



LOVELAND PLANNING COMMISSION MEETING AGENDA

**Monday, June 22, 2015
500 E. 3rd Street – Council Chambers
Loveland, CO 80537**

THE CITY OF LOVELAND DOES NOT DISCRIMINATE ON THE BASIS OF DISABILITY, RACE, CREED, COLOR, GENDER, SEXUAL ORIENTATION, RELIGION, AGE, NATIONAL ORIGIN OR ANCESTRY IN THE PROVISION OF SERVICES. FOR DISABLED PERSONS NEEDING REASONABLE ACCOMODATIONS TO ATTEND OR PARTICIPATE IN A CITY SERVICE OR PROGRAM, CALL 962-2523 OR TDD 962-2620 AS FAR IN ADVANCE AS POSSIBLE.

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. REPORTS:

a. Citizen Reports

This is time for citizens to address the Commission on matters not on the published agenda.

b. Staff Matters

c. Committee Reports

d. Commission Comments

IV. APPROVAL OF MINUTES

Review and approval of the June 8, 2015 Meeting minutes

V. REGULAR AGENDA:

1. Create Loveland Update (15 minute presentation)

Karl Barton, Strategic Planning

Staff will explain documentation on recently received comments, including Planning Commission comments, and how the planning team will address the comments in the draft presented for review at the July 13th Planning Commission Study Session.

2. Continuance: Giuliano 4th Subdivision - Preliminary Development Plan, Preliminary Subdivision Plat, and Vacation of Rights-of-Way

Bob Paulsen, Current Planning

This public hearing item was continued from the June 8th meeting. The applicant/owner is requesting another continuance to the July 13th Planning Commission meeting. Staff has no objection to this request.

3. 287 Strategic Plan (25 minute presentation)

Bethany Clark, Strategic Planning

This is public hearing on a legislative action. The 287 Strategic Plan is complete and staff and the consulting team will be presenting the final draft to the Planning Commission. The 287 Strategic Plan identifies strategies and actions to guide development and help improve business opportunities along US Highway 287. Staff is seeking a recommendation from the Planning Commission to City Council that the Plan be adopted. The City Council hearing is scheduled for July 7, 2015.

VI. ADJOURNMENT

CITY OF LOVELAND
PLANNING COMMISSION MINUTES

June 8, 2015

A meeting of the City of Loveland Planning Commission was held in the City Council Chambers on June 8, 2015 at 6:30 p.m. Members present: Chairman Crescibene; and Commissioners Middleton, Meyers, Molloy, Dowding, Forrest, Ray, Jersvig, and McFall. Members absent: None. City Staff present: Bob Paulsen, Current Planning Manager; Moses Garcia, Assistant City Attorney.

These minutes are a general summary of the meeting. For more detailed information, audio and videotapes of the meeting are available for review in the Development Services office.

CITIZEN REPORTS

There were no citizen reports.

STAFF MATTERS

1. **Mr. Paulsen, Current Planning Manager**, informed the commissioners that the draft Comprehensive Plan is currently posted on the City of Loveland website. **Karl Barton, Senior City Planner**, has three upcoming Open Houses scheduled for the public to review the Comprehensive Plan. The Comprehensive Planning Team is anticipating presenting the plan to City Council at a study session on July 13th.
2. **Mr. Paulsen** noted that the 287 Strategic Plan Final Draft will be presented to the Planning Commission on June 22nd. Current Planning anticipates receiving the 287 Strategic Plan from the project consultants on June 15th. The final draft will be distributed to the commissioners upon receipt. The 287 Strategic Plan is scheduled for review by City Council on July 7th.
3. **Mr. Paulsen** addressed emails pertaining to the resolution the Planning Commission passed pertaining to the city's Building Division providing building permit and inspection services to the Thompson School District. This item is scheduled for City Council review on July 7th. **Mr. Paulsen** Explained that a full packet of analysis will be provided to City Council prior to the July 7th meeting addressing the implications on city budget and staffing associated with providing these services.

Commissioner Molloy commented that that the issue of the City providing building review services to Thompson Schools seemed more of a Construction Advisory Board (C.A.B.) issue than a Planning Commission issue. **Commissioner Molloy** noted that he had been in contact with the Committee Chair of the C.A.B. and some issues to consider are:

- What does the City of Loveland gain by providing these services?

- Has the issue been discussed with **John Schmacher, Chief Building Official**? **Mr. Paulsen** noted that **Mr. Schmacher** is aware of the recommendation.
- Does the city have staff equipped to handle the work load?
- The matter should come before the C.A.B. before it is presented to City Council.

Commissioner Meyers noted that the original resolution recommends City Council research if they want to move forward with providing these services to Thompson School District. This resolution gives backing to C.A.B to research if this is a feasible option.

Commissioner McFall noted that the resolution was not intended to supersede the C.A.B but to get the process moving forward due to complications experienced by the Planning Commission during the previous interactions with the Thompson School District.

Commissioner Molloy noted that it was important for the Planning Commission to keep the C.A.B informed and asked for a Planning Commissioner to be present at the monthly C.A.B. meeting. **Commissioner Forrest** volunteered to attend the monthly C.A.B. meetings. **Commissioner Crescibene** concluded that the resolution should move forward to City Council and indicated that coordination with the C.A.B would be appropriate.

4. In response to **Commissioner Meyers'** question, **Mr. Paulsen** said it is unclear what the Reporter Herald article was referring to in regards to opening additional rental spaces or units within the Artspace project. He explained that the Artspace project is nearing completion but approval has not been given to add additional units..

COMMITTEE REPORTS

1. **Title 18: Commissioner Meyers** reminded the Planning Commission that Title 18 will be meeting on Thursday, June 11, 2015.

COMMISSIONER COMMENTS

1. **Commissioner Crescibene** commented that the 287 Strategic Plan presentation at the library was done exceptionally well.
2. **Commissioner Middleton** requested that applicants making presentations to the Planning Commission provide an estimated length of their presentation time. This time estimate would apply only to the presentation time and would not include question and discussion time. The time estimate could then be added to the agenda. **Mr. Paulsen** noted that most applicants are advised to limit their presentations to 30 minutes or less, and that staff would work to identify a specific presentation time on the Commission agendas.
3. **Commissioner McFall** asked how agenda items are prioritized. **Mr. Paulsen** commented that Consent Agenda items and items requiring public input are typically scheduled first on the agenda unless there is a specific request or reason to schedule other items earlier. **Mr. Paulsen** noted that a specific request had been made to allow the Downtown Development Authority to present as Agenda Item #1 due to time constraints of their team.

APPROVAL OF THE MINUTES

Commissioner Middleton made a motion to approve the May 11, 2015 minutes; upon a second from **Commissioner Meyers** the minutes were unanimously approved.

REGULAR AGENDA

1. Plan of Development (DDA)

Project Description: The Plan of Development (DDA Plan) for the Loveland Downtown Development Authority (DDA) is required by State law to be reviewed by the Planning Commission and a recommendation provided to the City Council. The DDA Plan is defined as a plan for the development or redevelopment of the DDA District over a thirty to fifty year period. After receipt of the Planning Commission recommendation, the City Council will hold a public hearing on July 7, 2015 and thereafter consider a resolution approving the DDA Plan. The DDA may not undertake any development project until the City Council has approved the DDA Plan. Review of this Plan does not require a public hearing.

Ms. Betsey Hale, Economic Development Director, recognized the members of the Loveland Downtown Partnership (LDP) and the members of the Downtown Development Authority (DDA) who were present. **Ms. Betsey Hale** noted that prior to bringing the Plan of Development to the voters, it is a requirement for the Plan of Development to be reviewed by the Planning Commission. The Loveland City Council referred this draft to the Planning Commission for review in order to seek a recommendation from the Planning Commission.. The strategic plan for revitalizing Downtown Loveland was adopted in July of 2014, establishing the LDP. In February of 2015, voters residing in the Downtown Development Authority District approved the formation of the DDA. The next step is for the residents residing in the DDA District to vote on the following in November 2015 election: Allow DDA to issue debt; allow the DDA to impose a mill levy; how to remove a Tabor restriction that is associated with the collection of the increment. **Ms. Hale** noted that the City Council approved a resolution for a ten year commitment to invest \$5 Million dollars of revenue into the redevelopment of downtown. A City Council study session is scheduled for June 23rd and a Public Hearing is planned for July 7th.

Commissioner Questions and Comments:

- **Lucia Liley, Attorney representing LDP**, clarified for **Commissioner Middleton** that sales tax increments and property tax increments are placed by statute if the City Council approves the increments in the resolution approving the Plan of Development. These taxes are not voted on by the voters and apply only to properties located within the DDA District. Voters will vote in November on whether to allow the tax increments in the Plan of Development to finance DDA project. The increased taxes created from downtown projects could then be used to finance DDA projects. The 5 mils is separate from the tax increments and will be voted on by the voters residing in the DDA district. This money would be used to pay for the DDA operation expenses. If the voters do not approve the 5 mils nor approve financing DDA projects with the money generated from the tax increments, the City Council has recommend there be an automatic repeal of the property tax increment and sales tax increments from the Plan of Development.

- **Ms. Hale** noted that creating the Loveland Downtown Partnership (LDP) allows a “one stop approach” for people to get information about developing projects in downtown. Membership to DDA is restricted to those who reside within the DDA District; however, the LDP allows for outside members. This is beneficial as many people outside of this area want to be involved in downtown redevelopment. The DDA and LDP will share staff to reduce costs.
- In response to **Commissioner Meyer’s** question, **Ms. Hale** noted that the money generated from the Lodging Tax can be used to promote and market downtown projects.
- **Commissioner Meyers** asked what the strategy is to market to businesses to locate within the downtown area. **Ms. Hale** commented that standard economic development tools will be utilized along with partnering with The Warehouse, a business accelerator that would work to place second stage companies in prominent spaces in downtown.
- **Commissioner Meyers** asked about the nature of the bonds issued by the DDA and any recourse for the city. **Allen Krcmarik, Executive Economic Advisor** explained that the City of Loveland may or may not decide to put a pledge behind the revenue bonds and this decision has not been made yet.
- **Commissioner Meyers** asked why the Quiet Zone described near Lake Drive would be included in the project funding as it is outside of the DDA boundary. **Ms. Hale** noted that she will check with **Mike Scholl** for more information.
- **Commissioner Molloy** asked how the potential loss of food sales tax in addition to using a portion of the sales tax revenue would affect the general fund. **Ms. Hale** noted that this was considered when determining to commit the \$500,000.
- **Ms. Hale** and **Mr. Krcmarik** commented that Larimer County has been supportive of the formation of the DDA partly due to the \$500,000 commitment the City of Loveland has made.

***Commissioner Middleton** made a motion to recommend the City Council adoption of the Plan of Development for the Downtown Development Authority. Upon a second by **Commissioner Dowding**, the motion was unanimously approved.*

Chair Crescibene called for a recess at 7:45 p.m.

Chair Crescibene called the meeting to order at 7:58 p.m.

2. Mariana Butte 25th Subdivision Preliminary Plat Extension Request

Project Description: This request requires quasi-judicial review by the Planning Commission to consider extension of the Preliminary Plat for Mariana Butte 25th Subdivision (Mountain Gate) for an additional two-year period. In February of 2012, the Preliminary Plat and Preliminary Development Plan (PDP) were approved by the City for 51 lots (46 paired single-family units and 5 detached single-family units). The Preliminary Plat and PDP were extended previously for a two year period. The 34-acre property is located at the northwest corner of West. 1st Street and Namaqua Avenue. The Planning Commission

has final authority on this matter.

Mr. Troy Bliss, Senior Planner, presented the request for extension of the Preliminary Plat associated with the Mariana Butte 25th Subdivision. In 2012 the development plan was approved with a preliminary design having 51 proposed units. Approximately one acre was deeded to the Historical Society due to the historical significance of this being the burial site of Mariano Medina. A subdivision plat is valid for one year from the date of its approval. A two-year extension request was approved by the Planning Commission in February 2013.

Mr. Bliss noted that there was also a Preliminary Development Plan that is tied to the Preliminary Plat. Upon the Planning Commission approval of the Preliminary Plat extension, it is customary for the Current Planning Manager to also approve the renewal of the Preliminary Development Plan. The applicant is requesting that the Planning Commission approve another two-year extension for the Preliminary Plat. The applicant, **Tomas Hartley**, submitted the extension request in February 2015 but due to extenuating circumstances was unable to come before the Planning Commission until now. Therefore, the extension is being requested due to financial constraints and that **Mr. Hartley** indicates that he is not intending to develop the property but wishes to sell it.

Mr. Hartley noted that he purchased the property in 2008 but due to the economic downturn he was unable to move forward with the project. Now, due to the raw water fees increasing, he has been unable to move forward. He would like to phase the platting to allow him to phase the purchase of the water. **Mr. Hartley** corrected information regarding the size of the project. He noted it is between 13-14 acres and not 34 acres as presented by **Mr. Bliss**.

Commissioner Questions and Comments:

- **Commissioner Dowding** asked why the Planning Commission should grant an extension on the Preliminary Plat if **Mr. Hartley** was planning on changing the project from duplexes to single family homes. **Mr. Hartley** noted that this is just a proposal and that he has presented a plan to make developing this land more affordable. By granting an extension it would allow him to reuse some of the studies that were already completed, such as the Traffic Impact Study and soil tests. Additionally, coming up with a phasing plan to spread the cost out would make development more feasible.
- **Commissioner Molloy, Commissioner Ray, Chair Crescibene and Commissioner McFall** support granting the extension. Several commissioners thanked **Mr. Hartley** for deeding the piece of land to the Historic Society in 2012 and noted the value this adds to the city.
- **Commissioner Middleton** questioned why **Mr. Hartley** waited so long past the February 2015 deadline to request the extension. **Mr. Hartley** noted that he had submitted the extension application in February prior to the deadline but due to health issues was unable to come before the Planning Commission earlier.
- **Commissioner Middleton** asked **Mr. Hartley** how he plans to hold projects costs at the current level with the ever increasing water costs. **Mr. Hartley** noted that he owns water in another area and may be able to trade water to lower his overall cost. Additionally, phasing the project would eliminate having such a large expense upfront purchasing water. **Commissioner Middleton** supported granting the extension.

- **Commissioner Middleton** and **Commissioner Dowding** expressed concerns and questioned if there would be public input or additional opportunities for the Planning Commission to review proposed changes to the Preliminary Development Plan. **Mr. Paulsen** commented that if the Planning Commission approves this extension, **Mr. Hartley** can move forward to a Final Development Plan and Final Platting. Small changes can be approved administratively; however, substantial changes would go through a neighborhood meeting and presented again to the Planning Commission.
- **Commissioner Meyers** supported the extension but asked that **Mr. Hartley** discuss street outlets with surrounding communities and coordinate access to the schools with the school district.

Commissioner Meyers moved to make a finding that the applicant has shown good cause due to recent economic conditions, including the real estate market versus the cost of infrastructure improvements and raw water, and based on that finding, approve the request for a two-year extension of the Preliminary Plat, PZ 10-00120 as recorded in the Current Planning office, of the Mariana Butte 25th Subdivision to February 17, 2017. Upon a second by Commissioner Dowding, the motion was unanimously approved.

3. **Giuliano 4th Subdivision - Preliminary Development Plan, Preliminary Subdivision Plat, and Vacation of Rights-of-Way**

Project Description: The application requires a public hearing and quasi-judicial approval by the Planning Commission for the project to be developed. The Preliminary Development Plan (PDP) and Preliminary Subdivision Plat (PP) require quasi-judicial review. Vacation of Rights-of-Way is considered a legislative matter. The applications for a PDP and PP propose to develop 36 single-family lots on 29.7 acres. In conjunction, a request to vacate Fife Court and a portion of Cascade Avenue are being proposed because the currently platted rights-of-way do not align with the proposed development. New rights-of-way would be established with the subdivision plat as presented. The Planning Commission has final authority over the PDP and PP; the Commission must make a recommendation to the City Council on the right-of-way vacation request.

Mr. Troy Bliss, Senior Planner, provided a copy of **IX. Recommended Conditions (Revised)** for the Planning Commission's consideration. Please see attached. **Mr. Bliss** identified the Giuliano 4th Subdivision, which consists of the western most 29 acres of the Giuliano Addition. The Giuliano Addition is bordered on the east by Wilson Avenue and on the west by Cascade Avenue. Cascade Avenue is a proposed major collector street and would need to be developed with the proposed project at the developer's expense. The Giuliano 4th Subdivision is generally flat except for a limestone ridge along the eastern third of the site. This limestone ridge is environmentally sensitive and must be preserved.

The PDP is a plan that proposes 36 single-family lots. The plat would divide the property into 36 lots plus outlots and tracts for open space. The vacation request would vacate several public right-of-ways. **Mr. Bliss** explained that the role of the Planning Commission is to make sure the plan is in compliance with city standards and in compliance with the General Development Plan.

The current PDP and Preliminary Plat consists of 18 lots. Hartford Homes is proposing a change to the PDP and Preliminary Plat, creating 36 lots. The vacation request is for Fife Court and is required due to a change in alignment of Fife Court. Additionally, a small sliver of Cascade Avenue would need to be vacated due to the new configuration. The limestone ridge would remain preserved.

On March 19, 2015, a neighborhood meeting was held with approximately 15 neighbors in attendance. A majority in attendance felt that the new plan was acceptable and felt that building predominantly single story homes would be beneficial as a majority of the homes would be blocked from view by the limestone ridge. Additionally, components such as the trails and open space would be a benefit to the community.

The General Development Plan for the Giuliano Addition is the official zoning document for the development. The site is zoned SF1 which allows for 19-36 units to be built on this site. Therefore, the proposed plan would conform to this requirement. Additionally, the proposal is within the density allowance of the city's comprehensive plan. **Mr. Bliss** noted that developer would need to pay for and build some public infrastructure improvements, such as building Cascade Avenue and utility expansion.

In reference to the conditions presented to the applicant, **Mr. Bliss** noted that the applicant may not be in agreement with the recommendation to have detached sidewalks extend through open space areas adjacent to local streets. **Mr. Bliss** also noted the conditions highlighted on the revised conditions presented to the Planning Commission and **Mr. Hoover**. These conditions are in reference to affordable housing requirements associated with this development. Over time, the number of affordable houses required has changed and is currently in negotiation between the City and Mr. Guiliano, the overall developer of the Guiliano Addition. This negotiation must be completed prior to approval of the development plan. **Mr. Bliss** emphasized that the affordable housing requirement pertains to the entire Giuliano Addition development and not just the Giuliano 4th Subdivision.

Commissioner Questions and Comments:

- **Commissioner Molloy** commented that estate residential typically does not fall into the affordable housing category.
- **Commissioner Meyers** was concerned that allowing this higher density of homes would affect the feathering aspect that is seen when moving west towards the foothills. **Mr. Bliss** noted that even with the higher number of lots originally proposed, the plan is still within estate residential land use densities and is still a lower density than the development to the east.

Mr. Bliss introduced **Mr. Landon Hoover**, representative for Hartford Homes. **Mr. Hoover** indicated that he struggled to see the benefit of the request to have detached sidewalks versus attached sidewalk next to open space. He felt that the detached sidewalk would reduce open space area and would not maximize these areas. Additionally, with the extensive trail system in the area, he felt the detached sidewalk would distract from the use of these trails. **Mr. Hoover** noted that the new plan actually creates 2.25 acres more of open space than the original plan. Additionally, the patio home landscaping maintenance and irrigation would be maintained by the HOA. **Mr. Hoover** agreed that the detached sidewalk along Fife Court

was a benefit to the community and therefore was willing to compromise on the request for detached sidewalk in this area. However, he maintained that the detached sidewalk was not beneficial in the areas next to the open space.

Commissioner Questions and Comments:

- **Commissioner Molloy** noted that a monolithic pour for the sidewalk can be very expensive to replace and feels the detached sidewalk is a better option. **Chair Crescibene** agreed that the aesthetics of detached sidewalks outweighs the cost associated with building them. **Mr. Hoover** noted that the price point of the homes is between \$350,000 and \$550,000 and **Commissioner Forrest** felt that at this price point the cost associated with building detached sidewalks is worth it.
- **Commissioner Meyers** asked when Cascade Ave. would be built and **Mr. Hoover** noted that it would be completed before the first permit is pulled.
- **Commissioner Meyers** asked about the June 10, 2014 Traffic Study and how many lots this study was based on. **Mr. Hoover** noted that the study was based on 36 units.

Chair Crescibene opened the Public Hearing at 9:11p.m.

- **Wayne Glaser** (4487 Stump Ave.) indicated concern that requiring detached sidewalks would push the home setbacks further into the berm area, thus raising home elevations. This increases the likelihood of seeing the homes from the adjoining subdivision. **Commissioner Molloy** noted that the detached sidewalks were not part of the residential requirements.

Chair Crescibene closed the Public Hearing at 9:15p.m.

Commissioner Questions and Comments:

- **Commissioner Dowding** prefers detached sidewalks. She also noted her concern with the proposed lot width and felt it would be beneficial to have wider lots.
- **Commissioner Meyers** felt that a deal could be reached regarding the detached sidewalk and felt the presence of the limestone ridge eased concerns with the smaller lot sizes and reduced feathering.
- **Commissioner Jersvig** feels that the detached sidewalk requirement on Fife Court is sufficient and is not needed adjacent to the open space.
- **Commissioner Forrest** supports the separation between the patio homes and single family homes with the large open space. Agrees that the detached sidewalk is beneficial for this community.
- **Commissioner Molloy** wants to see the detached sidewalks in the development. Additionally, the use of Ash trees in the landscape should be revised.
- **Commissioner Ray** noted that the original plan had estate homes with large lots. The attached sidewalk worked in this area due to lower interaction with neighbors. However, research indicates that detached sidewalks create more interaction with neighbors and is

beneficial for neighborhoods with smaller lots. **Commissioner Ray** noted that he did not support the proposed plan.

- **Chair Crescibene** asked for clarification regarding the maintenance of the buffer yard. **Mr. Hoover** noted that the HOA will maintain the buffer yard and lawns of the patio homes. **Chair Crescibene** concluded that the maintenance of the buffer yard will not be a burden to the home owner and felt the size of the lots was sufficient.
- **Commissioner Middleton** asked **Mr. Hoover** if he was planning on following the recommended conditions provided. **Mr. Hoover** stated that due to inadequate time to review the conditions, he was unable to accept the conditions without consulting counsel.
- **Commissioner Meyers** asked if Hartford homes was part of negotiating the number of homes required for affordable housing. **Mr. Garcia, Assistant City Attorney**, clarified that Hartford Homes is a third party to the negotiations and that the direct negotiations are with Giuliano and Father. Due to the changes in the affordable housing requirements of the entire development, the condition must be applied to Hartford Homes as a part of the overall development. Several commissioners expressed concerns moving forward with the approval without the affordable housing negotiation being complete.
- **Mr. Paulsen** noted that the conditions were developed today in response to ongoing but unfinished negotiations with **Giuliano and Father**. At the request of individuals involved in the negotiations late this afternoon, the conditions were drafted and presented immediately prior to the meeting tonight. The intention was to protect the city's interest in the negotiation process relating to the requirements on the larger Giuliano Addition. **Mr. Garcia** noted that the application was brought forward to the Planning Commission because he thought **Mr. Giuliano** would be present at the meeting tonight and could agree to the conditions. **Mr. Paulsen** recommended that if the Planning Commission was uncomfortable moving forward, it would be best to continue the matter.

Commissioner Meyers motioned to continue this matter until 22 June. Upon a second from Commissioner Middleton, the motion was unanimously approved.

Chair Crescibene called for a recess at 9:40 p.m.

Chair Crescibene called the meeting to order at 9:50 p.m.

4. Update: Site Plan Review Process for Public Schools

Project Description: Current Planning staff has been working with representatives of Thompson Schools to develop an agreed upon process for City review of site plans for new schools and other School District projects. Planning staff and School District representatives are bringing forward a draft proposal for review and direction by the Commission.

Mr. Paulsen outlined the plan developed in conjunction with **Dr. Mass**, chief operations officer for Thompson Schools. The intention is to articulate the process the city and school district go through during the review of site plans for new schools and other School District projects. **Mr. Paulsen** acknowledged that when working on projects in the past, there have

been communication issues on both sides of the process. Creating this plan helps define how the city and the school district will work together in the future. **Dr. Maas** felt that there has always been many opportunities to interact with the city but there was never a process. The proposal would help define a process and **Dr. Maas** hopes the Planning Commission can provide comment as to their recommendations for the plan based on their experience.

Commissioner Questions and Comments:

- All of the commissioners expressed thanks to **Dr. Maas** for his effort and felt this was a great first step.
- **Commissioner Middleton** thanked **Dr. Maas** for his time and contribution and asked if **Dr. Maas** would be participating directly in the Commissions future review of school plans. **Dr. Maas** noted that if he was unable to participate, a representative from his department would be involved. He thanked **Mr. Paulsen** for his collaboration and spearheading the plan.
- **Commissioner Meyers** thanked both **Dr. Maas** and **Mr. Paulsen** for their collaborative work and supported the plan.
- **Commission Forrest** reiterated the need to have collaboration between the school and the city and supports this plan.

ADJOURNMENT

Commissioner Middleton, made a motion to adjourn. Upon a second by Commissioner Meyers, the motion was unanimously approved.

Chair Crescibene adjourned the meeting at 10:15 p.m.

Approved by:_____

John Crescibene, Planning Commission Chair

Jenell Cheever, Planning Commission Secretary

ATTACHMENTS

- IX. RECOMMENDED CONDITONS (Revised)

IX. RECOMMENDED CONDITIONS (Revised)

Preliminary Development Plan

Current Planning

1. The detached sidewalk as presented along the east side of Fife Court shall be incorporated along all local streets where abutting open space areas.
2. Final architectural elevations of the homes shall be provided in conjunction with the Final Development Plan in conformance with the design provisions of the Giuliano Addition General Development Plan.
3. Notwithstanding information in the Preliminary Development Plan regarding the number of required affordable housing units, the Guiliano 4th Subdivision Plat shall not be recorded until the developer has reached agreement with the City establishing the total number of affordable housing units required within the Guiliano Addition.

Transportation Engineering

1. All public improvements within the Preliminary Development Plan (PDP) and Preliminary Plat shall comply with the Larimer County Urban Area Street Standards (LCUASS).
2. Unless designed and constructed by others, the Developer shall design and construct the following public improvements prior to the issuance of any building permits within the PDP, unless otherwise approved pursuant to the provisions in Section 16.40.010.B of the Loveland Municipal Code:
 - a. 43rd Street. The Developer shall construct the portion of West 43rd Street adjacent to the PDP to the LCUASS 2-lane arterial street standard.
 - b. Cascade Avenue. The Developer shall design and construct that portion of Cascade Avenue adjacent to the PDP to the LCUASS major collector street standard. The City may accept cash in-lieu for all or a portion of the construction costs for such improvements, in a form acceptable to the City Attorney, if approved in writing by the City Engineer.

Preliminary Plat

Current Planning

1. Notwithstanding information in the associated Preliminary Development Plan regarding the number of required affordable housing units, the Guiliano 4th Subdivision Plat shall not be recorded until the developer has reached agreement with the City establishing the total number of affordable housing units required within the Guiliano Addition.

Vacation of Rights-of-Way

Current Planning

1. Vacation of Fife Court and a portion of Cascade Avenue shall be subject to approval of the Giuliano 4th Subdivision Preliminary Development Plan and Preliminary Plat.



Community & Strategic Planning

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Memorandum

To: Loveland Planning Commission

From: Karl Barton

Date: June 22, 2015

RE: Create Loveland Updated Information

Attachments:

1. Redlined version of Chapter 2
2. Comment Table

The materials included here are Chapter 2 of the Create Loveland showing the changes made based on your comments as well as the comments of others such as the Stakeholder Committee and City Council. The second document is a table showing the comments we have received and our status in addressing them. Not all comments have been directly addressed at this time, but we are making sure not to forget any of them. We are presenting these items to you for your information.

We will be presenting at the Planning Commission for a study session on July 13th. At that time we will be going over the comments we have received from you, but also the comments we have received during the public outreach done in the month of June. We intend to work closely with the Planning Commission as the Create Loveland process transitions from the public input stage to the approval stage.

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 9 Plan Elements included in Create Loveland represent what we heard from the stakeholders of the community are important themes to be considered when planning for the future of Loveland. They represent those topics that are important for maintain Loveland's quality of life and economic vitality as it grows. The ~~land-plan elements 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 the ~~Community Vision~~ aspirations.

How were the Draft Plan Policies and Supporting Strategies developed? Through:

1. More than 3,400 conversations during the 18 month planning process, including a statistically-valid survey
2. A diverse Create Loveland Citizen Stakeholder Committee, and advice from 21 City Citizen Boards and Commissions
3. City Council and Planning Commission guidance, including past adopted plans

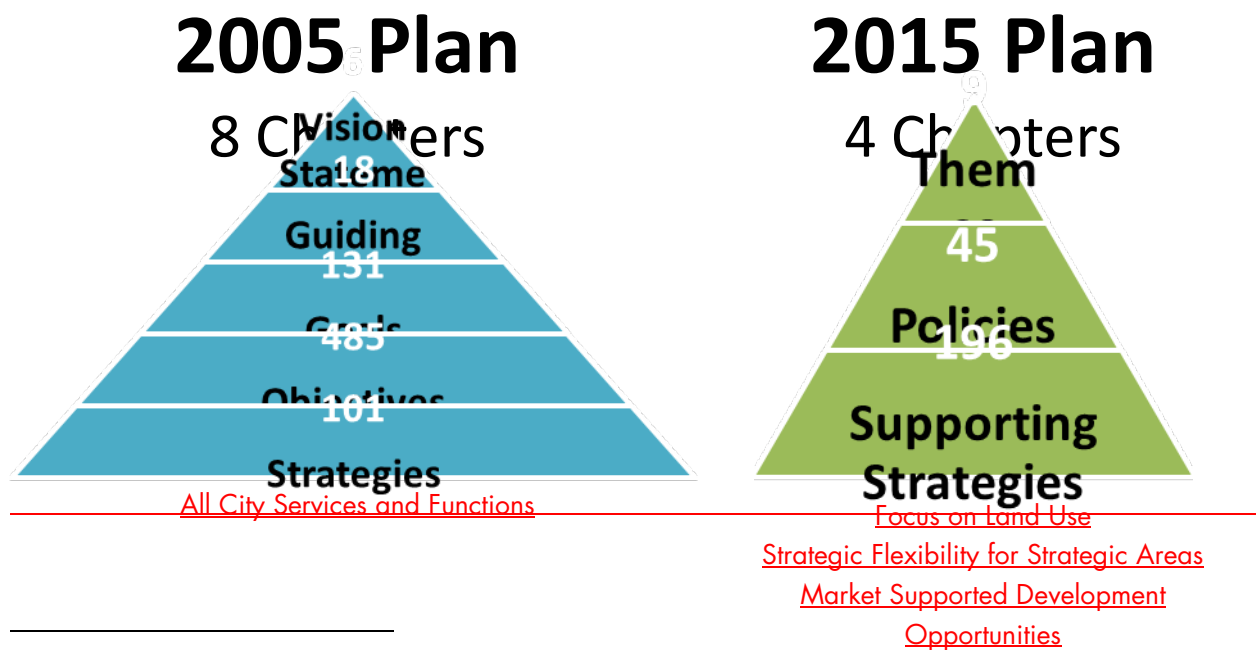
Your feedback on this Draft Plan will be used by Planning Commission and City Council to prepare a Final Plan.

City Community Vision	Chapter Section	Plan Elements
	✓ City Council Results from Priority Based Budgeting	
<i>A vibrant community...</i>	Centers & Corridors ✓ Well-planned and strategically managed growth and development ✓ Vibrant economy	<i>Invest in a Downtown Renaissance Revitalize our Corridors and Gateways Cultivate Vibrant Economic Centers</i>
<i>...surrounded by natural</i>	Health, Environment, & Mobility ✓ Healthy, attractive and environmentally	<u>Create a Safe and Healthy Built Environment</u>



<i>beauty...</i>	sustainable community ✓ Safe and secure community ✓ Effective mobility and reliable infrastructure	<i>Celebrate our Natural Assets in an Urban Setting</i> Create a Safe and Healthy Built Environment <i>Create a Connected and Accessible Community</i>
<i>...where you belong.</i>	Neighborhoods & Community Assets ✓ Diverse ways to enjoy culture, recreation, life-long learning and leisure ✓ Thriving, welcoming and desirable place to live that provides for the well-being of the community	<i>Facilitate Complete Neighborhoods</i> Strengthen Loveland's Strategic Roles in the Community and Region <i>Invest in Loveland's Older Neighborhoods</i> Strengthen Loveland's Strategic Roles in the Community and Region

The planning team put the 2005 Comprehensive Plan¹ on a diet: consolidating and streamlining its previous 8 chapters, 131 goals and 485 objectives into a more manageable, straightforward system of policies and supporting strategies. Plans previously adopted by City Council were incorporated by reference rather than repeating them in this Plan (see Supporting Plans).



¹ For more information on the previous 2005 Comprehensive Plan's existing goals, outreach findings, reference maps, and key issues, see the Existing Conditions Snapshots in Appendix A for baseline information on demographics, health, land use and community design, transportation, employment, and housing.

Each theme contains 4-6 **Policies**. These Policies:

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

A bulleted list of **Supporting Strategies** accompany each policy, which identify possible approaches to implement the policy. The Themes, Policies and Supporting Strategies are equally important and in no particular order.

Finally, **Annual Work Plans** described in Chapter 4 and Appendix A serve as a framework for aligning major initiatives with the Policies and Supporting Strategies. These tangible initiatives reach across departments and divisions to show actions that could be initiated in the short term to support the implementation of the Comprehensive Plan. The Action Plans are for reference only and will be revised periodically by staff through the annual budgeting process. The timing, prioritization, costs, and funding of these initiatives will be determined by City Council as it considers annual capital plans and budget requests presented by City departments. ~~For more information on the previous 2005 Comprehensive Plan's existing goals, outreach findings, reference maps, and key issues, see the Existing Conditions Snapshots in Appendix A for baseline information on 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
Highway 287 Strategic Plan	In progress		
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



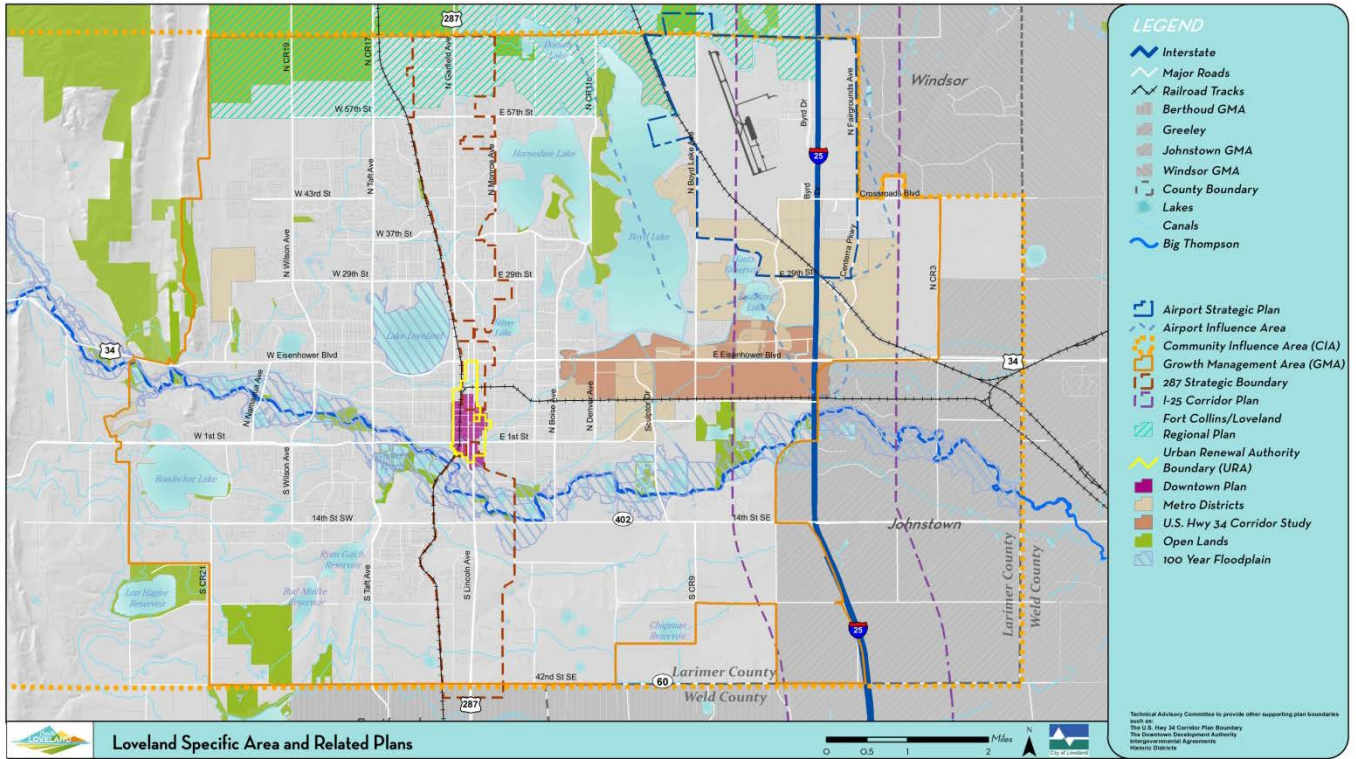


Figure 2-1. Specific Area and Related Plans.

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.



2013 Annual Quality of Life Survey

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.

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

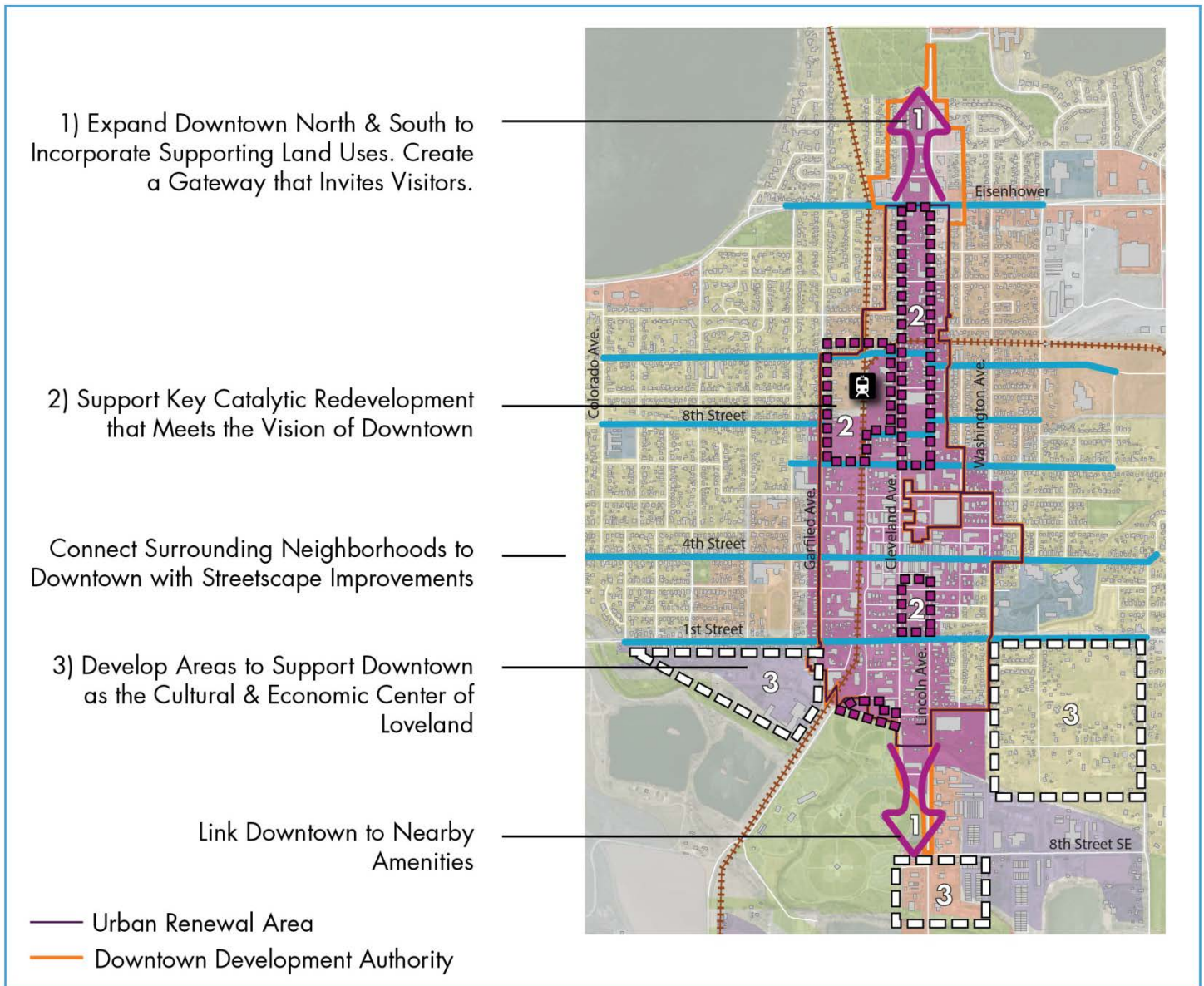
the creative character of the Downtown core.

- 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.



Land Use Plan opportunities to invest in a Downtown renaissance

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 (see also Mobility Policies 1-5).

- Create attractive and comfortable pedestrian streetscapes and safe connections to surrounding neighborhoods that encourage walking to and within Downtown.
- ~~Keep~~ **Make** Downtown ~~as~~ the primary hub of our transit system, including both bus and long-term ~~regional-commuter 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, and connections to the City Recreation Trail loop and Big Thompson River.
- 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.



Pulliam Community Building



Mixed-use developments Downtown



Artspace redevelopment

- Offer recreation opportunities, cultural and educational opportunities, community services, events, and regional destinations that draw residents and visitors to Downtown.
- 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 (see also Neighborhood Character Policies 1-4)*

- 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-options 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.
- Continue to explore the possibility of establishing railroad quiet zones Downtown, including the establishment of an equitable funding mechanism for doing so.

Relevant Indicators

- | | |
|-------------------------------------|---|
| • Downtown Commercial Lease Rates | • Downtown Neighborhood Walkability |
| • Downtown Commercial Vacancy Rates | • Downtown Property Investment Activity |



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:~~

~~5th – 7th 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 HHP 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 HHP 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 4th and 5th 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 1st, 4th, and 7th 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~~

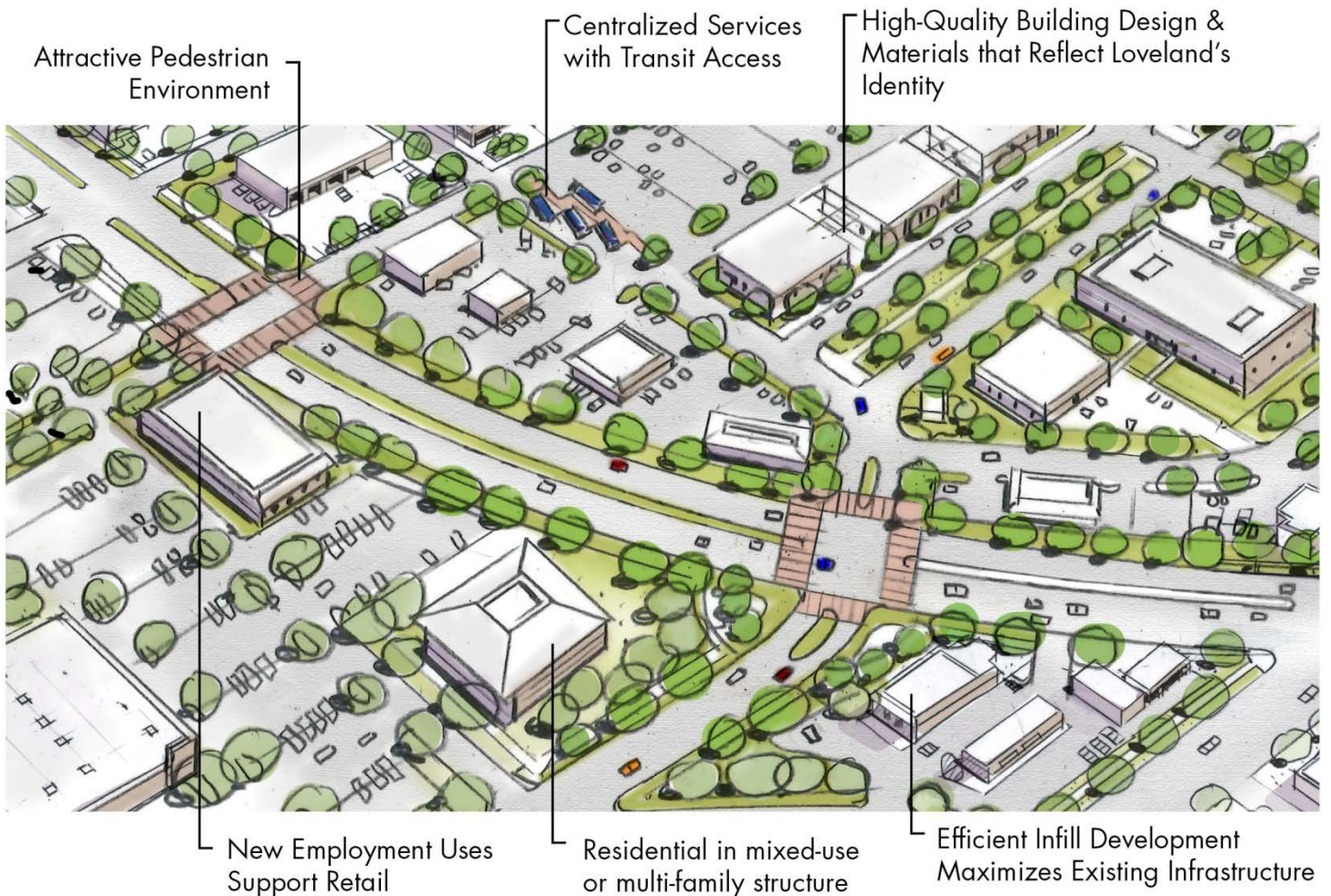
~~street trees, sidewalks, pedestrian lighting, etc., on South Cleveland, South Lincoln, and South Railroad Avenues to draw visitors to Fairgrounds Park and the Big Thompson River.~~

~~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 thoroughways 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.

As a whole, Loveland contains more retail space than consumers can actually support. This phenomenon occurs statewide and even nationally, due to regional competition for sales tax capture, retailers' ambitions for greater market share in new areas, and reduced storefront sizes as internet sales become a greater share of consumer spending. Concerns over vacant buildings are further

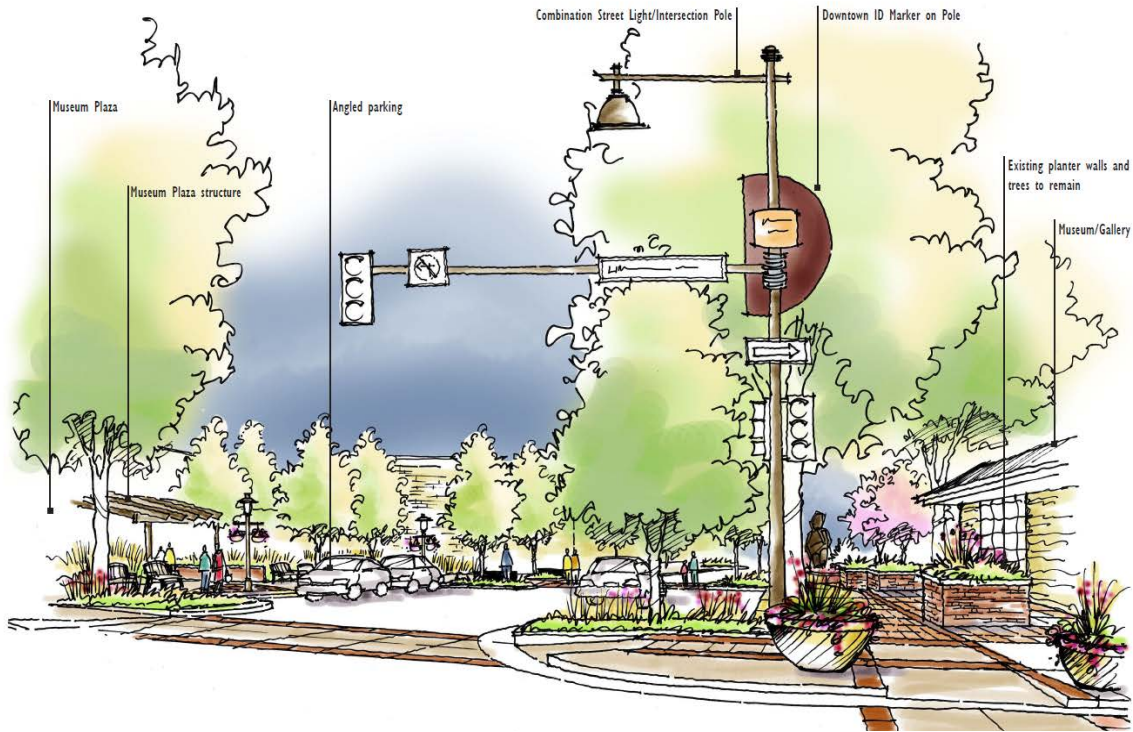
exacerbated when some retailers hold on to empty buildings for years in order to prevent their competitors from occupying their former location (i.e., dark stores). Underperforming commercial areas can be repurposed or renovated to serve surrounding neighborhoods. These centers should attract substantial, 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 annually drive through the Big Thompson Canyon to Estes Park.

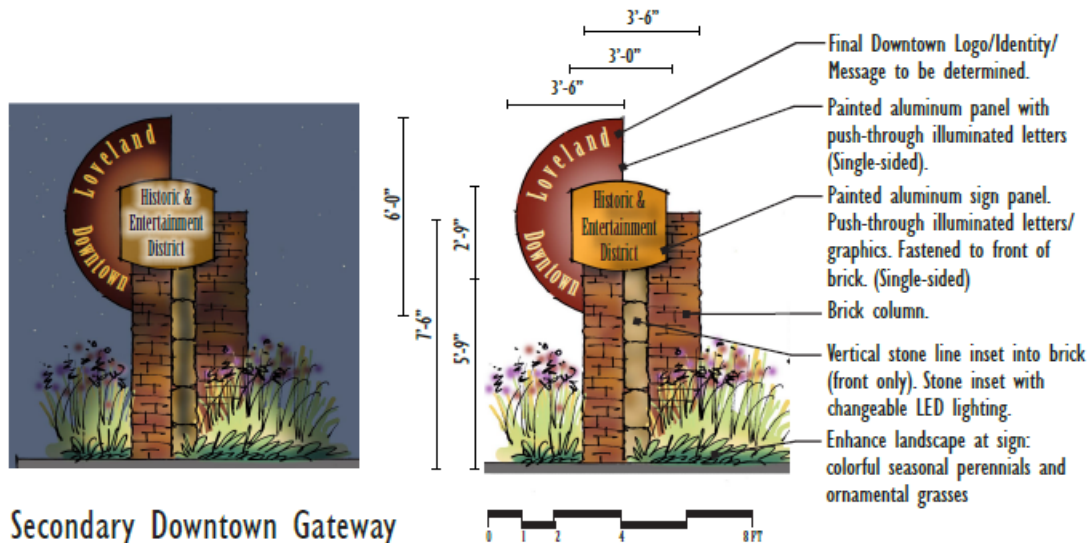
Entry points and adjoining areas are important to Loveland's economy and identity and should be designed in ways that will enhance Loveland's image through pedestrian and cyclist safety and comfort; cultural and art facilities; and striking gateway features. Important gateways include the east and west 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 FA. For an estimate on market potential and development, refer to "Market-Supported Development Opportunities" in Chapter 3.



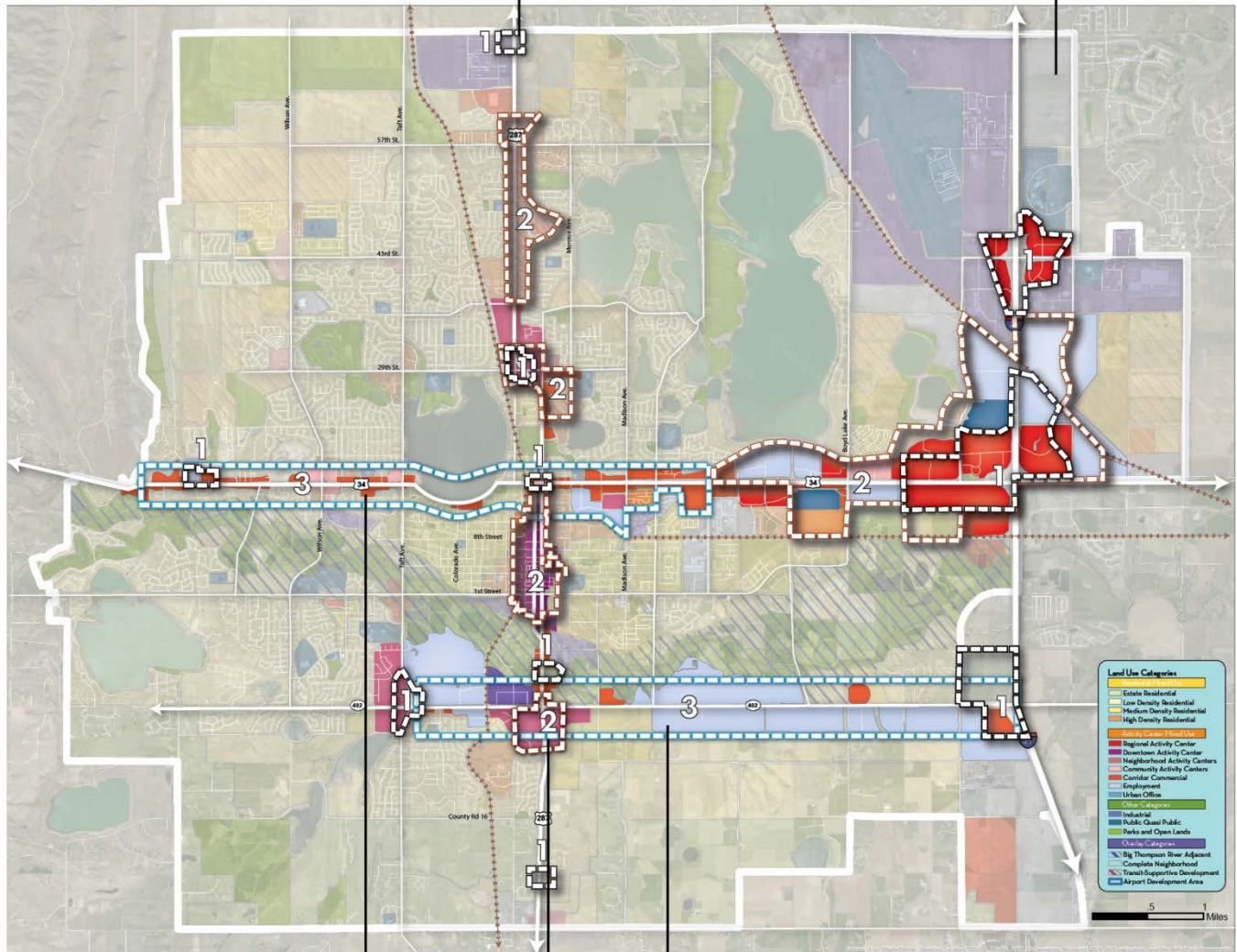
Artist's rendering of gateway elements from Destination Downtown: HIP Streets Master Plan, 2009



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.



3) Prepare corridor plans for Hwy 402 and U.S. 34.

2) New land uses that support vibrant economic corridors, future transit and other modes.

For Hwy 402, cluster new office, industrial and manufacturing uses at intersections, or other strategic locations.

