



ROYAL PHOENIX

Front Royal, Virginia

Front Royal/Warren County Economic Development Authority (EDA) is fostering economic growth through development of the former Avtex Fibers site. The EDA owns the entire site that consists of approximately 433 acres. About 160 acres of the site will be used for development of a new business park known as Royal Phoenix.

North American Realty Advisory Services, L.P. was retained by the EDA to assist in the creation, implementation and management of a marketing and recruitment effort for the redevelopment of Royal Phoenix.

Public commitment, including the U.S. Environmental Protection Agency, the Commonwealth of Virginia, Warren County and the Town of Front Royal, wholeheartedly supports development of a quality business park at Royal Phoenix.

Location & Market Advantages

The primary vehicular access to Royal Phoenix is from Kendrick Lane. The site is bounded by Kendrick Lane on the north, a residential district on the south, the Randolph Macon Academy on the east, and the South Fork of the Shenandoah River on the west side.



The marketing advantage of this location serves as a gateway with easy access to Northern Virginia and Washington, D.C for technology-based companies. The Shenandoah Valley and the Blue Ridge mountains at the same time are the gateway for tourism, hospitality and recreation. Front Royal represents the best of both worlds.

Conceptual Development Plan

North American created the Conceptual Development Plan for Royal Phoenix based on a synthesis of market, planning and community factors and is intended to serve as a guideline for potential investors.

Use	Acres	Sq. Ft.
Hotel & confer. center	25	150,000
Retail	20	60,000
Existing office building	3	13,000
Technology uses	58	290,000
Office space	42	470,000
Roadways	12	
Total	160	983,000



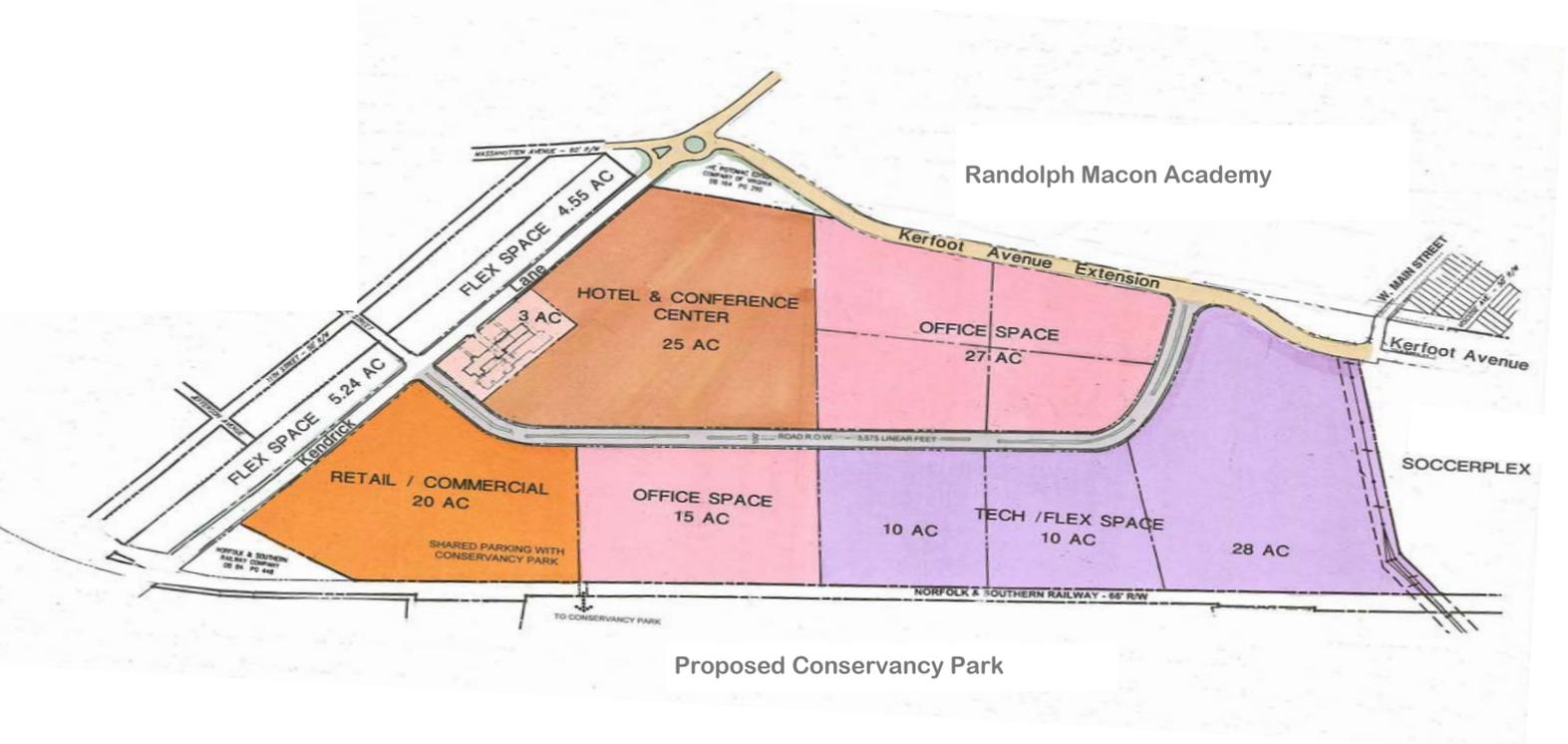
The Plan shows the site can accommodate nearly one million square feet of buildings. The proposed Conceptual Development Plan for Royal Phoenix focuses on innovative technology and hospitality as its core uses:

- Office and flexible technology buildings to support the innovative technologies in manufacturing;
- Tourism-related activities including:
 - Outdoor recreation specialty retailer,
 - A 200-room hotel and conference center, and
 - culinary and wine institute and other ancillary tourism related uses such as an artisan center, and educational venues.

Ready for Redevelopment

Currently, the site has approximately 30 acres that are ready for redevelopment. The EPA is anticipated to sign-off on additional parcels, as scheduled, over the next four years. The community can be assured that the redevelopment area of Royal Phoenix is safe and ready for construction.

Royal Phoenix is an environmental milestone made possible by the public/private cooperation by the EDA, FMC Corporation, U.S. Environmental Protection Agency, Virginia Department of Environmental Quality, U.S. Army Corps of Engineers, Warren County and the State of Virginia.



For questions or comments related to the Royal Phoenix redevelopment, please contact:

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