



## LOVELAND PLANNING COMMISSION MEETING AGENDA

Monday, November 09, 2015  
500 E. 3<sup>rd</sup> Street – Council Chambers  
Loveland, CO 80537  
6:30 PM

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### **I. CALL TO ORDER**

### **II. PLEDGE OF ALLEGIANCE**

### **III. REPORTS:**

#### **a. Citizen Reports**

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

#### **b. Staff Matters**

##### **1. New Planning staff members:**

- David Eisenbraun
- Cita Lauden

##### **2. City Consultant Contracts**

##### **3. Expiration of Commission terms in 2015**

##### **4. Nov 10 City Council study session on Code Amendments**

##### **5. Solar Facility zoning approval**

##### **6. November 23<sup>rd</sup> Agenda**

##### **7. December 14<sup>th</sup> – public hearing anticipated**

##### **8. No meeting December 28<sup>th</sup>**

- c. **Committee Reports**
- d. **Commission Comments**

#### **IV. APPROVAL OF MINUTES**

##### **Review and approval of the October 26, 2015 Meeting minutes**

#### **V. REGULAR AGENDA:**

##### **1. Colorado Brick Council – Design Standard Presentation (Presentation: 30 minutes)**

Jessica Ibanez, a planner with the Brick Council, will provide a presentation relating to architectural design policies and standards.

#### **VI. ADJOURNMENT**

#### **STUDY SESSION**

- **Create Loveland** (Karl Barton, Strategic Planning)

This is a study session to go over comments on Create Loveland and the responses to them. The goal is to obtain closure on the comments and responses in order to integrate the proposed changes into the draft Plan.

**CITY OF LOVELAND**  
**PLANNING COMMISSION MINUTES**  
**October 26, 2015**

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A meeting of the City of Loveland Planning Commission was held in the City Council Chambers on October 26, 2015 at 6:30 p.m. Members present: Chairman Crescibene; and Commissioners Molloy, Dowding, Ray, Jersvig, and McFall. Members absent: Commissioner Middleton, Meyers, and Forrest. 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, noted that Bethany Clark, Community and Strategic Planner, has resigned and will be working for a local consulting firm.
2. **Mr. Paulsen** updated the commissioners regarding their request for information pertaining the use of consultants by the City of Loveland. **Mr. Paulsen** noted that city staff is gathering information and he will report back to the commissioners once complete.
3. **Mr. Paulsen** discussed the November 9<sup>th</sup> Planning Commission agenda. **Mr. Paulsen** asked the commissioners if they felt that a presentation by the Colorado Brick Council would be a valuable presentation. Several commissioners noted that the presentation would be beneficial if it could incorporate utilization of brick in the downtown area along with new design standards.
4. **Moses Garcia**, Assistant City Attorney, noted that there was no information to report.

**COMMITTEE REPORTS**

**Commissioner Dowding** informed the commissioners that there will be a ZBA Hearing on November 16, 2015.

**COMMISSIONER COMMENTS**

- **Commissioner Ray** cited the brochure received with the agenda packet and asked for more information on the upcoming Land Use Law Conference. **Mr. Paulsen** stated that any commissioner interested in attending can discuss the opportunity with him after the meeting.
- **Commissioner Molloy** noted that the Planning Commission meeting minutes were becoming very detailed and asked for direction from other commissioners regarding their preferences. Consensus of the Commission was that minutes should only be a summary

of events. Comments provided throughout the meeting do not need to be addressed; however, commissioner comments prior to finalizing a decision should be included. Commissioners can request additional information or comments be added to the minutes if they feel the information was pertinent to their decision. Specific citizen comments do not need to be addressed; however, minutes should include the citizen's name, address (if provided), if the citizen spoke in favor or against the project, and the general nature of their comments.

- **Commissioner McFall** noted that he will not attend the November 9<sup>th</sup> Planning Commission meeting.

## **APPROVAL OF THE MINUTES**

*Commissioner Dowding made a motion to approve the October 12, 2015 minutes as amended on the record; upon a second from Commissioner McFall the minutes were approved with 5 ayes and 1 abstention (Commissioner Ray).*

## **CONSENT AGENDA**

### **1. Silver Shores Drive – Vacation of Right of Way**

**Project Description:** This is a public hearing item requesting the vacation of unused public street right-of-way located in the Silver Glen 1<sup>st</sup> Subdivision. The location is adjacent to Mugho Place at the NW side of Silver Lake. The right-of-way is not needed for access and City staff supports this request. The Planning Commission's role is to provide a recommendation to the City Council for final action.

*Commissioner Molloy motioned to approve the Consent Agenda. Upon a second from Commissioner Ray, the motion was unanimously approved.*

## **REGULAR AGENDA**

### **2. Humane Society Site Development Plan**

**Project Description:** This is a request for review of Larimer County/Larimer Humane Society's site plan for a new 40,000 sf animal shelter and veterinary hospital to be located on a 27-acre property the south side of 71<sup>st</sup> Street directly north of the Fort Collins/Loveland Airport. Because this project is being developed by Larimer County (another governmental entity), the role of the Planning Commission is to provide review and comment as specified by State Statutes. This is similar to the process that the Commission follows when reviewing public school site plans. City staff and the Fort Collins-Loveland Water and Sanitation District have reviewed the plans and have determined that the proposal provides adequate access and infrastructure to support for this development.

**Troy Bliss**, Senior City Planner, provided a summary of the Larimer Humane Society site plan. **Moses Garcia**, Assistant City Attorney, noted that this is a location, character and



extent review as specified in State Statutes. Larimer County Commissioners can overrule any decision the Planning Commissioner forwards them by a two-thirds majority vote.

**Mr. Bliss** introduced **Keith Meyer** with Ditesco. **Mr. Meyer** provided a review of the Humane Society's site plan and answered commissioners' questions. **Mr. Meyer** indicated that coordination regarding access and water service has occurred with Scion Industries and that HOA representatives from the neighboring Eagle Ranch been made aware of the plans of the Humane Society. Mr. Meyer also indicated that all other Humane Society facilities would be closed when the new facility opens and that the new facility would not have a crematorium.

**Mr. Meyer** noted that E. 71<sup>st</sup> Street will be widened to include a left hand turn lane into the site. **Randy Maizland**, Transportation and Development Review, commented that this road will be widened to arterial standards in the future but this is an interim plan to immediately provide a left hand turn lane.

**Judy Calhoun**, Larimer Humane Society, discussed challenges of noise and lighting associated with an animal shelter and how the architects have resolved these issues. She further indicated that the noise from aircraft takeoffs and landings has not been shown to be detrimental to animals.

**Mr. Meyer** discussed how the Larimer Humane Society would coordinate the development of joint infrastructure with adjacent parcels, specifically water looping.

**Commissioner Crescibene** and **Commissioner McFall** noted support for the new center.

*Commissioner Molloy moved to communicate to the Larimer County Commissioner's that the City of Loveland Planning Commission has reviewed the site development plans of the proposed location for the Larimer County/Larimer Humane Society to develop an animal shelter and associated veterinary hospital as depicted and described on said plans and in compliance with City standards for infrastructure and public utilities related thereto. Upon a second from Commissioner Dowding, the motion was unanimously approved.*

### **3. Thompson School District Master Plan Presentation**

**Project Description:** School District Chief Operations Officer **Dr. Dan Maas** will present topics related to the District's Master Plan Committee, including the Thompson Reinvented Concept. This is an informational item designed to facilitate continued communication and cooperation between the School District and the City of Loveland. This discussion requires no formal action by the Commission.

**Dr. Maas** provided an overview of the Facility Performance Scorecards created for each school. Score cards can be accessed through an interactive webpage on the Thompson School District website. Each school has been evaluated to determine total repair costs, utilization level, energy efficiency, and overall system health rating. **Dr. Maas** introduced **Kurt Berg**, Master Plan Committee chairman.

**Dr. Maas** discussed the Thompson Reinvented concept and how it addresses issues with under-enrolled elementary schools and overcrowded secondary schools. **Dr. Maas** noted that building a new high school and repurposing the old building as a K-8 school could help Loveland handle the next 20 years of growth.

Several commissioners thanked **Dr. Maas** for his presentation and noted their appreciation for all of his efforts.

**Chair Crescibene called for a recess at 8:03 p.m.**

**Chair Crescibene called the meeting to order at 8:15 p.m.**

#### **4. 287 Strategic Plan**

**Project Description:** This is public hearing on a legislative matter that was continued from the October 12, 2015 Planning Commission meeting. The 287 Strategic Plan is complete and staff and the consulting team will present the final draft to the Planning Commission for consideration. The 287 Strategic Plan identifies strategies and actions to guide development and help improve business opportunities along US Highway 287. Staff is seeking to have the Planning Commission forward a recommendation of approval to City Council.

**Greg George**, Director of Development Services, stated that since the last discussion with the Planning Commission city staff has worked to remove the negative tone throughout the document and outlined the 8 major amendments as described in the staff report. **Mr. George** noted that no additional comments were received outside of the prior Planning Commission meeting.

#### **COMMISSIONER COMMENTS:**

- Several commissioners noted their support of the plan and appreciated the much more positive and constructive tone of the plan.
- **Commissioner Jersvig** and **Chair Crescibene** supported the changes made to the 287 Strategic Plan but recommended removing Appendix D (Urban Land Institute report) due to the negative tone of the document. **Mr. George** recommended that Appendix D remain as it was used as a reference in the planning process and emphasized that as an appendix, it is not a policy document. All action items are contained within the 287 Strategic Plan. **Mr. George** recommended adding language to the plan stating that not all of the ULI recommendations were incorporated into the plan. **Commissioner Molloy** disagreed that

Appendix D should be removed and stated that the plan should remain as is. Discussion ensued.

- Commissioners directed **Mr. George** to include within the 287 Strategic Plan a statement that the Planning Commission approved the recommendation of the resolution to City Council with the following reservations by several commissioners: the ULI report should be removed due to the negative tone of the document and that the report did not provide beneficial information not already considered by city staff and Logan Simpson.
- **Mr. George** stated that the commissioners' concerns pertaining to the ULI report will also be brought to City Council's attention in the Cover Memo.

**Chair Crescibene opened the Public Hearing at 8:52 p.m.**

There were no citizen comments.

**Chair Crescibene closed the Public Hearing at 8:52 p.m.**

*Commissioner Dowding moved to approve the resolution recommending that City Council adopt the Highway 287 Strategic Plan, as revised on the record by the Planning Commission. Upon a second by Commissioner Jersvig, the motion was approved with 5 ayes (Chairman Crescibene, Commissioners Dowding, Ray, Jersvig, and McFall) and 1 nay (Commissioner Molloy).*

## **ADJOURNMENT**

*Commissioner Jersvig, made a motion to adjourn. Upon a second by Commissioner McFall, the motion was unanimously adopted.*

**Chair Crescibene adjourned the meeting at 8:53 p.m.**

Approved by: \_\_\_\_\_

John Crescibene, Planning Commission Chair

\_\_\_\_\_  
Jenell Cheever, Planning Commission Secretary



## Community & Strategic Planning

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### Memorandum

**To:** Loveland Planning Commission

**From:** Karl Barton

**Date:** November 9, 2015

**RE:** Create Loveland Study Session

#### A. ATTACHMENTS

1. Comments table
2. Redline version of Draft Chapter 2 (September 2015)
3. Clean version of Draft Chapter 2 (September 2015)
4. Redline version of Draft Chapter 3 (September 2015)
5. Redline version of Appendix Sheet F-4 (September 2015)

#### B. STUDY SESSION GOALS AND MATERIALS

The goal for this study session is to hear again from the Planning Commission about any further changes you want to the proposed draft Comprehensive Plan. The Planning Team will also show how comments received from Planning Commission at past study sessions were addressed in the September 2015 Draft. If the Draft has been revised to the Commission's satisfaction, we encourage you to schedule the Comprehensive Plan for a Planning Commission Public Hearing and adoption.

The Final Draft is not substantially different than Public Draft, except where noted in **red** in Attachment 1. Attachments 2, 4, and 5 are redline versions of the chapters to easily show the changes made, so a re-read of the entire plan is not expected.

#### Attachment 1 – Comment Table

##### *What is new for this presentation:*

The comment table shows *all* comments received during past Planning Commission study sessions or as additional hard copy comments along with responses from the planning team. Comments received at the last study session or from hard copy comments since the last meeting are shown in **red**. The table also includes changes proposed by the planning team since our last study sessions. These additional

changes are also show in red. The page locations of proposed changes in the Draft Plan are also included in the spreadsheet, in blue, so that you can find them easily. Page numbers refer to pages in the redline version.

***What is the same since the last presentation:***

The comments that we have previously reviewed with you at study sessions are also included in the table shown in black font.

**Attachments 2 through 5 – Draft version of Chapters 2 and 3, Appendix Sheet F-4**

***What is new for this presentation:***

The responses to all comments are reflected in the red-lined and clean versions of Chapter 2, the redline version of Chapter 3, and Sheet F- 4 from the Appendix.

Most of the changes made in response to comments are in Chapter 2. Page numbers in the comment table will direct you to where the change is located in the redline version. A “clean” version of Chapter 2 with all of the changes in the redline version accepted, is included for reference. Please note that “clean” Chapter 2 is still a rough draft and has not been formatted in anticipation of the need for further changes.

There are some new comment responses in Chapter 3. The page numbers in the comment table will direct you to these new comments. Only a redline version of Chapter 3 is included.

An important change has been made to the land use plan in Chapter 3. We had previously presented a draft Future Land Use Map that showed a change in the designation of portions of parcels on the east shore of Boyd Lake, just north of Hwy 34. The proposed change was from LDR – Low Density Residential to HDR - High Density Residential. However, we have decided to not propose that change as part of Create Loveland. It may proceed at another time as a stand-alone amendment.

In response to Planning Commission comments, demographic information has been removed from the Appendix. Sheet F-4, is included as Attachment 5 to show the change.

***What is the same since the last presentation:***

Because comments were directed toward chapters 2 and 3, and Sheet F-4 in the Appendix, the rest of the Appendices as well as the introduction and Chapter 4 have not been included in the packet. The full draft that was previously distributed to you contains these materials.

**C. DESIRED OUTCOMES**

Hear from you specific further changes to the Plan

Approval to go forward to a recommendation hearing



# Public Draft Plan Comments/Responses

October 30, 2015

All comments submitted on the June 2015 Public Draft and after are shown in the table below. They are organized into three categories: 1) Comments Addressed in the September Final Draft (improve plan), 2) Comments Already Addressed (no improvement to plan needed), and 3) Out of Scope Comments. All comments in the first category have been responded to in the September 2015 Final Draft. Planning Commission members should confirm that the Final Draft is ready to proceed to a Public Hearing for adoption.

Black = comment from public or staff

Red = commented on by PC on 7/13 or 8/10/2015 or in Commissioner Redlines

Blue = page numbers refer to Redline version of September 2015 Chapter 2 and 3

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
<b>Comments Addressed (improve plan)</b>				
1	Centers	Open City Hall	<p>Redevelopment of older shopping centers should be encouraged but not with taxpayer funds being used to subsidize bringing in new chains. Loveland's population has reached a point at which national retailers see the dollars in all of the new households and will expand here on their own.</p> <p>8/10 Dowding, Comments #1 and 2: Recommend removing Policy 1.4 and reference where City's economic incentive policy can be found. Role of City needs to be couched. Using power of City in preferred role as a facilitation and negotiation role as a broker, and wisely use its regulatory role.</p>	<p>Removed Centers Policy 1.4: Offer economic incentives according to City policy for redevelopment projects that significantly advance the City's vision.</p> <p>Page 2 - 28</p>
2	Neighborhood Character	Open City Hall	<p>The city should act as a facilitator between large developers and sections of blighted neighborhoods to speed up redevelopment. Options should be prepared in advance so that if a homeowner wants to play the "I'm holding out for more" game, a new zone could be designated quickly.</p> <p>8/10 Dowding, Comments #1 and 2: Similar to the above, the City's preferred role is as a facilitation and</p>	<p>Added to Neighborhood Character Policy 5.1 the City's role as a facilitator</p> <p>Page 2-67</p>

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
			negotiation role as a broker, and wisely use its regulatory role.	
3	Chapter 2 Intro, page 2-4	City Staff	US 34 Corridor Plan - include in list and as it is a defined boundary, show on the map.	Added US 34 Corridor Plan to list of related plans. The US 34 Corridor Plan is already outlined on Figure 2-1 map. <a href="#">Page 2-6 and 2-7 (map)</a>
4	Chapter 2 Centers and Corridors, page 2-6	City Staff	The themes and plan elements for Ch. 2 are not intuitively organized. The hierarchy to the chapter needs to be improved.	Added element/policy reference table to Chapter Introduction. Formatting styles in Final Draft will improve organization. <a href="#">Page 2-2 and 2-3</a>
5	Chapter 2 Downtown, page 2-9	City Staff	Is there a defined area for "downtown" to be clear where we apply these? A key map would be very helpful when specific policies are targeted to specific areas.	The Downtown Activity Center (DAC) is the area in which the majority of these policies apply. Improved connections between Downtown and surrounding neighborhoods are important and noted in blue on the map. The legend for Downtown opportunities map was updated. <a href="#">Page 2-13</a>
6	Chapter 2 Corridors, page 2-4	City Staff	Are these areas the only "corridors" that we would apply the policies to? So, for example, we would not apply these to Taft or Wilson.	One approach would be to associate land use categories with a plan element (i.e. policies for commercial activity centers would be found in Centers and Corridors).
7	Chapter 2 Corridors, Policy 4.3	City Staff	What does this mean? How would we compliance interpret this?	Removed Corridor Policy 4.3 as it is redundant with subsequent supporting strategies. <a href="#">Page 2-13</a>
8	Chapter 2 Centers, Policy 1.8	City Staff	Siting of parking; visibility from corridors - breaking up views of large parking lots along corridors.	Added "and siting and visibility from corridors" <a href="#">Page 2-29</a>
9	Chapter 2 Centers, Policy 1.2/1.6	City Staff	Same policy item is repeated twice	Deleted duplicate policy. <a href="#">Page 2-29</a>
10	Chapter 2 Centers, Policy 2	City Staff	A bullet indicating building siting, not orienting backs of building on to corridors is needed.	Added additional supporting strategy related to building orientation towards corridors <a href="#">Page 2-29</a>



Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
11	Chapter 2 Centers, Policy 2.4	City Staff	Grocery store is also needed in east Loveland	Added east Loveland to supporting strategy <a href="#">Page 2-29</a>
12	Chapter 2, <a href="#">p. 2-4</a>	City Staff	Where are commercial and industrial policies outside of a corridor or center?	Policies regarding commercial and industrial areas are isolated in the Corridor and Center sections. A new table was added to page 4-4 on how Plan Elements and Land Use Categories relate to one another. <a href="#">Page 2-2 and 2-3</a>
13	Chapter 3, page 3-6	City Staff	I do not understand what this map is showing and the difference between the blue and green areas	The green is the Airport Area (as defined in the Airport Strategic Plan), and the blue is the I-25/US 34 Area. Maps were revised to show only one area for all subarea maps. <a href="#">Page 3-6</a>
14	Chapter 3, Land Use Categories	City Staff	Use better examples where feasible for Complete Neighborhood category.	Examples were changed from ground level photos of buildings to an aerial image showing a pattern of development. Also referred to the Facilitate Complete Neighborhoods artist's rendering in Chapter 2. <a href="#">Page 3-36</a>
15	Chapter 3, Estate Residential, page 3-23	City Staff	Front yard setback	Changed to "front yard setback" for all land use categories. <a href="#">Various pages</a>
16	Chapter 3, Low Density Residential, page 3-24	City Staff	I'm not sure that I understand the land use mix column. Does this mean that apartments and retail can be developed within the LDR category? They are not allowed in the zoning compliance categories. Do the blocks in the mix indicate a percentage that is allowed?	The land use mix illustrates what is allowed within the category as a whole (based on the 2005 Comprehensive Plan Land Use Category Descriptions). Since the Land Use Categories do not follow parcel boundaries, this is a general guideline of what uses could be seen in a general area, to achieve the target gross area density.  Removed four-plex/eight-plex within LDR <a href="#">Page 3-24</a>

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
17	Chapter 3, Medium Density Residential, page 3-25	City Staff	I'm unclear on where the setback and height numbers are coming from. Is this a recommendation for us to change in the zoning code?	The setback and building heights are an average based on the existing development pattern, and taking into consideration the future desired development pattern. Target densities are the same as the 2005 Comprehensive Plan. Changed Setback to "Front Setback" on each category page. <a href="#">Various pages</a>
18	Chapter 3, Regional Activity Center, page 3-27	City Staff	Add Business zoning	Added Business Zoning to list <a href="#">Page 3-27</a>
19	Chapter 3, Neighborhood Activity Center, page 3-30	City Staff	Add PUD zoning.	8/10: PUD zoning only refers to interim condition. PUD zoning will continue for the future until we work through the zoning code update. Legacy PUD zoning (already applied) will remain. Added PUD Zoning to list for NAC and Industrial. <a href="#">Page 3-30 and 3-33</a>
20	Chapter 3, Employment, page 3-32	City Staff	Add Employment zoning	Added Employment Zoning to list. <a href="#">Page 3-32</a>
21	Chapter 3, Public Quasi Public, page 3-34	City Staff	What is the specific Zoning Compliance for Public/Quasi-public?	There is no specific zoning category for civic or public uses. Added bullet description at top: Includes civic and governmental uses, churches, schools, and medical facilities. <a href="#">Page 3-34</a>
22	Chapter 3, Complete Neighborhoods, page 3-36	City Staff	Where is the narrative about this being flexibly applied as an option - not designated/required on specific property?	Revised the first bullet to clarify that the Complete Neighborhood Overlay is an optional designation for LDR and MDR uses city-wide. Opportunities identified through public input for suitable locations are shown on the Land Use Map. <a href="#">Page 3-36</a>
23	Land Use Plan	City Staff	Could the Enhanced Corridor Overlay be applied to parcels that are adjacent to parcels that are adjacent to	Policy 2.4 was added to identify the criteria would need to be met in order to apply this optional overlay.

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
			the corridor? This would support land assemblage and redevelopment.  8/10: Suggest that Enhanced Corridor be applied on a case by case at a future date. Molloy: Plan should support parcel assembly in strategic locations, such as Downtown and corridors.	Added as Action Item to Appendix A that Enhanced Corridor designation be studied further for adjacent parcels.  <a href="#">Page 2-44</a>
24	Land Use Plan	City Staff	The River Adjacent Overlay should address mineral extraction.  8/10: Ray: significant number of gravel pits along Big T in West Loveland. What does Comp Plan say about re-use of active gravel pits long-term, remediation, etc.? Crystal Lake, IL is good case study for gravel pit remediation.	Revised River Adjacent Overlay to address mineral extraction: 1) recognize as existing and anticipated use. 2) discourage within city limits, 3) reclaimed in a way that supports the River Adjacent Overlay.  Strategy added to Environment 4.  <a href="#">Page 2-44</a>
25	Residential Land Uses	City Staff	Can we add some policies or supporting strategies that will support better design? Specifically, can we provide a supporting strategy that supports our efforts to limit the amount of the facade of a house that is taken up by the garage?	8/10: Codifying the memo will occur through the zoning code update, not through Comprehensive Plan.  Added to Policy 3 in Facilitate Complete Neighborhoods: Utilize residential design standards to achieve neighborhoods that have attractive streetscapes and public realms not visually dominated by garages.  <a href="#">Page 2-60</a>
26	Downtown	City Staff	Add a supporting strategy that supports the expansion of General Improvement District #1 to facilitate property owners to voluntarily waive parking requirements (redirect funding for a parking structure).	Added as a strategy in the Downtown section.  <a href="#">Page 2-14</a>
27	Chapter 2 Overall	8/16 PC written comments (redline version)	Meyers: concern over priority or timing of when policies would be implemented.	As a long-range comprehensive plan, no timing or priority is given to the policies, rather they serve as criteria to guide City development activities. The Annual Workplan (Appendix A) translates several of the policies into specific projects, as do specific area plans such as the Highway 287 Corridor Plan. The timing of Annual Workplan projects is at the discretion of City Council.

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
28	Chapter 2 Overall	8/16 PC written comments (redline version)	<p>Meyers: Good view of the City, but still very Downtown-centric. Change focus so that Downtown not reiterated in other sections. Take care of the whole city.</p> <p>Dowding: Downtown has its own chapter for good reason. But shouldn't be focus of entire plan.</p>	<p>The project team reviewed the plan and consolidated Downtown specific discussion into the Downtown section.</p> <p>Downtown continues to be included where interdependency between sections or City functions is key, such as in the theme "Invest in Loveland's Older Neighborhoods."</p> <p>We moved the below paragraph, from the Element "Invest in Loveland's Older Neighborhoods" to the Downtown Element. Now on <a href="#">Page 2-13</a>.</p> <p>The City is currently working toward maintaining and upgrading existing neighborhood infrastructure, and rehabilitating historic buildings and landmarks. The future stability, reuse and redevelopment of established neighborhoods will influence the future of Loveland's Downtown and overall quality of life and attractiveness. Revitalization of Downtown will provide better services and amenities for residents of surrounding neighborhoods, enhancing their desirability. Safe and attractive bicycle and pedestrian routes will further strengthen the connection between Downtown and the surrounding neighborhoods.</p>
29	Downtown Introduction, p. 2-9	8/16 PC written comments (redline version)	Meyers: What is the status of Destination Downtown: HIP Streets Master Plan, 2009	<p>This adopted plan continues to be implemented and has served improve the various wayfinding signs, Downtown streetscapes, and pedestrian improvements. Its status was added to the introduction bullets.</p> <p><a href="#">Page 2-11</a></p>
30	Downtown Introduction, p. 2-12	8/16 PC written comments (redline version)	Meyers: concern re: term couplet.	<p>Changed to intersection.</p> <p><a href="#">Page 2-15</a></p>
31	Downtown Introduction, p. 2-12	8/16 PC written comments (redline version)	Meyers: concern re: pedestrian activity and the railroad.	<p>Added new strategy: When planning for pedestrians Downtown, work with railroad companies to ensure pedestrian safety.</p>

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
				<a href="#">Page 2-15</a>
32	Corridors Intro, p. 2-21	8/16 PC written comments (redline version)	Meyers: does numbering on the opportunities maps suggest a priority.	Numbering the call-outs served as a key or legend to correspond to the numbers on the maps. All opportunity maps were revised to clarify. <a href="#">Various pages</a>
33	Health, Environment, and Mobility Introduction, p. 2-31	8/16 PC written comments (redline version)	Meyers: careful to correlate statements in Chapter 2 with the land use plan.	Chapter 2 text was revised accordingly. <a href="#">Various pages</a>
34	Chapter 2 Health, p. 2-34	8/16 PC written comments (redline version)	Meyers: Are obesity statistics affected by new residents? Did recent relocations affect this?	The relationship of new residents to the trends are unknown. It is unlikely that the survey asked respondents how long they have lived in Loveland. Staff consulted with the Health District of Northern Larimer County to obtain the most recent, relevant statistics. Whether the trend reflects recent or long-time residents has little bearing on the intent of the policies.
35	Chapter 2 Health	7/13 PC	Meyers: How has affordable, healthy foods been defined? Suggest changing term.	“Affordable” was removed from Health 2.1 as the City has no role over food pricing. <a href="#">Page 2-38</a> Healthy eating or healthy food are broad, commonly understood terms used by the public in expressing their desires for improved physical wellbeing. The project team recommended that a prescriptive definition is not necessary to understand the plan’s intent.
	Downtown, p 2-11	8/16 PC Written comments (redline version)	Meyers: Commuter Rail status? BNSF, OmniTrax, other?	The development of commuter rail on the BNSF from Ft Collins, through Loveland and Longmont, connecting to the FasTracks system in Thornton is still included in the CDOT Record of Decision for the N I-25 EIS. When development of this service is more imminent the City will no doubt have a role to play in supporting it. We are not aware of any plans for commuter rail along the OmniTrax / Great Western line

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
	Downtown, p 2-12	8/16 PC Written comments (redline version)	Meyers: Big glass canyons?	Supporting strategy added to Policy 3 in Revitalize Our Corridors and Gateways: New development should balance the need for taller buildings and greater density with the need to create an environment that is attractive and comfortable for pedestrians and motorists. <a href="#">Page 2-23</a>
	Cultivate Vibrant Urban Centers, p 2-26	8/16 PC Written comments (redline version)	Meyers: "How and what is?" Regarding primary jobs	Added to text: The City places a premium on attracting primary jobs that produce goods and services that are consumed outside of the region. The Economic Development department spearheads this effort but The City's land use planning seeks to ensure that there is adequate and appropriate parcels for primary job development. <a href="#">Page 2-25</a>
36	Health, p. 2-38 and Housing p. 2-59	8/16 PC written comments (redline version)	Meyers: the market supports consolidation of some uses. Strategy to encourage neighborhood serving commercial may not align with market pressures.	Added consideration of market demands to strategy. Now both policies include phrases to suggest a partnership to accommodate both market demands and community goals. Also created a new sidebar re: Aligning Community Desires with Market Demands. <a href="#">Page 2-58</a>
37	Health, p. 2-38	8/16 PC written comments (redline version)	Meyers: remove Mayors name to not date the plan.	Removed as requested. <a href="#">Page 2-38</a>
38	Environment Introduction, p. 2-30	7/13 PC	C. Forrest and Meyers: p. 2-30: Conceptual rendering from 287 Strategic Plan. Question re: appropriate use of this illustration. Consider zooming in to crop out 287 and focus on environmental assets.	Figure was revised as requested. <a href="#">Page 2-40</a>
39	Environment, p. 44	8/16 PC written comments (redline version)	Meyers: What is police position on dark sky ordinance strategy?	Staff have solicited feedback from the police officer assigned to the development review to see whether "dark sky" presents any law enforcement concerns. Dark sky approaches do not mean no lighting at night. Rather dark sky strategies emphasize

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
				downward directed lighting (i.e., not casting lighting to the sky). Dark sky strategies have been shown to improve safety issues by reducing glare and directing light to targeted areas.
40	Health, p. 2-44	8/16 PC written comments (redline version)	Meyers: concern re: the availability of water and relationship to landscape requirements.	<p>Health 4.6 (urban heat island) speaks to the role of landscaping to mitigate urban heat islands. Water conservation is addressed elsewhere in landscaping (Environment 4.5), in household use (Environment 5.2), and as a Residential Water Use performance measure.</p> <p>Sidebar added: Create Loveland seeks to help Loveland become a more water efficient community by considering the impact of land use decisions on water use while anticipating how water supply will have an impact on future land use options. Currently, the water supply is not seen as placing immediate limits on Loveland's growth. However, it will need to be continually monitored through the Raw Water Master Plan.</p> <p><a href="#">Page 2-41</a></p>
41	Housing, p. 2-58	8/16 PC written comments (redline version)	Meyers: Housing 4.4 suggests incentives for mixed housing types. What types of incentives?	<p>The strategy states "incentives such as density bonuses or allowances for accessory dwelling units..." if criteria are met.</p> <p><a href="#">Page 2-60</a></p>
42	Community and Regional Assets, p. 2-71	8/16 PC written comments (redline version)	Meyers: Regional 6.1 Question: how do you direct growth, per "Direct growth to where infrastructure capacity is available, or committed to be available in the future" How is this related to CEFs?	<p>There are many ways to direct growth to locations where infrastructure is available or fiscally advantageous locations. The accompanying strategies speak to this: "integration of land use, utility, and transportation planning," "contiguous annexations," "do not extend City utilities outside the City limits without formal approval by the City Council," etc. Having said that, Loveland's practice has been to allow growth so long as the developers provide the infrastructure (or enter into reimbursement or oversizing agreements). CEFs are one means of development "paying its own way,"</p>

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
				<p>however, they are not fully predicated on appropriate locations or timing of infrastructure capacity relative to overall growth management goals.</p> <p>By requiring that new development install their required infrastructure and secure the required easements and reimbursement agreements Loveland directs growth by making it financially advantageous to develop contiguously to existing development.</p> <p>Added additional language to strategy to address this.</p> <p><a href="#">Page 2-74</a></p>
43	Health, page 2-36			<p>Changed in measurement from obesity to physical activity.</p> <p><a href="#">Page 2-26</a></p>
44	Health, page 2-38			<p>Removed supporting strategy "Incorporate healthy eating and physical activity opportunities into existing City events as appropriate." From Policy 2 as it is not sufficiently related to land use.</p>
45	Various		Several comments	<p>Added threat acknowledgement sidebars.</p> <p>"Threats to Loveland's Economy" <a href="#">page 2-8</a></p> <p>"Threats to Loveland's Health, Environment, and Infrastructure" <a href="#">page 2-31</a></p> <p>"Threats to Loveland's Neighborhoods and Community Networks." <a href="#">Page 2-52</a></p>
<b>Comment Already Addressed (no change to plan needed)</b>				
		Website	Does the plan do anything to welcome diversity into the city? I have mentioned this several times but do not see it reflected. Thanks.	<p>The Plan does not specifically address social or racial diversity on the policy level, though the Plan recommends housing diversity (Ch. 2 Neighborhoods &amp; Community Assets, Policy 3; and Housing, Policy 1, 2 and 3), economic diversity in terms of commercial centers and employment options (Ch. 2 Centers), biodiversity (Ch. 2</p>



Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
				Environment, Policy 4.5), and diversity in transportation options (Ch. 2 Mobility).
	Mobility	Website	Need light rail running east/west along Highway 34. Also light rail running north/south along Highway 287.	Light/commuter rail corridors have been studied addressed in the 2035 Transportation Plan and the 2035 NFRMPO Transportation Plan. Commuter rail sharing the north-south railroad corridor (near Highway 287) is supported by the Plan (see Regional and Community Assets section of Chapter 2)
	Mobility	Website	Provide bus shelters that provide shelter from elements at stops where buses pull out of traffic, then merge back into traffic at new development between Lincoln/Cleveland and First/Third.	Comment will be forwarded to Transportation Department.
	Mobility/Downtown	Website	1. Need for another major/minor N-S corridor "around" downtown Loveland: Garfield on west or one on east side?	Addressed in Mobility Policy 4.5: Improve existing intersections to facilitate north-south and east-west traffic; and Policy 4.6: Create new transportation corridors to overcome barriers to local traffic.
		Website	2. Emphasize development of 402, entry to Loveland...and add some extension to west and north to connect to Eisenhower/US34.	Addressed in Regional Services Policy 2.8, Mobility Policy 1.5, Corridors Policy 3.2, and Centers Policy 3.1 and 3.5. The Hwy 402 Corridor is called out specifically in Chapter 3 as a Market- Supported Development Opportunity, where additional street connections north is specifically called out. More detail can be found in the 2035 Transportation Plan.
	Mobility	Website	3. Need the three interchanges at I-25 to accommodate a widened I-25.	Interchange improvements are noted in Chapter 3 in the Airport Area, I-25/US 34 Area, and the Hwy 402 Corridor, as well as Appendix A "Interchange Area Plans."
	Environment/Ch. 3	Website	6. Emphasize: no or little development along Big Thompson River (flood plain/flood damage); acquisition of land along Big Thompson from I-25 west to Dam Store.	The Plan has policies that help to restrict certain kinds of development along the Big Thompson. Relevant policies also include Environment Policy 1.6 and Policy 2. The new River Adjacent Overlay land use category also encourages appropriate restrictions on development in and adjacent to the floodplain. See the Bigger Vision for the Big Thompson which proposes specific land

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
				conservation priorities from the Dam Store to west Loveland.
	Centers	Open City Hall	Development fees should be raised.	Comment noted. Development fees are evaluated annually and updated as needed, with the intent that development "pays its own way."
	Regional Services	Open City Hall	The 7 Policies listed in this section should be ranked in the same order in which they are listed, with 1 being most important and 7 being least important. In terms of growing the city, quality should prevail over quantity.	The policies and supporting strategies are equally important and prioritizing them would diminish their versatility.
	Regional Services, 2	Open City Hall	In regards to Policy 2, I propose that additional routes be added going South and East. We have a robust busing system to Fort Collins, but minimal routes and times to Longmont and Berthoud. If we would like to continue our close relationship with Berthoud, I feel this is critical.	The Plan anticipates improved bus service south and east. See Regional Services Policy 2.3 and 2.4 and Fig. 2-7 Community and Regional Assets Map.
	Health and Wellness	Open City Hall	I am old enough to be retired but I think the top priority should be on providing more sports and exercise facilities for the community's youth. We need more baseball fields, basketball and tennis courts, running trails, a new skating rink and a great sledding hill that has kids hiking up a trail after each run.	Mobility Policy 4 encourages accessible, year-round parks and recreation opportunities, and refers to the 2014 Parks and Recreation Plan for further details.
	Health and Wellness	Open City Hall	I feel that all the suggestions listed in this area are incredibly important. I would love to see more community gardens. We live in an apartment and I miss the opportunity to grow my own produce. I am not aware of any opportunities to do that now.	Thank you, the Health section also talks about the importance of community gardens, and is embodied in Policy 2.3.
	Health and Wellness	Open City Hall	Living just South of Lake Loveland, I find that it is hard to take my children on bike rides as there are no safe bike paths in our area that do not require traveling on busy streets. I propose that this be a priority. I would love to use our bicycles more to travel, but do not feel safe doing so.	Creating comfortable and safe pedestrian and bicycle facilities is an important emphasis in the Plan. Relevant policies include: Health Policy 1 and Mobility Policy 2.
	Mobility	Open City Hall	The Front Range is a perfect spot for passenger trains running back and forth from Fort Collins to Colorado Springs, with feeder lines into Boulder and DIA.	Based on existing plans, such as the 2035 NFRMPO Transportation Plan, the Comprehensive Plan sets up land uses for the potential regional commuter rail

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
				line. This can be found in the Downtown Policy 2.2 and Mobility Policy 2.
	Land Use Plan	City Staff	It is not clear whether or not the Plan For The Area Between Loveland and Fort Collins is still in effect. Is it still referred to when reviewing development proposals	Yes, the plan is still in effect. See Table 2-1.
<b>Out of Scope Comments</b>				
	Mobility	Website	The Plan needs to address and build on resources currently, but, partially in place. First, Ped/Bikeway tunnel north of 57th needs to connect to a user friendly sidewalk on the east side of State Highway 287. Secondly, left turn lane on 57th needs a left turn signal onto Taft.	Outside of Comprehensive Plan scope, but addressed in the 2035 Transportation Plan and the 287 Strategic Plan. Comment was forwarded to Transportation and Parks Departments.
	Mobility/Environment	Website	We need more hiking paths that are NOT concrete/cement. Need some that are dirt or crushed rock. These cement paths we have now are nice looking but I get shin splints when I walk them.	Outside of Comprehensive Plan scope, but addressed in the Parks and Open Space Master Plan. The guideline for soft-surfaced trails is 1 mile/5,000 residents. Comment was forwarded to Transportation and Parks Departments.
	Mobility	Website	Sidewalk needs to be constructed on east side of 287 and north of 57th to facilitate access to present tunnel (under Highway 287).	Outside of Comprehensive Plan scope, but addressed in the 2035 Transportation Plan and the 287 Strategic Plan. Comment was forwarded to Transportation and Parks Departments.
	Mobility	Website	Left turn arrow needs to be installed on the present left turn lane on 57th to facilitate turning southbound onto Taft.	Outside of Comprehensive Plan scope. Comment was forwarded to the Transportation Department.
	Mobility	Website	Between 1st /3rd and Cleveland/Lincoln there needs to be places for public transportation buses to pull out of flow of Highway 287 traffic to load/unload then merge back into traffic.	Outside of Comprehensive Plan scope, though the Plan does include a policy to support the bus system (Ch. 2 Mobility, Policy 3). Comment was forwarded to the Transportation Department.
	Mobility	Website	4. Need better "frontage" roads paralleling I-25, on east and west sides for a) transportation to and from Fort Collins, and b) in order to provide alternate routes to accommodate backups on I-25 and around accidents on I-25 closing it down.	Outside of Comprehensive Plan scope, but addressed in the 2035 Transportation Plan. Comment was forwarded to the Transportation Department.
	Mobility/Environment	Website	5. Extension of 22nd street west to Namaqua Ridge and trail from recreation trail/Mehaffey Park to the north	Outside of Comprehensive Plan scope, but addressed in 2035 Transportation Plan and 2014

Comment #	Page/Policy #	Submitted Via	Public Draft Comment/Question	Response/Change in the Final Draft
			Namaqua Ridge and from there west to Devils Backbone trails and north to Coyote Ridge.	Parks and Recreation Master Plan. Comment was forwarded to the Transportation and Parks Departments.
	Corridors	Open City Hall	We need "Slower Traffic Keep Right" signs along 34 and 287. Such signs do not prohibit drivers from moving into the left lane to make a turn, but suggests that government wants to see traffic run more efficiently.	Outside of Comprehensive Plan scope. Comment was forwarded to the Transportation Department.

## CHAPTER 2: OUR FUTURE

In this comprehensive plan update, the City has the opportunity to re-evaluate its land use and built environment policies to ensure their alignment with the City's vision.

Each element begins with a description of the community's core values, trends, and an artist's rendering and/or opportunities map illustrating its nexus to the Future Land Use Map presented in Chapter 3. Each element then presents a series of policies and supporting strategies to achieve the Community Vision in ways that are consistent with Loveland's values.

The plan policies throughout this chapter, combined with the Future Land Use Map and land use categories in Chapter 3, constitute the City's Land Use Plan.

*How were the Elements, Plan Policies and Supporting Strategies developed? Through:*

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

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

[Note: Previous Chapter Organization Table moved to end of Chapter 1. New table below intends to improve user-friendly chapter organization]

Deleted: This chapter is organized to consistently carry Loveland's vision through three sections: Centers and Corridors, Neighborhoods and Community Assets, and Health, Environment, and Mobility. Each section is divided into plan elements that embody the community's direction for the future. The 9 Plan Elements included in Create Loveland represent what we heard from the stakeholders of the community are important themes to be considered when planning for the future of Loveland. They represent those topics that are important for maintain Loveland's quality of life and economic vitality as it grows. The plan elements begin with a description of the community's core values, trends, maps and/or figures illustrating its nexus to the Future Land Use Map presented in Chapter 3, followed by a series of policies to achieve the Community Vision.



Table 2-X. Element and Policy Reference Guide (final draft will include page numbers)

Chapter Section	Plan Elements	Policies
Centers & Corridors	Downtown "Invest in a Downtown Renaissance"	<ol style="list-style-type: none"> <li>1. Support Downtown as the iconic cultural and civic heart of Loveland.</li> <li>2. Create and maintain quality transportation options Downtown.</li> <li>3. Offer a mix of uses and destinations that encourage residents and visitors to live, work, play, and learn in Downtown.</li> <li>4. Ensure authenticity and quality in architecture and historic character.</li> <li>5. Maintain and provide quality basic infrastructure which is fundamental to economic health.</li> </ol>
	Corridors "Revitalize our Corridors and Gateways"	<ol style="list-style-type: none"> <li>1. Foster reinvestment in existing corridors and concentrate commercial activity at prominent intersections and within centers.</li> <li>2. Transition existing land uses to be more transit supportive.</li> <li>3. Plan and redevelop major corridors in a manner that promotes a positive and attractive image and that advances the economic prosperity of the City.</li> <li>4. Maintain and enhance Loveland's existing small-town feel, sense of community, and distinct identity.</li> </ol>
	Centers "Cultivate Vibrant Economic Centers"	<ol style="list-style-type: none"> <li>1. Encourage reinvestment in underutilized shopping centers.</li> <li>2. Encourage high-quality neighborhood, community, and regional mixed use activity centers.</li> <li>3. Create multiuse, high-quality employment districts.</li> <li>4. Support the existing and local business community.</li> </ol>
Health, Environment, & Mobility	Health "Create a Safe and Healthy Built Environment"	<ol style="list-style-type: none"> <li>1. Create convenient, safe and diverse physical activity opportunities for residents of all ages, abilities, and income levels.</li> <li>2. Encourage the availability and affordability of healthy, fresh food throughout the City.</li> <li>3. Attract and maintain accessible, first-class hospitals and medical facilities in Loveland.</li> <li>4. Make year-round parks and recreation opportunities universally accessible.</li> </ol>



Neighborhoods & Community Assets	Environment "Celebrate our Natural Assets in an Urban Setting"	<ol style="list-style-type: none"> <li>1. Protect sensitive natural area wildlife and habitat from development impacts.</li> <li>2. Strengthen community resiliency to flooding and natural disasters through development patterns, hazard identification and mitigation, and communication.</li> <li>3. Maintain natural areas according to management type.</li> <li>4. Protect and maintain environmental resources and quality.</li> <li>5. Support energy choices for Loveland residents and businesses that include clean sources.</li> <li>6. Maintain and expand parks and recreational facilities as a valuable asset to the community.</li> </ol>
	Mobility "Create a Connected and Accessible Community"	<ol style="list-style-type: none"> <li>1. Plan a safe, efficient, coordinated and convenient multimodal transportation system.</li> <li>2. Provide infrastructure to make walking and bicycling convenient and viable for all types of trips and for all ages, abilities, and income levels.</li> <li>3. Make the COLT bus system a convenient, efficient and functional choice.</li> <li>4. Establish and maintain convenient connections between neighborhoods and to local destinations.</li> <li>5. Establish a sustainable financing foundation for a transportation system that provides dependable mode options with the ability to accommodate Loveland's growth.</li> </ol>
	Housing "Facilitate Complete Neighborhoods"	<ol style="list-style-type: none"> <li>1. Encourage development of diverse housing types and complete neighborhoods.</li> <li>2. Support housing that meets the needs of low and moderate income households.</li> <li>3. Align new housing development with resident needs and community values.</li> <li>4. Promote integration of housing in commercial and employment centers.</li> </ol>
Neighborhoods & Community Assets	Neighborhood Character "Invest in Loveland's Older Neighborhoods"	<ol style="list-style-type: none"> <li>1. Continue investing in older neighborhoods as they age.</li> <li>2. Reinforce the unique identity and visual appeal of neighborhoods.</li> <li>3. Support active living and aging in place.</li> <li>4. Preserve historical residential character.</li> <li>5. Refresh distressed neighborhoods.</li> </ol>
	Community and Regional Services "Strengthen Loveland's Strategic Roles in the Community and Region"	<ol style="list-style-type: none"> <li>1. Support strategic planning and growth at the Fort Collins-Loveland Airport.</li> <li>2. Coordinate the timing, location, and character of growth within the Growth Management Area.</li> <li>3. Evaluate the fiscal and environmental impacts of development of annexation proposals.</li> <li>4. Encourage a pattern of compact and contiguous development.</li> <li>5. Coordinate growth boundaries and service efficiencies with adjoining governmental entities.</li> <li>6. Remain regionally competitive.</li> </ol>



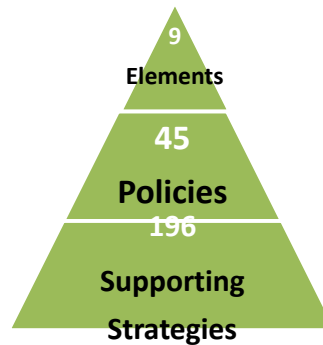
The planning team put the 2005 Comprehensive Plan<sup>1</sup> on a diet: consolidating and streamlining its previous 8 chapters, 131 goals and 485 objectives into a more manageable, straightforward system of policies and supporting strategies. Plans previously adopted by City Council were incorporated by reference rather than repeating them in this Plan (see Supporting Plans).