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 (see also Chapter 3: Enhanced Corridor Land Use Description).*

- 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 such as US 34 west.
- 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 (see also Mobility Policies 1 and 3).*

- 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 (see also Chapter 3: Enhanced Corridor Land Use Description).*



Gateway at Crossroads



Public Art at US 34 gateway

- ~~Along I-25 north of US 34, p~~Proactively attract tourism and primary employment uses ~~along I-25 north of US 34.~~
- ~~Plan for Hwy 402, between I-25 and Taft Avenue, to serve as a new primary entrance to Loveland, c~~Clustering new office, industrial and manufacturing uses at major intersections ~~along Hwy 402, between I-25 and Taft Avenue.~~
- ~~Along US 34, west of Denver Avenue, p~~Proactively partner with private sector to improve and maintain appearance, ~~accommodate truck freight,~~ 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.~~

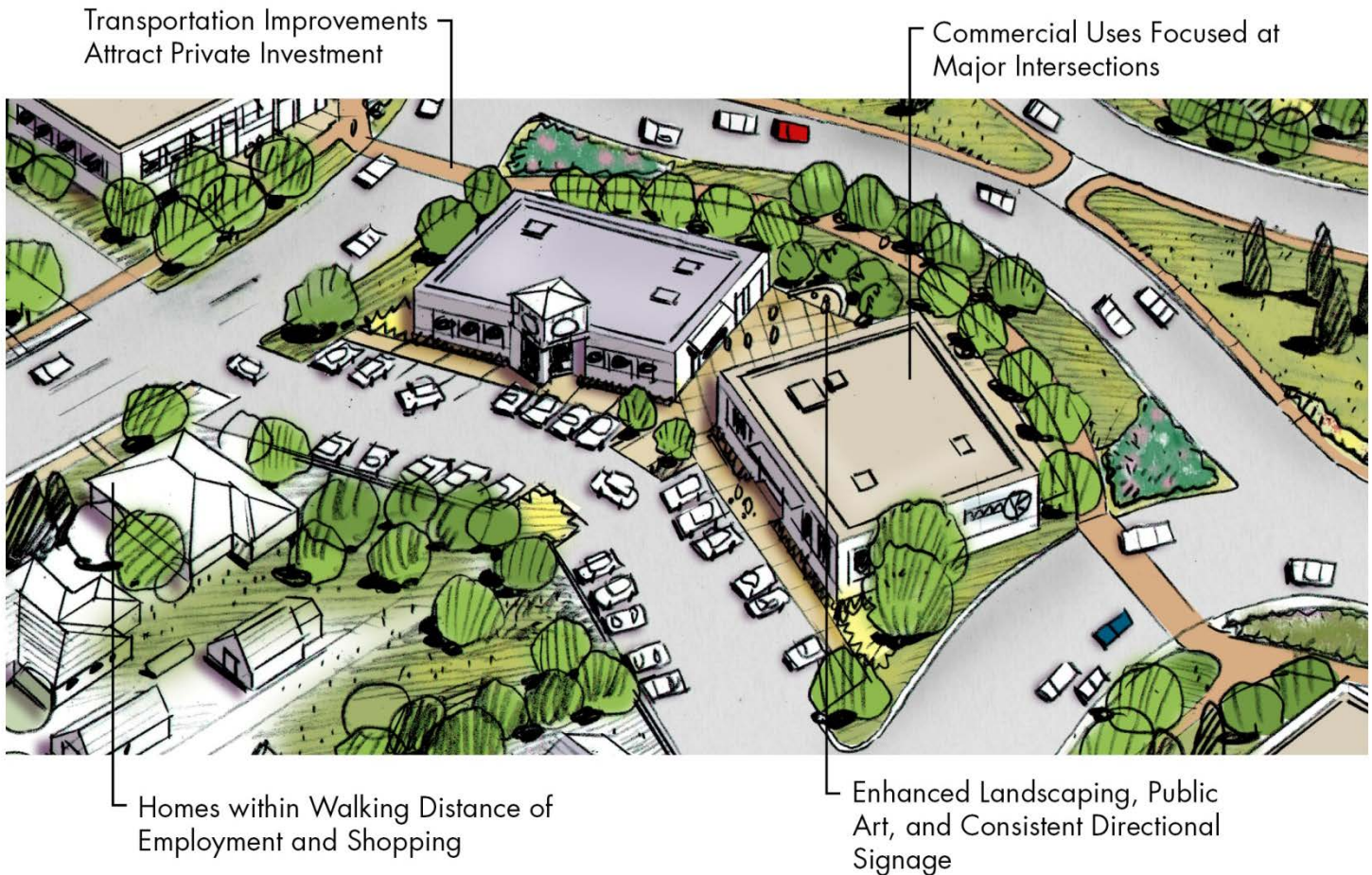


Interchange Area Plans. Complete joint land use — transportation master plans for Hwy 402, Hwy 60, CR 16, US 34, and Crossroads Boulevard. Short-term priorities include the Centerra Parkway interchange at US 34 and Highway 402.

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 [FA](#). 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 [due to a lack of primary jobs](#); difficulty in attracting a younger workforce; inconsistent signage and area branding; [low wage jobs](#), 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. [This](#) [h](#)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 [attracting primary jobs](#); 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.

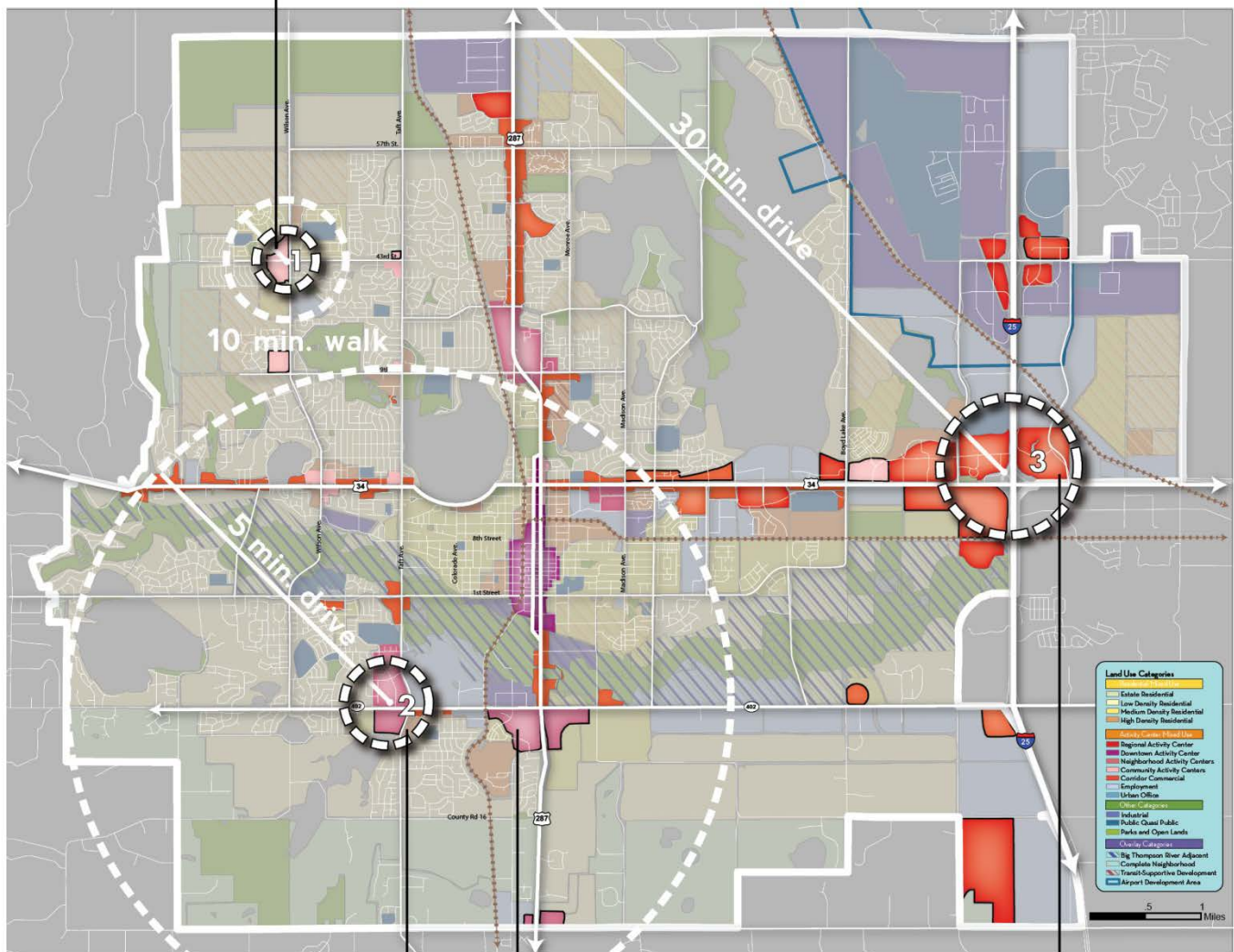
71% of Lovelanders agree or strongly agree that Loveland is attracting shopping opportunities that our community wants.



2013 Annual Quality of Life Survey

[Cultural heritage tourism, one of the fastest growing components of the travel market, is no longer seen as peripheral, but central, to economic development and cultural tourism outcomes. Loveland's fine stock of arts and cultural attractions: Museum/Galley, Sculpture Park, public art features, cottage arts industry, Sculpture in the Park and Invitational Shows, and diverse performing arts events in the Rialto Theater. Combined with effective promotion of outstanding scenic beauty and exceptional year-round outdoor recreation, artistic and historic resources in Loveland build upon its appeal as a visitor destination and travel base-of-operations.](#)

1) Neighborhood Center: Service area is 1/2 mile walking distance. Up to 6 acre development. Designed to encourage walking and biking access directly to and from adjacent neighborhoods.



2) Community Center: Market area is 3 miles. Between 10-30 acre development. Primarily auto access, with pedestrian connections to neighborhood.

Create new neighborhood and community centers (shown with a black outline).

3) Regional Center: Serves regional market. Around 300 acres of development. Primarily auto access and regional transit.

Map is not intended to show all commercial centers.

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

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. *Encourage ~~r~~Reinvestment in and redevelop dated underutilized shopping centers (see also Chapter 3: Activity Center and Enhanced Corridor Land Use Categories).*

- 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.



Outlets at Loveland



Office park on Rocky Mountain Ave.

Public Draft – June 2015

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ATTACHMENT 2



- 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.

Policy 2. Encourage high-quality neighborhood, community, and regional mixed use activity centers (see also Chapter 3: Activity Center Land Use Categories).

- 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.
- Retain a strategic, feasible location for a grocery store in northwest Loveland and along Highway 402.

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.

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.

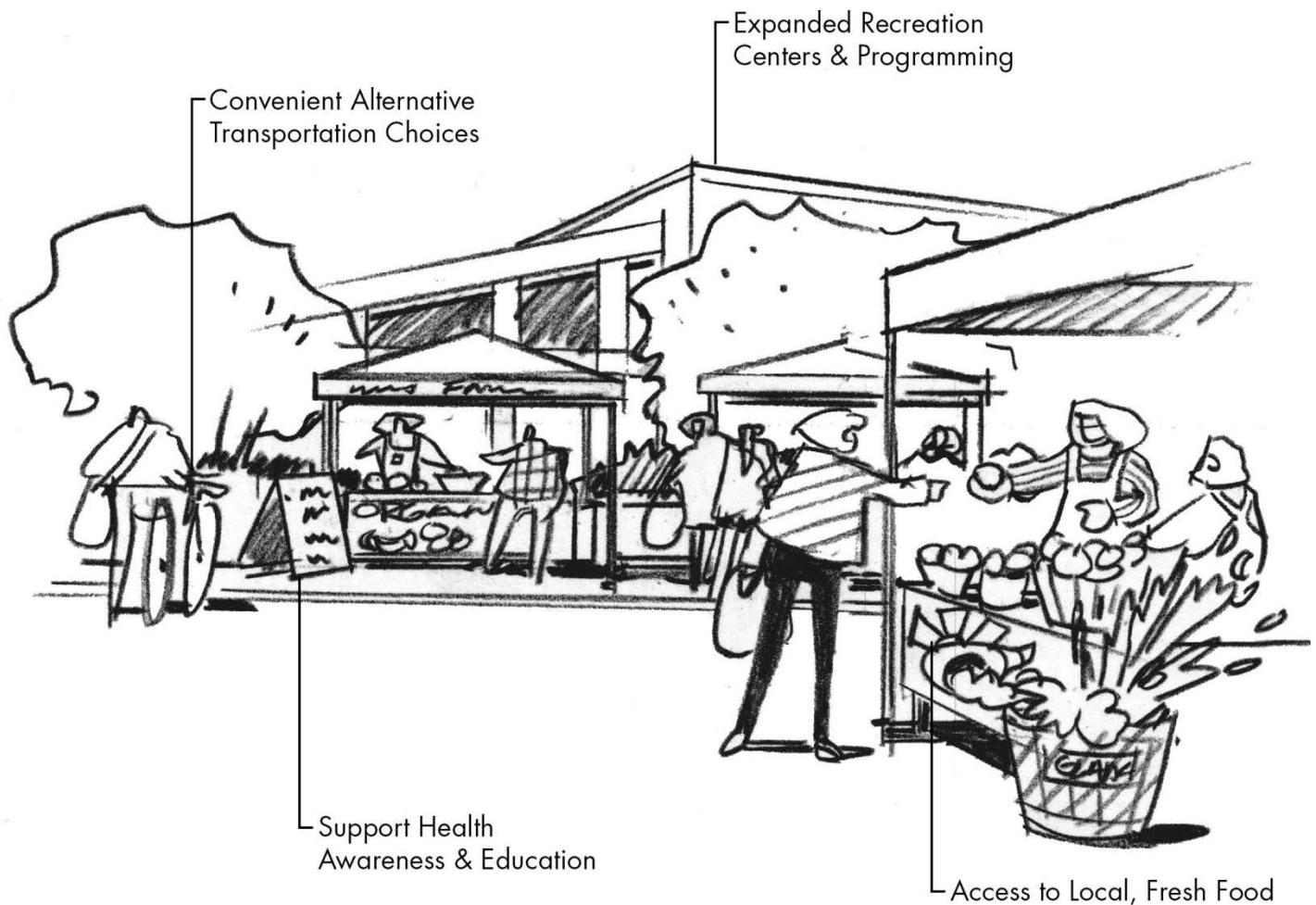
Like all modern urban communities, Loveland depends heavily upon the proper functioning of infrastructure systems including the electric power, stormwater, potable water, wastewater, and transportation networks. The importance of these systems can be easily overlooked by the general population, but a 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.

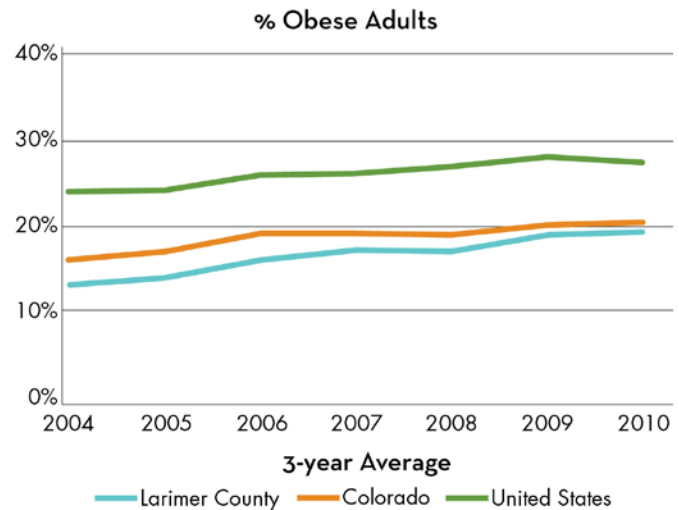
their age, income or ability. Seniors who age-in-place, as well as toddlers who play in a park daily, are the beneficiaries of a land use plan that includes public health considerations.

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 billion² and nationally, over 21% of annual medical spending is attributable to obesity³. (For more on the health drivers and trends in Loveland, see the Existing Conditions Health Snapshot in Appendix [FA](#)). 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 biking⁴. For each half mile walked per day, people are about 5 percent less likely to be obese.⁵



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)

² Trogon, 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.

³ Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. Institute of Medicine; The National Academies Press, 2012

⁴ Summer 2009 Research Brief, Active Living Research, Active Transportation Making the Link from Transportation to Physical Activity and Obesity

⁵ 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.⁶
- In low-income neighborhoods, each additional supermarket increases residents' likelihood of meeting nutritional guidelines by one-third.⁷
- Pedestrian accidents are 2.5 times more likely on streets without sidewalks than on otherwise similar streets.⁸
- Improved air quality reduces asthma problems and days missed from work while enhancing aesthetics (see Environment section for air quality policy).



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 the Fort Collins-Loveland Metro Area in 2012, 50% of adults are at a normal weight, 28% are obese, and additional 21% are overweight, and 13% report taking part in no physical activities (Centers for Disease Control and Prevention)

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.

⁶ L. Frank, et al, *supra* note 5.

⁷ K. Morland, et al, *The Contextual Effect of the Local Food Environment on Residents' Diet*, American Journal of Public Health (November 2002).

⁸ R. Knolblanch 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 & 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 & Ranches
Area Opportunities

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

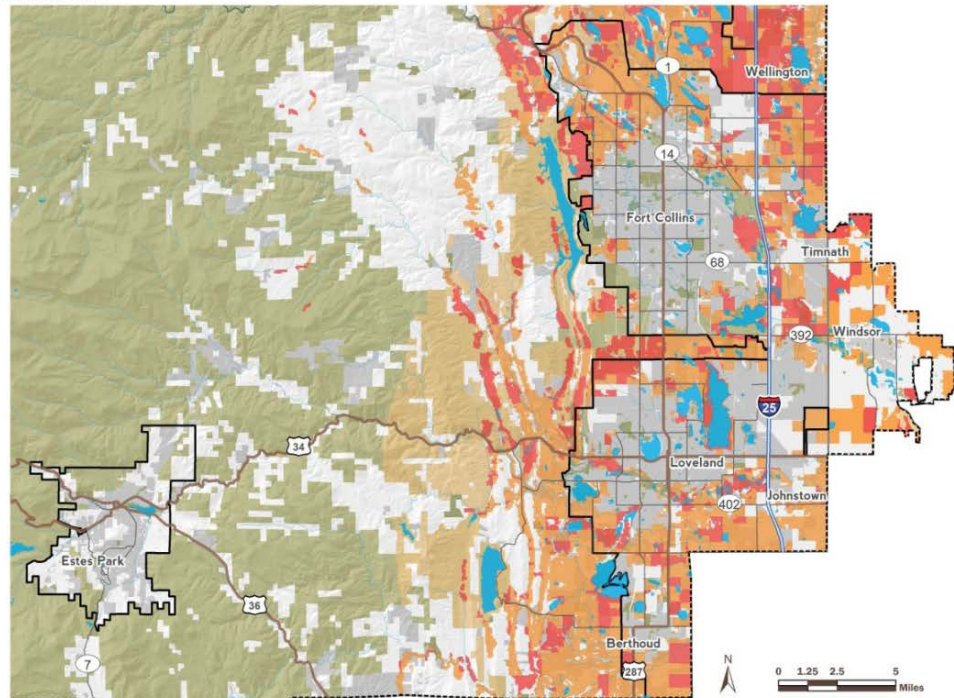


Figure 6.6 Working & Farm Ranch Opportunities

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

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]

Expanded partnership for Safe Routes to School



Completion of sidewalks



Completion of Recreation Trail



Preservation of land for urban agriculture and local food distribution



Neighborhood markets



Improved bicycle lanes with street trees

Added parks with improved access



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 also the Mobility section for bicycle and pedestrian policies, and the Environment section for environmental health 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 neighborhood locations and through a range of scales and; 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.



A bike ride to a neighborhood park with Mayor Gutierrez was followed by a "snap-n-strap" demo and a "rules of the road" intro during one of CanDo's youth HEAL advocacy programs.

Policy 4. Make year-round parks and recreation opportunities universally accessible (see also Environment Policy 6).

- 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.

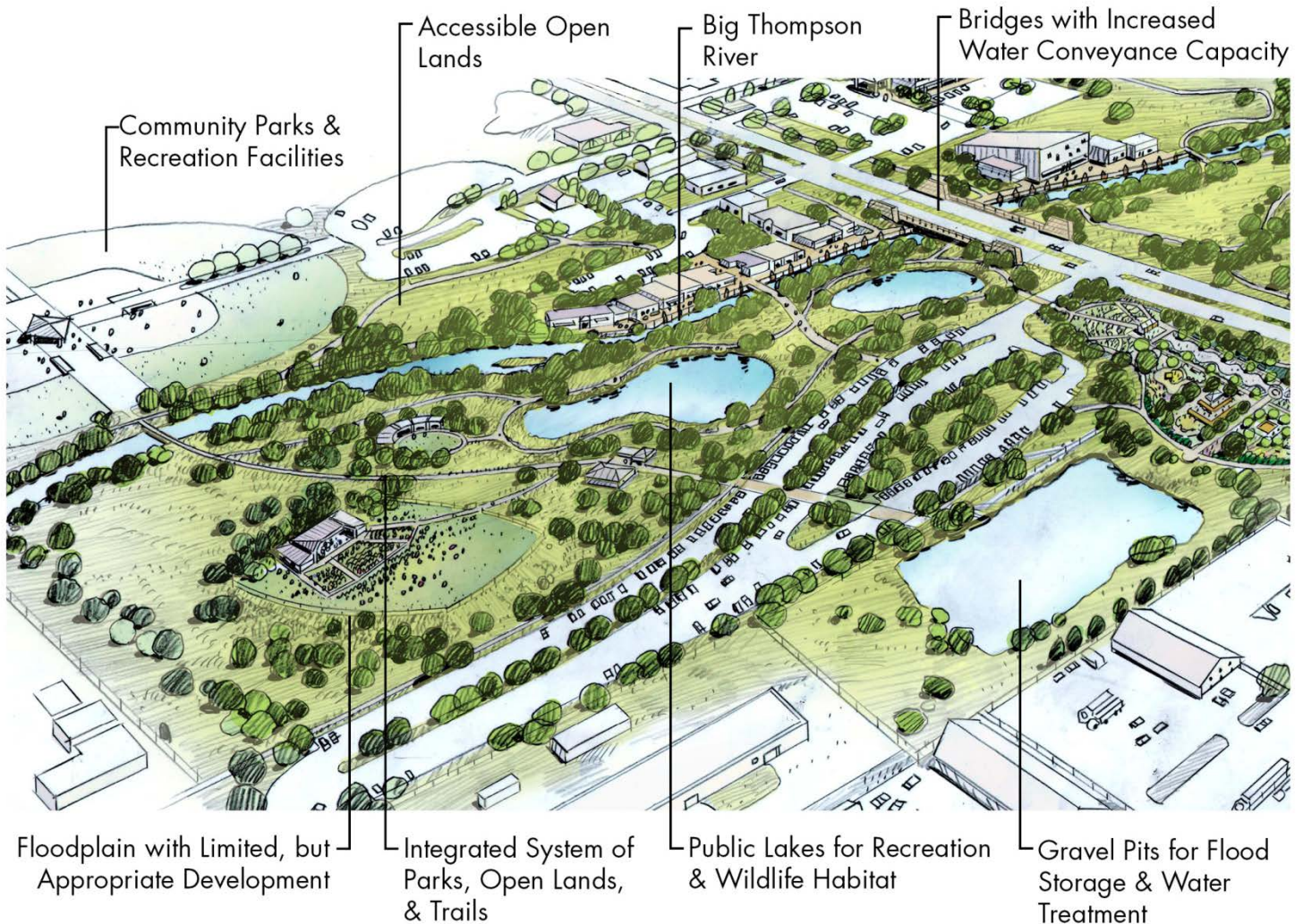
~~Private Sector Bicycle and Pedestrian Facilities.~~ Create a list of pedestrian and bicycle-friendly best practices that can be utilized by developers and employers.

~~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).



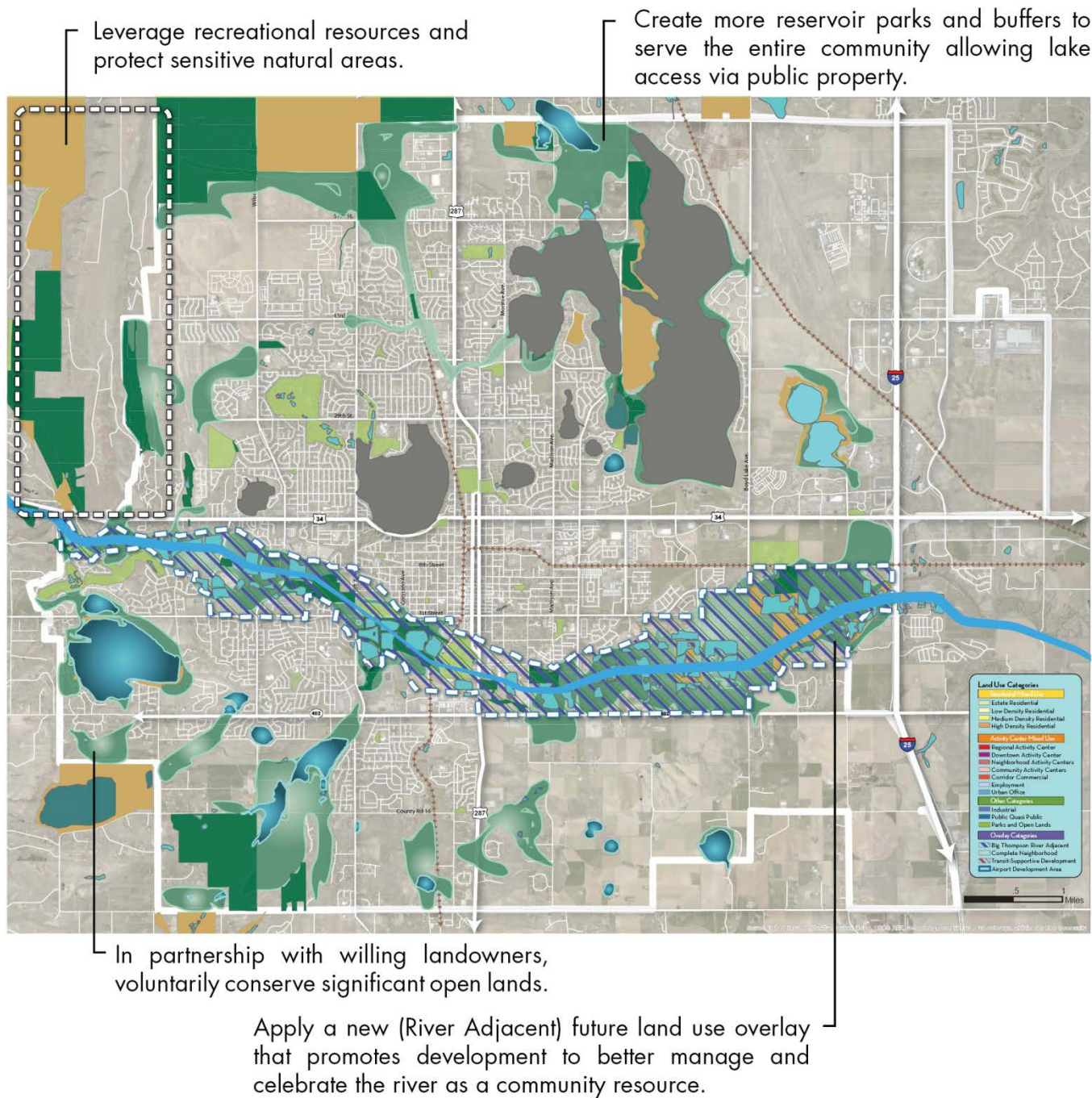


Figure 2-4. Land Use Plan opportunities to preserve and enhance our natural resources

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.



Clustered residential development allows for integrated open space

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.



Working farms and ranches, like Long View Farm, have and must continue to be conserved within and adjacent to Loveland's GMA. Working ranch within Loveland's GMA [note: need better photo since this one (at I-25/402) is not conserved long-term.]

- 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.

- 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).
- Foster responsible and balanced development of oil and gas resources in a manner that minimizes negative effects to existing and future land uses and other impacts.
- —
- Evaluate a dark sky ordinance city-wide or 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 renewable 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.).
- Encourage high performing (i.e., LEED, Sustainable Sites) building methods in existing and new construction.

Policy 6. Maintain and expand parks and recreational facilities as a valuable asset to the community (see also Health Policy 4).

- 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.~~

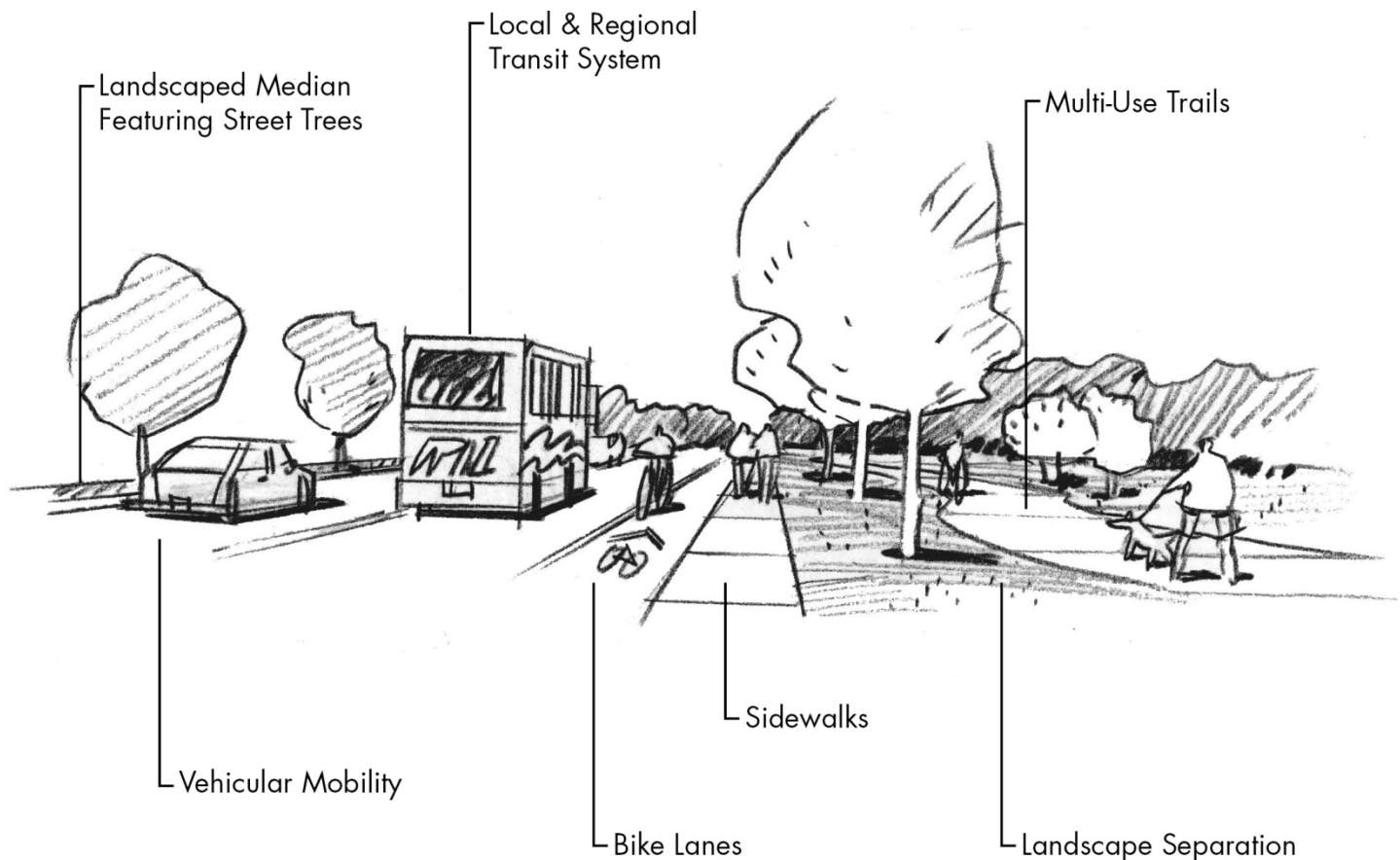
~~River Recreation and Conservation. Implement collaborative land conservation efforts, such as the Big Thompson River Recreation and Conservation Assessment, with Larimer County, Colorado Parks and Wildlife, CDOT, and the US Forest Service. Coordinate the planning efforts of all City Departments including 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 [FA](#).

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 ~~offers encourages transit as~~ a viable travel ~~choiceoption~~ 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

Gridded street pattern that enables direct routes for walking and biking and disperses traffic.

Multi-modal connections to Loveland Recreational Trail

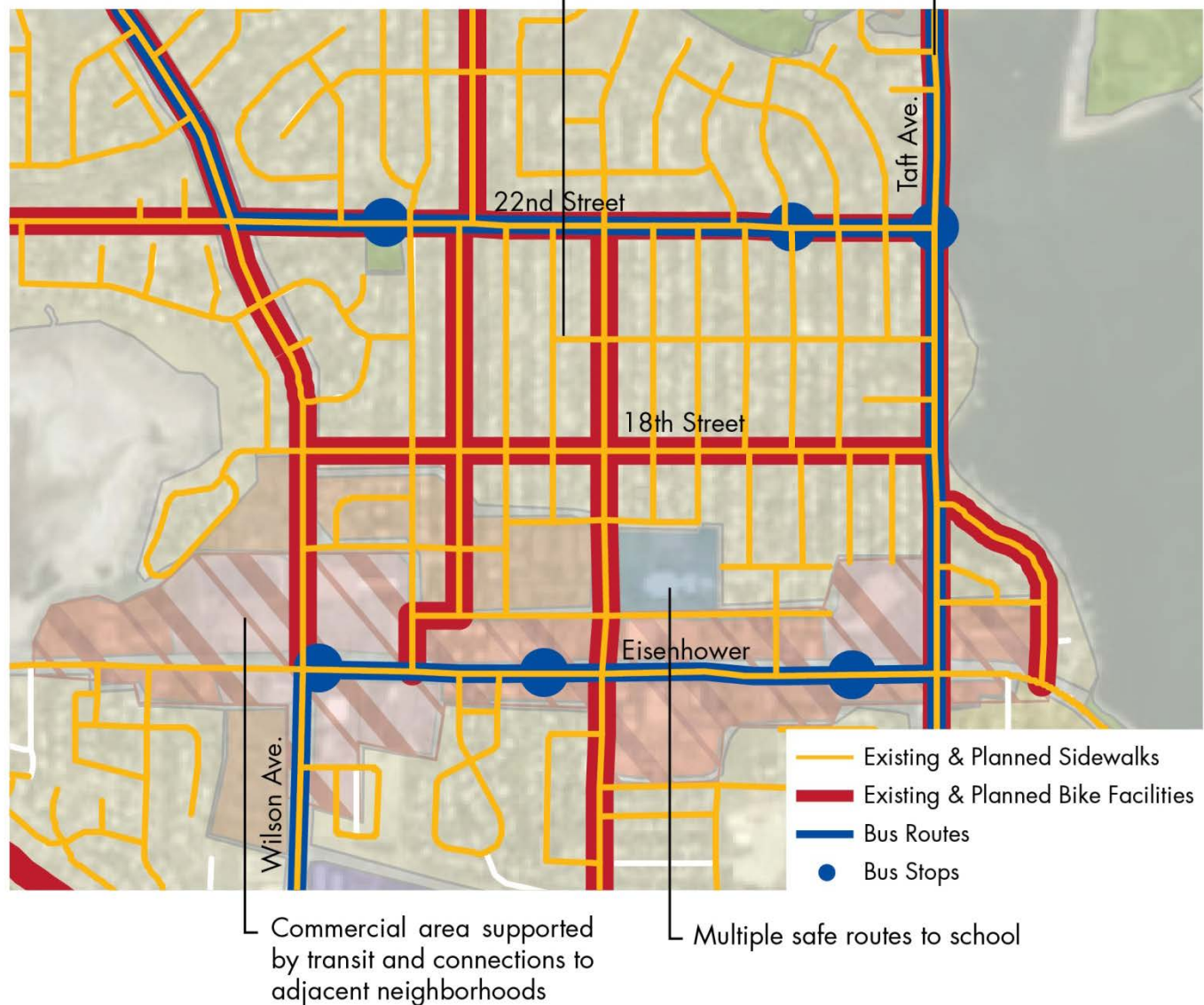


Figure 2-5. A connected and accessible street grid reduces traffic congestion and expands choices for all transportation modes (vehicle, transit, bicycle, and pedestrian). Transportation choices also strengthen retail performance and neighborhood vitality.

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. *Establish and 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.

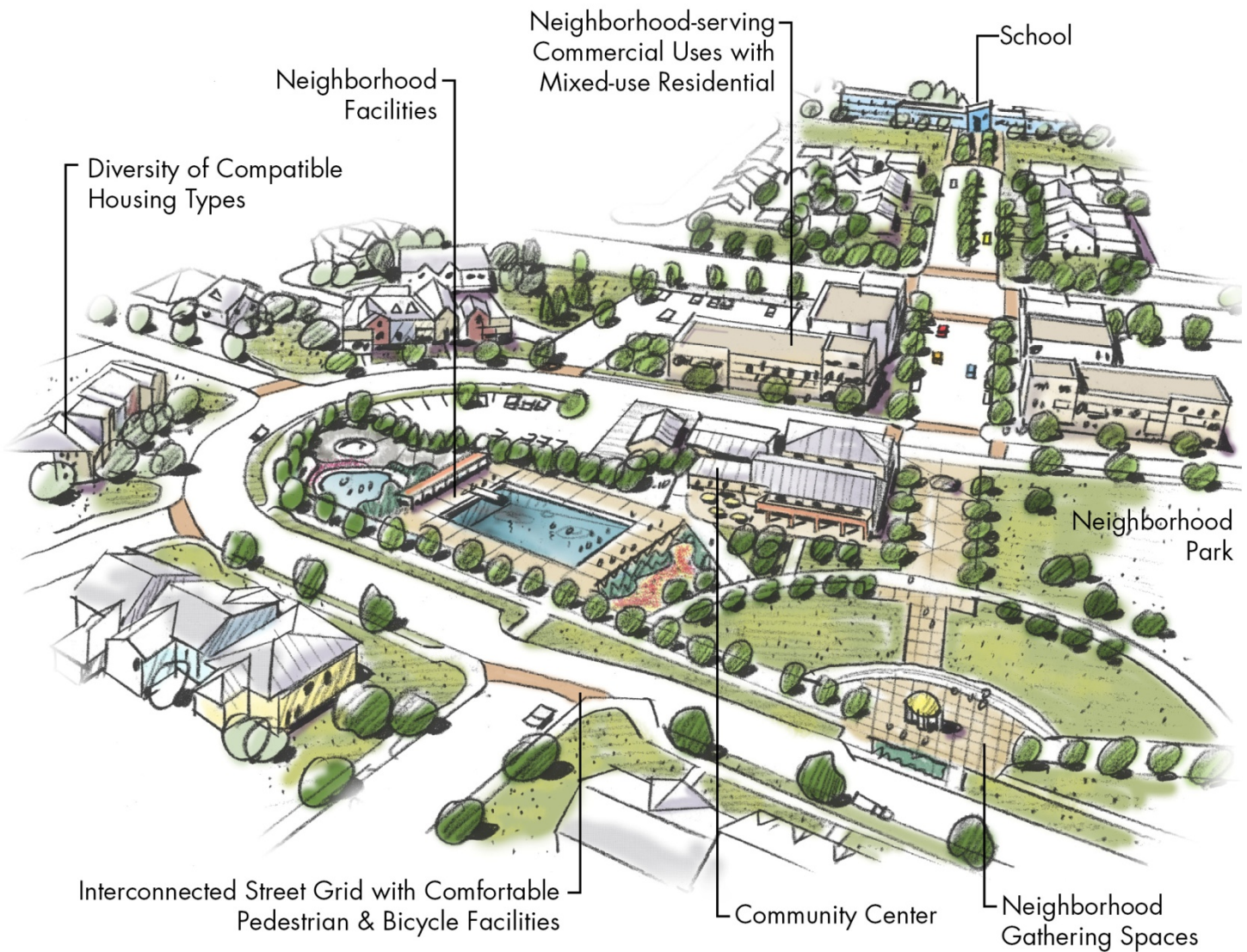


Planning for community resiliency includes addressing factors related to the built environment, as well as integrating and addressing the social and economic needs and desires of residents. In terms of land use, Loveland can build social resiliency and capacity by ensuring that neighborhoods are walkable, 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

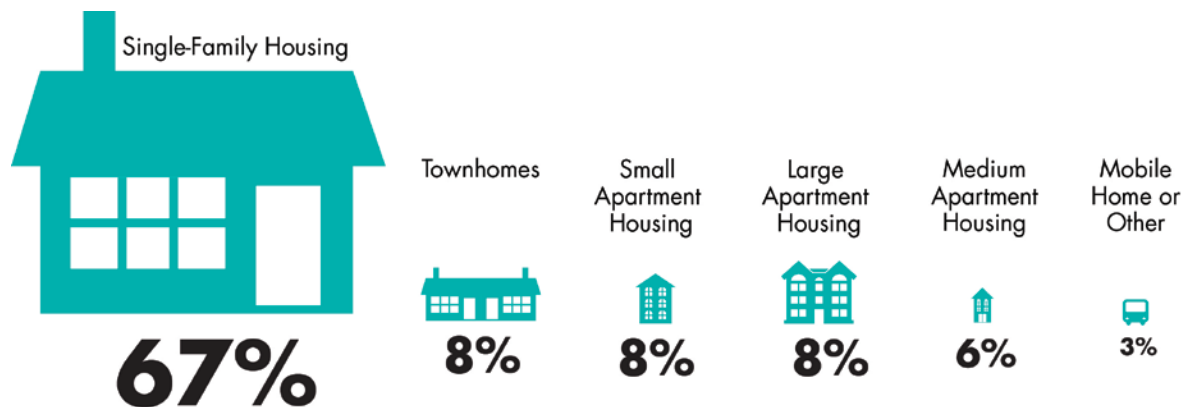


Artist's rendering, 2014

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 [FA](#).

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



development should be prioritized and approached in 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.

2013 American Community Survey

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.

There is a clear relationship between the income level of jobs throughout the City and housing types. A large proportion of retail and service-oriented jobs and slow growth in primary jobs exacerbates housing affordability issues. 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 attract primary jobs, higher paying employers and prioritize creating housing affordability ~~that is~~

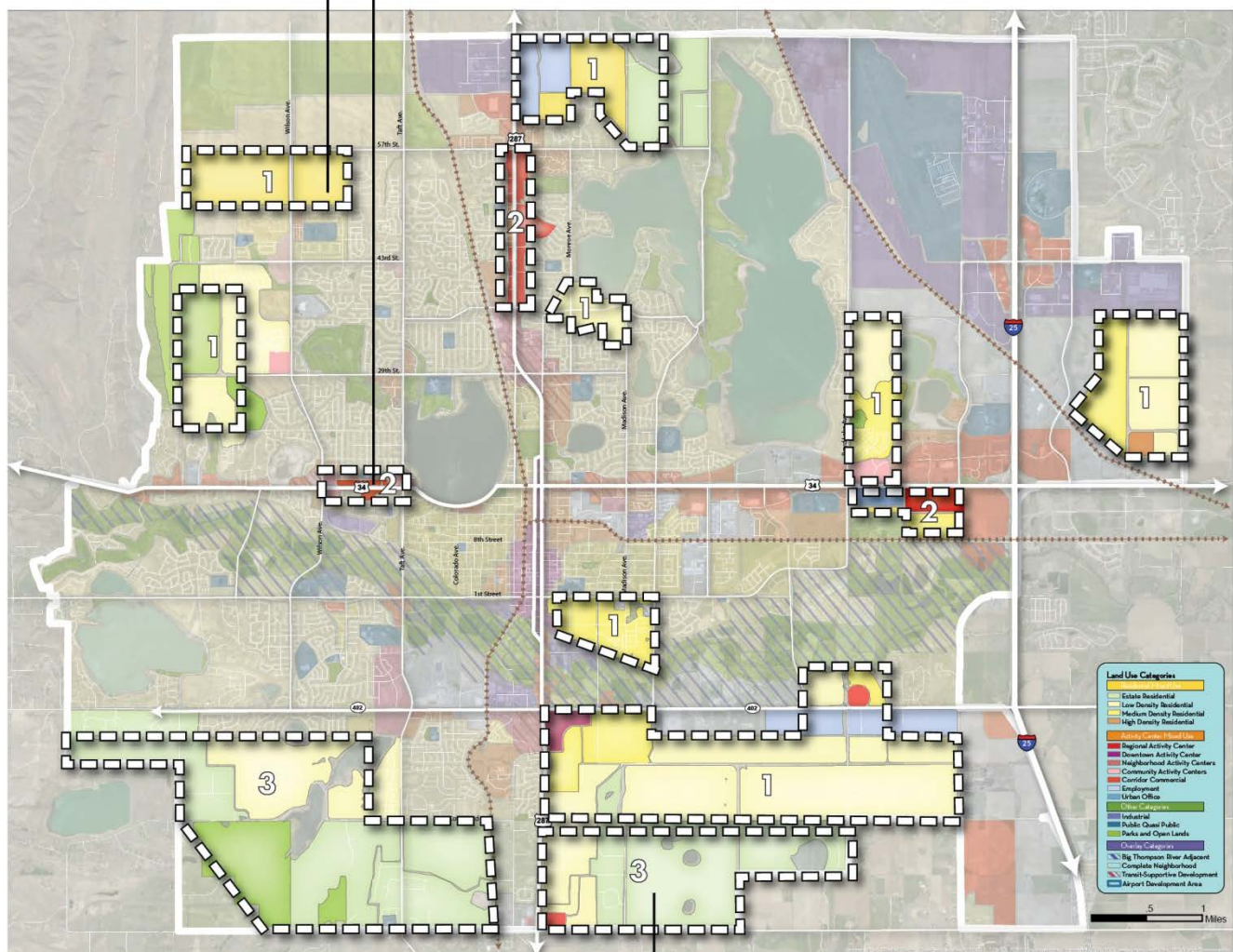
integrated throughout the City. Loveland must also acknowledge and assist aging residents within the City, a group that will have increasing housing accessibility needs.

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.

1) Develop New Mixed-Use and Mixed-Density Neighborhoods.

2) Improve Mixed-Use Neighborhoods that are Close to Primary Corridors and Housing Choices.



3) Create New Neighborhood Types that are Sensitive to Adjacent Natural Areas.

Public Draft - June 2015

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 *(see also Neighborhood Character Policy 3).*

- Identify areas of the community appropriate for more diverse housing types and neighborhoods. As transportation intensity increases, housing intensity can increase to support transit and walkability goals.
- 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.

Policy 2. Support housing that meets the needs of low and moderate income households *(see also Neighborhood Character Policy 3).*

- Identify and resolve barriers that impede the development of affordable housing.
- Support market based mechanisms (i.e., density bonuses, fee waivers) to increase the supply of affordable housing.
- Prioritize the development of affordable housing near commercial/employment centers, transit stops and social services.



Multifamily housing options



Senior housing options



Development that recalls historic neighborhoods, with alleys and detached sidewalks

- Where appropriate, integrate affordable housing into new mixed-income neighborhoods to reduce segregation and concentration of poverty.

Policy 3. *Align new housing development with resident needs and community values.*

- ~~• Respond to trends in Loveland's demographics (e.g., aging population).~~
- ~~• 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 (see Chapter 3 Land Use Categories).*

- 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.~~



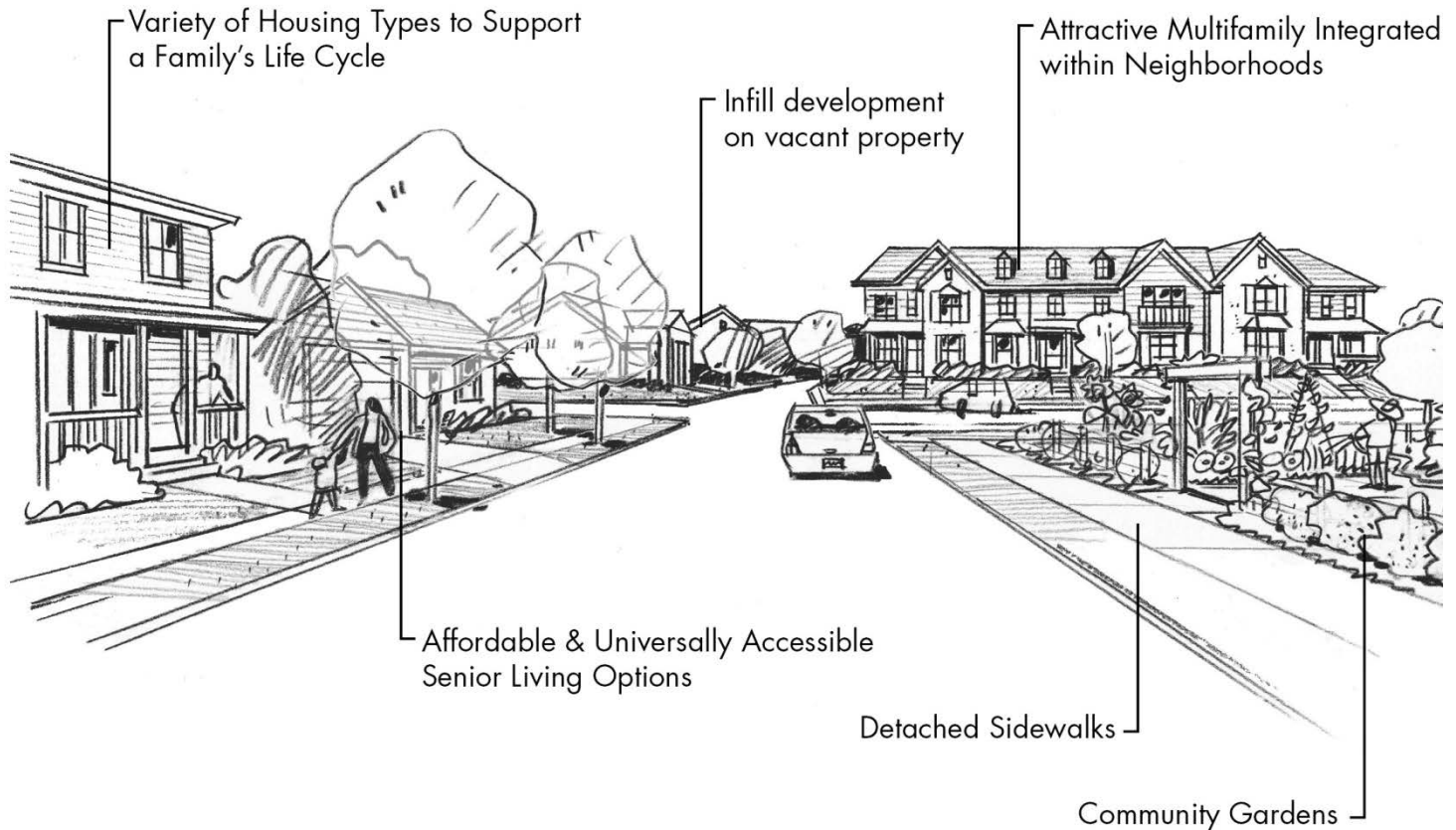
Housing Integration Projects. Increase connection and ease of access via trails, walkways, bike paths and public transit between housing developments and commercial/employment centers to create a more integrated community.

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.

The City recognizes that a gap exists between the needs and abilities of older adults and the common design of the built environment and therefore supports policies which eliminate this gap. Actively

involving older adults and an aging perspective in City land use and zoning processes can help raise the level of functioning and independence of older adults. This gap will narrow with an “age in everything” approach to planning, where older adults are considered in all program, housing, and facility planning.

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.

Central to Loveland's character are important historic themes surrounding agriculture and irrigation, transportation and tourism, cultural life and cultural landscapes, and the built architectural resources which support these activities (see the Historic Preservation Plan on the City's website). Whether one considers the job-creating impact of a single rehabilitation project, the cost effectiveness of a downtown revitalization program, the stabilizing influence of the Downtown National Historic District, the appeal of a heritage tourism strategy, or the inclusion of historic preservation as a central element in an overall economic development plan, when preservation has been tried and measured, there is but one conclusion: preservation pays. In addition to the pride in ownership and the protections provided by historic designation, historic building owners may take advantage of tax incentives and compete for grant programs to maintain their historic properties.

WHAT DOES THAT LOOK LIKE?



Wayfinding
and streetscape
improvements



Park improvements



Multi-family housing and mixed-use
developments



Targeted redevelopment



Façade improvements



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 (see also Housing Policy 3).*

- 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, accessibility and affordability that supports active living and aging in place (see Housing Policies 1 and 2).*

- Respond to trends in Loveland's demographics (e.g., aging population). Actively involve older adults and an "aging in everything" perspective in policy and capital improvement planning activities.

- 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. — Create universal (i.e., enabling) housing design standards or incentives, allowing residents to age in place and creating full accessibility for all residents of varying levels of physical ability.

Policy 5. Policy 4. — Preserve historical residential character (see Downtown Policy 4).

- 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 6. Policy 5. — Refresh distressed neighborhoods (see also Downtown Policy 5).

- 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").~~

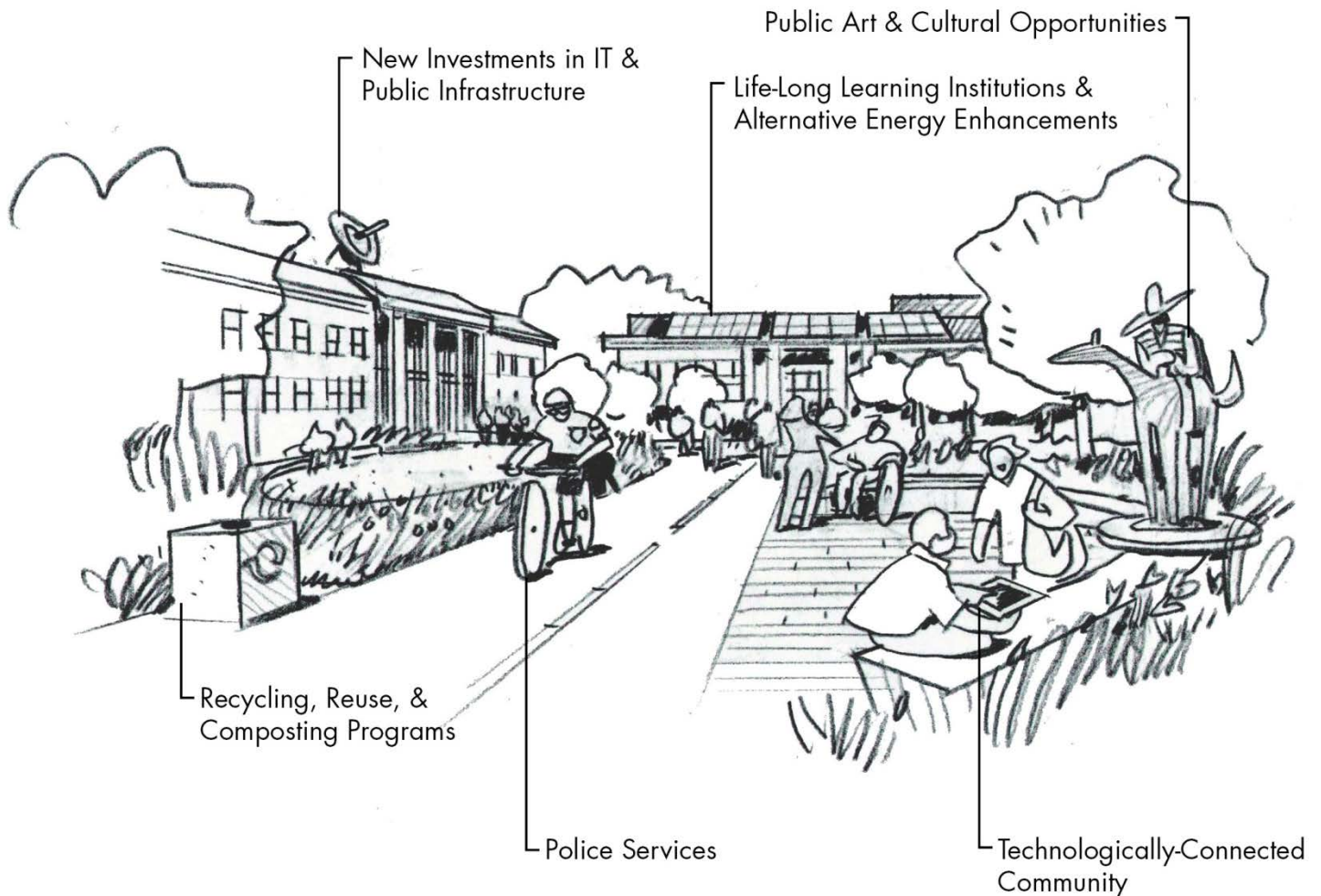
Neighborhood Plans. ~~Prepare neighborhood plans to guide change where appropriate. Foster the creation of neighborhood groups and support neighborhoods in developing plans and improvements for their neighborhoods.~~

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



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 *(see also Environment Policy 1)*.

- 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~~ between regional destinations *(see also Mobility Policy 4 and 5)*.

- 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 and convenient freight route traffic along regionally significant transportation corridors. When possible, partner with freight railroads on Operation Lifesaver and Stay Safe programs.
- 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.



Airport development area

- Locate appropriate new commercial development near the Airport, while maintaining 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 development⁹.*

- 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.



Fire Administration and Community Safety Division

⁹ Contiguous Development is defined as development of land that is contiguous to other land that is already 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.

- 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.

