



LOVELAND
287
STRATEGIC PLAN

ADOPTED: DECEMBER 1, 2015

PLANNING COMMISSION REVIEW AND RECOMMENDATION OF APPROVAL

On October 12, 2015, the Loveland Planning Commission considered the Loveland 287 Strategic Plan at a fully noticed public hearing and approved a resolution recommending that City Council adopt the Plan. The hearing in October was the fifth time, since March 2015, that the Planning Commission considered the Plan and made recommendations for revisions. The comments provided by the Planning Commission provided valuable insight on revisions that have made the Plan more “right” for Loveland.

The Planning Commission recommended adoption of the Plan to City Council with the following reservation by several Commissioners:

The ULI report, Appendix D, should be removed from the Loveland 287 Strategic Plan due to the negative tone of the document and because the report does not provide beneficial information not already considered by City staff and Logan Simpson.

ACKNOWLEDGMENTS

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RESOLUTION #R-83-2015

A RESOLUTION APPROVING THE U.S. 287 STRATEGIC PLAN

WHEREAS, in January of 2012, City Council held its annual Council Advance and set as a priority the development of a strategic plan to guide development and improve business opportunities along that portion of U.S. Highway 287 located within the City (“U.S. 287 Corridor”); and

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

WHEREAS, in January of 2013, City Council set the development of such a plan as a high priority goal for 2013, and in August of 2013, reaffirmed its commitment by appropriating funds to hire a consultant to assist in its development; and

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

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

WHEREAS, the Plan identifies five zones within the U.S. 287 Corridor and recommends specific strategies and actions to enhance the U.S. 287 Corridor and promote investment; and

WHEREAS, on October 26, 2015, after four public hearings on the Plan, the Planning Commission voted to recommend to City Council adoption of the Plan; and

WHEREAS, after consideration of the information and testimony presented, City Council finds that adoption of the Plan is in the best interests of the City and its residents.

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

Section 1. That the Plan is hereby approved.

Section 2. That this Resolution shall go into effect as of the date and time of its adoption.

Adopted this 1st day of December, 2015.


Cecil A. Gutierrez, Mayor



ADO
ATTEST:


City Clerk

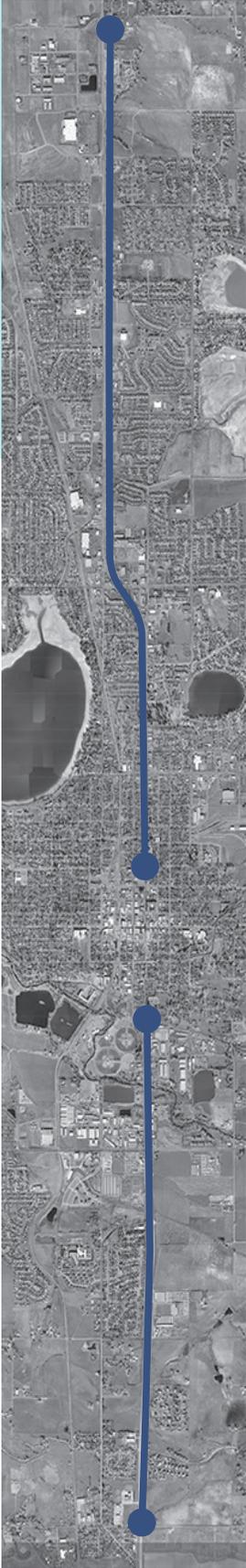
APPROVED AS TO FORM:


Assistant City Attorney

A RESOLUTION APPROVING THE U.S. 287 STRATEGIC PLAN

CHAPTER 1.

INTRODUCTION



PRIMARY PLAN GOALS

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

PURPOSE

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

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

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

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

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

OPPORTUNITIES

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

City tax revenue.

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

Improvements in the performance of retail activity.

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

Regional competition.

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



Increase utilization of existing retail and supporting housing stock.

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

North and south gateway enhancements.

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

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

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

Economic development within each Zone.

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

PROJECT ZONES

Zone 1:

Between 71st Street & 37th Street

Zone 2:

Between 37th Street & the Cemetery

Zone 3:

Between the Cemetery & 8th Street

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

Zone 4:

Between 1st Street & SH 402

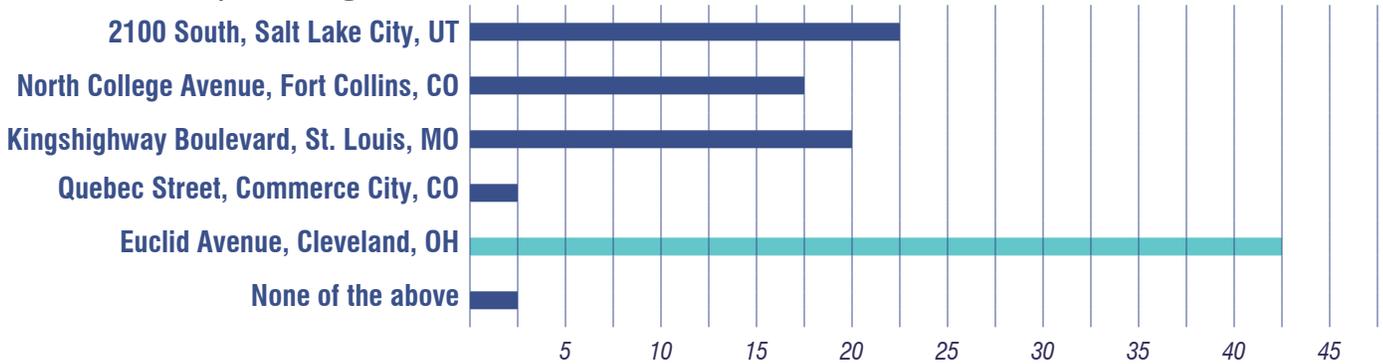
Zone 5:

Between SH 402 & SH 60

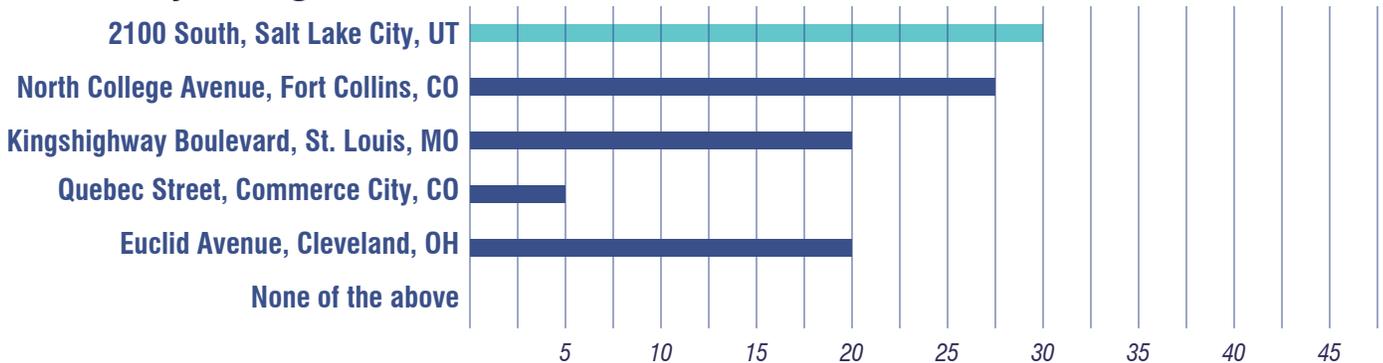


After learning about each corridor, meeting attendees participated in an electronic polling activity. Participants were asked to select which corridor they found the most memorable. Key discussions focused on which qualities make a great street and, more importantly, a great economic corridor, as well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

Public Workshop Polling Results



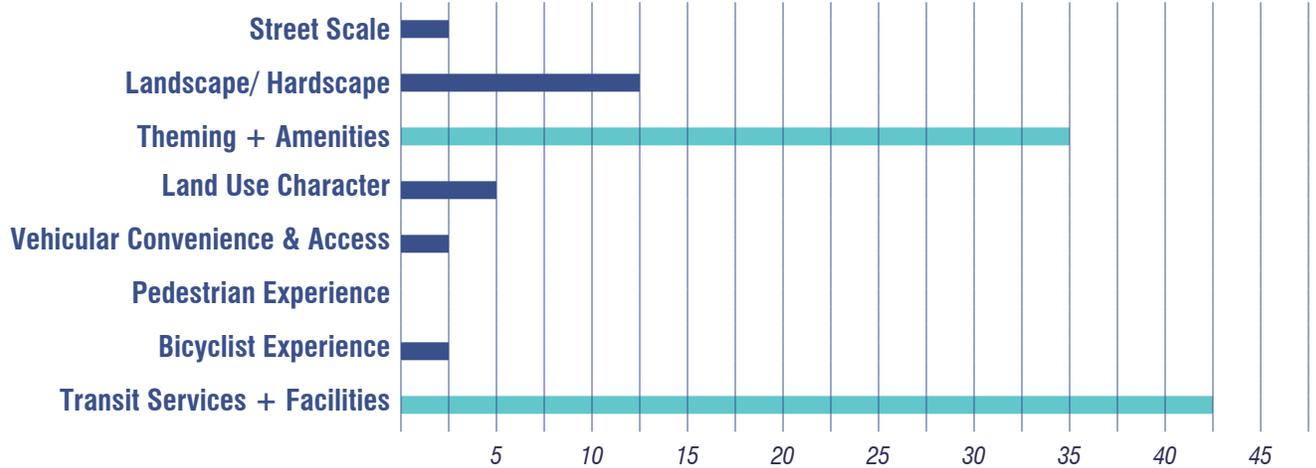
Online Survey Polling Results



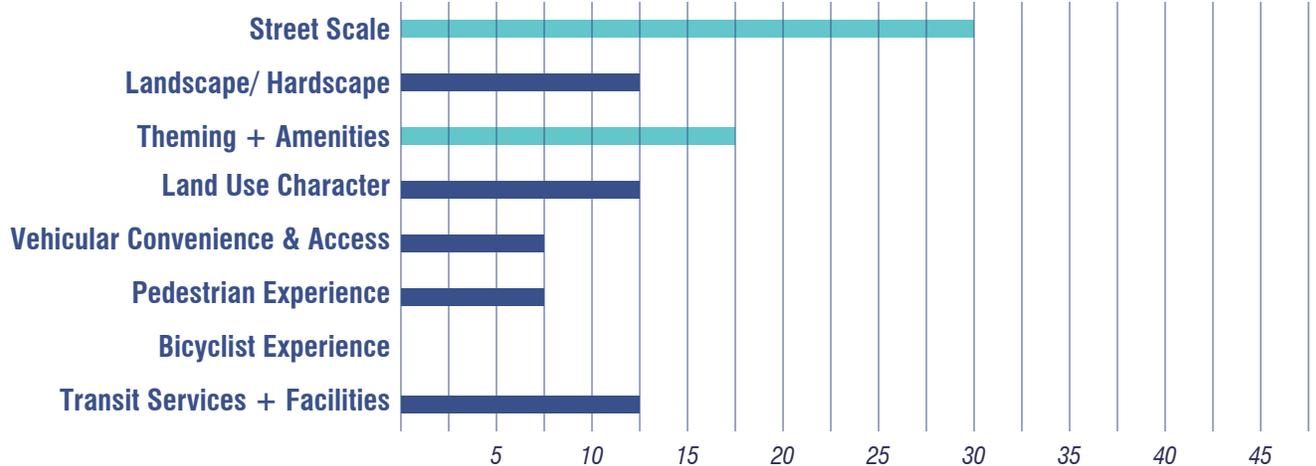


Overall, Euclid Avenue and 2100 South/ Sugarhouse District were ranked the highest in workshops and online surveys.