## 2005 Plan 8 Chapters



All City Services and Functions

## 2015 Plan 4 Chapters



Focus on Land Use  
Strategic Flexibility for Strategic Areas  
Market Supported Development Opportunities  
Health and Safety of the Built Environment  
A Resilient, Fiscally Successful City

43

Each [element](#) contains 4–6 **Policies**. These Policies:

- State community priorities
- Address community needs and wants
- Direct investment

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<sup>1</sup> For more information on the previous 2005 Comprehensive Plan's existing goals, outreach findings, reference maps, and key issues, see the Existing Conditions Snapshots in Appendix F. These snapshots also contain baseline information on demographics, health, land use and community design, transportation, employment, and housing.



Draft – September 2015

ATTACHMENT 2 Page | 2-4



- Communicate vision to stakeholders
- Provide guidance for evaluating alternatives
- Provide flexibility in implementation

A bulleted list of **Supporting Strategies** accompanies each policy, which identify possible approaches to implement the policy. The [Elements](#), Policies and Supporting Strategies are equally important and in no particular order.

Finally, **Annual Work Plans** described in Chapter 4 and Appendix A serve as a framework for aligning major initiatives with the Policies and Supporting Strategies. These tangible initiatives reach across departments and divisions to show actions that could be initiated in the short term to support the implementation of the Comprehensive Plan. The Action Plans are for reference only and will be revised periodically by staff through the annual budgeting process. The timing, prioritization, costs, and funding of these initiatives will be determined by City Council as it considers annual capital plans and budget requests presented by City departments.

### Supporting Plans

In addition to public input, the 2015 update also reflects other recent planning efforts and policy documents. The existing plan elements shown in Table 2-1 and Figure 2-1 are incorporated into the Comprehensive Plan by reference. These plans should continue to be implemented, updated and readopted on independent schedules so that no plan element becomes less than five years old and all are consistent with the Comprehensive Plan.

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Table 2-1: Functional, Specific Area, and Related Plans and Studies. Readers should refer back to these other documents for more detailed information

Amendments / Revisions	City Council Adoption	Resolution Number	Formally Adopted as Part of Comp Plan?
2035 Transportation Plan	18-Dec-2012	#R-96-2012	Yes
Bicycle and Pedestrian Plan	1-May-2012		
Community Vision	6-Sep-2005	#R-71-2005	Yes
Contiguity Clause - Section 4.1 Amendment	19-Mar-1996	#R-36-96	Yes
Contiguity Clause - Section 4.1 Amendment	20-May-1997	#R-30-97	Yes
Destination Loveland	15-Nov-2011	#R-77-2011	
Downtown Loveland Strategic Plan	4-Aug-2009	#R-71-2009	
Economic Development Strategic Plan	21-Feb-2012	#R-15-2012	
Feathering of Density Clause - Section 4.9 Amendment	19-Mar-1996	#R-35-96	Yes
Fire Protection Master Plan	19-Dec-1995	#R-101-95	Yes
Fire Protection Master Plan Amendment	9-Jul-1997	#R-35-97	Yes
Fort Collins-Loveland Municipal Airport Strategic Plan	1-June-2015	#R-2-2015	
Growth Management Plan Revision	3-Apr-2001	#R-31-2001	Yes
Highway 287 Strategic Plan	In progress		
<a href="#">Highway 34 Corridor Plan</a>	<a href="#">1993</a>		<a href="#">No</a>
I-25 Corridor Plan	8-Aug-2001	#R-65-2001	Yes
Major Arterial Corridors Design Guidelines	16-Sep-1997	#R-52-97	Yes
Parks and Recreation Master Plan	15-Jul-2014	R-43-2014	Yes
Plan for the Region Between Fort Collins and Loveland	5-Jul-1995	#R-42-95	Yes
Recreation and Tourism Element - Compliance with State Law by recognizing Parks Plan as Recreation and Tourism Element	4-Feb-2003	#R-9-2003	Yes
Electric & Stormwater Utilities Functional Master Plans, ACF Amendment - Water & Power added	Varies	#R-39-97 ORD#4284 #R-40-97	Yes
Raw Water Master Plan	2012		
Water Master Plan	2009		
Wastewater Master Plan	2010		
Water Conservation Plan	2013		
Water and Power Strategic Plan	In progress		



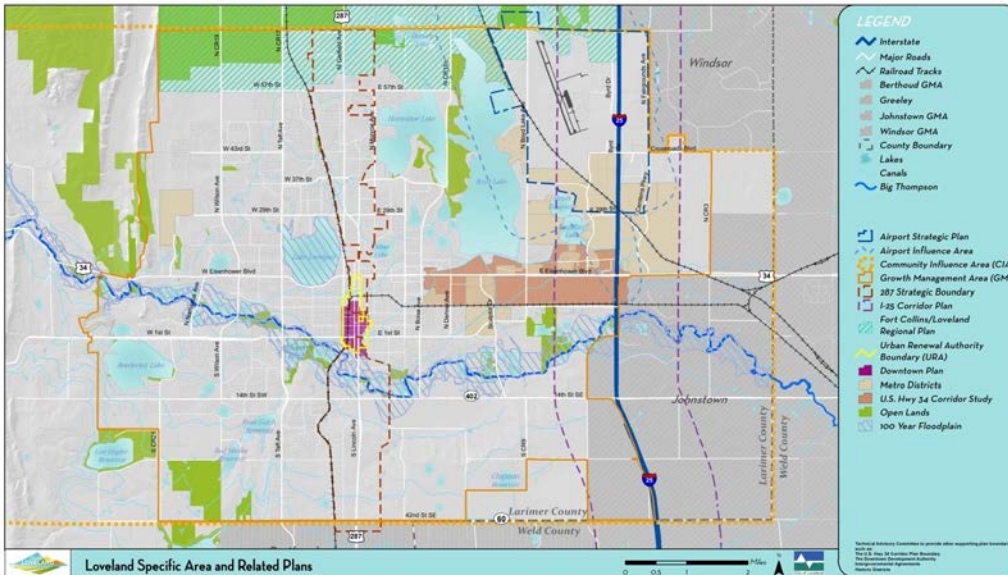


Figure 2-1. Specific Area and Related Plans.

## Centers & Corridors

Citizens want to see focused commercial growth within existing centers, like Downtown, the Orchards Shopping Center, and Centerra. These areas have a variety of shopping options that should complement each other, while minimizing sprawling commercial strips. Residents would also like to see community-oriented retail better integrated with neighborhoods and gateways throughout the City. There are opportunities for retail centers to become more visually prominent and pedestrian friendly, and areas where the supporting public infrastructure needs improvement.



2013 Annual Quality of Life Survey



Land uses, specifically along entry corridors, should enhance Loveland's artistic and small-town identity through cultural and art facilities, pedestrian comfort, and creative gateway features. All gateways into the community should stay clean and visually attractive.

As the heart of Loveland, the success of Downtown is a key component to the community's vision. A proactive business climate and an economically healthy City government have set the stage for revitalization of the Downtown. Its revitalization will continue as a pedestrian-friendly nucleus with shopping, restaurants, cultural facilities, employment and housing.

### Strengthening a Resilient Economy

In Loveland, a resilient economy is one that attracts businesses and entrepreneurs with opportunities to locate and grow in the community, as well as one that retains those that call Loveland home now. It is an economy where the local workforce can find employment that matches their skills and provides wages that allow them to meet costs of living and enjoy a high quality of life. Moreover, a healthy and resilient Loveland economy offers shopping and services in convenient locations to meet the daily needs of residents, and also captures the economic benefits of the region's tourism economy. Finally, it is one that encourages economic and employment diversity to be able to withstand future fluctuations in economic conditions.

#### Threats to Loveland's Economy:

- Statewide and regional competition for quality of life
- Competing regional retail centers, such as Fort Collins, Timnath, and Longmont
- Natural disasters and vulnerable infrastructure, homes, and businesses
- Online sales
- Underutilized commercial spaces and corridor aesthetics
- Congestion and lack of multi-modal transportation choices
- Raising, retaining, and attracting the next generation of a highly skilled and educated workforce
- Inadequate infrastructure beyond City control, such as I-25
- from work, and preventable death and

**Deleted:** A strong foundation of arts and culture, businesses, employers, residents, and services are already active and successful. A vibrant mix of uses, attractions, renovated historic buildings, and gathering places will further activate Downtown and include a balance of housing, restaurants, and small businesses so residents can live, work, and play in Downtown.

**Deleted:** An unhealthy population, days missed



The City of Loveland can plan for and support economic resiliency by focusing on revitalizing its aging corridors and commercial centers and supporting the continued renaissance of Downtown and Revitalization activities may include integrating a greater mix of uses, strengthening connections between commercial areas and neighborhoods, encouraging development on vacant parcels in these areas, and redeveloping strategic properties to catalyze change and spur reinvestment. Within centers and corridors, as well as other locations for investment and economic development like industrial areas and the Airport, careful planning and preservation of opportunities for economic growth will help ensure that current and future employment needs of residents can be satisfied within the community. Finally, leveraging and preserving the natural features and cultural and recreational resources that contribute to the high quality of life in Loveland is important in attracting and retaining the residents, businesses, and visitors that sustain the community's economy.

*"A less obvious component of resilience is a healthy, diversified local economy. Communities that are dependent on one or two major sectors for economic prosperity are inherently more vulnerable to a disaster that may disable those sectors. A healthy, diverse economy creates the financial resources and talent pool to respond to and rebound from setbacks more quickly and with less lasting damage. The most important tool for building that attribute is a robust economic development strategy."*

*From the 2014 Urban Land Institute (ULI) Advisory Services Panel Report for Northern Colorado, Connected Systems, Connected Futures: Building for Resilience and Prosperity.*

**Deleted:** focusing on revitalizing its aging corridors and commercial centers.



## Downtown

### *Invest in a Downtown Renaissance*



*Artist's rendering from Redevelopment and Revitalization of Downtown Loveland Vision Book, 2010*

Downtown Loveland is the cultural and civic heart of our community. Downtown is poised to capitalize on a nucleus of vibrancy, activity and mix of uses within its core. Significant focus has been placed on Downtown revitalization, including assessing existing conditions and actively fostering catalyst projects with private investors. The City has a recent history of successful private/public partnerships such as the Lincoln Place Apartments, the Rialto Theater Center, and Artspace. These partnerships and countless other projects demonstrate that [commitments made by the City, the Loveland Downtown Partnership, and the Downtown Development Authority](#) [are leveraging](#) private investment. Many factors suggest a positive outlook:

- A new Downtown Development Authority that better channels business and property owners' energy and representation toward infrastructure improvements, programming, and marketing.
- [The formation of the Loveland Downtown Partnership and the provision of funding from the City represent a strong commitment to achieving the Community's Vision of Downtown.](#)
- A supportive and enthusiastic public, evidenced in the passage of the above ballot initiative as

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well as successful regional events such as the Fire & Ice Festival.

- A public that is enthusiastic for and supportive of Downtown as demonstrated by the public input received in support of this plan.
- An established brand in the arts and a growing base of venues and businesses that contribute to the creative character of the Downtown core.
- Planning for additional cultural opportunities, such as an expanded Museum and a larger performing arts venue.
- A solid Downtown base of restaurants, retail services and employment from which to build.
- A growing population base and new multifamily units being built Downtown.
- A number of new projects underway that add to the character and fabric of Downtown.
- Infrastructure that allows walking and bicycling to, from and within Downtown, an existing transit system centered in Downtown, and long-term potential for a regional commuter rail station.
- Designation of a Downtown Historic District that includes many of the structures that contribute to a lasting and authentic character in Downtown.
- [The City is currently working toward maintaining and upgrading existing neighborhood infrastructure, and rehabilitating historic buildings and landmarks.](#)
- Up-to-date guiding policy documents, including the Downtown Strategic Plan [and HIP Streets Master Plan](#) (2009) and Redevelopment and Revitalization Vision Book (2010) for the Downtown Urban Renewal Area. [Successful implementation of these projects is seen in projects such as Gallery Flats and Painter's Alley.](#)
- City-owned and controlled properties in Downtown that are strategically located to allow for redevelopment and revitalization that support the vision for Downtown.

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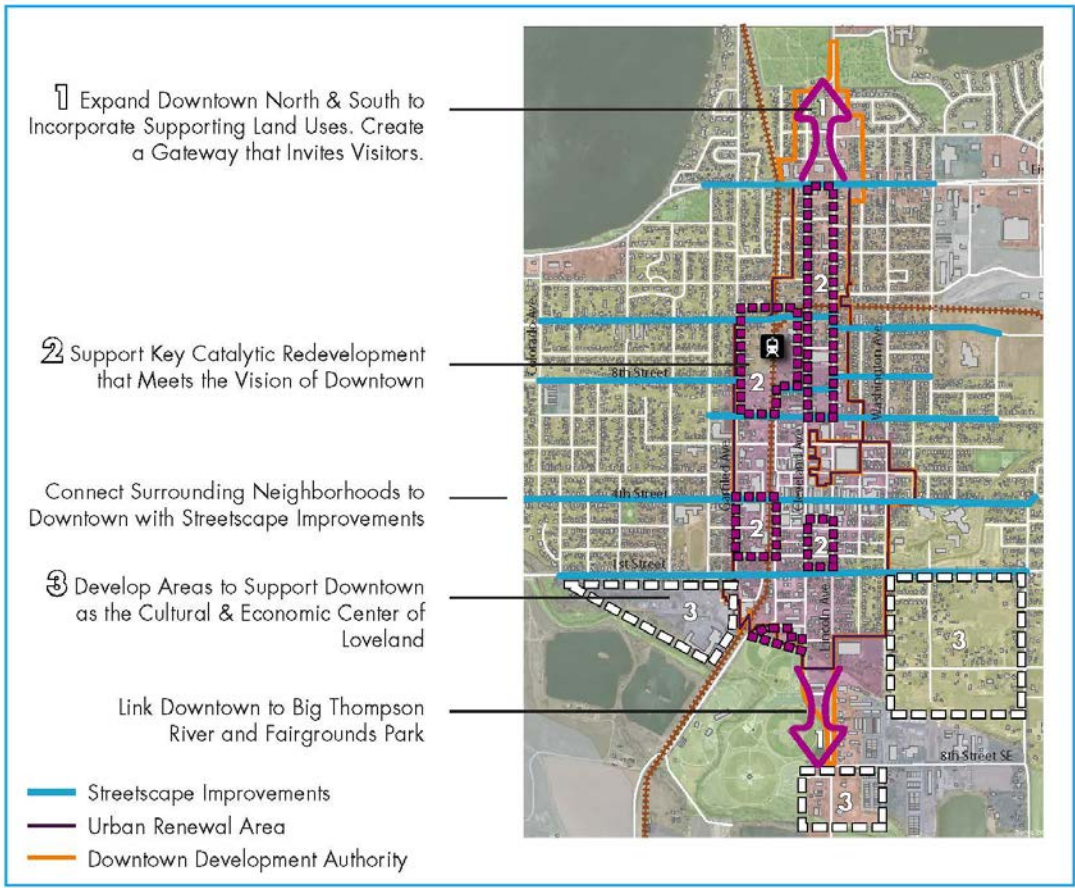
Artist's rendering from *Destination Downtown: HIP Streets Master Plan, 2009*

The revitalization and partnership effort for Downtown is expected to go on for many years. The allied organizations, Loveland Downtown Partnership and Downtown Development Authority and the stakeholder involvement they represent are a key component of the Vision for Downtown. To do so, Downtown must have a niche within northern Colorado that is active, diverse and economically viable to draw local and regional patrons. Authenticity and quality in architecture and historic character is paramount to ensure a physical environment with enduring value.

The City is currently working toward maintaining and upgrading existing neighborhood infrastructure, and rehabilitating historic buildings and landmarks.



The future stability, reuse and redevelopment of established neighborhoods will influence the future of Loveland's Downtown and overall quality of life and attractiveness. Revitalization of Downtown will provide better services and amenities for residents of surrounding neighborhoods, enhancing their desirability. Safe and attractive bicycle and pedestrian routes will further strengthen the connection between Downtown and the surrounding neighborhoods.



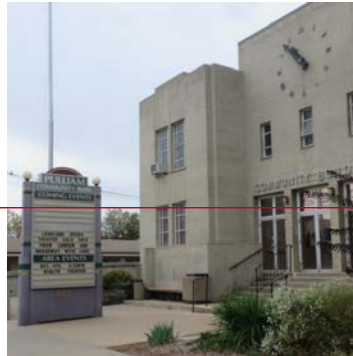
Land Use Plan opportunities to invest in a Downtown renaissance



## Plan Policies and Supporting Strategies

### **Policy 1.** *Support Downtown as the iconic cultural and civic heart of Loveland.*

- Showcase what is special about our community through public art and cultural offerings, historic preservation, successful businesses, and special events in Downtown. Promote Downtown's niche within northern Colorado as a place that is creative, active, and economically viable to draw local and regional patrons.
- Support the [Loveland Downtown Partnershi](#) and collaborate to develop shared priorities, policies and projects. Look for opportunities to maximize civic benefit in all Downtown projects with public financing.



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### **Policy 2.** *Create and maintain quality transportation options Downtown (see also Mobility Policies 1-5).*

- Create attractive and comfortable pedestrian streetscapes and safe connections to surrounding neighborhoods that encourage walking to and within Downtown.
- Make Downtown a primary hub of our transit system, including both bus and long-term commuter rail by investing in Downtown transit stations and considering existing and proposed transit stops/stations in the review and design on Downtown projects.
- Build a bike friendly environment with comfortable biking routes, secure and convenient bike parking facilities, and connections to the City Recreation Trail loop and Big Thompson River.
- Offer adequate parking that is convenient to major visitor and employment destinations. [Support expansion of General Improvement District #1 to increase investment in downtown parking facilities.](#)
- Utilize signage and wayfinding to maximize the use of existing parking facilities.
- Utilize appropriate means to expand parking supply such as partnering with development, shared parking agreements or a parking district.
- [When planning for pedestrians Downtown, work with railroad companies to ensure pedestrian safety.](#)



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**Policy 3.** *Offer a mix of uses and destinations that encourage residents and visitors to live, work, play, and learn in Downtown.*

- Continue developing a strong residential base with a balanced mix of unit types and price points.
- Redevelop key catalytic sites as a critical aspect of achieving Downtown revitalization.
- Use public resources proactively, partnering with private resources to develop, attract, and retain a mix of desired and viable uses in Downtown.
- Offer recreation opportunities, cultural and educational opportunities, community services, events, and regional destinations that draw residents and visitors to Downtown.
- Offer amenities, services, and jobs that serve residents of surrounding neighborhoods as well as all Loveland residents.
- Create a gateway presence at the intersection of Highway 34 and Highway 287 that relates to and invites visitors to Downtown.
- Capitalize on opportunities to link Downtown visibly and physically to nearby amenities such as the Big Thompson River.

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**Policy 4.** *Ensure authenticity and quality in architecture and historic character (see also Neighborhood Character Policies 1-4).*

- Guide and support high-quality design in new development and redevelopment in Downtown. This could include building efficiency standards in building codes.
- Identify and assist property owners to preserve and rehabilitate historical buildings that contribute to the quality and character of the historic district in Downtown.
- Provide options for developers to redevelop or rehabilitate older buildings of individual historic value or that contribute to a historic district.
- Encourage new development to respect and enhance the visual character of nearby historical buildings by designing new buildings to use core form aspects of these nearby historic buildings such as materials and massing.
- Encourage new development to strengthen the appeal of Downtown by focusing on design that reinforces the key aspects of quality Downtown urban design such as, but not limited to, setback, materials, massing, and pedestrian oriented detail.

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**Policy 5.** *Maintain and provide quality basic infrastructure which is fundamental to economic health.*

- Maintain and improve transportation and utility infrastructure to standards that meet the needs of desired Downtown business types especially sewer, stormwater and utilities.
- Coordinate infrastructure and utility projects with private providers, such as for broadband cable, fiber, and electric vehicle charging stations.
- Use public resources proactively to develop functional and attractive infrastructure that can support and attract a mix of desired uses in Downtown. Include three phase power to support trash compactors to minimize receptacles in alleyways.



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- Focus on infrastructure improvements that support walkability and vibrant street life and therefore strengthen Downtown's market niche.
- Continue to explore the possibility of establishing railroad quiet zones Downtown, including the establishment of an equitable funding mechanism for doing so.
- [As improvements are made to buildings, coordinate improvements to adjoining and supporting infrastructure and amenities.](#)

### **Relevant Indicators**

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



## Corridors

*Re-vitalize our Corridors and Gateways*



*Artist's rendering from the 287 Strategic Plan, 2015*

Corridors are the major thoroughways of Loveland but they also provide important commercial, community and aesthetic functions for the community. The form and function of these corridors often influence the uses of land adjacent to the road. This relationship affects how residents perceive and use the space. [The existence of high quality spaces and commercial opportunities along our corridors will encourage visitors to stop and visit Loveland attractions.](#) There are opportunities for existing retail centers to become more visually prominent, pedestrian-friendly, and better connected to commuter bicycle routes. In order to revitalize our corridors and gateways, the surrounding public infrastructure needs to be improved, including enhanced alternative transit opportunities.

As a whole, Loveland contains more retail space than consumers can actually support. This phenomenon occurs statewide and even nationally, due to regional competition for sales tax capture,



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retailers' ambitions for greater market share in new areas, and reduced storefront sizes as internet sales become a greater share of consumer spending. Concerns over vacant buildings are further exacerbated when some retailers hold on to empty buildings for years in order to prevent their competitors from occupying their former location (i.e., dark stores). Underperforming commercial areas can be repurposed or renovated to serve surrounding neighborhoods. These centers should attract substantial, well-paying employers, not just retail.

As the "Gateway to the Rockies," Loveland is uniquely positioned to capitalize on the influx of more than two million tourists and residents that annually drive through the Big Thompson Canyon to Estes Park.

Entry points and adjoining areas are important to Loveland's economy and identity and should be designed in ways that will enhance Loveland's image through ~~striking gateway features, cultural and art facilities, and~~ pedestrian and cyclist safety and comfort;. Important gateways include the east and west ends of US 34/Eisenhower Boulevard, US 287/ South Lincoln Avenue near the Big Thompson River, and US 287/ North Garfield Avenue as shown on Figure 2-2. These gateways and new, emergent gateways help promote a first impression of Loveland as a world-class destination for art, leisure, and business.

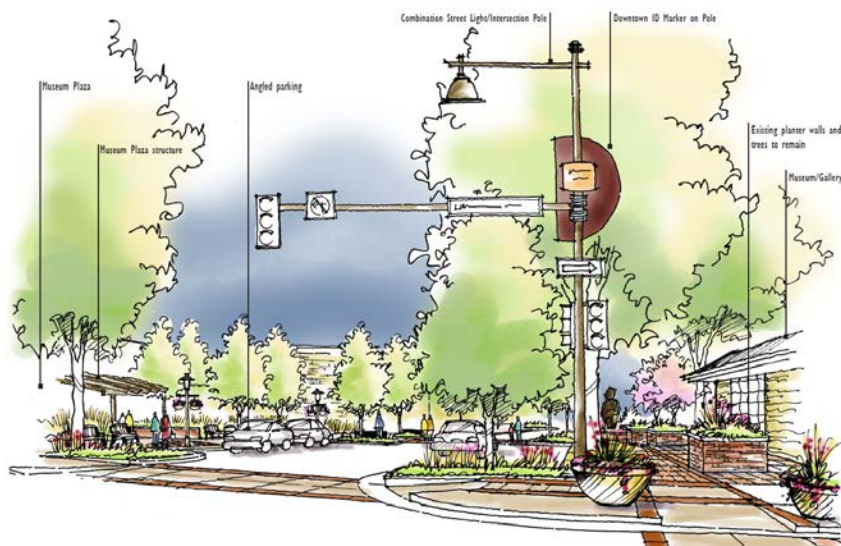
The City is currently promoting a positive image along major corridors as exemplified by Equinox, the major public art installation at the intersection of US 34 and I-25. Additional corridor planning will continue to help improve our commercial corridors as places to invest and do business.

For more on the existing conditions and trends in Loveland, see the Economic Development and Land Use & Community Design Snapshots in Appendix F. For an estimate on market potential and development, refer to "Market-Supported Development Opportunities" in Chapter 3.

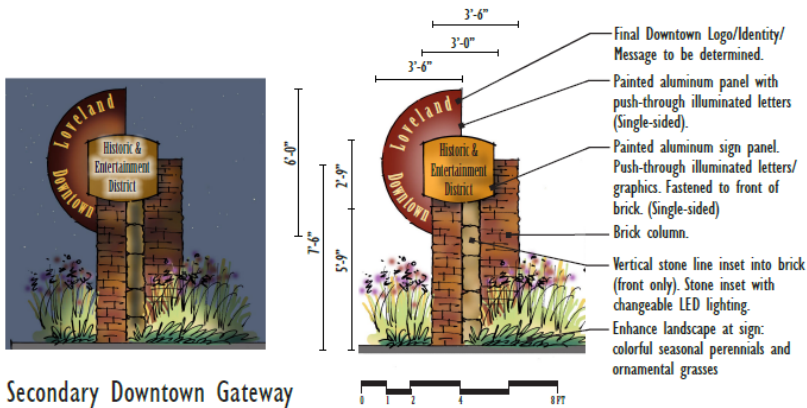
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Artist's rendering of gateway elements from *Destination Downtown: HIP Streets Master Plan, 2009*



Secondary Downtown Gateway



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





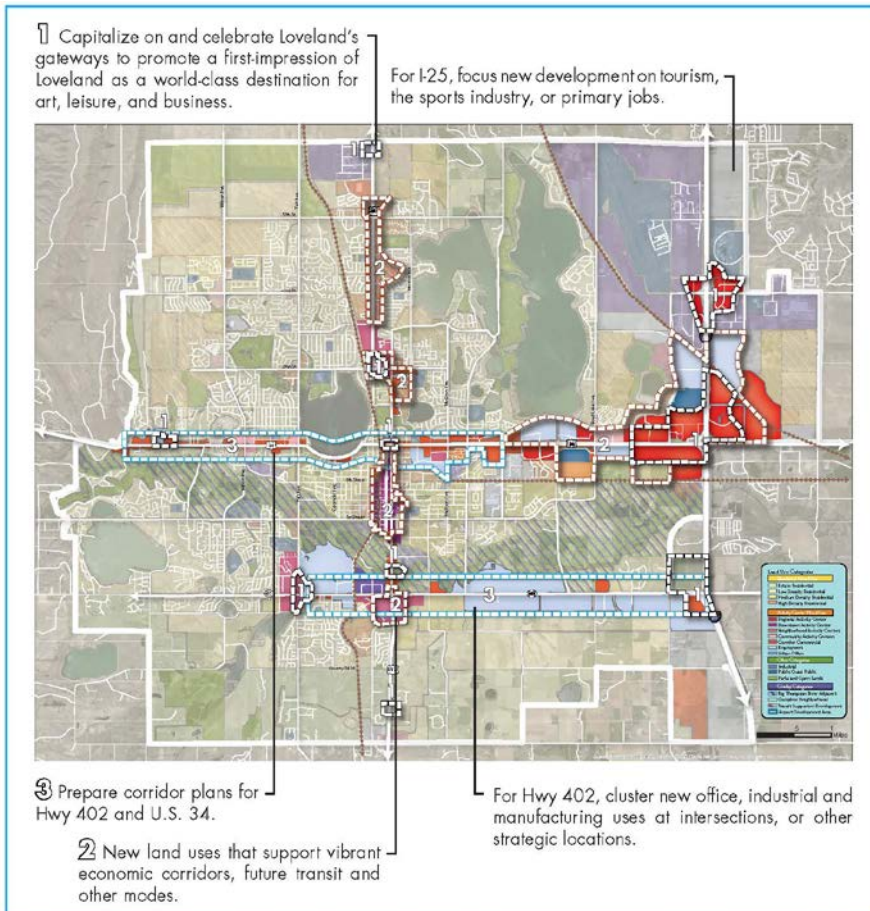


Figure 2-2: Land Use Plan opportunities to revitalize our corridors and gateways

## Plan Policies and Supporting Strategies

**Policy 1.** Foster reinvestment in existing corridors and concentrate commercial activity at prominent intersections and within centers (see also Chapter 3: Enhanced Corridor Land Use Description).



- Concentrate demand for commercial activity at appropriate nodes so as to prevent under investment and strip development along arterials and state highways. Appropriate nodes are those that have exiting or potential transit access or are located at major roadway intersections or have particularly strong bike and pedestrian connections to existing neighborhoods.
- Discourage strip commercial development along arterial roadways, except in specific infill situations.
- Foster reinvestment, redevelopment, and adaptive reuse of underperforming commercial properties, underutilized buildings, vacant properties and brownfield sites such as US 34 west.
- Transition underperforming strip commercial uses through strategic infrastructure investment, parcel aggregation, multimodal improvements, street connectivity, aesthetic enhancements and broadening of allowed uses.



*Gateway at Crossroads*

**Policy 2. Transition existing land uses to be more transit supportive (see also Mobility Policies 1 and 3).**

- Increase regulatory flexibility to allow corridors to become more transit supportive as shown on Figure 2-2 (Corridors Map). Provide examples and design guidance to develop quality residential uses along corridors.
- Identify underperforming commercial and retail development and support mixed-use redevelopment in these areas.
- Encourage a complementary mix of transit-oriented development uses including multifamily and commercial development near future transit stations.
- The Enhanced Corridor Overlay is intended to encourage redevelopment patterns and densities sufficient to leverage new private re-investment along established commercial corridors (see Chapter 3). Criteria for applying the Enhanced Corridor Overlay includes but is not limited to: potential to stimulate private investment; feasibility of parcel aggregation; potential to maximize transit-readiness; feasibility for frequent local and regional bus and/or rail service; locations near planned stations and mode transfer facilities; and locations along arterial roads and near I-25 entrances.



*Public Art at US 34 gateway*

**Policy 3. Plan and redevelop major corridors in a manner that promotes a positive and attractive image and that advances the economic prosperity of the City (see also Chapter 3: Enhanced**



#### *Corridor Land Use Description).*

- Along I-25 north of US 34, proactively attract tourism and primary employment uses.
- Plan for Hwy 402, between I-25 and Taft Avenue, to serve as a new primary entrance to Loveland, clustering new office, industrial and manufacturing uses at major intersections.
- Along US 34, west of Denver Avenue, proactively partner with private sector to improve and maintain appearance, accommodate truck freight, and incorporate a mix of desired and viable tourism, commercial, and residential uses.
- Look for opportunities to facilitate Recreational Vehicle (RV) travelers stopping and visiting Loveland's businesses and attractions, particularly Downtown. Options could include designating satellite parking lots along highway corridors with shuttle buses for major events, and signage designed to both inform tourists of attractions and the ways that they can access them.
- New development should balance the need for taller buildings and greater density with the need to create an environment that is attractive and comfortable for pedestrians and motorists.

#### *Policy 4. Maintain and enhance Loveland's existing small-town feel, sense of community, and distinct identity.*

- Encourage transitional buffers between residential neighborhoods and commercial areas, such as alleys, fences, or natural areas, and allow for bicycle and pedestrian connectivity within these buffer areas
- Unify Loveland through the design and installation of a cohesive streetscape along arterials.
- Require higher aesthetic standards for gateways as shown on Figure 2-2 (Corridors Map).
  - Sensitively place development in relation to other uses and exhibit high-quality design, signage, and landscaping.
  - Encourage the preservation of open space through the clustering of development.
  - Support development that makes gateways more attractive using design strategies such as landscaping, public art, or siting buildings to create entry features.
  - Be open to a variety of methods for creating quality gateways including partnering with property owners, easements, or purchases while avoiding eminent domain.

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#### **Relevant Indicators**

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

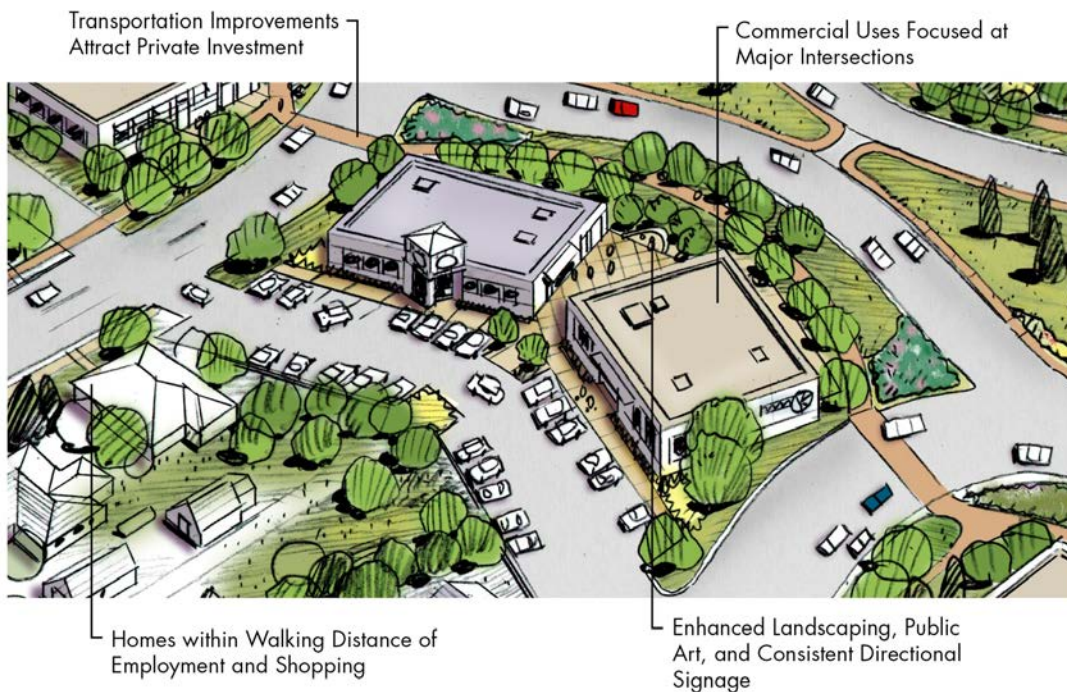


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## Centers

### *Cultivate Vibrant Economic Centers*



*Artist's rendering from the 287 Strategic Plan, 2015*

Loveland has historically been proactive in seizing economic development opportunities. City efforts since the 2005 Comprehensive Plan have focused on

- Encouraging multiuse, high-quality employment districts in campus-type settings.
- Encouraging high-quality regional retail centers.
- Playing an active role in supporting the Rocky Mountain Center for Innovation & Technology (RMCIT).
- Supporting strategic planning and providing sufficient lands for industry in the Fort Collins-Loveland Airport area and along the I-25 corridor.
- Introducing modern residential infill and redevelopment in Downtown.

As a result, Loveland has become a commercial hub in northern Colorado with the construction of the Promenade Shops at Centerra, the Outlets at Loveland, and more recently the



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Medical Center of the Rockies. The Budweiser Events Center, along with nearby regional auto sales, new restaurants and several national hotels are also sources of substantial economic activity. [Looking forward, the City will need to continually evaluate and improve its economic development efforts in order to remain competitive in the regional market.](#)

**Deleted:** Looking forward, the City must redouble their efforts in what is now a more competitive regional environment.

For more on existing economic conditions and trends in Loveland, see the Economy and Land Use & Community Design Snapshots in Appendix F. For a discussion of market potential and development, refer to “Market-Supported Development Opportunities” in Chapter 3.

During the extensive public and stakeholder involvement in the preparation of this plan, participants voiced a number of concerns, including the high rate of out-commuting due to a lack of primary jobs; difficulty in attracting a younger workforce; inconsistent signage and area branding; low wage jobs, and dated retail centers. [There is a desire that the City accommodate](#) various forms of office and employment land uses including traditional campuses, small-scale urban offices, co-working spaces, live-work space and other non-traditional configurations. The community has high expectations for future commercial development including community-oriented retail in the eastern and northwestern parts of the City.

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Participants also indicated support for the City to encourage redevelopment of aging retail centers and interspersing residential land uses within the redeveloped centers. [The intent of the theme “Cultivate Vibrant Economic Centers” arose from the community dialogue to describe retail and employment areas that are easy to access, filled with jobs and customers, supportive of entrepreneurial endeavors, and an active street life.](#) This housing diversification is another important opportunity for the City and will help in attracting a diverse workforce and offering housing to residents of all ages.

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



Loveland has many opportunities to lay the framework for a prosperous future, including attracting primary jobs; targeted infrastructure investment in new growth areas; re-envisioning aging retail centers to become more visually cohesive and pedestrian friendly; and preserving land use flexibility in longer-term growth areas in southern Loveland to be responsive to future market forces as shown in Figure 2-3. [The City places premium on attracting primary jobs that produce goods and services that are consumed outside of the region. The Economic Development department](#)

*2013 Annual Quality of Life Survey*



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spearheads this effort but The City's land use planning seeks to ensure that there is adequate and appropriate parcels for primary job development.

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





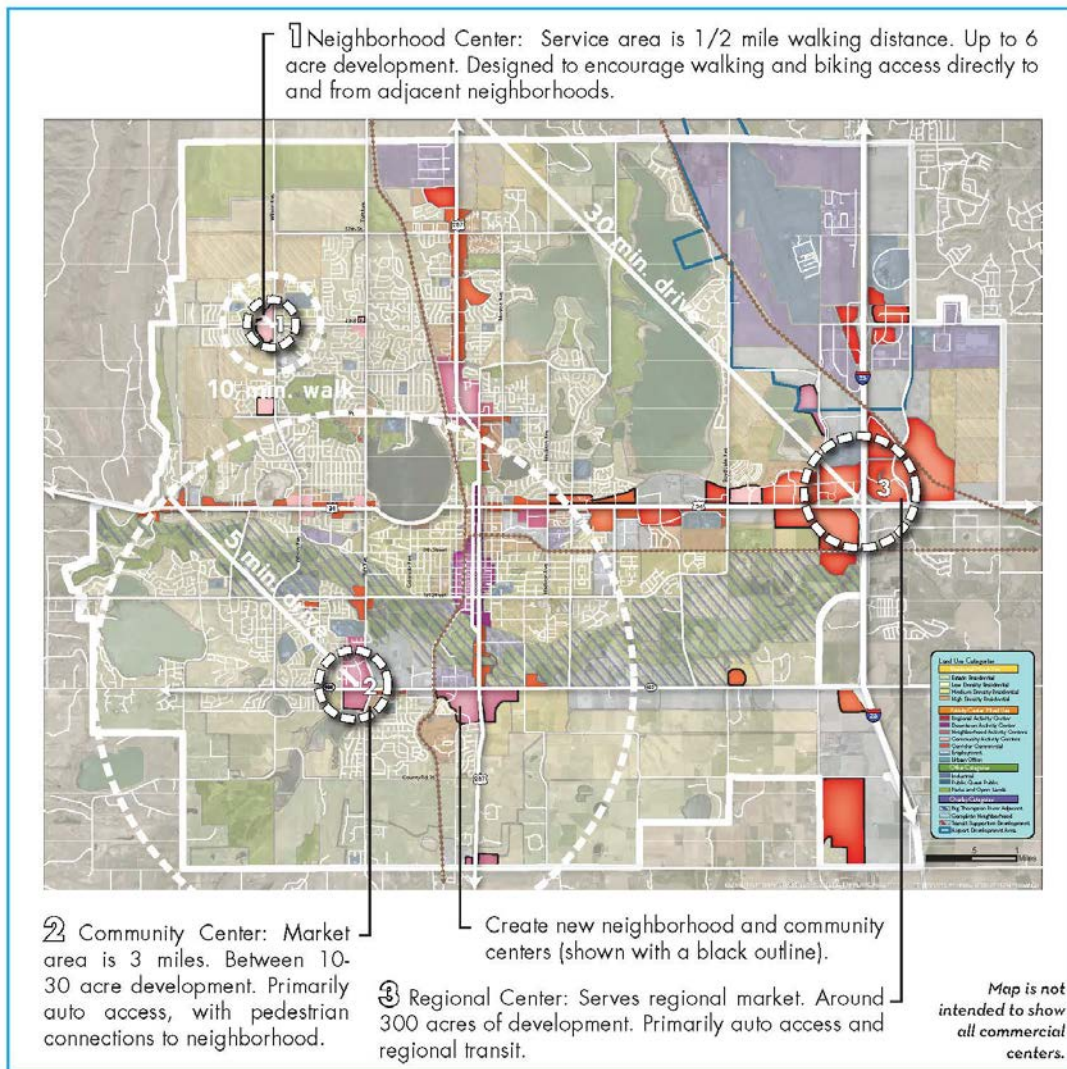


Figure 2-3. Land Use Plan opportunities to reinforce Loveland's neighborhood, community, and regional centers.

Loveland's Comprehensive Plan can set the City up for success to attract new primary jobs and retain employers that have been part of the basis of the local economy. By aligning the plan policies with economic development goals, the City can ensure continued economic health in the future. For example, commercial growth and redevelopment should be focused at major intersections throughout



the community, rather than on commercial strips along corridors. Commercial centers should be encouraged to have both retail and service uses, as well as uses that can employ nearby residents in higher paying jobs.

*Office park on Rocky Mountain Ave.*

**Deleted:** These centers should attract substantial, well-paying employers – beyond the retail and service industry.

The City is committed to continue working toward maintaining and upgrading existing commercial infrastructure, and repositioning aging shopping and employment centers. The future support, reuse and development of commercial and employment centers will influence the future of Loveland's economy and quality of life. The following land use policies will support the City in encouraging employment growth, stimulating commercial development, and fostering economic health in Loveland.

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### Plan Policies and Supporting Strategies

#### **Policy 1. Encourage reinvestment in underutilized shopping centers (see also Chapter 3: Activity Center and Enhanced Corridor Land Use Categories).**

- Convert single use retail centers into mixed use areas by strategically introducing residential development, civic land uses and urban office.
- Encourage retrofitting of street, bicycle, and pedestrian connections in traditional auto-oriented retail centers.
- Incorporate higher density housing if market appropriate in existing and new commercial centers.
- The City's primary role in redevelopment is as a facilitator, broker, and negotiator. Its role as a regulator and incentivizer should be used with wisdom and restraint.





- Encourage business owners who purposefully retain vacant storefronts (i.e., dark boxes) to refill, sell, and/or convert them to another use.



**Deleted:** Offer economic incentives according to City policy for redevelopment projects that significantly advance the City's

**Deleted:** vision.

- Encourage and enforce maintenance standards of streetscapes, buildings and landscaping.
- Encourage retrofitting of pedestrian and bicycle connections in traditional auto-oriented retail centers.
- Continue to monitor the health of existing commercial centers, by evaluating sales revenue, lease rates, and vacancy rates.
- Pay special attention to the design of parking lots with regard to landscaping, pedestrian circulation, access, and siting and visibility from corridors.

