



Advenir Azora Development

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Date: September 5, 2025

From: Scott Weathers, Development & Construction Manager
Advenir Azora Development

To: Community Development Department
City of Hendersonville, NC
160 6th Avenue East,
Hendersonville, NC, 28792

RE: LEO @ Hendersonville PRDCZ Submittal
Comprehensive Plan Compliance
For +/-21.25 acres at 1741 Haywood Road
Parcel ID: 9569229206

Dear Review Staff:

Advenir Azora Development LLC (AAD) is under contract to purchase +/-21.25 acres at 1741 Haywood Road (subject property). This property is within the City of Hendersonville and currently has a Zoning designation of R-15 and Future Land Use designation of Family Neighborhood Living. Accordingly, AAD requests a review of Comprehensive Plan Compliance.

Goals & Objectives

1. Goal: Vibrant Neighborhoods

a. Objectives:

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

b. Compliance:

- i. Presently, the site is a vacant lot consisting of several dilapidated and deteriorating structures. Trespassers, which can be confirmed by the graffiti that covers the remaining structures, are reported as a consistent issue by the neighbors that surround the property. Construction of the LEO at Hendersonville community will bring Missing Middle Housing opportunities to new and existing residents through the development of new, craftsman style housing units that not only complement the existing neighborhood fabric but also incorporate CPTED principles of access control, territorial reinforcement, maintenance, natural surveillance and activity support will innately create a safer area.



- ii. LEO at Hendersonville will employ 5-7 full time staff members, which will include a facilities maintenance team that is present on-site during work hours and on-call 24/7, ensuring the entire community is maintained to like-new condition. In addition to the maintenance team, the landscaping will be professionally maintained and manicured by a local landscaper. The highly maintained and manicured appearance of the property is critical to ensure the community is as attractive as possible to its existing residents and future residents, which helps ensure a sufficient level of occupancy is maintained.
- iii. LEO at Hendersonville does not have an age restriction and promotes a diverse demographic of people averaging 26% young adults (under 30 years old), 18% Families (30-35 years), and 36% mature adults (55+ years old). It is proven that taking a multigenerational approach to securing a resident base creates a community that people want to live in longer term as it establishes friendships and relationships within our communities.
- iv. LEO at Hendersonville incorporates a craftsman style architectural design that aligns with the design seen throughout the older historic homes of the broader Hendersonville. By design, LEO communities are meant to integrate the interior pedestrian network into the existing, exterior pedestrian network, contributing to walkability. It is these “spaces in between” the homes that encourages people to gather with their neighbors in the various park-like settings and natural spaces that will be featured at LEO at Hendersonville. At this location, neighbors would be a 15-minute walk or 10-minute bike ride from local retail and commercial uses, less than half a mile east on Haywood Road. Additionally, LEO will complete the portion of the greenway trail that is expected to connect along Britton Creek through the property.
- v. The proposed development offers the exact diverse, Missing Middle Housing options the City leaders have consistently stated they need and included in their Comprehensive Plan to allow for the sustainable, generational growth of the City of Hendersonville. The proposed development supports walkable communities through additional developments, bridges the gap between low-density and higher density areas, offers a more attainable price-point for single-family homes while still being market rate and supports the continued expansion and enhancement of the employment drivers in and around downtown as well as the smaller, “mom and pop” businesses in downtown.

2. Goal: Abundant Housing Choices

a. Objectives:

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

b. Compliance:

- i. LEO Living specializes in providing “Missing Middle” housing offerings. The single-family-rental style development is a hybrid between fee simple and multi-family development, providing the “four walls of freedom” of a single-family home with all the benefits of a multi-family community. The community will include 1-Bedroom, 2-Bedroom, and 3-Bedroom homes in various layouts ranging from ~625 SF to ~1,500 SF provide a variety of housing options and styles and offers an abundance of on-site resident amenities including but not limited to resort style pool, fitness center, pickleball court and pocket parks. Providing the alternative form of housing with Class A amenities within walking distance of retail,



restaurants, and commercial uses will assist in making the broader Hendersonville community more age friendly.

