INTRODUCTION

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

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

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

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

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

Figure 3-1. Development Opportunity Areas
CHAPTER 3 | CREATE LOVELAND

Airport Area

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

The Airport area has strong potential for future development given the combination of undeveloped land, the designation of the nearby area of Loveland and Windsor as a beneficiary of funds provided through Colorado’s Regional Tourism Act (RTA) to develop tourist draws, and the proximity of existing attractions and facilities, such as the Budweiser Events Center and Embassy Suites Conference Center. Currently, the Airport area is comprised primarily of undeveloped land and light industry/warehouse uses. Retail space and office space are also present in the area, but represent only about a twenty-five percent of what has been built. The airport area is shown in Figure 3-2.

STRENGTHS

• Development in the Airport area has a great deal of support from the cities of Loveland and Fort Collins. In addition to having regional backing, this support has the ability to encourage and draw private investment to the area.

• The Airport Strategic Plan identifies over 200 acres on the existing Airport property available for development. Much of this acreage has pre-existing facilities and infrastructure that could be utilized to expedite the development process.

• Multi modal transportation resources are adjacent to the Airport that could allow for the creation of a regional transportation hub.

• Hotels and conference centers within the Airport area also provide potential customers in the form of non-local visitors, as does the Budweiser Events Center and the Larimer County Fairgrounds, and, in the future, the proposed tourist attractions to be built through RTA funding.

• Commercial real estate data show about 540 acres of undeveloped land in the Airport area currently available, much of which is contiguous to and suitable for large development. Throughout the Airport area, about 1,400 acres of undeveloped land exist. The undeveloped land would also allow developers greater freedom in the design process, as minimal constraints would exist.

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

WEAKNESSES

• The land would likely require substantial investment in the form of site and infrastructure improvement, in addition to building costs.

• With no substantial residential neighborhoods in the Airport area, (a desired circumstance in the interest of public safety), retailers would likely compete with the nearby Promenade Shops at Centerra for customers.

• The Airport limits certain forms of development in the area due to FAA safety requirements.

DEVELOPMENT OPPORTUNITIES

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

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

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

Figure 3-2. Airport Area (from the Airport Strategic Plan)
Zone, garnering employee hiring tax credits for participating enterprises. As part of the Airport Strategic Plan, 200+ acres on the Airport site have been identified as suitable development areas for both aviation and non-aviation uses; diversification of revenue streams is a key strategy in the plan. Development at the Airport could utilize the current facilities and infrastructure, as well as benefit from the 10,000 enplanements per year, representing potential customers.

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

Currently, the Airport area lacks housing options. Development of residential land uses needs to be sufficiently clear of the Airport operating area to protect the safety of the public. It is critical that residential not encroach on the Airport, which would threaten the Airport’s long term future. The area immediately surrounding the I-25 and Crossroads Blvd. intersection, as indicated on the future land use map, is a potential area for residential redevelopment, especially given its proximity to commercial retail.

The city should preserve future industrial development opportunities in this area as industrial land is limited in Loveland.

CITY OF LOVELAND’S ROLE IN DEVELOPMENT

- Continue to work with the City of Fort Collins and Larimer County to develop a new intergovernmental agreement that will help guide the future of the Airport area.
- Encourage high quality investment in the Airport area that is consistent with the city’s long term goals and policies.
- Preserve industrial land in the Airport area and resist rezoning to other uses.
- Support the Airport Strategic Plan to attract commercial, corporate and private use of the Airport.
- Support commercial air service offerings that create the ability for a greater volume of residents to directly benefit from the Airport as a transportation resource.
- Enhance and invest in airport safety and infrastructure that supports regional transportation demands.
- Offer economic incentives according to the city’s incentive policy.
- Create an Airport District Zone with land use designations and development standards to support the Airport area becoming a key economic and innovation center for the region.
Figure 3-3. I-25 / US 34 Area

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

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

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

Retain the industrial land use classifications along Crossroads Blvd., as industrial space in Loveland is limited.
I-25 / US 34 Area

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

STRENGTHS

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

WEAKNESSES

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

DEVELOPMENT OPPORTUNITIES

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

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

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

CITY OF LOVELAND’S ROLE IN DEVELOPMENT

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

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

Facilitate new neighborhood and community centers.

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

Create a strategic development plan for SR 402.

Develop new mixed-use and mixed-density neighborhoods.

Figure 3-4. Highway 402 Corridor Area
Highway 402 Corridor Area

The Highway 402 corridor represents a promising area given the large amount of undeveloped land and proximity to regional roadways. Little development currently exists between US 287 and I-25 along Highway 402, with almost all development located between South Taft Avenue and US 287. The Highway 402 area contains the large Rocky Mountain Center for Innovation and Technology (formerly the Agilent Technologies Campus), which has 810,000 square feet of combined office, manufacturing and mixed use space. The corridor is an alternative entry point to the increasingly congested US 34 / I-25 interchange and traffic counts along Highway 402 are increasing. The Highway 402 Corridor Plan was adopted in October 2019, and includes a Future Land Use Map and recommendations for future development and redevelopment. The Highway 402 Corridor is shown in Figure 3-4.

STRENGTHS

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

WEAKNESSES

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

DEVELOPMENT OPPORTUNITIES

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

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

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

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

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

CITY OF LOVELAND’S ROLE IN DEVELOPMENT

- Work with the RMCIT to heavily market and promote Loveland to prospective tenants.
- Provide incentives according to the city’s economic incentive policy, specifically targeting the RMCIT.
- Plan, finance and begin infrastructure improvements to the Highway 402 and I-25 interchange and the roadway construction connecting Boyd Lake Avenue to County Road 16.
- Explore infrastructure financing mechanisms, such as special districts to speed construction of water, sewer and transportation infrastructure.
- Explore agreements with adjacent jurisdictions to determine the most efficient utility provider.
- Prioritize housing mix around the intersections of Highway 402 and South Taft Avenue and Highway 402 and US 287.
- Maintain flexibility in future land use designations as this corridor represents a long term opportunity.
US 34 Corridor Area

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

STRENGTHS

• US 34 is a heavily traveled highway, which is attractive for future retail development.

• The US 34 Corridor area contains a large amount of existing residential representing potential retail customers.

• The US 34 Corridor area has numerous regional roadways running north-south, connecting the area to surrounding communities.

• The high level of development throughout the area will minimize infrastructure and utility costs associated with new development or redevelopment.

WEAKNESSES

• Limited undeveloped land, especially larger parcels, places constraints on future development.

• Sprawl along the US 34 Corridor area; strip centers; and lack of a central focal point may lead to higher amounts of pass through traffic (i.e., Rocky Mountain National Park tourists driving through Loveland without stopping).

• Highway volumes are beginning to exceed road capacity during peak periods causing congestion, queuing and increased travel times.

• Lack of street signage, making wayfinding difficult, and need for improved streetscapes.

DEVELOPMENT OPPORTUNITIES

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

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

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

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

CITY OF LOVELAND’S ROLE IN DEVELOPMENT

• Consider developing a US 34 Corridor Plan, similar to the Highway 287 Plan, to reflect current and projected market conditions; and to create a cohesive identity for the corridor.

• Assess the economic feasibility of urban renewal policies to catalyze the Sugar Factory Redevelopment project, as well as other redevelopment along US 34.
• Identify key undeveloped land parcels throughout the area that could be advantageous for future development.

• Consider economic development incentives that adhere to stated city policy for attracting employment and retail redevelopment to the US 34 Corridor area.

• Fund and construct an improved gateway on the west end of US 34 and improve road signage along US 34.

• Where landowners are willing, consider annexation of unincorporated land along the corridor and invest in public infrastructure (i.e., curb & gutter, sidewalks, lighting, etc.)

US 287 Corridor Area

The US 287 Corridor serves as the primary north-south gateway into Loveland. Four miles west of I-25, US 287 provides intercity travel and is the most convenient route for north/south vehicle-trips from one end of the City to the other. US 287 has traditionally been the primary business corridor in Loveland, anchored by Downtown at its center point, but in recent decades, development and economic activity has migrated east to the I-25 and US 34 interchange. Today, the US 287 Corridor provides local retail, service and entertainment uses for Loveland residents. The US 287 Strategic Plan was adopted in 2015. The US 287 Corridor is shown in Figure 3-6.

STRENGTHS

• With 22 percent of Loveland's total jobs, the US 287 Corridor is one of the primary employment concentrations in the City.

• The corridor’s location, mix of uses and trade area demographics will support the continued viability of the area for community serving retail goods and services.

• For most major store categories, store sales in the northern segment trade area are higher than resident expenditure potential, which indicates that the stores attract shoppers from outside the trade area.

• The Big Thompson River is a significant natural amenity that could be capitalized upon to stimulate redevelopment in the southern segment of the corridor.

