



# CITY OF HENDERSONVILLE STRATEGIC HOUSING PLAN STEERING COMMITTEE

City Hall – 2nd Floor Meeting Room, 160 6th Ave. E, Hendersonville, NC 28792  
Friday, May 30, 2025 – 2:00 PM

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## AGENDA

1. **CALL TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
  - A. February 17, 2025 - *Jill Murray, City Clerk*
5. **NEW BUSINESS**
  - A. Presentation by DFI Regarding Site Identification Process - *Sarah Odio, Associate Director, UNC Development Finance Initiative*
  - B. Presentation by Community Development Regarding Proposed Zoning Amendments - *Matthew Manley, Long-Range Planning Manager*
  - C. Presentation and Discussion Regarding Strategic Housing Plan - *Angela Beeker, City Attorney*
  - D. Presentation Regarding Strategic Housing Options - *Angie Beeker, City Attorney*
6. **OTHER BUSINESS**
7. **ADJOURNMENT**

*The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.*



# CITY OF HENDERSONVILLE STRATEGIC HOUSING PLAN STEERING COMMITTEE

City Hall–2<sup>nd</sup> Floor Meeting Room | 160 6<sup>th</sup> Ave. E., | Hendersonville NC 28792  
Monday, February 17, 2025 – 4:00 PM

## MINUTES

Present: Council Member Lyndsey Simpson, Council Member Jennifer Hensley, Debi Smith, (TDA), Connie Stewart (Housing Authority); Madeline Offen (Pisgah Legal); Hilary Paradise (Land of Sky); Carsten Erkel (Partnership for Economic Development); Jennifer Duvall (HAC); Sheila Franklin (Henderson County) and Connie Stewart (Housing Authority)

Via Zoom: Robert Hooper (WNC Source); Sarah Cosgrove (Builder’s Assoc. of the Blue Ridge);

Staff Present: City Manager John Connet, City Attorney Angela Beeker, City Clerk Jill Murray, Communications Director Allison Justus, Community Development Director Lew Holloway, Long-Range Planning Manager Matt Manley, Utilities Director Adam Steurer

### 1. CALL TO ORDER

Council Member Jennifer Hensley called the meeting to order at 4:01 p.m. and welcomed those in attendance.

### 2. PUBLIC COMMENT –

Meg Lebeck, Executive Director of the Housing Assistance Corporation here in Hendersonville and we also cover Henderson, Transylvania and Polk Counties as well. She wanted to thank the staff for working on the policies as they are really intricate and detailed and I appreciate the incredible amount of effort that goes into considering affordable housing, the barriers and opening doors for that. While the flag lot concept may work for many developers, it does not work for housing assistance. Through our self help and new construction homes, they’re funded through the USDA. The USDA will only permit two houses on a private driveway or street so if we could build two houses that would front on an NCDOT street, it would allow us to only do four houses on a flag. We traditionally build approximately 1200 square foot homes. We found that building those homes on a 6000 square foot lot works really well. That gives families ample yard area for swing sets and outdoor play areas for kids. Building a 1200 square foot home on a 2000 square foot lot would not give young families the quality of life. We feel that affordable housing should still be great housing. Teachers, police officers, fire fighters, the retail workers that are the backbone of Main Street, those people deserve great housing. The one unintended consequence of allowing more dwellings per square acre is that it could make the cost of property even higher. So what is the value of an acre? Is it 7 homes or 10 homes? Removing multi-family dwellings as a permitted use in the PRD (Planned Residential Development) will require tax credit projects to revert to urban village condition. This district has design standards, parking and loading standards, street tree requirements and additional landscape or buffering standards. Additional requirements such as these drive up the costs and could cause projects to not be eligible for tax credits as affordable housing.

### 3. APPROVAL OF AGENDA

*Debi Smith moved to approve the agenda as presented. A unanimous vote of the Committee Members present followed. Motion carried.*

### 4. APPROVAL OF MINUTES

*Madeline Offen moved to approve the minutes of January 27, 2025 as presented. A unanimous vote of the Committee Members present followed. Motion carried.*

### 5. NEW BUSINESS

City Manager John Connet, we shared this in the packet but I wanted to do a quick review with you all. Patrick Bowen did a study in our region in 2019. This information came out a couple of weeks ago and felt like it was pretty pertinent as its good information and it's statewide.

#### **A. Presentation of Statewide Bowen Research Affordable Housing Study – John Connet, City Manager**

## Strategic Housing Plan Steering Committee

## Bowen Study Update

February 17, 2025



## Bowen Study Update (2024) Housing Gap Analysis 2024-2029

- NC Chamber Foundation retained Bowen National Research to conduct 5-year housing gap analysis for State of NC and each of the 100 counties.
- 2024-2029
- Henderson County Summary

## Healthy housing plan addresses...

- Household Growth
- Unhoused
- Substandard Homes
- Cost-burdened Households
- Commuting Workforce
- Job Growth
- Provides Healthy Vacancy rate

## Henderson County

Population	2024 – 120,235	2029 – 123,265	2.5% Growth
Median Inc	2024 - \$67,613	2029 - \$81,168	20% Increase
Households	2024 – 51,173	2029 – 62,687	8.0% Growth
< 35	2024 – 6,059	2029 – 6,107	0.8% Growth
35-54	2024 – 14,691	2029 – 14,951	1.8% Increase
55+	2024 – 30,423	2029 – 31,629	4.0% Increase
Rent	2024 – 12,680	2029 – 11,875	6.3% Decrease
Own	2024 – 38,493	2029 – 40,812	6.0% Increase

## Henderson County

	Renter	Owner
Substandard Housing Units	1.2%	0.5%
Severely Cost Burdened	17.5%	8.6%
Commuters	5,140	15,605
	*51.7% of work force commutes	
Rate of Annual Turnover	20.9%	9.7%



## Henderson County Multi-family Availability

	<u>Market Rate</u>	<u>Tax Credit</u>
Vacancy Rate	2.6%	0.0%
Wait List	170	10
Rent (monthly avg):		
1BR/1Ba	\$2,526	\$630
2BR/1Ba	\$ 682	\$683
2BR/2Ba	\$2,529	---
3BR/2Ba	\$2,708	\$753

## Henderson County Owned Unit Availability

Availability Rate		Avg. List Price		Median List Price	
0.9% (350 units)		\$763,806		\$528,250	
<\$200,000		\$200-299,999		\$300-399,999	
\$400,000+					
9 units	2.6%	26 units	7.4%	56 units	16.0%
				259 units 74.0%	

## Henderson County Units Rent vs. Own by Income

	<u>2024</u>		<u>2029</u>	
	<u>Rent</u>	<u>Own</u>	<u>Rent</u>	<u>Own</u>
<\$15,000	2,306	2,864	1,912	2,355
\$15-24,999	1,136	2,116	845	1,562
\$25-34,999	2,310	3,203	1,942	2,673
\$35-\$49,999	2,197	3,628	1,986	3,254
\$50-\$74,999	2,015	5,553	1,985	5,426
\$75-\$99,999	1,259	6,063	1,357	6,467
\$100-\$149,999	997	7,900	1,224	9,572
\$150,000+	459	7,167	623	9,502

## Henderson County Housing Gap (2024-2029)

%AMI	Income	Rental Units	Rent	Owned Units	Price
≤30	≤\$28,050	207	≤\$701	0	≤\$90,973
31-50	<\$46,750	89	<\$1,169	41	<\$151,622
51-80	<\$74,800	180	<\$1,870	681	<\$242,595
81-120	<\$112,200	399	<\$2,805	1,450	<\$363,892
121-150	<\$140,250	286	<\$3,506	2,684	<\$454,865
151+	>\$140,251	89	>\$3,507	957	>\$454,866
	TOTAL	1,250		5,813	

### B. Water & Sewer System Update– Adam Steurer, Utilities Director

Adam Steurer, Utilities Director, gave the following PowerPoint presentation.

### Agenda

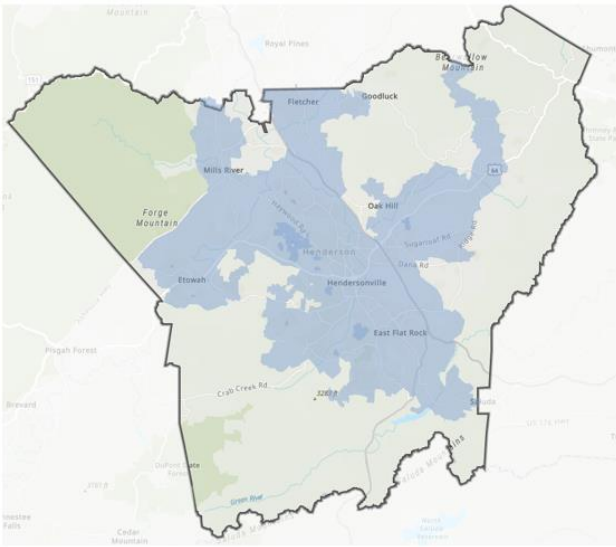
- Utility Overview
- Affordability Practices
- New Connections
- System Development Fees
- Projects/Resiliency



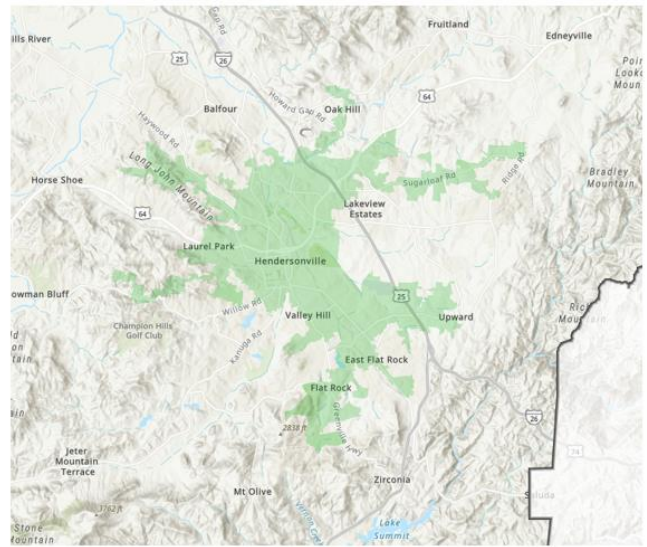
### Utility Overview

- Water: ~80,000 people served
- Sewer: ~25,000 people served
- Enterprise Fund
- \$27.5M annual operating budget – FY25
- 100 dedicated employees





Water Service Area



Sewer Service Area

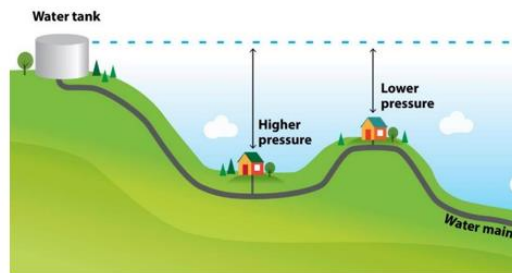
## Drinking Water Treatment





## Drinking Water Distribution

- ~700 miles of pipe
- 54 Pump Stations
- 24 Storage Tanks



## Sewer Collection

- ~180 miles of sewer pipes
- 30 Pump Stations



## Wastewater Treatment



## Affordability Pillars

- Quality
- Efficiency
- Rate Design
- Customer Assistance Programs



## Questioning Quality..... The Alternative



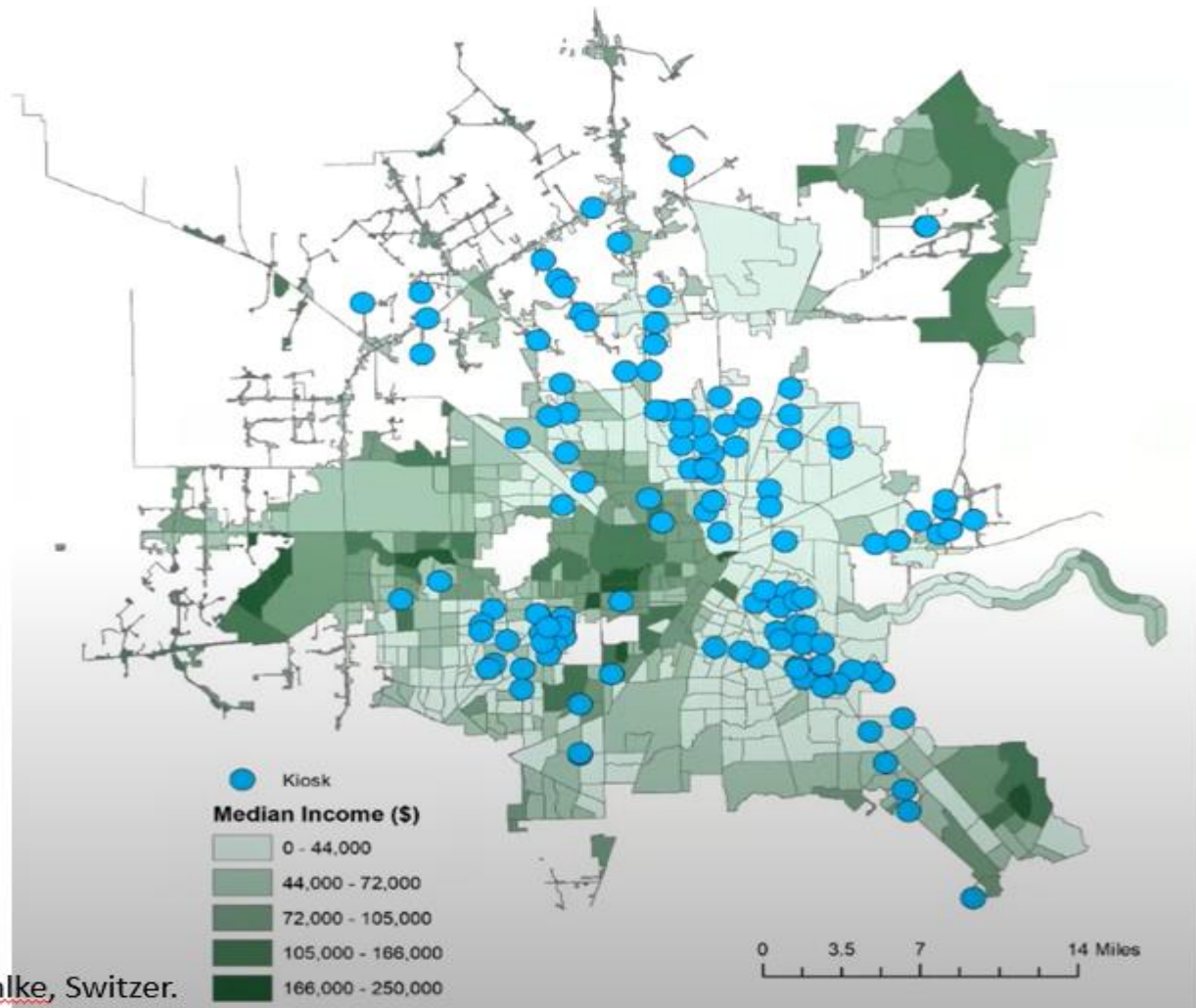


- Primo: \$1.40/gallon (Filling station, Ingles)
- Aquafina: \$1.89/gallon (32-pack, Wal-Mart)
- FIJI: \$10.52/gallon (24-pack, Wal-Mart)

Hendersonville Tap Water: < \$0.01/gallon



## Drinking water kiosks in Houston by income, 2017



like, Switzer.

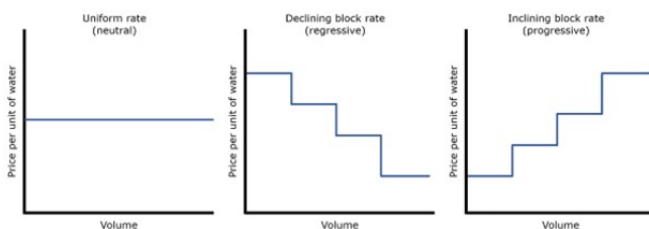


## The importance of quality

- *Providing and maintaining high-quality tap water service is the most important thing any utility can do for affordability*
- *Educating the public about the quality and value of tap water is part of an effective affordability strategy*

## Affordable Rate Design

- Monthly billing
- Smaller base charges
- Inclining block
- Low initial volumetric tiers



Water Base Charges	Inside City	Outside City
3/4"	\$10.76	\$13.45
Water Usage Rates (per 1,000 gallon)	Inside City	Outside City
0 to 3,000 gal.	\$4.06	\$5.07
3,001 to 6,000 gal.	\$5.41	\$6.76
6,001 to 14,000 gal.	\$6.76	\$8.46
> 14,001 gal.	\$8.12	\$10.15

Sewer Base Charges	Inside City	Outside City
3/4"	\$12.16	\$18.24
Sewer Usage Rates (per 1,000 gallons)	Inside City	Outside City
All usage	\$7.50	\$11.25



## Average Utility Bill (3,500 gal/month)

### ■ Hendersonville

Description	Metric
Hendersonville MHI	\$50,198
Monthly Water & Sewer Bill	\$68.11
Annual Water & Sewer Bill	\$817.32
Bill as % of MHI	1.6%

### ■ Henderson County

Description	Metric
Henderson Co. MHI	\$65,508
Water Bill	\$37.11
Annual Water Bill	\$445.32
Bill as % of MHI	0.7%

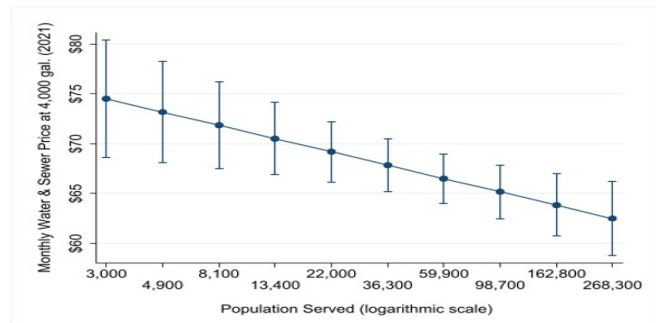
2024 National Average Water and Sewer Bill:

**2.7% of MHI**

-LIHWAP Water Utility Affordability Survey

## Efficiency

- Operate at lowest possible cost without sacrificing quality
- Larger utilities generally have lower rates.



