

# GUIDE TO DOWNTOWN DESIGN STANDARDS

LOVELAND, COLORADO

City of Loveland  
Loveland Downtown Partnership  
Downtown Development Authority  
Downtown Business Alliance



LAST REVISED: FEBRUARY 14, 2020

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## PURPOSE

Downtown Loveland is the heart of the community and was listed in the National Register of Historic Places as a National Historic District in 2015 by the National Park Service. Centered on East 4<sup>th</sup> Street and roughly bounded by Railroad Avenue and Jefferson Avenue, including a two-block span of Railroad Avenue, the District has served as the center of economic activity in Loveland since the late 19<sup>th</sup> century.

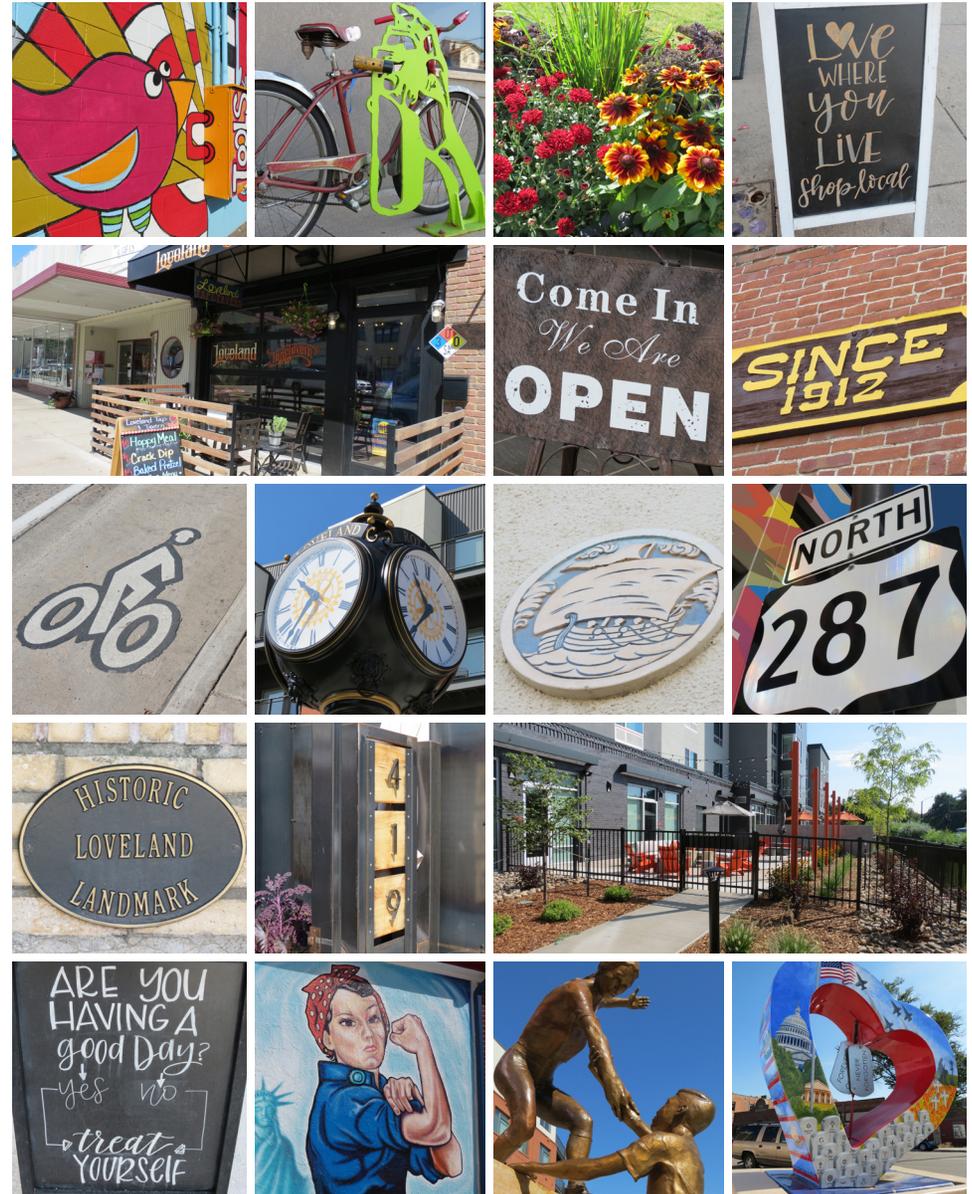
Its historic buildings contribute to the City's unique character, foster community pride and attract heritage visitors. Given the importance of downtown, all aspects of downtown development ought to be designed for both function and aesthetics, while complementing the historic character of this unique community asset. It is of upmost importance that the design preserves a "sense of place" to ensure Downtown Loveland maintains its unique charm and personality.

The Downtown Design Standards provide direction for the construction and rehabilitation of downtown buildings, particularly focusing on the exterior appearance of existing buildings, along with the design of new structures and additions. These standards help ensure new development is compatible with the character and scale of existing buildings.

Property and business owners are making aesthetic and structural improvements to their buildings as part of their economic investment strategy. In this process, an emphasis will be placed on repairing and/or restoring a building to its own unique design and architectural and historical integrity. The Design Standards serve as a glue that binds the downtown together by encouraging individual designs and advocating for actions that will maximize the collective value of Downtown Loveland visually and economically.

### Who Should Use This Guide?

This guide is intended for anyone who has the capacity to impact the physical appearance, identity, and growth potential of Downtown Loveland. Whether you are a property owner, business, developer, builder, designer, or real estate professional, this guide is for you.



To safeguard that downtown projects an image of quality and craftsmanship, the Design Standards will be applied in the decision-making process on façade grant and permitting applications. They set a direction for the exterior of buildings and offer a range of ideas that are appropriate to the historic context.

The Downtown Development Authority (DDA), City of Loveland Development Center (DC), and Loveland Historic Preservation Commission (LHPC) will use these standards to review submitted projects. The LHPC also uses the Secretary of Interior's *Standards for the Treatment of Historic Properties*.

At their core, the Downtown Design Standards align with the principles outlined in Table 18.02.201 of the City of Loveland's Unified Development Code, as illustrated on the right.

**“ In the end, our society will be defined not only by what we create, but by what we refuse to destroy. ”**

- John Sawhill



### Downtown Design Standards SECTION 18.04.06 OF UDC

 Click this icon to access the City of Loveland's web-based Downtown Design Standards (Section 18.04.06 of the Unified Development Code)

The icon appears throughout this document

This document is not meant to be comprehensive. Please refer to the Unified Development Code for the complete set of standards.

### City of Loveland Unified Development Code

Table 18.02.201

*To promote the development of a pedestrian-oriented downtown mixed-use business district with a variety of retail, commercial, office, civic, and residential uses.*

*To maintain and enhance the architectural and historic character of the zone;*

*To promote adaptive re-use and compatible infill development and redevelopment through the application of flexible development standards;*

*To encourage a diverse mixture of land uses throughout the zone, including arts and technology related uses and vertically mixed-use development;*

*To encourage revitalization and redevelopment of the downtown in a manner that preserves and complements its existing unique character;*

*To increase housing density to support the vitality of the downtown;*

*To increase employment density and economic opportunities;*

*To encourage high-quality design that is contextually appropriate;*

*To encourage redevelopment and increased density, while maintaining appropriate transitions between the downtown zone and surrounding residential neighborhoods; and*

*To support multi-modal transportation.*

### Downtown Design Standards TABLE 18.02.201 OF UDC



## Reclaiming the past

### PULLIAM COMMUNITY BUILDING

A community effort is underway to revive and renovate the historic Pulliam Community Building at 545 N. Cleveland Avenue in Loveland. It is vital that we preserve, reuse, and care for this solid asset in the core of our community. With everyone's help, we can see life return to Loveland's building for the community. Through re-purposing and remolding, a broad spectrum of events can be hosted. The spacious auditorium is a grand structure. The resulting benefit will be more visitors to businesses located in the heart of Loveland.

**“ We shape our buildings; thereafter they shape us. ”**

- Winston Churchill

# CHARACTER AREAS

As illustrated to the map on the right, Downtown Loveland is represented by four Character Areas:

## CORE

The **Core Character Area** covers the central downtown area, which includes a variety of businesses, services, and residential uses. For the purpose of this document, the Core excludes 4<sup>th</sup> Street, which is a separate Character Area given its unique attributes.



## 4<sup>TH</sup> STREET

The **4<sup>th</sup> Street Character Area** represents the heart of the central downtown area, which includes a variety of business and services. Extending from the historic train depot area, the 4<sup>th</sup> Street corridor connects eastward to the Loveland Civic Center beyond downtown.



