



DEVELOPMENT SERVICES Current Planning

500 East Third Street, Suite 310 • Loveland, CO 80537
(970) 962-2523 • Fax (970) 962-2945 • TDD (970) 962-2620
www.cityofloveland.org

MEMORANDUM

August 8, 2011

To: Planning Commission
From: Bob Paulsen, Current Planning Manager
Karl Barton, Strategic Planning
Subject: Revised Comprehensive Plan Objectives from Community & Strategic Planning and Current Planning

On the following page is a listing of 10 Comprehensive Plan objectives that represent a re-writing and consolidation of the 22 Comprehensive Plan "Category C" objectives that were identified earlier this summer by a Planning Commission subcommittee. The Commission will recall that in June, the Planning Commission subcommittee worked with staff to review the 73 Comprehensive Plan objectives assigned to the Planning Commission. The purpose of the review was to divide the objectives into 3 categories that are listed below:

- **Category A:** objectives that have been completed or are no longer relevant.
- **Category B:** objectives that are ongoing; for example, objectives that are implemented through the City's existing development review process.
- **Category C:** objectives that are relevant and can be made measurable. These objectives would be rewritten and consolidated and forwarded to the City Council. Upon City Council approval, the consolidated Category C objectives would become the core of the Planning Commission's work program for the next 3-4 years.

The objectives on the next page represent staff's recommended consolidation of the Category C objectives. These are the objectives that are intended to be placed in the Implementation Plan that will be presented to the City Council later this year. This Plan is the culmination of the Comprehensive Plan Update effort.

The Commission should review these recommended objectives for discussion at the August 22, 2011 Planning Commission meeting. At the August 22nd meeting, staff is requesting that the Planning Commission formally adopt a recommended group of consolidated Category C objectives for City Council consideration.

DOCUMENT DATE: 8/8/2011

1. **Objective 1.1.1:** Update the Community Design Element Chapter of the Comprehensive Plan to be an inclusive document that examines all of the City codes and standards that shape look, feel and functionality of Loveland neighborhoods. The updated Design Element will connect these elements and look at them through an environmental and fiscal sustainability lens to result in an updated Comprehensive Plan chapter that will provide guidance in the design of new neighborhoods and the redevelopment of existing neighborhoods as well as for future code revisions covering community design.
2. **Objective 1.2.4:** Amend City codes to improve community functionality and aesthetics while fostering a business-friendly development climate. Major amendments should include improvements to site design and landscaping standards; addition of design elements to the residential zone districts; development of clear infill and redevelopment standards; and, streamlining of the special review provisions.
3. **Objective 3.2.3:** Prepare a report evaluating the physical condition of the West Eisenhower Boulevard corridor that determines whether conditions exist that would make it appropriate to prepare an urban renewal plan for said area.
4. **Objective 3.3.2:** Prepare a corridor plan for the West Eisenhower Boulevard corridor. Alternatively, prepare a corridor plan for the State Highway 402 corridor.
5. **Objective 9.4.1:** Prepare a plan that addresses the City's current and future land use pattern and urban design standards and their impact on environmental and fiscal sustainability or contribute to the Community Sustainability Plan a section covering this topic.
6. **Objective 12.3.9:** Work with Larimer County to establish the Loveland Growth Management Area Overlay zoning district on properties in the State Highway 402 Corridor.
7. **Objective 15.1.2:** Complete the 2011 Comprehensive Plan update, creating an Implementation Plan that ties Comprehensive Plan objectives to work plans, gives the objectives a consistent format, and creates a tool for decision making by City Council as well as Boards and Commissions.
8. **Objective 15.1.3:** Monitor and improve the building permit and development review processes in order to provide clarity, reduce timelines and facilitate development.
9. **Objective 16.1.4:** Assist CanDo (the Coalition for Activity and Nutrition to Defeat Obesity) as they work on the Neighborhood HEAL project. This project should include the completion of neighborhood specific reports and a presentation of the results to City Council.
10. **Objective 18.2.2:** Develop a community outreach strategy which establishes practices that promote citizen and business input the development of code amendments and planning policies.

