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## **Safeway to Anchor Mountain Ranch Marketplace at Estrella**

(GOODYEAR, ARIZ.) April 5, 2010 — Kitchell Development and Newland Communities are pleased to announce that Safeway will anchor Mountain Ranch Marketplace at Estrella in a newly constructed 49,343 square foot building. Safeway plans to open its doors for business this fall.

Located at the main entrance of Estrella, a master-planned community on the northwest corner of Estrella Parkway and Elliot Road, the 22-acre shopping center will be the development's first retail center. It will provide 165,000 square feet of grocery, drug, and retail space at full build out. The first phase will contain approximately 109,000 square feet.

The Mountain Ranch Marketplace shopping center is a joint venture between Kitchell Development and Newland Communities. In addition to Safeway, a number of other retailers are locating in Mountain Ranch Marketplace, including Mini-Skool, Chase Bank, Walgreens, Papa John's Pizza, Great Clips, Estrella Family Dentistry, Estrella Homes and Land, SW Ambulance, Oasis Bagels and several others that are in various stages of lease negotiation. Other tenants interested in leasing space should contact Chad Russell of Cowen Commercial at (602) 954-9966, or Randy Titzck at Arizona Land Advisors at (480) 874-4327.

"We are very excited about Safeway committing to our site, and know that the residents will be as well, because they can do their grocery shopping at Safeway, now seven miles closer to home, if they choose to," said Chad Schubert, director of development for Kitchell. "Mountain Ranch Marketplace is one of the few grocery/drugstore-anchored neighborhood shopping centers that will open in metropolitan Phoenix during 2010. This is a testimony to the high quality of the real estate and, in particular, Estrella, as one of the top master-planned communities in Arizona."

The shopping center is designed in the cottage-bungalow architectural style, characterized by low-pitched gabled roofs, rectangular composition and deep overhanging eaves. Signature elements include overlapping trellises, brick and stone accents, tapered columns, and open roof

overhangs with exposed rafter tails and outriggers. Rick Butler at Butler Design Group is the lead architect.

The shopping center is among Arizona's first grocery/drugstore-anchored neighborhood shopping centers that is being LEED certified (Leadership in Energy and Environmental Design), according to Rob Schramm, design and construction manager for Kitchell. Among the many sustainable elements incorporated into the design are high-efficiency HVAC units; low-flow water fixtures and low-water-use landscaping; paints and adhesives with low levels of volatile organic compounds (VOCs); stormwater quality control; highly reflective roofing materials to reduce the urban-heat-island effect; and light-pollution-reduction measures. In addition, the project incorporates wood certified by the Forest Stewardship Council as coming from well-managed forests. Eighty-seven percent of the construction debris was recycled.

"Newland has aggressively pursued commercial opportunities over the past few years, and we are confident that Mountain Ranch Marketplace will bring outstanding new retail amenities to the community of Estrella," said Greg Bielli, president of Newland Communities' western region. "The Kitchell/Newland venture is delivering on our commitment to provide needed retail services to our residents and we look forward to the grand opening of Safeway."

"Safeway is proud of our partnership with Kitchell and Newland Communities in the development of this project, and we are thrilled to work with them and to be a part of the Estrella Community," said Dan Valenzuela, the Phoenix division president for Safeway. "We are happy to be joining a wonderful community and will offer the service, quality, and value that are synonymous with the Safeway brand. We are committed to providing our Estrella customers a convenient, more affordable one-stop shopping experience. This is part of our promise to them in today's tough economic times and beyond."

Other project team members include: Midfirst Bank (lender), Kitchell Contractors (mass grading), Arthur Porter Construction (construction of Safeway), Double AA Builders, Ltd. (site surface improvements, construction of Mini-Skool and other shops), Rummell Construction, Inc. (earthwork), Arizona Land Advisors and Cowen Commercial (leasing agents).

***Safeway Inc.*** is one of the largest food and drug retailers in North America. As of January 2, 2010, the company operated 1,725 stores in the Western, Southwestern, Rocky Mountain, Midwestern and Mid-Atlantic regions of the United States and in Western Canada. In support of its stores, Safeway has an extensive network of distribution, manufacturing and food processing facilities.

**Kitchell** is a diversified firm focused on real estate development, general contracting and construction management. Kitchell has offices in Phoenix, Arizona, and in Sacramento, Carlsbad, Fresno, Ontario, San Jose and Santa Barbara, California. Kitchell Corporation also owns American Refrigeration Supplies, a wholesale distributor of air-conditioning and refrigeration parts, supplies and equipment, with 31 branches in six states. Learn more about Kitchell at [www.kitchell.com](http://www.kitchell.com).

**Newland Communities** is a privately owned company that creates residential and urban mixed-use communities from coast to coast. With expertise in creating a special sense of community, they bring to life the unique history, culture and traditions of the land they develop. They believe it is their responsibility to create enduring, healthier communities so people may live life in ways that matter most to them. Newland currently has nearly 40 communities underway in 14 states. Information on Newland Communities can be found on their Web site at [www.newlandcommunities.com](http://www.newlandcommunities.com).

**Estrella by Newland Communities**, located approximately 17 miles from downtown Phoenix on Estrella Parkway in Goodyear, provides a lakeside mountain oasis nestled in the Sierra Estrella Mountains in the Sonoran Desert Valley. Estrella currently offers more than 500 acres of parks and open space including 72 acres of lakes for boating and fishing, the Starpointe Residents Club, hiking trails, basketball, volleyball and tennis courts. Estrella is also home to a Nicklaus-design championship golf course. Estrella's sense of seclusion is enhanced by the adjacent 19,840-acre Estrella Mountain Regional Park. The land use plan for Estrella calls for approximately 50,000 homes, about 1,600 acres of commercial and a build-out of approximately 25 years (approximately 2032). For more information, please visit [www.estrella.com](http://www.estrella.com).

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