



CITY OF LOVELAND
 DEVELOPMENT SERVICES DEPARTMENT
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AGENDA ITEM: 1
MEETING DATE: 8/26/2014
TO: City Council and Planning Commission
FROM: Greg George, Development Services Director
PRESENTER: Karl Barton, Senior Planner

TITLE:
Create Loveland Vision Workbook

SUMMARY:

This is an informational presentation of the draft Vision Workbook portion of *Create Loveland*. The purpose is to receive input from City Council and the Planning Commission on the Guiding Principles and Opportunities contained in the workbook. The City's consultant on this project, Logan Simpson Design, will make a presentation on the Vision Workbook and lead a discussion. The comments received tonight will be the basis for the next draft of the workbook.

BACKGROUND:

Loveland residents are enthusiastic about their City. They enjoy the high quality of life that they have and want to make sure that it continues as Loveland grows. The draft Vision Workbook presented at this study session is the result of an inclusive, and on-going, community conversation about what Loveland citizens want to see stay the same in Loveland and what they see as opportunities for Loveland.

The Guiding Policies and Opportunities included in the workbook are arranged into three topic areas: Centers + Corridors, Neighborhoods + Community Assets, and Health, Environment + Mobility. Each topic area includes corresponding Vision and Guiding Principles and Opportunities. Opportunities are strategies that can accomplish the Vision and Guiding Principles.

The aspirational values, vision ideas, goals and opportunities come directly from input given by stakeholders. This input was gathered through a variety of avenues, including: over 55 personal interviews with community leaders and representatives, an audit of existing policies, two public visioning events, Open City Hall online discussions, public outreach at Thursday night concerts, Sunday Farmers' Markets, discussions with Boards and Commissions and other community groups. Key development of the draft workbook came from the Stakeholder Committee consisting of citizens from across the Loveland Community who volunteered their time to provide in-depth input during the process of *Create Loveland*. (A list of Stakeholder Committee members is included as an attachment.)

The Vision Workbook will form the basis of *Create Loveland* and concludes the Foundation and Visioning tasks of the Comprehensive Plan update process. During the next task, Opportunities Analysis, the early ideas and catalyst projects in the Vision Workbook, will be further refined and tested. As the plan drafting process continues, policy recommendations will be brought forward for each Guiding Principle, with implementation strategies identified to achieve the Vision.

COMMENT DIRECTIONS:

In order to make the study session as productive as possible, we are asking you to review the materials and give us your comments ahead of time. We have included a worksheet in your packet that we would like you to fill in to record your comments. Please review the Guiding Principles and Opportunities and use the worksheet to let us know which ones resonate with you, which ones do you feel are particularly important and which ones should be modified? Also, please let us know if you think there are any missing Guiding Principles or Opportunities. Please place your comments in the worksheet under the appropriate sub-heading.

We would like to get your feedback returned to us by Monday, August 25th, by 8:00 am. Please save and email the worksheet to Karl Barton at Karl.Barton@cityofloveland.org.

REVIEWED BY CITY MANAGER:



ATTACHMENTS:

- A. *Create Loveland* Vision Workbook
- B. Comment Worksheet
- C. Stakeholder Committee Membership List
- D. PowerPoint Presentation

DRAFT VISION WORKBOOK

AUGUST 2014

The background features a stylized landscape. On the left, there are three overlapping mountain peaks in shades of teal, yellow, and orange. Below the mountains is a horizontal blue band representing a river. At the bottom, there are several green, wedge-shaped shapes that resemble fields or hills, with white lines suggesting paths or furrows.

Create
LOVELAND

City of Loveland, Colorado
Community & Strategic Planning

Logan Simpson Design Inc.

Vision Workbook
Loveland Comprehensive Plan

DRAFT

August 2014

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Background

Creating a Community Vision

Our Community Vision

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- Neighborhood Character

Vision for Health, Environment & Mobility

- Health & Wellness

- Environment

- Mobility



CREATING A COMMUNITY VISION



The Plan relies on broad community input, and visioning is a critical step to articulate the shared values and vision of Loveland’s citizens.

The visioning process uses a multi-pronged approach to effectively reach and collect responses from a broad-spectrum of the Loveland community. The Vision builds off the City’s 2005 Comprehensive Plan Vision, the 2014 City Council Priorities, existing plans and policies, an Annual Boards & Commissions Summit, over 55 personal interviews with community leaders and representatives, an audit of existing policies, two public Visioning Events, and Open City Hall online discussions.

In April and May, the project team held one-on-one and small group interviews with community leaders and representatives from 29 different city departments, partners, community groups, and regional agencies, as well as local developers, business owners and interested citizens.

In June, two Visioning Kick-Off Events were held to identify issues, community priorities, and elements for an updated community vision. Over 70 residents attended the workshops over two days. Shortly after the Visioning Events, online dialogue and visioning questions available on Loveland’s Open City Hall website have prompted hundreds of visits and comment responses. Weekly topics cover Downtown, Centers and Corridors, Neighborhoods and Community Assets, as well as Health, Mobility and the Built Environment. The dialogue is continuing online and through outreach at Thursday night concert series, Farmers’ Markets, boards and commissions, and other community group presentations.



OUR COMMUNITY VISION

“A vibrant community - surrounded by natural beauty - where you belong!”

Vision Statement

The Vision Statement describes how the City should look, feel, and function in the future.

The Comprehensive Plan Update is designed to achieve the above Vision Statement from the 2005 Comprehensive Plan by focusing on the **built environment** and **land use**. This Vision Workbook is an early articulation of the community’s values and vision to date, and sets clear common priorities for the Comprehensive Plan. It will continue to be refined throughout the Comprehensive Plan update process.

Guiding Principle

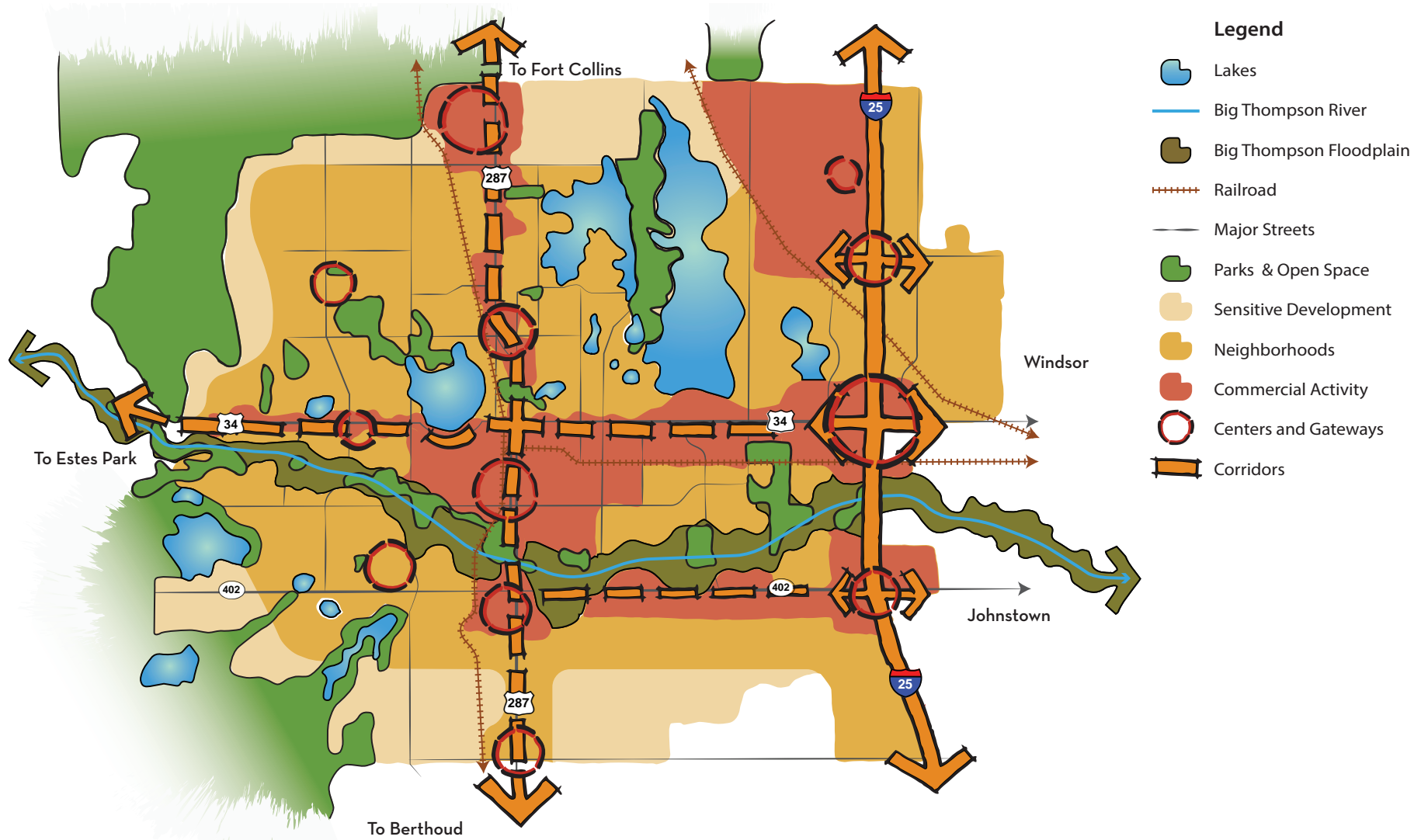
Guiding Principles are the community values and goals that were expressed during the public engagement process.

The following aspirational values, vision ideas, goals, and opportunities came directly out of the input given by stakeholders, elected officials, and the public to express the desired future for the community.

Opportunity

Opportunities are the strategies that can accomplish the Vision and Guiding Principles.

