

AGENDA ITEM: 1
MEETING DATE: 7/12/2016
TO: City Council
FROM: Community Partnership Office
PRESENTER: Alison Hade, Administrator



TITLE:
Affordable Housing Policy

SUMMARY:

This is an informational presentation and discussion of the City's current policy around affordable housing investments and the method by which developers request fee waivers. It is also an opportunity to change the way in which a developer makes a fee waiver request. Council shall provide city staff direction on whether or not to create an annual budget line item for affordable housing and make changes to the affordable housing code in Chapter 16 of the City's Municipal Code.

BACKGROUND:

In April, 2015, City Council requested information about creating a predictable budget for affordable housing. Also suggested was re-writing the affordable housing code. Since that time, the Affordable Housing Commission researched both items and invited local developers, real estate professionals and community members to monthly commission meetings to ask questions and look for a variety of solutions to Loveland's housing concerns. This Study Session will present information collected by the Affordable Housing Commission to assist City Council in providing direction on both items.

In 2015 and 2016, City Council waived development fees for single family and multi-family projects totaling more than \$2 million and backfilled \$497,560. City Council has since requested that fee waiver funding is predictable on an annual basis instead of seeking a waiver when it is relevant to the developer.

The materials presented in this study session include local housing and workforce data, fee waivers and other affordable housing funding over the last 10 years, a potential affordable housing budget, and potential uses of budget funding. The presentation will include a discussion around whether a budget should be designated for affordable housing activities and whether changes to the municipal code should be made.

A supplemental budget for 2017 has been prepared for \$135,000 to be added to the already existing back-fill budget for Habitat for Humanity of \$65,000.

REVIEWED BY CITY MANAGER:

SKA

LIST OF ATTACHMENTS:

1. Staff Memo
2. Presentation

MEMORANDUM

TO: City Council

FROM: Alison Hade, Community Partnership Office

VIA: Rod Wensing, City Manager's Office

DATE: July 12, 2016

RE: Fee Waiver History and Policy Ideas

Funding for affordable housing has primarily included fee waivers, fee reductions, Community Development Block Grants (CDBG), and other amounts awarded by City Council. The affordable housing policy has encouraged all sectors of the development and building community to participate, with a cafeteria style incentive program to reduce the cost of infrastructure for rental and single family units. As a result, the City is in the position of dependence on the development community to bring affordable projects, rather than the City actively involved in the development and construction of affordable housing. Although the policy was put in place in 1999, it was not until 2006 that the City began to have any significant activity. The data below starts in 2006.

Following this policy has resulted in a loss of potential revenue and has required cash outlays from the City. The cash outlays that have occurred have been primarily to backfill impact fees waived in the Water, Wastewater, Power and Storm Water Enterprises (Utility Fees) with General Fund resources for waivers given to Habitat for Humanity and most recently to the Loveland Housing Authority. For most other developments the utility fees are specifically excluded from the waiver.

The information presented below shows the dollar amount of fee waivers over the past ten years for single family and multi-family housing. Not included in the first table is other funding granted by City Council or CDBG invested in projects. The table lists projects and the year in which waivers were booked to the financial system.

The table below contains only FEE WAIVER dollar amounts and units produced using FEE WAIVERS.

Project	Affordable Housing Fees Waived or Reduced										
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
Giuliano	363,524	412,474	323,390	188,158	166,345	131,698	181,772		415,312	461,502	2,644,175
Habitat for Humanity		130,809	71,504	127,667	206,580	153,722	198,243	191,900	166,900	170,438	1,417,763
Harvest Point		150,041									150,041
Koldeway				12,736	66,626						79,362
Mirasol (SF, MF, Asst Liv)	589,747	23,602	13,863				331,953	715,354			1,674,519
Pedcor									1,554,514		1,554,514
The Edge										1,247,170	1,247,170
Total fees waived	953,271	716,926	408,757	328,561	439,551	285,420	711,968	907,254	2,136,726	1,879,110	8,767,544
Fees Backfilled		57,333		40,361	83,637	58,160	66,090	65,000	57,853	450,519	878,953
Net Revenue Lost	953,271	659,593	408,757	288,200	355,914	227,260	645,878	842,254	2,078,873	1,428,591	7,888,591
Multi Family Units	49	80					60	60	224	70	543
Single Family Units	9	10	8	14	16	9	14	10	12	25	127
	58	90	8	14	16	9	74	70	236	95	670

Fee waivers and reductions helped produce 670 units of housing over the decade, at an average City expense of \$13,086 per unit.

The table below includes fees waived or reduced as shown above and other City investments, including CDBG and other General Funds granted, at an average City expense of \$14,636 per unit. Excluding CDBG, the average City expense per unit is \$13,834.

Affordable Housing Cost per Unit

Project	Units	Total Fees Waived	Other City Funding	CDBG	Investment/Unit
Art Space	30		917,621		30,587
Giuliano	45	2,644,175			58,759
Habitat for Humanity	63	1,417,763		370,963	28,392
Harvest Point	80	150,041			1,876
Koldeway	7	79,362			11,337
Lincoln Hotel Apts.	16		220,000	203,579	26,474
Mirasol (SF)	12				
Mirasol (MF, Asst Living)	169	1,674,519			9,908
Pedcor	224	1,554,514			6,940
The Edge	70	1,247,170			17,817
Total	716	8,767,544	1,137,621	574,542	14,636

The increase from 670 units to 716 is City funding in ArtSpace (30) and Lincoln Hotel (16).

Of the 716 units, 127 are single family with an average investment of \$35,530 per unit. Multi-family units total 589 with an average investment of \$10,131 per unit.

Affordable Housing Cost per Unit

	Units	Total Fees Waived	Other City Funding	CDBG	Per Unit
Single Family	127	4,141,300	0	370,963	35,530
Multi Family	589	4,626,244	1,137,621	203,579	10,131
Total	716	8,767,544	1,137,621	574,542	

Under the current policy, the City has relied on private or non-profit organizations to provide housing, with an incentive package that reduces building and development fee costs. While the policy has reduced the amount of revenue that could have been received from a project for planning, building and impact fees, it has also ensured that the City does not become a housing developer by directly financing and or constructing the entire affordable housing project. The policy also avoids the cost that would be necessary to manage the projects if the City was a direct provider.

The Homeless Housing slide introduces using RVs to immediately house our homeless. The draft Scope of Work with the Loveland Housing Authority shows the cost of the program.

(DRAFT) SCOPE OF WORK

Description of Project:

Loveland Housing Development Corporation will manage rental payments to house up to four individuals or families at an RV park. LHDC will hold an agreement with LDRV Holdings Corp. (Lazydays RV), which will provide the RVs.

LHDC will pay the lot rent directly to the RV park with granted funds. Occupants will be required to pay a minimum of 30% of income for rent and may pay more depending on program funding. The first lease will be for 8 weeks. Subsequent leases will be for ____.

Supportive services may be provided by Volunteers of America, SummitStone Health Partners, 137 Connection, Heart Centered Counseling, Goodwill Industries, and other organizations. Local churches will be asked to provide support to residents.

Maintenance and RV repair will be provided by DM Mobile RV Repair located in Loveland.

Line item expenses listed below are per unit. The total shows the maximum budget per unit.

Expense Budget / First Year per Unit	
Line Item Description:	\$ amount allocated for each item:
1. Inspection and Delivery	\$400
2. Total annual lot rent	\$7,380
3. Maintenance	\$252
4. Removal (if necessary)	\$125
5. Heated water supply hose (one time)	\$190
6. Insulated skirt (one time)	\$1,100
7. Contingency per unit	\$350
TOTAL:	\$9,797 per unit

Expense Budget / Second Year	
Line Item Description:	\$ amount allocated for each item:
1. Total annual lot rent	\$7,380
2. Maintenance	\$252
3. Contingency per unit	\$350
TOTAL:	\$7,982 per unit

WHAT OTHER COMMUNITIES ARE DOING. (See last slide.)
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TYPE	NOTES	WHERE
Commercial Linkage	Impact fee on commercial development or on major employers to mitigate need for workforce housing. Should be preceded by nexus study. Adopted in Boulder February 2015.	Boulder Vail Pitkin County Telluride
Construction Defects	Resolution of issues of construction defects claims to enable for-sale multi-family housing. (3/16/15 – multi-family excluded from 2015 bill)	Legislative
Dedicated Property Tax	In Colorado, would be subject to TABOR and require voter approval.	Pitkin County Boulder
Dedicated Sales Tax	New sales tax or reallocation of already collected sales tax. New tax requires voter approval. Fort Collins' Building on Basics is a .25% tax on non-food items, of which about 7% will be used for affordable housing.	Fort Collins Pitkin County
Density Bonus	Increase in number of units or decrease size of lot in a given area. Change in design standards to gain cost savings.	San Diego, CA
Document Recording Fee	Calculated as a fee per document or a value of construction. Opposed by the Board of Realtors and the Home Builders Association.	St. Louis, MO
Excise Tax	Residential and commercial tax paid on construction materials or per square foot. Cost is passed on to the buyer. Does not require a nexus study.	Boulder Parker
Fee Waiver/ Fee Reduction	Waiver or reduction of building development fees.	Loveland
Height Bonus		Longmont is considering
Housing Trust Fund	Formula grant to states to increase and preserve rental housing for extremely low income households and homeless. Likely used only by Housing Authority. Funds not yet available.	Colorado Division of Housing
Incentive Zoning	Flexible zoning that offers an incentive in exchange for a desired public improvement such as affordable housing. Developer can pay a fee in-lieu or dedicate land.	None known in CO Seattle, WA
Inclusionary Housing	Requires a percentage of housing to be provided at a specified affordable level. Typical requirement is 10% to 30% of homes built. Developer can "buy out" of inclusionary obligation. Not used for those with very low income. Could use rehabilitation of housing to fulfil contribution.	Boulder Denver Nationally: > 200
Land Banking	Land purchase by a municipality to sell with minimal profit for affordable housing.	Fort Collins
Lodging Tax	Generally used to fund tourism, not affordable housing. Snowmass, San Francisco and Columbus use LT to fund affordable housing.	Snowmass Village San Francisco, CA
Occupational Privilege Tax	(Head) tax assessed on an employer or employee on a per-worker basis. Denver charges \$5.75 to an employer and \$4.00 to employee per month for capital improvements, although not necessarily affordable housing.	Denver Aurora Greenwood Village
Public Financing	City to loan money at a lower interest rate.	Longmont
Real Estate Transfer Tax	Generally used in resort communities. Only Aspen applies RETT revenue to affordable housing.	Aspen
Residential Linkage	New larger residential development to pay for workforce housing. Generally used in resort towns. Should be preceded by nexus study.	Telluride
Use Tax	Additional assessment on construction materials. Requires voter approval.	San Miguel County

Affordable Housing Policy

REPORT TO THE LOVELAND CITY COUNCIL

JULY 12, 2016

Discussion

Evolution of fee waivers and current code

10 year spending

Predictable fee waivers

Affordable housing fund

Homelessness

Other resources

Evolution of Fee Waivers

- Fees back-filled as early as 1995
- Habitat for Humanity capped at \$65,000 in 2010
- Request for funding to be predictable.

Current Affordable Housing Code

- Affordable housing designation (16.43.035)
- Fees locked to designation date for 5 years (16.38.085)
- Designation allows fee waiver request (16.38.080) and use tax credit (16.43.100)
- Deed restricted for 20 years or return % of benefit to city (16.43.080)
- FAST TRACK review (16.43.050)
- Design standard modification (16.43.040)
- RATIO – not in code

County WORKFORCE DATA

- Greatest number of jobs:
 - Retail, Food Preparation, Administration. 17,560 jobs.
 - Average Median Wage \$11.87/hour or **\$24,690/year – 45% AMI**
- Fastest growing:
 - Food Preparation, Wait Staff, Retail - 1,577 jobs
- Greatest number of current openings:
 - Food prep = 341
 - Retail = 324
 - Wait staff = 241
- Living Wage for 1 adult, 2 children:
 - \$28.09/hour or \$58,427/year – **83% AMI**

Loveland HOUSEHOLD DATA

- 33% of residents pay > 30% of income for housing
 - 24% owned, 51% rented
- LHA waitlist: 1,861 @ 30% AMI, 689 @ 50% AMI

Vacancy rate 1stQ: 3.7% (2.8% – 2013)

Average rent 1stQ: \$1,276 (\$1,030 – 2013)

Investment last 10 years

Fee waivers (not backfilled)	\$7,888,591
Back-filled fee waivers (\$)	\$878,952
Other City paid incentives (\$) *	<u>\$1,137,621</u>
TOTAL	\$9,905,164

*Lincoln Hotel - \$220,000 ArtSpace - \$917,621

Funding results

- New single family homes
127



- New multi-family homes
589



Predictable

Fee waivers - \$1 million annually

Affordable housing budget - \$450,000. Roll with a cap of \$500,000.

- \$50,000 to HSG, making above amount \$400k/year
- Move public service money from HSG to CDBG

Supplemental budget in 2017. Increase of \$135,000

How the money could be used

Habitat for Humanity	Loveland Housing Authority
<ul style="list-style-type: none">• Back-filled fees (\$65k)• + \$150,000: 3 homes• + \$650,000: 7 homes	<ul style="list-style-type: none">• Back-filled fees (\$400K)• + \$110,000: convert 60% unit to 30% unit for 20 years.

- Neighborhood programs
- Transportation
- **Homeless housing**

Survey gathers data on homeless population: Homelessness at a three-year low in Kansas City

- Loveland's homeless
- Providers: 137 Connection, Angel House
- Solving homelessness
- Ending veteran homelessness: functional zero
- Ending homelessness: chronic, families, unaccompanied youth
- Our partners:



Homeless Housing

- Partnership with Lazydays RV
- 7 to 9 year old RV
- Cost for 4 units:
 - \$22K – 2016 (starting Sept)
 - \$33K – 2017

COMMUNITY PARTNERS:

- Loveland Housing Authority
- Volunteers of America, 137 Connection
- Faith Community
- SummitStone (Mental health, substance abuse assistance)
- Goodwill Industries (Job assistance)

LAZYDAYS RV TO ACQUIRE RV AMERICA IN COLORADO MARKET

DEAL EXPANDS LAZYDAYS REACH INTO ROCKIES REGION

BY TUCKER | HALL

Seffner, FL - October 8, 2015



Other financial resources & tools

- What are other communities doing?
- What would builders say?
- Profit sharing
- Increase length of deed restriction for multi-family
- Other funding:
 - Housing Trust Fund – \$3 million
 - Division of Housing – TSD/LHA
 - Larimer County Behavioral Health Center
 - Metro District – September Study Session

Questions and discussion



AGENDA ITEM: 2
MEETING DATE: 7/12/2016
TO: City Council
FROM: Susan Grafton, Economic Development Director
PRESENTER: Dan Johnson, LDP Chair
 Clay Caldwell, DDA Chair
 Jacque Wedding-Scott, Executive Director



TOTAL AGENDA ITEM TIME: 60 minutes

TITLE: An Update from the Loveland Downtown Partnership (LDP) and Downtown Development Authority (DDA)

SUMMARY:

Representatives of the Loveland Downtown Partnership (LDP) and Downtown Development Authority (DDA) will present to City Council their Downtown District Strategic Operating Plan as well as their organizational work plans, and provide a summary of activities and achievements for the past year.

In addition, the DDA would like to review the Amended Plan of Development (Plan) that will be recommended to the City Council for public hearing and consideration on July 19, 2016, as required by State law.

BACKGROUND:

In 2014, the City Council committed in principle to financially support the LDP in its efforts to implement the Downtown Strategic Plan in the amount of \$500,000 annually for a period of ten (10) years, commencing January 2015. As an IRS qualified 501(c)(4), the LDP was organized to 1) provide a means for persons interested in the development or redevelopment of the downtown to identify, discuss and act to address issues concerning the downtown, 2) coordinate activities, projects and programs which will enhance the downtown as a civic, cultural, social, and economic center and a place where people can live, work, conduct business and enjoy a better quality of life, 3) promote cooperation among the public and private sectors to promote the downtown, and 4) encourage the commitment of public and private resources to the planning and development or redevelopment and favorable marketing of the downtown.

The LDP and DDA have worked collaboratively over the past year; and in April 2016, the organizations developed the Loveland Downtown District Strategic Operating Plan which is attached. Also the individual organizations prepared work plans which are also attached. The boards will be presenting highlights of these documents as well as activities and achievements over the past year.

In addition, the LDP and DDA boards are recommending an Amended DDA Plan of Development to the City Council for a public hearing and Council review and consideration on July 19th. Two minor modifications are recommended, a clarification on the legal description of the District, and the removal of the exclusion of sales tax on food purchased for home consumption in both the sales tax increment and base. The Amended DDA Plan excludes sales tax revenues obligated under any economic incentive agreement that is in place as of the approval date of the Amended DDA Plan. A redline of the amended Plan is attached.