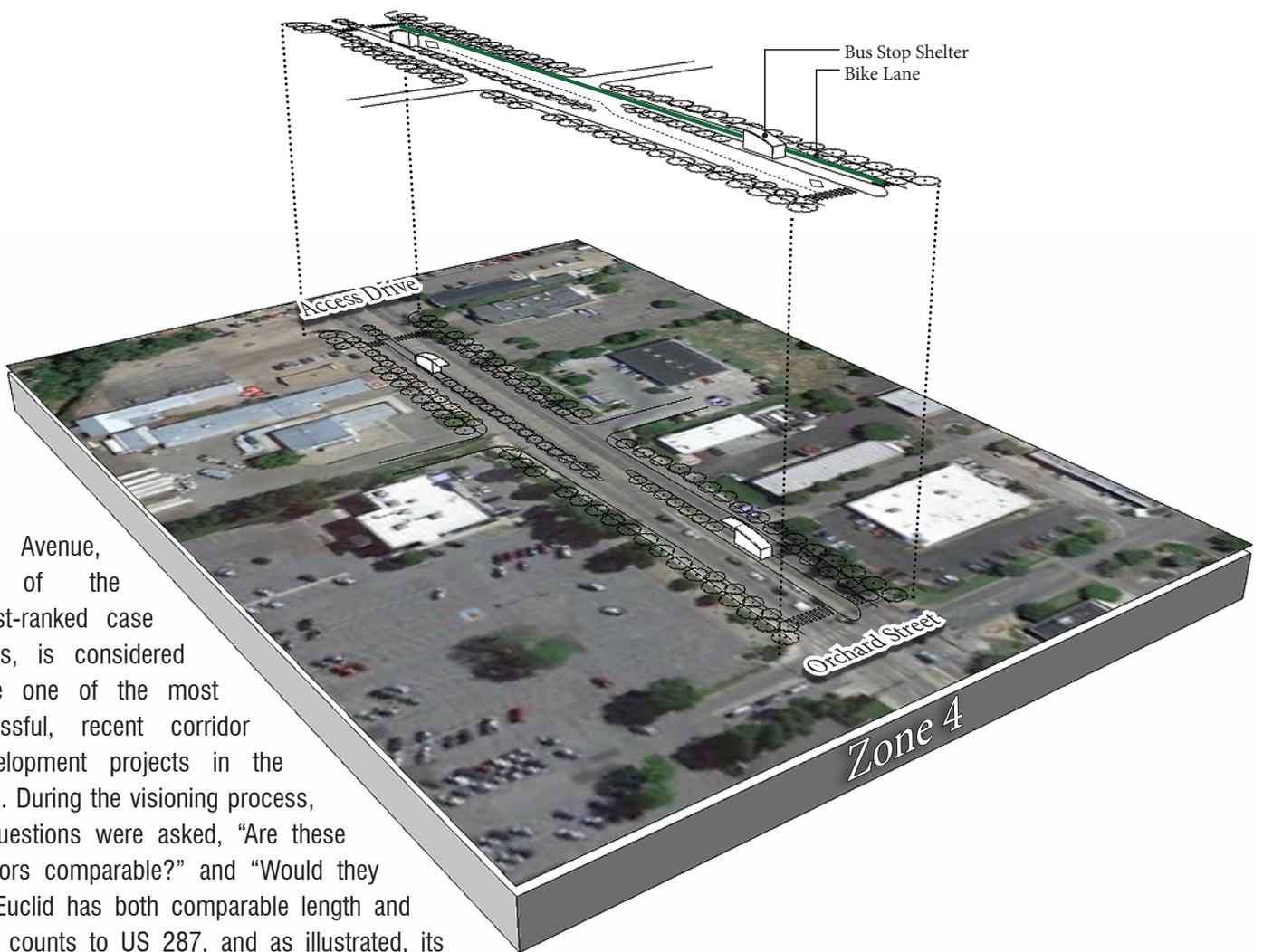
Euclid Avenue Desired Elements



2100 South/ Sugarhouse Desired Elements



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



GREAT STREETS

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

A Defined Street

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

Places for People to Walk and Bike with Some Leisure

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

Physical Comfort

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

Qualities that Engage the Eye

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

Unique Character

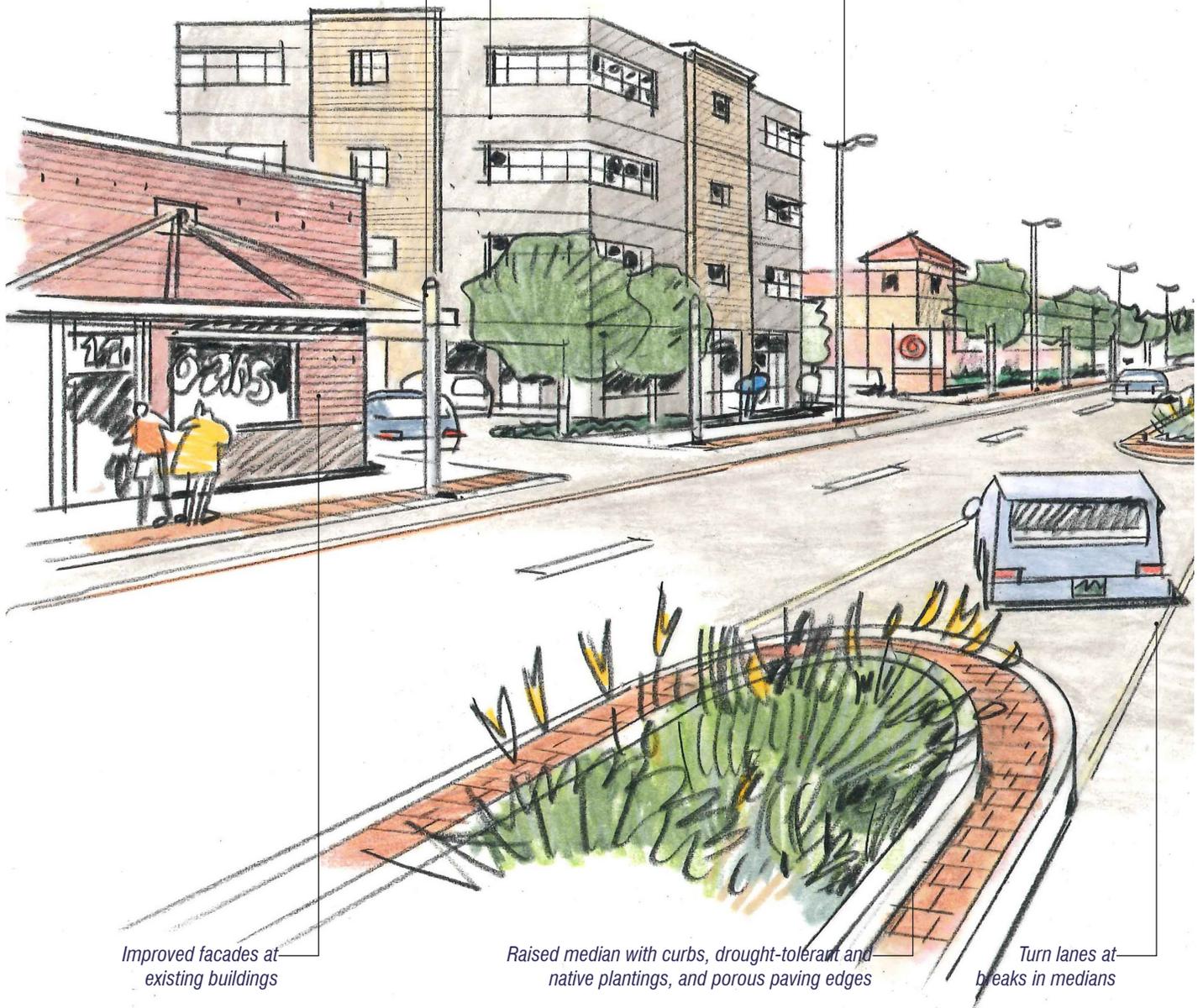
- Does the corridor boast an eclectic mix of land uses?
- Do the style of the street features and elements reflect the local values and culture

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

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

Highway lighting



Improved facades at existing buildings

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

Turn lanes at breaks in medians

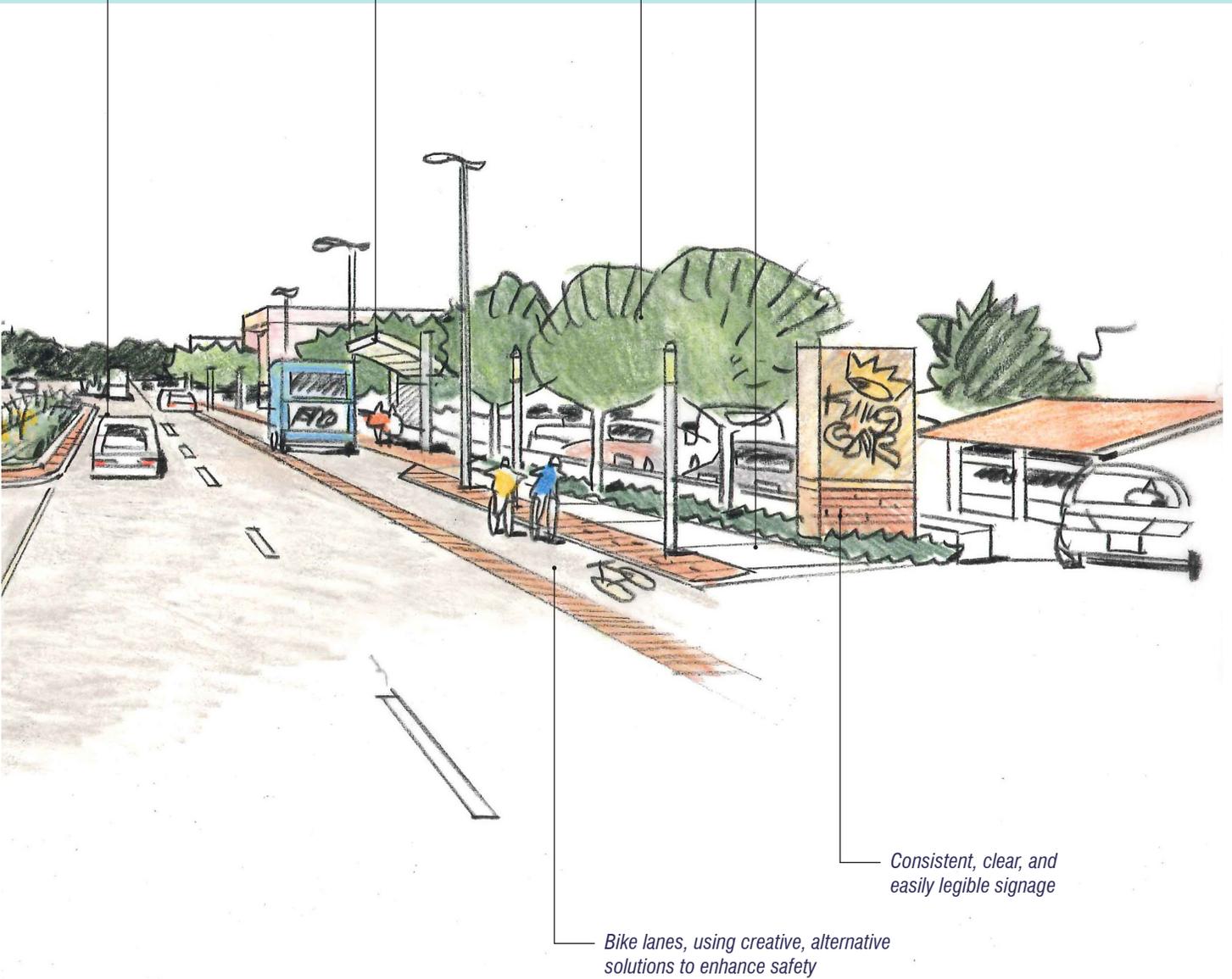


Maintained vehicular mobility

Landscaped buffer with consistent tree canopy

Modern bus stop with enhanced transit service

Detached walk with paver edge



Consistent, clear, and easily legible signage

Bike lanes, using creative, alternative solutions to enhance safety

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

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



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



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



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



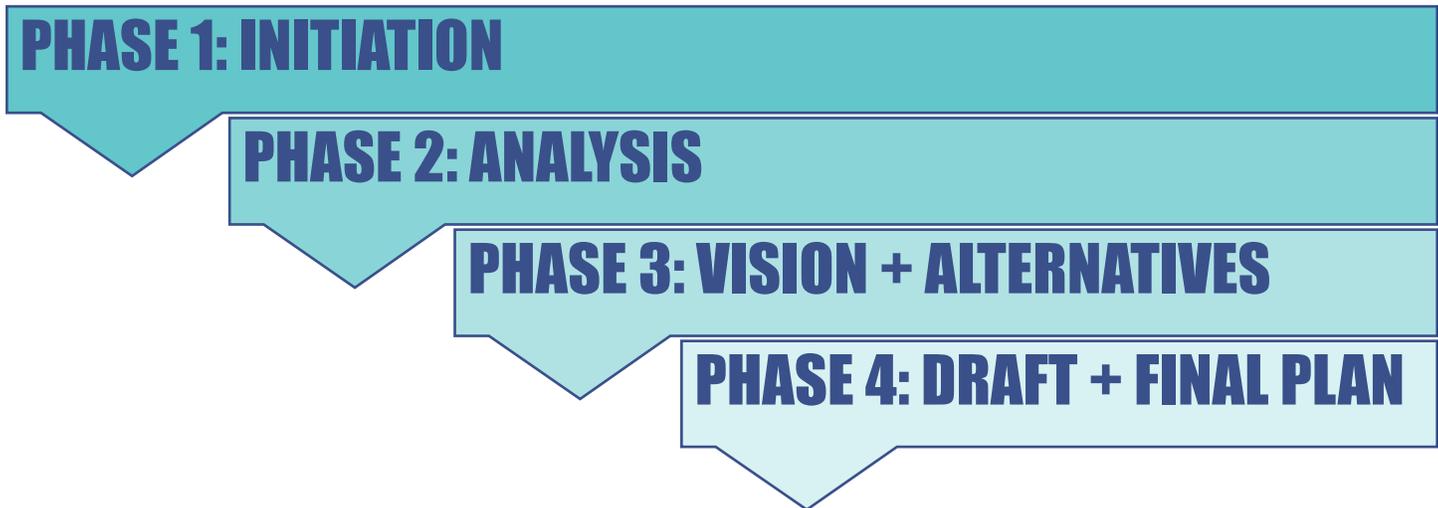
4 Developing improved multimodal connectivity while balancing vehicular mobility, to provide safe and pleasant access to adjacent businesses.

PROCESS

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

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

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



CHALLENGES, OPPORTUNITIES, ECONOMIC STRATEGIES, ACTIONS

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

CHALLENGES + OPPORTUNITIES

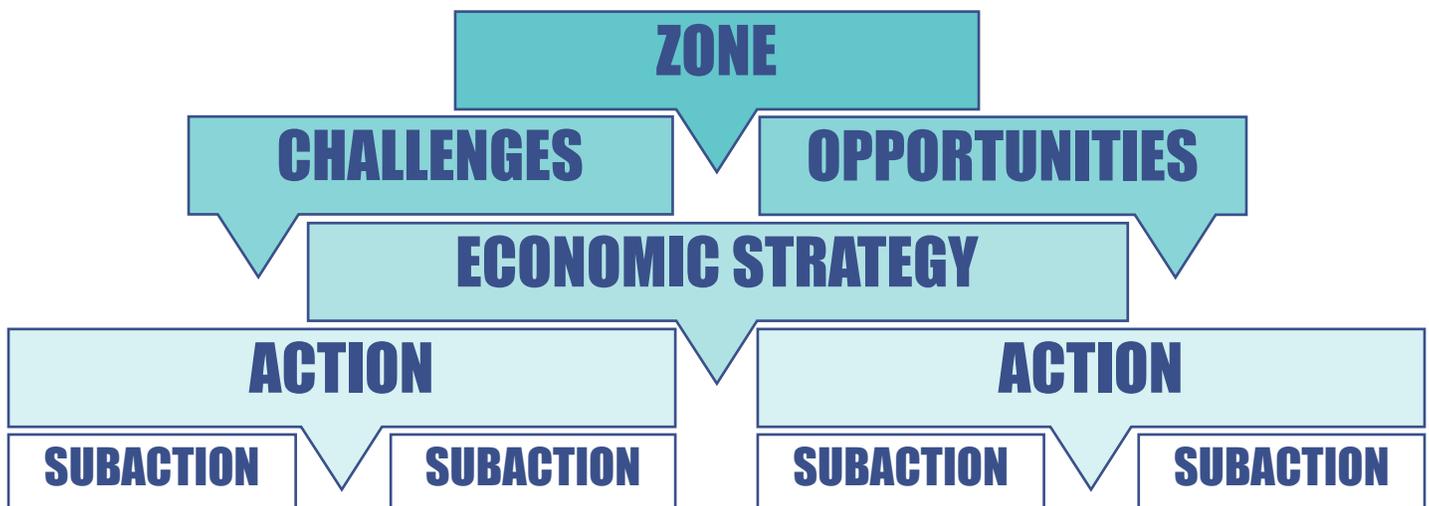
The five sets of Challenges identify opportunities for positive change within each Zone of the Corridor. While many of the challenges are common to multiple Zones, some apply only in specific areas. Each Zone also has opportunities that can be capitalized upon to effect positive change along the Corridor.