OUR COMMUNITY VISION





CENTERS & CORRIDORS

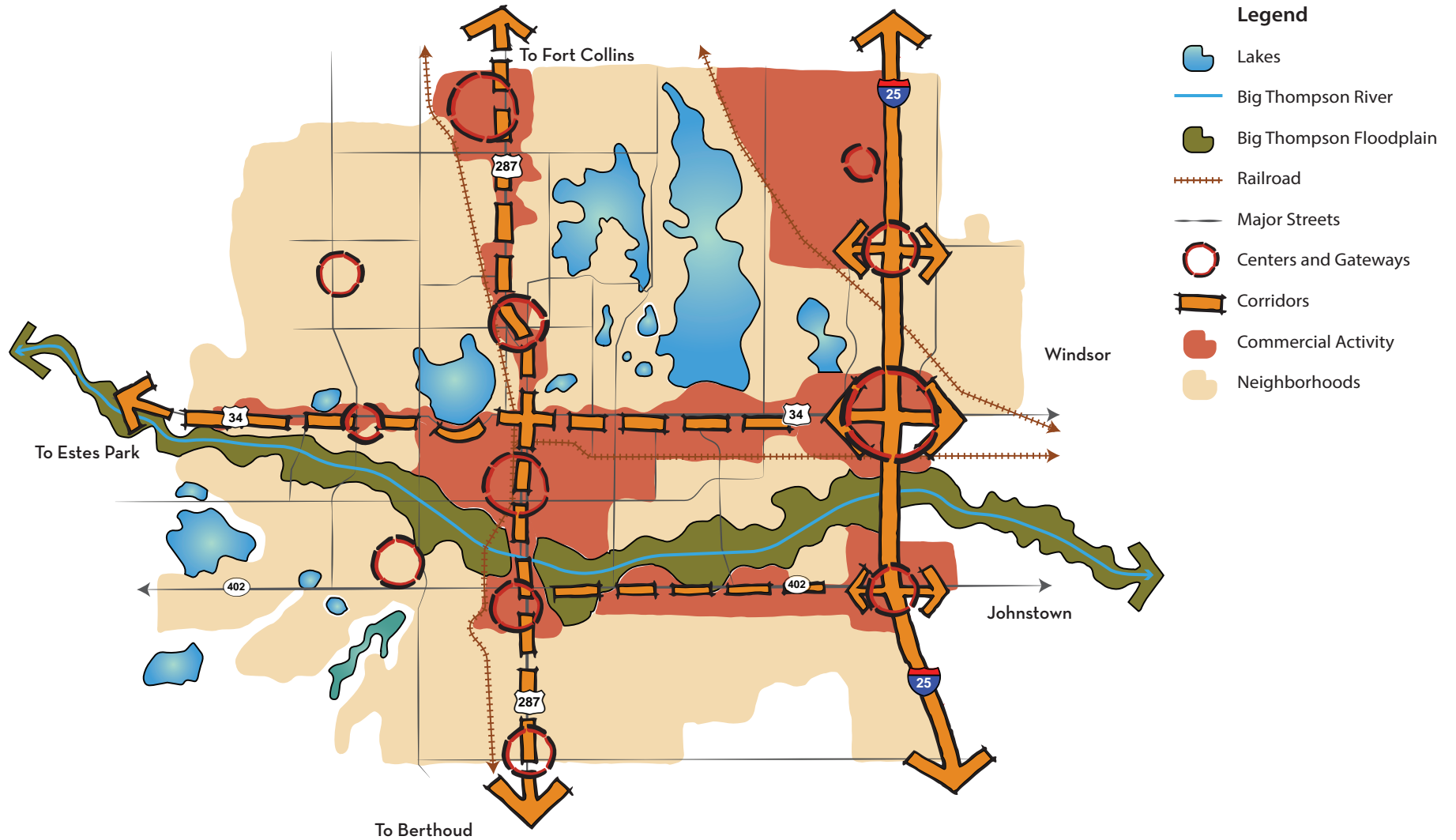
What We've Heard from our Citizens: Lovelanders want to see focused commercial growth within existing centers, like Downtown, the Orchards Shopping Center, and Centerra. These areas have a variety of shopping options that should complement each other, while minimizing sprawling commercial strips. Residents would also like to see community-oriented retail in the eastern and northwestern parts of the City. To enhance Loveland's artistic identity, these centers should emphasize cultural and art facilities, pedestrian comfort, and incorporate creative gateway features. Many participants also mentioned the desire to maintain Loveland's existing small-town feel by preserving and renovating historic buildings, and encouraging a mix of uses Downtown. All gateways into the community should stay clean and visually attractive.

Traffic will increase in the coming years, so Lovelanders are very interested in creating multi-modal corridors, updating key intersections and encouraging new east-west vehicular corridors. A safe and convenient bicycle and pedestrian network should be completed to encourage active transportation for commuting and recreation. Providing a safe transit, bike, and pedestrian network will help reduce the number of cars on the road. Land uses and gateway features, specifically along entry corridors, should complement Loveland's artistic and small-town identity.

As the heart of Loveland, the success of Downtown is a key component to Loveland's vision. It's revitalization will continue as a pedestrian-friendly nucleus with shopping, restaurants, cultural facilities, employment and housing. A strong foundation of arts and culture, businesses, employers, residents, and services are already active and successful. A proactive business climate and an economically healthy city government have set the stage for revitalization of the Downtown. More importantly, the City has prepared plans and is leading catalyst projects in an effort to further energize the Downtown. A vibrant mix of uses, attractions, and gathering places will further activate Downtown, which includes a balance of housing, restaurants, and small businesses so residents can live, work, and play in Downtown.

Other centers in Loveland should support an integrated transit, bike and pedestrian network and become central gathering places for the community. There are opportunities for retail centers to become more visually prominent and pedestrian friendly, and the surrounding public infrastructure needs improvement. Other commercial areas can be repurposed or renovated to serve surrounding neighborhoods. These centers should attract substantial, well-paying employers, not just retail. Loveland should also invest in the airport as a regional transit hub.

Thriving & Financially Sustainable Centers Connected by Liveable Corridors





Downtown

CENTERS & CORRIDORS

Guiding Principles

- Downtown is the cultural, civic, and iconic heart of Loveland
- Attractive pedestrian streetscapes, bike friendliness, convenient parking and transit accessibility are its lifeblood
- Housing options, recreation programs, cultural and educational opportunities, and regional destinations will encourage residents and visitors to live, work, play, and learn in Downtown
- Public art and cultural offerings, historic preservation, and special events in Downtown are key to showcasing what is special about our community
- Downtown must have a niche within northern Colorado that is active, diverse and economically viable to draw local and regional patrons
- Authenticity in architecture, historic character, and events is paramount
- Quality basic infrastructure is fundamental to its economic health

Opportunities

- Implement the current Downtown vision and strategic plans
- Enhance wayfinding, streetscape, street lights and evening ambience to improve walkability and pedestrian safety
- Improve pedestrian and bike connections between Downtown and the Big Thompson River and Fairgrounds Park
- Add parking in convenient locations where appropriate and maintain and sign existing parking to increase convenience
- Attract private sector employers and their employees to support retail and restaurants
- Continue stimulating a strong residential base with a balanced mix of units to support local businesses
- Redevelop key catalytic sites as a critical aspect of achieving Downtown revitalization
- Offer regional meeting and event facilities and host signature community events Downtown
- Encourage and support public art and cultural institutions
- Further develop the Downtown market niche of dining, entertainment, retail and housing uses
- Identify opportunities for infill and redevelopment for more efficient use of infrastructure and services, on balance with economically feasible historic preservation
- Revise regulations that impede redevelopment, ensure fit with infill conditions
- Maintain transportation and utility infrastructure to standards that meet the needs of desired Downtown business types.

