

**Briar Chapel: Aerial Media Tour**  
**2013 Media Coverage Report**  
Updated: October 22, 2013



## **Coverage:**

### **UP, UP AND AWAY**

DailyTarheel – Oct. 4, 2013

[>>View Online](#) (appeared in print version and online)

Brian Hoyle pilots a hot air balloon ride for residents of Briar Chapel over the neighborhood in celebration of the community's fifth anniversary on Thursday morning. Hoyle's balloon is called "Big Red." He is based out of Raleigh.  
(See appendix for entire story.)

### **Residents Get Bird's Eye View**

Chapel Hill News – Oct. 6, 2013

It was a sunny, bright morning as residents of Briar Chapel went about 40 feet up in the Big Red, a large hot air balloon piloted by Briar Hoyle, left in the photo at the right.

(See appendix for entire story.)  
(See end of document for copy of news clip.)

### **My Carolina Today Segment**

My Carolina Today – Oct. 7, 2013

Mike: And the Pepper Festival kicked off, thanks to Briar Chapel. This was so cool, they invited Volanda and me to come out and actually participate in the hot air balloon ride. And Brian Hoyle, uh Brian Hoyle...  
(See appendix for entire transcript.)

### **SNAPSHOT:**

Chapel Hill Weekly – Oct. 10, 2013

The development of Briar Chapel began five years ago. In celebration of that milestone, on Oct. 3, members of the media were invited to take a hot air balloon ride over the northern Chatham County neighborhood to get a bird's eye view of how it's progressed.

(See appendix for entire story.)  
(See end of document for copy of news clip.)

### **OVERHEARD**

Triangle Business Journal – Oct. 11, 2013

"Sometimes you look out the window and there's rain. Sometimes you look out the window and see a hot air balloon." Neighbor at Briar Chapel in Chapel Hill, which is celebrating its fifth anniversary since starting construction of its first home. The first, 100th, 200th, 300th and 400th home-buying families at Briar Chapel, along with several local media members, were invited to a balloon tether and breakfast event on Oct. 3.

(See appendix for entire story.)  
(See end of document for copy of news clip.)

### **Home Sales in Orange County are on the Rise**

The Daily Tar Heel – Oct. 22, 2013

[>>View Online](#) (appeared in print version and online)

When Cathy Lee Mahin takes a walk around her neighborhood, she sees new neighbors everyday.

"It's growth in sales," Mahin said standing in a village green near her Briar Chapel home. "You see an available sign one day and the next day its sold."  
(See appendix for entire story.)  
(See end of document for copy of news clip.)

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## Online Posts:

### Hot Air Balloon Over Briar Chapel

CNN iReport - Oct. 3, 2013

[>> View Post](#)

Briar Chapel, a green community just south of the picturesque downtown Chapel Hill, was the ideal spot for an early morning balloon ride in celebration of the community's 5th anniversary.

### Briar Chapel's 5<sup>th</sup> Anniversary Hot Air Balloon Event

Triangle.com - Oct. 3, 2013

[>> View Post](#)

### a-MAZE-ing Weather Photos Oct. 2013

WRAL - Oct. 3, 2013

[>> View Post](#)

### Hot Air Balloon Over Briar Chapel

ABC 11 iWitness News - Oct. 3, 2013

[>> View Post](#)

Briar Chapel, the green community just south of downtown Chapel Hill, celebrates its Fifth Anniversary with a hot air balloon event.

### Briar Chapel Celebrates 5<sup>th</sup> Anniversary with Hot Air Balloon Event

Pitch Engine - Oct. 4, 2013

[>> View Post](#)

Briar Chapel by Newland Communities celebrates a successful five years with a hot air balloon event. From the balloon, passengers could see the community's new Boulder Park and expanding neighborhood, which includes eight of the 55 homes that have been nominated for the 2013 Home Builder's Association of Durham, Orange and Chatham Counties Parade of Homes -- more nominees than any other community.

So, when I got an invitation to come out to Briar Chapel today for a special sneak preview of the Pepper Festival and to help celebrate Newland Community's Briar Chapel neighborhood, I decided to go. The best part was we were invited to take a little hot air balloon ride! Who could resist such an invitation?



Looking over Briar Chapel in the balloon.

## Blogs:

### 6<sup>th</sup> Annual Pepper Festival

## Happening this Sunday

Tarheeleater.com - Oct. 3, 2013

[>>View Post](#)

Pepper lovers prepare for a feast of the harvest! Yes, the 6<sup>th</sup> Annual Pepper Festival, held by The Abundance Festival, will be held on Sunday, October 6 at Briar Chapel. The festival features chefs from around the Piedmont region of North Carolina, who will incorporate locally grown peppers of all kinds into their dishes.