WEAKNESSES

• A number of the commercial shopping centers and freestanding stores in the corridor are showing their age and are in need of reinvestment or revitalization.

• Office vacancy rates are high and there is limited demand for additional office space.

• Due to parking lots along the street and wide building setbacks, much of US 287 lacks a well-defined edge.

• Due to frequent curb cuts providing access to businesses, there are numerous potential points of conflict between motorists, pedestrians and potential cyclists.
Evaluate the feasibility of redesigning the couplet to reorient uses to an enhanced streetscape.

Develop a revitalization plan to stimulate redevelopment of the 29th Street commercial area; improve circulation and access and enhance the public realm.

Focus commercial development at the intersection of US 287 and Highway 402.

Consider uses other than a large business park in this area due to lack of access from I-25.

Concentrate commercial and industrial development near 65th Street.

Broaden the feasible uses in the B-Developing Business zoning district in order to facilitate residential and mixed-use development.

Create a redevelopment plan for the US 287 and US 34 intersection as a key gateway into Downtown.

Improve Downtown with enhanced streetscaping, artistic gateways, and reduced vehicular lanes and speeds.

Develop a revitalization plan for the Big Thompson River area, annex county land, and mitigate the flood hazard.

Figure 3-6. US 287 Corridor Area
• Connections to adjacent neighborhoods are poor.

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

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

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

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

The commercial and industrial area north of Highway 402 through the Thompson River floodway to the entryway to Downtown is in need of revitalization. The existing industrial and commercial space may be an asset in providing low cost space to new businesses but needs significant reinvestment to do so. The City should consider annexing remnant county properties and developing a strategic approach to revitalization of this area. The recent flood and the changes necessary to mitigate future flooding presents an opportunity to better leverage the appeal of the river, parks, and open space to generate demand for recreation and retail. The City should identify a location to integrate the river area with commercial development.

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

29th Street Area
The commercial node centered at 29th street, stretching up to 37th Street, is the main neighborhood serving commercial area on US 287. This area has the potential to be a major community gathering point serving northern Loveland residents. The area is hampered currently by poor circulation and access. The City should try to revitalize under-performing retail spaces by making the area a destination for surrounding residents by transforming underutilized areas into public amenities and gathering points. An improved circulation and access pattern will enhance the attractiveness of retail spaces to shoppers and business and open up new retail locations.
65th Street Area

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

CITY OF LOVELAND’S ROLE IN DEVELOPMENT

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

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

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

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

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

Figure 3-8 summarizes all categories.

Residential Mixed Use Categories

Four land use categories represent the broad range of residential development in Loveland, including Estate, Low-, Medium-, and High-Density housing. With the exception of Estate Residential, small-scale commercial uses are allowed in all the residential categories as long as it meets the criteria for Neighborhood Activity Centers and is not located within ¾ of a mile of a similar use. All new neighborhoods should appropriately transition and connect to adjacent developments. Where applicable, proposed development in all residential categories should be sited and/or clustered to protect the natural features of a given site, and sensitively transition to public open lands. Additionally, the maximum density allowed in each residential category should be considered on a project basis, depending on the surrounding character, future land uses, transportation network, and other necessary infrastructure.

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

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

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

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

There are three “Other” categories. The Industrial category allow for manufacturing and warehousing uses, where appropriate, with complementary employment and commercial uses. The Public/Quasi Public category provides for such uses as schools, government services, and utilities.

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

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

Overlay Categories

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

Suggested Future Land Use Map Changes

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

STREET PATTERN

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

BLOCK LENGTH

Block lengths influence development and redevelopment potential and flexibility and the ability to create walkable environments. Typically 250’ is the minimum size of a block face in order to allow for sufficient development potential. The maximum recommended block face length is 1200’ to still allow for convenient pedestrian circulation between destinations.

SETBACK

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

BUILDING HEIGHT

Building height influences a place’s character. Taller buildings are appropriate for places that are meant to be activity centers with a higher density of development. Shorter buildings can create an environment that is less dense.
<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Primary Uses</th>
<th>Transportation</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Residential Mixed Use</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ER - Estate Residential</td>
<td>Single-family detached homes</td>
<td>Vehicular access prioritized, off-street trails, &amp; paved shoulders</td>
<td>Horseshoe Lake First Subdivision</td>
</tr>
<tr>
<td>LDR - Low Density Residential</td>
<td>Single-family homes with limited duplex and multi-family homes</td>
<td>Bike lanes, trails, detached sidewalks, slow vehicular speeds, &amp; limited transit</td>
<td>Mariana Butte</td>
</tr>
<tr>
<td>MDR - Medium Density Residential</td>
<td>Single-family, duplexes &amp; multi-family homes</td>
<td>Bike lanes, trails, detached sidewalks, slow vehicular speeds, &amp; transit</td>
<td>Established neighborhoods near Downtown</td>
</tr>
<tr>
<td>HDR - High Density Residential</td>
<td>Multi-family homes &amp; townhomes, with limited single-family detached homes</td>
<td>Detached sidewalks, bike lanes, trails, enhanced transit, &amp; slow vehicular speeds</td>
<td>Lake Vista</td>
</tr>
<tr>
<td><strong>Activity Center Mixed Use</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAC - Regional Activity Center</td>
<td>Regional commercial, service, &amp; employment uses, high density housing as appropriate</td>
<td>Vehicular access prioritized, detached sidewalks, bike lanes, &amp; transit</td>
<td>Promenade Shops at Centerra</td>
</tr>
<tr>
<td>DAC - Downtown Activity Center</td>
<td>Diverse mix of historic &amp; new uses in the downtown business area</td>
<td>Oversized sidewalks, bike lanes, enhanced transit, &amp; slow vehicular speeds</td>
<td>Downtown</td>
</tr>
<tr>
<td>CAC - Community Activity Center</td>
<td>Employment &amp; civic uses anchored by large-format retail</td>
<td>Detached sidewalks, bike lanes, vehicular access from arterials, &amp; transit</td>
<td>S. Taft Avenue / Highway 402</td>
</tr>
<tr>
<td>NAC - Neighborhood Commercial</td>
<td>Local retail &amp; civic uses</td>
<td>Detached sidewalks, bike lanes, transit, &amp; slow vehicular speeds</td>
<td>Village of Five Parks in Arvada, Northlake</td>
</tr>
</tbody>
</table>

Figure 3-8. Land Use Categories
<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Primary Uses</th>
<th>Transportation</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity Center Mixed Use</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CC - Corridor Commercial</td>
<td>Local &amp; regional retail uses, high density housing as appropriate</td>
<td>Detached sidewalks, bike lanes, enhanced transit, &amp; vehicular access from arterials</td>
<td>US 34 &amp; US 287 Corridors</td>
</tr>
<tr>
<td>E - Employment</td>
<td>Regional employment &amp; related commercial uses</td>
<td>Detached sidewalks, bike lanes, enhanced transit, &amp; vehicular access from arterials</td>
<td>Rangeview, Woodward Governor</td>
</tr>
<tr>
<td>Other Categories &amp; Overlays</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I - Industrial</td>
<td>Employment, light &amp; heavy industrial, &amp; outdoor storage</td>
<td>Freight movement prioritized, detached sidewalks, transit, &amp; limited bike facilities</td>
<td>Longview - Midway industrial park</td>
</tr>
<tr>
<td>PQP - Public Quasi Public</td>
<td>Schools, government uses, &amp; the airport</td>
<td>Detached sidewalks, bike lanes, vehicular access from arterials, &amp; transit</td>
<td>Civic Center</td>
</tr>
<tr>
<td>POL - Parks, Open Lands &amp; Environmentally Sensitive Places</td>
<td>Parks, city-owned natural areas, &amp; privately conserved lands</td>
<td>Detached sidewalks, trails, limited transit access, &amp; limited vehicular access</td>
<td>Parks, community separators, &amp; other natural areas</td>
</tr>
<tr>
<td>CN - Complete Neighborhood</td>
<td>A variety of housing integrated with commercial &amp; employment uses</td>
<td>Detached sidewalks, bike lanes, enhanced transit, &amp; slow vehicular speeds</td>
<td>Harvest Park in Fort Collins, Stapleton neighborhoods in Denver, neighborhoods adjacent to Downtown Loveland</td>
</tr>
<tr>
<td>EC - Enhanced Corridor Overlay</td>
<td>High-density residential mixed with commercial, employment &amp; civic uses</td>
<td>Bus/rail transit hub, oversized sidewalks, bike lanes, &amp; slow vehicular speeds</td>
<td>Mason Street in Fort Collins</td>
</tr>
<tr>
<td>RA - River Adjacent Overlay</td>
<td>Big Thompson River 100-year floodplain &amp; adjacent, impacted parcels</td>
<td></td>
<td>Daybreak, UT; Woodward Governor in Fort Collins</td>
</tr>
</tbody>
</table>

Figure 3-8. Land Use Categories
This map is intended to serve as a guide for future land use patterns within Loveland’s GMA and to promote integrated land use patterns throughout the study area. The map is current as of the date of publication. Land use patterns depicted on the map are advisory in nature and do not reflect, in detail, the specific requirements for the various land uses. All land development is subject to City zoning, standards for protection of environmentally sensitive areas, and other performance guidelines. 

