

TAXI & The Source

Zeppelin Development

Kyle Zeppelin

TAXI Campus



TAXI Site Amenities

- Early Childcare Center: Open Air Academy
- Food
 - Fuel Café
 - Refuel Sandwich Counter
 - Boxcar Coffee Roasters
- Recreational Amenities
 - TAXI Fitness Center
 - TAXI Container Pool with pizza oven, pizza, valley ball and bocce ball
- Hair and nail salon: Goldie & Bob
- Community Garden
- Outdoor cinema
- Common area elements- meeting rooms, kitchenettes, seating
- Community events- food trucks, pool parties





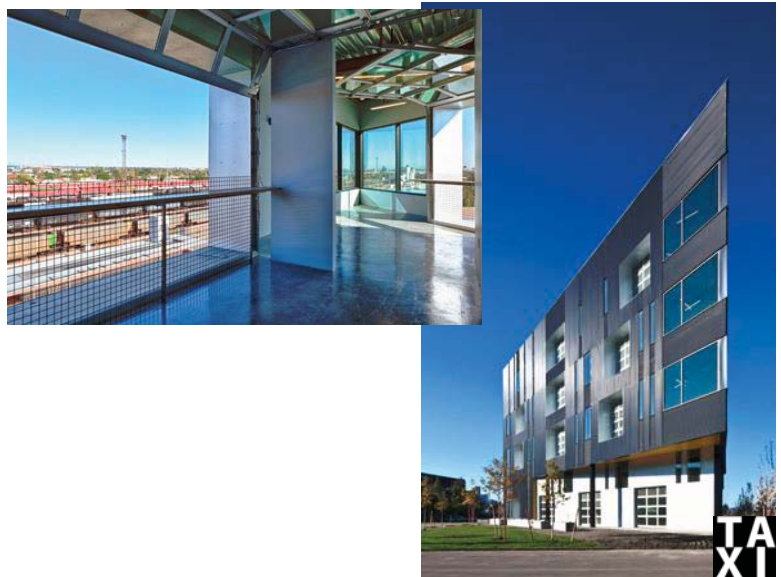
TAXI Culture & Events

- Culture
 - Informal work environment
 - Work-life balance
 - Recreational focus
 - “New economy” workforce



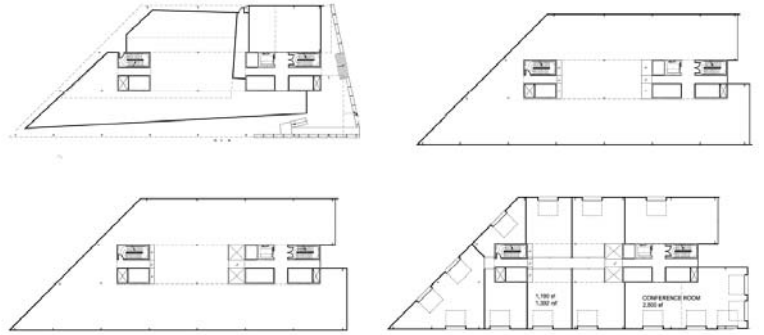
TAXI Culture & Events

- Events
 - Movie Nights
 - Pool Parties
 - Food trucks
 - First Friday art walk
 - Coffee Klatsches

