



PLANNING COMMISSION STAFF MEMORANDUM

ITEM NO: To Be Determined

PLANNING COMMISSION MEETING: October 12, 6:30 pm

TITLE: Resolution to City Council recommending adoption of the Highway 287 Strategic Plan

STAFF CONTACT: Greg George, Development Services Director

ACTION: Motion to approve a resolution recommending that City Council adopt the Highway 287 Strategic Plan, as revised by the Planning Commission

A. ATTACHMENTS

1. Text of the Plan showing redlines revisions
2. Excerpts of the drawings and pictures in the Plan showing revisions
3. Approved minutes from August 24, 2015 Planning Commission meeting

B. BACKGROUND: The Planning Commission has reviewed the Loveland 287 Strategic Plan four times starting back in March 2015. Your review has provided valuable insight on revisions that are making the plan more “right” for Loveland. At the last public hearing on August 24th, the Planning Commission requested several additional changes to the Plan. The following is a list of those changes:

1. Remove reference that certain businesses, specifically auto oriented, are bad for the corridor.
2. Address the safety issues at the curve for south bound vehicles on Highway 287 at the one-way split.
3. Identify the features of each of the five streets selected under the “Great Streets” criteria that stakeholders thought were appropriate for the Highway 287 corridor.
4. Keep the language neutral when discussing the round-a-bout couplet and conventional intersection at Highway 34 and Highway 287.
5. Remove company references on photos showing bad examples of existing development.
6. Include copies of the reference documents in the appendices.
7. Indicate that the pictures of the Big Thompson River Walk are conceptual.
8. Edit the entire Plan document to eliminate the overall negative tone.

C. RECOMMENDED REVISIONS: Changes to the text of the Plan to achieve the revisions requested by Planning Commission are shown in **Attachment 1**. Changes to the pictures and drawings in

the Plan to achieve the revisions requested by Planning Commission are shown in **Attachment 2**. A clean copy of the Plan, containing all the revisions shown in Attachment 1 and Attachment 2 and the Appendix, is included as Exhibit A to the Planning Commission resolution recommending adoption of the Plan by City Council.

There had to be numerous changes to the Plan to make the revisions requested by the Planning Commission. To thoroughly understand the extent and nature of those changes, please review the entire redline changes to the text in **Attachment 1** and the changes to the pictures and drawings in **Attachment 2**. If you discover any changes discussed at the August 24th meeting that aren't included in Attachment 1 or Attachment 2, please let me know as soon as possible so I can either send additional material out to the Planning Commission before the October 12th meeting or be prepared to address any further changes at the meeting. The following summary identifies examples of changes made throughout the Plan to make the revisions requested by the Planning Commission.

D. SUMMARY OF CHANGES:

1. **Remove reference that certain businesses, specifically auto oriented, are bad for the corridor:** All references to auto oriented business, and other specific business types, as being undesirable within the corridor have been deleted. Examples are in **Attachment 1** on Page 24 in the first bullet under "Challenges" and in **Attachment 2** in the caption for the picture at the top of Page 3. Similar changes have been made throughout the Plan.
2. **Address the safety issues at the sharp curve for south bound vehicles at the one-way split on Highway 287:** In **Attachment 1**, language has been added on Page 9 under "Challenges", on Page 10 under "Actions", on Page 25 under "Challenges" and on Page 26 under "Actions" for Zone 3.
3. **Identify the features of each of the five streets selected under the "Great Streets" criteria that stakeholders thought were appropriate for the Highway 287 corridor:** In **Attachment 1**, a table has been included on Page 7 to identify the key features selected as appropriate for Highway 287 from each of the five "Great Streets".
4. **Keep the language neutral when discussing the round-a-bout couplet and conversional intersection at Highway 34 and Highway 287:** In **Attachment 2**, on Page 1 the artist drawing of the round-a-bout couplet has been removed. In **Attachment 1**, changes have been made on Page 25 in the third paragraph under "Catalytic Projects" to present a more neutral discussion of the two options for future improvements to the intersection.
5. **Remove company references on photos showing bad examples of existing development:** In **Attachment 2**, on Page 6 the photograph of O'Reilly Auto Parts has been removed.
6. **Include copies of the reference documents in the appendix:** Copies of the reference documents in the appendix are include in the clean copy of the Plan, Exhibit A to the Planning Commission resolution.
7. **Indicate that the pictures of the Big Thompson river walk are conceptual:** In **Attachment 2**, language has been added to the pictures on Page 9 to make this change.
8. **Edit the entire plan document to eliminate the overall negative tone:** Numerous revisions were required throughout the Plan document to change its overall tone. Examples are the changes made to the captions under the pictures throughout the Plan (**Attachment 2**) and in

Attachment 1 the revisions starting on Page 5, changing the discussion from “Needs” to “Opportunities”. The only way to appreciate the extent of revisions made to change the overall tone of the Plan is to read through the entire redline version of the Plan text (**Attachment 1**).

E. APPENDIX: The Appendix to the Plan is included in Exhibit A to the Planning Commission resolution.

The Appendix includes:

1. Public Outreach
2. Existing Conditions and Economic Analysis
3. Analysis Maps
4. ULI Workshop

F. RECOMMENDATION: City staff recommends that Planning Commission approve the resolution recommending that City Council adopt the Highway 287 Strategic Plan, as revised by the Planning Commission.

LOVELAND 287 STRATEGIC PLAN

REDLINE CHANGES TO PLAN TEXT

PLANNING COMMISSION
October 12, 2015

PLANNING COMMISSION DRAFT
24 August 2015

1.

Attachment 1

ACKNOWLEDGMENTS

Loveland City Council

Mayor Cecil Gutierrez
Chauncey Taylor, Ward I
Troy Krenning, Ward I
Joan Shaffer, Ward II
Phil Farley, Ward II
Hugh McKean, Ward III
John H. Fogle, Ward III
Ralph Trenary, Ward IV
Dave Clark, Ward IV

Loveland Planning Commission

John Crescibene, Chairman
Carol Dowding, ZBA Hearing Officer
Michele Forrest, ZBA Hearing Officer Alternate
Jeremy Jersvig
Patrick McFall
Rich Middleton, Vice-Chairman
Buddy Meyers
Rob Molloy
Mike Ray

US 287 Advisory Committee

Rhys Christensen, RPC Properties, Loveland Marketplace
Bruce Croissant, Transportation Advisory Board
Michele Forrest, Planning Commission
Norm Jorgensen, South Side Investments
Nathan Klein, Loveland Commercial
Mindy McCloughan, Loveland Chamber of Commerce
Stephanie Napoleon, First Bank

Kristin Owens, Manor Ridge Estates

Adam Prior, Planning Commission

Don Roy, Blue Ribbon Auto

Dave Schneider, Uncle Sneedley's Toy Shop/Goodies Auto/

Loveland Utility Commission

Rayno Seaser, The Egg & I

Matt Weakland, Loveland Garden Center

Jennifer Wheelock, Manor Ridge Estates

David Young, Manor Ridge Estates

US 287 Study Team

Greg George, Director of Development Services

Bethany Clark, Community & Strategic Planning

Karl Barton, Community & Strategic Planning

Kevin Aggers, Recreation Division Manager

Kevin Gingery, Senior Civil Engineer for Stormwater

Sean Kellar, Civil Engineer for Transportation Development
Review

Alan Krcmarik, Executive Fiscal Advisor

Melissa Morin, Civil Engineer for Water Resources

Briana Reed-Harmel, Senior Electrical Engineer

Mike Scholl, Economic Development Manager

Julie Trombley, GIS Support

Consultant Team

Logan Simpson

Economic Planning Systems

Felsburg, Holt & Ullevig

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CHAPTER 1. INTRODUCTION

PRIMARY PLAN GOALS

- Encourage and facilitate redevelopment to increase property values and reinvestment;
- 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.

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Purpose

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

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

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

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

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

Opportunities

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

City tax revenue.

A market analysis, completed as part of this Strategic Plan, has emphasized the City budget's reliance on its retail and commercial base, including the businesses along US 287. The analysis determined that as much as 25% of the City's sales and jobs are located along and adjacent to this Corridor. The current condition of this area therefore has significant implications for the City's overall financial health.

Improvements in the performance of retail activity.

In order for the Corridor to redevelop and realize its full potential, the Corridor must better serve the surrounding neighborhoods that comprise its primary customer base and attract higher quality retailers, mixed use developments, and entertainment venues. An increase in consumer base could provide a stimulus for improving the overall appearance of the Corridor and the repositioning of some properties.

Regional competition.

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

Increase utilization of existing retail and supporting housing stock.

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

North and south gateway enhancements.

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

Improvements in transportation facilities to support the Corridor's mobility and economic goals.

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US 287 is a major north/south corridor that acts as Main Street in the City of Loveland, and serves local, regional and inter-regional automobile, transit, bicycles, pedestrians, and freight. The Colorado Department of Transportation (CDOT) retains ownership of this roadway and is considered a partner in transportation with the City of Loveland. ~~Reducing vehicular congestion could improve the visitor experience, and improving access control along the Corridor could improve traffic flow.~~ A transit system is present; however, ~~strategies need to be explored~~ to continually advance this system. ~~Bike access north-south is secondary and discontinuous.~~ Improving pedestrian access, especially within existing commercial centers, ~~could increase length of stay and improve overall shopper experience.~~ Capacity, overall mobility, and quality of experience of US 287 ~~could be increased with improvements in transportation facilities.~~

Economic development within each zone.

The Corridor changes in character and opportunities within each Zone. ~~The provision of City utilities in Zones at the south end could increase the opportunity for new development.~~ Several zones are challenged by risks and benefits associated with natural resources, including the Big Thompson River. The ~~five Zones within the Corridor~~ are described below.

Vision

The success of the US 287 Strategic Plan hinges on revitalizing and redefining the economic resiliency of the Corridor and its five Zones. By repositioning each Zone with projects that support a vibrant economy, the prosperity of the Corridor will improve. Subsequently, each Zone will:

- facilitate private business investment;
- encourage mutually supportive land uses;
- reduce impediments to development and redevelopment;
- enhance visual appeal;
- illustrate individual identities; and
- provide integrated public transportation options.

Creating a forward-looking vision for US 287 relied on input from residents, business owners, City staff, elected officials, agencies, and the broader Loveland community. The vision was derived from individual conversations with business and property owners, corridor walks, public meetings, comments from Study Team and Advisory Committee, elected officials, and community surveys. Three public workshops and an online survey were used to gather input on values and vision. Prior to the public workshop, the consultant identified over 40 memorable streets across the nation, and reviewed and evaluated them against the qualities of a great street, as called out on page 11. Subsequently, the Study Team and Advisory Committee were asked to review and evaluate these same corridors based on which contained elements that would be appropriate in a redesign of the US 287 Corridor. Through conversations and online surveys to both groups, responses were tallied, and the corridors were narrowed down to the five highest-ranked corridors. At the visioning public events, participants examined and discussed the five corridors below in greater detail:

Street	Desirable Elements
• North College Avenue, Fort Collins, Colorado	<u>Landscape and hardscape / street scale</u>
• Euclid Avenue, Cleveland, Ohio	<u>Transit services and facilities / theming and amenities</u>
• 2100 South (Sugarhouse District), Salt Lake City, Utah	<u>Street scale / theming and amenities / landscape and hardscape</u>
• Quebec Street, Commerce City, Colorado	<u>Bicyclist experience / landscape and hardscape</u>

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- Kingshighway Boulevard, *St. Louis, Missouri*

Landscape and hardscape / vehicular convenience and access

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

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

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

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

- Creating an environment that promotes the growth and diversification of employment opportunities.
- Preserving desirable land uses and accommodate new uses that improve the character and economic position of the corridor.
- Developing improved multimodal connectivity while balancing vehicular mobility, to provide safe and pleasant access to adjacent businesses.
- Protecting and capitalizing on the parks, cultural resources, historical heritage, and natural resources.
- Emphasizing the enduring nature of materials, architectural character, and site design that supports Loveland's identity.

Process

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

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

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

Challenges, Opportunities, Economic Strategies, Actions

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

CHALLENGES + OPPORTUNITIES

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

ECONOMIC STRATEGIES

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

ACTIONS + SUB-ACTIONS

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

ZONE 1: 71ST STREET TO 37TH STREET

Challenges

A large number of vacant commercial properties along US 287 from 37th to 65th create gaps in destinations, and the strength of the Longview/Midway employment node could be better leveraged to generate additional growth.

Economic Strategy

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

Actions

- 1.1 Encourage Mixed Use. Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.
- 1.2 Include Multimodal Amenities. Improve the overall street section and east-west connections to incorporate multimodal travel.
- 1.3 Attract Business. Leverage the existing employment concentration to strengthen employment base and attract additional business.

Sub-Actions

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

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ZONE 2: 37TH STREET TO CEMETERY

Challenges

The 29th to 33rd Street commercial area is the most viable commercial node in the Corridor, but improvements in internal circulation and access could improve its overall performance. Current zoning and development regulations promote incremental, piecemeal improvements that tend to discourage reinvestment.

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Economic Strategy

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

Actions

- 2.1 Revitalize the 29th Street Commercial Area. Develop a commercial district revitalization plan.
- 2.2 Simplify Connections. Reorganize the street network and walk and trail connections for improved vehicle, pedestrian, and bicycle access, safety, and connectivity.
- 2.3 Improve Dry Creek Culvert. Improve culvert and pedestrian crossings at Dry Creek.

Sub-Actions

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

ZONE 3: CEMETERY TO 8TH STREET

Challenges

An abundance of vacant sites with narrow frontages, shallow lots, and inadequate access for commercial redevelopment is effecting the performance of existing businesses. These small lots under separate ownership cause complications in redevelopment options. The provision of pedestrian access and appropriate separation from auto traffic could create a safer and more pleasant environment. The sharp curve for south bound vehicles where US 287 splits into one-way segments (the "Curve") creates a safety hazard for motorist, pedestrian and residents living in the adjacent residential neighborhoods.

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Economic Strategy

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

Actions

- 3.1 Allow Mixed Use. Expand the Downtown Activity Center (DAC) land use designation and the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA boundary.
- 3.2 Improve Multimodal Amenities. Improve the pedestrian environment and add bike lanes, through creative, alternative solutions, allowing for safe travel and access.
- 3.3 Initiate the US 34/US 287 Redevelopment Plan. Create a redevelopment plan for the US 34 & US 287 intersection as a key gateway into Downtown.
- 3.4 Safety Improvements at the Curve. Create a plan for and implement safety improvements for south bound vehicles, pedestrians and the adjacent neighborhood where US 287 splits into one-way segments.

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Sub-Actions

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

ZONE 4: 1ST STREET TO SH 402

Challenges

In general, the area consists of commercial and industrial uses on relatively small lots. Commercial frontage development potentials are compromised by adjacent industrial uses to the east. The flood hazard limits reinvestment opportunities for certain properties and development could capitalize more on the Big Thompson River as an amenity.

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Economic Strategy

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

Actions

- 4.1 Mitigate Flood Hazard. Mitigate the flood hazard and reduce the possibility of future damage from flood events.
- 4.2 Create an Area Plan. Create a plan to capitalize on flood mitigation efforts and convert the US 287/ Big Thompson River crossing into a Big Thompson River District (i.e. Estes Park, Pueblo, or Golden).
- 4.3 Create Gateway. Replace the bridge across the Big Thompson River to help mitigate flooding and create a southern gateway to Downtown.

Sub-Actions

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

ZONE 5: SH 402 TO SH 60

Challenges

The area is sparsely developed and contains several large vacant properties. Improvements could be made to the existing street network to promote connectivity. City infrastructure needs to be extended south to serve the area and more residential development needs to be located along the Corridor to support new commercial uses. A cohesive land use plan and annexation plan needs to be developed for the County enclaves within the area.

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Economic Strategy

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

Actions

- 5.1 Modify Future Land Use & Zoning.
- 5.2 Create Gateway. Create a southern gateway into Loveland.
- 5.3 Develop Master-Planned Residential Communities. Promote the development of contiguous, master-planned neighborhoods.

Sub-Actions

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

ALL ZONES

Actions

- 6.1 Improve Corridor-Wide Aesthetics.
- 6.2 Improve Mobility. Improve transit service, as well as bike and pedestrian safety and access.
- 6.3 Identify Future Annexation Areas. Identify those parcels within the study area that will be annexed, and determine timeframes.

Sub-Actions

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

Corridor-Wide Action Plan

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

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

PRIORITIZATION

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

Effectiveness: *impact* - the ability to improve the economic position of the Corridor; and *influence* - the geographic scale of change and the ability to improve all five zones.

Cost: the potential cost vs. revenue generated.

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

PRIORITY WORK PROGRAM

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

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

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The remaining Quadrant 1 and 2 projects, as well as those Quadrant 3 and 4 projects should be pursued as part of the long-term work program and evaluated annually. The items within the Priority Work Program must be considered by City Council along with many other priorities. Many of these projects would also require additional funding sources, including special assessments, or funding from state and federal agencies.

LONG-TERM WORK PROGRAM

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

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

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

Priority Work Program

QUICK WINS – HIGH RETURN, LOW RISK ITEMS					
Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to	Citizen Concern
Zone 1	1.1a. Zoning Code Updates: Update the zoning code, including new overlay zones, to promote mixed use and residential development to support retail districts to the north and south. Create an overlay zone that reflects intent of the Complete Neighborhood category of the Future Land Use Plan. Update Shared Parking standards to provide reduced parking requirements for mixed-use areas as a whole, and not just mixed-use buildings.	Removes barriers to redevelopment Facilitates business reinvestment Brings retail customers into walking and biking distance	Lead	Approx. \$20,000 In house and funds appropriated for code consultant	Medium

QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to	Citizen Concern
	1.2a. Bike and Pedestrian Amenities & East/ West Connections: Require pedestrian and cyclist amenities as new development occurs along US 287 and from adjacent neighborhoods. Require that new development provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods. Look at revising the purpose of the B zoning designation to include the encouragement of walking and biking access to and from adjacent neighborhoods, and add a subsection outlining circulation, safety, and access standards for vehicles, bicycles, and pedestrians, such as stated in 18.29.040B.	Improves public safety Increases business activity by providing easy access from adjacent residential neighborhoods Promotes business reinvestment	Lead, with CDOT coordination	No cost, unless provided by City as incentive	High
	1.2b. Gateway Enhancements: Create a northern gateway into Loveland.	Promotes City recognition Builds sense of City pride	Lead	Approx. \$250,000	Medium
Zone 2	2.2a ULI Building Healthy Places Workshop: Utilize the outcomes of the spring workshop to inform additional changes or amenities within the area.	Promotes citizen awareness regarding the built environment and healthy living opportunities	Lead	No cost, awarded through grant	High
	2.3a. Dry Creek Culvert Enhancements: Improve pedestrian access and connectivity across Dry Creek with the construction of sidewalks on the culvert.	Improves public safety	Lead, with CDOT coordination	Over \$500,000	Medium
Zone 3	3.1a DAC Expansion: Expand the DAC land use designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	Facilitates Downtown's continued revitalization	Lead	No cost, in house	Low
	3.1b. Zoning District Map Revisions: Expand the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	Promotes mixed use within the DDA Provides more land use options to facilitate redevelopment	Lead	No cost, in house	Medium
	3.3a. US 34/ US 287 Area Plan: Create a redevelopment plan for the US 34/ US 287 intersection as a key gateway into Downtown.	Improves transportation flow through the intersection Catalyzes business reinvestment or new development Promotes City recognition Builds sense of City pride	Lead	Approx. \$200,000	High

QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to	Citizen Concern
Zone 4	4.2a. Create Big Thompson River District Redevelopment Plan: Capitalize on flood mitigation efforts and establish a Big Thompson River District for the US 287/ Big Thompson River crossing.	Uses outside funding source to capitalize on flood mitigation efforts Catalyzes business reinvestment or new development	Lead	Approx. \$200,000	High
Zone 5	5.1b. Zoning District Map Revisions: Promote a node of mixed use and higher density residential at SH 402. Investigate the rezoning of parcels at the intersection of SH 402 from B to MAC designation.	Concentrates living units in closer proximity to community commercial uses Reduces vehicle miles traveled Utilizes a more efficient provision of public infrastructure	Lead	No cost - in house	Medium
	5.2a Gateway Enhancements: Create a southern gateway into Loveland.	Promotes City recognition Builds sense of City pride	Lead	Approx. \$250,000	Medium
	5.3a. Utility Master Plan: Plan for all utilities south to SH 402 and what the city and/or county will fund vs. private development	Allows new development a funding option for extension of sewer services	Lead	Approx. \$150,000	Low
All Zones	6.1a. Construct Missing Sidewalk Segments: Build missing sections of sidewalks along the length of the Corridor. Continue to enforce curb, gutter, and sidewalk construction and maintenance, utilizing the ultimate roadway cross sections.	Improves public safety Strengthens mobility Increases length of stay/visitor experience	Lead	Over \$500,000	High
	6.1b. Underground Utility Lines: Continue to bury utility lines as ongoing capital improvement projects, utility service upgrades, and new development or redevelopment. Continue to coordinate with other service providers to do the same.	Improves reliability of electric service and visual impacts on Corridor Promotes business reinvestment	Partner with utility suppliers and private entities	Approx. \$1 million per mile/ \$300,000 per block	Low
	6.3a. Annexation Study: Complete an in-depth analysis and study of those lands that still need to be annexed into the City, along with improvement costs, phasing, and funding recommendations.	Allows for sense of surety for new development Promotes private development	Lead, with County coordination	Approx. \$150,000	Low

CHAPTER 2. ZONE 1

ZONE 1: 71ST STREET TO 37TH STREET

Context

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

South of 57th Street to 37th Street, small- to mid-scale retail, service, and civic uses abut US 287, while residential neighborhoods are typically located at least 300 feet from the highway with vacant land in between. East-west connectivity should be improved between residential development and highway-oriented uses. A higher concentration of destinations, or activity centers could improve overall business performance within this Zone. North-south mobility along the highway itself is great for vehicular traffic, but improvements in pedestrian, bicycle, and transit facilities are needed to make it easier to travel short distances without a car.

Zoning needs to provide opportunities for a mix of land uses other than solely commercial, particularly on the several vacant, commercially zoned parcels north of 37th Street. The focus of commercial and industrial development should be around the 65th Street intersection and planned developments there. Recent development activity is a positive sign and the City should explore ways to continue to foster this activity. Changes to US 287 should support future traffic and circulation needs of the area.

Challenges

- A large number of vacant commercial properties along US 287 from 37th to 65th streets create gaps in destinations.
- The strength of the Longview/Midway Commercial Center on the north end could be leveraged more to generate new growth.
- The transportation network should be improved to facilitate a higher level of east-west mobility.
- The pedestrian and bicycle infrastructure should be upgraded to encourage multimodal access along the highway.

Opportunities

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

- Right-size the amount of commercially zoned land, encourage it where it is working, and increase the range of allowable uses.

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- Focus economic activity in key areas.
- Let the market continue current momentum.
- Provide more east-west connections.
- Allow mixed use or high-density residential areas through zoning overlays.

Economic Strategy

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

Action Plan

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

ACTIONS

- 1.1 Encourage Mixed Use. Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.
- 1.2 Include Multimodal Amenities. Improve the overall street section and east-west connections to incorporate multimodal travel.
- 1.3 Attract Business. Leverage the existing employment concentration to strengthen employment base and attract additional business.

SUB-ACTIONS

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

ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
1.1 Encourage Mixed Use. Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.				
1.1a. Zoning District Map Revisions & Code Updates: Update the zoning code, including new overlay zones, to promote mixed use and residential development to support retail districts to the north and south. Create an overlay zone that reflects intent of the Complete Neighborhood category of the Future Land Use Plan.	Removes barriers to redevelopment Facilitates business reinvestment Brings retail customers into walking and biking distance Supports transit	Immediate	In house and funds are appropriated for code consultant	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
Update Shared Parking standards to provide reduced parking requirements for mixed-use areas as a whole, and not just mixed-use buildings. Implement a flexible code within the undeveloped area between 64th and 71st Streets to allow for flexibility in development. Encourage rental and ownership high-density housing on the Corridor.	Allows developers to create cohesive projects better suited to specific sites Encourages residential and mixed use development to support commercial uses			
1.2 Include Multimodal Amenities. Improve the overall street section and east-west connections to incorporate multimodal travel.				
1.2a. Bike and Pedestrian Amenities: Require pedestrian and cyclist amenities as new development occurs along US 287 and from adjacent neighborhoods. Require that new development provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods. Look at revising the purpose of the B zoning designation to include the encouragement of walking and biking access to and from adjacent neighborhoods, and add a subsection outlining circulation, safety, and access standards for vehicles, bicycles, and pedestrians, such as stated in 18.29.040B.	Improves public safety Increases business activity by providing easy access from adjacent residential neighborhoods Promotes business reinvestment	Immediate	No cost, unless provided by City	High
1.2b. Gateway Enhancements: Create a northern gateway into Loveland.	Promotes City recognition Builds sense of City pride	Immediate	Approx. \$250,000	Medium
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. Investigate opportunities for creative, alternative solutions to enhance bicyclist safety, such as painted, textured lanes, buffered lanes, or grade-separated lanes. Look at alternative parallel options through sections of reduced right-of-way widths. Coordinate with the Bicycle and Pedestrian Education Coalition (BPEC) to increase knowledge and awareness about how to safely share roads.	Furtheres City plans to provide bike lanes on US 287 Promotes multi-modal accessibility Encourages active transportation Creates a finer-grained transportation network and higher visibility with more development opportunities	0 - 5 years	Approx. \$200,000	High
1.2d. East/ West Connections: Investigate opportunities for new development to provide connections and future right-of-way for east/west street	Increases east-west mobility and improves access between residential and commercial uses	0 - 5 years	No cost, in house	High

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
connections from retail districts to adjacent neighborhoods.	Provides more cohesive organization of land uses			
1.2e. Grant Avenue: Study the feasibility of connecting Grant Avenue between 52nd Street and the Peakview Industrial Park to allow for an additional north/ south connection.	Improves north/ south mobility Reduces traffic congestion on US 287	5 - 10 years	Approx. \$50,000 for initial feasibility study	Medium
1.3 Attract Business. Leverage the existing employment concentration to strengthen employment base and attract additional business.				
1.3a Longview/ Midway Industrial Park and Peakview Commercial Park Expansion: Capitalize on the recent growth and development within the industrial park, and promote its access to FLEX bus transit. Work with existing businesses to determine what linkages and partnerships would benefit from additional development.	Increases the viability of this employment center Provides additional job opportunities Encourages transit ridership	0 - 5 years	No cost, in house	Medium

CHAPTER 3. ZONE 2

ZONE 2: 37TH STREET TO CEMETERY

Context

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

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

Improved site design in the Orchards Shopping Center could increase its potential to be a major community gathering point serving northern Loveland residents. An improved circulation and access pattern would enhance the attractiveness of retail spaces to shoppers and businesses and open up new retail locations, allowing underutilized parking areas to be transformed into public amenities and gathering points.

Challenges

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- The commercial area between 29th and 33rd streets is the most viable activity center in the Corridor and could be strengthened with a better mix of retail stores.
- Reinvestment in the three shopping centers in this area could improve retail performance within the entire Zone.
- The shopping experience should be expanded beyond primarily neighborhood retail and service uses.
- Current land use and site development standards should be revised to facilitate cohesive reinvestment.
- The circulation and access among the shopping centers should be improved to avoid confusion and encourage pedestrian activity.

The bike and pedestrian systems ~~should be upgraded to improve public safety and convenience.~~**Opportunities**

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

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

Economic Strategy

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

Catalytic Project

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

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

Action Plan

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

ACTIONS

- 2.1 Revitalize the 29th Street Commercial Area. Develop a commercial district revitalization plan.
- 2.2 Simplify Connections. Reorganize the street network and walk and trail connections for improved vehicle, pedestrian, and bicycle access, safety, and connectivity.
- 2.3 Improve Dry Creek Culvert. Improve pedestrian crossings at Dry Creek.

SUB-ACTIONS

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

ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
2.1 Revitalize the 29th Street Commercial Area: Develop a commercial district revitalization plan.				
2.1a Orchards, Loveland Market Place, and Palmer Gardens Area Plan: Initiate a consolidated area plan to garner interest in redevelopment within the area and inform the design of a revitalized commercial area. Detail the inclusion and design of an improved and expanded transit transfer station. Include options for a 29th Street Commuter Rail Station. Add community gathering and event spaces to increase outdoor events and incorporate options for more formal space for the Loveland Farmers' Market, and other events. Investigate additional vehicular, pedestrian, and cyclist connections within the center and into surrounding neighborhoods. Develop site design standards that promote pedestrian-oriented development and a "Main Street" atmosphere. Identify the consolidation of parcels, or those areas that should be dedicated as formal rights-of-way. Investigate options to help fund area improvements, such as a TIF district, sales tax share-back agreements, etc. Commission a marketing/ branding study to rebrand and revitalize the area, including looking at signage and landscape design guidelines that would define this area as a primary node and destination within the City. Conduct a targeted businesses study to investigate attracting entertainment and destination retail uses that could serve as an anchor and catalyze additional mixed use development. .	Attracts development opportunities Improves multimodal access and circulation Encourages pedestrian activity Modernizes the shopping environment Enhances the area's image Increases business diversity Increases sales tax revenue Becomes a regional draw and amenity	0 - 5 Years	Approx. \$150,000	High
2.2 Simplify Connections. Reorganize the street network and walk and trail connections for improved vehicle, pedestrian, and bicycle access, safety, and connectivity.				
2.2a ULI Building Healthy Places Workshop: Utilize the outcomes of the spring workshop to inform additional changes or amenities within the area. (refer to Appendix 4, for final report)	Promotes citizen awareness regarding the built environment and healthy living opportunities	Immediate	No cost, awarded through grant	High

ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
2.2b Garfield Avenue Bike Mobility Study: Investigate the incorporation of creative and alternative solutions for bike lanes on parallel north-south streets, such as Garfield Avenue, as an alternative to bike lanes on unsafe or constricted portions of US 287. Additionally, include safe, east-west connections across US 287 and into adjacent neighborhoods.	Facilitates safe, low-stress bicycling	5 - 10 years	Approx. \$150,000, for initial feasibility study	Medium
2.3 Improve Dry Creek Culvert. Improve pedestrian crossings at Dry Creek.				
2.3a Dry Creek Culvert Pedestrian Safety Enhancements: Improve pedestrian safety, access and connectivity across Dry Creek with the construction of sidewalks on the culvert.	Improves public safety	Immediate	Approx. \$250,000	Medium
2.3b Dry Creek Culvert Overall Enhancements: Continue to enhance pedestrian connectivity across US 287 by constructing a pedestrian underpass and trail connections along Dry Creek.	Improves public safety Promotes recreational activity	5 - 10 years	\$5 – \$10 million	Medium
2.3c 37th Street Completion: Complete the connection of 37th Street across Dry Creek.	Improves city-wide connectivity	5 - 10 years	Over \$10 million	High

CHAPTER 4. ZONE 3

ZONE 3: CEMETERY TO 8TH STREET

Context

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

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

Attached sidewalks exist on Lincoln Avenue, while detached sidewalks prevail along Cleveland Avenue. Many of the parcels in this Zone are smaller than other areas along the Corridor with narrower frontages and a finer-grained ownership. Although the block pattern is more urban in Zone 3 with a higher level of east-west connectivity conducive to walking compared to the other zones, the frequency of curb cuts interrupts the pedestrian environment, especially along Lincoln Avenue. Multiple driveway curb cuts and the absence of sidewalks create multiple points of conflict between automobile traffic and pedestrians. On-street parking is allowed throughout portions of this zone but is scarcely used.

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

Challenges

- Reinvestment in some existing businesses and enhancements in site amenities, such as landscaping, could improve the appearance of this area and recognize its importance as a gateway to Downtown, from the north.
- Many vacant lots zoned for commercial uses are too small and lack adequate access to be suitable for commercial development.
- Small, narrow frontages in separate ownership create numerous drive access points.

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- Improvements for safe pedestrian and bike access would encourage multimodal activity, which in turn would benefit existing businesses with additional passerby traffic.
- The intersection of US 287 and US 34/ Eisenhower Boulevard could include identity and amenity features to recognize its significance as the gateway to Downtown and the Rockies.
- The sharp curve on south bound Highway 287 at the one-way split creates safety issues for residents and businesses in the vicinity and for motorists.

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Opportunities

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

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

Economic Strategy

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

Catalytic Projects

With input from the City, advisory committees, the public, and area stakeholders, the consultant team identified two catalytic projects that could facilitate the revitalization of Zone 3 to provide a better transition toward Downtown. The first catalyst entails further study investigating possible improvements to the US 287 and US 34/ Eisenhower Boulevard intersection.

These improvements would focus on the redesign of the relationship of land use and structures to the street, the creation of a gateway intersection, and the improvement of pedestrian safety at crossings.

Two optional intersection designs, as diagrammatically illustrated at right, were proposed in a study prepared in 1997. However, as the 1997 East/West Mobility Study is now nearing 20 years old, other optional intersection designs should be investigated to clearly assess potential impacts on existing properties. Furthermore, any intersection improvements should focus on the purpose of the Plan, which is to catalyze business reinvestment or facilitate new development, promote City recognition, and build a sense of City pride through gateway features.

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Catalytic Projects

This second catalyst project would reorganize and redevelop the area between the two one way streets, Lincoln Avenue and Cleveland Avenue. The goal for the project would be to encourage a mix of commercial and residential uses that activate the cross streets and encourage synergy among various destinations. The key tenets of these catalysts are described below and illustrated in conceptual site plans that represent two of many potential design approaches that could achieve these tenets:

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

Action Plan

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

ACTIONS

- 3.1 Allow Mixed Use. Expand the Downtown Activity Center (DAC) land use designation and the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA boundary.
- 3.2 Improve Multimodal Amenities. Improve the pedestrian environment and add bike lanes, through creative, alternative solutions, allowing for safe travel and access.
- 3.3 Initiate the US 287/ US 34 Redevelopment Plan. Create a redevelopment plan for the US 287/ US 34 intersection as a key gateway into Downtown.
- 3.4 Initiate a study to assess options for improving safety at the sharp curve for south bound vehicles at the one-way split on Highway 287:

SUB-ACTIONS

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

ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
3.1 Allow Mixed Use. Expand the Downtown Activity Center (DAC) land use designation and the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA boundary.				

ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
3.1a DAC Expansion: Expand the DAC land use designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	Facilitates Downtown's continued revitalization	Immediate	In house	Low
3.1b Zoning District Map Revisions: Expand the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	Promotes mixed use within the DDA Provides more land use options to facilitate redevelopment	Immediate	In house	Medium
3.1c Couplet Area Plan: In association with the extension of East/West streets in Sub-Action 3.2a, smaller blocks should be reclaimed as pocket parks, and larger blocks should be redeveloped in order to accommodate mixed use and residential development, with those land uses fronting the east/west streets, and limiting driveway access onto US 287.	Promotes mixed use Promotes more activity adjacent to Downtown Allows more flexibility in redevelopment options	5 - 10 Years	\$150,000	Medium
3.2 Improve Multimodal Amenities. Improve the pedestrian environment and add bike lanes, through creative, alternative solutions, allowing for safe travel and access.				
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 vehicular speeds by some extent at a relatively low cost. Auxiliary lanes should still be provided on the approaches to US 34/Eisenhower Boulevard. Bike lanes shall be incorporated in a safe way, and should utilize creative and alternative solutions to enhance safety of the bicyclist. Enhancements should be prioritized by 3 - 4 block segments and include: sidewalk widening and extension; additional street trees landscaping; safety improvements to high-volume pedestrian and bicycle crossings; street furniture at high volume pedestrian areas, and transit stops; enhanced street and pedestrian lighting; gateway features and landscaping, especially at the north end of the couplet; and utility burial.	Facilitates safe, low-stress bicycling; provides continuity of driver expectancy Calms traffic Improves connectivity Encourages pedestrian activity Improves the area's image Creates a sense of identity Attracts business investment Increases sales tax revenue	5 - 10 Years	Approx. \$1 million per mile	Medium
3.2b 5th – 7th Street / Railroad Avenue Station Area Plan: Conduct a Station Area Plan for the railroad property Commuter Rail Station.	Facilitates transit oriented development	5 - 10 Years	Approx. \$350,000	Low

ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
3.3 Initiate a Redevelopment Plan: Create a redevelopment plan for the US 34 & US 287 intersection as a key gateway into Downtown.				
3.3a. US 34/ US 287 Area Plan: Create a redevelopment plan for the US 34/US 287 intersection as a key gateway.	Catalyzes business reinvestment or new development Promotes City recognition Builds sense of City pride	Immediate	Approx. \$200,000	High

CHAPTER 5. ZONE 4

ZONE 4: 1ST STREET TO SH 402

Context

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

Many businesses are located on small lots with narrow frontages, particularly northeast of 8th Street SE where multiple drive access points and excessively wide curb cuts interrupt the sidewalk. Although attached sidewalks are the norm, some detached sidewalks with landscaping have been built incrementally with newer development, thus creating an inconsistent streetscape. There are numerous utility poles and transmission lines and an abundance of signage along the section of the Corridor.

Zone 4 includes the Big Thompson River and abuts Fairgrounds Park, yet the Corridor could better capitalize on these amenities. A recreational trail runs east-west along the Big Thompson River with an underpass at US 287, and a large parcel of open space occupies the southeast corner of the highway and Big Thompson River. Uses north of the Big Thompson River include auto sales and storage that orient toward the highway. If uses in this area were oriented toward the Big Thompson River it would activate the river's edge. A redesign of the existing bridge over the Big Thompson River could celebrate the significance of the Big Thompson River in Loveland, especially as a transition or gateway to Downtown. In September 2013, the area experienced a significant flood event that damaged several properties. Restoration has been ongoing and the City continues to identify ways to mitigate the flood hazard.

The commercial and industrial area north of SH 402 through the Big Thompson River floodplain is the entryway to Downtown is in need of revitalization. Reinvestment in some of the existing industrial and commercial sites could provide building space for new businesses. The City should consider annexing remnant county properties and developing a strategic approach to revitalization of this area. The recent flood and the changes necessary to mitigate future flooding presents an opportunity to better leverage the appeal of the Big Thompson River, parks, and open space to generate demand for recreation and retail.

Challenges

- Existing land uses in the vicinity of the Big Thompson River are not taking full advantage of the opportunity to celebrate the river as a community asset.
- Uncertainty about flood hazards associated with the river has limited reinvestment opportunities for certain properties.
- Existing industrial uses to the east have deterred the development of new commercial development along the Corridor.
- The number of existing drive access points creates the potential for conflicts between autos and bicyclists and pedestrians.

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Opportunities

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

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

Economic Strategy

Create an enhanced Big Thompson River corridor, first and foremost through flood mitigation and protection, and subsequently, through the development of public spaces and amenities to make existing properties more attractive, **Create** riverfront sites that will attract new commercial development and improved River access to increase opportunities for recreation.

