



## **NEWS RELEASE**

September 15, 2011

For more information contact:

Lu Stasko, The Stasko Agency

303/477-9902 (Office)

720/404-4507 (Mobile)

### ***For Immediate Release***

#### **Zocalo Community Development developing 220-unit, LEED-Gold certified apartment project at Union Station**

(Denver, CO) – Zocalo Community Development announced plans Thursday to build a 220-unit, mixed-use, LEED Gold certified apartment project at 17<sup>th</sup> and Chestnut streets, adjacent to Union Station. The 13-story project is being developed in partnership with Principal Real Estate Investors, one of the largest institutional real estate managers in the United States. The project will be the first high-rise apartment project built in the burgeoning Union Station neighborhood.

The nearly \$60 million project is one of only a handful of LEED Gold multi-family projects in the country. A leader in sustainable building, Zocalo Community Development expects the development to use 70 percent less energy than similarly sized multi-family buildings.

“We can’t think of a more attractive location for a sustainable, competitively-priced rental project,” said Zocalo Community Development Principal David Zucker. “Not only is the Union Station location one of the premier transit-oriented sites in the nation, but the Union Station neighborhood continues to garner increasing national attention for big economic wins, such as federal transit funding and the relocation of the Fortune 500 firm, DaVita.”

Located in the heart of the Union Station neighborhood, the project will be steps from shopping, restaurants, major sports facilities, cultural attractions and bike paths. The property lies less than 200 feet from the rail line to DIA, offering residents the ability to travel easily to Denver International Airport.

Zocalo Development is securing construction financing through the Denver office of Bank of the West and anticipates a groundbreaking in the first quarter of 2012. Zocalo continues to hone its understanding of the quickly-changing downtown market by convening focus groups composed of residents from Zocalo’s Solera apartment project at 20<sup>th</sup> and Lawrence streets. With three projects, Solera (just completed), 2020 Lawrence (under construction), and 17<sup>th</sup> & Chestnut (planned), Zocalo is the busiest developer in downtown Denver.

Similar to the lease-up of Solera, Zucker expects quick absorption based on Zocalo's primary research as well as data on demand for sustainable rental properties. For example, two-thirds of the tenants at Solera, (a Gold LEED certified building), identified the project's green attributes as the reason for leasing there. Apartments.com also recently surveyed 1,400 renters and found that 89 percent would prefer to live at a green apartment community and 25 percent would pay more in rent to save money on energy costs.

"It's clear that sustainability isn't just a buzzword or bonus feature, but rather something that residents rank as a high priority," said Zocalo Principal, Chris Achenbach. "We are proud to satisfy that demand and to serve as a leader in building green multi-family developments."

The 17<sup>th</sup> and Chestnut site is Zocalo's fifth multi-family project in six years and its fourth LEED-certified project. The company's projects include Solera, a 120-unit apartment project that won the Multi-Family Project of the Year Award from the University of Denver's Burns School of Real Estate; RiverClay, a LEED Silver certified, mixed-use condominium development in Jefferson Park and also a "Project of the Year" winner; and the recently-commenced 2020 Lawrence Apartments, a LEED Gold certified high-rise featuring 231 apartments and two commercial units, scheduled to be completed in late 2012. The projects demonstrate Zocalo's commitment to building properties of enduring financial and environmental value both for investors and for current and future generations.

About Zocalo:

Zocalo Community Development is an award-winning, Denver-based development and construction services company focused on creating sustainable communities that deliver for investors and neighborhoods alike. Locally produced and contextually sensitive are descriptors of Zocalo's commitment to community development. Zocalo seeks to reduce the impact residential and mixed-use buildings have on the earth and the environment by substantially reducing greenhouse gases generated both by the building itself and by the means and patterns of resident commuting. Zocalo is ceaseless in its commitment to improving the design, sustainability, construction, development and marketing of its projects. The product of this complete integration is the development of real estate projects of greater enduring quality and sustainability.

The word Zocalo dates back to the Aztec culture, meaning a community center or plaza common to towns and cities throughout Latin America. For more information visit [www.zocalodevelopment.com](http://www.zocalodevelopment.com)

About Principal Real Estate Investors:

Principal Real Estate Investors manages or sub-advises \$37.3 billion in commercial real estate assets. The firm's real estate capabilities include both public and private equity and debt investment alternatives. Principal Real Estate Investors is the dedicated real estate group of Principal Global Investors, a diversified asset management organization and a member of the Principal Financial Group.®

What is LEED?

LEED is the sustainability standard of the US Green Building Council (USGBC), a national non-profit organization of practitioners who continue to refine the definition of sustainable development. Buildings that are LEED-certified are subject to the strictest sustainability standards in building construction, finish selection and performance. LEED focuses on five areas of sustainability: Sustainable Sites, Water Efficiency, Energy Efficiency, Materials and Resources, and Indoor Air Quality.

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