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

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- Designate and design neighborhood, community and regional activity centers according to the Future Land Use Map and categories in Chapter 3.
- Recruit retailers, hotels, restaurants and other appropriate businesses not currently present to locate in Loveland accordance to City economic development goals.
- Require high-quality design in new and redeveloping commercial centers through the development review process. For example, buildings should be oriented towards streets and pedestrian spaces.
- Retain a strategic, feasible location for a grocery store in northwest Loveland, east Loveland, and along Highway 402.

**Policy 3. Create multiuse, high-quality employment districts.**

- Encourage the development of multiuse, high-quality employment districts where campus-type settings are appropriate, particularly along the transportation corridors of I-25, US 34, and south side of Hwy 402.
- Find suitable locations for campus style development to make the Employment Zoning District more realistic and functional.
- Accommodate diverse forms of office land uses and flex- and light- industrial development in designated employment districts.
- Encourage high-quality urban office development on small parcels in appropriate locations throughout the City. Design these sites for connection to existing and future adjacent uses
- Reserve industrial lands for future primary jobs, particularly in the Airport Area (both east and west sides of I-25), north US 287, and Hwy 402 and protect them from encroaching conflicting uses.
- Recruit primary employers and primary jobs to appropriate locations in the City.



**Policy 4. Support the existing and local business community.**

- Work to grow and otherwise assist existing businesses throughout the City to increase existing business retention, especially for primary employers and small, locally-owned businesses.
- Strengthen partnerships between the City Departments (Economic Development Department, Planning, etc.), Chamber of Commerce, Community Foundation, and other economic development organizations.
- Work collaboratively to align visions of community with that of local business owners.
- Continue to be flexible with land use policy and development review to allow current businesses to expand or change according to market forces.
- Support the redevelopment of the Rocky Mountain Center for Innovation and Technology.

**Deleted:** Northern Colorado Economic Development Corporation

**Relevant Indicators**

- Retail Activity (sales tax revenue per household)
- Jobs-Housing balance



## Health, Environment & Mobility

Loveland already offers many great parks, open spaces, and recreational areas, but connecting people to these areas, services and centers was one of the bigger issues in the community dialogue. Citizens want a built environment that improves safety for walking and bicycling, thereby facilitating healthier lifestyles. Specifically, connecting existing neighborhoods to parks, grocery stores, schools and commercial areas is a major goal/priority. Also, encouraging new mixed-use, mixed-income developments with walkable or bikeable access to daily needs provides an opportunity to make physical activity a routine part of life and reduces dependence on an automobile.



*2013 Annual Quality of Life Survey*

Loveland's 2012 Bicycle and Pedestrian Plan identifies and prioritizes specific areas of need and offers strategies for improving existing bike lanes and sidewalks. Accelerating the implementation of this Plan is a key priority among Loveland residents, as is completion of the Recreation Trail and its side connections to commercial and residential areas. Strengthening relationships and partnerships between other government entities such as Thompson School District as well as private businesses will be important in accomplishing this endeavor.

A key philosophy in this Comprehensive Plan is that better integration of land use and transportation planning leverages all City investments. Loveland's evolving transportation system brings great potential to shape sustainable land development and create active lifestyles as well. Future residential areas and economic centers will follow regional transportation investments: I-25 bridges and interchanges, commuter rail, and regional transit. At a more local level, a complete street grid and greater emphasis on transit, bicycle, and pedestrian connectivity will accelerate commercial activity, especially in older retail areas. In

### Threats to Loveland's Health, Environment, and Infrastructure:

- An unhealthy population, days missed from work, and preventable death and disease
- Proper functioning of electric power, stormwater, potable water, wastewater, and transportation systems
- Inadequate capacity to fund and manage response and recovery from large-scale disasters
- Inadequate state, regional, and local funding for major infrastructure projects, such as state highway and I-25 improvements
- Lack of viable transit, bicycling, and pedestrian choices
- Capacity to provide adequate water supply for new growth
- Missed opportunities for future trail and park



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turn, more transit-supportive development makes walking, bicycling, and transit use more economical and convenient.

One of the City's foundational responsibilities is to protect the health, safety, and wellbeing of its residents and businesses. While the City has a limited role in providing health care, it can create a business climate and infrastructure that attracts first-class hospitals and medical facilities in Loveland and keeps them here. Given the projected growth of our aging population, providing these medical services, an accessible built environment, and expanded transit service is essential for Loveland. By making walking and bicycling a more viable means of both recreation and transportation, residents can maintain their independence and incorporate regular physical activity into their lives. Loveland residents also want improved access to affordable healthy food through farmers' markets, community gardens, neighborhood grocery stores, and [accommodation](#) for urban agriculture opportunities. ~~These uses can be accommodated in most land use designations and zoning districts.~~

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### Strengthening Environmental and Infrastructure Resiliency

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Environmental resiliency involves community awareness and preparedness for natural hazards such as drought, wildfire, and floods, as well as preparation for exposure to other potential environmental and community threats and risks like changes in climate, spread of infectious diseases, and exposure to hazardous materials. In Loveland, environmental resiliency is not only preparedness for these types of risks, but also the ability to respond effectively to one-time or sustained events, and adapt to the temporary and permanent changes that they may present. A resilient environment also relies on the health of the natural systems that support and sustain life.

Loveland can plan for and strengthen environmental resiliency by continuing to identify, monitor, and assess potential environmental risks and threats, and by ensuring that development in risky areas such as floodplains, steep slopes, and potential wildfire locations is appropriately sited and designed. Strengthening and reinforcing infrastructure, such as roads, bridges, and utilities can help Loveland prepare for and adapt to change, but this concept also applies to natural systems. Continued stewardship of environmental

*"Many physical interventions—from floating buildings and levees to wet floodproofing—can be employed to create resilience, depending on the particular set of risks faced by a community. However, the most successful strategies will work in concert with the natural ecosystem where they are used. In northern Colorado, that means development patterns must be able to respond with agility to the cycles of fire, flood, and drought that strike the region. Regular forest burns and the cleansing and depositional activities of floods are necessary to support important ecosystems that in turn support us and create the beauty that makes this region stand out."*

From the 2014 Urban Land Institute (ULI) Advisory Services Panel Report for Northern Colorado, *Connected Systems, Connected Futures: Building for Resilience and Prosperity*.

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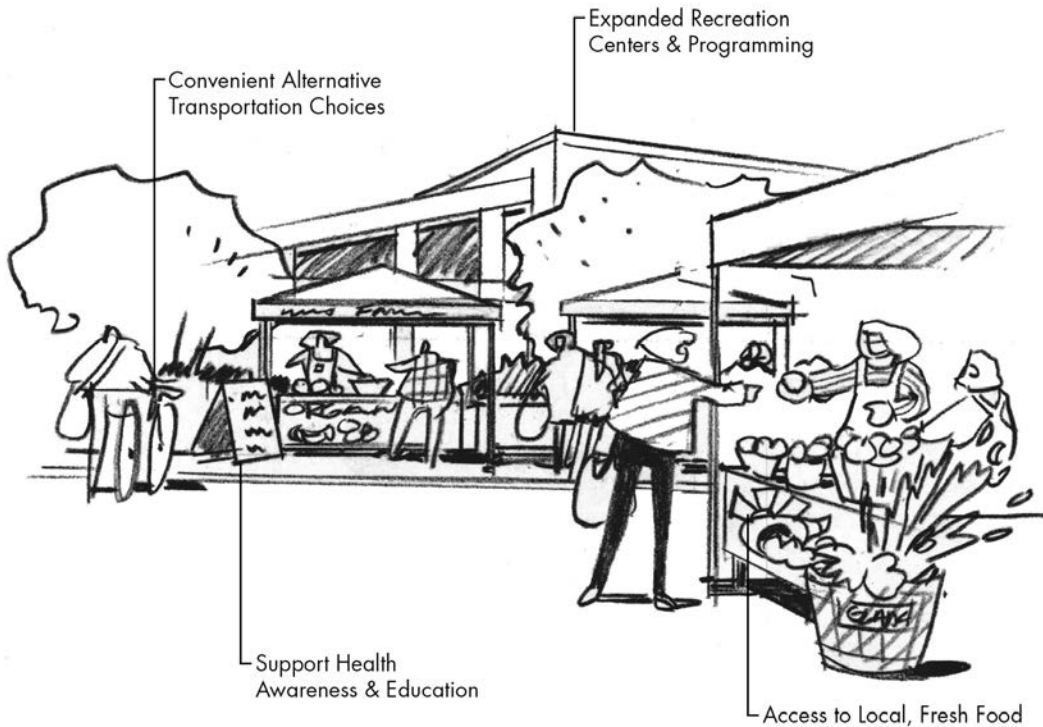
resources like air, water, rivers, and soils is essential in managing risk and supporting the community's high quality of life.

Like all modern urban communities, Loveland depends heavily upon the proper functioning of infrastructure systems including the electric power, stormwater, potable water, wastewater, and transportation networks. The importance of these systems can be easily overlooked by the general population, but a community's reliance on infrastructure becomes painfully evident when systems fail in disaster events like the 2013 flood. As Loveland continues to recover from the damage caused by the historic flooding, the City is planning for enhanced infrastructure resilience compatible with the Governor's "build back better and stronger" initiative. Infrastructure resilience entails reduced failure probabilities (better infrastructure design), reduced negative consequences when failure does occur (through redundant systems and emergency management planning), and reduced time required to recover.



## Health & Wellness

*Create a Safe and Healthy Built Environment*



*Artist's rendering, 2014*

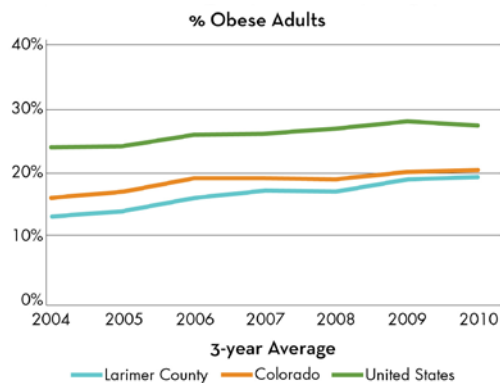
Health is important to Loveland residents, and stakeholders see the many strong connections between quality of life, health, wellness, economic vitality, and how a community is designed and built. Community planning can have a positive impact on chronic disease and related health factors by improving the built environment – a fact supported by an emerging body of research. Improving our built environment includes enhancing walking and biking opportunities, increasing options for healthy affordable food through community gardens and farmers' markets, and expanding access to parks and open space. Community planning that incorporates health and wellness influences the quality of life experienced by

*The best indicator of an individual's quality of life is their physical and mental health. All other community benefits are only appendages to this basic human need.*



all residents, business owners, and visitors – regardless of their age, income or ability. Seniors who age-in-place, as well as toddlers who play in a park daily, are the beneficiaries of a land use plan that includes public health considerations.

A community’s physical and mental health strengthens the local economy. A connected, accessible built environment enhances the value and desirability of the community to residents and employees alike. The young skilled workforce that top employers seek particularly value active living and transportation options that contribute to healthier lifestyles. Conversely, the leading causes of preventable death and disease in Larimer County (heart disease, stroke, type 2 diabetes and certain types of cancer) weaken economic development, employee productivity and student achievement. Because statewide obesity rates have doubled during the last two decades, healthcare costs in Colorado related to overweight and obesity exceeded \$1.6 billion<sup>2</sup> and nationally, over 21% of annual medical spending is attributable to obesity<sup>3</sup>. (For more on the health drivers and trends in Loveland, see the Existing Conditions Health Snapshot in Appendix F). Physicians, schools, community organizations, parents and local governments are beginning to work together to increase opportunities for healthy eating and physical activity and reduce the economic and social burdens of chronic disease on their community.



*Overweight and obese children and adults are rising at a higher rate in Colorado and Larimer County than the rest of the nation (Colorado Behavior and Risk Factor Surveillance System (BRFSS), Colorado Department of Public Health and*

[Regular physical activity is a cornerstone of one’s quality of life – helping control weight, reduce the risk of preventable diseases and some cancer, improve mental health, and increase chances of living longer. The layout and design of the City’s built environment has a major bearing on individual physical activity<sup>4</sup>.](#) The role of the City is paramount in this collaborative approach, since it reviews all

<sup>2</sup> Trogon, J.G., Finkelstein, E.A. Feagan, C.W., Cohen, J.W. (2012). State- and Payer Specific Estimates of Annual Medical Expenditures Attributable to Obesity, Obesity, 10, 214–220. Dollars cited were from 2009.

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



transportation and land use improvements as well as investing directly in public infrastructure. Simple changes in the built environment can result in measurable benefits such as,

- When community design accommodates and integrates pedestrians and bicyclists, there are higher rates of walking and biking<sup>5</sup>. For each half mile walked per day, people are about 5 percent less likely to be obese.<sup>6</sup>
- People living in highly walkable, mixed-use communities are more than twice as likely to get 30 or more minutes of daily exercise as people who live in more auto dependent neighborhoods.<sup>7</sup>
- In low-income neighborhoods, each additional supermarket increases residents' likelihood of meeting nutritional guidelines by one-third.<sup>8</sup>
- Pedestrian accidents are 2.5 times more likely on streets without sidewalks than on otherwise similar streets.<sup>9</sup>
- Improved air quality reduces asthma problems and days missed from work while enhancing aesthetics (see Environment section for air quality policy).

Through public outreach, Loveland residents overwhelmingly expressed a desire for an improved and expanded bicycle and pedestrian system to make walking and bicycling an easier and safer transportation choice – described in detail in the Mobility section that follows. Specifically, safely and conveniently connecting existing neighborhoods to parks, grocery stores, schools and commercial areas was identified as a priority. Also, encouraging new mixed-use, mixed housing type developments with walkable or bikeable access to daily needs provides an opportunity to make physical activity a routine part of life and reduces dependence on an automobile.

In addition to diverse physical activity opportunities, access to healthy, affordable food is important to Loveland residents and

*Almost 60% of Loveland adults recently surveyed say they get sufficient exercise, nearly 70% say they get moderate to vigorous exercise, and 13% report taking part in no physical activities (Health District of Northern Larimer County 2013, Centers for Disease Control and Prevention)*

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<sup>5</sup> Summer 2009 Research Brief, Active Living Research, Active Transportation Making the Link from Transportation to Physical Activity and Obesity

<sup>6</sup> Frank, et al., Linking Objectively Measured Physical Activity with Objectively Measured Urban Form: Findings from SMARTRAQ, American Journal of Preventive Medicine, at 117-1255 (February 2005)

<sup>7</sup> L. Frank, et al, *supra* note 5.

<sup>8</sup> K. Morland, et al, *The Contextual Effect of the Local Food Environment on Residents' Diet*, American Journal of Public Health (November 2002).

<sup>9</sup> R. Knolblanch et al., *Investigation of Exposure Based Pedestrian Accident Areas: Crosswalks, Sidewalks, Local Streets and Major Arterials*, at 126-133, Federal Highway Administration, Washington, D.C. (1988)





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

Expanded partnership for Safe Routes to School



Completion of sidewalks



Completion of Recreation Trail



Preservation of land for urban agriculture and local food distribution



Neighborhood markets



Improved bicycle lanes with street trees

Added parks with improved access



## Plan Policies and Supporting Strategies

**Policy 1.** Create convenient, safe and diverse physical activity opportunities for residents of all



ages, abilities, and income levels (see also Mobility section for bicycle and pedestrian policies and the Environment section for environmental health policies).

- Strengthen and expand relationships with community partners and stakeholders, including the Safe Routes to School Task Force, to increase opportunities and education around walking and biking to school for all students.
- Improve traffic calming and streetscapes on local streets through elements such as street trees and detached sidewalks to reduce traffic speeds while increasing pedestrians' and cyclists' comfort and safety.
- Encourage and support bicycle and pedestrian infrastructure improvements for local trips with safe and easy access to routine goods and services.
- Increase and expand bicycle and pedestrian connectivity and safety for easy access to parks, natural areas and the Recreation Trail.



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

Deleted: Gutierrez

**Policy 2. Encourage the availability and affordability of healthy, fresh food throughout the City.**

- Create a land use pattern that facilitates residents' convenient access to healthy retail foods at neighborhood locations and through a range of scales and sizes.
- Promote and preserve urban agriculture opportunities to support local food production, distribution and Loveland's agricultural heritage.
- Identify appropriate locations for and support community gardens, such as within new developments or City parks.

Deleted: affordable

**Policy 3. Attract and maintain accessible, first-class hospitals and medical facilities in Loveland.**

- Work with healthcare providers to ensure that their goals are considered when evaluating land use patterns.
- Consider the range, scale, market demands for, and placement of health care services and resources in relation to residential and mixed-use areas to support access for older adults and low-mobility residents.

Deleted: <#>Incorporate healthy eating and physical activity opportunities into existing City events as appropriate. ¶

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

- Develop, operate, and program specialized recreation facilities in accordance with service level guidelines defined in the 2014 Parks and Recreation Plan.



- Improve and provide safe, accessible, attractive indoor and outdoor facilities that meet the recreation programming goals of the community.
- Coordinate the provision of recreation facilities with other local governments, special districts, and the Thompson R2- J School District as appropriate.

### Relevant Indicators

- Sidewalks and Bicycle Infrastructure
- Connectivity
- Neighborhood Walkability
- Bicycle and Pedestrian Project Identification Completion



## Environment

*Celebrate our Natural Assets in an Urban Setting*

*Artist's rendering for 287 Strategic Plan, 2015*



Loveland is defined by its natural beauty, a diversity of Rocky Mountain foothills and the Great Plains landscapes, and by the Big Thompson River that runs through the city. Preserving Loveland's natural assets, and growing and building in ways that will not only protect but celebrate our natural surroundings is important to Loveland residents and to the local economy.

Through this plan, the Parks & Recreation Master Plan, and community surveys, residents have clearly communicated that recreation is essential to their quality of life and that having ample opportunity to enjoy nature and the outdoors improves their health, wellness and fitness. Residents have also communicated that the most important additions to Loveland's recreational offerings would be more trails and bike paths, accessible open lands and natural areas, and more community parks and facilities.



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## **Create Loveland and Water**

Create Loveland seeks to help Loveland become a more water efficient community by considering the impact of land use decisions on water use while anticipating how water supply will have an impact on future land use options. Currently, the water supply is not seen as placing immediate limits on Loveland's growth. However, it will need to be continually monitored through the Raw Water Master Plan.

A level of service analysis conducted for the 2014 Parks and Recreation Master Plan found that Loveland provides fewer trails and pathways, less accessible open space acreage, and less indoor recreation space on average than peer communities of Fort Collins and Longmont. The study also revealed that Loveland would need to increase its acres of parkland and open space and miles of hard and soft-surfaced trails to maintain current service levels and be well-positioned to provide abundant recreational opportunities as it grows in the future.

Loveland's position at the mouth of a steep, narrow canyon makes its floodplain prone to sediment deposition, channel movement, and damage to property and critical infrastructure. Extreme flooding in the Big Thompson River watershed is part of a recurring natural cycle and the river will inevitably flood again. In 1976 and recently in 2013, significant losses occurred to the community's economic, riparian, aquatic, recreational, scenic, and infrastructure resources due to severe flooding.

Today, residential and commercial development and City infrastructure occupy land that was formerly part of the Big Thompson River floodplain. The intensity and frequency of flooding has been exacerbated by development that has further constricted the floodway. Hundreds of homes and businesses have been damaged or destroyed in recent floods, and many of these properties are unsuitable for reconstruction or future development.

Careful planning can improve our community's resiliency to natural disasters while protecting and preserving Loveland's valuable, natural assets. The City is currently working toward conserving floodplains and waterways, restoring the Big Thompson River and city streams and creeks, as well as trying to further connect Downtown to the Big Thompson River (see Figure 2-4).







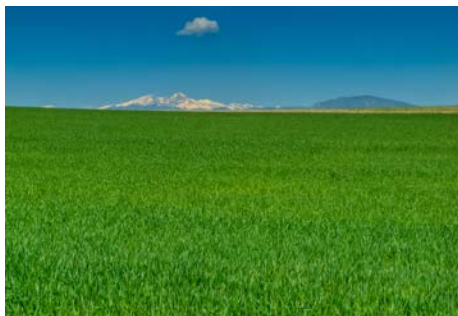
## Plan Policies and Supporting Strategies

### **Policy 1. Protect sensitive natural area wildlife and habitat from development impacts.**

- Coordinate land development and land conservation efforts between City departments, Larimer County, non-profit partners and landowners.
- Inside the Loveland GMA, lead in protecting open lands using a variety of protection techniques in partnership with willing landowners, including: acquisition; conservation easements; zoning tools such as Cluster Development, Transfer of Development Rights (TDR's), and the development process.
- Outside of the Loveland GMA, collaborate to conserve high value lands through regional conservation efforts with non-profits, the State, Larimer County, and adjacent municipalities.
- Realize the opportunities to protect wildlife movement corridors along waterways and foothills as Loveland grows to the west by linking open spaces and drainage easements through and between subdivisions.
- Complete a system of contiguous open lands in accordance with the Potential Open Lands Areas Map and associated criteria in the 2014 Parks & Recreation Master Plan.
- Implement development standards and mitigation measures from the Parks & Recreation Master Plan for the Big Thompson River Corridor, designated wetlands, and identified natural areas to offset or accommodate the impacts of development.



*Clustered residential development allows for integrated open space*



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

Deleted: within the Loveland GMA

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

- Accomplish a vision for the Big Thompson River that combines abundant wildlife and high-quality scenery with access via public property to river-related recreation opportunities.
- Restrict development in the 100-year floodplain.
- Reconnect the Big Thompson River with its floodplain and gravel pits to absorb storm volumes and velocities, and to continue its natural function.



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- Assess the risks and identify means to avoid and mitigate the effects of identified natural hazards on the built and natural environment.
- Update and implement a hazard mitigation plan in tandem with regional efforts.

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

- Maintain open land values in accordance with their purpose and management, providing recreational access where appropriate (e.g., maintain those open lands containing high-value habitat as relatively undisturbed wildlife areas).
- Encourage urban agriculture within incorporated areas, with larger working farms and ranches to continue within community separators.
- Require a financially sustainable approach to land [acquisition](#), stewardship and funding over the long term.

**Policy 4. *Protect and maintain environmental resources and quality.***

- Maintain and improve air quality by working towards a jobs-housing balance that reduces the need for long commutes, creates a land use pattern that supports effective alternative transportation options, and supports a large and healthy urban forest.
- Reduce sources of water pollution by using site design practices that improve storm water quality, such as Low Impact Development (LIDs) and storm water best management practices (BMPs).
- Foster responsible and balanced development of oil and gas resources in a manner that minimizes negative effects to existing and future land uses and other impacts.
- Evaluate a dark sky ordinance city-wide or for western Loveland and the Big Thompson River corridor.
- Actively promote landscape practices that conserve water, reduce pesticide and fertilizer application and restore biodiversity.
- Mitigate the urban heat island effect by encouraging a mature tree canopy and the addition of trees in parking lot landscaping.
- [Plant and maintain the urban forest along streets while minimizing utility conflicts.](#)
- [Collaborate with gravel mining interests to ensure that mining operations are conducted to meet community values and restore ecological function. Develop innovative approaches to gravel mine reclamation that will provide wildlife habitat, restoration of native landscapes, recreational opportunities, connected flood storage, and other public values.](#)

**Policy 5. *Support energy choices for Loveland residents and businesses that include clean sources.***

- Investigate options for alternative renewable energy generation on City properties.
- Support enhanced home efficiency and performance measures to reduce energy costs and conserve resources (e.g., energy/water efficiency, rooftop solar, etc.).
- Encourage high performing (i.e., LEED, Sustainable Sites) building methods in existing and new construction.





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

- Implement the Parks & Recreation Master Plan.
- Leverage recreational resources by creating community destinations that act as economic generators attracting tourists, businesses and residents.

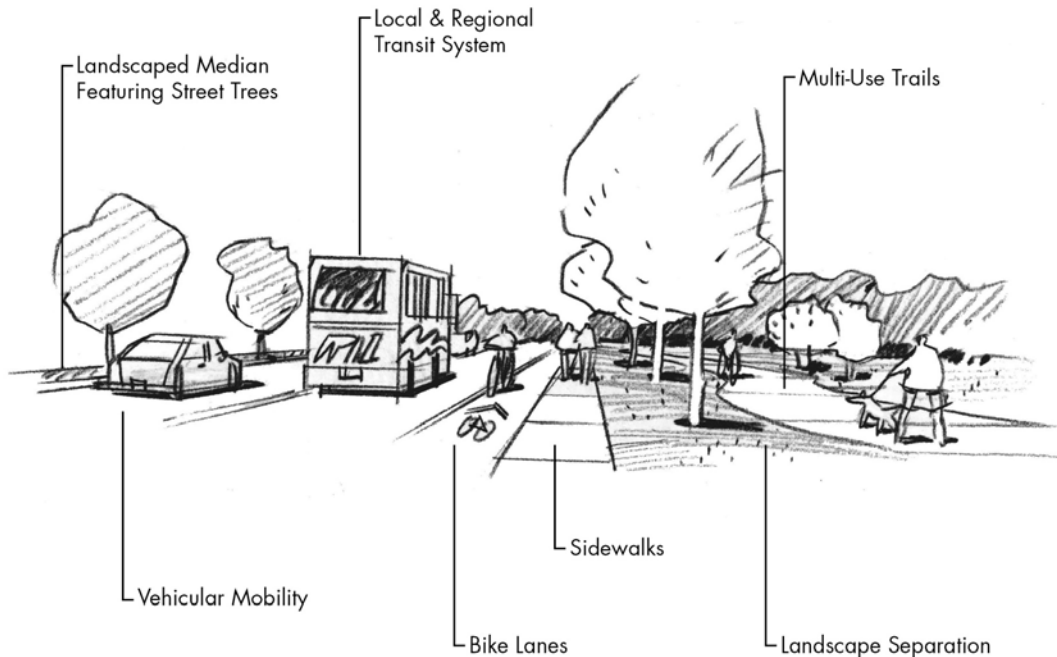
### **Relevant Indicators**

- Development in High Risk Areas
- Residential Water Use



## Mobility

*Create a Connected and Accessible Community*



*Artist's rendering, 2014*

Loveland continues to experience above average population growth, at a rate of 39% between 2000 and 2012 compared to 21% statewide. This rapid rate of growth is challenging the existing transportation network. The City's historic core contains a higher and denser mix of land uses and a street grid that provides a high level of connectivity for walking, biking and driving. However, beyond the core, post-war suburban and rural neighborhoods are characterized by low-density residential uses and include fewer through streets, wider streets, and more cul-de-sacs, which makes them largely auto-dependent and difficult to efficiently serve with public transit. Loveland's lakes and floodplains act as barriers to through travel by all modes and can create bottlenecks and congestion. I-25 and the BNSF Railroad connect Loveland to statewide markets, yet these regional transportation facilities create additional barriers for local travel by other modes. For more on the existing transportation conditions and trends in Loveland, see the Transportation Snapshot in Appendix F.



*Mobility*, or the ability to move freely or easily, in the community plays a large role in the standard of living for residents, and a well-balanced, well-maintained transportation system is critical for sustaining Loveland's high quality of life. Improving vehicular mobility, transit accessibility, and pedestrian and bicycle connectivity and safety is a priority for the City. Traffic will increase in the coming years, so citizens are very interested in creating multimodal corridors, updating key intersections and encouraging new east-west vehicular corridors. The safer and more convenient the bicycle and pedestrian network becomes, the more local retailers and employers will benefit. Also important, is the concept of *Accessibility* which refers to people's ability to reach goods, services, and activities using their desired mode of transportation. Accessibility means considering not only if people can get around quickly, but also how well the City's land use pattern supports people's ability to have access to jobs, activities, goods and services proximate to where they live. [Improved accessibility can help populations with mobility challenges, such as the elderly.](#)

Many residents have expressed concern about the lack of reliable public transportation and convenient non-motorized options in Loveland. They want to see completion of the Recreation Trail and regional trail corridors, and more progressive planning for shared use paths and recreational trails in new and older developments. There is a strong desire for a bicycle and pedestrian network that serves commuter, recreational, and social/errand trip purposes. They want a transit system that serves transit-dependent populations including the working poor and elderly, and also offers a viable travel choice for commuters within Loveland and regionally. With increasing traffic in the coming years, citizens are very interested in updating key intersections, making corridors multimodal,

#### Drive Alone



2000 | 2013  
82.5% | 79.0%

**-4.2% Change**

#### Carpool



2000 | 2013  
10.8% | 8.5%

**-21.3% Change**

#### Walk



2000 | 2013  
1.6% | 2.3%

**43.8% Change**

#### Public Transit (includes taxi)



2000 | 2013  
0.1% | 1.1%

**1000% Change**

#### Other Means



2000 | 2013  
1.0% | 4.2%

**320% Change**

#### Telecommute



2000 | 2013  
4.0% | 4.9%

**22.5% Change**

2000 US Census and 2013 American Community Survey

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and improving east-west vehicular corridors (see Figure 2-5).

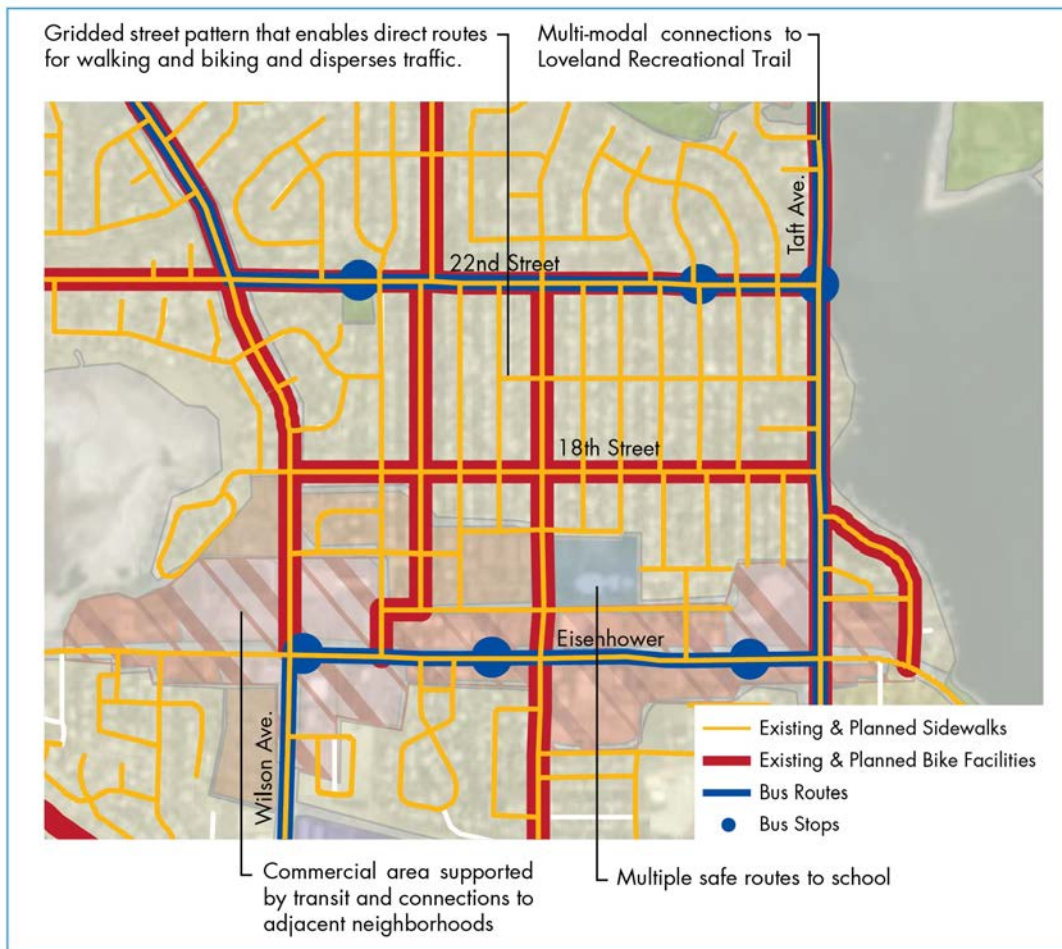


Figure 2-5. A connected and accessible street grid reduces traffic congestion and expands choices for all transportation modes (vehicle, transit, bicycle, and pedestrian). Transportation choices also strengthen retail performance and neighborhood vitality.

## Plan Policies and Supporting Strategies

### Policy 1. Plan a safe, efficient, coordinated and convenient multimodal transportation system.

- Integrate land use and transportation decision making to maximize infrastructure investments.



- Participate in the North Front Range Metropolitan Planning Organization's (NFRMPO) and CDOT's ongoing efforts to identify congestion, the causes of congestion and to recommend mitigation measures as required in the Congestion Management Process.
- Evaluate the established street levels of service to ensure that they meet the needs of the community and do not hamper walkability and quality neighborhood design.
- Implement Transportation Demand Management (TDM) programs and coordinate land use and transportation decisions to reduce single-occupancy vehicle trips by minimizing trip lengths and providing mixed-use and transit oriented development options.
- Coordinate with CDOT, the NFRMPO and neighboring jurisdictions to implement regional transportation projects on I-25, US 34, US 287, and SH 402.

**Policy 2. Provide infrastructure to make walking and bicycling convenient and viable for all types of trips and for all ages, abilities, and income levels.**

- Accelerate implementation of the 2012 Bicycle and Pedestrian Plan and NFRMPO Regional Bicycle Plan by considering a range of different funding sources and leveraging opportunities to combine bicycle and pedestrian projects with roadway capital projects and maintenance projects.
- Work with the School District to improve bike and pedestrian infrastructure near schools and connecting to neighborhoods.
- Enforce existing codes and ordinances that require property owners to maintain their sidewalks in good condition.
- Complete the Recreational Trail system of hard- and soft-surfaced trails for off-street, non-motorized, and non-equestrian recreation uses.
- Require that developments provide land, access or easements for the City's planned trail system when development proposals are submitted.



*Insufficient pedestrian infrastructure limits accessibility*



*Bike parking on 4th Street is located in space unused due to angled parking*



- Coordinate the provision of bicycle and pedestrian facilities among various government departments, and with other local governments, state and federal government, special districts, and the Thompson R2-J School District, as appropriate.
- Promote a walkable environment in commercial locations by connecting internal sidewalks to the public sidewalk network and designing internal pedestrian circulation that is safe, direct, and comfortable.
- Require new developments to provide bicycle and pedestrian improvements consistent with Loveland's street standards and the applicable land use category guidelines.
- Coordinate bicycle and pedestrian planning and implementation with other infrastructure projects and land use decisions. Specifically, ensure coordination in implementation of:
  - 2012 Bicycle and Pedestrian Plan
  - 2014 Parks and Recreation Master Plan
  - 2035 Transportation Plan
- Emphasize trail access for citizens inside the City's Growth Management Area.
- Consider the varying needs of citizens of all ages and abilities in planning and implementing the bicycle and pedestrian system.



*The area above promotes active transportation with a highly-connected network of sidewalks, bicycle facilities, and transit.*

#### **1. *Make the COLT bus system a convenient, efficient and functional choice.***

- Expand the City's public transit system consistent with adopted transit plans. Use transit plans when reviewing land use decisions to identify opportunities to make transit service more productive and better serve major transportation corridors and all major district destinations.
- Stimulate the local economy through investment in public transportation infrastructure and operations.
- Encourage transit-supportive densities in strategic locations and land use categories (see Chapter 3 Land Use Map and Transit Supported Development [land use category](#) description).
- [Encourage adequate funding and improvements to make COLT more convenient and communicate an image of quality to make it more desirable to choice riders.](#)

#### **Policy 3. *Establish and maintain convenient connections between neighborhoods and to local destinations.***

- Require well-connected streets, sidewalks, and bike paths/lanes in new developments and redevelopment areas and between neighborhoods. Examine Larimer County Urban Area Street Standards to find opportunities to increase street connectivity
- Establish street connectivity and block size targets that support walkability.



- Enhance street connectivity in new developments with shorter, pedestrian-scale blocks and narrower streets to improve walkability and connectivity. Provide intermediate pedestrian connections where block lengths are long.
- Provide incentives for highly connected grids and small block networks that exceed minimum requirements.
- Improve existing intersections to facilitate north-south and east-west traffic.
- Create new transportation corridors to overcome barriers to local traffic (waterways, railroads, I-25).
- Look for opportunities to locate service providers closer to the populations they serve.
- Recognize that transit alone is not sufficient to solve access issues for the elderly and those with disabilities and that the land use pattern must also support convenient, non-vehicular access to services.

**Policy 4. *Establish a sustainable financing foundation for a transportation system that provides dependable mode options with the ability to accommodate Loveland's growth.***

- Investigate all reasonable options for financing capital, operations, and maintenance costs for transportation and developing an implementation strategy that recognizes current funding realities and limitations. Seek funding sources that allow for stability and long range planning.
- Monitor the schedule and eligibility requirements and proactively pursue state and federal funding available through the North Front Range MPO, Colorado Department of Transportation, Federal Highway Administration, and Federal Transit Administration.

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### Relevant Indicators

- Sidewalks and Bicycle Infrastructure
- Mode Split
- Connectivity Index
- Walkability





## Neighborhoods & Community Assets

It is crucial to preserve the quality of life and small-town feel that citizens enjoy. Continued investment and improvement in developed neighborhoods and their unique identity, as well as new areas, play an important role in this. This includes creating “full-service” communities, with small mixed-use areas and neighborhood-serving uses such as a grocery store or daycare. Building neighborhoods around community amenities

such as parks and schools – as well as public art, festivals, and cultural offerings – fertilizes deep roots in relationships and a sense of community.



2013 Annual Quality of Life Survey

Loveland’s vision includes diversity in neighborhoods, from architectural style to housing types, tenures, affordability, and uses. Diverse neighborhoods will support housing equity, and a mix of housing types can provide for the needs of all ages, incomes and family types. Neighborhoods that include a variety of housing types and residents tend to be more resilient to economic challenges that affect particular homes or populations. In contrast, a neighborhood where all the homes are a similar size or layout, for example, may experience concentrated decline as consumer preferences change over time. A neighborhood with a variety of housing types also represents a more efficient use of infrastructure as the neighborhood is less likely to decline and cause the infrastructure to be under-utilized.

### Fostering Community Resiliency

A socially resilient Loveland fosters and maintains a high quality of life for those that reside and work in Loveland. While not all threats lie within the domain of City’s role in land use and the built environment, The City can support the health, wellness, and safety needs of residents, and cultivate opportunities for them to interact with others and engage in neighborhood and community matters.

#### Threats to Loveland’s Neighborhoods and Community Networks:

- The quality of and community support for lifelong education
- Public safety, including bicycling, and pedestrian safety
- Not capitalizing on demographic shifts such as aging and attracting millennials
- An unhealthy population, days missed from work, and preventable illnesses
- Missed opportunities or inadequate funding for future trail and park acquisition and open land conservation
- Lack of volunteerism and civic leadership

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Community resiliency also means that community members have options and choices when it comes to things like transportation, housing, employment, and recreation, so that people of all ages and abilities can lead independent and meaningful lives in Loveland. Solid leadership and strong regional relationships also help to unite community members and build a strong social fabric, which helps enhance Loveland's ability to respond to future challenges and opportunities.

Planning for community resiliency includes addressing factors related to the built environment, as well as integrating and addressing the social and economic needs and desires of residents. In terms of land use, Loveland can build social resiliency and capacity by ensuring that neighborhoods are walkable, connected, and within close proximity to shops, services, and public spaces so that people can easily and safely satisfy their daily needs and interact with one another.

Maintaining quality, safe, and desirable neighborhoods that incorporate a mix of housing options also helps to support and accommodate residents at different life stages, such as first-time homeowners, families with school-aged children, retirees, and senior citizens. In addition, the City of Loveland can support social resiliency by continuing to check in with and listening to the ideas and concerns of community members, as well as continuing to coordinate regionally and strengthen relationships with neighbor communities and service providers.

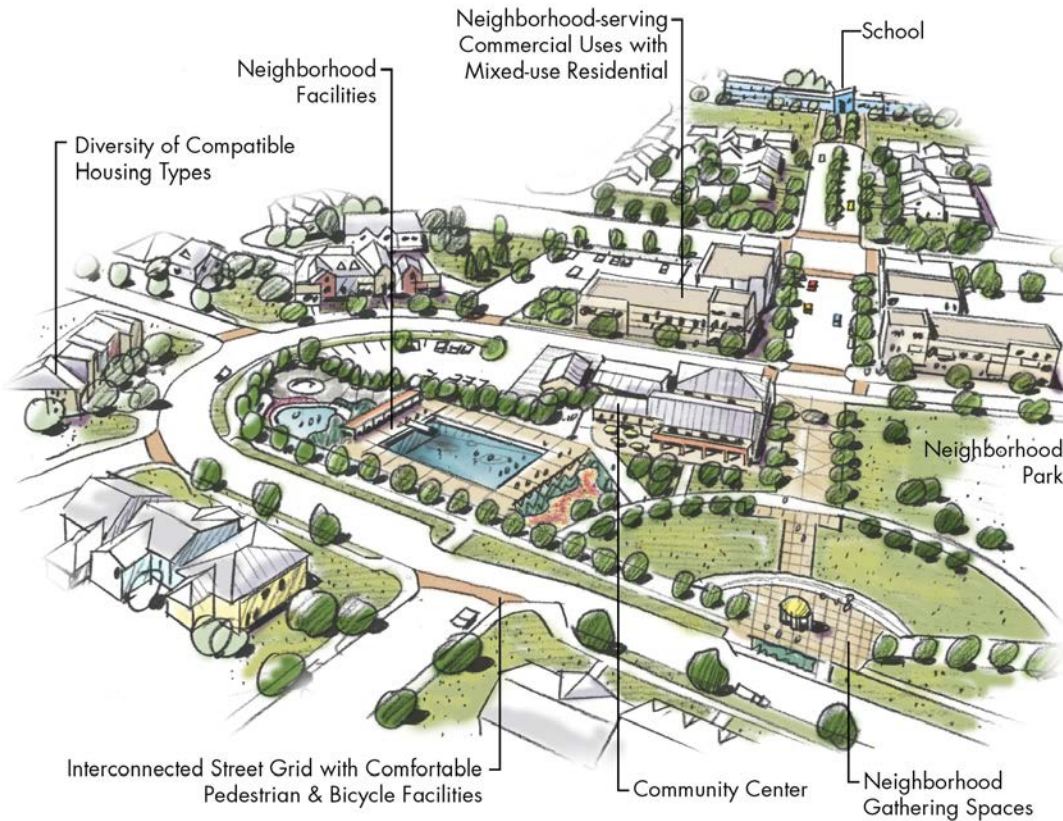
*"The awareness, energy, and resources that communities bring to recovery from a painful and heart-wrenching disaster can catalyze actions that contribute to broader objectives of livability and sustainability. Those communities that recognize that linkage become stronger, more vibrant, and better able to withstand future events, because they have laid the groundwork for maintaining themselves as healthy, functional, and self-sufficient—they bounce forward."*

From the 2014 Urban Land Institute (ULI) Advisory Services Panel Report for Northern Colorado, *Connected Systems, Connected Futures: Building for Resilience and Prosperity*.



## Housing

### *Facilitate Complete Neighborhoods*

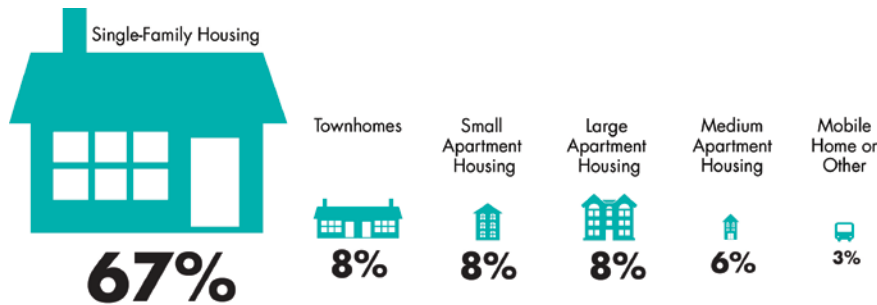


*Artist's rendering, 2014*

An attractive and diverse housing stock is vital for the City of Loveland to preserve its position as an attractive place to live and support its economic development goals. The evolving North Front Range economy and changing demographics are altering the dynamics of the local housing market, requiring an updated understanding of local housing needs. This comprehensive plan update provides the City the opportunity to strategically plan for its next phase of housing development, ensuring housing development meets the current and future needs of its residents.



Since the 2005 Comprehensive Plan, City efforts have focused on creating welcoming neighborhoods; continued neighborhood growth throughout various parts of the City, with an emphasis on integration into the existing physical and social environment; and a variety of housing styles and types throughout the community that result in appropriately dense development. For more on the existing housing conditions and trends in Loveland, see the Housing Snapshot in Appendix F.