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Catalytic Project

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

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

Action Plan

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

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ACTIONS

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

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

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

SUB-ACTIONS

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

ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
4.1 Mitigate Flood Hazard: Mitigate the flood hazard and reduce the possibility of future damage from flood events.				
4.1a Big Thompson Bridge Replacement: Replace the Big Thompson River Bridge to reduce the flood boundaries and constriction at the headwalls of the bridge structure, allowing more capacity under the bridge, and reducing the amount of floodway and floodplain on the western side of the US 287 bridge crossing.	Increases flood flow capacity Reduces flood hazard Opens up more land for development	5 - 10 Years	Over \$10 million	High
4.1b Ongoing Mitigation and Enhancements: Mitigate any additional flood hazards with the creation of detention ponds. Mitigate in order to allow for future properties to develop along the Big Thompson River Frontage, without lying within the floodway. Expand and improve natural area with trails that connect with US 287 and Fairgrounds Park. Annex and buy existing County properties to expand the existing natural area.	Facilitates river-oriented development Creates recreational opportunities Activates the Big Thompson River's edge	0 - 5 Years	Approx. \$15 million	High
4.2 Create an Area Plan: Create an area plan to capitalize on flood mitigation efforts and convert the US 287/ Big Thompson River crossing into a Big Thompson River District (i.e. Estes Park, Pueblo, Golden).				
4.2a. Create a Big Thompson River District Area Plan: Capitalize on flood mitigation efforts and establish a Big Thompson River District for the US 287/ River crossing. Through an area plan, investigate acquisition of select properties, and leverage any public and/or private investment to incentivize additional public amenities and commercial redevelopment and along the Big Thompson River.	Uses outside funding source to capitalize on flood mitigation efforts Catalyzes business reinvestment or new development	Immediate	Approx. \$200,000	High

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
4.2b Zoning District Map Revisions: Update zoning and coordinate with Larimer County on enclaves to create a consistent zoning for the area in order to allow flexibility for redevelopment/ development options.	Primes the area for desired land uses Increases development predictability		\$2,500	High
4.3 Create Gateway: Replace the bridge across the Big Thompson River to help mitigate flooding and create a southern gateway to Downtown.				
4.3a. Big Thompson River Bridge Enhancements: As part of the bridge replacement, improvements and reconstruction identified in Sub-Action 4-1a, design enhancements should be put in place including signature rails, enhanced pedestrian sidewalks, landscaping, etc. Highlight the Big Thompson River as a local asset and destination on nearby wayfinding signs. Install artwork at the Big Thompson River bridge and throughout the Big Thompson River District that reflects the revitalization of the area around the natural feature of the Big Thompson River.	Celebrates the Big Thompson River Improves the area's image Promotes the City's identity as an arts community Attracts business investment	5 - 10 Years	Over \$5 million	Medium

CHAPTER 6. ZONE 5

ZONE 5: SH 402 TO SH 60

Context

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

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

The forecast demand for additional commercial and industrial development south of SH 402 is limited. There is a large area zoned for a business park near SH 60. ~~Based on these forecast demands, development of such a park is unlikely within the foreseeable future. If commercial zoning remains along the Corridor in this area, a scattered amount of commercial development may occur but will likely struggle to be successful and may preclude other opportunities. Zoning options for land uses other than commercial need to be provided to focus commercial development further north at the intersection of SH 402.~~

Challenges

- ~~The Zone is sparsely developed and includes several large vacant areas.~~
- ~~There needs to be more households in the Zone to support new commercial uses.~~
- ~~There needs to be a better east-west street network to improve connectivity.~~
- ~~City infrastructure, including water and sewer, needs to be extended to facilitate development of approved projects.~~
- ~~County enclaves need to be annexed into the City to facilitate the development of a cohesive land use pattern.~~

Opportunities

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

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

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Economic Strategy

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

Action Plan

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

ACTIONS

- 5.1 Modify Future Land Use & Zoning. Update the land use and zoning maps to encourage mixed use and residential development to support retail districts to the north and south.
- 5.2 Create Gateway. Create a southern gateway into Loveland.
- 5.3 Develop Master-Planned Residential Communities. Promote the development of contiguous, master-planned neighborhoods.

SUB-ACTIONS

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

ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
5.1 Modify Future Land Use & Zoning: Update the land use and zoning maps to encourage mixed use and residential development to support retail districts to the north and south.				
5.1a Future Land Use Map Revisions: Modify the future land use map to strategically locate commercial areas, and surround commercial with supportive residential areas. Coordinate these land use changes with the Comprehensive Plan <u>update</u> .	Creates a more economically sustainable structure for the community Concentrates living units in closer proximity to community commercial uses		No cost, in house	Medium
5.1b Zoning District Map Revisions: Promote a node of mixed use and higher density residential at SH 402.	Concentrates living units in closer proximity to community commercial uses Reduces vehicle miles traveled Utilizes a more efficient provision of public infrastructure	Immediate	No cost, in house	Medium

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ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
5.2 Create Gateway: Create a southern gateway into Loveland.				
5.2a Gateway Enhancements: Create a southern gateway into Loveland. Incorporate public art in order to reinforce Loveland's identity as an arts community.	Promotes City recognition Builds sense of City pride Supports community art projects	Immediate	Approx. \$250,000	Medium
5.3 Develop Master-Planned Residential Communities: Promote the development of contiguous, master-planned neighborhoods.				
5.3a. Utility Master Plan: Plan for all utilities south to SH 402 and what the city and/or county will fund vs. private development	Allows new development a funding option for extension of sewer services	Immediate	Approx. \$150,000	Low
5.3b Metro Districts Allowance: Allow for developer-initiated metro districts to build needed infrastructure, and require participation in regional improvements such as oversizing trunk utilities to serve existing and future uses to the south.	Allows additional funding options	5 - 10 Years	No cost, in house	Low

CHAPTER 7. ALL ZONES

ALL ZONES: 71ST ST. TO SH 60

Context

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

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

Existing zoning regulations promote the pattern of wide setbacks between the street and buildings with parking in front of buildings. The distance between buildings on either side of the street, combined with the majority of the buildings being single store, creates a scale that discourages pedestrian activity. A lack of sidewalks requires pedestrians to walk on or near the road, which is unsafe. The lack of bicycle facilities deters people from biking within the Corridor. Improving the existing transit service by reducing headways and expanding hours and days of service could reduce dependency on the automobile and therefore overall traffic congestion.

Consolidating curb cuts and removing obstacles like bus benches and utility poles from within the pedestrian pathway would improve multimodal accessibility and contribute to a more consistent streetscape character. Undergrounding utility poles and improving signage would reduce visual clutter in the streetscape. Newer developments have provided incremental improvements, with detached sidewalks buffered by tree lawns or attached sidewalks with landscaping between the sidewalk and adjacent parking lot. The City has also begun adding wayfinding signage to the Corridor. The addition of street furnishings, like pedestrian lighting and banners, benches, and trash receptacles would make the Corridor a more pleasant, safe and convenient experience. Despite Glen Arbor Park and the "Winning the Iron Shirt" sculpture in the median at the southern edge of the Loveland Burial Park, more amenities celebrating Loveland's arts community would add visual interest to the streetscape.

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

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Challenges

- A more varied mix of land uses along the Corridor and consistent street character are needed to attract high quality development.
- More land is commercially zoned than can be supported by the market. Land use options, other than commercial, would facilitate reinvestment in developed properties and reduce leap frog development.
- Improvements are needed to pedestrian and bicycle infrastructure to provide for safe multimodal access along the highway.
- Annexing county parcels is necessary to facilitate cohesive land use planning.

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Opportunities

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

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

Economic Strategy

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

Action Plan

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

ACTIONS

- 6.1 Improve Corridor-Wide Aesthetics.
- 6.2 Improve Mobility. Improve transit service, as well as bike and pedestrian safety and access.
- 6.3 Identify Future Annexation Areas. Identify those parcels within the study area that should be annexed, and determine timeframes.

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SUB-ACTIONS

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

ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
6.1 Improve Corridor-Wide Aesthetics.				
6.1a Sidewalk Construction: Build missing sections of sidewalks along the length of the Corridor.	Improves public safety Strengthens mobility Increases length of stay/visitor experience	Immediate	Over \$500,000	High
6.1b Municipal Code Updates: Updates to look at building heights and setbacks for the Corridor, as well as developer-required landscape and pedestrian amenity improvements. Revise existing sign ordinance to reflect the vision for the Corridor, provide consolidated signage at mixed use nodes, provide consistent signage size, spacing, and character within the catalysts sites along the Corridor (i.e. Big Thompson River District, Downtown, 29th Street Commercial District, etc.) Among other changes, the following should be addressed: Update Section 18.13.110 (North Cleveland Sub-Area Regulations to reflect higher density and extension of downtown as indicated in the 2015 Comprehensive Plan. Shorten the minimum distance for front yards in the B zoning designation to 15 feet, to allow buildings to come closer to the road. Provide height bonuses for properties on or near US 287 Specify additional sign guidelines for the US 287 corridor within Section 18.50, similar to special guidelines for I-25 and US 34 Expand the Downtown Sign District to encompass the DDA boundary Add clause for consolidated monument signage for B and MAC Zoning District, or for parcels that have more than one business. Require permits for temporary flying banners	Improves the area's image Facilitates a more consistent streetscape character Encourages higher-intensity uses	0 - 5 Years	\$15,000	Medium
6.1c Code Enforcement Coordination: Work with Larimer County on the enforcement and abatement of code violations such as weed control, illegal signs, landscape and building maintenance, etc.	Improves the area's image Encourages compliance	0 - 5 Years	No cost	High

ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
6.1d Overhead Utility Line Burial: Continue to bury utility lines as ongoing capital improvement projects, utility service upgrades, annexations, and new development or redevelopment. Continue to coordinate with other service providers (i.e. Excel, Poudre Valley REA; Comcast, Century Link) on requests for burial as part of ongoing city projects, and investigate standing agreements and/ or cost sharing to underground other providers' lines. As part of the Big Thompson River Bridge replacement, add conduit underneath or within the bridge structure to be able to encapsulate and extend service lines across the Big Thompson River. Coordinate with the in-progress underground conversion strategic plan and its expected completion next summer. Investigate the development of a comprehensive Downtown underground conversion strategic plan, which would include specific recommendations, timeframes, and phasing for utility burials, beginning with the planned redevelopments already underway, and extending through the Downtown area, primarily north of 15th Street. Coordinate with potential streetscape improvements, and vehicular travel lane reclamations as options for utility easement areas.	Improves reliability of electric service and visual impacts on Corridor Promotes business reinvestment	Immediate	Approx. \$1 million per mile/ \$300,000 per block	Low
6.2 Improve Mobility. Improve transit service, as well as bike and pedestrian safety and access.				
6.2a Transit Service Improvements: The transit system should be designed to accommodate residents, employees, and visitors. The system should build upon and complement existing transit services by capitalizing on planned hubs, such as the Railroad Site Commuter Rail stop, the 29th Street Commuter Rail Stop, the Orchards transfer station and FLEX connections to Max service north in Fort Collins. Other improvements could include: Addition of improved transit stops that could include electronic bus timing signs with real time arrival/departure for buses and their destination, as well as associated smart phone apps for tracking buses. Addition of managed lanes and/or queue jumps, and the creation of a ROW preservation plan for a future dedicated BRT system, with TOD overlays at key centers.	Makes transit more convenient Allows those who can't drive to remain mobile Increases transit ridership Increases capacity to move people along the Corridor Reduces vehicle miles traveled Encourages transit oriented development Promotes sustainability	5 - 10 Years	\$20,000 Real-time next bus information \$30,000 Smart Phone App \$20,000 Kiosks	Medium

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ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
Addition of a dedicated-lane BRT system with custom buses and new stops in conjunction with obtaining FTA Small Starts or other Federal or State matching funds.				
6.2b Larimer County Urban Area Street Standards: Work with Larimer County, Fort Collins, and CDOT to identify potential modifications to the Larimer County Urban Area Street Standards (LCUASS). Focus on standards that prioritize pedestrian and bicycle improvements, including safe access requirements for all modes, and allow landscaping consistent with the US 287 vision. Consider best practices from peer communities, and explore alternative creative solutions, such as buffered bike lanes, to allow for safe and comfortable bicycle and pedestrian travel.	Emphasizes pedestrian and bicyclist mobility Requires developers to provide multimodal facilities Encourages transportation demand management Supports access management	0 - 5 Years	No cost	Medium
6.2c Access Management Implement access management spacing standards per current City, County and CDOT access study standards. Implement median closures in strategic areas to improve safety and mobility, and in conjunction with transportation, landscape, or catalyst projects. Implement access driveway closures in conjunction with transportation, landscape, or catalyst projects. Where alternative access is not available through frontage or rear access roads, access improvements should be predicated on land assemblage to accomplish this goal.	Improves traffic flow Improves motorist, bicyclist and pedestrian safety by reducing the number of vehicle-vehicle conflict points as well as reducing conflicts between vehicular and non-vehicular traffic Creates a more consistent streetscape character	0 - 5 Years	\$250,000 Plan; <\$1 million/ mile	High
Work with CDOT to sequence closures with landscape improvements or redevelopment. Implement an Access Management Educational Program for existing businesses and concerned residents. Develop an Access Management Plan for US 287 south of 29th Street similar to the Access Control Plan CDOT developed north of 29th Street. Partner with CDOT and Larimer County to develop a formalized Intergovernmental Agreement for access modifications.				
6.3 Identify Future Annexation Areas. Identify those parcels within the study area that will be annexed, and determine timeframes.				
6.3a. Annexation Study: Complete an in-depth analysis and study of those lands that still need to be annexed into the City, along with improvements costs, phasing, and funding	Allows for sense of surety for new development Promotes private development	Immediate	Over \$150,000	Low

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ACTION PLAN				
Action / Sub-Action	Value Added	Timeframe	Estimated Cost to	Citizen Concern
recommendations. Identify those parcels that have exhausted their time limits for annexation, and create specific annexation plans for those proprieties. Coordinate utility burials and streetscape improvements with any annexations plans.				

Loveland 287 Strategic Plan

Changes to Illustrations and Pictures

Planning Commission
October 12, 2015

replace this illustration

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

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

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



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

CHALLENGES

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

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



29th Street commercial areas neglect pedestrian needs



Vacant businesses ~~do~~ reflect the declining quality of the retail store mix

(~~re. commercial~~)



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

(Existing)

CHALLENGES

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

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



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



Low-value hotel on Lincoln Avenue



Small, narrow frontages are common



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

CATALYTIC PROJECTS

With input from the City, advisory committees, the public, and area stakeholders, the consultant team identified two catalytic projects that could facilitate the revitalization of Zone 3 to provide a better transition toward Downtown. The first catalyst entails further study investigating possible improvements to the US 287 and US 34/ Eisenhower Boulevard intersection.

These improvements would focus on the redesign of the relationship of land use and structures to the street, the creation of a gateway intersection, and the improvement of pedestrian safety at crossings.

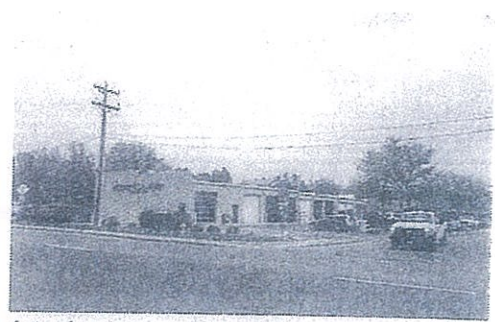
One option for the intersection improvements, as diagrammatically illustrated at right, is a roundabout couplet, originally proposed as an option in 1997. However, as the East/ West Mobility Study is now nearing 20 years old, all possible options for the intersection should be investigated to identify impacts on existing properties and provide the best solution to accommodate anticipated increases in traffic. Furthermore, 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.



Enhanced landscape and amenities



Restaurants with outdoor seating



Auto shop between the couplet



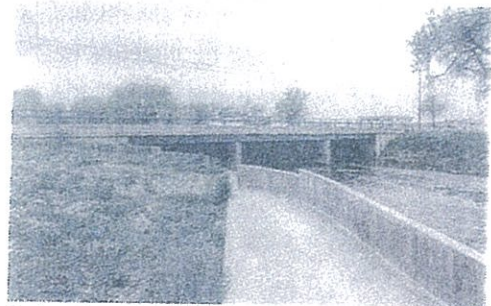
Barn representing agricultural history



Roadway conditions in Zone 4



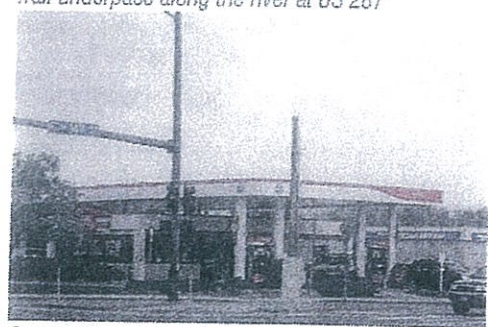
Gas-oriented uses prevail in Zone 4



Trail underpass along the river at US 287



Two-story light industrial building south of the river



Gas station northeast of US 287 and SH 402

CHALLENGES

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

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

Replace this picture



Big Thompson River Bridge lacks significance



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



Multiple drive access points interrupt the sidewalk



Buildings are still located within the floodway and floodplains

CHALLENGES

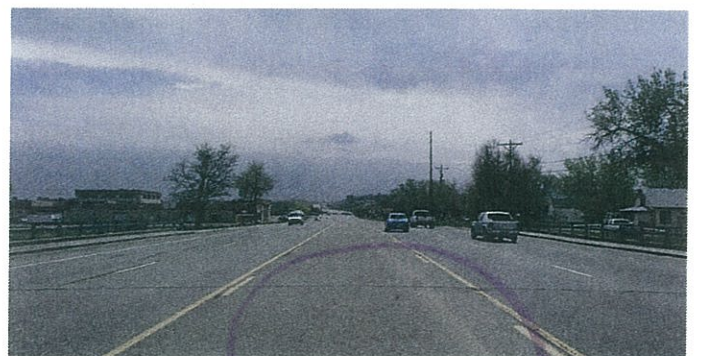
- Existing land uses in the vicinity of the Big Thompson River are not taking full advantage of the opportunity to celebrate the river as a community asset.
- Uncertainty about flood hazards associated with the river has limited reinvestment opportunities for certain properties.
- Existing industrial uses to the east have deterred the development of new commercial development along the Corridor.
- The number of existing drive access points creates the potential for conflicts between autos and bicyclists and pedestrians.



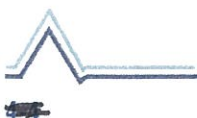
Big Thompson River Bridge



Multiple drive access points interrupt the sidewalk



Buildings located within the floodway and floodplains



CATALYTIC PROJECT

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

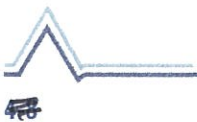
- Support and continue in-progress flood mitigation and protection.
- Replace the bridge across the Big Thompson River to help mitigate flooding, and create a southern gateway to Downtown.
- Expand and improve natural areas with trails that connect safely across US 287, to Fairgrounds Park, and Downtown.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



Outdoor amphitheater



Big Thompson River walk with shopping and restaurants - pictures
conceptual



CHALLENGES

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

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



Auto-oriented uses dominate the Corridor

along

CHALLENGES

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

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



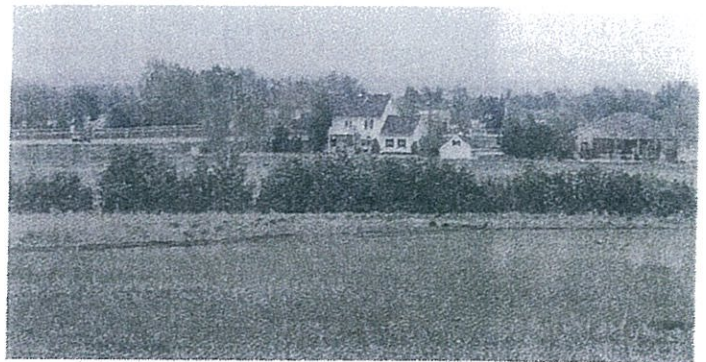
County lands inhibit land use planning



Low-density housing doesn't support commercial uses



Few roads connect to US 287 from the east or west



Zone 5 is sparsely developed



mercial building with parking in front



Underutilized parking in Orchards Shopping Center

commercial center



sing sidewalks



Farmland along the highway



CITY OF LOVELAND

PLANNING COMMISSION MINUTES

August 24, 2015

A meeting of the City of Loveland Planning Commission was held in the City Council Chambers on August 24, 2015 at 6:30 p.m. Members present: Chairman Crescibene; and Commissioners Middleton, Meyers, Molloy, Dowding, Forrest, Ray, Jersvig, and McFall. Members absent: None. City Staff present: Bob Paulsen, Current Planning Manager; Moses Garcia, Assistant City Attorney.

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

CITIZEN REPORTS

There were no citizen reports.

STAFF MATTERS

1. **Bob Paulsen**, Current Planning Manager, informed the commissioners that he is working with Public Works to get the improvements scheduled at the intersection of Kiowa Drive and Wilson Ave prior to the first day of school for Loveland Classical School on September 1, 2015.
2. **Mr. Paulsen** informed the commissioners that the study session for the Create Loveland Comprehensive Plan will be held at the next Planning Commission meeting on September 14th. **Mr. Paulsen** confirmed that he received the comments emailed to him by **Commissioner Meyers**.
3. **Mr. Paulsen** noted that due to concerns with some of the 16.40 adjustments, the code amendments were not ready to bring to City Council. Therefore, the study session scheduled for the August 25th City Council was postponed until November 10th. Per the request of **Commissioner Meyers**, **Mr. Paulsen** agreed to email the commissioners the 16.40 information pulled from the study session.
4. **Mr. Paulsen** updated the commissioners regarding their request for information pertaining to the use of consultants by the City of Loveland. **Mr. Paulsen** noted that he would be working with the Finance Office to obtain this information and would provide an update at the next meeting.

COMMITTEE REPORTS

1. **Commissioner Meyers** noted that Title 18 met this month and discussed changes to oil and gas, the sign code and the permitting of temporary uses.

COMMISSIONER COMMENTS

1. **Commissioner Forrest** asked the commissioners to update their contact information and have Jenell Cheever, Planning Commission Secretary, distribute the updated information to the commissioners.
2. **Chair Crescibene** thought the Pro-Cycle Challenge held over the weekend was a successful event.

APPROVAL OF THE MINUTES

Commissioner Ray made a motion to approve the August 10, 2015 minutes; upon a second from Commissioner Dowding the minutes were approved with 6 ayes and 3 abstentions.

CONSENT AGENDA

1. Great Western 3rd Rezone

Project Information: This is a public hearing to consider a rezoning for a portion of Lot 1, Block 1, Great Western 3rd Subdivision from B-Developing Business District to I-Developing Industrial District. The lot currently has two zoning designations within its boundaries: Industrial and Business zoning. The rezoning would zone the entire lot I-Developing Industrial. Rezoning requests are considered quasi-judicial actions. Planning Commission must evaluate whether the application meets the appropriate criteria/findings and formulate a recommendation to the City Council. The City Council is scheduled to hold a public hearing for a final determination on October 6, 2015.

Commissioner Meyers made a motion to approve the Consent Agenda as published on the public record; upon a second from Commissioner Molloy, the motion was unanimously approved.

REGULAR AGENDA

1. Urban Land Institute – Building Healthy Places Presentation

Project Information: On April 2nd, 2015 expert members from the Colorado Chapter of the Urban Land Institute (ULI) visited Loveland and held a one-day workshop to evaluate and offer insight concerning the area along US Highway 287 between 29th Street and 37th Street. The area of focus, surrounded by an underserved, underrepresented population, has long been challenging for residents with limited mobility. Looking for solutions, the ULI panel studied background information, toured the focus area, and worked with local officials and residents to develop key recommendations and next steps. This presentation will focus on these recommendations and next steps from the Final Report produced by ULI and seek input from the Planning Commission on moving forward.

Greg George, Director of Development Services, introduced **Katie Guthrie**, Health Planner with CanDo Loveland. **Ms. Guthrie** outlined the project area, Orchard North, which extends from 29th Street to 37th Street. She explained how this corridor needs improvements to make it safer for pedestrian and bicycle travel.

Ms. Guthrie introduced **Michael Leccese**, Urban Land Institute Executive Director. **Mr. Leccese** discussed several key elements to designing a healthy community and the recommendations for addressing problems along the Highway 287 corridor. **Mr. Leccese** also discussed funding opportunities and how a pilot project could be utilized to show progress and gain momentum.

COMMISSIONER QUESTIONS AND COMMENTS:

- Several commissioners expressed concerns with language used in the overview of the Building Healthy Places Final Report. Specifically, comments relating to obesity and poor access to healthy foods. **Chair Crescibene** noted that healthy food is obtainable at King Soopers and a Whole Foods isn't needed in order to accomplish access to healthy food. **Commissioner Jersvig** commented that a Farmer's Market is held in the parking lot of Hobby Lobby, providing access to healthy food.
- **Commissioner Molloy** commented that sidewalks are needed on this section of Highway 287 and **Commissioner Meyers** recommended interim sidewalks be installed as a temporary solution to address immediate safety concerns.
- **Commissioner Meyers** asked if the snow plow pattern had been addressed to prevent burying the sidewalks in the winter. Additionally, he asked how road de-icing chemicals would be utilized as these chemicals are often detrimental to landscaping. **Mr. Leccese** noted that this level of detail is not addressed in the plan.
- **Commissioners Jersvig** and **Commissioner McFall** noted concerns with the speed limit and that slower speeds were necessary. **Mr. Leccese** stated the plan does not recommend lowering the speed limit but recommends encouraging drivers to abide by the posted speed limit.
- **Commissioner Forrest** recommended that ULI try to personalize the program by incorporating a "Story of the Day" to explain the process used to evaluate the corridor. Additionally, she asked **Mr. Leccese** to review the final report to ensure spelling was accurate.
- **Commissioner Ray** noted that he likes the overall concept found in the Building Healthy Places report but is concerned with how these concepts will work. He also expressed concerns with using paint to create a bike zone as this doesn't provide any real safety advantage to bicyclists.
- **Mr. George** noted that area business owners identified restrictive regulations applied to business as a factor limiting the development of this corridor. **Mr. George** acknowledged that a zoning overlay may be considered to create additional business possibilities.
- **Mr. George** clarified that the Building Healthy Places report is an appendix to the Highway 287 Strategic Plan and has been used in developing the Plan. He clarified that some of the recommendations from the report have been incorporated into the

Highway 287 Plan. He noted that ULI was brought in to help with the urban design and to support healthy living in communities.

- **Chair Crescibene** asked if so many people agree that this area is so bad, why hasn't anything been done to improve this corridor. **Mr. Greg** noted that City Council has many projects to fund; however, with greater awareness of the issue, more program directors are committing funds.
- **Commissioner Molloy** noted the lack of a Business Park in this area and asked if this has been considered. **Mr. Greg** commented that the zoning could be evaluated to encourage this.

CITIZEN COMMENTS:

- **Dan Smith** asked how residents will be affected by the 287 Strategic Plan. Specifically, he noted that residents are experiencing property damage and is concerned with safety issues where Highway 287 splits into the one-ways. He wants to ensure that these residents are safe and that the 287 Strategic Plan addresses the problems in this area. He would like something done about the speeding traffic by the cemetery and recommended not taking out homes in order to widen the road near the cemetery.
 - **Commissioner Molloy** commented that the idea is to improve safety and make this section more of a community versus a highway pass through.
- **Melanie Crandall**, neighbor to Dan Smith, also expressed concerns with the transition area between Zone 2 and Zone 3 where the one-way merges back together near the cemetery. She noted that many drivers exceed the speed limit creating a safety concern for residents. She stated she had been in contact with city police and state patrol; however, nothing has been done to address her concerns. Additionally, she noted she would support the Downtown Development Authority (DDA) only if they planned to fix these problems; however, she didn't want to have increased taxes if the DDA was not going to improve this section of Highway 287.

COMMISSIONER COMMENTS:

- Several commissioners asked for clarification as to what action the Planning Commission is expected to take regarding the Building Healthy Places report. **Mr. Greg** clarified that this presentation was for informational purposes only and no recommendation to City Council was needed.
- **Commissioner Meyers** requested a copy of Appendix A, B, and C be provided to the commissioners prior to starting Agenda Item 2: 287 Strategic Plan.

Chair Crescibene called for a recess at 8:05 p.m.

Chair Crescibene called the meeting to order at 8:25 p.m.

2. 287 Strategic Plan

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

Mr. George provided an introduction and addressed **Commissioner Meyer's** request for a copy of Appendix A, B, and C of the Highway 287 Strategic Plan and noted that these appendixes were provided in the 6-22-15 Agenda Packet. **Mr. George** recommended the commissioners continue the item to another meeting if they needed additional time to review the appendices.

Mr. George reviewed the changes made to the Highway 287 Strategic Plan based on the commissioners' recommendations from the June 22nd Planning Commission Meeting. A summary of these changes were provided in the Staff Memorandum included in the 8/24/15 Planning Commission Agenda Packet.

COMMISSIONER QUESTIONS AND COMMENTS:

- **Commissioner Forrest** commented that it would be beneficial to add the specific elements of the corridors that were evaluated and used to model the Highway 287 Strategic Plan. **Mr. George** noted that the specific features identified by the focus groups as desirable attributes for the Highway 287 corridor can be added to the Plan.
- **Commissioner Meyers** asked that the Strategic Plan address the safety concerns with the transition area between Zone 2 and Zone 3. **Mr. George** stated that this Plan isn't designed to get into specific detail but could add an action item noting the need to perform additional studies in order to determine a solution. **Commissioner Molloy** asked if any evaluations of this area have been completed. **Dave Klockeman**, City Engineer, noted that no studies have been performed. Several commissioners requested that this area be designated as node.
- Several commissioners expressed concerns with the artist renderings either not showing particular businesses as part of the Plan or depicting that some businesses may not be compatible with the Big Thompson River. **Mr. George** stated that disclaimers have been added; however, it was possible that the disclaimers on artist renderings are not sufficient. **Commissioner Dowding** asked if we had permission to use businesses' names in the Plan. **Bruce Meighan**, Logan Simpson consultant, stated that it is standard practice to put in pictures of the study area. **Mr. George** noted that they will evaluate all of the pictures to determine if they are appropriate.
- **Commissioner Meyers** asked that the language be changed on page 4-8 to include a disclosure that the river walk picture is conceptual.
- **Commissioner Jersvig** noted that the plan treats auto oriented businesses negatively and questioned where these types of businesses would be better situated. He expressed concern that the language used in the Plan creates a bias and discourages auto oriented businesses in this area. Several commissioners agreed that the tone needs to be changed

to avoid the negative connotations. **Mr. George** noted that the wording could be evaluated to prevent a negative tone towards auto oriented businesses. **Commissioner Molloy** disagreed that the wording creates a negative bias and that the Plan actually supports the current businesses. However, he felt the intention of the Plan is to restrict adding more businesses like this in order to create the river walk atmosphere.

Chair Crescibene opened the public hearing at 9:35 p.m.

- **Phyllis Hamen**, 1600 Cleveland, noted that her house was struck by a car in 1993. Large boulders were placed in her front yard to protect her home; however, on May 23, 2014 a car struck the boulders so hard it moved the boulders 2-3 feet. The speed of traffic, careless driving, and noise needs to be addressed. However, she hopes that the solution the city decides on doesn't force her to lose her house.
- **Melanie Crandall** expressed concerns with the opening of the new Sprouts grocery increasing traffic flow around the curve at Taco John's. She asked that a solution be identified sooner rather than later.
- **Dan Smith** asked the Planning Commission to consider the safety of the corner by the cemetery when making a recommendation on this Plan. He expressed very strong concerns with the safety and preservation of homes in this area.

Chair Crescibene closed the public hearing at 9:42 p.m.

COMMISSIONER COMMENTS:

- **Commissioner Meyers** asked that city staff get the email addresses from citizens who made comments tonight and asked that they are emailed when the next public hearing date is set.
- **Commissioner Middleton** requested the Planning Commission recommend the police and sheriff's department perform a speed and traffic volume study at the curve by Taco Johns. **Commissioner Meyers** noted that traffic studies are performed by the City of Loveland.
- **Chair Crescibene** asked if a police representative could come to a future meeting and address these concerns. **Dave Klockeman** agreed to evaluate traffic counts and perform a speed study. He will also coordinate with the police department to determine the best way to move forward. **Commissioner Dowding** asked **Mr. Klockeman** to present options that could be implemented immediately. She recommended using flashing signs that show your speed as a possible option.

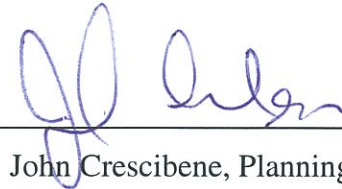
Commissioner Meyers motioned to postpone this item to a date in the future defined by the Director of Development Services. Upon a second from Commissioner Middleton, the motion was unanimously approved.

ADJOURNMENT

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

Chair Crescibene adjourned the meeting at 9:50 p.m.

Approved by: _____



John Crescibene, Planning Commission Chair



Jenell Cheever, Planning Commission Secretary

RESOLUTION NO. _____

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

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

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

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

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

WHEREAS, the US 287 Strategic Plan (“the Plan”) attached hereto as Exhibit “A” and incorporated by reference, has been developed through a collaborative planning process including participation by the 287 Advisory Committee, 287 Technical Study Team, Planning Commission, City Council, and other citizens of Loveland, to meet the purpose and overall goal set forth above; and

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

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

WHEREAS, on June 22, 2015, July 13, 2015, August 24, 2015 and October 12, 2015 the Planning Commission held public hearings to consider a recommendation to City Council to adopt the Plan; and

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

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

Section 1. That the Loveland Planning Commission finds that the Plan serves the public purpose and overall goal set forth above and hereby recommends that City Council adopt such Plan, as amended on the record.

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

ADOPTED this 12th day of October, 2015.

LOVELAND PLANNING COMMISSION:

John Crescibene, Chairperson

ATTEST:

Planning Commission Secretary

APPROVED AS TO FORM:

Assistant City Attorney

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



LOVELAND
287
STRATEGIC PLAN

PLANNING COMMISSION DRAFT
29 September 2015

ACKNOWLEDGMENTS

Loveland City Council

Mayor Cecil Gutierrez
Chauncey Taylor, Ward I
Troy Krenning, Ward I
Joan Shaffer, Ward II
Phil Farley, Ward II
Hugh McKean, Ward III
John H. Fogle, Ward III
Ralph Trenary, Ward IV
Dave Clark, Ward IV

Loveland Planning Commission

John Crescibene, Chairman
Carol Dowding, ZBA Hearing Officer
Michele Forrest, ZBA Hearing Officer
Alternate
Jeremy Jersvig
Patrick McFall
Rich Middleton, Vice-Chairman
Buddy Meyers
Rob Molloy
Mike Ray

US 287 Advisory Committee

Rhys Christensen, RPC Properties,
Loveland Marketplace
Bruce Croissant, Transportation
Advisory Board
Michele Forrest, Planning Commission
Norm Jorgensen, South Side
Investments
Nathan Klein, Loveland Commercial
Mindy McCloughan, Loveland
Chamber of Commerce
Stephanie Napoleon, First Bank
Kristin Owens, Manor Ridge Estates
Adam Prior, Planning Commission
Don Roy, Blue Ribbon Auto
Dave Schneider, Uncle Sneedley's Toy
Shop/Goodies Auto/ Loveland Utility
Commission
Rayno Seaser, The Egg & I
Matt Weakland, Loveland Garden
Center
Jennifer Wheelock, Manor Ridge
Estates
David Young, Manor Ridge Estates

US 287 Study Team

Greg George, Director of Development
Services
Bethany Clark, Community & Strategic
Planning
Karl Barton, Community & Strategic
Planning
Kevin Aggers, Recreation Division
Manager
Kevin Gingery, Senior Civil Engineer
for Stormwater
Sean Kellar, Civil Engineer for
Transportation Development Review
Alan Krcmarik, Executive Fiscal
Advisor
Melissa Morin, Civil Engineer for
Water Resources
Brieana Reed-Harmel, Senior Electrical
Engineer
Mike Scholl, Economic Development
Manager
Julie Trombley, GIS Support

Consultant Team

Logan Simpson
Economic Planning Systems
Felsburg, Holt & Ullevig

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APPENDIX D. ULI WORKSHOP

CHAPTER 1.

INTRODUCTION

DRAFT



PRIMARY PLAN GOALS

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

PURPOSE

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

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

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

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

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

OPPORTUNITIES

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

City tax revenue.

A market analysis, completed as part of this Strategic Plan, has emphasized the City budget's reliance on its retail and commercial base, including the businesses along US 287. The analysis determined that as much as 25% of the City's sales and jobs are located along and adjacent to this Corridor. The current condition of this area therefore has significant implications for the City's overall financial health.

Improvements in the performance of retail activity.

In order for the Corridor to redevelop and realize its full potential, the Corridor must better serve the surrounding neighborhoods that comprise its primary customer base and attract higher quality retailers, mixed use developments, and entertainment venues. An increase in consumer base could provide a stimulus for improving the overall appearance of the Corridor and the repositioning of some properties.

Regional competition.

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



Increase utilization of existing retail and supporting housing stock.

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

North and south gateway enhancements.

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

Improvements in transportation facilities to support the Corridor's mobility and economic goals.

US 287 is a major north/south corridor that acts as Main Street in the City of Loveland, and serves local, regional and inter-regional automobile, transit, bicycles, pedestrians, and freight. The Colorado Department of Transportation (CDOT) retains ownership of this roadway and is considered a partner in transportation with the City of Loveland. Reducing vehicular congestion could improve the visitor experience and improving access control along the Corridor could improve traffic flow. A transit system is present; however strategies need to be explored to continually advance this system. Bike access north-south is secondary and discontinuous. Improving pedestrian access, especially within existing commercial centers, could increase length of stay and improve overall shopper experience. Capacity, overall mobility, and quality of experience of US 287 could be increased with improvements in transportation facilities.

Economic development within each Zone.

The Corridor changes in character and opportunities within each Zone. The provision of City utilities in Zones at the south end could increase the opportunity for new development. Several Zones are challenged by risks and benefits associated with natural resources, including the Big Thompson River. The five Zones within the Corridor are described below.

PROJECT ZONES

Zone 1:

Between 71st Street & 37th Street

Zone 2:

Between 37th Street & the Cemetery

Zone 3:

Between the Cemetery & 8th Street

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

Zone 4:

Between 1st Street & SH 402

Zone 5:

Between SH 402 & SH 60



VISION



The success of the US 287 Strategic Plan hinges on revitalizing and redefining the economic resiliency of the Corridor and its five Zones. By repositioning each Zone with projects that support a vibrant economy, the prosperity of the Corridor will improve. Subsequently, each Zone will:

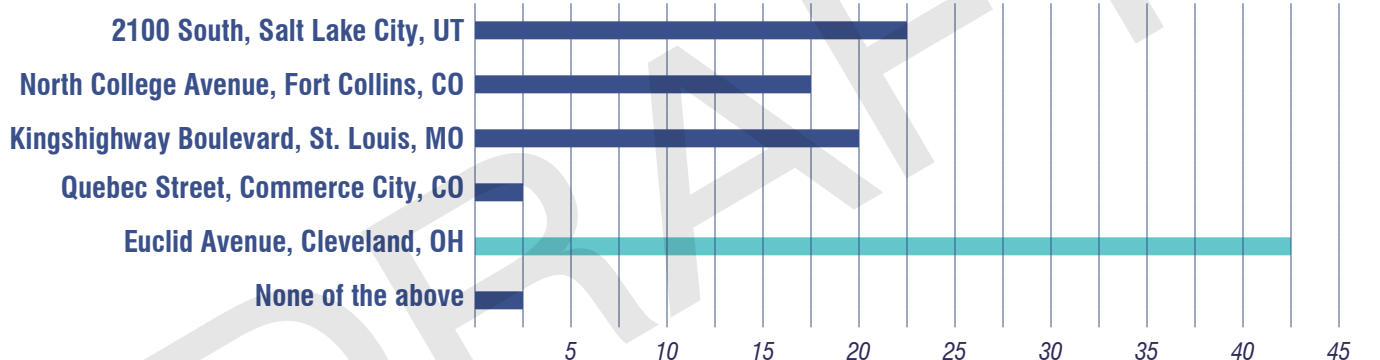
- facilitate private business investment;
- encourage mutually supportive land uses;
- reduce impediments to development and redevelopment;
- enhance visual appeal;
- illustrate individual identities; and
- provide integrated public transportation options.