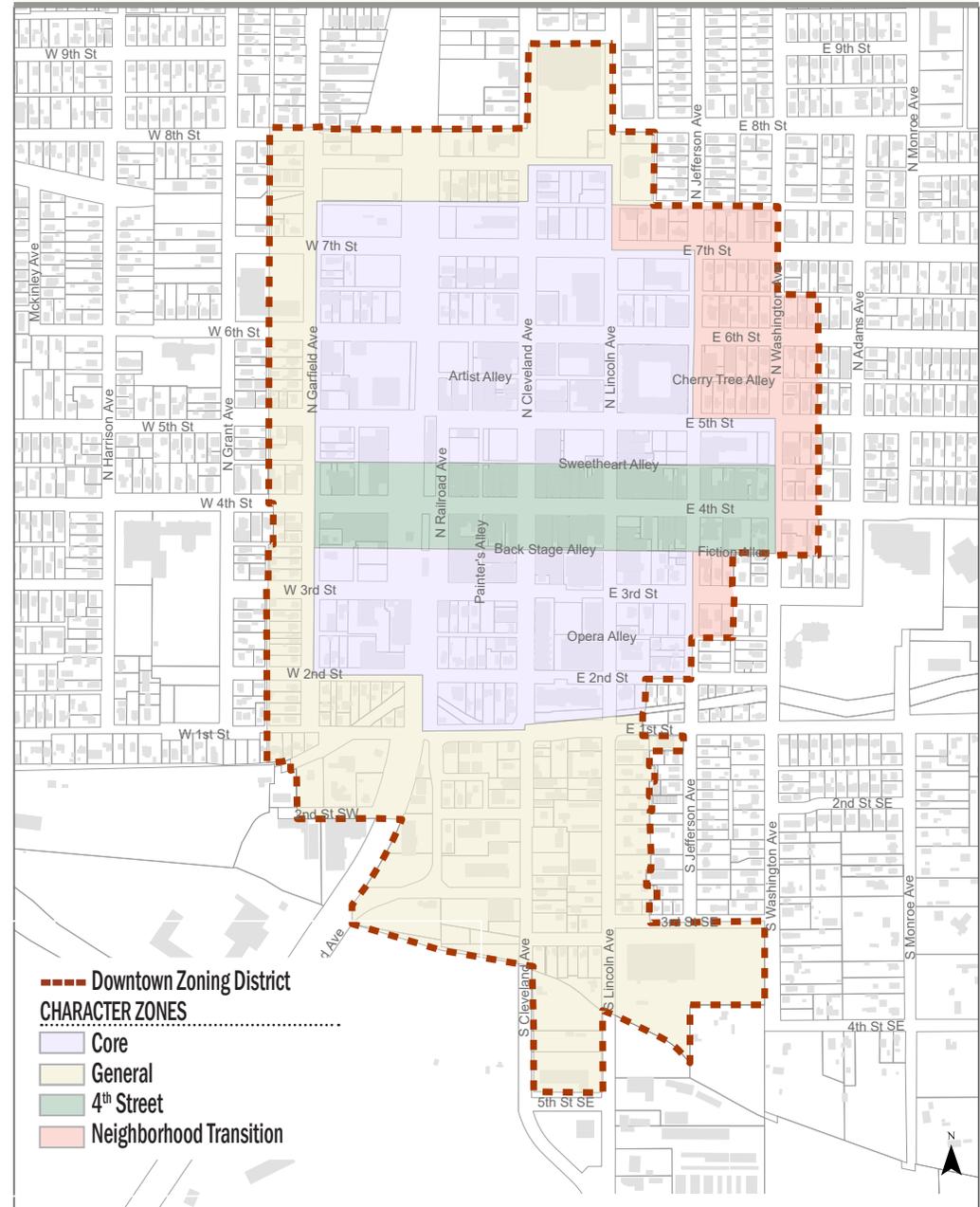
## GENERAL

The **General Character Area** encompasses the perimeter of Downtown Loveland. The western edge is primarily residential, while the northern portion is comprised of businesses. The southern area is a mix of uses, including residential, health-care, industrial, and auto-oriented uses.



## NEIGHBORHOOD TRANSITION

The **Neighborhood Transition Character Area** serves as the eastern perimeter of Downtown Loveland. Primarily comprised of owner- and renter-occupied residential properties, this area signifies the progression from the downtown area to single-family neighborhoods.



# HISTORY

The following timeline summarizes the historical markers that have shaped the identity and evolution of Downtown Loveland. It provides a lens through which we can utilize our knowledge of the past to inform how Downtown Loveland continues to redevelop and adapt today and into the future.

**1858** | Mariano Medina builds a trading post that is viewed as one of Colorado's earliest businesses.



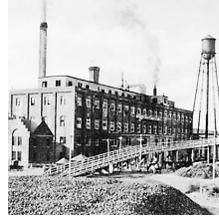
**1877** | Wheat farmer David Barnes plats the Loveland town site north of Big Thompson River.

Loveland Depot is completed.



**1877** | J. Lewis Herzinger and Samuel B. Harter erect a two-story brick commercial building housing a mercantile in the first block of 4<sup>th</sup> Street, serving to establish the community's "Main Street".

**1881** | City of Loveland is incorporated.



**1901** | The Great Western Sugar Company processing plant is constructed.

The plant profoundly affected the growth and development of Loveland. The sugar beet industry was responsible, at least in part, for a more than 300% increase in Loveland's population from 1900 to 1910.

**1900s** | Loveland is transformed by a building boom in the downtown business district.

Many notable additions to Loveland's downtown during this period include the three-story brick Union Block on the corner of East 4<sup>th</sup> Street and Lincoln Avenue, a new brick depot built by the Colorado & Southern Railroad, a power plant built in 1905 on West 2<sup>nd</sup> Street, and many more.

**1910s** | Loveland adds landmark buildings that mark continued growth.

The Lovelander Hotel (1912-13) and the Rialto Theater (1919-20) further enhanced the downtown.



**1920s** | Loveland's growth slows markedly but the City continues to make major improvements.

The Elks Club acquired the landmark Lovelander Hotel in 1927 and converted it into a lodge. A block away, the stately First National Bank was built in 1928; its Classical Revival or Temple-Front façade exuding confidence on the brink of the Great Depression.

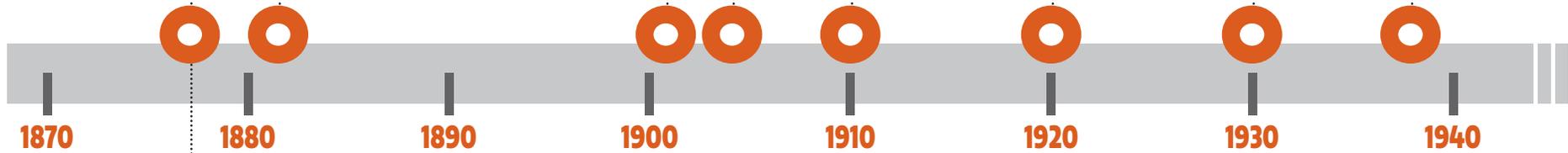
**1937-39** | Loveland Community Building is constructed.

Construction of the Community Building utilized labor provided by the Works Progress Administration (WPA). The site for the building, as well as \$20,000 toward the cost, was donated by David T. and Lillian Pulliam in 1936.



**1930s** | Loveland continues to grow steadily; however, much like the rest of the country, the early years of the Great Depression brought hardship to many in Loveland.

"New Deal" programs devised by the Roosevelt administration – including the Works Progress Administration (WPA), the Public Works Administration (PWA), and others – created welcome opportunities for the construction of civic and other public improvements.

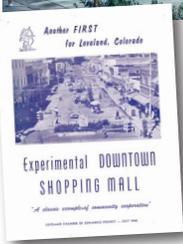


David Barnes plats the Loveland town site north of the Big Thompson River. His good friend, William A. H. Loveland, the President of the Colorado Central Railroad tells him that a newly constructed line of the railroad would be extended from Denver to Fort Collins and eventually to Cheyenne. Barnes immediately begins platting a new town on an 80-acre site next to the surveyed line of the railroad that goes through his wheat field and names the community Loveland in honor of his friend. Barnes donates part of his farm to the railroad for its right-of-way and by December of 1877 the railroad's depot is completed. The Depot location on Railroad Avenue greatly influences the pattern of development. The railroad helped Loveland establish itself as a transport site for farmers, ranchers and lumber suppliers, leading to the town's rapid growth. During the last two decades of the 19<sup>th</sup> Century numerous improvements were added including a newspaper, bank, a large hotel, a grain elevator, flourmills, public schools, a municipal waterworks, and a growing number of homes and business establishments.



**1960 |** Hewlett Packard builds their first U.S. manufacturing plant outside of Palo Alto, CA, in Loveland.

Initially, HP was housed in the Quanset Hut building located on the southeast corner of 1st Street and Lincoln Avenue, while they completed the 800,000 sq ft (comprised of five buildings) center off 14th Street. By 1981, HP employed over 3,000 staff. By 2005, there were about 300 employees left on the site.



**1960 |** City opens an experimental, pedestrian-only Downtown Shopping Mall.

**1967 |** The City's General Improvement District is established.

**1968 |** Bob Zimmerman, a metallurgist educated at the Colorado School of Mines, leaves Detroit and General Motors to start a foundry casting auto parts, launching Loveland as a growing hub for metal-based sculpture.



**1984 |** Five sculptors -- along with representatives from the City of Loveland, the Chamber of Commerce, and a few interested citizens -- start Sculpture in the Park, which has grown into the largest sculpture show in the world.

The expanded art and sculpture festival is held on the same weekend every August. Artists, art buyers, and tourists all converge on Loveland for this popular event. The festival celebrated its 36th year in 2019. The five founding sculptors are George Lundeen, Dan Ostermiller, George Walbye, Fritz White, and Hollis Williford.



**1985 |** Loveland passes an ordinance that designates 1% of capital projects towards the purchase and maintenance of art.

A first of its kind in Colorado, the 1% ordinance has enabled Loveland to amass an art collection that is valued at over \$10 million dollars and can be viewed all over the City.

**2012 |** The Rialto Theater Center, a public, private, and philanthropic partnership, is completed.



**2007 |** Loveland creates a downtown façade grant program.

One of the first buildings to take advantage of the façade grant funds was the historic Buggy Top Building, located at 417-421 E 4th Street. Constructed in 1907, the two-story red brick commercial building features a corbelled cornice and translucent window transom.

**2017 |** Downtown Development Authority (DDA) is formed.



**2015 |** Downtown Loveland is placed on the National Register of Historic Places by the U.S. Department of the Interior.



**2015 |** The Artspace Loveland Lofts live/work unit building is completed.

The community arts campus has two buildings, the historic Feed & Grain and 30 resident below market rate lofts with studios and a common gallery space for exhibits. The historic granary is being converted into a sustainable incubator complex with studio space for 12-16 artists and creative commercial tenants.

**2018-19 |** The first developments of the Foundry open in Downtown Loveland.

New developments include a parking garage, Patina Flats on Lincoln, Patina Flats on Cleveland, and a public plaza in 2018, as well as the Metrolux theater and Marriott Townplace Suites hotel in 2019.



**2019 |** Loveland officially becomes a Colorado Creative District.

Zimmerman invented a special technique of making and compounding alloys which created a resilient bronze substance proving to be perfect for casting sculpture. It soon attracted many renowned sculptors to live and work in Loveland. Trades and industries associated with sculpture flourished in Loveland from the late 1970s to present day. Metal chasers, mold makers, wax chasers, patina specialists, suppliers, art galleries, and shippers make up more than 8% of Loveland's current workforce and contribute substantially to its economy.



