

**AGENDA**  
**LOVELAND CITY COUNCIL STUDY SESSION**  
**TUESDAY, APRIL 28, 2015**  
**CITY COUNCIL CHAMBERS**  
**500 EAST THIRD STREET**  
**LOVELAND, COLORADO**

The City of Loveland is committed to providing an equal opportunity for citizens and does not discriminate on the basis of disability, race, age, color, national origin, religion, sexual orientation or gender. The City will make reasonable accommodations for citizens in accordance with the Americans with Disabilities Act. For more information, please contact the City's ADA Coordinator at [bettie.greenberg@cityofloveland.org](mailto:bettie.greenberg@cityofloveland.org) or 970-962-3319.

**STUDY SESSION 6:30 P.M. - STUDY SESSION AGENDA**

1. **PARKS & RECREATION** (presenters: Marigail Jury & Phoebe Hawley; 60 min)  
**JOINT CITY COUNCIL/SENIOR ADVISORY BOARD MEETING**  
This is an informational presentation and exchange between the Loveland Senior Advisory Board and City Council.
2. **PARKS & RECREATION** (presenter: Janet Meisel-Burns; 60 min)  
**VIESTENZ-SMITH MOUNTAIN PARK – RESTORATION AND RECOVERY PLANS FOR THE MOUNTAIN PARK**  
In December 2014, staff hired Logan Simpson to prepare a site assessment, preliminary hydraulic analysis and two master plan concepts for the redevelopment of Viestenz-Smith Mountain Park. The concept plans were presented to Open Lands and Parks and Recreation Advisory Commissions in early April and the first public meeting on the project redesign was held on April 15<sup>th</sup> with approx. 35 people in attendance. Staff is seeking feedback on the designs, and to confirm that the direction of the restoration efforts are congruent with council; including building resiliency and more nature based recreation into the redevelopment of the park.
3. **DEVELOPMENT SERVICES** (presenter: Karl Barton, 60 min)  
**UPDATE ON CREATE LOVELAND COMPREHENSIVE PLAN**  
This is an informational presentation on the Create Loveland Comprehensive Plan. A brief update will be given on public outreach activities, but the focus of the presentation will be the first draft of Chapter 2. This chapter contains recommended Plan Policies that, once adopted, will be official City Council policy regarding land use decisions. Some more general information will be provided regarding changes to the Future Land Use Map.

**ADJOURN**



**CITY OF LOVELAND**  
PARKS & RECREATION DEPARTMENT  
Civic Center • 500 East Third • Loveland, Colorado 80537  
(970) 962-2303 • FAX (970) 962-2903 • TDD (970) 962-2620

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**AGENDA ITEM:** 1  
**MEETING DATE:** 4/28/2015  
**TO:** City Council  
**FROM:** Elaine Brush Staff Liaison, Parks and Recreation Department  
**PRESENTER:** Marigail Jury, Chair, Loveland Senior Advisory Board  
Phoebe Hawley, Vice Chair, Loveland Senior Advisory Board

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**TITLE:**  
Joint City Council and Senior Advisory Board Study Session

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**SUMMARY:**  
Information Exchange: Loveland Senior Advisory Board And City Council

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**BACKGROUND:**  
Over the past two years, the Loveland Senior Advisory Board has evolved and expanded its focus for advocacy, action and accountability. We have significantly increased our partnerships throughout Larimer County using measurable goals which we hope will benefit our ever growing and changing community.

We want to share key initiatives with which we are linked and offer ourselves as vital resources to community leadership.

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**REVIEWED BY CITY MANAGER:**

*William D. Calfee*

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**LIST OF ATTACHMENTS:**

1. Community Conversation
2. PFAC Newsletter
3. Senior Advisory Board Survey Flyer
4. Senior Advisory Study Session Power Point Presentation

# Connecting Seniors to Your Community

A community conversation to explore the future growth of our senior population in Loveland and Larimer County.

## Summary Report from Initial Event held on May 2, 2013



Compiled by Martín Carcasson, Director, CSU Center for Public Deliberation  
Initial Draft Released August, 2013

**Colorado**  
**State**  
University  
CENTER FOR PUBLIC DELIBERATION

Loveland  
Senior Advisory  
Board

## Executive Summary

On May 2, 2013, the Loveland Senior Advisory Board and the Colorado State University Center for Public Deliberation hosted the “Connecting Seniors to Your Community” event at the Loveland Chilson Community Center. Over 50 participants joined members of the Senior Advisory Board and CPD student facilitators for two hours of presentations and discussion concerning the changing demographics involving a significant growth in the percentage of population that will be over 50, and then participate in facilitated small group discussions concerning how our community should respond to these coming changes.

**Some of the key themes from the data from discussions and worksheets include:**

- In general, Loveland received high marks as a community, particularly in terms of the arts, health and wellness, activities for older residents, and overall community connectivity. Several participants did mention that better communication and awareness is needed concerning these positives.
- Transportation was highlighted as the most important issue to address as the community ages. Similar to earlier processes in Fort Collins, transportation was the issue that received the most attention in terms of the need for the community to be “aging friendly.” Many participants explained that they felt that transportation options have improved, but additional improvement will be important moving forward. In addition, building off the demographers presentation concerning how the growing number of seniors will also mean a growing number of community members with disabilities, several participants expressed particular concern that transportation options were accessible.
- The need for affordable housing was a close second to transportation issues. Some participants focused on the need for senior-specific housing, while others argued for more less segregation by age, or focused on their preference in staying in their own homes. Overall, it was clear that housing that is a better fit for seniors (affordable, one story, smaller lawns, near grocery stores and public transportation, etc.), will become more important.
- Downtown Loveland was generally seen as a positive hub and something to build more community around. Some participants, on the other hand, argued for the need for more senior services and activities in other parts of town.
- Similar to broader surveys, participants focused on travel, learning, and volunteering in terms of activities they are interested in once they retire. Many expressed particular concern for seniors that may get isolated and need help learning how to connect better with others in their community.

- Overall, participants enjoyed the event, wish it would have been publicized more widely, and support the need for the community to come together to address the changing demographics in the coming years.

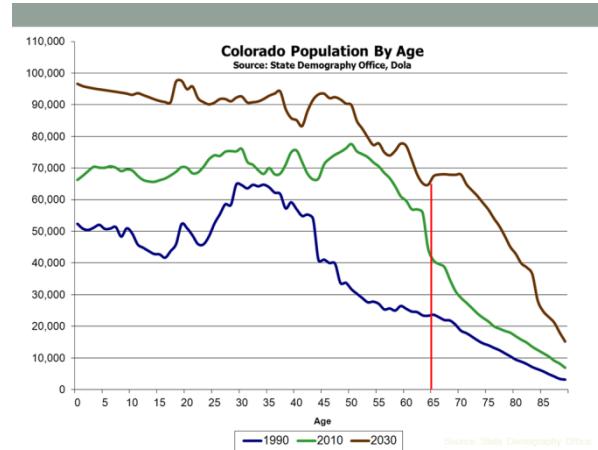
## Part 1: Description of Event

On May 2, 2013, the Loveland Senior Advisory Board and the Colorado State University Center for Public Deliberation hosted the “Connecting Seniors to Your Community” event at the Loveland Chilson Community Center. Over 50 participants joined members of the Senior Advisory Board and CPD student facilitators for two hours of presentations and discussion concerning the changing demographics involving a significant growth in the percentage of population that will be over 50, and then participate in facilitated small group discussions concerning how our community should respond to these coming changes.

The first part of the meeting involved three presentations:

- Welcoming remarks, Cecil Gutierrez, Mayor of Loveland
- “Aging of Colorado and Larimer County,” Elizabeth Garner, Colorado State Demographer (her powerpoint is posted online, see below)
- “The ‘Silver Tsunami as Golden Opportunity” Martín Carcasson, CPD

In her presentation, Elizabeth Garner provided an analysis of demographic data from the 2010 U.S. Census to explain how our community will change as the baby boom generation enters their retirement years. Garner explained that Colorado is in the top 10 of fastest growing states in the country, and the fastest growing region is the North Front Range. Larimer and Weld counties are seeing the highest numbers of people over age 65 relocating from other states. Colorado has been a younger state historically, so the impact of silver tsunami will be greater here.



Closer to home, the State Demography Office predicts that the number of Larimer County residents who are 65 and older will increase 140 percent in the next 20 years. This aging demographic is forecast to increase from 35,000 in 2010 to 90,000 in 2040.

Baby Boomers currently represent 37% of the workforce and many have no plans to retire. Their generation has always influenced the economy, and will now drive economic demands in several industries, including healthcare, accessible housing, transportation, education, insurance, and banking. Their activities will also have impacts on public finance and policy.

Garner encouraged citizens and stakeholders to consider our aging population as we plan for the future, as this is a major demographic shift that cannot be ignored. She explained that all age groups must be considered when thinking about how our community will plan for the future of aging well in Loveland. Elizabeth's slides are available online at [www.cpd.colostate.edu/loveland-demographer-report.pdf](http://www.cpd.colostate.edu/loveland-demographer-report.pdf)

Martín Carcasson's presentation was partly a response to the use of the "Silver Tsunami" metaphor to describe the changing demographics. The metaphor clearly paints a negative picture, sending the message that the "wave" of seniors is a significant threat to the community. Martín's presentation responded to the metaphor in two ways, both of which were framed in terms of the demographic change as a "golden opportunity." First, the changing demographics are an important opportunity for Colorado communities because older residents can bring numerous benefits to a community. The nature of retirement is changing, and many older residents contribute to their community in many ways, such as supporting multiple jobs, volunteering, engaging civically, and making major contributions to the local economy. Recent surveys—further supported by the discussions at this event—show that seniors are particularly focused on contributing to their community in multiple ways, and can be tapped to address many community issues. Seniors, in other words, can be critical resources for community capacity.

Secondly, Martín explained that the changing demographic trend is also a golden opportunity because it gives communities a clear reason to reconsider the role of seniors in the community and the degree to which their community is "aging-friendly." U.S. culture has always struggled with this issue, and this should be seen as a wonderful opportunity for communities to take that issue on in a way they never have before. The baby boom generation has a lifetime of experience, wealth, and knowledge that can be harnessed to create positive change in our community. Carcasson's slides are available at [www.cpd.colostate.edu/loveland-carcasson-slides.pdf](http://www.cpd.colostate.edu/loveland-carcasson-slides.pdf).

After the speakers, participants worked in small groups with CPD student associates to discuss a series of questions so we could gather data on public views about the changing demographics in our community. Overall, four forms of data was collected from the process. First, volunteers and students from the CPD took notes from the 13 separate tables. Those notes were utilized to identify key themes and ideas. Second, wireless keypads were utilized to ask to overall group some questions and gather quantitative data. Third, participants were asked to complete a post-meeting survey with a series of questions (though many did not complete these surveys in full). All the raw data from the meetings are available in the appendices to the full report, or online at:

#### **Available Raw Data:**

Appendix A: Keypad data: [www.cpd.colostate.edu/loveland-keypad-data.pdf](http://www.cpd.colostate.edu/loveland-keypad-data.pdf)

Appendix B: Notes from small groups: [www.cpd.colostate.edu/loveland-tablenotes.pdf](http://www.cpd.colostate.edu/loveland-tablenotes.pdf)

Appendix C: Data from final worksheet : [www.cpd.colostate.edu/loveland-worksheets.pdf](http://www.cpd.colostate.edu/loveland-worksheets.pdf)

Appendix D: Data from surveys: [www.cpd.colostate.edu/loveland-surveydata.pdf](http://www.cpd.colostate.edu/loveland-surveydata.pdf)

## Part 2: Highlights from Key Pad Data

After the presentations and before the group discussions, participants answered a series of questions using wireless immediate audience response devices (or “clickers”). One of the enduring questions concerning issues around aging is what term people prefer be used to refer to older residents. Using the keypads, we provided nine options, with “Seniors” being the preferred option by 22. Interestingly, the second most preferred option was “Other,” showing that identifying a common term will continue to be difficult. Only one option (“Elderly”) was not chosen at all.

A second question querying the age of participants—by asking what decade they were born—revealed that six decades were represented: 1980s (2 participants), 1970s (3), 1960s (5), 1950s (15), 1940s (21), and 1930s (8). These numbers don’t include the 15 undergraduate students that assisted during the event.

Participants were then asked what they most preferred to do when they reach retirement age. Ten options were provided, and participants had to option of picking up to three.

### 3.) What do you want to be when you reach 50+? (Pick top 3 identities) (multiple choice)

Traveler  
Learner  
Grandparent  
Volunteer  
Recreator  
Employee  
Arts Patron/Artist  
Reader  
Helper  
Just be.

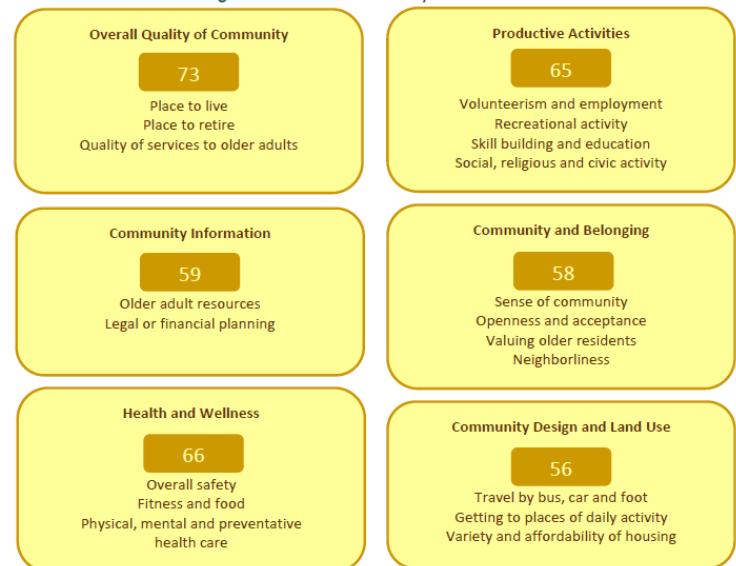
Responses (percent)		(count)
50%	27	
44%	24	
41%	22	
33%	18	
26%	14	
24%	13	
22%	12	
13%	7	
11%	6	
2%	1	
<b>Totals</b>		100% 54

\* Percentage is percent of participants that chose that option.

Participants then answered a series of questions based on an analysis provided in the Loveland Community Assessment Survey for Older Adults (CASOA) report, which was completed in 2010 and had 1,277 responses. That survey presented "scores" on 5 areas of community readiness, plus overall quality of the community. The CASOA scores are on the right:

Using the keypads, participants at the May 2 event were asked to rank Loveland on each of the six areas, choosing a grade of A, B, C, D, or F.

Figure 4: Loveland Community Readiness Chart



The full CASOA report is available at  
[http://www.larimer.org/seniors/casoa\\_2010\\_lv\\_brief.pdf](http://www.larimer.org/seniors/casoa_2010_lv_brief.pdf)

The results from the keypad process were:

	Mean Score (A=1, B=2, C=3, D=4, F=5)	Percent of A's and B's
Productive Activities	2.08	75%
Community information	2.44	52%
Community belonging	2.36	58%
Health and wellness	2.00	68%
Community design and land use	3.10	26%
Overall quality of community	2.30	64%

Full results available in the appendix or online at [www.cpd.colostate.edu/loveland-keypad-data.pdf](http://www.cpd.colostate.edu/loveland-keypad-data.pdf):

With the mean score, the lower the score the "higher" the grade, so participants gave the city the highest marks for Health and Wellness and Productive Activities, and the lowest marks for Community Design and Land Use (which would connect with transportation and housing issues, likely). Those results were similar to those from the CASAO report.



***Over the Winter, Four Self Directed Volunteer Teams  
Activate Projects, Bringing Them to  
Successful Conclusions.***

*This spring, the Writer's Group, the Housing Committee, Mobility and Transportation Travel Training, and the Walking Group are producing results ranging from a series of **Coloradoan** articles to a scan of best innovative housing practices for older people in Larimer County.*



**In December, 2014, the Writers Group, a Self Directed Volunteer Team (SDVT) who works with the Culture on Aging Priority Group, began a monthly series in the Coloradoan called “Aging Gracefully.”**

**Written by older adults in Larimer County, these articles highlight diverse perspectives on living a full life in the later years. An article should appear in the**

Coloradoan one Sunday of each month. They are subsequently published on the Foundation on Aging website, under the rubric *Age-Friendly Communities*: <http://www.foalarimer.org/age-friendly-communities/growing-older-coloradoan-series/age-friendly-communities/growing-older-coloradoan-series> You can find the following articles there.

Two Christmas articles inaugurated the series on December 19<sup>th</sup>. In *Christmas at 80*, Barbara Fleming revisits different memories from earlier Christmases, specifically ages 6, 9, 30 and 50, each of which had its challenges as well as pleasures. By comparison, she describes what she calls her “ghost of Christmas present” as “a gentle presence in my day.” For Betty Aragon-Mitotes (*Christmas Brings Memories*) Christmas means memories of her parents, who taught her valuable lessons such as, “be proud of where we came from, of our culture and our history.” She concludes, “from them I learned that growing older is hard; it requires patience and strong love.”

This year, on January 9, Gary Raham’s article, *To New Beginnings*, describes an active life growing older: “during my post-50 journeys, I’ve written more than a dozen books and won awards for both writing and illustrating.” He finds that “at age 70, one man’s bucket list is still plenty long.”

In her February 20th article, Jean Dietemann describes how she “roll[s] with the changes of aging to go in a new direction:”

On the one hand, I can’t do some things the way I once did. Hike in, especially

uphill, to a favorite fishing hole. Run or even walk fast. Eat a lot of salt and fat. Drink real coffee. Work in my garden for hours at a time. Watch late-night TV.

On the other, I can still do those things — just differently. Walk, briskly, to drive-up fishing spots. Drink decaf coffee. Eat more veggies, fruit and fish.

Work in the garden before 10 a.m. and after 7 pm.

Members of the Writers Group -- Barbara Fleming, Bonnie Shetler, Barb Schoenberger, Marigail Jury and Julie Demaree -- developed this project. Look for the group's March article in next Sunday's *Coloradoan*. If you are a writer of a certain age and would be interested in contributing an article, please contact either Bonnie Shetler [bshetler@me.com](mailto:bshetler@me.com) or Barbara Fleming [bff@frii.com](mailto:bff@frii.com) for more information.

Mobility and Transportation  
sponsored its first Senior Travel  
Training session on March 18 at



The MPO, Transfort, and the Senior Center are working in collaboration in order to offer Senior Travel Training sessions available for sign up through the *Recreator*. This brief description of the course, Bus Education 101, is on page 105 of the *Recreator catalog* <http://www.fcgov.com/recreation/catalogs/recreator-70.pdf?1427128676>

**Get on board! Sign up for an educational bus trip and start riding the bus the next day. Learn how to buy a ticket or pass, read the bus schedule, plan bus trips, make route transfers and more, all while riding the bus with Transfort's travel trainer. Build your bus riding confidence in just one session.**

Sessions begin and end at the Fort Collins Senior Center. Class participants take the #7 bus to a Transit Center, where they learn on site about using MAX.

Two more sessions will be offered, on April 22 and May 20, from 1-3 pm. Sessions are complimentary for those 50 and up, but advance registration is required. Three ways to register for Bus Education 101 are described here: <http://www.fcgov.com/recreation/registration.php?2>

The Mobility and Transportation group is pursuing expanding travel training into other Larimer County cities. Mobility and Transportation meets monthly with the Senior Transportation Coalition (STC) at Pathways Hospice, 305 Carpenter Road in south Fort Collins (just east of College/287 between Fort Collins and Loveland). Meetings are open and take place from 1:30 to 3 pm on the first Thursday of each month.

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The Housing Committee, a Self-Directed Volunteer Team who works with the Housing Priority Group, has completed its charge to "research best practices of innovative housing options for seniors of all income levels."

Team members submitted individual research on the housing options of Village

to Village Networks, Natural Occurring Retirement Communities (NORC's), Cohousing, Tiny Houses, Shared Housing, and Shared Housing "Golden Girl Style." Village to Village networks, for example, are grass-roots communities organized to meet the needs of a small group of senior residents on site. Annual membership fees of less than \$1000, along with fundraising, grants, and volunteer work provide local access to services like transportation, wellness trips and social and educational activities for reducing isolation. Membership-driven bartering networks similar to neighborhood online organizations provide home repairs, pet care, etc. Village-to-Village communities require less government involvement in senior services.

P.12

**SDVT members Sue Ballou (right), Dawn and Phillip Elliot, Summer Garcia, Katy Mason, Tamera Sass, and Ken and Marty Tharp researched housing practices that had worldwide, evidence based success.**



The complete report on innovative housing options, edited by Dawn Mathis and Ron and Celeste Lasky of Write-on Publications, with research summarized by SDVT intern Summer Garcia, can be found at <http://www.foalarimer.org/age-friendly-communities/housing-1/innovative-housing>.

With the information on housing options in hand, the PAFC Housing Priority Group obtained financing to contract The Highland Group to make a best practices housing scan of Larimer County communities. For purposes of mapping the survey, Katy Mason worked with the director of The Highland Group, Elizabeth Borden, to organize precincts into Fort Collins, Loveland, Estes Park, rural plains, rural mountains and Larimer County as a whole. The earlier SDVT research on housing options will companion with the Highland Group's final report on best housing practices in Larimer County in a presentation to the attendees of the May 7<sup>th</sup> PAFC Summit on Aging:

<http://www.foalarimer.org/summit-on-aging-2015/summit-highlights>.



**The Walking Group, a Health and Wellness SDVT, completed their project this month: developing and distributing a survey asking about barriers to walking faced by older adults in Larimer County.**

Team members Paula Stearns, Cherrie Thornton, Mary Lyons, Barb Turnbull, Kimberly Burke and Joanne Van de Walle researched other national studies and developed a survey that could be completed in about five minutes. Martin Carcasson put the survey on Survey Monkey so that both paper and online surveys were available. Several electronic newsletters, including one to Estes Park residents and another to the UC Health CANDO Coalition, resulted in over 100 online responses. The Team had tables at the Loveland and Fort Collins senior Centers and collected many written surveys. Other members attended VOA Senior lunches in Bellevue, Wellington, Azatlan Center and other senior living centers in the County and collected surveys from these venues in an attempt to include a variety of communities.

Over the next few weeks, the team will analyze the results and prepare a report for the May Summit on Aging. The team has received nearly 300 surveys from around the County and has been very excited about the many opportunities that have been made available to share the surveys either in newsletters or other settings where seniors live or gather.

Here is the Estes Park survey. If you have not taken the Health and Wellness walking survey yet, please feel free to use the link in this survey to do so.

***Town of Estes Park - Senior Services***  
***Learn more about the Partnership for Age-Friendly Communities***

***Good afternoon,***  
***The Town of Estes Park Senior Services is sharing information from the Partnership for Age-Friendly Communities in Larimer County.***

## **Background**

**The Partnership for Age-Friendly Communities (PAFC) is a collaboration of community organizations sponsored by the Foundation on Aging for Larimer County and Larimer County Office on Aging. The purpose of PAFC is to build broad collaboration to create a sustainable environment that supports and promotes age-friendly communities in the areas of affordable housing, access, health and wellness and the culture of aging throughout Larimer County.**

**The goal of PAFC is to make Larimer County a great place to grow up and to grow old.**

**Read more about their efforts at:**

<http://www.foalarimer.org/age-friendly-communities/partnerships>

**Can you help by taking the PAFC survey?**

**As one of the many outreach efforts of the PAFC, they are offering a community survey to better understand the barriers and issues older adults (age 60+) face as related to walking, health and exercise.**

**What is in the PAFC survey?**

**There are questions about walking, exercise and health that we'd like to find answers for. Why aren't older adults walking more? Many older adults aren't walking enough to stay healthy. In order to make Larimer County more age-friendly, we'd like to increase physical activity by minimizing the barriers to walking. Will you take our survey to help us better understand the barriers?**

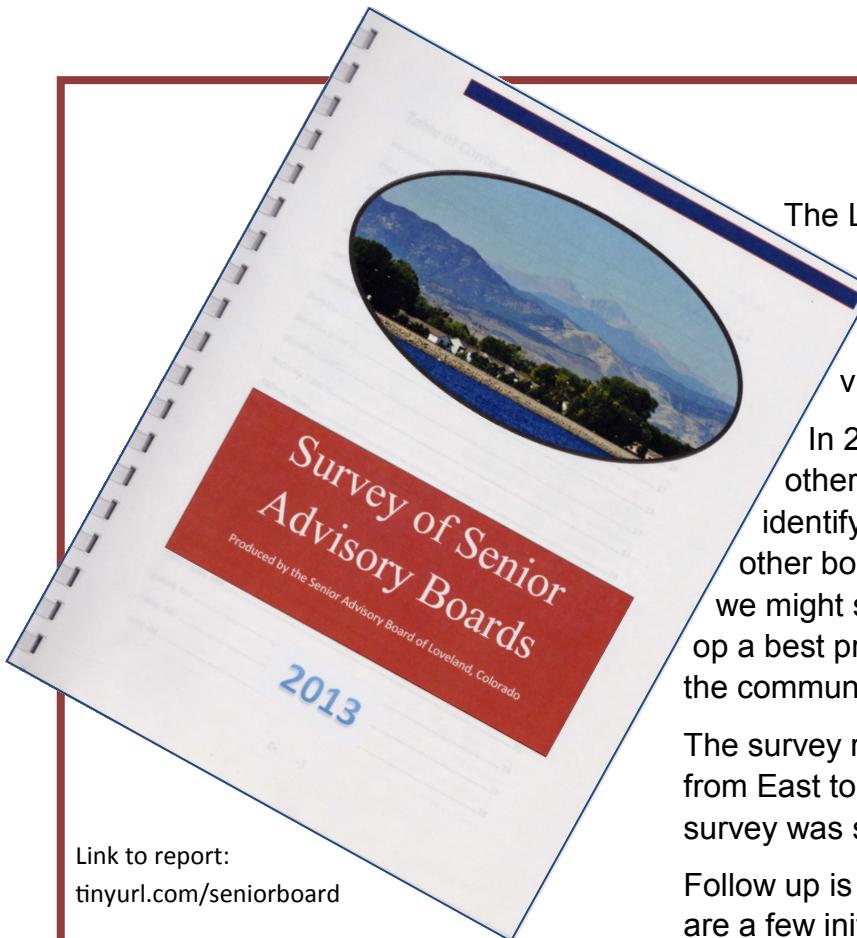
[CLICK HERE to take the survey on-line](#)

**or paper copies of the survey are available at the Senior Center. Paper copies may be completed and returned to the Center.**

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This email was sent to [<< Test Email Address >>](#)  
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)  
Foundation on Aging for Larimer, Inc. · Po Box 288 · Fort Collins, CO 80522 · USA

MailChimp



Link to report:  
[tinyurl.com/seniorboard](http://tinyurl.com/seniorboard)

## Executive Summary

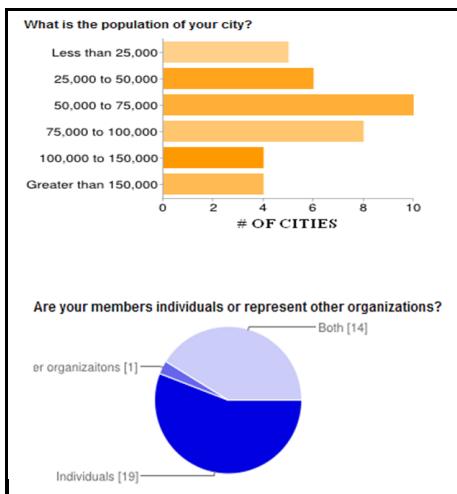
The Loveland Senior Advisory Board establishes measurable goals each year to continuously strive to improve our ability to be advocates for seniors and a vital resource in our community.

In 2013, we published a national survey of other senior advisory boards. Our goal was to identify and learn from the key successes of other boards. We wanted to find areas in which we might share our successes as well, and develop a best practices approach to serving seniors and the communities in which they live.

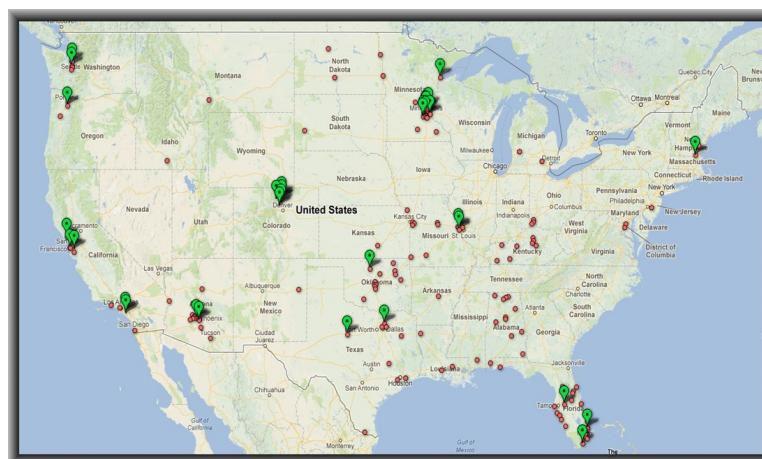
The survey report included 37 boards in 27 states from East to West, and North to South. The online survey was sent to over 100 cities.

Follow up is a work in progress. Included in this brief are a few initial findings.

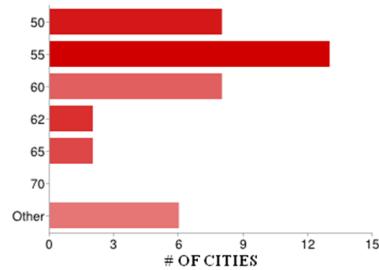
## Sample Statistics from Report



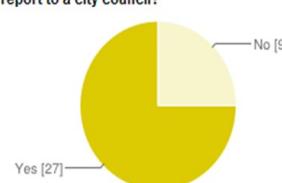
## Map of Responding Cities



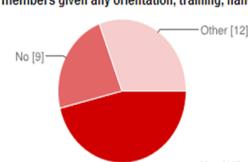
### What age do you define as a senior?



### Do you report to a city council?



### Are new members given any orientation, training, handouts, etc.?





# Council Study Session

Loveland  
Senior Advisory Board  
April 28, 2015  
6:30pm

# Introduction

- Loveland Mission and Vision
  - VISION...Vibrant community, surrounded by natural beauty, where you belong
  - MISSION...Achieve vision through innovation, dedication and excellent service
- Loveland...*a place to grow up and grow old.*

# Purpose of session

- Generate awareness of Senior Advisory Board's (SAB) ongoing work which links:
  - community development issues
  - changing demographics
  - citizen needs
  - projected outcomes

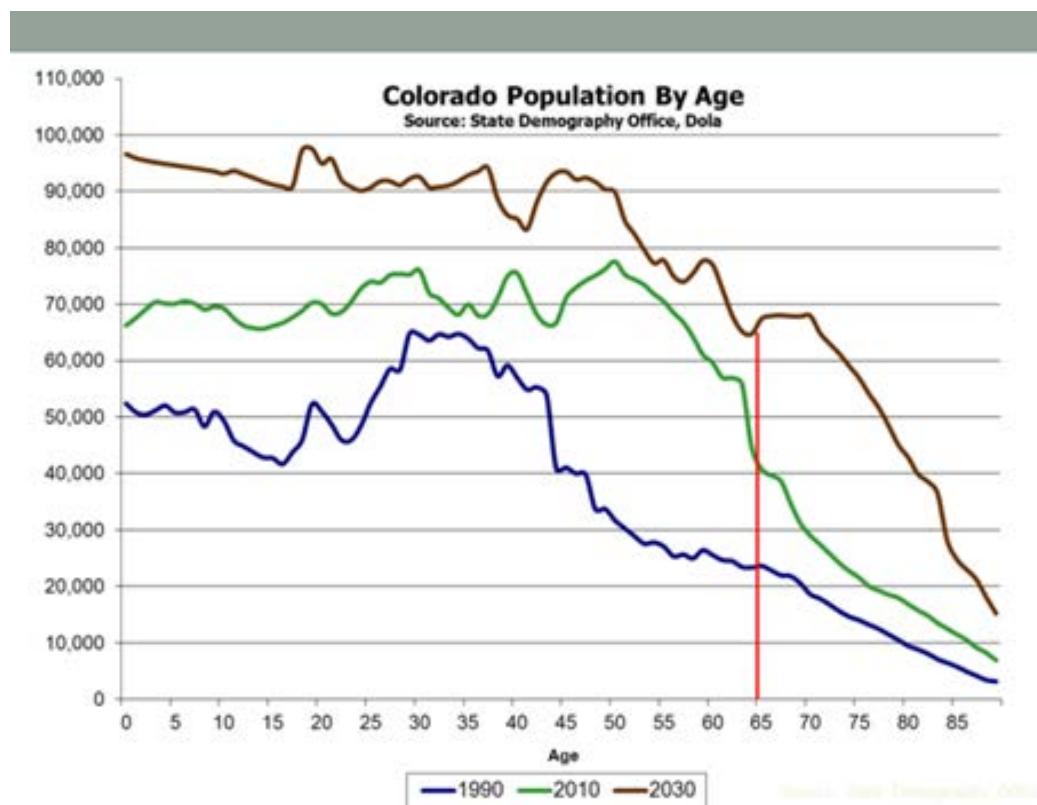
Promoting our advisory capacity as a vital resource in the community.

# Why?

- Loveland Community Conversation (May 2013)
  - Data Summary
    - Data from state demographer
    - Citizen input



# Growth in Aging Population



# Citizen Input

- Wide range of activities available
  - Volunteer, recreation, social and civic opportunities
- Areas of Concern
  - Flexible transit options
  - Senior friendly housing
  - Community development design/land use

# Partnership for Age-Friendly Communities

- Metlife Technical Grant
  - Larimer 1 of 6 communities selected in the nation!
  - Brief Summary



# Partnership Project Focus

- Access / Mobility
- Health / Wellness
  - Barriers to Walking Survey
- Housing
  - Highland Survey
- Culture of Aging



# Summit on Aging May 2015

- Educate
- Celebrate
- Engage



*Larimer County*  
**SUMMIT ON AGING**  
*Creating Age-Friendly Communities*

**THURSDAY, MAY 7<sup>TH</sup>, 2015**  
8:30 am - 4:30 pm at the Fort Collins Senior Center

*presented by*  
**PAFC**  
Partnership for Age-Friendly  
Communities in Larimer County

# Create Loveland

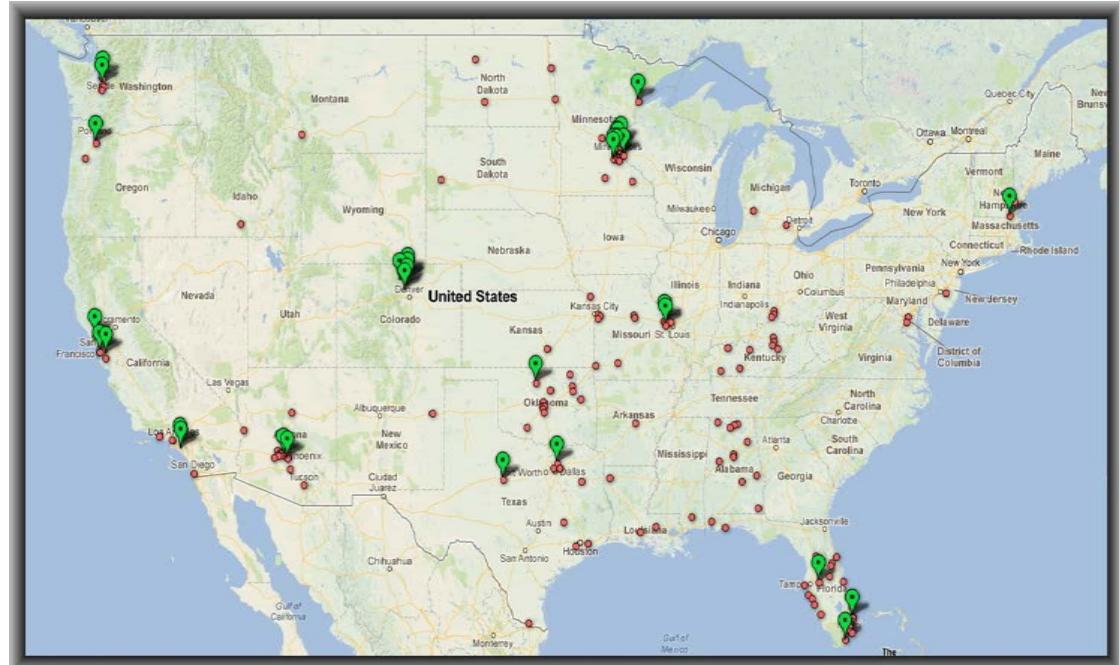
- Top 3 Senior Advisory Board priorities
  - Expand mixed use areas which support walking to work, recreation and shopping
  - Optimize connecting Loveland's centers and corridors
  - Promote housing which reflects universal design, enabling residents to age in place



*Create*  
**LOVELAND**

# National Outreach Survey

- Purpose
- Follow-up



# Questions?





**CITY OF LOVELAND**  
**PARKS & RECREATION DEPARTMENT**  
 Civic Center • 500 East Third • Loveland, Colorado 80537  
 (970) 962-2303 • FAX (970) 962-2903 • TDD (970) 962-2620

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<b>AGENDA ITEM:</b>	<b>2</b>
<b>MEETING DATE:</b>	4/28/2015
<b>TO:</b>	City Council
<b>FROM:</b>	Elizabeth Anderson, Parks and Recreation Director
<b>PRESENTER:</b>	Janet Meisel-Burns, Senior Park Planner

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**TITLE:**

Viestenz-Smith Mountain Park – Restoration and Recovery Plans for the Mountain Park

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**SUMMARY**

This is an information only item. In December 2014, staff hired Logan Simpson to prepare a site assessment, preliminary hydraulic analysis and two master plan concepts for the redevelopment of Viestenz-Smith Mountain Park. The concept plans were presented to Open Lands and Parks and Recreation Advisory Commissions in early April and the first public meeting on the project redesign was held on April 15<sup>th</sup> with approx. 35 people in attendance. Staff is seeking feedback on the designs, and to confirm that the direction of the restoration efforts are congruent with council; including building resiliency and more nature based recreation into the redevelopment of the park.

The two concepts prepared are vastly different than the old park features based on the post flood topography, hydrology and the need to respect the rivers ability to continue to move within the narrow park. After the study session the consultants will refine the concepts and prepare a preferred master plan which will set the vision of the restoration of the park.

Staffs vision for the restored park incorporates Logan Simpson's design principles, makes Viestenz-Smith more resilient in the face of future floods and includes best solutions for reestablishment of parking, vehicular and pedestrian access, picnic areas, fishing and river access. Staff and the design consultants will present the summary of their findings and the concepts for council comments and ideas.

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**BACKGROUND:**

The September 2013 Flood devastated the historic Viestenz-Smith Mountain Park, 10 miles west of Loveland on U.S. Highway 34, and scoured away most of the park's features on the south bank of the Big Thompson River. The Park opened in 1925, the year the Loveland Light and Power hydroelectric plant opened, taking its name from Charles Viestenz, the Loveland town board member who led the power plant campaign, and Ray Smith, the hydroelectric project manager. In 1926 the site was expanded to include 400 acres and was opened for picnics and hiking.

The catastrophic Big Thompson flood of 1976, when the river's flow was estimated at 30,500 cubic feet per second, washed away the dam, power plant and 1700 feet of pipeline. The park was heavily damaged. A new, efficient power plant was constructed out of the main pathway of future floods, and a new flood-resistant dam replaced the old one. The plant reopened in 1978 and the park was restored at the same time.

During the two major floods the river cut new channels, each one further south within the park. The flooding river in September 2013 breached and cut southward within the park toward U.S. 34, causing severe bank erosion and scouring away most of the park's south-bank features. The 2013 flood destroyed the parking lot, vehicle-pedestrian bridge south abutment, sidewalks, irrigation pond (tailrace pond), pump, playground and all the picnic and memorial plantings and benches. The bridge was salvaged with very little damage but the new hydraulic modeling indicates that a longer bridge will be required to meet the new floodway standards.

The southern most historic Civilian Conservation Corps structure was scoured away along with associated landscaping and trails and can't be rebuilt in the floodway. After the 2013 Flood, the City directed Kiewit to rechannel the river to its pre-flood location and completed other emergency repairs and debris removal during the winter of 2014.

Parks staff and the consultant now desire to work with nature, rather than against it, and move the channel back to its post-flood location. The move will expand picnic and fishing opportunities on the north bank of the river, out of the floodway. Staff directed the consultant team to approach the work of riverbank protection, armoring and river "training" measures with natural aesthetics and ecological soundness as guiding principles.

FEMA funds of approx. \$2.5M are secured for reconstruction of the park through the Alternative Pilot Program grant. The award includes CIRSA funds of \$389,029. The City's share of \$265,822 (12.5%) is still required as part of the \$2.5M award. The design consultant believes that either of the design concepts will exceed the FEMA budget and details on the rough order of magnitude costs are in progress and will be shared at the study session. Some features shown on the master plan concepts, such as the pedestrian bridge, Environmental Education Center renovations, or improvements to the upper parking lots are not covered in the current funding since they were not damaged by the flood. Full cost estimating will be completed with the next phase of design.

Design and engineering for the park will be completed by the end of the year with permitting to follow, which may take up to 6 months to complete. Construction is anticipated to start in the summer of 2016. The park reconstruction should be completed by the summer of 2017.

