



**LOVELAND PLANNING COMMISSION MEETING
AGENDA**

**Monday, July 13, 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 22, 2015 Meeting minutes

V. REGULAR AGENDA:

1. Continuance: Giuliano 4th Subdivision - Preliminary Development Plan, Preliminary Subdivision Plat, and Vacation of Rights-of-Way (10 minutes)

This public hearing item was continued from the June 22nd Planning Commission meeting.

**2. Downtown Urban Renewal Plan
Betsey Hale, Economic Development (15 minutes)**

This is a public hearing for the consideration of a resolution with a recommendation to City Council regarding the proposed termination of the URA Plan. It is anticipated that a plan of development (the “DDA Plan of Development”) will be proposed by the DDA for consideration by the Council and that the DDA will propose that an election be held on November 3, 2015. If the DDA Plan of Development is approved by Council and if the Ballot Questions are approved by the qualified electors, it would be appropriate to terminate the URA Plan. Termination of the

URA Plan is contingent upon approval of a DDA Plan of Development and passage of the Ballot Questions on November 3, 2015.

3. 287 Strategic Plan

Bethany Clark, Strategic Planning *(20 minutes)*

This is public hearing on a legislative action. The 287 Strategic Plan identifies strategies and actions to guide development and help improve business opportunities along US Highway 287. Staff will provide a summary of revision requests received from the Planning Commissioners on June 22nd along with adjustments to the Plan that respond to the Commission's comments. The project team is seeking direction from the Commission to move forward with adjustments so that a final document can be brought forward to the Planning Commission in an upcoming meeting.

VI. ADJOURNMENT

STUDY SESSION

- **Create Loveland** (Karl Barton, Strategic Planning)
(20 minutes for staff presentation)

This is a study session to go over comments on Create Loveland and the responses to them. Staff will review the comments received at the last study session as well as comments received from the public during outreach events in June. The goal will be to get consensus on the responses before integrating them into the Plan document.

CITY OF LOVELAND
PLANNING COMMISSION MINUTES

June 22, 2015

A meeting of the City of Loveland Planning Commission was held in the City Council Chambers on June 22, 2015 at 6:30 p.m. Members present: Chairman Crescibene; and Commissioners Middleton, Meyers, Molloy, Forrest, Ray, Jersvig, and McFall. Members absent: Dowding. 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.

Due to time constraints by the presenter of the Create Loveland Update, **Chair Crescibene** recommended allowing **Karl Barton** to present agenda item number one prior to the Citizen Reports, Staff Matters, Committee Reports, Commissioner Comments and Approval of the Minutes.

Commissioner Myers motioned to approve the agenda changes submitted by the Chair. Upon a second by Commissioner Middleton the motion was unanimously approved.

REGULAR AGENDA

1. Create Loveland Update

Project Description: 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.

Karl Barton, Strategic Planning, thanked the commissioners for rearranging their schedule to allow him to present his material first. **Mr. Barton** explained that his team is analyzing the feedback from the April 27th Planning Commission Study Session and is in the process of incorporating the changes that the Planning Commission, City Council, Loveland Downtown Partnership, Stakeholder Committee, and other parties have recommended. There have been several open houses to discuss the plan and another open house will be held at the Farmer's Market on July 28th.

Commissioner Questions and Comments:

- **Commissioner Meyers** expressed concerns with several design elements, specifically the renderings depicting mostly glass and concrete structures. Additionally, the close proximity of some art areas to the train tracks is a safety concern. **Commissioner Meyers** also noted a potential conflict with the horn usage in the quiet zones. **Commissioner Meyers** asked if **Mr. Barton** had discussed the proposed plan with the railroad. **Mr. Barton** stated that detailed conversations regarding uses near the railroad probably have not occurred and that he is not sure if anyone has considered these conflicts. In regards to the renderings showing utilization of mostly glass and concrete structures, **Mr. Barton** said the goal is to maintain a quality image for Loveland and he would be willing to take another look at the design.

- **Commissioner Meyers** commented that it may be difficult to offer neighborhood based services for industries like medical clinics and grocery stores as recommended in the plan. This is due to the mass consolidation of these types of services. **Mr. Barton** acknowledged that sometimes a conflict exists between what is desired by the community and what the market and development trend can handle. However, these neighborhood based services are incorporated into the plan as community members have expressed a desire to have them. **Mr. Barton** and **Commissioner Meyers** agreed that expectations need to be managed as this may not be feasible to provide these services.
- **Chair Crescibene** asked how the percentages presented in the plan were derived and how these numbers correlate to Loveland. **Mr. Barton** noted that the Centers for Disease Control, 2000 U.S. Census, and the 2013 American Community Survey were used as sources for the percentages referenced in the Comprehensive Plan. These are the authoritative sources for commuting patterns and the best resources at this point. **Mr. Barton** said he would try to better qualify these numbers but noted that the 2013 American Community Survey does directly apply to Loveland. **Commissioner Meyers** expressed concerns with the use of aggregated numbers as there may be other factors affecting the number changes, such as how did the population change over that period.
- **Mr. Paulsen** asked the commissioners to send comments and concerns to Karl ahead of the July 13th study session. Per the Planning Commission's request, **Mr. Barton** agreed to provide a clean copy of the Comprehensive Plan for the study session.

CITIZEN REPORTS

There were no citizen reports.

STAFF MATTERS

1. **Mr. Paulsen, Current Planning Manager**, noted that the next Planning Commission meeting will be held July 13, 2015. A study session to review the Comprehensive Plan will be held at this meeting.
2. **Mr. Paulsen** informed the commissioners that a variance hearing is tentatively scheduled for July 13th. In the event that **Commissioner Dowding** is unable to attend, **Mr. Paulsen** asked **Commissioner Forrest** to preside over the hearing.

COMMITTEE REPORTS

1. **Commissioner Molloy** noted that the Title 18 Committee met on June 11th to discuss oil and gas issues. Both **Commissioner Molloy** and **Commissioner Meyers** were unable to attend due to scheduling conflicts. **Mr. Paulsen** noted that additional information regarding oil and gas provisions will be provided at the next Title 18 meeting. Due to scheduling conflicts, the July 9th Title 18 meeting may be cancelled. The next meeting would then be held in August.

COMMISSIONER COMMENTS

1. **Commissioner Forrest** noted that the Urban Land Institute (ULI) provided a presentation to the 287 Advisory Group focusing on new ideas that can be implemented in the Orchards area. ULI is wanting to present to the Planning Commission in August.

APPROVAL OF THE MINUTES

Commissioner Meyers recommended amending the second bullet point on page 4 to include the question he asked regarding the promotion of events downtown that are covered in the DDA's budget.

***Commissioner Middleton** made a motion to approve the June 8, 2015 minutes as amended; upon a second from **Commissioner Molloy**, the minutes were unanimously approved.*

REGULAR AGENDA (continued)

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

Project Description: 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.

Mr. Paulsen explained that the applicant, including both Giuliano and Father and Hartford Homes, has requested this continuance due to ongoing negotiations with the City of Loveland.

Commissioner Questions and Comments:

- **Commissioner Ray** asked why this should be continued. **Mr. Paulsen** noted that Mr. Giuliano and Hartford Homes are in agreement to continue this agenda item until the July 13th Planning Commission meeting due to ongoing negotiations. **Mr. Paulsen** is anticipating that a recommendation can be brought to the Planning Commission by July 13th.

***Commissioner Middleton** motioned to continue the Giuliano 4th Subdivision - Preliminary Development Plan, Preliminary Subdivision Plat, and Vacation of Rights-of-Way to the July 13th Planning Commission meeting. Upon a second by **Commissioner Ray**, the motion was unanimously approved.*

3. **287 Strategic Plan**

Project Description: This is a 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.

Bethany Clark, Strategic Planning, introduced members of the consulting team in attendance: Megan Moore with Logan Simpson Design, Matt Prosser with Economic & Planning Systems, and Bruce Meighen also with Logan Simpson Design. **Ms. Clark** provided an overview of the efforts and presented some of the changes. Development of the 287 Strategic Plan began in 2013 with the purpose of attracting new businesses to the corridor. **Ms. Clark** stated that input from business forums, public workshops, City Council and Planning Commission was considered while developing this plan. Approximately 500 participants provided feedback regarding the plan. The 287 Strategic Plan covers the stretch of Highway 287 starting north of Loveland at 71st Street all the way south to Highway 60. **Ms. Clark** noted that the downtown area has been excluded from the 287 Strategic Plan because it is covered under other planning efforts specific to the downtown area. The corridor is divided into five segments or “zones”. An economic strategy was developed for each of the five zones based on the specific challenges and opportunities unique to each zone. Targeted solutions within the actions and sub-actions are proposed to improve the economic position of the corridor were developed. Additionally, an immediate action plan was created to address urgent needs while allowing other projects to be phased in as money becomes available.

Ms. Clark noted that the Urban Land Institute (ULI) recognized the hard work and the effort put into this plan and awarded the City a Building Healthy Places workshop where a panel of ULI members conducted a design charrette. Some of the recommendations from the workshop were built into the plan.

Ms. Clark highlighted changes made to the plan since the last Planning Commission meeting. **Ms. Clark** commented that there was a lot of general support for using the corridor to support Downtown, creating a multiple-day destination area. Additionally, she noted support for creative bike solutions along the corridor. Prior to the City Council hearing for the 287 Strategic Plan, **Ms. Clark** noted the plan will be amended to include the cross sections for each zone. These cross sections are consistent with the 2035 Transportation Plan. **Ms. Clark** explained the boundaries of the zones and discussed some challenges with bike traffic in Zones 1 and 2. She noted that the 287 Strategic Plan recommends performing a bike study to evaluate removing bike traffic from Highway 287 and having an alternate bike route in this area.

Commissioner Questions and Comments:

- **Commissioner Ray** expressed frustration with bike traffic in Zones 1 and 2 and questioned if it was possible to remove one lane of traffic and designate one side of the road for bike traffic only. **Ms. Clark** responded that they have not specifically looked at this option but noted that an action recommended in the plan is to perform a detailed bike study to evaluate options, including alternate parallel routes.
- **Commissioner Meyers** asked what the couplet design will look like in Zone 3 and **Ms. Clark** noted it would look similar to the drawings depicted in the 287 Strategic Plan.
- **Commissioner Middleton** asked what **Ms. Clark** would eliminate if she was required to cut 20% out of the project. **Ms. Clark** explained that not all of the recommendations

are city costs, for example some projects may be funded through matching grants, and further explained that approving the plan does not allocate funding to all of the projects identified or recommended. The plan just acts as a reference to help City Council decide which projects are a priority and can be funded.

- **Commissioner Meyers** noted that many of the catalyst sites referenced in the plan have a large population and tax base. He questioned why these cities were used as the population and tax-base are not similar to the City of Loveland. **Ms. Clark** referred the question to Mr. Meighen, consultant with Logan Simpson Design. He explained that the images were used to show what people in the community and focus groups expressed were desires for the overall look of the corridor. The goal is not to match each amenity in these locations one-to-one to the catalyst site, but to depict certain design elements to incorporate into the corridor. **Commissioner Meyers** noted concern that people could look at these pictures and not understand that these catalyst sites were supported by a huge tax base and may not be feasible. **Commissioner Forrest** commented that in the advisory committee meetings, these catalyst sites were evaluated to determine which parts of the catalyst sites people liked and what they could incorporate into our city.
- **Commissioner Meyers** expressed concerns with some of the design elements depicting mostly glass and stone buildings situated close to the streets. **Ms. Clark** explained that these design elements are based on feedback and recommendations from the focus groups and are conceptual only. She further explained that most of these design elements would require modifications to the current zoning code which would have to be reviewed by the Planning Commission and City Council.
- **Commissioner Myers** asked how the couplet area would work in Zone 3 and how it would facilitate traffic east and west. He asked how the plan would affect the flow of traffic through the entire city and not just along the 287 corridor. **Ms. Clark** noted that the plan is not designed to provide specific details and the traffic flow would have to be evaluated in the future. **Mr. Meighen** noted that interchange improvements at the intersection of Highway 287 and Highway 34 would require additional right-of-way and that the intersection is expected to get worse in the future. **Mr. Meighen** explained that regardless of what improvements are made, the goal of the 287 Strategic Plan is to evaluate a permanent solution for the area. **Mr. Meighen** noted that some business may need to be removed in order to facilitate the improved traffic flow. However, the improved traffic flow may allow more intense businesses to locate to the area due to increased consumer traffic. **Commissioner Meyers** commented that the placement of an intense business could increase traffic, thus affecting traffic flow in a way that was not originally evaluated.
- **Commissioner Meyers** discussed implementing a design similar to the River Walk in San Antonio that would bring businesses closer to the river. He asked if the intention of the plan related to the Big Thompson River was to redirect and control the river. **Mr. Meighen** noted that the first priority in the catalyst projects would be flood protection. Flood prevention improvements and funding would be necessary to accomplish this. **Ms. Clark** commented that the city has been awarded a grant from the Department of Local Affairs to do a feasibility study of widening the bridge over the Big Thompson to increase capacity. Widening the bridge could reduce the flood plain boundary and could

remove some properties from the flood plain, which could then open opportunities for community purposes.

- **Commissioner Molloy** asked if a bypass on Highway 287, prior to Highway 34, would create a direct route to downtown. **Mr. George, Development Services Director**, noted that the City of Loveland is pursuing an agreement with Larimer County that may allow the creation of an alternate route; however, this is a long term process that may take over 20 years to accomplish.
- **Commissioner Ray** expressed concerns with the combination of increased traffic flow and the inclusion of pedestrian and bicycle lanes. He said that a potential solution is to remove some of the traffic lanes to make room for the pedestrian and bicycle lanes. **Commissioner Ray** asked for further evaluation of bike traffic in this zone. **Ms. Clark** said that the first priority is to make pedestrian and bicycle travel safe. It may be necessary to move pedestrian and bicycle lanes to an alternative street. **Mr. Meighen** stated that the commissioners may request adding specific language that would investigate the removal of lanes. Additionally, the word “buffered” could be added back into the plan. **Ms. Clark** noted that Section 1.2C recommends a bike study specifically to investigate the feasibility of a formal dedicated bike lane or alternative parallel route. Additionally, 2.2B references a Garfield Avenue Bike Mobility Study.
- **Commissioner Meyers** asked if the activity in the Downtown Development Authority (DDA) district could affect or cause the city to accelerate the development of particular sections of the plan. **Alan Krcmarik, City of Loveland Executive Fiscal Advisor**, identified the South Catalyst Project, which includes the two block area between First Street and the Rialto building, as a likely area the DDA would seek city contribution to fund improvements. Currently, the DDA plan is to use property tax increments and sales tax income to fund the improvements; however, funding may not be adequate to complete all of the projects.
- **Commissioner Middleton** commented that the plan encourages increased pedestrian traffic; however, there are no public restrooms included in the plan and he could not support the plan without the addition of public restrooms. **Ms. Clark** commented that public restrooms do not fall into the scope of the plan and therefore staff did not specifically look at the addition of public restrooms. **Ms. Clark** also noted that heavy pedestrian traffic is more prevalent in the downtown area and the downtown development is covered under another plan. **Commissioner Jersvig** and **Commissioner Molloy** agreed that public restrooms did not need to be provided outside of the downtown area.
- **Chair Crescibene** asked for clarification regarding the recommendation Planning Commission is making to City Council. **Chair Crescibene** questioned if a recommendation to Council means the Planning Commission endorses the round-about at Highway 287 and Highway 34. **Ms. Clark** explained that she is seeking a recommendation that the Planning Commission supports the efforts from the plan and allow it to move forward. It would allow these items, specifically items in the immediate action plan, to be developed into the city’s working plan and be included in the capital improvement budget. **Mr. George** commented that this is a strategic plan and is a guide for decision making to develop the Highway 287 corridor. It identifies projects the public has recommended to improve the corridor and the plan can be used to make decisions on

priorities. **Mr. George** noted that the illustrations depict the current plan; however, the recommendation is to perform a re-development study to evaluate the best solution for the intersection.

- **Commissioner McFall** referenced the “Draft” stamp on the document and stated he could not make the recommendation to City Council as additional changes could be made to a draft plan. **Ms. Clark** explained that the plan was presented as a draft as it allows for the Planning Commission to make changes. If the Planning Commission approves the plan, the “Draft” would be removed prior to moving forward to City Council. If the Planning Commission recommends approval of the plan tonight, the only additions will be the modifications to the cross-sections previously referenced, unless the Commission has further direction for staff.
- **Commissioner McFall** commented that he would like to see continued improvements outside of the downtown Loveland area. He commented that there are several efforts to direct traffic to the downtown area and is concerned that other areas will be neglected. **Ms. Clark** responded that there are several efforts outside of the downtown area, specifically the 29th Street commercial area, the Big Thompson River, and the Longview Midway Commercial Center.
- **Commissioner Ray** asked how they could amend on the record the addition of public restrooms and that the Planning Commission is not collectively supportive of the proposed intersection improvements at Highway 287 and Highway 34. **Commissioner McFall** also expressed concerns with the improvement plan for the intersection at Highway 287 and Highway 34. **Commissioner Forrest** asked if the couplet illustration could be removed and identify that a traffic study is needed. **Ms. Clark** stated that it was possible to change the language in Action Item 3.3A and remove the reference to the roundabout couplet. **Sean Keller, Transportation Development Review**, referenced the East West Mobility study performed in 1997 that evaluated two options for the intersection. Due to the age of the study, **Mr. Keller** noted that another study is needed in order to move forward with improvements. He recommended adding language to the plan that would require a detailed traffic analysis.
- **Commissioner Jersvig** asked that alternative designs be considered that would keep bikes off of Highway 287.
- **Commissioner Forrest** is concerned the community may have a false depiction of the final development throughout the corridor based on the renderings included in the plan. **Ms. Clark** stated that all drawings include a disclaimer that the concept is conceptual and is one of many design possibilities. **Chair Crescibene** stated that labeling drawings as conceptual was sufficient to indicate that the design may or may not be implemented.
- **Commissioner Molloy** commented that the street cross-sections in Zone 1 would need to abide by LCUASS (Larimer County Urban Area Street Standards) standards. The only modification to the LCUASS standards that could be made is wider bike lanes and the possibility of a buffer area. **Commissioner Ray** stated that regardless of the cross-sections meeting LCUASS standards, it is not a good plan for bicyclists.
- **Commissioner Ray** recommended the following changes: remove the cross-sections depicting bike lanes on Highway 287; remove the roundabout couplet illustration at the

Highway 287 and Highway 34 intersection; make the recommended wording change for the intersection at Highway 287 and Highway 34; remove the “Draft” watermark.

- **Mr. George** referenced the redevelopment plan for Highway 287 and Highway 34 and recommended adding wording to Section 3-3 that would consider alternative intersection designs and evaluate the impacts on adjacent properties. **Commissioner Meyers** noted that Section 3.3A would also need to be changed as it references the couplet.
- **Commissioner Meyers** and **Commissioner Ray** recommended that they continue the issue and have staff make changes to the plan.
- **Commissioner Meyers** recommended delaying the public hearing portion until the next meeting in order to allow the public to comment on the changes made by staff.

Commissioner Meyers motioned to request city staff to go back and make the necessary changes and adjustments as recorded on the record in relationship to the 287 strategic plan and bring that material back to us at a date in the future when they are prepared to do so, including the document that is crafted as being a final so we can bring it forward as a public hearing and for discussion and resolution passage. Upon a second by Commissioner Middleton the motion was approved with 7 ayes and 1 nay.

ADJOURNMENT

Commissioner Middleton made a motion to adjourn. Upon a second by Commissioner Forrest, the motion was unanimously adopted.

Chair Crescibene adjourned the meeting at 8:25 p.m.

Approved by:_____

John Crescibene, Planning Commission Chair

Jenell Cheever, Planning Commission Secretary



MEMORANDUM

July 13, 2015 – Regular Agenda 1

To: Loveland Planning Commission

From: Troy Bliss, Senior Planner

**Subject: Giuliano 4th Subdivision – Preliminary Development Plan,
Preliminary Subdivision Plat and Vacation of Rights-of-Way
(PZ 14-174, 175 and 176)**

The Giuliano 4th Subdivision – Preliminary Development Plan (PDP), Preliminary Plat (PP) and Vacation of Rights-of-Way were continued from the June 8, 2015, Planning Commission hearing. This was a result of the Planning Commission taking no actions on the development applications because the recommended conditions were not agreed to by the applicant. Further considerations were needed by the applicant to evaluate an affordable housing component related to the entire Giuliano Addition. At this time, City staff understands an agreement will be reached between the applicant and City to address the affordable housing component. This is reflected in the revised recommended conditions.

Providing an agreement is reached between the applicant and City concerning affordable housing in the Giuliano Addition, the public hearing from June 8, 2015, is recommended to continue. City staff will provide a brief introduction, allowing for further questions from the Planning Commission. Following, it is recommended that the Planning Commission reopen the public input portion of the hearing again for consideration of any public comment. With the exception of the revised recommended conditions, all information contained the June 8, 2015, Planning Commission Staff Report remains the same.

If however, an agreement is not settled, City staff recommends that this item be removed from the agenda and with any future consideration of the development applications, a new public hearing will be re-noticed.

RECOMMENDED CONDITIONS **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 presented in the Preliminary Development Plan (PDP) from June 8, 2015, regarding the number of required affordable housing units, a separate agreement between the applicant and City shall govern all affordable housing requirements associated with the Giuliano Addition. The information regarding affordable housing contained on the PDP shall be removed prior to the City signing the document and with any subsequent Final Development Plan (FDP).

Transportation Engineering

4. All public improvements within the Preliminary Development Plan (PDP) and Preliminary Plat shall comply with the Larimer County Urban Area Street Standards (LCUASS).
5. 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 presented in the Preliminary Development Plan (PDP) from June 8, 2015, regarding the number of required affordable housing units, a separate agreement between the applicant and City shall govern all affordable housing requirements associated with the Giuliano Addition. The information regarding affordable housing contained on the PDP shall be removed prior to the City signing the document and with any subsequent Final Development Plan (FDP).

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.



PLANNING COMMISSION STAFF MEMORANDUM

ITEM NO: 3

PLANNING COMMISSION MEETING: JULY 13, 2015, 6:30 pm

TITLE: Recommended Revisions to Highway 287 Strategic Plan

STAFF CONTACT: Bethany Clark

ACTION: Motion to approve the Recommended Revisions outlined below to the Highway 287 Strategic Plan

BACKGROUND

On June 22, 2015 Community and Strategic Planning staff presented the 287 Strategic Plan to the Loveland Planning Commission, along with a Resolution recommending the Plan to City Council for adoption. Several Planning Commission members identified changes or clarifications they thought should be made to the Plan before recommending the Plan for adoption. This memorandum identifies revisions to the Plan proposed by City staff to address each of the changes and clarifications requested by the Planning Commission. The purpose of this memorandum is to identify the revisions Planning Commission wants to the Plan before it makes its recommendation for adoption to City Council. Once the content of the memorandum is agreed to by Planning Commission, City staff will use it to make revisions to the Plan prior to bringing the Plan back to Planning Commission for formal action on August 10, 2015.

PURPOSE

The Plan is meant to serve as a guide for residents, property and business owners, developers, City staff, and elected and appointed 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 REVISIONS DISCUSSED BY PLANNING COMMISSION

US Highway 287/US Highway 34 Roundabout Couplet

Planning Commission members expressed concern about the apparent inevitability of the roundabout couplet identified as the priority intersection improvements in the City's 1997 East/West Mobility Study for the US Highway 287/US Highway 34 intersection. Comments were centered on the specific reference in the action item to the roundabout couplet and also to the illustration in the Plan of the catalyst concept. Because the illustration was a central element in the many open houses that the City held and received a lot of public comment in support of this concept, staff does not feel it is in the public's interest to remove the illustration from the Plan. However, staff believes that expanding on the disclaimer that the illustration is a concept only and illustrates only one of several possible futures will help reduce the impact of the graphic. Additionally, expanding on language in the Plan to recognize that the 1997 East/West Mobility Study is 18 years old and all possible options for the intersection should be investigated to identify impacts on existing properties and provide the best solution to accommodate anticipated increases in traffic. Furthermore, the language in the Plan will clarify that any intersection improvements should focus on the purpose of the Plan, which is to catalyze business reinvestment or new development, promote City recognition, and build a sense of City pride through gateway features.

Recommended Revisions:

- Revise language on Page 3-8 to allow for all possible intersection improvements to be further studied
- Clarify the purpose of the Plan's recommendations in terms of catalyzing business reinvestment or redevelopment, focusing on gateway features, and incorporating bicycle and pedestrian infrastructure to support these efforts
- Retain conceptual graphics throughout the Plan and expand on disclaimer
- On Pages 3-12 and 3-14 remove the specific reference to the "roundabout couplet" in Action 3.3/3.3a

Bicycle and Pedestrian Infrastructure

Planning Commission members felt that the Plan needed to emphasize creative solutions for bicycle and pedestrian travel, including the possibility that bicycle lanes should not be included along US Highway 287. At least one Planning Commission member voiced their opinion that the street cross-sections included in the Plan should not show on-street bicycle lanes. However, the cross-sections were vetted through the Plan's stakeholders and are consistent with current Larimer County Urban Area Street Standards (LCUASS) and the City's Bicycle and Pedestrian Master Plan. Additionally, through the City's outreach efforts, staff heard from a majority of participants the expressed desire for and support for bicycle and pedestrian infrastructure along US Highway 287.

However, the Plan does recommend through several action items to further study the feasibility of a formal dedicated bike lane for US Highway 287, to study potential alternative parallel options, and to explore reductions in vehicle travel lanes widths to make bicycle lanes wider and safer. The following Actions Items in the Plan recommend the following studies to address the inclusion of bicycle lanes on Highway 287:

- 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.
- 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.
- 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.

Recommended Revisions:

- Add language throughout the Plan whenever reference to bicycle and pedestrian infrastructure is made to explore buffered bicycle lanes and alternative creative solutions to allow for safe and comfortable bicycle and pedestrian travel
- Retain the cross-sections for each Zone, but revise as appropriate to demonstrate opportunities for buffered bicycle lanes, or other options.
- Add language throughout the Plan to explore buffered bicycle lanes or other alternative methods to create safe and comfortable bicycle and pedestrian travel.

Bicycle and Pedestrian Education

There was a comment that something should be included in the Plan about a bicycle and pedestrian education program. The Bicycle and Pedestrian Education Coalition (BPEC) in Northern Colorado works in partnership with many organizations including the City of Loveland, through education and outreach

to increase knowledge and awareness about how to safely share roads. The Bicycle and Pedestrian Master Plan also addresses the need for community education and outreach through its Goals and Objectives.

Recommended Revisions:

- Language will be added to the Plan to recognize the importance of bicycle and pedestrian safety education and the important work done by the Bicycle and Pedestrian Education Coalition in Northern Colorado.

Big Thompson River Catalyst

Commissioners had questions about the concept at the Big Thompson River to include river-oriented retail or restaurants and concerns about making investments in this area due to the impact of the floodway. While the purpose of the Plan is to focus first and foremost on flood mitigation and protection to increase opportunities for access to the River, staff believes the language in the Plan could be strengthened.

Recommended Revisions:

- Revise narrative to include clear statements that the priority for the Plan should be on flood mitigation and protection. River-oriented uses and development are secondary, and only if determined feasible, safe and appropriate based on flood mitigation work in the future.

Public Restrooms in Downtown

There were comments regarding the need to provide public restrooms in the downtown area. The Plan itself does not cover the downtown area as there are separate plans focusing on the downtown (i.e. the Downtown Strategic Plan and Implementation Study). However, staff proposes to add language to the Action for the Big Thompson River District Area Plan (Action 4.2a) to consider providing public restrooms in public areas where significant members of the public regularly gather.

Recommended Revisions:

- Revise Action 4.2a to include a statement to investigate inclusion of public facilities where significant members of the public regularly gather.

Immediate Action Plan

There was some apprehension about referring to the short-term work program as the “Immediate Action Plan”. It was feared that City Council would interpret it as a statement from Planning Commission that these items needed to be given priority over everything else. Staff recommends instead to rename this short-term work program to “Priority Work Program” as they were developed as priority items through internal and external stakeholders. Additional language will be added to recognize that the items in the Priority Work Plans must be considered by City Council along with many other priorities.

Recommended Revisions:

- Rename “Immediate Action Plan” to “Priority Work Program” and add additional language as proposed.

Case Studies

There was a question asked about how the five case studies presented to the public during the visioning workshops were originally determined.

Recommended Revisions:

- Add additional language in the narrative on the initial number of precedents examined, and the conclusions resulting in the 5 case studies, as recommended by the consultant, the Study Team, and the Advisory Committee

Draft Watermark

There was some concern about the Plan containing a “Draft” watermark on every page and a recommendation to have this removed. The Plan itself will be in Draft format all the way up until it is adopted as Final by City Council. The only changes that could be made to the Plan between Planning Commission’s recommendation and final adoption by City Council are those that the City Council recommends.

Recommended Revisions:

- None; retain the “Draft” watermark to allow City Council to make any final changes



AGENDA ITEM: 2
MEETING DATE: 7/13/2015
TO: Loveland Planning Commission
FROM: Betsey Hale, Economic Development Director
PRESENTER: Betsey Hale,

TITLE: A Resolution of the Loveland Planning Commission of the City of Loveland, Colorado, recommending to City Council adoption of the modification to the City of Loveland Urban Renewal Plan as being in conformity with the City's Master Plan subject to certain conditions

RECOMMENDED ACTION: ADOPT THE RESOLUTION

OPTIONS:

1. Adopt the action as recommended.
2. Deny the action. If this action is denied, the substantial modification of the Urban Renewal Plan would not move forward to the City Council.
3. Adopt a modified action. (specify in the motion)

SUMMARY:

Termination of the URA Plan will substantially change the URA Plan in land area, land use, design, building requirements, timing, or procedure, as previously approved in the URA Plan.

On July 7, 2015 City Council adopted a resolution directing the referral of the proposal to terminate the URA Plan to the City Planning Commission for review and recommendations as to its conformity with the general plan for the development of the City as a whole. The Planning Commission shall submit its written recommendations, if any, with respect to the proposed termination of the URA Plan to the Council within thirty days after receipt of the proposed termination for review.

The resolution also directed City staff to take such steps required by C.R.S. §31-25-107(7), including giving of notice, so that Council may conduct a hearing on the termination of the URA Plan and consider a resolution terminating the URA Plan contingent upon approval of a DDA Plan of Development and passage of the Ballot Questions in the November election. At the June 8th, 2015 Planning Commission meeting the Commission approved a motion recommending the City Council hold a public hearing and adopt a resolution approving the DDA plan of development. This action was taken July 7, 2015. Council formally adopted the DDA Plan of Development.

BUDGET IMPACT: NONE

BACKGROUND:

On October 1, 2002, the Loveland City Council (the “Council”) adopted Resolution #R-74-2002 approving the City of Loveland Urban Renewal Plan (“URA Plan”).

At an election held on February 10, 2015, the qualified electors approved the formation of the Loveland Downtown Development Authority (the “DDA”).

It is anticipated that a plan of development (the “DDA Plan of Development”) will be proposed by the DDA for consideration by the Council and that the DDA will propose that an election be held on November 3, 2015 for the approval of debt to be issued by the City for DDA purposes and taxes to be levied by the City for DDA purposes (collectively, the “Ballot Questions”).

If the DDA Plan of Development is approved by Council and if the Ballot Questions are approved by the qualified electors, it would be appropriate to terminate the URA Plan. C.R.S. §31-25-107(7) allows the Council to amend the URA Plan at any time provided that if the modification will substantially change the URA Plan in land area, land use, design, building requirements, timing, or procedure, as previously approved, the modification of the URA Plan must be pursuant to certain notice and hearing requirements set forth in C.R.S. §31-25-107(7).

Termination of the URA Plan will substantially change the URA Plan in land area, land use, design, building requirements, timing, or procedure, as previously approved in the URA Plan.

The resolution of the Planning Commission recommends to City Council the proposed termination of the URA Plan. The Council referred the consideration of the modification to the commission at the July 7, 2015 meeting. The Planning Commission shall submit its written recommendations, if any, with respect to the proposed termination of the URA Plan to the Council within thirty days after receipt of the proposed termination for review.

The Council resolution on July 7, 2015 directed City staff to take such steps required by C.R.S. §31-25-107(7), including giving of notice, so that Council may conduct a hearing on the termination of the URA Plan and consider a resolution terminating the URA Plan contingent upon approval of a DDA Plan of Development and passage of the Ballot Questions.

LISF ATTACHMENTS:

1. Resolution for Planning Commission adoption
2. City Council Resolution referring the URA Modification to Planning Commission
3. URA Plan of Development

RESOLUTION NO. _____

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF
LOVELAND, COLORADO, RECOMMENDING TO CITY COUNCIL
ADOPTION OF THE MODIFICATION TO THE CITY OF LOVELAND URBAN
RENEWAL PLAN AS BEING IN CONFORMITY WITH THE CITY'S MASTER
PLAN SUBJECT TO CERTAIN CONDITIONS**

WHEREAS, on June 22, 2002, in an effort to revitalize downtown Loveland the Loveland City Council adopted Resolution #R-44-2002 establishing the Loveland Urban Renewal Authority ("URA"), and after review and recommendations by the Loveland Planning Commission, adopted an Urban Renewal Plan for the City of Loveland ("URA Plan") pursuant to Resolution #R-74-2002 on October 1, 2002; and

WHEREAS, as a result of continued efforts to improve downtown, the City seeks to replace the URA Plan with a downtown development authority, and in that regard an Election was held on February 10, 2015 and qualified electors approved the formation of the Loveland Downtown Development Authority ("DDA"); and

WHEREAS, on July 7, 2015, the Loveland City Council, following recommendation by the Planning Commission, adopted Resolution #R-37-2015 approving a DDA Plan of Development; and

WHEREAS, in order to sustain the DDA Plan and operations, the DDA will propose that an election be held on November 3, 2015 for the approval of debt to be issued by the City for DDA purposes and taxes to be levied by the City for DDA purposes (together, "DDA Financing"); and

WHEREAS, if DDA Financing is approved by the electors, the URA Plan will no longer be necessary, and the City will seek termination of the URA Plan ("URA Plan Modification") which action is considered a substantial modification of the approved URA Plan; and

WHEREAS, pursuant to C.R.S. Section 31-25-107 the Loveland City Council is required to submit the URA Plan Modification to the Planning Commission for review and recommendations as to its conformity with the City's Master Plan for the development of the City.

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

Section 1. That the Planning Commission recommends to the Loveland City Council adoption of the URA Plan Modification as being in conformity with the City's Master Plan for development of the City, on the express condition that the DDA Financing is approved.

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

Signed this _____ day of July 13, 2015

LOVELAND PLANNING COMMISSION:

John Crescibene, Chairperson

ATTEST:

Planning Commission Secretary

APPROVED AS TO FORM:

Assistant City Attorney

RESOLUTION #R-38-2015

A RESOLUTION OF THE LOVELAND CITY COUNCIL CONCERNING A POSSIBLE MODIFICATION TO THE DOWNTOWN URBAN RENEWAL PLAN FOR THE CITY OF LOVELAND

WHEREAS, on October 1, 2002, the Loveland City Council (the "Council") adopted Resolution #R-74-2002 approving the City of Loveland Urban Renewal Plan ("URA Plan"); and

WHEREAS, at an election held on February 10, 2015, the qualified electors approved the formation of the Loveland Downtown Development Authority (the "DDA"); and

WHEREAS, it is anticipated that a plan of development (the "DDA Plan of Development") will be proposed by the DDA for consideration by the Council and that the DDA will propose that an election be held on November 3, 2015 for the approval of debt to be issued by the City for DDA purposes and taxes to be levied by the City for DDA purposes (collectively, the "Ballot Questions"); and

WHEREAS, if the DDA Plan of Development is approved by Council and if the Ballot Questions are approved by the qualified electors, it would be appropriate to terminate the URA Plan; and

WHEREAS, C.R.S. §31-25-107(7) allows the Council to amend the URA Plan at any time provided that if the modification will substantially change the URA Plan in land area, land use, design, building requirements, timing, or procedure, as previously approved, the modification of the URA Plan must be pursuant to certain notice and hearing requirements set forth in C.R.S. §31-25-107(7);

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LOVELAND, COLORADO:

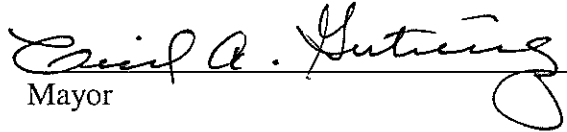
Section 1. That the Council hereby finds that such termination of the URA Plan will substantially change the URA Plan in land area, land use, design, building requirements, timing, or procedure, as previously approved in the URA Plan.

Section 2. That the proposal to terminate the URA Plan is hereby referred to the City Planning Commission for review and recommendations as to its conformity with the general plan for the development of the City as a whole. The Planning Commission shall submit its written recommendations with respect to the proposed termination of the URA Plan to the Council within thirty days after receipt of the proposed termination for review.

Section 3. That City staff is directed to take such steps required by C.R.S. §31-25-107(7), including giving of notice, so that Council may conduct a hearing on the termination of the URA Plan and consider a resolution terminating the URA Plan


contingent upon approval of a DDA Plan of Development and passage of the Ballot Questions.

Adopted this 7th day of July, 2015.


Mayor

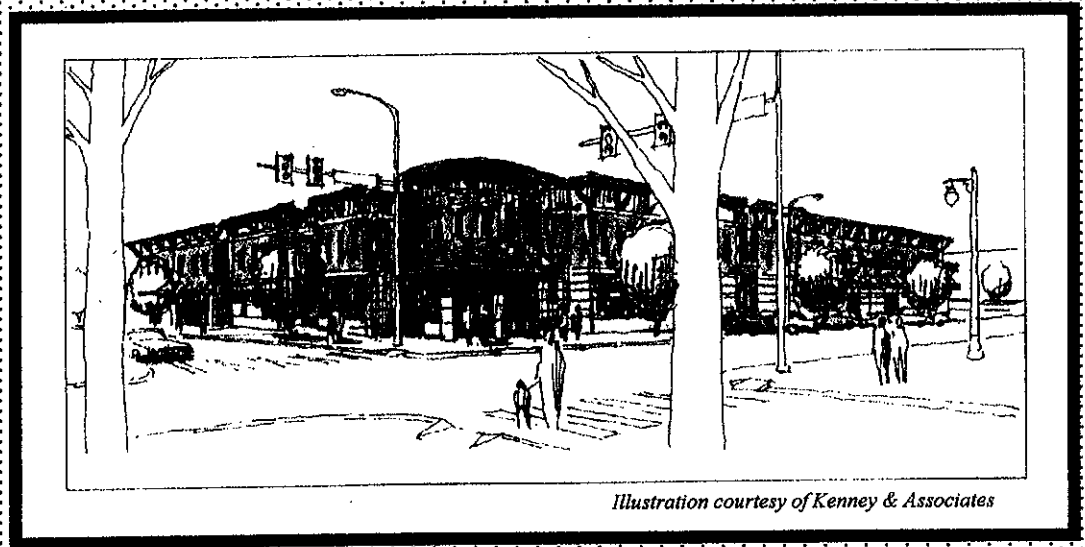
ATTEST:

City Clerk

APPROVED AS TO FORM:

City Attorney

City of Loveland

URBAN RENEWAL PLAN



October 1, 2002
Prepared by:
City of Loveland
Community Services Department
Long Range Planning Division
500 E. 3rd Street
Loveland, CO 80537



Table of Contents

<i>Executive Summary</i>	3
Introduction.....	3
1. Introduction.....	6
2. Conditions Survey	7
3. The Urban Renewal Boundaries	9
3.1 Urban Renewal Area Boundaries for Downtown Loveland..	9
3.2 Justification of the Urban Renewal Area Boundaries for Downtown Loveland	10
3.3 Existing Land Use Characteristics of Downtown Sub-Areas	12
3.3.1 Core Downtown.....	12
3.3.2 North Downtown	13
3.3.3 South Downtown	13
4. Urban Renewal Goals and Supporting Plans	14
5. Redevelopment Opportunities.....	17
5.1 Catalyst Projects	17
5.2 Historic Rehabilitation Projects.....	18
5.3 Enhancement Projects	18
6. Authorized Urban Renewal Activities.....	19
6.1 Owner Participation Agreement	19
6.2 Property Acquisition	20
6.3 Property Management	21
6.4 Relocation Assistance & Payments	21
6.5 Demolition, Clearance & Site Preparation	21
6.6 Public Improvements and Facilities.....	21
6.7 Property Disposition	22
6.8 Cooperative Agreements	22
6.9 Other Plan Undertakings & Activities	22
7. Plan Financing	23
7.1 Tax Increment.....	24
7.1.1 Base Amount	24
7.1.2 Increment Amount	24
8. Urban Renewal Authority Development Applications	25
9. Review and Amendment of the Approved Plan.....	25
9.1 Urban Renewal Plan Review Process	26
9.2 Plan Modification Process.....	26
9.3 Minor Variations.....	27
10. Authority Governance	27
11. Plan Administration	27
11.1 Executive.....	28
11.2 Directorate-Liaison	28
11.3 Legal Counsel.....	28
12. Severability	29
13. Term	29
Appendix.....	30

Executive Summary

Introduction

The Urban Renewal Plan ("Plan") was prepared pursuant to Part 1 of Article 25 of Title 31, Colorado Revised Statutes (C.R.S.), as amended. The Loveland Urban Renewal Authority ("Authority") will govern the implementation of the Plan. The Plan includes a Conditions Survey, which was used to justify the need for an urban renewal authority, and a redevelopment strategy for Downtown Loveland.