1. Land Use descriptions can be found in Chapter 3 of the Comprehensive Plan.

2. The Future Land Use Map works in tandem with Specific Area Plans, System Plans, and Intergovernmental Agreements as described in Chapter 3 of the Comprehensive Plan and the Specific Area and Related Plans Map.

3. See the Plan for the Region Between Fort Collins and Loveland for more information about land use patterns and density in that area.


Legend:
- Loveland GMA
- Plan for the Region Between Fort Collins and Loveland
- Interstate
- Major Roads
- Railroad Tracks
- County Boundary
- Lakes
- Canals
- Big Thompson
- Airport Influence Area

Residential Mixed Use:
- Estate Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential

Activity Center Mixed Use:
- Regional Activity Center
- Corridor Commercial
- Downtown Activity Center
- Community Activity Centers
- Neighborhood Activity Centers
- Employment

Other Categories & Overlays:
- Industrial
- Public Quasi Public
- Parks, Open Lands, and Environmentally Sensitive Places
- River Adjacent
- Complete Neighborhood
- Enhanced Corridor
This map is intended to serve as a guide for future land use patterns within Loveland’s GMA and is advisory in nature. Land use patterns depicted are based on information, data, analysis, and planning that has been completed to date and are subject to change. Final determinations are made through the City’s review process and are subject to City zoning, standards for protection of environmentally sensitive areas, and other performance guidelines.

1. Land use descriptions can be found in Chapter 3 of the Comprehensive Plan.
2. The Future Land Use Map works in tandem with Specific Area Plans, System Plans, and Intergovernmental Agreements as described in Chapter 2 of the Comprehensive Plan and the Specific Area and Related Plans Map.
3. See the Plan for The Region Between Fort Collins & Loveland for more information about land use patterns and density in that area.

Updated 8/22/2016
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CREATE LOVELAND

ER - ESTATE RESIDENTIAL

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

Example: Horseshoe Lake Subdivision

Land Use Mix

Residential
- Single-family detached homes

Recreational
- Parks

Civic
- Churches
- Schools

Transportation

Highest Priority Mode
Primary access to homes by car; slow speeds

Priority Mode
Off-street trail system

Priority Mode
Paved shoulders

Non-prioritized Mode
Transit on adjacent collector & arterial network as appropriate

Zoning Compliance

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

Form

- Density: up to 2 units / acre; for sites with significant undevelopable natural features, gross density below the maximum range should be considered; where standards established in the Unified Development Code for Complete Neighborhoods are met, density may be up to 4 units / acre
- Street Pattern: Curvilinear
- Block Length: NA
- Front Yard Setbacks: 30’+
- Building Height: 1 - 3 stories
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CREATE LOVELAND

LDR - LOW DENSITY RESIDENTIAL

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

Example: Marianna Butte

Land Use Mix

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

Recreational
- Parks

Civic
- Churches
- Schools
- Public/quasi-public uses

Commercial
- Retail & services compliant with NAC

Transportation

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

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

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

Secondary Mode
Transit on adjacent collector & arterial network as appropriate

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

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

ldr - lOW densIty resIdentIal
- Can consist of a variety of housing types, but includes primarily detached single family residential housing.
- Represents the largest residential component (geographically) of the City’s Land Use Plan and the majority of newly developing neighborhoods.
MDR - MEDIUM DENSITY RESIDENTIAL

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

Land Use Mix

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

**Recreational**
- Parks

**Civic**
- Churches
- Schools

**Commercial**
- Retail & services compliant with NAC

**Transportation**

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

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

- **Secondary Mode**
  - Access to homes by car; slow speeds & connectivity between neighborhoods

**Zoning Compliance**

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

**Form**

- Density: 4 - 10 units / acre; where standards established in the Unified Development Code for Complete Neighborhoods are met, density may be up to 24 units / acre
- Street Pattern: Grid
- Block Length: 250’ - 800’
- Front Yard Setbacks: 10’ - 25’
- Building Height: 1 - 4 stories

Example: Established Neighborhoods Near Downtown
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CREATE LOVELAND

**HDR - HIGH DENSITY RESIDENTIAL**

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

**Land Use Mix**

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

**Recreational**
- Parks

**Civic**
- Churches
- Schools

**Commercial**
- Retail & services compliant with NAC

**Transportation**

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

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

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

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

**Form**
- Density: 10 - 20 units / acre; where standards established in the Unified Development Code for Complete Neighborhoods are met, density may be up to 24 units / acre
- Street Pattern: Curvilinear or Grid
- Block Length: 250’ - 700’
- Front Yard Setbacks: 10’ - 20’
- Building Height: 1 - 4 stories

Example: Lake Vista, Victorian Gardens
### Land Use Mix

**Commercial**
- Medium- and large-format retail
- Major cultural & entertainment uses
- Hotels

**Employment**
- Medium- to high-rise regional & corporate offices
- Technology
- Light manufacturing

**Civic**
- Higher education facilities
- Major public/quasi-public uses
- Transit facilities

**Recreational**
- Plazas & parks

**Residential**
- A minimum of 10 units / acre not located on major transportation routes

### Transportation

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

**Priority Mode**
Wide detached sidewalks with amenities like benches, planters, gathering places

**Priority Mode**
Designated bike accommodation such as bike lanes or protected bikeway

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

### Zoning Compliance

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

### Form

- Larger scale plazas and paths
- Encourage high-quality architecture
- Street Pattern: Modified Grid
- Block Length: 300’ - 1,500’
- Front Yard Setbacks: 0’ - 700’
- Building Height: As determined by landscaping, easements & parking lot design
- Maximum residential density: B Zone Enhanced Corridor Overlay Zone - 40 units / acre; MAC Zone Complete Neighborhood - 32 units / acre
C - Downtown Activity Center

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

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

Land Use Mix

Commercial
- Retail & services
- Entertainment uses
- Major cultural & arts uses
- Hotels

Employment
- Medium- to high-rise regional & corporate offices
- Technology

Civic
- Higher education facilities
- Major public/quasi-public uses

Recreational
- Plazas & parks
- Art in public places

Residential
- Single-family
- Multi-family
- Vertical mixed-use

Transportation

Highest Priority Mode
- Oversized sidewalks with amenities like benches, planters, gathering places

Priority Mode
- Designated bike accommodation such as bike lanes or protected bikeway; bike parking

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

Non-prioritized Mode
- Slow speeds; use context sensitive design to encourage motorists to slow down through Downtown

Zoning Compliance

- DT - Downtown
- BE - Established Business
- B - Developing Business outside of areas currently zoned BE, DT

Form

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

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

Example: Thompson Valley Town Center, Orchards Shopping Center

<table>
<thead>
<tr>
<th>Land Use Mix</th>
<th>Transportation</th>
<th>Zoning Compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Commercial</strong></td>
<td><strong>Transportation</strong></td>
<td><strong>Form</strong></td>
</tr>
<tr>
<td>• Medium- and large-</td>
<td><strong>Highest Priority Mode</strong></td>
<td>• Attractive pedestrian circulation</td>
</tr>
<tr>
<td>format retail</td>
<td>Wide detached sidewalks with amenities like benches</td>
<td>• Public plaza/open space within core</td>
</tr>
<tr>
<td>• Entertainment like</td>
<td>planters, gathering places; connectivity to adjacent</td>
<td>• Links to park/open space</td>
</tr>
<tr>
<td>restaurants, theaters</td>
<td>uses</td>
<td>• Dispersed parking</td>
</tr>
<tr>
<td>• Hotels/motels</td>
<td><strong>Priority Mode</strong></td>
<td>• Street Pattern: Grid</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td>Designated bike accommodation such as bike lanes</td>
<td>• Block Length: 350’ maximum with the option to</td>
</tr>
<tr>
<td>• Low-rise office</td>
<td>or protected bikeway; bike parking</td>
<td>combine blocks as long as convenient bicycle and</td>
</tr>
<tr>
<td>• Medical facilities</td>
<td><strong>Priority Mode</strong></td>
<td>pedestrian circulation is maintained</td>
</tr>
<tr>
<td><strong>Civic</strong></td>
<td>Access to/from arterials; slow speeds within &amp;</td>
<td>• Front Yard Setbacks: 25’ - 100’</td>
</tr>
<tr>
<td>• Middle/ high schools</td>
<td>connectivity between adjacent uses</td>
<td>• Building Height: 1 - 4 stories</td>
</tr>
<tr>
<td>• Places of worship</td>
<td><strong>Secondary Mode</strong></td>
<td>• Core Non-residential Area: 10 - 30 acres</td>
</tr>
<tr>
<td>• Senior or community</td>
<td>Transit on adjacent collector &amp; arterial network;</td>
<td>• *Maximum residential density: B Zone Enhanced</td>
</tr>
<tr>
<td>center</td>
<td>shelters &amp; benches</td>
<td>Corridor Overlay Zone - 40 units / acre; MAC Zone</td>
</tr>
<tr>
<td>• Public/quasi-public</td>
<td></td>
<td>Complete Neighborhood - 32 units / acre</td>
</tr>
<tr>
<td>uses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Park and ride</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Recreational</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Plazas &amp; parks</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Residential</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Single-family attached</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&amp; multi-family</td>
<td></td>
<td></td>
</tr>
<tr>
<td>adjacent to core; up</td>
<td></td>
<td></td>
</tr>
<tr>
<td>to 16 units/acre*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Vertical mixed-use</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

