



Life enriched in the pursuit of quality.

QUALITY IS SMALL BATCH.

INDIGENOUS.

CRAFTED.

GENUINE.

QUALITY IS PURE.

QUALITY IS PROUD.



A vibrant, walkable micro-district in the heart of LoDo Denver. Celebrating the front range's most inspiring retailers, food and beverage offerings and urban office alongside an independent hotel by Sage Hospitality.

1800 WAZEE STREET
DENVER, COLORADO
DAIRYBLOCK.COM

ONE FOOT IN
MEMORY



ONE FOOT IN
PROPHECY



WHAT WAS ONCE A PROMINENT SITE IN DENVER'S
HERITAGE IS DUE TO COME ALIVE ONCE AGAIN AT
DAIRY BLOCK WITH AN OPENING IN SPRING 2017.

The experiential destination will offer:

- ◇ Curated retail
- ◇ Inspired dining
- ◇ Creative office space
- ◇ Independent hotel



LOCATED BETWEEN **COORS FIELD** AND THE REVITALIZED **DENVER UNION STATION**
IN THE HISTORIC **LODO DISTRICT**.



DAIRY BLOCK FOSTERS A COMMUNITY OF MAKERS AND INNOVATIVE BRANDS.

Denver is rapidly becoming a vibrant, multi-dimensional metropolitan environment with an influx of professionals and an evolving urban culture.

THERE ARE THOUSANDS OF:

QUALITY HUNTERS

FUN SEEKERS

CULTURAL CREATIVES

CRAFT CONNOISSEURS

Here, our captive, urban-oriented visitors will feast their eyes on uncommon goods—a collection of American heritage brands, Colorado originals, international retailers, and new-to-market vendors.



OUR RETAILERS ARE UNITED IN A **PASSION FOR THEIR CRAFT** AND IN THEIR READINESS TO JOIN WITH OTHERS IN A COMMUNITY DEDICATED TO QUALITY AND SKILL.



THE
perfect
RING

FOUND

DAIRY
BLOCK



This historic block, once the home to Windsor Dairy, is a symbol of quality and character.

Those same values will return to Dairy Block through a thoughtful mix of chefs, artisans and cocktail crafters.

OUR CURATED COMMUNITY OF TASTEMAKERS WILL COME TOGETHER
TO WEAVE AN IMMERSIVE, DELICIOUS EXPERIENCE—AIMED AT
TURNING CURIOUS SEEKERS INTO SEASONED REGULARS.

A black and white photograph of a bartender in a cap and apron pouring a drink from a bottle into a funnel over a glass. The background shows a bar with shelves of bottles.

THE
perfect
GREYHOUND

FOUND

DAIRY
BLOCK

ON-SITE INDEPENDENT HOTEL

IN ADDITION TO THE LOCALS THAT WILL RELISH THE JOY OF THE FIND HERE, THERE WILL BE A GUARANTEED REVOLVING AUDIENCE COMING FROM THE 172-ROOM HOTEL — THOUGHTFULLY DESIGNED BY CRÈME INTERIORS.

Hotel guests, event attendees and visitors flowing to restaurants Kachina Southwestern Grill™ and Poka Lola Social Club™ will naturally feed into the energy of Dairy Block.

172
ROOMS

250
AVERAGE NIGHTLY GUESTS

FLEXIBLE
EVENT SPACE



6-STORY OFFICE TOWER

Slated to house everything from a corporate headquarters to an inventive co-working space, this office environment will enhance the flow of Dairy Block.

