

FOR IMMEDIATE RELEASE:

CONTACT:

Kevin Morrow

319-631-3280

kevin@thepeninsulaneighborhood.com



Iowa City Developers Work Together to Promote Foster Road Neighborhoods

Iowa City, Iowa, July 24, 2006 – In an unprecedented demonstration of cooperation, several Iowa City area developers and realtors are working together to promote the many new neighborhoods that are currently underway along Foster Road on Iowa City's north side. They are calling the area, which encompasses the peninsula area across the Iowa River from City Park and Manville Heights, "Foster Crossing."

The Foster Crossing developers and realtors are introducing their vision tomorrow in an event for area Realtors and Bankers and are planning future events for the general public. The developments underway in Foster Crossing include: Idyllwild Town Homes, Mackinaw Village, Elk Run, Oakmont Estates and The Peninsula Neighborhood. Additionally, there are many established homes in the area.

"We want to bring a sense of unity to what we feel is one of the most exciting areas being developed in town," says Gwen Johnson of Lepic-Kroeger Realtors. "Much like the Northside Neighborhood or Goosetown has their own identity, the Foster Crossing area is a true neighborhood with a lot to offer – we would eventually like to have distinctive signage on our street signs, similar to those seen in other recognized Iowa City neighborhoods."

The amenities in the area are numerous. In addition to the long-established Elks Golf Club and Parkview Evangelical Church, there's the newly opened Dog Park, the pedestrian bridge over the Iowa River to Coralville, an upcoming disc golf course, a network of bike trails, and acres of protected land. The location, off of Dubuque Street, between Downtown Iowa City and I-80 provides easy access to shopping, work, or just about anywhere in the corridor.

Tom Bender, who is building Elk Run, a 24 unit condominium project in Foster Crossing, comments: "We got together some time ago and realized that, between all of our projects, we have something to suit just about anyone's needs who is looking to buy a home. Instead of competing, we should be cooperating to create the vibrant area we all envision!"

Alan Swanson, a realtor with Blank & McCune explains that vision: "Ultimately, what makes a neighborhood is not the buildings, but the people who love living there. This is the feeling we want to promote. Even our logo – a boy with a fishing pole and his dog enjoying the natural beauty of the river and the open space- suggests a lifestyle. Anyone who has spent time in this area knows this concept is not too farfetched – it's happening already."

The Foster Crossing developers include: B & H Builders, Regency Homes, Tom Bender, Gary Frakes Construction and The Peninsula Development Company, and realtors from Blank & McCune, Lepic-Kroeger and The Mottinger Group.

- END -