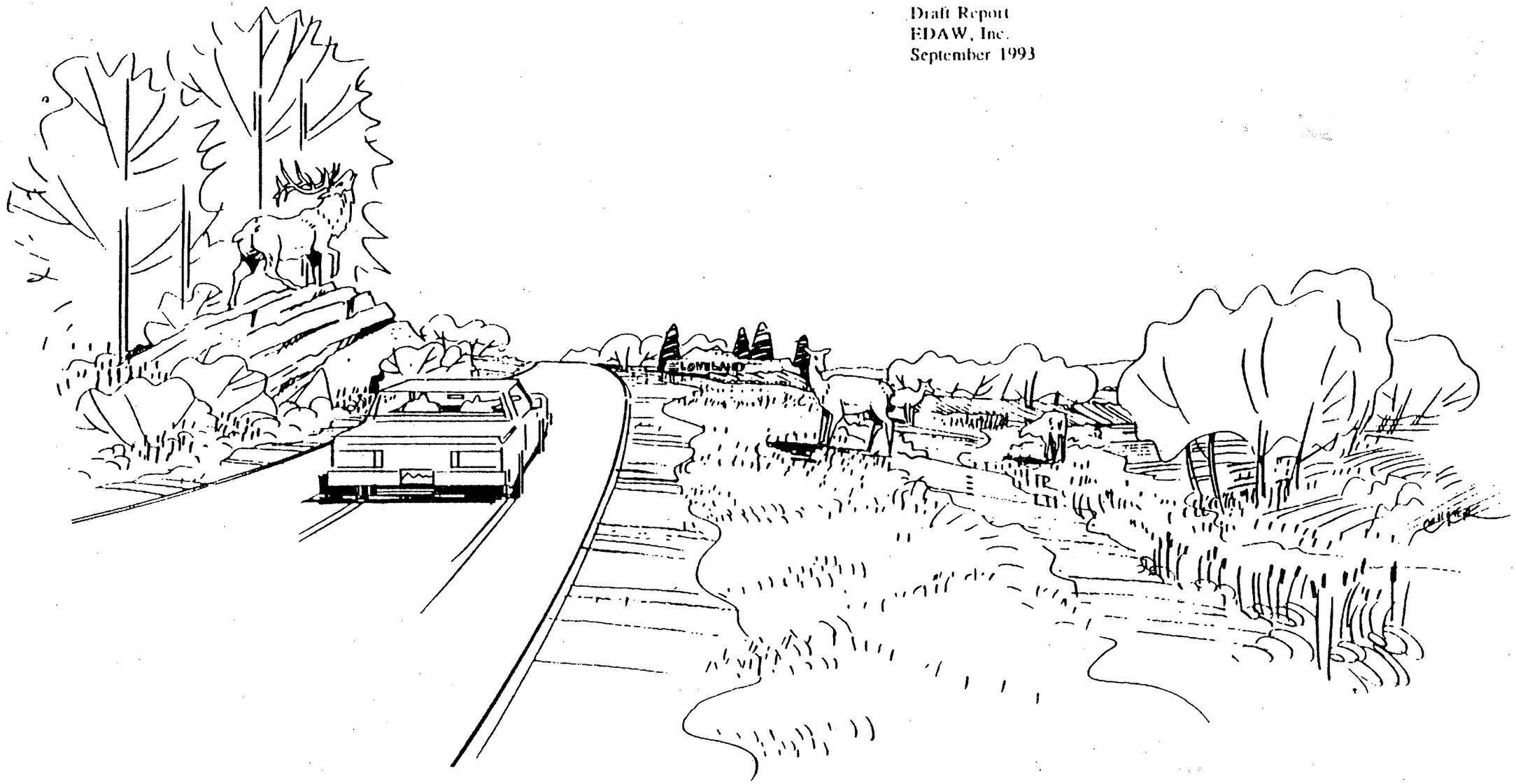
U.S. 34 Corridor Plan

City of Loveland Community Development Services
Loveland Economic Development Council

Draft Report
EDAW, Inc.
September 1993



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U.S. 34 Corridor Plan

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Chapter I - Introduction

Chapter I - Introduction

The Purpose of the Plan

U.S. 34 is a major highway that links Loveland with Interstate 25 (I-25), and is therefore a major entryway to the City. The purpose of this plan is to ensure that a high level of visual quality is preserved along this entryway as the adjacent lands develop.

The recent increase in development activity along the eastern portion of U.S. 34 prompted the City of Loveland to prepare a plan as soon as possible Three major new developments are in various stages of planning and development, including a large private outdoor water recreation facility, a regional shopping mall and a high-tech light industrial complex. These developments alone occupy over 200 acres within the study area. Other landowners along the corridor have also expressed interest in developing their lands. Also, two areas on the south side of U.S. 34 -- between Madison Avenue for one mile toward the east and from County Road 9 for ¼ mile toward the east -- were recently designated Enterprise Zones, which means that businesses will receive special economic incentives to locate in these areas.

This plan is not a land use plan, nor does it assume future land uses for the areas adjacent to U.S. 34. It is intended to be adopted as Site Development Guidelines and Standards specifically for the U.S. 34 corridor study area that modify, or are in addition to, existing City plans and regulations. The plan will guide City projects and provide the framework for evaluating site plans for development in the vicinity of U.S. 34.

The Study Area

The study area extends along U.S. 34 for approximately 3½ miles, from the eastern edge of Loveland at Boise Avenue, to and including the interchange at I-25. Approximately ½ mile either side of the corridor was also included, as these lands will directly affect the visual quality from U.S. 34. The study area is shown on the maps located in Chapters III, IV and VI.

The Planning Process

The project was initiated in April 1993 with the selection of EDAW Inc., a professional planning and landscape architecture firm, to assist the City and the Loveland Economic Development Council in the development of the plan. The process of creating the plan involved utilizing a citizen's task force for ideas and to review and comment on alternatives. Four work sessions were held with the task force at key decision points. Adjacent property owners were invited to attend a meeting just for them, and two open houses that were also open to the public. Public meetings were also held as part of the plan adoption process.

The technical development of the plan included:

- An inventory of existing and proposed conditions within the area of influence adjacent to the corridor, including:
  - *Land Uses*
  - *Land Ownership*
  - *Utilities*
  - *Natural Features*
  - *Roadway Improvements*
  - *Vehicular, Bicycle and Pedestrian Access and Circulation*
  - *Views*
- An analysis of the experience sequence of a highway traveler as he enters the City of Loveland;
- Development of alternative design concepts; and
- Refinement of preferred concepts into a set of recommendations relating to the corridor elements, including:
  - *Designating view windows to Longs Peak and the Mummy Range*
  - *Dimensions and character of landscape zones adjacent to the roadway*
  - *Improvements to the U.S. 34/I-25 interchange*
  - *Maintaining visibility to the proposed sculpture park and visitor center*
  - *Location of sculpture and City identification signage*
  - *Location of pedestrian walkways and bicycle routes*
  - *Vehicular access to adjacent parcels*
  - *Lighting and signalization*
  - *Signage*
  - *Desirable materials for hardscape and architectural elements*

Figure 1 - Planning Process, illustrates the project schedule and tasks.

U.S. 34 Corridor Plan Planning Process

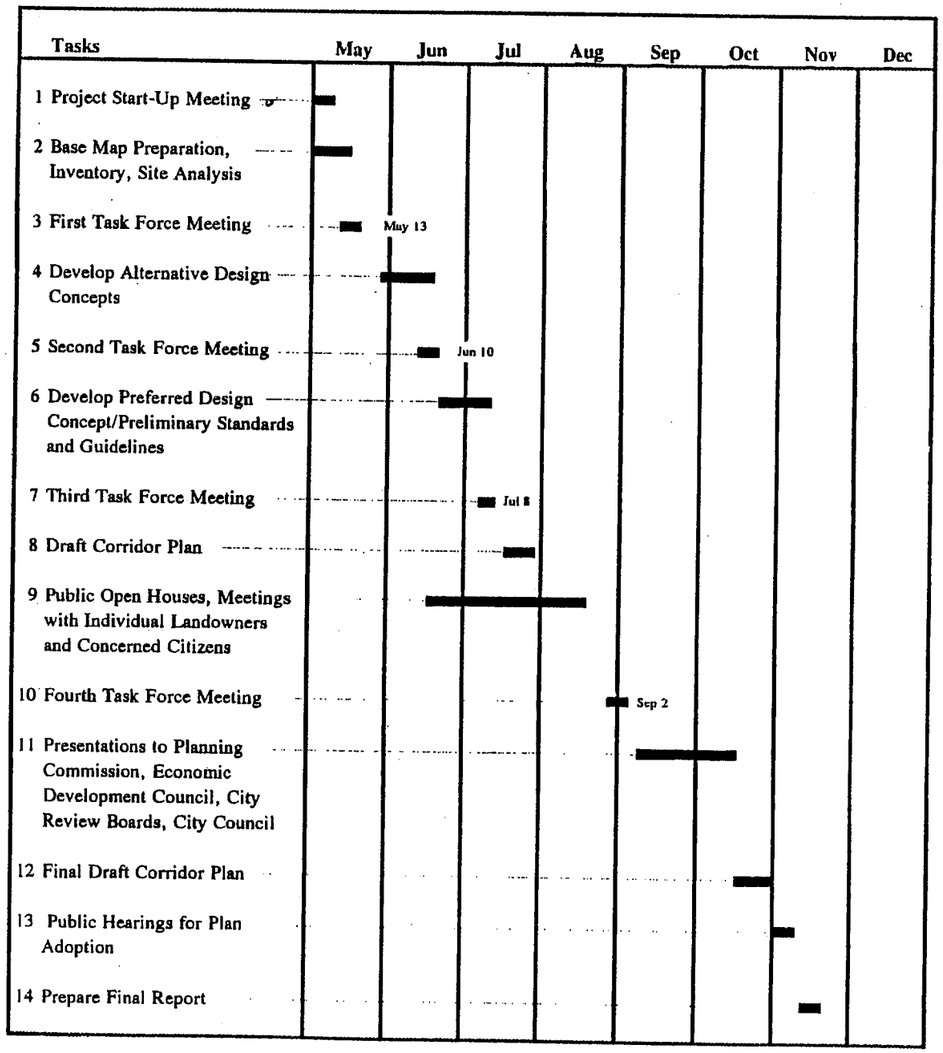


***Figure 1.1** - Planning process*

Summary of Recommendations

Chapter VI explains in detail the recommendations that resulted from the planning process. Some of the more substantive recommendations are:

1. Preservation of views to Longs Peak and the Mummy Range from four locations along the U.S. 34 Corridor through limiting the height of structures and landscape materials within these areas. These view windows are located on Map 4. Master Plan contained in Chapter VI.

2. Creation of a Gateway at the U.S. 34/I-25 interchange through modifications to the overpass bridge structure, landscaping with native plant material, and placing sculpture within the right-of-way. See Figures 6.3 and 6.4.

3. Designation of 80' landscape zones adjacent to U.S. 34 for the majority of the corridor, with exceptions in locations where irrigation ditches limit the developable area of a parcel, and in the more urban area west of the Greeley-Loveland Irrigation Canal. Map 4. Master Plan shows the locations of the various landscape zones.

4. Designing the streetscape to be simple, naturalistic, non-urban and informal to create an open, rural feeling. The roadway should not have curb and gutter; signal and light poles should be plain so as not to attract attention to themselves; only intersections should be lighted at night; signage should be subtle and low profile; plants should be native varieties, with a mix of deciduous and coniferous materials; and naturalized grasses, wildflowers, trees and shrubs should be placed in large masses to respond to the width of the corridor and the speed at which the viewer is traveling. Berms and informal shrub groupings should be used to screen views of the ground plane of adjacent development from U.S. 34. Figure 6.1 shows a typical streetscape treatment.

5. Locating east-west pedestrian pathways along roads parallel to U.S. 34 rather than along the highway itself.

6. Incorporating sculpture into the corridor landscape to reinforce Loveland as an artistic community.

7. Planning for future widening of U.S. 34 to a six-lane highway, and reconfiguration of the U.S. 34/I-25 interchange, as stated in the Colorado Department of Transportation long range plan, by measuring landscape zones from the future edge of pavement, and designing the interchange improvements to minimize costs and allow for future changes.

8. Limiting the height of signs to a maximum of 12' and prohibiting pole signs.

9. Using brick, sandstone, textured and colored concrete block, and bronze colored metal or iron work for planters, fencing, and other site elements located on properties adjacent to the corridor.

10. Reducing the number of trees currently required to be planted in the landscape zone by the Site Development Performance Standards and Guidelines for commercial and industrial land uses. Under current regulations commercial uses would be required to plant 5.5 trees per 100 linear feet of U.S. 34 frontage, light industrial uses must plant 7.5 trees, and heavy industrial uses must plant 10 trees. This plan recommends 4 trees per 100 linear feet, which equals 1 tree every 25'. This allows for trees to be placed in groups with gaps between groups for the view windows. Figures 6.18 and 6.19 show what this level of landscaping looks like when applied to the 60-80' landscape zones. The requirements for landscaping parking lots and buffer yards not adjacent to U.S. 34 have not been changed.

11. Encouraging aesthetically pleasing architecture by including guidelines such as: avoid large, uninterrupted expanses of a single material; accessory buildings shall be of similar compatible design and materials as the main building; and, rooftop equipment and accessories shall be non-reflective, installed in a manner that prevents obstruction of views of other sites and structures, and painted the same color, to be compatible with the building architecture.

Existing Plans and Related Development Regulations

Existing Plans

In 1992, the City of Loveland has adopted a long range planning tool called ***"The Agenda For The Nineties and Beyond,"*** which contains visions and goals regarding the future direction of the City. These visions and goals provided general guidance in terms of how the City perceives itself and the image it desires to portray. This document reinforces the importance of the U.S. 34 corridor as a major gateway to the City.

"The Agenda For The Nineties" also includes a Town Image Map that identifies landmarks, nodes, paths and districts within and surrounding the City. U.S. 34 is identified as an ***"Entry Corridor"*** with ***"Gateways"*** located at I-25, the Greeley-Loveland Irrigation Canal crossing and at Madison Avenue (1/4 mile to the west of this study area). The lands adjacent to U.S. 34 between Boise Avenue and the Greeley-Loveland Irrigation Canal are considered part of the ***"Urban District,"*** the area that *"would develop at intensities permitted by the current municipal zoning ordinance."* No specific district was identified for lands east of the irrigation canal as part of the plan. Instead, these areas were identified as needing ***"Area Plans."***

This plan is consistent with and further develops the ideas contained in *"The Agenda for the Nineties"*.

Other plans that were considered in the preparation of this plan are:

- *The 1982 City of Loveland Master Plan*
- *The 1982 Transportation Master Plan*
- *The 1986 Entryway Beautification Plan*
- *Colorado Department of Transportation (CDOT) Construction Documents for U.S. 34*
- *North Front Range Corridor Study prepared in 1986 by Parsons, Brinkerhoff, Quaid and Douglas, Inc. for CDOT*
- *Approved Development Plans and Subdivision Plats for Parcels Adjacent to U.S. 34*

Development Regulations

Currently, development within the City of Loveland must comply with the City's Subdivision Regulations, Zoning Ordinance, Site Development Performance Standards and Guidelines, and the Sign Code.

The Subdivision Regulations

The Subdivision Regulations generally define the process and fees required to subdivide land into smaller parcels. This plan does not affect the Subdivision Regulations.

The Zoning Ordinance

The Zoning Ordinance defines the allowable uses on a piece of land and addresses such things as minimum setbacks, parcel size and number of parking spaces. This plan defines landscape zones adjacent to U.S. 34 that may require structures and parking lots to be set back further than is currently required by the Zoning Ordinance.

The Site Development Performance Standards and Guidelines

The Site Development Performance Standards and Guidelines pertain to the character of the landscape and quality of the overall design of all development, with the exception of some one-family and two-family dwellings. This plan will apply to all development within the study area and will expand upon or supersede the current performance standards and guidelines.

The Sign Code

The Sign Code regulates the size, height and appearance of signs that are visible beyond the boundaries of the premises upon which they are located. This plan contains recommendations for the design of signs within the study area that are more restrictive than the current sign code.

Chapter II - Goals and Objectives

Chapter II - Goals and Objectives

Goal 1
Develop U.S. 34 as a Gateway to the City of Loveland and the Rockies

Objectives

- Choreograph the entry experience from the roadway.
- Develop a consistent and appropriate theme that unifies the corridor.
- Preserve and enframe mountain views.
- Incorporate regional forms and materials in design elements.

Goal 2
Celebrate Loveland as an Artistic Community

Objectives

- Integrate sculpture into the landscape.
- Incorporate a high level of craftsmanship, high quality materials and superior design in all corridor improvements.

Goal 3
Encourage Tourists to Spend Time and Money in Loveland

Objectives

- Create an attractive and inviting environment along the corridor.
- Maintain visibility to commercial properties.
- Establish a clear wayfinding system to tourist destinations.

Goal 4
Preserve Loveland's Small Town Character

Objectives

- Minimize signalized intersections and traffic congestion.
- Develop an environment that is friendly and safe for pedestrians.
- Maintain openness along portions of the corridor by clustering structures and setting them back from the roadway.

Goal 5
Provide Access for all Citizens Regardless of Age or Handicaps

Objectives

- Ensure that all developments comply with the Americans with Disabilities Act (ADA).

Goal 6
Decrease Reliance Upon the Automobile for Transportation

Objectives

- Provide safe and attractive bicycle routes to new development.
- Consider future bus stops or other potential mass transit systems in the design of the corridor.

Chapter III - Inventory and Analysis of Existing Conditions

Chapter III - Inventory and Analysis of Existing Conditions

Context

U.S. 34 is one of four entryways to the City of Loveland and is the major access route from Cheyenne, Denver and Greeley. U.S. 34 is also heavily used by tourists on their way to Rocky Mountain National Park.

The majority of the study area is currently within unincorporated Larimer County; however, all of it is within the Urban Growth Area for the City of Loveland and is therefore expected to annex into the City as development occurs (see Figure 2.1 - Regional Context).

