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Population and Housing

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Section 2.1. Purpose

The Population and Housing Element identifies and analyzes existing and forecasted housing needs in Hendersonville. This element identifies standards and programs for the elimination of substandard dwelling conditions, improvement of housing quality, variety and affordability, and for provision of adequate sites for housing.

Primary components of this element include:

1. An analysis of issues related to Hendersonville's existing neighborhoods, including trends in population, age, households, household types, and housing affordability, as well as neighborhood design issues
2. A vision, goals and strategies aimed at maintaining and enhancing existing neighborhoods, improving housing affordability for all income levels, and improving neighborhood design

Vision Statement

Hendersonville's neighborhoods will exhibit a strong sense of community due to their walkability, diversity and citizen involvement. Walkable design will create safe and convenient neighborhoods with vibrant streets. Diverse housing choices will attract and retain a range of incomes and age groups. Viable neighborhoods will encourage citizens to maintain and invest in their homes and participate in their community. The resulting sense of community will sustain neighborhoods through changing life cycles and economic trends.



Section 2.2. Issues and Opportunities

Hendersonville is fortunate to have several stable and desirable neighborhoods, although years of rapid growth and demographic shifts have resulted in housing affordability gaps and several neighborhoods without adequate pedestrian infrastructure. With developable land decreasing, the City must now shift its focus to infill development and maintaining the viability of existing neighborhoods. Below is a summary of issues and opportunities learned during the planning process that provide a basis for the Population and Housing Vision, Goals and Strategies.

Rapid Growth

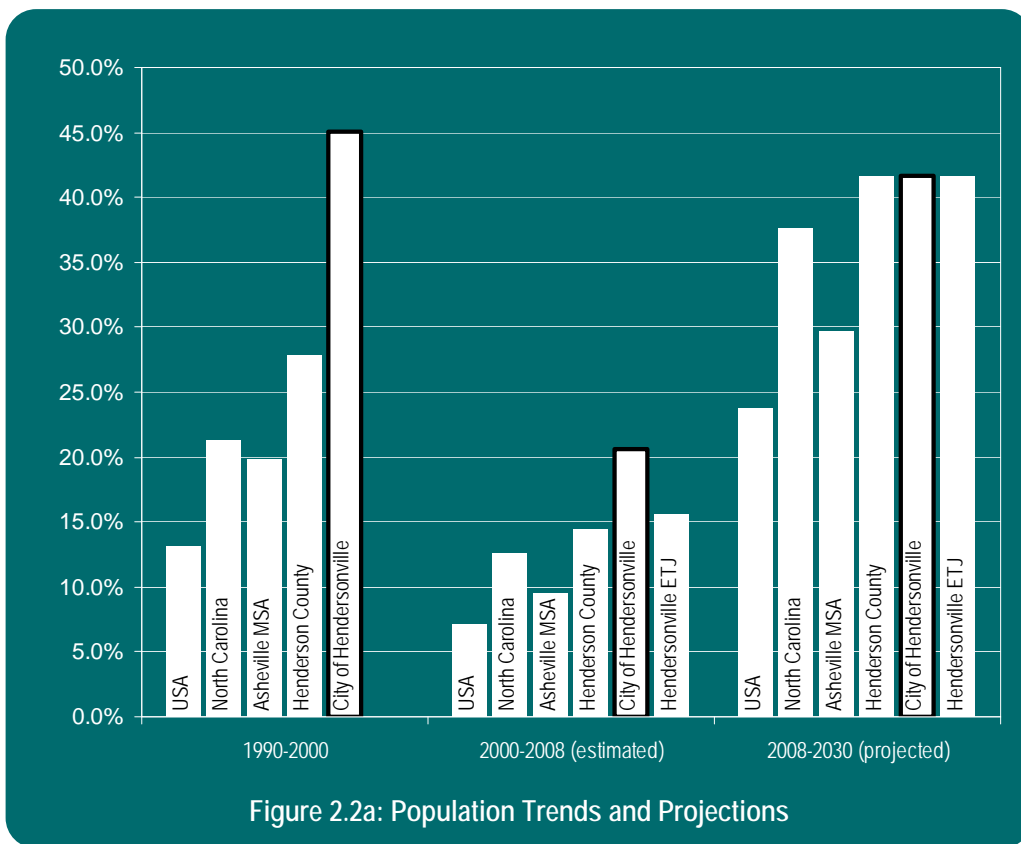
- Hendersonville’s growth rate has exceeded that of Henderson County, the Asheville Metropolitan Statistical Area (MSA), North Carolina, and the United States. Growth is expected to

