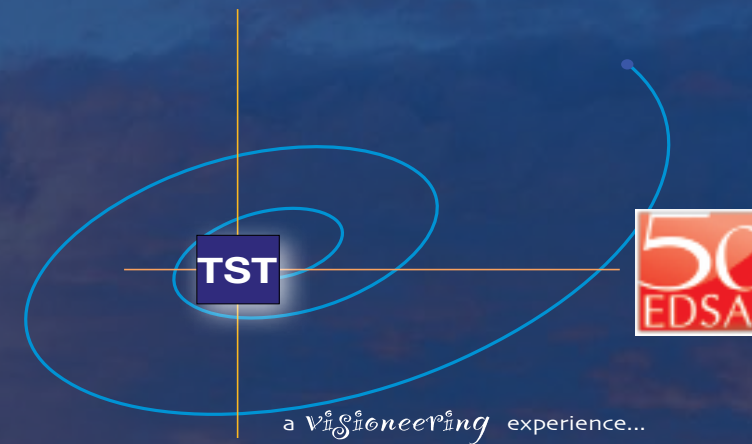




Redevelopment and Revitalization of Downtown Loveland Vision Book

A strategic vision and catalyst for a vital, sustainable downtown

Fall 2010



a visioneering experience...



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Executive Summary

A Proactive Vision for the Future of Loveland's Downtown

Loveland is well positioned to support redevelopment and investment in the Downtown. A strong foundation of arts and culture, businesses, employers, residents, and services are active and successful. A strategic plan, infrastructure master plan, and a market demand analysis have all been completed. A proactive business climate and an economically healthy city government have set the stage for revitalization of the Downtown. More importantly, the City has taken steps to acquire strategic properties in Downtown in an effort to further energize the Downtown.

The Vision Book presents an overview of the current status of Downtown, as well as a strategic look to the future. It seeks to embody what is most authentic, notably its commitment as a regional center for arts and culture.

The Vision Book includes three catalyst development project concepts. These projects, when completed, will bring renewed vitality to the area through greater urban density and enhanced civic space.

Loveland's future reflects its optimistic outlook and welcoming spirit. With the catalyst projects outlined in this book, the Downtown is poised for a bright future.



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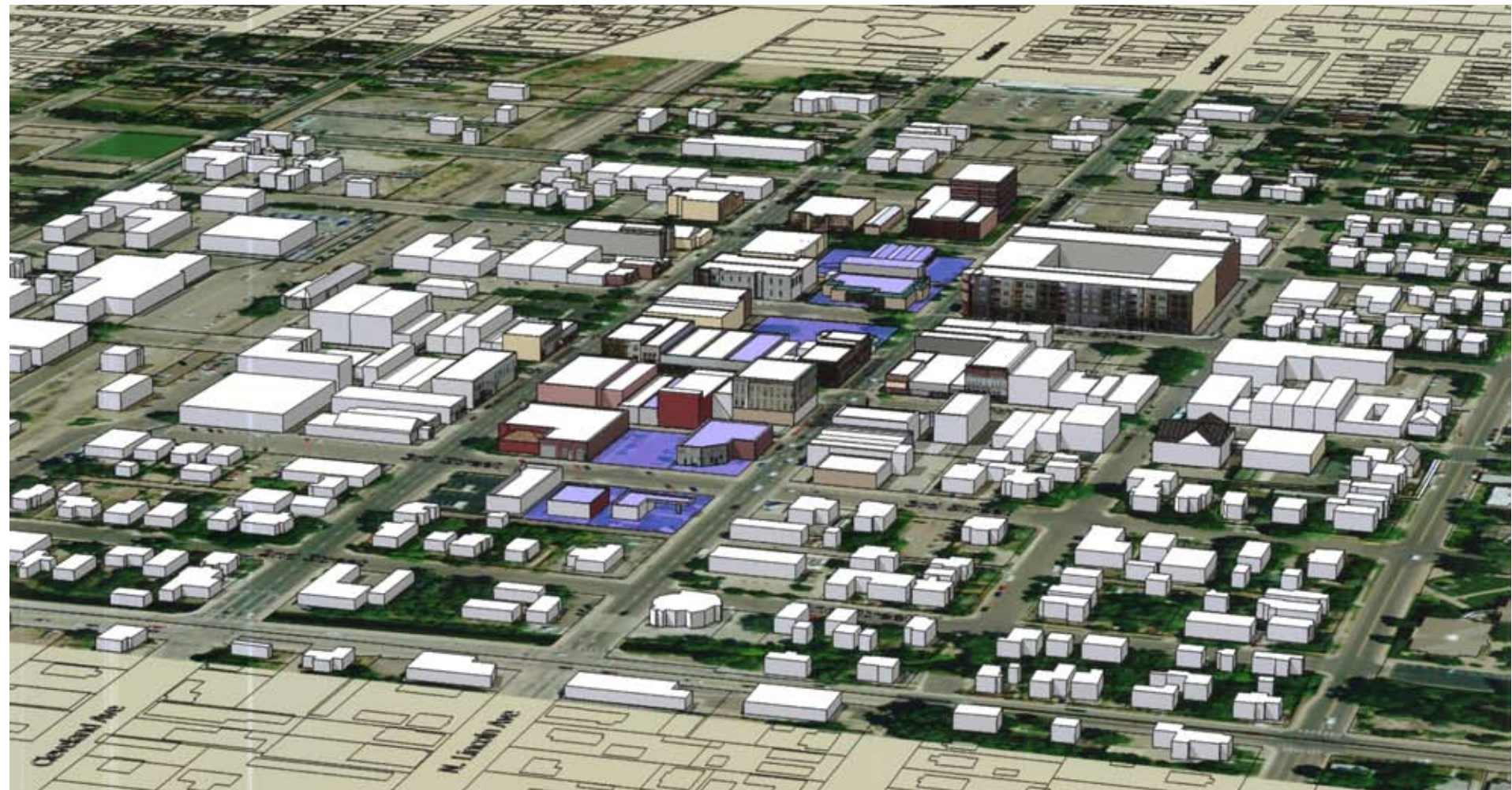
Introduction

Loveland is growing and the Downtown is poised to capitalize on the vibrancy, activity and mix of uses within its core. Many factors suggest a positive outlook:

- **A growing population base**
- **A solid downtown core of restaurants, retail services and employment**
- **A supportive and enthusiastic interest by the public**
- **New projects that add to the character and fabric of the Downtown, and**
- **A strategic plan focused on reinvestment**

Most importantly, the City owns or controls several key properties within the Downtown core (see the blue shaded areas below).

The properties controlled by the City are strategically located to allow for redevelopment and revitalization that support the vision for Downtown. The City is seeking to identify a development partner for the sites to promote redevelopment and growth. In other words, these future projects can create a catalytic effect that propels the economic and social vitality of Downtown Loveland.



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Purpose

The purpose of this Vision Book is to highlight these catalyst projects, and describe the context, character and the opportunity for revitalization. In addition, the Vision Book will identify 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.

The Downtown is not simply a historic core, it presents a unique opportunity to bring the authentic culture, story and values of Loveland to life... to celebrate our past, present and our future, as we connect, integrate and sustain our downtown core. This Vision Book will portray a progressive urban fabric, an activated and engaging Downtown lifescape, and an authentic blueprint for the future of Downtown Loveland.

Long recognized as a center for the arts and located at the gateway to Rocky Mountain National Park, Loveland is truly... A Work of Art.



Loveland, Colorado... A Work of Art

Redevelopment and Revitalization of Downtown Loveland

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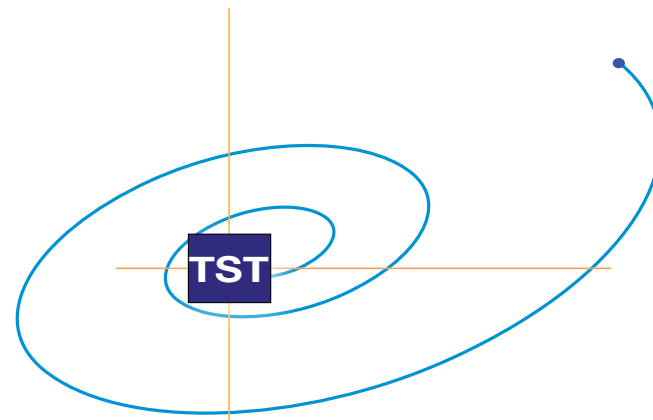
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Project Team

After a comprehensive, competitive search process, the City of Loveland selected a consultant team for this project, "Redevelopment and Revitalization of Downtown Loveland." This team was supported by senior staff from the City of Loveland.

The consultant team included:



Team Leader/Project Manager



Visioning
Dreamscaping
Concept Design
Staff/Stakeholder Involve.
Infrastructure
Engineering
Experience Design
Catalytic Strategy
Strategic Framework

Urban Planning
Concept Design
Redevelopment Strategy
Catalytic Concepts
Site Design
Renderings
Illustrations
Experience Design
New Century Design

Financial Modeling
Funding Strategies
Private / Public Partner.
Market and Demand
Financial Feasibility
Developer Database
Catalyst Projects RFP
Developer Solicitation
Developer Review Guide.

Ed Goodman, Team Leader
Chief Experience Officer, TST
Chris Erickson, PE, LEED AP
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Approach

The project approach was developed in association with City Staff. The basic approach included:

1. Select a project/consultant team with local and international experience
2. Interface and collaborate with City Staff, the Downtown team and Key Stakeholders
3. Review past work, plans, studies, and financial and social factors
4. Create visionary and imaginative Catalytic Concepts that can succeed
5. Develop the Financial Strategies, Incentive Options, partnering Concepts and Financial Modeling
6. Use this Vision Book in the creation of a Developer Request for Proposals (RFP)
7. Distribute the RFP to a wide audience of interested companies.

We wish to thank City Staff and the many people, groups, organizations and volunteers that provided input to this guidebook and to the ideas and experience opportunities that are highlighted in this report. We acknowledge the years of effort, planning and community-driven input that has resulted in the incremental development and vision of Downtown Loveland. Through the implementation of these strategies and opportunities the future can be even brighter.



Public Input

Public input was encouraged during this project. Not only were the efforts of other past studies, master plans and outreach reviewed, but new opportunities for input were provided.

A Community Open House was held on May 27th, 2010 at three locations in downtown Loveland. The public was invited to share their views, opinions and aspirations for the redevelopment and revitalization of Downtown. More than a hundred people participated in this effort to discover the most important aspects of topics including branding, theming, infrastructure, land uses and more. The results of this Open House were compiled for use during the Design Workshop phase of the project.

The Design Workshop phase also included more than 80 invited participants, City Staff, business owners, employers, and non-profit organizations to name a few. A three day Design Workshop was conducted, June 2nd-4th, 2010, and involved a Downtown tour, as well as breakout sessions with the public and City Staff. Many ideas, thoughts and considerations were documented and utilized in the development of catalyst project concepts. The end of the three day workshop culminated in presentations of the design ideas, concepts and revitalization strategies. At this time, the public was again invited to provide reactions and suggestions for refinement of the concepts moving forward.

Work sessions with City Staff and City Council followed in July and August, as the catalyst concepts and development strategies were refined. This Vision Book was created as a result of these efforts.





About Loveland, Colorado



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About Loveland

Loveland is beautifully situated along the foothills of the Rocky Mountains, approximately 45 miles north of Denver. With numerous accolades, northern Colorado is certainly destined to grow and evolve, while maintaining its focus on vitality and sustainability. In fact, northern Colorado has been one of the fastest growing areas in the nation in recent decades. Its 2009 population of 67,006 makes it the second most populous city in Larimer County and the 14th most populous in Colorado. Loveland is a Home Rule Municipality offering the convenience of a small town with all the amenities of a larger city.