Cultural, Civic, & Iconic Heart



Streetscape Improvements to Enhance the Retail Viability

Dining and Entertainment Venues

Infrastructure and Parking Improvements

Complimentary Mix of Housing Supports Downtown Retailers





Land Use

CENTERS & CORRIDORS

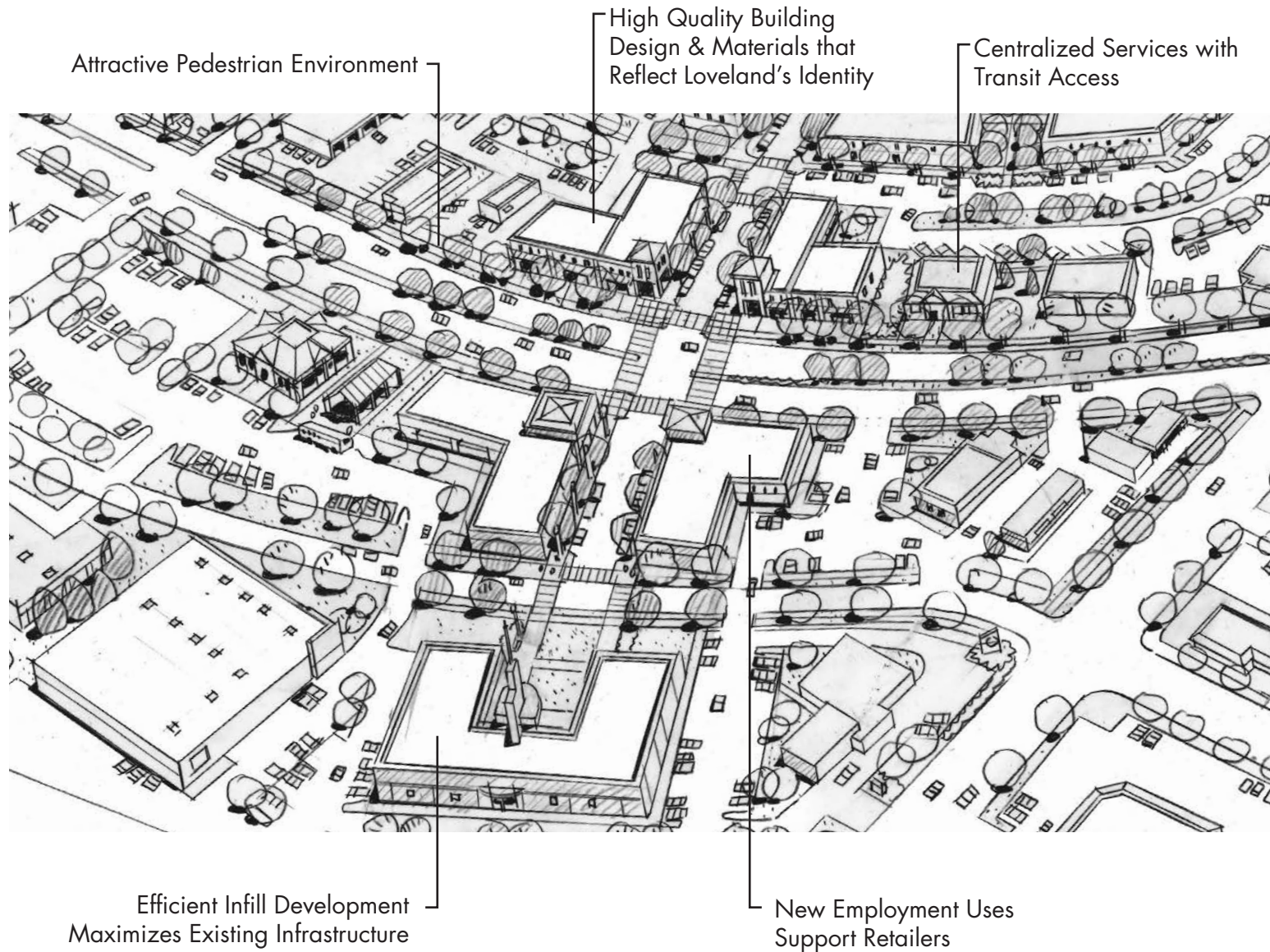
Guiding Principles

- Loveland's existing small-town feel, sense of community, and distinct identity are invaluable
- Efficient use of land and infrastructure, carefully planned growth and balanced development throughout and especially at the edges of the community will improve fiscal health and livability
- Maintain physical separation while maximizing economic and transportation integration between Loveland and neighboring communities of Fort Collins, Berthoud, and Windsor
- Community resiliency to natural disasters must be strengthened via development patterns, hazard identification and mitigation, and communication. Institutionalize the lessons learned
- Public services should be centralized and accessible, especially for populations with limited access to transportation

Opportunities

- Align zoning, sub-division regulations, and other City codes to promote high quality development throughout the City
- Predicate new development on water, stormwater, sewer, and infrastructure capacities
- Designate compatible and market supported locations for new employment uses, especially industrial
- Infill underutilized areas and create transit-supportive densities along commercial corridors
- Urban development toward the northern, western, and southern edges of the community should sensitively transition to rural and natural landscapes.
- Improve safety and community resilience by evaluating ways to remove flood related risks, such as more stringent restrictions for building in the floodplain or programs to remove at-risk properties
- Centrally locate social services in the most transit-accessible parts of Loveland, such as Downtown, to cater to low mobility populations

Well-planned & Strategically Managed Growth & Development





CENTERS & CORRIDORS

Economic Development

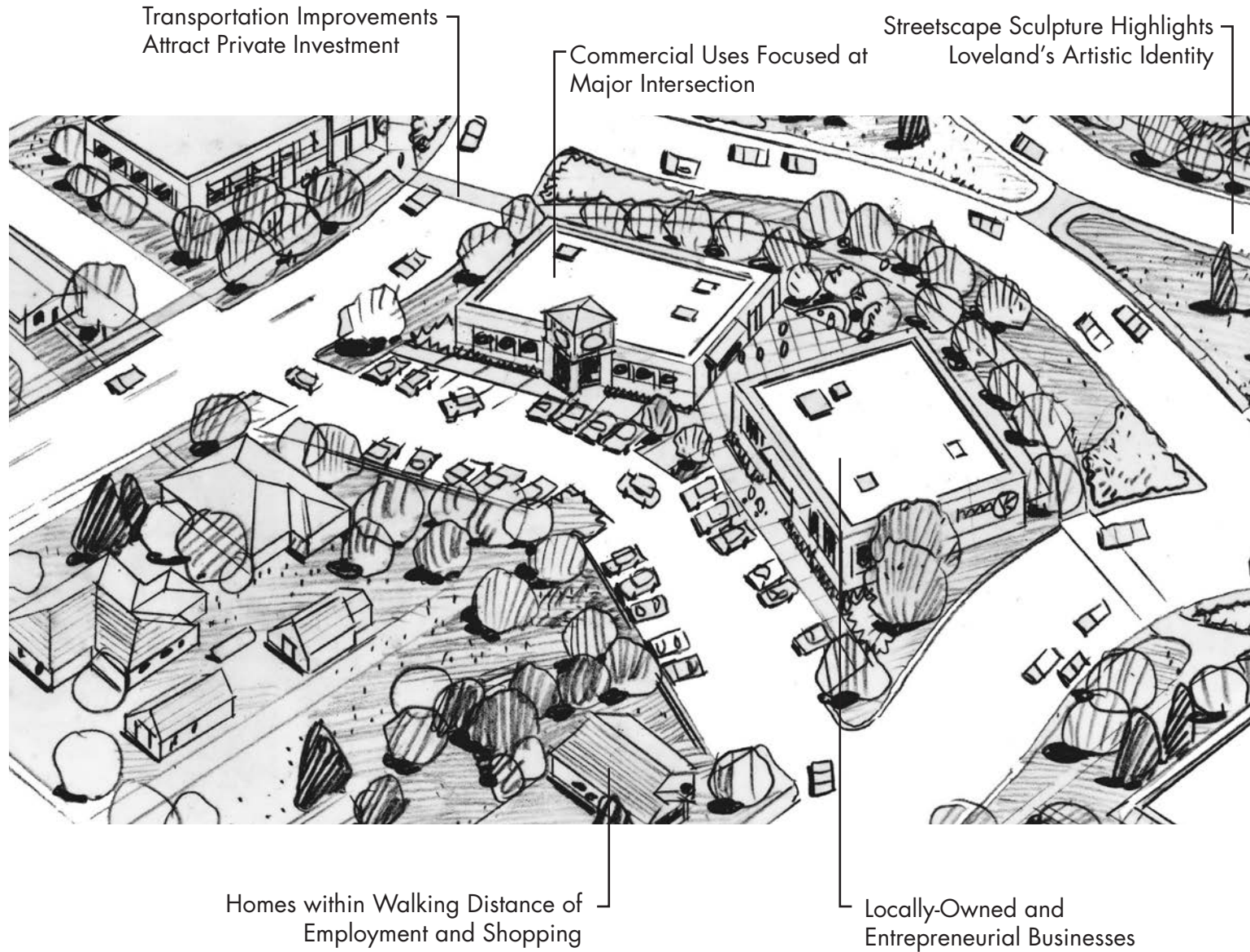
Guiding Principles

- Commercial growth and redevelopment should be focused at major intersections, rather than strip commercial along corridors
- Physical and pedestrian environments that are enjoyable encourage visitors to spend more time and money
- Investments in infrastructure and facilities should leverage private investment in commercial and residential development
- Retain existing employers and help them grow. Diversify primary employment
- Support employment opportunities, urban environments, and recreational amenities that appeal to the modern workforce
- Continue to strengthen and diversify the economic base by supporting a range of large and small office and work spaces, emerging and established industries, manufacturing, and locally-owned small businesses

Opportunities

- Repurpose or renovate commercial areas to better serve surrounding neighborhoods
- Continue to encourage a variety of complimentary local and regional shopping options
- Create a clean, safe and visually attractive community by encouraging maintenance standards of streetscapes, buildings and landscaping
- Evaluate the potential for commercial development and reinvestment in the airport
- Facilitate the extension of 21st century technology throughout the City
- Strengthen partnerships between the City, Chamber of Commerce, Community Foundation, CanDo, and other economic development organizations
- Attract desirable employers, such as technology industries, through methods such as the strategic use of economic incentives
- Leverage Loveland's cultural and artistic identity to encourage new economic opportunities in creative industries and cultural tourism
- Coordinate with Thompson School District, AIMS Community College, as well as regional higher education institutions to prepare the workforce of the future and encourage job creation
- Expand the City's Economic Development Department
- Remove barriers to cottage industries and work-at-home environments