On June 27, 2016, the Planning Commission approved a motion recommending approval of the Amended DDA Plan to the Loveland City Council. The Amended DDA Plan is also recommended for approval by both the LDP and the DDA Boards.

REVIEWED BY CITY MANAGER:

SKA

LIST OF ATTACHMENTS:

1. Downtown District Strategic Operating Plan
2. LDP Work Plan
3. DDA Work Plan
4. LDP Quarterly Report – 1st QTR 2016 (2nd Quarter Report due 7/15/16)
5. Amended Plan of Development
 - a) Appendix I: Included in Plan of Development
 - b) Appendix II (link): [A Strategic Plan for Revitalizing Downtown Loveland \(2014\)](#)
 - c) Appendix III (link): [Downtown Vision Book \(2010\)](#)
 - d) Appendix IV (link): [Destination Downtown: HIP Streets Master Plan \(2010\)](#)
 - e) Appendix V (link): [Downtown Strategic Plan, Amendment to City's Comprehensive Plan \(2009\)](#)
6. Amended Plan of Development – Redlined Copy



Downtown Loveland

LOVELAND DOWNTOWN DISTRICT STRATEGIC OPERATING PLAN

April, 2016

Letter from the Chairs

It is our pleasure to present the 2016 Downtown District Strategic Operating Plan. This plan reflects the input of engaged citizens, community and business partners, Mayor and Council Members, and City staff. The effort represents the first organization-wide, issues-driven, and Council-reviewed strategic plan in our City's history.

This is a joint plan created by the Loveland Downtown Partnership and the Loveland Downtown Development Authority. Each agency has developed their own Work Plans which are attached for reference, and stand on their own as Plans. We were pleased to be able to create this plan through a series of individual, joint, and public meetings that focused on our vision, mission, and priorities.

The City of Loveland began the strategic planning process for downtown in 2010. Several documents, including a Strategic Plan, project plans, and other development plans were created over the last six years that have informed and guided this strategic operating plan.

The Strategic Operating Plan is a tool that clearly articulates and implements the Vision and Mission of downtown Loveland. The Plan is designed to be a working plan, updated and reviewed regularly to ensure forward momentum and commitment. Our priorities, goals, projects, strategies and actions are all outlined within this document.

We want to convey our appreciation to everyone who provided their time and input to the process, the Mayor and Council for their leadership, and City staff for their hard work and commitment to downtown. Special recognition should be given to both the LDP and DDA Board for their guidance and support of the vision.

Sincerely,

Dan Johnson
LDP Chair

Clay Caldwell
DDA Chair

Many thanks to the LDP and DDA Board of Directors, the Staff, and the City of Loveland in the preparation of this Plan.

LDP Board of Directors

Harry Devereaux, Home State Bank
Dan Johnson, Downtown Loveland Association
Mindy McCloughan, Loveland Chamber of Commerce
Heather Lelchook, Aims Community College
Doug Rutledge, KL&A Inc.
Jim Cox, Architecture Plus, Historic Preservation Commission
Debbie Davis, Guaranty Bank, Elks Lodge
Dave Clark, City of Loveland Councilmember (non-voting member)

DDA Board of Directors

Clay Caldwell, Mo 'Betta Gumbo
Sharon Cook, C3 Real Estate Solutions
Joe Goacher, Alliance Auto Care Inc.
Ray Steele, Friendly Pawn
Doug Rutledge, KL&A Inc.
John Fogle, City Council Ward III Liaison
Tom Donnelly, County Commissioner, County Liaison

Staff

Jacque Wedding-Scott, Executive Director
Jen Polaski, Administrative Coordinator

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Introduction

Our strategic operations, including our Strategic Operating Plan and our Strategic Maps, are a tool. They help us focus on the right things, stimulate traction, inclusion, values, and commitment. It's essentially a "how to" operational manual to implement the policies set by the Board. Think of it as a Guide to Implementation. Its action oriented, it's a system, and it's a process. It's not a shortcut.

The strategic operation plan gives you:

- Perspective
- Clarity
- Focus
- Accountability
- Purpose

Definitions

Mission: Why we exist – what business are we in? What is our purpose? Usually organizationally based, not politically based....it just is.

Values: Physical manifestations of how we do business. Our everyday approach to life. Driven by the leadership, implemented and expanded at each department level.

Vision Statement: This is our brand image – a forward looking statement. Where do we want our organization to go in the future? Can be unique, is absolutely a public relations and marketing tool. Often this vision comes later in the process after all the foundation work has been done. Usually incorporates all Our Vision Issues/Priorities. Think of it like a short sentence or paragraph marketing piece to describe our perfect organization!

Core Priorities: Generally reviewed after every change in leadership, or at least every few years. They are future oriented and should not change much over time. They cover the core issues in the community, generally 3 – 6 areas, and have a definition attached to them. There can be core issues/priorities from the governing body, and different core issues for the operational staff.

Definition: What exactly do you mean when you describe our priority? Make sure you use words that anyone could understand.

Tag Line: A marketing statement: 1 – 3 sentences so that anyone reading it would be able to understand what our core priorities are. Keep in mind: how do you use your tag line? Where do you use your tag line?

Long Term Big Hairy Scary Goals: The why. Longer term outcomes (3 – 10 years) that meet the vision of the community, are measurable (how will you know when you have accomplished the goal?) and have a general time frame attached to them. They usually don't change unless the core priority changes or they have been accomplished. They should make you nervous and out of breath! SMART goals are the best goals.



Project: The what: A major accomplishment or change in the organization that will have a significant and sustainable impact. Projects are an investment with dedicated resources (staff and money). They do not have to be

physical or tangible – they can be cultural projects or emotional projects but usually are capital in nature: you can “touch” them. In order to implement them we will need goals and strategies and action items. Usually have definitive measurable quantifiable outcomes. These might change based on discussions or best practices, new information or budgets.



project. Can be action based, and is usually for reviewed and renewed every year. Strategy is generally for the life of the goal, but can adapt based on input.

Strategy: The how. How we will implement the goals we have set. The guide for how we will accomplish our

Action Items/Deliverables: SMART, can be completed within 90 days or less...but relate directly to the longer term annual goals, projects, strategies and the vision. They create transparency, accountability and responsiveness. Answers Who? Where? What? When? Why? How?

Resources: what do you need to accomplish your work? Be as specific as possible: amount of funding, hours of staff, type of consultant....

ROI: Return on Investment measures the gain (or loss) generated on an investment relative to the amount of money invested. ROI is a PERCENTAGE and is used to compare the efficiency of different options. The formula is:

$$ROI = (\text{Net Revenue}/\text{Cost of Investment}) \times 100$$

Inherently, you need to have KPI's in order to prove up the ROI.

KPI: Key Performance Indicator is a measurable value that demonstrates how effectively a department is achieving key business objectives. The City uses KPIs to evaluate their

success at reaching targets in budget, strategic planning, master plans, and more. An example of a well written KPI is one:

- 1) That you can objectively measure the performance (numbers, statistical data, quantifiable) over time. This is a long term focus that can be tracked.
- 2) That it is easy to understand and explain to customers
- 3) That you can use visuals (icons, charts, graphs) to prove performance

KPI's are different than goals (you'll notice there are no time lines, no "goals" of the number of followers or likes or retweets...just that you are going to MEASURE PERFORMANCE OVER TIME).

Measurables: measurables are a visual way to prove that you are making progress, that you have met your goals, that you are successful! They can take the form of milestones, time frames, charts, Gantt charts, tables, and more.

SWOT: Strengths, Weaknesses, Opportunities and Threats. Strengths and Weaknesses are usually internal, while Opportunities and Threats are external. A SWOT analysis should be performed on each goal or project as needed.

The Strategic Operating Plan Process

1

Perspective and Trends

We cover the history and background of economic development, including Mission, Vision, and Values. An in-depth discussion about turning point and agreement on definitions lays the foundation for forward momentum and success.

2

Brainstorming and Focus

The 4 Helpful Lists and 3 Big Questions cover “Where are we now?” and “Where are we going?” so that the stakeholders can create a Long List of Opportunities and Challenges.

3

GPS (Goals, Projects and Strategies)

This is the heart of the Plan. From the Long List we establish Core Priorities and our future direction. Goals: (The Why), Projects: (The What) and Strategies: (The How). SWOT and SMART are both applied during this step.

4

Measurable Actions

No amount of planning is valuable without actions. We recommend 90 Day Actions that are led by goals, guided by strategy, and that accomplish projects. Focus and Accountability are driven by a Leader and Team for the action, a Completion Date, and a Measurement/Evaluation.

5

Celebrate, Evaluate and Report

Finally, Celebrate Success! This step encourages a thoughtful and thorough review of the Action Plan every 90 days. The group reviews Lessons Learned, identifies Trends or New Issues, determines Next Steps, and Reports Out on accomplishments.

Downtown District Vision, Mission and Priorities



Downtown District Vision

“Our residents enjoy the convenience of shopping, working and learning in a pedestrian friendly city center. Visitors find restaurants, retail shops, and entertainment easily accessible by public transit or private vehicle. The presence of local residents at all hours of the day or night demonstrates the Downtown’s commitment to friendly service in a clean, safe environment.”

Downtown District Mission

“To create a vibrant Downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play.”

2016 Priorities

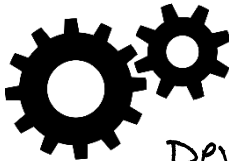
Election



Communications



Branding



Development Projects

Shared Guiding Principles

- **We are committed to:**
 - a process driven by community stakeholders and supported by the City of Loveland
 - a long-term revitalization strategy (20 Yrs.) that combines immediate action to improve communications and marketing with an ongoing responsibility to maintain and improve the downtown infrastructure
 - shaping policies and procedures that provide adequate flexibility for the organization to respond quickly and effectively to changing conditions at the local, state, national, and/or international levels
 - implementing [supporting] an entrepreneurial environment in which Downtown products and services meet local demands and attract new residents and businesses to the area
 - shaping collaborative public/private partnerships that promote economic growth in ways that honor and sustain strong community values



Shared Strategies

While we may have different roles and responsibilities, we are all really here to accomplish the same things:

- Make downtown a safe, clean, efficient and manageable space
- Market the downtown as a destination
- Be a resource for visitors, business, developers and residents
- Foster a sustainable economic and physical environment
- Assure long term organizational capacity and capability








Shared Team and Partnerships

- Both the LDP | DDA Boards
 - City of Loveland: Council / City Manager
 - Economic Development / Planning & Community Development
 - Police, Building/Fire
 - Historic Preservation Commission/ Planning Commission
 - Art & Culture, Parks
 - Public Works, Utilities
- Downtown Businesses/Commercial Property Owners
- District Residents & Community Organizations
- Executive Director & Staff (contractors)
- Larimer County
- CDOT, Special Districts, Other Agencies
- School Districts
- CANDO / ADA Accessibility
- Chamber of Commerce, DLA & Other ED agencies
- Developers/Investors
- Schools
- The Warehouse
- Investors
- Service Groups / Churches



Strategic Operating Plan Summary (Chart)

Vision, Mission and Priorities	Goals	Key Performance Indicators	Strategies	Projects
<p>Mission: To create a vibrant downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play.</p>   	<p>Voter approval for ballot issues in November, 2016</p>	<p>100% of eligible voters are contacted 3 times before July, 2016 Successful passage of both ballot issues (51%) in November, 2016</p>  <p>Contact 25% of all downtown business owners and tenants each quarter</p>	<p>Friends of the Downtown Election Issues Committee</p>	<p>Identify voters Communication strategy Outreach Marketing Messaging Fundraising Legal</p>
	<p>Written communication plan completed in 2016, election specific completed by July 14, 2016</p>		<p>Tied with Branding Listen, Respond, Market Communicate responses</p>	<p>Election centric (first focus)</p>
	<p>Branding created and in use by March, 2016. Branding recognition by May, 2016</p>			<p>Pick logo and tagline Market logo and tagline</p>
	<p>DDA development projects completed by 2018</p>	<p>Revenue invested in capital projects: x% of incoming revenue annually is spent on capital projects (acquisition, design, construction)</p> 	<p>Start with City list of projects Tie into City goals and budgets Use branding and communication strategies</p>	<p>Plan of Development Implement HIIP Reinvestment</p>
<p><i>Vision: Our residents enjoy the convenience of shopping, working and learning in a pedestrian friendly city center. Visitors find restaurants, retail shops, and entertainment easily accessible by public transit or private vehicle. The presence of local residents at all hours of the day or night demonstrates the Downtown's commitment to friendly service in a clean, safe environment.</i></p>				



Priority: Election

The elections to establish the Downtown Development Authority took place in February of 2015 and were successfully passed. However, the election to establish the funding (via an increase in the property tax assessed to downtown properties) failed in November of 2015. Another election to establish the funding will take place in November of 2016, and the election success is clearly critical to the survival of the DDA.

During the 2015 election process, there was a great deal of confusion and misunderstanding about who could vote, who should vote, the quality of the voter information, the communications about the election process, and many other issues. Some of the information regarding why there was a need for the DDA, what projects would be funded with the increase in property tax, and what the benefits would be to the owners, tenants, and residents in the downtown district was confusing and created more dissent.

The main focus for early 2016 regarding the priority of a successful election is on addressing those very issues. Time is of the essence with these projects, as election law specifies that after July 14, 2016 there can be no active campaigning by the LDP or DDA with regard to the ballot issues.

PROJECTS

- Identify Voters
- Communication
- Outreach
- Marketing
- Messaging
- Fundraising
- Legal



Priority: Communications

Both Boards recognize the need for a long term communications strategy that clearly states the mission, vision and reasons for downtown Loveland. Due to the critical nature of the ballot issues in November of 2016, the focus for the first six months will be on the successful passage of the funding measure. As soon as possible after that, a long term communication strategy integrated with the other priorities will be adopted to give clear direction and action for staff and consultants.

A public relations and marketing firm will be hired (focusing on the branding integrating and materials for a successful campaign in November) to start work on this strategy.

PROJECTS

In 2016: Election focused strategy



Priority: Branding

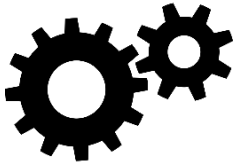
The branding concepts have been created and a “voting campaign” resulted in overwhelming support for one particular image (shown here).

However, there remains significant work to be done on the logo as well as the tag line. With the help of a professional graphic artist, working in tandem with a public relations and marketing firm, the logo and tag line will become integral parts of the election campaign, communication strategy, and all of the marketing efforts for downtown. That will include signage, reports, and other information created.

PROJECTS

Pick logo and tag line
Market logo and tag line

Priority: Development Projects



One of the key components of a successful ballot measure in November will be the answer to the question: “What will you do with the money?” An incredible amount of work has been done in past documents with the City of Loveland. Those documents lay out a number of potential projects in detail and with project costs and timelines.

- Appendix A
LDP Work Plan
- Appendix B
DDA Work Plan
- Appendix C
Strategic Map
- Appendix D
Implementation Matrix

PROJECTS

Plan of
Development
- Implement HIP
Streets Plan



LOVELAND DOWNTOWN PARTNERSHIP STRATEGIC WORK PLAN

April 2016

Letter from the Chair

It is our pleasure to present the 2016 Loveland Downtown Strategic Work Plan. This plan reflects the input of engaged citizens, community and business partners, Mayor and Council Members, and City staff. We were pleased to be able to create this plan through a series of individual, joint, and public meetings that focused on our vision, mission, and priorities.

We also have a joint Strategic Operating Plan created by the Loveland Downtown Partnership and the Loveland Downtown Development Authority.

Our work plan is a key part of that joint Strategic Operating Plan and informs that Plan for the short term and long term future of our Downtown District

The Strategic Work Plan is a tool that clearly articulates and implements the Vision and Mission of the Downtown Partnership. The Plan is designed to be a working plan, updated and reviewed regularly to ensure forward momentum and commitment. Our priorities, goals, projects, strategies and actions are all outlined within this document.

We want to convey our appreciation to everyone who provided their time and input to the process, the Mayor and Council for their leadership, and City staff for their hard work and commitment to downtown. Special recognition should be given to both the LDP and DDA Board for their guidance and support of the vision.

Sincerely,

Dan Johnson
LDP Chair

Many thanks to the LDP Board of Directors, the Staff, and the City of Loveland in the preparation of this Plan.

LDP Board of Directors

Harry Devereaux, Home State Bank

Dan Johnson, Downtown Loveland Association

Mindy McCloughan, Loveland Chamber of Commerce

Heather Lechok, Aims Community College

Doug Rutledge, KL&A Inc.

