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Newland's NGBS Certified Masterplan In North Carolina



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Taking Sustainability to New Levels *in the* Tar Heel State

Newland Communities' Briar Chapel and Wendell Falls exemplify what it means to be green

By Brian Alvarado

When buyers enter the housing market, they're always in search of the home that best fits their needs, whether it is prime location, resort-style amenities, or an affordable price point. For many prospective customers today, energy-efficient features are a major selling point.

For Newland Communities, a San Diego-based developer, one of its principals is mounted on building sustainably, and considering it more than just a market trend. Its efforts have even earned honors such as "Developer of the Year" in 2019 by Green Home Builder Magazine.

"The emphasis on environmentally-conscious development is a large-scale initiative to reimagine how people and nature coexist," Newland's website reads. "Our holistic approach to mixed-use sustainable communities provides those who live and work with opportunity, balance, and connections for a meaningful life."

Newland boasts communities all over the United States, developing in areas such as the Mid-Atlantic, the Midwest, the Northwest, the Southeast, the West, the Carolinas, Colorado, and Texas.

The developer has recently had to adapt to CDC recommendations amid the pandemic. To adapt and preserve the safety of customers and its workers, Newland has incorporated the use of technology to keep functions going, such as offering Matterport 3D technology for virtual tours and even conducting tours through video call platforms such as FaceTime, Skype, and Google.

◀ Newland builds in the Mid-Atlantic Midwest, the Northwest, the Southeast, the West, the Carolinas, Colorado, and Texas.



▲ Homes at Wendell Falls feature kitchens with large islands and open floor plans that allow for ample space.

Building for Sustainability with Briar Chapel

One example of Newland's commitment to green building is the master-planned community of Briar Chapel in Chapel Hill, NC. Located in proximity with the "Triangle," which is the downtown areas of Durham, Chapel Hill, and Raleigh, Briar Chapel is National Green Building Standard (NGBS) certified and inspected to meet requirements for energy, water, indoor air quality, material use, and site management.

"With an average HERS score of 60.4, these homes are 25 percent more efficient than the average NC home. In fact, Briar Chapel has saved its residents \$6.4 million in energy bills collectively," said Newland Communities Raleigh Division Marketing Manager Hunter Matthews.

The inspiration for Briar Chapel comes from the land that surrounds the community, from wildlife to the cultural heritage. For example, rather than grading the landscape, Briar Chapel nestles homes, roads, and amenities around the natural topography, preserving 900 acres of open space, wetlands, landmarks, and wildlife.

Briar Chapel boasts 10 net-zero homes, with 73 solar power systems installed over the community's lifetime, which dates back to 2008. Amenity buildings, specifically the Briar Club clubhouse, are green-built and LEED Silver-certified. With an emphasis on the outdoors, the community also features over 20 miles of hiking and biking trails, two community gardens, outdoor fitness equipment, and dog parks.

When development for Briar Chapel began, land planners and developers realized while green home builder codes existed, no organization in the region had created community-wide standards of sustainability — ones that informed everything from land planning, to amenities and homes.

"Newland partnered with the Green Home Builders of the Triangle (now part of the local NAHB association) to develop the first comprehensive green building program in the Triangle," Matthew said. "This building standard gained prominence as North Carolina's most comprehensive, robust program, which ultimately became the basis for the national green building program adopted by the National

"Our holistic approach to mixed-use sustainable communities provides those who live and work with opportunity, balance, and connections for a meaningful life."



▲ Homes at Wendell Falls include floor plans that range from 1,500 to 3,300 square feet.

Association of Home Builders.”

This comprehensive sustainability program provided the bedrock foundation for Briar Chapel. It allowed the entire project to work in cohesion to create a holistic green lifestyle, rather than cobbling together disparate elements.

Builders of the community include David Weekley Homes, Encore by David Weekley Homes, Saussy Burbank, Homes by Dickersan, and Garman Homes. Although energy-efficient features vary by the builder, homes at Briar Chapel include features like Energy Star appliances, HVAC/programmable thermostats, low VOC paint, and smart home technology to name a few.