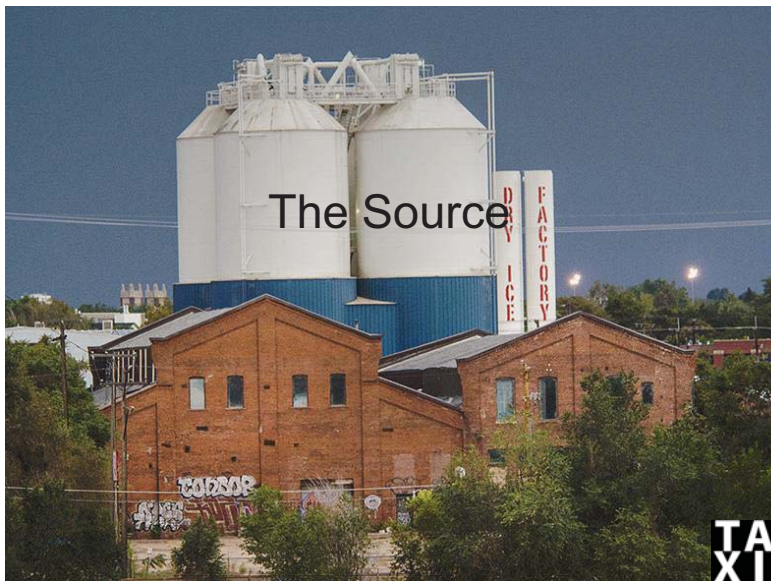




Drive 2



TAXI



The Source

- 1890's foundry
- European-style artisan market
- 2 restaurants
- Butcher, baker, brewer and bank
- Produce, floral, bottles, coffee
- Office wing



TAXI



The Source



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Lowry AFB – 1938-1994



Hangar 2 Original Site Plan (2010)



Potential Adaptive Re-Use



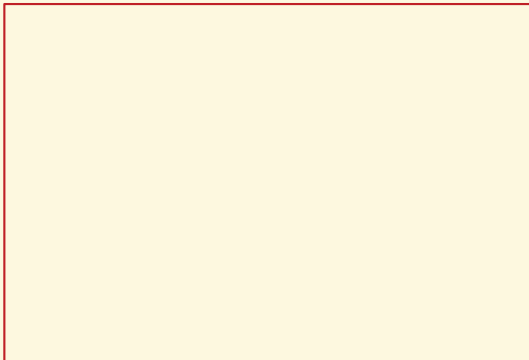
Lowry Beer Garden



Current Site Plan



Phase 2 Ground Breaking



11/19/2013



Denver Union Station



Engaging the Public – Who you are

SURVEY # _____

Denver Union Station
Retail Focus Group
(Questionnaire #1)

Age: _____

Gender: _____

Check all that apply:

I live near D.U.S. _____

I work near D.U.S. _____

I am a visitor to Downtown Denver _____

I eat light rail regularly _____

I use the bus regularly _____

I will definitely use the train to the airport _____

I use the Amtrak train _____

I am a downtown hotel guest _____

I don't live or work near D.U.S., but I visit downtown regularly _____

Anything else you think we should know about you? _____

What do you like the most about downtown Denver? _____

What do you like the least about downtown Denver? _____

Please tell us the two retailers in downtown Denver you visit the most often: _____

Please tell us the two food & beverage operations in downtown Denver you visit most often? _____

Please tell us the one retailer and one food & beverage operation OUTSIDE of downtown Denver you visit the most often _____



Engaging the Public – What you want

Denver Union Station
Retail Focus Group
(Questionnaire #2)

SURVEY # 23

Consumer Proficiency Survey

What would you ACTUALLY use if it was available?

PLEASE NOTE THAT NONE OF THESE WERE ACTUALLY BEING PROPOSED – THEY ARE BEING USED TO DETERMINE CONSUMER PREFERENCES FOR AND REACTIONS TO CERTAIN TENANT CATEGORIES AND TYPES!!!

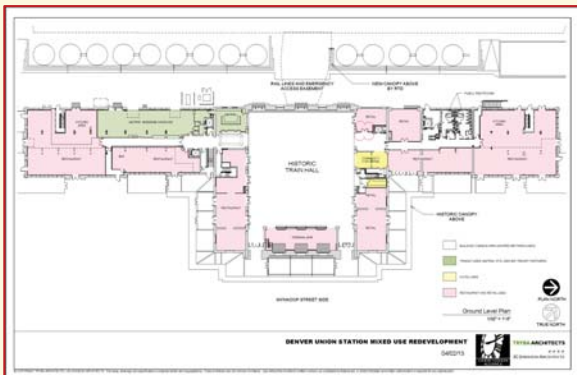
Using a scale of 1 – 5, please tell us how likely you would be to use the regular, food & beverage operation or service listed if it was located in Denver Union Station. A score of 3 meaning **probably once** and a score of 5 meaning **probably frequently**.