continue, although at a lower rate than that seen during the 1990s.

- Assuming that Hendersonville maintains its current share of the County population, the City’s population could reach 18,060 by 2030, representing a 41.7% increase from 2008.
- As Hendersonville continues to capture a larger share of the Asheville MSA, the City will face increasing pressures on infrastructure and open space, as well as more competition with other communities for residents and businesses.

Retiree Influx

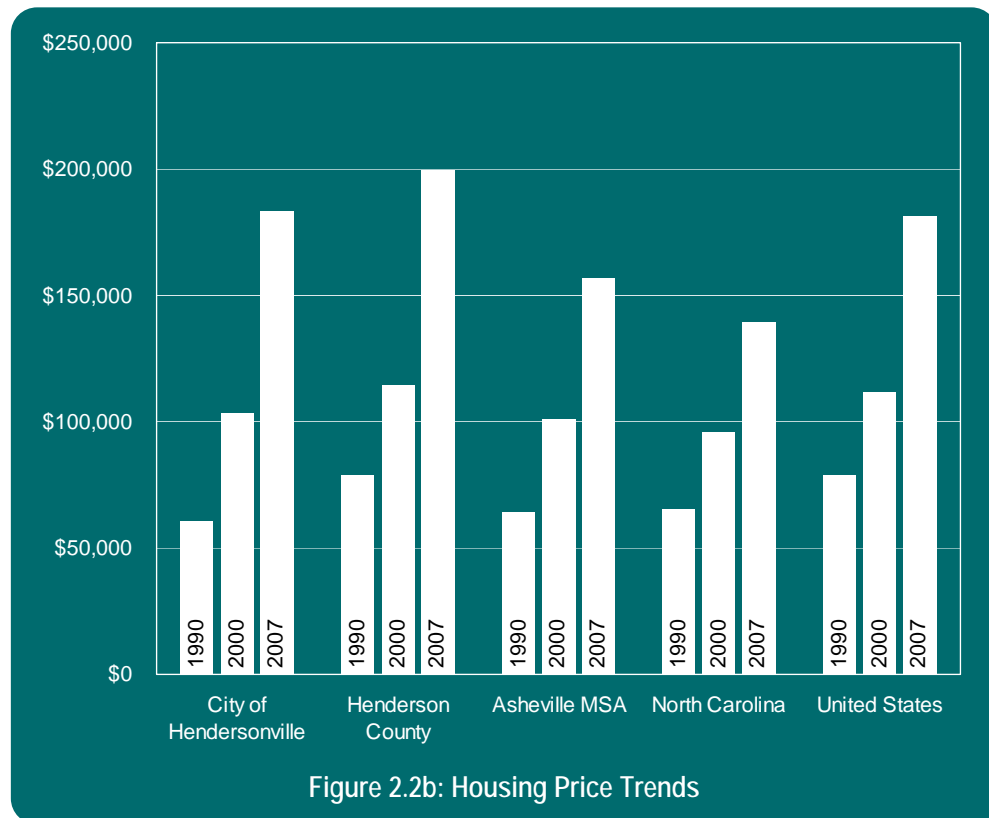
- A significant factor in the growth of Hendersonville is the influx of retirees, as evidenced by decreasing average household size, aging population, and the combination of low incomes and high amounts of money in savings.
- The continued influx of retirees will



increase demand for smaller, lower-maintenance housing types such as condominiums, landminiums¹ and urban housing such as lofts and townhouses.