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.~~

Preliminary Plan Comments/Responses

June 3, 2015

Prior to the Public Draft, the project team used February’s Community Choices feedback to refine potential policies. The Preliminary Plan was presented for review at the April 23 Stakeholder Committee Meeting, April 28 Planning Commission Study Session, and April 29 City Council Study Session. The Downtown policies were also shared with the Loveland Downtown Partnership on June 2. Their comments are below, and responses were incorporated into the Public Draft published in June 2015. A few comments deserved further study and are noted with an asterisk (*). These remaining items will be addressed in the Final Plan, expected in Fall 2015.

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
Overall Comments			
All Chapters	Project Team	Add version/date to footer of all pages to avoid versioning issues.	Added to all chapters and appendices
All Chapters	PC / CC / Project Team	As a whole, the Comprehensive Plan represents long-term ambition and is advisory – not regulatory. But what is the regulatory role of the Comprehensive Plan?	Inserted a discussion on how the Comp Plan is used in Chapter 1. While advisory, the Comprehensive Plan is derived from public input about what people want for their community, therefore the policies and future land use plan designations of the comprehensive plan have an important role to play in many regulatory decisions the City does make surrounding land use. Actual regulatory decisions are made by the City Council or other appropriate board or commission, considering not only the comprehensive plan, but also other relevant information such as project specific constraints or opportunities not foreseen during the planning process.
All Chapters	PC	The team has done a wonderful job of capturing hundreds – possibly thousands – of conversations in a single document. Great progress since previous drafts.	No change needed.
All Chapters	CC	The extensive outreach has been exemplary.	No change needed.
All Chapters	PC	Has public input been segmented by resident/non-resident, age, etc.?	Public input has occurred through a variety of settings (schools, churches, coffee shops, festivals) and mediums (online, in person, etc.). Due to the number of settings and mediums public input has not been segmented by demographic as a whole. The annual quality of life survey was one of many mediums and is statistically valid; segmented responses can be cross-tabulated from the

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
			data.
Planning Process	PC / CC	Requested hard copies 2 weeks in advance for review prior to study sessions.	Agreed.
Planning Process	CC	Who served on the Create Loveland Stakeholder Committee?	Staff to provide list of members to City Council. Note that the Stakeholder Committee, a broad cross-section of City boards and commissions and community interests, met four times over the past year to assist in preparing the public draft. Their fourth meeting concluded on April 23rd. The committee determined that they did not need to continue studying the document during Planning Commission's and City Council's review process.
Planning Process	CC	Provide City Council with Planning Commission's comments/changes prior to next City Council study session	Agreed.
Planning Process	CC	Avoid use of term "aspire."	Changed as requested
Planning Process	CC	What would happen if we didn't have a Comprehensive Plan at all?	Added a discussion in Ch 1 re: how the comprehensive plan is a critical document for the City of Loveland because it answers important questions about what people can expect for the future of their community. Questions like, "What will happen to the vacant field next to my house?" "Will there be sufficient opportunities for me to work, shop, and play near my home?" Without a comprehensive plan, these questions and many more are difficult to answer, and many decisions, including the investment decisions of households, utilities and companies, are more difficult to make. By addressing topics such as neighborhoods, commercial districts, the natural environment, community character, community facilities, and regional cooperation, the comprehensive plan anticipates the interrelatedness of the city's functions to see that work together as the city grows.
Planning Process	CC	How many times has the 2005 Comprehensive Plan been amended?	*Project team to determine number of times.
Chapter 2: Our Future (Plan Policies)			
Introduction	Project Team	On Page 1 in Chapter 2, maybe we should include under "Plan Elements" in the right column something like "(What we heard from Loveland citizens)"	Inserted a summary of how the plan policies were developed.



Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
Introduction	Project Team	Maybe we should include the pyramid that we use in the slide show to illustrate the relationship between policies, strategies and action plans.	Changed as requested.
Introduction	Project Team	Another illustration that might be helpful would show how we sorted the numerous comments received from stakeholders into themes, then translated themes into policies related to land use decisions, then developed a list of strategies to identify specific items to move toward accomplishing the policies and, finally, then developed Action Plans for each policies.	An illustration and explanation showing the relationship between policies, supporting strategies, land use decisions, and Action Plans was added to Chapter 2.
Introduction / Chapter 4 Implementation Strategy	CC	Explain checks and balances in Action Plan. Does approving the Comprehensive Plan mean that all Action Plans are approved? Include a clarification that these will be updated annually and reviewed/approved by City Council at certain milestones.	Action Plans were moved to an Appendix. Statements were added to Chapters 2 and 4 explaining that the Action Plans serve as a framework for aligning major initiatives with the Policies and Supporting Strategies. These tangible initiatives reach across departments and divisions to show actions that could be initiated in the short term to support the implementation of the Comprehensive Plan. The Action Plans are for reference only and will be revised periodically by staff through the annual budgeting process. The timing, prioritization, costs, and funding of these initiatives will be determined by City Council as it considers annual capital plans and budget requests presented by City departments.
Policies Overall	PC	Are the elements, policies, strategies, and action plans prioritized?	No, they are in no particular order. A statement was added to clarify this point.
Policies Overall	PC	Can policies be cross-referenced? That would make it easier to find related policies.	"See also" references were added to the public draft at the policy level.
Downtown Introduction	PC / CC	Sugar Factory, should it be shown on the Downtown map? Change Downtown map to exclude Sams Club and Walmart. Careful to not send a mixed message.	Revised Downtown map and Sugar Beet Factory work action plan initiative.
Downtown Introduction	Loveland Downtown Partnership (LDP)	Mention formation of LDP, what it represents in terms of the City's commitment to moving forward in the Downtown, specifically mention the monetary commitment	*Add bullet point mentioning the LDP and the commitment
Downtown Introduction	Loveland Downtown Partnership (LDP)	Mention how the LDP and DDA are coming together in support of Downtown, use this point to demonstrate that the LDP and DDA are a part of the City's Vision as embodied in the CP	*Either add bullet point making this point specifically or amend another bullet point to add to it.



Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
Downtown Introduction	Loveland Downtown Partnership (LDP)	There is opportunity related to the Railyard district and the area around 3 rd to 5 th and Railroad Ave. Also connection to the BT River	*Change map in introduction to highlight that area and show a connection to the River.
Downtown 2.2	PC	Does regional rail mean light rail or commuter rail?	Changed to read " <u>commuter</u> rail."
Downtown 2.2	SC	"Keep Downtown as the hub of our transit system" may be outdated, since 287 / 29 th Street is also a hub.	The 2035 Transportation Plan anticipates three more transit stations at Thompson Valley Town Centre (to serve southwest Loveland), and Park & Rides at I-25 / US 34 and 402. Changed to read " <u>Make</u> Downtown the <u>primary</u> hub of our transit system."
Downtown 2.6	SC	A parking garage is not explicitly included in Downtown Policy 2. Is it inferred in the statement "expand parking supply such as partnering with development, shared parking agreements or a parking district"?	A parking garage will be built as part of the 1 st -3 rd Streets redevelopment project in the immediate term, so the language chosen for 2.6 keeps long-term options open.
Downtown 2.2	PC	Developing a bicycle friendly environment is important Downtown – good policy. Emphasize connections to the Recreation Loop Trail and Big Thompson River.	Changed as requested.
Downtown 3.1	SC	As Downtown continues its renaissance, how can we guarantee that housing remains affordable?	Staff recognize that affordability may become an issue Downtown. The supporting strategy speaks to this: "Continue developing a strong residential base with a balanced mix of unit types and price points." See also the Housing element for a discussion on housing affordability.
Downtown 4.2	SC / PC	Careful with the word "incentives". Consider alternative words such as options or tools.	Changed to read "Provide <u>options</u> for developers to redevelop or rehabilitate older buildings of individual historic value or that contribute to a historic district.
Downtown 5	Loveland Downtown Partnership (LDP)	Improvement in infrastructure should be in parallel with the development of new buildings	*Add Supporting Strategy
Downtown overall	SC	What is the role of the DDA in this document?	DDA is an important City partner, as noted in plan policy and potential projects, such as "Work with the DDA" or "Collaborate to develop shared priorities."
Corridors	SC	Call out US 34 west by name in supporting strategies. It needs attention.	US 34 is a priority, and is recommended as an upcoming corridor plan under the Action Plan. Changed to make US 34 more pronounced in supporting strategies. US 34 locations are also shown on Figure 2-2 (Corridors Map).

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
Corridors	SC	How address traffic congestion on US 34 east?	Managing traffic congestion is one of the purposes of the 2035 Transportation Plan. From a land use perspective, see Mobility policies 1-4.
Corridors 3.2	SC	Highway 402 should be developed as a key entrance to the City.	Changed Corridors 3.2 as requested.
Corridors	SC	1% for the Arts action item is vague.	*Clarify what is meant by “Expand and Showcase Arts and Cultural Facilities” in Annual Work Plan Appendix.
Corridors	SC / PC	Should there be a policy addressing “dark boxes” (i.e., vacant commercial buildings)?	Staff agree that older areas contain more retail space than consumers can actually support, largely due to a desire for greater sales tax combined with retailers’ ambitions for greater market share in new areas. Internet sales have reduced storefront sizes, further increasing vacancy rates. Some retailers hold on to empty buildings in order to prevent their competitors from occupying the locations. Discussion added to this effect under Corridors introduction, and action item was added on evaluating how to best address dark stores.
Corridors	PC	How does the Comp Plan resolve problems with Business (B) zoning and Flex zoning?	Updating our zoning code is a key initiative in the action plan, with specific mention of B zoning. Corridor policies have been cross-referenced to the Enhanced Corridor future land use category in Chapter 3.
Centers	SC	Should land be designated as NAC or CAC along North Boyd Lake Avenue as residential growth there increases?	*Project team to evaluate.
Centers 1.1	SC	Change wording of “reinvest” and “dated” re: shopping centers. Clarify City’s role in underperforming retail areas.	Revised as “ <u>Encourage reinvestment in underutilized shopping centers.</u> ”
Centers 1	SC	Encouraging redevelopment of the Outlets at Loveland should be an action item.	Added as an action item.
Centers	PC	What is meant by “vibrant centers?” “Cultivate vibrant centers” should include primary job centers, careful to not focus on retail. How does this plan promote to capture and retain primary jobs?	The center typologies include Employment and Industrial, such as the Airport. Strategic employment lands are highlighted on Chapter 3 Opportunity Area Maps. Attracting and retaining primary jobs are the sum of many assets and strategies (branding, available land, amenities, infrastructure, a City customer service mentality, etc.). See Centers Policies 1 through 3.

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
Centers	PC	What are the overall threats to our community's economic prosperity? The plan should acknowledge the risks of flooding, regional competition, online sales, etc.	Resiliency – in its community/social, fiscal, and environmental aspects – is a theme of the plan. See Chapter 1 “Planning for a Resilient City” and the three discussions on resiliency in Chapter 2: “Strengthening a Resilient Economy” (p. 5), “Strengthening Environmental and Infrastructure Resiliency” (p. 28), and “Fostering Community Resiliency” (p. 50). The Fiscal Analysis (Appendix C) also anticipates a number of future scenarios to mitigate risk.
Centers	SC / Project Team	Grocery store in NW Loveland and along 402 is important.	The City will be conducting a retail gaps study which may address questions re: market demand and site feasibility more than the Comprehensive Plan. The importance of reserving suitable locations for grocery stores in NW Loveland was added to Centers Policy 2.
Centers / Housing	SC / PC	Add discussion about the relationship between Loveland's job mix and affordable housing needs. If we continue to attract retail jobs and not primary jobs, then housing affordability concerns will intensify. The plan should better acknowledge the relationship between the types of future commercial areas and the desired housing types.	Added discussion re: the importance of attracting and retaining higher wage and primary jobs in narrative of Centers and Housing sections. See Centers policy 3 and 4.
Corridors	PC	Importance of maintaining U.S. 34 as corridor for truck freight.	Added to Policy 3.3.
Corridors	PC	Convenient parking for RVs, with shuttle to Downtown.	*Project team to evaluate.
Health	SC / PC	Differing comments about the obesity discussion: too long (“smacked in the face for two pages”), while others thought “the length was perfect.” There is agreement that greater awareness of this growing issue is important. There are few explicit policies that address obesity: consider policies on education, awareness, preventative approaches. There is agreement that making healthier options more available around the community provides options and incentives for people to take initiative.	Colorado is currently the least obese state, though the trend is not moving in a positive direction. The scope of the comprehensive plan is land use and the built environment, and staff understand that addressing obesity through land use is not alone sufficient to reverse the trend, but believe obesity should be acknowledged. For example, Loveland is investing in neighborhoods and infrastructure to make healthy eating and active living an easy choice. Staff are evaluating policies that address how we are educating people about the land use and infrastructure actions that Loveland is taking. Also added physical activity rates in addition to obesity.

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
Health	SC	Air quality should be mentioned in this section.	The land use implications of air quality is addressed as a supporting strategy as Natural Assets 4.1. Air quality was noted as an issue in the Health section with the reader referred to the Natural Assets section.
Health	SC / Project Team	Working Farms and Ranches figure not clearly supported, though there is support for local food production. The figure emphasizes "Big Ag" which does not typically grow local food. Instead change discussion more towards home gardening and community gardens.	Figure removed.
Health	SC	Add as an Action Item: review policy and code barriers to urban agriculture. What are HOA's role?	Added as an Action Item.
Health 2.1	PC	The intent seems masked by the wording. Be more specific re: grocery stores, neighborhood centers.	Clarified policy.
Natural Assets	PC / Project Team	How does new River Adjacent land use relate to the proposed 287 River District?	River Adjacent is consistent with the 287 Plan's intent, and carries some aspects of it throughout the Big Thompson Corridor. Rendering was updated for consistency with 287 Plan.
Natural Assets 4.3	SC	Current policy states: "Evaluate a dark sky ordinance for western Loveland and the Big Thompson River corridor." Most dark sky ordinances are city-wide, not just a district.	Added " <u>or city-wide</u> ".
Natural Assets 4	SC	Add new supporting strategy on encouraging/promoting green, LEED, or high efficiency development.	Changed as requested.
Natural Assets 4.6	SC	Avoid utility conflicts by undergrounding utilities, rather than place maintenance demands on a forestry program or homeowners.	Underground utility conversion is already listed as an Action Item. *Project team to evaluate revising policy to encourage utility undergrounding.
Natural Assets 5	PC	What is the City's role in renewable energy generation?	As a land use plan, the nexus would be on city-owned property as stated in Environment Policy 5.1.
Mobility	PC / Project Team	How does this plan support transit goals? What land use incentives can the City use to improve transit service? There needs to be transit and transit facilities (improved shelters, lighting, etc.) at a variety of convenient locations.	*Project team to evaluate how to prepare for "choice" transit, while continuing to serve transit dependent populations.
Mobility	SC	The intent of the Mobility section for elderly residents is not as clear as it could be. The intent should include bringing service options closer to where seniors and the disabled live (and vice-versa). The emphasis on mixed use gets to this, but it should be more explicit.	*Project team to evaluate.

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
Mobility	SC	Similar to the above, don't use a program (i.e., SAINT) as a bandaid to solve land use inadequacies. Instead solve the land use problem.	*Project team to evaluate.
Mobility 5	PC	"Sustainable" is over-used. What specifically should be funded?	*Project team to evaluate.
Mobility	PC	The City's role re: railroads are not clearly articulated. Include involvement with Operation Lifesavers or Stay Safe initiatives in Work Plan. Need to address quiet zones and RR intersections. Can a community outreach program be included?	Policy added to Downtown 5 and Regional 2 re: quiet zones, Operation Lifesaver, and Stay Safe programs.
Housing	SC	The plan doesn't go far enough re: affordable housing. Should a percent of housing be dedicated to affordable housing?	*Project team to evaluate.
Housing	PC	Need consistency with Ch 3 re: Complete Neighborhoods Overlay or Option. The spirit of both sections is to add options, flexibility, match market demands, etc. – all good things – let's make the two sections consistent.	*Project team to evaluate.
Housing 1 or 4	PC	Address intensity, especially in relation to transportation intensity.	Changed as requested.
Neighborhood Character 4 or Downtown 4	PC / Project Team	Expand the historic preservation discussion to align with the Historic Preservation Master Plan. Reference the plan. In general, need more on historic preservation.	The historic preservation discussion and reference to the Historic Preservation Plan was added to the introduction. *Project team to evaluate potential policy changes.
Neighborhood Character 3	PC	Aging in place concerns could be more explicitly stated. Address home maintenance and landscape maintenance.	Elaborated on aging in place discussion in introduction. Supporting strategies from Housing Policy 3 were consolidated with aging in place Neighborhood Character Policy 3.
Older Neighborhoods	PC	Zoning should better address market needs/opportunities in older neighborhoods. Often rezonings in established neighborhoods are controversial. However, there are some obvious and long-standing instances where zoning prevents appropriate redevelopment of underutilized parcels. Answer the questions: how is zoning a regulatory barrier to keeping neighborhoods fresh? Why/when is rezoning an appropriate tool in established neighborhoods?	*Project team to evaluate.
Regional Role	PC	Freight traffic on US 34 not addressed. Should say something like: "facilitate convenient freight route traffic."	Changed as requested.

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
Regional Role	PC	Should potential park locations (from the Parks and Recreation Master Plan) be included on the Land Use Plan or the opportunities map?	The Regional Opportunities Map show the City's regional role in community separators and regional trails. Not all potential open lands and trails are shown, only those that involve other cities. Also it may be premature to show potential park locations that have yet to be acquired by the City on the land use map.
Chapter 3: Our Places (Future Land Use Map)			
Overall	PC	How does this plan resolve long-standing problems with PUDs?	Enhanced Corridors and Complete Neighborhoods (optional land uses / overlays) could set the stage as a replacement for PUDs. The code, of course, would need to be amended which is identified in the Action Plan.
Overall	PC	We are not reaching the higher end of density, even when allowed in the zoning code. Why not?	*Project team to evaluate.
Market Supported Opportunities	PC / Project Team	Make sure to conduct outreach to the development community and banks during public meetings in June. Contact the commercial development divisions of banks.	Agreed, we will invite them to participate.
Market Supported Opportunities	SC / Project Team	Provide more information about the "market study" as the basis for identifying the strengths, weakness and opportunities in each of the 5 Opportunity Areas.	Added to introduction.
Land Use Plan	PC	in Chapter 3 on the proposed future land use, can you define complete neighborhoods? Ex. Complete current neighborhood construction? Or integrate new into existing neighborhoods?	*Project team to evaluate.
Land Use Plan	PC	Should we write in the same references between Chapter 2 and Chapter 3 around land use? Explain existing to proposed?	*Project team to evaluate.
Chapter 4: Our Strategies (Implementation)			
No comments			

Jenell Cheever

Subject: FW: Planning Commission Meeting

-----Original Message-----

From: Alison Hade
Sent: Monday, June 15, 2015 1:41 PM
To: Robert Paulsen; Troy Bliss
Subject: FW: Planning Commission Meeting

Alison Hade
Community Partnership Office
970.962.2517

-----Original Message-----

From: John Giuliano [mailto:john@giulianoco.com]
Sent: Monday, June 15, 2015 1:22 PM
To: Alison Hade
Subject: RE: Planning Commission Meeting

Alison,

That is correct I would like to hold off on going back to Planning commission tell we have the agreement done so please postpone it tell July.

Thanks,
John

-----Original Message-----

From: Alison Hade [mailto:Alison.Hade@cityofloveland.org]
Sent: Monday, June 15, 2015 12:47 PM
To: john@giulianoco.com
Cc: Robert Paulsen; Troy Bliss
Subject: Planning Commission Meeting

John,

On Friday, you mentioned that you would like to move your Planning Commission date from June 22nd to July 13th. Could you confirm with this email? I am not able to make the change myself but your reply will suffice.

Alison

Alison Hade
Administrator
Community Partnership Office
500 East Third Street, Suite 210

Loveland, Colorado 80537

970.962.2517

970.962.2903 fax

Alison.Hade@cityofloveland.org<mailto:Alison.Hade@cityofloveland.org>

No virus found in this message.

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Version: 10.0.1434 / Virus Database: 4311/9518 - Release Date: 06/15/15



PLANNING COMMISSION STAFF MEMORANDUM

AGENDA ITEM NO: 3

PLANNING COMMISSION MEETING: JUNE 22, 2015, 6:30 pm

TITLE: Highway 287 Strategic Plan

STAFF CONTACT: Bethany Clark

ACTION: Move to adopt a Resolution Recommending that City Council Adopt the 287 Strategic Plan

ATTACHMENTS

1. Resolution
2. Draft 287 Strategic Plan
3. Letter of Support from Economic Development Department

BACKGROUND

Over the last year and a half, the 287 Strategic Plan has been drafted through a process focused heavily on public and stakeholder input. The purpose and overall goal of the 287 Strategic Plan is to identify those strategies and projects that will enhance the corridor's appeal to businesses and attract new investments to spur additional economic development within and adjacent to the Corridor, as well as associated redevelopment opportunities. Through a community-based planning effort, and input from City staff and stakeholders, economic strategies, actions, and sub-actions were identified for the five segments of the corridor to address the challenges associated with each segment. The actions and sub-actions were further refined and prioritized based on their overall impact, geographic influence, and potential cost versus revenue generated. A detailed action plan includes an Immediate Action Plan that focuses on actions that should result in transformative change within the first two to five years of implementation, and a Long-Term Work Program anticipated to be implemented within a 20- to 25-year timeframe.

PURPOSE

In January of 2012, the Loveland City Council held their annual Council Advance to set the priorities for the year. One of the goals the Council set was to develop a US 287 Strategic Plan to guide its development and improve business opportunities along the Corridor. This goal was again adopted as a priority by City Council in 2013 and their commitment was reaffirmed with the subsequent funding for the project.

As the main north-south route through Loveland, the US 287 Corridor will serve as an important future growth area and has great potential for becoming a gateway to Loveland and to Loveland's Downtown. This Plan serves as a guide for residents, property and business owners, developers, City staff, and elected officials in making informed land use, design, and development decisions to enhance the Corridor.

The overall purpose of the 287 Strategic Plan is to identify strategies and projects that will enhance the area's appeal to businesses and leverage new public and private investments to spur additional economic opportunity within and adjacent to the Corridor. The primary goals of the Plan are to:

- Encourage and facilitate redevelopment of declining areas;
- Enhance business opportunities;
- Increase jobs and generate new tax revenue through new development and redevelopment;
- Generate private investment;
- Create a pleasant, safe, and inviting streetscape;
- Maintain and enhance multimodal mobility;
- Improve public safety and infrastructure;
- Enhance and promote parks and trails as community amenities;
- Foster community support through extensive outreach to property and business owners;
- Create a positive image and an identity through well designed, high-quality development;
- Establish gateways to the City and Downtown Loveland; and
- Define an implementation strategy and provide specific recommendations for City Council

PLAN STRUCTURE

The US 287 Corridor within the plan area is nearly 8 miles long, so early on the planning team identified 5 portions of the corridor that have distinct challenges and opportunities given their unique character. The Plan is organized into these 5 Zones and identifies challenges, opportunities, economic strategies, actions, and sub-actions for each zone.

Challenges and Opportunities

The planning team identified an overall economic challenge for each Zone. While many of the general issues are common to multiple Zones, some issues exist only in specific areas. Based on the identified issues, the planning team also recognized that each Zone presents opportunities for achieving positive change within the Corridor.

Economic Strategies

An Economic Strategy within each Zone identifies the overall approach to investments based on the purpose of the Plan and specific challenges and opportunities that are unique to each Zone. The Strategies work to provide a coordinated approach to spur additional economic development within and adjacent to the Corridor.

Actions and Sub-Actions

Eighteen Actions were developed to provide a targeted solution to improve the economic position of each Zone. Thirty-two Sub-Actions further details actions as studies, policies, and projects, including anticipated costs and effectiveness in influencing change.

Corridor-Wide Action Plan

A detailed Action Plan includes 5 Economic Strategies, 17 Actions, and 30 Sub-Actions that were developed and prioritized by the community, stakeholders, and advisory committee. An analysis of priority projects ranks each Sub-Action's overall effectiveness, or the ability to improve the economic position of the Corridor versus the anticipated cost.

An Immediate Action Plan identifies projects that would result in change in the short term, are relatively easy or relatively inexpensive and would enhance public safety. Other projects included in the Immediate Action Plan were identified as a high priority through the public outreach process. The purpose of the Immediate Action Plan is to identify projects that, if included in future annual capital plans, could start to make a significant improvement in public safety and the appearance of the corridor, which in turn would stimulate business investment and redevelopment.

The Long-Term Work Program includes the remaining Sub-Actions and anticipates that all Sub-Actions should be implemented within a 20- to 25-year timeframe. These Sub-Actions should be monitored on a regular basis to evaluate the course of the Corridor and ensure its desired economic position is realized.

Appendix

The Appendix includes supporting documentation such as existing conditions analysis, public outreach materials, and the report developed from a day-long ULI Building Healthy Places workshop for a portion of US 287. Additionally, cross-sections for US 287 depicting solutions to incorporate bicycle and pedestrian infrastructure are still under review and will be included in the adopted plan.

RESOLUTION NO. _____

**A RESOLUTION OF THE LOVELAND PLANNING COMMISSION RECOMMENDING
ADOPTION OF THE 287 STRATEGIC PLAN**

WHEREAS, in January of 2012, the Loveland City Council (“City Council”) held its annual Council Advance and set as a priority the development of a US 287 Strategic Plan (“the Plan”) to guide development and improve business opportunities along the US 287 corridor; and

WHEREAS, in January of 2013, City Council set the Plan as a high priority goal for 2013; and

WHEREAS, in August of 2013, City Council reaffirmed its commitment to preparation of the Plan with an appropriation to hire a consultant to assist in its development; and

WHEREAS, the purpose and overall goal of the Plan is to identify strategies and projects that will enhance the US 287 corridor’s appeal to businesses and attract new investment and reinvestment to spur additional economic development within and adjacent to such corridor; and

WHEREAS, the Plan, developed through a collaborative planning process including participation by the 287 Advisory Committee, 287 Technical Study Team, Planning Commission, City Council, business and property owners, and other citizens of Loveland, meets the purpose and overall goal; and

WHEREAS, the Plan serves as a guide for residents, property and business owners, developers, City staff, and elected and appointed officials in making informed decisions regarding land use, land development and capital planning within the corridor; and

WHEREAS, the Plan identifies five “zones” within the US 287 corridor and recommends specific strategies and actions to enhance the US 287 corridor and promote investment; and

WHEREAS, on June 22, 2014, the Planning Commission held a public hearing to consider a recommendation to City Council to adopt the Plan; and

WHEREAS, at said hearing the Planning Commission considered information presented by City staff and all testimony provided by the public.

NOW, THEREFORE, BE IT RESOLVED BY THE PLANNING COMMISSION FOR THE CITY OF LOVELAND, COLORADO:

Section 1. That the Loveland Planning Commission finds that the Plan serves the public purposes identified and set forth above and hereby recommends that City Council adopt such Plan.

Section 2. That this Resolution shall be effective as of the date of its adoption.

ADOPTED this 22nd day of June, 2015.

LOVELAND PLANNING COMMISSION:

John Crescibene, Chairperson

ATTEST:

Planning Commission Secretary

APPROVED AS TO FORM:

Assistant City Attorney



LOVELAND

287

STRATEGIC PLAN

PLANNING COMMISSION DRAFT
15 June 2015



ACKNOWLEDGMENTS

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CHAPTER 1.

INTRODUCTION

DRAFT



PRIMARY PLAN GOALS

- Encourage and facilitate redevelopment of declining areas;
- Enhance business opportunities;
- Increase jobs and generate new tax revenue through new development and redevelopment;
- Generate private investment;
- Create a pleasant, safe, and inviting streetscape;
- Maintain and enhance multimodal mobility;
- Improve public safety and infrastructure;
- Enhance and promote parks and trails as community amenities;
- Foster community support through extensive outreach to property and business owners;
- Create a positive image and an identity through well designed, high-quality development;
- Establish gateways to the City and Downtown Loveland; and
- Define an implementation strategy and provide specific recommendations for City Council.

PURPOSE

In January of 2012, the Loveland City Council held their annual Council Advance to set the priorities for the year. One of the goals the Council set as a priority was to develop a US 287 Strategic Plan to guide its development and improve business opportunities along the Corridor. This goal was again adopted as a priority by City Council in 2013 and their commitment was reaffirmed with the subsequent funding for the project.

As the main north-south route through Loveland, and one of the main corridors into Downtown, the US 287 Corridor will serve as an important future growth area and has great potential for redevelopment and becoming an enhanced gateway for Loveland. This Plan serves as a guide for residents, property and business owners, developers, City staff, and elected officials in making good land use, design, and development decisions within the Corridor.

A key outcome of this Plan is an understanding of, and strategies that address, the Corridor's competitive business position, and the type and combination of supportable retail, office, residential, and industrial space that can be retained and attracted to the Corridor. The Plan also identifies impediments associated with development and creates strategies to facilitate redevelopment, attract private investment, and create a positive image through well designed streetscapes and high-quality development.

The purpose and overall goal of this Strategic Plan is to identify strategies and projects that will enhance the area's appeal to businesses and leverage new public and private investments to **spur additional economic opportunity within and adjacent to the Corridor, as well as associated redevelopment opportunities.** This Plan outlines new initiatives consistent with City Council's guidance to redevelop, improve, and sustain this area, which has long been associated with primarily highway-oriented commercial uses. These initiatives focus on the best means of upgrading, improving, repositioning, and attracting new investment, including catalytic projects that could transform the Corridor into a regional destination. One of these projects encompasses redeveloping the commercial node surrounding 29th Street into a pedestrian-oriented, mixed-use shopping and entertainment district. Another project focuses on enhancing the Big Thompson River where it crosses US 287, creating new opportunities for river-oriented shops, restaurants and recreation.

The planning effort was designed as a community-based initiative, and focuses on those actions that best strengthen the Corridor's economic position, ultimately offering an overall vision and associated action items. The Purpose, Need, Vision, Economic Strategies, Actions, and Sub-Actions have been developed and refined through a 12-month public participation process.

NEED

The US 287 Corridor presents an opportunity to reinvest and reinvigorate commercial development along the Corridor. Disinvestment along the Corridor has resulted in a declining appearance and declining performance along some segments. However, some quick fix opportunities exist to improve the public safety and overall appearance of the Corridor by constructing a complete system of pedestrian and bike connections, streamlining and offering more flexibility for development and redevelopment options, and facilitating a more consistent streetscape. To achieve the full potential of the Corridor, there is a need for additional diversity in businesses to cater to large segments of residents in the region. As shown in the market study, there is also a need for new development of mixed use neighborhoods, neighborhood and community-serving retailers, hotels, and new entertainment venues adjacent to the Corridor. These signs of declined investment represent a problem that was most likely magnified with the recession, and exacerbated by increasing competition from other communities. Seven statements of overall need are addressed below:

The Corridor accounts for a large portion of the city's tax revenue and key areas show decline.

A market analysis, completed as part of this Strategic Plan, has emphasized the City budget's reliance on its retail and commercial base, including the businesses along US 287. The analysis determined that as much as 25% of the City's sales and jobs are located along and adjacent to this Corridor. The decline or failure of this area therefore has much broader implications than just the success or failure of individual properties along the Corridor; the entire City has a vested interest in the area's vibrancy.

The Corridor provides primarily underperforming retail.

In order for the Corridor to redevelop and realize its full potential, the Corridor must better serve the surrounding neighborhoods that comprise its primary customer base and attract higher quality retailers, mixed use developments, and entertainment venues. The absence of a larger consumer base has resulted in disinvestment in key areas and, in turn, a declining appearance. This decline in prosperity of key areas along the Corridor indicates that some areas need to be repositioned.

US 287 is experiencing increased competition.

US 287 competes against newer retail centers further north and south on the Corridor as well as other corridors such as US 34 and Harmony Road in Fort Collins. The redevelopment of Fort Collins' Foothills Mall and the development of new retail centers within Centerra along I-25 have resulted in increased competition on the Corridor.



There is underutilized retail and a lack of supporting housing stock.

There is a shortage of quality, market-rate, multifamily housing within the US 287 study area. Many local retailers do not have sufficient local housing to support their business and rely to a great degree on drive-by traffic. Many existing housing developments built adjacent to the Corridor do not have easy access to local commercial areas. Areas within walking distance of retailers, which could be occupied by housing, are often occupied by a continuous strip of commercial retail. This pattern does not break up the existing commercial or create strong nodes of commercial activity.

The north and south gateways to the City of Loveland need enhancement.

US 287 is Loveland's gateway from Fort Collins to the north and from Berthoud/Longmont to the south, and yet it does not have an identity unique to Loveland. While recent wayfinding signage has improved this, there is no unique character or unifying theme for the Corridor. In some cases, these characteristics can deter additional private sector reinvestment.

Current transportation facilities do not support the Corridor's mobility and economic goals.

US 287 is a major north/south corridor that acts as Main Street in the City of Loveland, and serves local, regional and inter-regional automobile, transit, bicycles, pedestrians, and freight. The Colorado Department of Transportation (CDOT) retains ownership of this roadway and is considered a partner in transportation with the City of Loveland. At certain areas, current vehicular congestion detracts from the visitor experience, and the Corridor lacks access control in key locations and other improvements which could improve traffic flow. A transit system is present; however the strategies to continually advance this system have not yet been outlined. Bike access north-south is secondary and discontinuous. Pedestrian access, especially within existing commercial centers, is not prevalent, reducing length of stay and overall shopper experience. Capacity, overall mobility, and quality of experience of US 287 will continue to be reduced without improvements.

The area suffers from unique impediments to economic development within each zone.

The Corridor changes in character, issues, and opportunities within each Zone. Zones at the south end lack utilities, reducing the opportunity for new development. In many segments, older properties are in need of repositioning. Several zones are challenged by risks and benefits associated with natural resources, including the Big Thompson River. The Corridor's five Zones are described below. Challenges specific to each Zone are described in subsequent sections, and further detailed in subsequent Volumes, specific to each Zone.

PROJECT ZONES

Zone 1:

Between 71st Street & 37th Street

Zone 2:

Between 37th Street & the Cemetery

Zone 3:

Between the Cemetery & 8th Street

This Plan does not include the Downtown, as the Downtown Strategic Plan and Implementation Study addresses this area

Zone 4:

Between 1st Street & SH 402

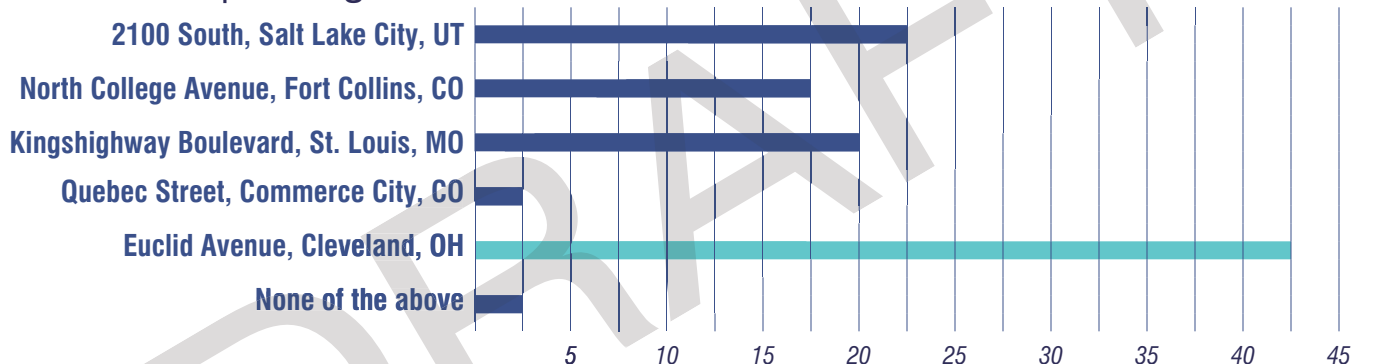
Zone 5:

Between SH 402 & SH 60

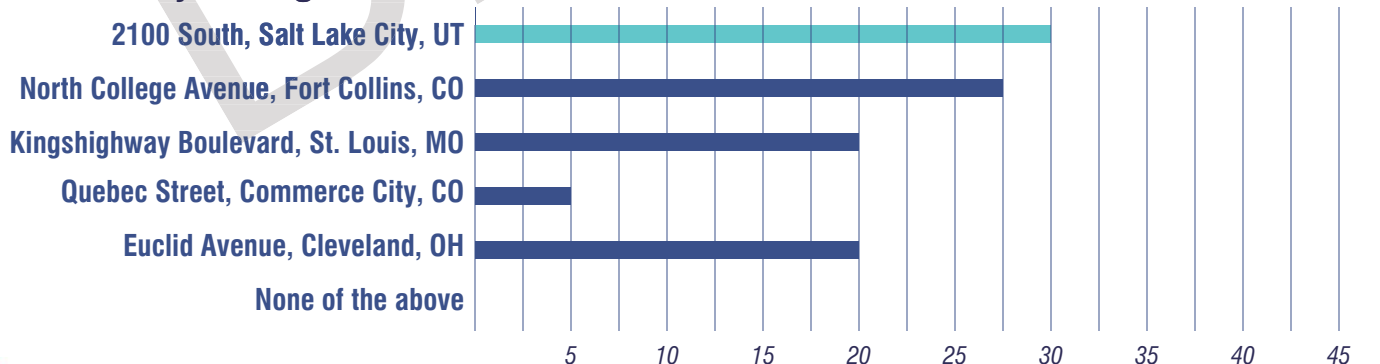


After learning about each corridor, meeting attendees participated in an electronic polling activity. Participants were asked to select which corridor they found the most memorable. Key discussions focused on which qualities make a great street and, more importantly, a great economic corridor, as well as those attributes that could be applicable to US 287. Results varied from one session to another, but, overall Cleveland's Euclid Avenue and Salt Lake City's 2100 South (Sugarhouse District), were ranked the highest in workshops and online surveys. The following charts show the reasons survey participants made their selected choices. Building design and scale and a modern unique streetscape look with an integrated multimodal transportation system were some of the largest factors.

Public Workshop Polling Results



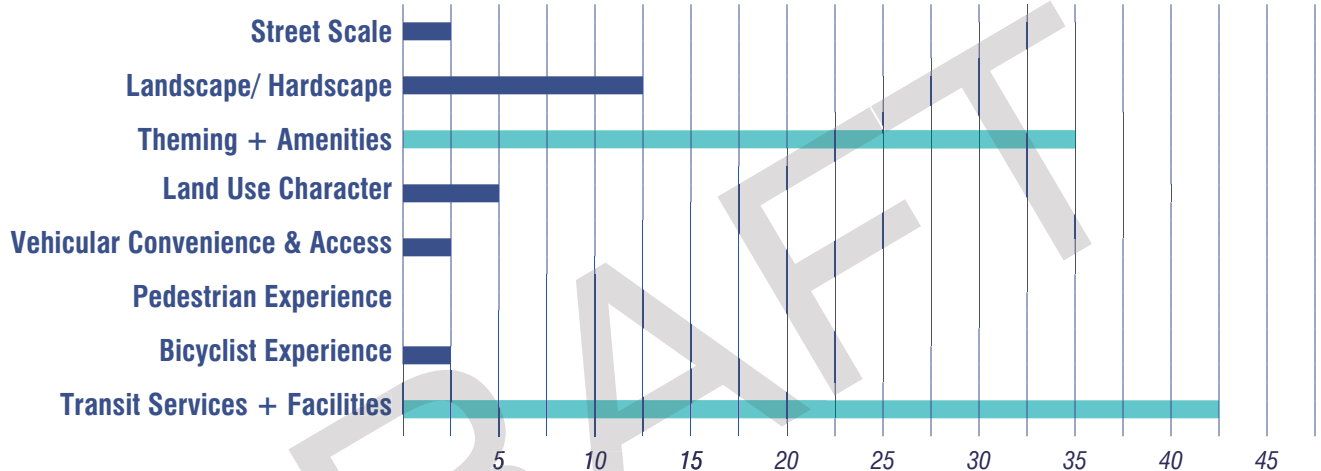
Online Survey Polling Results



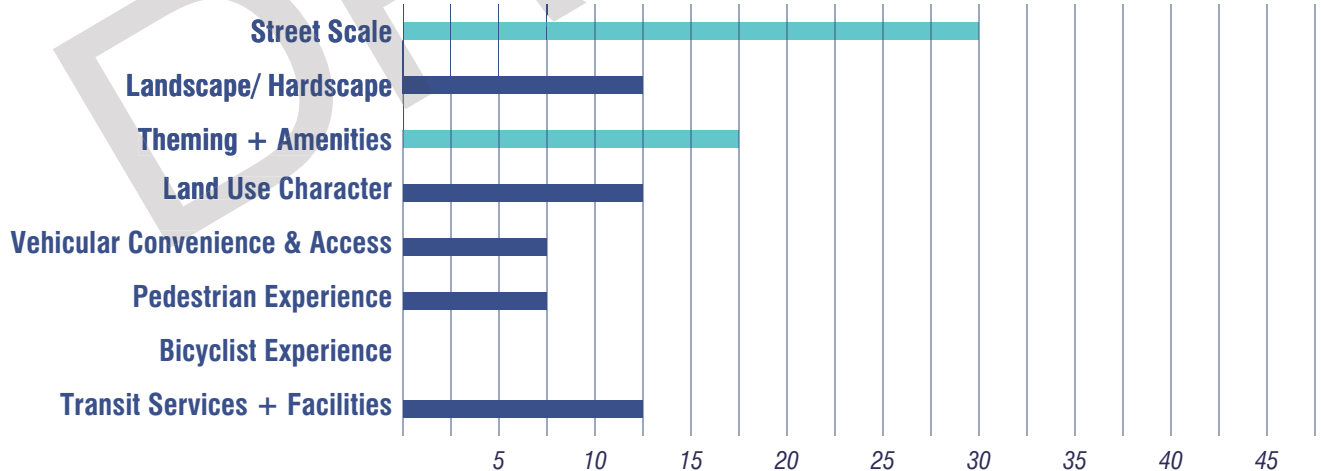


Overall, Euclid Avenue and 2100 South/ Sugarhouse District were ranked the highest in workshops and online surveys.

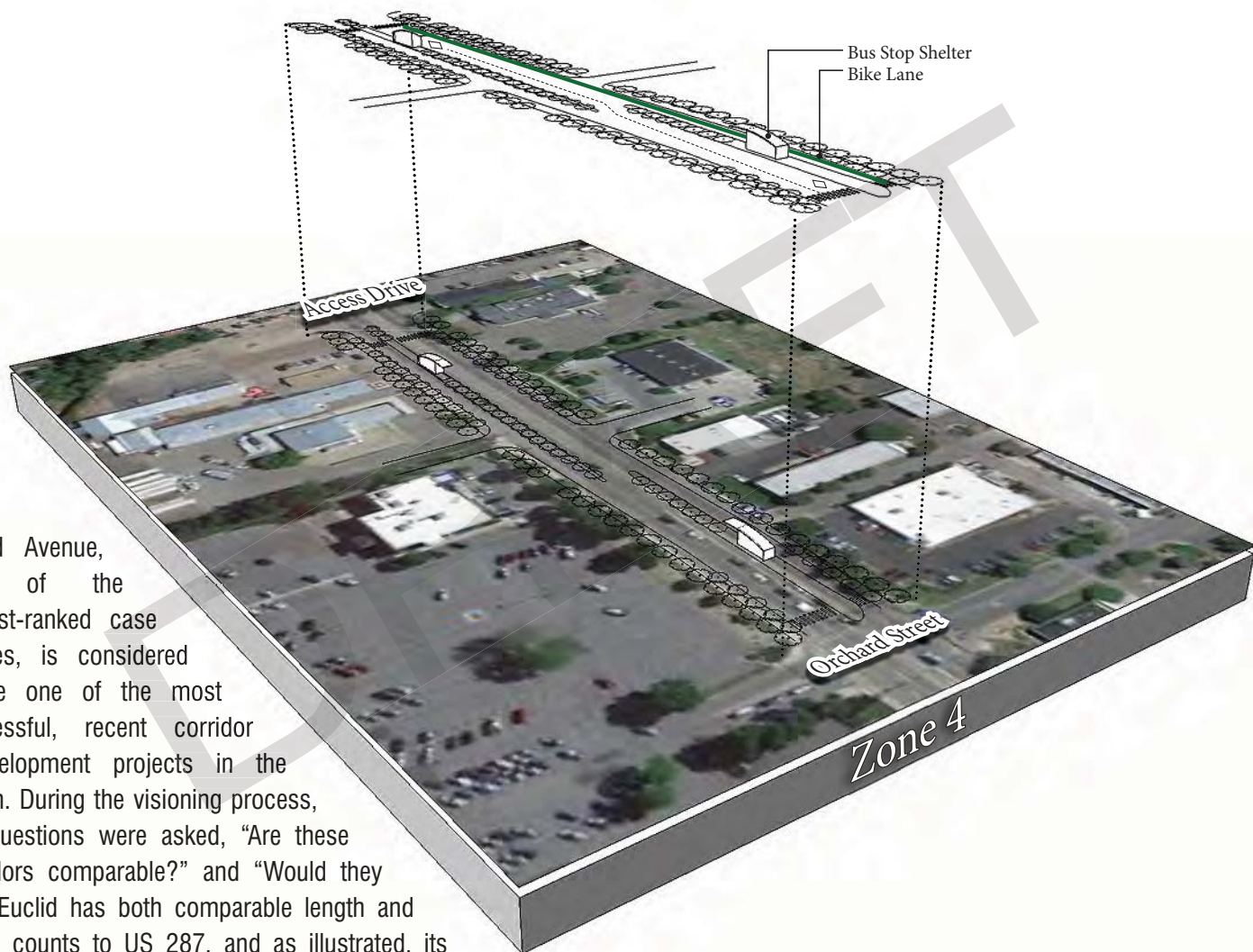
Euclid Avenue Desired Elements



2100 South/ Sugarhouse Desired Elements



Euclid Avenue, one of the highest-ranked case studies, is considered to be one of the most successful, recent corridor redevelopment projects in the nation. During the visioning process, the questions were asked, “Are these corridors comparable?” and “Would they fit?” Euclid has both comparable length and traffic counts to US 287, and as illustrated, its cross section easily fits into US 287.



GREAT STREETS

Allan Jacobs, the author of Great Streets, has observed and measured scores of famous urban streets and boulevards, in order to explore what makes great public streets. His book provides a tool to analyze and quantify the initial reaction when confronted with these streets. Criteria include:

A Defined Street

- Is the street an extension of a downtown?
- What is the overall width and number of travel lanes?
- Does it have a beginning and/or end?
- Is it contained with building enclosure?

Places for People to Walk and Bike with Some Leisure

- Does the right-of-way include sidewalks?
- Is the area pedestrian-oriented?
- Does the right-of-way include bicycle lanes?
- Does the area contain connections to off-street trails and greenways?
- Could the street be considered bike-dominant?
- Does the street include high-efficiency transit facilities?

Physical Comfort

- Does the right-of-way include on-street parking?
- Does the right-of-way include pleasant, interesting, and well-maintained landscaping?
- Is it safe?

Qualities that Engage the Eye

- Does the area include unique theming and/or design features?
- Does the right-of-way highlight the area's arts and culture?
- Are there pedestrian plazas and places adjacent to the corridor?

Unique Character

- Does the corridor boast an eclectic mix of land uses?
- Do the style of the street features and elements reflect the local values and culture

Through this analysis of great streets coupled with public feedback on each case study, an overall vision for corridor improvements was illustrated. While this depiction illustrates one of many possible options for implementation, the separate components were all identified as important factors to consider and include in the enhancement of the corridor. Such improvements intend to maintain the vehicular mobility of the corridor, but allow for the flexibility and promotion of redevelopment and economic improvement of the corridor in its entirety.

New development with minimum setbacks, mix of uses, and additional building height
Sculptural pedestrian lighting

Highway lighting



Improved facades at existing buildings

Raised median with curbs, drought-tolerant and native plantings, and porous paving edges

Turn lanes at breaks in medians



Maintained vehicular mobility

*Modern bus stop with
enhanced transit service*

*Landscaped buffer with
consistent tree canopy*

*Detached walk with
paver edge*



*Consistent, clear, and
easily legible signage*

*Painted and textured buffer
and separated bike lane*

Drawing is conceptual and illustrates one of many possible futures.

LOVELAND'S US 287 CORRIDOR WILL BECOME A THRIVING ECONOMIC CORRIDOR BY:



1 Creating an environment that promotes the growth and diversification of employment opportunities.



2 Preserving desirable land uses and accommodate new uses that improve the character and economic position of the corridor.



- 3** Developing improved multimodal connectivity while balancing vehicular mobility, to provide safe and pleasant access to adjacent businesses.



- 4** Protecting and capitalizing on the parks, cultural resources, historical heritage, and natural resources.



- 5** Emphasizing the enduring nature of materials, architectural character, and site design that supports Loveland's identity.



PROCESS

The US 287 Study Team and Advisory Committee were established in late 2013. Committee membership was structured around City staff, agencies, and stakeholder organizations to provide an efficient and productive means for ensuring meaningful participation from the Corridor's business and property owners. The Study Team met seven times, and the Advisory Committee met five times over the past year. Their key recommendations formed the basis for the development of this plan.

US 287 business owners, property owners, and residents, and the larger Loveland community played a significant role in the development of this Plan. In total, a dozen meetings were held with individual property owners, and strengthened with a corridor business walk, a business forum, study session with Planning Commission, study session with City Council, input from the Loveland Downtown Partnership, and three public workshops series, consisting of multiple meetings. These public events were held during the visioning, strategy, and recommendation stages of the Plan. An online virtual event was held on the web following each public event, and additional input was provided through multiple *Create Loveland*, the City's Comprehensive Plan Update, public events.

Subsequent presentations were made to both Planning Commission and City Council in March. A final set of property owner meetings and public open houses will be held at the end of May to review the Draft Plan, and public hearing and adoption are expected in June and July of 2015.

PHASE 1: INITIATION

PHASE 2: ANALYSIS

PHASE 3: VISION + ALTERNATIVES

PHASE 4: DRAFT + FINAL PLAN



CHALLENGES, OPPORTUNITIES, ECONOMIC STRATEGIES, ACTIONS

This plan is organized by Zone and covers the challenges, opportunities, economic strategies, actions and subactions of each.

CHALLENGES + OPPORTUNITIES

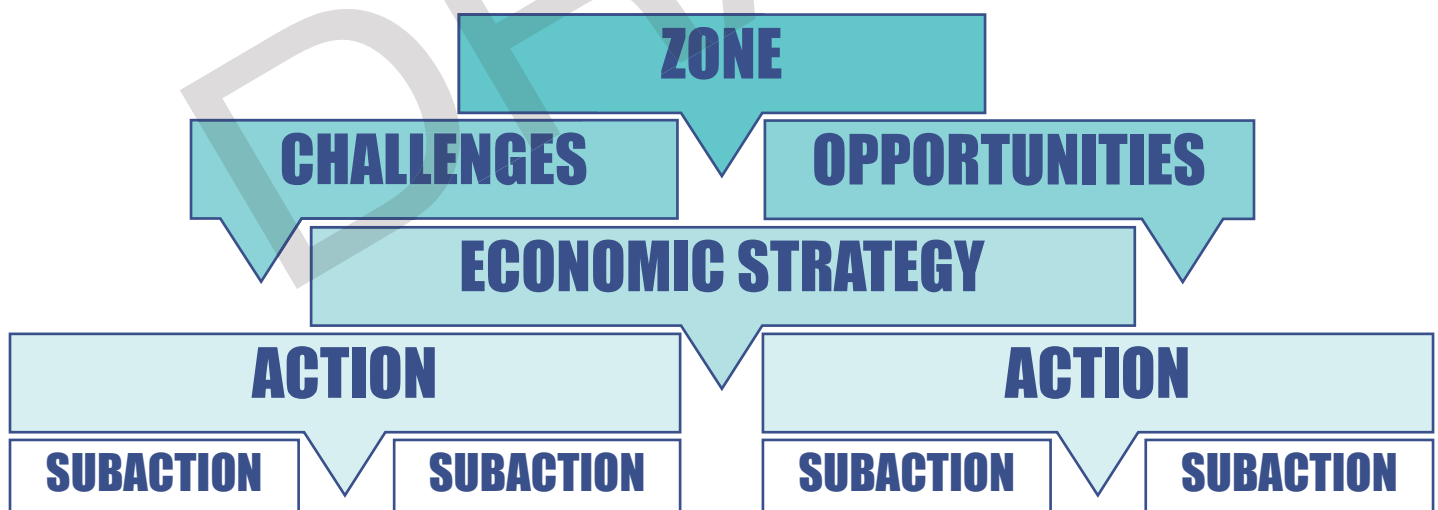
The five sets of Challenges identify the general issues that each Zone of the Corridor is facing. While many of the issues are common to multiple Zones, some issues exist only in specific areas. Each Zone also has opportunities that can be capitalized upon to effect positive change along the Corridor.

ECONOMIC STRATEGIES

The five Economic Strategies are the overall approach to investments within each Zone, based on the purpose of the Plan and each Zone's particular Challenges and Opportunities. Strategies will be annually monitored in order to adjust and prioritize.

ACTIONS + SUB-ACTIONS

The 18 Actions have been drafted in order to provide a targeted solution to improve the economic position of each Zone. Thirty-seven Sub-Actions have been categorized into study, policy, and project actions, and are further detailed by anticipated cost and anticipated effectiveness in influencing change. Actions and Sub-Actions should be annually monitored in order to adjust and re-prioritize if necessary. Each of these Actions and Sub-Actions are described in further detail in the five subsequent Volumes.





ZONE 1: 71ST STREET TO 37TH STREET

Challenges

A large number of vacant commercial properties along US 287 from 37th to 65th create gaps in destinations, and the strength of the Longview/Midway employment node is not being leveraged to generate additional growth.

Economic Strategy

Concentrate future commercial uses at 65th Street, and employment uses in Longview/Midway. Transition remaining corridor to community-oriented services and higher-density residential uses to create more coherent and better planned commercial nodes, and open vacant parcels to alternative development opportunities.

Actions

1.1 Encourage Mixed Use. Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.

1.2 Include Multimodal Amenities. Improve the overall street section and east-west connections to incorporate multimodal travel.

1.3 Attract Business. Leverage the existing employment concentration to strengthen employment base and attract additional business.

Sub-Actions

Zoning District Map Revisions & Code Updates • Bike & Pedestrian Amenities & East/West Connections • Gateway Enhancements • Longview/ Midway Industrial Park and the Peakview Commercial Park Expansion



ZONE 2: 37TH STREET TO CEMETERY

Challenges

The 29th to 33rd Street commercial area is the most viable commercial node in the Corridor and yet is underperforming, circulation and access is confusing, and the shopping center overall has opportunities for improvement. Current city zoning and development regulations promote incremental, piecemeal improvements that tend to discourage reinvestment.

Economic Strategy

Create a public/private development plan to revitalize and expand the 29th Street commercial node as a community shopping and entertainment destination for central and north Loveland.

Actions

2.1 Revitalize the 29th Street Commercial Area. Develop a commercial district revitalization plan.

2.2 Simplify Connections. Reorganize the street network and walk and trail connections for improved vehicle, pedestrian, and bicycle access and connectivity.

2.3 Improve Dry Creek Culvert. Improve culvert and pedestrian crossings at Dry Creek.

Sub-Actions

Orchards, Loveland Market Place and Palmer Gardens Area Plan • ULI Healthy Places Workshop • Reorganization of Roadways & Connections at 29th • Garfield Avenue Bike Boulevard Study • Dry Creek Culvert Enhancements • 37th Street Completion





ZONE 3: CEMETERY TO 8TH STREET

Challenges

Many existing properties are underperforming, with an abundance of vacant sites of narrow frontages, shallow lots, and inadequate access for commercial redevelopment. These small lots under separate ownership cause complications in redevelopment options. A lack of pedestrian access and appropriate separation from auto traffic creates an unsafe and unpleasant environment.

Economic Strategy

Improve the couplet right of way to create more functional commercial sites and attract higher quality uses oriented to Downtown as well as the surrounding residential neighborhoods.

Actions

3.1 Allow Mixed Use. Expand the Downtown Activity Center (DAC) land use designation and the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA boundary.

3.2 Improve Multimodal Amenities. Improve the pedestrian environment and add bike lanes.

3.3 Initiate the US 34/US 287 Redevelopment Plan. Create a redevelopment plan for the US 34 & US 287 intersection as a key gateway into Downtown.

Sub-Actions

DAC & B-E Designation Expansion • Couplet Area Plan • Couplet Mobility & Streetscape Improvements • 5th – 7th Street/ Railroad Avenue Station Area Plan • US 34/ US 287 Area Plan.



ZONE 4: 1ST STREET TO SH 402

Challenges

In general, the area consists of small lot, underperforming commercial and industrial uses. Commercial frontage development potentials are compromised by adjacent industrial uses to the east. The flood hazard limits reinvestment opportunities for certain properties, while the area's development does not capitalize on the Big Thompson River as an amenity.