Prosperous & Vibrant Economic Environment





Gateways & Corridors

CENTERS & CORRIDORS

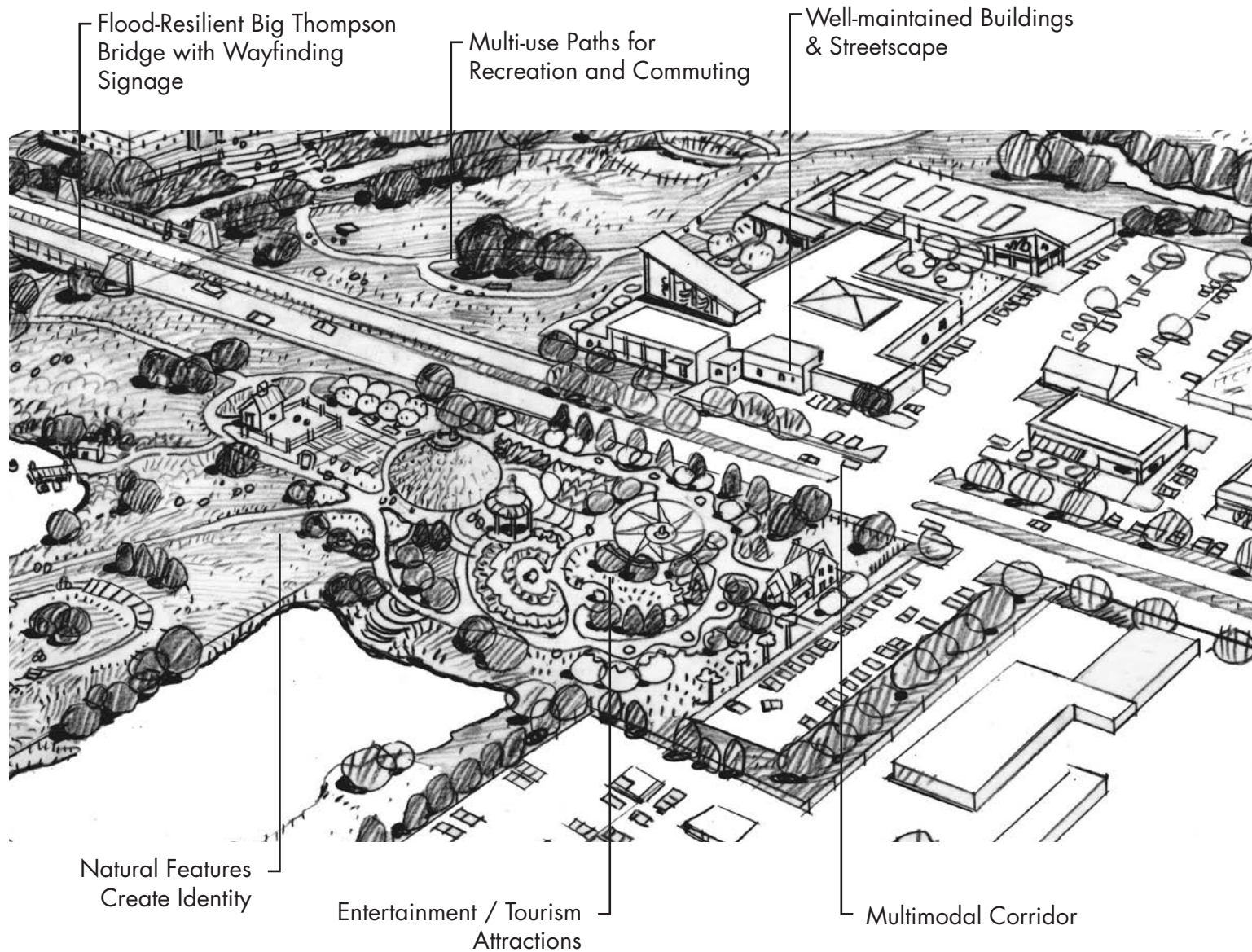
Guiding Principles

- Capitalize on the identity of being a gateway to Downtown Loveland, Big Thompson/Estes Park/RMNP, and northern Colorado
- Support other modes of transportation, including transit, bike and pedestrian facilities
- Ensure that land uses and gateway features are compatible with Loveland's art and small-town identity
- Encourage and facilitate redevelopment to generate tax revenue for the City
- Improve existing and create new corridors and intersections to facilitate north-south and east-west traffic

Opportunities

- Enhance Highway 287 gateways, such as the Big Thompson bridge and the intersection with Highway 34.
- Help corridors become multi-modal
- Provide commuter bicycle routes that connect to east-west recreational paths and commercial areas
- Emphasize Loveland's artistic identity by implementing branding and wayfinding signage at community gateways
- Attract more high-value shops, services and multifamily housing to key gateways and corridors
- Investigate opportunities to further connect Loveland's centers and corridors
- Prepare plans for the US 287, U.S. 34, 1st Street, and Highway 402 corridors that set direction for opportunity areas and guide redevelopment where appropriate.
- Advance interchange improvements at 402 and I-25

Attractive, Connected, Multimodal Transportation Network





NEIGHBORHOODS & COMMUNITY ASSETS

What We've Heard from our Citizens: It is crucial to preserve the quality of life and small-town feel that Lovelanders are used to. The neighborhoods, and their unique identity, play an important role in this. Every neighborhood should have community amenities such as parks and schools. This also includes creating "full-service" communities, with small mixed-use areas and neighborhood-serving uses such as a grocery store or daycare. Building the neighborhoods around these services creates a sense of community. Public art, festivals, and cultural offerings also help foster a sense of community.

Older homes should be preserved and renovated to maintain historic neighborhood character. Loveland's vision includes diversity in neighborhoods, from architectural style to housing types, tenures, affordability, and uses. With this desire for housing diversity will come more tolerance, and hopefully a greater emphasis on multi-cultural celebrations and resources. Mixed-income neighborhoods will help with housing equity, and diversity of housing types can provide for all ages and abilities. Additionally, neighborhoods that include a variety of housing types and residents tend to be more resilient to economic challenges that affect particular homes or populations. In contrast, a neighborhood where all the homes are a similar size or layout, for example, may experience concentrated decline as consumer preferences change over time.

Authentic & Diverse Neighborhoods with Easy Access to our Community's Assets





NEIGHBORHOODS & COMMUNITY ASSETS

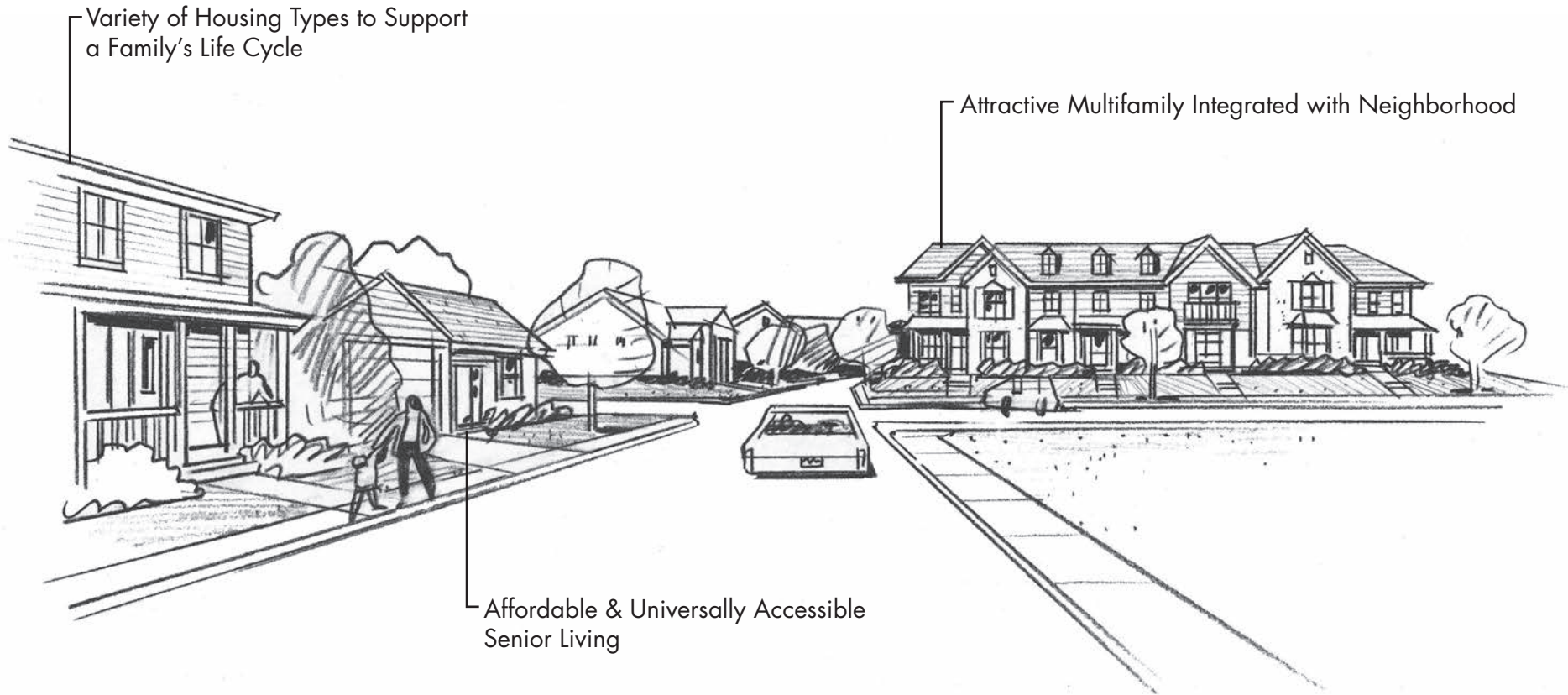
Guiding Principles

- Offer a complete range of housing options to anticipate trends in Loveland's demographics
- Foster mixed-income and mixed-generation neighborhoods
- Provide affordable housing in key central locations with pedestrian access to primary services such as fresh food and healthcare

Opportunities

- Support housing, infrastructure and amenities that assist in recruiting top-quality employees and employers
- Allow more higher-density and mixed-use housing
- Identify areas of the community appropriate for more diverse housing types and neighborhoods
- Encourage housing that meets universal design standards so residents can age in place
- Increase regulatory flexibility to promote a greater diversity of housing types and tenures
- Identify and resolve barriers to market production of needed housing types, including affordable and senior housing
- Encourage new housing to locate in areas cost-efficiently served by existing public infrastructure