# CREATIVITY IS WELCOME HERE

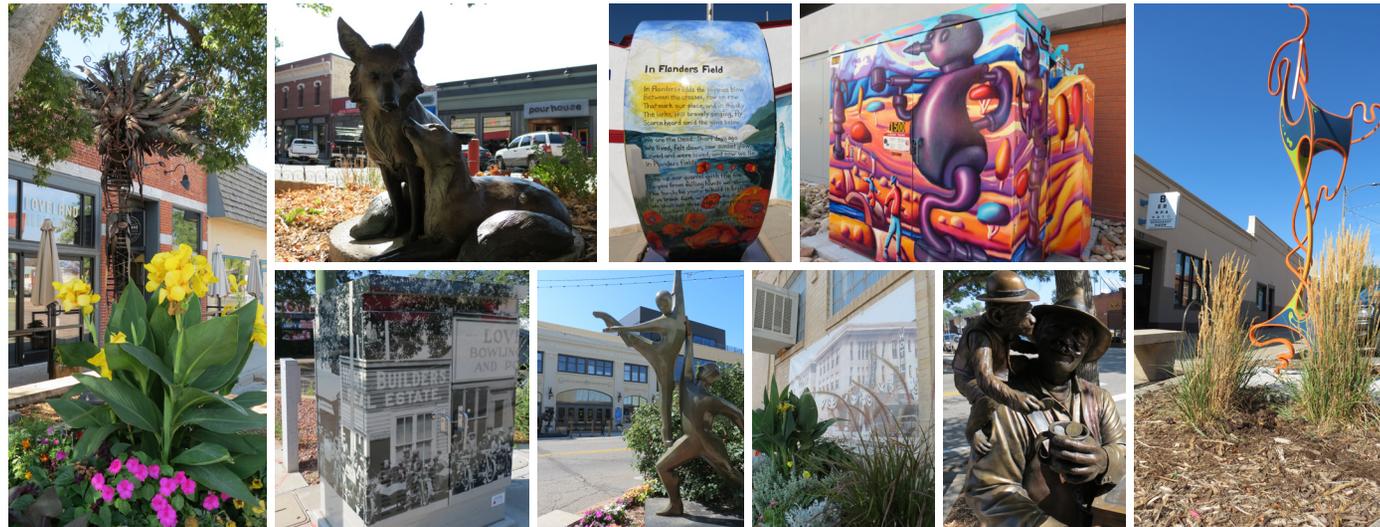
Loveland is a city of creativity. Dating back to the late 1960s, the creative arts have taken a foothold in the culture and identity of Loveland. Starting with the City's first foundry established in 1968 by metallurgist Bob Zimmerman, metal-based sculpting has continually grown to be Loveland's primary calling card, including international recognition as one of the world's premiere bronze sculpture communities.

Bronze sculptures can be seen around Downtown Loveland, including works from the City's leading sculptors: George Lundeen, Dan Ostermiller, George Walbye, Fritz White, and Hollis Williford. Art pieces also include murals, interactive street furniture, and creative utility boxes.

The City also emphasizes the significance of art. In addition to the 1% set-aside for art (see factoid on the right), the Loveland Creative District was officially certified in 2019, guided by the following value statement:

**“ The Loveland Creative District values and welcomes inclusive community engagement, which inspires innovation, elevates quality of life and delivers meaningful experiences for locals and visitors alike. ”**

- Loveland Creative District  
[www.lovelandcreatedistrict.com](http://www.lovelandcreatedistrict.com)



## 1% for Art

*Art everywhere*

In 1985, Loveland became the first Colorado city to pass an ordinance that designates one percent of the city's capital projects towards the purchase and maintenance of art. The city's current art collection is valued at over \$10 million dollars and can be viewed all over Loveland.

*Live, work, play, create*

## ARTSPACE

Many downtowns tout themselves as a place to live, work, and play. Downtown Loveland takes this mantra further by encouraging creativity in various forms. As far back as the late 1960s, Loveland has evolved into a destination for artists, sculptors, and creative minds. Sculpture in the Park initially began in 1984 but is rooted in the metal-based artistic works of Bob Zimmerman, who moved to Loveland in 1968 to start the City's first foundry.

In 1985, Loveland became the first Colorado city to pass an ordinance that designates 1% of the City's capital projects towards the purchase and maintenance of art. Downtown art pieces can be experienced in many ways, including murals in alleys, utility boxes, and parking garages, as well as bronze and metal-based sculptures that have become synonymous with Loveland. Live/work spaces like Artspace encourage artists to take up residency in Downtown Loveland.



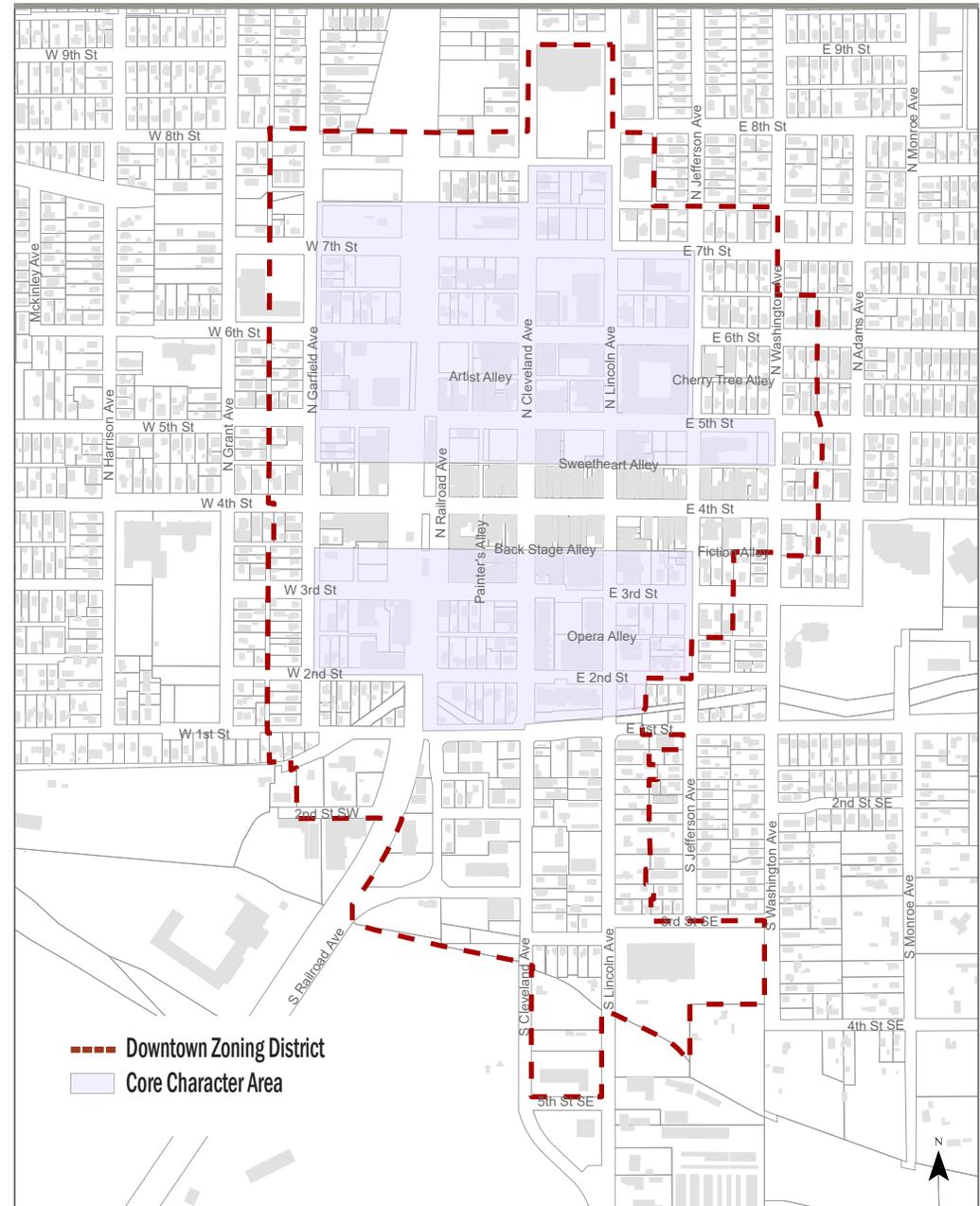
# CHARACTER AREA: CORE [EXCLUDING 4TH STREET]

## Architectural Features

Buildings shall incorporate a combination of the following features:

- A. Columns, pilasters, window dormers, bay windows, corbels, balconies, porches (residential only), or other similar features to add visual interest and diversity.
- B. All elevations facing a public street right-of-way, public plaza or pedestrian space, or public parking lot shall contain a cornice parapet, capstone finish, eaves projecting at least twelve inches, or other comparable features that provide definition to the roof line.
- C. Rooftop mechanical equipment shall be screened from view from public rights-of-way with materials that are comparable in color, tone, and texture to the cladding materials.
- D. If fronting a public street, buildings shall have at least one primary entrance that shall be clearly defined and recessed/framed by elements such as awnings, porticos, or other architectural features.

**70 ft**  
Maximum height limit in the Core Character Area



**Accessory Outdoor Dining Areas**

Provided that pedestrian circulation/access is not impeded, and applicable City Codes/regulations are met along with Americans with Disabilities Act.

- A. Removable enclosures (i.e., planters, fences) to define limit of outdoor area.
- B. Adequate refuse containers.
- C. Street furniture (i.e. tables, chairs, umbrellas, etc.) shall be compatible with the architectural character of the building, particularly in terms of style, color, materials, etc.
- D. The area shall be maintained and well cleaned.

**Accessory Outdoor Merchandise Displays**

- A. Display must be incidental to the primary retail use within an enclosed building.
- B. Merchandise on display is of the same type/related to that for sale within primary retail building.
- C. If located on a sidewalk, must comply with Loveland Municipal Code, Section 12.28.030.
- D. Temporary displays for use during special events (i.e. farmers market or holiday sales event), may be allowed within parking areas or landscape areas.

**Accessory Outdoor Storage**

- Shall be screened from view from public rights-of-way and adjacent properties.
- A. Shall not be located within any required front or street side yard.
  - B. Shall not be more than 100 sf. in area.
  - C. Shall be screened with a solid masonry wall no less than six feet in height. As an alternative approach, a decorative fence, landscape screen, berm, or combination thereof may be approved by the Director provided that it exceeds the quality and aesthetic nature of the masonry wall.
  - D. Stored material shall not exceed height of wall and the material shall not attract animals, generate foul odors, or become windblown debris.
  - E. Landscaping may be required to visually soften the screen wall.

