



LOVELAND PLANNING COMMISSION MEETING AGENDA

**Monday, February 11, 2019
500 E. 3rd Street – Council Chambers
Loveland, CO 80537
6:30 PM**

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LOVELAND PLANNING COMMISSIONERS: Patrick McFall (Chair), Michael Bears, Jeff Fleischer, Rob Molloy, Tim Hitchcock, David Hammond, Milo Hovland, Susan Peterson, and Deborah Tygesen.

CALL TO ORDER

I. PLEDGE OF ALLEGIANCE

II. REPORTS:

a. Citizen Reports

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

b. Current Planning Updates

1. Monday, February 25, 2019

- i. Parking Garage Art – Memo – Troy Bliss**
- ii. Village Cooperative – Public Hearing – Noreen Smyth**
- iii. Animal Husbandry – Emily Tarantini**

2. Hot Topics:

c. City Attorney's Office Updates:

d. Committee Reports

e. Commission Comments

III. APPROVAL OF MINUTES

Review and approval of the January 28, 2019 meeting minutes

IV. REGULAR AGENDA

1. 2019 Comprehensive Plan Amendments – Public Hearing – Jennifer Hewett Apperson

Create Loveland, the Comprehensive Plan for the City, is scheduled to be updated annually to ensure that the Plan is current. This includes updates that reflect policy changes adopted by City Council or the adoption of new codes and standards that impacts components of the Plan. The current update focuses on making Create Loveland consistent with new density provisions adopted with the Unified Development Code; specifically, density allowances relating to the Complete Neighborhoods provisions and the Enhanced Corridor Overlay Zone standards. In both cases, these new zoning elements provide for residential densities and development intensity not formerly allowed under the existing zoning districts.

The Planning Commission's role in reviewing the Comprehensive Plan Amendments is to conduct a public hearing and forward a recommendation to the City Council on the proposed amendments. The Public Hearing Procedures that are outlined in this Agenda should be followed by the Commission in completing this process.

2. Accomplishments in 2018 and Goals for 2019 – Robert Paulsen

Early in each year, the Planning Commission reviews its accomplishments from the previous year and establishes goals for the new year. This effort provides a record of past activities and helps the Commission and staff plan for the year ahead. This is an administrative item that may require review at more than one meeting.

3. Report: 2018 Development Review Team / Current Planning Activity – Robert Paulsen

This is an administrative item. The report will focus on a snapshot of development review and current planning applications processed annually from 2011 - 2018. Staff will provide an explanation of the various applications types and services provided by staff in processing development applications. Commissioners are encouraged to ask questions and look for trends in the d

V. ADJOURNMENT

SUPPLEMENTARY INFORMATION

Public Hearing Procedures

The purpose of a public hearing is for the Planning Commission (PC as used below) to obtain full information as to the matter under consideration. This includes giving all interested parties the opportunity to speak (provide testimony) at the hearing. The public hearing is a formal process. Below is the typical hearing sequence to be followed by the Planning Commission. *Annotations have been provided for clarity.*

- 1. Agenda item is recognized by the Chair**
- 2. Public hearing is opened***
- 3. Staff presentation**
(May include clarifying questions to staff from Commissioners)
- 4. Applicant presentation**
(May include clarifying questions to applicant from Commissioners)
- 5. Public comment**
(All public comment should be made from the podium upon the PC Chair acknowledging the citizen speaking. Citizens should provide their name and mailing address in writing at the podium, and introduce themselves. The PC may ask clarifying questions of the citizens. At a public hearing, the PC does not respond to questions from citizens; questions directed to the applicant or staff should be requested through the Chair.)
- 6. Applicant response**
(The Chair typically requests that applicants respond to comments and questions raised during public comment)
- 7. PC questions to staff, the applicant and possibly to citizens who presented**
(Commissioners may use this step in the process to gain a more detailed understanding of relevant information)
- 8. Close public hearing**
(Unless specifically permitted by the Chair, further testimony is not allowed after the public hearing is closed)
- 9. Motion**
(Motions are made by a PC member with possible conditions)
- 10. Motion is seconded**
(A 2nd is required before the motion can be considered; a motion that fails to obtain a second dies)
- 11. PC discussion**
(The PC discusses the application and whether it satisfies the required findings)
- 12. PC Chair requests that the applicant agree to any conditions prior to a vote**
(If an applicant does not accept the proposed conditions, the PC may deny the application)
- 13. Vote**
(The decisions of the PC must address relevant findings of fact. These findings are specified in adopted plans and codes, and serve to guide zoning and annexation decisions. Relevant findings are itemized in the Staff Report and referred to in the recommended motion.)

* Note that the Planning Commission may place time limits on presenters. All presenters should communicate clearly and concisely, refraining from duplicating detailed information that has been provided by others.

CITY OF LOVELAND
PLANNING COMMISSION MINUTES
January 28, 2019

A meeting of the City of Loveland Planning Commission was held in the City Council Chambers on January 28, 2019 at 6:30 p.m. Members present: Chairman McFall; and Commissioners Bears, Molloy, Fleischer, Hovland, Peterson, and Tygesen. Members absent: Commissioners Hitchcock and Hammond. City Staff present: Robert Paulsen, Current Planning Manager; Laurie Stirman, Assistant City Attorney; Lisa Rye, Planning Commission Secretary.

These minutes are a general summary of the meeting. A complete video recording of the meeting is available for two years on the City's web site as follows: <https://loveland.viebit.com/>

CITIZEN REPORTS

There were no citizen reports.

CURRENT PLANNING UPDATES

1. **Robert Paulsen, Current Planning Manager**, reviewed the agenda scheduled for the Monday, February 11th Planning Commission meeting:
 - i. A draft of the Planning Commission's "2018 Accomplishments and 2019 Goals" will be provided to commissioners for their review and feedback.
 - ii. A 2018 Development Services report will be presented. If commissioners have any requests for specific information in the report, please let Mr. Paulsen know.
 - iii. Jennifer Hewett-Apperson of Strategic Planning will be presenting proposed amendments to the Comprehensive Plan, which designates land uses for all properties within the city.

CITY ATTORNEY'S OFFICE UPDATES

Laurie Stirman, Assistant City Attorney, noted there was nothing to report.

COMMITTEE REPORTS

There were no committee reports.

COMMISSIONER COMMENTS

There were no comments.

APPROVAL OF THE MINUTES

Commissioner Hovland made a motion to approve the January 14, 2019 minutes; upon a second from Commissioner Fleischer, the minutes were unanimously approved.

CONSENT AGENDA

There were no items scheduled on the Consent Agenda

REGULAR AGENDA

1. Downtown Parking Study Discussion - David Eisenbraun

Project Description: The purpose of this item is to review the findings from Phase I of the Loveland Downtown Parking Study and Strategic Plan. Downtown Loveland (“Downtown”) is the cultural and historic center of the city and is host to a wide-range of restaurants, retailers, and arts galleries. In addition to the many modern cultural amenities, the historic nature of the downtown, reenergized by recent preservation efforts, has made it an attractive place for tourists and visitors alike and has served as an anchor for future community reinvestment. This created a need for a comprehensive parking study to understand our supply and demand via impartial data.

Walker Consultants surveyed a 32-block area, approximately a quarter of a square mile, which forms the basis of Downtown. The parking study area, as established by the City, is comprised of the historic West 4th Street corridor from Railroad Avenue to Washington Avenue, added to the registry of Historic Places in 2015, as well the surrounding blocks near downtown which includes office, residential, and civic uses. The Study Area is bounded by 9th Street to the north, 1st Street to the south, Garfield and N. Railroad Avenues to the west, and Washington Avenue and the creek to the east.

This item is solely administrative currently and requires no action; however, Phase II will incorporate more decision based inquiries and the Planning Commission will be asked to vote and recommend on certain action items to be determined.

Mr. David Eisenbraun, Strategic Planning, presented a general summary of Phase I of the study including the scope and schedule. An aerial map was used to show the project study area, which is comprised of 32 blocks. The three steps of in Phase I included data collection through counting cars in the area at different times and days; stakeholder engagement by forming a technical advisory committee of City staff, as well as a steering committee comprised of downtown business owners; lastly, reporting of findings and next steps.

The total publicly-available inventory in the study area is 2,342 spaces; of which, 49% are on-street, 35% publicly available lots, 12% private lots, and 4% County/City employee lots. The survey revealed that peak occupancy occurred on a Friday at noon, with 67% of parking spaces occupied, which suggests that parking supply is more than adequate. In general, the study found that parking supply is meeting the demand, and it is projected to continue meeting the demand well into the future; however with the growth occurring downtown, better management strategies are needed in areas of high demand. It was predicted that by 2028, parking demands will exceed the available parking supply.

Through a community survey launched in August, 1,215 responses were acquired regarding the users' experience with the parking system downtown. It was revealed that 42% of users believe the primary factor influencing low parking ratings is availability, followed by 29% who believe it is proximity.

Mr. Eisenbraun addressed some issues regarding the downtown parking structure. A current issue is that some residents of The Foundry apartments are utilizing free spaces in the parking structure rather than leasing parking spaces intended for apartment residents. This practice is affecting parking space availability in the parking structure, resulting in overnight space usage, and reducing revenues from the structure. Mr. Eisenbraun indicated that remedies for this issue are being evaluated.

The path of Phase II for the parking study will involve the soliciting of extensive feedback from stakeholders and community members, as well as identifying solutions to the parking issues analyzed in Phase 1. More details will be investigated regarding GID #1, user permits and enforcement strategies.

Mr. Eisenbraun explained that the Planning Commission role this evening is to gain a general understanding of the study and its purpose. There will be more of a formal recommendation needed from the commission in June that will be taken to the City Council. **Mr. Paulsen** added that commissioners are free to email Mr. Eisenbraun with any questions regarding the project. He also urged the Planning Commission to review their materials again so a productive discussion can be held before a recommendation is made to the City Council.

COMMISSIONER QUESTIONS:

- **Commissioner Bears** asked what the timeline is for converting the diagonal parking on the 3rd and 4th Street area. He shared that the diagonal parking contributed to a couple accidents he was involved in. **Mr. Eisenbraun** mentioned that the conversion to parallel parking is part of the HIP Streets plan, which will be implemented on a block-by-block basis. However, funding and implementation for the project are currently undetermined.
- **Commissioner Molloy** stated he has never had an issue with the downtown parking. He knows the might have to walk a couple blocks and knows he will always find a space, but this would be less compared to other cities. He also mentioned he would like to see more motorcycle parking.

- **Commissioner McFall** mentioned the problem he sees with parking is not the lack of spaces, but the lack of information available as to the location of parking. There is nothing that directs people to alternate parking areas. He also questioned when there will be a solution to the parking problems occurring at the parking garage. **Mr. Eisenbraun** mentioned that the City has limited regulatory authority on the parking garage, but is working on this as it is needed to manage the issue.

ADJOURNMENT

Commissioner Bears made a motion to adjourn. Upon a second by Commissioner Fleischer, the motion was unanimously adopted.

Commissioner McFall adjourned the meeting at 7:20 p.m.

Approved by: _____
Patrick McFall, Planning Commission Chair

Lisa Rye, Planning Commission Secretary



Planning Commission Staff Report

February 11, 2019

Agenda #: Regular Agenda - Item 1
Title: Annual Update to Create Loveland
Applicant: Community & Strategic Planning
Request: Loveland GMA Amendments and Land Use Plan Update
Location: City of Loveland
Staff Planner: Jennifer Hewett-Apperson

Staff Recommendation

Subject to additional evidence presented at the public hearing, City staff recommends the following motion:

Recommended Motions:

1. *Move to recommend that the City Council approve the update and amendments to the City of Loveland 2016 comprehensive master plan known as Create Loveland.*

Summary of Analysis

Create Loveland, the comprehensive plan for the City of Loveland, is a living document and the Annual Update is a key strategy for keeping the Plan up-to-date. Being up to date means that the Plan is in line with current realities and that the Policies are relevant to the current conditions. Annual updates also improve implementation opportunities by better reflecting current conditions. For 2019, the amendments focus on ensuring that the plan is consistent with the recently adopted Unified Development Code (UDC) by increasing maximum allowable density in several Future Land Use Map categories to reflect density increases permissible under the Complete Neighborhood and Enhanced Corridor Overlay Zone standards specified in the UDC. Additionally, Table 2-2 amendments remove obsolete plans and add new plans. This amendment package does not include any map changes since there were not any zoning changes in 2018 that required map amendments. There have been no key issues identified with this request; and, City staff agree with the updates.

I. SUMMARY

The Annual Update looks for needs and opportunities to amend or update and change the Policies, Supporting Strategies, Land Use Plan (including the Future Land Use Map), Initiatives, and Indicators. These opportunities or needs could be identified by staff, brought up by proposed or built developments, or brought forward by members of the public. The Annual Update will consist of a package of proposed amendments to Create Loveland. These amendments will cover the Policies and Supporting Strategies in Attachment 1 and the Land Use Designations and Map in Attachment 2.

With that in mind, staff provides an annual update based on community changes. This year, there are two primary categories addressed:

1. **Amendments for consistency with the Unified Development Code (UDC)** address increases in allowable maximum residential density for developments meeting criteria established for Complete Neighborhoods and Enhanced Corridor Overlay Zones. The following amendments are proposed:
 - a. ER – Estate Residential updated to be consistent with Complete Neighborhood provisions of Unified Development Code (UDC), which allows for up to 4 units / acre;
 - b. LDR – Low Density Residential updated to be consistent with Complete Neighborhood provisions of UDC, which allows for up to 7 units / acre;
 - c. MDR – Medium Density Residential updated to be consistent with Complete Neighborhood provisions of UDC, which allows for up to 24 units / acre;
 - d. HDR – High Density Residential updated to be consistent with Complete Neighborhood provisions of UDC, which allows for up to 24 units / acre;
 - e. RAC – Regional Activity Center updated to be consistent with Enhanced Corridor Overlay Zone provisions of UDC, which allows up to 40 units / acre depending on the underlying zoning;
 - f. CAC – Community Activity Center updated to be consistent with Complete Neighborhood and Enhanced Corridor Overlay Zone provisions of UDC, which allows up to 40 units / acre depending on the underlying zoning;
 - g. E – Employment updated to be consistent with Complete Neighborhood and Enhanced Corridor Overlay Zone provisions of UDC, which allows up to 40 units / acre depending on the underlying zoning;
 - h. CN – Complete Neighborhood updated to be consistent with Complete Neighborhood Provisions of UDC, which allows up to 40 units / acre depending on the underlying zoning; and
 - i. EC-Enhanced Corridor Overlay updated to be consistent with Enhanced Corridor Overlay Zone of UDC, which allows up to 40 units / acre depending on the underlying zoning.

2. **Table 2-2 Amendments** revise Table 2-2 to delete obsolete plans and add newly adopted plans.
 - a. Plans added: Fire Protection/Emergency Services Strategic Plan, Larimer County Urban Area Streets Standards, US 287 Strategic Plan
 - b. Plans deleted: Community Vision, Contiguity Clause – Section 4.1 Amendment, Feathering of Density Clause – Section 4.9 Amendment, Fire Protection Master Plan and Amendments, Growth Management Plan Revision, Major Arterial Corridors Design Standards, Water and Power Strategic Plan

II. ATTACHMENTS

1. Chapter 2: Policies and Supporting Strategies, Create Loveland
2. Chapter 3: Land Use Designations and Map, Create Loveland

III. KEY ISSUES

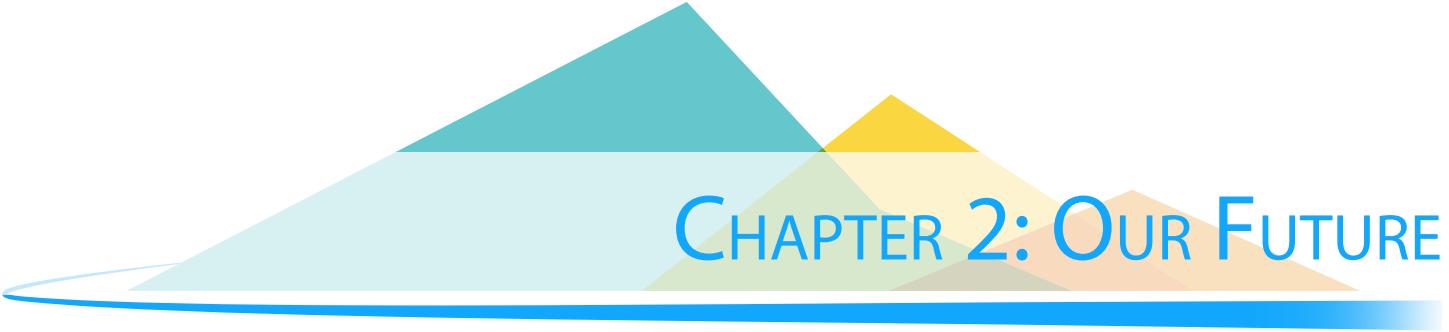
There have been no key issues identified with this request; and, City staff agree with the updates.

IV. BACKGROUND

Loveland completed its comprehensive plan in 2015. Loveland and the region have experienced significant growth and development in the few years since plan adoption. Create Loveland is designed to preserve Loveland's high quality of life and economic vitality as it grows in this new environment. This update serves to keep Create Loveland up to date and ensure implementation.

VII. FINDINGS

The proposed changes to Create Loveland are consistent with its goals, objectives and policies.



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:

More than 3,400 conversations during the 20 month planning process, including a statistically-valid survey

Advice from 21 City Citizen Boards and Commissions, coupled with a diverse Create Loveland Citizen Stakeholder Committee

City Council and Planning Commission guidance, including 9 study sessions and past adopted plans

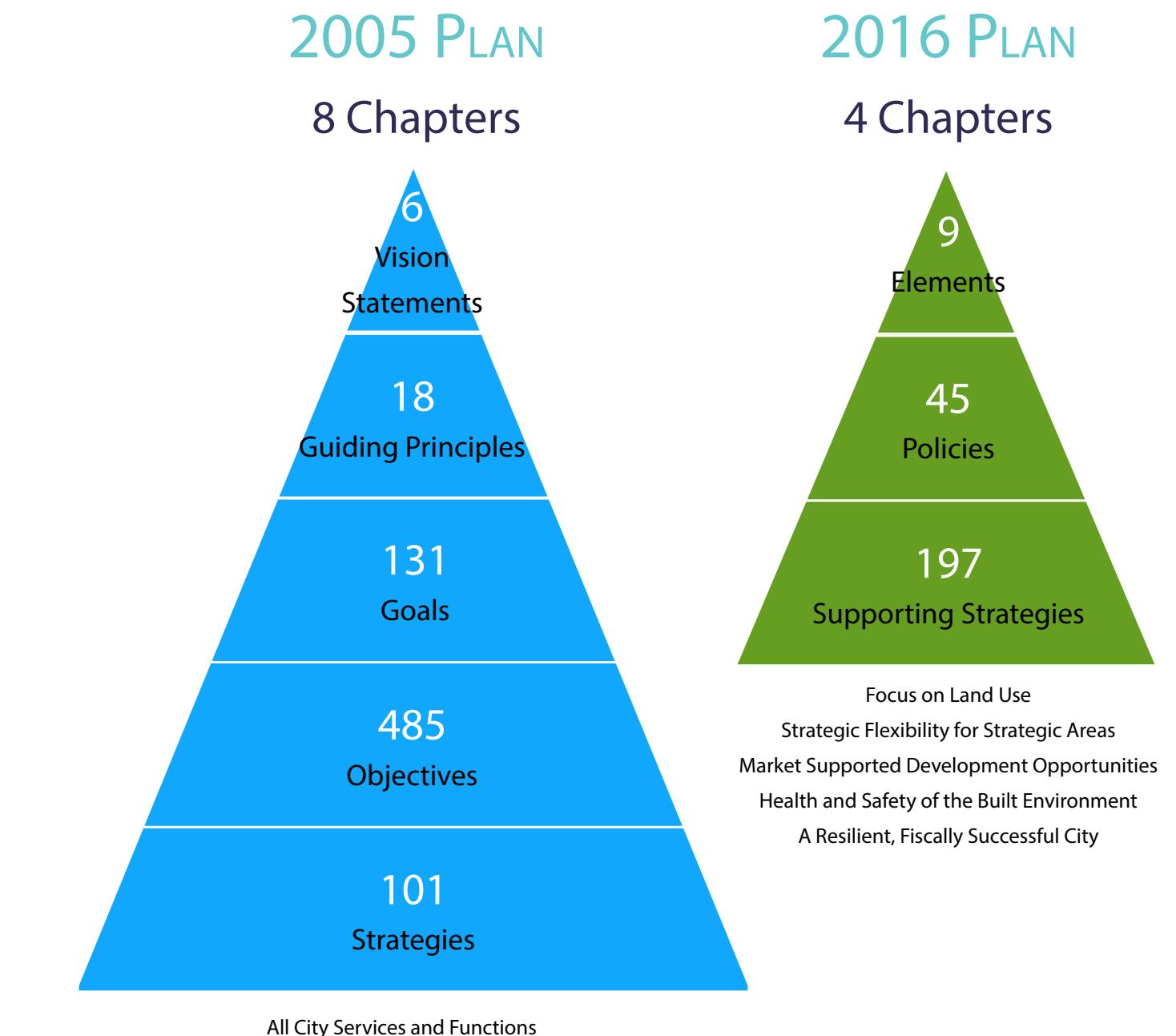


Table 2-1. Element and Policy Reference Guide

Chapter Section	Plan Elements	Policies	Chapter Section	Plan Elements	Policies
CENTERS & CORRIDORS	"A Commitment to a Downtown Renaissance"	<ol style="list-style-type: none"> 1. Support Downtown as the iconic cultural and civic heart of Loveland. 2. Create and maintain quality transportation options Downtown. 3. Offer a mix of uses and destinations that encourage residents and visitors to live, work, play, and learn in Downtown. 4. Ensure authenticity and quality in architecture and historic character. 5. Maintain and provide quality basic infrastructure which is fundamental to economic health. 	HEALTH, ENVIRONMENT, & MOBILITY	"Create a Safe and Healthy Built Environment"	<ol style="list-style-type: none"> 1. Create convenient, safe and diverse physical activity opportunities for residents of all ages, abilities, and income levels. 2. Encourage the availability and affordability of healthy, fresh food throughout the City. 3. Attract and maintain accessible, first-class hospitals and medical facilities in Loveland. 4. Strive to provide year round parks and recreation opportunities that are universally accessible
	"Revitalize our Corridors and Gateways"	<ol style="list-style-type: none"> 1. Foster reinvestment in existing corridors and concentrate commercial activity at prominent intersections and within centers. 2. Transition existing land uses to be more transit supportive. 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. 4. Maintain and enhance Loveland's existing small-town feel, sense of community, and distinct identity. 		"Celebrate our Natural Assets in an Urban Setting"	<ol style="list-style-type: none"> 1. Protect sensitive natural areas and wildlife habitats from development impacts. 2. Strengthen community resiliency to flooding and natural disasters through development patterns, hazard identification and mitigation, and communication. 3. Maintain natural areas according to management type. 4. Protect and maintain environmental resources and quality. 5. Support energy choices for Loveland residents and businesses that include clean sources. 6. Maintain and expand parks and recreational facilities as a valuable asset to the community.
	"Cultivate Vibrant Economic Centers"	<ol style="list-style-type: none"> 1. Encourage reinvestment in underutilized shopping centers. 2. Encourage high-quality neighborhood, community, and regional mixed use activity centers. 3. Create multiuse, high-quality employment districts. 4. Support the existing and local business community. 		"Create a Connected and Accessible Community"	<ol style="list-style-type: none"> 1. Plan a safe, efficient, coordinated and convenient multi-modal transportation system. 2. Provide infrastructure to make walking and bicycling convenient and viable for all types of trips and for all ages, abilities, and income levels. 3. Make the COLT bus system a convenient, efficient and functional choice. 4. Establish and maintain convenient connections between neighborhoods and to local destinations. 5. Establish a sustainable financing foundation for a transportation system that provides dependable mode options with the ability to accommodate Loveland's growth.