*(See appendix for entire post.)*

## Up! Up! And Away! Briar Chapel Celebrates 5 Years and Plans to Rise to the Top!

Homes by Dickerson Blog - Oct. 3, 2013

[>>View Post](#)

Early Thursday morning, we were invited to help celebrate the 5-year anniversary of [Briar Chapel's gates opening](#). And WOW! What a fun celebration it was - the morning started with a hot air balloon ride by the Big Red Hot Air Balloon Team in Briar Commons Park, a great breakfast by Green Planet Catering, a Mimosa Bar, local media in attendance and touring some of Briar Chapel's homes.

*(See appendix for entire post.)*

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## Website Features:

### Briar Chapel Celebrates Fifth Anniversary, Showcases Progress with Hot Air Balloon Event

Private Communities, Briar Chapel Community News - Oct. 8, 2013

[>>View Post](#)

Chapel Hill, NC (Oct. 3, 2013) - Newland Communities' Briar Chapel, a new-home community located just south of downtown Chapel Hill, N.C., is celebrating its fifth anniversary. Founded in 2008 with the intentional design to inhabit the land without inhibiting its true nature, Briar Chapel is home to more than 400 residents and is the largest community in the Triangle to require each builder to comply with stringent green building standards.

*(See appendix for entire post.)*

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## Social Media:

**Social media exposure included posts on Facebook, Twitter, YouTube, LinkedIn and Instagram.**

### Mike Morse Facebook Page

Facebook Post - Oct. 3, 2013

[>>View Post](#)

Hanging with Valonda Calloway On TV on a hot air balloon! Watch the footage on an upcoming My Carolina Today on WNCN!



### **Valonda Calloway Facebook Page**

Facebook Post – Oct. 3, 2013

[>>View Post](#)

Went up in a hot air balloon this morning with Mike Morse. Super cool.

### **Southern Neighbor Twitter**

@Soneighbor Tweet – Oct. 3, 2013

[>>View Tweet](#)

Briar Chapel Abundance Foundation promo Sun 10/6 Pepper Fest Big Red Balloons & Green Plant Catering [pic.twitter.com/Kkp32rs60p](http://pic.twitter.com/Kkp32rs60p)

### **Triangle Localista Facebook Page**

Facebook Post – Oct. 3, 2013

[>>View Post](#)

Good morning from up above Briar Chapel, where you'll find the Abundance Foundation's Pepper Festival!

### **Clairemont Team - Instagram**

Instagram Posts – Oct. 3, 2013

[>>View Instagram](#)

Just another day at work..my Carolina today about to take their balloon ride at briar chapel's fifth anniversary aerial media tour!

[>>View Instagram](#)

What a fun day with our client  
#briarchapel! #nofilter #hotairballoon

### **Clairemont Team - Live Tweets**

[>>View Tweet](#)

Five years of community and green living at [@BriarChapel!](#) [#briarchapelballoon](#)  
[pic.twitter.com/IBNeBrUH8G](http://pic.twitter.com/IBNeBrUH8G)

[>>View Tweet](#)

Briar Chapel is celebrating its fifth anniversary in style! [#briarchapelballoon](#)  
[pic.twitter.com/5U2v1hqDlm](http://pic.twitter.com/5U2v1hqDlm)

[>>View Tweet](#)

Celebrating five years of community! [#briarchapelballoon](#)  
[pic.twitter.com/NybYpYkOgs](http://pic.twitter.com/NybYpYkOgs)

[>>View Tweet](#)

Enjoying sweet potato crepes with peppers and goat cheese, thanks to Green Planet Catering! [#briarchapelballoon](#) [pic.twitter.com/rIjPAzR6jx](http://pic.twitter.com/rIjPAzR6jx)

[>>View Tweet](#)

Glad to see the [@dailytarheel](#) out at Briar Chapel's fifth anniversary!  
[#briarchapelballoon](#) [pic.twitter.com/vgUchJonO3](http://pic.twitter.com/vgUchJonO3)



[>>View Tweet](#)

Get excited for the [@abundancefound](#)'s sixth annual pepper festival this Sunday!  
[#briarchapelballoon](#) [pic.twitter.com/uX8jVsus0w](#)

[>>View Tweet](#)

Checking out the beautiful Briar Chapel development! [#briarchapelballoon](#)  
[pic.twitter.com/erujRGBoc3](#)

[>>View Tweet](#)

Celebrating [@BriarChapel](#)'a fifth anniversary! [#briarchapelballoon](#)  
[pic.twitter.com/NuEnBcHMWc](#)

[>>View Tweet](#)

Five years of community and green living at [@BriarChapel](#)!  
[#briarchapelballoon](#)  
[pic.twitter.com/IBNeBrUH8G](#)

**iPhoneVideography YouTube Page**

YouTube Video - Oct. 7, 2013

[>>View Video](#)

Briar Chapel Balloon Rides

**Briar Chapel Facebook Page**

Facebook Photo Album - Oct. 8, 2013

[>>View Album](#)

Hot Air Balloon Media Event

**Clairemont Communications**

**Facebook Page**

Facebook Photo Album - Oct. 8, 2013

[>>View Album](#)

The Clairemont Communications team recently went up, up and away at a hot air balloon media event at [Briar Chapel](#) (client). Briar Chapel, the green community just south of downtown Chapel Hill, celebrated its Fifth Anniversary with an aerial media tour, providing a bird's eye view of the development, including eight Parade of Homes nominees.