Jim Cox, Architecture Plus, Historic Preservation Commission

Debbie Davis, Guaranty Bank, Elks Lodge

Dave Clark, City of Loveland City Councilmember

Staff

Jacque Wedding-Scott, Executive Director

Jen Poplaski, Administrative Coordinator

Introduction

Our Work Plan is based on strategy. Our strategic operations, including our Strategic Operating Plan and our Strategic Maps, are a tool. They help us focus on the right things, stimulate traction, inclusion, values, and commitment. It's like a "how to" operational manual to implement the policies set by the Board. Think of it as a Guide to Implementation. Its action oriented, it's a system, and it's a process. It's not a shortcut.

This strategic Work Plan gives us:

- Perspective
- Clarity
- Focus
- Accountability
- Purpose

This Strategic Operating Plan was developed with the help of several partners focused on the long term success of the downtown district in Loveland. As economies change, needs change, projects are completed, and actions are crossed off the list, this Plan will also adapt and change.

The Strategic Work Plan Process

1

Perspective and Trends

We cover the history and background of economic development, including Mission, Vision, and Values. An in-depth discussion about turning point and agreement on definitions lays the foundation for forward momentum and success.

2

Brainstorming and Focus

The 4 Helpful Lists and 3 Big Questions cover “Where are we now?” and “Where are we going?” so that the stakeholders can create a Long List of Opportunities and Challenges.

3

GPS (Goals, Projects and Strategies)

This is the heart of the Plan. From the Long List we establish Core Priorities and our future direction. Goals: (The Why), Projects: (The What) and Strategies: (The How). SWOT and SMART are both applied during this step.

4

Measurable Actions

No amount of planning is valuable without actions. We recommend 90 Day Actions that are led by goals, guided by strategy, and that accomplish projects. Focus and Accountability are driven by a Leader and Team for the action, a Completion Date, and a Measurement/Evaluation.

5

Celebrate, Evaluate and Report

Finally, Celebrate Success! This step encourages a thoughtful and thorough review of the Action Plan every 90 days. The group reviews Lessons Learned, identifies Trends or New Issues, determines Next Steps, and Reports Out on accomplishments.

Loveland Downtown Partnership

Downtown Vision (2014 Strategic Plan)

“Our residents enjoy the convenience of shopping, working and learning in a pedestrian friendly city center. Visitors find restaurants, retail shops, and entertainment easily accessible by public transit or private vehicle. The presence of local residents at all hours of the day or night demonstrates the Downtown’s commitment to friendly service in a clean, safe environment.”

LDP Mission (2016)

“The mission of the Loveland Downtown Partnership is to convene the champions, advocates and dreamers, and together build a strong, energetic, and economically viable Downtown Loveland.”

Loveland Downtown Partnership Guiding Principles (From the 2014 Strategic Plan)








We are committed to:

- a process driven by community stakeholders and supported by the City of Loveland
- a long-term revitalization strategy (20 Yrs.) that combines immediate action to improve communications and marketing with an ongoing responsibility to maintain and improve the downtown infrastructure
- shaping policies and procedures that provide adequate flexibility for the organization to respond quickly and effectively to changing conditions at the local, state, national, and/or international levels
- implementing [supporting] an entrepreneurial environment in which Downtown products and services meet local demands and attract new residents and businesses to the area
- shaping collaborative public/private partnerships that promote economic growth in ways that honor and sustain strong community values

Loveland Downtown Partnership Strategies

- Make downtown a safe, clean, efficient and manageable space
- Market the downtown as a destination
- Be a resource for visitors, business, developers and residents
- Foster a sustainable economic and physical environment
- Assure long term organizational capacity and capability

Downtown Loveland Partnership Strategic Work Plan Summary

Vision, Mission and Priorities	Goals	Strategies	Projects
<p>Mission: The mission of the Loveland Downtown Partnership is to convene the champions, advocates and dreamers, and together build a strong, energetic, and economically viable Downtown Loveland.</p>       	Voter approval for ballot issues in November, 2016	Friends of the Downtown Election Issues Committee	Identify voters Communication strategy Outreach, Marketing, Messaging Fundraising Legal
	Written communication plan completed in 2016, election specific completed by July 14, 2016	Tied with Branding Listen, Respond, Market Communicate responses	Election centric (first focus)
	Branding created and in use by March, 2016. Branding recognition by May, 2016		Pick logo and tagline Market logo and tagline
	Create an Event and Marketing Plan that capitalizes on our existing resources and successful projects	Efficiency	Consolidate existing groups Cross load membership Convene groups to ID strengths Coordinate events around a brand Provide recognition
	Beautification		
	Business Assistance Programs		
	Funding and Development Assistance	Partnerships	

Our residents enjoy the convenience of shopping, working and learning in a pedestrian friendly city center. Visitors find restaurants, retail shops, and entertainment easily accessible by public transit or private vehicle. The presence of local residents at all hours of the day or night demonstrates the Downtown's commitment to friendly service in a clean, safe environment.



Priority: Election

The elections to establish the Downtown Development Authority took place in February of 2015 and were successfully passed. However, the election to establish the funding (via an increase in the property tax assessed to downtown properties) failed in November of 2015. Another election to establish the funding will take place in November of 2016, and the election success is clearly critical to the survival of the DDA.

During the 2015 election process, there was a great deal of confusion and misunderstanding about who could vote, who should vote, the quality of the voter information, the communications about the election process, and many other issues. Some of the information regarding why there was a need for the DDA, what projects would be funded with the increase in property tax, and what the benefits would be to the owners, tenants, and residents in the downtown district was confusing and created more dissent.

The main focus for early 2016 regarding the priority of a successful election is on addressing those very issues. Time is of the essence with these projects, as election law specifies that after July 14, 2016 there can be no active campaigning by the LDP or DDA with regard to the ballot issues.

PROJECTS

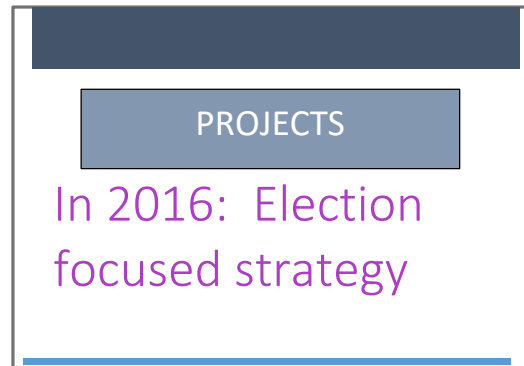
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- Legal



Priority: Communications

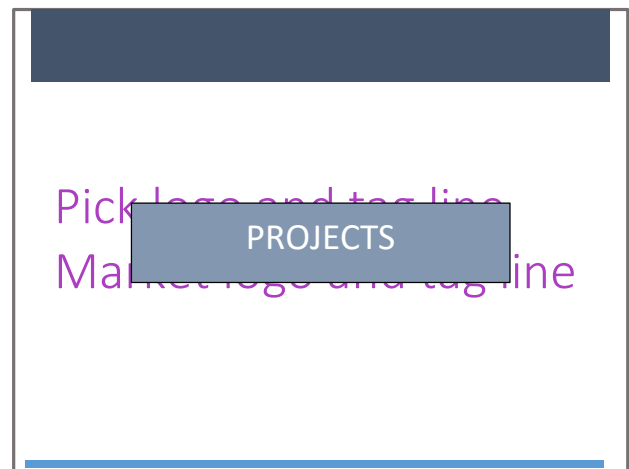
Both Boards recognize the need for a long term communications strategy that clearly states the mission, vision and reasons for downtown Loveland. Due to the critical nature of the ballot issues in November of 2016, the focus for the first six months will be on the successful passage of the funding measure. As soon as possible after that, a long term communication strategy integrated with the other priorities will be adopted to give clear direction and action for staff and consultants.

A public relations and marketing firm will be hired (focusing on the branding integrating and materials for a successful campaign in November) to start work on this strategy.



Priority: Branding

The branding concepts have been created and a “voting campaign” resulted in overwhelming support for one particular image (shown here). However, there remains significant work to be done on the logo as well as the tag line. With the help of a professional graphic artist, working in tandem with a public relations and marketing firm, the logo and tag line will become integral parts of the election campaign, communication strategy, and all of the marketing efforts for downtown. That will include signage, reports, and other information created.



Priority: Event and Marketing Plan

The LDP recognizes the need for strong Events and Marketing Plan. Tied to the branding and logo, as well as the communications strategy, this Plan will begin later in 2016 to



allow for the critical focus on the election project and campaign strategy. Events will continue to be held Downtown and hosted by various agencies with support from the LDP

Priority: Business Development Assistance



The LDP recognizes the strong need for business support to create a vibrant and healthy Downtown District.

PROJECTS

- Create a marketing and events plan
- Consolidate existing groups
- Cross load membership
- Convene groups to ID strengths
- Coordinate events around a brand
- Provide recognition

PROJECTS

- Facilitate and assist businesses and residents in navigating process
- Build Partnerships with the downtown Creative Sector
- Work with other agencies to implement HIP
- Prepare an organizational structure for a "one stop" approach to downtown development

Priority: Funding and Development

As the main source of funding for development projects and activities in the Downtown District, the LDP play a vital role in creating the vision for the future of downtown Loveland. The LDP will continue to play a key role in facilitating partnerships, working with potential grantors and other funding partners, and supporting the DDA during development projects.





LOVELAND DOWNTOWN DEVELOPMENT AUTHORITY STRATEGIC WORK PLAN

April, 2016

Letter from the Chair

It is our pleasure to present the 2016 Downtown Development Authority Strategic Work Plan. This plan reflects the input of engaged citizens, community and business partners, the Mayor and Council Members, and City staff. We were pleased to be able to create this plan through a series of individual, joint, and public meetings that focused on our vision, mission, and priorities.

We also have a joint Strategic Operating Plan created by the Downtown Development Authority and the Loveland Downtown Development Authority. Our Work Plan is a key part of that joint Strategic Operating Plan and informs that Plan for the short term and long term future of our Downtown District

The Strategic Work Plan is a tool that clearly articulates and implements the Vision and Mission of the Downtown Development Authority. The Plan is designed to be a working plan, updated and reviewed regularly to ensure forward momentum and commitment. Our priorities, goals, projects, strategies and actions are all outlined within this document.

We want to convey our appreciation to everyone who provided their time and input to the process, the Mayor and City Council for their leadership, and City staff for their hard work and commitment to downtown. Special recognition should be given to both the LDP and DDA Boards for their guidance and support of the vision.

Sincerely,

Clay Caldwell
DDA Chair

Many thanks to the DDA Board of Directors,
the Staff, and the City of Loveland in the
preparation of this Plan.

DDA Board of Directors

Clay Caldwell, Mo `Betta Gumbo
Sharon Cook, C3 Real Estate Solutions
Joe Goacher, Alliance Auto Care Inc.
Ray Steele, Friendly Pawn
Doug Rutledge, KL&A Inc.
John Fogle, City Council Ward III
Tom Donnelly, County Commissioner

Staff

Jacque Wedding-Scott, Executive Director
Jen Poplaski, Administrative Coordinator

Introduction

Our Work Plan is based on strategy. Our strategic operations, including our Strategic Operating Plan and our Strategic Maps, are a tool. They help us focus on the right things, stimulate traction, inclusion, values, and commitment. It's essentially a "how to" operational manual to implement the policies set by the Board. Think of it as a Guide to Implementation. Its action oriented, it's a system, and it's a process. It's not a shortcut.

We do have statutory guidance as to our role and our purposes and powers that can be found in Colorado Revised Statute as follows:

C.R.S. 31-25-801. Legislative declaration

(1) The general assembly declares that the organization of downtown development authorities having the purposes and powers provided in this part 8 will serve a public use; will promote the health, safety, prosperity, security, and general welfare of the inhabitants thereof and of the people of this state; will halt or prevent deterioration of property values or structures within central business districts, will halt or prevent the growth of blighted areas within such districts, and will assist municipalities in the development and redevelopment of such districts and in the overall planning to restore or provide for the continuance of the health thereof; and will be of especial benefit to the property within the boundaries of any authority created pursuant to the provisions of this part 8.

The Loveland City Council also gave guidance as to purpose and mission when they established the Authority:

WHEREAS, the Loveland City Council ("City Council") find and determines that the establishments of a downtown development authority is necessary to develop and redevelop the central business district and will serve a public purpose; will promote the public health, safety, prosperity, security, and general welfare of the inhabitants thereof and of the people of the state of Colorado; will halt or prevent deterioration of property values or structures within the City's central business district, will halt or prevent the growth of blighted areas within the central business district, and will assist the City in the development and redevelopment of the central business district, and in the overall planning to restore or provide for the continuance of the health thereof; and will be of special benefit to the property within the downtown development authority;

In the light of that statutory authority, this strategic Work Plan gives us:

- Perspective
- Clarity
- Focus
- Accountability

The Strategic Work Plan Process

1

Perspective and Trends

We cover the history and background of economic development, including Mission, Vision, and Values. An in-depth discussion about turning point and agreement on definitions lays the foundation for forward momentum and success.

2

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Celebrate, Evaluate and Report

Finally, Celebrate Success! This step encourages a thoughtful and thorough review of the Action Plan every 90 days. The group reviews Lessons Learned, identifies Trends or New Issues, determines Next Steps, and Reports Out on accomplishments.

Downtown Development Authority

Vision (From the 2014 Strategic Plan)

“Our residents enjoy the convenience of shopping, working and learning in a pedestrian friendly city center. Visitors find restaurants, retail shops, and entertainment easily accessible by public transit or private vehicle. The presence of local residents at all hours of the day or night demonstrates the Downtown’s commitment to friendly service in a clean, safe environment.”

DDA Mission (2016)




“The mission of the Loveland, Colorado DDA is to strengthen, develop and promote the economic well-being, safety and vitality of the Downtown District. As a self-governing agency of the City, the DDA facilitates, plans and executes development and capital improvement projects. We commit to fulfill our mission collaboratively, ethically and professionally, while preserving the unique and historic character of the District.”

Downtown Development Authority Guiding Principles (From the 2014 Strategic Plan)

We are committed to:

- a process driven by community stakeholders and supported by the City of Loveland
- a long-term revitalization strategy (20 Yrs.) that combines immediate action to improve communications and marketing with an ongoing responsibility to maintain and improve the downtown infrastructure
- shaping policies and procedures that provide adequate flexibility for the organization to respond quickly and effectively to changing conditions at the local, state, national, and/or international levels
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Downtown Development Authority Strategic Work Plan Summary

Vision, Mission and Priorities	Goals	Strategies	Projects
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	Branding created and in use by March, 2016. Branding recognition by May, 2016		Pick logo and tagline Market logo and tagline
	DDA Development Projects completed by 2018	Start with City list of projects, goals, and budgets	Plan of Development Implement HI Reinvestment
	Community Outreach and Education Board Education Assessment and Inventory Downtown Signage Safety Bus Transit Transportation	Wait until after successful election to focus on these goals	To be determined after the election

Our residents enjoy the convenience of shopping, working and learning in a pedestrian friendly city center. Visitors find restaurants, retail shops, and entertainment easily accessible by public transit or private vehicle. The presence of local residents at all hours of the day or night demonstrates the Downtown's commitment to friendly service in a clean, safe environment.

Priority: Election



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The main focus for early 2016 regarding the priority of a successful election is on addressing those very issues. Time is of the essence with these projects, as election law specifies that after July 14, 2016 there can be no active campaigning by the LDP or DDA with regard to the ballot issues.

PROJECTS

- Identify Voters
- Communication
- Outreach
- Marketing
- Messaging
- Fundraising
- Legal



Priority: Communications

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PROJECTS

In 2016: Election focused strategy



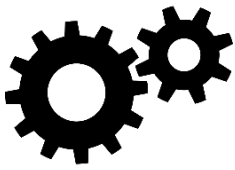
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PROJECTS

Pick logo and tag line
Market logo and tag line

Priority: Development Projects



One of the key components of a successful ballot measure in November will be the answer to the question: “What will you do with the money?” An incredible amount of work has been done in past documents with the City of Loveland. Those documents lay out potential projects in detail and with project costs and timelines.

At this point the DDA will need to determine the most important projects to fund with the mil levy increase, which is anticipated to be approximately \$40,000,000 over time. Those four to five projects will then be communicated and marketed by being integrated into the communication and branding priorities.



**CITY OF LOVELAND / LOVELAND DOWNTOWN PARTNERSHIP – SERVICES CONTRACT
LDP QUARTERLY REPORT & ACTION PLAN - PERIOD ENDING APRIL 15, 2016**

SCOPE OF WORK OBJECTIVES

DESCRIPTION – Items are listed as identified on EXHIBIT “C” of the City of Loveland Services Contract.	START DATE	PROJECT	ACTION ITEMS/COMMENT	LEAD/ PARTNERS	STATUS
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1. Lead the effort to establish a Downtown Development Authority (DDA) for the purpose of correcting and preventing downtown blight through development and redevelopment efforts. An election is set for Feb 10 2015.