Chapter Section	Plan Elements	Policies
NEIGHBORHOODS & COMMUNITY ASSETS	"Facilitate Complete Neighborhoods"	<ol style="list-style-type: none"> 1. Encourage development of diverse housing types and complete neighborhoods. 2. Support housing that meets the needs of low and moderate income households. 3. Align new housing development with resident needs and community values. 4. Promote integration of housing in commercial and employment centers.
	"Invest in Loveland's Older Neighborhoods"	<ol style="list-style-type: none"> 1. Continue investing in older neighborhoods as they age. 2. Reinforce the unique identity and visual appeal of neighborhoods. 3. Support active living and aging in place. 4. Preserve historical residential character. 5. Refresh distressed neighborhoods.
	"Strengthen Loveland's Strategic Roles in the Community and Region"	<ol style="list-style-type: none"> 1. Protect important regional lands and facilities. 2. Maintain and expand convenient transportation connections between regional destinations. 3. Support strategic planning and growth at the Fort Collins-Loveland Airport. 4. Coordinate the timing, location, and character of growth within the Growth Management Area. 5. Evaluate the fiscal and environmental impacts of development of annexation proposals. 6. Encourage a pattern of compact and contiguous development. 7. Coordinate growth boundaries and service efficiencies with adjoining governmental entities. 8. Remain regionally competitive.



The planning team put the 2005 Comprehensive Plan¹ on a diet: consolidating and streamlining its previous 8 chapters, 131 goals and 485 objectives into a more manageable, straightforward system of policies and supporting strategies. Plans previously adopted by City Council were incorporated by reference rather than repeating them in this Plan (see Table 2-2: Functional, Specific Area, and Related Plans and Studies and Figure 2-1 Specific Area and Related Plans).

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



Each element contains 4-6 Policies. These Policies:

- State community priorities
- Address community needs and wants
- Inform investment decisions
- 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 that are consistent with Loveland's vision and values to implement the policy. The Elements, Policies and Supporting Strategies are equally important and in no particular order.

Throughout this Chapter, conceptual drawings depict future development scenarios. These renderings are conceptual because they show only one of many possible futures that could result from the implementation of this Plan's policies. The process of implementing Plan policies will involve extensive coordination with and consideration of affected property and business owners.

Most of the Plan Elements include an Opportunities Map before the Policies and Supporting Strategies. The Opportunities Maps are intended to depict places in Loveland where the Policies and Supporting Strategies can be implemented. The maps are not regulatory, though the ideas could be implemented through specific development projects, code updates, and more detailed planning efforts.

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 actionable initiatives reach across departments and divisions to show tangible projects, programs, or reforms that could be accomplished in the short term to implement the Comprehensive Plan. The Work 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 2016 update also reflects other recent planning efforts and policy documents. The existing plan elements shown in Table 2-2 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 2-2: Functional, Specific Area, and Related Plans and Studies. Readers should refer back to these other documents for more detailed information

Table 2-2: 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/Emergency Services Strategic Plan	2018		
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	1-Dec-2015	#R-83-2015	
Highway 34 Corridor Plan	1993		No
I-25 Corridor Plan	8-Aug-2001	#R-65-2001	Yes
Larimer County Urban Area Streets Standards	2016		
Major Arterial Corridors Design Guidelines	16-Sep-1997	#R-52-97	Yes
Mitigation Master Plan	2016		
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		
US 287 Strategic Plan	2015	#R-83-2015	



CENTERS & CORRIDORS

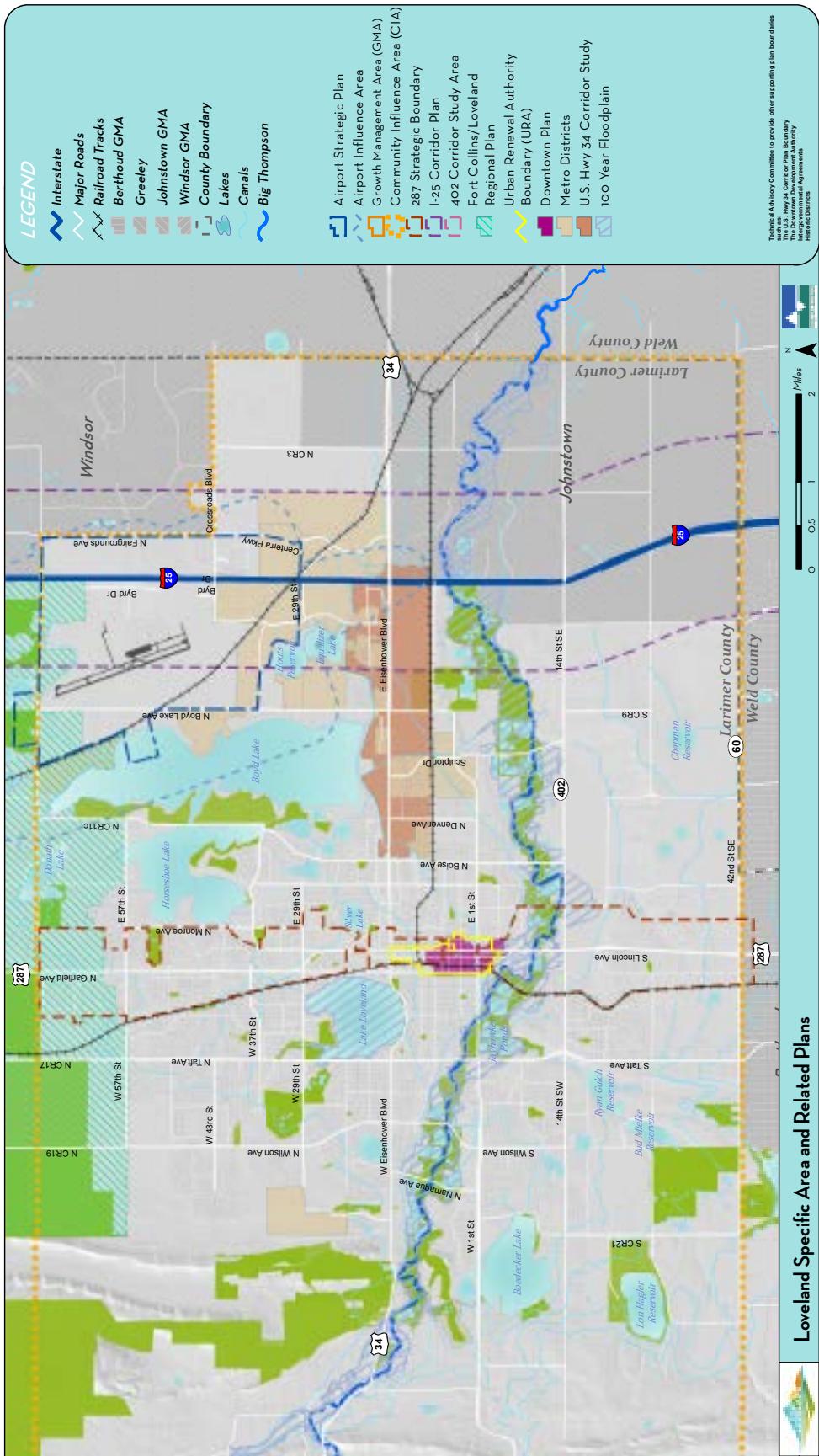


Figure 2-1. Specific Area and Related Plans.

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.

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.

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. Revitalization activities may



2015 Annual Quality of Life Survey

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



CENTERS & CORRIDORS

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.

Plan Element: A Commitment to 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, Gallery Flats, 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 Downtown Development Authority formation 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.



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

- 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.
- Continuing progress on the 2.5 block South Catalyst redevelopment project

The revitalization and partnership effort for Downtown is expected to go on for many years. Allied organizations, the 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.

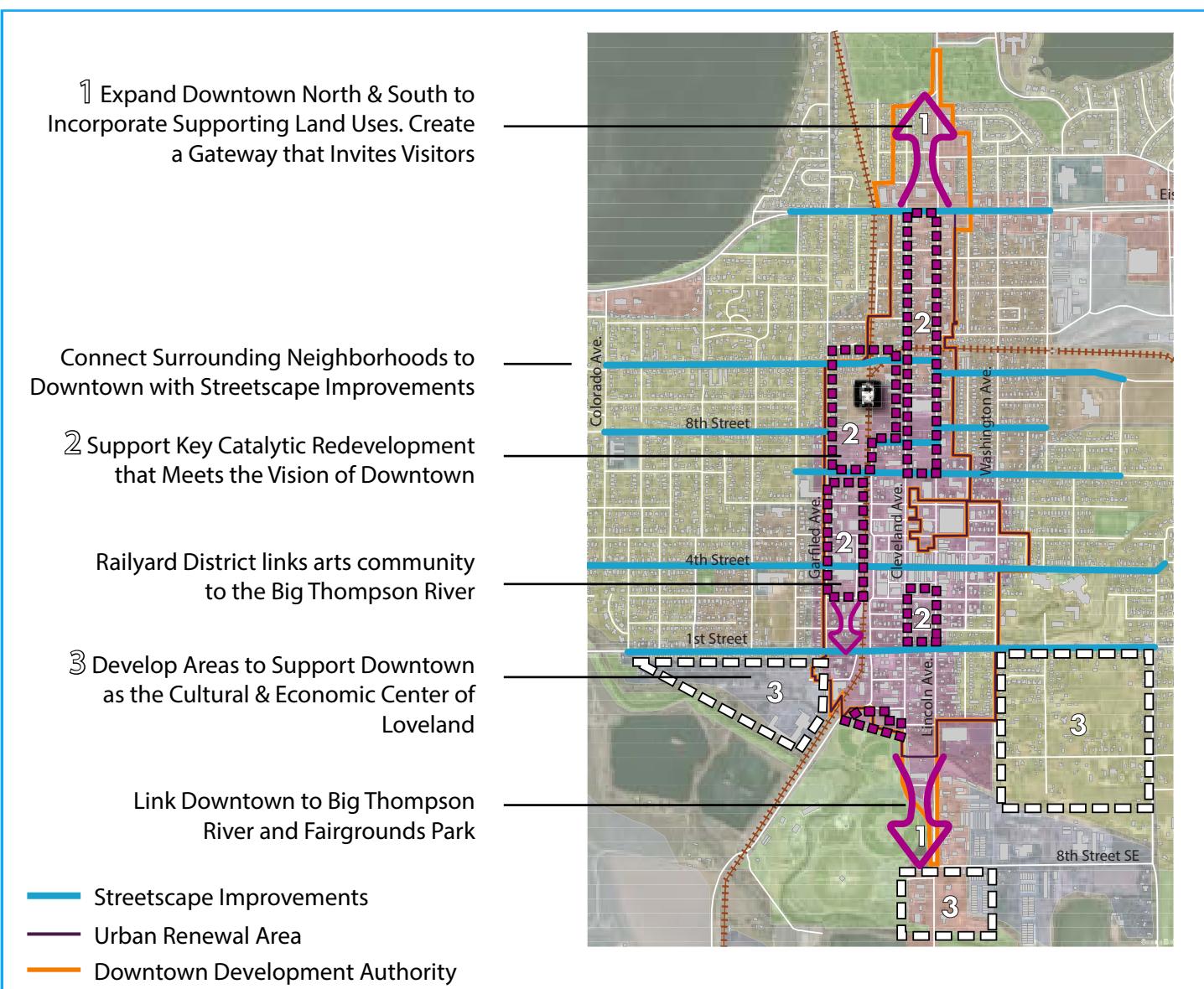


Figure 2-3: Land Use Plan opportunities to commit to a Downtown renaissance. The policies below support these opportunities.



PLAN POLICIES AND SUPPORTING STRATEGIES

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

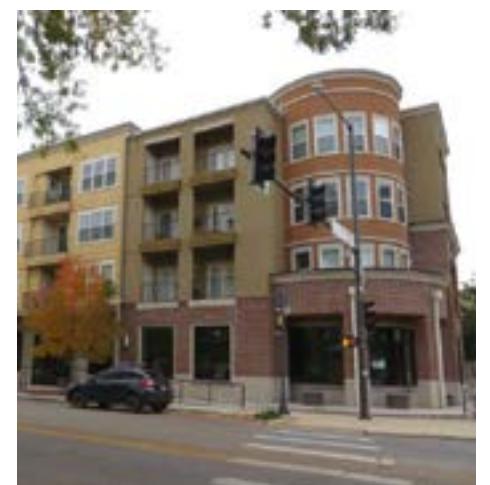
- 1.1. Showcase what is special about our community through public art and cultural offerings, historic preservation, successful businesses, and special events in Downtown. Promote Downtown's niche within northern Colorado as a place that is creative, active, and economically viable to draw local and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



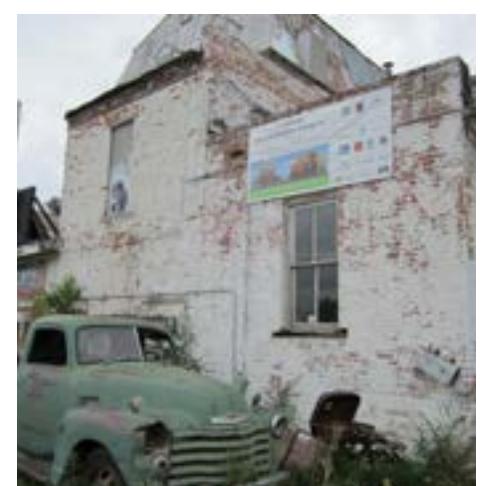
Pulliam Community Building

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

- 2.1. Create attractive and comfortable pedestrian streetscapes and safe connections to surrounding neighborhoods that encourage walking to and within Downtown.
- 2.2. Make Downtown one of the hubs of our transit system, including both bus and commuter rail in the long term, by investing in Downtown transit stations and considering existing and proposed transit stops / stations in the review and design of Downtown projects. Coordinate and compliment service with other transit hubs such as that at the Orchards Shopping Center and transit enhancements on the Hwy 287 corridor.
- 2.3. 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.
- 2.4. 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.
- 2.5. Utilize signage and wayfinding to maximize the use of existing parking facilities.
- 2.6. Utilize appropriate means to expand parking supply such as partnering with development, shared parking agreements or a parking district.
- 2.7. When planning for pedestrians Downtown, work with railroad companies to ensure pedestrian safety.



Mixed-use developments Downtown



Artspace redevelopment

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

- 3.1. Continue developing a strong residential base with a balanced mix of unit types and price points.
- 3.2. Redevelop key catalytic sites as a critical aspect of achieving Downtown revitalization.
- 3.3. Use public resources proactively, partnering with private resources to develop, attract, and retain a mix of desired and viable uses in Downtown.
- 3.4. Offer recreation opportunities, cultural and educational opportunities, community services, events, and regional destinations that draw residents and visitors to Downtown.
- 3.5. Offer amenities, services, and jobs that serve residents of surrounding neighborhoods as well as all Loveland residents.
- 3.6. Create a gateway presence at the intersection of Highway 34 and Highway 287 that relates to and invites visitors to Downtown.
- 3.7. 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).

- 4.1. Guide and support high-quality design in new development and redevelopment in Downtown. This could include building efficiency standards in building codes.
- 4.2. Identify and assist property owners to preserve and rehabilitate historical buildings that contribute to the quality and character of the historic district in Downtown.
- 4.3. Provide options for developers to redevelop or rehabilitate older buildings of individual historic value or that contribute to a historic district.
- 4.4. 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.

- 4.5. 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.

- 5.1. Maintain and improve transportation and utility infrastructure to standards that meet the needs of desired Downtown business types especially sewer, stormwater and utilities.
- 5.2. Coordinate infrastructure and utility projects with private providers, such as for broadband cable, fiber, and electric vehicle charging stations.
- 5.3. 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.
- 5.4. Focus on infrastructure improvements that support walkability and vibrant street life and therefore strengthen Downtown's market niche.
- 5.5. Continue to explore the possibility of establishing railroad quiet zones Downtown, including the establishment of an equitable funding mechanism for doing so. Consider pedestrian safety in the design and ensure that Railroad company support is present.
- 5.6. As improvements are made to buildings, coordinate improvements to adjoining and supporting infrastructure and amenities.

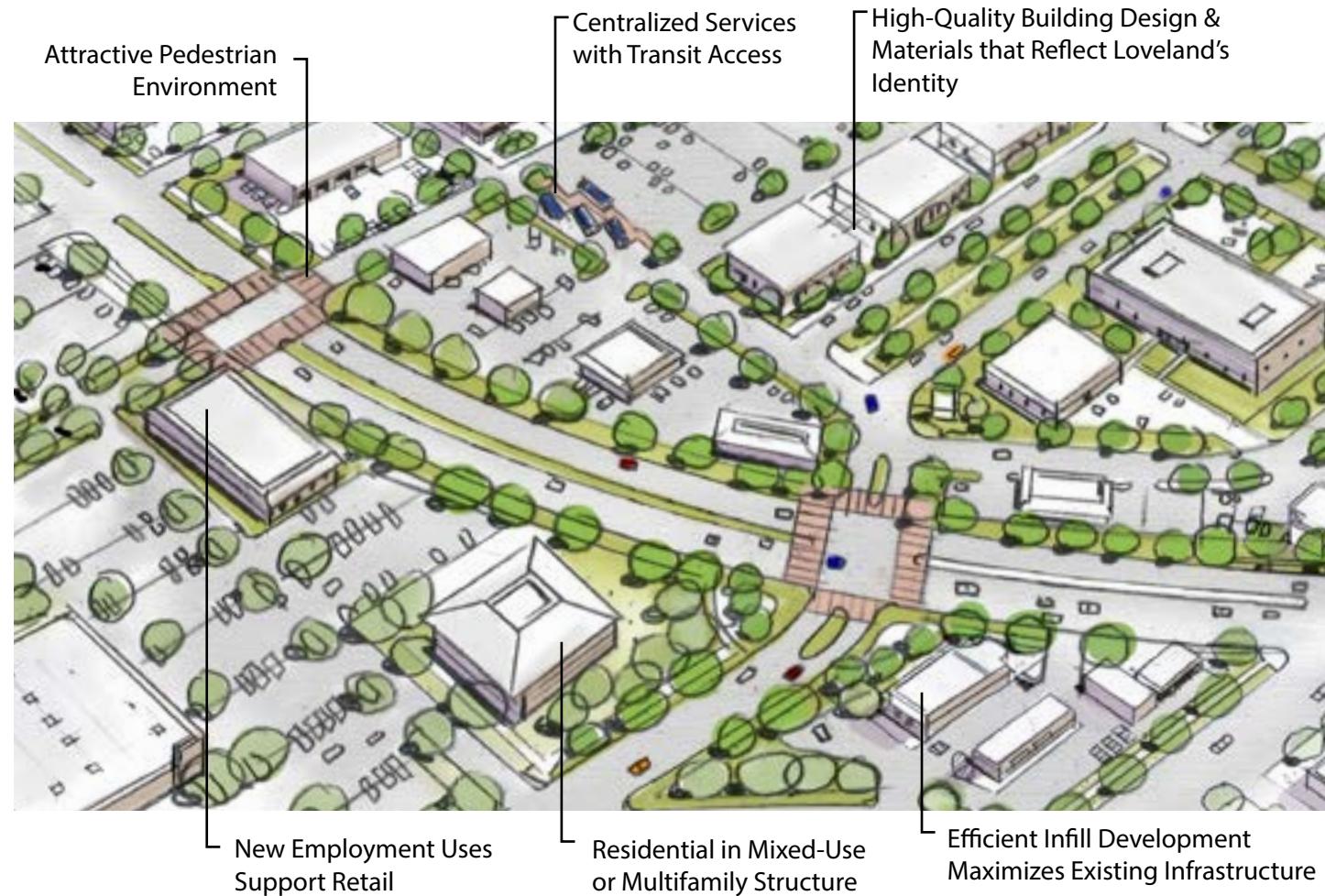
Relevant Indicators

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



CENTERS & CORRIDORS

Plan Element: Revitalize our Corridors and Gateways



Corridors are the major throughways 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.

