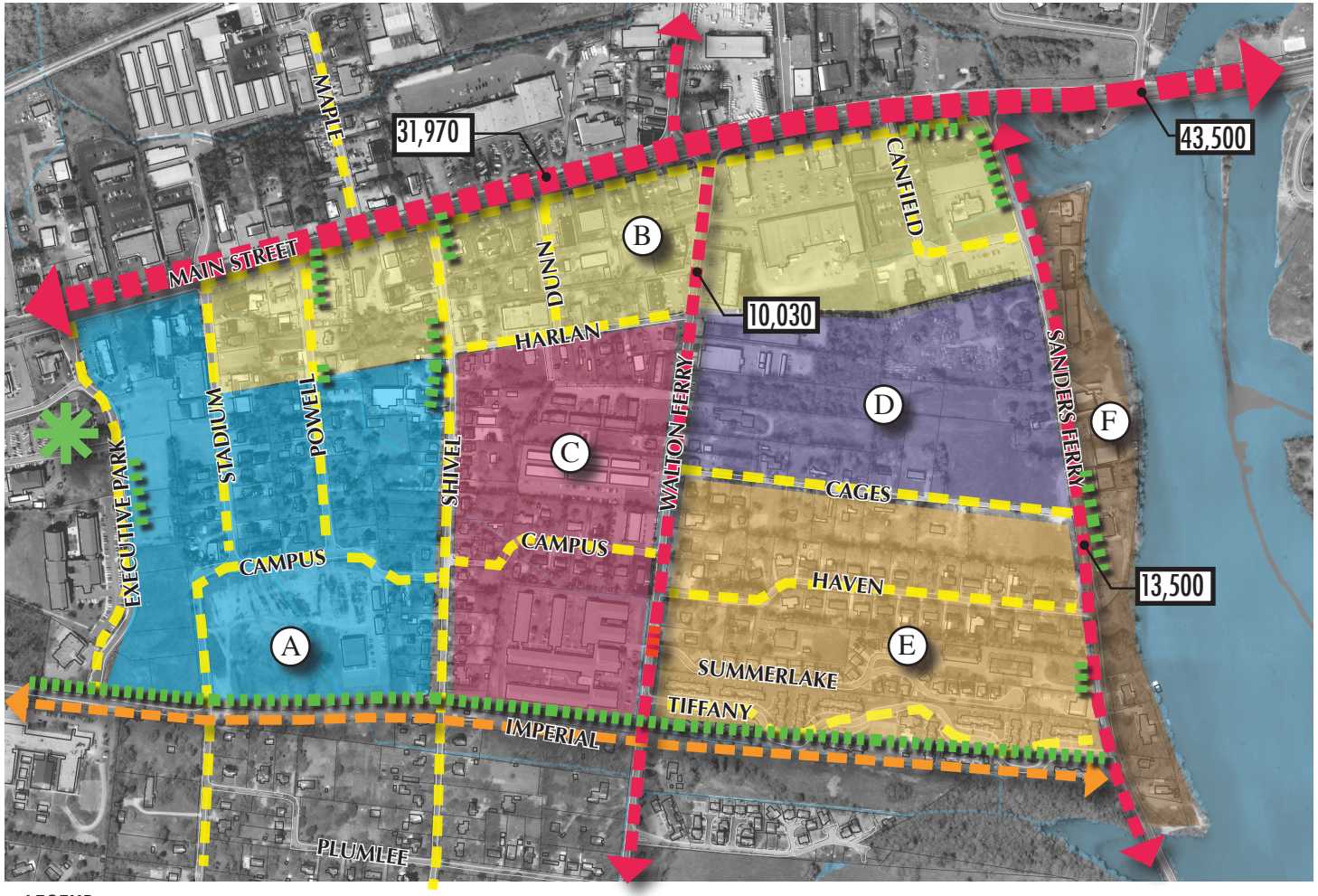


Fig. 6.0 Transportation

TRANSPORTATION

Main Street provides the most heavily used east-west connection in the planning area. It averages between 31,970-43,500 cars per day, almost three times more than any other road in the planning area. There are few other significant east-west connectors in the study area. The primary north-south connectors are Sanders Ferry and Walton Ferry.

A total of approximately 3,100 parking spaces are available within the study area. The majority of the spaces are privately owned, serving the various businesses. Figure 6.0 illustrates the distribution of all public and private spaces. The highest concentration of spaces are found within areas A and B. This is due to the concentration and intensity of uses along Main Street.

A majority of the local roads provide narrow street widths and pavement. It is noted that there is no on street parking available in the planning area. There are also a limited number of sidewalks, the most significant portions being along Main Street and the recently updated Imperial Boulevard. Most of the other sidewalks are scattered and provide minimal connections.

LEGEND:

- XXXXX AVERAGE DAILY TRAFFIC
- EXISTING SIDEWALK
- ARTERIAL ROAD
- COLLECTOR ROAD
- LOCAL ROAD
- AREA A: 925 PARKING SPACES
- AREA B: 1070 PARKING SPACES
- AREA C: 412 PARKING SPACES
- AREA D: 196 PARKING SPACES
- AREA E: 370 PARKING SPACES
- AREA F: 196 PARKING SPACES
- EXISTING CITY HALL

Fig. 7.0 Planned Transportation Improvements

PLANNED TRANSPORTATION IMPROVEMENTS

The long range transportation plan for Hendersonville shows planned improvements for Main Street (Gallatin Road) to be widened to 7 lanes and include a bike lane. There are also three other bike lanes proposed for the planning area. Walton Ferry and Executive Park will be improved to provide north-south bicycling connections to a bike lane along Imperial Boulevard.

The city also has a long term plan to provide a multi-use path along Drakes Creek that will provide connections from Memorial and Drakes Creek Park to the north down to Mallard Point Park to the south.

LEGEND:

- PARK
- PROPOSED MULTI-USE PATH
- PROPOSED BIKE LANE
- ROAD IMPROVEMENTS (7 lanes with bike lane)
- EXISTING CITY HALL

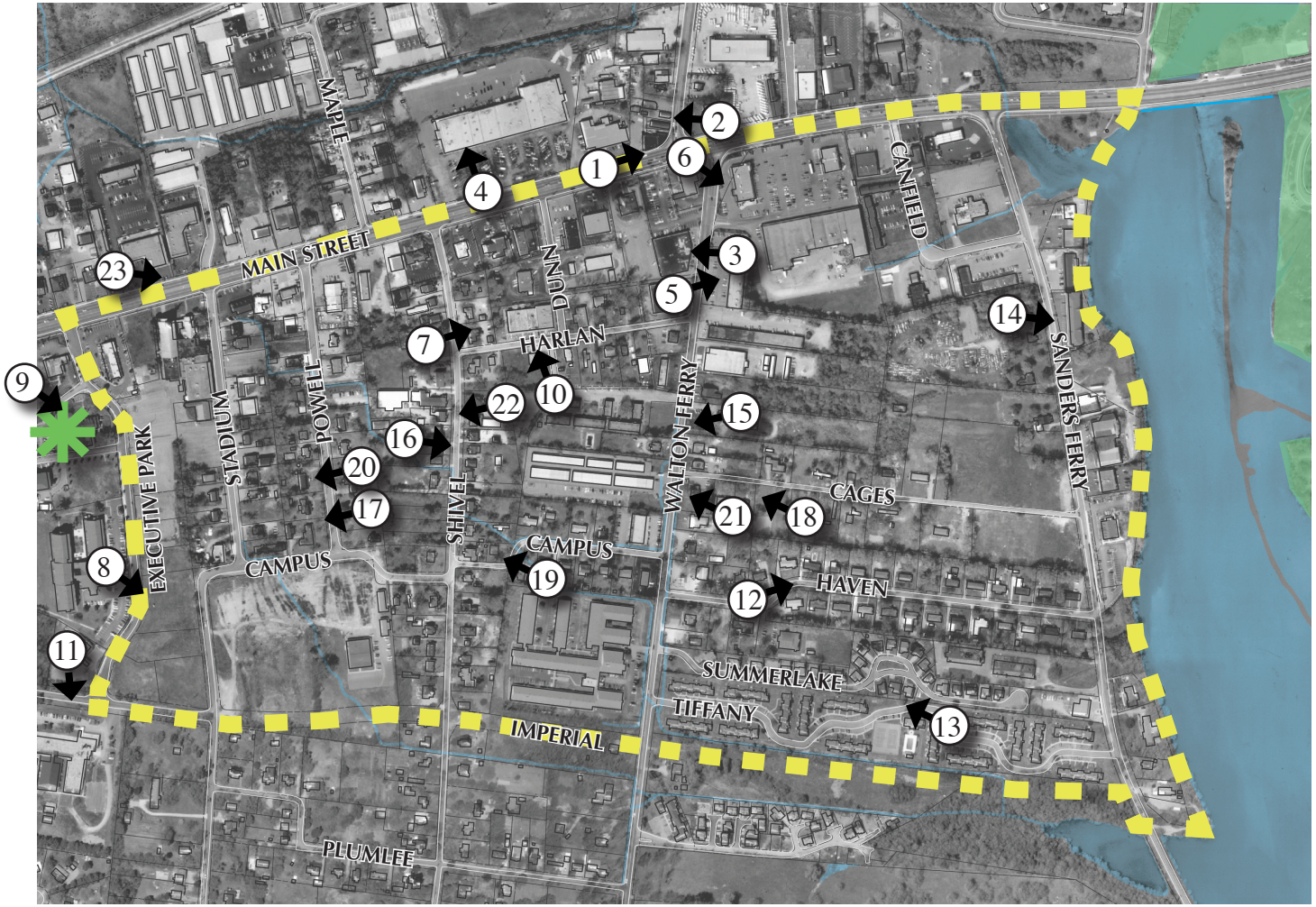


Fig. 8.0 Architectural Character

LEGEND:

PARK

EXISTING CITY HALL

ARCHITECTURAL CHARACTER

The architectural character within the planning area is a diverse collection of building styles of varying quality. Because of this, no particular architectural style can be identified within the planning area.