Different by Design at Wendell Falls

Another prominent green master-planned community in the Triangle is that of Wendell Falls in Wendell, NC. The 1,115-acre community was created to be “different by design.”

Wendell Falls puts an emphasis on outdoor activity, featuring 237 acres of parks, 10 miles of trails, an outdoor water park, a fitness facility, and a fishing pier and pond. At the same time, its residents are able to enjoy the social life of an urban area, located just 15 minutes from downtown Raleigh, NC.

The community “offers residents a little more ‘urb’ in their ‘suburb’ -- the walkability of downtown living blended with the fresh air of the suburbs,” Matthews said.

“Wendell Falls was a very early example of what is now a thriving trend known in the real estate industry as ‘surban’ or ‘hipsturbia’ – as residents crave the open space of the suburb but the cultural opportunities of a downtown scene.”

Wendell Falls is the only master-planned community in the Triangle built entirely

WENDELL FALLS KEYS TO SUSTAINABILITY:

CERTIFIED BY: ecoSelect

ENERGY STAR APPLIANCES: Yes

ELECTRIC CAR CHARGING PORT: No

HVAC / PROGRAMMABLE: Thermostat: Yes, varies by builder

INSULATION / WEATHERIZATION: Yes, varies by builder

LED LIGHTING: Yes, varies by builder

LOW VOC PAINT: Yes, varies by builder

SMART HOME TECHNOLOGY: Yes, varies by builder

SOLAR READY: Yes

TANKLESS WATER HEATERS: Yes, varies by builder

WATER SAVING: Yes, varies by builder



▲ Newland Communities and its partnered builders use energy-efficient features such as low-VOC paint and smart home technology in its homes at both Briar Chapel and Wendell Falls.

with environmentally friendly homes that meet ecoSelect standards for energy and water efficiency. The ecoSelect-certified homes and townhomes register an average HERS index score of 62.1.

“These homes are 23 percent more energy-efficient than other NC code-built homes, yielding an average household savings of \$688 annually and a total savings

of \$876,000 for the community,” Matthews said.

Wendell Falls features 8 net-zero homes and 29 solar homes. As a result, Wendell Falls has secured awards such as Best Sustainable Project for a Community by the NC-HBA.

Similar to Briar Chapel and the Briar Club, Wendell Falls features a LEED-certified amenity building of its own with The Farmhouse Information Center. This building is comprised of local building materials repurposed from the site, and utilizes the adjacent pond for irrigation to minimize the impact on the public water supply. It features elements like high-performance glazing, LED lights and high-volume fans.

As Newland carefully selected builders that would deliver upon the vision of sustainability, builders present at Wendell Falls include Dan Ryan Builders, Capitol City Homes, Garman Homes, Fresh Paint by Garman Homes, Homes by Dickerson, Mattamy Homes, and David Weekley Homes.

Newland’s ode to sustainability and lowering its environmental impact is one that’s stood out over the years, making its communities one of the most sought after in the country. With recognition from companies like RCLCO Real Estate Advisors and John Burns Real Estate Consulting, Newland is setting a standard for what it means to develop and build green, making it a viable option for prospective buyers. 🏡

Brian Alvarado is the Editor of Green Home Builder Magazine. He may be reached at brian@builder.media.

BRIAR CHAPEL KEYS TO SUSTAINABILITY:

CERTIFIED BY: National Green Building Standard (NGBS) Green, Silver LEED certified clubhouse

ENERGY STAR APPLIANCES: Yes

HVAC / PROGRAMMABLE: Thermostat: Yes, varies by builder

INSULATION / WEATHERIZATION: Varies by builder

LED LIGHTING: Yes, varies by builder

LOW VOC PAINT: Yes, varies by builder

SMART HOME TECHNOLOGY: Yes, varies by builder

SOLAR READY: Yes