Housing that Provides for the Well-being of the Community





NEIGHBORHOODS & COMMUNITY ASSETS

Community Services

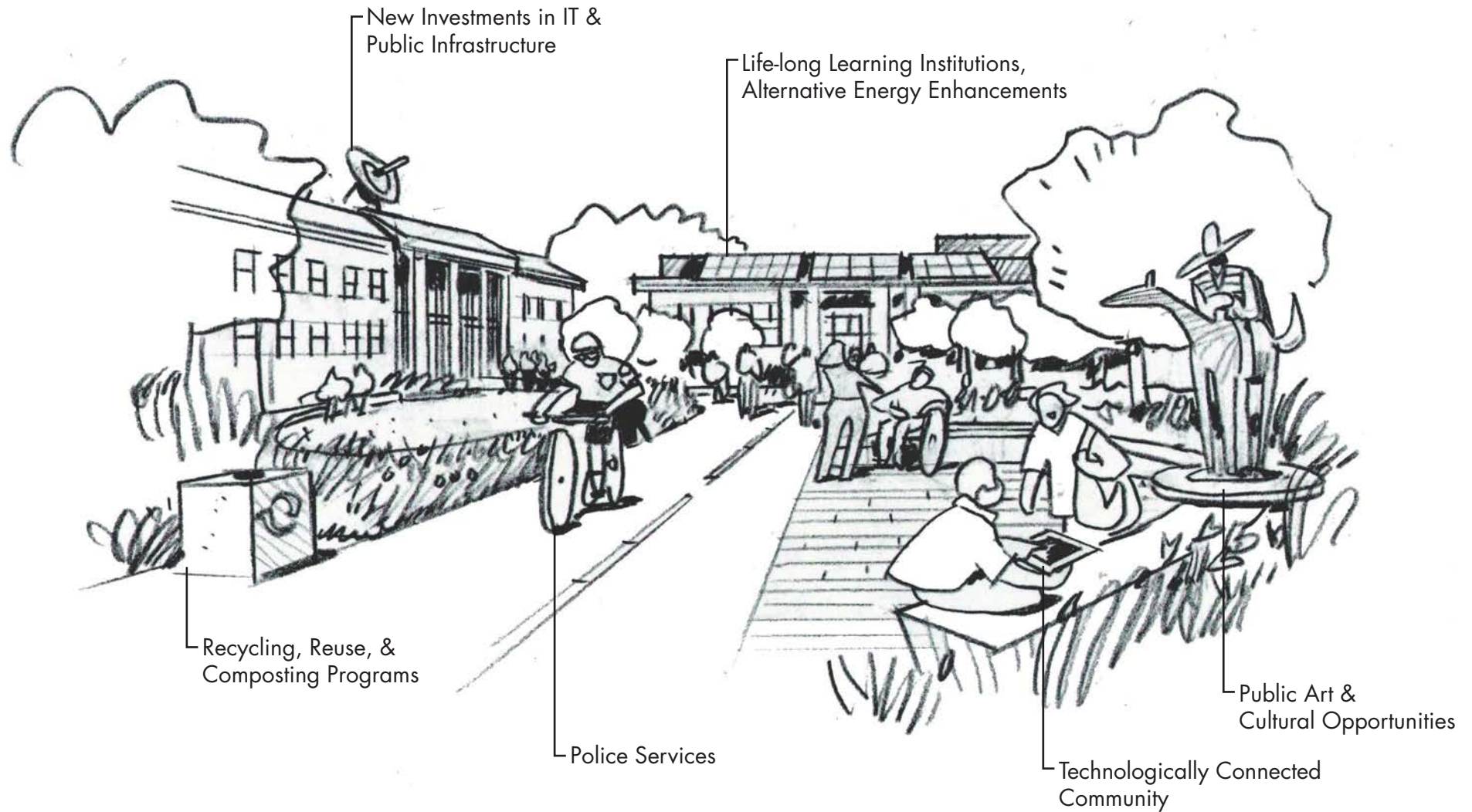
Guiding Principles

- Collaborate with police department, fire rescue authority, and school districts to ensure a safer Loveland
- Continue to support high-quality education and life-long learning through expansion of Loveland's higher education campuses
- Invest in infrastructure technology to remain regionally competitive
- Maintain or improve current levels of service as the City continues to grow

Opportunities

- Promote initiatives and events that celebrate Loveland's character, identity, history and diversity
- Ensure police and first responders are adequately trained to respond to mental illness
- Provide more programs for youths and older residents
- Provide self-sufficiency programs to low-income residents and those with mental illness
- Repeat the success of the library and Chilson Center in underserved areas of Loveland
- Coordinate with surrounding municipalities, counties, governmental and quasi-governmental agencies as it relates to development and shared resources
- Improve service and programs for reuse, recycling, and composting within the City
- Support and enhance energy and water conservation programs
- Evaluate City revenue sources with the goal of ensuring fiscal sustainability
- Create Loveland guides future capital improvement plans and operating budgets

Quality & Diverse Cultural, Recreational, Life-Long Learning & Leisure Opportunities





NEIGHBORHOODS & COMMUNITY ASSETS

Neighborhood Character

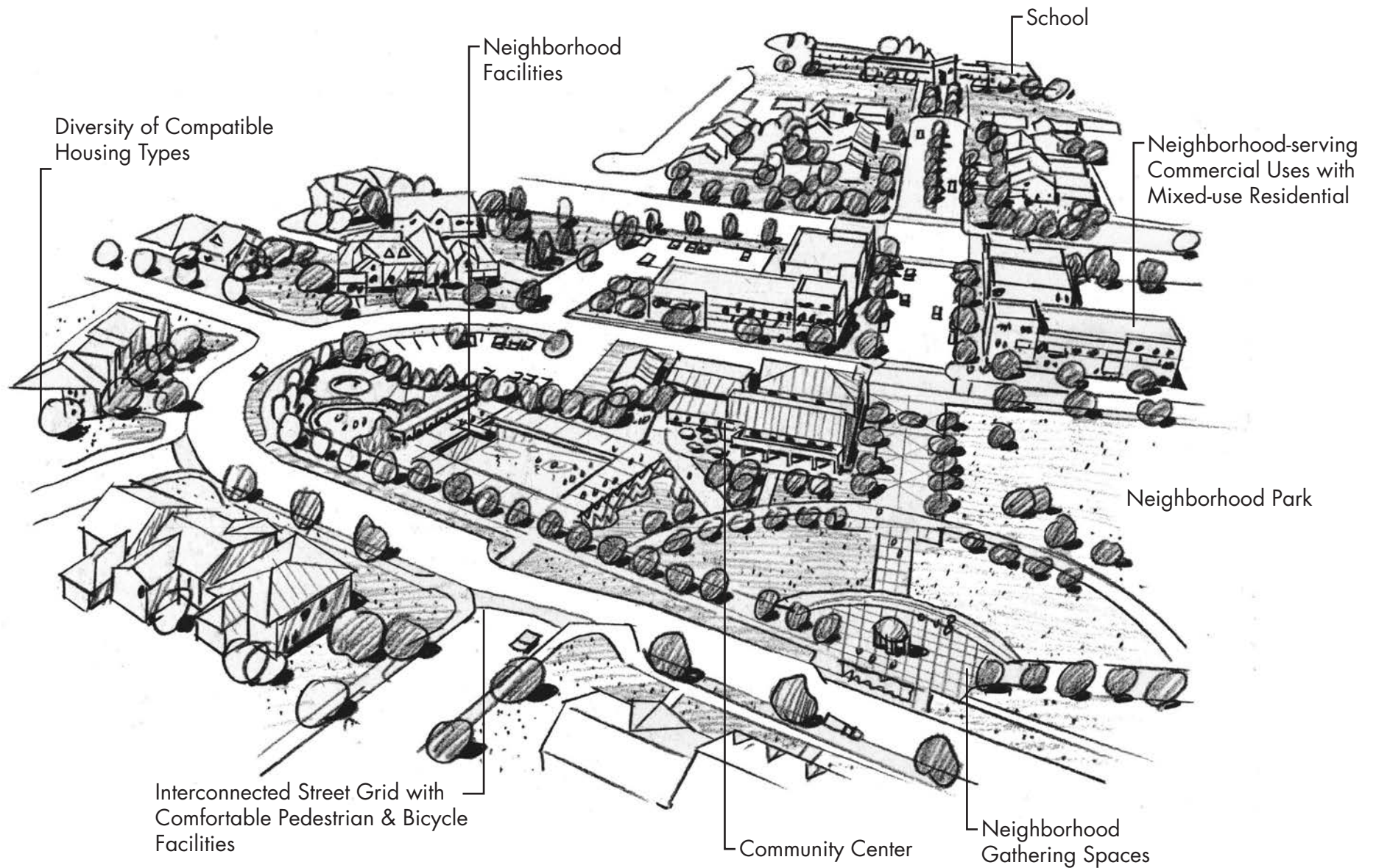
Guiding Principles

- Encourage “full-service, complete, and connected” neighborhoods with schools, places of worship, shops, child/adult care centers, and neighborhood-serving commercial uses
- Support cohesive neighborhood leadership and identity
- Preserve visual appeal of neighborhoods. Foster the individual neighborhood character that differentiates neighborhoods from one another.
- Reinforce and celebrate Loveland’s unique artistic identity
- Older neighborhoods should not decline but age like a fine wine. Identify historic properties and neighborhoods to preserve.

Opportunities

- Identify appropriate locations for small-scale shops and services in residential neighborhoods
- Neighborhoods without formal organization will have organized neighborhood associations, HOA’s, or other leadership group with whom the City can communicate
- Identify and train grassroots leaders
- Identify enclaves and vacant lots to annex into the City
- Create residential design standards that ensure building quality while allowing design flexibility
- Proactively enforce the zoning and property maintenance code
- Leverage the strong art community and disperse public art throughout Loveland
- Provide gathering places within neighborhoods
- Preserve older homes to maintain historic integrity of neighborhoods
- Reinvestment in aging neighborhoods and targeted redevelopment to spur new investment

Thriving, Welcoming & Desirable Places to Live





HEALTH, ENVIRONMENT & MOBILITY

What We've Heard from our Citizens: Loveland offers many great parks, open spaces, and recreational opportunities. Long-term recreational opportunities should include additional recreation centers, an expanded trail system, park programming with exercise stations, and swimming pools. Every resident should have access to healthy food through farmers' markets, community gardens, neighborhood grocery stores, or urban agriculture.

Connecting people to services and centers was one of the bigger issues in the community dialogue; it covered everything from a more advanced public transit system, safer and more complete sidewalks, recreational trail loops and bike lane network, and the possibility of a community-wide ride share program or shuttle. Lovelanders want to see walking and biking as the most convenient transportation option, which requires filling in the gaps in the sidewalk network, and making paths feel safer for users.