Urban Renewal Goals & Supporting Plans

The goals of the urban renewal effort are to serve primarily as a redevelopment catalyst for the downtown area. Actions of the Authority should be in accordance with the following Plan goals:

- G1:** *To eliminate and prevent conditions of blight which constitute an economic and social liability to the community*
- G2:** *To prevent the physical and economic deterioration of the Urban Renewal Area*
- G3:** *To attract capital investment in the downtown, and to assist in the retention and expansion of existing businesses, thus strengthening the City's economic base.*
- G4:** *To create a stable tax base*
- G5:** *To facilitate the development of mixed use projects in the downtown area.*

The City of Loveland plans that support the use of urban renewal activities in the downtown area include:

- Loveland Comprehensive Master Plan
- Loveland 2020 Transportation Plan
- Previous master plans prepared for the downtown by the municipality and the former Downtown Development Authority

Conditions Survey

A survey of conditions in the downtown Loveland Area was performed by the City of Loveland Long Range Planning Division in accordance with Section 31-25-103(2) C.R.S., and it was determined that varying degrees of blight conditions exist in the core downtown and the immediate areas to the north and south. It was concluded in the Conditions Survey that the observed blight conditions in the downtown area justify the creation of an urban renewal authority, and preparation of this Plan.

Urban Renewal Boundaries

The jurisdictional boundaries for the Loveland Urban Renewal Authority, according to state statute, are the same as the municipal limits of the City of Loveland. Within the Authority boundary, there may be one or more "urban renewal areas", where conditions of blight have been documented in a survey, and a finding substantiating the existence of blight conditions made by the City Council. Presently, there is only one "urban renewal area" for the Loveland community and it is comprised primarily of the downtown core and the immediate areas to the north and south. This "urban renewal area boundary" is also defined by the Plan as the downtown "urban renewal area", and according to the state urban renewal statute, is where public-private partnership efforts utilizing tax increment finance to eliminate conditions of blight will be focused.

Redevelopment Opportunities

Three types of redevelopment opportunities have been identified as immediate partnership options for the Authority. Catalyst projects, historic rehabilitation projects, and capital infrastructure enhancement projects offer opportunities for the Authority enter into partnership roles with the private sector and other public agencies to develop mixed use infill projects, redevelop an existing historic structure, and add pedestrian and aesthetic elements to planned capital infrastructure improvements. Listed below are some, but not all of the opportunities for the Authority to pursue:

- | | |
|--------------------------|---|
| Catalyst Projects: | <i>Former Walgreens Block, and Loveland Feed & Grain Site</i> |
| Historic Rehabilitation: | <i>Lincoln Hotel, and McKee Community Health Center Properties</i> |
| Enhancements: | <i>US 287 Resurface with sidewalk/curb/.gutter reconstruction; and annual downtown alley reconstruction program</i> |

Authorized Urban Renewal Activities

Colorado's urban renewal statute allows and the Loveland Urban Renewal Plan recommends a wide range of activities. It is the intent of the Loveland Urban Renewal Authority to provide incentives to stimulate private investment in cooperation with property owners and other affected parties to accomplish the objectives of the Plan. Public-private partnerships and joint-venture development will be the key to the Authority's strategy for preventing the spread of blight and eliminating blight conditions, and this will be accomplished by providing the Authority with access to all its powers authorized by law.

Plan Financing

The Authority is authorized to finance implementation of the Plan by any method authorized by the urban renewal statute or any other applicable law. Of critical importance to the Authority's ability to participate as a public private partner is its use of both municipal sales tax increment and ad valorem property tax increment as a method of financing for redevelopment projects.

Authority Governance

The members of the Loveland City Council acting as ex officio commissioners will govern the Authority for a trial period of two years, which is set to start upon the date of adoption of the Plan. At the conclusion of this two year time period, the Authority (City Council) will reconsider the need to extend this period of ex-officio governance by the City Council, or transition the governance duties to an appointed-citizen commission. An appointed-citizen commission is authorized by statute. Also at that time, the Authority must determine if the need exists to hire and employ permanent employees to administer the Plan.

Plan Administration

Until such time that it is determined by the Authority that administration of the Plan requires the commitment of permanent employee(s), the City of Loveland staff will fill the role of Plan administrators, and shall not be compensated above their existing salary or hourly wages as provided by their primary employer, the City of Loveland.

Term

The Term of this Plan is twenty-five years from its effective date of adoption. At the end of the term, if the Authority deems that all projects have been accomplished and all debts incurred to finance those projects and all expenses of the Authority have been repaid, then the Authority may declare the plan fully implemented.

City of Loveland Urban Renewal Plan

***October 1, 2002
Prepared by:
City of Loveland
Community Services Department
Long Range Planning Division
500 E. 3rd Street
Loveland, CO 80537***

1. Introduction

The Urban Renewal Plan (the "Plan") for the City of Loveland has been prepared pursuant to the provision of the Urban Renewal law of the State of Colorado, Part 1 of Article 25 of Title 31, Colorado Revised Statutes (C.R.S.), as amended (the "Urban Renewal Law"). The Plan includes a URA Conditions Survey, and a redevelopment strategy for Downtown Loveland. Downtown Loveland will be designated as an Urban Renewal Project Area and is proposed to be the Urban Renewal Authority's initial tax increment finance district. Other Urban Renewal Project areas may be created within the municipality pursuant to requirements of the Urban Renewal Law.

The URA Conditions Survey (prepared 2/6/02, updated 6/21/02), a document physically separate of this Plan, and incorporated herein by this reference contains:

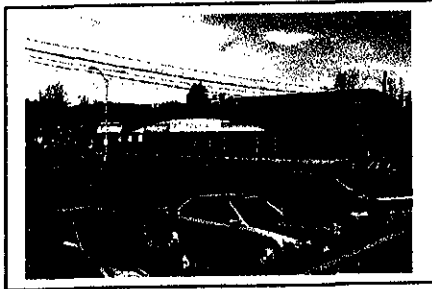
- 19-page *Analysis & Findings Report*,
- Photographs and survey forms for all city blocks included in survey area
- Map 1: URA Conditions Survey
- Map 2: Potential Boundaries for Urban Renewal Area
- Map 3: Proposed Urban Renewal Area
- Appendix: *contains copies of meeting minutes and staff information presented to City Council at study sessions and regular meetings regarding creation of URA, and Census 2000 data.*

The observations documented in the Conditions Survey demonstrate that varying degrees of blight conditions exist in the core downtown and the immediate areas to the north and south. The Urban Renewal Law acknowledges these conditions as factors that substantially impair or arrest the sound growth of the municipality, retards the provision of housing accommodations, or constitute an economic or social liability, and is a menace to the public health, safety, morals, or welfare. The boundary area prescribed in this Plan, where efforts to eliminate blight conditions will be

Redevelopment --

Reinvestment in older elements of a community -- such as a historic structure, a vacant parcel of land, a main street, a neighborhood -- offers an opportunity to revitalize an area by strengthening its economic vitality, livability, and physical character.

focused is discussed in *Chapter 3: The Urban Renewal Boundaries*.



Vacant commercial structures and underutilized land are economic liabilities for the community.

The Loveland Urban Renewal Authority (the "Authority") shall govern the preparation and execution of any documents and activities related to the implementation and administration of the Plan. It is the intent of the Authority that the objectives of the Plan will be achieved primarily through cooperation between the public and the private sector, and utilizing the incentives and tools available from all sources, including the Urban Renewal Authority. It is also the intent that implementation of the Plan will be fair, and sensitive to the concerns of area property owners, businesses, and residents.

2. Conditions Survey

A survey of conditions in the Downtown Loveland area (Exhibit #1) was performed by the City of Loveland Long Range Planning Division in January and February 2002 and updated in June 2002, with the following results:

It is concluded through the Conditions Survey that the survey area does meet the criteria established in Section 31-25-103(2) C.R.S., and is a blighted area. It was found that varying degrees of blight conditions exist in the core downtown and the immediate areas to the north and south. The extent of the conditions that have been catalogued in the Conditions Survey establish justification for creating an Urban Renewal Authority. This finding was based on survey methodology that was used to assess the conditions in the area as a whole.

The methodology used to conduct the Conditions Survey was verified by an independent third-party for compliance with the Urban Renewal Law. The methodology was considered valid and in accordance with accepted practice for determining the presence of blight factors.

Existence of the combination of blight factors in the area "substantially impairs or arrests the sound growth of the municipality, retards the provision of housing accommodations or constitutes an economic or social liability," as noted in the Urban Renewal Law. The Conditions Survey shows that the following conditions set forth in 31-25-103(2) of the Urban Renewal Law exist within the area described as the Urban Renewal Area:

- a. *Slum, deteriorated, or deteriorating structures;*
- b. *Predominance of defective or inadequate street layout;*
- c. *Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;*
- d. *Unsanitary or unsafe conditions;*
- e. *Deterioration of site or other improvements;*
- f. *The existence of conditions that endanger life or property by fire and other causes;*
- g. *Buildings that are unsafe or unhealthy for persons to live or work in because of building code violations, dilapidation, deterioration, defective design, physical construction, or faulty or inadequate facilities;*
- h. *Environmental contamination of buildings or property;*
- i. *Inadequate public improvements or utilities.*

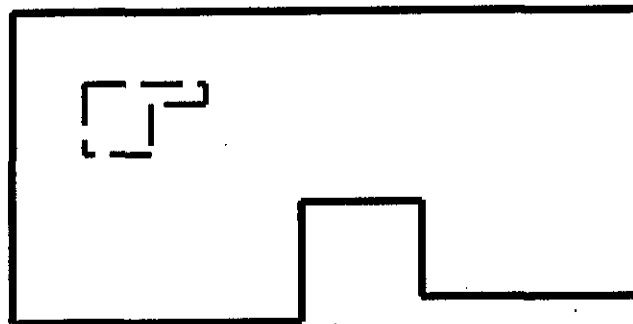


Discontinuity in the sidewalk network limits a pedestrian's ability to move safely and efficiently in the downtown area.

3. The Urban Renewal Boundaries

According to the Colorado Urban Renewal Law, the jurisdictional boundaries of the Urban Renewal Authority shall be the same as the boundaries of the municipality. Within the municipal boundaries there may be one or more Urban Renewal Areas.

An Urban Renewal Area is a blighted area, which the City Council has designated for an Urban Renewal Project. In each Urban Renewal Area, conditions of blight must be present at the level defined by the Urban Renewal Law before the Authority can legally exercise its powers in an urban renewal area. In each Urban Renewal Area, undertakings and activities that constitute the Urban Renewal Project are implemented as a way to eliminate the conditions of blight. See the diagram below for the Urban Renewal hierarchy.



- Municipal Limits / URA Boundary
- - - - Urban Renewal Area / Project Area

3.1 Urban Renewal Area Boundaries for Downtown Loveland

The Urban Renewal Area for Downtown Loveland generally includes the area bounded by the Fairgrounds on the south, and US Highway 34 on the north. It is bounded by the Burlington Northern Santa Fe Railroad

tracks and Garfield Avenue on the west, and Jefferson /Washington / Adams Avenues on the east. The Urban Renewal Area boundary is limited to those existing city blocks where there is a predominance of mixed-use activities that are affected by blight conditions as reported in the Conditions Survey. A map of the Urban Renewal Area for Downtown Loveland and legal description is included in the Appendix.

3.2 Justification of the Urban Renewal Area Boundaries for Downtown Loveland

Factors that influenced the determination of the Downtown Urban Renewal Area included the Conditions Survey, described above, and the transportation corridors which tend to form the natural boundaries for the downtown area. In addition to forming natural boundaries, these corridors function as entry ways to the downtown area, and enhancement of these features will be key to the overall redevelopment strategy.

These boundary limits include:

- **US Highway 34 at the north;** separates the traditional old town development pattern from the pattern of post 1950's development to the north, and is an entry way into the old town.
- **North/south alley between N. Lincoln Avenue and N. Jefferson Avenue (between 10th St. and US Highway 34);** There is a shift from mixed uses within the urban renewal area boundary to predominantly residential uses on the east side of the alley.
- **North/south alley between N. Cleveland Avenue and N. Railroad Avenue (between 11th St. and US Highway 34);** There is a shift from mixed uses within the urban renewal



US Highway 34 separates the traditional old town development pattern from the pattern of newer development to the north, and is an entry way into the old town.

area boundary to predominantly residential uses on the west side of the alley.

- **North/south alley between N. Lincoln Avenue and N. Jefferson Avenue (between 10th St. and 7th Street);** There is a shift from mixed uses within the urban renewal area boundary to predominantly residential uses on the east side of the alley.
- **Jefferson/Adams/Washington Avenues (between 3rd St. SE and 10th St.);** There is a shift from mixed uses within the renewal area boundary to predominantly residential uses on the east sides of these streets.
- **Garfield Avenue (between 1st St. and 10th St);** There is a shift from mixed uses within the renewal area boundary to predominantly residential uses on the west side of Garfield Avenue, and this boundary functions a west entryway into the downtown core.
- **Loveland Municial limits (south of 1st Street) and Barnes Park/Fairgrounds;** separates the properties located within the urban renewal area, from the remnant ponds of gravel mining activities along the Big Thompson River, and the Larimer County Fairgrounds.
- **S. Lincoln Avenue and (between 5th St. SE and Barnes Park/Fairgrounds);** separates properties inside the renewal area, from those on the east side of Lincoln Avenue, which are outside of municipal limits (in Larimer County jurisdiction). The Barnes Park/

Fairgrounds is not within the Urban Renewal Area.

3.3 Existing Land Use Characteristics of Downtown Sub-Areas

Three distinct sub-areas exist within the Urban Renewal Area for Downtown Loveland. The descriptions of the existing characteristics of these sub-areas will serve as the basis for applying urban renewal objectives.

3.3.1 Core Downtown

The general boundaries of this sub-area are 1st Street on the south, 10th Street at the north, Garfield Avenue on the west, and Jefferson/Adams/Washington Avenues on the east.

The core is characterized by the presence of many of the community's oldest structures, which are currently occupied by a mix of commercial and residential uses, or are vacant. Several modern commercial/office structures are located in the Core Downtown and provide a location for much of Loveland's financial service and banking activities.

The southernmost part of this sub-area between 1st Street and 3rd Street contains a pocket of residential uses comprised of rental and owner occupied structures. The character of the sub-area transitions from the pocket of residential uses into a traditional main street commercial layout on 4th Street. From 5th Street northward, sits both a mix of older commercial structures and newer modern structures such as the Loveland Museum/Gallery and the Home State Bank, Bank One, First National Bank, and the Safeway Supermarket. Between 9th and 10th Streets are examples of older residential units, which have been converted to professional offices with landscaped front yards. The Core Downtown Sub-area also contains some vacant structures and underutilized properties.

In this Core sub-area it is anticipated that the focus of the Authority's activities will be to stimulate economic vitality and private investment. There is considerable opportunity for, but not limited to, the rehabilitation of existing structures, infill development and better

utilization of sites, business expansion and retention activities, and enhancement of the physical infrastructure in this sub-area.

3.3.2 North Downtown

The North Downtown sub-area is bounded by 10th Street on the south, US Highway 34 on the north, Burlington Northern Santa Fe Railroad tracks on the west and Jefferson Avenue on the east. This area includes uses such as fast-food commercial, auto-oriented sales and maintenance services, and a mix of residential units that have been converted to offices, and other units that are both renter and owner occupied.

In the North Downtown, a focus will be placed on eliminating and preventing physical deterioration on these city blocks as they are recognized for their unique entry-way characteristic for the downtown core. There is considerable opportunity for, but not limited to, the enhancement of the image of this area through the design and implementation of streetscape and pedestrian improvements, infill development, and better utilization of existing sites.

3.3.3 South Downtown

The Loveland Municipal Limits bound the South Downtown sub-area on the west. The sub-area is also bounded by Lincoln and Washington Avenue on the east, and Barnes Park and the Fairgrounds on the south.

This area includes a mix of uses including renter and owner occupied residential units, automotive repair services, light industrial, and commercial retail.

In this sub-area, the focus will be to prevent further physical deterioration of the infrastructure and structures. There is considerable opportunity for, but not limited to, infill development and better utilization of sites, rehabilitation of existing structures, and enhancement of the physical infrastructure.

4. Urban Renewal Goals and Supporting Plans

The purpose of the Urban Renewal Plan is to eliminate blight in the urban renewal area and to implement the Loveland Comprehensive Master Plan and related functional plans. The principal goal of the Urban Renewal effort is to redevelop and rehabilitate the area by private enterprise. It is not intended to replace the efforts of the Loveland Chamber of Commerce, Northern Colorado Economic Development Corporation, or other business development, marketing or maintenance organizations.

The rehabilitation and redevelopment of the downtown area will be accomplished through the improvement of existing structures, attraction of new commercial and mixed-use development, and the prevention of deterioration of properties in the area. The effort will involve the Authority and City of Loveland, with the cooperation of the private sector.

The actions of the Authority should be in accordance with the following Plan goals:

- G1: To eliminate and prevent conditions of blight which constitute economic and social liabilities to the community.**
- G2: To prevent physical and economic deterioration of the Urban Renewal Area.**
- G3: To attract capital investment in the downtown, and to assist in the retention and expansion of existing businesses, thus strengthening the City's economic base.**
- G4: To create a stable tax base.**
- G5: To facilitate the development of mixed used projects in the downtown area.**

Multi-Modal Transportation System – A transportation system that accommodates a variety of transportation options including automobiles, public transit, public safety vehicles, pedestrians and bicycles in a balanced way to maximize access and mobility and to minimize congestion.

The Loveland Comprehensive Master Plan describes the general land use categories in the community, and identifies the downtown as an activity center that includes a mix of uses designed to provide shopping, services, public uses, and residences. The objectives stated in the **Loveland Comprehensive Master Plan Section 4.10 Land Use Plan** that support urban renewal activities in the downtown are:

LU:1.1 Coordinate growth with provision of City facilities and services within the Growth Management Area, and locate the city's growth within this boundary.

LU: 1.3 Provide quality, livable neighborhoods.

LU: 1.4 Provide for a mixture of commercial, office, high technology, public and residential uses.

LU: 1.5 Provide for mixed-use employment districts to encourage high-quality office, retail, light industrial, high technology, and residential development.

LU: 1.6 Provide a transportation system capable of minimizing traffic congestion.

The **Loveland 2020 Transportation Plan** indicates that Downtown Loveland and the surrounding neighborhoods have discontinuity in the sidewalk network from one property to the next, and that a number of sidewalks are in need of repair. The goals of the **Loveland 2020 Transportation Plan** that support urban renewal activities in the downtown are:

- *Plan a safe, efficient, continuous, coordinated and convenient multi-modal transportation system that serves the need of the community*

now and establishes the foundation for a transportation system that is sustainable for future generations.

- *Develop transportation plans that sustain the economic vitality of the community consistent with the Loveland Comprehensive Master Plan.*
- *Investigate all reasonable funding strategies and develop a plan and an implementation strategy that recognizes current funding realities and limitations.*

Pedestrian Image - A term used to describe streets or areas that are laid out in an interconnected network providing convenient and safe pedestrian access between important destinations. Areas with a positive pedestrian image, are attractively landscaped, provide visual interest and a sense of security to encourage walking.

The active redevelopment strategy for Downtown Loveland is based on a broader set of goals established during master planning efforts for the area in previous years by the City and the former DDA, which was disbanded in 1999. The creation of the Urban Renewal Authority is an activity that satisfies the broader goals for downtown Loveland, and provides access to many creative redevelopment tools that had not previously been available in downtown Loveland. As the Authority guides redevelopment activities in the downtown, it should continue to recognize the following broader goals for the area:

- *Provide a safe and enjoyable pedestrian image.*
- *Utilize the unique art identity and history of Loveland in creating a downtown image.*
- *Attract a level of goods and services desired by the entire community, both to strengthen the downtown market area and minimize the flow of local consumers to areas outside the city.*
- *Provide a parking arrangement that reflects the needs of both downtown visitors and employees, that optimizes the use of the land, and does not deter the appearance of the area.*
- *Maximize the opportunities for developers to redevelop or rehabilitate portions of the downtown.*
- *Explore joint development opportunities for keystone redevelopment projects.*

- *Develop mechanisms to effectively leverage public and private resources such as tax increment districts, historic district, etc.*



A mixed-use infill project with a 200-space underground parking structure has been modeled on the former Walgreen's block. Concept drawing courtesy of Kenney & Associates, Loveland CO.

5. Redevelopment Opportunities

The Authority will have numerous opportunities to participate in redevelopment activities during implementation of this Plan. Listed below are some, but not all of the present opportunities for the Authority to pursue.

5.1 Catalyst Projects

The City identified the former Walgreen's Block and the Loveland Feed & Grain Site in recent revitalization efforts as redevelopment opportunities. Both sites represent a type of anchor redevelopment opportunity for the downtown that can serve as catalysts for spin-off private investment in other areas of the downtown. Anchor developments are urban elements that attract users to itself and consequently to adjacent elements which are not, by themselves, attractions.

The redevelopment of the Walgreen's site presents an opportunity to demonstrate a major mixed-use infill anchor. This project concept has the potential to capture a niche segment of the Loveland market, and to focus on a strategic location in the downtown while demonstrating good architecture design and representative streetscapes. The City modeled this concept with the permission of the property owners, and proposed a possible partnership arrangement whereby the Authority finances a public parking structure to satisfy community needs and assist in the redevelopment of the site.

The Loveland Feed & Grain site presents an opportunity for the Authority to advance a combined historic rehabilitation and mixed-use infill project. The City modeled this site with the permission of property owners based on a concept that utilizes the Feed & Grain building as a rehabilitated historic structure to house an arts related use, and the surrounding vacant properties as market rate commercial and residential infill uses.

5.2 Historic Rehabilitation Projects

The City explored opportunities for Authority participation in historic rehabilitation projects on such sites as the Lincoln Hotel and McKee Community Health Center properties. Historic rehabilitation, or adaptive reuse as it is sometimes called, is the practice of using older structures for new development opportunities. These activities provide for the revitalization and redevelopment of older urban areas by providing new uses for existing structures, and in the context of this Plan can serve to limit or prevent the further spread of blight conditions. With the City's other efforts to make access to the State's economic incentives for historic preservation more easily attainable for local property owners, it is likely that the spin-off redevelopment of existing structures will occur along side efforts to develop major infill anchors such as the former Walgreen's site and Feed & Grain Site.

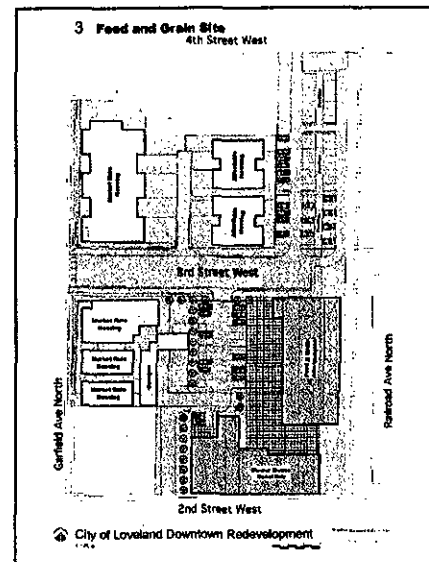
The Authority should look for joint-venture partnership opportunities in rehabilitation projects, and should consider the creation of additional economic incentive programs for historic rehabilitation.

5.3 Enhancement Projects

As identified in Section 6 of the Plan, the Authority will look for opportunities to tie into other planned capital infrastructure projects and finance special enhancements that meet the goals of the Plan. Enhancement features that may be pursued by the Authority include landscaping, decorative paving, lighting, entry features such as signage, and other pedestrian amenities.

Upcoming opportunities for Authority enhancement partnerships include, but are not limited to, the enhancement of these capital infrastructure projects:

- Resurface of US Highway 287 in the downtown area and the reconstruction of curbs and sidewalks as proposed by the City's Public Works Department and Colorado Department of Transportation for 2004.



The Loveland Feed & Grain Site and adjacent properties were modeled as a mixed-use historic rehabilitation/infill project. Courtesy of Winter, Kramer & Jessup, Boulder, CO.

Public-private Partnerships –
A collaborative arrangement between public and private entities in which resources and information are shared in order to serve a particular public purpose. Public-private partnerships specify joint rights and responsibilities and imply some sharing of risks, costs or assets, thereby allowing parties to effectively achieve common goals.

- o Alley reconstruction program, recently reinstated by the Public Works Department, presents opportunities to enhance pedestrian linkages between key city blocks. One alley reconstruction per year has been proposed.

6. Authorized Urban Renewal Activities

Colorado's Urban Renewal Law allows and this Plan recommends a wide range of activities. It is the intent of the Loveland Urban Renewal Authority to provide incentives to *stimulate* private investment in *cooperation* with property owners and other affected parties to accomplish the objectives of the Plan. Public-private partnerships and Joint-venture development will be the key to the Authority's strategy for preventing the spread of blight and eliminating blight conditions. Reliance on powers such as condemnation will only be considered as a final option, as determined by the Authority's Board of Commissioners, to achieve the redevelopment objectives of this Plan.

6.1 Owner Participation Agreement

The Urban Renewal Authority may enter into ownership participation agreements with property owners or developers in the Urban Renewal Area for the development, redevelopment or rehabilitation of their property. These agreements would facilitate participation and assistance that the Authority may choose to provide to such owners and developers.

Owner participation and other agreements of this nature will contain, at a minimum, provisions requiring:

- Compliance with the Urban Renewal Plan and all applicable City ordinances and regulations.

- Covenants to begin and complete development, construction, or rehabilitation of both public and private improvements within a period of time considered to be appropriate by the Authority.
- The financial commitment(s) of each party.

6.2 Property Acquisition

In the event that the Loveland Urban Renewal Authority determines it is necessary to acquire any real property to implement this plan, the Authority may do so by any means available by law.

The Authority may acquire property for the following reasons:

- a) to eliminate or reverse the trend of conditions of blight;
- b) to carry out one or more objectives of the Plan;
- c) to assemble property for redevelopment by private enterprise;
- d) for needed public improvements;
- e) and for any lawful purpose authorized by the Urban Renewal Plan, subject to the provisions of the Urban Renewal Law, or any other applicable law.

Acquisition of property by eminent domain is not authorized unless the City Council approves, by majority vote, the use of eminent domain by the Authority after mailing or delivering a notice to the owner of such property, at the owner's last known address, of the time, date and place of the City Council meeting at which such acquisition question will be considered by the City Council. Such notice shall be mailed or delivered at least 10 days prior to the date of such meeting. The question of such authorization is not deemed to be an amendment or modification of this Urban Renewal Plan.

6.3 Property Management

It may be necessary from time to time, for the Authority to acquire property and maintain it until such time when the property can be integrated into a larger assemblage of land to complete a redevelopment project.

During the period that the Authority owns this acquired property, such property will be under the management and control of the Authority and may be rented or leased pending its disposition for redevelopment.

6.4 Relocation Assistance & Payments

It is not expected that the activities of the Authority in carrying out this Plan will displace any person, family or business. However, to the extent that, in the future, the Authority may acquire property that displaces any person, family or business, it shall develop a relocation program to assist any such party in finding another location under such terms and conditions as it may determine are consistent with the requirements of applicable law.

6.5 Demolition, Clearance & Site Preparation

The Authority may demolish and clear buildings, structures, and other improvements from any property it acquires in accordance with this Plan. The Authority may provide rough and finished site grading and other site preparation activities as part of a specific redevelopment program.

The Urban Renewal Authority will not undertake the demolition or clearance of structures or sites that are officially landmarked by the State, federal government, or local historic preservation authorities without their approval.

6.6 Public Improvements and Facilities

Public improvements and cooperation by the public sector (Loveland Urban Renewal Authority and the City of Loveland) with the private sector will be considered

insofar as such improvements and actions enhance the success of redevelopment of the Urban Renewal Area and respond to community needs.

The Authority will look for opportunities to coordinate with other planned capital improvement projects identified by the City in its (CIP) and finance special enhancements. In accordance with the 2020 Transportation Plan, the inclusion of pedestrian features in improvements such as bridges, entryway features, and road improvement projects are examples of enhancement opportunities.

6.7 Property Disposition

The Authority may dispose of property it acquires by means of a reasonable competitive bidding process it established in accordance with the Urban Renewal Law and pursuant to redevelopment agreements between the Authority and such purchasers. All such agreements shall conform with the requirements of the Urban Renewal Law.

6.8 Cooperative Agreements

For the purposes of planning and implementing this Plan, the Authority may enter into one or more cooperative agreements with the City or other public entities. Such agreements may include provisions regarding project financing and implementation; design, location and construction of public improvements and any other matters required to implement this Plan.

6.9 Other Plan Undertakings & Activities

The Urban Renewal Law authorizes the Authority to undertake zoning and planning activities to regulate land use, maximum densities, and building requirements in the urban renewal area. For purposes of implementing this Plan, the Loveland Urban Renewal Authority shall defer governance of the aforementioned activities to the

City of Loveland Municipal Code and other applicable municipal standards and regulations.

7. Plan Financing

The Authority is authorized to finance implementation of the Plan by any method authorized by the Urban Renewal Law or any other applicable law, including:

Tax Increment Financing
- or "TIF" is a method of financing redevelopment activities that is directly tied to the success of those activities.

American Planning Association
Growing Smart Legislative
Guidebook, 2002

- Appropriations from the City,
- Loans or advances from the City of Loveland,
- Federal loans and grants,
- State loans and grants,
- Interest income,
- Agreements with public and private parties or entities,
- Sale of securities or other assets ,
- Property and sales tax increments,
- Loans and advances from any other available source.

Such methods may be combined to finance all or part of the Plan activities. Any financing method authorized by the Plan or by any applicable law, may be used to pay the principal of and interest on indebtedness, and to establish reserves for indebtedness (whether funded, refunded, assumed or otherwise) incurred by the Authority or City to finance any project contemplated by this Plan or undertaken pursuant to the Plan, either in whole or in part.

The Authority is authorized to issue notes, bonds, or any other financing instruments or documents in amounts sufficient to finance all or part of a project. The Authority is authorized to borrow funds and to create indebtedness in carrying out this Plan. The principal, interest and any premiums due in connection with such indebtedness may be paid from tax increments or any other funds available to the Authority.

7.1 Tax Increment

The Project may be financed by the Authority under the tax allocation financing provisions of the Urban Renewal Law. Under the tax allocation method of financing the Project, property taxes levied after the effective date of the approval of this Plan upon taxable property in the Urban Renewal Area each year by or for the benefit of any public body or all or a portion of municipal sales taxes collected within the Urban Renewal Area, or both such taxes, shall be divided for a period not to exceed twenty-five (25) years after the effective date of the adoption of this tax allocation provision, as follows:

7.1.1 Base Amount

That portion of the taxes which are produced by the levy at the rate fixed each year by or for such public body upon the valuation for assessment of taxable property in the Urban Renewal Area last certified prior to the effective date of approval of the Plan or, as to an area later added to the Urban Renewal Area, the effective date of the modification of the Plan, and, subject to the City Council approval, that portion of municipal sales taxes collected within the boundaries of the Urban Renewal Area in the twelve-month period ending on the last day of the month prior to the effective date of the approval of the Plan, or, in the case of municipal sales taxes, both such portions, shall be paid into the funds of each such public body as are all other taxes collected by or for said public body.

7.1.2 Increment Amount

That portion of said property taxes in excess of such base amount and, subject to City Council approval, that portion of said municipal sales taxes in excess of such base amount, shall be allocated to and, when collected, paid into a special fund of the Authority to pay the principal of, the interest on, and any premiums due in connection with the bonds of, loans or advances to, or indebtedness incurred by (whether funded, refunded, assumed or otherwise) the Authority for financing or refinancing, in whole or in part, the Urban Renewal

Project. Any excess municipal sales tax collections not allocated pursuant to this subparagraph shall be paid into the funds of the municipality.

Unless and until the total valuation for assessment of the taxable property in the Urban Renewal Area exceeds the base valuation for assessment of the taxable property in the Urban Renewal Area, all of the taxes levied upon taxable property in the Urban Renewal Area shall be paid into the funds of the respective public bodies. Unless and until the total municipal sales tax collections in the Urban Renewal Area exceed the base year municipal sales tax collections in the Urban Renewal Area, all such sales tax collections shall be paid into the funds of the City.

When such bonds, loans, advances and indebtedness, including interest thereon and any premiums due in connection therewith, have been paid, all taxes upon the taxable property in the Urban Renewal Area shall be paid into the funds of the respective public bodies and all such municipal sales tax collections in the Urban Renewal Area shall be paid into the funds of the City.

8. Urban Renewal Authority Development Applications

All City codes and standards shall apply when the Authority assumes the role of the primary applicant for development in the urban renewal area.

9. Review and Amendment of the Approved Plan

The intent of this section is to clarify the modification processes for the Urban Renewal Plan. The Plan may be

modified pursuant to the provisions of the Urban Renewal Law governing such modifications, including Section 31-25-107, C.R.S., as amended.

9.1 Urban Renewal Plan Review Process

The review process for the Urban Renewal Plan is intended to provide a mechanism to allow those parties responsible for implementing the Plan to periodically evaluate its effectiveness and make adjustments to ensure efficiency in implementing the recommended urban renewal activities.

The following steps are intended to serve as a guide for Plan review:

1. The Authority may propose modifications, and the Authority shall make such modifications as may be directed by the City Council provided they are consistent with the Comprehensive Master Plan, and the Urban Renewal Law.
2. Modifications may be developed from suggestions of the Authority, City Council, and Staff operating in support of the Authority.
3. A series of joint workshops may be held by and between the Authority, and City Council to direct and review the development of Plan modifications.

9.2 Plan Modification Process

Any proposed modification of the Plan will be submitted to the City Council for a resolution as to whether or not such modification will substantially change the Urban Renewal Plan. The Plan may be modified pursuant to provisions of the Urban Renewal Law governing such modifications, including 31-25-107(7) C.R.S., as this provision may be amended in the future.

9.3 Minor Variations

The Authority may in specific cases allow minor variations from the provisions of the Plan if it determines that a literal enforcement of the provisions of the Plan would constitute an unreasonable limitation beyond the intent and purpose of the Plan.

10. Authority Governance

The Urban Renewal Law allows flexibility in the governance of the Authority with members consisting of either an appointed-citizen commission, or City Council members acting as the ex-officio Authority commission.

In actions leading up to the creation of the Authority, the City Council agreed to accept the responsibility of governance of the Authority as the ex-officio commission. The term for this governance framework is to extend for the duration of two (2) years from the official date of adoption of this Plan.

Upon expiration of the specified term of two (2) years after the official date of adoption of this Plan, the Authority (City Council) will consider the need to either extend the period of ex-officio governance by the City Council, or begin the development and implementation of actions to transition the governance to an appointed-citizen commission. The Authority (City Council) will consider budgetary controls, and other related fiscal controls if governance is shifted to an appointed citizen commission. At this same time, the Authority (City Council) will consider the need to employ permanent employee(s) to administer the Plan.

11. Plan Administration

The Authority may employ technical experts, agents, and employees, permanent and temporary, and it shall determine their qualifications, duties, and compensation.

Until such time that it is determined by the Authority that administration of the Plan requires the commitment of permanent employee(s), it is intended that the City of Loveland staff will fill the role of Plan administrators, and shall not be compensated above their existing salary or hourly wages as provided by their primary employer, the City of Loveland.

11.1 Executive

The City Manager of the City of Loveland, or their designee, is authorized to serve in the capacity as Secretary of the Authority (executive director), until such time that the Authority determines it is necessary to employ a full time Secretary.

11.2 Directorate-Liaison

The City of Loveland Long Range Planning Division (LRP) is authorized to provide the Authority and Secretary with directorate-liaison support. LRP will coordinate Authority activities necessary to implement the Plan, such as:

- Public hearing notifications;
- Affected party notification;
- Public information and outreach efforts;
- Report preparation,
- Record keeping,
- Management of technical experts and other agents;
- All other requirements deemed necessary to implement the Plan.

11.3 Legal Counsel

According to the Urban Renewal Law, the Authority may call upon the municipal counsel or chief legal officer of

the City for such legal services that it may require, or it may employ its own counsel and legal staff.

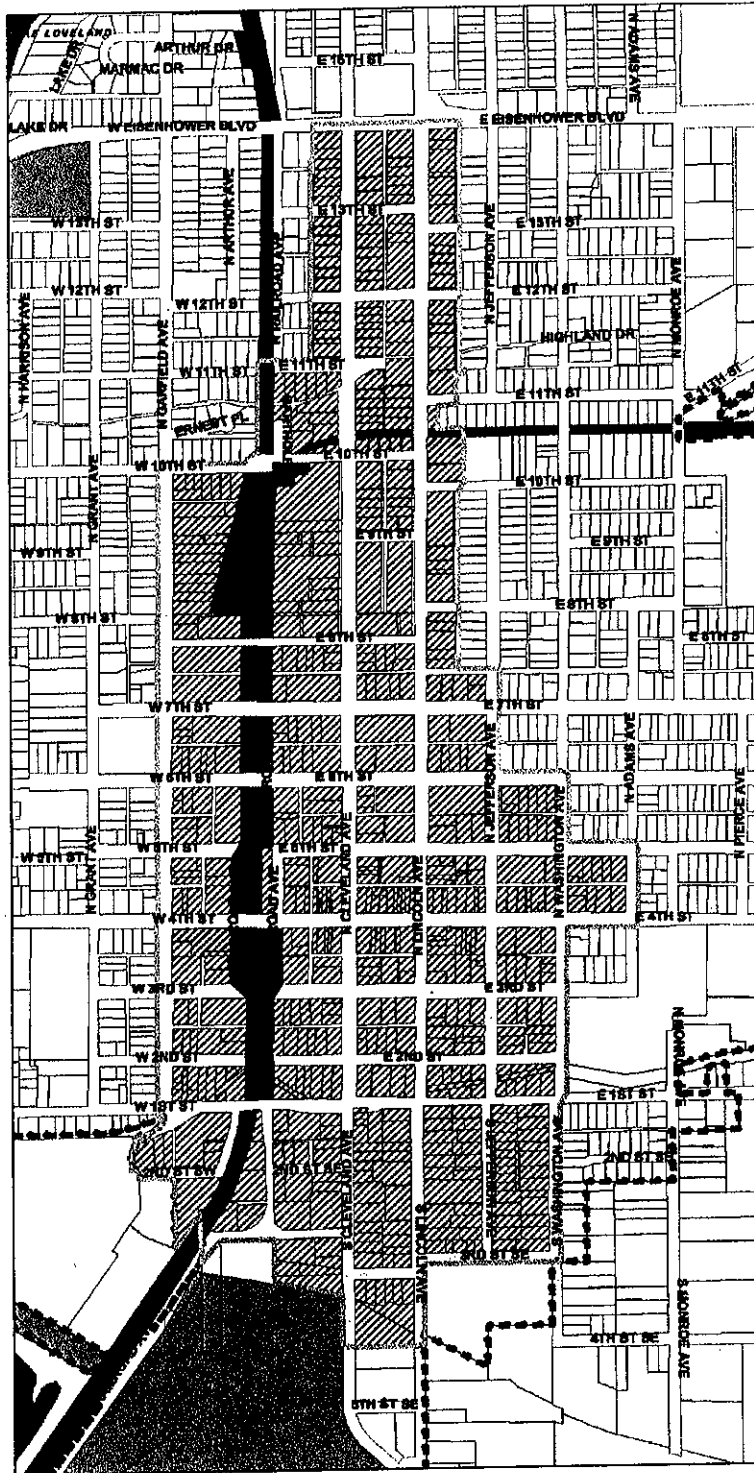
12. Severability

If any portion of the Urban Renewal Plan is held to be invalid or unenforceable, such invalidity will not affect the remaining portions of this Urban Renewal Plan.

13. Term

The Term of this Plan is twenty-five years from its effective date, unless the Authority deems that all projects have been accomplished and all debts incurred to finance those projects and all expenses of the Authority have been repaid. In that event, the Authority may declare the plan fully implemented and the total tax collections derived from the Urban Renewal Area shall be paid into the funds of the appropriate taxing entity.