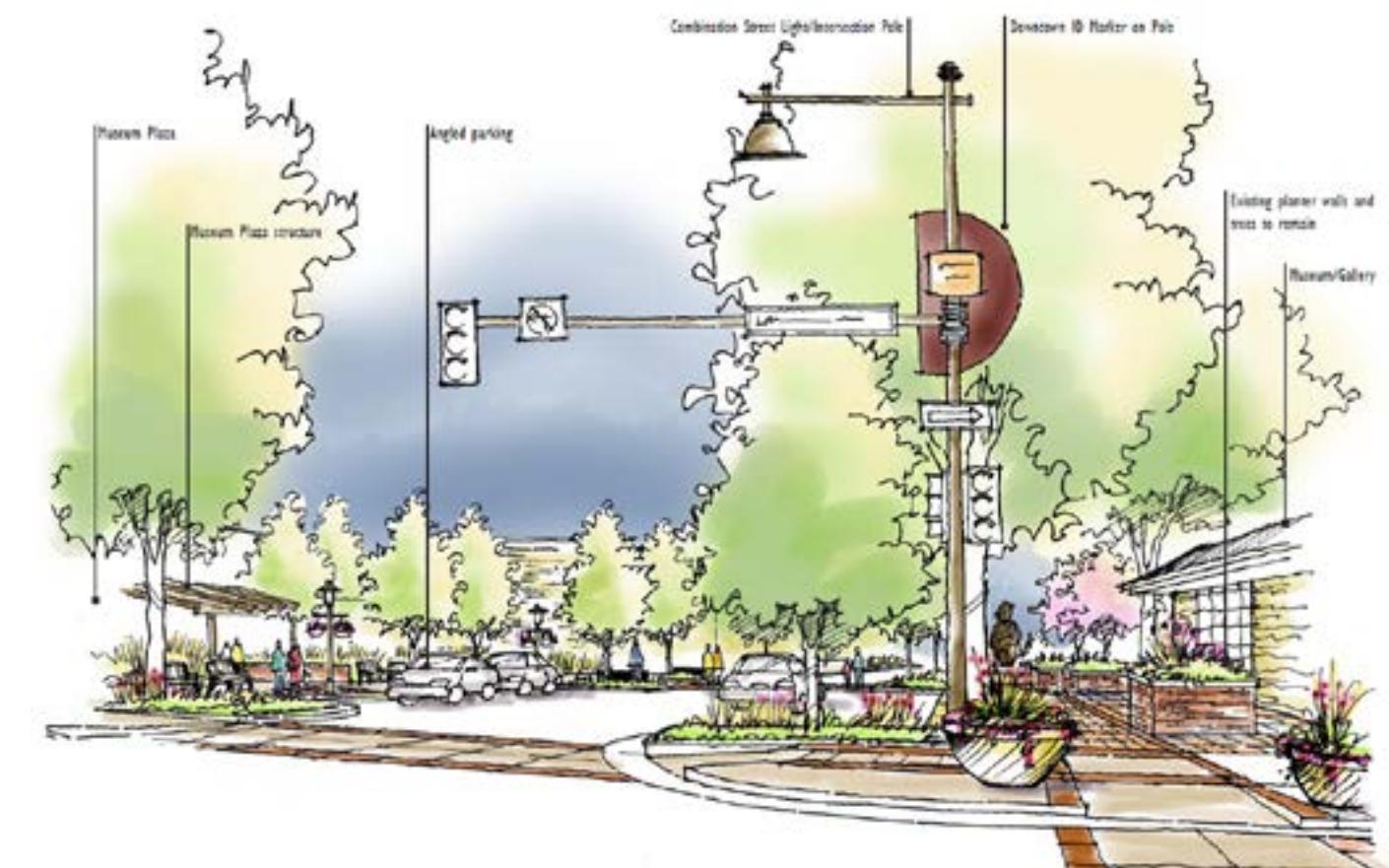
As a whole, Loveland contains more retail space than consumers can actually support. This phenomenon occurs statewide and even nationally, due to regional competition for sales tax capture, retailers' ambitions for greater market share in new areas, and reduced storefront sizes as internet sales become a greater share of consumer spending. Concerns over vacant buildings are further exacerbated when some retailers hold onto 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 2-3. These gateways and new, emerging 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, Land Use and Community Design Snapshots in Appendix F. For an estimate on market potential and development, refer to "Market-Supported Development Opportunities" in Chapter 3.



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

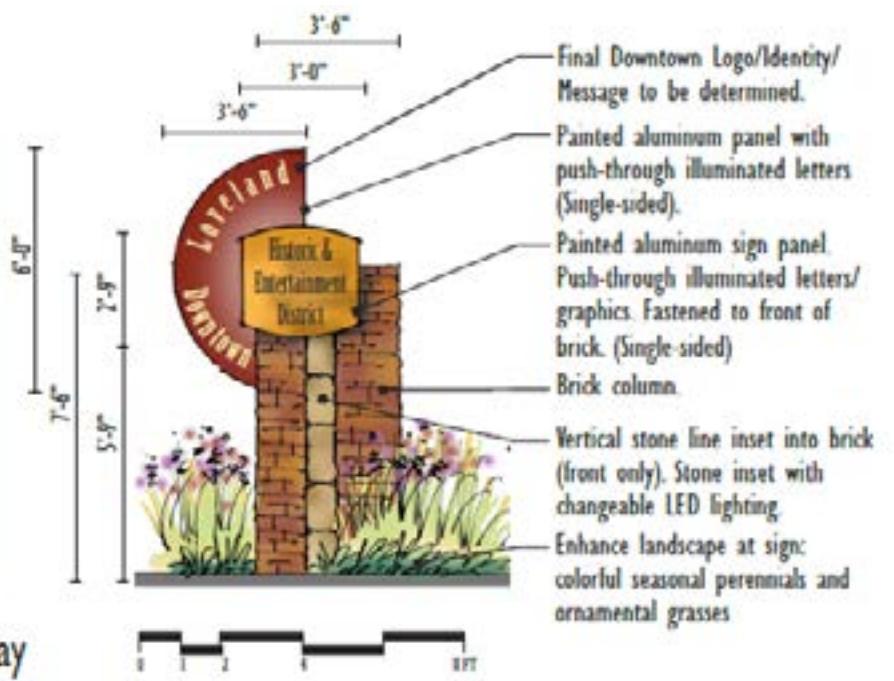




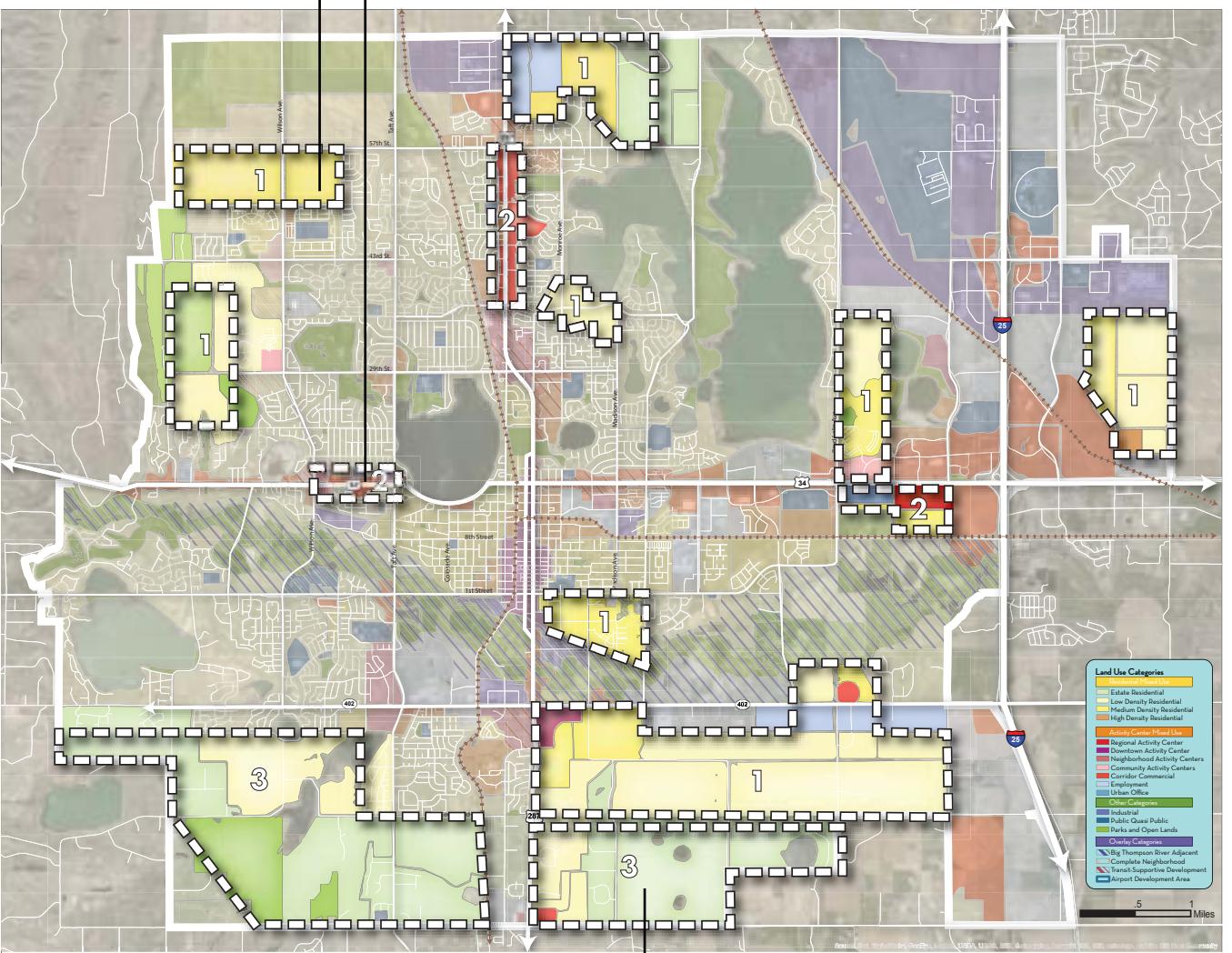
Secondary Downtown Gateway



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



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



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

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

Figure 2-3: Land Use Plan opportunities to revitalize our corridors and gateways. The policies below support these opportunities



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).

- 1.1. 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 exciting or potential transit access or are located at major roadway intersections or have particularly strong bike and pedestrian connections to existing neighborhoods.
- 1.2. Discourage strip commercial development along arterial roadways, except in specific infill situations.
- 1.3. Foster reinvestment, redevelopment, and adaptive reuse of underperforming commercial properties, underutilized buildings, vacant properties and brownfield sites such as US 34 west.
- 1.4. 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).

- 2.1. Increase regulatory flexibility to allow corridors to become more transit supportive as shown on Figure 2-3 (Corridors Map). Provide examples and design guidance to develop quality residential uses along corridors.
- 2.2. Identify underperforming commercial and retail development and support mixed-use redevelopment in these areas.
- 2.3. Encourage a complementary mix of transit-oriented development uses including multifamily and commercial development near future transit stations.



Gateway at Crossroads



Public Art at US 34 gateway

- 2.4. 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 Corridor Land Use Description).

- 3.1. Along I-25 north of US 34, proactively attract tourism and primary employment uses.
- 3.2. 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.
- 3.3. 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.
- 3.4. 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.
- 3.5. 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.

- 4.1. 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
- 4.2. Unify Loveland through the design and installation of a cohesive streetscape along arterials.
- 4.3. Require higher aesthetic standards for gateways as shown on Figure 2-3 (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.

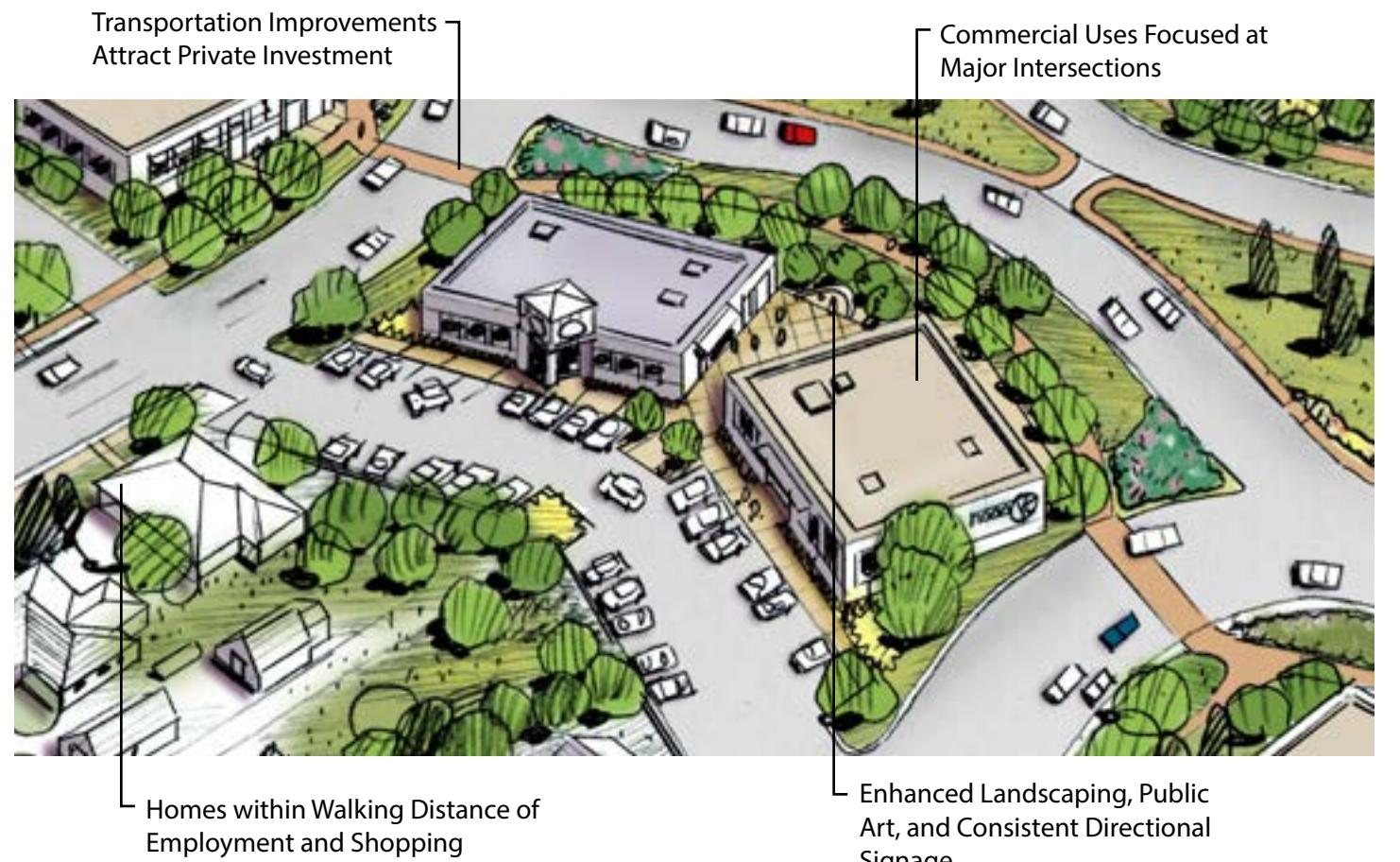
RELEVANT INDICATORS

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



CENTERS & CORRIDORS

Plan Element: Cultivate Vibrant Economic Centers



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, Land Use and 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.

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 2-4. The City places premium on attracting primary jobs that produce goods and services that are consumed outside of the region. The Economic Development department spearheads this effort, working in tandem with land use planning 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/Gallery, 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 tourist base-of-operations.

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.

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.

75% of Lovelanders agree or strongly agree that Loveland is attracting shopping opportunities that our community desires.



2015 Annual Quality of Life Survey



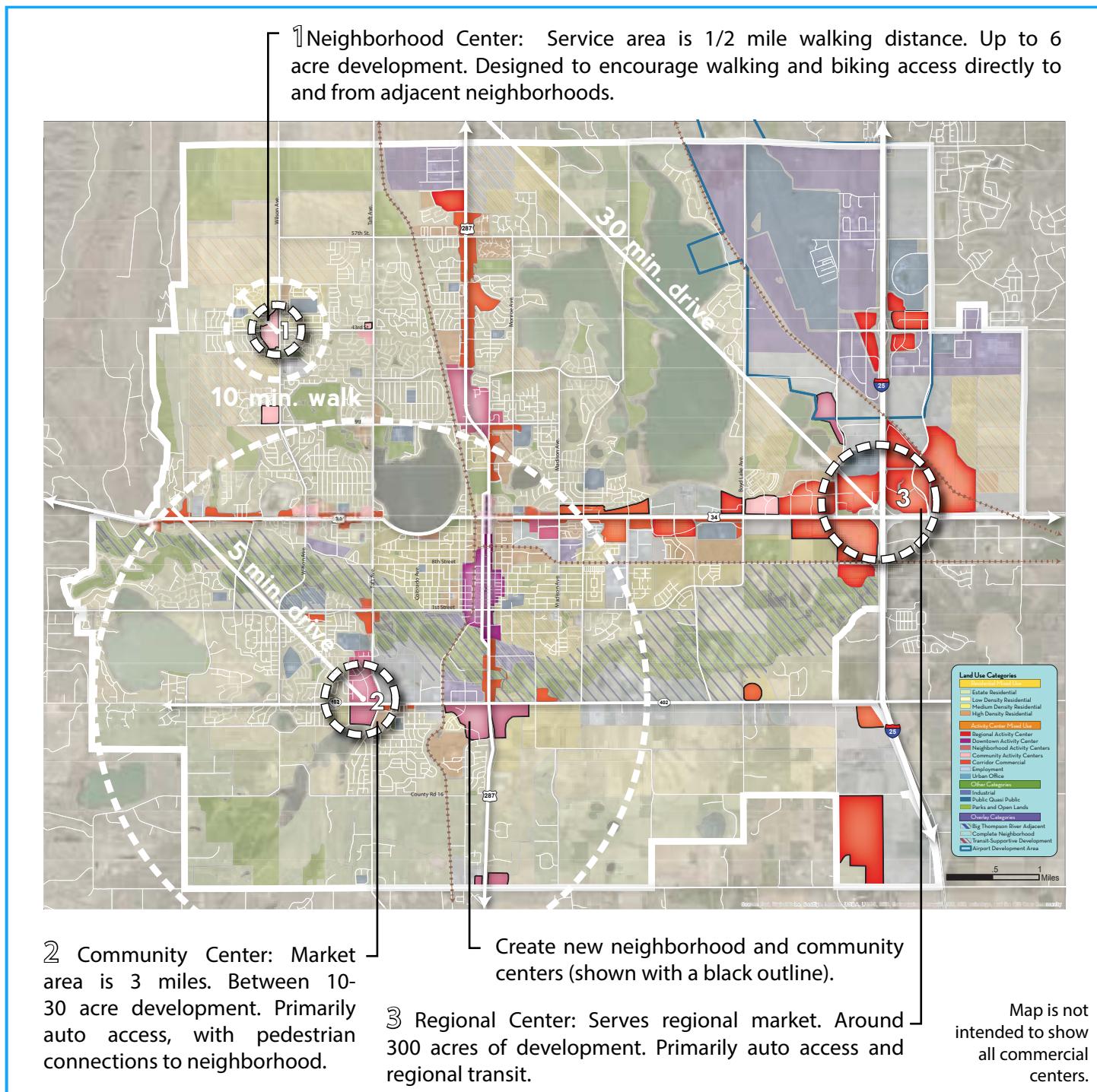


Figure 2-4. Land Use Plan opportunities to reinforce Loveland's neighborhood, community, and regional centers. The policies below support these opportunities.

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).

1. Convert single use retail centers into mixed use areas by strategically introducing residential development, civic land uses and urban office.
2. Encourage retrofitting to add and improve street, bicycle, and pedestrian connections in traditional auto-oriented retail centers.
3. Incorporate higher density housing if market appropriate in existing and new commercial centers.
4. 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.
5. Encourage business owners who purposefully retain vacant storefronts (i.e., dark boxes) to refill, sell, and/or convert them to another use.
6. Encourage and enforce maintenance standards of streetscapes, buildings and landscaping.
7. Continue to monitor the health of existing commercial centers, by evaluating sales revenue, lease rates, and vacancy rates.
8. Pay special attention to the design of parking lots with regard to landscaping, pedestrian circulation, access, and siting and visibility from corridors.



Office park on Rocky Mountain Ave.



Outlets at Loveland

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

1. Designate and design neighborhood, community and regional activity centers according to the Future Land Use Map and categories in Chapter 3.
2. Recruit retailers, hotels, restaurants and other appropriate businesses not currently present to locate in Loveland accordance to City economic development goals.
3. 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.
4. Retain a strategic, feasible location for a grocery store in northwest Loveland, east Loveland, and along Highway 402.



HEALTH, ENVIRONMENT & MOBILITY

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

- 3.1. 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.
- 3.2. Find suitable locations for campus style development to make the Employment Zoning District more realistic and functional.
- 3.3. Accommodate diverse forms of office land uses and flex- and light- industrial development in designated employment districts.
- 3.4. 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.
- 3.5. 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.
- 3.6. Recruit primary employers and primary jobs to appropriate locations in the City.

Policy 4. Support the existing and local business community.

- 4.1. 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.
- 4.2. Strengthen partnerships between the City Departments (Economic Development Department, Planning, etc.), Chamber of Commerce, Community Foundation, , and other economic development organizations.
- 4.3. Work collaboratively to align visions of community with that of local business owners.
- 4.4. Continue to be flexible with land use policy and development review to allow current businesses to expand or change according to market forces.
- 4.5. Support the redevelopment of the Rocky Mountain Center for Innovation and Technology.

RELEVANT INDICATORS

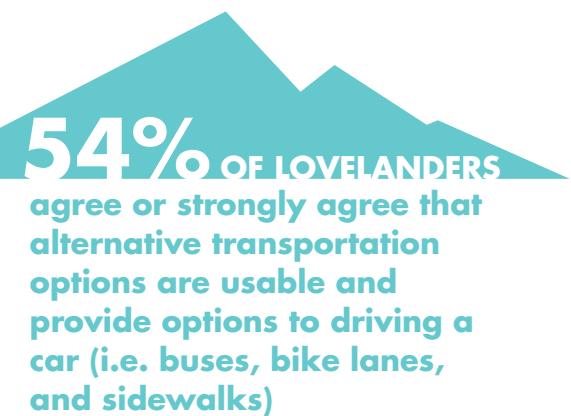
- Retail Activity (sales tax revenue per household)
- Jobs-Housing balance

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 top priority. Also, encouraging new mixed-use, mixed-income developments with walkable or bikeable access to daily needs provides an opportunity to make physical activity a routine part of life and reduces dependence on an automobile.