Creating a forward-looking vision for US 287 relied on input from residents, business owners, City staff, elected officials, agencies, and the broader Loveland community. The vision was derived from individual conversations with business and property owners, corridor walks, public meetings, comments from Study Team and Advisory Committee, elected officials, and community surveys. Three public workshops and an online survey were used to gather input on values and vision. Prior to the public workshop, the consultant identified over 40 memorable streets across the nation, and reviewed and evaluated them against the qualities of a great street, as called out on page 11. Subsequently, the Study Team and Advisory Committee were asked to review and evaluate these same corridors based on which contained elements that would be appropriate in a redesign of the US 287 Corridor. Through conversations and online surveys to both groups, responses were tallied, and the corridors were narrowed down to the five highest-ranked corridors. At the visioning public events, participants examined and discussed the five corridors below in greater detail:

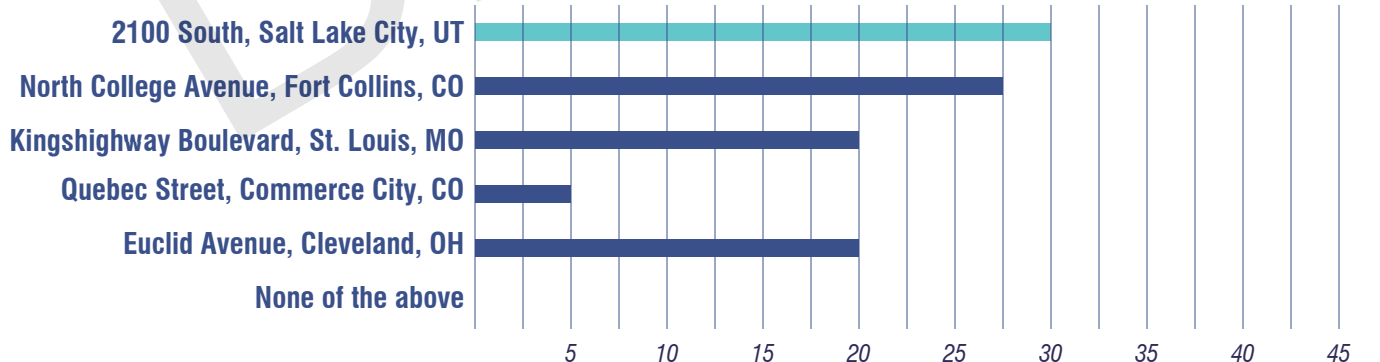
Street	Desirable Elements
• North College Avenue, <i>Fort Collins, Colorado</i>	Landscape and hardscape / street scale
• Euclid Avenue, <i>Cleveland, Ohio</i>	Transit services and facilities / theming and amenities
• 2100 South (Sugarhouse District), <i>Salt Lake City, Utah</i>	Street scale / theming and amenities / landscape and hardscape
• Quebec Street, <i>Commerce City, Colorado</i>	Bicyclist experience / landscape and hardscape
• Kingshighway Boulevard, <i>St. Louis, Missouri</i>	Landscape and hardscape / vehicular convenience and access

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

Public Workshop Polling Results



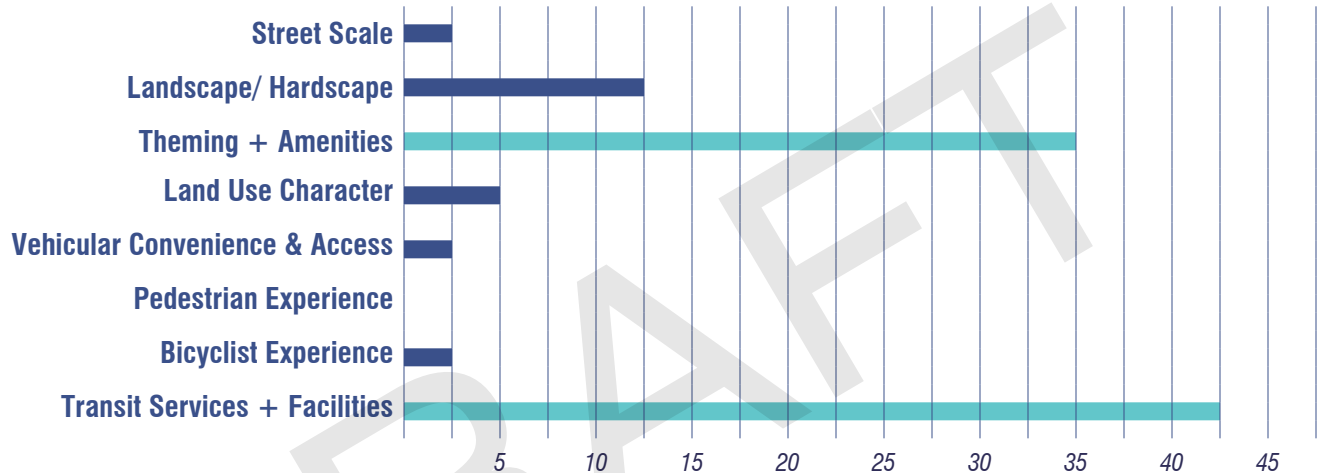
Online Survey Polling Results



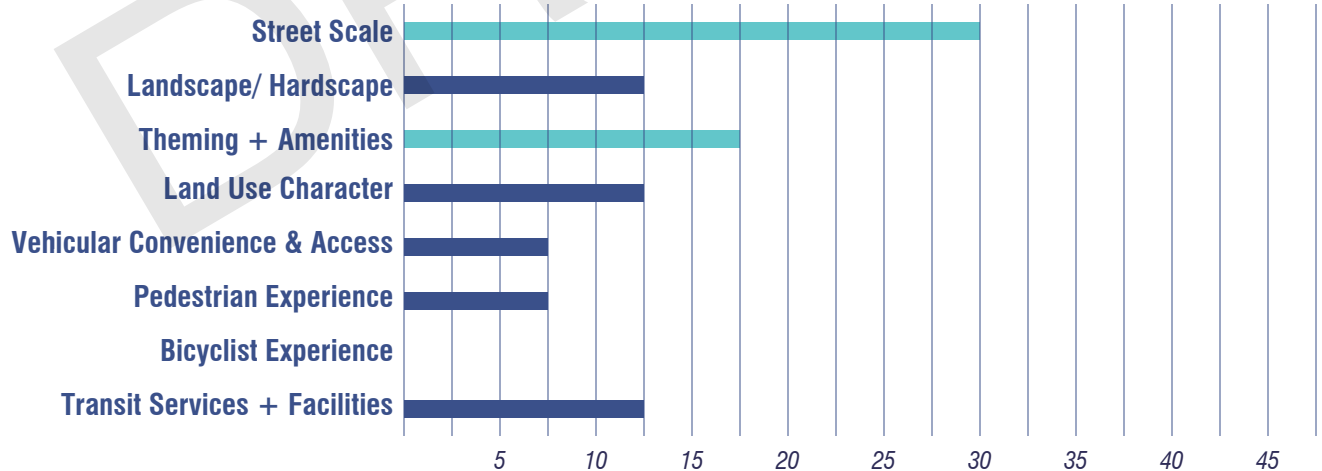


Overall, Euclid Avenue and 2100 South/ Sugarhouse District were ranked the highest in workshops and online surveys.

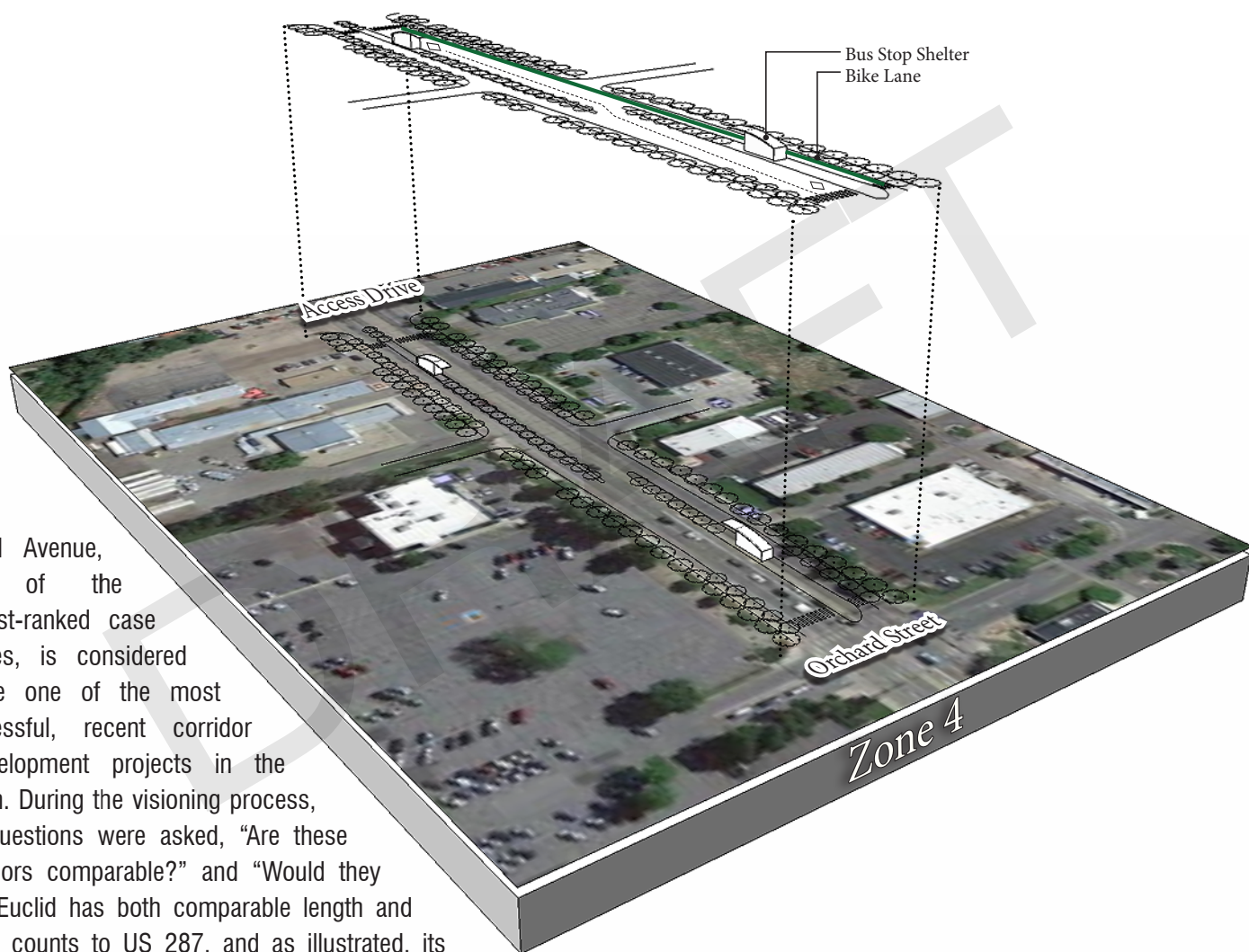
Euclid Avenue Desired Elements



2100 South/ Sugarhouse Desired Elements



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



GREAT STREETS

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

A Defined Street

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

Places for People to Walk and Bike with Some Leisure

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

Physical Comfort

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

Qualities that Engage the Eye

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

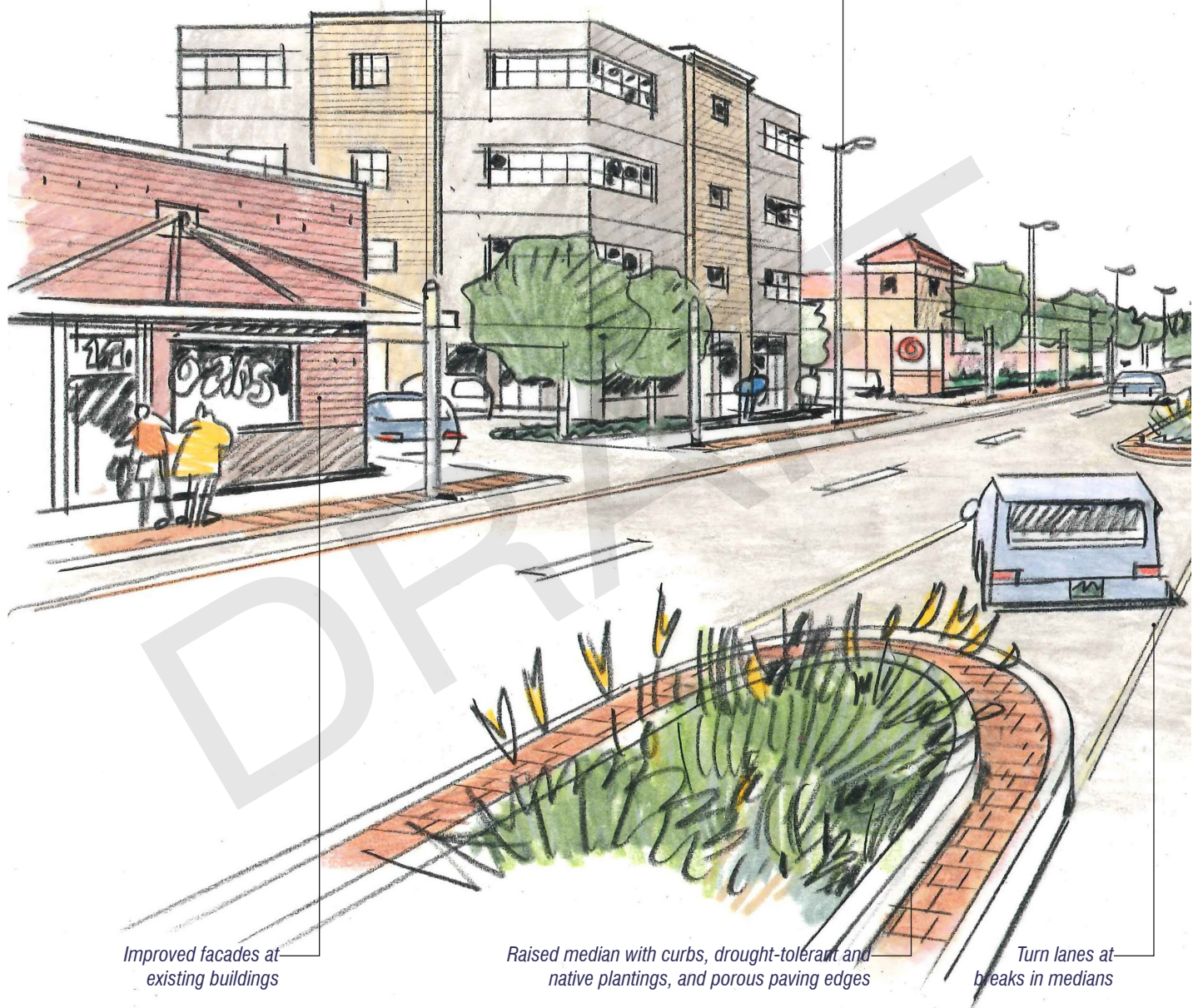
Unique Character

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

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

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

Highway lighting



Improved facades at existing buildings

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

Turn lanes at breaks in medians



Maintained vehicular mobility

Modern bus stop with
enhanced transit service

Landscaped buffer with
consistent tree canopy

Detached walk with
paver edge



Consistent, clear, and
easily legible signage

Bike lanes, using creative, alternative
solutions to enhance safety

Artist's rendering depicts a general concept, and illustrates only one of several possible futures,
and actual development and redevelopment options will vary.

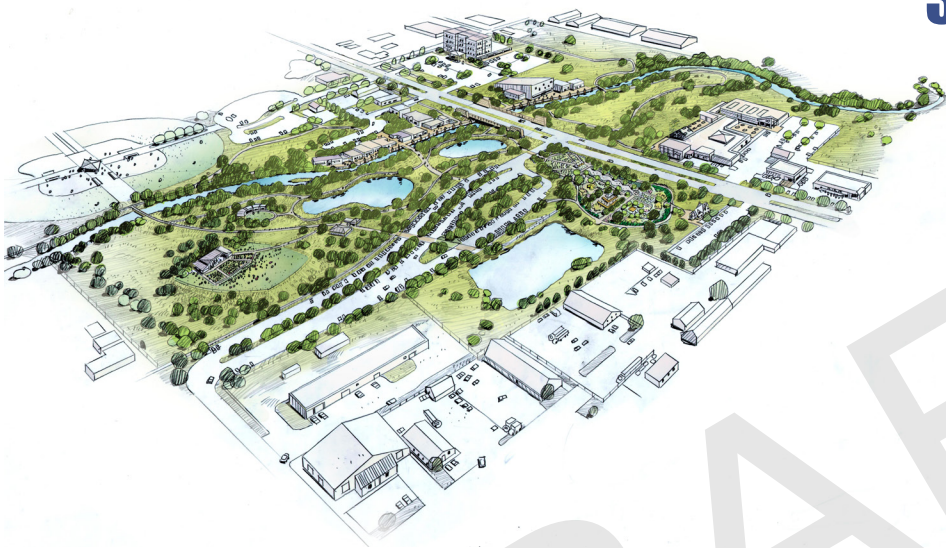
LOVELAND'S US 287 CORRIDOR WILL BECOME A THRIVING ECONOMIC CORRIDOR BY:



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



- 2** Preserving desirable land uses and accommodating new uses that improve the character and economic position of the corridor, while emphasizing the enduring nature of materials, architectural character, and site design that support Loveland's identity.



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



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

PROCESS

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

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

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

PHASE 1: INITIATION

PHASE 2: ANALYSIS

PHASE 3: VISION + ALTERNATIVES

PHASE 4: DRAFT + FINAL PLAN



CHALLENGES, OPPORTUNITIES, ECONOMIC STRATEGIES, ACTIONS

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

CHALLENGES + OPPORTUNITIES

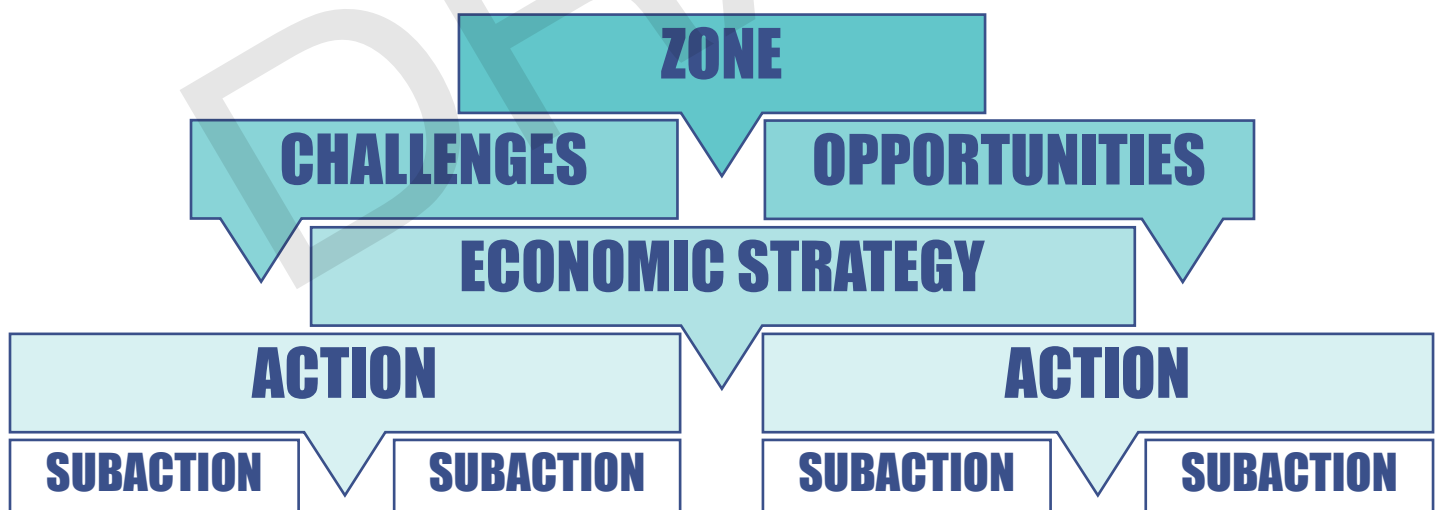
The five sets of Challenges identify opportunities for positive change within each Zone of the Corridor. While many of the challenges are common to multiple Zones, some apply only in specific areas. Each Zone also has opportunities that can be capitalized upon to effect positive change along the Corridor.

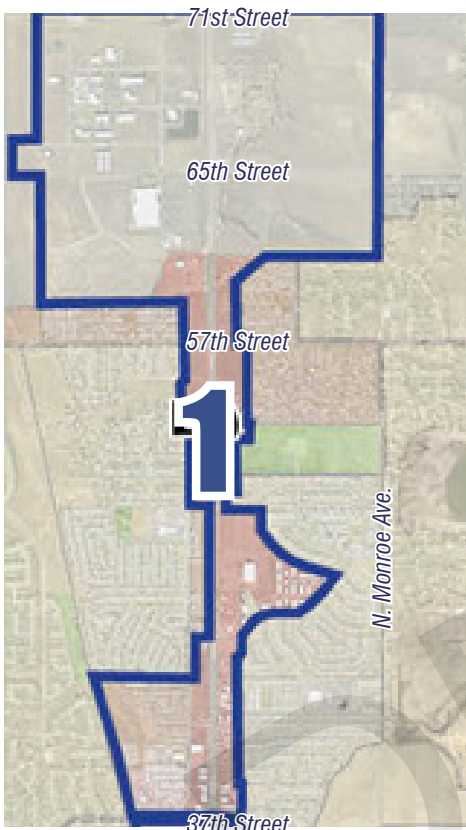
ECONOMIC STRATEGIES

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

ACTIONS + SUB-ACTIONS

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





ZONE 1: 71ST STREET TO 37TH STREET

Challenges

A large number of vacant commercial properties along US 287 from 37th to 65th create gaps in destinations, and the strength of the Longview/Midway employment node could be better leveraged to generate additional growth.

Economic Strategy

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

Actions

- 1.1 Encourage Mixed Use.* Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.
- 1.2 Include Multimodal Amenities.* Improve the overall street section and east-west connections to incorporate multimodal travel.
- 1.3 Attract Business.* Leverage the existing employment concentration to strengthen employment base and attract additional business.

Sub-Actions

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



ZONE 2: 37TH STREET TO CEMETERY

Challenges

The 29th to 33rd Street commercial area is the most viable commercial node in the Corridor, but improvements in internal circulation and access could improve its overall performance. Current zoning and development regulations promote incremental, piecemeal improvements that tend to discourage reinvestment.

Economic Strategy

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

Actions

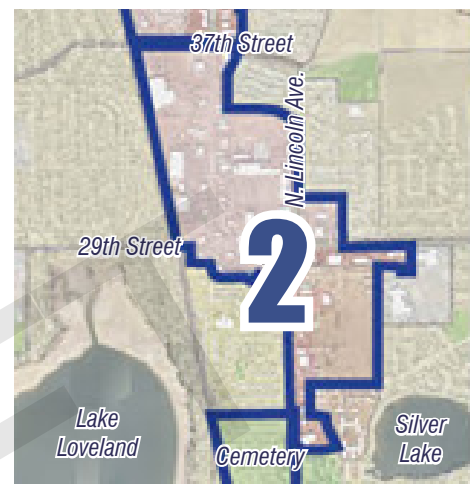
2.1 Revitalize the 29th Street Commercial Area. Develop a commercial district revitalization plan.

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

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

Sub-Actions

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





ZONE 3: CEMETERY TO 8TH STREET

Challenges

An abundance of vacant sites with narrow frontages, shallow lots, and inadequate access for commercial redevelopment is negatively affecting the performance of existing businesses. These small lots under separate ownership complicate redevelopment options. The provision of pedestrian access and appropriate separation from auto traffic could create a safer and more pleasant environment. The sharp curve for southbound vehicles where US 287 splits into one-way segments (the “Curve”) creates a safety hazard for motorists, pedestrians and residents living in the adjacent neighborhoods.

Economic Strategy

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

Actions

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

3.2 Improve Multimodal Amenities. Improve the pedestrian environment and add bike lanes, through creative, alternative solutions, allowing for safe travel and access.

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

3.4 Safety Improvements at the Curve. Create a plan for and implement safety improvements for south bound vehicles, pedestrians and the adjacent neighborhood where US 287 splits into one-way segments.

Sub-Actions

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



ZONE 4: 1ST STREET TO SH 402

Challenges

In general, the area consists of commercial and industrial uses on relatively small lots. Commercial frontage development potentials are compromised by adjacent industrial uses to the east. The flood hazard limits reinvestment opportunities for certain properties and development could capitalize more on the Big Thompson River as an amenity.

Economic Strategy

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

Actions

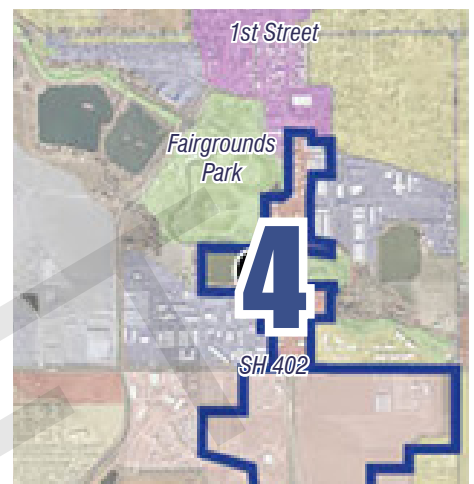
4.1 Mitigate Flood Hazard. Mitigate the flood hazard and reduce the possibility of future damage from flood events.

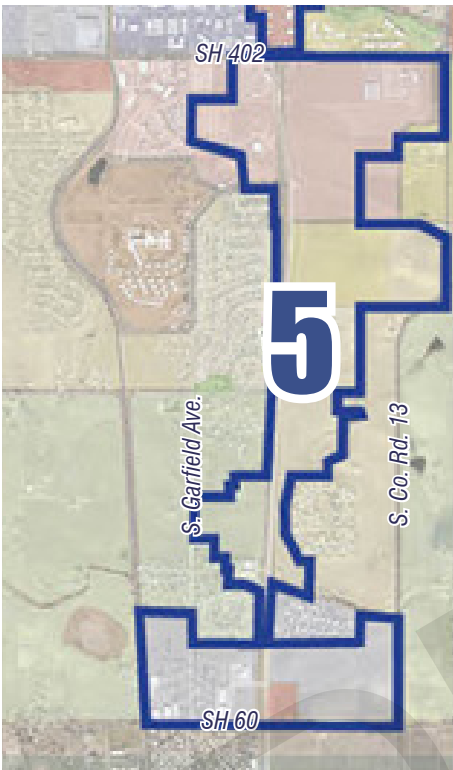
4.2 Create an Area Plan. Create a plan to capitalize on flood mitigation efforts and convert the US 287/ Big Thompson River crossing into a Big Thompson River District (i.e. Estes Park, Pueblo, or Golden).

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

Sub-Actions

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





ZONE 5: SH 402 TO SH 60

Challenges

The area is sparsely developed and contains several large vacant properties. Improvements could be made to the existing street network to promote connectivity. City infrastructure needs to be extended south to serve the area and more residential development needs to be located along the Corridor to support new commercial uses. A cohesive land use plan and annexation plan needs to be developed for the County enclaves within the area.

Economic Strategy

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

Actions

5.1 Modify Future Land Use & Zoning.

5.2 Create Gateway. Create a southern gateway into Loveland.

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

Sub-Actions

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



CORRIDOR-WIDE ACTION PLAN

ALL ZONES

Actions

6.1 Improve Corridor-Wide Aesthetics.

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

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

Sub-Actions

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

A detailed Action Plan, developed and prioritized by the community, stakeholders, and advisory committees, is summarized here and fully outlined within each subsequent Volume. A total of **5 Economic Strategies, 19 Actions, and 38 Sub-Actions** have been identified for the 8-mile Corridor.

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

PRIORITIZATION

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

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

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

PRIORITY WORK PROGRAM

This initial work program focuses on:

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

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

The remaining Quadrant 1 and 2 projects, as well as those Quadrant 3 and 4 projects should be pursued as part of the long-term work program and evaluated annually. The items within the Priority Work Program must be considered by City Council along with many other priorities. Many of these projects would also require additional funding sources, including special assessments, or funding from state and federal agencies.

LONG-TERM WORK PROGRAM

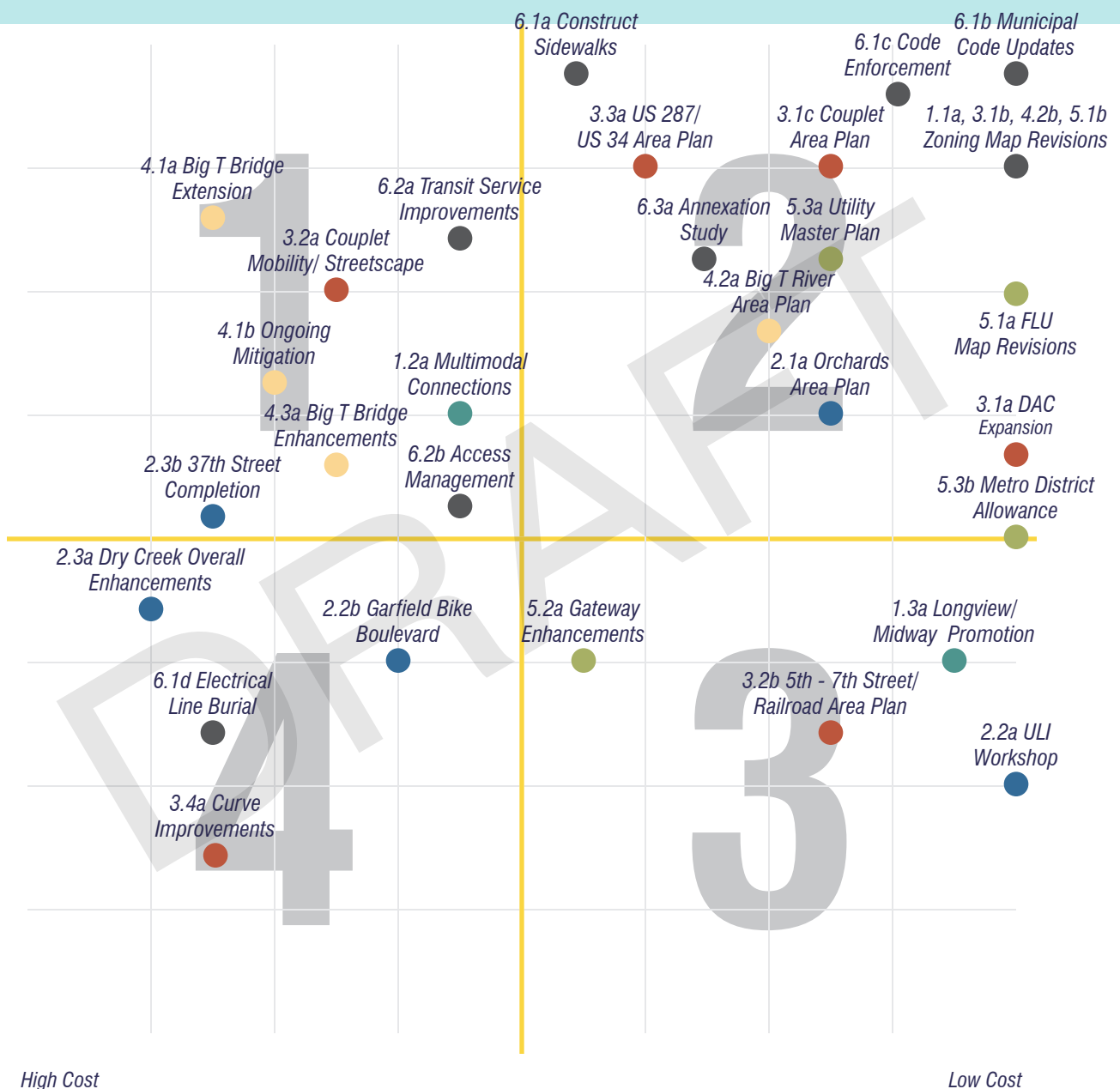
Optimally, all Sub-Actions should be anticipated to be implemented within a 20- to 25-year timeframe. As the Strategic Plan is designed to be flexible in order to be adaptive, responsible, and decisive in implementing these projects, these Sub-Actions should be continuously monitored to evaluate the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

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

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

High Anticipated Effectiveness

Low Anticipated Effectiveness



PRIORITY WORK PROGRAM

QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to City	Citizen Concern
Zone 1	1.1a. Zoning Code Updates: Update the zoning code, including new overlay zones, to promote mixed use and residential development to support retail districts to the north and south. Create an overlay zone that reflects intent of the Complete Neighborhood category of the Future Land Use Plan. Update Shared Parking standards to provide reduced parking requirements for mixed-use areas as a whole, and not just mixed-use buildings.	- Removes barriers to redevelopment - Facilitates business reinvestment - Brings retail customers into walking and biking distance	Lead	Approx. \$20,000 In house and funds appropriated for code consultant	Medium
	1.2a. Bike and Pedestrian Amenities & East/West Connections: Require pedestrian and cyclist amenities as new development occurs along US 287 and from adjacent neighborhoods. Require that new development provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods. Look at revising the purpose of the B zoning designation to include the encouragement of walking and biking access to and from adjacent neighborhoods, and add a subsection outlining circulation, safety, and access standards for vehicles, bicycles, and pedestrians, such as stated in 18.29.040B.	- Improves public safety - Increases business activity by providing easy access from adjacent residential neighborhoods - Promotes business reinvestment	Lead, with CDOT coordination	No cost, unless provided by City as incentive	High
	1.2b. Gateway Enhancements: Create a northern gateway into Loveland.	- Promotes City recognition - Builds sense of City pride	Lead	Approx. \$250,000	Medium
Zone 2	2.2a ULI Building Healthy Places Workshop: Utilize the outcomes of the spring workshop to inform additional changes or amenities within the area.	Promotes citizen awareness regarding the built environment and healthy living opportunities	Lead	No cost, awarded through grant	High
	2.3a. Dry Creek Culvert Enhancements: Improve pedestrian access and connectivity across Dry Creek with the construction of sidewalks on the culvert.	Improves public safety	Lead, with CDOT coordination	Over \$500,000	Medium



QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to City	Citizen Concern
Zone 3	3.1a DAC Expansion: Expand the DAC land use designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	Facilitates Downtown's continued revitalization	Lead	No cost, in house	Low
	3.1b. Zoning District Map Revisions: Expand the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	- Promotes mixed use within the DDA - Provides more land use options to facilitate redevelopment	Lead	No cost, in house	Medium
	3.3a. US 34/ US 287 Area Plan: Create a redevelopment plan for the US 34/ US 287 intersection as a key gateway into Downtown.	- Improves transportation flow through the intersection - Catalyzes business reinvestment or new development - Promotes City recognition - Builds sense of City pride	Lead	Approx. \$200,000	High
Zone 4	4.2a. Create Big Thompson River District Redevelopment Plan: Capitalize on flood mitigation efforts and establish a Big Thompson River District for the US 287/ Big Thompson River crossing.	- Uses outside funding source to capitalize on flood mitigation efforts - Catalyzes business reinvestment or new development	Lead	Approx. \$200,000	High

QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to City	Citizen Concern
Zone 5	5.1b. Zoning District Map Revisions: Promote a node of mixed use and higher density residential at SH 402. Investigate the rezoning of parcels at the intersection of SH 402 from B to MAC designation.	• Concentrates living units in closer proximity to community commercial uses • Reduces vehicle miles traveled • Utilizes a more efficient provision of public infrastructure	Lead	No cost - in house	Medium
	5.2a Gateway Enhancements: Create a southern gateway into Loveland.	• Promotes City recognition • Builds sense of City pride	Lead	Approx. \$250,000	Medium
	5.3a. Utility Master Plan: Plan for all utilities south to SH 402 and what the city and/or county will fund vs. private development	• Allows new development a funding option for extension of sewer services	Lead	Approx. \$150,000	Low
All Zones	6.1a. Construct Missing Sidewalk Segments: Build missing sections of sidewalks along the length of the Corridor. Continue to enforce curb, gutter, and sidewalk construction and maintenance, utilizing the ultimate roadway cross sections.	• Improves public safety • Strengthens mobility • Increases length of stay/visitor experience	Lead	Over \$500,000	High
	6.1b. Underground Utility Lines: Continue to bury utility lines as ongoing capital improvement projects, utility service upgrades, and new development or redevelopment. Continue to coordinate with other service providers to do the same.	• Improves reliability of electric service and visual impacts on Corridor • Promotes business reinvestment	Partner with utility suppliers and private entities	Approx. \$1 million per mile/ \$300,000 per block	Low
	6.3a. Annexation Study: Complete an in-depth analysis and study of those lands that still need to be annexed into the City, along with improvement costs, phasing, and funding recommendations.	• Allows for sense of surety for new development • Promotes private development	Lead, with County co-ordination	Approx. \$150,000	Low



CHAPTER 2.

ZONE 1

DRAFT

ZONE 1: 71ST STREET TO 37TH STREET

CONTEXT

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

South of 57th Street to 37th Street, small- to mid-scale retail, service, and civic uses abut US 287, while residential neighborhoods are typically located at least 300 feet from the highway with vacant land in between. East-west connectivity should be improved between residential development and highway-oriented uses. A higher concentration of destinations, or activity centers could improve overall business performance within this Zone. North-south mobility along the highway itself is great for vehicular traffic, but improvements in pedestrian, bicycle, and transit facilities are needed to make it easier to travel short distances without a car.

Zoning needs to provide opportunities for a mix of land uses other than solely commercial, particularly on the several vacant, commercially zoned parcels north of 37th Street. The focus of commercial and industrial development should be around the 65th Street intersection and planned developments there. Recent development activity is a positive sign and the City should explore ways to continue to foster this activity. Changes to US 287 should support future traffic and circulation needs of the area.





The northern limits of Loveland



Shops at Wintergreen Village



Immanuel Lutheran Church & School



Newer development at Longview / Midway



Two-story building with parking in front



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

CHALLENGES

- A large number of vacant commercial properties along US 287 from 37th to 65th streets create gaps in destinations.
- The strength of the Longview/Midway Commercial Center on the north end could be leveraged more to generate new growth.
- The transportation network should be improved to facilitate a higher level of east-west mobility.
- The pedestrian and bicycle infrastructure should be upgraded to encourage multimodal access along the highway.