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**REVIEWED BY CITY MANAGER:**

*William D. Calfee*

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**LIST OF ATTACHMENTS:**

1. Slide Show Presentation
2. Schedule
3. Concepts (2)

# VIESTENZ-SMITH MOUNTAIN PARK

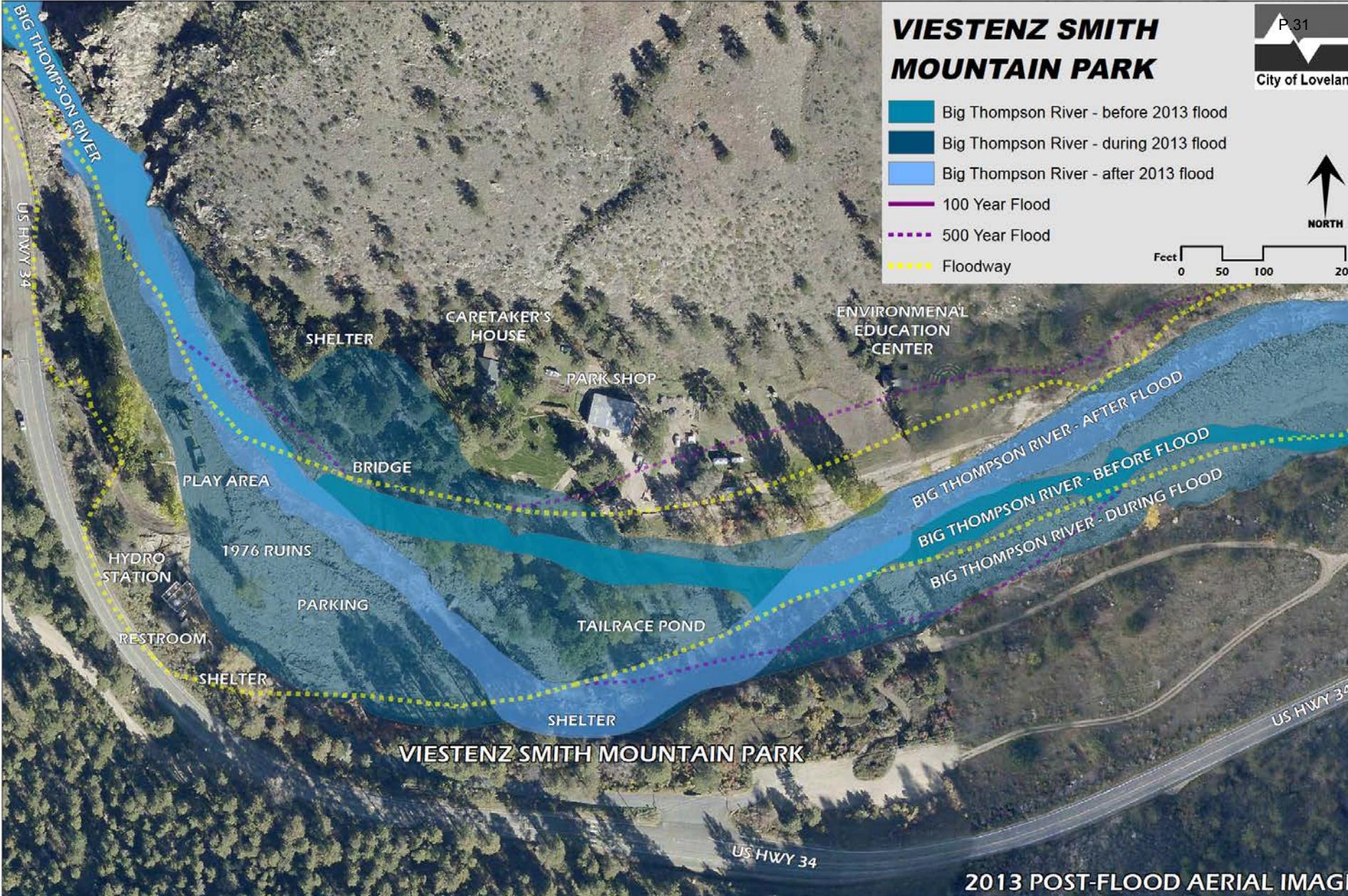
Restoration, Recovery, and  
Resiliency

## VIESTENZ SMITH MOUNTAIN PARK

- Big Thompson River - before 2013 flood
- Big Thompson River - during 2013 flood
- Big Thompson River - after 2013 flood
- 100 Year Flood
- 500 Year Flood
- Floodway



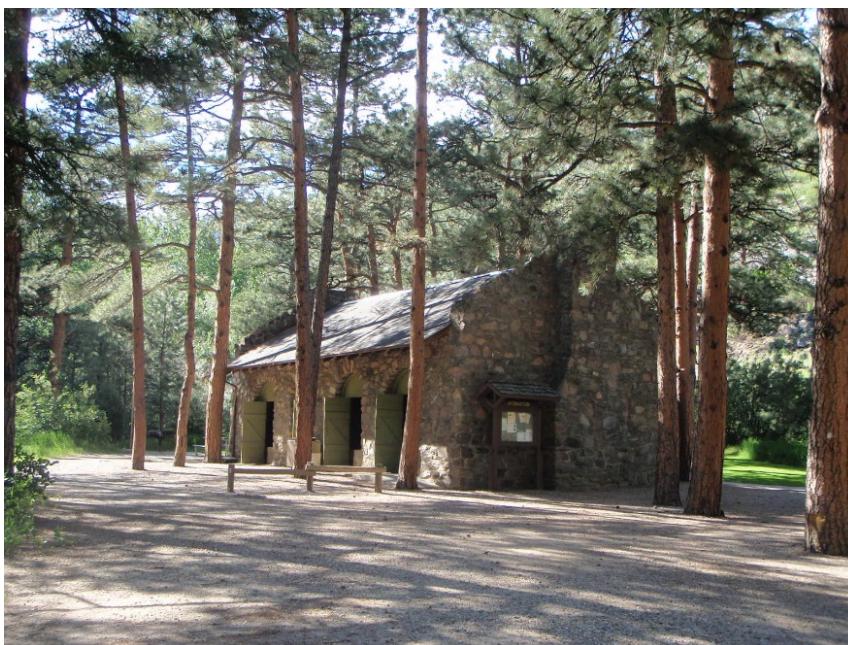
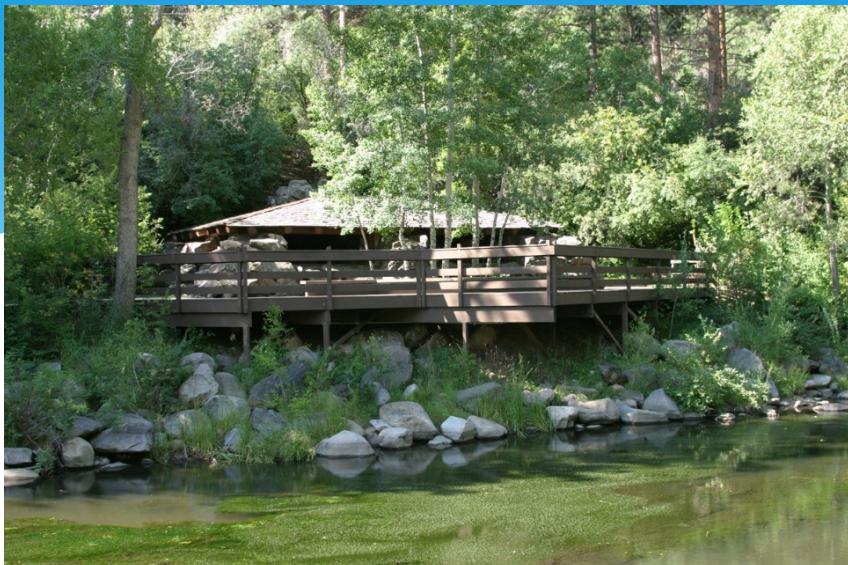
Feet 0 50 100 200



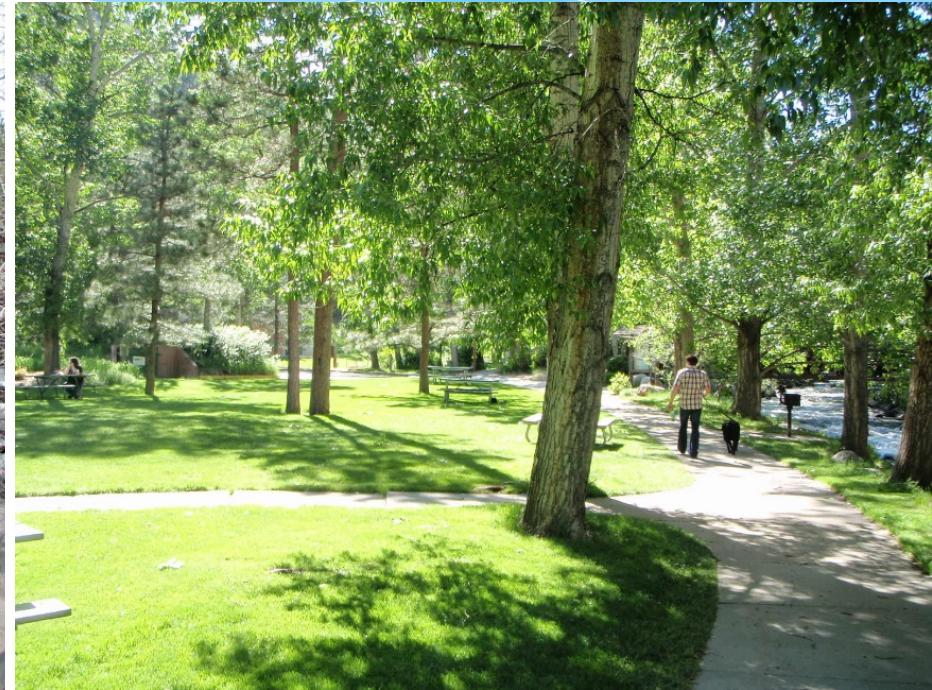
2013 POST-FLOOD AERIAL IMAGE

The Park; river alignment pre, during and after the flood.

## The Park before the Flood



# The bridge and south side of the park – before the flood



# What happened during the Flood

- \* **The Flood changed the river course and destroyed:**
  - \* The Tailrace and irrigation pond, wet well and pump station (power plant decommissioned);
  - \* The south side of the park – picnic areas, walks, landscaping and memorials, and river banks;
  - \* The southern historic CCC shelter and deck (scoured away);
  - \* The parking lot and playground;
  - \* The south bridge abutment destroyed - moved the bridge;
  - \* Two of the EEC learning stations;
  - \* The reservable event site on the south bank.

# VSMP 2012



# 2013 September Flood



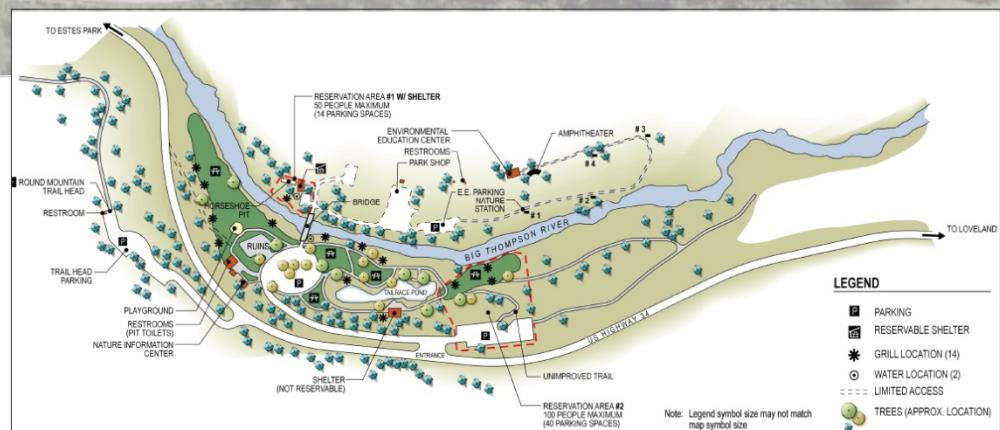
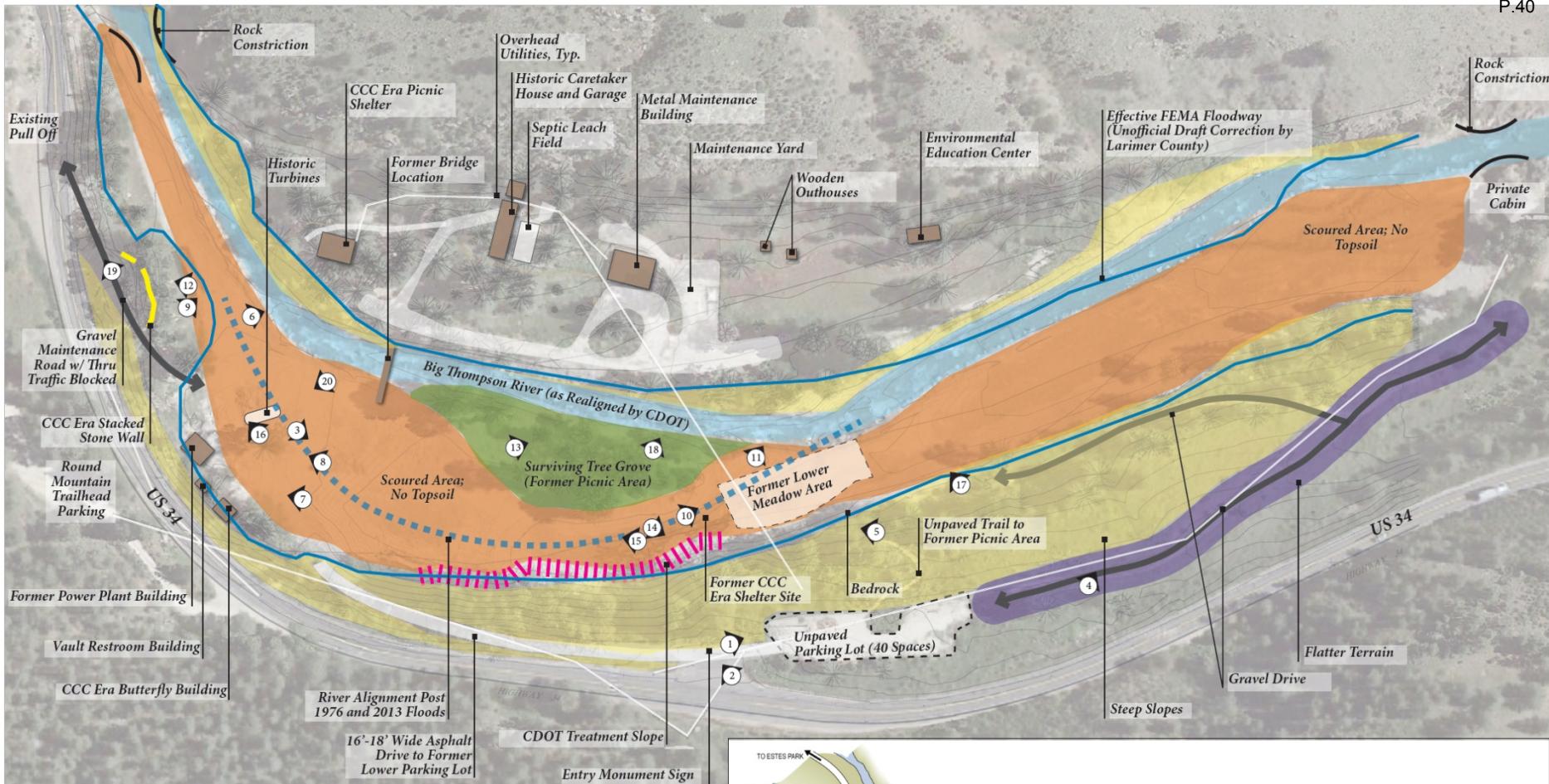
# 2013 September Flood



# 2014 – after rechannelization







# Post Flood Images











MGRS 13TDE7610874394





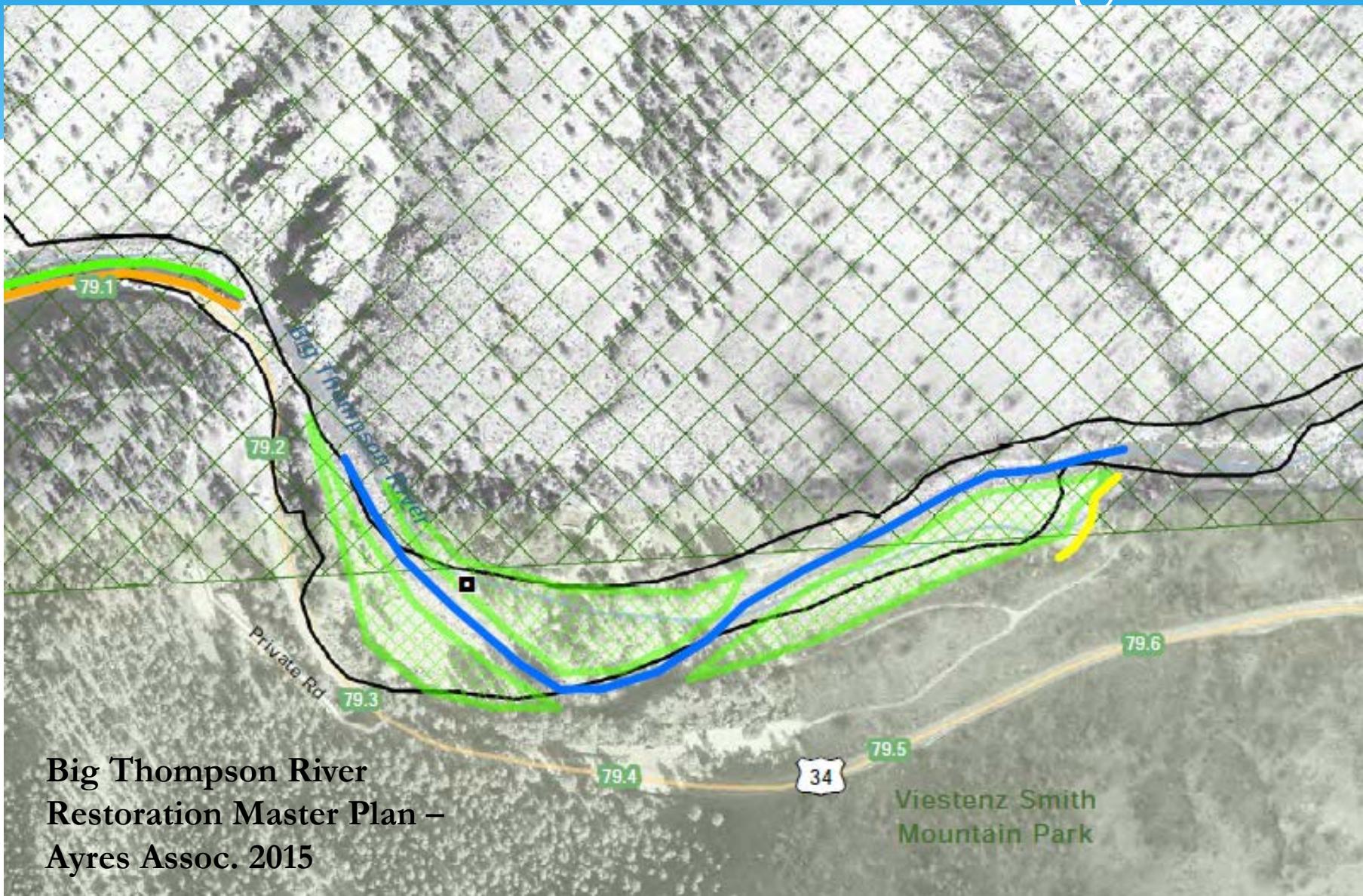
MGRS 13TDE7605374352

# Where do we go from here?

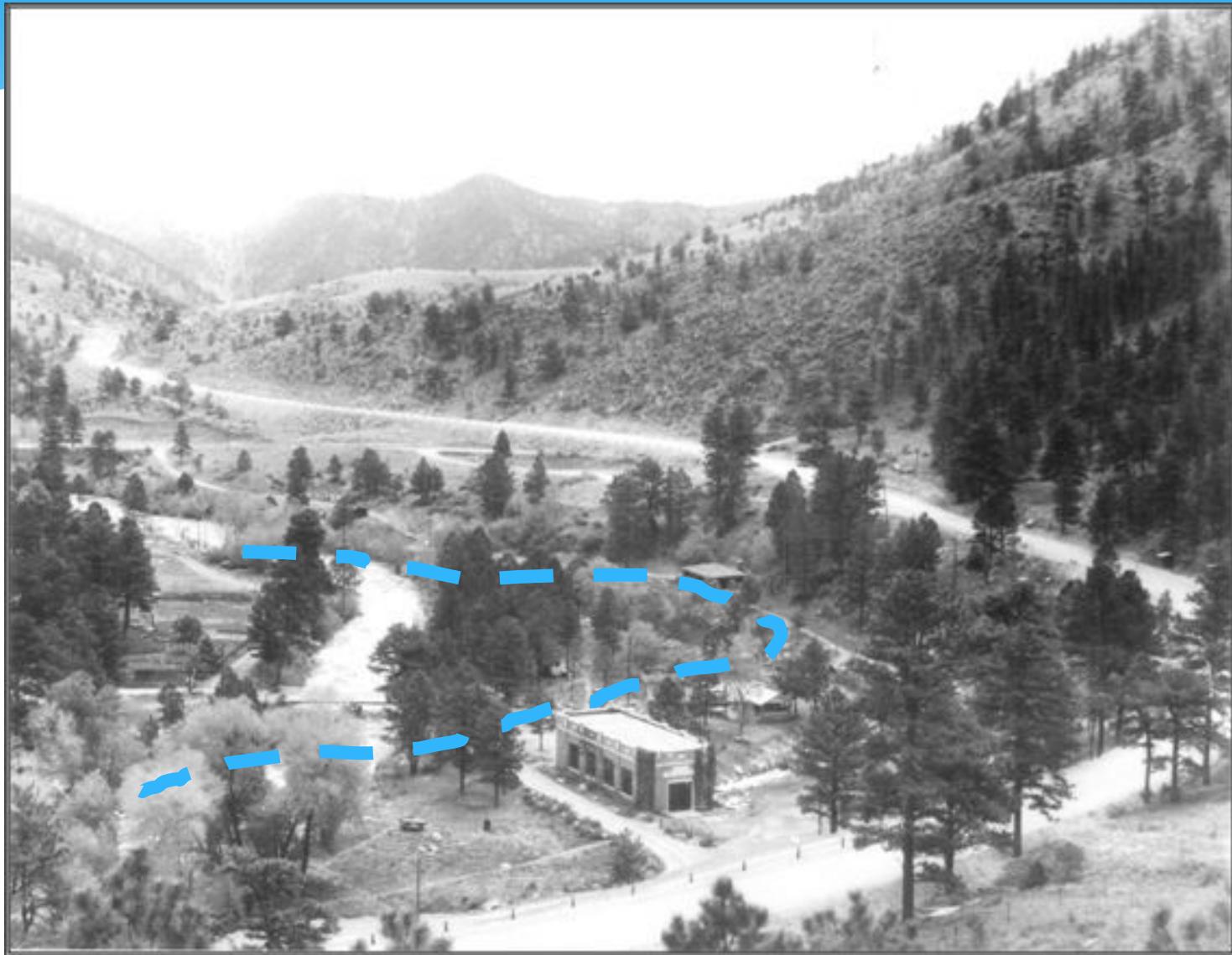
- \* **Facts:**

- \* The site does not have a water source for irrigation, no longer has an irrigation pond, wet well or pumping system,
- \* The care taker house has limited well water,
- \* The bridge can be re-installed to provide access to the north facilities, but it needs to be much longer,
- \* The vault restroom was damaged but can be rebuilt,
- \* Loss of 20,000 CY of soil washed away. Not easily restored.

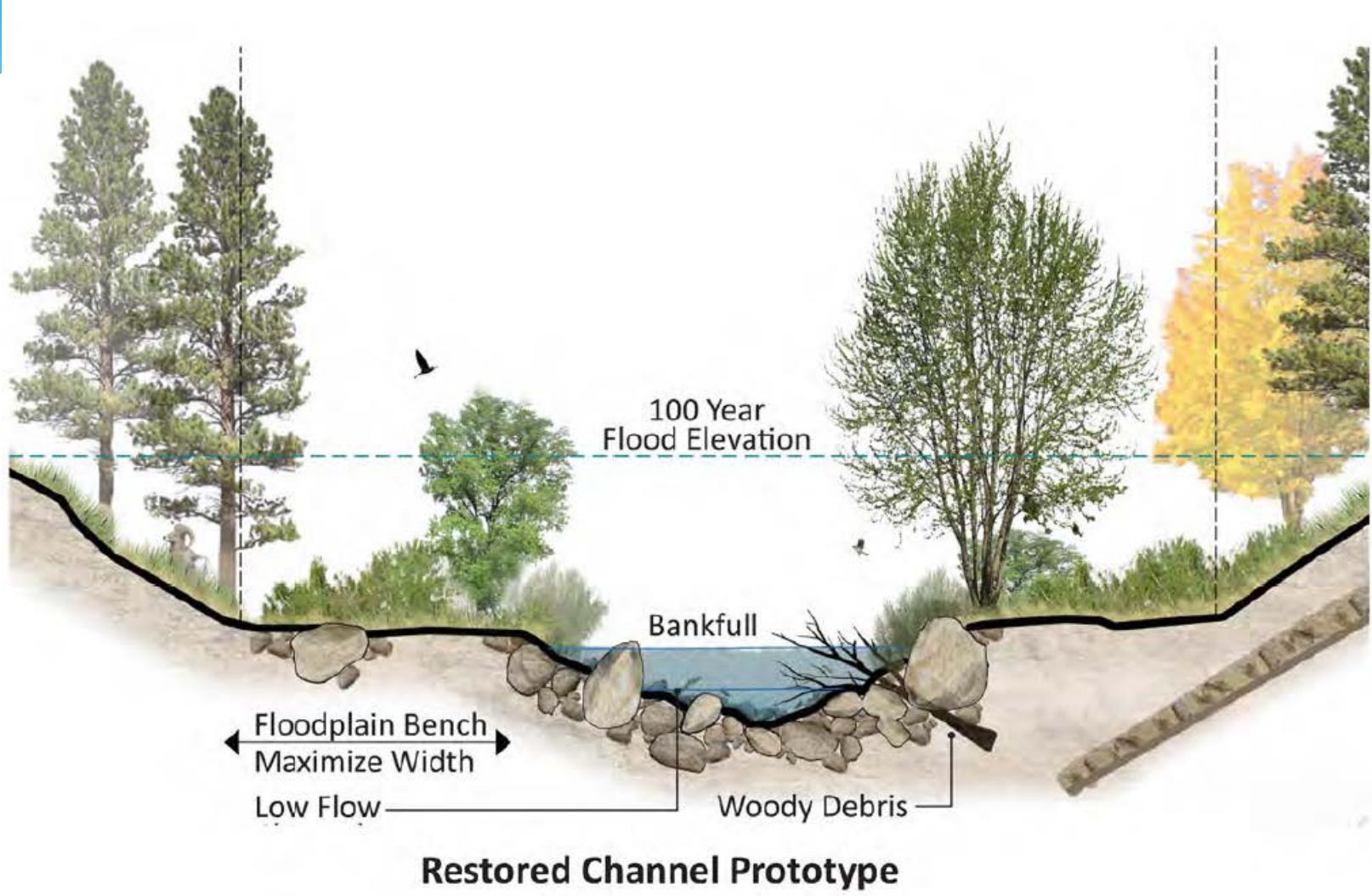
# Where the river wants to go



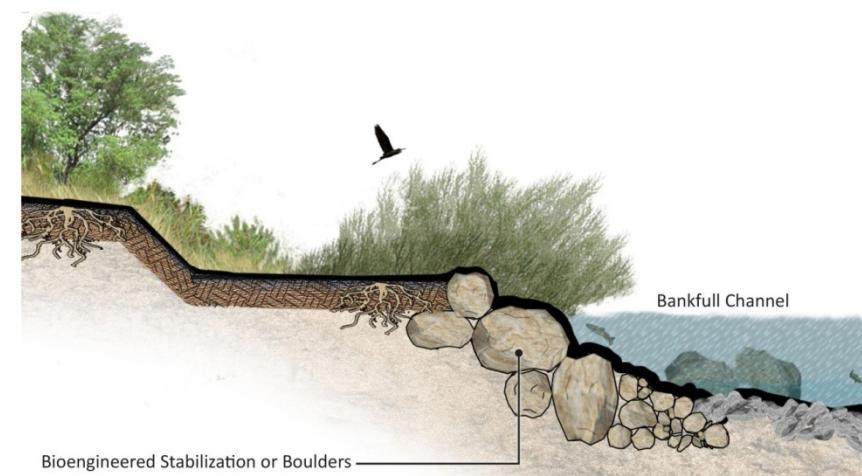
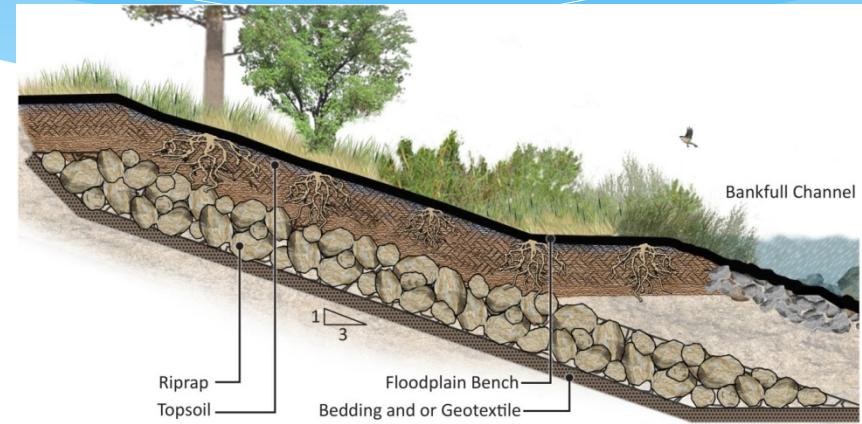
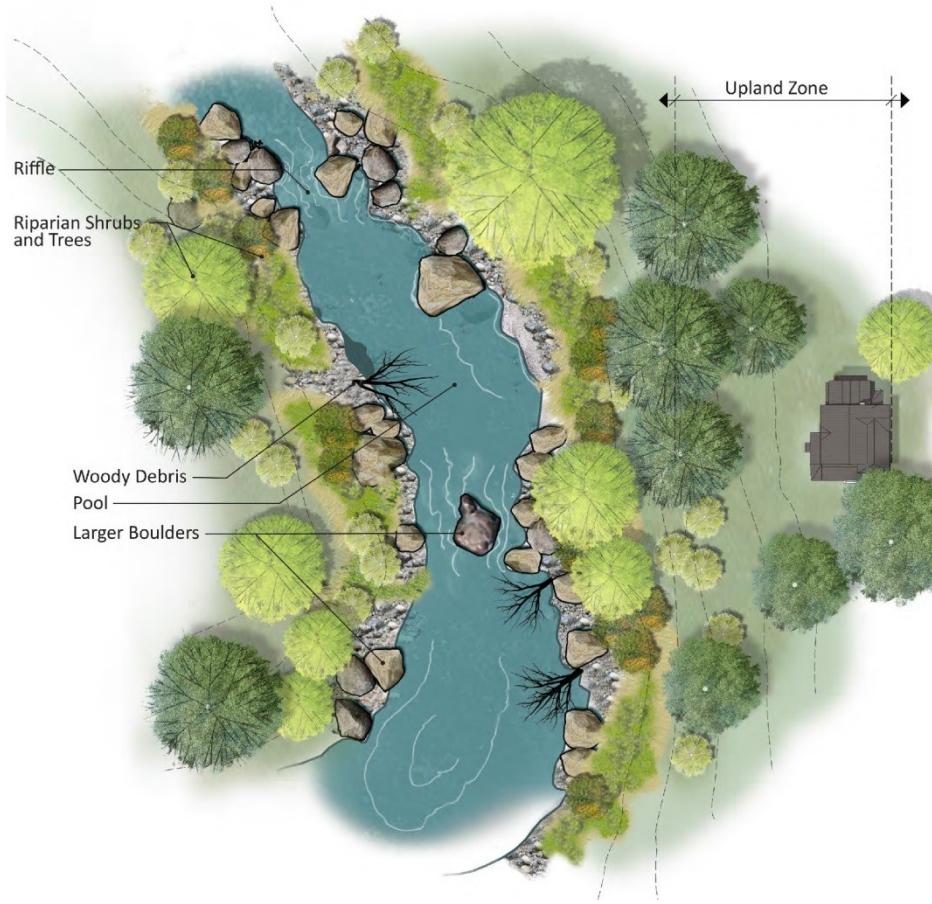
# 1930's photo



# Give the river enough width to function



# River Restoration Techniques



# Existing Conditions



# Restoration Concept



# Public Use Ideas

## Low Impact, Nature-based Recreation and Day Use Picnic Area

- \* **Passive recreation:**
  - \* **hiking, walking, wildlife viewing**
  - \* **picnic areas**
  - \* **river access**
- \* **Provide new parking lot and replace the bridge**
- \* **Provide new shelters – large or several small**
- \* **Provide new restroom(s)**
- \* **Enhanced fishing opportunities**

# Experience The River



# Appreciate Nature

P.57

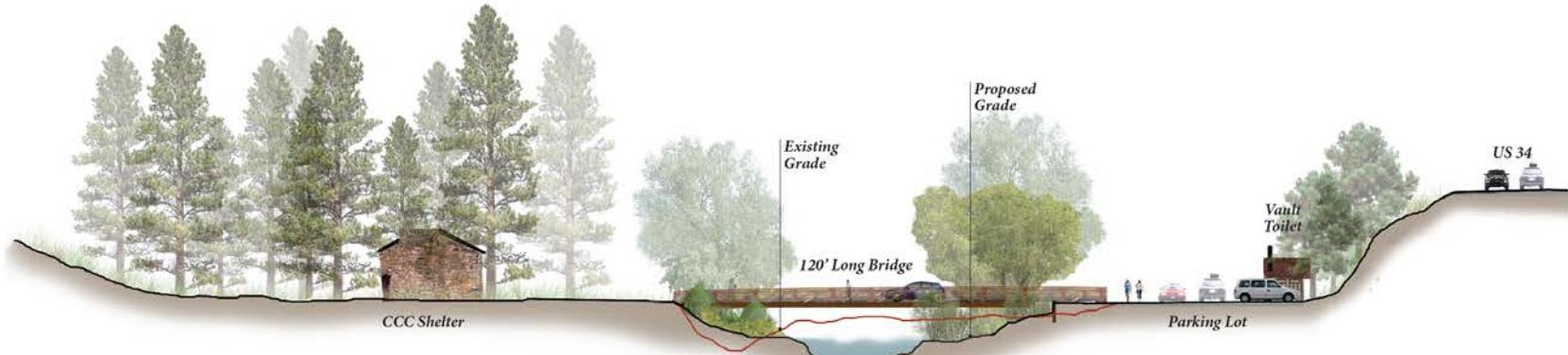
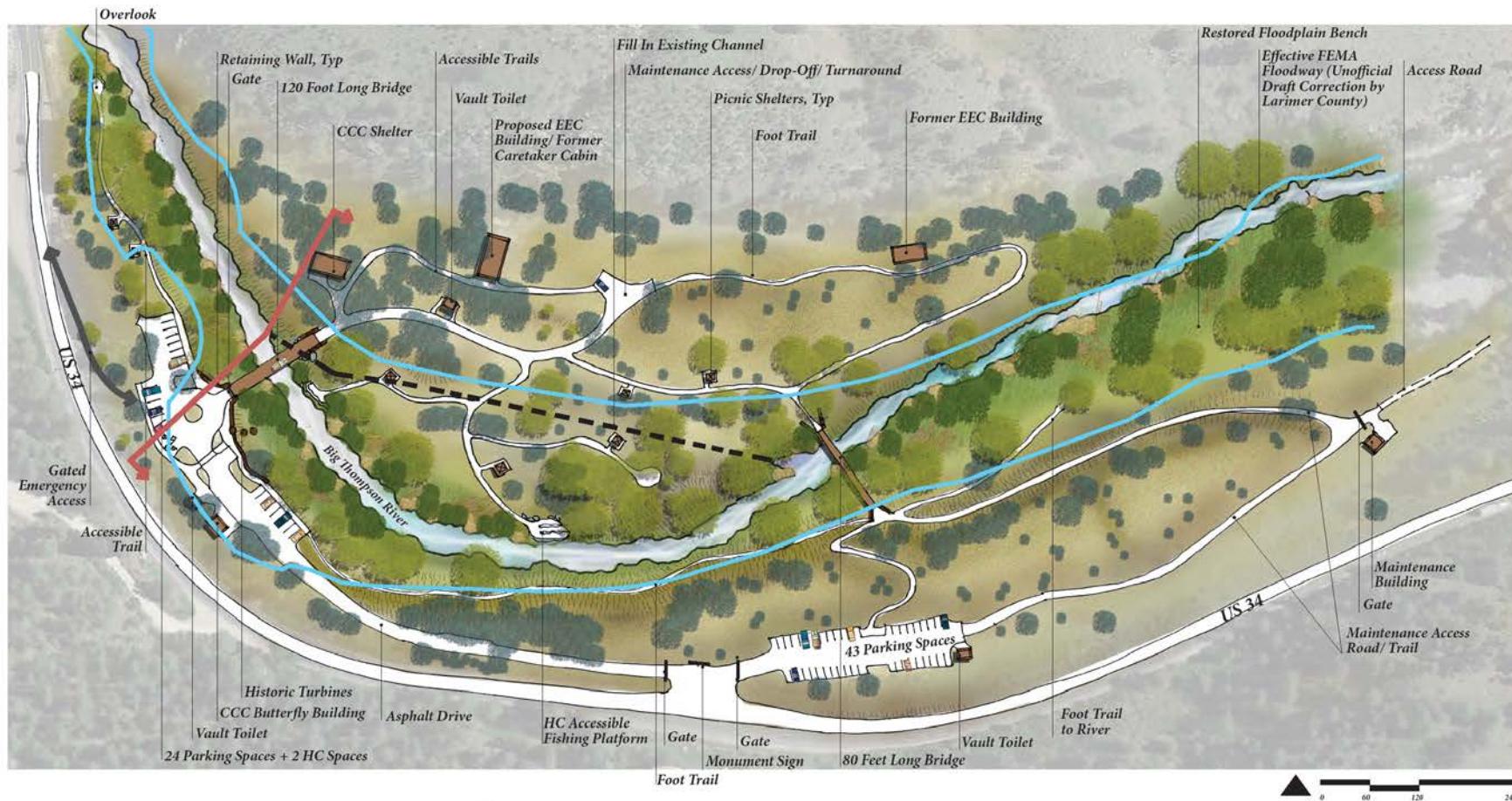


# Picnic and Hike

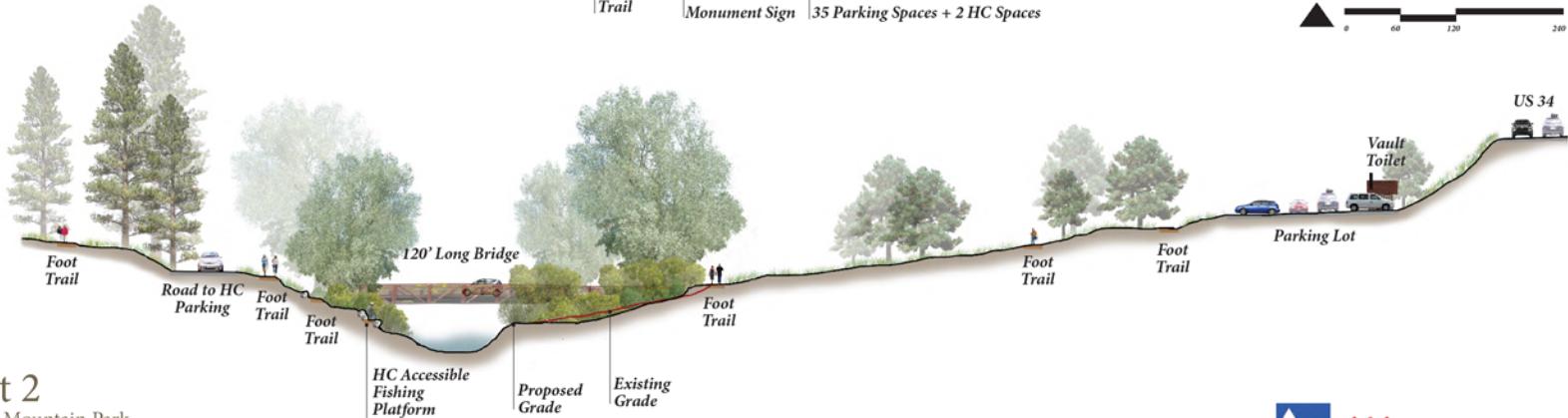
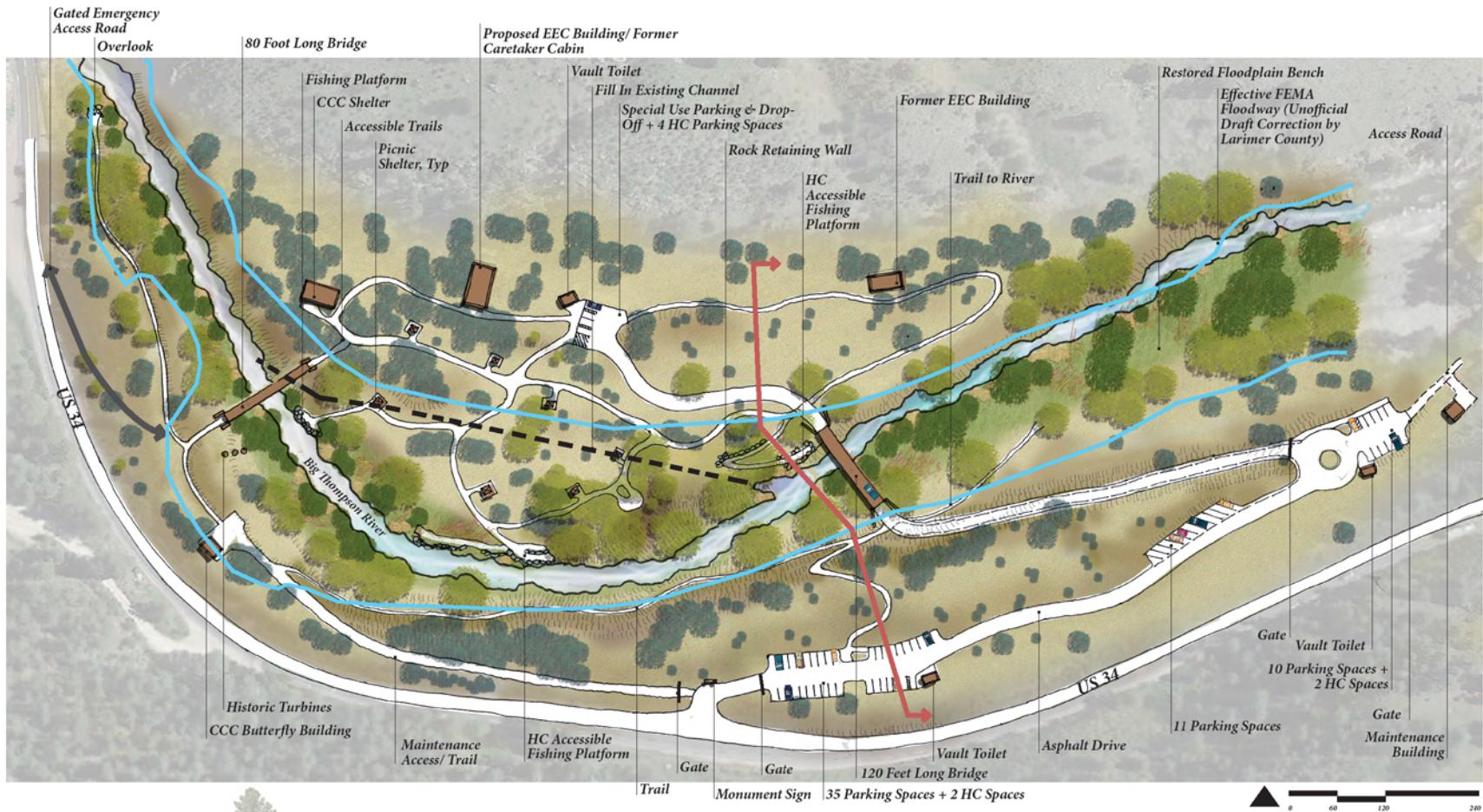


# References to History, Water, Power and Floods





Concept 1  
Viestenz-Smith Mountain Park  
April 8, 2015



## Concept 2

## Viestenz-Smith Mountain Park April 8, 2015

# What we know:

It will never be the same, but opportunities exist.

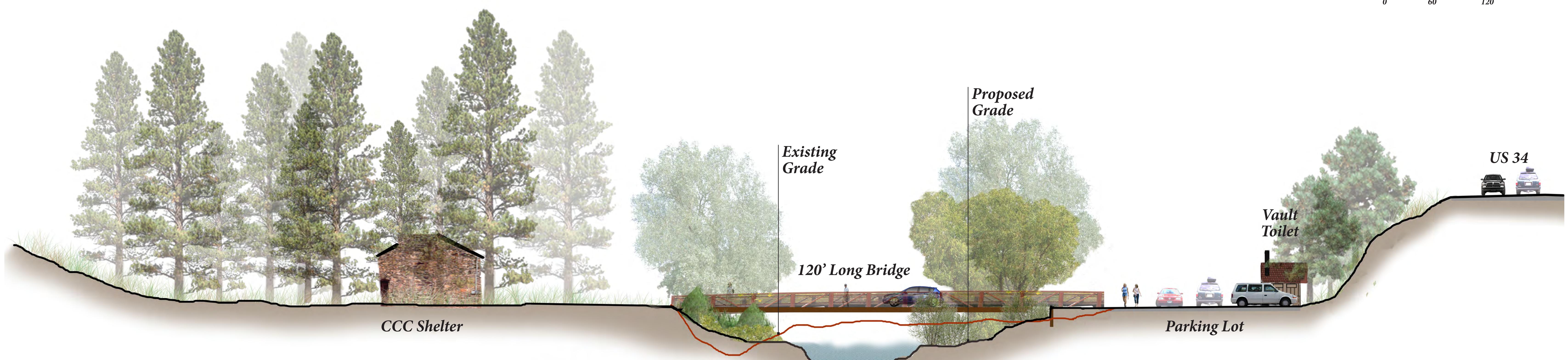
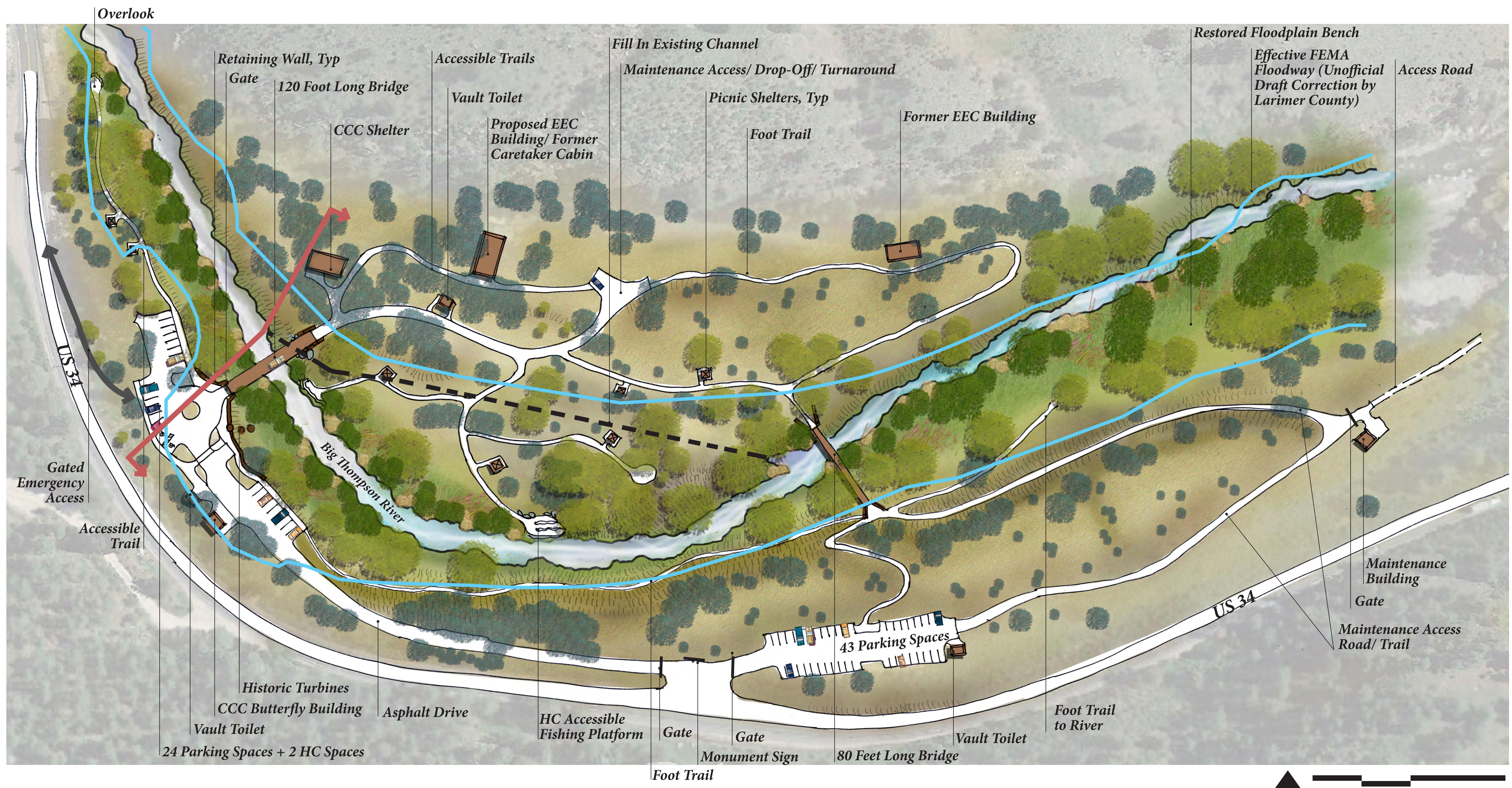
What other types of recreation should this park provide?