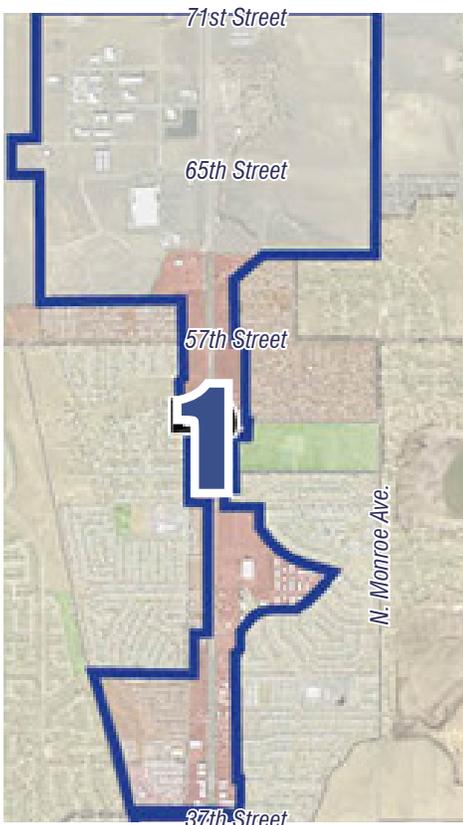
ECONOMIC STRATEGIES

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

ACTIONS + SUB-ACTIONS

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





ZONE 1: 71ST STREET TO 37TH STREET Challenges

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

Economic Strategy

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

Actions

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

Sub-Actions

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



ZONE 2: 37TH STREET TO CEMETERY

Challenges

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

Economic Strategy

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

Actions

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

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

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

Sub-Actions

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





ZONE 3: CEMETERY TO 8TH STREET

Challenges

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

Economic Strategy

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

Actions

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

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

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

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

Sub-Actions

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



ZONE 4: 1ST STREET TO SH 402

Challenges

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

Economic Strategy

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

Actions

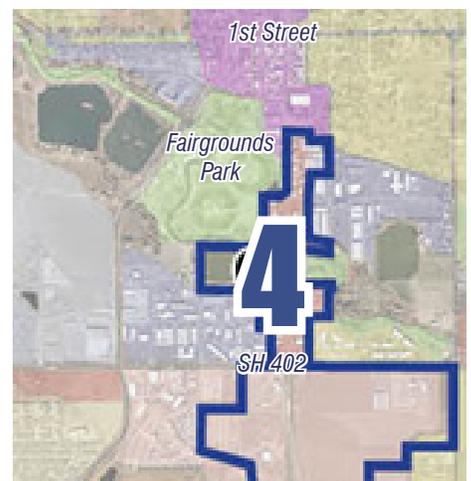
4.1 Mitigate Flood Hazard. Mitigate the flood hazard and reduce the possibility of future damage from flood events.

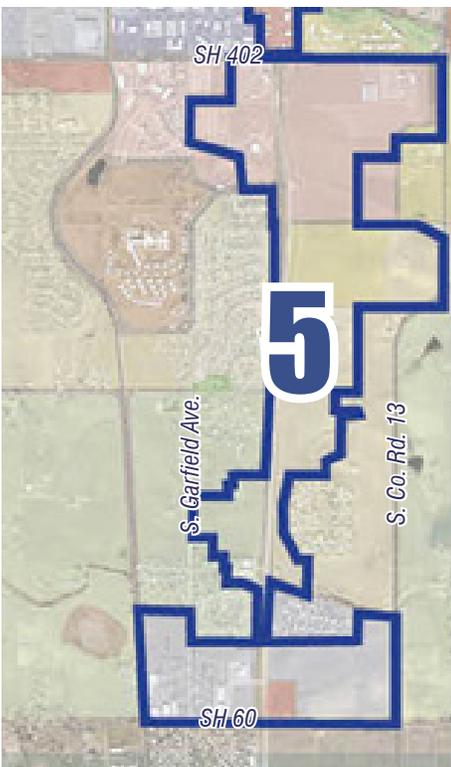
4.2 Create an Area Plan. Create a plan to capitalize on flood mitigation efforts and convert the US 287/ Big Thompson River crossing into a Big Thompson River District (i.e. Estes Park, Pueblo, or Golden).

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

Sub-Actions

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





ZONE 5: SH 402 TO SH 60

Challenges

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

Economic Strategy

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

Actions

5.1 Modify Future Land Use & Zoning.

5.2 Create Gateway. Create a southern gateway into Loveland.

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

Sub-Actions

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



ALL ZONES

Actions

6.1 Improve Corridor-Wide Aesthetics.

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

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

Sub-Actions

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

CORRIDOR-WIDE ACTION PLAN

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

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

PRIORITIZATION

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

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

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

PRIORITY WORK PROGRAM

This initial work program focuses on:

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

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

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

LONG-TERM WORK PROGRAM

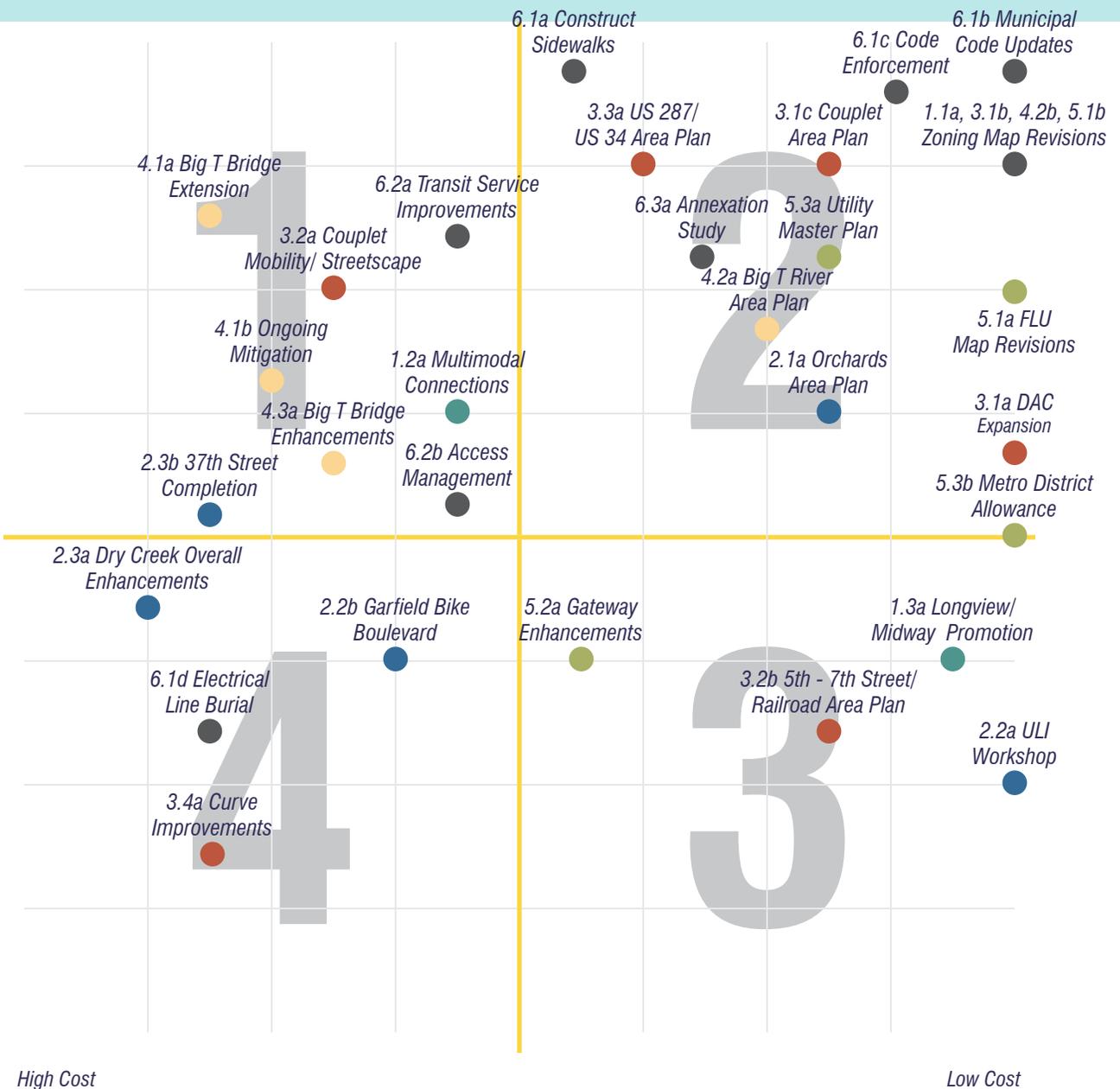
Optimally, all Sub-Actions should be anticipated to be implemented within a 20- to 25-year timeframe. As the Strategic Plan is designed to be flexible in order to be adaptive, responsible, and decisive in implementing these projects, these Sub-Actions should be continuously monitored to evaluate the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

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

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

High Anticipated Effectiveness

Low Anticipated Effectiveness



High Cost

Low Cost

● Zone 1; ● Zone 2; ● Zone 3; ● Zone 4; ● Zone 5; ● All Zones

PRIORITY WORK PROGRAM

QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to City	Citizen Concern
Zone 1	1.1a. Zoning Code Updates: Update the zoning code, including new overlay zones, to promote mixed use and residential development to support retail districts to the north and south. Create an overlay zone that reflects intent of the Complete Neighborhood category of the Future Land Use Plan. Update Shared Parking standards to provide reduced parking requirements for mixed-use areas as a whole, and not just mixed-use buildings.	<ul style="list-style-type: none"> Removes barriers to redevelopment Facilitates business reinvestment Brings retail customers into walking and biking distance 	Lead	Approx. \$20,000 In house and funds appropriated for code consultant	Medium
	1.2a. Bike and Pedestrian Amenities & East/West Connections: Require pedestrian and cyclist amenities as new development occurs along US 287 and from adjacent neighborhoods. Require that new development provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods. Look at revising the purpose of the B zoning designation to include the encouragement of walking and biking access to and from adjacent neighborhoods, and add a subsection outlining circulation, safety, and access standards for vehicles, bicycles, and pedestrians, such as stated in 18.29.040B.	<ul style="list-style-type: none"> Improves public safety Increases business activity by providing easy access from adjacent residential neighborhoods Promotes business reinvestment 	Lead, with CDOT coordination	No cost, unless provided by City as incentive	High
	1.2b. Gateway Enhancements: Create a northern gateway into Loveland.	<ul style="list-style-type: none"> Promotes City recognition Builds sense of City pride 	Lead	Approx. \$250,000	Medium
Zone 2	2.2a ULI Building Healthy Places Workshop: Utilize the outcomes of the spring workshop to inform additional changes or amenities within the area.	<ul style="list-style-type: none"> Promotes citizen awareness regarding the built environment and healthy living opportunities 	Lead	No cost, awarded through grant	High
	2.3a. Dry Creek Culvert Enhancements: Improve pedestrian access and connectivity across Dry Creek with the construction of sidewalks on the culvert.	<ul style="list-style-type: none"> Improves public safety 	Lead, with CDOT coordination	Over \$500,000	Medium



QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to City	Citizen Concern
Zone 3	3.1a DAC Expansion: Expand the DAC land use designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	<ul style="list-style-type: none"> Facilitates Downtown’s continued revitalization 	Lead	No cost, in house	Low
	3.1b. Zoning District Map Revisions: Expand the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	<ul style="list-style-type: none"> Promotes mixed use within the DDA Provides more land use options to facilitate redevelopment 	Lead	No cost, in house	Medium
	3.3a. US 34/ US 287 Area Plan: Create a redevelopment plan for the US 34/ US 287 intersection as a key gateway into Downtown.	<ul style="list-style-type: none"> Improves transportation flow through the intersection Catalyzes business reinvestment or new development Promotes City recognition Builds sense of City pride 	Lead	Approx. \$200,000	High
Zone 4	4.2a. Create Big Thompson River District Redevelopment Plan: Capitalize on flood mitigation efforts and establish a Big Thompson River District for the US 287/ Big Thompson River crossing.	<ul style="list-style-type: none"> Uses outside funding source to capitalize on flood mitigation efforts Catalyzes business reinvestment or new development 	Lead	Approx. \$200,000	High

QUICK WINS – HIGH RETURN, LOW RISK ITEMS

Applicable Zone	Sub-Action	Value Added	City Role	Estimated Cost to City	Citizen Concern
Zone 5	5.1b. Zoning District Map Revisions: Promote a node of mixed use and higher density residential at SH 402. Investigate the rezoning of parcels at the intersection of SH 402 from B to MAC designation.	<ul style="list-style-type: none"> • Concentrates living units in closer proximity to community commercial uses • Reduces vehicle miles traveled • Utilizes a more efficient provision of public infrastructure 	Lead	No cost - in house	Medium
	5.2a Gateway Enhancements: Create a southern gateway into Loveland.	<ul style="list-style-type: none"> • Promotes City recognition • Builds sense of City pride 	Lead	Approx. \$250,000	Medium
	5.3a. Utility Master Plan: Plan for all utilities south to SH 402 and what the city and/or county will fund vs. private development	<ul style="list-style-type: none"> • Allows new development a funding option for extension of sewer services 	Lead	Approx. \$150,000	Low
All Zones	6.1a. Construct Missing Sidewalk Segments: Build missing sections of sidewalks along the length of the Corridor. Continue to enforce curb, gutter, and sidewalk construction and maintenance, utilizing the ultimate roadway cross sections.	<ul style="list-style-type: none"> • Improves public safety • Strengthens mobility • Increases length of stay/visitor experience 	Lead	Over \$500,000	High
	6.1b. Underground Utility Lines: Continue to bury utility lines as ongoing capital improvement projects, utility service upgrades, and new development or redevelopment. Continue to coordinate with other service providers to do the same.	<ul style="list-style-type: none"> • Improves reliability of electric service and visual impacts on Corridor • Promotes business reinvestment 	Partner with utility suppliers and private entities	Approx. \$1 million per mile/ \$300,000 per block	Low
	6.3a. Annexation Study: Complete an in-depth analysis and study of those lands that still need to be annexed into the City, along with improvement costs, phasing, and funding recommendations.	<ul style="list-style-type: none"> • Allows for sense of surety for new development • Promotes private development 	Lead, with County co-ordination	Approx. \$150,000	Low



CHAPTER 2.