*2013 American Community Survey*

The public input process revealed a wide range of views among residents regarding how housing development should be prioritized and approached in the future. [In addition to public comments on new housing opportunities \(see Figure 2-6\), many residents referenced current housing conditions. Residents stated the need for home improvements, which is unsurprising given that over 40 percent of Loveland housing units were constructed before 1980. However, many residents also noted an appreciation for the City's historic neighborhood design and suggested utilizing a similar pattern for future housing and neighborhood development. Loveland must also acknowledge and assist aging residents within the City, a group that will have increasing housing accessibility needs.](#)

Moved (insertion) [1]

One recurring theme among residents is the desire for increased multifamily and mixed use housing development, housing types that are relatively limited currently—approximately two-thirds of Loveland housing units are single family homes. It is important for Loveland to continue to balance its past goal of not becoming overly dense with the realities of the current housing demands. The incorporation of multifamily and mixed use housing translates to a more diversified housing market overall, with greater variation in housing types, tenures, affordability and uses. With rental unit vacancy rates at a 10-year low and median gross rents at a high point, the Loveland housing market is in need of increased multifamily and mixed use housing.

[Current market trends show the popularity of neighborhoods that mix different housing types and densities with commercial and civic development in a pedestrian and bicycle friendly environment. With proper policies and zoning options, the development of these “complete neighborhoods” can be](#)



a viable and efficient option for the Loveland community. The land use plan and category descriptions such as the “Complete Neighborhoods” optional overlay in Chapter 3 provides a path for the creation of these neighborhoods.

It is the intent of this plan to allow mixed use housing types as an option for future development. As Loveland grows it will need to accommodate a wider variety of housing preferences. Development of a variety of neighborhood types should be an efficient process with high quality outcomes. As density increases, so too should community amenities, open space, and design quality.

There is a clear relationship between the income level of jobs throughout the City and housing types. A large proportion of retail and service-oriented jobs and slow growth in primary jobs exacerbates housing affordability issues. While multifamily and mixed use housing will help address housing affordability, a number of residents explicitly stated the need for increased affordable housing throughout the City. For Loveland to grow as a community in the fashion it wants—diverse, multi-cultural and vibrant—it needs to attract primary jobs, higher paying employers and prioritize creating housing affordability throughout the City.

We are a community that encourages affordable housing, and considers housing affordability in land use decisions. When communities talk about affordable housing, often it is reference to a program that provides support, financial or otherwise to the production and maintenance of housing that charges below-market rates. The decision to undertake an affordable housing program is often based on the availability of funding, which competes against other City priorities on a yearly basis.

A more fiscally sustainable and resilient approach that can be implemented through a comprehensive plan is one that addresses housing affordability. Housing affordability speaks to the amount of income households have to spend to meet their housing needs. In a community with a housing affordability problem, households have less money to spend, for example, at local businesses.

A community that provides a wide range of housing types is more likely to have a housing supply and market that adequately serves people across the income spectrum. Density also plays a role in allowing market rate housing to be affordable because higher density housing has lower land costs per unit and can therefore be sold or rented for a lower price. Because housing and transportation are typically the two largest expenses in a household, locating housing so that a family only needs one (or no) car in order to access school, work, shopping, and recreation can have a positive impact on a family’s finances.

This comprehensive plan supports housing affordability by facilitating the mixed density neighborhoods.

**Moved up [1]:** In addition to public comments on new housing opportunities (see Figure 2-6), many residents referenced current housing conditions. Residents stated the need for home improvements, which is unsurprising given that over 40 percent of Loveland housing units were constructed before 1980. However, many residents also noted an appreciation for the City’s historic neighborhood design and suggested utilizing a similar pattern for future housing and neighborhood development.¶

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



[close to transit service and ensuring that sufficient density is allowed in order to keep land costs per housing units reasonable. It further emphasizes retaining and attracting higher wage employers beyond traditional service employment.](#)

The City has prospered over the last decade in large part due to its well-conceived and executed housing strategy. While many of the goals today are the same as they were then, it is important for this updated plan to reflect the present demographic, economic and housing characteristics. Policies promoting the development of new diverse, affordable, integrated and accessible housing will ensure Loveland continues its legacy as a welcoming and inclusive community.



The following land use policies will ensure that the City continues its commitment to a diverse community, grows residentially in an appropriate manner, acknowledges and provides for the needs of its residents and retains its historical character.

#### **Aligning Community Desires with Market Demands**

A good plan works with the market to achieve community desires. Loveland stakeholders have expressed a wish to live in a community that provides a range of retail and service options, including smaller outlets located within their neighborhood. However, current trends in commercial development may be favoring consolidation into larger sites. Create Loveland looks for opportunities to work with developers to create neighborhood commercial nodes while recognizing that not all commercial development will fit this pattern.



*Multifamily housing options*



*Senior housing options*



*Development that recalls historic neighborhoods, with alleys and detached sidewalks*







- Identify areas of the community appropriate for more diverse housing types and neighborhoods. As transportation intensity increases, housing intensity can increase to support transit and walkability goals.
- The Complete Neighborhoods designation is intended to encourage alternatives to standard LDR and MDR development city-wide (see Chapter 3). Criteria for applying Complete Neighborhoods includes but is not limited to: public support; development program; transportation network that gives highest priority to pedestrian and bicycle modes; and site potential to create a fine-grained mix of housing types, densities, and neighborhood scale commercial and civic uses that accommodates a variety of household incomes, ages, and sizes.
- Promote multifamily housing and mixed use developments that attract young families and retirees and provide for non-traditional households.
- Increase regulatory flexibility to allow for neighborhood commercial land uses and higher-density and mixed use housing in appropriate locations, i.e., near commercial centers, transit stops and arterial roadways.
- Provide incentives such as density bonuses or allowances for accessory dwelling units for neighborhoods that mix housing unit types and contain a commercial component desired for walkability.
- Encourage development of housing types that appeal to high-quality employees and employers.
- Use creativity and flexibility to achieve quality design in small lot neighborhoods. Allow for smaller housing units to accommodate a variety of housing needs.

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

- Identify and resolve barriers that impede the development of affordable housing.
- Support market based mechanisms (i.e., density bonuses, fee waivers) to increase the supply of affordable housing.
- Prioritize the development of affordable housing near commercial/employment centers, transit stops and social services.
- Where appropriate, integrate affordable housing into new mixed-income neighborhoods to reduce segregation and concentration of poverty.

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

- Protect and preserve environmental assets in sensitive areas and adjacent to City Open Lands by using clustering development techniques.
- Encourage a portion of new housing development to recall historical neighborhoods, including a variety of housing, alleys and small gridded blocks.
- Allow live/work and commercial uses in residential neighborhoods where appropriate.
- Retain some residential neighborhoods as purely residential.
- Utilize residential design standards to achieve neighborhoods that have attractive streetscapes and public realms not visually dominated by garages.





**Policy 4. *Promote integration of housing in commercial and employment centers (see Chapter 3 Land Use Categories).***

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

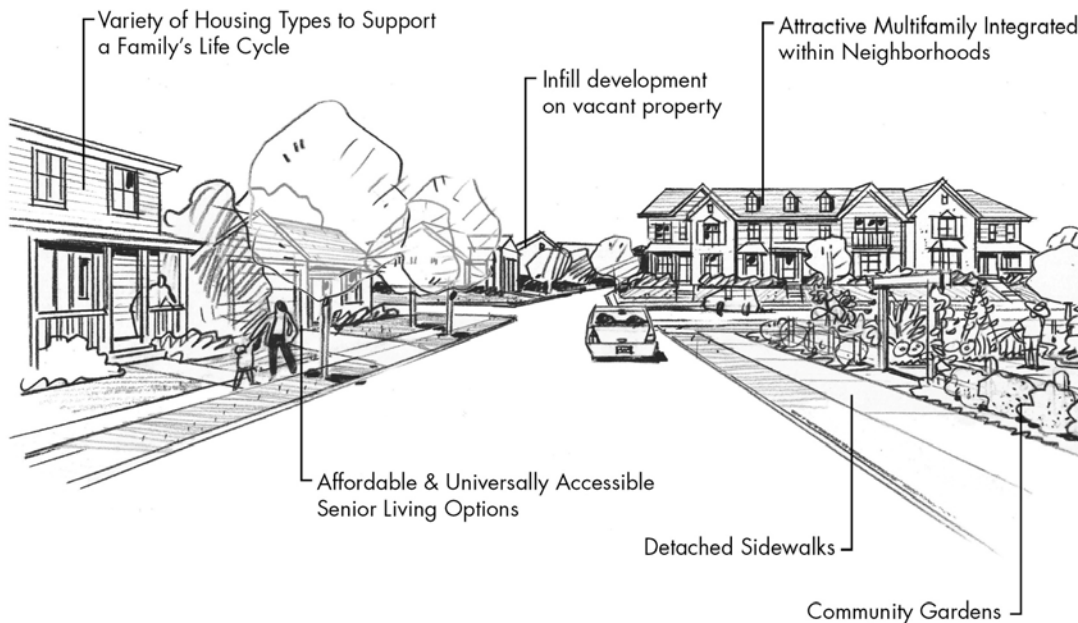
**Relevant Indicators**

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



## Neighborhood Character

### *Invest in Loveland's Older Neighborhoods*



*Artist's rendering, 2014*

Loveland's established neighborhoods are key to continuing its revitalization and prosperity. Loveland's oldest districts require unique strategies to leverage property owner reinvestment and civic pride. These nearby districts are often Loveland's most ethnic-, architectural-, age- and income-diverse neighborhoods and have long been attractive for their proximity to civic areas, Downtown amenities and businesses. Continued investment and improvement in Loveland's older neighborhoods will play an important role in preserving the historic charm and small-town feel that citizens enjoy and value.

Older neighborhoods offer a prime opportunity to make the most efficient use of existing infrastructure and achieve affordable housing goals. Established neighborhoods are similarly some of the City's most compact areas and offer the greatest potential for allowing people to stay in their homes as they age, make walking/biking easy and cost-efficient, attract young families, and provide for the growing number of non-traditional households. Yet they often lack basic infrastructure improvements, such as sidewalks and bike lanes.

**Moved down [2]:** The City recognizes that a gap exists between the needs and abilities of older adults and the common design of the built environment and therefore supports policies which eliminate this gap. Actively involving older adults and an aging perspective in City land use and zoning processes can help raise the level of functioning and independence of older adults. This gap will narrow with an "age in everything" approach to planning, where older adults are considered in all program, housing, and facility planning.



Many residents voiced concern that older neighborhoods are at risk of neglect, and that older homes should be preserved and renovated to maintain historic neighborhood character. It is a sad reality that a few older neighborhoods have declined and suffer from sub-standard conditions.

*2014 GIS Loveland parcel data*



**Two in five** houses were built before 1980.

These neighborhoods – largely built in the early 1900s through 1950s – are also diverse in their organizational structures. Many older neighborhoods have informally developed long-standing social traditions and activities that help bind residents of the neighborhood together. Other neighborhoods have no such traditions or leadership to communicate concerns to the City. In comparison, many newer neighborhoods have homeowner associations with leadership liaisons to the City, as well as coordinated common ground maintenance. [Redevelopment and infill development in existing neighborhoods faces a number of challenges: old infrastructure results in uncertainty and increased costs; existing neighbors may object to the prospect of change and increased traffic; sometimes the zoning of the property may not correspond with the development potential of the property or the requirements may make the development infeasible. Create Loveland recognizes the importance of](#)

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allowing Loveland's older neighborhoods to evolve – balancing stability with vibrancy. While the Plan cannot make old water and sewer pipes new again, it can address the concerns of neighbors and lay the groundwork for utilizing zoning to support and not hinder redevelopment.

Zoning can address neighborhood concerns by including infill or redevelopment standards that address how new development relates to existing development instead of focusing solely on height, density, setbacks, etc. like current zoning policy does. Better standards can increase the level of certainty around development for both the neighbors and the developer. Zoning roadblocks can also be removed by modifying or loosening standards to make it more financially feasible or easier to fit a project onto a property. Care must be exercised as loosened standards can make a neighborhood less likely to accept change.

Changes to economic conditions and consumer preferences can make it so that the zoning of a neighborhood does not allow for development demanded by the market. When pursuing a change in zoning in order to make development economically feasible in an existing neighborhood, care must be taken. Rezoning can be an appropriate tool when it would support not only the economic development of the property, but also the larger goals of the community and City, and not push too much change, too fast on an existing neighborhood. The vested interests of property owners is an important consideration. Examples of an appropriate situation might be where a property is located in a transitional area where an investment in infrastructure is being made. Rezoning should be in compliance with the Comprehensive Plan and must not be spot zonings which are not allowed by law.

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

Last but not least, the City recognizes that a gap exists between the needs and abilities of older adults and the common design of the built environment and therefore supports policies which eliminate this gap. Actively involving older adults and an aging perspective in City land use and zoning processes can help raise the level of functioning and independence of older adults. This gap will

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Zoning has a limited ability to impact infrastructure issues. If Loveland wishes to address this barrier to redevelopment, it may need to use infrastructure planning and funding to do so.

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narrow with an “age in everything” approach to planning, where older adults are considered in all program, housing, and facility planning.



## Plan Policies and Supporting Strategies

### **Policy 1.** *Continue investing in older neighborhoods as they age.*

- Create safe and attractive connections from Downtown to surrounding neighborhoods through street tree plantings, pedestrian/bicycle infrastructure improvements, and pedestrian-scale lighting.
- Work with neighborhood organizations to identify and eliminate negative factors of blight, such as deteriorating infrastructure, in aging neighborhoods.
- Analyze blighted conditions by neighborhood and invest in infrastructure, to the extent that funds are available.

### **Policy 2.** *Reinforce the unique identity and visual appeal of neighborhoods (see also Housing Policy 3).*

- Continue improving park facilities in older neighborhoods to adjust for changes in demographics.



- Within individual neighborhoods, foster characteristics that differentiate neighborhoods from one another; design with unifying features such as pavement design, signage, landscaping, street lighting and fencing.

**Policy 3. *Support active living and aging in place (see Housing Policies 1 and 2).***

- Respond to trends in Loveland’s demographics (e.g., aging population) by encouraging housing diversity, accessibility, and affordability.
- Actively involve older adults and an “aging in everything” perspective in policy and capital improvement planning activities.
- Target new affordable housing development opportunities for existing residents.
- Encourage and provide support for mixed-use, mixed-income developments in areas undergoing redevelopment and/or revitalization.
- Support lifecycle housing for seniors to age in place.
- Create universal (i.e., enabling) housing design standards or incentives, allowing residents to age in place and creating full accessibility for all residents of varying levels of physical ability.

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**Policy 4. *Preserve historical residential character (see Downtown Policy 4).***

- Continue identifying historic properties and neighborhoods to preserve when supported by residents and owners.
- Encourage new development to respect and enhance the visual character of nearby historical buildings by designing new buildings to be compatible with the massing, materials, and setbacks of existing structures.
- Minimize and discourage alterations and new construction that weaken the historic integrity of individual buildings and/or a neighborhood.
- Preserve historical buildings that contain good design or other desirable features, and either restore to original condition or integrate the building into current design schemes while preserving their unique architectural style or design.

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

- Facilitate the rehabilitation of housing and redevelopment of aging private properties through the provision of loans, or technical support.
- Maintain the character, structural integrity, and appearance of new and existing developments including the appropriate use of landscaping.
- Stimulate infill in vacant properties and promote multiuse development in older neighborhoods by utilizing infill standards that allow for the development of buildings to meet today’s needs while being compatible with neighboring structures and providing certainty to neighboring residents.
- Emphasize strategic reinvestment in existing structures, e.g., solar systems, energy efficient appliances, insulation.

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## Relevant Indicators

- Residential Affordability
- Property Investment Activity
- Neighborhood Walkability

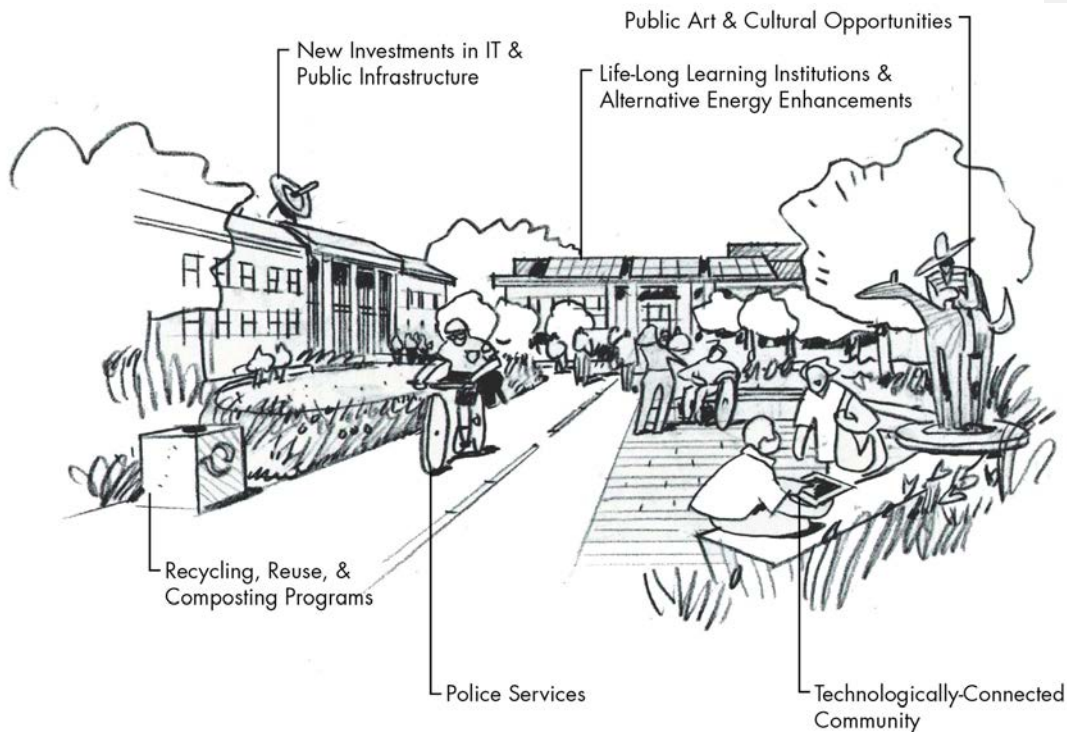


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## Community and Regional Services

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



*Artist's rendering, 2014*

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

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

**Environment:** Loveland's many lakes, reservoirs, canal, ditches, and of course, the Big Thompson River, all play important roles in the regional natural resources system. The balance between using





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

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

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

**Growth Management:** Loveland's Growth Management Area (GMA) establishes the extent of the City's planned future municipal boundaries. Within the GMA, there are several pockets of county land that are entirely or partially surrounded by Loveland City limits. These areas are serviced by the City (police, fire, etc.), but are not incorporated and do not contribute to City tax revenues. Some of these lands are undeveloped, but others contain homes and businesses. Pacing development at the



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periphery with redevelopment of the City's core and incorporation of existing enclaves is a more efficient use of land and infrastructure, and helps focus Loveland's resources.

Ideas for implementing this included: building above the floodplain, directing development away from areas prone to natural hazards, and predating new development on water, sewer and infrastructure capacities. The interface with surrounding towns will become more challenging, especially when it comes to shared services and community separators. Annexation policies below should be considered together with the Future Land Use Plan Map and Land Use category descriptions when evaluating



specific annexation, development or redevelopment proposal to ensure efficient provision of City services while encouraging infill development.

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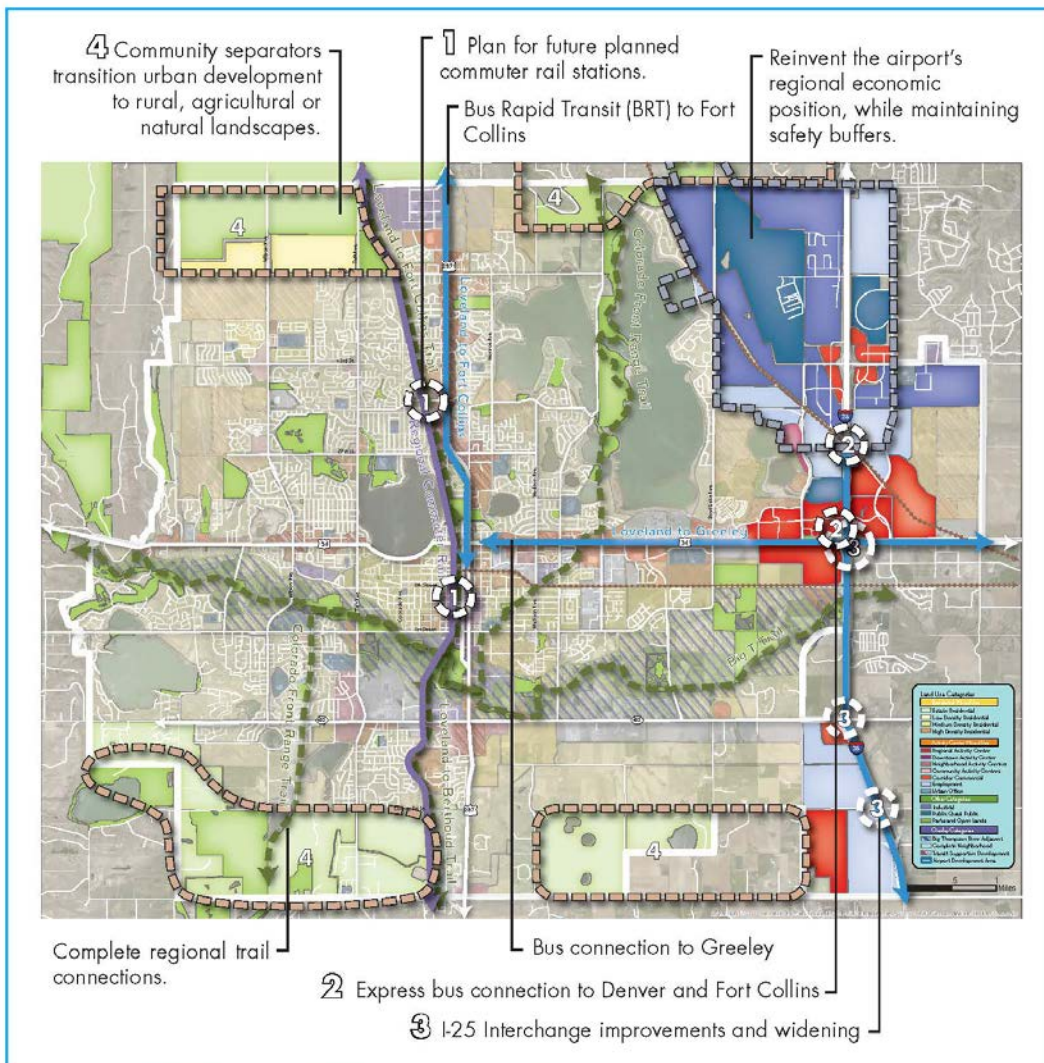


Figure 2-7: Community and Regional Assets. Land Use Plan opportunities to complete regional trail and transportation connections, and plan for sensitive transitions to surrounding municipalities



Community facilities already tend to be clustered near Downtown, ~~which is a~~ centralized and accessible area, especially for populations with limited access to transportation.

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

## Plan Policies and Supporting Strategies

### *Policy 1. Protect important regional lands and facilities (see also Environment Policy 1).*

- Accelerate the completion of regional and statewide trail corridors, such as the Front Range Trail, Big Thompson Trail, BNSF Fort Collins to Berthoud Trail, and other trails in partnership with adjacent communities and agencies.
- Coordinate regionally along the Big Thompson corridor, where floodplain protection and acquisition of open lands will play a vital role in community resiliency and recreation.
- Sensitively transition urban development to rural, agricultural, natural landscapes in the north, west, and south edges of the community through conservation easements, development review, and fee-simple acquisition.

### *Policy 2. Maintain and expand convenient transportation connections between regional destinations (see also Mobility Policy 4 and 5).*

- Proactively plan for and leverage Federal and state funding for regional transit, such as Bus Rapid Transit (BRT).
- Actively participate in NFRMPO regional transportation planning efforts to define current and future (2040) transportation needs of Loveland and the region as a whole.
- Work cooperatively with CDOT, the NFRMPO and other northern Colorado communities to identify opportunities to provide and increase the effectiveness of regional transit service and convenient freight route traffic along regionally significant transportation corridors. When possible, partner with freight railroads on Operation Lifesaver and Stay Safe programs.
- Investigate options for regional governance of transit service.
- Coordinate land use planning around future transit hubs and commuter rail stations to maximize the community's economic benefits in regional transit service.
- Encourage consistency between local capital improvements and regional infrastructure priorities.
- Coordinate with CDOT to support regional efforts to increase capacity on I-25.
- Coordinate with CDOT on the implementation of improvements along US 34, US 287, and SH 402.



*Airport development area*



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

- Support the implementation of the Airport Strategic Plan by protecting against encroachment of non-compatible land uses, creating and supporting a sustainable business model, and encouraging public and private investment.
- Locate appropriate new commercial development near the Airport, while maintaining flight buffers around the Airport.
- Encourage and incentivize development of aerospace technologies in the form of manufacturing, maintenance, and educational research both on and adjacent to the Airport.
- Create a multimodal transportation hub, as the Airport is located at a confluence of existing transportation resources such as the Union Pacific Railway, Interstate 25, US Highway 34, and aviation infrastructure that can support a wide variety of aircraft.
- Enhance and invest in airport safety and infrastructure that supports regional transportation demands.

**Policy 4. Coordinate the timing, location, and character of growth within the Growth Management Area (Annexation).**

- Annexations shall promote quality developments.
- All annexations shall be contingent upon a development agreement that clearly details the rights and obligations of the City and the land owner regarding the annexation and development of the annexed land.
- Property owners and developers are encouraged to assemble available adjoining land parcels and prepare a master plan design for the larger area, rather than submit separate individual proposals.
- Encourage the annexation of county enclaves within City limits and discourage the creation of future enclaves.

**Policy 5. Evaluate the fiscal and environmental impacts of development of annexation proposals.**  
*(Note: The following requirements are already applicable for the development or redevelopment of property already within the City as well.)*

- Consider the capacity of community services and facilities, environmental resources, education, and transportation to accommodate development when annexing new lands into the City.
- Consider the need for open lands and natural areas within the city limits when evaluating annexation proposals consistent with the recommendations contained in the adopted Parks & Recreation Master Plan.
- Minimize the short and long term costs to the City of providing community services and facilities for the benefit of the annexed area. Annexation proposals that are accompanied by a specific development proposal shall include a cost/benefit study detailing the economic impacts of the proposed development based upon a fiscal model acceptable to the City.



- Analyze the impact on the education system of proposed annexations, when accompanied by a specific development proposal, including recommendations of the Thompson R2-J School Board or their staff.
- The annexation of land should be allowed only if the owner can provide assurances that the land does not contain hazardous conditions that may pose a danger to the City or that reasonable avoidance and mitigation measures can be taken in the event that hazards or contamination exists. To make this determination, a Phase I Environmental Report should be prepared by a qualified third-party specialist.
- Evaluate all development agreements and proposed annexations against the fiscal model included in this plan, ensuring that they deal satisfactorily with any fiscal or environmental impacts upon the property.

**Policy 6. *Encourage a pattern of compact and contiguous development*<sup>10</sup>.**

- Direct growth to where infrastructure capacity is available, or committed to be available in the future. Continue to align financial incentives with contiguous development by requiring developers to install the infrastructure required to support their development.
- Expand urban development and levels of service in a thoughtful and deliberate way through integration in land use, utility, and transportation planning; implementation of growth management policies; and the identification and preservation of open lands and natural areas.
- Encourage development of new annexations that are immediately contiguous to other land in the City that are already receiving City services.
- Do not extend City utilities outside the City limits without formal approval by the City Council.

**Policy 7. *Coordinate growth boundaries and service efficiencies with adjoining governmental entities.***

- Seek opportunities to coordinate and partner with other local governments, special districts, school districts, and regional, state and federal agencies on the provision of community facilities that have multi-jurisdictional impacts.
- Engage in joint strategic planning efforts, as appropriate, with residents, landowners, adjoining municipalities, local service providers, and Larimer County to advance the vision and policies of Loveland's Comprehensive Plan.
- Consider and participate in updates to the Larimer County Master Plan, including build-out and utility provision time-frame criteria, with the location, distribution, compact pattern, and characteristics of future land uses designated within the City's Growth Management Area.
- Maintain intergovernmental agreements with Larimer County that accomplish the vision of Loveland's Comprehensive Plan, Larimer County Master Plan, and the growth management concerns of each jurisdiction.

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<sup>10</sup> Contiguous Development is defined as development of land that is contiguous to other land that is already receiving public services with emphasis on infill development. Leapfrog, scattered-site and flagpole development is discouraged. This definition refers to Loveland's policy for development, not the contiguity requirement in state municipal annexation act of 1965.



**Policy 8. *Remain regionally competitive.***

- Facilitate the extension of technological infrastructure throughout the City.
- Provide public services, facilities, and spaces that are accessible to populations with limited access to transportation.
- Coordinate with the Thompson School District, AIMS Community College, and higher education institutions to prepare the workforce of the future and encourage job creation.
- Create a land use pattern that allows for educational facilities to be fully integrated into the community, including commercial areas.
- Collaborate with police department, fire rescue authority, and school districts to ensure a safer Loveland.
- Maintain and improve current levels of service as the City continues to grow.



*Fire Administration and Community Safety Division*

**Relevant Indicators**

- Property Investment Activity
- Mode Split





## CHAPTER 2: OUR FUTURE

In this comprehensive plan update, the City has the opportunity to re-evaluate its land use and built environment policies to ensure their alignment with the City's vision.

Each element begins with a description of the community's core values, trends, and an artist's rendering and/or opportunities map illustrating its nexus to the Future Land Use Map presented in Chapter 3. Each element then presents a series of policies and supporting strategies to achieve the Community Vision in ways that are consistent with Loveland's values. The plan policies throughout this chapter, combined with the Future Land Use Map and land use categories in Chapter 3, constitute the City's Land Use Plan.

*How were the Elements, Plan Policies and Supporting Strategies developed? Through:*

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

[Note: Previous Chapter Organization Table moved to end of Chapter 1. New table below intends to improve user-friendly chapter organization)



Table 2–X. Element and Policy Reference Guide (final draft will include page numbers)

Chapter Section	Plan Elements	Policies
<b>Centers &amp; Corridors</b>	<b>Downtown</b> <i>“Invest in a Downtown Renaissance”</i>	<ol style="list-style-type: none"> <li>1. <i>Support Downtown as the iconic cultural and civic heart of Loveland.</i></li> <li>2. <i>Create and maintain quality transportation options Downtown.</i></li> <li>3. <i>Offer a mix of uses and destinations that encourage residents and visitors to live, work, play, and learn in Downtown.</i></li> <li>4. <i>Ensure authenticity and quality in architecture and historic character.</i></li> <li>5. <i>Maintain and provide quality basic infrastructure which is fundamental to economic health.</i></li> </ol>
	<b>Corridors</b> <i>“Revitalize our Corridors and Gateways”</i>	<ol style="list-style-type: none"> <li>1. <i>Foster reinvestment in existing corridors and concentrate commercial activity at prominent intersections and within centers.</i></li> <li>2. <i>Transition existing land uses to be more transit supportive.</i></li> <li>3. <i>Plan and redevelop major corridors in a manner that promotes a positive and attractive image and that advances the economic prosperity of the City.</i></li> <li>4. <i>Maintain and enhance Loveland’s existing small-town feel, sense of community, and distinct identity.</i></li> </ol>
	<b>Centers</b> <i>“Cultivate Vibrant Economic Centers”</i>	<ol style="list-style-type: none"> <li>1. <i>Encourage reinvestment in underutilized shopping centers.</i></li> <li>2. <i>Encourage high-quality neighborhood, community, and regional mixed use activity centers.</i></li> <li>3. <i>Create multiuse, high-quality employment districts.</i></li> <li>4. <i>Support the existing and local business community.</i></li> </ol>
<b>Health, Environment, &amp; Mobility</b>	<b>Health</b> <i>“Create a Safe and Healthy Built Environment”</i>	<ol style="list-style-type: none"> <li>1. <i>Create convenient, safe and diverse physical activity opportunities for residents of all ages, abilities, and income levels.</i></li> <li>2. <i>Encourage the availability and affordability of healthy, fresh food throughout the City.</i></li> <li>3. <i>Attract and maintain accessible, first-class hospitals and medical facilities in Loveland.</i></li> <li>4. <i>Make year-round parks and recreation opportunities universally accessible.</i></li> </ol>

	<b>Environment</b> <i>"Celebrate our Natural Assets in an Urban Setting"</i>	<ol style="list-style-type: none"> <li>1. <i>Protect sensitive natural area wildlife and habitat from development impacts.</i></li> <li>2. <i>Strengthen community resiliency to flooding and natural disasters through development patterns, hazard identification and mitigation, and communication.</i></li> <li>3. <i>Maintain natural areas according to management type.</i></li> <li>4. <i>Protect and maintain environmental resources and quality.</i></li> <li>5. <i>Support energy choices for Loveland residents and businesses that include clean sources.</i></li> <li>6. <i>Maintain and expand parks and recreational facilities as a valuable asset to the community.</i></li> </ol>
	<b>Mobility</b> <i>"Create a Connected and Accessible Community"</i>	<ol style="list-style-type: none"> <li>1. <i>Plan a safe, efficient, coordinated and convenient multimodal transportation system.</i></li> <li>2. <i>Provide infrastructure to make walking and bicycling convenient and viable for all types of trips and for all ages, abilities, and income levels.</i></li> <li>3. <i>Make the COLT bus system a convenient, efficient and functional choice.</i></li> <li>4. <i>Establish and maintain convenient connections between neighborhoods and to local destinations.</i></li> <li>5. <i>Establish a sustainable financing foundation for a transportation system that provides dependable mode options with the ability to accommodate Loveland's growth.</i></li> </ol>
<b>Neighborhoods &amp; Community Assets</b>	<b>Housing</b> <i>"Facilitate Complete Neighborhoods"</i>	<ol style="list-style-type: none"> <li>1. <i>Encourage development of diverse housing types and complete neighborhoods.</i></li> <li>2. <i>Support housing that meets the needs of low and moderate income households.</i></li> <li>3. <i>Align new housing development with resident needs and community values.</i></li> <li>4. <i>Promote integration of housing in commercial and employment centers.</i></li> </ol>
	<b>Neighborhood Character</b> <i>"Invest in Loveland's Older Neighborhoods"</i>	<ol style="list-style-type: none"> <li>1. <i>Continue investing in older neighborhoods as they age.</i></li> <li>2. <i>Reinforce the unique identity and visual appeal of neighborhoods.</i></li> <li>3. <i>Support active living and aging in place.</i></li> <li>4. <i>Preserve historical residential character.</i></li> <li>5. <i>Refresh distressed neighborhoods.</i></li> </ol>
	<b>Community and Regional Services</b> <i>"Strengthen Loveland's Strategic Roles in the Community and Region"</i>	<ol style="list-style-type: none"> <li>1. <i>Support strategic planning and growth at the Fort Collins-Loveland Airport.</i></li> <li>2. <i>Coordinate the timing, location, and character of growth within the Growth Management Area.</i></li> <li>3. <i>Evaluate the fiscal and environmental impacts of development of annexation proposals.</i></li> <li>4. <i>Encourage a pattern of compact and contiguous development.</i></li> <li>5. <i>Coordinate growth boundaries and service efficiencies with adjoining governmental entities.</i></li> <li>6. <i>Remain regionally competitive.</i></li> </ol>



The planning team put the 2005 Comprehensive Plan<sup>1</sup> on a diet: consolidating and streamlining its previous 8 chapters, 131 goals and 485 objectives into a more manageable, straightforward system of policies and supporting strategies. Plans previously adopted by City Council were incorporated by reference rather than repeating them in this Plan (see Supporting Plans).

## 2005 Plan

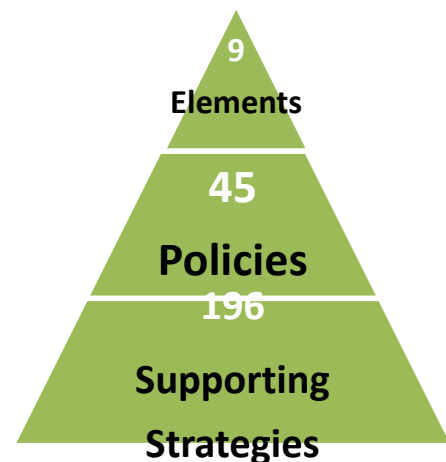
### 8 Chapters



All City Services and Functions

## 2015 Plan

### 4 Chapters



Focus on Land Use  
Strategic Flexibility for Strategic Areas  
Market Supported Development Opportunities  
Health and Safety of the Built Environment  
A Resilient, Fiscally Successful City

Each element contains 4–6 **Policies**. These Policies:

- State community priorities
- Address community needs and wants
- Direct investment

<sup>1</sup> For more information on the previous 2005 Comprehensive Plan's existing goals, outreach findings, reference maps, and key issues, see the Existing Conditions Snapshots in Appendix F. These snapshots also contain baseline information on demographics, health, land use and community design, transportation, employment, and housing.

- Communicate vision to stakeholders
- Provide guidance for evaluating alternatives
- Provide flexibility in implementation

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

Finally, **Annual Work Plans** described in Chapter 4 and Appendix A serve as a framework for aligning major initiatives with the Policies and Supporting Strategies. These tangible initiatives reach across departments and divisions to show actions that could be initiated in the short term to support the implementation of the Comprehensive Plan. The Action Plans are for reference only and will be revised periodically by staff through the annual budgeting process. The timing, prioritization, costs, and funding of these initiatives will be determined by City Council as it considers annual capital plans and budget requests presented by City departments.

## Supporting Plans

In addition to public input, the 2015 update also reflects other recent planning efforts and policy documents. The existing plan elements shown in Table 2-1 and Figure 2-1 are incorporated into the Comprehensive Plan by reference. These plans should continue to be implemented, updated and readopted on independent schedules so that no plan element becomes less than five years old and all are consistent with the Comprehensive Plan.



*Table 2-1: Functional, Specific Area, and Related Plans and Studies. Readers should refer back to these other documents for more detailed information*

<b>Amendments / Revisions</b>	<b>City Council Adoption</b>	<b>Resolution Number</b>	<b>Formally Adopted as Part of Comp Plan?</b>
2035 Transportation Plan	18-Dec-2012	#R-96-2012	Yes
Bicycle and Pedestrian Plan	1-May-2012		
Community Vision	6-Sep-2005	#R-71-2005	Yes
Contiguity Clause - Section 4.1 Amendment	19-Mar-1996	#R-36-96	Yes
Contiguity Clause - Section 4.1 Amendment	20-May-1997	#R-30-97	Yes
Destination Loveland	15-Nov-2011	#R-77-2011	
Downtown Loveland Strategic Plan	4-Aug-2009	#R-71-2009	
Economic Development Strategic Plan	21-Feb-2012	#R-15-2012	
Feathering of Density Clause - Section 4.9 Amendment	19-Mar-1996	#R-35-96	Yes
Fire Protection Master Plan	19-Dec-1995	#R-101-95	Yes
Fire Protection Master Plan Amendment	9-Jul-1997	#R-35-97	Yes
Fort Collins-Loveland Municipal Airport Strategic Plan	1-June-2015	#R-2-2015	
Growth Management Plan Revision	3-Apr-2001	#R-31-2001	Yes
Highway 287 Strategic Plan	In progress		
Highway 34 Corridor Plan	1993		No
I-25 Corridor Plan	8-Aug-2001	#R-65-2001	Yes
Major Arterial Corridors Design Guidelines	16-Sep-1997	#R-52-97	Yes
Parks and Recreation Master Plan	15-Jul-2014	R-43-2014	Yes
Plan for the Region Between Fort Collins and Loveland	5-Jul-1995	#R-42-95	Yes
Recreation and Tourism Element - Compliance with State Law by recognizing Parks Plan as Recreation and Tourism Element	4-Feb-2003	#R-9-2003	Yes
Electric & Stormwater Utilities Functional Master Plans, ACF Amendment - Water & Power added	Varies	#R-39-97 ORD#4284 #R-40-97	Yes
Raw Water Master Plan	2012		
Water Master Plan	2009		
Wastewater Master Plan	2010		
Water Conservation Plan	2013		
Water and Power Strategic Plan	In progress		



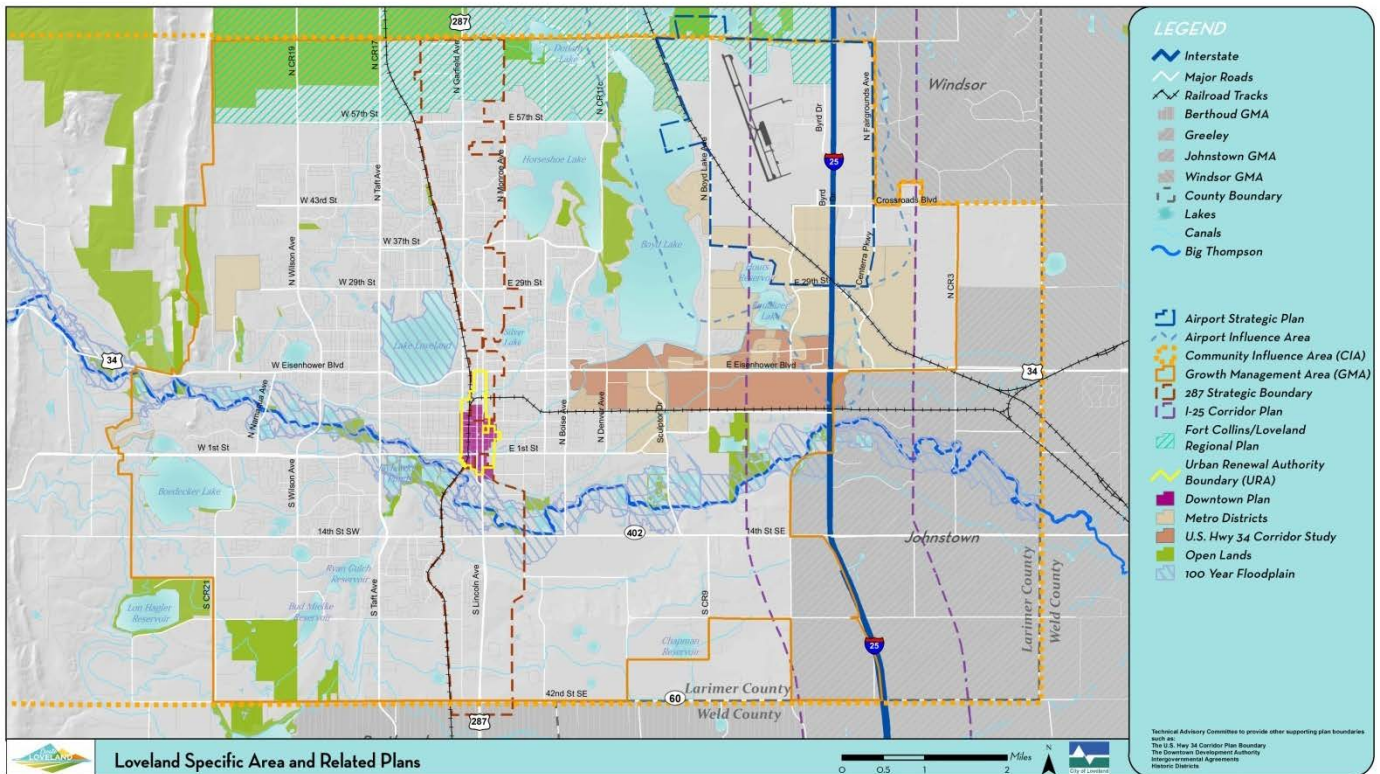


Figure 2-1. Specific Area and Related Plans.

## Centers & Corridors

Citizens want to see focused commercial growth within existing centers, like Downtown, the Orchards Shopping Center, and Centerra. These areas have a variety of shopping options that should complement each other, while minimizing sprawling commercial strips. Residents would also like to see community-oriented retail better integrated with neighborhoods and gateways throughout the City. There are opportunities for retail centers to become more visually prominent and pedestrian friendly, and areas where the supporting public infrastructure needs improvement.



2013 Annual Quality of Life Survey



Land uses, specifically along entry corridors, should enhance Loveland's artistic and small-town identity through cultural and art facilities, pedestrian comfort, and creative gateway features. All gateways into the community should stay clean and visually attractive.

As the heart of Loveland, the success of Downtown is a key component to the community's vision. A proactive business climate and an economically healthy City government have set the stage for revitalization of the Downtown. Its revitalization will continue as a pedestrian-friendly nucleus with shopping, restaurants, cultural facilities, employment and housing.

### **Strengthening a Resilient Economy**

In Loveland, a resilient economy is one that attracts businesses and entrepreneurs with opportunities to locate and grow in the community, as well as one that retains those that call Loveland home now. It is an economy where the local workforce can find employment that matches their skills and provides wages that allow them to meet costs of living and enjoy a high quality of life. Moreover, a healthy and resilient Loveland economy offers shopping and services in convenient locations to meet the daily needs of residents, and also captures the economic benefits of the region's tourism economy. Finally, it is one that encourages economic and employment diversity to be able to withstand future fluctuations in economic conditions.

