



## NEWS RELEASE

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### Mercantile Street at town center

By [Rhonda Moore](#)

The Castle Rock-based White Construction Group broke ground to begin construction on Mercantile Street at The Meadows. The development is the first part of what Meadows developer Castle Rock Development Co. calls town center, a mix of retail and residential development designed with Main Street America in mind. It is also the first mixed-use development in Castle Rock outside of the downtown region, said Jason Reynolds, project manager, Castle Rock development services. Mercantile Street will be town center's main street and the first three buildings should be out of the ground by July 2009, said Matt Call, broker, Edge Commercial Properties.

White Construction Group is developing the first of the commercial portion at town center, three buildings with a total of 40,000 square feet of retail and office space, Call said. Early discussions with a range of tenants hint at the possibility of professional service and medical offices on the second floors, with flower, coffee, clothing and wine shops in the first floor retail portion. Visitors to Mercantile Street also could expect to see a dry cleaner, restaurants, bookstore, salons and a spa and fitness center. Mercantile Street will be town center's "main street" and, if the development turns out as planned, will offer all of the hustle and bustle of main streets of old, Call said. Mercantile will connect with Ambrosia Street, which is the main access to the development from Meadows Parkway and Meadows Boulevard. The project marks Castle Rock's first effort at mixing commercial development with residential development in a manner designed to create a stand-alone town center. Unlike other areas of town where commercial development is coincidentally adjacent to residential development, the mixed use at town center is entirely intentional, Reynolds said. "Here in development services we're thrilled to see this," Reynolds said. "Our hope is those buildings are going to spur additional development around that area." Tim White, owner of White Construction Group, is aware that the project can set the tone for other mixed use projects for years to come. With an entire development designed around a main street theme, White expects construction to begin in November. Weather permitting, tenants should be opening their doors by the end of summer 2009, he said. Mercantile Street will offer the first taste of the

Community Relations Division  
100 N. Wilcox St. ~ Castle Rock, CO 80104

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pedestrian-friendly, community oriented atmosphere that is the central design element of town center." We want people to feel it's a place to congregate and see friends and neighbors. Obviously we're real excited about it," White said. "Being the first ones to develop concepts inside a town center in a substantial community is very, very exciting. It's crucial we get it right and it be done right because we assume there will be other activity stimulated by what we do." For more information about Mercantile Street, visit the Web site at [www.edgecommercialproperties.com](http://www.edgecommercialproperties.com) and follow the link to Properties, Mercantile project.