Enjoying sweet potato crepes with peppers and goat cheese, thanks to Green Planet Catering! [#briarchapelballoon](#)  
[pic.twitter.com/rlJPAzR6Jx](#)

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Briar Chapel Balloon Rides



0:22 / 7:01



You Tube



## Hot Air Marketing, LLC. LinkedIn Page

LinkedIn Page Update - Oct. 10, 2013

[>>View Page](#)

Thanks to Triangle-based power PR firm Clairemont Communications and Newland Communities' Briar Chapel development for having Hot Air Marketing as a "key ingredient" to their media reception and breakfast celebrating the 5th Anniversary of this "Green Community" development in Chapel Hill, NC. A tethered hot air balloon gave the perfect wake up call to bring the local media out to see the latest enhancements at the development, which requires all builders meet certain minimum LEED builder specs. The event was "launched" with the 1st & 100th

### Recent Updates

**Hot Air Marketing LLC** Thanks to Triangle-based power PR firm Clairemont Communications and Newland Communities' Briar Chapel development for having Hot Air Marketing as a "key ingredient" to their media reception and breakfast celebrating the 5th Anniversary of this "... more



homebuyers in the community enjoying the fun.

## Clairemont Communications Pinterest

Briar Chapel Board - Oct. 18, 2013

[>>View Pin](#)



## **APPENDIX**

### **6<sup>th</sup> Annual Pepper Festival Happening this Sunday**

Jamie Nunnely, Tarheel eater.com - Oct. 3, 2013

[>>View Post](#)

Pepper lovers prepare for a feast of the harvest! Yes, the [6th Annual Pepper Festival](#), held by The Abundance Foundation, will be held on Sunday, October 6 at Briar Chapel. The festival features chefs from around the Piedmont region of North Carolina, who will incorporate locally grown peppers of all kinds into their dishes. From Steelstring Brewery's Pepper Cask Conditioned Ale, to Habañero Bacon Brittle a touch of Hint-of-Ghost pepper Maple Creme from Groundworkk, there is something for everyone to try.

I admit, I'm a hot pepper wimp. Many of my friends make fun of me, because I can take just a hint of the hot peppers. Anything beyond a jalapeno usually makes me wince. But, when I went to the Pepper Festival a couple of years ago for the first time, I was pleasantly surprised to find that the chefs can create really tasty dishes from the peppers without burning my mouth and blowing out my taste buds. In fact, I was a big fan on the habañoero ice cream that was featured as one of the dishes that year.

So, when I got an invitation to come out to Briar Chapel today for a special sneak preview of the Pepper Festival and to help celebrate Newland Community's Briar Chapel neighborhood, I decided to go. The best part was we were invited to take a little hot air balloon ride! Who could resist such an invitation?

I am happy to help celebrate Briar Chapel's anniversary. After all, I attend many events at this neighborhood. I go to Zumba classes every Saturday morning at their clubhouse and this summer, got to attend an aqua Zumba class in Briar Chapel's beautiful salt water pool. I walk my dog here many evenings and have gotten to know some of the friendly people who live in the neighborhood. I enjoy driving in the long, windy, drive from 15-501 into the neighborhood. So, it was nice to get into a hot air balloon and watch the sun rise over the myriad of roofs this morning.

After the balloon ride, I got to meet Executive Chef Christi Preddy from Green Planet Catering who was whipping up some yummy sweet potato crepes. She explained that many of the ingredients they use in their dishes are from local farmers. This morning's meal included sweet potatoes from Johnson Farms in Angier, NC; along with dairy products from (one of my favorites!) Maple View Farm in Chapel Hill, eggs from Cooterville Farms in Louisburg, goat cheese from the Goat Lady Dairy in Climax and, of course, roasted peppers from the Piedmont Biofarm in Pittsboro. The peppers were a combination of some sweeter peppers, and a pepper that tastes kind of like a habañoero, but is not real hot. She also made stewed apples, which were harvested from Lee's Produce in Meadow, NC, with oven dried grapes that came from Johnson Farms. They were sweet with a hint of spice that came from the ginger, coriander, and nutmeg and had just a tiny kick of pepper from some

cayenne pepper. After all, this was a preview of what is to come on Sunday!

She also served some maple flavored sausage links, which also came from a local farm, but I didn't write down the name, so I can't tell you where they were sourced, but they were also delicious. Fellow chef/salesperson Amy Saltmarsh explained that Green Planet Catering is very excited to get its own commercial kitchen soon that will feature many sustainable, green practices. They have been currently sharing the kitchen in Raleigh's Tir Na Nog.