ZONE 1

ZONE 1: 71ST STREET TO 37TH STREET

CONTEXT

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

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

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





The northern limits of Loveland



Shops at Wintergreen Village



Immanuel Lutheran Church & School



Newer development at Longview / Midway



Two-story building with parking in front



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



East/west streets are few and far between



The Corridor lacks adequate and safe bicycle facilities



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

CHALLENGES

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



OPPORTUNITIES

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

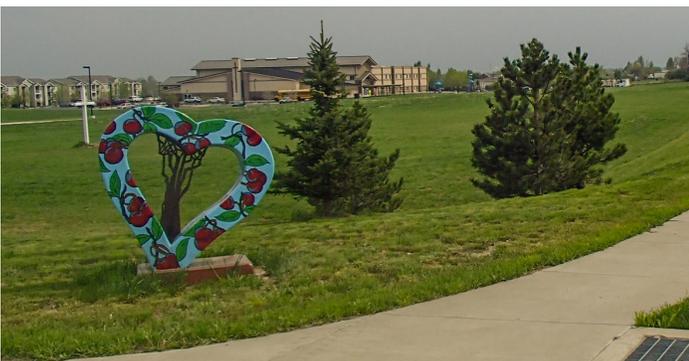
- Right-size the amount of commercially zoned land, encourage it where it is working, and increase the range of allowable uses.
- Focus economic activity in key areas.
- Let the market continue current momentum.
- Provide more east-west connections.
- Allow mixed use or high-density residential areas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



High quality office design and landscaping attract employers



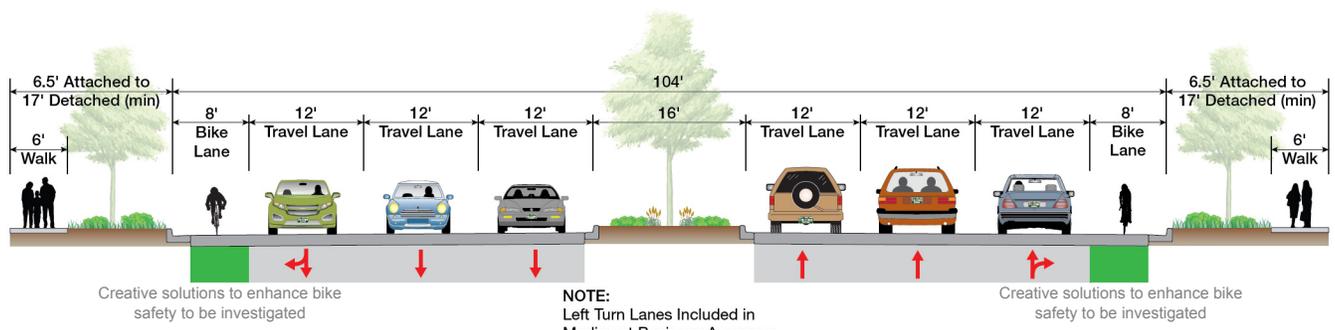
High-density housing increases demand for Corridor businesses



Detached sidewalks, landscaping & public art improve the Corridor

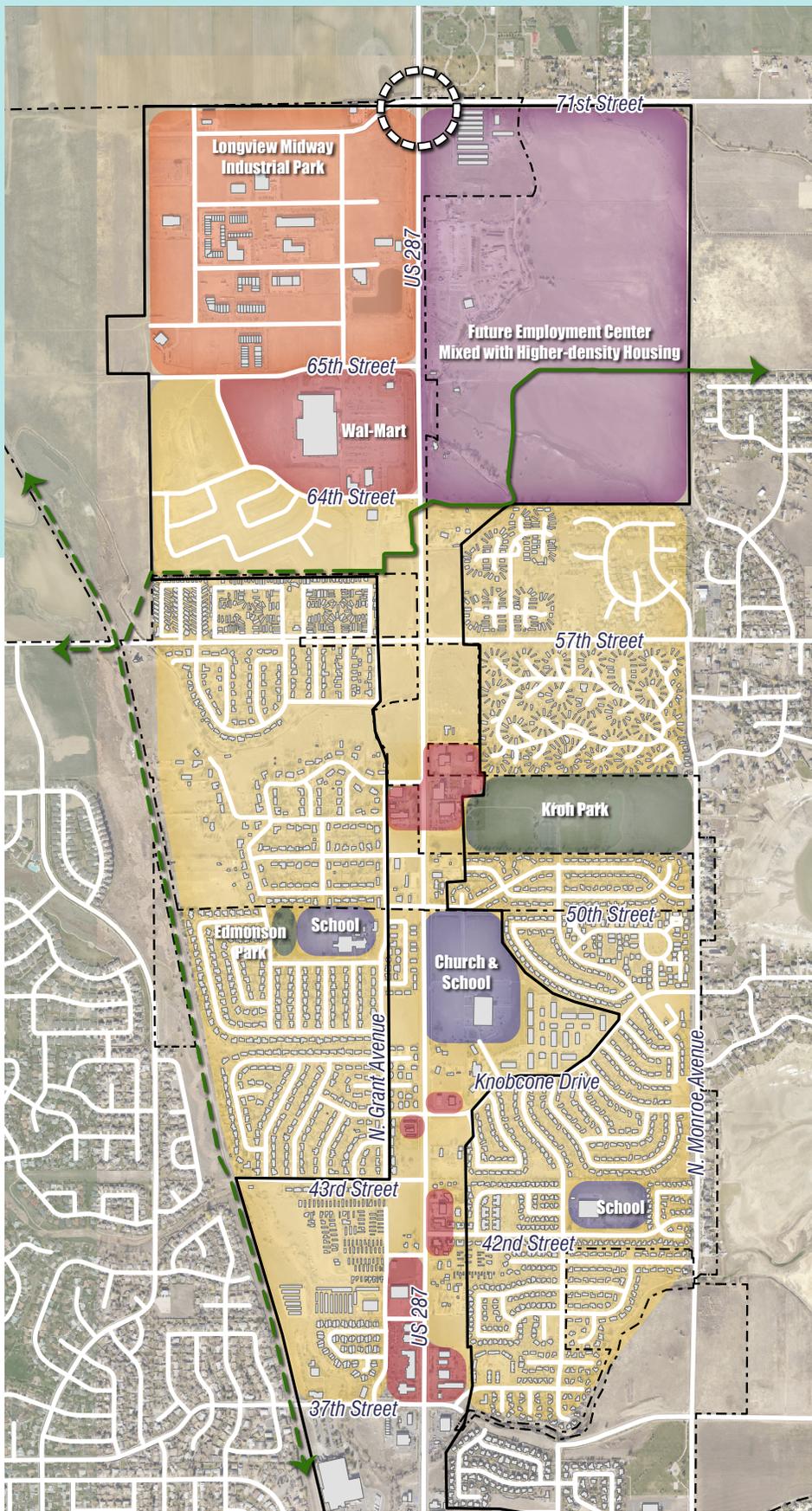
ECONOMIC STRATEGY

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

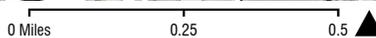


Rendering depicts a general concept, and illustrates only one of several possible futures. Actual construction will vary.





ZONE 1: 71ST STREET TO 37TH STREET



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

ACTION PLAN

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

ACTIONS

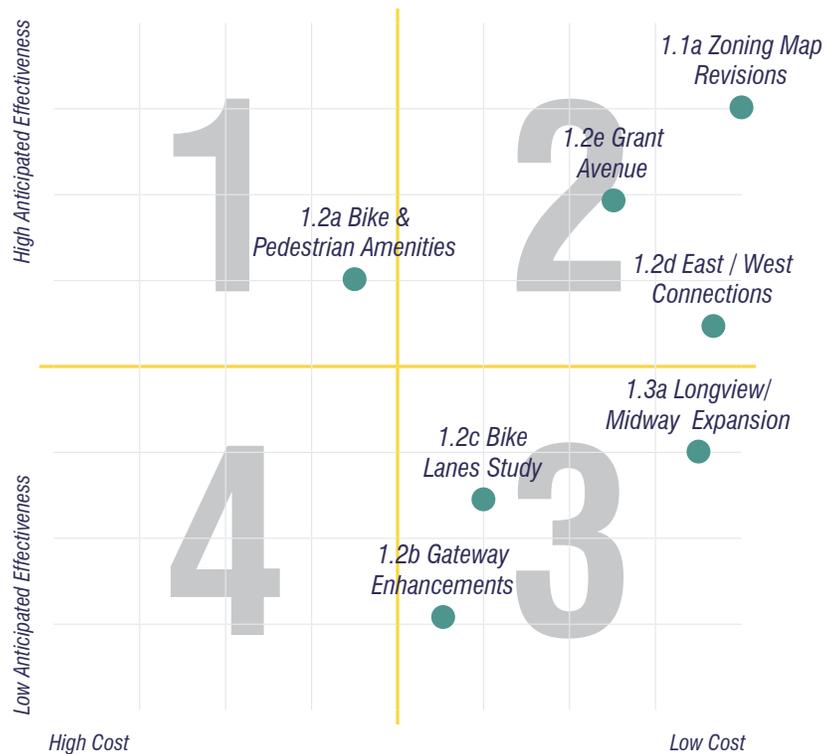
1.1 Encourage Mixed Use. Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.

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

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

SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
1.1 Encourage Mixed Use. Apply zoning to encourage mixed use and residential development in order to support retail districts to the north and south.				
1.1a. Zoning District Map Revisions & Code Updates: Update the zoning code, including new overlay zones, to promote mixed use and residential development to support retail districts to the north and south. Create an overlay zone that reflects intent of the Complete Neighborhood category of the Future Land Use Plan. Update Shared Parking standards to provide reduced parking requirements for mixed-use areas as a whole, and not just mixed-use buildings. Implement a flexible code within the undeveloped area between 64th and 71st Streets to allow for flexibility in development. Encourage rental and ownership high-density housing on the Corridor.	<ul style="list-style-type: none"> • Removes barriers to redevelopment • Facilitates business reinvestment • Brings retail customers into walking and biking distance • Supports transit • Allows developers to create cohesive projects better suited to specific sites • Encourages residential and mixed use development to support commercial uses 	Immediate	In house and funds are appropriated for code consultant	Medium
1.2 Include Multimodal Amenities. Improve the overall street section and east-west connections to incorporate multimodal travel.				
1.2a. Bike and Pedestrian Amenities: Require pedestrian and cyclist amenities as new development occurs along US 287 and from adjacent neighborhoods. Require that new development provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods. Look at revising the purpose of the B zoning designation to include the encouragement of walking and biking access to and from adjacent neighborhoods, and add a subsection outlining circulation, safety, and access standards for vehicles, bicycles, and pedestrians, such as stated in 18.29.040B.	<ul style="list-style-type: none"> • Improves public safety • Increases business activity by providing easy access from adjacent residential neighborhoods • Promotes business reinvestment 	Immediate	No cost, unless provided by City	High
1.2b. Gateway Enhancements: Create a northern gateway into Loveland.	<ul style="list-style-type: none"> • Promotes City recognition • Builds sense of City pride 	Immediate	Approx. \$250,000	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
<p>1.2c. Bike Lanes Study: Undertake a study specifically for the US 287 Corridor to investigate the feasibility of a formal, dedicated bike lane for the length of US 287. Investigate opportunities for creative, alternative solutions to enhance bicyclist safety, such as painted, textured lanes, buffered lanes, or grade-separated lanes. Look at alternative parallel options through sections of reduced right-of-way widths. Coordinate with the Bicycle and Pedestrian Education Coalition (BPEC) to increase knowledge and awareness about how to safely share roads.</p>	<ul style="list-style-type: none"> • Furthers City plans to provide bike lanes on US 287 • Promotes multi-modal accessibility • Encourages active transportation • Creates a finer-grained transportation network and higher visibility with more development opportunities 	0 - 5 years	Approx. \$200,000	High
<p>1.2d. East/ West Connections: Investigate opportunities for new development to provide connections and future right-of-way for east/west street connections from retail districts to adjacent neighborhoods.</p>	<ul style="list-style-type: none"> • Increases east-west mobility and improves access between residential and commercial uses • Provides more cohesive organization of land uses 	0 - 5 years	No cost, in house	High
<p>1.2e. Grant Avenue: Study the feasibility of connecting Grant Avenue between 52nd Street and the Peakview Industrial Park to allow for an additional north/ south connection.</p>	<ul style="list-style-type: none"> • Improves north/ south mobility • Reduces traffic congestion on US 287 	5 - 10 years	Approx. \$50,000 for initial feasibility study	Medium
<p>1.3 Attract Business. Leverage the existing employment concentration to strengthen employment base and attract additional business.</p>				
<p>1.3a Longview/ Midway Industrial Park and Peakview Commercial Park Expansion: Capitalize on the recent growth and development within the industrial park, and promote its access to FLEX bus transit. Work with existing businesses to determine what linkages and partnerships would benefit from additional development.</p>	<ul style="list-style-type: none"> • Increases the viability of this employment center • Provides additional job opportunities • Encourages transit ridership 	0 - 5 years	No cost, in house	Medium

CHAPTER 3.

ZONE 2

ZONE 2: 37TH STREET TO CEMETERY

CONTEXT

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

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

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





Loveland Marketplace



King Soopers in Orchards Shopping Center



Bus transfer station in Orchards Shopping Center



Office buildings in Orchards Shopping Center



Roadway connecting Orchards Shopping Center & Loveland Marketplace lacks sidewalks



