



Contact:

Anna Duggan
COHN for Downtown Superior
303-839-1415 x143
anna@cohnmarketing.com

FOR IMMEDIATE RELEASE

LONG-AWAITED DOWNTOWN SUPERIOR DEVELOPMENT GAINS MOMENTUM

Mixed-use destination brings housing inventory to Boulder County and complements area's award-winning small town, local vibe

July 17, 2017 – SUPERIOR, COLO. – Superior was recently ranked the No. 1 [Best Suburb to Live in Colorado](#) by Niche. There are now even more options for those wanting to live and play in the Best Suburb and it's called Downtown Superior. The new 157-acre mixed-use community located in Boulder County at McClaslin and U.S. Highway 36 has a lot to offer residents and visitors with a walkable vibrant community core, available homes in one of the hottest markets in the country, the Sports Stable, a state of the art indoor recreation facility, 42 acres of outdoor recreation and open space, boutique hotels, chef concept restaurants, unique retail shopping and year round activities.

Led by developer Ranch Capital LLC, Downtown Superior will offer up to 1,400 residential units, 817,600 square feet of commercial office and retail space, and up to 500 hotel rooms at completion.

“We’re seeing business expansion and population boom in the Louisville and Boulder County region and that has fed the need for varied real estate options,” said Bill Jencks, vice president of real estate for Ranch Capital. “We’re thrilled to be working with this strong group of homebuilders and partner developers who are answering that demand. It’s been exhilarating to see this destination come to life one day at a time.”

New homes are currently under construction and available for purchase. Offerings consist of townhomes and single family detached, all varying in size and price point starting from the mid 400’s. The three locally-based home developers, Remington Homes, Wonderland Homes and Thrive Home Builders, each have their own flair and offerings. There is high demand for the homes in this community, homes are being sold six to twelve months ahead of completion.

While the destination is a work in progress some aspects of the community are currently open for use. The 150,000 square foot Sport Stable, formerly Boulder Valley Ice and Indoor Sports, is complete and already a hub of activity for hockey and other athletic events. The Sport Stable features two NHL-size sheets of ice, a turf field for soccer and lacrosse, courts for volleyball and basketball as well as indoor golf simulators. Athletes and parents alike can fill up at Aspen-based Brunelleschi’s, an Italian restaurant overlooking the ice and turf, or enjoy something warm at the two-story coffee shop aptly named Sticks Coffee.

“We already feel fully engrained in the community and have welcomed families and sports enthusiasts enjoying the athletic and training facilities, tournaments and summer camps,” said Sam Blass, sales and marketing manager for RoughRider Sport Club at the Sport Stable, “It’s a

fun and safe environment for people of all ages. Whether you are part of a team or league, or stopping by to try something new, there's something for everyone.”

A perfect complement to the bustling Sport Stable facility, will be The Element, inspired by Westin, a four-story, 121-room hotel. It will be situated just adjacent to the Sport Stable and will include a fitness center and outdoor pool. The Downtown Superior project is approved for up to 500 hotel rooms which leaves space for additional hotels next door to the Element Hotel and also in the core of Downtown Superior.

Also adjacent to the Sport Stable is the \$18.5 million, 60,000 square foot medical office component of the project, Superior Medical Center, that broke ground in May 2017. Once finished it will provide a four-story, 229 space parking structure that connects to the medical office building via a pedestrian bridge. The building is 50 percent leased, with confirmed tenants to include Boulder Community Health (BCH), Touchstone Imaging and Cornerstone Orthopedics & Sports Medicine. The developers of the project, Pacific Medical Buildings (PMB) and Sawtooth Development Group LLC project its completion by early 2018.

Located at twenty minutes from Denver and ten minutes from Boulder at the U.S. 36 and McCaslin exit, Downtown Superior will be continually evolving to bring the best possible retail, hospitality and dining options to the community.

About Downtown Superior

Downtown Superior blends a variety of residential home styles, flexible working spaces, diverse retail and dining, entertainment in every direction, ample open space, and attractive lodging. All of this within a conveniently walkable community paired with close proximity to RTD transit and accessibility to DIA, Boulder County and Denver along U.S. 36.

For more information on the Downtown Superior project, including retail and office leasing opportunities visit <http://downtownsuperior.com/>.

About Ranch Capital

Ranch Capital, LLC is a San Diego-based private equity firm founded in October 2002 that specializes in unique investment opportunities that represent significant growth opportunities, or are undervalued, out of favor, or in need of financial or operational restructuring. Founders, Lawrence S. Hershfield and Randall L. Jenson, possess more than 50 years of relevant senior management experience in leading, managing, operating, improving and investing in companies.

Since its inception, Ranch and its partners have committed approximately \$2 billion, including significant investments in companies or assets in Financial Services, Energy, Mining, Transportation and Real Estate. Ranch Capital also invests in real estate entitlement and development projects. Current real estate projects include Downtown Superior, The Mill at Broadway in Sacramento and Lilac Hills Ranch in San Diego.

In total, investments to date have ranged in size from \$2 to over \$500 million. To learn more visit <http://www.ranchcapital.com/>.

###