Buildings of architectural and/or historical interest may include the church (Photo 23) and the town center commercial buildings near the Walton Ferry and Main Street intersection (Photo 1).

Freestanding and strip commercial buildings are typically one to one and a half story. Strip malls are utilitarian and have little architectural significance. Sidewalks often stop abruptly at the edges of the buildings which are set back in undefined asphalt streetscapes.

The buildings categorized as adaptive reuse and small office buildings (Photos15, 16, and 17) offer pitched roofs, dormers and often have front porches. Common building materials are red brick, stone or white clapboard siding. The buildings are often isolated from one another with no connection from building to building.

Single family residential are typically one to one and a half story and are characterized by brick, stone or white clapboard siding. Houses along Haven and Cages are more typically one story 1950's suburban style. A common characteristic is that most houses have either no garage or detached garages that are not visible from the street. Multi-family residential buildings are characterized by either light brick or vinyl siding.

The following photographs (Figure 8.0) document the building types that can be found within the planning area.

Photo 3: Town Center Commercial Building

Photo 2: Town Center Commercial Building

Photo 4: Strip Commercial Building

Photo 5: Strip Commercial Building

Photo 7: Free Standing Retail and Commercial Building

Photo 6: Strip Commercial Building

Photo 8: Free Standing Retail and Commercial Building

Photo 9: Free Standing Retail and Commercial Building

Photo 11: Institutional Building: Public Library

Photo 10: Institutional Building: City Hall

Photo 12: Institutional Building: Brown Elementary School

Photo 13: Attached Single Family/Multi-Family Building

Photo 15: Attached Single Family/Multi-Family Building

Photo 14: Attached Single Family/Multi-Family Building

Photo 16: Adaptive Reuse/Small Office Building

Photo 17: Adaptive Reuse/Small Office Building

Photo 18: Adaptive Reuse/Small Office Building

Photo 19: Single Family Residential

Photo 20: Single Family Residential

Photo 21: Single Family Residential

Photo 23: Commerical/Light Industrial Building

Photo 22: Commercial/Light Industrial Building

Photo 24: Religious Building

ANALYSIS

- Physiological
- Visual
- Constraints
- Opportunities

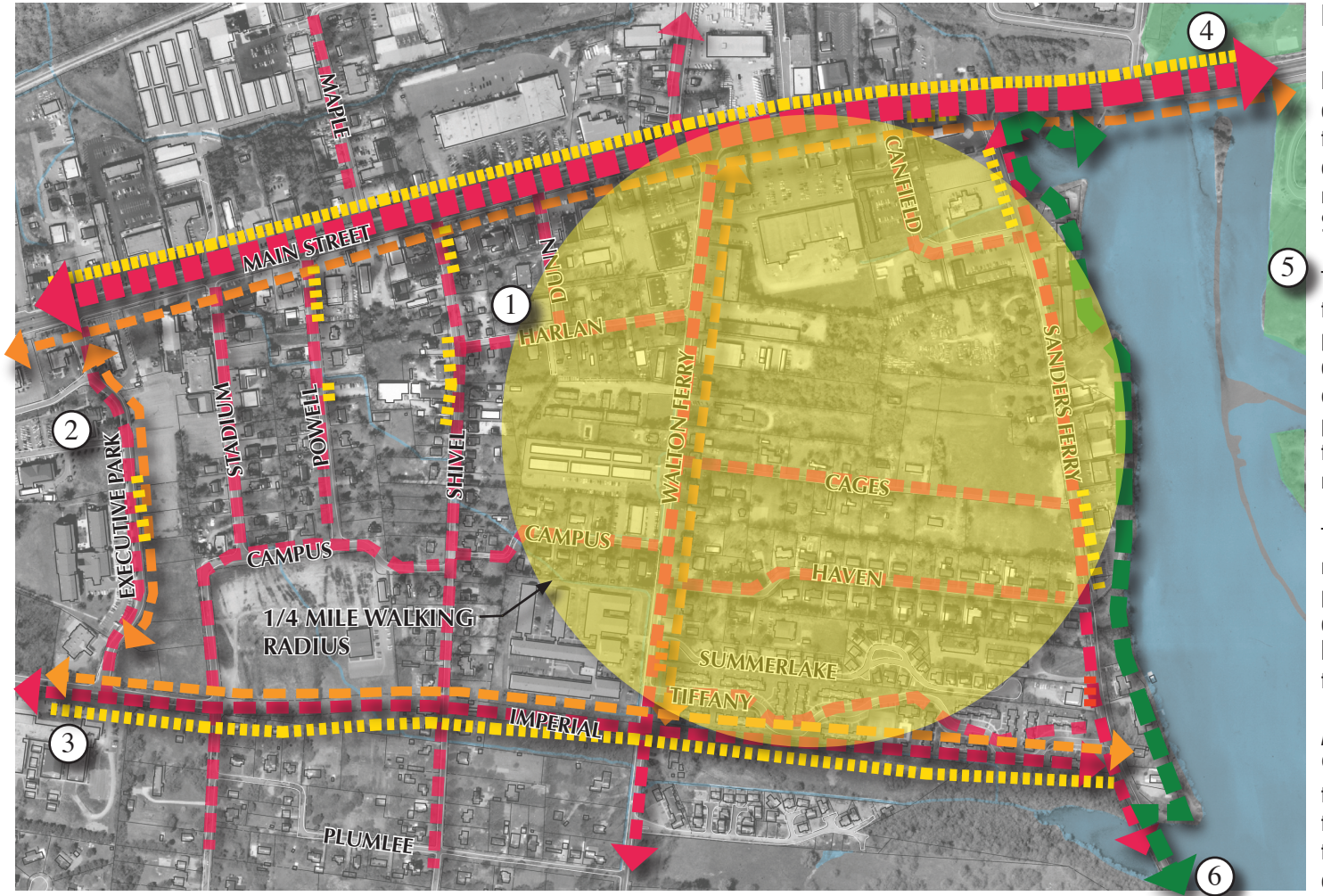


Fig. 9.0 Physiological Analysis

PHYSIOLOGICAL ANALYSIS

Figure 9.0 clearly illustrates that the planning ares is designed to accommodate vehicular traffic. Local roads in the planning area lack east-west and north-south connections pushing more traffic on arterial roads such as Main Street, Sanders Ferry or Walton Ferry.

There are few opportunities for pedestrian travel. Sidewalks are disconnected and do not promote foot travel among commercial, retail and residential areas. The planned widening of Main Street will further deteriorate the pedestrian environment by increasing traffic, traffic speed, size of intersections and adding noise.

The proposed greenway will help provide more options for pedestrian travel as well as provide needed public access to the lake front and recreational opportunities. The proposed bike lanes will also help to provide alternative transportation opportunities.

A 1/4 mile walking radius is shown on Figure 9.0; this is the average distance a user is willing to walk for non-recreational activities. In order to fully utilize Hendersonville's proximity to the lake shore, the future town center should consider this area as its focus.

LEGEND:

- PARK
- PROPOSED GREENWAY
- EXISTING SIDEWALK
- PROPOSED BIKE LANE
- VEHICULAR CIRCULATION
- LOCAL ROADS

1. EXISTING LIBRARY
2. EXISTING CITY HALL
3. BROWN ELEMENTARY SCHOOL
4. DRAKES CREEK PARK
5. MEMORIAL PARK
6. MALLARD POINT PARK