**Parking Structures**

- A. Building elevations shall be compatible with architecture found in DT zone.
- B. Parking structures, when facing a public street, shall include a minimum of three of the following:
  - Window and door openings comprising a minimum of 25 percent of the ground floor façade
  - Awnings
  - Sill details
  - Columns
  - Recessed horizontal panels
  - Similar features that may be approved by the Current Planning Manager
- C. Ground floor shall include commercial use, where feasible, to promote pedestrian activity.



**Setbacks**

Buildings with ground floor residential uses shall be setback up to 35 feet from the face of the curb provided that the area greater than a minimum of fifteen feet from the face of the curb consists of landscaping or a hardscaped plaza with pedestrian improvements such as street furniture, seating walls, water features, or comparable improvements.

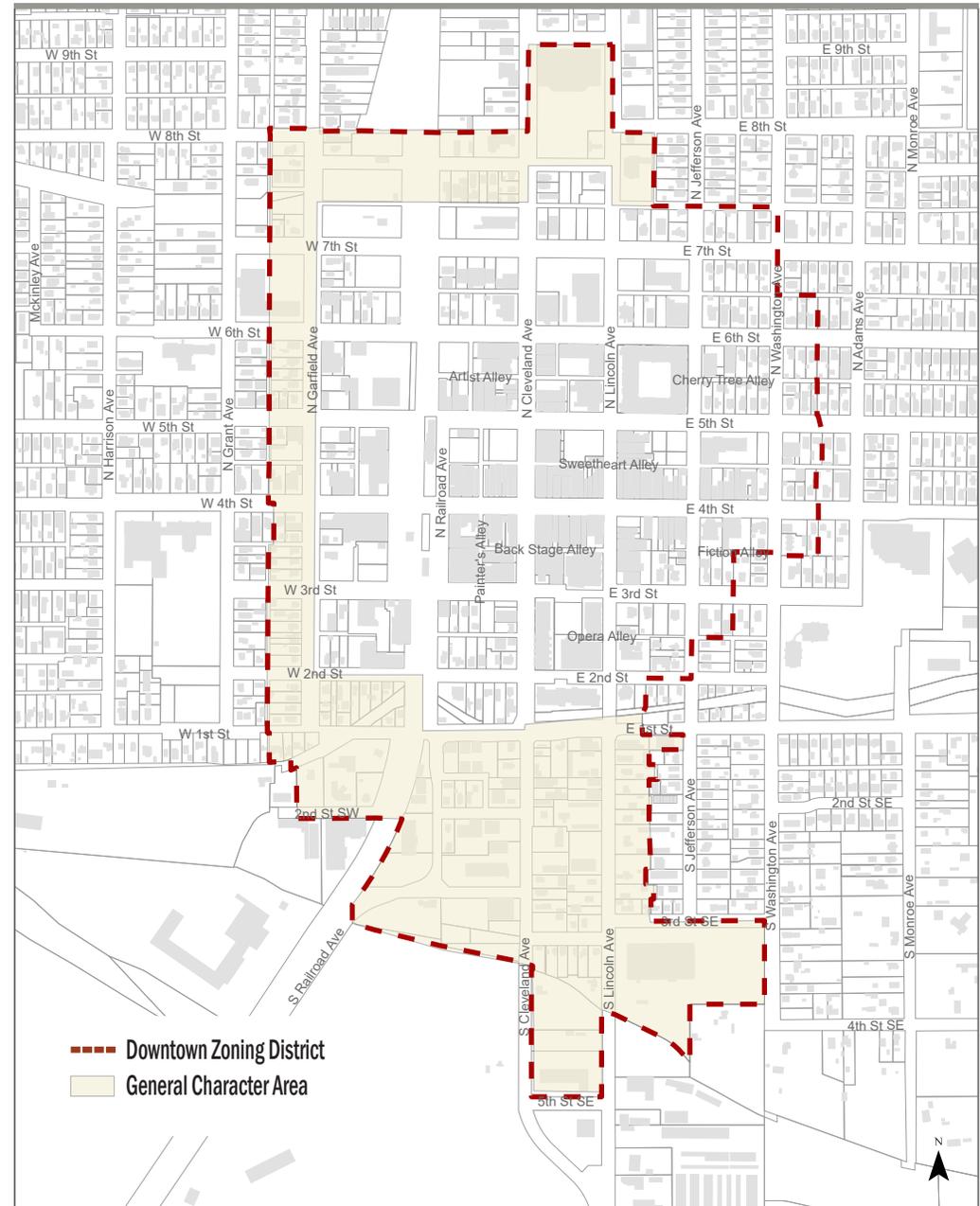
# CHARACTER AREA: GENERAL

## General Applicability

- A. **New Construction:** These standards shall apply to new construction of buildings and structures, including additions to existing buildings or structures. These standards shall not apply to the existing portions of a building or structure to which an addition is being constructed, if there are no modifications proposed to the existing portion of the building or structure.
- B. **Facade Renovation:** These standards shall apply to facade renovations. Standards shall apply only to the portion(s) of elevation(s) which are being renovated.
- C. **Exemption for Historic Buildings or Landmarks:** These standards shall not apply to designated historic buildings or landmarks that are or were altered or restored in compliance with a landmark alteration certificate authorized pursuant to Chapter 15.56 of the Loveland Municipal Code.

## Primary and Secondary Elevations and Lot Frontage

- A. **Primary Elevation and Lot Frontage, Generally:** The building elevation facing the public street and its corresponding lot frontage shall be designated the primary elevation and primary lot frontage, respectively.
- B. **Primary Elevation and Lot Frontage, Corner Lots:** For a corner lot, one building elevation and its corresponding lot frontage that faces a north-south oriented street shall be designated as the primary elevation and primary lot frontage, respectively.
- C. **Secondary Elevations:** All other building elevations and lot frontages are considered secondary elevations and lot frontages.



## Relationship to Sidewalk

- A. **Generally:** Buildings shall be located as near as possible to the edge of the public sidewalk to enhance pedestrian access and continue the existing pattern of development (which is characterized by buildings located in close proximity to the sidewalk).
- B. **Building Placement:** Pedestrian easements shall be dedicated in the area between the portion of the building façade meeting the minimum percentage of frontage requirement in Table 18.04.06.06.A., Setbacks and Build-To Lines (see Loveland Municipal Code). This area shall be paved so as to function as part of the public sidewalk.
- C. **Alternative Standards:** The following may also be used to satisfy the minimum percentage of frontage requirement in Table 18.04.06.06.A., Setbacks and Build-To Lines:
- For buildings with ground floor residential uses, a setback of up to 35 feet from the face of curb, on that portion of the building façade containing the ground floor residential use, provided that the area greater than a minimum of 15 feet from the face of curb consists of landscaping or a hardscaped plaza with pedestrian improvements such as street furniture, seating walls, water features, or comparable improvements.
  - For development on a corner lot, a public open space (e.g., a plaza) may be constructed along one frontage.
  - An arcade at least 6 feet in depth.
  - A setback of up to 25 feet from the face of curb to allow for outdoor dining (up to a maximum of 25% of the total lot frontage).

## Architectural Features

- A. Buildings shall incorporate a combination of the following features:
- Columns
  - Pilasters
  - Window dormers
  - Bay windows
  - Corbels
  - Balconies
  - Porches (residential buildings only)
  - Other similar architectural features to add visual interest and diversity
- B. All elevations facing a public street right-of-way, public plaza or pedestrian space, or public parking lot shall contain a cornice parapet, capstone finish, eaves projecting at least 12 inches, or other comparable features that provide definition to the roof line.
- C. All rooftop mechanical equipment shall be screened from view from public rights-of-way with screening materials that are comparable in color, tone, and texture to the materials used for cladding.
- D. Each building fronting a public street shall have at least one primary entrance that shall be clearly defined and recessed or framed by elements



such as awnings, porticos, or other architectural features. Buildings fronting onto a primary pedestrian street shall place the primary entrance on the primary pedestrian street frontage.

## Building Openings

- A. No wall facing a plaza or public street shall extend more than 25 horizontal linear feet on the ground floor without a window or other opening.
- B. The table in Figure 1: Minimum Façade Openings sets out the minimum percentage of street-facing building façades that must be comprised of windows or doors.

## Building Articulation

Façades that are greater than 75 feet in horizontal dimension shall contain recesses or projections of a minimum depth of 3% of the façade length extending for a minimum of 20% of the length of the façade.

## Cladding Materials

Façades that are visible from a public street, public plaza, or public pedestrian space shall be finished with quality materials that reinforce the pedestrian character of the downtown.

- A. At least 30% of the cladding (which does not include windows and doors) of each street-facing façade shall consist of brick or stone or finish materials that are consistent with the historic character of the area.
- B. The remainder of the cladding shall consist of quality materials such as brick, textured, or ground face concrete block, textured architectural precast panels, masonry, natural or synthetic stone, stucco, or similar high quality materials as approved by the Director.
- C. Wood or metal shall not (combined) account for more than 20% of the cladding material on any façade.
- D. Exterior insulated finishing systems ("EIFS") may be used for architectural details, provided that not more than 5% of any façade is finished with EIFS, and all EIFS is installed at least 8 feet above adjacent grade.

## Pedestrian Amenities

Pedestrian amenities shall include ornamental street lighting, fencing, planters, benches, and feature landscaping at entries and within central open spaces, in designs that are consistent with the historic character of Downtown Loveland.