East/west streets are few and far between



The Corridor lacks adequate and safe bicycle facilities



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



OPPORTUNITIES

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

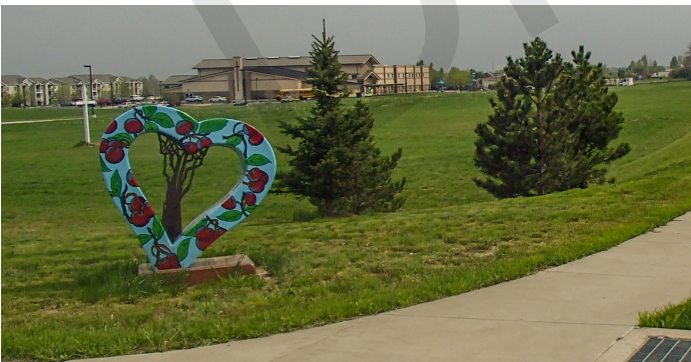
- Right-size the amount of commercially zoned land, encourage it where it is working, and increase the range of allowable uses.
- Focus economic activity in key areas.
- Let the market continue current momentum.
- Provide more east-west connections.
- Allow mixed use or high-density residential areas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



High quality office design and landscaping attract employers



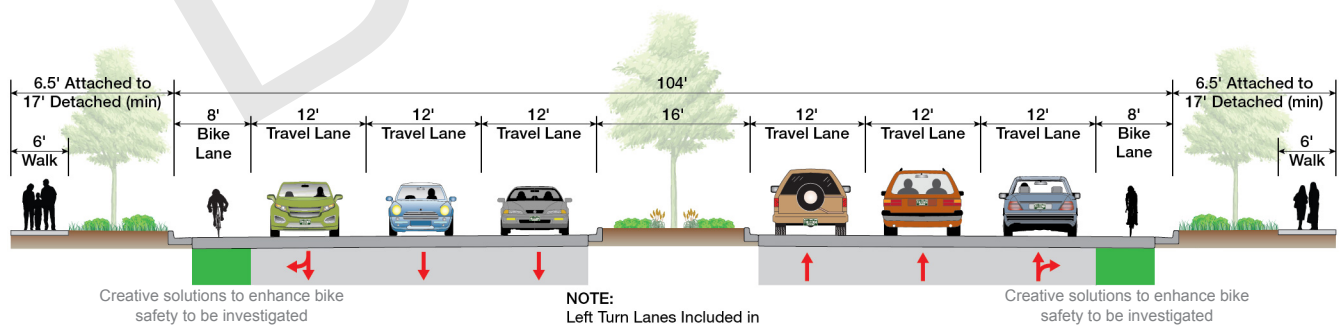
High-density housing increases demand for Corridor businesses



Detached sidewalks, landscaping & public art improve the Corridor

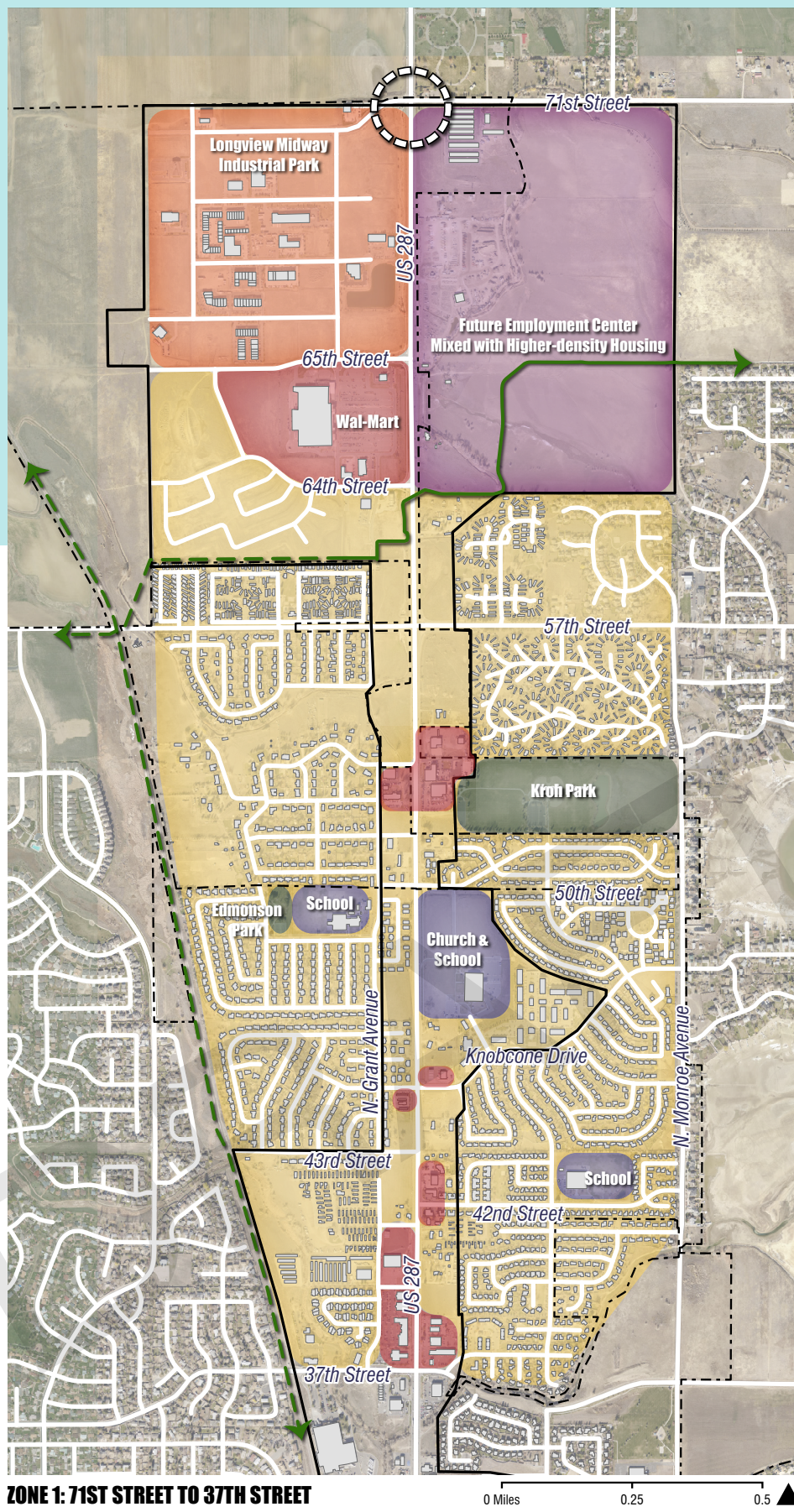
ECONOMIC STRATEGY

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



Rendering depicts a general concept, and illustrates only one of several possible futures. Actual construction will vary.





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

ACTION PLAN

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

ACTIONS

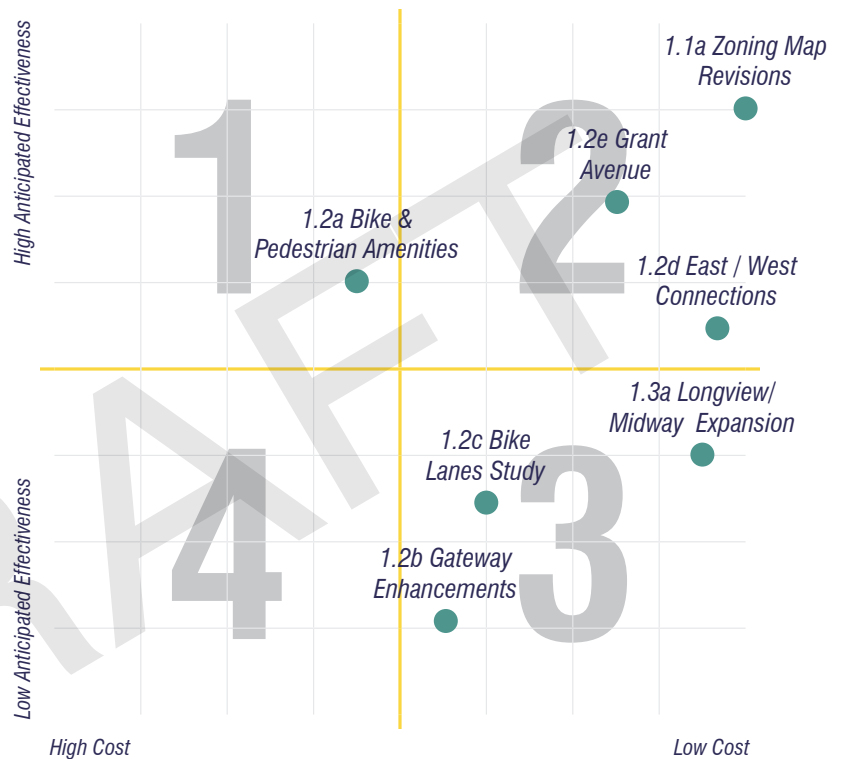
1.1 Encourage Mixed Use. Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.

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

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

SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
1.1 Encourage Mixed Use. Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.				
1.1a. Zoning District Map Revisions & Code Updates: Update the zoning code, including new overlay zones, to promote mixed use and residential development to support retail districts to the north and south. Create an overlay zone that reflects intent of the Complete Neighborhood category of the Future Land Use Plan. Update Shared Parking standards to provide reduced parking requirements for mixed-use areas as a whole, and not just mixed-use buildings. Implement a flexible code within the undeveloped area between 64th and 71st Streets to allow for flexibility in development. Encourage rental and ownership high-density housing on the Corridor.	• Removes barriers to redevelopment • Facilitates business reinvestment • Brings retail customers into walking and biking distance • Supports transit • Allows developers to create cohesive projects better suited to specific sites • Encourages residential and mixed use development to support commercial uses	Immediate	In house and funds are appropriated for code consultant	Medium
1.2 Include Multimodal Amenities. Improve the overall street section and east-west connections to incorporate multimodal travel.				
1.2a. Bike and Pedestrian Amenities: Require pedestrian and cyclist amenities as new development occurs along US 287 and from adjacent neighborhoods. Require that new development provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods. Look at revising the purpose of the B zoning designation to include the encouragement of walking and biking access to and from adjacent neighborhoods, and add a subsection outlining circulation, safety, and access standards for vehicles, bicycles, and pedestrians, such as stated in 18.29.040B.	• Improves public safety • Increases business activity by providing easy access from adjacent residential neighborhoods • Promotes business reinvestment	Immediate	No cost, unless provided by City	High
1.2b. Gateway Enhancements: Create a northern gateway into Loveland.	• Promotes City recognition • Builds sense of City pride	Immediate	Approx. \$250,000	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
1.2c. Bike Lanes Study: Undertake a study specifically for the US 287 Corridor to investigate the feasibility of a formal, dedicated bike lane for the length of US 287. Investigate opportunities for creative, alternative solutions to enhance bicyclist safety, such as painted, textured lanes, buffered lanes, or grade-separated lanes. Look at alternative parallel options through sections of reduced right-of-way widths. Coordinate with the Bicycle and Pedestrian Education Coalition (BPEC) to increase knowledge and awareness about how to safely share roads.	• Furthers City plans to provide bike lanes on US 287 • Promotes multi-modal accessibility • Encourages active transportation • Creates a finer-grained transportation network and higher visibility with more development opportunities	0 - 5 years	Approx. \$200,000	High
1.2d. East/ West Connections: Investigate opportunities for new development to provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods.	• Increases east-west mobility and improves access between residential and commercial uses • Provides more cohesive organization of land uses	0 - 5 years	No cost, in house	High
1.2e. Grant Avenue: Study the feasibility of connecting Grant Avenue between 52nd Street and the Peakview Industrial Park to allow for an additional north/ south connection.	• Improves north/ south mobility • Reduces traffic congestion on US 287	5 - 10 years	Approx. \$50,000 for initial feasibility study	Medium
1.3 Attract Business. Leverage the existing employment concentration to strengthen employment base and attract additional business.				
1.3a Longview/ Midway Industrial Park and Peakview Commercial Park Expansion: Capitalize on the recent growth and development within the industrial park, and promote its access to FLEX bus transit. Work with existing businesses to determine what linkages and partnerships would benefit from additional development.	• Increases the viability of this employment center • Provides additional job opportunities • Encourages transit ridership	0 - 5 years	No cost, in house	Medium

CHAPTER 3.

ZONE 2

DRAFT

ZONE 2: 37TH STREET TO CEMETERY

CONTEXT

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

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

Improved site design in the Orchards Shopping Center could increase its potential to be a major community gathering point serving northern Loveland residents. An improved circulation and access pattern would enhance the attractiveness of retail spaces to shoppers and businesses and open up new retail locations, allowing underutilized parking areas to be transformed into public amenities and gathering points.





Loveland Marketplace



King Soopers in Orchards Shopping Center



Bus transfer station in Orchards Shopping Center



Office buildings in Orchards Shopping Center



Roadway connecting Orchards Shopping Center & Loveland Marketplace lacks sidewalks



Restaurant south of 29th Street with parking in front



Circulation and access within the centers and across US 287

CHALLENGES

- The commercial area between 29th and 33rd streets is the most viable activity center in the Corridor and could be strengthened with a better mix of retail stores.
- Reinvestment in the three shopping centers in this area could improve retail performance within the entire Zone.
- The shopping experience should be expanded beyond primarily neighborhood retail and service uses.
- Current land use and site development standards should be revised to facilitate cohesive reinvestment.
- The circulation and access among the shopping centers should be improved to avoid confusion and encourage pedestrian activity.
- The bike and pedestrian systems should be upgraded to improve public safety and convenience.



29th Street commercial areas neglect pedestrian needs



Vacant commercial business



Existing shopping center





Farmers' markets enliven the public realm



High quality landscaping adds value to the community



Entertainment uses add diversity to the shopping experience



Taller buildings near the street create pedestrian-friendly places

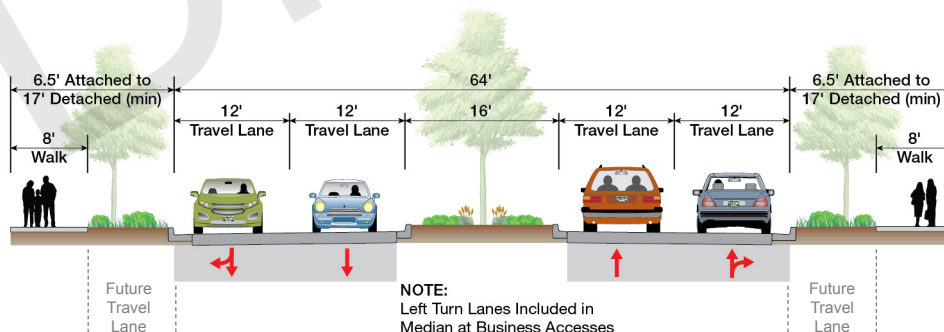
OPPORTUNITIES

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

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

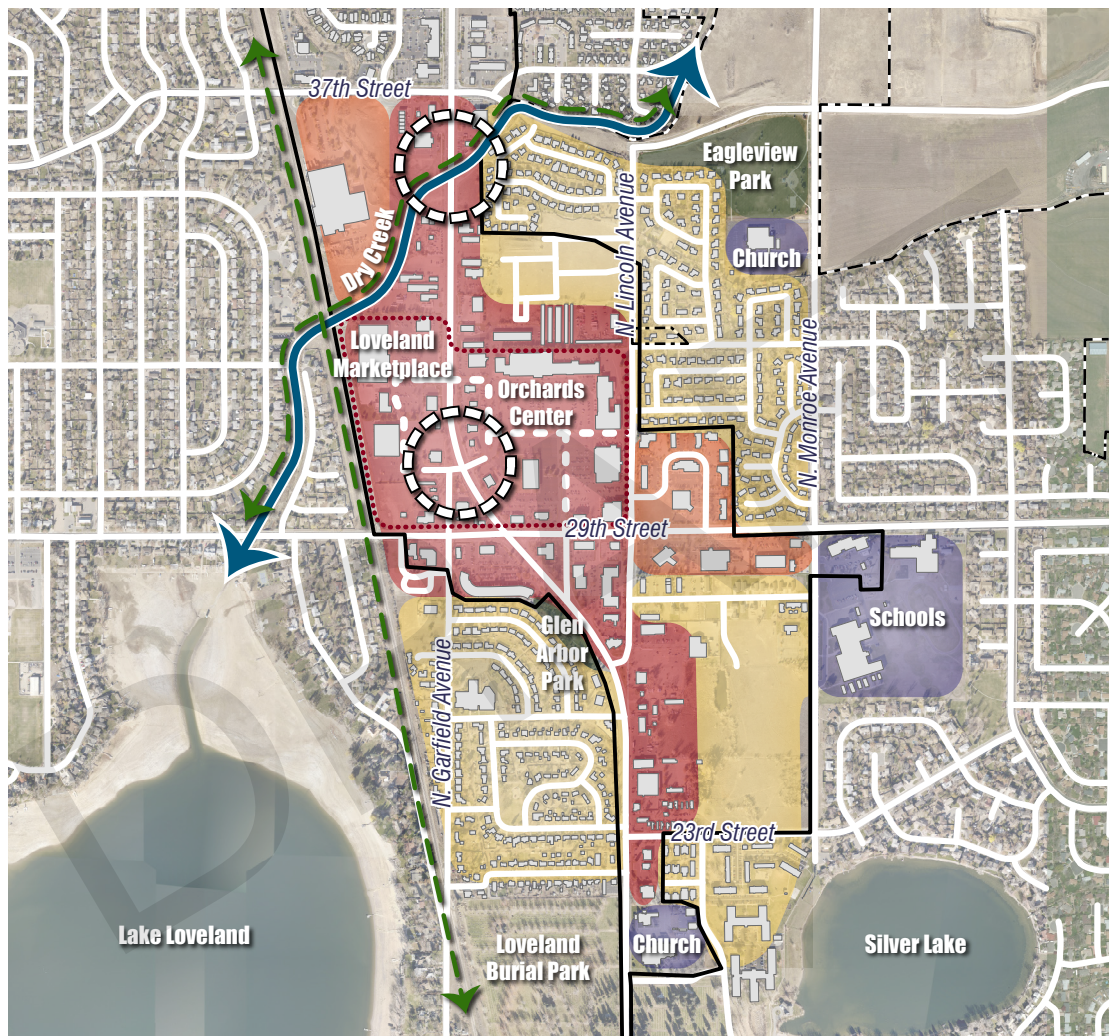
ECONOMIC STRATEGY

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



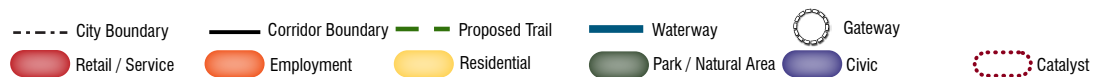
Rendering depicts a general concept, and illustrates only one of several possible futures. Actual construction will vary.





ZONE 2: 37TH STREET TO CEMETERY

0 Miles 0.25 0.5



CATALYTIC PROJECT

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

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



Main street concept with surrounding shopping and amenities



Improved mixed use retail and office uses





Artist's rendering depicts a general concept, and illustrates only one of several possible futures, and actual development and redevelopment options will vary.

ACTION PLAN

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

ACTIONS

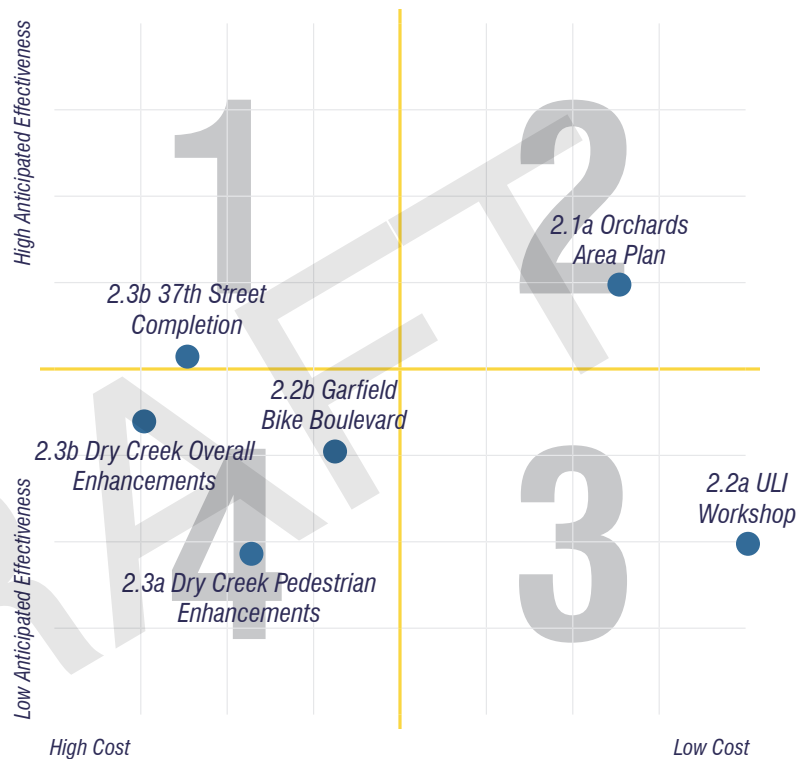
2.1 Revitalize the 29th Street Commercial Area. Develop a commercial district revitalization plan.

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

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

SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
2.1 Revitalize the 29th Street Commercial Area: Develop a commercial district revitalization plan.				
2.1a Orchards, Loveland Market Place, and Palmer Gardens Area Plan: Initiate a consolidated area plan to garner interest in redevelopment within the area and inform the design of a revitalized commercial area. • Detail the inclusion and design of an improved and expanded transit transfer station. • Include options for a 29th Street Commuter Rail Station. • Add community gathering and event spaces to increase outdoor events and incorporate options for more formal space for the Loveland Farmers' Market, and other events. • Investigate additional vehicular, pedestrian, and cyclist connections within the center and into surrounding neighborhoods. • Develop site design standards that promote pedestrian-oriented development and a "Main Street" atmosphere. • Identify the consolidation of parcels, or those areas that should be dedicated as formal rights-of-way. • Investigate options to help fund area improvements, such as a TIF district, sales tax share-back agreements, etc. • Commission a marketing/ branding study to rebrand and revitalize the area, including looking at signage and landscape design guidelines that would define this area as a primary node and destination within the City. • Conduct a targeted businesses study to investigate attracting entertainment and destination retail uses that could serve as an anchor and catalyze additional mixed use development. .	• Attracts development opportunities • Improves multimodal access and circulation • Encourages pedestrian activity • Modernizes the shopping environment • Enhances the area's image • Increases business diversity • Increases sales tax revenue • Becomes a regional draw and amenity	0 - 5 Years	Approx. \$150,000	High

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
2.2 Simplify Connections. Reorganize the street network and walk and trail connections for improved vehicle, pedestrian, and bicycle access, safety, and connectivity.				
2.2a ULI Building Healthy Places Workshop: Utilize the outcomes of the spring workshop to inform additional changes or amenities within the area. <i>(refer to Appendix 4, for final report)</i>	Promotes citizen awareness regarding the built environment and healthy living opportunities	Immediate	No cost, awarded through grant	High
2.2b Garfield Avenue Bike Mobility Study: Investigate the incorporation of creative and alternative solutions for bike lanes on parallel north-south streets, such as Garfield Avenue, as an alternative to bike lanes on unsafe or constricted portions of US 287. Additionally, include safe, east-west connections across US 287 and into adjacent neighborhoods.	Facilitates safe, low-stress bicycling	5 - 10 years	Approx. \$150,000, for initial feasibility study	Medium
2.3 Improve Dry Creek Culvert. Improve pedestrian crossings at Dry Creek.				
2.3a Dry Creek Culvert Pedestrian Safety Enhancements: Improve pedestrian safety, access and connectivity across Dry Creek with the construction of sidewalks on the culvert.	Improves public safety	Immediate	Approx. \$250,000	Medium
2.3b Dry Creek Culvert Overall Enhancements: Continue to enhance pedestrian connectivity across US 287 by constructing a pedestrian underpass and trail connections along Dry Creek.	- Improves public safety - Promotes recreational activity	5 - 10 years	\$5 – \$10 million	Medium
2.3c 37th Street Completion: Complete the connection of 37th Street across Dry Creek.	Improves city-wide connectivity	5 - 10 years	Over \$10 million	High



CHAPTER 4.

ZONE 3

DRAFT

ZONE 3: CEMETERY TO 8TH STREET

CONTEXT

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

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

Attached sidewalks exist on Lincoln Avenue, while detached sidewalks prevail along Cleveland Avenue. Many of the parcels in this Zone are smaller than other areas along the Corridor with narrower frontages and a finer-grained ownership. Although the block pattern is more urban in Zone 3 with a higher level of east-west connectivity conducive to walking compared to the other zones, the frequency of curb cuts interrupts the pedestrian environment, especially along Lincoln Avenue. Multiple driveway curb cuts and the absence of sidewalks create multiple points of conflict between automobile traffic and pedestrians. On-street parking is allowed throughout portions of this zone but is scarcely used.

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





Loveland Burial Park



Home on Cleveland Ave.



Home converted to business on Cleveland Ave.



Commercial center at Cleveland Ave. & Eisenhower Blvd.



Auto-oriented businesses



East/west street between the couplet



Safeway in the middle of the couplet



Roadway lacks bicycle facilities and pedestrian amenities, and example of uses that don't transition well into Downtown

CHALLENGES

- Reinvestment in some existing businesses and enhancements in site amenities, such as landscaping, could improve the appearance of this area and recognize its importance as a gateway to Downtown, from the north.
- Many vacant lots zoned for commercial uses are too small and lack adequate access to be suitable for commercial development.
- Small, narrow frontages in separate ownership create numerous drive access points.
- Improvements for safe pedestrian and bike access would encourage multimodal activity, which in turn would benefit existing businesses with additional passerby traffic.
- The intersection of US 287 and US 34/ Eisenhower Boulevard could include identity and amenity features to recognize its significance as the gateway to Downtown and the Rockies.
- The sharp curve on southbound US 287 at the one-way split creates safety issues for residents and businesses in the vicinity as well as for motorists.



Hotel on Lincoln Avenue



Small, narrow frontages are common



The intersection of US 287 & US 34



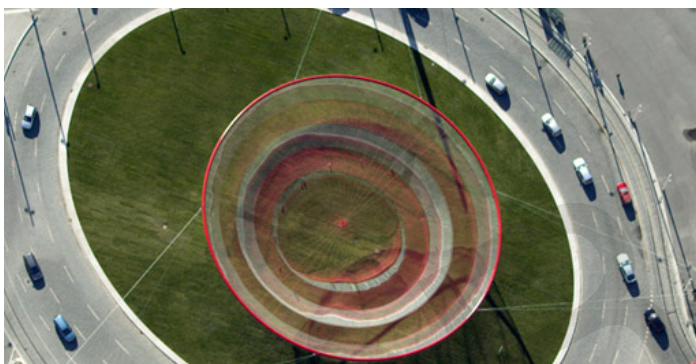
OPPORTUNITIES

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

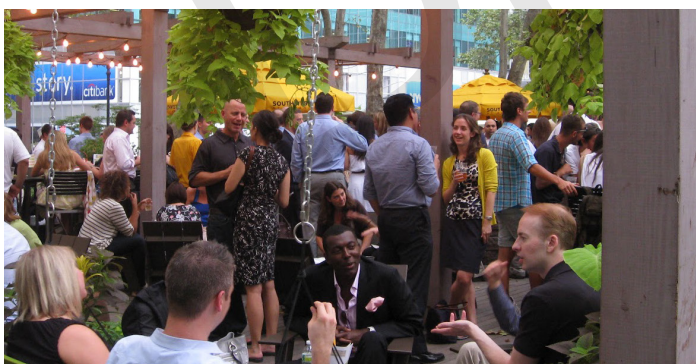
- Treat the roadway as a way to bring people to instead of through Downtown.
- Increase the vitality and attractiveness of commercial development in Downtown.
- Leverage spaces between the Couplet to spur economic activity.
- Slow traffic and improve the streetscape to enhance commercial viability.
-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



New stores encourage people to stop, shop, and eat



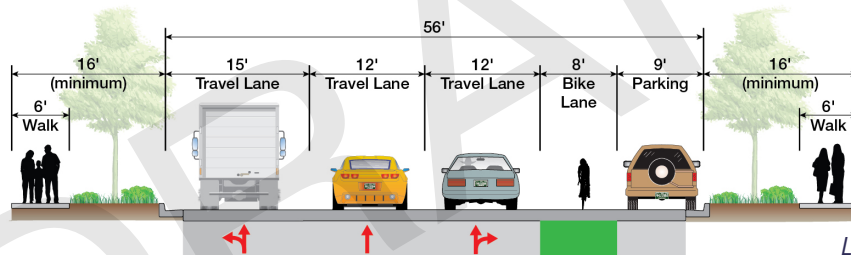
Iconic gateway art enhances the City's image as an arts community



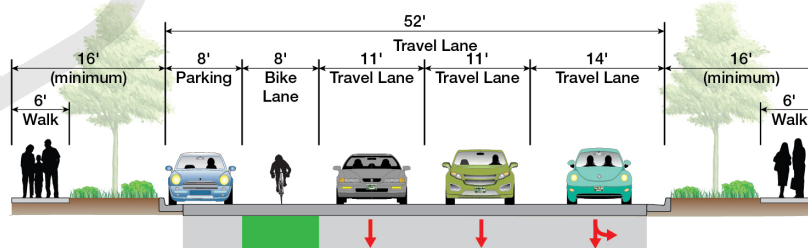
Lively outdoor spaces activate the street

ECONOMIC STRATEGY

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



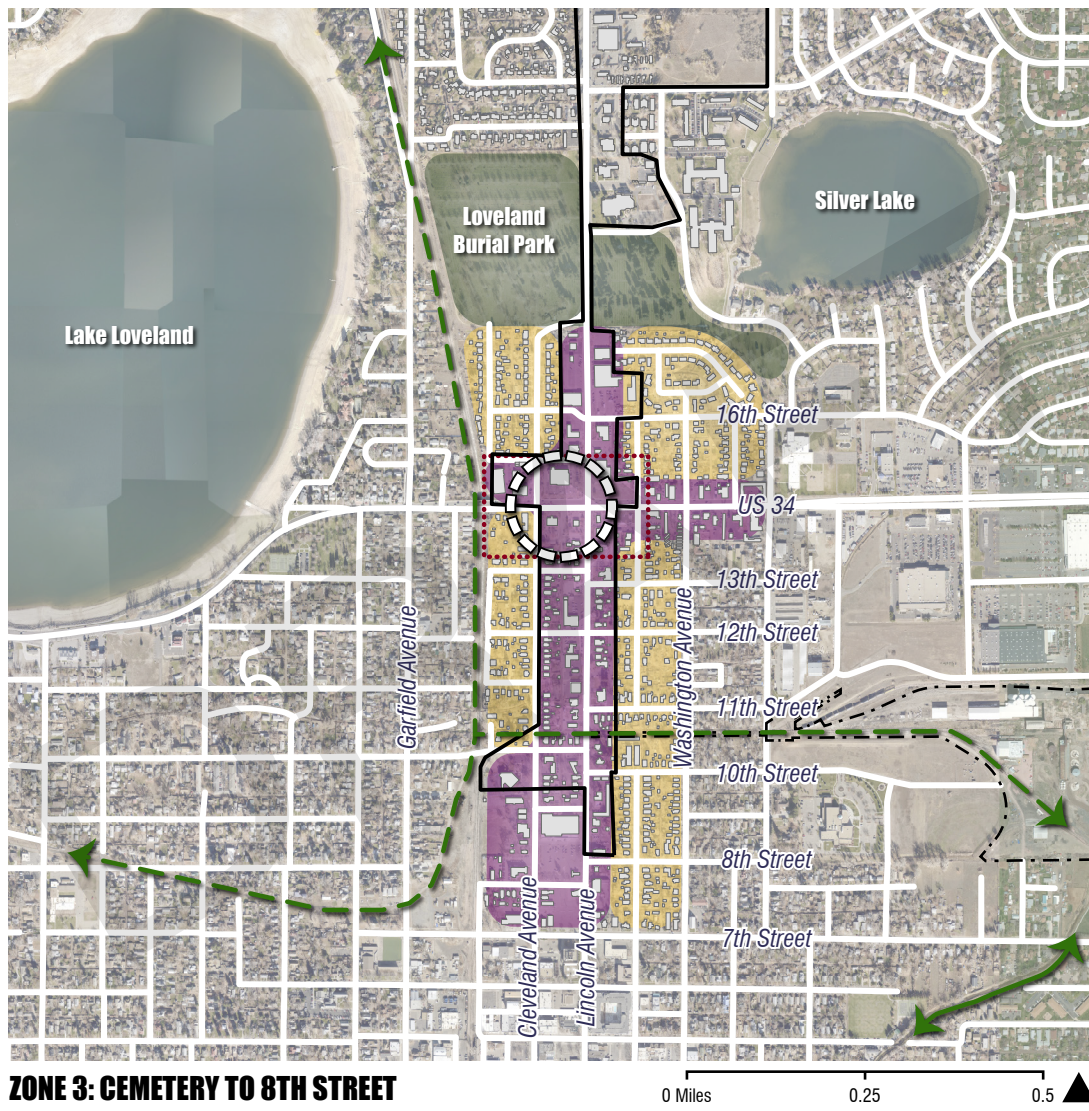
Creative solutions to enhance bike safety to be investigated



Creative solutions to enhance bike safety to be investigated

Rendering depicts a general concept, and illustrates only one of several possible futures. Actual construction will vary.





CATALYTIC PROJECTS

With input from the City, advisory committees, the public, and area stakeholders, the consultant team identified two catalytic projects that could facilitate the revitalization of Zone 3 to provide a better transition toward Downtown. The first catalyst entails further study investigating possible improvements to the US 287 and US 34/ Eisenhower Boulevard intersection.

These improvements would focus on the redesign of the relationship of land use and structures to the street, the creation of a gateway intersection, and the improvement of pedestrian safety at crossings.

Two optional intersection designs, as diagrammatically illustrated at right, were proposed in a study prepared in 1997. However, as the 1997 East/West Mobility Study is now nearing 20 years old, other optional intersection designs should be investigated to clearly assess potential impacts on existing properties. Furthermore, any intersection improvements should focus on the purpose of the Plan, which is to catalyze business reinvestment or facilitate new development, promote City recognition, and build a sense of City pride through gateway features.

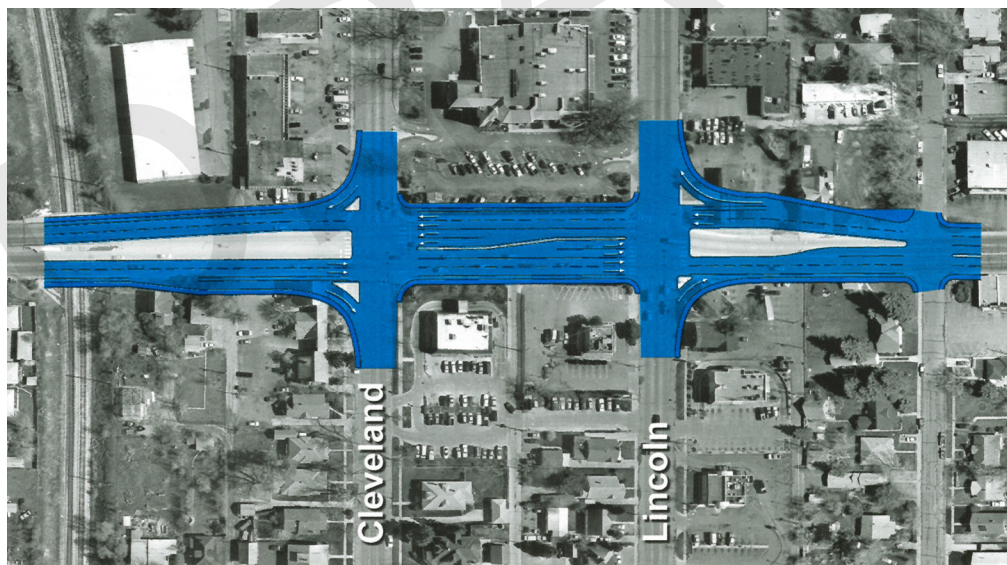
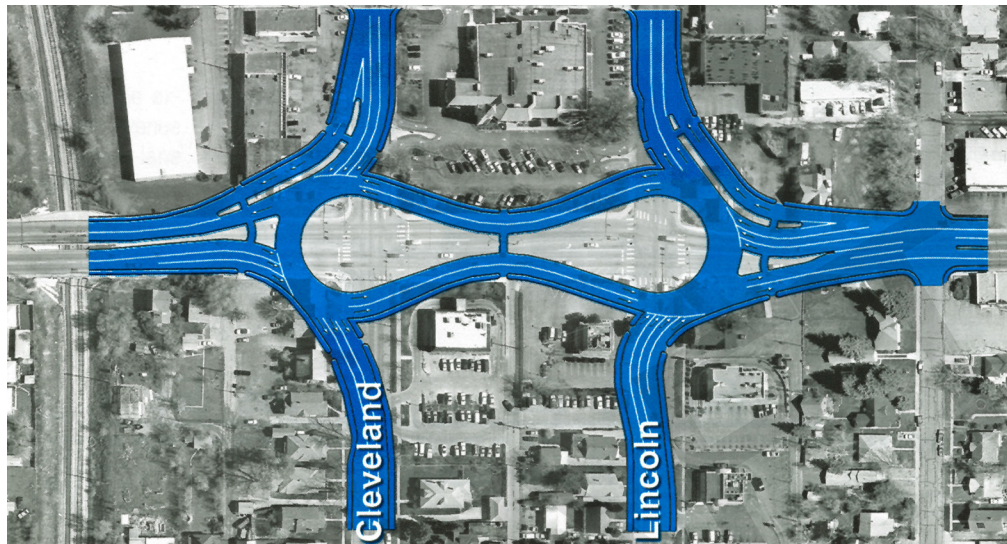


Enhanced landscape and amenities



Restaurant with outdoor seating





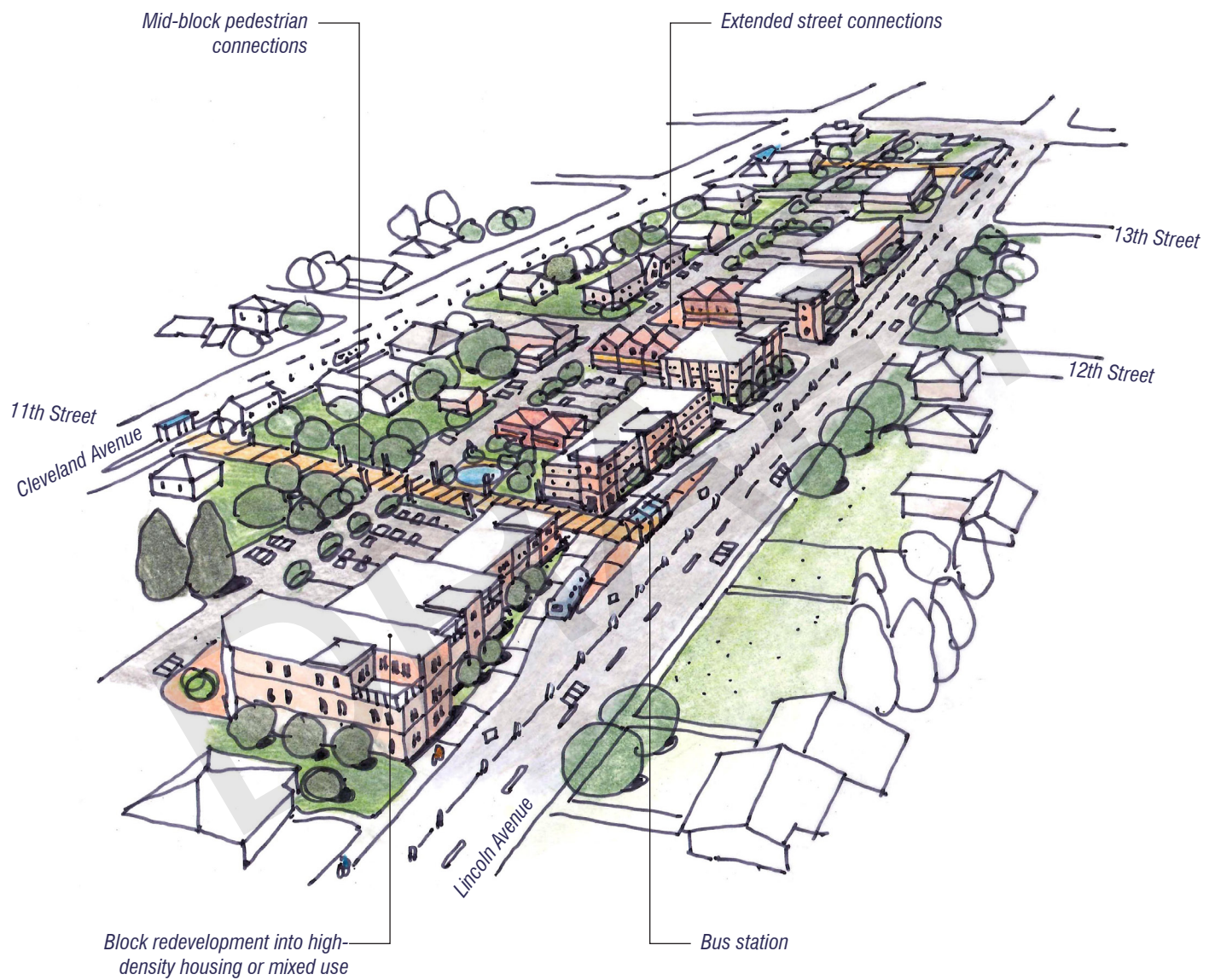
Alternatives included in the 1997 East-West Mobility Study, at top the hourglass roundabout; at bottom the back-up traditional design

CATALYTIC PROJECTS

This second catalyst project would reorganize and redevelop the area between the two one-way streets, Lincoln Avenue and Cleveland Avenue. The goal for the project would be to encourage a mix of commercial and residential uses that activate the cross streets and encourage synergy among various destinations. The key tenets of these catalysts are described below and illustrated in conceptual site plans that represent two of many potential design approaches that could achieve these tenets:

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





Artist's rendering depicts a general concept, and illustrates only one of several possible futures, and actual development and redevelopment options will vary.