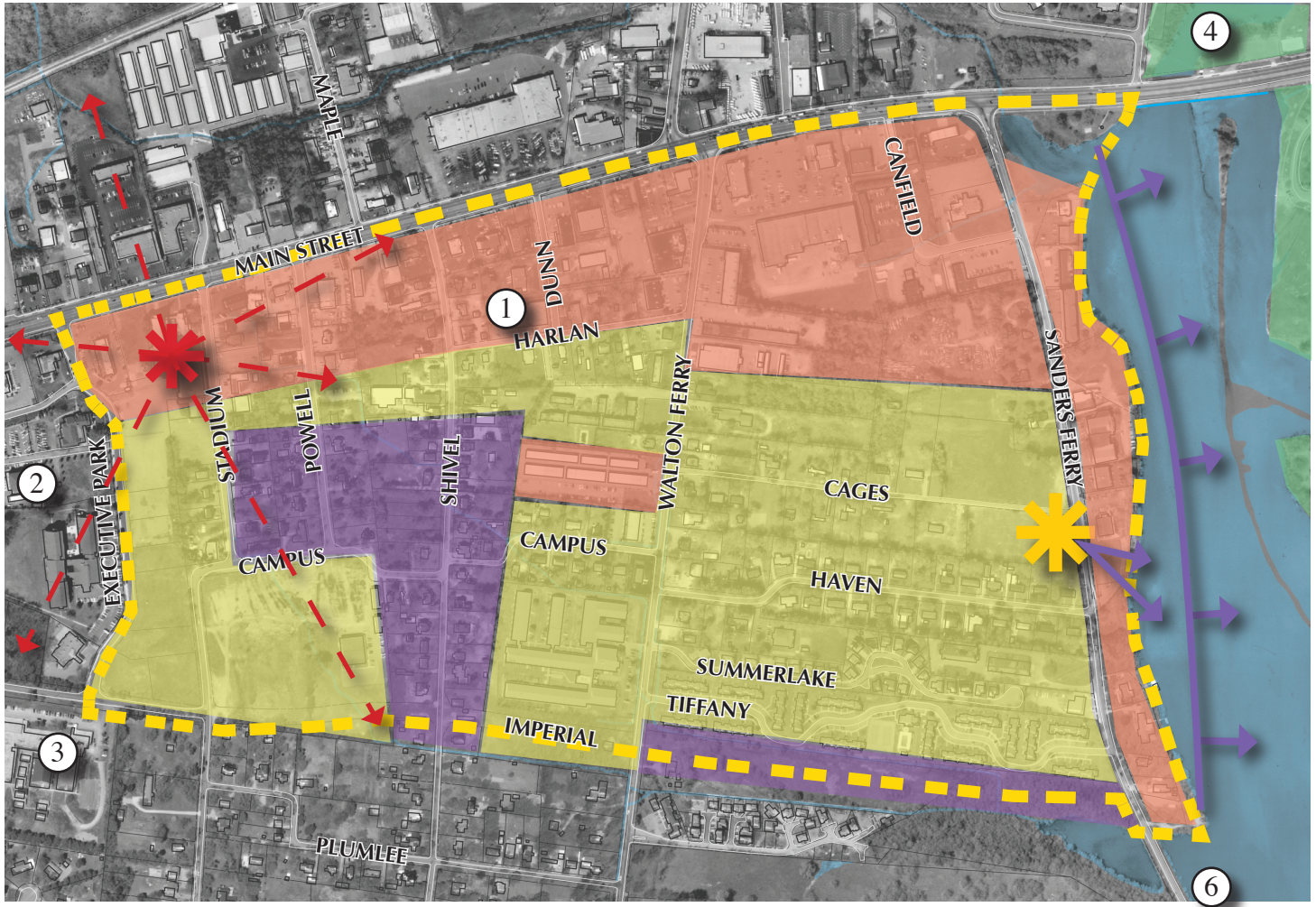


Fig. 10.0 Visual Analysis

VISUAL ANALYSIS

Conclusions from the visual survey of the area are that there are no distinguishing characteristics to make people feel as if they are in the heart of a city. The most striking item of visual appeal is the area's close proximity and potential views to Drakes Creek. Equally striking is the fact that so little has been accomplished to take advantage of this great community resource.

In figure 10.0 the area is separated into three different zones of visual quality; high, medium and low visual quality. The physical high point for the study area is identified. Also noted is the fact that the Church Steeple is visible from great distances and serves as a landmark or focal point. This may prove to help provide a point of orientation as the master plan develops.

Areas of highest visual quality were concentrated along Powell and Shivel Roads, mainly due to the architectural character present in the residential and transitioning adaptive reuse/small office buildings.

Also included was an area along Imperial that is heavily vegetated along an existing drainage way. Areas where there is the potential for incredible views towards the lake front are also included in the high visual category (Photo 25).

LEGEND:

- PARK
- HIGH VISUAL QUALITY
- MEDIUM VISUAL QUALITY
- LOW VISUAL QUALITY
- GOOD VIEWS
- HIGH POINT
- CHURCH STEEPLE PROMINENT

1. EXISTING LIBRARY
2. EXISTING CITY HALL
3. BROWN ELEMENTARY SCHOOL
4. DRAKES CREEK PARK
5. MEMORIAL PARK
6. MALLARD POINT PARK

Photo 25: Lake views, High Visual Quality

Photo 26: Typical housing development, Medium Visual Quality

Areas of Medium Visual Quality comprise most of the interior of the study area. These are areas that typically contain run of the mill housing, apartments, or commercial buildings. Any significant architectural attributes are are lost in the scattered arrangement of uses and building types. Vacant and city owned parcels such as the 'Hawkins Site' have been included in this category. While they may offer nice open views, there are no outstanding characteristics for pushing them into the High Quality category. Many of these locations include large areas of established residential housing that may be obstacles for town center development (Photo 26).

The areas that have been included in the Low Visual Quality category are primarily located along Main Street and the current development along Drakes Creek (Photo 27). These areas are characterized by strip malls, large expanses of asphalt parking in front of commercial development, and a majority of buildings with little or no architectural quality. These areas are particularly non conducive to an active pedestrian environment, with their non existent streetscape and confusing conglomeration of signage, which leaves the user without a sense of place.

Photo 27: Development blocks lake front views, Low Visual Quality

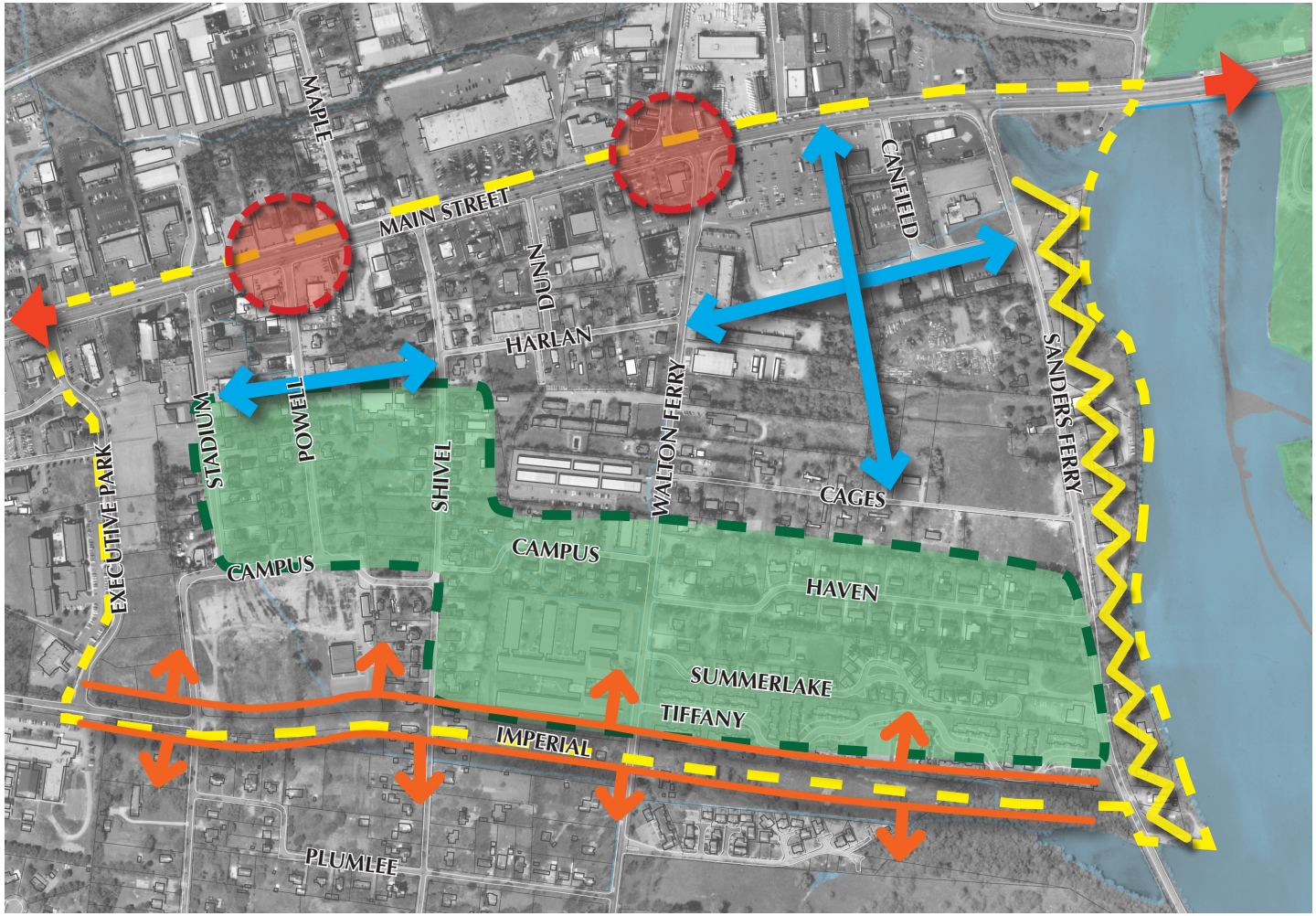


Fig. 11.0 Constraints

LEGEND:

- LACK OF CROSSING FACILITIES
- NO ACCESS TO LAKE (PHYSICAL AND VISUAL)
- ESTABLISHED RESIDENTIAL PATTERN
- LACK OF TRANSPORTATION CONNECTIONS
- COMPETITION FROM OTHER DEVELOPMENTS
- DEVELOPMENT TURNS BACK FROM IMPERIAL DRIVE

CONSTRAINTS

After consideration of all the data collected and analyzed during the planning process, the following list of constraints have been compiled (Figure 11.0).

Zoning: The current zoning will not allow for the mix of uses and densities desired within the town center. Additionally, the required front yard requirements are not conducive to building a pedestrian scale walkable environment.

