



NEWS RELEASE

Contact:

Brett Marcy
717-237-5316
bmarcy@apollo-pr.com

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Pleasants Development Asks Public to Vote on Name for Mount Airy Mixed-Use Development Project

MOUNT AIRY, Md. — Pleasants Development has a plan to bring Mount Airy's small-town vision for a mixed-use development to life, but it doesn't have a name for the project – yet.

Pleasants Development is asking local residents to make the final call on what the name should be for the development planned for a 91-acre tract of land in the Town of Mount Airy.

"We know how important this project is to the residents of Mount Airy, and we value their input and feedback," said Pleasants Development Vice President Clark Wagner. "As we look forward to meeting and talking with residents about our plans over the next several months, we also need their help on one of the most important aspects of the project – its name."

The company is asking residents to vote for the winning name among five finalists. The following is a list of the finalist names, along with the rationale for why each could be appropriate for the project:

- **Brooksted** – This name is a subtle nod to the owners of the property, the Beck family, which has been part of the fabric of Mount Airy for more than a century. Beck is an old English term for brook or stream, and "sted" means place. Brooksted brings both together to mean "Beck Place."
- **Colliston** – This name uses Latin terms that mean "Mountain Farm" drawing from the "Mount" in Mt. Airy and the "farm" in the Beck Farm.
- **Ebberton** – This name pays homage to Ebbert Lindsay "Pat" Beck, who owned the property for nearly four decades, literally meaning "Ebbert's Farm."
- **Kendal Crossing** – This name references the acres of Kendal green forests that will be preserved as part of the development, as well as the property's planned creation of a new connection of Center Street to Route 27/Ridge Road.
- **Mount Airy Crossing** – This name is both a reference to the area's history as a thriving railroad station along the old B&O Railroad, as well as the project's planned extension of Center Street "crossing" over Route 27/Ridge Road – literally helping to connect Route 27 to downtown.

"This project is about Mount Airy's future, but it's also important to respect the town's rich history," Wagner said regarding the name finalists. "We are committed to collaboratively working with the town and local residents to prepare a plan that helps Mount Airy grow thoughtfully and responsibly while still retaining the small-town charm that makes this such a wonderful place to live, work and play. A project name should reflect that important balance."

Members of the public can vote online at www.pleasants-development.com/mount-airy-project. Voting will close at 5 p.m. Friday, April 21. The winning name will be unveiled later this spring.

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