Loveland needs additional access to mental health programs, resources for trauma and stress, and expanded educational facilities and health education options. There needs to be more awareness of the stigma of mental illness and disabilities, as well as awareness to the resources available, like food banks and health programs.

A Healthy Environment Providing Mobility Choices for All Residents





HEALTH, ENVIRONMENT & MOBILITY

Health & Wellness

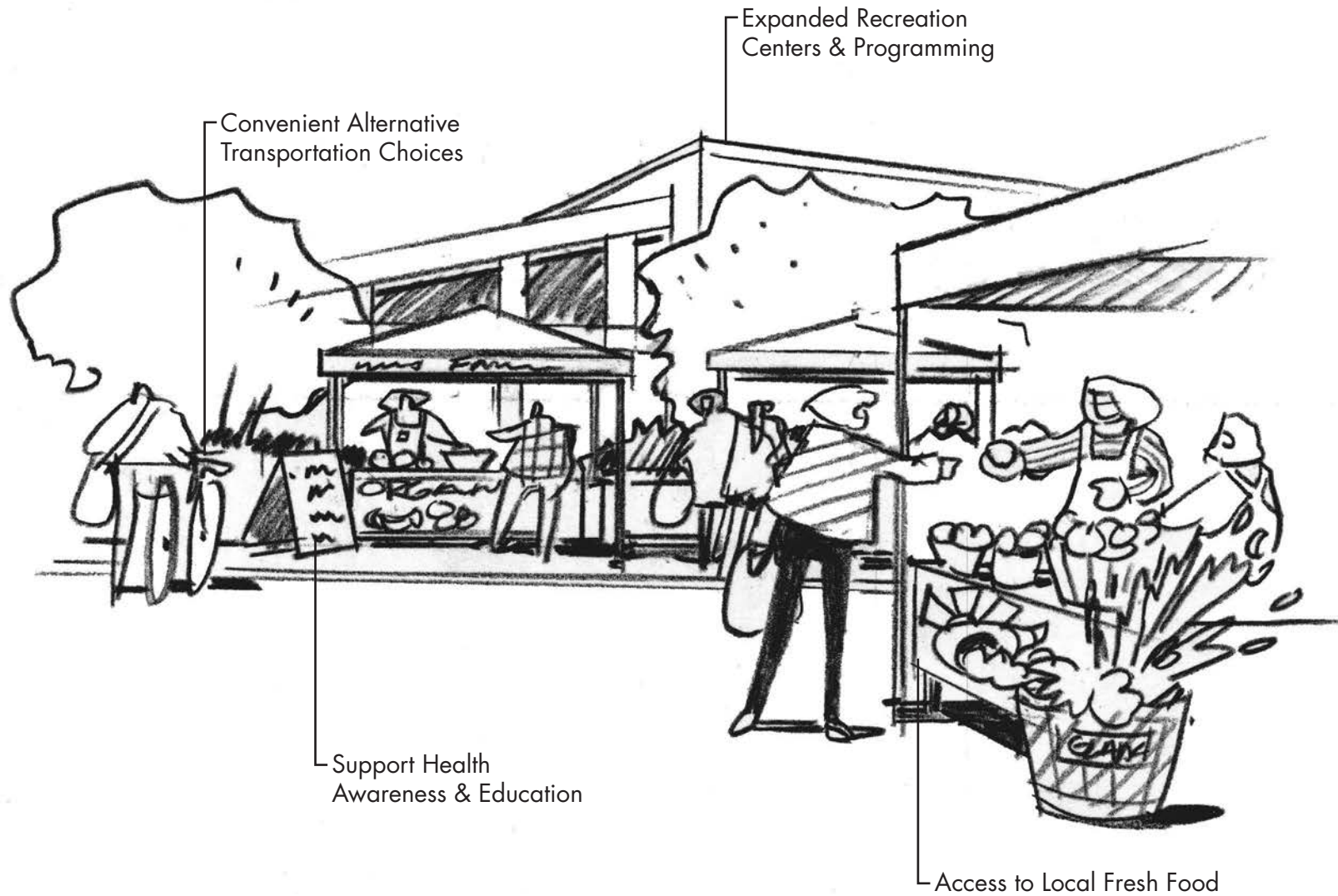
Guiding Principles

- Land development patterns and transportation infrastructure should encourage physical activity
- Fresh food should be available throughout the City
- Continue to attract and support accessible, first-class hospitals and medical facilities in Loveland
- Support health education, programs and resources for Loveland residents, including those with mental and emotional illness
- Parks and recreation centers should be universally accessible

Opportunities

- Ensure that new developments encourage and allow for physical activity through efficiently connected roadways and adequate pedestrian and bicycling infrastructure
- Ensure that land use regulations allow for urban agriculture and production and distribution of local and healthy food
- Integrate local community gardens, farmers markets and healthy grocery markets across the community with emphasis on schools and low-income neighborhoods
- Encourage home gardening
- Include medical facilities in business and employer attraction efforts
- Partner with health agencies to provide education opportunities and awareness of available resources
- Support Community Life Centers which offer multiple services for the entire community
- Expand recreation centers and recreation programming

Safe & Secure Community



HEALTH, ENVIRONMENT & MOBILITY

Environment

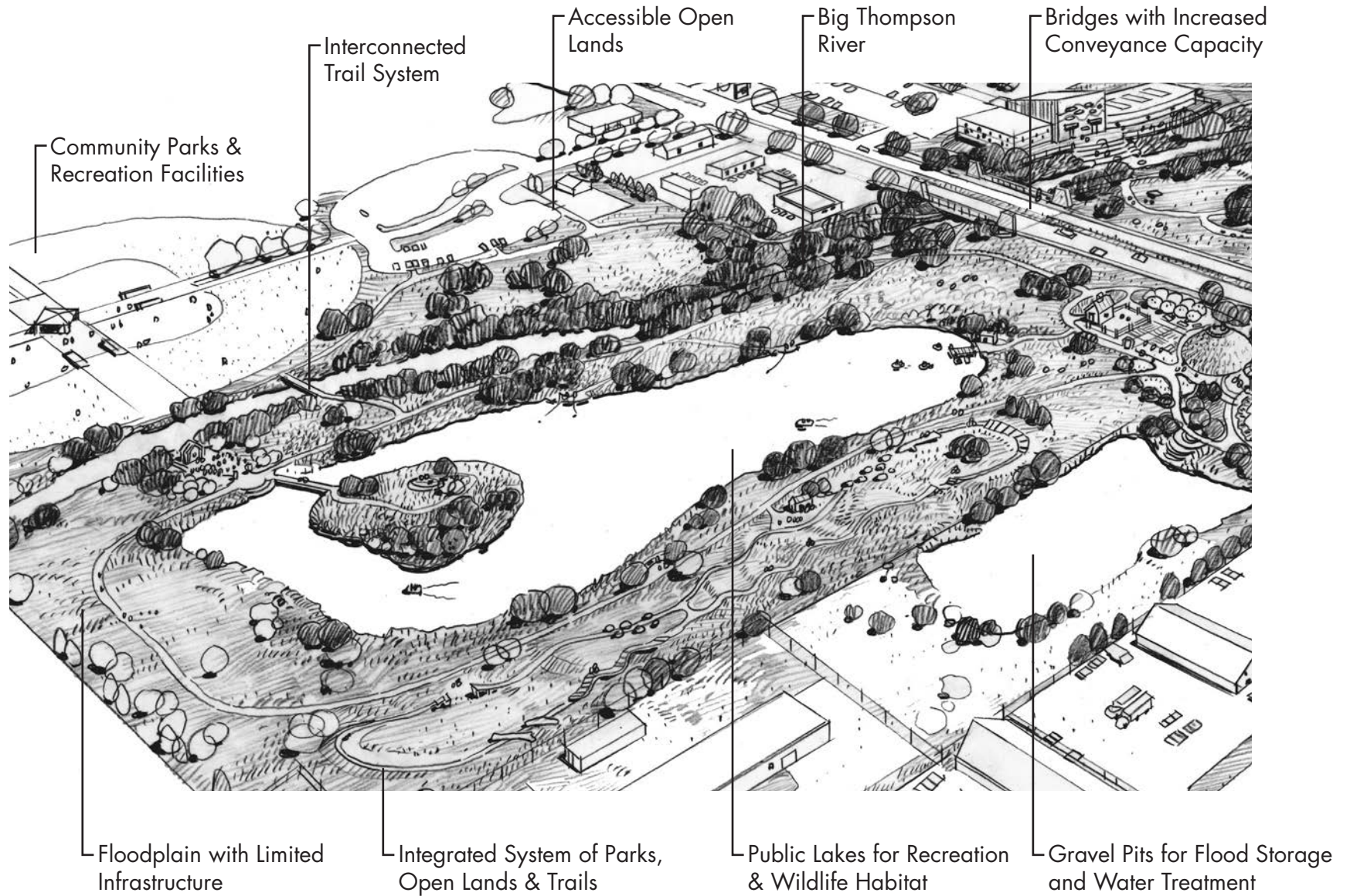
Guiding Principles

- Protect water resources and quality
- Maintain/improve air quality
- Maintain and expand parks and recreational facilities as a valuable asset to the community
- Protect wildlife habitat, scenery, agricultural land, and other critical open lands
- Support clean sources of energy and energy choices for Loveland residents and businesses

Opportunities

- Protect the Big Thompson River ecological and floodplain corridor
- Identify and reduce sources of water pollution
- Identify and reduce sources of air pollution
- Implement the Parks and Recreation Master Plan by completing and expanding the Recreational Trails System throughout the City
- Strengthen weak links in the parks system and build new parks as neighborhoods are built
- Ensure quality and safety of small neighborhood parks as community gathering places
- Implement the Parks and Recreation Master Plan to protect and restore wildlife and sensitive habitat areas
- Require a shared approach to land stewardship and funding over the long term
- Provide recreational access to open lands and natural areas where appropriate
- Investigate options for alternative energy on City properties
- Enhance home efficiency and performance to reduce costs and conserve resources (e.g., energy/water efficiency, rooftop solar, etc.)
- Coordinate land use planning and conservation of environmental resources to reduce hazard risks and improve environmental resiliency