- \* Should the park provide reservable shelters?
- \* Is there too much activity?
- \* What are we missing?
- \* Should we restore the Environmental Education Program at the park?
- \* Other ideas?

# Funding & Implementation Status

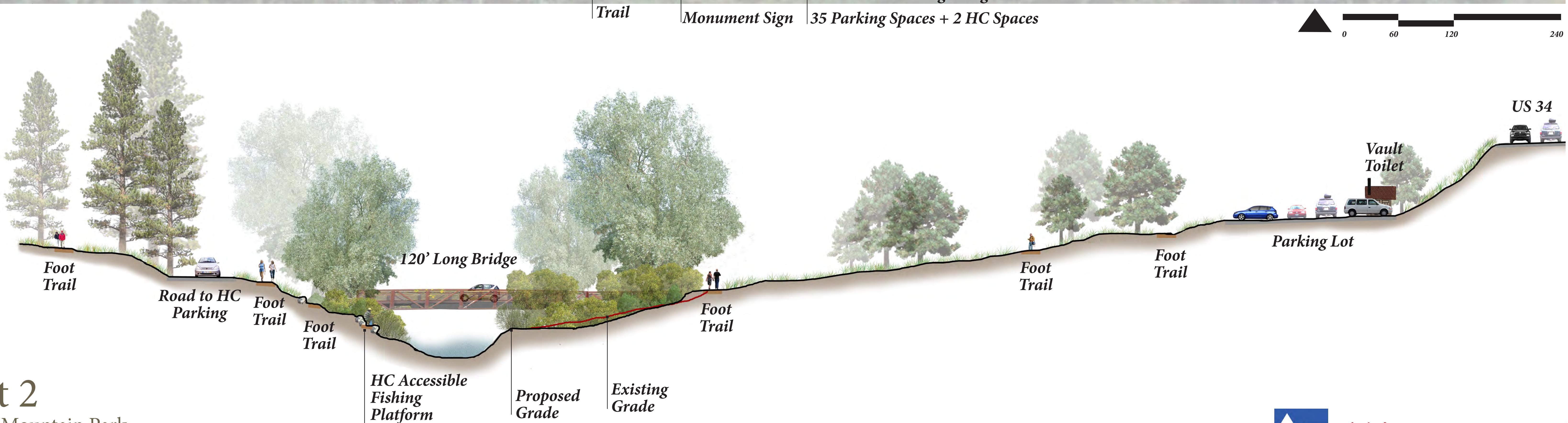
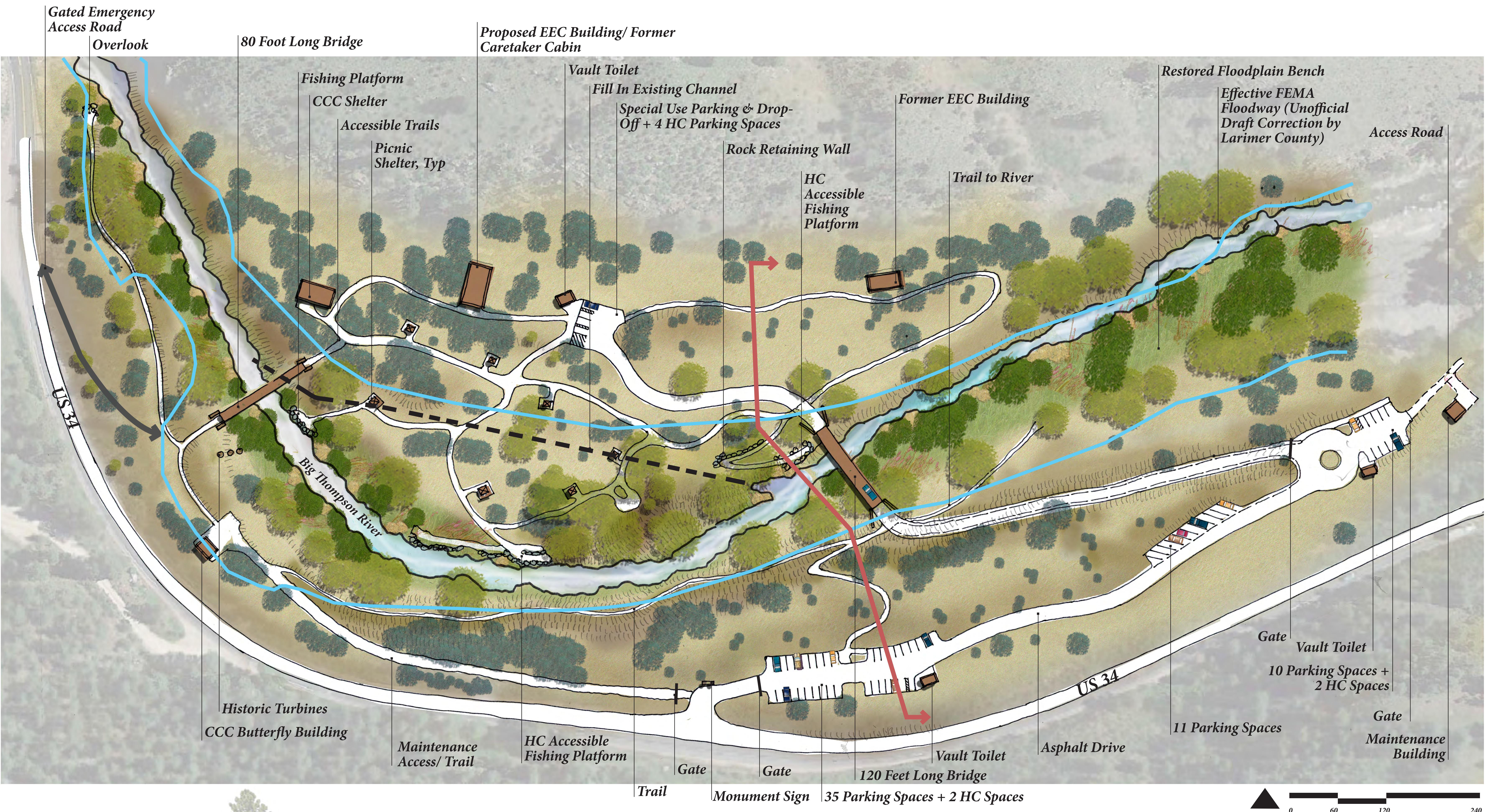
- Current funding by FEMA Alternative Pilot Program and insurance is \$2,500,000
- Cost estimates not complete, but the concepts shown exceed the FEMA budget
- Items below are not included in the current budget:
  - Environmental Education Center - restoration
  - Upland restoration and trails
  - Pedestrian bridges
  - Expanded parking on north side
- This project will most likely need to be phased – 2015 design, 2016 construction (phase I), open 2017

Viestenz-Smith Mountain Park Schedule		2015											
		Week of											
16-Apr-15	Task	Feb	Mar	Apr	May	Jun	Jul	Aug					
<b>1. Conceptual and Schematic Design</b>													
Site Survey, Site Analysis, Conceptual Alternatives		■	■	■	■	■	■						
Progress Meetings													
OLAC meeting #1 (Apr 8)						■							
LPRC meeting #1 (Apr 9)													
Public meeting (Apr 15)					■	■							
City Council work session (April 28)						■							
Preferred Master Plan							■	■	■				
Site sketchup model								■	■				
OLAC meeting #2 (Jun 9)								■					
LPRC meeting #2 (Jun 10)								■					
Public meeting									■				
<b>2. Design Development - 65% documents</b>													
Geotech report										■	■	■	■
65% Plans, Preliminary Details, Materials and Costs										■	■	■	■
OLAC meeting #3												■	
LPRC meeting #3												■	
<b>3. Final Master Plan Graphics</b>										■			
Final Rendered Master Plan, Illustrative Elevations, Enlargement Plans and 3-D Model Final										■	■		



# Concept 1

Viestenz-Smith Mountain Park  
April 8, 2015



## Concept 2

Viestenz-Smith Mountain Park  
April 8, 2015



**City of Loveland**

**DEVELOPMENT SERVICES**

**ADMINISTRATION**

500 East Third Street, Suite 210 • Loveland, CO 80537

**AGENDA ITEM:** 3  
**MEETING DATE:** 4/28/2015  
**TO:** City Council  
**FROM:** Greg George, Development Services Director  
**PRESENTER:** Karl Barton, Senior Planner

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**TITLE:**

Update on Create Loveland Comprehensive Plan

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**SUMMARY:**

This is an informational presentation on the Create Loveland Comprehensive Plan. A brief update will be given on public outreach activities, but the focus of the presentation will be the first draft of Chapter 2. This chapter contains recommended Plan Policies that, once adopted, will be official City Council policy regarding land use decisions. Some more general information will be provided regarding changes to the Future Land Use Map.

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**BACKGROUND:**

During Create Loveland Community Choices Month, the planning team went out to the public in a series of 15 events, plus online outreach, to ask the following question: "Within each of the Plan Elements, where and how do you think we should prioritize our actions?" The team interacted with over 1,300 people and used their priorities to draft the Plan Policies, Supporting Strategies and Land Use Plan that you see in this DRAFT.

**CHAPTER 2 ORGANIZATION:**

Chapter 2 is formatted around 9 Plan Elements that reflect what Loveland citizens told us was important to consider as Loveland continues to grow in the future.

The 9 Plan Elements are:

- Support A Downtown Renaissance
- Invest in Loveland's Older Neighborhoods
- Facilitate Complete Neighborhoods
- Cultivate Vibrant Urban Centers
- Re-Vitalize Our Corridors and Gateways
- Create Safe, Healthy and Accessible Neighborhoods
- Create a Connected and Accessible Community
- Celebrate Our Natural Assets in an Urban Setting
- Strengthen Loveland's Strategic Roles in the Region

The table below depicts the organization of Chapter 2. As reflected in the second column, special care was taken to align the Plan Elements with the City Council Results developed in the Priority Based Budgeting process.

City Vision (current)	Chapter 2 Section ✓ City Council Results from PBB	Plan Elements
<b>A vibrant community...</b>	<b>Centers &amp; Corridors</b> <ul style="list-style-type: none"> <li>✓ Well-planned and strategically managed growth and development</li> <li>✓ Vibrant economy</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Support a Downtown Renaissance</b></li> <li>• <b>Revitalize our Corridors and Gateways</b></li> <li>• <b>Cultivate Vibrant Urban Centers</b></li> </ul>
<b>...surrounded by natural beauty...</b>	<b>Health, Environment, &amp; Mobility</b> <ul style="list-style-type: none"> <li>✓ Healthy, attractive and environmentally sustainable community</li> <li>✓ Safe and secure community</li> <li>✓ Effective mobility and reliable infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Celebrate our Natural Assets in an Urban Setting</b></li> <li>• <b>Create Safe, Healthy and Accessible Neighborhoods</b></li> <li>• <b>Create a Connected and Accessible Community</b></li> </ul>
<b>...where you belong.</b>	<b>Neighborhoods &amp; Community Assets</b> <ul style="list-style-type: none"> <li>✓ Diverse ways to enjoy culture, recreation, life-long learning and leisure</li> <li>✓ Thriving, welcoming and desirable place to live that provides for the well-being of the community</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Facilitate Complete Neighborhoods</b></li> <li>• <b>Strengthen Loveland's Strategic Roles in Region</b></li> <li>• <b>Invest in Loveland's Older Neighborhoods</b></li> </ul>

## PLAN POLICIES:

The “heart” of Create Loveland are the Plan Policies and Supporting Strategies in Chapter 2. Together with the accompanying Supporting Strategies, these policies will guide land use decision making in the future, which in turn, will take the City in the direction of achieving the vision and priorities developed through the public outreach process.

The recommended Plan Policies are listed within each of the 9 Plan Elements. The policies represent basic and core principles that we heard are important to the Loveland community.

The Plan Policies are the cornerstone to the plan, as they:

- State community priorities
- Address community needs and wants
- Are aspirational
- Direct investment

- Communicate vision to stakeholders
- Provide guidance for evaluating alternatives
- Provide flexibility in implementation

The Supporting Strategies describe approaches consistent with Loveland's vision and values for implementing each policy. In some cases, the strategies identify the need for changes to City codes and further planning projects, such as a Highway 402 Corridor Plan. These strategies are also the basis for developing more specific actionable projects (Action Plans) to be considered in the City's annual budget and capital planning process. City staff will report annually to City Council on progress made toward achieving Plan Policies and Action Plans. Action Plans will be updated annually so they are relevant for consideration in the annual budget and capital plan development process.

### **CHAPTER 3 - LAND USE PLAN AND DESIGNATIONS:**

The majority of the Future Land Use Map is proposed to be the same as the existing map, with minor changes in Land Use Designations in the developed areas of the City. Some minor, but important, changes are being proposed to the Future Land Use Map with the creation of Optional and/or Overlay Land Use Designations that would be applied to undeveloped or redevelopment opportunity areas. These new designations would provide more development options consistent with market trends, existing conditions and Plan Policies. As part of our current code update project, new overlay zoning districts would be developed to codify the development options applicable in each overlay designation.

Five market studies are included in Chapter 3. The areas studied: Airport, I-25/ US-34, Highway 402, US 34 and US 287, represent some of Loveland's best and most important areas to accommodate future growth and development. The study for each area provides a strengths and weaknesses evaluation, and a discussion of development opportunities. These studies provided the analysis necessary to ensure that the Land Use Designations proposed for these areas reflect current market realities. More detail on a market outlook for retail, office, industrial, and residential uses can be found in Appendix E: Market Supported Development Opportunities.

Below are some highlighted changes to the Future Land Use Map

- Application of a new Complete Neighborhood Land Use Designation to undeveloped areas to provide additional options for the development of mixed use neighborhoods.
- Extension of the Downtown Activity Center Land Use Designation north within the couplet to align more closely with the Downtown Development Authority boundaries.
- Application of a new Enhanced Corridor Overlay Land Use Designation to underperforming corridor segments, such as portions of US 287 and US 34. This overlay designation would provide additional options for development to encourage business reinvestment and respond to current market trends.
- Application of a new River Adjacent Overlay Land Use Designation to the Big Thompson River corridor in order to facilitate development that is safe, resilient, and celebrates the river as an asset.

**NEXT STEPS:**

After this study session, the planning team will be integrating the feedback received from the Stakeholder Committee, Planning Commission and Council in order to finalize a draft of Create Loveland to present to the public throughout June. We plan to hold at least two open houses, be present at a Farmer's Market and other events. We will also be posting the draft plan on Open City Hall. We are scheduled for another Study Session with City Council on July 14<sup>th</sup> and we hope to return to you for an adoption hearing in August. As always, you can keep abreast of new developments on [www.CreateLoveland.com](http://www.CreateLoveland.com).

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**REVIEWED BY CITY MANAGER:****ATTACHMENTS:**

Power point presentation

Create Loveland Comprehensive Plan DRAFT – Chapters 2

Create Loveland Comprehensive Plan DRAFT – Chapters 3

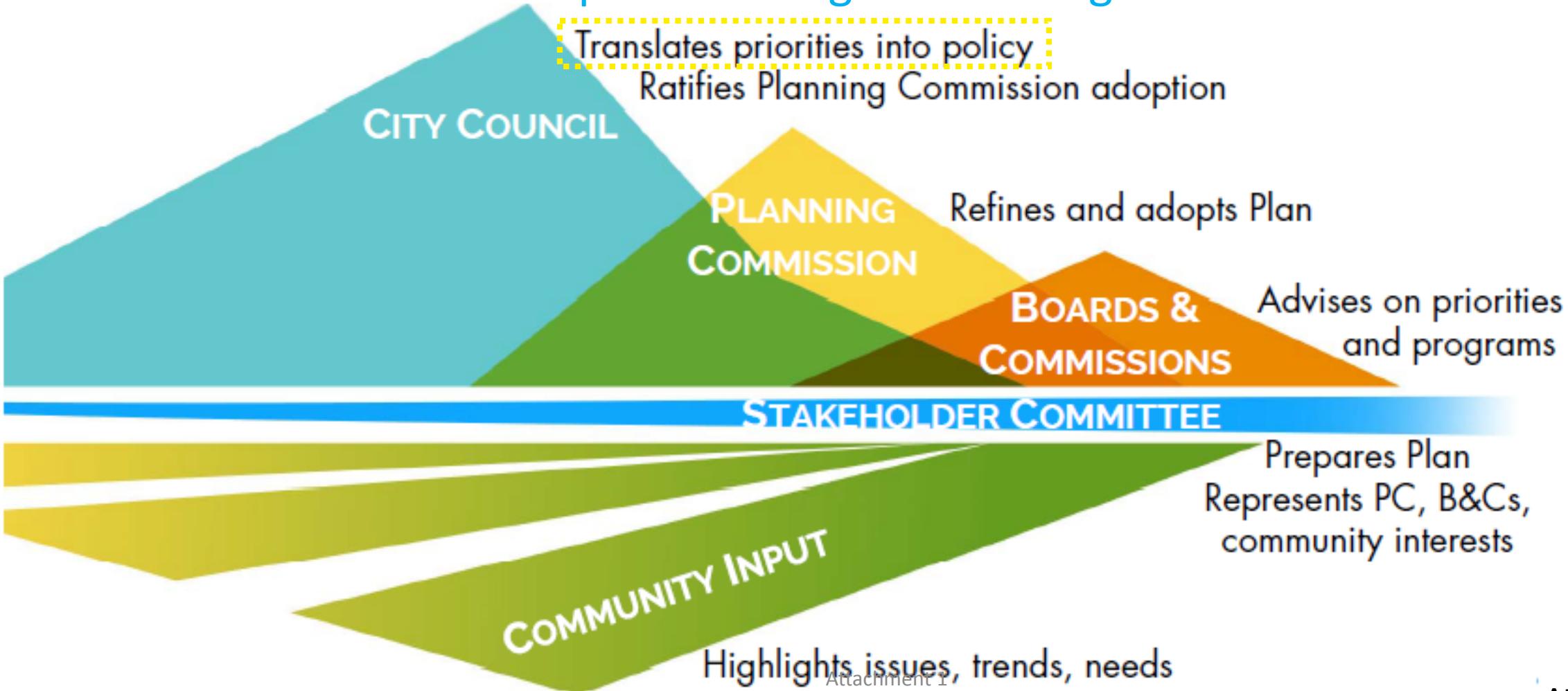
City Council Study Session

April 28, 2015



# Decision-Making Structure

Purpose of tonight's meeting



# Community Choices Month



Impact: **1,300+** Engagements in February  
**3,200+** Engagements so far

Attachment 1

Attachment 1

- Open House – February 3rd
- Senior Advisory Board - February 4th
- Business After Hours – February 5<sup>th</sup>
- Plan Hub (Aleworks) – February 10<sup>th</sup>
- Life Spring Community Church – February 13th
- Fire & Ice Festival – February 14<sup>th</sup>
- Mountain View Rotary – February 18th
- Boards & Commissions Summit – February 19th
- Workforce Center – February 23rd
- Food Bank – February 24<sup>th</sup>
- CanDo Coalition Meeting – February 25th
- Plan Hub (Coffee Tree) – February 26th
- Chamber LLAC – March 2<sup>nd</sup>
- Lago Vista – March 3rd
- Chilson / Library Lobby – Last Two Weeks of February
- Open City Hall Survey - Ongoing

# Community Choices Month: 9 Plan Elements

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Support A Downtown Renaissance

Invest in Loveland's Older Neighborhoods

Facilitate Complete Neighborhoods

Cultivate Vibrant Urban Centers

Re-Vitalize Our Corridors and Gateways

Create Safe, Healthy & Accessible Neighborhoods

Create a Connected and Accessible Community

Celebrate Our Natural Assets in an Urban Setting

Strengthen Loveland's Strategic Roles in the Region

**Used surveys to prioritize  
choices within each Theme**

**Used priorities to draft  
Plan policies**



City Vision	Chapter Section	Plan Elements
<i>A vibrant community...</i>	<p><b>Centers &amp; Corridors</b></p> <ul style="list-style-type: none"> <li>✓ Well-planned and strategically managed growth and development</li> <li>✓ Vibrant economy</li> </ul>	<p><i>Invest in a Downtown Renaissance</i></p> <p><i>Revitalize our Corridors and Gateways</i></p> <p><i>Cultivate Vibrant Economic Centers</i></p>
<i>...surrounded by natural beauty...</i>	<p><b>Health, Environment, &amp; Mobility</b></p> <ul style="list-style-type: none"> <li>✓ Healthy, attractive and environmentally sustainable community</li> <li>✓ Safe and secure community</li> <li>✓ Effective mobility and reliable infrastructure</li> </ul>	<p><i>Celebrate our Natural Assets in an Urban Setting</i></p> <p><i>Create a Safe and Healthy Built Environment</i></p> <p><i>Create a Connected and Accessible Community</i></p>
<i>...where you belong.</i>	<p><b>Neighborhoods &amp; Community Assets</b></p> <ul style="list-style-type: none"> <li>✓ Diverse ways to enjoy culture, recreation, life-long learning and leisure</li> <li>✓ Thriving, welcoming and desirable place to live that provides for the well-being of the community</li> </ul>	<p><i>Facilitate Complete Neighborhoods</i></p> <p><i>Strengthen Loveland's Strategic Roles in the Community and Region</i></p> <p><i>Invest in Loveland's Older Neighborhoods</i></p>

# What's New?

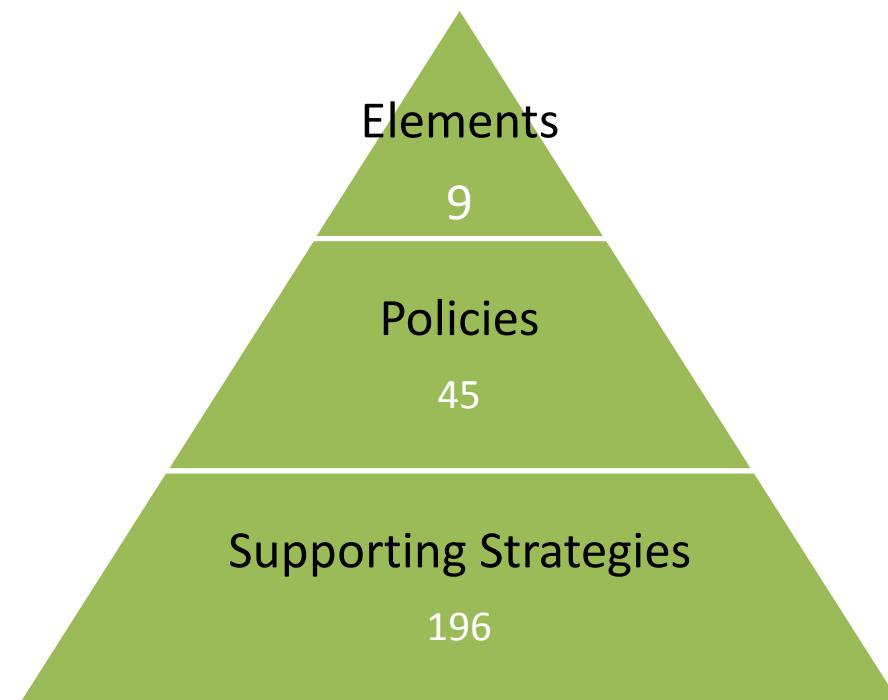
## 2005 Plan

8 Chapters



## 2015 Plan

4 Chapters



## CHAPTER 2

- State Community priorities
- Address Community needs and wants
- Be aspirational
- Direct investment
- Communicate vision to stakeholders
- Provide guidance for evaluating alternatives
- Provide flexibility in implementation

# Policy Example

---

Element: **Invest In A Downtown Renaissance**

Policy: **Create and maintain quality transportation options which are Downtown's lifeblood.**

Supporting Strategies:

- Create attractive and comfortable pedestrian streetscapes and safe connections to surrounding neighborhoods that encourage walking to and within Downtown.
- Keep Downtown as the hub of our transit system, including both bus and long-term regional rail transit by investing in Downtown transit stations and considering existing and proposed transit stops/stations in the review and design on Downtown projects.
- Build a bike friendly environment with comfortable biking routes and secure and convenient bike parking facilities.
- Offer adequate parking that is convenient to major visitor and employment destinations.
- Utilize signage and wayfinding to maximize the use of existing parking facilities.
- Utilize appropriate means to expand parking supply such as partnering with development, shared parking agreements or a parking district.

## Initiatives

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Recommend for achieving community vision

Framework for aligning activities with Comprehensive Plan

Reach across departments and divisions

Report Success

Revise Periodically

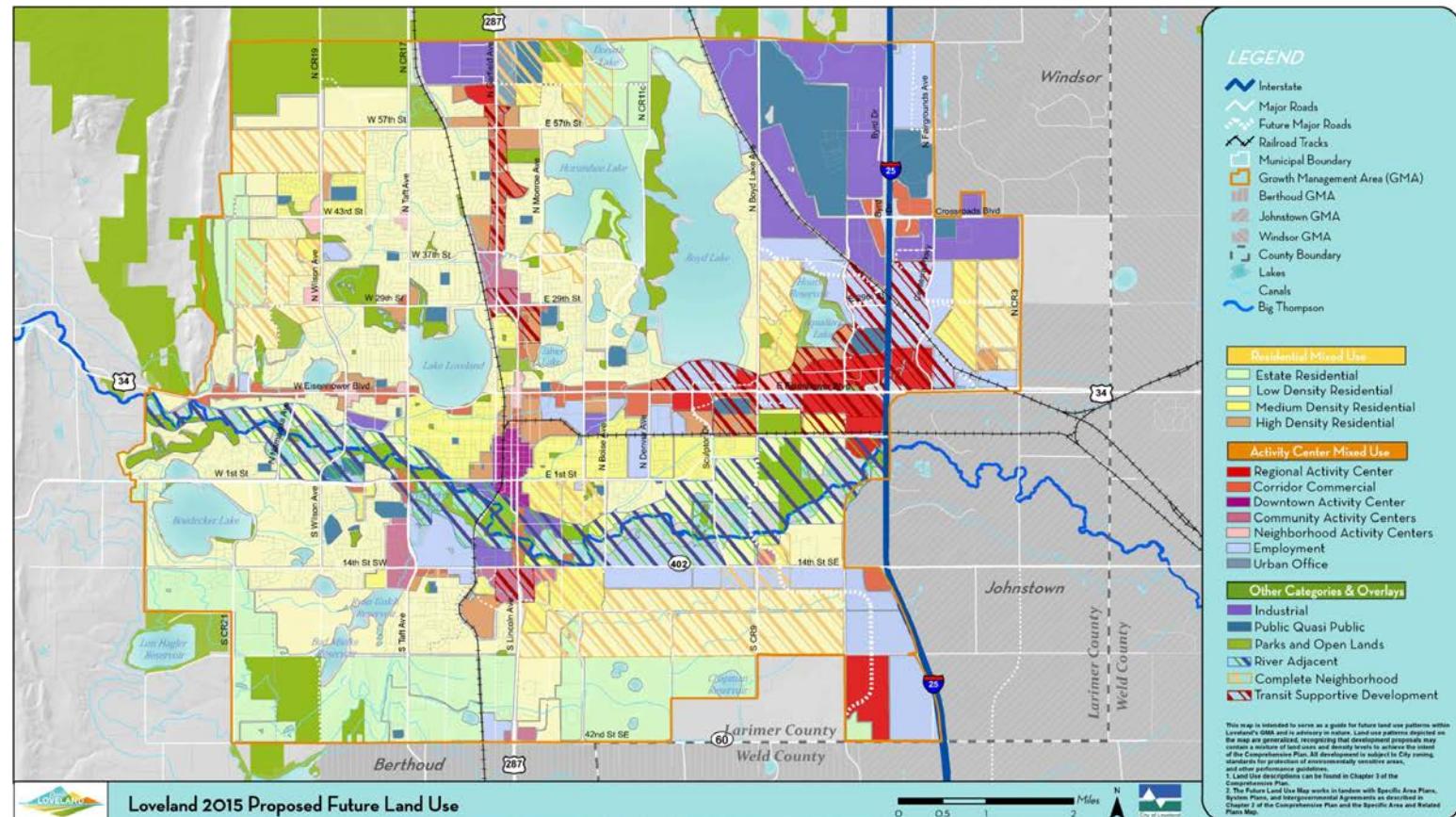


# Land Use Plan

## No changes for established areas

Added flexibility to respond  
to market demands in  
opportunity areas

Rooted in current  
market realities –  
based on market studies



# Next Steps



City Council, Planning Commission, Boards & Commission, and Public Input used to create Next Draft

Public Draft scheduled for comment in June

Public Draft Events

Open Houses – June 10th and 11<sup>th</sup>

Plan Hub – June 4<sup>th</sup>

Plan Hub – Farmer's Market June 28<sup>th</sup>

# CHAPTER 2: OUR FUTURE

## INTRODUCTION

In this comprehensive plan update, the City has the opportunity to re-evaluate its land use and built environment policies to ensure their alignment with the City's vision. The plan policies throughout this chapter, combined with the Future Land Use Map and land use categories in Chapter 3, constitute the City's Land Use Plan.

This chapter is organized to consistently carry Loveland's vision through three sections: Centers and Corridors, Neighborhoods and Community Assets, and Health, Environment, and Mobility. Each section is divided into three plan elements that embody the community's aspirations and direction for the future. The land use themes begin with a description of the community's core values, trends, maps and/or figures illustrating its nexus to the Future Land Use Map presented in Chapter 3, followed by a series of policies to achieve those aspirations.

*The "built environment" includes all of the places and spaces created or modified by people. It is the setting where we live, learn, work and play. More than any other entity, the City shapes our physical environment in two ways:*

- 1. Designing, constructing, and maintaining public infrastructure.*
- 2. Reviewing and approving private developments.*

City Vision	Chapter Section	Plan Elements
	<ul style="list-style-type: none"> <li>✓ City Council Results from Priority Based Budgeting</li> </ul>	
<i>A vibrant community...</i>	<b>Centers &amp; Corridors</b> <ul style="list-style-type: none"> <li>✓ Well-planned and strategically managed growth and development</li> <li>✓ Vibrant economy</li> </ul>	<i>Invest in a Downtown Renaissance</i> <i>Revitalize our Corridors and Gateways</i> <i>Cultivate Vibrant Economic Centers</i>
<i>...surrounded by natural beauty...</i>	<b>Health, Environment, &amp; Mobility</b> <ul style="list-style-type: none"> <li>✓ Healthy, attractive and environmentally sustainable community</li> <li>✓ Safe and secure community</li> <li>✓ Effective mobility and reliable</li> </ul>	<i>Celebrate our Natural Assets in an Urban Setting</i> <i>Create a Safe and Healthy Built Environment</i> <i>Create a Connected and Accessible Community</i>



	infrastructure	
<i>...where you belong.</i>	<p><b>Neighborhoods &amp; Community Assets</b></p> <ul style="list-style-type: none"> <li>✓ Diverse ways to enjoy culture, recreation, life-long learning and leisure</li> <li>✓ Thriving, welcoming and desirable place to live that provides for the well-being of the community</li> </ul>	<p><i>Facilitate Complete Neighborhoods</i></p> <p><i>Strengthen Loveland's Strategic Roles in the Community and Region</i></p> <p><i>Invest in Loveland's Older Neighborhoods</i></p>

For more information on the 2005 Comprehensive Plan's existing goals, outreach findings, reference maps, and key issues, see the Existing Conditions Snapshots in Appendix A for demographics, health, land use and community design, transportation, employment, and housing.

### Supporting Plans

In addition to public input, the 2015 update also reflects other recent planning efforts and policy documents. The existing plan elements shown in Table 2-1 and Figure 2-1 are incorporated into the Comprehensive Plan by reference. These plans should continue to be implemented, updated and readopted on independent schedules so that no plan element becomes less than five years old and all are consistent with the Comprehensive Plan.

*Table 2-1: Functional, Specific Area, and Related Plans and Studies. Readers should refer back to these other documents for more detailed information [Continue removing/replacing outdated plans. Remove the rows that are not adopted formally as part of the Comp Plan?]*

Amendments / Revisions	City Council Adoption	Resolution Number	Formally Adopted as Part of Comp Plan?
2035 Transportation Plan	18-Dec-2012	#R-96-2012	Yes
Three Mile Plan	Annually 2-Dec-2014	#R- 87-2014	No
ACF Amendment - Fire & Rescue : Appendix A of Chapter 16.41	17-Feb-1998	Ord. #4320 #R-26-98	No
ACF Amendment - Fire revised Fire Protection Master Plan revised	1-Jul-1997	Ord. #4278 #R-35-97	No
Adequate Community Facilities (ACF) - Police, Fire, & Transportation	2-Oct-2001 1-June-1999	Ord. #4667, #4444	No
Bicycle and Pedestrian Plan	1-May-2012	?	?

Community Vision	6-Sep-2005	#R-71-2005	Yes
Contiguity Clause - Section 4.1 Amendment	19-Mar-1996	#R-36-96	Yes
Contiguity Clause - Section 4.1 Amendment	20-May-1997	#R-30-97	Yes
Destination Loveland	15-Nov-2011	#R-77-2011	?
Downtown Loveland Strategic Plan	4-Aug-2009	#R-71-2009	?
Economic Development Strategic Plan	21-Feb-2012	#R-15-2012	?
Facilities Master Plan	N/A	N/A	No
Feathering of Density Clause - Section 4.9 Amendment	19-Mar-1996	#R-35-96	Yes
Fire Protection Master Plan	19-Dec-1995	#R-101-95	Yes
Fire Protection Master Plan Amendment	9-Jul-1997	#R-35-97	Yes
Fort Collins-Loveland Municipal Airport Strategic Plan	1-6-2015	#R-2-2015	??
General Plan Organizational Framework	9-May-2005	#R-71-2005	Yes
Growth Management Plan Revision	3-Apr-2001	#R-31-2001	Yes
I-25 Corridor Plan	8/8/2001	#R-65-2001	Yes
Larimer County's Application Seeking Inclusion of Areas within the Existing Enterprise Zone	20-Aug-1996	#R-70-96	N/A
Historic Preservation Plan	17-Sep-2002 (Approved)	#R-39-2002	No
Major Arterial Corridors Design Guidelines	16-Sep-1997	#R-52-97	Yes
Parks and Recreation Master Plan	15-Jul-2014	R-43-2014	Yes
Plan for the Region Between Fort Collins and Loveland	5-Jul-1995	#R-42-95	Yes
Recreation and Tourism Element – Compliance with State Law by recognizing Parks Plan as Recreation and Tourism Element	4-Feb-2003	#R-9-2003	Yes
Electric & Stormwater Utilities Functional Master Plans, ACF Amendment – Water & Power added	Varies	#R-39-97 ORD#4284 #R-40-97	Yes
Power Division LED Streetlighting Conversion Program	In Progress		
Power Division – Overhead to Underground Conversion Program	In Progress		
Power Division Renewable Energy Plan	In Progress		
Raw Water Master Plan	2012		
Water Master Plan	2009		
Wastewater Master Plan	2010		
Water Conservation Plan	2013		
Water and Power Strategic Plan	In progress		
Urban Renewal Plan	01-Oct-2002	#R-74-2002	No
US 34 Corridor Plan	1993		No

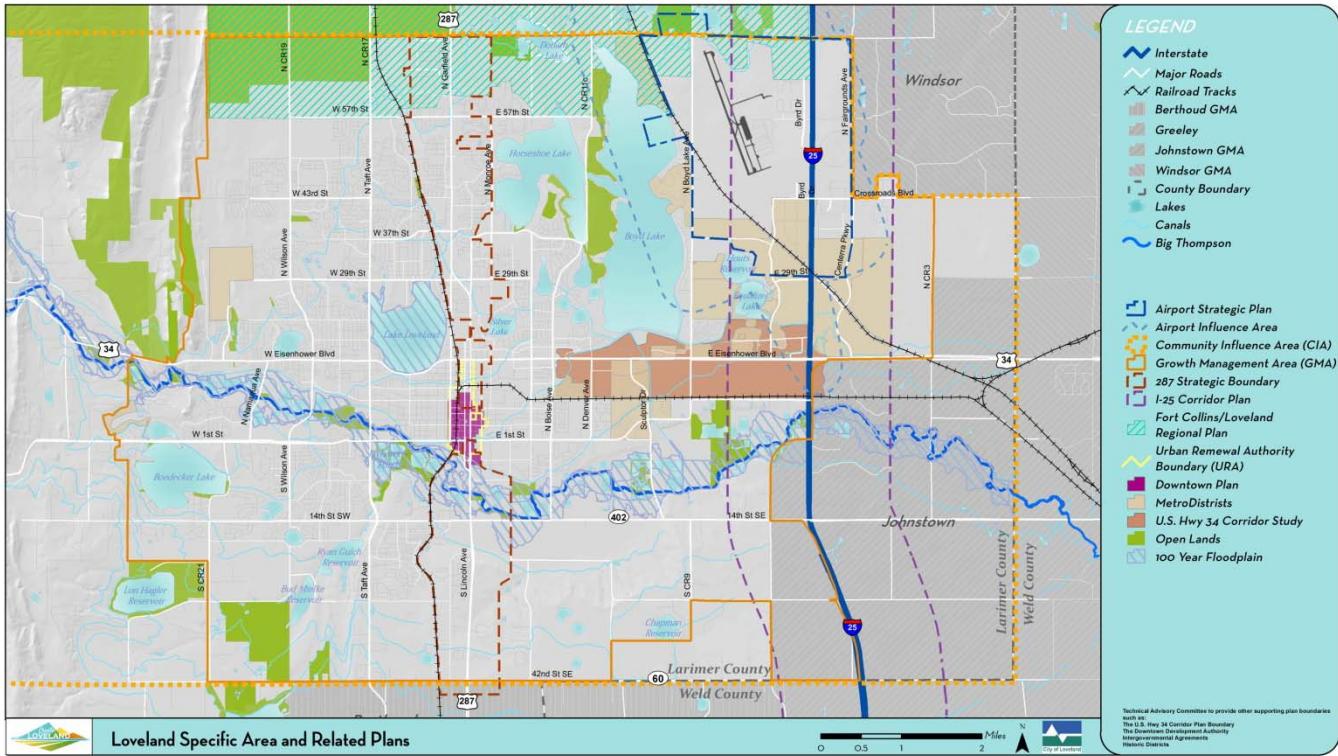


Figure 2-1. Specific Area and Related Plans.

## Centers & Corridors

Citizens want to see focused commercial growth within existing centers, like Downtown, the Orchards Shopping Center, and Centerra. These areas have a variety of shopping options that should complement each other, while minimizing sprawling commercial strips. Residents would also like to see community-oriented retail better integrated with neighborhoods and gateways throughout the City. There are opportunities for retail centers to become more visually prominent and pedestrian friendly, and areas where the supporting public infrastructure needs improvement.

Land uses, specifically along entry corridors, should enhance Loveland's artistic and small-town identity through cultural and art facilities, pedestrian comfort, and creative gateway features. All gateways into the community should stay clean and visually attractive.

As the heart of Loveland, the success of Downtown is a key component to the community's vision. A proactive business climate and an economically healthy City government have set the stage for revitalization of the Downtown. Its revitalization will continue as a pedestrian-friendly nucleus with shopping, restaurants, cultural facilities, employment and housing. A strong foundation of arts and culture, businesses, employers, residents, and services are already active and successful. A vibrant mix of uses, attractions, renovated historic buildings, and gathering places will further activate Downtown and include a balance of housing, restaurants, and small businesses so residents can live, work, and play in Downtown.

## Strengthening a Resilient Economy

In Loveland, a resilient economy is one that attracts businesses and entrepreneurs with opportunities to locate and grow in the community, as well as one that retains those that call Loveland home now. It is an economy where the local workforce can find employment that matches their skills and provides wages that allow them to meet costs of living and enjoy a high quality of life. Moreover, a healthy and resilient Loveland economy offers shopping and services in convenient locations to meet the daily needs of residents, and also captures the economic benefits of the region's tourism economy. Finally, it is one that encourages economic and employment diversity to be able to withstand future fluctuations in economic conditions.



*2013 Annual Quality of Life Survey*

The City of Loveland can plan for and support economic resiliency by supporting the continued renaissance of Downtown and focusing on revitalizing its aging corridors and commercial centers. Revitalization activities may include integrating a greater mix of uses, strengthening connections between commercial areas and neighborhoods, encouraging development on vacant parcels in these areas, and redeveloping strategic properties to catalyze change and spur reinvestment. Within centers and corridors, as well as other locations for investment and economic development like industrial areas and the Airport, careful planning and preservation of opportunities for economic growth will help ensure that current and future employment needs of residents can be satisfied within the community. Finally, leveraging and preserving the natural features and cultural and recreational resources that contribute to the high quality of life in Loveland is important in attracting and retaining the residents, businesses, and visitors that sustain the community's economy.

*"A less obvious component of resilience is a healthy, diversified local economy. Communities that are dependent on one or two major sectors for economic prosperity are inherently more vulnerable to a disaster that may disable those sectors. A healthy, diverse economy creates the financial resources and talent pool to respond to and rebound from setbacks more quickly and with less lasting damage. The most important tool for building that attribute is a robust economic development strategy."*

*From the 2014 Urban Land Institute (ULI) Advisory Services Panel Report for Northern Colorado, *Connected Systems, Connected Futures: Building for Resilience and Prosperity*.*

## Downtown

### Invest in a Downtown Renaissance



*Artist's rendering from Redevelopment and Revitalization of Downtown Loveland Vision Book, 2010*

Downtown Loveland is the cultural and civic heart of our community. Downtown is poised to capitalize on a nucleus of vibrancy, activity and mix of uses within its core. Significant focus has been placed on Downtown revitalization, including assessing existing conditions and actively fostering catalyst projects with private investors. The City has a recent history of successful private/public partnerships such as the Lincoln Place Apartments, the Rialto Theater Center, and Artspace. These partnerships and countless other projects demonstrate that City and Downtown Development Authority commitments leverage private investment. Many factors suggest a positive outlook:

- A new Downtown Development Authority that better channels business and property owners' energy and representation toward infrastructure improvements, programming, and marketing.
- A supportive and enthusiastic public, evidenced in the passage of the above ballot initiative as well as successful regional events such as the Fire & Ice Festival.
- A public that is enthusiastic for and supportive of Downtown as demonstrated by the public input received in support of this plan.
- An established brand in the arts and a growing base of venues and businesses that contribute to

the creative character of the Downtown core.