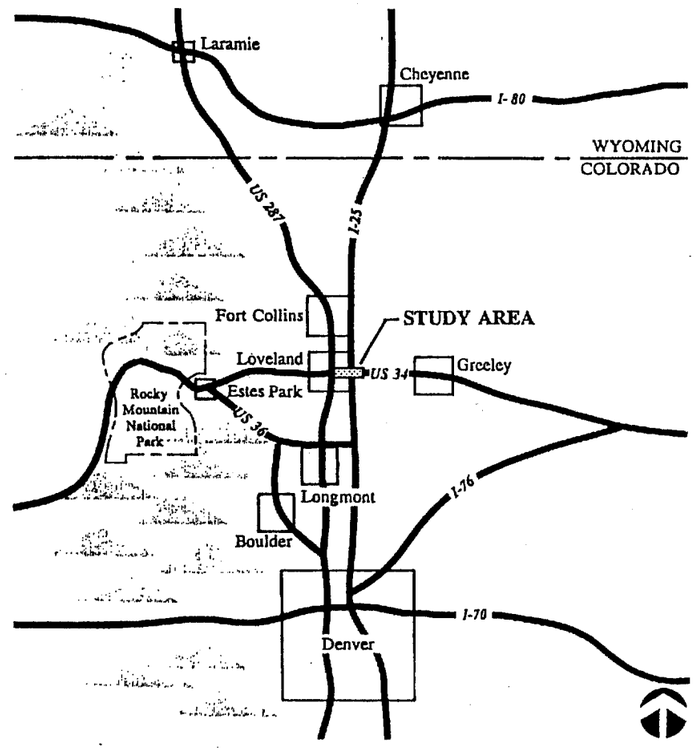


Figure 2.1 - Regional Context

Land Use/ Land Ownership Patterns

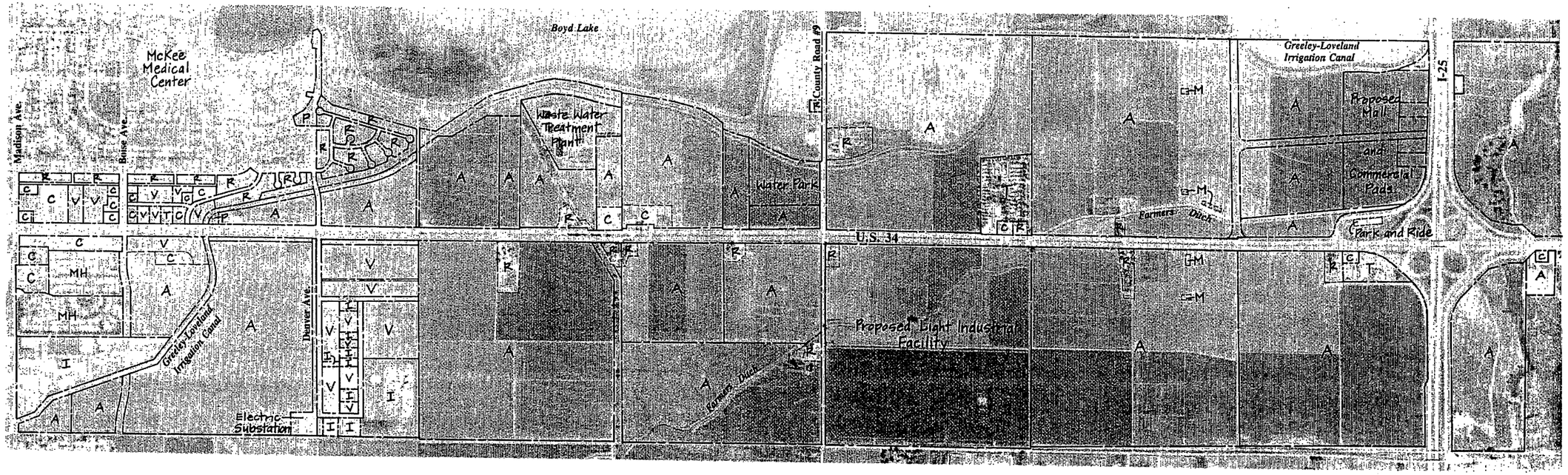
Land Use

Most of the land for ½ mile either side of the corridor is currently agricultural with scattered farm residences. Commercial uses are primarily concentrated between Boise Avenue and the Greeley-Loveland Irrigation Canal, and around the I-25 Interchange. An outlet mall is proposed for the northwest corner of the interchange, with the first phase of construction expected to occur in 1993. A waterpark is currently under construction on the northwest corner of U.S. 34 and County Road 9. A major high-tech light industrial facility is currently being planned on the ¼ square mile parcel of land southeast of the U.S. 34/County Road 9 intersection. A partially developed industrial park is located on the south side of the corridor just east of Denver Avenue. See Map 1 - Land Use/Land Ownership Patterns.

Land Ownership Patterns

West of the Greeley-Loveland Irrigation Canal, most of the land has been subdivided into small commercial parcels; east of the canal the parcels are larger, usually 40 or more acres. This is important in that it indicates the relative number of landowners who will be impacted by the recommendations contained in the Corridor Plan. Parcel sizes are important because larger parcels have not been subdivided and are more easily developed as a master planned community since there is only one owner.

Map 1 - Land Use/Land Ownership Patterns, illustrates how lands adjacent to the corridor are presently being used and their relative parcel sizes.



U.S. 34 Corridor Plan

City of Loveland
Community Development Services

Legend

Property Boundaries

Land Uses

- A — Agricultural
- C — Commercial
- T — Tourism
- I — Industrial / Light Industrial
- R — Residential
- MH — Mobile Homes
- P — Park / Public Facility
- M — Mineral Extraction
- V — Vacant

Map 1

Land Use / Land Ownership Patterns

August 1993

0 400 800 1200 2000 feet

1/2 mile

EDAW

Physical Planning Influences

There are many physical elements within the study area that influence the character and design of the corridor. Significant features are explained below and shown on Map 2 - Physical Planning Influences.

Gateway Area

The east end of the study area includes the I-25 Interchange -- the major gateway to the City. This interchange is identified for redesign by the Colorado Department of Transportation (CDOT) in their 20-year plan to improve safety and increase capacity. The actual layout has not been designed; however, a diamond, or modified diamond configuration is likely. Any improvements within the interchange area should be designed with this in mind and located to allow for flexibility in the future.

The Gateway area contains a Park-n-Ride commuter parking lot and a proposed sculpture park. The Gateway is also influenced by two gas stations/convenience stores and a motel. The right-of-way adjacent to the motel is very narrow and steep, limiting the types of improvements that can occur there. The land adjacent to the north side of the corridor in the Gateway area is influenced by the location of the Farmers Ditch, approximately 200'-250' from the right-of-way. Large setbacks in this area would severely limit the possibility of developing commercial uses.

Focal Points

Key focal points are located in the center of the on-ramp circles of the present cloverleaf interchange at I-25. Sculpture or other special features should be considered at these locations. The proposed sculpture park is an ideal location for an entry feature for the City. Views to Longs Peak and the Mummy Range are spectacular from the Gateway area over the sculpture park area, as well as throughout the corridor. These views are intermittently interrupted by existing tree groupings, which illustrates the importance of tree and building height to viewing distance ratios; the placement of future trees and buildings is critical to the preservation of views from the corridor to the most prominent mountain features. Visual relationships are discussed in more detail after this Physical Planning Influences section.

Cross Roads

Major cross roads presently exist at County Road 9, Denver Avenue and Boise Avenue. County Road 7 is currently under construction approximately ½ mile west of the I-25 Interchange. These are known intersections that may warrant special design considerations.

Canals, Ditches and Drainages

Farmers Ditch, a natural area that conveys overflow storm water from Boyd Lake, and the Greeley-Loveland Irrigation Canal also cross U.S. 34. The ditch, canal and drainageway, by their function, ensure that these areas will effectively remain undeveloped. Therefore, the lands immediately adjacent to the waterways are desirable locations for future open space. (According to Jeff Couch of the City Water, Wastewater Utility Department, the capacity of Farmers Ditch is sometimes exceeded during storms, resulting in flooding of U.S. 34.)

Utilities

A large electrical transmission line crosses U.S. 34 at Denver Avenue, and a distribution line runs the entire length of the corridor on the south right-of-way line. These lines are visually distracting and influence future landscaping by limiting the height of trees that may be planted under them. Several other public utilities are located in a 15' easement adjacent to the north side of the U.S. 34 right-of-way between Boise Avenue and County Road 7. These utilities are an 8" force sanitary sewer line, 10" gravity sanitary sewer line and a 12" water line. Electricity is located in a 10' easement north of the above-mentioned easement. Between County Road 7 and I-25, there is a 20' water easement north of the right-of-way. These utilities and easements will potentially influence the design of the landscape adjacent to the north side of the corridor.

Existing Vegetation

The most significant existing vegetation is a grouping of tall spruce trees located in the median and to the north of the highway between County Road 9 and Denver Avenue. Their tall evergreen form dominates the immediately surrounding landscape and creates a visual gateway. Other notable vegetation are the rows of cottonwood trees adjacent to the RV camp and occasional mature trees adjacent to structures.

Structures

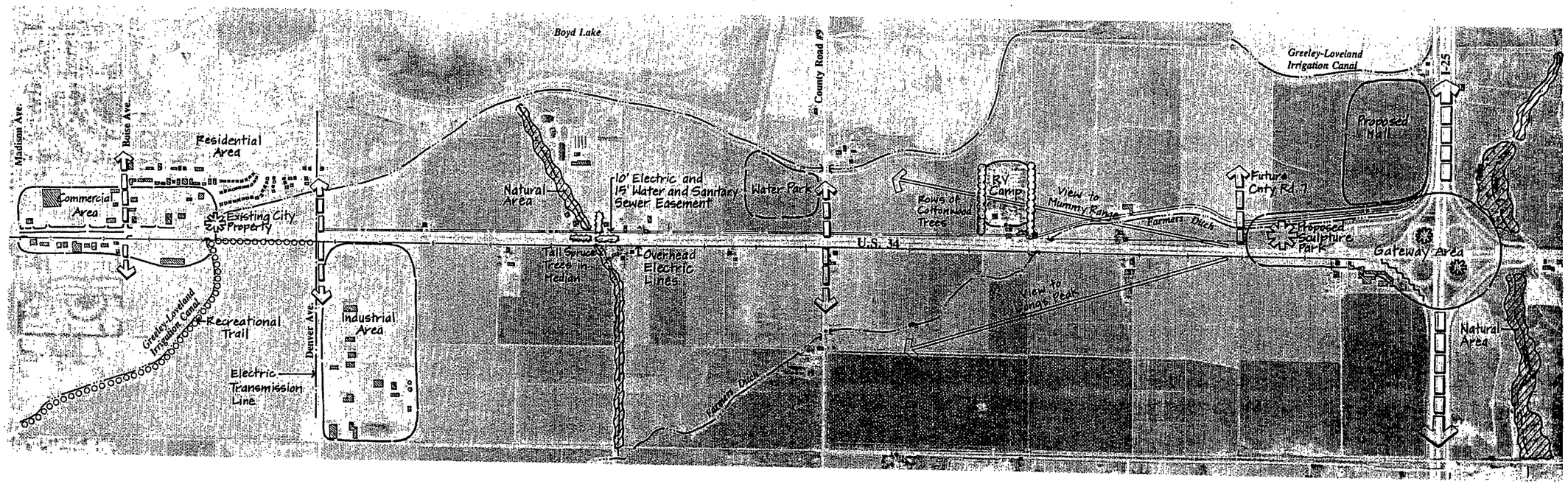
As mentioned earlier, most of the land is agricultural, resulting in relatively few structures adjacent to U.S. 34. None of the buildings are listed on the National Register of Historic Places or are of significant architectural interest. The height of the buildings are 1 to 2 stories and range in height between 15' and 30'. A few structures are very close to the edge of the travel lanes, potentially in conflict with CDOT's minimum clear zone of 34'.

The Roadway

Between I-25 and Boise Avenue, U.S. 34 is a divided highway, primarily without curbs and gutters. Curb and gutter has been constructed adjacent to a few commercial properties near the intersection of Boise Avenue. West of Boise Avenue, most of the roadway has curb and gutter, including the median.

Each direction, two 12' travel lanes are bordered by a 4' and a 10' paved shoulder on the inside and outside, respectively, for a total paved width of 38'. The roadways are separated by a 28' median, except where the tall spruce trees occur; there the median is 42' wide.

The roadway is located within a 154'-165' right-of way, except between County Road 7 and the I-25 Interchange where the right-of-way is 180'. The roadway is not centered in the right-of-way. The distance between the roadway and the south side of the right-of-way is approximately 38' throughout, except where the road veers slightly southward to avoid the spruce trees. The distance between the roadway and the north right-of-way line varies between 12' (near the RV camp) and 38' (east of County Road 7 where the R.O.W. is 180').



U.S. 34 Corridor Plan

City of Loveland
Community Development Services

Legend

- Cross Roads
- Canals, Ditches and Drainages
- Curb and Gutter
- Structures
- Steep Slopes
- Key Focal Points

Map 2

Physical Planning Influences

May 1993

0 400 800 1200 2000 feet

1/2 mile

EDAW

Future Widening Plans

The CDOT long-range plan recommends expansion of U.S. 34 to 6 lanes -- 3 lanes each direction -- for an estimated total paved width of 50'. Improvements along the corridor should be designed with the knowledge that the roadway may be widened. Whether the widening will happen within the median or to the outside of the existing lanes has not been determined by CDOT. This plan should consider these future plans and allow for expansion to the outside of the current roadway to avoid encroachment into the median.

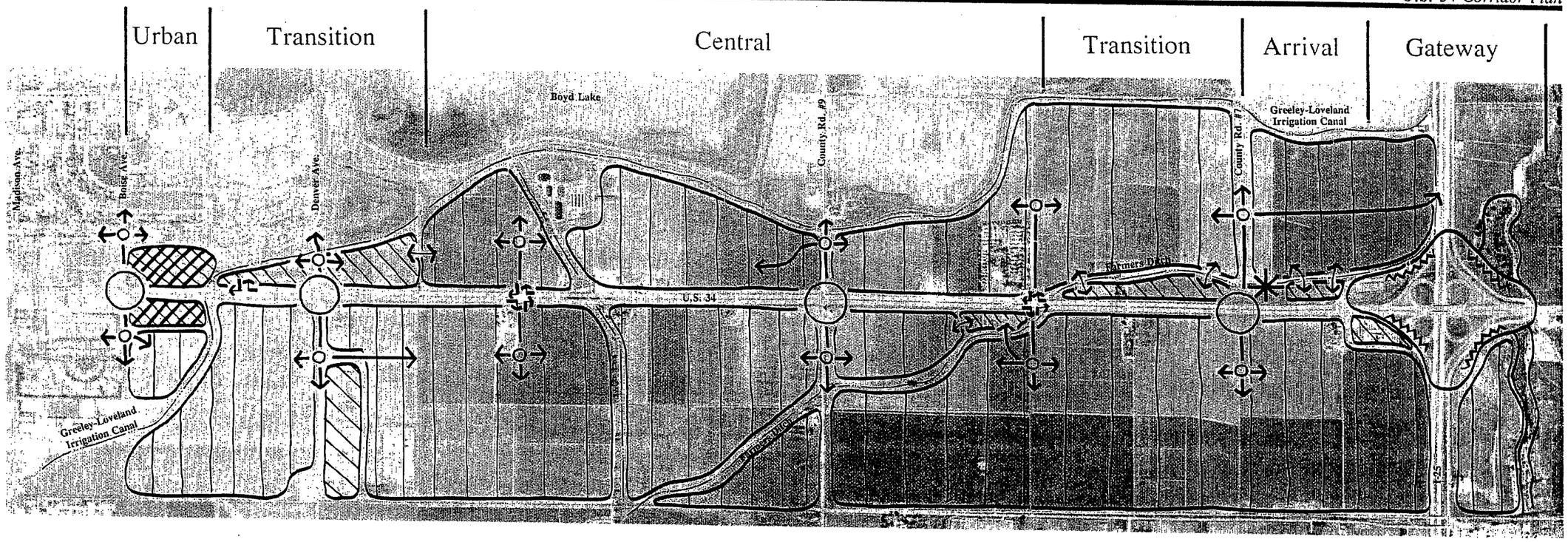
(Map 2 - Physical Planning Influences to be inserted into Final Report)

Corridor Zones and Access Considerations

Corridor Zones

The corridor can be divided into areas that have different character based on the roadway experience, adjacent parcels sizes and type of existing development. The zones are: Gateway, Arrival, Transition, Central and Urban (see Map 3 - Corridor Zones). The ***"Gateway Zone"*** is located at the interchange of I-25 and U.S. 34. It is the point where a traveler to Loveland has the first opportunity to form an impression about the City. The ***"Arrival Zone"*** is between the northwestern frontage road and County Road 7. It is the area where the City should make a visual statement which indicates that a traveler has arrived in Loveland. The proposed sculpture park and visitor center is located at the western edge of this zone. Immediately east of the proposed sculpture park is a small piece of land bordered by the frontage road, U.S. 34 and the Farmers Ditch. According to the City Traffic Engineering Department, this land should not have direct access to U.S. 34 because it is in close proximity to the interchange. Access drives in this area would create congestion and safety problems. Further discussion on signalization and access from U.S. 34 to adjacent properties follows the description of the corridor zones.