Healthy, Attractive Community that is Environmentally Sustainable





HEALTH, ENVIRONMENT & MOBILITY

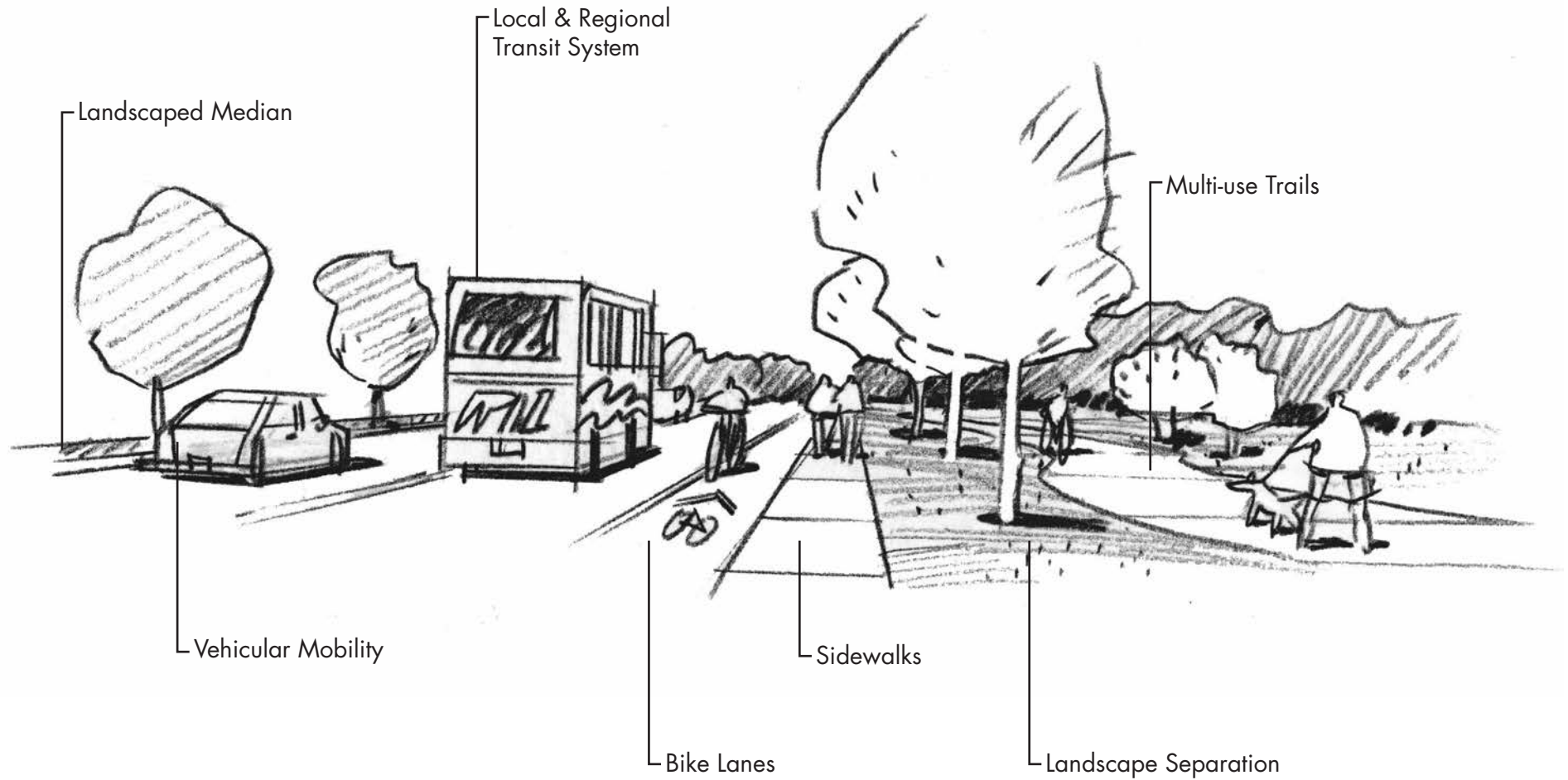
Guiding Principles

- Walking and biking should be the most viable, stress-free modes of transportation.
- Community infrastructure and facilities should be accessible to all ages and abilities
- Make the COLT bus system and regional transit service a convenient, efficient and functional choice.
- Maintain and establish convenient pedestrian, bicycle, and/or vehicular connections between neighborhoods and to local and regional destinations.

Opportunities

- Improve bicycle/pedestrian comfort and safety in all activity centers
- Bicycle racks should be on par with parking spaces for cars. Provide bike parking at city events and buildings
- Complete missing connections in the existing trails, bike lane, and pedestrian network for recreationists and commuters
- Evaluate intersections for upgrades, safety improvements, and for active transportation modes
- Investigate potential for a car-share or employer sponsored shuttle system
- Support Safe Routes to School and improve infrastructure around schools for traffic mitigation and student safety
- Identify the feasibility of increasing service hours of operation and frequency
- Improve pedestrian connections to and the quality of bus stops
- Identify opportunities to improve regional connectivity by multiple modes of transportation
- Identify and invest in new roadway connections to overcome railroad and natural barriers
- Agree on consistent arterial road names between Fort Collins and Loveland

Effective Mobility & Reliable Infrastructure





Create Loveland Vision Document
Worksheet



Centers + Corridors

Downtown

Economic Development

Land Use

Gateways & Corridors



Neighborhoods + Community Assets

Housing

Community Services

Neighborhood Character



Health, Environment & Mobility

Environment

Mobility

Health + Wellness

Loveland Comprehensive Plan

Stakeholder Committee Meeting #1

August 5, 2014

Project Team

Community & Strategic
Planning
- Karl Barton
- Greg George
- Alan Krcmarik

Logan Simpson Design
- Jeremy Call
- Libby Kaiser

Stakeholder Committee Meeting Attendees

Carol Dowding
John Cresibene
John Case
Leah Johnson
Bethany Hicks
Dr. Payton Taliaferro
Tom Dwyer
Irene Fortune
Dan Herlihey
Gregg Meisinger
Don Marostica
Sam Betters
Sherri Kuhlmann
Payton Buhler
Ross Livingston

Committee Members Not in Attendance

Mindy McCloughan
Jane Hunt
Jim Cox

5:30pm – Introductions

Karl kicked off the meeting and asked stakeholders to introduce themselves and their area of interest.

5:45 - Project Purpose and Committee Chartering

The last Comprehensive Plan was completed in 2005, and a lot has changed since then. However, the city continues to grow and the population is expected to double by 2035. The purpose of the Comprehensive Plan update is to identify how Loveland could grow in a manner that maintains a high quality of life and capitalizes on opportunities to improve the city.

The purpose of the Stakeholder Committee is to have in depth conversations with a subset of the Loveland population who can help guide development of the Comprehensive Plan and refine plan elements throughout the process. Members should advocate the plan in their area of the community and area of expertise. Members should also inform others in the community about the plan and help them get involved in the process.



6:00 - Schedule + Public Outreach Opportunities

- Plan should be completed in 1 year.
- Stakeholders will be involved at 4 key stages: visioning (tonight's meeting), opportunities (how to achieve vision), community choices (selecting the best opportunities), strategies (how to implement the preferred choices).
- The project team will try to stagger Stakeholder Committee meeting times/days to allow all members to participate when possible; evenings seem to work well for the majority of tonight's attendees.
- Several one-on-one interviews have already taken place as have public workshops.
- In November/December, several public workshops will focus on community choices and the Stakeholder Committee will be asked to help shape those choices beforehand.
- Let Karl know if any other community members should be involved.

6:15 - Vision Development

Jeremy asked attendees what improvements Loveland has accomplished in the past 10 years:

- Centerra has helped increase the sales tax base.
- Arts and sculpture bloom started 31 years ago.
- Many more amenities in Loveland now – used to have to go to Denver or Fort Collins to shop and now don't have to.
- Used to be a cow town, but now there are parks, athletic fields, and bikeways, all of which help create a sense of community.
- The craft breweries are great.
- Development in senior housing is good.
- The caliber of choices has significantly increased in past 10 years.

Jeremy presented an overview of the draft Vision Document and asked committee members to break into three groups representing the Vision Document's three topic areas. Then each group reported the highlights of their conversations to all members, and these highlights are summarized below.

Centers and Corridors

- The plan should provide clarity regarding Downtown redevelopment – what does downtown achieve as a destination or place of residence?
- Downtown is a good size, but isn't being used properly.
- Is historic preservation economically feasible and worth it?
- What synergies should we focus on downtown? For example, how can historic preservation help economic development?
- Mixed-use, affordable housing is important and the city needs to figure out how it pays for such development.
- Consider needs for future employers and help existing employers grow.
- Consider opportunities to separate Loveland from surrounding communities, i.e. with open space and a unique identity, while taking advantage of opportunities to connect with other towns, i.e. with regional trails and water resources.



- Highway 402 is an important corridor that Loveland should proactively address. For example, the city should continue to plan for an interchange at Highway 402 and I-25.
- Emphasize Crossroads as an important community gateway.
- Create clean, business-friendly corridors.
- Improve transit.

Health

- People value environmental amenities like Big Thompson and exercising outdoors, but people drive to recreational facilities to exercise. The city should make it easier for people to walk, bike, and bus to such destinations, which would improve air quality, physical and mental wellbeing, and a sense of community.
- People new to Loveland likely know very few people in town, so allowing them to travel and recreate outside helps them meet people.
- Many residents work in Fort Collins, Berthoud, and Greeley and it would be good for them to have alternatives to driving.