Housing Affordability

- Growth in home values in Hendersonville and Henderson County has outpaced the Asheville MSA, North Carolina and the United States.
- Home appreciation rates have exceeded income and population growth, creating a need for affordable housing and a mismatch between jobs and housing in Hendersonville.
- Comprehensive Plan Survey respondents overwhelmingly felt that there is an inadequate supply of safe/decent affordable housing in Hendersonville.
 - Participants at Steering Committee and public meetings expressed a desire for a mix of housing types that are affordable to a range of incomes.
 - A mix of housing formats and price points will:
 - Encourage economic development by ensuring availability of a diverse workforce.
 - Potentially reduce commute times because the incomes of residents match available local jobs.
 - Help Hendersonville's neighborhoods sustain their value as market preferences change.
 - Encourage residents to remain in the community as their incomes or lifestyles change.



¹ A landminium is a type of residential property in which the owner owns both the home and the land on which the home is built, and a homeowners' association provides landscaping, maintenance and other services.

Neighborhood Design

- As noted by citizens at public meetings, some Hendersonville neighborhoods are fragmented or isolated due to poorly mixed housing designs and/or types or a lack of connections via sidewalks and streets.
- A lack of sidewalks throughout the City discourages walking and creates barriers to handicapped accessibility.
- Some older Hendersonville neighborhoods face challenges from outdated housing that is no longer consistent with modern housing market preferences.



Sidewalks are lacking in several neighborhoods and on the major roadways that connect them to one another, such as this section of Spartanburg Highway. As a result, these neighborhoods are isolated from one another and are unsafe for pedestrians.

Section 2.3. Goals and Strategies

Goal PH-1.

Maintain and enhance older neighborhoods so that they retain their value and viability in the face of demographic and market changes.

Strategy PH-1.1.

Promote compatible infill development.

Compatible infill development helps to reinvigorate older neighborhoods with new housing products, amenities or services while minimizing negative impacts. Compatibility is achieved through selection of appropriate land uses and/or design strategies that smooth the transition between potentially conflicting land uses. Design strategies should address architectural compatibility and scale as well as landscape buffering.

Action PH-1.1.1.

Develop design guidelines for infill development. Guidelines should focus on architectural compatibility and scale. Landscape buffering standards should be included for scenarios in which architectural transitions are inadequate. Special attention should be given to properties within or adjacent to historic districts.

Action PH-1.1.2.

Implement zoning map and/or text amendments as needed in the Priority Infill Areas identified on the Growth Management Map in Chapter 8 (Map 8.3a). Priority Infill Areas are areas in which the City encourages infill and/or redevelopment. Amendments will bring zoning standards in line with desired form and land uses.

Strategy PH-1.2.

Strictly enforce the International Property Maintenance Code² to maintain the desirability of all city neighborhoods and maintain homeowner confidence. A single deteriorated property can have significant negative impacts on a neighborhood block's property values and perceptions of neighborhood vitality and safety. Enforcement of the Property Maintenance Code not only protects the safety of building occupants but helps to encourage continued investment and boost confidence in neighborhoods. Code enforcement is typically reactive and complaint-driven on a citywide basis. Proactive code enforcement, however, can be accomplished on a limited basis in targeted areas.

Action PH-1.2.1.

Implement code enforcement monitoring that targets defined concentrations of code violations or areas surrounding infill development projects.

Action PH-1.2.2.

Educate and involve community members in the code enforcement process in order to increase awareness of code enforcement problems and the means to address them.

Strategy PH-1.3.

Facilitate the modernization of smaller, outdated units while preserving neighborhood character in order to maintain the viability of older neighborhoods. Changing demographics and market forces lead to changing

² 2003 edition, published by the International Code Council (www.iccsafe.org). Available in City Clerk's office.

expectations for housing size and amenities. Neighborhoods with older housing that no longer meets these expectations are vulnerable to decline unless homes are expanded, remodeled, or redeveloped. At the same time, residents often cherish the character of existing neighborhoods, particularly historic districts.