Restaurant south of 29th Street with parking in front



Circulation and access within the centers and across US 287

CHALLENGES

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



29th Street commercial areas neglect pedestrian needs



Vacant commercial business



Existing shopping center





Farmers' markets enliven the public realm



High quality landscaping adds value to the community



Entertainment uses add diversity to the shopping experience



Taller buildings near the street create pedestrian-friendly places

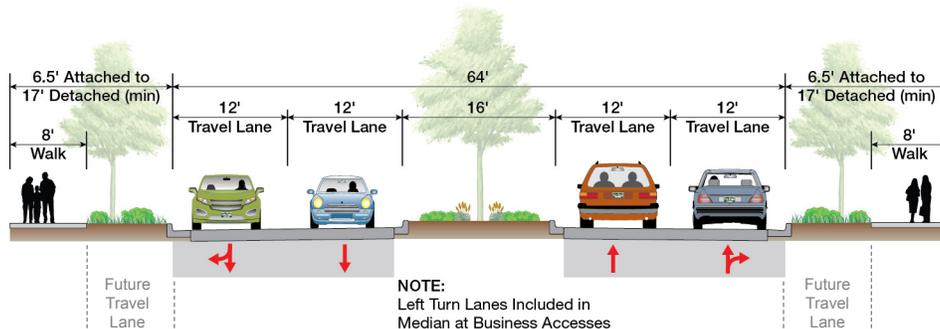
OPPORTUNITIES

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

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

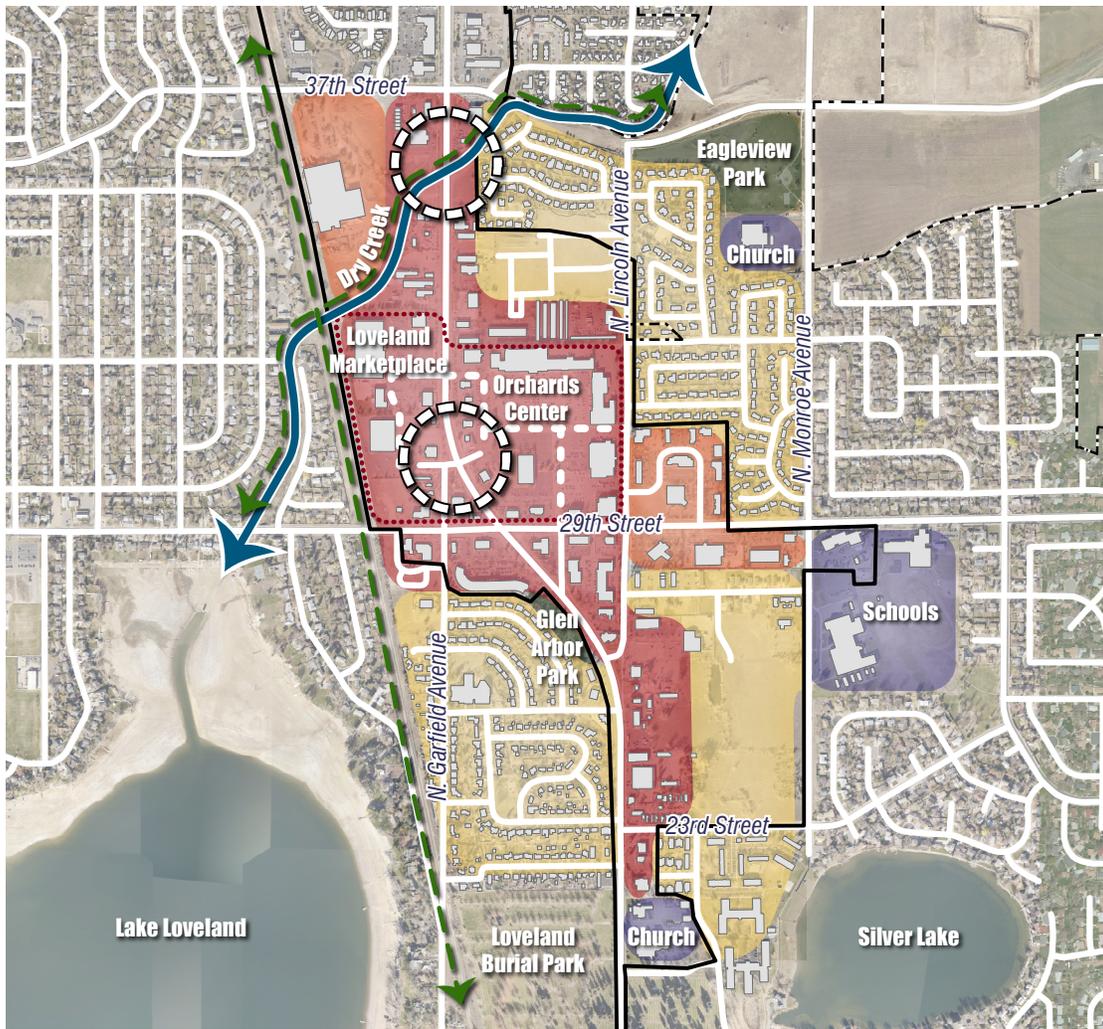
ECONOMIC STRATEGY

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



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





ZONE 2: 37TH STREET TO CEMETERY

0 Miles 0.25 0.5

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

CATALYTIC PROJECT

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

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



Main street concept with surrounding shopping and amenities



Improved mixed use retail and office uses





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

ACTION PLAN

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

ACTIONS

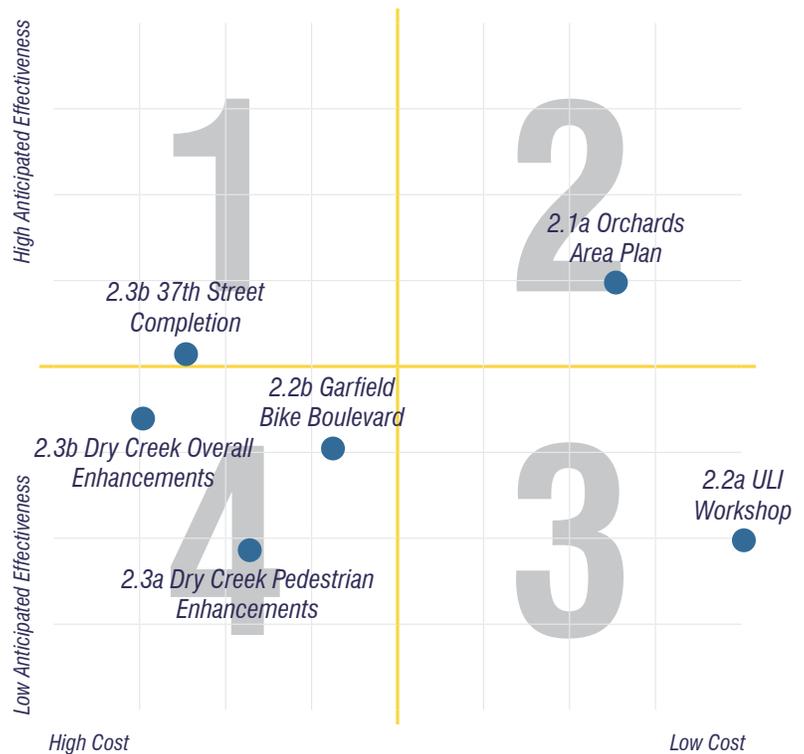
2.1 Revitalize the 29th Street Commercial Area. Develop a commercial district revitalization plan.

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

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

SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
2.1 Revitalize the 29th Street Commercial Area: Develop a commercial district revitalization plan.				
<p>2.1a Orchards, Loveland Market Place, and Palmer Gardens Area Plan: Initiate a consolidated area plan to garner interest in redevelopment within the area and inform the design of a revitalized commercial area.</p> <ul style="list-style-type: none"> • Detail the inclusion and design of an improved and expanded transit transfer station. • Include options for a 29th Street Commuter Rail Station. • Add community gathering and event spaces to increase outdoor events and incorporate options for more formal space for the Loveland Farmers' Market, and other events. • Investigate additional vehicular, pedestrian, and cyclist connections within the center and into surrounding neighborhoods. • Develop site design standards that promote pedestrian-oriented development and a "Main Street" atmosphere. • Identify the consolidation of parcels, or those areas that should be dedicated as formal rights-of-way. • Investigate options to help fund area improvements, such as a TIF district, sales tax share-back agreements, etc. • Commission a marketing/ branding study to rebrand and revitalize the area, including looking at signage and landscape design guidelines that would define this area as a primary node and destination within the City. • Conduct a targeted businesses study to investigate attracting entertainment and destination retail uses that could serve as an anchor and catalyze additional mixed use development. . 	<ul style="list-style-type: none"> • Attracts development opportunities • Improves multimodal access and circulation • Encourages pedestrian activity • Modernizes the shopping environment • Enhances the area's image • Increases business diversity • Increases sales tax revenue • Becomes a regional draw and amenity 	0 - 5 Years	Approx. \$150,000	High

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
2.2 Simplify Connections. Reorganize the street network and walk and trail connections for improved vehicle, pedestrian, and bicycle access, safety, and connectivity.				
2.2a ULI Building Healthy Places Workshop: Utilize the outcomes of the spring workshop to inform additional changes or amenities within the area. <i>(refer to Appendix 4, for final report)</i>	<ul style="list-style-type: none"> Promotes citizen awareness regarding the built environment and healthy living opportunities 	Immediate	No cost, awarded through grant	High
2.2b Garfield Avenue Bike Mobility Study: Investigate the incorporation of creative and alternative solutions for bike lanes on parallel north-south streets, such as Garfield Avenue, as an alternative to bike lanes on unsafe or constricted portions of US 287. Additionally, include safe, east-west connections across US 287 and into adjacent neighborhoods.	<ul style="list-style-type: none"> Facilitates safe, low-stress bicycling 	5 - 10 years	Approx. \$150,000, for initial feasibility study	Medium
2.3 Improve Dry Creek Culvert. Improve pedestrian crossings at Dry Creek.				
2.3a Dry Creek Culvert Pedestrian Safety Enhancements: Improve pedestrian safety, access and connectivity across Dry Creek with the construction of sidewalks on the culvert.	<ul style="list-style-type: none"> Improves public safety 	Immediate	Approx. \$250,000	Medium
2.3b Dry Creek Culvert Overall Enhancements: Continue to enhance pedestrian connectivity across US 287 by constructing a pedestrian underpass and trail connections along Dry Creek.	<ul style="list-style-type: none"> Improves public safety Promotes recreational activity 	5 - 10 years	\$5 – \$10 million	Medium
2.3c 37th Street Completion: Complete the connection of 37th Street across Dry Creek.	<ul style="list-style-type: none"> Improves city-wide connectivity 	5 - 10 years	Over \$10 million	High



CHAPTER 4.

ZONE 3

ZONE 3: CEMETERY TO 8TH STREET

CONTEXT

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

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

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

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





Loveland Burial Park



Home on Cleveland Ave.



Home converted to business on Cleveland Ave.



Commercial center at Cleveland Ave. & Eisenhower Blvd.



Auto-oriented businesses



East/west street between the couplet



Safeway in the middle of the couplet



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

CHALLENGES

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



Hotel on Lincoln Avenue



Small, narrow frontages are common



The intersection of US 287 & US 34



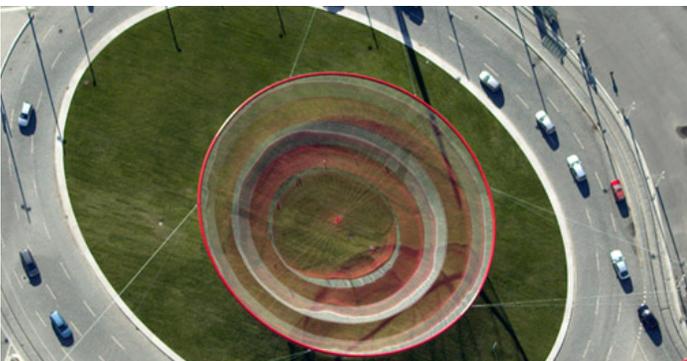
OPPORTUNITIES

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

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



New stores encourage people to stop, shop, and eat



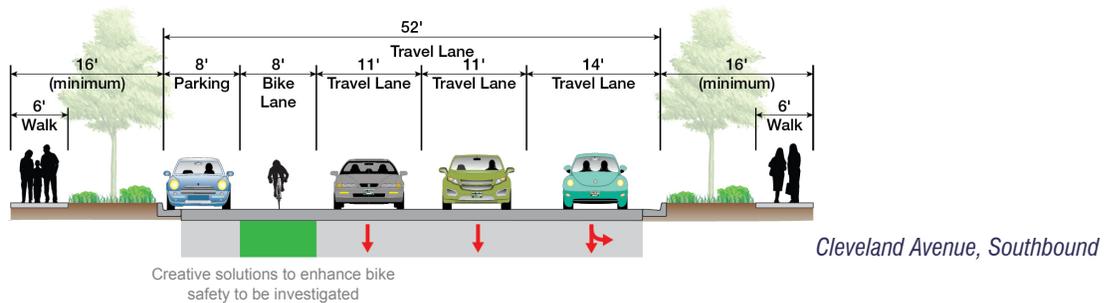
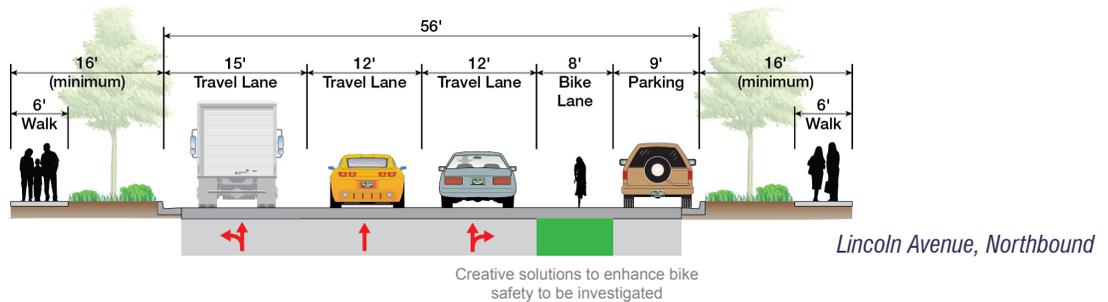
Iconic gateway art enhances the City's image as an arts community



Lively outdoor spaces activate the street

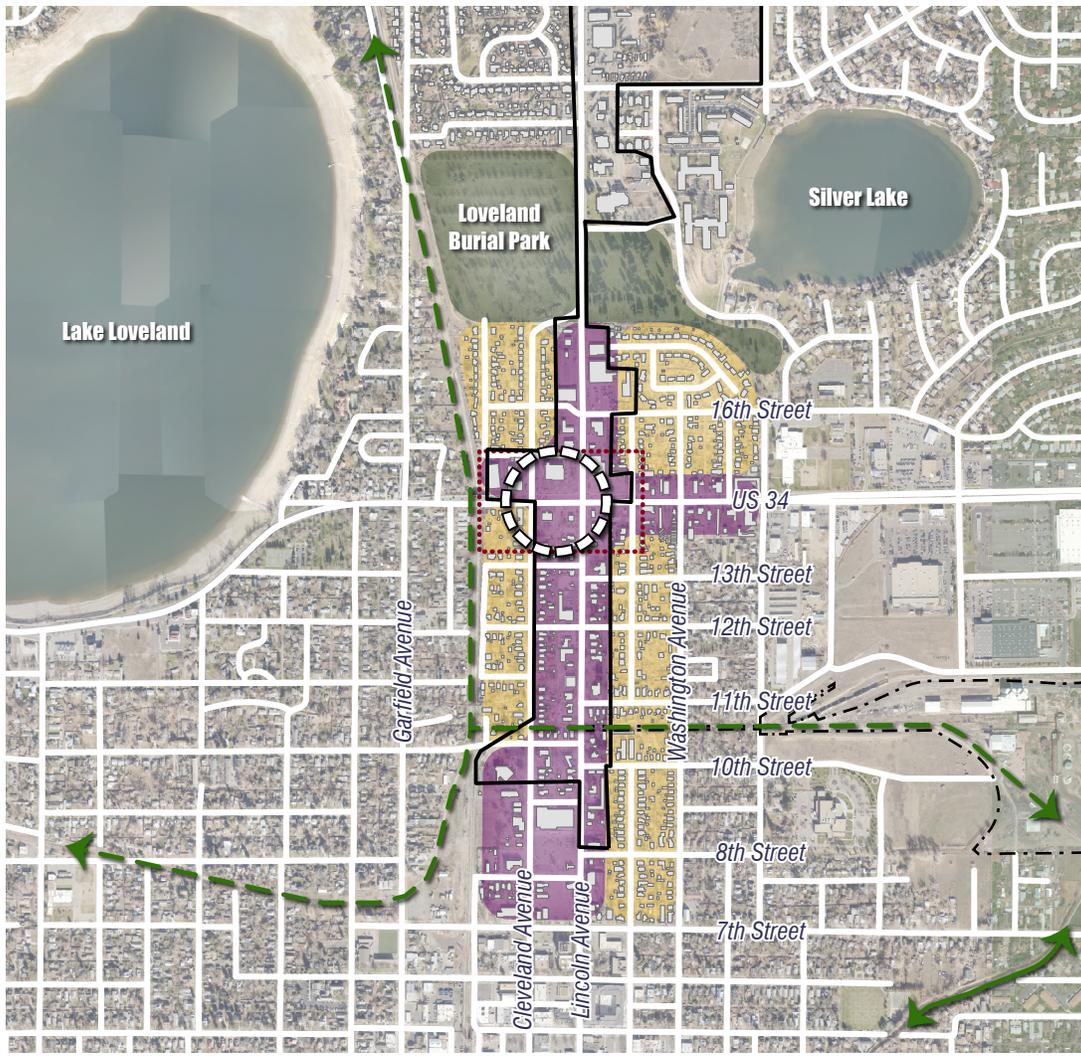
ECONOMIC STRATEGY

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



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





ZONE 3: CEMETERY TO 8TH STREET

0 Miles 0.25 0.5

- City Boundary
- Corridor Boundary
- Existing Trail
- Proposed Trail
- Gateway
- Residential
- Mixed Use
- Park / Natural Area
- Catalyst