Appendix



Downtown Loveland Urban Renewal Area



Legend

Urban Renewal Area

parcels

railroad ROW

streets & alleys

lakes

parks

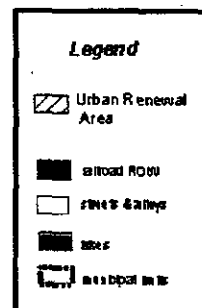
municipal limits

Prepared by:
Long Range Planning Division
500 E. Third Street
Loveland, CO 80537

Date: 6/21/02

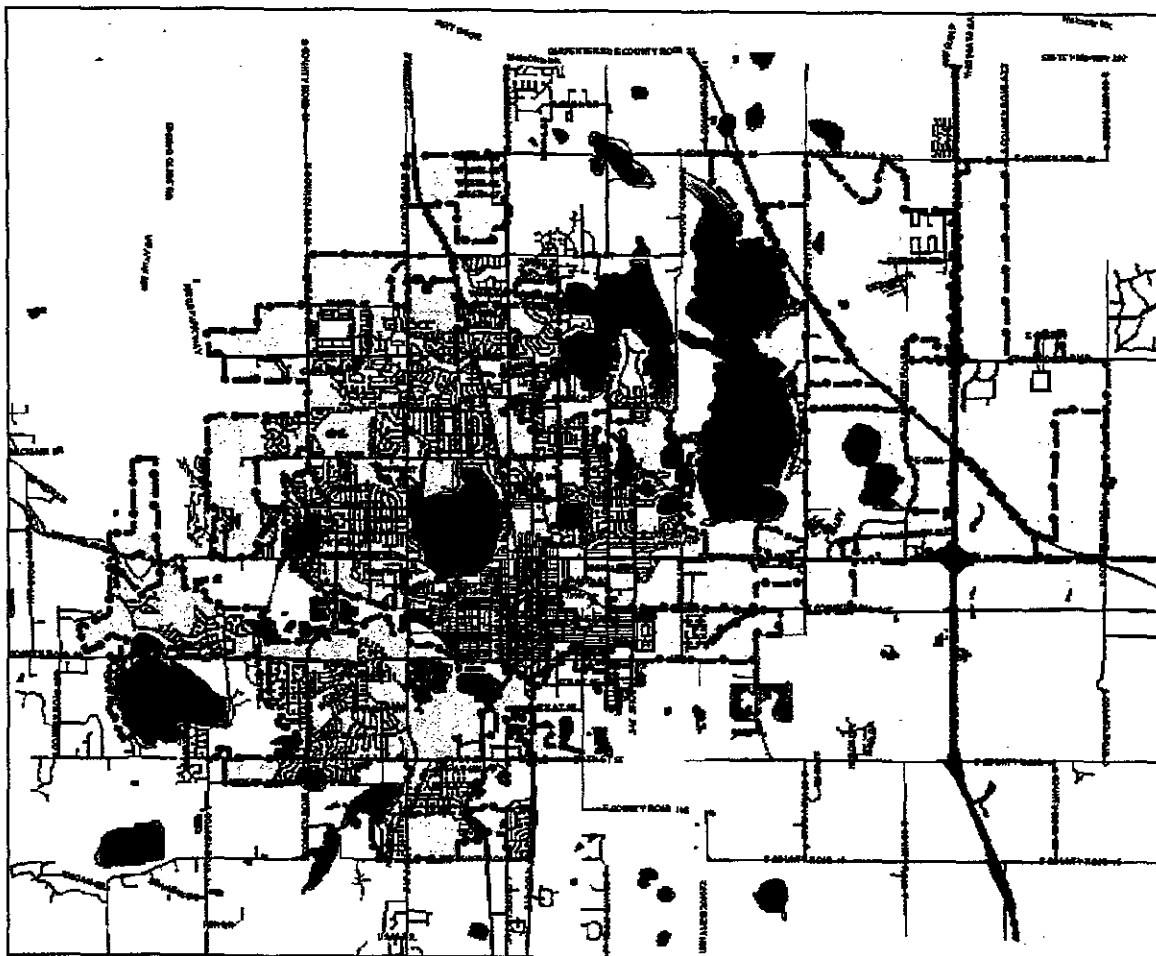


City of Loveland Vicinity Map: Urban Renewal Area



Prepared by:
Long Range Planning Division
500 E. Third Street
Loveland, CO 80537

Date: 09/21/02



**Description
of the
Downtown Loveland Urban Renewal Area**

Beginning at the point of intersection of the south right-of-way (ROW) line of E. 4th Street and the east ROW line of N. Washington Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. 3rd Street; thence continuing southerly to the point of intersection of the south ROW line of E. 3rd Street and the east ROW line of N. Washington Avenue; thence continuing southerly along said east ROW line to its point of intersection with the north ROW line of E. 1st Street; thence southwesterly to the point of intersection of the south ROW line of E. 1st Street and the east ROW line of S. Washington Avenue; thence southerly along said east ROW line its point of intersection with the north ROW line of the alley between E. 1st Street and 2nd Street S.E.; thence continuing southerly to the point of intersection of the south ROW line of said alley and the east ROW line of S. Washington Avenue; thence continuing southerly along said east ROW line its point of intersection with the north ROW line of 2nd Street S.E.; thence continuing southerly to the point of intersection of the south ROW line of 2nd Street S.E. and the east ROW line of S. Washington Avenue; thence continuing southerly along said east ROW line to its point of intersection with the south ROW line extended of 3rd Street S.E.; thence westerly along said extended line to the point of intersection of the west ROW line of S. Washington Avenue and the south ROW line of 3rd Street S.E.; thence continuing westerly along said south ROW line to its point of intersection with the east ROW line of S. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the south line extended of Lot 3, Ponderosa Addition; thence westerly along said extended line to the point of intersection of the west ROW line of S. Lincoln Avenue and the south line of said Lot 3; thence continuing westerly along said south line to its point of intersection with the east ROW line of S. Cleveland Avenue; thence continuing westerly along the south line extended of said Lot 3 to its point of intersection with the west ROW line of S. Cleveland Avenue; thence northerly along said west ROW line to its point of intersection with the north bank of the Farmer's Ditch; thence northwesterly along said bank to its point of intersection with the west line extended of Block 1, Ackelbein 2nd Addition; thence northerly along said extended line to the southwest corner of said Block 1; thence continuing northerly along the west line of said Block 1 to its point of intersection with the south ROW line of 3rd Street S.E.; thence westerly along said south ROW line to its point of intersection with the east ROW line of S. Railroad Avenue; thence southwesterly along said east ROW line to its point of intersection with the south line extended of Henrikson Addition; thence northwesterly along said extended line to the point of intersection of the west ROW line of the Burlington Northern/Santa Fe Railroad and the south line of Henrikson Addition; thence continuing northwesterly along said south line to the southwest corner of Henrikson Addition; thence northerly along the west line of said Henrikson Addition to its point of intersection with the south ROW line of 2nd Street S.W.; thence westerly along said south ROW line to the NW corner of Mill First Addition; thence northerly perpendicular to said ROW line to a point on the south line of Mill Second Addition; thence westerly along said south line to the SW corner of Mill Second Addition; thence northerly and easterly along the west line of said Mill Second Addition to the NW corner thereof; thence easterly and southerly along the north line of Mill Second Addition to the NE corner thereof; thence northwesterly to the SW corner of Riverside Addition; thence northerly along the east line of Riverside Addition to its point of intersection with the south ROW line of W. 1st Street; thence continuing northerly to the point of intersection of the north ROW line of W. 1st Street and the west ROW line of the N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 2nd Street; thence continuing northerly to the point of intersection of the north ROW line of W. 2nd Street and the west ROW line of N. Garfield

Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 3rd Street; thence continuing northerly to the point of intersection of the north ROW line of W. 3rd Street and the west ROW line of N. Garfield Avenue; thence continuing northerly to the point of intersection of the south ROW line of the alley between W. 3rd Street and W. 4th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly to the point of intersection of the north ROW line of said alley and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 4th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 4th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of the alley between W. 4th Street and W. 5th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly to the point of intersection of the north ROW line of said alley and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 5th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 5th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 6th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 6th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 7th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 7th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line its the point of intersection with the south ROW line of the alley between W. 7th Street and W. 8th Street; thence continuing northerly to the point of intersection of the north ROW line of said alley and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 8th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 8th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 10th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 10th Street and the west ROW line of N. Garfield Avenue; thence easterly to the point of intersection of the east ROW line of N. Garfield Avenue and the north ROW line of W. 10th Street; thence easterly and northeasterly along said north ROW line to its point of intersection with the west ROW line of the Burlington Northern/Santa Fe Railroad; thence northerly along said west ROW to its point of intersection with the south ROW line of the alley between W. 10th Street and W. 11th Street; thence continuing northerly to the point of intersection of the north ROW line of said alley and the west ROW line of the Burlington Northern/Santa Fe Railroad; thence continuing northerly along said west ROW line to its point of intersection with the south line of Little Barnes Ditch; thence continuing northerly to the point of intersection of the north line of said Ditch and the west ROW line of the Burlington Northern/Santa Fe Railroad; thence northerly along said west ROW line to its point of intersection with the south ROW line of E. 11th Street; thence continuing northerly to the point of intersection of the west ROW line of said Railroad and the north ROW line of W. 11th Street; thence northeasterly to the point of intersection of the east ROW line of N. Railroad Avenue and the north ROW line of E. 11th Street; thence easterly along said north ROW line to its point of intersection with the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence northerly along said west ROW line to its point of intersection with the south ROW line of the alley between E. 11th Street and E. 12th Street; thence continuing northerly to the point of intersection of the north ROW line of the alley between E. 11th Street and E. 12th Street and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of E. 12th Street; thence continuing northerly to the point of intersection of the north ROW line of E. 12th Street and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of the alley

between E. 12th Street and E. 13th Street; thence continuing northerly to the point of intersection of the north ROW line of the alley between E. 12th Street and E. 13th Street and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of the alley between E. 13th Street and E. Eisenhower Boulevard; thence continuing northerly to the point of intersection of the north ROW line of said alley between E. 13th Street and E. Eisenhower Boulevard and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west ROW line to the point of intersection of the east line of Lot 21, Block 4, Loveland Heights Addition and the south line of the vacated alley ROW; thence easterly all said south line to the centerline of the vacated alley ROW; thence northerly along said centerline to its point of intersection with the south ROW line of E. Eisenhower Boulevard; thence continuing northerly along the west line extended of said Lots to its point of intersection with the centerline of E. Eisenhower Avenue; thence easterly along said centerline to its point of intersection with the east ROW line extended of the alley between N. Lincoln Avenue and N. Jefferson Avenue; thence southerly along said west alley line extended to the point of intersection of the south ROW line of E. Eisenhower Boulevard and said west alley line; thence continuing southerly along said west alley line to its point of intersection with the north ROW line of E. 13th Street; thence continuing southerly to the point of intersection of said west alley line and the south ROW line of E. 13th Street; thence continuing southerly along said west alley line to its points of intersection with the north ROW line of E. 12th Street; thence continuing southerly to the point of intersection of said west alley line with the south ROW line of E. 12th Street; thence continuing southerly along said west alley line to its point of intersection with the north line of Little Barnes Ditch; thence continuing southerly to the point of intersection of said west alley line and the south line of said Ditch; thence continuing southerly along said west alley line to its point of intersection with the centerline of the alley ROW vacated via Ordinance 3317 and recorded at Reception Number 86051452 adjoining Block 2, Lincoln Place Addition; thence easterly along the centerline of said vacated alley to its point of intersection with the east line of Lot 10, Block 2, Lincoln Place Addition; thence southerly along said east line x feet to a point; thence westerly perpendicular to said east line to a point on the east line of Lot 11, Block 2, Lincoln Place Addition; thence southerly along the east line of Said Lot 11 to its point of intersection with the north ROW line of E. 11th Street; thence continuing southerly to the point of intersection of the east line of Lot 11, Block 3, Lincoln Place Addition and the south ROW line of E. 11th Street; thence westerly along said south ROW line to its point of intersection with the east line of Lot 13, Block 3, Lincoln Place Addition; thence southerly along said east line to its point of intersection with the north ROW line of the Great Western/Omni Railroad; thence easterly along said north ROW line to its point of intersection with the east line of Lot 10, Block 3, Lincoln Place Addition; thence southerly to the point of intersection of the east line of Lot 2, Block 5, Orchard Park Addition and the south ROW line of said Railroad; thence continuing southerly along the east line of said Lot 2 to the NE corner of Lot 1, Block 5, Orchard Park; thence continuing south along the east line of said Lot 1 to its point of intersection with the north ROW line of E. 10th Street; thence southwestwardly to the point of intersection of the south ROW line of E. 10th Street and the east ROW line of the alley between N. Jefferson Avenue and N. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. 8th Street; thence continuing southerly to the point of intersection of the south ROW line of E. 8th Street and the east ROW line of the alley between N. Jefferson Avenue and N. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of the alley between E. 8th Street and E. 7th Street; thence easterly along said north ROW line to its point of intersection with the west ROW line of N. Jefferson Avenue; thence continuing easterly to the point of intersection of said north ROW line and the east ROW line of N. Jefferson Avenue; thence southerly to the point of intersection of the south ROW line of said alley and the east ROW line of N. Jefferson Avenue; thence continuing southerly along said east line to its point of intersection with the north ROW line of E. 7th Street; thence continuing southerly to the point of intersection of the south ROW line of E. 7th Street and the east line of E.

Jefferson Avenue; thence continuing southerly along said east line to its point of intersection with the north ROW line of the alley between E. 7th Street and E. 6th Street; thence continuing southerly to the point of intersection of the south ROW line of said alley and the east ROW line of N. Jefferson Avenue; thence continuing southerly along said east line to its point intersection with the north ROW line of E. 6th Avenue; thence easterly along said north line to its point intersection with the west ROW line of N. Washington Avenue; thence continuing easterly to the point intersection of the north ROW line of E. 6th Avenue and the east ROW line of N. Washington Avenue; thence southerly to the point of intersection of the south ROW line of E. 6th Avenue and the east ROW line of N. Washington Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of the alley between E. 6th Street and E. 5th Street; thence continuing southerly to the point of intersection of the south ROW line of said alley and the east ROW line of N. Washington Avenue; thence continuing southerly along said east line to its point of intersection with the north ROW line of E. 5th Street; thence easterly along said north ROW line to its point of intersection with the west ROW line of N. Adams Avenue; thence continuing easterly to the point of intersection of the north ROW line of E. 5th Street and the east ROW line of N. Adams Avenue; thence southerly to the point of intersection of the south ROW line of E. 5th Street and the east ROW line of N. Adams Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. 4th Street; thence continuing southerly to the point of intersection of the east ROW line N. Adams Avenue and the south ROW line of E. 4th Street; thence westerly to the point of intersection of the west ROW line of N. Adams Avenue and the south ROW line of E. 4th Street; thence continuing westerly along said south ROW line to the Point of Beginning.



Community & Strategic Planning

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Memorandum

To: Loveland Planning Commission

From: Karl Barton

Date: July 13, 2015

RE: Create Loveland Public Draft Hard Copy

A. ATTACHMENTS

1. Redline version of Chapter 2 (same as distributed for June 22nd meeting) – [Note: this document is labeled as Attachment 2 in the enclosed packet.](#)
2. Clean version of Chapter 2
3. Comments that have been addressed in document
4. Previous comments not addressed in document
5. New comments not addressed in document
6. Draft of Create Loveland Chapter 3

B. GOALS

There are three related Goals for this discussion.

1. Achieve closure on the comments received from Planning Commission at the last study session as well as those comments received from City Council and Stakeholder Committee. These comments are reflected in the red-lined and clean versions of Chapter 2 included in your packets as well as the spreadsheet that is Attachment 3.
2. Go over the comments that responses have not yet been provided. Some of these comments are from the previous Planning Commission study session, but the planning team had not had the chance to address before distributing the document to you ahead of the June 22nd meeting. Other comments come from the public input we received during the month of June and from review by City staff, so you have not seen these yet either. Before we integrate them into the planning document, we want to get your feedback.
3. Look over the contents of Chapter 3, the Land Use Plan.

C. MATERIALS

Among the attachments in this packet, you will find three spreadsheets.

Attachment 3 – Comments that have been addressed in document: These are comments that we heard from you and others and have been addressed in the redlined and clean version of Chapter 2. Unless there are further questions about these comments and proposed revision, we intend to focus on the comments and responses that you have not seen yet.

Attachment 4 - Previous comments not addressed in document These comments you have seen, but you have not seen responses from City staff. If you remember the spreadsheet that you received ahead of the June 22nd meeting, these are the comments that were noted as still needed to be addressed. We want to get your feedback on the proposed responses included in this attachment.

Attachment 5 - New comments not addressed in document: These are comments you have not seen or been provided responses from City staff. Most of these comments are from the public outreach undertaken during the month of June, but there are some that are from City staff as well. Within this set of comments, you will find some related to the Plan, and some City staff considers to be beyond the scope of the Plan. The comments beyond the scope of the Plan would better be addressed through another plan effort. As with the spreadsheet in Attachment 3, we want to get your feedback on this comments and proposed revisions to the Plan before incorporating the actual revision into the Plan.

D. LAND USE PLAN

Chapter 3 of Create Loveland is the Land Use Plan. By and large, it is similar to the land use plan included in the 2005 Comp Plan. However, where there have been changes, the intention has been to increase flexibility in the Plan to provide greater opportunities for future development to respond to market demand and promote the creation of new zoning districts that respond more easily to changing conditions in the future.

The land use plan consists of three major components. The first is a set of market studies that serve as the basis for the plan. The second are the land use designations and the third is the future land use plan itself.

Changes to Land Use Designations: For the most part the descriptions for the existing land use designations have remained the same as in the 2005 Land Use Plan. However, the percentages of land use mixes required in each designation have been removed to provide more flexibility in determining appropriate zoning options. More detail has been provided to explain land use and transportation relationships. Allowable densities have remained unchanged.

New land use designation overlays have been created. These designations are for the River Adjacent, Complete Neighborhood, and Enhanced Corridor. These new designations are designed to provide additional flexibility for new development to respond to the market consistent with the goals of Create Loveland and other plans, such as the 287 Strategic Plan.

Changes to the Future Land Use map consist of:

The first three changes listed here are reflected in the Future Land Use Plan map included in the attachments

1. Extending the DAC – Downtown Activity Center land use designation north to those parcels in-between the 287 couplet up to the Cemetery to better align with the boundaries of the Downtown Development Authority
2. Changing the designation of the parcel on the west side of Boyd Lake Avenue and south of Mountain View High from E – Employment to HDR – High Density Residential
3. Changing the designation of the parcels on the east side of SH 287, south of 71st St from low density development to Employment to promote more develop like the Longview-Midway Industrial Park

These two changes are not reflected in the Land Use Map included in the attachment but were requested by stakeholders and are supported by staff

4. Changing the designation of a portion of the parcels on the east shore of Boyd Lake, just north of Hwy 34 from LDR – Low Density Residential to HDR - High Density Residential.
5. Changes within the boundary of the Millennium General Development Plan to better align the Future Land Use Plan with zoning.

E. NEXT STEPS

We plan to return to the Planning Commission as necessary in order to develop a plan that has your support. Currently, we are planning on returning on August 10th.

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~~se 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

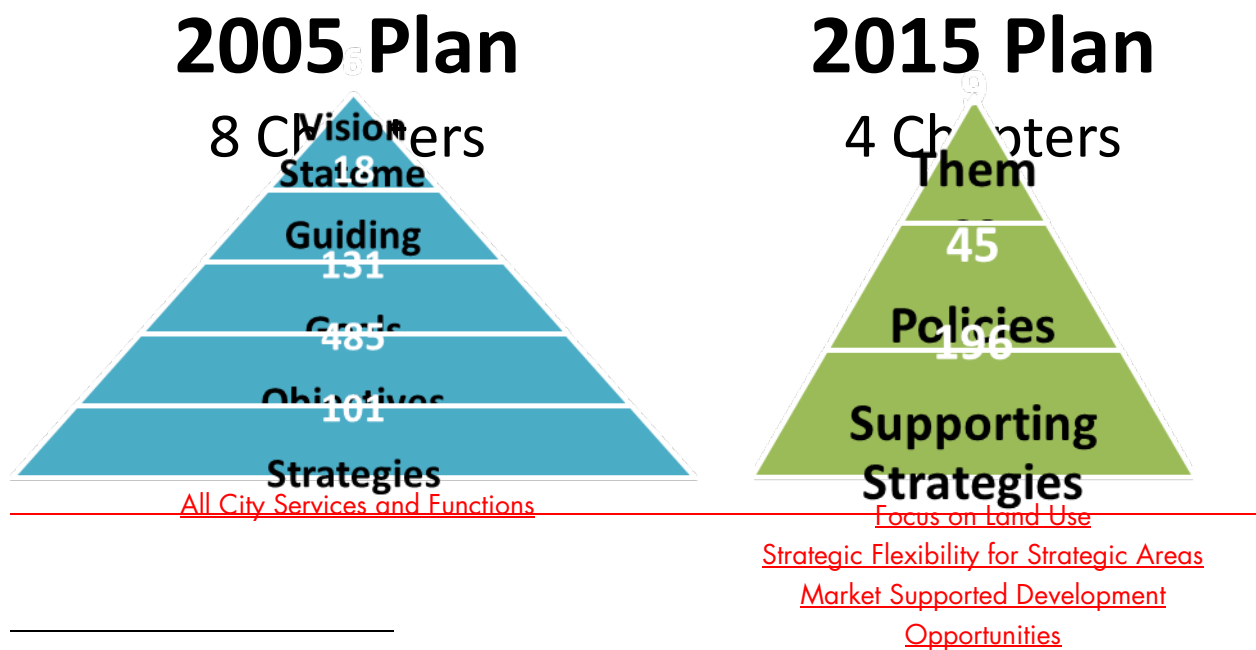
Your feedback on this Draft Plan will be used by Planning Commission and City Council to prepare a Final Plan.

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	<i>Create a Safe and Healthy Built Environment</i>



<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



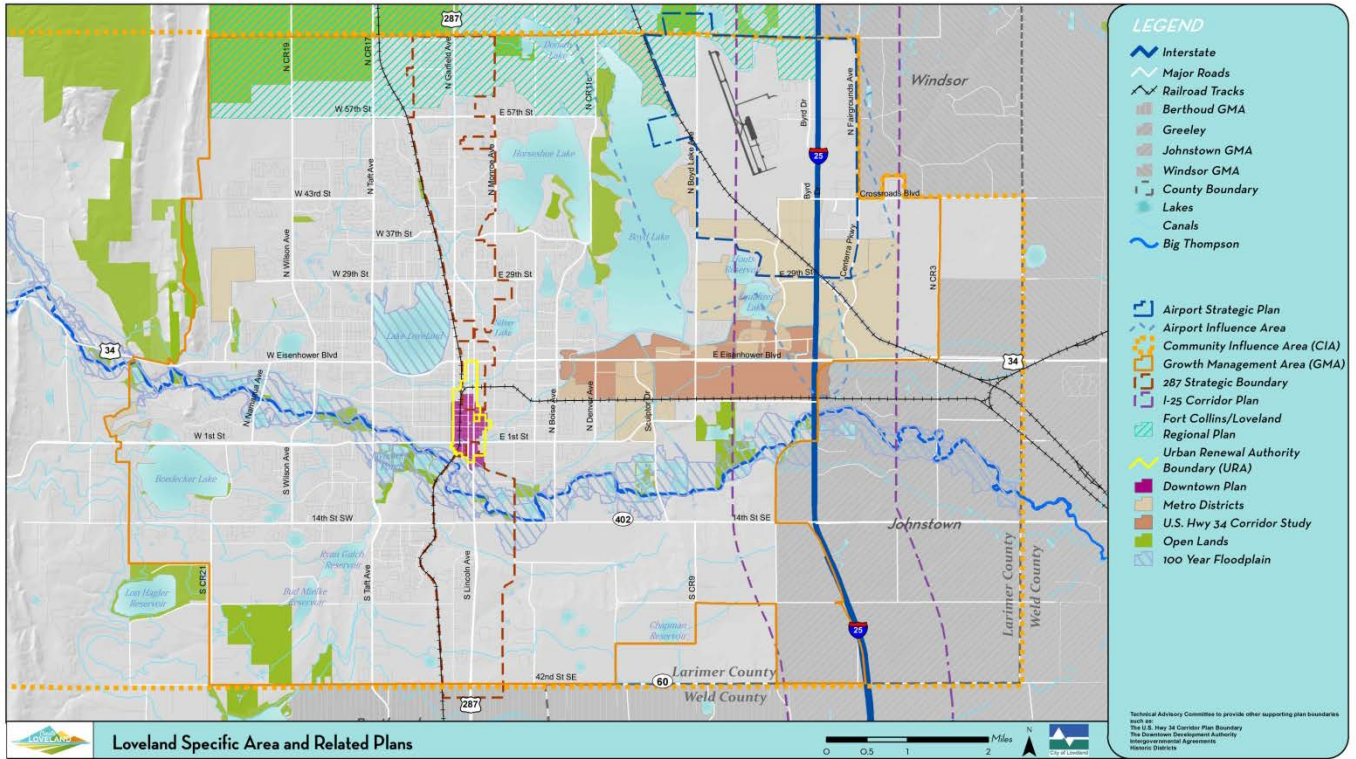


Figure 2-1. Specific Area and Related Plans.

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

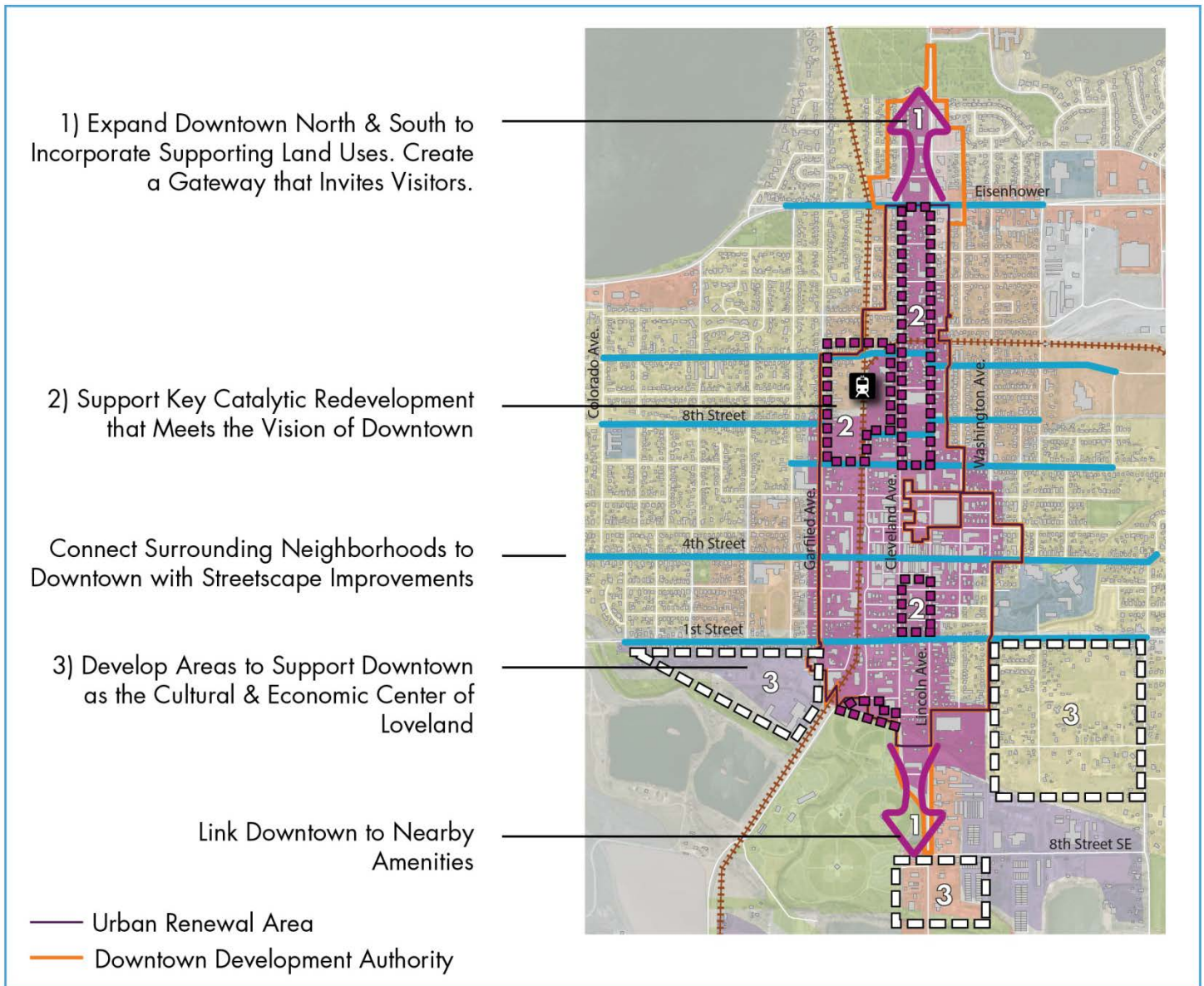
the creative character of the Downtown core.

- 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~~

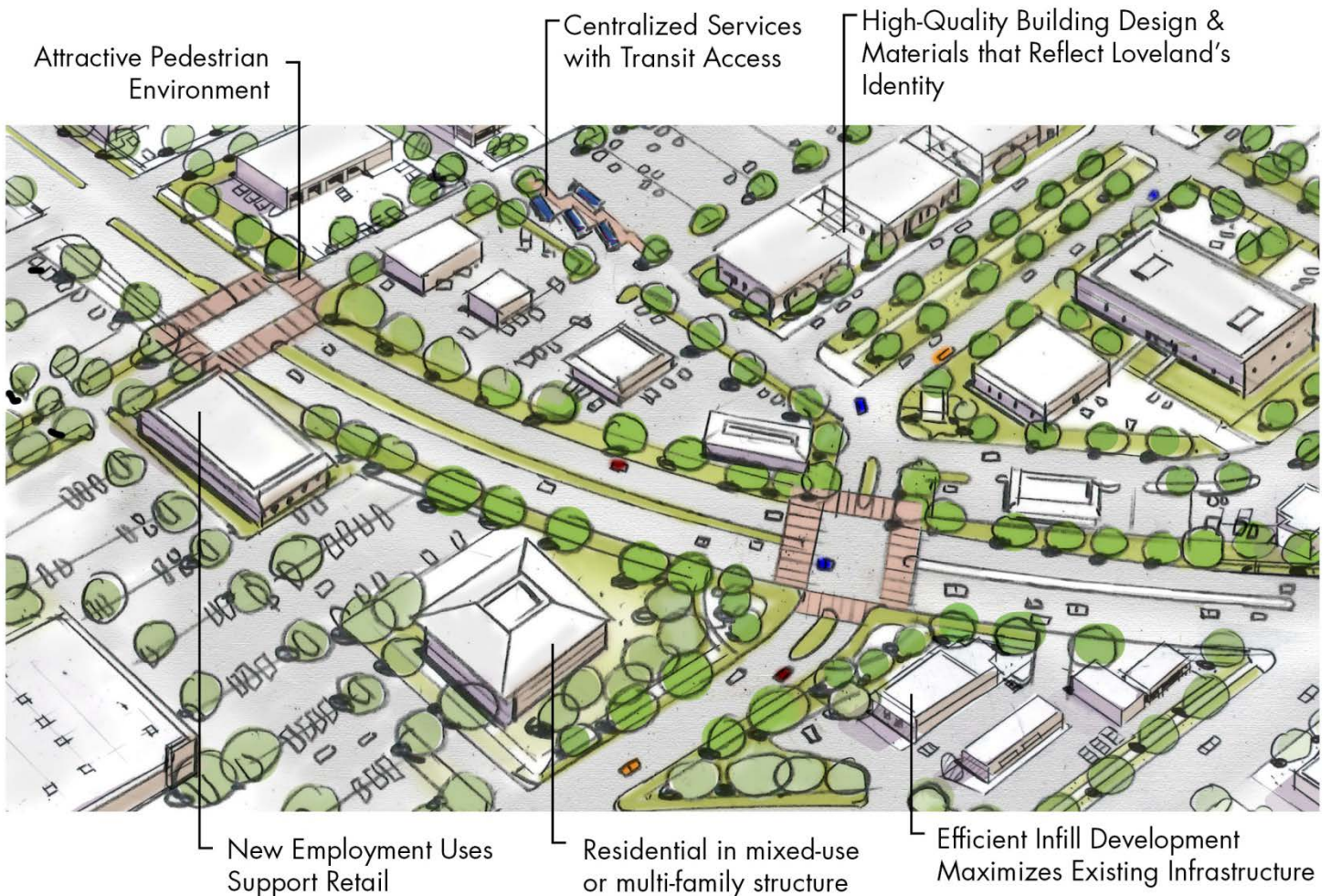
~~street trees, sidewalks, pedestrian lighting, etc., on South Cleveland, South Lincoln, and South Railroad Avenues to draw visitors to Fairgrounds Park and the Big Thompson River.~~

~~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

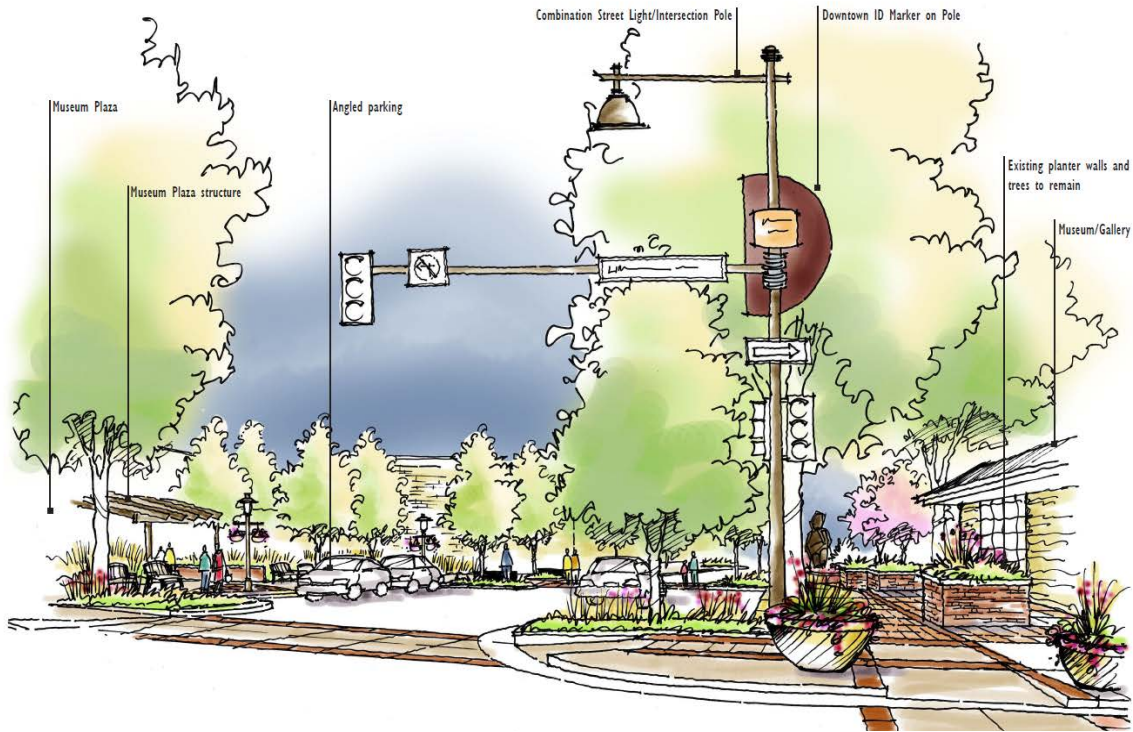
exacerbated when some retailers hold on to empty buildings for years in order to prevent their competitors from occupying their former location (i.e., dark stores). Underperforming commercial areas can be repurposed or renovated to serve surrounding neighborhoods. These centers should attract substantial,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

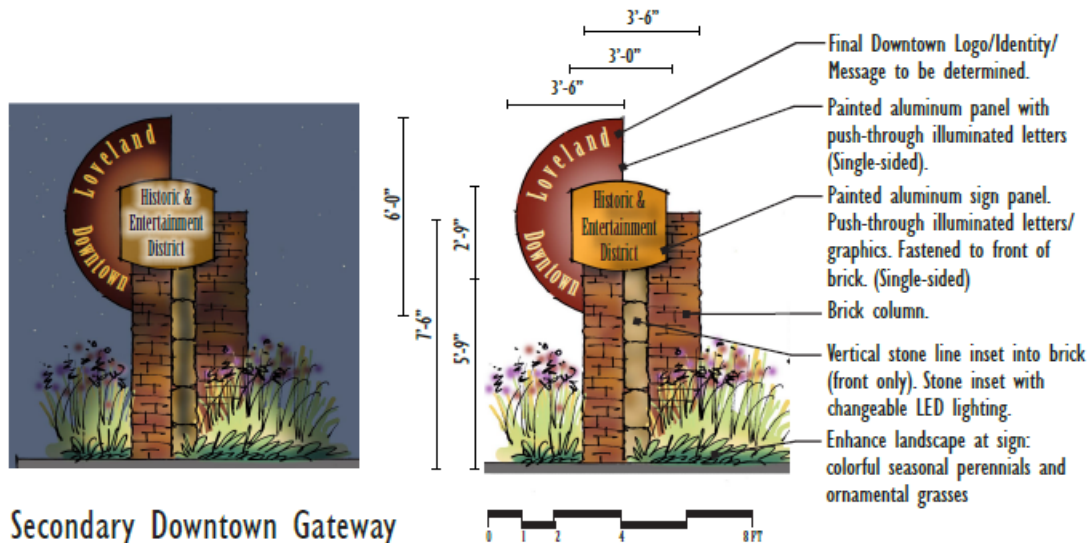
Entry points and adjoining areas are important to Loveland's economy and identity and should be designed in ways that will enhance Loveland's image through pedestrian and cyclist safety and comfort; cultural and art facilities; and striking gateway features. Important gateways include the east and west 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



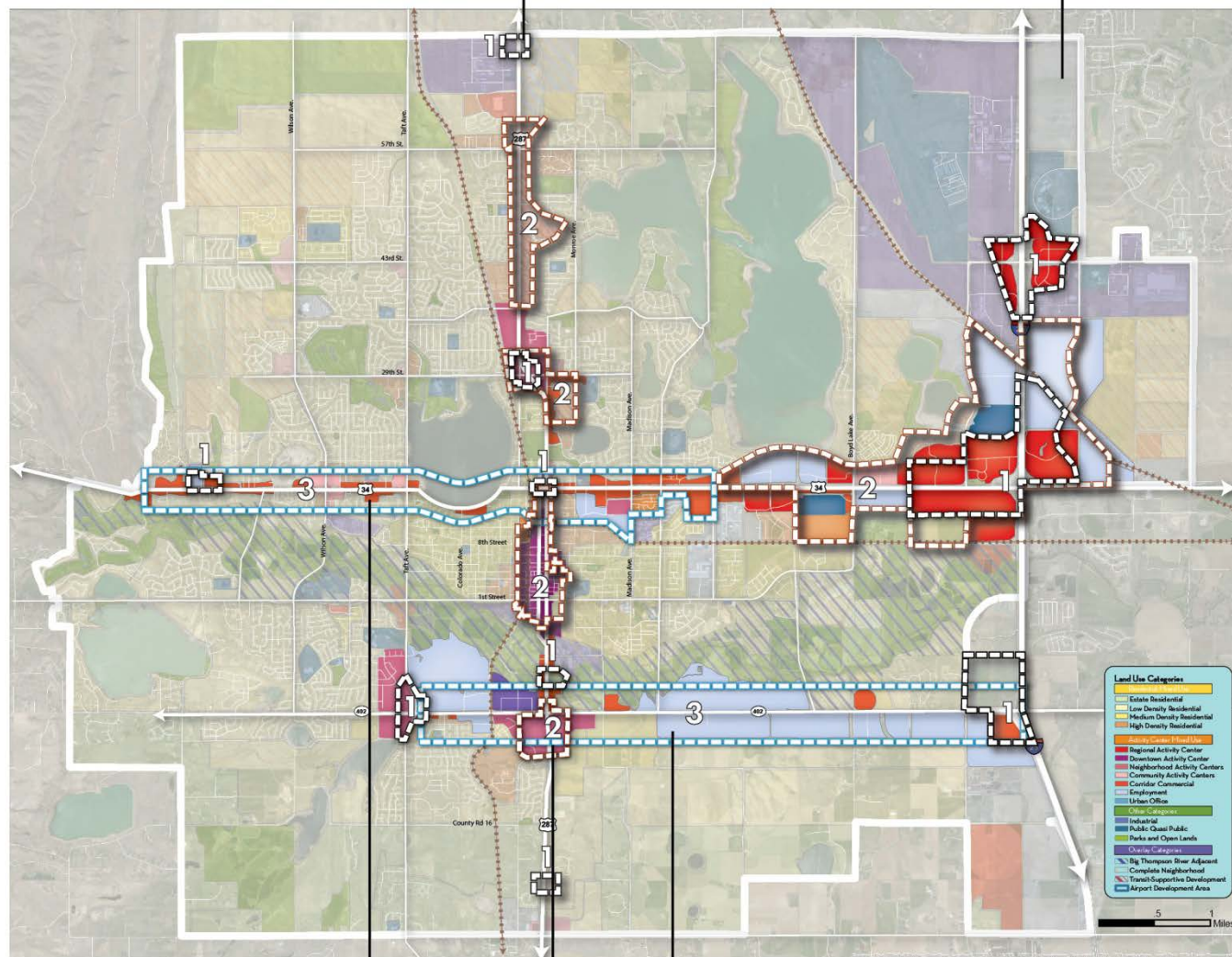
Secondary Downtown Gateway



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

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

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



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.~~

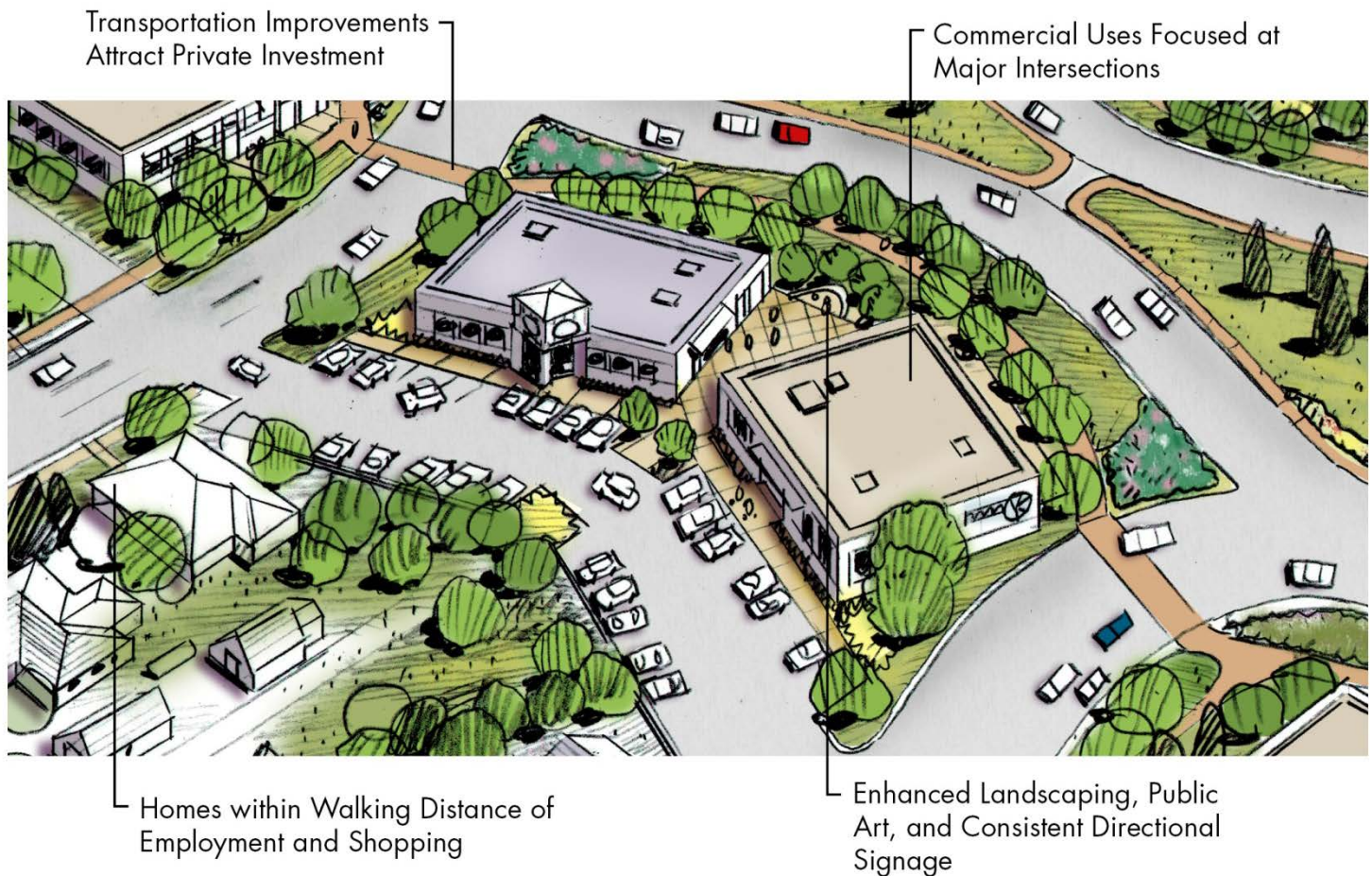


Interchange Area Plans. Complete joint land use — transportation master plans for Hwy 402, Hwy 60, CR 16, US 34, and Crossroads Boulevard. Short-term priorities include the Centerra Parkway interchange at US 34 and Highway 402.