- Serves daily convenience needs of surrounding neighborhood primarily within 1/2 mile walking distance.
- Possible social and recreational focal point for surrounding neighborhood.
- Retail designed to compliment neighborhood structure, activities, and character.

**Land Use Mix**

- **Commercial**
  - Small-scale retail & services, like drug stores & gift shops
  - Convenience grocery
  - Deli

- **Employment**
  - Small-scale offices, like insurance agencies

- **Civic**
  - Elementary school
  - Public/quasi-public uses, like post offices & libraries

- **Recreational**
  - Plazas & parks

- **Residential**
  - Mixed-use encouraged where appropriate

**Transportation**

- **Highest Priority Mode**
  - Wide detached sidewalks with amenities like benches, planters, gathering places; connectivity to adjacent uses

- **Priority Mode**
  - Designated bike accommodation such as bike lanes or protected bikeway

- **Secondary Mode**
  - Transit on adjacent collector & arterial network; shelters & benches

- **Non-prioritized Mode**
  - Slow speeds

**Zoning Compliance**

- B - Developing Business
- R3e - Established High Density Residential
- MAC - Mixed-use Activity Center
- PUD - Planned Unit Development

**Form**

- Dispersed parking
- Attractive pedestrian circulation
- Places for neighborhood activities encouraged
- Street Pattern: Grid
- Block Length: 300’ - 600’
- Front Yard Setbacks: 0’ - 25’
- Building Height: 1 - 2 stories
- Core Non-residential Area: Up to 6 acres
- Buildings should front onto public sidewalks where possible.
- Pedestrian connections to adjacent neighborhoods with pedestrian amenities

Example: North Park Place Offices; Village of Five Parks, Arvada

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CC - Corridor Commercial

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

Example: Shops at Wintergreen Village, Hwy 287

### Land Use Mix

**Commercial**
- Retail
- Entertainment (restaurants, theaters, etc.)
- Hotels/motels

**Employment**
- Low-rise office
- Medical facilities

**Civic**
- Middle/ high schools
- Places of worship
- Senior or community center
- Public/quasi-public uses

**Recreational**
- Plazas

**Residential**
- Single- & multi-family as permitted by zoning
- Mixed-use preferred

### Transportation

#### Highest Priority Mode
Wide detached sidewalks with amenities like benches, planters, gathering places; connectivity between adjacent uses

#### Priority Mode
Designated bike accommodation such as bike lanes or protected bikeway

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

### Zoning Compliance

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

### Form

- Upgrade existing streetscape and building appearance
- Screen existing parking lots
- Improve circulation and access control
- Street Pattern: Grid
- Block Length: 250’ - 1,300’
- Front Yard Setbacks: 15’ - 200’
- Building Height: 1 - 3 stories
- Core Non-residential Area: Shallow strips along portions of existing arterial roads

### Example

Example: Shops at Wintergreen Village, Hwy 287
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**E - Employment**

- Regional employment and related commercial uses.
- Emphasizes open space and preservation of natural features as buffers.
- Proposed developments that do not contain office or light industrial uses may be allowed if such uses or zoning exist near the proposed development.

**Land Use Mix**

- **Commercial**
  - If near other office or light industrial uses or zoning

- **Employment**
  - Low- to medium-rise offices
  - Light industry

- **Recreational**
  - Open space

- **Residential**
  - Up to 16 units / acre on parcels without access or visibility to major transportation corridors
  - Vertical mixed-use

**Transportation**

- **Highest Priority Mode**
  - Detached sidewalks, connections to transit stops

- **Priority Mode**
  - Designated bike accommodation such as bike lanes or protected bikeway

- **Priority Mode**
  - Enhanced transit stations on adjacent collector and arterial network for local and regional bus service

- **Priority Mode**
  - Access to/from arterials; slow speeds within and connectivity between adjacent uses

**Zoning Compliance**

- **B - Developing Business**
- **I - Industrial**
- **PUD - Planned Unit Development**
- **E - Employment**

**Form**

- For large sites, campus setting with unified building design, open space, viewshed protection
- For infill sites, minimize setbacks, encourage taller buildings, a mix of uses, and pedestrian access
- High-quality architecture
- Street Pattern: Grid
- Block Length: 1,000’ - 2000’
- Front Yard Setbacks: 20’ - 200’
- Building Height: 1 - 4 stories, or as allowed by zoning
- Maximum residential density: B Zone Enhanced Corridor Overlay Zone - 40 units / acre; E Zone Complete Neighborhood - 32 units / acre

Example: Office on Hwy 287, Centerra office building at Rangeview
I - INDUSTRIAL

- Provides locations for a wide range of industrial uses and related services, where appropriate; avoid residential, restaurant, and retail encroachment.
- Ranges from attractive light industrial/office uses to less attractive heavy industrial and uses with outdoor storage.

Example: Longview - Midway, Arvada light industrial

Land Use Mix

Commercial
- Uses compatible with industrial uses, like auto services

Employment
- Manufacturing
- Wholesale
- Warehousing
- Offices compatible with industrial uses

Recreational
- Open space included as part of a development or campus

Transportation

Highest Priority Mode
- Freight movements to/from interstate and state highways

Secondary Mode
- Detached sidewalks

Secondary Mode
- Transit on adjacent collector and arterial network; provide shelters and benches

Non-prioritized Mode
- Shared facilities with vehicles

Zoning Compliance

- I - Industrial
- B - Developing Business
- PUD - Planned Unit Development

Form

Location Factors
- Concentrated in the vicinity of the Airport and the Crossroads/I-25 area.
- Other locations are scattered throughout the city that primarily reflect established development patterns.
- Industrial locations typically provide direct access to major highways.
Includes civic and governmental uses, churches, schools, and medical facilities.

Example: Immanuel Lutheran Church and School, Loveland City Hall

Land Use Mix
- Commercial
- Employment
- Civic
- Recreational

Transportation

**Highest Priority Mode**
- Detached sidewalks, connections to transit stops

**Priority Mode**
- Designated bike accommodation such as bike lanes or protected bikeway

**Priority Mode**
- Access to/from arterials; slow speeds within and connectivity between adjacent uses

**Secondary Mode**
- Transit on adjacent collector and arterial network; shelters and benches
POL - PARKS, OPEN LANDS & ENVIRONMENTALLY SENSITIVE PLACES

- Includes publicly-owned parks, open lands, golf courses and related facilities; privately conserved lands (deed restrictions or conservation easement); and environmentally sensitive lands such as floodways.
- An indication of environmental constraints and opportunities.

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

**Land Use Mix**

- **Recreational**
  - Parks
  - Natural Areas
  - Open Lands
  - Conservation Easements
  - Golf Courses
  - Cemeteries
  - Rural Land Use Plans

**Transportation**

- **Highest Priority Mode**
  - Detached sidewalks, connections to transit stops

- **Priority Mode**
  - Wide shared use trails

- **Non-prioritized Mode**
  - Transit on adjacent collector and arterial network as appropriate

**Zoning Compliance**

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

**Form**

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

**Location Factors**

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

- **Optional alternative land use designation for LDR and MDR city-wide. Suitable locations are identified through public input.**
- **A fine-grained mix of housing types, densities, and neighborhood scale commercial and civic uses, arranged in a pattern that supports pedestrian and bicycle transportation.**
- **Promotes integration of commercial and employment uses with housing.**

**Example:** Stapleton in Denver showing a range of housing types, neighborhood-serving commercial, and community facilities with high street connectivity. See also the Facilitate Complete Neighborhoods artists rendering in Chapter 2.

