

**For immediate release**

**“Village” Reveals Fairview Growth**

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Prominent national retail developer The MGHerring Group recently announced plans for a million-square-foot retail lifestyle center to be named The Village at Fairview, in Collin County’s Town of Fairview. City leaders including Mayor Sim Israeloff believe the announcement reveals a new growth dimension to the town. “Long known for its upscale homes and acre-sized home sites, Fairview is diversifying with a unique 800-acre commercial planned development district (CPDD) ,” said Israeloff. “After much study and land planning, we’ve adopted an aggressive, more urbanized plan for development in our commercial district that will complement the relaxed environment Fairview residents value so highly.” That district is located along the east side of Central Expressway, south of S.H. 121, between Allen and McKinney.

Anchored by Dillard’s, Foley’s and JC Penney, The Village at Fairview will serve the communities of Fairview, Allen, McKinney, Plano, and the surrounding cities of Collin County. “With the commitment from the three major department stores, plus the ideal location, we are excited about this project and the opportunity to bring a unique, open-air lifestyle center to these communities,” said Buddy Herring, president of The MGHerring Group.

The lifestyle center will be the first phase of a 400-acre mixed-use development spanning Fairview and Allen, Texas. The Village at Fairview and The Village at Allen will be separated by Stacy Road, but will be developed as one project. “With a current market population of over 250,000 people expanding to over 300,000 at opening and predicted to continue to grow significantly in the next 10 years, The Village at Fairview and The Village at Allen, both scheduled to open in Fall 2008, will be positioned to become one of the area’s preferred destinations,” said Herring.

Murl Richardson with Richardson Properties represents Sloan Creek, Ltd. in the development of Fairview Center and Fairview Center South. “With our Fairview Center South project being part of the land assemblage that will be home to The Village at Fairview, we are seeing a significant portion of the Town of Fairview’s and our master plan fulfilled,” he said. “We have been focused on securing a significant lifestyle development for our holdings in Fairview for some time, with McRoberts & Company, who is responsible for the marketing of Fairview Center and Fairview Center South, leading the charge.”

Robin McCaffrey of Mesa Design Group, the firm largely responsible for land planning of the Fairview commercial district, said, “Retail has always been the cornerstone of our vision. Fairview residents wanted a true Town Center, where shops, residences, offices, parks, restaurants, entertainment and civic facilities co-exist, and the everyday experience is knitted into the fabric of the town.”

Defined architectural styles expressed through building details, materials, finishes, signage and lighting, accented by paving materials, mature landscape, water features and a variety of generous open space will create a distinct destination for the region.

Promenades, walkways and generous plazas will be included in the open-air lifestyle shopping areas. The town square will encompass a park-like setting with a generous lawn area, seating areas and water features. Several works of art will be part of the project, including bronze sculptures.

For development information regarding the Villages, contact Gar Herring or David Stautz, telephone (972) 448-0200. Leasing information can be obtained by contacting Kenton McKeehan, telephone (972) 448-0222. A Village site plan and photos of a similar MGHerring development, Eastern Shore (in Spanish Fort, Alabama—on the east side of Mobile Bay near Interstate 10, between Mobile and Pensacola, Florida) may be downloaded at this link: [http://www.oldfielddavis.com/Fairview EDC](http://www.oldfielddavis.com/Fairview_EDC)