## Customer Assistance Program

**Want to help some members of our community?**

**Donate to the H<sub>2</sub>O Program!**

**HELPING HAND OUTREACH**

We invite you to help families in need through our automatic monthly or one-time annual donation program called "Helping Hand Outreach" or H<sub>2</sub>O. The Hendersonville Water and Sewer and the Interfaith Assistance Ministry started this program as a way for our customers to voluntarily assist low and moderate income families in our community when they are unable to pay for water and/or sewer connection to City owned utilities or may be unable to pay a City water and sewer bill. IAM crisis counselors interview applicants to determine available assistance.

**An easy way to help.**

If you would like to become a donor, our bills will automatically include a donation chosen by you.

- You can select any whole dollar amount to add to your monthly bill as the donation.
- If you would prefer to be a one-time or annual donor, you may send a check to your water and sewer bill for any amount to the City of Hendersonville's H<sub>2</sub>O Assistance Program.

**Hendersonville Water & Sewer**

**Need Help Paying Your Bill?**

If you are having difficulty paying your Hendersonville Water and Sewer bill, the following options may help.

**H<sub>2</sub>O HELPING HAND OUTREACH**

**Hendersonville Water & Sewer**

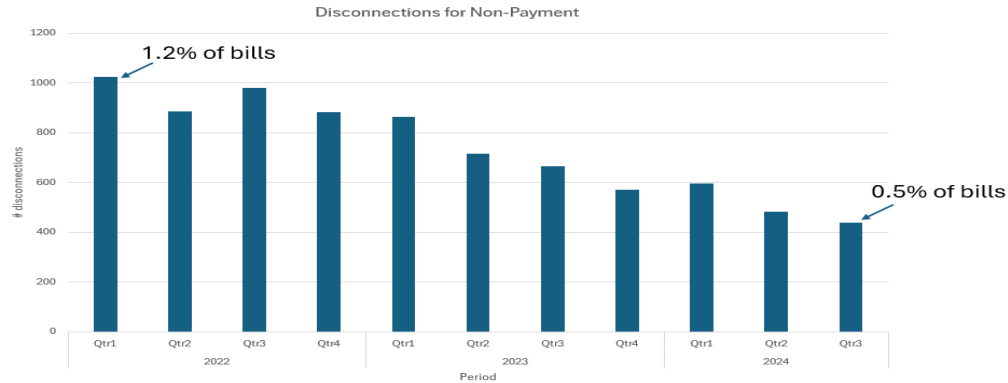
- 1 Payment Extensions:**  
In certain circumstances the City may allow an installment payment agreement to pay a balance over time.
- 2 Helping Hand Outreach (H<sub>2</sub>O):**  
This assistance program helps low to moderate income customers when they are temporarily unable to pay for water and/or sewer connection costs or a City water and/or sewer bill.

H<sub>2</sub>O donations are administered by the Interfaith Assistance Ministry (IAM), a non-profit agency which has helped local families in need since 1974. The IAM provides food, shelter, health, crisis intervention, utility bill assistance and other services to thousands of people each year. The IAM is a tax-exempt charity under Section 501(c)(3) of the federal tax code. Below is IAM's contact information. If you are in need of this service, please contact IAM and mention the H<sub>2</sub>O program.

**IAM & O** Box 2563 • Hendersonville, NC 28703-2563  
(828) 697-7039 • Email: [interfaith@iam-hc.org](mailto:interfaith@iam-hc.org)

- Helping Hand Outreach (H<sub>2</sub>O)
- Income qualified assistance
- Donation Based
- Interfaith Assistance Ministry (IAM)

# Disconnections for Nonpayment



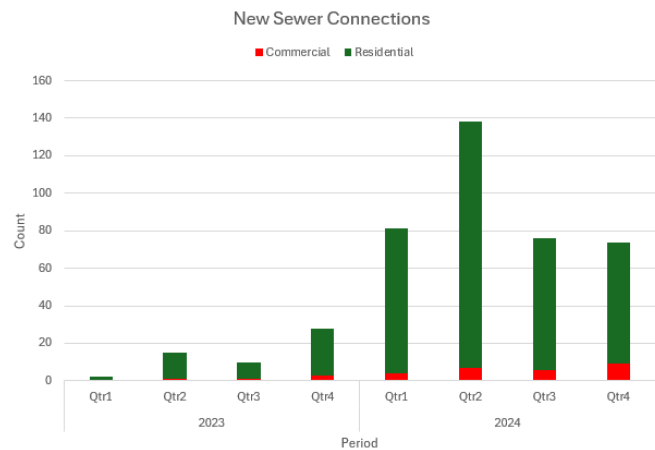
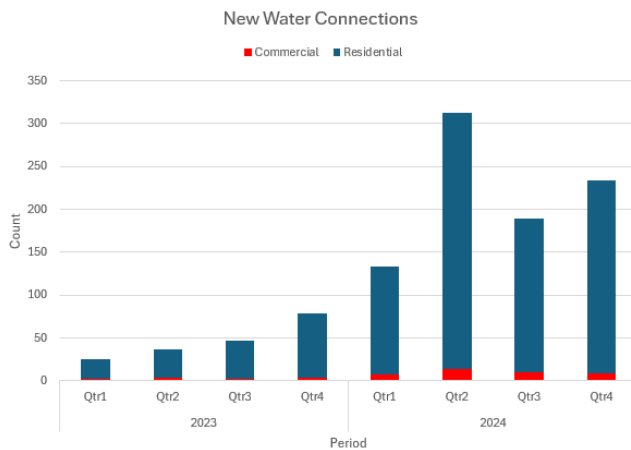
Disconnections for non-payments suspended by City Council October 2024 to March 2025 due to Hurricane Helene

## Goals

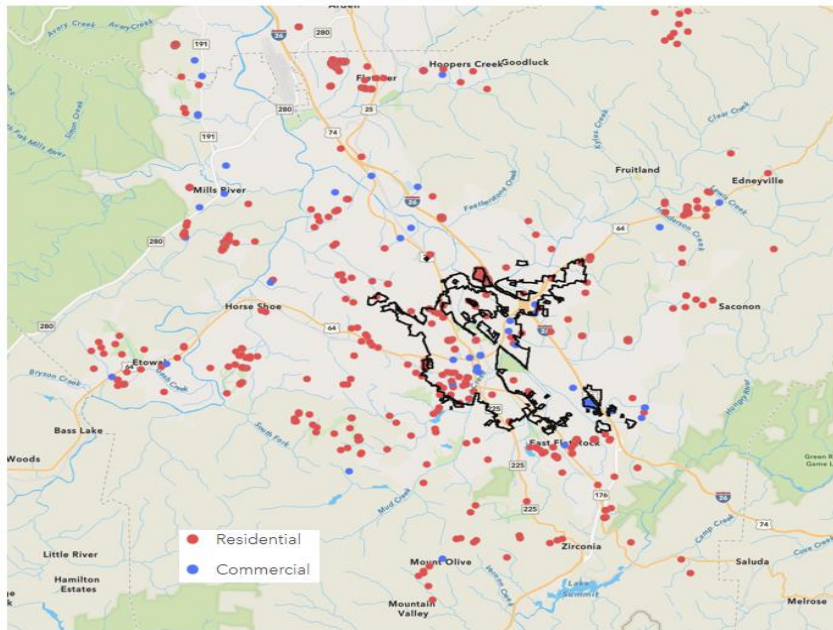
- Improve Public Trust through Education and Outreach Programs
- Affordable Service
  - Efficient Operations
  - Produce high-quality water
  - Rate and Fee Design
- Expand Customer Assistance Programs
- Continue to manage disconnections



## New Connections



# 2023 and 2024 New Connections



## Within City:

292 Residential  
29 Non-Residential  
321 TOTAL

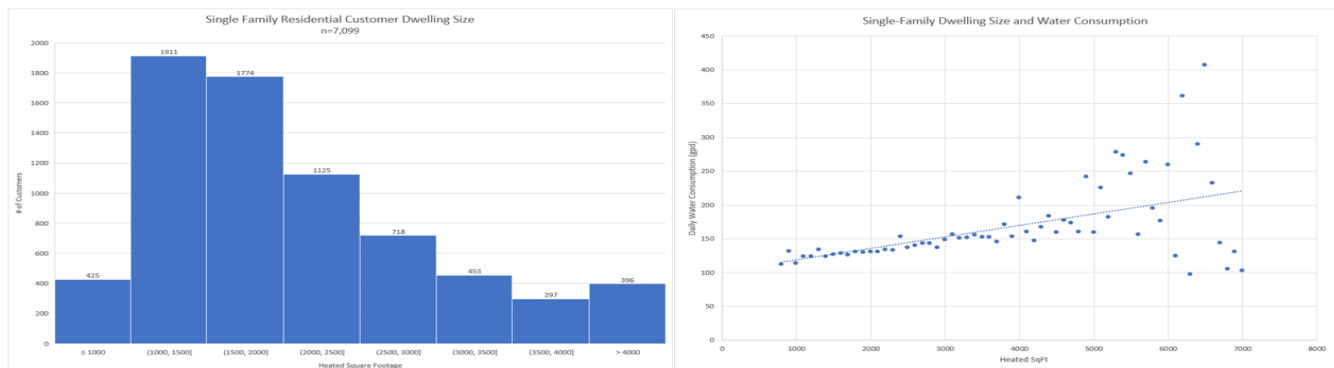
## Outside City:

711 Residential  
29 Non-Residential  
740 TOTAL

## System Development Fees

- Fees assessed to new development for water and sewer capacity
- “Growth pays for Growth”
- Lack of SDFs places the full cost of infrastructure capacity on existing ratepayers
- Began January 1, 2025

## Residential SDF – By Heated Square Footage



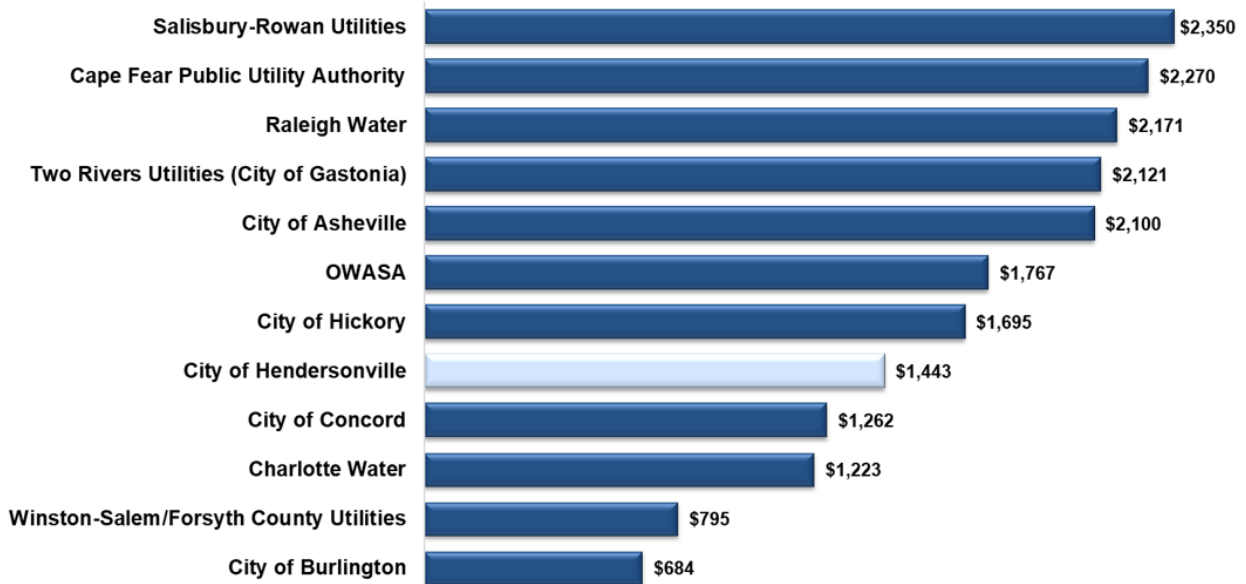
\*Larger homes use more water and sewer\*

# SDF Implementation

	Beginning July 1, 2026			July 1, 2025 – July 1, 2026			Jan 1, 2025 – July 1, 2025		
	100%			50%			25%		
	Water	Wastewater	Combined	Water	Wastewater	Combined	Water	Wastewater	Combined
<b>RESIDENTIAL</b>									
<1000 sq ft	\$1,247	\$2,048	\$3,295	\$624	\$1,024	\$1,648	\$312	\$512	\$824
1,000 - 1,500 sq ft	\$1,332	\$2,188	\$3,519	\$666	\$1,094	\$1,760	\$333	\$547	\$880
1,501 - 2,000 sq ft	\$1,359	\$2,233	\$3,592	\$680	\$1,117	\$1,796	\$340	\$558	\$898
2,001 - 2,500 sq ft	\$1,443	\$2,370	\$3,813	\$722	\$1,185	\$1,907	\$361	\$593	\$953
2,501 - 3,000 sq ft	\$1,500	\$2,465	\$3,965	\$750	\$1,233	\$1,983	\$375	\$616	\$991
3,001 - 3,500 sq ft	\$1,613	\$2,650	\$4,263	\$807	\$1,325	\$2,132	\$403	\$663	\$1,066
3,501 - 4,000 sq ft	\$1,724	\$2,833	\$4,558	\$862	\$1,417	\$2,279	\$431	\$708	\$1,140
4,000+ sq ft	\$1,992	\$3,273	\$5,265	\$996	\$1,637	\$2,633	\$498	\$818	\$1,316
Multi-Family Master Meter (per unit)	\$894	\$1,469	\$2,364	\$447	\$735	\$1,182	\$224	\$367	\$591
Mobile Home Park (per unit)	\$1,399	\$2,299	\$3,699	\$700	\$1,150	\$1,850	\$350	\$575	\$925
<b>NON-RESIDENTIAL</b>									
3/4" meter	\$2,494	\$4,097	\$6,591	\$1,247	\$2,049	\$3,296	\$624	\$1,024	\$1,648
1" meter	\$4,156	\$6,828	\$10,984	\$2,078	\$3,414	\$5,492	\$1,039	\$1,707	\$2,746
1 1/2" meter	\$8,312	\$13,657	\$21,969	\$4,156	\$6,829	\$10,985	\$2,078	\$3,414	\$5,492
2" meter	\$13,300	\$21,850	\$35,150	\$6,650	\$10,925	\$17,575	\$3,325	\$5,463	\$8,788
3" meter	\$29,093	\$47,798	\$76,891	\$14,547	\$23,899	\$38,446	\$7,273	\$11,950	\$19,223
4" meter	\$52,368	\$86,036	\$138,405	\$26,184	\$43,018	\$69,203	\$13,092	\$21,509	\$34,601
6" meter	\$108,062	\$177,535	\$285,597	\$54,031	\$88,768	\$142,799	\$27,016	\$44,384	\$71,399
8" meter	\$232,748	\$382,383	\$615,131	\$116,374	\$191,192	\$307,566	\$58,187	\$95,596	\$153,783
10" meter	\$349,122	\$573,575	\$922,697	\$174,561	\$286,788	\$461,349	\$87,281	\$143,394	\$230,674

## Water SDF – Residential Comparison (2023)

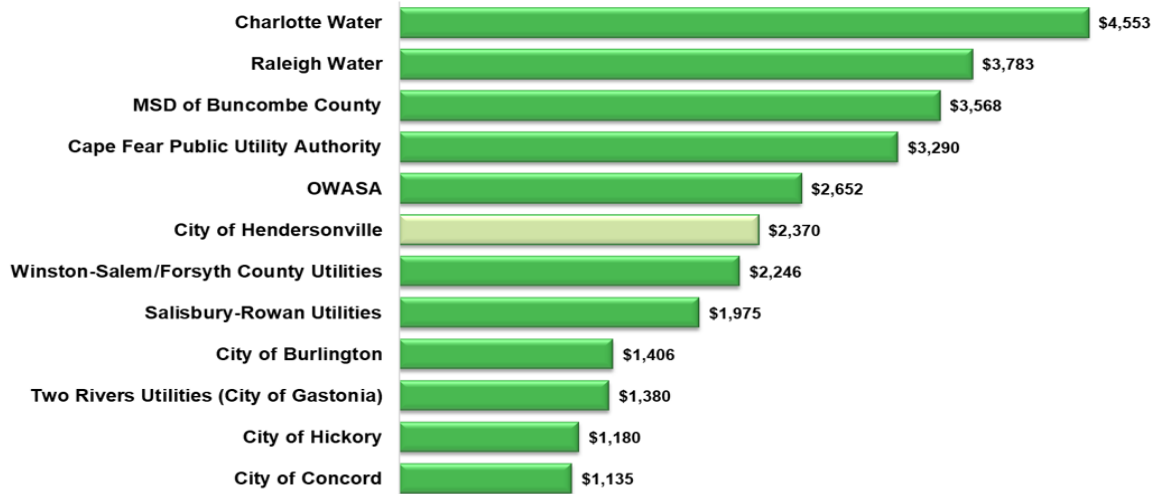
Figure 3.1 - Water System Development Fees (Residential 2,100 Sq. Ft.)





## Sewer SDF – Residential Comparison (2023)

Figure 3.2 - Sewer System Development Fees (Residential 2,100 Sq. Ft.)