APPROXIMATELY

1,000

EMPLOYEES ON-SITE
DAILY DURING THE WEEK



OFFICE SITE PLAN

GROUND LEVEL



OFFICE LEVEL 2 28,221 RSF



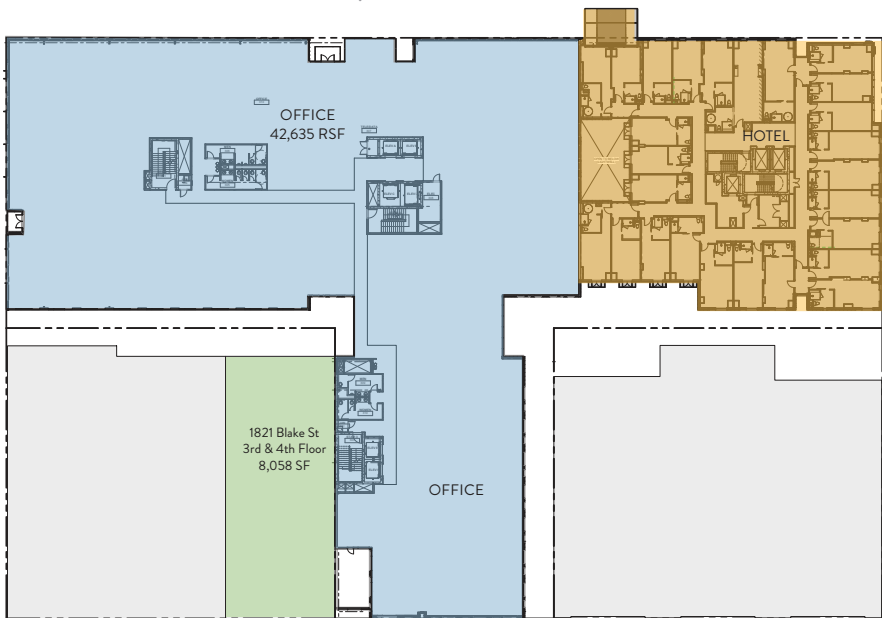
BUILDING FEATURES

- ◆ Denver's most unique redevelopment opportunity
- ◆ Located one block from Denver's Union Station
- ◆ LEED certified
- ◆ Outdoor common space
- ◆ On site fitness center with showers and lockers
- ◆ State of the art conference facilities

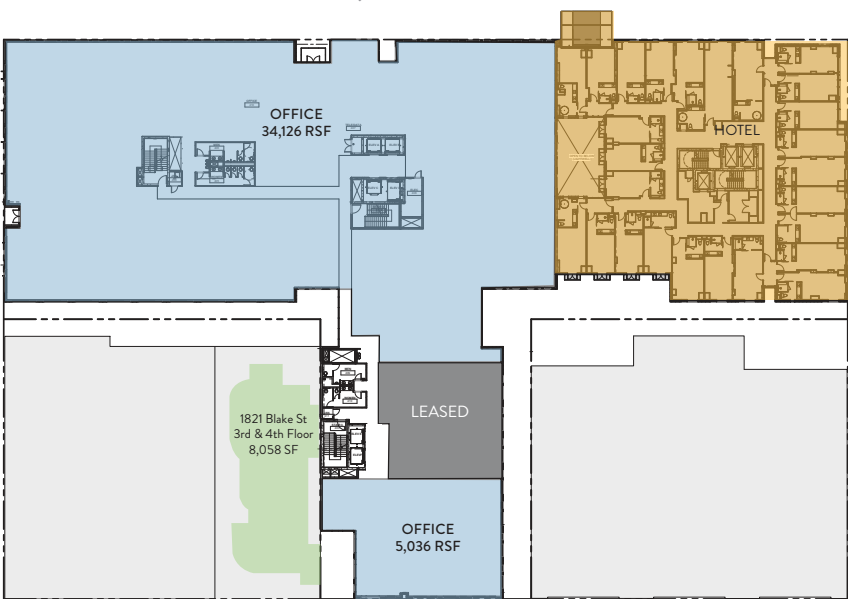
OFFICE HIGHLIGHTS

- ◆ 10' finished ceiling heights
- ◆ Full-height glass
- ◆ Flexible, efficient floor plates
- ◆ Private balconies on each office floor
- ◆ Building signage opportunities
- ◆ 1 : 1,000 underground parking
- ◆ Secure office tower with onsite security personnel

