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Zocalo offers competition to 'solve retail puzzle'



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Zocalo Community Development Inc. wants a business with a great idea to help “solve the retail puzzle” at the company’s newest development, 2020 Lawrence.

The Denver developer [known for doing things differently](#) is offering more than an attractive introductory lease rate, as many building owners do to lure retailers.

“It’s almost like getting Zocalo as a business partner,” said [David Zucker](#), Zocalo’s development manager. “What makes a great development is help putting someone else in business along with us.”

The new retailer — which could offer a service, food or other product — must help the 10-story, 231-apartment building’s owners in “creating something unique and a place central to the community,” Zucker said.

And not just the building community, but also to the Arapahoe Square/Ballpark neighborhoods.

“It should be a great asset for the vertical community and the horizontal community,” Zucker said.

Zocalo is known for developing sustainable buildings, including Solera, an 11-story, 120-unit complex at 1956 Lawrence St., and the under-construction Cadence, a 219-apartment, 13-story complex at 17th and Chestnut streets. Its also submitted plans with Denver and got a zoning change paving the way for another apartment building at East 1st Avenue and Steele Street in Cherry Creek.

The 2020 deal wouldn’t necessarily involve the new business being a formal business partner with Zocalo, but allow someone to get access to the company’s resources and contacts. Zocalo

is offering to pay build-out costs for the 3,500-foot-space and to subsidize the lease.

The new retailer would go next to the building's new restaurant, called "Lower 48." It's described by broker [Marc Feder](#), of Feder Commercial Realty Advisors of Denver, as "a contemporary American restaurant that gets regional inspiration from the lower 48 states." It will be operated by [Mario Nocifera](#) and [Alex Figura](#) and is scheduled to open in November.

Zucker described Zocalo's lofty goals of building "a community with greater fabric and texture" and providing something with "a sense of the authentic."

"We're looking for a newer business that needs a break, or one that's looking to expand downtown," Feder said. "We're willing to take a risk on the right group and the right concept."

Plans for the final retail space at 2020 include a "24-hour access, 2,200 square foot Union co-working environment focused around community, collaboration, and camaraderie," according to Feder.

To submit an idea, [go to the Feder website](#) by Oct. 15.

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