#### ***Threats to Loveland's Economy:***

- *Statewide and regional competition for quality of life*
- *Competing regional retail centers, such as Fort Collins, Timnath, and Longmont*
- *Natural disasters and vulnerable infrastructure, homes, and businesses*
- *Online sales*
- *Underutilized commercial spaces and corridor aesthetics*
- *Congestion and lack of multi-modal transportation choices*
- *Raising, retaining, and attracting the next generation of a highly skilled and educated workforce*
- *Inadequate infrastructure beyond City control, such as I-25*
- *from work, and preventable death and*

The City of Loveland can plan for and support economic resiliency by focusing on revitalizing its aging corridors and commercial centers and supporting the continued renaissance of Downtown and Revitalization activities may include integrating a greater mix of uses, strengthening connections between commercial areas and neighborhoods, encouraging development on vacant parcels in these areas, and redeveloping strategic properties to catalyze change and spur reinvestment. Within centers and corridors, as well as other locations for investment and economic development like industrial areas and the Airport, careful planning and preservation of opportunities for economic growth will help ensure that current and future employment needs of residents can be satisfied within the community. Finally, leveraging and preserving the natural features and cultural and recreational resources that contribute to the high quality of life in Loveland is important in attracting and retaining the residents, businesses, and visitors that sustain the community's economy.

*"A less obvious component of resilience is a healthy, diversified local economy. Communities that are dependent on one or two major sectors for economic prosperity are inherently more vulnerable to a disaster that may disable those sectors. A healthy, diverse economy creates the financial resources and talent pool to respond to and rebound from setbacks more quickly and with less lasting damage. The most important tool for building that attribute is a robust economic development strategy."*

*From the 2014 Urban Land Institute (ULI) Advisory Services Panel Report for Northern Colorado, Connected Systems, Connected Futures: Building for Resilience and Prosperity.*



## Downtown

### *Invest in a Downtown Renaissance*



*Artist's rendering from Redevelopment and Revitalization of Downtown Loveland Vision Book, 2010*

Downtown Loveland is the cultural and civic heart of our community. Downtown is poised to capitalize on a nucleus of vibrancy, activity and mix of uses within its core. Significant focus has been placed on Downtown revitalization, including assessing existing conditions and actively fostering catalyst projects with private investors. The City has a recent history of successful private/public partnerships such as the Lincoln Place Apartments, the Rialto Theater Center, and Artspace. These partnerships and countless other projects demonstrate that commitments made by the City, the Loveland Downtown Partnership, and the Downtown Development Authority are leveraging private investment. Many factors suggest a positive outlook:

- A new Downtown Development Authority that better channels business and property owners' energy and representation toward infrastructure improvements, programming, and marketing.
- The formation of the Loveland Downtown Partnership and the provision of funding from the City represent a strong commitment to achieving the Community's Vision of Downtown.
- A supportive and enthusiastic public, evidenced in the passage of the above ballot initiative as

well as successful regional events such as the Fire & Ice Festival.

- A public that is enthusiastic for and supportive of Downtown as demonstrated by the public input received in support of this plan.
- An established brand in the arts and a growing base of venues and businesses that contribute to the creative character of the Downtown core.
- Planning for additional cultural opportunities, such as an expanded Museum and a larger performing arts venue.
- A solid Downtown base of restaurants, retail services and employment from which to build.
- A growing population base and new multifamily units being built Downtown.
- A number of new projects underway that add to the character and fabric of Downtown.
- Infrastructure that allows walking and bicycling to, from and within Downtown, an existing transit system centered in Downtown, and long-term potential for a regional commuter rail station.
- Designation of a Downtown Historic District that includes many of the structures that contribute to a lasting and authentic character in Downtown.
- The City is currently working toward maintaining and upgrading existing neighborhood infrastructure, and rehabilitating historic buildings and landmarks.
- Up-to-date guiding policy documents, including the Downtown Strategic Plan and HIP Streets Master Plan(2009) and Redevelopment and Revitalization Vision Book (2010) for the Downtown Urban Renewal Area. Successful implementation of these projects is seen in projects such as Gallery Flats and Painter's Alley.
- City-owned and controlled properties in Downtown that are strategically located to allow for redevelopment and revitalization that support the vision for Downtown.





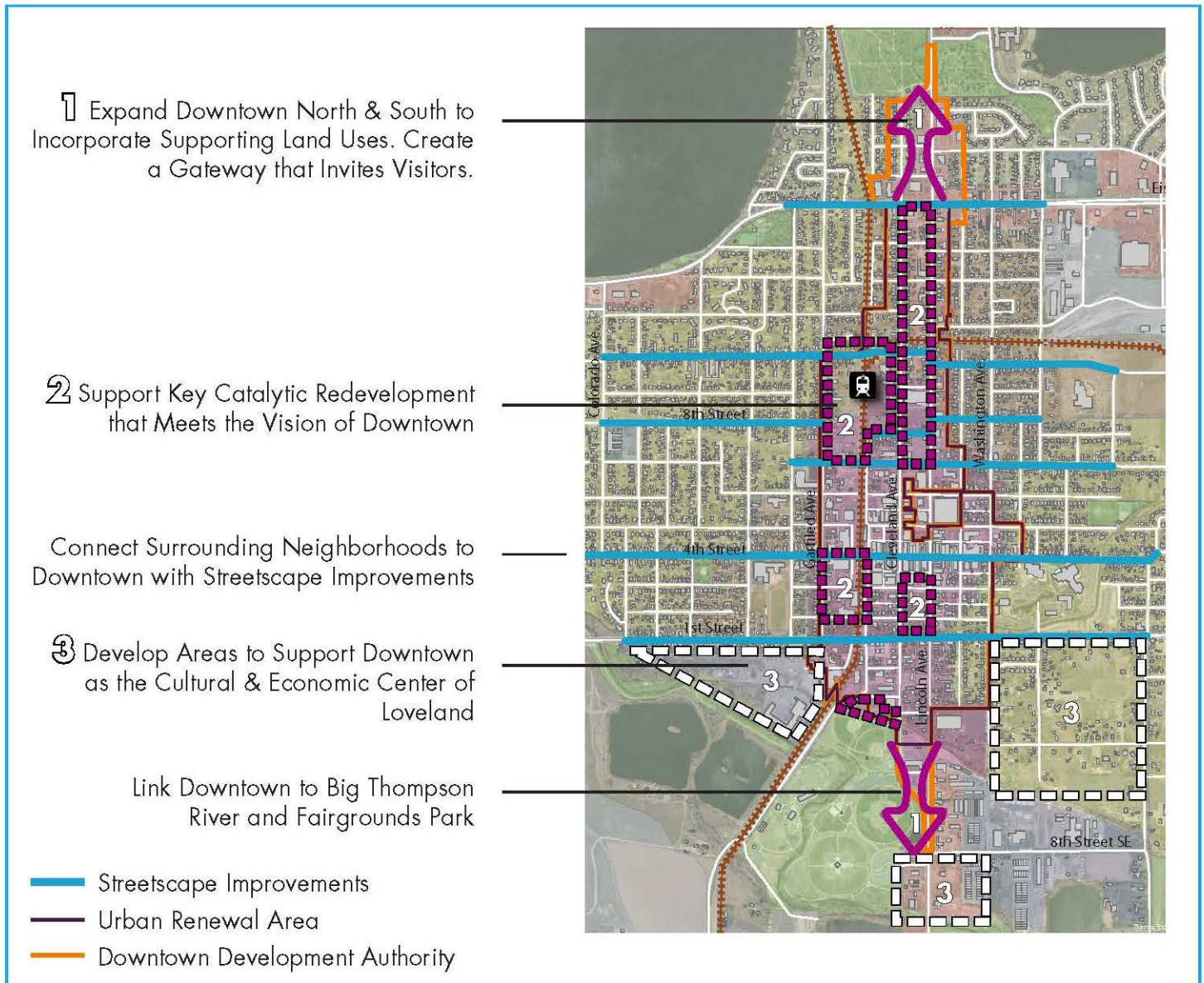
*Artist's rendering from Destination Downtown: HIP Streets Master Plan, 2009*

The revitalization and partnership effort for Downtown is expected to go on for many years. The allied organizations, Loveland Downtown Partnership and Downtown Development Authority and the stakeholder involvement they represent are a key component of the Vision for Downtown. To do so, Downtown must have a niche within northern Colorado that is active, diverse and economically viable to draw local and regional patrons. Authenticity and quality in architecture and historic character is paramount to ensure a physical environment with enduring value.

The City is currently working toward maintaining and upgrading existing neighborhood infrastructure, and rehabilitating historic buildings and landmarks.



The future stability, reuse and redevelopment of established neighborhoods will influence the future of Loveland's Downtown and overall quality of life and attractiveness. Revitalization of Downtown will provide better services and amenities for residents of surrounding neighborhoods, enhancing their desirability. Safe and attractive bicycle and pedestrian routes will further strengthen the connection between Downtown and the surrounding neighborhoods.



*Land Use Plan opportunities to invest in a Downtown renaissance*

## Plan Policies and Supporting Strategies

### *Policy 1. Support Downtown as the iconic cultural and civic heart of Loveland.*

- Showcase what is special about our community through public art and cultural offerings, historic preservation, successful businesses, and special events in Downtown. Promote Downtown's niche within northern Colorado as a place that is creative, active, and economically viable to draw local and regional patrons.
- Support the Loveland Downtown Partnershi and collaborate to develop shared priorities, policies and projects. Look for opportunities to maximize civic benefit in all Downtown projects with public financing.

### *Policy 2. Create and maintain quality transportation options Downtown (see also Mobility Policies 1-5).*

- Create attractive and comfortable pedestrian streetscapes and safe connections to surrounding neighborhoods that encourage walking to and within Downtown.
- Make Downtowna primary hub of our transit system, including both bus and long-term commuter rail by investing in Downtown transit stations and considering existing and proposed transit stops/stations in the review and design on Downtown projects.
- Build a bike friendly environment with comfortable biking routes, secure and convenient bike parking facilities, and connections to the City Recreation Trail loop and Big Thompson River.
- Offer adequate parking that is convenient to major visitor and employment destinations. Support expansion of General Improvement District #1 to increase investment in downtown parking facilities.
- Utilize signage and wayfinding to maximize the use of existing parking facilities.
- Utilize appropriate means to expand parking supply such as partnering with development, shared parking agreements or a parking district.
- When planning for pedestrians Downtown, work with railroad companies to ensure pedestrian safety.





***Policy 3. Offer a mix of uses and destinations that encourage residents and visitors to live, work, play, and learn in Downtown.***

- Continue developing a strong residential base with a balanced mix of unit types and price points.
- Redevelop key catalytic sites as a critical aspect of achieving Downtown revitalization.
- Use public resources proactively, partnering with private resources to develop, attract, and retain a mix of desired and viable uses in Downtown.
- Offer recreation opportunities, cultural and educational opportunities, community services, events, and regional destinations that draw residents and visitors to Downtown.
- Offer amenities, services, and jobs that serve residents of surrounding neighborhoods as well as all Loveland residents.
- Create a gateway presence at the intersection of Highway 34 and Highway 287 that relates to and invites visitors to Downtown.
- Capitalize on opportunities to link Downtown visibly and physically to nearby amenities such as the Big Thompson River.

***Policy 4. Ensure authenticity and quality in architecture and historic character (see also Neighborhood Character Policies 1-4).***

- Guide and support high-quality design in new development and redevelopment in Downtown. This could include building efficiency standards in building codes.
- Identify and assist property owners to preserve and rehabilitate historical buildings that contribute to the quality and character of the historic district in Downtown.
- Provide options for developers to redevelop or rehabilitate older buildings of individual historic value or that contribute to a historic district.
- Encourage new development to respect and enhance the visual character of nearby historical buildings by designing new buildings to use core form aspects of these nearby historic buildings such as materials and massing.
- Encourage new development to strengthen the appeal of Downtown by focusing on design that reinforces the key aspects of quality Downtown urban design such as, but not limited to, setback, materials, massing, and pedestrian oriented detail.

***Policy 5. Maintain and provide quality basic infrastructure which is fundamental to economic health.***

- Maintain and improve transportation and utility infrastructure to standards that meet the needs of desired Downtown business types especially sewer, stormwater and utilities.
- Coordinate infrastructure and utility projects with private providers, such as for broadband cable, fiber, and electric vehicle charging stations.
- Use public resources proactively to develop functional and attractive infrastructure that can support and attract a mix of desired uses in Downtown. Include three phase power to support trash compactors to minimize receptacles in alleyways.



- Focus on infrastructure improvements that support walkability and vibrant street life and therefore strengthen Downtown's market niche.
- Continue to explore the possibility of establishing railroad quiet zones Downtown, including the establishment of an equitable funding mechanism for doing so.
- As improvements are made to buildings, coordinate improvements to adjoining and supporting infrastructure and amenities.

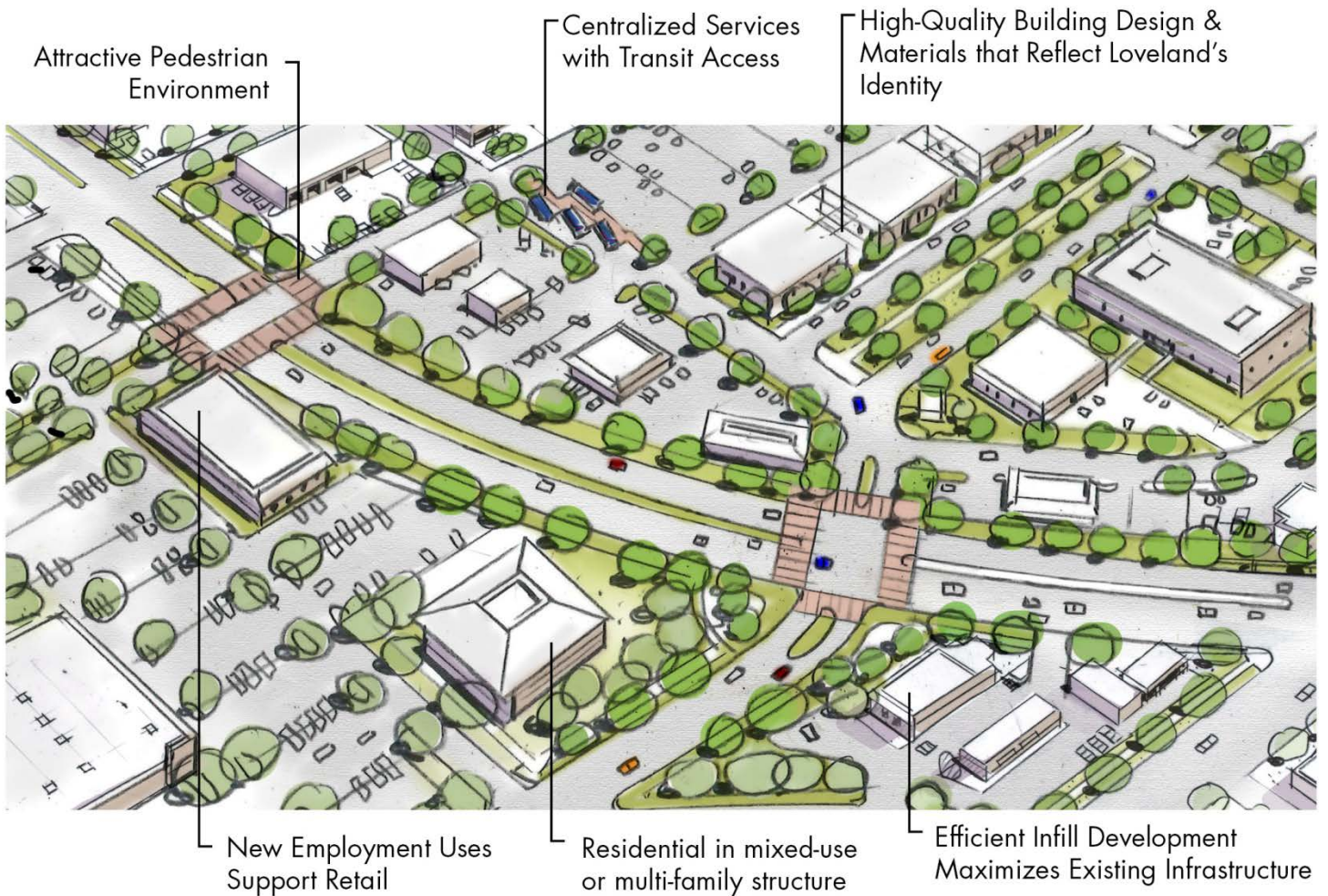
### **Relevant Indicators**

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



## Corridors

### *Re-vitalize our Corridors and Gateways*



*Artist's rendering from the 287 Strategic Plan, 2015*

Corridors are the major thoroughways of Loveland but they also provide important commercial, community and aesthetic functions for the community. The form and function of these corridors often influence the uses of land adjacent to the road. This relationship affects how residents perceive and use the space. The existence of high quality spaces and commercial opportunities along our corridors will encourage visitors to stop and visit Loveland attractions. There are opportunities for existing retail centers to become more visually prominent, pedestrian-friendly, and better connected to commuter bicycle routes. In order to revitalize our corridors and gateways, the surrounding public infrastructure needs to be improved, including enhanced alternative transit opportunities.

As a whole, Loveland contains more retail space than consumers can actually support. This phenomenon occurs statewide and even nationally, due to regional competition for sales tax capture,

retailers' ambitions for greater market share in new areas, and reduced storefront sizes as internet sales become a greater share of consumer spending. Concerns over vacant buildings are further exacerbated when some retailers hold on to empty buildings for years in order to prevent their competitors from occupying their former location (i.e., dark stores). Underperforming commercial areas can be repurposed or renovated to serve surrounding neighborhoods. These centers should attract substantial, well-paying employers, not just retail.

As the "Gateway to the Rockies," Loveland is uniquely positioned to capitalize on the influx of more than two million tourists and residents that annually drive through the Big Thompson Canyon to Estes Park.

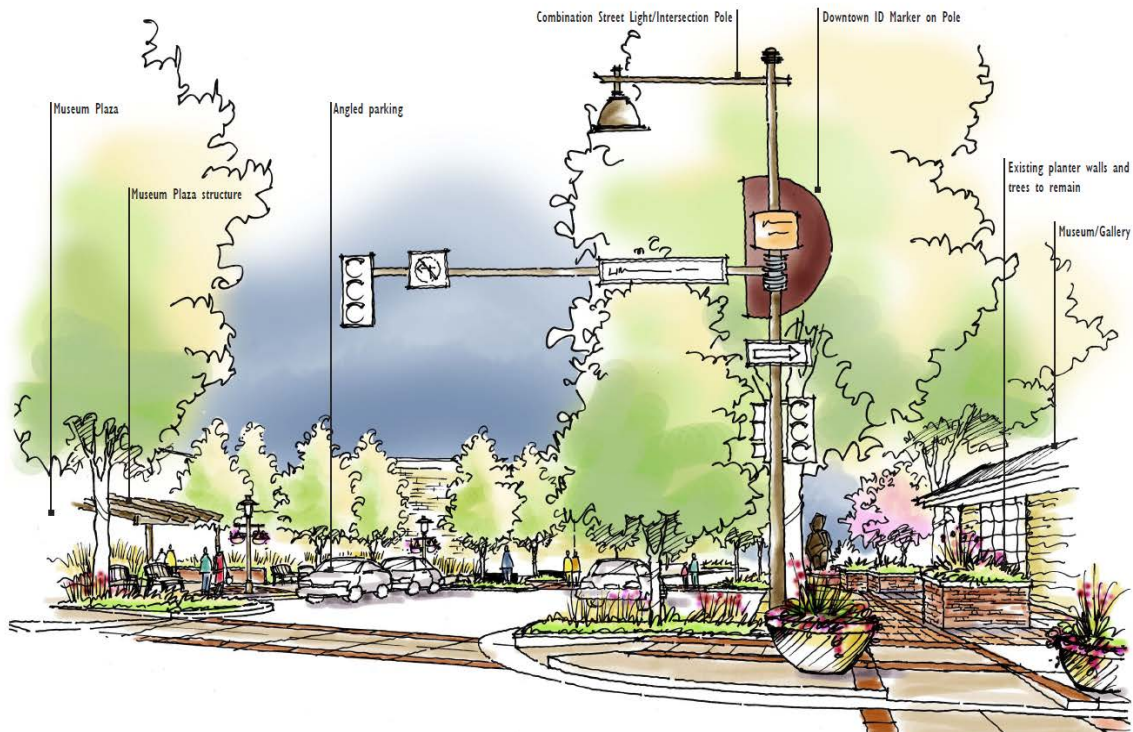
Entry points and adjoining areas are important to Loveland's economy and identity and should be designed in ways that will enhance Loveland's image through striking gateway features, cultural and art facilities, and pedestrian and cyclist safety and comfort;; . Important gateways include the east and west ends of US 34/Eisenhower Boulevard, US 287/ South Lincoln Avenue near the Big Thompson River, and US 287/ North Garfield Avenue as shown on Figure 2-2. These gateways and new, emergent gateways help promote a first impression of Loveland as a world-class destination for art, leisure, and business.

The City is currently promoting a positive image along major corridors as exemplified by Equinox, the major public art installation at the intersection of US 34 and I-25. Additional corridor planning will continue to help improve our commercial corridors as places to invest and do business.

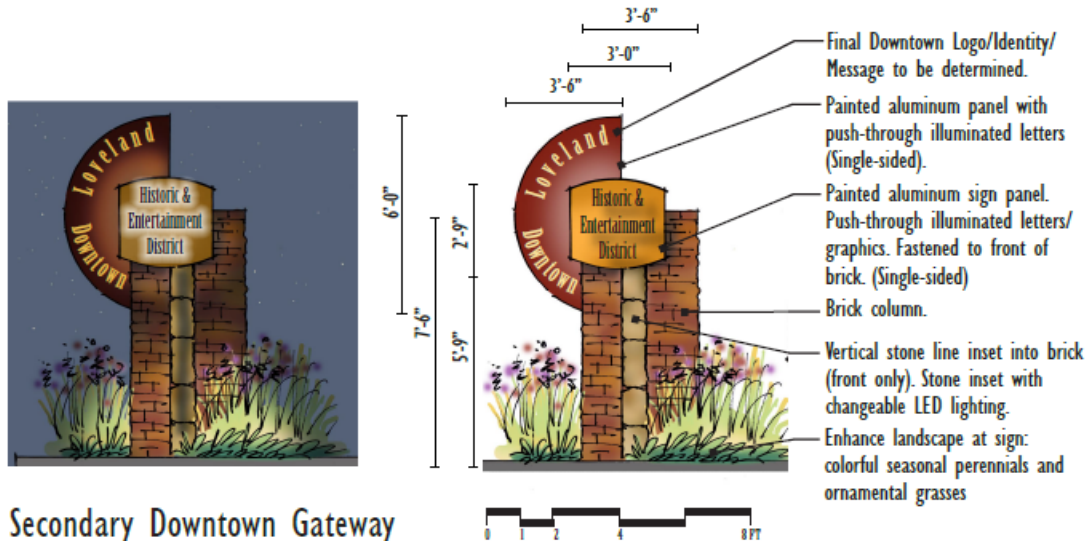
For more on the existing conditions and trends in Loveland, see the Economic Development and Land Use & Community Design Snapshots in Appendix F. For an estimate on market potential and development, refer to "Market-Supported Development Opportunities" in Chapter 3.







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



Secondary Downtown Gateway



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





- Concentrate demand for commercial activity at appropriate nodes so as to prevent under investment and strip development along arterials and state highways. Appropriate nodes are those that have exiting or potential transit access or are located at major roadway intersections or have particularly strong bike and pedestrian connections to existing neighborhoods.
- Discourage strip commercial development along arterial roadways, except in specific infill situations.
- Foster reinvestment, redevelopment, and adaptive reuse of underperforming commercial properties, underutilized buildings, vacant properties and brownfield sites such as US 34 west.
- Transition underperforming strip commercial uses through strategic infrastructure investment, parcel aggregation, multimodal improvements, street connectivity, aesthetic enhancements and broadening of allowed uses.

**Policy 2. Transition existing land uses to be more transit supportive (see also Mobility Policies 1 and 3).**

- Increase regulatory flexibility to allow corridors to become more transit supportive as shown on Figure 2-2 (Corridors Map). Provide examples and design guidance to develop quality residential uses along corridors.
- Identify underperforming commercial and retail development and support mixed-use redevelopment in these areas.
- Encourage a complementary mix of transit-oriented development uses including multifamily and commercial development near future transit stations.
- The Enhanced Corridor Overlay is intended to encourage redevelopment patterns and densities sufficient to leverage new private re-investment along established commercial corridors (see Chapter 3). Criteria for applying the Enhanced Corridor Overlay includes but is not limited to: potential to stimulate private investment; feasibility of parcel aggregation; potential to maximize transit-readiness; feasibility for frequent local and regional bus and/or rail service; locations near planned stations and mode transfer facilities; and locations along arterial roads and near I-25 entrances.

**Policy 3. Plan and redevelop major corridors in a manner that promotes a positive and attractive image and that advances the economic prosperity of the City (see also Chapter 3: Enhanced**



*Gateway at Crossroads*



*Public Art at US 34 gateway*

### *Corridor Land Use Description).*

- Along I-25 north of US 34, proactively attract tourism and primary employment uses.
- Plan for Hwy 402, between I-25 and Taft Avenue, to serve as a new primary entrance to Loveland, clustering new office, industrial and manufacturing uses at major intersections.
- Along US 34, west of Denver Avenue, proactively partner with private sector to improve and maintain appearance, accommodate truck freight, and incorporate a mix of desired and viable tourism, commercial, and residential uses.
- Look for opportunities to facilitate Recreational Vehicle (RV) travelers stopping and visiting Loveland's businesses and attractions, particularly Downtown. Options could include designating satellite parking lots along highway corridors with shuttle buses for major events, and signage designed to both inform tourists of attractions and the ways that they can access them.
- New development should balance the need for taller buildings and greater density with the need to create an environment that is attractive and comfortable for pedestrians and motorists.

### *Policy 4. Maintain and enhance Loveland's existing small-town feel, sense of community, and distinct identity.*

- Encourage transitional buffers between residential neighborhoods and commercial areas, such as alleys, fences, or natural areas, and allow for bicycle and pedestrian connectivity within these buffer areas
- Unify Loveland through the design and installation of a cohesive streetscape along arterials.
- Require higher aesthetic standards for gateways as shown on Figure 2-2 (Corridors Map).
  - Sensitively place development in relation to other uses and exhibit high-quality design, signage, and landscaping.
  - Encourage the preservation of open space through the clustering of development.
  - Support development that makes gateways more attractive using design strategies such as landscaping, public art, or siting buildings to create entry features.
  - Be open to a variety of methods for creating quality gateways including partnering with property owners, easements, or purchases while avoiding eminent domain.

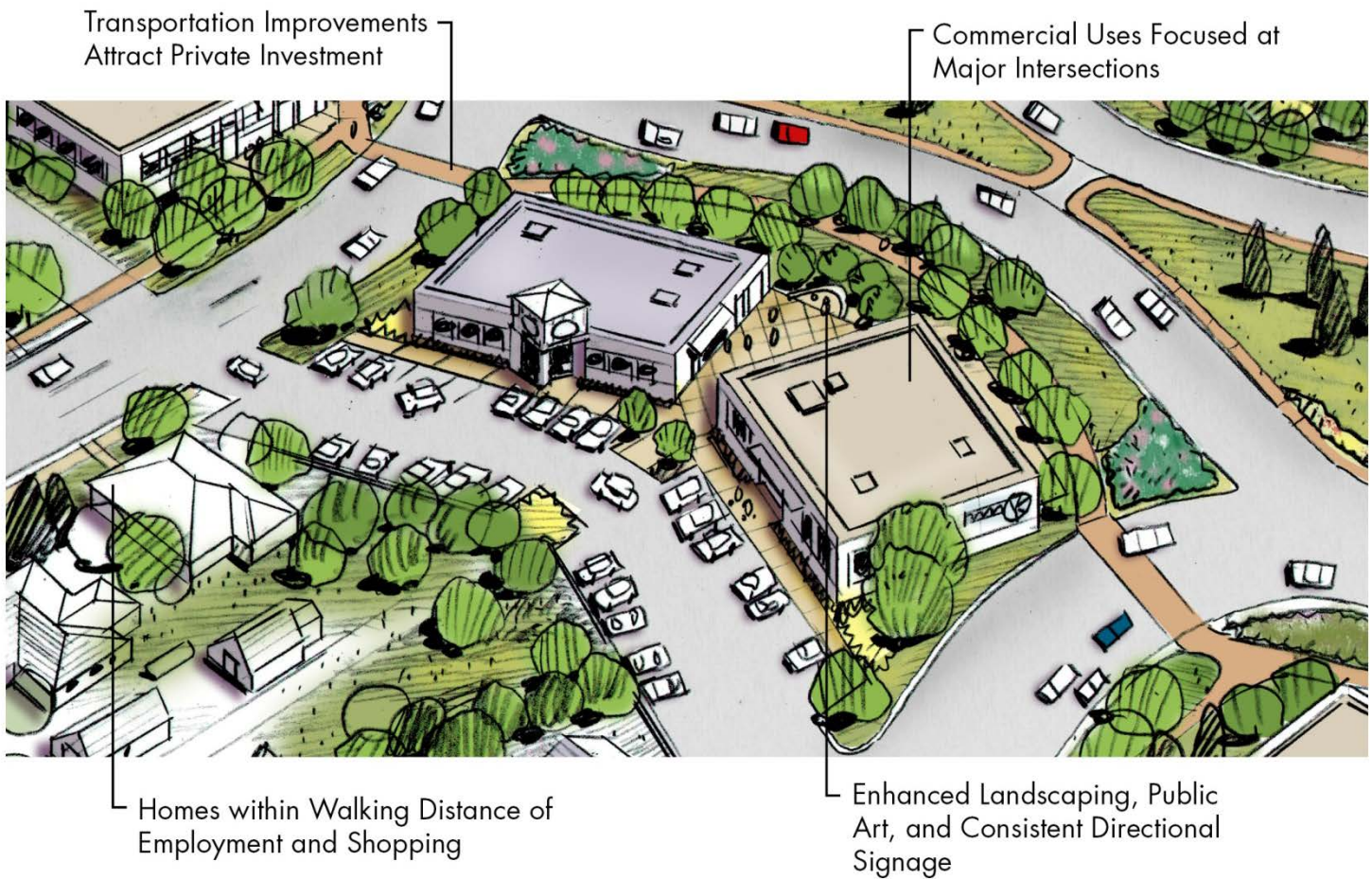
## **Relevant Indicators**

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



## Centers

### *Cultivate Vibrant Economic Centers*



*Artist's rendering from the 287 Strategic Plan, 2015*

Loveland has historically been proactive in seizing economic development opportunities. City efforts since the 2005 Comprehensive Plan have focused on

- Encouraging multiuse, high-quality employment districts in campus-type settings.
- Encouraging high-quality regional retail centers.
- Playing an active role in supporting the Rocky Mountain Center for Innovation & Technology (RMCIT).
- Supporting strategic planning and providing sufficient lands for industry in the Fort Collins-Loveland Airport area and along the I-25 corridor.
- Introducing modern residential infill and redevelopment in Downtown.

As a result, Loveland has become a commercial hub in northern Colorado with the construction of the Promenade Shops at Centerra, the Outlets at Loveland, and more recently the



Medical Center of the Rockies. The Budweiser Events Center, along with nearby regional auto sales, new restaurants and several national hotels are also sources of substantial economic activity. Looking forward, the City will need to continually evaluate and improve its economic development efforts in order to remain competitive in the regional market.

For more on existing economic conditions and trends in Loveland, see the Economy and Land Use & Community Design Snapshots in Appendix F. For a discussion of market potential and development, refer to “Market-Supported Development Opportunities” in Chapter 3.

During the extensive public and stakeholder involvement in the preparation of this plan, participants voiced a number of concerns, including the high rate of out-commuting due to a lack of primary jobs; difficulty in attracting a younger workforce; inconsistent signage and area branding; low wage jobs, and dated retail centers. There is a desire that the City accommodate various forms of office and employment land uses including traditional campuses, small-scale urban offices, co-working spaces, live-work space and other non-traditional configurations. The community has high expectations for future commercial development including community-oriented retail in the eastern and northwestern parts of the City.

Participants also indicated support for the City to encourage redevelopment of aging retail centers and interspersing residential land uses within the redeveloped centers. The intent of the theme “Cultivate Vibrant Economic Centers” arose from the community dialogue to describe retail and employment areas that are easy to access, filled with jobs and customers, supportive of entrepreneurial endeavors, and an active street life. This housing diversification is another important opportunity for the City and will help in attracting a diverse workforce and offering housing to residents of all ages.

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



Loveland has many opportunities to lay the framework for a prosperous future, including attracting primary jobs; targeted infrastructure investment in new growth areas; re-envisioning aging retail centers to become more visually cohesive and pedestrian friendly; and preserving land use flexibility in longer-term growth areas in southern Loveland to be responsive to future market forces as shown in Figure 2-3. The City places premium on attracting primary jobs that produce goods and services that are consumed outside of the region. The Economic Development department

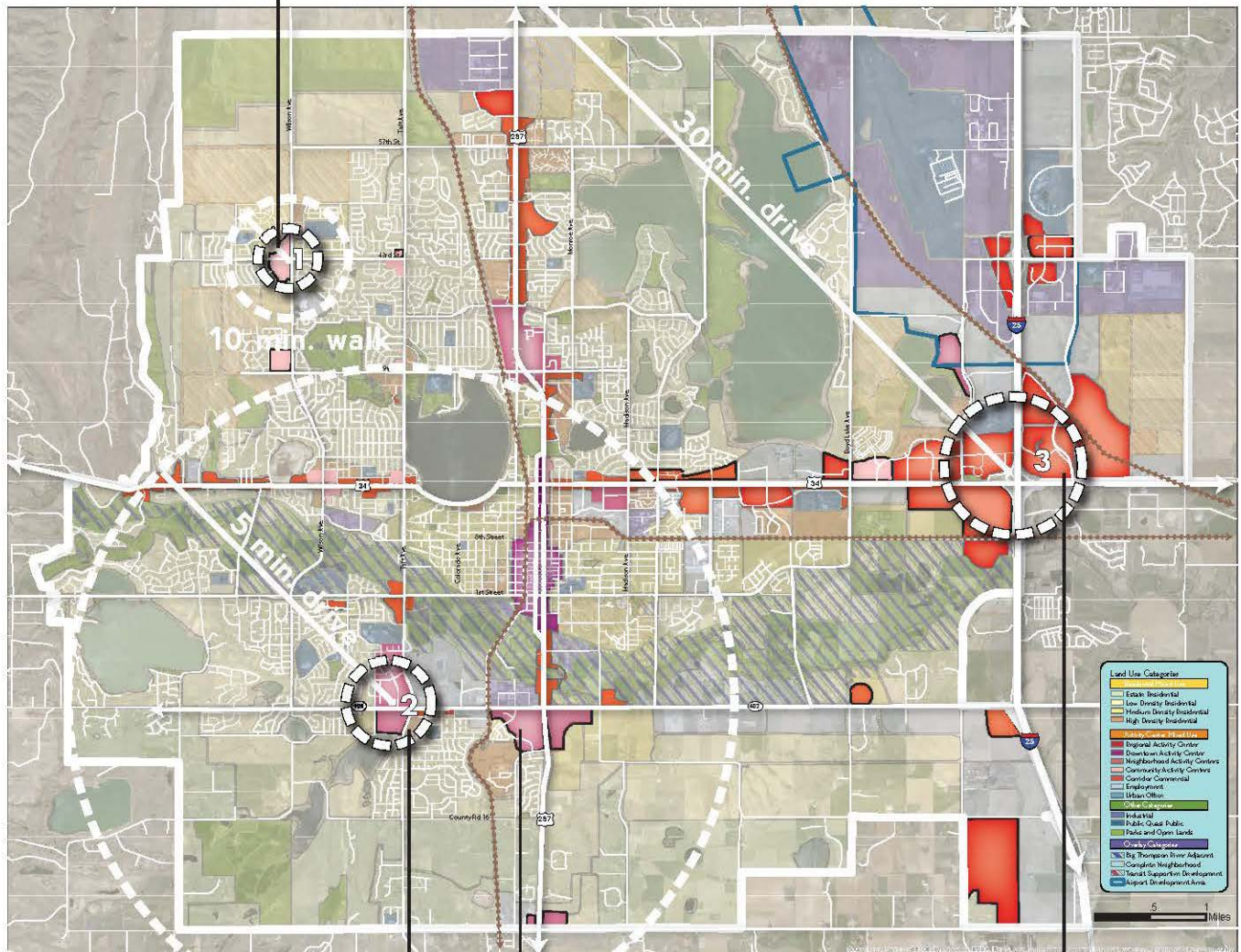
*2013 Annual Quality of Life Survey*

spearheads this effort but The City's land use planning seeks to ensure that there is adequate and appropriate parcels for primary job development.

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



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



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

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

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

Map is not intended to show all commercial centers.

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

Loveland's Comprehensive Plan can set the City up for success to attract new primary jobs and retain employers that have been part of the basis of the local economy. By aligning the plan policies with economic development goals, the City can ensure continued economic health in the future. For example, commercial growth and redevelopment should be focused at major intersections throughout

the community, rather than on commercial strips along corridors. Commercial centers should be encouraged to have both retail and service uses, as well as uses that can employ nearby residents in higher paying jobs.

*Office park on Rocky Mountain Ave.*

The City is committed to continue working toward maintaining and upgrading existing commercial infrastructure, and repositioning aging shopping and employment centers. The future support, reuse and development of commercial and employment centers will influence the future of Loveland's economy and quality of life. The following land use policies will support the City in encouraging employment growth, stimulating commercial development, and fostering economic health in Loveland.

## **Plan Policies and Supporting Strategies**

### ***Policy 1. Encourage reinvestment in underutilized shopping centers (see also Chapter 3: Activity Center and Enhanced Corridor Land Use Categories).***

- Convert single use retail centers into mixed use areas by strategically introducing residential development, civic land uses and urban office.
- Encourage retrofitting of street, bicycle, and pedestrian connections in traditional auto-oriented retail centers.
- Incorporate higher density housing if market appropriate in existing and new commercial centers.
- The City's primary role in redevelopment is as a facilitator, broker, and negotiator. Its role as a regulator and incentivizer should be used with wisdom and restraint.





- Encourage business owners who purposefully retain vacant storefronts (i.e., dark boxes) to refill, sell, and/or convert them to another use.
- Encourage and enforce maintenance standards of streetscapes, buildings and landscaping.
- Encourage retrofitting of pedestrian and bicycle connections in traditional auto-oriented retail centers.
- Continue to monitor the health of existing commercial centers, by evaluating sales revenue, lease rates, and vacancy rates.
- Pay special attention to the design of parking lots with regard to landscaping, pedestrian circulation, access, and siting and visibility from corridors.



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

- Designate and design neighborhood, community and regional activity centers according to the Future Land Use Map and categories in Chapter 3.
- Recruit retailers, hotels, restaurants and other appropriate businesses not currently present to locate in Loveland accordance to City economic development goals.
- Require high-quality design in new and redeveloping commercial centers through the development review process. For example, buildings should be oriented towards streets and pedestrian spaces.
- Retain a strategic, feasible location for a grocery store in northwest Loveland, east Loveland, and along Highway 402.

***Policy 3. Create multiuse, high-quality employment districts.***

- Encourage the development of multiuse, high-quality employment districts where campus-type settings are appropriate, particularly along the transportation corridors of I-25, US 34, and south side of Hwy 402.
- Find suitable locations for campus style development to make the Employment Zoning District more realistic and functional.
- Accommodate diverse forms of office land uses and flex- and light- industrial development in designated employment districts.
- Encourage high-quality urban office development on small parcels in appropriate locations throughout the City. Design these sites for connection to existing and future adjacent uses
- Reserve industrial lands for future primary jobs, particularly in the Airport Area (both east and west sides of I-25), north US 287, and Hwy 402 and protect them from encroaching conflicting uses.
- Recruit primary employers and primary jobs to appropriate locations in the City.

***Policy 4. Support the existing and local business community.***

- Work to grow and otherwise assist existing businesses throughout the City to increase existing business retention, especially for primary employers and small, locally-owned businesses.
- Strengthen partnerships between the City Departments (Economic Development Department, Planning, etc.), Chamber of Commerce, Community Foundation, , and other economic development organizations.
- Work collaboratively to align visions of community with that of local business owners.
- Continue to be flexible with land use policy and development review to allow current businesses to expand or change according to market forces.
- Support the redevelopment of the Rocky Mountain Center for Innovation and Technology.

**Relevant Indicators**

- Retail Activity (sales tax revenue per household)
- Jobs-Housing balance

## Health, Environment & Mobility

Loveland already offers many great parks, open spaces, and recreational areas, but connecting people to these areas, services and centers was one of the bigger issues in the community dialogue. Citizens want a built environment that improves safety for walking and bicycling, thereby facilitating healthier lifestyles. Specifically, connecting existing neighborhoods to parks, grocery stores, schools and commercial areas is a major goal/priority. Also, encouraging new mixed-use, mixed-income developments with walkable or bikeable access to daily needs provides an opportunity to make physical activity a routine part of life and reduces dependence on an automobile.



*2013 Annual Quality of Life Survey*

Loveland's 2012 Bicycle and Pedestrian Plan identifies and prioritizes specific areas of need and offers strategies for improving existing bike lanes and sidewalks. Accelerating the implementation of this Plan is a key priority among Loveland residents, as is completion of the Recreation Trail and its side connections to commercial and residential areas. Strengthening relationships and partnerships between other government entities such as Thompson School District as well as private businesses will be important in accomplishing this endeavor.

A key philosophy in this Comprehensive Plan is that better integration of land use and transportation planning leverages all City investments. Loveland's evolving transportation system brings great potential to shape sustainable land development and create active lifestyles as well. Future residential areas and economic centers will follow regional transportation investments: I-25 bridges and interchanges, commuter rail, and regional transit. At a more local level, a complete street grid and greater emphasis on transit, bicycle, and pedestrian connectivity will accelerate commercial activity, especially in older retail areas. In

### ***Threats to Loveland's Health, Environment, and Infrastructure:***

- *An unhealthy population, days missed from work, and preventable death and disease*
- *Proper functioning of electric power, stormwater, potable water, wastewater, and transportation systems*
- *Inadequate capacity to fund and manage response and recovery from large-scale disasters*
- *Inadequate state, regional, and local funding for major infrastructure projects, such as state highway and I-25 improvements*
- *Lack of viable transit, bicycling, and pedestrian choices*
- *Capacity to provide adequate water supply for new growth*
- *Missed opportunities for future trail and park*



turn, more transit-supportive development makes walking, bicycling, and transit use more economical and convenient.

One of the City's foundational responsibilities is to protect the health, safety, and wellbeing of its residents and businesses. While the City has a limited role in providing health care, it can create a business climate and infrastructure that attracts first-class hospitals and medical facilities in Loveland and keeps them here. Given the projected growth of our aging population, providing these medical services, an accessible built environment, and expanded transit service is essential for Loveland. By making walking and bicycling a more viable means of both recreation and transportation, residents can maintain their independence and incorporate regular physical activity into their lives. Loveland residents also want improved access to affordable healthy food through farmers' markets, community gardens, neighborhood grocery stores, and accommodation for urban agriculture opportunities. These uses can be accommodated in most land use designations and zoning districts.

## Strengthening Environmental and Infrastructure Resiliency

Environmental resiliency involves community awareness and preparedness for natural hazards such as drought, wildfire, and floods, as well as preparation for exposure to other potential environmental and community threats and risks like changes in climate, spread of infectious diseases, and exposure to hazardous materials. In Loveland, environmental resiliency is not only preparedness for these types of risks, but also the ability to respond effectively to one-time or sustained events, and adapt to the temporary and permanent changes that they may present. A resilient environment also relies on the health of the natural systems that support and sustain life.