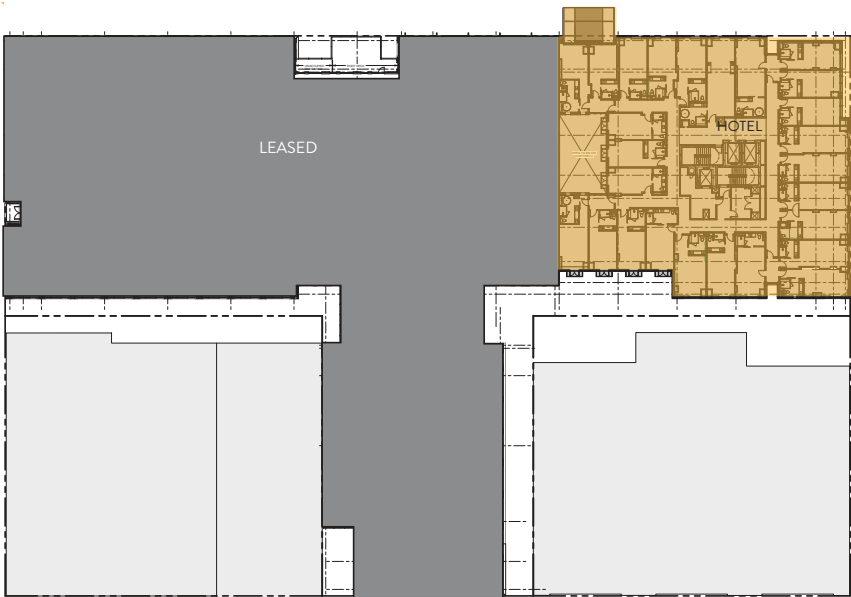
OFFICE LEVEL 3 • 42,635 RSF



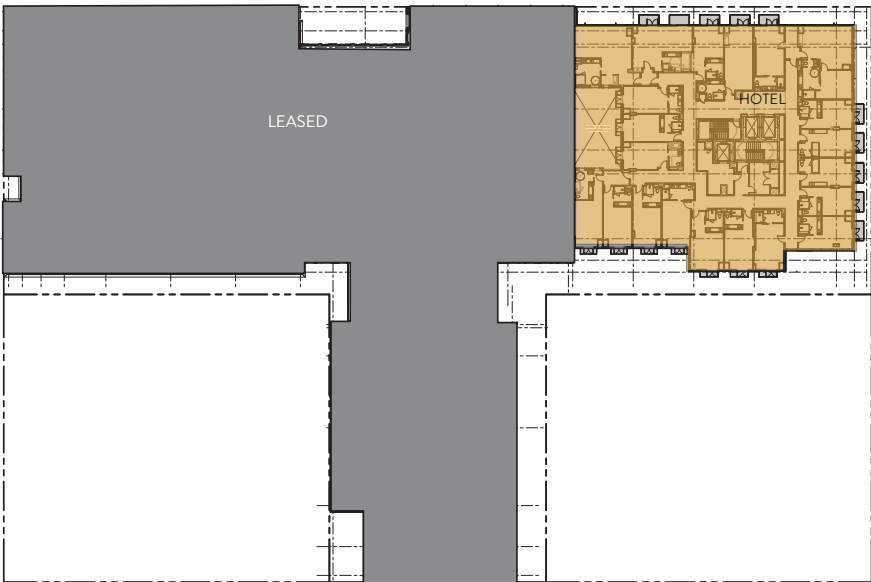
OFFICE LEVEL 4 • 39,162 RSF



OFFICE LEVEL 5 • 39,916 RSF



OFFICE LEVEL 6 • 32,299 SF



THE ALLEY AT DAIRY BLOCK IS A PROGRESSIVE AND CUMULATIVE EXPERIENCE — A FEAST FOR ALL THE SENSES.

A rich and complex city vibe comes to life in The Alley—the heart of Dairy Block. It's where locals will want to be. And the kind of discovery they'll want to show off to friends and family.

SPACES CONNECTING PLACES

BIG REVEALS AND
OUT-OF-THE-WAY SURPRISES

A PARADE OF PEOPLE,
SOUNDS, SIGHTS, SMELLS
AND TASTES



DAIRY BLOCK CELEBRATES THE ARTFUL AND UNEXPECTED.

We are dedicated to quality in all things and the craftsmanship that goes into small-batch, iconic and heritage brands. We are champions of artisans. We are a community of makers. And we encourage the good things that come from convergence and collaborations within our block.