There are still some tickets left for the Pepper Festival. More information can be found [here](#). Or, you can take your chances and come the day of and pay \$35.

### **Up! Up! And Away! Briar Chapel Celebrates 5 Years and Plans to Rise to the Top!**

Homes by Dickerson Blog - Oct. 3, 2013

[>>View Post](#)

Early Thursday morning, we were invited to help celebrate the 5-year anniversary of [Briar Chapel's gates opening](#). And WOW! What a fun celebration it was - the morning started with a hot air balloon ride by the Big Red Hot Air Balloon Team in Briar Commons Park, a great breakfast by Green Planet Catering, a Mimosa Bar, local media in attendance and touring some of Briar Chapel's homes. Briar Chapel's first, 100th, 200th, 300th, and 400th residents were also there to go up in the balloon and see how the community has grown since its beginning. The Garden Club was there with a beautiful arrangement of flowers grown from the community garden.

Homes by Dickerson has been part of the Briar Chapel Builder Team for 3 years and look forward to being here for many more years to come and helping Briar Chapel soar to the top! You can check out a few pictures from the event below. If you haven't been out to Briar Chapel yet, you need to come out and see what the buzz and the lifestyle is all about! Homes by Dickerson has [move-in ready homes available](#), as well as the ability to build you the home of your dreams.

To learn more or to schedule a tour of Homes by Dickerson homes, contact 919.929.2266 or [info@homesbydickerson.com](mailto:info@homesbydickerson.com)

### **UP, UP AND AWAY**

DailyTarheel.com - Oct. 4, 2013

[>>View Post](#)

Brian Hoyle pilots a hot air balloon ride for residents of Briar Chapel over the neighborhood in celebration of the community's fifth anniversary on Thursday morning. Hoyle's balloon is called "Big Red." He is based out of Raleigh.

### **Residents Get Bird's Eye View**

Chapel Hill News – Oct. 6, 2013

It was a sunny, bright morning as residents of Briar Chapel went about 40 feet up in the Big Red, a large hot air balloon piloted by Briar Hoyle, left in the photo at the right. Thursday's event in the heart of Chatham County's largest green/sustainable master plan development was part of Briar Chapel's celebration of five years and more than 400 homes build since construction on the community began.

### **My Carolina Today Segment**

My Carolina Today – Oct. 7, 2013

Timestamp: 3:02 - 3:45

(Previously talking about other weekend events leading into this segment...)

Mike: And the PepperFestival kicked off, thanks to Briar Chapel. This was so cool, they invited Volanda and me to come out and actually participate in the hot air balloon ride. And Brian Hoyle, uh Brian Hoyle...

Volanda: Yes, the golden voice.

Mike:...he's the guy who flew us up in the hot air balloon. Look, there we are. (Video shows Volanda and Mike up in the balloon waving.)

Volanda: It was so much fun. I had never been up in a hot air balloon before. How about you? (Video shows Briar Commons park and surrounding houses.)

Mike: It was the first time for me and I was a little worried about any weight requirements or restrictions they may have. You noticed that three people had to get off before I could get on to balance it on? (Video shows a close-up of Mike and Volanda in the balloon with homes in the background, followed by an on the ground shot showing crowd, park and homes surrounding the park.)

Volanda: It was really hot.

Mike: You know, you don't think so, but I felt like the little hairs on my arm were almost getting singed. (Video shows more balloon in flight shots.)

Volanda: Yeah. It was quite hot.

Mike: It was great.

Volanda: But it was a lot of fun.

Mike: Yeah. Thank you guys for bringing us up there.

### **Briar Chapel Celebrates Fifth Anniversary, Showcases Progress with Hot Air Balloon Event**

Private Communities, Community News – Oct. 8, 2013

[>>View Post](#)

Chapel Hill, NC (Oct. 3, 2013) – Newland Communities’ Briar Chapel, a new-home community located just south of downtown Chapel Hill, N.C., is celebrating its fifth anniversary. Founded in 2008 with the intentional design to inhabit the land without inhibiting its true nature, Briar Chapel is home to more than 400 residents and is the largest community in the Triangle to require each builder to comply with stringent green building standards.

“Briar Chapel was designed to ensure connections among neighbors and friends and to provide an opportunity for many types of families to form a community,” said Shannon McSwiney, MIRM, regional marketing director, Newland Communities. “Overwhelmingly, our residents rate the ability to enjoy the outdoors at home as the number one factor of their new-home decision, so our goal is to provide opportunities for our residents to appreciate preserved nature and wildlife right here in their neighborhood.”

Upon completion, Briar Chapel will encompass 1,589 mixed-use acres, including approximately 2,400 single-family and multi-family homes, approximately 500,000 square feet of retail and office spaces and close to 900 acres of green space that includes community gardens, 20 planned parks and up to 24 miles of pedestrian trails.