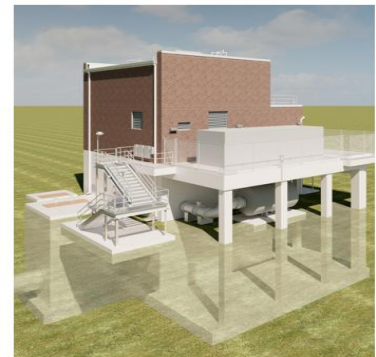
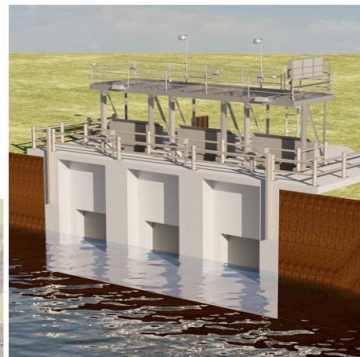
MSD of Buncombe County: - Multi-Family per unit \$2,390 (67% of single family)

## Projects

*Investing in Resiliency*

## French Broad River Intake and Pumping Station

- Drought-resilient water source
- 15 mgd capacity and expandable to 21 mgd
- Under Construction – Completion \*\*\*\*\*Summer 2025\*\*\*\*
- \$23.5M

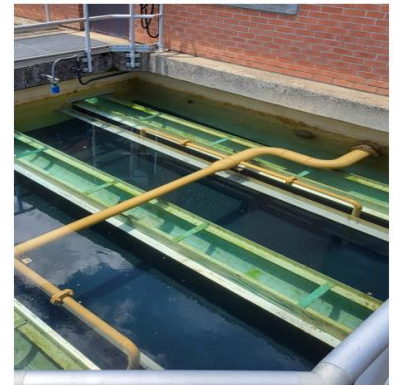


## French Broad River Intake & Pump Station



## Water Treatment Facility Expansion – 15 mgd

- Installation of additional filter
- REDUNDANCY and Capacity
- Additional 3 mgd capacity  
12 mgd to 15 mgd
- Status: Construction
- Cost: \$2.4M



## Emergency Generators

- Generators at critical facilities
- Over 100 generators system-wide
- Maintenance staff
- High capital cost
- ~\$200k - \$300k / year in replacement/installations





## WWTP 6-mgd Expansion and Improvements

- Influent Pump Station and Headworks
- Equalization Basin (reduce SSOs)
- Blower Improvements
- Filter Replacement
- **Flooding RESILIENCY** and expansion
- Additional Capacity – 6.0mgd
- Status: Funding/Design
- Estimated Cost: \$60-\$80M



'We are having people go in buckets': Mission Hospital lacks water, faces waves of patients



by ANDREW R. JONES  
October 1, 2024

LOCAL

### Asheville City Schools looking to dig wells at all campuses: Some could open in 2 weeks



Iris Seaton  
Asheville Citizen Times

Published 2:04 p.m. ET Oct. 8, 2024 | Updated 1:14 p.m. ET Oct. 9, 2024

### ACS backs off drilling wells, works to reopen schools Oct. 28

Posted on October 16, 2024 by Greg Parlier

LOCAL

### More Asheville restaurants reopen nearly a month post-Tropical Storm Helene, issues persist



Tiana Kennell  
Asheville Citizen Times

Published 5:13 a.m. ET Oct. 22, 2024 | Updated 6:29 a.m. ET Oct. 22, 2024

THURSDAY, OCTOBER 10, 2024

### Asheville, Buncombe hotel sales declined 74% in October, 57% in November after Helene



Lacking running city water, Buncombe sends nearly 30 percent of its jail population to six other NC counties



by ANDREW R. JONES  
October 8, 2024

### NCDHHS Urges Well and Septic Safety Following Hurricane Helene



**C. Proposed Zoning Ordinance Text Amendments – *Lew Holloway, Community Development Director***

Moved to next month's meeting.

**6. OTHER BUSINESS - None**

**7. ADJOURNMENT**

There being no further business, the meeting was adjourned at 5:28 p.m.

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Jennifer Hensley, Council Member & Chairman

ATTEST:

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Jill Murray, City Clerk

City of Hendersonville

November 18, 2024

# Housing Needs Assessment

Strategic Housing Plan Steering Committee



SCHOOL OF GOVERNMENT  
Development Finance Initiative



This Housing Needs Assessment was performed by the Development Finance Initiative (DFI), an component group of the UNC School of Government. The City of Hendersonville contracted with DFI in June of 2024 to perform a Site Identification Process for the City of Hendersonville. The Site Identification Process, described in more detail below, required DFI to first perform a housing needs assessment for the City of Hendersonville. This needs assessment began in August of 2024, was completed in November of 2024, and was presented by Frank Muraca, former DFI staff member, to the Hendersonville Strategic Plan Steering Committee (November 2024) and the Hendersonville City Council (December 2024). Following is a compilation of Mr. Muraca's presentations to both the Committee and City Council.



Housing Needs Assessment

# Opportunity Site ID Scope

## 1. Set housing priorities for site identification

- Community scan
- Stakeholder engagement
- Housing needs assessment

## 2. Identify suitable sites

- Mapping and identification of sites that meet City's housing priorities and are competitive for potential funding sources
- Assessment of path to site control
- Parcel analysis

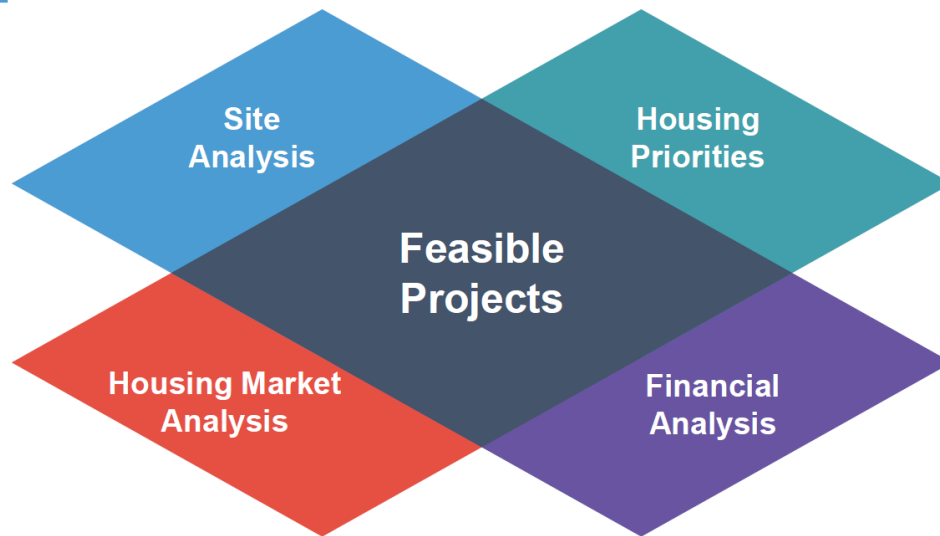
## 3. Compare development potential of sites

- High-level site analysis of up to 4 sites
- High-level financial analysis to estimate potential funding gap for each scenario

The site identification process is intended to help the City identify sites that will lead to feasible affordable housing projects. The work is split into a few different parts. At the beginning, housing priorities are established to will guide that site identification. Rather than simply looking at all Sites equally, it is important to identify sites that will meet the community's goals. To do that a housing needs assessment is performed and stakeholders are engaged provide stories and really ground the process in those stories when looking at the data.



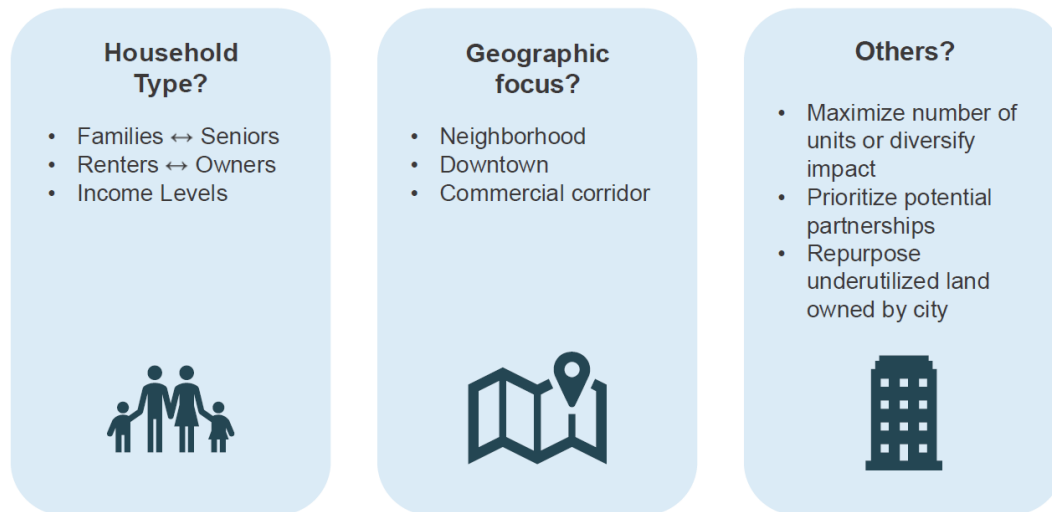
## DFI Opportunity Site Identification Process



The goal of the opportunity site ID process is to lead to a feasible project. Feasibility is determined using a few different lenses:

- The **site** itself is examined to determine if it can support the level of density that the community is interested in seeing.
- **Market data** is analyzed to determine who are the folks most in need of housing assistance in Hendersonville and whether the site can support those housing solutions.
- **Financial feasibility** of the site is analyzed through a developer's eyes to determine the number of units that could be built there, and most importantly what would be the likely Gap funding required to make those sites realized.
- The **community's housing priorities** are examined to determine whether the site can support those priorities, for example families or single individuals, homeowners or renters.

## Examples of housing priorities



Some examples of housing priorities that a City can use in site identification include:

- Household types. For example, families versus seniors, renters or homeowners or various income levels across different employments.
- Geographic focus. For example, prioritizing sites within a specific neighborhood downtown or commercial corridor
- Density. For example, maximizing the number of units that can be built on a site
- Multiple priorities: For example, having both low density and high density on the site
- Type of development partner. For example, working with a local church or nonprofit who might have land
- City land. For example, repurposing underutilized land already owned by the City.



## Stakeholder engagement before Helene

- Looking Glass Realty
- Henderson County Public Schools
- Interfaith Assistance Ministry
- Hendersonville Housing Authority
- UNC Health Pardee
- WNCSource
- Kimberly Clark Corp
- Elkamet Inc
- Demmel Inc
- Habitat for Humanity
- Providence Construction
- Housing Assistance Corp

In addition to data, the needs assessment utilized a lot of stakeholder engagement. Hendersonville is very unique in that there are multiple housing partners at the table and this needs assessment was augmented through conversations with the stakeholders and partners listed above.



A high level summary of the housing needs and market for the City is presented below. Following the summary is a more detailed discussion.

## Summary

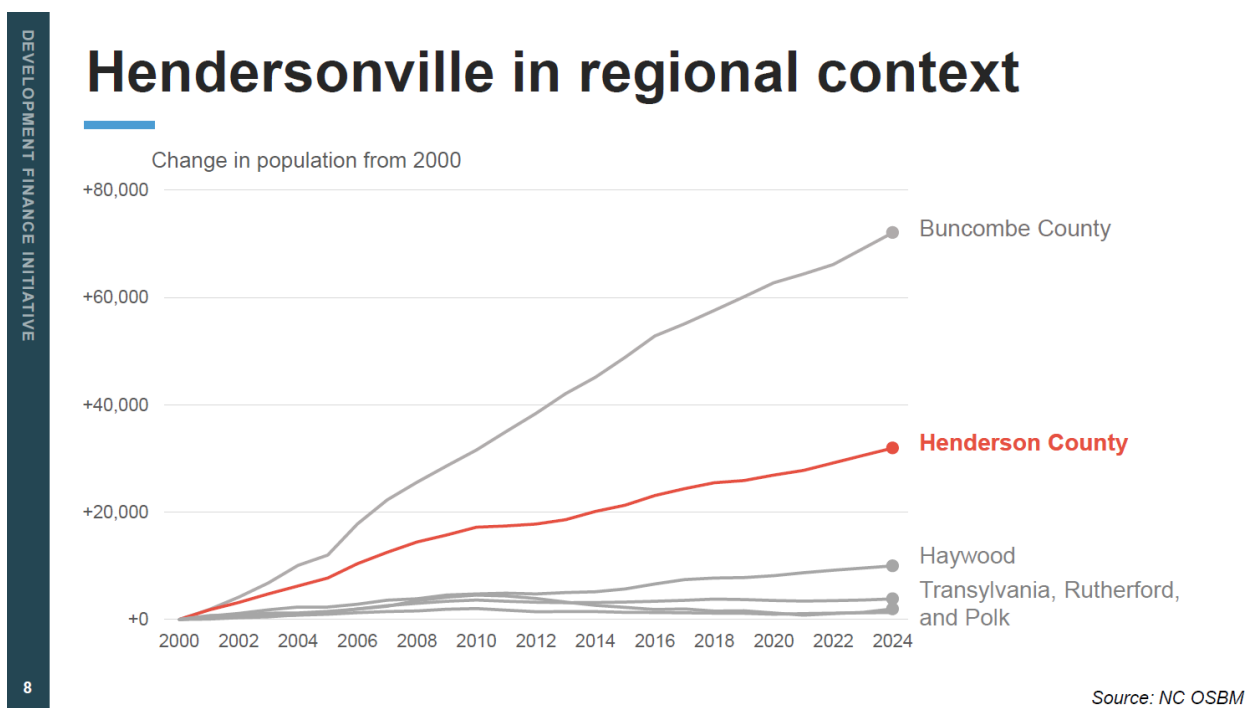
- To meet current and future housing demand, Henderson County needs an estimated 10,000 new housing units within the next five years. At least 2,000 of these units are needed in Hendersonville for low-to-moderate income households.
- Hendersonville's housing supply was constrained even before Hurricane Helene. Over the past decade, household growth in Hendersonville outpaced new housing construction by about 2 to 1, and rental and for-sale vacancies dropped below 2%.
- Various household types in Hendersonville live in unaffordable or low-quality housing, over 80% of which are low-to-moderate income.
- According to state estimates, approximately 126,000 housing units were damaged by Hurricane Helene across western North Carolina. Within the city, the lowest income neighborhoods have the greatest exposure to flood hazards.

Currently, to meet countywide current unmet demand as well as future growth Henderson County needs an estimated 10,000 new housing units over the next 5 years. More specifically, the City of Hendersonville will need at least 2,000 of these units within its corporate limits for low to moderate income households

Before Hurricane Helene, Hendersonville's housing supply was already constrained. Over the past decade household growth in the City outpaced new construction by about 2 to one. This has resulted in the vacancy rates for both rental units and for sale units being below 2%. There are a wide range of household types within the City that have housing needs ranging from families and early career individuals to older-aged households that live in either unaffordable or low quality housing. 80% of the households in need within the City are low to moderate income. This needs assessment does not take into consideration additional housing needs created by Hurricane Helene, however according to some State of North Carolina estimates, about 126,000 housing units were damaged in the hurricane across Western North Carolina. Within the City of Hendersonville, the lowest income neighborhoods had the greatest exposure to flood hazards prior to the hurricane, and as a result were significantly damaged in the storm. This assessment will present some very early baseline storm impact data at the end.



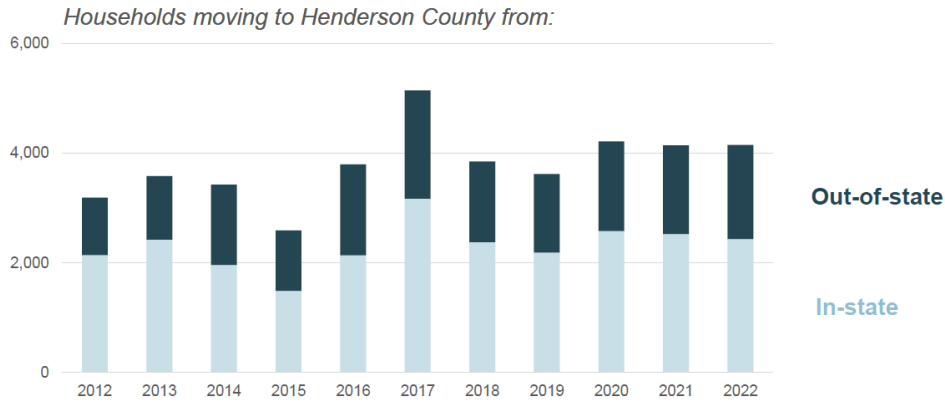




Regionally, Hendersonville fits within some of the growth that Western North Carolina is seeing, but Henderson County is unique from a lot of its neighbors. This chart shows the change in population over the past 20 years for Henderson County and the surrounding counties of Buncombe, Haywood, Transylvania, Rutherford and Polk. While Henderson County hasn't seen the same growth as Buncombe County to the north, Henderson County really is seeing a significantly higher growth compared than the other Western North Carolina counties of Haywood, Transylvania, Rutherford and Polk.



## In recent years, 40% of households moving to Henderson County are from out-of-state

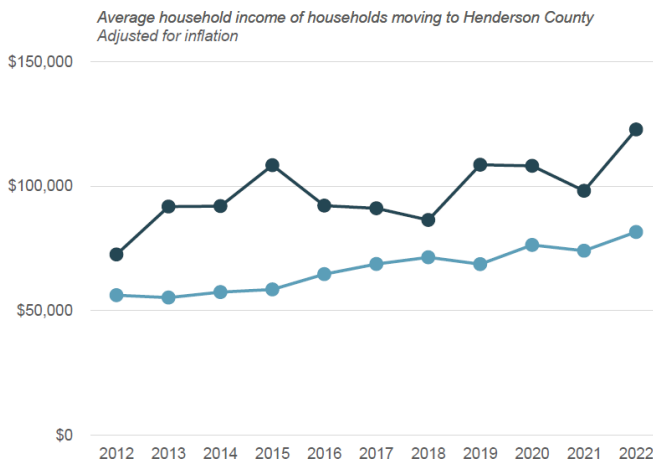


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Source: IRS SOI

In recent years about 40% of households moving to Henderson County are from out of state, coming from places like California, Florida and New York. It is important to note, however, that folks move to Henderson County from within North Carolina as well.

## Households moving from out-of-state have higher incomes than in-state households



The average household income of households moving from out-of-state in 2022 was over \$120,000.

