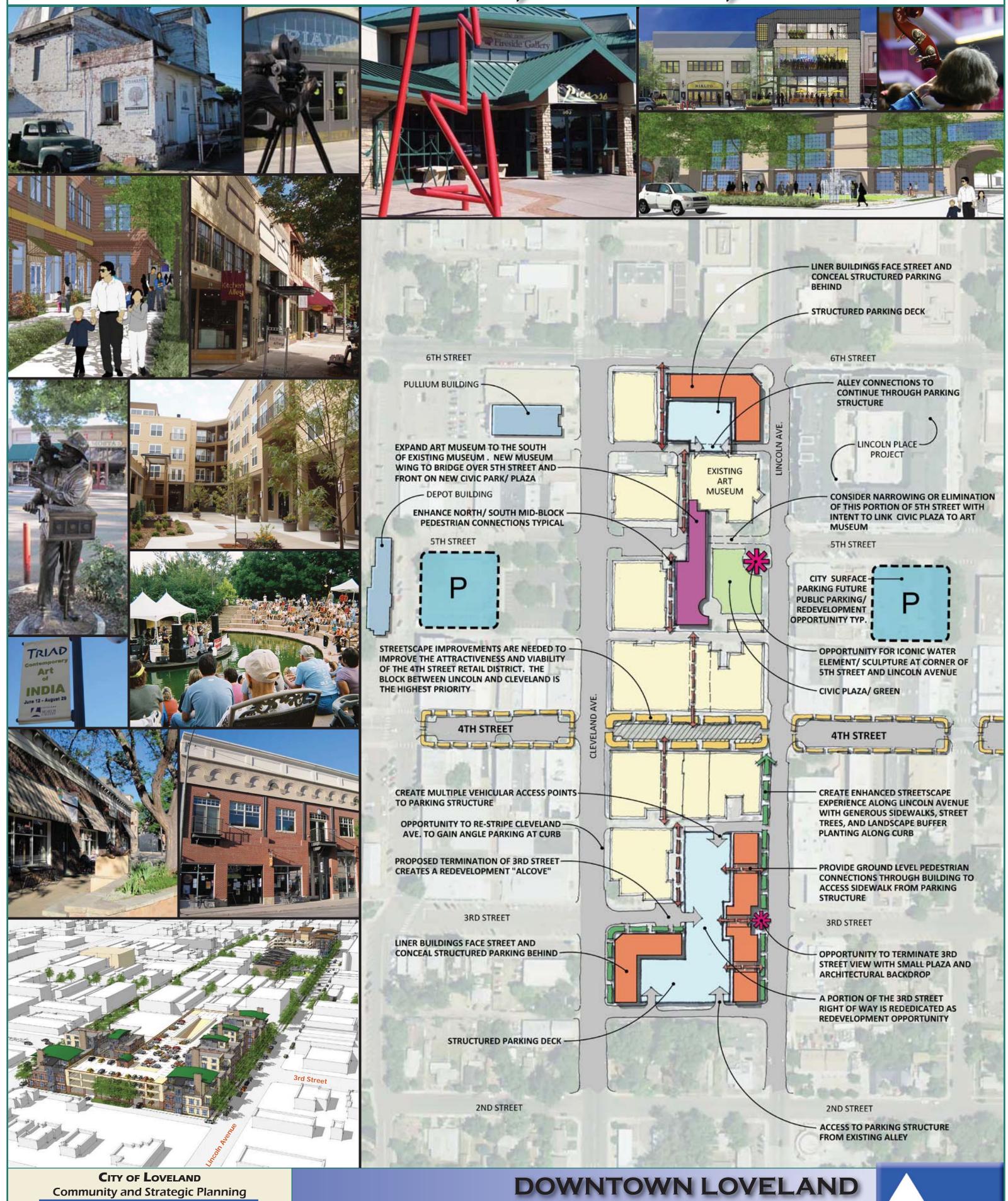
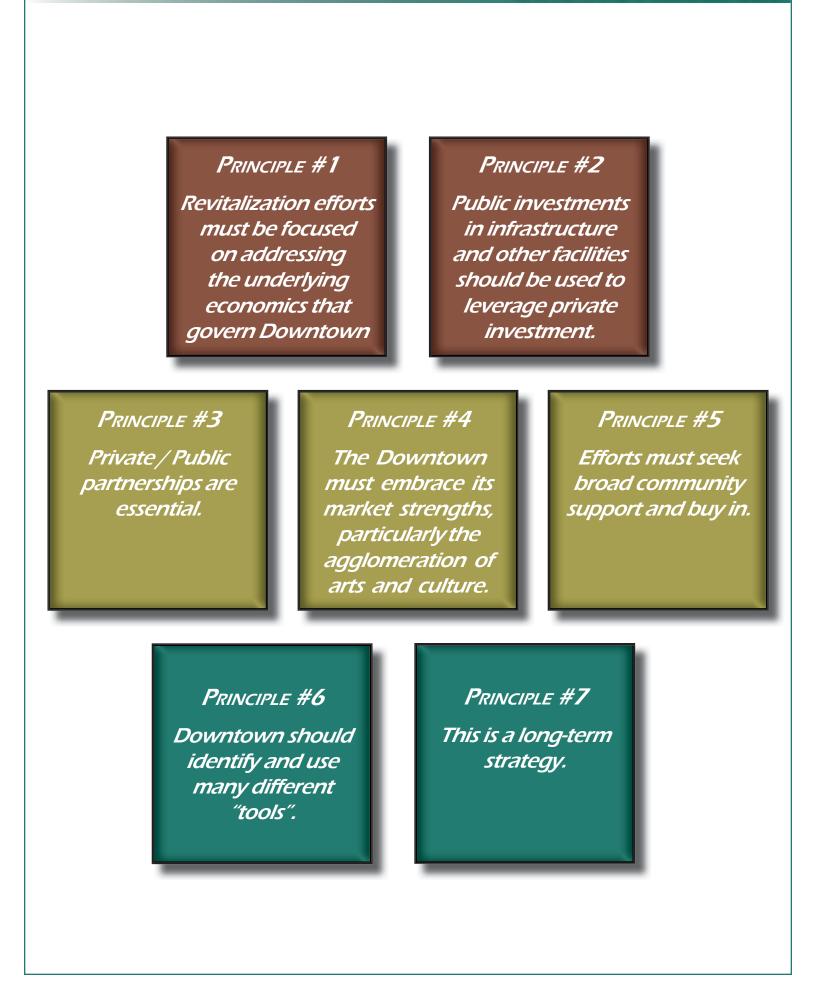
Downtown Loveland Redevelopment Concept



