

## 1890 Ranch brings retail, movies and tax revenue

By Rachel Youens

"In Cedar Park, there is absolutely no equivalent to 1890 Ranch," says Phil Brewer, economic development director, who helped guide the city's newest shopping center into its spot along 183A Toll. When it opens in October, 1890 Ranch promises to bring Cedar Park not only more shopping and its first movie theater, but additional tax revenue and a sense of place.

**Built on land owned by the Carssow family since 1970, 1890 Ranch will become Cedar Park's largest retail development covering 900,000 sq. ft. Construction began on the project last October, and the developer, Endeavor Real Estate Group, expects to open phase one by Oct. 15.**

"With the huge amount of Leander and Cedar Park growth, the area was ripe and needed to have a retail influx," said Endeavor Principal Will Majors. "We are certainly an Austin-based company, but as Austin continues to grow we're going to have to increase our scope."

Endeavor owned a tract of land on the north side of FM 1431 and had optioned land on the south side, but eventually let the option fall to the wayside, according to Brewer. When the Cedar Park Regional Medical Center became a reality, Brewer re-initiated contact with Endeavor officials, encouraging them to take a second look at Cedar Park.

"I opened a dialogue through the Economic Development Corporation that set off a sequence of events that ended up with Endeavor putting land under contract and doing the studies that showed it would be a successful spot for a retail center," Brewer said.

**The Economic Development Corporation estimates that 1890 Ranch will bring in an excess of 1,000 jobs, and \$10 to \$20 million into the community annually.**

"Really we're just following the growth along the new toll road system," Majors said. "It's very similar to what you see in the Dallas North Tollway; there's been a huge influx of growth following the Tollway from Dallas to Frisco."

1890 Ranch's first phase will be filled with large anchor stores and restaurants, Majors said, which have been trying to break into this fruitful market. Some of the confirmed tenants include PetSmart, Super Target and Circuit City. Two other phases will be added later, with phase two expected to be finished by summer 2008, he said.

**Besides serving hungry shoppers, 1890 Ranch's restaurants will do double duty, serving a lunch crowd from the nearby Cedar Park Regional Medical Center. The medical center is expected to open shortly after 1890 Ranch in January 2008 and will create an estimated 500 jobs in the community, according to hospital partners.**

The medical center has also factored into the design of 1890 Ranch's third phase. Preliminary plans for the buildings on the northeast side, closest to the hospital, include offices with possible retail space above.

"We're still figuring out what we're going to do with phase three," Majors said. "We're trying to determine whether they will be best used for medical offices, medical condos or multifamily residential. We're talking to companies more specialized in the medical office field because it's not something Endeavor has typically done."

Brewer sees the future of healthcare-related space as a necessity in the area.

"A number of developers are already looking at medical office buildings, and some are already developing next door. There will be a need, and I think we'll see additional medical office space in this area whether it's in 1890 Ranch or not."

Another important element of 1890 Ranch for both Endeavor and the City of Cedar Park was to create a sense of place. 1890 Ranch's 45,000 sq. ft. of restaurants will line a boulevard, designed to be a "lifestyle area" with sidewalk cafés leading up to the 12-screen Cinemark theater.

"We picture it as a place kids will be running around playing, and people will visit just for fun," Majors said.

**Courtesy of JB Goodwin**

# 1890 Ranch

Ground broke on 1890 Ranch in October 2006, and phase one is expected to be complete by Oct. 15. The total development covers 900,000 sq. ft. and will feature restaurants, retail and possible office space.

- Phase 1
- Phase 2
- Phase 3

## Confirmed stores

- A** Super Target
- B** Office Max
- C** PetSmart
- D** Circuit City
- E** Ross
- F** Chick-fil-A
- G** Wachovia
- H** Gold's Gym
- I** Starbucks
- J** Massage Envy
- K** Cinemark Theater

Mattress Firm  
 FedEx Kinko's  
 Great Haircuts  
 GNC  
 Claire's  
 Which Wich?  
 Hayashi Steak and Sushi  
 Willy O's Burgers  
 Rosie's Pho  
 Rodino's Pizza  
 Mattresses Etc.



A view down the main boulevard looking toward the Cinemark theater



The sign welcoming shoppers to 1890 Ranch



A rendering of the entrance to Target