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.

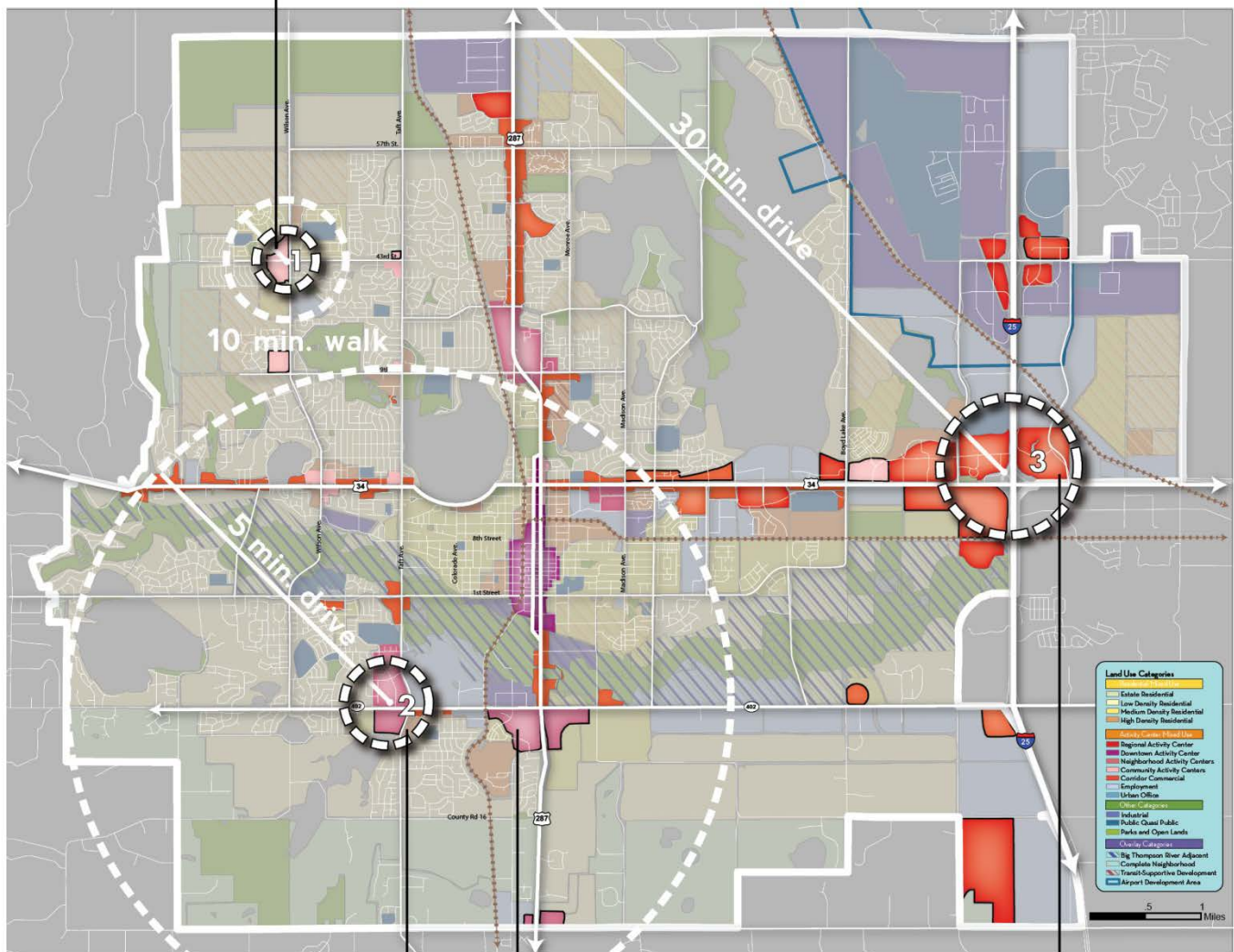
71% of Lovelanders agree or strongly agree that Loveland is attracting shopping opportunities that our community wants.



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

Page | 2-28

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.

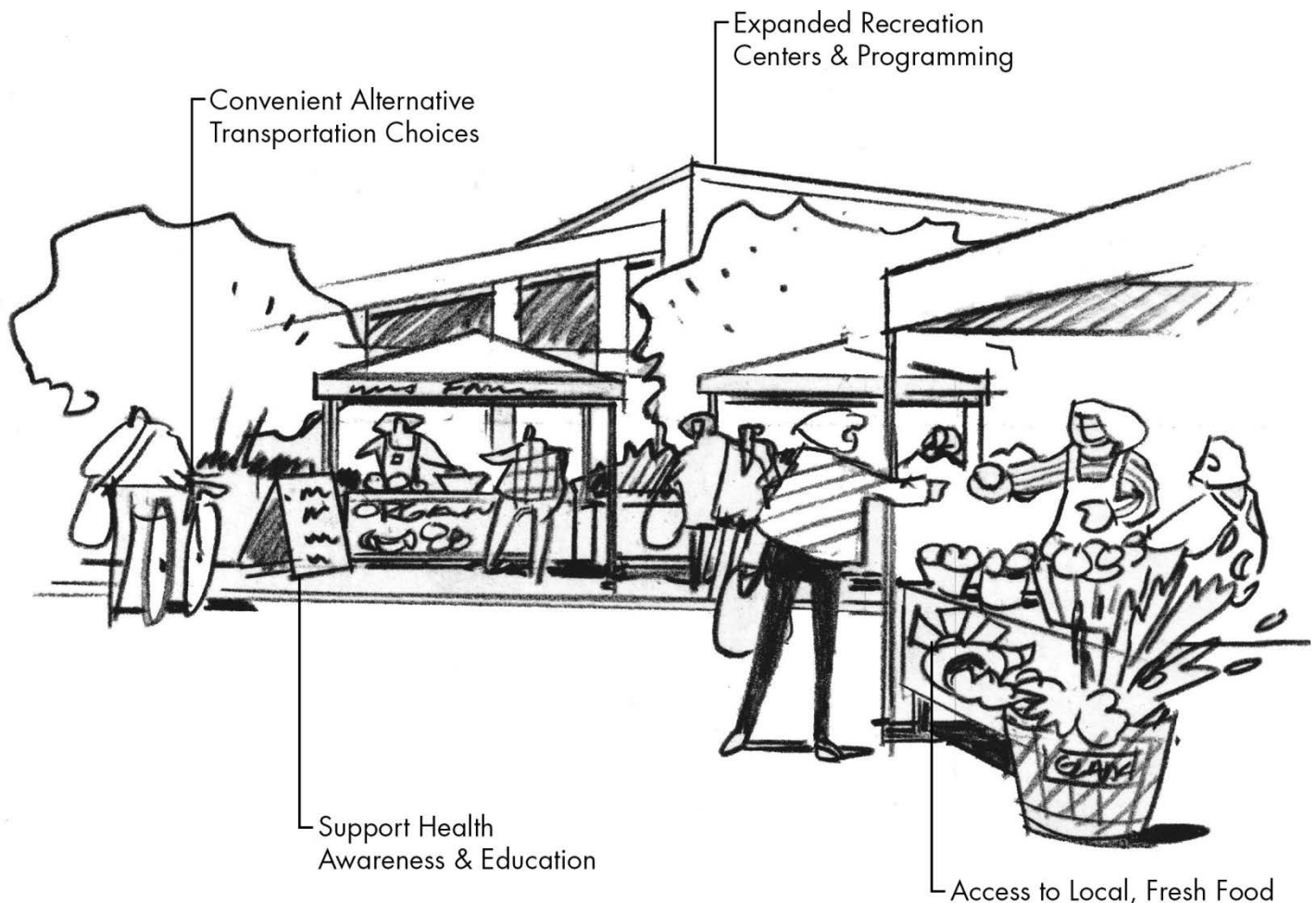
Like all modern urban communities, Loveland depends heavily upon the proper functioning of infrastructure systems including the electric power, stormwater, potable water, wastewater, and transportation networks. The importance of these systems can be easily overlooked by the general population, but a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

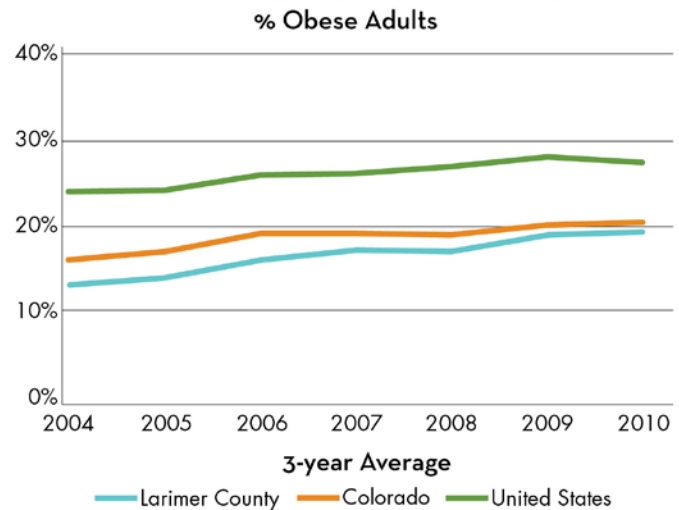
their age, income or ability. Seniors who age-in-place, as well as toddlers who play in a park daily, are the beneficiaries of a land use plan that includes public health considerations.

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

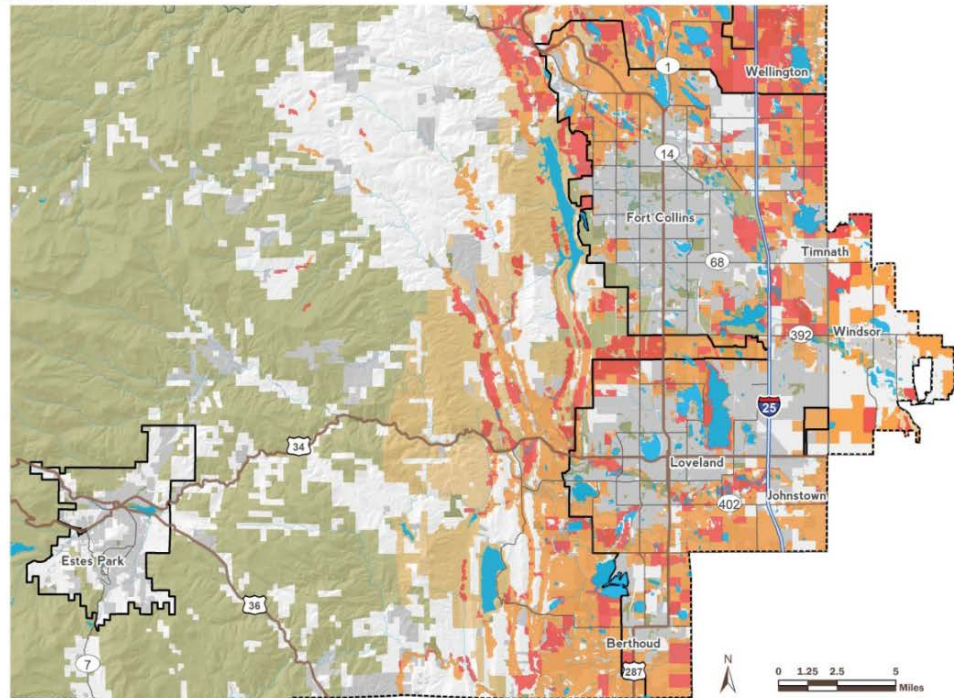


Figure 6.6 Working & Farm Ranch Opportunities

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 R2J 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.

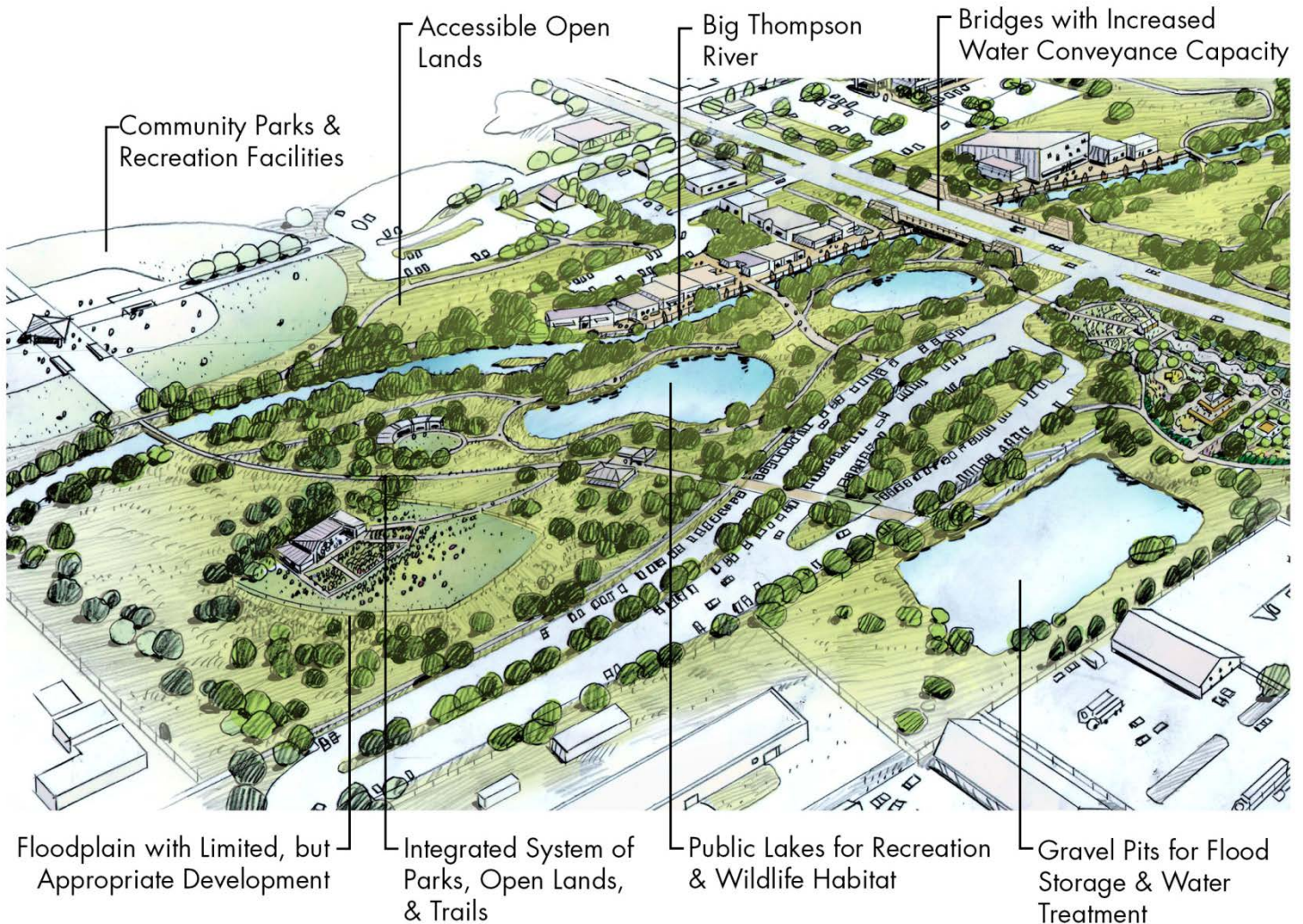
~~Private Sector Bicycle and Pedestrian Facilities.~~ Create a list of pedestrian and bicycle-friendly best practices that can be utilized by developers and employers.

~~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).

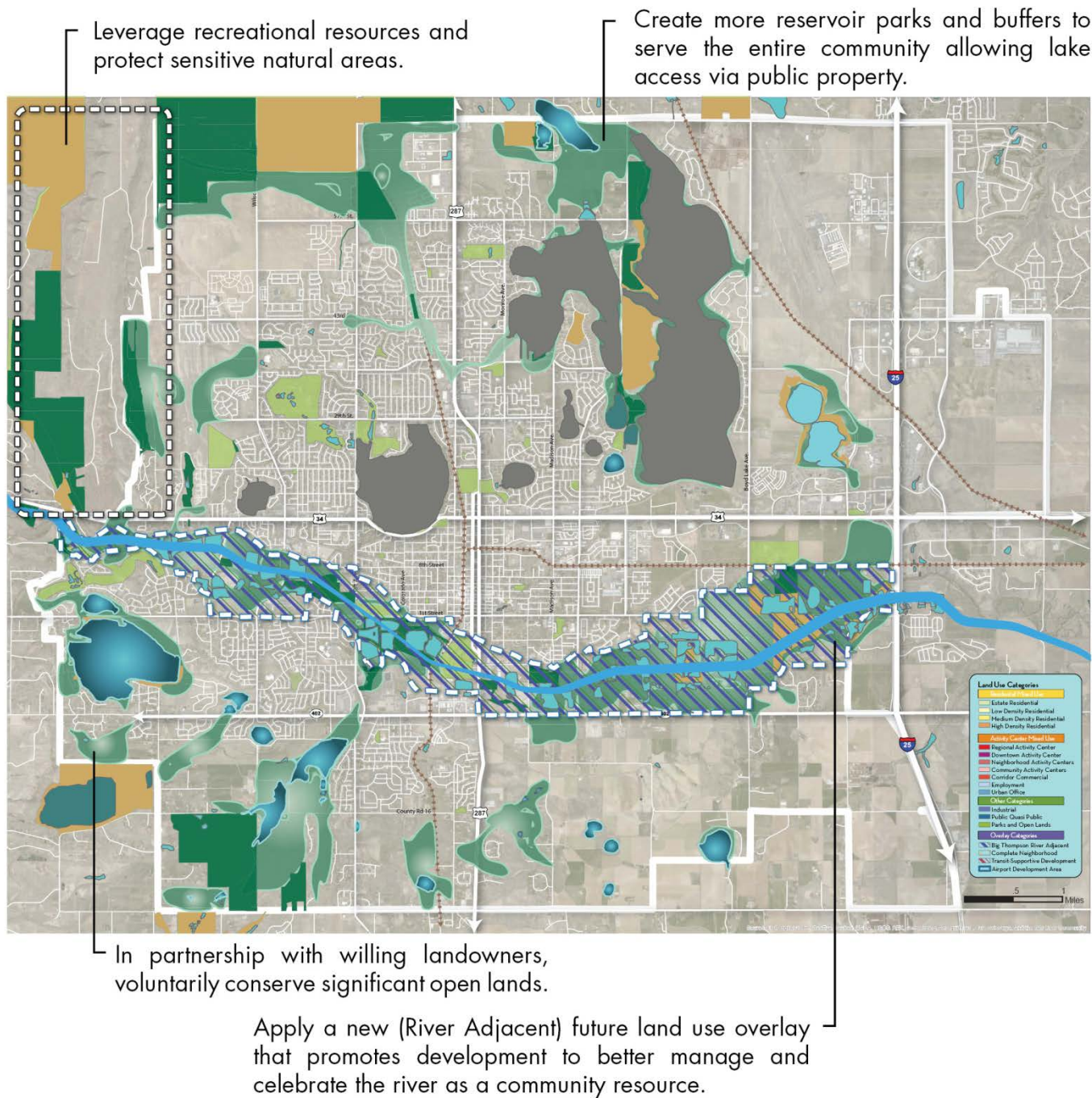


Figure 2-4. Land Use Plan opportunities to preserve and enhance our natural resources

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.~~

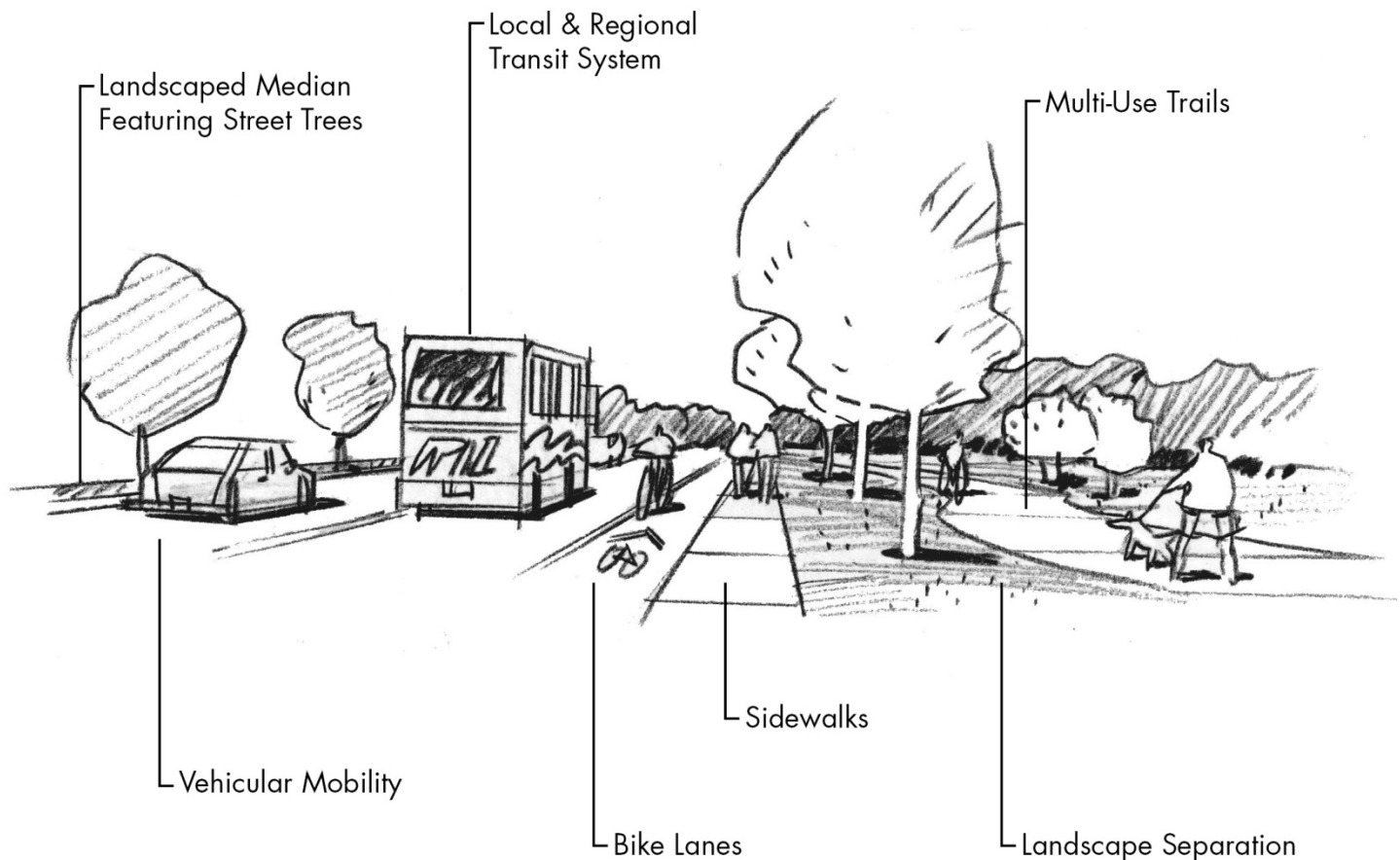
~~River Recreation and Conservation. Implement collaborative land conservation efforts, such as the Big Thompson River Recreation and Conservation Assessment, with Larimer County, Colorado Parks and Wildlife, CDOT, and the US Forest Service. Coordinate the planning efforts of all City Departments including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

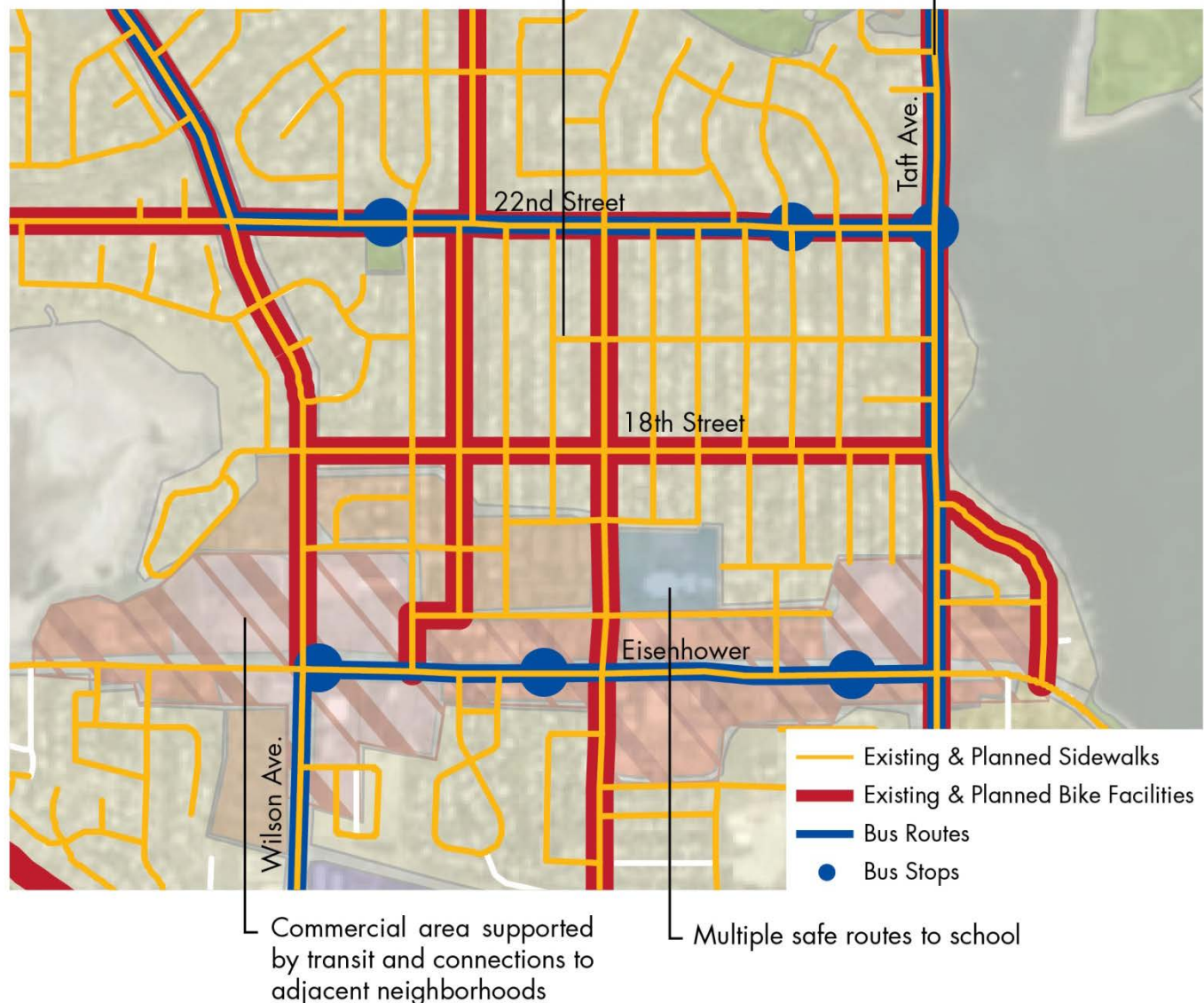


Figure 2-5. A connected and accessible street grid reduces traffic congestion and expands choices for all transportation modes (vehicle, transit, bicycle, and pedestrian). Transportation choices also strengthen retail performance and neighborhood vitality.

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.

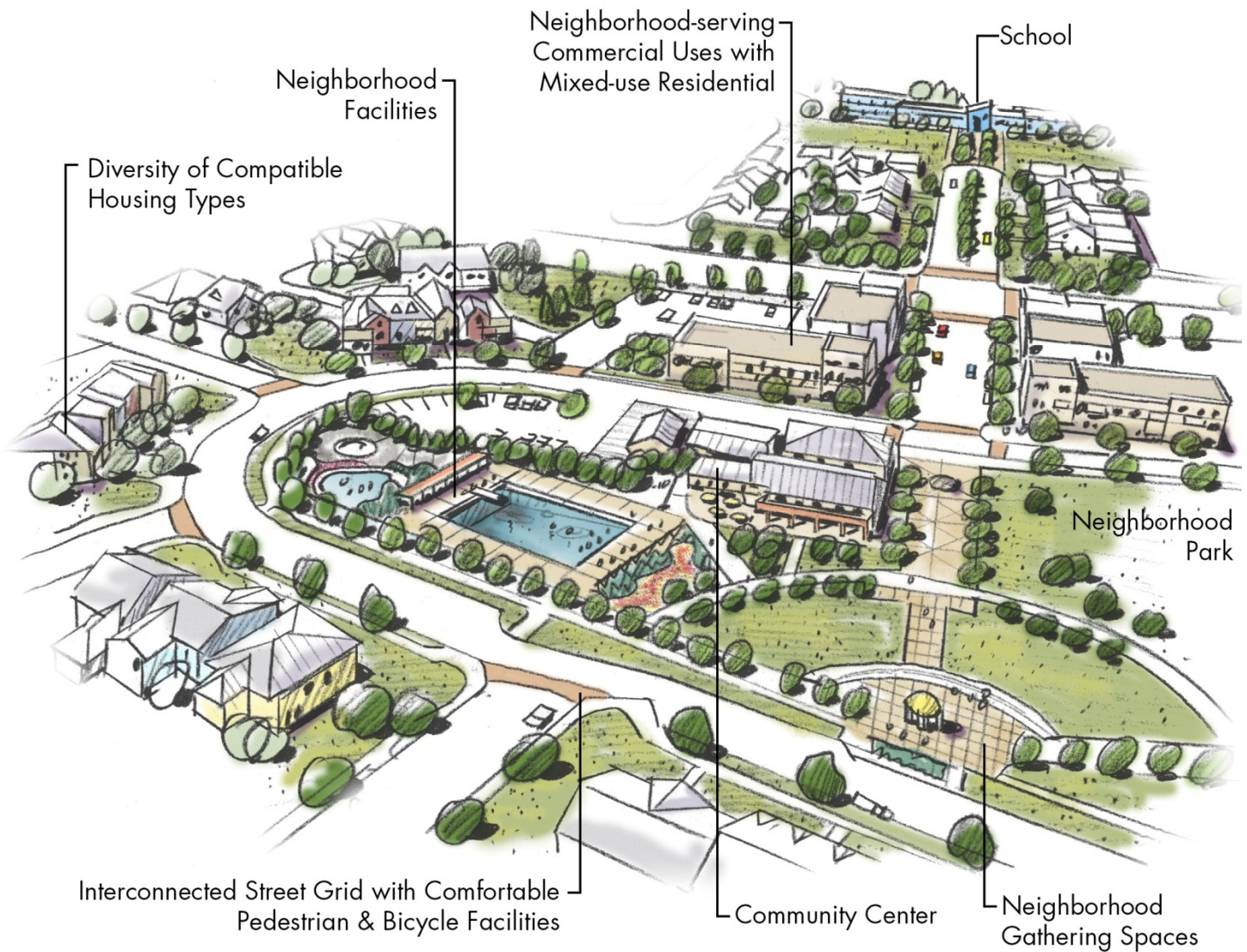


Planning for community resiliency includes addressing factors related to the built environment, as well as integrating and addressing the social and economic needs and desires of residents. In terms of land use, Loveland can build social resiliency and capacity by ensuring that neighborhoods are walkable,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

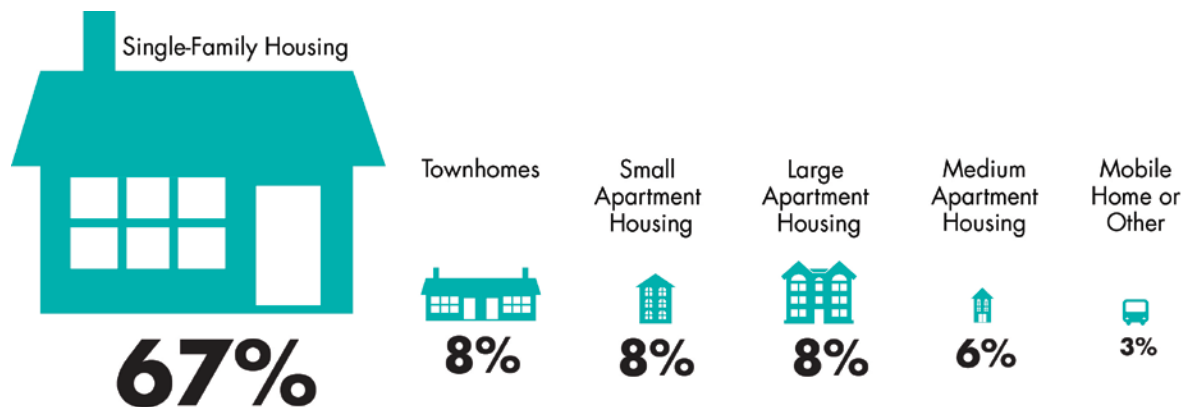


Artist's rendering, 2014

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.

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~~

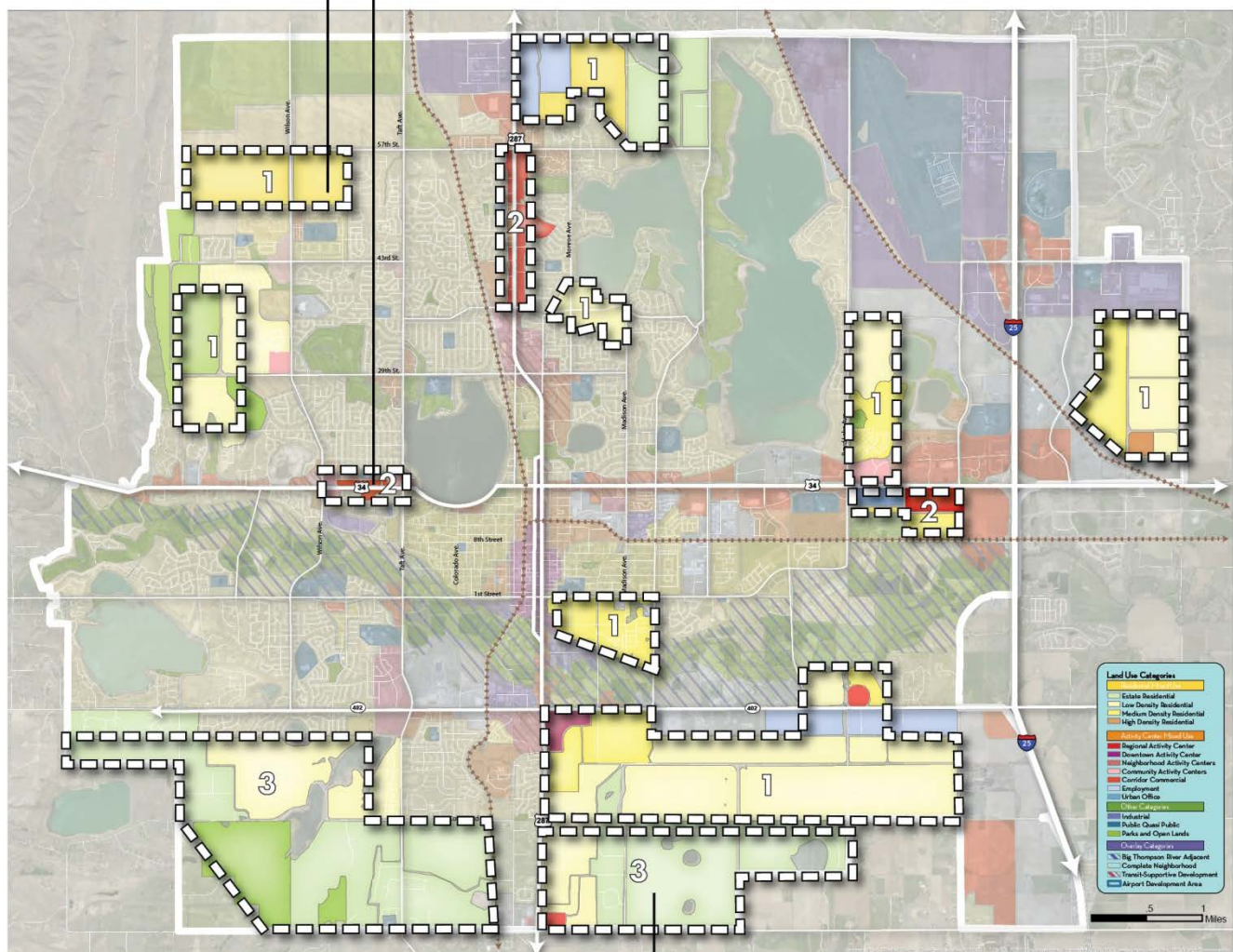
integrated throughout the City. Loveland must also acknowledge and assist aging residents within the City, a group that will have increasing housing accessibility needs.

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.~~



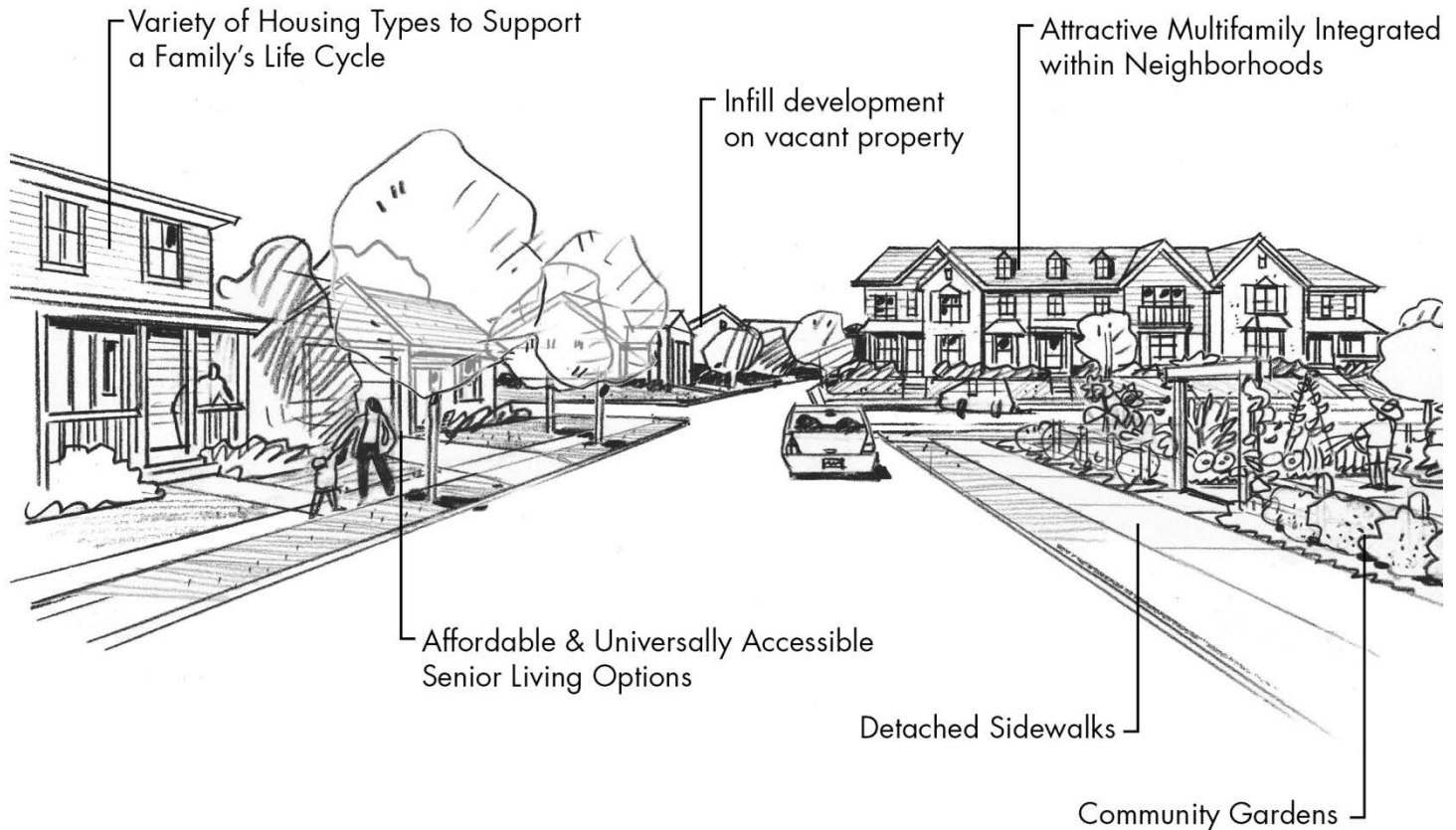
Housing Integration Projects. Increase connection and ease of access via trails, walkways, bike paths and public transit between housing developments and commercial/employment centers to create a more integrated community.

