



**InterCommunicationsInc®**  
1375 Dove Street, Suite 200  
Newport Beach, California 92660  
(949) 644-7520 Fax (949) 640-5739  
intercom@intercommunications.com

## **InterCom® Launches Potomac Shores - SunCal's Prestigious New Destination In Northern Virginia**

**August 15, 2013 - Newport Beach, CA** — As master developer SunCal begins the landmark launch of the Potomac Shores master-planned community in coastal Northern Virginia, InterCommunication-sInc® continues its partnership with the developer to both establish and advance the brand for this historic new destination just 30 miles south of Washington, D.C.

Potomac Shores is a transit-oriented, resort-style community situated along the historic Potomac River in eastern Prince William County, Virginia. SunCal is establishing a master-planned, mixed-use development covering 1,920 acres that blends history and innovation with a strong sense of community. Its location on Virginia's Cherry Hill Peninsula is in a region that has a rich tradition of magnificent manor homes built in the Tidewater architectural style.

SunCal is one of the largest private developers of master-planned and mixed-use communities in the U.S. and has been acquiring, entitling and developing land for approximately 80 years. It has extensive experience in creating master-planned communities that range from 200 to over 100,000 units. Through smart planning, community involvement and a respect for the natural environment, SunCal has created a variety of successful large-scale developments.

"Potomac Shores represents a pristine riverfront retreat offering a connection to nature, spectacular coastal views and endless adventures on land and water," said David Soyka, Senior Vice President of Public Affairs, SunCal. "There has never been a destination development of this caliber built in an area so accessible to the nation's capital."

"We are taking SunCal's vision for Potomac Shores with its commitment to Virginia's coastal heritage and its interpretation of the time-honored Tidewater aesthetic and translating that into a modern brand for the entire destination," stated Toni Alexander, President and Creative Director, InterCommunicationsInc. "Whether people come to Potomac Shores for a weekend or make it their home – this landmark resort-style community is poised to become a premier destination. What SunCal and its partners are planning for Potomac Shores will make it the most prestigious residential, resort and commercial address close to the nation's capital."

Potomac Shores will incorporate a pedestrian-friendly town center based on transit-oriented development (TOD) concepts and offering 3.7 million square feet of high-quality commercial/retail/office space; the area's first world-class resort hotel; a dynamic Corporate Campus; the Waterfront District,

featuring a planned 450-slip marina; and a future on-site Virginia Railway Express (VRE) commuter rail station. The community will also include over 3,800 new homes; the private residents-only Shores Club; 15-plus sports fields and courts; eight miles of scenic trails; and two public schools. Potomac Shores' serene natural setting, less than an hour from the U.S. capital, features nearly two miles of shoreline, and a network of wetlands and streams; approximately half of the property consists of hardwood forests and preserved open space.

In a nod to historic Tidewater settlements, the community is arranged into a series of walkable, traditionally scaled neighborhoods with tree-lined streets. Every home offers a contemporary interpretation of Tidewater design centered on indoor/outdoor living, spectacular coastal views and a charmed life along the mighty Potomac.

Potomac Shores' neighborhoods are planned to include single-family homes, estate homes, townhomes, condominiums and apartments. Homebuilder NVR, Inc. has recently commenced sales of the residential communities with the Phase I release of 900 single-family homes in five neighborhoods. NVR, Inc., based in Virginia and serving 25 metro areas in more than 15 states, is the parent company of Ryan Homes and NVHomes -- both currently building homes in The Fairways District within Potomac Shores. Home pricing in The Fairways ranges from the upper \$490,000s to more than \$1,000,000. Scheduled for a spring 2014 opening is the first publicly accessible Jack Nicklaus Signature Golf Course in the DC Metro Area. The 18-hole course features a masterful par-72 layout with a total distance ranging from 5,389 to 7,156 yards and more than 200 feet of show-stopping elevation changes. The strategic nature of the course is complemented with a "fun, fast and beautiful" golf experience for future residents, resort guests and the general public. The course will also feature a new golf clubhouse, a gracious 7,500-square-foot gathering place reminiscent of a Georgian plantation home, with wraparound porches and beautiful function spaces for private events.

InterCommunicationsInc is a full-service branding, marketing and communications company with 30 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520.