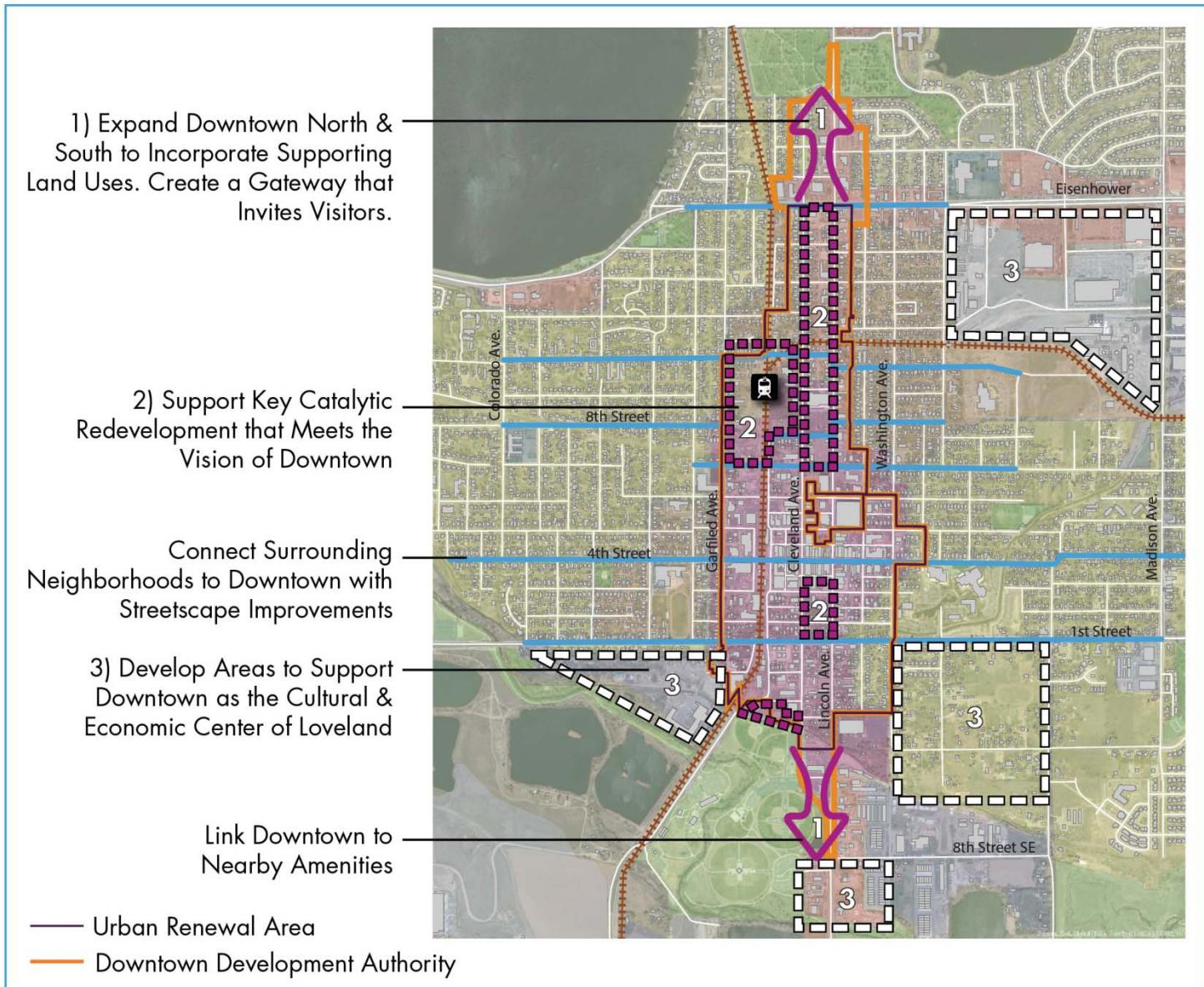
- Planning for additional cultural opportunities, such as an expanded Museum and a larger performing arts venue.
- A Railyard Arts District, adjacent to the Loveland Feed & Grain and Artspace, as an outdoor events venue.
- A solid Downtown base of restaurants, retail services and employment from which to build.
- A growing population base and new multifamily units being built Downtown.
- A number of new projects underway that add to the character and fabric of Downtown.
- Infrastructure that allows walking and bicycling to, from and within Downtown, an existing transit system centered in Downtown, and long-term potential for a regional commuter rail station.
- Designation of a Downtown Historic District that includes many of the structures that contribute to a lasting and authentic character in Downtown.
- Up-to-date guiding policy documents, including the Downtown Strategic Plan (2009) and Redevelopment and Revitalization Vision Book (2010) for the Downtown Urban Renewal Area.
- City-owned and controlled properties in Downtown that are strategically located to allow for redevelopment and revitalization that support the vision for Downtown.



Artist's rendering from Destination Downtown: HIP Streets Master Plan, 2009

The revitalization effort for Downtown is expected to go on for many years. To do so, Downtown must have a niche within northern Colorado that is active, diverse and economically viable to draw local

and regional patrons. Authenticity and quality in architecture and historic character is paramount to ensure a physical environment with enduring value.



## Plan Policies and Supporting Strategies

### ***Policy 1. Support Downtown as the iconic cultural and civic heart of Loveland.***

- Showcase what is special about our community through public art and cultural offerings, historic preservation, successful businesses, and special events in Downtown.

- Promote Downtown's niche within northern Colorado as a place that is creative, active, and economically viable to draw local and regional patrons.
- Support the DDA with direct funding and collaborate to develop shared priorities, policies and projects. Look for opportunities to maximize civic benefit in all Downtown projects with public financing.

***Policy 2. Create and maintain quality transportation options which are Downtown's lifeblood.***

- Create attractive and comfortable pedestrian streetscapes and safe connections to surrounding neighborhoods that encourage walking to and within Downtown.
- Keep Downtown as the hub of our transit system, including both bus and long-term regional rail transit by investing in Downtown transit stations and considering existing and proposed transit stops/stations in the review and design on Downtown projects.
- Build a bike friendly environment with comfortable biking routes and secure and convenient bike parking facilities.
- Offer adequate parking that is convenient to major visitor and employment destinations.
- Utilize signage and wayfinding to maximize the use of existing parking facilities.
- Utilize appropriate means to expand parking supply such as partnering with development, shared parking agreements or a parking district.

***Policy 3. Offer a mix of uses and destinations that encourage residents and visitors to live, work, play, and learn in Downtown.***

- Continue developing a strong residential base with a balanced mix of unit types and price points.
- Redevelop key catalytic sites as a critical aspect of achieving Downtown revitalization.
- Use public resources proactively, partnering with private resources to develop, attract, and retain a mix of desired and viable uses in Downtown.
- Offer recreation opportunities, cultural and educational opportunities, community services, events, and regional destinations that draw residents and visitors to Downtown.



*Pulliam Community Building*



*Mixed-use developments Downtown*



*Artspace redevelopment*

- Offer amenities, services, and jobs that serve residents of surrounding neighborhoods as well as all Loveland residents.
- Create a gateway presence at the couplet of Highway 34 and Highway 287 that relates to and invites visitors to Downtown.
- Capitalize on opportunities to link Downtown visibly and physically to nearby amenities such as the Big Thompson River.

***Policy 4. Ensure authenticity and quality in architecture and historic character.***

- Guide and support high-quality design in new development and redevelopment in Downtown. This should include building efficiency standards in building codes.
- Identify and assist property owners to preserve and rehabilitate historical buildings that contribute to the quality and character of the historic district in Downtown.
- Provide incentives for developers to redevelop or rehabilitate older buildings of individual historic value or that contribute to a historic district.
- Encourage new development to respect and enhance the visual character of nearby historical buildings by designing new buildings to use core form aspects of these nearby historic buildings such as materials and massing.
- Encourage new development to strengthen the appeal of Downtown by focusing on design that reinforces the key aspects of quality Downtown urban design such as, but not limited to, setback, materials, massing, and pedestrian oriented detail.

***Policy 5. Maintain and provide quality basic infrastructure which is fundamental to economic health.***

- Maintain and improve transportation and utility infrastructure to standards that meet the needs of desired Downtown business types especially sewer, stormwater and utilities.
- Coordinate infrastructure and utility projects with private providers, such as for broadband cable, fiber, and electric vehicle charging stations.
- Use public resources proactively to develop functional and attractive infrastructure that can support and attract a mix of desired uses in Downtown. Include three phase power to support trash compactors to minimize receptacles in alleyways.
- Focus on infrastructure improvements that support walkability and vibrant street life and therefore strengthen Downtown's market niche.

### Relevant Indicators

Downtown Commercial Lease Rates

Downtown Commercial Vacancy Rates

Downtown Neighborhood Walkability

Downtown Property Investment Activity

Downtown Jobs-Housing Balance

## Action Plans

[Note: these potential projects are included in this draft of Chapter 2 for reference only. Following City approval, they will be moved to an Action Plan Appendix. In this way they can be updated without requiring a formal amendment. Comments are encouraged.]

**Downtown Plan Implementation.** Implement the current Downtown Strategic Plan, with guidance from the Downtown Vision Book. Update the plan and vision as needed to provide policy guidance and specific strategies.

**Showcase Arts.** Identify sites, programs, and events that create space and opportunities for arts to flourish. Streamline regulations to allow placement of art in public spaces, creative signage and building treatments, temporary art installations, etc. Look to modify regulations to more easily accommodate arts uses and their unique operational and outdoor storage needs in the Downtown.

**Catalytic Development.** Identify opportunity sites for infill and redevelopment. With consultation from the DDA, revise regulations that impede redevelopment or are inconsistent with community priorities. Allow flexibility in regulations for catalytic projects that contribute to community goals. Proactively utilize and leverage public financing to redevelop catalytic sites, such as:

- **5<sup>th</sup> – 7<sup>th</sup> Streets/ Railroad Avenue Station Area Plan.** Revise regulations to enhance flexibility and remove regulatory barriers for TOD development on and surrounding the proposed Commuter Rail Station at 5th Street and Railroad Avenue. Create robust bus, pedestrian and bicycle infrastructure around the planned regional rail station. Ensure that future development does not close off opportunities for transit and transit supportive development.
- **Couplet Master Plan.** Support and partner with the new Downtown Development Authority in positioning the one-way block between South Cleveland and South Lincoln Avenues for redevelopment as envisioned in the 287 Strategic Plan.
- **South Railroad Avenue / SE 3rd Street Redevelopment Study.** Conduct a Redevelopment Study for the City-owned recycling cart storage lot and surrounding area to visually and architecturally connect Downtown to Fairgrounds Park and the Big Thompson River.
- **Sugarbeet Factory Redevelopment Study.** Conduct a market analysis and feasibility study to explore what desired Downtown and neighborhood uses – such as housing, services, or entrepreneurial commercial space – can be incorporated in a redevelopment of this opportunity area, while still accommodating existing industrial and railroad uses. Explore what grant or other resources the City may have access to that can be utilized to repurpose this site.
- **Expand Cultural Facilities.** Provide enhanced community facilities and streetscape features to attract cultural tourism and leverage Downtown's benefits to residents and local businesses.

**Attractive Wayfinding and Circulation Study.** Continue to add clear and understandable wayfinding to help residents and visitors travel knowledgeably between uses and destinations in and around Downtown. Identify those key connector routes for pedestrians and bicycles.

**Downtown Streetscape Amenities Projects.** Utilize the HIP Streets Master Plan to identify areas that need additional amenities, and install bicycle racks, lighting, benches, pedestrian lighting, and other amenities to enhance safety and physical comfort. Implement designs from the HIP Streets Master Plan as appropriate, cost-effective, and in-line with other Downtown goals.

**Bus Transit Hub.** Coordinate with COLT to maintain or expand the community bus transit network with Downtown as the center. Improve service so that routes serving the 4<sup>th</sup> and 5<sup>th</sup> Street Districts achieve more convenient headways.

**Parking Supply and Management.** Continue to maintain and sign existing parking so that it is easy to find and use. As Downtown develops, work with developers, the Public Works Department, and the DDA to add parking in strategic, convenient locations to ensure a well-distributed supply.

**Central, Urban Housing.** Downtown is an ideal place within the community to add higher density housing that reduces sprawl and addresses the housing needs of low-mobility or low income populations including seniors and the disabled. Work with local not-for-profit providers and private developers to ensure a mix of unit types and price points. Locate and design to complement historic resources.

**Market Downtown.** Develop an effective brand for Downtown Loveland. Offer quality events that bring local and regional visitors to Downtown. Work with the DDA and the Loveland Visitors Center to develop coordinated marketing strategies. Conduct a feasibility study for a regional conference facility, considering alternative locations such as the Airport or U.S. 34 / I-25. Develop a program to attract and retain private sector employers and retail.

**Serve Neighborhoods.** Design and implement safe and attractive pedestrian and bicycle connections to surrounding neighborhoods, such as on 1<sup>st</sup>, 4<sup>th</sup>, and 7<sup>th</sup> Streets. Conduct a survey of Downtown residents and surrounding neighborhoods to identify types of uses that are needed and desired in Downtown.

**Downtown Connections to Fairgrounds Park and the Big Thompson River.** Design and install pedestrian amenities and bicycle infrastructure, including street trees, sidewalks, pedestrian lighting, etc., on South Cleveland, South Lincoln, and South Railroad Avenues to draw visitors to Fairgrounds Park and the Big Thompson River.

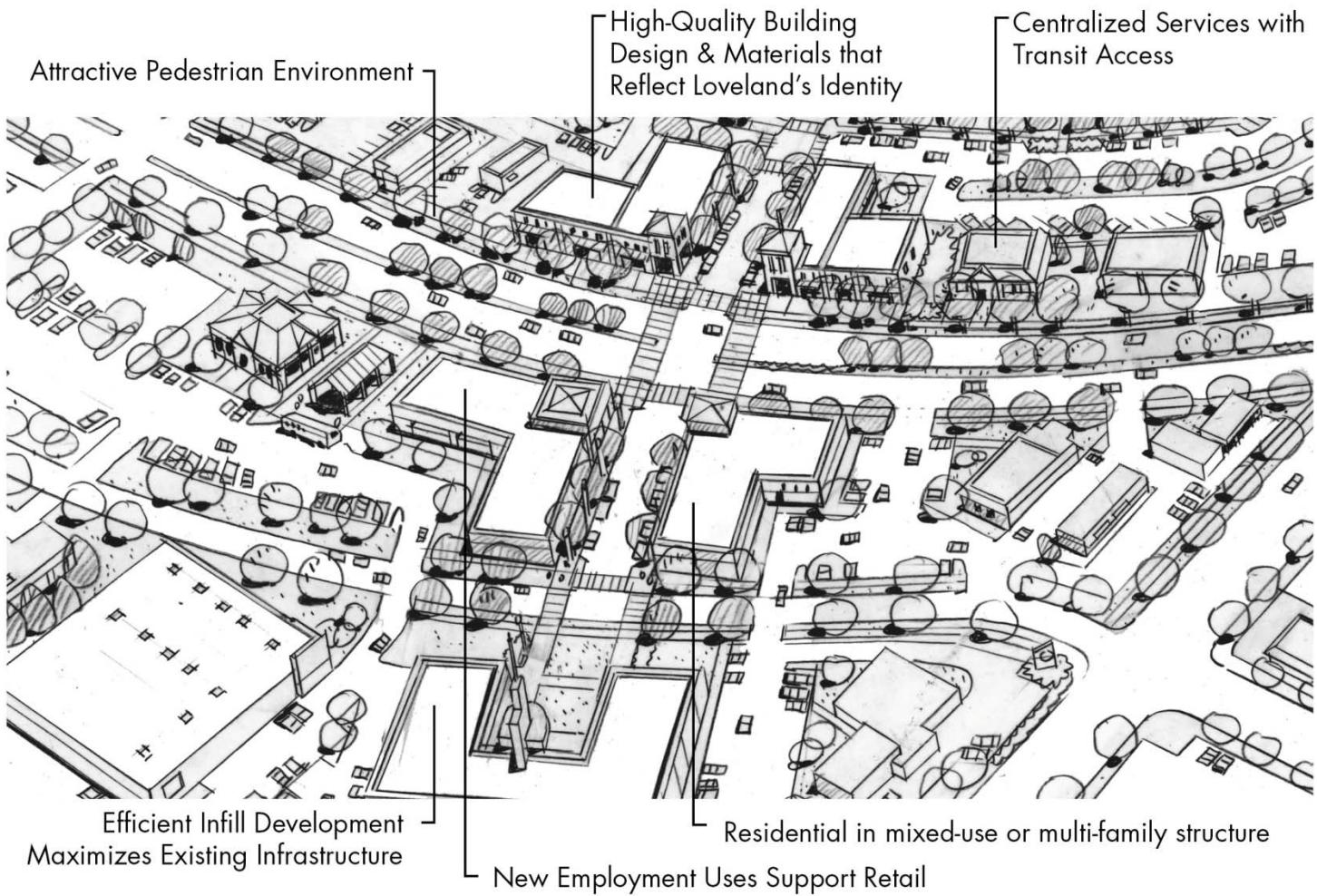
**Overhead Power to Underground Conversion.** Based on reliability, asset age, and targeted City "beautification" areas (downtown and 287 corridors), coordinate an accelerated undergrounding effort for Downtown and along 287.

**Quality Infrastructure.** Evaluate existing transportation and utility infrastructure within Downtown. Develop and implement infrastructure standards (especially fiber, and stormwater) that meet the needs of desired Downtown business types. Identify resources to help bring existing infrastructure up to standards.

Combine infrastructure upgrades with other City projects to gain economies of scale, and maximize coordination efficiencies.

## Corridors

### *Re-vitalize our Corridors and Gateways*



*Artist's rendering from the 287 Strategic Plan, 2015*

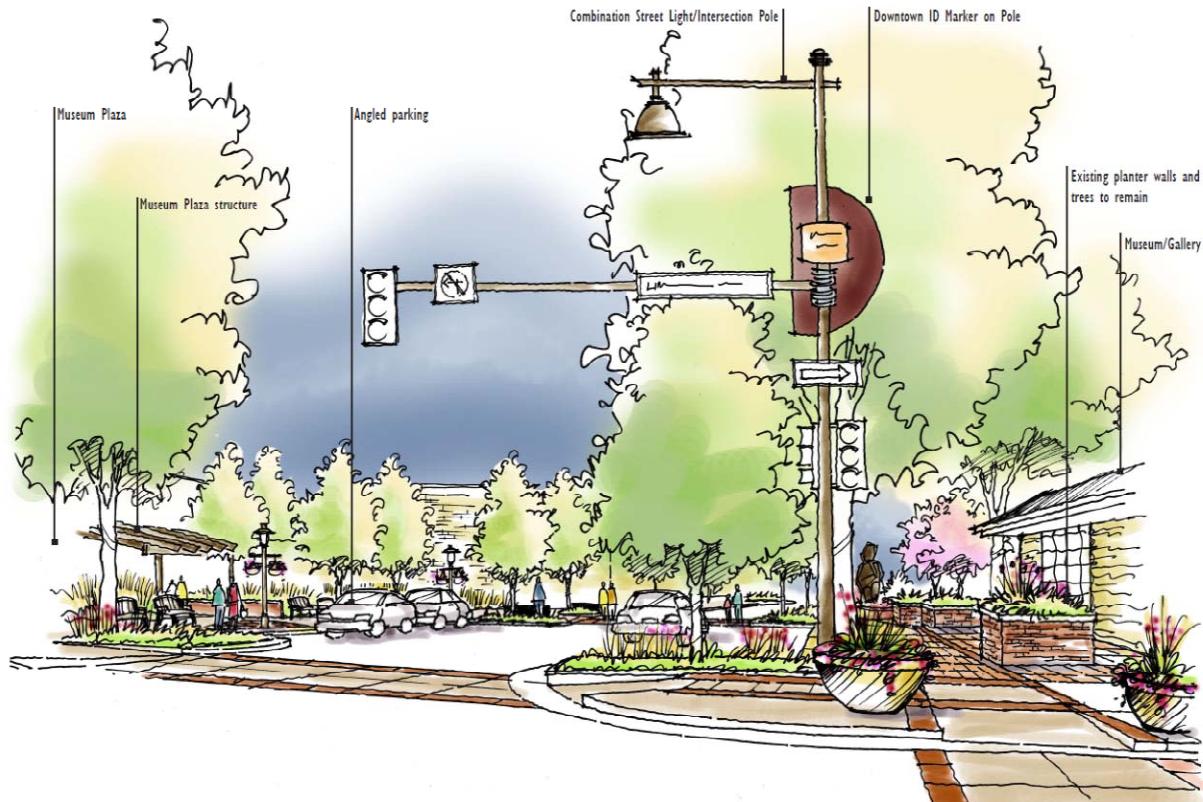
Corridors are the major throughways of Loveland but they also provide important commercial, community and aesthetic functions for the community. The form and function of these corridors often influence the uses of land adjacent to the road. This relationship affects how residents perceive and use the space. There are opportunities for existing retail centers to become more visually prominent, pedestrian-friendly, and better connected to commuter bicycle routes. In order to revitalize our corridors and gateways, the surrounding public infrastructure needs to be improved, including enhanced alternative transit opportunities. Underperforming commercial areas can be repurposed or renovated to serve surrounding neighborhoods. These centers should attract substantial, well-paying employers, not just retail.

As the "Gateway to the Rockies," Loveland is uniquely positioned to capitalize on the influx of more than two million tourists, commuters, and residents annually that drive through the Big Thompson Canyon to Estes Park.

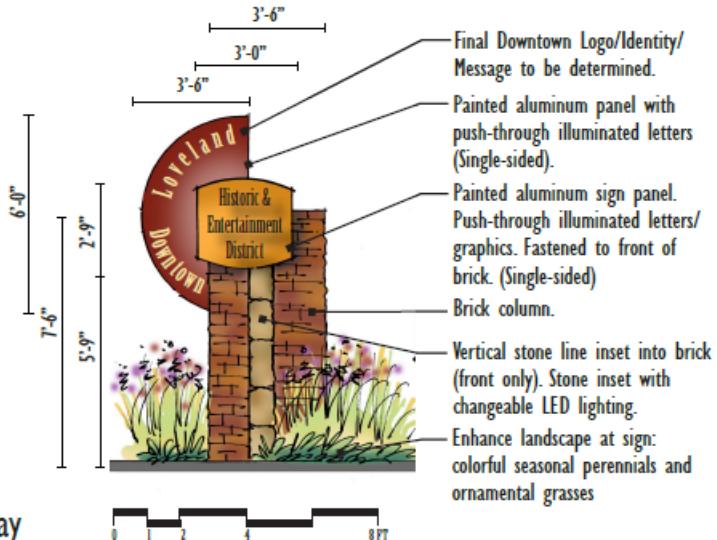
Entry points and adjoining areas are important to Loveland's economy and identity and should be designed in ways that will enhance Loveland's image through pedestrian and cyclist safety and comfort; cultural and art facilities; and striking gateway features. Important gateways include the east and west ends of US 34/Eisenhower Boulevard, US 287/ South Lincoln Avenue near the Big Thompson River, and US 287/ North Garfield Avenue as shown on Figure 2-2. These gateways and new, emergent gateways help promote a first impression of Loveland as a world-class destination for art, leisure, and business.

The City is currently promoting a positive image along major corridors as exemplified by Equinox, the major public art installation at the intersection of US 34 and I-25. Additional corridor planning will continue to help improve our commercial corridors as places to invest and do business.

For more on the existing conditions and trends in Loveland, see the Economic Development and Land Use & Community Design Snapshots in Appendix A. For an estimate on market potential and development, refer to "Market-Supported Development Opportunities" in Chapter 3.



*Artist's rendering of gateway elements from Destination Downtown: HIP Streets Master Plan, 2009*



Secondary Downtown Gateway



Artist's rendering of gateway elements from *Destination Downtown: HIP Streets Master Plan, 2009* [note: include a range of 3-5 different gateway ideas from HIP, above is for reference]

1) Capitalize on and celebrate Loveland's gateways to promote a first-impression of Loveland as a world-class destination for art, leisure, and business.

For I-25, focus new development on tourism, the sports industry, or primary jobs.

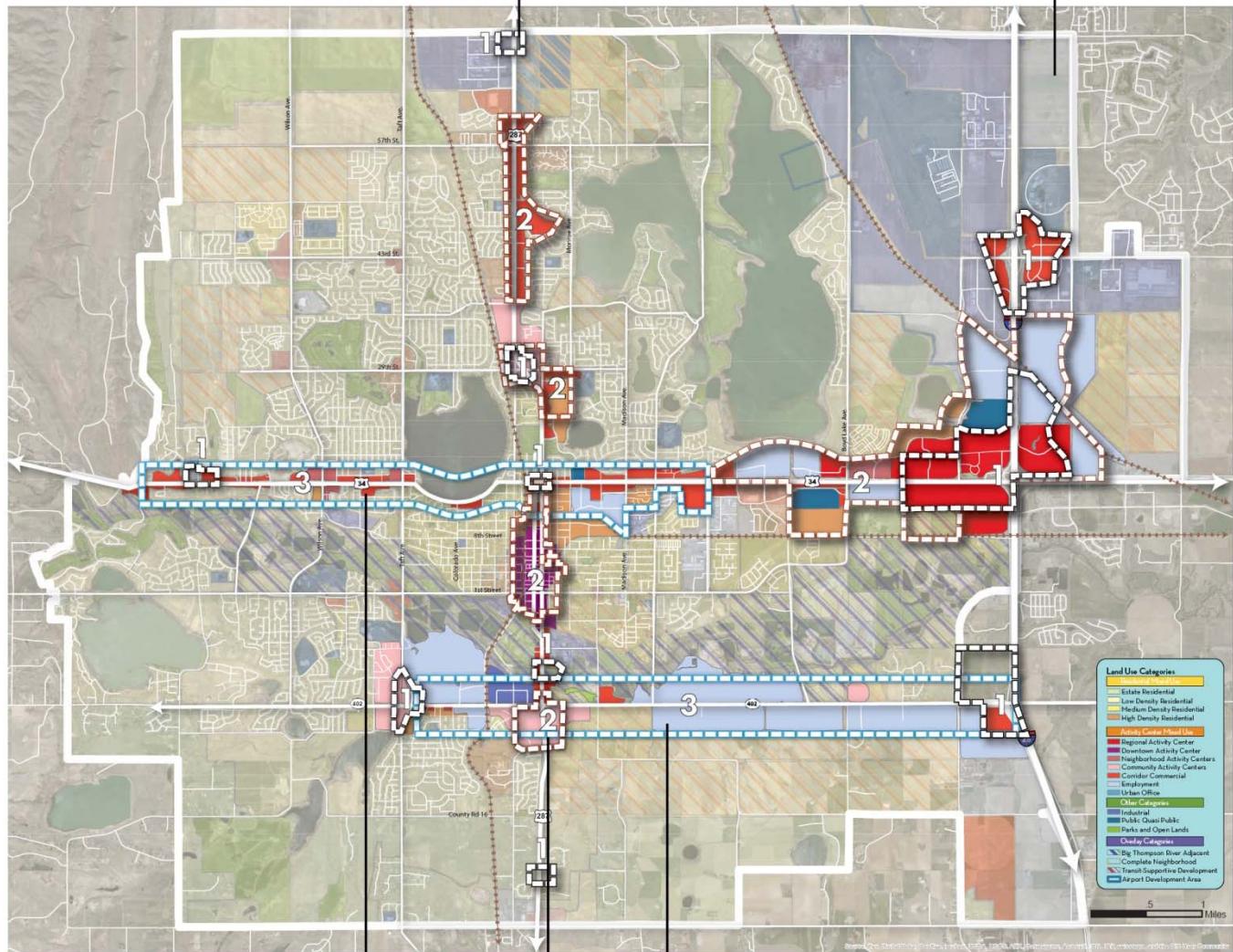


Figure 2-2: Land Use Plan opportunities to revitalize our corridors and gateways

## Plan Policies and Supporting Strategies

### ***Policy 1. Foster reinvestment in existing corridors and concentrate commercial activity at prominent intersections and within centers.***

- Concentrate demand for commercial activity at appropriate nodes so as to prevent under investment and strip development along arterials and state highways. Appropriate nodes are those that have exiting or potential transit access or are located at major roadway intersections or have particularly strong bike and pedestrian connections to existing neighborhoods.
- Discourage strip commercial development along arterial roadways, except in specific infill situations.
- Foster reinvestment, redevelopment, and adaptive reuse of underperforming commercial properties, underutilized buildings, vacant properties and brownfield sites.
- Transition underperforming strip commercial uses through strategic infrastructure investment, multimodal improvements, street connectivity, aesthetic enhancements and broadening of allowed uses.

### ***Policy 2. Transition existing land uses to be more transit supportive.***

- Increase regulatory flexibility to allow corridors to become more transit supportive as shown on Figure 2-2 (Corridors Map). Provide examples and design guidance to develop quality residential uses along corridors.
- Identify underperforming commercial and retail development and support mixed-use redevelopment in these areas.
- Encourage a complementary mix of transit-oriented development uses including multifamily and commercial development near future transit stations.

### ***Policy 3. Plan and redevelop major corridors in a manner that promotes a positive and attractive image and that advances the economic prosperity of the City.***

- Proactively attract tourism and primary employment uses along I-25 north of US 34.
- Cluster new office, industrial and manufacturing uses at major intersections along Hwy 402, between I-25 and Taft Avenue.



*Gateway at Crossroads*



*Public Art at US 34 gateway*

- Proactively partner with private sector to improve and maintain appearance, and incorporate a mix of desired and viable tourism, commercial, and residential uses along US 34, west of Denver Avenue.

**Policy 4. *Maintain and enhance Loveland's existing small-town feel, sense of community, and distinct identity.***

- Encourage transitional buffers between residential neighborhoods and commercial areas, such as alleys, fences, or natural areas, and A allow for bicycle and pedestrian connectivity within these buffer areas
- Unify Loveland through the design and installation of a cohesive streetscape along arterials.
- Ensure that land uses and gateway features are compatible with Loveland's art and small-town identity.
- Require higher aesthetic standards for gateways as shown on Figure 2-2 (Corridors Map).
  - Sensitively place development in relation to other uses and exhibit high-quality design, signage, and landscaping.
  - Encourage the preservation of open space through the clustering of development.
  - Support development that makes gateways more attractive using design strategies such as landscaping, public art, or siting buildings to create entry features.

### Relevant Indicators

Retail Activity

Jobs-Housing Balance

Property Investment Activity

### Action Plans

[for reference only, to be consolidated in an Appendix]

**287 Strategic Plan.** Coordinate and align corridor improvements with the identified Action Plan in the 287 Strategic Plan.

**Overhead Power to Underground Conversion.** Based on reliability, asset age, and targeted City "beautification" areas (downtown and 287 corridors), coordinate an accelerated undergrounding effort for these areas.

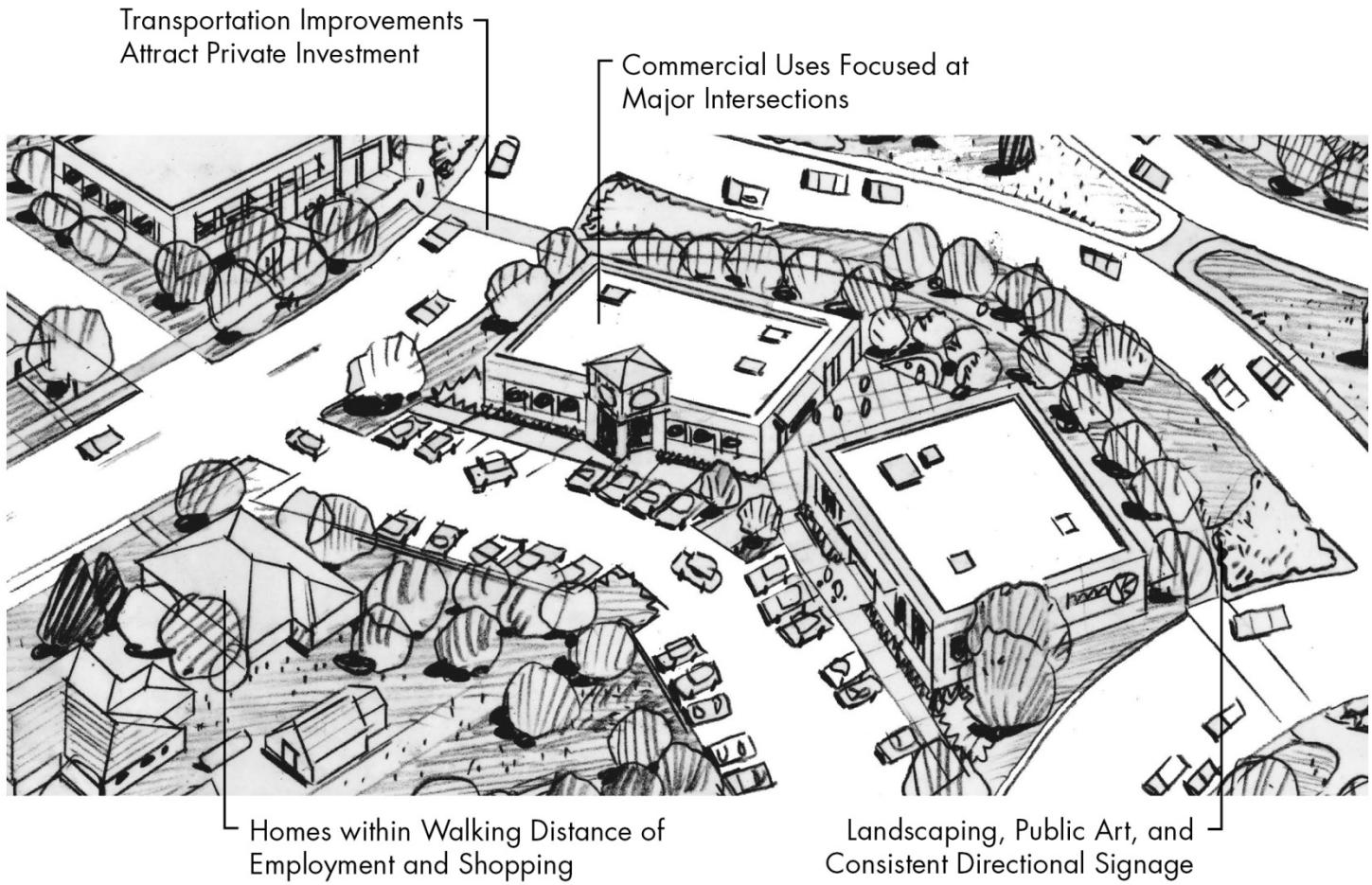
**Corridor Plans.** Prepare corridor plans for Hwy 402 from I-25 to Taft Avenue and US 34 west of Denver Avenue. Focus on strategies to concentrate commercial development at strategic locations, incorporate additional multifamily housing, and improve aesthetics.

**Interchange Area Plans.** Complete joint land use – transportation master plans for Hwy 402, Hwy 60, CR 16, US 34, and Crossroads Boulevard. Short-term priorities include the Centerra Parkway interchange at US 34 and Highway 402.

**1% for the Arts, Funding by City Construction Projects.** Create a plan that will coordinate, facilitate, and expedite that placement of art prominently at entryways to the City and along high visibility corridors. Coordinate the funding derived from City-led construction projects with the Visual Arts Commission.

## Centers

### *Cultivate Vibrant Economic Centers*



*Artist's rendering from the 287 Strategic Plan, 2015*

Loveland has historically been proactive in seizing economic development opportunities. City efforts since the 2005 Comprehensive Plan have focused on

- Encouraging multiuse, high-quality employment districts in campus-type settings.
- Encouraging high-quality regional retail centers.
- Playing an active role in supporting the Rocky Mountain Center for Innovation & Technology (RMCIT).
- Supporting strategic planning and providing sufficient lands for industry in the Fort Collins-Loveland Airport area and along the I-25 corridor.
- Introducing modern residential infill and redevelopment in Downtown.

As a result, Loveland has become a commercial hub in northern Colorado with the construction of the Promenade Shops at Centerra, the Outlets at Loveland, and more recently the Medical Center of the Rockies. The Budweiser Events Center, along with nearby regional auto sales, new restaurants and

several national hotels are also sources of substantial economic activity. Looking forward, the City must redouble their efforts in what is now a more competitive regional environment.

For more on existing economic conditions and trends in Loveland, see the Economy and Land Use & Community Design Snapshots in Appendix A. For a discussion of market potential and development, refer to "Market-Supported Development Opportunities" in Chapter 3.

During the extensive public and stakeholder involvement in the preparation of this plan, participants voiced a number of concerns, including the high rate of out-commuting; difficulty in attracting a younger workforce; inconsistent signage and area branding; and dated retail centers. Accommodation for various forms of office and employment land uses will support economic development, including traditional campuses, small-scale urban offices, co-working spaces, live-work space and other non-traditional configurations. The community has high expectations for future commercial development including community-oriented retail in the eastern and northwestern parts of the City.

Participants also indicated support for the City to encourage redevelopment of aging retail centers and interspersing residential land uses within the redeveloped centers.

Housing diversification is another important opportunity for the City and will help in attracting a diverse workforce and offering housing to residents of all ages.

Loveland has many opportunities to lay the framework for a prosperous future, including targeted infrastructure investment in new growth areas; re-envisioning aging retail centers to become more visually cohesive and pedestrian friendly; and preserving land use flexibility in longer-term growth areas in southern Loveland to be responsive to future market forces as shown in Figure 2-3.

**71%** of Lovelanders agree or strongly agree that Loveland is attracting shopping opportunities that our community wants.



2013 Annual Quality of Life Survey

Loveland's Comprehensive Plan can set the City up for success to attract new primary jobs and retain employers that have been part of the basis of the local economy. By aligning the plan policies with economic development goals, the City can ensure continued economic health in the future. For example, commercial growth and redevelopment should be focused at major intersections throughout the community, rather than on commercial strips along corridors. These centers should attract substantial, well-paying employers – beyond the retail and service industry.

The City is committed to continue working toward maintaining and upgrading existing commercial infrastructure, and repositioning aging shopping and employment centers. The future support, reuse and development of commercial and employment centers will influence the future of Loveland's economy and quality of life.

The following land use policies will support the City in encouraging employment growth, stimulating commercial development, and fostering economic health in Loveland.

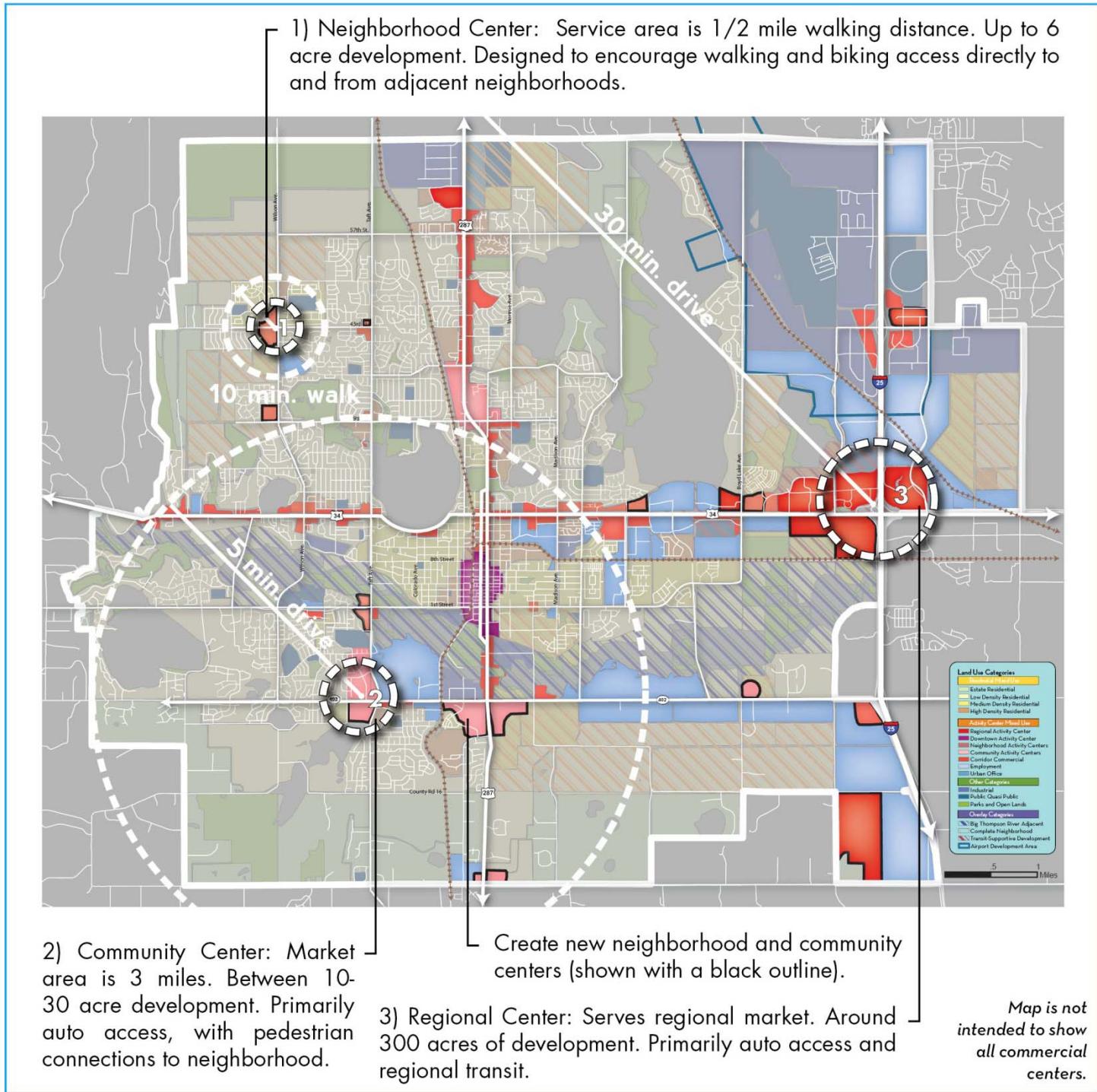


Figure 2-3. Land Use Plan opportunities to reinforce Loveland's neighborhood, community, and regional centers

## Plan Policies and Supporting Strategies

### ***Policy 1. Reinvest in and redevelop dated shopping centers.***

- Convert single use retail centers into mixed use areas by strategically introducing residential development, civic land uses and urban office.
- Encourage retrofitting of street, bicycle, and pedestrian connections in traditional auto-oriented retail centers.
- Incorporate higher density housing if market appropriate in existing and new commercial centers.
- Offer economic incentives according to City policy for redevelopment projects that significantly advance the City's vision.
- Encourage and enforce maintenance standards of streetscapes, buildings and landscaping.
- Encourage retrofitting of pedestrian and bicycle connections in traditional auto-oriented retail centers.
- Continue to monitor the health of existing commercial centers, by evaluating sales revenue, lease rates, and vacancy rates.
- Pay special attention to the design of parking lots with regard to landscaping, pedestrian circulation, and access.



*Outlets at Loveland*



*Office park on Rocky Mountain Ave.*

### ***Policy 2. Encourage high-quality neighborhood, community, and regional mixed use activity centers.***

- Designate and design neighborhood, community and regional activity centers according to the Future Land Use Map and categories in Chapter 3.
- Recruit retailers, hotels, restaurants and other appropriate businesses not currently present to locate in Loveland accordance to City economic development goals.
- Require high-quality design in new and redeveloping commercial centers through the development review process.

### ***Policy 3. Create multiuse, high-quality employment districts.***

- Encourage the development of multiuse, high-quality employment districts where campus-type settings are appropriate, particularly along the transportation corridors of I-25, US 34, and south side of Hwy 402.

- Find suitable locations for campus style development to make the Employment Zoning District more realistic and functional.
- Accommodate diverse forms of office land uses and flex- and light- industrial development in designated employment districts.
- Encourage high-quality urban office development on small parcels in appropriate locations throughout the City. Design these sites for connection to existing and future adjacent uses
- Reserve industrial lands for future primary jobs, particularly in the Airport Area (both east and west sides of I-25), north US 287, and Hwy 402 and protect them from encroaching conflicting uses.
- Recruit primary employers and primary jobs to appropriate locations in the City.

***Policy 4. Support the existing business community.***

- Strengthen partnerships between the City Departments (Economic Development Department, Planning, etc.), Chamber of Commerce, Community Foundation, and other economic development organizations.
- Work collaboratively to align visions of community with that of local business owners.
- Continue to be flexible with land use policy and development review to allow current businesses to expand or change according to market forces.
- Support the redevelopment of the Rocky Mountain Center for Innovation and Technology.

**Relevant Indicators**

Retail Activity (sales tax revenue per household)

Jobs-Housing balance

**Action Plans**

[for reference only, to be consolidated in an Appendix]

**Update Zoning Code.** Align the Zoning Code with the Land Use Plan (see Chapters 2 and 3) by changing zoning category definitions and/or create new zoning district options and applying in the Zoning Map. Allow for the integration of residential development in underperforming commercial areas. Develop employment design criteria which identify location, lot size, building square footage, building height limitations, open space requirements, connection to trails, appropriate uses, etc.

**Tourism Promotion.** Support cultural tourism and promote existing hospitality and tourism businesses and encourage new tourism attractions.

**Economic Development and Subarea Plan Implementation.** Continue to implement the various land use and economic development plans, including the Airport Strategic Plan, Highway 287 Plan, Downtown Master Plan, Economic Development Strategic Plan, and Strategy for Financial Sustainability.