Economic Strategy

Create an enhanced Big Thompson River corridor with public spaces and amenities to make existing properties more attractive, and riverfront sites that will attract new commercial development.

Actions

4.1 Mitigate Flood Hazard. Mitigate the flood hazard and reduce the possibility of future damage from flood events.

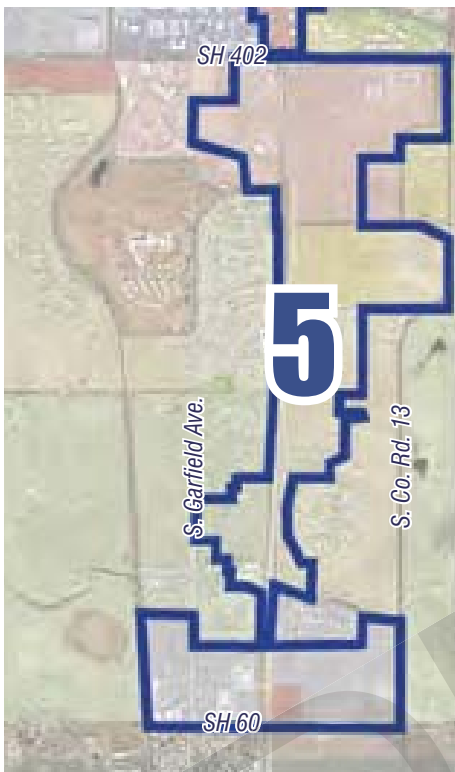
4.2 Create an Area Plan. Create a plan to capitalize on flood mitigation efforts and convert the US 287/ Big Thompson River crossing into a Big Thompson River District (i.e. Estes Park, Pueblo, or Golden).

4.3 Create Gateway. Replace the bridge across the Big Thompson River to help mitigate flooding and create a southern gateway to Downtown.

Sub-Actions

Big Thompson River Bridge Replacement • Ongoing Mitigation and Enhancements • Big Thompson River District Area Plan • Zoning District Map Revisions • Big Thompson River Bridge Enhancements





ZONE 5: SH 402 TO SH 60

Challenges

The area is sparsely developed with large vacant areas, a lack of connected street network, a lack of extended infrastructure to serve the area, and a lack of households to support new commercial uses. The area also lacks a cohesive land use plan and annexation plan for the multiple County enclaves within the area.

Economic Strategy

Concentrate future commercial and employment development and high-density residential development at SH 402 while maintaining and expanding low- and medium-density residential uses to the south.

Actions

5.1 Modify Future Land Use & Zoning.

5.2 Create Gateway. Create a southern gateway into Loveland.

5.3 Develop Master-Planned Residential Communities. Promote the development of contiguous, master-planned neighborhoods.

Sub-Actions

Future Land Use Map Revisions • Zoning District Map Revisions • Gateway Enhancements • Utility Master Plan • Metro Districts Allowance



CORRIDOR-WIDE ACTION PLAN

ALL ZONES

Actions

6.1 Improve Corridor-Wide Aesthetics.

6.2 Improve Mobility. Improve transit service, as well as bike and pedestrian access.

6.3 Identify Future Annexation Areas. Identify those parcels within the study area that will be annexed, and determine timeframes.

Sub-Actions

Municipal Code Updates • Code Enforcement Coordination • Overhead Utility Line Burial • Transit Service Improvements • Access Management • Sidewalk Construction • Annexation Study

A detailed Action Plan, developed and prioritized by the community, stakeholders, and advisory committees, is summarized here and fully outlined within each subsequent Volume. A total of **5 Economic Strategies, 18 Actions, and 37 Sub-Actions** have been identified for the 8-mile Corridor.

Together, these Strategies work to provide a coordinated approach to spur additional economic development within and adjacent to the Corridor. Each Strategy's corresponding Sub-Actions have been individually ranked based on their ability to address the specific issues related to each Zone. In order to classify the project packages, the Sub-Actions have been divided into three project types: **policies, studies, and projects.**

PRIORITIZATION

A comprehensive analysis of priority projects was identified by determining each Sub-Action's overall effectiveness vs. anticipated cost:

- Effectiveness: **impact** - the ability to improve the economic position of the Corridor; and **influence** - the geographic scale of change and the ability to improve all five zones.
- Cost: the potential cost vs. revenue generated.

Please refer to the quadrant diagram on the following page for the results on this analysis.

IMMEDIATE ACTION PROGRAM

This initial work program focuses on:

- those immediate projects that should result in transformative change within the first two to five years of implementation;
- quick fixes that set underlying policy structures or funding mechanisms in place for future change;
- projects that enhance public safety; and
- projects that have been heard as a high priority from public outreach.

The initial work program predominantly targets those Sub-Actions found in Quadrants 1 and 2, as shown on the following page. Quadrant 1 includes those projects that are considered to be transformative in nature with a higher cost; while Quadrant 2 projects are those that are a little less costly, but still have the capability for incremental positive change over time.

The remaining Quadrant 1 and 2 projects, as well as those Quadrant 3 and 4 projects should be pursued as part of the long-term work program and evaluated annually. Many of these projects would also require additional funding sources, including special assessments, or funding from state and federal agencies.

LONG-TERM WORK PROGRAM

Optimally, all Sub-Actions should be anticipated to be implemented within a 20- to 25-year timeframe. As the Strategic Plan is designed to be flexible in order to be adaptive, responsible, and decisive in implementing these projects, these Sub-Actions should be continuously monitored to evaluate the course of the Corridor and ensure its desired economic position is realized.

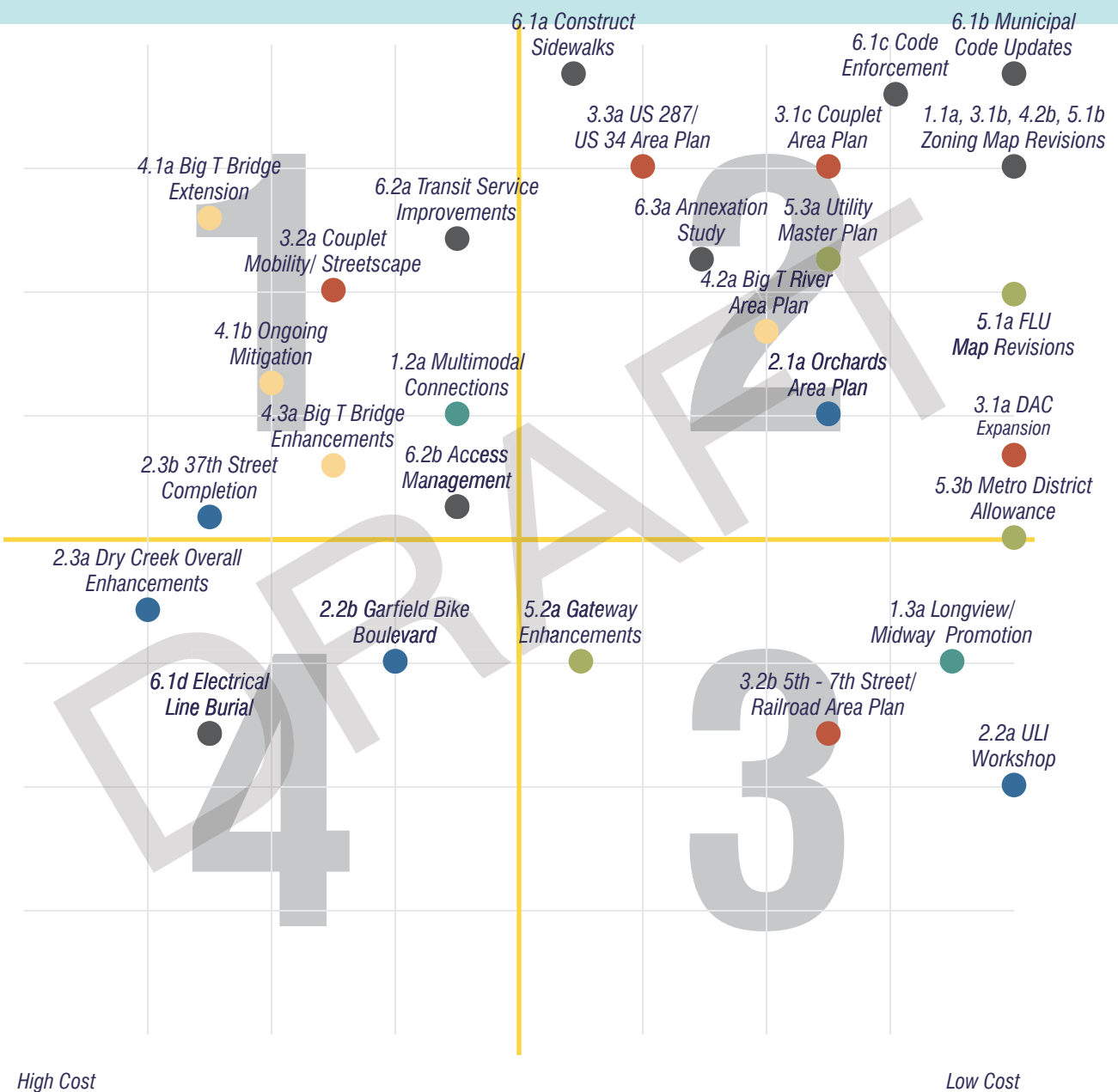
A work program for implementing the Strategic Plan should be created and reviewed annually by City Council and City staff. The initial work program should be created immediately following City Council's adoption of this Plan, and should be revisited each year as part of the budgeting process. In setting the work program, City Council should evaluate which projects are most needed by reviewing work completed over the past year, available funding, and strategies based on how well the Corridor is adapting to the vision. The work program process may also result in the reprioritization of projects if expected results are not realized.

These corrective actions will ensure the desired end result is achieved. Resources required to implement the strategy will be considered, along with parties responsible for implementing the project and the timeframe for implementing the strategy. Moreover, as strategies are completed and/or new best practices, technology, and information become available, the work program may include projects not listed in this document. **However, each project or action should be relevant to an Economic Strategy within this Plan and measured by effectiveness and cost.**



High Anticipated Effectiveness

Low Anticipated Effectiveness



IMMEDIATE ACTION PLAN

QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to City	Citizen Concern
Zone 1	1.1a. Zoning Code Updates: Update the zoning code, including new overlay zones, to promote mixed use and residential development to support retail districts to the north and south. Create an overlay zone that reflects intent of the Complete Neighborhood category of the Future Land Use Plan. Update Shared Parking standards to provide reduced parking requirements for mixed-use areas as a whole, and not just mixed-use buildings.	<ul style="list-style-type: none"> • Removes barriers to redevelopment • Facilitates business reinvestment • Brings retail customers into walking and biking distance 	Lead	Approx. \$20,000 In house and funds appropriated for code consultant	Medium
	1.2a. Bike and Pedestrian Amenities & East/West Connections: Require pedestrian and cyclist amenities as new development occurs along US 287 and from adjacent neighborhoods. Require that new development provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods. Look at revising the purpose of the B zoning designation to include the encouragement of walking and biking access to and from adjacent neighborhoods, and add a subsection outlining circulation and access standards for vehicles, bicycles, and pedestrians, such as stated in 18.29.040B.	<ul style="list-style-type: none"> • Improves public safety • Increases business activity by providing easy access from adjacent residential neighborhoods • Promotes business reinvestment 	Lead, with CDOT coordination	No cost, unless provided by City as incentive	High
	1.2b. Gateway Enhancements: Create a northern gateway into Loveland.	<ul style="list-style-type: none"> • Promotes City recognition • Builds sense of City pride 	Lead	Approx. \$250,000	Medium
Zone 2	2.2a ULI Building Healthy Places Workshop: Utilize the outcomes of the spring workshop to inform additional changes or amenities within the area.	<ul style="list-style-type: none"> • Promotes citizen awareness regarding the built environment and healthy living opportunities 	Lead	No cost, awarded through grant	High
	2.3a. Dry Creek Culvert Enhancements: Improve pedestrian access and connectivity across Dry Creek with the construction of sidewalks on the culvert.	<ul style="list-style-type: none"> • Improves public safety 	Lead, with CDOT coordination	Over \$500,000	Medium



QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to City	Citizen Concern
Zone 3	3.1a DAC Expansion: Expand the DAC land use designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	<ul style="list-style-type: none"> Facilitates Downtown's continued revitalization 	Lead	No cost, in house	Low
	3.1b. Zoning District Map Revisions: Expand the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	<ul style="list-style-type: none"> Promotes mixed use within the DDA Provides more land use options to facilitate redevelopment 	Lead	No cost, in house	Medium
	3.3a. US 34/ US 287 Area Plan: Create a redevelopment plan for the US 34/ US 287 intersection as a key gateway into Downtown.	<ul style="list-style-type: none"> Improves transportation flow through the intersection Catalyzes business reinvestment or new development Promotes City recognition Builds sense of City pride 	Lead	Approx. \$200,000	High
Zone 4	4.2a. Create Big Thompson River District Redevelopment Plan: Capitalize on flood mitigation efforts and establish a Big Thompson River District for the US 287/ Big Thompson River crossing.	<ul style="list-style-type: none"> Uses outside funding source to capitalize on flood mitigation efforts Catalyzes business reinvestment or new development 	Lead	Approx. \$200,000	High

QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to City	Citizen Concern
Zone 5	5.1b. Zoning District Map Revisions: Promote a node of mixed use and higher density residential at SH 402. Investigate the rezoning of parcels at the intersection of SH 402 from B to MAC designation.	<ul style="list-style-type: none"> • Concentrates living units in closer proximity to community commercial uses • Reduces vehicle miles traveled • Utilizes a more efficient provision of public infrastructure 	Lead	No cost - in house	Medium
	5.2a Gateway Enhancements: Create a southern gateway into Loveland.	<ul style="list-style-type: none"> • Promotes City recognition • Builds sense of City pride 	Lead	Approx. \$250,000	Medium
	5.3a. Utility Master Plan: Plan for all utilities south to SH 402 and what the city and/or county will fund vs. private development	<ul style="list-style-type: none"> • Allows new development a funding option for extension of sewer services 	Lead	Approx. \$150,000	Low
A I Zones	6.1a. Construct Missing Sidewalk Segments: Build missing sections of sidewalks along the length of the Corridor. Continue to enforce curb, gutter, and sidewalk construction and maintenance, utilizing the ultimate roadway cross sections.	<ul style="list-style-type: none"> • Improves public safety • Strengthens mobility • Increases length of stay/visitor experience 	Lead	Over \$500,000	High
	6.1b. Underground Utility Lines: Continue to bury utility lines as ongoing capital improvement projects, utility service upgrades, and new development or redevelopment. Continue to coordinate with other service providers to do the same.	<ul style="list-style-type: none"> • Improves reliability of electric service and visual impacts on Corridor • Promotes business reinvestment 	Partner with utility suppliers and private entities	Approx. \$1 million per mile/ \$300,000 per block	Low
	6.3a. Annexation Study: Complete an in-depth analysis and study of those lands that still need to be annexed into the City, along with improvement costs, phasing, and funding recommendations.	<ul style="list-style-type: none"> • Allows for sense of surety for new development • Promotes private development 	Lead, with County co-ordination	Approx. \$150,000	Low



CHAPTER 2.

ZONE 1

DRAFT

ZONE 1: 71ST STREET TO 37TH STREET

CONTEXT

Zone 1 of the Corridor begins at 71st Street near the northern boundary of Loveland and stretches almost 2.5 miles south to 37th Street. The Longview / Midway business park, Wal-Mart Supercenter, and Crystal Landscape Supplies represent the northern gateway of US 287 into Loveland, but the area lacks a sense of arrival. The Longview / Midway business park contains a significant amount of industrial and flex space and the City would like the area to attract additional tenants. The 200,000-square-foot Wal-Mart anchors a commercial node at 65th Street, known as Wintergreen Village, which includes fast food and health care services. Wintergreen Village was built in 2007 prior to the economic recession and was likely planned to serve new residents of northern Loveland and southern Fort Collins, yet much of the surrounding area remains undeveloped. Today, the area represents one of the Corridor's four major employment nodes with approximately 1,300 workers.

South of 57th Street to 37th Street, small- to mid-scale retail, service, and civic uses abut US 287, while residential neighborhoods are typically located at least 300 feet from the highway with vacant land in between. The area suffers from a lack of east-west connectivity between residential development and highway-oriented uses and a lack of concentrated destinations, or activity centers. North-south mobility along the highway itself is great for vehicular traffic, but a lack of pedestrian, bicycle, and transit amenities make it difficult to travel even short distances without a car.

There is too much commercial land planned within this Zone, and there are several vacant, commercially zoned parcels north of 37th Street that should be given new options through zoning to allow for other uses. The focus of commercial and industrial development should be around the 65th Street intersection and planned developments there. Recent development activity is a positive sign and the City should explore ways to continue to foster this activity. Changes to US 287 should support future traffic and circulation needs of the area.





The northern limits of Loveland



Shops at Wintergreen Village



Immanuel Lutheran Church & School



Newer development at Longview / Midway



Two-story building with parking in front

CHALLENGES

A couple of key challenges exist in Zone 1 that are hindering economic development:

- A large number of vacant commercial properties along US 287 from 37th to 65th streets create gaps in destinations.
- The strength of the Longview/Midway Commercial Center on the north end is not being leveraged to generate more growth.
- The transportation network suffers from a low level of east-west mobility.
- A lack of pedestrian and bicycle infrastructure impedes multimodal access along the highway.



Multiple vacant parcels exist with no sidewalks, and bus stops exist with no sidewalks to serve them



East/west streets are few and far between



The Corridor lacks adequate and safe bicycle facilities



Vehicles at auto sales lots encroach the sidewalk, limiting pedestrian mobility



OPPORTUNITIES

Economic development opportunities in Zone 1 should focus on the following:

- Right-size the amount of commercially zoned land, encourage it where it is working, and increase the range of allowable uses.
- Focus economic activity in key areas.
- Let the market continue current momentum.
- Provide more east-west connections.
- Allow mixed use or high-density residential areas through zoning overlays.



High quality office design and landscaping attract employers



High-density housing increases demand for Corridor businesses



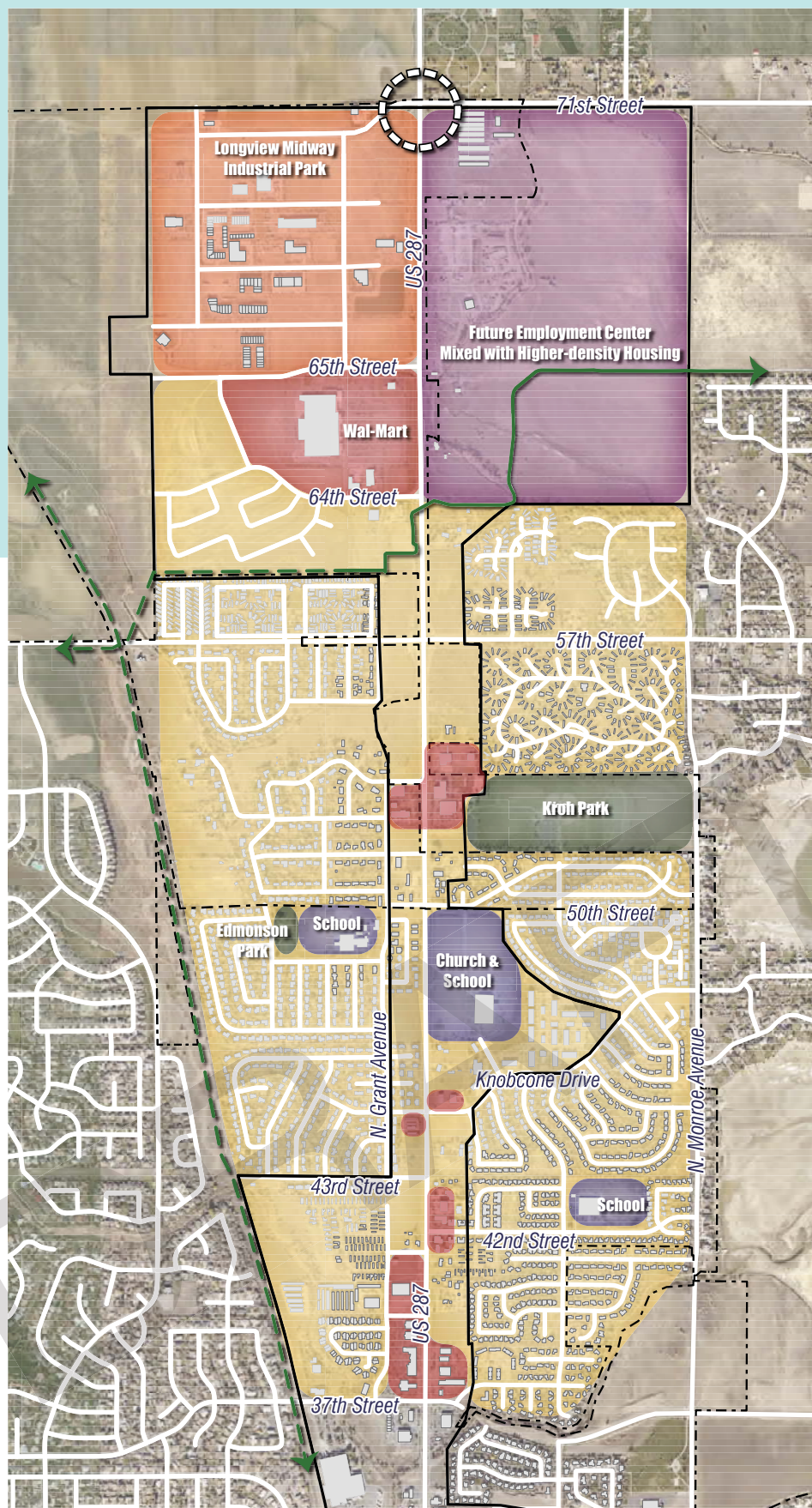
Detached sidewalks, landscaping & public art improve the Corridor

ECONOMIC STRATEGY

Concentrate future commercial uses at 65th Street, and employment uses in Longview/Midway. Transition remaining corridor to community-oriented services and higher-density residential uses to create more coherent and better planned commercial nodes, and open vacant parcels to alternative development opportunities.

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ZONE 1: 71ST STREET TO 37TH STREET

0 Miles 0.25 0.5

- City Boundary
- Corridor Boundary
- Existing Trail
- Proposed Trail
- Gateway
- Retail / Service
- Employment
- Residential
- Park / Natural Area
- Civic
- Mixed Use

ACTION PLAN

The detailed Zone 1 Action Plan consists of three Actions and seven Sub-Actions, as listed in the following table. All Sub-Actions have been individually ranked based on their ability to address the specific issues related to Zone 1, depending on each Sub-Action's overall effectiveness vs. anticipated cost, as shown in the quadrant diagram at right.

ACTIONS

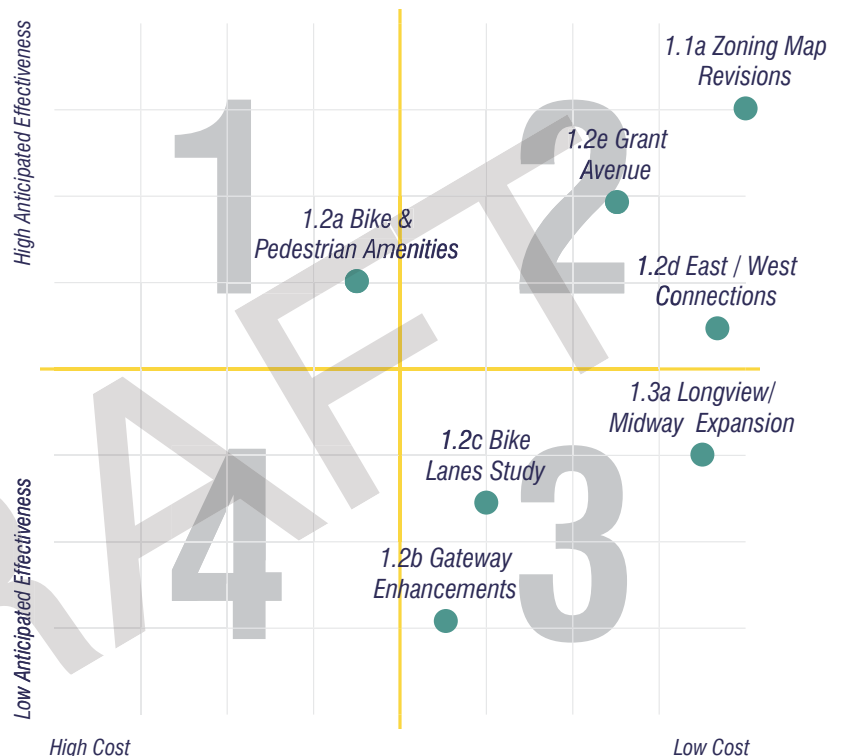
1.1 Encourage Mixed Use. Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.

1.2 Include Multimodal Amenities. Improve the overall street section and east-west connections to incorporate multimodal travel.

1.3 Attract Business. Leverage the existing employment concentration to strengthen employment base and attract additional business.

SUB-ACTIONS

Zoning District Map Revisions • Flexible Code • Bike & Pedestrian Amenities & East/ West Connections • Gateway Enhancements • Longview/ Midway Industrial Park and the Peakview Commercial Park Expansion



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
1.1 Encourage Mixed Use. Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.				
1.1a. Zoning District Map Revisions & Code Updates: Update the zoning code, including new overlay zones, to promote mixed use and residential development to support retail districts to the north and south. Create an overlay zone that reflects intent of the Complete Neighborhood category of the Future Land Use Plan. Update Shared Parking standards to provide reduced parking requirements for mixed-use areas as a whole, and not just mixed-use buildings. Implement a flexible code within the undeveloped area between 64th and 71st Streets to allow for flexibility in development. Encourage rental and ownership high-density housing on the Corridor.	<ul style="list-style-type: none"> • Removes barriers to redevelopment • Facilitates business reinvestment • Brings retail customers into walking and biking distance • Supports transit • Allows developers to create cohesive projects better suited to specific sites • Encourages residential and mixed use development to support commercial uses 	Immediate	In house and funds are appropriated for code consultant	Medium
1.2 Include Multimodal Amenities. Improve the overall street section and east-west connections to incorporate multimodal travel.				
1.2a. Bike and Pedestrian Amenities: Require pedestrian and cyclist amenities as new development occurs along US 287 and from adjacent neighborhoods. Require that new development provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods. Look at revising the purpose of the B zoning designation to include the encouragement of walking and biking access to and from adjacent neighborhoods, and add a subsection outlining circulation and access standards for vehicles, bicycles, and pedestrians, such as stated in 18.29.040B.	<ul style="list-style-type: none"> • Improves public safety • Increases business activity by providing easy access from adjacent residential neighborhoods • Promotes business reinvestment 	Immediate	No cost, unless provided by City	High
1.2b. Gateway Enhancements: Create a northern gateway into Loveland.	<ul style="list-style-type: none"> • Promotes City recognition • Builds sense of City pride 	Immediate	Approx. \$250,000	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
1.2c. Bike Lanes Study: Undertake a study specifically for the US 287 Corridor to investigate the feasibility of a formal, dedicated bike lane for the length of US 287, and look at alternative parallel options through sections of reduced right-of-way widths.	<ul style="list-style-type: none"> • Furthers City plans to provide bike lanes on US 287 • Promotes multi-modal accessibility • Encourages active transportation • Creates a finer-grained transportation network and higher visibility with more development opportunities 	0 - 5 years	Approx. \$200,000	High
1.2d. East/ West Connections: Investigate opportunities for new development to provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods.	<ul style="list-style-type: none"> • Increases east-west mobility and improves access between residential and commercial uses • Provides more cohesive organization of land uses 	0 - 5 years	No cost, in house	High
1.2e. Grant Avenue: Study the feasibility of connecting Grant Avenue between 52nd Street and the Peakview Industrial Park to allow for an additional north/ south connection.	<ul style="list-style-type: none"> • Improves north/ south mobility • Reduces traffic congestion on US 287 	5 - 10 years	Approx. \$50,000 for initial feasibility study	Medium
1.3 Attract Business. Leverage the existing employment concentration to strengthen employment base and attract additional business.				
1.3a Longview/ Midway Industrial Park and Peakview Commercial Park Expansion: Capitalize on the recent growth and development within the industrial park, and promote its access to FLEX bus transit. Work with existing businesses to determine what linkages and partnerships would benefit from additional development.	<ul style="list-style-type: none"> • Increases the viability of this employment center • Provides additional job opportunities • Encourages transit ridership 	0 - 5 years	No cost, in house	Medium



CHAPTER 3.

ZONE 2

DRAFT

ZONE 2: 37TH STREET TO CEMETERY

CONTEXT

Zone 2 begins at 37th Street on the north and terminates at the Loveland Burial Park on the south, covering just over one mile with the highest concentration of commercial uses and employees outside of Downtown. The commercial node centered at 29th Street, stretching up to 37th Street, is the main neighborhood serving activity center on US 287. This node is anchored by Loveland Marketplace, including Hobby Lobby; the Orchards Shopping Center, which includes King Soopers, Office Depot, and Ace Hardware; and Palmer Gardens. King Soopers was recently expanded, which will absorb some unmet demand for a grocery store in the northern segment of the Corridor. The area employs almost as many people as Downtown with 2,300 employees between 37th and 29th streets.

All of this activity generates a lot of traffic. At 28,000 vehicles per day, traffic volumes are higher in this area than anywhere else along the Corridor. A transit station is conveniently located in the Orchards Shopping Center parking lot, serving City of Loveland Transit (COLT) and FLEX bus riders. The COLT provides local and paratransit service within city boundaries and the FLEX is an intercity north/south regional bus route that connects Loveland to Fort Collins, Longmont, and Denver. Unfortunately, pedestrian pathways within the shopping centers, along US 287, and to the transit center are limited and users must walk through parking lots to reach the station and other area destinations.

This area has the potential to be a major community gathering point serving northern Loveland residents; however, it is hampered by poor site design. An improved circulation and access pattern would enhance the attractiveness of retail spaces to shoppers and businesses and open up new retail locations, allowing underutilized parking areas to be transformed into public amenities and gathering points.





Loveland Marketplace



King Soopers in Orchards Shopping Center



Bus transfer station in Orchards Shopping Center



Office buildings in Orchards Shopping Center



Roadway connecting Orchards Shopping Center & Loveland Marketplace lacks sidewalks



Restaurant south of 29th Street with parking in front



Circulation and access within the centers and across US 287 are confusing

CHALLENGES

Several key challenges exist in Zone 2 that are hindering economic development:

- The commercial area between 29th and 33rd streets is the most viable activity center in the Corridor but the quality of the retail store mix is declining.
- The three shopping centers in this area are aging and in need of reinvestment.
- The shopping experience is one dimensional, consisting primarily of neighborhood retail and service uses.
- Current regulations promote incremental, piecemeal improvements and are discouraging reinvestment.
- The circulation and access among the shopping centers is confusing and discourages pedestrian activity.
- The area lacks complete and continuous bike and pedestrian systems, reducing public safety and convenience.



29th Street commercial areas neglect pedestrian needs



Vacant businesses reflect the declining quality of the retail store mix



The shopping centers are aging and the mix of shops lack diversity





Farmers' markets enliven the public realm



High quality landscaping adds value to the community



Entertainment uses add diversity to the shopping experience



Taller buildings near the street create pedestrian-friendly places

OPPORTUNITIES

Economic development opportunities in Zone 2 should focus on the following:

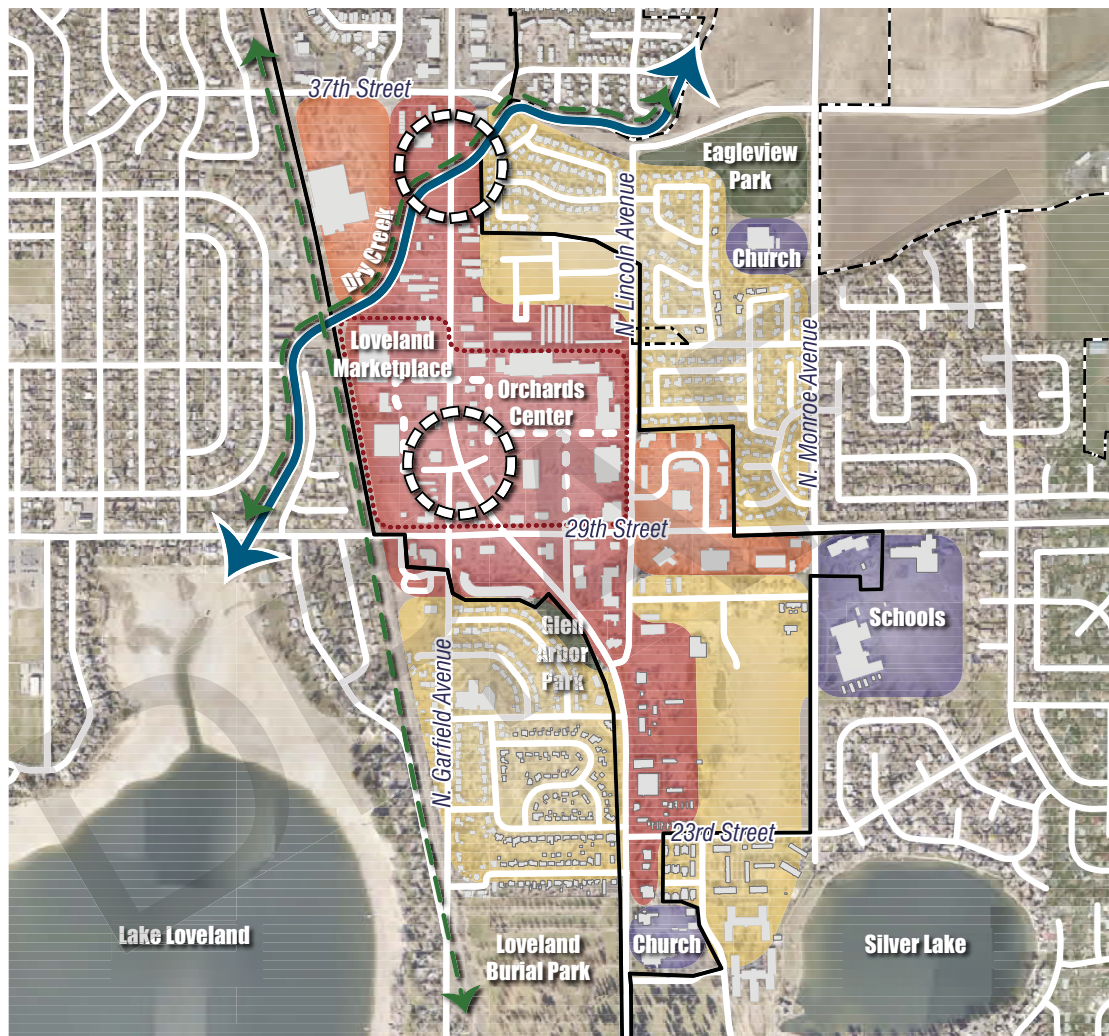
- Revitalize underperforming retail by making the area a destination for surrounding residents.
- Utilize unused areas and parking to create public amenities and gathering points.
- Improve circulation and access to allow retail to perform better and facilitate multimodal access.

ECONOMIC STRATEGY

Create a public/private development plan to revitalize and expand the 29th Street commercial node as a community shopping and entertainment destination for central and north Loveland.

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ZONE 2: 37TH STREET TO CEMETERY

0 Miles 0.25 0.5

- | | | | | |
|--------------------|---------------------|------------------|-----------------------|------------|
| --- City Boundary | — Corridor Boundary | — Proposed Trail | — Waterway | ○ Gateway |
| ● Retail / Service | ● Employment | ● Residential | ● Park / Natural Area | ● Civic |
| | | | | ● Catalyst |

CATALYTIC PROJECT

With input from the City, advisory committees, the public, and private property owners, the consultant team identified a catalytic project that could facilitate the revitalization of the Orchards Shopping Center, the Loveland Marketplace, and Palmer Gardens into a regional destination and mixed-use commercial district that includes retail, office, and entertainment uses. The key tenets of this catalyst are described below and illustrated in a conceptual site plan that represents one of many potential design approaches that could achieve these tenets:

- Create a finer grained pedestrian-scaled street network to improve pedestrian, bicyclist, and vehicular circulation, create new development opportunities, and create a fresh image for the shopping centers.
- Increase connectivity with existing neighborhoods to provide more walkable access.
- Improve the Dry Creek Culvert crossing with bike and pedestrian connections and create a sense of arrival into the commercial area.
- Provide a central median throughout this Zone for improved image and access control.
- Partner with existing property and businesses owners on opportunities to maintain and improve sites throughout the area.



Main street concept with surrounding shopping and amenities



Improved mixed use retail and office uses





Drawing is conceptual and illustrates one of many possible futures.

ACTION PLAN

The detailed Zone 2 Action Plan consists of three Actions and six Sub-Actions, as listed in the following table. All Sub-Actions have been individually ranked based on their ability to address the specific issues related to Zone 2, depending on each Sub-Action's overall effectiveness vs. anticipated cost, as shown in the quadrant diagram at right.

ACTIONS

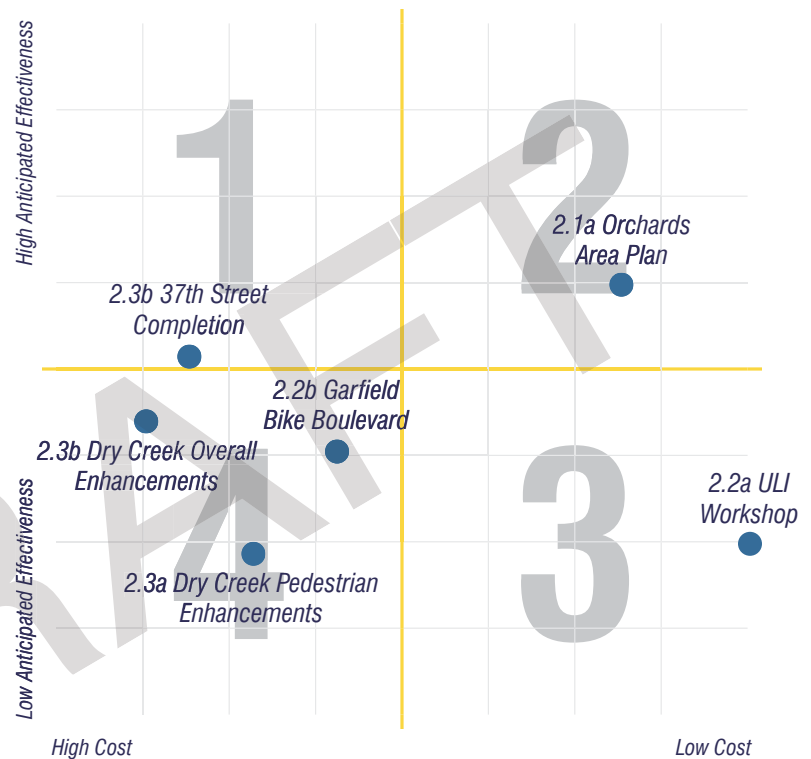
2.1 Revitalize the 29th Street Commercial Area. Develop a commercial district revitalization plan.

2.2 Simplify Connections. Reorganize the street network and walk and trail connections for improved vehicle, pedestrian, and bicycle access and connectivity.

2.3 Improve Dry Creek Culvert. Improve pedestrian crossings at Dry Creek.

SUB-ACTIONS

Orchards, Loveland Market Place, and Palmer Gardens Area Plan • ULI Building Healthy Places Workshop • Garfield Avenue Bike Mobility Study • Dry Creek Culvert Pedestrian Safety Enhancements • Dry Creek Culvert Overall Enhancements • 37th Street Completion



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
2.1 Revitalize the 29th Street Commercial Area: Develop a commercial district revitalization plan.				
<p>2.1a Orchards, Loveland Market Place, and Palmer Gardens Area Plan: Initiate a consolidated area plan to garner interest in redevelopment within the area and inform the design of a revitalized commercial area.</p> <ul style="list-style-type: none"> • Detail the inclusion and design of an improved and expanded transit transfer station. • Include options for a 29th Street Commuter Rail Station. • Add community gathering and event spaces to increase outdoor events and incorporate options for more formal space for the Loveland Farmers' Market, and other events. • Investigate additional vehicular, pedestrian, and cyclist connections within the center and into surrounding neighborhoods. • Develop site design standards that promote pedestrian-oriented development and a "Main Street" atmosphere. • Identify the consolidation of parcels, or those areas that should be dedicated as formal rights-of-way. • Investigate options to help fund area improvements, such as a TIF district, sales tax share-back agreements, etc. • Commission a marketing/ branding study to rebrand and revitalize the area, including looking at signage and landscape design guidelines that would define this area as a primary node and destination within the City. • Conduct a targeted businesses study to investigate attracting entertainment and destination retail uses that could serve as an anchor and catalyze additional mixed use development. . 	<ul style="list-style-type: none"> • Attracts development opportunities • Improves multimodal access and circulation • Encourages pedestrian activity • Modernizes the shopping environment • Enhances the area's image • Increases business diversity • Increases sales tax revenue • Becomes a regional draw and amenity 	0 - 5 Years	Approx. \$150,000	High

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
2.2 Simplify Connections. Reorganize the street network and walk and trail connections for improved vehicle, pedestrian, and bicycle access and connectivity.				
2.2a ULI Building Healthy Places Workshop: Utilize the outcomes of the spring workshop to inform additional changes or amenities within the area. <i>(refer to Appendix 4, for final report)</i>	<ul style="list-style-type: none"> Promotes citizen awareness regarding the built environment and healthy living opportunities 	Immediate	No cost, awarded through grant	High
2.2b Garfield Avenue Bike Mobility Study: Investigate the alignment of bike lanes into a dedicated north-south system such as Garfield Avenue, as well as include east west connections across US 287 and into adjacent neighborhoods.	<ul style="list-style-type: none"> Facilitates safe, low-stress bicycling 	5 - 10 years	Approx. \$150,000, for initial feasibility study	Medium
2.3 Improve Dry Creek Culvert. Improve pedestrian crossings at Dry Creek.				
2.3a Dry Creek Culvert Pedestrian Safety Enhancements: Improve pedestrian safety, access and connectivity across Dry Creek with the construction of sidewalks on the culvert.	<ul style="list-style-type: none"> Improves public safety 	Immediate	Approx. \$250,000	Medium
2.3b Dry Creek Culvert Overall Enhancements: Continue to enhance pedestrian connectivity across US 287 by constructing a pedestrian underpass and trail connections along Dry Creek.	<ul style="list-style-type: none"> Improves public safety Promotes recreational activity 	5 - 10 years	\$5 – \$10 million	Medium
2.3c 37th Street Completion: Complete the connection of 37th Street across Dry Creek.	<ul style="list-style-type: none"> Improves city-wide connectivity 	5 - 10 years	Over \$10 million	High



CHAPTER 4.

ZONE 3

DRAFT

ZONE 3: CEMETERY TO 8TH STREET

CONTEXT

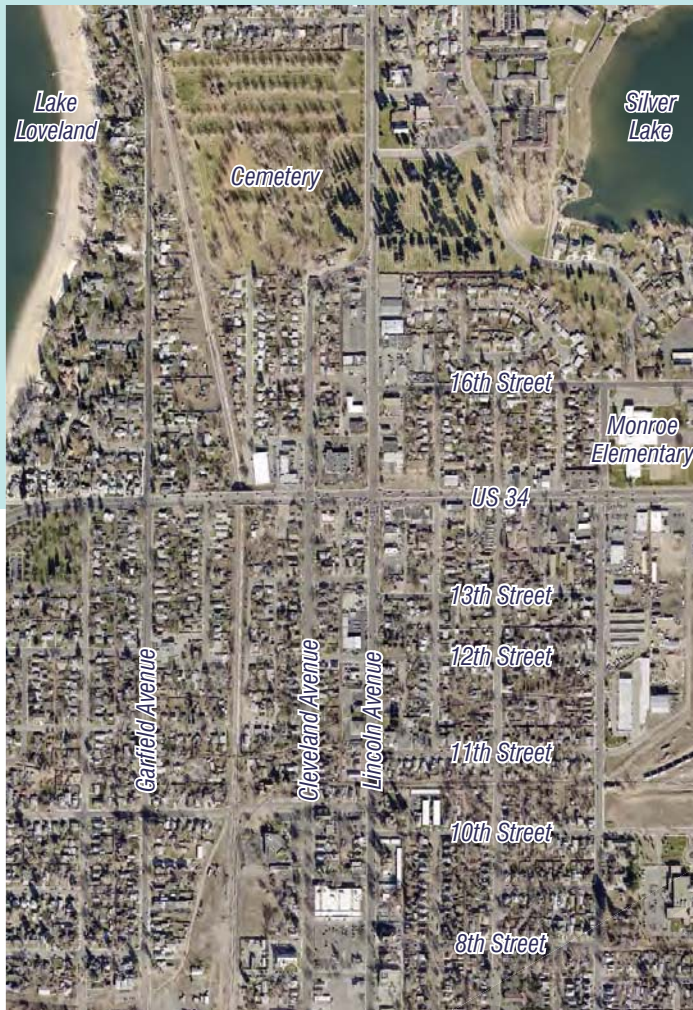
Zone 3 extends south along the Loveland Burial Park approximately one mile to 8th Street, ending just north of Downtown, which has 2,400 employees – the largest employment concentration along the Corridor. In this stretch, US 287 transitions from a two-way street to a one-way couplet consisting of southbound Cleveland Avenue and northbound Lincoln Avenue. A large Indian sculpture in the median marks the point of transition. Whereas the two-way includes four travel lanes and one turn lane, the couplet features three travel lanes in each direction and no turn lanes except at the intersection of Eisenhower Boulevard, also known as the Gateway to the Rockies.

One- and two-story shops, restaurants, and offices line Lincoln Avenue, as do single-family homes, many of which have been converted to business establishments. On Cleveland Avenue, single-family homes and converted residences predominate with a cluster of commercial buildings at Eisenhower Boulevard. Many of the buildings in Zone 3 are older and some are in poor condition, presenting opportunities for redevelopment.

Attached sidewalks exist on Lincoln Avenue, while detached sidewalks prevail along Cleveland Avenue. Many of the parcels in this Zone are smaller than other areas along the Corridor with narrower frontages and a finer-grained ownership. Although the block pattern is more urban in Zone 3 with a higher level of east-west connectivity conducive to walking compared to the other zones, the frequency of curb cuts significantly interrupts the pedestrian environment, especially along Lincoln Avenue. Many businesses have multiple driveways causing the frequency of access points to exceed the number of establishments. Often, these access points are excessively wide curb cuts, leading to surface parking lots in front of buildings with no sidewalk, creating multiple points of conflict between automobile traffic and pedestrians. On-street parking is allowed throughout portions of this zone but is scarcely used.

The roadway needs to shift from serving as a way to allow people to travel through Downtown quickly to a roadway that leads people to Downtown and allows people in all modes to circulate within Downtown safely. The spaces between the couplet should be explored as a way to spur economic activity and connect east to west. Slower traffic and improved street edges 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 seriously evaluated. Furthermore, freight train tracks that parallel Railroad Avenue one block west of Cleveland Avenue could host a future commuter rail station at 5th Street, if funding allows, and a station area plan should be created to facilitate transit-oriented development in the area.





Loveland Burial Park



Home on Cleveland Ave.



Home converted to business on Cleveland Ave.



Commercial center at Cleveland Ave. & Eisenhower Blvd.



Auto-oriented businesses



East/west street between the couplet



Safeway in the middle of the couplet



Roadway lacks bicycle facilities and pedestrian amenities, and auto-oriented uses don't transition well into Downtown

CHALLENGES

Several key challenges exist in Zone 3 that are hindering economic development:

- Low value and underperforming auto-oriented uses negate the importance of this Zone as a gateway to Downtown, from the north.
- Numerous vacant sites with substandard site dimensions and access for commercial uses inhibit development.
- Small, narrow frontages in separate ownership create too many drive access points.
- A lack of pedestrian and bike access and separation from auto traffic impedes multimodal activity, and from an economic standpoint, fails to capitalize on additional passerby.
- The intersection of US 287 and US 34/ Eisenhower Boulevard lacks the sense of significance it deserves as the gateway to Downtown and the Rockies.



Low-value hotel on Lincoln Avenue



Small, narrow frontages are common



The intersection of US 287 & US 34 lacks a sense of arrival



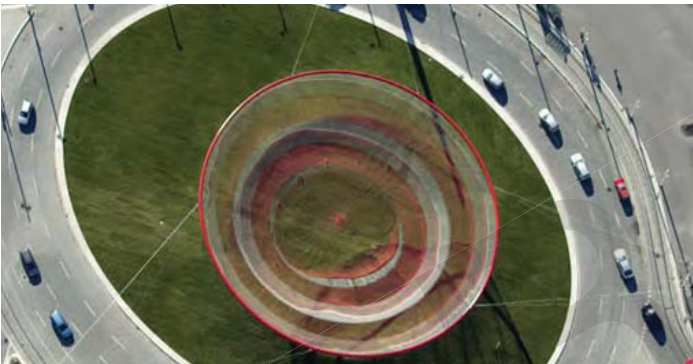
OPPORTUNITIES

Economic development opportunities in Zone 3 should focus on the following:

- Treat the roadway as a way to bring people to instead of through Downtown.
- Increase the vitality and attractiveness of commercial development in Downtown.
- Leverage spaces between the Couplet to spur economic activity.
- Slow traffic and improve the streetscape to enhance commercial viability.
- Capitalize on the presence of sites appropriate for redevelopment.



New stores encourage people to stop, shop, and eat



Iconic gateway art enhances the City's image as an arts community



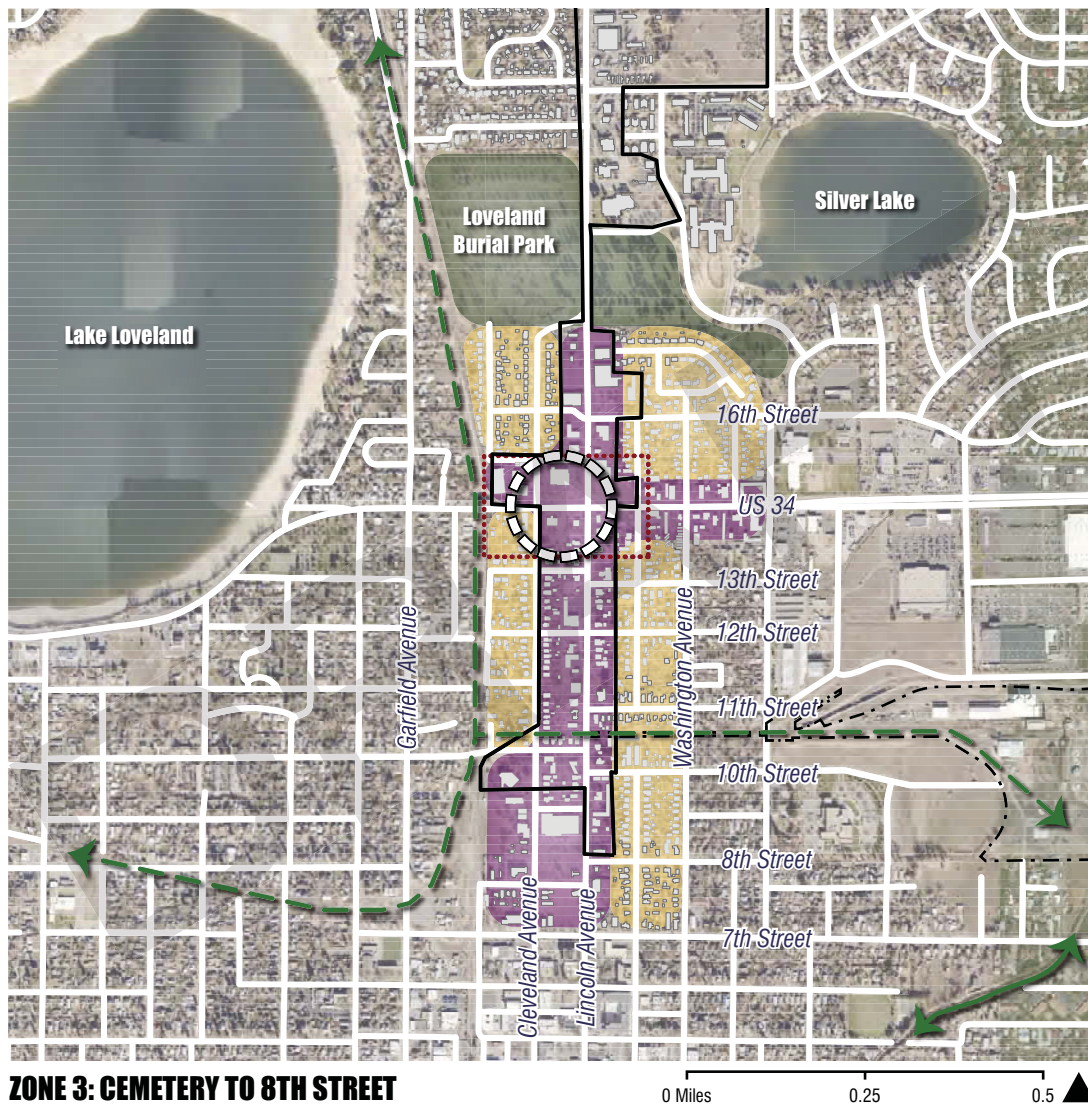
Lively outdoor spaces activate the street

ECONOMIC STRATEGY

Improve the couplet right of way to create more functional commercial sites and attract higher quality uses oriented to Downtown as well as the surrounding residential neighborhoods.

DRAFT





ZONE 3: CEMETERY TO 8TH STREET

- | | | | | |
|-------------------|---------------------|---------------------|------------------|-----------|
| --- City Boundary | — Corridor Boundary | — Existing Trail | — Proposed Trail | ○ Gateway |
| Residential | Mixed Use | Park / Natural Area | Catalyst | |

CATALYTIC PROJECTS

With input from the City, advisory committees, the public, and area stakeholders, the consultant team identified two catalytic projects that could facilitate the revitalization of Zone 3 to provide a better transition toward Downtown. The first catalyst entails redesigning the intersection of US 287 and US 34/ Eisenhower Boulevard to implement city plans that originated in 1997 for a roundabout couplet, which would allow for redeveloped parcels oriented to the street and an iconic public art installation in the median, creating a world-class gateway to Downtown Loveland and Rocky Mountain National Park.

An improved traditional intersection could also be implemented, with the redesign focusing on the relationship of land use and structures to the street, the creation of a gateway intersection, and the improvement of pedestrian safety at crossings.