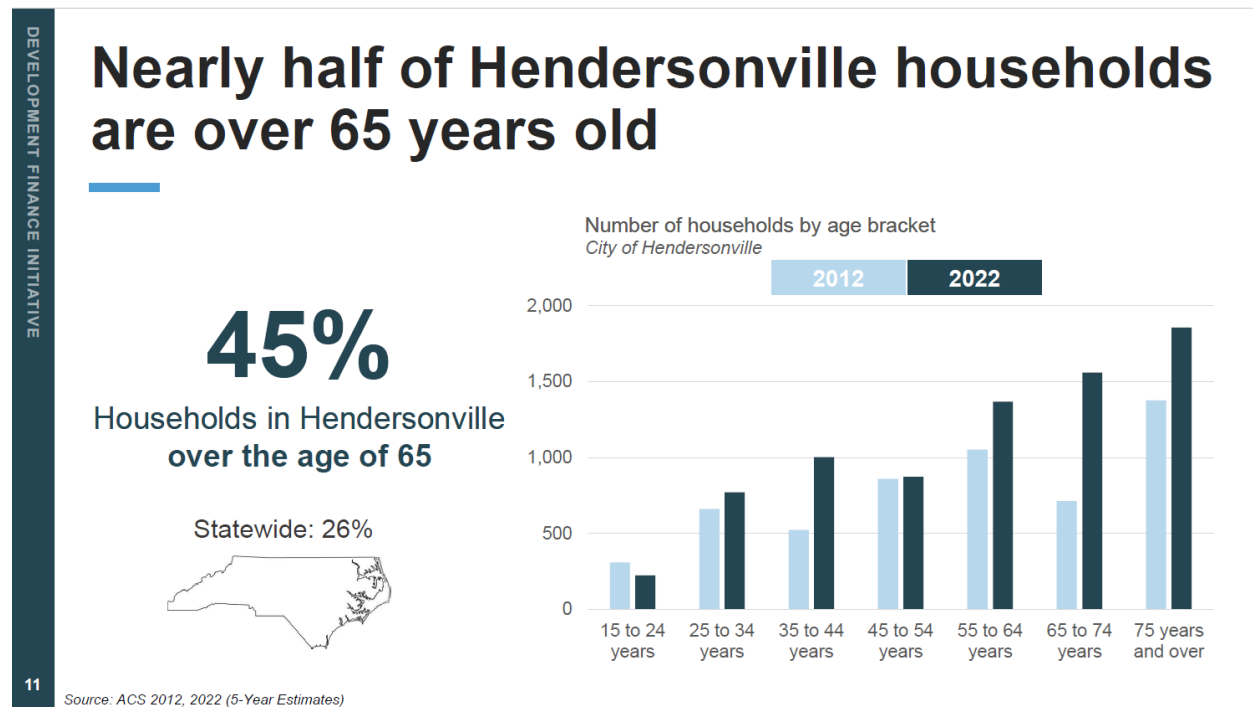
Households moving from in-state have average household incomes of \$80,000.

10

Source: IRS SOI



One of the big themes evident in the data as well as our stakeholder conversations was that a lot of this growth in Hendersonville specifically is really being driven by recent retirees and folks moving to the area after retirement.



About 45% of households within the City are over the age of 65. Statewide, the percentage of households over 65 years of age is about 26%, so the City of Hendersonville's percentage is nearly twice that of the State of North Carolina. This is a trend that we've really accelerate over the past decade. Referring to the chart above shows that about 10 years ago in 2012 the largest age bracket within the City was households aged 75 and over. Ten years later we've seen this trend accelerate. The 75 years of age and over household age bracket is still the largest household group within the City, but the number has increased. This chart also shows significant growth among the 65 to 75 year of age households.



## Who is “Low-Income” in Hendersonville?

AMI for Four-Person Household: \$86,100

AMI	One Person	Two Person	Three Person	Four Person
100%	\$65,400	\$74,800	\$84,100	\$86,100
80%	\$52,320	\$59,840	\$67,280	\$74,800
60%	\$39,240	\$44,880	\$50,460	\$56,100
50%	\$32,700	\$37,400	\$42,050	\$46,750
30%	\$19,620	\$22,440	\$25,230	\$28,050

Source: HUD 2024 for Asheville MSA

To understand that housing needs in the City, understanding some of the terms used is helpful. The first is, “What does it mean to be low income within Hendersonville?” This term is typically used by different housing programs, in particular Federal housing programs, to determine eligibility. These housing programs look at households as a percentage of the area median income or AMI and differentiate those thresholds depending on the household size or the number of people who are within a household. Low-income households in the City of Hendersonville are those who make 80% of the area median income or less. Generally, therefore, referencing “LMI households” is referring to folks who are making between \$52,000 as a 1person household and up to about \$75,000 as a four-person household.



## Affordable Housing Costs by AMI

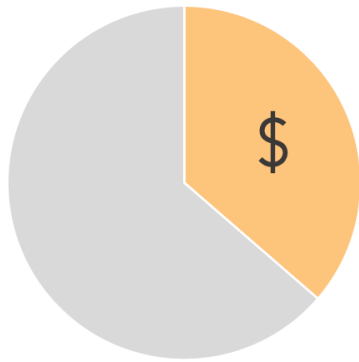
AMI	Studio	1 Bedroom	2 Bedroom	3 Bedroom
100%	\$1,635	\$1,753	\$2,103	\$2,430
80%	\$1,308	\$1,402	\$1,682	\$1,944
60%	\$981	\$1,051	\$1,261	\$1,458
50%	\$817	\$876	\$1,051	\$1,215
30%	\$490	\$525	\$630	\$729

What does “affordable housing costs” mean? We can think about affordable housing costs in the same way. A studio apartment that's affordable at the 80% AMI bracket has housing costs that are about \$1,300 per month. A three-bedroom unit affordable to an 80% AMI household is around \$2,000 per month. Obviously that's kind of the upper end for LMI households. If we wanted to say that housing costs are more deeply affordable or affordable to lower income brackets we would say they're affordable to 50% AMI or 30% AMI. Those rents are also shown on this table.



## Housing need is both **cost** and **quality**

Households have housing need if housing-related expenses are **more than 30% of the household's income**.



*Housing-related expenses include rent or mortgage payments, plus insurance, and utilities.*

Households have housing needs if they live in **poor quality** or **overcrowded** housing.



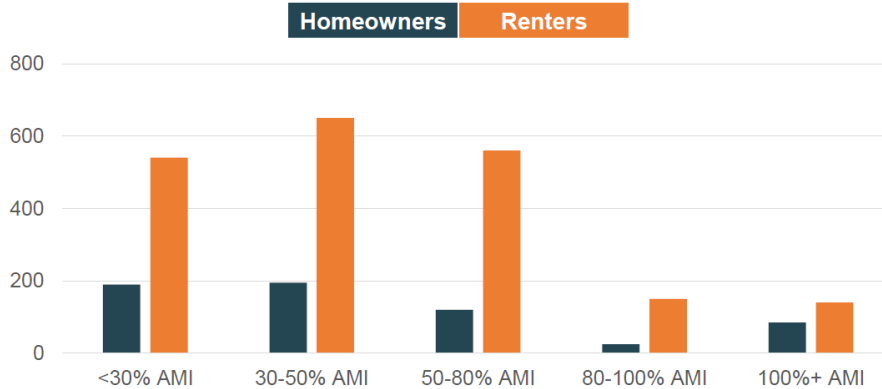
15

Recall that when referring to housing need, we are referring to those folks who either live in unaffordable or low quality housing. It is important to look at both of these categories. A household is in need of more affordable housing if they spend more than 30% of their annual income on housing related expenses including rent and utilities. For homeowners this would include mortgage payments plus insurance and utilities. However, a household can also have need even if they live in an affordable unit. If a household lives in a poor quality or overcrowded unit we would count them as among households with need as well. Again, we must look at both of these criteria when assessing who has need within the City of Hendersonville.



## At least 2,000 renters and 600 homeowners have housing needs in Hendersonville

*Number of Hendersonville households that are cost burdened or living in substandard or overcrowded housing*



16

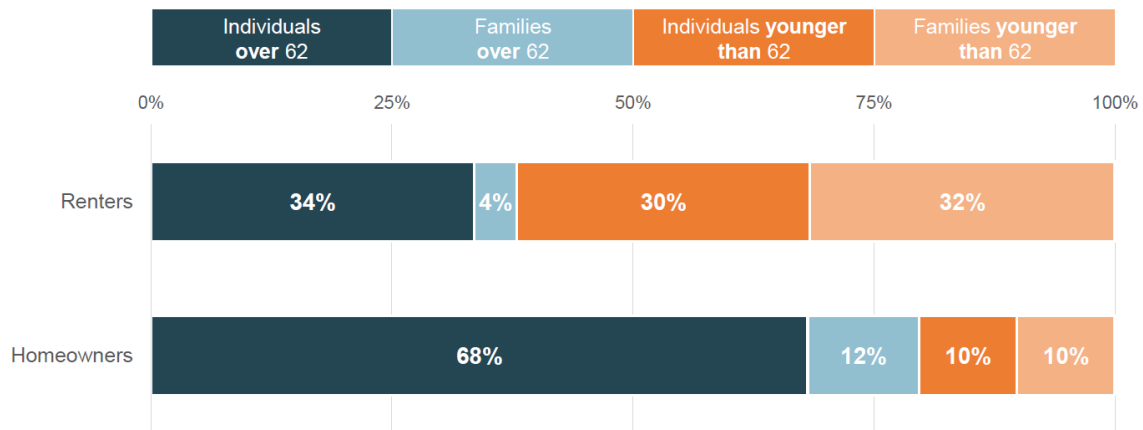
Source: HUD CHAS 2021

Based off of those most recent data, considering households living in an unaffordable and/or poor quality housing unit, at least 2,000 renters and 600 homeowners have housing need within the City. This chart breaks down the homeowners in blue and renters in orange and breaks out each of those groups by those AMI brackets referenced earlier. What stands out in the data is that a vast majority, over 80%, of the households in need make less than 80% of the area median income. This means that most of the folks who have housing need because they are burdened by the cost of housing or because they live in low quality units are considered low to moderate income (LMI) households.



## Various household types in Hendersonville have housing needs

*LMI households with housing need by household type*



Source: HUD CHAS 2021

Who are these households with housing needs in the City of Hendersonville? There are four main categories in the data. There are individuals and families (shown in the dark blue and light blue) who are over for the age of 62, as well as younger individuals living alone or families who are younger than 62 (shown in orange and light orange).

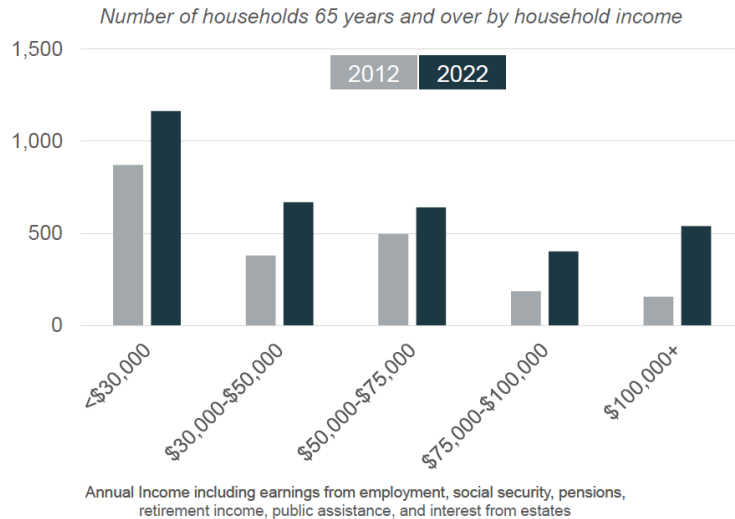
Looking more closely we see that for homeowners, about 2/3 of the households with needs are single folks over the age of 62 living alone. Older individuals and those aging in place are the most significant group among homeowners with housing needs.

Among renters there are various household types with needs. Like homeowners, there are individual renters living alone over 62, but there are also younger folks living alone, as well as families, who are shown in the renters group.

Approximately 20% or one in five of low to moderate income households with unmet housing needs have at least one member of their household with an ambulatory disability or challenges living independently. This also reflects the aging population and their difficulty aging in place within City.



### A third of Hendersonville households over 65 have incomes of \$30,000 or less



19

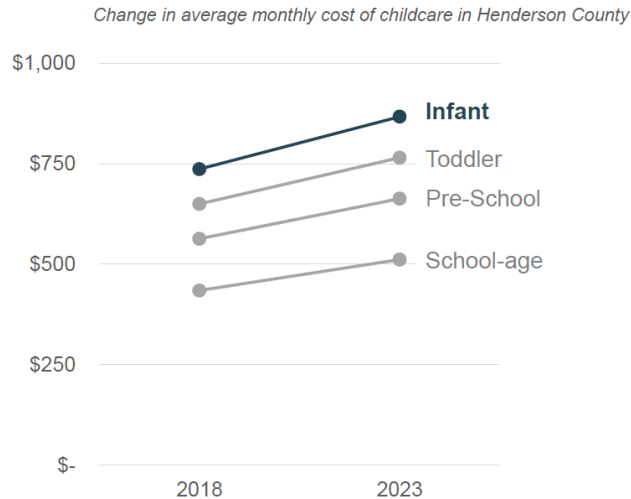
Source: HUD CHAS &amp; ACS 5-Year Estimates

Concerning individuals over 62, there are about 825 households with housing needs within the City of Hendersonville. Something that was evident data and in our stakeholder conversations was that the older cohorts in within the City were really split into two groups: recent retirees with higher income, who are maybe moving from out of state or elsewhere in North Carolina, and who are making over \$100,000; and there were those, over a third of the City's households, who are over 65 and make \$30,000 or less and are considered extremely low-income households. Income here includes not just earnings from employment or a job but also includes Social Security payments, retirement income, other forms of public assistance or any type of income that a household could receive.





**Average cost of childcare in Henderson County is about  $\frac{1}{4}$  of the monthly budget for a household earning 50% AMI, or \$42,000 a year**

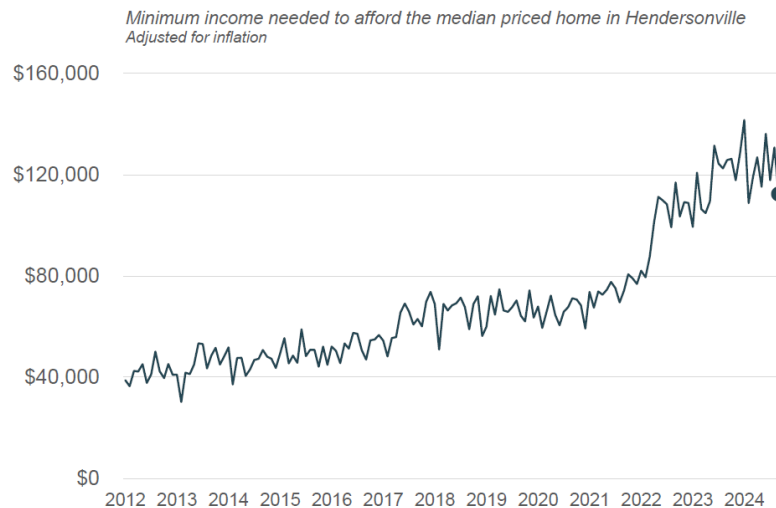


*Source: U.S. Department of Labor*

Considering families who are younger than 62, about 550 households these younger families within the City have housing needs. Individuals who are younger than 62 tend to be folks in the service industry or in the workforce and therefore have many housing needs. Stakeholder conversations indicated that in addition to housing costs there are many other strains on families budgets that contributed to challenges with housing affordability. One cost placing this additional strain is child care costs. The average cost of child care within Henderson County makes up about a fourth of the monthly budget for a household earning 50% AMI or \$42,000 a year.



### Prospective homebuyers need to make at least \$120,000 to afford the median home for sale in Hendersonville



Source: DFI analysis. Redfin. St. Louis Federal Reserve. BLS.

The City is considering the Community Land Trust model and creating more opportunities for low-income families or individuals to transition to home ownership. This was something that supported by the data in that there are significant challenges for low-income families to transition to home ownership within the City. This chart shows the minimum income needed to afford the median priced home within the City adjusted for inflation. About 10 years ago a family making \$40,000 a year could afford the median priced home on the market. In response to rising housing prices and changes in the interest rate environment, today that same household has to make \$120,000 a year to afford the median home price within the City.





### Individuals younger than 62

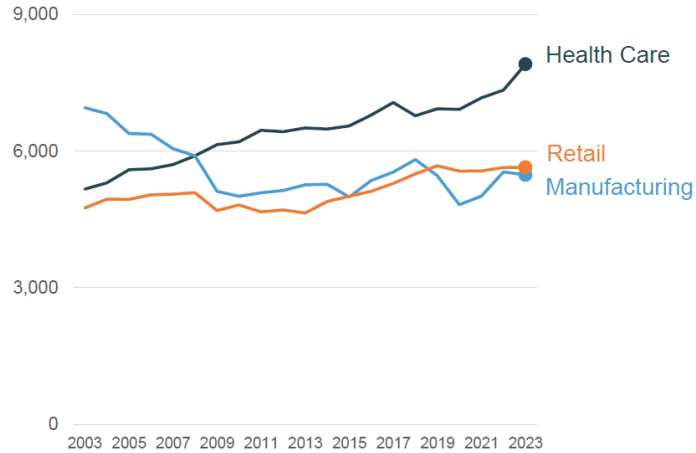


**500**  
Households with  
housing needs

92%  
Renters

### The average wage of Henderson County's largest industries is less than 80% AMI for a one-person household

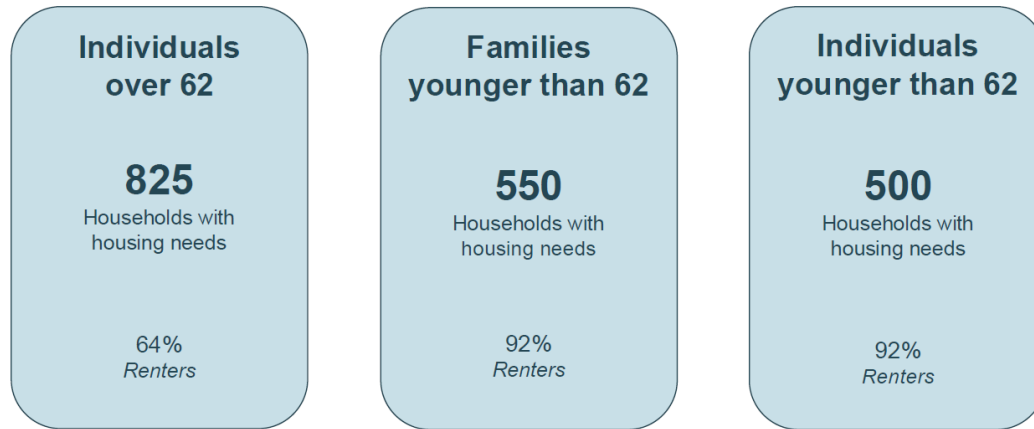
Number of people working in the three largest industries in Henderson County



Source: NC Commerce

The last group with housing needs, individuals who are younger than 62, is the last major group who had housing needs within the City. There about five 500 of these households. Individuals who are younger than 62 tend to be folks in the service industry or in the workforce and therefore have many housing needs. This was something that we heard a lot when we were talking to employers. Housing and the lack of affordable housing is impacting companys' ability to attract workers from outside of the area. With a growing retirement community you have significant job growth in healthcare industry. When we spoke to folks from the UNCC or from the Pardee hospital system they talked extensively about the role of housing in their ability to attract and retain talent. We also heard this from manufacturing companies as well as the Henderson County School System.

