

Media Contact: Teri Citterman
206-624-5757
t.citterman@randallpr.com

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MJR Development Announces Plan to Develop Wine-Themed “Woodinville Village”

WOODINVILLE, Wash. -- (August 16, 2004) – Partners Mike Raskin and Mike McClure of MJR Development announced today the detailed development plans for an innovative mixed-use project in the heart of Woodinville’s Tourist District. The richly-conceptualized plan, to be called Woodinville Village, will blend residential living with retail shops, art galleries, restaurants and wine-tasting rooms as well as winery production facilities, parks and plazas.

“Our goal is to build a vibrant, pedestrian-friendly village, much like Whistler Village in British Columbia, but based on a wine-related theme,” said McClure.

The 18.3-acre project, at the intersection of SR-202 and NE 145th Street, is one of the larger developments this area has seen and one of the first in Washington to combine production wineries, retail, commercial and residential uses. Groundbreaking is planned for early 2005; completion is expected by January 2006.

“We’re borrowing elements from European-style promenades, like the winding streets, artful plazas and landscaped parks and gardens,” said Bob Tiscareno of Tiscareno Associates, the lead architect for the project. “Urban space combined with open space knits together a variety of experiences for people to share.”

In addition to its own open green spaces, Woodinville Village will have access to the Sammamish River Trail and adjacent recreational parks and fields. The site plan incorporates view corridors to the agricultural Sammamish Valley to the west and Mount Rainier to the south.

“Incorporating the residential component is key to creating a strong vitality and economically vibrant community,” said McClure. “For Woodinville Village to maximize its potential, it will need the support of the area residents and the more than 400,000 visitors that tour the region annually.”

MJR Development will present plans at a public hearing in September. The Woodinville City Council will vote in the fourth quarter to amend the zoning code in the Woodinville Tourist District to allow for a mixed-use residential development.

The wine-themed project encompasses production facilities and tasting rooms for at least five wineries. This would add to Woodinville's growing stature as a center for wine in western Washington. Boutique retail shopping, day spas and art galleries would be complemented with traditional uses such as drugstores and grocers.

"We are creating a Town Square 'sense of place' for the community based on an intimate shopping experience which will include specialty retailers that emulate a traditional small-town center for area residents and tourists alike," said Arthur Rubinfeld, a principal in the project and founder of the Seattle-based retail advisory firm, AIRVISION.

The Woodinville Tourist District's master plan calls for development in the Tourist Business District to blend in with existing developments and to maintain a Northwest Woodland Character. Buildings in Woodinville Village would be two to four stories, and provide ample parking both above and below ground.

"Woodinville Village is poised to be a signature gateway to the city of Woodinville, which is branding itself as home to Woodinville Wine Country," said McClure. For more information and site plans on Woodinville Village, go to www.woodinvillevillage.com.

Founded in 1991, MJR Development has developed numerous commercial and residential developments in Washington State. Some of the high-profile projects include: Tiara de Lago, a luxury condominium project in downtown Kirkland, and Creekside Plaza, a Class A office development in Lynnwood. For details on additional projects, visit www.mjrdevelopment.com.

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Media Contact: Teri Citterman
206-624-5757
t.citterman@randallpr.com

Source: Mike McClure, MJR Development
425-822-4466
mikem@mjrdevelopment.com