Featuring more than 300 days of sunshine per year and low humidity, Loveland experiences the very best in mild, year-round weather. Because of this, Colorado is active year-round and all four seasons are enjoyed by all. There is always something happening in Loveland; from musical concerts, art shows, and theater productions to professional hockey games, community celebrations and a multitude of conventions. Loveland offers a variety of both indoor and outdoor activities enjoyable for every season.

Public education is highly-regarded and award-winning, superior health care is present within the city. With a favorable cost of living index, Loveland is attractive to people of all ages. Demographers predict significant growth for Northern Colorado in the coming years and decades.

Pop. (2009 Est.) – 67,006

Regional Population - 500,000+ (w/o Denver Metro)

Median age – 35.3 years

Families represent 71.1% of the population

Median household income – \$52,281

Median home sale price – \$224,565

Square miles of area – 30.82



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Within the region you'll find a number of international companies like Owens-Illinois, Hewlett Packard, Intel, Vestas and Woodward, and within in Loveland itself, companies like Agilent, Hach and Kroll Factual Data. This economic growth in Loveland continues today, as businesses like Agrium and Crop Production Services located their regional headquarters to Loveland in 2010.

Loveland, Colorado offers new and existing businesses significant advantages when starting, relocating, or expanding. Strategically located at the heart of the Colorado Higher Education Triangle; Loveland-based businesses have access to educated workers from three major universities. Loveland also offers a satellite campus of Aims Community College.

The City of Loveland has entered into a 25 year and \$360 million infrastructure plan with the private sector, which offers business owners, "Signature Sites," which are "ready to go and build to suit." The City's Business Development Office assists entrepreneurs with ombudsman services and commercial utility customers may benefit from the Key Accounts Program.

Low Utility Rates - Loveland has municipally-owned utilities and provides some of the lowest electric rates in Colorado.

Diverse Local Economy - Northern Colorado's economy offers a high degree of stability. No one sector represents more than 13.5% of the labor market.

Excellent Proximity to Airports and Highways - Loveland is less than 1 hour from I-76 and I-70 to the South and I-80 to the North. Loveland is also 45 minutes from Denver International Airport and 50 minutes from downtown Denver. The Ft Collins/Loveland Airport is located here and offers commercial and private aviation options.

Multiple Higher Education Institutions - There are 3 universities and 2 community colleges near Loveland with a total of over 100,000 students and almost 700 fields of study. These schools include Colorado State University, University of Colorado, University of Northern Colorado, Front Range Community College and Aims Community College.

No Use Tax - Loveland does not charge a local 3% use tax on personal property (machinery, equipment, computers, etc.) purchased from vendors located outside of the City.

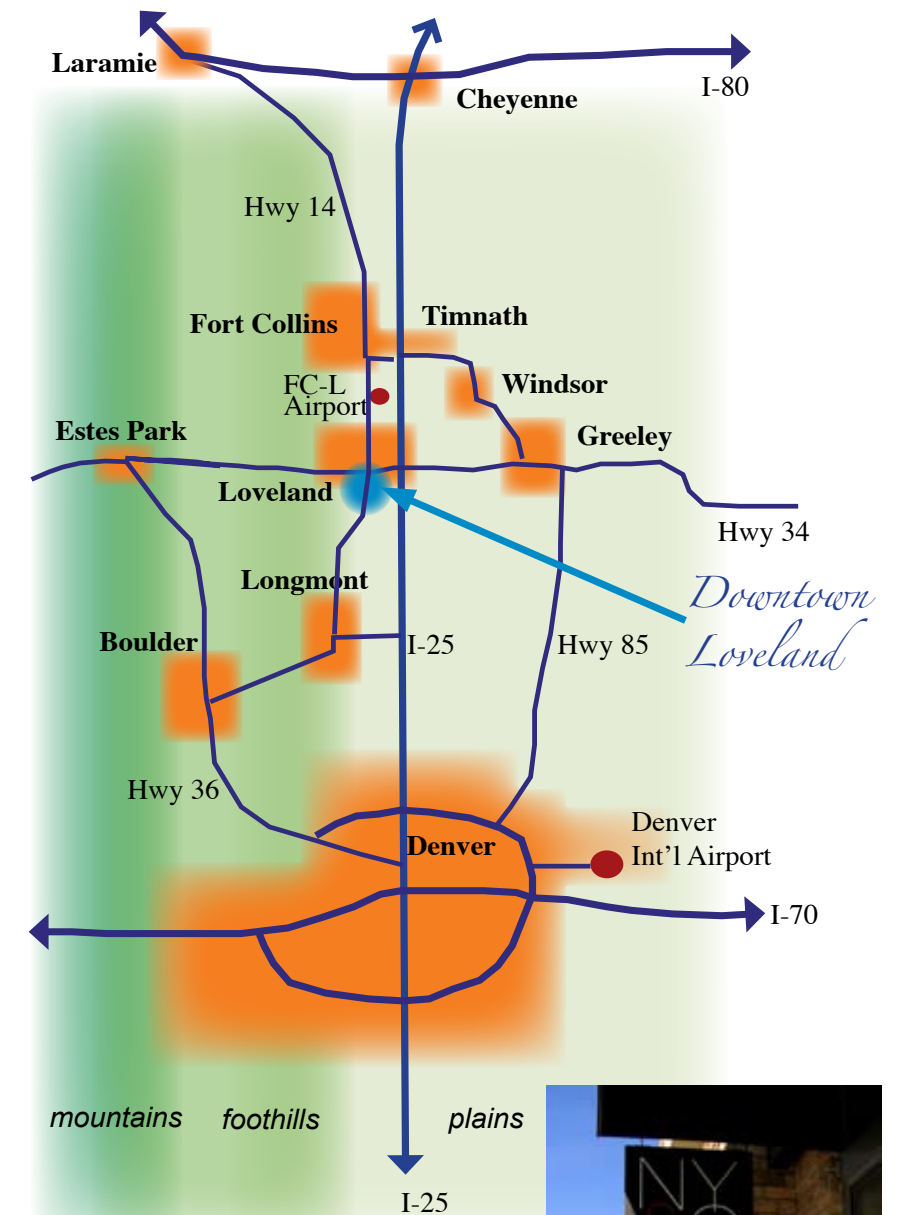
No Capital Expansion Fees - Loveland does not assess capital expansion fees within the Downtown area.

Low Cost of Living - Loveland is extremely affordable! Both housing and overall cost of living are below the national average.

Deep and Talented Workforce - Over 40% of the population in Northern Colorado has a bachelors degree or higher.

Quality of Life - Located at the gateway to the Rocky Mountains, Loveland enjoys unparalleled hiking, skiing, biking, fishing and boating - all with over 300 days of sunshine a year!!

Nearby communities of Fort Collins, Greeley, Longmont, Berthoud, Windsor, Evans and more are all within a 20-minute drive and bring the regional population to more than 500,000. The Denver metro area is also just 45-minutes away.



Regional shopping is featured in the master-planned Centerra community located at the crossroads of I-25 and Hwy. 34. This general area is also home to the Larimer County Fairgrounds, the Budweiser Events Center and more.



Loveland and Larimer County Awards and Recognitions

Loveland is a true jewel and one of America's Great Art Towns. Loveland and nearby Fort Collins are often grouped as a micropolitan area receiving many accolades and special recognition. This table provides a partial listing of awards from 2005 to the present.

DATE	AWARD/RECOGNITION	RANKING	PUBLICATION/ORGANIZATION
July 2010	Loveland/Ft Collins America's Best Places to Live	33rd/6th	Money Magazine
April 2010	Ranked 4th Best Places for Business and Careers:	4th	Forbes Magazine
March 2009	Best Place to Live and Work for Young Professionals	1st	Next Generation Consulting
March 2009	Best Metro for Business and Careers	2nd	Forbes Magazine
November 2008	Best-Educated City in America	10th	Forbes Magazine
July 2008	Fort Collins - America's Best Places to Live	2nd	Money Magazine
July 2008	Loveland - America's Best Places to Live	33rd	Money Magazine
June 2008	Fort Collins - Top 10% in Cities Under 1,000,000 People for: "Creative Class Workforce," "Household Income," "Salary Growth"		Kiplinger's Personal Finance Magazine
2008	Fort Collins - Top 100 Places to Live	-	Relocate-America
2007, 2008	Fort Collins - America's Safest Drivers	2nd	Allstate America's Best Drivers Report
June 2008	Loveland - Governor's Art Award	1st	State of Colorado
2004, 2008	2008 State Technology and Science Index	3rd	Milken Institute
February 2008	City of Fort Collins - America's Smartest Cities	12th	Forbes Magazine
December 2007	Patents per 100,000 Inhabitants	8th	Beacon Hill Institute
November 2007	City of Loveland- Lowest Utilities in Nation	2nd	Cost of Living Index - ACCRA
July 2007	Fort Collins 2007 Fastest Cities - R&D	3rd	Fast Company Magazine
April 2007	Fort Collins & Estes Park - Two of the Top 100 Places to Live		Relocate-America
March 2007	Fort Collins - Top 10 College Towns for Grownups		Kiplinger's Magazine
2007	Six CSU academic departments ranked in Top 10 nationally		2007 Faculty Scholarly Productivity Index
Dec. 2006	Fort Collins - Top 10 Cities: Where to Buy Now	9th	Business 2.0
Dec. 2006	Fort Collins/Loveland Smartest 200 Largest U.S Metropolitan Areas	7th	Forbes Magazine
2006	Best Cities for Relocating Families		Worldwide ERC
2006	Top 10 Fastest Growing States	8th	U.S. Census Bureau
2006	America's SMARTEST Cities	7th	Forbes Magazine
2006	Fort Collins - America's Best Places to Live	1st	Money Magazine
June 2006	Fort Collins - Best Places to Live	34th	Kiplinger's Magazine
May 2006	Best Places for Business and Career	16th	Forbes Magazine
May 2006	Safest Drivers	2nd	Allstate Insurance
2006	Eight CSU academic departments ranked in Top 10 nationally		2006 Faculty Scholarly Productivity Index
May 2006	100 Affordable Communities/ Best Places to Raise your Family	6th	Frommer's
Sept. 2006	100 Best Communities for Young People		America's Promise
2005	"Bicycle Friendly Community"		League of American Bicyclists
2005	Governor's Award for Downtown Excellence	-	Governor's Awards
Aug. 2005	One of 18 Perfect Towns	-	Outside magazine



Downtown Loveland

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Downtown Loveland

History

The City of Loveland was established in 1881 and named after the President of the Colorado Central Railroad, William A. H. Loveland. Being located on the railroad helped Loveland establish itself as a shipping hub for agricultural and industrial industries.

The primary crops in the area were sugar beets and cherries. In 1901, the Great Western Sugar Company built a factory in Loveland which remained a prominent employer throughout a good portion of the 20th century. During the late 1920's the Spring Glade orchard was the largest cherry orchard west of the Mississippi River. At that time the cherry orchards produced over \$1 million worth of cherries per year and why Loveland holds an annual Cherry Pie Celebration.

A strong art culture emerged in Loveland during the last quarter of the 20th century. In 1972, Bob Zimmerman opened a metal foundry and eventually began working with sculptors and exists today as Art Castings of Colorado. The world-class foundries and artists in Loveland have helped turn Loveland into a world renowned Art Mecca. Loveland is now home to, Sculpture in the Park, the largest juried sculpture show in the country and exhibits local, national, and international artists. Loveland was also the first community in Colorado to start an Art in Public Places program which is now home to over 300 pieces of art worth millions of dollars. Recently, Loveland was named on "The 100 Best Art Towns in America" list; Loveland was listed second, behind only Santa Fe, NM.