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

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

One of the City's foundational responsibilities is to protect the health, safety, and wellbeing of its residents and businesses. While the City has a limited role in providing health care, it can create a business climate and infrastructure that attracts first-class hospitals and medical facilities in Loveland and keeps them here. Given the projected growth of our aging population, providing these medical services, an accessible built environment, and



2015 Annual Quality of Life Survey

THREATS TO LOVELAND'S HEALTH, ENVIRONMENT, AND INFRASTRUCTURE:

- Health 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
- Risk of missing opportunities for adding needed parks and trails and open land conservation



HEALTH, ENVIRONMENT & MOBILITY

Plan Element: Create a Safe and Healthy Built Environment

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

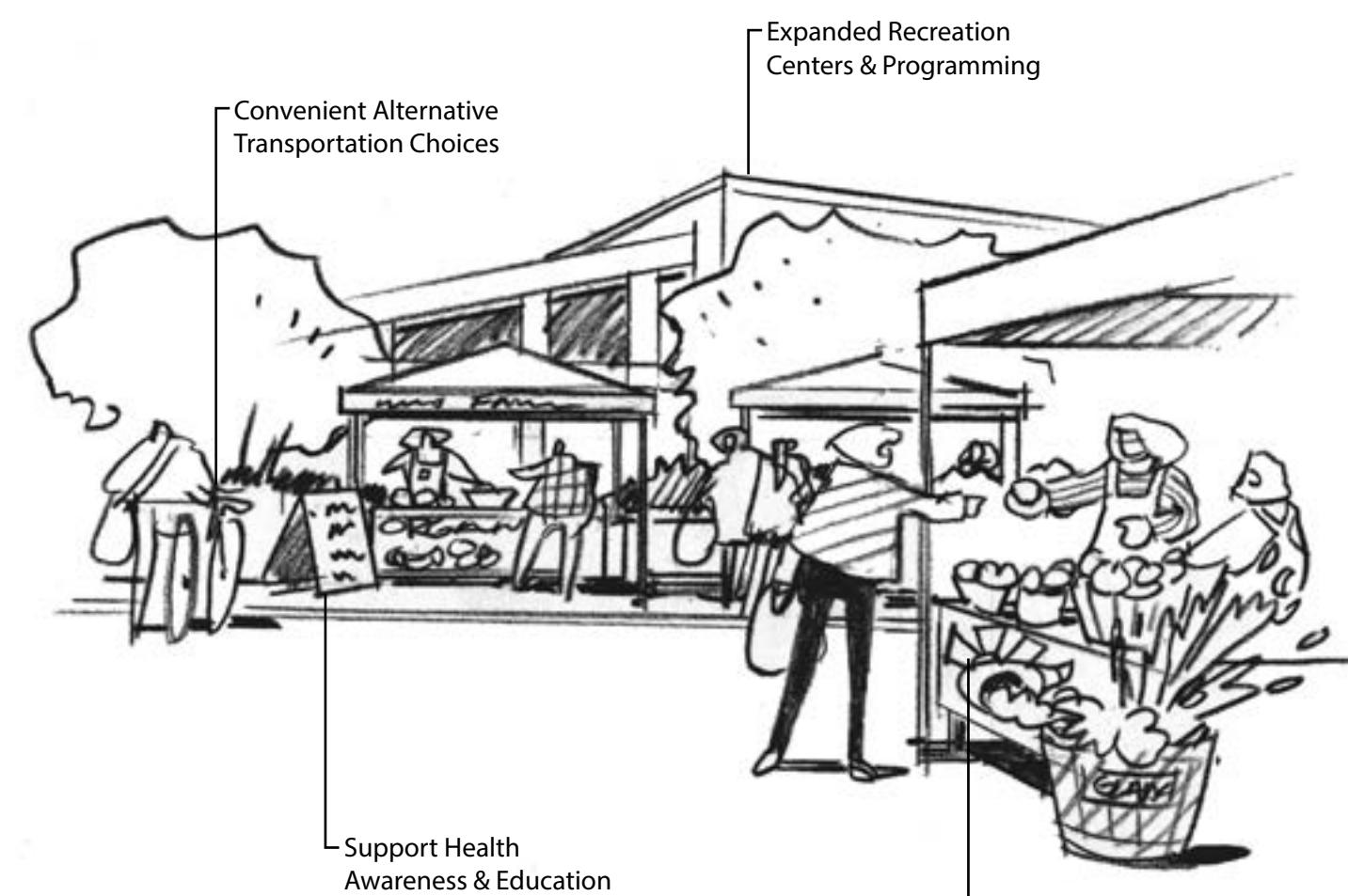
Environmental resiliency involves community awareness and preparedness for natural hazards such as drought, wildfire, and floods, as well as preparation for exposure to other potential environmental and community threats and risks like changes in climate, spread of infectious diseases, and exposure to 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 resources like air, water, rivers, and soils is essential in managing risk and supporting the community's high quality of life.

"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.

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 consistent 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.



Artist's rendering, 2014

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

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.



in a park daily, are the beneficiaries of a land use plan that includes public health considerations.

A community's physical and mental health strengthens the local economy. A connected, accessible built environment enhances the value and desirability of the community to residents and employees alike. The young skilled workforce that top employers seek particularly value active living and transportation options that contribute to healthier lifestyles. Conversely, the leading causes of preventable death and disease in Larimer County (heart disease, stroke, type 2 diabetes and certain types of cancer) weaken economic development, employee productivity and student achievement. Because statewide obesity rates have doubled during the last two decades, healthcare costs in Colorado related to overweight and obesity exceeded \$1.6 billion² and nationally, over 21% of annual medical spending is attributable to obesity.³ (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. The role of the City is paramount in this collaborative approach, since it reviews all transportation and land use improvements as well as investing directly in public infrastructure. Simple changes in the built environment can result in measurable benefits such as;

- When community design accommodates and integrates pedestrians and bicyclists, there are higher rates of walking and biking.⁴ For each half mile walked per day, people are about 5 percent less likely to be obese.⁵
- People living in highly walkable, mixed-use communities are more than twice as likely to get 30 or more minutes of daily exercise as people who live in more auto dependent neighborhoods.⁶
- In low-income neighborhoods, each additional supermarket increases residents' likelihood of meeting nutritional guidelines by one-third.⁷
- Pedestrian accidents are 2.5 times more likely on streets without sidewalks than on otherwise similar streets.⁸
- Improved air quality reduces asthma problems and days missed from work while enhancing aesthetics (see Environment section for air quality policy).

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

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

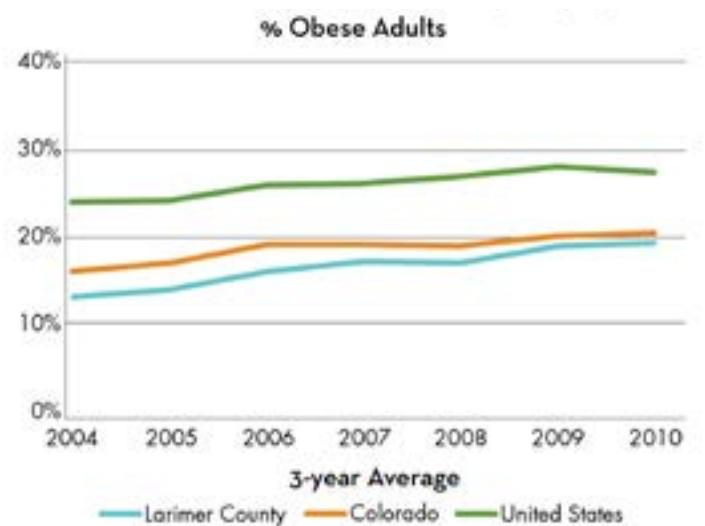
⁴ Summer 2009 Research Brief, Active Living Research, Active Transportation Making the Link from Transportation to Physical Activity and Obesity

⁵ Frank, et al., Linking Objectively Measured Physical Activity with Objectively Measured Urban Form: Findings from SMARTRAQ, *American Journal of Preventive Medicine*, at 117-125 (February 2005)

⁶ L. Frank, et al, *supra* note 5.

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

⁸ R. Knolblach 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)



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

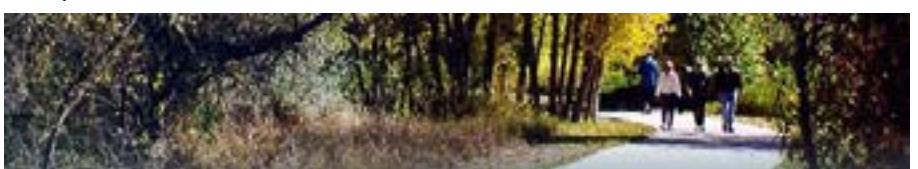
Completion of Recreation Trail

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

From Health District of Northern Larimer County 2013, Centers for Disease Control and Prevention

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.

Completion of Recreation Trail



Expanded partnership for Safe Routes to School



Completion of sidewalks



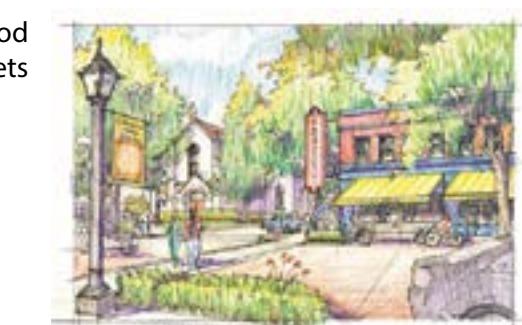
Improved bicycle lanes with street trees



Added parks with improved access



Preservation of land for urban agriculture and local food distribution



Neighborhood markets



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



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

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).

- 1.1. 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.
- 1.2. Improve traffic calming and pedestrian orientated 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.
- 1.3. Encourage and support bicycle and pedestrian infrastructure improvements for local trips with safe and easy access to routine goods and services.
- 1.4. Increase and expand bicycle and pedestrian connectivity and safety for easy access to parks, natural areas and the Recreation Trail.

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

- 2.1. 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.
- 2.2. Promote and preserve urban agriculture opportunities to support local food production, distribution and Loveland's agricultural heritage.
- 2.3. Identify appropriate locations for and support community gardens, such as within new developments, vacant land or on City properties.

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

- 3.1. Work with healthcare providers to ensure that their goals are considered when evaluating land use patterns.
- 3.2. 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. Strive to provide year round parks and recreation opportunities that are universally accessible (see also Environment Policy 6).

- 4.1. Develop, operate, and program specialized recreation facilities in accordance with service level guidelines defined in the 2014 Parks and Recreation Plan.
- 4.2. Improve and provide safe, accessible, attractive indoor and outdoor facilities that meet the recreation programming goals of the community.
- 4.3. 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



HEALTH, ENVIRONMENT & MOBILITY

Plan Element: Celebrate our Natural Assets in an Urban Setting



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

Through this plan, the Parks & Recreation Master Plan, and community surveys, residents have clearly communicated that recreation is essential to their quality of life and that having ample opportunity to enjoy nature and the outdoors improves their health, wellness and fitness.

Residents have also communicated that the most important additions to Loveland's recreational offerings would be more trails and bike paths, accessible open lands and natural areas, and more community parks and facilities.

A level of service analysis conducted for the 2014 Parks and Recreation Master Plan found that Loveland provides fewer trails and pathways, less accessible open space acreage, and less indoor recreation space on average than the 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 2-5).

PLAN POLICIES AND SUPPORTING STRATEGIES

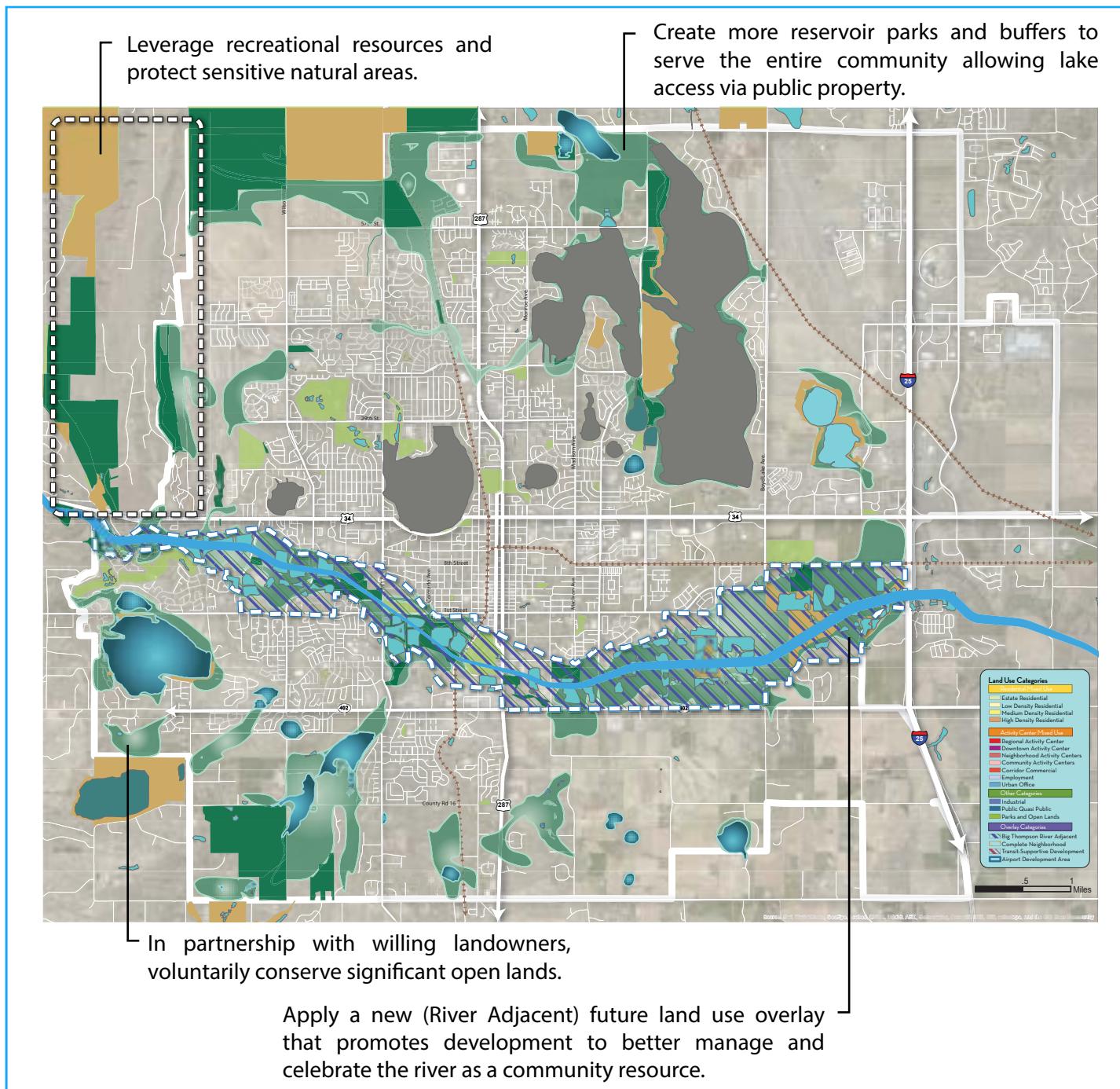
Policy 1. Protect sensitive natural areas and wildlife habitat from development impacts.

- 1.1 Coordinate land development and land conservation efforts between City departments, Larimer County, non-profit partners and landowners.
- 1.2 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.
- 1.3 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.
- 1.4 Realize the opportunities to protect wildlife movement corridors along waterways and foothills as Loveland grows by linking open spaces and drainage easements through and between subdivisions.
- 1.5 Complete a system of contiguous open lands in accordance with the Potential Open Lands Areas Map and associated criteria in the Parks & Recreation Master Plan.
- 1.6 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.

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.





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.



Clustered residential development allows for integrated open space



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

Figure 2-4. Land Use Plan opportunities to reinforce Loveland's neighborhood, community, and regional centers. The policies below support these opportunities.



HEALTH, ENVIRONMENT & MOBILITY

Policy 4. Protect and maintain environmental resources and quality.

- 4.1. 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.
- 4.2. Reduce sources of water pollution by using site design practices that improve stormwater quality, such as Low Impact Development (LIDs) and stormwater best management practices (BMPs).
- 4.3. 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.
- 4.4. Evaluate a dark sky ordinance city-wide or for western Loveland and the Big Thompson River corridor.
- 4.5. Actively promote landscape practices that conserve water, reduce pesticide and fertilizer application, and restore biodiversity.
- 4.6. Mitigate the urban heat island effect by encouraging a mature tree canopy and the addition of trees in parking lot landscaping.
- 4.7. Plant and maintain the urban forest along streets while minimizing utility conflicts.
- 4.8. 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.

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

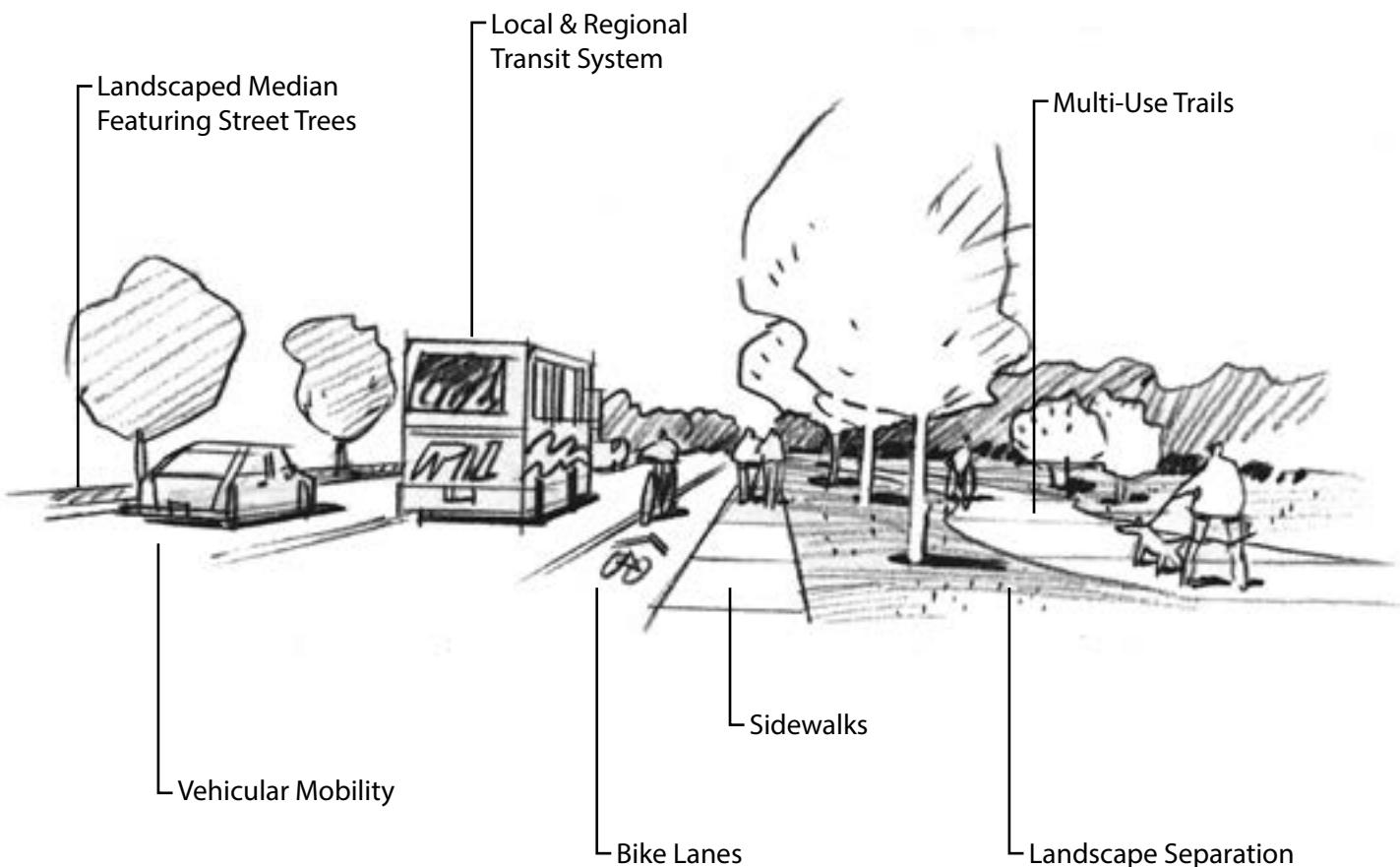
Policy 6. Maintain and expand parks and recreational facilities as a valuable asset to the community (see also Health Policy 4).

- 6.1. Implement the Parks & Recreation Master Plan.
- 6.2. 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

Plan Element: 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 culs-de-sac, 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, the Great Western

Railroads, 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, and improving east-west vehicular corridors (see Figure 2-6).

Figure 2-6. 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. The policies below support these opportunities.

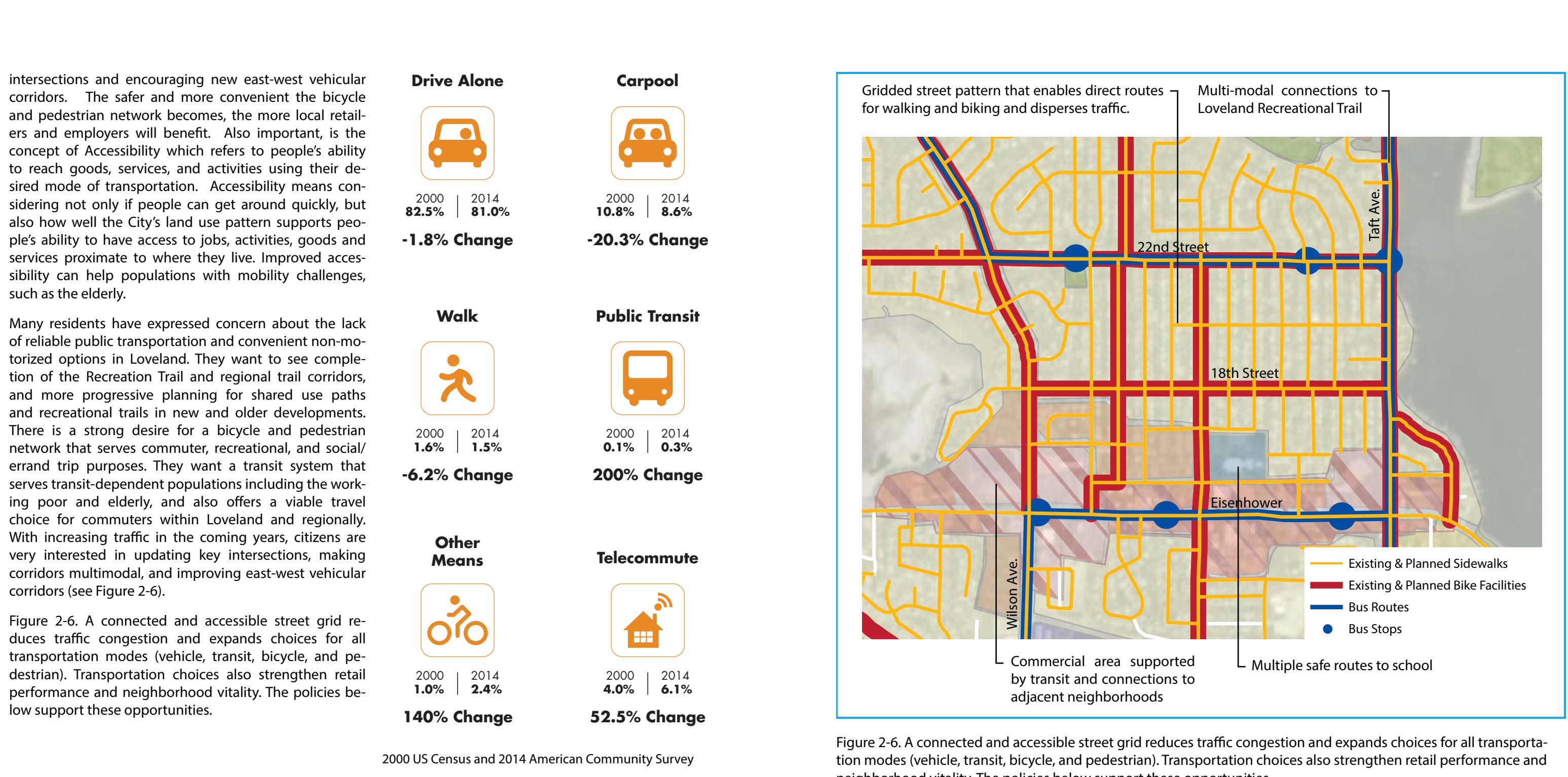


Figure 2-6. A connected and accessible street grid reduces traffic congestion and expands choices for all transportation modes (vehicle, transit, bicycle, and pedestrian). Transportation choices also strengthen retail performance and neighborhood vitality. The policies below support these opportunities.