## LMI household types with housing needs



Approx. 20% of LMI households with unmet housing needs include at least one member with an ambulatory disability or challenges living independently.

Source: HUD CHAS 2021

To summarize the LMI housing types with housing needs, the largest of these groups are individuals living alone who are over the age of 62. Hendersonville is an aging community with about 825 households over the age of 62 have housing needs. 64% of these households are renters. About 550 families younger than 62 have housing needs, 92% of which are renters. Individuals younger than 62 with housing needs comprise about 500 households in the City. Finally, one in five of low to moderate income households with unmet housing needs have at least one member of their household with an ambulatory disability or challenges living independently.



## Henderson County has demand for nearly 10,000 housing units over the next five years



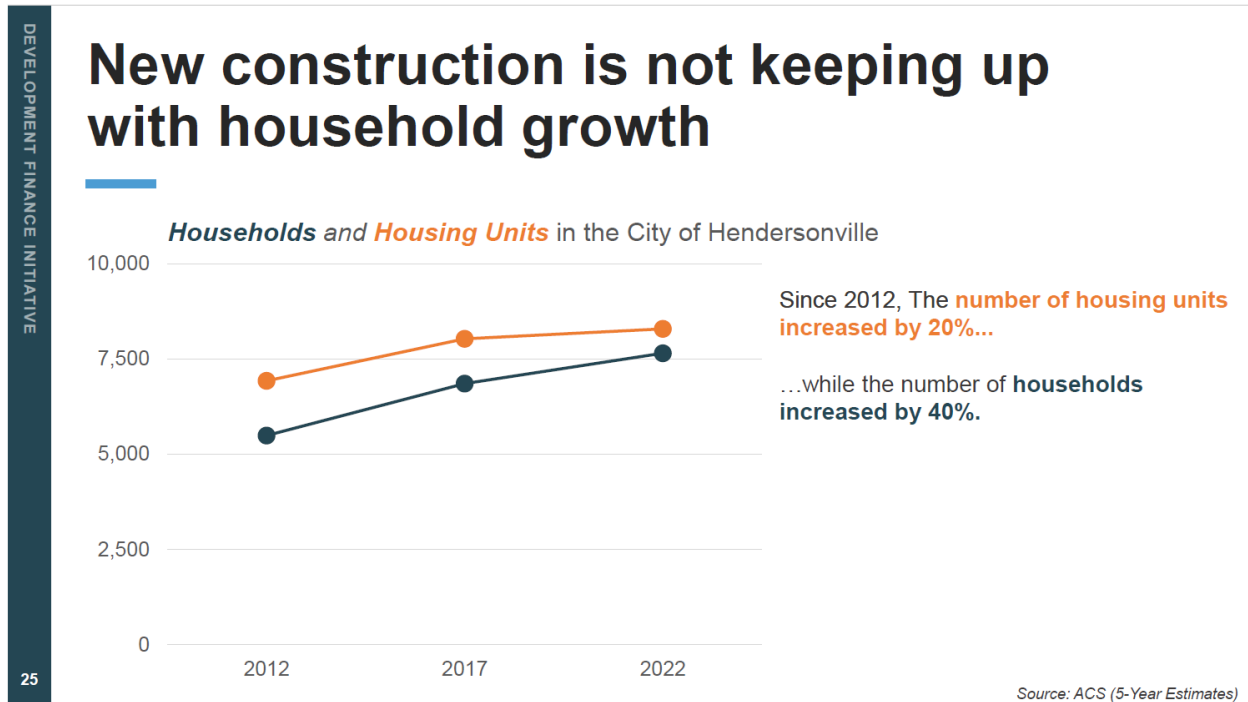
24

Source: DFI analysis of ACS 5-Year Estimates and NCOSBM population projections

Looking at overall demand for housing within the region, Henderson County has demand for nearly 10,000 housing units over the next 5 years. Breaking down that number a bit more, about 3,000 of those units are from current unmet demand based off of recent household growth. As referenced earlier, Henderson County has been growing significantly compared to a lot of its neighbors, and construction or the supply of housing hasn't kept up with the demand. If we expect recent household growth to continue into the future there will be an additional demand for about 7,000 units over the next 5 years. This future demand comes from two places. This growth is due not just to folks who are moving to the County but also comes from household formation within the County-- folks who are growing up within Hendersonville who go to college or younger folks living with their families-- who are also looking for housing. Household



growth can come from both of these sources. Together this makes up about 10,000 units of demand over the next 5 years. Of these 10,000 units, the data supports a need for at least 2,200 units that are affordable to LMI households within the City alone.

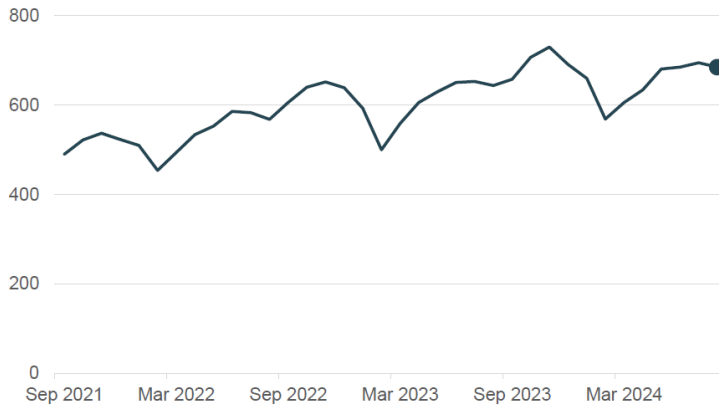


New construction hasn't kept up with recent household growth in the City of Hendersonville. This chart compares the number of households living in the City (in blue) compared with the number of housing units (in orange) in the City. Since 2012 the number of housing units has increased by about 20% while the number of households has increased by 40%-- nearly twice as quickly. At first glance it appears that the City still has enough housing units for the number of households in our community. However, and this is part of the challenge, Hendersonville and the County are a little bit unique in that it's not just folks who are living here who are buying houses or where demand for housing comes from. The City and County also have folks who buy second homes, and some of these units are homes that are used for short-term rentals like Airbnb and VRBO. Demand for housing comes from these places in addition to people who want to live here.



## Short-term rentals make up an estimated 5% of Hendersonville's housing stock

Number of units listed on Airbnb & VRBO  
Hendersonville Submarket

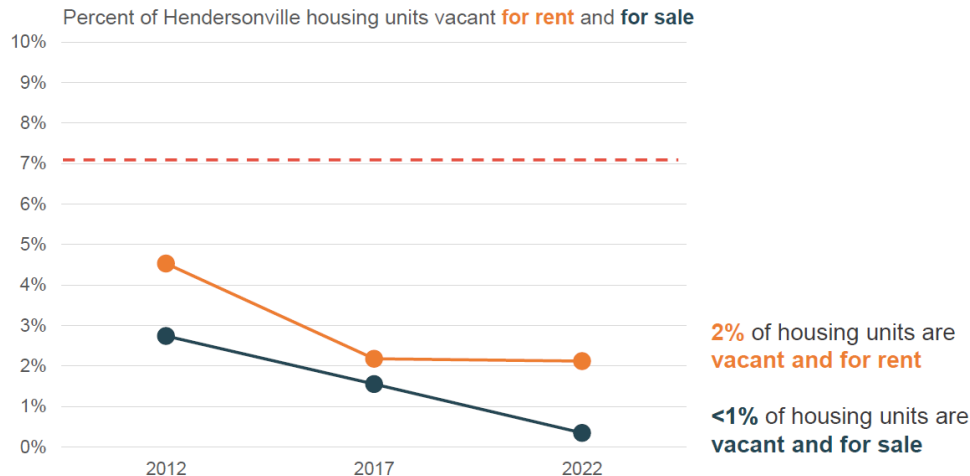


Source: AirDNA

Short-term rentals make up about 5% of the City's housing stock and has increased slightly over the past few years since 2021.



## Population growth and limited new supply has pushed down vacancy rates

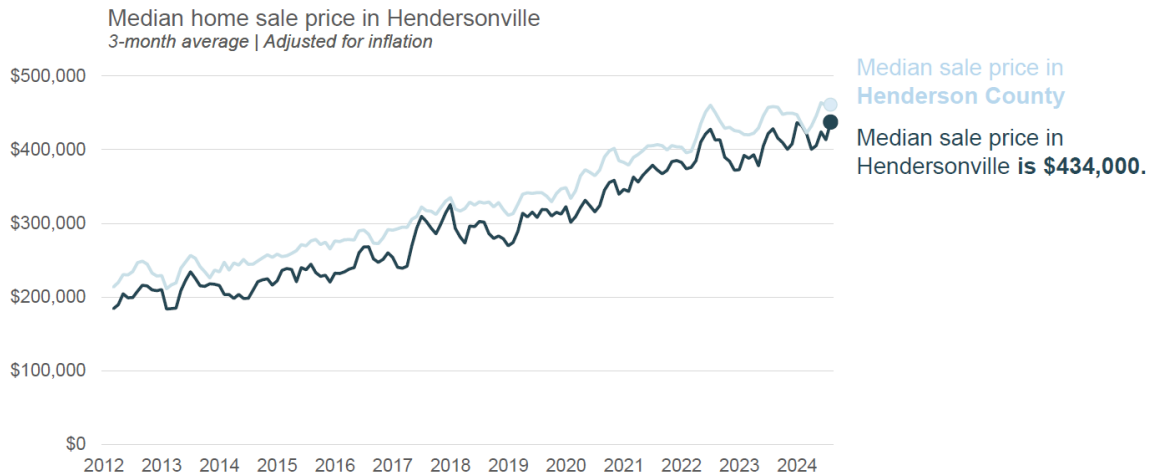


Going back to the comparison of the number of housing units compared to the number of households, because supply has not kept up with household growth, the vacancy rate, or the number of units that are for rent or for sale on the market, has really declined over the same time period. Here in orange this chart shows that the vacancy rate for rental units is only 2%, meaning that only 2% of housing units are vacant and available for rent. On the for-sale side less than 1% of housing units in the City are vacant and for sale. In general, a housing market has a healthy supply of housing if the vacancy rate is at around 7%. We use that 7% threshold to say that there's enough supply on the market for things like turnover or household formation, or someone moving to the area for a job that when they're out looking for units there are enough units available for rent or for sale on the market.

Comparing the City of Hendersonville to other markets in North Carolina-- many North Carolina communities are seeing trends just like this where the vacancy rate has been declining pretty consistently over the past decade and supply really hasn't kept up with demand. That being said, there are a couple of pockets in North Carolina where we've seen the vacancy rate increase in some cases to over 10%, places like downtown Raleigh and Charlotte. In these areas, there's been so much construction over the past few years (a really historic level of new construction) that that vacancy rate has really increased. In many of those markets while affordability is certainly still a big challenge the pace of rent increase or the cost of housing has moderated over the past couple years.



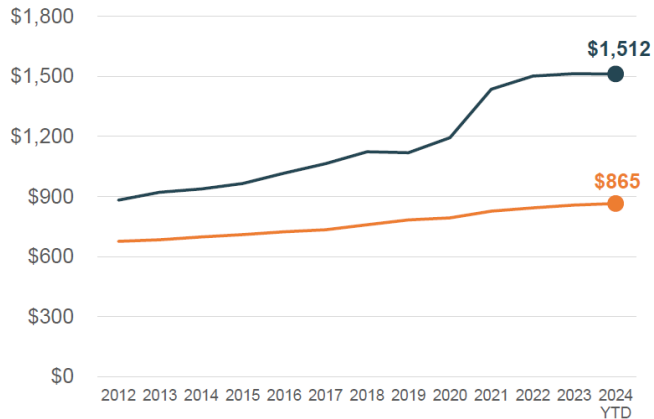
## For the past year, median home prices in Hendersonville exceeded \$400,000



Supply not keeping up with demand and vacancy rates decreasing are really the factors that contribute to the rising cost of housing. There's just more demand than there is supply. For the past year the median home price within the City has exceeded \$400,000, a really significant increase even adjusted for inflation. Just 10 years ago the median was about half of that or about \$200,000. The City's median home price is here in blue and you can see in the light blue right above it is really keeping up with the median price within the County as well.

## Rents among Class A & B properties increased 25% post-COVID

Average rent by building type among market-rate multifamily properties in Hendersonville



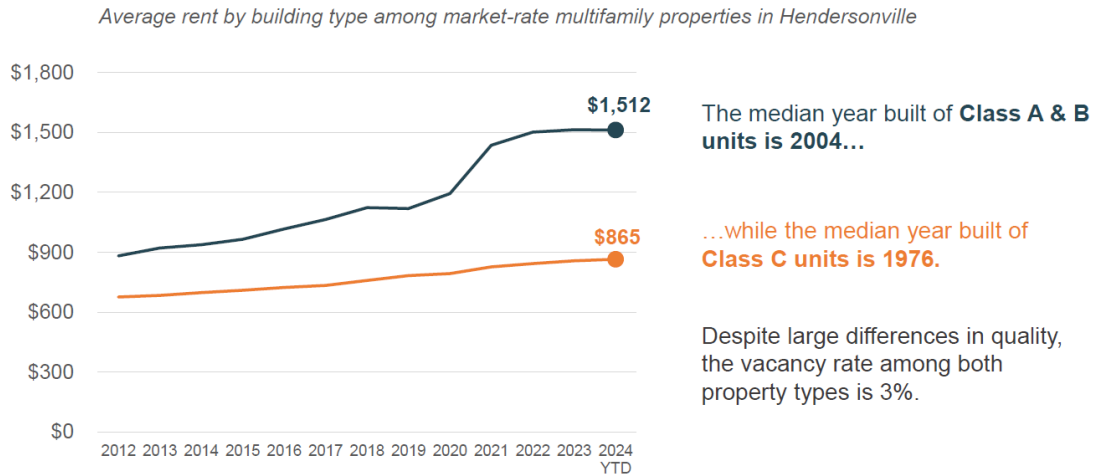
Rents among **Class A & B** properties increased 25% post-COVID and are affordable to households making over 80% AMI.

Rents among **Class C** properties have not increased as quickly, but likely have challenges with quality and safety.

Source: CoStar

The City is seeing the same trend of increasing rents as well. This chart shows the average rent for market rate multifamily properties within the City. The Blue Line shows changes in average rent among Class A and B properties, the newest most high quality units on the market. Rents among these properties have increased about 25% post COVID and are generally affordable to households making over 80% AMI, so not really those within the LMI household group. Rents among Class C Properties, the older properties that maybe don't have renovations or have less amenities, have not seen the same rent increase as the higher quality units. This is likely because these properties have significant challenges with regards to quality and health and safety of the units.

## The median Class C rental unit is nearly 50 years old



To add a little more color to that, the median year built for class A and B properties is around 2004; meanwhile the Median year built of Class C units is 1976 even taking renovations into consideration. This is something that we heard as well from stakeholders that there is a share of the housing supply within the City that faces significant challenges with quality. Despite these large differences in quality between these two housing types, vacancy rates among both property types, both the class A and B as well as Class C, is around 3%. Despite the challenges with quality the vacancy rate is still a lot lower than we would expect compared to a market with an abundant supply of housing.

## An estimated 5,700 housing units are in the Henderson County pipeline

Type	For Sale	For Rent
Affordable	169	163
Market Rate	3,066	2,333
<b>Total</b>	<b>3,235</b>	<b>2,496</b>
% in Hendersonville	35%	83%

Source: Henderson County Planning Department & Hendersonville Housing Dashboard.  
Projects recently completed, under construction, entitled, or in pre-entitlement.

31

Regarding housing supply, there are an estimated 5,700 housing units in the pipeline for Henderson County. This table breaks down the type of housing if it's affordable to LMI households or if it's market rate and if it's for sale or for rent. By and large most of the housing that's in the pipeline is market rate housing geared more towards households making over 80% of the area median income.





## An estimated 5,700 housing units are in the Henderson County pipeline

Type	For Sale	For Rent
Affordable	169	163
Market Rate	3,066	2,333
<b>Total</b>	<b>3,235</b>	<b>2,496</b>
% in Hendersonville	35%	83%



### Cantrell Hills

Affordable at households earning 130% AMI or \$110,000  
\$450,000+ / 3-bedroom

Source: Henderson County Planning Department & Hendersonville Housing Dashboard.  
Projects recently completed, under construction, entitled, or in pre-entitlement.

32

About 83% of the for rent or the rental units in the pipeline are within the City. I wanted to highlight some of these properties that are that are in the pipeline. Cantrell Hills is a single family subdivision just north of the City. These units are starting at about \$450,000 and are affordable to households earning about 130% AMI or \$110,000.



## An estimated 5,700 housing units are in the Henderson County pipeline

Type	For Sale	For Rent
Affordable	169	163
Market Rate	3,066	2,333
<b>Total</b>	<b>3,235</b>	<b>2,496</b>
% in Hendersonville	35%	83%



### The Summit at Hendersonville

Affordable to households earning 80% AMI or \$65,400

\$1,350 / 1-bedroom

\$1,650 / 2-bedroom

\$2,000 / 3-bedroom

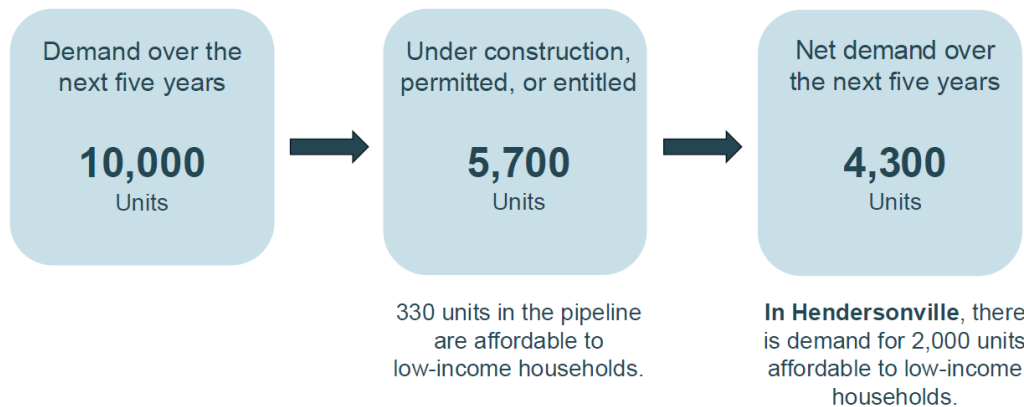
Source: Henderson County Planning Department & Hendersonville Housing Dashboard.  
Projects recently completed, under construction, entitled, or in pre-entitlement.