The Contractor shall lead the effort to hold an election on November 3, 2015 which will provide the DDA the authority to assess a mill levy for the purpose of operations and the authorization of the financing of sales and property tax increment for issuance of debt to complete projects. If the DDA formation election is unsuccessful, the Contractor will work with the City staff to develop a timetable for placing the DDA's formation election and financing approvals on the ballot and will provide leadership in connection with such election efforts.

1/1/2016 - April 15, 2016	Election DeBriefing Stakeholder Workshop	Held Election Debriefing Stakeholder Workshop. Approx. 50 in attendance. Reviewed concerns and suggestions for a follow up election strategy. Presentations by Angela Myers, County Clerk & Terry Andrews, City Clerk regarding election process - roles and responsibilities. Agreement that the Chamber Issues Committee will lead November election. Action plan includes: establishing timelines, identify specific projects for DDA, confirm intent to hold election with both boards and the City Council, hire legal advisors specific to election, clarify "voters", and identify benefits to DDA constituency.	LDP DDA, City of Loveland, Chamber, Friends of Downtown (possible funders and advocates)	Currently in process. election funding (complete), verification/mapping constituencies (May 1 deadline), business and resident outreach (currently underway), baseline LDP DDA and preliminary election information messaging (May 15 deadline), legal (ballot language & revised Plan of Development - May 15 deadline for Board reviews).
Jan-16	Board & Council approval to go to election November 2016	Both LDP & DDA Boards took formal action to recommend to the City Council that a DDA election be held in November 2016; City Council took action 3/15/16 via Resolution #R-20-2016.	LDP DDA, City of Loveland	Completed

CITY OF LOVELAND / LOVELAND DOWNTOWN PARTNERSHIP – SERVICES CONTRACT
LDP QUARTERLY REPORT & ACTION PLAN - PERIOD ENDING APRIL 15, 2016

SCOPE OF WORK OBJECTIVES

DESCRIPTION – Items are listed as identified on EXHIBIT “C” of the City of Loveland Services Contract.	START DATE	PROJECT	ACTION ITEMS/COMMENT	LEAD/ PARTNERS	STATUS
	Jan-16	Hired Legal Advisor	Requested interest; hired White, Bear & Ankele as legal advisors specific to the 2016 election. Working with City Attorney/Clerk on drafts of ballot language & a revised plan of development - developed election timeline (see attached).	LDP DDA	In-Process
	January - April 2016	Business & Resident Outreach	Monthly business breakfasts (first series on Disruptive Behaviors, but also including other advocacy information). Resident events are on-going through service clubs, churches, meet up groups, planned 2-3 resident only events, open houses (project related), etc.	LDP DDA, City Council, City Staff	In-Process
	April	Board Education	Invitation to Steve Miller, County Assessor to explain Tax Increment (for DDA's). Will be attending 4/25 LDP DDA Joint meeting	LDP DDA, County & City Staff	In-Process
	Jan-April	Board Education	Meetings with Public Works Department regarding physical infrastructure in downtown	LDP DDA, City Staff	In-Process
2. Retain staff as the Contractor’s board determines necessary to establish a Contractor/DDA office. This should be completed	Jan-16	Hire PT Admin Staff	Advertised PT position; over 150 applicants, interviewed and hired position.	LDP	Completed
	Mar-16	Appointment of Executive Director	Contract review/amendment; appointed permanent position.	LDP DDA	Completed

**CITY OF LOVELAND / LOVELAND DOWNTOWN PARTNERSHIP – SERVICES CONTRACT
LDP QUARTERLY REPORT & ACTION PLAN - PERIOD ENDING APRIL 15, 2016**

SCOPE OF WORK OBJECTIVES

DESCRIPTION – Items are listed as identified on EXHIBIT “C” of the City of Loveland Services Contract.	START DATE	PROJECT	ACTION ITEMS/COMMENT	LEAD/ PARTNERS	STATUS
	February - April 2016	Hire Contractors specific to identified projects/tasks	Hired consultant to assist in validating District addressing/mapping; hired communications consultant for messaging; hired marketing consultant to assist in developing marketing strategy; contracted with DCI for intern.	LDP	Completed
<p>3. Retain legal counsel and other necessary consultants to assist the Contractor with election, organizational and operations issues.</p>	Jan-16	Hired Legal Advisor	Requested interest; hired White, Bear & Ankele as legal advisors specific to the 2016 election. Working with City Attorney/Clerk on drafts of ballot language & a revised plan of development - developed election timeline (see attached).	LDP DDA	In-Process
	May-16	RFP for General Legal Services for both LDP DDA	Received notice of contract termination from Liley Law (LDP) & Greg White (DDA) due to case load ; will be preparing an RFP for general legal services for both LDP & DDA.	LDP DDA	In-Process
<p>4. Upon a successful DDA election, Contractor staff/legal counsel and the Contractor's Board should work with City Staff to develop operating and services agreements consistent with state and local law.</p>	Feb-16	Prepare Interagency Service Agreement between LDP DDA	DRAFT agreement has been prepared - pending successful election	LDP DDA	Pending Successful Election

CITY OF LOVELAND / LOVELAND DOWNTOWN PARTNERSHIP – SERVICES CONTRACT
LDP QUARTERLY REPORT & ACTION PLAN - PERIOD ENDING APRIL 15, 2016

SCOPE OF WORK OBJECTIVES

DESCRIPTION – Items are listed as identified on EXHIBIT “C” of the City of Loveland Services Contract.	START DATE	PROJECT	ACTION ITEMS/COMMENT	LEAD/ PARTNERS	STATUS
<p>5. Upon a successful DDA election, Contractor shall provide assistance to the City in DDA Board selection through participation of the Contractor's Board Chair in a City interview committee to interview DDA Board Applicant and make recommendations to City Council for Board appointments.</p>	<p>January - April 2016</p>	<p>Participate in DDA Board appointment process</p>	<p>DDA Board will develop a process for accepting applications, interviewing and making recommendation for appointment to the City Council. Process has been developed, vacancies have occurred and recommendations have been made and approved by the City Council.</p>		<p>Resignation by Dionne Liggett (12/31/15) - term replaced by Joe Goacher; resignation of Joe Goachers term - replaced by Jackie Marsh; resignation by Jackie Marsh, replaced by Ray Steele (4/19/16)</p>
<p>6. Work on establishing a brand for the organization(s) and Downtown that is consistent with other Loveland marketing efforts yet unique in character for the Downtown. Provide timely communications of activities and events through multiple media sources (e.g., newsletters, website, Facebook, etc.) and devise structured interactions with downtown businesses and residents.</p>	<p>August 2015- April 2015</p>	<p>Develop a downtown district brand</p>	<p>August 2015 - created a Downtown District Branding Committee - members from both Boards and volunteers. Began with 2010 Strategic Plan and HIP Streets materials, focused on vision & mission of the downtown. Contacted Tenfold Collective who had previously worked on downtown branding efforts and gathered critical information regarding "branding and marketing". Received permission to utilize previous brand as a baseline - including colors and style guide. Volunteers from Aims Community College developed 3 brand concepts from committee input (including the Tenfold with modifications). Presented to both Boards, extended efforts to a community survey - posters were distributed to DT businesses and postcards were sent to 1481 property addresses in the District boundaries directing folks to the website to participate in the survey. 54 responses. The majority of responses selected one of the options, which has now been refined and approved by both Boards. The goal is to "unveil" the new Downtown District brand in May 2016.</p>	<p>LDP DDA, Volunteers, subject matter experts, community input, Board approvals</p>	<p>Unveiling planned for May 2016</p>

CITY OF LOVELAND / LOVELAND DOWNTOWN PARTNERSHIP – SERVICES CONTRACT
LDP QUARTERLY REPORT & ACTION PLAN - PERIOD ENDING APRIL 15, 2016

SCOPE OF WORK OBJECTIVES

DESCRIPTION – Items are listed as identified on EXHIBIT “C” of the City of Loveland Services Contract.	START DATE	PROJECT	ACTION ITEMS/COMMENT	LEAD/ PARTNERS	STATUS
	January - April 2016	Communications Strategy	A DRAFT of a communications strategy plan has been developed and pending Board review; currently using FB as a social media platform for news updates; press releases (when possible); website (including City); developing email distribution lists (business and resident).	LDP DDA, Contractors, City, Other agency & media links	In-Process
	2015-2016	Website	A temporary website (static) was developed for the 2015 election. Currently in the process of developing a very intuitive website that is planned to be chalked full of exciting resources & DT		
		Outreach Efforts	Business advocacy - hosted meeting with City planning staff re: downtown signage requirements; Disruptive Behaviors (Part 1 & 2), Fire & Ice, Sertoma's LLBBB - event impacts working group, attend Concept Reviews for DT development/redev projects; façade projects, etc. Resident Advocacy - hosted meetings for neighbors on US287/34 with interaction/planning from City Public Works, Planning & PD staff. Hosted West Endies neighborhood DT Update; participated in Community Values panel/speaker event; attend and present at Meet Up groups and other services groups in community.	LDP DDA, City	In-Process
	January - April 2016	Annual Report & Newsletter	Developing an annual report to the community and partners. Also developing a newsletter with downtown and project updates.		

CITY OF LOVELAND / LOVELAND DOWNTOWN PARTNERSHIP – SERVICES CONTRACT
LDP QUARTERLY REPORT & ACTION PLAN - PERIOD ENDING APRIL 15, 2016

SCOPE OF WORK OBJECTIVES

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<p>7. In collaboration with the City’s Economic Development staff, the Loveland Chamber of Commerce, and the Loveland Center for Business Development, assist businesses with locations in Downtown, and developing financial assistance packages for private development of downtown properties. In collaboration with the City Destination Loveland staff, assist in development of tourism marketing and new downtown events.</p>	<p>January - April 2016</p>	<p>Develop partnerships with the City, Chamber & The Warehouse for business assistance.</p>	<p>Although this goal remains important, the Boards have determined that identified partners currently have processes in place to assist DT businesses. The LDP DDA will be a resource for DT businesses in directing new/expanding businesses towards the available resources. Materials are being gathered for dissemination (as necessary). Currently working with the CMC on DT events and marketing for the DT at the Visitor’s Center. Will also be cross-marketing with other tourism efforts.</p>	<p>LDP DDA, City, Chamber, Visitor’s Center, NOCO tourism groups, The Warehouse & other small business development organizations.</p>	<p>In-Process</p>
<p>8. On behalf of the City, administer the City façade grant program through program marketing, processing of applications for façade grants, and recommendation to the City of applications for funding. This is in addition to façade funding, which may be provided by the Contractor.</p>	<p>January - April 2015</p>	<p>Move City/LURA Façade program Administration over to the LDP DDA</p>	<p>City/LURA resolution authorizing the LDP DDA to administer the façade reimbursement programs. LDP DDA approved a self-administered façade reimbursement program as well.</p>	<p>LDP DDA, City, LURA</p>	<p>Completed; on-going</p>
<p>9. Provide written quarterly reports to the City Council on the activities of the Contractor. These are due April 15, July 15, Oct 15 and Jan 15, 2006. These reports will include quarterly financial statements. Delivery of the reports shall be to the City Manager or his designee.</p>	<p>January 2016; April 2016</p>	<p>Prepare written quarterly report to Council</p>	<p>January 2016 report was submitted; April 2016 currently being submitted.</p>	<p>LDP DDA, City</p>	<p>Completed; on-going</p>
<p>10. Present an organizational report at a City Council Study Session to be held on May 12, 2015.</p>	<p>May-15</p>	<p>Present report to Council</p>	<p>Report was presented by LDP Board in May 2015</p>	<p>LDP, City</p>	<p>Completed</p>
<p>11. Work with the City Staff to develop the 2016 Scope of Work for the Contractor/DDA to be completed by November 15, 2015.</p>	<p>October-December 2015</p>	<p>Develop 2016 Scope of Work; revise 2016</p>	<p>Worked with City Attorney and Greg White to revise the Scope of Work for 2016 and make any required revisions to the contract.</p>	<p>Approved by the City Council - December 2015</p>	<p>Completed</p>

**CITY OF LOVELAND / LOVELAND DOWNTOWN PARTNERSHIP – SERVICES CONTRACT
LDP QUARTERLY REPORT & ACTION PLAN - PERIOD ENDING APRIL 15, 2016**

SCOPE OF WORK OBJECTIVES

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12. Additional requirements / agreements may be necessary pending DDA formation. These will be negotiated with the Economic Development Manager. Changes will be made as an amendment to this contract.			Noting Noted		
<u>OTHER:</u>					
Joint Board Strategic Planning Workshops	2 half days for each board; 1 half day for joint planning				Completed
Board development/education					On-Going
Working with representatives of the DLA on possible partnership and/or inclusion into the LDP DDA.					On-Going
Budget development					Completed
2015 Annual Audit					In-Process
New Payroll Contractor					In-Process
Pulliam Building project					In-Process
Heartland Corner					In-Process
South Catalyst Project					In-Process
New/expanding businesses & façade reimbursement apps.					In-Process
Partner with CANDO (Walkable Downtown)					In-Process
Work with Public Works to determined downtown infrastructure plan of action; parking plan, etc.					In-Process
Event Planning/Coordination					On-Going

**CITY OF LOVELAND / LOVELAND DOWNTOWN PARTNERSHIP – SERVICES CONTRACT
LDP QUARTERLY REPORT & ACTION PLAN - PERIOD ENDING APRIL 15, 2016**

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NEXT STEPS (Including, but not limited to):

- Election is critical focus for 2016
- Continue resident & business outreach efforts; develop merchants & retail advisory council for downtown.
- Unveil branding & development of organizational logos/collateral materials, etc.
- Finalize Communications Plan
- Work with legal and partners on developing/finalizing interagency service agreements.
- Work with City and development partner on the South Catalyst project.
- Work with partners in developing and extending "Flower Planter program" and/or other elements of the HIP Streets streetscape plans.
- Work with City and other partners on comprehensive downtown signage program.
- Develop marketing and communications strategy.
- Prioritize 2016 downtown events.
- Enhance holiday lighting & programming.



LOVELAND DOWNTOWN DEVELOPMENT AUTHORITY

Amended Plan of
Development



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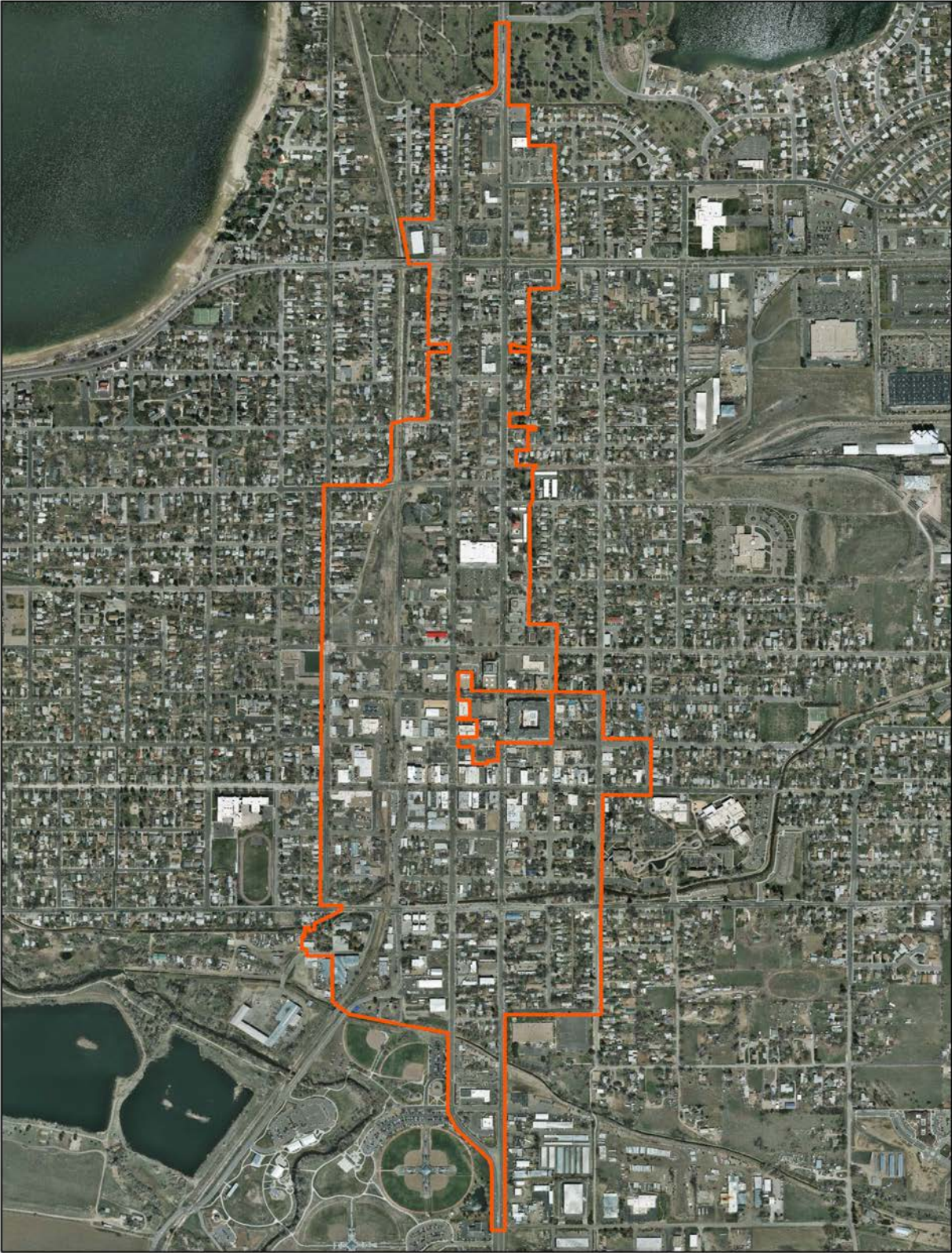
Foreword

The downtown (“Downtown”) of the City of Loveland (“Loveland”) serves as the heart of a city that from its beginnings in 1877 has defined the best of Colorado’s entrepreneurial spirit and sense of civic pride, with an emphasis on arts and cultural activities. Downtown Loveland residents, businesses and property owners believe that a strong economic foundation is critical to sustaining a vibrant community respectful of its history, committed to the full inclusion of all its citizens, and strategically positioned to thrive in a globally competitive marketplace.