From its inception, the community has also been focused on making a positive impact through charitable contributions. Throughout the past five years, Briar Chapel has donated approximately \$200,000 toward local organizations dedicated to education, art, green building and health and wellness. [The Abundance Foundation](#), an organization dedicated to increasing public awareness of sustainable energy usage and local food consumption, is one of Briar Chapel’s charitable partners.

“Through annual events such our Earth Day celebration and Pepper Festival, Briar Chapel has given us a great deal of support over the years by providing a beautiful venue that aligns with our mission and helping us raise much needed funding,” said Tami Schwerin, executive director, The Abundance Foundation. “We are grateful for the shared vision and partnership we have with Briar Chapel.”

On the morning of Oct. 3, media are invited to celebrate Briar Chapel’s fifth anniversary with an aerial tour of the community’s progress via hot air balloon and a preview of the Sixth Annual Pepper Festival to be held on Oct. 6. For more information or to confirm attendance, contact Margot Horgan at [m@clairemontcommunications.com](mailto:m@clairemontcommunications.com) or (919) 412-4317.

### **About Briar Chapel by Newland Communities®**

Briar Chapel is a new-home community in Chapel Hill, N.C. As the largest green community in the Triangle, Briar Chapel offers a healthier way of life through 900 acres of preserved space, 24 miles of hiking and biking trails, two community gardens, and more than 20 parks. Briar Chapel fosters neighbor interactions through its design and amenities, including the LEED Silver certified Briar Club, pools and a waterpark, fitness facilities, outdoor art and two on-site schools. The

Briar Chapel Information Center is located at 16 Windy Knoll Circle, Chapel Hill, NC 27516. For more information, call (888) 249-9429.

**About Newland Real Estate Group, LLC**

Newland is a diversified real estate company leveraging a national platform and over 40 years of experience to perform challenging and diverse development, investment, management, and advisory services across a wide range of real estate. The company's mixed-use development business, Newland Communities, actively owns, operates and develops premier residential master-planned, commercial, retail, and urban mixed-use real estate across the U.S. Headquartered in San Diego, Calif., Newland and its affiliated companies have completed, or have underway, more than 140 diverse real estate developments, more than 20 million square feet of commercial and retail space, and 175,000 residential units in 14 states. For more information, visit [www.newlandcommunities.com](http://www.newlandcommunities.com).

**About NORTH AMERICA SEKISUI HOUSE, LLC (NASH)**

NASH was established in 2010 as the U.S. business operations unit and a full subsidiary of SEKISUI HOUSE, LTD., Japan's largest homebuilder and a leading diversified developer since 1960. SEKISUI HOUSE, LTD. has built more than two million houses to date and expanded its operations to Australia, China, Singapore, and the U.S. NASH establishes joint ventures to build innovative and sustainability-conscious master planned communities across the US. NASH is headquartered in Arlington, Va., and SEKISUI HOUSE is headquartered in Osaka, Japan. For more information, visit <http://nashcommunities.com/>.

**SNAPSHOT:**

Chapel Hill Weekly – Oct. 10, 2013

The development of Briar Chapel began five years ago. In celebration of that milestone, on Oct. 3, members of the media were invited to take a hot air balloon ride over the northern Chatham County neighborhood to get a bird's eye view of how it's progressed. The Parade of Homes, presented by the Home Builders Association of Durham, Orange and Chatham Counties, continues this weekend and next, and nine of 55 homes featured are in Briar Chapel – more than any other community.

**OVERHEARD**

Triangle Business Journal – Oct. 11, 2013

“Sometimes you look out the window and there's rain. Sometimes you look out the window and see a hot air balloon.”

Neighbor at Briar Chapel in Chapel Hill, which is celebrating its fifth anniversary since starting construction of its first home. The first, 100th, 200th, 300th and 400th home-buying families at Briar Chapel, along with several local media members, were invited to a balloon tether and breakfast event on Oct. 3.

## **Home Sales in Orange County are on the Rise**

Jenny Surane, The Daily Tar Heel - Oct. 22, 2013

[>>View Post](#)

When Cathy Lee Mahin takes a walk around her neighborhood, she sees new neighbors everyday.

"It's growth in sales," Mahin said standing in a village green near her Briar Chapel home. "You see an available sign one day and the next day its sold."

Mahin is the president of the Garden League in the Briar Chapel neighborhood, located about 15 minutes down U.S. 15-501 South in the Chatham County part of Chapel Hill.

The Briar Chapel neighborhood celebrated its fifth anniversary this month, and invited residents out to celebrate the subdivision's success.

"We've already surpassed 2012 sales as of Sept. 30," said Shannon McSwiney, the regional marketing director for Newland Communities, the company that developed the Briar Chapel neighborhood.

"This community does a great job of selling itself."

About 1,300 homes were sold in the Chapel Hill-Carrboro area between January and September — a 26.6 percent increase from that same period a year ago, according to data from the Triangle Listing Service.