Small Parcels: The number of small parcels in the planning area may make it complicated to coordinate planning efforts to make the town center master plan a reality, as multiple owners makes it difficult to assemble parcels for development. Small parcels also can not accommodate requirements for a variety of development scenarios (i.e.. parking, square footage, etc..).

Established Neighborhoods: The large area of established neighborhoods are shown as both an opportunity (Figure 12.0) and a constraint. The neighborhoods are considered a constraint due to the fact that their location almost splits the planning area in half. It will be difficult to expand new development in these areas and therefore may limit the location of future facilities.

Photo 28: Current Intersection at Main Street

Limited North-South and East-West Connections: The lack of connections for local roads in the planning area contribute to increased traffic and congestion on arterial roads such as Main Street or Walton Ferry. It also limits the options for pedestrian travel and pushes users to get in the car and drive to destinations that should be an easy walk. Some of the most obvious disconnects occur in the northeast corner of the planning area between Walton Ferry and Sanders Ferry, and Main Street and Cages Street. There is also a lack of east-west connection between Stadium, Powell, and Shivel Streets.

Lack of Sidewalks: There are virtually no sidewalks located within the interior of the planning area. The sidewalks that do exist are extremely short and lead to nowhere. The speed and volume of traffic on Main Street does not allow users a comfortable walking experience and intersections are large with limited crossing facilities. All of these factors lead to an extremely undesirable pedestrian experience.

Competition from Outside Development: Development away from the town center is being constructed at incredible rates. Big box retail, other discount stores, and restaurant chains will create limitless options for consumers that might otherwise spend resources within the planning area.

Development that turns its back on Imperial: The development currently situated along Imperial Boulevard either does not face the street or is set back great distances from the street front (Photo 29). This creates a disconnected atmosphere for both pedestrians and vehicular travel along the street. In turn this also promotes an avenue for speed as drivers perceive a wide open road, allowing a potentially hazardous pedestrian environment.

Main Street: Future plans show increasing the width of Main Street to 7 lanes. This will in turn increase traffic volume, speed, noise and intersection size (Photo 28). All of this adds up to make it even more difficult for pedestrians to safely cross the street. This will create an obstacle to successfully utilize both sides of Main Street.

The width of the street cross section will also make it difficult to establish a pedestrian scale. The size of buildings that are economically viable and desirable for the community may seem small and out of place. Creating ease of travel away from the town center may also draw people away from the core to outside shopping districts.

Photo 29: Imperial Boulevard

Fig. 11.0 Opportunities

OPPORTUNITIES

After consideration of all the data collected and analyzed during the planning process the following list of opportunities have been compiled. (Figure 11.0, 12.0 and 13.0).

Views from the Lakefront/Future Access: Providing future access and views to the lake will become a tremendous benefit for development in the town center. The lake adds a distinctive atmosphere to the district that competing outside developments cannot recreate, thus providing a unique draw for shopping, entertainment, and living in the town center.

Historic Town Center: The area near the historic town center of Hendersonville already has a building pattern that is desirable for town center development.

Current Development Activity in Vicinity of the Planning Area: Current development in and near the planning area provides uses that may be beneficial to supporting the types of development that make the town center unique. There are a number of senior facilities as well as an elementary school that would help support an enhanced pedestrian environment created with town center development.

LEGEND:

- ESTABLISHED BUILDING PATTERN AT HISTORIC CENTER
- COMMUNITY CHURCH
- SENIOR FACILITIES
- EXISTING CITY HALL
- ELEMENTARY SCHOOL
- ACCESS TO LAKE/LAKE VIEWS

Fig. 12.0 Opportunities

OPPORTUNITIES

Figure 12.0 illustrates parcels of property that may be most conducive to absorbing new town center development.

City Owned Parcels: The obvious advantage of these parcels is that the city already has control of these areas and they can be quickly controlled for new development or used to negotiate other parcels within the planning area.

Large Parcels: The opportunity created by large parcels is their ability to accept substantial new development projects. It is also often advantageous to only have to deal with one property owner. However, this is only an opportunity if the land owners are willing to sell or develop their properties in accordance with the master plan.

Vacant Land: Land that is vacant can often easily accept new development because demolition of existing infrastructure or structures is a negligible concern.

Under utilized Parcels: Land that is undeveloped, or contains significant open space that could easily accommodate new town center development.

LEGEND:

- LARGE PARCELS: 5 AC. OR MORE
- VACANT PARCELS
- CITY OWNED PARCELS
- UNDER UTILIZED PARCELS
- EXISTING CITY HALL

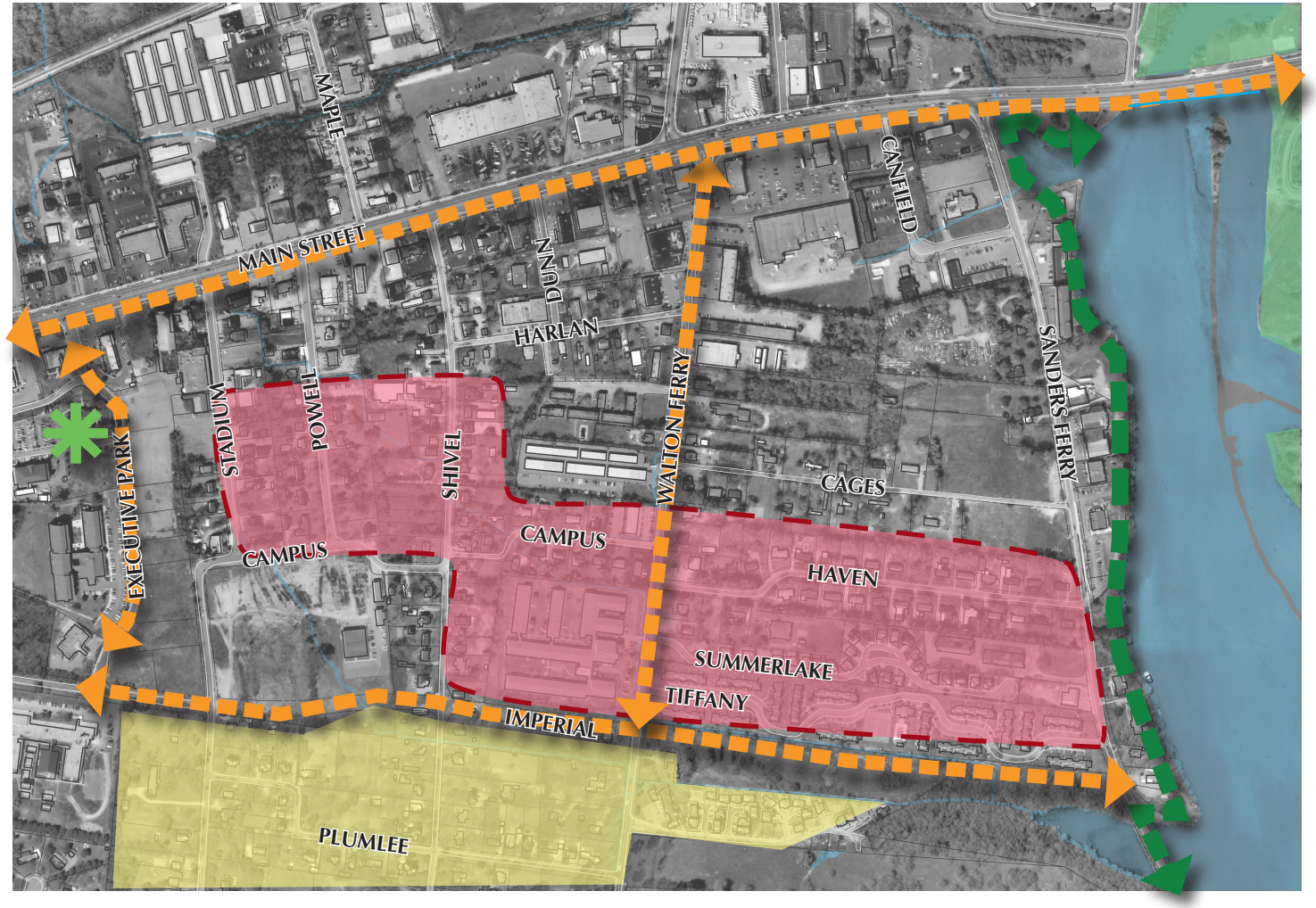


Fig. 13.0 Opportunities

LEGEND:

- FUTURE GREENWAY
- FUTURE BIKE LANES
- ESTABLISHED RESIDENTIAL FABRIC
- RESIDENTIAL DEVELOPMENT TO THE SOUTH
- EXISTING CITY HALL

OPPORTUNITIES

Figure 13.0 illustrates current development patterns and future planned investments to the study area.

Future City Investment: Public investment will provide important anchors and identity for any new development that occurs in town center. There is great opportunity for civic uses such as a library, community center or waterfront park to be key components in the success of the plan.

Population Growth: As the city's population continues to grow as it has in the last 10 years and as forecasted, it will only to add to the area's economic strength. The resulting opportunity is funneling this strength to the town center development.

Established Infrastructure: Due to existing development in the area, new development should be able to efficiently coordinate with existing infrastructure already in place.

Established Residential Fabric: The amount of existing residential in and to the south of the planning area will supply consumers to support new town center development.

Future Bicycle Facilities: New bike facilities will provide additional opportunities for travel and will attract new users to the town center area. The addition of a greenway along the lake front will provide a destination point for citizens that will in turn support new development.