WHEN PEOPLE AND PRODUCTS ARE BROUGHT TOGETHER IN THIS WAY, SOMETHING HAPPENS.

Cross-pollination. Symbiosis. There's a unique ecosystem at Dairy Block that fosters collaboration and a dynamic micro-district. One retailer creates something that pairs nicely with a shop down The Alley. Dairy Block is more self-sustaining. And definitely more interesting.

CHOCOLATE



Chocolate artisan and coffee shop partner to make signature chocolate bar



Develop specialty hot chocolate



Chocolate bar and hot chocolate sold at coffee shop and the hotel

CUSTOM DENIM



LA-based denim shop comes to Dairy Block



Personalized approach lets shoppers get custom-fit jeans



Partnership with leather goods vendor from The Alley provides one-of-a-kind jeans label

CHEF DEMONSTRATION



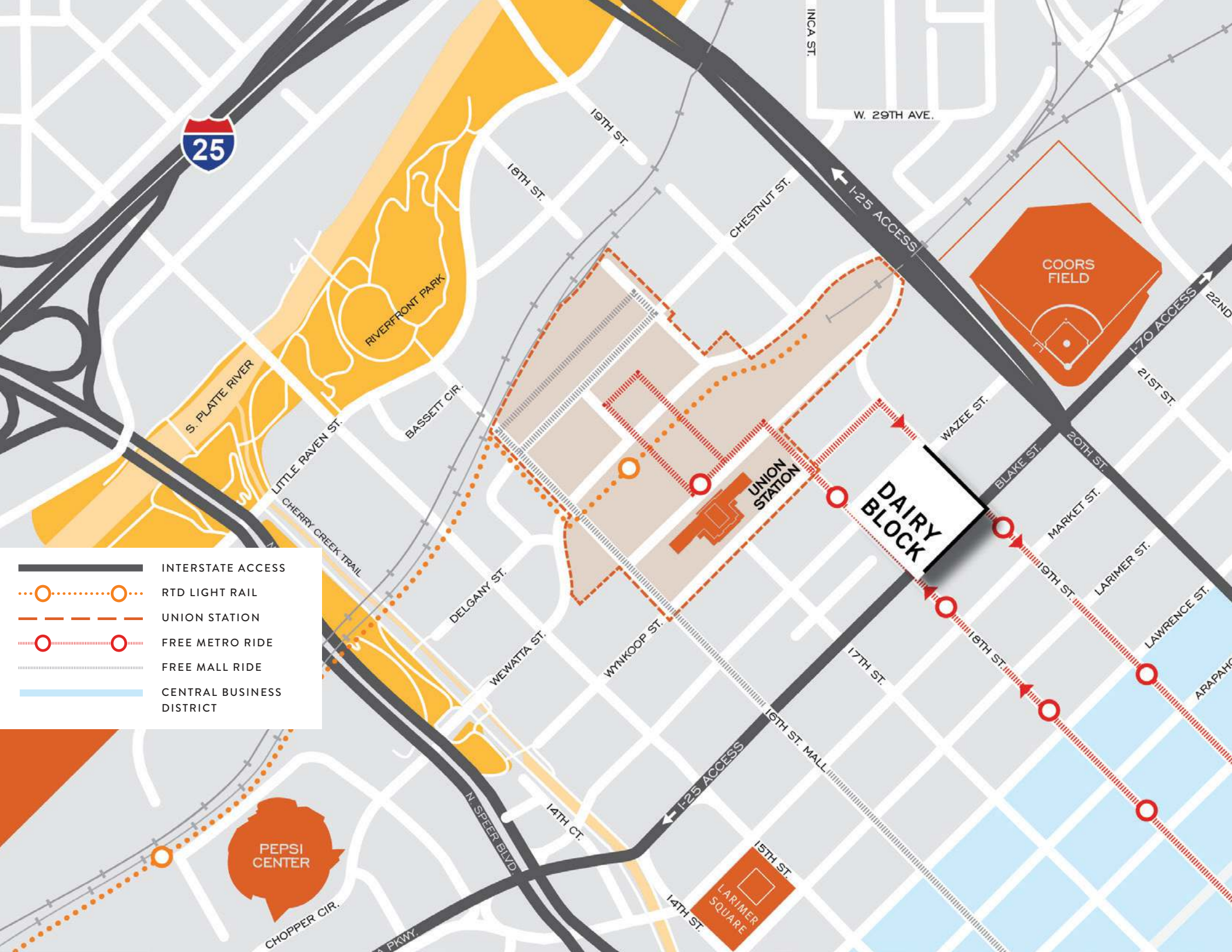
Guest chef featured in The Alley show kitchen