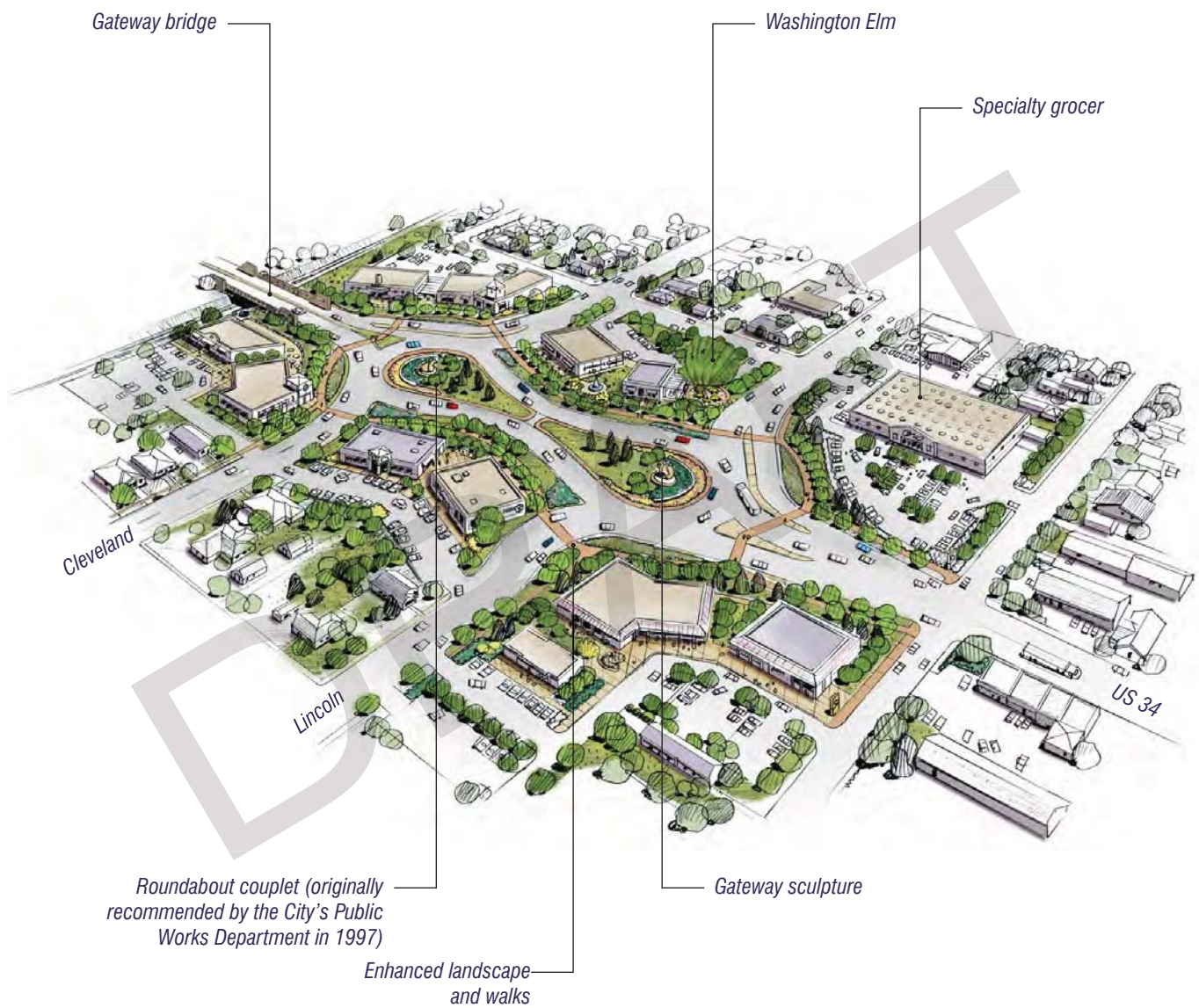


Roundabout with enhanced landscape and amenities



Restaurants with outdoor seating





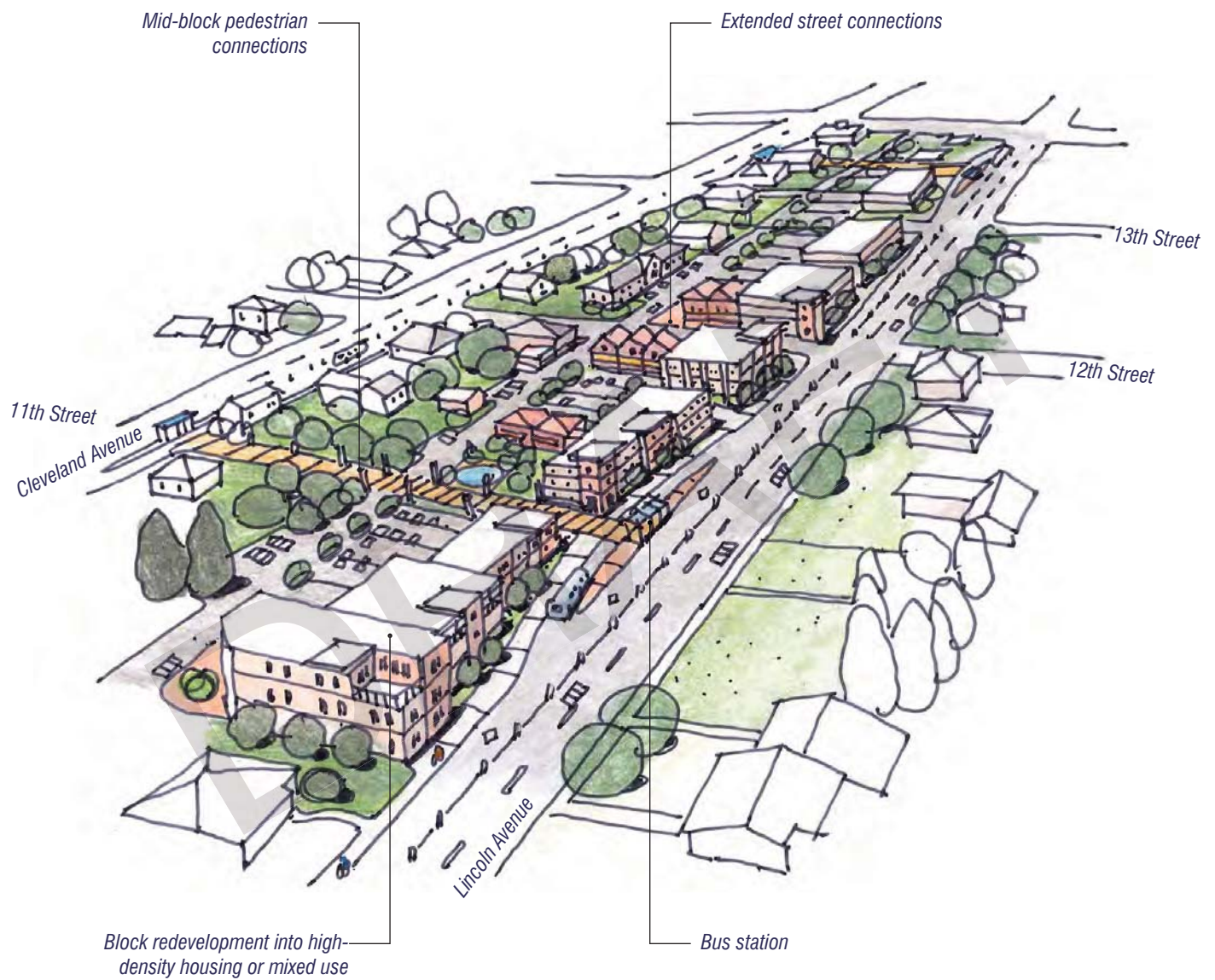
Drawing is conceptual and illustrates one of many possible futures.

CATALYTIC PROJECTS

This second catalyst includes reorganizing and redeveloping the spaces between the two one way streets of Lincoln Avenue and Cleveland Avenue, in order to encourage a mix of commercial and residential uses that activate the cross streets and encourage synergy among various destinations. The key tenets of these catalysts are described below and illustrated in conceptual site plans that represent two of many potential design approaches that could achieve these tenets:

- Capitalize on the advantages of the area, including proximity to downtown, high traffic counts, and available redevelopment sites.
- Improve the northern and southern gateways of the couplet.
- Reduce the number of vehicular travel lanes to create space for wider sidewalks and bike lanes.
- Consolidate access at car sales lots, set back parking lots, add sidewalks and tree lawns to improve image and safety and provide multimodal access.
- Allow mixed use and residential development.
- Create a more connected street grid through extending streets and/or pedestrian walkways between Lincoln and Cleveland.
- Consolidate smaller parcels to allow more flexibility in redevelopment options.





Drawing is conceptual and illustrates one of many possible futures.

ACTION PLAN

The detailed Zone 3 Action Plan consists of three Actions and six Sub-Actions, as listed in the following table. All Sub-Actions have been individually ranked based on their ability to address the specific issues related to Zone 3, depending on each Sub-Action's overall effectiveness vs. anticipated cost, as shown in the quadrant diagram at right.

ACTIONS

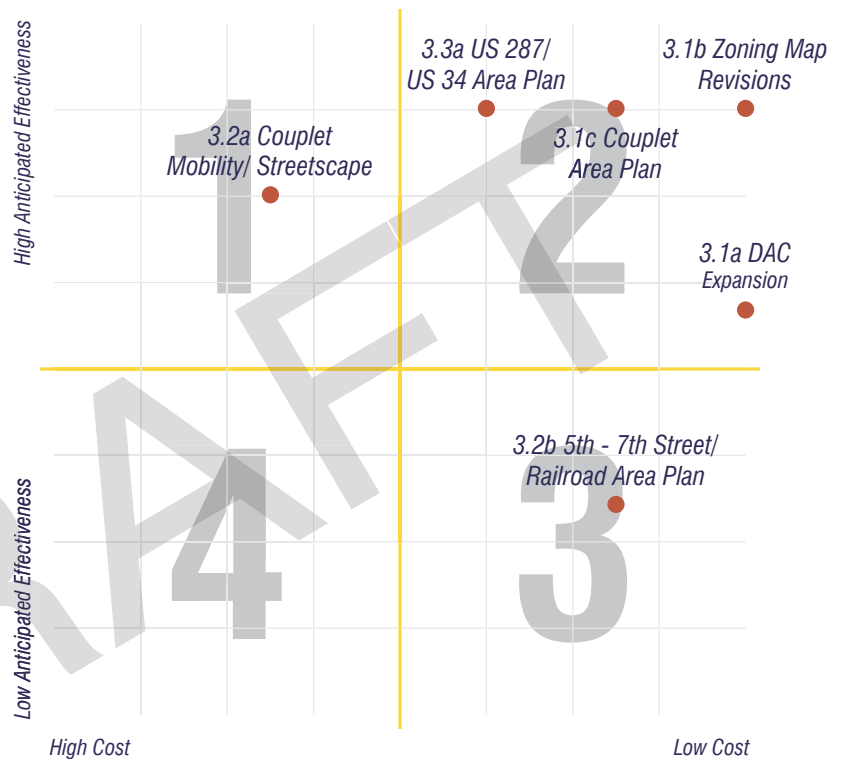
3.1 Allow Mixed Use. Expand the Downtown Activity Center (DAC) land use designation and the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA boundary.

3.2 Improve Multimodal Amenities. Improve the pedestrian environment and add bike lanes.

3.3 Initiate the US 287/ US 34 Redevelopment Plan. Create a redevelopment plan for the US 287/ US 34 intersection as a key gateway into Downtown.

SUB-ACTIONS

DAC Expansion • Zoning District Map Revisions • Couplet Area Plan • Couplet Mobility & Streetscape Improvements • 5th – 7th Street/ Railroad Avenue Station Area Plan • US 287/ US 34 Area Plan.



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
3.1 Allow Mixed Use. Expand the Downtown Activity Center (DAC) land use designation and the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA boundary.				
3.1a DAC Expansion: Expand the DAC land use designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	<ul style="list-style-type: none"> Facilitates Downtown's continued revitalization 	Immediate	In house	Low
3.1b Zoning District Map Revisions: Expand the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	<ul style="list-style-type: none"> Promotes mixed use within the DDA Provides more land use options to facilitate redevelopment 	Immediate	In house	Medium
3.1c Couplet Area Plan: In association with the extension of East/West streets in Sub-Action 3.2a, smaller blocks should be reclaimed as pocket parks, and larger blocks should be redeveloped in order to accommodate mixed use and residential development, with those land uses fronting the east/west streets, and limiting driveway access onto US 287.	<ul style="list-style-type: none"> Promotes mixed use Promotes more activity adjacent to Downtown Allows more flexibility in redevelopment options 	5 - 10 Years	\$150,000	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
3.2 Improve Multimodal Amenities. Improve the pedestrian environment and add bike lanes.				
3.2a Couplet Mobility & Streetscape Improvements: Reclaim exterior travel lanes via pavement re-striping to reduce the number of travel lanes from three to two for northbound and southbound through lanes. Two through-lanes match the roadway footprint to the north and south of Downtown, and it provides an opportunity to include bike lanes in the street cross-section while likely slowing vehicle speeds by some extent at a relatively low cost. Auxiliary lanes should still be provided on the approaches to US 34/Eisenhower Boulevard. Enhancements should be prioritized by 3 - 4 block segments and include: sidewalk widening and extension; additional street trees landscaping; safety improvements to high-volume pedestrian and bicycle crossings; street furniture at high volume pedestrian areas, and transit stops; enhanced street and pedestrian lighting; gateway features and landscaping, especially at the north end of the couplet; and utility burial.	<ul style="list-style-type: none"> • Facilitates safe, low-stress bicycling; provides continuity of driver expectancy • Calms traffic • Improves connectivity • Encourages pedestrian activity • Improves the area's image • Creates a sense of identity • Attracts business investment • Increases sales tax revenue 	5 - 10 Years	Approx. \$1 million per mile	Medium
3.2b 5th – 7th Street / Railroad Avenue Station Area Plan: Conduct a Station Area Plan for the railroad property Commuter Rail Station.	<ul style="list-style-type: none"> • Facilitates transit oriented development 	5 - 10 Years	Approx. \$350,000	Low
3.3 Initiate a Redevelopment Plan: Create a redevelopment plan for the US 34 & US 287 intersection as a key gateway into Downtown.				
3.3a. US 34/ US 287 Area Plan: Create a redevelopment plan for the US 34/US 287 intersection as a key gateway, including the possibility of developing preliminary design plans for the roundabout couplet.	<ul style="list-style-type: none"> • Catalyzes business reinvestment or new development • Promotes City recognition • Builds sense of City pride 	Immediate	Approx. \$200,000	High



CHAPTER 5.

ZONE 4

DRAFT

ZONE 4: 1ST STREET TO SH 402

CONTEXT

Zone 4 begins at 1st Street south of Downtown and ends at SH 402, covering approximately 1 mile. The couplet ends between 5th Street SE and 8th Street SE, and south of this point US 287 returns to a consolidated roadway with two travel lanes in each direction and a center turn lane. Much of the land adjacent to the highway is in Larimer County. Light industrial buildings, storage, and auto-oriented uses prevail, including car sales, auto parts and services, gas stations, and fast food. However, a couple remnants of agrarian architecture remain, including the Hershman farmhouse, which is being renovated into a gallery and event center.

Many businesses are located on small lots with narrow frontages, particularly northeast of 8th Street SE where multiple drive access points and excessively wide curb cuts interrupt the sidewalk. Although attached sidewalks are the norm, some detached sidewalks with landscaping have been built incrementally as development occurs, thus creating an inconsistent streetscape. The visual appearance of the Corridor is generally cluttered with utility poles, transmission lines, and an abundance of signage. Overall, this lack of cohesion impedes a strong sense of identity throughout this zone.

Zone 4 includes the Big Thompson River and abuts Fairgrounds Park, yet the Corridor fails to capitalize on these amenities. A recreational trail runs east-west along the Big Thompson River with an underpass at US 287, and a large parcel of open space occupies the southeast corner of the highway and Big Thompson River. Buildings north of the Big Thompson River include auto sales and storage, which are oriented to the highway and do nothing to activate the Big Thompson River's edge. The utilitarian design of the bridge over the Big Thompson River misses the opportunity to celebrate the significance of the Big Thompson River in Loveland, especially as a transition or gateway to Downtown. In September 2013, the area experienced a significant flood event that damaged several properties. Restoration has been ongoing and the City continues to identify ways to mitigate the flood hazard.

The commercial and industrial area north of SH 402 through the Big Thompson River floodplain is the entryway to Downtown is in need of revitalization. The existing industrial and commercial space may be an 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 Big Thompson River, parks, and open space to generate demand for recreation and retail.





Auto shop between the couplet



Barn representing agricultural history



Roadway conditions in Zone 4



Auto-oriented uses prevail in Zone 4



Trail underpass along the river at US 287



Two-story light industrial building south of the river



Gas station northeast of US 287 and SH 402



Big Thompson River Bridge lacks significance

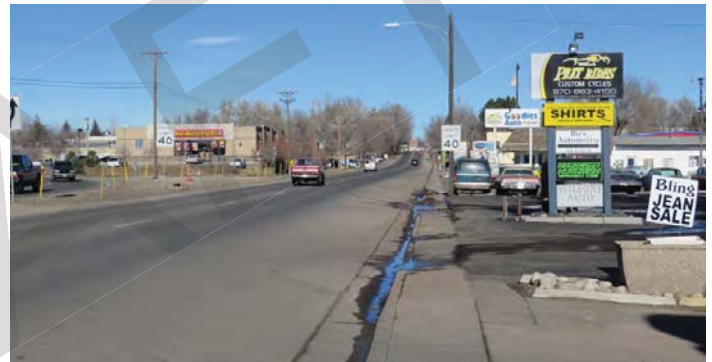
CHALLENGES

Several key challenges exist in Zone 4 that are hindering economic development:

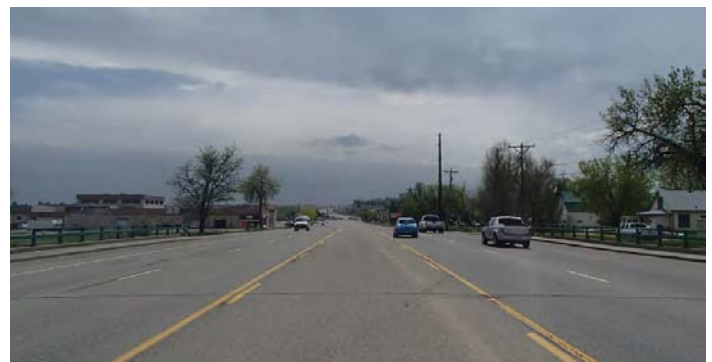
- Small-lot, underutilized and low value commercial and industrial uses neglect the Big Thompson River as an asset and inhibit river-oriented uses.
- The flood hazard has limited reinvestment opportunities for certain properties.
- Higher value commercial frontage development potentials are compromised by county industrial uses to the east.
- There are too many drive access points, creating the potential for conflicts between autos and bicyclists and pedestrians.



Auto-oriented uses and industrial uses don't connect and aren't compatible with the Big Thompson River



Multiple drive access points interrupt the sidewalk



Buildings are still located within the floodway and floodplains

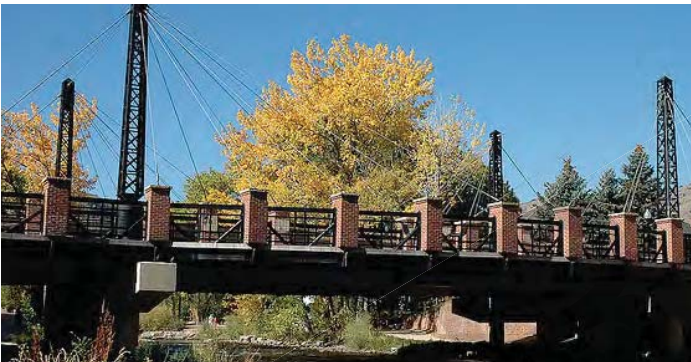




Recreational opportunities add value to the community



The Big Thompson River is a significant natural asset



A high quality bridge celebrates the river it crosses



The Hershman farmhouse is being renovated as a gallery and event space

OPPORTUNITIES

Economic development opportunities in Zone 4 should focus on the following:

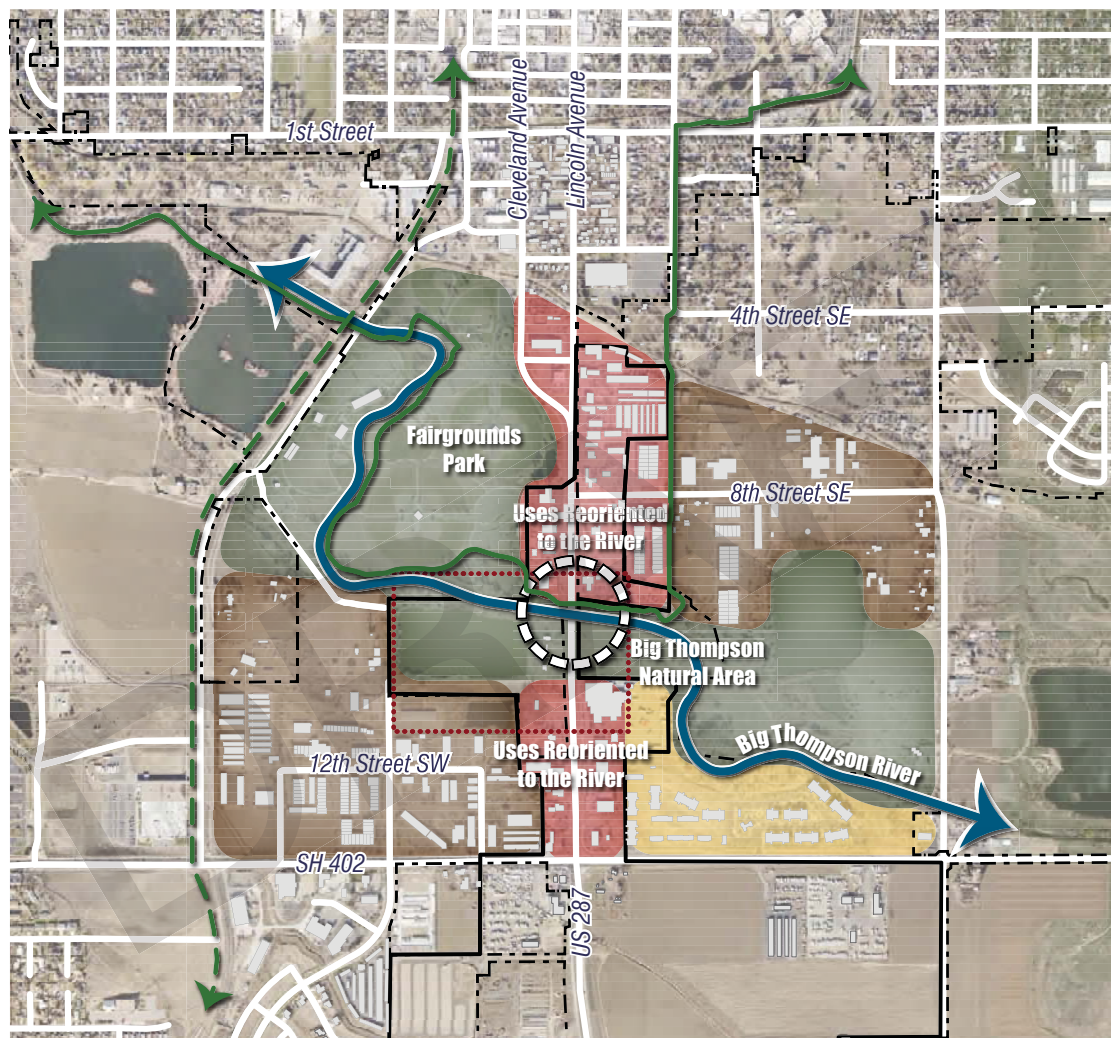
- Revitalize existing industrial and commercial space to match with future demand
- Leverage appeal of Big Thompson River, parks, and open space to generate demand for recreation and retail
- Mitigate the flood hazard to create opportunities for additional investment and development.

ECONOMIC STRATEGY

Create an enhanced Big Thompson River corridor with public spaces and amenities to make existing properties more attractive, and riverfront sites that will attract new commercial development.

DRAFT





ZONE 4: 1ST STREET TO SH 402

0 Miles 0.25 0.5

- | | | | | | |
|----------------------|-------------------------|----------------------|---------------------------|---------------------|---------------|
| ----- City Boundary | ----- Corridor Boundary | ----- Existing Trail | ----- Proposed Trail | ----- Waterway | ----- Gateway |
| Red Retail / Service | Brown Light Industrial | Yellow Residential | Green Park / Natural Area | Red Dashed Catalyst | |

CATALYTIC PROJECT

With input from the City, advisory committees, the public, and private property owners, the consultant team identified one catalytic project that could facilitate the revitalization of Zone 4 to create a recreation-oriented area adjacent to Fairgrounds Park and the Big Thompson River with complementary retail uses. The key tenets of this catalyst are described below and illustrated by a conceptual site plan that represents one of many potential design approaches that could achieve these tenets:

- Expand and improve natural areas with trails that connect safely across US 287 and to Fairgrounds Park and Downtown.
- Replace the bridge across the Big Thompson River to create a southern gateway to Downtown.
- Encourage redeveloped properties impacted by the flood to provide recreation-oriented uses to take advantage of trail and park users. This may include restaurants, outdoor equipment stores, bicycle sales, rental, and repair, climbing walls, breweries, etc.
- Formalize the Big Thompson River edge.
- Consolidate access with sidewalks / multi-use pathways and landscape enhancements, while maintaining access to existing businesses.
- Foster development that celebrates the Big Thompson River and creates a center of regional importance for entertainment, recreation, and business.

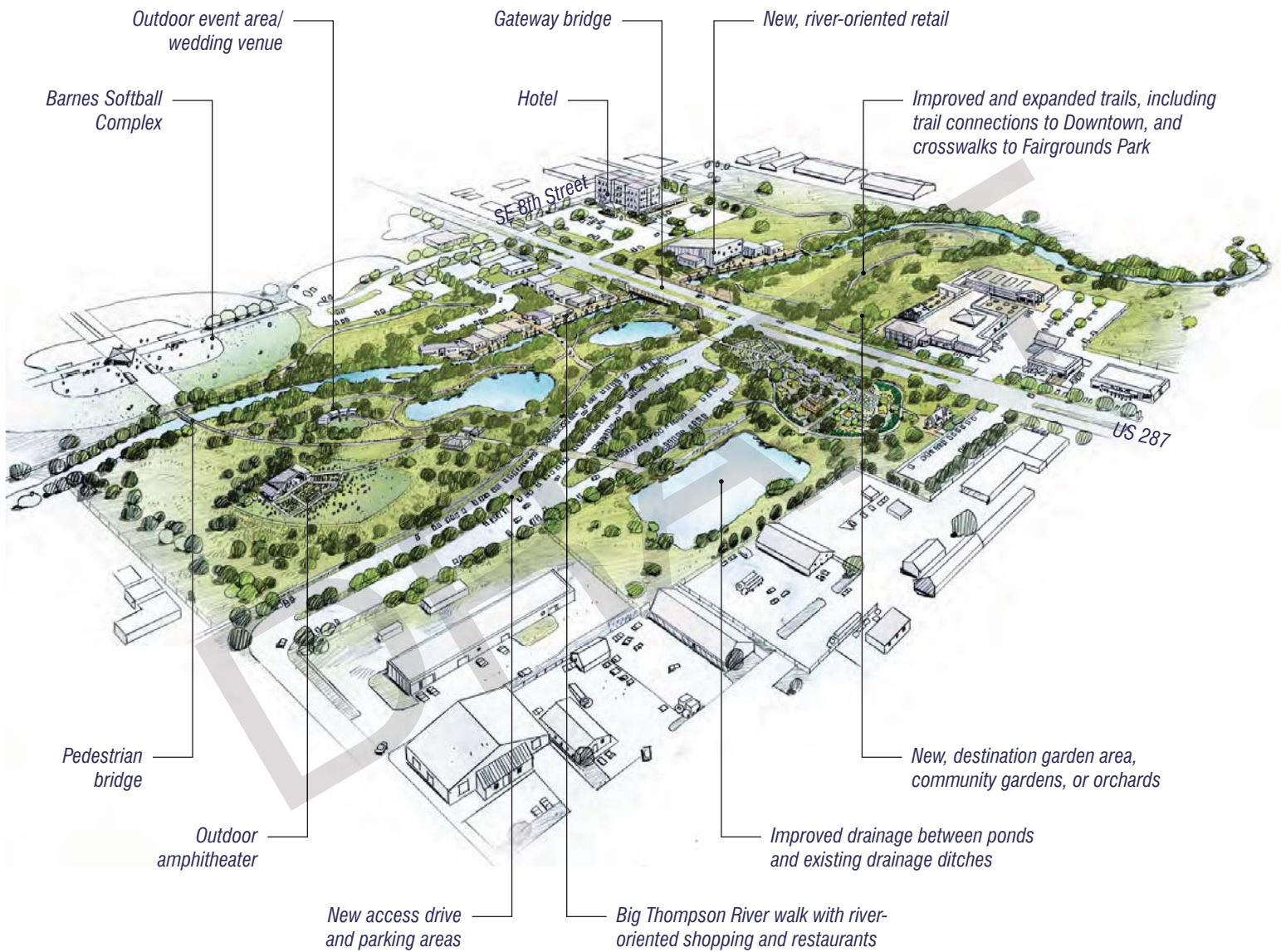


Outdoor amphitheater



Big Thompson River walk with shopping and restaurants





Drawing is conceptual and illustrates one of many possible futures.

ACTION PLAN

The detailed Zone 4 Action Plan consists of three Actions and five Sub-Actions, as listed in the following table. All Sub-Actions have been individually ranked based on their ability to address the specific issues related to Zone 4, depending on each Sub-Action's overall effectiveness vs. anticipated cost, and as shown in the quadrant diagram at right.

ACTIONS

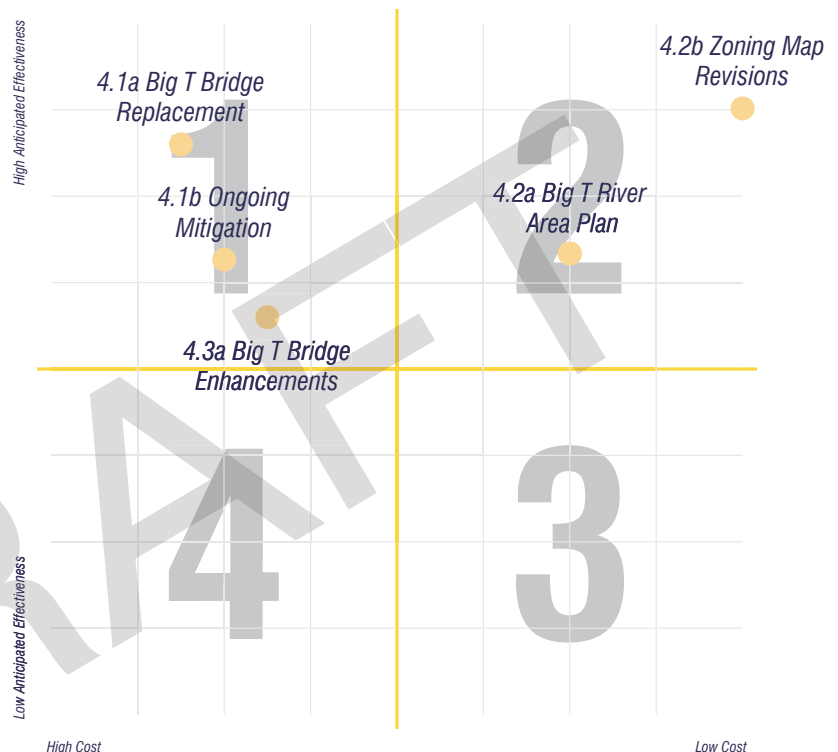
4.1 Mitigate Flood Hazard. Mitigate the flood hazard and reduce the possibility of future damage from flood events.

4.2 Create an Area Plan. Create a plan to capitalize on flood mitigation efforts and convert the US 287/ Big Thompson River crossing into a River District (i.e. Estes Park, Pueblo, or Golden).

4.3 Create Gateway. Replace the bridge across the Big Thompson River to help mitigate flooding and create a southern gateway to Downtown.

SUB-ACTIONS

Big Thompson River Bridge Replacement • Ongoing Mitigation and Enhancements • Big Thompson River District Area Plan • Zoning District Map Revisions • Big Thompson River Bridge Enhancements



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
4.1 Mitigate Flood Hazard: Mitigate the flood hazard and reduce the possibility of future damage from flood events.				
4.1a Big Thompson Bridge Replacement: Replace the Big Thompson River Bridge to reduce the flood boundaries and constriction at the headwalls of the bridge structure, allowing more capacity under the bridge, and reducing the amount of floodway and floodplain on the western side of the US 287 bridge crossing.	<ul style="list-style-type: none"> Increases flood flow capacity Reduces flood hazard Opens up more land for development 	5 - 10 Years	Over \$10 million	High
4.1b Ongoing Mitigation and Enhancements: Mitigate any additional flood hazards with the creation of detention ponds. Mitigate in order to allow for future properties to develop along the Big Thompson River Frontage, without lying within the floodway. Expand and improve natural area with trails that connect with US 287 and Fairgrounds Park. Annex and buy existing County properties to expand the existing natural area.	<ul style="list-style-type: none"> Facilitates river-oriented development Creates recreational opportunities Activates the Big Thompson River's edge 	0 - 5 Years	Approx. \$15 million	High
4.2 Create an Area Plan: Create an area plan to capitalize on flood mitigation efforts and convert the US 287/ Big Thompson River crossing into a Big Thompson River District (i.e. Estes Park, Pueblo, Golden).				
4.2a. Create a Big Thompson River District Area Plan: Capitalize on flood mitigation efforts and establish a Big Thompson River District for the US 287/ River crossing. Through an area plan, investigate acquisition of select properties, and leverage any public and/or private investment to incentivize additional commercial redevelopment along the Big Thompson River.	<ul style="list-style-type: none"> Uses outside funding source to capitalize on flood mitigation efforts Catalyzes business reinvestment or new development 	Immediate	Approx. \$200,000	High
4.2b Zoning District Map Revisions: Update zoning and coordinate with Larimer County on enclaves to create a consistent zoning for the area in order to allow flexibility for redevelopment/ development options.	<ul style="list-style-type: none"> Primes the area for desired land uses Increases development predictability 		\$2,500	High

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
4.3 Create Gateway: Replace the bridge across the Big Thompson River to help mitigate flooding and create a southern gateway to Downtown.				
4.3a. Big Thompson River Bridge Enhancements: As part of the bridge replacement, improvements and reconstruction identified in Sub-Action 4-1a, design enhancements should be put in place including signature rails, enhanced pedestrian sidewalks, landscaping, etc. Highlight the Big Thompson River as a local asset and destination on nearby wayfinding signs. Install artwork at the Big Thompson River bridge and throughout the Big Thompson River District that reflects the revitalization of the area around the natural feature of the Big Thompson River.	<ul style="list-style-type: none"> • Celebrates the Big Thompson River • Improves the area's image • Promotes the City's identity as an arts community • Attracts business investment 	5 - 10 Years	Over \$5 million	Medium



CHAPTER 6.

ZONE 5

DRAFT

ZONE 5: SH 402 TO SH 60

CONTEXT

Zone 5 extends approximately 2 miles from SH 402 to SH 60. It is the least developed Zone and semi-rural in character with a few residential subdivisions set back from the highway, farmland, and limited commercial development near the intersections of SH 402 and SH 60. The commercial node around SH 402 represents the Corridor's fourth major employment center with 500 employees.

Although this Zone is more than 4 miles west of Interstate 25, the fact that there is no interchange from SH 60 to Interstate 25 means the southern portion in particular is unlikely to experience substantial growth in the long term. In addition, there are no major cities south of this Zone. The unincorporated community of Campion, with a population of approximately 1,800, is located east of the US 287 and SH 402 intersection and the Town of Berthoud, with about 5,100 residents, is 3 miles south. A lack of infrastructure, including water service, further impedes development. Sidewalks are nonexistent except in the immediate vicinity of SH 402. Finally, several pockets of county lands abut the Corridor, making it difficult for the City of Loveland to implement a cohesive vision for the area.

The forecast demand for additional commercial and industrial development south of SH 402 is limited. There is a large area zoned for a business park near SH 60, but 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 SH 402.





Estate home



Two-story office building near the City's southern limits



Light industrial uses along the highway



Large-lot residential subdivision



Loveland Tech Center northwest of US 287 & SH 60



County lands inhibit land use planning

CHALLENGES

Several key challenges exist in Zone 5 that are hindering economic development:

- The Zone is sparsely developed with large vacant areas.
- There are currently an insufficient number of households to support new commercial uses.
- The street network lacks connectivity, particularly east-west.
- A lack of infrastructure, including utility constraints, impedes development.
- County enclaves inhibit a cohesive land use pattern.



Low-density housing doesn't support commercial uses



Few roads connect to US 287 from the east or west



Zone 5 is sparsely developed





New homes provide increased housing options



Trails are an important recreational amenity



Wide open spaces offer mountain vistas



Playgrounds attract families and encourage social gathering

OPPORTUNITIES

Economic development opportunities in Zone 5 should focus on the following:

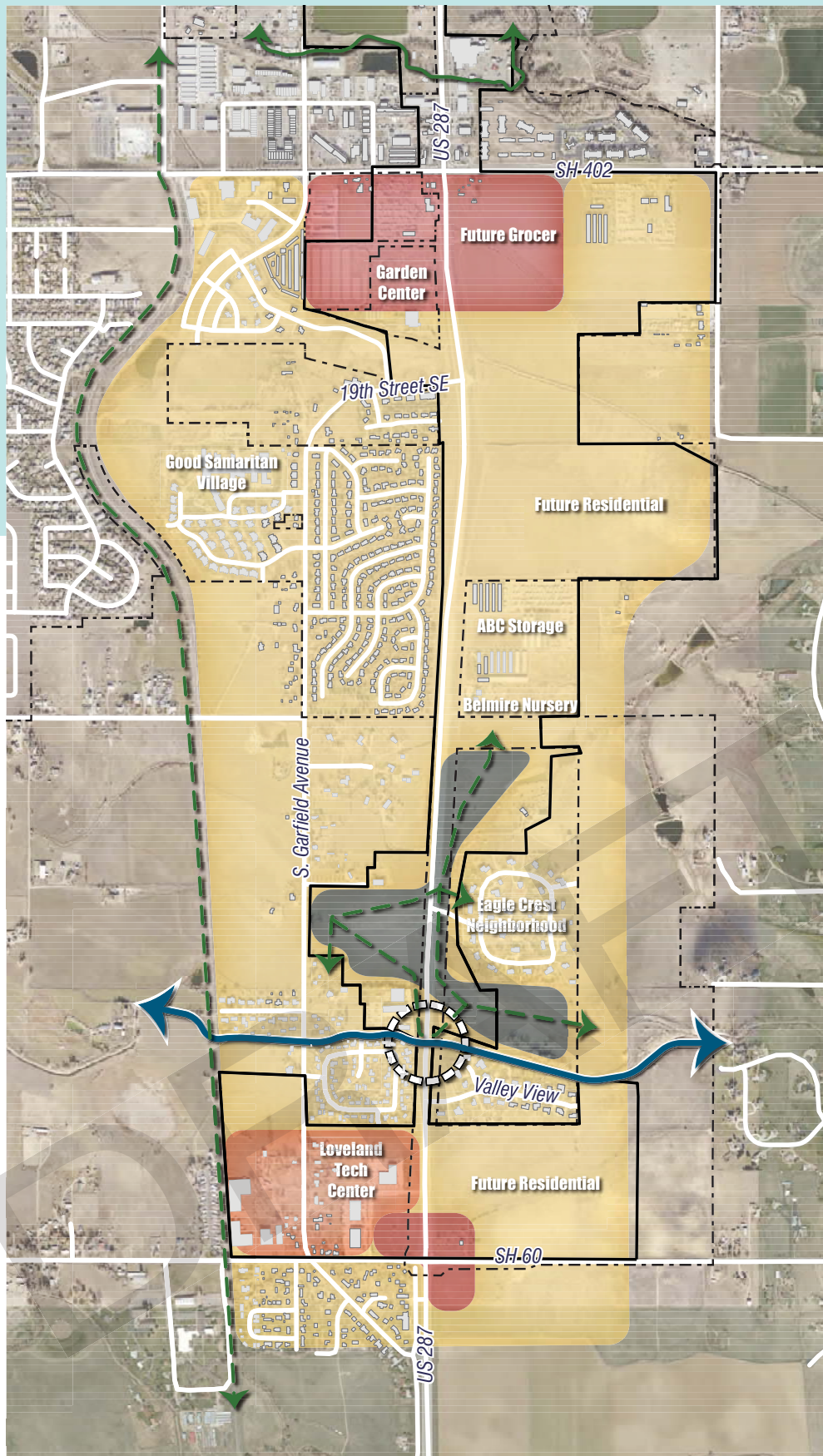
- Ensure land uses match with market demand.
- Direct vision for future growth.
- Create a southern gateway to Loveland.

ECONOMIC STRATEGY

Concentrate future commercial and employment development and high-density residential development at SH 402 while maintaining and expanding low- and medium-density residential uses to the south.

DRAFT





ZONE 5: SH 402 TO SH 60

0 Miles 0.25 0.5

- | | | | | |
|--------------------|---------------------|------------------|-----------------------|------------|
| --- City Boundary | — Corridor Boundary | — Existing Trail | — Proposed Trail | — Waterway |
| ● Retail / Service | ● Employment | ● Residential | ● Park / Natural Area | ○ Gateway |

ACTION PLAN

The detailed Zone 5 Action Plan consists of three Actions and five Sub-Actions, as listed in the following table. All Sub-Actions have been individually ranked based on their ability to address the specific issues related to Zone 5, depending on each Sub-Action's overall effectiveness vs. anticipated cost, as shown in the quadrant diagram at right.

ACTIONS

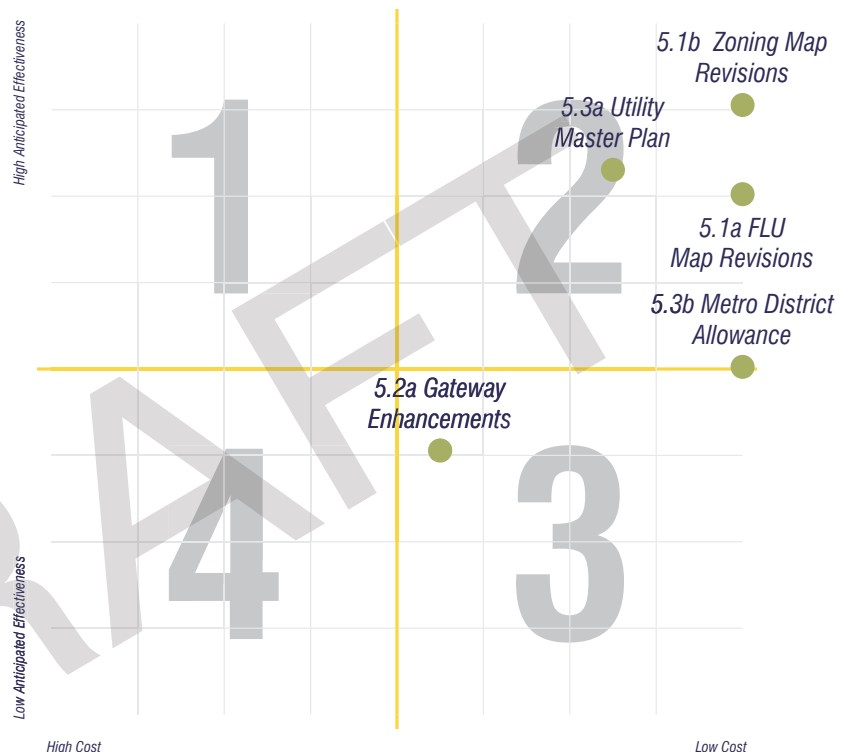
5.1 Modify Future Land Use & Zoning. Update the land use and zoning maps to encourage mixed use and residential development to support retail districts to the north and south.

5.2 Create Gateway. Create a southern gateway into Loveland.

5.3 Develop Master-Planned Residential Communities. Promote the development of contiguous, master-planned neighborhoods.

SUB-ACTIONS

Future Land Use Map Revisions • Zoning District Map Revisions • Gateway Enhancements • Utility Master Plan • Metro Districts Allowance



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
5.1 Modify Future Land Use & Zoning: Update the land use and zoning maps to encourage mixed use and residential development to support retail districts to the north and south.				
5.1a Future Land Use Map Revisions: Modify the future land use map to strategically locate commercial areas, and surround commercial with supportive residential areas. Coordinate these land use changes with the Comprehensive Plan Update.	<ul style="list-style-type: none"> • Creates a more economically sustainable structure for the community • Concentrates living units in closer proximity to community commercial uses 		No cost, in house	Medium
5.1b Zoning District Map Revisions: Promote a node of mixed use and higher density residential at SH 402.	<ul style="list-style-type: none"> • Concentrates living units in closer proximity to community commercial uses • Reduces vehicle miles traveled • Utilizes a more efficient provision of public infrastructure 	Immediate	No cost, in house	Medium
5.2 Create Gateway: Create a southern gateway into Loveland.				
5.2a Gateway Enhancements: Create a southern gateway into Loveland. Incorporate public art in order to reinforce Loveland's identity as an arts community.	<ul style="list-style-type: none"> • Promotes City recognition • Builds sense of City pride • Supports community art projects 	Immediate	Approx. \$250,000	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
5.3 Develop Master-Planned Residential Communities: Promote the development of contiguous, master-planned neighborhoods.				
5.3a. Utility Master Plan: Plan for all utilities south to SH 402 and what the city and/or county will fund vs. private development	<ul style="list-style-type: none"> Allows new development a funding option for extension of sewer services 	Immediate	Approx. \$150,000	Low
5.3b Metro Districts Allowance: Allow for developer-initiated metro districts to build needed infrastructure, and require participation in regional improvements such as oversizing trunk utilities to serve existing and future uses to the south.	<ul style="list-style-type: none"> Allows additional funding options 	5 - 10 Years	No cost, in house	Low



CHAPTER 7.

ALL ZONES

DRAFT

ALL ZONES: 71ST ST. TO SH 60

CONTEXT

US 287 covers approximately 8 miles within Loveland's city limits, from 71st Street to SH 60. This Strategic Plan focuses on US 287 north and south of Downtown, as Downtown itself has been the focus of several other plans. US 287 and Taft Avenue accommodate the majority of north/south traffic through Loveland. Other north/south routes are hampered by geography and existing land uses and ownership. Meanwhile, lakes constrain east-west mobility forcing Eisenhower Boulevard and SH 402 to carry the majority of east/west traffic. US 287 has traditionally been the primary business corridor in Loveland, anchored by Downtown. In recent decades, however, development and economic activity has migrated east to Interstate 25 and along Eisenhower Boulevard. Today, the US 287 Corridor primarily serves the everyday retail, service and entertainment needs of the majority of Loveland residents.

The distribution of commercial uses along US 287 affords adjacent residential neighborhoods the convenience of proximate goods and services. However, many of these uses are auto-oriented toward traffic along US 287 and are not well-connected to the neighborhoods that abut them. Furthermore, many of the homes are located on cul-de-sacs with fences running along their backyards, creating an additional barrier to easily accessing the highway. Encouraging permeability between existing and future residences and businesses could stimulate redevelopment of underutilized parcels.

Unfortunately, existing zoning regulations encourage continuing the pattern of auto-oriented uses with wide setbacks between the street and buildings with parking in between. The distance between buildings on either side of the street, combined with the majority of the buildings' short stature, creates an inhuman scale that discourages pedestrian activity. Additionally, a lack of sidewalks requires pedestrians to walk on or near the road, which is unsafe. Similarly, the lack of bicycle facilities deters people from biking as bicyclists now must ride in or directly adjacent to a vehicular travel lane. Non-vehicular travel is further hampered by existing transit service that has long headways, cuts off in the early evening, and isn't offered on Sundays, which limits its viability as an alternative to driving.

Frequent curb cuts to businesses and other obstacles like bus benches and utility poles in the pedestrian pathway further limit multimodal accessibility and contribute to an inconsistent streetscape character. The utility poles also, along with abundant signage, create visual clutter in the streetscape. However, newer developments have provided incremental improvements, with detached sidewalks buffered by tree lawns, or attached sidewalks with landscaping between the sidewalk and adjacent parking lot. The City has also begun adding wayfinding signage to the Corridor. Yet street furnishings, like pedestrian lighting and banners, benches, and trash receptacles, are still lacking. Despite Glen Arbor Park and the Indian sculpture in the median at the southern edge of the Loveland Burial Park, the Corridor lacks focal points that add visual interest to the streetscape and facilitate public gathering spaces.



The abundance of land within Larimer County's jurisdiction also hinders revitalization of the Corridor as the type and character of future development in unincorporated areas is unknown and out of City control. The City should pursue annexation of these lands to ensure their development complies with the City's desired future land use plan.



Palmer Gardens



Housing near the Corridor



New wayfinding signage



Detached sidewalk with landscaping



The southern limits of Loveland

CHALLENGES

Several key challenges exist along the entire Corridor that are hindering economic development:

- Auto-oriented uses and an inconsistent street character aren't attracting high quality development.
- More land is commercially zoned than can be supported by the market, resulting in under investment in developed properties and leap frog development.
- A lack of pedestrian and bicycle infrastructure impedes multimodal access along the highway.
- County lands impede cohesive land use planning.



Auto-oriented uses dominate the Corridor



Commercial building with parking in front



Underutilized parking in Orchards Shopping Center



Missing sidewalks



Farmland along the highway

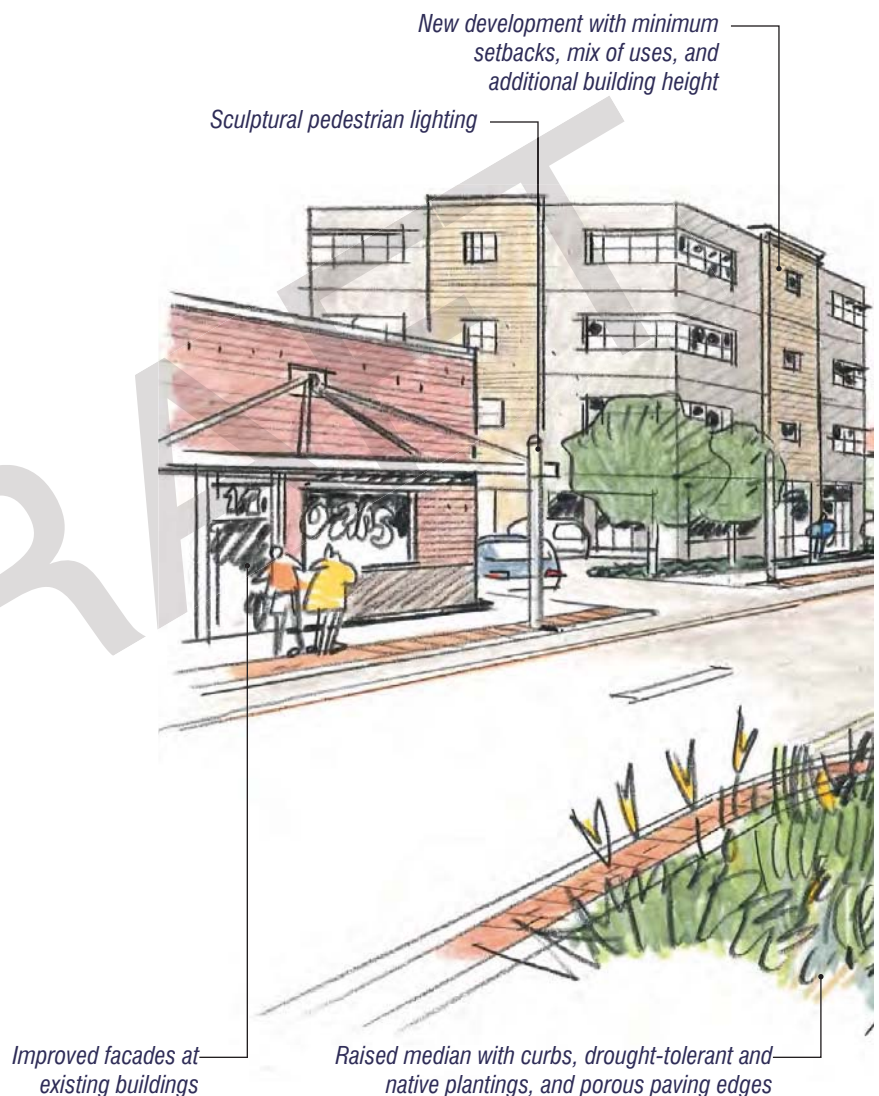
OPPORTUNITIES

Economic development opportunities within the Corridor should focus on the following:

- Enhance the quality of the streetscape and buildings along the highway to improve the Corridor's image.
- Connect surrounding neighborhoods to the Corridor and create new mixed-use neighborhoods.
- Concentrate commercial uses in distinct nodes.

ECONOMIC STRATEGY

Enhance the public realm along US 287 to retain and attract businesses, strengthen connections among residential and commercial uses, improve multi-modal accessibility, annex County lands, and create a regulatory environment that rewards high quality development.



ACTION PLAN

The detailed All Zones Action Plan consists of three Actions and eight Sub-Actions, as listed in the following table. All Sub-Actions have been individually ranked based on their ability to address corridor-wide issues, depending on each Sub-Action's overall effectiveness vs. anticipated cost, as shown in the quadrant diagram at right.

ACTIONS

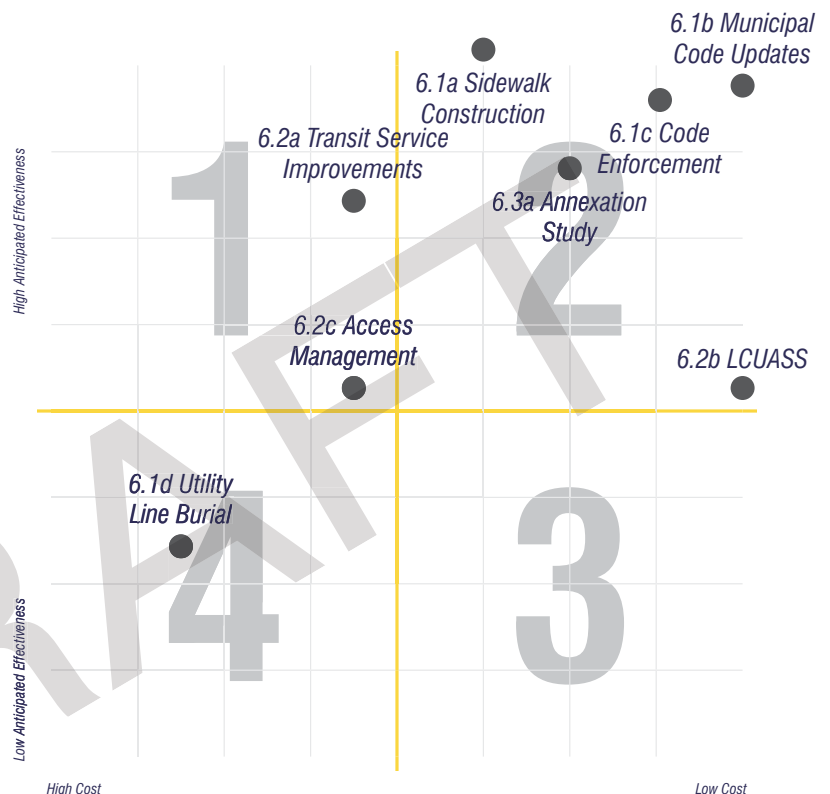
6.1 Improve Corridor-Wide Aesthetics.

6.2 Improve Mobility. Improve transit service, as well as bike and pedestrian access.

6.3 Identify Future Annexation Areas. Identify those parcels within the study area that should be annexed, and determine timeframes.

