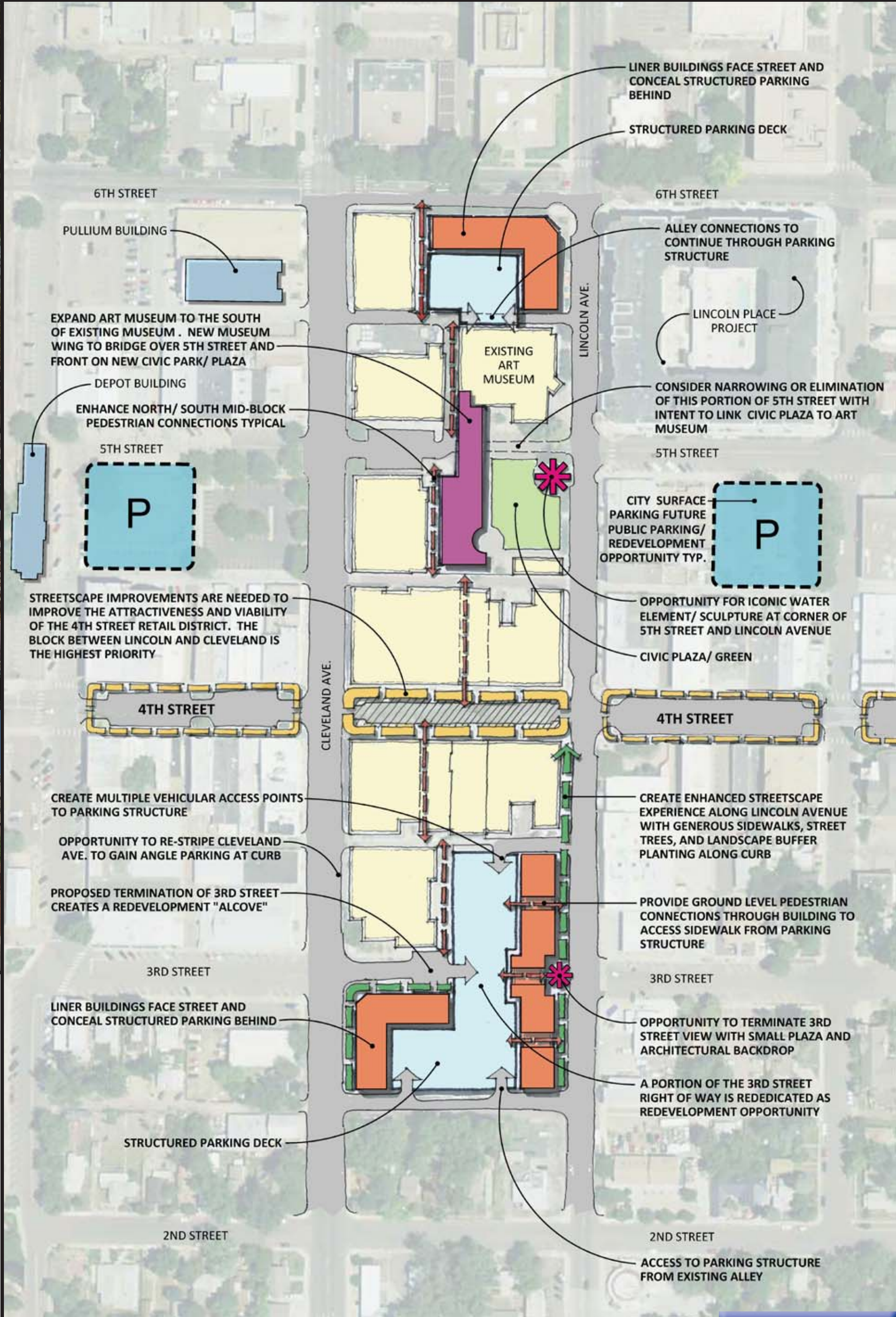



Downtown Loveland Redevelopment Concept



| GOAL FIVE | <div> <div>Develop and maintain a living Strategic Infrastructure Master Plan for the downtown</div> <div>Actions</div> </div> |
|-----------|---|
| | <ul style="list-style-type: none"> Consider strategically the desired improvements in downtown; assess available and prospective funding sources; and prioritize downtown improvements; Wherever practicable, seek to link downtown improvements to redevelopment projects; Assess maintenance needs for existing public infrastructure downtown. Actively manage the downtown parking supply to support existing business and facilitate re-occupancy; |

| GOAL ONE | |
|----------|---|
| | <p><i>Maintain and enhance the economic vitality of downtown through private/public partnerships</i></p> <ul style="list-style-type: none"> • Identify and support strategies to increase Downtown density and improve the climate for employment • Improve the public infrastructure and use investments to leverage private investment • Provide cost estimates for infrastructure improvements that would support private investment in Downtown. |