Briar Chapel opened in the middle of the housing slump, but McSwiney said its sales remained strong because the community is selling new homes at a variety of price points.

### **Existing home sales**

Nationally, existing home sales reached their highest level in more than six years in August before falling 1.9 percent in September, according to data from the National Association of Realtors.

Cub Berrian, the chief executive officer of the Greater Chapel Hill Association of Realtors, said it's existing home sales that are also bolstering the growth in Chapel Hill.

"People don't come to Chapel Hill thinking they're going to find a new home," Berrian said. "On the fringe is where they're doing the development."

For Dwight Bassett, the economic development director for Chapel Hill, the success of his department partially depends on increasing home sales.

Bassett said his department focuses on commercial development and attracting potential employers to the area.

"We have a pragmatic view that in order to see success we need success in all categories," he said.

“It’s kind of hard to think about creating jobs if we’re not creating places for those people to also live.”

**A turning point**

For the Briar Chapel subdivision, 2013 was a turning point. She said the neighborhood, which has 410 homes sold in its first five years, will reach 600 homes sold next year.

“This is fairly on track with other Newland Communities, we’re seeing similar growth all over,” McSwiney said.

Chapel Hill realtors are also feeling the boost in home sales.

Berrian said while home sales haven’t returned to pre-recession levels for some of his members, the realtors were still excited about the success they’ve had this year.

“From my interactions with my members they’re definitely busier,” Berrian said.

Berrian said his members are concentrated in Orange County, which saw a 10.3 percent increase in home sales between 2009 and 2012, reaching 1,257 homes sold in 2012.

“I think (home sales) are healthy,” Berrian said. “I think we’re encouraged by what we’re seeing and I know our members are pleased. I think we’re seeing a healthy rebound.”

Jeff and Avril Kelchner attended the event celebrating Briar Chapel’s fifth anniversary earlier this month.

They spent the morning talking with their neighbors about what first attracted them to the neighborhood during the five years.

The Kelchner’s have enjoyed making friends with their new neighbors, and loved the neighborhood from their first drive in.

“We were a little worried about buying when we did,” Jeff Kelchner said. “But we took a chance.”

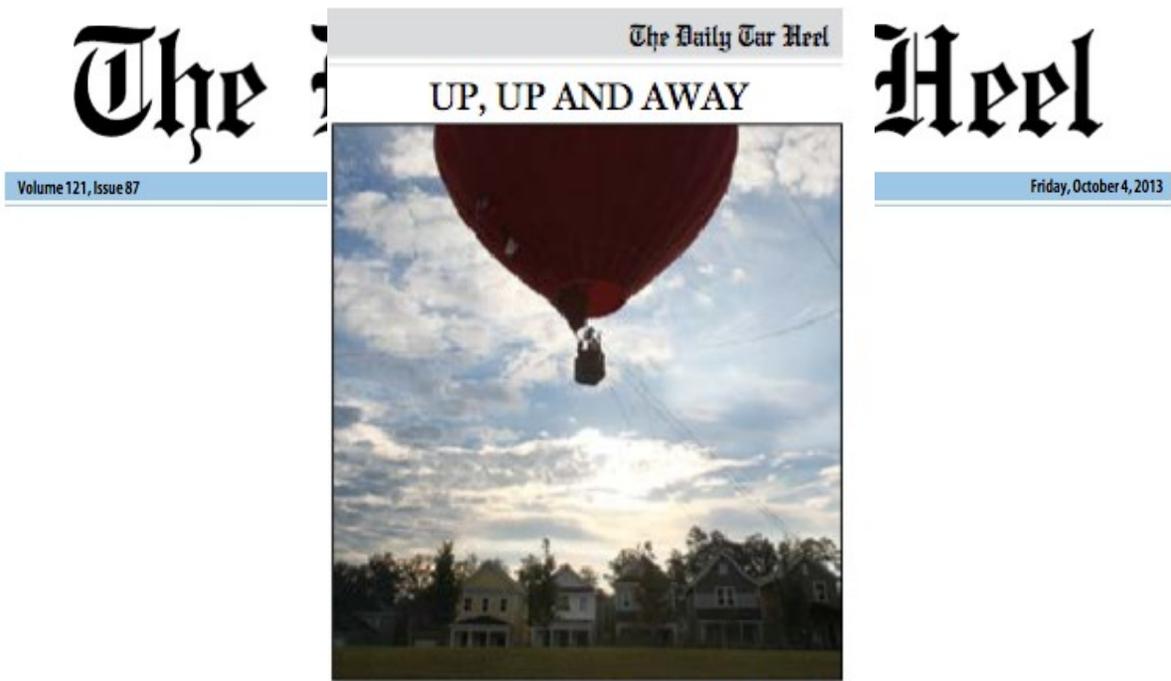
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**NEWS CLIPS (hard copy scans)**

1. The Daily Tar Heel - Oct. 4, 2013
2. Chapel Hill News - Oct. 6, 2013
3. Chapel Hill Weekly - Oct. 10, 2013

4. Triangle Business Journal - Oct. 11, 2013

5. The Daily Tar Heel - Oct. 22, 2013



DTH/MELISSA KEY

**B**rian Hoyle pilots a hot air balloon ride for residents of Briar Chapel over the neighborhood in celebration of the community's fifth anniversary on Thursday morning. Hoyle's balloon is called "Big Red." He is based out of Raleigh.