33

On the rental side, the Summit at Hendersonville has starting rents for the units that are roughly affordable to households earning 80% AMI or around \$65,000, depending on household size. What we're seeing is that even though these units aren't necessarily affordable to LMI households the vacancy rates among these new multifamily developments are strikingly low so they lease up very quickly over a short amount of time which we think indicates significant demand for both market rate and affordable housing.



## Henderson County has demand for an estimated 4,300 housing units over the next five years



11

Source: Estimates based on DFI analysis of data from ACS 5-Year Estimates, NCOSBM, HUD CHAS, and projects tracked by the City of Hendersonville and Henderson County.

In summary, looking at Henderson County as a market there's demand for about 10,000 housing units over the next 5 years. This is taking into account both the current unmet demand as well as projected household growth. So if Henderson County continues to grow as a housing market the way it has been over the past 10 years, we would expect there to be demand for about 10,000 housing units. Developers are responding to this market and have been building a lot of housing over the past few years. There's about 5,700 units in the pipeline countywide. so overall net demand for housing is around 4,300 units.

The 10,000 number is really looking at housing demand across all income needs. Of these 5,700 units about 330 in the pipeline are affordable to low-income households. So within the City of Hendersonville there's still demand for about 2,000 units that are affordable to low-income households.

According to employers, even folks they hire who are in the higher income brackets making maybe between \$70,000 and \$100,000 have a hard time finding housing within the City. So affordability is a challenge that really affects not only LMI households but households of all types really are face this challenge of finding housing because the vacancy rate is so low.





## Hurricane Helene

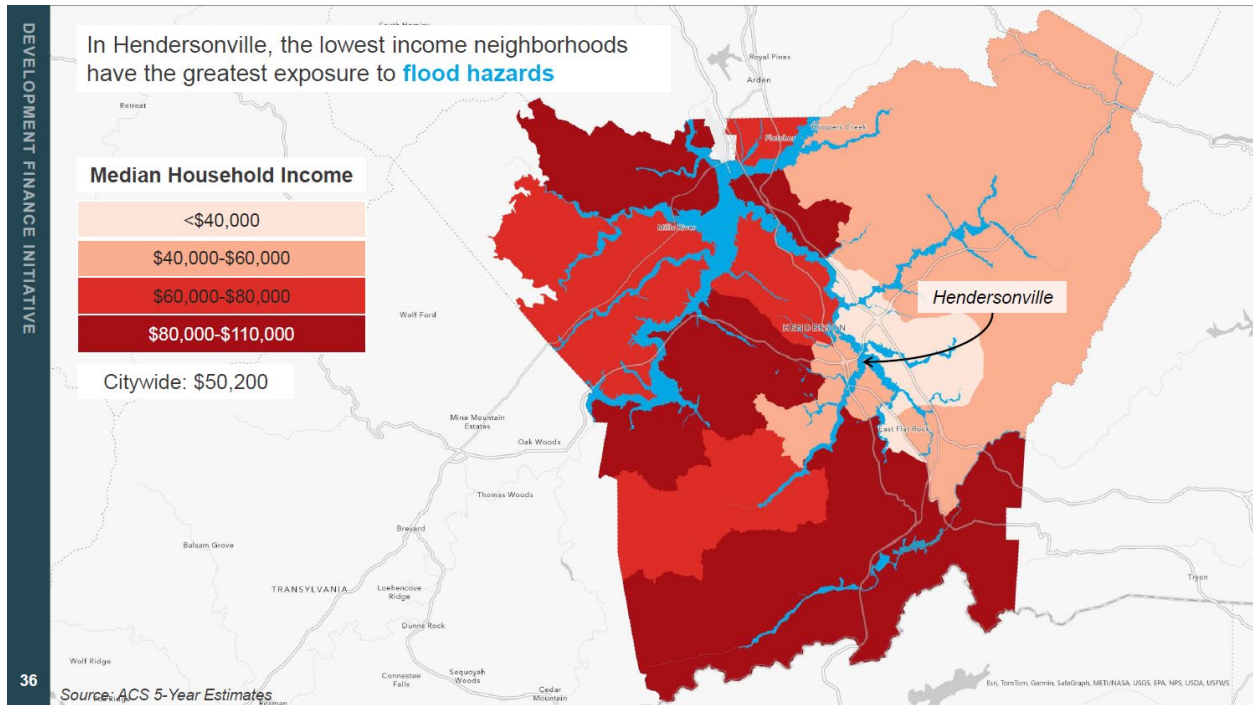
- According to state estimates, approximately 126,000 housing units in western NC were damaged by Hurricane Helene
- As of October 21, 4,600 homeowners and 2,500 renters have been approved for FEMA Individual Assistance in Hendersonville ZIP Codes



As of the date of this Needs Assessment, the following information is very preliminary. It will take years to really understand the full impact of Hurricane Helene. According to State estimates about 126,000 housing units within all of Western North Carolina were damaged in some capacity by Hurricane Helene, causing a tremendous shock on the supply of housing and folks who are living in in the area. More locally as of October 21, 2024 about 4600 homeowners and 2500 renters have been approved for FEMA individual assistance within zip codes that cover the City of Hendersonville. So we're looking at regionally significant impact and also within the City.

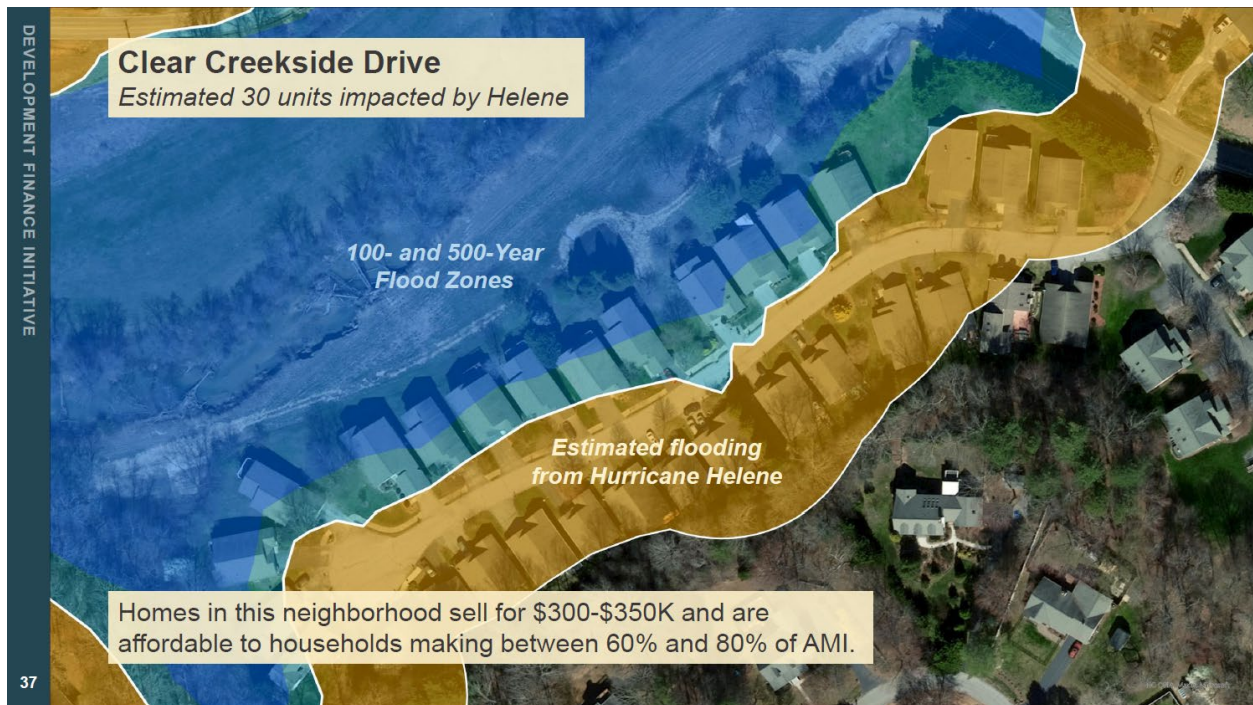






I wanted to map out really where the City and parts of the County were exposed to flood hazards. Helene had a number of different impacts on the housing stock not just flooding, but also damage from falling debris and from landslides. This report is going to focus on flooding because that's where the most accurate data that we have comes from. This map shows the census tracts within Henderson County and shows the median household income of those census tracts. For the darker red areas the median income is between 80 and \$110,000. In the brighter pink areas the median household income is less than \$40,000. What you can see is that most of those lower income neighborhoods within the County overlap in some capacity with the City. When flood zones are overlayed on that same map we see that a lot of these same neighborhoods are exposed to flood hazards within the City of Hendersonville.

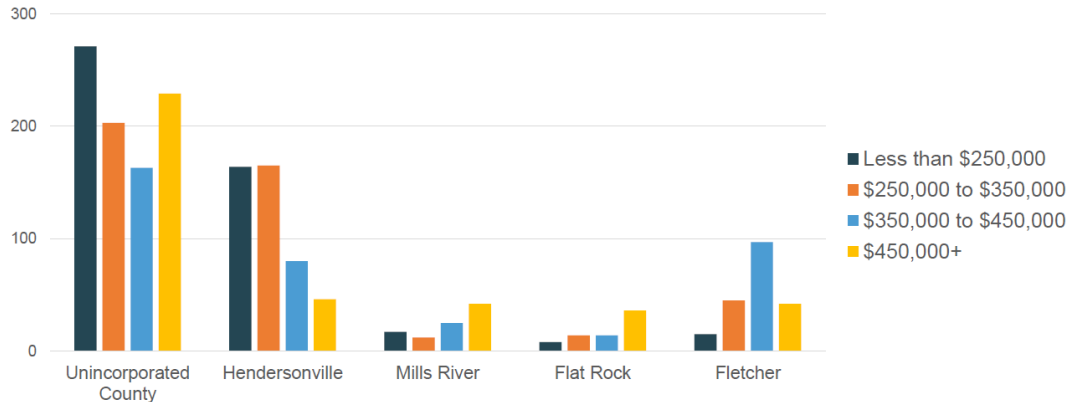




Zooming in a little bit more shows some specific ways that that Helene impacted the City. This is Clear Creek Side Drive, a single family neighborhood just Northeast of the City. An estimated 30 units were impacted by Helene. This map shows the neighborhood here with the 100 and 500-year flood zone overlaid in blue and green, with the additional flooded area shown in gold. What made Helene so significant is just the scale of precipitation over a short amount of time and that the flooding really surpassed what we had traditionally thought of as the flood zone for the community. Based off of satellite imagery, news reports and social media postings, on average flooding across Henderson County exceeded roughly 30 meters past the traditional flood zone. Again, the additional flooding is shown here in gold. To put this in perspective of the supply of housing in Hendersonville homes in this neighborhood sell for between \$300,000 and \$350,000 and are affordable to households making between 60 and 80% of area median income.

## An estimated 1,700 single-family homes were exposed to Helene flooding

Estimated number of single-family and modular homes within 30 meters of the flood zone by municipality and tax assessed value



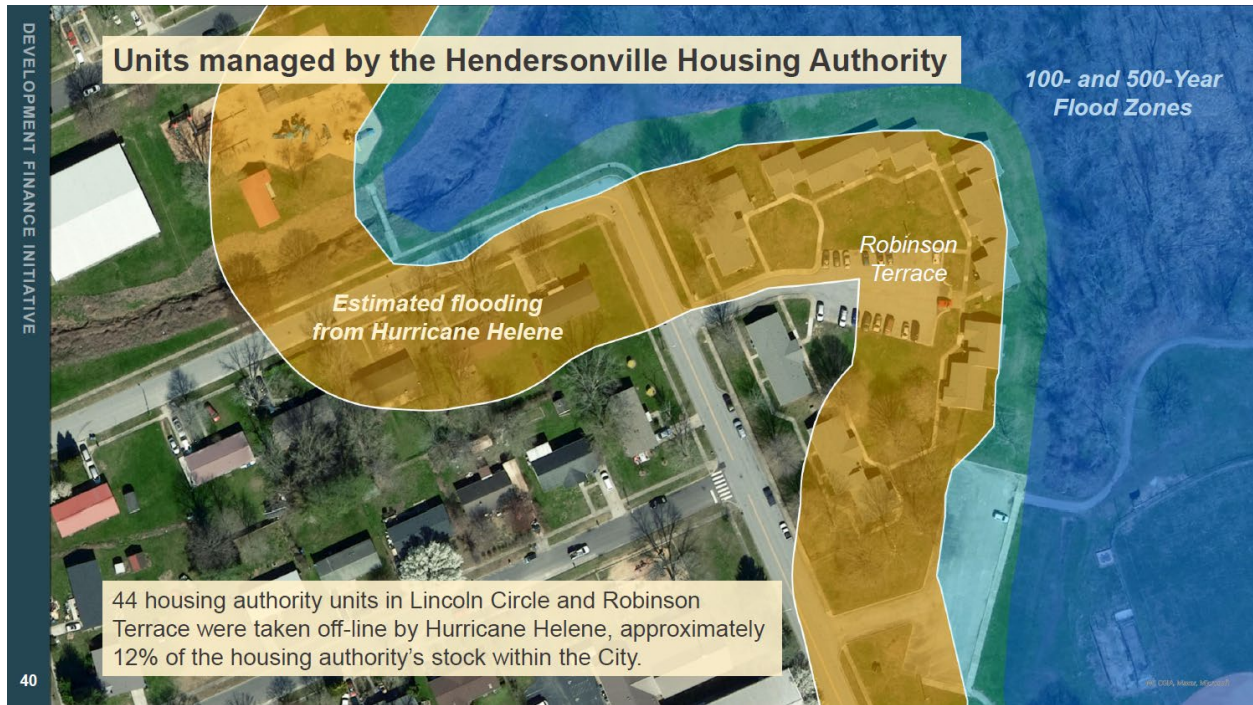
Source: DFI analysis of data from NC FRIS & Henderson County Tax Assessor

Taking the same approach of assessing how many housing units were exposed to Helene flooding within that 30 meter buffer of the of the flood zones, this chart shows the total number of households that are within that radius. Countywide an estimated 1700 single family homes were exposed to Helene flooding. The flooding damage is broken out here by different areas: the unincorporated County, the City, Mills River, Flat Rock and Fletcher. Each is also broken out by the price of the home or the tax assessed value of those homes. In Hendersonville the majority of homes that were impacted by the storm and that were within that flood that flood buffer were on the lower cost side, those that were more affordable to LMI households. Most of these homes had tax values of \$350,000 or less.

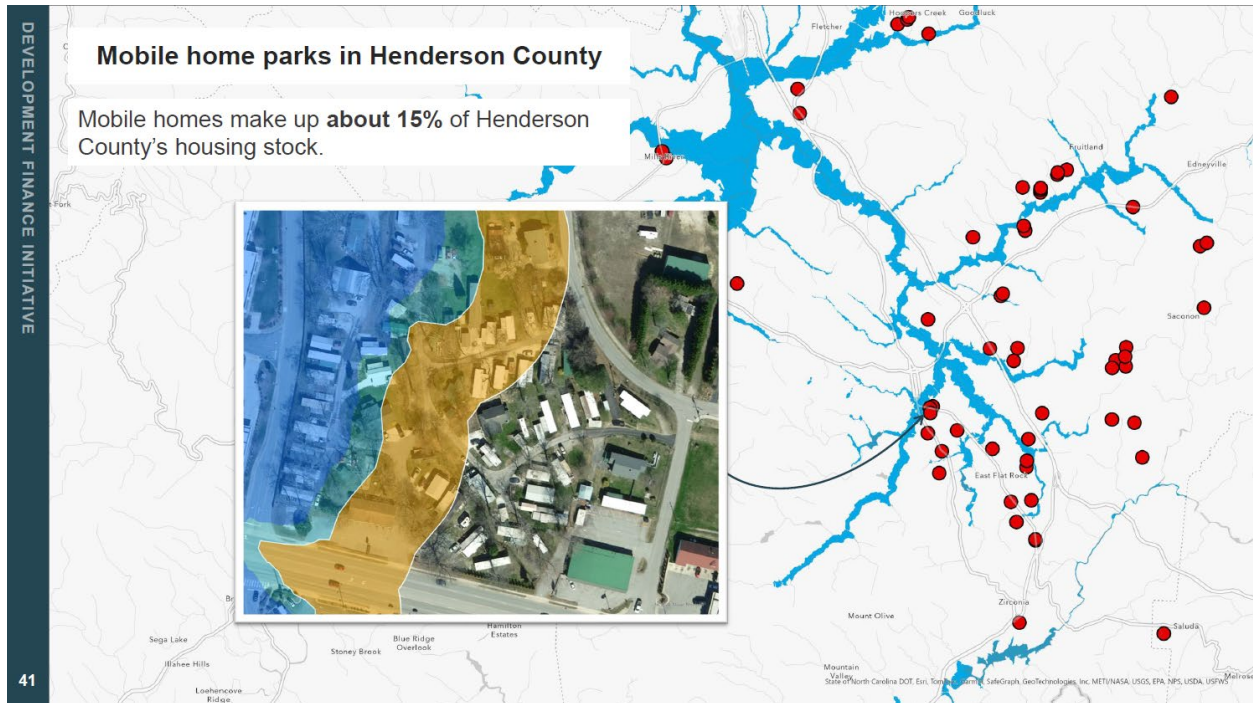


It wasn't just single family homes that were impacted by Helene. The City's multifamily properties were also impacted. This shows another case study looking at Universal at Lakewood, one of the City's newest apartment buildings just completed in 2022. Several dozen units within this apartment complex were damaged during the storm. Rents in this development are affordable to renters making at about 80% AMI. At the time of the storm the vacancy rate was less than 1%. This shows that some of the City's newest most fully occupied housing developments were impacted by the storm as well. ..