FIGURE 1:  
MINIMUM FAÇADE OPENINGS

Façade Type/Location	Primary Pedestrian Street	Non-Primary Pedestrian Street
Primary, Ground Floor	30%	30%
Secondary, Ground Floor	30%	20%
Residential, Ground Floor	20%	20%
Upper Floors, All Uses <sup>1</sup>	15%	15%

<sup>1</sup> Upper floor surface area shall be measured excluding cornice or other roof features

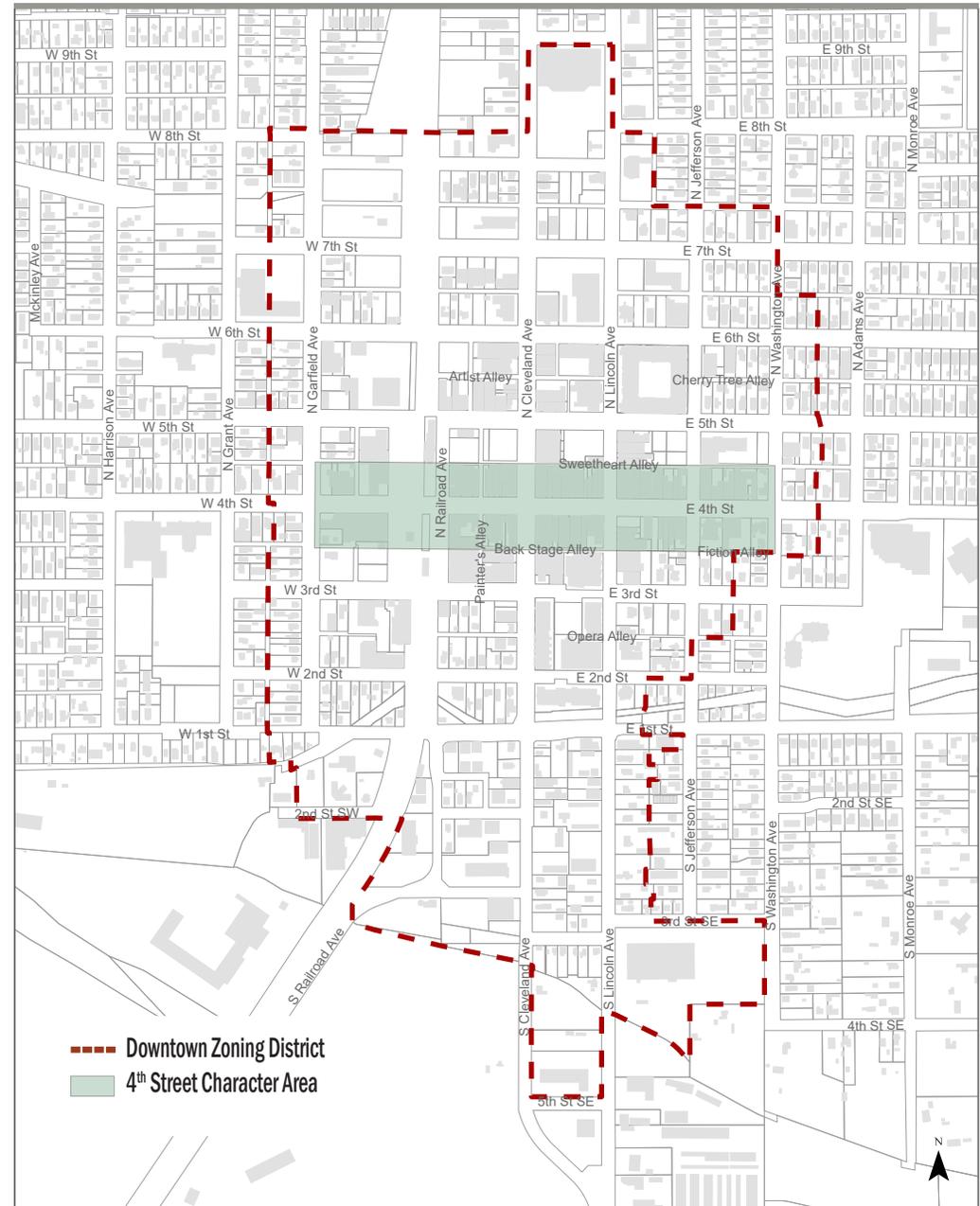
# CHARACTER AREA: 4<sup>TH</sup> STREET

## Architectural Features

- A. Façades facing 4<sup>th</sup> Street shall consist of brick, stone masonry, or similar high quality material.
- B. New buildings constructed within area shall, at ground level, be segmented into storefronts of between twenty and fifty feet in width.
- C. Each storefront shall have a separate entrance.
- D. Each storefront shall be separated from the adjoining storefront by a solid vertical element or feature a minimum of eight inches wide.
- E. Ground floor façades: large display windows with metal or wood frames, transom windows, kick plates between one and two-and-a-half feet in height and constructed of metal, tile, stone, brick, or other high quality materials.

**40-55 ft**  
Maximum height step back in the 4<sup>th</sup> Street Character Area

**40°**  
Maximum angle setback from a height of 40 ft if building is next to another in residential use



- F. Ground floor doorways shall be recessed a minimum of three feet from building front.
- G. Upper floors shall be designed with a pattern of vertically oriented windows with spacing between windows, and a ratio of solid-to-void similar to surrounding historical façades.
- H. The ceiling heights of the ground level and upper levels shall generally align with surrounding historic buildings.
- I. Buildings with more than one storefront need not recess every doorway, unless required by fire codes.
- J. Ornamentation or banding should be used to delineate the ground from the upper floors.
- K. Façade should appear predominantly flat, with exceptions for recesses.
- L. The roof, when facing public streets rights-of-way, shall incorporate a parapet wall with a cornice treatment, capstone finish, or similar feature.
- M. Façades are not required to mimic historic buildings, but shall be of a style that is compatible to the historic character of 4<sup>th</sup> Street in terms of rhythm, massing, cladding and glazing material, and design. Thematic façade designs that were not historically present in the DT zone (such as "Swiss chalet") shall not be used.
- N. Windows and doors shall comprise a minimum percentage of façades facing public streets rights-of-way (see Figure 2).
- O. Highly reflective or darkly tinted glass is inappropriate in first-floor storefronts.

**Windows & Doors**

Existing buildings are not required to meet these window and door standards, unless they can be met by opening original windows or storefronts which were previously enclosed.



FIGURE 2:  
**MINIMUM FAÇADE OPENINGS**

Façade Type/Location	Minimum % of Windows & Doors
Ground floor, facing 4 <sup>th</sup> Street	50%
Ground floor, cross street	30%
Upper floors <sup>1</sup>	15%
Facing alley	0%

<sup>1</sup> Upper floor surface area shall be measured excluding cornice or other roof features



*Adaptive reuse*

**DESK CHAIR WORKSPACE**

A downtown with a storied past and building stock stretching back to the late 1800s is bound to have opportunities for adaptive reuse, which is a typical way to encourage infill redevelopment and preserve buildings of architectural or historic significance. For example, Desk Chair Workspace reinvented the former First National Bank building to create coworking spaces for local professionals and small businesses. Artspace is another example with the transformation of a deteriorated city block into 30 affordable live/work spaces and 12,000 sq ft of commercial and community spaces. Other opportunities abound in Downtown Loveland.

**“ The ‘greenest’ building is the one that already exists. ”**

- Richard Moe, National Trust for Historic Preservation

**Façades**

- A. Façades facing 4<sup>th</sup> Street shall consist of brick, stone, masonry, or similar high quality, traditional cladding material.
- B. Façades facing Garfield Avenue, Railroad Avenue, Cleveland Avenue, Lincoln Avenue, Jefferson Avenue, and Washington Avenue, or any identified pedestrian alley, shall consist of a minimum of 50 percent brick, stone, masonry, or similar high quality cladding material.
- C. Non-party walls facing side lot lines shall consist of a minimum of 50 percent brick, stone, or masonry.
- D. Windows and doors shall comprise a minimum percentage of façades facing public streets rights-of-way, as indicated by Figure 3.
- E. Any section of wall facing Garfield Avenue, Arthur Avenue, Railroad Avenue, Cleveland Avenue, Lincoln Avenue, or Jefferson Avenue may not exceed 25 feet in width without containing windows or doors on the ground floor.
- F. Highly reflective or darkly tinted glass is not allowed in first-floor storefront display windows.
- G. During renovation of the façade of a building that has been evaluated as contributing to a downtown historic district in the Historic Preservation Plan, historic window openings that have been altered shall be restored if feasible and consistent with applicable building codes.

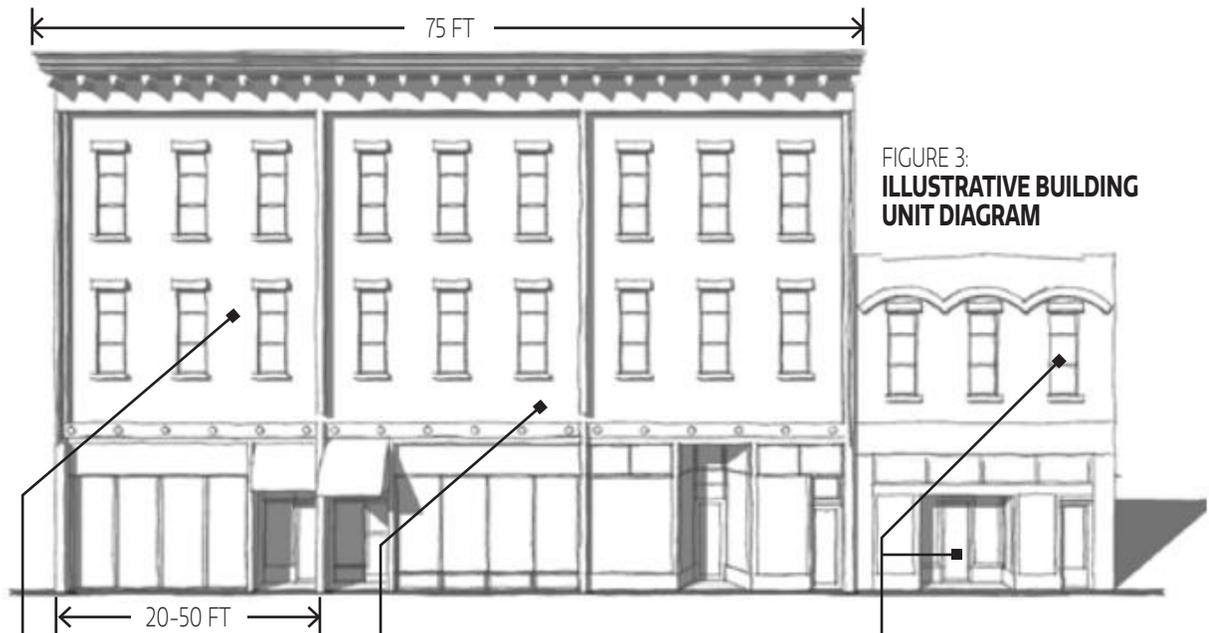


FIGURE 3:  
**ILLUSTRATIVE BUILDING  
UNIT DIAGRAM**

**BUILDING  
APPEARANCE**

If the building has 75 feet of façade width facing 4<sup>th</sup> Street it shall be designed so as to appear to be multiple buildings (e.g., using obvious changes in façade cladding material, window design, façade height, cornice treatment, or other decorative details). There should be some slight variation in alignments among the façade elements (e.g., window heights).