Loveland can plan for and strengthen environmental resiliency by continuing to identify, monitor, and assess potential environmental risks and threats, and by ensuring that development in risky areas such as floodplains, steep slopes, and potential wildfire locations is appropriately sited and designed. Strengthening and reinforcing infrastructure, such as roads, bridges, and utilities can help Loveland prepare for and adapt to change, but this concept also applies to natural systems. Continued stewardship of environmental

*"Many physical interventions—from floating buildings and levees to wet floodproofing—can be employed to create resilience, depending on the particular set of risks faced by a community. However, the most successful strategies will work in concert with the natural ecosystem where they are used. In northern Colorado, that means development patterns must be able to respond with agility to the cycles of fire, flood, and drought that strike the region. Regular forest burns and the cleansing and depositional activities of floods are necessary to support important ecosystems that in turn support us and create the beauty that makes this region stand out."*

*From the 2014 Urban Land Institute (ULI) Advisory Services Panel Report for Northern Colorado, **Connected Systems, Connected Futures: Building for Resilience and Prosperity**.*



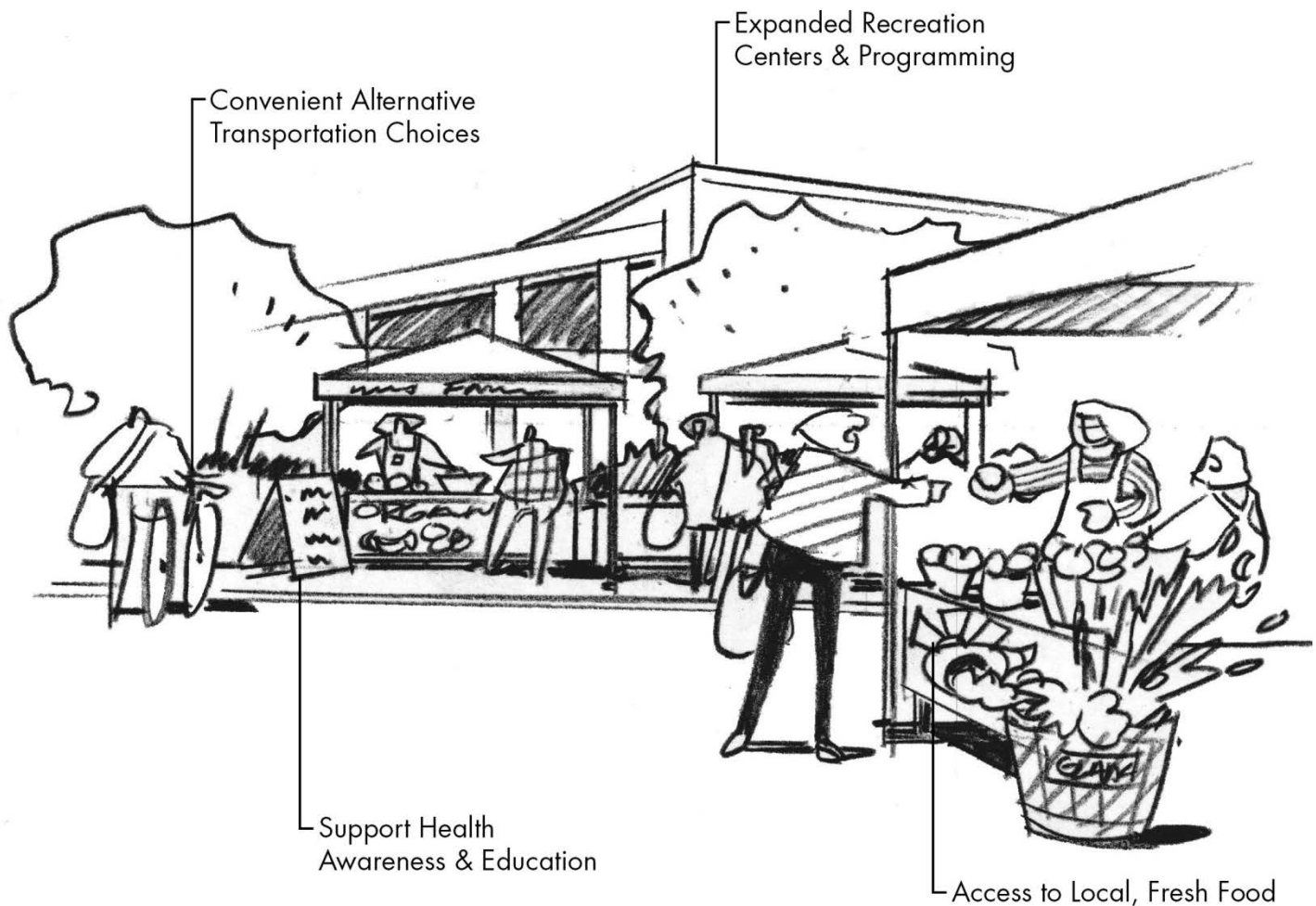
resources like air, water, rivers, and soils is essential in managing risk and supporting the community's high quality of life.

Like all modern urban communities, Loveland depends heavily upon the proper functioning of infrastructure systems including the electric power, stormwater, potable water, wastewater, and transportation networks. The importance of these systems can be easily overlooked by the general population, but a community's reliance on infrastructure becomes painfully evident when systems fail in disaster events like the 2013 flood. As Loveland continues to recover from the damage caused by the historic flooding, the City is planning for enhanced infrastructure resilience compatible with the Governor's "build back better and stronger" initiative. Infrastructure resilience entails reduced failure probabilities (better infrastructure design), reduced negative consequences when failure does occur (through redundant systems and emergency management planning), and reduced time required to recover.



## Health & Wellness

### *Create a Safe and Healthy Built Environment*



*Artist's rendering, 2014*

Health is important to Loveland residents, and stakeholders see the many strong connections between quality of life, health, wellness, economic vitality, and how a community is designed and built. Community planning can have a positive impact on chronic disease and related health factors by improving the built environment – a fact supported by an emerging body of research. Improving our built environment includes enhancing walking and biking opportunities, increasing options for healthy affordable food through community gardens and farmers' markets, and expanding access to parks and open space. Community planning that incorporates health and wellness influences the quality of life experienced by

***The best indicator of an individual's quality of life is their physical and mental health. All other community benefits are only appendages to this basic human need.***

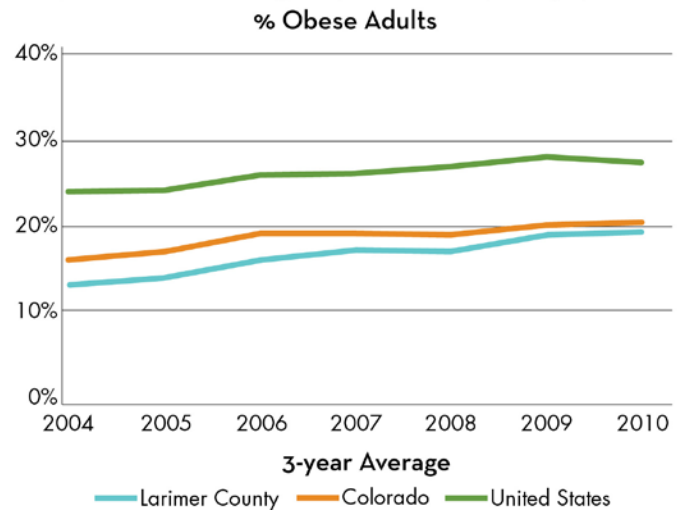


all residents, business owners, and visitors – regardless of their age, income or ability. Seniors who age-in-place, as well as toddlers who play in a park daily, are the beneficiaries of a land use plan that includes public health considerations.

A community's physical and mental health strengthens the local economy. A connected, accessible built environment enhances the value and desirability of the community to residents and employees alike. The young skilled workforce that top employers seek particularly value active living and transportation options that contribute to healthier lifestyles. Conversely, the leading

causes of preventable death and disease in Larimer County (heart disease, stroke, type 2 diabetes and certain types of cancer) weaken economic development, employee productivity and student achievement. Because statewide obesity rates have doubled during the last two decades, healthcare costs in Colorado related to overweight and obesity exceeded \$1.6 billion<sup>2</sup> and nationally, over 21% of annual medical spending is attributable to obesity<sup>3</sup>. (For more on the health drivers and trends in Loveland, see the Existing Conditions Health Snapshot in Appendix F). Physicians, schools, community organizations, parents and local governments are beginning to work together to increase opportunities for healthy eating and physical activity and reduce the economic and social burdens of chronic disease on their community.

Regular physical activity is a cornerstone of one's quality of life – helping control weight, reduce the risk of preventable diseases and some cancer, improve mental health, and increase chances of living longer. The layout and design of the City's built environment has a major bearing on individual physical activity<sup>4</sup>. The role of the City is paramount in this collaborative approach, since it reviews all



*Overweight and obese children and adults are rising at a higher rate in Colorado and Larimer County than the rest of the nation (Colorado Behavior and Risk Factor Surveillance System (BRFSS), Colorado Department of Public Health and*

<sup>2</sup> Trogon, J.G., Finkelstein, E.A. Feagan, C.W., Cohen, J.W. (2012). State- and Payer Specific Estimates of Annual Medical Expenditures Attributable to Obesity, Obesity, 10, 214-220. Dollars cited were from 2009.

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

transportation and land use improvements as well as investing directly in public infrastructure. Simple changes in the built environment can result in measurable benefits such as,

- When community design accommodates and integrates pedestrians and bicyclists, there are higher rates of walking and biking<sup>5</sup>. For each half mile walked per day, people are about 5 percent less likely to be obese.<sup>6</sup>
- People living in highly walkable, mixed-use communities are more than twice as likely to get 30 or more minutes of daily exercise as people who live in more auto dependent neighborhoods.<sup>7</sup>
- In low-income neighborhoods, each additional supermarket increases residents' likelihood of meeting nutritional guidelines by one-third.<sup>8</sup>
- Pedestrian accidents are 2.5 times more likely on streets without sidewalks than on otherwise similar streets.<sup>9</sup>
- Improved air quality reduces asthma problems and days missed from work while enhancing aesthetics (see Environment section for air quality policy).

Through public outreach, Loveland residents overwhelmingly expressed a desire for an improved and expanded bicycle and pedestrian system to make walking and bicycling an easier and safer transportation choice – described in detail in the Mobility section that follows. Specifically, safely and conveniently connecting existing neighborhoods to parks, grocery stores, schools and commercial areas was identified as a priority. Also, encouraging new mixed-use, mixed housing type developments with walkable or bikeable access to daily needs provides an opportunity to make physical activity a routine part of life and reduces dependence on an automobile.

*Nearly 40% of Loveland adults recently surveyed say they don't get sufficient exercise, nearly 30% say they don't get any moderate to vigorous exercise, , and 13% report taking part in no physical activities (Health District of Northern Larimer County 2013, Centers for Disease Control and Prevention)*

In addition to diverse physical activity opportunities, access to healthy, affordable food is important to Loveland residents and

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<sup>5</sup> Summer 2009 Research Brief, Active Living Research, Active Transportation Making the Link from Transportation to Physical Activity and Obesity

<sup>6</sup> Frank, et al., Linking Objectively Measured Physical Activity with Objectively Measured Urban Form: Findings from SMARTRAQ, American Journal of Preventive Medicine, at 117-1255 (February 2005)

<sup>7</sup> L. Frank, et al, *supra* note 5.

<sup>8</sup> K. Morland, et al, *The Contextual Effect of the Local Food Environment on Residents' Diet*, American Journal of Public Health (November 2002).

<sup>9</sup> R. Knolblanch et al., *Investigation of Exposure Based Pedestrian Accident Areas: Crosswalks, Sidewalks, Local Streets and Major Arterials*, at 126-133, Federal Highway Administration, Washington, D.C. (1988)



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

Expanded partnership for Safe Routes to School



Completion of sidewalks



Completion of Recreation Trail



Preservation of land for urban agriculture and local food distribution



Neighborhood markets



Improved bicycle lanes with street trees

Added parks with improved access



## Plan Policies and Supporting Strategies

**Policy 1.** Create convenient, safe and diverse physical activity opportunities for residents of all



*ages, abilities, and income levels (see also Mobility section for bicycle and pedestrian policies and the Environment section for environmental health policies).*

- Strengthen and expand relationships with community partners and stakeholders, including the Safe Routes to School Task Force, to increase opportunities and education around walking and biking to school for all students.
- Improve traffic calming and streetscapes on local streets through elements such as street trees and detached sidewalks to reduce traffic speeds while increasing pedestrians' and cyclists' comfort and safety.
- Encourage and support bicycle and pedestrian infrastructure improvements for local trips with safe and easy access to routine goods and services.
- Increase and expand bicycle and pedestrian connectivity and safety for easy access to parks, natural areas and the Recreation Trail.



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

**Policy 2. Encourage the availability and affordability of healthy, fresh food throughout the City.**

- Create a land use pattern that facilitates residents' convenient access to healthy retail foods at neighborhood locations and through a range of scales and sizes.
- Promote and preserve urban agriculture opportunities to support local food production, distribution and Loveland's agricultural heritage.
- Identify appropriate locations for and support community gardens, such as within new developments or City parks.

**Policy 3. Attract and maintain accessible, first-class hospitals and medical facilities in Loveland.**

- Work with healthcare providers to ensure that their goals are considered when evaluating land use patterns.
- Consider the range, scale, market demands for, and placement of health care services and resources in relation to residential and mixed-use areas to support access for older adults and low-mobility residents.

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

- Develop, operate, and program specialized recreation facilities in accordance with service level guidelines defined in the 2014 Parks and Recreation Plan.



- Improve and provide safe, accessible, attractive indoor and outdoor facilities that meet the recreation programming goals of the community.
- Coordinate the provision of recreation facilities with other local governments, special districts, and the Thompson R2- J School District as appropriate.

### **Relevant Indicators**

- Sidewalks and Bicycle Infrastructure
- Connectivity
- Neighborhood Walkability
- Bicycle and Pedestrian Project Identification Completion

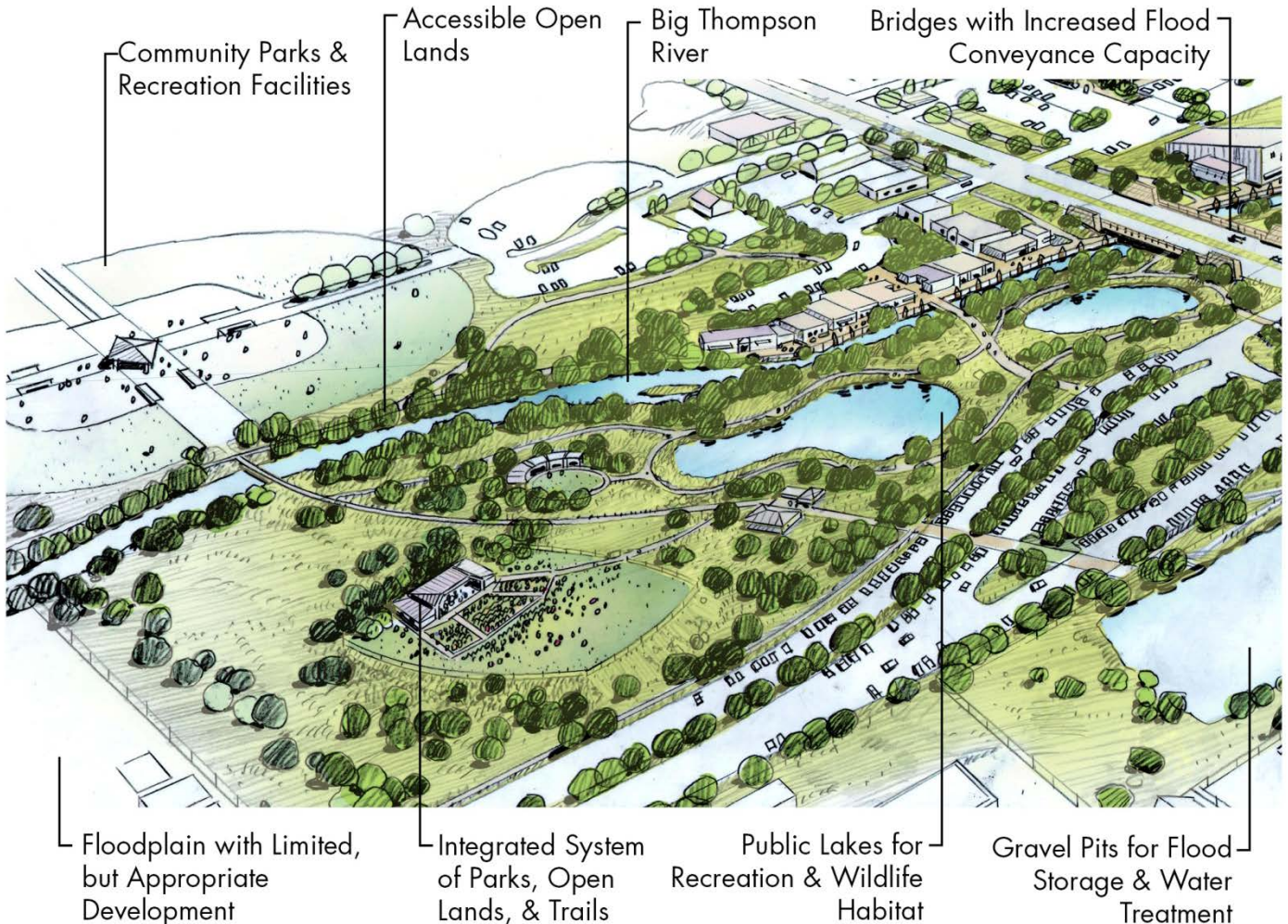




## Environment

### *Celebrate our Natural Assets in an Urban Setting*

*Artist's rendering for 287 Strategic Plan, 2015*



Loveland is defined by its natural beauty, a diversity of Rocky Mountain foothills and the Great Plains landscapes, and by the Big Thompson River that runs through the city. Preserving Loveland's natural assets, and growing and building in ways that will not only protect but celebrate our natural surroundings is important to Loveland residents and to the local economy.

Through this plan, the Parks & Recreation Master Plan, and community surveys, residents have clearly communicated that recreation is essential to their quality of life and that having ample opportunity to enjoy nature and the outdoors improves their health, wellness and fitness. Residents have also communicated that the most important additions to Loveland's recreational offerings would be more trails and bike paths, accessible open lands and natural areas, and more community parks and facilities.



## **Create Loveland and Water**

Create Loveland seeks to help Loveland become a more water efficient community by considering the impact of land use decisions on water use while anticipating how water supply will have an impact on future land use options. Currently, the water supply is not seen as placing immediate limits on Loveland's growth. However, it will need to be continually monitored through the Raw Water Master Plan.

A level of service analysis conducted for the 2014 Parks and Recreation Master Plan found that Loveland provides fewer trails and pathways, less accessible open space acreage, and less indoor recreation space on average than peer communities of Fort Collins and Longmont. The study also revealed that Loveland would need to increase its acres of parkland and open space and miles of hard and soft-surfaced trails to maintain current service levels and be well-positioned to provide abundant recreational opportunities as it grows in the future.

Loveland's position at the mouth of a steep, narrow canyon makes its floodplain prone to sediment deposition, channel movement, and damage to property and critical infrastructure. Extreme flooding in the Big Thompson River watershed is part of a recurring natural cycle and the river will inevitably flood again. In 1976 and recently in 2013, significant losses occurred to the community's economic, riparian, aquatic, recreational, scenic, and infrastructure resources due to severe flooding.

Today, residential and commercial development and City infrastructure occupy land that was formerly part of the Big Thompson River floodplain. The intensity and frequency of flooding has been exacerbated by development that has further constricted the floodway. Hundreds of homes and businesses have been damaged or destroyed in recent floods, and many of these properties are unsuitable for reconstruction or future development.

Careful planning can improve our community's resiliency to natural disasters while protecting and preserving Loveland's valuable, natural assets. The City is currently working toward conserving floodplains and waterways, restoring the Big Thompson River and city streams and creeks, as well as trying to further connect Downtown to the Big Thompson River (see Figure 2-4).



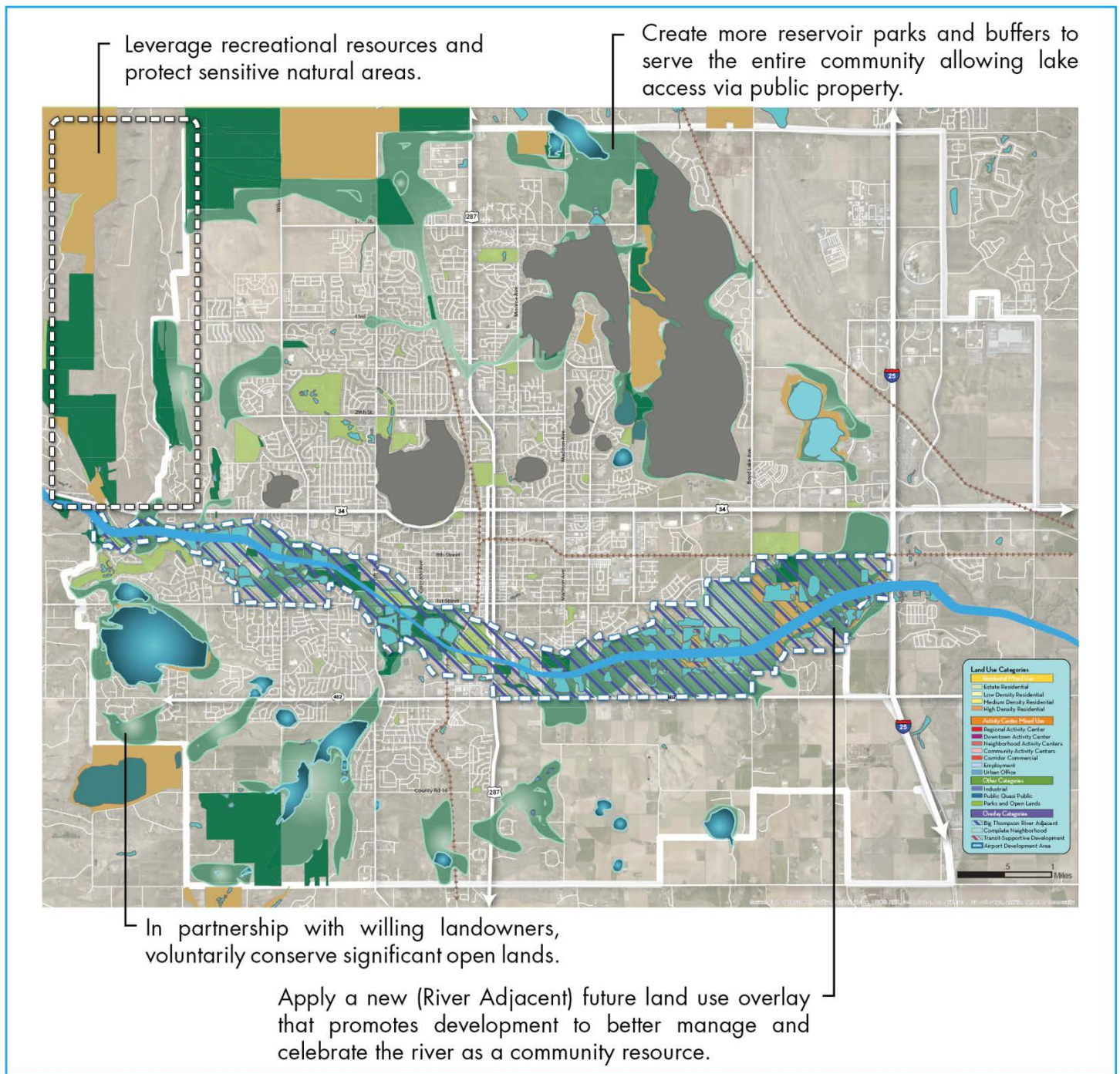


Figure 2-4. Land Use Plan opportunities to preserve and enhance our natural resources

## Plan Policies and Supporting Strategies

### **Policy 1.      *Protect sensitive natural area wildlife and habitat from development impacts.***

- Coordinate land development and land conservation efforts between City departments, Larimer County, non-profit partners and landowners.
- Inside the Loveland GMA, lead in protecting open lands using a variety of protection techniques in partnership with willing landowners, including: acquisition; conservation easements; zoning tools such as Cluster Development, Transfer of Development Rights (TDR's), and the development process.
- Outside of the Loveland GMA, collaborate to conserve high value lands through regional conservation efforts with non-profits, the State, Larimer County, and adjacent municipalities.
- Realize the opportunities to protect wildlife movement corridors along waterways and foothills as Loveland grows to the west by linking open spaces and drainage easements through and between subdivisions.
- Complete a system of contiguous open lands in accordance with the Potential Open Lands Areas Map and associated criteria in the 2014 Parks & Recreation Master Plan.
- Implement development standards and mitigation measures from the Parks & Recreation Master Plan for the Big Thompson River Corridor, designated wetlands, and identified natural areas to offset or accommodate the impacts of development.



*Clustered residential development allows for integrated open space*



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

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

- Accomplish a vision for the Big Thompson River that combines abundant wildlife and high-quality scenery with access via public property to river-related recreation opportunities.
- Restrict development in the 100-year floodplain.
- Reconnect the Big Thompson River with its floodplain and gravel pits to absorb storm volumes and velocities, and to continue its natural function.



- Assess the risks and identify means to avoid and mitigate the effects of identified natural hazards on the built and natural environment.
- Update and implement a hazard mitigation plan in tandem with regional efforts.

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

- Maintain open land values in accordance with their purpose and management, providing recreational access where appropriate (e.g., maintain those open lands containing high-value habitat as relatively undisturbed wildlife areas).
- Encourage urban agriculture within incorporated areas, with larger working farms and ranches to continue within community separators.
- Require a financially sustainable approach to land acquisition, stewardship and funding over the long term.

***Policy 4. Protect and maintain environmental resources and quality.***

- Maintain and improve air quality by working towards a jobs-housing balance that reduces the need for long commutes, creates a land use pattern that supports effective alternative transportation options, and supports a large and healthy urban forest.
- Reduce sources of water pollution by using site design practices that improve storm water quality, such as Low Impact Development (LIDs) and storm water best management practices (BMPs).
- Foster responsible and balanced development of oil and gas resources in a manner that minimizes negative effects to existing and future land uses and other impacts.
- Evaluate a dark sky ordinance city-wide or for western Loveland and the Big Thompson River corridor.
- Actively promote landscape practices that conserve water, reduce pesticide and fertilizer application and restore biodiversity.
- Mitigate the urban heat island effect by encouraging a mature tree canopy and the addition of trees in parking lot landscaping.
- Plant and maintain the urban forest along streets while minimizing utility conflicts.
- Collaborate with gravel mining interests to ensure that mining operations are conducted to meet community values and restore ecological function. Develop innovative approaches to gravel mine reclamation that will provide wildlife habitat, restoration of native landscapes, recreational opportunities, connected flood storage, and other public values.

***Policy 5. Support energy choices for Loveland residents and businesses that include clean sources.***

- Investigate options for alternative renewable energy generation on City properties.
- Support enhanced home efficiency and performance measures to reduce energy costs and conserve resources (e.g., energy/water efficiency, rooftop solar, etc.).
- Encourage high performing (i.e., LEED, Sustainable Sites) building methods in existing and new construction.



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

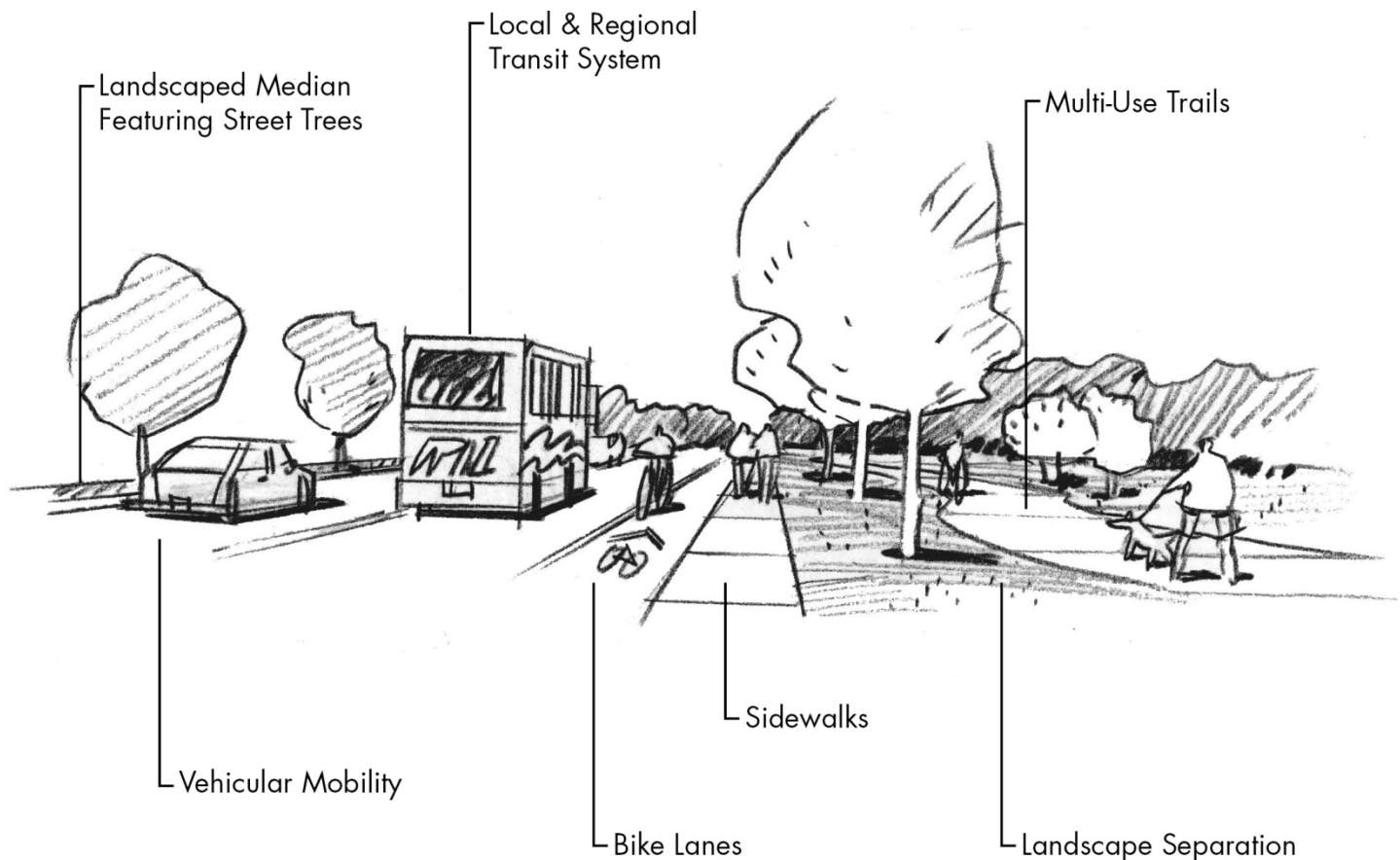
- Implement the Parks & Recreation Master Plan.
- Leverage recreational resources by creating community destinations that act as economic generators attracting tourists, businesses and residents.

### **Relevant Indicators**

- Development in High Risk Areas
- Residential Water Use

## Mobility

### *Create a Connected and Accessible Community*



*Artist's rendering, 2014*

Loveland continues to experience above average population growth, at a rate of 39% between 2000 and 2012 compared to 21% statewide. This rapid rate of growth is challenging the existing transportation network. The City's historic core contains a higher and denser mix of land uses and a street grid that provides a high level of connectivity for walking, biking and driving. However, beyond the core, post-war suburban and rural neighborhoods are characterized by low-density residential uses and include fewer through streets, wider streets, and more cul-de-sacs, which makes them largely auto-dependent and difficult to efficiently serve with public transit. Loveland's lakes and floodplains act as barriers to through travel by all modes and can create bottlenecks and congestion. I-25 and the BNSF Railroad connect Loveland to statewide markets, yet these regional transportation facilities create additional barriers for local travel by other modes. For more on the existing transportation conditions and trends in Loveland, see the Transportation Snapshot in Appendix F.



*Mobility*, or the ability to move freely or easily, in the community plays a large role in the standard of living for residents, and a well-balanced, well-maintained transportation system is critical for sustaining Loveland's high quality of life. Improving vehicular mobility, transit accessibility, and pedestrian and bicycle connectivity and safety is a priority for the City. Traffic will increase in the coming years, so citizens are very interested in creating multimodal corridors, updating key intersections and encouraging new east-west vehicular corridors. The safer and more convenient the bicycle and pedestrian network becomes, the more local retailers and employers will benefit. Also important, is the concept of *Accessibility* which refers to people's ability to reach goods, services, and activities using their desired mode of transportation. Accessibility means considering not only if people can get around quickly, but also how well the City's land use pattern supports people's ability to have access to jobs, activities, goods and services proximate to where they live. Improved accessibility can help populations with mobility challenges, such as the elderly.

Many residents have expressed concern about the lack of reliable public transportation and convenient non-motorized options in Loveland. They want to see completion of the Recreation Trail and regional trail corridors, and more progressive planning for shared use paths and recreational trails in new and older developments. There is a strong desire for a bicycle and pedestrian network that serves commuter, recreational, and social/errand trip purposes. They want a transit system that serves transit-dependent populations including the working poor and elderly, and also offers a viable travel choice for commuters within Loveland and regionally. With increasing traffic in the coming years, citizens are very interested in updating key intersections, making corridors multimodal,

#### Drive Alone



2000 | 2013  
82.5% | 79.0%

**-4.2% Change**

#### Carpool



2000 | 2013  
10.8% | 8.5%

**-21.3% Change**

#### Walk



2000 | 2013  
1.6% | 2.3%

**43.8% Change**

#### Public Transit (includes taxi)



2000 | 2013  
0.1% | 1.1%

**1000% Change**

#### Other Means



2000 | 2013  
1.0% | 4.2%

**320% Change**

#### Telecommute



2000 | 2013  
4.0% | 4.9%

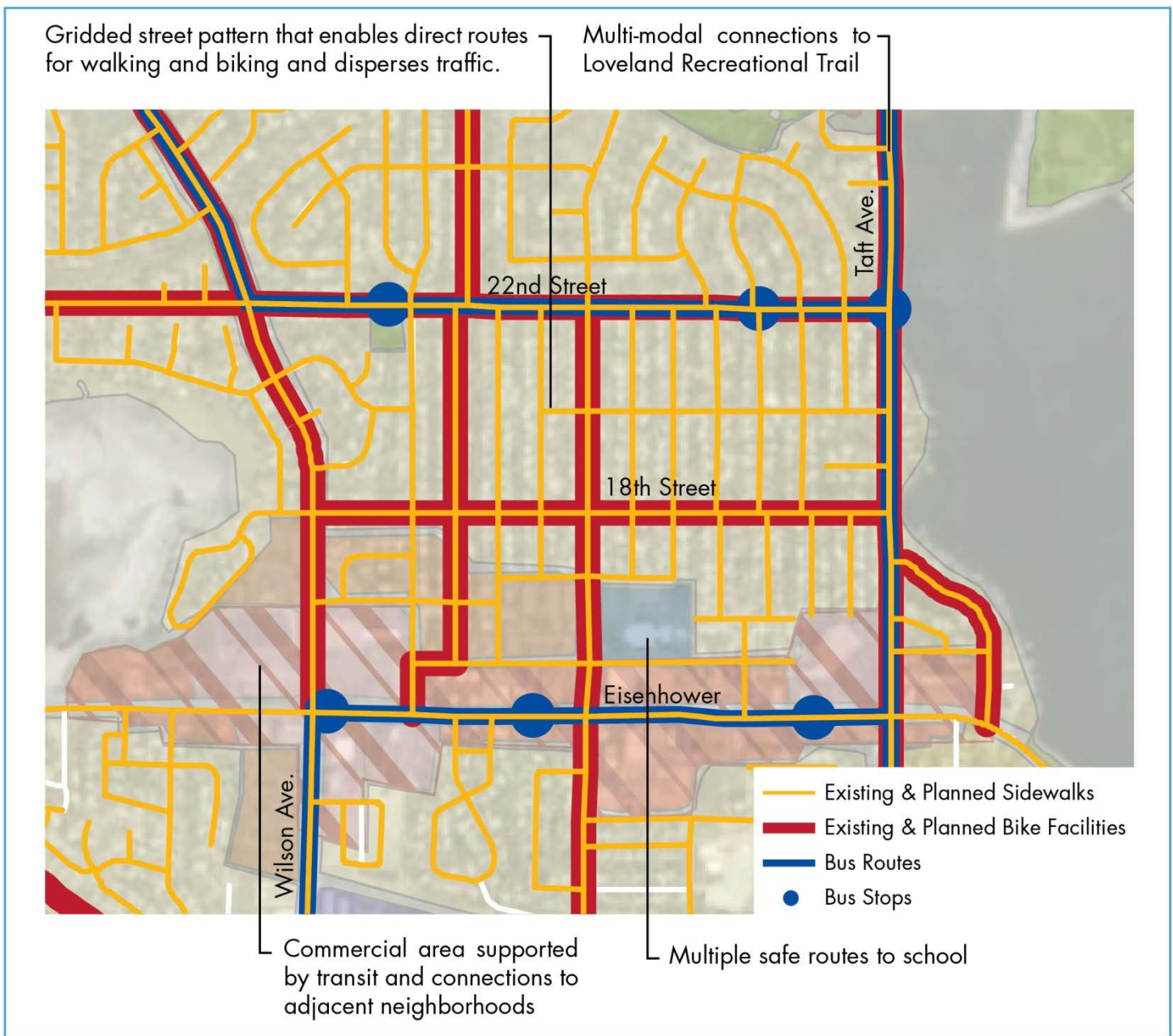
**22.5% Change**

2000 US Census and 2013 American Community Survey



Draft – September 2015

and improving east-west vehicular corridors (see Figure 2-5).



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

## Plan Policies and Supporting Strategies

### **Policy 1. Plan a safe, efficient, coordinated and convenient multimodal transportation system.**

- Integrate land use and transportation decision making to maximize infrastructure investments.

- Participate in the North Front Range Metropolitan Planning Organization's (NFRMPO) and CDOT's ongoing efforts to identify congestion, the causes of congestion and to recommend mitigation measures as required in the Congestion Management Process.
- Evaluate the established street levels of service to ensure that they meet the needs of the community and do not hamper walkability and quality neighborhood design.
- Implement Transportation Demand Management (TDM) programs and coordinate land use and transportation decisions to reduce single-occupancy vehicle trips by minimizing trip lengths and providing mixed-use and transit oriented development options.
- Coordinate with CDOT, the NFRMPO and neighboring jurisdictions to implement regional transportation projects on I-25, US 34, US 287, and SH 402.

***Policy 2. Provide infrastructure to make walking and bicycling convenient and viable for all types of trips and for all ages, abilities, and income levels.***

- Accelerate implementation of the 2012 Bicycle and Pedestrian Plan and NFRMPO Regional Bicycle Plan by considering a range of different funding sources and leveraging opportunities to combine bicycle and pedestrian projects with roadway capital projects and maintenance projects.
- Work with the School District to improve bike and pedestrian infrastructure near schools and connecting to neighborhoods.
- Enforce existing codes and ordinances that require property owners to maintain their sidewalks in good condition.
- Complete the Recreational Trail system of hard- and soft-surfaced trails for off-street, non-motorized, and non-equestrian recreation uses.
- Require that developments provide land, access or easements for the City's planned trail system when development proposals are submitted.



*Insufficient pedestrian infrastructure limits accessibility*



*Bike parking on 4th Street is located in space unused due to angled parking*

- Coordinate the provision of bicycle and pedestrian facilities among various government departments, and with other local governments, state and federal government, special districts, and the Thompson R2-J School District, as appropriate.
- Promote a walkable environment in commercial locations by connecting internal sidewalks to the public sidewalk network and designing internal pedestrian circulation that is safe, direct, and comfortable.
- Require new developments to provide bicycle and pedestrian improvements consistent with Loveland's street standards and the applicable land use category guidelines.
- Coordinate bicycle and pedestrian planning and implementation with other infrastructure projects and land use decisions. Specifically, ensure coordination in implementation of:
  - 2012 Bicycle and Pedestrian Plan
  - 2014 Parks and Recreation Master Plan
  - 2035 Transportation Plan
- Emphasize trail access for citizens inside the City's Growth Management Area.
- Consider the varying needs of citizens of all ages and abilities in planning and implementing the bicycle and pedestrian system.



*The area above promotes active transportation with a highly-connected network of sidewalks, bicycle facilities, and transit.*

### ***1. Make the COLT bus system a convenient, efficient and functional choice.***

- Expand the City's public transit system consistent with adopted transit plans. Use transit plans when reviewing land use decisions to identify opportunities to make transit service more productive and better serve major transportation corridors and all major district destinations.
- Stimulate the local economy through investment in public transportation infrastructure and operations.
- Encourage transit-supportive densities in strategic locations and land use categories (see Chapter 3 Land Use Map and Transit Supported Development land use category description).
- Encourage adequate funding and improvements to make COLT more convenient and communicate an image of quality to make it more desirable to choice riders.

### ***Policy 3. Establish and maintain convenient connections between neighborhoods and to local destinations.***

- Require well-connected streets, sidewalks, and bike paths/lanes in new developments and redevelopment areas and between neighborhoods. Examine Larimer County Urban Area Street Standards to find opportunities to increase street connectivity
- Establish street connectivity and block size targets that support walkability.



- Enhance street connectivity in new developments with shorter, pedestrian-scale blocks and narrower streets to improve walkability and connectivity. Provide intermediate pedestrian connections where block lengths are long.
- Provide incentives for highly connected grids and small block networks that exceed minimum requirements.
- Improve existing intersections to facilitate north-south and east-west traffic.
- Create new transportation corridors to overcome barriers to local traffic (waterways, railroads, I-25).
- Look for opportunities to locate service providers closer to the populations they serve.
- Recognize that transit alone is not sufficient to solve access issues for the elderly and those with disabilities and that the land use pattern must also support convenient, non-vehicular access to services.

***Policy 4. Establish a sustainable financing foundation for a transportation system that provides dependable mode options with the ability to accommodate Loveland's growth.***

- Investigate all reasonable options for financing capital, operations, and maintenance costs for transportation and developing an implementation strategy that recognizes current funding realities and limitations. Seek funding sources that allow for stability and long range planning.
- Monitor the schedule and eligibility requirements and proactively pursue state and federal funding available through the North Front Range MPO, Colorado Department of Transportation, Federal Highway Administration, and Federal Transit Administration.

## **Relevant Indicators**

- Sidewalks and Bicycle Infrastructure
- Mode Split
- Connectivity Index
- Walkability

## Neighborhoods & Community Assets

It is crucial to preserve the quality of life and small-town feel that citizens enjoy.

Continued investment and improvement in developed neighborhoods and their unique identity, as well as new areas, play an important role in this. This includes creating “full-service” communities, with small mixed-use areas and neighborhood-serving uses such as a grocery store or daycare. Building neighborhoods around community amenities such as parks and schools – as well as public art, festivals, and cultural offerings – fertilizes deep roots in relationships and a sense of community.



*2013 Annual Quality of Life Survey*

Loveland’s vision includes diversity in neighborhoods, from architectural style to housing types, tenures, affordability, and uses. Diverse neighborhoods will support housing equity, and a mix of housing types can provide for the needs of all ages, incomes and family types. Neighborhoods that include a variety of housing types and residents tend to be more resilient to economic challenges that affect particular homes or populations. In contrast, a neighborhood where all the homes are a similar size or layout, for example, may experience concentrated decline as consumer preferences change over time. A neighborhood with a variety of housing types also represents a more efficient use of infrastructure as the neighborhood is less likely to decline and cause the infrastructure to be under-utilized.

### Fostering Community Resiliency

A socially resilient Loveland fosters and maintains a high quality of life for those that reside and work in Loveland. While not all threats lie within the domain of City’s role in land use and the built environment, The City can support the health, wellness, and safety needs of residents, and cultivate opportunities for them to interact with others and engage in neighborhood and community matters.

#### *Threats to Loveland’s Neighborhoods and Community Networks:*

- *The quality of and community support for lifelong education*
- *Public safety, including bicycling, and pedestrian safety*
- *Not capitalizing on demographic shifts such as aging and attracting millennials*
- *An unhealthy population, days missed from work, and preventable illnesses*
- *Missed opportunities or inadequate funding for future trail and park acquisition and open land conservation*
- *Lack of volunteerism and civic leadership*





Community resiliency also means that community members have options and choices when it comes to things like transportation, housing, employment, and recreation, so that people of all ages and abilities can lead independent and meaningful lives in Loveland. Solid leadership and strong regional relationships also help to unite community members and build a strong social fabric, which helps enhance Loveland's ability to respond to future challenges and opportunities.

Planning for community resiliency includes addressing factors related to the built environment, as well as integrating and addressing the social and economic needs and desires of residents. In terms of land use, Loveland can build social resiliency and capacity by ensuring that neighborhoods are walkable, connected, and within close proximity to shops, services, and public spaces so that people can easily and safely satisfy their daily needs and interact with one another.