CATALYTIC PROJECTS

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

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

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

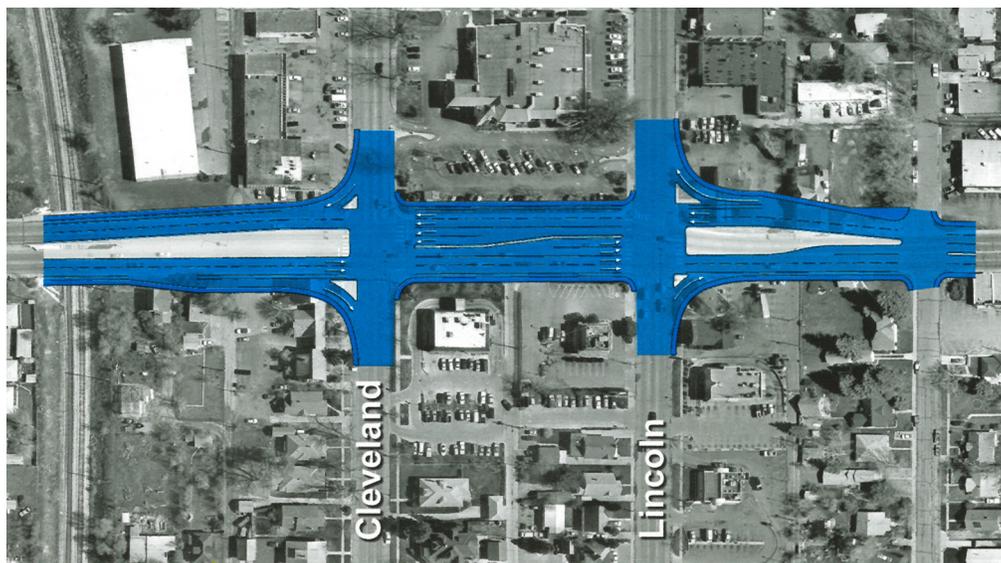
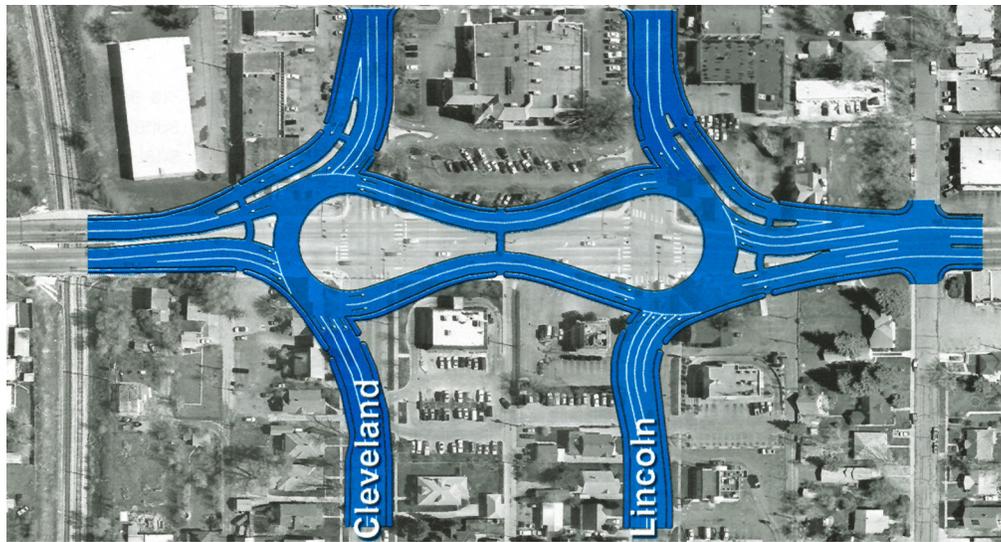


Enhanced landscape and amenities



Restaurant with outdoor seating





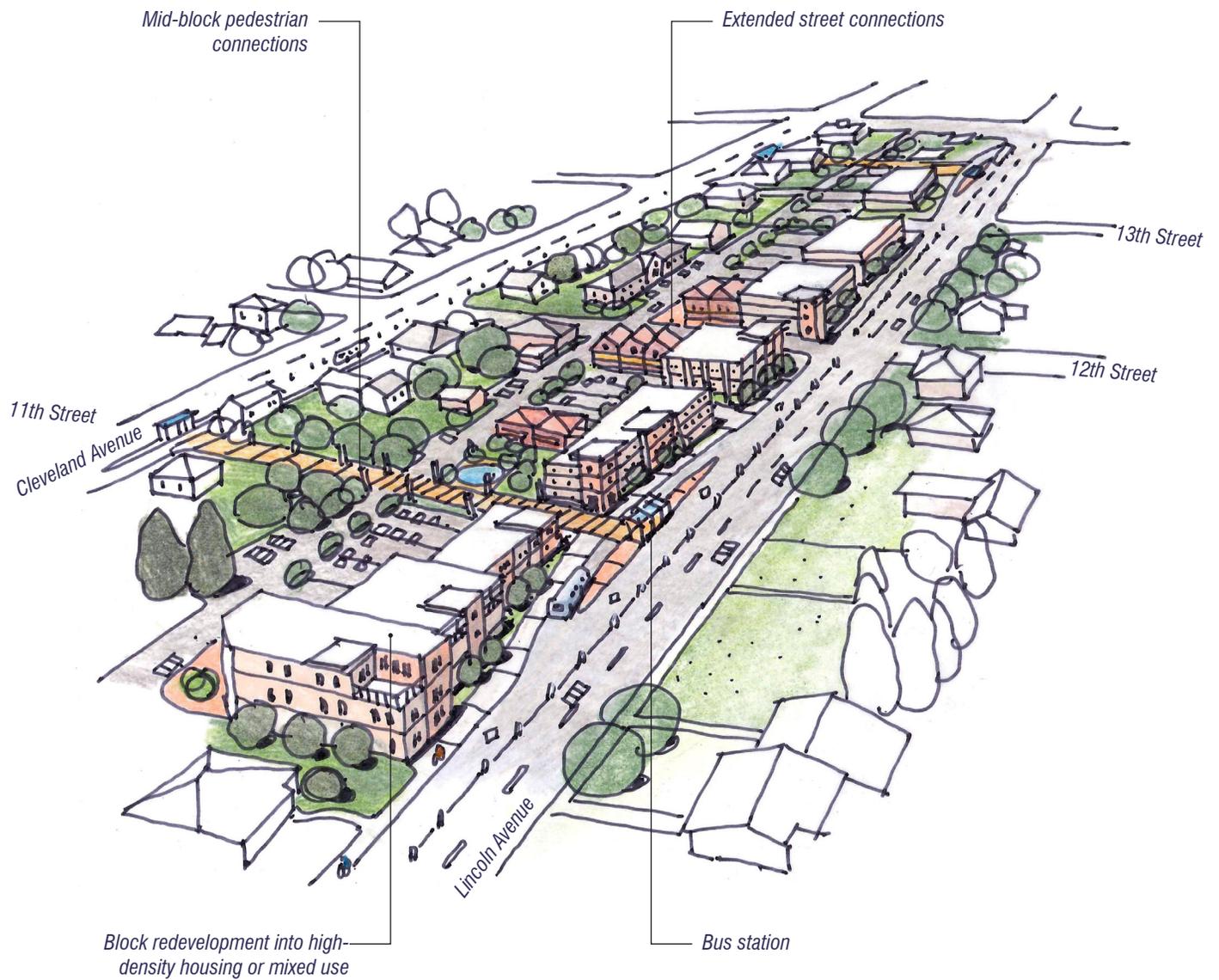
Alternatives included in the 1997 East-West Mobility Study, at top the hourglass roundabout; at bottom the back-up traditional design

CATALYTIC PROJECTS

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

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





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

ACTION PLAN

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

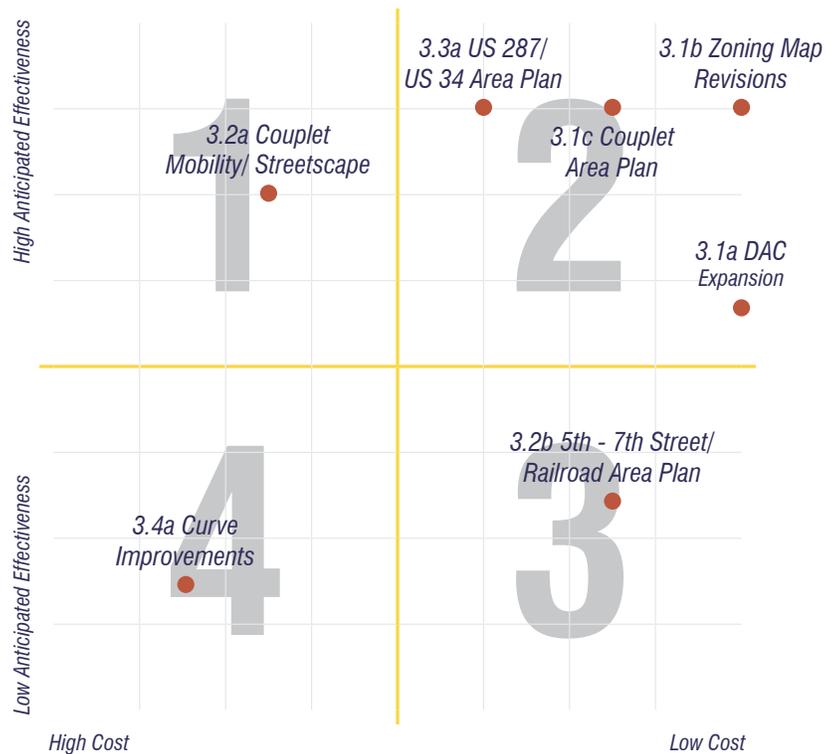
ACTIONS

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

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

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

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



SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
3.1 Allow Mixed Use. Expand the Downtown Activity Center (DAC) land use designation and the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA boundary.				
3.1a DAC Expansion: Expand the DAC land use designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	<ul style="list-style-type: none"> Facilitates Downtown’s continued revitalization 	Immediate	In house	Low
3.1b Zoning District Map Revisions: Expand the B-E zoning designation to allow mixed use through the couplet area, and align with the new DDA Boundary.	<ul style="list-style-type: none"> Promotes mixed use within the DDA Provides more land use options to facilitate redevelopment 	Immediate	In house	Medium
3.1c Couplet Area Plan: In association with the extension of East/West streets in Sub-Action 3.2a, smaller blocks should be reclaimed as pocket parks, and larger blocks should be redeveloped in order to accommodate mixed use and residential development, with those land uses fronting the east/west streets, and limiting driveway access onto US 287.	<ul style="list-style-type: none"> Promotes mixed use Promotes more activity adjacent to Downtown Allows more flexibility in redevelopment options 	5 - 10 Years	\$150,000	Medium
3.2 Improve Multimodal Amenities. Improve the pedestrian environment and add bike lanes, through creative, alternative solutions, allowing for safe travel and access.				
3.2a Couplet Mobility & Streetscape Improvements: Reclaim exterior travel lanes via pavement re-striping to reduce the number of travel lanes from three to two for northbound and southbound through lanes. Two through-lanes match the roadway footprint to the north and south of Downtown, and it provides an opportunity to include bike lanes in the street cross-section while likely slowing vehicular speeds by some extent at a relatively low cost. Auxiliary lanes should still be provided on the approaches to US 34/Eisenhower Boulevard. Bike lanes shall be incorporated in a safe way, and should utilize creative and alternative solutions to enhance safety of the bicyclist.	<ul style="list-style-type: none"> Facilitates safe, low-stress bicycling; provides continuity of driver expectancy Calms traffic Improves connectivity Encourages pedestrian activity Improves the area’s image Creates a sense of identity Attracts business investment Increases sales tax revenue 	5 - 10 Years	Approx. \$1 million per mile	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
<p>Enhancements should be prioritized by 3 - 4 block segments and include: sidewalk widening and extension; additional street trees landscaping; safety improvements to high-volume pedestrian and bicycle crossings; street furniture at high volume pedestrian areas, and transit stops; enhanced street and pedestrian lighting; gateway features and landscaping, especially at the north end of the couplet; and utility burial.</p>				
<p>3.2b 5th – 7th Street / Railroad Avenue Station Area Plan: Conduct a Station Area Plan for the railroad property Commuter Rail Station.</p>	<ul style="list-style-type: none"> Facilitates transit oriented development 	5 - 10 Years	Approx. \$350,000	Low
<p>3.3 Initiate a Redevelopment Plan. Create a redevelopment plan for the US 34 & US 287 intersection as a key gateway into Downtown.</p>				
<p>3.3a. US 34/ US 287 Area Plan: Create a redevelopment plan for the US 34/US 287 intersection as a key gateway.</p>	<ul style="list-style-type: none"> Catalyzes business reinvestment or new development Promotes City recognition Builds sense of City pride 	Immediate	Approx. \$200,000	High
<p>3.4 Safety Improvements at the Curve. Create a plan and implement safety improvements for southbound vehicles, pedestrians and the adjacent neighborhood where US 287 splits into one-way segments.</p>				
<p>3.4a. Curve Improvements: Create a plan and implement safety improvements for southbound vehicles.</p>	<ul style="list-style-type: none"> Improves safety 	5 - 10 Years	Over \$5 million	Low



CHAPTER 5.