The ***"Transition Zone"*** is between County Road 7 and the Farmers Ditch on the eastern end of the corridor, and Denver Avenue and the Greeley-Loveland Irrigation Canal on the western end. These zones have relatively small parcels of land on one side of the roadway and large parcels on the other. The parcels are small because irrigation ditches are located 200'-400' from the roadway, limiting the type of development that may occur on these lands. These zones are also areas that will provide a transition between the zones on either side of them. The ***"Central Zone"*** is between the Farmers Ditch and Denver Avenue. It is the main body of the corridor, characterized by large undeveloped parcels of land. The ***"Urban Zone"*** is between the Greeley-Loveland Irrigation Canal and Boise Avenue, the end of the study area. Much of this zone has been subdivided into small parcels, some of which have access directly to U.S. 34. Existing buildings are typically 50' from the edge of the roadway with narrow landscaped areas within the right-of-way. This area is also shown as *"Urban District"* on the Town Image Map prepared as part of *"The Agenda for the Nineties."*



U.S. 34 Corridor Plan

City of Loveland
Community Development Services

Legend

- Very Small Parcels
- Small Parcels
- Large Parcels
- I-25 Interchange
- Signalized Intersection
- Secondary Intersection
- Right-in, Right-out Access
- Sculpture Park

Map 3

Corridor Zones and Access Considerations

August 1993

0 400 800 1200 2000 feet

1/2 mile

EDAW

Chapter IV - Visual Relationships

Chapter IV - Visual Relationships

Introduction

This chapter explores the relationships between distances and heights to mountain views from U.S. 34 to the mountains. The analyses contained in this chapter were used to formulate the alternatives in Chapter V and the recommendations in Chapter VI. Figure 4.7 at the end of this chapter represents the preferred method to preserve views to the mountains.

As mentioned earlier, there are impressive views to Longs Peak and the Mummy Range as one approaches Loveland from the east. Because the area is primarily undeveloped with few trees, these views are, for the most part, unobstructed. However, these views could easily be lost if trees or structures were placed indiscriminately without regard for the views. The issues then are:

- Should the views be protected?
- How much of the mountains does a viewer need to see and for how long in order to have a significant view?
- Should views be preserved along the entire length or portions of the corridor?
- How much impact will the preservation of views have on the ability of an adjacent landowner to develop his or her property?

The objectives developed for this plan state that preserving and enframing views are very important to achieving the goal of *"Develop U.S. 34 as a Gateway to Loveland and the Rockies."* Given that views are highly valued, developers and the City need a method to preserve them. Preserving views to the mountains will require that trees, structures or any other potential obstruction be placed far enough away from the viewer to allow the mountains to be seen over the top of the obstruction. The following discussion describes the methodology to determine the maximum allowable heights at various distances from westbound lanes of U.S. 34 to preserve a significant view.

The Methodology for Preserving a Significant View

What is a ***"significant view?"*** It was determined that a viewer must see the entire area above timberline (approximately elevation 10,500'), plus enough of the mountains below timberline to provide contrast with the treeless, and often snow-covered peaks, and provide context for the view. This lower line was defined as approximately elevation 8,000' on the mountains in front of the peaks. See Figure 4.1 - Significant Views.

Access Considerations

According to City engineers, U.S. 34 is planned to remain a limited access highway. The flow of traffic should be relatively unimpeded by turning movements and stop lights. This is consistent with the goal of preserving the City's small town character by minimizing the traffic congestion that typically occurs in larger cities. The City's goal is to limit the signalized intersections to one mile or greater intervals, with one right-in/right-out intersection between each signalized intersection. Secondary intersections should be located at least 750' away from U.S. 34 to allow adequate distance for vehicles to queue without impeding traffic at the secondary intersections. Access to lands adjacent to U.S. 34 would primarily be from the cross streets and not from U.S. 34 itself. The conceptual location of signalized, right-in/right-out, and secondary intersections is shown on the Corridor Zones map.

Existing Thematic Elements in the City of Loveland

The materials that are used in the most attractive areas of Loveland were used in the design of the Loveland Civic Center. This municipal complex sets the standard for the image of Loveland through the use of bronze, sandstone, brick, tan or reddish textured concrete block, reddish concrete pavers, exposed aggregate paving and the heart logo. The bronze represents the importance of the bronze foundry and sculpture to the community. Sandstone, brick and colored concrete are used on many historic and contemporary structures, and are sympathetic to the rock coloration found in the foothills. The heart logo is a graphic representation of the name of the City.

The City also has its own logo that uses blue, white and green blocks of color in the shape of mountains and plains.

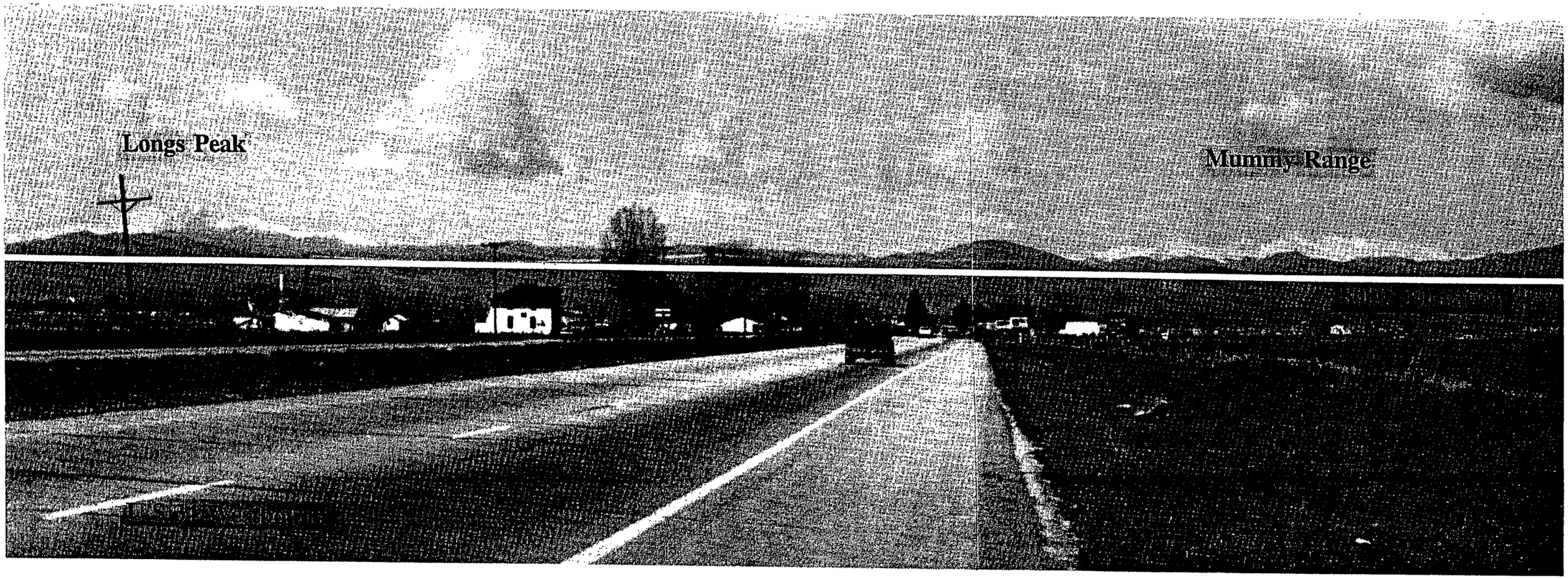


Figure 4.1 - Significant Views

Assuming that the centerline of U.S. 34 is the baseline, the horizontal view angle to the Mummy Range is between 4 and 14 degrees to the north, and the view to Longs Peak is between 16 and 20 degrees to the south. Figure 4.2 - Horizontal View Angles, shows the horizontal angles from U.S. 34 east of Loveland to the Mummy Range and Longs Peak. Figure 4.2 also shows the relative location of the 8,000' elevation shown on the photo.

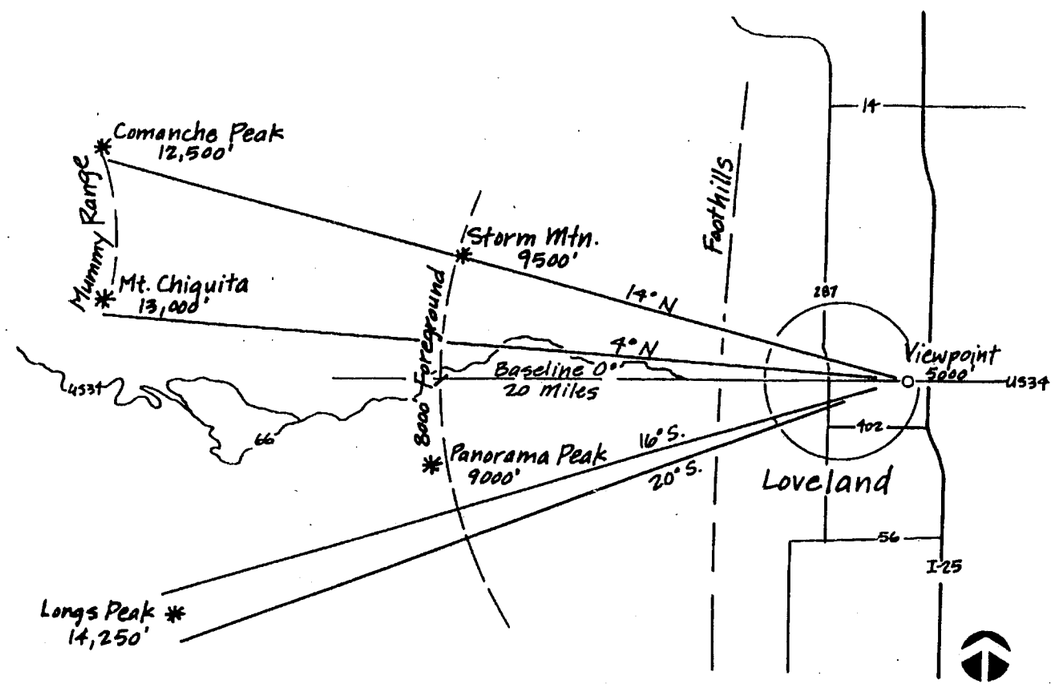


Figure 4.2 - Horizontal View Angles

Based on a net gain of approximately 3,000' over a distance of 20 miles, a vertical angle of 1.55 degrees cannot be violated in order to see the 8,000' elevation line. See Figure 4.3 - Vertical View Angles.

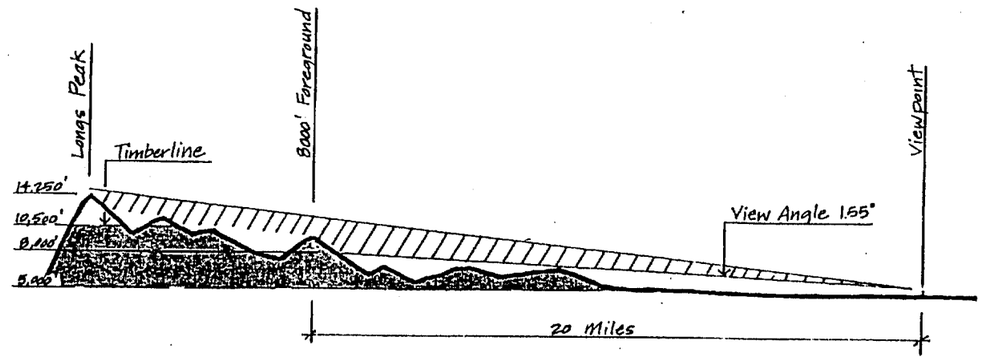


Figure 4.3 - Vertical View Angles

An angle of 1.55 degrees translates into a gain of 1 foot in height for each 37 linear feet away from the viewer. Assuming an average viewing height of approximately 5' above the ground as a person is standing, bicycling or driving down the corridor, this means that something 15' tall cannot be closer than 370' from the viewer. See Figure 4.4 - View/Height Relationship. The heights shown are relative to the elevation at which the viewer is standing and must be adjusted if the ground slopes up or down in the direction of the view.

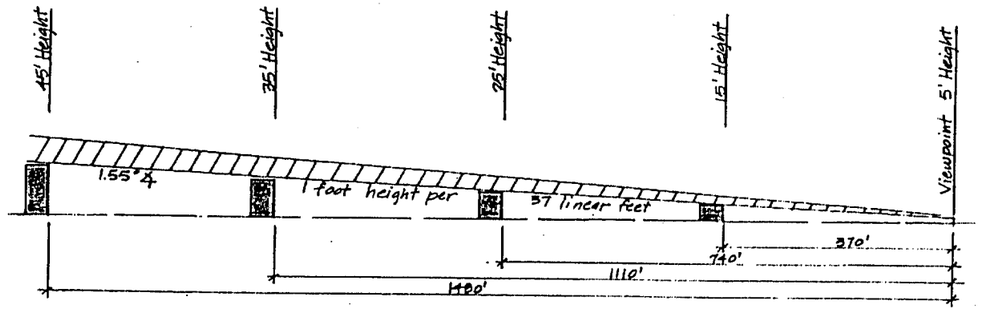


Figure 4.4 - View/Height Relationship

Alternative 1

A ***"significant view"*** is also determined by the length of time a viewer sees the mountains. This is not an issue if a viewer is not moving, as he can stay in one location and look at the mountains as long as he likes. See Figure 4.5 - Alternative 1, Maximum Height for Views from One Location.

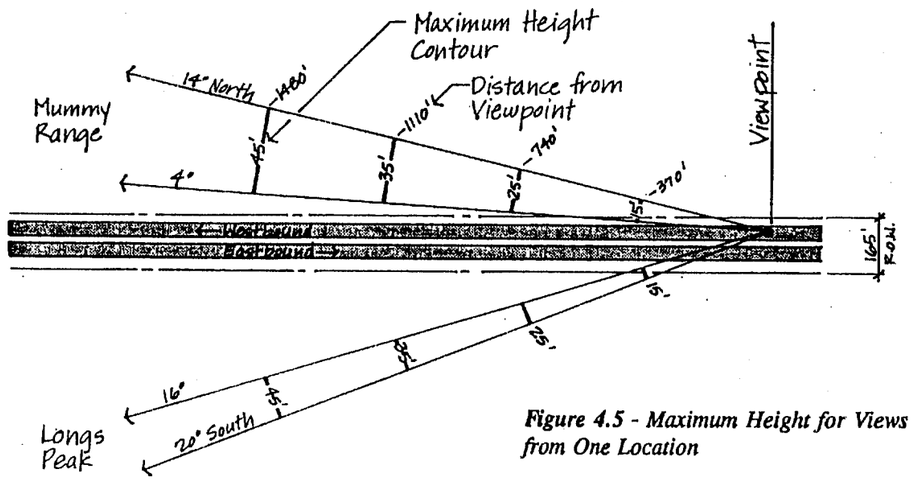


***Figure 4.5** - Maximum Height for Views from One Location*

However, U.S. 34 is a highway with high-speed traffic. A view window, as shown in Figure 4.5, would pass instantaneously at 55 m.p.h. Therefore, Alternative 1 is not an option.

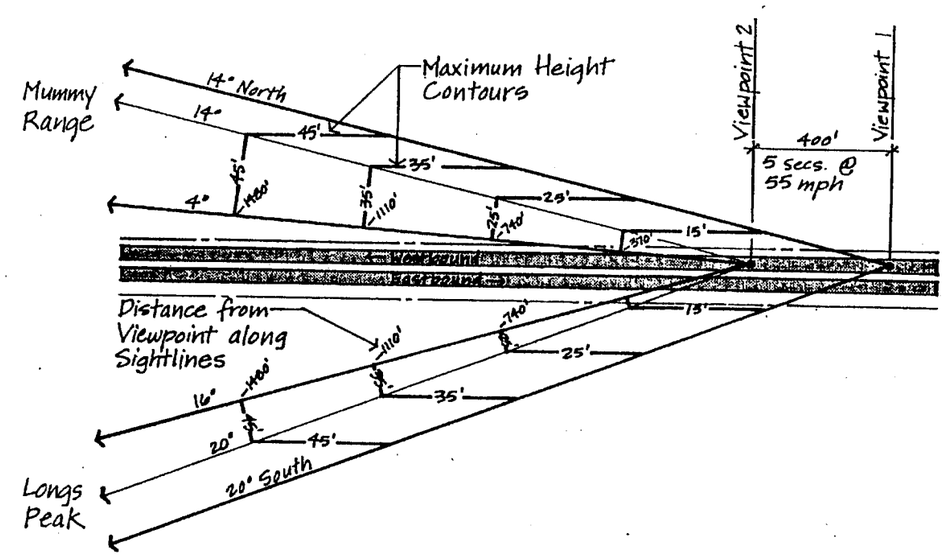
Alternative 2

The impact of preserving views continuously along the corridor was then analyzed. See Figure 4.6 - Alternative 2, Maximum Heights for Continuous Views. To be able to see the Mummy Range for the entire length of the study area, nothing taller than 15' can be placed within 45' of the right-of-way. A 25' tree or two-story building would have to be at least 135' away from the right-of-way. To be able to continuously view Longs Peak, a two-story building cannot be closer than 145'. Tall shade trees, which can reach heights of 40'-70', could not be planted within 400' or more along the entire south side of the roadway. Alternative 2 is therefore not an option either, as it is unduly restrictive on adjacent properties and is not considered desirable from a landscape perspective either.

***Figure 4.6** - Maximum Height for Continuous Views*

Preferred Method

It was determined that a ***"significant view"*** can be defined as a 5 second viewing opportunity. This gives a car driver or passenger 1 to 2 seconds to recognize that there is a view, and 3 to 4 seconds to enjoy it before returning his attention to the road. In 5 seconds at 55 m.p.h., a car has traveled approximately 400'. See Figure 4.7 - Preferred Method, Maximum Heights for Views Along a Portion of the Corridor. While the car is traveling, a viewer can continuously view the mountains, so the maximum height contours are parallel to the roadway for 400'. The contours then turn back toward the roadway at the end of 5 seconds.



Chapter V - Alternative Design Concepts

Chapter V - Alternative Design Concepts

There are countless ways that the goals and objectives could be translated into a design for the corridor, some of which are more appropriate than others. The design team researched desirable and undesirable models, and prepared a list of alternatives for the basic corridor elements to which the task force, property owners, city staff and interested citizens could respond. Sketches to illustrate the concepts were prepared to aid in the decision-making process.

Existing Models

It was decided that a desirable model is Harmony Road in Fort Collins, between I-25 and Boardwalk Drive. An undesirable model is State Highway 14 in Fort Collins, between I-25 and Lemay Avenue. Harmony Road has a minimum 80' wide landscape zone as measured from the roadway. The landscape zone is bermed, with informal groupings of trees and shrubs. No buildings, fences or parking lots are located in the landscape zone. In comparison, State Highway 14 is designed with a frontage road approximately 25'-30' from the main highway, with businesses facing the frontage road, no landscaping between the frontage road and the highway, and confusing intersections.