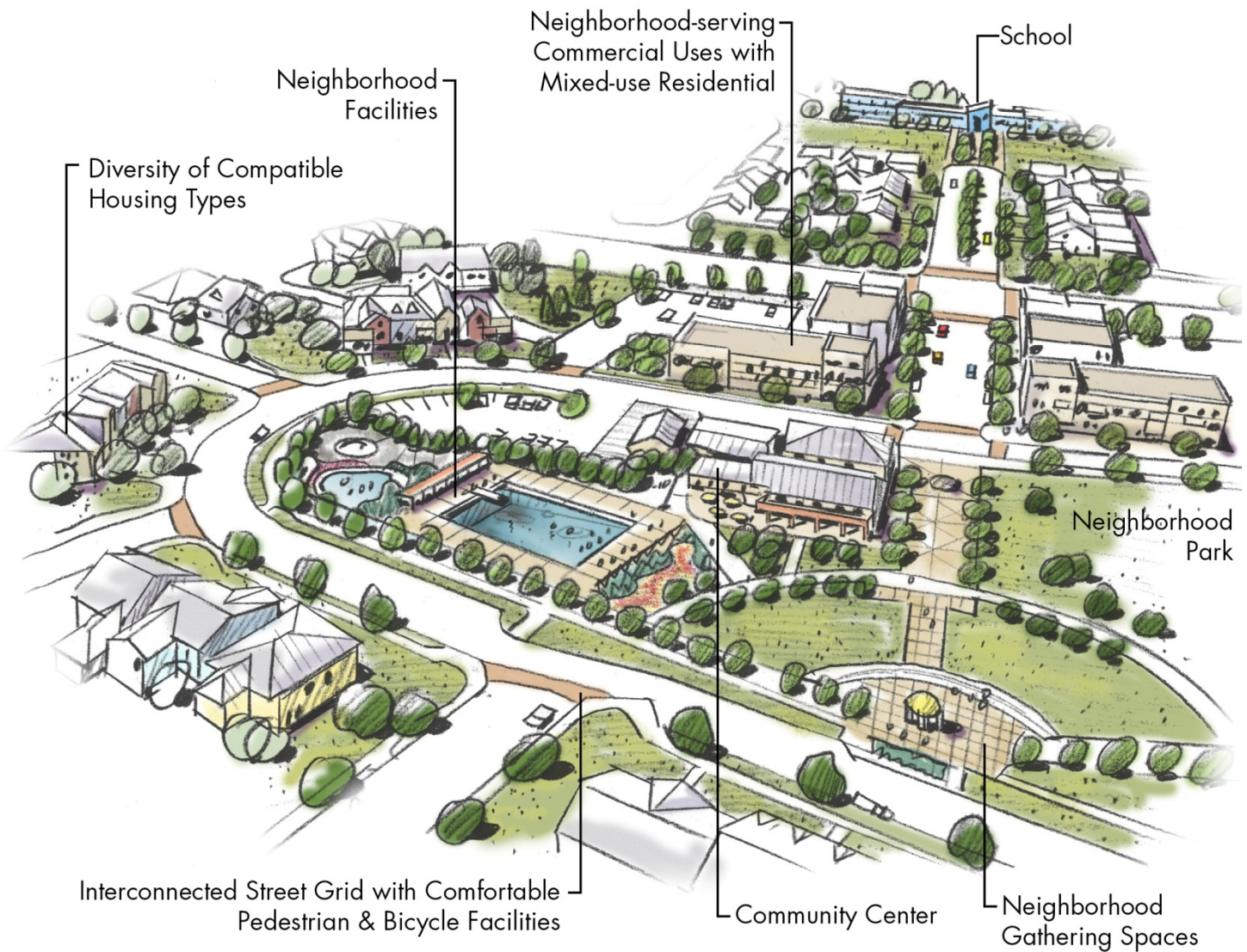
Maintaining quality, safe, and desirable neighborhoods that incorporate a mix of housing options also helps to support and accommodate residents at different life stages, such as first-time homeowners, families with school-aged children, retirees, and senior citizens. In addition, the City of Loveland can support social resiliency by continuing to check in with and listening to the ideas and concerns of community members, as well as continuing to coordinate regionally and strengthen relationships with neighbor communities and service providers.

*"The awareness, energy, and resources that communities bring to recovery from a painful and heart-wrenching disaster can catalyze actions that contribute to broader objectives of livability and sustainability. Those communities that recognize that linkage become stronger, more vibrant, and better able to withstand future events, because they have laid the groundwork for maintaining themselves as healthy, functional, and self-sufficient—they bounce forward."*

*From the 2014 Urban Land Institute (ULI) Advisory Services Panel Report for Northern Colorado, Connected Systems, Connected Futures: Building for Resilience and Prosperity.*

## Housing

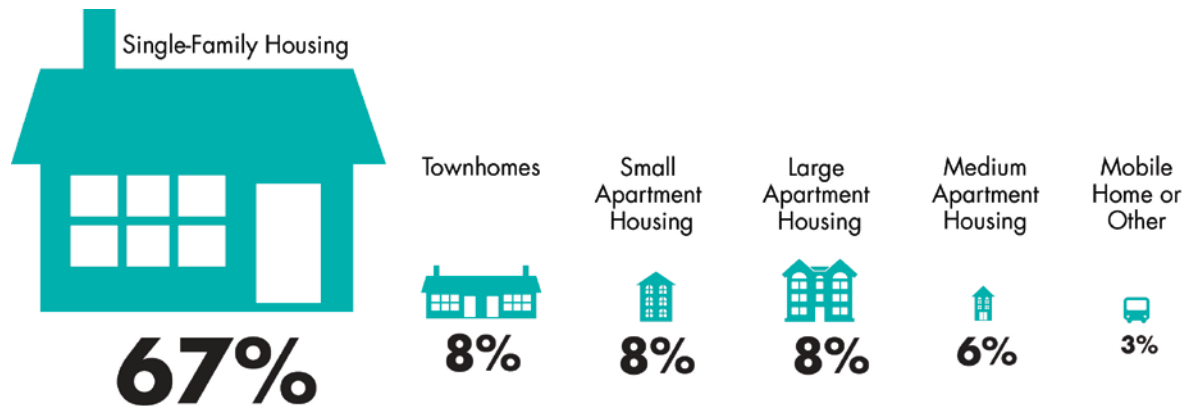
### *Facilitate Complete Neighborhoods*



*Artist's rendering, 2014*

An attractive and diverse housing stock is vital for the City of Loveland to preserve its position as an attractive place to live and support its economic development goals. The evolving North Front Range economy and changing demographics are altering the dynamics of the local housing market, requiring an updated understanding of local housing needs. This comprehensive plan update provides the City the opportunity to strategically plan for its next phase of housing development, ensuring housing development meets the current and future needs of its residents.

Since the 2005 Comprehensive Plan, City efforts have focused on creating welcoming neighborhoods; continued neighborhood growth throughout various parts of the City, with an emphasis on integration into the existing physical and social environment; and a variety of housing styles and types throughout the community that result in appropriately dense development. For more on the existing housing conditions and trends in Loveland, see the Housing Snapshot in Appendix F.



*2013 American Community Survey*

The public input process revealed a wide range of views among residents regarding how housing development should be prioritized and approached in the future. In addition to public comments on new housing opportunities (see Figure 2-6), many residents referenced current housing conditions. Residents stated the need for home improvements, which is unsurprising given that over 40 percent of Loveland housing units were constructed before 1980. However, many residents also noted an appreciation for the City’s historic neighborhood design and suggested utilizing a similar pattern for future housing and neighborhood development. Loveland must also acknowledge and assist aging residents within the City, a group that will have increasing housing accessibility needs.

One recurring theme among residents is the desire for increased multifamily and mixed use housing development, housing types that are relatively limited currently—approximately two-thirds of Loveland housing units are single family homes. It is important for Loveland to continue to balance its past goal of not becoming overly dense with the realities of the current housing demands. The incorporation of multifamily and mixed use housing translates to a more diversified housing market overall, with greater variation in housing types, tenures, affordability and uses. With rental unit vacancy rates at a 10-year low and median gross rents at a high point, the Loveland housing market is in need of increased multifamily and mixed use housing.

Current market trends show the popularity of neighborhoods that mix different housing types and densities with commercial and civic development in a pedestrian and bicycle friendly environment. With proper policies and zoning options, the development of these “complete neighborhoods” can be

a viable and efficient option for the Loveland community. The land use plan and category descriptions such as the “Complete Neighborhoods” optional overlay in Chapter 3 provides a path for the creation of these neighborhoods.

It is the intent of this plan to allow mixed use housing types as an option for future development. As Loveland grows it will need to accommodate a wider variety of housing preferences. Development of a variety of neighborhood types should be an efficient process with high quality outcomes. As density increases, so too should community amenities, open space, and design quality.

There is a clear relationship between the income level of jobs throughout the City and housing types. A large proportion of retail and service-oriented jobs and slow growth in primary jobs exacerbates housing affordability issues. While multifamily and mixed use housing will help address housing affordability, a number of residents explicitly stated the need for increased affordable housing throughout the City. For Loveland to grow as a community in the fashion it wants—diverse, multi-cultural and vibrant—it needs to attract primary jobs, higher paying employers and prioritize creating housing affordability throughout the City.

We are a community that encourages affordable housing, and considers housing affordability in land use decisions. When communities talk about affordable housing, often it is reference to a program that provides support, financial or otherwise to the production and maintenance of housing that charges below-market rates. The decision to undertake an affordable housing program is often based on the availability of funding, which competes against other City priorities on a yearly basis.

A more fiscally sustainable and resilient approach that can be implemented through a comprehensive plan is one that addresses housing affordability. Housing affordability speaks to the amount of income households have to spend to meet their housing needs. In a community with a housing affordability problem, households have less money to spend, for example, at local businesses.

A community that provides a wide range of housing types is more likely to have a housing supply and market that adequately serves people across the income spectrum. Density also plays a role in allowing market rate housing to be affordable because higher density housing has lower land costs per unit and can therefore be sold or rented for a lower price. Because housing and transportation are typically the two largest expenses in a household, locating housing so that a family only needs one (or no) car in order to access school, work, shopping, and recreation can have a positive impact on a family’s finances.

This comprehensive plan supports housing affordability by facilitating the mixed density neighborhoods, close to transit service and ensuring that sufficient density is allowed in order to keep land costs per housing units reasonable. It further emphasizes retaining and attracting higher wage employers



beyond traditional service employment.

The City has prospered over the last decade in large part due to its well-conceived and executed housing strategy. While many of the goals today are the same as they were then, it is important for this updated plan to reflect the present demographic, economic and housing characteristics. Policies promoting the development of new diverse, affordable, integrated and accessible housing will ensure Loveland continues its legacy as a welcoming and inclusive community.





The following land use policies will ensure that the City continues its commitment to a diverse community, grows residentially in an appropriate manner, acknowledges and provides for the needs of its residents and retains its historical character.

### **Aligning Community Desires with Market Demands**

A good plan works with the market to achieve community desires. Loveland stakeholders have expressed a wish to live in a community that provides a range of retail and service options, including smaller outlets located within their neighborhood. However, current trends in commercial development may be favoring consolidation into larger sites. Create Loveland looks for opportunities to work with developers to create neighborhood commercial nodes while recognizing that not all commercial development will fit this pattern.



*Multifamily housing options*



*Senior housing options*



*Development that recalls historic neighborhoods, with alleys and detached sidewalks*





- Identify areas of the community appropriate for more diverse housing types and neighborhoods. As transportation intensity increases, housing intensity can increase to support transit and walkability goals.
- The Complete Neighborhoods designation is intended to encourage alternatives to standard LDR and MDR development city-wide (see Chapter 3). Criteria for applying Complete Neighborhoods includes but is not limited to: public support; development program; transportation network that gives highest priority to pedestrian and bicycle modes; and site potential to create a fine-grained mix of housing types, densities, and neighborhood scale commercial and civic uses that accommodates a variety of household incomes, ages, and sizes.
- Promote multifamily housing and mixed use developments that attract young families and retirees and provide for non-traditional households.
- Increase regulatory flexibility to allow for neighborhood commercial land uses and higher-density and mixed use housing in appropriate locations, i.e., near commercial centers, transit stops and arterial roadways.
- Provide incentives such as density bonuses or allowances for accessory dwelling units for neighborhoods that mix housing unit types and contain a commercial component desired for walkability.
- Encourage development of housing types that appeal to high-quality employees and employers.
- Use creativity and flexibility to achieve quality design in small lot neighborhoods. Allow for smaller housing units to accommodate a variety of housing needs.

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

- Identify and resolve barriers that impede the development of affordable housing.
- Support market based mechanisms (i.e., density bonuses, fee waivers) to increase the supply of affordable housing.
- Prioritize the development of affordable housing near commercial/employment centers, transit stops and social services.
- Where appropriate, integrate affordable housing into new mixed-income neighborhoods to reduce segregation and concentration of poverty.

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

- Protect and preserve environmental assets in sensitive areas and adjacent to City Open Lands by using clustering development techniques.
- Encourage a portion of new housing development to recall historical neighborhoods, including a variety of housing, alleys and small gridded blocks.
- Allow live/work and commercial uses in residential neighborhoods where appropriate.
- Retain some residential neighborhoods as purely residential.
- Utilize residential design standards to achieve neighborhoods that have attractive streetscapes and public realms not visually dominated by garages.

***Policy 4. Promote integration of housing in commercial and employment centers (see Chapter 3 Land Use Categories).***

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

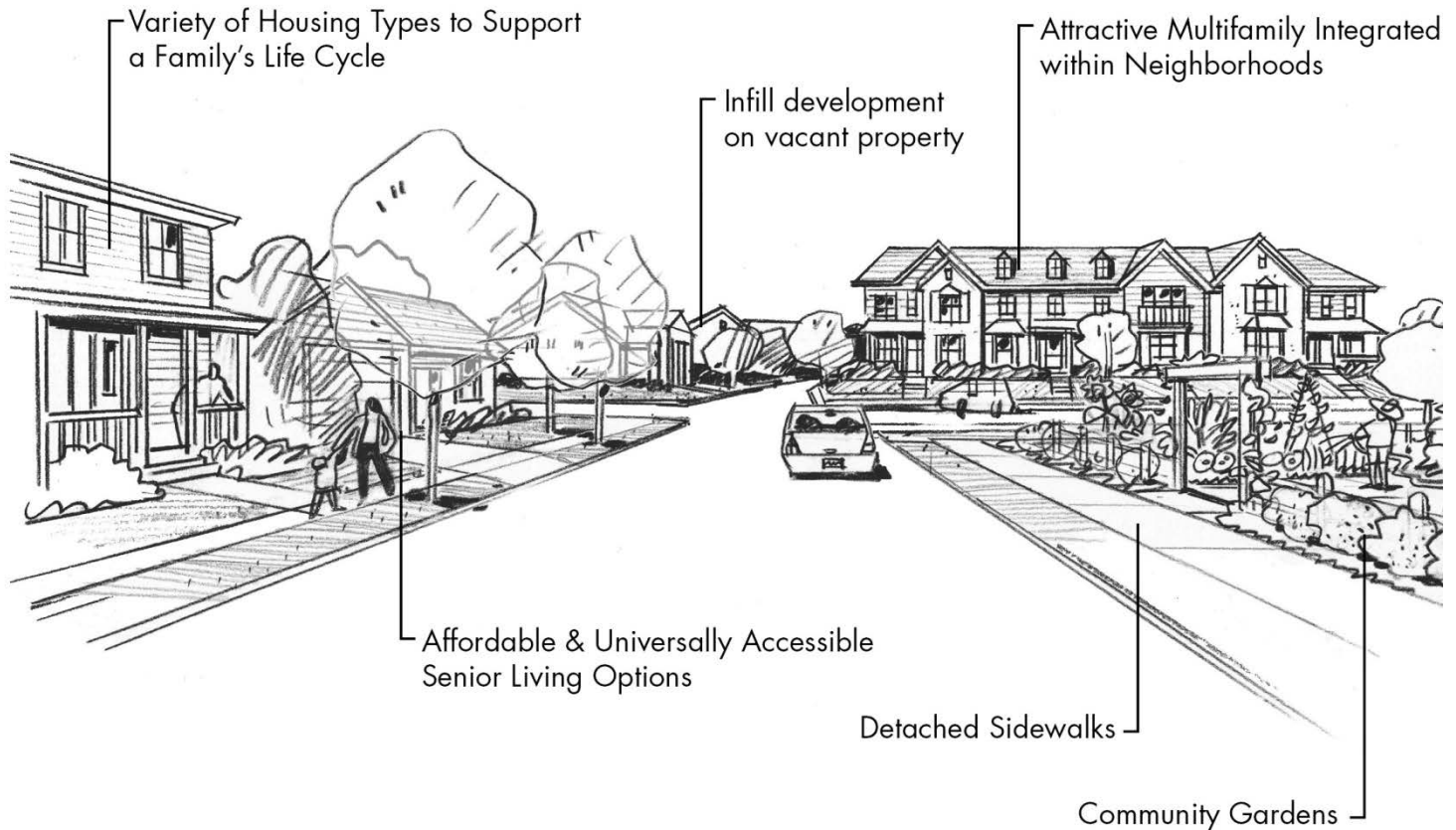
### **Relevant Indicators**

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



## Neighborhood Character

### *Invest in Loveland's Older Neighborhoods*



*Artist's rendering, 2014*

Loveland's established neighborhoods are key to continuing its revitalization and prosperity. Loveland's oldest districts require unique strategies to leverage property owner reinvestment and civic pride. These nearby districts are often Loveland's most ethnic-, architectural-, age- and income-diverse neighborhoods and have long been attractive for their proximity to civic areas, Downtown amenities and businesses. Continued investment and improvement in Loveland's older neighborhoods will play an important role in preserving the historic charm and small-town feel that citizens enjoy and value.

Older neighborhoods offer a prime opportunity to make the most efficient use of existing infrastructure and achieve affordable housing goals. Established neighborhoods are similarly some of the City's most compact areas and offer the greatest potential for allowing people to stay in their homes as they age, make walking/biking easy and cost-efficient, attract young families, and provide for the growing number of non-traditional households. Yet they often lack basic infrastructure improvements, such as sidewalks and bike lanes.



Many residents voiced concern that older neighborhoods are at risk of neglect, and that older homes should be preserved and renovated to maintain historic neighborhood character. It is a sad reality that a few older neighborhoods have declined and suffer from sub-standard conditions.

*2014 GIS Loveland parcel data*



**Two in five** houses were built before 1980.

These neighborhoods – largely built in the early 1900s through 1950s – are also diverse in their organizational structures. Many older neighborhoods have informally developed long-standing social traditions and activities that help bind residents of the neighborhood together. Other neighborhoods have no such traditions or leadership to communicate concerns to the City. In comparison, many newer neighborhoods have homeowner associations with leadership liaisons to the City, as well as coordinated common ground maintenance. Redevelopment and infill development in existing neighborhoods faces a number of challenges: old infrastructure results in uncertainty and increased costs; existing neighbors may object to the prospect of change and increased traffic; sometimes the zoning of the property may not correspond with the development potential of the property or the requirements may make the development infeasible. Create Loveland recognizes the importance of

allowing Loveland's older neighborhoods to evolve – balancing stability with vibrancy. While the Plan cannot make old water and sewer pipes new again, it can address the concerns of neighbors and lay the groundwork for utilizing zoning to support and not hinder redevelopment.

Zoning can address neighborhood concerns by including infill or redevelopment standards that address how new development relates to existing development instead of focusing solely on height, density, setbacks, etc. like current zoning policy does. Better standards can increase the level of certainty around development for both the neighbors and the developer. Zoning roadblocks can also be removed by modifying or loosening standards to make it more financially feasible or easier to fit a project onto a property. Care must be exercised as loosened standards can make a neighborhood less likely to accept change.

Changes to economic conditions and consumer preferences can make it so that the zoning of a neighborhood does not allow for development demanded by the market. When pursuing a change in zoning in order to make development economically feasible in an existing neighborhood, care must be taken. Rezoning can be an appropriate tool when it would support not only the economic development of the property, but also the larger goals of the community and City, and not push too much change, too fast on an existing neighborhood. The vested interests of property owners is an important consideration. Examples of an appropriate situation might be where a property is located in a transitional area where an investment in infrastructure is being made. Rezoning should be in compliance with the Comprehensive Plan and must not be spot zonings which are not allowed by law.

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

Last but not least, the City recognizes that a gap exists between the needs and abilities of older adults and the common design of the built environment and therefore supports policies which eliminate this gap. Actively involving older adults and an aging perspective in City land use and zoning processes can help raise the level of functioning and independence of older adults. This gap will





narrow with an “age in everything” approach to planning, where older adults are considered in all program, housing, and facility planning.



## Plan Policies and Supporting Strategies

### **Policy 1.** *Continue investing in older neighborhoods as they age.*

- Create safe and attractive connections from Downtown to surrounding neighborhoods through street tree plantings, pedestrian/bicycle infrastructure improvements, and pedestrian-scale lighting.
- Work with neighborhood organizations to identify and eliminate negative factors of blight, such as deteriorating infrastructure, in aging neighborhoods.
- Analyze blighted conditions by neighborhood and invest in infrastructure, to the extent that funds are available.

### **Policy 2.** *Reinforce the unique identity and visual appeal of neighborhoods (see also Housing Policy 3).*

- Continue improving park facilities in older neighborhoods to adjust for changes in demographics.

- Within individual neighborhoods, foster characteristics that differentiate neighborhoods from one another; design with unifying features such as pavement design, signage, landscaping, street lighting and fencing.

***Policy 3. Support active living and aging in place (see Housing Policies 1 and 2).***

- Respond to trends in Loveland’s demographics (e.g., aging population) by encouraging housing diversity, accessibility, and affordability.
- Actively involve older adults and an “aging in everything” perspective in policy and capital improvement planning activities.
- Target new affordable housing development opportunities for existing residents.
- Encourage and provide support for mixed-use, mixed-income developments in areas undergoing redevelopment and/or revitalization.
- Support lifecycle housing for seniors to age in place.
- Create universal (i.e., enabling) housing design standards or incentives, allowing residents to age in place and creating full accessibility for all residents of varying levels of physical ability.

***Policy 4. Preserve historical residential character (see Downtown Policy 4).***

- Continue identifying historic properties and neighborhoods to preserve when supported by residents and owners.
- Encourage new development to respect and enhance the visual character of nearby historical buildings by designing new buildings to be compatible with the massing, materials, and setbacks of existing structures.
- Minimize and discourage alterations and new construction that weaken the historic integrity of individual buildings and/or a neighborhood.
- Preserve historical buildings that contain good design or other desirable features, and either restore to original condition or integrate the building into current design schemes while preserving their unique architectural style or design.

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

- Facilitate the rehabilitation of housing and redevelopment of aging private properties through the provision of loans, or technical support.
- Maintain the character, structural integrity, and appearance of new and existing developments including the appropriate use of landscaping.
- Stimulate infill in vacant properties and promote multiuse development in older neighborhoods by utilizing infill standards that allow for the development of buildings to meet today’s needs while being compatible with neighboring structures and providing certainty to neighboring residents.
- Emphasize strategic reinvestment in existing structures, e.g., solar systems, energy efficient appliances, insulation.

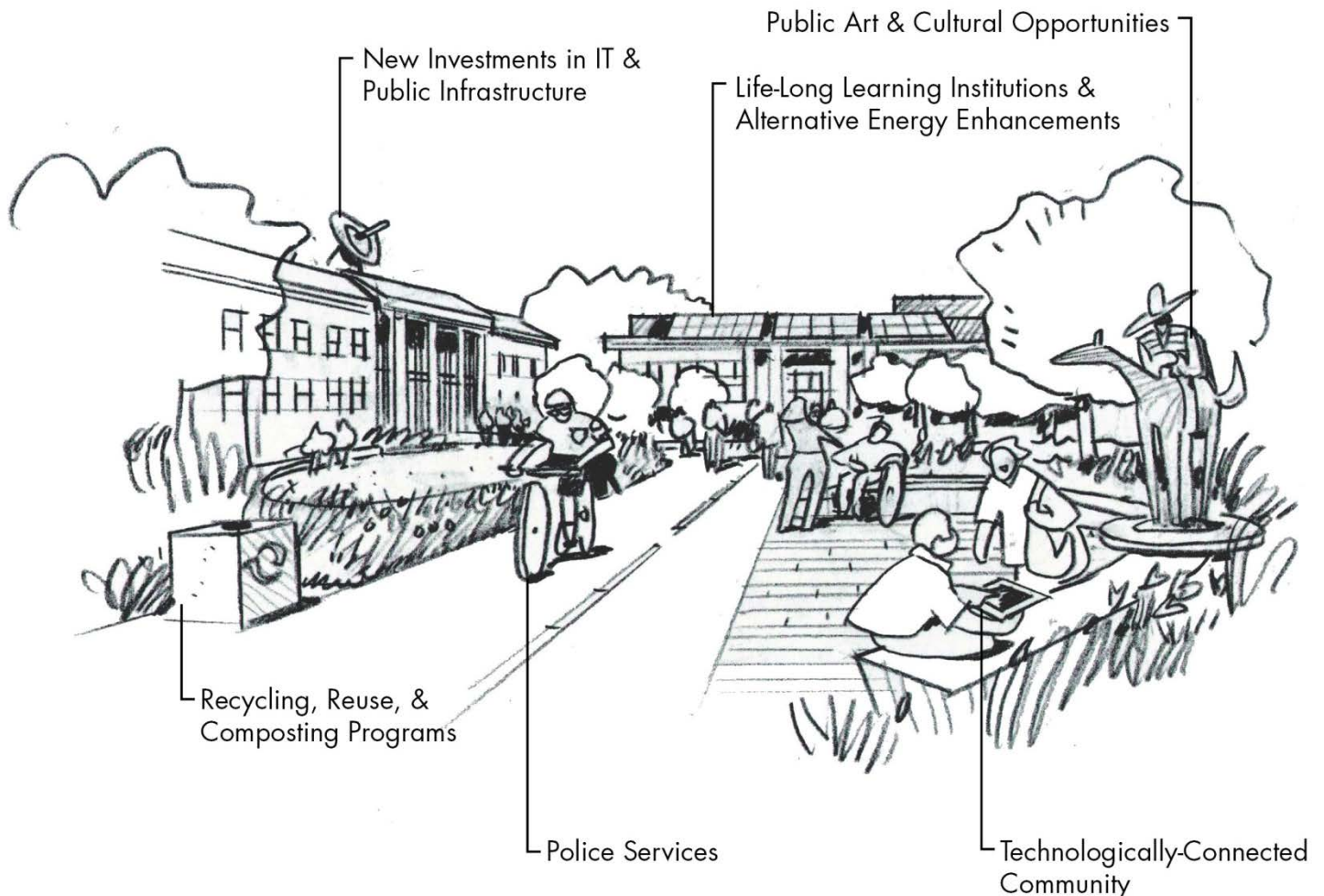
## Relevant Indicators

- Residential Affordability
- Property Investment Activity
- Neighborhood Walkability



## Community and Regional Services

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



*Artist's rendering, 2014*

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

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

**Environment:** Loveland's many lakes, reservoirs, canal, ditches, and of course, the Big Thompson River, all play important roles in the regional natural resources system. The balance between using

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

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

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

**Growth Management:** Loveland's Growth Management Area (GMA) establishes the extent of the City's planned future municipal boundaries. Within the GMA, there are several pockets of county land that are entirely or partially surrounded by Loveland City limits. These areas are serviced by the City (police, fire, etc.), but are not incorporated and do not contribute to City tax revenues. Some of these lands are undeveloped, but others contain homes and businesses. Pacing development at the



periphery with redevelopment of the City's core and incorporation of existing enclaves is a more efficient use of land and infrastructure, and helps focus Loveland's resources.

Ideas for implementing this included: building above the floodplain, directing development away from areas prone to natural hazards, and predicated new development on water, sewer and infrastructure capacities. The interface with surrounding towns will become more challenging, especially when it comes to shared services and community separators. Annexation policies below should be considered together with the Future Land Use Plan Map and Land Use category descriptions when evaluating





aspecific annexation, development or redevelopment proposal to ensure efficient provision of City services while encouraging infill development.

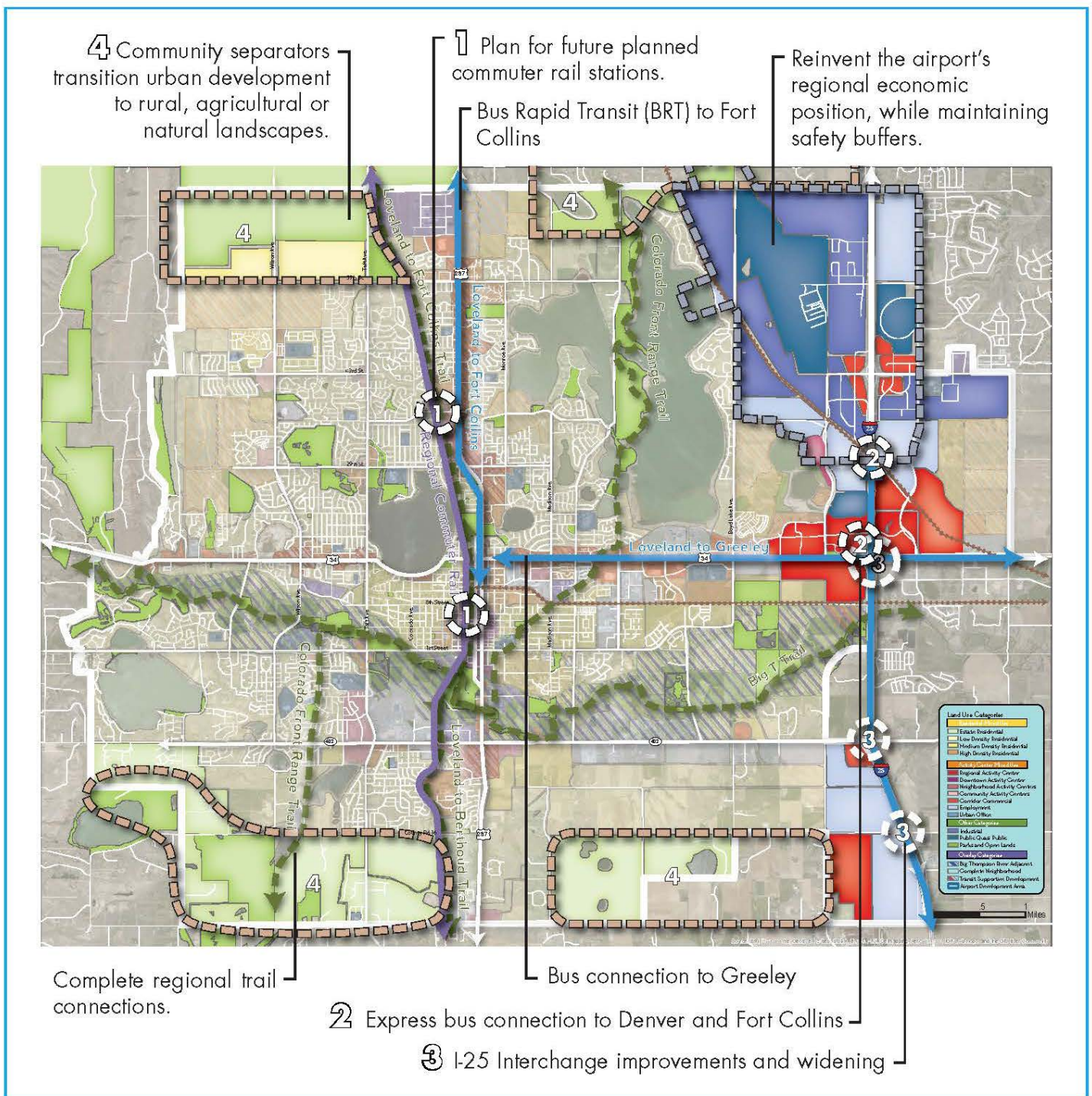


Figure 2-7: Community and Regional Assets. Land Use Plan opportunities to complete regional trail and transportation connections, and plan for sensitive transitions to surrounding municipalities

Community facilities already tend to be clustered near Downtown, which is a centralized and accessible area, especially for populations with limited access to transportation.

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

## Plan Policies and Supporting Strategies

### **Policy 1.** *Protect important regional lands and facilities (see also Environment Policy 1).*

- Accelerate the completion of regional and statewide trail corridors, such as the Front Range Trail, Big Thompson Trail, BNSF Fort Collins to Berthoud Trail, and other trails in partnership with adjacent communities and agencies.
- Coordinate regionally along the Big Thompson corridor, where floodplain protection and acquisition of open lands will play a vital role in community resiliency and recreation.
- Sensitively transition urban development to rural, agricultural, natural landscapes in the north, west, and south edges of the community through conservation easements, development review, and fee-simple acquisition.

### **Policy 2.** *Maintain and expand convenient transportation connections between regional destinations (see also Mobility Policy 4 and 5).*

- Proactively plan for and leverage Federal and state funding for regional transit, such as Bus Rapid Transit (BRT).
- Actively participate in NFRMPO regional transportation planning efforts to define current and future (2040) transportation needs of Loveland and the region as a whole.
- Work cooperatively with CDOT, the NFRMPO and other northern Colorado communities to identify opportunities to provide and increase the effectiveness of regional transit service and convenient freight route traffic along regionally significant transportation corridors. When possible, partner with freight railroads on Operation Lifesaver and Stay Safe programs.
- Investigate options for regional governance of transit service.
- Coordinate land use planning around future transit hubs and commuter rail stations to maximize the community's economic benefits in regional transit service.
- Encourage consistency between local capital improvements and regional infrastructure priorities.
- Coordinate with CDOT to support regional efforts to increase capacity on I-25.
- Coordinate with CDOT on the implementation of improvements along US 34, US 287, and SH 402.



*Airport development area*

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

- Support the implementation of the Airport Strategic Plan by protecting against encroachment of non-compatible land uses, creating and supporting a sustainable business model, and encouraging public and private investment.
- Locate appropriate new commercial development near the Airport, while maintaining flight buffers around the Airport.
- Encourage and incentivize development of aerospace technologies in the form of manufacturing, maintenance, and educational research both on and adjacent to the Airport.
- Create a multimodal transportation hub, as the Airport is located at a confluence of existing transportation resources such as the Union Pacific Railway, Interstate 25, US Highway 34, and aviation infrastructure that can support a wide variety of aircraft.
- Enhance and invest in airport safety and infrastructure that supports regional transportation demands.

***Policy 4. Coordinate the timing, location, and character of growth within the Growth Management Area (Annexation).***

- Annexations shall promote quality developments.
- All annexations shall be contingent upon a development agreement that clearly details the rights and obligations of the City and the land owner regarding the annexation and development of the annexed land.
- Property owners and developers are encouraged to assemble available adjoining land parcels and prepare a master plan design for the larger area, rather than submit separate individual proposals.
- Encourage the annexation of county enclaves within City limits and discourage the creation of future enclaves.

***Policy 5. Evaluate the fiscal and environmental impacts of development of annexation proposals. (Note: The following requirements are already applicable for the development or redevelopment of property already within the City as well.)***

- Consider the capacity of community services and facilities, environmental resources, education, and transportation to accommodate development when annexing new lands into the City.
- Consider the need for open lands and natural areas within the city limits when evaluating annexation proposals consistent with the recommendations contained in the adopted Parks & Recreation Master Plan.
- Minimize the short and long term costs to the City of providing community services and facilities for the benefit of the annexed area. Annexation proposals that are accompanied by a specific development proposal shall include a cost/benefit study detailing the economic impacts of the proposed development based upon a fiscal model acceptable to the City.





- Analyze the impact on the education system of proposed annexations, when accompanied by a specific development proposal, including recommendations of the Thompson R2-J School Board or their staff.
- The annexation of land should be allowed only if the owner can provide assurances that the land does not contain hazardous conditions that may pose a danger to the City or that reasonable avoidance and mitigation measures can be taken in the event that hazards or contamination exists. To make this determination, a Phase I Environmental Report should be prepared by a qualified third-party specialist.
- Evaluate all development agreements and proposed annexations against the fiscal model included in this plan, ensuring that they deal satisfactorily with any fiscal or environmental impacts upon the property.

***Policy 6. Encourage a pattern of compact and contiguous development<sup>10</sup>.***

- Direct growth to where infrastructure capacity is available, or committed to be available in the future. Continue to align financial incentives with contiguous development by requiring developers to install the infrastructure required to support their development.
- Expand urban development and levels of service in a thoughtful and deliberate way through integration in land use, utility, and transportation planning; implementation of growth management policies; and the identification and preservation of open lands and natural areas.
- Encourage development of new annexations that are immediately contiguous to other land in the City that are already receiving City services.
- Do not extend City utilities outside the City limits without formal approval by the City Council.

***Policy 7. Coordinate growth boundaries and service efficiencies with adjoining governmental entities.***

- Seek opportunities to coordinate and partner with other local governments, special districts, school districts, and regional, state and federal agencies on the provision of community facilities that have multi-jurisdictional impacts.
- Engage in joint strategic planning efforts, as appropriate, with residents, landowners, adjoining municipalities, local service providers, and Larimer County to advance the vision and policies of Loveland's Comprehensive Plan.
- Consider and participate in updates to the Larimer County Master Plan, including build-out and utility provision time-frame criteria, with the location, distribution, compact pattern, and characteristics of future land uses designated within the City's Growth Management Area.
- Maintain intergovernmental agreements with Larimer County that accomplish the vision of Loveland's Comprehensive Plan, Larimer County Master Plan, and the growth management concerns of each jurisdiction.

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<sup>10</sup> Contiguous Development is defined as development of land that is contiguous to other land that is already receiving public services with emphasis on infill development. Leapfrog, scattered-site and flagpole development is discouraged. This definition refers to Loveland's policy for development, not the contiguity requirement in state municipal annexation act of 1965.



**Policy 8.      *Remain regionally competitive.***

- Facilitate the extension of technological infrastructure throughout the City.
- Provide public services, facilities, and spaces that are accessible to populations with limited access to transportation.
- Coordinate with the Thompson School District, AIMS Community College, and higher education institutions to prepare the workforce of the future and encourage job creation.
- Create a land use pattern that allows for educational facilities to be fully integrated into the community, including commercial areas.
- Collaborate with police department, fire rescue authority, and school districts to ensure a safer Loveland.
- Maintain and improve current levels of service as the City continues to grow.



*Fire Administration and Community Safety Division*

**Relevant Indicators**

- Property Investment Activity
- Mode Split



# CHAPTER 3: OUR PLACES

## INTRODUCTION

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

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



# MARKET-SUPPORTED DEVELOPMENT OPPORTUNITIES

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

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

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

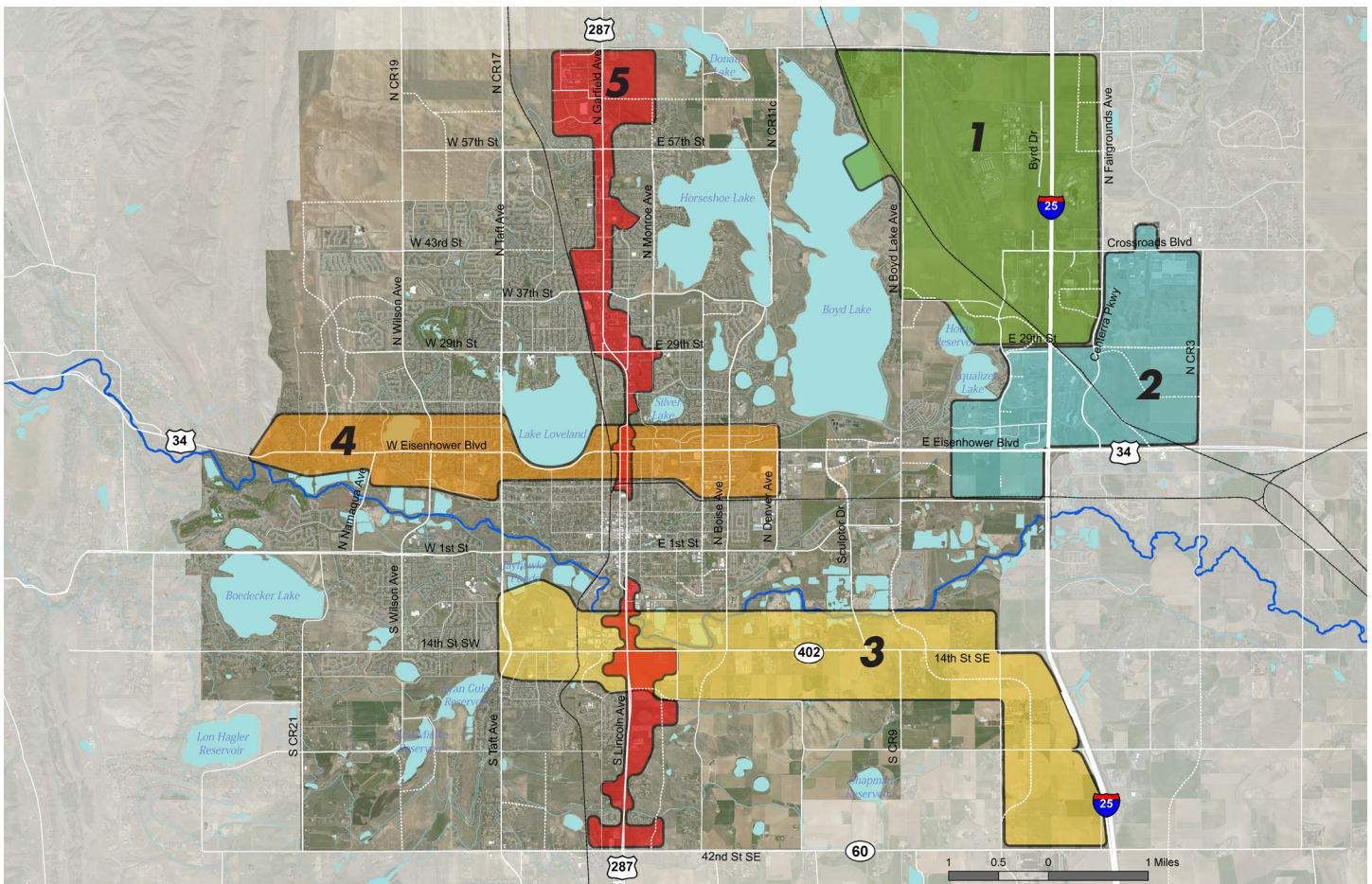


Figure 3-1. Development Opportunity Areas

## Airport Area

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

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

### STRENGTHS

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

- The entire Airport area greatly benefits from high visibility along I-25 and good regional access via the I-25 and Crossroads Blvd. interchange. Visibility and access will only increase in the coming years with increased regional transit in the area.

