

Press Release

Roanoke, Va. (October 20, 2006)-ICON Development, LLC, a developer of sustainable-designed communities, announces it has entered into a contract to purchase a City-owned parcel located at the corner of Brambleton Avenue and Overland Road, near James Madison Middle School. The City Council of the City of Roanoke authorized the City Manager to enter into the sales contract at its meeting on Thursday evening.

The Roanoke-based developer plans to build seven homes on the 1-½ acre site, using environmentally sensitive construction techniques. Both the City of Roanoke and neighbors who attended public meetings this summer have voiced support for the single-family community, named Madison Field.

"The City favorably considered the ICON Development proposal because of the unique design, sustainable features and neighborhood concept it plans to incorporate into Madison Field," said Brian Townsend, Director of Planning, Building and Economic Development for the City of Roanoke. "I am confident the new development will integrate nicely into the surrounding neighborhoods and continue to enhance the area."

All homes in Madison Field will be built by SJS Builders, Inc. to meet EarthCraft House standards-an Atlanta-based green building program which promotes energy-efficient homes that reduce utility bills and protect the environment, said ICON Development Managing Partner Veronica Van Deventer.

"We believe in sustaining our natural resources, being responsible stewards of the environment and giving back to the communities we build in," Van Deventer said. "Madison Field will be park-like, and the community will create harmony with nature, neighbors and everything surrounding it."

According to Van Deventer, examples of the neighborhood's eco-friendly features include the native plant landscaping outside each home and the community rain garden, which will soak up water from roofs, driveways and lawns. The two-story homes will be built with front and back porches as well as open kitchens, facilitating relationships with neighbors, Van Deventer continued.

The community plan was developed in conjunction with Hill Studios and Gay and Neel Engineering, and will include seven, approximately 2,020-square-foot homes. Residents can choose from four semi-custom home styles, which are priced in the upper-\$300,000 range. The homes are available for pre-sale through Michelle Eley with Long & Foster Realtors, and construction is expected to begin by the spring of 2007.

"Because of its unique concept and desirable location, we fully expect Madison Field to be the most sought after residential area in the City of Roanoke," Eley said. "ICON Development is on the cusp of the green-building concept, and I believe Madison Field is the first of many great developments from ICON."

ICON Development is the collaboration of Veronica and Larry Van Deventer and Al Henry, longtime friends who began the green development company because it was "the right thing to do for the community, environment and future generations," Van Deventer said.

For more information on Madison Field and the pre-sale process, call 540-815-7784.