Design Alternatives

The choices for the design elements were as follows:

- Is 80' an appropriate setback along the entire U.S. 34 Corridor, or should there be a small landscape zone (50'-60') where small parcels occur?
- Should the landscape zone be bermed with occasional shrub groupings, or flat grading with large groupings of shrubs to screen the ground plane?
- Should plant material be arranged formally or informally?
- Should trees be primarily evergreen or shade trees?
- Should the entire corridor be lighted, or should lighting occur only at the intersections?
- Should traffic signals be colorful with banners and graphics, or should they be simply functional?
- Should there be special paving at intersections, or should standard concrete be used?
- Should signage be freestanding or incorporated into planters or walls?
- Should walks be adjacent to U.S. 34 or along secondary roads parallel to U.S. 34?

Figures 5.1, 5.2, 5.3 and 5.4 show how combinations of the above choices may appear from a traveler's perspective. All the drawings show what implementation of the view window (Figure 4.7) looks like from the westbound lanes at an intersection along U.S. 34. The recommendations in Chapter VI were developed from choosing a mixture of the choices shown in these alternatives.

Figure 5.1 - Alternative A, illustrates a bermed right-of-way with primarily deciduous trees in informal groupings. Lighting is shown only at the intersections, associated with a very plain traffic signal. Signs have low horizontal profiles and are incorporated into raised planters when located near the corner.

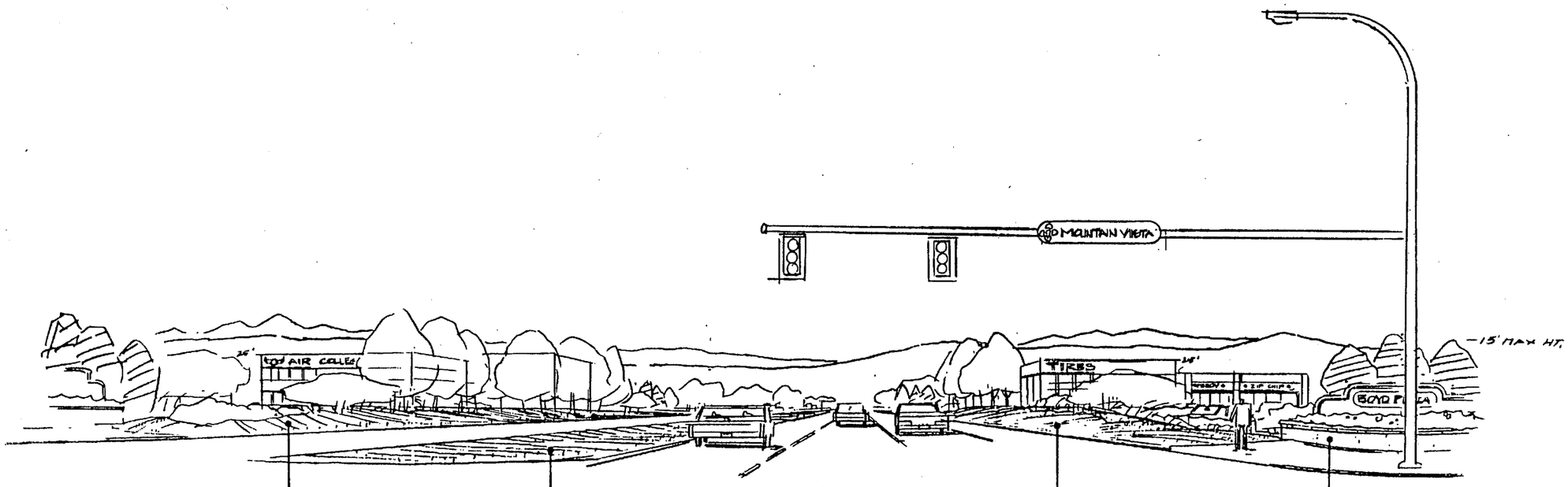
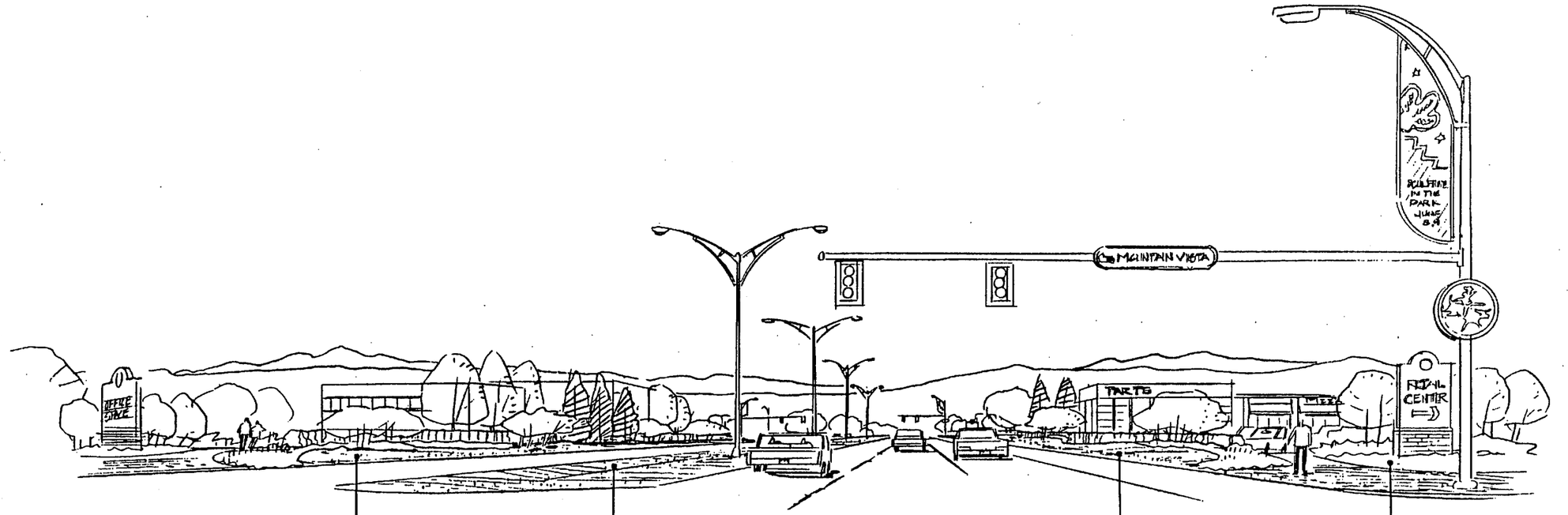


Figure 5.1 - Alternative A

Figure 5.2 - Alternative B, illustrates a flat right-of-way with screening of the ground plane accomplished through bands of shrubs. A mix of coniferous and deciduous trees are arranged informally. Lighting is shown down the median, and the traffic/light standard is used to display colorful graphics that cor.ain information about the City of Loveland or upcoming events. Signs have a vertical format and are freestanding in the landscape.



SOUTH SIDE
80' LANDSCAPE ZONE

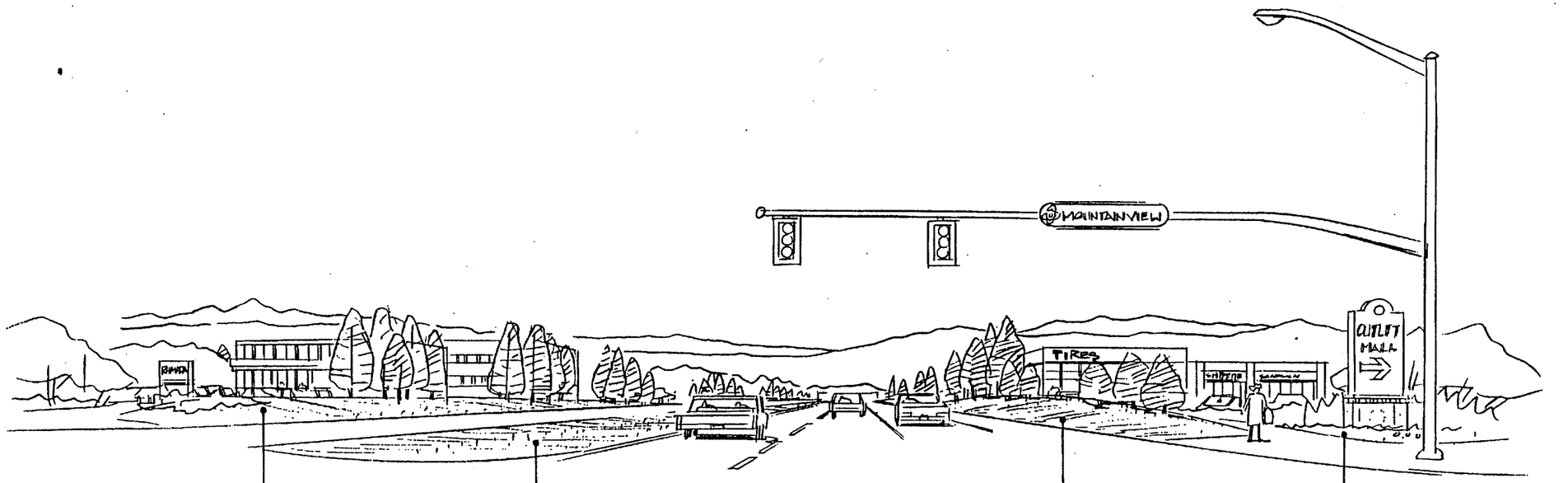
MEDIAN
- *Mowed turf*
- *Median lights (250' spacing)*

NORTH SIDE
50' LANDSCAPE ZONE
- *3'-4' high shrub bands with drifts of wildflowers and perennials*
- *Mowed turf*
- *Loose groupings of ornamental, shade and evergreen trees*
- *Detached walk*

CORNER TREATMENT
- *Free standing business signs*
- *Special signal masts and signage*
- *Events banners and sculpted medallions*
- *Pedestrian paving*

***Figure 5.2** - Alternative B*

Figure 5.3 - Alternative C, illustrates a bermed right-of-way with an informal coniferous (evergreen) tree landscape theme. Lighting is shown only at the intersection as part of the traffic signal. Signs have a vertical form and are freestanding in the landscape.



SOUTH SIDE
80' LANDSCAPE ZONE

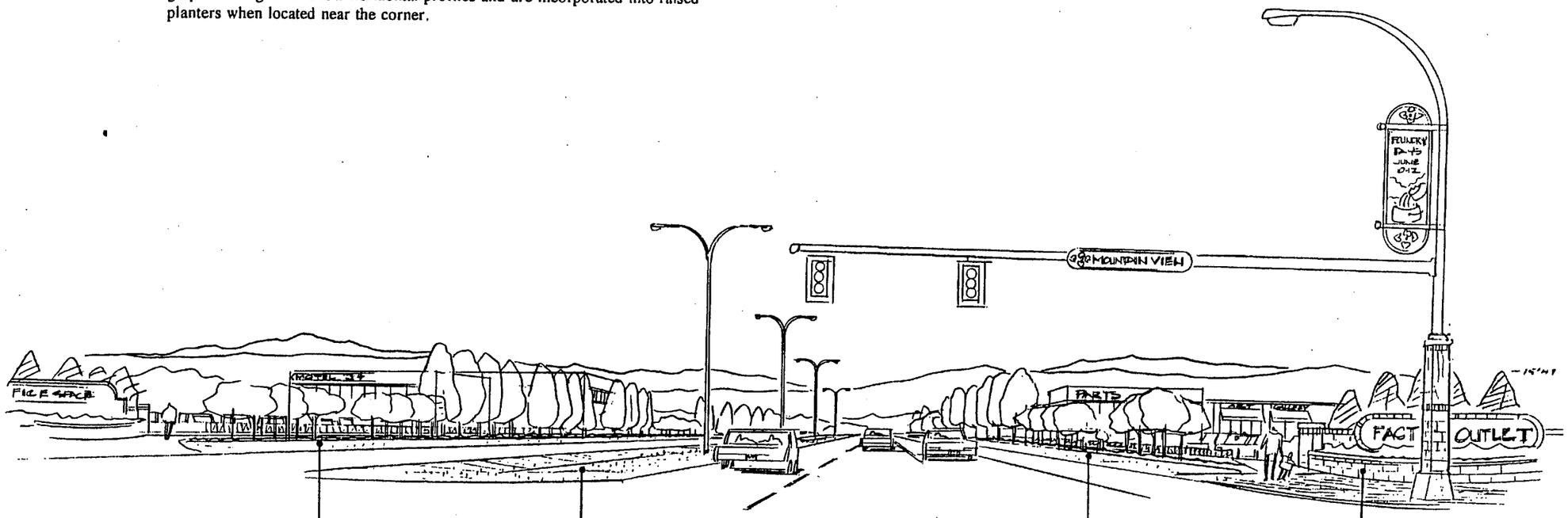
MEDIAN
- Mowed Turf

NORTH SIDE
50' LANDSCAPE ZONE
- 4' to 6' Berm
- Mowed turf
- Groups of evergreen trees

CORNER TREATMENT
- Free standing business sign with themed form, colors and materials
- Ornamental tree backdrop
- Intersection lighting and special signage

Figure 5.3 - Alternative C

Figure 5.4 - Alternative D, illustrates a flat right-of-way with formally spaced deciduous trees. Screening of the ground plane is accomplished through a 3' high hedge of shrubs. Lighting is shown down the median, and the traffic/light standard is made a design element by dressing up the base with brick and sandstone. The traffic/light standard is also used to display colorful graphics. Signs have low horizontal profiles and are incorporated into raised planters when located near the corner.



SOUTH SIDE
80' LANDSCAPE ZONE

MEDIAN
- *Mowed turf*
- *Median lights (250' spacing)*

NORTH SIDE
50' LANDSCAPE ZONE
- *Mowed turf (flat)*
- *Formal bosques of ornamental and shade trees (vertical habit)*
- *3' shrub hedge at parking*
- *Detached walk*
- *Shrub / perennial strip adjacent to walk*

CORNER TREATMENT
- *Sign monuments with walled planters*
- *Themed forms, colors and materials*
- *Evergreen backdrop to 15' height*
- *Special signal mast with banners and signage*
- *Pedestrian paving*

***Figure 5.4** - Alternative D*

Chapter VI - Recommendations

Chapter VI - Recommendations

Typical Streetscape

Figure 6.1 - Typical Streetscape, illustrates the preferred elements for the U.S. 34 Corridor. The streetscape should be simple, naturalistic, nonurban and informal to create an open, rural feeling. The recommendations include:

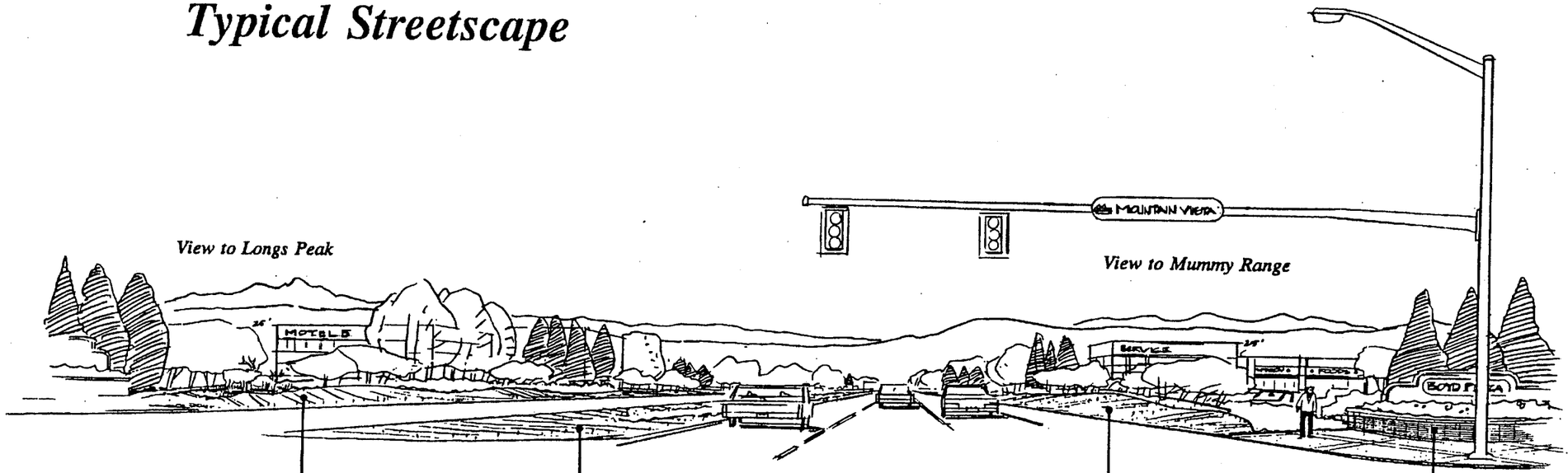
- 60' and 80' landscape zones throughout the majority of the corridor with 30' landscape zones west of the Greeley-Loveland Irrigation Canal
- Preservation of views to Longs Peak and the Mummy Range, with view windows violated only for a very short distance at corner signage.
- Absence of curb and gutter along U.S. 34.
- Plain signal and light poles with lighting only at intersections.
- Horizontal profile signage made of subtle, earth-toned materials, incorporated into planters at corners.
- An informally arranged mix of deciduous and coniferous trees and shrubs, with naturalized grasses and wildflowers.
- Large sweeping masses of plant materials and bermed landform within landscape zones.
- Mowed grasses with large wildflower drifts in the median of U.S 34
- Thematic materials should be primarily brick, sandstone and bronze with some use of textured, colored concrete block.

To implement this streetscape concept, the electrical lines that are currently located along the south side of the corridor must be buried.

The Master Plan

Map 4 - Master Plan shows the location of proposed design elements within the corridor. First is a discussion of the map followed by additional design standards and guidelines relating to each of the elements.

