

'Density done right': Granville Homes starts selling million-dollar townhomes across from Friendly Center



By [Elizabeth 'Lilly' Egan](#) – Reporter, Triad Business Journal



The outside of the first completed brownstone townhome building in Hayden Park.

Granville Homes has started selling its new luxury townhomes in Greensboro across from the Friendly Center, which builder Will Yearns said are an example of dense housing done right.

The first units have been completed of Granville's new [23-unit Hayden Park development on Friendly Avenue](#), just across the street from the Whole Foods at Friendly Center.

Kathy Haines of Kathy Haines Homes and EXP Realty, who is handling marketing and sales for the development, said the community will include two types of units. She said 15 four-story brownstone-style townhomes will face Friendly Avenue, with a row of twin homes designed to look like single-family homes built behind. There will be five buildings of townhomes with three units each, while the four twin home buildings will each contain two units.

The four-story brownstone townhomes have a rooftop terrace on the fourth level and are about 2,600 square feet, with the end units being about 2,800 square feet. These units will have three bedrooms, 3.5 baths and two-car garages. While the properties face Friendly Center they are also accessible from a private entrance off Avondale Drive that will connect to their driveways.



"Custom-ready" product

Granville has built two buildings so far — one Brownstone building and one twin-home building and has already sold one unit in each, Haines said. She said the other units in the buildings will be kept "custom ready," which means they will be completed up until the drywall phase of the project and then buyers can pick out and customize the finishings. Yearn said Granville wants to be able to "say yes," to buyers and accommodate whatever choices they would like to make in the homes. He said having the units nearly-finished also takes out the wait time of a traditional custom home and makes the process smoother for buyers.

Haines said the team is working with MM Interior Design Group to help customers come up with schemes and a color palate for the units.

"We have established a really curated design pallet that you can modify to take the difficulty of building a custom home," she said.

Yeans said Granville will build the remaining buildings as the units are completed, though he expects the development will be completed by the end of 2026.

The twin homes will be about 2,350 square feet and have two bedrooms plus a bonus room, 3.5 baths and a two-car garage. Haines said these units will be three stories with a porch on each level.

All of the units also include an elevator, which Haines said was included with the goal of allowing people to age in place and not have to move when stairs begin to pose a challenge.

Creating high-end "hidden density" across from Friendly Center

The pricing for the units has increased since the project first began. Yeans, owner and president of Granville Homes, told Triad Business Journal in the fall of 2022 that plans call for prices to be in the \$600,000s and \$700,000s. Haines said the twin homes now start at \$974,000 while the townhomes start at just over one million per unit.

Yeans said while the units have a high price tag, they provide a great value, especially for buyers who may be looking to downsize and do not want the responsibility of maintaining the landscaping of a traditional single-family home.

"This is an opportunity to have that lock and leave lifestyle, come here at a new construction house and have Friendly Center right across the street and have everything maintained for you," he said.



Will Yearns of Granville Homes and Kathy Haines of Kathy Haines Homes and EXP Realty pictured outside Hayden Park's first completed building.

Granville bought the roughly two-acre property at 3205-3211 W. Friendly Ave., just east of West Avondale Drive, in December 2021 for \$935,000, according to Guilford County records.

Yearns said the goal of the project is to add "hidden density" housing — well-designed housing that fits in with the existing area. He said the townhomes provide a new product that there is not already in Greensboro

"This is an example of missing middle housing and ... density done right," he said.

Yearns said the city put in a crosswalk from Hayden Park across Friendly Avenue to the Friendly Center, to make it as safe as possible for residents of the homes to cross the road. He and Haines both emphasized that mitigating the sound of traffic from Friendly Avenue and the Friendly Center was a major consideration when constructing the units.

"We have put a lot of thought into the soundproofing," Yearns said.

Hayden Park is Granville's [second townhome development](#). The builder has a long history of developing single-family communities, including [Wellington](#), Deerwood, Moore's Mill, Woodvale and Woodvale North in Guilford County and Winsome Forest is in Rockingham County.

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