SUB-ACTIONS

Sidewalk Construction • Municipal Code Updates • Code Enforcement Coordination • Overhead Utility Line Burial • Transit Service Improvements • Larimer County Urban Area Street Standards • Access Management • Annexation Study



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
6.1 Improve Corridor-Wide Aesthetics.				
6.1a Sidewalk Construction: Build missing sections of sidewalks along the length of the Corridor.	<ul style="list-style-type: none"> • Improves public safety • Strengthens mobility • Increases length of stay/visitor experience 	Immediate	Over \$500,000	High
6.1b Municipal Code Updates: Updates to look at building heights and setbacks for the Corridor, as well as developer-required landscape and pedestrian amenity improvements. Revise existing sign ordinance to reflect the vision for the Corridor, provide consolidated signage at mixed use nodes, provide consistent signage size, spacing, and character within the catalysts sites along the Corridor (i.e. Big Thompson River District, Downtown, 29th Street Commercial District, etc.) Among other changes, the following should be addressed: <ul style="list-style-type: none"> • Update Section 18.13.110 (North Cleveland Sub-Area Regulations to reflect higher density and extension of downtown as indicated in the 2015 Comprehensive Plan. • Shorten the minimum distance for front yards in the B zoning designation to 15 feet, to allow buildings to come closer to the road. • Provide height bonuses for properties on or near US 287 • Specify additional sign guidelines for the US 287 corridor within Section 18.50, similar to special guidelines for I-25 and US 34 • Expand the Downtown Sign District to encompass the DDA boundary • Add clause for consolidated monument signage for B and MAC Zoning District, or for parcels that have more than one business. • Require permits for temporary flying banners 	<ul style="list-style-type: none"> • Improves the area's image • Facilitates a more consistent streetscape character • Encourages higher-intensity uses 	0 - 5 Years	\$15,000	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
6.1c Code Enforcement Coordination: Work with Larimer County on the enforcement and abatement of code violations such as weed control, illegal signs, landscape and building maintenance, etc.	<ul style="list-style-type: none"> • Improves the area's image • Encourages compliance 	0 - 5 Years	No cost	High
<p>6.1d Overhead Utility Line Burial: Continue to bury utility lines as ongoing capital improvement projects, utility service upgrades, annexations, and new development or redevelopment. Continue to coordinate with other service providers (i.e. Excel, Poudre Valley REA; Comcast, Century Link) on requests for burial as part of ongoing city projects, and investigate standing agreements and/or cost sharing to underground other providers' lines. As part of the Big Thompson River Bridge replacement, add conduit underneath or within the bridge structure to be able to encapsulate and extend service lines across the Big Thompson River.</p> <p>Coordinate with the in-progress underground conversion strategic plan and its expected completion next summer. Investigate the development of a comprehensive Downtown underground conversion strategic plan, which would include specific recommendations, timeframes, and phasing for utility burials, beginning with the planned redevelopments already underway, and extending through the Downtown area, primarily north of 15th Street. Coordinate with potential streetscape improvements, and vehicular travel lane reclamations as options for utility easement areas.</p>	<ul style="list-style-type: none"> • Improves reliability of electric service and visual impacts on Corridor • Promotes business reinvestment 	Immediate	Approx. \$1 million per mile/ \$300,000 per block	Low



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
6.2 Improve Mobility. Improve transit service, as well as bike and pedestrian access.				
<p>6.2a Transit Service Improvements: The transit system should be designed to accommodate residents, employees, and visitors. The system should build upon and complement existing transit services by capitalizing on planned hubs, such as the Railroad Site Commuter Rail stop, the 29th Street Commuter Rail Stop, the Orchards transfer station and FLEX connections to Max service north in Fort Collins.</p> <p>Other improvements could include:</p> <ul style="list-style-type: none"> • Addition of improved transit stops that could include electronic bus timing signs with real time arrival/ departure for buses and their destination, as well as associated smart phone apps for tracking buses. • Addition of managed lanes and/or queue jumps, and the creation of a ROW preservation plan for a future dedicated BRT system, with TOD overlays at key centers. • Addition of a dedicated-lane BRT system with custom buses and new stops in conjunction with obtaining FTA Small Starts or other Federal or State matching funds. 	<ul style="list-style-type: none"> • Makes transit more convenient • Allows those who can't drive to remain mobile • Increases transit ridership • Increases capacity to move people along the Corridor • Reduces vehicle miles traveled • Encourages transit oriented development • Promotes sustainability 	5 - 10 Years	<p>\$20,000 Real-time next bus information</p> <p>\$30,000 Smart Phone App</p> <p>\$20,000 Kiosks</p>	Medium
<p>6.2b Larimer County Urban Area Street Standards: Work with Larimer County, Fort Collins, and CDOT to identify potential modifications to the Larimer County Urban Area Street Standards (LCUASS). Focus on standards that prioritize pedestrian and bicycle improvements, including safe access requirements for all modes, and allow landscaping consistent with the US 287 vision. Consider best practices from peer communities.</p>	<ul style="list-style-type: none"> • Emphasizes pedestrian and bicyclist mobility • Requires developers to provide multimodal facilities • Encourages transportation demand management • Supports access management 	0 - 5 Years	No cost	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
6.2c Access Management Implement access management spacing standards per current City, County and CDOT access study standards. <ul style="list-style-type: none"> • Implement median closures in strategic areas to improve safety and mobility, and in conjunction with transportation, landscape, or catalyst projects. • Implement access driveway closures in conjunction with transportation, landscape, or catalyst projects. Where alternative access is not available through frontage or rearage roads, access improvements should be predicated on land assemblage to accomplish this goal. • Work with CDOT to sequence closures with landscape improvements or redevelopment. • Implement an Access Management Educational Program for existing businesses and concerned residents. • Develop an Access Management Plan for US 287 south of 29th Street similar to the Access Control Plan CDOT developed north of 29th Street. Partner with CDOT and Larimer County to develop a formalized Intergovernmental Agreement for access modifications. 	<ul style="list-style-type: none"> • Improves traffic flow • Improves motorist, bicyclist and pedestrian safety by reducing the number of vehicle-vehicle conflict points as well as reducing conflicts between vehicular and non-vehicular traffic • Creates a more consistent streetscape character 	0 - 5 Years	\$250,000 Plan; <\$1 million/mile	High



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
6.3 Identify Future Annexation Areas. Identify those parcels within the study area that will be annexed, and determine timeframes.				
6.3a. Annexation Study: Complete an in-depth analysis and study of those lands that still need to be annexed into the City, along with improvements costs, phasing, and funding recommendations. Identify those parcels that have exhausted their time limits for annexation, and create specific annexation plans for those properties. Coordinate utility burials and streetscape improvements with any annexations plans.	<ul style="list-style-type: none">• Allows for sense of surety for new development• Promotes private development	Immediate	Over \$150,000	Low

APPENDIX A. PUBLIC OUTREACH

PUBLIC MEETING #1

26 February 2014, 7:00 - 9:00 AM, 11:00 - 1:00 PM, 4:00 - 6:00 PM; Loveland Public Library, Gertrude Scott Room

OVERVIEW

On Wednesday, February 26th, 2014, the City of Loveland held its first set of public meetings for the Highway 287 Strategic Plan. To encourage public participation, the City sent email invites to City staff and committees; mailed over 800 postcards to property and business owners; posted flyers around town; and held three workshops, one in the morning, one during lunch, and one in the early evening to accommodate varying schedules. An article in the *Loveland Reporter-Herald* also provided meeting details. Over 40 people attended at least one of the three advertised workshops and over the subsequent two weeks, an additional 72 people visited the website, www.287strategicplan.com, and took the online survey.



WHAT IS YOUR VISION FOR THE HIGHWAY 287 CORRIDOR?

Explore great streets from across Colorado, the nation, and the world. Discuss what makes these places memorable and how we can apply new ideas to the Highway 287 Corridor. Join us at one of our interactive sessions or participate online.

WEDNESDAY, FEBRUARY 26, 2014
LOVELAND LIBRARY - GERTRUDE SCOTT ROOM
300 NORTH ADAMS AVENUE

Choose from the following interactive sessions:

- 7:00 AM - 9:00 AM
- 11:00 AM - 1:00 PM
- 4:00 PM - 6:00 PM

Light refreshments will be served.

WWW.287STRATEGICPLAN.COM

- Learn more about the project
- Take the streets survey
- Sign up for email updates
- View presentations

For more information, contact
Bethany Clark at 970-962-2745 or
bethany.clark@cityofloveland.org.



Case Study Example - Kingshighway Boulevard, St. Louis, MO

During each of the two-hour workshops, attendees were encouraged to review a corridor map and several boards, including the project overview; process and schedule; project goals and objectives; and comments that have been heard so far. The main exercise at each workshop was a presentation, and instant polling of five great streets: North College Avenue: Fort Collins, CO; Euclid Avenue: Cleveland, OH; Quebec Street: Commerce City, CO; Kingshighway Boulevard: St. Louis, MO; and 2100 South/ Sugarhouse District: Salt Lake City, UT. Subsequent discussion of each corridor focused on what makes these places memorable, what characteristics enhance business opportunities, and how these new ideas can be applied to the Highway 287 Corridor.

287 STRATEGIC PLAN



PUBLIC WORKSHOP #1

26 FEBRUARY 2014



www.287strategicplan.com



WORKSHOP PURPOSE

Explore great streets from across Colorado, the nation, and the world. Discuss what makes these places memorable, what of their characteristics enhance business opportunities, and how we can apply new ideas to the Highway 287 Corridor.

WORKSHOP AGENDA

1. Sign In

1. Review Displayed Boards

1. Participate in the Polling Presentations:

- Morning Event: 7:30 am
- Midday Event: 11:30 am
- Evening Event: 4:30 pm

AFTER THE EVENT

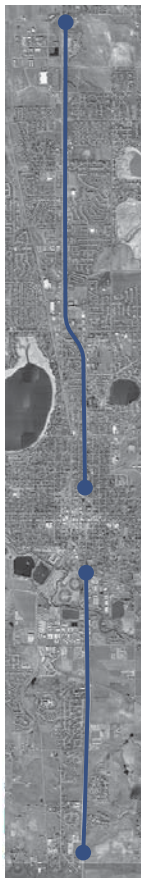
Stay Updated:

- www.287strategicplan.com
- <http://www.facebook.com/>

Contact Us:

- bethany.clark@cityofloveland.org





PROJECT OVERVIEW

In January of 2012, the Loveland City Council held their annual Council Advance to set the priorities for the year. One of the goals the Council set as a priority was to “Develop a Highway 287 Business Development Corridor Plan” to guide its development and improve business opportunities along the Corridor. This goal was again adopted as a priority by City Council in 2013 and their commitment was reaffirmed in July 2013 when the project was funded.

As one of the main corridors into Loveland’s downtown, the Highway 287 Corridor will serve as an important future growth area and has great potential for redevelopment and becoming a gateway to Downtown Loveland. The plan will serve as a guide for residents, property and business owners, developers, City staff, and elected officials in making good land use, design, and development decisions in the Corridor.

A key outcome of the plan will be an understanding of the Corridor’s competitive business position, and identifying the types and combination of supportable retail, office, and industrial space that can be retained and attracted to the corridor. The plan will also identify impediments associated with development and create strategies to facilitate redevelopment, attract private investment, and create a positive image through well designed streetscapes and high-quality development.

PROCESS + SCHEDULE

The project began in November 2013 and is anticipated to finish in early summer 2014 with a City Council adoption hearing. Ongoing outreach to residents, businesses, employers, commuters and others will take place throughout the process to gain input and feedback.



Get involved... and stay involved!

In addition to meetings and events, there will be many opportunities for you to offer thoughts, ideas, concerns, and other input throughout the process. At every step of the way there will be online activities and questionnaires to get your feedback on the vision for the 287 Corridor, alternative options, and opportunities to create the vision.

Please check the project website regularly for the latest updates, and be sure to attend our public open houses!

www.287strategicplan.com



PROJECT GOALS + OBJECTIVES

The Plan will primarily focus on strategies to spur additional economic development within and adjacent to the Corridor, and associated redevelopment opportunities.

The primary goals of the Strategic Plan are to:

- encourage and facilitate redevelopment;
- enhance business opportunities;
- generate private investment;
- create a pleasant, safe, and inviting streetscape;
- maintain and enhance multimodal mobility;
- improve public safety and infrastructure;
- enhance and promote parks and trails as community amenities;
- foster community support through extensive outreach to property and business owners; and
- create an identity for the City of Loveland and establish gateways to the City.



WHAT WE'VE HEARD SO FAR

Economic Development

Promote the economic health of the community through the maintenance, creation and diversification of business and employment opportunities that increase the area's standard of living.

- Focus on attracting businesses that operate within the Fort Collins and Loveland service areas.
- Capitalize on the Corridor's assets for light industrial and other businesses, such as accessibility, and high traffic volumes.
- Create new economic connections east-west to attract new businesses.

Transportation

Provide multimodal connectivity along north-south and east-west routes while balancing vehicular mobility with enhanced opportunities for walking, bicycling, and taking transit.

- Enhance routes from adjacent neighborhoods to nodes.
- Create comfortable and aesthetically-pleasing streetscapes.
- Provide commuter bicycle routes that connect to east-west recreational paths and commercial areas on 287.
- Support existing plans to ultimately incorporate bike lanes within 287 ROW.

Land Use

Preserve desirable land uses and accommodate new uses that improve the character and economic position of the corridor.

Assess existing zoning regulations to remove unnecessary obstacles to redevelopment and new business opportunities



WHAT WE'VE HEARD SO FAR

Community Design

Emphasize the enduring nature of high quality materials, architectural character, and site design that enhances Loveland's identity and increases the attractiveness of the Corridor.

- Create consistent code and design standards for the City and County that promote desired development.
- Capitalize on the Corridor's assets including rivers, parks, and mountain views.
- Identify ways to incorporate incremental changes along the Corridor.

Natural Resources

Protect and capitalize on the parks and natural resources.

- Reclaim the Big Thompson floodplain.

Cultural Resources

Preserve and increase the community's cultural resources, including its historical heritage.

- Consider repurposing historic resources for active uses.
- Incorporate public art.

Plazas, Parks & Open Spaces

Include community gathering spaces and opportunities for passive and active recreation.

- Strengthen linkages among existing and future parks and open spaces.

Public Safety

Minimize conflicts among transportation modes and maintain Highway 287's capacity as an efficient route for emergency responders.



WHAT WE'VE HEARD SO FAR

Public Engagement

Engage residents, business owners, and public officials in decision-making to ensure the City maintains its commitment to the long-term vision.

- Encourage input on development proposals.
- Solidify the City's commitment to change, as evidenced by Council's initiation of this Plan.
- Foster community pride.

Regional Coordination

Coordinate implementation among City and County staff and elected officials, as well as economic development agencies and transportation organizations.

- Develop a 287 Working Group that will oversee plan implementation in the long-term.
- Abide by the inter-governmental agreement with Larimer County to annex, as appropriate, areas adjacent to the 287 Corridor.

Community Health

Accommodate healthy eating and active living via opportunities for urban agriculture, farmers' markets, human-powered transportation, and recreational amenities.

Funding

Establish ongoing funding for Corridor improvements and maintenance.

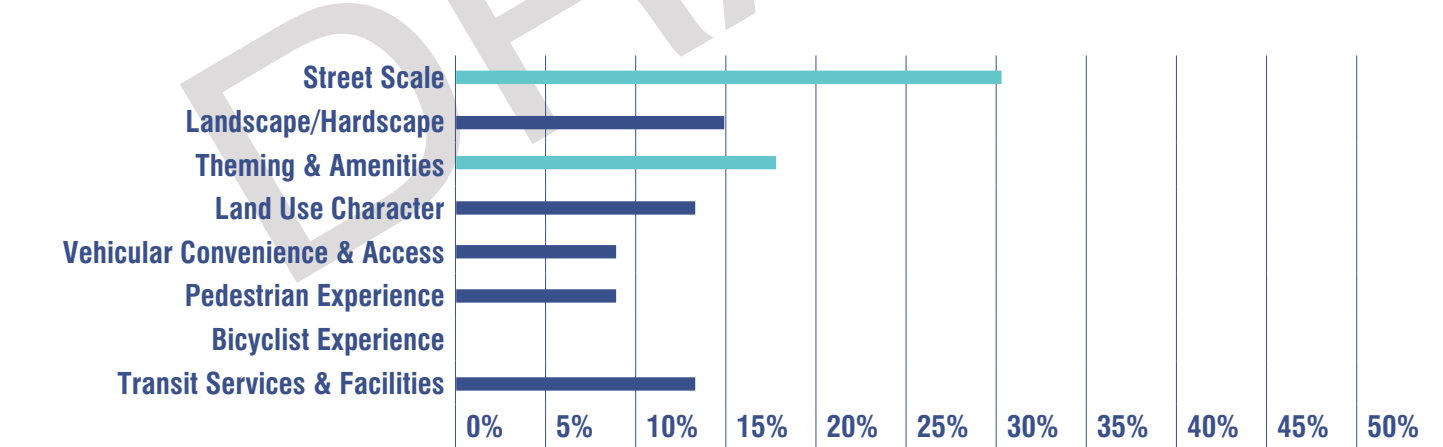
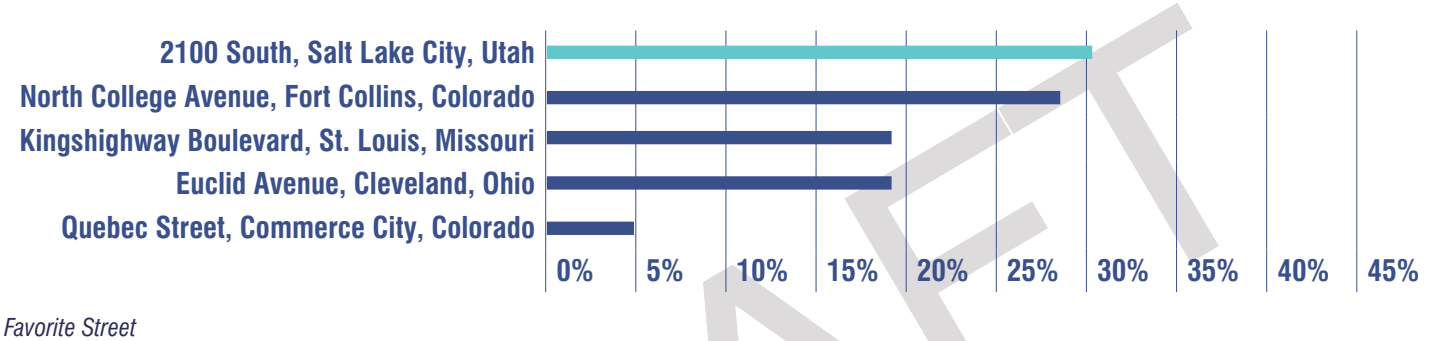
- Identify funding mechanisms to pay for public infrastructure.
- Purchase and consolidate parcels.
- Establish BID.
- Offer grants to businesses for façade improvements.



After learning about each street, meeting attendees voted on their favorite one, and then chose which two characteristics, from the list below, made them prefer that particular street.

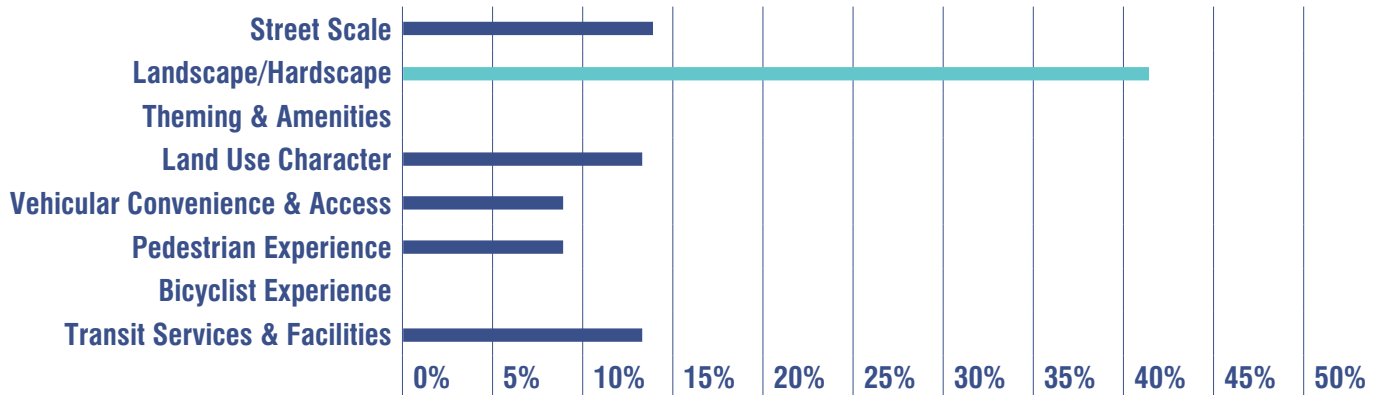
1. Street Scale
2. Landscape / Hardscape
3. Theming & Amenities
4. Land Use Character
5. Vehicular Convenience & Access
6. Pedestrian Experience
7. Bicyclist Experience
8. Transit Service & Facilities

Among all respondents, 2100 South was the crowd favorite, followed closely by North College Avenue. Euclid Avenue and Kingshighway Boulevard tied for third place. Attendees selected 2100 South for its pedestrian street scale and its theming and amenities. The landscape / hardscape was the most attractive feature of North College Avenue and Kingshighway Boulevard, while Euclid Avenue was popular for its transit services and facilities. Results charts are provided on the following pages. The results from the polling and discussion formed the basis for the overall vision and initial economic strategies for the Corridor.

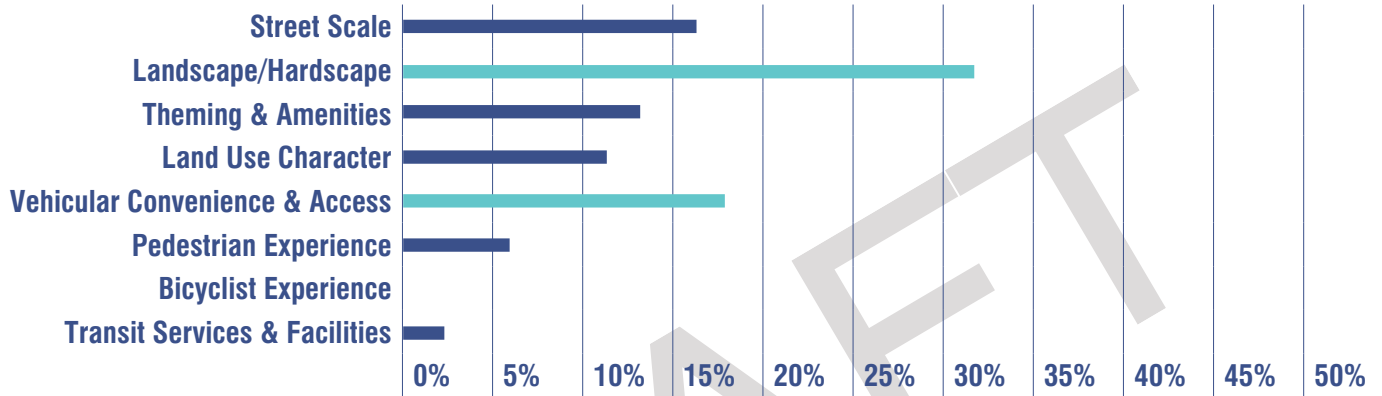


2100 South (Sugarhouse District)

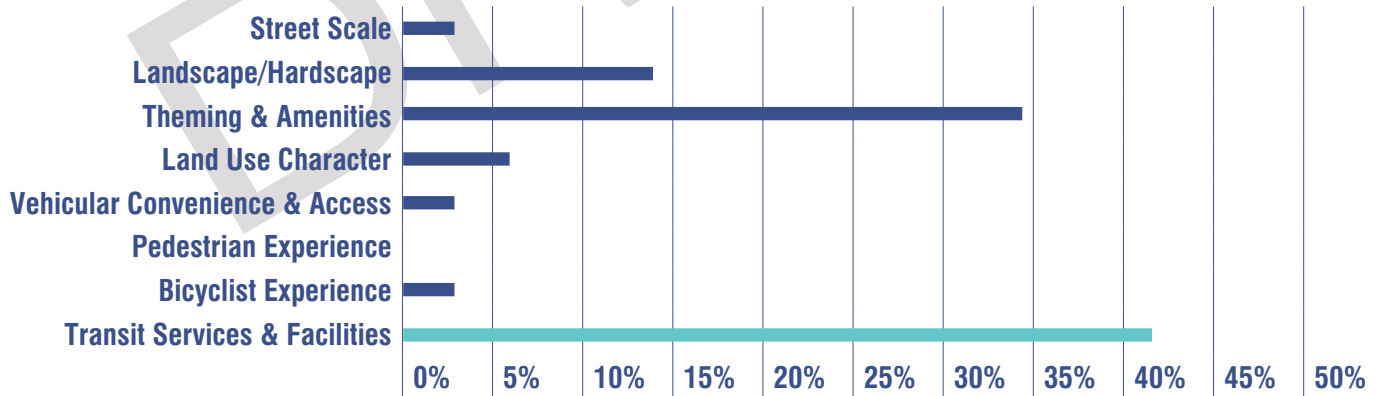




North College Avenue



Kingshighway Boulevard



Euclid Avenue

INDIVIDUAL PROPERTY OWNER MEETINGS

OVERVIEW

Over the summer of 2014, City staff and consultants met with individual property owners to discuss both the Orchards and the Big Thompson catalyst sites. Over the course of the summer, 15 property and business owners attended these meetings with positive reaction to improvements along the Corridor.

A second set of individual property owner meetings were held just prior to each of the last set of public meetings on Wednesday, May 27th and Thursday, May 28th. In general, property owners were very supportive of the concepts and actions presented, including redeveloping the 29th Street commercial node, creating a river district, and improving multimodal accessibility.

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PUBLIC MEETING #2

OVERVIEW

On Sunday, September 28th, the City of Loveland initiated the second set of public meetings in association with the Loveland Farmers' Market. This workshop was followed up with a second opportunity for comment at the Police Institute on Tuesday, October 7th. To encourage public participation, the City sent email invites to City staff, committees and the 287 email notification list; and mailed over 800 postcards to property and business owners. Over 100 people attended at least one of the two advertised workshops.

During each of the workshops, attendees were encouraged to review both opportunity maps for each zones of the Corridor, as well as economic strategies, action and sub-actions. Comments from these workshops helped to refine each of the sub-actions, and assisted the consultant team in the first prioritization exercise which defined the immediate action plan.



ZONE 1



PROBLEMS

- Large number of vacant businesses along 287 from 37th to 65th create gaps in destinations.
- Strength of Longview/Midway employment node on north end is not being adequately leveraged to generate more growth.

ECONOMIC STRATEGY

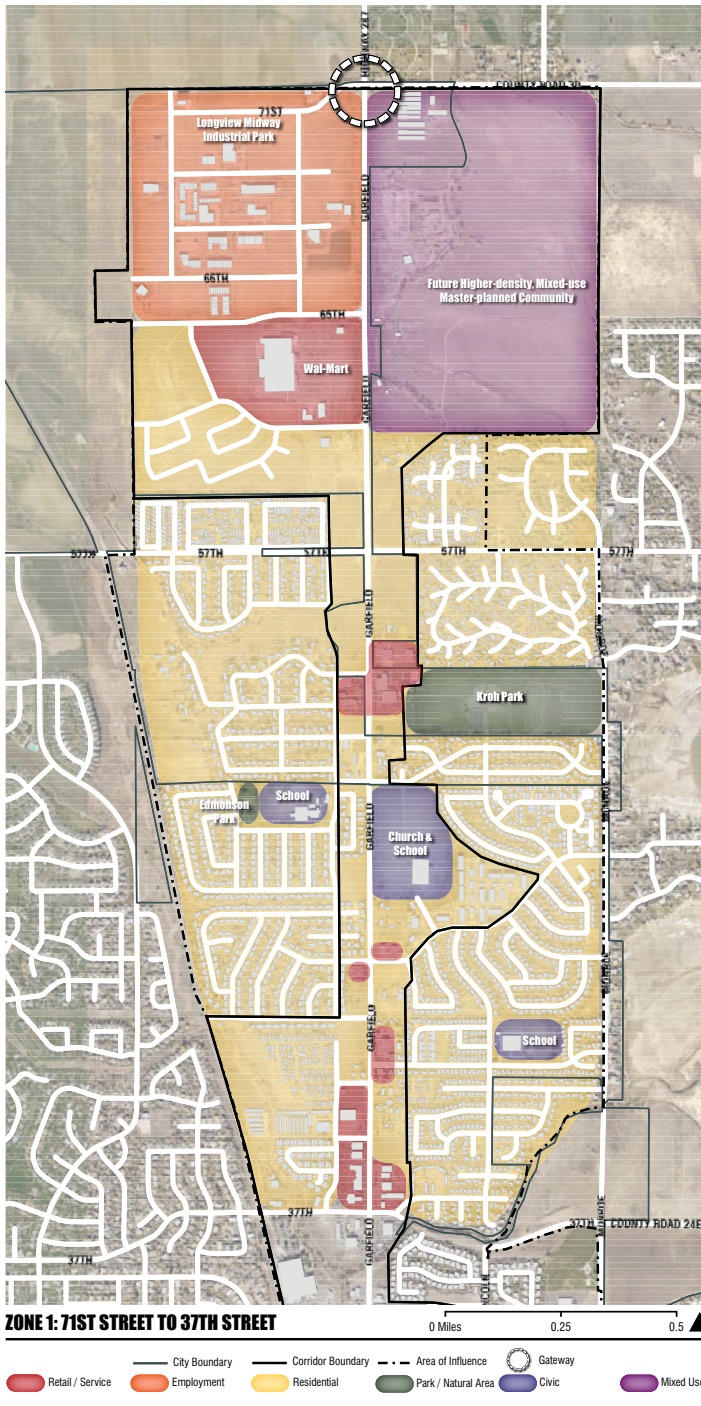
Concentrate future commercial uses at 65th Street, and employment uses in Longview/Midway. Transition remaining corridor to community-oriented services and higher-density residential uses to create more coherent and better planned commercial nodes, and open vacant parcels to alternative development opportunities.

ACTIONS

1.1 Update zoning code to encourage mixed use and residential development to support retail districts to the north and south.

1.2 Improve street section for multi-modal use.

1.3 Continue to leverage the existing employment concentration to attract more business.



ZONE 2



PROBLEMS

- 29th to 33rd area is the most viable commercial node in the corridor but the quality of the retail store mix is declining.
- One dimensional shopping experience consisting primarily of neighborhood retail and service uses.
- Shopping centers are aging and in need of reinvestment.
- Current regulations promote incremental, piecemeal improvements and are discouraging reinvestment.
- Confusing circulation and access between district shopping centers.

ECONOMIC STRATEGY

Create a public/private development plan to revitalize and expand the 29th commercial node as a community shopping and entertainment destination for central and north Loveland.

ACTIONS

- 2.1 Develop a commercial district revitalization plan to assist key underperforming businesses.
- 2.2 Formalize the street network at Orchards Center and Loveland Marketplace to create more commercial development sites, improve multi-modal access, and create a new entry.
- 2.3 Improve Dry Creek Bridge crossing to enhance pedestrian and bike access and increase flood capacity.



ZONE 2



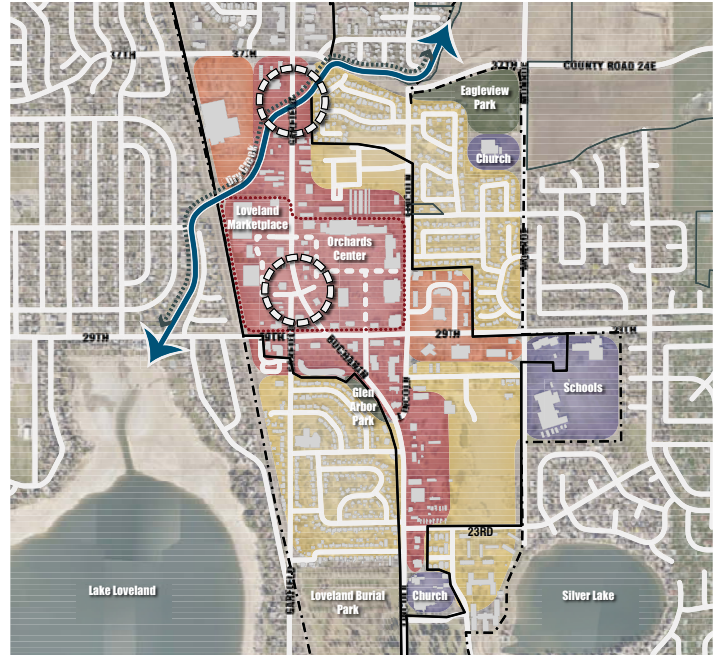
ORCHARDS CATALYST CONCEPT



Drawing is conceptual and illustrates one of many possible futures.

ACTIONS

- 2.4 Expand and diversify the mix of uses to create a mixed use activity center.
- 2.5 Commission a marketing study and plan to create a new brand for the area.
- 2.6 Develop site design standards that promote pedestrian-oriented development.



ZONE 2: 37TH STREET TO CEMETERY



ZONE 3



PROBLEMS

- An abundance of low value and underperforming auto-oriented uses.
- Numerous vacant businesses with substandard site dimensions and access for commercial uses.
- Poor pedestrian environment.
- Small, narrow frontages in separate ownership create too many drive access points.

ECONOMIC STRATEGY

Improve the couplet right of way to create more functional commercial sites and attract higher quality uses oriented to downtown and residents of surrounding neighborhoods.

ACTIONS

3.1 Improve the pedestrian environment and add bike lanes.

3.2 Update the zoning code and design standards to allow mixed use and residential development.

3.3 Create a redevelopment plan for Hwy 34 & Hwy 287 intersection as a key gateway into downtown, with intuitive wayfinding, and architecture and landscape enhancements.



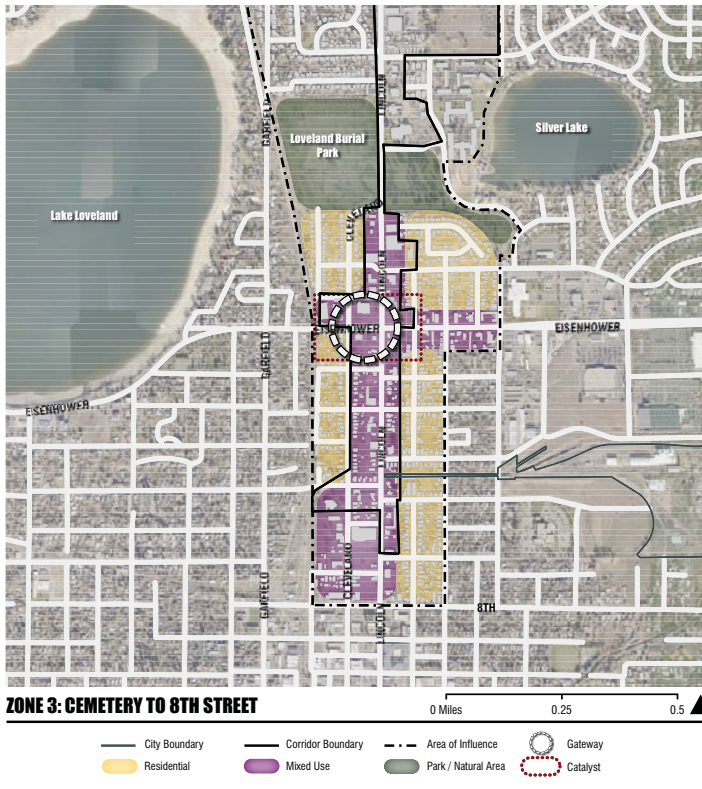
ZONE 3



HIGHWAY 34 (EISENHOWER) CATALYST CONCEPT



Drawing is conceptual and illustrates one of many possible futures.



ZONE 4



PROBLEMS

- Underutilized and low value commercial & industrial uses.
- Flood hazard has limited reinvestment opportunities for certain properties.
- Too many drive access points.
- Higher value commercial frontage development potentials are compromised by county industrial uses to the east.
- Area development does not capitalize on proximity to the river.

ECONOMIC STRATEGY

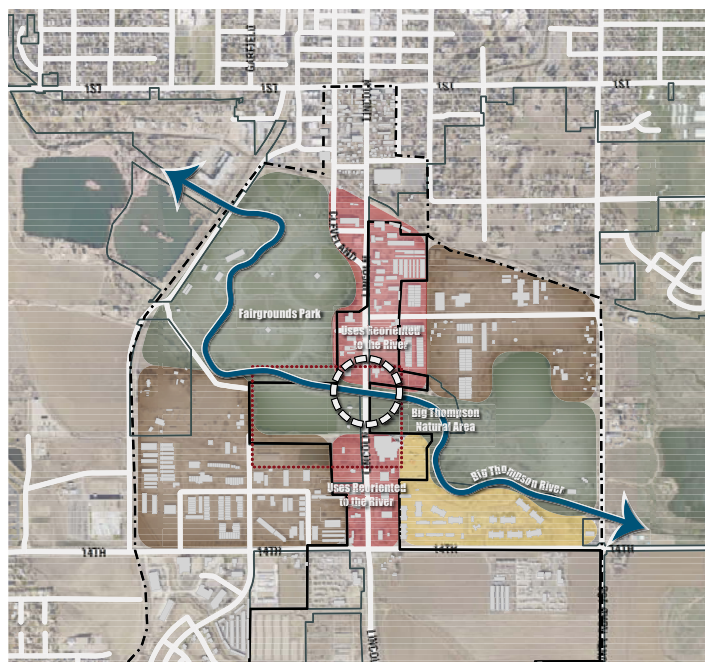
Create an enhanced river corridor with public spaces and amenities that will attract new commercial development and make existing properties more attractive.

ACTIONS

4.1 Mitigate the flood hazard.

4.2 Create an urban renewal plan to capitalize on flood mitigation and convert Hwy 287 river crossing into a river district (i.e. Estes Park, Pueblo, Golden).

4.3 Improve bridge across Big Thompson River to help mitigate flooding and create a southern gateway to downtown.



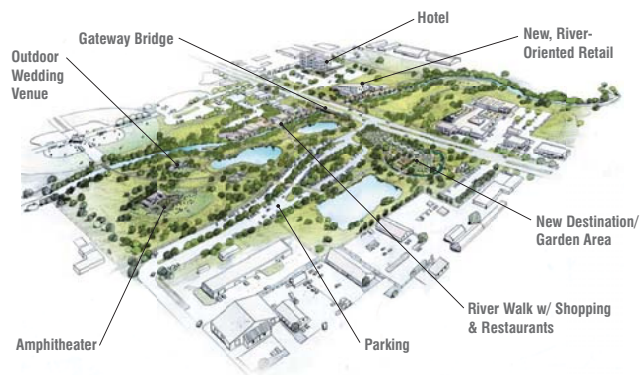
ZONE 4: 1ST STREET TO 14TH STREET (SH 402)



ZONE 4



BIG THOMPSON CATALYST CONCEPT



Drawing is conceptual and illustrates one of many possible futures.

ZONE 5



PROBLEMS

- Sparsely developed with large vacant areas.
- Lack of coherent land use plan.
- County enclaves that disrupt land use pattern.
- Insufficient households to support new commercial uses currently.
- Lack of street network – no connectivity.
- Lack of infrastructure – utility constraints.

ECONOMIC STRATEGY

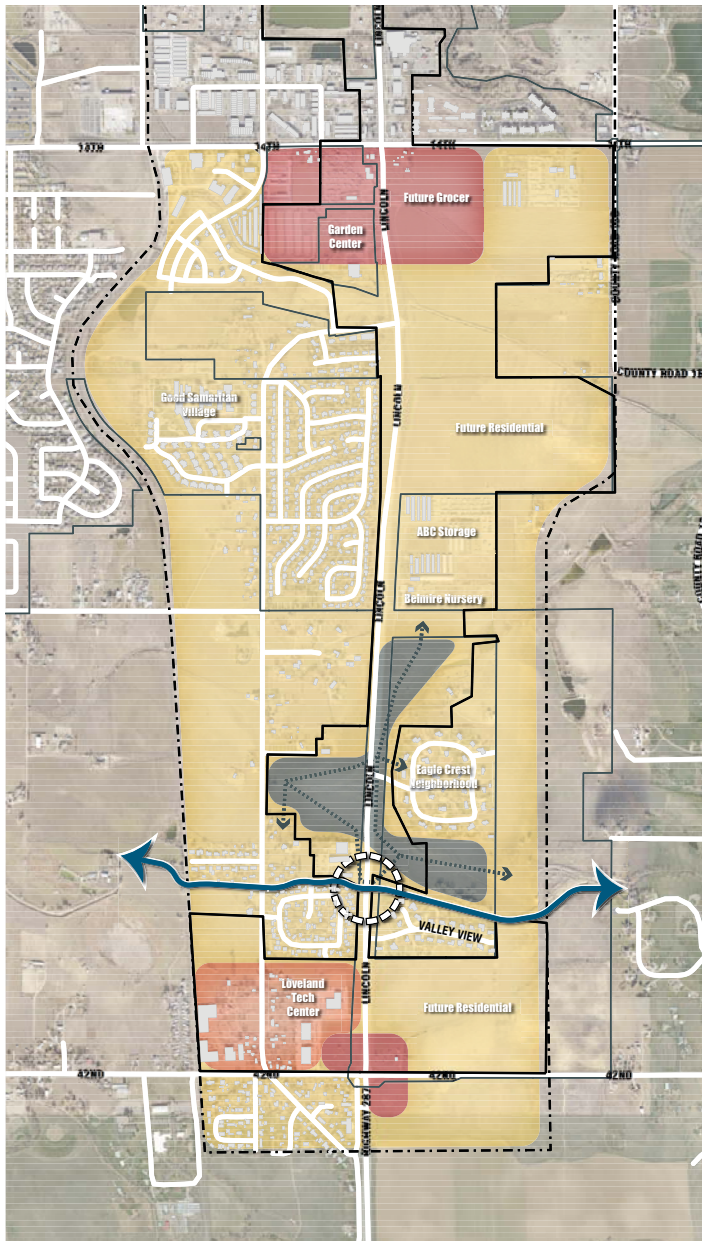
Concentrate future commercial and employment opportunities and high density residential development at 14th Street/Hwy 402 while maintaining and expanding low and medium density residential uses to the south.

ACTIONS

5.1 Modify future land use map and zoning to focus on low/medium density residential development.

5.2 Create southern gateway into Loveland.

5.3 Promote development of larger master planned neighborhoods.



ZONE 5: 14TH STREET (SH 402) TO 42ND STREET

0 Miles 0.25 0.5

- | | | | | |
|------------------|-------------------|-------------------|---------------------|---------|
| City Boundary | Corridor Boundary | Area of Influence | Waterway | Trails |
| Retail / Service | Employment | Residential | Park / Natural Area | Gateway |

PUBLIC MEETING #3

OVERVIEW

On Wednesday, May 27th and Thursday, May 28th, the City of Loveland initiated the last set of public meetings at the Loveland Library and the Police Institute. To encourage public participation, the City sent email invites to City staff, committees and the 287 email notification list; and mailed over 800 postcards to property and business owners. Meetings with property owners preceded each of the workshops, and altogether, approximately 40 people attended.

During the workshops, attendees were asked to offer comment and feedback on the final plan, focusing on the Immediate Action Plan, most recently developed. In general, workshop participants were very supportive of the concepts and actions presented, including redeveloping the 29th Street commercial node, creating a river district, and improving multimodal accessibility.



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APPENDIX B: EXISTING CONDITIONS AND ECONOMIC ANALYSIS

STUDY AREA & AREA OF INFLUENCE

Highway 287 covers approximately 8 miles within Loveland’s city limits. For the purposes of the Strategic Plan, the Study Area is divided into northern and southern portions and excludes Downtown Loveland. While this is the City’s first strategic plan for development along Highway 287, several other plans have been completed for Downtown including the *Downtown Strategic Plan and Implementation Strategy* and the *Downtown Streets Master Plan*. Rather than duplicate the efforts of these plans, this Strategic Plan focuses on Highway 287 north and south of Downtown.

The northern portion of the Study Area extends from 71st Street / County Road 30 to 8th Street, while the southern portion of the Study Area extends from SE 5th Street to SE 42nd Street / County Road 14. To the west and east of Highway 287, the northern and southern Study Areas capture adjacent commercial, industrial, and employment properties, as well as those areas deemed development reserves. In total, the Study Area measures 1,647 acres consisting of 1,107 parcels. An Area of Influence surrounds the Study Area and includes mostly residential properties up to ½ mile from Highway 287, which influence demand for Corridor businesses and employment opportunities and require adequate access to Corridor commerce.

EXISTING CONDITIONS

Mobility

Overview

Highway 287 is both a regional highway for intercity travel while also providing the most convenient route for north/south vehicle-trips from one end of the City of Loveland to the other. As a federal highway, its function has a higher level of importance than simply intra- and intercity connectivity – it can be used as an alternate route to I-25, connecting to Fort Collins, Denver and beyond, and it can also be used for large-scale emergency evacuation. As such, Highway 287 will always have a high-level traffic mobility need and the flow of vehicles through the City of Loveland will always be a priority.

Although the design of US 287 varies significantly over its course through Loveland, it generally features 2 travel lanes in each direction, a median, and shoulders. At the northern and southern ends of the Corridor, US 287 is rural in character with rights of way over 130’, and in places, features a meandering sidewalk on the west detached at least 35’ from the road. Near the Orchards Shopping Center, a 110’ wide right of way accommodates three southbound travel lanes and four northbound lanes including left and right turn lanes and attached sidewalks. As it traverses through the heart of town, US 287 divides into a one-way couplet – Cleveland and Lincoln – with three travel lanes and sidewalks on both sides in an 80-foot cross section or less.

Current average daily traffic volumes on Highway 287 range from a low of 14,000 vehicles on the southern portion to a high of 28,000 vehicles near the Orchards Shopping Center. The City of Loveland 2035 Transportation Plan predicts that most of US 287 will remain a 4-lane facility with traffic volume projections for the year 2035 ranging from about 38,000 vehicles per day near SE 14th Street to over 40,000 vehicles per day north of Garfield Avenue.

Transit service in and through Loveland consists of the FLEX and the City of Loveland Transit (COLT). The FLEX is an intercity north/south regional bus route, governed by seven jurisdictions, that connects Regional Transportation District service along 287 from Denver to Longmont and northward to Berthoud, Loveland, and Fort Collins. The COLT provides local and paratransit service within city boundaries. The COLT operates with 1-hour headways from 6:38am to 6:37pm Monday through Friday and on Saturdays from 8:48am to 5:37pm. The FLEX and the COLT serve two existing transit stations on US 287, including the North Transfer Station at Orchards Center at 29th Street and the South Transit Center at 8th Street. Many bus stops include benches and shelters, but several lack sidewalks connecting them to each other or nearby origins and destinations.

Pedestrian facilities along US 287 are intermittent and sometimes non-existent. Long segments of US 287, particularly between SE 42nd Street and SE 14th Street, and about ¼ mile to the north and south of the 57th Avenue intersection, lack sidewalks. Comparably, bike lanes do not exist along any segment of US 287. There is some availability for bicyclists to use an existing shoulder, but these locations are intermittent and/or the shoulder area is less than ideal, narrowing to 4' wide at times. Bicyclists now must ride in or directly adjacent to a vehicle travel lane along US 287. While this approach might be sufficient for the experienced bicyclist, casual bicyclists are likely avoiding US 287 altogether, thereby seeking alternative routes with longer distances between origin and destination points.

The *City of Loveland Bicycle and Pedestrian Plan* proposes pedestrian and bicycle facility improvements as time and budget allows. Specific to US 287, the *Bicycle and Pedestrian Plan* identifies the construction of new sidewalks to fill in existing travel gaps, and bike lanes along the entire length of US 287 through the City. East-west bicycle facilities are also planned that would cross US 287 and connect to existing or proposed recreational trails and activity centers.

Why It Matters

US 287 and Taft Avenue accommodate the majority of north/south traffic through Loveland. Other north/south routes are hampered by geography and existing land uses and ownership. Lakes constrain east-west mobility forcing Eisenhower Boulevard and 14th Street to carry the majority of east-west traffic. A number of streets are currently experiencing significant congestion problems, including US 287 from the north end of the one-way couplet to 71st Street and numerous sections of Eisenhower Boulevard.

Highway 287 currently is not a well-balanced, multi-modal facility. A lack of pedestrian connectivity, including sidewalk gaps, disorients the pedestrian and requires pedestrians to walk on or near the road, which is unsafe. Alternatively, pedestrians must take longer, circuitous routes that impede walking and encourage driving. Similarly, the lack of bicycle facilities deters people from biking. Existing transit service has long headways, cuts off in the early evening, and isn't offered on Sundays, which limits its viability as an alternative to driving. Unfortunately, improvements to the transit system are unlikely in the near future due to limited federal funding, a decline in the City's general fund, and the lack of a regional transit authority, according to the *2035 Transportation Plan*.

Investment in pedestrian and bicycle facilities, however, can often reap dividends. According to the *Bicycle and Pedestrian Plan*, "Investment in the bicycle and pedestrian system also improves the City's economic vitality. The study, *Estimating the Employment Impacts of Pedestrian, Bicycle, and Road Infrastructure*, examined job creation data from 2008 provided by Baltimore, Maryland and found that pedestrian and bike infrastructure projects create 11 to 14 jobs per \$1 million of spending, while road infrastructure initiatives created 7 jobs per \$1 million of spending. The linkage between retaining young



professionals between 25 and 50, who are the primary income producers in a City, have an increased propensity to stay if there is a good bicycle and pedestrian system.”

Investment in transit infrastructure can also attract residents and stimulate economic development. In Cleveland, Ohio, the City spent \$170 million redesigning Euclid Avenue with Bus Rapid Transit, bike lanes and wide sidewalks. Since its completion in 2008, the BRT and associated improvements have garnered \$4.3 billion in economic development and increased bus ridership by 54%.

What We’ve Heard

Vehicular Mobility

- The Corridor is good for moving cars, but not pedestrians or bicyclists.
- The Corridor suffers from a lack of grid connectivity and parallel north/south corridors should be identified.
- Incorporate a roundabout at Orchard Shopping Center and Loveland Marketplace areas.
- Consider a road diet to slow down traffic through downtown.
- Create a central median with greenspace to allow for respite and more intuitive wayfinding (due to limited possible turn movements).
- Don’t create a raised median that limits business access.
- Address the surrounding grid (or lack of) in closing access (due to the lack of traditional grid connections).
- Adequately maintain any future improvements, including medians and landscaping, and provide a place to put snow.

Pedestrian Mobility

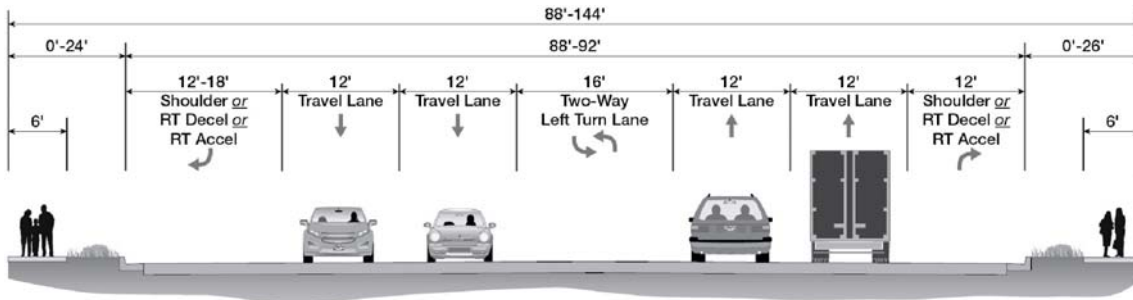
- Provide wide, detached sidewalks.
- Develop a pedestrian sidewalk / recreational trail between Big Thompson and Downtown.
- Minimize curb cuts to facilitate pedestrian mobility and lessen conflicts.
- Create a trail connecting the river to multifamily buildings north of SE 14th Street.
- Address access for people with special needs.

Bicycle Mobility

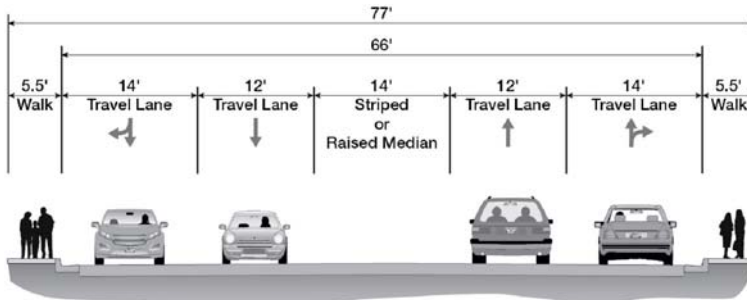
- Provide a bike lane on 287.
- Develop bike trails in the flood redevelopment area.
- Improve 402 bike accessibility to safely connect commuters to highway.

Mobility

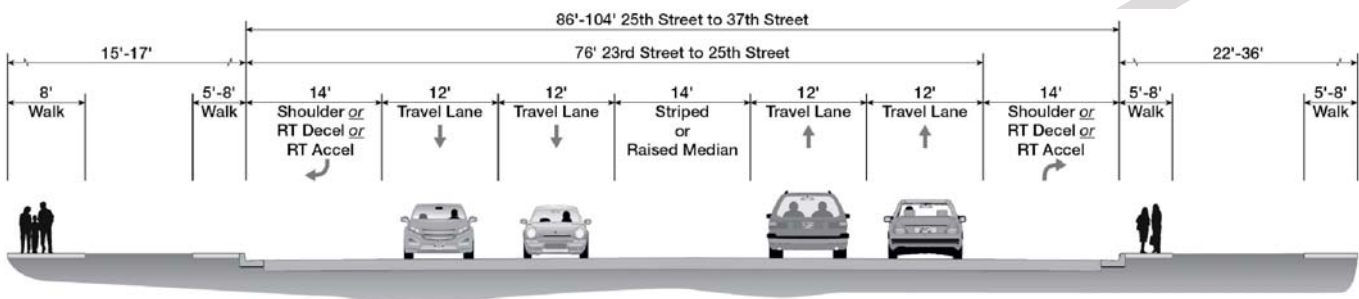
- Provide bus pulloffs to prevent queuing of cars at bus stops.
- Consider BRT on 287.
- Connect transit to the Fort Collins BRT at Harmony; an aging population will depend on transit.
- Build on changing attitudes surrounding high-frequency bus systems; build on success of flex bus from Loveland to Fort Collins; I-25.
- Integrate the long-run buses and short-run buses within the same area; more flexible than rail.
- Design bus stations to brand the area and help with wayfinding.
- Increase transit ridership.
- Make multimodal connectivity obvious, compact and efficient; focus on all aspects of multimodal.
- Include rail transit in the center of the highway, like Albuquerque to Santa Fe – use this example to connect to Broomfield future development.
- Work with non-profits & for-profits to develop alternate ways to provide point-to-point transportation



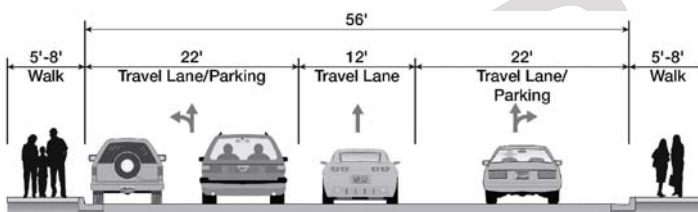
Zone 1 Existing Conditions. 37th Street to 71st Street



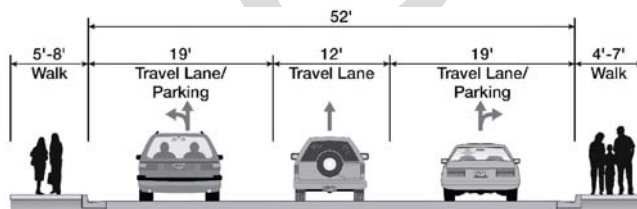
Zone 2. Cemetery to 23rd Street



Zone 2. 23rd Street to 37th Street

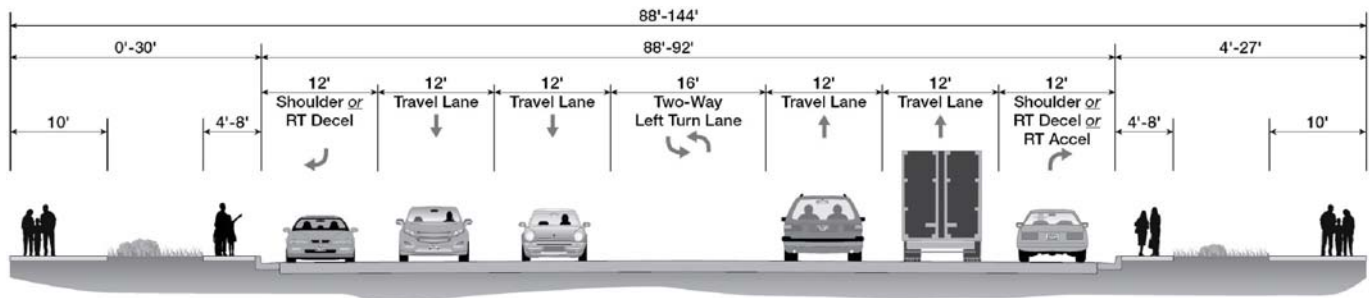


Zone 3. North of US 34

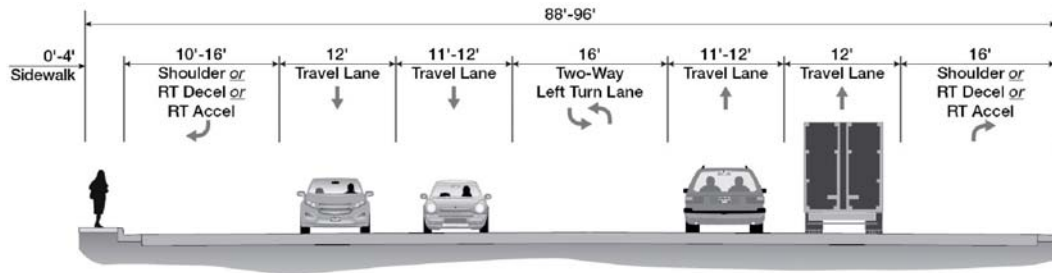


Zone 3. South of US 34





Zone 4 Existing Conditions. 14th Street (SH 402) to Cleveland Avenue



Zone 5 Existing Conditions. 42nd Street to 14th Street (SH 402)

Highlights & Conclusions

- Due to Highway 287's role as the primary north-south transportation corridor in Loveland, the highway should accommodate pedestrians and bicyclists as conveniently as vehicular traffic.
- Pedestrian and bicyclist connectivity should extend from the Corridor into adjacent developments, including existing auto-oriented shopping centers.
- Due to safety concerns, design elements such as protected bike lanes and sidewalks with landscaped buffers should be implemented along the Corridor.
- Demand for transit between Loveland and Fort Collins is rising. To capitalize on existing transit improvements in Fort Collins, Loveland should further invest in its transit system.
- Several studies have demonstrated that multi-modal mobility contributes to economic development.

Edge

Overview

Edge conditions along Highway 287 vary considerably. In general, north of 57th and south of 14th, the edge is suburban to rural in character with large swaths of undeveloped land affording wide-open views, including excellent westward mountain vistas. Landscaping in these less developed areas trends toward unmanicured, semi-natural areas and farmland with a scattering of trees. The northern and southern gateways are largely undeveloped and lack a sense of arrival to Loveland.