- ii. LEO at Hendersonville would provide strategic density which will assist in bolstering the stressed housing supply that is being experienced through the significant population growth, thus providing necessary competition to help stabilize the continued increasing housing costs currently being experienced in Hendersonville.
- iii. As a new development built to the most recent IRC and North Carolina codes, all structures with the community will meet or exceed all minimal standards required in Chapter 21 of the Hendersonville Code of Ordinances.
- iv. In addition, variations to the unit types, building facades, specific building placement off the internal street network and a highly varied color palate is utilized by the architectural team to create an “intentional randomness” that makes this new, high-quality community feel like an established neighborhood built over time, as soon as it is built.
- v. LEO at Hendersonville will help support the abundant businesses moving to the region and the need to attract new employees by offering a diverse range of high quality, highly amenitized housing options for employees relocating to Hendersonville.

3. Goal: Healthy and Accessible Natural Environment

a. Objectives

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

b. Compliance:

- i. The layout of the LEO community provides strategically placed pocket parks that will incorporate active open spaces, which will include pickleball courts and a dog park. In addition, we are building our portion of the proposed greenway trail along Britton creek to allow for a passive open space area and active walking path for community-wide residents and others to enjoy.
- ii. The site plan for the LEO community utilizes compacted densities to avoid the environmentally sensitive areas along the Britton Creek, as well as large swathes of heavily treed spaces along the perimeter of the project. In addition, we have modified our design to utilize the driveway that currently exists on the property to minimize unnecessary impact to the ecologically sensitive area along Britton Creek and maintain vertical construction in areas that are primarily open space in its current state. This will in turn help maintain the natural wetlands, floodplains and soil stabilizers that presently exist on the property.
- iii. Utilizing infill development, we are strategically adding desired density close to downtown Hendersonville, a paramount objective of typical planning and zoning theory, to preserve the outlying agricultural lands in the natural and rural zone planning transects that exist outside the urban and suburban portions of the City.



- iv. As part of our discussions with the existing residents, we have modified our site layout to place only single-story buildings adjacent to the existing one-and two-story single-family homes in the neighborhood to the south and our two-story buildings internal to the site and adjacent to the multifamily buildings to the north of the project. Consistent with smart growth planning principles, this strategy takes into consideration the specific street layout and building placement of the project to ensure that the mass and scale of the buildings being proposed on site offer an appropriate transition between the multifamily neighbors to the north and the single-family neighbors to the south.
- v. The development will save a minimum of 30% of the existing tree canopy, while planting a significant amount of new canopy trees along the perimeter and throughout the interior of the development that will replace the 25+% of non-viable trees that currently exist on the property.
- vi. The development will incorporate the portion of the proposed Greenway trail that is to connect through the community.
- vii. The stormwater retention capacity will exceed the minimum code requirement to help mitigate impacts of heavier than normal rainfall.
- viii. The development is maintaining a minimum 25' building setback along the side and rear perimeters of the property exceeding the code minimum, allowing for a better transition between our development and the larger lots to the southeast.
- ix. The developments open space exceed 60% of the total area with common open space nearing 20% of the total area.

4. Goal: Authentic Community Character

a. Objectives:

- i. Downtown remains the heart of the community and gathering spaces like a central community park, are the focal point of civic activity and celebration.
- ii. Arts and cultural activities enhance the community while conveying its history and heritage.
- iii. City Centers and neighborhoods are preserved through quality development.
- iv. Local businesses and entrepreneurs are supported by the community

b. Compliance:

- i. The development is situated within a 22-min walk or 10-min bike ride from downtown Hendersonville, providing an opportunity for motorless travel from the community to the heart of Hendersonville.
- ii. LEO's incorporation of the Apartment Life program into all of its communities provides monthly opportunities for the neighbors within the community to connect with broader Hendersonville through presentation and activities, centered around introducing broader opportunities in the area.
- iii. The LEO standard incorporates a classic craftsman style architectural design that does not fade with trends, will stand the test of time and seamlessly blends with the architectural style of existing housing stock. In addition, the development will utilize high quality materials, such as but not limited to, LVP flooring, Fiber Cement Siding, 25-year shingles, and energy star appliances. So, the structures will last without the need for constant maintenance/replacement. Coupled with our Class A amenities, that include resort style pool, fitness center, pocket parks and pickle balls court provide for an active community driven lifestyle.



- iv. Providing strategic density, such as LEO at Hendersonville, in close proximity to a city center provides the opportunity for the 15-minute neighborhood, which will encourage the utilization of the abundant live, work and play opportunities that exist in and around downtown Hendersonville. It is also worth noting that the typical residents found within a single-family rental community tend to have more disposable income that will be utilized at the readily available retail, restaurants, and other downtown businesses.

5. Goal: Safe Streets & Trails

a. Objectives:

- i. 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.
- ii. Access is increased for all residents through the provision of facilities that promote safe walking, transit, automobiles, ride share, and bike in selected areas.
- iii. Design embraces the principles of walkable development.
- iv. An extensive network of pedestrian facilities connects places where people live, work, learn, shop, play, and worship, making active living possible.

b. Compliance:

- i. The development is incorporating an interconnected, internal street network with pedestrian walkways on either side, interspersed with pocket parks (both constructed and natural) to encourage the interaction between the residents and natural environment. Furthermore, we have provided two additional roadway stubs to provide connection to future developments adjacent to the property.
- ii. The development embraces the notion of the 15-minutes neighborhood. With retail, grocery, and restaurants less than a 15-minute walk and downtown Hendersonville being a 22-minute walk, and 10-minute bike ride, the placement of this strategic density helps to promote and encourage motorless travel.
- iii. LEO will also incorporate its portion of the greenway trail that has been proposed along Britton Creek, promoting safe and connected pedestrian pathways upon its completion.

6. Goal: RELIABLE & ACCESSIBLE UTILITY SERVICES

a. Objectives:

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

b. Compliance:

- i. One of the overlapping objectives of the Comprehensive Plan is the promotion of a compact service area for the universal benefits it offers the community, which is precisely what the LEO at Hendersonville project helps the City achieve. Allowing a slightly greater density on this tract of underutilized land not only ensures a larger



population will have access to the abundant “live, work and play” opportunities of downtown but it does so by maximizing the fabric of the existing infrastructure and not requiring costly extensions to the outer regions of the City that undeniably promote urban sprawl and an inefficient pattern of growth and use of City resources.

- ii. The proposed development would contribute quality and strategic density in close proximity to downtown Hendersonville, allowing for the utilization of the existing infrastructure that is currently available through the center of the property and off Haywood Road.
- iii. LEO partners with specialized telecom consultants to ensure 1G internet speeds are available to our residents. With the density provided within the LEO community it helps to incentivize telecom providers to extend service if it is not already available.

7. Satisfying Work Opportunities

a. Objectives:

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

b. Compliance:

- i. Strategically placed, high-quality housing in close proximity to employment centers is paramount in attracting new employers to a region. LEO provides necessary density to the limited housing supply currently available in the Hendersonville area, by providing high quality, market-rate housing alternatives that are attainable to residents of various economic income levels, which helps maintain Hendersonville’s attainability.
- ii. LEO’s incorporation of the Apartment Life program into all its communities provides monthly opportunities for the neighbors within the community to connect with the broader Hendersonville area, through presentation and activities centered around introducing a variety of opportunities in the area. This program would provide a great opportunity to introduce older and newer residents within LEO community to volunteer and enrichment opportunities throughout the city.