**BUILDING FINISH MATERIALS**

Quality materials that will complement the existing character and historic precedent of the 4<sup>th</sup> Street Character Area will be used in new construction and renovations. Building façades will be durable, maintain or improve the attractiveness of the area for specialty retail, restaurant, and entertainment uses, and maintain or enhance the pedestrian-friendly character of this area.

**BUILDING OPENINGS**

These provisions are intended to result in a permeable street wall that matches existing character and historic precedent and enhances the pedestrian and retail character of the 4<sup>th</sup> Street Character Area. The standards of this subsection do not apply to renovations to existing buildings unless the standards can be met by safely opening original windows, doors, or storefronts that were previously closed.



Corner Buildings

To ensure that buildings that front on two streets reinforce the pedestrian orientation of both streets through window and door openings--a characteristic that is common within the 4<sup>th</sup> Street character area. This enhances pedestrian comfort and the walkability of the DT zone.

- A. Corner buildings are those that have a frontage on 4<sup>th</sup> Street and frontage on an intersecting street including Garfield Avenue, Railroad Avenue, Cleveland Avenue, Lincoln Avenue, Jefferson Avenue, or Washington Avenue.
- B. For lots located at the corner of 4<sup>th</sup> Street and any intersecting street, storefronts shall be designed to appear to wrap around corners by including a corner entrance or large pane display window at least ten feet in width along the side street façade.
- C. Any corner building having more than seventy-five feet of frontage on an intersecting street, shall have at least one storefront at ground level facing the intersecting street and measuring at least 25 feet in width.



FIGURE 4:  
ILLUSTRATIVE CORNER TREATMENTS



*Enhancing the past*  
**RIALTO THEATER CENTER**

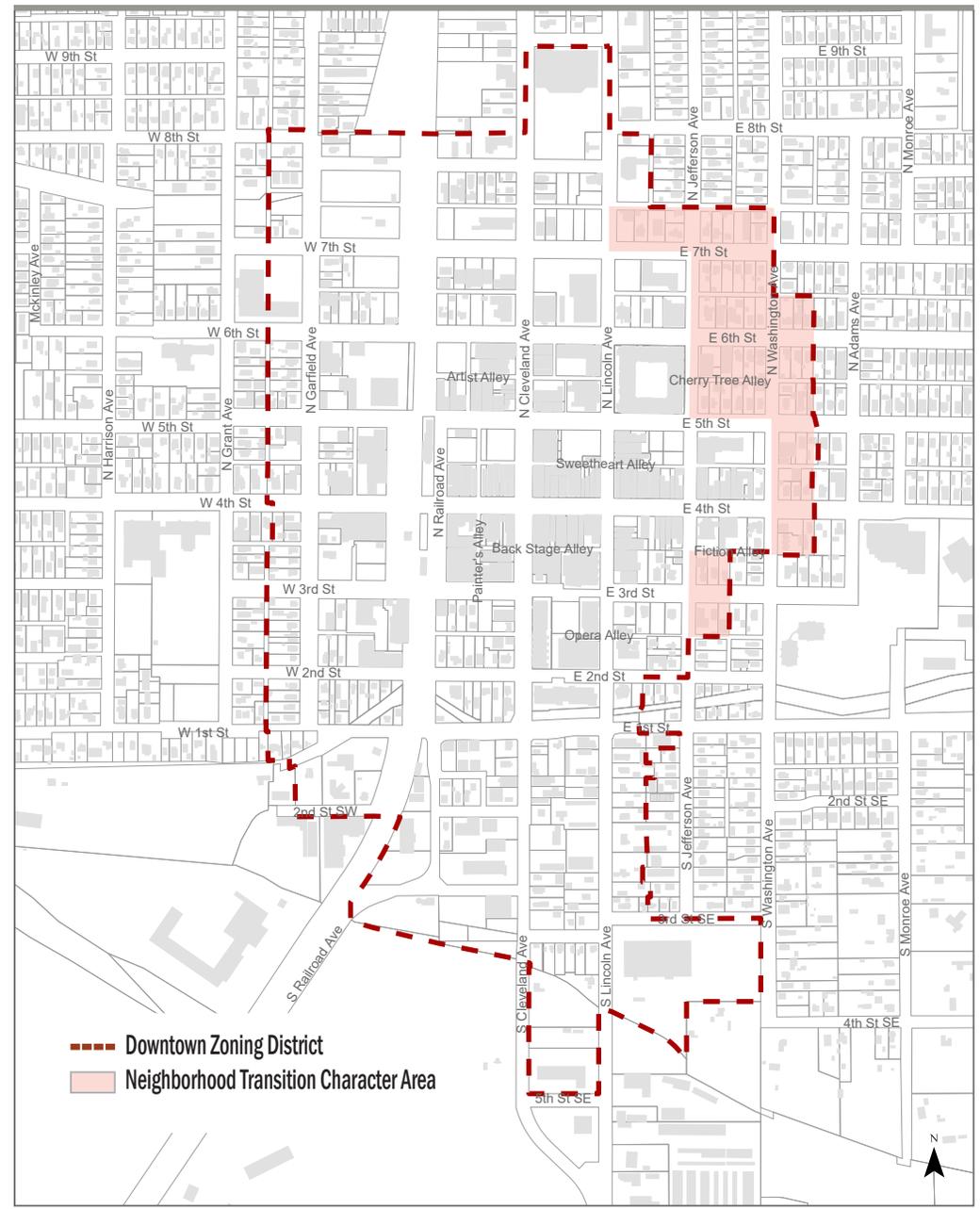
The 19,000 square foot Rialto Theater Center was completed in 2012. It serves as an addition to the historic and much beloved Rialto Theater (c. 1920) in the heart of Downtown Loveland. The \$4 million developer-driven project, designed by RB&B Architects of Fort Collins, was made possible with major financial support from the City of Loveland and the Community Foundation of Northern Colorado. The Center was designed with back-of-house space for the theater, an expanded theater lobby, patron service areas, a large green room for actors, prop storage, and a connection to the existing stage. There is a second level community room, reception space, conference room, City offices, catering kitchen, and third story commercial office spaces. A busy contemporary-meets-industrial restaurant attracts the public at street level.



# CHARACTER AREA: NEIGHBORHOOD TRANSITION

- A. New buildings or additions shall continue a massing pattern similar to the existing pattern of the block face.
- B. New buildings shall have pitched roofs including hips or gables in order to match the residential character of the area.
  - Buildings with frontage on Washington, Jefferson, and Lincoln are not required to have a pitched roof but must meet the massing and setback standards.
- C. Elevations facing a public street shall consist of at least fifteen percent openings including windows and doors.
- D. Structures shall consist of quality materials, and designers should consider the use of exterior cladding materials such as brick or siding. Architectural metals such as bronze, copper, and wrought iron may not exceed twenty percent of any one façade.
- E. Front setbacks shall be within four feet of the average setback on the block face, provided that the resulting setback is in keeping with the character of the block.

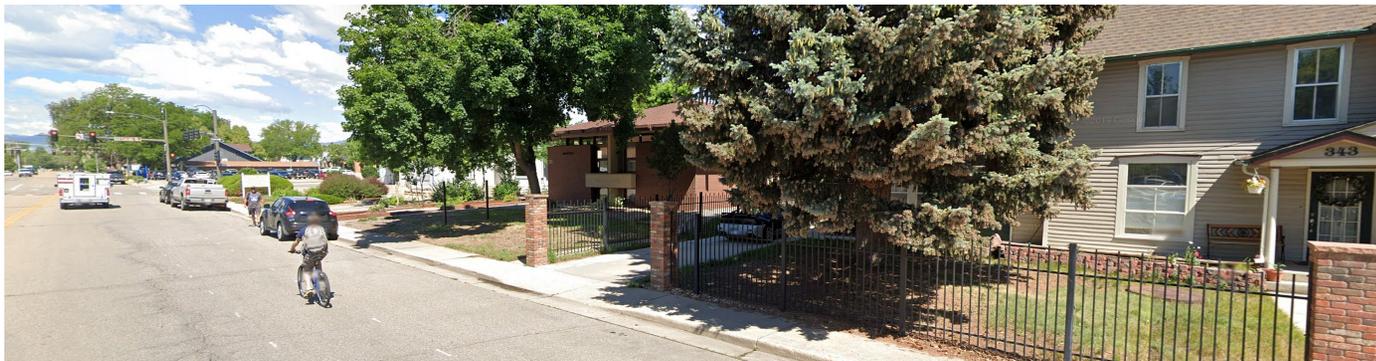
**35-40 ft**  
Maximum height limit in the Neighborhood Transition Character Area



## CHARACTER AREA: NEIGHBORHOOD TRANSITION

16

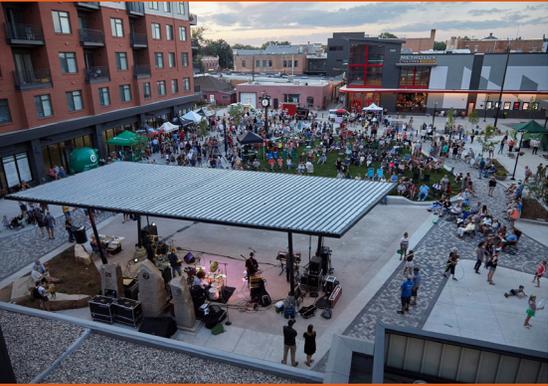
- F. For lots on Washington, Jefferson, and Lincoln: the setback for buildings may be reduced or buildings may be built to the back of the public sidewalk on all street frontages provided there is a transition between the corner lot and the rest of the block face.
- G. If converted for commercial use, the basic residential form of the building should remain.
- H. An existing front porch shall remain and shall not be enclosed.
- I. Parking shall not be allowed between the front façade and a public street or in the side yard setback adjacent to a public street on corner lots.
- J. Parking shall be screened from adjacent residentially zoned lots and residential uses by an opaque fence a minimum of six feet tall.
- K. If possible, vehicular access of lots should be provided through existing alleys.
- L. To maintain a pedestrian friendly environment, vehicular access from public street rights of way shall be designed and constructed to be as narrow as possible.
- M. New buildings or additions shall continue a massing pattern similar to the existing pattern of the block face.
- N. New buildings shall have pitched roofs including hips or gables in order to match the residential character of the area. Buildings with frontage on Washington, Jefferson, and Lincoln are not required to have a pitched roof but must meet the massing and setback standards.
- O. Elevations facing a public street shall consist of at least fifteen percent openings including windows and doors.
- P. Structures shall consist of quality materials, and designers should consider the use of exterior cladding materials such as brick or siding. Architectural metals such as bronze, copper, and wrought iron may not exceed twenty percent of any one façade.
- Q. Front setbacks shall be within four feet of the average setback on the block face, provided that the resulting setback is in keeping with the character of the block.