ACTION PLAN

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

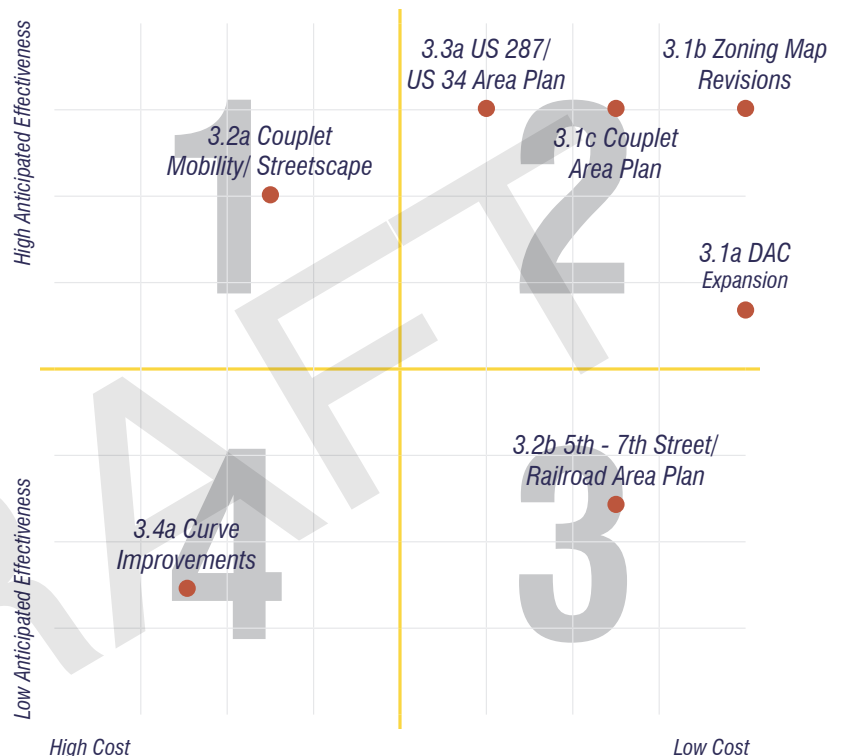
ACTIONS

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

3.2 Improve Multimodal Amenities. Improve the pedestrian environment and add bike lanes, through creative, alternative solutions, allowing for safe travel and access.

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

3.4 Safety Improvements at the Curve. Create a plan for and implement safety improvements for south bound vehicles, pedestrians and the adjacent neighborhood where US 287 splits into one-way segments.



SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
3.1 Allow Mixed Use. Expand the Downtown Activity Center (DAC) land use designation and the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA boundary.				
3.1a DAC Expansion: Expand the DAC land use designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	Facilitates Downtown's continued revitalization	Immediate	In house	Low
3.1b Zoning District Map Revisions: Expand the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	- Promotes mixed use within the DDA - Provides more land use options to facilitate redevelopment	Immediate	In house	Medium
3.1c Couplet Area Plan: In association with the extension of East/West streets in Sub-Action 3.2a, smaller blocks should be reclaimed as pocket parks, and larger blocks should be redeveloped in order to accommodate mixed use and residential development, with those land uses fronting the east/west streets, and limiting driveway access onto US 287.	- Promotes mixed use - Promotes more activity adjacent to Downtown - Allows more flexibility in redevelopment options	5 - 10 Years	\$150,000	Medium
3.2 Improve Multimodal Amenities. Improve the pedestrian environment and add bike lanes, through creative, alternative solutions, allowing for safe travel and access.				
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 vehicular speeds by some extent at a relatively low cost. Auxiliary lanes should still be provided on the approaches to US 34/Eisenhower Boulevard. Bike lanes shall be incorporated in a safe way, and should utilize creative and alternative solutions to enhance safety of the bicyclist.	- Facilitates safe, low-stress bicycling; provides continuity of driver expectancy - Calms traffic - Improves connectivity - Encourages pedestrian activity - Improves the area's image - Creates a sense of identity - Attracts business investment - Increases sales tax revenue	5 - 10 Years	Approx. \$1 million per mile	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
Enhancements should be prioritized by 3 - 4 block segments and include: sidewalk widening and extension; additional street trees landscaping; safety improvements to high-volume pedestrian and bicycle crossings; street furniture at high volume pedestrian areas, and transit stops; enhanced street and pedestrian lighting; gateway features and landscaping, especially at the north end of the couplet; and utility burial.				
3.2b 5th – 7th Street / Railroad Avenue Station Area Plan: Conduct a Station Area Plan for the railroad property Commuter Rail Station.	Facilitates transit oriented development	5 - 10 Years	Approx. \$350,000	Low
3.3 Initiate a Redevelopment Plan. Create a redevelopment plan for the US 34 & US 287 intersection as a key gateway into Downtown.				
3.3a. US 34/ US 287 Area Plan: Create a redevelopment plan for the US 34/US 287 intersection as a key gateway.	- Catalyzes business reinvestment or new development - Promotes City recognition - Builds sense of City pride	Immediate	Approx. \$200,000	High
3.4 Safety Improvements at the Curve. Create a plan and implement safety improvements for southbound vehicles, pedestrians and the adjacent neighborhood where US 287 splits into one-way segments.				
3.4a. Curve Improvements: Create a plan and implement safety improvements for southbound vehicles.	Improves safety	5 - 10 Years	Over \$5 million	Low



CHAPTER 5.

ZONE 4

DRAFT

ZONE 4: 1ST STREET TO SH 402

CONTEXT

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

Many businesses are located on small lots with narrow frontages, particularly northeast of 8th Street SE where multiple drive access points and excessively wide curb cuts interrupt the sidewalk. Although attached sidewalks are the norm, some detached sidewalks with landscaping have been built incrementally with newer development, thus creating an inconsistent streetscape. There are numerous utility poles and transmission lines and an abundance of signage along this section of the Corridor.

Zone 4 includes the Big Thompson River and abuts Fairgrounds Park, yet the Corridor could better capitalize on these amenities. A recreational trail runs east-west along the Big Thompson River with an underpass at US 287, and a large parcel of open space occupies the southeast corner of the highway and Big Thompson River. Uses north of the Big Thompson River include auto sales and storage that orient toward the highway. If uses in this area were oriented toward the Big Thompson River it would activate the river's edge. A redesign of the existing bridge over the Big Thompson River could celebrate the significance of the Big Thompson River in Loveland, especially as a transition or gateway to Downtown. In September 2013, the area experienced a significant flood event that damaged several properties. Restoration has been ongoing and the City continues to identify ways to mitigate the flood hazard.

The commercial and industrial area north of SH 402 through the Big Thompson River floodplain is the entryway to Downtown and is in need of revitalization. Reinvestment in some of the existing industrial and commercial sites could provide building space for new businesses. The City should consider annexing remnant county properties and developing a strategic approach to revitalization of this area. The recent flood and the changes necessary to mitigate future flooding presents an opportunity to better leverage the appeal of the Big Thompson River, parks, and open space to generate demand for recreation and retail.





Auto shop between the couplet



Barn representing agricultural history



Roadway conditions in Zone 4



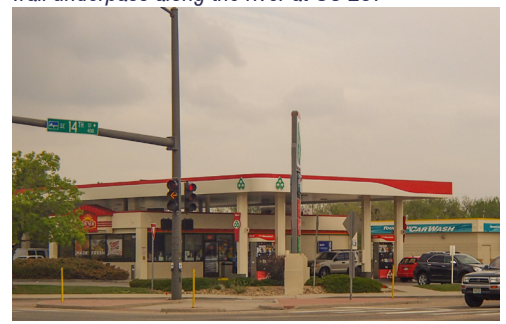
Auto-oriented uses in Zone 4



Trail underpass along the river at US 287



Two-story light industrial building south of the river



Gas station northeast of US 287 and SH 402

CHALLENGES

- Existing land uses in the vicinity of the Big Thompson River are not taking full advantage of the opportunity to celebrate the river as a community asset.
- Uncertainty about flood hazards associated with the river has limited reinvestment opportunities for certain properties.
- Existing industrial uses to the east have deterred the development of new commercial development along the Corridor.
- The number of existing drive access points creates the potential for conflicts between autos and bicyclists and pedestrians.



Big Thompson River Bridge



Multiple drive access points interrupt the sidewalk



Buildings located within the floodplain





Recreational opportunities add value to the community



The Big Thompson River is a significant natural asset



A high quality bridge celebrates the river it crosses



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

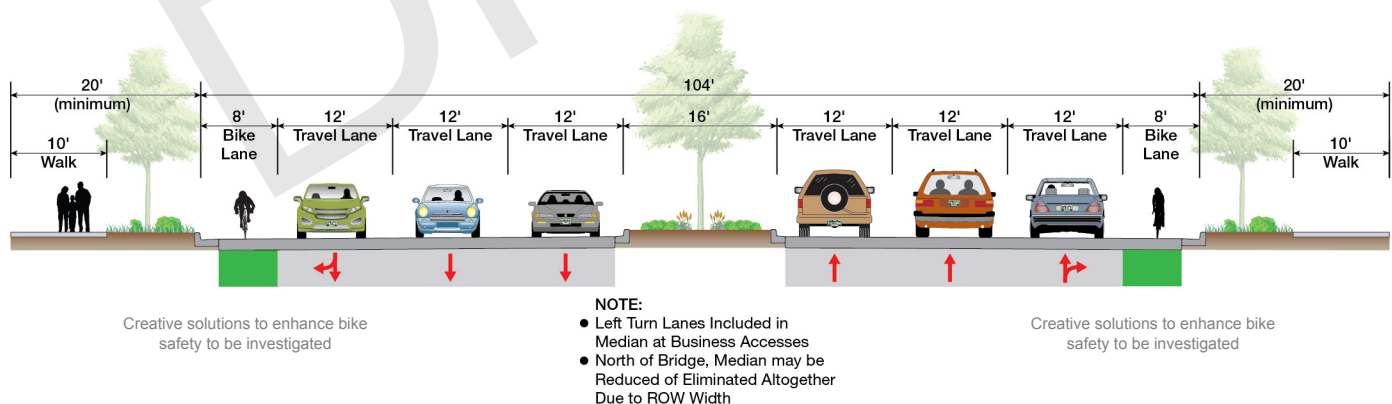
OPPORTUNITIES

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

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

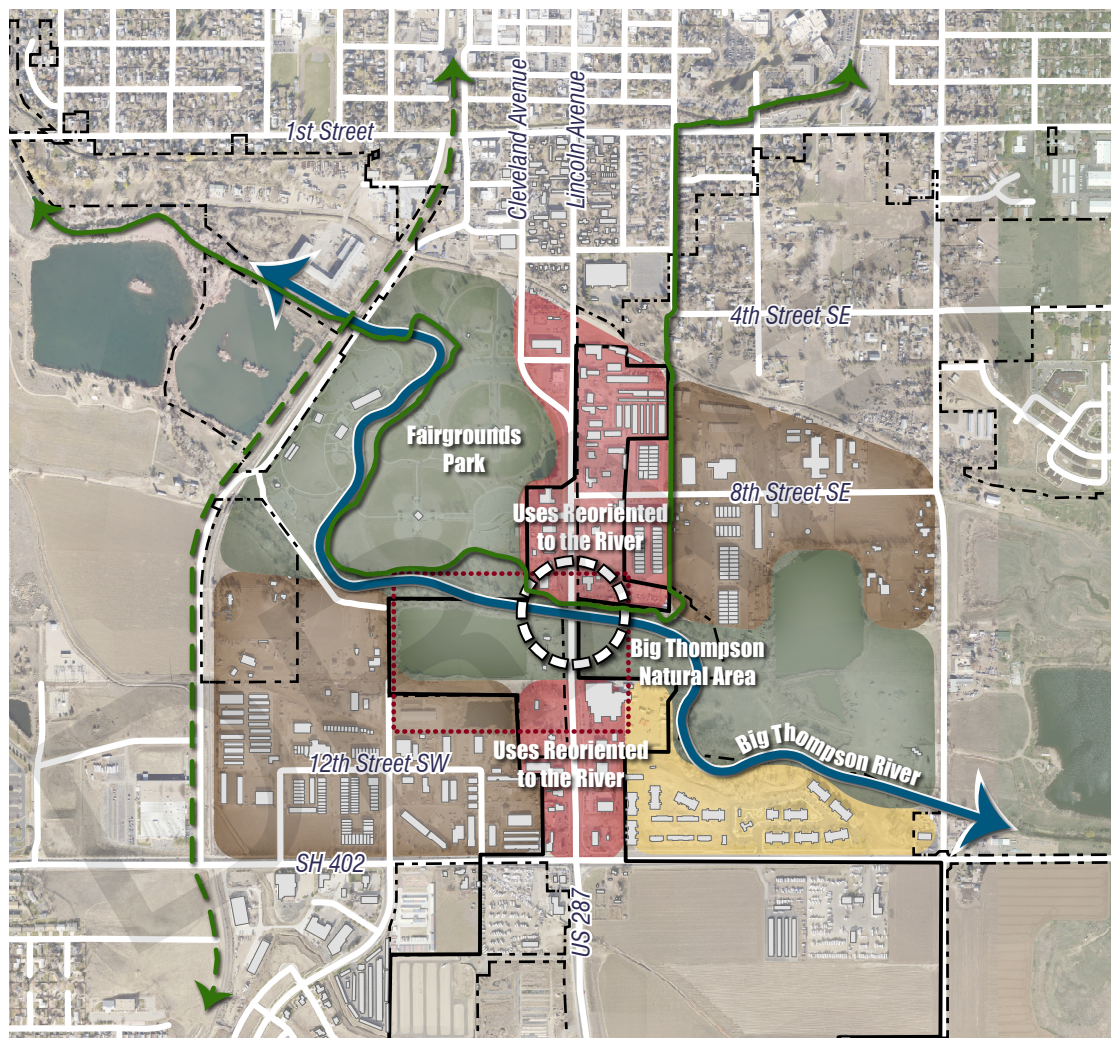
ECONOMIC STRATEGY

Create an enhanced Big Thompson River corridor, first and foremost through flood mitigation and protection, and subsequently, through the development of public spaces and amenities to make existing properties more attractive. Create riverfront sites that will attract new commercial development and improved river access to increase opportunities for recreation.



Rendering depicts a general concept, and illustrates only one of several possible futures. Actual construction will vary.





ZONE 4: 1ST STREET TO SH 402

0 Miles 0.25 0.5

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

CATALYTIC PROJECT

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

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

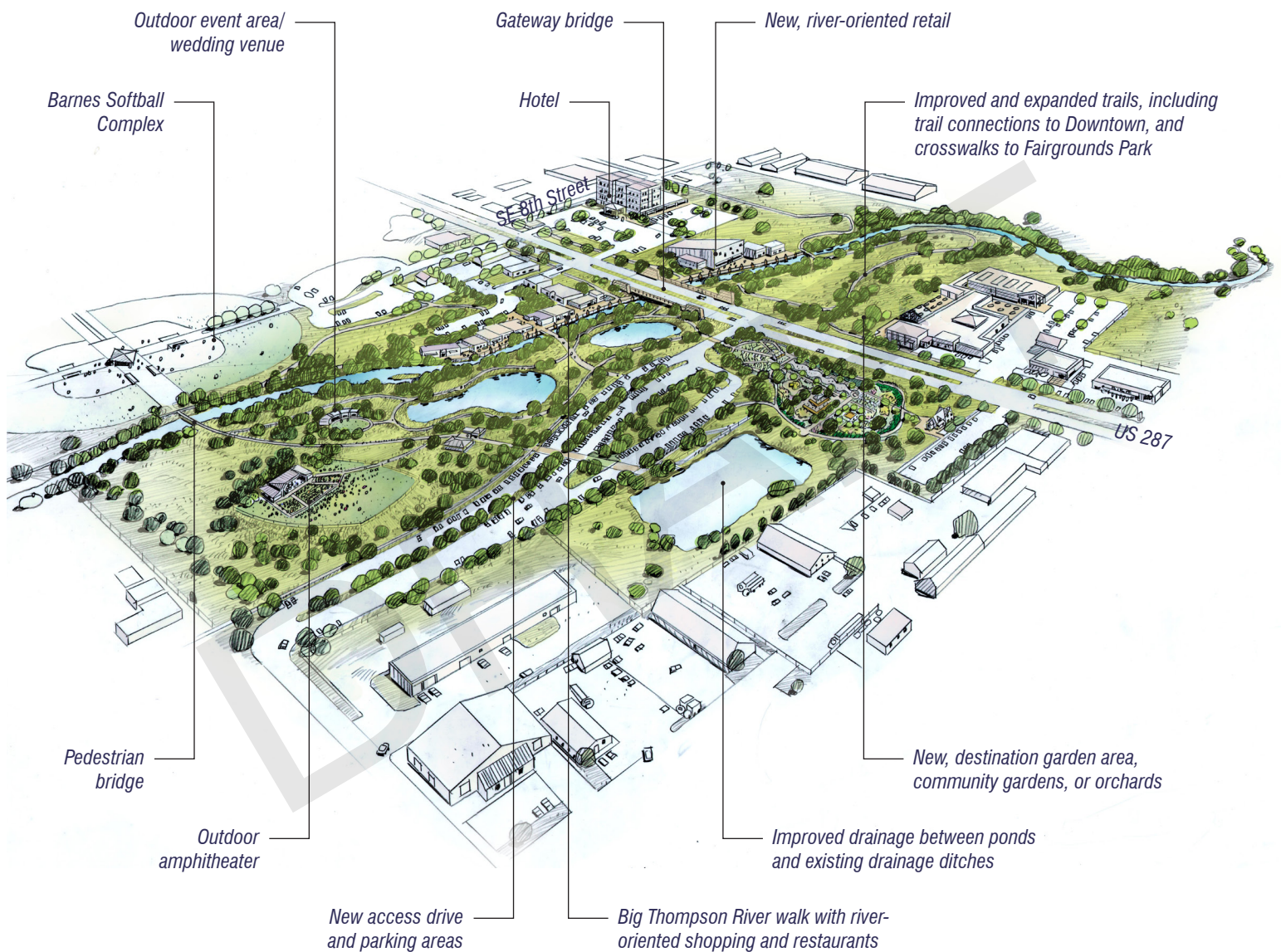


Outdoor amphitheater



Example river walk with shopping and restaurants





Artist's rendering depicts a general concept, and illustrates only one of several possible futures, and actual development and redevelopment options will vary.

ACTION PLAN

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

ACTIONS

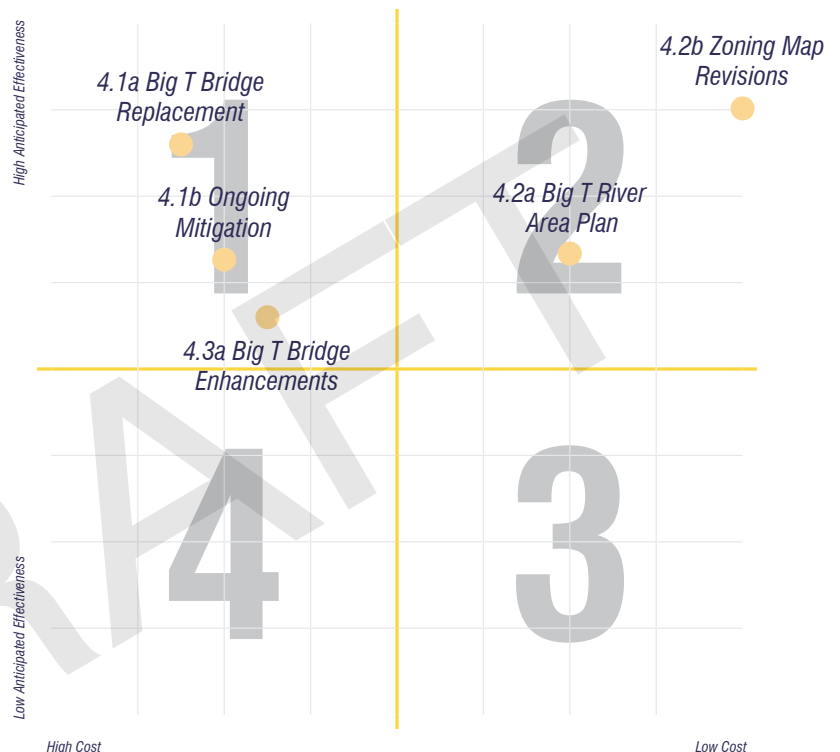
4.1 Mitigate Flood Hazard. Mitigate the flood hazard and reduce the possibility of future damage from flood events.

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

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

SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
4.1 Mitigate Flood Hazard: Mitigate the flood hazard and reduce the possibility of future damage from flood events.				
4.1a Big Thompson Bridge Replacement: Replace the Big Thompson River Bridge to reduce the flood boundaries and constriction at the headwalls of the bridge structure, allowing more capacity under the bridge, and reducing the amount of floodway and floodplain on the western side of the US 287 bridge crossing.	- Increases flood flow capacity - Reduces flood hazard - Opens up more land for development	5 - 10 Years	Over \$10 million	High
4.1b Ongoing Mitigation and Enhancements: Mitigate any additional flood hazards with the creation of detention ponds. Mitigate in order to allow for future properties to develop along the Big Thompson River Frontage, without lying within the floodway. Expand and improve natural area with trails that connect with US 287 and Fairgrounds Park. Annex and buy existing County properties to expand the existing natural area.	- Facilitates river-oriented development - Creates recreational opportunities - Activates the Big Thompson River's edge	0 - 5 Years	Approx. \$15 million	High
4.2 Create an Area Plan: Create an area plan to capitalize on flood mitigation efforts and convert the US 287/ Big Thompson River crossing into a Big Thompson River District (i.e. Estes Park, Pueblo, Golden).				
4.2a. Create a Big Thompson River District Area Plan: Capitalize on flood mitigation efforts and establish a Big Thompson River District for the US 287/ River crossing. Through an area plan, investigate acquisition of select properties, and leverage any public and/or private investment to incentivize additional public amenities and commercial redevelopment and along the Big Thompson River.	- Uses outside funding source to capitalize on flood mitigation efforts - Catalyzes business reinvestment or new development	Immediate	Approx. \$200,000	High

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
4.2b Zoning District Map Revisions: Update zoning and coordinate with Larimer County on enclaves to create a consistent zoning for the area in order to allow flexibility for redevelopment/ development options.	• Primes the area for desired land uses • Increases development predictability		\$2,500	High
4.3 Create Gateway: Replace the bridge across the Big Thompson River to help mitigate flooding and create a southern gateway to Downtown.				
4.3a. Big Thompson River Bridge Enhancements: As part of the bridge replacement, improvements and reconstruction identified in Sub-Action 4-1a, design enhancements should be put in place including signature rails, enhanced pedestrian sidewalks, landscaping, etc. Highlight the Big Thompson River as a local asset and destination on nearby wayfinding signs. Install artwork at the Big Thompson River bridge and throughout the Big Thompson River District that reflects the revitalization of the area around the natural feature of the Big Thompson River.	• Celebrates the Big Thompson River • Improves the area's image • Promotes the City's identity as an arts community • Attracts business investment	5 - 10 Years	Over \$5 million	Medium



CHAPTER 6.

ZONE 5

DRAFT

ZONE 5: SH 402 TO SH 60

CONTEXT

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

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

The forecast demand for additional commercial and industrial development south of SH 402 is limited. There is a large area zoned for a business park near SH 60. Based on these forecast demands, development of such a park is unlikely within the foreseeable future. If commercial zoning remains along the Corridor in this area, a scattered amount of commercial development may occur but will likely struggle to be successful and may preclude other opportunities. Zoning options for land uses other than commercial need to be provided to focus commercial development further north at the intersection of SH 402.





Estate home



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



Light industrial uses along the highway



Large-lot residential subdivision



Loveland Tech Center northwest of US 287 & SH 60



County lands

CHALLENGES

- The Zone is sparsely developed and includes several large vacant areas.
- There needs to be more households in the Zone to support new commercial uses.
- There needs to be a better east-west street network to improve connectivity.
- City infrastructure, including water and sewer, needs to be extended to facilitate development of approved projects.
- County enclaves need to be annexed into the City to facilitate the development of a cohesive land use pattern.



Low-density housing



Few roads connect to US 287 from the east or west



Zone 5 is sparsely developed





New homes provide increased housing options



Trails are an important recreational amenity



Wide open spaces offer mountain vistas



Playgrounds attract families and encourage social gathering

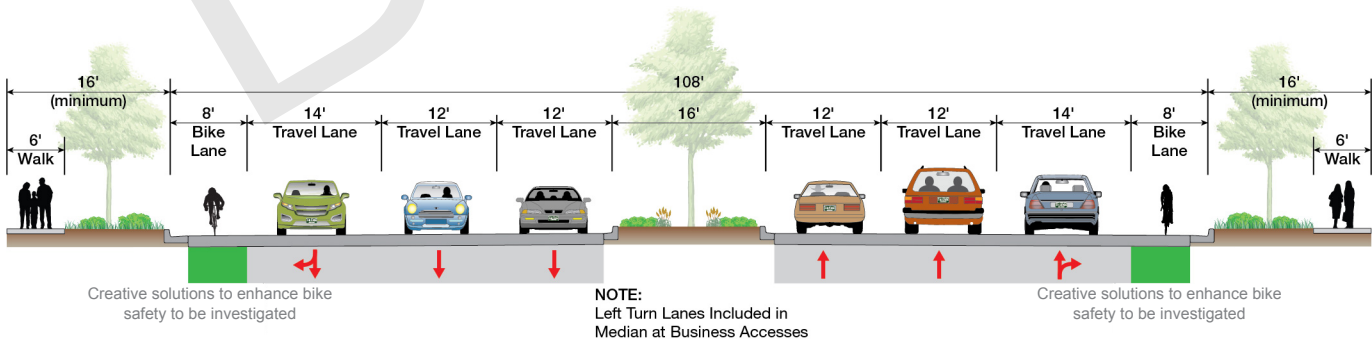
OPPORTUNITIES

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

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

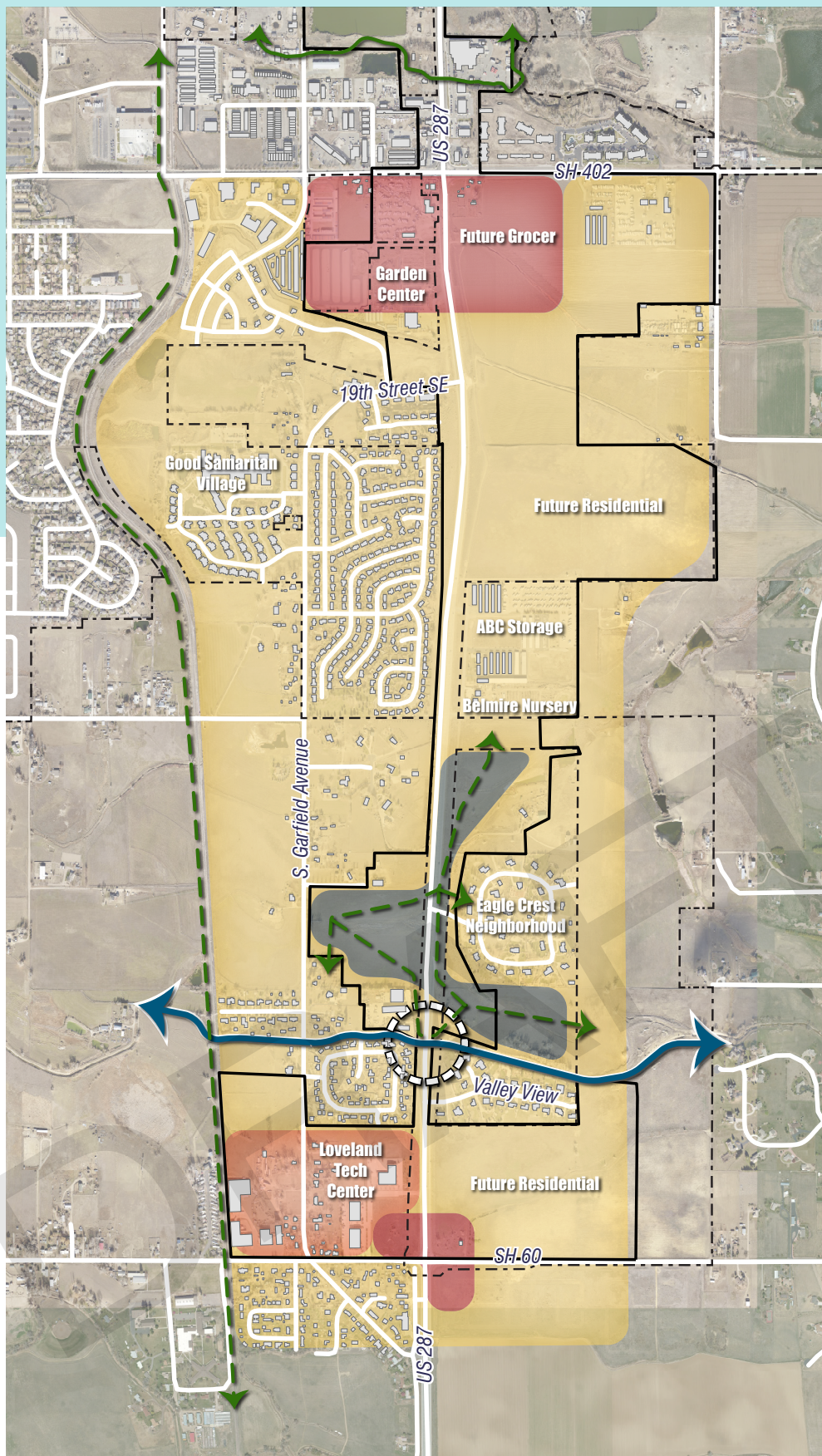
ECONOMIC STRATEGY

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



Rendering depicts a general concept, and illustrates only one of several possible futures. Actual construction will vary.





ZONE 5: SH 402 TO SH 60

0 Miles 0.25 0.5

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

ACTION PLAN

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

ACTIONS

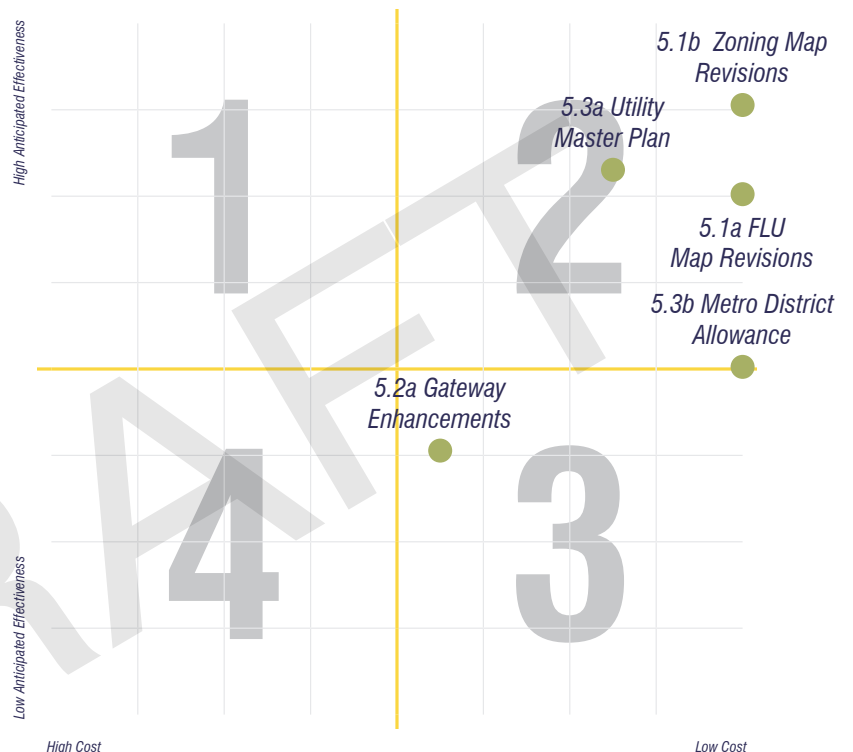
5.1 Modify Future Land Use & Zoning. Update the land use and zoning maps to encourage mixed use and residential development to support retail districts to the north and south.

5.2 Create Gateway. Create a southern gateway into Loveland.

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

SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
5.1 Modify Future Land Use & Zoning: Update the land use and zoning maps to encourage mixed use and residential development to support retail districts to the north and south.				
5.1a Future Land Use Map Revisions: Modify the future land use map to strategically locate commercial areas, and surround commercial with supportive residential areas. Coordinate these land use changes with the Comprehensive Plan update.	• Creates a more economically sustainable structure for the community • Concentrates living units in closer proximity to community commercial uses		No cost, in house	Medium
5.1b Zoning District Map Revisions: Promote a node of mixed use and higher density residential at SH 402.	• Concentrates living units in closer proximity to community commercial uses • Reduces vehicle miles traveled • Utilizes a more efficient provision of public infrastructure	Immediate	No cost, in house	Medium
5.2 Create Gateway: Create a southern gateway into Loveland.				
5.2a Gateway Enhancements: Create a southern gateway into Loveland. Incorporate public art in order to reinforce Loveland's identity as an arts community.	• Promotes City recognition • Builds sense of City pride • Supports community art projects	Immediate	Approx. \$250,000	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
5.3 Develop Master-Planned Residential Communities: Promote the development of contiguous, master-planned neighborhoods.				
5.3a. Utility Master Plan: Plan for all utilities south to SH 402 and what the city and/or county will fund vs. private development	Allows new development a funding option for extension of sewer services	Immediate	Approx. \$150,000	Low
5.3b Metro Districts Allowance: Allow for developer-initiated metro districts to build needed infrastructure, and require participation in regional improvements such as oversizing trunk utilities to serve existing and future uses to the south.	Allows additional funding options	5 - 10 Years	No cost, in house	Low



CHAPTER 7.

ALL ZONES

DRAFT

ALL ZONES: 71ST ST. TO SH 60

CONTEXT

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

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

Existing zoning regulations promote the pattern of wide setbacks between the street and buildings, with parking in front of buildings. The distance between buildings on either side of the street, combined with the majority of the buildings being single story, creates a scale that discourages pedestrian activity. A lack of sidewalks requires pedestrians to walk on or near the road, which is unsafe. The lack of bicycle facilities deters people from biking within the Corridor. Improving the existing transit service by reducing headways and expanding hours and days of service could reduce dependency on the automobile and therefore overall traffic congestion.

Consolidating curb cuts and removing obstacles like bus benches and utility poles from within the pedestrian pathway would improve multimodal accessibility and contribute to a more consistent streetscape character. Undergrounding utility poles and improving signage would reduce visual clutter in the streetscape. Newer developments have provided incremental improvements, with detached sidewalks buffered by tree lawns or attached sidewalks with landscaping between the sidewalk and adjacent parking lot. The City has also begun adding wayfinding signage to the Corridor. The addition of street furnishings, like pedestrian lighting and banners, benches, and trash receptacles would make the Corridor a more pleasant, safe and convenient experience. Despite Glen Arbor Park and the "Winning the Iron Shirt" sculpture in the median at the southern edge of the Loveland Burial Park, more amenities celebrating Loveland's arts community would add visual interest to the streetscape.



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



Palmer Gardens



Housing near the Corridor



New wayfinding signage



Detached sidewalk with landscaping



The southern limits of Loveland

CHALLENGES

- A more varied mix of land uses along the Corridor and consistent street character are needed to attract high quality development.
- More land is commercially zoned than can be supported by the market. Land use options, other than commercial, would facilitate reinvestment in developed properties and reduce leap frog development.
- Improvements are needed to pedestrian and bicycle infrastructure to provide for safe multimodal access along the highway.
- Annexing county parcels is necessary to facilitate cohesive land use planning.



Auto-oriented uses along the Corridor



Commercial building with parking in front



Underutilized parking in commercial center



Missing sidewalks



Farmland along the highway

OPPORTUNITIES

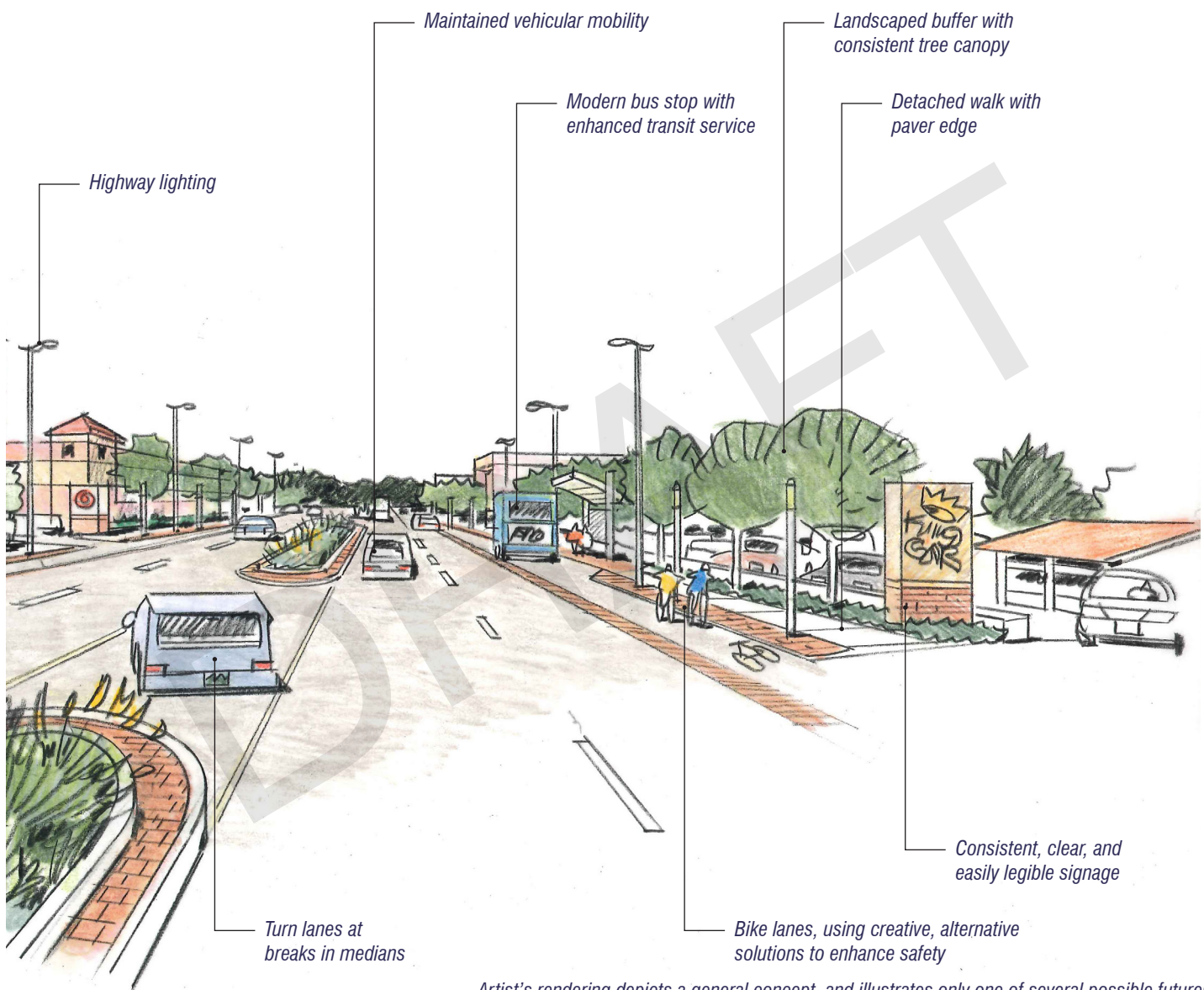
Economic development opportunities within the Corridor should focus on the following:

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

ECONOMIC STRATEGY

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





Artist's rendering depicts a general concept, and illustrates only one of several possible futures, and actual development and redevelopment options will vary.

