

## **JACKSON ROW DEVELOPMENT TO ANCHOR DOWNTOWN OXFORD**

*Multi-use Commercial Property to include Apartments, Retail and More*

(OXFORD, Miss.) – Downtown Oxford will soon be home to Jackson Row, a multi-use commercial property that will include upscale apartments, restaurants, retail space and a fitness center all within walking distance of both the Oxford Square and the Ole Miss campus. Developer Will Ashley has received approval from the Oxford Planning Commission to begin construction on the 75,650 square foot property that will occupy 500 feet of Jackson Avenue and form the corner lot at Jackson Avenue and Sixth Street.

“The vision for Jackson Row is to create a high-end residential complex and commercial space that, at its prime location, will serve as an anchor for the heart of downtown Oxford,” said Will Ashley. “This busy and highly-traveled corridor is the gateway to our downtown, and Jackson Row will make the area more relevant and integrated into the daily lives of Oxford citizens.”

Jackson Row will be one of the largest private employers in the downtown area, creating over 50 jobs in downtown Oxford within the first 45 days following construction completion. The property will also indirectly create 50-100 permanent jobs through the high-end storefronts and 10-20 additional jobs in the proposed state-of-the-art professional office suite. The 80 new, upscale apartments will also increase the population of downtown Oxford by nearly 200 residents.

“Jackson Row and its 11 mixed-use buildings will create a large, multi-faceted new business in the core of Oxford,” said Ashley. “This property will not only generate over 100 new jobs and millions of new tax dollars for the city of Oxford, but it will help beautify the area and add value to all properties in its immediate vicinity.”

The architectural design of the property will mimic the appearance of a natural downtown landscape, with each building having a different façade. A 240-vehicle parking system will be constructed under the property to house tenant vehicles, leaving the street level to foot traffic and storefronts and maintaining the attractiveness of the property.

“In a city that requires driving to most destinations, the parking system at Jackson Row coupled with its proximity to the Oxford Square and Ole Miss campus will encourage patrons and tenants to walk, rather than drive,” said Ashley.

Upon completion, Jackson Row will be one of the “greenest” privately-developed, mixed-use projects in Mississippi. A clean electricity system using over 10,000 square feet of motorized solar panels and over 100 rooftop wind turbines will create nearly 250,000 watts of electricity. A geothermal power system beneath the buildings will be used to power the air conditioning, heating and hot water systems, reducing the total amount of electricity needed to operate the building by up to 50 percent. Jackson Row will also have a large-scale rainwater recycling system to collect and store over 90 percent of rooftop rainfall.

FOR IMMEDIATE RELEASE

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"We are being as environmentally conscious as possible with the construction and design of Jackson Row so that we can be a positive addition to the community and reduce our impact on the environment and local utility systems," said Ashley.

Construction on Jackson Row will begin in Spring 2013 and should be completed within 18-24 months.

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