City of Loveland

DOWNTOWN LOVELAND

STRATEGIC PLAN

Vision for Downtown Loveland

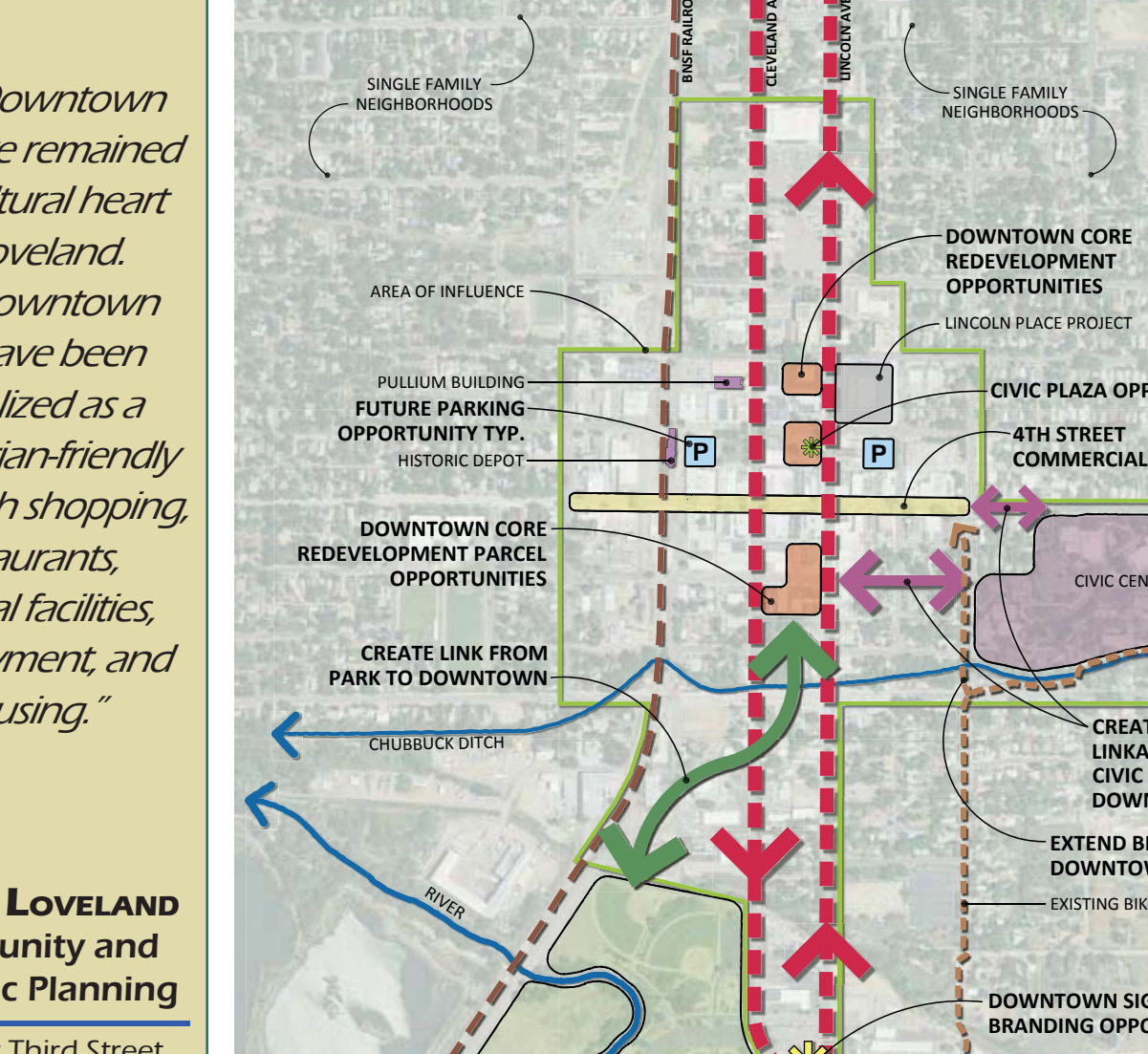
"The Downtown will have remained the cultural heart of Loveland. The Downtown will have been revitalized as a pedestrian-friendly area with shopping, restaurants, cultural facilities, employment, and housing."

CITY OF LOVELAND
Community and Strategic Planning

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CONTEXT ANALYSIS
DOWNTOWN LOVELAND REDEVELOPMENT

Loveland, Colorado

July 2010