ZONE 4

ZONE 4: 1ST STREET TO SH 402

CONTEXT

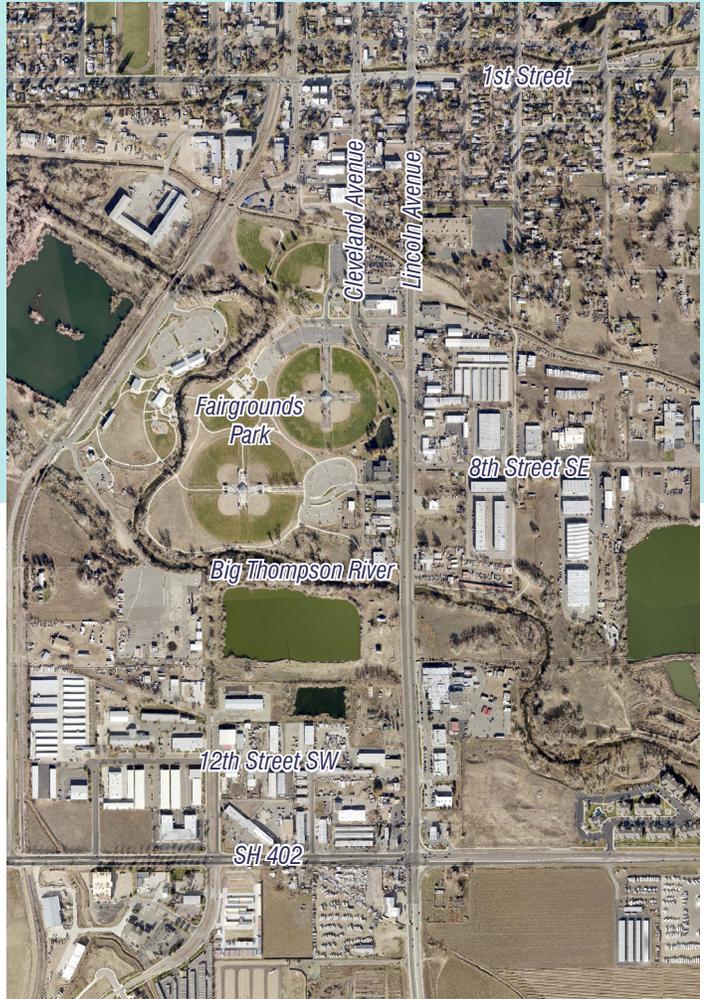
Zone 4 begins at 1st Street south of Downtown and ends at SH 402, covering approximately 1 mile. The one-way couplet ends between 5th Street SE and 8th Street SE, and south of this point US 287 returns to a single roadway with two travel lanes in each direction and a center turn lane. Much of the land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

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

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

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





Auto shop between the couplet



Barn representing agricultural history



Roadway conditions in Zone 4



Auto-oriented uses in Zone 4



Trail underpass along the river at US 287



Two-story light industrial building south of the river



Gas station northeast of US 287 and SH 402

CHALLENGES

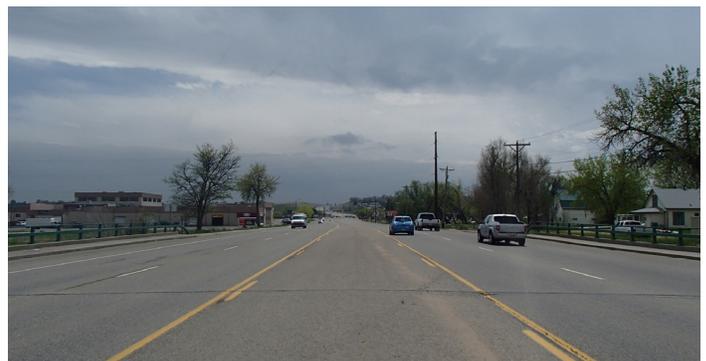
- Existing land uses in the vicinity of the Big Thompson River are not taking full advantage of the opportunity to celebrate the river as a community asset.
- Uncertainty about flood hazards associated with the river has limited reinvestment opportunities for certain properties.
- Existing industrial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



Big Thompson River Bridge



Multiple drive access points interrupt the sidewalk



Buildings located within the floodplain





Recreational opportunities add value to the community



The Big Thompson River is a significant natural asset



A high quality bridge celebrates the river it crosses



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

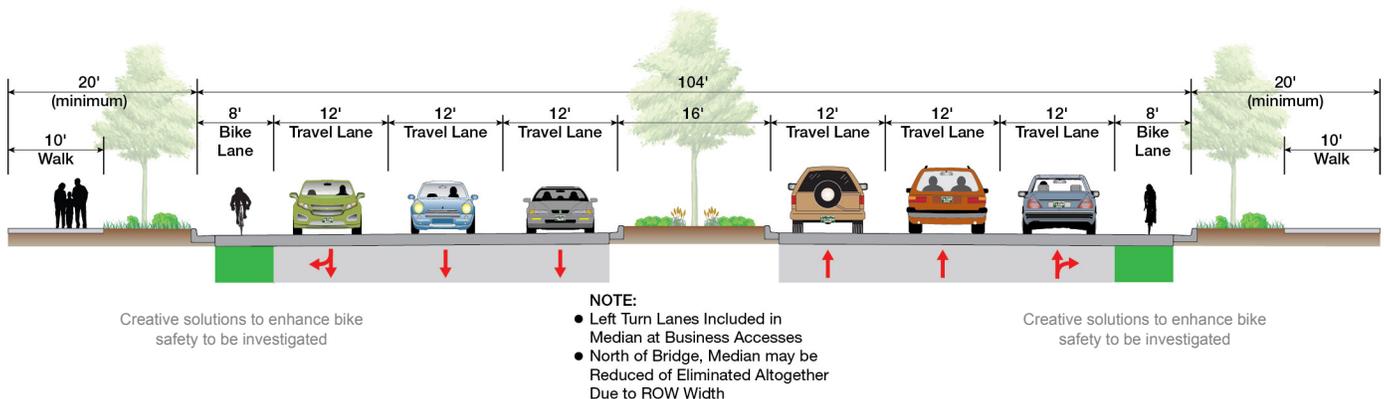
OPPORTUNITIES

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

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

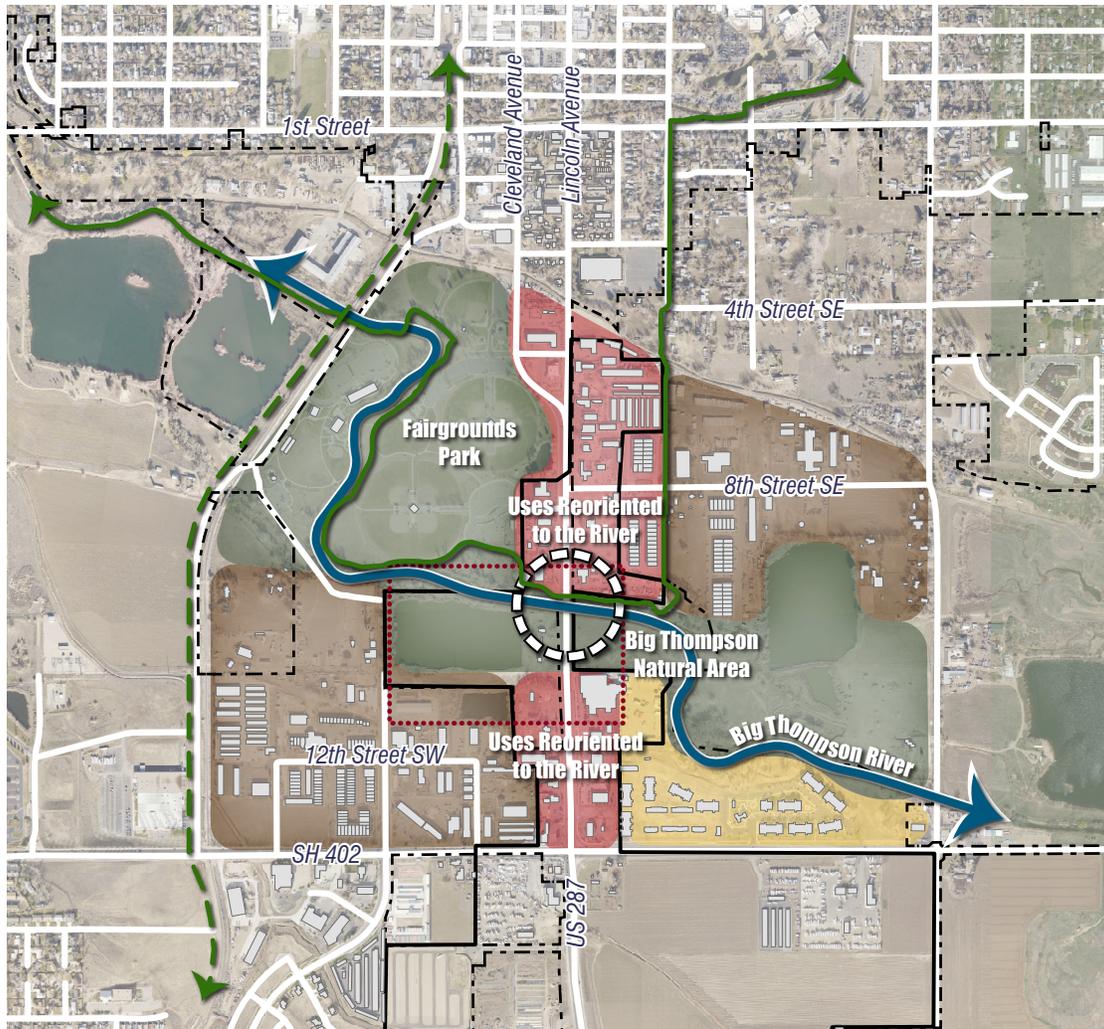
ECONOMIC STRATEGY

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

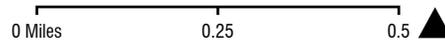


Rendering depicts a general concept, and illustrates only one of several possible futures. Actual construction will vary.





ZONE 4: 1ST STREET TO SH 402



- City Boundary
- Corridor Boundary
- Existing Trail
- Proposed Trail
- Waterway
- Gateway
- Red fill: Retail / Service
- Brown fill: Light Industrial
- Yellow fill: Residential
- Green fill: Park / Natural Area
- Dotted red line: Catalyst

CATALYTIC PROJECT

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

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

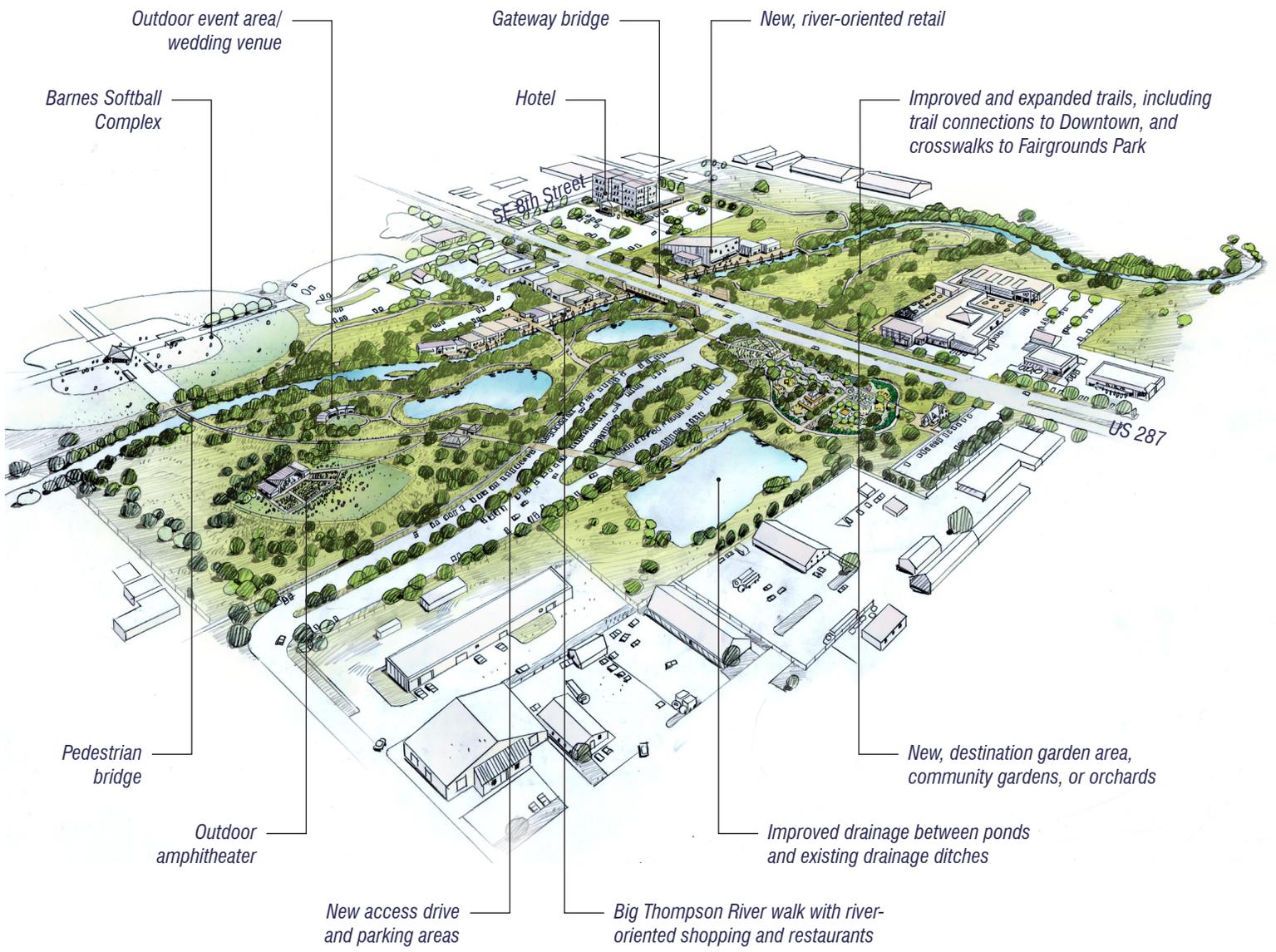


Outdoor amphitheater



Example river walk with shopping and restaurants





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

ACTION PLAN

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

ACTIONS

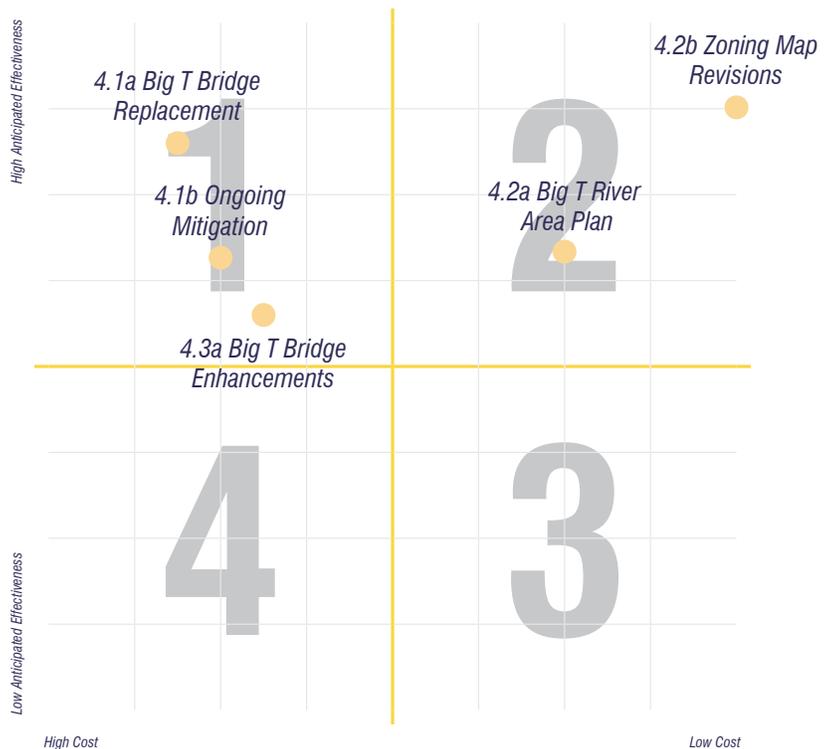
4.1 Mitigate Flood Hazard. Mitigate the flood hazard and reduce the possibility of future damage from flood events.