## Health, Environment & Mobility

Loveland already offers many great parks, open spaces, and recreational areas, but connecting people to these areas, services and centers was one of the bigger issues in the community dialogue. Citizens want a built environment that improves safety for walking and bicycling, thereby facilitating healthier lifestyles. Specifically, connecting existing neighborhoods to parks, grocery stores, schools and commercial areas is a major goal/priority. Also, encouraging new mixed-use, mixed-income developments with walkable or bikeable access to daily needs provides an opportunity to make physical activity a routine part of life and reduces dependence on an automobile.

Loveland's 2012 Bicycle and Pedestrian Plan identifies and prioritizes specific areas of need and offers strategies for improving existing bike lanes and sidewalks. Accelerating the implementation of this Plan is a key priority among Loveland residents, as is completion of the Recreation Trail and its side connections to commercial and residential areas. Strengthening relationships and partnerships between other government entities such as Thompson School District as well as private businesses will be important in accomplishing this endeavor.

A key philosophy in this Comprehensive Plan is that better integration of land use and transportation planning leverages all City investments. Loveland's evolving transportation system brings great potential to shape sustainable land development and create active lifestyles as well. Future residential areas and economic centers will follow regional transportation investments: I-25 bridges and interchanges, commuter rail, and regional transit. At a more local level, a complete street grid and greater emphasis on transit, bicycle, and pedestrian connectivity will accelerate commercial activity, especially in older retail areas. In turn, more transit-supportive development makes walking, bicycling, and transit use more economical and convenient.

One of the City's foundational responsibilities is to protect the health, safety, and wellbeing of its residents and businesses. While the City has a limited role in providing health care, it can create a business climate and infrastructure that attracts first-class hospitals and medical facilities in Loveland and keeps them here. Given the projected growth of our aging population, providing these medical services, an accessible built environment, and expanded transit service is essential for Loveland. By making walking and bicycling a more viable means of both recreation and transportation, residents can maintain their independence and incorporate regular physical activity into their lives. Loveland residents also want improved access to affordable healthy food through farmers' markets, community gardens, neighborhood grocery stores, and the expansion of land use for urban agriculture opportunities.



*2013 Annual Quality of Life Survey*

## Strengthening Environmental and Infrastructure Resiliency

Environmental resiliency involves community awareness and preparedness for natural hazards such as drought, wildfire, and floods, as well as preparation for exposure to other potential environmental and community threats and risks like changes in climate, spread of infectious diseases, and exposure to hazardous materials. In Loveland, environmental resiliency is not only preparedness for these types of risks, but also the ability to respond effectively to one-time or sustained events, and adapt to the temporary and permanent changes that they may present. A resilient environment also relies on the health of the natural systems that support and sustain life.

Loveland can plan for and strengthen environmental resiliency by continuing to identify, monitor, and assess potential environmental risks and threats, and by ensuring that development in risky areas such as floodplains, steep slopes, and potential wildfire locations is appropriately sited and designed. Strengthening and reinforcing infrastructure, such as roads, bridges, and utilities can help Loveland prepare for and adapt to change, but this concept also applies to natural systems. Continued stewardship of environmental resources like air, water, rivers, and soils is essential in managing risk and supporting the community's high quality of life.

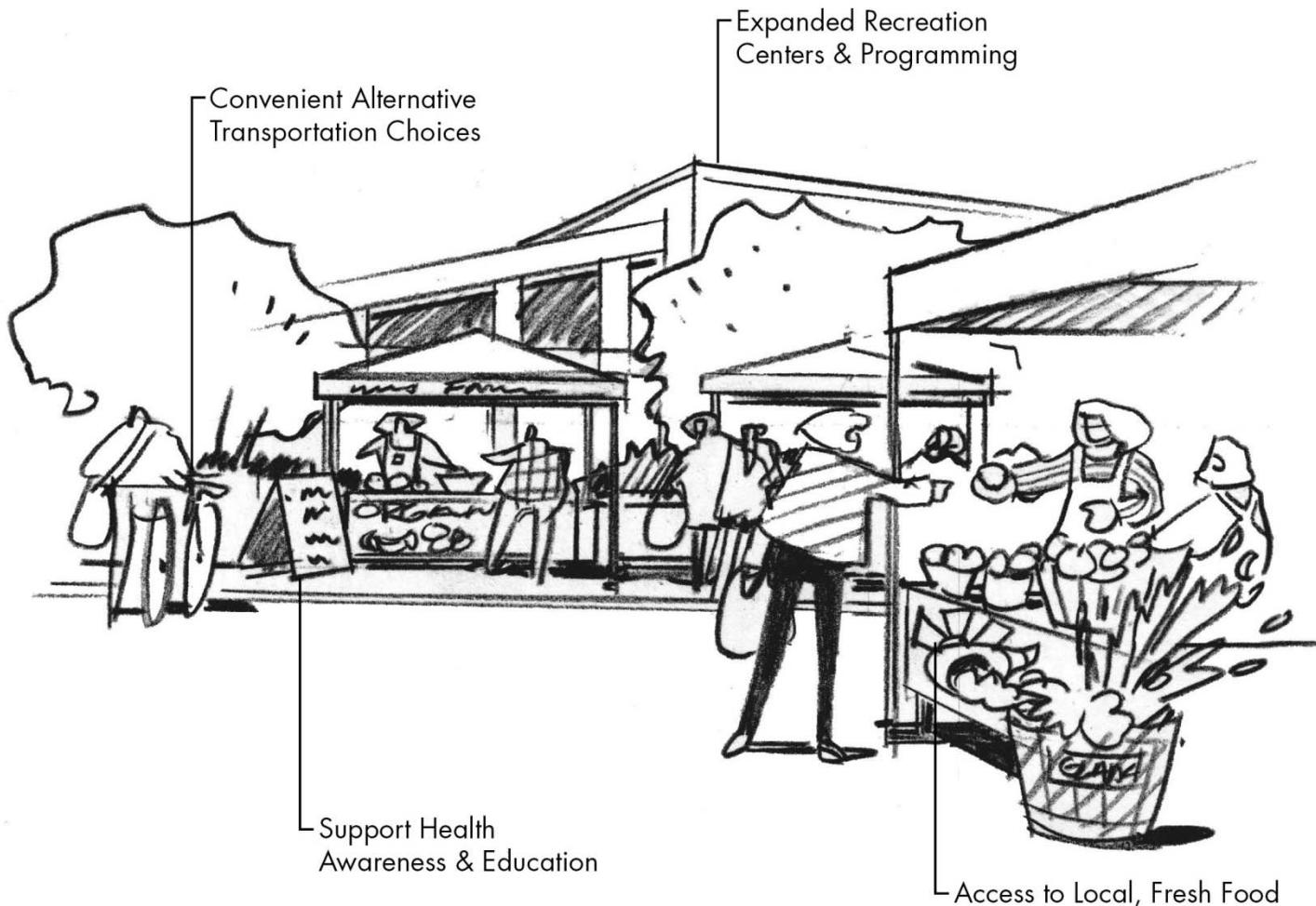
Like all modern urban communities, Loveland depends heavily upon the proper functioning of infrastructure systems including the electric power, stormwater, potable water, wastewater, and transportation networks. The importance of these systems can be easily overlooked by the general population, but a community's reliance on infrastructure becomes painfully evident when systems fail in disaster events like the 2013 flood. As Loveland continues to recover from the damage caused by the historic flooding, the City is planning for enhanced infrastructure resilience compatible with the Governor's "build back better and stronger" initiative. Infrastructure resilience entails reduced failure probabilities (better infrastructure design), reduced negative consequences when failure does occur (through redundant systems and emergency management planning), and reduced time required to recover.

*"Many physical interventions—from floating buildings and levees to wet floodproofing—can be employed to create resilience, depending on the particular set of risks faced by a community. However, the most successful strategies will work in concert with the natural ecosystem where they are used. In northern Colorado, that means development patterns must be able to respond with agility to the cycles of fire, flood, and drought that strike the region. Regular forest burns and the cleansing and depositional activities of floods are necessary to support important ecosystems that in turn support us and create the beauty that makes this region stand out."*

*From the 2014 Urban Land Institute (ULI) Advisory Services Panel Report for Northern Colorado, *Connected Systems, Connected Futures: Building for Resilience and Prosperity*.*

## Health & Wellness

### *Create a Safe and Healthy Built Environment*



*Artist's rendering, 2014*

Health is important to Loveland residents, and stakeholders see the many strong connections between quality of life, health, wellness, economic vitality, and how a community is designed and built. Community planning can have a positive impact on chronic disease and related health factors by improving the built environment – a fact supported by an emerging body of research. Improving our built environment includes enhancing walking and biking opportunities, increasing options for healthy affordable food through community gardens and farmers' markets, and expanding access to parks and open space. Community planning that incorporates health and wellness influences the quality of life experienced by all residents, business owners, and visitors – regardless of

*The best indicator of an individual's quality of life is their physical and mental health. All other community benefits are only appendages to this basic human need.*

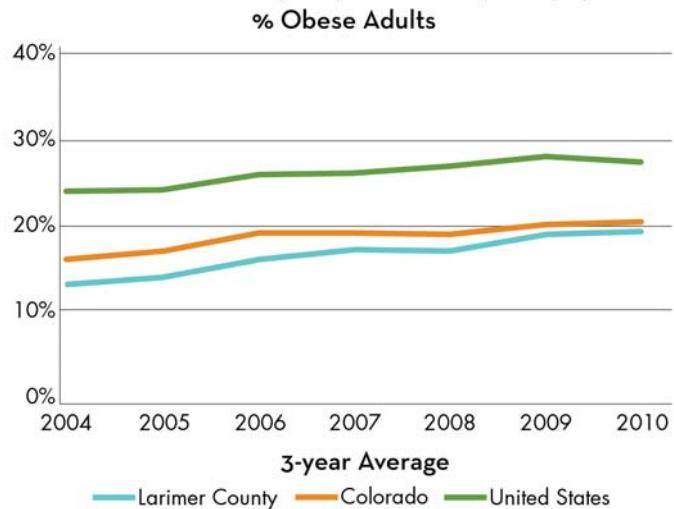
their age, income or ability. Seniors who age-in-place, as well as toddlers who play in a park daily, are the beneficiaries of a land use plan that includes public health considerations.

A community's physical and mental health strengthens the local economy. A connected, accessible built environment enhances the value and desirability of the community to residents and employees alike. The young skilled workforce that top employers seek particularly value active living and transportation options that contribute to healthier lifestyles. Conversely, the leading causes of preventable death and disease in Larimer County (heart disease, stroke, type 2 diabetes and certain types of cancer) weaken

economic development, employee productivity and student achievement. Because statewide obesity rates have doubled during the last two decades, healthcare costs in Colorado related to overweight and obesity exceeded \$1.6 billion<sup>1</sup> and nationally, over 21% of annual medical spending is attributable to obesity<sup>2</sup>. (For more on the health drivers and trends in Loveland, see the Existing Conditions Health Snapshot in Appendix A). Physicians, schools, community organizations, parents and local governments are beginning to work together to increase opportunities for healthy eating and physical activity and reduce the economic and social burdens of chronic disease on their community.

The role of the City is paramount in this collaborative approach, since it reviews all transportation and land use improvements as well as investing directly in public infrastructure. Simple changes in the built environment can result in measurable benefits such as,

- When community design accommodates and integrates pedestrians and bicyclists, there are higher rates of walking and biking<sup>3</sup>. For each half mile walked per day, people are about 5 percent less likely to be obese.<sup>4</sup>



*Overweight and obese children and adults are rising at a higher rate in Colorado and Larimer County than the rest of the nation (Colorado Behavior and Risk Factor Surveillance System (BRFSS), Colorado Department of Public Health and Environment)*

<sup>1</sup> Trogdon, J.G., Finkelstein, E.A. Feagan, C.W., Cohen, J.W. (2012). State- and Payer Specific Estimates of Annual Medical Expenditures Attributable to Obesity, *Obesity*, 10, 214-220. Dollars cited were from 2009.

<sup>2</sup> Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. Institute of Medicine; The National Academies Press, 2012

<sup>3</sup> Summer 2009 Research Brief, Active Living Research, Active Transportation Making the Link from Transportation to Physical Activity and Obesity

<sup>4</sup> Frank, et al., Linking Objectively Measured Physical Activity with Objectively Measured Urban Form: Findings from SMARTRAQ, *American Journal of Preventive Medicine*, at 117-1255 (February 2005)

- People living in highly walkable, mixed-use communities are more than twice as likely to get 30 or more minutes of daily exercise as people who live in more auto dependent neighborhoods.<sup>5</sup>
- In low-income neighborhoods, each additional supermarket increases residents' likelihood of meeting nutritional guidelines by one-third.<sup>6</sup>
- Pedestrian accidents are 2.5 times more likely on streets without sidewalks than on otherwise similar streets.<sup>7</sup>

Through public outreach, Loveland residents overwhelmingly expressed a desire for an improved and expanded bicycle and pedestrian system to make walking and bicycling an easier and safer transportation choice – described in detail in the Mobility section that follows. Specifically, safely and conveniently connecting existing neighborhoods to parks, grocery stores, schools and commercial areas was identified as a priority. Also, encouraging new mixed-use, mixed housing type developments with walkable or bikeable access to daily needs provides an opportunity to make physical activity a routine part of life and reduces dependence on an automobile.

In addition to diverse physical activity opportunities, access to healthy, affordable food is important to Loveland residents and a proven strategy for positively impacting public health. Expanding access to grocery markets of various size and scale, including farmers' markets and neighborhood stores should be considered in planning efforts. Moreover, capitalizing on the community's rich agricultural heritage as a source for local food and economic development is a worthwhile endeavor. Opportunities remain to conserve high value working farms both within the urban fabric as well as in community separators as identified in the *Parks & Recreation Master Plan* and *Our Lands – Our Future*, a joint study with Larimer County for land conservation and nature-based recreation programs. The following land use policies reflect the commitment of the City to promoting the health and safety of its residents and play a key role in increasing opportunities for daily physical activity and access to affordable, healthy food.



**Today, one in five Colorado adults is obese and more than half are overweight.**

*Centers for Disease Control and Prevention*

<sup>5</sup> L. Frank, et al, *supra* note 5.

<sup>6</sup> K. Morland, et al, *The Contextual Effect of the Local Food Environment on Residents' Diet*, American Journal of Public Health (November 2002).

<sup>7</sup> R. Knolblauch et al., *Investigation of Exposure Based Pedestrian Accident Areas: Crosswalks, Sidewalks, Local Streets and Major Arterials*, at 126-133, Federal Highway Administration, Washington, D.C. (1988)

## WORKING FARM &amp; RANCH OPPORTUNITIES

The following criteria were considered when creating this map:

- Outside of City Limits
- Prime Farmland
- Development Pressure
- Large Parcels
- Centennial Farms
- Connected Value to Public Open Space and Other Protected Land

## Working Farms &amp; Ranches Area Opportunities

- Growth Management Area
- All Conserved Lands and Parks
- Developed Land
- Water Bodies
- Moderate
- Moderate to High
- High

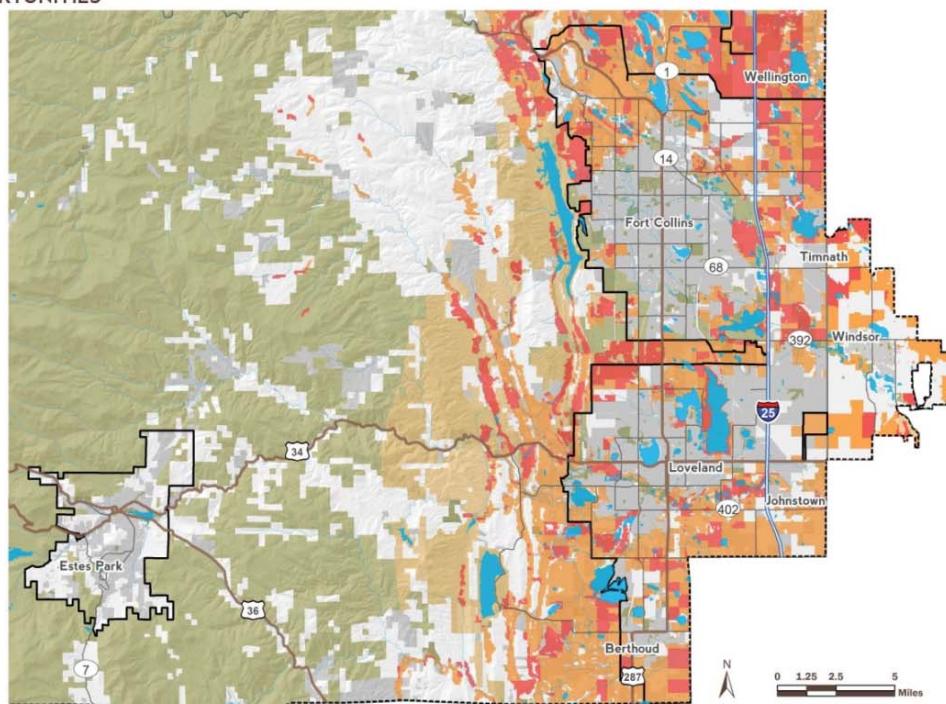
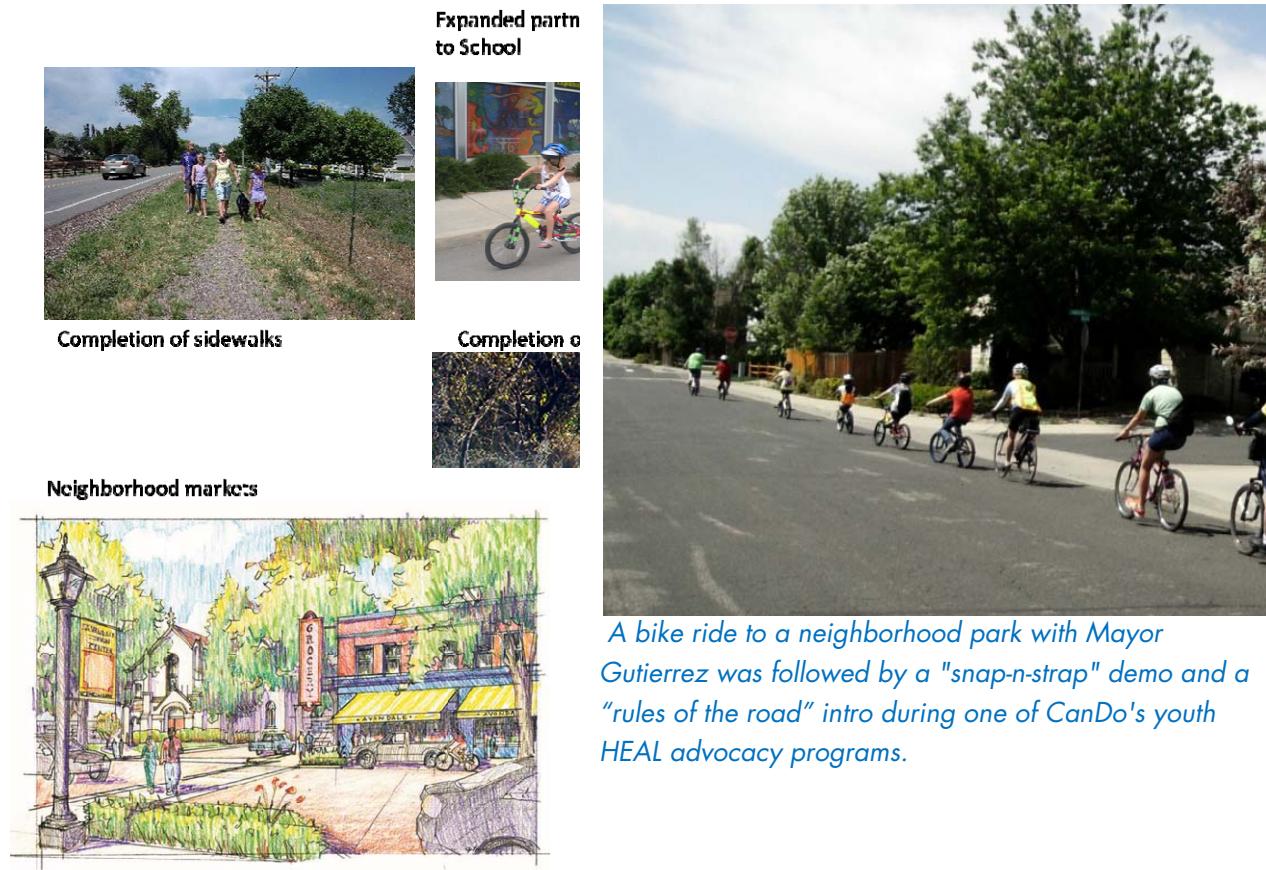


Figure 6.6 Working & Farm Ranch Opportunities  
This map is based on existing public information and is not intended for use in a regulatory context. Rather it identifies opportunities for project partners to work with willing landowners on voluntary land conservation

6.6

## OUR LANDS - OUR FUTURE

The Our Lands-Our Future study highlighted opportunities to conserve working farms and ranches and local food supply in concert with other City goals. Like most Front Range communities, the majority of Loveland has been built on prime agricultural lands – it is unrealistic to suppose that all of these lands would be conserved. Financial resources are limited and dependent on partnerships with willing landowners. The most intense red and orange colors represent high value lands that could serve to meet Loveland's agricultural goals, not lands specifically targeted for conservation. [zoom in to Loveland and reformat map]



## Plan Policies and Supporting Strategies

### ***Policy 1. Create convenient, safe and diverse physical activity opportunities for residents of all ages, abilities, and income levels (see the Mobility section for bicycle and pedestrian policies).***

- Strengthen and expand relationships with community partners and stakeholders, including the Safe Routes to School Task Force, to increase opportunities and education around walking and biking to school for all students.
- Improve traffic calming and streetscapes on local streets through elements such as street trees and detached sidewalks to reduce traffic speeds while increasing pedestrians' and cyclists' comfort and safety.
- Encourage and support bicycle and pedestrian infrastructure improvements for local trips with safe and easy access to routine goods and services.
- Increase and expand bicycle and pedestrian connectivity and safety for easy access to parks, natural areas and the Recreation Trail.

### ***Policy 2. Encourage the availability and affordability of healthy, fresh food throughout the City.***

- Create a land use pattern that facilitates residents' convenient access to affordable healthy retail foods at a range of scales, sizes and locations.

- Promote and preserve urban agriculture opportunities to support local food production, distribution and Loveland's agricultural heritage.
- Identify appropriate locations for and support community gardens, such as within new developments or City parks.
- Incorporate healthy eating and physical activity opportunities into existing City events as appropriate.

***Policy 3. Attract and maintain accessible, first-class hospitals and medical facilities in Loveland.***

- Work with healthcare providers to ensure that their goals are considered when evaluating land use patterns.
- Consider the range, scale and placement of health care services and resources in relation to residential and mixed-use areas to support access for older adults and low-mobility residents.

***Policy 4. Make year-round parks and recreation opportunities universally accessible.***

- Develop, operate, and program specialized recreation facilities in accordance with service level guidelines defined in the 2014 Parks and Recreation Plan.
- Improve and provide safe, accessible, attractive indoor and outdoor facilities that meet the recreation programming goals of the community.
- Coordinate the provision of recreation facilities with other local governments, special districts, and the Thompson R2-J School District as appropriate.

### Relevant Indicators

Sidewalks and Bicycle Infrastructure

Connectivity

Neighborhood Walkability

Bicycle and Pedestrian Project Identification Completion

### Action Plans

[for reference only, to be consolidated in an Appendix]

**2012 Bicycle and Pedestrian Plan Recommendations.** Complete the identified and prioritized pedestrian improvement projects (153) and bicycle improvement projects (125). Prioritize financial and staff resources for bicycle and pedestrian infrastructure improvements. Consider allocation of resources for a shared position to implement the Bicycle and Pedestrian Plan. This position could also support community education and safety programs to complement the Plan.

**School District Collaboration.** Execute and implement an Intergovernmental Agreement with Thompson R2-J School District for the dual purpose of enhancing connectivity between schools and neighborhoods as well as joint-use agreements for parks, fields, play areas, and other facilities that

provide community access and physical activity opportunities. Support district-wide Safe Routes to School and improve infrastructure around schools for traffic mitigation and student safety.

**2014 Parks and Recreation Plan Recommendations.** Focus on expanding year-round access to indoor and outdoor recreation opportunities and connection of residential areas to recreation facilities via bicycle and pedestrian networks. Emphasize affordability of use for all residents.

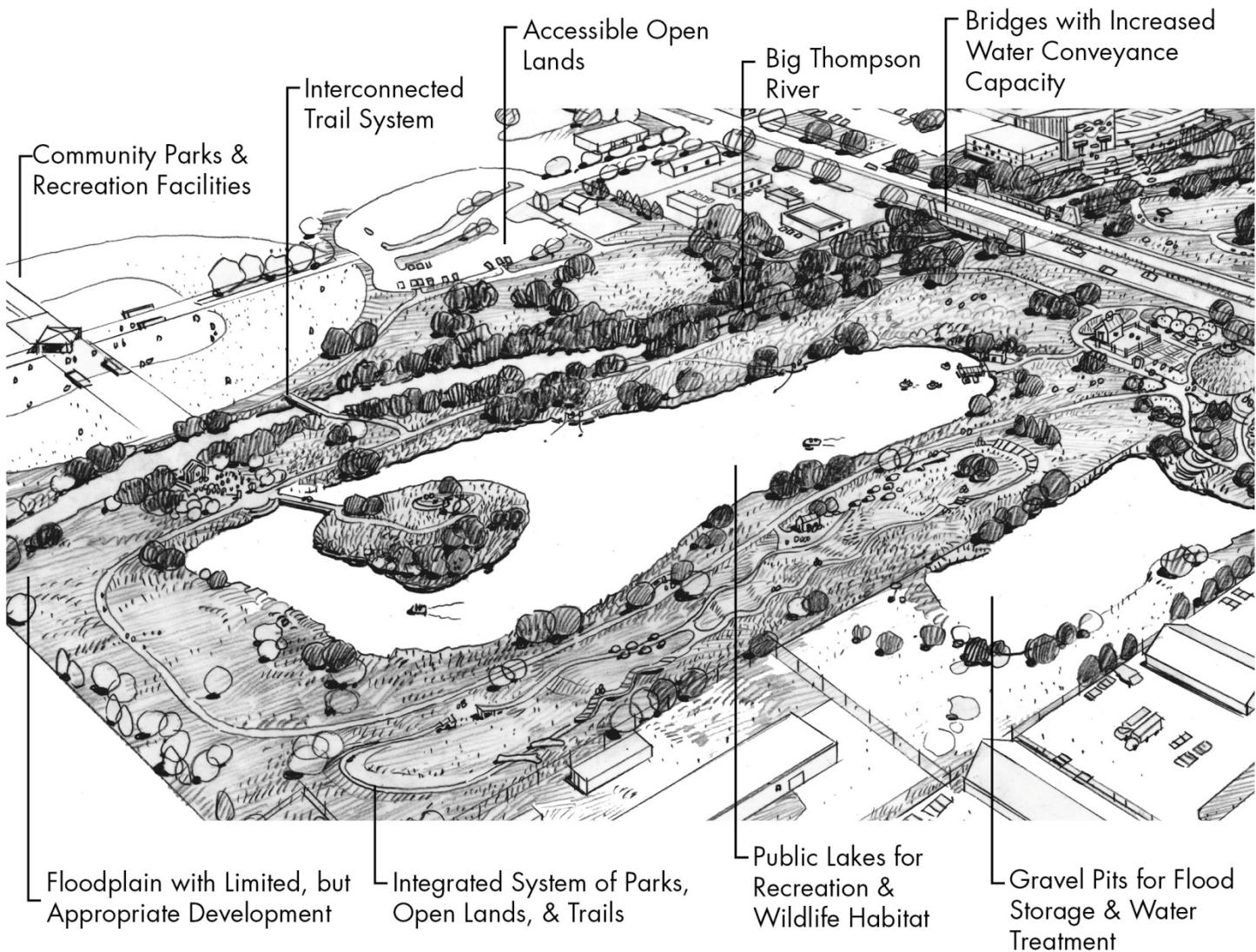
**Private-Sector Bicycle and Pedestrian Facilities.** Create a list of pedestrian and bicycle-friendly best practices that can be utilized by developers and employers.

**Food Access.** In consultation with community organizations such as the Food Bank for Larimer County and CanDo, develop strategies for capital improvement funds, economic development and land use planning to increase residents' access to fresh food. Update development standards to allow appropriately scaled food retail uses to be located where they serve the needs of neighborhood residents.

**City as Role Model.** Ensure sufficient bike corrals and healthy food offerings at City events and meetings. Evaluate and implement bicycle education and potential free and/or low cost bike share programs.

## Environment

### Celebrate our Natural Assets in an Urban Setting



*Artist's rendering for 287 Strategic Plan, 2015*

Loveland is defined by its natural beauty, a diversity of Rocky Mountain foothills and the Great Plains landscapes, and by the Big Thompson River that runs through the city. Preserving Loveland's natural assets, and growing and building in ways that will not only protect but celebrate our natural surroundings is important to Loveland residents and to the local economy.

Through this plan, the Parks & Recreation Master Plan, and community surveys, residents have clearly communicated that recreation is essential to their quality of life and that having ample opportunity to enjoy nature and the outdoors improves their health, wellness and fitness. Residents have also

communicated that the most important additions to Loveland's recreational offerings would be more trails and bike paths, accessible open lands and natural areas, and more community parks and facilities.

A level of service analysis conducted for the 2014 Parks and Recreation Master Plan found that Loveland provides fewer trails and pathways, less accessible open space acreage, and less indoor recreation space on average than peer communities of Fort Collins and Longmont. The study also revealed that Loveland would need to increase its acres of parkland and open space and miles of hard and soft-surfaced trails to maintain current service levels and be well-positioned to provide abundant recreational opportunities as it grows in the future.

Loveland's position at the mouth of a steep, narrow canyon makes its floodplain prone to sediment deposition, channel movement, and damage to property and critical infrastructure. Extreme flooding in the Big Thompson River watershed is part of a recurring natural cycle and the river will inevitably flood again. In 1976 and recently in 2013, significant losses occurred to the community's economic, riparian, aquatic, recreational, scenic, and infrastructure resources due to severe flooding.

Today, residential and commercial development and City infrastructure occupy land that was formerly part of the Big Thompson River floodplain. The intensity and frequency of flooding has been exacerbated by development that has further constricted the floodway. Hundreds of homes and businesses have been damaged or destroyed in recent floods, and many of these properties are unsuitable for reconstruction or future development.

Careful planning can improve our community's resiliency to natural disasters while protecting and preserving Loveland's valuable, natural assets. The City is currently working toward conserving floodplains and waterways, restoring the Big Thompson River and city streams and creeks, as well as trying to further connect Downtown to the Big Thompson River (see Figure 2-4).

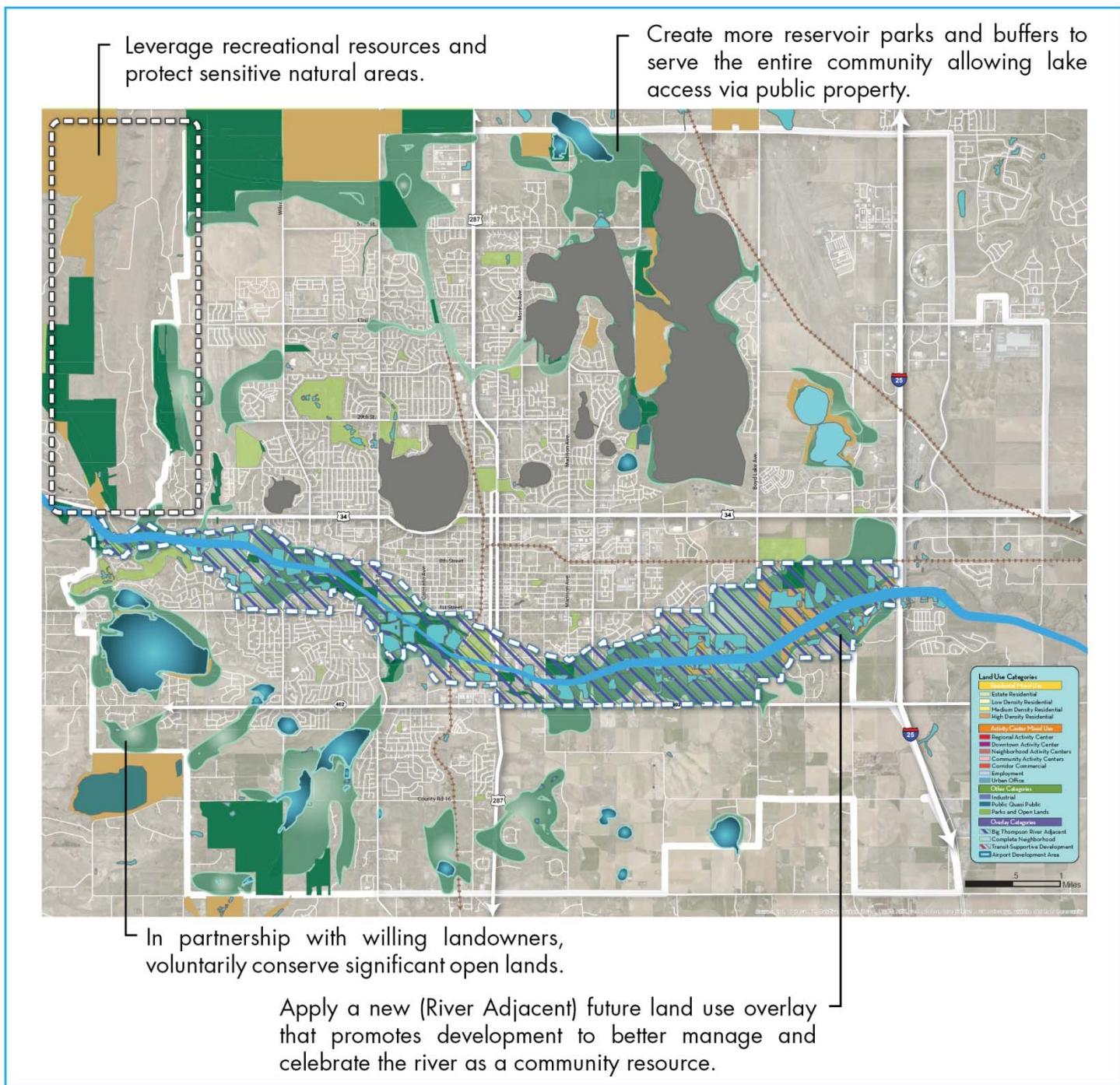


Figure 2-4. Land Use Plan opportunities to preserve and enhance our natural resources

## Plan Policies and Supporting Strategies

### Policy 1. Protect sensitive natural area wildlife and habitat from development impacts.

- Coordinate land development and land conservation efforts between City departments, Larimer County, non-profit partners and landowners.

- Inside the Loveland GMA, lead in protecting open lands within the Loveland GMA using a variety of protection techniques in partnership with willing landowners, including: acquisition; conservation easements; zoning tools such as Cluster Development, Transfer of Development Rights (TDR's), and the development process.
- Outside of the Loveland GMA, collaborate to conserve high value lands through regional conservation efforts with non-profits, the State, Larimer County, and adjacent municipalities.
- Realize the opportunities to protect wildlife movement corridors along waterways and foothills as Loveland grows to the west by linking open spaces and drainage easements through and between subdivisions.
- Complete a system of contiguous open lands in accordance with the Potential Open Lands Areas Map and associated criteria in the 2014 Parks & Recreation Master Plan.
- Implement development standards and mitigation measures from the Parks & Recreation Master Plan for the Big Thompson River Corridor, designated wetlands, and identified natural areas to offset or accommodate the impacts of development.

***Policy 2. Strengthen community resiliency to flooding and natural disasters through development patterns, hazard identification and mitigation, and communication.***

- Accomplish a vision for the Big Thompson River that combines abundant wildlife and high-quality scenery with access via public property to river-related recreation opportunities.
- Restrict development in the 100-year floodplain.
- Reconnect the Big Thompson River with its floodplain and gravel pits to absorb storm volumes and velocities, and to continue its natural function.
- Assess the risks and identify means to avoid and mitigate the effects of identified natural hazards on the built and natural environment.
- Update and implement a hazard mitigation plan in tandem with regional efforts.

***Policy 3. Maintain natural areas according to management type.***



*Clustered residential development allows for integrated open space*



*Working ranch within Loveland's GMA [note: need better photo since this one (at I-25/402) is not conserved long-term. ]*

- Maintain open land values in accordance with their purpose and management, providing recreational access where appropriate (e.g., maintain those open lands containing high-value habitat as relatively undisturbed wildlife areas).
- Encourage urban agriculture within incorporated areas, with larger working farms and ranches to continue within community separators.
- Require a financially sustainable approach to land stewardship and funding over the long term.

***Policy 4. Protect and maintain environmental resources and quality.***

- Maintain and improve air quality by working towards a jobs-housing balance that reduces the need for long commutes, creates a land use pattern that supports effective alternative transportation options, and supports a large and healthy urban forest.
- Reduce sources of water pollution by using site design practices that improve storm water quality, such as Low Impact Development (LIDs) and storm water best management practices (BMPs).
- Evaluate a dark sky ordinance for western Loveland and the Big Thompson River corridor.
- Actively promote landscape practices that conserve water, reduce pesticide and fertilizer application and restore biodiversity.
- Mitigate the urban heat island effect by encouraging a mature tree canopy and the addition of trees in parking lot landscaping.
- Plant and maintain the urban forest along streets while minimizing utility conflicts.

***Policy 5. Support energy choices for Loveland residents and businesses that include clean sources.***

- Investigate options for alternative energy generation on City properties.
- Support enhanced home efficiency and performance measures to reduce energy costs and conserve resources (e.g., energy/water efficiency, rooftop solar, etc.).

***Policy 6. Maintain and expand parks and recreational facilities as a valuable asset to the community.***

- Implement the Parks & Recreation Master Plan.
- Leverage recreational resources by creating community destinations that act as economic generators attracting tourists, businesses and residents.

### Relevant Indicators

Development in High Risk Areas

Residential Water Use

### Action Plans

[for reference only, to be consolidated in an Appendix]

**River Restoration.** Partner with property owners and the Big Thompson River Restoration Coalition to restore creeks, streams, and rivers, especially the Big Thompson River Corridor, to their more natural state using best practices, and according to the Big Thompson River Restoration Master Plan.

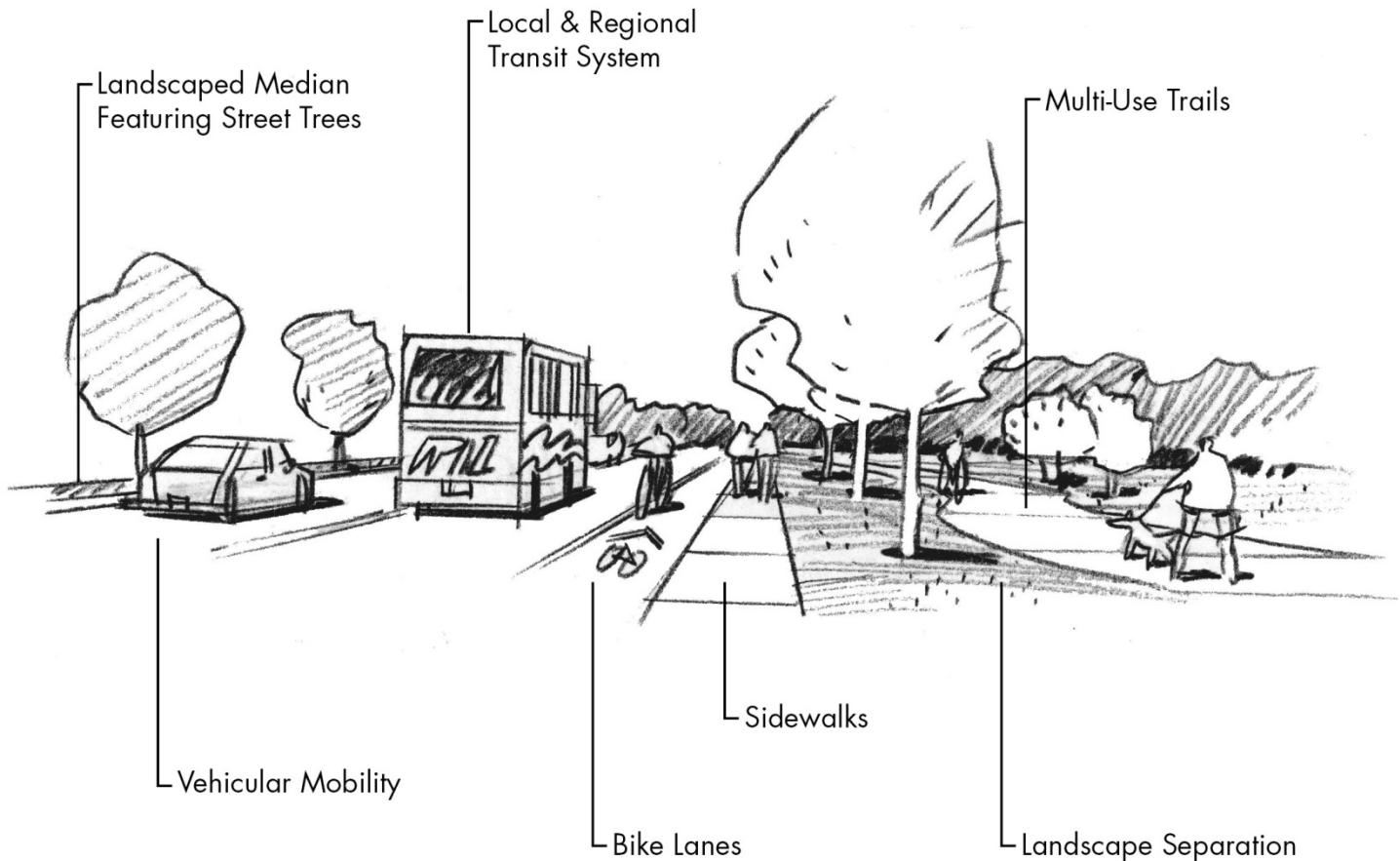
**Prepare a Post-Disaster Recovery Plan.** To capture lessons learned and become better prepared to manage the recovery and long-term reconstruction process following future disasters, update the Northern Colorado Regional Hazard Mitigation Plan or prepare a plan specific to Loveland that identifies the policies and operational procedures to guide the post-disaster decision-making process in advance of the next event.

**River Recreation and Conservation.** Implement collaborative land conservation efforts, such as the Big Thompson River Recreation and Conservation Assessment, with Larimer County, Colorado Parks and Wildlife, CDOT, and the US Forest Service. Coordinate the planning efforts of all City Departments including Parks and Recreation and the Water and Power Departments to ensure that the use of water and long range planning of river diversions are in alignment with the community's expectations for sustaining recreation and conservation river flows through the City. Work to balance water demands resulting from increased population and the Community's expectation for a healthy river environment with flows that support fish and insect habitat.

**Natural-Surface Trail Loops.** Plan and create a system of natural soft-surface trails within public access areas that link with other trails while still respecting wildlife and natural resources.

## Mobility

### *Create a Connected and Accessible Community*



*Artist's rendering, 2014*

Loveland continues to experience above average population growth, at a rate of 39% between 2000 and 2012 compared to 21% statewide. This rapid rate of growth is challenging the existing transportation network. The City's historic core contains a higher and denser mix of land uses and a street grid that provides a high level of connectivity for walking, biking and driving. However, beyond the core, post-war suburban and rural neighborhoods are characterized by low-density residential uses and include fewer through streets, wider streets, and more cul-de-sacs, which makes them largely auto-dependent and difficult to efficiently serve with public transit. Loveland's lakes and floodplains act as barriers to through travel by all modes and can create bottlenecks and congestion. I-25 and the BNSF Railroad connect Loveland to statewide markets, yet these regional transportation facilities create additional barriers for local travel by other modes. For more on the existing transportation conditions and trends in Loveland, see the Transportation Snapshot in Appendix A.

*Mobility*, or the ability to move freely or easily, in the community plays a large role in the standard of living for residents, and a well-balanced, well-maintained transportation system is critical for sustaining

Loveland's high quality of life. Improving vehicular mobility, transit accessibility, and pedestrian and bicycle connectivity and safety is a priority for the City. Traffic will increase in the coming years, so citizens are very interested in creating multimodal corridors, updating key intersections and encouraging new east-west vehicular corridors. The safer and more convenient the bicycle and pedestrian network becomes, the more local retailers and employers will benefit. Also important, is the concept of Accessibility which refers to people's ability to reach goods, services, and activities using their desired mode of transportation. Accessibility means considering not only if people can get around quickly, but also how well the City's land use pattern supports people's ability to have access to jobs, activities, goods and services proximate to where they live.