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").~~

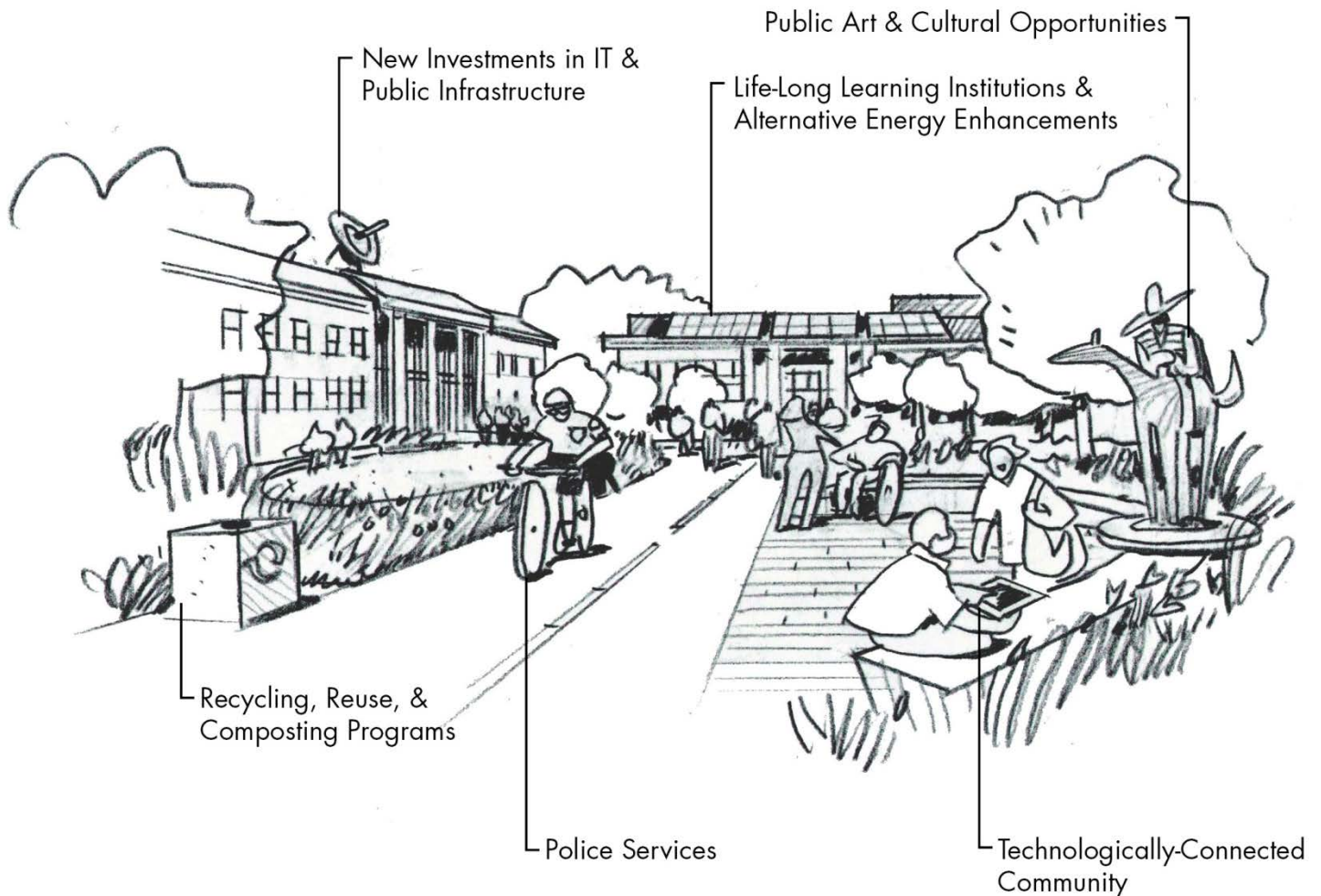
Neighborhood Plans. ~~Prepare neighborhood plans to guide change where appropriate. Foster the creation of neighborhood groups and support neighborhoods in developing plans and improvements for their neighborhoods.~~

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



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

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

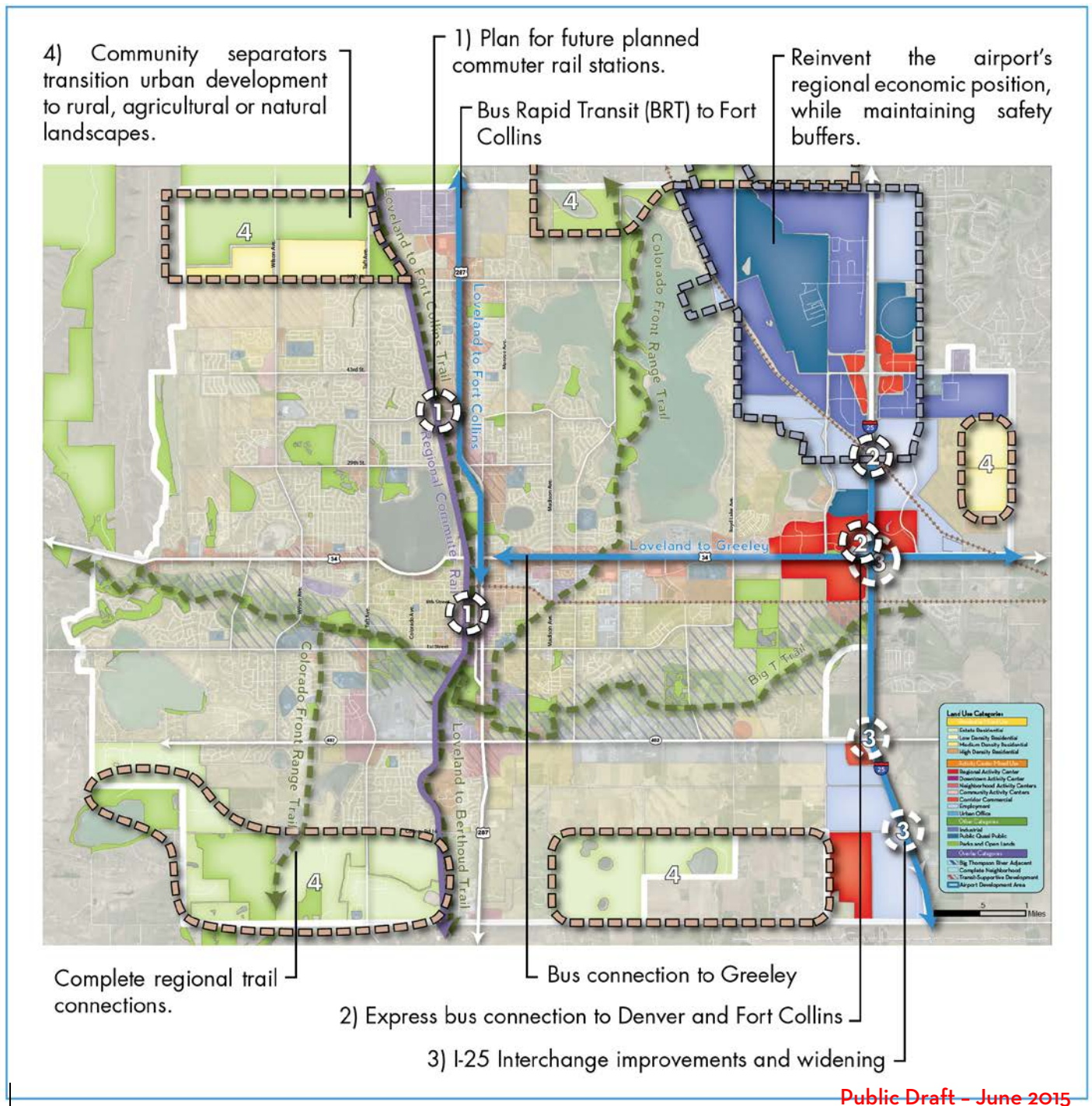


Figure 2-7: Community and Regional Assets. Land Use Plan opportunities to complete regional trail and transportation connections, and plan for sensitive transitions to surrounding municipalities

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

Plan Policies and Supporting Strategies

Policy 1. Protect important regional lands and facilities *(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.~~

CHAPTER 2: OUR FUTURE

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 plan elements that embody the community's 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 plan elements 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.

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*

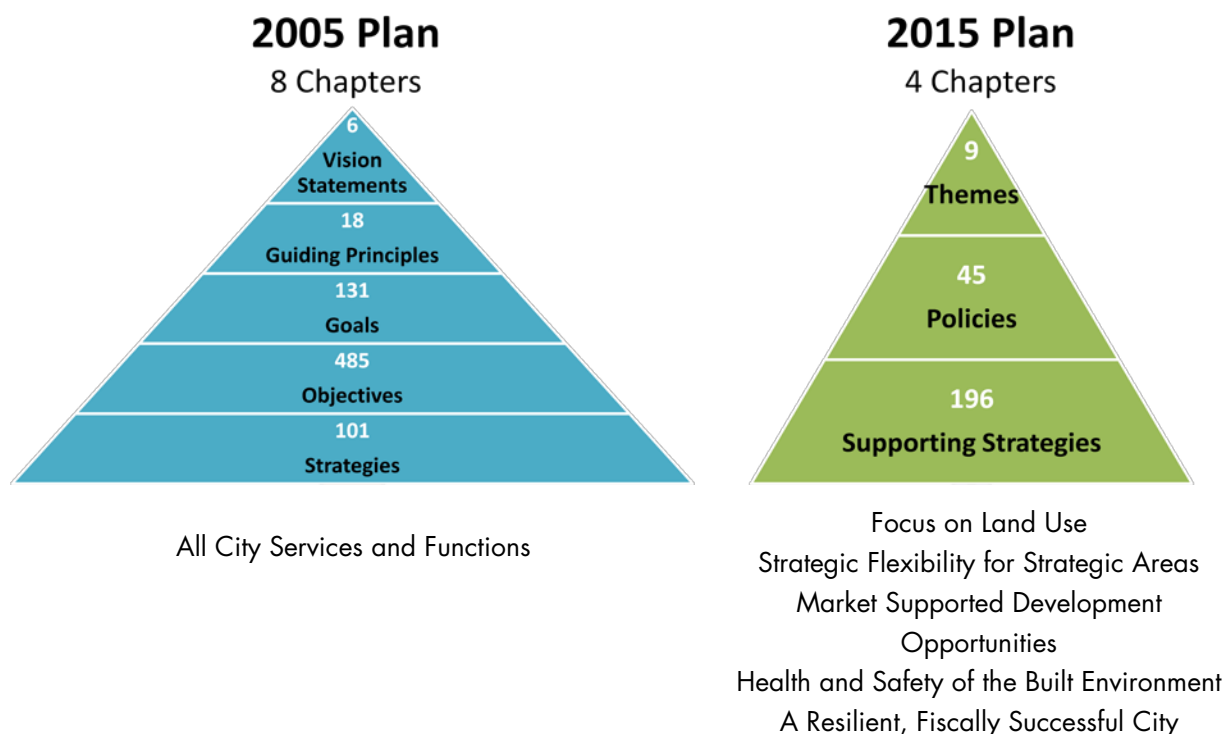
Your feedback on this Draft Plan will be used by Planning Commission and City Council to prepare a Final Plan.

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



<i>...where you belong.</i>	Neighborhoods & Community Assets <ul style="list-style-type: none"> ✓ 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 Invest in Loveland's Older Neighborhoods Strengthen Loveland's Strategic Roles in the Community and Region</i>
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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** accompanies 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.

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

Amendments / Revisions	City Council Adoption	Resolution Number	Formally Adopted as Part of Comp Plan?
2035 Transportation Plan	18-Dec-2012	#R-96-2012	Yes
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	



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-June-2015	#R-2-2015	
Growth Management Plan Revision	3-Apr-2001	#R-31-2001	Yes
Highway 287 Strategic Plan	In progress		
I-25 Corridor Plan	8-Aug-2001	#R-65-2001	Yes
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
Raw Water Master Plan	2012		
Water Master Plan	2009		
Wastewater Master Plan	2010		
Water Conservation Plan	2013		
Water and Power Strategic Plan	In progress		

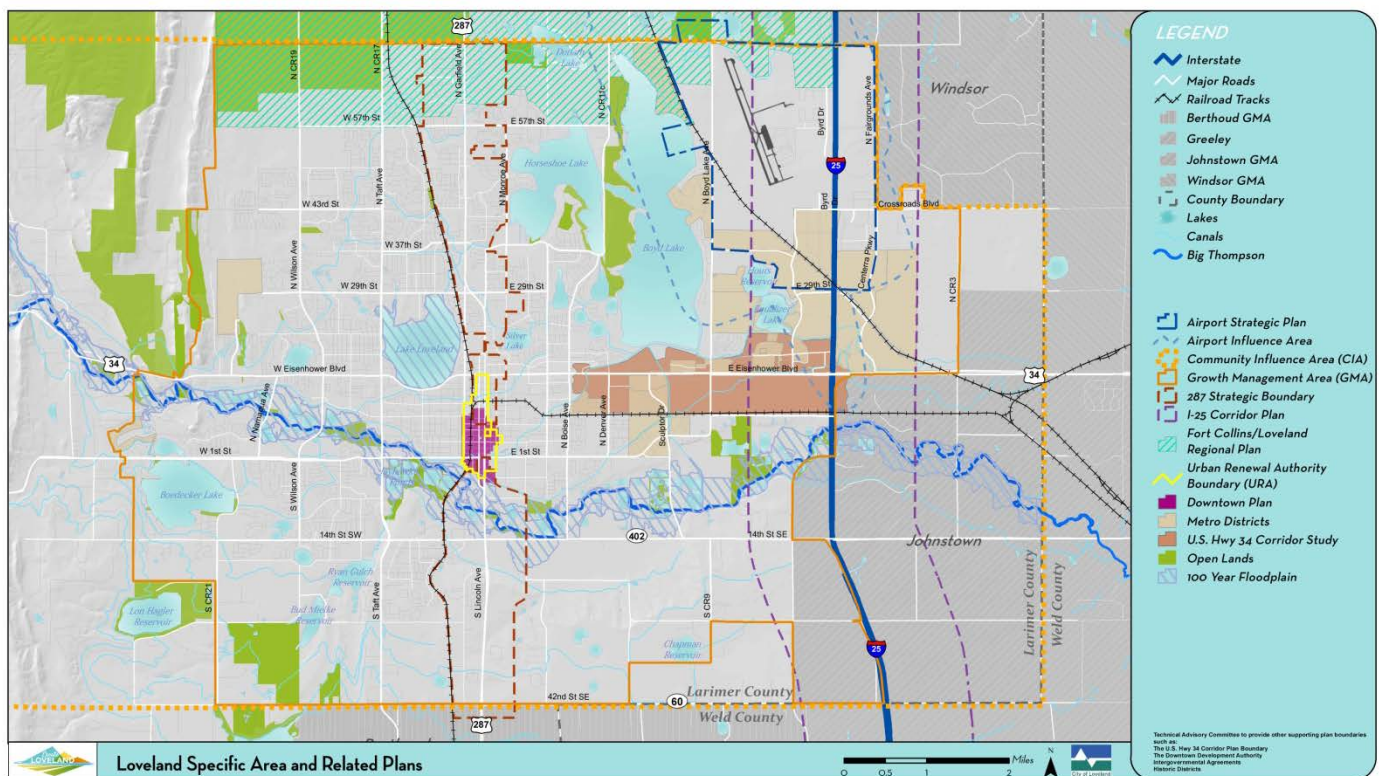


Figure 2-1. Specific Area and Related Plans.

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

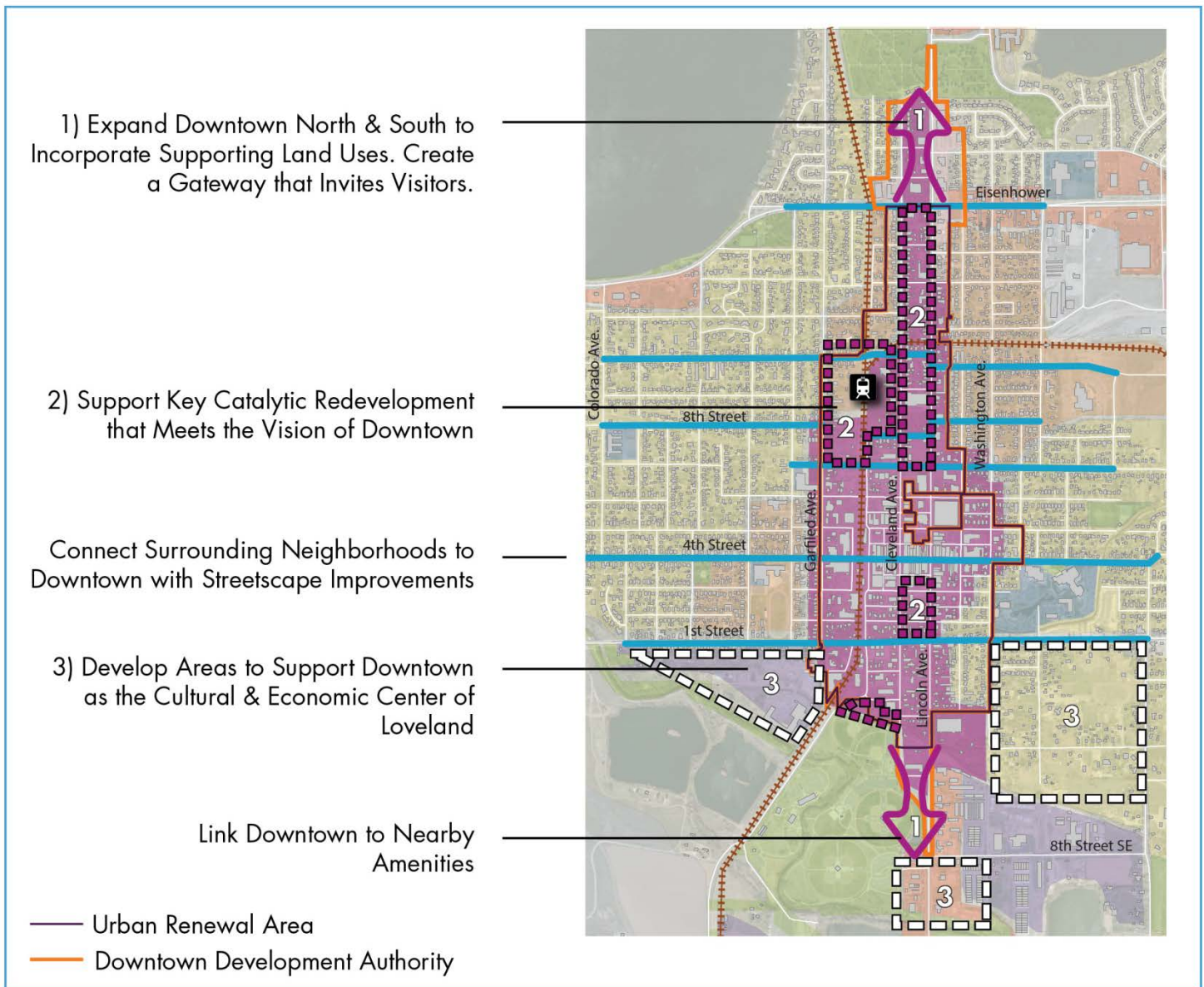
the creative character of the Downtown core.

- 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).

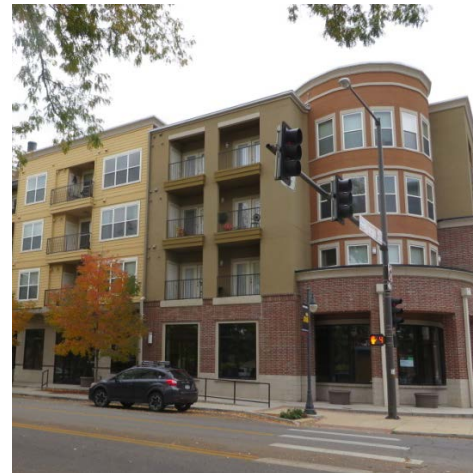
- Create attractive and comfortable pedestrian streetscapes and safe connections to surrounding neighborhoods that encourage walking to and within Downtown.
- Make Downtown the primary hub of our transit system, including both bus and long-term commuter rail by investing in Downtown transit stations 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, 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.
- Offer recreation opportunities, cultural and educational opportunities, community services, events, and regional destinations that draw residents and visitors to Downtown.



Pulliam Community Building



Mixed-use developments Downtown



Artspace redevelopment

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

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

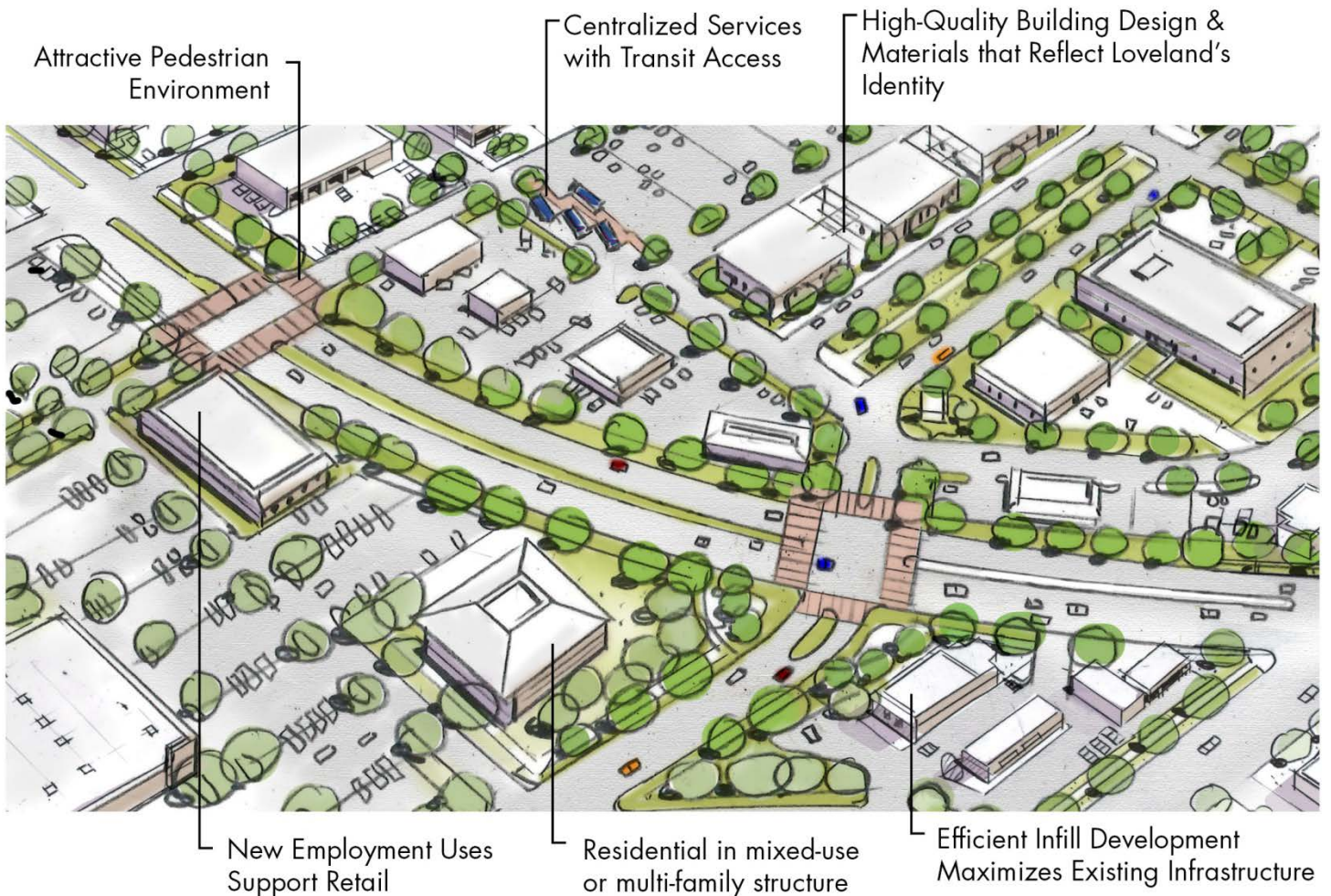
Relevant Indicators

- Downtown Commercial Lease Rates
- Downtown Commercial Vacancy Rates
- Downtown Neighborhood Walkability
- Downtown Property Investment Activity
- Downtown Jobs-Housing Balance



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

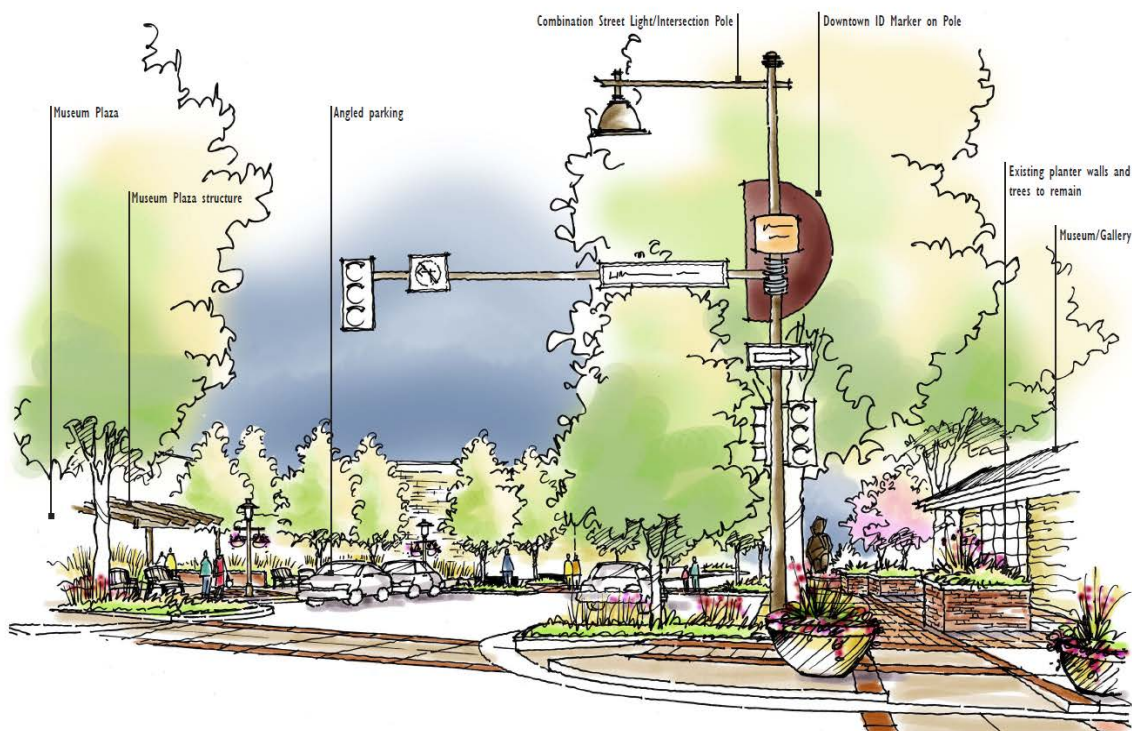
some retailers hold on to empty buildings for years in order to prevent their competitors from occupying their former location (i.e., dark stores). Underperforming commercial areas can be repurposed or renovated to serve surrounding neighborhoods. These centers should attract substantial, well-paying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

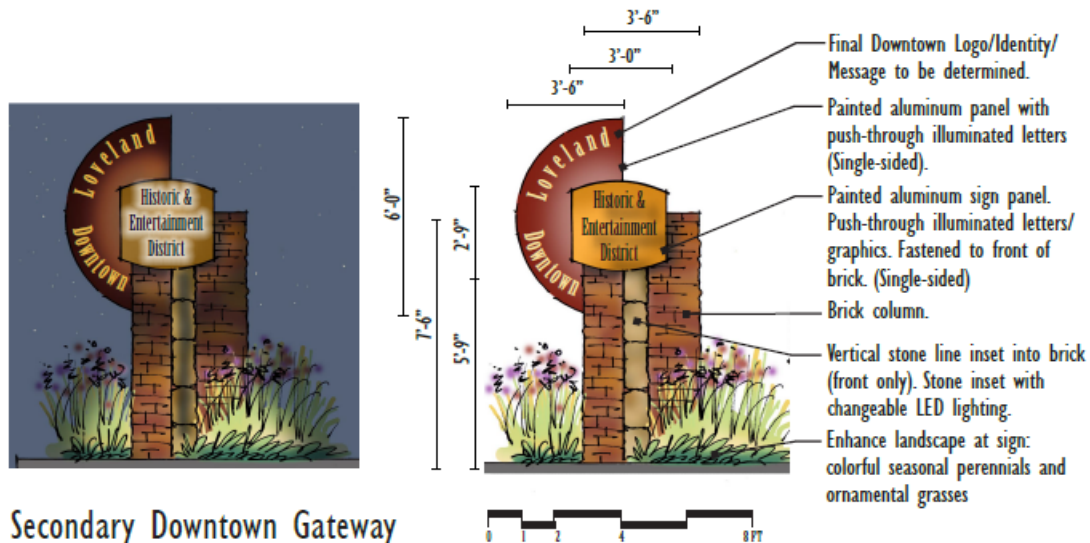
Entry points and adjoining areas are important to Loveland's economy and identity and should be designed in ways that will enhance Loveland's image through pedestrian and cyclist safety and comfort; cultural and art facilities; and striking gateway features. Important gateways include the east and west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



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



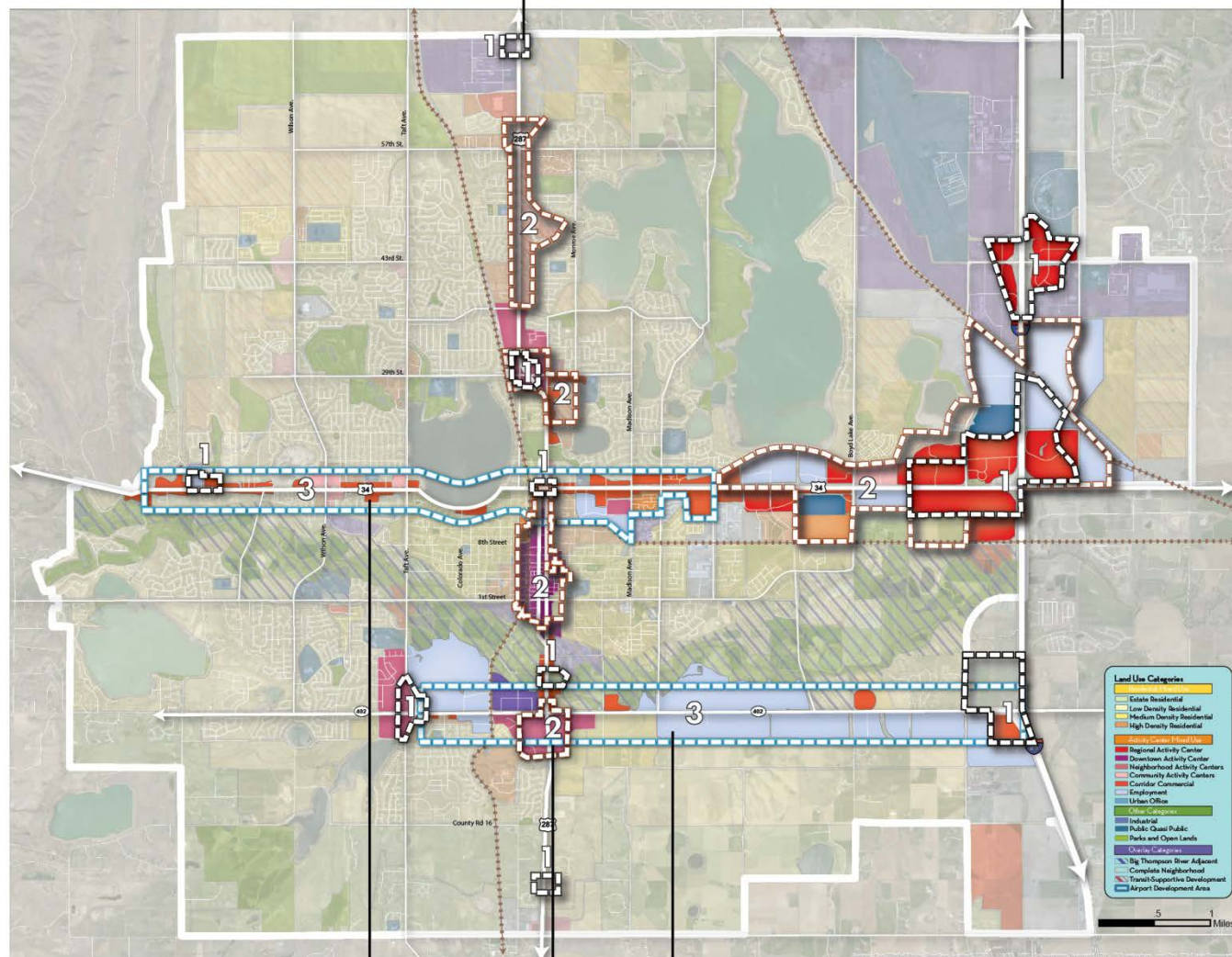
Secondary Downtown Gateway



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

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).*

- Along I-25 north of US 34, proactively attract tourism and primary employment uses.



Gateway at Crossroads



Public Art at US 34 gateway

- Plan for Hwy 402, between I-25 and Taft Avenue, to serve as a new primary entrance to Loveland, clustering new office, industrial and manufacturing uses at major intersections.
- Along US 34, west of Denver Avenue, 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.

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.

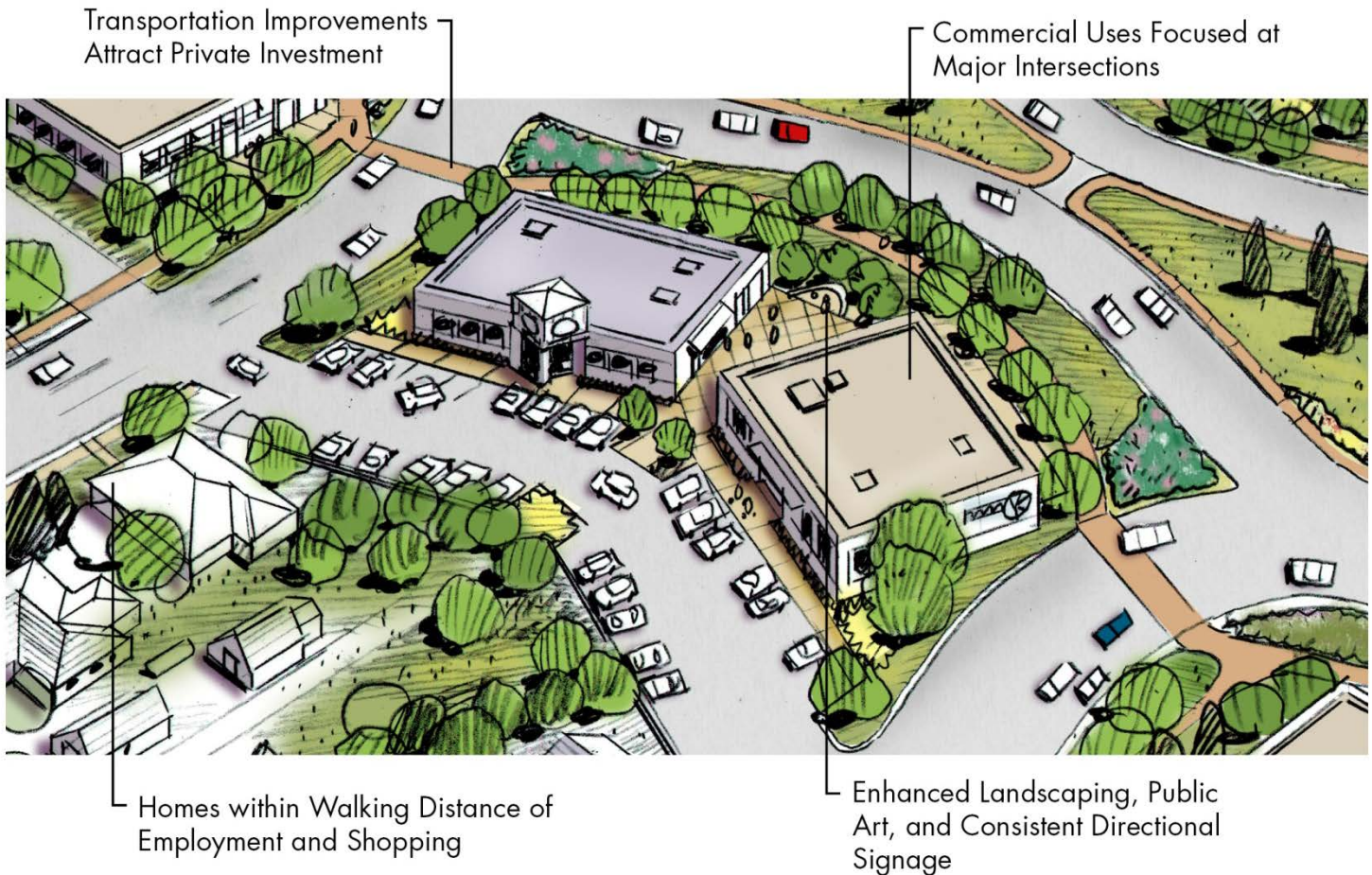
Relevant Indicators

- Retail Activity
- Jobs-Housing Balance
- Property Investment Activity



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 F. 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 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.

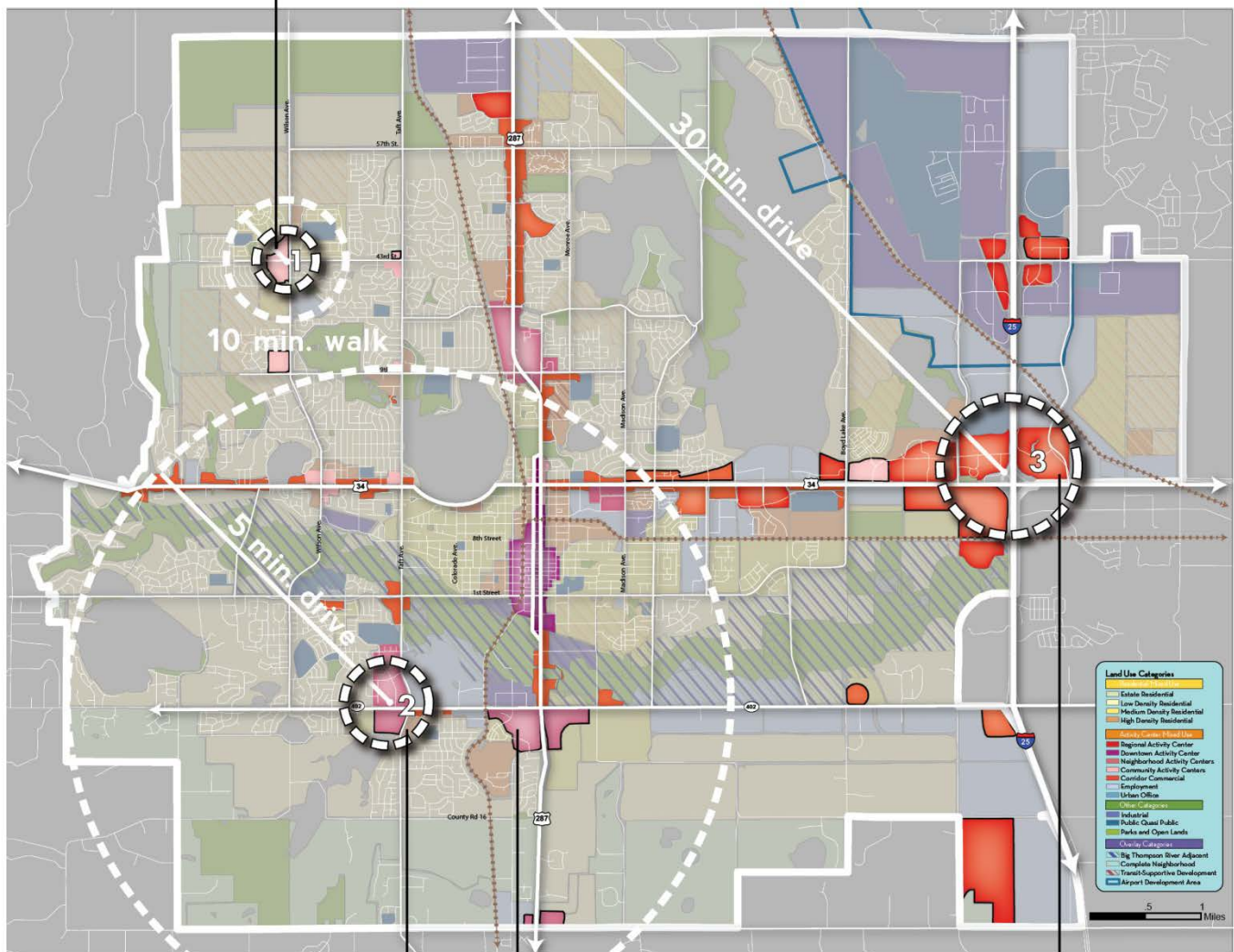
Cultural heritage tourism, one of the fastest growing components of the travel market, is no longer seen as peripheral, but central, to economic development and cultural tourism outcomes. Loveland’s fine stock of arts and cultural attractions: Museum/Galley, Sculpture Park, public art features, cottage 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.