### Land Use Mix

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

**Recreational**
- Parks, plazas & private commons

**Civic**
- Churches
- Schools

**Commercial**
- Retail & services compliant with NAC

### Transportation

**Highest Priority Mode**
- Wide detached sidewalks with amenities like benches, planters, gathering places; connections to transit stops

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

**Priority Mode**
- Enhanced transit stations on adjacent collector & arterial network for local & regional bus service

**Non-prioritized Mode**
- Slow speeds

### Zoning Compliance

- Underlying zoning will vary.

### Form

- **Highly connected transportation network**
- **Places for neighborhood activity encouraged**
- **Links to parks / open space**
- **Residential density: varies with underlying zoning from 4 units / acre in Estate Residential to 32 units / acre in MAC and E zones**
- **Street Pattern: Grid**
- **Block Length: 350’ maximum**
- **Front Yard Setbacks: 0’ - 25’**
- **Building Height: 1 - 3 stories**
EC - Enhanced Corridor Overlay

- Intended to encourage redevelopment patterns and densities sufficient to leverage new private re-investment along established commercial corridors.

Example: Daybreak, UT; Mason Street in Fort Collins

Description
- Underlying designations include a wide range of commercial, employment, and residential uses.
- Maximize transit investment and advance transit readiness.
- Emphasize improving site planning and form rather than regulating use.

Transportation

Highest Priority Mode
Transit mobility hub or commuter rail stations to serve frequent local and regional bus &/or rail service

Priority Mode
Oversized sidewalks with amenities like benches, planters, gathering places; connections to transit stops & adjacent areas

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

Non-prioritized Mode
Slow speeds within the development; parking access to transit

Zoning Compliance
- Underlying zoning will vary.

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

Location Factors
- Along arterial roads and near planned stations along commuter rail and I-25 corridors.
- Encourage mode transfer facilities.
RA - River Adjacent Overlay

- Encourage appropriate restrictions on development in and adjacent to the floodplain to protect public health, safety, and welfare.

Description

- The River Adjacent overlay category incorporates the majority of the 100-year floodplain as designated by the Federal Emergency Management Agency (FEMA). This designation is depicted as an overlay with underlying land use designations that vary depending on location.
- This overlay is not a use, per se, but instead an indication of physical constraints and opportunities that influence appropriate use and restrictions on development in these areas. Its purpose is to ensure that residential and non-residential developments within or adjacent to the Big Thompson River floodplain maximize economic, recreation, and natural assets, and respond appropriately to river resources in terms of flood resiliency, structure siting, access, buffering and natural system function.

Location Factors

- FEMA floodplain.
- Adjacent areas north of Highway 402 that have the opportunity to be influenced by the Big Thompson River system (bluffs, riparian habitats, wildlife corridors) more than adjacent properties as shown on the Future Land Use Map.
- Mineral extraction is recognized as an existing and anticipated use, though discouraged within city limits.
- Areas of mineral extraction should be reclaimed in a way that supports the River Adjacent Overlay.

Zoning Compliance

- As may be determined by underlying land use designation, Environmentally Sensitive Areas guidelines, and floodplain regulations.

Example: Daybreak, UT; Royal Bank of Scotland

Location Factors

- FEMA floodplain.
- Adjacent areas north of Highway 402 that have the opportunity to be influenced by the Big Thompson River system (bluffs, riparian habitats, wildlife corridors) more than adjacent properties as shown on the Future Land Use Map.
- Mineral extraction is recognized as an existing and anticipated use, though discouraged within city limits.
- Areas of mineral extraction should be reclaimed in a way that supports the River Adjacent Overlay.

Zoning Compliance

- As may be determined by underlying land use designation, Environmentally Sensitive Areas guidelines, and floodplain regulations.

Form

- Guidelines for protection of Environmentally Sensitive Areas as determined by the Parks and Recreation Master Plan.
- As determined by applicable local and federal floodplain regulations and guidelines where within the FEMA floodplain.
- Wetland factors and regulatory constraints may also apply in areas where wetland conditions also exist.
- Clustering; stormwater best management practices.
- Recreational connectivity to off-street trail system, and easements for people and water as needed.
- Visual access to natural features.
CHAPTER 4: ACHIEVING OUR VISION

IMPLEMENTATION STRATEGY

The Comprehensive Plan is intended to serve as a guide for development and land use related and service provision decision-making within the Loveland Growth Management Area (GMA). While the planning horizon of this Comprehensive Plan is intended to be 10 years, it will be a living, evolving document that is adapted to reflect refinements in City Council priorities, new ideas, and emerging trends.

Successful implementation of the Comprehensive Plan depends on the coordinated and collective action of City decision makers, staff members, community members and other partners. The multiple components of the strategy to implement the Comprehensive Plan are described in detail on the following pages, and summarized in Figure 4-1.

1. City Council is responsible to guide implementation by establishing Priority-Based Budgeting results and Annual Work Plan priorities, developing partnerships, and ensuring accountability of City department activities in harmony with the plan’s policies.

2. Planning Commission and City Boards and Commissions are responsible to actively promote implementation of the Comprehensive Plan and other adopted plans; each decision should be assessed to see how it helps advance both City Council Priority-Based Budgeting results and the policies in the Plan.

3. Department Directors are responsible for pursuing the potential initiatives identified in the Annual Work Plan, and developing new initiatives, in accordance with plan policies and City Council approval and funding. City staff will also continue to review development proposals, providing decision-makers with information as to whether such proposals align with the intentions and policies of the Comprehensive Plan. Furthermore, City staff will prepare an Annual Report that highlights Create Loveland’s implementation achievements for the community, and they will also develop proposed plan amendments and present them to decision-makers for their consideration and potential approval. Finally, City Staff will monitor various performance indicators to understand the impact of the plan’s policies on the community and where refinements are needed.

4. Community members and City partners are encouraged to track the plan’s implementation via Annual Reports, and can support different implementation initiatives by participating in City budgeting and planning processes.
Annual Work Plan

A preliminary list of major initiatives to further the vision and policies of the Comprehensive Plan are included in Appendix A. These initiatives are actions that could be initiated in the short term to support the implementation of the Comprehensive Plan. A review of the projects listed in Appendix A – Annual Work Plan will occur annually in conjunction with annual budgeting and capital planning, at which point adjustments and additions may be made. The initiatives identified in the Annual Work Plan are intended to provide guidance to Department Directors in the development of capital plans, and to City Council in the annual budget development process. The timing, prioritization, costs, and funding of these initiatives will be determined by City Council as it considers annual capital plans and budget requests presented by City departments.

Figure 4-1. Comprehensive Plan Implementation and Monitoring Cycles. Where necessary, amending or updating the plan can help achieve City goals.
The initiatives identified in the Annual Work Plan are organized into the following categories:

- Capital Projects and Investments
- Continued Implementation of Existing Plans and Creation of or Updates to Supporting Plans and Policies
- City Programs and Services (something that the city will take on, but not a capital project)
- Partnerships and Agreements (someone else with whom the city will coordinate)
- Regulatory Reform (changes to codes or ordinances)

Each of these categories and their relationships to other City decision-making processes, such as priority-based budgeting are explained below.

**CAPITAL PROJECTS AND INVESTMENTS**

The projects identified are major investments into City infrastructure and facilities and can include new construction, as well as major renovations or replacements. The capital projects and investments identified are particularly related to implementation of the Comprehensive Plan, but will be considered among all other capital requests. Consideration and inclusion of these projects during the City’s annual Capital Improvement Plan process will help ensure that future investments align with the community vision and priorities.

**IMPLEMENTATION OF SUPPORTING PLANS AND POLICIES**

Since the Comprehensive Plan sets broad community vision and policies, some additional planning will be necessary to provide more detailed guidance and direction for specific topics and areas of the community. Furthermore, additional City policies may need to be adopted to guide decision-making in accordance with these supporting plans.

While the needs for further plans, studies and policies may emerge, the list contained in this Comprehensive Plan reflects immediate needs and priorities for supporting the concepts of the Comprehensive Plan. As such, this list will be considered in future priority-based budgeting discussions.

**CITY PROGRAMS AND SERVICES**

Many of the Comprehensive Plan policies may be implemented through continuation, expansion or addition of programs and services offered by the City. Some will require additional staffing or resources, but others might be accomplished through existing programs or service offerings.

As future budget requests are reviewed and approved, it will be valuable to review these program and service ideas to align future staffing and funding levels to support implementation of the Comprehensive Plan.

**PARTNERSHIPS AND AGREEMENTS**

Most policies will be implemented through collaborative partnerships with business, and community and non-profit groups. Additionally, some will be most successful through formal partnerships, or Intergovernmental Agreements (IGAs) between the City and other governmental entities, such as surrounding counties, municipalities and other special districts.