Many residents have expressed concern about the lack of reliable public transportation and convenient non-motorized options in Loveland. They want to see completion of the Recreation Trail and regional trail corridors, and more progressive planning for shared use paths and recreational trails in new and older developments. There is a strong desire for a bicycle and pedestrian network that serves commuter, recreational, and social/errand trip purposes. They want a transit system that serves transit-dependent populations including the working poor and elderly, and also encourages transit as a viable travel option for commuters within Loveland and regionally. With increasing traffic in the coming years, citizens are very interested in updating key intersections, making corridors multimodal, and improving east-west vehicular corridors (see Figure 2-5).

#### Drive Alone



2000 | 2013  
82.5% | 79.0%

**-4.2% Change**

#### Carpool



2000 | 2013  
10.8% | 8.5%

**-21.3% Change**

#### Walk



2000 | 2013  
1.6% | 2.3%

**43.8% Change**

#### Public Transit (includes taxi)



2000 | 2013  
0.1% | 1.1%

**1000% Change**

#### Other Means



2000 | 2013  
1.0% | 4.2%

**320% Change**

#### Telecommute



2000 | 2013  
4.0% | 4.9%

**22.5% Change**

*2000 US Census and 2013 American Community Survey*

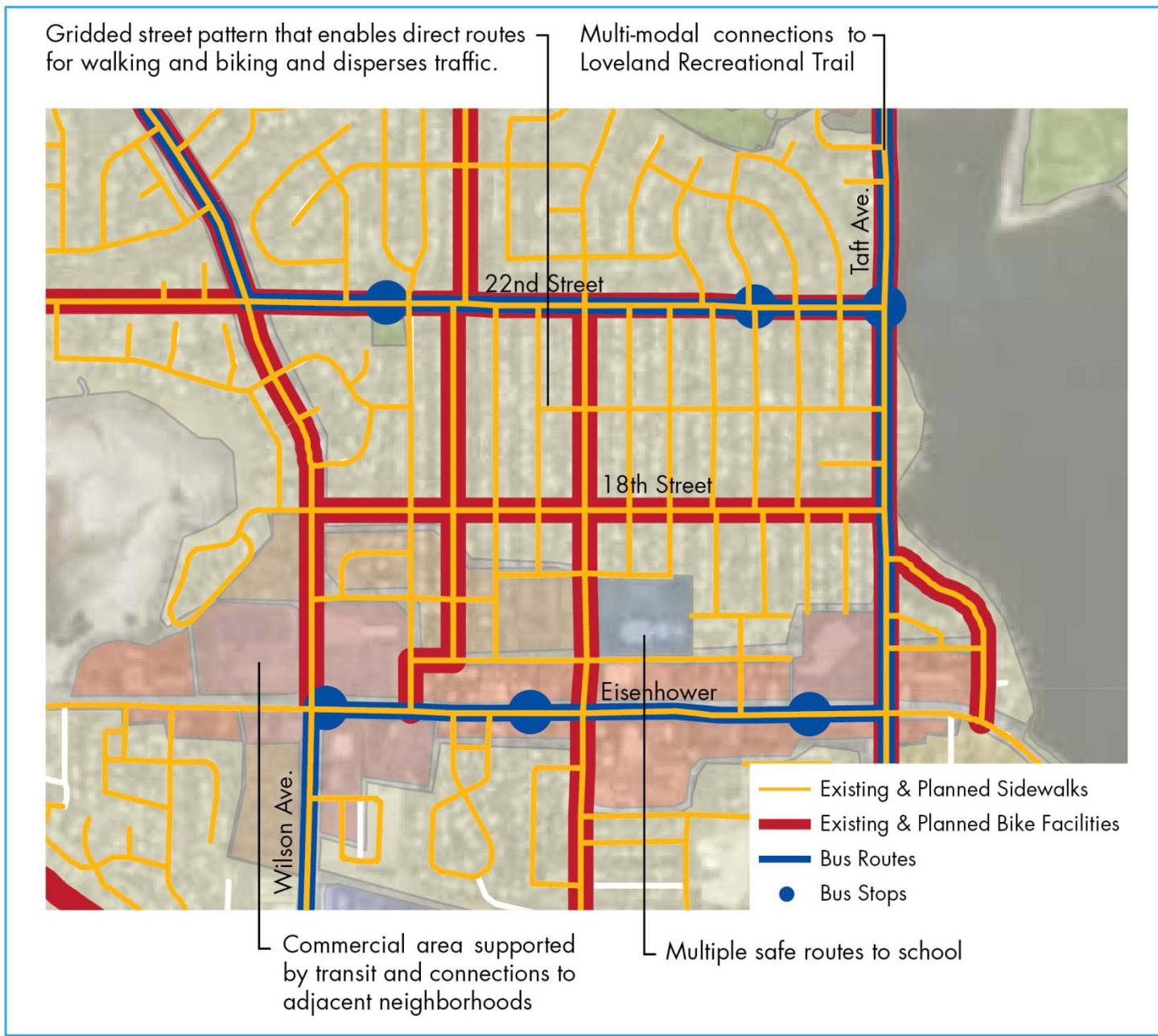


Figure 2-5. A connected and accessible street grid reduces traffic congestion and expands choices for all transportation modes (vehicle, transit, bicycle, and pedestrian). Transportation choices also strengthen retail performance and neighborhood vitality.

## Plan Policies and Supporting Strategies

### **Policy 1. Plan a safe, efficient, coordinated and convenient multimodal transportation system.**

- Integrate land use and transportation decision making to maximize infrastructure investments.
- Participate in the North Front Range Metropolitan Planning Organization's (NFRMPO) and CDOT's ongoing efforts to identify congestion, the causes of congestion and to recommend mitigation measures as required in the Congestion Management Process.

- Evaluate the established street levels of service to ensure that they meet the needs of the community and do not hamper walkability and quality neighborhood design.
- Implement Transportation Demand Management (TDM) programs and coordinate land use and transportation decisions to reduce single-occupancy vehicle trips by minimizing trip lengths and providing mixed-use and transit oriented development options.
- Coordinate with CDOT, the NFRMPO and neighboring jurisdictions to implement regional transportation projects on I-25, US 34, US 287, and SH 402.

***Policy 2. Provide infrastructure to make walking and bicycling convenient and viable for all types of trips and for all ages, abilities, and income levels.***

- Accelerate implementation of the 2012 Bicycle and Pedestrian Plan and NFRMPO Regional Bicycle Plan by considering a range of different funding sources and leveraging opportunities to combine bicycle and pedestrian projects with roadway capital projects and maintenance projects.
- Work with the School District to improve bike and pedestrian infrastructure near schools and connecting to neighborhoods.
- Enforce existing codes and ordinances that require property owners to maintain their sidewalks in good condition.
- Complete the Recreational Trail system of hard- and soft-surfaced trails for off-street, non-motorized, and non-equestrian recreation uses.
- Require that developments provide land, access or easements for the City's planned trail system when development proposals are submitted.
- Coordinate the provision of bicycle and pedestrian facilities among various government departments, and with other local governments, state and federal government, special districts, and the Thompson R2-J School District, as appropriate.
- Promote a walkable environment in commercial locations by connecting internal sidewalks to the public sidewalk network and designing internal pedestrian circulation that is safe, direct, and comfortable.



*Insufficient pedestrian infrastructure limits accessibility*



*Bike parking on 4th Street is located in space unused due to angled parking*

- Require new developments to provide bicycle and pedestrian improvements consistent with Loveland's street standards and the applicable land use category guidelines.
- Coordinate bicycle and pedestrian planning and implementation with other infrastructure projects and land use decisions. Specifically, ensure coordination in implementation of:
  - 2012 Bicycle and Pedestrian Plan
  - 2014 Parks and Recreation Master Plan
  - 2035 Transportation Plan
- Emphasize trail access for citizens inside the City's Growth Management Area.
- Consider the varying needs of citizens of all ages and abilities in planning and implementing the bicycle and pedestrian system.



*The area above promotes active transportation with a highly-connected network of sidewalks, bicycle facilities, and transit.*

***Policy 3. Make the COLT bus system a convenient, efficient and functional choice.***

- Expand the City's public transit system consistent with adopted transit plans. Use transit plans when reviewing land use decisions to identify opportunities to make transit service more productive and better serve major transportation corridors and all major district destinations.
- Stimulate the local economy through investment in public transportation infrastructure and operations.
- Encourage transit-supportive densities in strategic locations and land use categories (see Chapter 3 Land Use Map and Transit Supported Development description).

***Policy 4. Maintain and establish convenient connections between neighborhoods and to local destinations.***

- Require well-connected streets, sidewalks, and bike paths/lanes in new developments and redevelopment areas and between neighborhoods. Examine Larimer County Urban Area Street Standards to find opportunities to increase street connectivity
- Establish street connectivity and block size targets that support walkability.
- Enhance street connectivity in new developments with shorter, pedestrian-scale blocks and narrower streets to improve walkability and connectivity. Provide intermediate pedestrian connections where block lengths are long.
- Provide incentives for highly connected grids and small block networks that exceed minimum requirements.
- Improve existing intersections to facilitate north-south and east-west traffic.
- Create new transportation corridors to overcome barriers to local traffic (waterways, railroads, I-25).

***Policy 5. Establish a sustainable financing foundation for a sustainable transportation system.***

- Investigate all reasonable options for financing capital, operations, and maintenance costs for transportation and developing an implementation strategy that recognizes current funding realities and limitations.

- Monitor the schedule and eligibility requirements and proactively pursue state and federal funding available through the North Front Range MPO, Colorado Department of Transportation, Federal Highway Administration, and Federal Transit Administration.

### Relevant Indicators

Sidewalks and Bicycle Infrastructure

Mode Split

Connectivity Index

Walkability

### Action Plans

[for reference only, to be consolidated in an Appendix]

**Code Update.** Reform development code to align with mobility policies. Develop design criteria which identify subdivision standards for block length, bicycle infrastructure, trail and pedestrian connectivity, pedestrian amenities, signage, etc.

**2035 Transportation Master Plan Implementation.** Prioritize the implementation of multimodal transportation improvement projects identified in the Transportation Master Plan.

**2012 Bicycle and Pedestrian Plan and NFRMPO Regional Bicycle Plan Accelerated**

**Implementation.** Prioritize existing funding and obtain additional funding (federal, state, and other) to construct priority facilities identified in this plan. Focus on identified and prioritized pedestrian improvement projects and bicycle improvement projects to achieve level of service "C" or better for all bicycle and pedestrian facilities based on the Bicycle and Pedestrian Plan's defined methodology.

**Maximize Transit Potential.** Complete sidewalk connections to bus stops, provide bike parking proximate to bus stops, increase space for bicycles on buses, and improve comfort and quality of bus stops, including shade structures. Create and strive for target densities near existing and future transit stations and stops to support more effective and efficient transit services.

**2014 Parks and Recreation Master Plan Implementation.** Expedite efforts to complete the Loveland trail system of off-street hard and soft surfaced trails for off-street, non-motorized recreational uses.

**Human Services Transportation Expansion.** Coordinate with SAINT and other Non-Governmental Organizations (NGOs) that provide transportation services to ensure a variety of affordable transit options are available. Collaborate to seek federal, state, and local funding opportunities for transportation services to complement the City's transit options. This could include both nonprofit as well as private sector options.



**Freight Planning Integration.** Create and adopt a freight rail plan section of the Transportation Master Plan in future updates.

**Railroad Crossings Improvements.** Identify railroad crossings with significant crash histories and take steps to ensure safety at these and all railroad crossings in Loveland.

## Neighborhoods & Community Assets

It is crucial to preserve the quality of life and small-town feel that citizens enjoy. Continued investment and improvement in developed neighborhoods and their unique identity, as well as new areas, play an important role in this. This includes creating "full-service" communities, with small mixed-use areas and neighborhood-serving uses such as a grocery

store or daycare. Building neighborhoods around community amenities such as parks and schools - as well as public art, festivals, and cultural offerings - fertilizes deep roots in relationships and a sense of community.

Loveland's vision includes diversity in neighborhoods, from architectural style to housing types, tenures, affordability, and uses. Diverse neighborhoods will support housing equity, and a mix of housing types can provide for the needs of all ages, incomes and family types. Neighborhoods that include a variety of housing types and residents tend to be more resilient to economic challenges that affect particular homes or populations. In contrast, a neighborhood where all the homes are a similar size or layout, for example, may experience concentrated decline as consumer preferences change over time. A neighborhood with a variety of housing types also represents a more efficient use of infrastructure as the neighborhood is less likely to decline and cause the infrastructure to be under-utilized.

### Fostering Community Resiliency

A socially resilient Loveland fosters and maintains a high quality of life for those that reside and work in Loveland. This means that the health, wellness, and safety needs of residents are supported, and that there are opportunities for them to interact with others and engage in neighborhood and community matters. Community resiliency also means that community members have options and choices when it comes to things like transportation, housing, employment, and recreation, so that people of all ages and abilities can lead independent and meaningful lives in Loveland. Solid leadership and strong regional relationships also help to unite community members and build a strong social fabric, which helps enhance Loveland's ability to respond to future challenges and opportunities.



2013 Annual Quality of Life Survey

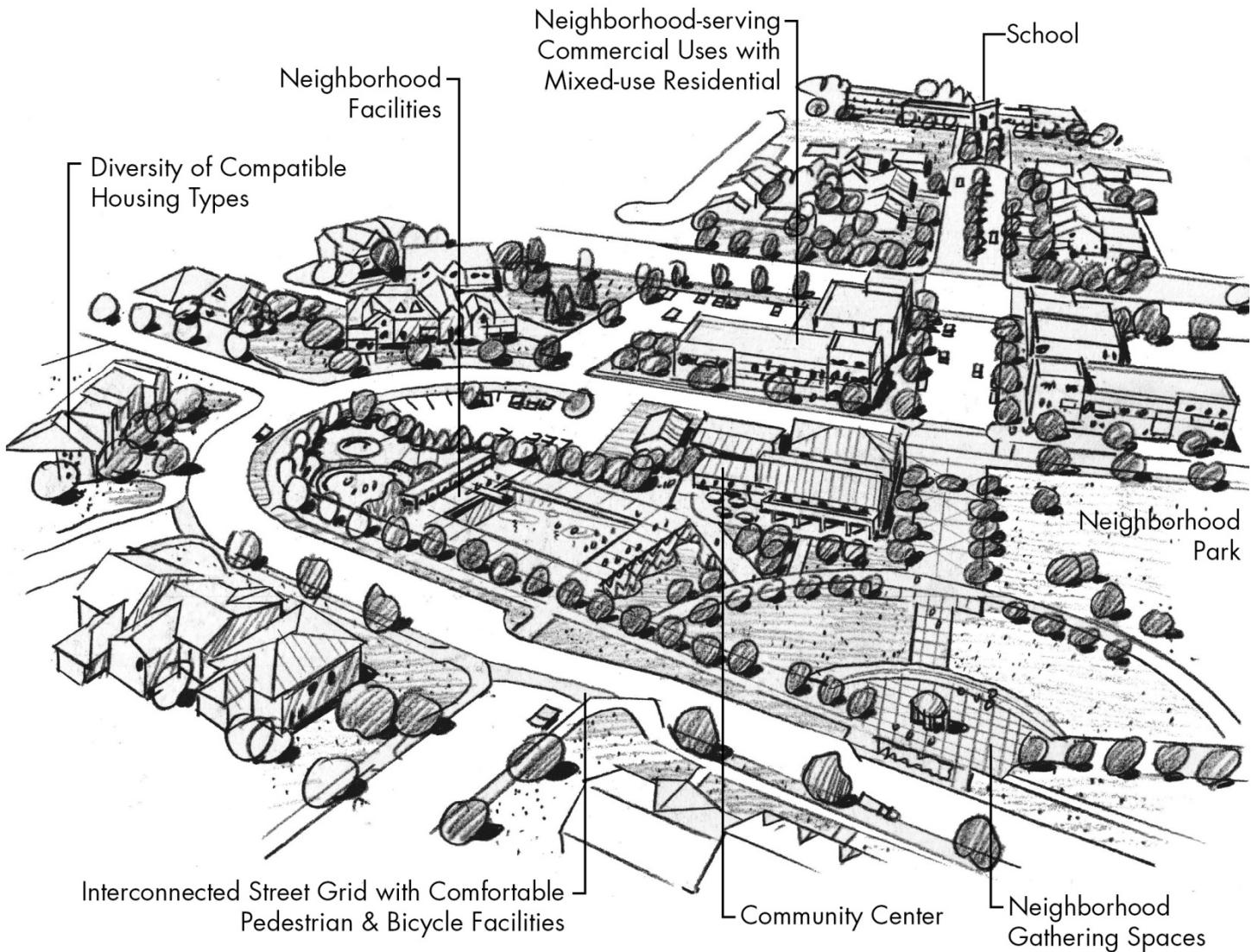
*"The awareness, energy, and resources that communities bring to recovery from a painful and heart-wrenching disaster can catalyze actions that contribute to broader objectives of livability and sustainability. Those communities that recognize that linkage become stronger, more vibrant, and better able to withstand future events, because they have laid the groundwork for maintaining themselves as healthy, functional, and self-sufficient—they bounce forward."*

From the 2014 Urban Land Institute (ULI) Advisory Services Panel Report for Northern Colorado, *Connected Systems, Connected Futures: Building for Resilience and Prosperity*.

Planning for community resiliency includes addressing factors related to the built environment, as well as integrating and addressing the social and economic needs and desires of residents. In terms of land use, Loveland can build social resiliency and capacity by ensuring that neighborhoods are walkable, connected, and within close proximity to shops, services, and public spaces so that people can easily and safely satisfy their daily needs and interact with one another. Maintaining quality, safe, and desirable neighborhoods that incorporate a mix of housing options also helps to support and accommodate residents at different life stages, such as first-time homeowners, families with school-aged children, retirees, and senior citizens. In addition, the City of Loveland can support social resiliency by continuing to check in with and listening to the ideas and concerns of community members, as well as continuing to coordinate regionally and strengthen relationships with neighbor communities and service providers.

## Housing

### Facilitate Complete Neighborhoods



*Artist's rendering, 2014*

An attractive and diverse housing stock is vital for the City of Loveland to preserve its position as an attractive place to live and support its economic development goals. The evolving North Front Range economy and changing demographics are altering the dynamics of the local housing market, requiring an updated understanding of local housing needs. This comprehensive plan update provides the City the opportunity to strategically plan for its next phase of housing development, ensuring housing development meets the current and future needs of its residents.

Since the 2005 Comprehensive Plan, City efforts have focused on creating welcoming neighborhoods; continued neighborhood growth throughout various parts of the City, with an emphasis on integration into the existing physical and social environment; and a variety of housing styles and types throughout the community that result in appropriately dense development. For more on the existing housing conditions and trends in Loveland, see the Housing Snapshot in Appendix A.

The public input process revealed a wide range of views among residents regarding how housing



development should be prioritized and approached in *2013 American Community Survey*

the future. One recurring theme among residents is the desire for increased multifamily and mixed use housing development, housing types that are relatively limited currently—approximately two-thirds of Loveland housing units are single family homes. It is important for Loveland to continue to balance its past goal of not becoming overly dense with the realities of the current housing demands. The incorporation of multifamily and mixed use housing translates to a more diversified housing market overall, with greater variation in housing types, tenures, affordability and uses. With rental unit vacancy rates at a 10-year low and median gross rents at a high point, the Loveland housing market is in need of increased multifamily and mixed use housing.

In addition to public comments on new housing opportunities (see Figure 2-6), many residents referenced current housing conditions. Residents stated the need for home improvements, which is unsurprising given that over 40 percent of Loveland housing units were constructed before 1980. However, many residents also noted an appreciation for the City's historic neighborhood design and suggested utilizing a similar pattern for future housing and neighborhood development.

While multifamily and mixed use housing will help address housing affordability, a number of residents explicitly stated the need for increased affordable housing throughout the City. For Loveland to grow as a community in the fashion it wants—diverse, multi-cultural and vibrant—it needs to prioritize creating housing affordability that is integrated throughout the City. Loveland must also acknowledge and assist aging residents within the City, a group that will have increasing housing accessibility needs.

The City has prospered over the last decade in large part due to its well-conceived and executed housing strategy. While many of the goals today are the same as they were then, it is important for this updated

plan to reflect the present demographic, economic and housing characteristics. Policies promoting the development of new diverse, affordable, integrated and accessible housing will ensure Loveland continues its legacy as a welcoming and inclusive community.

The following land use policies will ensure that the City continues its commitment to a diverse community, grows residentially in an appropriate manner, acknowledges and provides for the needs of its residents and retains its historical character.

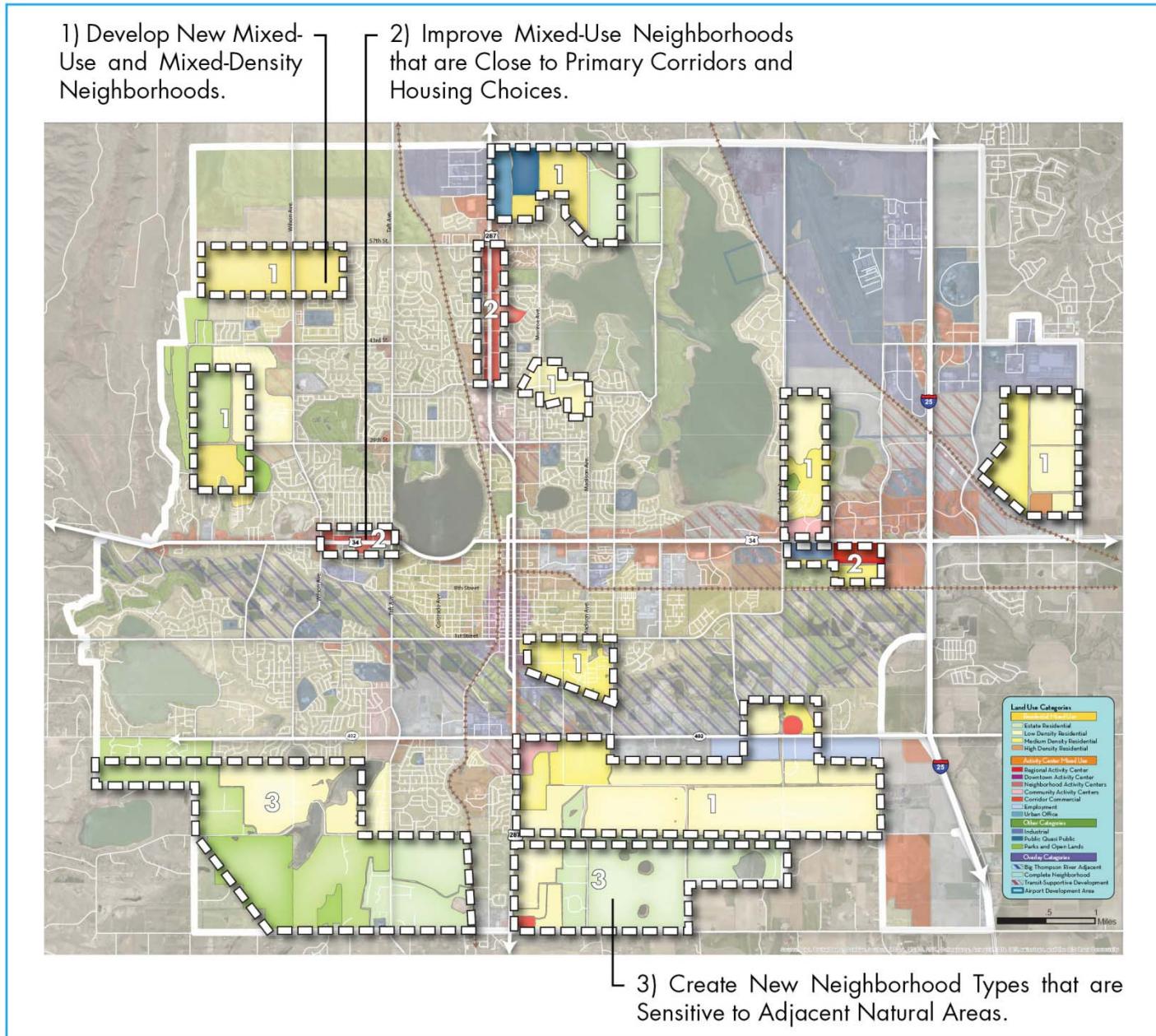


Figure 2-6: Complete Neighborhoods. Land Use Plan opportunities to encourage complete neighborhoods and revitalize corridors with mixed use residential developments

## Plan Policies and Supporting Strategies

### ***Policy 1. Encourage development of diverse housing types and complete neighborhoods.***

- Identify areas of the community appropriate for more diverse housing types and neighborhoods.
- Promote multifamily housing and mixed use developments that attract young families and retirees and provide for non-traditional households.
- Increase regulatory flexibility to allow for neighborhood commercial land uses and higher-density and mixed use housing in appropriate locations, i.e., near commercial centers, transit stops and arterial roadways.
- Provide incentives such as density bonuses or allowances for accessory dwelling units for neighborhoods that mix housing unit types and contain a commercial component desired for walkability.
- Encourage development of housing types that appeal to high-quality employees and employers.



*Multifamily housing options*



*Senior housing options*



*Development that recalls historic neighborhoods, with alleys and detached sidewalks*

- Create universal housing design standards or incentives, allowing residents to age in place and creating full accessibility for persons living with disabilities.
- Protect and preserve environmental assets in sensitive areas and adjacent to City Open Lands by using clustering development techniques.
- Encourage a portion of new housing development to recall historical neighborhoods, including a variety of housing, alleys and small gridded blocks.
- Allow live/work and commercial uses in residential neighborhoods where appropriate.
- Retain some residential neighborhoods as purely residential.

**Policy 4. *Promote integration of housing in commercial and employment centers.***

- Add housing to redeveloping and new commercial and employment areas.
- Encourage new housing to locate in areas cost-efficiently served by existing or planned public infrastructure.
- Work with developers to incorporate neighborhood-serving commercial within walking distance of new housing development.

### Relevant Indicators

Residential Affordability

Jobs-housing balance

Residential Density

Neighborhood Walkability

### Action Plans

[for reference only, to be consolidated in an Appendix]

**Home Improvement Program.** Secure funds and identify an application and approval process for a loan program to assist homeowners/landlords to make home improvements, leading to more attractive and desirable neighborhoods.

**Multifamily and Mixed Use Policy Strategies.** Consider utilizing urban renewal policies and permitting density bonuses to incentivize multifamily and mixed use developments. Identify zoning changes that need to be made to promote these uses such as parking requirement flexibility.

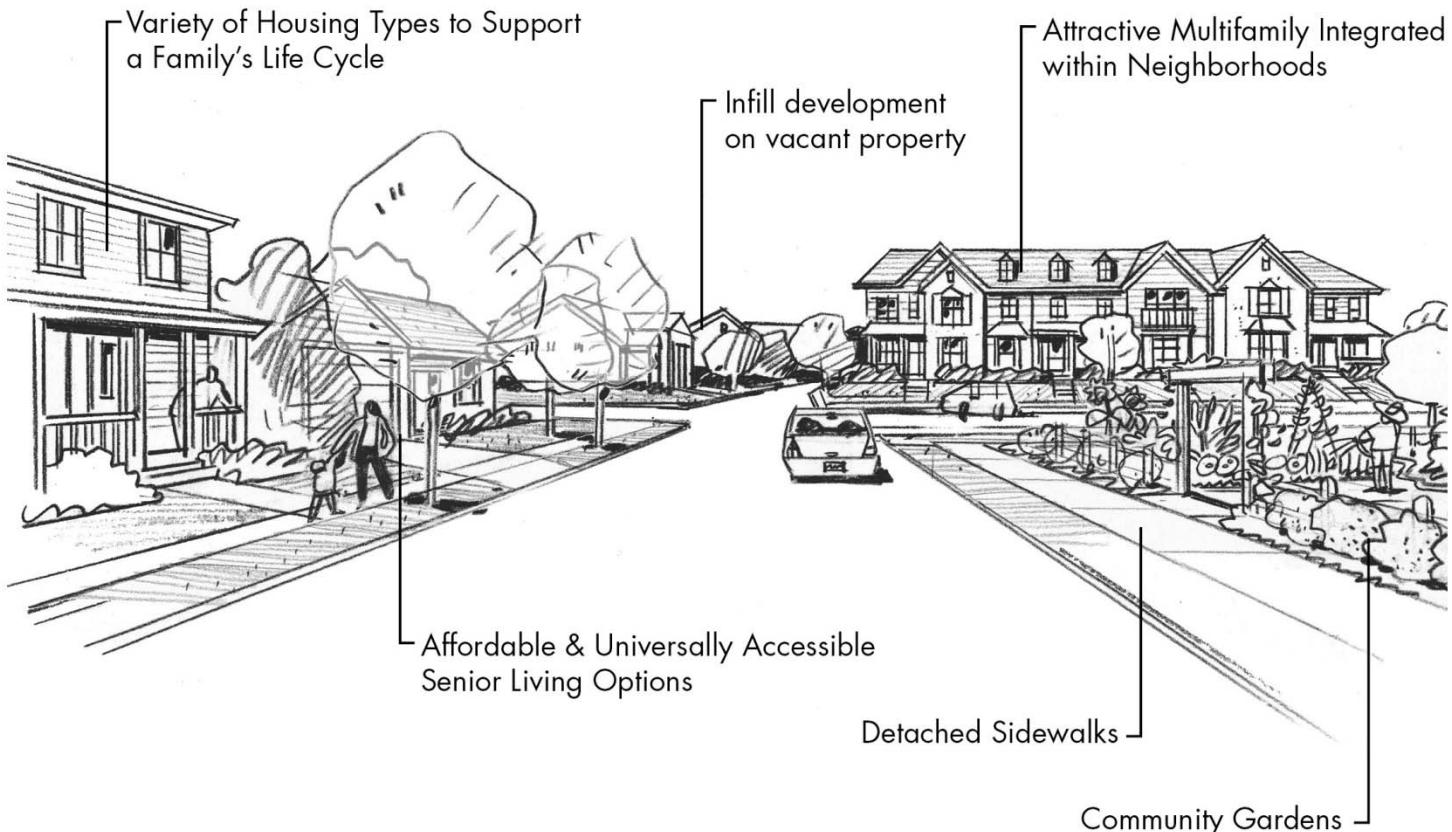
**Housing Integration Projects.** Increase connection and ease of access via trails, walkways, bike paths and public transit between housing developments and commercial/employment centers to create a more integrated community.

**Complete Neighborhood Standards.** Create standards to support and serve as the basis for incentives to facilitate the development of new complete neighborhoods that include a mix of housing unit types and commercial uses designed in a manner that emphasizes walkability.

**Implement Building Efficiency Standards with Building Code.** Retrofitting of existing facilities is more expensive than requiring the same efficiencies in new construction. Coordinate with the City's Utilities Department for incentive programs.

## Neighborhood Character

### *Invest in Loveland's Older Neighborhoods*



*Artist's rendering, 2014*

Loveland's established neighborhoods are key to continuing its revitalization and prosperity. Loveland's oldest districts require unique strategies to leverage property owner reinvestment and civic pride. These nearby districts are often Loveland's most ethnic-, architectural-, age- and income-diverse neighborhoods and have long been attractive for their proximity to civic areas, Downtown amenities and businesses. Continued investment and improvement in Loveland's older neighborhoods will play an important role in preserving the historic charm and small-town feel that citizens enjoy and value.

Older neighborhoods offer a prime opportunity to make the most efficient use of existing infrastructure and achieve affordable housing goals. Established neighborhoods are similarly some of the City's most compact areas and offer the greatest potential for allowing people to stay in their homes as they age, make walking/biking easy and cost-efficient, attract young families, and provide for the growing number of non-traditional households. Yet they often lack basic infrastructure improvements, such as sidewalks and bike lanes.

Many residents voiced concern that older neighborhoods are at risk of neglect, and that older homes should be preserved and renovated to maintain historic neighborhood character. It is a sad reality that a

few older neighborhoods have declined and suffer from sub-standard conditions.



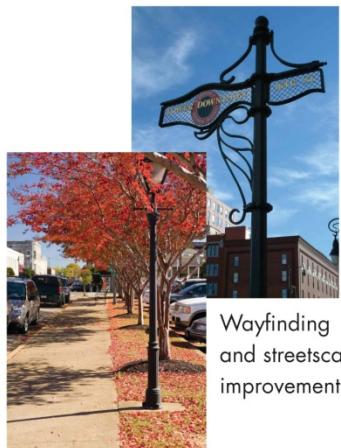
## Two in five houses were built before 1980.

*2014 GIS Loveland parcel data*

These neighborhoods – largely built in the early 1900s through 1950s – are also diverse in their organizational structures. Many older neighborhoods have informally developed long-standing social traditions and activities that help bind residents of the neighborhood together. Other neighborhoods have no such traditions or leadership to communicate concerns to the City. In comparison, many newer neighborhoods have homeowner associations with leadership liaisons to the City, as well as coordinated common ground maintenance.

The City is currently working toward maintaining and upgrading existing neighborhood infrastructure, and rehabilitating historic buildings and landmarks. The future stability, reuse and redevelopment of established neighborhoods will influence the future of Loveland's Downtown and overall quality of life and attractiveness. Revitalization of Downtown will provide better services and amenities for residents of surrounding neighborhoods, enhancing their desirability. Safe and attractive bicycle and pedestrian routes will further strengthen the connection between Downtown and the surrounding neighborhoods.

## WHAT DOES THAT LOOK LIKE?



## Wayfinding and streetscape improvements



## Park improvements



## Multi-family housing and mixed-use developments



## Targeted redevelopment



## Façade improvements



After



Before

## Plan Policies and Supporting Strategies

## **Policy 1. Continue investing in older neighborhoods as they age.**

- Create safe and attractive connections from Downtown to surrounding neighborhoods through street tree plantings, pedestrian/bicycle infrastructure improvements, and pedestrian-scale lighting.
- Work with neighborhood organizations to identify and eliminate negative factors of blight, such as deteriorating infrastructure, in aging neighborhoods.
- Analyze blighted conditions by neighborhood and invest in infrastructure, to the extent that funds are available.

## *Policy 2. Reinforce the unique identity and visual appeal of neighborhoods.*

- Continue improving park facilities in older neighborhoods to adjust for changes in demographics.
- Within individual neighborhoods, foster characteristics that differentiate neighborhoods from one another; design with unifying features such as pavement design, signage, landscaping, street lighting and fencing.

**Policy 3. Encourage housing diversity and affordability that supports active living and aging in place.**

- Target new affordable housing development opportunities for existing residents.
- Encourage and provide support for mixed-use, mixed-income developments in areas undergoing redevelopment and/or revitalization.
- Support lifecycle housing for seniors to age in place.

**Policy 4. Preserve historical residential character.**

- Continue identifying historic properties and neighborhoods to preserve when supported by residents and owners.
- Encourage new development to respect and enhance the visual character of nearby historical buildings by designing new buildings to be compatible with the massing, materials, and setbacks of existing structures.
- Minimize and discourage alterations and new construction that weaken the historic integrity of individual buildings and/or a neighborhood.
- Preserve historical buildings that contain good design or other desirable features, and either restore to original condition or integrate the building into current design schemes while preserving their unique architectural style or design.

**Policy 5. Refresh distressed neighborhoods.**

- Support the rehabilitation of housing and redevelopment of aging private properties through the provision of loans, or technical support.
- Maintain the character, structural integrity, and appearance of new and existing developments including the appropriate use of landscaping.
- Stimulate infill in vacant properties and promote multiuse development in older neighborhoods by utilizing infill standards that allow for the development of buildings to meet today's needs while being compatible with neighboring structures and providing certainty to neighboring residents.
- Emphasize strategic reinvestment in existing structures, e.g., solar systems, energy efficient appliances, insulation.

### Relevant Indicators

Residential Affordability

Property Investment Activity

Neighborhood Walkability

### Action Plans

[for reference only, to be consolidated in an Appendix]

**Neighborhood Branding.** Strengthen the identity of older neighborhoods by mapping their general boundaries and formalizing their names (e.g., "West Enders").

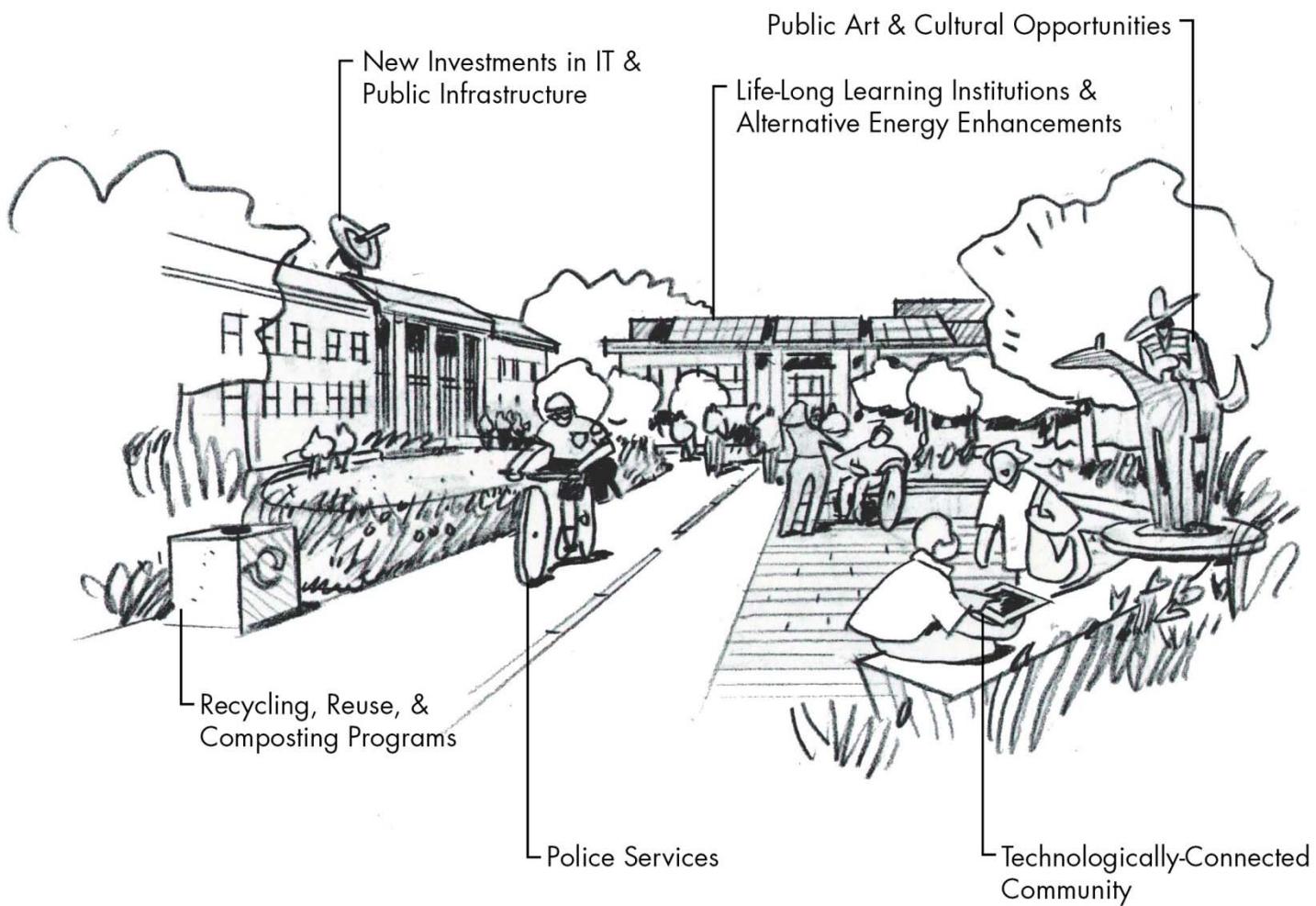
**Neighborhood Plans.** Prepare neighborhood plans to guide change where appropriate. Foster the creation of neighborhood groups and support neighborhoods in developing plans and improvements for their neighborhoods.

**Urban Forestry Program.** Develop an urban forestry or street tree maintenance program to plant and maintain trees within public right-of-ways. Replace dead and dying trees.

**Infill Standards.** Make infill projects easier by creating development standards that address compatibility and provide certainty to both developers and neighbors.

## Community and Regional Services

### *Strengthen Loveland's Strategic Roles in the Community and the Region*



*Artist's rendering, 2014*

Many of the environmental, economic and social challenges facing Loveland are not unique to our community alone but are shared by our neighboring cities. These issues are best addressed collaboratively, and Loveland's proactive role as a regional leader in Northern Colorado has grown considerably over the last decade.

The natural, geographic, and financial resource limitations that Loveland faces will continue to influence investments in community services. Loveland will continue to engage in regional planning and coordination where appropriate in order to address broader issues and obtain service efficiencies, in the areas of Environment, Transportation, and Growth Management (see Figure 2-7).

**Environment:** Loveland's many lakes, reservoirs, canal, ditches, and of course, the Big Thompson River, all play important roles in the regional natural resources system. The balance between using these as

recreational assets and as critical water resources will become even more important with the growth expected in the region. In the past, Loveland has tried to reserve lands and restrict intense development at the edges of the Growth Management Area. In north Loveland this urban separation between municipalities is acknowledged regionally and collaboration between jurisdictions and private property owners restricts urban-level development. While in other cases, toward Windsor and Johnstown, the market demand has proven too great to limit development. To maintain its fiscal strength, Loveland will need to reinforce a pattern of compact and contiguous development that directs growth to where infrastructure capacity is available or can be provided efficiently, and away from floodplains and steep areas.

**Transportation:** Loveland is centrally located in northern Colorado and is one of three large cities within the NFRMPO (with Fort Collins and Greeley being the other two). Loveland's proximity to other northern Colorado communities as well as the Denver metropolitan area results in a significant demand for regional travel. According to the 2010 NFRMPO Household Survey, nearly one-quarter of all trips made by Loveland residents have a destination outside of Loveland. This travel pattern underscores the need for regional collaboration and partnership for all modes of transportation. Loveland has partnered with CDOT, the NFRMPO, and its neighboring jurisdictions to plan for regional trails like the Big Thompson River Trail and Front Range Trail, regional transit service including FLEX regional transit service connecting from Boulder to Fort Collins), CDOT's forthcoming "Bustang" regional bus service along I-25, the envisioned commuter rail service, and regionally significant roadway projects like the planned widening of I-25. Loveland's regional partnerships will continue to be important in moving toward implementation of these regional transportation projects to facilitate regional and inter-regional travel for Loveland residents.

The Airport area has experienced a high level of development over the past few years. The area now represents a diverse mix of land use. In order to maintain a healthy and high functioning transportation center, it will require adjacent area developments to be compatible with Airport activities. Uniquely positioned at the confluence of regional transportation corridors such as the Union Pacific Railway, Interstate 25, US Highway 34, it offers the potential to support a wide variety of aircraft and travel modes.

**Growth Management:** Loveland's Growth Management Area (GMA) establishes the extent of the City's planned future municipal boundaries. Within the GMA, there are several pockets of county land that are entirely or partially surrounded by Loveland City limits. These areas are serviced by the City (police, fire, etc.), but are not incorporated and do not contribute to City tax revenues. Some of these lands are undeveloped, but others contain homes and businesses. Pacing development at the periphery with redevelopment of the City's core and incorporation of existing enclaves is a more efficient use of land and infrastructure, and helps focus Loveland's resources.

Ideas for implementing this included: building above the floodplain, directing development away from areas prone to natural hazards, and predicated new development on water, sewer and infrastructure

capacities. The interface with surrounding towns will become more challenging, especially when it comes to shared services and community separators. Annexation policies below should be considered together with the Future Land Use Plan Map and Land Use category descriptions when evaluating a specific annexation, development or redevelopment proposal to ensure efficient provision of City services while encouraging infill development.

