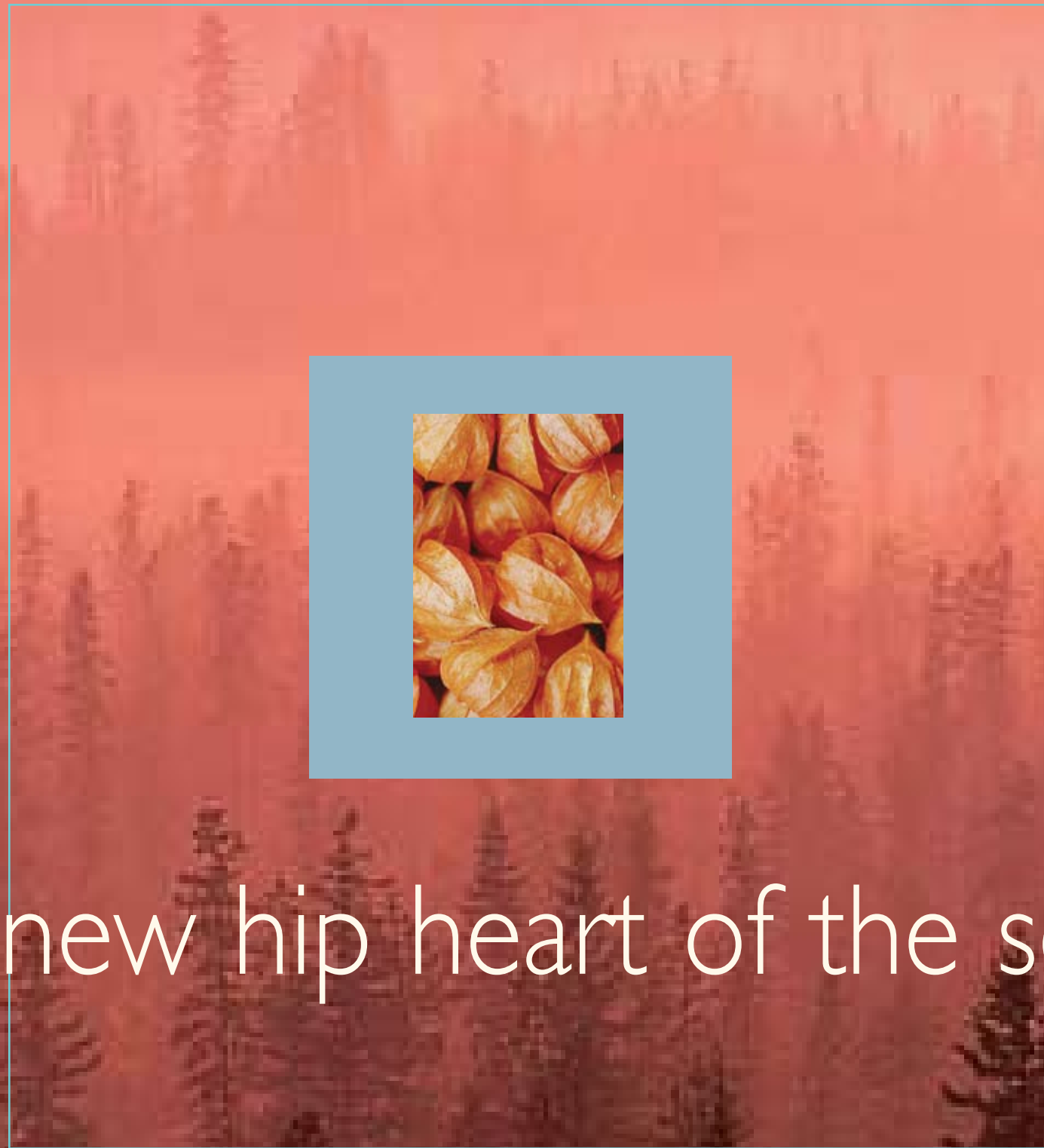


NEWBURY



t h e n e w h i p h e a r t o f t h e s o u t h h i l l s



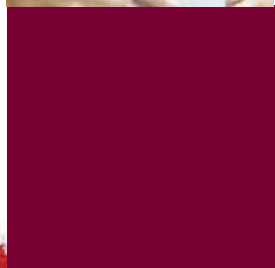
the new hip heart of the south hills

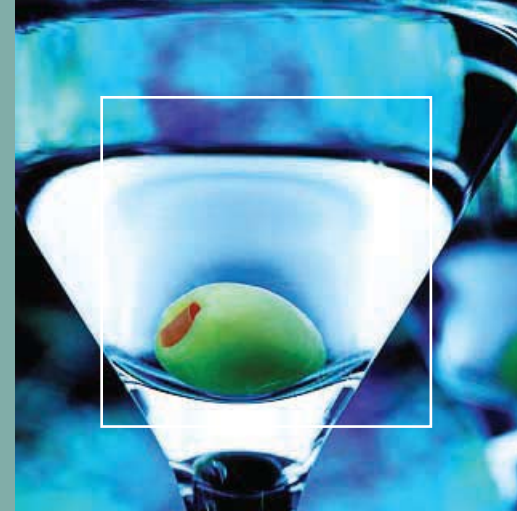


PITTSBURGH, history laden and solidly planted, has long been the quintessential American city - with a backbone of steel and a lock on tradition, family and unswerving loyalty.

Today there's a new pulse running through the metro area. A heartbeat that's gone from thready to electric - pulling native sons and daughters back from their world travels. Attracting a class of cultural creatives and business and scientific elite who crave the new, the eclectic, and the different but not at the expense of comfort, charm and authenticity.

And now they have a place to call their own. A place that gets it. A place that draws them to the South Hills, to South Fayette County. Effortlessly cool, intriguingly chic, endlessly engaging, that place is Newbury and Newbury Market. The new hip heart of the South Hills.





irresistable. magnetic.



Sassier days. **SPICIER NIGHTS.** Shopping that satisfies your craving to be on the “in” side of fashion, beauty, and home decor - whether you buy anything or not. Restaurants and eateries that run the gamut from “the place to see and be seen” to “this is my very favorite place in the whole world Mom!”

Newbury Market is always an experience but never the same – a charming, walk-about, spend-the-day kind of marketplace that satisfies your yearning for something a bit more sophisticated, a touch tastier, a smidge more worldly. There's an aesthetic, an aura here that always makes for an engaging adventure you can't help but recount to family and friends.

Of all the places in Pittsburgh, Newbury Market is the one where you get that special buzz that says you're in the know and you want to know more. Which means, of course, you'll never be able to get enough.

the landmark retail destination people can't get enough of.



trend-setting



high performance homes.

a demonstrably better way to live.



Beyond the wonderful, livable home designs, besides the grace and balance of great architecture, your home in Newbury will be guild upon principles gentler with the earth and more people-centered than any you'll find in older neighborhoods. In fact, Newbury will put Pittsburgh on the regional and national map as a benchmark for fully integrated solar living with beautiful, ultra-comfortable **home designs that deliver a proven 75% savings in energy costs.** Whether or not you choose a solar home, in Newbury you'll be living in a way and in a place that people will be talking about, and dare we say, admiring, for generations to come.