ACTION PLAN

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

ACTIONS

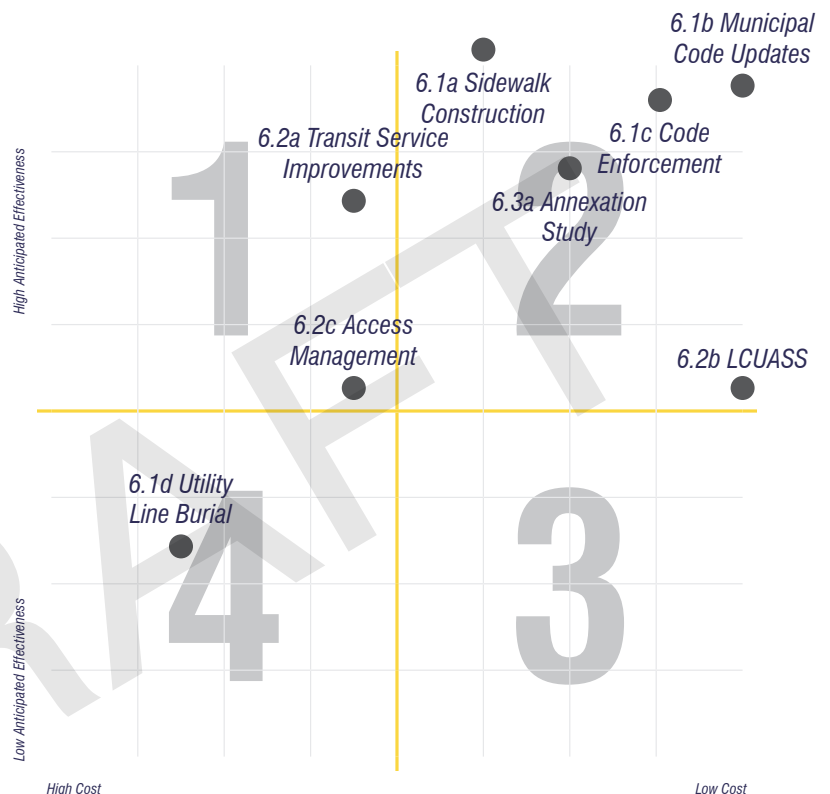
6.1 Improve Corridor-Wide Aesthetics.

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

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

SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
6.1 Improve Corridor-Wide Aesthetics.				
6.1a Sidewalk Construction: Build missing sections of sidewalks along the length of the Corridor.	• Improves public safety • Strengthens mobility • Increases length of stay/visitor experience	Immediate	Over \$500,000	High
6.1b Municipal Code Updates: Updates to look at building heights and setbacks for the Corridor, as well as developer-required landscape and pedestrian amenity improvements. Revise existing sign ordinance to reflect the vision for the Corridor, provide consolidated signage at mixed use nodes, provide consistent signage size, spacing, and character within the catalysts sites along the Corridor (i.e. Big Thompson River District, Downtown, 29th Street Commercial District, etc.) Among other changes, the following should be addressed: • Update Section 18.13.110 (North Cleveland Sub-Area Regulations to reflect higher density and extension of downtown as indicated in the 2015 Comprehensive Plan. • Shorten the minimum distance for front yards in the B zoning designation to 15 feet, to allow buildings to come closer to the road. • Provide height bonuses for properties on or near US 287 • Specify additional sign guidelines for the US 287 corridor within Section 18.50, similar to special guidelines for I-25 and US 34 • Expand the Downtown Sign District to encompass the DDA boundary • Add clause for consolidated monument signage for B and MAC Zoning District, or for parcels that have more than one business. • Require permits for temporary flying banners	• Improves the area's image • Facilitates a more consistent streetscape character • Encourages higher-intensity uses	0 - 5 Years	\$15,000	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
6.1c Code Enforcement Coordination: Work with Larimer County on the enforcement and abatement of code violations such as weed control, illegal signs, landscape and building maintenance, etc.	• Improves the area's image • Encourages compliance	0 - 5 Years	No cost	High
6.1d Overhead Utility Line Burial: Continue to bury utility lines as ongoing capital improvement projects, utility service upgrades, annexations, and new development or redevelopment. Continue to coordinate with other service providers (i.e. Excel, Poudre Valley REA; Comcast, Century Link) on requests for burial as part of ongoing city projects, and investigate standing agreements and/or cost sharing to underground other providers' lines. As part of the Big Thompson River Bridge replacement, add conduit underneath or within the bridge structure to be able to encapsulate and extend service lines across the Big Thompson River. Coordinate with the in-progress underground conversion strategic plan and its expected completion next summer. Investigate the development of a comprehensive Downtown underground conversion strategic plan, which would include specific recommendations, timeframes, and phasing for utility burials, beginning with the planned redevelopments already underway, and extending through the Downtown area, primarily north of 15th Street. Coordinate with potential streetscape improvements, and vehicular travel lane reclamations as options for utility easement areas.	• Improves reliability of electric service and visual impacts on Corridor • Promotes business reinvestment	Immediate	Approx. \$1 million per mile/ \$300,000 per block	Low



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
6.2 Improve Mobility. Improve transit service, as well as bike and pedestrian safety and access.				
6.2a Transit Service Improvements: The transit system should be designed to accommodate residents, employees, and visitors. The system should build upon and complement existing transit services by capitalizing on planned hubs, such as the Railroad Site Commuter Rail stop, the 29th Street Commuter Rail Stop, the Orchards transfer station and FLEX connections to Max service north in Fort Collins. Other improvements could include: • Addition of improved transit stops that could include electronic bus timing signs with real time arrival/ departure for buses and their destination, as well as associated smart phone apps for tracking buses. • Addition of managed lanes and/or queue jumps, and the creation of a ROW preservation plan for a future dedicated BRT system, with TOD overlays at key centers. • Addition of a dedicated-lane BRT system with custom buses and new stops in conjunction with obtaining FTA Small Starts or other Federal or State matching funds.	• Makes transit more convenient • Allows those who can't drive to remain mobile • Increases transit ridership • Increases capacity to move people along the Corridor • Reduces vehicle miles traveled • Encourages transit oriented development • Promotes sustainability	5 - 10 Years	\$20,000 Real-time next bus information \$30,000 Smart Phone App \$20,000 Kiosks	Medium
6.2b Larimer County Urban Area Street Standards: Work with Larimer County, Fort Collins, and CDOT to identify potential modifications to the Larimer County Urban Area Street Standards (LCUASS). Focus on standards that prioritize pedestrian and bicycle improvements, including safe access requirements for all modes, and allow landscaping consistent with the US 287 vision. Consider best practices from peer communities, and explore alternative creative solutions, such as buffered bike lanes, to allow for safe and comfortable bicycle and pedestrian travel.	• Emphasizes pedestrian and bicyclist mobility • Requires developers to provide multimodal facilities • Encourages transportation demand management • Supports access management	0 - 5 Years	No cost	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
6.2c Access Management Implement access management spacing standards per current City, County and CDOT access study standards. • Implement median closures in strategic areas to improve safety and mobility, and in conjunction with transportation, landscape, or catalyst projects. • Implement access driveway closures in conjunction with transportation, landscape, or catalyst projects. Where alternative access is not available through frontage or rear access roads, access improvements should be predicated on land assemblage to accomplish this goal. • Work with CDOT to sequence closures with landscape improvements or redevelopment. • Implement an Access Management Educational Program for existing businesses and concerned residents. • Develop an Access Management Plan for US 287 south of 29th Street similar to the Access Control Plan CDOT developed north of 29th Street. Partner with CDOT and Larimer County to develop a formalized Intergovernmental Agreement for access modifications.	• Improves traffic flow • Improves motorist, bicyclist and pedestrian safety by reducing the number of vehicle-vehicle conflict points as well as reducing conflicts between vehicular and non-vehicular traffic • Creates a more consistent streetscape character	0 - 5 Years	\$250,000 Plan; <\$1 million/mile	High



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
6.3 Identify Future Annexation Areas. Identify those parcels within the study area that will be annexed, and determine timeframes.				
6.3a. Annexation Study: Complete an in-depth analysis and study of those lands that still need to be annexed into the City, along with improvements costs, phasing, and funding recommendations. Identify those parcels that have exhausted their time limits for annexation, and create specific annexation plans for those properties. Coordinate utility burials and streetscape improvements with any annexations plans.	• Allows for sense of surety for new development • Promotes private development	Immediate	Over \$150,000	Low

APPENDIX A. PUBLIC OUTREACH

PUBLIC MEETING #1

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

OVERVIEW

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



WHAT IS YOUR VISION FOR THE HIGHWAY 287 CORRIDOR?

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

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

Choose from the following interactive sessions:

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

Light refreshments will be served.

WWW.287STRATEGICPLAN.COM

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

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



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

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

287 STRATEGIC PLAN



PUBLIC WORKSHOP #1

26 FEBRUARY 2014



www.287strategicplan.com



WORKSHOP PURPOSE

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

WORKSHOP AGENDA

1. Sign In

1. Review Displayed Boards

1. Participate in the Polling Presentations:

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

AFTER THE EVENT

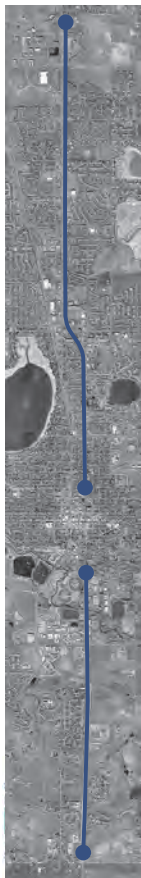
Stay Updated:

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

Contact Us:

- bethany.clark@cityofloveland.org





PROJECT OVERVIEW

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

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

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

PROCESS + SCHEDULE

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



Get involved... and stay involved!

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

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

www.287strategicplan.com



PROJECT GOALS + OBJECTIVES

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

The primary goals of the Strategic Plan are to:

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



WHAT WE'VE HEARD SO FAR

Economic Development

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

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

Transportation

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

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

Land Use

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

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



WHAT WE'VE HEARD SO FAR

Community Design

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

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

Natural Resources

Protect and capitalize on the parks and natural resources.

- Reclaim the Big Thompson floodplain.

Cultural Resources

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

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

Plazas, Parks & Open Spaces

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

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

Public Safety

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



WHAT WE'VE HEARD SO FAR

Public Engagement

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

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

Regional Coordination

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

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

Community Health

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

Funding

Establish ongoing funding for Corridor improvements and maintenance.

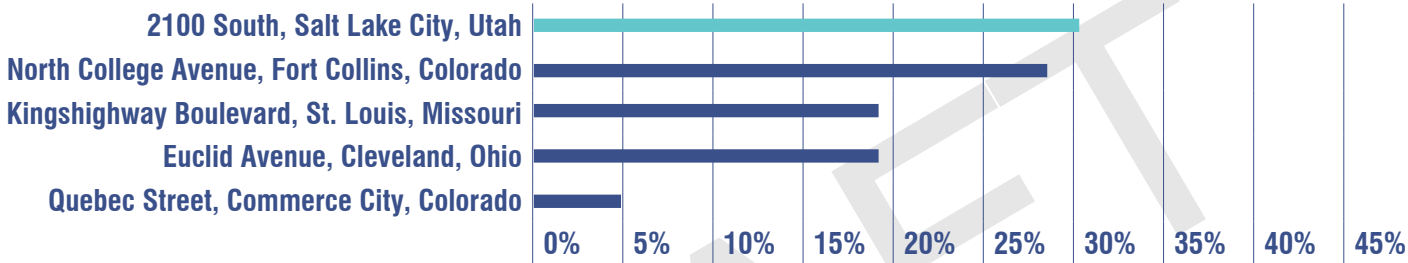
- Identify funding mechanisms to pay for public infrastructure.
- Purchase and consolidate parcels.
- Establish BID.
- Offer grants to businesses for façade improvements.



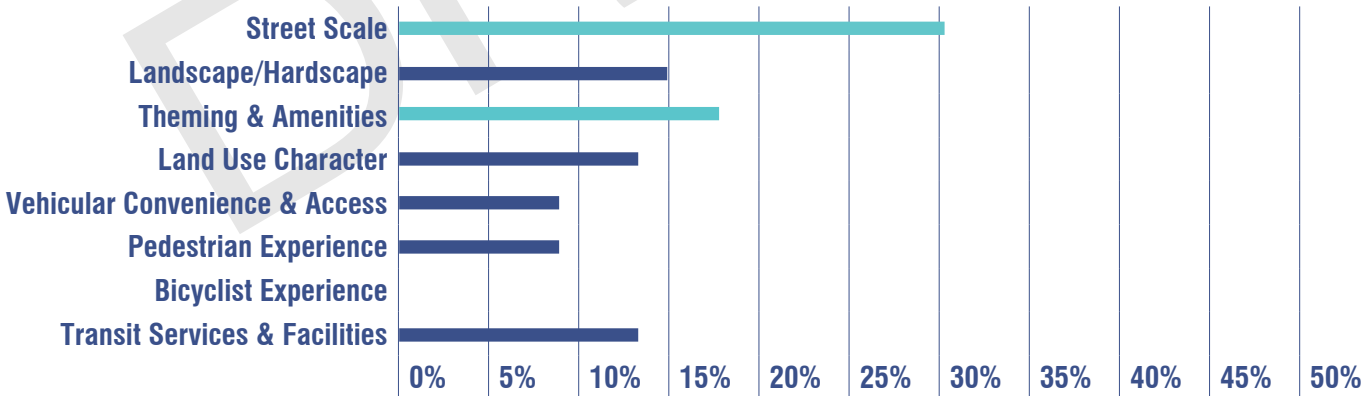
After learning about each street, meeting attendees voted on their favorite one, and then chose which two characteristics, from the list below, made them prefer that particular street.

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

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

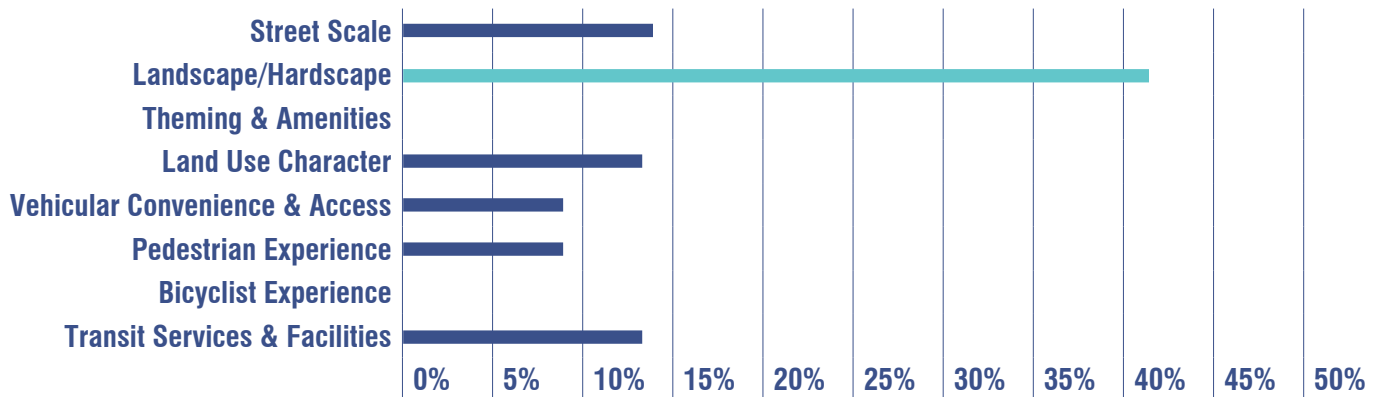


Favorite Street

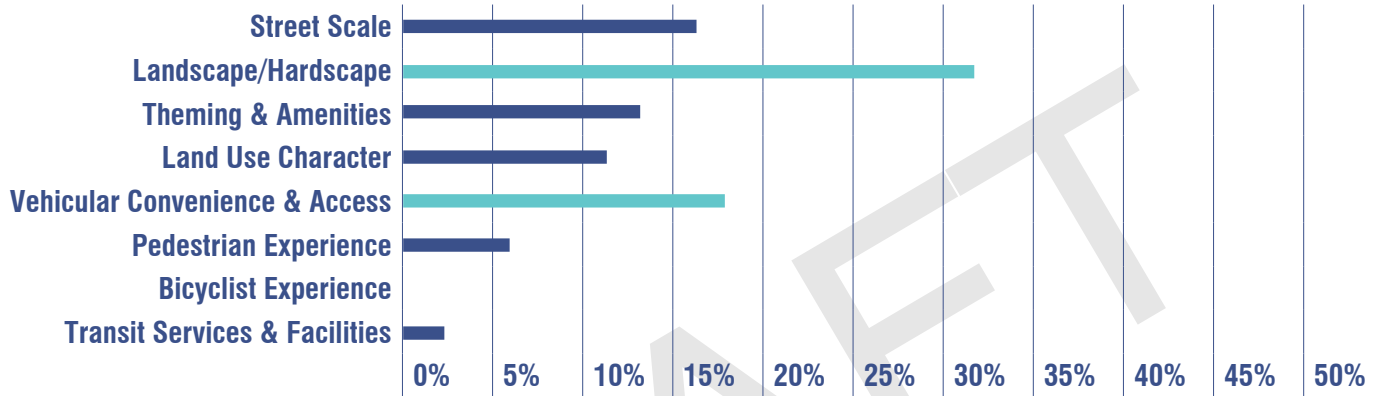


2100 South (Sugarhouse District)

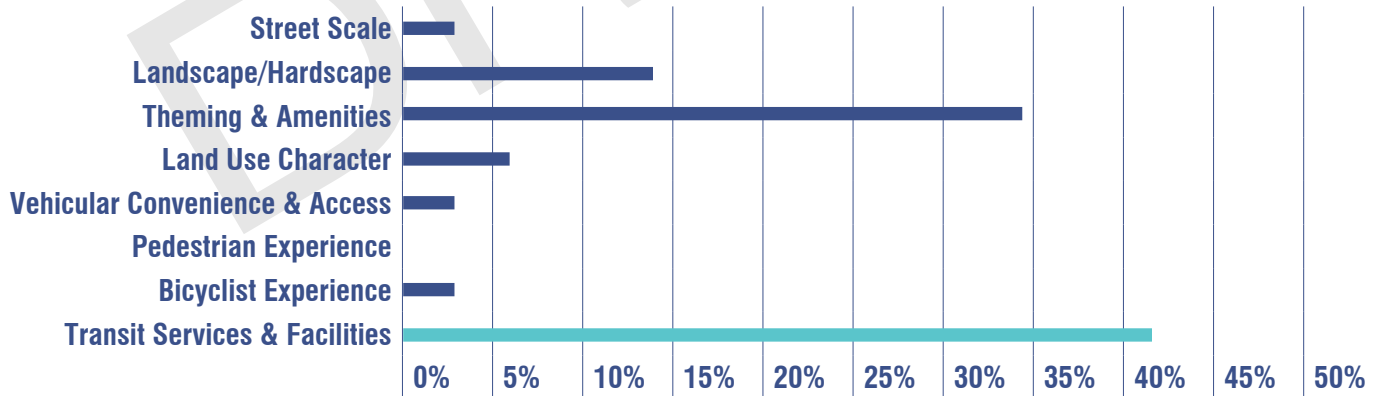




North College Avenue



Kingshighway Boulevard



Euclid Avenue

INDIVIDUAL PROPERTY OWNER MEETINGS

OVERVIEW

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

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

DRAFT



PUBLIC MEETING #2

OVERVIEW

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

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



ZONE 1



PROBLEMS

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

ECONOMIC STRATEGY

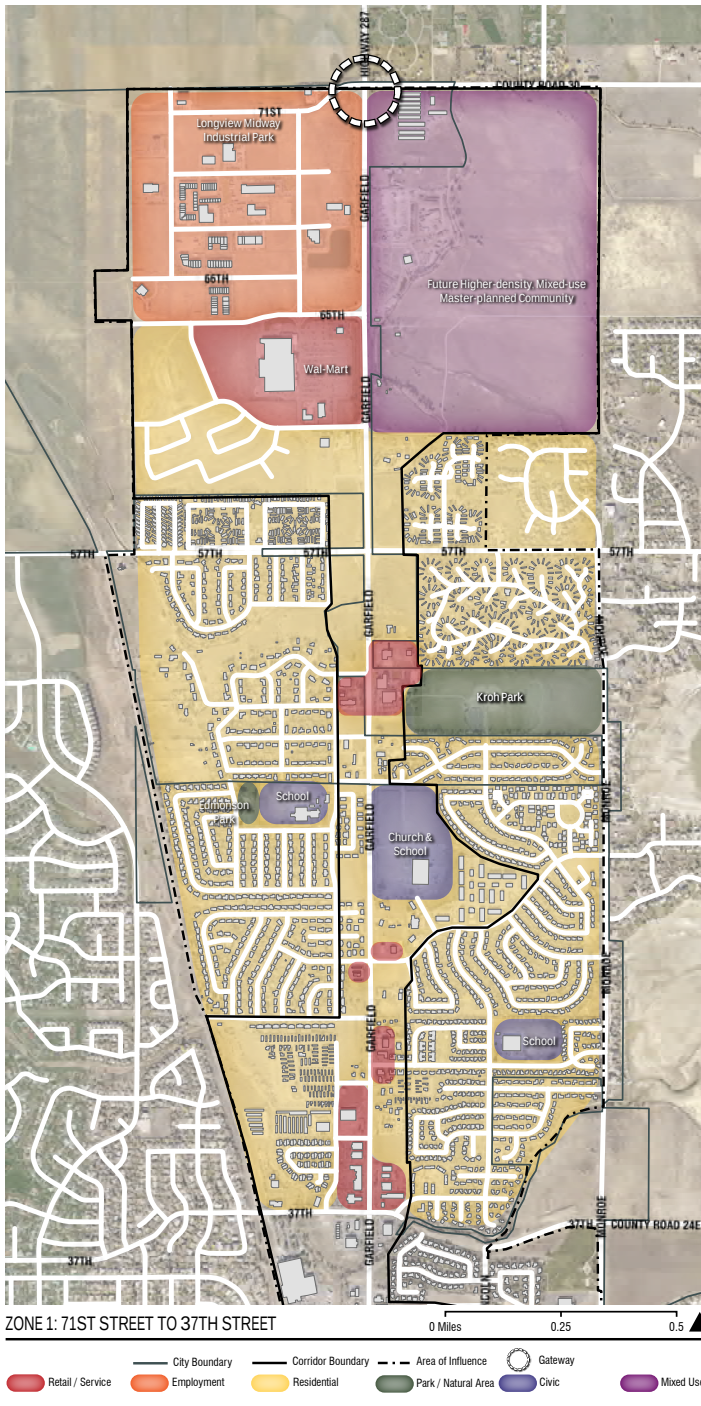
Concentrate future commercial uses at 65th Street, and employment uses in Longview/Midway. Transition remaining corridor to community-oriented services and higher-density residential uses to create more coherent and better planned commercial nodes, and open vacant parcels to alternative development opportunities.

ACTIONS

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

1.2 Improve street section for multi-modal use.

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



ZONE 2



PROBLEMS

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

ECONOMIC STRATEGY

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

ACTIONS

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



ZONE 2



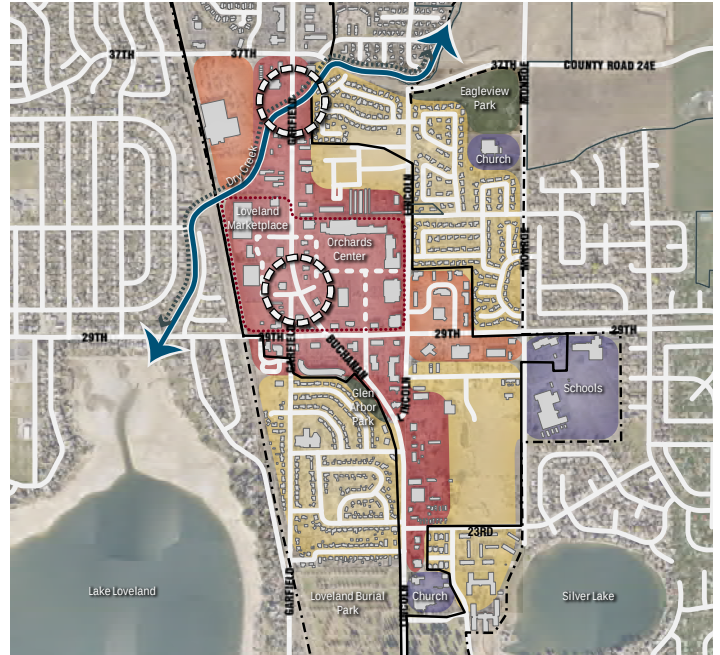
ORCHARDS CATALYST CONCEPT



Drawing is conceptual and illustrates one of many possible futures.

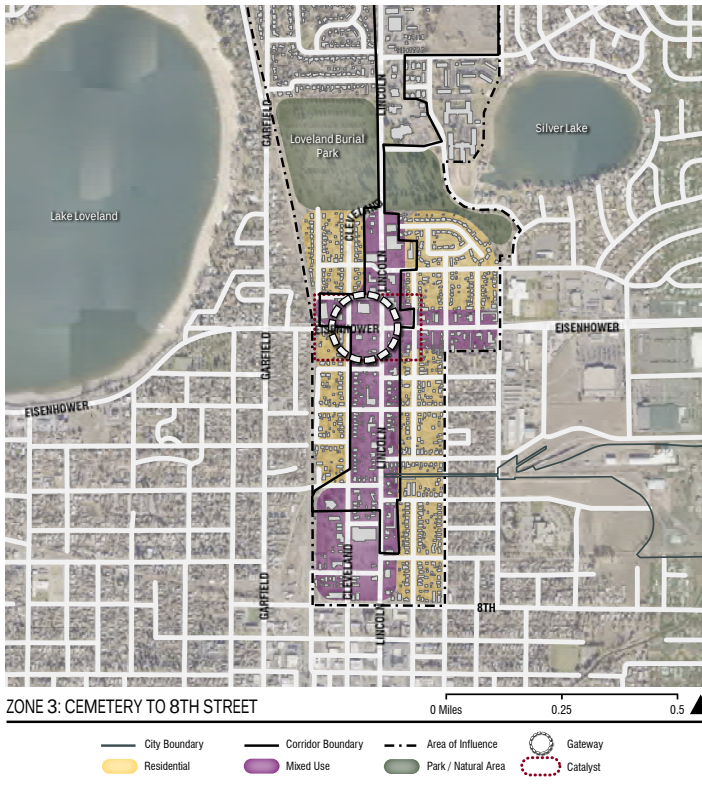
ACTIONS

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



ZONE 2: 37TH STREET TO CEMETERY





ZONE 3



PROBLEMS

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

ECONOMIC STRATEGY

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

ACTIONS

3.1 Improve the pedestrian environment and add bike lanes.

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

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



ZONE 3



HIGHWAY 34 (EISENHOWER) CATALYST CONCEPT



Drawing is conceptual and illustrates one of many possible futures.



ZONE 4



PROBLEMS

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

ECONOMIC STRATEGY

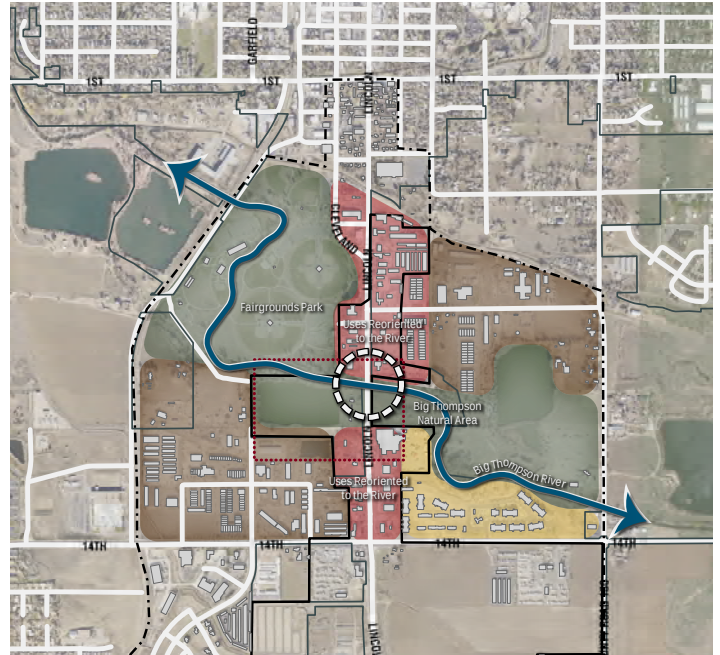
Create an enhanced river corridor with public spaces and amenities that will attract new commercial development and make existing properties more attractive.

ACTIONS

4.1 Mitigate the flood hazard.

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

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



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

0 Miles 0.25 0.5



ZONE 4



BIG THOMPSON CATALYST CONCEPT



Drawing is conceptual and illustrates one of many possible futures.

ZONE 5



PROBLEMS

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

ECONOMIC STRATEGY

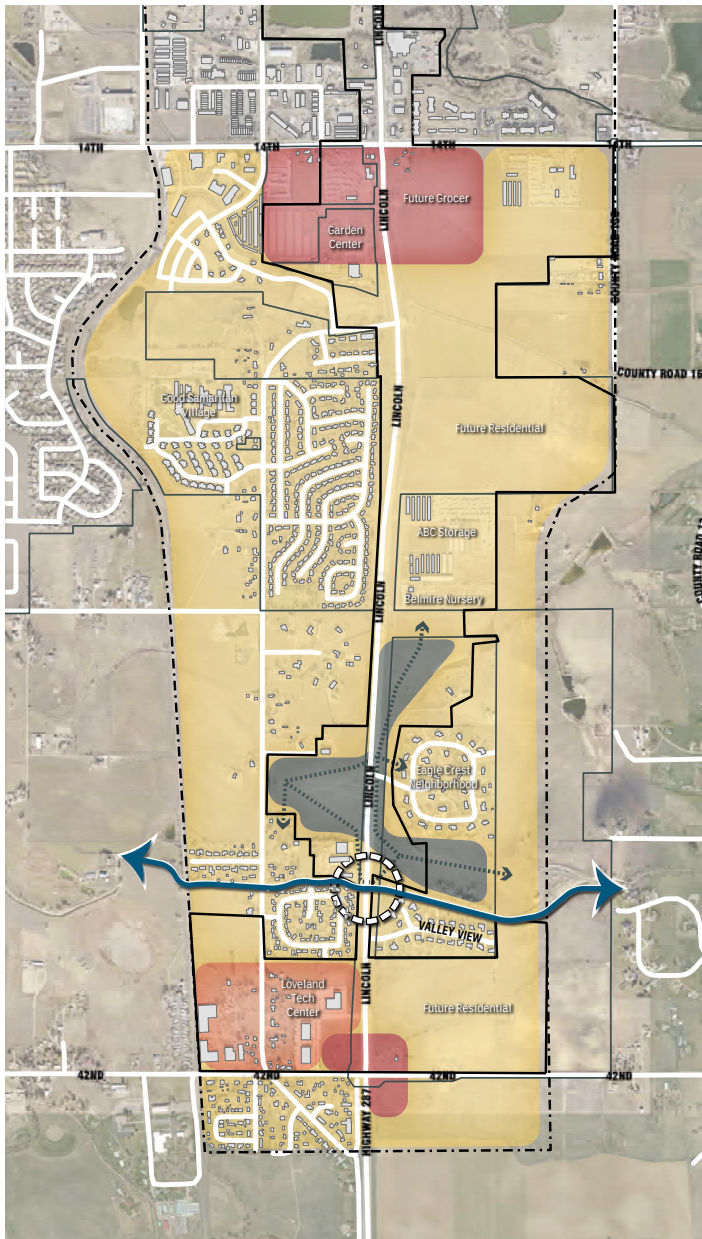
Concentrate future commercial and employment opportunities and high density residential development at 14th Street/Hwy 402 while maintaining and expanding low and medium density residential uses to the south.

ACTIONS

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

5.2 Create southern gateway into Loveland.

5.3 Promote development of larger master planned neighborhoods.



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

0 Miles 0.25 0.5

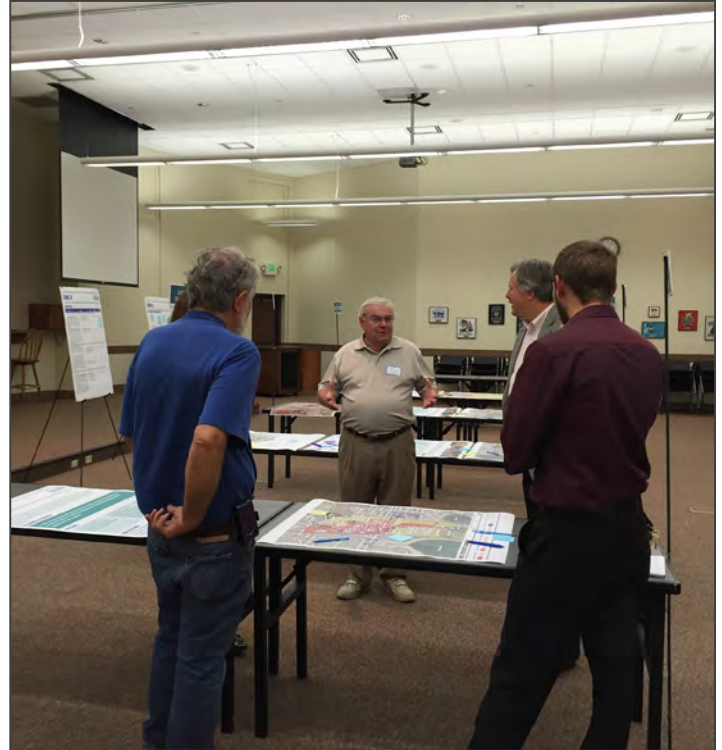
- | | | | | |
|------------------|-------------------|-------------------|---------------------|---------|
| City Boundary | Corridor Boundary | Area of Influence | Waterway | Trails |
| Retail / Service | Employment | Residential | Park / Natural Area | Gateway |

PUBLIC MEETING #3

OVERVIEW

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

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



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APPENDIX B: EXISTING CONDITIONS AND ECONOMIC ANALYSIS

STUDY AREA & AREA OF INFLUENCE

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

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

EXISTING CONDITIONS

Mobility

Overview

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

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

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

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

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

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

Why It Matters

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

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

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



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

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

What We’ve Heard

Vehicular Mobility

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

Pedestrian Mobility

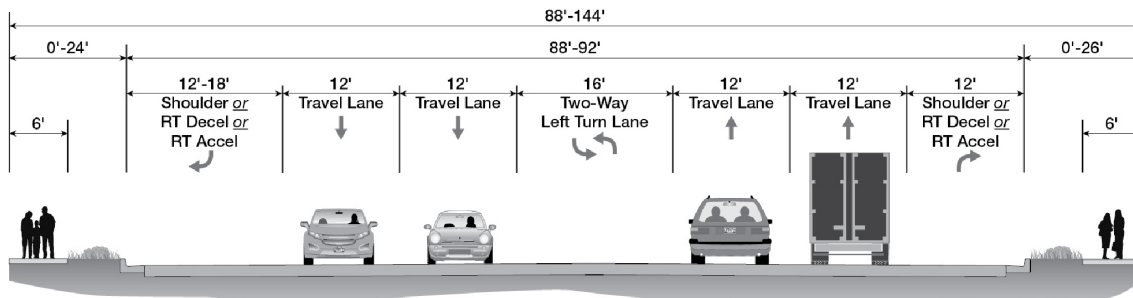
- Provide wide, detached sidewalks.
- Develop a pedestrian sidewalk / recreational trail between Big Thompson and Downtown.
- Minimize curb cuts to facilitate pedestrian mobility and lessen conflicts.
- Create a trail connecting the river to multifamily buildings north of SE 14th Street.
- Address access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

Bicycle Mobility

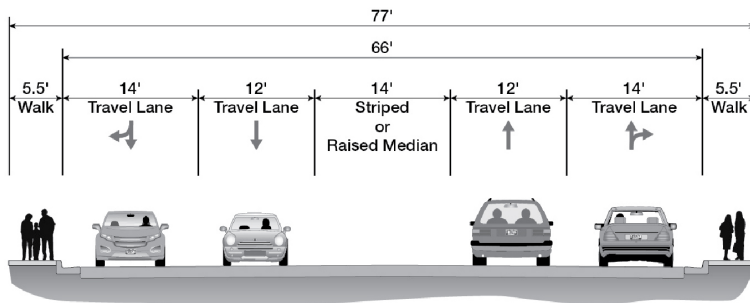
- Provide a bike lane on 287.
- Develop bike trails in the flood redevelopment area.
- Improve 402 bike accessibility to safely connect commuters to highway.

