



chroma

a new shade of town home

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VIBRANT URBAN LIVING

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FOR IMMEDIATE RELEASE**

CHROMA TOWN HOMES COMPLETES \$50 MILLION DEVELOPMENT IN THE HEART OF THE BALLPARK NEIGHBORHOOD

DENVER, CO — St. Charles Town Co. is set to unveil Chroma, a new residential town house project in the Ballpark Neighborhood. The public will get its first look during the grand opening weekend on October 6th & 7th from 12-3pm at Chroma's new on-site sales center at 25th & Larimer streets. Perry & Co., long-time Denver real estate brokers, will be managing the marketing and sales.

Chroma is the third and final phase of an ambitious \$50M redevelopment of the former Benjamin Moore & Co. Paint Factory near Coors Field. The project features 23 architecturally expressive town homes that allude to the site's history as an industrial paint factory by using a number of colored window glazings, which were hand selected and arranged by a professional colorist. "The tasteful use of color is something to behold. It is both eye-catching and timeless," said Charlie Woolley, President of St. Charles Town Co. The architecture references the work of modernists such as Richard Neutra by featuring simple and sleek massing, highly efficient floorplans, connectivity between the indoor and outdoor spaces, and the use of natural light.

The new town homes will be constructed amongst three existing brick factory buildings that date back to early 20th century, including a dramatic 40' tall varnish flue. Two of the existing buildings are already slated to become the future homes of well-known contemporary art galleries.

The innovative Chroma town homes will range from 1,597 - 1,722 square feet with adaptable live-work spaces. Each unit will feature spectacular skyline views from balconies and rooftop decks. Pre-construction pricing will start at \$575,000. Initial Chroma buyers will receive an indoor/outdoor fireplace upgrade as an incentive. Each 3-level town home features 2 bedrooms + flex space, 2.5 bathrooms, a 2-car attached garage, and multiple private outdoor areas. Construction is scheduled to begin during the fall of 2007.

"The Ballpark Neighborhood has proximity to all that downtown and LoDo has to offer without some of the congestion, parking and noise issues," said Susan Mathews, Broker Associate with Perry & Co. "We think buyers looking for more livable space with natural light, parking and outdoor decks will find Chroma town homes the perfect alternative to loft living."

Susan Mathews and Dagley Arnold from Perry & Co. Real Estate Professionals are the listing agents for the project and can be reached at (303) 399-7777. For the launch weekend of October 6th Chroma's sales office will be open Saturday & Sunday from 12-3pm. Additional information is available at www.chromadenver.com

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