## *Preserving local heritage*

### **HISTORIC PRESERVATION**

One of the central points of the Downtown Design Standards is the emphasize the repair and restoration of buildings that have architectural and historical significance. The City of Loveland has taken various steps to safeguard these buildings and advance historic preservation goals. The City's Development Center is responsible for a historic preservation program that "is intended to protect, enhance and perpetuate the use of historic properties in the Loveland community." An eight-member Historic Preservation Commission recommends historic landmark designations to the City Council, administers the Landmark Rehabilitation Loan Program, and promotes historic preservation through education and community outreach. In 2015, Downtown Loveland was placed on the National Register of Historic Places. Over 75 properties are listed on Loveland's local historic register.



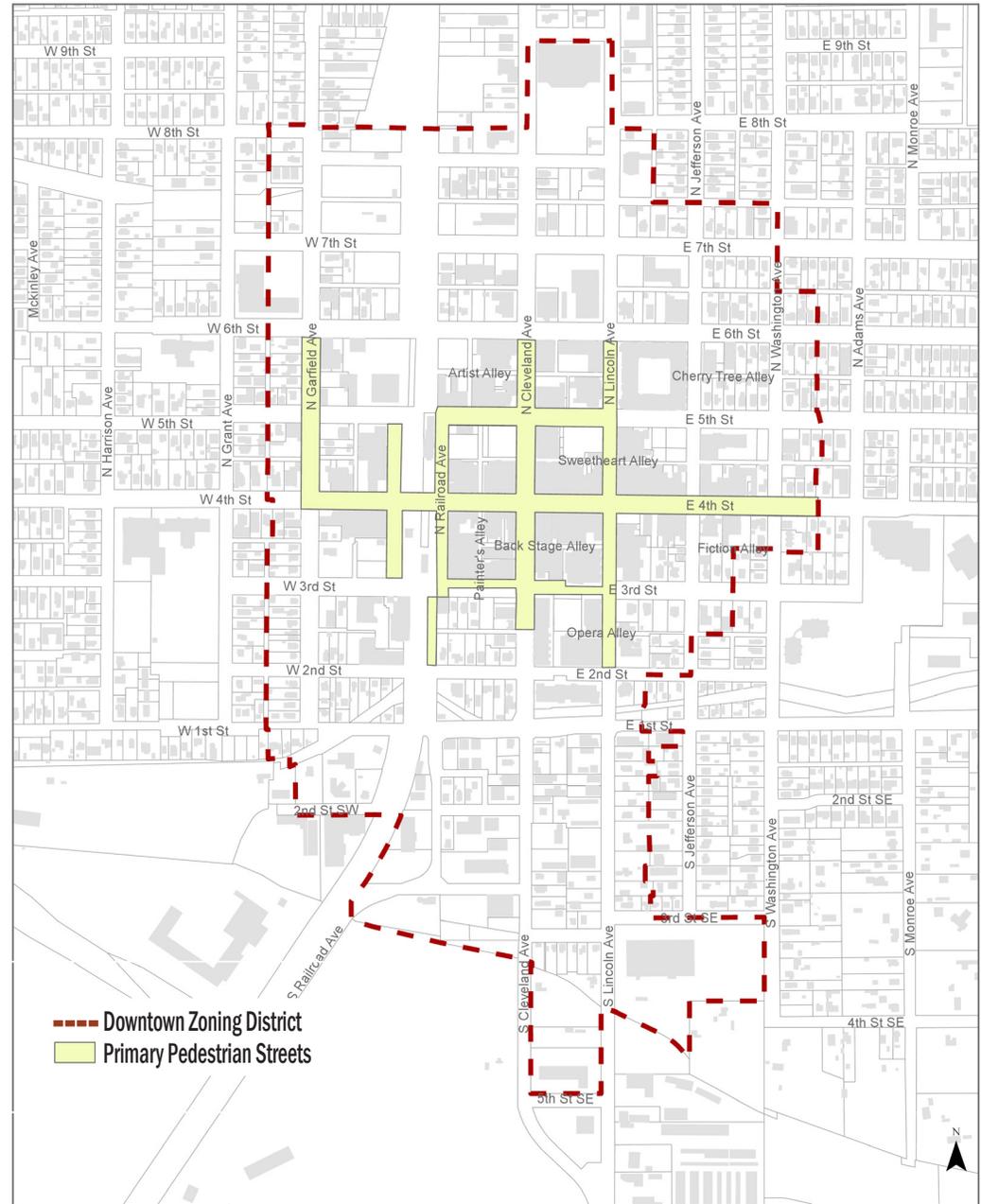
## Stay awhile OUTDOOR SPACES

Life on the street throughout the day is a formula for a dynamic place where people engage the environment and each other. Downtown Loveland provides a variety of outdoor spaces that encourage visitors extend quick trips into longer stays. From outdoor eating areas and private patios to sidewalk benches and community event spaces, there are many reasons to come downtown and mill around to window shop, grab a quick snack, warm up with a cup of coffee, chat with friends or colleagues, or play a round of cornhole. While the buildings make up downtown's built environment, it is the people that create life within and among the buildings. Visit and stay awhile.

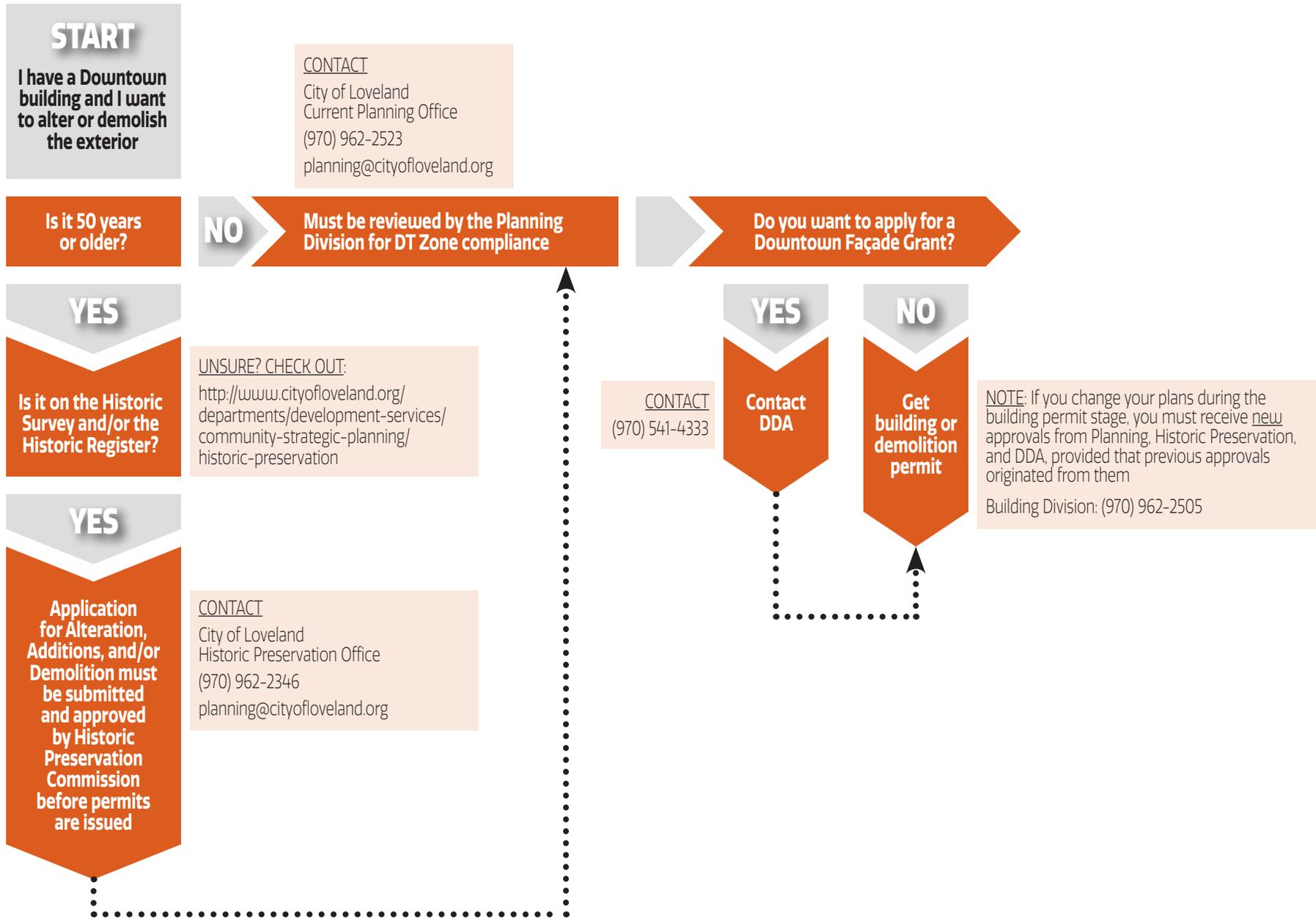
## PRIMARY PEDESTRIAN AREAS

Primary pedestrian streets are designated to:

- Ensure that primary pedestrian routes remain inviting to pedestrians;
- Maintain the established commercial architectural character along certain streets within the downtown;
- Maximize commercial activity by not separating commercial areas with large areas of non-commercial façades;
- Facilitate comfortable pedestrian circulation between destinations; and
- Facilitate pedestrian circulation between parking areas and destinations to support "parking once" and walking to multiple destinations.



