



# HYATT PLACE®

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FOR IMMEDIATE RELEASE

## **SOUTHERN VILLAGE HYATT PLACE KICKOFF CEREMONY TO CELEBRATE GROUNDBREAKING FOR CHAPEL HILL'S NEWEST HOTEL**

CHAPEL HILL---A kickoff ceremony will be held Thursday, June 4 at 11 a.m. to celebrate the beginning of construction for the Southern Village Hyatt Place Hotel. The 110-room, five-story hotel will be located on 15-501 South, adjacent to Southern Village and near the entrance to Market Street.

The ceremony will take place on the Village Green in Southern Village.

"We are extremely pleased to bring the first Hyatt Place to the Chapel Hill market," said D.R. Bryan, developer of Southern Village and the new hotel. "Our guests will be able to walk to the Village Center for dining, shopping, movies and concerts. We are developing maps for our guests with routes for biking, jogging and walking.

"An active stay in a lively, walkable village center, along with brand new spacious rooms -- this is what we will be offering," Bryan said.

The Southern Village Hyatt Place will open its doors to guests in the summer of 2016. Kirkland Construction of High Point is the general contractor. RBA, a Charlotte architectural firm with a highly regarded hospitality division, designed the hotel and its interiors. Beacon Investment Management Group of Charlotte will hire staff and manage the new Hyatt Place.

"With the convenience of walkable access to Southern Village, the new Hyatt Place Hotel will be Chapel Hill's premiere destination for business travelers, families and UNC alumni," said Boris Bunich of Beacon IMG.

"The hotel will feature an open and intuitive design, North Carolina's unique artistic and architectural flair, along with careful attention to high quality and environmentally sustainable construction. Practical amenities and easy access to the UNC campus, UNC Hospitals and Franklin Street make this hotel a wonderful addition to the greater Chapel Hill neighborhood," Bunich said.

"We are also pleased to address the community's shortage of meeting space," Bryan said. "Our hotel will have 1,700 square feet of flexible, high-tech meeting space, in addition to a 1,680 square foot third-floor, outdoor function space."

### **Sustainability and Local Art**

In addition to the emphasis on activity and entertainment, the Hyatt Place will offer a strong sustainability component. A rooftop solar thermal system will supply the hotel with hot water. Water saving fixtures, energy saving lights and appliances, day lighting, high performance motors and elevators and indigenous plants for landscaping are among the project's sustainability features.

Local artists' work will enhance the new Hyatt Place. A sculpture by Hillsborough artist Jeff Hackney will tie the hotel's large, outdoor terrace to Barksdale Drive, encouraging guests to take the short walk to the Village Center.

Kalisher, a Carrboro gallery that specializes in hospitality art, will provide interior art and pottery that will introduce guests to images and personalities that help make the Chapel Hill-Carrboro area distinctive.

## **Our Partners**

The Hyatt Place brand was launched in 2006 and offers more than 215 locations in the United States and abroad. Inspired by multitasking travelers' 24/7 lifestyle, Hyatt Place combines style with casual hospitality. The Southern Village Hyatt Place will have spacious guest rooms with a sectional sofa, a swiveling 42-inch HDTV, free Wi-Fi everywhere, a 24-hour gym and outdoor pool.

Food and drink service will include complimentary breakfast, a 24/7 menu of made-to-order entrees and appetizers, and bar featuring specialty coffees, cocktails, wine and beer.

Beacon IMG provides a wide range of hospitality management, investment and development services. Founded in 1997, Beacon IMG's core focus is to provide select service hotels in highly desirable locations that are clean, comfortable and offer top-notch accommodations. Beacon IMG is committed to a "guest comes first" business mentality and a deep sense of partnership within each of the communities in which they have hotels.

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