Pop-up dinner with communal hosted table in The Alley



Specialty dishes served at Poka Lola Social Club



- INTERSTATE ACCESS
- RTD LIGHT RAIL
- UNION STATION
- FREE METRO RIDE
- FREE MALL RIDE
- CENTRAL BUSINESS DISTRICT

S. PLATTE RIVER
RIVERFRONT PARK

LITTLE RAVEN ST.
CHERRY CREEK TRAIL

BASSETT CIR.

DELGANY ST.

WEWATTA ST.

WYNKOOP ST.

15TH ST.
LARIMER SQUARE

CHESTNUT ST.

W. 29TH AVE.

UNION STATION

DAIRY BLOCK

WAZEE ST.

BLAKE ST.

MARKET ST.

LARIMER ST.

LAWRENCE ST.

ARAPAHO ST.

COORS FIELD

PEPSI CENTER

CHOPPER CIR.

N. SPEER BLVD.

14TH ST.

17TH ST.

16TH ST. MALL

18TH ST.

19TH ST.

20TH ST.

21ST ST.

22ND ST.

INCA ST.

DOWNTOWN DENVER

15.4 MILLION

OVERNIGHT VISITORS IN 2014
AS COMPARED TO 14 MILLION IN 2013

9,400

HOTEL ROOMS

35 MILLION

SQUARE FEET OF OFFICE SPACE

155,000

DAYTIME POPULATION DOWNTOWN

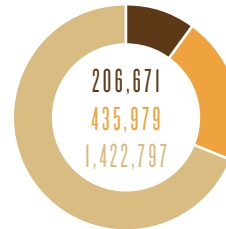
55,000

COLLEGE STUDENTS
IN DOWNTOWN DENVER

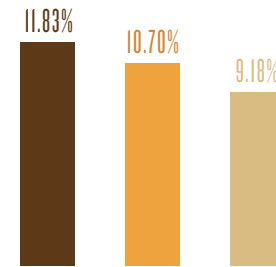
♦ In the heart of LoDo, one block away
from Denver's Union Station

♦ Near public transportation, including light rail
and FasTracks line to DIA

♦ A true Denver experience with a carefully crafted
mix of retail; food and beverage; hotel; office space
and entertainment