8. Goal: Welcoming & Inclusive Community

a. Objectives:

- i. Respectful community dialogue is encouraged and modeled through leaders’ behaviors.
- ii. 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.
- iii. Accessibility exceeds minimum standards of ADA, fostering residents’ and visitors sense of belonging.

Compliance:

- iv. Regardless of the community we look to place a development within, our overriding goal is to always be good neighbors and to engrain ourselves into the community. We do not develop a site, then sell it. We are long-term-hold developers who invest in the



community. We self-manage all our communities, so if there is ever an issue occurring at a property that we do not notice before one of our neighbors does, the same people you see here today are the people you can call to address an issue, if one were to arise.

- v. In the majority of the communities we look to bring a development into, we conduct neighborhood meetings whether or not a neighborhood meeting is required. We do this because we sincerely want to hear from our neighbors, because more often than not, we learn a lot from this dialogue, and it helps us shape and revise our developments; similar to what we did here. In addition, while only one neighborhood meeting was required here in Hendersonville, we conducted three neighborhood meetings to make sure we fully understood the neighbor's concerns, and as much as possible, incorporated those into revised plans.

9. Goal: Accessible & Available Community Uses and Services

a. Objectives:

- i. Private development is plentiful, meeting the demands of current and future populations
- ii. 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.

b. Compliance:

- i. The proposed development would contribute quality and strategic density at attainable rental price points to the City's forecasted population growth over the next 20 years. As stated in the Comprehensive Plan, residential growth could increase to ~31,000 new residents over the next 20 years, with 16,000 new homes needed for that forecasted population.
- ii. The LEO community will assist in bolstering active recreation by incorporating our portion of the proposed greenway trail along Britton Creek, providing future pedestrian connectivity to all Hendersonville residents.

10. Resilient Community

a. Objectives:

- i. Adaptation to a changing world (e.g., economic technological, social, environmental, etc.) is a priority of City Leaders.
- ii. Readiness through adequate preparation to manage external impacts is routinely integrated into the City initiatives.
- iii. Recovery from adverse events (e.g., extreme weather event, natural hazards, etc.) from the City's commitment to providing sufficient resources.

b. Compliance:

- i. The LEO community is designing for a stormwater retention capacity that exceeds the minimum standard, helping to minimize impacts to an already strained stormwater system in the event of significant storm events. The addition of a controlled stormwater system will assist in controlling the impacts that are currently experienced on the existing unmaintained property.
- ii. Utilizing compact design in strategic locations that are primarily open space. LEO at Hendersonville is conserving ~60% open space, exceeding the requirement by ~20%,



- of which includes ~20% common open space, almost double the code requirement allowing us to protect the ecologically sensitive area within the Britton Creek corridor.
- iii. As a new development built to the most recent IRC and North Carolina codes, all structures with the community will meet or exceed all minimal standards required in Chapter 21 of the Hendersonville Code of Ordinances.

Issues & Opportunities

1. Housing

a. Observation:

- i. Hendersonville is experiencing unprecedented growth, and this is putting strain on the housing supply.

b. Compliance:

- i. The proposed development would contribute ~180 homes - at highly attainable price points when compared to the typical single family for-sale homes offered in this market - to the City's housing supply to support the projected growth previously noted. This strategic density will also bolster alternative housing opportunities helping to stabilize the ever-increasing cost of living currently being experienced in the Hendersonville area.
- ii. Developing housing in close proximity to downtown shortens the drive time and provides the opportunity of motorless travel for residents working and frequenting downtown, when compared to a potential new development that would be built 10 or even 5 miles outside of downtown.

2. Open Space

a. Observation:

- i. Developing more parks and recreational opportunities to support a healthy population.

b. Compliance:

- i. LEO at Hendersonville will coordinate with the City to provide a portion of the proposed Greenway trail through the center of the subject parcel, creating the opportunity for additional recreational activities for the development's residents and public population.
- ii. The community will also feature pocket parks, through natural conservation and construction, as well as a fitness center to encourage and activate the residents within the community.