As a true community, built around communal green spaces and connected to all the pleasures and practicalities of Newbury Market, Newbury will never be mistaken for a mere "subdivision." A sparkling state-of-the-art grocery and all the conveniences and services you might requires will be right down the hill from your wide sidewalks and tree-lined streets in the most enviable shopping and dining destination in the South Hills and beyond. Access to Pittsburgh is fast and easy via both north/south and east/west major roadways. South Fayette schools are impressive to behold and gaining on the number one rated in the state.

NEWBURY. From your home to your neighborhood to amazing schools and your easy comment, "Wow, this really is different," will just come naturally. Closely followed by "But it's got that good old-fashioned coziness we've been missing."





new life for the land.



new life for the south hills.

The land that will be Newbury Market shares a proud past with many generations of Pittsburgh's working families. From the 1920s to the late 1960s, a resins and coating plant employed more than 3,500 people on this site. Working mines dotted the hillsides. Farmland stretched beyond. Today massive local, state and federal remediation efforts are bringing this land back to life and into a new era of usefulness that will serve its citizens well into the next millennium.

At Newbury Market timeless artistic elements of the land's rural and industrial pas will now lend character and tradition to an irresistibly modern retail and social destination - a destination green and sustainable in design and globally chic in spirit. Newbury Market will become what the South Hills has, until now, been lacking. A true center. **A STRONG AND VIBRANT HEART.**

smart

identity

a r t i s t i c . e x p r e s s i v e . m o d e r n



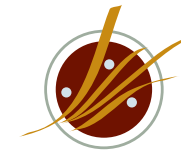
s y m b o l i c . r e p r e s e n t a t i o n a l .



NEWBURY MARKET



NEWBURY



NEWBURY



NEWBURY
MARKET

t r a d i t i o n a l .

NEWBURY. *Market*

Newbury

NEWBURY  MARKET

NEWBURY

NEWBURY

palette.