As these ends transition toward downtown, the streetscape becomes more urbanized and enclosed by development, consisting primarily of one- and two-story strip and pad business establishments set behind parking lots; a node of big boxes outlining large parking reservoirs between 29th and 37th streets; and older homes, converted residences, and businesses abutting Lincoln and Cleveland streets north and south of Downtown. The prevalence of street trees and the Glen Arbor Park, Loveland Burial Park, Fairgrounds Park, and the Big Thompson River add green relief to central portions of the Corridor. Unfortunately, the 287 bridge over the river fails to accentuate the greenway as a character-defining recreational amenity.

As mentioned in the previous *Street* overview, the pedestrian environment suffers from inconsistent conditions throughout the Corridor. Sidewalks vary from nonexistent or one-sided in the lesser-developed ends of the Corridor to attached and detached segments in between. In the center of the Corridor where sidewalks do exist, the frequency of curb cuts significantly interrupts the pedestrian environment.

Business access density issues are especially concentrated between SE 5th Street and SE 8th Street, as well as between East 10th and East 16th streets on northbound Lincoln Ave. Within these areas, many businesses have multiple driveways causing the frequency of access points to exceed the number of establishments. Often, these access points are excessively wide curb cuts, leading to surface parking lots in front of buildings with no sidewalk. On the other hand, the majority of densely clustered residential access points on southbound Cleveland Avenue between Highway 34 and East 12th Street are provided off an alley behind the residence, or through shared driveways that access Highway 287, which helps mitigate the density of access points.

Other obstacles, like bus benches and utility poles in the pedestrian pathway further limit walkability and contribute to an inconsistent streetscape character. The utility poles also, along with numerous pole-mounted and monument signs, create visual clutter in the streetscape. However, newer developments have provided incremental improvements to edge conditions, with detached sidewalks buffered by tree lawns, or attached sidewalks, and landscaping between the sidewalk and adjacent parking lot. The City has also begun adding wayfinding signage to the Corridor. Yet, street furnishings, like pedestrian lighting and banners, benches, and trash receptacles, are still lacking. Despite Glen Arbor Park, with a gazebo and sculpture, and the Indian sculpture in the island at the southern edge of the cemetery, the corridor lacks focal points that add visual interest to the streetscape and / or facilitate public gathering spaces.

Why It Matters

In general, the edge conditions along Highway 287 are not indicative of a high-quality commercial corridor that attracts businesses oriented toward multimodal streetscape activity. As regional businesses are lured toward Interstate 25, Highway 287 has the opportunity to redefine itself as a neighborhood-serving main street where people congregate not just for necessity, but because it's a great place they want to visit. Downtown will always be the cultural heart and entertainment epicenter of Loveland, but the central portion of Highway 287 could be an extension of Downtown, with an enhanced identity where daily needs are met within a convenient and attractive atmosphere.



Access control is an important component of improving edge conditions. The location and design of driveways and curb cuts impacts pedestrian and vehicular safety, streetscape activity, and the quality of adjacent development. The frequency of driveways and curb cuts allowing full-movement access along 287 slows throughput traffic while creating more opportunities for conflict. The CDOT *US287 Access Control Plan* for north of 29th Street recommends limiting the majority of full movement accesses to right-in, right-out or $\frac{3}{4}$ access allowing left turns into a site. Consolidating driveways and constructing medians would facilitate access control and improve edge conditions, while north / south alleys or access roads from streets intersecting Highway 287 could provide alternatives to access directly off the highway. Existing businesses may be concerned that limiting access will negatively impact their sales, but subsequent enhancements to the streetscape would likely increase activity in the corridor.

In many other cities striving to revitalize aging commercial corridors, publicly-funded streetscape enhancements are often implemented as a means to attract development. Improvements to the streetscape, including vehicular access control, consistent sidewalks, gateway enhancements, street furnishings, banners, wayfinding signage, public art, outdoor seating areas and gathering spaces, and landscaping, help brand roadways as vibrant and successful. Street trees, in particular, play an important role in increasing safety, sales, and home and business values.

According to a 2006 study by Dan Burden, *22 Benefits of Urban Street Trees*, properly placed and spaced street trees have been found to increase both motorized traffic and pedestrian safety. The study also indicates that treescaped streets increase business income by 12% while business and home values command up to \$25,000 more than areas where street trees are nonexistent.

Aesthetic improvements make invested monies visible to passerby, and can subsequently affect and increase private investment. For example, Fort Collins, Colorado, spent millions enhancing edge conditions along North College Avenue, including drainage and floodplains improvements, which led to hundreds of millions in private development and redevelopment. In Pueblo, Colorado, the city revitalized the Arkansas River with an iconic bridge and riverwalk that has improved the city's image and attracted new businesses.

What We've Heard

Streetscape

- Create a streetscape that is attractive, calming and inviting.
- Provide energy-efficient lighting to enhance pedestrian security and reduce light pollution.
- Clean up the visual clutter along the Corridor, including signage and overhead utilities.
- Incorporate consistent building setbacks and streetscape styles where possible.

Landscaping

- Include trees, grass and flowers to make the Corridor more attractive and memorable.
- Plant street trees to create a consistent street edge.
- Include landscaped medians.
- Utilize xeriscaping to minimize water needs.
- Remove curb cuts along the cemetery and put in a fence and pathways.

Branding

- Extend and unify Loveland's strong character and identity throughout 287.
- Incorporate Loveland's sculptural/ art theming within medians and planting areas.
- Utilize banners and signage to create a consistent theme.
- Provide clear and readable signage.
- Implement a more formal gateway at 57th Street.

Parking

- Improve parking access at the Orchards Shopping Center.
- Consider a frontage road along portions of 287 to provide diagonal parking near businesses and housing.
- Designate allowable street parking spaces at 1032 N. Lincoln location.

Big Thompson River

- Provide parking, signage and maps along the Big Thompson recreational trail.
- Develop a new, enhanced bridge over the river and expand design elements along 287.

Highlights & Conclusions

- The Big Thompson River is a significant natural amenity that should be capitalized upon to stimulate redevelopment in the southern portion of the corridor.
- Due to parking lots along the street and wide building setbacks, much of Highway 287 lacks a well-defined edge.
- Due to frequent curb cuts providing access to businesses, there are numerous potential points of conflict between motorists and pedestrians, and the city should improve access control.
- The streetscape along much of Highway 287 is cluttered with utilities and signage while lacking street furnishings and landscaping that create identity and encourage activity.
- Streetscape enhancements are often among the first steps undertaken by cities attempting to revitalize aging commercial corridors.

Buildings

Overview

The Study Area is largely defined by commercial buildings, as Highway 287 has historically been oriented toward retail and service establishments serving the local and regional community. The majority of commercial buildings consist of small-scale, single-story structures, including free-standing buildings and strip centers. Several parcels have a floor area ratio less than 0.2, indicating that the lot size is at least five times the building square footage. Similarly, several parcels have a land value that exceeds the building value. Additionally, many parcels are vacant, or devoid of buildings. Outside the Study Area, in the Area of Influence, residential development predominates, consisting of mobile homes, single-family dwellings, apartments and condominiums.

Building development within the Study Area, and throughout the City, is governed by the *Loveland Zoning Code*, which prescribes a variety of land uses within several defined zone districts. The *Zoning Code* contains site planning and landscaping requirements, as well as commercial and industrial architectural standards, which are intended to enhance the quality and compatibility of development.

About one-third of land in the Study Area, approximately 360 acres, is zoned for developing business, the majority of which is in the northern portion. Per the *Zoning Code*, the developing business district "is intended to provide for auto-oriented and auto-dependent uses, primarily along established commercial corridors of the City." The district requires buildings be set back at least 25' from the street right-of-way and limits building height to 40'.

Another one-third of land is zoned for planned unit developments, particularly in the southern Study Area, and can be uniquely zoned to allow for flexible and innovative residential, commercial and industrial uses. Almost 16% of the land is zoned industrial, all of which is in the southern portion, and can accommodate jobs in manufacturing, warehousing and distribution, among other low-intensity uses. Less than 10% is zoned for residential. About 5% is zoned for developing resources, which are only permitted by special review and include such uses as gardens and garden supply centers, parks, limestone extraction, drilling, and public utilities. Less than 1% is zoned for mixed-use development.



Since each zone district allows several uses, the *Loveland Future Land Use Plan Map* identifies which land uses are most desired in the long term and covers both developed and vacant parcels, and incorporated and unincorporated areas. Future commercial land uses, including community activity centers and corridor commercial, account for 40% of the Study Area and generally overlap the developing business, planned unit development, and industrial zone districts. Future employment uses account for just over 7% of the Study Area, located at the southern end of the Corridor. Future estate residential, and low, medium, and high-density residential uses represent 18% of the Study Area.

The remaining 34% of the Study Area is designated for a future land use referred to as Fort Collins – Loveland Plan. This area extends generally north of 57th Street to 71st Street, much of which is in Larimer County. Land uses in this area are guided by *The Plan for the Region Between Fort Collins and Loveland*, which includes strategies to retain the area's rural character and preserve open space.

The vast majority of land within the Study Area is privately owned and the only city-owned properties are a volunteer fire station and a sliver of land along the Big Thompson. City properties within the Area of Influence include Fairgrounds Park, the Big Thompson greenway, the cemetery, and Kroh Park, which features soccer fields, baseball diamonds, a playground, and a pond. Several pockets of land in the Area of Influence remain unincorporated, including residential developments north and south of 57th Street, much of the land south of 14th Street, and land along the Big Thompson. The Big Thompson floodplain covers a large swath of land in the southern Study Area and includes several buildings that were damaged during flooding in September 2013.

Why It Matters

The distribution of commercial buildings and uses along much of the length of the 287 corridor affords adjacent residential neighborhoods the convenience of proximate goods and services. However, many of these uses are auto-oriented toward traffic along 287 and are not well-connected to the neighborhoods that abut them. Furthermore, many of the homes are located on cul-de-sacs with fences running along their backyards, creating an additional barrier to easily accessing 287. Encouraging permeability between existing residences and businesses could stimulate activity in the corridor and redevelopment of underutilized parcels.

The fact that so many parcels have low floor area ratios and low building-to-land value ratios indicates a high potential for redevelopment. Unfortunately, existing zoning regulations encourage continuing the pattern of auto-oriented uses with wide setbacks between the street and buildings. The distance between buildings on either side of the street, combined with the majority of the buildings' short stature, creates an inhuman scale that discourages pedestrian activity. While the City's commercial and industrial architectural standards seek to elevate the quality of new buildings, the lack of pedestrian-oriented site development standards, such as zero setbacks, impedes transition of the corridor toward a more human scale.

The abundance of land zoned for planned unit developments also hinders revitalization of the 287 corridor. The inherent flexibility of PUDs reduces the predictability of future land uses, some of which may benefit revitalization more than others. The type and character of future development in unincorporated areas is also unknown, and out of city control. The City should aggressively pursue annexation of these lands to ensure their development complies with the City's future land use plan, which may need to be updated. According to the future land use plan, one third of the Study Area should comply with *The Plan for the Region Between Fort Collins and Loveland*, which was originally adopted in 1995 and updated in 2005. However, in the last 10 years, it seems the goals for this area have shifted, as evidenced by the recent development of Wal-Mart and surrounding businesses.

The flood hazard along the Big Thompson is also an impediment to redevelopment of the corridor in the southern Study Area. As the City continues to repair areas damaged in the September 2013 flood, there's a huge opportunity to improve flood control, expand the river greenway, enhance the bridge over the river, and reorient uses to this important natural amenity.

What We've Heard

Zoning

- Identify development hurdles that are inherent within existing zoning regulations.
- Increase the flexibility of zoning regulations.

Design Standards

- Design standards should achieve development that is more appropriate for the Corridor without being more onerous for developers.
- Encourage building forward design, which is more aesthetic than parking lots that exist on 287.
- Consider setting back some buildings because the newer apartment buildings adjacent to the sidewalk are tall and overwhelming and it's difficult to identify businesses that abut the sidewalk.
- Develop design standards for the streetscape.

Annexation

- Annex county land consistently, not on a piecemeal basis.
- Eliminate county enclaves within city boundaries.

Mixed Use

- Provide a mix of uses with high density residential in the areas north and southeast of Orchards that are currently designated as high density residential in the land use plan.
- Create a mixed use – residential and commercial – transit corridor.

Big Thompson River

- Implement more flood control on the Big Thompson River.
- Fix flooding problems: raise the bridge and widen the river channel.
- Enhance the bridge over the Big Thompson River and include a sign with the river's name.
- Expand the greenway along the river.
- Provide access and parking near recreational areas and trails along the Big Thompson River.

Highlights & Conclusions

- Although the corridor contains a healthy mix of uses, the connections among them need to be strengthened to make it more convenient for residents and employees to support corridor businesses.
- The City should update its zoning code and develop appropriate site development and streetscape standards to promote a human-scale built environment that balances various uses and modes of transportation.
- The City should annex unincorporated lands to ensure their use and development are consistent with the City's vision for the 287 Corridor.
- Flood hazard mitigation along the Big Thompson River presents an excellent opportunity to achieve multiple objectives that would contribute to corridor redevelopment.

Economic Development

Overview

Total employment in the City of Loveland in 2011 was 29,423 jobs. Over 20 percent of the total jobs within Loveland are located within the Study Area along Highway 287. The largest industries in Loveland are Health Care and Social Assistance, Retail Trade, Manufacturing, Accommodation and Food Services, and Professional Technical Services, as shown in Table 1. Much of the employment along the 287 Corridor falls within these industries, specifically Health Care and Social Assistance, which accounts for 18 percent of existing jobs along the corridor. Retail trade and accommodation and food service account for over 25 percent of employment within the Study Area collectively.

Table 1. City of Loveland and 287 Corridor Major Industries

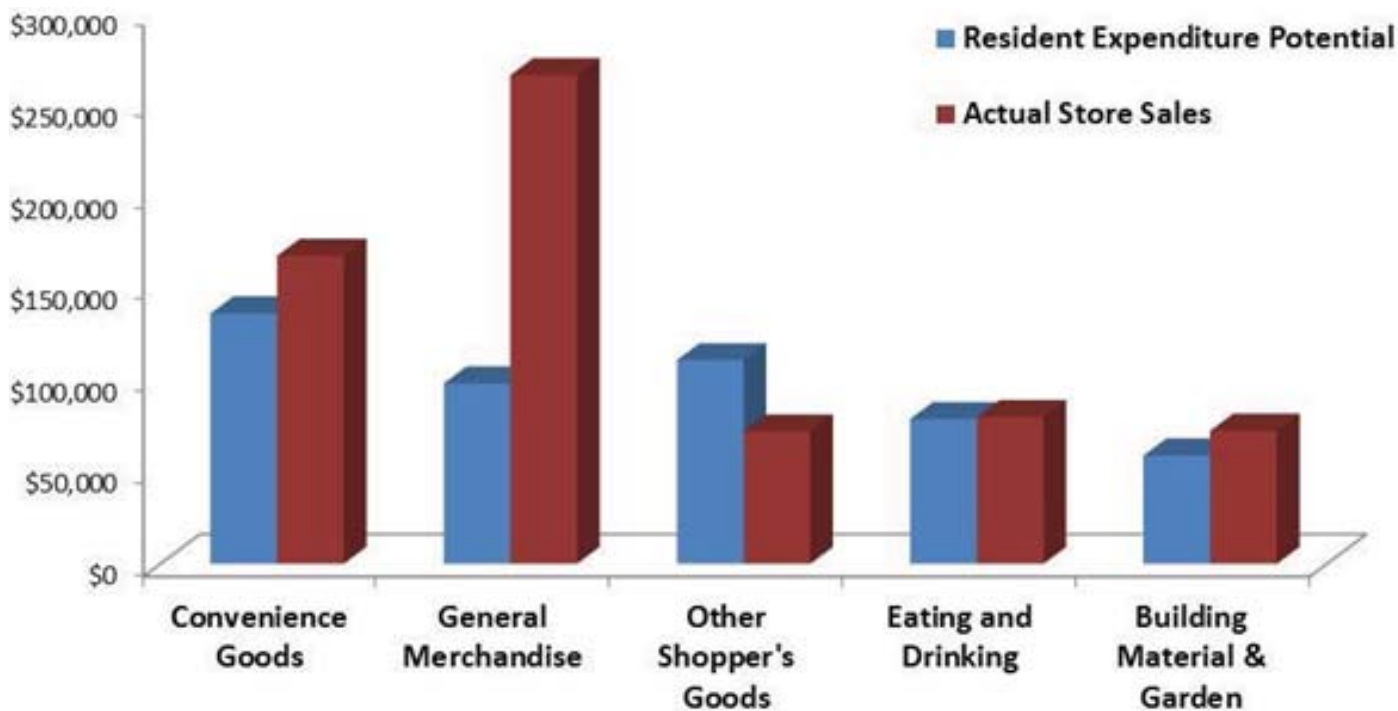
City of Loveland Industry	% of Jobs	287 Corridor Industry	% of Jobs
Health Care and Social Assistance	14.6%	Health Care and Social Assistance	18.0%
Retail Trade	12.0%	Retail Trade	15.5%
Manufacturing	10.3%	Manufacturing	12.1%
Accommodation and Food Service	9.1%	Accommodation and Food Service	10.8%
Professional, Scientific, and Technical Services	7.6%	Professional, Scientific, and Technical Services	7.4%

Retail Development

There is approximately 1.4 million square feet of retail space within the Study Area, which is over 20 percent of the retail space in the City. The majority of the retail space is community and neighborhood retail space. Most of Loveland's regionally oriented retail uses are located along I-25.

The retail space along the 287 Corridor is mostly occupied with a vacancy rate of only 4.3 percent but leases at rates less than the City average, which may be due largely to the older age of retail space. The northern segment of the Study Area has the vast majority of the retail space centered on two major retail nodes at 29th Street and 65th Street. The 29th Street node is anchored by Loveland Marketplace, including Hobby Lobby, and the Orchards Shopping Center, which includes King Soopers, Office Depot, Jax Outdoor Gear, and Ace Hardware. The 65th Street node is anchored by a new 200,000 square foot Wal-Mart Supercenter. The 65th Street retail node was built prior to the economic recession of 2009 and 2010 and was likely planned to serve new residents of northern Loveland and southern Fort Collins. The southern segment of the Study Area has a minimal amount of retail space and no major retailers.

Retailers along the northern segment of the Study Area serve a trade area that includes the majority of residents in Loveland north of US-34 and west of Boyd Lake. The northern segment retailers account for 40 percent of sales within this trade area. For most major store categories, store sales in the trade area are higher than resident expenditure potential, which indicates that the stores attract shoppers from outside the trade area, as shown in Figure 1. There is currently unmet demand for grocery stores within the northern segment. The trade area is estimated to grow by 4,000 households in the next 10 years which will produce demand for a new grocery anchored neighborhood shopping center with size of 100,000 to 200,000 square feet. The existing King Soopers store is being expanded and will absorb some of this unmet demand. The new demand from future growth can likely be accommodated



within the two existing nodes along the northern segment either through redevelopment of older space at 29th Street or more likely through new development at the 65th Street node.

Figure 1. Northern Segment Expected Sales versus Actual Sales

The trade area for the southern segment of the Study Area has a relatively small number of households within it and only supports demand for locally serving retailers. Residents of the southern portion of Loveland are served mainly by the Thompson Valley Town Center, which is anchored by King Soopers. This center attracts sales from outside the southern portion of the City. Future demand for retail along the southern segment of the 287 Corridor is limited based on the expected population growth for the area, which is for predominately low density rural residential development and limited by large areas of open space lands. There is long term potential for a future neighborhood retail center if housing growth in this area of town is significant enough to support it. The intersection of Highway 287 and Highway 402 is planned for in the South Village PUD as a future mixed use development with 35 acres of neighborhood commercial land, which should absorb the retail demand from future growth.

Office Development

The Study Area has 380,000 square feet of office space along it, which is mostly service office space with tenants such as banks, real estate offices, and insurance companies. The office space along the Corridor leases at an average of \$14.62 per square foot which is nearly five dollars less than the City average. Vacancy rates for office space are high with nearly 20 percent of office space currently vacant. Office demand along the corridor is limited only to service oriented office space users and there is a currently an oversupply of space. Future demand will be dependent on future demand for retail along the corridor and will occupy a small portion of the future retail space.

Industrial Development

There is a significant amount of industrial and flex space within the Study Area, totaling 946,000 square feet. The industrial space in the Study Area rents for an average of \$7.73 per foot which is around the City average and has a relatively low vacancy rate.



On the northern end of the Highway 287 Corridor, north of 65th Street, a new business park is being developed with flex office/industrial space. This business location is optimal for business and commercial service uses serving the Loveland/Fort Collins market.

There is a collection of industrial buildings along the southern segment of 287, just south of downtown. Many of these buildings were built when they were a part of unincorporated Larimer County. The future demand for these spaces depends largely on the uses the City decides to allow south of downtown and along the Big Thompson River corridor. The majority of the existing space in the southern segment is old and outdated. The industrial space in this area could serve emerging manufacturing and industrial oriented companies in Loveland but would require reinvestment from future tenants/owners. Also, industrial space in this area may not support the activity occurring downtown and may need to be planned for uses that could be driven by downtown activity. There is demand for industrial space in Loveland and along the corridor, but the continued presence of industrial space in some portions of the corridor may not match the future vision and economic opportunities for portions of the corridor.

The future land use recommendations differ for the south and north segments of the corridor. Limited areas along the northern segment of the Study Area with industrial and flex spaces should be encouraged where industrial space is currently in demand. The industrial spaces along the southern segment may have served their useful life and should be planned for other uses.

Why it Matters

The 287 Highway Corridor has traditionally been the business corridor in Loveland, anchored by Downtown. In recent decades, development and economic activity has migrated east to I-25 and along US 34. The majority of recent economic activity has occurred along I-25 including the development of the new Poudre Valley Hospital, Centerra development, the Larimer County Fairgrounds and Budweiser Event Center, and the expansion of the activity at the Fort Collins/Loveland Airport. These recent projects have shifted the economic role of the 287 Corridor within Loveland. The 287 Corridor, along with US-34, now primarily serves as the everyday retail, service and entertainment locations for the majority of Loveland residents.

The Corridor has the potential to function better as an everyday commercial center for the City if the corridor is better organized within defined areas, as well as, oriented and connected to the surrounding neighborhoods instead of the regional automobile traffic that has traditionally driven its growth.

Loveland has targeted economic development industries which include creative and innovation industries, arts and culture, clean energy, health care, aerospace/aviation, and bio-science. There are areas within Loveland that are well positioned to attract businesses in these industries. Understanding the 287 Corridor's strengths in context with the City's target industries and other economic opportunities is essential to guiding its future development and redevelopment. The 287 Corridor needs to position itself to serve as the service, commerce, and entertainment spine of the community anchored by the existing retail nodes along the corridor and downtown. The corridor and downtown are positioned to attract business within the City's targeted industries, specifically businesses in the creative and innovation industries, arts and culture, and health care services, as well as retail, food and beverage and entertainment uses.

What We've Heard

Image

- If public safety and aesthetics are improved, economic development will improve.
- Encourage activity along the corridor.
- Work with private enterprise to update and maintain commercial infrastructure.
- Identify an approach to dealing with abandoned properties.

Mobility

- Capitalize on the traffic volume of 20,000 vehicles per day.
- Incorporate bike lanes on 287 to enhance economic development.

Development Intensity

- Identify appropriate areas to rezone for increased density.
- Discourage development of single-family housing along the corridor while incentivizing development of high-density housing.

Market

- Capitalize on businesses that work in Loveland and Fort Collins.
- Enhance east-west economic connections.
- Redevelop Buchanan and 29th as a commercial hub.

Incentivizing Development

- City should initiate change along the Corridor and not wait for developers.
- Provide a streamlined development review process.
- Create an Urban Renewal Authority or Downtown Development Authority in order to promote development with tax increment financing.
- Fund infrastructure improvements through the City fund.
- Assemble properties to make sites more attractive for development as many properties are too narrow and too shallow to accommodate new development.
- Offset costs of development/redevelopment – there is interest for developing within the corridor, but the costs to bring some properties up to current standards are too high.

Utilities

- Identify clear districts and policies for the provision of future water and sewer services.

Highlights & Conclusions

- As regional retailers continue to be drawn to I-25, the 287 Corridor should focus on maintaining and attracting community serving retail uses, with particular emphasis on enhancing the existing commercial nodes at 29th and 65th streets.
- To make the 29th and 65th street shopping centers more accessible and successful, local connectivity should be enhanced from residential neighborhoods along the corridor.
- Due to demand for a grocer in the northern section of the Study Area, the City should identify and market opportunities within the 29th or 65th street centers.
- The prevalence of outdated industrial and flex space south of downtown is unlikely to serve the needs of new industrial users and may be incompatible with future downtown development, so the City should plan for transition in the area.



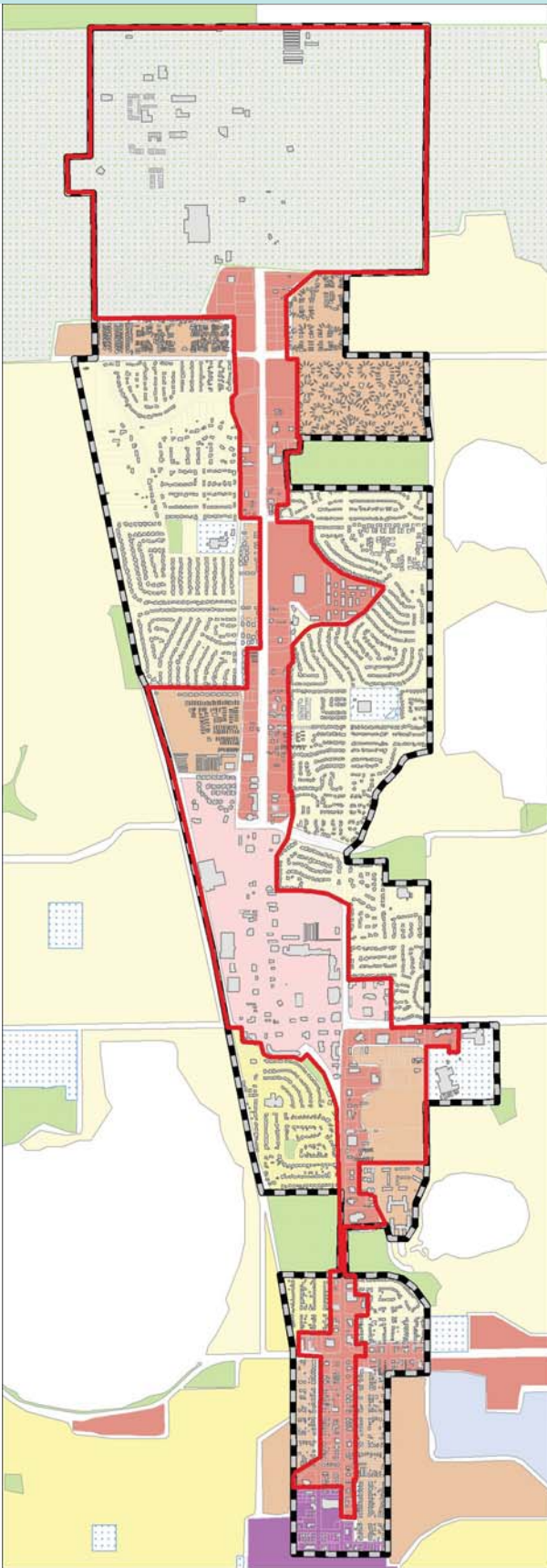
APPENDIX C. ANALYSIS MAPS

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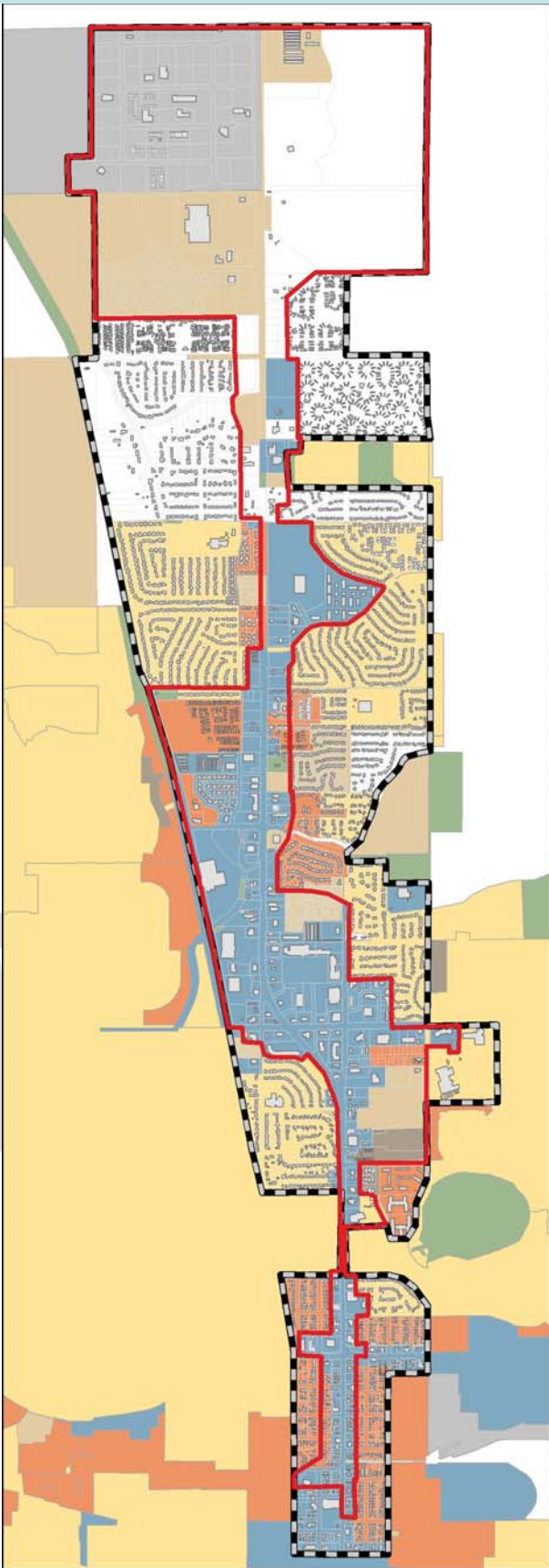
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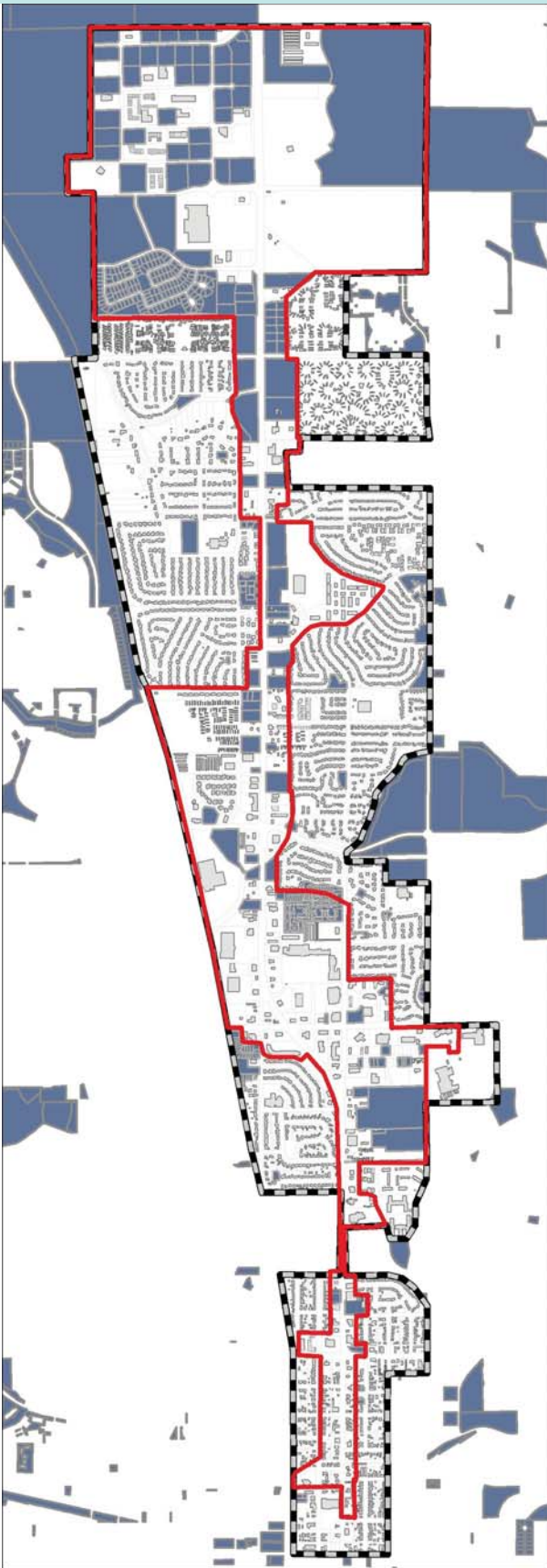




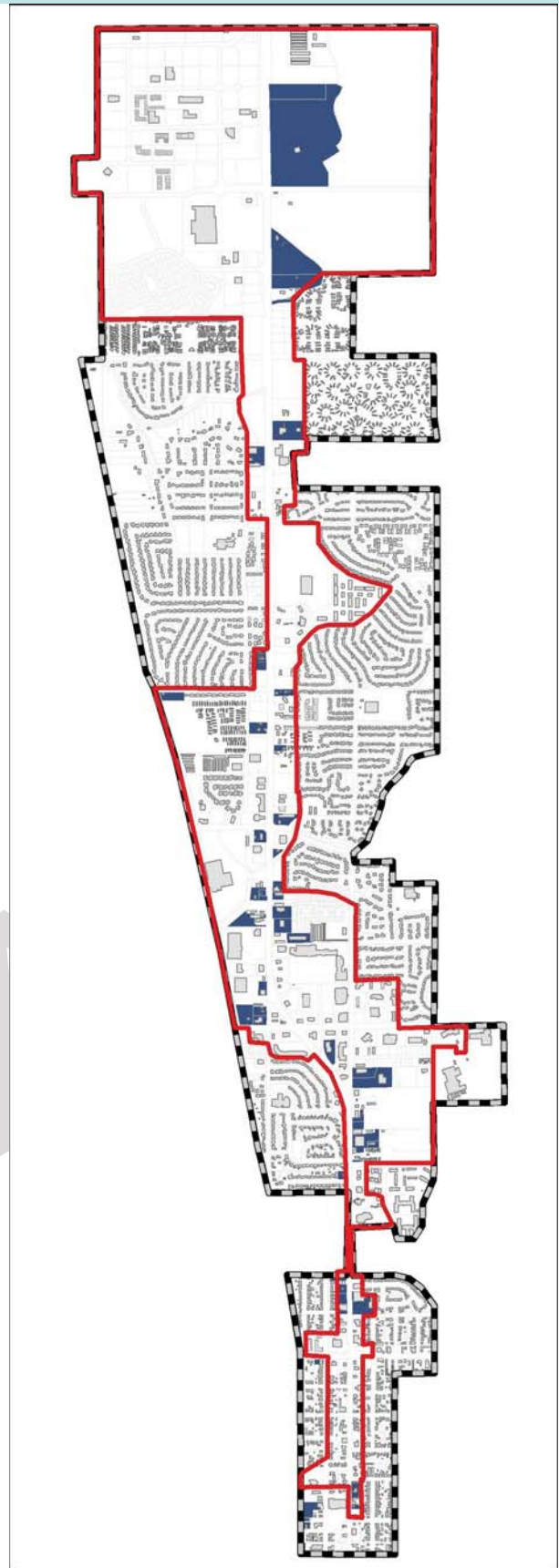
Land Use, North



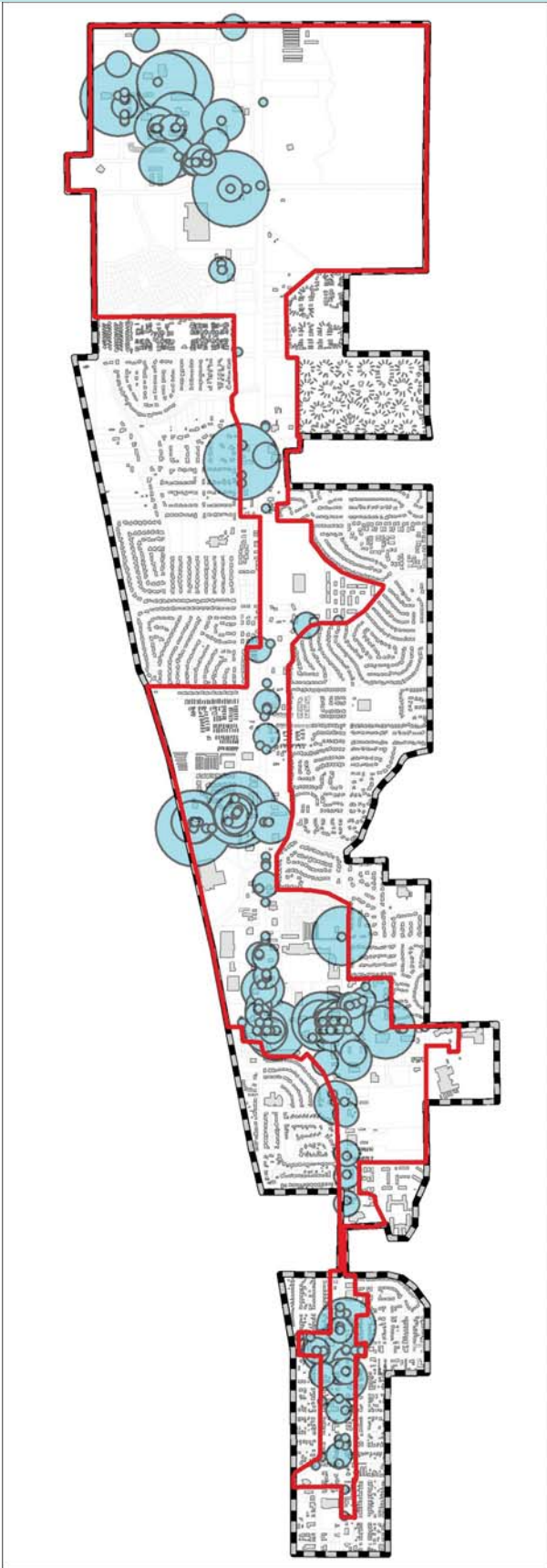
Zoning, North



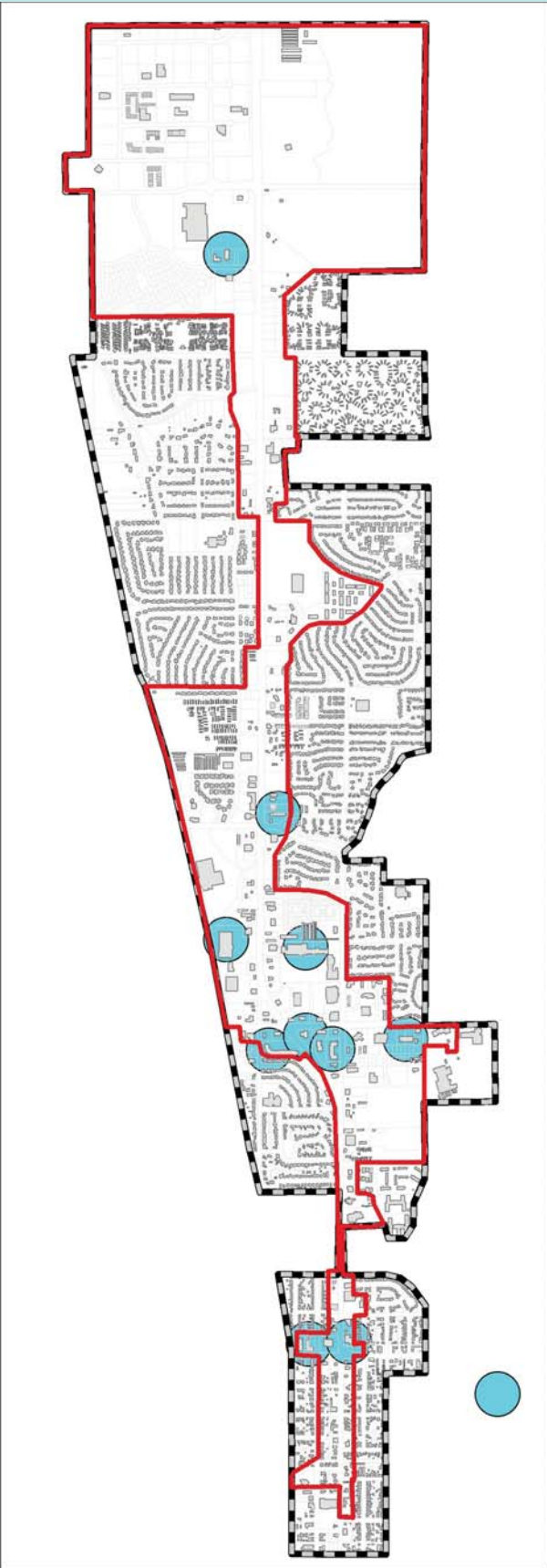
Vacant Parcels, North



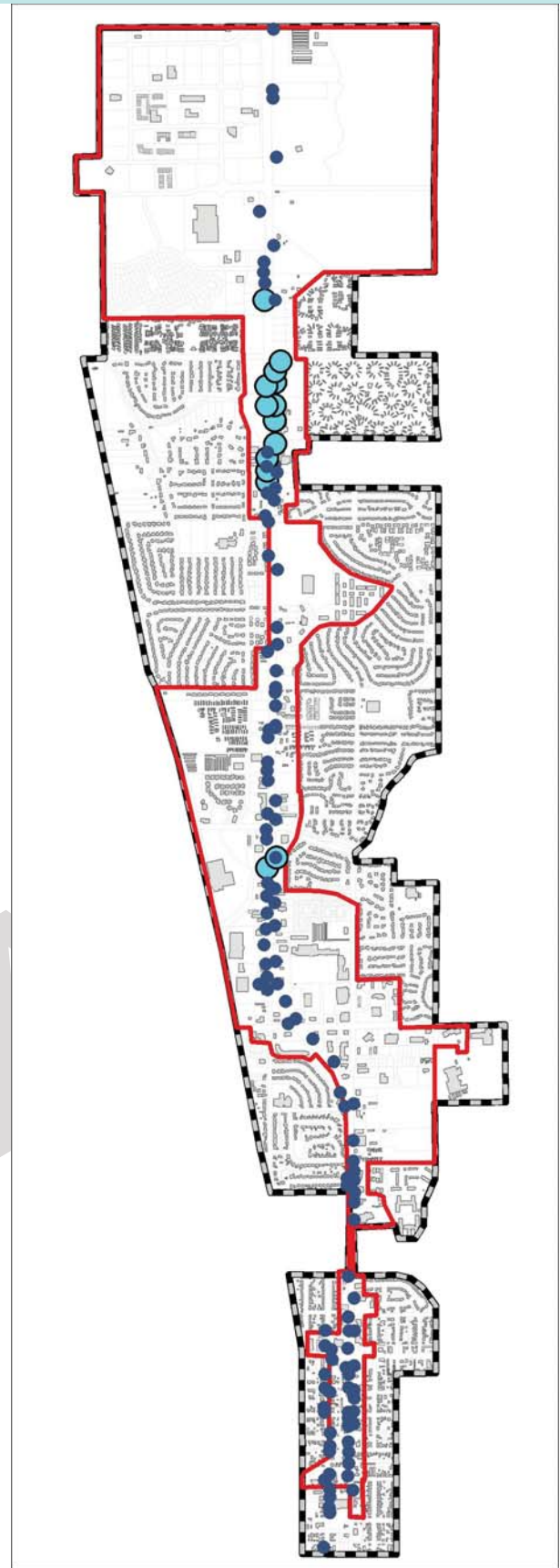
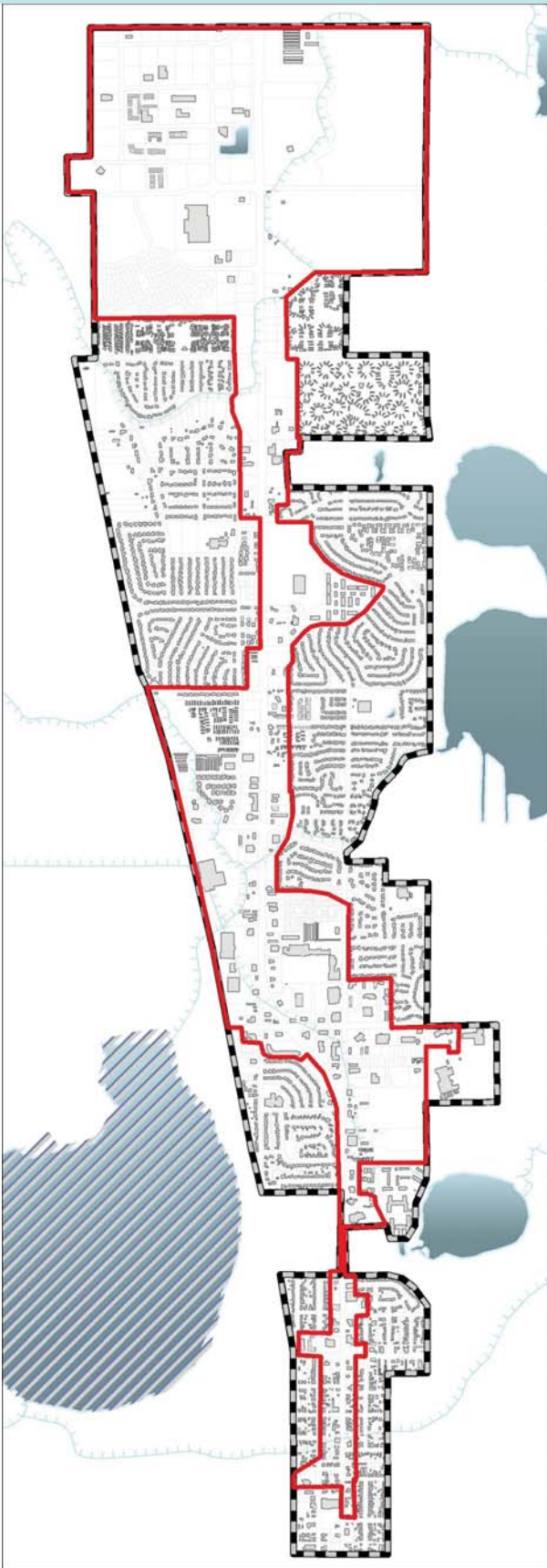
Underutilized Parcels, North