# FLOWCHART: PERMIT REVIEW & FACADE GRANT APPLICATION PROCESSES



## GLOSSARY OF TERMS

**Bulkhead** - An upright partition separating compartments.

**Corbel** - An architectural member that projects from within a wall and supports a weight, especially one that is stepped upward and outward from a vertical surface

**Cornice** - A crowning projection at a roof line, often with molding or other classical detail.

**Dormer** - A roofed structure, often containing a window that projects vertically beyond the plane of a pitched roof. A dormer window is a form of roof window.

**Eaves** - The projecting edge of a roof that overhangs an exterior wall to protect it from the rain.

**Gable** - The vertical triangular end of a building from cornice or eaves to ridge.

**Gable Roof** - A roof with two slopes - front and rear- joining at a single ridge line parallel to the entrance façade.

**Hipped Roof** - A roof with four sloped sides in which the sides meet at a ridge at the center of the roof. Two of the sides are trapezoidal in shape, while the remaining two sides are triangular, and thus meet the ridge at its end-points.

**Lintel** - A horizontal architectural member spanning and usually carrying the load above an opening.

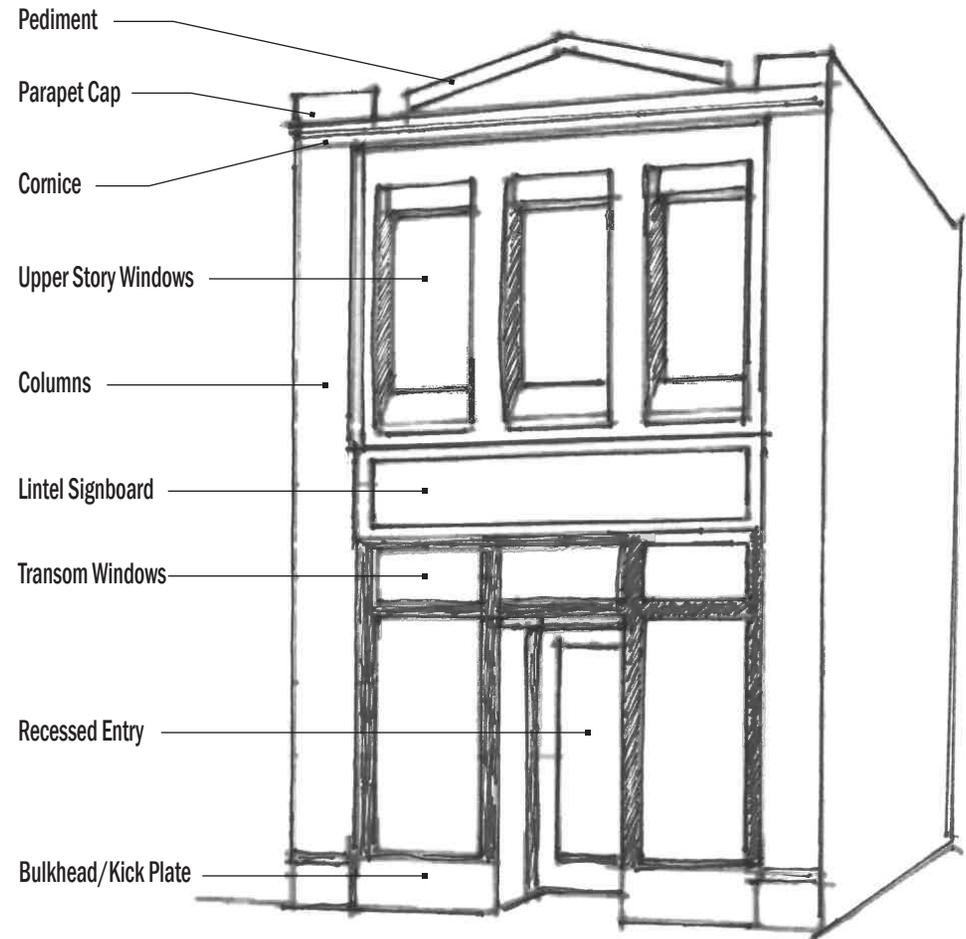
**Parapet** - A low wall, located at the top of any sudden drop, such as at the top of the façade of a building.

**Pediment** - A decorative triangular piece situated over a portico, door, window, fireplace, etc. The space inside the triangular piece is called the "tympanum," and is often decorated.

**Pilaster** -An architectural element giving the appearance of a supporting column. It consists of a flat surface raised from the main wall surface, usually treated as though it were a column, with a capital at the top, plinth (base) at the bottom, and the various other elements. In contrast to a pilaster, an engaged column or buttress can support the structure of a wall and roof above.

**Portico** - An entrance porch with columns or pilasters and a roof, and often crowned by a triangular pediment.

**Transom** - A transverse piece in a structure, typically a horizontal crossbar in a window, over a door, or between a door and a window or fanlight above it.



## DOWNTOWN RESOURCES

Downtown Loveland is served by a variety of organizations that each provide programs, resources, and support for property and business owners. Their collective goal is to ensure the design and development of the downtown area -- from architecture and storefronts to streetscape and signage -- are consistent with the community's expectations to properly balance high quality design, craftsmanship, and modern amenities with local vernacular, sustainability, and historical integrity.



### CITY OF LOVELAND

Playing a crucial role in the planning and development of Loveland, the City's Development Center is comprised of: (1) Building, (2) Current Planning, (3) Code Enforcement, and (4) Community and Strategic Planning. The Development Center handles permits and inspections, administers the municipal code, leads development review, advances economic development, and manages the City's Historic Preservation Program, which is shepherded by the Loveland Historic Preservation Commission.



 410 E. 5th Street, Loveland, CO 80537  
 (970) 962-2523  
 <http://www.cityofloveland.org>

### LOVELAND DOWNTOWN PARTNERSHIP

The Loveland Downtown Partnership (LDP) contracts with the City of Loveland to provide for the economic revitalization and development and redevelopment of the physical downtown Loveland. That includes the coordination of activities, projects and programs to enhance and promote the downtown and its business interests. The LDP is tasked with building a coalition of both public and private resources for development and redevelopment, and for creating favorable marketing of downtown businesses.

 350 N. Cleveland Avenue, Loveland, CO 80537  
 (970) 541-4333  
 <http://www.downtownloveland.org>

### DOWNTOWN DEVELOPMENT AUTHORITY

The Loveland Downtown Development Authority (DDA) is responsible for the "hardscape" or physical improvements of the downtown. More specifically, the DDA's focus is to halt, prevent, and correct deterioration within the geographic boundaries identified as the "district," and to create and implement development plans for the district, utilizing tax increment financing (TIF) for the completion of authorized projects that are part of a comprehensive DDA development plan, e.g., the 30-year Plan of Development (POD).

### DOWNTOWN BUSINESS ALLIANCE

Membership in the Downtown Business Alliance (DBA) is open to any and all businesses interested in Downtown Loveland -- not just businesses within the DDA district boundaries. It affords businesses the opportunity to support the organization, affirm key values, and convey an important sense of community. Ongoing goals include collaborative marketing, promotions, events, business advocacy, education and training, business communications, ambassador programs, and downtown beautification.

The graphic below summarizes a variety of resources offered by the City of Loveland, Loveland Downtown Partnership (LDP), and Downtown Development Authority (DDA) to support property owners, developers, builders, real estate professionals, and other stakeholders who are seeking to contribute to the revitalization of Downtown Loveland. This summary is not intended to be an exhaustive list, but more like key highlights and a starting point for discussion with the City, LDP, and/or DDA.

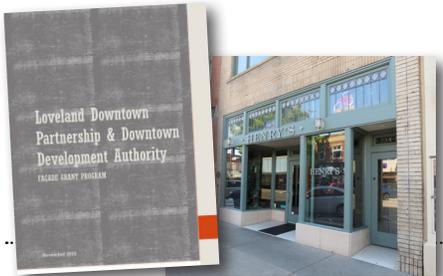
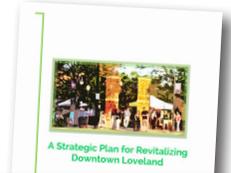


**PLANS & STUDIES**

These documents provide concepts, strategies, and ideas that the City aspires to pursue to advance the revitalization of Downtown Loveland.



- :: 2010 Downtown Loveland Vision Book
- :: 2014 Downtown Loveland Strategic Plan
- :: 2015 Create Loveland Comprehensive Plan
- :: 2018-23 Economic Development Strategic Plan



- :: Façade Improvement Program
- :: Tax Increment Financing (TIF)
- :: Small Grant Program

**GRANTS & FUNDING**

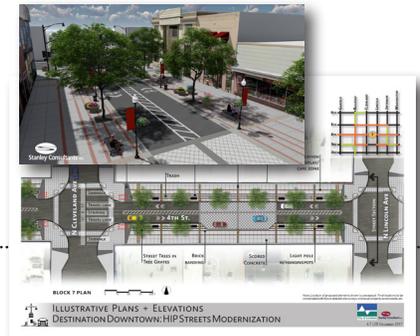
The City and its partners offer various grants and funding options that support the revitalization of Downtown Loveland.



**PROGRAMS**

The most prominent program regarding downtown is the City's Heart Improvement Program (HIP) to modernize Downtown Loveland.

- :: Heart Improvement Program (HIP)
- :: HIP Street Modernization
- :: Loveland Museum



- :: Historic Downtown Incentives
- :: Historic Preservation Program
- :: Landmark Rehab Loan Program

**HISTORIC PRESERVATION**

The City's Development Center and Historic Preservation Commission handle matters relating to historic preservation in Loveland.



**DEVELOPMENT**

Loveland Urban Renewal Authority (LURA) is responsible for conducting urban revitalization activities in Downtown Loveland.

- :: Loveland Urban Renewal Authority (LURA)
- :: Plan of Development (POD)



**City of Loveland Development Center**

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