CONCEPT PLAN

- Concept Plan
- Town Center
- Lake front
- Phasing
- Streetscape
- Funding

Fig. 14.0 Concept Plan

LEGEND:

- EXISTING ROAD
- PROPOSED ROAD
- IDENTITY
- CIVIC BUILDING
- COMMERCIAL
- RESIDENTIAL
- PUBLIC SPACE
- GREENWAY

CONCEPT PLAN

After analyzing the market potentials for the City of Hendersonville the amount of land uses that the area can realistically support were determined. A preliminary plan showing relationship of land use is shown in Figure 14.0. The following is a summary of land use:

Housing: The study has shown that a moderate scenario would support 250 units or approximately 375,000s.f. This assumes infill development with a mix of housing types and densities.

Commercial Retail: The market study indicated that 50,000-55,000s.f. of supporting and destination retail focused on a restaurant cluster is appropriate for town center. Also 20,000-25,000s.f. with an anchor grocery store.

Commercial Office: The study shows that the area will support 30,000 - 60,000s.f. of multi-tennant office oriented towards professional services.

Public Facilities: The area for the library should be 37,500s.f. while the community center should be 20,000s.f.

Parking: The parking for the area has been determined by the following criteria-

- 1 space per 150s.f. of office/retail (530-760 spaces)
- 2 spaces per residential unit (500 spaces)
- 1 space per 400s.f. of public facilities (140 spaces)

Fig. 15.0 Overall Concept Plan

LEGEND:

1. Civic Center
2. Town Center Park
3. The Landing
4. The Cove
5. Community Center
6. Greenway

COMMERCIAL

RESIDENTIAL

STREETSCAPE IMPROVEMENTS

TRANSITIONAL ZONE

CONCEPT PLAN

The overall concept plan (Figure 15.0) shows recommended improvements to the entire study area. The amount of civic, commercial, and residential uses shown respond directly to the market potentials for the study area. The following is a general description of development as shown in the concept plan.

Town Center Area:

- The area chosen for the town center utilizes the most significant concentration of vacant and under utilized parcels within the study area.
- A mix of uses are incorporated in the town center, including commercial with residential above, public facilities, and existing development.
- The area will be visible from Main Street strengthening its connection to the city.
- The town center establishes Hendersonville's presence on the lake, it reinforces the motto 'city by the lake'.
- This location allows town center to build upon existing infrastructure of current commercial developments located along Main Street.

Public Space:

- The creation of additional facilities for the public along the lake front allow more access and interaction with the water, which in turn draws people to town center.
- The water feature located in the town center park extends the lake into the mixed use core to maximize the value of the waterfront.

Public Facilities:

• This includes a library located within the town center which will provide a civic presence in the town center and help anchor the mixed use core.

• The senior center/community center shown on the Hawkins Site allows the utilization of that parcel while building on the current senior center. It also provides a neighborhood oriented facility within the planning area.

Transitional Streets:

• These include Stadium, Powell and Shivel Streets; improvements would continue an orderly transition from residential uses to small commercial/office uses through established design guidelines.

Residential:

• The plan utilizes infill development directly adjacent to the mixed use core to provide consumer support.

• An opportunity for additional housing is shown around the senior center. This could be a public/private partnership, however, it is believed the current deed restrictions may preclude this possibility. The U.S. Postal Service has also expressed interest in locating a facility on the property.

Multi-Modal Transportation Network:

• One of the key directives of the plan was to establish cross connections and improve vehicular circulation. This includes the extension of Harlan, Canfield, Cages and Campus as well as a new street between Harlan and Cages. A one-way circulation loop was included in the town center area. The intersection at Walton Ferry and Main Street has also been realigned. Recommended cross sections have been included (Figure 23-26).

• The town center master plan would utilize streetscape standards to guide improvement for sidewalks, intersections (Photo 30) and ADA Compliance. The American with Disabilities Act (ADA) was passed in 1990 with stringint guidelines to assure access for those with physical mobility impairments.

• The proposed bicycle plan would be implemented to include bike lanes or routes on the designated streets.

• The proposed greenway would be included in improvements along the lake front, and would also include an extension along Imperial to connect with the Hawkins Site.

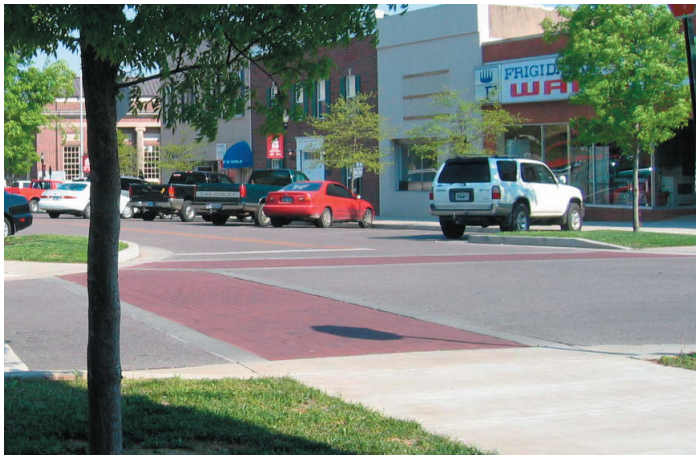


Photo 30: Example of Pedestrian Crossing at Intersection

Photo 31: Example of Identity Signage

Parking:

• Parking is shown to include on-street parking within the town center. Commercial and public facilities parking is provided for in large shared lots located at the rear of developments.

Identity Features:

• These are a number of different features that serve to establish the character of the town center area (Photo 31).

• Design elements may include signage or intersection paving and would primarily be located along Main Street and Imperial to identify the boundaries of town center. Secondary locations would be in the interior of the planning area at selected intersections.

TOWN CENTER DEVELOPMENT

A mixed use core comprises the heart of town center development within the planning area (Figure 16.0). Some of the key elements included are:

- Mixed use buildings are shown as 2-3 story with retail/office on the lower floor and residential on the upper floors (Photo 32).
- The civic center and the lake are used to create public anchors on either end of the development.
- A one-way loop road with head in parking has been shown around the central water feature. This will help to calm traffic, increase parking options, and allow a more pedestrian friendly atmosphere.
- The central water feature includes a number of elements to add character to the town center. They are water jets, a pedestrian bridge crossing the canal, small plazas on either end, and an alle' of shade trees with strolling paths and seating.

Fig. 17.0 Town Center Park and Mixed Use Core

Fig. 16.0 Enlargement- Town Green

1. Civic Center
2. Town Center Park
3. Civic Square

Commercial
Commercial w/ Residential Above
Public
Residential
Existing Use
Water
Specialty Paving

LAKE FRONT DEVELOPMENT

Development along the lake front will provide essential connections for the community to the water and provide a unique sense of place for the town center area (Figure 19.0).
Some of the key elements included are:

- Gateway Features are design elements that signify to users that they are in the heart of the City. They should be elements that reflect the heritage of the city, and probably would be accomplished with signage.

- A new pedestrian bridge is proposed to allow the greenway to connect with Memorial Park. The natural drainage way in this area creates a new space along the lake front that would be known as 'The Cove' (Figure 18.0). Also the sections of boardwalk to allow users to get close to the lake would have water cannons to allow an additional element of play and interaction.

- A community playground area is shown just north of town center core area.

- Passive recreation areas are shown as large expanses of lawn that overlook the lake front to allow relaxation and gathering places for the community (Photo 33).

Fig. 18.0 View of The Cove

Photo 32: Representative Image - Town Center Mixed-Use

Photo 33: Representative Image - Water Front Development

Fig. 19.0 Enlargement-Water Front

• Performance space is shown in the form of an amphitheater that would allow a central location for community events. This area is referred to as 'The Landing', and provides the primary gathering space for the new town center. Its central location allows both a connection to the lakefront, the mixed use core, and surrounding residential (Figure 22.0).

• A number of small piers are shown extending into the water. These provide another space for users to interact with the waterfront. They could also be used to anchor small boats to afford people another way to approach town center.

• Boardwalk connections to Imperial Road section of greenway are also shown. This will allow the greenway to follow the lake front and provide this important pedestrian connection.

1. The Landing
2. Playground
3. Boardwalk w/ water cannons
4. Pedestrian Bridge
5. The Cove
6. Gateway Element
7. Pier
8. Greenway Connection

Commercial

Commercial w/ Residential Above

Public

Streetscape Improvements

Existing Use

Water

Specialty Paving

Fig. 20.0 Potential Phase I Parcels

PHASING

Providing a framework for the implementation of town center development will be a key strategy in making this plan a reality. As shown in Figure 20.0 there are a number of vacant or under utilized parcels near the waterfront, that the City has identified to focus Phase I efforts. The following phasing scenario capitalizes on this area first, creating the town center, to provide a catalyst for further development in the planning area (Figure 21.0).

PHASE I

- The construction of the road network for town center will begin the framework for development of the mixed-use commercial buildings. This will include the Canfield Extension and the new connection to Sanders Ferry containing the one way loop.

- Streetscape improvements should also be constructed beginning at Main Street and continuing down Sanders Ferry to town center. This will provide an immediate connection to town center for users that pass by on Main Street.

- Public lake front facilities should be constructed up to the existing commercial building occupied by Dicky's restaurant. This again will provide an immediate connection to existing parks as well as a draw for community involvement to support town center development.

- Identity features should be constructed along Main Street to establish the character of the

Fig. 21.0 Phase I Plan over Overall Concept Plan

LEGEND:

1. Library
2. Town Center Park
3. The Landing
4. The Cove
5. Community Center
6. Greenway

COMMERCIAL

RESIDENTIAL

STREETSCAPE IMPROVEMENTS

town center. These should focus on the Sanders Ferry, Walton Ferry, and Shivel intersections.