In 1947, the local Postmaster Elmer Ivers along with Ted and Mabel Thompson began the Loveland Valentine Re-mailing Program with a vision to share the romantic name of Loveland with the world. Since then, millions of valentines have been hand stamped with Cupid's message and re-mailed from Loveland, CO. Because of this program, Loveland has long been described as the "Sweetheart City".



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Downtown Loveland

Present Context

Today, Downtown Loveland is experiencing a renaissance of renewed interest and development. New retail shops, restaurants, art galleries and offices are creating the foundation from which the Downtown can grow. Many successful businesses are located Downtown and additional development that is supportive can further the economic vitality of these businesses.

Fourth Street and the Rialto Theater are the centerpiece of Downtown. The current mix of retail, shopping, dining, services, offices and other residential and non-residential uses create a core viability. This core is further supported by key components including:

- Civic Center and City Hall
- Chilson Center
- Loveland Museum and Gallery
- Library
- Post Office
- Rialto Theater
- Pulliam Building
- Fairgrounds Park
- Surrounding historic neighborhoods.

As the Loveland and front range populations continue to see diverse growth, Loveland's Downtown is becoming an attractive location... a gathering place for the community... its heart and soul. As with many small cities, live/work trends point to a renewed interest, by a wide mix of young and old alike, in "moving back to downtown."

Master plans, housing studies, infrastructure plans and input by the public, all share this confirmation that Loveland's future is brighter with a vibrant, energized, active and diverse Downtown lifestyle.

New Downtown catalyst concepts, along with private sector redevelopment projects, will add to the current cityscape. By creating additional housing and employment opportunities a more active, sustainable environment will be created that can exist each day, evening, weekday and weekend.



Revitalization Needs

Creating keystone / catalyst projects that enhance Downtown and provide momentum in moving the area toward economic and social sustainability

Enhancing the quality, character, identity and marketability of Downtown across a diverse group of markets including urban-style/dense housing, class A and B office environments, retail, entertainment and cultural facilities

Defining concepts that capture the unique qualities and lifestyles of Loveland's past and present, yet look to the future with optimism and a welcome spirit... such as an urban art / entertainment / cultural and technology district

Create a safe, enjoyable, inclusive pedestrian experience and image

Utilize the history, artistry and environment of Loveland to its benefit

Foster a day/night vitality and energizing environment that attracts workers, residents, shoppers, visitors and arts/culture enthusiasts

Build tourism, eco-entertainment, and cultural heritage visitors and business

Retain and expand existing businesses, relocate and create new business

Leverage public resources and enhance the vitality, economy and activity of Loveland's Downtown.

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Downtown Loveland

Infrastructure

Downtown Loveland is at the center of a strong infrastructure grid. Within this core area there exists a network of highways, local streets, and public parking, potable water, sanitary sewer, storm sewer facilities, three phase power, gas, cable, telephone, and fiber optic.

One key infrastructure asset in Downtown Loveland is the strength of the transportation grid. Just a few blocks north of Downtown is U.S. Highway 34 which connects I-25 with Estes Park, CO and Rocky Mountain National Park. Highway 34 carries millions of people each year on its east-west route through Loveland. Running directly through the heart of Downtown is State Highway 287 which carries tens of thousands of vehicles per day and provides great access to Downtown from other parts of Loveland, as well as the surrounding communities of Fort Collins and Longmont.

Considering the catalyst projects specifically identified with this work, it appears, based on preliminary analysis, that all of the basic utilities to support these projects are of adequate capacity. While upgrades and connections to these infrastructure elements will be required, it does not appear major off-site infrastructure improvements are necessary to support these projects.

For a detailed evaluation of the existing services please refer to the "Destination Downtown: HIP Street Master Plan" document.

Planning and Zoning

The Downtown Loveland area is in a unique zoning district that has been created just for this core area. The zoning district is the "BE District - Established Business District". This district was prepared to create additional flexibility for property and business owners in Downtown.

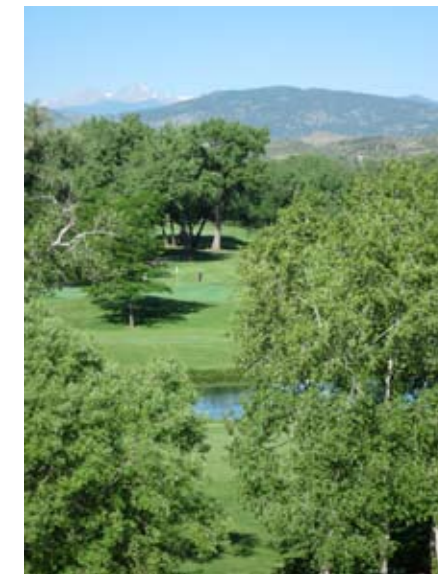
The BE District code is currently in the process of being re-written to provide even greater flexibility and enhance the allowable building heights in the core area as well. For more details on the BE District zoning please refer to the City's Zoning Code and contact the City's Planning Department for updates.



Amenities and Attractions

Loveland has long been known as a cultural arts community. With a large professional community of sculptors, painters, and other artists (music, dance, theater), Loveland is known as "A Work of Art." As a central pulse to the city, the arts are a main attraction and point of pride for its residents. The Loveland Museum and Gallery is a main attraction and plans for expansion are a key factor in the revitalization of Downtown. Artist workshops, galleries and a rich history of Arts in Public Places, testify to Loveland's reputation as a cultural heart of Colorado.

Loveland's geographic location along the foothills of the Rockies creates a scenic backdrop for a wide variety of outdoor activities. Golf, hiking, fishing, skiing, boating, and biking are just a few of the many activities available throughout the year. Just a short drive west takes you to Estes Park and the entrance to Rocky Mountain National Park, one of the nation's most visited parks with 3 million visits annually. Loveland has a wonderful opportunity to attract these visitors to a redeveloped, activated, artistic and revitalized downtown.



Revitalization, Development & Redevelopment



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Revitalization, Development and Redevelopment

Past Studies

Since the City has elevated the revitalization of Downtown to a priority, much work has been done to build a solid foundation for this work and others going forward. The City, along with local partners, have prepared strategic and implementation plans, conducted market studies, evaluated the condition of existing infrastructure, and prepared plans to enhance the streetscapes.

The documents are available at the City's website for review. These plans and studies, as well as a brief description of the documents, include the following:

- **Downtown Strategic Plan & Implementation Strategy**

Describes the plan to revitalize Downtown Loveland, the tools available to help that occur, and defines the actions that need to be taken to achieve these goals. This document identified private-public partnerships as one important need to stimulate the successful revitalization of Downtown Loveland.

- **Downtown Loveland Retail Market Analysis**

Evaluates the potential draws in Downtown, conducted preference surveys of the local community residents, and evaluated the condition of existing business operations in Downtown. Findings showed that the City is the primary employer in Downtown at this time, existing civic amenities at Civic Center draw over 750 thousand visits per year, and that the daytime population in Downtown is much lower than other regionally successful community downtowns. This document also identified a need for a cohesive branding of Downtown Loveland and found that consistent, larger events have a greater, positive impact on trips to Downtown.

- **Loveland Downtown Market Study (Housing)**

Evaluated existing densities and rents in Downtown Loveland and projected future demand for new residential units. Findings included predicting a market demand of just under 350 new residential units over the next ten years and predicted that the most likely markets for these new units would be empty nesters, young professionals, and upper income singles.



- **Downtown Loveland Parking Assessment and Recommendations**

Evaluated the condition of parking in Downtown and predicted future demand for parking. Findings included showing an existing surplus of parking at the current occupancy rates.

- **Destination Downtown: HIP Streets Master Plan**

Evaluates the condition of the existing pedestrian environment in Downtown Loveland and provides a plan to improve that environment. This study also maps the existing infrastructure in Downtown and provides recommendations for signage to more clearly direct people to the Downtown area.



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Revitalization, Development
and
Redevelopment

Vision and Values Toward Revitalization

Based on input from the public, downtown businesses and organizations and the results of prior studies and master plans, the goal for the revitalization is as follows:

Goal:

To create an economically sustainable and vibrant Downtown that appeals to a diverse mix of users, residents, employers, businesses and visitors.

Key Issues and Principles:

Develop a diverse mix of housing and additional commercial/office space to add day and night density to the Downtown core area and drive further development and redevelopment

Enhance the identity (brand) of Loveland as the cultural heart of Colorado (visual arts, performing arts, cultural arts and more)

Create and promote a critical mass of galleries, arts facilities, cultural facilities, and events

Leverage investments in public infrastructure that enhance the pedestrian and bicycle experience

Create a Civic Plaza that connects to the cultural heart of Loveland (Loveland Museum and Gallery, Rialto Theater, etc.) and creates an urban refuge for the Downtown

Promote the goals of sustainability (environmental, economic, social and experiential) and improve the vibrancy and vitality of Downtown Loveland

- **sustainability**
- **vibrancy**
- **multiple solutions**
- **urban density**
- **cultural heart**
- **experiential**
- **authentic character**
- **catalyst effect**

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Revitalization, Development and Redevelopment

Revitalization Objectives

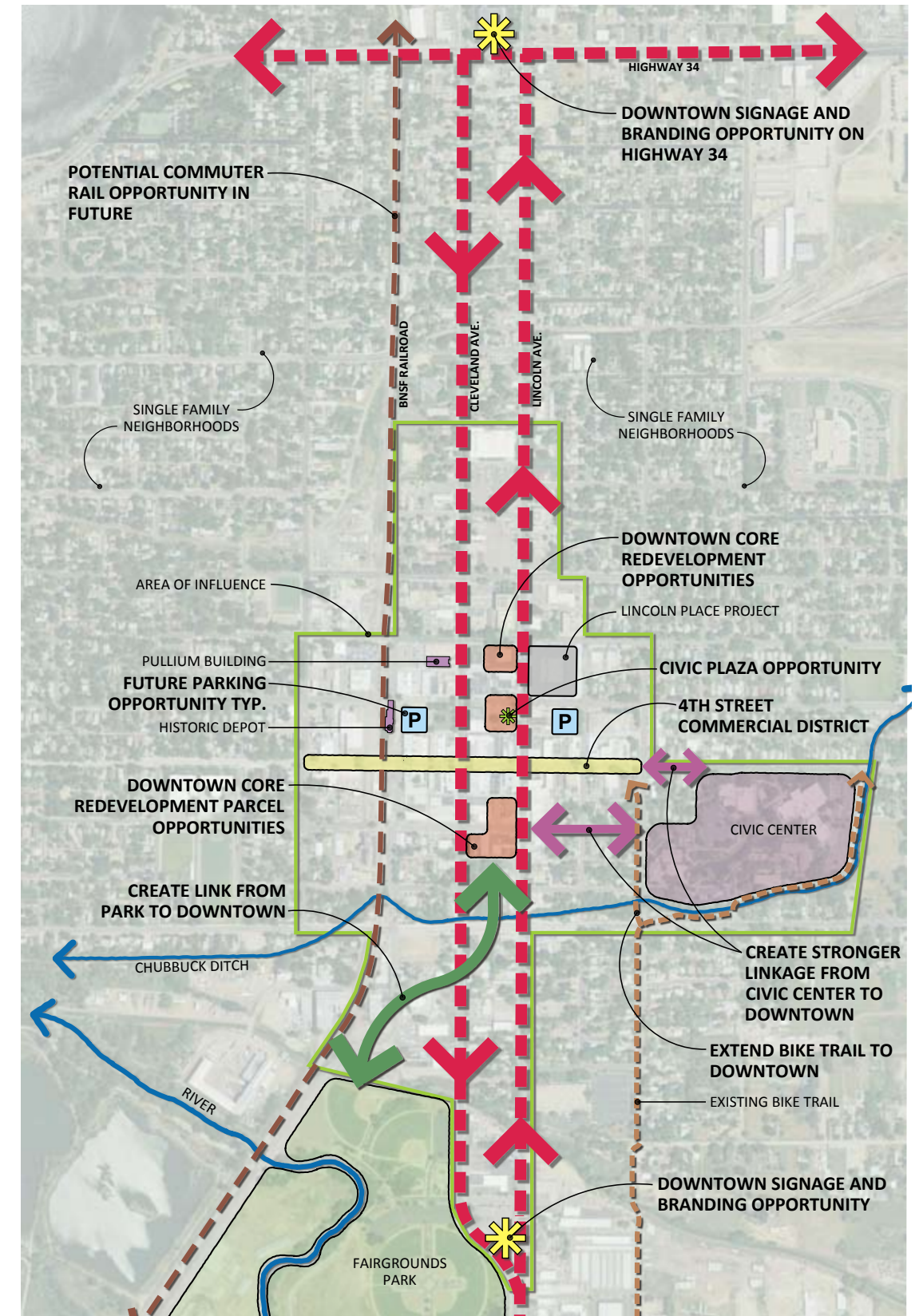
The proposed Downtown Redevelopment Plan for Loveland creates exciting places for people to live, work and visit. The plan incorporates elements that help create a sense of place such as lively streets, interesting civic spaces and a mix of uses. The vision for Downtown Loveland intends to prove economic viability, build value, create a safe environment and reflect the unique values of the community. Without a doubt, a strong redevelopment project in Downtown Loveland will have a cumulative impact on how Loveland functions and is perceived as a whole.