Typical Streetscape



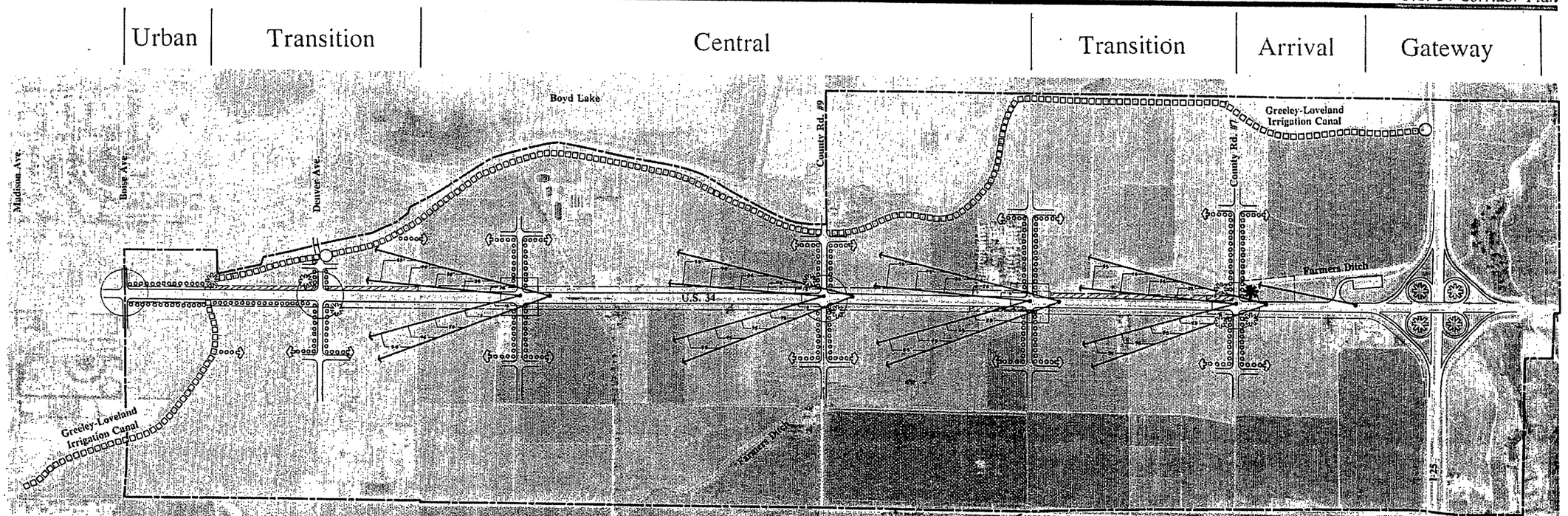
SOUTH SIDE
80' LANDSCAPE ZONE
- *4' to 6' high berm*
- *Mowed turf*
- *Informal tree groups with large masses of shrubs, naturalized grasses and wildflowers*
- *Sculpture in strategic locations*

MEDIAN
- *Mowed turf with large drifts of wildflowers*

NORTH SIDE
60'-80' LANDSCAPE ZONE

CORNER TREATMENT
- *Red brick planters with sandstone cap*
- *Exposed aggregate concrete paving with red brick accents*
- *Project identification signs incorporated into corner planter design*
- *Lighting at intersections only; bronze color, plain poles and fixtures*
- *Maximum height contours within view window violated only at corner planter*

Figure 6.1 · Typical Streetscape



U.S. 34 Corridor Plan

City of Loveland
Community Development Services

Legend

- Planning Area Boundary
- 80' Landscape Zone
- 60' Landscape Zone
- 30' Landscape Zone
- Sculpture
- Sculpture and City I.D. Sign
- View Window/Max. Height Contours
- Signalized, Full-turn Intersection
- Right-in, Right-out only Intersection
- Secondary Intersection
- Pedestrian Route
- Multiple Purpose Paved Recreational Trail
- Trailhead

Map 4

Master Plan

September 1993

0 400 800 1200 2000 feet

1/2 mile

EDAW

The Gateway Zone

The *"Gateway Zone"* should be a naturalized area, representative of a plains landscape with grasses, wildflowers, cottonwoods, willows and green ash trees. This type of landscape respects Loveland's location as the last city on the plains before entering the Rocky Mountains, and is also a low installation and maintenance cost approach. Realistic sculpture, i.e. elk grazing, should be located within the cloverleaf ramps of the interchange and west of the southbound I-25 to westbound U.S. 34 ramp. This sculpture will leave a memorable impression on all who travel on I-25. When the overpass is redesigned, it should arch slightly and include subtle graphics on the sides of the structure that represent Loveland and Greeley. The structure should be textured and warm-toned rather than standard gray concrete, to be more sympathetic to the surrounding landscape. The interchange should be enframed by groupings of large deciduous trees, strategically located to allow views to nearby commercial properties. Trees should also be planted between the roadway and the natural areas northeast and southeast of the interchange to create a more defined link between the two areas.

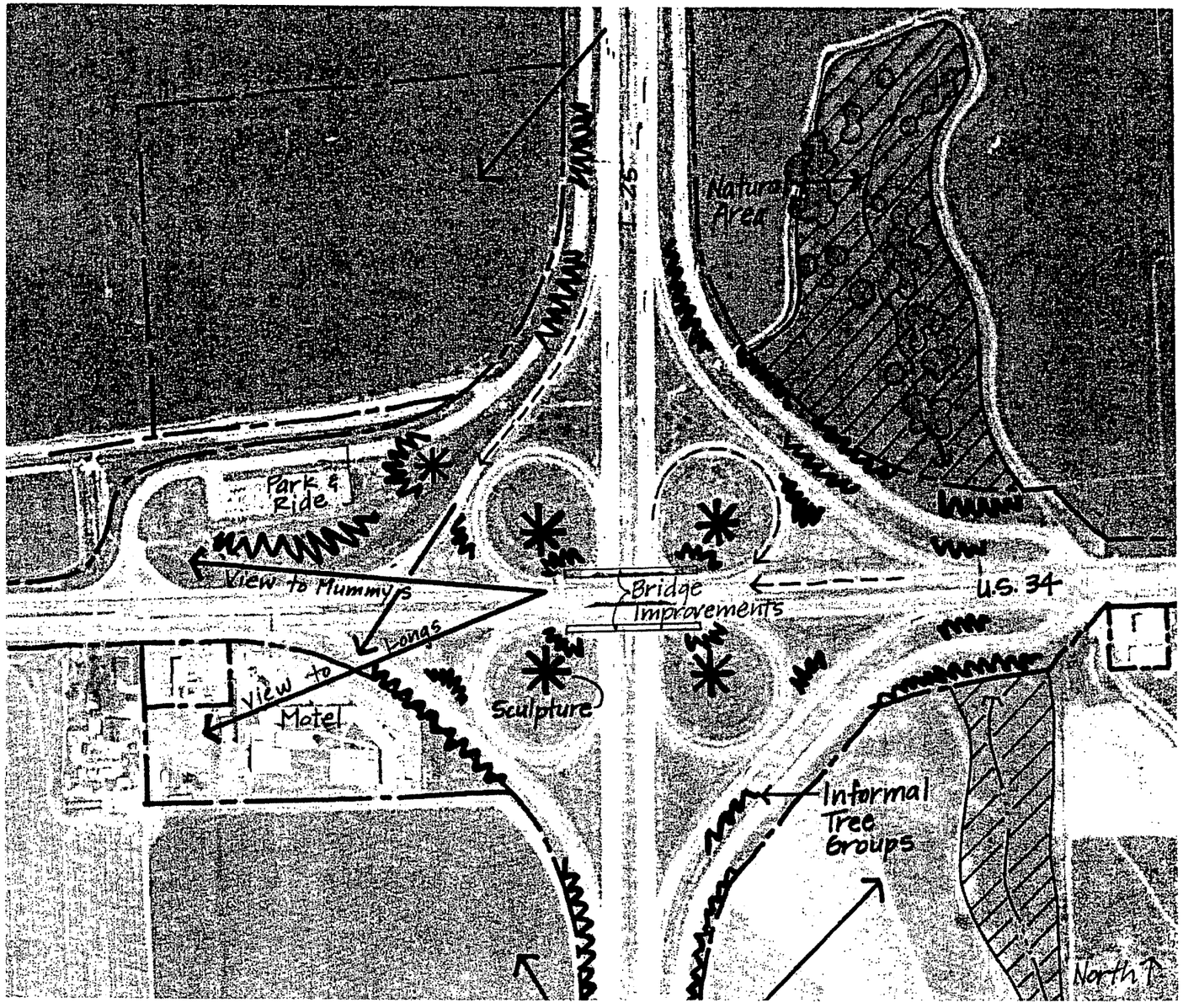


Figure 6.2 - Gateway Zone Plan

I-25 / U.S. 34 Interchange

(Northbound I-25 to Westbound U.S. 34 Exit Ramp)

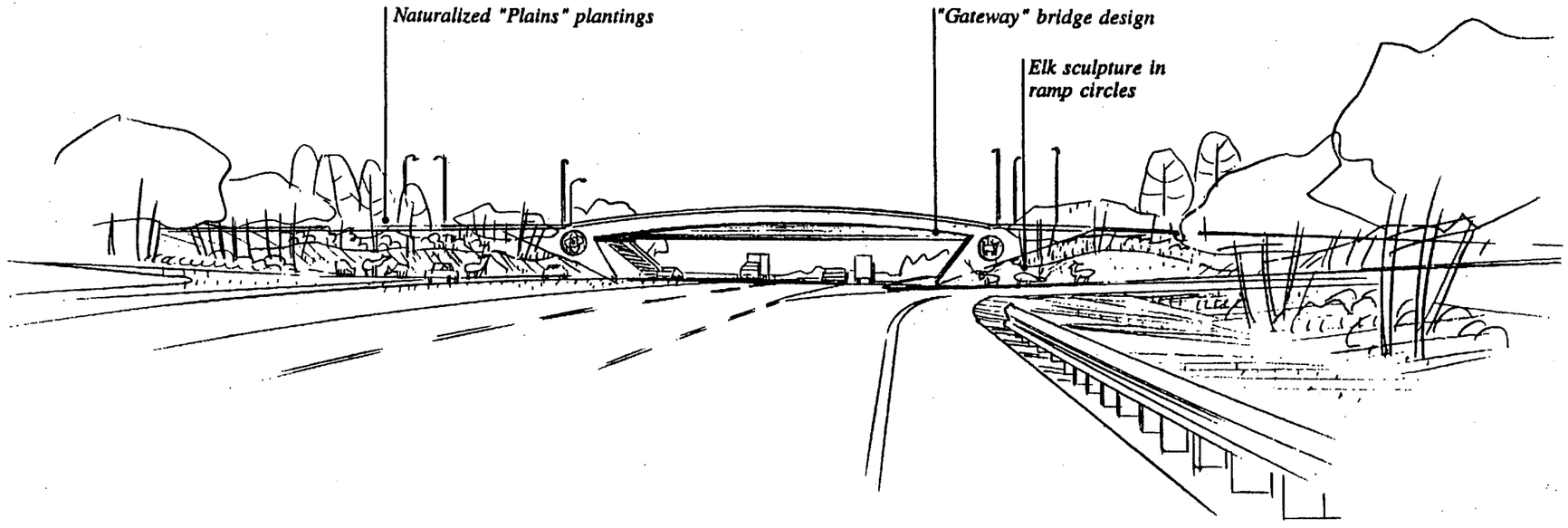


***Figure 6.3** - I-25/U.S. 34 Interchange Ramp (Northbound I-25 to Westbound U.S. 34 Exit Ramp)*

I-25 / U.S. 34 Interchange

(Southbound I-25 to Westbound U.S. 34 Exit Ramp)

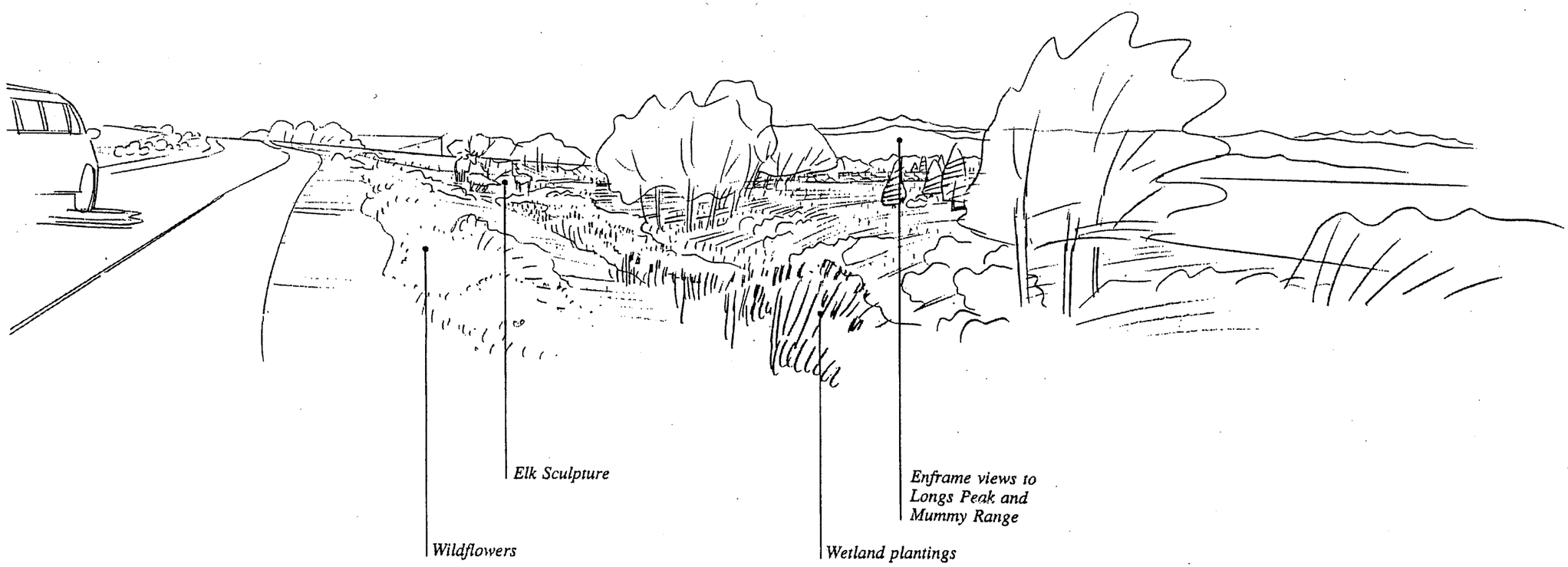
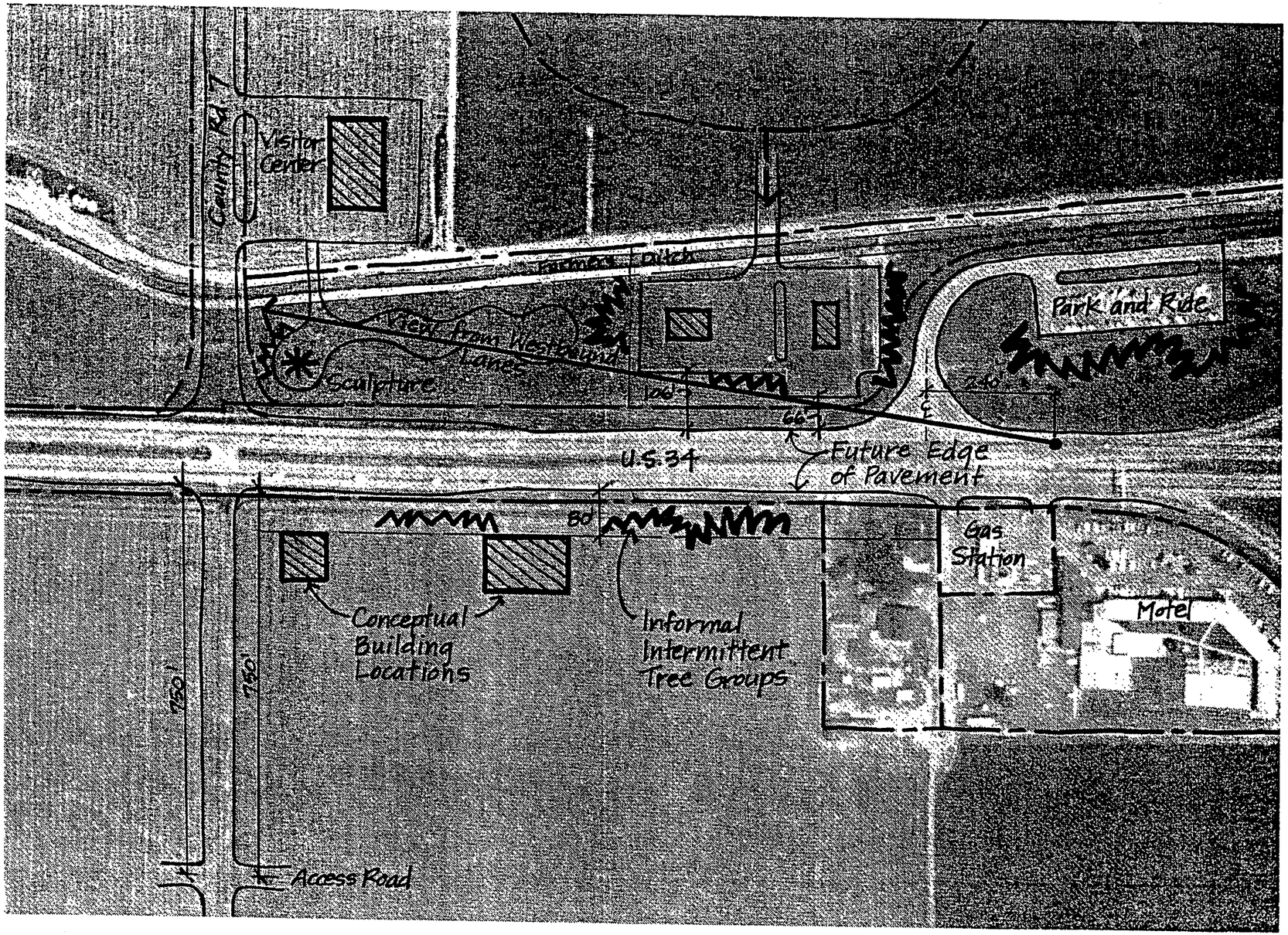


Figure 6.4 - I-25 /U.S. 34 Interchange Ramp (Southbound I-25 to Westbound U.S. 34 Exit Ramp)

Figure 6.5 - Arrival Zone Plan



The Arrival Zone

The *"Arrival Zone"* should respect views to the sculpture park. Development and landscaping on the north side of the road should not disturb a sight line between the roadway at the western edge of the interchange and the main sculptural feature and City of Loveland identification signage in the park. This results in a variable setback in this area. On the south side of the road, there is an existing gas station, a motel and a residence. Undeveloped lands on the south side should have an 80' landscape zone from the future edge of roadway. Future edge of pavement is defined as 12' from the outside of the existing roadway to allow for an additional lane planned by the CDOT.