FESTIFALL, 12-6 TODAY,  
WEST FRANKLIN STREET



YOUR  
BEST SHOT  
BY HAL MEKEEL, 2A

# CHAPEL HILL NEWS

SERVING ORANGE AND NORTHERN CHATHAM

chapelhillnews.com



## Council hears housing plan

Nonprofit would build affordable apartments

By TAMMY GRUBB  
tgrubb@newsobserver.com

**CHAPEL HILL** A Raleigh nonprofit has offered the Town Council a plan to build several million dollars worth of affordable family and senior housing.

DHIC Inc.'s plan shows roughly 80 family apartments and up to 60 senior apartments on 10 acres beside the Chapel Hill Memorial



Warren

week's council meeting, DHIC President Gregg Warren said the town will have to act fast to capitalize on the opportunity.

The project could be funded with state and federal housing money, said Warren, who is also a member of the Mayor's Committee on Affordable Rental Housing. The project would need N.C. Housing Finance Agency approval, and state money would only be available through 2014, he said.

The plan also could include a fire station and community center.

To meet program deadlines, DHIC would need a purchase agreement for the town-owned land by January, and rezoning and town approvals by May, he said. DHIC and the town could get an answer about the state money by the end of next summer, he said.

Council member and mayor's committee co-Chairwoman Donna Bell said the possibility of more dollars for affordable housing is exciting.

"We're beginning to take this really massive, tangible step in a di-

SEE HOUSING, PAGE 4A

## Neebe wants town to stay safe, livable

Council candidate would pursue affordable housing

By TAMMY GRUBB

### Need to know

The 2013 municipal and Chapel Hill-Carrboro school board elections will be held Nov. 5. Early voting and same-day voter registration runs



## LAST LICKS

### LOCOPOPS SHUTTING DOWN CHAPEL HILL RETAIL OUTLET

BY MATT DEES  
matt@chapelhillweekly.com

Locopops, which has been serving up Mexican-style popovers or *popovers* in Chapel Hill since 2002, is closing its Chapel Hill store.



Locopops owner Summer Bicknell at her Chapel Hill store.

**BACKSTORY** It's something of a miracle that Locopops is here at all. Bicknell was working in "Corporate America" in Nashville in the mid-2000s and looking for a way out. Two ladies from Guadalajara opened a popovers store

## OBEY CREEK SCRUTINIZED

### CITIZENS PORING OVER DEVELOPMENT PLANS

BY MATT DEES  
matt@chapelhillweekly.com

Residents, developers and town staff spent three days this week intensely reviewing plans for the proposed Obey Creek mixed-use development along I-85-801. Developer East West Partners on Monday presented three different concepts with different mixes of retail, residential and office uses.

times a week on Wednesday and Saturday and eight more we jump a mile and a half every time," Sarah explained on a recent evening as she and her teammates warmed up before

**STAFF PHOTOGRAPHERS**  
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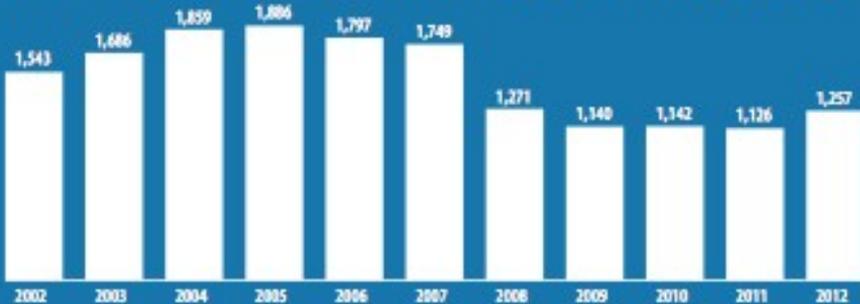
Cynthia Praiswater, Sarah Seagraves and Julia Sonis have been selected to participate in the 87th annual Macy's Thanksgiving Day Parade, seen by more than 3

Chloe, Sarah, Cynthia, Julia and Megan at the Get Hoisted 5K in September.