While every city and downtown is unique, the principles and strategies involved in creating viable urban places remain unchanged. All healthy downtowns embody the main principles of Smart Growth, including a healthy mix of commercial, residential and civic uses; compact building design and identifiable districts that are connected and walkable. Intelligent urban design can reinvigorate a downtown center by improving and encouraging pedestrian circulation, creating a sense of place through form-based decisions and inspiring private sector redevelopment. The following is an explanation of such guiding principles for successful downtowns, including specific references to Downtown Loveland.

Concentrated Linkages

The strongest downtowns tend to concentrate activity, rather than spread projects to the outer boundaries in vain hope that those projects will stimulate the development of underdeveloped or blighted areas. This never works. By spreading out the particles of magnetism that attract, the strength of the magnet is exponentially decreased. The trick is always to build strength upon strength. Therefore, as is underway for Loveland, the best strategy is to locate exciting new development projects sufficiently close to the healthiest part of the Downtown, in this case, 4th Street and the neighboring blocks.

While the majority of those traveling to Downtown will arrive by car, once they arrive, the goal is to get them to walk to their multiple destinations. This means major Downtown components have to be linked by significant street level activity. People walk longer distances when they are not bored. This principle relies on the importance of pedestrian-friendly circulation, visual and physical connections to points of interest and uniformity in theme as it relates to landscape and hardscape features. All users, whether coming by foot, bicycle or auto, must be considered in a holistic approach to achieve a truly successful redevelopment solution.



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Revitalization, Development and Redevelopment

Revitalization Objectives (continued)

Attractive Physical Environment

Unique physical character serves as an attraction in its own right. To this end, the Loveland redevelopment plan takes into account architectural form and character of streetscapes and public spaces. Existing utilitarian surface parking lots can become inviting destinations suitable for outdoor art festivals and picnic lunches. Splashing fountains and abundant landscaping will provide a pleasing visual and aural buffer against the din of street traffic. Details matter and every part contributes to the total experience from lighting, paving and planters to the designs of benches and waste receptacles. These elements are all part of successful urban environments where people can feel safe, comfortable and at home.

Maintaining historic structures will make a major contribution to the uniqueness and character of a downtown. In smaller downtowns such as Loveland, sometimes the best way to deal with underutilized buildings, at least until success increases demand for office or other uses, is to limit commercial usage to the ground floor and use the upper floors for storage or non customer use. New structures need not mimic or duplicate the historic character of existing structures. Well designed buildings that are sensitively integrated with existing structures and respect human scale will add interest to the aesthetic experience.

Cultural and Recreational Amenities

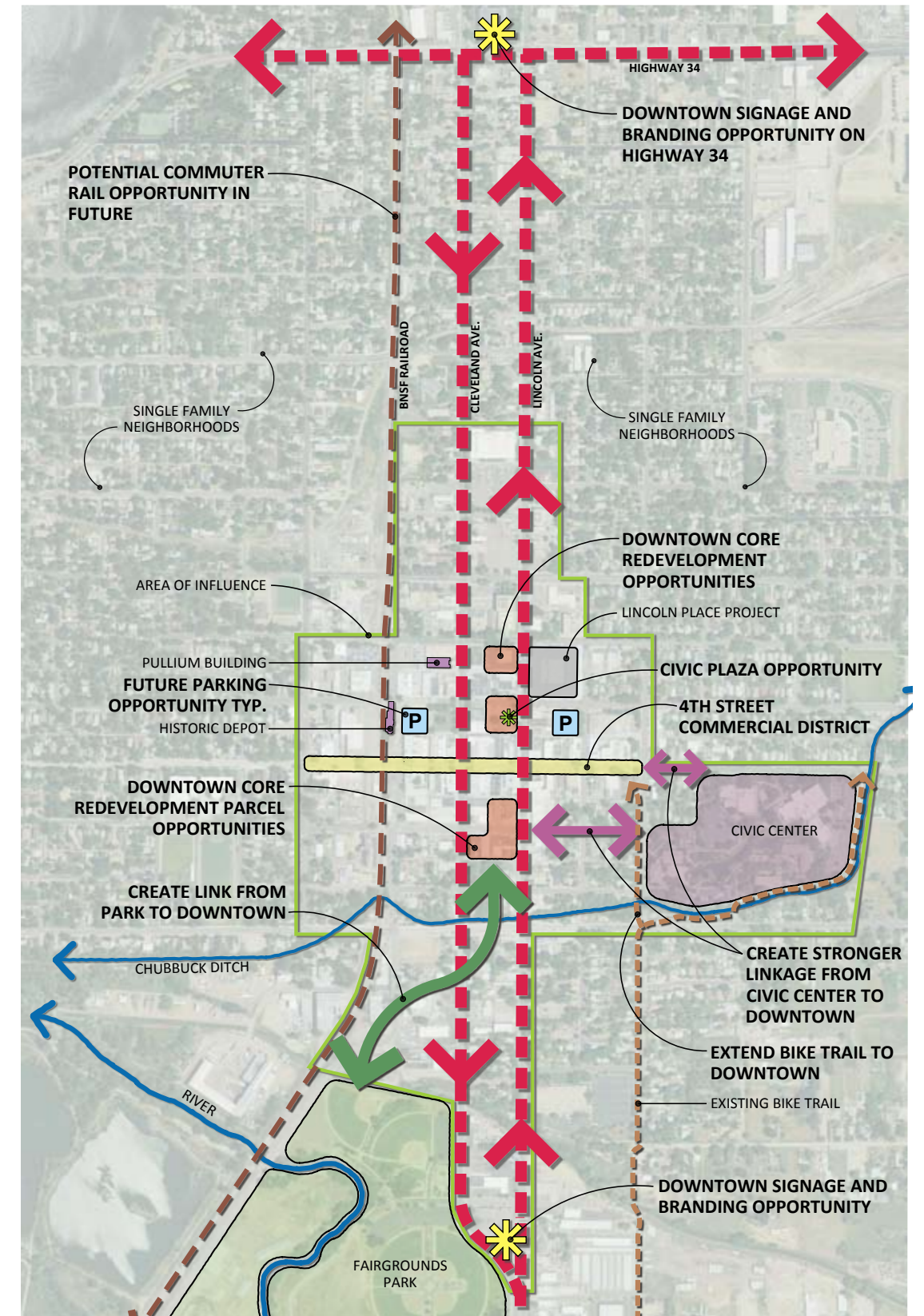
Successful downtowns offer cultural amenities that draw upon the unique authenticity of the community's history; be it person, place, artifact or event. The proposed redevelopment plan gives the City of Loveland an opportunity to preserve and build upon the downtown's art and culture identity while also capitalizing on new development opportunities and ideas for place-making. Loveland's plan to expand the Art Museum, along with a well crafted marketing campaign to highlight the City's history of art and sculpture should, in turn, induce artists to seek out artist live/work spaces, whether through conversion of existing buildings or new construction. In any scenario, the architecture and attractiveness of the physical space is a key component.

Conference and Meeting Space

To the extent that a community is large enough to support primary conference and meeting space, it can be an important boost to the downtown to have this space located where it can help support overnight visitation and the downtown's retail and restaurant facilities. Although Loveland's Downtown may not yet be at this level, the museum expansion project would be enhanced by adding community meeting rooms and special interest programs for youth and seniors.

Character of Residential Offerings

Once the art community has emerged more fully in Downtown Loveland, it will be easier to create market rate housing designed for singles and couples who enjoy living in the heart of the culture and action. Plans must be cognizant of the character and scale of surrounding neighborhoods. While subsidized housing is needed in downtowns, it is important to recognize the potential conflict of placing such housing in close proximity to the activity centers that will attract residents and others to shop and recreate in the downtown.



Redevelopment and Revitalization of Downtown Loveland

Vision Book

A strategic vision and catalyst for a vital, sustainable downtown

Revitalization, Development and Redevelopment

Revitalization Objectives (continued)

Tenant Mix

If all the previous characteristics are on the successful side of the ledger, it is relatively easy to attract the appropriate set of tenants. As for the question of national chain tenants; if primary chain stores are already located in nearby shopping locations, as is the case in Loveland, it is important to attract one-of-a-kind retailers. Since shoppers can typically find it easier to access and park in a mall or power center, it is highly important to work on making the Downtown an entertaining shopping experience.