Arrival Zone

Westbound U.S. 34

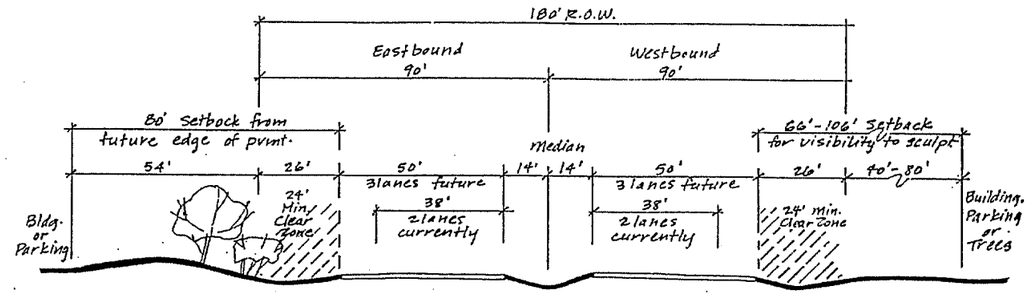


Figure 6.6 - Arrival Zone Section

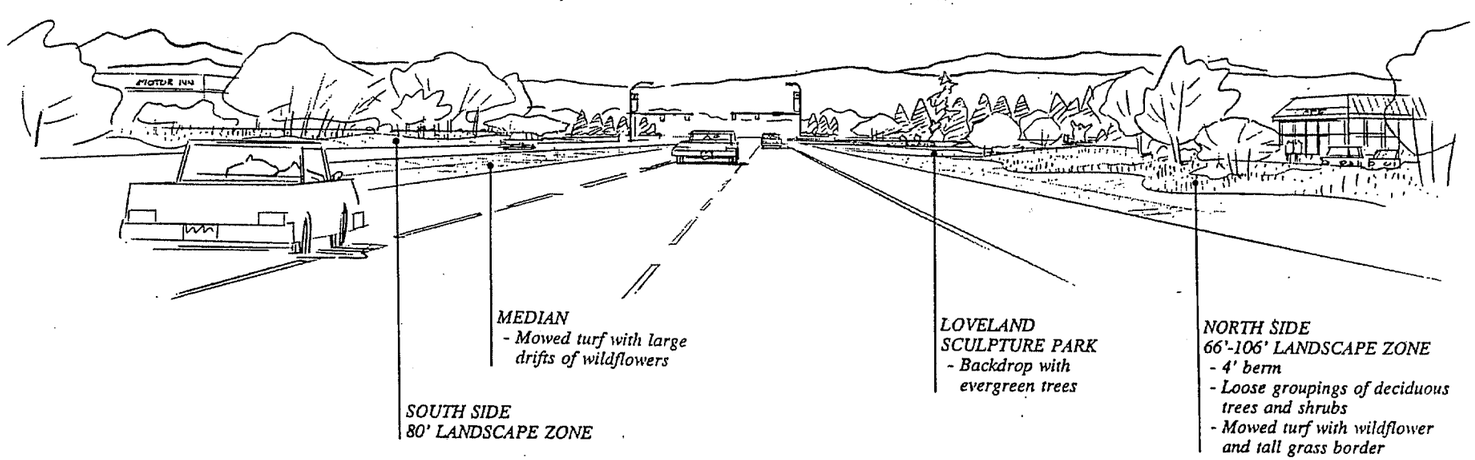
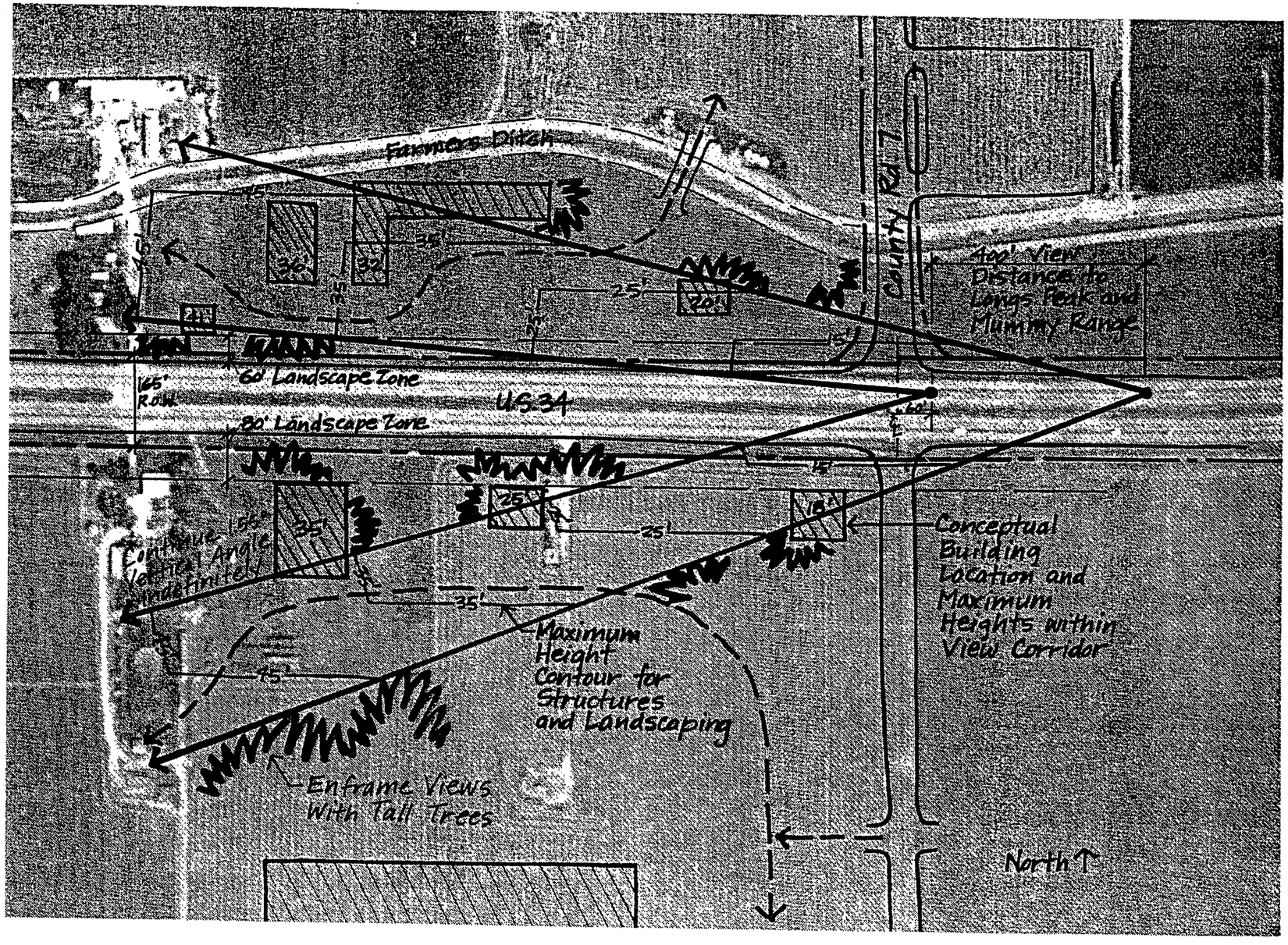


Figure 6.7 - Arrival Zone Perspective

Figure 6.8 - Transition Zone Plan



The Transition Zones

The ***"Transition Zones"*** should have 60' setbacks where there are *"small parcels,"* and 80' setbacks where there are *"large parcels."* The location of small parcels is shown on Map 3 in Chapter II. A 400' view window to Longs Peak and the Mummy Range should be preserved at the intersection of County Road 7 and U.S. 34. Sculpture should be incorporated into the landscape near the corners at signalized intersections.

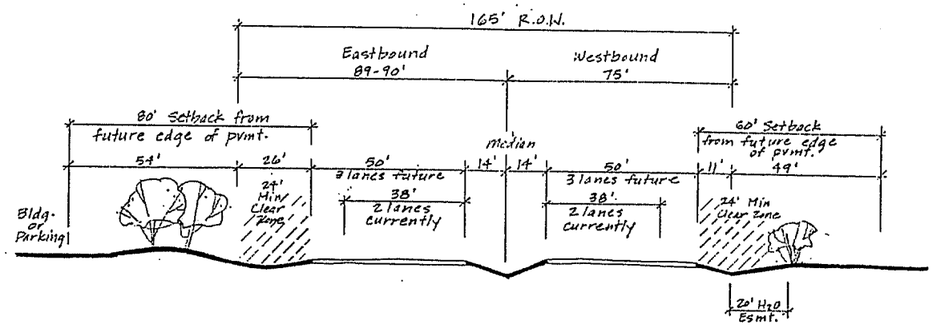
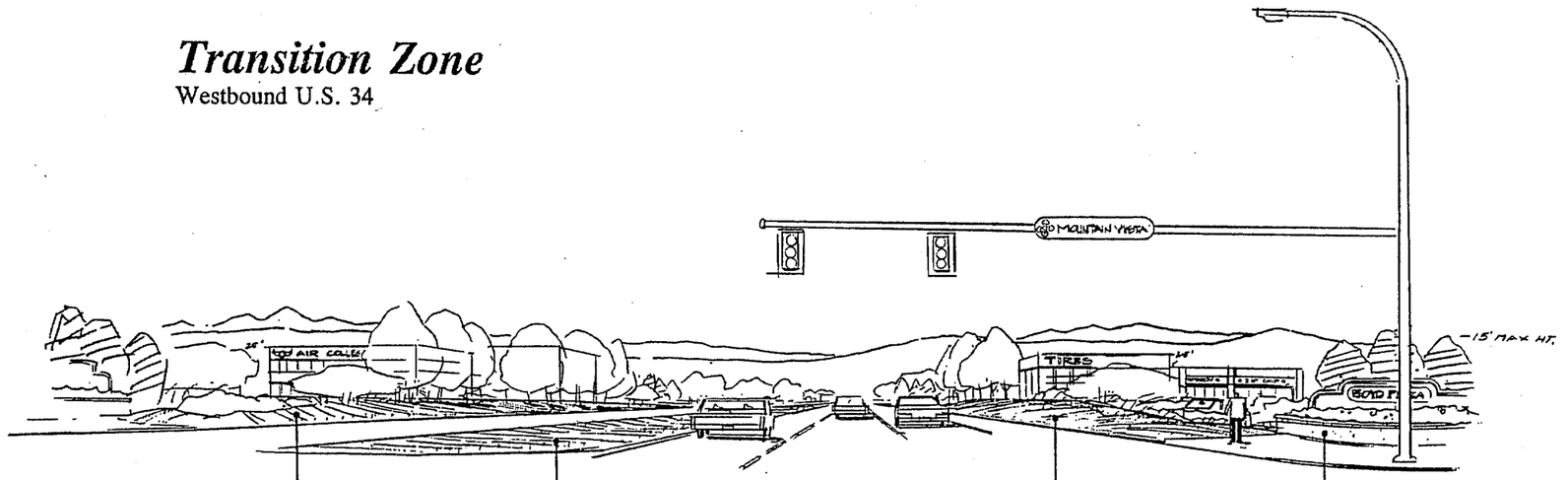


Figure 6.9 - Transition Zone Section

Transition Zone

Westbound U.S. 34



SOUTH SIDE
80' LANDSCAPE ZONE

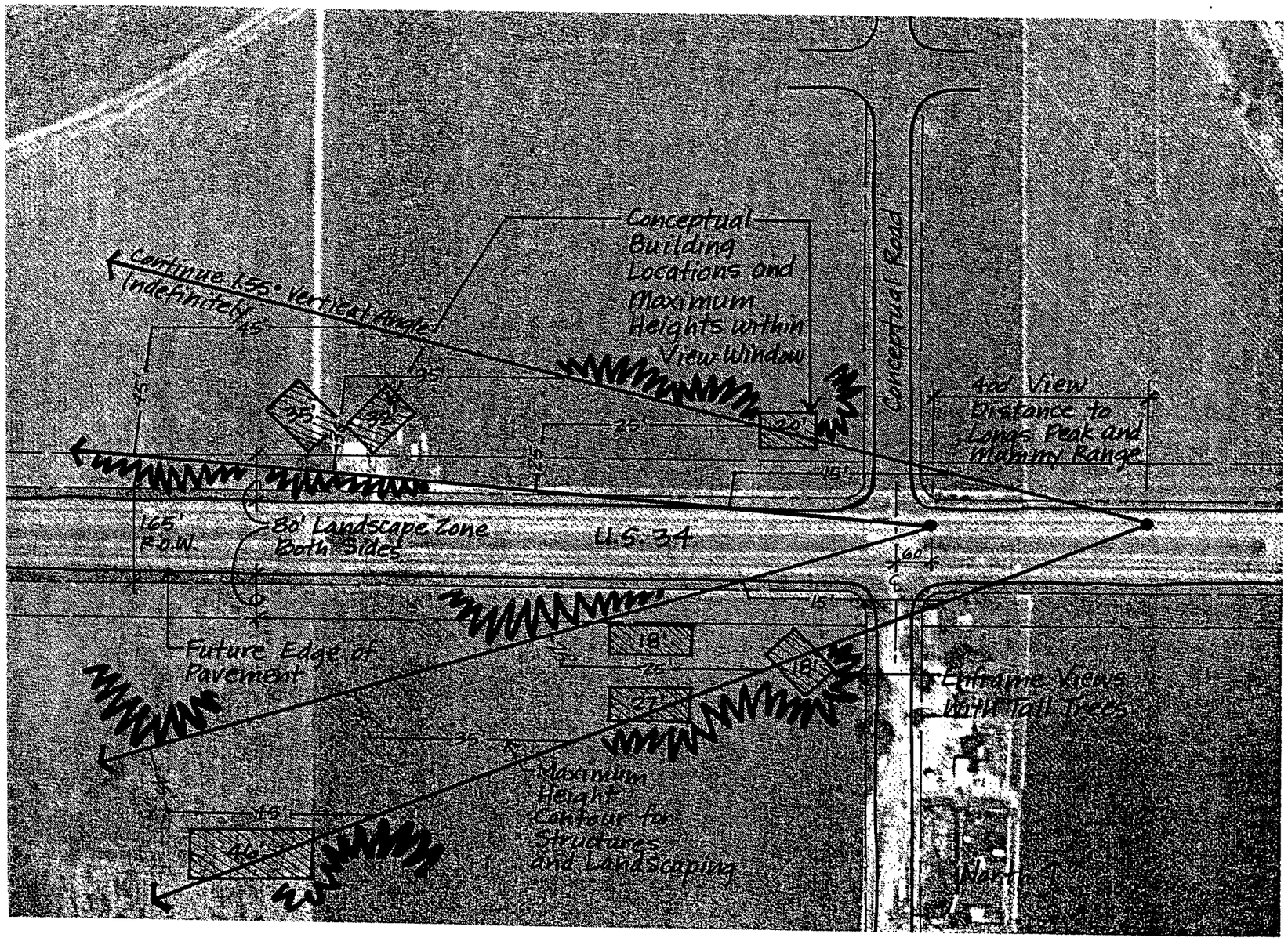
MEDIAN
- Mowed turf with large drifts of wildflowers

NORTH SIDE
60' LANDSCAPE ZONE
- 4' to 6' Berm
- Mowed turf
- Loose groupings of shrubs, ornamental and shade trees

CORNER TREATMENT
- Sign monuments with walled planters
- Themed forms, colors and materials
- Evergreen backdrop to 15' height
- Corner lighting

Figure 6.10 *- Transition Zone Perspective*

Figure 6.11 - Central Zone Plan



The Central Zone

The *"Central Zone"* should have 80' setbacks on either side of the roadway, except where there are *"small parcels."* The *"small parcels"* should have a minimum 60' landscape zone. View windows are designated at Country Road 9 and at the right-in/right-out intersections either side. Sculpture should be incorporated into the landscape at signalized intersections.