This Plan of Development (the “Plan”) is an essential first legal step in creating a vibrant Downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play. The needs of the Downtown have been recognized over the past years in vision documents, comprehensive and strategic plans and master planning efforts. All of these document have identified the need to have a strong Downtown for the economic health and future of Loveland.

The emphasis of this Plan is on the needs of the Downtown over a thirty (30) to fifty (50) year period and the type of projects and programs that are required to satisfy those needs, rather than dictating the physical location, dimensions and design which can only evolve through continual planning efforts.

District Map



**Loveland Downtown Development Authority
Established by Ordinance No. 5927**

Boundaries of the DDA

The boundary of the Loveland Downtown Development Authority (the “DDA”), as shown on the preceding map, outlines the area in which the DDA will exercise its statutory powers (the “District”). The District was established on the basis of the best information available at the time. It is intended that the boundaries will change given changing times and circumstances. Property owners adjoining the District are encouraged to petition for inclusion if and when the uses and purposes of their properties become compatible with the purposes of the District.

The District is generally bounded on the east by Lincoln Avenue and on the west by Cleveland Avenue; the eastern boundary of the District goes from the tip of the southern gateway, following Lincoln Avenue to 3rd Street SE, east 2 blocks to Washington Avenue, 6 blocks north to 4th Street, east one block to Adams Avenue, north to 5th Street, and then back west to Washington Avenue; then from the intersection of 5th Street and Washington Avenue, north one block and west one block to Jefferson Avenue, north 1½ blocks and west another ½ block, then continuing northward, including the properties that front on Lincoln Avenue, toward Eisenhower Boulevard, to 1/2 block south of Eisenhower Boulevard, then east to Jefferson Avenue, north to the alley one half block past 16th Street, west 190 feet, north to the boundary with Lakeside Cemetery, west to Lincoln Avenue, north to the end of the one way system, and from the tip of the northern gateway, the western boundary includes the properties on the west side of Cleveland Avenue heading south to 11th Street, then west to just past the railroad tracks, south on Railroad Avenue for one block, and again west on 10th Street to Garfield Avenue, then south 11 blocks to past 2nd Street SW to the intersection of Garfield Avenue and Railroad Avenue, then following the irrigation ditch southeast back to Cleveland Avenue and then south to the end of the one way system.

The legal description of the District is attached as Appendix I to this Plan.

Objective and Purposes

The primary objectives of the DDA are to promote the safety, prosperity, security and general welfare of the District and its inhabitants, to prevent deterioration of property values and structures within the District, to prevent the growth of blighted areas within the District, to assist Loveland in the development, redevelopment and planning of the economic and physical restoration and growth of the District, to improve the overall appearance, condition and function of the District, to encourage a variety of uses compatible with the artistic and cultural community, to sustain and improve the economic vitality of the District, to promote the historic, artistic and cultural elements of the District, and to encourage pedestrian traffic and security in the District. To achieve these objectives, the specific goals of the DDA include the following and any other activities, plans, and development and redevelopment authorized by law.

The Plan recognizes that this is a long term revitalization strategy focused on implementing an entrepreneurial environment in which District products and services meet local demands and attract new residents and businesses to the area.

To achieve these objectives, the specific goals of the DDA include, but are not limited to the following:

1. Work with private entities, developers and property owners to promote positive investment in the District.
2. Work with business owners, and business entrepreneurs to promote retail growth, new job growth and other uses in the District.
3. Identify and help form collaborative public/private partnerships that promote economic growth in ways that honor and sustain strong community values.
4. Implement key elements of Loveland's approved infrastructure plan.
5. Increase residential and employment density as catalysts for enriching life for residents and visitors alike.
6. Assist emerging and existing businesses in navigating various local, county, and state regulations and taxing policies.
7. Identify and establish a communications process with current business and property owners within the District.
8. Establish multiple communication forums with emphasis on email, social media, and newspaper.
9. Work with Loveland in evaluating and potentially implementing a "One Stop" approach to Downtown development including identifying a potential organizational structure therefor.
10. Improve the visual attractiveness of the District including but not limited to façade renovations, public streets, alleys, curbs, gutters, sidewalks, lighting along with street furniture and landscaping.
11. Underground the utility systems.
12. Promote a diversity of activities in the District.

13. Promote and encourage the renovation and reuse of vacant and deteriorated structures within the District.
14. Encourage the creation and continuation of public events within the District
15. Promote and market the District.
16. Promote Loveland's unique identity as a destination for arts and culture.

Plan of Development Projects

- A. Plan projects may include public facilities and other improvements to public or private property of all kinds consistent with the priorities of the DDA by all means permitted by federal, state and local laws and regulations, including but not limited to, land assemblage, demolition, removal, site preparation, construction, renovation, repair, remodeling, reconstruction purchase of property interests, rehabilitating, equipping, selling and leasing in connection with such public and private improvements.

B. Descriptions of specific development projects that have been conceptually identified as potential key downtown **redevelopment projects** including, but not limited to, the following:

ITEM	CITY/DDA FUNDING	OTHER PUBLIC FUNDING	PRIVATE	NOTES
Redevelopment Projects				
South Catalyst Project: 3 rd Street Site	\$15,000,000	\$15,000,000	\$50,000,000	Amount includes the estimate on land, plus the cost of the redevelopment with a parking structure
4th Street/Rialto Square	\$2,500,000	\$0	\$7,500,000	Includes the cost of land plus redevelopment cost,
Arcadia (opera House) (4th and Cleveland)	\$400,000	\$75,000	\$1,800,000	Based on preliminary review of proposed plan.
4th and Lincoln/Redevelopment (Heartland Corner)	\$2,000,000	\$0	\$6,250,000	Potential project/timeline unknown
Loveland Elks Lodge	\$250,000	\$200,000	\$2,000,000	Estimates are for rehab at \$100/square foot
Loveland Hotel	\$250,000	\$200,000	\$2,000,000	Estimates are for rehab at \$100/square foot
VFW Hall	\$500,000	\$0	\$4,000,000	
Feed and Grain	\$0	\$2,300,000	\$1,000,000	
Pulliam Building	\$4,600,000	\$200,000	\$1,200,000	Assumes the City receives a grant from the State Historic Fund and Historic Tax Credits
Former House of Neighborly Service Building - Cleveland	\$500,000	\$0	\$5,000,000	Assumes a redevelopment of a 20,000 sq./foot building
Safeway site	\$5,000,000	\$0	\$30,000,000	Requires further investigation
Railroad site	\$2,500,000	\$0	\$15,000,000	Land at 7th and Garfield
Other private	\$1,500,000		\$10,000,000	Includes other projects not contemplated, plus façade grants and fire safety grants
SUBTOTAL REDEVELOPMENT	\$35,500,000	\$17,975,000	\$139,500,000	

C. Descriptions of specific potential **public facilities and improvements** that have been conceptually identified to complement private developments including, but not limited to, the following:

ITEM	CITY/DDA FUNDING	OTHER PUBLIC FUNDING	PRIVATE	NOTES
Infrastructure Projects				
4th Street/Phase I - 3 blocks	\$5,860,000			4th Street from Railroad to Jefferson
4th Street/Additional 2 blocks	\$2,500,000			4th Street to Garfield and Washington
3rd Street	\$2,250,000			3rd Street west of Cleveland to Feed and Grain
5th Street	\$3,010,000			5th Street from Lincoln to Railroad
5th Street Plaza	\$2,187,413			Museum plaza proposal in the parking lot at 5th and Lincoln
Power (Electric)	\$5,000,000			Estimates are for \$300,000 per block to underground the power
Railroad Avenue 1st to 5th	\$4,000,000			May include connectivity with the trail system.
Cost Escalation	\$3,161,483			Estimates were completed in 2009, the number is 20 percent of the cost of the streetscape improvements
SUBTOTAL INFRASTRUCTURE	\$27,968,896	\$0	\$0	

D. **Other specific development projects and public facilities** currently contemplated are as follows:

ITEM	CITY/DDA FUNDING	OTHER PUBLIC FUNDING	PRIVATE	NOTES
Other Projects				
Trail Expansion	\$1,000,000			
Railroad Quiet Zones	\$1,000,000	\$2,000,000		Includes four rail crossings located at 1 st , 4 th , 6 th and 7 th Streets
SUBTOTAL OTHER	\$2,000,000	\$2,000,000	\$0	

- E. The DDA also may seek to support other projects not directly identified above including, but not limited to, the following:
1. Beautification programs;
 2. Pedestrian facilities and circulation improvements;
 3. Parking that is not otherwise included within specific projects (i.e., 3rd Street Catalyst);
and
 4. Downtown hotel or other convention facilities built in conjunction with a private development.

Strategic Downtown Plan

The DDA, acting in coordination with the Loveland Downtown Partnership and the City of Loveland, will need to establish short and long term priorities based on adopted strategic plans and identified development projects as such plans and projects evolve. The current plans, which are referenced below and attached as Appendices II through V to this Plan, are as follows:

Appendix II: *A Strategic Plan for Revitalizing Downtown Loveland (2014)*

The plan, adopted by the Loveland City Council and the Loveland Downtown Partnership, provides the comprehensive outline for short and long term success in Downtown Loveland.

A Strategic Plan for Revitalizing Downtown Loveland is driven by the following principles:

1. We are committed to a process driven by community stakeholders and supported by the City of Loveland.
2. We are committed to a long term revitalization strategy (20 yrs.) that combines immediate action to improve communications and marketing with an ongoing responsibility to maintain and improve the downtown infrastructure.
3. We are committed to shaping policies and procedures that provide adequate flexibility for the organization to respond quickly and effectively to changing conditions at the local, state, national, and/or international levels.
4. We are committed to implementing an entrepreneurial environment in which Downtown products and services meet local demands and attract new residents and businesses to the area.
5. We are committed to shaping collaborative public/private partnerships that promote economic growth in ways that honor and sustain strong community values.

Appendix III: *Downtown Vision Book (2010)*

The purpose of the Downtown Vision Book is to highlight catalyst projects, and describe the context, character and the opportunity for revitalization. In addition, the Downtown Vision Book identifies ideas, opportunities and strategies to further benefit Downtown Loveland. The Private-Public projects are designed to capture not only the value of public participation, but to be a catalyst for private investment, enhanced connections and enrichment of the community experience for residents, businesses and visitors alike.

Appendix IV: *Destination Downtown: HIP Streets Master Plan (Infrastructure Plan) (2010)*

The Infrastructure Plan was completed in 2010, and highlights the streetscape, utility and other public infrastructure improvements in Downtown Loveland.

Appendix V: *Downtown Strategic Plan – Amendment to the City’s Comprehensive Plan (2009)*

The plan, adopted by the Loveland City Council as an amendment to the Comprehensive Plan, was the basis for the effort by the City and the Loveland Downtown Team to revitalize the Downtown.

Methods of Financing Projects

In order to finance the projects and purposes of the DDA, the following financial sources are authorized to be utilized:

- A. Proceeds of bonds of, loans or advances to, or indebtedness incurred by the City of Loveland secured by the pledge of the following tax revenues for the maximum period of time authorized by C.R.S. § 31-25-807(3):
 - a. **Property Tax Increment:** All of that portion of property taxes in excess of such taxes which are produced by the levy at the rate fixed each year by or for any public body upon the valuation for assessment of taxable property within the boundaries of the District last certified prior to the effective date of approval by the City Council of Loveland of this Plan or, as to an area later added to the boundaries of the District, the effective date of the modification of this Plan.
 - b. **Municipal Sales Tax Increment:** All of that portion of municipal sales tax in excess of such taxes collected within the boundaries of the District for the twelve-month period ending on the last day of the month prior to the effective date of approval by the City Council of Loveland of this Plan. For purposes of calculating the amount of municipal sales tax, “municipal sales tax” shall be as defined in Section 3.16.010 and Section 3.16.020A of the Loveland Municipal Code, provided that such definition shall specifically not include those municipal sales tax revenues that are obligated to be paid in accordance with the specific terms and conditions of any economic incentive agreement in effect as of the approval date of this Plan.¹
 - c. **Other sources:** Such other sources of revenue for repayment of bonds, loans, advances or other indebtedness of Loveland as may be authorized by law.

All such taxes described in this paragraph A shall be adjusted, collected, allocated and used as set forth in C.R.S. § 31-25-807(3), as amended from time to time.

- B. Membership fees;
- C. Private contributions;
- D. Proceeds of loans to the DDA;
- E. Fees and other charges imposed in connection with projects undertaken by the DDA;
- F. Grants and other funds made available by public agencies and other entities;

¹ On January 27, 2015, the City of Loveland and Thornton Long Term Investments, L.L.C. entered into that certain Agreement for City Incentive, Fee Waiver, and Construction Materials Use Tax Waiver with Thornton Long Term Investments, L.L.C. for a Sprouts Farmers Market (the “Agreement”). Pursuant to the Agreement, a \$2,200,000 incentive was provided by the City of Loveland which is to be repaid at a rate of three percent (3%) interest, amortized over a ten (10) year period, in accordance with the terms and conditions of the Agreement.

- G. All types of bond issues, including industrial development revenue and special assessment bonds; and
- H. All such other sources and methods as may be authorized by law from time to time, including but not limited to, C.R.S. § 31-25-801, et seq.