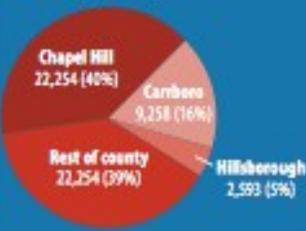
# Housing on the upswing

# SOLD

## Number of homes sold in Orange County, 2002-12



### Location of housing units in Orange County



### Number of residential building permits, 1995-2013

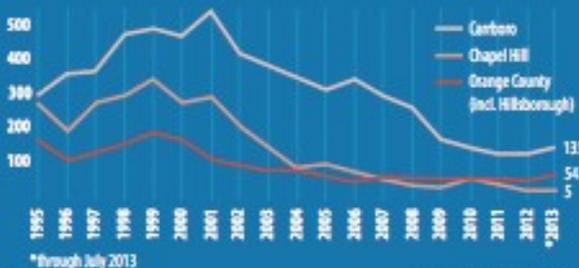


CHART BY KRISTEN SMITH SOURCE: CHAPEL HILL, CARRBORO CHAMBER OF COMMERCE; BY FRANK WELLS, DANIEL LOCKWOOD

## Home sales in Orange County are on the rise

By Jenny Surane  
City Editor

When Cathy Lee Mahin takes a walk around her neighborhood, she sees new neighbors everyday.

"It's growth in sales," Mahin said standing in a village green near her Briar Chapel home. "You see an available sign one day and the next day it's sold."

Mahin is the president of the Garden League in the Briar Chapel neighborhood, located about 15 minutes down U.S. 15-501 South in the Chatham County part of Chapel Hill.

The Briar Chapel neighborhood celebrated its fifth anniversary this

month, and invited residents out to celebrate the subdivision's success.

"We've already surpassed 2012 sales as of Sept. 30," said Shannon McSwiney, the regional marketing director for Newland Communities, the company that developed the Briar Chapel neighborhood.

About 1,900 homes were sold in the Chapel Hill-Carrboro area between January and September — a 25.6 percent increase from that same period a year ago, according to data from the Triangle Listing Service.

Briar Chapel opened in the middle of the housing slump, but McSwiney said its sales remained strong because the community is selling new homes at

a variety of price points.

### Existing home sales

Nationally, existing home sales reached their highest level in more than six years in August before falling 1.9 percent in September, according to data from the National Association of Realtors.

Cub Berrian, the chief executive officer of the Greater Chapel Hill Association of Realtors, said it's existing home sales that are also bolstering the growth in Chapel Hill.

"People don't come to Chapel Hill

SEE HOUSING, PAGE 6

# The

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OCTOBER 11, 2013

squeezing under a car for service. According to *Popular Mechanics*, auto s have become much easier to install and re affordable at \$1,500 for a base-level . In Raleigh, check out the Stuart M. Jones stom Homes house on Faircloth Street. \* Custom shower and "mutt room" for gs. Indoor washing stations for dogs (and ter pets) are becoming more popular for se who want to invite man's best friend ide. J.M. Custom Homes incorporated s custom shower in its three-level home ently completed in Raleigh's Rose Hall mmunity. \* In-law suite. For those parents or long-m visitors who may want their own vate space, several local home builders e Ashton Woods Homes and Lennar are ering a floor plan with a separate in-law te, complete with its own entrance, room, bathroom, kitchenette and living ice.

## HOUSING

FROM PAGE 1

thinking they're going to find a new home," Berrian said. "On the fringe is where they're doing the development."

For Dwight Bassett, the economic development director for Chapel Hill, the success of his department partially depends on increasing home sales.

Bassett said his department focuses on commercial development and attracting potential employers to the area.

"We have a pragmatic view that in order to see success we need success in all categories," he said.

"It's kind of hard to think about creating jobs if we're not creating places for those people to also live."

### A turning point

For the Briar Chapel subdivision, 2013 was a turning point. She said the neighborhood, which has 410 homes sold in its first five years, will

reach 600 homes sold next year.

"This is fairly on track with other Newland Communities, we're seeing similar growth all over," McSwiney said.

Chapel Hill realtors are also feeling the boost in home sales.

Berrian said while home sales haven't returned to pre-recession levels for some of his members, the realtors were still excited about the success they've had this year.

"From my interactions with my members they're definitely busier," Berrian said.

Berrian said his members are concentrated in Orange County, which saw a 10.3 percent increase in home sales between 2009 and 2012, reaching 1,257 homes in 2012.

"I think (home sales) are healthy," Berrian said. "I think we're encouraged by what we're seeing and I know our members are pleased. I think we're seeing a healthy rebound."

Jeff and Avril Kelchner attended the event celebrating Briar Chapel's fifth anniversary earlier this month.

## ORANGE HOME SALES

**1,257**

homes sold in Orange County in 2012

**1,749**

homes sold in Orange County in 2007

**410**

homes sold in first five years at Briar Chapel

They spent the morning talking with their neighbors about what first attracted them to the neighborhood during the five years.

The Kelchner's have enjoyed making friends with their new neighbors, and loved the neighborhood from their first drive in.

"We were a little worried about buying when we did," Jeff Kelchner said. "But we took a chance."

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