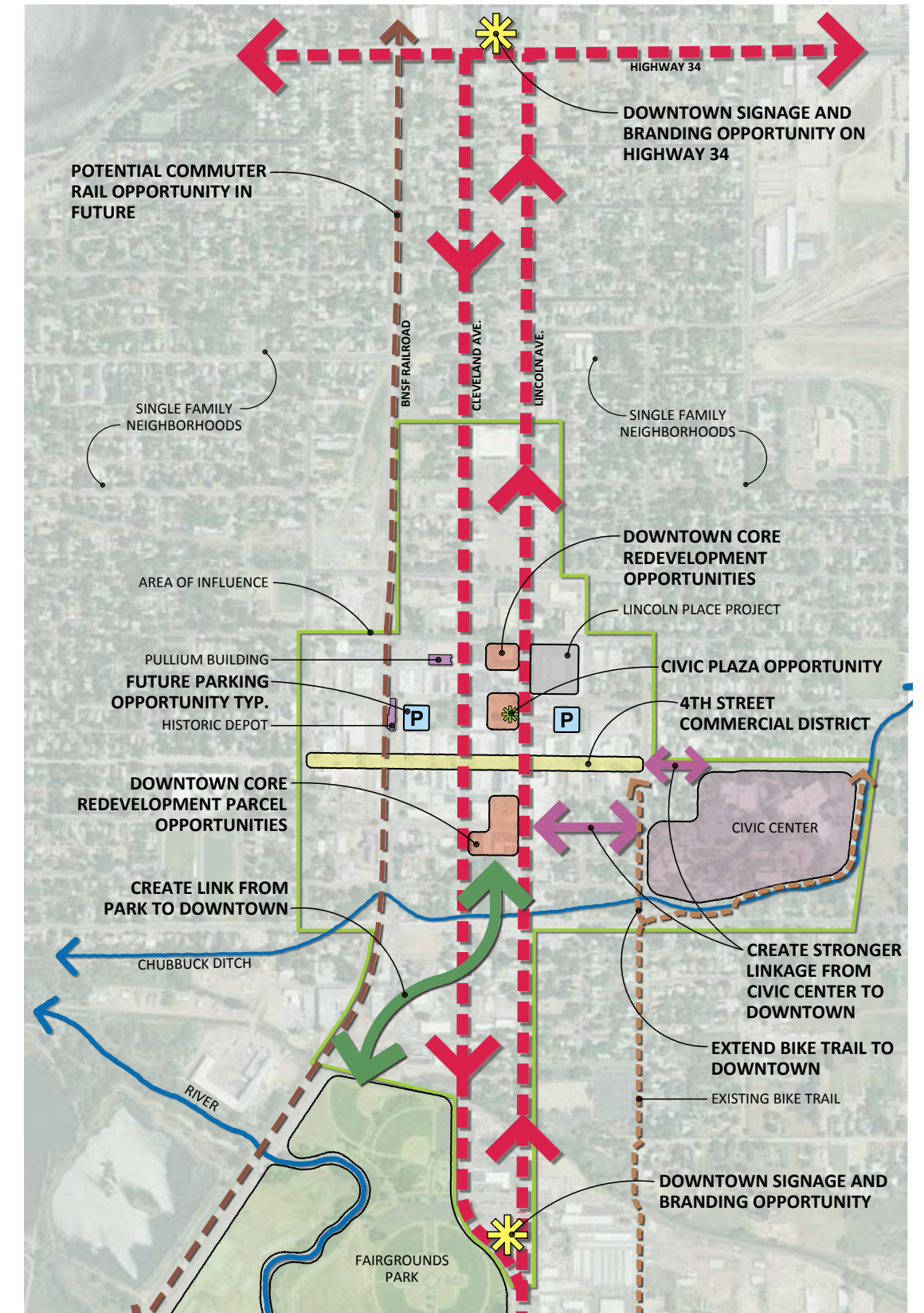
Parking

Parking is also a primary issue in downtowns. Merchants often feel there is insufficient parking immediately adjacent to their business. One major parking error, however, is to interrupt activity centers with boring parking lots. Adequate, well planned, integrated parking is a critical component of successful downtowns. Loveland's Downtown plan has identified strategic locations for convenient structured parking that is concealed from the street view by architecture. The planning process also revealed an opportunity on Cleveland Avenue to gain significant parking counts within the existing street section by simply re-striping for angled parking at the curb.

Make Up of the Labor Force

Downtowns with a high proportion of public sector employees generally support a lower level of retail activity than those with more private sector workers. Private sector downtown employees typically spend more on a daily basis, particularly on meals. Downtown Loveland already has a healthy mix of public and private employee base that it should seek to strengthen.

Creating places that stand the test of time requires vision, leadership and commitment. Often, communities are reluctant to face the issues that limit their ability to make the necessary improvements because they are viewed as too politically sensitive. Other times, decisions are made primarily based on the cost of land, without considering the long-run viability or return from the input of public resources. Loveland is working to avoid these pitfalls within the proposed Downtown Plan. Critical to the revitalization of Downtown will be to define an implementation strategy that works, develop design guidelines to guide the development and redevelopment activities and employ important land use and policy decisions.





Catalytic Development & Redevelopment



Redevelopment and Revitalization of Downtown Loveland

Vision Book

A strategic vision and catalyst for a vital, sustainable downtown

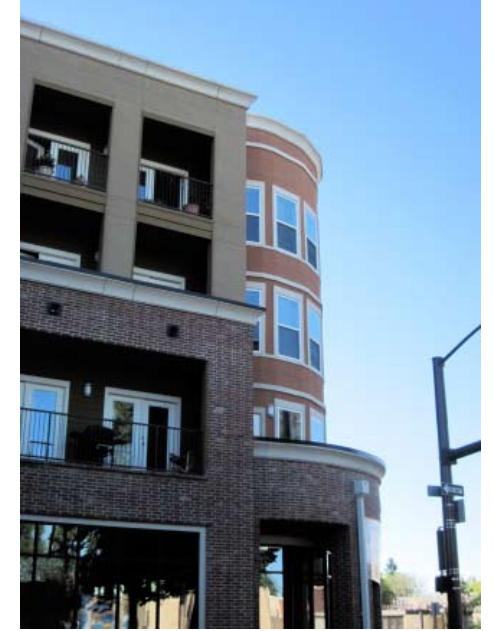
Catalytic Development and Redevelopment

Recent and Planned Downtown Development

Recent development projects and new, proposed projects have helped to revitalize Loveland's Downtown. These projects serve as a strong foundation from which to propel the future vision of a sustainable, vibrant core area. A few of these projects are highlighted in the following:

Lincoln Place –

Lincoln Place Apartments was built in 2007 in the center of the downtown commercial district at the northeast corner of Lincoln Avenue and Fifth Street. The mixed use project contains 200 apartment units and 22,000 square feet of ground floor retail space. This project represents a major shift in market dynamics for Loveland. No project of this type had been built in Loveland up to this point. It is important to note that the City of Loveland provided urban renewal financing assistance to address project feasibility, specifically the cost of structured parking which exceeds what current rents can support. In addition, the City provided a \$3 million incentive in the form of fee waivers.



KL&A Renovation –

KL&A Structural Engineers, a firm with 19 employees, purchased and renovated a historic 5,000 square foot building on 4th Street in the heart of Downtown Loveland. The building had been vacant prior to the acquisition and was once used as a manufacturing facility for horse drawn buggies. The building was renovated to LEED Gold certification and includes a second story loft that is occupied by one of the partners in the renovation project. The project was supported by a \$59,000 incentive from the City.



Lightning Hybrids / Hydraulic Hybrid Systems –

Lightning Hybrids / Hydraulic Hybrid Systems recently moved into Downtown Loveland and is renovating a building at 319 N. Cleveland as its headquarters and research and development facility. Lightning Hybrids is developing a prototype hydraulic hybrid car to compete for the Progressive Automotive X-Prize, a \$10 million dollar award for a company that can develop a 100 mpg production automobile. Dan Johnson, the owner, has a long track record of success having started SA Robotics a successful local robotics company. Lightning Hybrids received a \$260,000 building incentive plus additional employment incentives from the City.



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Rialto Expansion –

The Rialto Bridge is 20,000 square foot redevelopment project in the center of 4th Street in the heart of Downtown Loveland. The project, a partnership between the City of Loveland, the Rialto Bridge LLC and the Community Foundation of Northern Colorado, will add much needed green room and storage space for the historic Rialto Theater, new restaurant space, along with a dynamic façade modeled after the Denver Center for Performing Arts. The City recently approved funding to complete the architecture and design work and construction is expected to begin in late fall or early winter.



Pulliam Building Renovation –

Plans have recently been developed for renovation of the Pulliam Building, a historic community center constructed during the depression as a Works Project Administration (WPA) project. The building, which sits on Cleveland Avenue, near the heart of downtown, is seeing renewed interest from the community and is a critical project for the downtown revitalization effort.



Lincoln Hotel –

In partnership with the City of Loveland, the Lincoln Hotel on the corner of 4th Street and Lincoln Avenue was able to access a grant from the State Historic Fund for a full face lift. The brick was re-pointed and the paint was removed exposing the natural brick. In addition, the historic windows were restored and the second floor housing units were renovated.

Odd Fellows Lodge –

In partnership with the City of Loveland, the Odd Fellows Lodge on 4th Street in the heart of Downtown Loveland received a grant from the State Historic Fund for a full structural assessment. As a result, the building is currently undergoing a renovation; recently the Lodge was awarded a façade grant from the City that was used to leverage additional funds from the State Historic Fund for the renovation of the facade.

Redevelopment and Revitalization of Downtown Loveland

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Catalytic Development and Redevelopment

New Catalyst Projects for Downtown Loveland

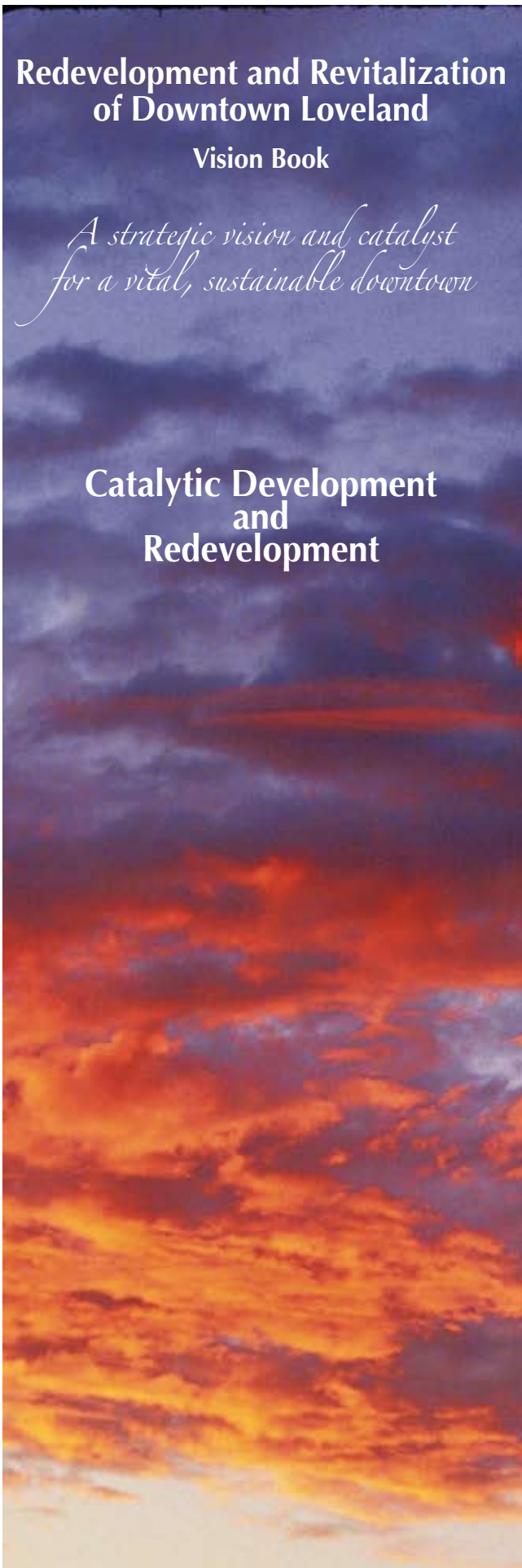
Goals & Strategies –

In 2009, the Loveland City Council adopted the Downtown Strategic Plan with the following vision::

“The Downtown will have remained the cultural heart of Loveland. The Downtown will have been revitalized as a pedestrian-friendly area with shopping, restaurants, cultural facilities, employment, and housing.”