Appendix I: *Legal Description of Downtown Development District*

Beginning at the point of intersection of the south right-of-way (ROW) line of E. 4th Street and the east ROW line of N. Washington Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. 3rd Street; thence continuing southerly to the point of intersection of the south ROW line of E. 3rd Street and the east ROW line of N. Washington Avenue; thence continuing southerly along said east ROW line to its point of intersection with the north ROW line of E. 1st Street; thence southwestly to the point of intersection of the south ROW line of E. 1st Street and the east ROW line of S. Washington Avenue; thence southerly along said east ROW line its point of intersection with the north ROW line of the alley between E. 1st Street and 2nd Street S.E.; thence continuing southerly to the point of intersection of the south ROW line of said alley and the east ROW line of S. Washington Avenue; thence continuing southerly along said east ROW line its point of intersection with the north ROW line of 2nd Street S.E.; thence continuing southerly to the point of intersection of the south ROW line of 2nd Street S.E. and the east ROW line of S. Washington Avenue; thence continuing southerly along said east ROW line to its point of intersection with the south ROW line extended of 3rd Street S.E.; thence westerly along said extended line to the point of intersection of the west ROW line of S. Washington Avenue and the south ROW line of 3rd Street S.E.; thence continuing westerly along said south ROW line to its point of intersection with the east ROW line of S. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the north line extended of the 5th Street S.E. ROW; thence continuing southerly along said east ROW line to its point of intersection with the south line of the 5th Street S.E. ROW line; thence southerly along said east ROW line to its point of intersection with the north line of the 8th Street S.E. ROW; thence continuing southerly along said east ROW line to its point of intersection with the south line of the 8th Street S.E. ROW; thence westerly along the south line extended of the 8th Street S.E. ROW to the west line of the S. Lincoln Avenue ROW; thence northerly along the west ROW line of S. Lincoln Avenue to its point of intersection with the southwest line of the S. Cleveland Avenue ROW; thence continuing northwesterly along said southwest ROW line to its point of intersection with the south line of the 5th Street S.E. ROW; thence northerly along the west line of the S. Cleveland Avenue ROW to its point of intersection with the north line of the 5th Street S.E. ROW; thence continuing northerly along said west ROW line of S. Cleveland Avenue to its intersection with the north bank of the Farmer's Ditch; thence northwesterly along said bank to its point of intersection with the west ROW line of the Burlington Northern/Santa Fe Railroad and the south line of Henrikson Addition; thence continuing northwesterly along said south line to the southwest corner of Henrikson Addition; thence northerly along the west line of said Henrikson Addition to its point of intersection with the south ROW line of 2nd Street S.W.; thence westerly along said south ROW line to the NW corner of Mill First Addition; thence northerly perpendicular to said ROW line to a point on the south line of Mill Second Addition; thence westerly along said south line to the SW corner of Mill Second Addition; thence northerly and easterly along the west line of said Mill Second Addition to the NW corner thereof; thence easterly and southerly along the north line of Mill Second Addition to the NE corner thereof; thence northwesterly to the SE corner of Riverside Addition; thence northerly

along the east line of Riverside Addition to its point of intersection with the south ROW line of W. 1st Street; thence continuing northerly to the point of intersection of the north ROW line of W. 1st Street and the west ROW line of the N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 2nd Street; thence continuing northerly to the point of intersection of the north ROW line of W. 2nd Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 3rd Street; thence continuing northerly to the point of intersection of the north ROW line of W. 3rd Street and the west ROW line of N. Garfield Avenue; thence continuing northerly to the point of intersection of the south ROW line of the alley between W. 3rd Street and W. 4th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly to the point of intersection of the north ROW line of said alley and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 4th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 4th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of the alley between W. 4th Street and W. 5th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly to the point of intersection of the north ROW line of said alley and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 5th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 5th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 6th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 6th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 7th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 7th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line its the point of intersection with the south ROW line of the alley between W. 7th Street and W. 8th Street; thence continuing northerly to the point of intersection of the north ROW line of said alley and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 8th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 8th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 10th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 10th Street and the west ROW line of N. Garfield Avenue; thence easterly to the point of intersection of the east ROW line of N. Garfield Avenue and the north ROW line of W. 10th Street; thence easterly and northeasterly along said north ROW line to its point of intersection with the west ROW line of the Burlington Northern/Santa Fe Railroad; thence northerly along said west ROW to its point of intersection the south line of Little Barnes Ditch; thence continuing northerly to the point of intersection of the north line of said Ditch and the west ROW line of the Burlington Northern/Santa Fe Railroad; thence northerly along said west ROW line to its point of intersection with the south ROW line of E. 11th Street; thence continuing northerly to the point of intersection of the west ROW line of said Railroad and the north ROW line of W. 11th Street; thence northeasterly to the point of intersection of the east ROW line of N. Railroad Avenue and the north ROW line of E. 11th Street; thence easterly along said north ROW line to its point of intersection with the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence northerly along said west alley ROW line to its point of intersection with the south ROW line of the alley between E. 11th Street and E. 12th Street; thence continuing northerly to the point of intersection of the north ROW line of the alley between E. 11th Street and E. 12th Street and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west alley ROW line to its point of intersection with the south ROW line of E. 12th Street; thence continuing northerly to the point of intersection of the north ROW line of E. 12th Street and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west alley

ROW line to its point of intersection with the south ROW line of the alley between E. 12th Street and E. 13th Street; thence easterly to the point of intersection of the east ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue and the midpoint of the westerly Lot line of Lot 8 of Block 5 of Loveland Heights Addition Subdivision, thence easterly through the east-west centerline of said Lot 8, to a point of intersection of west ROW line of N. Cleveland Avenue and the midpoint of the easterly lot line of Lot 8 of Block 5 of Loveland Heights Addition Subdivision, thence continuing northerly along the west ROW line of N. Cleveland Avenue to the northeast corner of Lot 10 of Block 5 of Loveland Heights Addition Subdivision, thence westerly along the north property line of said Lot 10 to the point of intersection of the east ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue and the northwest corner of Lot 10, Block 5 of Loveland Heights Addition, thence westerly across said alley ROW along the north property line extended of Lot 10, Block 5 of Loveland Heights Addition to its intersection with the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue, thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of E. 13th Street; thence continuing northerly to the point of intersection of the north ROW line of E. 13th Street and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of the alley between E. 13th Street and E. Eisenhower Boulevard; thence continuing northerly to the point of intersection of the north ROW line of said alley between E. 13th Street and E. Eisenhower Boulevard and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west ROW line to the point of intersection of the east line of Lot 21, Block 4, Loveland Heights Addition and the south line of the vacated alley ROW; thence easterly along said south line to the centerline of the vacated alley ROW; thence northerly along said centerline to its point of intersection with the south ROW line of E. Eisenhower Boulevard; thence continuing northerly along the west line extended of said Lots to its point of intersection with the centerline of E. Eisenhower Avenue; thence westerly along said centerline, to its point of intersection with the west ROW line of the Burlington Northern/Santa Fe Railroad; thence northwesterly along said west ROW line to its point of intersection with the north line extended of the E. 15th Street ROW; thence easterly along said north line extended to its point of intersection with the west ROW line of Jackson Avenue; thence easterly along said north line extended of the East 15th Street ROW to its point of intersection with the east ROW line of Jackson Avenue; thence continuing easterly along the north ROW of E. 15th Street to its point of intersection with the east ROW line of the alley between Jackson Avenue and N. Lincoln Avenue; thence northerly along said east ROW of the alley to its point of intersection with the south ROW line of E. 16th Street; thence northerly along said east ROW of the alley to its point of intersection with the north ROW line of E. 16th Street; thence continuing northerly along said east ROW of the alley to its point of intersection with the southern property line of the Loveland Burial Park Cemetary; thence easterly along said southern property line to its point of intersection with the west ROW line of N. Cleveland Avenue; thence northeasterly along the northwestern ROW line of N. Cleveland Avenue to its point of intersection with the west ROW line of N. Lincoln Avenue; thence northerly along said west ROW line to its point of intersection with the south line extended of the E. 20th Street ROW; thence easterly along said south line extended to its intersection with the east ROW line of N. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the south boundary line of the Stephenson 1st Subdivision; thence easterly along said south boundary line to its point of intersection with the west boundary of the Conger Subdivision of the North End Addition; thence southerly along said west boundary line to its intersection with the south boundary of the Conger Subdivision of the North End Addition; thence easterly along said south boundary to its intersection with the west boundary line of the Grandview Subdivision of North End Addition; thence southerly along said west boundary line to its intersection with the north ROW line of E. 16th Street; thence southeasterly across E. 16th Street to the point of intersection of the south ROW line of E. 16th Street and the east ROW line of N. Jefferson Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. Eisenhower Blvd.; thence southerly along said east ROW line to its point of intersection with

the south ROW line of E. Eisenhower Blvd; thence continuing southerly along said east ROW line to its point of intersection with the south boundary line extended of the WARNOCK ADD AMD L1-4 35-39 & POR L40 & VACATED ALLEY Subdivision; thence westerly along said south boundary line extended to its intersection with the west ROW line of N. Jefferson Avenue; thence westerly along said south boundary line to its point of intersection with the west ROW line extended of the alley between N. Lincoln Avenue and N. Jefferson Avenue; thence southerly along said west alley ROW line to its point of intersection with the north ROW line of E. 13th Street; thence continuing southerly to the point of intersection of said west alley ROW line and the south ROW line of E. 13th Street; thence continuing southerly along said west alley ROW line to its point of intersection with north bank of the Big Lateral Ditch, thence northwesterly along north bank of said ditch to its intersection with the east ROW line of N. Lincoln Avenue, thence southerly along the east ROW line of N. Lincoln Avenue to a point 50 feet north of the southwest corner of Lot 6, Block 1 of the McKee Meadows Addition, thence easterly along a line 50 feet north of the southern property line of said Lot 6, Block 1 to its intersection with the west ROW line of the alley between N. Lincoln Avenue and N. Jefferson Avenue, thence continuing southerly along said west alley line to its point of intersection with the north ROW line of E. 12th Street; thence continuing southerly to the point of intersection of said west alley line with the south ROW line of E. 12th Street; thence continuing southerly along said west alley ROW line to its point of intersection with the north line of Lot 17, Block 2 of the McKee Meadows Addition, thence continuing westerly along north line of said Lot 17 to its point of intersection with the east ROW line of N. Lincoln Avenue; thence continuing southerly along the east ROW line of N. Lincoln Avenue to its point of intersection with the centerline of the alley ROW vacated via Ordinance 3317 and recorded at Reception Number 86051452 adjoining Block 2, Lincoln Place Addition; thence easterly along the centerline of said vacated alley to its point of intersection with the east line of Lot 10, Block 2, Lincoln Place Addition; thence southerly along said east line 20 feet to a point; thence westerly perpendicular to said east line to a point on the east line of Lot 11, Block 2, Lincoln Place Addition; thence southerly along the east line of said Lot 11 to its point of intersection with the north ROW line of E. 11th Street; thence continuing southerly to the point of intersection of the east line of Lot 11, Block 3, Lincoln Place Addition and the south ROW line of E. 11th Street; thence westerly along said south ROW line to its point of intersection with the east line of Lot 13, Block 3, Lincoln Place Addition; thence southerly along said east line to its point of intersection with the north ROW line of the Great Western/Omni Railroad; thence easterly along said north ROW line to its point of intersection with the east line of Lot 10, Block 3, Lincoln Place Addition; thence southerly to the point of intersection of the east line of Lot 2, Block 5, Orchard Park Addition and the south ROW line of said Railroad; thence continuing southerly along the east line of said Lot 2 to the NE corner of Lot 1, Block 5, Orchard Park; thence continuing south along the east line of said Lot 1 to its point of intersection with the north ROW line of E. 10th Street; thence southwest to the point of intersection of the south ROW line of E. 10th Street and the east ROW line of the alley between N. Jefferson Avenue and N. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. 8th Street; thence continuing southerly to the point of intersection of the south ROW line of E. 8th Street and the east ROW line of the alley between N. Jefferson Avenue and N. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of the alley between E. 8th Street and E. 7th Street; thence easterly along said north ROW line to its point of intersection with the west ROW line of N. Jefferson Avenue; thence continuing easterly to the point of intersection of said north ROW line and the east ROW line of N. Jefferson Avenue; thence southerly to the point of intersection of the south ROW line of said alley and the east ROW line of N. Jefferson Avenue; thence continuing southerly along said east line to its point of intersection with the north ROW line of E. 7th Street; thence continuing southerly to the point of intersection of the south ROW line of E. 7th Street and the east ROW line of E. Jefferson Avenue; thence continuing southerly along said east line to its point of intersection with the north ROW line of the alley between E. 7th Street and E. 6th Street; thence continuing southerly to the point of intersection of the south ROW line of said alley and the east ROW line of N. Jefferson Avenue; thence continuing southerly along said east line to its point intersection with the north ROW line of E. 6th Avenue; thence

easterly along said north line to its point intersection with the west ROW line of N. Washington Avenue; thence continuing easterly to the point intersection of the north ROW line of E. 6th Avenue and the east ROW line of N. Washington Avenue; thence southerly to the point of intersection of the south ROW line of E. 6th Avenue and the east ROW line of N. Washington Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of the alley between E. 6th Street and E. 5th Street; thence continuing southerly to the point of intersection of the south ROW line of said alley and the east ROW line of N. Washington Avenue; thence continuing southerly along said east line to its point of intersection with the north ROW line of E. 5th Street; thence easterly along said north ROW line to its point of intersection with the west ROW line of N. Adams Avenue; thence continuing easterly to the point of intersection of the north ROW line of E. 5th Street and the east ROW line of N. Adams Avenue; thence southerly to the point of intersection of the south ROW line of E. 5th Street and the east ROW line of N. Adams Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. 4th Street; thence continuing southerly to the point of intersection of the east ROW line of N. Adams Avenue and the south ROW line of E. 4th Street; thence westerly to the point of intersection of the west ROW line of N. Adams Avenue and the south ROW line of E. 4th Street; thence continuing westerly along said south ROW line to the Point of Beginning;

And.

Less [County building parcel] LOTS 13 THRU 16, BLK 7, City of Loveland, County of Larimer, State of Colorado; ALSO POR VACATED ALLEY PER BK 1712 PG 733; and [Former Home State Bank parcel] LOTS 1 THRU 8, BLK 12, City of Loveland, County of Larimer, State of Colorado; and [Museum parcel] LOTS 19-24, BLK 12, City of Loveland, County of Larimer, State of Colorado; and [Vacant Parking Lot parcel] LOTS 1-7, LESS S 25 FT LOTS 1-3 AND LESS S 25 FT OF E 5 FT LOT 4, BLK 13, City of Loveland, County of Larimer, State of Colorado; and [Lincoln Place parcel] The subdivision LINCOLN PLACE COMMUNITY, City of Loveland, County of Larimer, State of Colorado (20100069697) in its entirety (formerly known as Block 41 of Finley's Addition, City of Loveland, County of Larimer, State of Colorado), and [Street & Alley ROW] The full right-of-way of East 6th Street east of the easterly boundary line of the N. Cleveland Avenue right-of-way and west of the centerline of the N. Jefferson Avenue right-of-way, City of Loveland, County of Larimer, State of Colorado; and All public alley right-of-way within BLK 12, City of Loveland, County of Larimer, State of Colorado; and The full right-of-way of East 5th Street east of the easterly boundary line of the N. Cleveland Avenue right-of-way and west of the westerly boundary line of the N. Lincoln Avenue right-of-way, City of Loveland, County of Larimer, State of Colorado; and The north half of the street right-of-way of the intersection of East 5th Street and N. Lincoln Avenue, north of the centerline of East 5th Street, City of Loveland, County of Larimer, State of Colorado; and The north half of the right-of-way of East 5th Street north of the centerline of East 5th Street, east of the easterly boundary of the N. Lincoln Avenue right-of-way, and west of the centerline of the N. Jefferson Avenue right-of-way, City of Loveland, County of Larimer, State of Colorado; and The west half of the street right-of-way of N. Jefferson Avenue south of the southerly boundary of East 6th Street, and north of the northerly boundary of E 5th Street, City of Loveland, County of Larimer, State of Colorado.

Prepared by: Troy W. Jones, AICP, NCARB
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City of Loveland, Colorado

Appendix II: *Link to A Strategic Plan for Revitalizing Downtown Loveland (2014)*

<http://www.ci.loveland.co.us/modules/showdocument.aspx?documentid=24901>

Appendix III: *Link to Downtown Vision Book (2010)*

<http://www.ci.loveland.co.us/modules/showdocument.aspx?documentid=9378>

Appendix IV: *Link to Destination Downtown: HIP Streets Master Plan (Infrastructure Plan) (2010)*

<http://www.ci.loveland.co.us/modules/showdocument.aspx?documentid=9729>

Appendix V: *Downtown Strategic Plan – Amendment to the City’s Comprehensive Plan (2009)*

<http://www.cityofloveland.org/modules/showdocument.aspx?documentid=9376>.