Each partnership opportunity and IGA should be reviewed individually to determine its applicability to future budget needs.

**REGULATORY REFORM**

Since the Comprehensive Plan establishes new direction and vision for the future, it is important that City regulations support consistent guidance and decision-making. The Loveland Municipal Code (including Title 16 Subdivision Code, Title 17 Annexation Code, and Title 18 Zoning Code), official zoning map and Site Development Performance Standards and Guidelines will all need to be reviewed and amended as necessary to ensure consistency with the principles and policies of the Comprehensive Plan.

While many regulatory revisions may be led by City staff, it will be necessary to consider these initiatives during the budgeting process to ensure that appropriate resources are available to execute them in a timely manner.
Development Review and Consistency

In addition to the initiatives identified in the Annual Work Program, implementation of the Comprehensive Plan will occur through ongoing development and redevelopment across the Loveland community. Most development and redevelopment projects will be led by the private sector, and the City of Loveland will be responsible for reviewing all proposals to ensure that they comply with all applicable regulations. During discretionary review processes such as annexations and rezonings, there are opportunities to achieve compliance with comprehensive plan policies not yet translated into code, but for the most part, the comprehensive plan will be implemented through the adoption of policies into development and zoning codes.

As part of development applications and in narrative format, each development proposal should summarize its contributions towards achieving or supporting the principles and policies outlined in Chapter 2. City staff will review each proposal and include a statement of determination of consistency (or inconsistency) with the Comprehensive Plan in the staff report submitted to decision-making bodies. A plan consistency checklist can also be prepared.

The following three findings shall be used to evaluate development proposals and annexations as appropriate.

1. This proposal is consistent with the Policies and Supporting Strategies in Chapter 2: Our Future
2. This proposal is consistent with the Land Use Plan and Land Use Designations contained in Chapter 3: Our Places
3. The annexation complies with the laws of the State of Colorado regarding annexation

Adaptive Management Program

To keep implementation of the Comprehensive Plan on track and demonstrate progress towards desired community outcomes, it is the responsibility of the Director of Development Services, in coordination with the City Council and Planning Commission, to periodically review and report out on the plan’s implementation status. This includes a cycle of reflecting on the implementation status and achievements, and also making periodic adjustments to the plan to ensure that it remains relevant and applicable.

On a quarterly or semi-annual basis, the Planning Department should meet to discuss plan implementation progress and challenges, gather ideas to inform the development of the Annual Report, and identify issues to be considered for future plan amendments.

ANNUAL REPORT

Preparation of an Annual Report to summarize and celebrate implementation achievements, issues, and next steps will help provide consistency and organization to the implementation process. The Director of Development Services will prepare the Annual Report to highlight what was accomplished in the year to support the Comprehensive Plan. It will identify capital projects in progress or completed, supporting plans developed, enhancements or additions to City programs or services, new partnerships or Intergovernmental Agreements, and regulatory updates that were adopted to help Loveland realize its long-term vision.

Beyond the progress of initiatives from the Annual Work Plan, the Annual Report will also identify major plan amendments adopted over the past year, upcoming amendments for future consideration, new or revised City Council budgeting or strategic planning priorities, and a summary of the year’s development review activities. Future reports may also include the latest status of indicators identified in the performance monitoring section of this chapter.
CHAPTER 4 | 5
CREATE LOVELAND

1. The City Council shall provide for examination and update of the Annual Work Plan initiatives on an annual basis, in coordination with the annual budget and capital improvement planning processes.

2. The City Council shall provide for a general reexamination of the Comprehensive Plan every five (5) years, in accordance with the approved amendment process. The Council shall adopt recommendations and amendments to the Plan by resolution after a duly noticed public hearing is held by the Planning Commission.

3. The City Council shall cause a new Comprehensive Plan to be prepared at least once every ten (10) years. The Council shall adopt a Plan update by resolution after a duly noticed public hearing is held by the Planning Commission.

4. After the City Council has reviewed and adopted by resolution the changes resulting from such a reexamination, or portions thereof, a copy of said resolution shall be filed with the City Clerk and sent to the appropriate official of any adjoining jurisdiction receiving notice.

5. The reexamination process shall include an evaluation of:
   a. the major opportunities and constraints affecting the City and its area of influence at the time of the adoption of the last significant Comprehensive Plan update;
   b. the extent to which such opportunities and constraints have been reduced or have increased subsequent to that update;
   c. the extent to which the vision articulated in the Comprehensive Plan has been achieved;
   d. the extent to which actual development has departed from the development patterns envisioned in the current Comprehensive Plan;
   e. the extent to which there have been, or need to be, significant changes in the assumptions, forecasts, projections, goals, policies, and guidelines that are the basis of the Comprehensive Plan (including assumptions about population and economic forecasts and the local land market; changes in land-use projections and in area designations in the land-use element for projected land uses; and changes in any regional plans or in the plans of adjoining jurisdictions); and what amendments, if any, the Comprehensive Plan should contain;
   f. the extent to which proposed actions contained in the Program of Implementation have been carried out; and
   g. whether a new Comprehensive Plan should be prepared based on the magnitude of changes currently facing the City and its area of influence.

A review of the projects listed in Appendix A – Annual Work Plan will occur on a 2 year cycle, at which point adjustments and additions may be made.

COMPREHENSIVE PLAN AMENDMENTS

With the exception of Administrative Plan Amendments, the Planning Commission is responsible for adopting plan updates and amendments with ratification by City Council, following a public hearing by Planning Commission. The Plan will be reviewed in accordance with the following procedures and state statute.

1. The City Council and Planning Commission will review, identify and adopt amendments to the Comprehensive Plan throughout its planning horizon so that current issues continue to be addressed and to ensure that the Plan provides a realistic guide for the community’s future growth. Amendments will include periodic updates to major functional (system) plans and area plan elements that serve to support the Plan.

Process and Procedures for Updating and Amending the Comprehensive Plan

A review of the projects listed in Appendix A – Annual Work Plan will occur on a 2 year cycle, at which point adjustments and additions may be made.
Types of Amendments

There are basic forms of possible amendments:

1. **Comprehensive Plan Text Amendments** are changes to the text of the Comprehensive Plan that could include revisions to the Plan’s guiding principles, goals, and policies.

2. **Land Use Plan Amendments** are changes to the land use designations and text contained within the Land Use Plan or revisions to the transportation system recommendations contained within the City of Loveland Transportation Plan.

3. **Loveland Growth Management Area Amendments** are additions to or deletions of properties from the Loveland Growth Management Area, Cooperative Planning Areas, and Community Influence Area.

4. **Functional and Area Plan Amendments** are amendments to those functional (component) plan elements and area (section) plans previously adopted as a part of the Loveland’s Comprehensive Plan, and the adoption of new functional (component) plan elements and area (section or corridor) plans.

5. **Administrative Plan Amendments** are amendments processed by City staff (not subject to the public hearing process) involving “technical corrections” or minor changes to the Plan’s text and/or maps. Administrative revisions are limited to the following “technical corrections”:
   a. Correction of an error, either text or mapping. This could include outdated information, grammatical errors, incorrect symbols and graphics, or revisions of a similar nature.
   b. Minor changes regarding base mapping information such as streets, subdivisions, etc.
   c. A revised map legend or notation.

Role of Staff, the Planning Commission, and City Council in the Amendment Process

The Director of the Development Services Department, or designee, is responsible for reviewing and bringing Comprehensive Plan amendments to the Planning Commission for consideration. In making staff’s recommendation on a Plan amendment to the Planning Commission, the Director of the Development Services Department, or designee, may also seek the advice of applicable boards and commissions.

Comprehensive Plan amendments may be proposed by City Council, City staff, City boards and commissions, or by any member of the public. Plan amendments can be processed at any time of the year.

Public Hearing Notification Procedures

The recommendations of the Planning Commission shall only be made after proper notification in the newspaper and a public hearing, during which any member of the public may comment on a proposed Plan amendment.

1. Written notice of a public hearing on a Plan amendment shall include:
   a. the date, time, and place of hearing;
   b. a description of the substance of the proposed Comprehensive Plan amendment. If the proposed regulation or amendment affects discrete and identifiable lots or parcels of land, the description shall include a legal and/or general description of the affected lots or parcels;
   c. the contact person(s) from whom additional information may be obtained;
   d. the time and place where such amendment may be inspected by any interested person prior to the hearing; and
   e. the location where copies of the proposed amendment may be obtained or purchased.
2. The Manager of Community and Strategic Planning, or an appropriate designee, shall give notice in writing of all public hearings on all proposed amendments via publication in the newspaper of record at least fifteen (15) days prior to a public hearing being conducted by the Planning Commission. Staff may also give notice via publication on a computer-accessible information network or by other appropriate means.