Since that time there has been a renewed interest in the revitalization of Downtown Loveland. The City has created a proactive Strategic Plan and Implementation Strategy for Downtown Loveland. That document identified private-public partnerships as an essential factor in attracting private investment. Following the completion of the Strategic Plan many steps have been taken on the road to revitalization. Some of the specific accomplishments include the following:

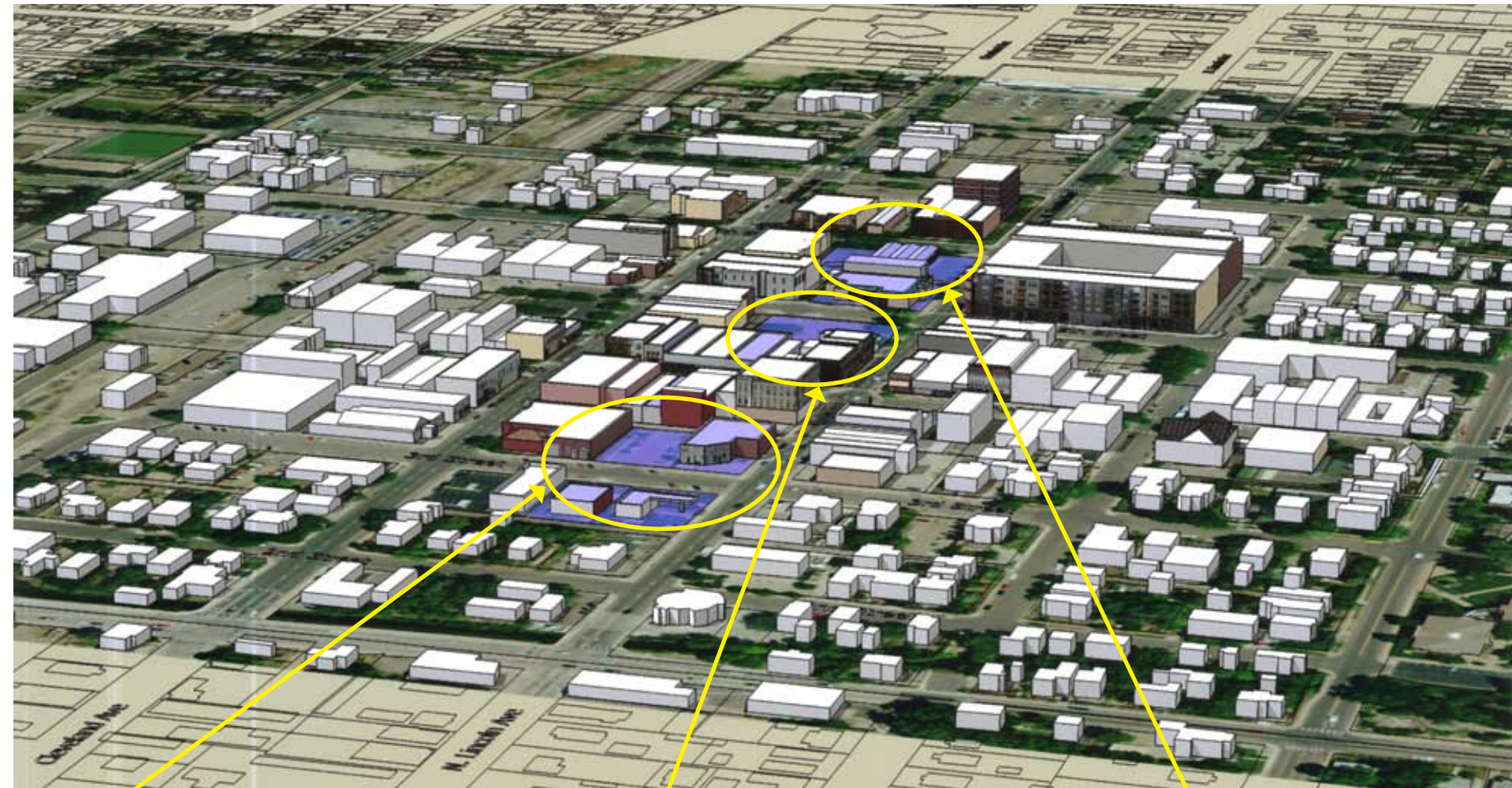
- **Created Downtown Strategic Plan & Implementation Strategy**
- **Created HIP Streets Master Plan – Streetscaping & Infrastructure**
- **Created a Façade Improvement Program**
- **Completed critical land assemblage**
- **Created and currently updating the B-E Zoning District, the zoning district that encompasses Downtown Loveland, to encourage dense urban development**
- **Completed Retail & Housing Market Studies**
- **Completed a Parking Assessment Study**
- **Set up an Economic Gardening Program – Business Assistance Program**
- **Worked cooperatively to establish Engaging Loveland for event marketing and hosting within Loveland**
- **Planning and fundraising for expansions to existing cultural facilities – Loveland Museum and Gallery and Rialto Theater**
- **Completed some critical infrastructure improvements**
- **Completed an “alley” landscape improvement project to serve as example for future projects**
- **Organized and evaluated possible funding mechanisms available for future projects**
- **Adopted a proactive Economic Development Policy**
- **Gathered extensive community input**
- **Began discussions with Loveland’s numerous Non-Profit organizations**
- **Established a Lodging Tax and the Community Marketing Commission and Board of Directors**



New Catalyst Projects for Downtown Loveland

New Catalyst Private-Public Partnership Opportunities –

During the summer of 2010, The City of Loveland and the project design team created conceptual design concepts for several catalyst projects in the Downtown. These projects were selected to create the desired catalytic effects for revitalization and to address market demand. The City of Loveland has property under its control and/or ownership in strategic locations. These sites were chosen as the focus for the catalyst projects.



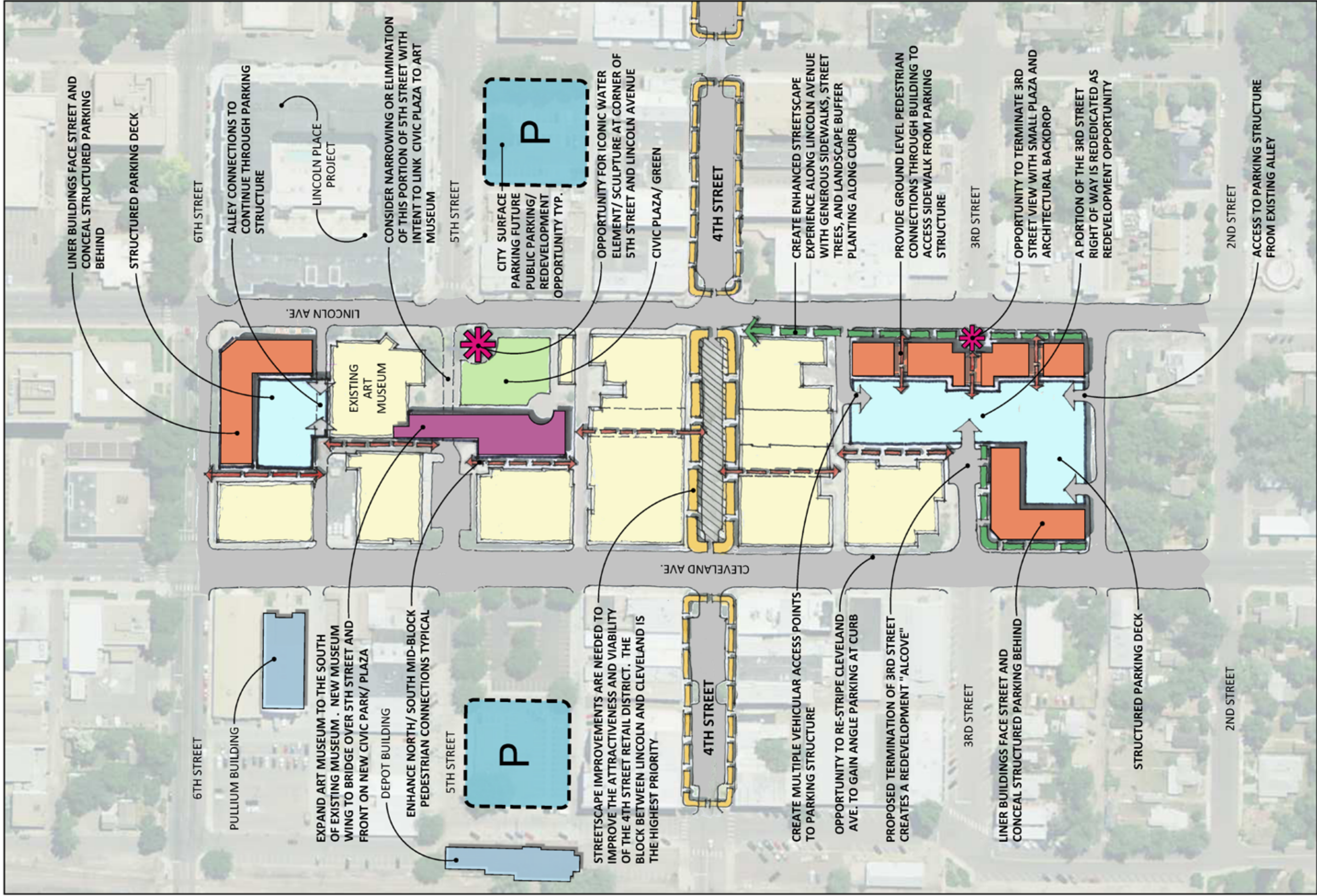
South Project: 3rd Street Site

Museum Expansion: 5th Street Site

North Project: 6th Street Site

As discussed, input was received from the public and area stakeholders during a Community Open House and during the subsequent Design Workshop. A wide variety of redevelopment options were considered and numerous site concepts were explored. Previous studies, master plans and market demand considerations were also brought to the forefront, along with new trends, needs and imaginative lifescape concepts.

The resulting concepts were created as the basis for the catalyst projects located on the City of Loveland selected sites. These concepts will be highlighted in the following pages of this Vision Book.



LINER BUILDINGS FACE STREET AND CONCEAL STRUCTURED PARKING BEHIND

STRUCTURED PARKING DECK

6TH STREET

PULLIUM BUILDING

EXPAND ART MUSEUM TO THE SOUTH OF EXISTING MUSEUM. NEW MUSEUM WING TO BRIDGE OVER 5TH STREET AND FRONT ON NEW CIVIC PARK/ PLAZA

DEPOT BUILDING

ENHANCE NORTH/ SOUTH MID-BLOCK PEDESTRIAN CONNECTIONS TYPICAL

5TH STREET

P

STREETSCAPE IMPROVEMENTS ARE NEEDED TO IMPROVE THE ATTRACTIVENESS AND VIABILITY OF THE 4TH STREET RETAIL DISTRICT. THE BLOCK BETWEEN LINCOLN AND CLEVELAND IS THE HIGHEST PRIORITY

4TH STREET

CREATE MULTIPLE VEHICULAR ACCESS POINTS TO PARKING STRUCTURE

OPPORTUNITY TO RE-STRIPE CLEVELAND AVE. TO GAIN ANGLE PARKING AT CURB

PROPOSED TERMINATION OF 3RD STREET CREATES A REDEVELOPMENT "ALCOVE"

3RD STREET

LINER BUILDINGS FACE STREET AND CONCEAL STRUCTURED PARKING BEHIND

STRUCTURED PARKING DECK

2ND STREET

LINCOLN AVE.

EXISTING ART MUSEUM

CONSIDER NARROWING OR ELIMINATION OF THIS PORTION OF 5TH STREET WITH INTENT TO LINK CIVIC PLAZA TO ART MUSEUM

5TH STREET

CITY SURFACE PARKING FUTURE PUBLIC PARKING/ REDEVELOPMENT OPPORTUNITY TYP.