• Residential infill development should be provided for in the areas immediately south of the town center area. Lot size configuration would initially only allow for townhomes, however this would set the tone for future residential development and help to provide immediate consumer support for town center.

PHASE II

• The streetscape extension from Harlen to town center would be constructed with Phase II development. This would complete the roadway network to the mixed-use core.

• Additional street improvements and realignment should be completed at the Hawkins Site. This includes extensions to Stadium and Powell and realignment to Campus.

• Streetscape improvement for the entire planning area could being to be incorporated where feasible. These may include additional identity features at other key interior intersection as well as along Imperial.

• Further public investment should be constructed by developing the community center at the Hawkins Site and providing for additional senior housing.

• The lake front improvements should continue from Dicky's restaurant down to Imperial, and include the greenway extension to the Hawkins Site.

Fig. 22.0 View of The Landing and Town Center Park

50′ Right-of-Way Locations

Photo 34: Example of 50′ R.O.W. Cross Section

STREETSCAPE

Several recommended streetscape cross sections were developed that correspond to the concept plan. These cross sections were developed to facilitate improvements to existing street right-of-ways where feasible as well as provide a guide for new street development. The streetscape includes the sidewalk, landscaping, street furniture and lighting. Together with the vehicular corridor and surrounding architecture, they serve to define an area's identity and create a functional and lively atmosphere for pedestrians, cyclists and drivers to enjoy.

50′ R.O.W.: The section shown in Figure 23.0 would allow for two travel lanes and introduce on street parking to the town center. A 4′ planting strip would provide a buffer while providing space for street trees and street lighting (Photo 34). These are shown for streets that currently have a 50′ R.O.W., refer to inset for locations.

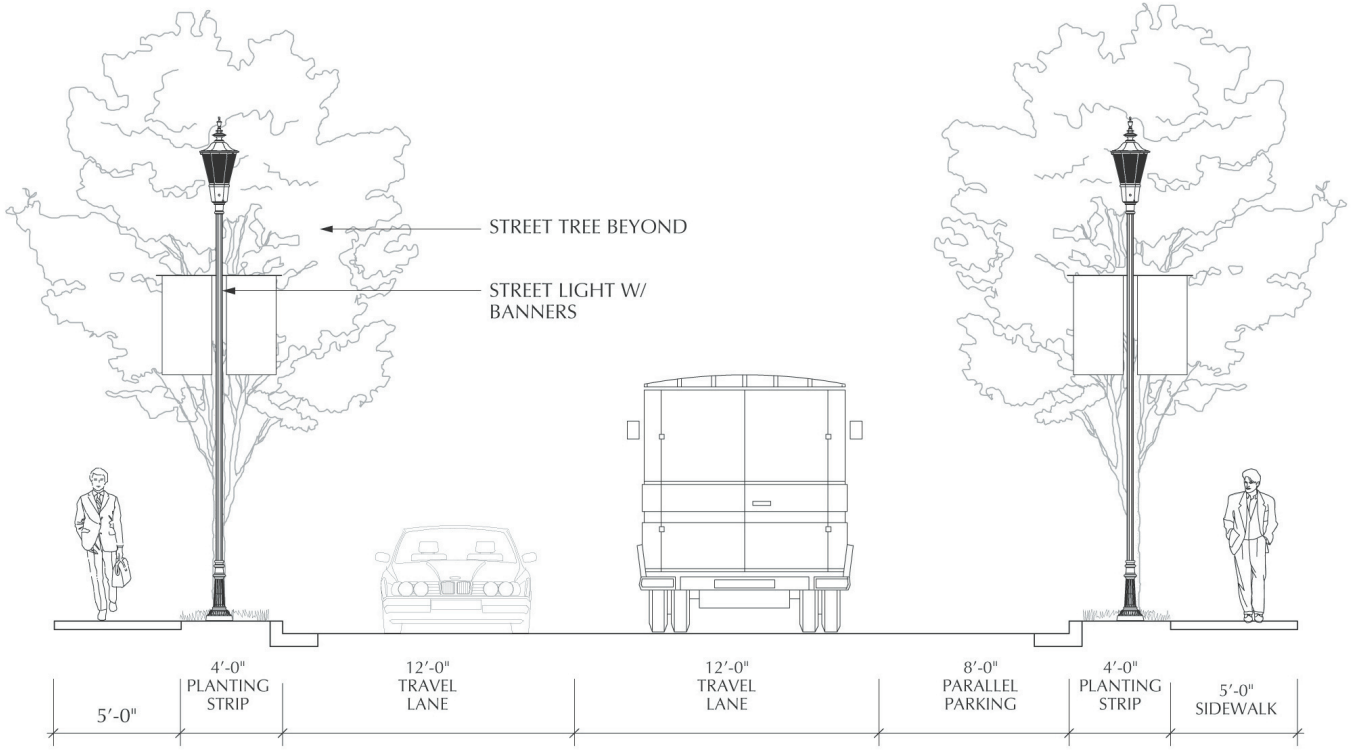
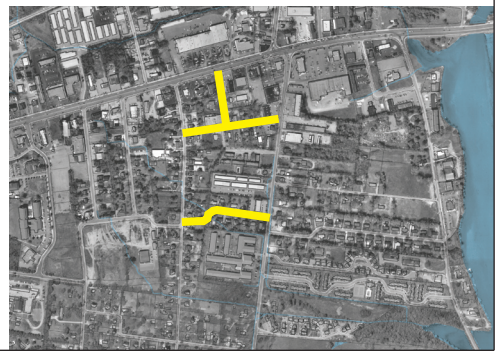


Fig. 23.0 50′ Right-of-Way



30′ Right-of-Way Locations

Photo 35: Example of 30′ R.O.W. Cross Section

STREETSCAPE

30′ R.O.W.: Shown in Figure 24.0 this cross section allows for two travel lanes with curb and gutter. A single 5′ sidewalk may be located within the right-of-way. Due to width limitations there is not room for a buffer between the street and sidewalk (Photo 35); street lighting is required to be located within the 5′ sidewalk zone. Street trees would need to be located on private property. These are shown for streets that currently have a 30′ R.O.W., refer to inset for locations.

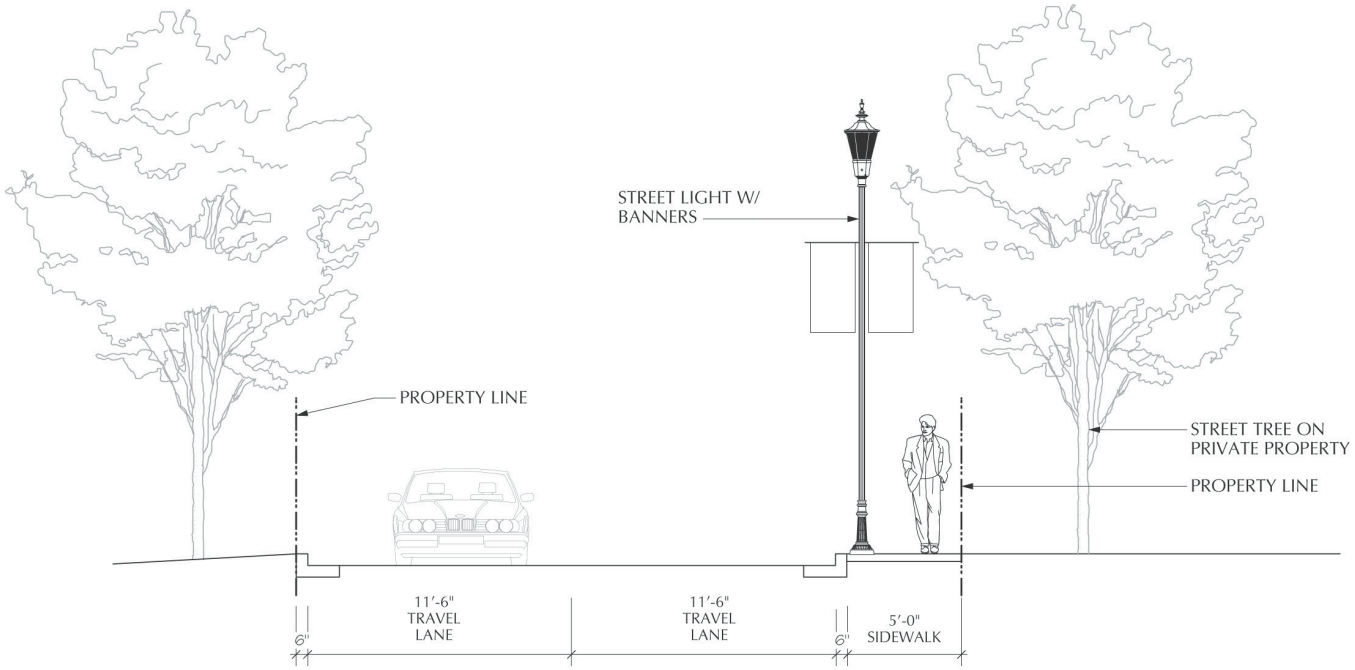
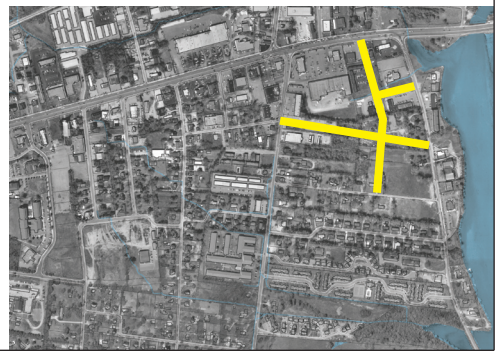


Fig. 24.0 30′ Right-of-Way



Town Center Section

Photo 36: Example of Town Center Cross Section

STREETSCAPE

Town Center Section: Figure 25.0 shows the typical section that is recommended for new town center development. The road width is 40′ including curb and gutter and allows for 2 travel lanes and parallel parking on either side of the road.