LOVELAND DOWNTOWN DEVELOPMENT AUTHORITY

Amended Plan of
Development



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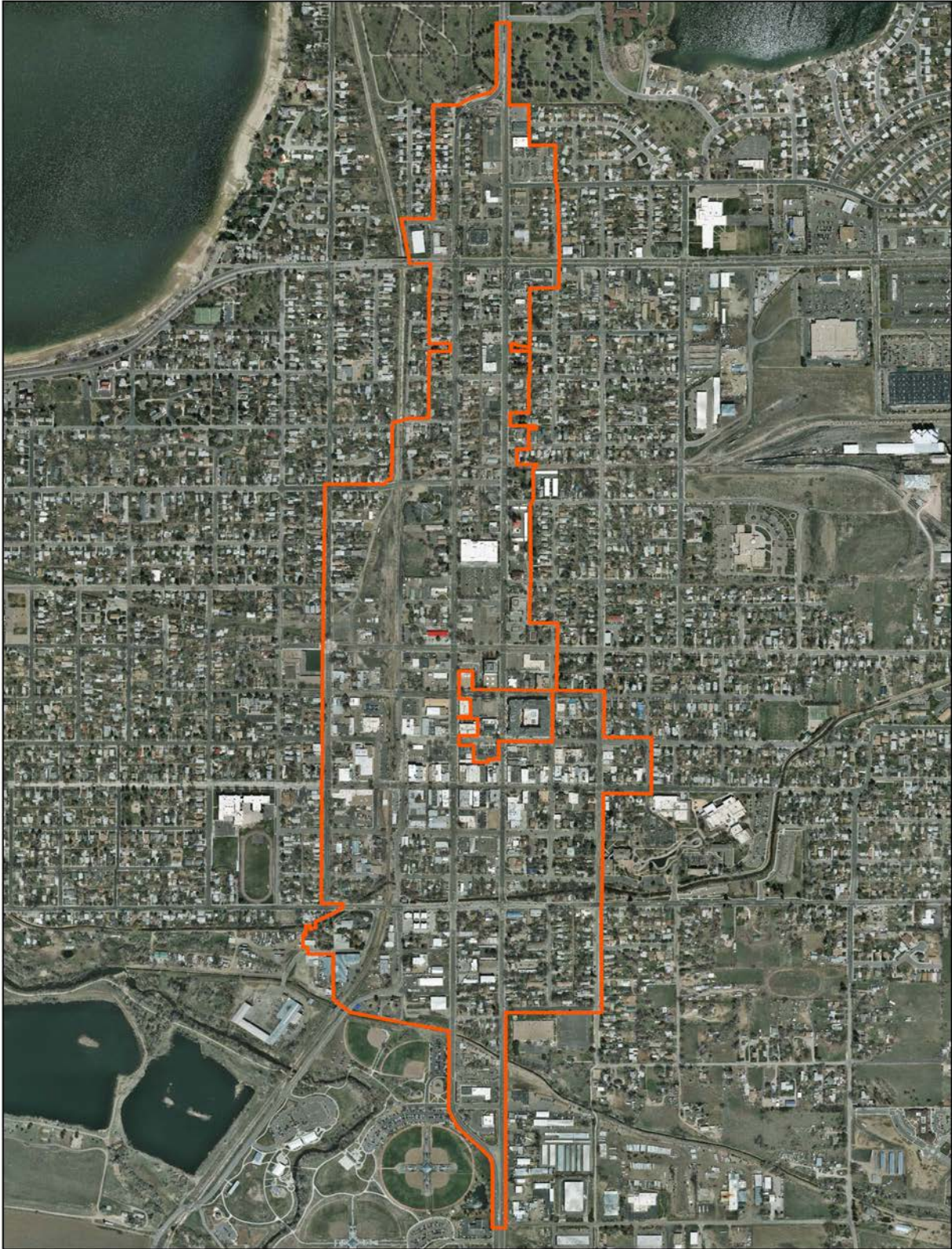
Foreword

The downtown (“Downtown”) of the City of Loveland (“Loveland”) serves as the heart of a city that from its beginnings in 1877 has defined the best of Colorado’s entrepreneurial spirit and sense of civic pride, with an emphasis on arts and cultural activities. Downtown Loveland [residents](#), [businesses](#) and property owners believe that a strong economic foundation is critical to sustaining a vibrant community respectful of its history, committed to the full inclusion of all its citizens, and strategically positioned to thrive in a globally competitive marketplace.

This Plan of Development (the “Plan”) is an essential first legal step in creating a vibrant Downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play. The needs of the Downtown have been recognized over the past years in vision documents, comprehensive and strategic plans and master planning efforts. All of these document have identified the need to have a strong Downtown for the economic health and future of Loveland.

The emphasis of this Plan is on the needs of the Downtown over a thirty (30) to fifty (50) year period and the type of projects and programs that are required to satisfy those needs, rather than dictating the physical location, dimensions and design which can only evolve through continual planning efforts.

District Map



**Loveland Downtown Development Authority
Established by Ordinance No. 5927**

Boundaries of the DDA

The boundary of the Loveland Downtown Development Authority (the “DDA”), as shown on the preceding map, outlines the area in which the DDA will exercise its statutory powers (the “District”). The District was established on the basis of the best information available at the time. It is intended that the boundaries will change given changing times and circumstances. Property owners adjoining the District are encouraged to petition for inclusion if and when the uses and purposes of their properties become compatible with the purposes of the District.

The District is generally bounded on the east by Lincoln Avenue and on the west by Cleveland Avenue; the eastern boundary of the District goes from the tip of the southern gateway, following Lincoln Avenue to 3rd Street SE, east 2 blocks to Washington Avenue, 6 blocks north to 4th Street, east one block to Adams Avenue, north to 5th Street, and then back west to Washington Avenue; then from the intersection of 5th Street and Washington Avenue, north one block and west one block to Jefferson Avenue, north 1½ blocks and west another ½ block, then continuing northward, including the properties that front on Lincoln Avenue, toward Eisenhower Boulevard, to 1/2 block south of Eisenhower Boulevard, then east to Jefferson Avenue, north to the alley one half block past 16th Street, west 190 feet, north to the boundary with Lakeside Cemetery, west to Lincoln Avenue, north to the end of the one way system, and from the tip of the northern gateway, the western boundary includes the properties on the west side of Cleveland Avenue heading south to 11th Street, then west to just past the railroad tracks, south on Railroad Avenue for one block, and again west on 10th Street to Garfield Avenue, then south 11 blocks to past 2nd Street SW to the intersection of Garfield Avenue and Railroad Avenue, then following the irrigation ditch southeast back to Cleveland Avenue and then south to the end of the one way system.

The legal description of the District is attached as Appendix I to this Plan.

Objective and Purposes

The primary objectives of the DDA are to promote the safety, prosperity, security and general welfare of the District and its inhabitants, to prevent deterioration of property values and structures within the District, to prevent the growth of blighted areas within the District, to assist Loveland in the development, redevelopment and planning of the economic and physical restoration and growth of the District, to improve the overall appearance, condition and function of the District, to encourage a variety of uses compatible with the artistic and cultural community, to sustain and improve the economic vitality of the District, to promote the historic, artistic and cultural elements of the District, and to encourage pedestrian traffic and security in the District. To achieve these objectives, the specific goals of the DDA include the following and any other activities, plans, and development and redevelopment authorized by law.

The Plan recognizes that this is a long term revitalization strategy focused on implementing an entrepreneurial environment in which District products and services meet local demands and attract new residents and businesses to the area.

To achieve these objectives, the specific goals of the DDA include, but are not limited to the following:

1. Work with private entities, developers and property owners to promote positive investment in the District.
2. Work with business owners, and business entrepreneurs to promote retail growth, new job growth and other uses in the District.
3. Identify and help form collaborative public/private partnerships that promote economic growth in ways that honor and sustain strong community values.
4. Implement key elements of Loveland's approved infrastructure plan.
5. Increase residential and employment density as catalysts for enriching life for residents and visitors alike.
6. Assist emerging and existing businesses in navigating various local, county, and state regulations and taxing policies.
7. Identify and establish a communications process with current business and property owners within the District.
8. Establish multiple communication forums with emphasis on email, social media, and newspaper.
9. Work with Loveland in evaluating and potentially implementing a "One Stop" approach to Downtown development including identifying a potential organizational structure therefor.
10. Improve the visual attractiveness of the District including but not limited to façade renovations, public streets, alleys, curbs, gutters, sidewalks, lighting along with street furniture and landscaping.
11. Underground the utility systems.
12. Promote a diversity of activities in the District.

13. Promote and encourage the renovation and reuse of vacant and deteriorated structures within the District.
14. Encourage the creation and continuation of public events within the District
15. Promote and market the District.
16. Promote Loveland's unique identity as a destination for arts and culture.

Plan of Development Projects

- A. Plan projects may include public facilities and other improvements to public or private property of all kinds consistent with the priorities of the DDA by all means permitted by federal, state and local laws and regulations, including but not limited to, land assemblage, demolition, removal, site preparation, construction, renovation, repair, remodeling, reconstruction purchase of property interests, rehabilitating, equipping, selling and leasing in connection with such public and private improvements.

B. Descriptions of specific development projects that have been conceptually identified as potential key downtown **redevelopment projects** including, but not limited to, the following:

ITEM	CITY/DDA FUNDING	OTHER PUBLIC FUNDING	PRIVATE	NOTES
Redevelopment Projects				
South Catalyst Project: 3 rd Street Site	\$15,000,000	\$15,000,000	\$50,000,000	Amount includes the estimate on land, plus the cost of the redevelopment with a parking structure
4th Street/Rialto Square	\$2,500,000	\$0	\$7,500,000	Includes the cost of land plus redevelopment cost,
Arcadia (opera House) (4th and Cleveland)	\$400,000	\$75,000	\$1,800,000	Based on preliminary review of proposed plan.
4th and Lincoln/Redevelopment (Heartland Corner)	\$2,000,000	\$0	\$6,250,000	Potential project/timeline unknown
Loveland Elks Lodge	\$250,000	\$200,000	\$2,000,000	Estimates are for rehab at \$100/square foot
Loveland Hotel	\$250,000	\$200,000	\$2,000,000	Estimates are for rehab at \$100/square foot
VFW Hall	\$500,000	\$0	\$4,000,000	
Feed and Grain	\$0	\$2,300,000	\$1,000,000	
Pulliam Building	\$4,600,000	\$200,000	\$1,200,000	Assumes the City receives a grant from the State Historic Fund and Historic Tax Credits
<u>Former</u> House of Neighborly Service Building - <u>Cleveland</u>	\$500,000	\$0	\$5,000,000	Assumes a redevelopment of a 20,000 sq./foot building
Safeway site	\$5,000,000	\$0	\$30,000,000	Requires further investigation
Railroad site	\$2,500,000	\$0	\$15,000,000	Land at 7th and Garfield
Other private	\$1,500,000		\$10,000,000	Includes other projects not contemplated, plus façade grants and fire safety grants
SUBTOTAL REDEVELOPMENT	\$35,500,000	\$17,975,000	\$139,500,000	

C. Descriptions of specific potential **public facilities and improvements** that have been conceptually identified to complement private developments including, but not limited to, the following:

ITEM	CITY/DDA FUNDING	OTHER PUBLIC FUNDING	PRIVATE	NOTES
Infrastructure Projects				
4th Street/Phase I - 3 blocks	\$5,860,000			4th Street from Railroad to Jefferson
4th Street/Additional 2 blocks	\$2,500,000			4th Street to Garfield and Washington
3rd Street	\$2,250,000			3rd Street west of Cleveland to Feed and Grain
5th Street	\$3,010,000			5th Street from Lincoln to Railroad
5th Street Plaza	\$2,187,413			Museum plaza proposal in the parking lot at 5th and Lincoln
Power (Electric)	\$5,000,000			Estimates are for \$300,000 per block to underground the power
Railroad Avenue 1st to 5th	\$4,000,000			May include connectivity with the trail system.
Cost Escalation	\$3,161,483			Estimates were completed in 2009, the number is 20 percent of the cost of the streetscape improvements
SUBTOTAL INFRASTRUCTURE	\$27,968,896	\$0	\$0	

D. **Other specific development projects and public facilities** currently contemplated are as follows:

ITEM	CITY/DDA FUNDING	OTHER PUBLIC FUNDING	PRIVATE	NOTES
Other Projects				
Trail Expansion	\$1,000,000			
<u>Railroad</u> Quiet Zones	\$1,000,000	\$2,000,000		Includes four rail crossings located at 1 st , 4 th , 6 th and 7 th Streets
SUBTOTAL OTHER	\$2,000,000	\$2,000,000	\$0	

- E. The DDA also may seek to support other projects not directly identified above including, but not limited to, the following:
1. Beautification programs;
 2. Pedestrian facilities and circulation improvements;
 3. Parking that is not otherwise included within specific projects (i.e., 3rd Street Catalyst);
and
 4. Downtown hotel or other convention facilities built in conjunction with a private development.

Strategic Downtown Plan

The DDA, acting in coordination with the Loveland Downtown Partnership and [the](#) City of Loveland, will need to establish short and long term priorities based on adopted strategic plans and identified development projects as such plans and projects evolve. The current plans, which are referenced below and attached as Appendices II through V to this Plan, are as follows:

Appendix II: *A Strategic Plan for Revitalizing Downtown Loveland (2014)*

The plan, adopted by the Loveland City Council and the Loveland Downtown Partnership, provides the comprehensive outline for short and long term success in Downtown Loveland.

A Strategic Plan for Revitalizing Downtown Loveland is driven by the following principles:

1. We are committed to a process driven by community stakeholders and supported by the City of Loveland.
2. We are committed to a long term revitalization strategy (20 yrs.) that combines immediate action to improve communications and marketing with an ongoing responsibility to maintain and improve the downtown infrastructure.
3. We are committed to shaping policies and procedures that provide adequate flexibility for the organization to respond quickly and effectively to changing conditions at the local, state, national, and/or international levels.
4. We are committed to implementing an entrepreneurial environment in which Downtown products and services meet local demands and attract new residents and businesses to the area.
5. We are committed to shaping collaborative public/private partnerships that promote economic growth in ways that honor and sustain strong community values.

Appendix III: *Downtown Vision Book (2010)*

The purpose of the Downtown Vision Book is to highlight catalyst projects, and describe the context, character and the opportunity for revitalization. In addition, the Downtown Vision Book identifies ideas, opportunities and strategies to further benefit Downtown Loveland. The Private-Public projects are designed to capture not only the value of public participation, but to be a catalyst for private investment, enhanced connections and enrichment of the community experience for residents, businesses and visitors alike.

Appendix IV: *Destination Downtown: HIP Streets Master Plan (Infrastructure Plan) (2010)*

The Infrastructure Plan was completed in 2010~~09~~, and highlights the streetscape, utility and other public infrastructure improvements in Downtown Loveland.

Appendix V: *Downtown Strategic Plan – Amendment to the City’s Comprehensive Plan (2009)*

The plan, adopted by the Loveland City Council as an amendment to the Comprehensive Plan, was the basis for the effort by the City and the Loveland Downtown Team to revitalize the Downtown.

Methods of Financing Projects

In order to finance the projects and purposes of the DDA, the following financial sources are authorized to be utilized:

- A. Proceeds of bonds of, loans or advances to, or indebtedness incurred by the City of Loveland secured by the pledge of the following tax revenues for the maximum period of time authorized by C.R.S. § 31-25-807(3):
 - a. **Property Tax Increment:** All of that portion of property taxes in excess of such taxes which are produced by the levy at the rate fixed each year by or for any public body upon the valuation for assessment of taxable property within the boundaries of the District last certified prior to the effective date of approval by the City Council of Loveland of this Plan or, as to an area later added to the boundaries of the District, the effective date of the modification of this Plan.
 - b. **Municipal Sales Tax Increment:** All of that portion of municipal sales tax in excess of such taxes collected within the boundaries of the District for the twelve-month period ending on the last day of the month prior to the effective date of approval by the City Council of Loveland of this Plan. For purposes of calculating the amount of municipal sales tax, “municipal sales tax” shall be as defined in Section 3.16.010 and Section 3.16.020A of the Loveland Municipal Code, provided that such definition shall specifically not include those municipal sales tax revenues that are obligated to be paid in accordance with the specific terms and conditions of any economic incentive agreement in effect as of the approval date of this Plan¹. ~~the first \$2,549,200.00 sales tax on the sale of food for home consumption as defined in C.R.S. § 39-26-102(4.5)(a), with the exception of candy and soda as defined in C.R.S. § 39-26-707(1.5) which shall be included in the definition of municipal sales tax.~~
 - c. **Other sources:** Such other sources of revenue for repayment of bonds, loans, advances or other indebtedness of Loveland as may be authorized by law.

All such taxes described in this paragraph A shall be adjusted, collected, allocated and used as set forth in C.R.S. § 31-25-807(3), as amended from time to time.

- B. Membership fees;
- C. Private contributions;
- D. Proceeds of loans to the DDA;

¹ On January 27, 2015, the City of Loveland and Thornton Long Term Investments, L.L.C. entered into that certain Agreement for City Incentive, Fee Waiver, and Construction Materials Use Tax Waiver with Thornton Long Term Investments, L.L.C. for a Sprouts Farmers Market (the “Agreement”). Pursuant to the Agreement, a \$2,200,000 incentive was provided by the City of Loveland which is to be repaid at a rate of three percent (3%) interest, amortized over a ten (10) year period, in accordance with the terms and conditions of the Agreement.

- E. Fees and other charges imposed in connection with projects undertaken by the DDA;
- F. Grants and other funds made available by public agencies and other entities;
- G. All types of bond issues, including industrial development revenue and special assessment bonds;
and
- H. All such other sources and methods as may be authorized by law from time to time, including but not limited to, C.R.S. § 31-25-801, et seq.