### WEAKNESSES

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

### DEVELOPMENT OPPORTUNITIES

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

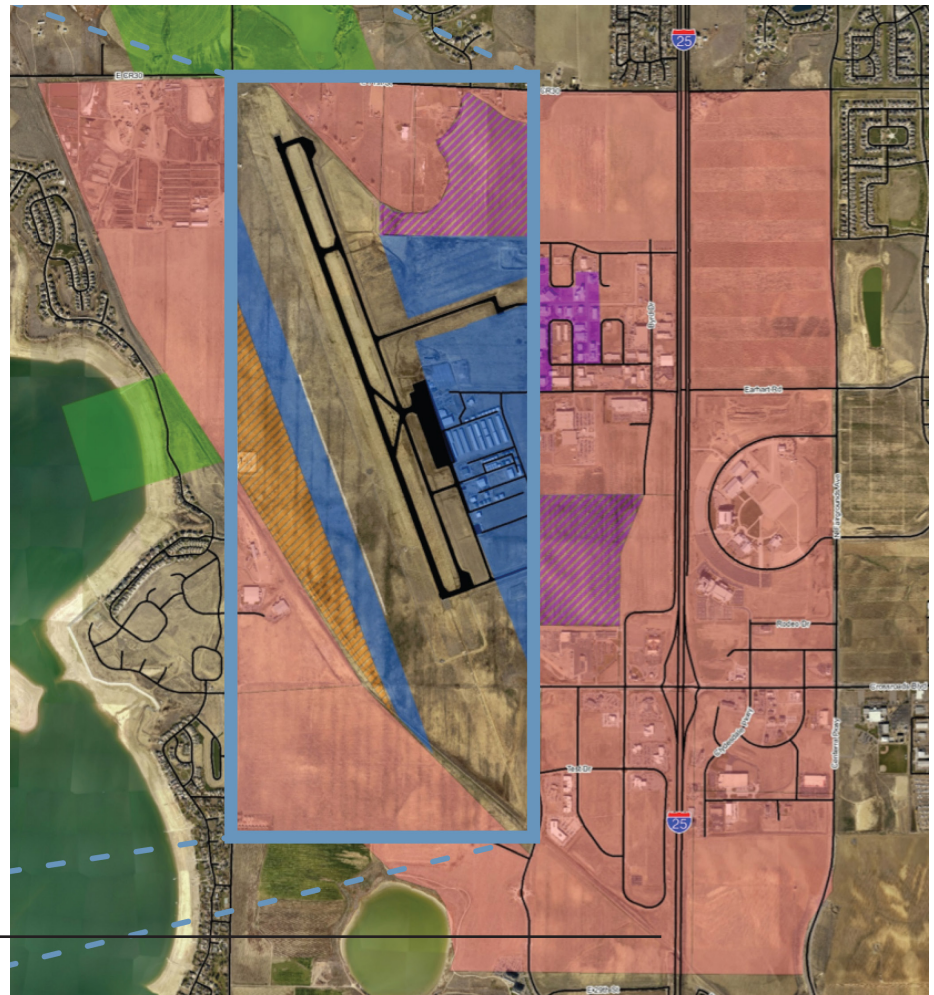
The I-25 EIS designates the area as a potential location for transit-oriented development, as it is well situated to be part of a multi-modal regional system that integrates air, highway and rail transportation. There are currently over 250 acres of undeveloped land near the I-25 and railroad intersection,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





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

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



### Airport Development Areas

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

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

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

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

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

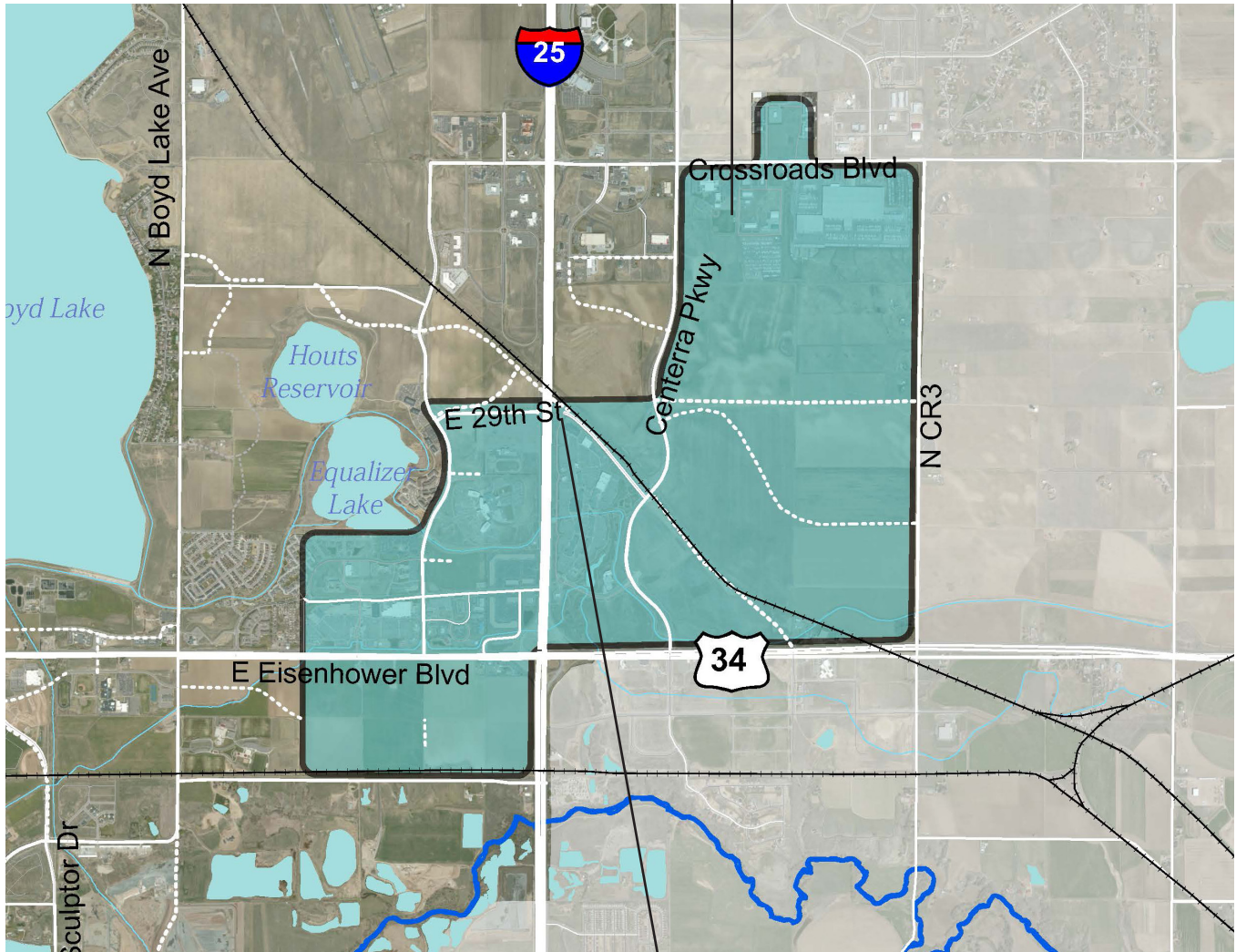
## CITY OF LOVELAND'S ROLE IN DEVELOPMENT

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



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

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



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

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

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



## *I-25 / US 34 Area*

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

### STRENGTHS

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

### WEAKNESSES

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

### DEVELOPMENT OPPORTUNITIES

The high volumes of traffic along I-25 and US 34 area will ensure the area remains a strong location for future retail. The area is also suitable for office and industrial development due to easy access to air and highway transportation. An Express Bus Service, as of this writing, is scheduled to begin providing access to and from the Denver metro area in Spring 2015. The northeast quadrant of the interchange has been identified as a potential future rail transit stop in the I-25 EIS and could support transit oriented development if funding for the rail line ever materializes.

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

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

### CITY OF LOVELAND'S ROLE IN DEVELOPMENT

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

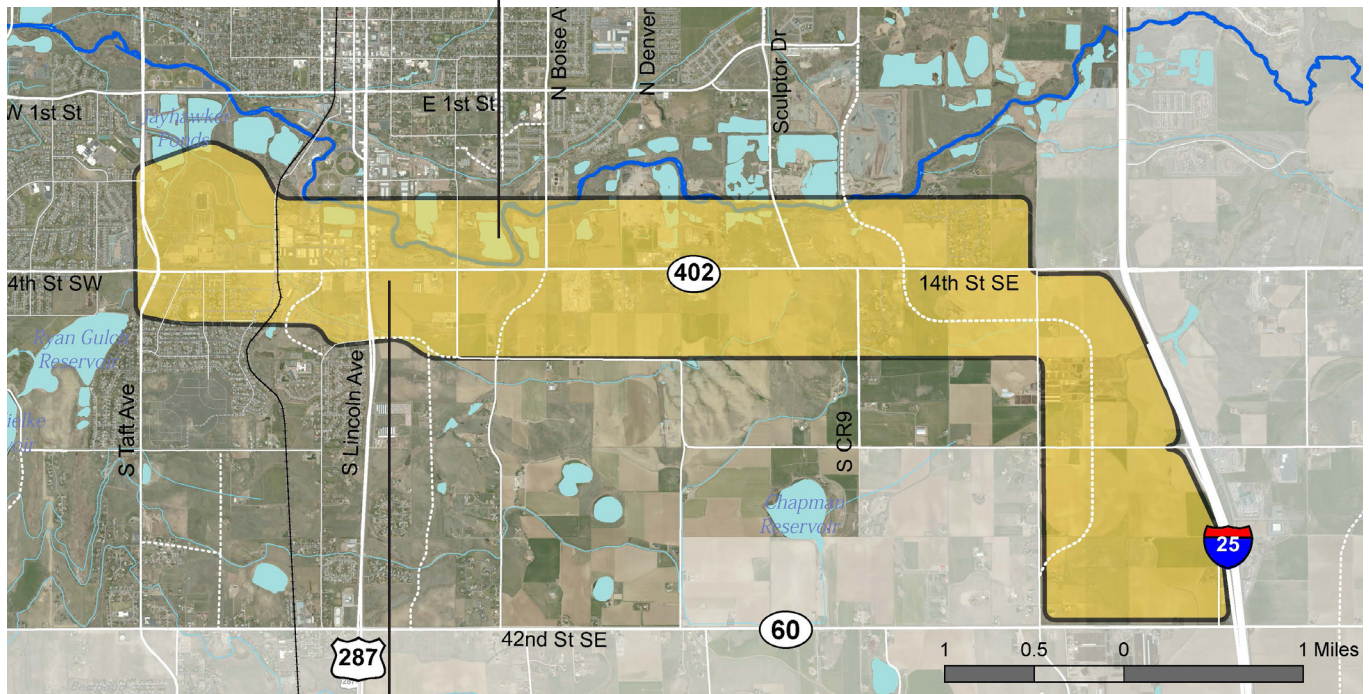




Study area further to develop land use mix that New land-uses that s  
Supports vibrant economic corridors, future transit and other modes.

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

Create a strategic development plan for SR 402.



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

Facilitate new neighborhood and community centers.

Develop new mixed-use and mixed-density neighborhoods.

Figure 3-4. Highway 402 Corridor Area

## Highway 402 Corridor Area

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

### STRENGTHS

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

### WEAKNESSES

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

### DEVELOPMENT OPPORTUNITIES

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

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

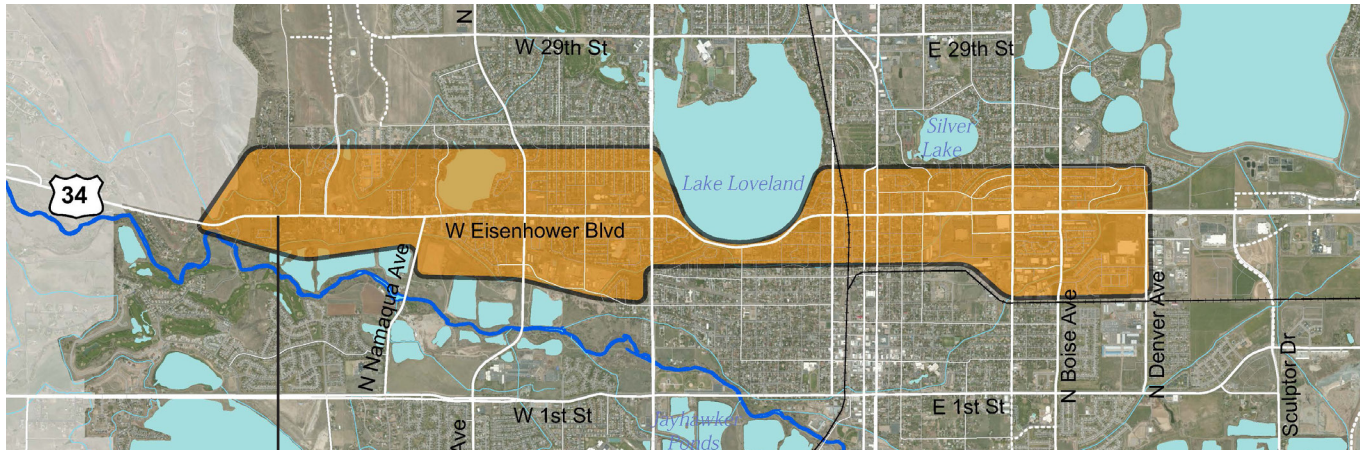
The RMCIT presents a unique opportunity for the city to attract new businesses to the area in a variety of industries. The RMCIT offers well-built and pre-existing infrastructure, which would reduce facility investment costs for potential businesses. Additionally, the RMCIT is easy to access from all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

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



Facilitate convenient transit and freight truck travel.

Infill underutilized commercial strip with multifamily housing.



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

Create a redevelopment plan for US 34.

Figure 3-5. US 34 Corridor Area

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

## CITY OF LOVELAND'S ROLE IN DEVELOPMENT

- Work with the RMCIT to heavily market and promote Loveland to prospective tenants.

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



## US 34 Corridor Area

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

### STRENGTHS

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

### WEAKNESSES

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

## DEVELOPMENT OPPORTUNITIES

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

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

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

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

## CITY OF LOVELAND'S ROLE IN DEVELOPMENT

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



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

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

## *US 287 Corridor Area*

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

## STRENGTHS

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

## WEAKNESSES

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



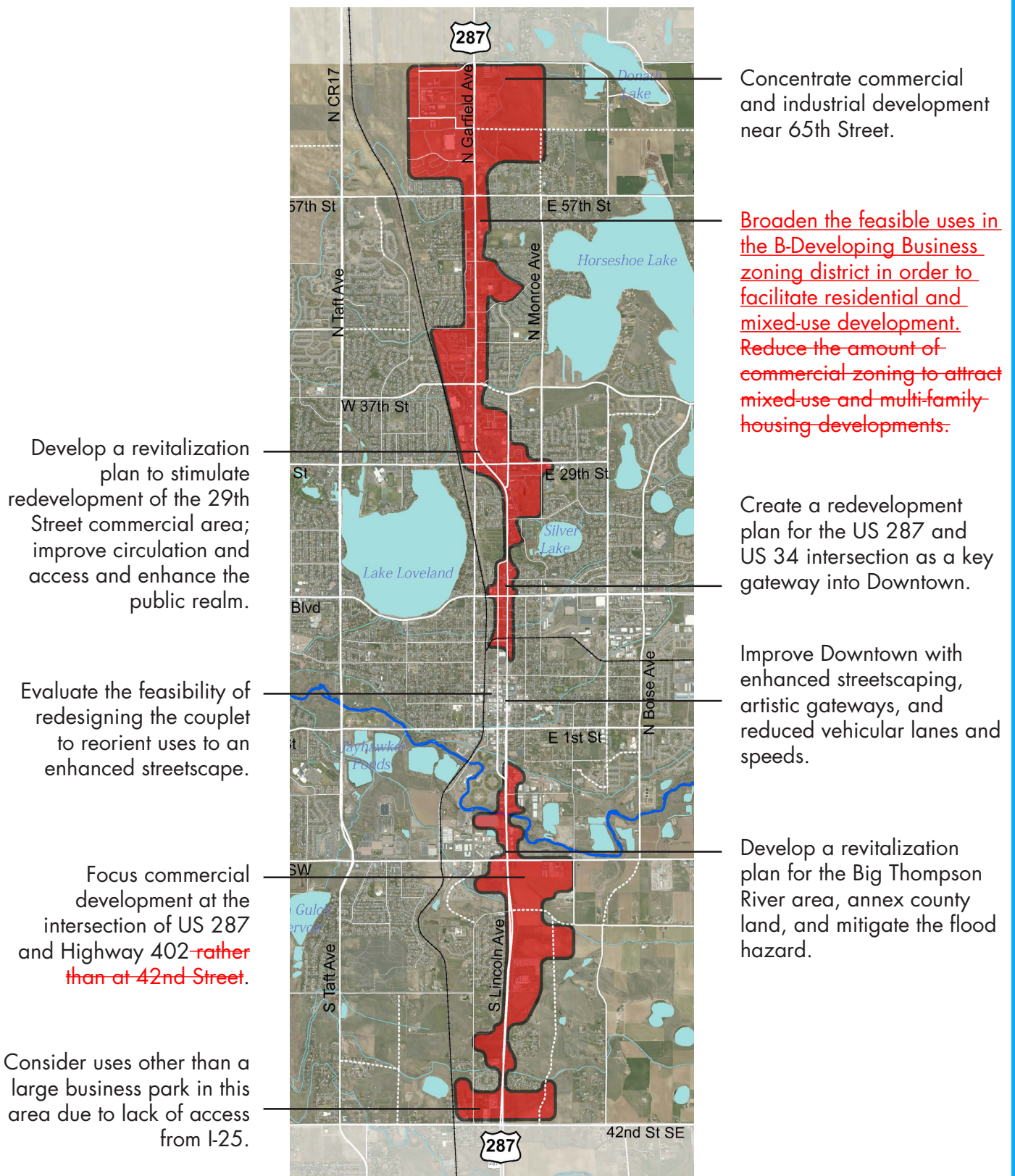


Figure 3-6. US 287 Corridor Area

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- Due to frequent curb cuts providing access to businesses, there are numerous potential points of conflict between motorists, pedestrians and potential cyclists.
- Connections to adjacent neighborhoods are poor.

## DEVELOPMENT OPPORTUNITIES

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

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

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

### US 287 and Highway 402

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

The commercial and industrial area north of Highway 402 through the Thompson River floodway to the entryway to Downtown is in need of revitalization. The

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

### Downtown

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

### 29th Street Area

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

## 65th Street Area

There are several vacant commercially zoned parcels north of 37th Street that should be rezoned to allow for other uses. There is too much commercial land planned along the corridor. The focus of commercial and industrial development should be around the 65th Street intersection and planned developments there. The recent development activity is a positive sign and the City should explore ways to continue to foster this activity. Changes to US 287 should be proposed that will support the future traffic and circulation needs of the area.

## CITY OF LOVELAND'S ROLE IN DEVELOPMENT

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



# LAND USE PLAN

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

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

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

The Land Use Plan in Figure 3-9 covers the entire Loveland Growth Management Area in anticipation of build-out in approximately 25 years. It is advisory – not regulatory – yet it forms the basis for the City's zoning code and is the primary means of implementing the plan. Zoning governs property entitlements such as densities and allowable uses, while the Land Use Plan presents a desired future condition. The plan encompasses 16 land use categories divided among residential mixed use neighborhoods, activity center mixed use areas, other uses, and overlay categories.

Each land use category defines the primary land use mix, desired form, and the zoning districts that would accomplish the purpose of the land use category.

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

Figure 3-8 summarizes all categories.

## Residential Mixed Use Categories

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



Land Use Category (see also Figure 3-9 Future Land Use Plan)

Category purpose

Photo examples of comparable land uses

The Land Use Mix illustrates allowable uses within the category as a whole. Since the Land Use Categories do not follow parcel boundaries, this is a general guideline of what uses could be seen in a general area, to achieve the target gross area density.

Desired priority of transportation mode, based on intensity and mix of use.

Zoning designation that would accomplish the purpose of the Land Use Category.

Range of density, set backs, heights, and character to achieve the desired form. Target densities are the same as the 2005 Comprehensive Plan.



Figure 3-7. How to Use Land Use Category Descriptions

## Activity Center Mixed Use Categories

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

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

## Other Categories

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





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

Figure 3-8. Land Use Categories


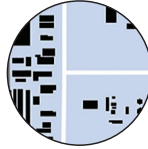

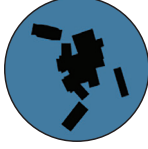
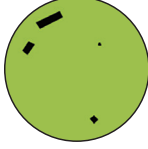
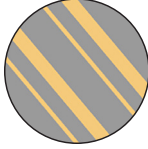
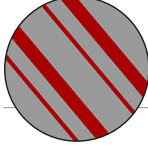
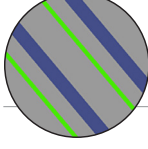

Land Use Category	Primary Uses	Transportation	Example	
Activity Center Mixed Use				
	CC - Corridor Commercial	Local & regional retail uses, high density housing as appropriate	Detached sidewalks, bike lanes, enhanced transit, & vehicular access from arterials	US 34 & US 287 Corridors
	E - Employment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

Figure 3-8. Land Use Categories

Figure 3-8. Land Use Categories

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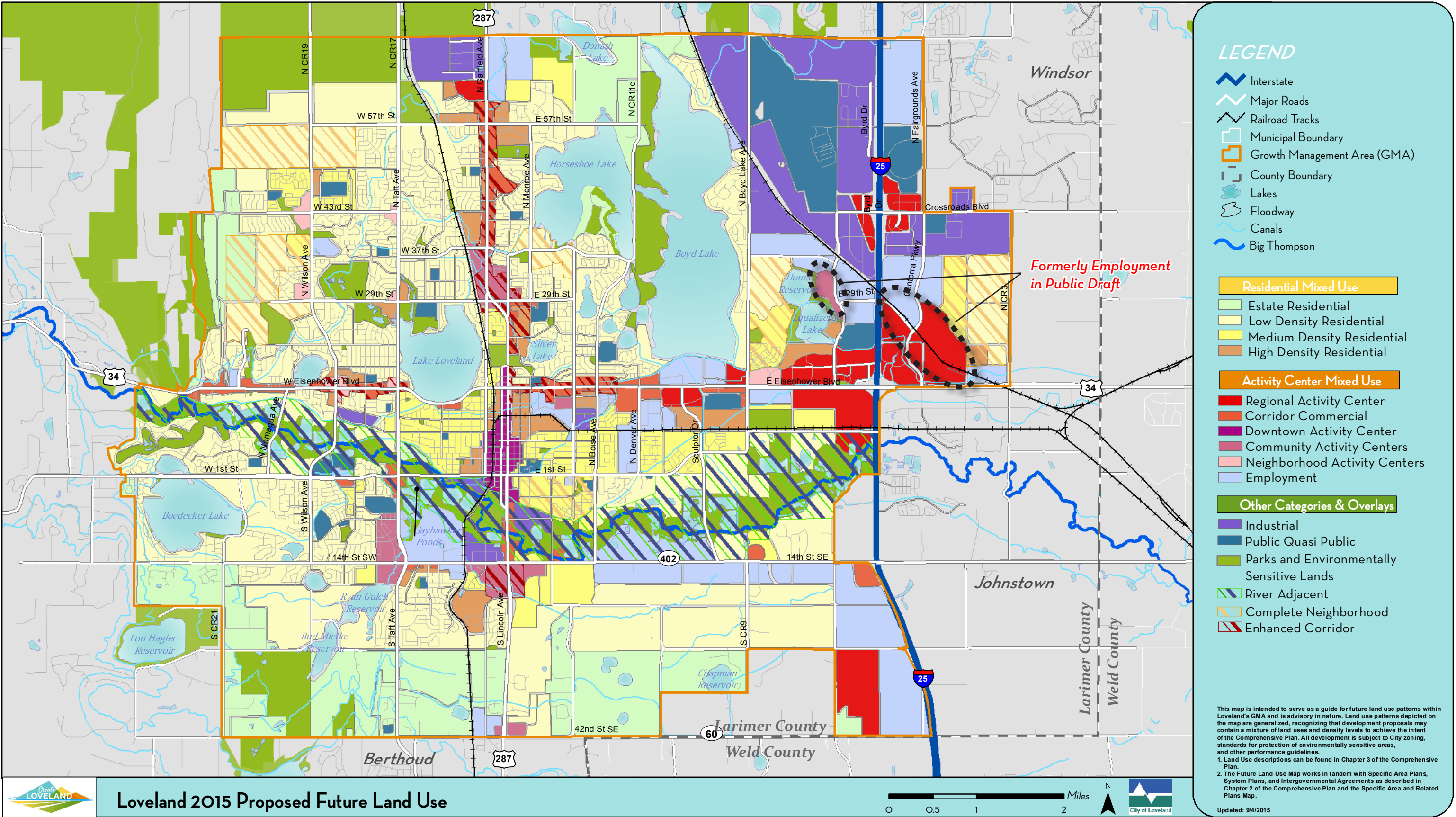
The Parks & Environmentally Sensitive Lands category includes parks that offer active recreational opportunities, like sports fields, and natural areas that provide wildlife habitat and opportunities for passive recreation. Development areas should be planned to protect views of distinctive natural features, such as ridge lines, open space separators, mountain backdrop, major bodies of water, wildlife habitat and other smaller natural areas and parks. Considerations in planning for environmentally sensitive lands should include, but not be limited to:

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

## *Overlay Categories*

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

Figure 3-9. Future Land Use Plan



Loveland 2015 Proposed Future Land Use

0 0.5 1 2 Miles



Updated: 9/4/2015

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# ER - ESTATE RESIDENTIAL

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



Example: Horseshoe Lake Subdivision

## Land Use Mix

### Residential

- Single-family detached homes

### Recreational

- Parks

### Civic

- Churches
- Schools

## Transportation

### Highest Priority Mode



Primary access to homes by car; slow speeds

### Priority Mode



Off-street trail system

### Priority Mode



Paved shoulders

### Non-prioritized Mode



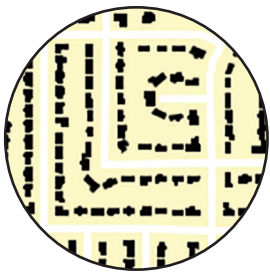
Transit on adjacent collector & arterial network as appropriate

## Zoning Compliance

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

## Form

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



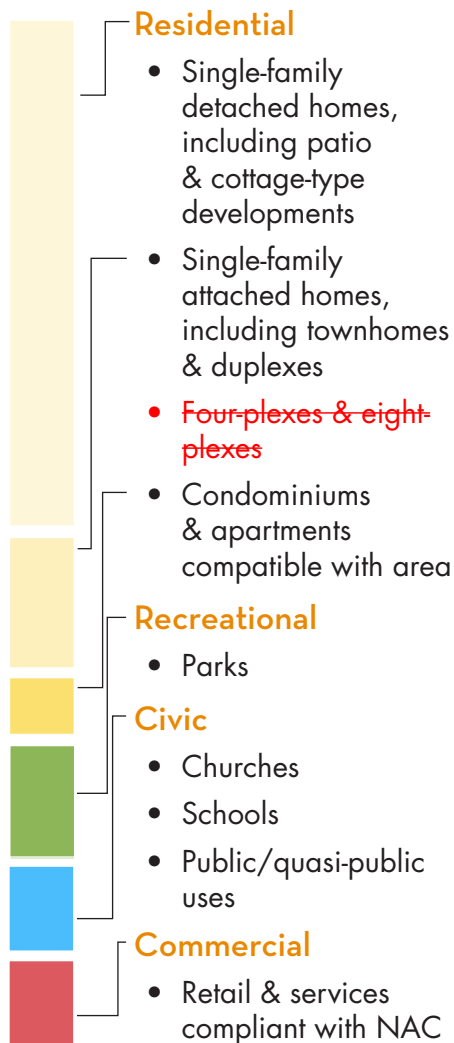
# LDR - Low Density Residential

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



Example: Marianna Butte

## Land Use Mix



## Transportation

### Highest Priority Mode



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

### Priority Mode



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

### Priority Mode



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

### Secondary Mode



Transit on adjacent collector & arterial network as appropriate

## Zoning Compliance

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

## Form

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



# MDR - MEDIUM DENSITY RESIDENTIAL

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



Example: Established Neighborhoods Near Downtown

## Land Use Mix

### Residential

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

### Recreational

- Parks

### Civic

- Churches
- Schools

### Commercial

- Retail & services compliant with NAC

## Transportation

### Highest Priority Mode



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

### Priority Mode



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

### Priority Mode



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

### Secondary Mode



Transit on adjacent collector & arterial network; shelters & benches

## Zoning Compliance

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

## Form

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







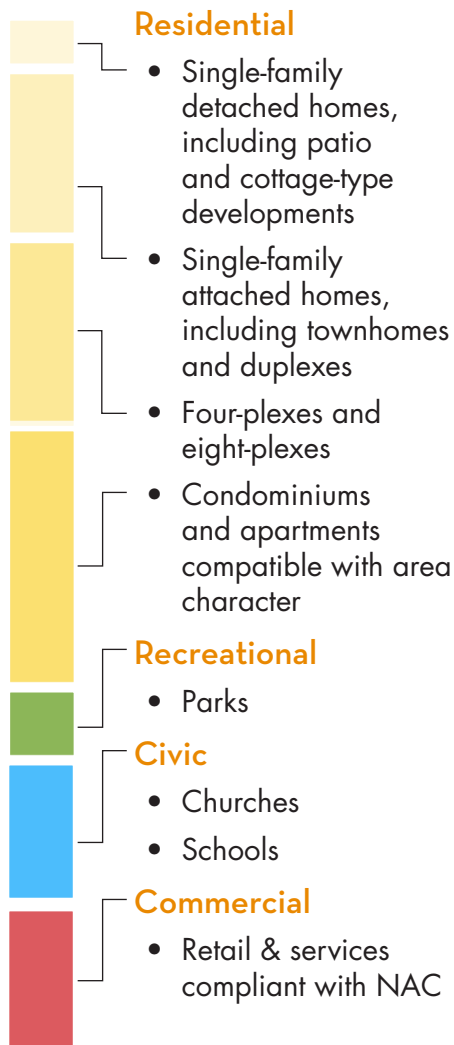
# HDR - HIGH DENSITY RESIDENTIAL

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



Example: Lake Vista, Victorian Gardens

## Land Use Mix



## Transportation

### Highest Priority Mode



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

### Priority Mode



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

### Secondary Mode



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

### Secondary Mode



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

## Zoning Compliance

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

## Form

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



# RAC - REGIONAL ACTIVITY CENTER

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



Example: Promenade Shops at Centerra

## Land Use Mix

- Commercial**
  - Medium- and large-format retail
  - Major cultural & entertainment uses
  - Hotels
- Employment**
  - Medium- to high-rise regional & corporate offices
  - Technology
  - Light manufacturing
- Civic**
  - Higher education facilities
  - Major public/quasi-public uses
  - Transit facilities
- Recreational**
  - Plazas & parks
- Residential**
  - A minimum of 10 units / acre not located on major transportation routes

## Transportation

### Highest Priority Mode



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

### Priority Mode



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

### Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

### Priority Mode



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

## Zoning Compliance

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

## Form

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





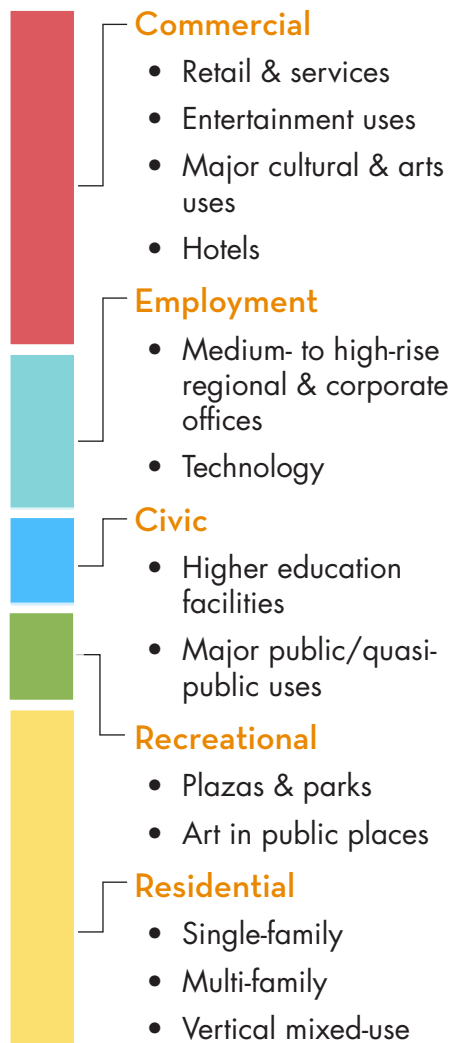
# DAC - DOWNTOWN ACTIVITY CENTER

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



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

## Land Use Mix



## Transportation

### Highest Priority Mode



Oversized sidewalks with amenities like benches, planters, gathering places

### Priority Mode



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

### Priority Mode



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

### Non-prioritized Mode



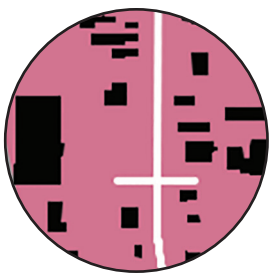
Slow speeds; use context sensitive design to encourage motorists to slow down through Downtown

## Zoning Compliance

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

## Form

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



# CAC - COMMUNITY ACTIVITY CENTER

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



Example: Thompson Valley Town Center, Orchards Shopping Center

## Land Use Mix



### Commercial

- Medium- and large-format retail
- Entertainment like restaurants, theaters
- Hotels/motels

### Employment

- Low-rise office
- Medical facilities

### Civic

- Middle/ high schools
- Places of worship
- Senior or community center
- Public/quasi-public uses
- Park and ride

### Recreational

- Plazas & parks

### Residential

- Single-family attached & multi-family adjacent to core; up to 16 units/acre
- Vertical mixed-use

## Transportation

### Highest Priority Mode



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

### Priority Mode



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

### Priority Mode



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

### Secondary Mode



Transit on adjacent collector & arterial network; shelters & benches

## Zoning Compliance

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

## Form

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



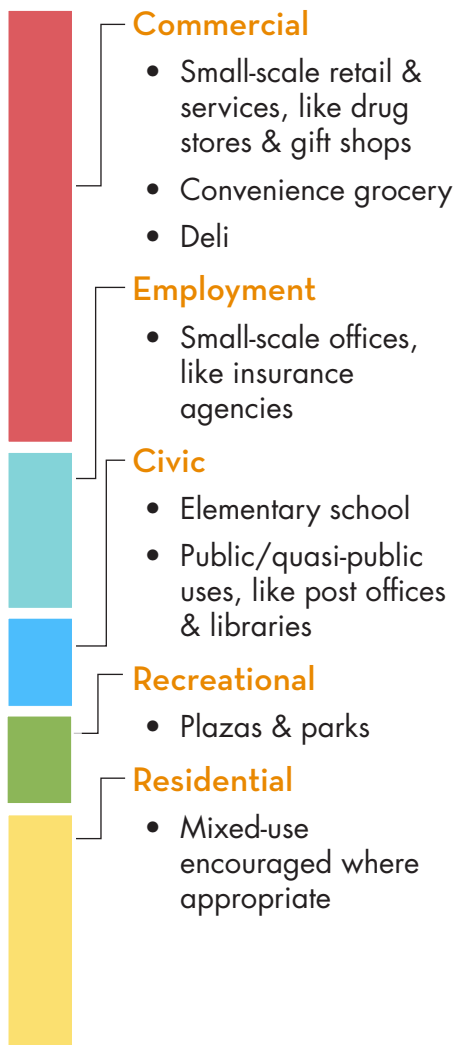
# NAC - NEIGHBORHOOD ACTIVITY CENTER

- Serves daily convenience needs of surrounding neighborhood primarily within 1/2 mile walking distance.
- Possible social and recreational focal point for surrounding neighborhood.
- Retail designed to compliment neighborhood structure, activities, and character.



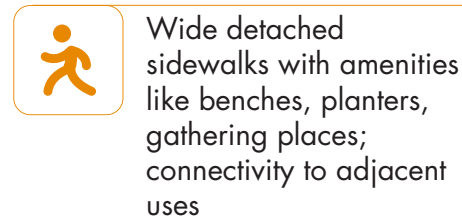
Example: North Park Place Offices; Village of Five Parks, Arvada

## Land Use Mix

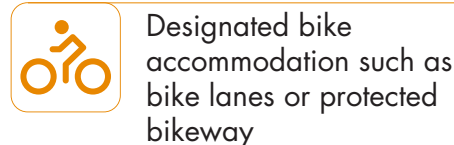


## Transportation

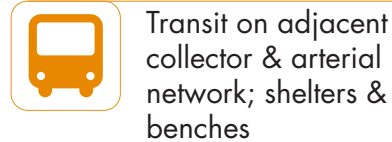
### Highest Priority Mode



### Priority Mode



### Secondary Mode



### Non-prioritized Mode



## Zoning Compliance

- B - Developing Business
- R3e - Established High Density Residential
- MAC - Mixed-use Activity Center
- PUD - Planned Unit Development

## Form

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





# CC - CORRIDOR COMMERCIAL

- Serves local and regional retail uses; applies to a limited number of established businesses ~~and is not appropriate for new developments.~~
- New development under this category should better integrate parcels and circulation as they redevelop. Redevelopment should emphasize quality architecture and public realm over parking. Follows pattern of strip commercial on parcels with narrow frontage and/or deep lots. The intent is to better integrate parcels and circulation as they redevelop.



Example: Shops at Wintergreen Village, Hwy 287

## Land Use Mix

### Commercial

- Retail
- Entertainment (restaurants, theaters, etc.)
- Hotels/motels

### Employment

- Low-rise office
- Medical facilities

### Civic

- Middle/ high schools
- Places of worship
- Senior or community center
- Public/quasi-public uses

### Recreational

- Plazas

### Residential

- Single- & multi-family as permitted by zoning
- Mixed-use preferred

## Transportation

### Highest Priority Mode



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

### Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

### Priority Mode



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

### Secondary Mode



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

## Zoning Compliance

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

## Form

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



## E - EMPLOYMENT

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



Example: Office on Hwy 287, **Centerra** office building at Rangeview

### Land Use Mix



#### Commercial

- If near other office or light industrial uses or zoning



#### Employment

- Low- to medium-rise offices
- Light industry



#### Recreational

- Open space



#### Residential

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

### Transportation

#### Highest Priority Mode



Detached sidewalks, connections to transit stops

#### Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

#### Priority Mode



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

#### Priority Mode



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

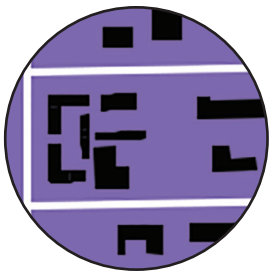
### Zoning Compliance

- B - Developing Business
- I - Industrial
- PUD - Planned Unit Development
- **E - Employment**

### Form

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





# INDUSTRIAL

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



Example: Longview - Midway, Arvada light industrial

## Land Use Mix



### Commercial

- Uses compatible with industrial uses, like auto services

### Employment

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

### Recreational

- Open space included as part of a development or campus

## Transportation

### Highest Priority Mode



Freight movements to/from interstate and state highways

### Secondary Mode



Detached sidewalks

### Secondary Mode



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

### Non-prioritized Mode



Shared facilities with vehicles

## Zoning Compliance

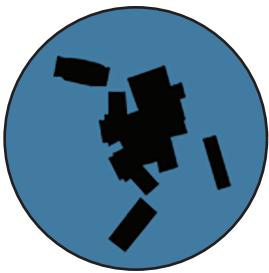
- I - Industrial
- B - Developing Business
- PUD - Planned Unit Development

## Form

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

## Location Factors

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



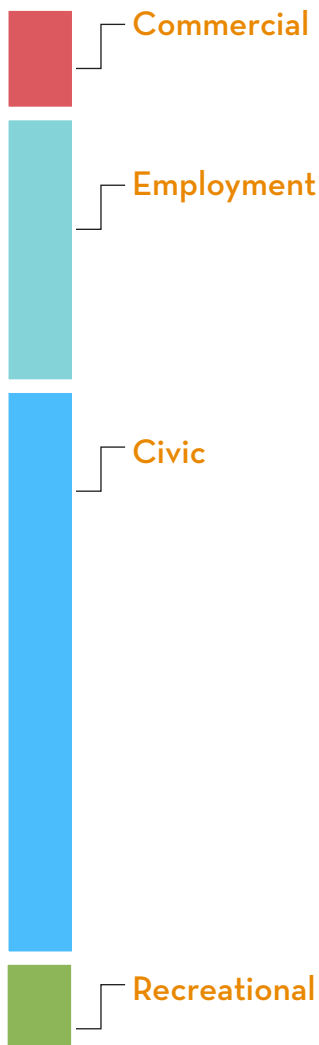
## PUBLIC QUASI PUBLIC

- Includes civic and governmental uses, churches, schools, and medical facilities.



Example: Immanuel Lutheran Church and School, Loveland City Hall

### Land Use Mix



### Transportation

#### Highest Priority Mode



Detached sidewalks,  
connections to transit  
stops

#### Priority Mode



Designated bike  
accommodation such as  
bike lanes or protected  
bikeway

#### Priority Mode

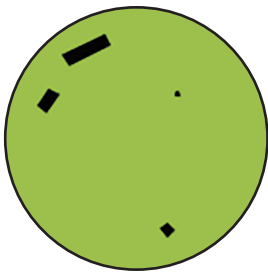


Access to/from arterials;  
slow speeds within and  
connectivity between  
adjacent uses

#### Secondary Mode



Transit on adjacent  
collector and arterial  
network; shelters and  
benches



## ENVIRONMENTALLY SENSITIVE LANDS

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



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

### Land Use Mix

#### Recreational

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

### Transportation

#### Highest Priority Mode



Detached sidewalks, connections to transit stops

#### Priority Mode



Wide shared use trails

#### Non-prioritized Mode



Transit on adjacent collector and arterial network as appropriate

#### Non-prioritized Mode



Minimal facilities provided; access to trailheads and maintenance only

### Zoning Compliance

- A variety of zoning districts permit such uses

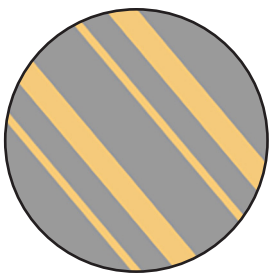
### Form

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

### Location Factors

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





# CN - COMPLETE NEIGHBORHOODS

- Optional Alternative land use designation for LDR and MDR city-wide. Suitable locations are identified through public input.
- A fine-grained mix of housing types, densities, and neighborhood scale commercial and civic uses that accommodates a variety of household incomes, ages, and sizes, arranged in a pattern that supports pedestrian and bicycle transportation.
- Promotes integration of commercial and employment uses with housing.



Example: Victory Gardens, Loveland; Daybreak, Utah; Prospect New Town in Longmont; Stapleton in Denver, showing a range of housing types, neighborhood-serving commercial, and community facilities with high street connectivity. See also the Facilitate Complete Neighborhoods artists rendering in Chapter 2..

## Land Use Mix

### Residential

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

### Recreational

- Parks, plazas & private commons

### Civic

- Churches
- Schools

### Commercial

- Retail & services compliant with NAC

## Transportation

### Highest Priority Mode



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

### Priority Mode



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

### Priority Mode



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

### Non-prioritized Mode



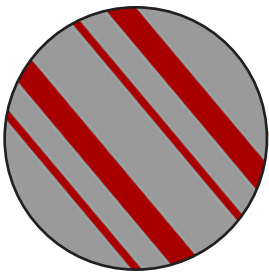
Slow speeds

## Zoning Compliance

- Underlying zoning of influence area will vary.

## Form

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



# EC -ENHANCED CORRIDOR OVERLAY

- Intended to encourage redevelopment patterns and densities sufficient to leverage new private re-investment along established commercial corridors.



Example: Daybreak, UT; Mason Street in Fort Collins

## Description

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

## Location Factors

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

## Transportation

### Highest Priority Mode



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

### Priority Mode



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

### Priority Mode



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

### Non-prioritized Mode



Slow speeds within the development; parking access to transit

## Zoning Compliance

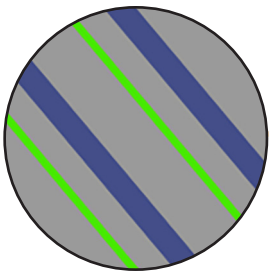
- Underlying zoning of influence area will vary.

## Form

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







# RIVER ADJACENT OVERLAY

- Encourage appropriate restrictions on development in and adjacent to the floodplain to protect public health, safety, and welfare.



Example: Daybreak, UT; Royal Bank of Scotland

## Description

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

## Location Factors

- FEMA floodplain.
- Adjacent areas north of Highway 402 that have the opportunity to be influenced by the Big Thompson River system (bluffs, riparian habitats, wildlife corridors) more than adjacent properties as shown on the Future Land Use Map.
- Mineral extraction is recognized as an existing and anticipated use, though discouraged within city limits.
- Areas of mineral extraction should be reclaimed in a way that supports the River Adjacent Overlay.

## Zoning Compliance

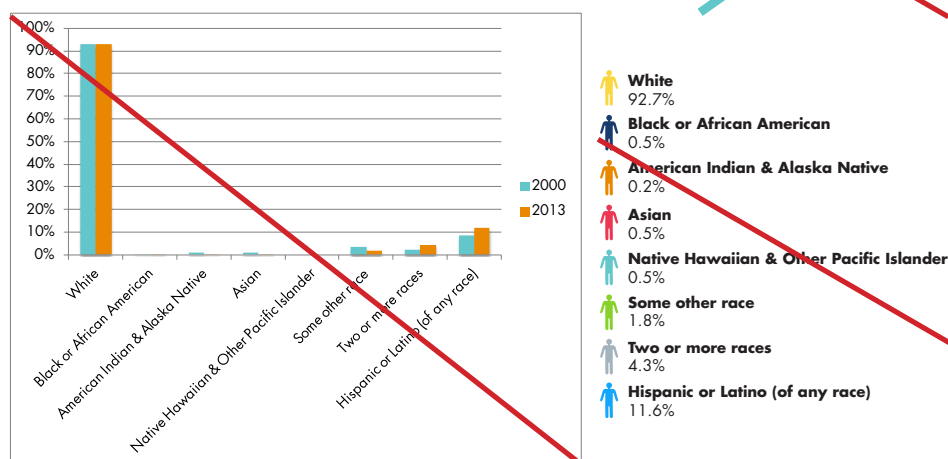
- As may be determined by underlying land use designation, Environmentally Sensitive Areas guidelines, and floodplain regulations.

## Form

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

As the City has grown, it has become older overall. As shown in Figure A, the number of residents under 24 increased slightly between 2000 and 2013. At the opposite end of the spectrum, the 55 to 64 age group experienced the most growth, at a rate of 132%, and retirees age 65 and older increased 68%. The median age, meanwhile, went from 36 to 38. This gives evidence to Loveland's popularity among baby boomers and retirees. Nevertheless, the number of those between 25 and 34 grew by 68%, which means the City may be attracting more millennials as well. The maps shown in Figure B and Figure C show how the geographic distribution of age groups has shifted between 2000 and 2010.

Figure D



Loveland's Hispanic Population has Doubled since 2000.

Loveland's residents are predominantly white, at 93% of the overall population in 2000 and 2013, while the proportion of those identifying with two or more races doubled. The percentage of Hispanics increased by 35% from 4,337 to 8,302 residents. Figure E and Figure F illustrate the congregation of non-whites in southeast Loveland.

Income affects demand for types of housing, employment, community services. Many Loveland residents became wealthier between 2000 and 2013. The median income grew by nearly \$4,500, pulled up by significant growth in income brackets over \$100,000. In particular, the number of those making between \$150,000 and \$199,999 grew by 271%. Considering that earnings tend to peak around the age of 55, the growth in higher income households mirrors the growth in baby boomers. However, the number of people in lower-income households also increased, particularly those earning less than \$35,000. The maps in Figure G and Figure H on page 6, highlight the growing incomes on the City's periphery.



### Median Household Income

**2000 | 2013**  
\$47,119 | \$51,580

**Percent Change**  
**9%**

INCOME IN 1999	2000	2013	CHANGE
Less than \$10,000	1,003	1,004	0%
\$10,000 to \$14,999	1,118	1,731	55%
\$15,000 to \$24,999	2,309	3,720	61%
\$25,000 to \$34,999	2,632	4,521	72%
\$35,000 to \$49,999	3,449	3,615	5%
\$50,000 to \$74,999	4,927	6,397	30%
\$75,000 to \$99,999	2,316	3,066	32%
\$100,000 to \$149,999	1,552	4,262	175%
\$150,000 to \$199,999	327	1,213	271%
\$200,000 or more	222	769	246%
Median household income	\$47,119	\$51,580	9%