The pedestrian zone of this cross section includes a 2′ parking strip to allow users to get in and out of their vehicles. A 4′ planting strip is shown to allow street trees and street lighting. A 10′ sidewalk is shown in front of the buildings (Photo 36). This sidewalk can also accommodate limited street furniture, dining tables, displays or other activities to help activate the street. Refer to inset for recommended locations.

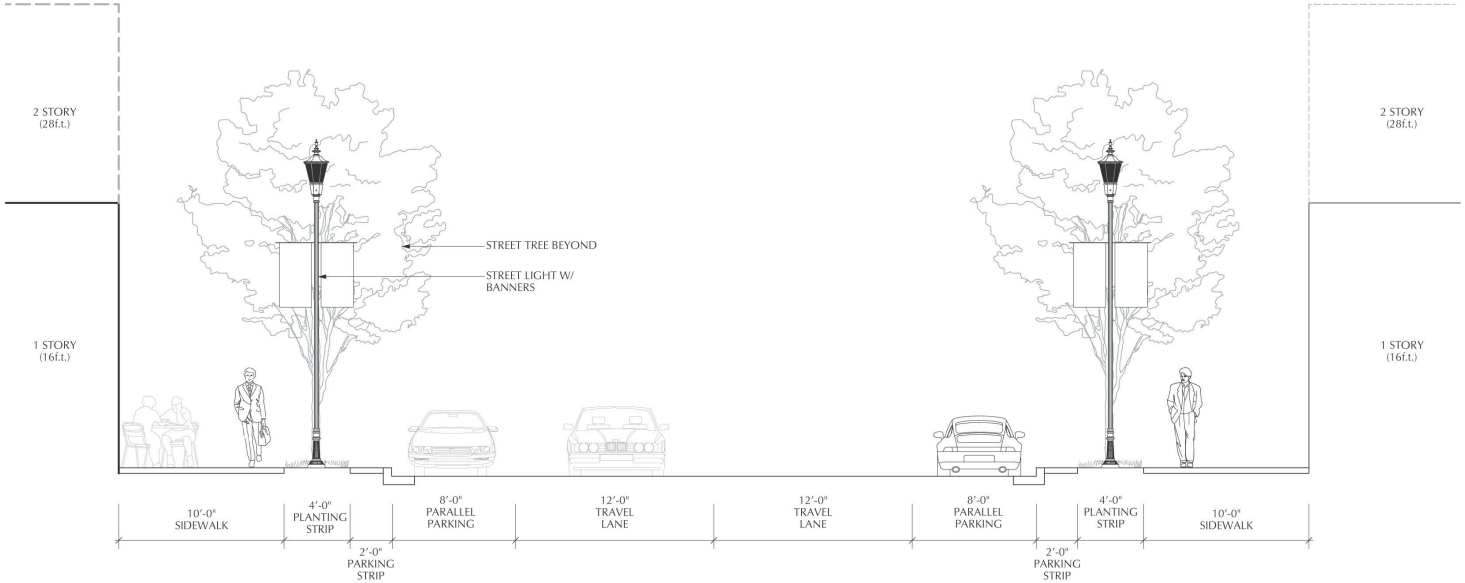
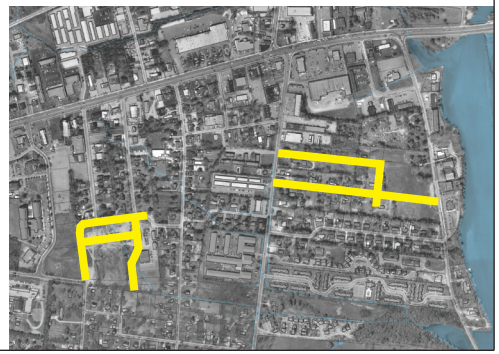


Fig. 25.0 Town Center Section



Residential Section Locations

Photo 37: Example of Residential Cross Section

STREETSCAPE

Residential Section: Figure 26.0 shows the typical section that is recommended for new residential development within the town center. The section allows for dwellings to have 6′ front porches and 5′ front yards.

The pedestrian zone includes a 5′ sidewalk on each side of the street and a 4′ planting strip to include street trees. There is no on-street parking included in this street section, the two travel lanes are 12′ wide including curb and gutter (Photo 37). Refer to inset for recommended locations.

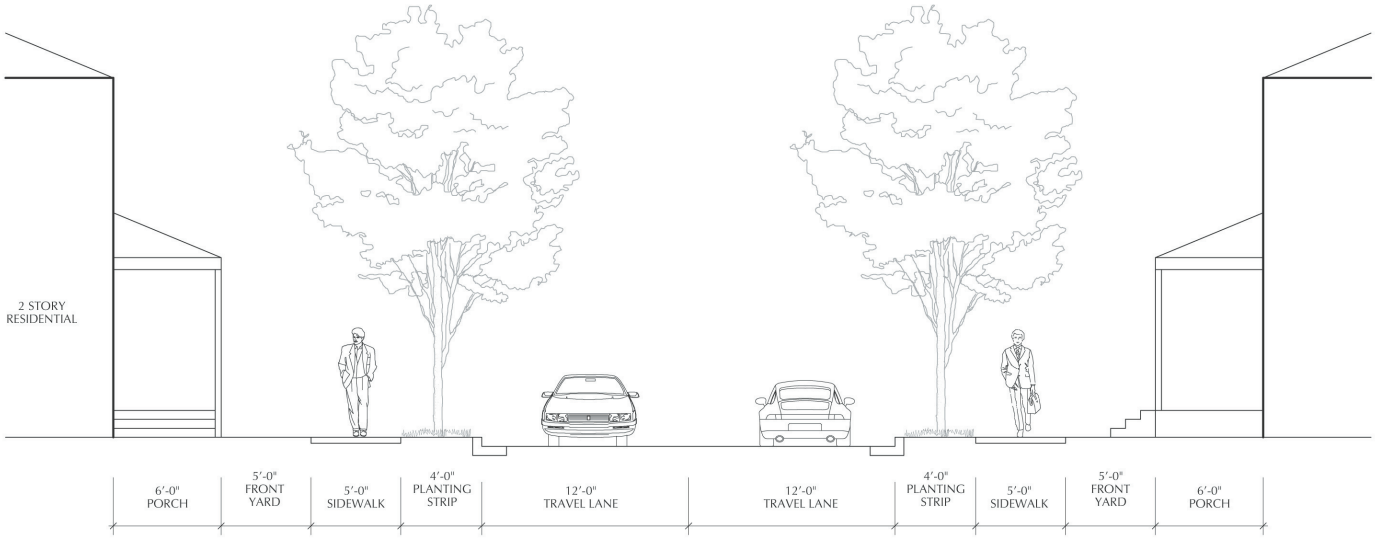


Fig. 26.0 Residential Section

FUNDING

The City has various potential funding mechanisms available for implementing the recommendations of the master plan. The following sources are divided into those sources that can fund specific public projects and those sources available for economic development.

Funding Public Projects. The following are potential sources for facilitating the funding of projects identified in this master plan. Projects include gateways, streetscapes, intersection improvement, bicycle facilities and greenways.

Transportation Equity Act for the 21st Century (TEA-21) has been available for funding pedestrian, mass transit and vehicular improvements. Appropriations are issued through the Tennessee Department of Transportation through their State Transportation Improvement Program (STIP). The program includes the following applicable programs:

- State Transportation Improvement Program (STIP) includes funding for state and local roadway, bridge, bicycle, pedestrian, safety and public transportation (transit) projects. Additionally, a portion of the State's Federal Surface Transportation Program (STP) funds is allocated to urban areas between 5,000 and 200,000 population based on the latest available census figures. The majority of these allocated funds is utilized on minor types of improvement such as resurfacing, signalization, lighting, intersection improvements, bridge replacements, signing and pavement marking, sidewalks, bikeways, grade crossings, etc.. These funds require a local match. The remaining funds of this type are included in the statewide category. STP funds that are earmarked in the federal highway act for urban areas with populations greater than 200,000 are included in the TIP's of Knoxville, Chattanooga, Nashville and Memphis.

- The Congestion Mitigation and Air Quality (CMAQ) program provides funding for surface transportation and other related projects that contribute to air quality improvements and congestion mitigation in areas that fail to attain the National Ambient Air Quality Standards (NAAQS). TDOT's funds from the CMAQ program are allocated to and included in the TIP's of Knoxville, Nashville and Memphis. Also, portions of the funds are taken off the top by TDOT to fund the HELP Program (driver assistance) in these cities.

- Transportation Enhancement funds are expended in several ways. TDOT uses the money to fund the Wildflower Program and construct pedestrian structures for highway crossing or construct sidewalks on bridges where walking trails either exist or a plan is approved, etc.. The remaining funds are used in a grant program format. Applications are received annually; graded by a committee; and recommendations are submitted to the Commissioner of Transportation for final selection.