P

OPPORTUNITY FOR ICONIC WATER ELEMENT/ SCULPTURE AT CORNER OF 5TH STREET AND LINCOLN AVENUE

CIVIC PLAZA/ GREEN

4TH STREET

CREATE ENHANCED STREETSCAPE EXPERIENCE ALONG LINCOLN AVENUE WITH GENEROUS SIDEWALKS, STREET TREES, AND LANDSCAPE BUFFER PLANTING ALONG CURB

PROVIDE GROUND LEVEL PEDESTRIAN CONNECTIONS THROUGH BUILDING TO ACCESS SIDEWALK FROM PARKING STRUCTURE

3RD STREET

OPPORTUNITY TO TERMINATE 3RD STREET VIEW WITH SMALL PLAZA AND ARCHITECTURAL BACKDROP

A PORTION OF THE 3RD STREET RIGHT OF WAY IS REDEDICATED AS REDEVELOPMENT OPPORTUNITY

2ND STREET

ACCESS TO PARKING STRUCTURE FROM EXISTING ALLEY

REDEVELOPMENT CONCEPT

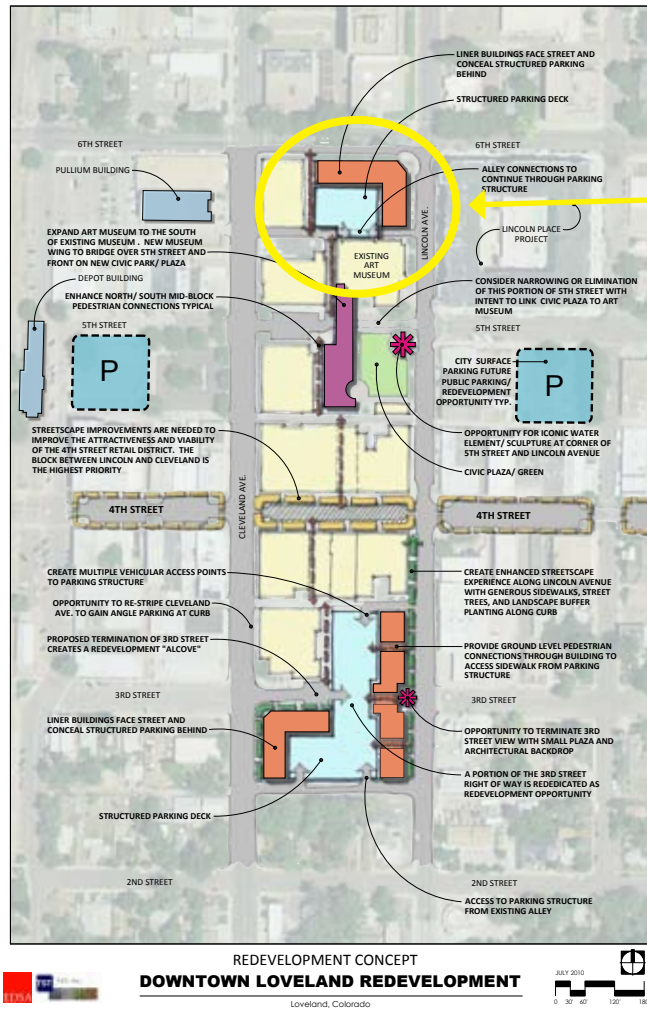
DOWNTOWN LOVELAND REDEVELOPMENT



Loveland, Colorado

JULY 2010





North Catalyst Project: 6th Street Site Mixed Uses: Residential, Commercial, Office, Retail

Site is ~.64 acres

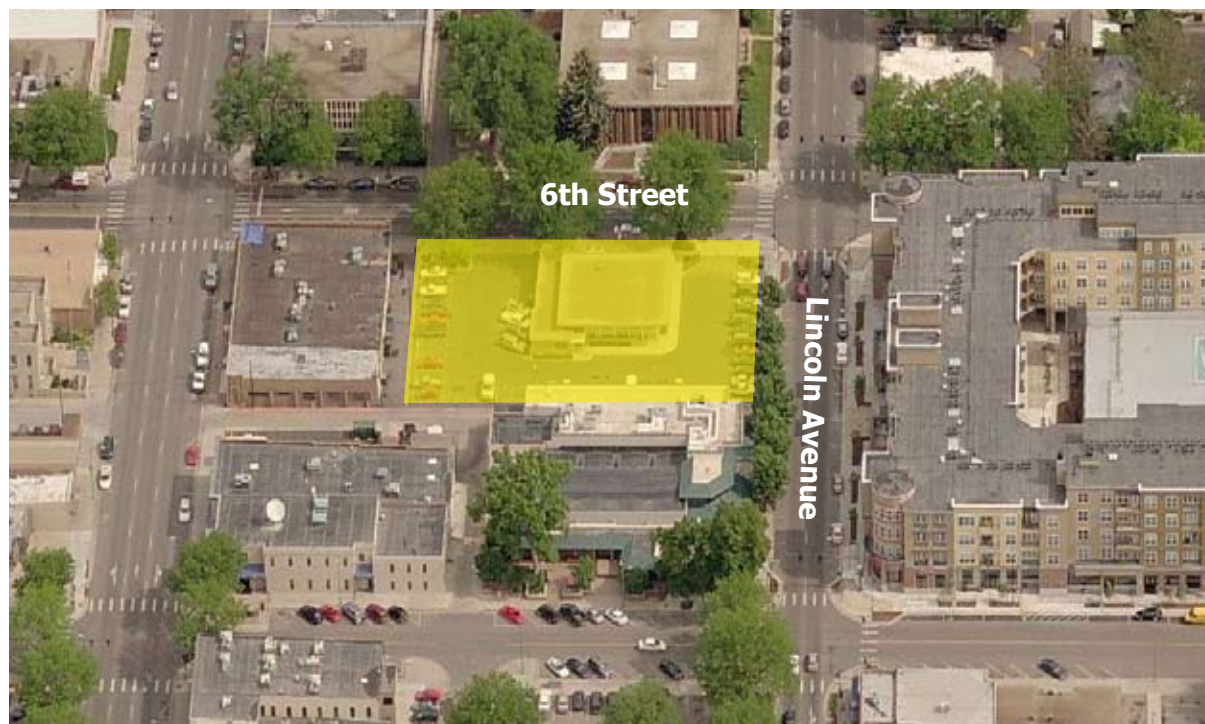
Planned Development: Mixed Use, Multi-Story (4-5 floors)

Estimated Project Size:

65,000 SF of mixed-use structure + 160 to 165 structured parking spaces (contained interior)

- 35,000 to 40,000 SF of Office / Employment / Commercial
- 25,000 to 30,000 SF of Residential

The site is a single parcel owned by the City of Loveland. It is across the street from the Lincoln Place project and adjacent to the Loveland Museum and Gallery. The structure on the site is minimally used as classroom and storage space for the museum and has a fire fighters exhibit in the basement.



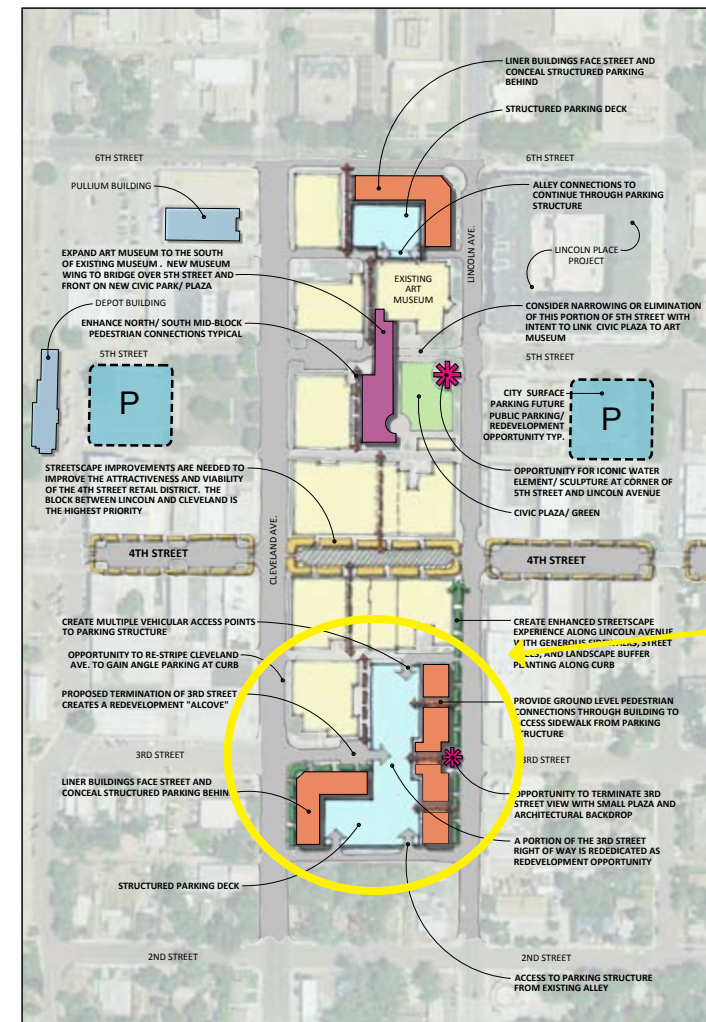
Sample Streetview looking southwest @ 6th Street and Lincoln Ave. (North Site)

Create active, landscaped walks and public seating areas, articulate buildings to provide visual interest, decks and views. Provide on street parking with landscaped buffers.





The site is comprised of six parcels that include a City owned surface parking lot. Three of the parcels were recently purchased by the City to support the revitalization effort. In addition, 3rd Street between Lincoln and Cleveland is available for inclusion in any development project.



South Catalyst Project: 3rd Street Site
Mixed Uses: Residential, Commercial, Office, Retail

Site is ~1.85 acres

Planned Development: Mixed Use, Multi-Story (4-5 floors: possibly articulated)

Estimated Project Size:

160,000 SF Mixed-use Structure + 360 to 365 structured parking spaces (contained interior)

60,000 to 65,000 SF of Office/Employment

95,000 to 100,000 SF of Residential

Typical Streetscape along Lincoln Ave. @ Cleveland Ave. (South Site)

Create engaging streetscapes and pedestrian-friendly walks, articulate buildings to provide interest, seating areas, planters, public art. Provide on street parking with landscaped buffers.



Aerial view looking southeast @ 3rd Street and Cleveland Ave. (South Site)

Create multi-story buildings and internal parking structures. Partial closing of 3rd Street creates an attractive, welcoming "alcove" and improves density opportunities.

