



# Press Release

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## FOR IMMEDIATE RELEASE:

After several years of planning and land development of the area's first fully contained residential neighborhood, **The Pond's at Lexington** will officially open with a ceremony on Wednesday, June 28<sup>th</sup> starting at 5 pm. "Good things take time—they are careful and deliberate." That was the comment made by Lee Merrill of Commonwealth Architects about **The Pond's**. "This project is a first in Rockbridge County; certainly the most ambitious planned community for mixed ages, and the values it is trying to be responsive to." Merrill's firm consulted on the project's land planning and designed the community club house.

"**The Pond's** is a healthy place," said Merrill. "It has a brown-field redevelopment utilizing depreciated land... putting it back into a healthy ecology." The community will provide a mix of single family home sites and zero lot line villa styled town homes. Merrill explained, "**The Pond's** is a whole residential community—it has absolute boundaries. It has all the assets. The design makes it a unique place. These include ponds and parks. It has different population densities —large lot single family sites, small lot single family sites and the townhouse clusters. It has a dense core concentration of open park space with water resources, and it has extensive recreational facilities. It has a heart! **The Pond's** promotes a healthy lifestyle just by its planning."

**The Pond's** is built on the old Womeldorf farm located on Old Buena Vista Road, and Lincoln Road. The farmhouse, purchased by Seth Goodhart, is being restored and preserved. It becomes a showcase. Several of the buildings on the site are considered to be some of the oldest surviving structures in the Rockbridge County.

Chuck Volpe, owner of Prudential Commonwealth Realty and one of the developers said, "Road pattern works with the land form. It is gentle on the land. We let the land dictate where the roads went." He continued, "We had to do a lot of blasting over the past year to remove rock and install the infrastructure, but it was worth it because it preserved the shape of the ground and encourages better water absorption."

"The overall land use," said Jay Landsman, another member of the development team, "integrates the health of the water: ponds, creeks, streams and the lake. There is even a rain garden designed into the plan." The palisade lake is the remains of the quarry from the building of Interstate 64. Other unique features of the new community are recreational centers—low energy buildings, oriented for passive solar and daylight, with solar hot water heating.

Over 500 area residents have been invited to the June 28<sup>th</sup> evening event. Volpe said, "We will have a tethered hot air balloon to take people up and show them **The Pond's**. There is not one single place on the entire site where you can see everything and how it all works together. You have to view it from the air."



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The event should be a full evening of enjoyment. A dinner on the lawn will be catered by Stoneridge Catering, beverages by Washington Street Purveyors and promotional gifts by Sayre Enterprises. Jazz music by Tom Artwick, will fill the night air as the guests explore the property sipping the world's most famous pond water.

For more information contact:  
Andy Wolfe, Mariner Marketing 540-264-0021

Attachments:  
Photo: Road construction  
Photo: The last blast  
Pond's at Lexington Logo.

**All media are invited to photograph from the hot air balloon. Please RSVP to Andy Wolfe**