Employees, North

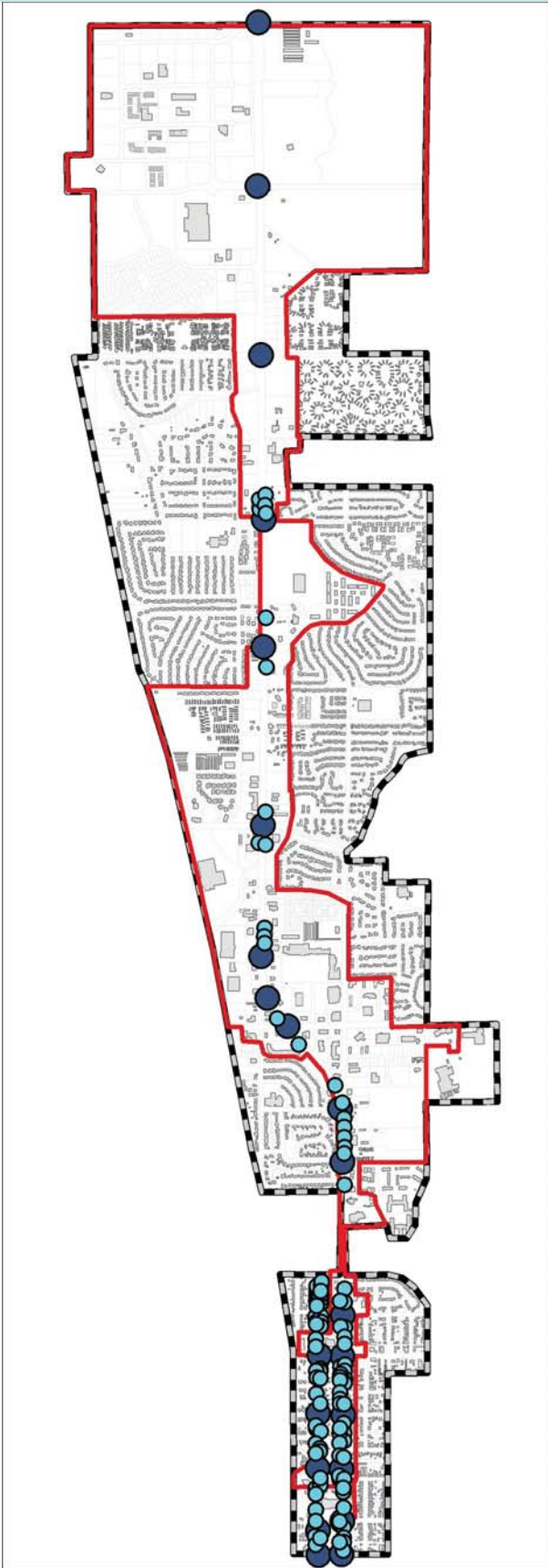


Shopping Centers, North

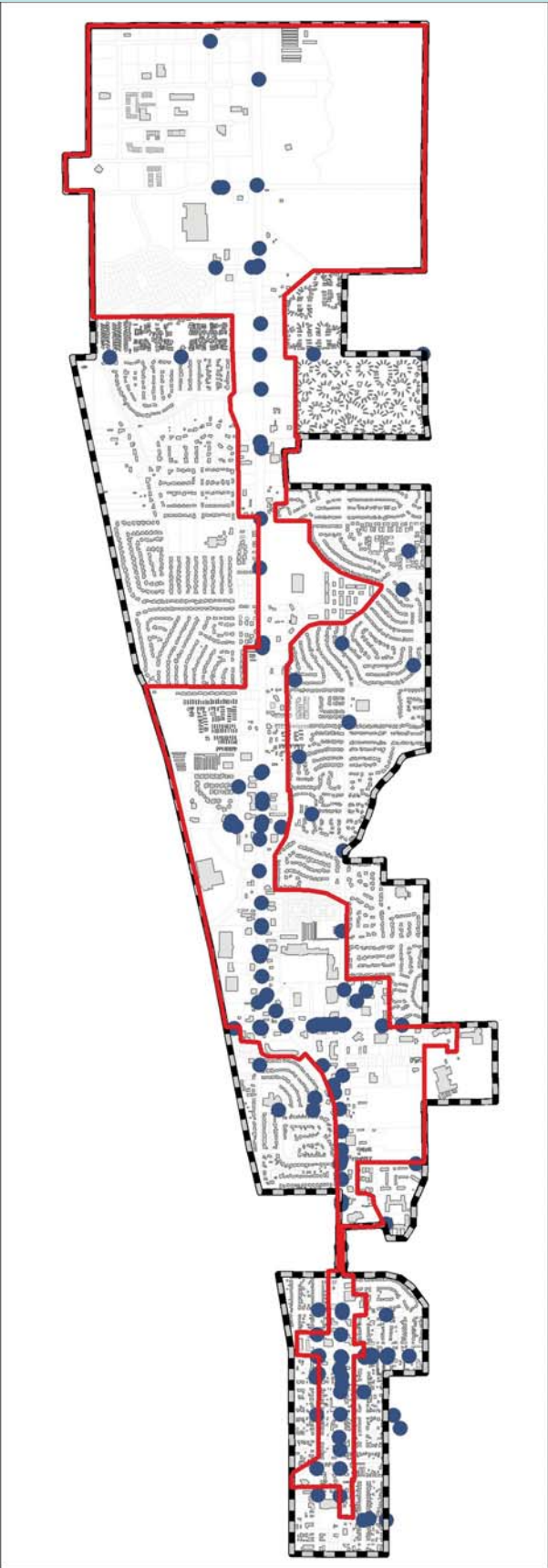


Hydrology, North

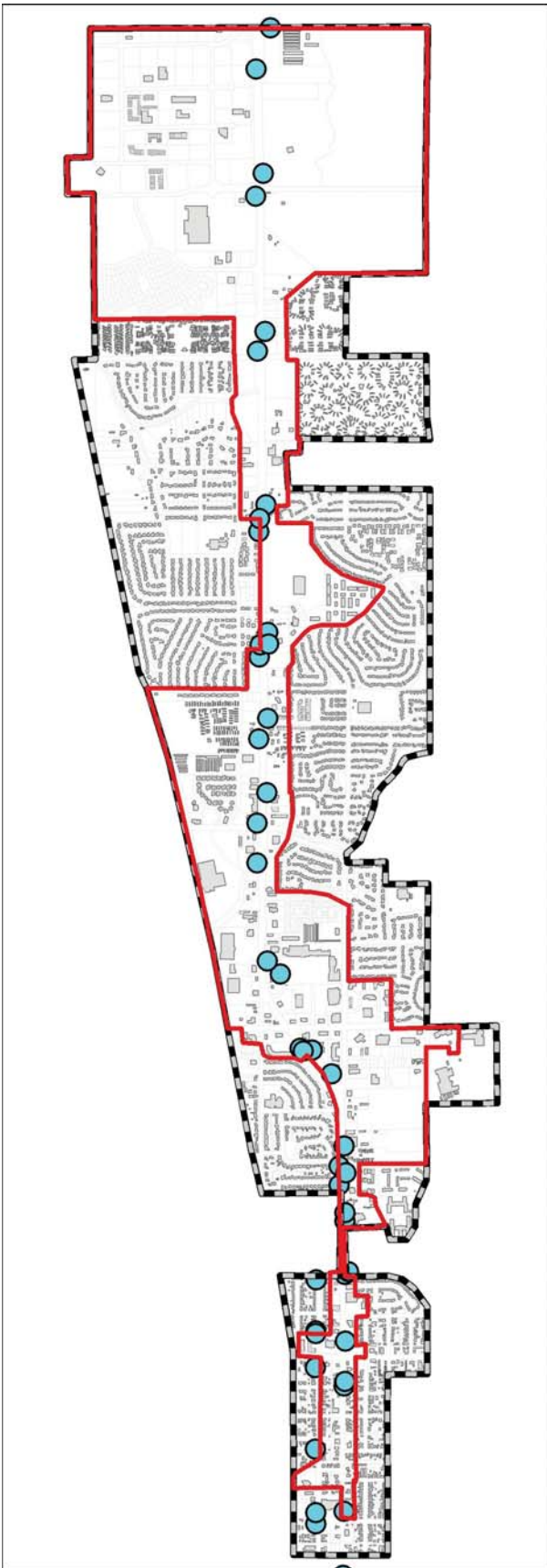
Signage, North



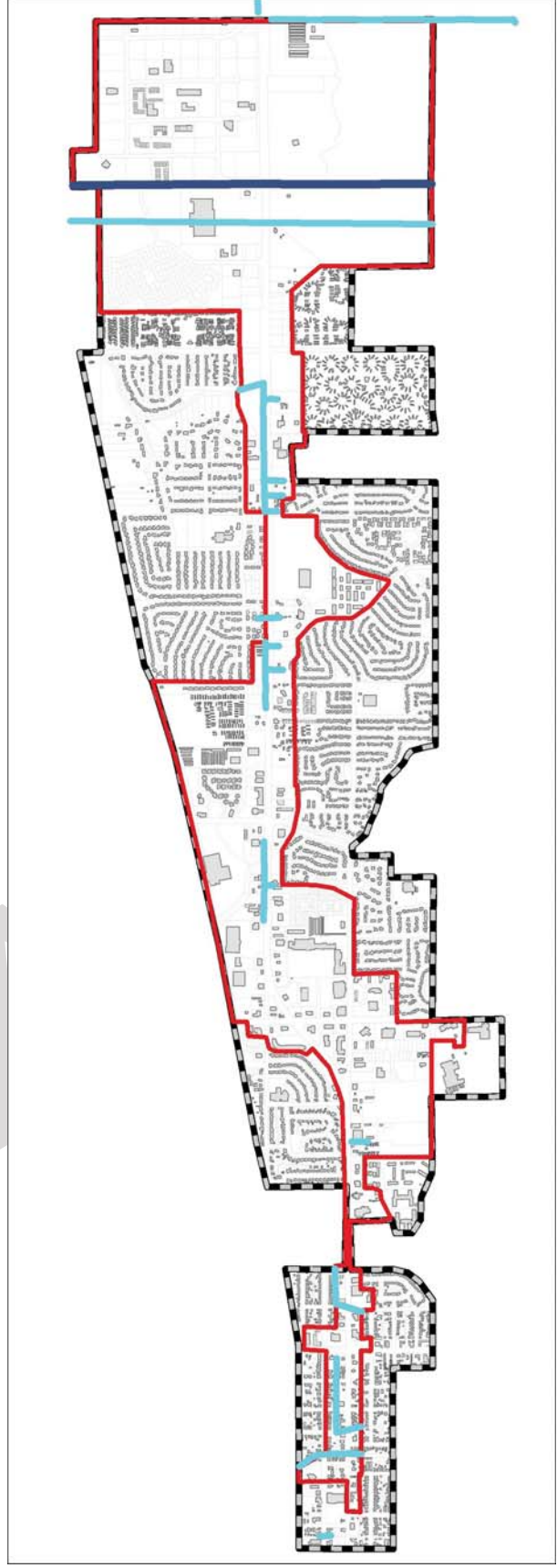
Access, North



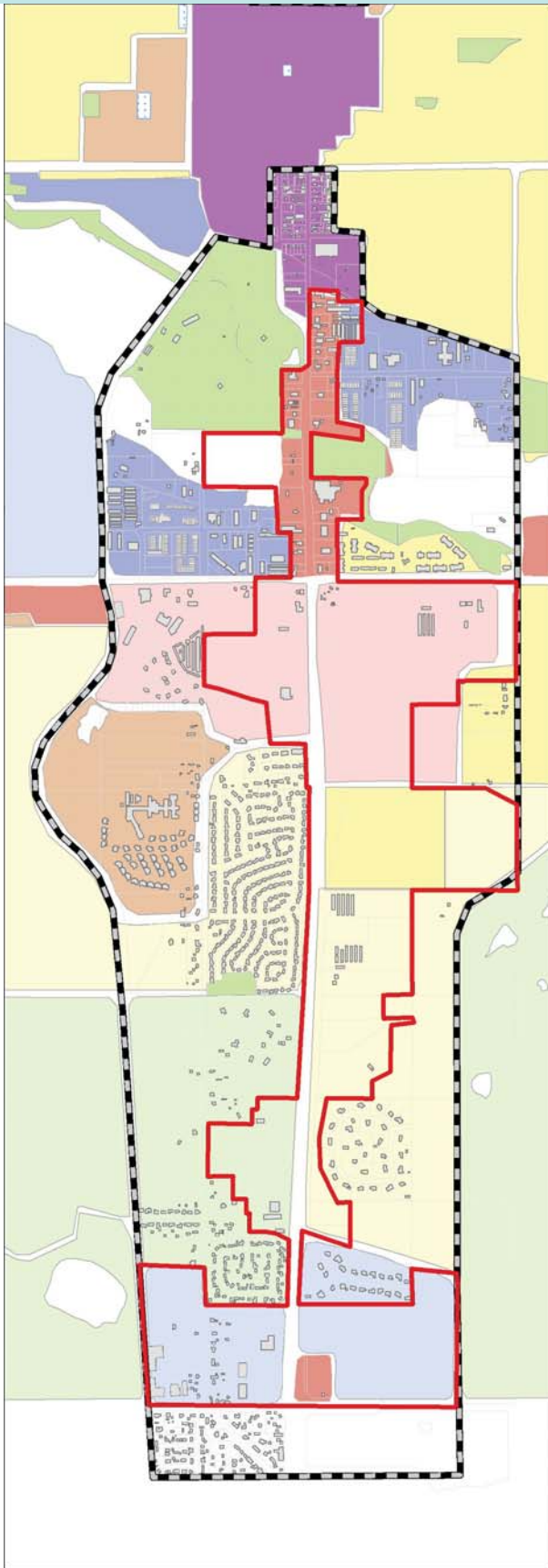
Vehicular Accidents, North



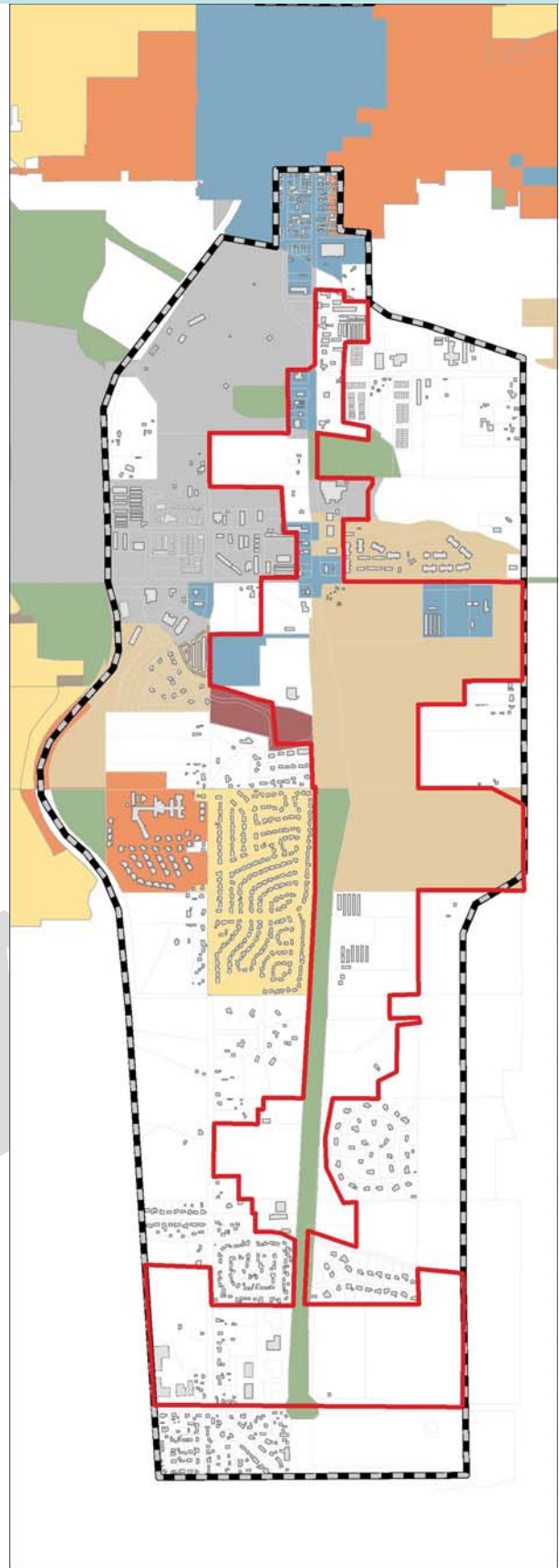
Bus Stops, North



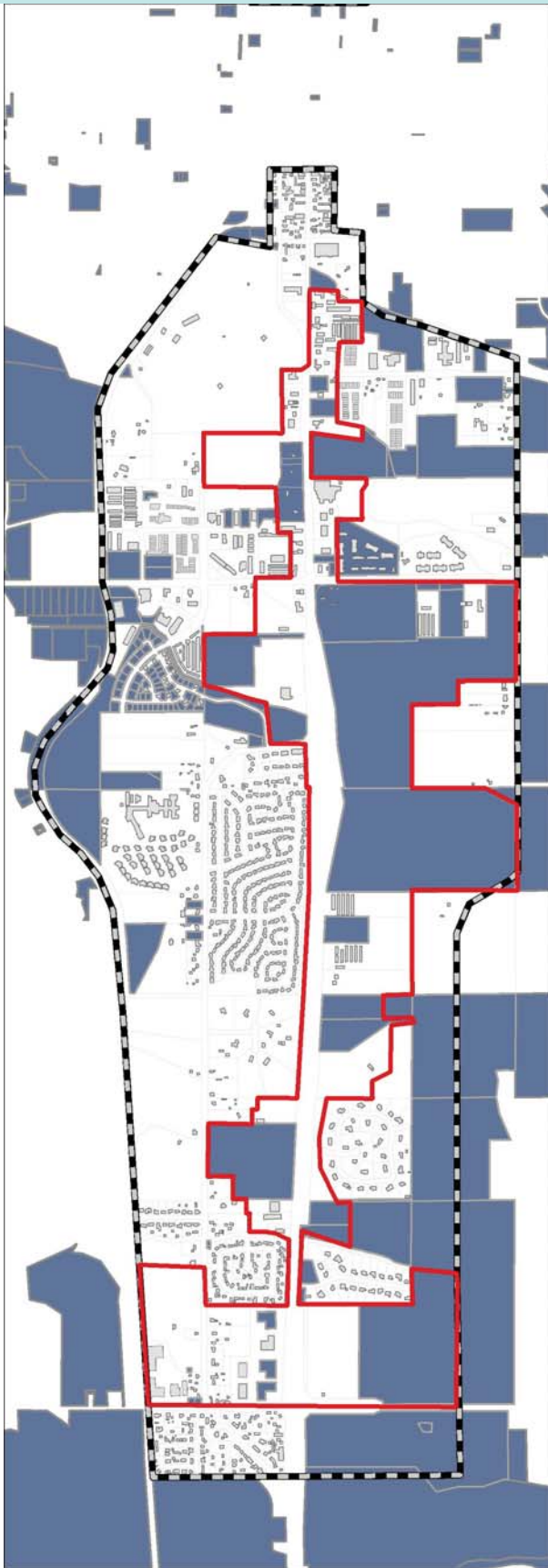
Overhead Utilities, North



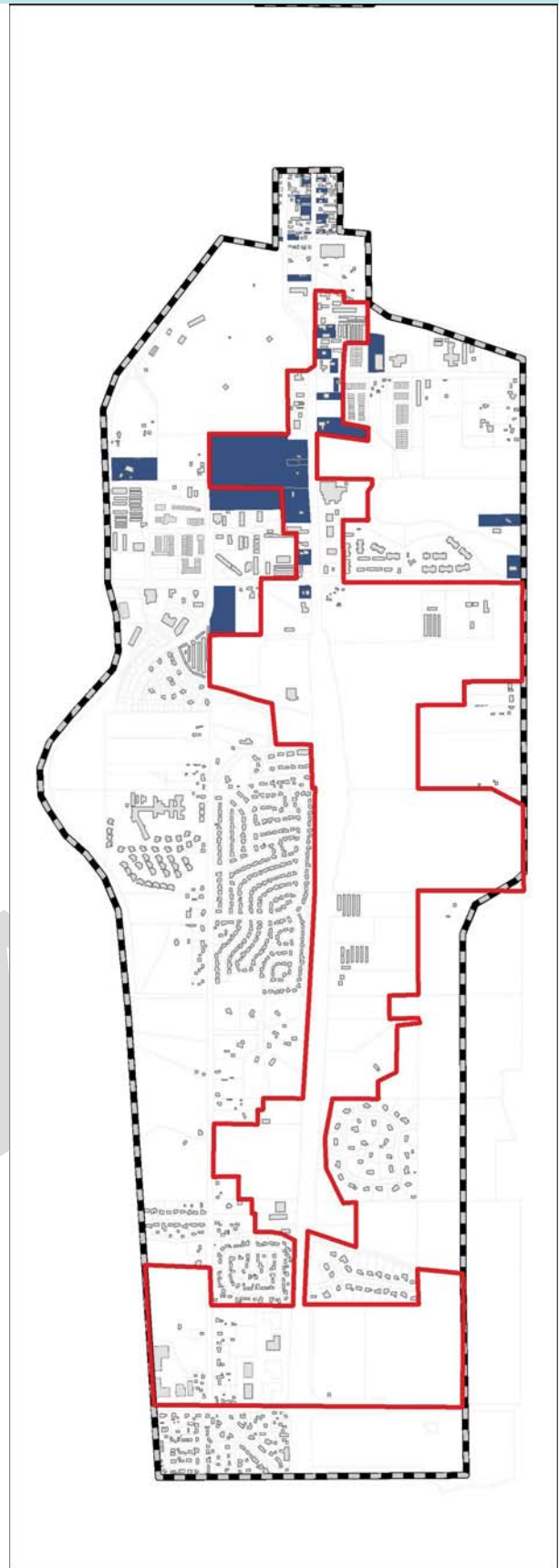
Land Use, South



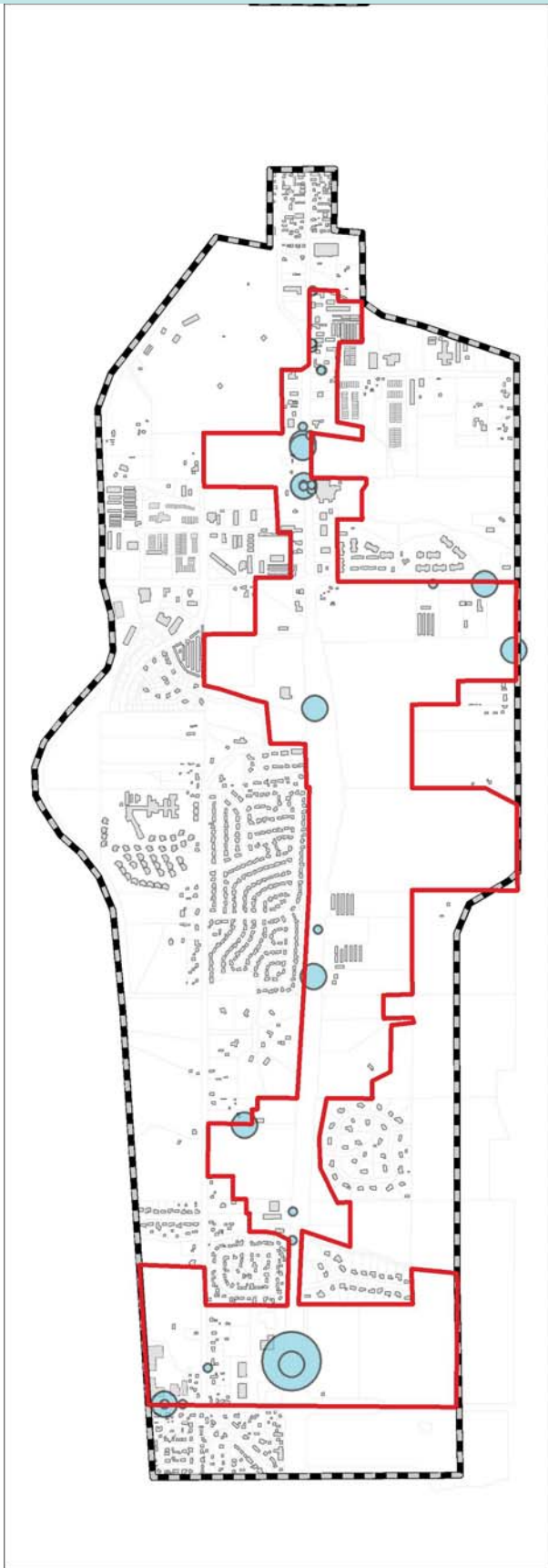
Zoning, South



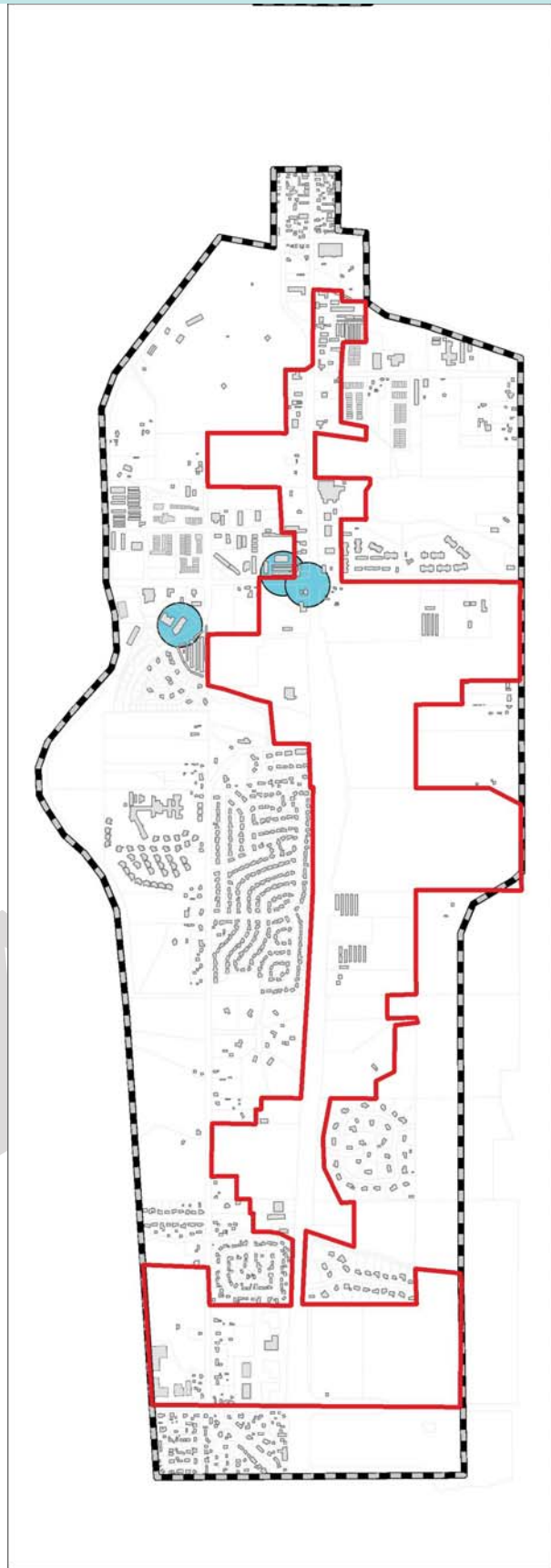
Vacant Parcels, South



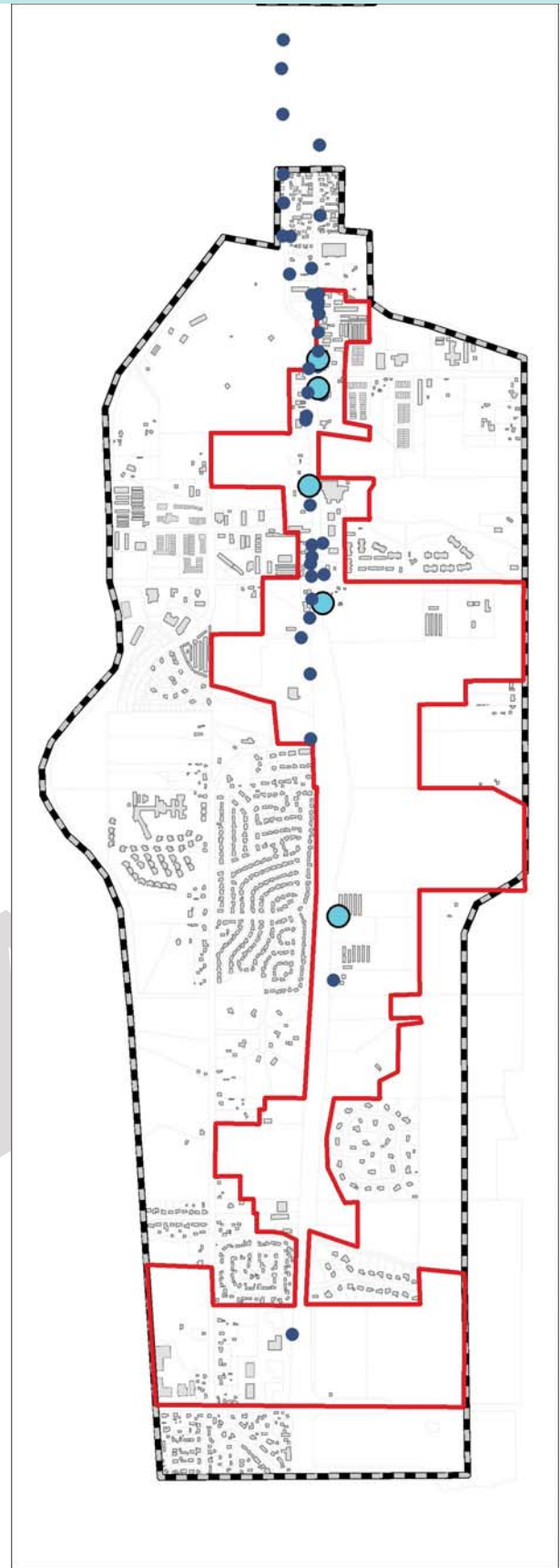
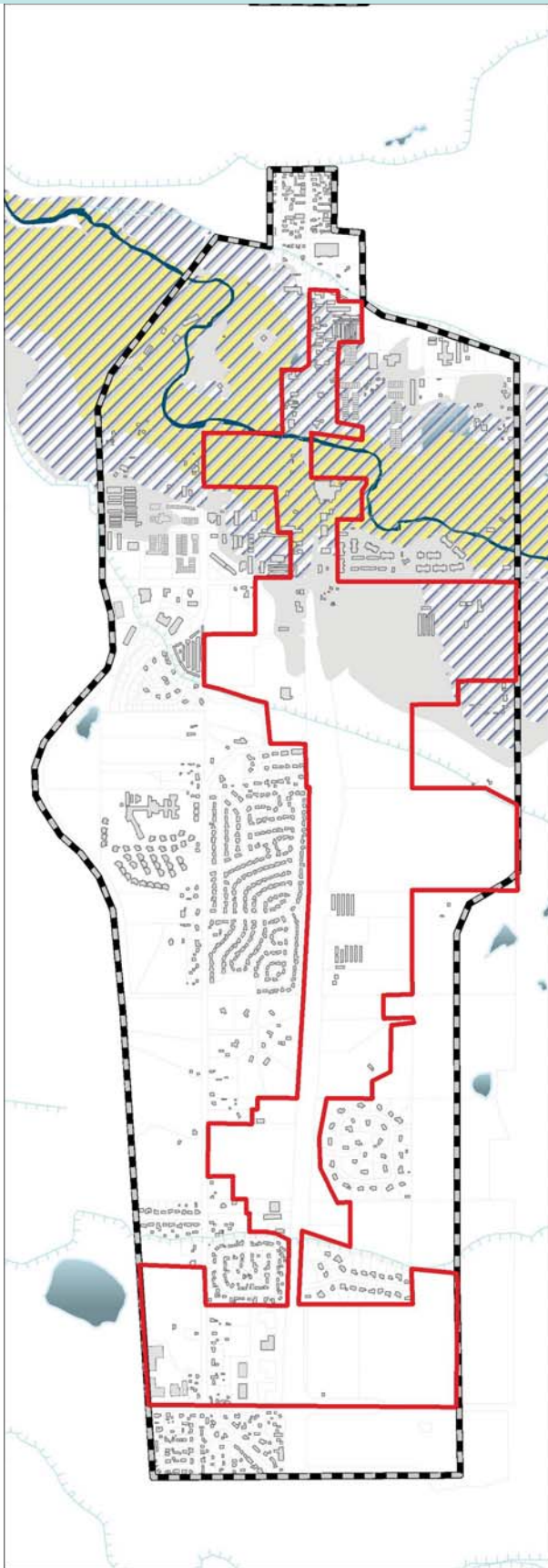
Underutilized Parcels, South



Employees per Employer, South



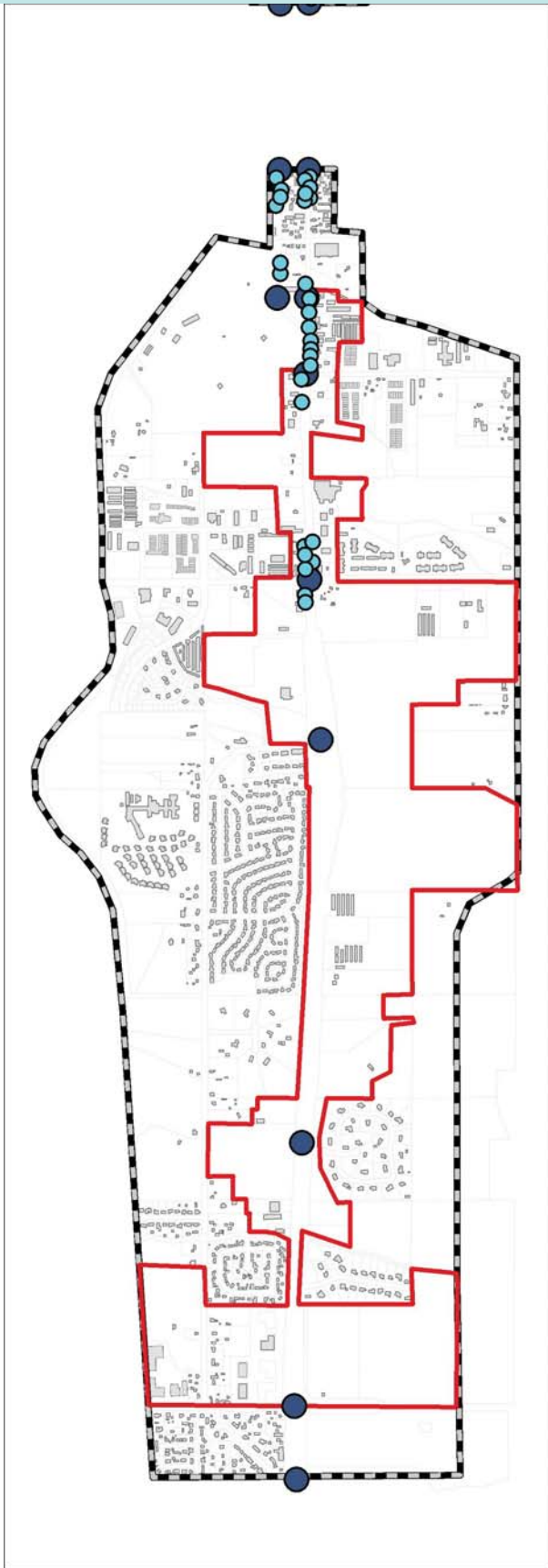
Shopping Centers, South



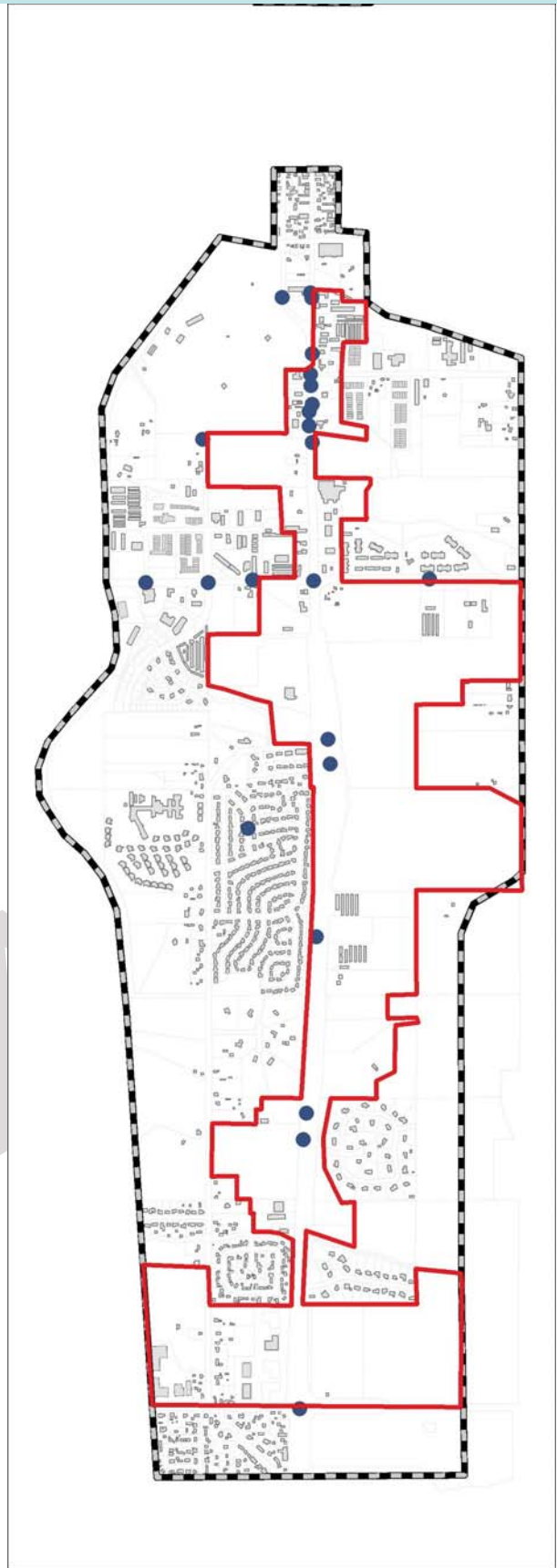
Hydrology, South

Signage, South

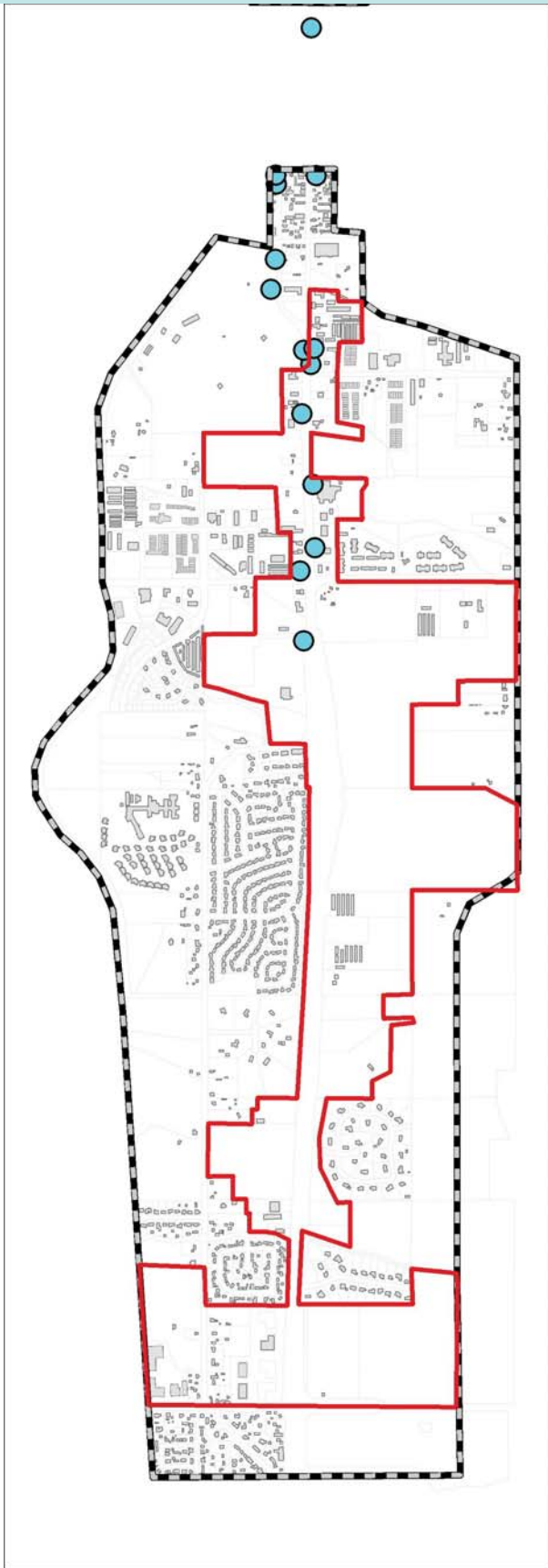




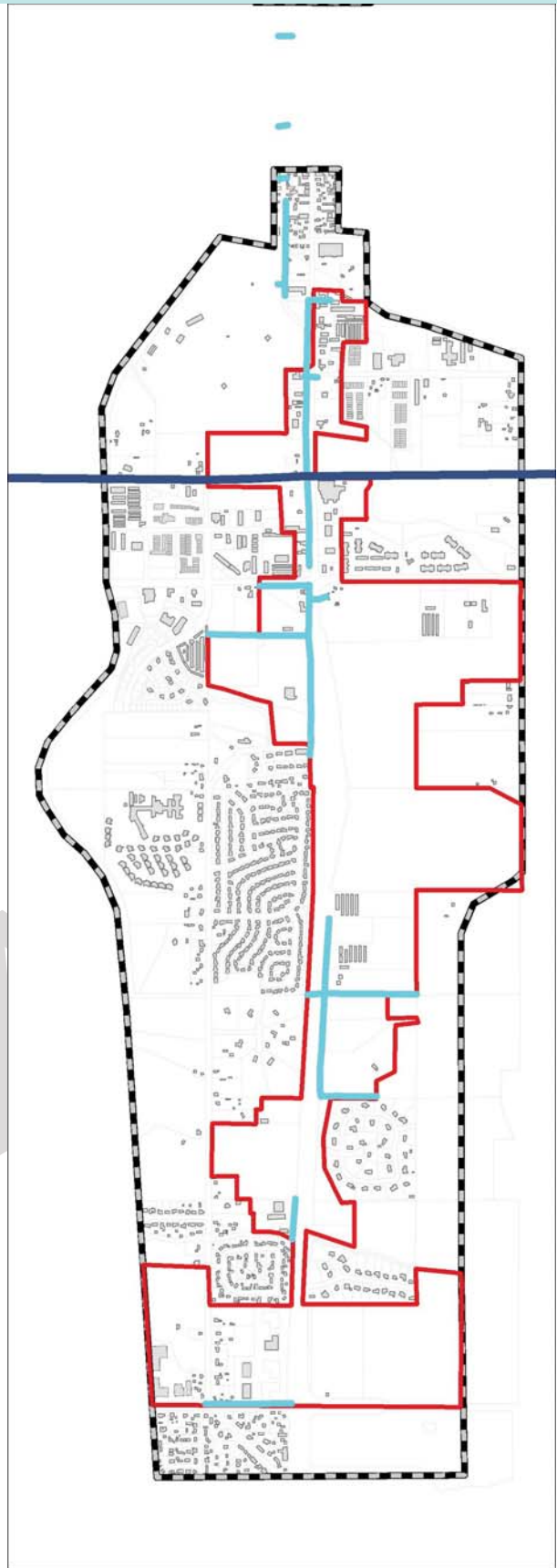
Access, South



Vehicular Accidents, South



Bus Stops, South



Overhead Utilities, South

APPENDIX D. ULI WORKSHOP

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Building Healthy Places

*Workshops on healthy solutions
for the built environment.*

**Workshop #3: Highway 287 Corridor
Loveland, Colorado**

April 2, 2015



- I) Overview
- II) What's the problem with 287?
- III) Findings: Challenges and Opportunities
- IV) Recommendations
- V) What's Next?
- VI) Appendix: Panel bios, Stakeholders, and Acknowledgments



I. Overview



In 2012, the Colorado Health Foundation and the Urban Land Institute, a 501-c-3 nonprofit membership organization dedicated to best practices in land use, launched the Building Healthy Places Initiative. The initiative links alarming health factors – particularly obesity and related diseases – to the physical design of communities that discourages active lifestyles, while limiting access to healthy food. This is especially a problem in lower-income areas where residents may not be able to afford health clubs, youth sports leagues, or shopping at Whole Foods. Active living, healthy food, access to nature, and a strong sense of community are not a luxury and must be embedded in or near their neighborhoods.

The initiative seeks to make an impact in specific areas including:

- Active living: Buildings and community design that encourages walking, cycling, play and other physical activity as part of everyday life
- Access to healthy food. Many communities lack a local market that sells fresh food, farmers market, or community gardens. High-calorie, low-cost fast food is a cheaper alternative
- Healthy buildings that are energy efficient, have good indoor air quality, and invite access to natural light and fresh air
- Access to parks and natural areas
- A safe public environment essential for active living, community gardens, playgrounds, and other outdoor activities
- A strong sense of community to foster social and mental health

In 2013, ULI and CHF studied three Colorado communities – Arvada, Lamar and the Westwood neighborhood of Denver—to recommend physical improvements. Later that year, ULI Colorado—the 1,100-member District Council of the international ULI—received a \$10,000 grant from the ULI Foundation to work with another two Colorado communities in a new program of Building Healthy Places Workshops. This resulted in studies of Lake Creek Village in Edwards, Colorado, and the 40th and Colorado FasTracks station area in Denver (reports available on request).

In 2014, the Colorado Health Foundation awarded a grant to ULI Colorado to study two more communities. Through a competitive application process, a selection committee chose applications from Loveland and Pueblo for BHP workshops taking place in Spring 2015.



Katie Guthrie holds a new ULI publication, "Building Healthy Places." Photo taken during the panelists tour of Highway 287.



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“We started calling Loveland the City of Gardens and Art. This should be celebrated in everything you do. We think art should be a big part of the improvements on 287. This defines the city and really separates Loveland from any other city.” – Chris Dunn, ULI panel chair



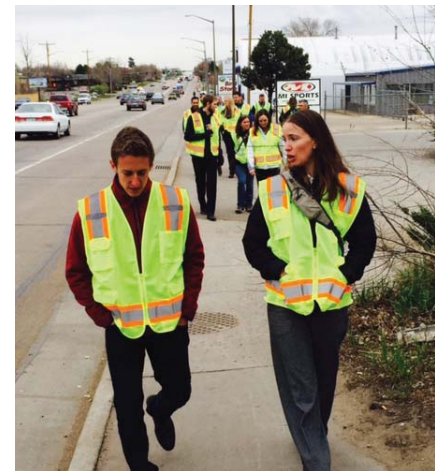
Artworks from Loveland's Benson Sculpture Park. The panel discussed using art to brand 287 as a gateway.

A tour of this section of arterial road neatly summarized the issue. Simply to stroll down this stretch, ULI volunteers and stakeholders had to don bright reflective safety vests while walking on a highway shoulder as vehicles sped by. They walked past a mixed-bag of fairly active retail, vacant lots, used-car lots, and fraying signs.

Katie Guthrie of CanDo said that when she takes schoolchildren on this tour, they often ask, “Who made this place this way?” The answer is no one did intentionally. The corridor evolved haphazardly with little thought to pedestrians, cyclists or transit riders. The corridor also includes low-income residences, the elderly and nonprofits providing social services—two populations who tend not to drive.

The community identified four major areas of concern:

1. Walkable/bikeable access to goods and services (especially for vulnerable populations)
2. Public safety
3. Connectivity between neighborhoods, commercial areas, schools, parks, and transit
4. Safe access to play spaces



Panelists Max Gibson and Angela Loder touring corridor.



Looking for solutions, the ULI panel studied an advance packet of background information, toured 287 and worked with local officials and residents for a daylong workshop at Orchards North on Thursday, April 2. The volunteer panel included experts in real estate development, transportation planning, traffic engineering, landscape architecture, urban planning, and public health.



ULI Colorado Panelists hard at work! Left: Chris Dunn and Emily Gloeckner; right: Max Gibson.

The guest ULI panel identified the following general barriers to addressing these issues:

1. Design of adjacent suburban neighborhoods where streets and paths do not connect to destinations except by car travel
2. Little incentive for new private investment in commercial areas that could transform them from “auto-oriented” to “pedestrian-friendly”
3. Adjacent right-of-way may not be wide enough to add detached sidewalks and paths
4. Not enough public funding to “fix” all this infrastructure at once

“Touchstone has two offices for family services but there is nowhere for families to go along 287. Most of our families are in or near poverty; also a lot of veterans. Most get here by bus walk bike, usually from the transit center.”— Chris Fine, Development Specialist, Touchstone Health Partners

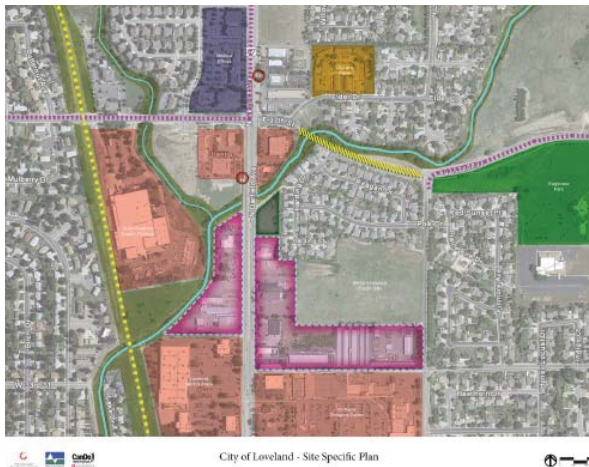


Panelist Greg Dorolek’s overlay sketch.

“I see gaps that are technical but not daunting. Our panel could supply a vision but you have to figure out how to fund it. You’ve got \$13 million of need and \$100,000 a year to spend ... Are there stormwater funds, CDOT, ditch funds that can be applied?”—Greg Dorolek, ULI panelist

Challenges:

- Corridor has “retail fatigue”—too much commercial zoning for the amount of vitality that local residents and drive-by can support
- There is low demand for new development or redevelopment in the corridor
- Most residents leave Loveland to go to work, which reduces local retail opportunities
- This will intensify with major retail developments underway in Fort Collins and Longmont
- The corridor lacks both an identity and sense of place
- There is little safe, appealing connectivity to adjacent neighborhoods. Kids can’t walk or bike to school and residents can’t reach the nearby supermarket and other services without car



Current land use plan shows little connectivity between neighborhoods and 287.

- As a result, local populations (low-income and children for example) are “vulnerable” to more health issues without access to fresh food and active living
- The border of the 287 right of way lacks room to add full tree lawns and detached sidewalks that are continuous
- There is no obvious funding for a project to improve 287

Opportunities:

“Start looking at idea of Lincoln as having a more pedestrian character. It would still have autos on it but would be prioritized for pedestrians and bikes. As it connects with 287, it creates an opportunity for a monumental gateway featuring sculpture.”

—Christopher A. Smith, Colorado Health Foundation



“You can add room for pedestrians and bicycles while maintaining four lanes of vehicle travel on 287.”

—Emily Gloeckner

- Loveland has a great identity based on its geography, foundries, public art, galleries and art festivals



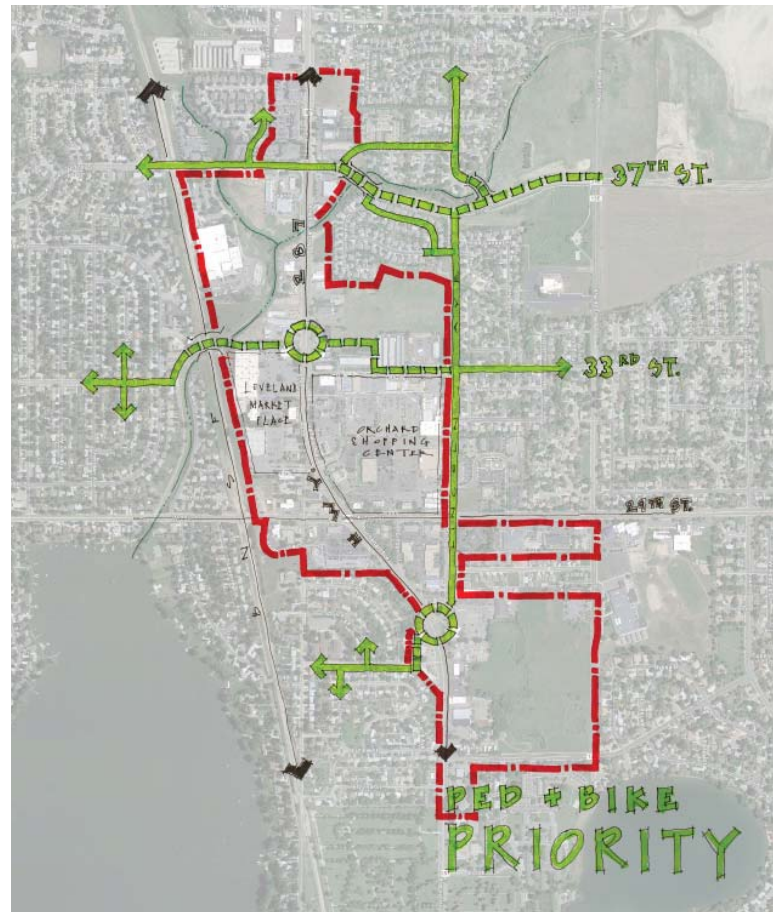
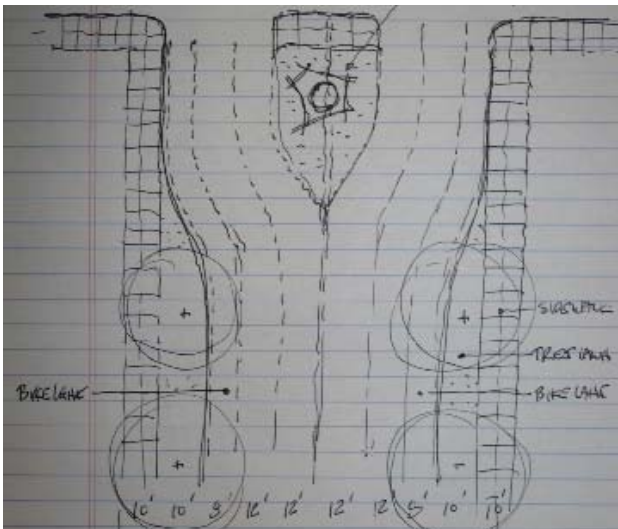
- This “brand” can be extended to other parts of the city including the 287 study area
- Benson Sculpture Park is essentially “full” and the city continues to purchase 3-5 new sculptures a year
- The corridor is well-positioned as a “gateway” to Loveland’s historic downtown and to the Big Thompson corridor
- Adjacent streets can be upgraded as pedestrian-bikeways that connect residential neighborhoods to retail services
- Highway 287 itself has the capacity to be redesigned with public art, dedicated bike/ped-ways, and landscaped medians
- Strategic rezoning (particularly at 37th Street) and new streetscapes may encourage new residential “infill” development

“29th Street at 287 is primed to be a gateway. The two-block space as a dead zone is really a disservice to the city.”
 —Max Gibson, ULI panelist

A) General recommendations:

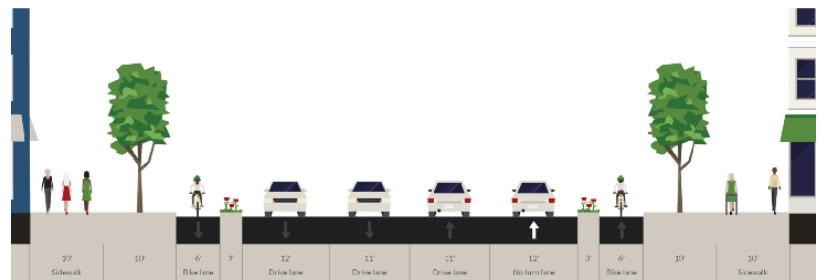
1. Plan a north-south, east-west ped-bike network linking specific destinations. The panel identified five schools, six parks, lower-income communities, the transit center, bus stops, retail and medical amenities, the Benson Sculpture Park, and open space.

2. Open discussions with CDOT on improving this section of 287. Using the panel’s schematic designs and precedents from other communities, advocate for pedestrian and bicycle improvements that maintain level of service and traffic flow. This can be achieved, for example, without reducing the number of auto traffic lanes.



The panel’s schematic design for new connections for bikes and pedestrians.

Pictured above and right are traffic and streetscape schematics, provided by panelist Emily Gloeckner. These show an alternative road that provides ped and bike routes without compromising the number of lanes.



3. Begin exploring funding partnerships including Federal grants, DOLA, Colorado Health Foundation, LiveWell, Mile High Connects.

4. Begin exploring such public funding alternatives such as Tax-Increment Finance, Enterprise Zones, CDOT funding (examples in Boulder and Fort Collins), public art funding.

5. Begin negotiating for potential rights-of-way (along ditches and rail tracks, for example), to create important links for non-vehicular travel.

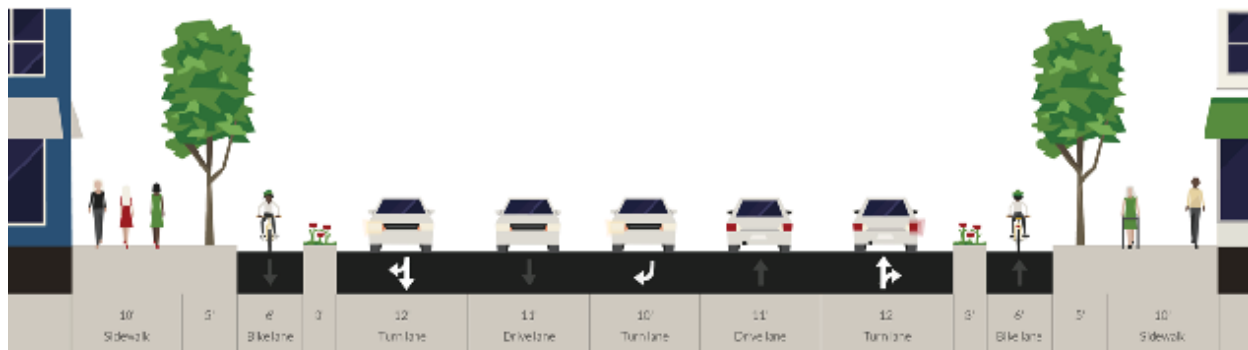
B) Specific recommendations for the Redesign of 287:

“When you slow cars down, the value of adjacent land goes up. All the places in the world where the traffic slows down have the highest land value. Highway 287 today is designed to help people in Loveland to leave and go shopping in Fort Collins.” – Jeff Bedard, ULI panelist

“Make a distinction between recreational and commuter paths. I don’t know many women who would go down a dark path at night to go the grocery store.”—Angela Loder, ULI panelist

“We surveyed kids and they would rather be on a separate path on a busy road rather than a separate, out-of-site path.” – Shelley Aschenbrenner, Staff Engineer, City of Loveland

1. “Brand” the corridor using strategically placed public art purchased through an existing city program.
2. Use public art and landscaping to create gateways to the corridor and other Loveland destinations.
3. Repurpose the overly wide shoulders and acceleration/deceleration lanes as dedicated and safe sidewalks and bike trails, including landscapes “tree lawn” buffers from the main roadway (see diagram below left).



4. Reduce the length of left-turn “suicide” lanes to make room for landscaped medians (see upper diagram).
5. Create dedicated “bicycle boulevards” (also for peds) bike-pedestrian ways along 33rd, 37th to link residents to the Orchard Shopping Center, Loveland Marketplace and other amenities.
6. Explore the possibility of using part of the BNSF right of way as a bike-ped path (provides a North-South link).
7. Explore the possibility of a trail, connections and open space with the private owners of the Dry Creek canal that crosses 287 near Orchards North housing.

“Some streets that cross 287 can become what we call Bicycle Boulevards. You combine these streets with traffic calming elements. Vehicles might not be able to get through at every intersection but families can.”
—Emily Gloeckner, ULI panelist

Specific land use recommendations:

“Some of these deeper lots along 287 could be ideal for multifamily, which would bring more people to live near the shopping and services.”
—Loveland stakeholder

1. Rezone the odd-shaped parcel just north of Loveland Marketplace encourage private investment, potentially in residential development.
2. Rededicate the vacant land bordered by Dry Creek, Harding Drive and auto-oriented stores as a public open space and sculpture garden.

Pictured above right is the existing zoning. Below is the recommendation for the area, north of Loveland Market Place to be re-zoned.



to

It is important that the Loveland leadership and community act on the momentum of this initiative and workshop. Achieving a long-term vision is hard, but getting started is fairly easy.

Sample first steps:

- Find a champion (elected official, property owner or neighborhood resident) to advocate for change
- Appoint a citizen task force to study the recommendations and take them to the next level of detail and action
- Schedule a City Council presentation to present the Workshop findings and recommendations
- Begin thinking about a Pilot Project: What strategic redevelopment or streetscape improvement in the corridor would point the way toward a positive transformation of the entire corridor? How might this be funded?
- Pick a project that is fundable and will produce attractive, dramatic and highly visible results, even on a small scale

“We’ve been here for six hours, but you can take the next step; for example, start identifying what these improvements will cost.”
—Emily Gloeckner, ULI panelist



Christopher Smith of Colorado Health Foundation works with panelists Angela Loder and Emily Gloeckner.

Vi. Appendix

Stakeholder Interviews:

City of Loveland

Alison Hade, Administrator, Community Partnership Office

Karl Barton, Planner, Community & Strategic Planning

Mike Jacobsen, Civil Engineer/Bicycle and Pedestrian Coordinator, Public Works

Shelley Aschenbrenner, Civil Engineer/Safe Routes to School Coordinator, Public Works

Christopher Barnes, Interim Transit Manager, Public Works

Elected and Appointed Officials

Michele Fenwick-Forrest, Planning Commission

Joan Schaffer, Ward II Loveland City Councilor and 287 Coalition Member

Others

Sam Betters, Executive Director, Loveland Housing Authority

Kelly Burwell, Obesity Prevention Coordinator, CanDo Loveland

Bruce Croissant, Citizen Advocate

Edgar Dominquez, Equity Coordinator, Vida Sana/CanDo Loveland

Chris Fine, Development Specialist, Touchstone Health Partners

Megan Moore, 287 Strategic Plan Project Manager, Logan Simpson Design

Kelly Robenhagen, Advisor, Project Self-Sufficiency

Dixie Schmatz, Citizen Advocate

Jake Schuch, EIT II, Colorado Department of Transportation

Panelist Bios:



Jeff Bedard
Founder, New Providence Company

Jeff heads a mixed-use builder developer of residential, retail and office projects in high-density urban locations. He currently works with the National Renewable Energy Laboratory to help create sustainable, net-zero energy communities. Previously Jeff was a partner with Continuum Partners responsible for land acquisition, entitlements, permitting, project management, design, construction, sales and financing for over \$300 million of development.



Greg Dorolek
Principal & Project Manager, Wenk Associates

Greg is a talented designer with experience in the planning and design of urban redevelopment including stormwater gardens, streetscapes, parks, trails and green infrastructure. He has a Bachelor of landscape Architecture from the University of Georgia and completed his Master of Landscape Architecture at Harvard's Graduate School of Design.



Chris Dunn (panel chair)
Principal, Dunn & Kiley Landscape Architects

Chris is a Colorado landscape architect and urban designer with experience in master planning and detailed design for resort, civic, retail and residential environments worldwide. His 35 years of professional practice have culminated in enduring solutions for complex and environmentally challenged development projects in Colorado, North America, Asia and the Middle East.



Max Gibson
Jefferson County Public Health

Max has eight years of experience in improving health outcomes of fringe communities as both a medical worker and a field guide. His specialties include stakeholder engagement, land use policy analysis, and community resilience development. Mr. Gibson's dual master's degrees in Public Health and Urban & Regional Planning address today's most important health issues: healthy eating, active living, and hazard mitigation.



Emily Gloeckner
Civil Engineer, Fehr & Peers

Emily's professional experience incorporates multi-modal analysis in all the work that she does, including the analysis of pedestrians, bicycles, transit and traffic on roadway systems. She has extensive experience with the design and layout of bicycle, pedestrian connections and routes, roadway design, signing and striping, signal systems, traffic operational analysis, and traffic forecasting.



Angela Loder
Strategic Planner, Jefferson County Health

Angela is a researcher and strategic planner whose work looks at sustainable urban form, health, and nature. She looks at how healthy buildings can be integrated with ecological city and planning objectives; how building design and access to nature impacts stress, concentration, and creativity; and what kind of interdisciplinary collaboration is needed to move health in buildings forward.



Christopher Smith
Colorado Health Foundation

As a member of the foundation's Healthy Living outcome team, Christopher works closely with the Portfolio Director of Healthy Living and other members of the philanthropy and evaluation teams achieve the Foundation's mission. Responsibilities include program management, implementation and leadership of strategic initiatives. Chris holds master's degrees in architecture and public administration from the University of California at Los Angeles.

Acknowledgements:

ULI Colorado is grateful to its sponsors, hosts, panelists and volunteers...

Colorado Health Foundation, Christopher Smith, program officer

ULI Colorado Building Healthy Places committee chaired by:
Susan Powers, Urban Ventures LLC
Josh Radoff, YR&G

Special thanks to the Loveland Working Group:

Bethany Clark, Planner, Community & Strategic Planning, City of Loveland

Katie Guthrie, Health Planner, CanDo Loveland

Greg George, Director of Development Services, City of Loveland

Leah Browder, Director of Public Works, City of Loveland

Ralph Trenary, Ward IV Loveland City Councilor

This Building Healthy Places Workshop was made possible by the partnership of...



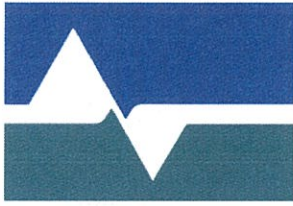
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To: Greg George, Development Services Director
From: Betsey Hale, Economic Development Director
Date: June 4, 2015
Re: Loveland 287 Strategic Plan

On behalf of the Economic Development Department, we would like to express our support and appreciation for the work that your staff did on the 287 Corridor Plan.

We recognize the importance of good planning and believe that this document, once approved, will help to inform decisions by City Council for years to come. As you know, the focus of our department is supporting the continued growth of Loveland through new primary jobs and retail development. The plan recognizes the importance of the 287 Corridor as a critical economic driver for the City for both employment and retail opportunities.

Specifically, the plan recognizes that a large portion of the City's retail sales tax revenue is generated along this corridor and that it has been underperforming in recent years. It also recognizes that there are some infrastructure challenges that limit opportunities for reinvestment and new development.

The plan identifies the key areas within each of the five "zones" and recommends specific strategies to enhance those areas and promote investment. Our team will be able to use the information to help inform the Economic Development Strategic plan. These actions will help us to market, promote and support private investment in these critical areas.

Again, thank you for your work on this important project. Our team looks forward to working with you on the implementation of the plan.

Sincerely,

Betsey Hale