Planning Commission Review Draft (July 18, 2011): Category "C" Objectives

Vision Statement 1: Loveland is a community that is characterized by welcoming neighborhoods with diverse housing opportunities that create a sense of individual well-being.					Phase Two Category
Guiding Principle 1: Foster attractive development that enhances Loveland's built environment and encourage development that is sensitive to the distinctive character of the Loveland community. (Community Design)					
Goal 1.1: Review and periodically update the Community Design Elements and other design-related documents.					
Objective	Lead	Status:	Explanation of Status		
Objective 1.1.1: Prepare a consolidated Community Design Element by updating and integrating the community design-related documents (Major Arterial Corridors Design Guidelines, US 34 Corridor Plan, Community Design Elements, and other planning documents) into a consolidated and amended Community Design Element.	PC	Ongoing	Some work has been done, including adoption of the I-25 guidelines, research on the west 34 corridor and on the HWY 402 corridor. N. Cleveland corridor provisions have been adopted. The PC and City Council have conducted study sessions and site visits on this topic. Work on a consolidated community design element, however, has not occurred.		
Objective 1.1.2: Explore additional planning opportunities related to community design.	PC	Ongoing	Several new zoning districts have been created which provide for enhanced design provisions. The SDPS have been amended to incorporate low-water use provisions, lighting standards and other revisions. Further revisions addressing landscaping and site design are underway. Amendments to the downtown BE zone have been adopted.		
Goal 1.2: Foster attractive development that enhances Loveland's built environment.					
Objective	Lead	Status:	Explanation of Status		
Objective 1.2.4: Maintain the character, structural integrity, and appearance of new and existing developments including the appropriate use of landscaping.	PC	Ongoing	The provision of high-quality, attractive landscaping is an important objective for projects of all types and sizes. The city's landscaping standards (SDPS) have been amended to better achieve this objective; and, additional amendments to improve and clarify landscaping provisions are in process.		
Goal 1.3: Encourage development that is sensitive to the character of the Loveland community.					
Objective	Lead	Status:	Explanation of Status		
Objective 1.3.3: Create a sensitive and aesthetically pleasing interface between the developed lots and the street.	PC	Ongoing	The PC and City Council have conducted study sessions and site visits to review and address this issue. Landscape buffer/yard requirements (street trees, tree lawns and bufferyards) address the buffering/aesthetic elements of this interface; notwithstanding, further amendments to the SDPS are in process that will further refine and clarify this important design factor.		
Guiding Principle 3: Formulate appropriate strategies and policies for geographic areas within Loveland needing redevelopment, renewal, and/or more detailed planning analysis, such as the Downtown, districts, corridors, neighborhoods, community separators, and transit-oriented developments. (Redevelopment and Area Planning)					
Goal 3.2: Use urban renewal as a means to revitalize and prevent areas with blighted conditions which constitute an economic and social liability to the community. (Urban Renewal)					
Objective	Lead	Status:	Explanation of Status		
Objective 3.2.3: Evaluate the condition of geographic areas within the community to determine which areas may need an urban renewal plan or may need to be added to an existing urban renewal plan.	PC	Ongoing	Significant focus has been placed on downtown revitalization, including assessment of existing conditions, approval of the Rialto Bridge project and measures to foster catalyst projects. In addition, the Jax retail store was successfully incorporated into the city's urban renewal area and has helped spur reinvestment in the surrounding portion of the Eisenhower corridor.		
Objective 3.2.4: Develop urban renewal plans for all appropriate areas of the City where blighted conditions are identified.	PC	Ongoing	City Council approved the Downtown Strategic Plan and Implementation Strategy for Downtown Loveland in August of 2009. The area covers the Downtown Urban Renewal Area. The revitalization effort is expected to go on for many years.		
Goal 3.3: Prepare district, corridor, neighborhood, separator, and transit-oriented development plans, as appropriate, to further detail and define the General Plan's goals and objectives.					
Objective	Lead	Status:	Explanation of Status		
Objective 3.3.2: Evaluate the need to prepare and/or amend individual corridor plans for US 287, CO Hwy. 402, and Hwy 34 west, prioritize which is most important, and prepare appropriate plans.	PC	Ongoing	Planning staff had started work on gathering data for the West Eisenhower Corridor, but suspended work to staff reductions. Some initial research has occurred with the Hwy. 402 corridor. Priorities need to be established relative to these efforts.		