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



2013 Annual Quality of Life Survey

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.

Plan Policies and Supporting Strategies

Policy 1. Encourage reinvestment in 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.
- Continue to monitor the health of existing commercial centers, by evaluating sales revenue, lease rates, and vacancy rates.
- Pay special attention to the design of parking lots with regard to landscaping, pedestrian circulation, and access.



Outlets at Loveland



Office park on Rocky Mountain Ave.

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



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.

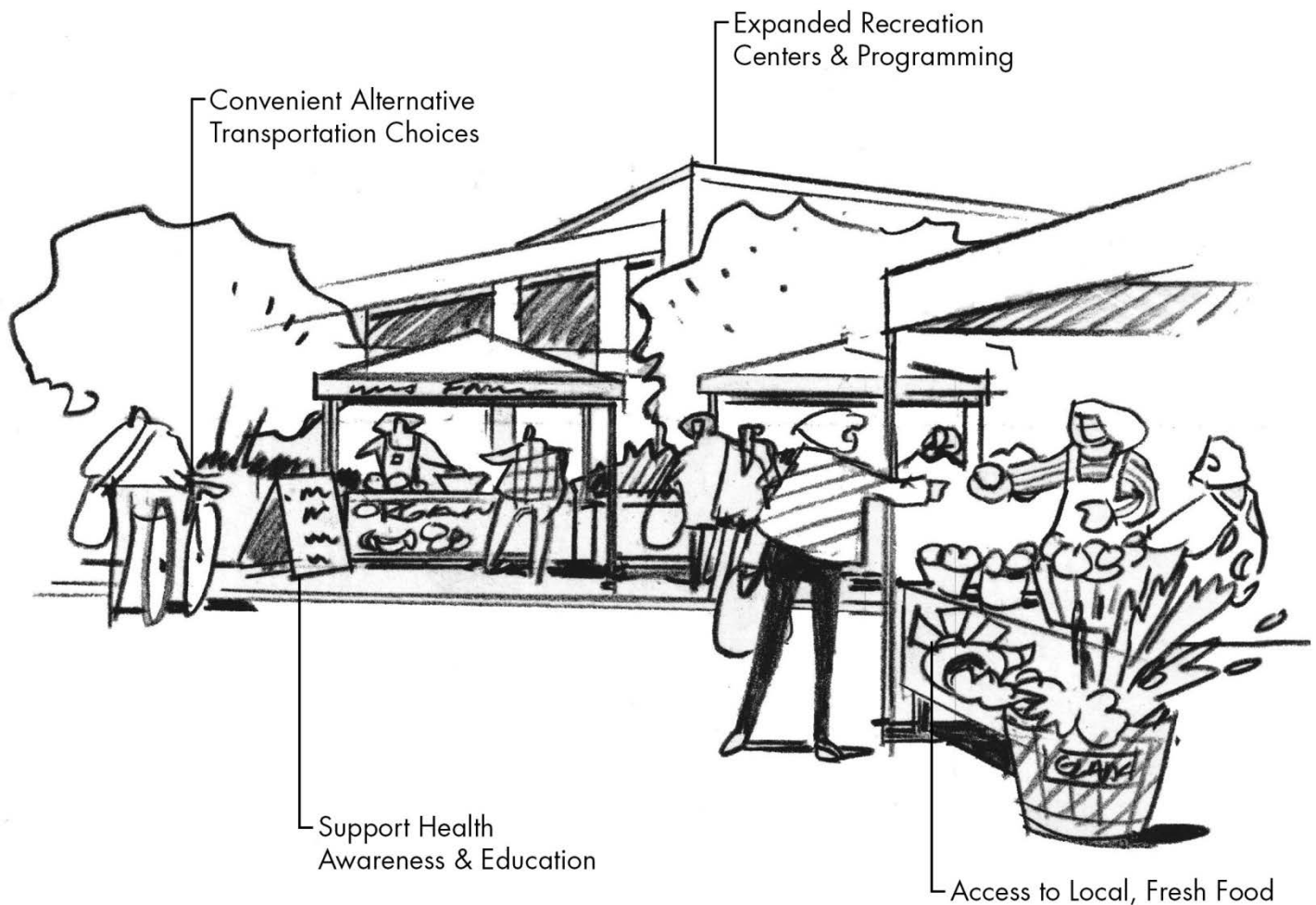
"Many physical interventions—from floating buildings and levees to wet floodproofing—can be employed to create resilience, depending on the particular set of risks faced by a community. However, the most successful strategies will work in concert with the natural ecosystem where they are used. In northern 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.

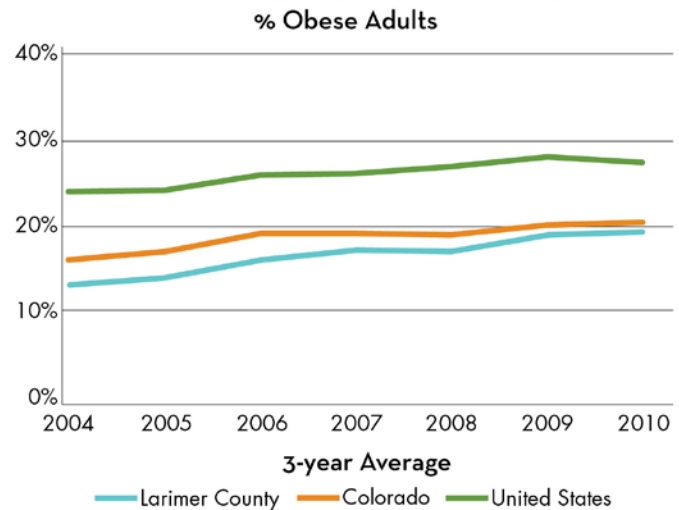
their age, income or ability. Seniors who age-in-place, as well as toddlers who play in a park daily, are the beneficiaries of a land use plan that includes public health considerations.

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



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

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)

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)

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 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.

- 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).*

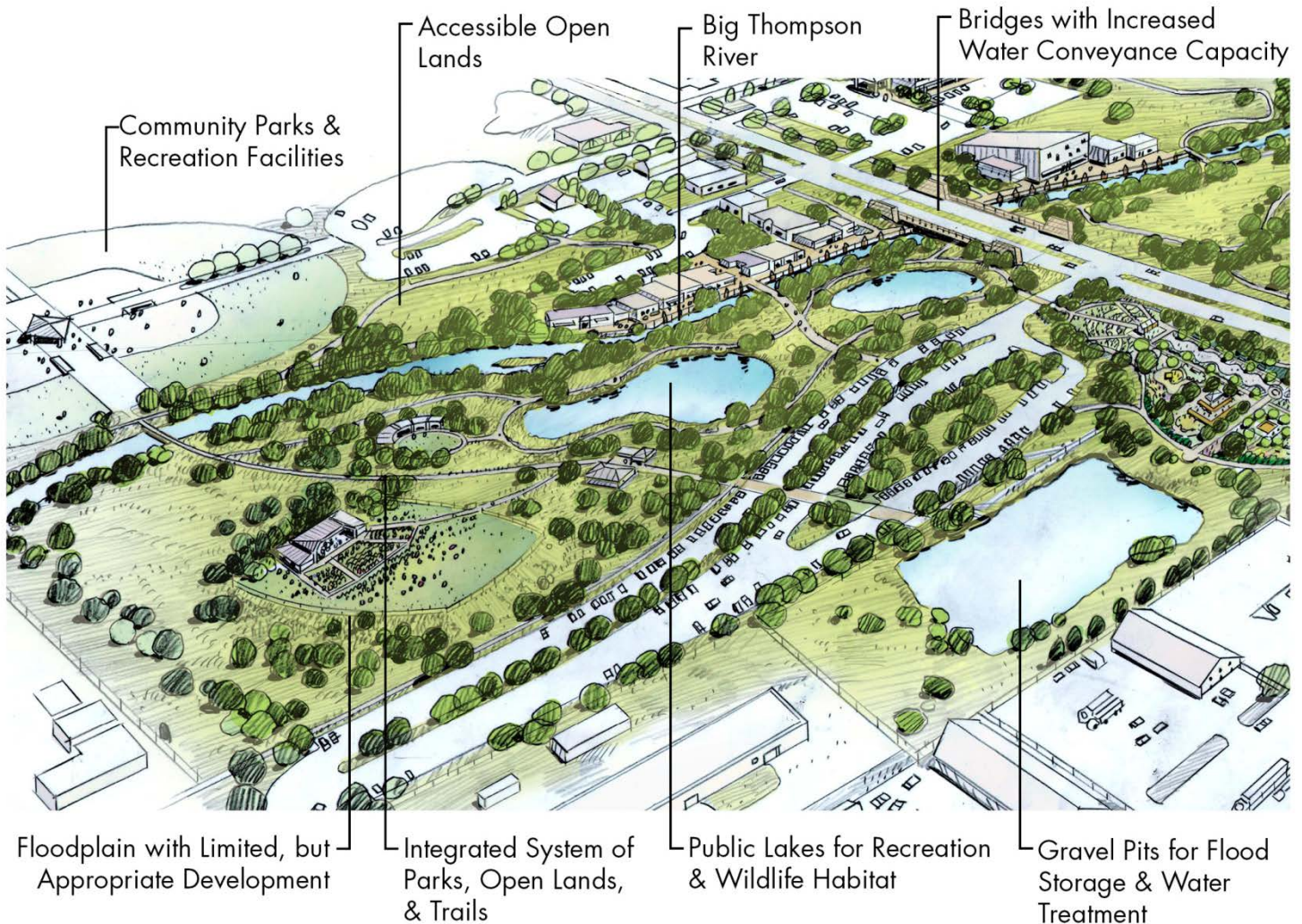
- Develop, operate, and program specialized recreation facilities in accordance with service level guidelines defined in the 2014 Parks and Recreation Plan.
- Improve and provide safe, accessible, attractive indoor and outdoor facilities that meet the recreation programming goals of the community.
- 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

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).



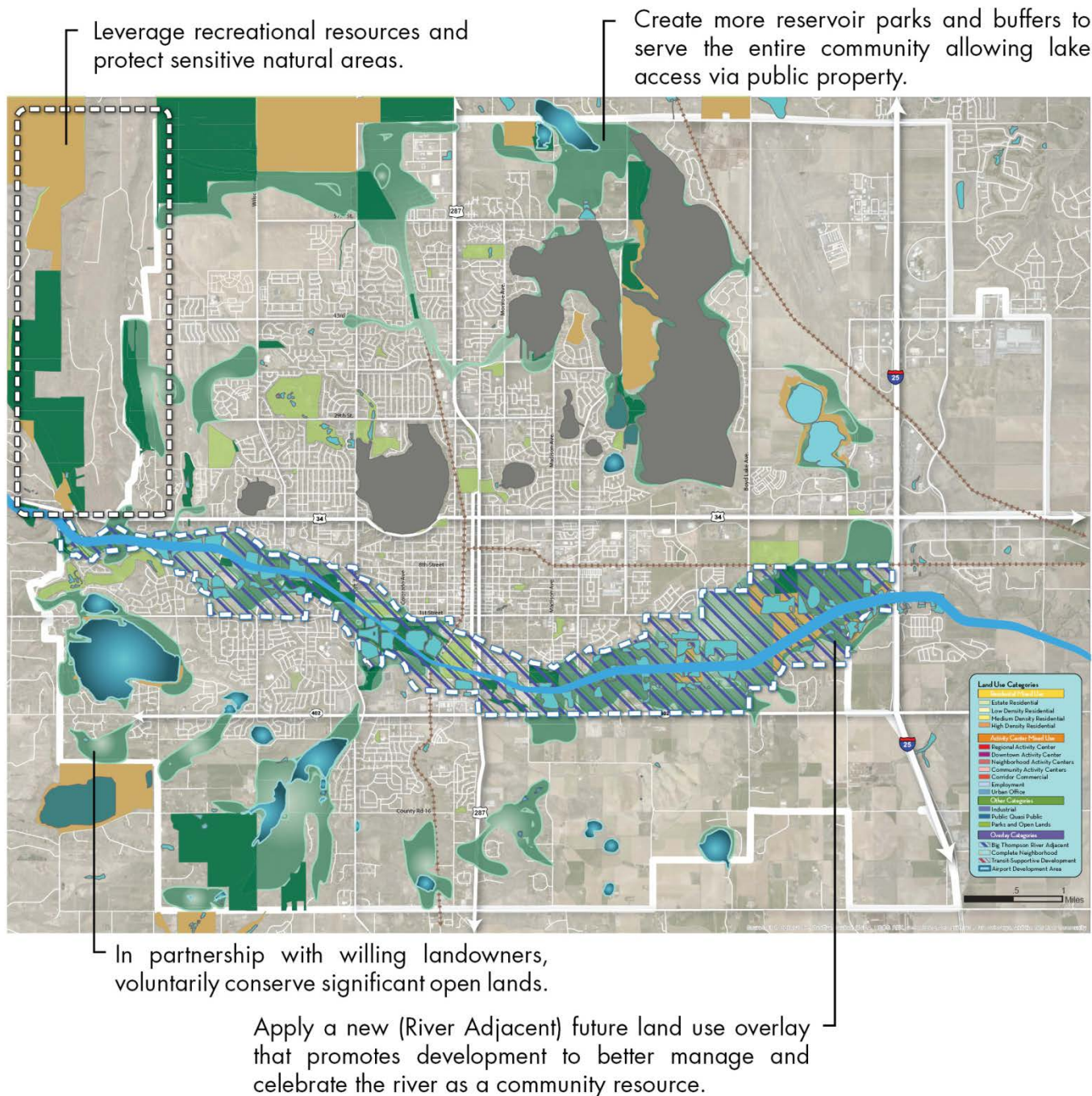


Figure 2-4. Land Use Plan opportunities to preserve and enhance our natural resources

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



Working farms and ranches, like Long View Farm, have and must continue to be conserved within and adjacent to Loveland's GMA

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

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

- Update and implement a hazard mitigation plan in tandem with regional efforts.

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

- 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.

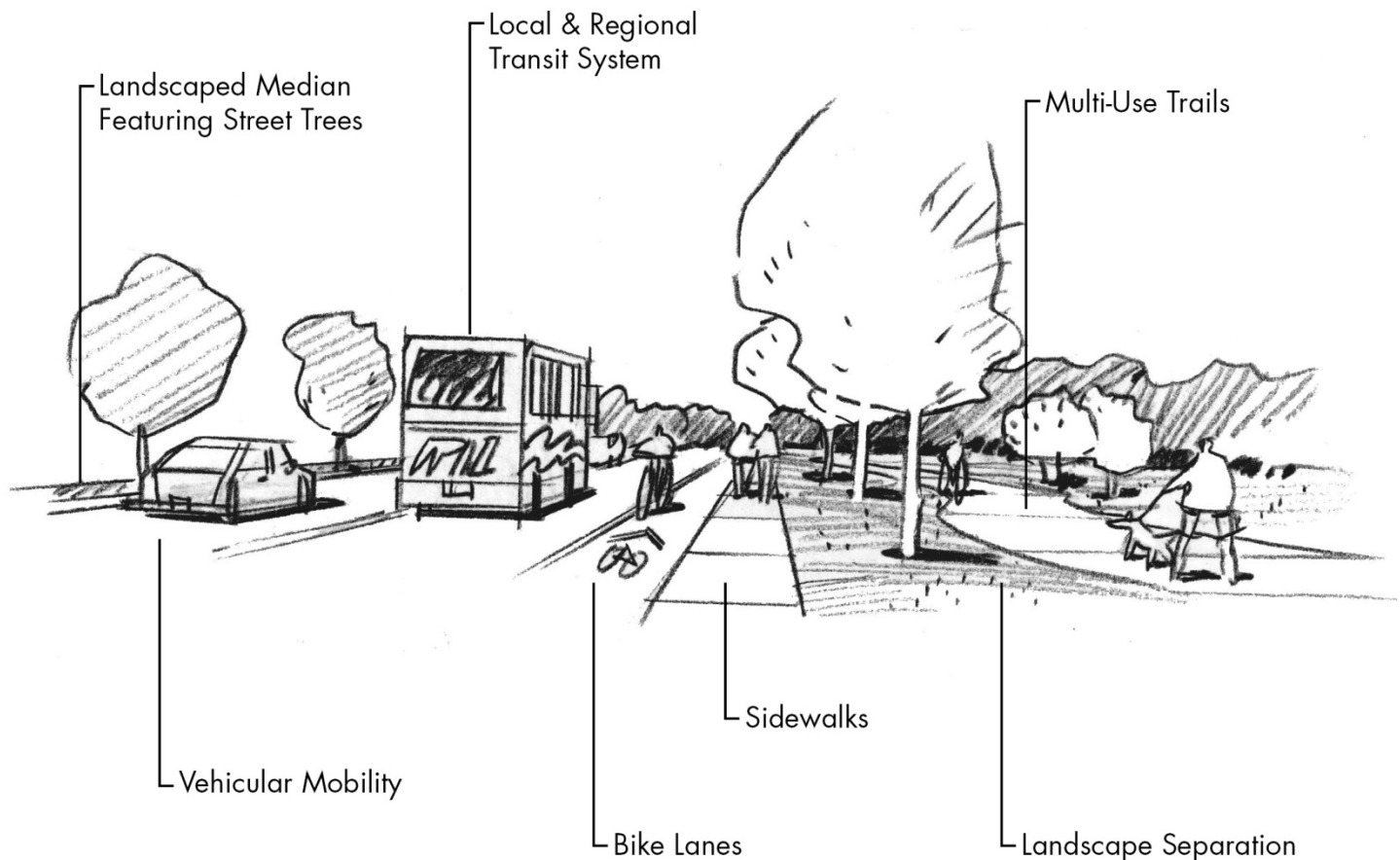
Relevant Indicators

- Development in High Risk Areas
- Residential Water Use



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 F.

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 a viable travel choice 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

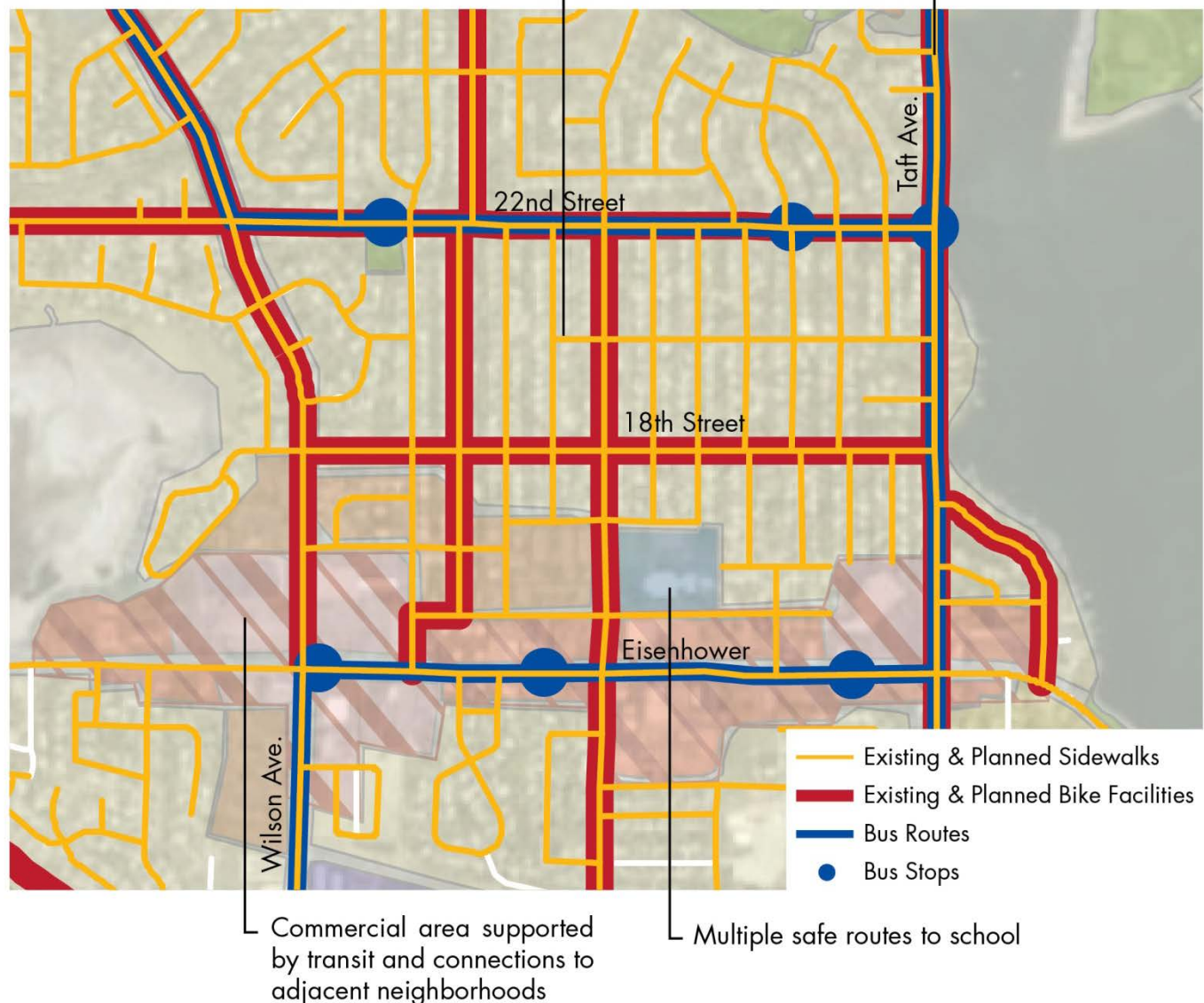


Figure 2-5. A connected and accessible street grid reduces traffic congestion and expands choices for all transportation modes (vehicle, transit, bicycle, and pedestrian). Transportation choices also strengthen retail performance and neighborhood vitality.

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 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

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



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.

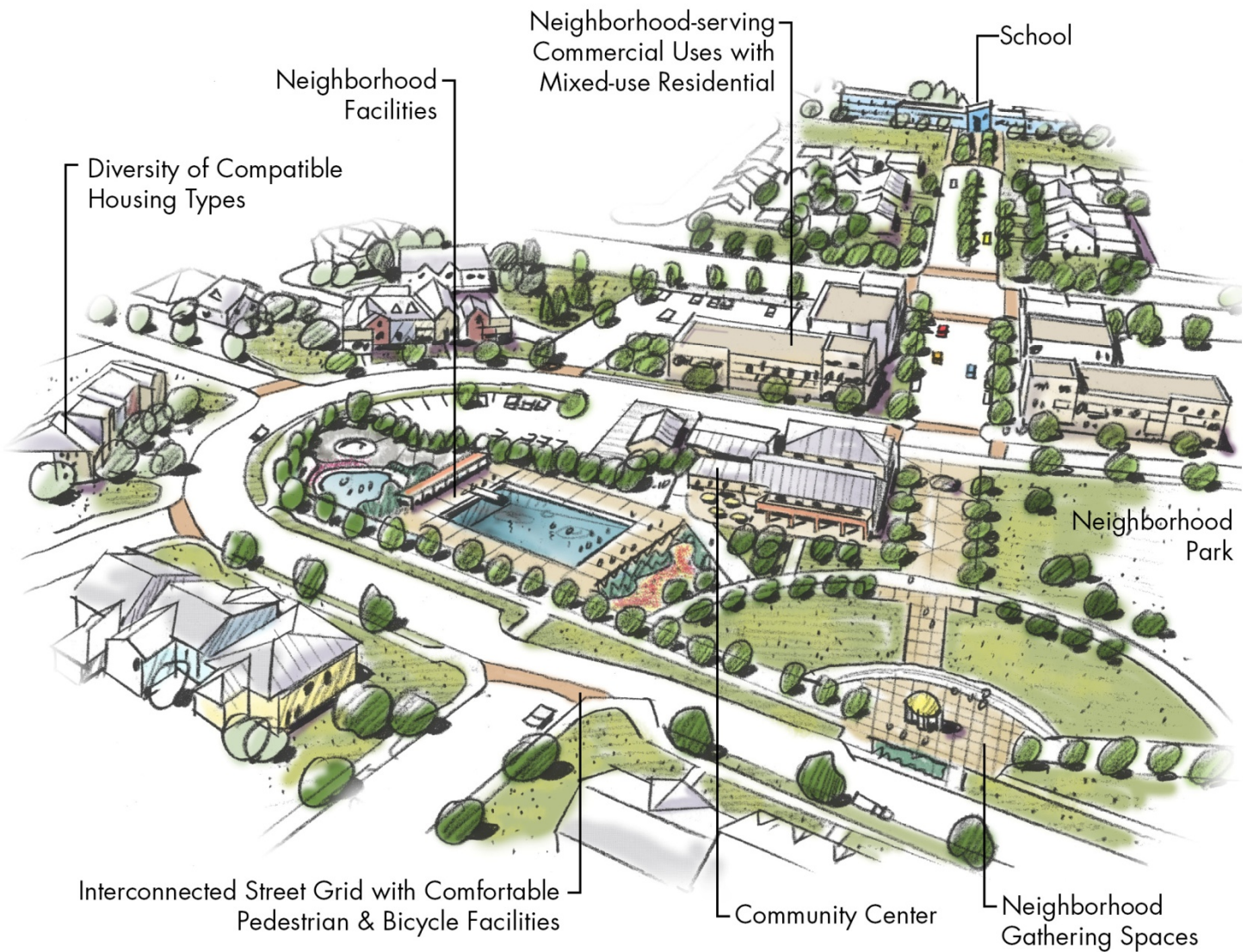
build a strong social fabric, which helps enhance Loveland's ability to respond to future challenges and opportunities.

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

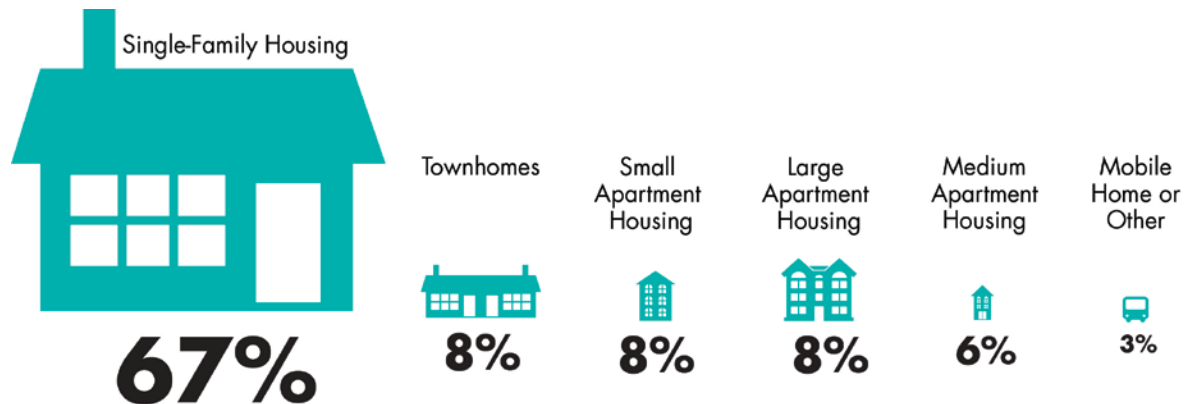
Facilitate Complete Neighborhoods



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 F.



2013 American Community Survey

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.

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 throughout the

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

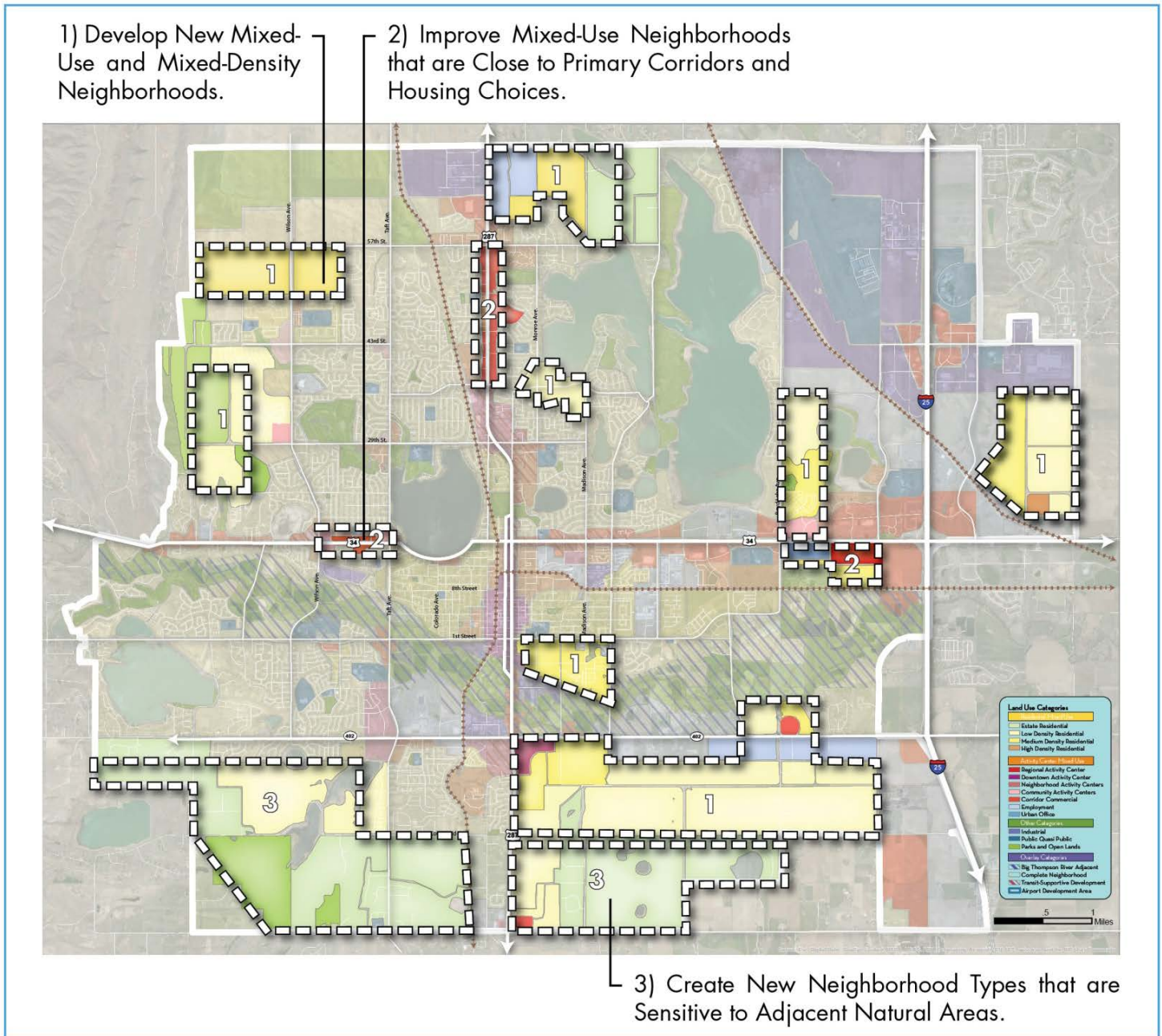


Figure 2-6: Complete Neighborhoods. Land Use Plan opportunities to encourage complete neighborhoods and revitalize corridors with mixed use residential developments

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.

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.



Multifamily housing options



Senior housing options



Development that recalls historic neighborhoods, with alleys and detached sidewalks

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.
- 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.

- 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).

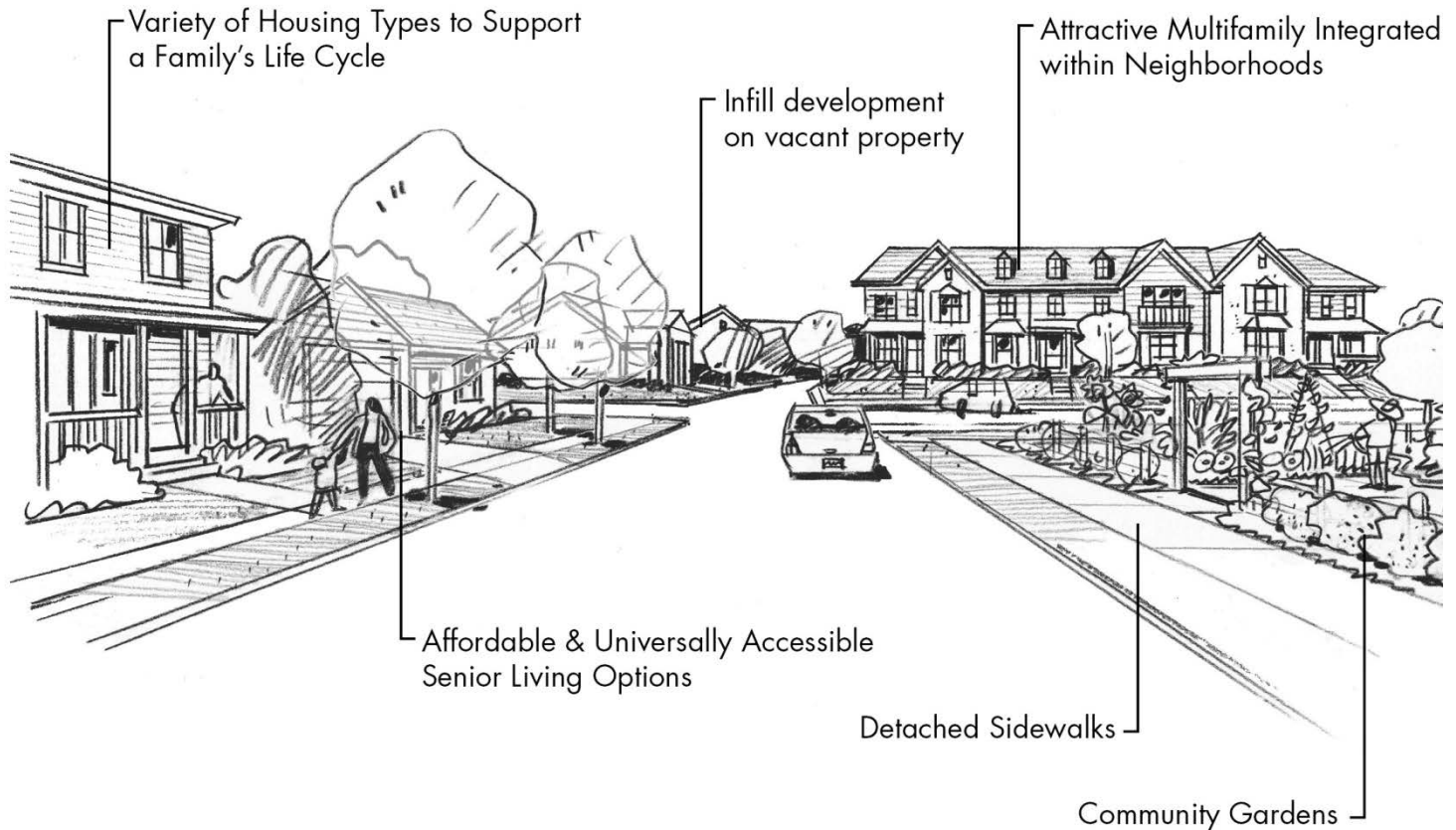
- Add housing to redeveloping and new commercial and employment areas.
- Encourage new housing to locate in areas cost-efficiently served by existing or planned public infrastructure.
- Work with developers to incorporate neighborhood-serving commercial within walking distance of new housing development.

Relevant Indicators

- Residential Affordability
- Jobs-housing balance
- Residential Density
- Neighborhood Walkability

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

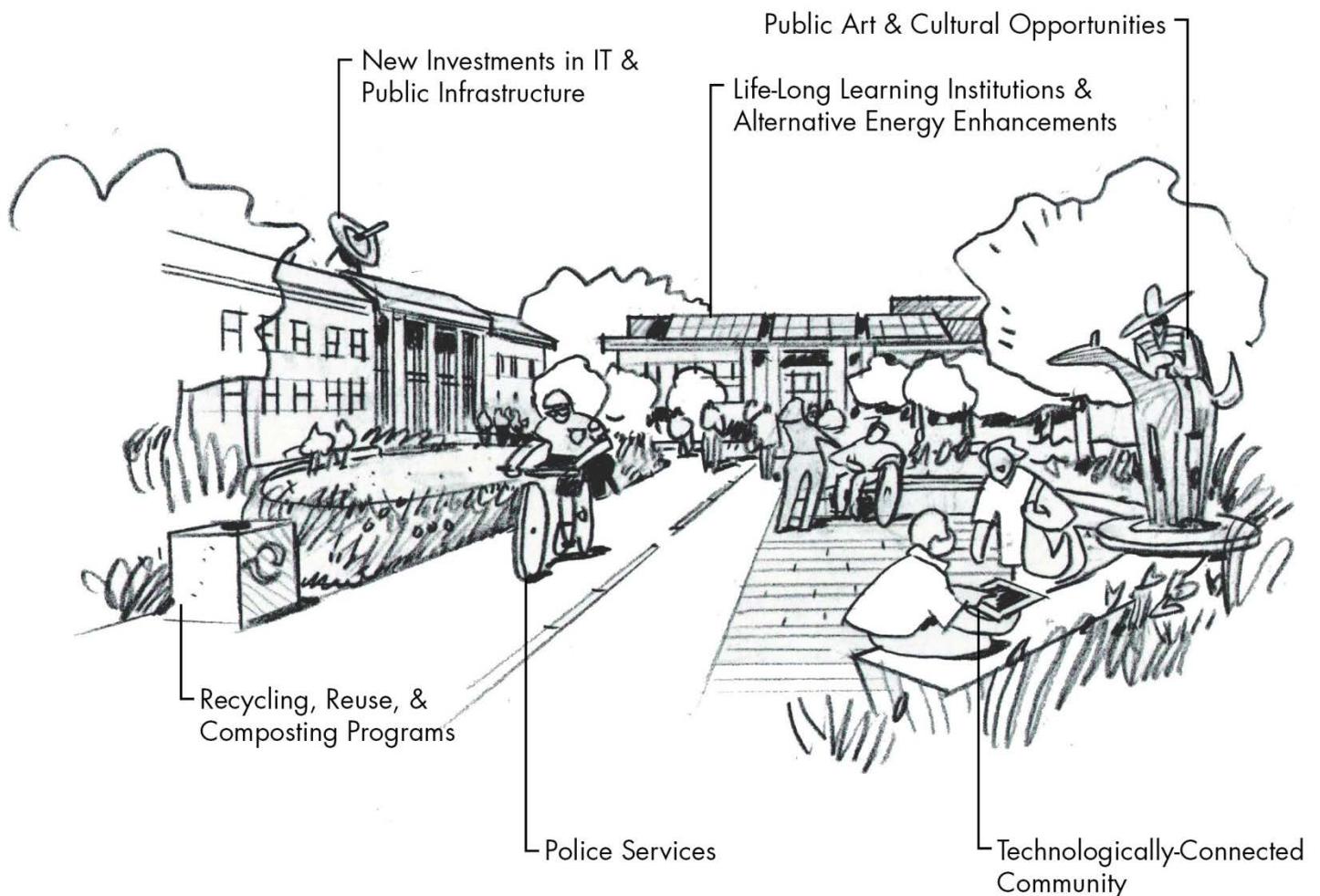
- Support the rehabilitation of housing and redevelopment of aging private properties through the provision of loans, or technical support.
- Maintain the character, structural integrity, and appearance of new and existing developments including the appropriate use of landscaping.
- Stimulate infill 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

Community and Regional Services

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



Artist's rendering, 2014

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

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

Environment: Loveland's many lakes, reservoirs, canal, ditches, and of course, the Big Thompson River, all play important roles in the regional natural resources system. The balance between using these as recreational assets and as critical water resources will become even more important with the growth

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

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

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

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

Ideas for implementing this included: building above the floodplain, directing development away from areas prone to natural hazards, and predicated new development on water, sewer and infrastructure capacities. The interface with surrounding towns will become more challenging, especially when it comes



to shared services and community separators. Annexation policies below should be considered together with the Future Land Use Plan Map and Land Use category descriptions when evaluating a specific annexation, development or redevelopment proposal to ensure efficient provision of City services while encouraging infill development.