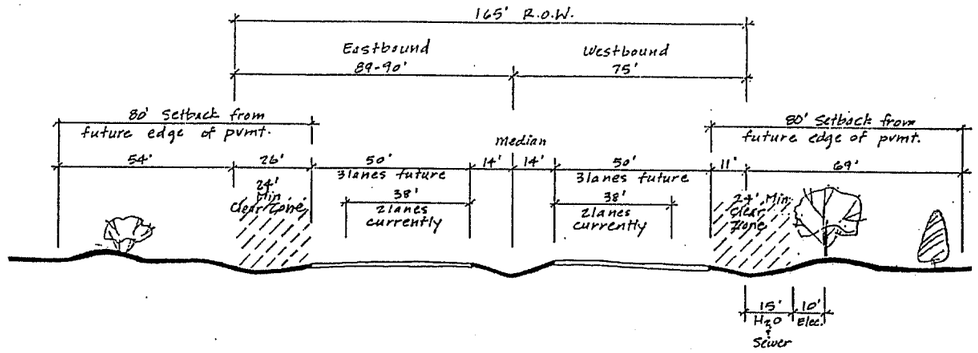
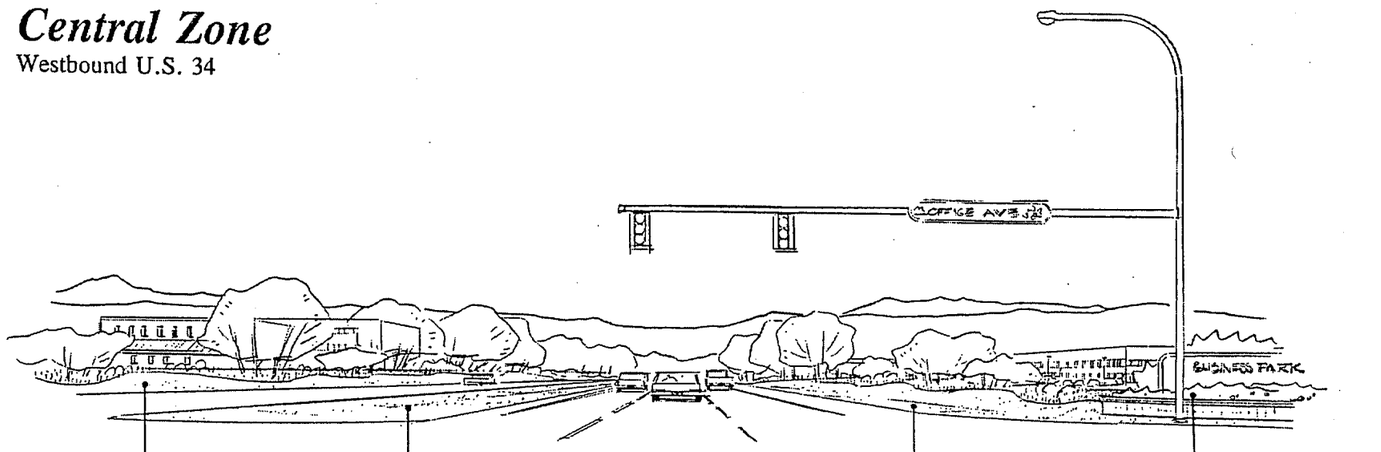


Figure 6.12 - Central Zone Section

Central Zone

Westbound U.S. 34



SOUTH SIDE
80' LANDSCAPE ZONE

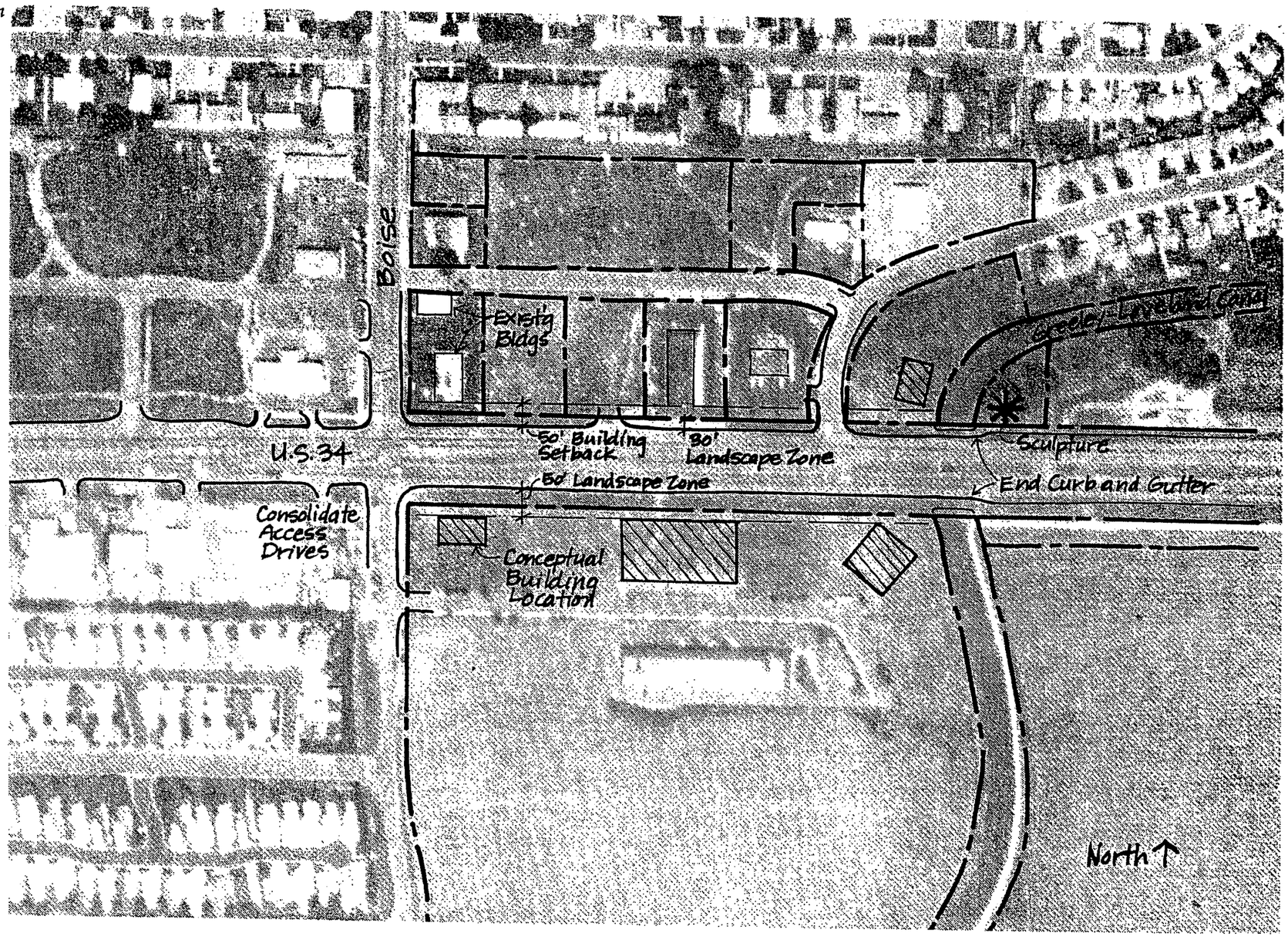
MEDIAN
- Mowed turf with large drifts of wildflowers

NORTH SIDE
80' LANDSCAPE ZONE
- Drainage swale at R.O.W.
- 4' to 6' high berm
- Loose groupings of deciduous trees and shrubs
- Mowed turf with tall grass and wildflower border

CORNER TREATMENT
- Sign monument with walled planter
- Pedestrian paving

Figure 6.13 - Central Zone Perspective

Figure 6.14 - Urban Zone Plan



The Urban Zone

The ***"Urban Zone"*** should have 50' building setbacks and a 30' landscape zone, similar to what has already developed in this zone and west of the study area. The City park property adjacent to the Greeley-Loveland Irrigation Canal should be enhanced, and could contain sculpture similar to that located at the I-25 Interchange.

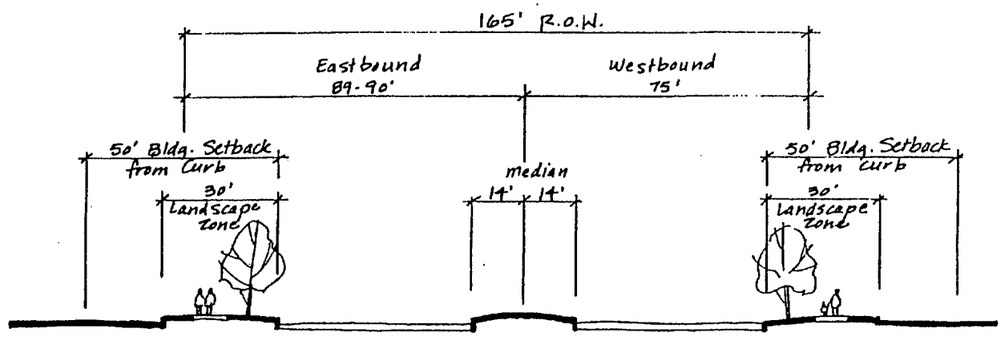


Figure 6.15 *- Urban Zone Section*

Urban Zone

Westbound U.S. 34

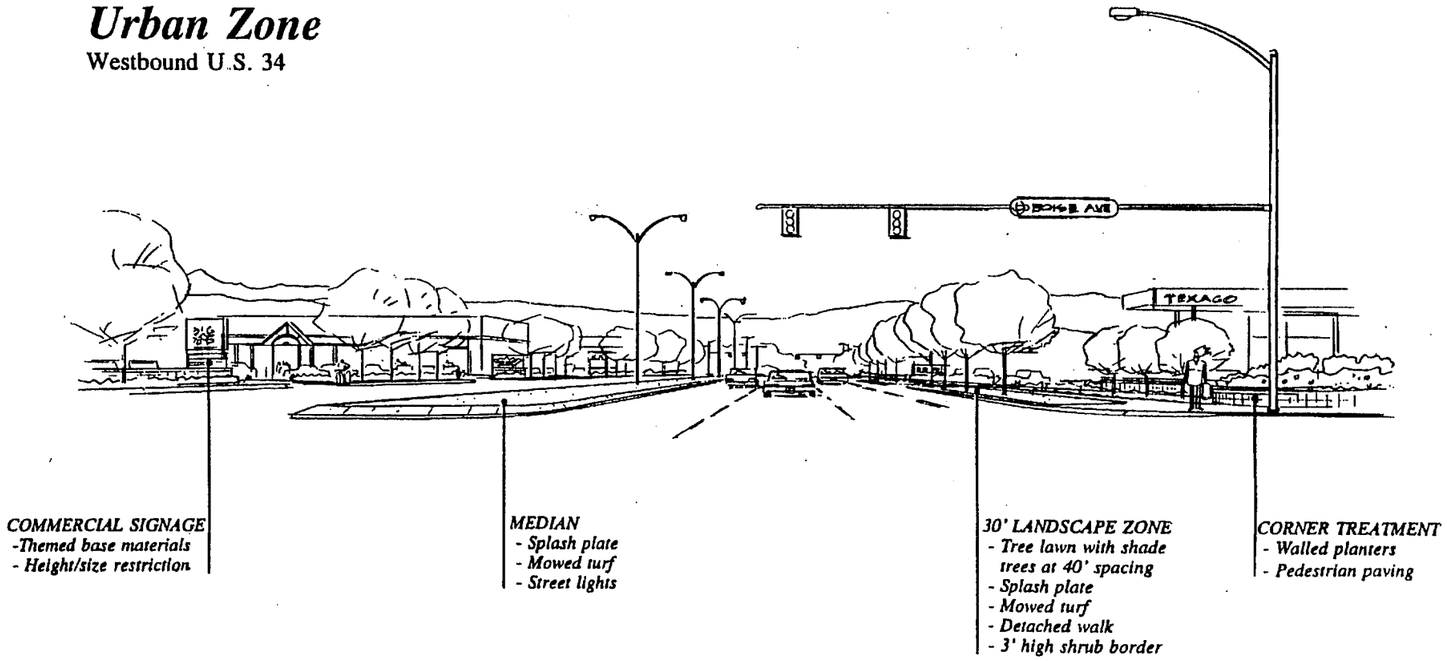


Figure 6.16 *- Urban Zone Perspective*

View Windows

View windows with associated maximum height contours are located at four locations along the corridor: at County Roads 7 and 9, and at two other right-in, right-out only intersections. These should be measured from the centerline of the cross-street to a point along the westbound U.S. 34 centerline 400' to the east. The maximum height contours shown go to 55', however the vertical angle should be projected as far as necessary to ensure that structures or trees with heights greater than 55' are not placed where they will block the views. The actual allowable height of elements within designated view windows should be determined from the elevation of U.S. 34 within the view window.

Pedestrian Circulation

Except in the Urban Zone, and where a walk presently exists in the western Transition Zone, pedestrian access to parcels within the corridor should be located adjacent to the secondary road system rather than along the highway. Locating the walks along the secondary road system will provide more direct access to destination points and separate the pedestrians from the high-speed traffic and noise associated with U.S. 34. Pedestrian access across U.S. 34 should be located at the major intersections.

Pedestrian paths should be detached from the roadway and link to the multipurpose recreational trail that has been proposed along the Greeley-Loveland Irrigation Canal. Trailheads for the recreational trail are shown at Denver Avenue and at the I-25 frontage road.

Bicycle Circulation

Commuter bicycle circulations should be accommodated along U.S. 34 with a 10' shoulder along its length. Recreational bicyclists can use the recreational trail and bike lanes along major cross streets.

Vehicular Circulation

Vehicular access to adjacent parcels should be limited to the intersections shown along U.S. 34 and from secondary intersections located at least 750' away from U.S. 34. The I-25 frontage road is in the process of being rerouted through the parcel north of the Park-n-Ride. The current frontage road will then service only the Park-n-Ride.

Additional Design Standards and Guidelines

Site Planning

- Cluster structures when possible to provide strong spatial relationships between buildings.
- Avoid large expansive parking lots.
- Allow corridor landscaping to flow into the site as part of an overall landscape concept.
- Vary building setbacks and orientations to avoid a walled corridor effect. See Figure 6.17 - Site Planning Concepts. Orient building entries to be visible from U.S. 34 when possible. (See Architectural Considerations at the end of this chapter.)

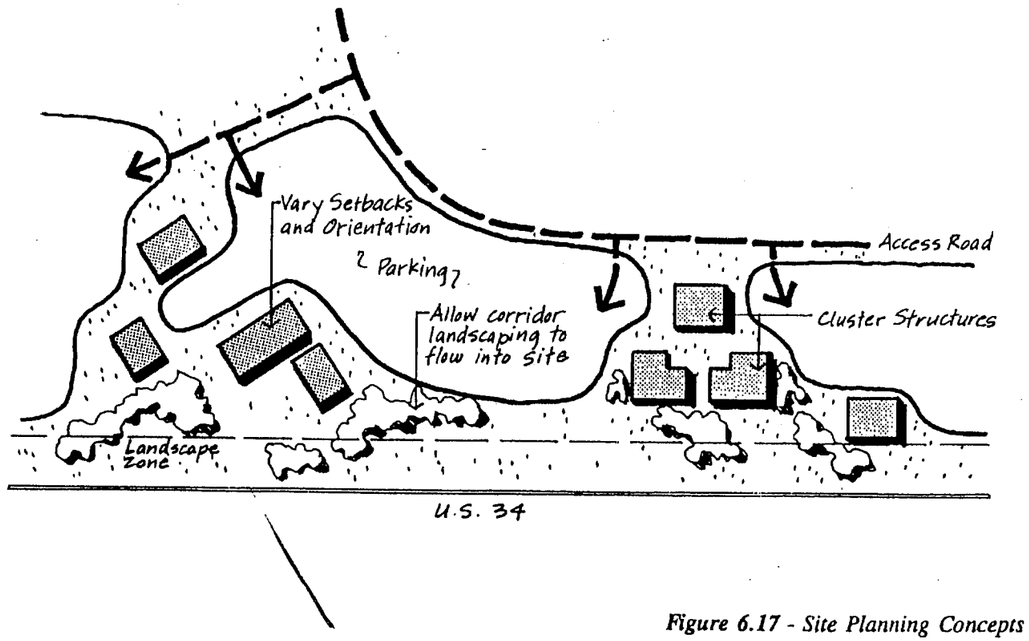
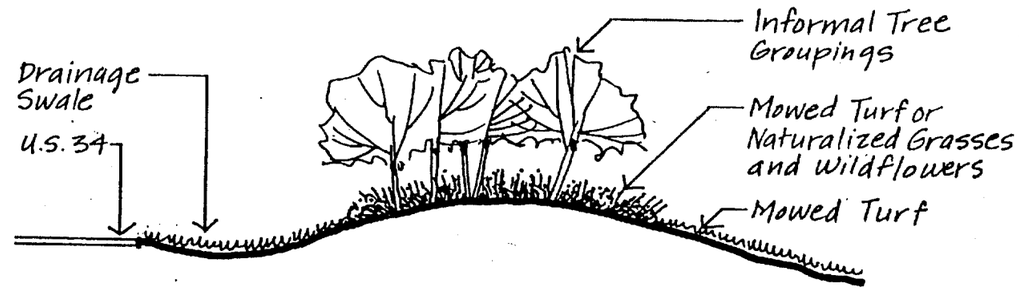


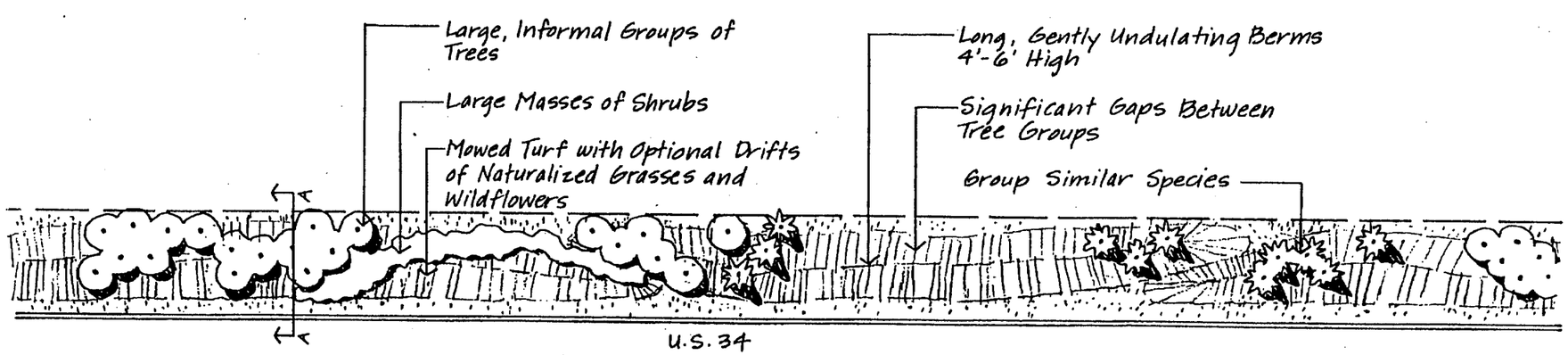
Figure 6.17 - Site Planning Concepts

Landscape Character and Requirements

The landscape of the corridor should relate to the distance and speeds from which is it viewed. Therefore, everything should be implemented on a large scale. Trees should be arranged in large informal groupings of similar species. The groups should be spaced far enough apart to provide variety and a definitive edge to the groupings. Large masses of shrubs should flow through the landscape zone and over the tops of berms. The berms should be long with large-radius undulations; avoid long, straight berms and short-wavy berms. The ground plane should be covered with grasses and drifts of wildflowers. The grasses may be all turf grass, or zoned with turf grass at the edges and naturalized grasses that are allowed to grow longer and form seed heads. Figure 6.18 - Landscape Character, illustrates these concepts in plan and section.