Vision Statement 2: Loveland is a community that embraces the heritage and natural beauty of the region and values its strategic location.							
Guiding Principle 5: Protect regional lands within the Loveland GMA that have important natural resource, recreational, agricultural, and viewshed values from encroachment by urbanization. (Natural and Sensitive Areas Planning)							
Goal 5.2: Protect high value habitat that allows wildlife movement by protecting those lands, primarily within the Loveland Growth Management Area, that are contiguous, and add new open lands to previously protected areas.							
Objective	Lead Role	Status:	Explanation of Status				
Objective 5.2.2: Protect open lands using a variety of protection techniques, including: acquisition; conservation easements; zoning tools such as Rural Cluster Development, Transfer of Development Rights (TDR's), and the development process.	PC;OLC	Ongoing	A variety of measures are utilized in the protection of open lands and environmentally sensitive areas, including acquisition, conservation easements and buffer yards. Planning has completed some work on the development of comprehensive revisions to the City's environmentally-sensitive areas provisions; this work has been on hold for the past 2 years.		C8		
Vision Statement 3. Loveland is a well-planned and environmentally-sensitive community where all citizens are safe, secure and have equal access to services and amenities, including recreational and cultural activities.							
Guiding Principle 9: Guide the development of the community within the Loveland Growth Management Area in order to meet present and future needs, while protecting the health, safety, order, convenience, prosperity, energy and resource conservation, and the general welfare of the citizenry. (Land Use)							
Goal 9.1: Review and periodically update the Land Use Plan.							
Objective	Lead	Status:	Explanation of Status				
Objective 9.1.4: Address the need to integrate sustainable resource ideas into existing plan documents where appropriate.	PC	No Action			C9		
Goal 9.2: Provide a general pattern for the location, distribution and character of the future land uses within Loveland's Growth Management Area.							
Objective	Lead Role	Status:	Explanation of Status				
Objective 9.2.6: Provide sufficient lands for industry in the Fort Collins - Loveland Airport area and along the I-25 Corridor.	PC	Ongoing	There has been some rezoning to create additional industrial-zoned land near the airport (Savana project) and staff continues to work with NCEDC and others to promote industrial development. However, there are continuing concerns as to whether there is adequate and appropriately located land designated for industrial use. Additional issues are: whether the Industrial zoning district allows too broad an array of (non-industrial) uses, thereby compromising this zoning classification; and, whether a heavy industrial zoning district should be developed to more readily allow such uses.		C10		
Vision Statement 4: Loveland is a community with an integrated system of technology, utility and transportation networks that support a vital economy; and that coordinates with the plans of other regional governmental entities.							
Guiding Principle 12: Encourage a pattern of compact and contiguous development that directs growth to where infrastructure capacity is available, or committed to be available in the future, and take into account the adopted plans of, and agreements with, adjacent local governments to the extent that they reflect extra-jurisdictional interests. (Growth Management and Intergovernmental Cooperation)							
Goal 12.1: Review and periodically update those plan documents related to growth management and intergovernmental agreements.							
Objective	Lead	Status:	Explanation of Status				
Objective 12.1.2: Explore additional planning opportunities for which intergovernmental agreements are necessary or desirable.	PC	No Action			C11		
Goal 12.3: Coordinate growth with the provision of community facilities and services within the Growth Management Area, and locate the city's growth within this boundary.							
Objective	Lead	Status:	Explanation of Status				
Objective 12.3.8: Develop, and have Larimer County adopt, supplementary regulations for the Loveland Growth Management Area, in order for the County to implement the Larimer County/City of Loveland Intergovernmental Agreement.	PC		Working with Larimer County to adopt the necessary regulations to implement the Intergovernmental Agreement is a priority.		C12		
Objective 12.3.9: Support Larimer County Government in its effort to apply a Growth Management Area (GMA) Overlay Zoning District and supplementary regulations to the Loveland GMA.	PC		It is recognized that the City needs to work with Larimer County to adopt the necessary regulations to more completely implement the Intergovernmental Agreement. This is a priority for the Development Services Department.		C13		