- (1) Car rental counter (Hertz, Avis, etc.) 1 2 3 4 5
- (2) Convenience grocery store & wine section 1 2 3 4 5
- (3) Address bookstores 1 2 3 4 5
- (4) Retail electronics, toy, board game & gift store 1 2 3 4 5
- (5) Flower/gift store (e.g. Saks, Pottery Barn, etc.) 1 2 3 4 5
- (6) Furniture/wedding store (e.g. Pottery Barn) 1 2 3 4 5
- (7) Bookstore 1 2 3 4 5
- (8) Department store (e.g. Nordstrom, Saks) 1 2 3 4 5
- (9) Specialty women's clothing fashion boutique 1 2 3 4 5
- (10) Men's retail store (e.g. J.C. Penney, etc.) 1 2 3 4 5
- (11) Casual shoe store 1 2 3 4 5
- (12) Specialty shoe store 1 2 3 4 5
- (13) Children's retail (e.g. Toys 'R Us) 1 2 3 4 5
- (14) Sporting goods store 1 2 3 4 5
- (15) Drug & convenience store 1 2 3 4 5
- (16) Local coffee house 1 2 3 4 5
- (17) Import furniture store (e.g. Pottery Barn) 1 2 3 4 5
- (18) Specialty Chinese restaurant 1 2 3 4 5
- (19) Tea house 1 2 3 4 5
- (20) Pastry shop 1 2 3 4 5

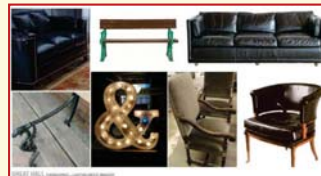
- (21) McDonald's 1 2 3 4 5
- (22) Pizzeria (e.g. Saks) 1 2 3 4 5
- (23) Traditional gift & boutique store 1 2 3 4 5
- (24) Men's casual apparel 1 2 3 4 5
- (25) Children's clothing 1 2 3 4 5
- (26) Fine jewelry store 1 2 3 4 5
- (27) Shoe store 1 2 3 4 5
- (28) Hardware 1 2 3 4 5
- (29) Menswear store 1 2 3 4 5
- (30) Casual Men'swear Bar 1 2 3 4 5
- (31) Candy store 1 2 3 4 5
- (32) Pet store 1 2 3 4 5
- (33) Cosmetics (e.g. Sephora) 1 2 3 4 5
- (34) Bookstore (e.g. Barnes & Noble) 1 2 3 4 5
- (35) Pet gallery 1 2 3 4 5
- (36) Used bookstore, vinyl or record store (e.g. Urban Outfitters) 1 2 3 4 5
- (37) Large retail store, upscale full service restaurant (e.g. Panera, Peacock) 1 2 3 4 5
- (38) Shopping store (e.g. Pottery Barn, Saks, etc.) 1 2 3 4 5
- (39) Designer's boutique 1 2 3 4 5
- (40) High quality liquor store 1 2 3 4 5
- (41) Specialty women's accessories, hats, bag & gift store 1 2 3 4 5
- (42) Affordable Men'swear (e.g. J.C. Penney) 1 2 3 4 5
- (43) Specialty home accessories, table top & gift store 1 2 3 4 5
- (44) Salon 1 2 3 4 5
- (45) Retail shoe 1 2 3 4 5
- (46) Men's shoe 1 2 3 4 5
- (47) Mail store 1 2 3 4 5
- (48) Specialty home goods (e.g. Pottery Barn) 1 2 3 4 5
- (49) Personal Trainer 1 2 3 4 5
- (50) Retail 1 2 3 4 5
- (51) Men's store 1 2 3 4 5
- (52) Men's store 1 2 3 4 5
- (53) Higher end men's dress apparel store 1 2 3 4 5
- (54) Men's store 1 2 3 4 5
- (55) Men's store 1 2 3 4 5
- (56) Men's store 1 2 3 4 5
- (57) Bath & Body Works (e.g. Pottery Barn) 1 2 3 4 5
- (58) Men's store 1 2 3 4 5
- (59) Specialty Tea (e.g. Pottery Barn) 1 2 3 4 5



Retail Layout – Ground Floor



GREAT HALL



AVROKO



Local, Chef-Driven, Restaurants