PLAN POLICIES AND SUPPORTING STRATEGIES

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

- 1.1. Integrate land use and transportation decision making to maximize infrastructure investments.
- 1.2. 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.
- 1.3. 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.
- 1.4. 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.
- 1.5. 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.

- 2.1. 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.
- 2.2. Work with the School District to improve bike and pedestrian infrastructure near schools and connecting to neighborhoods.
- 2.3. Enforce existing codes and ordinances that require property owners to maintain their sidewalks in good condition.



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



Insufficient pedestrian infrastructure limits accessibility



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

- 2.4. Complete the Recreational Trail system of hard- and soft-surfaced trails for off-street, non-motorized, and non-equestrian recreation uses.
- 2.5. Require that developments provide land, access or easements for the City's planned trail system when development proposals are submitted.
- 2.6. 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.
- 2.7. 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.
- 2.8. Require new developments to provide bicycle and pedestrian improvements consistent with Loveland's street standards and the applicable land use category guidelines.
- 2.9. Coordinate bicycle and pedestrian planning and implementation with other infrastructure projects and land use decisions. Specifically, ensure coordination in implementation of the:
 - Bicycle and Pedestrian Plan
 - Parks and Recreation Master Plan
 - Transportation Plan
- 2.10. Emphasize trail access for citizens inside the City's Growth Management Area.
- 2.11. Consider the varying needs of citizens of all ages and abilities in planning and implementing the bicycle and pedestrian system.

Policy 3. Make the COLT bus system a convenient, efficient and functional choice.

- 3.1. 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.
- 3.2. Stimulate the local economy through investment in public transportation infrastructure and operations.
- 3.3. 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).
- 3.4. 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 4. Establish and maintain convenient connections between neighborhoods and to local destinations.

- 4.1. 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
- 4.2. Establish street connectivity and block size targets that support walkability.
- 4.3. 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.
- 4.4. Provide incentives for highly connected grids and small block networks that exceed minimum requirements.
- 4.5. Improve existing intersections to facilitate north-south and east-west traffic.
- 4.6. Create new transportation corridors to overcome barriers to local traffic (waterways, railroads, I-25).
- 4.7. Look for opportunities to locate service providers closer to the populations they serve.
- 4.8. 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 5. Establish a sustainable financing foundation for a transportation system that provides dependable mode options with the ability to accommodate Loveland's growth.

- 5.1. 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.
- 5.2. Monitor the schedule and eligibility requirements and proactively pursue state and federal funding available through the North Front Range MPO, Colorado Department of Transportation, Federal Highway Administration, and Federal Transit Administration.

Relevant Indicators

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

NEIGHBORHOODS & COMMUNITY ASSETS

It is crucial to preserve the quality of life and small-town feel that citizens enjoy. Continued investment and improvement in developed neighborhoods and their unique identity, as well as new areas, play an important role in this. This includes creating "full-service" communities, with small mixed-use areas and neighborhood-serving uses such as a grocery store or daycare. Building neighborhoods around community amenities such as parks and schools - as well as public art, festivals, and cultural offerings - fertilizes deep roots in relationships and a sense of community.

Loveland's vision includes diversity in neighborhoods, from architectural style to housing types, tenures, affordability, and uses. Diverse neighborhoods will support housing equity, and a mix of housing types can provide for the needs of all ages, incomes and family types. Neighborhoods that include a variety of housing types and residents tend to be more resilient to economic and school challenges that would otherwise impact homogeneous 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. 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.



2015 Annual Quality of Life Survey

THREATS TO LOVELAND'S HEALTH, ENVIRONMENT, AND INFRASTRUCTURE:

- 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



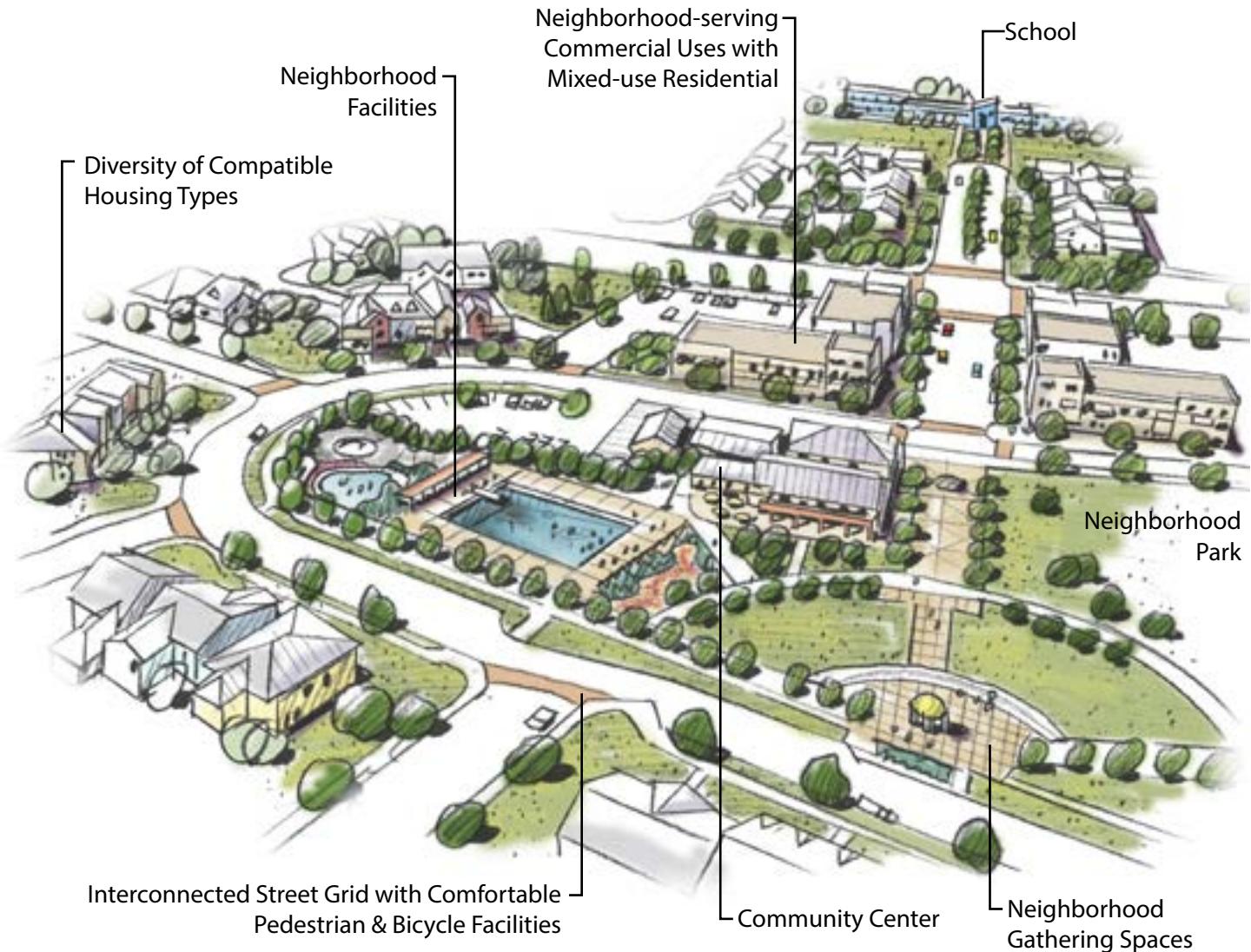
NEIGHBORHOODS & COMMUNITY ASSETS

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*.

Plan Element: Facilitate Complete Neighborhoods



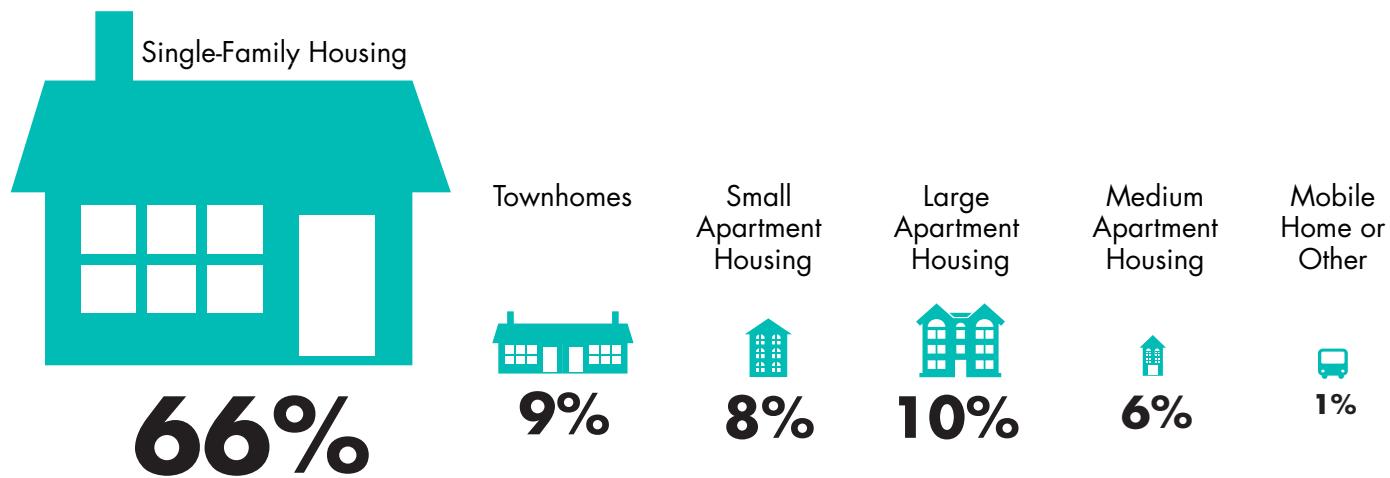
Artist's rendering, 2014

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; integrating into the existing physical and social environment; and encouraging 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.



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 2-7), 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.



2014 American Community Survey

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 neigh-

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 in 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

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, such as for the medical and dental uses that people enjoy having conveniently located within their neighborhood. Create Loveland looks for opportunities to work with developers to create neighborhood commercial and service 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



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.

PLAN POLICIES AND SUPPORTING STRATEGIES

Policy 1. Encourage development of diverse housing types and complete neighborhoods (see also Neighborhood Character Policy 3).

1. 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.
2. 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.
3. Promote multifamily housing and mixed use developments that attract young families and retirees and provide for non-traditional households.
4. 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.
5. 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.
6. Encourage development of housing types that appeal to high-quality employees and employers.
7. 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).

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

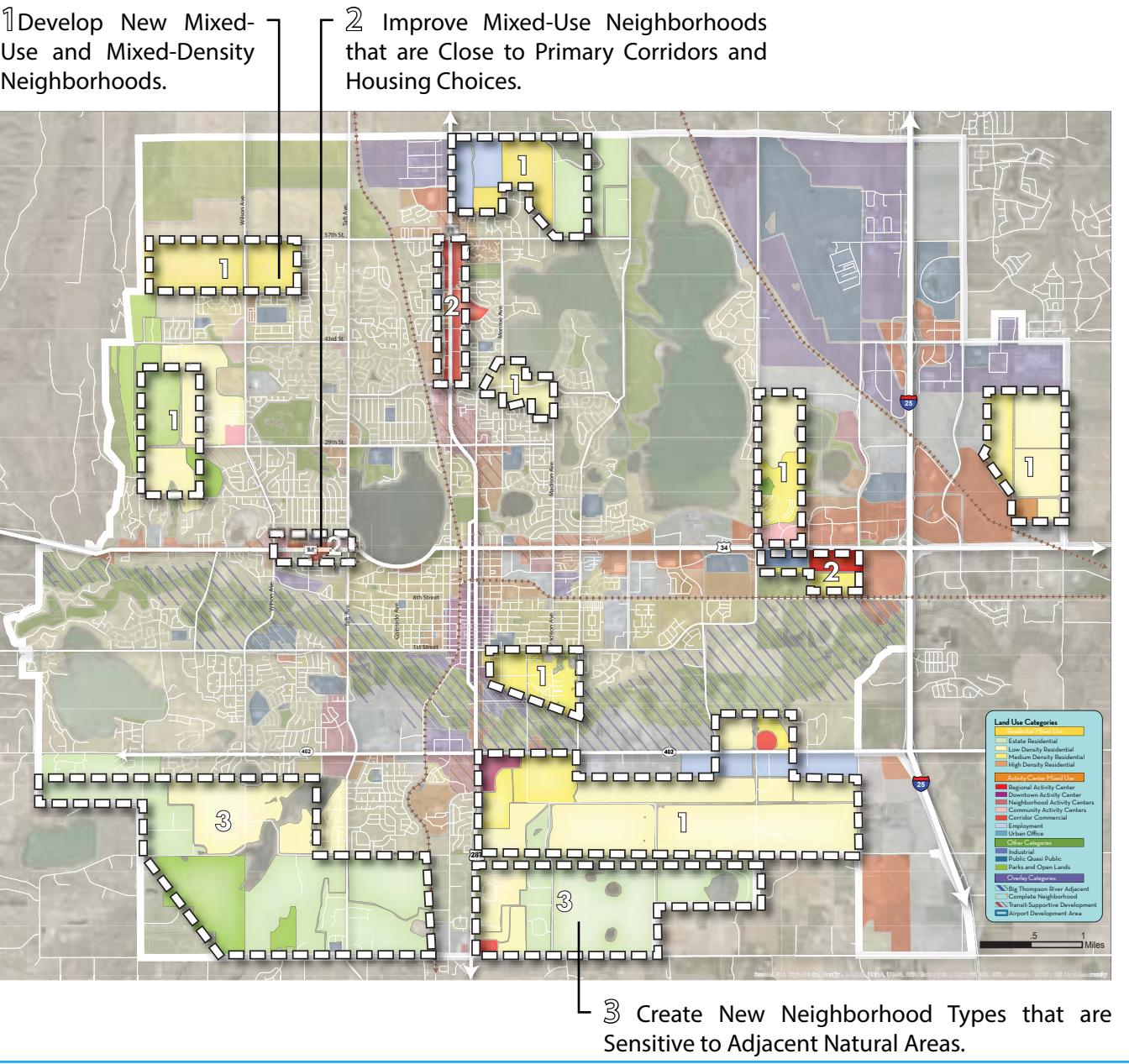


Figure 2-7: Land Use Plan opportunities to encourage complete neighborhoods and revitalize corridors with mixed use residential developments. The policies below support these opportunities.



NEIGHBORHOODS & COMMUNITY ASSETS

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

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

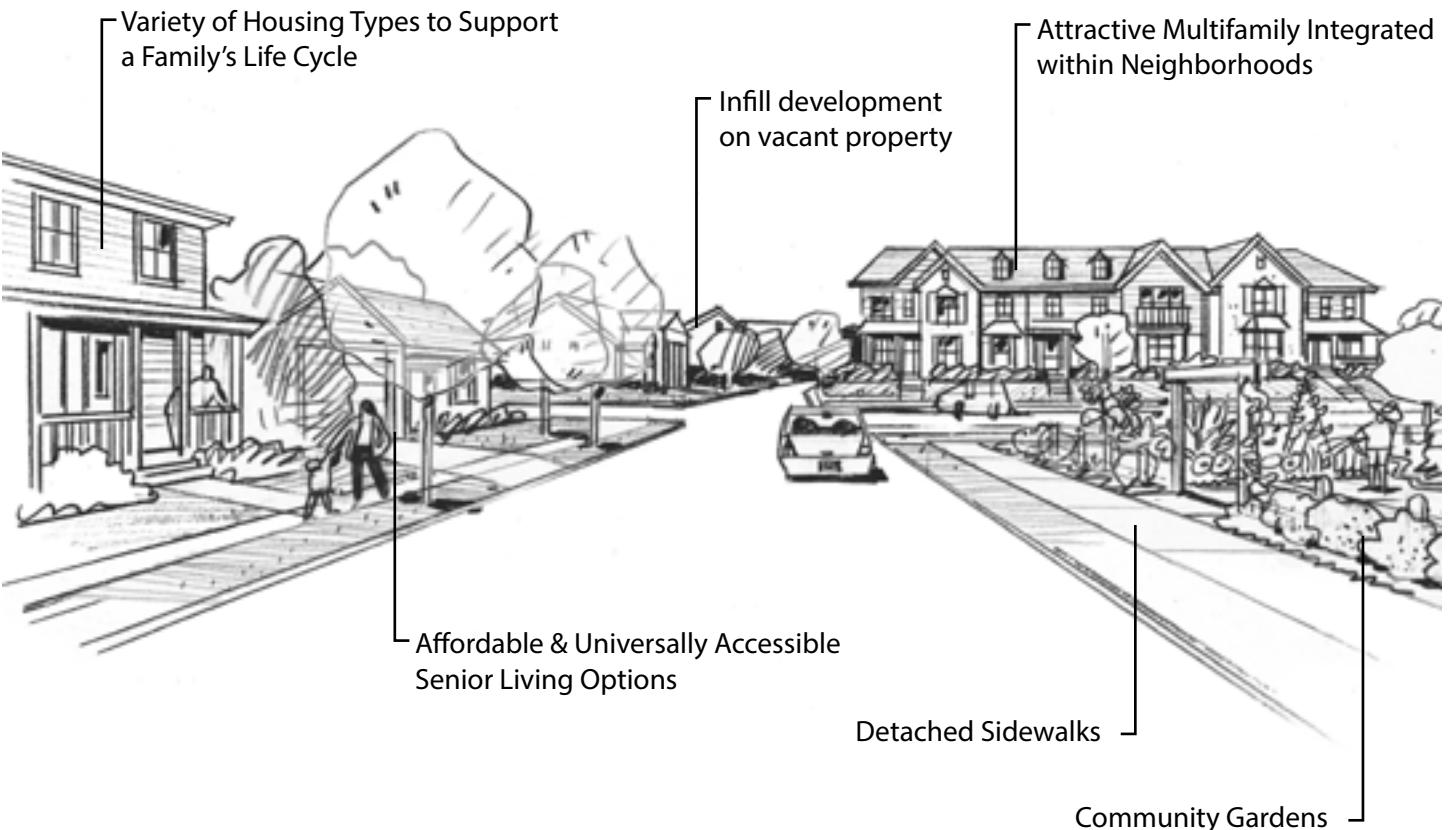
Policy 4. Promote integration of housing in commercial and employment centers (see Chapter 3 Land Use Categories).

- 4.1. Add housing to underperforming, redeveloping and new commercial and employment areas.
- 4.2. Encourage new housing to locate in areas cost-efficiently served by existing or planned public infrastructure.
- 4.3. 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

Plan Element: 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.

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.





Two in five houses were built before 1980.

2014 GIS Loveland parcel data

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 the development demanded by the market. When pursuing a change in zoning in order to make new 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 are an important consideration. Examples of an appropriate situation for rezoning might be where a property is located in a transitional area where an investment in infrastructure is being made. Rezonings should be in compliance with the Comprehensive Plan and must not be spot zonings.

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.

1. Create safe and attractive connections from Downtown to surrounding neighborhoods through street tree plantings, pedestrian/bicycle infrastructure improvements, and pedestrian-scale lighting.
2. Work with neighborhood organizations to identify and eliminate negative factors of blight, such as deteriorating infrastructure, in aging neighborhoods.
3. 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).

1. Continue improving park facilities in older neighborhoods to adjust for changes in demographics.
2. 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.



NEIGHBORHOODS & COMMUNITY ASSETS

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

- 3.1. Respond to trends in Loveland's demographics (e.g., aging population) by encouraging housing diversity, accessibility, and affordability.
- 3.2. Actively involve older adults and an "aging in everything" perspective in policy and capital improvement planning activities.
- 3.3. Work to ensure housing affordability for existing residents, particularly for the elderly, to allow for aging within the community.
- 3.4. Encourage and provide support for mixed-use, mixed-income developments in areas undergoing redevelopment and/or revitalization.
- 3.5. Support lifecycle housing for seniors to age in place.
- 3.6. 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).

- 4.1. Continue identifying historic properties and neighborhoods to preserve when supported by residents and owners.
- 4.2. 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.
- 4.3. Minimize and discourage alterations and new construction that weaken the historic integrity of individual buildings and/or a neighborhood.
- 4.4. 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.

