

# SUPPORT THE NEW FILLMORE PLAZA!

Facts and background on the Fillmore Plaza Hybrid Plaza plan to revitalize Cherry Creek North!



Hybrid Plaza during the day with cars and pedestrians



Hybrid Plaza during an evening event

## THE CHALLENGE

In 1989, the 100 block of Fillmore was converted from being a two-way street to a pedestrian-only mall. Over the course of the last 20 years, it has become clear that Fillmore Plaza negatively impacts the entire District. The District lacks a great entryway/gateway, connector to the Shopping Center and event/gathering space. Also, the lack of limited vehicular access and parking on Fillmore Plaza creates a difficult retail environment on that block, with negative effects on businesses throughout the entire District.

## THE SOLUTION

**The solution is a Hybrid approach:** re-introduce two lanes of slow moving traffic, and create wide sidewalks, pedestrian gathering places and seating for almost 400 people even when the street is open to vehicles. Also, the Hybrid approach allows Fillmore to be easily closed to vehicles for events and community gatherings.

Urban design and retail experts who have extensively studied the 100 block of Fillmore have recommended the Hybrid plan because it benefits businesses, retailers, and residents in the District and nearby neighborhoods.

*A hybrid is a public plaza that meets the need for pedestrian and event activity and limited vehicular access.*

## HOW CAN YOU HELP?

FLIP OVER



### SOME MISCONCEPTIONS ABOUT FILLMORE PLAZA

**MYTH:** *“It’s the only significant park open space for ongoing BID Marketing and other Community Events”*

**FACT:** With the Hybrid approach, Fillmore will continue to be the primary event space in the District. Also, Fillmore is public right-of-way, not a designated park. In addition, the Denver Fire Department rejected the original concept of a grassy pedestrian-only plaza due to inadequate access for fire trucks and safety vehicles.

**MYTH:** *“It will create traffic and pedestrian safety difficulties”*

**FACT:** City traffic engineers and Transportation Solutions have both reviewed the Hybrid plan – and support it.

**MYTH:** *“There’s an agreement to preserve Fillmore Plaza without a street”*

**FACT:** There has never been an agreement by the City or the BID to limit the Plaza to pedestrian access only.

**MYTH:** *“No investments have been made by the BID in Fillmore Plaza for the last 20 years”*

**FACT:** The BID alone has maintained Fillmore Plaza for its 20 year history using its own funds. No City funds have been used to maintain the Plaza, and no funds are available for future maintenance. Adjacent landowners have spent millions of dollars improving buildings on both sides of the plaza. The current District-wide improvements, including Fillmore Plaza, are being paid for solely by the BID taxpayers and not by City taxpayers.

**MYTH:** *“Retail on Fillmore Plaza can be as successful as other locations within the District”*

**FACT:** The twenty-year tenant history of the plaza shows a higher business failure rate compared to other District locations.

**MYTH:** *“With the Hybrid Plaza plan, Fillmore will no longer host events”*

**FACT:** The BID is currently working on a 3-year event strategy for its 5 event streets, including Fillmore. The BID will create an Event Advisory Group (EAG), comprised of stakeholders and neighbors to provide input. More importantly, the BID will continue its current event schedule and will work with the EAG in creating new events, community days, a set street closure schedule for Fillmore (possibly Sundays during the summer) and more.

### THERE IS STRONG SUPPORT FOR THE HYBRID DESIGN

In March, the BID Board of Directors voted unanimously in favor of moving forward with the Hybrid plaza. Now that property owners and merchants are learning more about the Hybrid plan, the BID continues to receive positive feedback in support of this solution to revitalize Fillmore Plaza.

### HOW CAN YOU HELP?

City Council must approve the Hybrid plan for Fillmore Plaza before the BID can begin construction on the site. Our representative is Councilwoman Jeanne Robb, and it is critical that she hears from merchants, property owners and residents who support the Hybrid plan. You can help by contacting Councilwoman Robb and expressing your support at 303-377-1807, or [Jeanne.robbs@denvergov.org](mailto:Jeanne.robbs@denvergov.org),

OR

Email [info@cherrycreeknorth.com](mailto:info@cherrycreeknorth.com) or call the BID (303-394-2904) and we will pass your name on to Councilwoman Robb.

### LEARN MORE

For further information about the Hybrid plan and additional images, please visit:  
<http://cherrycreeknorth.com/about/fillmore-plaza-hybrid-design/>