3. When a proposed amendment to be considered at a public hearing does not apply to all land in the City’s planning area and instead applies to discrete and identifiable lots or parcels of land, the Applicant shall also give notice in writing of that hearing by first class mail, mailed at least fifteen (15) days prior to a public hearing being conducted by the Planning Commission to the owners of record of all parcels or lots that would be affected by the proposed amendment.

4. The Manager of Community and Strategic Planning, or an appropriate designee, shall provide written notice to any neighboring jurisdictions partially or wholly located within three (3) miles of Loveland’s city limits of a public hearing at which a Comprehensive Plan amendment is to be considered. A copy of the proposed Comprehensive Plan amendment shall be provided to the neighboring jurisdiction.

5. Prior to the public hearing, the Applicant shall provide the Manager of Community and Strategic Planning, or an appropriate designee, with an affidavit certifying that the notice requirements set forth above as being the responsibility of the Applicant have been met. Failure to provide the required affidavit, or evidence of a defective mailing list, may result in termination of review or action on an amendment request until proper notice is provided.

Public Hearing Procedures
The following procedures apply to public hearings held by the Planning Commission regarding Comprehensive Plan amendments:

1. At the public hearing, the Planning Commission shall permit all interested persons, specifically those persons notified by first class mail pursuant to this Section, to present their views orally or in writing on the proposed Comprehensive Plan amendment.

2. The hearing may be continued from time to time.

3. After having given due consideration to all written and oral comments received at the public hearing, the Planning Commission and/or City Council may revise the proposed Comprehensive Plan amendment recommended by staff.

4. A request for an amendment to the City’s Growth Management Area, the Land Use Plan, or the Transportation Plan that is based upon a proposed or future development project shall be processed in accordance with one of the following two (2) options.

5. Option A: If a Plan amendment is deemed necessary by staff and is requested to be processed concurrently with the corresponding proposed development project, then the Planning Commission and City Council shall consider four separate actions and motions in the following order:
   a. The proposed amendment to the Comprehensive Plan.
   b. The proposed annexation request.
   c. The proposed zoning or rezoning requests.
   d. The proposed development project.

Option B: If a proposed or future development project is deemed to require a Plan amendment by staff, then the proponent or Staff has the option of making said amendment request separate from any request being made for an annexation, rezoning, or other action on the proposed or future development project.
Criteria for Determining Amendment Consistency with the Adopted Plan

Compliance with the Comprehensive Plan does not guarantee approval of an annexation or rezoning action. The final determination of the merits of an annexation or rezoning action will be made during that part of the approval process.

The appropriateness of a Plan amendment request shall be determined in accordance with the following specific criteria:

1. Does the amendment request implement or further, or is it otherwise consistent with, one or more of the philosophies, goals, policies and strategies of the Comprehensive Plan? Explain.

2. Will the amendment request interfere with the existing, emerging, proposed or future land use patterns and/or densities/intensities of the surrounding neighborhood as depicted on the Land Use Plan Map and as contained within the Comprehensive Plan? Explain.

3. Will the amendment request interfere with, prevent, or implement the provision of any of the area’s existing, planned, or previously committed services or proposals for community facilities, or other specific public or private actions contemplated within the Comprehensive Plan? Explain.

4. Will the amendment request interfere with, prevent, or implement the provision of any of the area’s existing or planned transportation system services as contemplated by the Transportation Plan? Explain.

Staff, the Planning Commission, and City Council shall make findings in support of their action or recommended action on a proposed Plan amendment utilizing the above-stated criteria.
How Do We Know If We Are Achieving the Plan’s Vision?

The Comprehensive Plan is shaped by the vision and a set of guiding principles that state the community’s aspirations for the future. Indicators are established based on the City Council Results (see Table 4-1) to further describe the community’s desired direction, and help monitor performance and progress towards achieving the Plan’s vision and goals.

Indicators help track and communicate progress, and can also serve as alerts to emerging problems or challenges. Characteristics of effective indicators include the following:

- Are relevant to the vision and goals of local plans such that they are tracking meaningful desired outcomes;
- Are clear and concise in the sense that they do not rely on overly complex definitions or calculations that are difficult for stakeholders and decision makers to understand;
- Are well grounded in quality data and are defensible;
- Are usable in making decisions that affect the community, reflecting topics the community can do something about through local plans or policies;
- Have a long-range view, rather than tracking disconnected short-term outcomes;
- Are based on reliable and regularly reported data so that they can be consistently and accurately tracked over time; or, if data do not currently exist, a system to reliably collect data can be established; and
- Can cover multiple topics and plan element areas.

THE ROLE OF INDICATORS IN CREATE LOVELAND

Regular monitoring of indicators can help the City of Loveland and community members assess whether or not the Comprehensive Plan is leading the community toward its vision and goals. Rooted in data, the indicators provide a snapshot of existing conditions, as well as a picture of historic and projected trends. They serve as quantitative signposts for the informed measurement and management of plan performance and outcomes.

While no singular indicator can paint a complete picture of progress, a suite of carefully-selected indicators can help present an interesting story of achievements and challenges related to the Comprehensive Plan vision, guiding principles, and City Council goals and policies. The indicators selected are intended to reveal and reflect community values, inspire action, and help decision-makers make informed decisions and adapt to evolving trends.
Table 4-1 City County PBB Results and Comprehensive Plan Indicators

<table>
<thead>
<tr>
<th>PRIORITY-BASED BUDGETING RESULTS</th>
<th>Residential Intensity</th>
<th>Development in Hazard Areas</th>
<th>Water Use per Capita</th>
<th>Sales Tax Revenues Per Household</th>
<th>Job/Housing Balance</th>
<th>Housing Cost Burden</th>
<th>Sidewalks and Bicycle Infrastructure</th>
<th>Mode Split</th>
<th>Connectivity Index</th>
<th>Property Investment</th>
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<tr>
<td>Diverse ways to enjoy culture, recreation, life-long learning and leisure</td>
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<td>Effective mobility and reliable infrastructure</td>
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<td>Healthy, attractive and environmentally sustainable community</td>
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<td>Safe and secure community</td>
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<td>Thriving, welcoming and desireable place to live that provides for the well-being of the community</td>
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<td>Vibrant economy</td>
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<td>Well-planned and strategically managed growth and development</td>
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Create Loveland Indicators

To ensure that Loveland is making progress toward achieving our vision and goals, the following indicators will be used by City staff in Annual Reports to report back to City Council and Boards and Commissions on progress being made to achieve plan policies (see Table 4-2).

A summary of each indicator is provided on the following pages. Data availability varies by indicator, and as such, the baseline years shown on the indicator graphics include the most recent year for which data are available. Additionally, historic data are included in the graphics as available. Projections in the future are shown for illustrative purposes, and are not meant to identify a specific target beyond a positive or negative direction.

Appendix C contains background information about the process for identifying and selecting indicators for Create Loveland, and also includes details for the ongoing monitoring each indicator.

Table 4-2 Indicators and Comprehensive Plan Elements

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>RELATED PLAN ELEMENT</th>
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<tbody>
<tr>
<td></td>
<td>Centers &amp; Corridors</td>
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<tr>
<td>Retail Activity</td>
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<td>Jobs/Housing Balance</td>
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<td>Development in High Risk Areas</td>
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<td>Downtown Economic Activity</td>
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<td>Residential Affordability</td>
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<td>Residential Density</td>
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<td>Property Investment Activity</td>
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<td>Neighborhood Walkability</td>
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<td>Mode Split</td>
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RETAIL ACTIVITY

This indicator illustrates the strength of Loveland’s retail economy as measured by sales tax revenue and residential growth. Sales tax is the primary revenue source that supports City services. This indicator is calculated by dividing total sales tax dollars by the number of households to track trends in sales tax per household. A steady upward or positive trend line for this indicator will help the City of Loveland adequately budget for and fund government services and programs that residents expect. This indicator has increased every year over the past five years, meaning that growth in sales tax revenue is outpacing residential growth.

JOBS / HOUSING BALANCE

This indicator illustrates whether Loveland is a net importer or exporter of employment. Creating more employment opportunities in Loveland can improve economic mobility, reduce transportation costs, improve regional air quality, and attract a talented workforce. This indicator is calculated by dividing the total number of jobs by the total number of households. A value above 1.0 suggests that a community is a net employment importer, while a value below 1.0 indicates residents tend to work outside the City. A steady or upward trend line for this indicator will help ensure that employment opportunities for Loveland residents are available within the community. This indicator dropped slightly in the years of the economic recession, but is showing signs of increasing in recent years.