Mobility

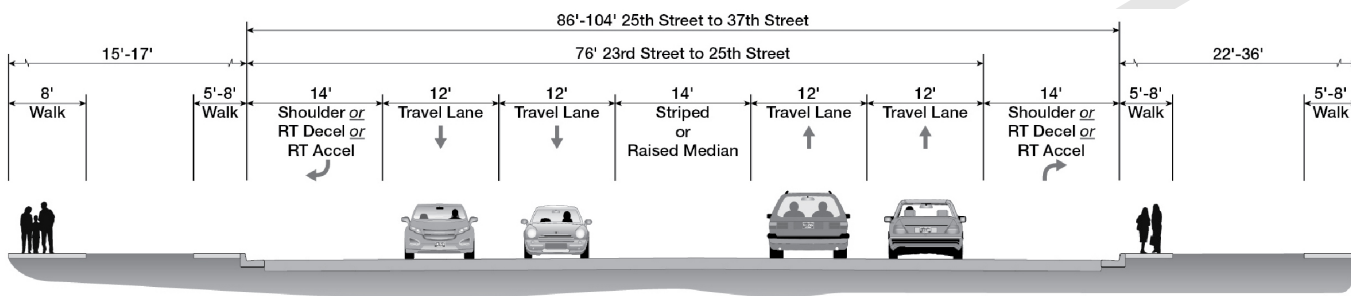
- Provide bus pulloffs to prevent queuing of cars at bus stops.
- Consider BRT on 287.
- Connect transit to the Fort Collins BRT at Harmony; an aging population will depend on transit.
- Build on changing attitudes surrounding high-frequency bus systems; build on success of flex bus from Loveland to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



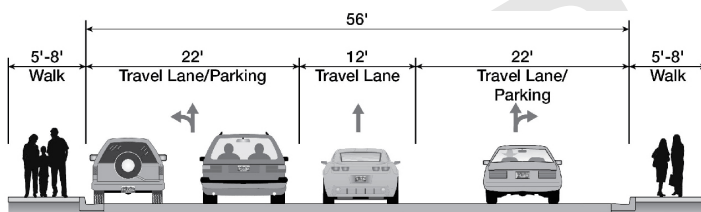
Zone 1 Existing Conditions. 37th Street to 71st Street



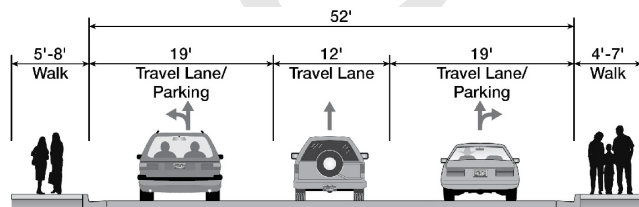
Zone 2. Cemetery to 23rd Street



Zone 2. 23rd Street to 37th Street

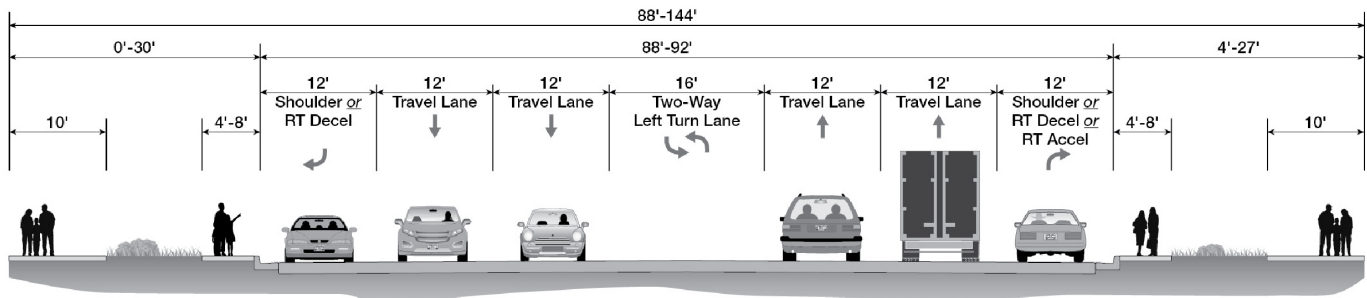


Zone 3. North of US 34

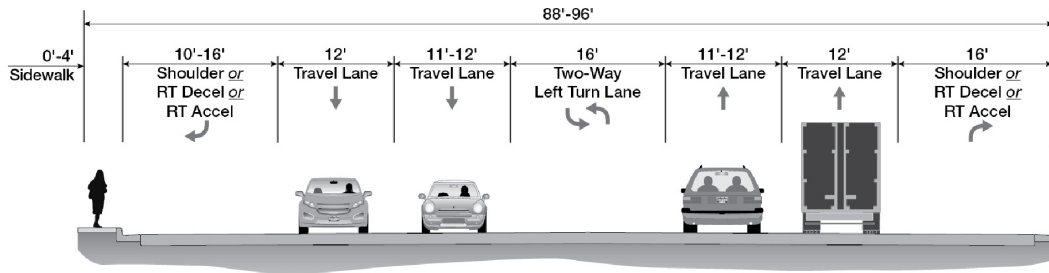


Zone 3. South of US 34





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



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

Highlights & Conclusions

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

Edge

Overview

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

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

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

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

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

Why It Matters

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



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

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

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

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

What We've Heard

Streetscape

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

Landscaping

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

Branding

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

Parking

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

Big Thompson River

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

Highlights & Conclusions

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

Buildings

Overview

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

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

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

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

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

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

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

Why It Matters

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

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

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

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

What We've Heard

Zoning

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

Design Standards

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

Annexation

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

Mixed Use

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

Big Thompson River

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

Highlights & Conclusions

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

Economic Development

Overview

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

Table 1. City of Loveland and 287 Corridor Major Industries

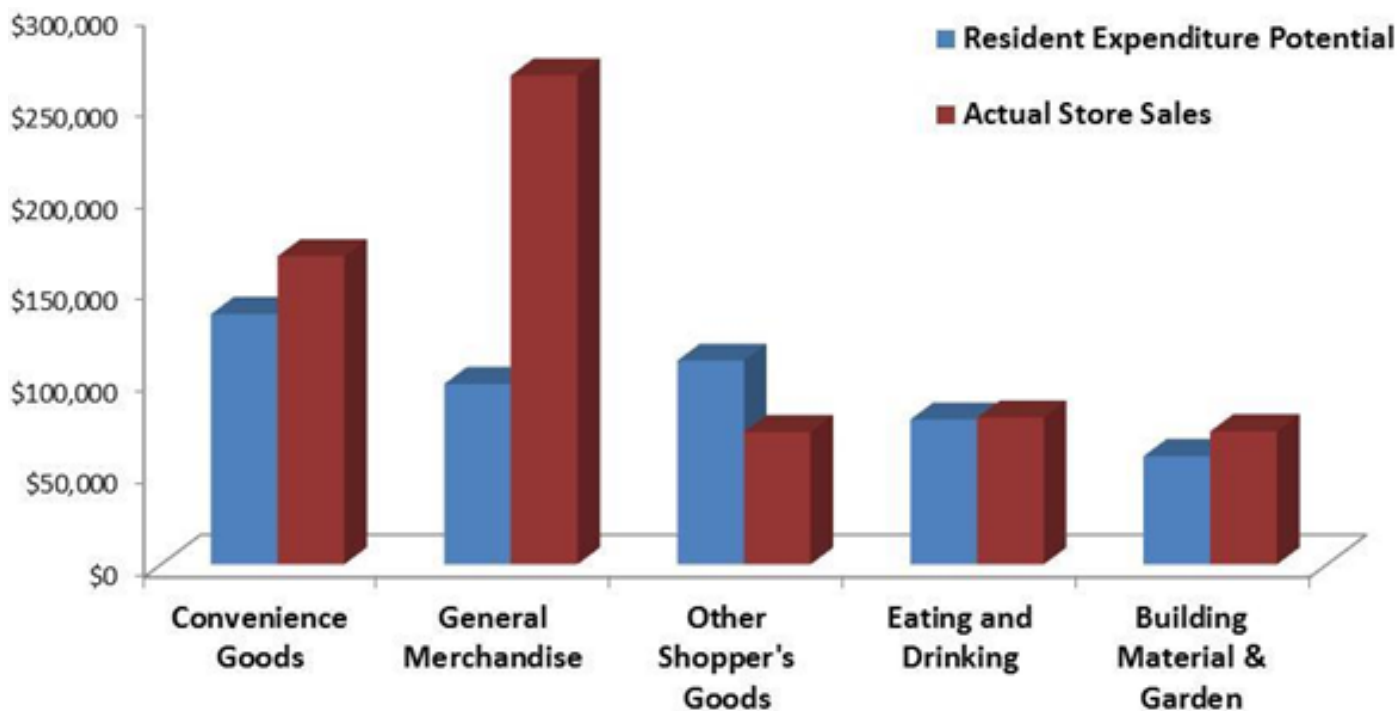
City of Loveland Industry	% of Jobs	287 Corridor Industry	% of Jobs
Health Care and Social Assistance	14.6%	Health Care and Social Assistance	18.0%
Retail Trade	12.0%	Retail Trade	15.5%
Manufacturing	10.3%	Manufacturing	12.1%
Accommodation and Food Service	9.1%	Accommodation and Food Service	10.8%
Professional,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

Retail Development

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

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

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



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

Figure 1. Northern Segment Expected Sales versus Actual Sales

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

Office Development

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

Industrial Development

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



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

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

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

Why it Matters

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

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

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

What We've Heard

Image

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

Mobility

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

Development Intensity

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

Market

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

Incentivizing Development

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

Utilities

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

Highlights & Conclusions

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



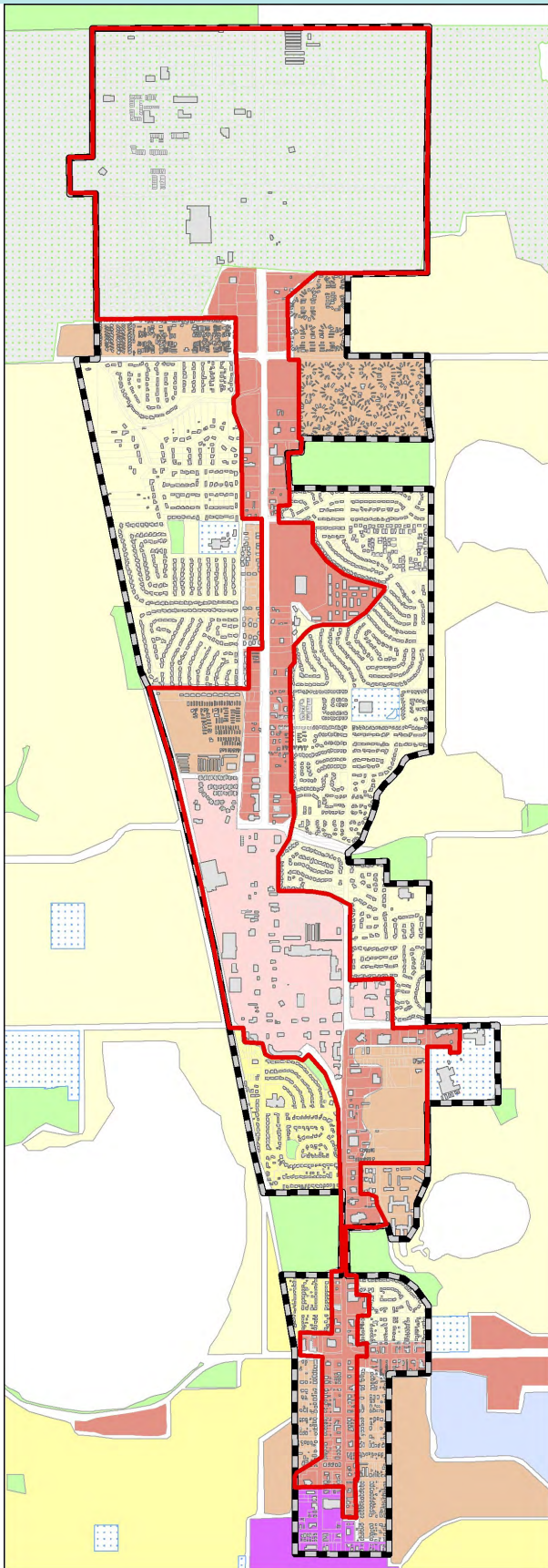
APPENDIX C. ANALYSIS MAPS

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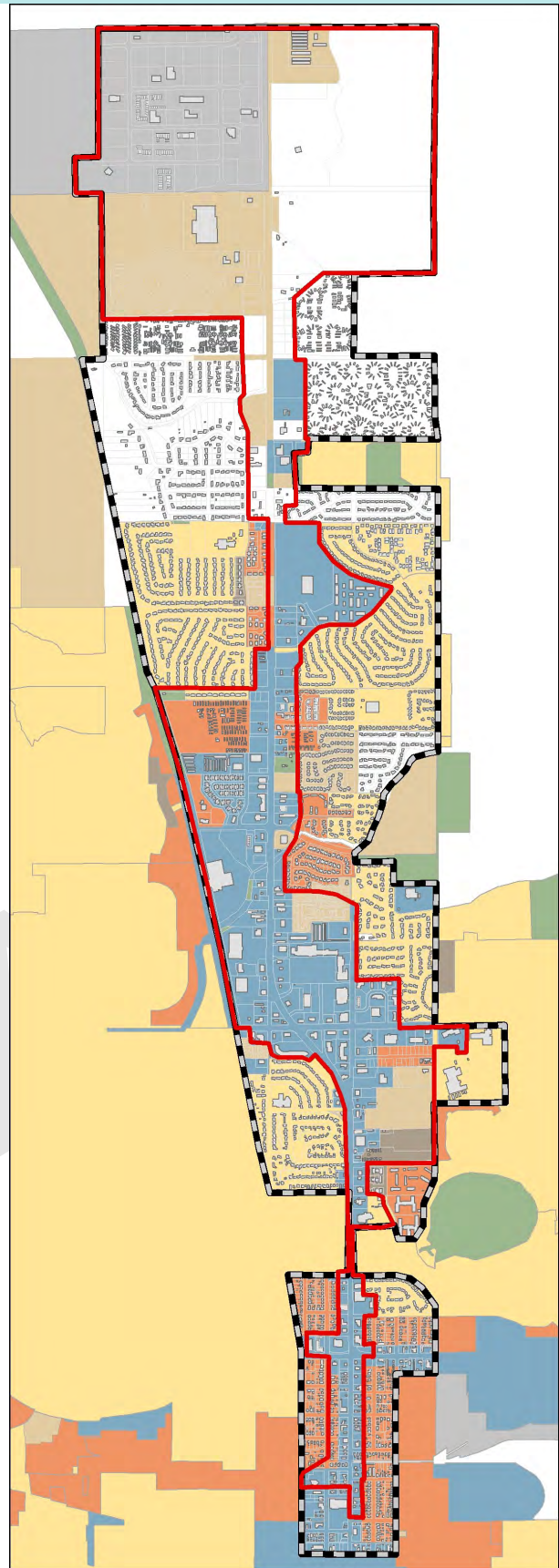
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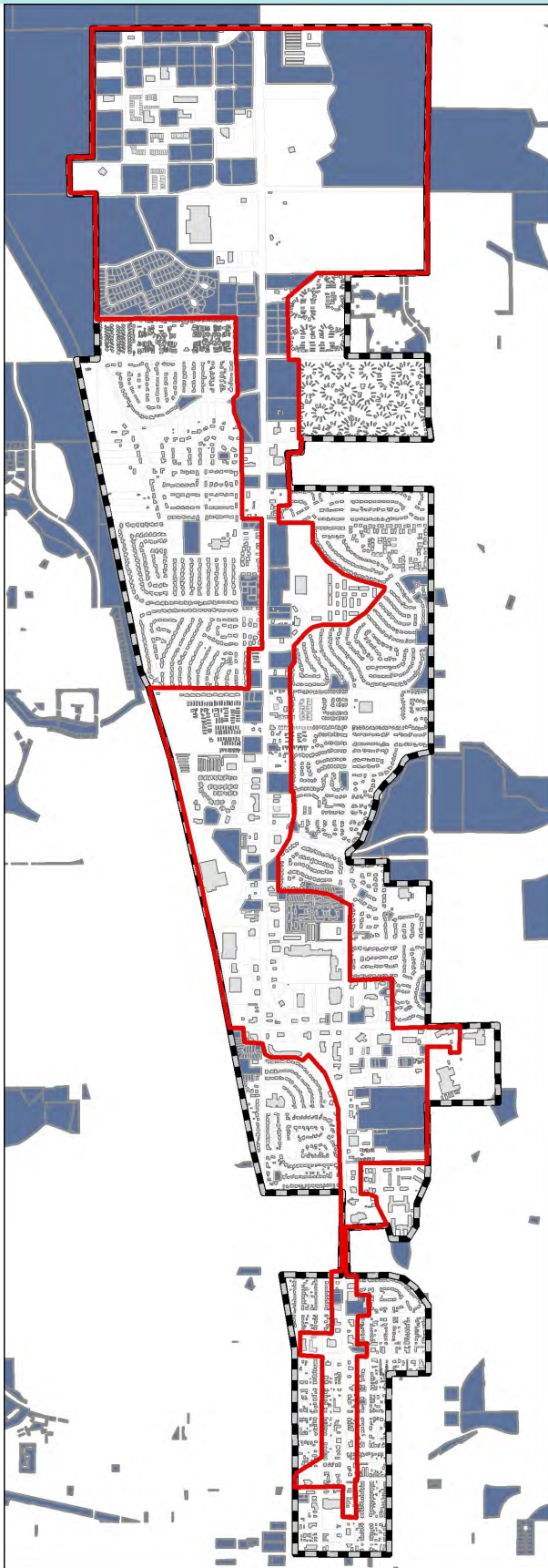




Land Use, North



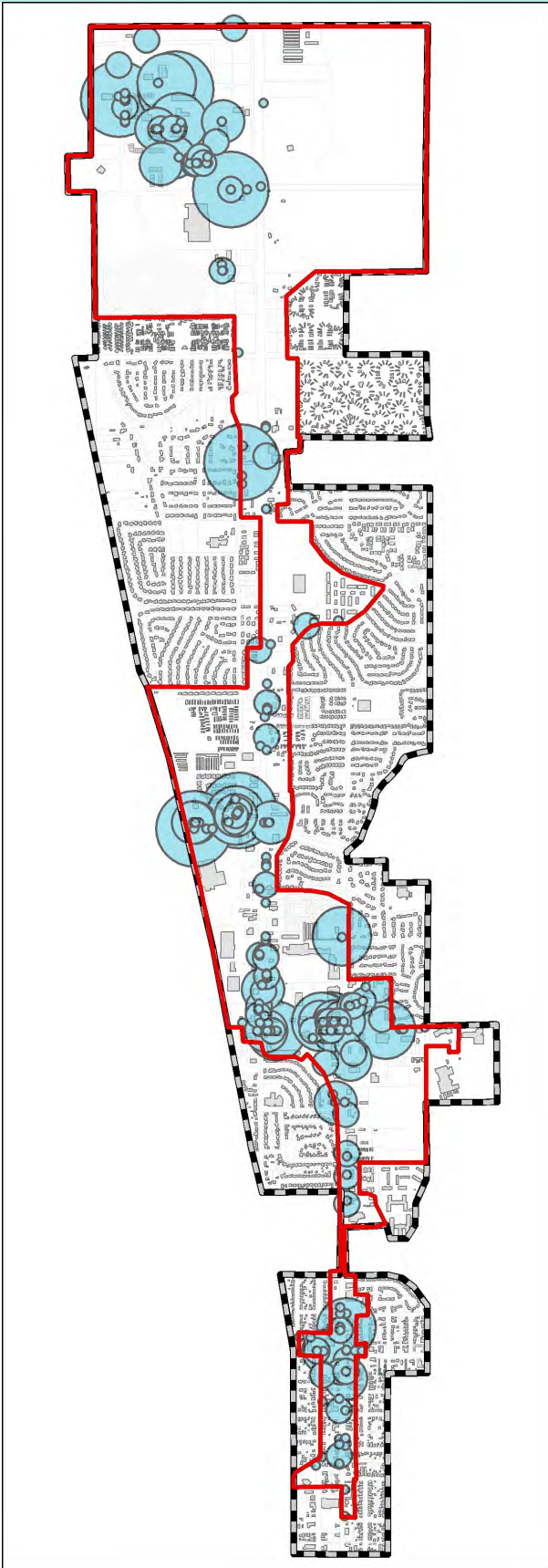
Zoning, North



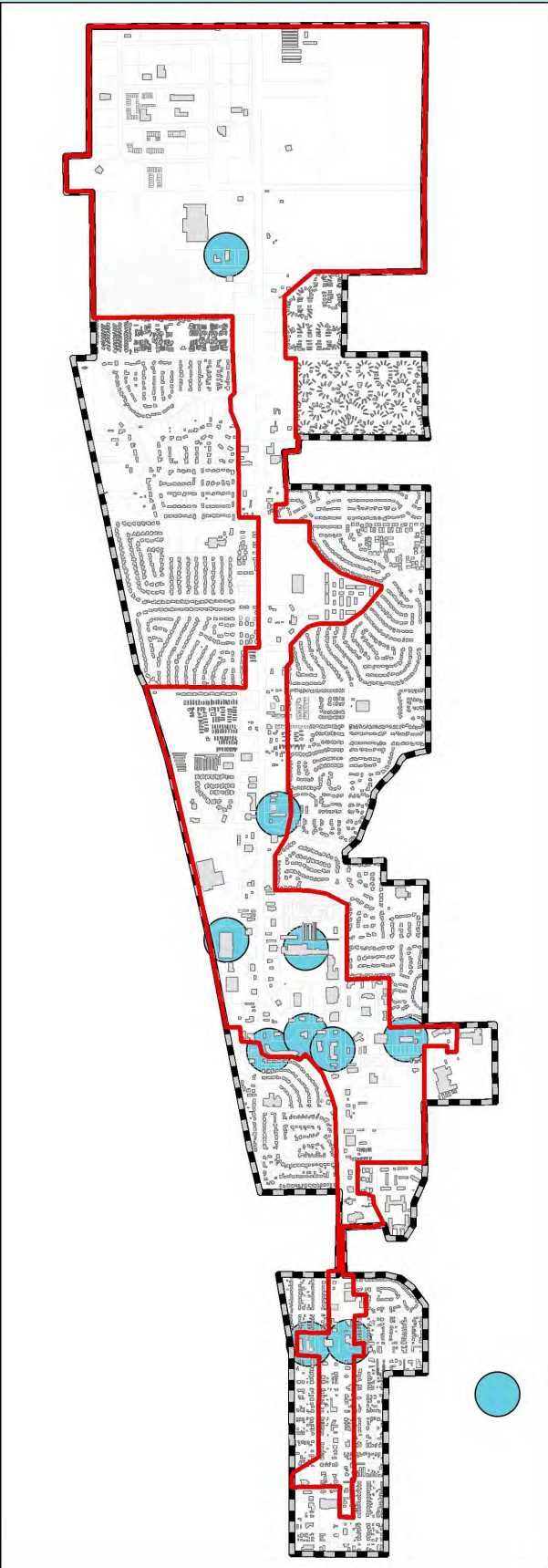
Vacant Parcels, North



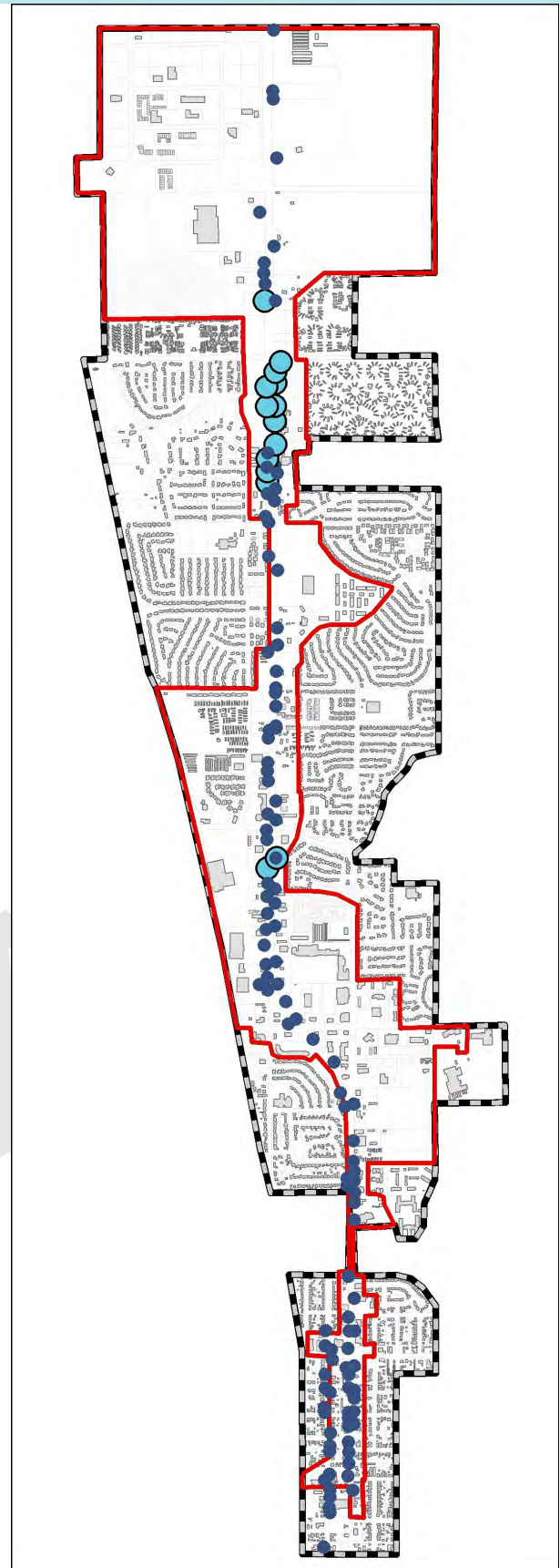
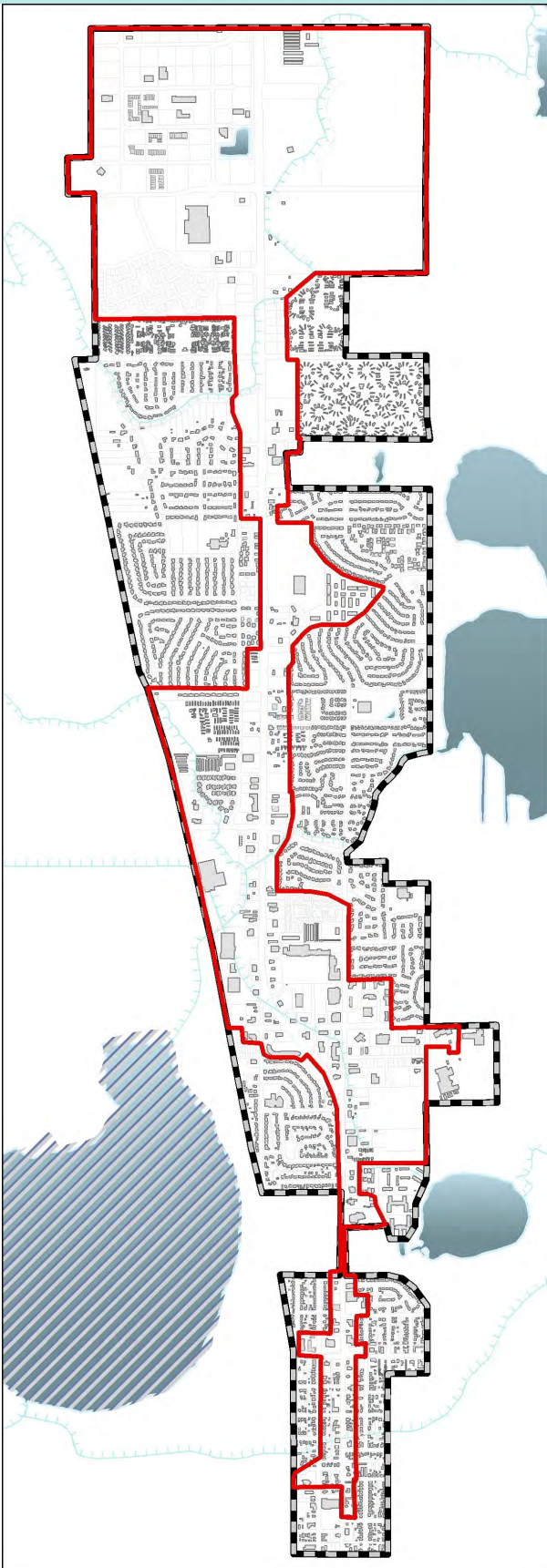
Underutilized Parcels, North



