



The Shape of Things to Come

Press Release

Strawberry Village Recognized at Awards Ceremony...

Strawberry Village Wins Award!

Best Retail Project of 2006!

Mill Valley, California – Strawberry Village Shopping Center was awarded the Best Retail Project of 2006 in the North Bay in the retail category on December 7, 2006. The inaugural awards event, held at the Petaluma Sheraton, recognized commercial projects in outstanding construction completed in 2006 in several categories: retail, medical, office condo, industrial, winery, office, hotel and mixed-use. Jan Harder, Senior Manager for the shopping center's developer and mall manager, Shelter Bay Retail Group, accepted the retail award on behalf of owners and asset managers, LaSalle Investment Management, Chicago.

The well-deserved honor was awarded to Strawberry Village based on nominations and votes from a pool of commercial realtors, brokers, architects and peers whose criteria included overall appearance, architecture, great success and impact on the local area.

The \$20 million renovation, completed in March of 2006, increased the shopping center's square footage from 154,000 to 175,000 and boasts 95 percent occupancy. The center's notable features include an upscale Safeway grocery store, four other new retail buildings with five work-force housing units, and a plaza. The project required extensive demolition and temporary shuffling of tenants as anchor tenant, Safeway, increased its square footage from 32,000 to 45,000 to accommodate the chain's new upscale "lifestyle" format. The new buildings compliment the old architecture with first growth redwood timbers salvaged from the original structure, and re-introduced as eaves, beams and rustic window accents. A new "Main Street", the *Via Fragola*, connects both the adjacent neighborhood and the frontage road to a central plaza, *Piazza*

Centrale, the heart of the village. With high, open beam redwood ceilings and charming cottage storefronts, the award winning Strawberry Village offers a beautiful location to socialize, shop and dine in the Tuscan-inspired landscaping and architecture.

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STRAWBERRY
VILLAGE

Redwood Hwy Frontage Rd.
101 Freeway • Mill Valley, CA

