

2nd and Fillmore PUD Application

LEGAL DESCRIPTION

A TRACT OF LAND LYING WITHIN THE NORTHWEST ONE-QUARTER OF SECTION 12, TOWNSHIP 4 SOUTH, RANGE 68 WEST OF THE 6TH PRINCIPAL MERIDIAN, CITY AND COUNTY OF DENVER, STATE OF COLORADO, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BLOCK 70, HARMAN'S SUBDIVISION, AS RECORDED IN BOOK OF PLATS PAGE 98, OF THE RECORDS OF THE CITY AND COUNTY OF DENVER,

TOGETHER WITH THE ALLEY IN BLOCK 70, HARMAN'S SUBDIVISION, VACATED BY ORDINANCE NO 316, SERIES OF 1958

TOGETHER WITH THAT PORTION OF FIRST AVENUE ADJACENT TO BLOCK 70, HARMAN'S SUBDIVISION, VACATED BY ORDINANCE 167, SERIES OF 1955,

CONTAINING IN ALL, 2.267 ACRES (98,762 SQUARE FEET), MORE OR LESS

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REVIEW CRITERIA

The following map amendment is consistent with the adopted plans:

1. Cherry Creek Area Plan 2012
2. Blueprint Denver 2002
3. Denver Comprehensive Plan 2000

REVIEW CRITERIA 1: Cherry Creek Area Plan 2012

Stated Objective 1 Recommendation B.1.B Areas of Change

Acknowledge that to remain prosperous, Cherry Creek must continue to **grow and change**. In order for this growth to occur in a way that reinforces the quality of life for Cherry Creek residents, the bulk of this growth should occur in these areas rather than stable neighborhoods.

Modify land use policy, **zoning regulations** and design guidelines to **encourage appropriate reinvestment to assure that Areas of Change continue to mature** in positive ways.

Response

The Fillmore block between First and Second Avenue continues the reinvestment started in 2006 with the former Neusteder's Department store conversion to its current use as West Elm and Pura Vita. This reinvestment was envisioned alongside a newly improved Fillmore Retail (completed in 2010), and improvements to the 2nd avenue retail and residences above the existing parking garage. This reinvestment further diversifies this block with the addition of residential uses not currently on the block and improves the overall built environment by transforming the parking garage, improving the retail access and upgrading the materials overall.

Stated Objective 2 Recommendation B.2.B Architecture

The architecture of the buildings has a direct correlation to the understanding of a place. Buildings provide comfort, shelter, activity, destinations, identity, or other iconic symbol. People interact with these structures and are provided a sense of place through the detailing, scaling elements and purpose behind the design of each building. The combination of buildings provides the artistic palette informing continued design choices throughout subareas.

The following strategies promote appropriate architectural elements:

- Orient buildings and entries toward the street using context sensitive setbacks.
- Include design elements and details such as pedestrian scaled signage, transparent windows, storefronts, building entries, building articulation, patio seating, pedestrian plazas and courtyards.
- Study the use of upper story setbacks and height datum lines to maintain a comfortable pedestrian scale at the street and to allow sunlight to reach the street.
- Provide visual interest at ground level and active ground floor uses along the building frontage: articulate façade treatments by creating a regular pattern of storefronts, providing a range of entry features and signage.
- Encourage a regular rhythm of buildings and building entries along the street.
- Place buildings to define the street edge.

Response

The proposed zoning further completes the block by adding interest above the street level with the addition of the residential units above the parking garage. This use above the street provides a scale-appropriate design with a height consistent with new developments along Second Avenue, and steps back appropriately at the 55' height to help reduce the negative impact of the taller structure to pedestrians on Second Avenue. At the ground level, the retail is greatly improved by providing a new storefront system with clear glazing, higher glass line, and accessible access to 100% of the retail along 2nd avenue. These improvements also

push the storefront closer to the street making the retail zone more apparent to adjacent pedestrian traffic and strengthen the street edge.

REVIEW CRITERIA 2: Blueprint Denver 2002

Stated Objective 1 Regional Centers

Ideally, a regional center has a balance of retail, employment, and **residential** uses; however, many began as one major use, such as a **regional shopping center** or large office park. These centers cover a fairly large area and are dense enough to encompass both the dominant use and a wide variety of other uses. These centers have an atmosphere that is attractive to patrons from throughout the region. **Cherry Creek** is an example of a regional center where a major shopping center is at the core of many **other uses concentrated in a small area**.

Urban Centers: Improve and add new centers to create vibrant urban areas that serve not only Denver neighborhoods, but also the region. Downtown and **Cherry Creek** are Denver's centers with the greatest regional draw.

Response

These objectives could not be more accurately defining of what the Fillmore Block is attempting to create. The added use of residential further enhances the work, live and play ability in Cherry Creek, cohesion to the already well-established retail and office uses and creates a strong balanced program for the entire block.

Stated Objective 2 Direct Growth to Areas of Change

"An ideal place to direct development is vacant land near downtown." Much of Denver's growth will be accommodated by infill development on vacant land or through redevelopment of existing sites. Further, Blueprint Denver calls for improved neighborhood cohesion, reduction of urban sprawl and residents more directly connected to services and amenities within their immediate living environment.

Response

The Fillmore residences are located on a "vacant lot", but not in the traditional sense—the subject site is currently used as the top deck of the Second Avenue parking garage, so while vacant, it is not a greenfield, nor is it an undeveloped plot of land—making this more of an enhancement of the current use, making the area more effective by adding new uses and further density to the site.

REVIEW CRITERIA 3: Denver Comprehensive Plan 2000

Stated Objective 1 Regional