3. Aging Population

a. Observation:

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

b. Compliance:

- i. LEO communities have an average mature adult demographic of 36%. With on-site maintenance, Class A amenity spaces, single story units and a sense of community, the proposed project appeals to the needs and values of an aging population.
- ii. LEO also encourages multi-generational living, believing that a diverse community provides the necessary support to encourage loving and community-based living.
- iii. With its diverse unit types and Class-A amenities the LEO single-family rental platform attracts a highly diverse resident profile that is attractive to both a more mature



demographic and also a young professional demographic, with and without young children, that have matured past apartment living and want to have a single-family style home so they don't have to share walls, have a fenced, private back yard and a front yard/porch.

Future Land Use Compliance

The proposed project highlights qualities that describe both the Family Neighborhood Living and Multi-Generational Living future land use designations. Based on the subject properties proximity to surrounding future land use designations, the proposed project presents an ideal opportunity to provide a logical transition from the Family Neighborhood Living designations to the west and the Multigenerational Living designations to the east. With these points in mind, AAD is requesting the subject property be reclassified as MGL, due to the utilization of attached units and the multi-family component of the community. However, our calculated density per Hendersonville code is 5.74du/ac, which sits below the FNL maximum density of 6 units per acre under the PRDCZ zoning classification. The entire foundation of the proposed development is based on sound land use planning and zoning techniques derived from the principles of smart growth planning and form-based code land use regulations to ensure definitive compliance with the City's Comprehensive Plan

- 1. Family Neighborhood Living Description:** "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 that 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."

- a. Compliance:**

- i. Through the varying sizes and home styles provided within the LEO community, we will be providing 180 homes at a calculated density of 5.7 units/acre.
- ii. The proposed development provides site planning aimed at conserving the natural landscape within the property, while also aligning with the desired moderate density listed in the future land use description.
- iii. The proposed development will provide Open Space in the form of the City's proposed Greenway trail, wildlife corridor preservation, neighborhood pocket parks and a connected pedestrian network, and protected existing tree canopy area.
- iv. The development has a conservation design that uses compact density to preserve the natural environment in the center of the site, above what is required by Code.
- v. The proposed development would provide single-family rental homes at a scale that integrates into the surrounding community and adjacent properties. The specific placement of our unit types has been done to ensure the highest level of compatibility with our adjacent neighbors to the south by only placing single story buildings in close proximity to those residents and placing our two-story units internal to the site and adjacent to our denser multifamily neighbors to the north.

- 2. Multi-Generational Living Description:** 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,



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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. Living Lot sizes are similar to those in FNL, but with increased densities. Attached units, typically up to 2.5 stories tall, should incorporate design elements reflecting traditional single-family homes and “missing middle” housing, such as front porches, balconies, stoops, recessed or detached garages, and pitched roofs.

a. **Compliance:**

- i. The proposed development would provide a mix of housing types, including single-family attached cottages, duplexes and townhomes, as well as detached garage bays for use across the site.
- ii. Open space on the proposed development is being provided in a proposed Greenway trail, active and passive, interspersed neighborhood pocket parks (both natural and constructed) and connected pedestrian network.
- iii. The proposed development’s craftsmen style architecture and site design reflects the surrounding community’s traditional single-family homes with pitched roofs, front porches and stoops, while also providing the City’s desire for Missing Middle Housing types. The housing proposed by the LEO development is the very definition of Missing Middle Housing, which is integral to offering a diverse range of housing options but has unfortunately all but disappeared from the built environment.
- iv. The density of the proposed development provides transitioning density and building forms that align with both the Family Neighborhood Living and Multi-Generational Living designations in addition to aligning with the existing communities surrounding the property, with varying densities ranging from 1 home/acre+ to 10.5/homes per acre.