Source: City of Loveland

Source: U.S. Census Bureau County and ZIP Code Business Patterns, and ACS 1-year estimates
DEVELOPMENT IN HIGH RISK AREAS

This indicator illustrates the amount of existing and new development occurring in hazardous areas, which include airport safety zones, floodplains, geologic hazards, and the wildfire urban interface. Using Geographic Information System (GIS) analysis, it is calculated as a percentage of structures located within one of the defined risk areas. Historic information is not available for this indicator, but recent analysis shows that nearly 22 percent of development in the community is located in areas with moderate to high risk. Reductions in the number of structures located within hazardous areas will help minimize life and property losses when hazardous events occur.

DOWNTOWN ECONOMIC ACTIVITY

This indicator helps monitor the economic health and vibrancy of Downtown.

Commercial lease and vacancy rates provide insight into downtown’s health as an economic generator. Average commercial lease rate is the average amount of money paid per square foot per year for the rental of commercial real estate in downtown. High and increasing rates indicate a desirable environment with strong demand. However, rates that are significantly higher than peer cities may discourage leasing or reflect a lack of adequate supply. Under current conditions, significant increases in lease rates are desirable to demonstrate a downtown revitalization. Historic data specific to downtown Loveland is not available for this indicator.

Commercial vacancy rate is the percentage of all available square feet in a rental commercial property that are vacant or unoccupied at a particular time. Lower vacancy rates indicate to a stronger market. Economists hold that a 5% vacancy rate within a city or downtown is ideal for balancing tenant and landlord interest while allowing adequate movement of tenants. Vacancy below 3% is considered to indicate a shortage of supply. Historic data specific to downtown Loveland is not available for this indicator.
RESIDENTIAL AFFORDABILITY

This indicator measures the percent of households that spend more than 30 percent of their income on housing and utilities costs, according to the US Department of Housing and Urban Development (HUD) definition of cost burden. The costs include mortgage/rent, insurance, utilities, and homeowners association (HOA) fees. Recent trends show that a greater number of renter households are cost-burdened than owner households and more than a third of the community’s households are cost burdened. Declining trend lines for owners and renters means that housing is becoming more affordable and fewer residents bear the burden of high housing costs. Households that are not cost burdened have more money to save or spend on local goods and services.

RESIDENTIAL DENSITY

This indicator shows how efficiently land is developed for residential purposes. More compact development patterns support walkability; efficient use of infrastructure; and full-service, complete, and connected neighborhoods. The efficient use of land in the future will provide Loveland more opportunities for how to accommodate future growth. The indicator is calculated by using a GIS query to isolate residential land uses, and then summing up the total number of dwelling units within that area. Since 2000, this indicator has largely been increasing, but it dipped slightly from 2010 to 2014. A positive upward trend line for this indicator suggests that more efficient development of land is occurring.
PROPERTY INVESTMENT ACTIVITY

City policies, operations, and capital improvements directly affect the amount and location of investments, both private and public. This indicator compares the share of development activity within Downtown and targeted infill and redevelopment areas. Increasing total investment over time indicates greater community vitality. Increasing proportions of investment in desired areas, as compared to the City as a whole, means that these areas are attracting infill and redevelopment activity and are becoming more economically vibrant and are making efficient use of infrastructure. It is calculated by using a GIS query to pull building permit records within mapped investment areas, and then summing the total annual investment from building permit data for properties in that area. Historic trends are not available, but recent analysis shows that more than half of investment in the City occurred within targeted areas.

Source: City of Loveland GIS and building permit records (no historical data available)
NEIGHBORHOOD WALKABILITY

This indicator illustrates city-wide walkability based on connected sidewalk routes to common community destinations. Higher miles indicate greater walkability and accessibility to parks, schools, and grocery stores. It is calculated using GIS analysis by 1) identifying park, school, and grocery store locations; 2) estimating a one-half mile (10 minute walk) travel distance on all sidewalks; and 3) measuring the total miles of connected sidewalk routes to parks, schools, and grocery stores against the total number of roadway miles. Increasing proportions of walkable routes as compared to overall roadway miles means that infrastructure to support walking and biking is increasing, which increases the desirability and safety of these transportation modes. Historic trends are not available, but recent analysis shows that there are far fewer walkable routes to grocery stores, parks, and schools than total roads.
RESIDENTIAL WATER USE

Increased economic development is no longer dependent on increased water use per capita. Instead, reductions in water use translate to increased household savings and lower municipal water purchase and service costs.

Water use is largely influenced by City policies governing land use and development patterns. Planning for increasing density though redevelopment and infill; higher density housing (smaller yards); unirrigated native landscapes; more efficient irrigation and water-wise landscaping for all uses; and encouraging installation of high efficiency water fixtures helps mitigate the growing pressures on Colorado’s limited rivers and water resources — and reduces costs for acquiring water rights. The State’s Water Plan, as authorized by Governor Hickenlooper, requires communities to include efficient land use planning. Efforts to reduce the required irrigated landscaping (buffer yards, open spaces, common areas, and detention ponds) in new development should be considered.

The average citizen in the U.S. uses 80 to 100 gallons of water per day (USGS). Outdoor water use accounts for about 55 percent of residential water use on the Front Range. Three indicators used in many conservation programs can be tracked historically to show water use trends:

- **Raw Water Demand at WTP** – a metric illustrating the total volume of water treated at Chasteen Grove Water Treatment Plant over time. As population and jobs increase, this number traditionally increases and is measured on the left y-axis.

- **Total Gallons per Capita per Day** – a yearly measure of the total volume of water treated at our Chasteen Grove Water Treatment Plant, divided by population estimates. It also reflects improvements in City distribution systems (fixing leaky pipes and tanks). A positive trend would be a continued decline in overall water demand, which is shown to be declining over time.

- **Residential Gallons per Capita per Day** – a yearly measure of the total volume of water sold to Residential customers, the City’s largest class of customer. A positive trend would be a continued decline in overall water demand, which is shown to be declining over time.

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Source: City of Loveland Utilities
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![LOVELAND HISTORIC WATER USE](image)
MODE SPLIT

This indicator shows how people commute to work and demonstrates whether commuting patterns have shifted from traditional to alternative transportation modes. A distribution of modes generally indicates a community is providing transportation options to its residents. This indicator is tracked via the American Community Survey conducted by the US Census Bureau. Decreasing shares of commuters who drive alone, and increasing shares of the other transportation modes means that commuting workers have more options for their transportation and are using them instead of driving to work alone. Since 2000, the overall number of trips has increased, and the overall proportion of commuters driving to work alone has remained somewhat consistent. The number of people biking and walking to work appears to be increasing.

Loveland has a slightly higher share of employees commuting to work alone (80 percent in 2013) than other Northern Colorado communities (e.g., 73 percent in Fort Collins, 77 percent in Greeley, and 74 percent in Longmont).
**SIDEWALKS AND BICYCLE INFRASTRUCTURE**

This indicator illustrates the completeness of Loveland’s street network and its accommodation of infrastructure for pedestrians and cyclists. This indicator ties Create Loveland to the goals outlined in the 2005 Comprehensive Plan and the 2012 Bicycle and Pedestrian Plan, as well as aligning City efforts with the Center for Disease Control’s recommended community strategies to reduce and prevent obesity. As solutions vary by roadway – and not every road is suited for sidewalks and bicycle facilities – the intent is to implement the 2012 Bicycle and Pedestrian Plan thereby reducing the percent of “Roads with No Facilities.” This indicator is calculated by measuring miles of total new and existing sidewalks, shared use paths, and bicycle lanes in proportion to miles of all transportation infrastructure (including roadways and off-street facilities). A decrease in the percentage of roads with no sidewalks or bike facilities means that residents have more options for both transportation and recreation. Historic trends are not available, but recent analysis provides a baseline for future monitoring.

![Diagram of Sidewalks and Bike Facilities](image)

- **Sidewalks**
  - **19%**: Roads with No Facilities
  - **75%**: Roads with Facilities with Gaps
  - **Roads with Facilities on at Least One Side
  - **Off-Street Trails**

- **Bike Facilities**
  - **75%**: Roads with Facilities

Source: City of Loveland Public Works

Positive trend if roads with no facilities decrease.
CONNECTIVITY

This indicator measures connectivity of the road transportation network. A well connected road network (higher connectivity index) emphasizes accessibility by providing for direct travel and increased route choice with traffic dispersed over more roads, and encourages non-motorized transportation. This indicator is calculated by dividing the total number of roadway segments by the number of intersections. A connectivity index of 1.4 is generally considered the minimum desirable for a walkable community, and a positive trend line means that the community is becoming more connected and accessible. Historic trends are not available, but recent analysis shows a connectivity index of approximately 2, meaning that Loveland’s road network as a whole has high connectivity.

Source: City of Loveland Utilities