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# Disney-themed community to rise in Chatham County



Image: Storyliving by Disney

Aerial rendering of Asteria, a new Storyliving by Disney community coming to Chatham Park.

STORYLIVING BY DISNEY



By **David Purtell** – Digital Editor, Triangle Business Journal  
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Mickey Mouse fans in the Triangle may have just found their future dream home.

A new community coming to the huge Chatham Park development is designed by Storyliving by Disney, a new business venture from The Walt Disney Company (NYSE: DIS). The Disney-themed community, called Asteria, is in the early stages of development, according to an announcement Wednesday.

Asteria, which is being designed by Disney's research arm, Walt Disney Imagineering, and DMB Development, will be part of Chatham Park, the giant project in Pittsboro that's led by Cary's Preston Development Company.

A press release says home sales for Asteria are anticipated to begin by 2027. Home prices are expected to be in the mid six-figures, comparable to other communities in Chatham Park.

Disney's first Storyliving community, called Cotino, is in Rancho Mirage, California, east of Los Angeles. Single-family home prices in Cotino are anticipated to start around \$2 million, according to the development's website.



Rendering of Disney's Cotino development in California.

DISNEY

At Chatham Park, the community will cover 1,500 acres with plans calling for more than 4,000 residential units - a mix of multifamily and single-family homes, including age-restricted homes for residents 55 and older. The community will include neighborhood parks and miles of walking and biking trails.

Homeowners in Asteria will have access to amenities that include a wellness and recreation center, restaurant, sport courts, swimming pools, community garden and outdoor space. The community will feature programming with Disney themes - programs under consideration include storytelling dinners, lessons with Disney artists and "family fun days" with Disney-themed activities.

The fact that Disney picked Chatham Park shows the incredible demand for housing in the Greater Triangle as more and more people move to the region.

"We feel an extraordinary sense of responsibility to our residents and the broader community with this project and we're incredibly fortunate to work with Disney, DMB Development and homebuilders to create something truly special," Preston Development co-founder Bubba Rawl said in a statement.

Rawl and Preston Development co-founder Tim Smith couldn't immediately be reached for comment Wednesday.

Chatham Park is planned to have more than 20,000 homes at full buildout. Multiple

housing communities in the development have started home sales. And **UNC Health recently acquired a large property in Chatham Park** in preparation for future expansions to support Chatham's growing population, which is now around 80,000 - up from 50,000 in 2000.

Eastern Chatham County is seeing **an incredible amount of proposed residential developments**, including **multiple projects that call for million-dollar homes**.

The announcement said more information on the Asteria community, including more details on home styles and pricing, will be released at a later date as the plans come together.

"The announcement of the Asteria community builds upon strong initial interest for our first Storyliving by Disney community in California and will expand Disney-branded communities to the East Coast," said Claire Bilby, senior vice president and general manager of Disney Signature Experiences Emerging Businesses. "Our team has been working closely with Disney Imagineers to develop a unique vision for this project inspired by Walt Disney's innate curiosity and North Carolina's spirit of discovery."