500 East Third Street | Loveland, CO 80537

(970) 962-2607 | Fax (970) 962-2945 www.cityofloveland.org STRATEGIC PLAN



GOAL FIVE

SNOITJA

- prospective funding sources; and prioritize downtown improvements. Consider strategically the desired improvements in downtown; assess available and
- Wherever practicable, seek to link downtown improvements to redevelopment
- Assess maintenance needs for existing public infrastructure downtown.
- facilitate re-occupancy. Actively manage the downtown parking supply to support existing business and

SOAL SIX

GOAL SEVEN

- Determine the brand identity for Downtown.
- Create a marketing plan for Downtown with the support of the non-profits.

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district.

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GUIDING PRINCIPLES

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Seek to broaden the coalition by including more participation from the Arts, the

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Milliam D. Cahill

CITY MANAGER

 Build strong coalitions to increase community support for Downtown revitalization Chamber of Commerce and other interested groups.

Gretchen Stanford Mike Scholl Keith Reester Alan Krcmarik nosi nesus Betsey Hale Greg George William D. Cahill, *City Manager* TATZ YTID

CITY COUNCIL LOVELAND DOWNTOWN TEAM

Joan Shaffer Larry Heckel, Mayor Pro Tem Cecil Gutierrez, Mayor

IIM Web Kristine Koschke Norm Rehme Phil Farley Dave Clark Jan Brown Public

Cecil Gutierrez, Mayor CITY COUNCIL

Joan Shaffer Donna Rice Hugh McKean Cathleen McEwen Daryle Klassen Carol Johnson Larry Heckel, *Mayor Pro Tem*

Kent Solt

500 East Third Street | Loveland, CO 80537 Community and Strategic Planning

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CITY OF LOVELAND

City of Loveland

POTENTIAL COMMUTER RAIL OPPORTUNITY IN SINGLE FAMILY SINGLE FAMILY NEIGHBORHOODS -DOWNTOWN CORE REDEVELOPMENT **OPPORTUNITIES** AREA OF INFLUENCE -LINCOLN PLACE PROJECT **PULLIUM BUILDING CIVIC PLAZA OPPORTUNITY FUTURE PARKING OPPORTUNITY TYP.** 4TH STREET P **COMMERCIAL DISTRICT** HISTORIC DEPOT **DOWNTOWN CORE** REDEVELOPMENT PARCEL **OPPORTUNITIES** CIVIC CENTER **CREATE LINK FROM PARK TO DOWNTOWN CREATE STRONGER** LINKAGE FROM CIVIC CENTER TO **DOWNTOWN**

CONTEXT ANALYSIS DOWNTOWN LOVELAND REDEVELOPMENT

STRATEGIC PLAN

DOWNTOWN LOVELAND

GOAL ONE

Vision for

Downtown

Loveland

"The Downtown

will have remained the cultural heart

of Loveland.

The Downtown

will have been

revitalized as a

pedestrian-friendly

area with shopping,

restaurants,

cultural facilities,

employment, and

housing."

CITY OF LOVELAND

Community and

Strategic Planning

500 East Third Street Loveland, CO 80537

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- Identify and support strategies to increase Downtown density and improve the **SNOITJA**
- Improve the public infrastructure and use investments to leverage private climate for employment.
- Provide cost estimates for infrastructure improvements that would support private investment.
- investment in Downtown.

OWT JAOD

SNOITDA

- land and site improvements that include parking. • Identify funding methods to fill the funding gaps including equity contributions of
- Strategically use Tax Increment Financing to incent catalyst projects.
- For catalyst projects, seek opportunities for streamlined development approvals and
- Look at using Special Improvement Districts where appropriate.
- Facilitate the rehabilitation of historic buildings in the downtown through existing Identify other funding options, as appropriate.
- tools including the City's façade program.

GOAL THREE

Complete the museum expansion and address the space needs of the Rialto

Theater.

Develop the Downtown as a cultural district.

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Structure tools to fill

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DOWNTOWN SIGNAGE AND BRANDING OPPORTUNITY ON

EXTEND BIKE TRAIL TO

DOWNTOWN

EXISTING BIKE TRAIL

DOWNTOWN SIGNAGE AND **BRANDING OPPORTUNITY**

HIGHWAY 34

בווְמחל / אווָנכ

помпітомпі тргоид

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GOAL FOUR

- the core of Downtown. units per acre. The current housing density is approximately two units per acre for • Increase the housing density to a level commensurate with the existing zoning, 25
- Assemble smaller parcels for the purpose of creating denser vertical buildings in Improve the quality of office space to support employment growth in Loveland.
- Include affordable housing units as part of any new development.
 - - IN Downtown suoijipuos simonos ė әұз әлолдші Vituesifingis liiw tedt stəəlorq telləsi oppieszy szeregie