Appendix I: Legal Description of Downtown Development District

Beginning at the point of intersection of the south right-of-way (ROW) line of E. 4th Street and the east ROW line of N. Washington Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. 3rd Street; thence continuing southerly to the point of intersection of the south ROW line of E. 3rd Street and the east ROW line of N. Washington Avenue; thence continuing southerly along said east ROW line to its point of intersection with the north ROW line of E. 1st Street; thence southwesterly to the point of intersection of the south ROW line of E. 1st Street and the east ROW line of S. Washington Avenue; thence southerly along said east ROW line its point of intersection with the north ROW line of the alley between E. 1st Street and 2nd Street S.E.; thence continuing southerly to the point of intersection of the south ROW line of said alley and the east ROW line of S. Washington Avenue; thence continuing southerly along said east ROW line its point of intersection with the north ROW line of 2nd Street S.E.; thence continuing southerly to the point of intersection of the south ROW line of 2nd Street S.E. and the east ROW line of S. Washington Avenue; thence continuing southerly along said east ROW line to its point of intersection with the south ROW line extended of 3rd Street S.E.; thence westerly along said extended line to the point of intersection of the west ROW line of S. Washington Avenue and the south ROW line of 3rd Street S.E.; thence continuing westerly along said south ROW line to its point of intersection with the east ROW line of S. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the north line extended of the 5th Street S.E. ROW; thence continuing southerly along said east ROW line to its point of intersection with the south line of the 5th Street S.E. ROW; thence southerly along said east ROW line to its point of intersection with the north line of the 8th Street S.E. ROW; thence continuing southerly along said east ROW line to its point of intersection with the south line of the 8th Street S.E. ROW; thence westerly along the south line extended of the 8th Street S.E. ROW to the west line of the S. Lincoln Avenue ROW; thence northerly along the west ROW line of S. Lincoln Avenue to its point of intersection with the southwest line of the S. Cleveland Avenue ROW; thence continuing northwesterly along said southwest ROW line to its point of intersection with the south line of the 5th Street S.E. ROW; thence northerly along the west line of the S. Cleveland Avenue ROW to its point of intersection with the north line of the 5th Street S.E. ROW; thence continuing northerly along said west ROW line of S. Cleveland Avenue to its intersection with the north bank of the Farmer's Ditch; thence northwesterly along said bank to its point of intersection with the west ROW line of the Burlington Northern/Santa Fe Railroad and the south line of Henrikson Addition; thence continuing northwesterly along said south line to the southwest corner of Henrikson Addition; thence northerly along the west line of said Henrikson Addition to its point of intersection with the south ROW line of 2nd Street S.W.; thence westerly along said south ROW line to the NW corner of Mill First Addition; thence northerly perpendicular to said ROW line to a point on the south line of Mill Second Addition; thence westerly

along said south line to the SW corner of Mill Second Addition; thence northerly and easterly along the west line of said Mill Second Addition to the NW corner thereof; thence easterly and southerly along the north line of Mill Second Addition to the NE corner thereof; thence northwesterly to the SE corner of Riverside Addition; thence northerly along the east line of Riverside Addition to its point of intersection with the south ROW line of W. 1st Street; thence continuing northerly to the point of intersection of the north ROW line of W. 1st Street and the west ROW line of the N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 2nd Street; thence continuing northerly to the point of intersection of the north ROW line of W. 2nd Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 3rd Street; thence continuing northerly to the point of intersection of the north ROW line of W. 3rd Street and the west ROW line of N. Garfield Avenue; thence continuing northerly to the point of intersection of the south ROW line of the alley between W. 3rd Street and W. 4th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly to the point of intersection of the north ROW line of said alley and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 4th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 4th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of the alley between W. 4th Street and W. 5th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly to the point of intersection of the north ROW line of said alley and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 5th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 5th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 6th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 6th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 7th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 7th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line its the point of intersection with the south ROW line of the alley between W. 7th Street and W. 8th Street; thence continuing northerly to the point of intersection of the north ROW line of said alley and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 8th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 8th Street and the west ROW line of N. Garfield Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of W. 10th Street; thence continuing northerly to the point of intersection of the north ROW line of W. 10th Street and the west ROW line of N. Garfield Avenue; thence easterly to the point of intersection of the east ROW line of N. Garfield Avenue and the north ROW line of W. 10th Street; thence easterly and northeasterly along said north ROW line to its point of intersection with the west ROW line of the Burlington Northern/Santa Fe Railroad; thence northerly along said west ROW to its point of intersection the south line of Little Barnes Ditch; thence continuing northerly to the point of intersection of the north line of said Ditch and the west ROW line of the Burlington Northern/Santa Fe Railroad; thence northerly along said west ROW line to its point of intersection with the south ROW line of E. 11th Street; thence continuing northerly to the point of intersection of the west ROW line of said Railroad and the north ROW line of W. 11th Street; thence northeasterly to the point of intersection of the east ROW line of N. Railroad Avenue and the north ROW line of E. 11th Street; thence easterly along said north ROW line to its point of intersection with the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence northerly along said west alley ROW line to its point of intersection with the south ROW line of the alley between E. 11th Street and E. 12th Street; thence continuing northerly to the point of intersection of the north ROW line of the alley between E. 11th Street and E. 12th Street and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing

northerly along said west alley ROW line to its point of intersection with the south ROW line of E. 12th Street; thence continuing northerly to the point of intersection of the north ROW line of E. 12th Street and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west alley ROW line to its point of intersection with the south ROW line of the alley between E. 12th Street and E. 13th Street; thence easterly to the point of intersection of the east ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue and the midpoint of the westerly Lot line of Lot 8 of Block 5 of Loveland Heights Addition ~~Subdivision~~, thence easterly through the east-west centerline of said Lot 8, to a point of intersection of west ROW line of N. Cleveland Avenue and the midpoint of the easterly lot line of Lot 8 of Block 5 of Loveland Heights Addition ~~Subdivision~~, thence continuing northerly along the west ROW line of N. Cleveland Avenue to the northeast corner of Lot 10 of Block 5 of Loveland Heights Addition ~~Subdivision~~, thence westerly along the north property line of said Lot 10 to the point of intersection of the east ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue and the northwest corner of Lot 10, Block 5 of Loveland Heights Addition, thence westerly across said alley ROW along the north property line extended of Lot 10, Block 5 of Loveland Heights Addition to its intersection with the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue, thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of E. 13th Street; thence continuing northerly to the point of intersection of the north ROW line of E. 13th Street and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west ROW line to its point of intersection with the south ROW line of the alley between E. 13th Street and E. Eisenhower Boulevard; thence continuing northerly to the point of intersection of the north ROW line of said alley between E. 13th Street and E. Eisenhower Boulevard and the west ROW line of the alley between N. Railroad Avenue and N. Cleveland Avenue; thence continuing northerly along said west ROW line to the point of intersection of the east line of Lot 21, Block 4, Loveland Heights Addition and the south line of the vacated alley ROW; thence easterly along said south line to the centerline of the vacated alley ROW; thence northerly along said centerline to its point of intersection with the south ROW line of E. Eisenhower Boulevard; thence continuing northerly along the west line extended of said Lots to its point of intersection with the centerline of E. Eisenhower Avenue; thence westerly along said centerline, to its point of intersection with the west ROW line of the Burlington Northern/Santa Fe Railroad; thence northwesterly along said west ROW line to its point of intersection with the north line extended of the E. 15th Street ROW; thence easterly along said north line extended to its point of intersection with the west ROW line of Jackson Avenue; thence easterly along said north line extended of the East 15th Street ROW to its point of intersection with the east ROW line of Jackson Avenue; thence continuing easterly along the north ROW of E. 15th Street to its point of intersection with the east ROW line of the alley between Jackson Avenue and N. Lincoln Avenue; thence northerly along said east ROW of the alley to its point of intersection with the south ROW line of E. 16th Street; thence northerly along said east ROW of the alley to its point of intersection with the north ROW line of E. 16th Street; thence continuing northerly along said east ROW of the alley to its point of intersection with the southern property line of the Loveland Burial Park Cemetary; thence easterly along said southern property line to its point of intersection with the west ROW line of N. Cleveland Avenue; thence northeasterly along the northwestern ROW line of N. Cleveland Avenue to its point of intersection with the west ROW line of N. Lincoln Avenue; thence northerly along said west ROW line to its point of intersection with the south line extended of the E. 20th Street ROW; thence easterly along said south line extended to its intersection with the east ROW line of N. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the south boundary line of the Stephenson 1st Subdivision; thence easterly along said south boundary line to its point of intersection with the west boundary of the Conger Subdivision of the North End Addition; thence southerly along said west boundary line to its intersection with the south boundary of the Conger Subdivision of the North End Addition; thence easterly along said south boundary to its intersection with the west boundary line of the Grandview Subdivision of North End Addition; thence southerly along said west boundary line to its intersection with the north ROW line of E. 16th Street; thence

southeasterly across E. 16th Street to the point of intersection of the south ROW line of E. 16th Street and the east ROW line of N. Jefferson Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. Eisenhower Blvd.; thence southerly along said east ROW line to its point of intersection with the south ROW line of E. Eisenhower Blvd; thence continuing southerly along said east ROW line to its point of intersection with the south boundary line extended of the WARNOCK ADD AMD L1-4 35-39 & POR L40 & VACATED ALLEY Subdivision; thence westerly along said south boundary line extended to its intersection with the west ROW line of N. Jefferson Avenue; thence westerly along said south boundary line to its point of intersection with the west ROW line extended of the alley between N. Lincoln Avenue and N. Jefferson Avenue; thence southerly along said west alley ROW line to its point of intersection with the north ROW line of E. 13th Street; thence continuing southerly to the point of intersection of said west alley ROW line and the south ROW line of E. 13th Street; thence continuing southerly along said west alley ROW line to its point of intersection with north bank of the Big Lateral Ditch, thence northwesterly along north bank of said ditch to its intersection with the east ROW line of N. Lincoln Avenue, thence southerly along the east ROW line of N. Lincoln Avenue to a point 50 feet north of the southwest corner of Lot 6, Block 1 of the McKee Meadows Addition, thence easterly along a line 50 feet north of the southern property line of said Lot 6, Block 1 to its intersection with the west ROW line of the alley between N. Lincoln Avenue and N. Jefferson Avenue, thence continuing southerly along said west alley line to its point of intersection with the north ROW line of E. 12th Street; thence continuing southerly to the point of intersection of said west alley line with the south ROW line of E. 12th Street; thence continuing southerly along said west alley ROW line to its point of intersection with the north line of Lot 17, Block 2 of the McKee Meadows Addition, thence continuing westerly along north line of said Lot 17 to its point of intersection with the east ROW line of N. Lincoln Avenue; thence continuing southerly along the east ROW line of N. Lincoln Avenue to its point of intersection with the centerline of the alley ROW vacated via Ordinance 3317 and recorded at Reception Number 86051452 adjoining Block 2, Lincoln Place Addition; thence easterly along the centerline of said vacated alley to its point of intersection with the east line of Lot 10, Block 2, Lincoln Place Addition; thence southerly along said east line 20 feet to a point; thence westerly perpendicular to said east line to a point on the east line of Lot 11, Block 2, Lincoln Place Addition; thence southerly along the east line of said Lot 11 to its point of intersection with the north ROW line of E. 11th Street; thence continuing southerly to the point of intersection of the east line of Lot 11, Block 3, Lincoln Place Addition and the south ROW line of E. 11th Street; thence westerly along said south ROW line to its point of intersection with the east line of Lot 13, Block 3, Lincoln Place Addition; thence southerly along said east line to its point of intersection with the north ROW line of the Great Western/Omni Railroad; thence easterly along said north ROW line to its point of intersection with the east line of Lot 10, Block 3, Lincoln Place Addition; thence southerly to the point of intersection of the east line of Lot 2, Block 5, Orchard Park Addition and the south ROW line of said Railroad; thence continuing southerly along the east line of said Lot 2 to the NE corner of Lot 1, Block 5, Orchard Park; thence continuing south along the east line of said Lot 1 to its point of intersection with the north ROW line of E. 10th Street; thence southwestly to the point of intersection of the south ROW line of E. 10th Street and the east ROW line of the alley between N. Jefferson Avenue and N. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. 8th Street; thence continuing southerly to the point of intersection of the south ROW line of E. 8th Street and the east ROW line of the alley between N. Jefferson Avenue and N. Lincoln Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of the alley between E. 8th Street and E. 7th Street; thence easterly along said north ROW line to its point of intersection with the west ROW line of N. Jefferson Avenue; thence continuing easterly to the point of intersection of said north ROW line and the east ROW line of N. Jefferson Avenue; thence southerly to the point of intersection of the south ROW line of said alley and the east ROW line of N. Jefferson Avenue; thence continuing southerly along said east line to its point of intersection with the north ROW line of E. 7th Street; thence continuing southerly to the point of intersection of the south ROW line of E. 7th Street and the east ROW line of E. Jefferson Avenue; thence continuing southerly along said east line to its point of

intersection with the north ROW line of the alley between E. 7th Street and E. 6th Street; thence continuing southerly to the point of intersection of the south ROW line of said alley and the east ROW line of N. Jefferson Avenue; thence continuing southerly along said east line to its point intersection with the north ROW line of E. 6th Avenue; thence easterly along said north line to its point intersection with the west ROW line of N. Washington Avenue; thence continuing easterly to the point intersection of the north ROW line of E. 6th Avenue and the east ROW line of N. Washington Avenue; thence southerly to the point of intersection of the south ROW line of E. 6th Avenue and the east ROW line of N. Washington Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of the alley between E. 6th Street and E. 5th Street; thence continuing southerly to the point of intersection of the south ROW line of said alley and the east ROW line of N. Washington Avenue; thence continuing southerly along said east line to its point of intersection with the north ROW line of E. 5th Street; thence easterly along said north ROW line to its point of intersection with the west ROW line of N. Adams Avenue; thence continuing easterly to the point of intersection of the north ROW line of E. 5th Street and the east ROW line of N. Adams Avenue; thence southerly to the point of intersection of the south ROW line of E. 5th Street and the east ROW line of N. Adams Avenue; thence southerly along said east ROW line to its point of intersection with the north ROW line of E. 4th Street; thence continuing southerly to the point of intersection of the east ROW line of N. Adams Avenue and the south ROW line of E. 4th Street; thence westerly to the point of intersection of the west ROW line of N. Adams Avenue and the south ROW line of E. 4th Street; thence continuing westerly along said south ROW line to the Point of Beginning;

And,

Less [County building parcel] LOTS 13 THRU 16, BLK 7, City of Loveland, County of Larimer, State of Colorado; ALSO POR VACATED ALLEY PER BK 1712 PG 733; and [Former Home State Bank parcel] LOTS 1 THRU 8, BLK 12, City of Loveland, County of Larimer, State of Colorado; and [Museum parcel] LOTS 19-24, BLK 12, City of Loveland, County of Larimer, State of Colorado; and [Vacant Parking Lot parcel] LOTS 1-7, LESS S 25 FT LOTS 1-3 AND LESS S 25 FT OF E 5 FT LOT 4, BLK 13, City of Loveland, County of Larimer, State of Colorado; and [Lincoln Place parcel] The subdivision LINCOLN PLACE COMMUNITY, City of Loveland, County of Larimer, State of Colorado (20100069697) in its entirety (formerly known as Block 41 of Finley's Addition, City of Loveland, County of Larimer, State of Colorado), and [Street & Alley ROW] The full right-of-way of East 6th Street east of the easterly boundary line of the N. Cleveland Avenue right-of-way and west of the centerline of the N. Jefferson Avenue right-of-way, City of Loveland, County of Larimer, State of Colorado; and All public alley right-of-way within BLK 12, City of Loveland, County of Larimer, State of Colorado; and The full right-of-way of East 5th Street east of the easterly boundary line of the N. Cleveland Avenue right-of-way and west of the westerly boundary line of the N. Lincoln Avenue right-of-way, City of Loveland, County of Larimer, State of Colorado; and The north half of the street right-of-way of the intersection of East 5th Street and N. Lincoln Avenue, north of the centerline of East 5th Street, City of Loveland, County of Larimer, State of Colorado; and The north half of the right-of-way of East 5th Street north of the centerline of East 5th Street, east of the easterly boundary of the N. Lincoln Avenue right-of-way, and west of the centerline of the N. Jefferson Avenue right-of-way, City of Loveland, County of Larimer, State of Colorado; and The west half of the street right-of-way of N. Jefferson Avenue south of the southerly boundary of East 6th Street, and north of the northerly boundary of E 5th Street, City of Loveland, County of Larimer, State of Colorado.

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City of Loveland, Colorado

Appendix II: *Link to A Strategic Plan for Revitalizing Downtown Loveland (2014)*

<http://www.ci.loveland.co.us/modules/showdocument.aspx?documentid=9376>

Appendix III: Link to Downtown Vision Book (2010)

<http://www.ci.loveland.co.us/modules/showdocument.aspx?documentid=9378>

Appendix IV: Link to Destination Downtown: HIP Streets Master Plan (Infrastructure Plan) (2010)

<http://www.ci.loveland.co.us/modules/showdocument.aspx?documentid=9729>

Appendix V: Downtown Strategic Plan – Amendment to the City’s Comprehensive Plan (2009)