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

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

SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
4.1 Mitigate Flood Hazard: Mitigate the flood hazard and reduce the possibility of future damage from flood events.				
4.1a Big Thompson Bridge Replacement: Replace the Big Thompson River Bridge to reduce the flood boundaries and constriction at the headwalls of the bridge structure, allowing more capacity under the bridge, and reducing the amount of floodway and floodplain on the western side of the US 287 bridge crossing.	<ul style="list-style-type: none"> Increases flood flow capacity Reduces flood hazard Opens up more land for development 	5 - 10 Years	Over \$10 million	High
4.1b Ongoing Mitigation and Enhancements: Mitigate any additional flood hazards with the creation of detention ponds. Mitigate in order to allow for future properties to develop along the Big Thompson River Frontage, without lying within the floodway. Expand and improve natural area with trails that connect with US 287 and Fairgrounds Park. Annex and buy existing County properties to expand the existing natural area.	<ul style="list-style-type: none"> Facilitates river-oriented development Creates recreational opportunities Activates the Big Thompson River's edge 	0 - 5 Years	Approx. \$15 million	High
4.2 Create an Area Plan: Create an area plan to capitalize on flood mitigation efforts and convert the US 287/ Big Thompson River crossing into a Big Thompson River District (i.e. Estes Park, Pueblo, Golden).				
4.2a. Create a Big Thompson River District Area Plan: Capitalize on flood mitigation efforts and establish a Big Thompson River District for the US 287/ River crossing.	<ul style="list-style-type: none"> Uses outside funding source to capitalize on flood mitigation efforts Catalyzes business reinvestment or new development 	Immediate	Approx. \$200,000	High
Through an area plan, investigate acquisition of select properties, and leverage any public and/or private investment to incentivize additional public amenities and commercial redevelopment and along the Big Thompson River.				

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
<p>4.2b Zoning District Map Revisions: Update zoning and coordinate with Larimer County on enclaves to create a consistent zoning for the area in order to allow flexibility for redevelopment/ development options.</p>	<ul style="list-style-type: none"> • Primes the area for desired land uses • Increases development predictability 		\$2,500	High
<p>4.3 Create Gateway: Replace the bridge across the Big Thompson River to help mitigate flooding and create a southern gateway to Downtown.</p>				
<p>4.3a. Big Thompson River Bridge Enhancements: As part of the bridge replacement, improvements and reconstruction identified in Sub-Action 4-1a, design enhancements should be put in place including signature rails, enhanced pedestrian sidewalks, landscaping, etc.</p> <p>Highlight the Big Thompson River as a local asset and destination on nearby wayfinding signs. Install artwork at the Big Thompson River bridge and throughout the Big Thompson River District that reflects the revitalization of the area around the natural feature of the Big Thompson River.</p>	<ul style="list-style-type: none"> • Celebrates the Big Thompson River • Improves the area's image • Promotes the City's identity as an arts community • Attracts business investment 	5 - 10 Years	Over \$5 million	Medium



CHAPTER 6.

ZONE 5

ZONE 5: SH 402 TO SH 60

CONTEXT

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

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

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





Estate home



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



Light industrial uses along the highway



Large-lot residential subdivision



Loveland Tech Center northwest of US 287 & SH 60



County lands

CHALLENGES

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



Low-density housing



Few roads connect to US 287 from the east or west



Zone 5 is sparsely developed





New homes provide increased housing options



Trails are an important recreational amenity



Wide open spaces offer mountain vistas



Playgrounds attract families and encourage social gathering

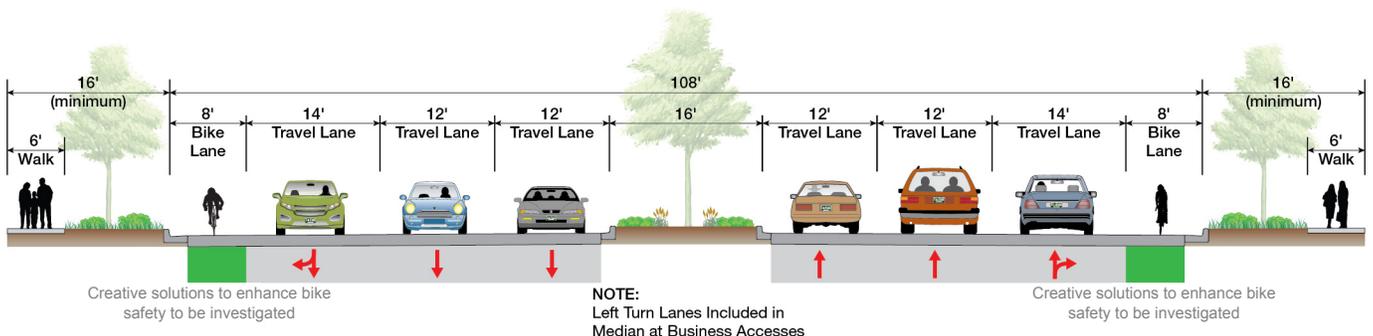
OPPORTUNITIES

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

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

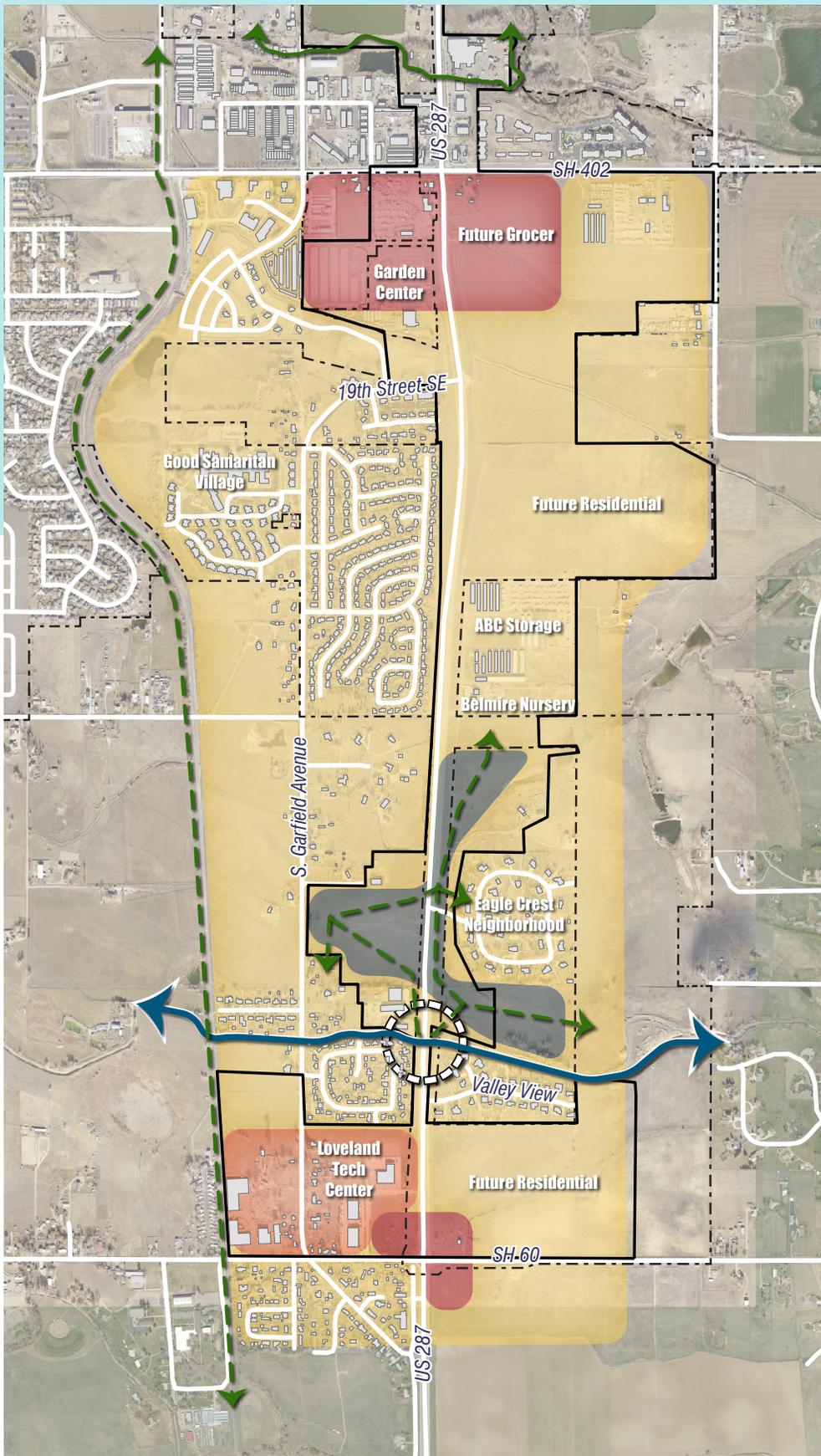
ECONOMIC STRATEGY

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



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





ZONE 5: SH 402 TO SH 60

0 Miles 0.25 0.5

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

ACTION PLAN

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

ACTIONS

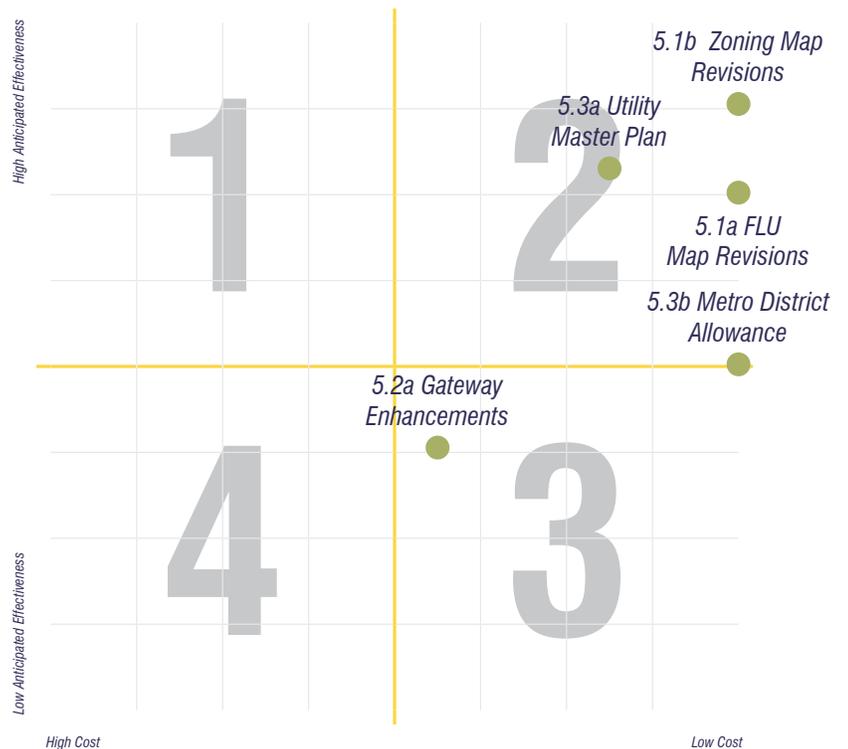
5.1 Modify Future Land Use & Zoning. Update the land use and zoning maps to encourage mixed use and residential development to support retail districts to the north and south.

5.2 Create Gateway. Create a southern gateway into Loveland.

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

SUB-ACTIONS

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



ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
5.1 Modify Future Land Use & Zoning: Update the land use and zoning maps to encourage mixed use and residential development to support retail districts to the north and south.				
5.1a Future Land Use Map Revisions: Modify the future land use map to strategically locate commercial areas, and surround commercial with supportive residential areas. Coordinate these land use changes with the Comprehensive Plan update.	<ul style="list-style-type: none"> • Creates a more economically sustainable structure for the community • Concentrates living units in closer proximity to community commercial uses 		No cost, in house	Medium
5.1b Zoning District Map Revisions: Promote a node of mixed use and higher density residential at SH 402.	<ul style="list-style-type: none"> • Concentrates living units in closer proximity to community commercial uses • Reduces vehicle miles traveled • Utilizes a more efficient provision of public infrastructure 	Immediate	No cost, in house	Medium
5.2 Create Gateway: Create a southern gateway into Loveland.				
5.2a Gateway Enhancements: Create a southern gateway into Loveland. Incorporate public art in order to reinforce Loveland's identity as an arts community.	<ul style="list-style-type: none"> • Promotes City recognition • Builds sense of City pride • Supports community art projects 	Immediate	Approx. \$250,000	Medium

ACTION PLAN

Action / Sub-Action	Value Added	Timeframe	Estimated Cost to City	Citizen Concern
5.3 Develop Master-Planned Residential Communities: Promote the development of contiguous, master-planned neighborhoods.				
5.3a. Utility Master Plan: Plan for all utilities south to SH 402 and what the city and/or county will fund vs. private development	<ul style="list-style-type: none"> Allows new development a funding option for extension of sewer services 	Immediate	Approx. \$150,000	Low
5.3b Metro Districts Allowance: Allow for developer-initiated metro districts to build needed infrastructure, and require participation in regional improvements such as oversizing trunk utilities to serve existing and future uses to the south.	<ul style="list-style-type: none"> Allows additional funding options 	5 - 10 Years	No cost, in house	Low