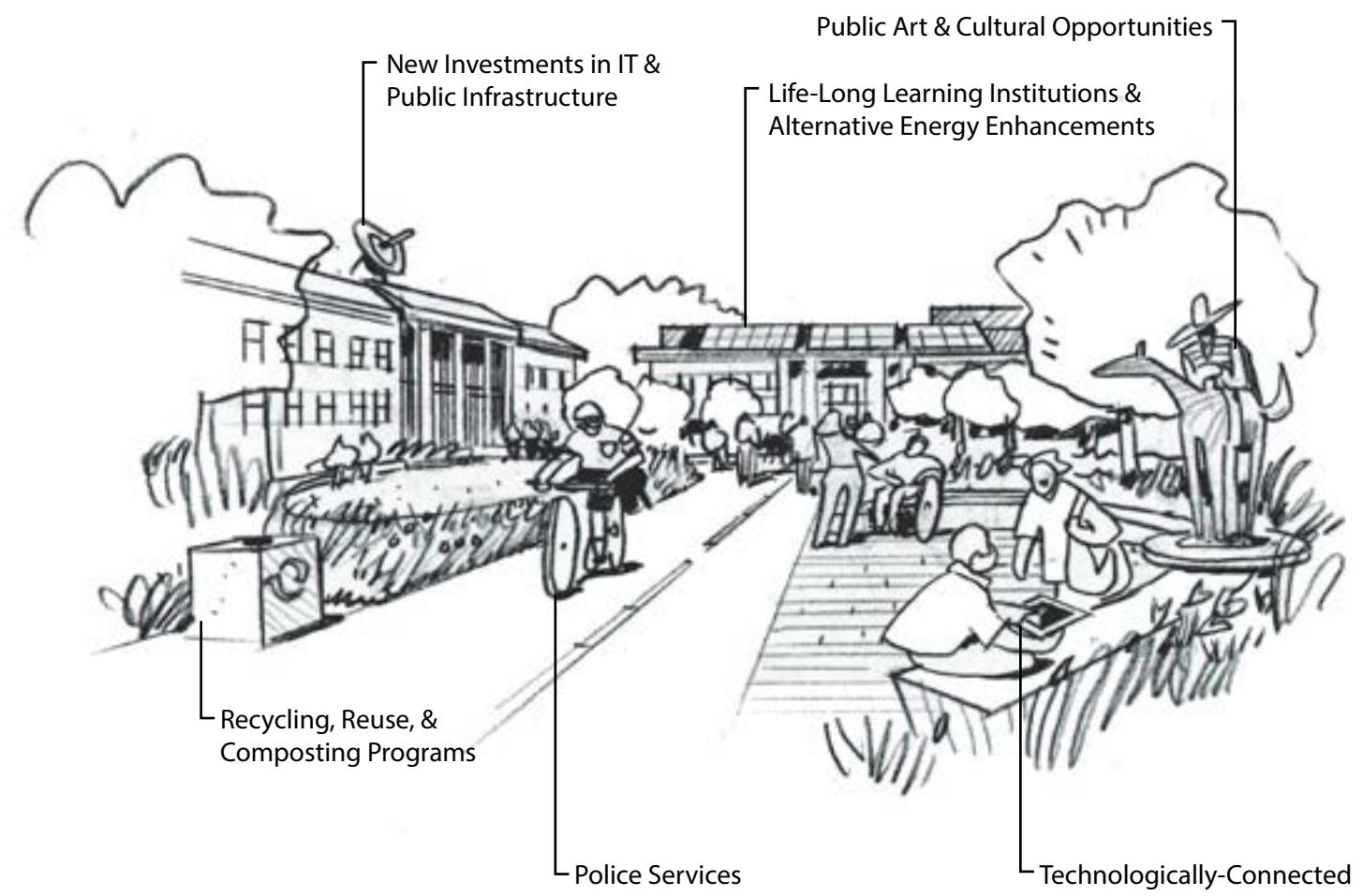
Policy 5. Refresh distressed neighborhoods (see also Downtown Policy 5).

- 5.1. Facilitate the rehabilitation of housing and redevelopment of aging private properties through the provision of loans, or technical support.
- 5.2. Maintain the character, structural integrity, and appearance of new and existing developments including the appropriate use of landscaping.
- 5.3. 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.
- 5.4. Emphasize strategic reinvestment in existing structures, e.g., solar systems, energy efficient appliances, insulation.

Relevant Indicators

- Residential Affordability
- Property Investment Activity
- Neighborhood Walkability

Plan Element: 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 2-8).

Environment: Loveland's many lakes, reservoirs, canal, ditches, and of course, the Big Thompson River, all play important roles in the region's 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 North Front Range Metropolitan Planning Organization (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 connecting from Boulder to Fort Collins, CDOT's "Bustang" 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 a specific annexation, development or redevelopment proposal to ensure efficient provision of City services while encouraging infill development. The collaboration between water/sewer districts to provide sufficient infrastructure for potable water will become increasingly important, especially as the City grows south.

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

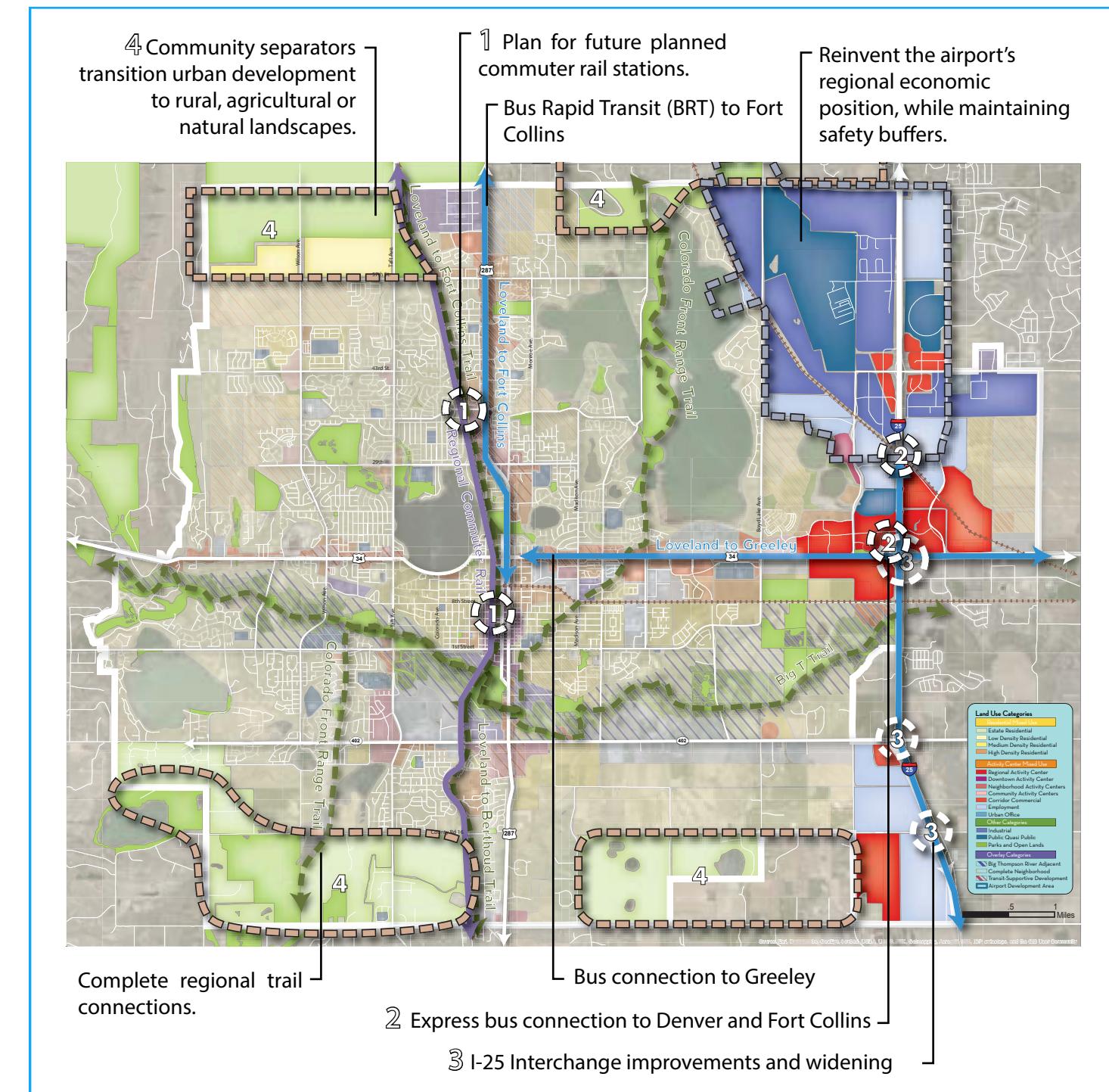


Figure 2-8: Land Use Plan opportunities to complete regional trail and transportation connections, and plan for sensitive transitions to surrounding municipalities and the airport. The policies below support these opportunities.



PLAN POLICIES AND SUPPORTING STRATEGIES

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

- 1.1. Accelerate the completion of regional and state-wide 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.
- 1.2. 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.
- 1.3. 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.



Airport development area

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

- 2.1. Proactively plan for and leverage Federal and state funding for regional transit, such as Bus Rapid Transit (BRT).
- 2.2. Actively participate in NFRMPO regional transportation planning efforts to define current and future (2040) transportation needs of Loveland and the region as a whole.
- 2.3. 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.
- 2.4. Investigate options for regional governance of transit service.
- 2.5. Coordinate land use planning around future transit hubs and commuter rail stations to maximize the community's economic benefits in regional transit service.
- 2.6. Encourage consistency between local capital improvements and regional infrastructure priorities.
- 2.7. Coordinate with CDOT to support regional efforts to increase capacity on I-25.
- 2.8. Coordinate with CDOT on the implementation of improvements along US 34, US 287, and SH 402.

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

- 3.1. 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.
- 3.2. Locate appropriate new commercial development near the Airport, while maintaining flight buffers around the Airport.
- 3.3. Encourage and incentivize development of aerospace technologies in the form of manufacturing, maintenance, and educational research both on and adjacent to the Airport.
- 3.4. 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.
- 3.5. Enhance and invest in airport safety and infrastructure that supports regional transportation demands.
- 3.6. Create an Airport District Zone with land use designations and development standards to support the Airport area becoming a key economic and innovation center for the region.

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

- 4.1. Annexations shall promote quality developments.
- 4.2. 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.
- 4.3. 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.
- 4.4. 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.)

- 5.1. Consider the capacity of community services and facilities, environmental resources, education, and transportation to accommodate development when annexing new lands into the City.
- 5.2. 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.
- 5.3. 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.
- 5.4. 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.
- 5.5. 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.
- 5.6. 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.

- 6.1. 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.
- 6.2. 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.
- 6.3. Encourage development of new annexations that are immediately contiguous to other land in the City that are already receiving City services.
- 6.4. 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.

- 7.1. 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.
- 7.2. 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.
- 7.3. 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.
- 7.4. Maintain intergovernmental agreements with Larimer County that accomplish the vision of Loveland's Comprehensive Plan, Larimer County Master Plan, and the growth management concerns of each jurisdiction.

Policy 8. Remain regionally competitive.

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



Fire Administration and Development Center

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 will have a role to play in steering private investment in these areas to capitalize on their assets, while ensuring they contribute positively to the City overall.

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



MARKET-SUPPORTED DEVELOPMENT OPPORTUNITIES

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

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

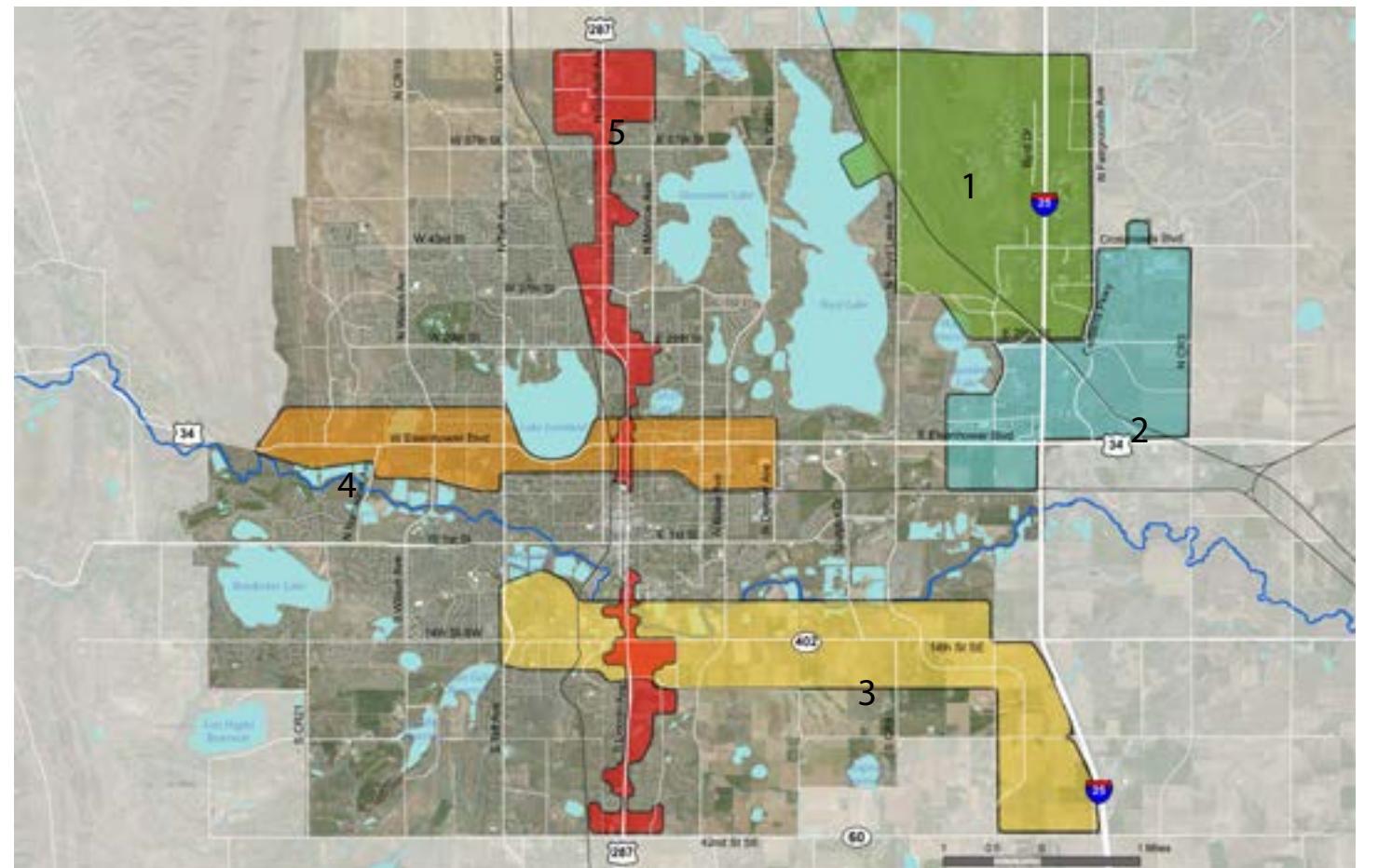


Figure 3-1. Development Opportunity Areas

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, the designation of the nearby area of Loveland and Windsor as a beneficiary of funds provided through Colorado's Regional Tourism Act (RTA) to develop tourist draws, 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, and, in the future, the proposed tourist attractions to be built through RTA funding.
- 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, (a desired circumstance in the interest of public safety), 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.

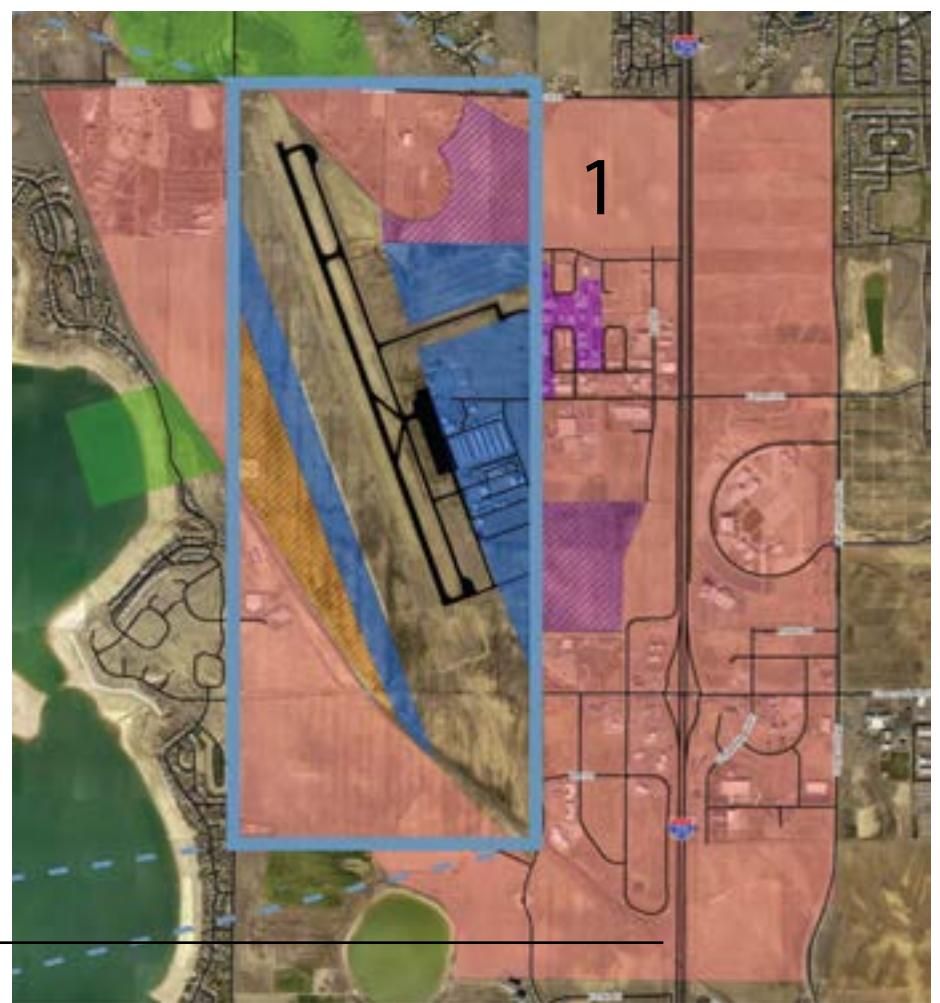
DEVELOPMENT OPPORTUNITIES

Due to the large amount of undeveloped land, 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, and the area's strategic competitive advantages rooted in such factors as: the area's designation by the Lemelson Foundation as the Center of Innovation of this decade; designation of the airport as the testbed for the FAA's NextGen air traffic control system; the locale for research and development of un-manned aerial vehicles for the Defense Advanced Research Projects Agency; availability of advanced studies by the local research universities (CSU, CU, Ames, and NCU) in the areas of sensors, aviation and aerospace, alternative energy, and autonomous transportation, among others; and recognition as one of the most productive regions in America for fostering new business start-ups. It is important that land development policies and zoning are consistent with exploiting such advantages. Properly crafted land use policies can spur economic growth in the in the areas cited. With the promise of such job creation, the Airport could qualify for designation as a Colorado Aviation Development



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)

Zone, garnering employee hiring tax credits for participating enterprises. As part of the Airport Strategic Plan, 200+ acres on the Airport site have been identified as suitable development areas for both aviation and non-aviation uses; diversification of revenue streams is a key strategy in the plan. Development at the Airport could utilize the current facilities and infrastructure, as well as benefit from the 10,000 enplanements per year, representing potential customers.

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

Currently, the Airport area lacks housing options. Development of residential land uses needs to be sufficiently clear of the Airport operating area to protect the safety of the public. 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 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. Once completed, 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.
- Create an Airport District Zone with land use designations and development standards to support the Airport area becoming a key economic and innovation center for the region.

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

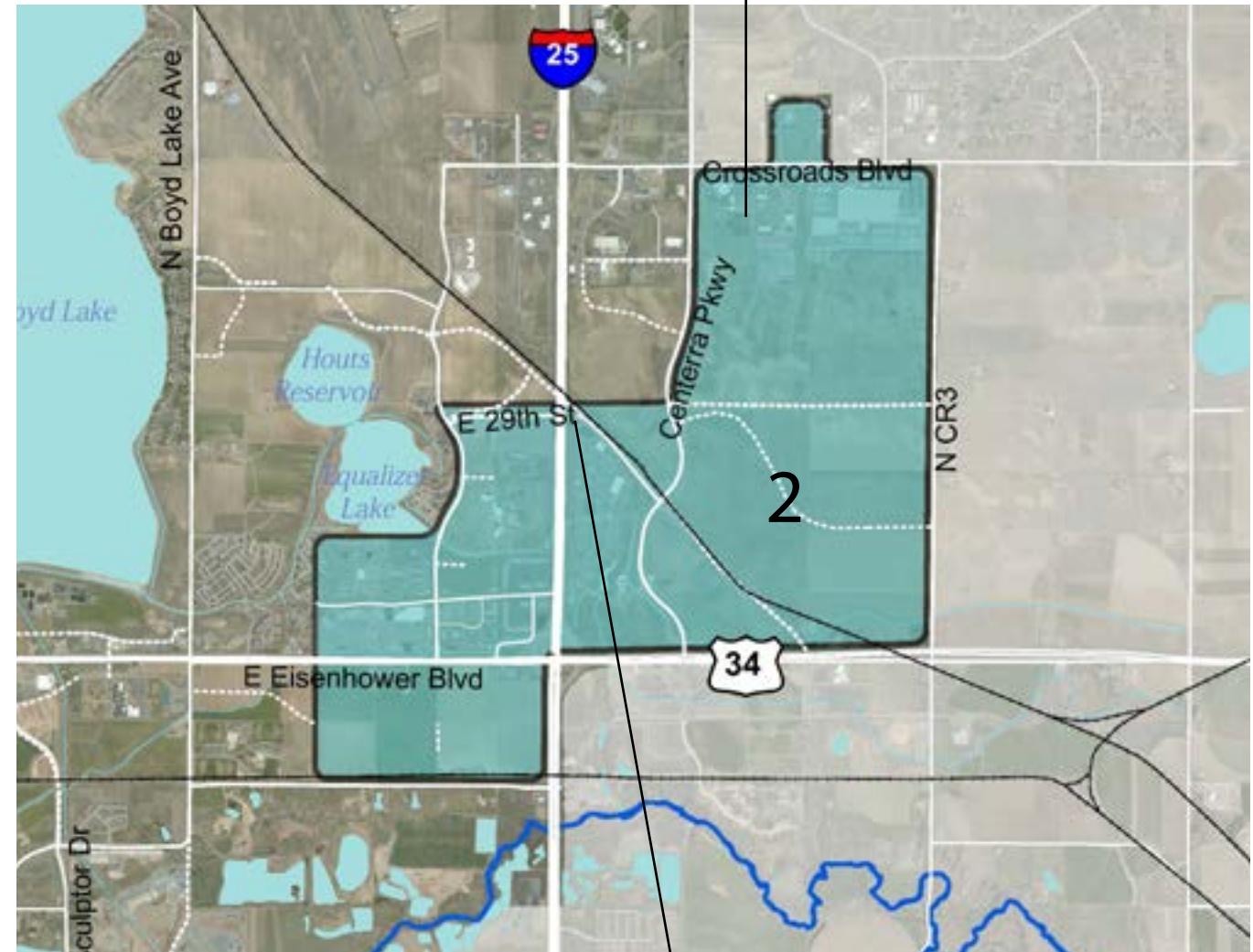


Figure 3-3. I-25 / US 34 Area

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.