Neighborhoods

- Housing currently is very similar within each subdivision and we want to encourage developers to create more diversity in the housing stock, which will require better land use planning and incentives.
- With the exception of downtown, Loveland neighborhoods are not very walkable. The city should improve the walkability of neighborhoods, for example by allowing small-scale commercial nodes in residential areas.
- An aging population requires housing that meets universal design standards with extra wide doorways and hallways.
- More affordable housing is necessary.
- Police could use training to better respond to mental health issues.
- Existing education system is good, but would like the return of a tutoring center and expansion of higher education.
- Microbrew industry and associated services, like taxis, are a boon to Loveland.
- Encourage maintenance of building facades.
- Proactively enforce zoning code rather than only respond to neighbor's complaints.

7:20 - Next Steps and Action Items

Please return your marked-up Vision Document to Karl within one week, so we can incorporate your revisions and thoughts into a final document.

The next Stakeholder Committee meeting will be held in October.

7:30 – Adjourn



CITY COUNCIL & PLANNING COMMISSION STUDY SESSION

A Draft Community Vision

AUGUST 26, 2014
ATTACHMENT D



Create
LOVELAND

CREATING A COMMUNITY VISION



55 personal interviews with community leaders and representatives

Audit of existing policies, the 2005 Community Vision, and 2014 City Council Priorities



2 public visioning events

Open City Hall online discussions

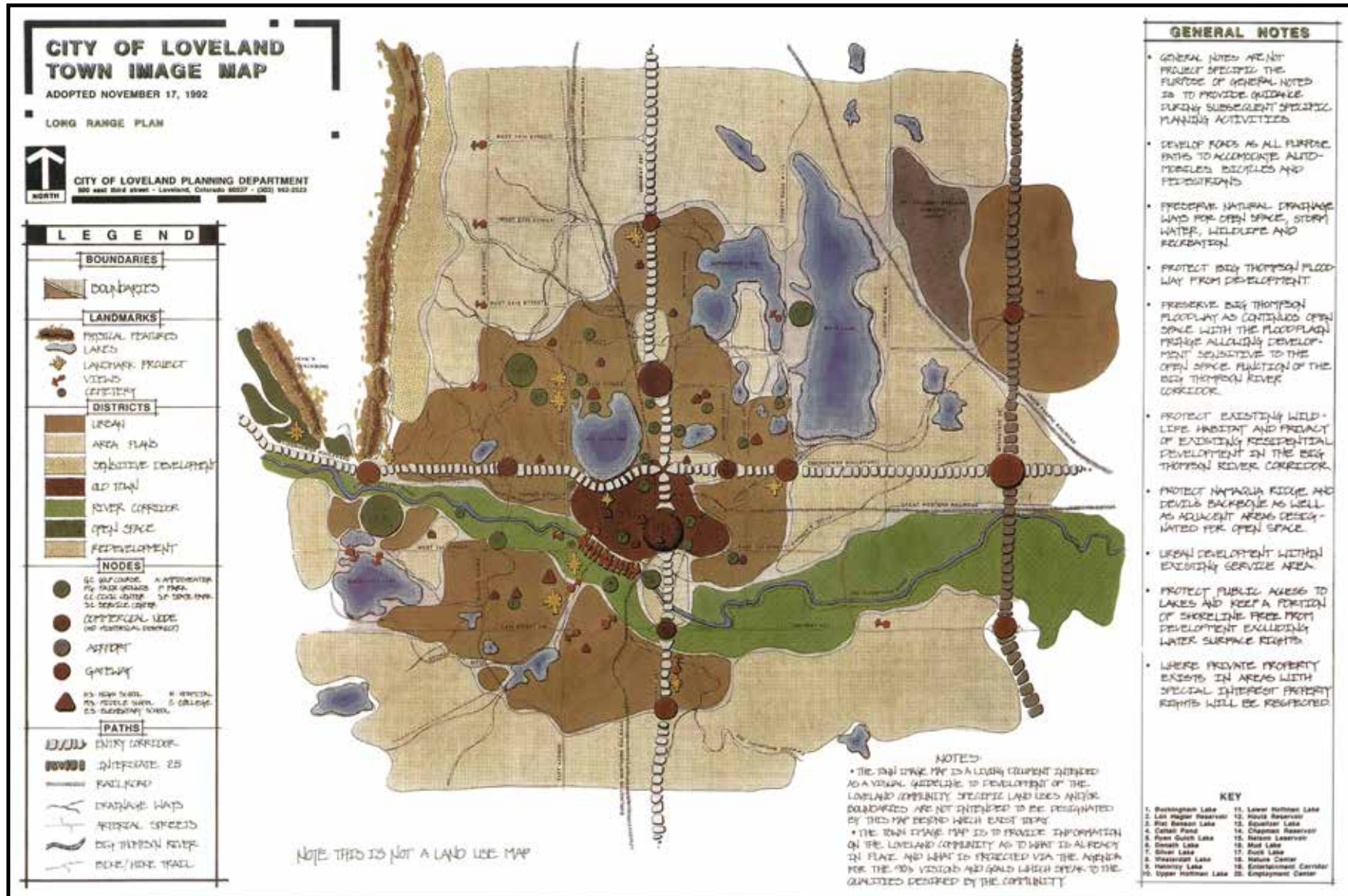
Outreach at Thursday night concerts and Sunday Farmers' Markets



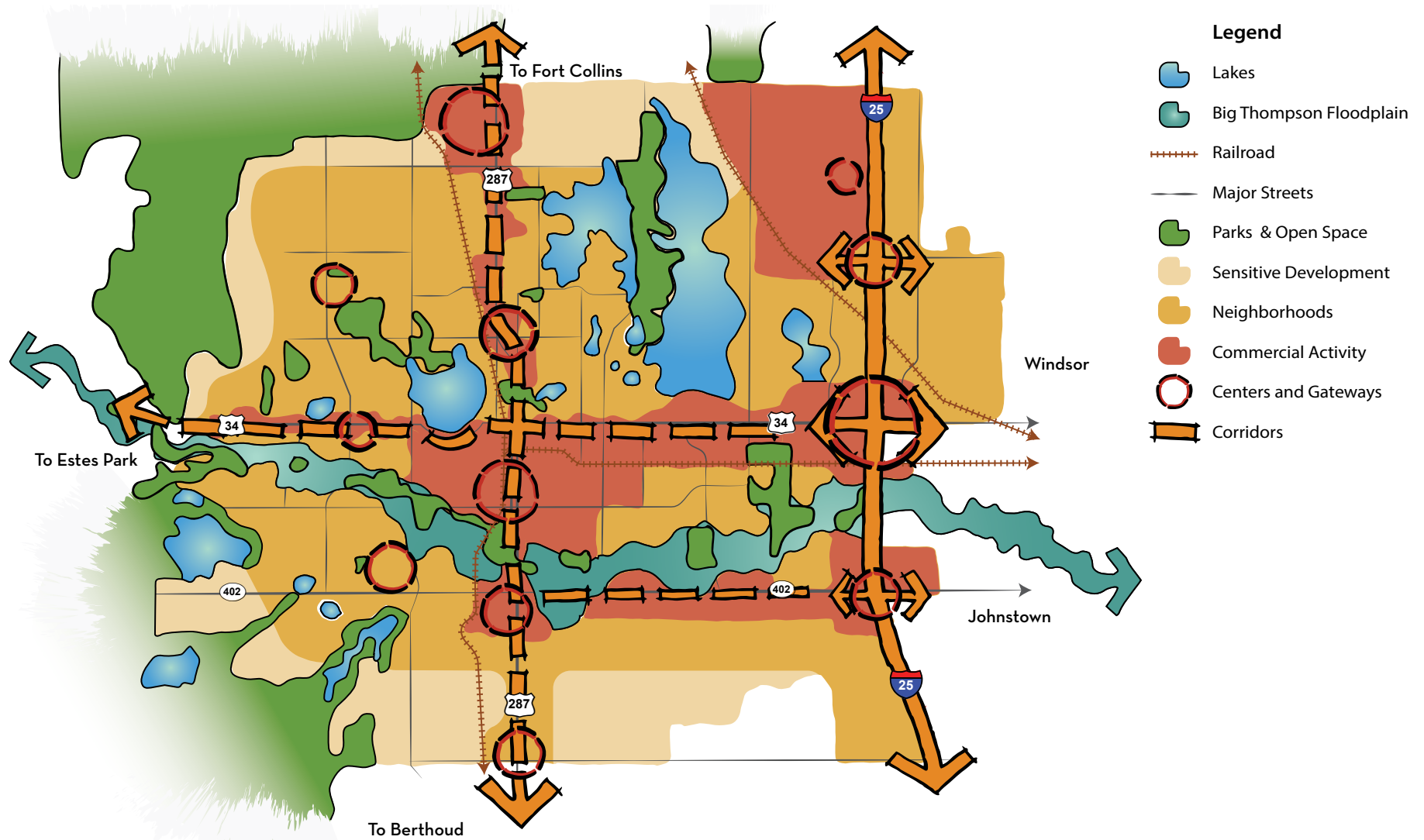
Comprehensive Plan Stakeholders Committee

Discussions with boards and commissions and other community groups

CREATING A COMMUNITY VISION



OUR COMMUNITY VISION



OUR COMMUNITY VISION

Vision Statements

Vision Statements describe how the city should look, feel, and function in the future.

Guiding Principles

Guiding Principles are the community values and goals that were expressed during the public engagement process.

Opportunities

Opportunities are the strategies that can accomplish the Vision and Guiding Principles.



DISCUSSION

Centers + Corridors

Downtown

Economic Development

Land Use

Gateway Corridors

Neighborhoods + Community Assets

Housing

Community Services

Neighborhood Character

Health, Environment + Mobility

Health + Safety

Environment

Mobility

NEXT STEPS

