

FOR IMMEDIATE RELEASE

Downtown Durham Luxury Town Home Makes Significant Impact - Parade of Homes 2023

The Terraces at Morehead Hill –Model home at 745 Willard St. Wins Bronze Medal in Durham, Orange & Chatham Parade of Homes 2023

DURHAM, NC – 11/9/23 – The Florian Companies (“Florian”) and California Commercial Investment Group, Inc. (“CCI”) are thrilled to announce that our luxury Promenade town home at 745 Willard St. has been awarded a Bronze Medal in the Durham, Orange & Chatham Home Builders Association (HBA) Parade of Homes 2023. This recognition highlights our commitment to maximizing the relationship between natural surroundings and urban walkability with cutting edge design, functionality, and comfort.

The Parade of Homes is an eagerly anticipated annual event that brings together individuals who share a deep passion for real estate, design, and community. This is the first entry into the Parade of homes by Florian and CCI, who are both excited to participate in this event to showcase our exceptional luxury town homes located in the heart of downtown Durham.

"We are incredibly honored to receive the Bronze Medal in the Durham, Orange & Chatham HBA Parade of Homes. This recognition reflects our dedication to providing the highest quality in real estate, design, and innovation," said Justin Florian, Project Manager at The Florian Companies.

Phase I and II of the Terraces is 93% sold out with only one Veranda unit remaining for sale. The last of its kind, the Veranda unit includes a sprawling roof deck and unparalleled views of downtown Durham. The first half of the final phase of construction (Phase III) is scheduled to be available for occupancy by the beginning of next year.

In a supply constrained market such as Durham, luxury housing in proximity to the city center with the level of amenities and the walkability that the Terraces offer are increasingly difficult to find. Welcoming over 250 visitors over the three weekends that made up the Parade of Homes, the volume of visits and positive feedback demonstrate the community’s excitement for this product as the Morehead Hills area of Durham is recognized as one of the premier locations in the Durham-Raleigh area.

Danielle Hastie, CEO of CCI explains, “The development of this property is an excellent example of an adaptive reuse of land that was underdeveloped in this neighborhood. We are proud to work with the Florian Team to provide the City of Durham with a variety of housing resources such as the luxury townhomes presented at the Terraces.”

For more information, please contact the Terraces Sales Team: 919-213-0520

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