



**DALEVILLE**  
town center

*News*

**For more information, contact:**  
Kathy Gentry, Associate Broker  
kgentry@fwinc.com  
(540) 776-7503

**October 10, 2009**  
**FOR IMMEDIATE RELEASE**

### **Daleville Town Center is region's first traditional neighborhood development**

**Daleville, Va.** – Daleville Town Center is, in a sense, a 117-acre town in the making. A town within the town of Daleville off of U.S. 220.

Its first residents will arrive in the spring of 2010. The centerpiece of the town's commercial district – a 30,000-square-foot, mixed-use/retail structure – will be ready in the fall of 2009.

A striking focal point, the town center will bring to the new community essential services, such as doctors offices, hair salons, banks, dry cleaners and drug stores. Its first tenant will be Daleville Town Center developer Fralin & Waldron Inc., which is planning to relocate its corporate offices here.

Some residents may actually live *and* work in Daleville Town Center, where shops and eateries to suit all tastes and styles will create a vibrant marketplace and a popular destination from miles around. Convenient, storefront parking will add to the carefree setting.

A total of 300 single-family homes and town homes will build up in neighborhood blocks around the town center over the next 10 years.

The eco-friendly community will be distinguished by tree-lined streets, alleyways and pedestrian-friendly sidewalks. Everything will be within walking distance. Abundant open space, greenways and walking trails will encourage outdoor activity.

**If you grew up in Hometown, USA,** Daleville Town Center will have a familiar feel.

That's because it is a Traditional Neighborhood Development, or TND. This form of master planning blends the best of yesteryear with the high-tech amenities of today to create communities that are reminiscent of the early American town, before the idea of a "suburb" became a spark in someone's eye.

**- more -**

## Daleville Town Center

### Page 2

A first for this southwestern Virginia region, this TND is the result of years of research and careful planning, with the guidance of DMR, a master planning firm in Charlotte, N.C.

“The primary goal was to create a sense of a unique neighborhood, where a casual lifestyle centers around a community center, and activities are within walking distance,” says Karen Waldron, chief executive officer of Fralin & Waldron. “The mixture of multifamily and single-family residential, retail, civic and office appeals to a broad market.”

All Daleville Town Center homes will be wired with fiber-optic cable to accommodate the latest technology today and for tomorrow. Five architectural types – four square, European romantic, farmhouse, cottage and colonial – date back to earlier times, with historically accurate details that adhere to strict style guidelines.

Unlike the compartmentalized older homes, these will offer open floor plans, consistent with interior design preferences that complement the modern lifestyle. Outdoor living spaces, such as wrap-around front porches, will be key characteristics. And each model will be infinitely customizable, so no two residences are alike.

Visit [www.dalevilletowncenter.com](http://www.dalevilletowncenter.com) for more information and perspectives on this new traditional neighborhood development or call Kathy Gentry, Fralin & Waldron associate broker, at (540) 266-3722 or [kgentry@fwinc.com](mailto:kgentry@fwinc.com).

###