The last case study discussed in this Needs Assessment is the Hendersonville Housing Authority. Many properties owned and operated by the Housing Authority were also impacted by the storm. About 44 housing units within Lincoln Circle and Robinson Terrace were taken offline by Hurricane Helene which makes up approximately 12% of the Housing Authority stock within the City. The storm impacted housing stock across a wide range of affordability levels,



Helene impacted many mobile home parks both within the City and the County. Mobile homes make up about 15% of the County's housing stock and mobile homes came up very frequently during our stakeholder conversations as a vital source of affordable housing for folks, but also as a housing type that really struggles with issues around quality and overcrowding. Many of these mobile home parks were also within that 30 meter buffer of the flood zone. This is just an example of one mobile home park within the City.



## Summary

- To meet current and future housing demand, Henderson County needs an estimated 10,000 new housing units within the next five years. At least 2,000 of these units are needed in Hendersonville for low-to-moderate income households.
- Hendersonville's housing supply was constrained even before Hurricane Helene. Over the past decade, household growth in Hendersonville outpaced new housing construction by about 2 to 1, and rental and for-sale vacancies dropped below 2%.
- Various household types in Hendersonville live in unaffordable or low-quality housing, over 80% of which are low-to-moderate income.
- According to state estimates, approximately 126,000 housing units were damaged by Hurricane Helene across western North Carolina. Within the city, the lowest income neighborhoods have the greatest exposure to flood hazards.

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Over the next five years within Henderson County, in order to address both current and future demand, Henderson County needs about 10,000 units, and again within the City about 2,200 of those units are needed for low to moderate income households. Housing Supply was significantly constrained even before Helene. Demand has outpaced supply by about 2 to one and the vacancy rate is below 2%. The household types who are in need of housing within the City are those who live in either unaffordable or low quality housing. Helene had significant impact that had both on supply of Housing and displacement of folks living within the community .



## ABOUT THE UNC SCHOOL OF GOVERNMENT AND DFI

### UNC School of Government



UNC Chapel Hill's School of Government is the largest university-based local government training, advisory, and research organization in the United States, and serves more than 12,000 public officials each year.

2



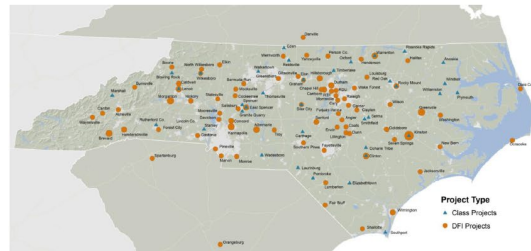
SCHOOL OF GOVERNMENT  
Development Finance Initiative

DFI, a program of UNC Chapel Hill's School of Government (SOG), partners with local governments to attract private investment for transformative projects by providing specialized finance and development expertise.

SOG is the largest university-based local government training, advisory, and research organization in the United States, and serves more than 12,000 public officials each year.

Values: Nonpartisan, policy-neutral, responsive

3



#### Project Team

Project Lead: Frank Muraca

Associate Director: Sarah Odio

DFI Director: Marcia Perritt

DFI is a program that partners with local governments on public-private Partnerships for Real Estate development. DFI has worked with the City before on the grey mill in downtown, assessing the feasible paths for redevelopment of that site, and working with a private developer for revitalizing the mill over the past five years or so. DFI has been really responsive to the growing needs of affordable housing across all communities in North Carolina and helping North Carolina communities work with the private sector to attract investment in affordable housing.



Housing Needs Assessment

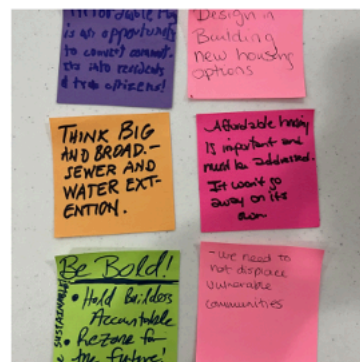




# AFFORDABLE HOUSING REPORT

## SUMMARY OF COMMUNITY INSIGHTS

20  
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Prepared by Fountainworks

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## ACKNOWLEDGEMENTS

*The City of Hendersonville extends its gratitude to the residents, business owners, and nonprofit organizations who shared their stories, experiences, and viewpoints. Special thanks to True Ridge, El Centro, and MountainTrue's Healthy Communities program for their vital role in supporting the Spanish-language session, as well as the community partners who graciously hosted the Community Conversations: Trailside Brewery, Henderson County Veterans Services, Mountain View Baptist Church, Union Grove Baptist Church, and Immaculate Conception Catholic Church.*

# BACKGROUND & PURPOSE

The City of Hendersonville is committed to ensuring all residents have access to safe, quality, and affordable housing. To achieve this goal, the City is developing a Strategic Housing Plan that reflects the needs, experiences, and aspirations of the community. This Plan is part of the City's broader efforts to promote economic vitality, foster strong partnerships, and enhance the quality of life for all residents through sustainable and inclusive growth.

A first step in this process was engaging with the community through "Community Conversations" and an online survey. These efforts were designed to provide residents with the opportunity to share their perspectives on housing challenges, personal experiences, and aspirations for the future. The City also sought feedback on potential strategies to address housing issues, ensuring the plan is grounded in the realities and priorities of Hendersonville's residents.

**This report summarizes the insights gathered from these initial engagement efforts. By amplifying the voices of community members, the City aims to create a plan that is both responsive to current challenges and proactive in preparing for future needs. The feedback shared during these conversations and through the survey will directly inform the development of the Strategic Housing Plan.**

Looking ahead, there will be additional opportunities for residents to review and provide input on the draft Plan. These steps are essential to ensuring the Plan reflects the diverse needs of Hendersonville's community and aligns with the City's commitment to sound infrastructure, great public services, and financial sustainability.

“Our community does better when everyone is able to feel safe, and stable housing could help.”



# Executive Summary

Across the five sessions and survey, Hendersonville community members identified the following themes:

## CURRENT EXPERIENCES

Hendersonville's strong sense of community enhances residents' quality of life.	Insufficient affordable housing options create barriers for underserved populations.	Optimism about addressing housing challenges through thoughtful community efforts.
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## FUTURE HOUSING IN HENDERSONVILLE

- Participants want housing that **supports middle-income buyers, increases rental options**, and allows retirees, workforce members, and young families to **thrive**.
- Attendees suggested **mixed-use housing, vertical development, and infill projects** to maximize land use and create **long-term stability** for residents.
- Hendersonville's community emphasized **investments in water and sewer systems** to support sustainable growth and ensure existing neighborhoods are equipped for future development.
- **Pro-renter legislation** and collaborations with **developers who actively prioritize affordability and sustainability** were highlighted as key strategies to address systemic housing challenges.

# Executive Summary (continued)

Across the five Community Conversation sessions and Community Survey, Hendersonville's residents, business owners, and others identified the following themes:

## AFFORDABLE HOUSING CHALLENGES

### Funding Frustrations

Complicated grant processes and developer priorities often leave affordable housing projects underfunded.

### Infrastructure Gaps

Limited water and sewer systems, especially in rural areas, prevent new housing developments and expansion.

### Developers Chasing Profits

Luxury developments overshadow community needs, leaving low- and middle-income residents behind.

### Community Resistance

NIMBY (not-in-my-back-yard) attitudes fueled by fears and misconceptions block progress on needed housing projects.

### Preserving Community Identity

Development that prioritizes outsiders and short-term rentals threatens the character of established neighborhoods.

### Zoning Roadblocks

Restrictive zoning policies make it tough to introduce diverse and higher-density housing options.

### Structural Inequities

Generational barriers like redlining, rising property values, and zoning restrictions perpetuate exclusion and displacement.

### Economic Pressure Cooker

Stagnant wages and rising costs force families to struggle with housing access while short-term rentals complicate the market.

# COMMUNITY INPUT PROCESS

The City of Hendersonville conducted five Community Conversations and an online survey as the first steps in developing its Strategic Housing Plan. These efforts, held between September and December 2024, were designed to gather input from a broad cross-section of the community. Despite adjustments to the original timeline caused by unforeseen events, namely the impact of Hurricane Helene, the City successfully engaged with residents to explore housing challenges, experiences, and aspirations. While Hurricane Helene did cause a delay in these efforts, It also highlighted the urgent need for a Strategic Housing Plan.

The Community Conversations brought together a total of 155 participants across five sessions, each focusing on a specific segment of the Hendersonville population. These sessions allowed council members to hear directly from their constituents. Notably, the City hosted its first-ever Spanish-language session, conducted with the support of True Ridge, El Centro, and MountainTrue's Healthy Communities program.

In tandem with the Community Conversations, the online survey received 377 responses, offering additional insights into the community's housing priorities. The survey was launched on September 23, 2024, and remained open through December 9, 2024, aligning with the timeline of the Community Conversations.

# FINDINGS

## SESSION 1 - BUSINESS COMMUNITY | SEPTEMBER 23, 2024

The Business Community session was held at Trailside, an informal setting that encouraged open dialogue and connection among local business owners, developers, and other stakeholders. This session focused on understanding how housing affordability impacts the local workforce and the broader economy. Participants explored the challenges businesses face in attracting and retaining employees due to the rising cost of housing and discussed potential solutions to address these issues in the community.

### CURRENT EXPERIENCES

Those who attended the business community session who were happy with their current housing situation highlighted several key aspects that contribute to their satisfaction.

- They expressed appreciation for the strong sense of community and friendliness that define the town.
- Many noted the convenience of living close to amenities and family, which enhances their quality of life.
- The ability to walk or bike to various locations was seen as a major advantage, supporting a lifestyle that feels connected and accessible.
- Additionally, the area's natural beauty and overall community feel were frequently celebrated as standout features.
- For some, affordability was a highlight, with participants mentioning the benefits of living in inherited family homes, which allowed them to maintain roots in the community without facing high housing costs.

## SESSION 1 - BUSINESS COMMUNITY (continued)

### IDEAL HOUSING EXPERIENCE

#### ◆ AFFORDABILITY & DIVERSITY

Participants envisioned a community with a wide range of housing types to meet diverse needs. This includes mixed-use housing developments, mobile home parks with cleanliness covenants, and homes priced between \$250,000 and \$350,000 to support middle-income buyers. They also emphasized the importance of increasing rental options for the working class and public servants.

#### ◆ INNOVATIVE DEVELOPMENT

The idea of "going vertical within reason" was proposed to increase housing density while maintaining aesthetic appeal. Suggestions also included adopting citywide overlay zoning to allow for more inclusive housing opportunities and promoting infill development to utilize existing spaces effectively.

#### ◆ INFRASTRUCTURE EXPANSION

Investments in water and sewer infrastructure were seen as critical to supporting both new developments and existing housing. Attendees also emphasized the need for collaboration between the city and property owners to facilitate these improvements.

#### ◆ SUPPORT FOR AGING RESIDENTS

Tax exemptions for seniors aged 70 and older were suggested as a way to support aging residents and help them remain in the community without financial strain.

#### ◆ ADDRESSING SHORT-TERM RENTALS

Participants expressed interest in exploring the impact of short-term rental platforms, such as Airbnb, on local housing availability, noting the need for balanced policies that protect both residents and the tourism economy.

Contractors or Airbnb/VRBO owners are paying in cash and swipe away homes that are lower cost, flip them, and resell them or rent them at a high cost nightly.



## SESSION 1 - BUSINESS COMMUNITY (continued)

### AFFORDABLE HOUSING CHALLENGES

Participants identified several key barriers impeding affordable housing development:



#### INFRASTRUCTURE

Participants emphasized that inadequate water and sewer systems, particularly along Highway 25 and in rural areas, remain a critical challenge. The lack of this essential infrastructure prevents the development of new housing and limits the potential for expansion in underserved areas.



#### COMMUNITY ATTITUDES

The NIMBY mindset was cited as a pervasive issue, with resistance to new developments often rooted in misconceptions or fears about the impact on property values and neighbor-hood character.



#### ZONING

Restrictive zoning policies were frequently mentioned as a major barrier to housing diversity and affordability. Attendees expressed concerns about density limits and the difficulty of introducing higher-density housing options within existing regulations.



#### ECONOMIC GAPS

The absence of a strong middle-class presence in the community was highlighted as a gap that contributes to housing inequities. Participants noted that the limited availability of affordable housing options makes it difficult for working-class families, including public servants such as teachers and law enforcement officers, to live in the area.

## SESSION 1 - BUSINESS COMMUNITY (continued)

### COMMUNITY CONSIDERATIONS

Participants provided broad feedback on community-level considerations:

#### ECONOMIC DEVELOPMENT

- There is a need to attract industries that offer well-paying jobs, ensuring residents can afford to live within the community.
- Building systems to support and maintain existing housing stock would allow for greater access to quality, affordable housing.

#### COLLABORATION

- Increased collaboration between the city and property owners would allow for housing developments to best represent the needs of the entire Hendersonville community.

#### ZONING & DEVELOPMENT

- Mixed-income developments and upzoning properties would encourage and enable diverse housing options.
- Modular homes, duplex infill, and all housing types are viable options to address affordability and availability.

*We need legislation in place to incentivize and require developers to include affordable property units in their development plans.*

## SESSION 2 - ELDERLY/VETERAN COMMUNITY | SEPTEMBER 24, 2024

The Aging Population session took place at the Veterans Services Building, a familiar and accessible location for many seniors in the area. This session addressed the unique housing needs of Hendersonville's aging population, focusing on the challenges seniors face in finding affordable and accessible housing. Attendees discussed the barriers to downsizing and the need for homes that accommodate aging in place while ensuring they are within reach for fixed-income residents.

### CURRENT EXPERIENCES

Participants in the elderly and veteran community shared a variety of perspectives on their housing experiences. Those with current experiences that were positive noted that their houses were in a central location, which provides convenient access to amenities and services.

- Many expressed positive sentiments about the responsible use of tax dollars, emphasizing that these resources seem to be directed toward meaningful community improvements.
- Some participants highlighted a shift in community values toward wanting to address housing challenges "the right way," reflecting a sense of commitment to thoughtful and equitable development.

Participants also voiced concerns about pressing housing issues:

- The availability of housing for the workforce was identified as a major gap, with attendees noting that current housing stock has not recovered from the 2008 recession.
- Concerns were raised about a developer's proposal for an extended-stay hotel, which some felt would negatively impact the community.
- Participants also identified the need for more inclusive housing policies to ensure affordability and accessibility for all, particularly as wages remain stagnant.

## SESSION 2 - ELDERLY/VETERAN COMMUNITY (continued)

### IDEAL HOUSING EXPERIENCE

#### ★ AFFORDABILITY & ACCESSIBILITY

Participants envisioned a full range of housing opportunities that are both affordable and sustainable. They emphasized the importance of providing housing options for retirees, the workforce, and young people returning after college. A strong desire for families to thrive—beyond merely surviving—was a recurring theme, with aspirations for families to have enough disposable income to enjoy community activities.

#### ★ POLICY & PARTNERSHIPS

The need for pro-renter legislation that protects tenants and ensures equitable housing was a significant priority. Participants also stressed the importance of fostering relationships with developers who share the community's goals for affordable and sustainable housing.

#### ★ INNOVATIVE DEVELOPMENT

Attendees supported the development of mixed-use housing that serves the community's residents rather than transient populations. They emphasized the value of creating opportunities for families and retirees to live in a way that supports long-term stability, including the ability to age in place. Improving existing housing stock was also highlighted as a vital component of addressing housing challenges.

I am a retired single woman. Rent is unbelievably high. I've worked and have been frugal with my money, but rent, food, and medical expenses are making it difficult to make ends meet, especially when unexpected events happen.

## SESSION 2 - ELDERLY/VETERAN COMMUNITY (continued)

### AFFORDABLE HOUSING CHALLENGES

Participants identified several key barriers impeding affordable housing development:



#### ECONOMIC FACTORS

Participants emphasized the interplay between stagnant wages and rising housing costs, which makes it increasingly difficult for individuals and families to secure adequate housing. Short-term rentals were also discussed, with some attendees cautioning against vilifying these properties, as they contribute to the local economy.



#### ZONING & LEGISLATION

Many noted difficulties in accessing federal grant funds for affordable housing projects due to administrative or eligibility restrictions. Concerns were also raised about local government decisions to approve developer-led projects that do not include affordable housing components.



#### FUNDING CHALLENGES

Restrictive zoning policies were seen as a key barrier to housing development. Additionally, participants expressed frustration over a lack of support for state legislation that could advance affordable housing initiatives.

**Common themes discussed in this session include:**

- **The need for elderly-friendly housing**
- **How to develop and enforce pro-renter policies**
- **How to ensure long-term housing stability**



## SESSION 3 - NON-PROFIT COMMUNITY | NOVEMBER 19, 2024

The Non-Profit Service Providers session was held at Mountain View Baptist Church, a central gathering space for community leaders, non-profit staff, and local advocates. This session centered on the housing struggles faced by the region's most vulnerable populations, including those experiencing homelessness and families living in poverty. Participants discussed how the lack of affordable housing limits their ability to serve these communities effectively and how policy changes could improve housing stability for their clients.

### CURRENT EXPERIENCES

The nonprofit community highlighted the increasing strain on housing availability, especially for underserved populations. While there is a strong sense of community and a desire to address these issues collaboratively, the existing housing stock fails to meet the needs of low-income families and individuals. Participants noted that nonprofit organizations are frequently stepping in to fill gaps left by government initiatives.

### Key Takeaways

- Housing stock is insufficient for low-income and underserved populations.
- Nonprofits are bearing much of the burden for addressing housing needs.
- There is a strong desire for collaboration but frustration with the current pace of progress.

The nonprofit community identified overlapping barriers with other sessions, such as limited funding, lack of rent control, and government inaction. A significant barrier unique to this session was the perception that housing-related initiatives are often deprioritized compared to schools, tourism, and aesthetic preservation. Participants underscored the challenge of balancing tourism interests with housing needs, noting that some fear affordable housing developments could negatively impact the area's character or resources.

## SESSION 3 - NON-PROFIT COMMUNITY (continued)

### CURRENT EXPERIENCES

Another distinct concern was the perception that mobile and manufactured homes are often the only affordable option, but these residents typically own the home but not the land, perpetuating vulnerability. There was also frustration around public resistance to housing density, or NIMBYism, and the absence of “bridges” to help renters or low-income families transition into more stable housing options.