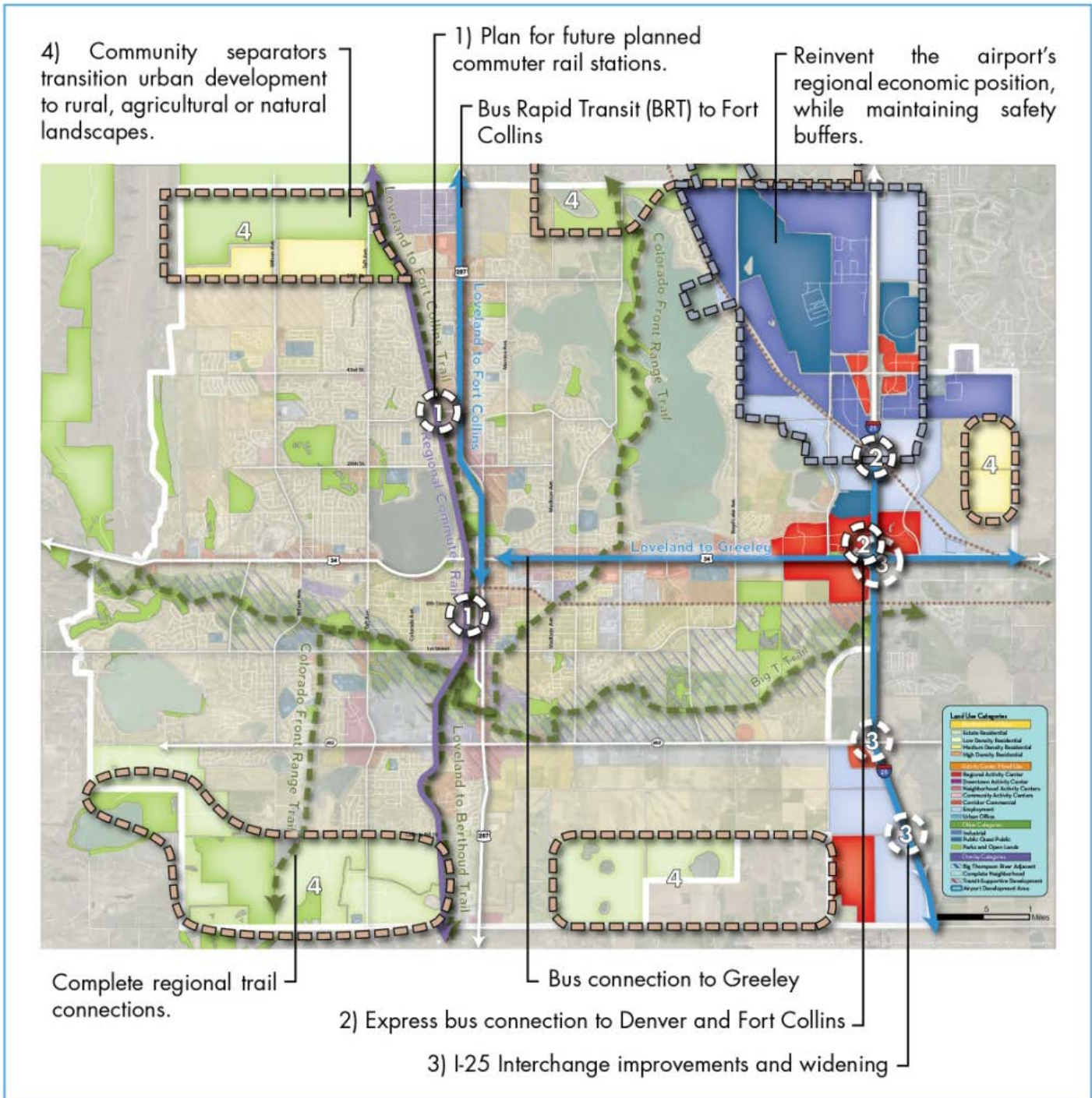


Figure 2-7: Community and Regional Assets. Land Use Plan opportunities to complete regional trail and transportation connections, and plan for sensitive transitions to surrounding municipalities

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 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 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.



Airport development area

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

- Support the implementation of the Airport Strategic Plan by protecting against encroachment of non-compatible land uses, creating and supporting a sustainable business model, and encouraging public and private investment.
- Locate appropriate new commercial development near the Airport, while maintaining 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.
- Collaborate with police department, fire rescue authority, and school districts to ensure a safer



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.

Loveland.

- Maintain and improve current levels of service as the City continues to grow.

Relevant Indicators

- Property Investment Activity
- Mode Split



Comments that have been addressed in document

July 2, 2015

Prior to the Public Draft, the project team received extensive feedback during February's Community Choices 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.

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 data.



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Planning Process	CC	How many times has the 2005 Comprehensive Plan been amended?	The 2005 Comprehensive Plan has been amended 10 times. Seven of those instances were changes to the Land Use Plan, usually involving the changing of the future land use designation on a parcel. But one instance was to change the text of a land use designation and another was to expand the Growth Management Area boundaries.
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.
Chapter 2: Our Future (Plan Policies)			



Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
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.
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 2.2	PC	Does regional rail mean light rail or commuter rail?	Changed to read “commuter 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

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
			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 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).
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 / 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,

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
			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 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.
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	SC	Should land be designated as NAC or CAC along North Boyd Lake Avenue as residential growth there increases?	At this time we believe that there is sufficient commercial property in the area to serve current and future populations. However, we will be proposing a change to the land use plan to raise the allowed residential densities in portions of this area.

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
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.
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.
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	How does oil and gas fit into our natural resources picture as related to land?	Oil and gas development is regulated by the State of Colorado, and unfortunately state law and legal precedents limit the City's and citizens' influence on where oil and gas can occur. The plan anticipates the need for strategic flexibility in strategic areas in the future in oil and gas extraction areas such as the Highway 402 corridor (see p. 1-4). In response to



Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
			this question, Policy 4.3 was added to the Public Draft to read: 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.
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 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	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 1 or 4	PC	Address intensity, especially in relation to transportation intensity.	Changed as requested.
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.
Regional Role	PC	Freight traffic on US 34 not addressed. Should say something like: "facilitate convenient freight route traffic."	Changed as requested.
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

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
			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.
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.
Chapter 4: Our Strategies (Implementation)			
No comments			

Previous comments not addressed in document

July 2, 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. A few comments deserved further study and were not changed in the Draft Plan, published in June 2015. These remaining items will be addressed in the Final Plan, expected in Fall 2015.

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Overall Comments			
All Chapters	PC	Make sure that statistics used are appropriate for Loveland, and are from credible sources. Include discussion about what may affect the statistics.	Sources accompany most if not all statistics, and are from the most reliable source. The team will review statistics used to see if they are necessary (to avoid "dating" the plan) and if there is a more meaningful way to present them. For example, the obesity rates used in Chapter 2 could change to physical activity rates which would be a truer measure of the intent of the bike/ped discussion.
Chapter 2: Our Future (Plan Policies)			
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	Will add bullet point mentioning the LDP and the commitment something to the affect of: The formation of the Loveland Downtown Partnership and the provision of funding from the City represent a strong commitment to achieving the Community's Vision of Downtown.
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	Will include this point in the introduction to the Downtown section: The allied organizations, Loveland Downtown Partnership and Downtown Development Authority and the stakeholder involvement they represent are a key component of the Vision for Downtown.
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	Will change map in introduction to highlight that area and show a connection to the River.
Downtown 2	PC	Consider the implications of having more pedestrian traffic around the railroad downtown	Add as a supporting strategy to Policy 2: When planning for pedestrians Downtown, work with the Railroad to ensure pedestrian safety.
Downtown 2	SC	"Lifeblood" may not be a good word	Leave as is to relate to the previous policy "Support Downtown as the iconic cultural and civic <u>heart</u> of Loveland," or change to read: "Create and maintain quality transportation options which are Downtown's <u>lifeblood</u> / <u>lungs</u> / <u>breath</u> ."

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
Downtown 5	Loveland Downtown Partnership (LDP)	Improvement in infrastructure should be in parallel with the development of new buildings	*Add Supporting Strategy to the affect of: As improvements are made to buildings, coordinate improvements to adjoining and supporting infrastructure and amenities.
Corridors Intro	SC	Is there anything about how do non-residents use the public spaces along our corridors?	Add as a sentence to the end of the second paragraph of the Corridors section: The existence of high quality spaces and commercial opportunities along our corridors will encourage visitors to stop and visit Loveland attractions.
Corridors	SC	1% for the Arts action item is vague.	*Clarify what is meant by "Expand and Showcase Arts and Cultural Facilities" in Appendix A. Annual Work Plan. Edit to: Coordinate 1% for the Arts funding for City capital construction projects with the Cultural Services Department.
Corridors Policy 4	SC	What would it look like for the City to acquire parcels at key gateways to ensure that desires are being met.	Add as supporting strategy: Be open to a variety of methods for creating quality gateways including partnering with property owners, easements, or purchases.
Centers	SC	What does it look like for the City to "redouble" their efforts in a competitive regional environment	This statement is an acknowledgement that due to increasing competition that Loveland will need to re-evaluate its economic development efforts in order to continue to be successful. Change last sentence of second paragraph to read: Looking forward, the City will need to continually improve its economic development efforts in order to remain competitive in the regional market.
Centers Policy 4	SC	Expand partnerships	Add Northern Colorado Economic Development Corporation to list in the supporting strategy.
Centers Action Plans – Tourism Promotion	SC	Recreation Tourism based on RTA?	Add to Appendix A an initiative to promote recreation and tourism built around the RTA effort.
Corridors	PC	Convenient parking for RVs, with shuttle to Downtown.	Loveland sees a significant amount of recreational vehicle traffic passing through on its way to some of Colorado's many destinations. Most of this traffic passes through Loveland on US Highways 287 and 34. Add supporting strategy to Policy 3: Look for opportunities to facilitate Recreational Vehicle (RV) travelers stopping and visiting Loveland's businesses and attractions, particularly Downtown. Options could include designating satellite parking lots along highway corridors with shuttle buses for major events, and signage designed to both inform tourists of attractions and the ways that they can access them.

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
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.	<p>The plan emphasizes the relationship between transit's overall success and land use. Staff acknowledge that one of the key reasons that transit struggles to improve service is because land uses are not transit-supportive. That is, they do not provide sufficient densities and complimentary mixes of uses to increase transit ridership. Therefore the plan recommends transit supportive densities through the "Enhanced Corridor" overlay while continuing to serve transit dependent populations. See Chapter 2 Mobility especially Policy 3: "Make the COLT bus system a convenient, efficient and functional choice." Transit is also emphasized in the Housing Policy 1 and Community and Regional Services Policy 2: "Maintain and expand convenient transportation connections between regional destinations."</p> <p>Furthermore, add as a supporting strategy to Policy 3 in the Mobility Chapter:</p> <p>Encourage improvements to COLT that make it more convenient and project an image of quality to make it more desirable to choice riders.</p>
Mobility	SC	<p>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.</p> <p>Don't use a program (i.e., SAINT) as a bandaid to solve land use inadequacies. Instead solve the land use problem.</p>	<p>Add to end of second paragraph of Mobility introduction:</p> <p>Improved accessibility can help populations with mobility challenges, such as the elderly.</p> <p>Add to as a supporting strategy to Policy 4:</p> <p>Look for opportunities to locate service providers closer to the populations they serve. Recognize that transit alone is not sufficient to solve access issues for the elderly and those with disabilities and that the land use pattern must also support convenient, non-vehicular access to services.</p>
Mobility 5	PC	"Sustainable" is over-used. What specifically should be funded?	<p>Replace Mobility Policy 5:</p> <p><u>Establish a sustainable financing foundation that provides for a transportation system that provides dependable mode options with the ability to accommodate Loveland's growth.</u></p> <p>Replace Mobility supporting strategy 5.1:</p> <p>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. Seek funding sources that allow for stability and long range planning.</p>

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
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. The project team will evaluate revising the policy itself to encourage utility undergrounding.
Housing	SC	The plan doesn't go far enough re: affordable housing. Should a percent of housing be dedicated to affordable housing?	<p>The plan emphasizes increasing housing affordability by increasing housing choices, supply and higher wage employment.</p> <p>There is often confusion regarding the difference between "affordable housing" and "housing affordability." Recommend adding the following to either the Housing section or the Housing Affordability indicator section:</p> <p>When communities talk about affordable housing, often it is reference o a program that provides support, financial or otherwise to the production and maintenance of housing that charges below-market rates. The decision to undertake an affordable housing program is often based on the availability of funding, which competes against other City priorities on a yearly basis.</p> <p>A more fiscally sustainable and resilient approach that can be implemented through a comprehensive plan is one that addresses housing affordability. Housing affordability speaks to the amount of income households have to spend to meet their housing needs. In a community with a housing affordability problem, households have less money to spend, for example, at local businesses.</p> <p>A community that provides a wide range of housing types is more likely to have a housing supply and market that adequately serves people across the income spectrum. Density also plays a role in allowing market rate housing to be affordable because higher density housing has lower land costs per unit and can therefore be sold or rented for a lower price. Because housing and transportation are typically the two largest expenses in a household, locating housing so that a family only needs one (or no) car in order to access school, work, shopping, and recreation can have a positive impact on a family's finances.</p> <p>This comprehensive plan supports housing affordability by facilitating the mixed density neighborhoods, close to transit service and ensuring that sufficient density is allowed in order to keep land costs per housing units reasonable. It further emphasizes retaining and</p>

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
			attracting higher wage employers beyond traditional service employment.
Housing	PC	Need consistency in describing the new Chapter 3 land use category “Complete Neighborhoods.” Is this an Overlay (only applied to specific areas) or Optional (applied at property owner’s request)? The spirit is to add options, flexibility, match market demands, etc. – all good things – now just need to be clear and consistent.	<p>Staff acknowledge that the categories described in Chapter 3’s Land Use Plan are not also described in Chapter 2’s policies. Chapter 3’s introduction could also be more straightforward.</p> <p>Add to Chapter 2 “Facilitate Complete Neighborhoods” introduction: Current market trends show the popularity of neighborhoods that mix different housing types and densities with commercial development in a pedestrian and bicycle friendly environment. The development of these complete neighborhoods should be a viable and efficient <i>option</i> for the Loveland community. The land use plan and category descriptions such as the “Complete Neighborhoods” optional overlay in Chapter 3 provides a path for the creation of these neighborhoods.</p> <p>It is the intent of this plan to allow mixed use housing types as an option for future development. As Loveland grows it will need to accommodate a wider variety of housing preferences. Development of a variety of neighborhood types should be an efficient process with high quality outcomes. As density increases, so too should community amenities, open space, and design quality. Move “Complete Neighborhoods” in Chapter 3 (p. 3-17) from the heading Other Categories to Overlay Categories. Note that Complete Neighborhoods is optional. Key opportunities for achieving Complete Neighborhoods are shown on the Land Use Map.</p>
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 in the Public Draft. The project team and Planning Commission will evaluate potential policy changes.
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?	<p>These are important questions to answer, though the answer is complex and certainly not one-size-fits-all. Recommend adding the following to the Older Neighborhoods introduction:</p> <p>Redevelopment and infill development in existing neighborhoods faces a number of challenges: old infrastructure results in uncertainty and increased costs; existing neighbors may object to the prospect of change and increased traffic; sometimes the zoning of the property may not correspond with the development potential of the property or the requirements may make the development infeasible. Create Loveland recognizes the importance of keeping Loveland’s older neighborhoods vibrant. While the Plan cannot make old water and sewer pipes new again, it can address the concerns of neighbors and lay the groundwork for utilizing zoning to support and not hinder redevelopment.</p>

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
			<p>Zoning can address neighborhood concerns by including infill or redevelopment standards that address how new development relates to existing development instead of focusing solely on height, density, setbacks, etc. like current zoning policy does. Better standards can increase the level of certainty around development for both the neighbors and the developer.</p> <p>Zoning roadblocks can also be removed by modifying or loosening standards to make it more financially feasible or easier to fit a project onto a property. Care must be exercised as loosened standards can make a neighborhood less likely to accept change.</p> <p>Zoning has a limited ability to impact infrastructure issues. If Loveland wishes to address this barrier to redevelopment, it may need to use infrastructure planning and funding to do so.</p> <p>Changes to economic conditions and consumer preferences can make it so that the zoning of a neighborhood does not allow for development demanded by the market. When pursuing a change in zoning in order to make development economically feasible in an existing neighborhood, care must be taken. Rezoning can be an appropriate tool when it would support not only the economic development of the property, but also the larger goals of the community and City, and not push too much change, too fast on an existing neighborhood. Examples of an appropriate situation might be where a property is located in a transitional area where an investment in infrastructure is being made. Rezonings should be in compliance with the Comprehensive Plan and must not be spot zonings which are not allowed by law.</p>
Chapter 3: Our Places (Future Land Use Map)			
Overall	PC	We are not reaching the higher end of density, even when allowed in the zoning code. Why not?	<p>There are a number of reasons why we might not always reach the max density. Since Loveland uses gross density, that can make it harder to reach. With the combination of open space, drainage, and street width requirements, it can be difficult to reach the maximum density with a single family detached product.</p> <p>Add this supporting strategy to Housing Policy 1: Use creativity and flexibility to achieve quality design in small lot neighborhoods.</p>
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?	Complete neighborhoods contain a fine-grained mix of housing types and densities and commercial and civic uses, all arranged in a pattern that supports pedestrian and bicycle transportation.
Land Use Plan	PC	Should we write in the same references between Chapter 2 and Chapter 3 around land use? Explain existing to proposed?	There is a mention in Chapter 3 that only a few changes have been made to the land use plan.

Page/Policy #	Reviewer Stakeholder Cmte / Planning Commission / City Council	Preliminary Plan Comment/Question	Response/Change for Public Draft
Figure 2-4	Stakeholder	Change map to shrink green area on the east side of Houts and Equalizer Lakes.	Change as requested.
Figure 2-7	Stakeholder	Community Separator designation on the far east parcels is inappropriate	Remove designation.
Land use Plan	Stakeholder	Add disclaimer to note that properties are governed by the densities allowed per zoning and not as indicated in the land use plan.	Will add clarification that zoning governs actual entitlements and that the land use plan presents a desired future condition.

Public Draft Plan Comments/Responses

July 1, 2015

Comments submitted on the June 2015 Public Draft are shown in the table below. They were organized into three categories: 1) Comments to Address (improve plan), 2) Comment Already Addressed (no improvement to plan needed), and 3) Out of Scope Comments. We propose that the Study Session focus on the Comments to Address that would improve the plan.

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change for Final Draft
Comments to Address (improve plan)				
1	Centers	Open City Hall	Redevelopment of older shopping centers should be encouraged but not with taxpayer funds being used to subsidize bringing in new chains. Loveland's population has reached a point at which national retailers see the dollars in all of the new households and will expand here on their own.	Consider removing Centers Policy 1.4: Offer economic incentives according to City policy for redevelopment projects that significantly advance the City's vision.
2	Neighborhood Character	Open City Hall	The city should act as a facilitator between large developers and sections of blighted neighborhoods to speed up redevelopment. Options should be prepared in advance so that if a homeowner wants to play the "I'm holding out for more" game, a new zone could be designated quickly.	Consider adding to Neighborhood Character Policy 5.1 the City's role as a facilitator
3	Chapter 2 Intro, page 2-4	City Staff	US 34 Corridor Plan - include in list and as it is a defined boundary, show on the map.	Will add US 34 Corridor Plan to list of related plans
4	Chapter 2 Centers and Corridors, page 2-6	City Staff	The themes and plan elements for Ch. 2 are not intuitively organized. The hierarchy to the chapter needs to be improved.	Revise theme titles and use formatting styles to improve organization
5	Chapter 2 Downtown, page 2-9	City Staff	Is there a defined area for "downtown" to be clear where we apply these? A key map would be very helpful when specific policies are targeted to specific areas.	<p>The Downtown Activity Center (DAC) is the area in which the majority of these policies apply. Improved connections between Downtown and surrounding neighborhoods are important and noted in blue on the map.</p> <p>Will add a new table to page 4-4 on how Plan Elements and Land Use Categories relate to one another.</p>

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change for Final Draft
				Will add blue lines to the legend at bottom.
6	Chapter 2 Corridors, page 2-15	City Staff	Are these areas the only "corridors" that we would apply the policies to? So, for example, we would not apply these to Taft or Wilson.	One approach would be to associate land use categories with a plan element (i.e. policies for commercial activity centers would be found in Centers and Corridors). Will add a new table to page 4-4 on how Plan Elements and Land Use Categories relate to one another.
7	Chapter 2 Corridors, Policy 4.3	City Staff	What does this mean? How would we compliance interpret this?	Recommend removing Corridor Policy 4.3 as it is redundant with subsequent supporting strategies.
8	Chapter 2 Centers, Policy 1.8	City Staff	Siting of parking; visibility from corridors - breaking up views of large parking lots along corridors.	Add "and siting and visibility from corridors"
9	Chapter 2 Centers, Policy 1.2/1.6	City Staff	Same policy item is repeated twice	Will delete duplicate policy
10	Chapter 2 Centers, Policy 2	City Staff	A bullet indicating building siting, not orienting backs of building on to corridors is needed.	Add additional supporting strategy related to building orientation towards corridors
11	Chapter 2 Centers, Policy 2.4	City Staff	Grocery store is also needed in east Loveland	Will add east Loveland to supporting strategy
12	Chapter 2	City Staff	Where are commercial and industrial policies outside of a corridor or center?	Policies regarding commercial and industrial areas are isolated in the Corridor and Center sections. Will add a new table to page 4-4 on how Plan Elements and Land Use Categories relate to one another.
13	Chapter 3, page 3-6	City Staff	I do not understand what this map is showing and the difference between the blue and green areas	The green is the Airport Area (as defined in the Airport Strategic Plan), and the blue is the I-25/US 34 Area. Will revise the maps to show only one area.
14	Chapter 3, Land Use Categories, NAC example page 3-18	City Staff	Use Loveland example where feasible for NAC and E categories	Staff to identify Loveland examples
15	Chapter 3, Estate Residential, page 3-23	City Staff	Front yard setback	Will change to "front yard setback"



Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change for Final Draft
16	Chapter 3, Low Density Residential, page 3-24	City Staff	I'm not sure that I understand the land use mix column. Does this mean that apartments and retail can be developed within the LDR category? They are not allowed in the zoning compliance categories. Do the blocks in the mix indicate a percentage that is allowed?	The land use mix illustrates what is allowed within the category as a whole (based on the 2005 Comprehensive Plan Land Use Category Descriptions). Since the Land Use Categories do not follow parcel boundaries, this is a general guideline of what uses could be seen in a general area, to achieve the target gross area density. Will remove four-plex/eight-plex within LDR
17	Chapter 3, Medium Density Residential, page 3-25	City Staff	I'm unclear on where the setback and height numbers are coming from. Is this a recommendation for us to change in the zoning code?	The setback and building heights are an average based on the existing development pattern, and taking into consideration the future desired development pattern. Target densities are the same as the 2005 Comprehensive Plan.
18	Chapter 3, Regional Activity Center, page 3-27	City Staff	Add Business zoning	Will add Business Zoning to list
19	Chapter 3, Neighborhood Activity Center, page 3-30	City Staff	Add PUD zoning	Will add PUD Zoning to list
20	Chapter 3, Employment, page 3-32	City Staff	Add Employment zoning	Will add Employment Zoning to list
21	Chapter 3, Public Quasi Public, page 3-34	City Staff	What is the specific Zoning Compliance for Public/Quasi-public?	There is no specific zoning category for civic or public uses. Will add bullet description at top.
22	Chapter 3, Complete Neighborhoods, page 3-36	City Staff	Where is the narrative about this being flexibly applied as an option - not designated/required on specific property?	Will revise the first bullet to clarify that the Complete Neighborhood Overlay is an optional designation for LDR and MDR uses city-wide. Opportunities identified through public input for suitable locations are shown on the Land Use Map.
23	Land Use Plan	City Staff	Could the Enhanced Corridor Overlay be applied to parcels that are adjacent to parcels that are adjacent to	Staff to present recommendation to Planning Commission on August 10.



Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change for Final Draft
			the corridor? This would support land assemblage and redevelopment	
24	Land Use Plan	City Staff	The River Adjacent Overlay should address mineral extraction	Will revise River Adjacent Overlay to address mineral extraction
25	Residential Land Uses	City Staff	Can we add some policies or supporting strategies that will support better design? Specifically, can we provide a supporting strategy that supports our efforts to limit the amount of the facade of a house that is taken up by the garage?	Staff to present recommendation to Planning Commission on August 10.
26	Downtown	City Staff	Add a supporting strategy that supports the expansion of General Improvement District #1 to facilitate redevelopment	Staff to present recommendation to Planning Commission on August 10.
Comment Already Addressed (no change to plan needed)				
		Website	Does the plan do anything to welcome diversity into the city? I have mentioned this several times but do not see it reflected. Thanks.	The Plan does not specifically address social or racial diversity on the policy level, though the Plan recommends housing diversity (Ch. 2 Neighborhoods & Community Assets, Policy 3; and Housing, Policy 1, 2 and 3), economic diversity in terms of commercial centers and employment options (Ch. 2 Centers), biodiversity (Ch. 2 Environment, Policy 4.5), and diversity in transportation options (Ch. 2 Mobility).
	Mobility/Downtown	Website	1. Need for another major/minor N-S corridor "around" downtown Loveland: Garfield on west or one on east side?	Addressed in Mobility Policy 4.5: Improve existing intersections to facilitate north-south and east-west traffic; and Policy 4.6: Create new transportation corridors to overcome barriers to local traffic.
		Website	2. Emphasize development of 402, entry to Loveland...and add some extension to west and north to connect to Eisenhower/US34.	Addressed in Regional Services Policy 2.8, Mobility Policy 1.5, Corridors Policy 3.2, and Centers Policy 3.1 and 3.5. The Hwy 402 Corridor is called out specifically in Chapter 3 as a Market- Supported Development Opportunity, where additional street connections north is specifically called out. More detail can be found in the 2035 Transportation Plan.



Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change for Final Draft
	Mobility	Website	3. Need the three interchanges at I-25 to accommodate a widened I-25.	Interchange improvements are noted in Chapter 3 in the Airport Area, I-25/US 34 Area, and the Hwy 402 Corridor, as well as Appendix A "Interchange Area Plans."
	Environment/Ch. 3	Website	6. Emphasize: no or little development along Big Thompson River (flood plain/flood damage); acquisition of land along Big Thompson from I-25 west to Dam Store.	The Plan has policies that help to restrict certain kinds of development along the Big Thompson. Relevant policies also include Environment Policy 1.6 and Policy 2. The new River Adjacent Overlay land use category also encourages appropriate restrictions on development in and adjacent to the floodplain. See the Bigger Vision for the Big Thompson which proposes specific land conservation priorities from the Dam Store to west Loveland.
	Centers	Open City Hall	Development fees should be raised.	Comment noted. Development fees are evaluated annually and updated as needed, with the intent that development "pays its own way"
	Regional Services	Open City Hall	The 7 Policies listed in this section should be ranked in the same order in which they are listed, with 1 being most important and 7 being least important. In terms of growing the city, quality should prevail over quantity.	The policies and supporting strategies are equally important and prioritizing them would diminish their versatility.
	Regional Services, 2	Open City Hall	In regards to Policy 2, I propose that additional routes be added going South and East. We have a robust busing system to Fort Collins, but minimal routes and times to Longmont and Berthoud. If we would like to continue our close relationship with Berthoud, I feel this is critical.	The Plan anticipates improved bus service south and east. See Regional Services Policy 2.3 and 2.4 and Fig. 2-7 Community and Regional Assets Map.
	Health and Wellness	Open City Hall	I am old enough to be retired but I think the top priority should be on providing more sports and exercise facilities for the community's youth. We need more baseball fields, basketball and tennis courts, running trails, a new skating rink and a great sledding hill that has kids hiking up a trail after each run.	Mobility Policy 4 encourages accessible, year-round parks and recreation opportunities, and refers to the 2014 Parks and Recreation Plan for further details.



Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change for Final Draft
	Health and Wellness	Open City Hall	I feel that all the suggestions listed in this area are incredibly important. I would love to see more community gardens. We live in an apartment and I miss the opportunity to grow my own produce. I am not aware of any opportunities to do that now.	Thank you, the Health section also talks about the importance of community gardens, and is embodied in Policy 2.3.
	Health and Wellness	Open City Hall	Living just South of Lake Loveland, I find that it is hard to take my children on bike rides as there are no safe bike paths in our area that do not require traveling on busy streets. I propose that this be a priority. I would love to use our bicycles more to travel, but do not feel safe doing so.	Creating comfortable and safe pedestrian and bicycle facilities is an important emphasis in the Plan. Relevant policies include: Health Policy 1 and Mobility Policy 2.
	Mobility	Open City Hall	The Front Range is a perfect spot for passenger trains running back and forth from Fort Collins to Colorado Springs, with feeder lines into Boulder and DIA.	Based on existing plans, such as the 2035 NFRMPO Transportation Plan, the Comprehensive Plan sets up land uses for the potential regional commuter rail line. This can be found in the Downtown Policy 2.2 and Mobility Policy 2.
	Land Use Plan	City Staff	It is not clear whether or not the Plan For The Area Between Loveland and Fort Collins is still in effect. Is it still referred to when reviewing development proposals	Yes, the plan is still in effect. See Table 2-1.
Out of Scope Comments				
	Mobility	Website	The Plan needs to address and build on resources currently, but, partially in place. First, Ped/Bikeway tunnel north of 57th needs to connect to a user friendly sidewalk on the east side of State Highway 287. Secondly, left turn lane on 57th needs a left turn signal onto Taft.	Outside of Comprehensive Plan scope, but addressed in the 2035 Transportation Plan and the 287 Strategic Plan. Comment will be forwarded to Transportation and Parks Departments.
	Mobility	Website	Need light rail running east/west along Highway 34. Also light rail running north/south along Highway 287. Provide bus shelters that provide shelter from elements at stops where buses pull out of traffic, then merge back into traffic at new development between Lincoln/Cleveland and First/Third.	Outside of Comprehensive Plan scope, but commuter rail is addressed in the 2035 Transportation Plan and the 2035 NFRMPO Transportation Plan. Comment will be forwarded to Transportation and Parks Departments.
	Mobility/Environment	Website	We need more hiking paths that are NOT concrete/cement. Need some that are dirt or crushed	Outside of Comprehensive Plan scope, but addressed in the Parks and Open Space Master



Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change for Final Draft
			rock. These cement paths we have now are nice looking but I get shin splints when I walk them.	Plan. The guideline for soft-surfaced trails is 1 mile/5,000 residents. Comment will be forwarded to Transportation and Parks Departments.
	Mobility	Website	Sidewalk needs to be constructed on east side of 287 and north of 57th to facilitate access to present tunnel (under Highway 287).	Outside of Comprehensive Plan scope, but addressed in the 2035 Transportation Plan and the 287 Strategic Plan. Comment will be forwarded to Transportation and Parks Departments.
	Mobility	Website	Left turn arrow needs to be installed on the present left turn lane on 57th to facilitate turning southbound onto Taft.	Outside of Comprehensive Plan scope. Comment will be forwarded to the Transportation Department.
	Mobility	Website	Between 1st /3rd and Cleveland/Lincoln there needs to places for public transportation buses to pull out of flow of Highway 287 traffic to load/unload then merge back into traffic.	Outside of Comprehensive Plan scope, though the Plan does include a policy to support the bus system (Ch. 2 Mobility, Policy 3). Comment will be forwarded to the Transportation Department.
	Mobility	Website	4. Need better "frontage" roads paralleling I-25, on east and west sides for a) transportation to and from Fort Collins, and b) in order to provide alternate routes to accommodate backups on I-25 and around accidents on I-25 closing it down.	Outside of Comprehensive Plan scope, but addressed in the 2035 Transportation Plan. Comment will be forwarded to the Transportation Department.
	Mobility/Environment	Website	5. Extension of 22nd street west to Namaqua Ridge and trail from recreation trail/Mehaffey Park to the north Namaqua Ridge and from there west to Devils Backbone trails and north to Coyote Ridge.	Outside of Comprehensive Plan scope, but addressed in 2035 Transportation Plan and 2014 Parks and Recreation Master Plan. Comment will be forwarded to the Transportation and Parks Departments.
	Corridors	Open City Hall	We need "Slower Traffic Keep Right" signs along 34 and 287. Such signs do not prohibit drivers from moving into the left lane to make a turn, but suggests that government wants to see traffic run more efficiently.	Outside of Comprehensive Plan scope. Comment will be forwarded to the Transportation Department.



CHAPTER 3: OUR PLACES

INTRODUCTION

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

These five areas are put into a citywide context in the second half of this chapter, which focuses on the City's Land Use Plan. The Land Use Plan geographically depicts 16 land use categories and represents the long-term vision for growth based on the character and location of existing development and the community's desired future. Changes to the Land Use Plan from the 2005 Plan were primarily within the five key areas. Few changes were made to residential areas.

MARKET-SUPPORTED DEVELOPMENT OPPORTUNITIES

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

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

Loveland's Downtown represents an important opportunity area. However, a market study was not completed as part of this planning effort because a Downtown specific retail study has been completed and another is underway as of June 2015.

Airport Area

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

The Airport area has strong potential for future development given the combination of undeveloped land, and the proximity of existing attractions and facilities, such as the Budweiser Events Center and Embassy Suites Conference Center. Currently, the Airport area is comprised primarily of undeveloped land and light industry/warehouse uses. Retail space and office space are also present in the area, but represent only about a twenty-five percent of what has been built. The airport area is shown in Figure 3-2.

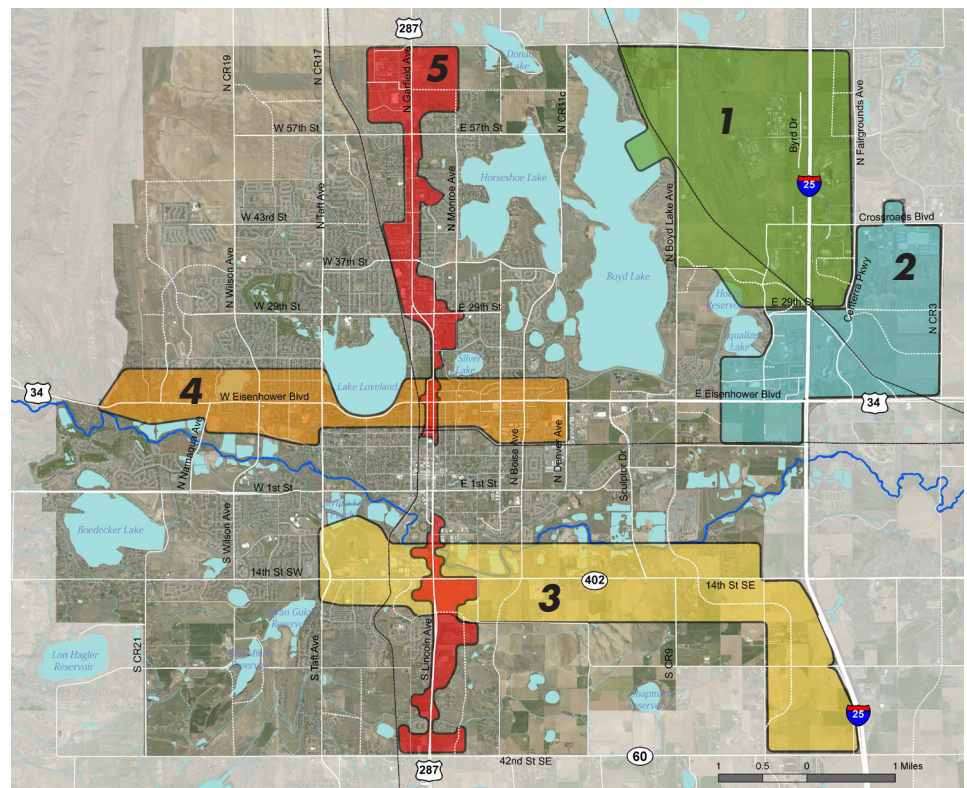


Figure 3-1. Development Opportunity Areas

STRENGTHS

- Development in the Airport area has a great deal of support from the cities of Loveland and Fort Collins. In addition to having regional backing, this support has the ability to encourage and draw private investment to the area.
- The Airport Strategic Plan identifies over 200 acres on the existing Airport property available for development. Much of this acreage has pre-existing facilities and infrastructure that could be utilized to expedite the development process.
- Multi modal transportation resources are adjacent to the Airport that could allow for the creation of a regional transportation hub.
- Hotels and conference centers within the Airport area also provide potential customers in the form of non-local visitors, as does the Budweiser Events Center and the Larimer County Fairgrounds.
- Commercial real estate data show about 540 acres of undeveloped land in the Airport area currently available, much of which is contiguous to and suitable for large development. Throughout the Airport area, about 1,400 acres of undeveloped land exist. The undeveloped land would also allow developers greater freedom in the design process, as minimal constraints would exist.
- The entire Airport area greatly benefits from high visibility along I-25 and good regional access via the I-25 and Crossroads Blvd. interchange. Visibility and access will only increase in the coming years with increased regional transit in the area.

WEAKNESSES

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

DEVELOPMENT OPPORTUNITIES

The City of Loveland has the unique opportunity to strategically plan the Airport area development in a way that aligns with the city's goals and objectives, due to the large amount of undeveloped land. As part of the Airport Strategic Plan, 200+ acres on the Airport site have been identified as suitable development areas for both aviation and non-aviation uses; diversification of revenue streams is a key strategy in the plan. Development at the Airport could utilize the current facilities and infrastructure, as well as benefit from the 10,000 enplanements per year, representing potential customers.

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

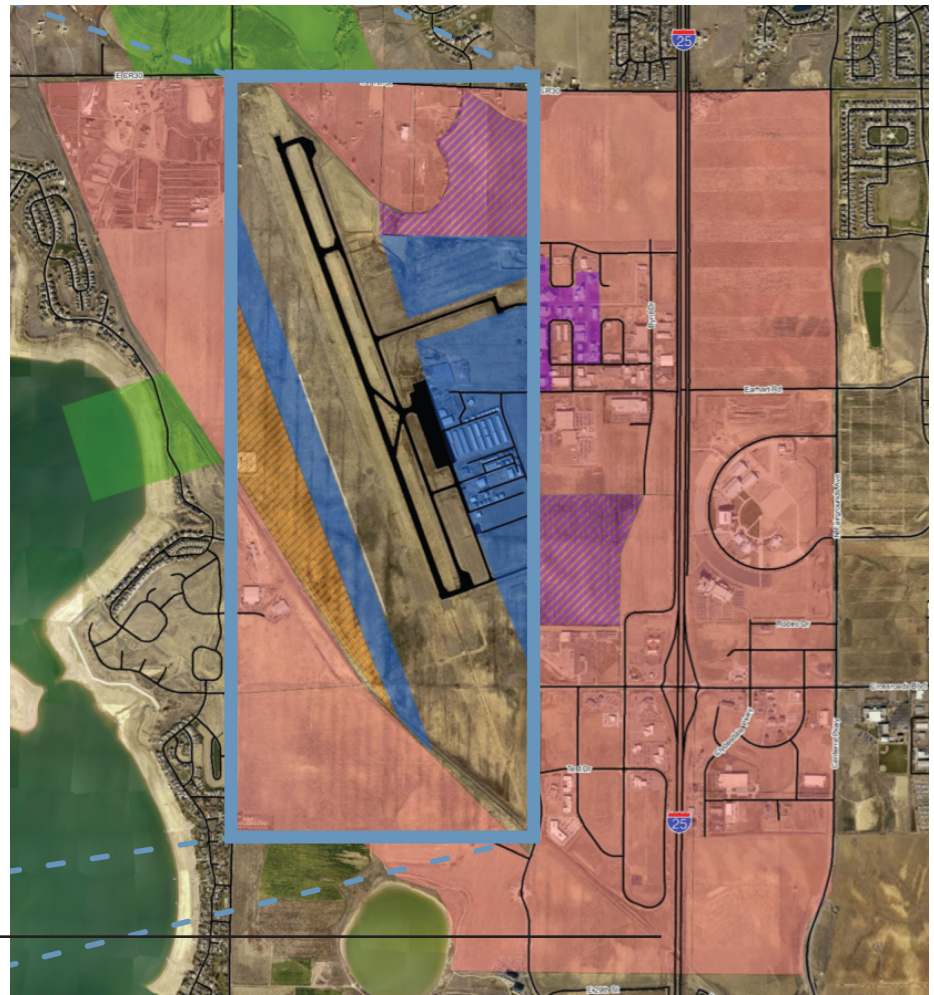
Currently, the Airport area lacks housing options. Development of residential land uses would establish local customers for the existing and prospective commercial development and create a more welcoming and lively atmosphere in the area. It is critical that residential not encroach on the Airport, which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

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



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

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



Airport Development Areas

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

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

venues and additional visitor-supportive retail development that will enhance the area.

The parcels of land located south of County Road 30, west of the railroad and east of Boyd Lake Avenue could be developed as a new industrial park. Most of the Airport area is already industrial, but there is limited availability for new industrial development. The Airport area is an appealing industrial location because of its proximity to large markets (Denver metro area, Fort Collins, etc.) and the transportation access, as it is close to I-25. The city should preserve future industrial development opportunities in this area as industrial land is limited in Loveland.

