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Residential Real Estate

# Couch unveils plan for almost 3,800 housing units in variety of options at Summerfield Farms

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Summerfield Farms includes 973 acres on Pleasant Ridge Road.

By **John Brasier** – Reporter, Triad Business Journal  
 Feb 3, 2022, 2:37pm EST

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David Couch unveiled big plans for Summerfield Farms on Thursday afternoon, including some housing units smaller than currently allowed in the town of Summerfield.

Couch, a developer and CEO of Blue Ridge Cos, said he plans as many as 3,796 housing units on his 973-acre farm at 3203 Pleasant Ridge Road.

**The development, Villages at Summerfield Farms,** would feature a variety of housing, including estate and traditional single-family homes, cottages, townhomes, duplexes and apartments in 11 "villages." Couch said that single-family homes and townhomes would make up about two-thirds of the housing total.

To accommodate his plans, Couch said he plans to propose an Open Space Mixed-Space Village text amendment to Summerfield's new Unified Development Ordinance for higher density for apartments, which are slated for four of the villages.

Couch said an unfavorable vote on the text amendment by Summerfield Town Council would not scrap his plans for development of the property. Summerfield zoning currently does not allow apartment communities.

He said he would wait for resolution of the text amendment before resuming talks with the city of Greensboro for water and sewer service, utilities not available in Summerfield.

The development will also include 8 miles of walking and biking trails connecting to trails that go to Greensboro and Winston-Salem.

Couch also plans to develop a shopping center at the northern edge of Summerfield on N.C. 150 near Interstate 73. Summerfield Farms, which includes a market and an events barn.

**A proposed mixed-use development on the 467-acre Ted Johnson family farm that included apartments was rejected** last year in Jamestown, where residents expressed concerns about density. **The land was eventually sold to D.R. Horton** (NYSE: DHI) for single-family home development.

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