Employees, North

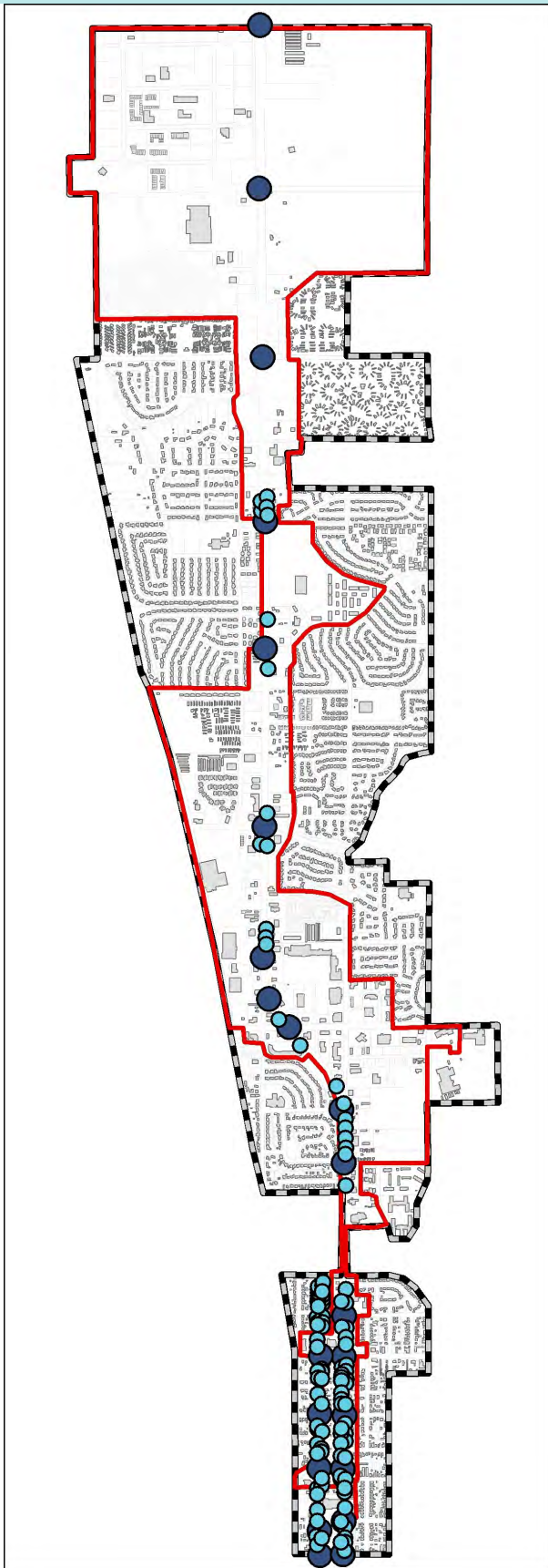


Shopping Centers, North

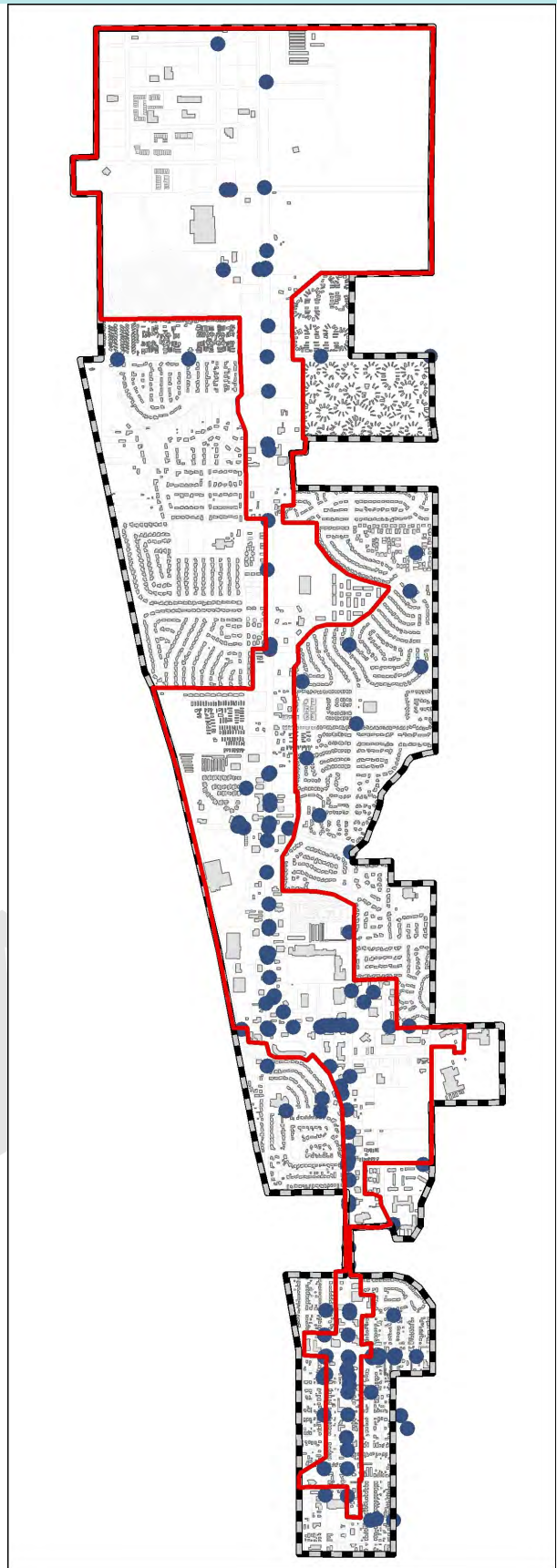


Hydrology, North

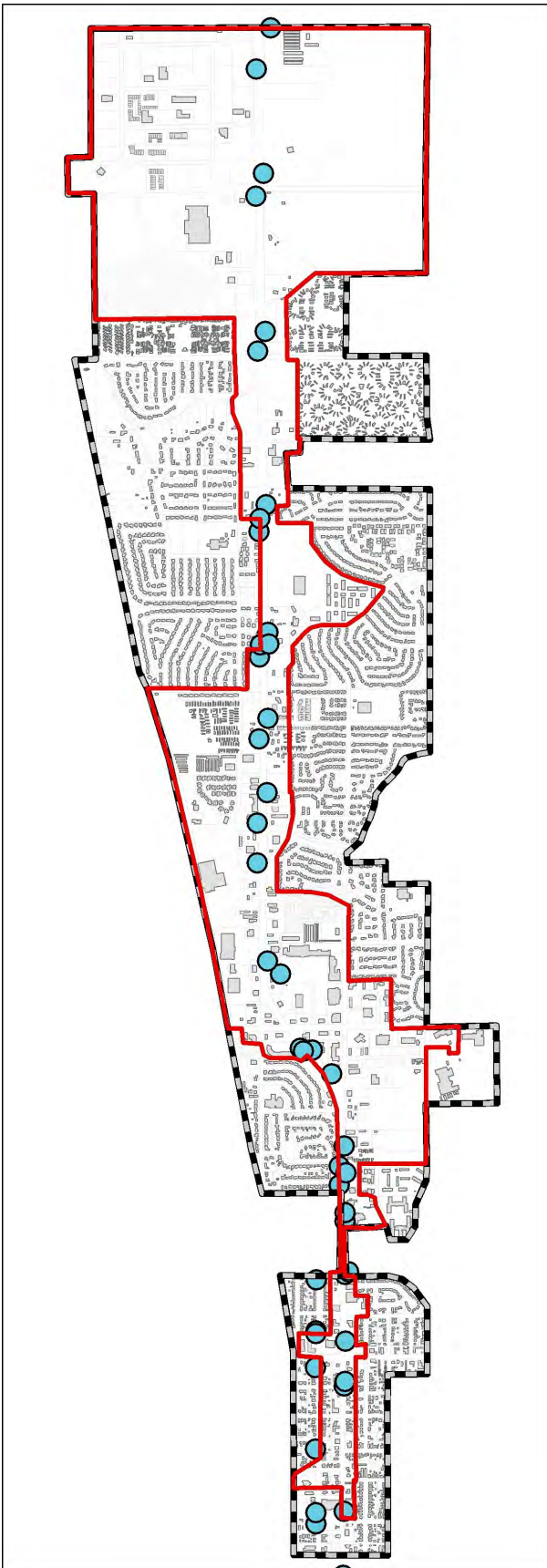
Signage, North



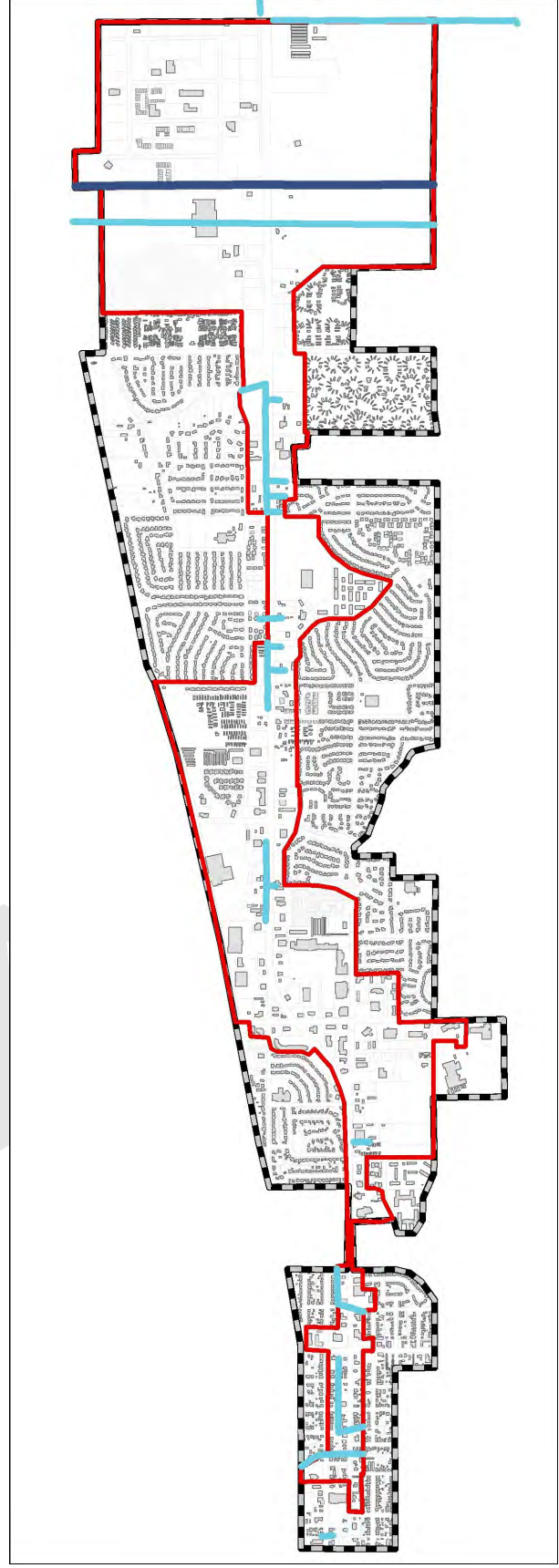
Access, North



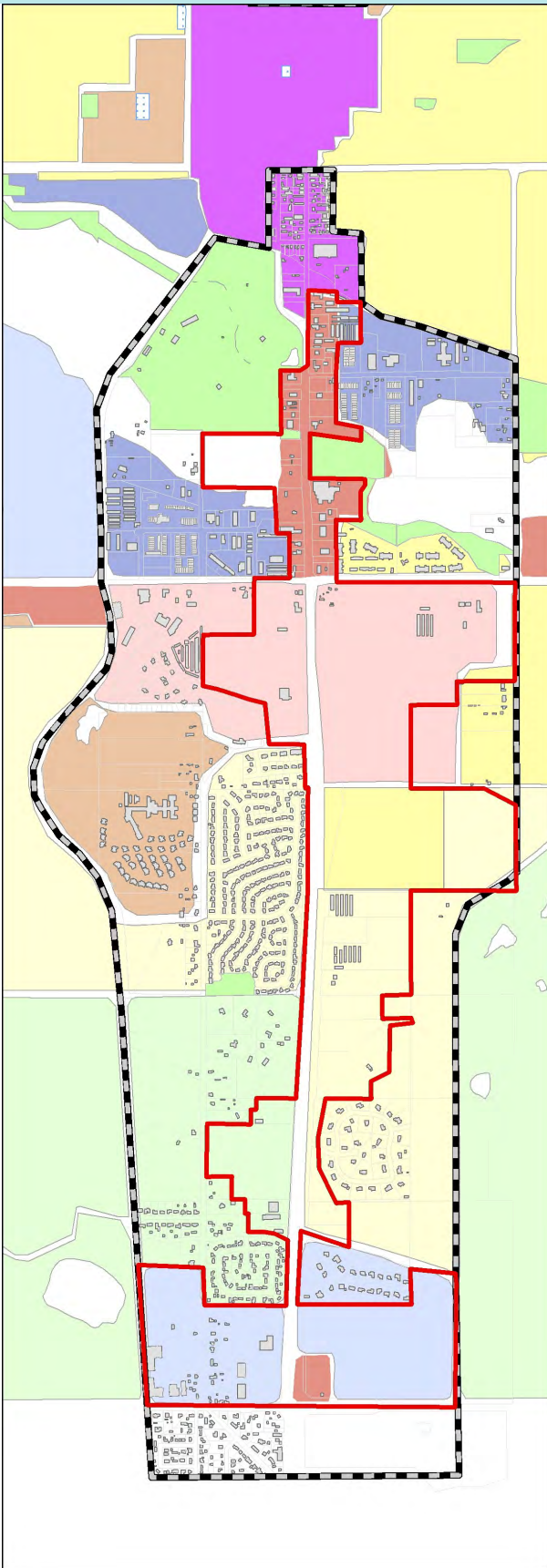
Vehicular Accidents, North



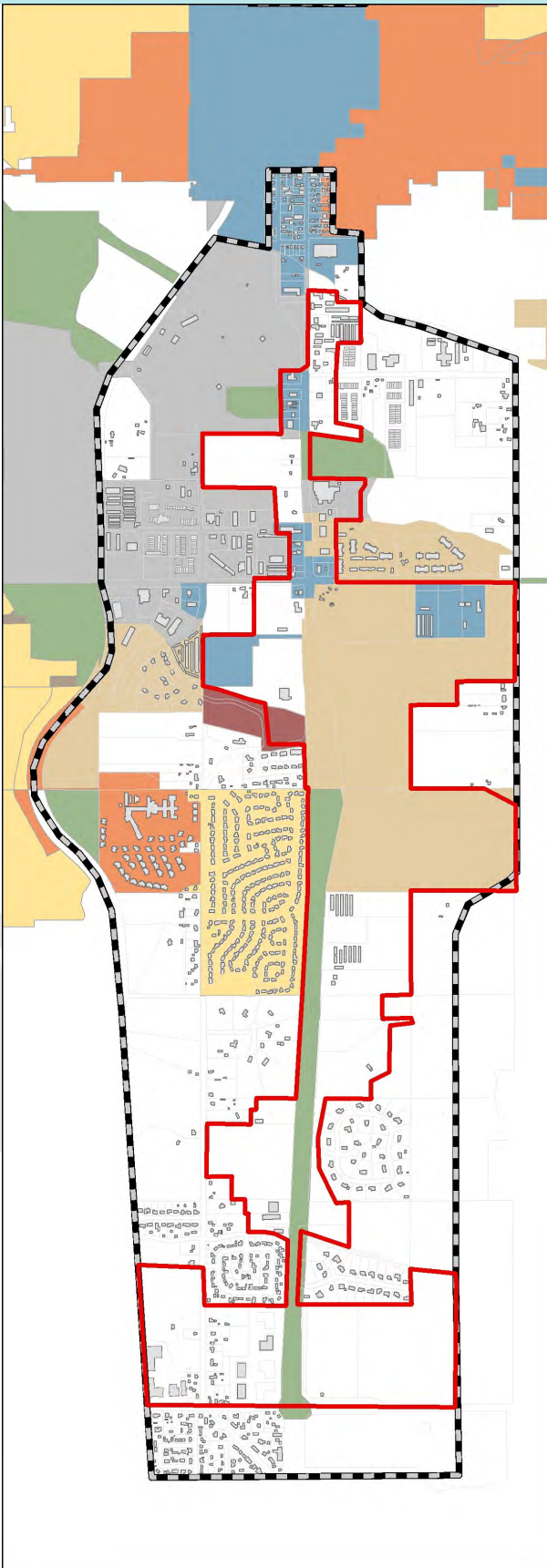
Bus Stops, North



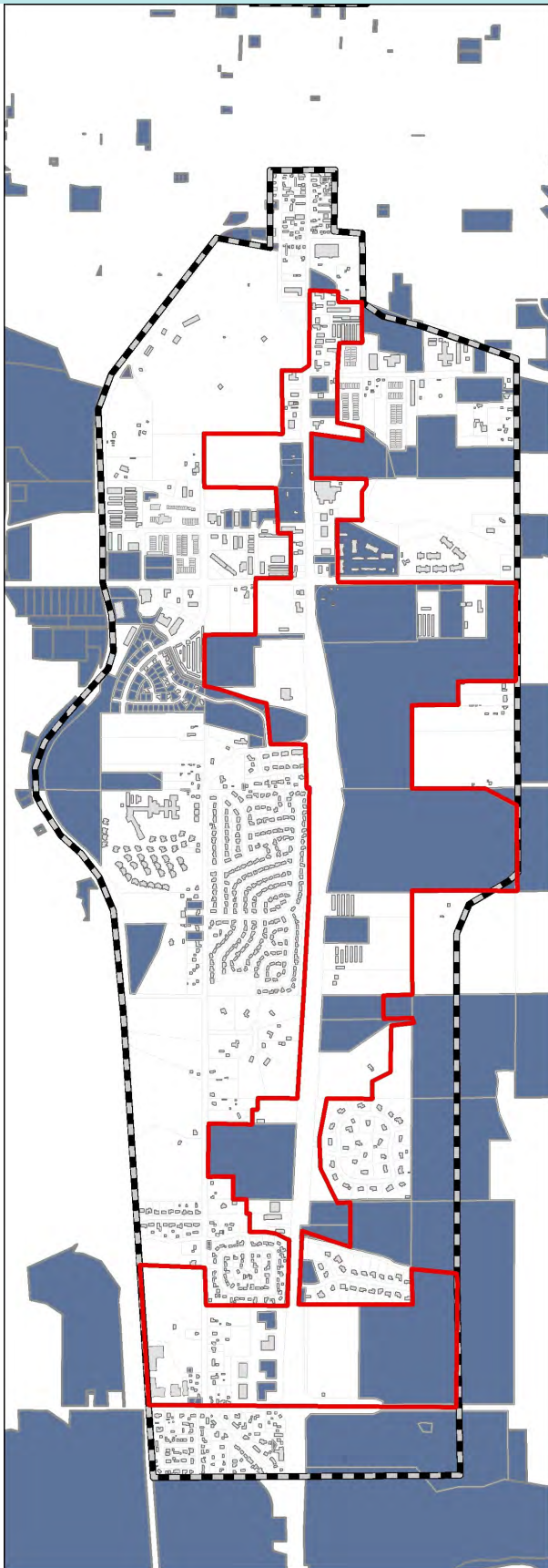
Overhead Utilities, North



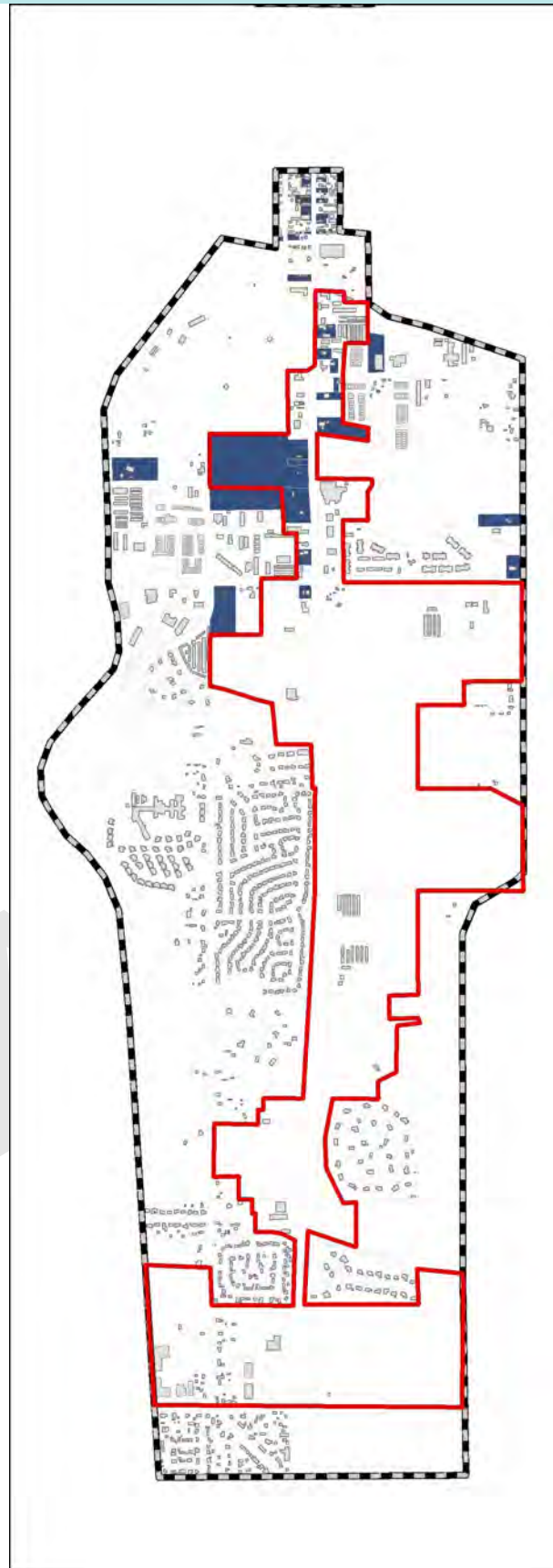
Land Use, South



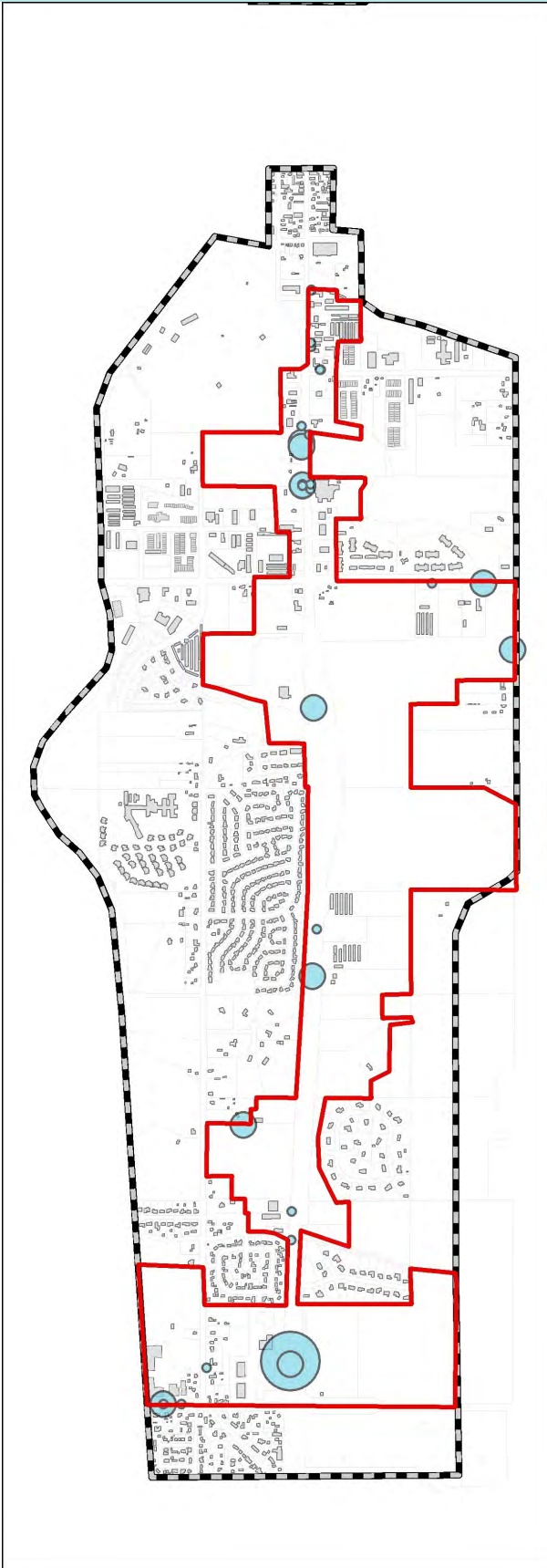
Zoning, South



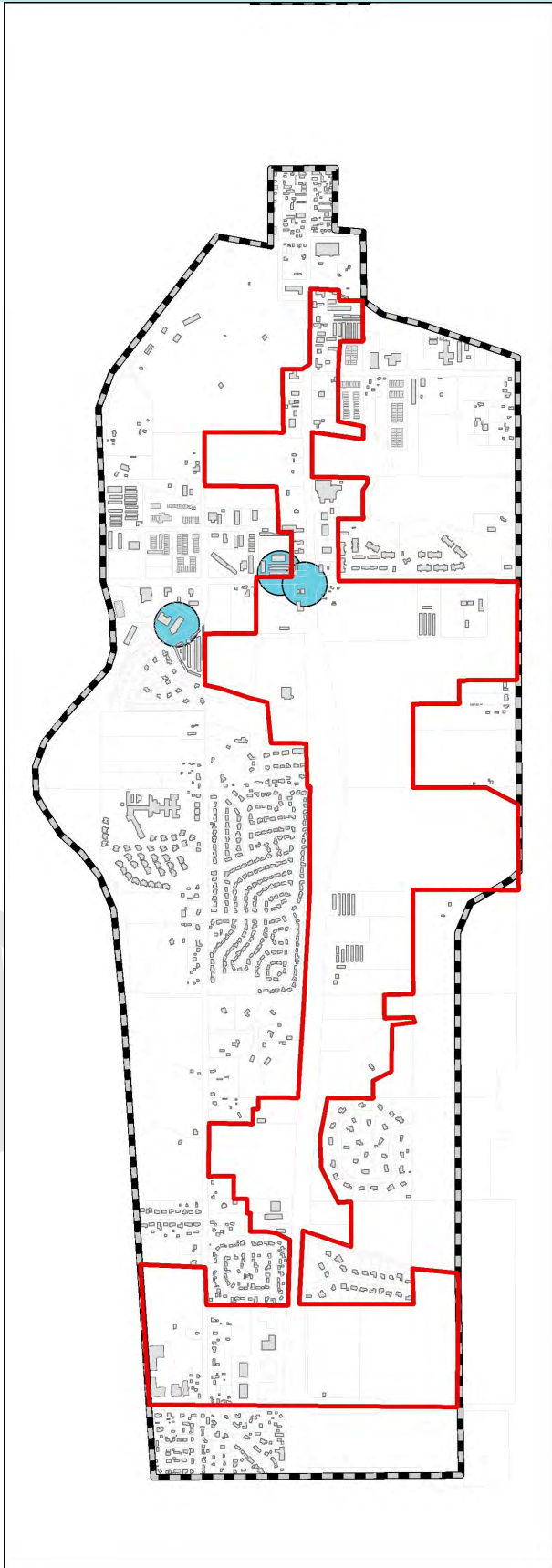
Vacant Parcels, South



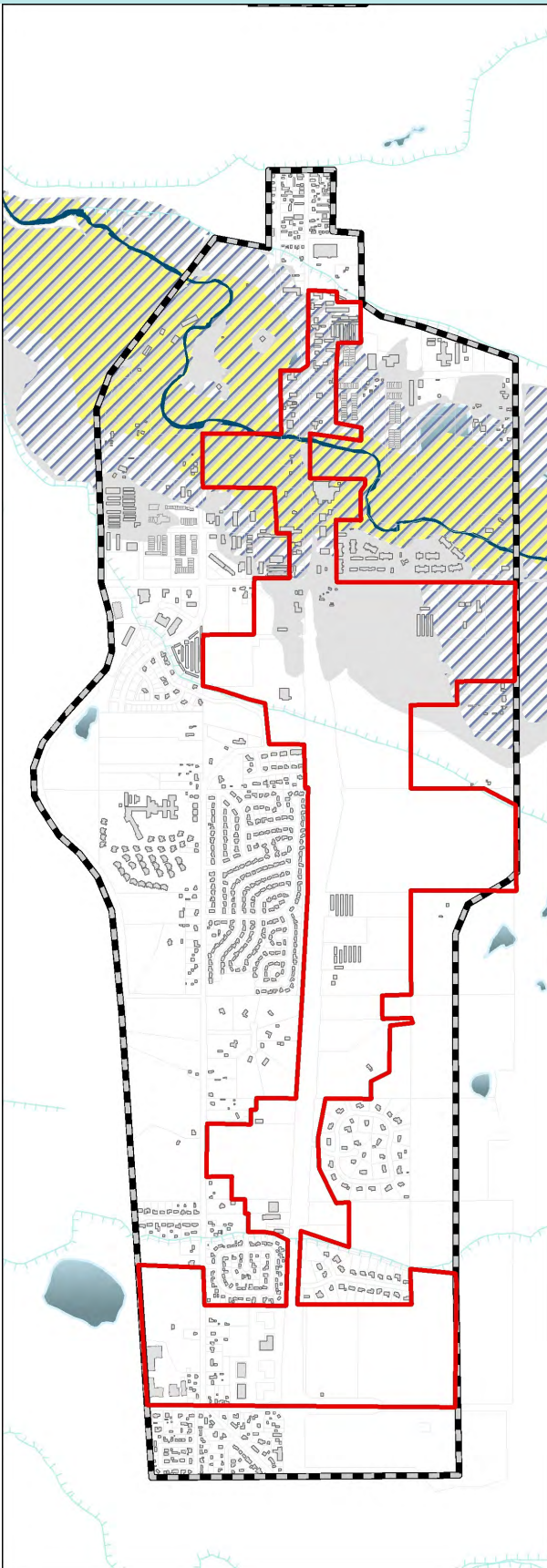
Underutilized Parcels, South



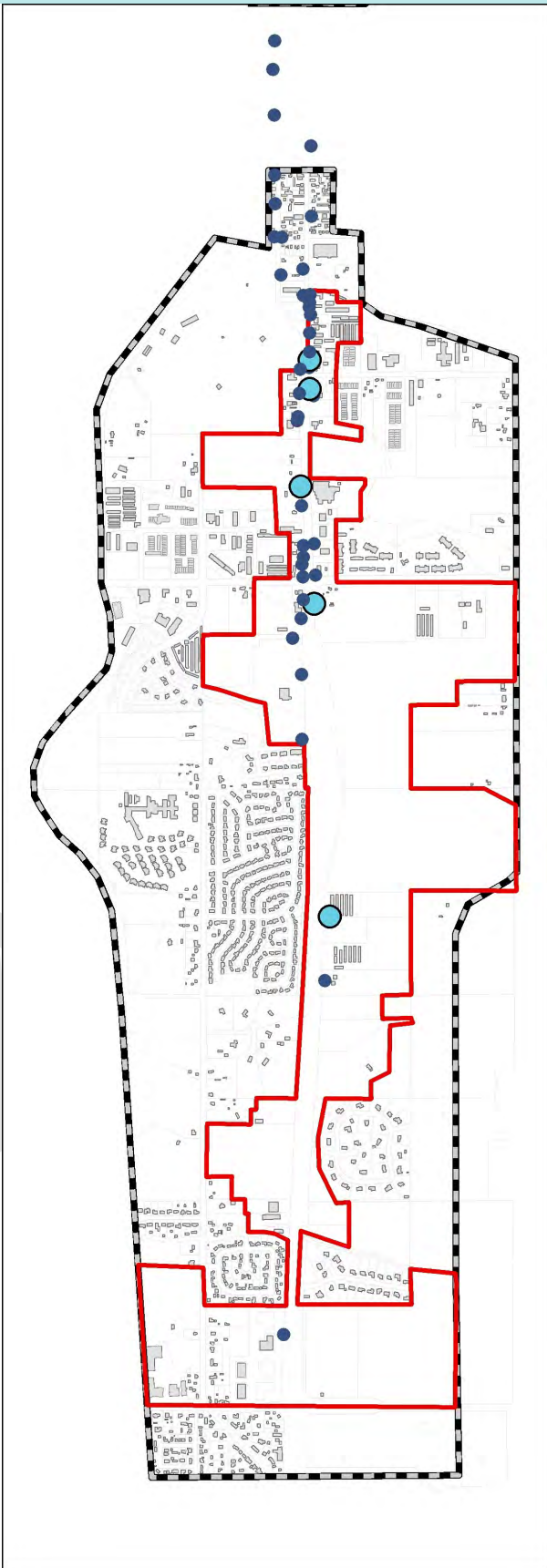
Employees per Employer, South



Shopping Centers, South

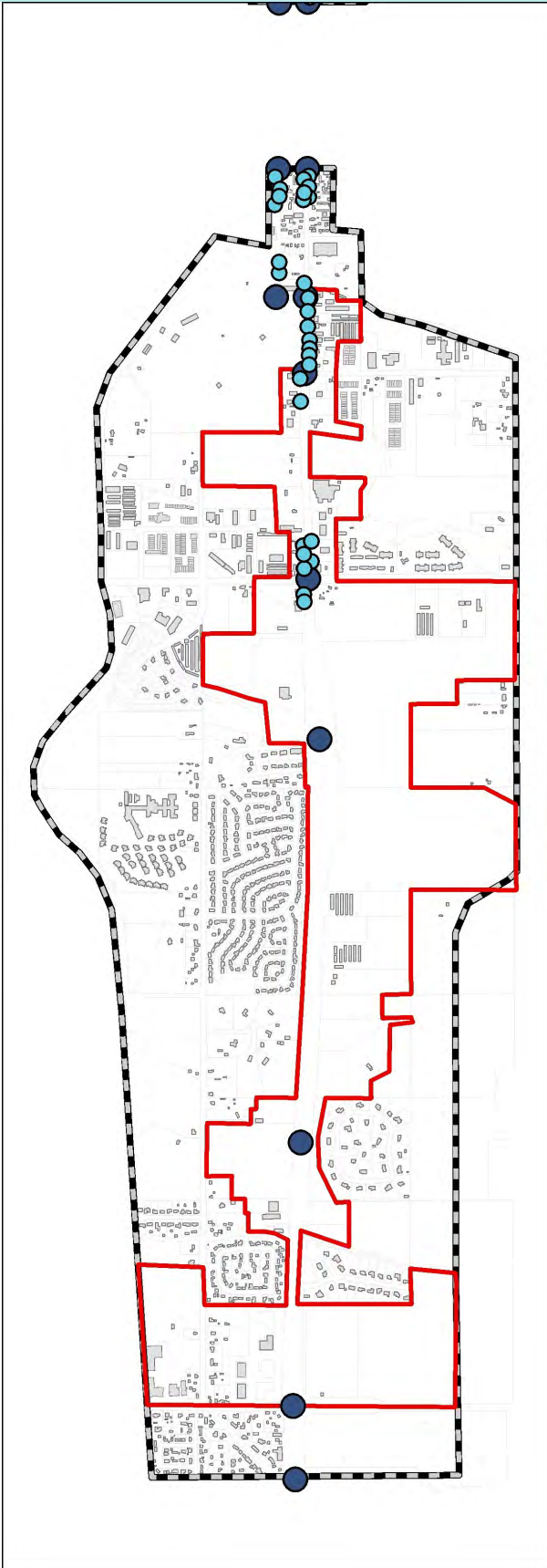


Hydrology, South

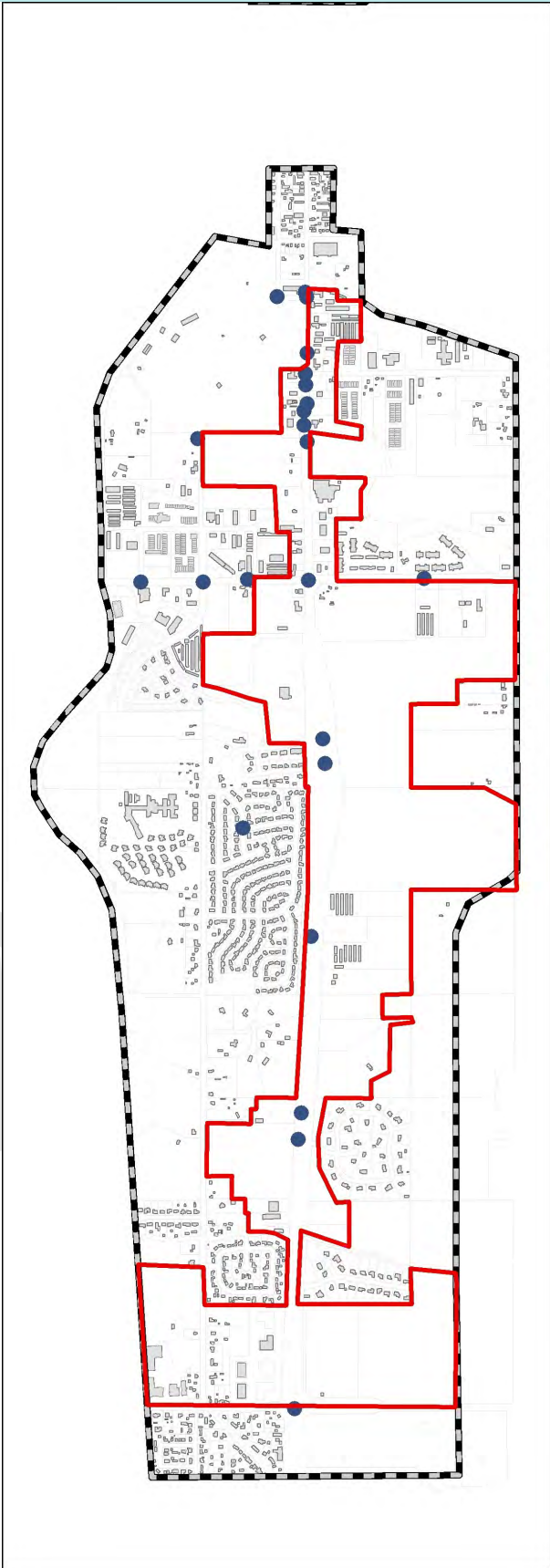


Signage, South

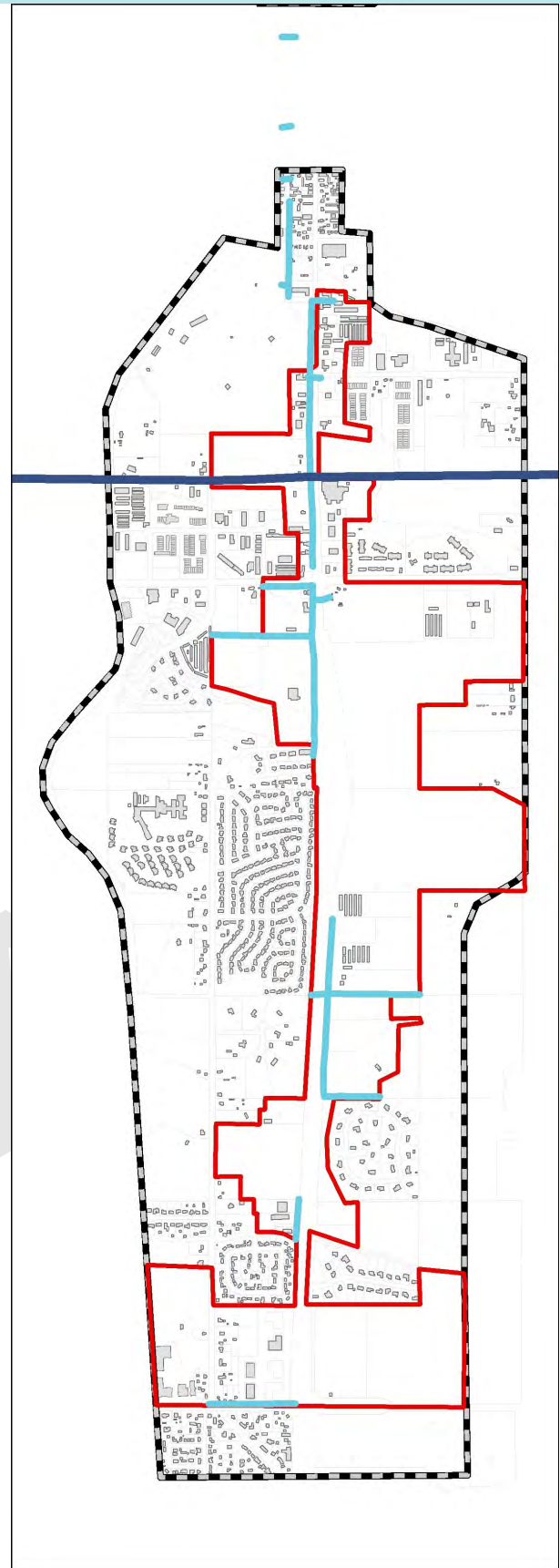
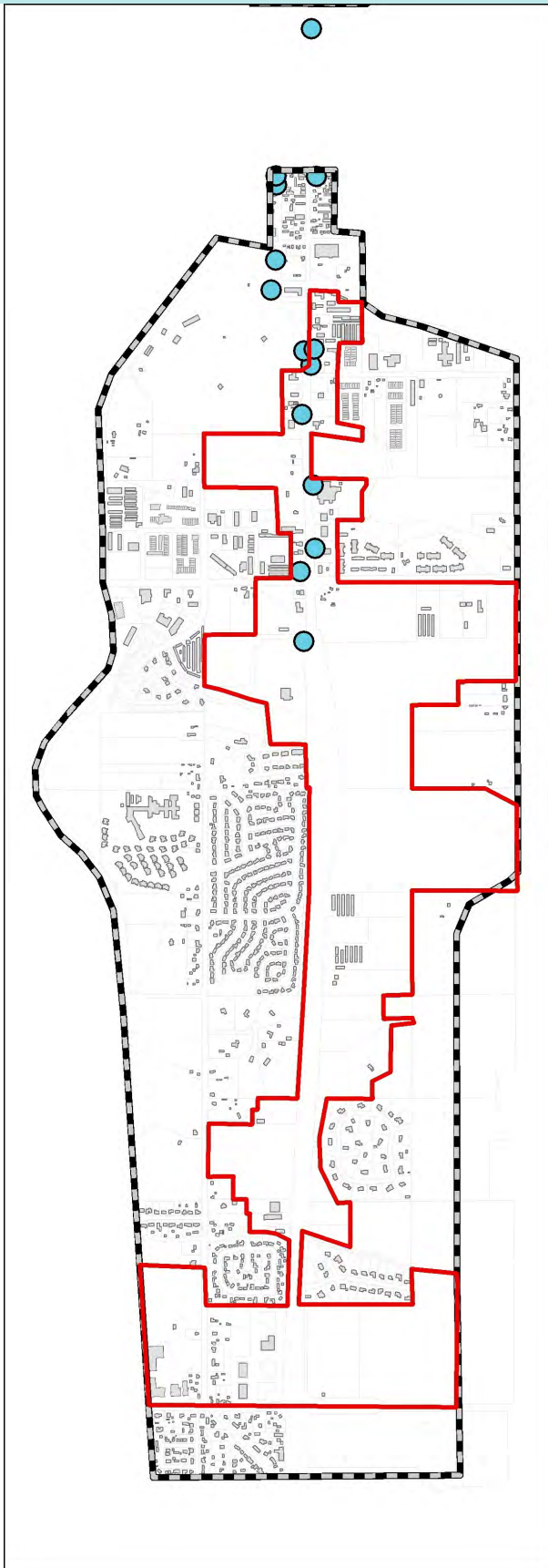




Access, South



Vehicular Accidents, South



Bus Stops, South

Overhead Utilities, South

APPENDIX D. ULI WORKSHOP

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Building Healthy Places

*Workshops on healthy solutions
for the built environment.*

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

April 2, 2015



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



I. Overview



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

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

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

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

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



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



730 17th Street #750
Denver, CO 80202

P: (303)893-1760
E: Colorado@uli.org

<http://colorado.uli.org>

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



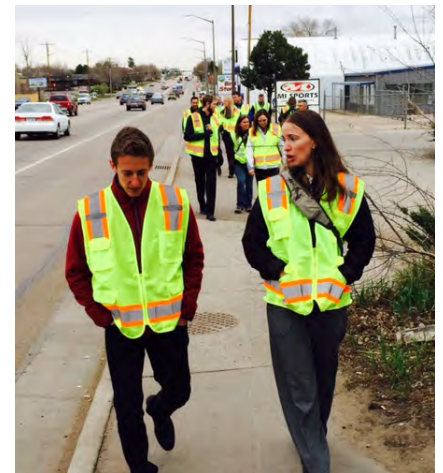
Artworks from Loveland's Benson Sculpture Park. The panel discussed using art to brand 287 as a gateway.

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

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

The community identified four major areas of concern:

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



Panelists Max Gibson and Angela Loder touring corridor.



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



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

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

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

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

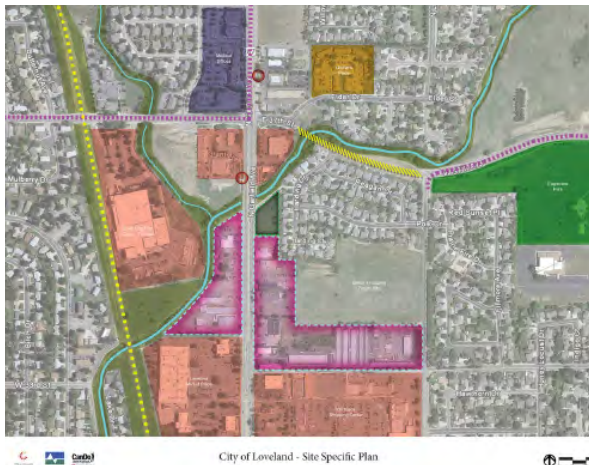


Panelist Greg Dorolek's overlay sketch.

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

Challenges:

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



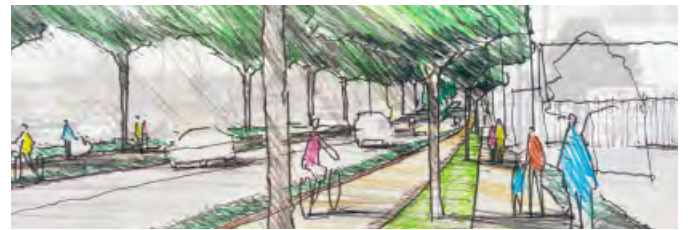
Current land use plan shows little connectivity between neighborhoods and 287.

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

Opportunities:

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

—Christopher A. Smith, Colorado Health Foundation



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

—Emily Gloeckner

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



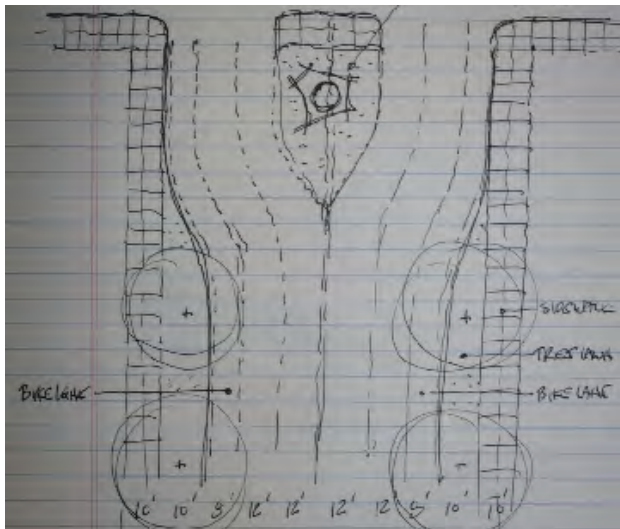
- This “brand” can be extended to other parts of the city including the 287 study area
- Benson Sculpture Park is essentially “full” and the city continues to purchase 3-5 new sculptures a year
- The corridor is well-positioned as a “gateway” to Loveland’s historic downtown and to the Big Thompson corridor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

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

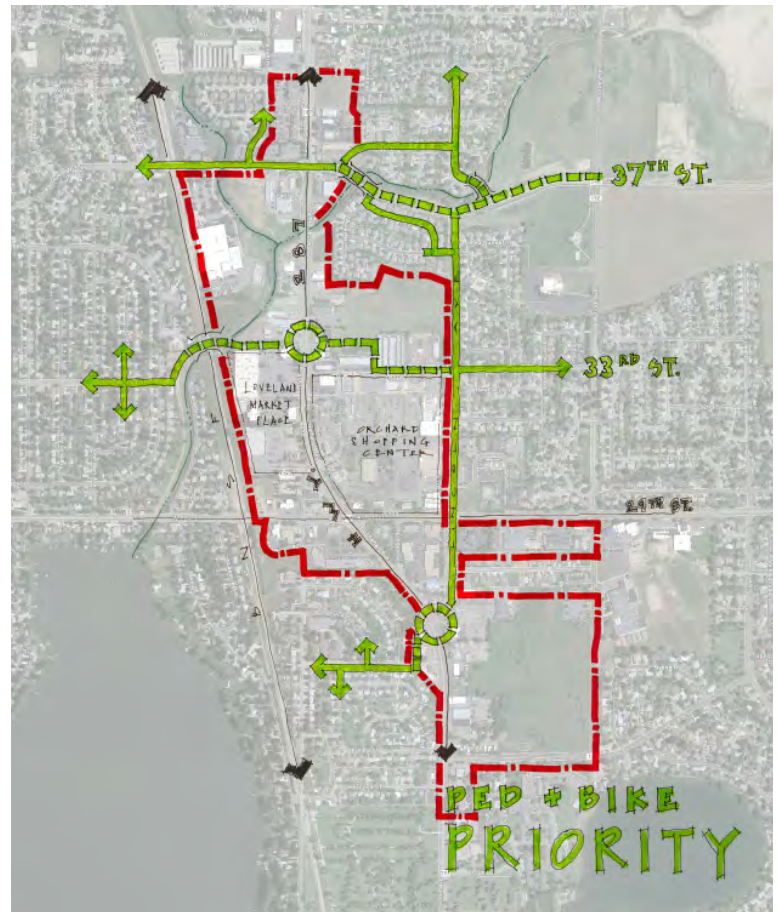
A) General recommendations:

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

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



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

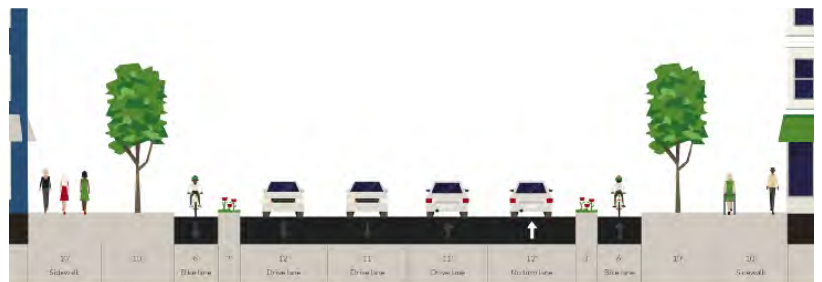


The panel's schematic design for new connections for bikes and pedestrians.

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

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

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



B) Specific recommendations for the Redesign of 287:

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

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

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

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



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

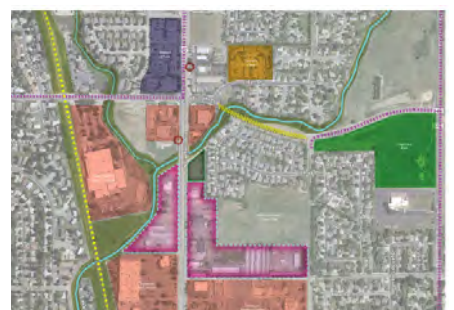
“Some streets that cross 287 can become what we call Bicycle Boulevards. You combine these streets with traffic calming elements. Vehicles might not be able to get through at every intersection but families can.”
—Emily Gloeckner, ULI panelist

Specific land use recommendations:

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

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

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



to

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

Sample first steps:

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

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

—Emily Gloeckner, ULI panelist



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

Vi. Appendix

Stakeholder Interviews:

City of Loveland

Alison Hade, Administrator, Community Partnership Office

Karl Barton, Planner, Community & Strategic Planning

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

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

Christopher Barnes, Interim Transit Manager, Public Works

Elected and Appointed Officials

Michele Fenwick-Forrest, Planning Commission

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

Others

Sam Betters, Executive Director, Loveland Housing Authority

Kelly Burwell, Obesity Prevention Coordinator, CanDo Loveland

Bruce Croissant, Citizen Advocate

Edgar Dominquez, Equity Coordinator, Vida Sana/CanDo Loveland

Chris Fine, Development Specialist, Touchstone Health Partners

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

Kelly Robenhagen, Advisor, Project Self-Sufficiency

Dixie Schmatz, Citizen Advocate

Jake Schuch, EIT II, Colorado Department of Transportation

Panelist Bios:



Jeff Bedard
Founder, New Providence Company

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



Greg Dorolek
Principal & Project Manager, Wenk Associates

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



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

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



Max Gibson
Jefferson County Public Health

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



Emily Gloeckner
Civil Engineer, Fehr & Peers

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



Angela Loder
Strategic Planner, Jefferson County Health

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



Christopher Smith
Colorado Health Foundation

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

Acknowledgements:

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Josh Radoff, YR&G

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

Katie Guthrie, Health Planner, CanDo Loveland

Greg George, Director of Development Services, City of Loveland

Leah Browder, Director of Public Works, City of Loveland

Ralph Trenary, Ward IV Loveland City Councilor

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730 17th Street #750
Denver, CO 80202

P: (303)893-1760
E: Colorado@uli.org

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