As of August 10, 2005 the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) was signed into law. This act authorizes Federal surface transportation programs for highway, highway safety, and transit for the 5-year period 2005-2009. This new act was intended to continue the TEA-21 concept for guaranteed funding. It is recommended that the City review SAFETEA-LU and check with the Tennessee Department of Transportation to understand any revisions of the above-mentioned transportation funding options.

Direct Congressional Appropriations. There has been precedence within the State to receive direct appropriations for improvements identified within the master plan. The City should discuss this option with appropriate Senate and House Representatives in Congress to determine the likelihood of receiving direct funding.

Economic Development Incentives. In light of the City's lack of a real property tax levy, the most frequent (and successful) form of financial incentive used by numerous municipalities across the United States, Tax Increment Financing (TIF), is not possible. As a result, consideration should be given to the provision of other, indirect incentives that may be used to enhance the overall feasibility of this project. These options include:

- Write-offs of impact fees or utility connection charges (through the proposed/new Storm Water Fund and/or Sewer Fund) that are typically captured for new residential and commercial development. Another incentive could include the provision of utility lines or other infrastructure critical to the project. Detailed research and an analysis of the financial implications of providing any direct incentives will be required. (The planning team understands that the proposed Sewer and Storm water programs have not yet identified a dedicated funding source);

- Land write-downs through HUD's Section 108 Loan Guarantee program, which allows for a municipality to provide a loan guarantee to a developer using a publicly owned site as collateral.

U.S. Army Corps of Engineers. The Drakes Creek Restoration project was completed in 2003, with 75% federal funding and 25% City Funding. The Corps of Engineers has additional land along the lake front within the planning area. It is recommended that the City continue exploring options for future lake front projects and take advantage of Corps of Engineers support.

APPENDIX

- Visual Preference Survey and Charette Summary

Hendersonville Town Center Master Plan
Town Center Redevelopment Committee Meeting

March 7, 2005

VISUAL PREFERENCE SURVEY

	Not Appropriate			Most Appropriate			Comments
RETAIL						**AVERAGE SCORE (12 surveys)**	
Photo 1:	1	2	3	4	5	4.16	
Photo 2:	1	2	3	4	5	4.5	
Photo 3:	1	2	3	4	5	4.58	
Photo 4:	1	2	3	4	5	2.0	
Photo 5:	1	2	3	4	5	1.5	
Photo 6:	1	2	3	4	5	3.58	
Photo 7:	1	2	3	4	5	3.75	
Photo 8:	1	2	3	4	5	3.5	
Photo 9:	1	2	3	4	5	3.83	
Photo 10:	1	2	3	4	5	3.08	
Photo 11:	1	2	3	4	5	2.16	
Photo 12:	1	2	3	4	5	2.08	
Photo 13:	1	2	3	4	5	3.75	
Photo 14:	1	2	3	4	5	1.58	
Photo 15:	1	2	3	4	5	4.0	
Photo 16:	1	2	3	4	5	2.83	
Photo 17:	1	2	3	4	5	3.66	
Photo 18:	1	2	3	4	5	1.66	

PARK

Photo 19:	1	2	3	4	5	4.0
Photo 20:	1	2	3	4	5	4.0
Photo 21:	1	2	3	4	5	4.58
Photo 22:	1	2	3	4	5	2.58
Photo 23:	1	2	3	4	5	2.66
Photo 24:	1	2	3	4	5	4.16

WATERFRONT

						Average Score
Photo 25:	1	2	3	4	5	4.83
Photo 26:	1	2	3	4	5	4.75
Photo 27:	1	2	3	4	5	3.33
Photo 28:	1	2	3	4	5	4.08
Photo 29:	1	2	3	4	5	3.83
Photo 30:	1	2	3	4	5	3.08
Photo 31:	1	2	3	4	5	4.0

RESIDENTIAL

Photo 32:	1	2	3	4	5	3.5
Photo 33:	1	2	3	4	5	3.0
Photo 34:	1	2	3	4	5	3.5
Photo 35:	1	2	3	4	5	3.0
Photo 36:	1	2	3	4	5	3.91
Photo 37:	1	2	3	4	5	3.91
Photo 38:	1	2	3	4	5	3.58
Photo 39:	1	2	3	4	5	2.91
Photo 40:	1	2	3	4	5	4.16

RETAIL PHOTO SUMMARY:
HIGH SCORES

PHOTO 3

COMMENTS:
Like Benches and small town feel

PHOTO 2

COMMENTS:
Like scale of buildings, brick crosswalks, lighting also small town feel.

PHOTO 1

COMMENTS:
Like scale of buildings, also small town feel.

RETAIL PHOTO SUMMARY: LOW SCORES

PHOTO 5

COMMENTS:
Inappropriate use for town center. Would not like to live across the street from a big box store, generate too much traffic.

PHOTO 14

COMMENTS:
Inappropriate use for town center. Would not like to live across the street from a big box store, not unique to town center.

PHOTO 18

COMMENTS:

PARK PHOTO SUMMARY:
HIGH SCORES

PHOTO 21

COMMENTS:
Like the monument, Hendersonville doesn't have anything like this, nothing historical. This could become a focal point for town center.,

PHOTO 24

COMMENTS:
Like fountain and openness, would like to see less formal space, more natural.

PARK PHOTO SUMMARY: LOW SCORES

PHOTO 22

COMMENTS:
Inappropriate use for town center., Like the pedestrian bridge.

PHOTO 23

COMMENTS:
Do not like park in the middle of parking lot, no parking lots in front.

WATERFRONT PHOTO SUMMARY:
HIGH SCORES

PHOTO 25

COMMENTS:
Like boardwalk along waterfront and the lighting.
Need dock space. Would like to see more green.

PHOTO 26

COMMENTS:
Like walk along the waterfront, and natural feel of landscape.

PHOTO 28

COMMENTS:
Like light poles.

WATERFRONT PHOTO SUMMARY: LOW SCORES

PHOTO 30

COMMENTS:
Too much of an urban feel, feels sterile, looks like a dangerous place for kids. Needs more green.

A canal does help to add waterfront footage for development.

PHOTO 27

COMMENTS:
Not enough greenspace, too urban.

HOUSING PHOTO SUMMARY: HIGH SCORES

PHOTO 40

COMMENTS:
Like scale of houses and traditional looking architecture. Like porches in front and pitched roofs, variety of styles.

PHOTO 37

COMMENTS:
Like porches in front, traditional architecture, proximity to street. Like alleys and garages in the back.

PHOTO 36

COMMENTS:
Would like to see smaller multi family

HOUSING PHOTO SUMMARY: LOW SCORES

PHOTO 39

COMMENTS:
Looks like a subdivision, lots too big.

PHOTO 35

COMMENTS:
Too sterile looking, scale not appropriate for town center.

PHOTO 33

COMMENTS:
No variety.

CHARRETTE SUMMARY:

TABLE #1

Team Members:
Don Ames
Scott Foster
Rod Lilly
Chris Forsythe

Summary:

1. Reroute Sanders Ferry (to the west)
   Divided, Pedestrian Friendly
   Roundabout at Cages

2. Boardwalk along waterfront (Greenway)
   Connect to Memorial Park
   Pedestrian Bridge at Main St..

Additional Comments:

Nice Restaurant and Retail along North Shore

Featured Entrance at Main Street

Team created a Municipal Court to create Campus Feel. Programmed uses around greenspace

Cages St. extended to Executive Park Drive

High Density Residential at proposed roundabout

Greenspace at Cages and Walton Ferry

Band Shell at Entrance

Anticipated residential growth goes west of town center

Open vista to lake front at Roundabout

Residential at Hawkins site

Team placed Library and City Hall at proposed Municipal Court

CHARRETTE SUMMARY:

TABLE #2

Team Members:
Scott Sprouse
Nancy Maris
Pam Tidwell
Don Long

Summary:

1. Develop lake front for commercial and public use

2. Create high scale housing opportunities

3. Opening up town center for pedestrians/ realigning the streets

Additional Comments:

Team placed several 'stars' for designated entries to mark the boundaries of town center. Opportunities for signage or monuments.

Possible monument/ gazebos at corners

Street signs unique to town center

Street lights should be low

Team places Library and community center at the Hawkins site

Improve restaurant and retail at lake front, all parking on the west side of Sanders Ferry

Focus on the lake and boardwalk along lake

Greenway at Shivel to Imperial (creates a square)

Realign Cages St.. and Haven
Introduced lots of residential near Hawkins Site

CHARRETTE SUMMARY:

TABLE #3

Team Members:
H. Frost
J. Clary
T. Elsten
R. Stockard

Summary:

1. Create a Grand Entrance off Gallatin Road (Main Street)

2. Intersection as focal points

3. Greenway from Sanders Ferry to the Library

4. Additional Park space

5. Keep area to south of Imperial residential to support town center businesses. Keep business north of Imperial

6. Keep Hawkins Site as open as possible with natural planting, tulip poplar trees, pines, iris, day lilies. Also big rock, benches and lights.

Additional Comments:

Team placed several 'stars' for designated entries to mark the boundaries of town center. Gateways might include street lighting, signage, brick entrances

Retail and restaurants at the lake front

Greenway from the lake to library
at Hawkins property

Library at Hawkins Site (team didn't use community center or performing arts)

Neighborhood Park in the center

Powell and Stadium: retail or office below with condos above, boulevard to widen the streets

Brick crosswalks