CITY OF LOVELAND'S ROLE IN DEVELOPMENT

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

I-25 / US 34 Area

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

STRENGTHS

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

WEAKNESSES

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

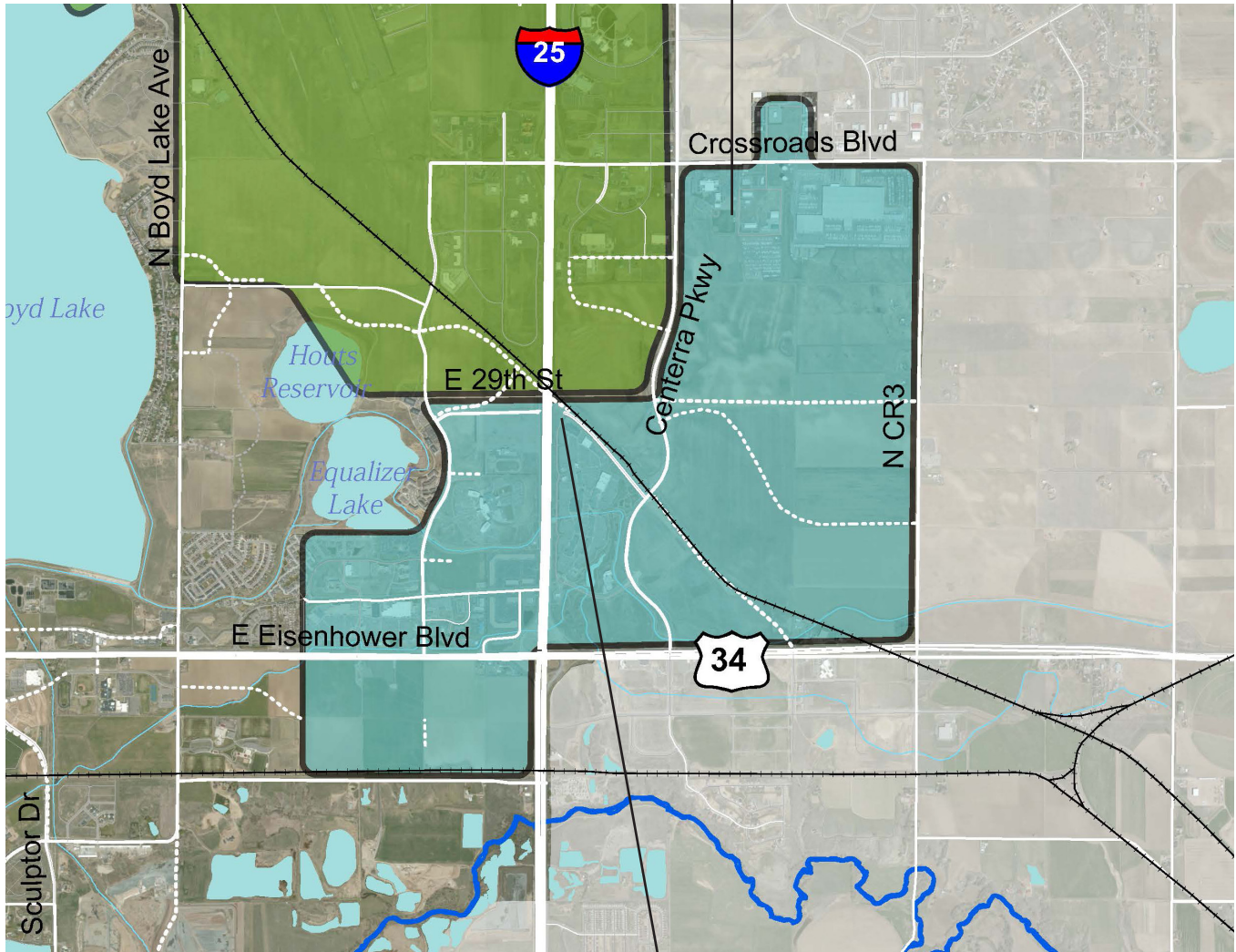
DEVELOPMENT OPPORTUNITIES

The high volumes of traffic along I-25 and US 34 area will ensure the area remains a strong location for future retail. The area is also suitable for office and industrial development due to easy access to air and highway transportation. An Express Bus Service, as of this



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

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



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

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

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

writing, is scheduled to begin providing access to and from the Denver metro area in Spring 2015. The north-east quadrant of the interchange has been identified as a potential future rail transit stop in the I-25 EIS and could support transit oriented development if funding for the rail line ever materializes.

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

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

CITY OF LOVELAND'S ROLE IN DEVELOPMENT

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

Highway 402 Corridor Area

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

STRENGTHS

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

WEAKNESSES

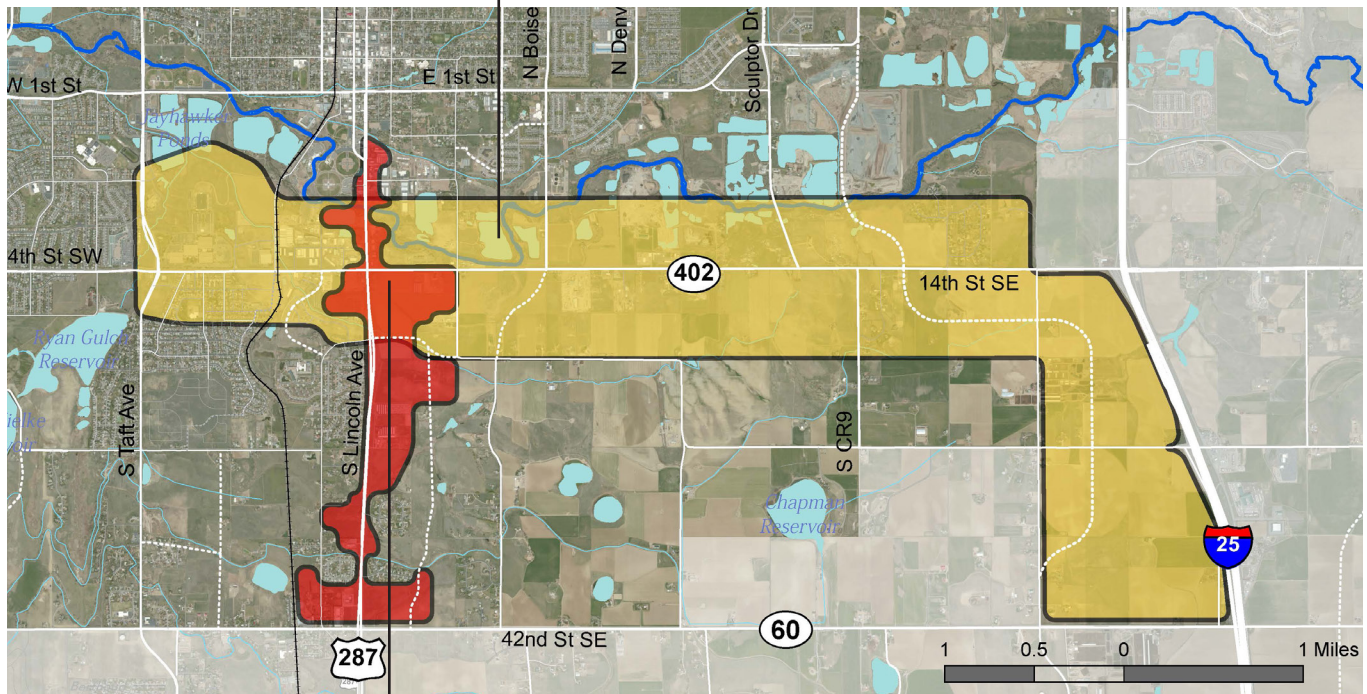
- Currently very little commercial or industrial activity exists in the area between US 287 and I-25.
- Highway 402 and I-25 interchange is a secondary gateway to Loveland. Traffic counts are much higher at the US 34 and I-25 interchange, although traffic along Highway 402 is increasing.
- No current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



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

Promote development to better manage and celebrate the river as a community resource.

Create a strategic development plan for SR 402.



Cluster new office, industrial and manufacturing uses at intersections, or other strategic locations.

Facilitate new neighborhood and community centers.

Develop new mixed-use and mixed-density neighborhoods.

Figure 3-4. Highway 402 Corridor Area

DEVELOPMENT OPPORTUNITIES

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

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

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

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

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

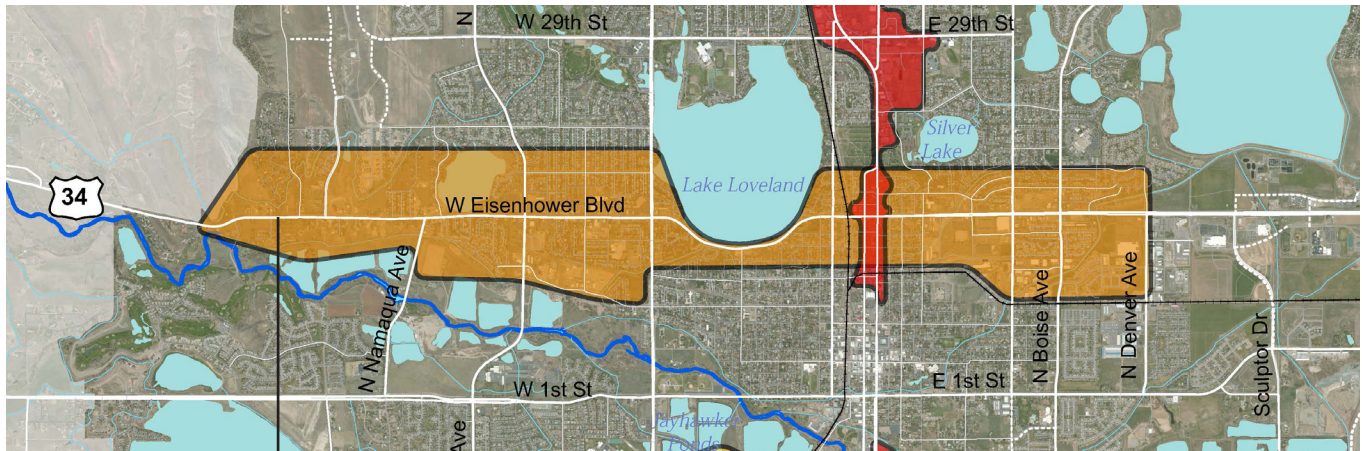
CITY OF LOVELAND'S ROLE IN DEVELOPMENT

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



Facilitate convenient transit and freight truck travel.

Infill underutilized commercial strip with multifamily housing.



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

Create a redevelopment plan for US 34.

Figure 3-5. US 34 Corridor Area

US 34 Corridor Area

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

STRENGTHS

- US 34 is a heavily traveled highway, which is attractive for future retail development.
- The US 34 Corridor area contains a large amount of existing residential representing potential retail customers.
- The US 34 Corridor area has numerous regional roadways running north-south, connecting the area to surrounding communities.
- The high level of development throughout the area will minimize infrastructure and utility costs associated with new development or redevelopment.

WEAKNESSES

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

DEVELOPMENT OPPORTUNITIES

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

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

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

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

CITY OF LOVELAND'S ROLE IN DEVELOPMENT

- Consider developing a US 34 Corridor Plan, similar to the Highway 287 Plan, to reflect current and projected market conditions; and to create a cohesive identity for the corridor.
- Assess the economic feasibility of urban renewal policies to catalyze the Sugar Factory



Redevelopment project, as well as other redevelopment along US 34.

- Identify key undeveloped land parcels throughout the area that could be advantageous for future development.
- Consider economic development incentives that adhere to stated city policy for attracting employment and retail redevelopment to the US 34 Corridor area.
- Fund and construct an improved gateway on the west end of US 34 and improve road signage along US 34.
- Where landowners are willing, consider annexation of unincorporated land along the corridor and invest in public infrastructure (i.e., curb & gutter, sidewalks, lighting, etc.)

US 287 Corridor Area

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

STRENGTHS

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

WEAKNESSES

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

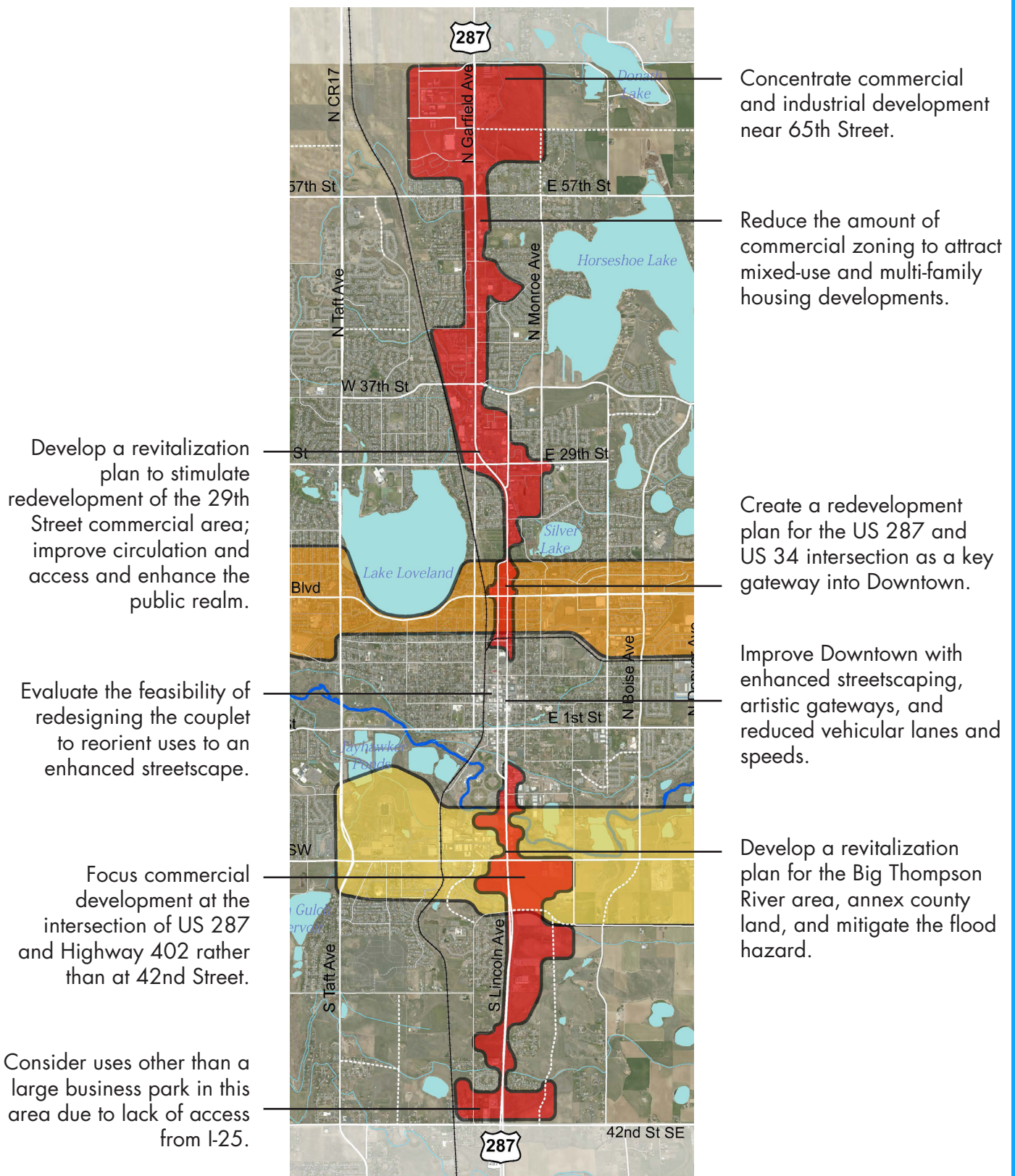


Figure 3-6. US 287 Corridor Area

conflict between motorists, pedestrians and potential cyclists.

- Connections to adjacent neighborhoods are poor.

DEVELOPMENT OPPORTUNITIES

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

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

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

US 287 and Highway 402

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

The commercial and industrial area north of Highway 402 through the Thompson River floodway to the entryway to Downtown is in need of revitalization. The existing industrial and commercial space may be an asset in providing low cost space to new businesses but

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

Downtown

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

29th Street Area

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

65th Street Area

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

to US 287 should be proposed that will support the future traffic and circulation needs of the area.

CITY OF LOVELAND'S ROLE IN DEVELOPMENT

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



LAND USE PLAN

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

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

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

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

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

Figure 3-8 summarizes all categories.

Residential Mixed Use Categories

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

Activity Center Mixed Use Categories

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

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

Other Categories

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

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

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

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

Overlay Categories

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



Land Use Category	Primary Uses	Transportation	Example	
Residential Mixed Use				
	ER - Estate Residential	Single-family detached homes	Vehicular access prioritized, off-street trails, & paved shoulders	Horseshoe Lake First Subdivision
	LDR - Low Density Residential	Single-family homes with limited multi-family homes	Bike lanes, trails, detached sidewalks, slow vehicular speeds, & limited transit	Mariana Butte
	MDR - Medium Density Residential	Single-family & multi-family homes	Bike lanes, trails, detached sidewalks, slow vehicular speeds, & transit	Established neighborhoods near Downtown
	HDR - High Density Residential	Multi-family homes & townhomes, with limited single-family detached homes	Detached sidewalks, bike lanes, trails, enhanced transit, & slow vehicular speeds	Lake Vista
Activity Center Mixed Use				
	RAC - Regional Activity Center	Regional commercial, service, & employment uses, high density housing as appropriate	Vehicular access prioritized, detached sidewalks, bike lanes, & transit	Promenade Shops at Centerra
	DAC - Downtown Activity Center	Diverse mix of historic & new uses in the downtown business area	Oversized sidewalks, bike lanes, enhanced transit, & slow vehicular speeds	Downtown
	CAC - Community Activity Center	Employment & civic uses anchored by large-format retail	Detached sidewalks, bike lanes, vehicular access from arterials, & transit	S. Taft Avenue / Highway 402
	NAC - Neighborhood Commercial	Local retail & civic uses	Detached sidewalks, bike lanes, transit, & slow vehicular speeds	Meadowview Village Center in Longmont

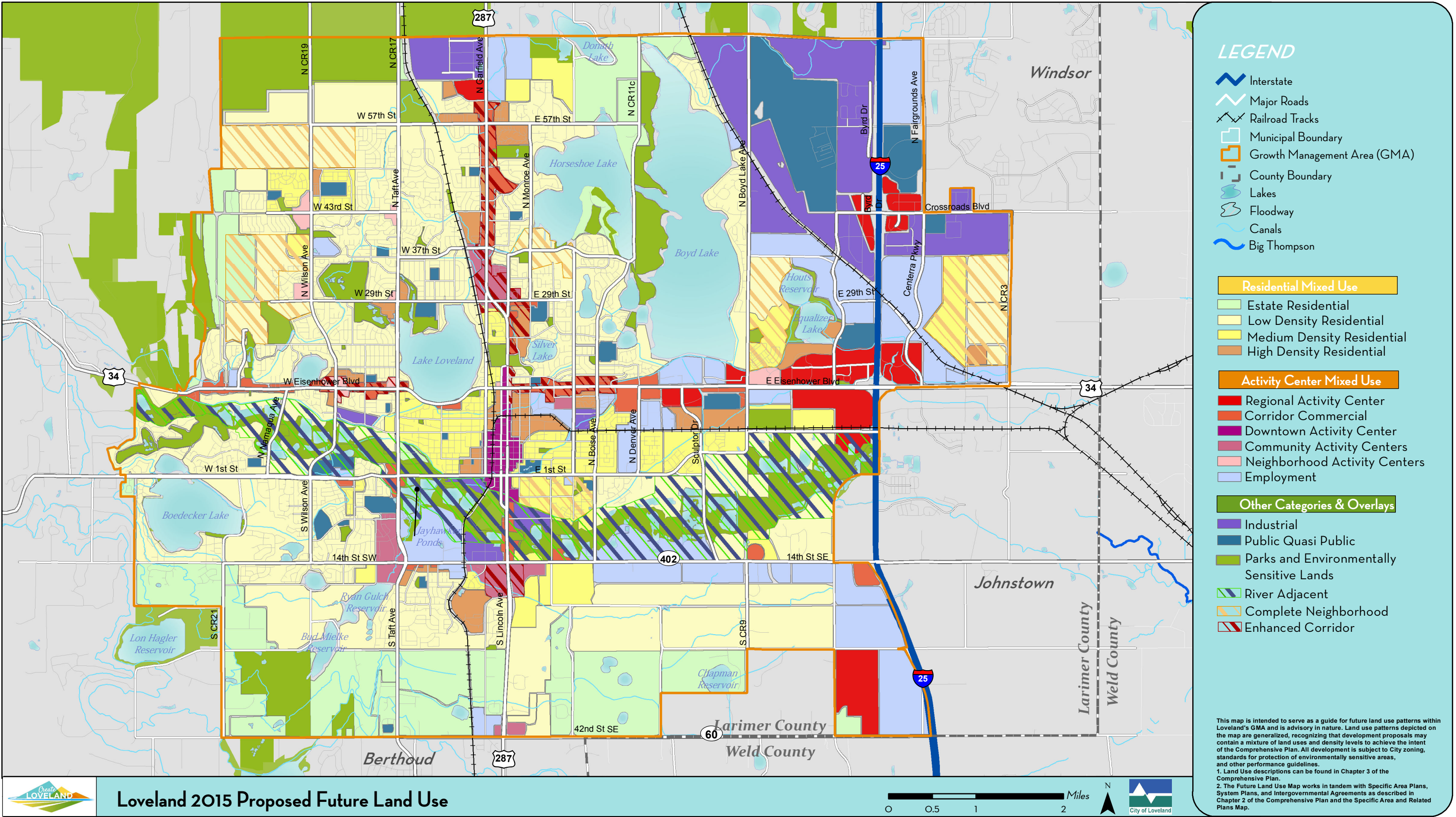
Figure 3-8. Land Use Categories

Land Use Category	Primary Uses	Transportation	Example	
Activity Center Mixed Use				
	CC - Corridor Commercial	Local & regional retail uses, high density housing as appropriate	Detached sidewalks, bike lanes, enhanced transit, & vehicular access from arterials	US 34 & US 287 Corridors
	E - Employment	Regional employment & related commercial uses	Detached sidewalks, bike lanes, enhanced transit, & vehicular access from arterials	Rangeview, Woodward Governor Headquarters in Fort Collins
Other Categories & Overlays				
	I - Industrial	Employment, light & heavy industrial, & outdoor storage	Freight movement prioritized, detached sidewalks, transit, & limited bike facilities	Longview - Midway industrial park
	Public Quasi Public	Schools, government uses, & the airport	Detached sidewalks, bike lanes, vehicular access from arterials, & transit	Civic Center
	Parks & Environmentally Sensitive Lands	Parks, city-owned natural areas, & privately conserved lands	Detached sidewalks, trails, limited transit access, & limited vehicular access	Parks, community separators, & other natural areas
	CN - Complete Neighborhood	A variety of housing integrated with commercial & employment uses	Detached sidewalks, bike lanes, enhanced transit, & slow vehicular speeds	Harvest Park in Fort Collins, Prospect New Town in Longmont
	EC - Enhanced Corridor Overlay	High-density residential mixed with commercial, employment & civic uses	Bus/rail transit hub, oversized sidewalks, bike lanes, & slow vehicular speeds	Mason Street in Fort Collins
	River Adjacent Overlay	Big Thompson River 100-year floodplain & adjacent, impacted parcels		

Figure 3-8. Land Use Categories



Figure 3-7. Future Land Use Plan



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ER - ESTATE RESIDENTIAL

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



Example: Horseshoe Lake Subdivision

Land Use Mix

Residential

- Single-family detached homes

Recreational

- Parks

Civic

- Churches
- Schools

Transportation

Highest Priority Mode



Primary access to homes by car; slow speeds

Priority Mode



Off-street trail system

Priority Mode



Paved shoulders

Non-prioritized Mode



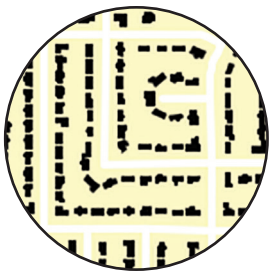
Transit on adjacent collector & arterial network as appropriate

Zoning Compliance

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

Form

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



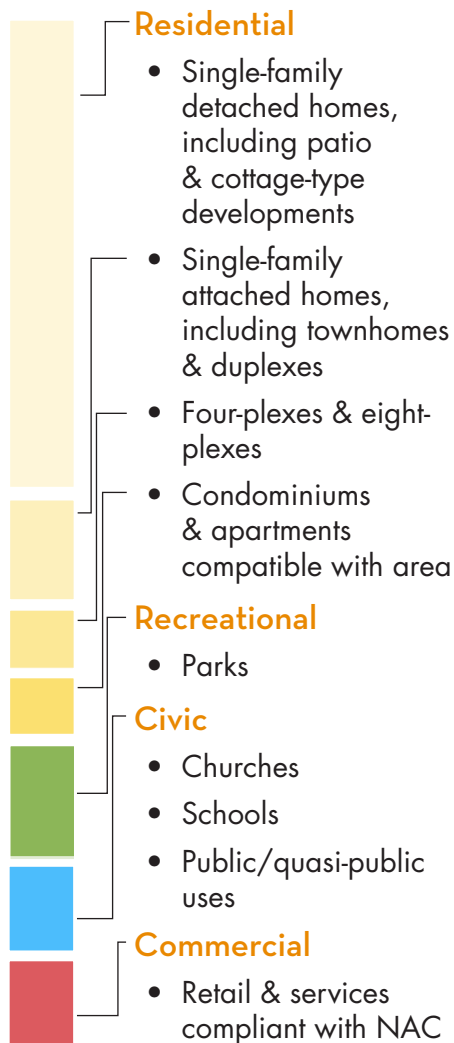
LDR - Low Density Residential

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



Example: Marianna Butte

Land Use Mix



Transportation

Highest Priority Mode



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

Priority Mode



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

Priority Mode



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

Secondary Mode



Transit on adjacent collector & arterial network as appropriate

Zoning Compliance

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

Form

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



MDR - MEDIUM DENSITY RESIDENTIAL

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



Example: Established Neighborhoods Near Downtown

Land Use Mix

Residential

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

Recreational

- Parks

Civic

- Churches
- Schools

Commercial

- Retail & services compliant with NAC

Transportation

Highest Priority Mode



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

Priority Mode



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

Priority Mode



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

Secondary Mode



Transit on adjacent collector & arterial network; shelters & benches

Zoning Compliance

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

Form

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





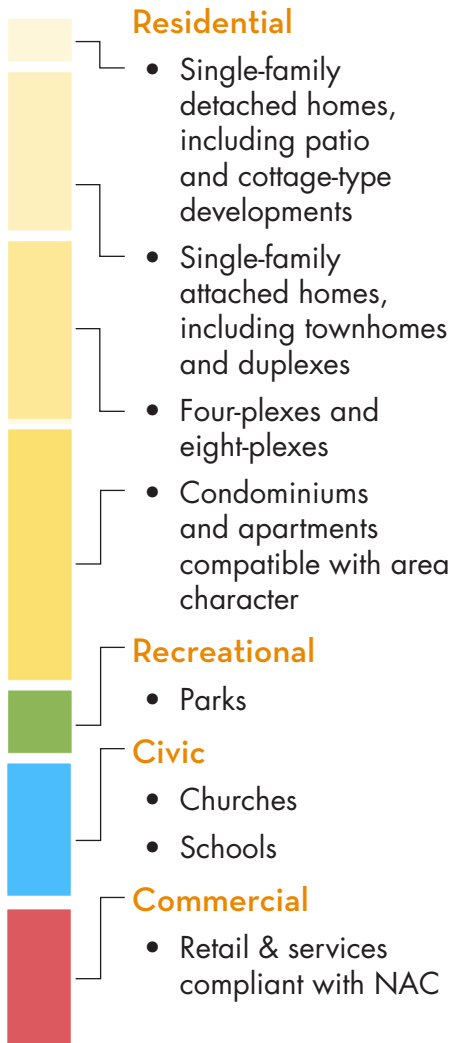
HDR - HIGH DENSITY RESIDENTIAL

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



Example: Lake Vista, Victorian Gardens

Land Use Mix



Transportation

Highest Priority Mode



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

Priority Mode



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

Secondary Mode



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

Secondary Mode



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

Zoning Compliance

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

Form

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



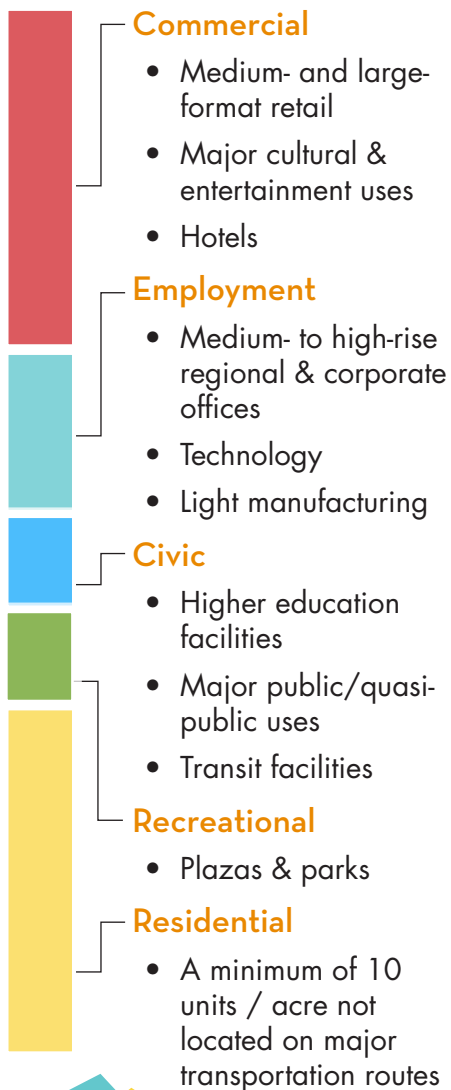
RAC - REGIONAL ACTIVITY CENTER

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



Example: Promenade Shops at Centerra

Land Use Mix



Transportation

Highest Priority Mode



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

Priority Mode



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

Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

Priority Mode



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

Zoning Compliance

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

Form

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



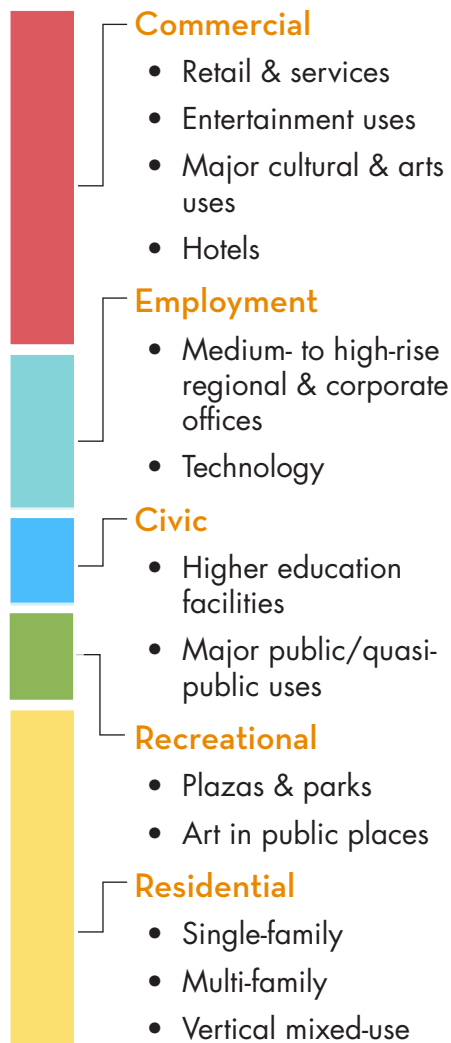
DAC - DOWNTOWN ACTIVITY CENTER

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



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

Land Use Mix



Transportation

Highest Priority Mode



Oversized sidewalks with amenities like benches, planters, gathering places

Priority Mode



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

Priority Mode



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

Non-prioritized Mode



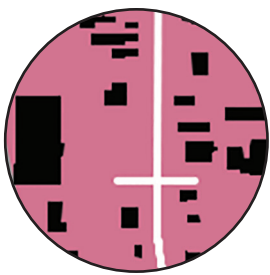
Slow speeds; use context sensitive design to encourage motorists to slow down through Downtown

Zoning Compliance

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

Form

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



CAC - COMMUNITY ACTIVITY CENTER

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




Example: Thompson Valley Town Center, Orchards Shopping Center

Land Use Mix


- Commercial**
 - Medium- and large-format retail
 - Entertainment like restaurants, theaters
 - Hotels/motels
- Employment**
 - Low-rise office
 - Medical facilities
- Civic**
 - Middle/ high schools
 - Places of worship
 - Senior or community center
 - Public/quasi-public uses
 - Park and ride
- Recreational**
 - Plazas & parks
- Residential**
 - Single-family attached & multi-family adjacent to core; up to 16 units/acre
 - Vertical mixed-use

Transportation


Highest Priority Mode

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


Priority Mode

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

Priority Mode

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

Secondary Mode

-  Transit on adjacent collector & arterial network; shelters & benches

Zoning Compliance

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

Form

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



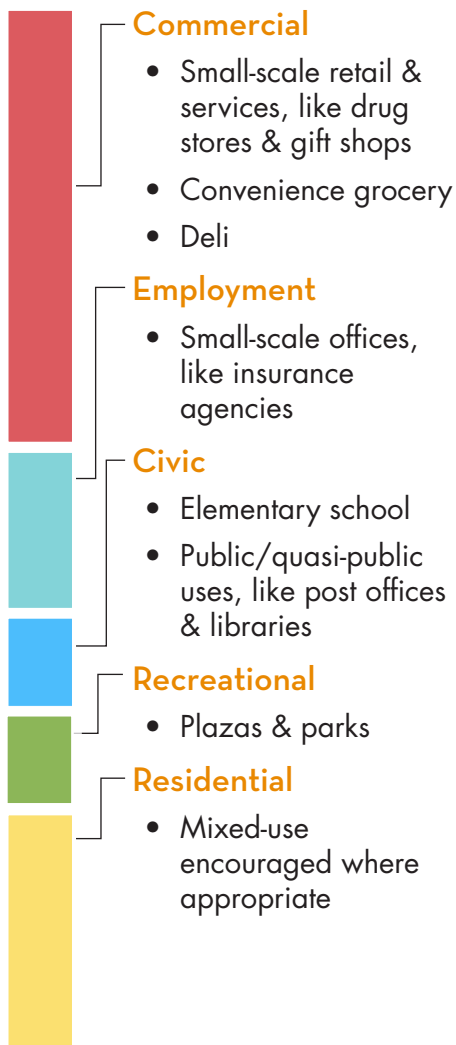
NAC - NEIGHBORHOOD ACTIVITY CENTER

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



Example: North Park Place Offices; Village of Five Parks, Arvada

Land Use Mix



Transportation

Highest Priority Mode



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

Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

Secondary Mode



Transit on adjacent collector & arterial network; shelters & benches

Non-prioritized Mode



Slow speeds

Zoning Compliance

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

Form

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



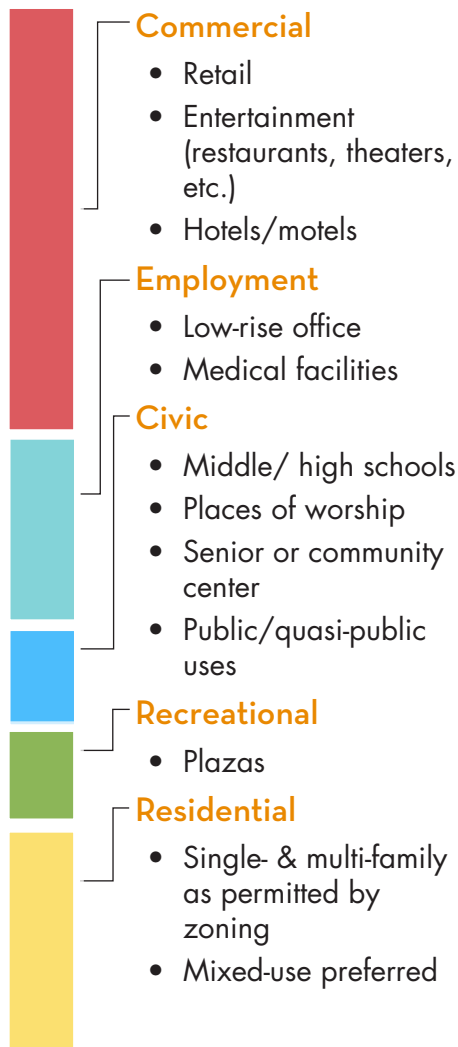
CC - CORRIDOR COMMERCIAL

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



Example: Shops at Wintergreen Village, Hwy 287

Land Use Mix



Transportation

Highest Priority Mode



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

Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

Priority Mode



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

Secondary Mode



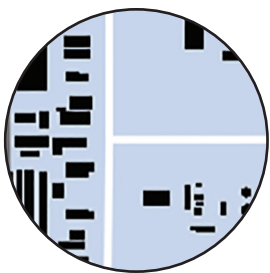
Access to/from arterials; slow speeds within & connectivity between adjacent uses

Zoning Compliance

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

Form

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



E - EMPLOYMENT

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



Example: Office on Hwy 287, Centerra office building

Land Use Mix



Commercial

- If near other office or light industrial uses or zoning



Employment

- Low- to medium-rise offices
- Light industry



Recreational

- Open space



Residential

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

Transportation

Highest Priority Mode



Detached sidewalks, connections to transit stops

Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

Priority Mode



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

Priority Mode



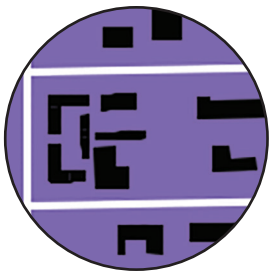
Access to/from arterials; slow speeds within and connectivity between adjacent uses

Zoning Compliance

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

Form

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



INDUSTRIAL

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



Example: Longview - Midway, Arvada light industrial

Land Use Mix



Commercial

- Uses compatible with industrial uses, like auto services

Employment

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

Recreational

- Open space included as part of a development or campus

Transportation

Highest Priority Mode



Freight movements to/from interstate and state highways

Secondary Mode



Detached sidewalks

Secondary Mode



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

Non-prioritized Mode



Shared facilities with vehicles

Zoning Compliance

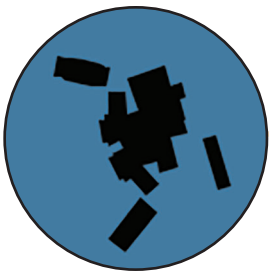
- I - Industrial
- B - Developing Business

Form

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

Location Factors

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



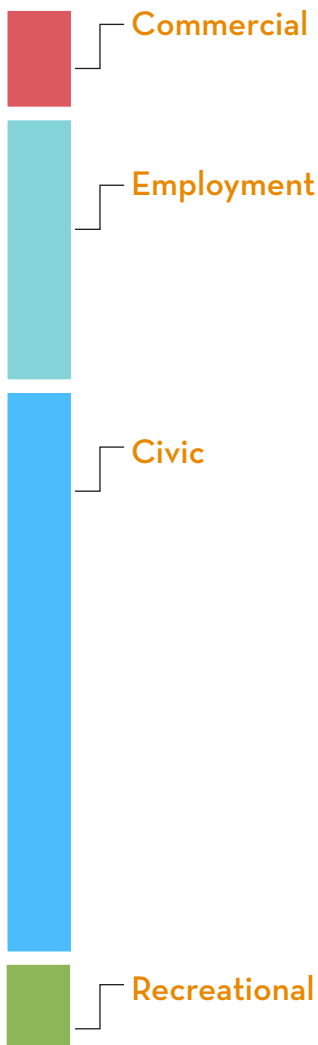
PUBLIC QUASI PUBLIC

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Example: Immanuel Lutheran Church and School, Loveland City Hall

Land Use Mix



Transportation

Highest Priority Mode



Detached sidewalks,
connections to transit
stops

Priority Mode



Designated bike
accommodation such as
bike lanes or protected
bikeway

Priority Mode

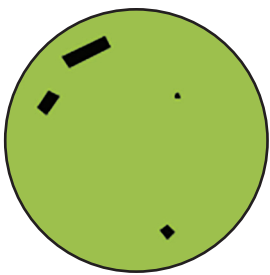


Access to/from arterials;
slow speeds within and
connectivity between
adjacent uses

Secondary Mode



Transit on adjacent
collector and arterial
network; shelters and
benches



ENVIRONMENTALLY SENSITIVE LANDS

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



Example: City Open Lands, Glen Arbor Park, Big Thompson River

Land Use Mix

Recreational

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

Transportation

Highest Priority Mode



Detached sidewalks, connections to transit stops

Priority Mode



Wide shared use trails

Non-prioritized Mode



Transit on adjacent collector and arterial network as appropriate

Non-prioritized Mode



Minimal facilities provided; access to trailheads and maintenance only

Zoning Compliance

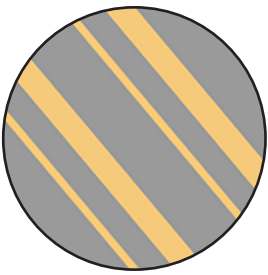
- A variety of zoning districts permit such uses

Form

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

Location Factors

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



CN - COMPLETE NEIGHBORHOODS

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



Example: Victory Gardens, Loveland; Daybreak, Utah; Prospect New Town in Longmont; Stapleton in Denver

Land Use Mix



Transportation

Highest Priority Mode



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

Priority Mode



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

Priority Mode



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

Non-prioritized Mode



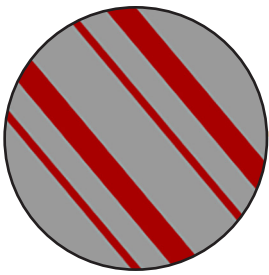
Slow speeds

Zoning Compliance

- Underlying zoning of influence area will vary.

Form

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



EC -ENHANCED CORRIDOR OVERLAY

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



Example: Daybreak, UT; Mason Street in Fort Collins

Description

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

Location Factors

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

Transportation

Highest Priority Mode



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

Priority Mode



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

Priority Mode



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

Non-prioritized Mode



Slow speeds within the development; parking access to transit

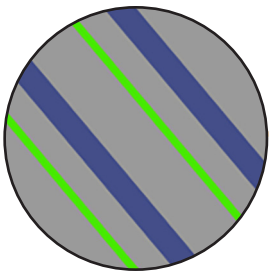
Zoning Compliance

- Underlying zoning of influence area will vary.

Form

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





RIVER ADJACENT OVERLAY

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



Example: Daybreak, UT; Royal Bank of Scotland

Description

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

Location Factors

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

Zoning Compliance

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

Form

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