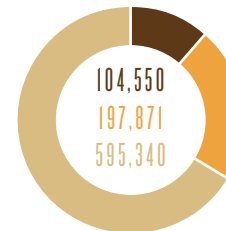


POPULATION

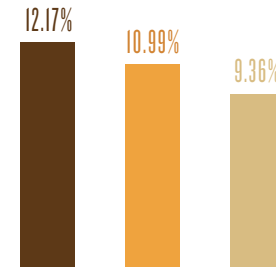


2015-2020 GROWTH

■ 3 MILE RADIUS
■ 5 MILE RADIUS
■ 10 MILE RADIUS



HOUSEHOLDS



2015-2020 GROWTH

\$72,917
\$76,470
\$71,740

AVG. HH INCOME



2020 BY HH INCOME

■ LOHI
■ LODO
■ RINO
■ BALANCE OF DOWNTOWN

\$74,637

LODO MEDIAN
HH INCOME 2015

LODO POPULATION

4,784

BALANCE OF
DOWNTOWN POPULATION

43,668

YEARLY DOWNTOWN HOTEL GUESTS

4,018,803

■ **965,294** WITHIN A HALF-MILE
■ **2,987,590** BALANCE OF DOWNTOWN
■ **65,919** GUESTS ON-SITE

DAIRY
BLOCK

SITE PLAN



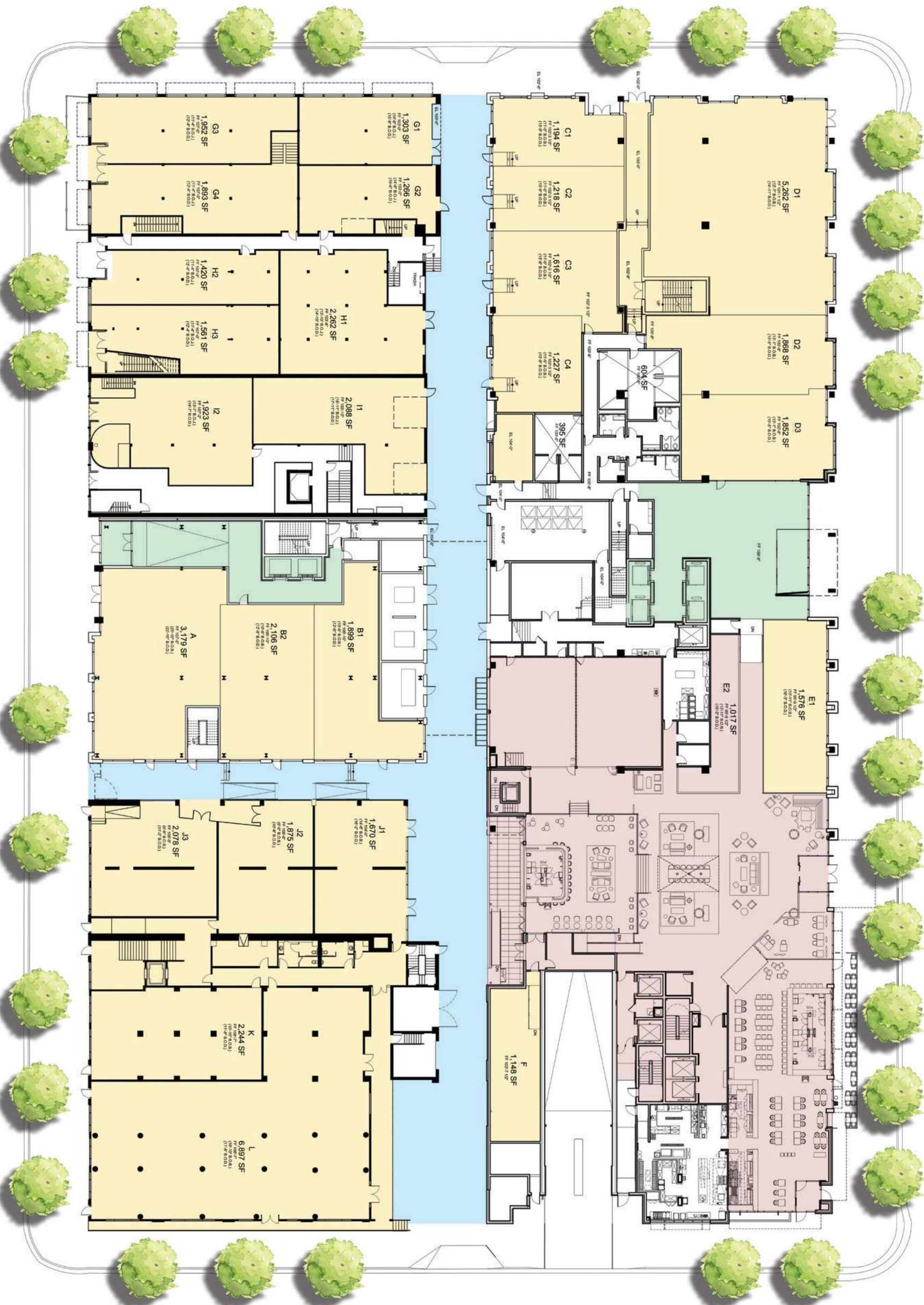
18TH STREET

WAZEE STREET

19TH STREET

BLAKE STREET

- HOTEL
- RETAIL
- OFFICE
- THE ALLEY





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