

New Development Ahead

Insight has the foresight to revitalize in Penn Daw

Driving over the hill from Groveton and peering north towards Penn Daw, it's hard to miss the wood, cement and green-paneled construction project at the intersection of North Kings Highway and School Street. Soon to be 240 luxury apartment units with a business center, clubroom, outdoor pool, fitness center and courtyards, "The Shelby" by Insight Property Group will attract new residents and increase demand for improved retail in the Richmond Highway corridor.

In addition to the residential development, Insight proffered to renovate the small adjacent shopping center, currently home to a tobacco outlet, Chinese takeout, dry cleaners, and tattoo parlor.

"We are actively working with the shopping center owners to enhance their property and knit the two buildings together aesthetically," said Rebecca Snyder, Development Manager of Insight Property Group. Insight wants their residents and the community at large to be in walking distance of a coffee shop and new lunch destination, and is currently working to attract new tenants to the site.

"We never look at a development as an island," said Snyder, "We want to be positive contributors to the Penn Daw area and are excited to add to the existing fabric of the community."

Insight anticipates that 30 percent of Shelby residents will be new to the DC Metropolitan region. "We believe our residents will value the same things we value about this location: short walking distance to the Yellow Line on Huntington Metro and close proximity to bus routes, airports, shopping, parks and major employment centers like downtown DC, Arlington, Alexandria and Fort Belvoir."

Insight also places tremendous value on walkability and bikeability. In addition to enhancing the surrounding pedestrian experience, bike storage units and "fix-it" stations with air compressors and tools will be available for residents who choose to bike instead of drive to nearby destinations.

For more than two years, Insight worked closely with county Supervisors, planning staff and community members to achieve an amendment to the county's Comprehensive Plan and a re-zoning that would accommodate [The Shelby](#). With construction well underway, Insight's \$54 million project is expected to open by this time next year.



