

# HOW 2

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Daleville Town Center

Part of the Journal's ongoing 2009 How2 Series

## How to **maximize your quality of life** through your community

**Have you noticed** that even with all of the technological advancements surrounding our daily lives – including faster and faster communication using the latest devices – it seems that time has become scarcer than ever?

No doubt that's because the options available to us, in every phase of living, have mushroomed exponentially. There's so much more to do than there was 50 years ago, 20 years ago, five years ago. And today you've got all kinds of social media scrambling to tell you all about it.

Not sure which way to head? Your first option these days wouldn't be to pick up a road map at the service station—even if such antiquated things could be located. Instead you would pick up your BlackBerry, get on the Web and Google for directions. Or you might put out a Facebook request to your friends. Or invest in a global positioning system. Chances are wherever you're going, you won't arrive any earlier because before you even leave your starting point you'll try to accomplish three times as many things as you would have.

Determining what's important and then choosing the

best path to that destination has become more challenging. Think about your entertainment options this weekend, or what you're going to do for tonight's dinner. Or the educational opportunities for your children. Or your future employment possibilities – perhaps in your second, third or fourth career.

Such it is with living accommodations. If you were asked what is the single most important factor in picking out a place to live, what would you say? Quality of life probably ranks near the top. But how do you define that? Time is money, as they say. Having a wide range of choices within easy reach may be the paramount factor.

What style of architecture do you prefer? Do you want to live in the urban city, in a neighborhood or out in the country? Do you want to rent or own? Do you want a yard or would you prefer a condominium, where others handle the maintenance?

Would you be interested in all of these options inside one package?

The real estate credo maintains that the most important aspect of property is location, location, location. There's no question that easy access to work, school, shopping and

entertainment options is as important as ever. A relatively new concept meshes age-old principles with cutting-edge innovation: the traditional neighborhood development, or TND.

TND refers to the development of a complete neighborhood or town using traditional town-planning principles. They are popping up throughout the country and often involve new construction on previously undeveloped land.

During the 1980s, the first generation of TND projects included such developments as Seaside, Fla., and Kentlands, Md. Front porches, garageless streetscapes and street networks that are inviting to pedestrians encourage more walking and socialization along narrow streets. A wide range of housing options accommodates senior citizens and first-time home buyers, empty nesters and extended families. They also cater to a wide range of incomes.

The appeal seems to be one of time savings as much as anything, because commuting to work and chauffeuring children to various activities can cut into family time. At the same time,

the cookie-cutter appearance of identical side-by-side houses within suburban neighborhoods that was widely popular in the 1960s and '70s has fallen out of favor. Choices within the neighborhood are in vogue.

TND projects usually include a wide range of housing types, blending complementary architecture along with interconnected streets and blocks, public spaces for gatherings, and amenities such as schools, shops and houses of worship within easy walking distance. Streets, sidewalks and bicycle paths are interspersed.

The inclusion of civic buildings and civic space – plazas, greens and small parks – enhances community value.

Architects and developers are working together to promote traditional neighborhood patterns as more attractive than conventional suburban development by creating a sense of community, protecting the environment and providing a high quality of living.

The underlying principle is that placing everything within one community simplifies life. Oh, and it saves time, too.

# DALEVILLE TOWN CENTER

*It's about time... for a great investment.*

Fralin & Waldron Inc.'s vision for the first "traditional neighborhood development" in southwestern Virginia is taking shape at Daleville Town Center and positioned for success. Commercial investment opportunities await savvy entrepreneurs seeking to poise themselves for great returns in time for the inevitable economic rebound.



## INVEST IN THE HEART OF TOWN

Daleville Town Center brings to the Roanoke region a brand-new *heart of town*. Here in this pedestrian-friendly neighborhood, every artery – sidewalk, bike path, avenue – will connect some 300 residences to a business district, alive with shops, dining establishments and other services.

One of the first retailers to join the commercial district is Williams Lighting Galleries. Lewis-Gale Medical Center also has identified it as an opportunity for expansion and is moving forward with plans for a two-story, 20,000-square-foot medical office building.

Others on the forefront of business today will appreciate Daleville Town Center's many amenities. One is certainly its prime strategic location in proximity to I-81 and other major thoroughfares, connecting to the region at-large.

Up to six retail and office spaces, and premier out parcels, are now available for lease. Space is flexible to suit needs.

To learn more about what makes this town within a town such a unique business opportunity, contact:

Steve Claytor, Managing Broker  
540.776.7440  
stevec@fwinc.com

**Directions:** From I-81, take Rt. 220N, about three miles. At third traffic light turn left onto Town Center Street.



## CONNECT WITH THE COMMUNITY

Designed as a traditional neighborhood development, Daleville Town Center embraces time-tested principles of building sustainable communities. It's modeled after such enduring places as Charleston, Georgetown and Alexandria.

Walkability is key. For Daleville Town Center residents, access to the central business district will be a walk in the park, literally. Here all pathways will be a nice stroll along well-manicured streetscapes and public spaces.

Of great importance is aesthetics and quality. All structures will adhere to classic architectural design. Home buyers can select from the Daleville Town Center collection of ready-built homes or choose to custom build.

Environmental sensitivity is a priority. Homes are being built to the higher EarthCraft House Gold standard, making them more energy efficient and easier on the environment. In fact, Daleville Town Center's first home was the first EarthCraft Gold House in the Roanoke region and the seventh in Virginia.

To learn more about the Daleville Town Center way of life, where residents have great freedom to live, learn, work, shop and play, contact:

Kathy Gentry, Associate Broker  
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**Directions:** From I-81, take Rt. 220N, pass Lord Botetourt High School, to second traffic light. Turn left onto Rt. 779-Catawba Road. Turn right onto River Birch Avenue. Model is the first home on the left. Open daily from 1-5 p.m.



**Daleville**  
town center

[www.dalevilletowncenter.com](http://www.dalevilletowncenter.com)



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