Action PH-1.3.1.

Create an idea book with strategies for modernizing and enhancing common older housing types found in Hendersonville in ways that are compatible with existing neighborhood character. Examples include aesthetic improvements such as front porches, shutters and dormers, or functional improvements such as room additions.

Action PH-1.3.2.

Implement a housing study that analyzes current housing stock in detail within the context of current market preferences and identifies areas in need.

Strategy PH-1.4.

Allow redevelopment and/or reuse of single-family homes that directly front on arterials into office or high-density residential uses in coordination with the Future Land Use Map. As development increases along an arterial, properties with frontage on the arterial increase in value and become more desirable locations for higher-intensity uses such as multi-family residential and commercial uses. Furthermore, placing these uses on major arterials helps to keep traffic away from local residential streets and provides needed visibility and access for commercial uses.

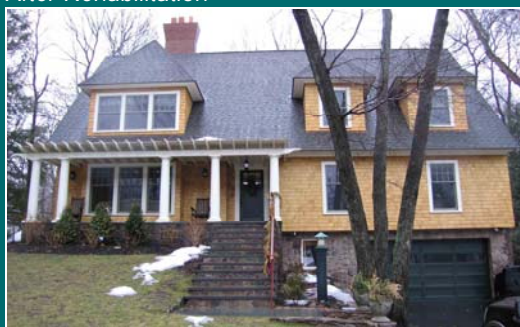
Example of Housing Modernization

The below photos depict a split-level home, which was a popular housing design in the 1970s and 1980s. A rehabilitation project increased the home's interior space and modified the layout to meet modern needs. A new front porch improved the home's curb appeal and relationship with the street.

Before Rehabilitation



After Rehabilitation



Action PH-1.4.1.

Implement transitional zoning along Major Thoroughfares, particularly those planned as "High Intensity Neighborhood" or "Neighborhood Activity Center" on the Future Land Use Map.

Strategy PH-1.5.

Maintain and enhance the public space in older neighborhoods. Ongoing maintenance of street pavement, curbs and sidewalks helps to maintain a fresh appearance and residents' confidence in a neighborhood. The addition of amenities such as sidewalks and street trees where they do not exist along with the development of neighborhood parks boosts the desirability of older neighborhoods.

Action PH-1.5.1.

Continue funding and improve the efficiency and effectiveness of City street and sidewalk maintenance programs.

Action PH-1.5.2.

Continue to implement the sidewalk recommendations of the City's 2007 Pedestrian Plan.

Action PH-1.5.3.

Periodically revisit and revise the City's Pedestrian Plan to evaluate and expand upon the original recommendations to create an interconnected citywide pedestrian network.

Action PH-1.5.4.

Develop City-owned property within neighborhoods into neighborhood parks.

Action PH-1.5.5.

Seek opportunities to acquire additional property for future park purposes in areas identified in the Master Park Plan as lacking local park facilities.

Action PH-1.5.6.

Promote the installation of street trees through private redevelopment projects and targeted installations in locations such as "park streets" identified in Strategy CF-7.1 in Chapter 5.



Residential Street with Street Trees

Goal PH-2.

Encourage a wide range of housing types and price points in order to meet the diverse and evolving needs of current and future residents, match the housing supply with the local workforce, and promote diverse neighborhoods.

Strategy PH-2.1.

Encourage variation in lot sizes and housing types within new developments.

Action PH-2.1.1.

Amend zoning and/or subdivision standards to require and/or offer incentives for variation in lot and unit sizes within a single development. An example is performance standards that require a percentage of total lots in a development and/or block to vary from the minimum size. Performance standards could be matched with density bonuses.

Strategy PH-2.2.

Encourage provision of affordable housing units in new developments.

Action PH-2.2.1.