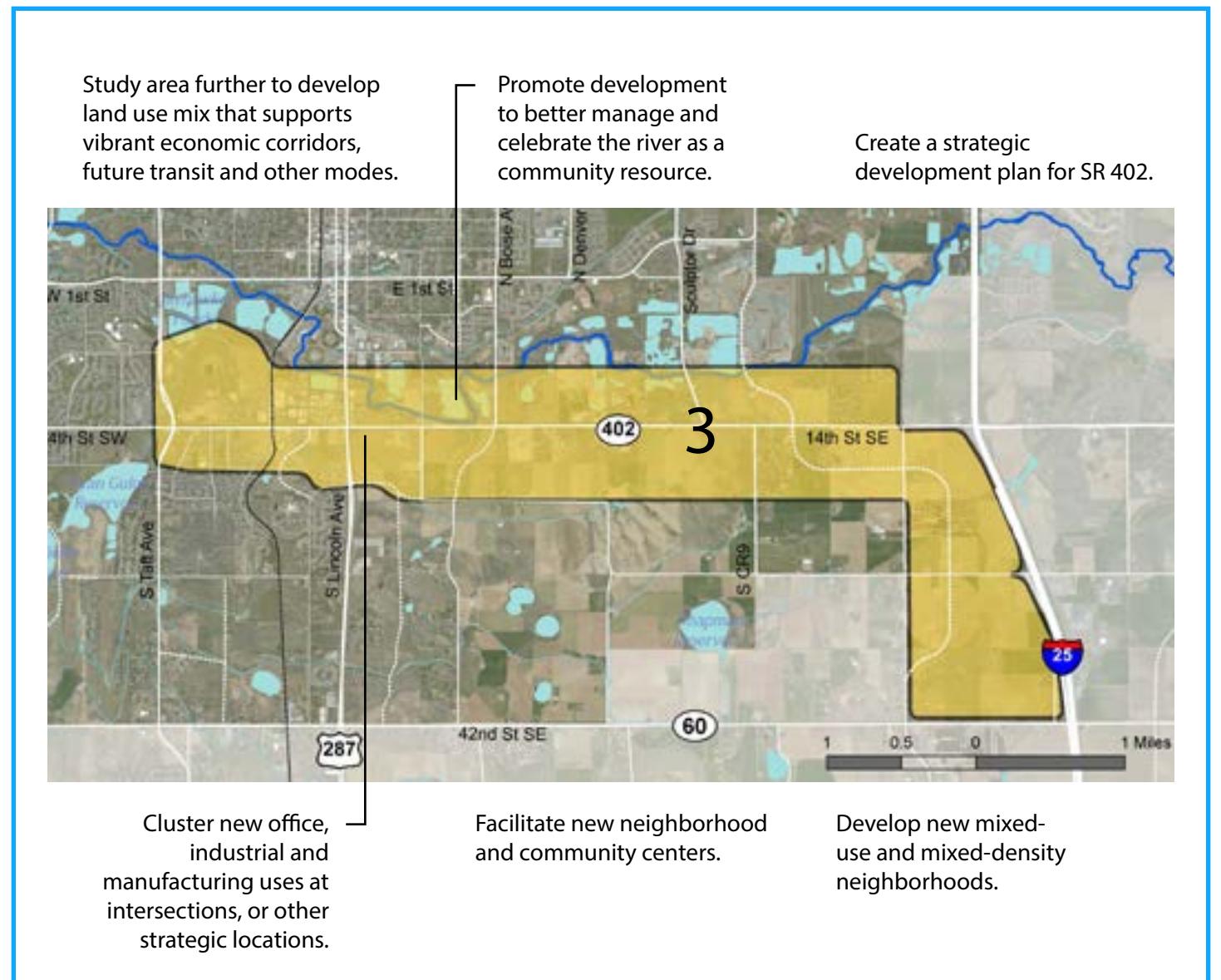


Figure 3-4. Highway 402 Corridor Area

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.



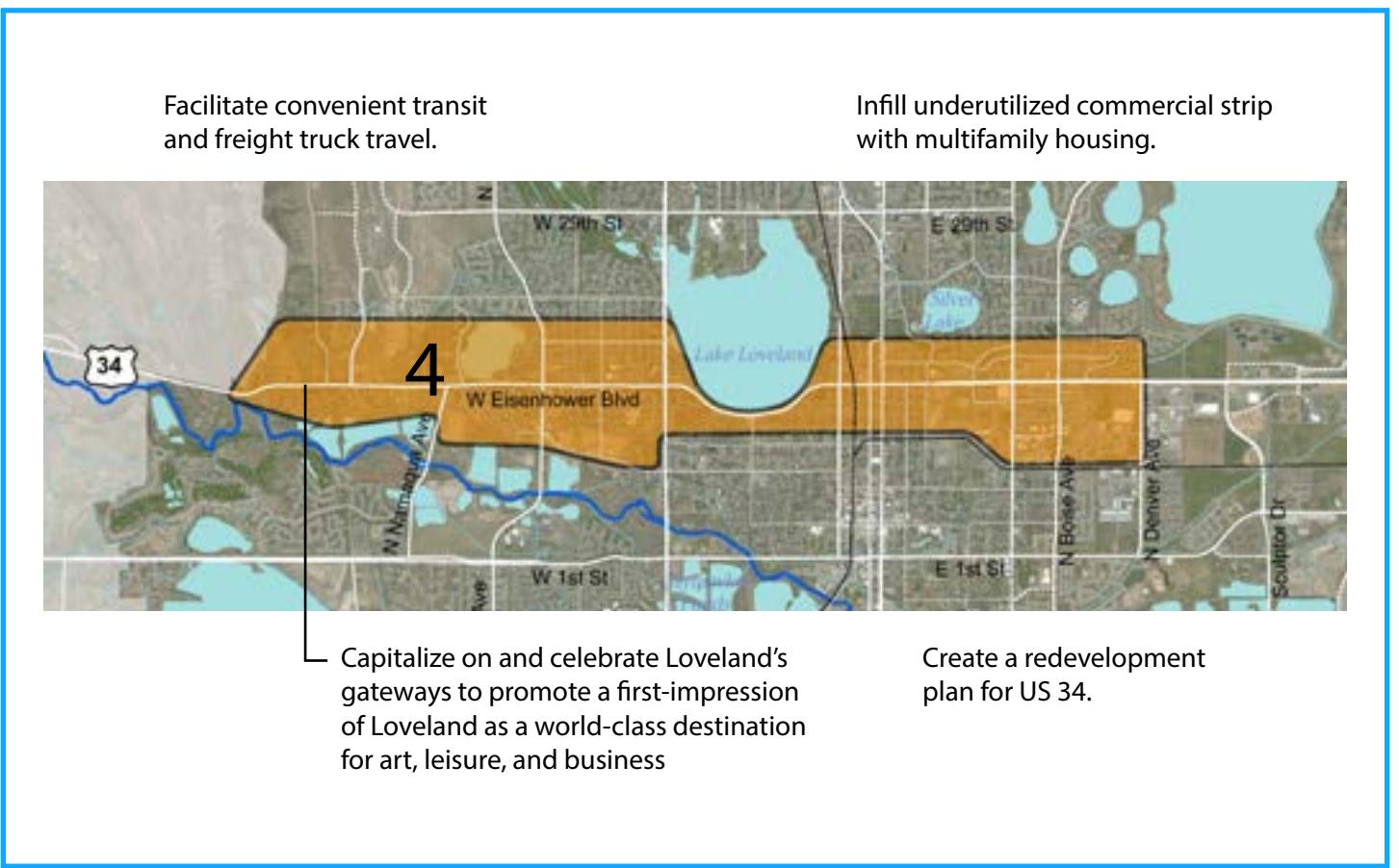


Figure 3-5. US 34 Corridor Area

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.

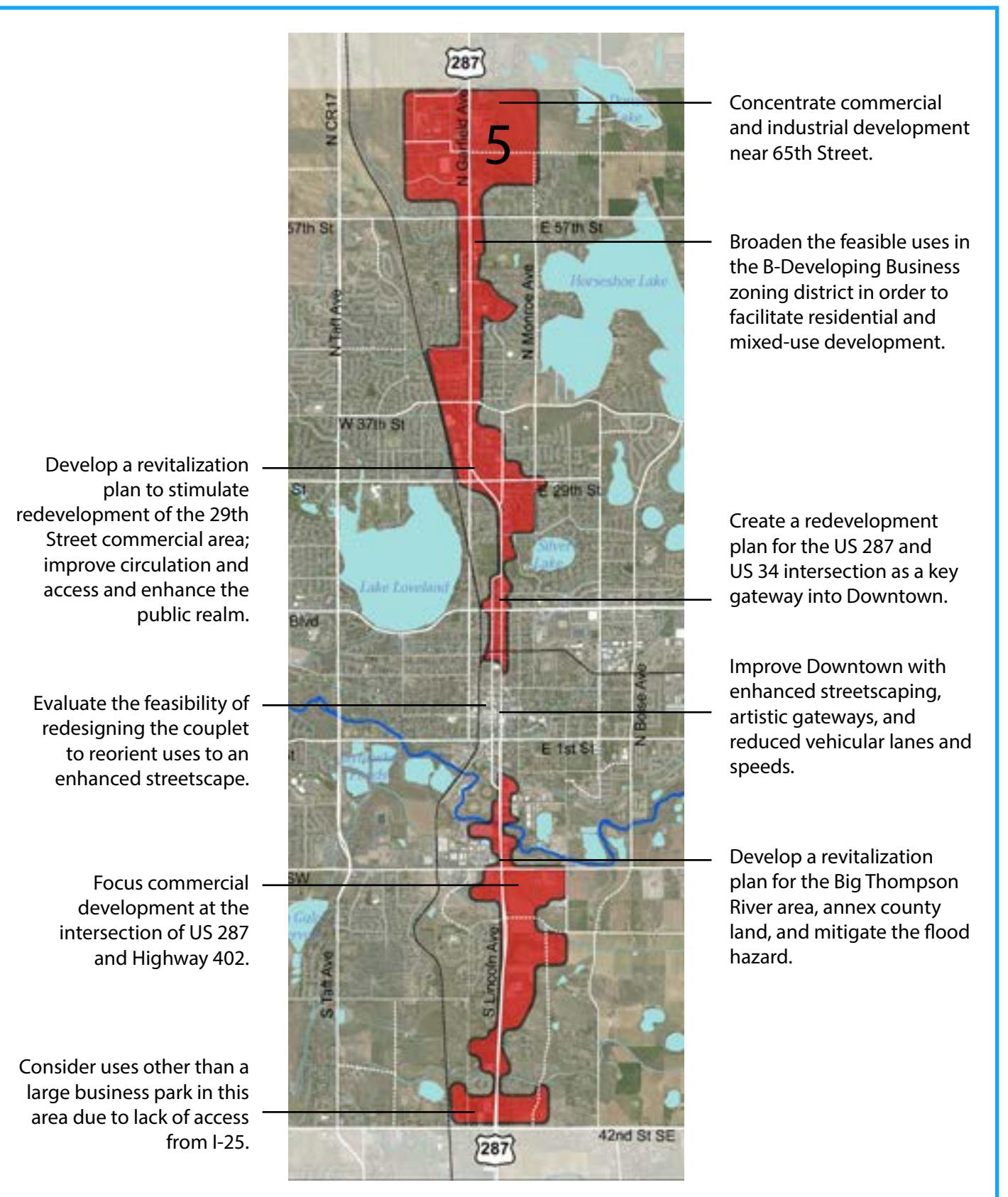


Figure 3-6. US 287 Corridor Area



- 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 throughway 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

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.

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 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.

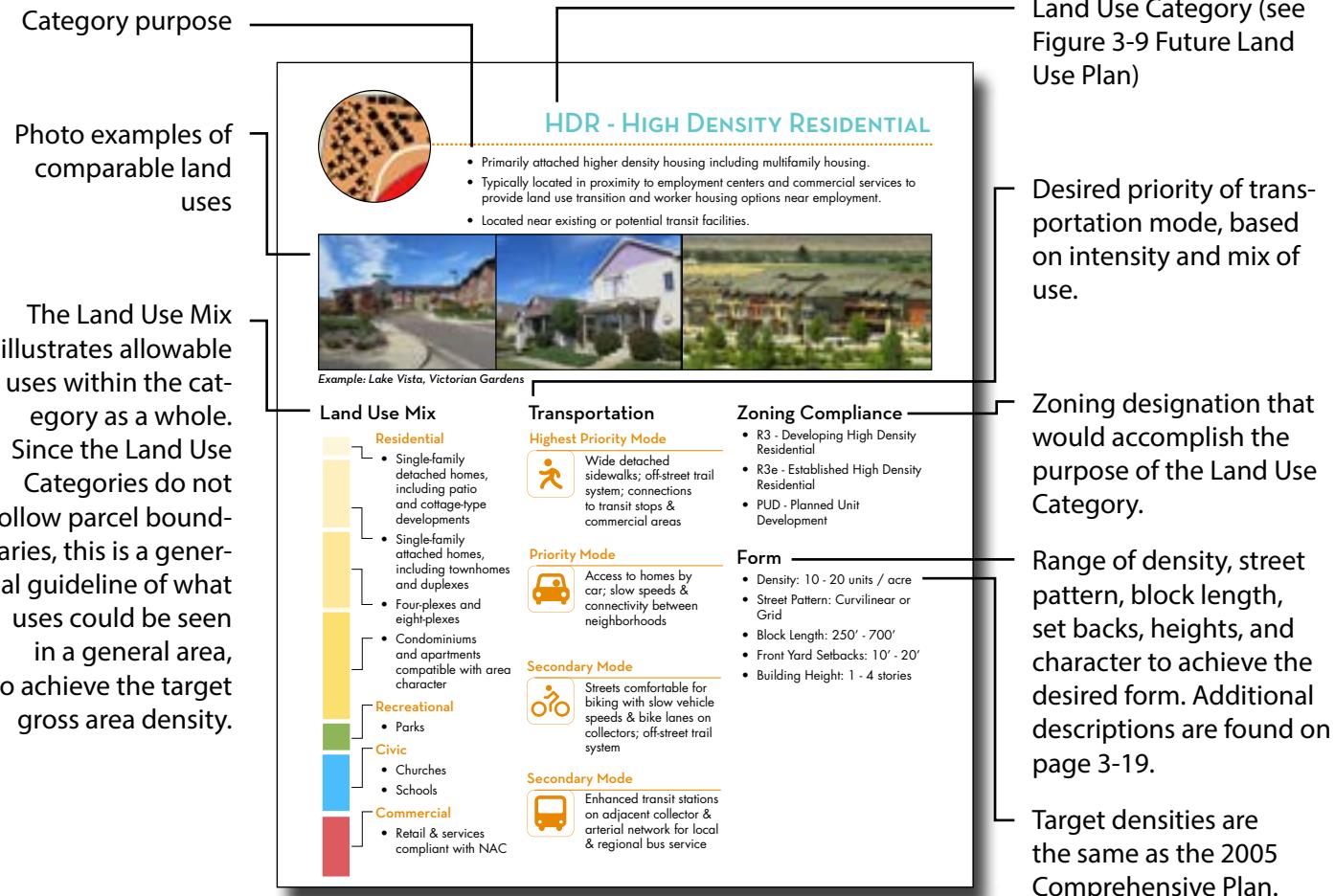


Figure 3-7. How to Use Land Use Category Descriptions

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 three “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 Parks, Open Lands & Environmentally Sensitive Places 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

Three 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. The Complete Neighborhood category encourages a fine-grained mix of housing types and commercial uses.

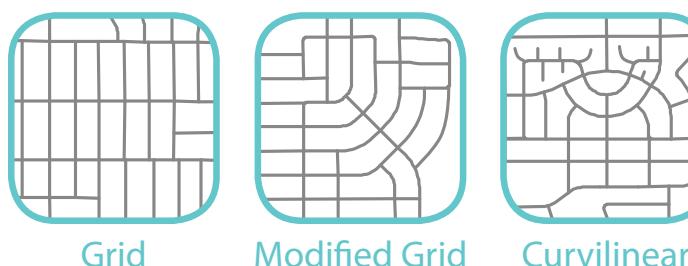
SUGGESTED FUTURE LAND USE MAP CHANGES

Through the public input and expert analysis conducted as part of the Create Loveland planning process the public and planning team considered opportunities to extend and support existing successful land uses, respond to market demands, facilitate development that better responds to current conditions and lot arrangement, and align with current entitlements. These opportunities are shown on Figure 3-10, Suggested Future Land Use Changes. These changes are not officially adopted with this Plan because they require further examination and public review that is beyond the scope of Create Loveland. The suggested land use changes are shown here for future consideration as they represent important ideas for Loveland’s future. The intention would be to review, refine, and adopt these changes through a separate public process, when development is more imminent or as part of a specific planning project.

Form Descriptions

STREET PATTERN

A development’s street pattern has an impact on its character and function. A network of highly connected streets supports the needs of all users, including pedestrians, bicyclists, transit riders, and motor vehicles, by offering multiple routes to a destination and reducing reliance on arterial roadways. Less connected street patterns, such as those with culs-de-sac and dead ends, support a higher level of privacy, but create higher traffic volumes on arterial roads, increase demand for higher speeds, and discourage walkability.



Grid Modified Grid Curvilinear

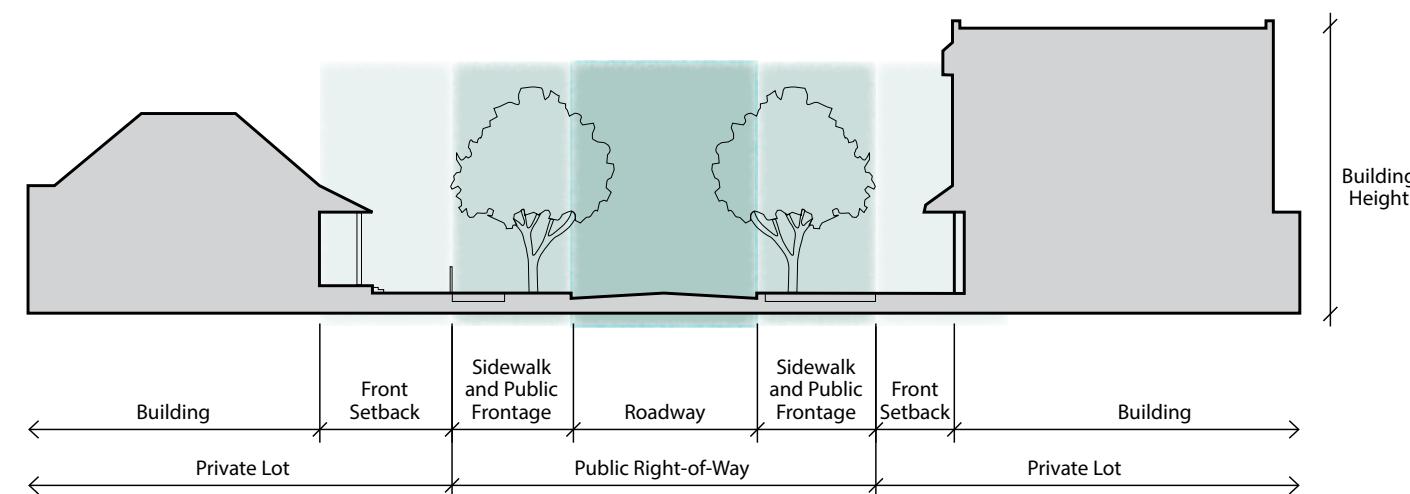
BLOCK LENGTH

Block lengths influence development and redevelopment potential and flexibility and the ability to create walkable environments. Typically 250' is the minimum size of a block face in order to allow for sufficient development potential. The maximum recommended block face length is 1,200' to still allow for convenient pedestrian circulation between destinations.



SETBACK

A setback is the closest distance of a building from the property line. Setback ranges are determined by the desired character and function. Buildings located closer to the street and sidewalk can create a more pedestrian friendly environment by providing visual interest, a feeling of enclosure, and slowing traffic. Buildings with larger setbacks allow parking, landscaping, or open space that creates an environment more compatible with rural or high traffic speed environments.



BUILDING HEIGHT

Building height influences a place’s character. Taller buildings are appropriate for places that are meant to be activity centers with a higher density of development. Shorter buildings can create an environment that is less dense.

