



FOR IMMEDIATE RELEASE

Media Contact: Amanda Fier
Olson Communications
480-368-7999
amanda@olsoncomm.com

WOODBINE'S KIERLAND COMMONS WINS 2009 PRESTIGIOUS AWARD OF EXCELLENCE
Development is one of 10 outstanding projects honored by Urban Land Institute

PHOENIX / SCOTTSDALE (May 4, 2009) — Kierland Commons was one of 10 developments honored as award winners by the [Urban Land Institute's](#) (ULI) 2009 Awards for Excellence. Winners were announced April 24 at ULI's Spring Council Forum in Atlanta. The awards are widely recognized as the land-use industry's most prestigious recognition program, and this year's winners were selected from a pool of 140 projects located across the Americas.

"Narrowing down a list from 140 influential and diverse developments had to be a very difficult process for the judges, and we are thrilled and honored to be among the 10 award winners," said [Daniel W. "Buzz" Gosnell](#), president of Woodbine Southwest, developer of Kierland Commons. "Kierland Commons has been a tremendous success for us and our partners, and we are hopeful that Kierland can serve as a model for other mixed-use projects nationwide."

Kierland Commons is an upscale Main Street development that incorporates 70 high-end specialty retailers, exquisite dining, entertainment and office space into an urban-inspired neighborhood environment. Located on the border of Scottsdale and Northeast Phoenix, Kierland Commons includes 38 acres, 450,000 square feet of retail/commercial/office space and approximately 160,000 square feet of high-end residential. The retail/commercial/office portion of the development offers a pedestrian-oriented community gathering place, and its residential component, The Plaza Lofts, comprises 84 high-end [Scottsdale lofts](#) that cater to buyers seeking a life/work/play lifestyle.

Kierland's cutting edge site plan rejected the then-ubiquitous suburban shopping center template and instead set a new standard as a vertically integrated mixed-used development. The Kierland design is one that emphasizes the pedestrian environment, reduces dependency on automobiles and promotes connectivity with the surrounding community. Praised for its environmental excellence, the project is a livable community that was designated "Arizona's only lifestyle center" by the International Council of Shopping Centers.

According to Jury Chairman Marilee A. Utter, the 10 award-winning projects illustrate that well-designed, well-built projects can thrive even in dark economic times.

"These are great examples of success that showcase creativity, innovation and long-term thinking," Utter said. "Perhaps now more than ever, the ULI Awards for Excellence program reminds us of the key difference that responsible land-use development can make, in terms of longevity and overall community sustainability."

The 2009 Awards for Excellence are part of the ULI's Awards for Excellence program, established in 1979, which is based on the Institute's guiding principle of recognizing best practice through the awards to promote better land use and development. Awards for Excellence recognize the full development process of a project, not just its architecture or design. The criteria for the awards include leadership, contribution to the community, innovations, public/private partnership, environmental protection and enhancement, response to societal needs and financial viability.

Throughout the program's history, all types of projects have been recognized for their excellence, including office, residential, recreational, urban/mixed-use, Industrial/office park, commercial/retail, new community, rehabilitation, and public projects and programs.

Over the years, the Awards for Excellence program has evolved from recognition of one development in North America to an international competition with multiple winners. The ULI Awards for Excellence: Europe was added in 2004, followed by the ULI Awards for Excellence: Asia Pacific and the Global Awards in 2005. Throughout the program's history, all types of projects have been recognized for their excellence, including office, residential, recreational, urban/mixed-

use, Industrial/office park, commercial/retail, new community, rehabilitation, and public projects and programs.

###

About Woodbine Southwest Corporation

Woodbine Southwest Corporation is a custom developer whose projects are uniquely tailored to suit the needs and style of the surrounding community. The Kierland master-planned development, Woodbine Southwest's flagship project, contains Kierland Commons and [The Plaza Lofts at Kierland Commons](#), the highly acclaimed Main Street-style development on the border of Northeast Phoenix and Scottsdale. Kierland Commons is recognized as a benchmark for mixed-use development across the Southwest, boasting the highest sales per square foot among retail properties in Arizona. For more information, visit www.woodbinesouthwest.com.