Community facilities already tend to be clustered near Downtown, in a centralized and accessible area, especially for populations with limited access to transportation. The collaboration between water/sewer

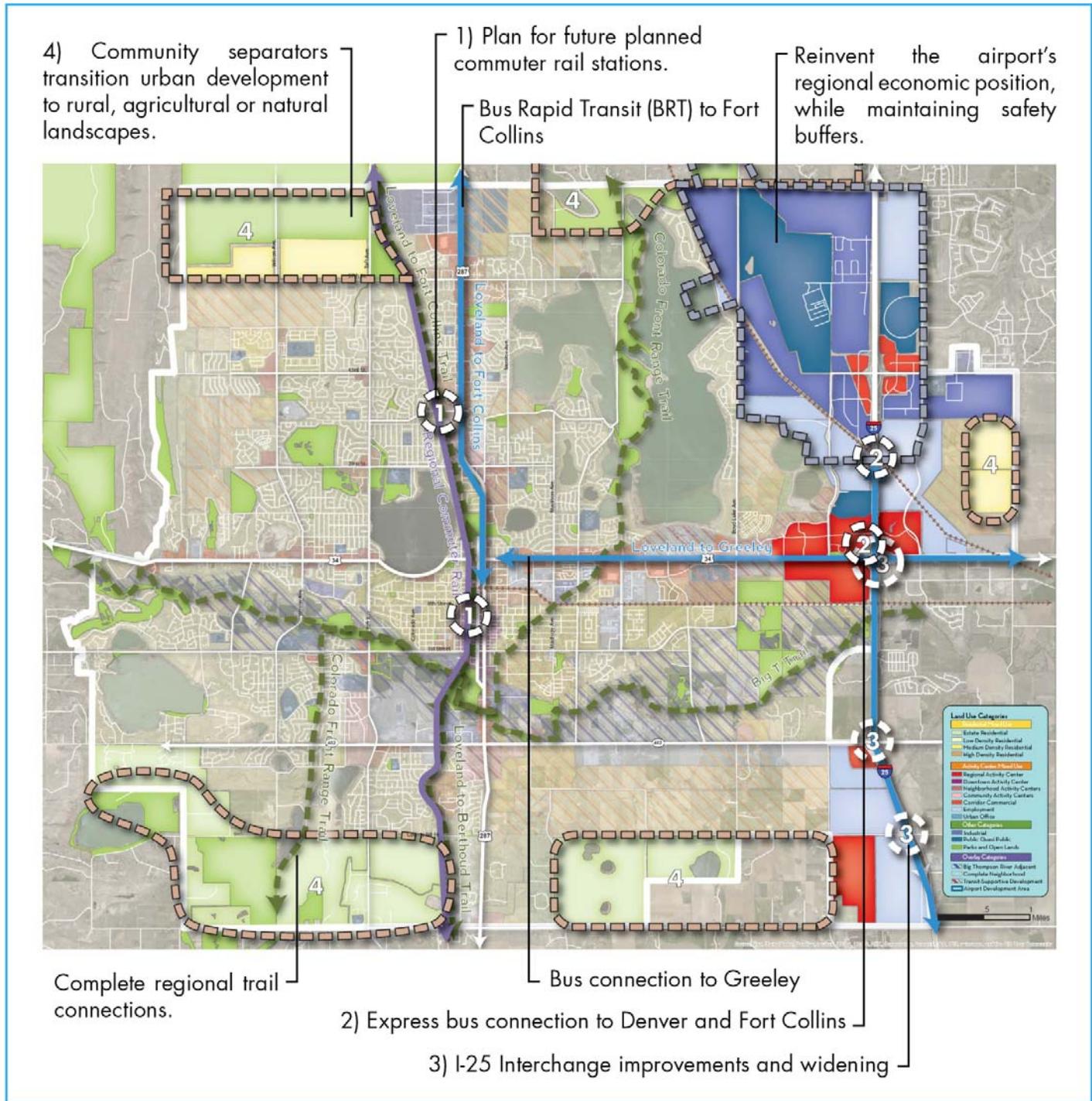


Figure 2-7: Community and Regional Assets. Land Use Plan opportunities to complete regional trail and transportation connections, and plan for sensitive transitions to surrounding municipalities

districts to provide sufficient infrastructure for potable water will become increasingly important, especially as the City grows south.

## Plan Policies and Supporting Strategies

### ***Policy 1. Protect important regional lands and facilities.***

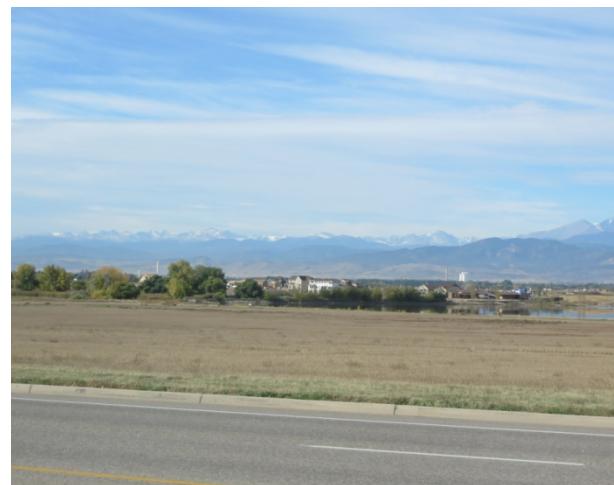
- Accelerate the completion of regional and statewide trail corridors, such as the Front Range Trail, Big Thompson Trail, BNSF Fort Collins to Berthoud Trail, and other trails in partnership with adjacent communities and agencies.
- Coordinate regionally along the Big Thompson corridor, where floodplain protection and acquisition of open lands will play a vital role in community resiliency and recreation.
- Sensitively transition urban development to rural, agricultural, natural landscapes in the north, west, and south edges of the community through conservation easements, development review, and fee-simple acquisition.

### ***Policy 2. Maintain and expand convenient transportation connections to local and regional destinations.***

- Proactively plan for and leverage Federal and state funding for regional transit, such as Bus Rapid Transit (BRT).
- Actively participate in NFRMPO regional transportation planning efforts to define current and future (2040) transportation needs of Loveland and the region as a whole.
- Work cooperatively with CDOT, the NFRMPO and other northern Colorado communities to identify opportunities to provide and increase the effectiveness of regional transit service along regionally significant transportation corridors.
- Investigate options for regional governance of transit service.
- Coordinate land use planning around future transit hubs and commuter rail stations to maximize the community's economic benefits in regional transit service.
- Encourage consistency between local capital improvements and regional infrastructure priorities.
- Coordinate with CDOT to support regional efforts to increase capacity on I-25.
- Coordinate with CDOT on the implementation of improvements along US 34, US 287, and SH 402.

### ***Policy 3. Support strategic planning and growth at the Fort Collins-Loveland Airport.***

- Support the implementation of the Airport Strategic Plan by protecting against encroachment of non-compatible land uses, creating and supporting a sustainable business model, and encouraging public and private investment.
- Locate appropriate new commercial development near the Airport, while maintaining



*Airport development area*

flight buffers around the Airport.

- Encourage and incentivize development of aerospace technologies in the form of manufacturing, maintenance, and educational research both on and adjacent to the Airport.
- Create a multimodal transportation hub, as the Airport is located at a confluence of existing transportation resources such as the Union Pacific Railway, Interstate 25, US Highway 34, and aviation infrastructure that can support a wide variety of aircraft.
- Enhance and invest in airport safety and infrastructure that supports regional transportation demands.

**Policy 4. *Coordinate the timing, location, and character of growth within the Growth Management Area. (Annexation)***

- Annexations shall promote quality developments.
- All annexations shall be contingent upon a development agreement that clearly details the rights and obligations of the City and the land owner regarding the annexation and development of the annexed land.
- Property owners and developers are encouraged to assemble available adjoining land parcels and prepare a master plan design for the larger area, rather than submit separate individual proposals.
- Encourage the annexation of county enclaves within City limits and discourage the creation of future enclaves.

**Policy 5. *Evaluate the fiscal and environmental impacts of development of annexation proposals.***

*(Note: The following requirements are already applicable for the development or redevelopment of property already within the City as well.)*

- Consider the capacity of community services and facilities, environmental resources, education, and transportation to accommodate development when annexing new lands into the City.
- Consider the need for open lands and natural areas within the city limits when evaluating annexation proposals consistent with the recommendations contained in the adopted Parks & Recreation Master Plan.
- Minimize the short and long term costs to the City of providing community services and facilities for the benefit of the annexed area. Annexation proposals that are accompanied by a specific development proposal shall include a cost/benefit study detailing the economic impacts of the proposed development based upon a fiscal model acceptable to the City.
- Analyze the impact on the education system of proposed annexations, when accompanied by a specific development proposal, including recommendations of the Thompson R2-J School Board or their staff.
- The annexation of land should be allowed only if the owner can provide assurances that the land does not contain hazardous conditions that may pose a danger to the City or that reasonable avoidance and mitigation measures can be taken in the event that hazards or contamination exists. To make this determination, a Phase I Environmental Report should be prepared by a qualified third-party specialist.
- Evaluate all development agreements and proposed annexations against the fiscal model included in this plan, ensuring that they deal satisfactorily with any fiscal or environmental impacts upon the property.

**Policy 6. *Encourage a pattern of compact and contiguous development<sup>8</sup>.***

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<sup>8</sup> Contiguous Development is defined as development of land that is contiguous to other land that is already

- Direct growth to where infrastructure capacity is available, or committed to be available in the future.
- Expand urban development and levels of service in a thoughtful and deliberate way through integration in land use, utility, and transportation planning; implementation of growth management policies; and the identification and preservation of open lands and natural areas.
- Encourage development of new annexations that are immediately contiguous to other land in the City that are already receiving City services.
- Do not extend City utilities outside the City limits without formal approval by the City Council.

***Policy 7. Coordinate growth boundaries and service efficiencies with adjoining governmental entities.***

- Seek opportunities to coordinate and partner with other local governments, special districts, school districts, and regional, state and federal agencies on the provision of community facilities that have multi-jurisdictional impacts.
- Engage in joint strategic planning efforts, as appropriate, with residents, landowners, adjoining municipalities, local service providers, and Larimer County to advance the vision and policies of Loveland's Comprehensive Plan.
- Consider and participate in updates to the Larimer County Master Plan, including build-out and utility provision time-frame criteria, with the location, distribution, compact pattern, and characteristics of future land uses designated within the City's Growth Management Area.
- Maintain intergovernmental agreements with Larimer County that accomplish the vision of Loveland's Comprehensive Plan, Larimer County Master Plan, and the growth management concerns of each jurisdiction.

***Policy 8. Remain regionally competitive.***

- Facilitate the extension of technological infrastructure throughout the City.
- Provide public services, facilities, and spaces that are accessible to populations with limited access to transportation.
- Coordinate with the Thompson School District, AIMS Community College, and higher education institutions to prepare the workforce of the future and encourage job creation.
- Create a land use pattern that allows for educational facilities to be fully integrated into the community, including commercial areas.
- Collaborate with police department, fire rescue authority, and school districts to ensure a safer Loveland.
- Maintain and improve current levels of service as the City continues to grow.



*Fire Administration and Community Safety Division*

receiving public services with emphasis on infill development. Leapfrog, scattered-site and flagpole development is discouraged. This definition refers to Loveland's policy for development, not the contiguity requirement in state municipal annexation act of 1965.

## Relevant Indicators

Property Investment Activity

Mode Split

## Action Plans

[for reference only, to be consolidated in an Appendix]

**Annexation Strategy.** Identify strategic enclaves to be annexed based on infrastructure condition, development potential and political benefit. Identify phasing and estimated timeframes, as well as potential annexation agreement clauses.

**Regional Transit Plan.** Evaluate a Bus Rapid Transit (BRT) system along US 287 or the BNSF Railway corridor, as a precursor to CDOT's planned commuter rail, and connected to the system in Fort Collins. Identify federal and state funding sources that can be leveraged with minimal local investments.

**I-25 Improvement Partnerships.** Continue to partner with CDOT and the NFRMPO to progress the planned widening of I-25 and interchange improvements at Hwy 402, Hwy 60, CR 16, US 34, and Crossroads Boulevard. Short-term priorities include the Centerra Parkway interchange at US 34 and bus-only slip ramps at Kendall Parkway to support CDOT's planned regional bus service.

**Regional Trail Completion.** Work with regional partners including CDOT, the NFRMPO, Larimer County, and adjacent communities to progress the implementation of regional trails such as the Front Range Trail, Big Thompson Trail, North Loveland to Windsor Trail, and the Loveland to Berthoud Trail.



## CHAPTER 3: OUR PLACES

### INTRODUCTION

This chapter presents market-supported development opportunities in Loveland with a focus on five key areas. Each area has strengths and weaknesses that will inform the type of development it might attract in the long term. The City of Loveland must take a proactive role in steering private investment in these areas to capitalize on their assets, while ensuring they contribute positively to the City overall.

These five areas are put into a citywide context in the second half of this chapter, which focuses on the City's Land Use Plan. The Land Use Plan geographically depicts 16 land use categories and represents the long-term vision for growth based on the character and location of existing development and the community's desired future.

# MARKET-SUPPORTED DEVELOPMENT OPPORTUNITIES

As a vibrant community, Loveland has many areas that are likely to attract private sector development interest. This section highlights five such areas. These opportunity areas, listed below and shown in Figure 3-1, include major transportation corridors and areas ideal to accommodate future population growth. This section describes conditions and characteristics of each area as of February 2015 and examines their potential and opportunities for additional development.

1. Airport Area
2. I-25 / US 34 Area
3. Highway 402 Corridor
4. US 34 Corridor
5. US 287 Corridor

## Airport Area

The cities of Loveland and Fort Collins have identified the Airport area as a key economic development driver for the region. An Airport Strategic Plan has been adopted by both cities to guide development of the property within and adjacent to the airport. The following paragraphs summarize the significant findings of that report.

The Airport area has strong potential for future development given the combination of undeveloped land, and the proximity of existing attractions and facilities, such as the Budweiser Events Center and Embassy Suites Conference Center.

Currently, the Airport area is comprised primarily of undeveloped land and light industry/warehouse uses. Retail space and office space are also present in the area, but represent only about a twenty-five percent of what has been built. The airport area is shown in Figure 3-2.

## STRENGTHS

- Development in the Airport area has a great deal of support from the cities of Loveland and Fort Collins. In addition to having regional backing, this support has the ability to encourage and draw private investment to the area.
- The Airport Strategic Plan identifies over 200 acres on the existing Airport property available for development. Much of this acreage has pre-existing facilities and infrastructure that could be utilized to expedite the development process.
- Multi modal transportation resources are adjacent to the Airport that could allow for the creation of a regional transportation hub.

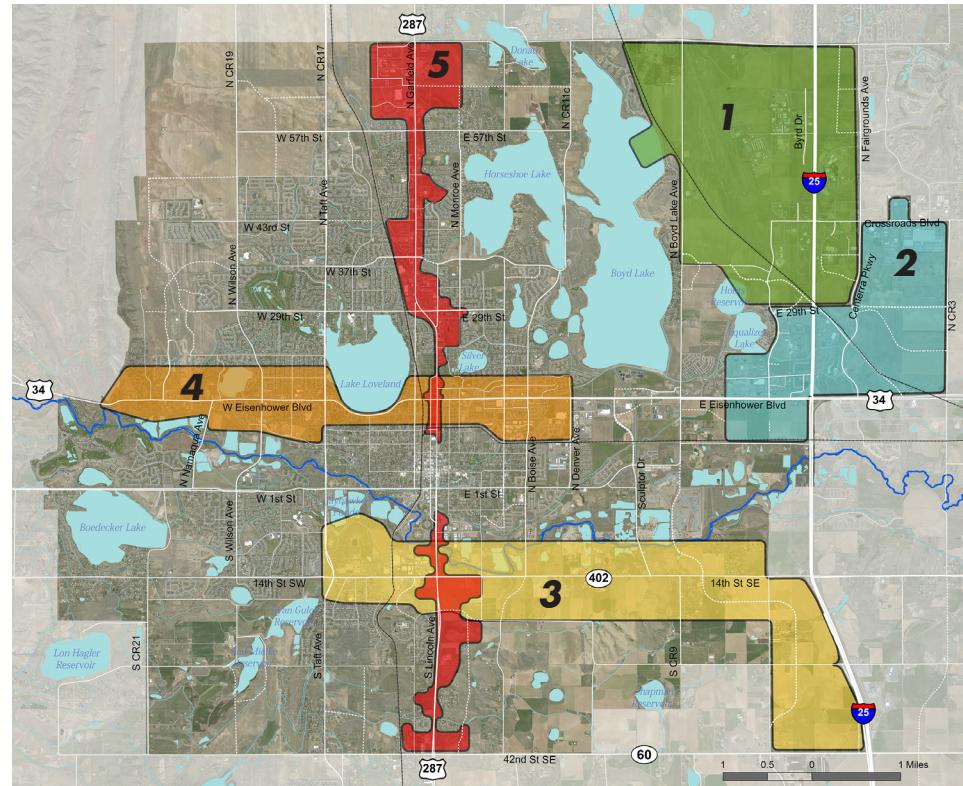


Figure 3-1. Development Opportunity Areas

- Hotels and conference centers within the Airport area also provide potential customers in the form of non-local visitors, as does the Budweiser Events Center and the Larimer County Fairgrounds.
- Commercial real estate data show about 540 acres of undeveloped land in the Airport area currently available, much of which is contiguous to and suitable for large development. Throughout the Airport area, about 1,400 acres of undeveloped land exist. The undeveloped land would also allow developers greater freedom in the design process, as minimal constraints would exist.
- The entire Airport area greatly benefits from high visibility along I-25 and good regional access via the I-25 and Crossroads Blvd. interchange. Visibility and access will only increase in the coming years with increased regional transit in the area.

## WEAKNESSES

- The land would likely require substantial investment in the form of site and infrastructure improvement, in addition to building costs.
- With no substantial residential neighborhoods in the Airport area, retailers would likely compete with the nearby Promenade Shops at Centerra for customers.
- The Airport limits certain forms of development in the area due to FAA safety requirements.

## DEVELOPMENT OPPORTUNITIES

The City of Loveland has the unique opportunity to strategically plan the Airport area development in a way that aligns with the city's goals and objectives, due to the large amount of undeveloped land. As part of the Airport Strategic Plan, 200+ acres on the Airport site have been identified as suitable development areas for both aviation and non-aviation uses; diversification of revenue streams is a key strategy in the plan. Development at the Airport could utilize the current

facilities and infrastructure, as well as benefit from the 10,000 enplanements per year, representing potential customers.

The I-25 EIS designates the area as a potential location for transited oriented development, as it is well situated to be part of a multi-modal regional system that integrates air, highway and rail transportation. There are currently over 250 acres of undeveloped land near the I-25 and railroad intersection, a location that is positioned for providing rail and highway access, as well as proximity to the Airport. Additionally, the Promenade Shops at Centerra (not part of the Airport area) are located directly south of the I-25 and railway intersection, which would provide patrons additional transportation options. Rail service is likely a long term prospect, as there is substantial uncertainty surrounding rail funding.

Currently, the Airport area lacks housing options. Development of residential land uses would establish local customers for the existing and prospective commercial development and create a more welcoming and lively atmosphere in the area. It is critical that residential not encroach on the Airport, which would threaten the Airport's long term future. The area immediately surrounding the I-25 and Crossroads Blvd. interchange, as indicated on the future land use map, is a potential area for residential redevelopment, especially given its proximity to commercial retail.

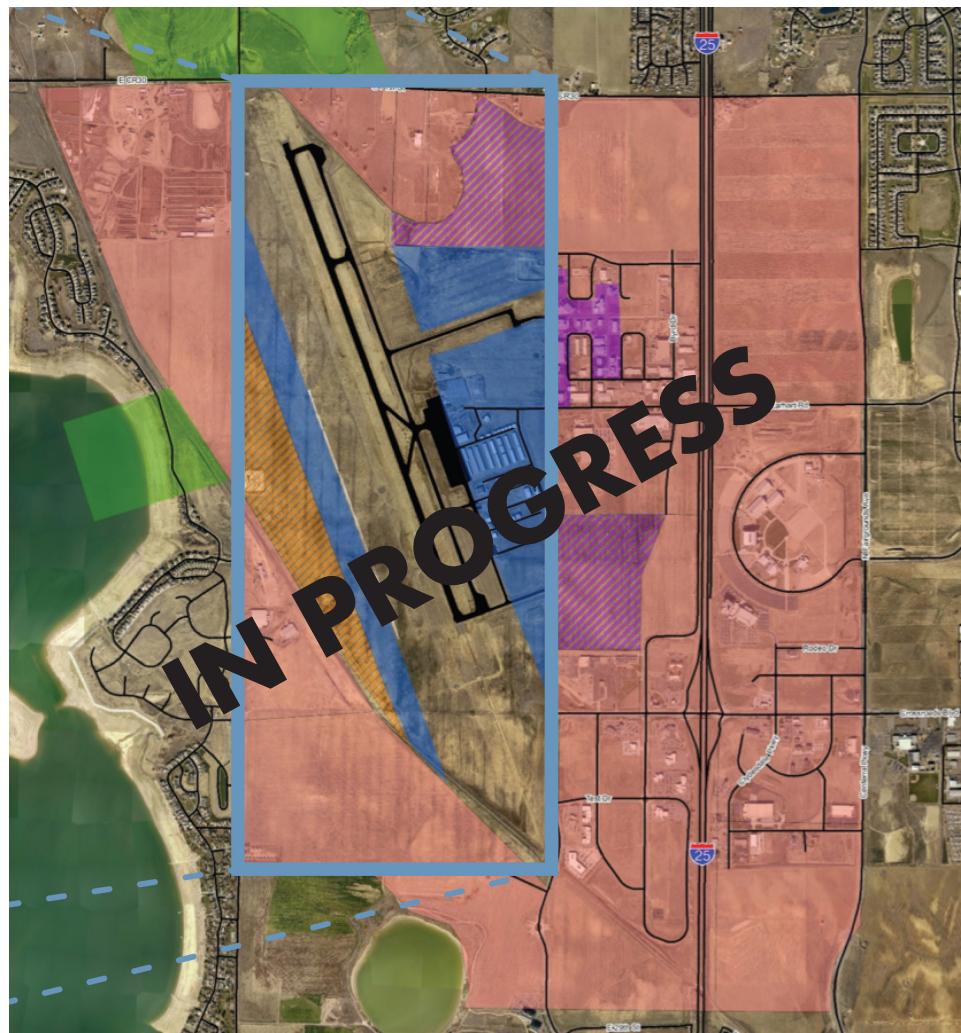
The area is presently part of the location of several tourist attractions planned as part of Loveland's and other communities Regional Tourism Act (RTA) application. If successful, the area east of I-25 in the Airport area will be home to a sports field complex, a water park and hotels. The area is already close to the Ranch complex, which includes an indoor arena and fairgrounds facilities. If Loveland is successful in its RTA application, the area will have an agglomeration of entertainment venues and additional visitor-supportive retail development that will enhance the area.

The parcels of land located south of County Road 30, west of the railroad and east of Boyd Lake Avenue



200+ acres on the Airport site are suitable for both aviation and non-aviation uses

Over 250 acres of undeveloped land near the I-25 and railroad intersection is a potential location for transit-oriented development that integrates air, highway and rail transportation.



### Airport Development Areas

- Commercial/Mixed Use Employment Area
- Aviation Development
- Mixed Use/Aviation
- Open Space/Agriculture
- Through the Fence (TTF)
- TTF/Commercial Mixed Use Employment Area

Figure 3-2. Airport Area (from the Airport Strategic Plan)

could be developed as a new industrial park. Most of the Airport area is already industrial, but there is limited availability for new industrial development. The Airport area is an appealing industrial location because of its proximity to large markets (Denver metro area, Fort Collins, etc.) and the transportation access, as it is close to I-25. The city should preserve future industrial development opportunities in this area as industrial land is limited in Loveland.

## CITY OF LOVELAND'S ROLE IN DEVELOPMENT

- Continue to work with the City of Fort Collins and Larimer County to develop a new intergovernmental agreement that will help guide the future of the Airport area.
- Encourage high quality investment in the Airport area that is consistent with the city's long term goals and policies.
- Preserve industrial land in the Airport area and resist rezoning to other uses.
- Support the Airport Strategic Plan to attract commercial, corporate and private use of the Airport.
- Support commercial air service offerings that create the ability for a greater volume of residents to directly benefit from the Airport as a transportation resource.
- Enhance and invest in airport safety and infrastructure that supports regional transportation demands.
- Offer economic incentives according to the city's incentive policy.

## I-25 / US 34 Area

The I-25 / US 34 area is a well-established commercial center in the regional economy and serves as the primary gateway to the City of Loveland from I-25. The area is anchored by the Outlets at Loveland, the Promenade Shops at Centerra and the Medical Center of the Rockies. Despite the existing uses in the I-25 / US 34 area, a large amount of undeveloped land remains (340 acres, 25 of which are currently for sale). The I-25 / US 34 area development is primarily retail and industrial, with some office and multi-family housing present. The I-25 / US 34 area is shown in Figure 3-3.

## STRENGTHS

- Strong existing customer base in the I-25 / US 34 area, anchored by The Promenade Shops at Centerra and the Outlets at Loveland..
- High levels of visibility and easy access from I-25 and US 34 make the area a prominent location in the northern Colorado regional economy.
- Proximity to I-25 and US 34 provides good visibility and easy access to commercial establishments in the area.
- Presence of the Medical Center of the Rockies draws additional people throughout the region to the area, representing potential customers for future retail development.
- A large amount of undeveloped land (340 acres) suitable for large development, with minimal assemblage necessary given the large parcel sizes.

## WEAKNESSES

- Large amount of existing retail could make it difficult for new retail to succeed; and
- Limited residential areas in close proximity make the area's viability heavily reliant on its ability to attract regional customers.

## DEVELOPMENT OPPORTUNITIES

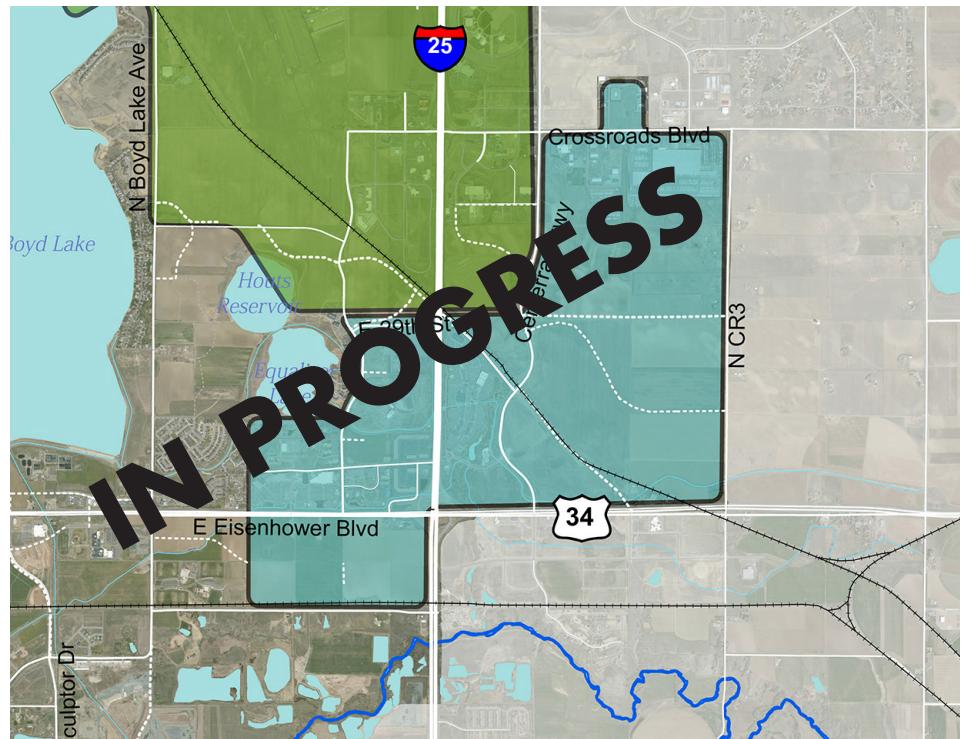
The high volumes of traffic along I-25 and US 34 area will ensure the area remains a strong location for future retail. The area is also suitable for office and industrial development due to easy access to air and highway transportation. An Express Bus Service, as of this writing, is scheduled to begin providing access to and from the Denver metro area in Spring 2015. The northeast quadrant of the interchange has been identified as a potential future rail transit stop in the I-25 EIS and could support transit oriented development if funding for the rail line ever materializes.

With improved transit access and facilities, along with the variety and appeal of retail in the area, the I-25 / US 34 area could become a more feasible and attractive location to reside in the coming years. The undeveloped land directly around the I-25 / US 34 interchange should integrate a mix of housing options into future



The area is suitable for office and industrial development due to easy access to air and highway transportation.

Retain the industrial land use classifications along Crossroads Blvd., as industrial space in Loveland is limited.



High traffic volumes along I-25 and US 34 will ensure the area remains a strong location for future retail.

Facilitate mixed-use development with denser housing options near the express bus stop and the potential future rail transit stop.

Figure 3-3. I-25 / US 34 Area

development. This area is an opportunity to integrate new denser housing options with commercial space.

Preserving the industrial use designation in the northern part of the I-25 / US 34 area is also important given the citywide lack of industrially zoned land and apparent strong demand for industrial space located near I-25.

## CITY OF LOVELAND'S ROLE IN DEVELOPMENT

- Encourage a mix of housing development in the area. Review the city's current housing stock to ensure that new housing development in the area is consistent with community needs.
- Where appropriate, utilize urban renewal policies to organize and incentivize desired redevelopment projects.
- Consider permitting density bonuses to incentivize mixed use redevelopment.
- In addition to preserving undeveloped land around the I-25 and railway crossing (discussed in Airport area, but bounded by the I-25 / US 34 area as well), facilitate Enhanced Corridor development near the express bus stop near the I-25 / US 34 interchange.
- Retain the industrial land use classifications along Crossroads Blvd., as industrial space in Loveland is limited.

## Highway 402 Corridor Area

The Highway 402 corridor represents a promising area given the large amount of undeveloped land and proximity to regional roadways. Little development currently exists between US 287 and I-25 along Highway 402, with almost all development located between South Taft Avenue and US 287. The Highway 402 area contains the large Rocky Mountain Center for Innovation and Technology (formerly the Agilent Technologies Campus), which has 810,000 square feet of combined office, manufacturing and mixed use space. The corridor is an alternative entry point to the increasingly congested US 34 / I-25 interchange and traffic counts along Highway 402 are increasing. The Highway 402 Corridor is shown in Figure 3-4.

## STRENGTHS

- About 480 acres of undeveloped land exist in the area (17 acres currently available), most of which is between US 287 and I-25;
- The RMCIT provides immediately ready space for a range of businesses in various industries;
- Proposed regional transportation improvements would better integrate and provide ease of access to the Highway 402 area; and
- Residential neighborhoods in the area represent a potential customer and employment base for future commercial development.

## WEAKNESSES

- Currently very little commercial or industrial activity exists in the area between US 287 and I-25.
- Highway 402 and I-25 interchange is a secondary gateway to Loveland. Traffic counts are much higher at the US 34 and I-25 interchange, although traffic along Highway 402 is increasing.
- No current north-south transportation corridors between US 287 and I-25, making this area relatively isolated.
- Due to elevation issues, expensive infrastructure and utility extensions are necessary for development.

## DEVELOPMENT OPPORTUNITIES

As displayed on the future land use map, the intersection of Highway 402 and South County Road 9 could be a strong location for a mixed use/commercial node. The viability of such development is contingent upon infrastructure improvements in the immediate area, such as interchange improvements at I-25 and Highway 402 and the construction of a roadway connecting Boyd Lake Avenue to Highway 402, then continuing south to County Road 16. These infrastructure improvements would lead to increased traffic in the Highway 402 area, and if similar patterns to US 34 development are observed, development at the Highway 402 and South County Road 9 intersection could be highly successful.

The Highway 402 and US 287 intersection contains a large amount of retail businesses, but noticeably absent from the existing retail is a full service grocery



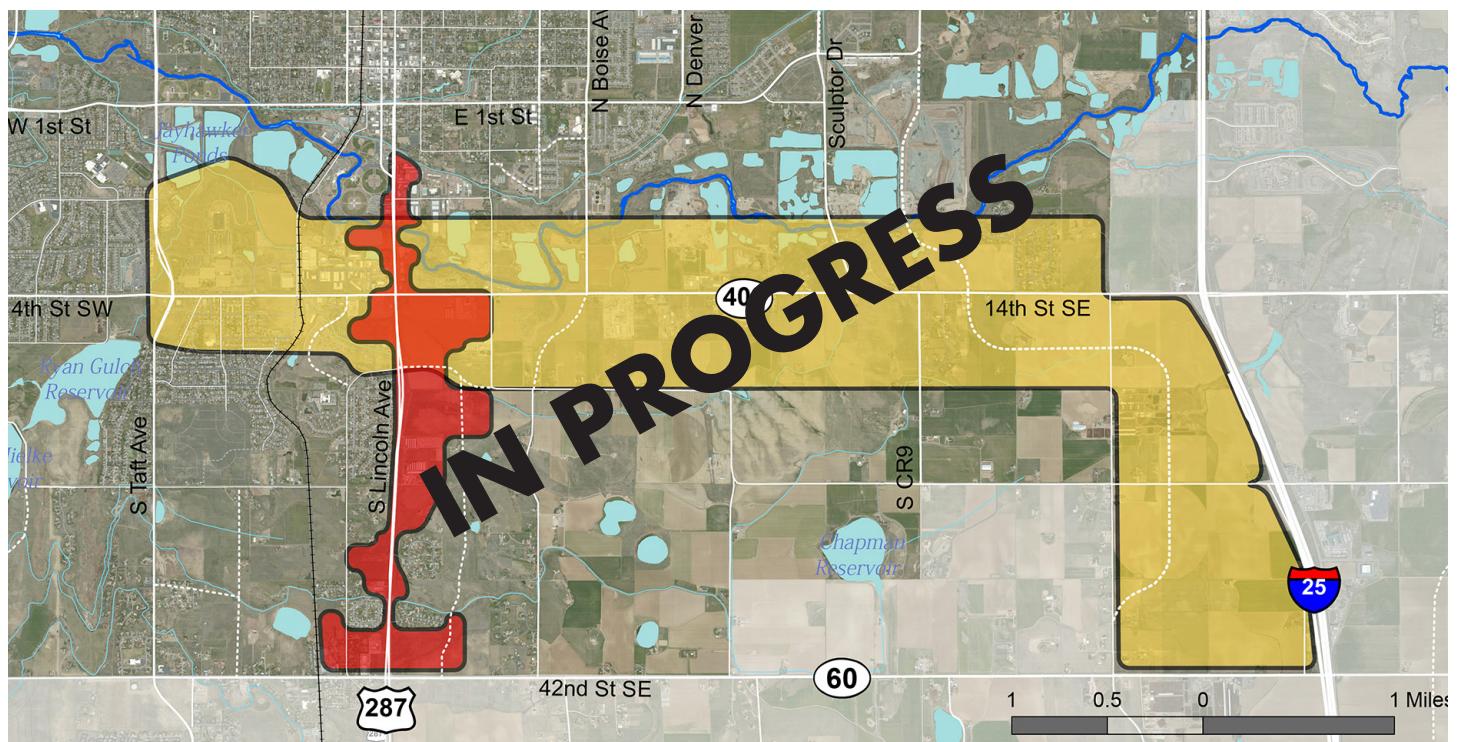


Figure 3-4. Highway 402 Corridor Area

store. Given the residential neighborhoods located to the south and west of the intersection, the potential for more residential development in the corridor and how heavily traveled US 287 is, the development of a full service grocery store could be viable in the future; and likely would not negatively impact other grocery stores in the city. Currently, undeveloped land exists around the Highway 402 and US 287 intersection that is well suited (parcel size, road access, etc.) for grocery store development.

The RMCIT presents a unique opportunity for the city to attract new businesses to the area in a variety of industries. The RMCIT offers well-built and pre-existing infrastructure, which would reduce facility investment costs for potential businesses. Additionally, the RMCIT is easy to access from all directions, north-south via US 287 or South Taft Avenue and east-west via Highway 402. The facility is also situated alongside a potential future commuter rail line, which would only increase the RMCIT's attractiveness as a business location.

There are several parcels located within Loveland's growth management area at the southwest corner of the I-25/Highway 402 interchange. This interchange, along with a proposed interchange just to the south at County Road 16 will be the last to develop in Loveland and represent a final opportunity for highway-focused regional retail. Key parcels at this interchange should be reserved for retail.

The Highway 402 area west of US 287 contains single-family residential neighborhoods; multifamily development is minimal. Additional housing options in the Highway 402 area will likely be needed to support the RMCIT workforce. An undeveloped parcel of land that is well suited for housing development lies to the southwest of the Highway 402 and South Taft Avenue intersection. This parcel is located near the RMCIT and the Thompson Valley Towne Center. Undeveloped parcels around the Highway 402 and US 287 intersection also represent strong housing development sites (depicted in the future land use map), with easy access to regional roadways, an increasing number of retail businesses and relative proximity to downtown Loveland.

## CITY OF LOVELAND'S ROLE IN DEVELOPMENT

- Work with the RMCIT to heavily market and promote Loveland to prospective tenants.
- Provide incentives according to the city's economic incentive policy, specifically targeting the RMCIT.
- Plan, finance and begin infrastructure improvements to the Highway 402 and I-25 interchange and the roadway construction connecting Boyd Lake Avenue to County Road 16.
- Explore infrastructure financing mechanisms, such as special districts to speed construction of water, sewer and transportation infrastructure.
- Explore agreements with adjacent jurisdictions to determine the most efficient utility provider.
- Prioritize housing mix around the intersections of Highway 402 and South Taft Avenue and Highway 402 and US 287.
- Maintain flexibility in future land use designations as this corridor represents a long term opportunity.

## US 34 Corridor Area

The US 34 Corridor serves as the primary east-west gateway into Loveland. In addition to local traffic, the US 34 Corridor serves tourists traveling to Rocky Mountain National Park (Estes Park) via I-25 and US 34. Compared to the other market analysis areas, the US 34 Corridor area is highly developed, with only a handful of large undeveloped sites in existence. Still, over 170 acres of undeveloped land exists in the US 34 Corridor area. Commercial and industrial facilities are generally located in close proximity to the highway, and residential is predominately found to the north and south of the corridor. The US 34 Corridor is shown in Figure 3-5.

## STRENGTHS

- US 34 is a heavily traveled highway, which is attractive for future retail development.
- The US 34 Corridor area contains a large amount of existing residential representing potential retail customers.



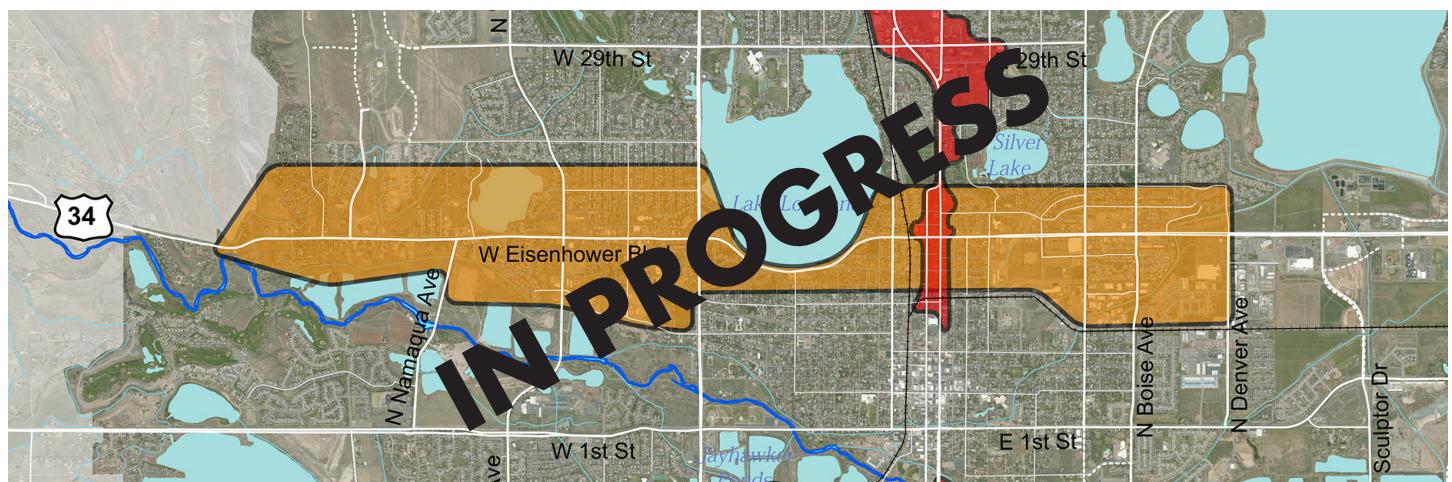


Figure 3-5. US 34 Corridor Area

- The US 34 Corridor area has numerous regional roadways running north-south, connecting the area to surrounding communities.
- The high level of development throughout the area will minimize infrastructure and utility costs associated with new development or redevelopment.

## WEAKNESSES

- Limited undeveloped land, especially larger parcels, places constraints on future development.
- Sprawl along the US 34 Corridor area; strip centers; and lack of a central focal point may lead to higher amounts of pass through traffic (i.e., Rocky Mountain National Park tourists driving through Loveland without stopping).
- Highway volumes are beginning to exceed road capacity during peak periods causing congestion, queuing and increased travel times.
- Lack of street signage, making wayfinding difficult, and need for improved streetscapes.

## DEVELOPMENT OPPORTUNITIES

With the limited amount of undeveloped land throughout the US 34 Corridor area, innovative ideas to redevelop existing sites are critical for the area's long term economic outlook. One opportunity is the Sugar Factory Redevelopment area, which lies to the southeast of the US 34 and Madison Avenue intersection. This sizable parcel is well suited for mixed use development, in addition to the general retail that already exists.

Currently, the US 34 and US 287 intersection is a productive economic center with numerous retail businesses and offices. Although single-family residential surrounds the intersection, little multifamily housing is located nearby. This intersection is appropriate for medium to high density residential interspersed with commercial because of its strong location at a major regional intersection. Additionally, it has appeal given the abundance of community amenities and proximity to downtown.

The western segment of US 34 is currently home to several dated commercial properties and unincorporated enclaves. The area would benefit from some assemblage, organization and infrastructure investment. If landowners in the area are willing, the city could annex and provide some investment in sidewalks, lighting and other infrastructure, which could then incentivize private investment and redevelopment. More modern commercial offerings in this location could attract shoppers from northwestern Loveland to shop in town instead of going to Fort Collins.

An enhanced gateway at the western edge of the US 34 Corridor area could inform travelers about Loveland sites, attractions, retail and dining options, in addition to welcoming visitors to the city. Continued signage along the US 34 could encourage visitation to downtown or other commercial centers throughout the city.

## CITY OF LOVELAND'S ROLE IN DEVELOPMENT

- Consider developing a US 34 Corridor Plan, similar to the Highway 287 Plan, to reflect current and projected market conditions; and to create a cohesive identity for the corridor.
- Assess the economic feasibility of urban renewal policies to catalyze the Sugar Factory Redevelopment project, as well as other redevelopment along US 34.
- Identify key undeveloped land parcels throughout the area that could be advantageous for future development.
- Consider economic development incentives that adhere to stated city policy for attracting employment and retail redevelopment to the US 34 Corridor area.
- Fund and construct an improved gateway on the west end of US 34 and improve road signage along US 34.
- Where landowners are willing, consider annexation of unincorporated land along the corridor and invest in public infrastructure (i.e., curb & gutter, sidewalks, lighting, etc.)



## US 287 Corridor Area

The US 287 Corridor serves as the primary north-south gateway into Loveland. Four miles west of I-25, US 287 provides intercity travel and is the most convenient route for north/south vehicle-trips from one end of the City to the other. US 287 has traditionally been the primary business corridor in Loveland, anchored by Downtown at its center point, but in recent decades, development and economic activity has migrated east to the I-25 and US 34 interchange. Today, the US 287 Corridor provides local retail, service and entertainment uses for Loveland residents. The US 287 Corridor is shown in Figure 3-6.

### STRENGTHS

- With 22 percent of Loveland's total jobs, the US 287 Corridor is one of the primary employment concentrations in the City.
- The corridor's location, mix of uses and trade area demographics will support the continued viability of the area for community serving retail goods and services.
- For most major store categories, store sales in the northern segment trade area are higher than resident expenditure potential, which indicates that the stores attract shoppers from outside the trade area.
- The Big Thompson River is a significant natural amenity that could be capitalized upon to stimulate redevelopment in the southern segment of the corridor.

### WEAKNESSES

- A number of the commercial shopping centers and freestanding stores in the corridor are showing their age and are in need of reinvestment or revitalization.
- Office vacancy rates are high and there is limited demand for additional office space.
- Due to parking lots along the street and wide building setbacks, much of US 287 lacks a well-defined edge.
- Due to frequent curb cuts providing access to businesses, there are numerous potential points of

conflict between motorists, pedestrians and potential cyclists.

- Connections to adjacent neighborhoods are poor.