### IDEAL HOUSING EXPERIENCE

#### ◆ COMMUNITY LAND TRUSTS

Participants emphasized the importance of community land trusts as a strategy to secure long-term affordability in Hendersonville. This approach, which separates land ownership from housing, ensures stability by keeping housing costs predictable and accessible for generations.

#### ◆ INTENTIONAL PARTNERSHIPS

Participants discussed the value of partnerships with developers who align with nonprofit goals to address housing needs. By collaborating with mission-driven developers, the community can encourage projects that prioritize affordable units and reflect local values.

#### ◆ FOCUS ON AFFORDABILITY

Throughout the session, non-profit leaders and others highlighted the need for housing solutions that are both sustainable and affordable, particularly for low-income families. Ideas included energy-efficient homes that reduce utility costs while contributing to environmental health. These types of developments were viewed as essential to creating a strong community.

It's very difficult to find affordable homes that are built to universal design standards. Older people can't move out of their inaccessible homes because of the price of buying something smaller.

## SESSION 3 - NON-PROFIT COMMUNITY (continued)

### AFFORDABLE HOUSING CHALLENGES

Participants identified several key barriers impeding affordable housing development:



#### FUNDING & POLICY

Participants emphasized that limited funding and restrictive policies continue to hinder affordable housing development. Accessing grants often involves complicated requirements, and existing policies lack flexibility to address Hendersonville's specific challenges.



#### COMMUNITY ATTITUDES

Community resistance to affordable housing projects remains a key challenge. Participants highlighted how NIMBY attitudes, driven by misconceptions about affordable housing's impact, prolong timelines and create barriers for necessary developments.



#### DEVELOPER PRIORITIES

Participants raised concerns that developers frequently prioritize profit over community needs, focusing on luxury housing that excludes low- and moderate-income residents. They emphasized the need for stronger incentives to encourage developments that align with local priorities.

I work full time with benefits at a local non-profit and cannot afford regular housing in Henderson County.

## SESSION 3 - NON-PROFIT COMMUNITY (continued)

### COMMUNITY CONSIDERATIONS

Participants outlined several key points they believe the government should prioritize in drafting the Strategic Housing Plan:

#### ZONING & INFRASTRUCTURE

- Think big and broad—expand sewer and water infrastructure to support future development.
- Be bold and sustainable! Hold builders accountable, and rezone with future needs in mind.
- Implement universal design in new housing options to ensure accessibility for all.

#### ECONOMIC CONSIDERATIONS

- Recognize that affordable housing is a persistent issue—it will not resolve itself.
- Emphasize the need for local residents to live and thrive within the community.

#### COMMUNITY DEVELOPMENT

- Affordable housing is an opportunity to build community with other residents.
- Avoid displacing vulnerable communities.
- Create spaces that support everyone's growth and well-being.
- Consider city-supported initiatives like online housing forums

## SESSION 4 - BLACK COMMUNITY | NOVEMBER 19, 2024

Held at Union Grove Baptist Church, this session focused on the Black community's experiences with housing in Hendersonville. As a historically significant institution within the Green Meadows community, the church served as an ideal location for discussing the impact of rising housing costs and gentrification. Residents shared their concerns about displacement, the loss of long-standing neighborhoods, and the need for affordable housing policies that protect Black families from being pushed out of the area.

### CURRENT EXPERIENCES

Members of the Black community highlighted challenges around housing scarcity, affordability, and preserving their neighborhood's character. Participants expressed pride in their homes and strong community bonds but voiced frustration with zoning policies and development pressures that threaten their stability. These concerns reflect persistent patterns of exclusion and displacement amid Hendersonville's growth.

- Participants highlighted the limited availability of affordable and diverse housing options, emphasizing the challenges this creates for the Black community.
- Many participants expressed a strong sense of pride in their neighborhoods, citing close-knit bonds, community care, and pride in maintaining their homes and streets.
- Frustration was shared about zoning regulations that do not align with real housing needs, leading to car dependency and increased vulnerability to outside investors.
- Concerns were raised about development projects that prioritize infrastructure for external interests, risking the loss of the unique character and identity of their neighborhoods.
- Participants noted that generational patterns of exclusion continue, with outward development often resulting in the displacement of lower-income, long-standing residents.



## SESSION 4 - BLACK COMMUNITY (continued)

### IDEAL HOUSING EXPERIENCE

#### ◆ **EQUITABLE & INCLUSIVE POLICIES**

Participants emphasized the importance of creating housing policies that directly address systemic and historical inequities impacting Black residents. They envisioned a future where affordable housing opportunities empower residents through both rental and ownership options, fostering generational wealth and long-term stability.

#### ◆ **INNOVATIVE DEVELOPMENT**

Participants called for innovative housing solutions like Missing Middle Housing and vertical development to maximize space and meet diverse community needs. By incorporating these strategies, they believed Hendersonville could balance modernization with the preservation of its cultural and historical identity.

#### ◆ **COMMUNITY-CENTERED DESIGN**

Participants stressed the need for zoning practices that align with housing realities while reducing reliance on cars and addressing resistance to affordable housing projects. They envisioned neighborhoods that reflect the community's charm and uniqueness, avoiding standardized designs and fostering vibrant, interconnected communities.

“We need zoning that allows more options like duplexes or smaller homes and prevents cookie-cutter developments that don't fit our community's character.”

## SESSION 4 - BLACK COMMUNITY (continued)

### AFFORDABLE HOUSING CHALLENGES

Participants identified several key barriers impeding affordable housing development:



#### PRESERVING IDENTITIES

Participants feared losing community character due to development catering to external interests. Deep cultural attachments, the rise of short-term rentals, and changes that undermine family history were seen as threats to maintaining the identity of long-standing neighborhoods.



#### ECONOMIC CHALLENGES

Rising costs, cash buyers, and declining manufacturing jobs are pricing out residents. Predatory lending, redlining, and skepticism about local leadership's priorities exacerbate housing inequities, leaving many without access to affordable and stable housing.



#### STRUCTURAL INEQUITIES

Zoning policies, rising property values, and stigma around low-income housing perpetuate exclusion and displacement. Participants noted systemic barriers, including limited housing diversity and generational cycles of inequity, as critical challenges to creating inclusive communities.

My home has doubled its value in 7 years which is alarming and unsustainable growth pattern for any smallish town. Imagine what that means for people who are trying to raise families here, live and work.

## SESSION 4 - BLACK COMMUNITY (continued)

### COMMUNITY CONSIDERATIONS

Participants outlined several key points they believe the government should prioritize in drafting the Strategic Housing Plan:

#### ZONING & INFRASTRUCTURE

- Rising property values and cash offers displace lower-income, long-standing community members.
- Declining manufacturing jobs reduce pathways to affordable homeownership.
- Inadequate wages and limited financing options hinder access to affordable housing.
- High taxes increase financial strain on residents struggling to afford housing.

#### STRUCTURE & POLICY

- Zoning policies restrict diverse and affordable housing development.
- Redlining and predatory lending perpetuate long-standing housing inequities.
- Insufficient land availability limits opportunities for new affordable developments.
- Participants expressed skepticism about local leaders prioritizing community housing needs.

#### CULTURAL CONSIDERATIONS

- Developments prioritizing external interests threaten community character and identity.
- Cultural attachments create resistance to changes disrupting family or neighborhood legacies.
- Stigma surrounding low-income housing and homelessness prevents equitable housing solutions.
- Short-term rentals reduce availability of stable, long-term rental housing for residents.

#### Common themes discussed in this session include:

- **How to maintain neighborhood and community identity**
- **The term “low income housing” has poor connotations that can be offensive or demeaning**

## SESSION 5 - SPANISH-SPEAKING COMMUNITY | DECEMBER 3, 2024

The Spanish-Speaking Population session took place at Immaculate Conception Catholic Church, a vital center for many Spanish-speaking families in Hendersonville. The session explored the unique housing challenges this community faces, including language barriers, cultural differences, and the lack of affordable housing options. Participants discussed the difficulties of navigating the housing market without bilingual support and the need for more inclusive policies that accommodate the growing Spanish-speaking population.

### CURRENT EXPERIENCES

Participants from the Spanish-speaking community shared their experiences with housing in Hendersonville, emphasizing key qualities they value while also pointing out areas of concern. This community highlighted their appreciation for a tranquil and safe environment. They emphasized the value of having privacy, good neighbors, and living in a community with low crime rates. These aspects were identified as essential qualities of a good home.

Several barriers to affordable housing were discussed, reflecting unique challenges faced by this community:

- Concerns about the safety of power lines were prominent.
- High interest rates on loans, limited access to financing, and very low incomes make both renting and buying difficult.
- Stringent criteria for renting or purchasing homes reduce access to housing options.
- Insufficient resources and guidance for navigating housing processes, including building and buying homes.
- Elevated property taxes further strain affordability.
- Limited availability of land suitable for mobile homes, especially with necessary permits for wells and septic systems.

## SESSION 5 - SPANISH-SPEAKING COMMUNITY (continued)

### IDEAL HOUSING EXPERIENCE

#### ★ BETTER INFRASTRUCTURE

Participants discussed the need for expanded sewer and water systems, along with sufficient drainage, to support future housing developments. Improving infrastructure was seen as essential to accommodating new growth and ensuring sustainable development.

#### ★ IMPROVED FINANCIAL ACCESS

The group stressed the need for banks to offer loans to individuals with ITINs and provide affordable credit options. Simplifying the path to homeownership through targeted programs was seen as a critical step toward housing equity.

#### ★ EXPANDED RENTAL OPTIONS

Increasing the availability of rental housing, particularly through alternatives to online-only platforms, was a recurring theme. Attendees emphasized that broadening rental options would better serve the needs of diverse residents.

#### ★ COMMUNITY GUIDANCE

Many highlighted the importance of providing resources and orientation programs to help residents understand where and how to build homes. This was seen as a way to empower individuals and reduce confusion in the housing process.

#### ★ ENHANCED OPPORTUNITIES

Access to driver's licenses was recognized as a vital tool for improving economic stability and mobility. Participants underscored how this would make it easier for residents to secure both employment and housing opportunities.

Necesitamos menos requisitos para rentar o comprar, mas opciones de prestamo.



## SESSION 5 - SPANISH-SPEAKING COMMUNITY (continued)

### AFFORDABLE HOUSING CHALLENGES

Participants identified several key barriers impeding affordable housing development:



#### SYSTEMIC ISSUES

Systemic barriers disproportionately affect vulnerable groups. Participants highlighted the lack of programs tailored for Spanish-speaking residents and the reliance on online rental processes, which exclude those without internet access. These challenges must be addressed to ensure equitable access to housing and support inclusive community development.



#### INFRASTRUCTURE LIMITATIONS

Community members raised concerns about inadequate drainage, dangerous power lines, and limited land availability for mobile homes. These infrastructure issues hinder safe and affordable housing development that meets Hendersonville's growing needs.



#### ECONOMIC CHALLENGES

Participants noted that low incomes and rising taxes heavily burden residents, reducing housing affordability. High interest rates and restrictive lending requirements further limit financing access, especially for those with non-traditional credit histories.

*I've lived in this area for most of my adult life and thought one day I would be able to afford to own a home. The past few years have taken that dream away with the rapid rise in population and the demand driving up home prices and the constant development of luxury living.*

## SESSION 5 - SPANISH-SPEAKING COMMUNITY (continued)

### COMMUNITY CONSIDERATIONS

Participants outlined several key points they believe the government should prioritize in drafting the Strategic Housing Plan:

#### PUBLIC ENGAGEMENT

- Ensure ongoing opportunities for public listening sessions and transparency in future planning phases.

#### FOCUS ON AFFORDABILITY

- Include affordable housing options for seniors and explore innovative ways to reduce the costs associated with renting and homeownership.

#### GUIDANCE & RESOURCES

- Provide more orientation programs and accessible resources to empower the community in navigating housing systems.

#### FINANCIAL ACCESSIBILITY

- Encourage banks to work with ITIN holders and create policies that reduce the barriers posed by high interest rates and restrictive loan requirements.

#### LOCAL LEADERSHIP ACCOUNTABILITY

- Local leaders must develop and be held accountable to plans that support affordable housing across the City.

#### Common themes discussed in this session include:

- How to make quality, affordable rentals more readily available
- The need for access to financial support and resources

## COMMUNITY SURVEY

A total of 377 community members responded to the digital survey. The survey was open from September 23, 2024 until December 9, 2024.

### GENERAL PREFERENCES & PRIORITIES

#### **Safe, Secure Housing is Paramount**

Across respondents, a safe and secure living situation ranked highest, reflecting a top priority for housing. Long-term stability and financial manageability followed, highlighting the importance of security and affordability in housing choices. Other factors like privacy, green space, and proximity to work or school ranked significantly lower, indicating they are secondary considerations.

#### **Impact of Affordable Housing on the Community**

The affordability of housing for both current and future residents is the top concern. Preservation of local culture and long-term community development are also critical, whereas increased density and displacement (gentrification) are less pressing concerns.

### PREFERRED HOUSING SOLUTIONS

#### **Apartments are Most Favored:**

Apartments (214) and accessory dwelling units (196) are the most popular housing types for addressing affordability, with condominiums and tiny homes also receiving support. Mobile/manufactured homes received notably less support (122).

#### **Mixed Opinions on Public Subsidy:**

Most respondents support the use of local tax dollars for infrastructure improvements (198) or low/no-interest loans (157) to support affordable housing. Direct subsidies (131) and partnerships with private developers (125) have less consensus. A minority (74) oppose using local tax dollars for affordable housing altogether.

## COMMUNITY SURVEY

### ATTITUDES TOWARD AFFORDABLE HOUSING

#### **Strong Support for Housing Rights and Crisis Acknowledgment:**

A majority agree that everyone has a right to safe, secure housing (212) and recognize an affordable housing crisis in the City of Hendersonville (204). This indicates broad acknowledgment of the issue and support for action.

#### **Subsidized Housing as a Solution:**

Most respondents support subsidized housing for providing secure housing for low-to-moderate-income families (202), with fewer agreeing that it should be used for building generational wealth (116).

#### **Integrated Affordable Housing Development:**

There is moderate support for requiring all developments to include affordable units (174) and building affordable housing alongside market-rate housing (140). However, limiting affordable housing to designated areas has relatively low agreement (111).

### PERCEIVED HOUSING CHALLENGES AND NEEDED SOLUTIONS

#### **Cost and Supply Barriers:**

The rapid increase in housing costs and lack of affordable housing supply are viewed as the primary challenges. General population growth and lack of overall housing supply also contribute but are secondary concerns.

#### **Assistance Needs for Obtaining Housing:**

While 110 respondents indicated no need for assistance, others identified a need for more homes available for purchase (99), more rental units (87), and alternative financing options like loans for people with credit or income challenges (95) or down payment assistance (85).

## COMMUNITY SURVEY

### CONCERNS ABOUT AFFORDABLE HOUSING

#### **Quality and Safety are Key Concerns:**

Respondents are most concerned about the quality of affordable housing (168) and its potential impact on safety (147). Other concerns include neighborhood change (129) and property values (125), while 57 respondents have no concerns.

What makes living in Hendersonville truly awesome is the sense of belonging that comes with being part of this community. Neighbors greet each other with friendly smiles, and there's a genuine willingness to lend a helping hand. I've also enjoyed exploring the local parks, bustling farmers' markets, and charming shops that give the city its unique character.

Moreover, there are numerous community events throughout the year, from outdoor concerts to fairs, where I've had the chance to meet new friends and connect with others who share my interests. The mix of outdoor activities, vibrant arts, and a strong sense of community makes Hendersonville a wonderful place to call home. I feel grateful to be part of such an incredible place, where every day brings new opportunities for friendship and adventure!



# ANALYSIS

## SHARED PRIORITIES ACROSS ALL SESSIONS AND SURVEY

### Workforce Housing

The community emphasized the need for affordable housing options for workers, including teachers, first responders, and service industry employees.

### Mixed-Use Developments

A shared vision for housing integrated with amenities and green spaces was evident across all groups.

### Zoning Reform

Participants consistently identified restrictive zoning as a significant barrier to housing diversity and affordability.

### Equity in Housing

All groups emphasized the importance of equitable access to housing, with tailored solutions to meet the needs of vulnerable populations.

## DIVERGENT THEMES

- **Community Identity:** Members of the Black community focused on preserving cultural identity, while the nonprofit community emphasized systemic collaboration to address gentrification.
- **Barriers for Undocumented Residents:** The Spanish-speaking community highlighted legal and language barriers not as prominently discussed in other sessions.
- **Funding and Policy Priorities:** The elderly and veteran group focused on leveraging federal grants and pro-renter policies, while the business community stressed private-sector partnerships.

# ANALYSIS (continued)

## UNIQUE CONSIDERATIONS

### Cultural Preservation

Black community participants were uniquely focused on preserving their community's cultural identity amidst housing development.

### Veteran & Elderly Voices

Concerns about aging in place and intergenerational housing emerged uniquely in this group.

### Language Accessibility

Spanish-speaking participants uniquely prioritized multilingual support and protections for undocumented families.

## STORIES ON AFFORDABLE HOUSING

I am lucky to have inherited my mom's condo upon her death in 2021...If I were to be in the market for the exact same space I'm living in now, my mortgage would more than double. I don't know how people afford to live here.

As a single person, I found it extremely difficult to find an apartment that I could afford even when making \$23/hr. Rent prices are through the roof and no one is telling landlords to stop increasing rent prices. I have seen apartments increase their rent anywhere from 25% to 30% in one year.

My husband and I are incredibly fortunate to be making above the median family income for Henderson County. Despite that, we can't afford to buy a home that's big enough for us and the baby we have on the way. It's made me really feel for the teachers, firefighters, etc. who are working full time jobs but realistically cannot afford to buy a home where they live.

# CONCLUSION

The voices of the community collectively paint a picture of a town striving for accessible and sustainable affordable housing.

While specific priorities may vary across individuals and groups, the overall message is unified: Hendersonville's affordable housing strategy must break down systemic barriers, safeguard vulnerable populations, and create accessible opportunities for all residents. There is a clear demand for a housing approach that does not simply meet immediate needs but also fosters long-term stability, equity, and quality of life for everyone.

By centering the voices of residents in this process, Hendersonville is laying the foundation for an Strategic Housing Plan that is reflective of the community's needs and aspirations.