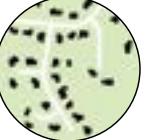
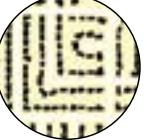
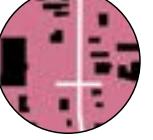
Land Use Category	Primary Uses	Transportation	Example
Residential Mixed Use			
 ER - Estate Residential	Single-family detached homes	Vehicular access prioritized, off-street trails, & paved shoulders	Horseshoe Lake First Subdivision
 LDR - Low Density Residential	Single-family homes with limited duplex and multi-family homes	Bike lanes, trails, detached sidewalks, slow vehicular speeds, & limited transit	Mariana Butte
 MDR - Medium Density Residential	Single-family, duplexes & 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	Village of Five Parks in Arvada, Northlake

Figure 3-8. Land Use Categories

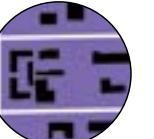
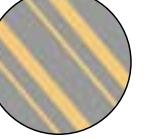
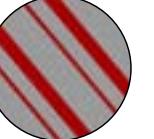
Land Use Category	Primary Uses	Transportation	Example
Activity Center Mixed Use			
 CC - Corridor Commercial	Local & regional retail uses, high density housing as appropriate	Detached sidewalks, bike lanes, enhanced transit, & vehicular access from arterials	US 34 & US 287 Corridors
 E - Employment	Regional employment & related commercial uses	Detached sidewalks, bike lanes, enhanced transit, & vehicular access from arterials	Rangeview, Woodward Governor
Other Categories & Overlays			
 I - Industrial	Employment, light & heavy industrial, & outdoor storage	Freight movement prioritized, detached sidewalks, transit, & limited bike facilities	Longview - Midway industrial park
 PQP - Public Quasi Public	Schools, government uses, & the airport	Detached sidewalks, bike lanes, vehicular access from arterials, & transit	Civic Center
 POL - Parks, Open Lands & Environmentally Sensitive Places	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, Stapleton neighborhoods in Denver, neighborhoods adjacent to Downtown Loveland
 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
 RA - River Adjacent Overlay	Big Thompson River 100-year floodplain & adjacent, impacted parcels	Daybreak, UT; Woodward Governor in Fort Collins	

Figure 3-8. Land Use Categories



Figure 3-9. Future Land Use Plan

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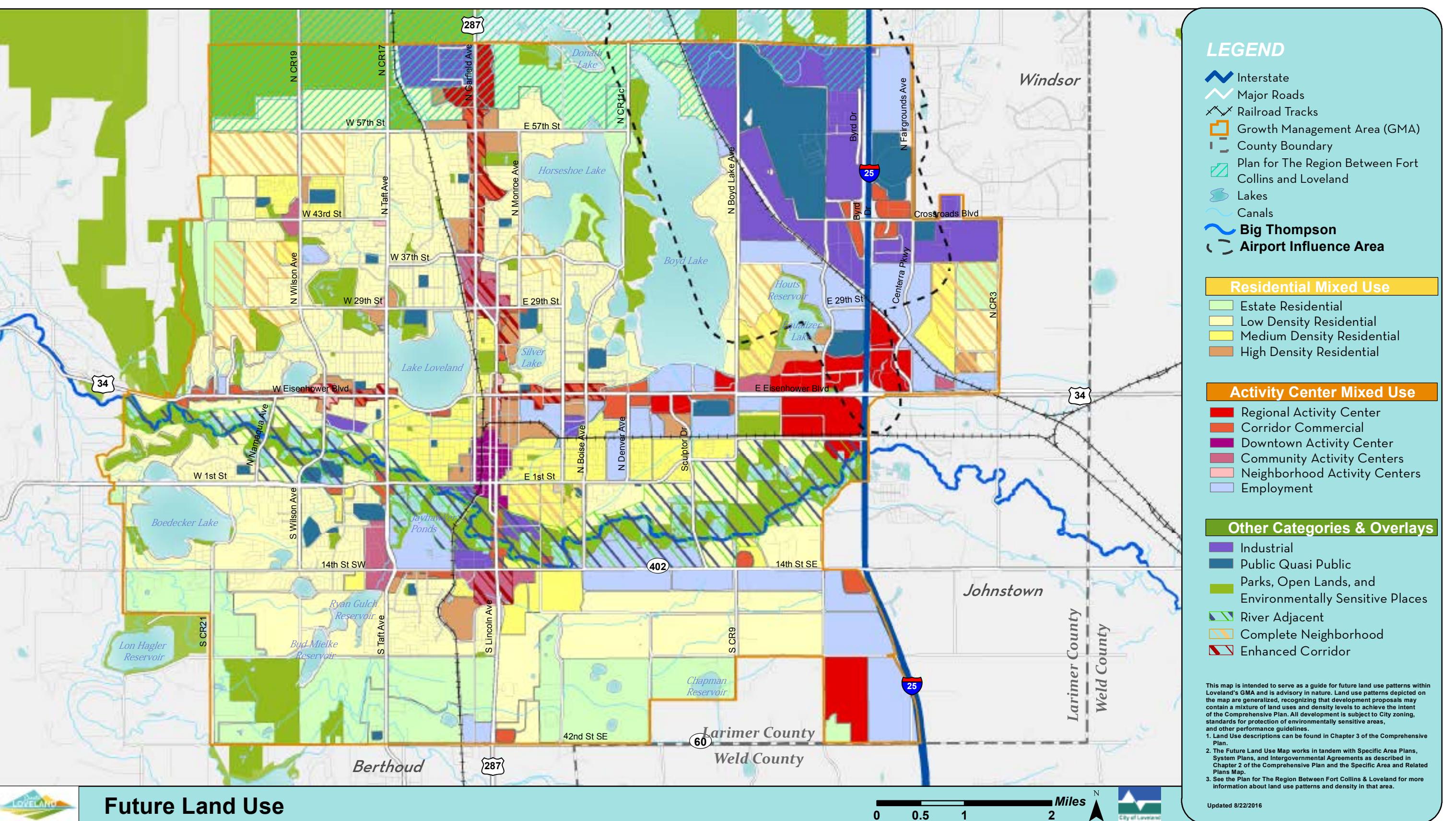
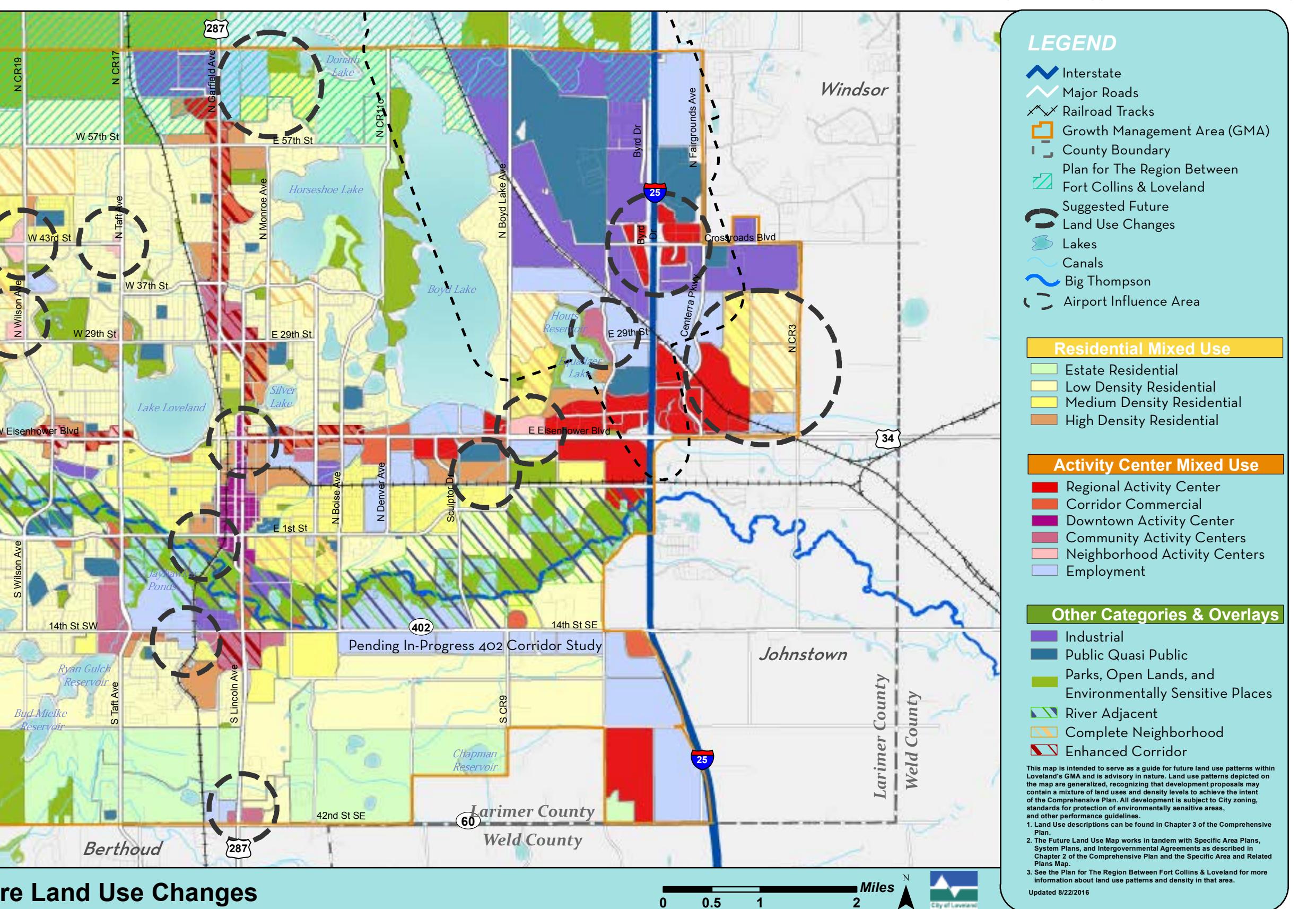


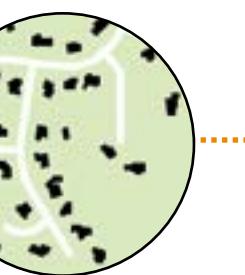
Figure 3-10. Suggested Future Land Use Changes



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ER - ESTATE RESIDENTIAL

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- 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

Transportation

Highest Priority Mode



Primary access to homes by car; slow speeds

Priority Mode



Off-street trail system

Priority Mode



Paved shoulders

Recreational

- Parks

Non-prioritized Mode



Transit on adjacent collector & arterial network as appropriate

Civic

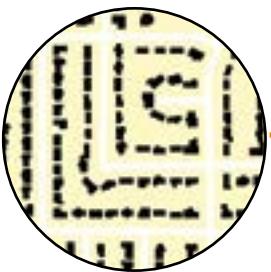
- Churches
- Schools

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; where standards established in the Unified Development Code or Complete Neighborhoods are met, density may be up to 4 units / acre
- Street Pattern: Curilinear
- Block Length: NA
- Front Yard Setbacks: 30'
- Building Height: 1-3 stories



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

- Residential**
 - Single-family detached homes, including patio & cottage-type developments
 - Single-family attached homes, including townhomes & duplexes
 - Condominiums & apartments compatible with area
- Recreational**
 - Parks
- Civic**
 - Churches
 - Schools
 - Public/quasi-public uses
- Commercial**
 - Retail & services compliant with NAC

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



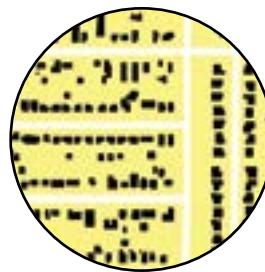
Transit on adjacent collector & arterial network as appropriate

Zoning Compliance

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

Form

- Density: 2 - 4 units / acre; where standards established in the Unified Development Code for Complete Neighborhoods are met, density may be up to 7 units / acre
- Street Pattern: Curvilinear or Grid
- Block Length: 250' - 650'



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

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

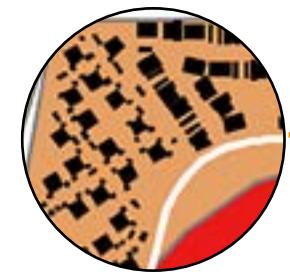
Zoning Compliance

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

Form

- Density: 4 - 10 units / acre; where standards established in the Unified Development Code for Complete Neighborhoods are met, density may be up to 24 units / acre
- Street Pattern: Grid
- Block Length: 250' - 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

- 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
- Civic**
 - Churches
 - Schools
- Commercial**
 - Retail & services compliant with NAC

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; **where standards established in the Unified Development Code for Complete Neighborhoods are met, density may be up to 24 units / acre**
- Street Pattern: Curvilinear or Grid
- Block Length: 250' - 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

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

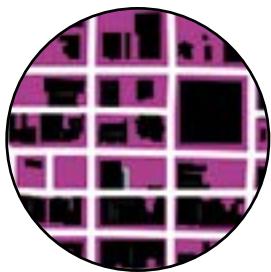
Zoning Compliance

- 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
- **Maximum residential density: B Zone Enhanced Corridor Overlay Zone - 40 units / acre; MAC Zone Complete Neighborhood - 32 units / acre**





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

- Commercial**
 - Retail & services
 - Entertainment uses
 - Major cultural & arts uses
 - Hotels
- Employment**
 - Medium- to high-rise regional & corporate offices
 - Technology
- Civic**
 - Higher education facilities
 - Major public/quasi-public uses
- Recreational**
 - Plazas & parks
 - Art in public places
- Residential**
 - Single-family
 - Multi-family
 - Vertical mixed-use

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



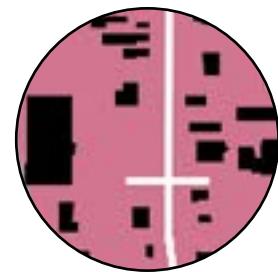
Slow speeds; use context sensitive design to encourage motorists to slow down through Downtown

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
- Recreational**
 - Public/quasi-public uses
 - Park and ride
- 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

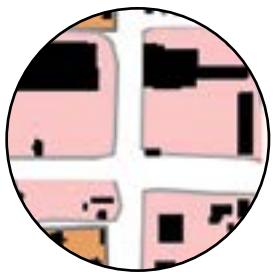
Zoning Compliance

- 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
- *Maximum residential density: B Zone Enhanced Corridor Overlay Zone - 40 units / acre; MAC Zone Complete Neighborhood - 32 units / acre





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

- Commercial**
 - Small-scale retail & services, like drug stores & gift shops
 - Convenience grocery
 - Deli
- Employment**
 - Small-scale offices, like insurance agencies
- Civic**
 - Elementary school
 - Public/quasi-public uses, like post offices & libraries
- Recreational**
 - Plazas & parks
- Residential**
 - Mixed-use encouraged where appropriate

Transportation

Highest Priority Mode



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

Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

Secondary Mode



Transit on adjacent collector & arterial network; shelters & benches

Non-prioritized Mode



Slow speeds

Zoning Compliance

- B - Developing Business
- R3e - Established High Density Residential
- MAC - Mixed-use Activity Center
- 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.
- Pedestrian connections to adjacent neighborhoods with pedestrian amenities



CC - CORRIDOR COMMERCIAL

- Serves local and regional retail uses; applies to a limited number of established businesses.
- New development under this category should better integrate parcels and circulation as they redevelop. Redevelopment should emphasize quality architecture and public realm over parking



Example: Shops at Wintergreen Village, Hwy 287

Land Use Mix

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

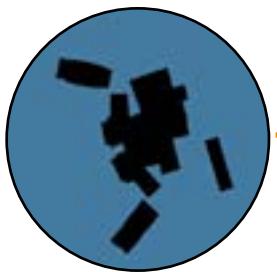
Zoning Compliance

- 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





PQP - 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



Commercial



Employment



Civic



Recreational

Transportation

Highest Priority Mode



Detached sidewalks, connections to transit stops

Priority Mode



Designated bike accommodation such as bike lanes or protected bikeway

Priority Mode

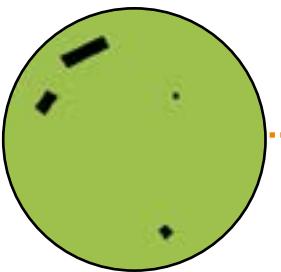


Access to/from arterials; slow speeds within and connectivity between adjacent uses

Secondary Mode



Transit on adjacent collector and arterial network; shelters and benches



POL - PARKS, OPEN LANDS & ENVIRONMENTALLY SENSITIVE PLACES

- 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.

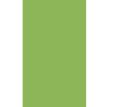


Example: City Open Lands, Glen Arbor Park, Big Thompson River

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

- PP - Public Park
- A variety of zoning districts permit such uses

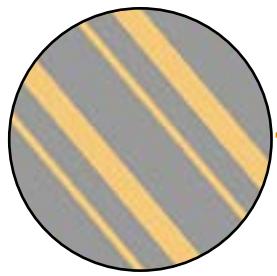
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- Wetland factors and regulatory constraints may apply in areas where wetland conditions exist
- Guidelines for protection of Environmentally Sensitive Areas as determined by the Parks and Recreation Master Plan

Location Factors

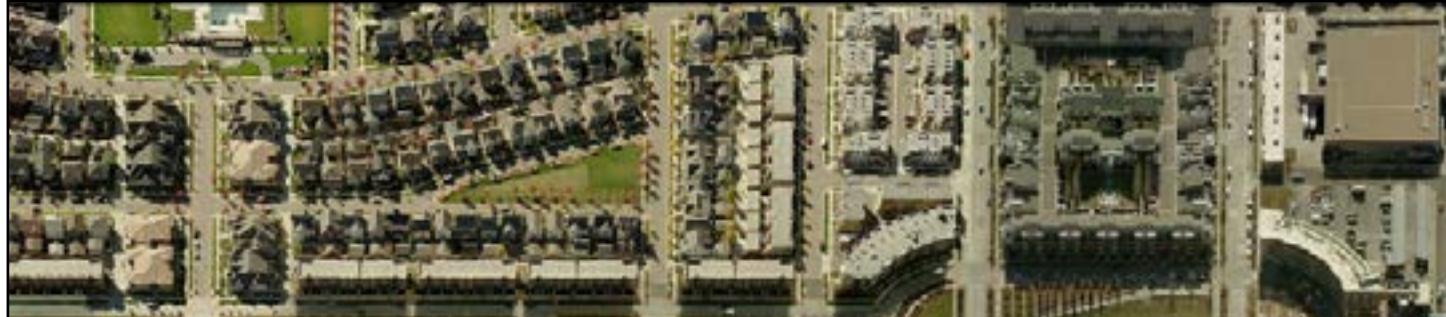
- The Future Land Use Plan Map primarily indicates significant existing parks, open lands, and the Big Thompson River floodway. Future uses of this nature may be located, where appropriate, in any of the land use categories.





CN - COMPLETE NEIGHBORHOODS OVERLAY

- 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, arranged in a pattern that supports pedestrian and bicycle transportation.
- Promotes integration of commercial and employment uses with housing.



Example: 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
Parks, plazas & private commons
Churches
Schools
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



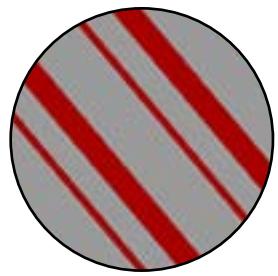
Slow speeds

Zoning Compliance

- Underlying zoning will vary.

Form

- Highly connected transportation network
- Places for neighborhood activity encouraged
- Links to parks / open space
- Residential density: varies with underlying zoning from 4 units / acre in Estate Residential to 32 units / acre in MAC and E zones
- 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.

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

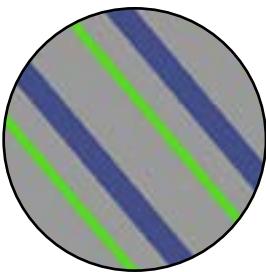
Zoning Compliance

- Underlying zoning will vary.

Form

- Highly connected transportation network
- Places for neighborhood activity encouraged
- High quality architecture
- Density: 10 - 40 units / acre
- Street Pattern: Grid
- Block Length: 350' maximum
- Front Yard Setbacks: 0' - 15'
- Building Height: 2 - 7 stories





RA - 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.



Snapshot: Development Review Activity 2011-2018

Application Type	2011	2012	2013	2014	2015	2016	2017	2018
TYPE 1 - Applications processed by the Development Review Team								
Amended Plat for BLA/Lot Merger	25	39	35	16	48	37	42	25
Annexation and Zoning (Conventional Zoning)	4	5	5	0	4	7	6	6
Annexation and Zoning (PUD)	0	0	0	0	0	3	4	2
Appeal	0	0	0	0	0	1	0	0
Comprehensive Plan Amendment	0	0	1	0	0	1	0	0
Conceptual Master Plan & Amendments	0	0	0	2	1	3	1	0
Civil Infrastructure Plan	8	5	42	27	30	25	19	29
Final Plat	3	7	19	10	0	0	0	0
Final Plat MAJOR Subdivision -- (4 or more new lots)	0	0	0	0	0	24	25	11
Final Plat MINOR Subdivision	21	7	17	19	37	13	21	22
Flexible Zoning Overlay (FZO)	0	0	0	0	0	0	2	0
Hydrozone Plan --(Low water use)	0	0	0	3	1	0	0	0
Major Amendment to GDP/PDP	0	7	6	2	2	4	8	3
Miscellaneous Project (Development Agreement, Vested Rights, L & E Study)	4	0	6	3	2	0	2	4
Overlot Grading Permit	0	0	0	0	0	2	0	2
Preliminary Plat for Major Subdivision	4	2	3	10	5	12	3	1
PUD Minor Amendment	0	15	16	8	10	10	8	5
PUD-Final Development Plan	15	7	10	8	3	19	11	10
PUD-General Development Plan	2	0	0	5	1	2	2	2
PUD-Preliminary Development Plan	9	6	9	10	10	11	3	4
Rezoning	3	7	5	2	5	0	2	5
Site Development Plan	52	49	42	66	90	62	59	77
Site Work Permit	0	0	13	30	22	33	30	34
Special Review	28	25	38	18	25	14	9	13
Special Review/Site Development Plan	0	0	0	0	4	19	23	15
Vacation -- (of right of way or public easement)	12	10	13	16	11	7	12	8
TYPE 1 Totals	190	191	280	255	311	309	292	278
Applications processed by the Current Planning Division								
Planned Signage Program	0	2	0	0	0	7	3	7
Major Home Occupation	14	6	2	6	9	10	14	0
Minor Home Occupation	34	33	30	23	19	22	18	11
County/Town Referral	2	6	13	13	37	19	28	27
Administrative Variation	0	0	0	0	2	22	26	15
Variance	7	4	6	7	11	6	1	2
Zoning Verification Letter	0	10	21	17	20	24	37	36
Signs	0	0	0	0	0	0	82	126
Current Planning Division Application Totals	57	61	72	66	98	110	209	224
Current Planning Services								
Concept Review Meetings	83	95	104	124	130	128	125	148
Neighborhood Meetings	50	52	67	49	21	27	22	21
Current Planning Services Totals	133	147	171	173	151	155	147	169
Total Applications	380	399	523	494	560	574	648	671

Administrative Variation formal applications began in 2015.

Signs were officially processed under the Planning Division on 7/1/2017 - Signs prior to this date were process under the Building Division.

Site Work Permit process began in 2013.



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MEMORANDUM

February 11, 2019

To: Planning Commission
From: Bob Paulsen, Current Planning Manager
Subject: 2018 Accomplishments & 2019 Goals

At the beginning of each year, the Planning Commission reviews its accomplishments from the previous year and establishes goals for the new year. This information provides a record of past activities and helps the Commission and staff plan for the year ahead.

Below I have provided a recommended list of Accomplishments and Goals for review by the Commission.

Planning Commission Accomplishments in 2018

- Worked to achieve approval and adoption of the Unified Development Code. The UDC represents the first major rewrite of Loveland's 40 year-old development standards.
 - The City Council adopted the UDC exactly as recommended by the Planning Commission.
 - The Commission conducted 5 study sessions on various elements of the Unified Development Code, including a joint study session with City Council.
 - Hosted one open house for public input.
 - Obtained 5 updates on UDC progress from staff--separate from study sessions
- Conducted 15 regular meetings in 2018 that included 27 separate agenda items and 17 public hearings.
- Conducted 2 Zoning Board of Adjustment hearings
- Guided the development of public hearing procedures that are included on PC Agendas, providing citizens with information to better understand and participate in the hearing process
- Supported downtown revitalization:
 - Conducted 3 public hearings on components of The Foundry project

Planning Commission Goals for 2019

- Unified Development Code:
 - Monitor the functioning of the UDC following adoption:
 - Appoint 2 Planning Commissioners to work on code amendments with the Title 18 Committee
 - Schedule regular staff updates with the Commission addressing implementation progress and any concerns with the new code
 - Conduct hearings on UDC amendments that address clarity and completeness
- Obtain regular updates and provide direction on major planning initiatives:
 - Downtown Parking Study
 - Highway 402 Corridor Plan--appoint Commissioner as liaison to this effort
- Downtown Revitalization: Monitor and remain active in downtown planning and development initiatives:
 - Schedule regular staff updates with the Commission
- Increase collaboration with other City boards and commissions, working to share information and improve cooperation that will foster the development of better policies and a more informed public. Boards that may be the best collaboration candidates include the Historic Preservation Commission, the Transportation Advisory Board and the Construction Advisory Board.
- Collaborate with other government entities, including the Thompson School District and Larimer County. Pursue opportunities where collaboration will foster ongoing community benefits.
- Conduct at least 1 field site review of recently developed sites to monitor compliance with the Commission's review of the project.
- Training & Information:
 - Have Legal and Planning staff provide review of basic procedures and principles
 - Obtain occasional updates from Current Planning and other review staff on City policies and procedures
 - Obtain information on "state of the practice" using resources available through DOLA, APA or similar authoritative source