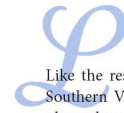


SOUTHERN VILLAGE  
CHAPEL HILL, NC

NEW URBANISM  
CHAPEL HILL, NC

# SOUTHERN VILLAGE

## — AT 20 —



Like the rest of everywhere, everywhere in the world, Southern Village didn't used to exist. 20 years ago the place where Southern Village is now was a 300-acre tract of pine, oak and poplar, the way most of everywhere used to be, at least around here. The magic of this place—and it's something we can appreciate now, 20 years down the road—is that it feels like it's been here forever, the warm and genial cousin of Chapel Hill and Carrboro, a complement to them and in many ways, an improvement upon them. It's a new place in our world that feels old, in all the best ways: the intimacy—both profoundly nostalgic and real—that comes with the familiarity of a small town and its walkability, a town at once diverse and integrated, compact and planned but open to change.

Take a walk down Market Street. Even if you've never been there it feels like you have. No two buildings are alike, which gives the impression that Southern Village was built slowly, over time, when in fact it was built rather quickly. Here is the coffee shop, the ice cream parlor, the movie house, the grocery, a beer joint—all the iconic shops and services a small town offers—the essentials. There's even a Village Green, a kind of park right in the middle of town, where you can picnic and see concerts and late-night films.

They call it New Urbanism, the kind of mixed-use community Southern Village is an ideal example of, but it's not really new and it's not all that urban. Pope Pius II built the first village of its kind five centuries ago in Italy. He called the town Pienza. His vision, which promoted the creation of diverse, walkable, communities—communities comprised of the same components as conventional development, but assembled in a more integrated fashion—is alive and well. We can thank Andres Duany and Elizabeth Plater-Zyberk for that. Duany is known as the founder of New Urbanism; his projects have been built all over the country and the world; his flagship development, Seaside, Florida, served as the too-quaint-to-be-real set for The Truman Show. Duany and Zyberk actually came to Chapel Hill and spoke to the Town Council about the future of New Urbanism in this town, and their oration had a profound

effect on D.R. Bryan. Bryan even took a trip to Pienza, Italy, to understand his concepts by visiting the source of them. He came back with his own vision, one he had the means to fulfill: Bryan became the architect and developer of Southern Village.

By all measures the project has been an unqualified success. The neighborhood has won design awards and has been recognized as a premiere example of traditional neighborhood design. Today Southern Village's Market Street is 100% occupied. And in summer 2016 the Southern Village Hyatt Place Hotel will open with 110-rooms and 1,700 square feet of high-tech meeting space.



"We want the Village Center to be the best place to work in the Triangle. In seeking tenants, scheduling entertainment events, and even selecting bushes and benches, we are always keeping this goal in mind," Bryan says.

Southern Village, this magical place in the middle of Chapel Hill, serves as a catalyst for both the past and the future. There's an increasing demand for storefronts, homes, restaurant tables and lawn seats at special events. Why? Because Bryan and a creative team of developers, planners and visionaries, wanted more than a new urban development. Granted, that was the spark, but they were going for a return to tree-lined streets and parks and a corner store; a church, doctor and a place to sit outside and read a book. A neighborhood where kids walk to school together, dogs jump and play in the dog park, the Village Green.

Consider the impressive economic performance:

- There are 1,150 Households in Southern Village
- Some 7,800 grocery shoppers weekly
- 17,000 people enjoy the Southern Community Park each year
- 550 students and 106 staff at Scroggs Elementary

Southern Village is real. It's an authentic *place*, a home to so many: what more can you ask? In the last 20 years children have been born and become adults. Growth, change, stability. Maybe that's what Chapel Hill represents after all: an ability to grow with a well-balanced economic future in mind, while tipping our hat fondly, warmly, toward Mayberry. ✪