### DEVELOPMENT OPPORTUNITIES

The Corridor has the potential to remain a viable commercial location and improve its sales and performance if the following changes are made:

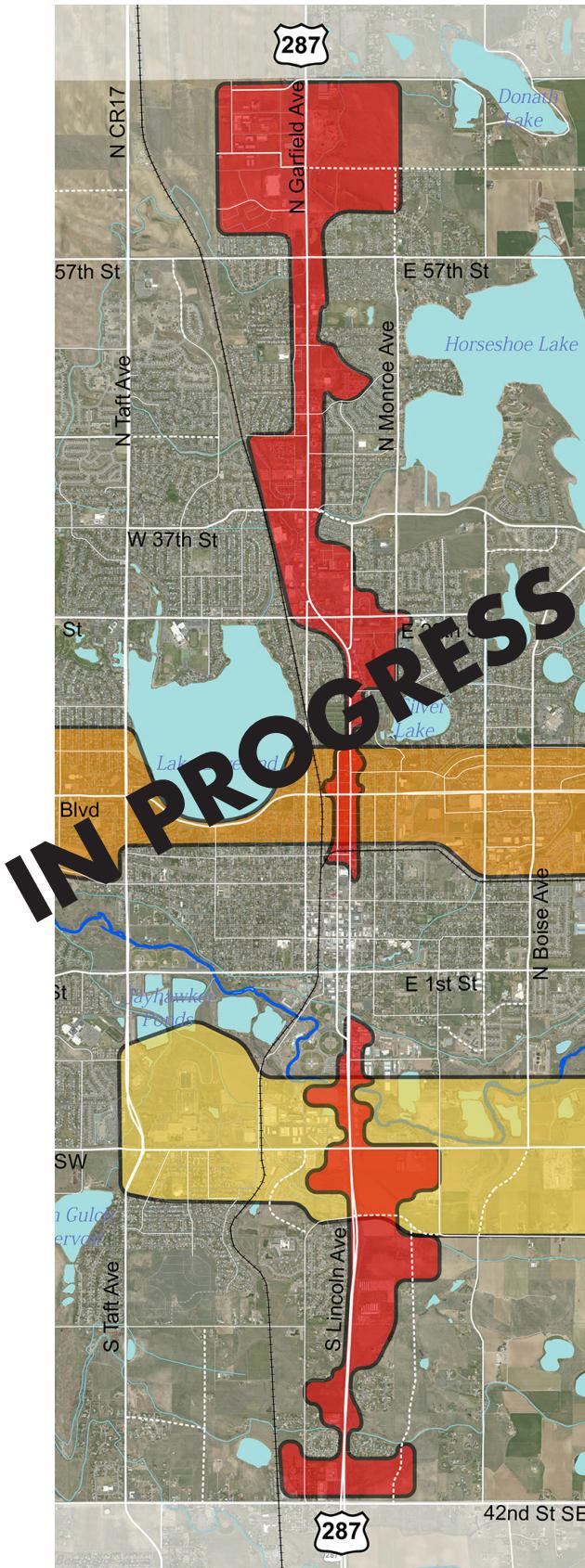
- Commercial uses are better organized within defined areas or nodes,
- Better connected to the surrounding neighborhoods that comprise its primary trade area, and
- Designed and landscaped to attract higher value commercial uses and less oriented to automobile traffic that has traditionally driven its growth.

The majority of employment along the Corridor is clustered into four nodes. The employment base in each node is different and they have differing economic roles and market demand. The four major concentrations are industrial uses at SW 14th Street (500 jobs), commercial uses near Downtown (2,400 jobs), commercial uses between 29th Street and 37th Street (2,300 jobs), and commercial and industrial uses at 65th Street (1,300 jobs). The future economic opportunities along the corridor are related mainly to the potential for each of these four areas, which are further described below.

### US 287 and Highway 402

The forecast demand for additional commercial and industrial development along US 287 south of Highway 402 is limited. There is a large area zoned for a business park on the south edge of the corridor. This area will likely never attract the development planned for. If commercial zoning remains along the corridor in this area, a scattered amount of development may occur but will likely struggle and may preclude other opportunities. The land uses along this segment of the corridor need to be refined to focus commercial development further north at the intersection of US 287 and Highway 402.

The commercial and industrial area north of Highway 402 through the Thompson River floodway to the entryway to Downtown is in need of revitalization. The existing industrial and commercial space may be an



Develop a revitalization plan to stimulate redevelopment of the 29th Street commercial area; improve circulation and access and enhance the public realm.

Focus commercial development at the intersection of US 287 and Highway 402 rather than at 42nd Street.

Consider uses other than a large business park in this area due to lack of access from I-25.

Concentrate commercial and industrial development near 65th Street and reduce the amount of commercial zoning to attract mixed-use and multi-family housing developments.

Create a redevelopment plan for the US 287 and US 34 intersection as a key gateway into Downtown.

Evaluate the feasibility of redesigning the couplet to reorient uses to an enhanced streetscape.

Improve Downtown with enhanced streetcapping, artistic gateways, and reduced vehicular lanes and speeds.

Develop a revitalization plan for the Big Thompson River area, annex county land, and mitigate the flood hazard.

Figure 3-6. US 287 Corridor Area



asset in providing low cost space to new businesses but needs significant reinvestment to do so. The City should consider annexing remnant county properties and developing a strategic approach to revitalization of this area. The recent flood and the changes necessary to mitigate future flooding presents an opportunity to better leverage the appeal of the river, parks, and open space to generate demand for recreation and retail. The City should identify a location to integrate the river area with commercial development.

## Downtown

US 287 needs to shift from being a Downtown throughway to a Downtown gateway that allows people in all modes to circulate safely. The Art In Public Places Program should be used to create distinctive community entrances whenever possible. The spaces between the couplets should be explored as a way to spur economic activity and east-west connectivity. Slower traffic and an improved streetscape will serve to enhance commercial viability for Downtown businesses and commercial properties. Reducing the number of lanes from three to two through the couplet should be evaluated.

## 29th Street Area

The commercial node centered at 29th street, stretching up to 37th Street, is the main neighborhood serving commercial area on US 287. This area has the potential to be a major community gathering point serving northern Loveland residents. The area is hampered currently by poor circulation and access. The City should try to revitalize underperforming retail spaces by making the area a destination for surrounding residents by transforming underutilized areas into public amenities and gathering points. An improved circulation and access pattern will enhance the attractiveness of retail spaces to shoppers and business and open up new retail locations.

## 65th Street Area

There are several vacant commercially zoned parcels north of 37th Street that should be rezoned to allow for other uses. There is too much commercial land planned along the corridor. The focus of commercial and industrial development should be around the 65th Street intersection and planned developments there. The recent development activity is a positive sign and the City should explore ways to continue to foster this activity. Changes to US 287 should be proposed that will support the future traffic and circulation needs of the area.

## CITY OF LOVELAND'S ROLE IN DEVELOPMENT

- Rezone portions of the corridor to attract mixed-use and multi-family housing developments while encouraging a concentration of commercial and/or industrial uses in each of the four nodes.
- Improve the streetscape to create a pedestrian and bike-friendly environment well served by transit.
- Annex unincorporated lands to ensure their use and development are consistent with the City's vision for the US 287 Corridor.
- Develop a revitalization plan to stimulate redevelopment of the 29th Street commercial area.
- Create a redevelopment plan for the US 287 and US 34 intersection as a key gateway into Downtown.
- Mitigate the flood hazard along the Big Thompson River and create a plan to convert the US 287/ Big Thompson River crossing into a River District.
- Evaluate the feasibility of redesigning the couplet to reorient uses to an enhanced streetscape.

# LAND USE PLAN

The Land Use Plan represents the long-term vision for growth based on the character and location of existing development and the community's desired future. The plan maximizes relationships among residential, commercial, and public development, taking greatest advantage of the transportation and infrastructure network. To protect Loveland's high quality of life, the plan proposes a diversified mix of uses that is supported by the market and responsive to changes in demographics and natural disasters.

The Land Use Plan in Figure 3-7 covers the entire Loveland Growth Management Area in anticipation of build-out in approximately 25 years. It is advisory – not regulatory – yet it forms the basis for the City's zoning code and is the primary means of implementing the plan. The plan encompasses 16 land use categories divided among residential mixed use neighborhoods, activity center mixed use areas, other uses, and overlay categories. Each land use category defines the primary land use mix, desired form, and the zoning districts that would accomplish the purpose of the land use category.

Most of the categories also prioritize transportation modes, including walking, biking, driving and taking transit, depending on the desired mix and concentration of various uses. For example, the Downtown category designates walking as the highest priority mode while the Industrial category prioritizes vehicles. Within this prioritization is a description of the types of multi-modal transportation facilities necessary within each land use category.

Figure 3-8 summarizes all categories.

## Residential Mixed Use Categories

Four land use categories represent the broad range of residential development in Loveland, including Estate, Low-, Medium-, and High-Density housing. [Note: These categories are the same as those depicted in the 2005 Comprehensive Plan. A separate memo, following the Table of Contents, clearly describes changes from the 2005 Plan]. With the exception of Estate Residential, small-scale commercial uses are allowed in all the residential categories as long as it meets the criteria for Neighborhood Activity Centers and is not located within  $\frac{3}{4}$  of a mile of a similar use. All new neighborhoods should appropriately transition and connect to adjacent developments. Where applicable, proposed development in all residential categories should be sited and/or clustered to protect the natural features of a given site, and sensitively transition to public open lands. Additionally, the maximum density allowed in each residential category should be considered on a project basis, depending on the surrounding character, future land uses, transportation network, and other necessary infrastructure.

### WHAT IS THE DIFFERENCE BETWEEN A LAND USE PLAN AND ZONING?

*The Land Use Map and descriptions in this chapter, as well as the policy statements in Chapter 2, help direct development patterns and infrastructure improvements citywide to achieve the vision. Zoning refers to land use entitlements and requirements that regulate appropriate use, bulk, height, density, and other characteristics appropriate for a specific site. The general recommendations of the land use plan form the basis for specific zoning and land development code regulations.*



## Activity Center Mixed Use Categories

Six categories describe Activity Centers where people shop, work, and to a lesser extent, live. These categories are Downtown, Neighborhood, Community, and Regional Activity Centers, as well as Corridor Commercial, and Employment. Downtown includes the highest mix of uses within a pedestrian-friendly environment that encourages vibrant street life. Neighborhood, Community, and Regional Activity Centers allow a similar mix of uses, but their locations in Loveland are contextually based, considering existing and desired scales of development and the surrounding transportation network. Corridor Commercial generally falls within a half mile of major arterials, while Employment centers tend to be located near the intersections of arterials and encourage campus-style business parks.

Many of these categories encourage mixed-use residential. Mixed use residential means residential in the same building with non-residential uses, such as residential at ground level with non-residential or above a non-residential use. In the case of mixed-use above a ground floor non-residential use, the mixed-use residential does not count toward the area limits on residential uses within the total activity center area.

## Other Categories

There are four "Other" categories. The Industrial category allow for manufacturing and warehousing uses, where appropriate, with complementary employment and commercial uses. The Public/Quasi Public category provides for such uses as schools, government services, and utilities. The Complete Neighborhood category encourages a fine-grained mix of housing types and commercial uses.

The Parks & Environmentally Sensitive Lands category includes parks that offer active recreational opportunities, like sports fields, and natural areas that provide wildlife habitat and opportunities for passive recreation. Development areas should be planned to protect views of distinctive natural features, such as ridge lines, open

space separators, mountain backdrop, major bodies of water, wildlife habitat and other smaller natural areas and parks. Considerations in planning for environmentally sensitive lands should include, but not be limited to:

- Where views of buildings would disrupt the view or value of established open space or natural features, buildings should be integrated into the existing natural character through sensitive location and design of structures and associated improvements. For example, visual impacts can be reduced and better view protection provided through careful building placement and consideration of building heights, building bulk, and separations between buildings; Also, variations in rooflines and building mass can be used to maintain the visual integrity of the landscape and minimize large expanses of flat planes in highly visible locations.
- Lower densities or clustering should be planned contiguous to natural features, with densities graduated in intensity away from the adjacent development or natural feature.
- Buffers and setbacks should be increased where the adjoining use is a public area or significant natural feature.
- Buildings should be clustered and locating along contour lines in a manner that minimizes disturbance of slopes and protects views of the natural feature.

## Overlay Categories

Two overlay categories overlap one or more of the thirteen previously mentioned categories to provide additional development opportunities to facilitate achieving one or more of the land use themes. The River Adjacent overlay intends to identify development opportunities along the edges of the flood plain to celebrate the river as a natural resource and recreational asset for Loveland citizens and visitors alike. The Enhanced Corridor overlay intends to infuse neighborhood-serving commercial and civic services and transit connections into neighborhoods to provide an opportunity for residents to walk, bike or use transit to obtain these services.

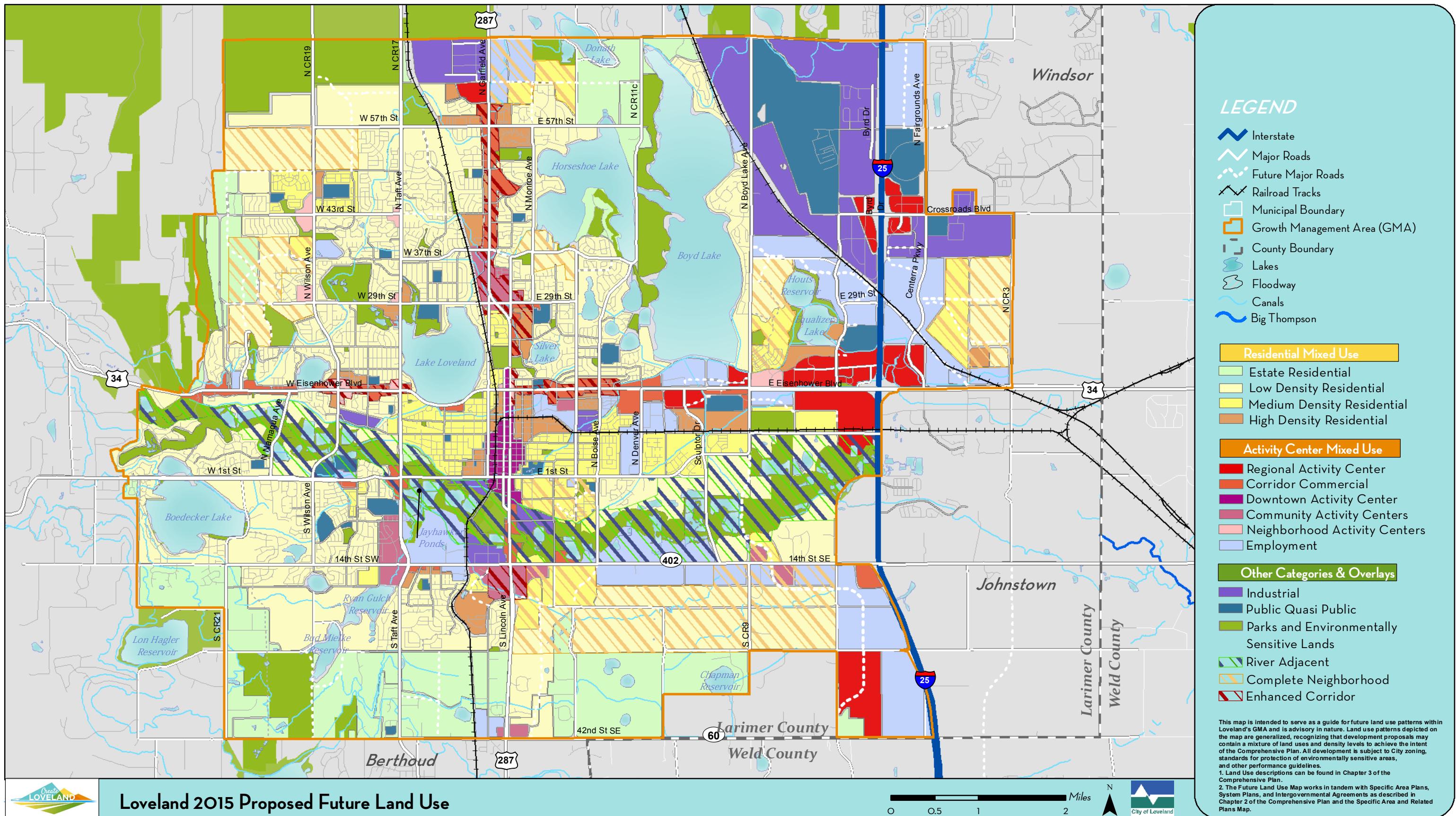


Figure 3-7. Future Land Use Plan

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Land Use Category	Primary Uses	Transportation	Example
<b>Residential Mixed Use</b>			
	<b>ER - Estate Residential</b>	Single-family detached homes	Vehicular access prioritized, off-street trails, & paved shoulders
	<b>LDR - Low Density Residential</b>	Single-family homes with limited multi-family homes	Bike lanes, trails, detached sidewalks, slow vehicular speeds, & limited transit
	<b>MDR - Medium Density Residential</b>	Single-family & multi-family homes	Bike lanes, trails, detached sidewalks, slow vehicular speeds, & transit
	<b>HDR - High Density Residential</b>	Multi-family homes & townhomes, with limited single-family detached homes	Detached sidewalks, bike lanes, trails, enhanced transit, & slow vehicular speeds
<b>Activity Center Mixed Use</b>			
	<b>RAC - Regional Activity Center</b>	Regional commercial, service, & employment uses, high density housing as appropriate	Vehicular access prioritized, detached sidewalks, bike lanes, & transit
	<b>DAC - Downtown Activity Center</b>	Diverse mix of historic & new uses in the downtown business area	Oversized sidewalks, bike lanes, enhanced transit, & slow vehicular speeds
	<b>CAC - Community Activity Center</b>	Employment & civic uses anchored by large-format retail	Detached sidewalks, bike lanes, vehicular access from arterials, & transit
	<b>NAC - Neighborhood Commercial</b>	Local retail & civic uses	Detached sidewalks, bike lanes, transit, & slow vehicular speeds

Figure 3-8. Land Use Categories



Land Use Category	Primary Uses	Transportation	Example
<b>Activity Center Mixed Use</b>			
	CC - Corridor Commercial	Local & regional retail uses, high density housing as appropriate	Detached sidewalks, bike lanes, enhanced transit, & vehicular access from arterials
	E - Employment	Regional employment & related commercial uses	Detached sidewalks, bike lanes, enhanced transit, & vehicular access from arterials
<b>Other Categories &amp; Overlays</b>			
	I - Industrial	Employment, light & heavy industrial, & outdoor storage	Freight movement prioritized, detached sidewalks, transit, & limited bike facilities
	Public Quasi Public	Schools, government uses, & the airport	Detached sidewalks, bike lanes, vehicular access from arterials, & transit
	Parks & Environmentally Sensitive Lands	Parks, city-owned natural areas, & privately conserved lands	Detached sidewalks, trails, limited transit access, & limited vehicular access
	CN - Complete Neighborhood	A variety of housing integrated with commercial & employment uses	Detached sidewalks, bike lanes, enhanced transit, & slow vehicular speeds
	EC - Enhanced Corridor Overlay	High-density residential mixed with commercial, employment & civic uses	Bus/rail transit hub, oversized sidewalks, bike lanes, & slow vehicular speeds
	River Adjacent Overlay	Big Thompson River 100-year floodplain & adjacent, impacted parcels	Mason Street in Fort Collins

Figure 3-8. Land Use Categories

# ER - ESTATE RESIDENTIAL



- Intended to provide for lower residential densities and larger lot areas and / or significant common open space achieved by clustering housing.
- Frequently located near or adjacent to significant natural features and established open spaces at the outer limits of the City's GMA Boundary.

Example: Horseshoe Lake Subdivision

## Land Use Mix

### Residential

- Single-family detached homes

## Transportation

### Highest Priority Mode



Primary access to homes by car; slow speeds

## Zoning Compliance

- New ER - Estate Residential
- PUD - Planned Unit Development

### Priority Mode



Off-street trail system

## Form

- Density: up to 2 units / acre; for sites with significant undevelopable natural features, gross density below the maximum range should be considered
- Street Pattern: Radial
- Block Length: NA
- Setbacks: 30'+
- Building Height: 1 - 3 stories
- Clustered housing encouraged to achieve gross density while protecting sensitive natural areas

### Recreational

- Parks

### Civic

- Churches
- Schools

### Priority Mode



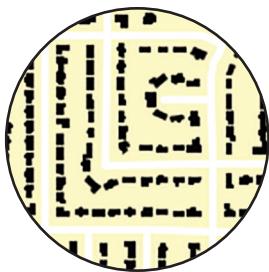
Paved shoulders

### Non-prioritized Mode



Transit on adjacent collector & arterial network as appropriate





## LDR - Low DENSITY RESIDENTIAL

- Can consist of a variety of housing types, but includes primarily detached single family residential housing.
- Represents the largest residential component (geographically) of the City's Land Use Plan and the majority of newly developing neighborhoods.

Example: Marianna Butte

### Land Use Mix

#### Residential

- Single-family detached homes, including patio & cottage-type developments
- Single-family attached homes, including townhomes & duplexes
- Four-plexes & eight-plexes
- Condominiums & apartments compatible with area

#### Recreational

- Parks

#### Civic

- Churches
- Schools
- Public/quasi-public uses

#### Commercial

- Retail & services compliant with NAC

### Transportation

#### Highest Priority Mode



Streets comfortable for biking with slow vehicle speeds & bike lanes on collectors; off-street trail system

#### Priority Mode



Detached sidewalks; off-street trail system; connections to transit stops & adjacent neighborhoods

#### Priority Mode



Access to homes by car; slow speeds & connectivity between neighborhoods

#### Secondary Mode



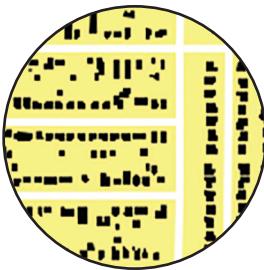
Transit on adjacent collector & arterial network as appropriate

### Zoning Compliance

- R1 - Low Density Residential
- R1e - Established Low Density Residential
- PUD - Planned Unit Development

### Form

- Density: 2 - 4 units / acre
- Street Pattern: Radial or Grid
- Block Length: 200' - 650'
- Setbacks: 15' - 40'
- Building Height: 1 - 3 stories



## MDR - MEDIUM DENSITY RESIDENTIAL

- Provides for a variety of housing types at a moderate density.
- Compatible with older neighborhoods around the center of the city.
- New neighborhoods and infill development may include a mix of housing types, including townhomes.

*Example: Established Neighborhoods Near Downtown*

### Land Use Mix

- Residential**
  - Single-family detached homes, including patio & cottage-type developments
  - Single-family attached homes, including townhomes & duplexes
  - Four-plexes & eight-plexes
  - Condominiums & apartments compatible with area
- Recreational**
  - Parks
- Civic**
  - Churches
  - Schools
- Commercial**
  - Retail & services compliant with NAC

### Transportation

#### Highest Priority Mode



Detached sidewalks; off-street trail system; connections to transit stops, adjacent neighborhoods & commercial areas

#### Priority Mode



Streets comfortable for biking with slow vehicle speeds & bike lanes on collectors; off-street trail system

#### Priority Mode



Access to homes by car; slow speeds & connectivity between neighborhoods

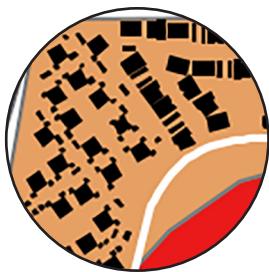
### Zoning Compliance

- R2 - Two Family Residential
- R3e - Established High Density Residential
- PUD - Planned Unit Development

### Form

- Density: 4 - 10 units / acre
- Street Pattern: Grid
- Block Length: 200' - 800'
- Setbacks: 10' - 25'
- Building Height: 1 - 4 stories





## HDR - HIGH DENSITY RESIDENTIAL

- Primarily attached higher density housing including multifamily housing.
- Typically located in proximity to employment centers and commercial services to provide land use transition and worker housing options near employment.
- Located near existing or potential transit facilities.

Example: Lake Vista

### Land Use Mix

- Residential**
  - Single-family detached homes, including patio and cottage-type developments
  - Single-family attached homes, including townhomes and duplexes
  - Four-plexes and eight-plexes
  - Condominiums and apartments compatible with area character
- Recreational**
  - Parks
- Civic**
  - Churches
  - Schools
- Commercial**
  - Retail & services compliant with NAC

### Transportation

#### Highest Priority Mode



Wide detached sidewalks; off-street trail system; connections to transit stops & commercial areas

#### Priority Mode



Access to homes by car; slow speeds & connectivity between neighborhoods

#### Secondary Mode



Streets comfortable for biking with slow vehicle speeds & bike lanes on collectors; off-street trail system

#### Secondary Mode



Enhanced transit stations on adjacent collector & arterial network for local & regional bus service

### Zoning Compliance

- R3 - Developing High Density Residential
- R3e - Established High Density Residential
- PUD - Planned Unit Development

### Form

- Density: 10 - 20 units / acre
- Street Pattern: Radial or Grid
- Block Length: 200' - 700'
- Setbacks: 10' - 20'
- Building Height: 1 - 4 stories



# RAC - REGIONAL ACTIVITY CENTER

- Serves regional commercial, service and employment uses at major intersections along interstates and state highways.
- Allows for limited, high density residential.

Example: Promenade Shops at Centerra

## Land Use Mix

### Commercial

- Medium- and large-format retail
- Major cultural & entertainment uses
- Hotels

### Employment

- Medium- to high-rise regional & corporate offices
- Technology
- Light manufacturing

### Civic

- Higher education facilities
- Major public/quasi-public uses
- Transit facilities

### Recreational

- Plazas & parks

### Residential

- A minimum of 10 units / acre not located on major transportation routes

## Transportation

### Highest Priority Mode



Regional access to/ from interstate & state highways; slow speeds, intuitive connectivity & wayfinding within

### Priority Mode



Wide detached sidewalks with amenities like benches, planters, gathering places

### Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

### Priority Mode



Enhanced transit stations on adjacent collector & arterial network for local & regional bus service

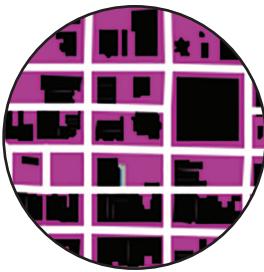
## Zoning Compliance

- MAC - Mixed-use Activity Center
- PUD - Planned Unit Development

## Form

- Larger scale plazas and paths
- Encourage high-quality architecture
- Street Pattern: Modified Grid
- Block Length: 300' - 1,500'
- Setbacks: 0' - 700'
- Building Height: As determined by landscaping, easements & parking lot design





# DAC - DOWNTOWN ACTIVITY CENTER

- Central business district serving the local and regional area.
- Encourage preservation of historic character, redevelopment and infill.
- Encourage diverse mix of land use, including arts-related uses, restaurants, and mixed use residential.



Examples: Historic Shops in Downtown Loveland, Rialto, Artspace, Lincoln Place

## Land Use Mix

### Commercial

- Retail & services
- Entertainment uses
- Major cultural & arts uses
- Hotels

### Employment

- Medium- to high-rise regional & corporate offices
- Technology

### Civic

- Higher education facilities
- Major public/quasi-public uses

### Recreational

- Plazas & parks
- Art in public places

### Residential

- Single-family
- Multi-family
- Vertical mixed-use

## Transportation

### Highest Priority Mode



Oversized sidewalks with amenities like benches, planters, gathering places

### Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway; bike parking

### Priority Mode



Enhanced transit stations to serve frequent local & regional bus &/or rail service

### Non-prioritized Mode



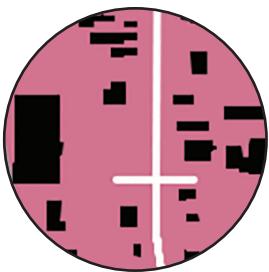
Slow speeds; use context sensitive design to encourage motorists to slow down through Downtown

## Zoning Compliance

- BE - Established Business
- B - Developing Business outside of areas currently zoned BE

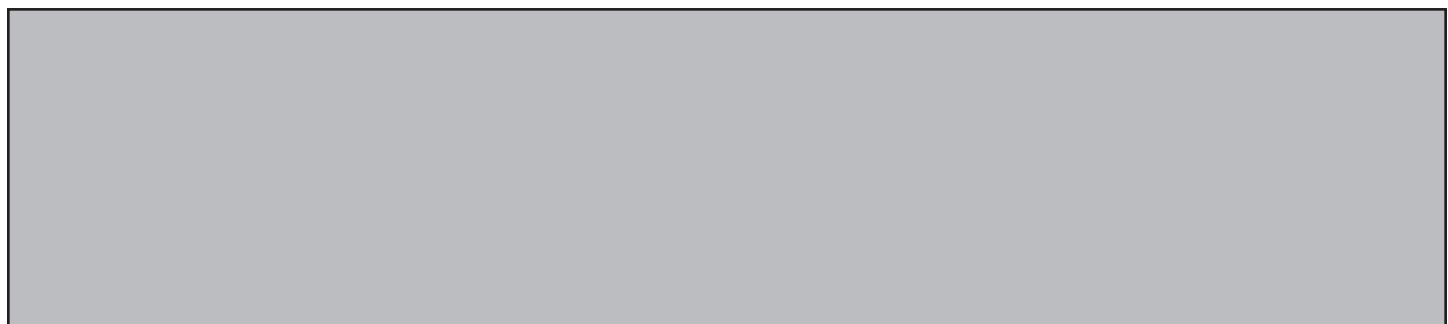
## Form

- Emphasis on streetscape
- Outdoor seating encouraged in conjunction with plazas
- Preserve historic character
- Street Pattern: Grid
- Block Length: 300' - 350'
- Setbacks: 0' - 20'
- Building Height: Multiple stories as allowed by zoning
- Encourage mode transfer facilities



# CAC - COMMUNITY ACTIVITY CENTER

- Serves shopping needs of the community within a 2-mile radius.
- Typically anchored by a grocery store with employment and civic uses.



Example: Thompson Valley Town Center

## Land Use Mix

### Commercial

- Medium- and large-format retail
- Entertainment like restaurants, theaters
- Hotels/motels

### Employment

- Low-rise office
- Medical facilities

### Civic

- Middle/ high schools
- Places of worship
- Senior or community center
- Public/quasi-public uses
- Park and ride

### Recreational

- Plazas & parks

### Residential

- Single-family attached & multi-family adjacent to core; up to 16 units/ acre
- Vertical mixed-use

## Transportation

### Highest Priority Mode



Wide detached sidewalks with amenities like benches, planters, gathering places; connectivity to adjacent uses

### Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway; bike parking

### Priority Mode



Access to/from arterials; slow speeds within & connectivity between adjacent uses

### Secondary Mode



Transit on adjacent collector & arterial network; shelters & benches

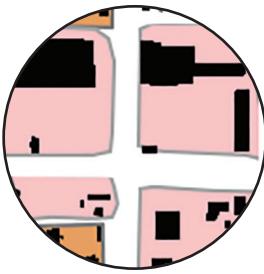
## Zoning Compliance

- B - Developing Business
- MAC - Mixed-use Activity Center
- PUD - Planned Unit Development

## Form

- Attractive pedestrian circulation
- Public plaza/open space within core
- Links to park/open space
- Dispersed parking
- Street Pattern: Grid
- Block Length: 350' maximum with the option to combine blocks as long as convenient bicycle and pedestrian circulation is maintained
- Setbacks: 25' to 100'
- Building Height: 1 - 4 stories
- Core Non-residential Area: 10 - 30 acres





# NAC - NEIGHBORHOOD ACTIVITY CENTER

- Serves daily convenience needs of surrounding neighborhood primarily within 1/2 mile walking distance.
- Possible social and recreational focal point for surrounding neighborhood.

Example: XX

## Land Use Mix

### Commercial

- Small-scale retail & services, like drug stores & gift shops
- Convenience grocery
- Deli

### Employment

- Small-scale offices, like insurance agencies

### Civic

- Elementary school
- Public/quasi-public uses, like post offices & libraries

### Recreational

- Plazas & parks

### Residential

- Mixed-use encouraged where appropriate

## Transportation

### Highest Priority Mode



Wide detached sidewalks with amenities like benches, planters, gathering places; connectivity to adjacent uses

### Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

### Secondary Mode



Transit on adjacent collector & arterial network; shelters & benches

### Non-prioritized Mode



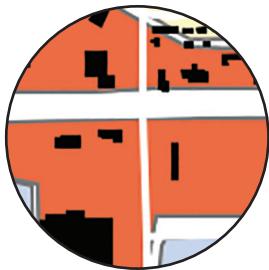
Slow speeds

## Zoning Compliance

- B - Developing Business
- R3e - Established High Density Residential
- MAC - Mixed-use Activity Center

## Form

- Dispersed parking
- Attractive pedestrian circulation
- Places for neighborhood activities encouraged
- Street Pattern: Grid
- Block Length: 300' - 600'
- Setbacks: 0' - 25'
- Building Height: 1 - 2 stories
- Core Non-residential Area: Up to 6 acres
- Buildings should front onto public sidewalks where possible.



## CC - CORRIDOR COMMERCIAL

- Serves local and regional retail uses; applies to a limited number of established businesses and is not appropriate for new developments.
- Follows pattern of strip commercial on parcels with narrow frontage and/or deep lots. The intent is to better integrate parcels and circulation as they redevelop.

Example: XX

### Land Use Mix

#### Commercial

- Retail
- Entertainment (restaurants, theaters, etc.)
- Hotels/motels

#### Employment

- Low-rise office
- Medical facilities

#### Civic

- Middle/ high schools
- Places of worship
- Senior or community center
- Public/quasi-public uses

#### Recreational

- Plazas

#### Residential

- Single- & multi-family as permitted by zoning
- Mixed-use preferred

### Transportation

#### Highest Priority Mode



Wide detached sidewalks with amenities like benches, planters, gathering places; connectivity between adjacent uses

#### Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

#### Priority Mode



Enhanced transit stations on adjacent collector & arterial network for local & regional bus service

#### Secondary Mode



Access to/from arterials; slow speeds within & connectivity between adjacent uses

### Zoning Compliance

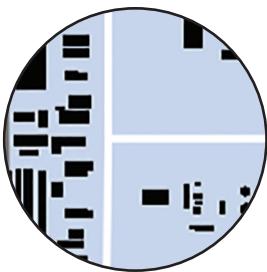
- BE - Established Business
- B - Developing Business
- MAC - Mixed-use Activity Center
- PUD - Planned Unit Development

### Form

- Upgrade existing streetscape and building appearance
- Screen existing parking lots
- Improve circulation and access control
- Street Pattern: Grid
- Block Length: 250' - 1,300'
- Setbacks: 15' to 200'
- Building Height: 1 - 3 stories
- Core Non-residential Area: Shallow strips along portions of existing arterial roads



# E - EMPLOYMENT



- Regional employment and related commercial uses.
- Emphasizes open space and preservation of natural features as buffers.
- Proposed developments that do not contain office or light industrial uses may be allowed if such uses or zoning exist near the proposed development.

Example: XX

## Land Use Mix



### Commercial

- If near other office or light industrial uses or zoning



### Employment

- Low- to medium-rise offices
- Light industry



### Recreational

- Open space



### Residential

- Up to 16 units / acre on parcels without access or visibility to major transportation corridors
- Vertical mixed-use

## Transportation

### Highest Priority Mode



Detached sidewalks, connections to transit stops

### Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

### Priority Mode



Enhanced transit stations on adjacent collector and arterial network for local and regional bus service

### Priority Mode



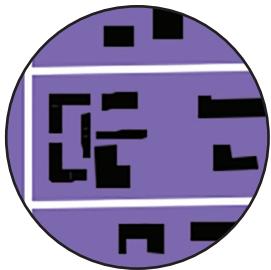
Access to/from arterials; slow speeds within and connectivity between adjacent uses

## Zoning Compliance

- B - Developing Business
- I - Industrial
- PUD - Planned Unit Development

## Form

- For large sites, campus setting with unified building design, open space, viewshed protection
- For infill sites, minimize setbacks, encourage taller buildings, a mix of uses, and pedestrian access
- High-quality architecture
- Street Pattern: Grid
- Block Length: 1,000' - 2000'
- Setbacks: 20' - 200'
- Building Height: 1 - 4 stories, or as allowed by zoning
- Core Non-residential Area: Up to 80 acres



## INDUSTRIAL

- Provides locations for a wide range of industrial uses and related services, where appropriate; avoid residential, restaurant, and retail encroachment.
- Ranges from attractive light industrial/office uses to less attractive heavy industrial and uses with outdoor storage.

Example: Longview - Midway

### Land Use Mix



#### Commercial

- Uses compatible with industrial uses, like auto services

#### Employment

- Manufacturing
- Wholesale
- Warehousing
- Offices compatible with industrial uses



#### Recreational

- Open space included as part of a development or campus

### Transportation

#### Highest Priority Mode



Freight movements to/ from interstate and state highways

#### Secondary Mode



Detached sidewalks

#### Secondary Mode



Transit on adjacent collector and arterial network; provide shelters and benches

#### Non-prioritized Mode



Shared facilities with vehicles

### Zoning Compliance

- I - Industrial
- B - Developing Business

### Form

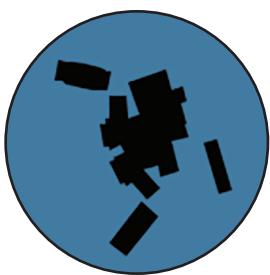
- Standards as determined by *Commercial and Industrial Architectural Standards (Municipal Code 18.53)*.

### Location Factors

- Concentrated in the vicinity of the Airport and the Crossroads/I-25 area.
- Other locations are scattered throughout the city that primarily reflect established development patterns.
- Industrial locations typically provide direct access to major highways.

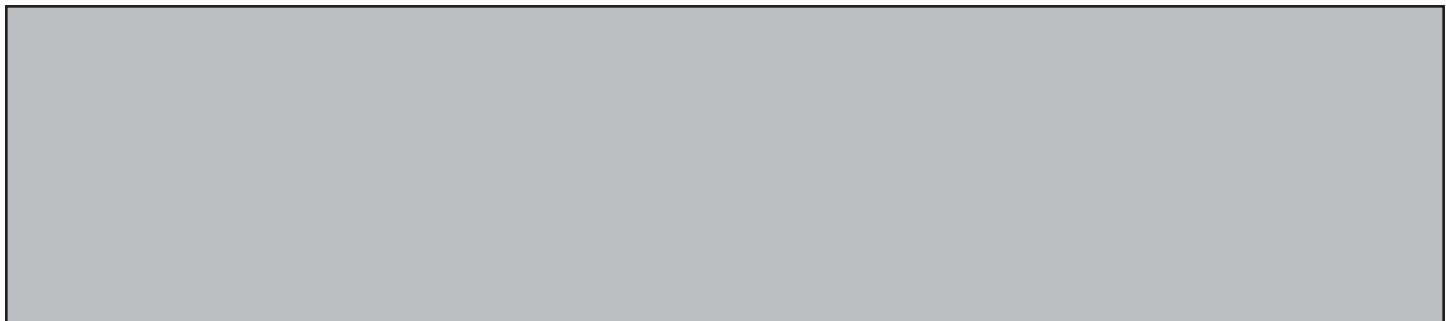


# PUBLIC QUASI PUBLIC



•

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Example: XX

## Land Use Mix



Commercial



Employment



Civic



Recreational

## Transportation

### Highest Priority Mode



Detached sidewalks,  
connections to transit  
stops

### Priority Mode



Designated bike  
accommodation such as  
bike lanes or protected  
bikeway

### Priority Mode



Access to/from arterials;  
slow speeds within and  
connectivity between  
adjacent uses

### Secondary Mode



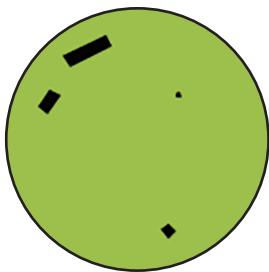
Transit on adjacent  
collector and arterial  
network; shelters and  
benches

## Zoning Compliance

- 
- 

## Form

- 
-



## ENVIRONMENTALLY SENSITIVE LANDS

- This category includes publicly-owned parks, open lands, golf courses and related facilities; privately conserved lands (deed restrictions or conservation easement); and environmentally sensitive lands such as floodways.
- An indication of environmental constraints and opportunities.

Example: XX

### Land Use Mix

#### Recreational

- Parks
- Natural Areas
- Open Lands
- Conservation Easements
- Golf Courses
- Cemeteries
- Rural Land Use Plans

### Transportation

#### Highest Priority Mode



Detached sidewalks, connections to transit stops

#### Priority Mode



Wide shared use trails

#### Non-prioritized Mode



Transit on adjacent collector and arterial network as appropriate

#### Non-prioritized Mode



Minimal facilities provided; access to trailheads and maintenance only

### Zoning Compliance

- A variety of zoning districts permit such uses

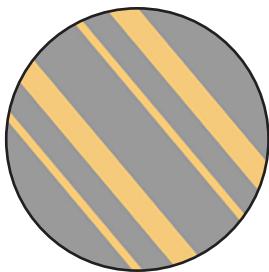
### Form

- Wetland factors and regulatory constraints may apply in areas where wetland conditions exist
- Guidelines for protection of Environmentally Sensitive Areas as determined by the Parks and Recreation Master Plan

### Location Factors

- The Future Land Use Plan Map primarily indicates significant existing parks, open lands, and the Big Thompson River floodway. Future uses of this nature may be located, where appropriate, in any of the land use categories.





# CN - COMPLETE NEIGHBORHOODS

- Alternative land use designation for LDR and MDR.
- A fine-grained mix of housing types and neighborhood scale commercial uses that accommodates a variety of household incomes, ages, and sizes.
- Promotes integration of commercial and employment uses with housing.

Example: Prospect New Town in Longmont

## Land Use Mix

- Residential**
  - Single-family detached homes, including patio and cottage-type developments
  - Single-family attached homes, including townhomes and duplexes
  - Four-plexes and eight-plexes
  - Condominiums and apartments compatible with area character
- Recreational**
  - Parks, plazas & private commons
- Civic**
  - Churches
  - Schools
- Commercial**
  - Retail & services compliant with NAC

## Transportation

### Highest Priority Mode



Wide detached sidewalks with amenities like benches, planters, gathering places; connections to transit stops

### Priority Mode



Streets comfortable for biking with slow vehicle speeds & bike lanes on collectors; off-street trail system

### Priority Mode



Enhanced transit stations on adjacent collector & arterial network for local & regional bus service

### Non-prioritized Mode



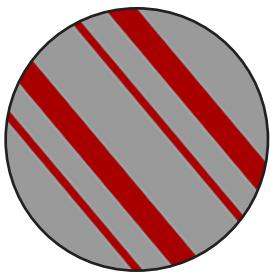
Slow speeds

## Zoning Compliance

- Underlying zoning of influence area will vary.

## Form

- Highly connected transportation network
- Places for neighborhood activity encouraged
- Links to parks / open space
- Average density: 8 units / acre
- Street Pattern: Grid
- Block Length: 350' maximum
- Setbacks: 0' - 25'
- Building Height: 1 - 3 stories



## EC -ENHANCED CORRIDOR OVERLAY

- This overlay category is intended to encourage redevelopment patterns and densities sufficient to leverage new private re-investment along established commercial corridors.



*Example: Mason Street in Fort Collins*

### Description

- Underlying designations include a wide range of commercial, employment, and residential uses.
- Maximize transit investment and advance transit readiness.
- Emphasize improving site planning and form rather than regulating use.

### Location Factors

- Along arterial roads and near planned stations along commuter rail and I-25 corridors.
- Encourage mode transfer facilities.

### Transportation

#### Highest Priority Mode



Transit mobility hub or commuter rail stations to serve frequent local and regional bus &/or rail service

#### Priority Mode



Oversized sidewalks with amenities like benches, planters, gathering places; connections to transit stops & adjacent areas

#### Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway; bike parking

#### Non-prioritized Mode



Slow speeds within the development; parking access to transit

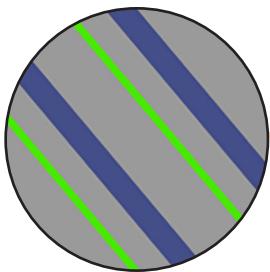
### Zoning Compliance

- Underlying zoning of influence area will vary.

### Form

- Highly connected transportation network
- Places for neighborhood activity encouraged
- High quality architecture
- Density: 10 - 30 units / acre
- Street Pattern: Grid
- Block Length: 350' maximum
- Setbacks: 0' - 15'
- Building Height: 2 - 7 stories





## RIVER ADJACENT OVERLAY

- Encourage appropriate restrictions on development in and adjacent to the floodplain.



Example: XX

### Description

- The River Adjacent overlay category incorporates the majority of the 100-year floodplain as designated by the Federal Emergency Management Agency (FEMA). This designation is depicted as an overlay with underlying land use designations that vary depending on location.
- This overlay is not a use per se, but instead an indication of physical constraints and opportunities that influence appropriate use and restrictions on development in these areas. Its purpose is to ensure that residential and non-residential developments within or adjacent to the Big Thompson River floodplain maximize economic, recreation, and natural assets, and respond appropriately to river resources in terms of flood resiliency, structure siting, access, buffering and natural system function.

### Location Factors

- FEMA floodplain.
- Adjacent areas north of Highway 402 that have the opportunity to be influenced by the Big Thompson River system (bluffs, riparian habitats, wildlife corridors) more than adjacent properties as shown on the Future Land Use Map.

### Zoning Compliance

- As may be determined by underlying land use designation, Environmentally Sensitive Areas guidelines, and floodplain regulations.

### Form

- Guidelines for protection of Environmentally Sensitive Areas as determined by the Parks and Recreation Master Plan.
- As determined by applicable local and federal floodplain regulations and guidelines where within the FEMA floodplain.
- Wetland factors and regulatory constraints may also apply in areas where wetland conditions also exist.
- Clustering; stormwater best management practices.
- Recreational connectivity to off-street trail system, and easements for people and water as needed.
- Visual access to natural features.