Vision Statement 5: Loveland is a community that is continuously developing partnerships of citizens, business, and educational communities; with a stable and diverse economic base that offers ample employment and business opportunities to all.				
Guiding Principle 15: Recognize that all levels of government, along with the nonprofit and private sectors, play an important role in creating and implementing those policies and practices that support the responsible growth and development of the community. (Implementation Program)				
Goal 15.1: Achieve the goals and objectives, policies, and programs established in the Comprehensive Master Plan through both a short- and long-range program of implementation of specific public and private actions.				
Objective	Lead	Status:	Explanation of Status	
Objective 15.1.2: Include an Implementation Schedule in the General Plan Element that sets forth the responsibilities, costs, resources, and timeframes to accomplish the objectives in the Comprehensive Master Plan.	PC		The 2011 Comprehensive Plan update is intended to fulfill the core portions of this Objective.	C14
Objective 15.1.3: Ensure that all public implementation tools (codes, regulations, programs, etc.) and development-related processes are constantly monitored for their effectiveness and revise as necessary.	PC	Ongoing	The City is currently in the process of implementing significant procedural and process improvements that have been developed through a comprehensive and collaborative evaluation of the City's building permit and development review processes. A significant restructuring of the development review process also occurred in 2004 and 2005, and has been refined in an ongoing fashion. Also of significance, is the work of the City's Title 18 Committee in collaboration with the Current Planning staff. Numerous and significant amendments to the zoning and subdivision codes have resulted from the work of this committee.	C15
Goal 15.2: Ensure that each element of the Comprehensive Master Plan (the Plan) is consistent with the guiding principles, goals and objectives established in the General Plan; is updated in a timely fashion; is formally adopted in accordance with the City's approved adoption and amendment procedures; and contains an implementation schedule of actions to be taken.				
Objective	Lead	Status:	Explanation of Status	
Objective 15.2.3: Establish a consistent organizational framework for all adopted plan element documents, including purpose statement, goals, objectives, strategies, policies and programs; and apply this framework when such plan elements are substantively amended.	PC		The 2011 Comprehensive Plan update will help to achieve this Objective	C16
Objective 15.2.4: Establish a consistent implementation schedule framework for all adopted plan element documents and apply this framework when such plan elements are substantively amended.	PC		The 2011 Comprehensive Plan update will help to achieve this Objective	C17
Goal 15.3: Develop a core set of community indicators for the purpose of assessing the community's progress toward achieving the goals and objective contained in the Comprehensive Master Plan.				
Objective	Lead	Status:	Explanation of Status	
Objective 15.3.3: Establish a benchmark system for monitoring progress toward the goals and objectives in the General Plan.	PC		Such a benchmarking system has not yet been created.	C18

Vision Statement 6: Loveland is a community that encourages active public involvement and is responsive to the health and human services needs of its citizens.				
Guiding Principle 16: Ensure that Loveland is a healthy community whose citizens live a healthy lifestyle, are well-informed about health issues, and have access to preventive, medical, and mental health programs and services. (Community Health Planning)				
Goal 16.1: Encourage all citizens to lead an active and safe lifestyle by incorporating active and safe living concepts into land use, transportation, community facilities and parks and recreation policies, guidelines, codes and regulations.				
Objective	Lead	Status:	Explanation of Status	
Objective 16.1.2: Continue to consider active living and pedestrian safety in land use planning and community design decisions.	PC	Ongoing	Active living and pedestrian mobility and safety are ongoing priorities in the review and approval of development proposals. Open space and trails systems are integral components of subdivision design; usable sidewalks and bike lanes are also required as system requirements dictate. The updated Community design Element of the Comprehensive Plan is to consider active living and pedestrian safety.	C19
Objective 16.1.4: Continue to develop programs and activities that promote active living and enhance pedestrian and bicycle safety.	PC	Ongoing	The City is assisting CanDo on the Neighborhood HEAL project which is looking at how neighborhood design impacts residents' opportunities for healthy eating and active living. Another notable effort underway is the development of a citywide Bicycle/Pedestrian Plan by the Public Works Dept. that is being coordinated with the Planning Commission.	C20
Guiding Principle 18: Engage, empower, inform, and educate citizens through meaningful public participation processes that encourage community and stakeholder collaboration in the decision-making process. (Public Participation)				
Goal 18.2: Engage the public in active participation in planning-related initiatives.				
Objective	Lead	Status:	Explanation of Status	
Objective 18.2.2: Involve a wide cross-section of the community through outreach efforts.	ALL	Ongoing	Current Planning and the Planning Commission have expanded community outreach efforts to involve the citizens and business owners in the review of code amendments. Work continues in this arena.	C21
Objective 18.2.5: Involve neighborhoods in planning-related initiatives.	ALL	Ongoing	Efforts to foster greater community participation in the planning and development review processes are ongoing. Outreach to homeowners associations and neighborhoods has been challenging yet is proceeding on multiple fronts.	C22

3.23.10

4