Section A-A



Plan View of Landscape Zone

***Figure 6.18** - Landscape Character*

- *Plant Palette* -- Plant materials should be primarily deciduous native species, with some evergreen accents. This includes:

  Large Trees:
  Cottonwoods
  Green Ash
  Hackberry
  Ponderosa Pine
  Blue Spruce

  Small Trees:
  Hawthorn
  Amur Chokecherry
  American Plum
  Ginnala Maple

  Shrubs:
  Three-leaf Sumac
  Mountain Mahogany
  Potentilla
  Coyote Willow
  Dogwood
  Alder
  Boulder Raspberry
  Snowberry
  Sand Cherry
  Rabbitbrush
  Sage
  Junipers

  Grasses:
  Turf Grass - Brome/Fescue Blend
  Naturalized Grasses - Crested Wheat, Western Wheat, Blue Grama, Buffalograss, Sandlove Grass.

- *Landscape Requirements* -- Within the landscape zone, provide a minimum of 2 canopy trees, 1 flowering tree, 1 evergreen tree and 11 shrubs per 100 linear feet of U.S. 34 frontage. See Figure 6.19 - Landscape Requirements. For arterial collector streets, buffer yards, parking lots and the remainder of the development, follow the requirements for amount of landscape material listed in the *"Site Development Performance Guidelines and Standards (SDPGS)."*

Additional landscape material may be required (up to the maximum required in the SDPGS) to screen loading, storage or service areas or other objectionable uses.

Place material as outlined in *"Landscape Character"* above.

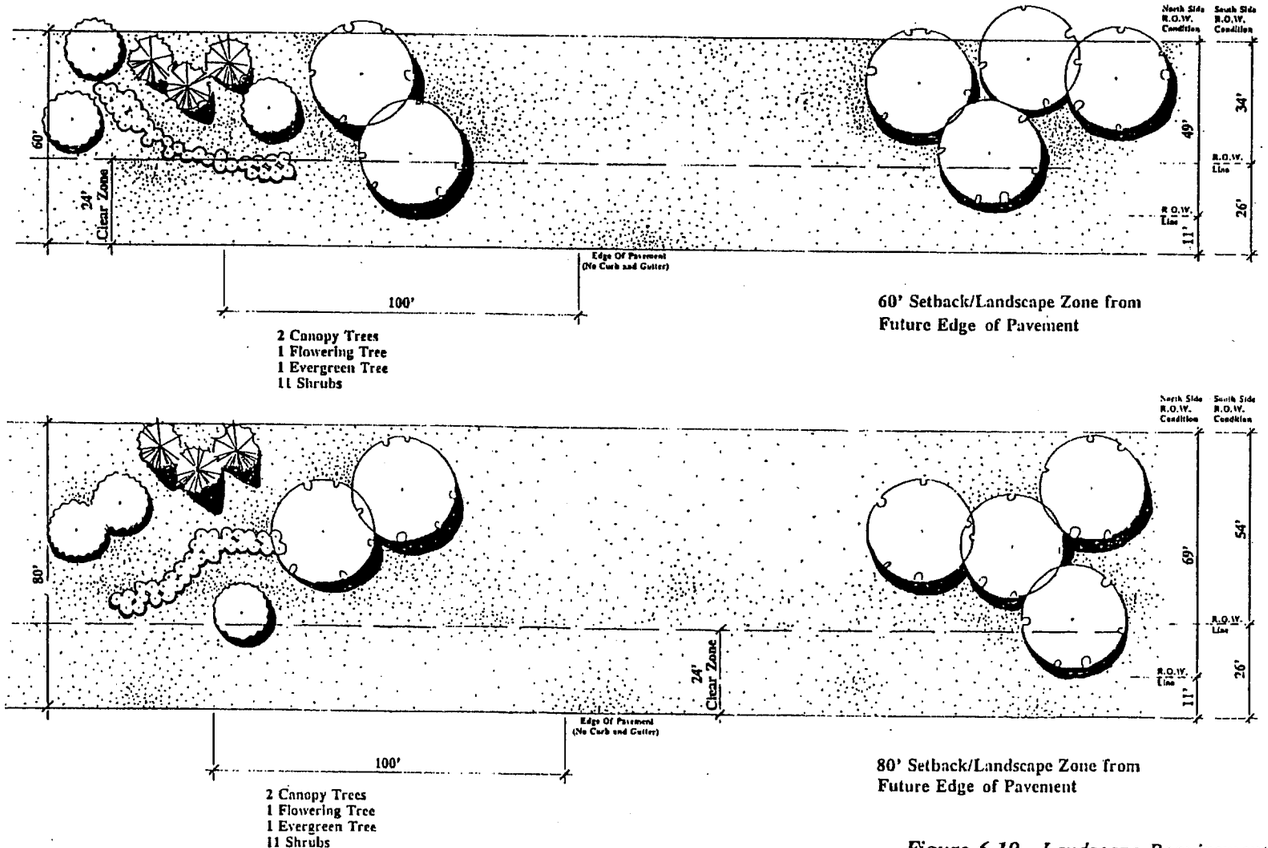


Figure 6.19 - Landscape Requirements

- *View Windows* -- Provide permanent visual access to mountain views as shown on the master plan by choosing materials that, when mature, will not exceed the maximum height contours within the designated view windows. Large trees should be grouped at either side of the view window to enframe views. Ornamental trees should be used to accent the middle ground. Flower and flowering shrubs should draw attention to the foreground.

Grading

Provide 4' to 6' berms along U.S. 34. Grading of berms, channels, swales, etc., shall be designed with smooth vertical transitions between changes in slope. All berms should be designed so that they are at least six times as wide as they are high. No slopes should be steeper than 3:1. Where space limitations demand, terracing with approved retaining walls shall be utilized Avoid the use of wood retaining walls as they deteriorate rather quickly. Refer to Figure 6.20 - Grading Concepts for preferred grading solutions.

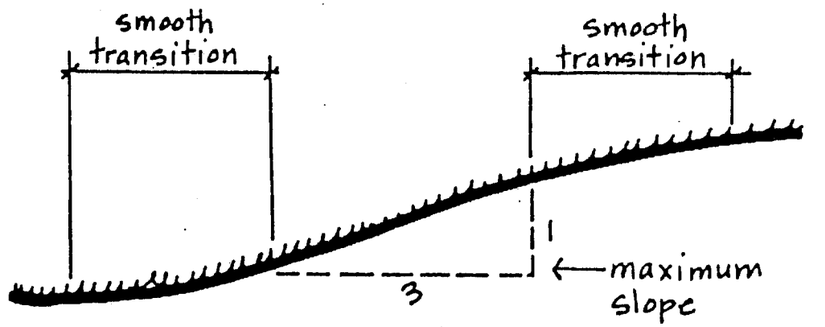


***Figure 6.20** - Grading Concepts*

Managed Visibility from U.S. 34

- *Parking Lots* -- Where feasible, locate parking lots away from the U.S. 34 corridor to minimize their visual impact. Use berming and shrub planting to screen the parking lot ground plane from views from the U.S. 34 roadway. Follow the requirements contained in the "Site Development Performance Guidelines and Standards", for required opacity of screen and internal parking lot landscaping requirements.

- *Retail Uses* -- Use berming and shrub planting to screen the ground plane while allowing view opportunities to stores and building-mounted signage.

- *Commercial/ Office/ Industrial/ Institutional Uses* -- Focus views into the site at key image locations, such as entries, focal points or architectural features. Provide a visual buffer for loading, storage and service areas. See text below.

- *Residential Uses* -- Use 6' berms and shrubs to provide visual and noise separation between U.S. 34 and residential areas that are adjacent to U.S. 34.

- *Open Space* -- Provide views into open space areas. Berms are not required.

- *Loading, Storage and Service Areas* -- Loading, storage or service areas which are potentially visible from U.S. 34 shall be screened from view. Design the screen as an integral part of the building architecture. Chain link with slats is not an acceptable material. Figures 6.21 - Loading and Service Areas, and Figure 6.22 - Storage Areas illustrates desirable solutions.

Fencing

On properties adjacent to U.S. 34, security fencing that is visible from U.S. 34 shall be bronze-colored metal fencing with intermediate sandstone or brick pillars.

Lighting

Provide street lighting along U.S. 34 only at intersections and where needed for vehicular turning movements. Arterial and collector streets shall be lighted per City of Loveland standards.

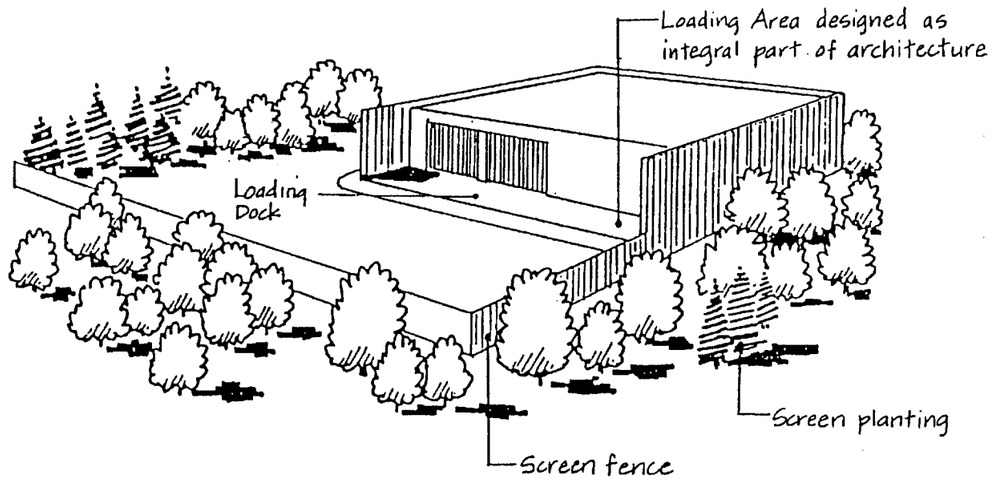


***Figure 6.21** - Loading and Service Areas*

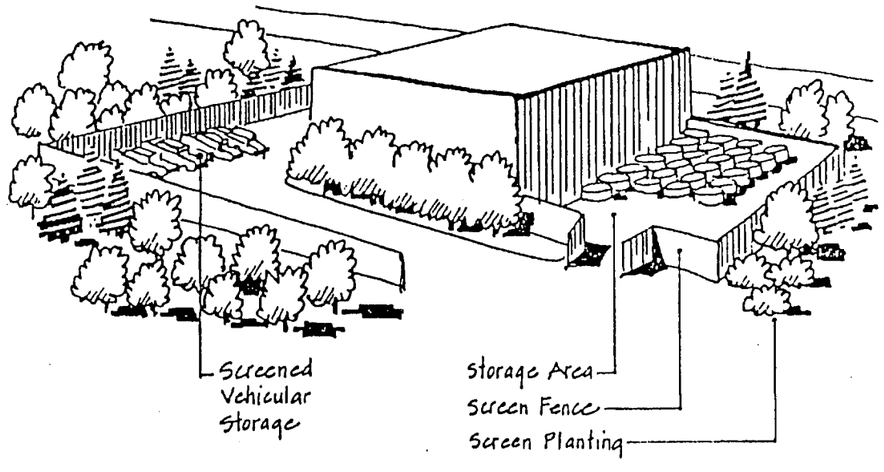


***Figure 6.22** - Storage Areas*

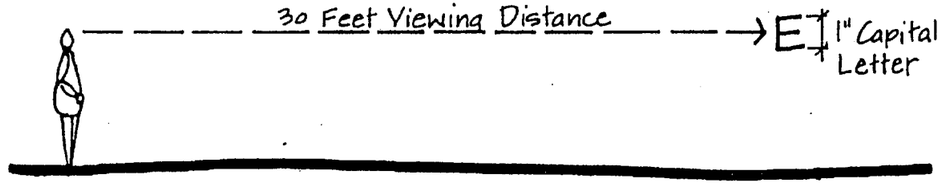


Figure 6.23 - Type Size/Viewing Distance

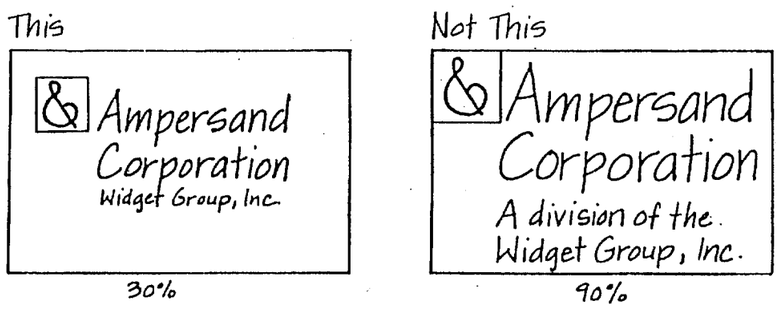


Figure 6.24 - Message Area of Sign Face

Signage

Within the planning area boundary shown on Map 4. - Master Plan, signage shall be designed according to the following guidelines:

- *Size, Shape and General Design Considerations* -- Freestanding signs should be a maximum of 12' in height with concealed support systems. Pole signs are not acceptable. A horizontal profile is preferred for signs because it harmonizes with the landscape character. Landscaping should be provided around the base of ground-mounted signs to help them integrate with the natural environment. The plant material around floodlight fixtures should be carefully placed to visually screen the fixtures. The height of the plant materials should also be considerate of sight lines for both motorists and pedestrians.

- *Materials and Colors* -- Materials for the sign face and base should be warm-toned, natural materials, or materials that are sympathetic to natural materials. Examples include: brick, sandstone, textured and colored concrete or concrete block, and stucco.

- *Lighting* -- The sign shall be lighted by directional, external light sources, internally illuminated letters and logos, or back-lighted raised letters and logos. The entire sign face may not be internally illuminated.

- *Legibility* -- For maximum ease of readability, signage should contain a minimum number of items of information; one item per identification or regulatory sign is best. For example, identification signs for retail or commercial centers should not display the name of each of the occupants in addition to the name of the center. Information/directional signs are most easily read and understood when limited to six items of information.

In addition to the content of the sign graphics, the size and type of lettering and the way the graphics are positioned on the sign panel affects the readability. The size of letters used should depend on the distance at which the sign is expected to be red. As a general rule, the use of a 1" capital letter height is necessary for each 30' of viewing distance to provide minimum acceptable legibility. See Figure 6.23 - Type Size/Viewing Distance.

The type of lettering used for signage should be simple in style and form. Unusual letter construction and unfamiliar proportions between strokes and spaces are difficult to read and should be avoided.

The readability of a message also depends on the simplicity of its layout on the sign panel. For the most effective communication, the area of a sign face use for message area should vary with the sign type. Identification and informational/directional signs are most readable when the message area is 30% or less of the total sign face. Vehicular control signs and other regulatory signs, however, generally use close to 100% of the sign face for their message. See Figure 6.24 - Message Area of Sign Face.

Architectural Considerations

Within the planning area boundary shown on Map 4. - Master Plan, buildings shall be designed according to the following guidelines.

The purpose of these guidelines is to produce orderly and aesthetically pleasing developments of high quality architecture in harmony with the environment and consistent with the intended use of the building(s). It is the intent of these guidelines to allow a wide range of architectural styles.

- <u>Building Construction and Design</u> -- Building construction and design shall be used to create a structure with substantially equally attractive sides of high quality, rather than placing all emphasis on the front elevation of the structure and neglecting or downgrading the aesthetic appeal of the side and rear elevations of the structure, particularly when visible from adjacent streets and properties.

  - *Avoid large uninterrupted expanses of a single material.*

  - *Long uninterrupted building planes are discouraged; buildings shall be designed and arranged with offsetting surfaces and planes to provide a varied street appearance.*

  - *Any accessory buildings and enclosures, whether attached to or detached from the main building, shall be of similar compatible design and materials.*

- <u>Exterior Materials and Colors</u> -- Only building materials of proven durability and quality are to be used. The type, colors and textures of materials shall be carefully selected to ensure permanent, long lasting structures with continuing high quality appearance.

  - *The colors dominating the landscape of Loveland are light, muted earth tones. These colors blend well with the natural surrounding environment. These light earth tone colors shall be the predominant ones used on the exterior of the building with bright colors used for accents and detailing of the architecture of the buildings or structures.*

  - *Building colors shall seek to achieve an overall harmony using a limited palette. Colors used merely as "attention getters", such as orange or red roofs or orange and white striped facades shall be avoided.*

- <u>Rooftops</u> -- Rooftop surfaces, equipment and accessories shall be designed according to the following requirements:

  - *The roof surface materials, texture and reflectivity shall be designed considering their effect on the views of other sites and structures. Where rooftops are visible from other sites, structures or public roads, the rooftop materials shall be nonreflective.*

  - *Roof-mounted mechanical equipment, vents, stacks, etc., shall be minimized and, where possible, eliminated.*

  - *Long runs of exposed ductwork, pipes, conduit or other similar items are prohibited.*

  - *Any appurtenances that must be roof-mounted shall be located and screened so they are not visible from any point at ground level. Where possible, the appurtenances shall be grouped and enclosed by screens that are designed to be compatible with the building architecture. The screens shall be a foot taller than the materials being screened. If necessary because of visibility, all rooftop mechanical equipments, ducts, etc., must be fully enclosed in a mechanical penthouse.*

  - *All rooftop appurtenances shall be painted the same color, to be compatible with the building architecture.*

  - *Rooftop solar collectors, skylights and other potentially reflective rooftop building elements shall be designed and installed in a manner that prevents reflected glare and obstruction of views of other sites and structures.*

Maintenance

All landscaping is to be maintained so that it is free of weeds and trash. Install automatic irrigation systems and water plant materials according to their water use requirements. Prune out dead branches and limbs. Mow irrigated turf grasses as needed to maintain a height of between 2 1/2" to 4". Allow seed heads to form in naturalized grass and wildflower areas; mow only if the area becomes unsightly or after the seed heads and leaves have dried.