Develop performance standards and/or density bonuses that encourage at least 10% of new housing units sold in a new development to be affordable to people making up to 80% of the area median household income.

Action PH-2.2.2.

Support development proposals that mix subsidized housing with market-rate housing.

Strategy PH-2.3.

Allow housing arrangements in existing and new neighborhoods that provide affordable and/or multi-generational housing alternatives in single-family neighborhoods. An additional rental housing unit on a single-family property can provide rental income to the homeowner as well as an affordable housing alternative. Such housing can assist families in providing for older or younger family members who cannot afford housing or have special needs that require home care. Additional units may be detached accessory structures or integral to the principal unit. Zoning standards should encourage such arrangements while protecting existing neighborhoods from impacts such as parking shortages and significant exterior changes.

Action PH-2.3.1.

Continue allowing accessory and integral additional housing units that are associated with single-family detached units. Ensure that conversions of single-family properties do not disrupt the character of existing neighborhoods.



Accessory dwelling unit placed above a detached garage

Goal PH-3.

Promote safe and walkable neighborhoods.

Strategy PH-3.1.

Establish neighborhood design guidelines that promote safe, walkable and bikeable neighborhoods while accommodating the automobile. An important aspect of neighborhood safety is creating an environment in which people can walk and bike safely and comfortably. A safe walking and biking environment results in fewer pedestrian/automobile and bike/automobile accidents, encourages interaction among neighborhood residents, and places more eyes on the street to prevent crime. Design guidelines should address new construction as well as retrofits to existing buildings and streets (coordinate with Strategy PH-1.4). The following actions and the illustrations in Figure 2.3a are examples of walkable neighborhood design guidelines.

Action PH-3.1.1.

Encourage pedestrian-friendly design features in residential developments, such as recessed or rear garages and front porches in single-family development, and rear parking lots and front entrances in multi-family developments.

Action PH-3.1.2.

Encourage public space design features that calm traffic and provide space for pedestrian gathering and circulation. Examples include sidewalks, bike lanes, village greens, narrow streets, traffic mini-circles, and curb extensions.

Action PH-3.1.3.

Integrate Crime Prevention Through Environmental Design Principles as

Figure 2.3a: Walkable Neighborhood Design Strategies

Narrow Setbacks and clustered development place homes closer together and closer to the street, thus encouraging interaction between residents and creating a more human scale.



Front porches, as compared with rear patios, encourage a sense of community by placing outdoor activities in front of the house, where residents can more easily interact with one another.



De-emphasized garages can reduce the perceived scale of the house and leave more space for front porches and pedestrian activity. Situating the garage back from the front of the house, to the side, or to the rear with alley access, creates a streetscape that is more focused on the pedestrian than the automobile.





Figure 2.3a: Walkable Neighborhood Design Strategies, continued

A mixed-use environment encourages walking by placing services close enough to residents that driving is unnecessary. Development of mixed-use neighborhood activity centers, as recommended in Chapter 8, contribute to walkability by placing commercial uses within close proximity of several neighborhoods. Beacon Commons, shown below, is a recent example of mixed-use development in downtown Hendersonville.



Pocket parks, neighborhood parks and pedestrian connections to larger community parks are significant pedestrian generators that encourage active lifestyles and interaction among neighbors.



described under Strategy CF-6.2 in Chapter 5.

Strategy PH-3.2.

Encourage mixed land use patterns that place residents within walking distance of services. In addition to design features, mixed-use development helps to achieve a walkable, safe neighborhood. Hendersonville's commercial corridors represent opportunities for mixed-use redevelopment on the edges of neighborhoods. Mixed-use redevelopment should incorporate multi-family residential development, offices, institutions, retail and services, either within the same building or in adjacent buildings.

Action PH-3.2.1.

Promote mixed-use redevelopment along major thoroughfares through zoning map and/or text amendments in accordance with the High-Intensity Neighborhood and Neighborhood Activity Center classifications on the Future Land Use Map.

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