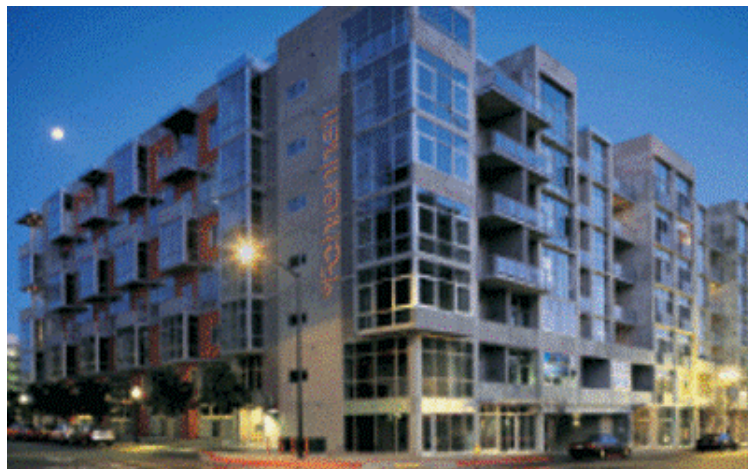


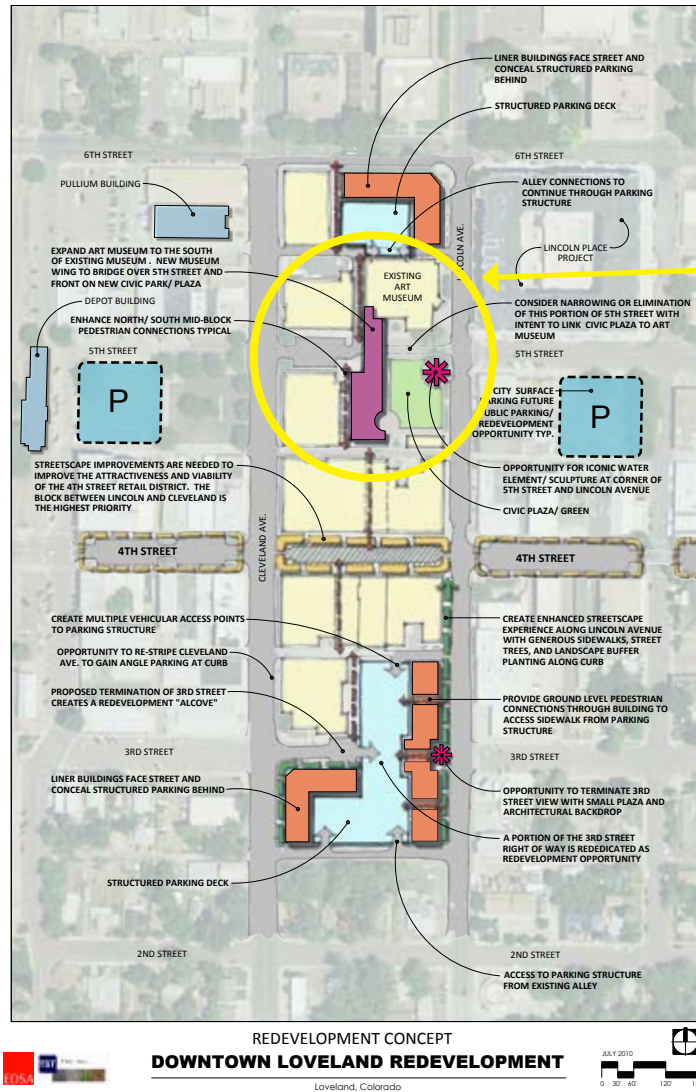
Sample Streetview looking southeast @ 3rd Street and Cleveland Ave. (South Site)

Create enhanced streetscaping experiences along Cleveland Ave. and 3rd St. Utilize attractive architecture styles to support the character and density needs of Downtown.



Typical Examples of Urban Architecture Styles and Character for the North and South Catalyst Projects





The parcel is currently a short term surface parking lot. It bounds the rear entrances of the buildings on the center block of 4th Street and the Art Gallery, as well as the Loveland Museum and Gallery to the north. The City has reserves collected over time through developer fees to support construction of the museum.

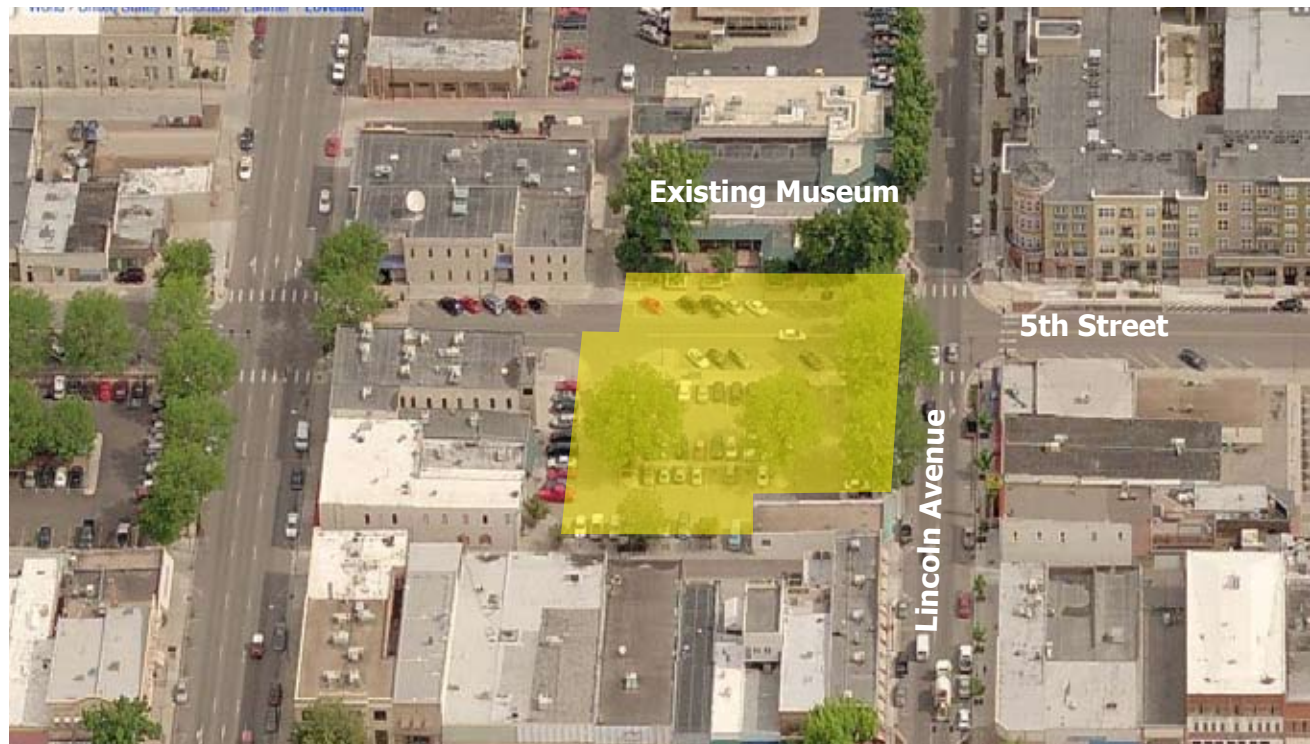
Loveland Museum @ Gallery Expansion Project: 3 Story Gallery | Museum | Event Space and Civic Plaza Site

Consider Expansion to the South (over and across 5th Street, addition of a Civic Plaza)

Planned Development: Museum and Gallery Expansion (auditorium, gallery, office, reception, outdoor space, Civic Plaza and public event site, etc.)

Estimated Project Size: 0.8 ac. approx.

25-30,000 SF Structure + Civic Plaza and outdoor space



Aerial view looking southwest @ 5th and Lincoln Ave. (Museum Expansion and Civic Plaza Site)

Expand the Museum/Gallery via a three-four story connection to the existing building over 5th Street. Create a Civic Plaza featuring a live performance stage, fountains, sculpture garden, seating areas and a landscaped green. Activate the Civic Plaza with a multitude of events, festivals, art shows, performances, farmers markets and more and create an urban refuge and community gathering place for Downtown Loveland.



Plaza view looking northwest @ Lincoln Ave. (Museum Expansion and Civic Plaza Site)

The Civic Plaza can be used as an outdoor space for the Museum and Gallery, a daily park or community gathering space, and for special events.





Activation of the Civic Plaza

Redevelopment and Revitalization of Downtown Loveland

Vision Book

A strategic vision and catalyst for a vital, sustainable downtown

Catalytic Development and Redevelopment

RFP Process:

The City of Loveland is seeking to leverage its public investments and to further promote Downtown Revitalization through a Request For Proposals (RFP - developer solicitation) process. This is often referred to as a private-public partnership process.

The City has taken several key steps to initiate this process:

- **Develop a larger vision for Downtown**
- **Identify & acquire key parcels for use as catalyst project sites**
- **Create development concepts for the catalyst projects that connect community vision, demonstrated demands, and financial models**
- **Prepare a Request For Proposal (RFP) that presents a business opportunity with the development of these catalyst projects to the private sector and expresses the willingness of the public sector to participate**

A developer solicitation process (RFP) will be initiated to local and national private developers. Responses to this RFP will follow from interested organizations. The next steps will include:

- **Evaluate responses to the RFP, select a preferred partner, and negotiate a public-private partnership relationship**
- **Each group plays their role in the development of the projects to realize the vision.**

Once the process is complete and is combined with the other steps that are being taken, significant progress towards the revitalization of downtown will have been made. The long range goal is to create a culture of reinvestment into a vibrant, healthy Downtown.

The urban revitalization process was started a few years ago by many dedicated community members and will continue for years to come. The goal of this process is ultimately to realize a culturally vibrant and economically successful downtown environment. To achieve this goal will take persistence, commitment, and action. However, because of the many positive attributes of the Downtown, a business-friendly approach within the City of Loveland, and the many contributions by the private sector and public alike, Loveland is well positioned to realize its full potential as the cultural heart of Colorado.

This next round of redevelopment, including these catalyst projects, will be critical to pushing an economic shift towards growing a culture of reinvestment into businesses, properties, and culture in Downtown Loveland. The catalyst projects have been carefully planned with the intention of building positive momentum towards those goals while addressing critical needs in Downtown.

However for this effort to be successful, it will require a continually increasing involvement of the private business community to what ultimately needs to be an organically redeveloping urban environment with only strategic public sector involvement.





*Summary:
The Future of Downtown Loveland*



Redevelopment and Revitalization of Downtown Loveland

Vision Book

*A strategic vision and catalyst
for a vital, sustainable downtown*

Summary:

The Future of Downtown Loveland

The Future of Downtown Loveland

The future redevelopment and revitalization of Downtown Loveland is predicated on a solid foundation:

An attractive mix of businesses, civic facilities and residential neighborhoods in the downtown core

A proactive, supportive business climate and welcoming community

An award-winning community in a beautiful geographic setting

A strong, authentic identity and thematic focus based in the arts

A growing City in a growing region of more than 500,000 people

A highly-ranked, livable City that is attracting new corporations, technologies, and employment

A Downtown that is poised for redevelopment and revitalization

Catalyst projects, based on private-public partnership models, have been identified that support market demand, create vitality and can spur additional redevelopment

Opportunities to create further economic and social sustainability through increased activation and event production efforts, expansion of the arts, branding and marketing of the authentic vision of Loveland as a "Work of Art"

This multi-faceted foundation will enable Loveland to accelerate its desire to revitalize the Downtown. Catalyst projects will create the momentum for additional development and redevelopment of new urban housing, quality office environments, cultural, entertainment and retail. These projects will be even more successful when they are combined in an environment that is active and vibrant... alive with a variety of engaging experiences for residents, workers and visitors.

The positive effects associated with the experience-based design and placemaking features of the Catalyst projects, extend throughout Downtown. The effects can extend into economic benefits in the surrounding areas, new development nearby that is inspired by this project, renewed or enhanced community participation, a sense of pride and more. By creating a wonderful living arts and technology experience in downtown Loveland, the catalyst projects create the momentum for additional redevelopment of housing, office and specialty retail of neighboring properties.

Virtual and real experiences can help people avoid the nature, arts and cultural deficit we have in today's society. Connections to indoor and outdoor environments, art and culture, eco-systems, science, history, the future, and more can be achieved through the catalytic development and revitalization of Downtown Loveland.... the art and the heart of Colorado and the West.



**Tomorrow's future belongs to
those who believe in
the power of their dreams today.**

Redevelopment and Revitalization of Downtown Loveland

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Summary:

The Future of Downtown Loveland

The Future of Downtown Loveland

Sustainability

Loveland, and Colorado in general, is focused on maintaining healthy and sustainable environments. Many projects have been constructed in Loveland using innovative technologies and sustainable concepts. The Downtown catalyst projects and other future development should give consideration to the principles of sustainability. In the case of Loveland, a sustainable environment consists of four components:

Economic: a healthy and diverse economy that is inclusive and thrives

Environmental: a progressive, thoughtful vision that looks to promote a healthy, even restorative, environment

Social: a diverse, inclusive social fabric that is engaging, welcoming and active

Experiential: an artistic, activated gathering place for residents, businesses and visitors to experience the benefits of Loveland

A sustainable, urban/downtown provides a vibrancy that attracts people to live, work, shop, dine, explore and recreate. It will create an environment where most anything is available within a 15-20 minute walk or bike ride, and will enable the enhancement of Loveland's lifescape.

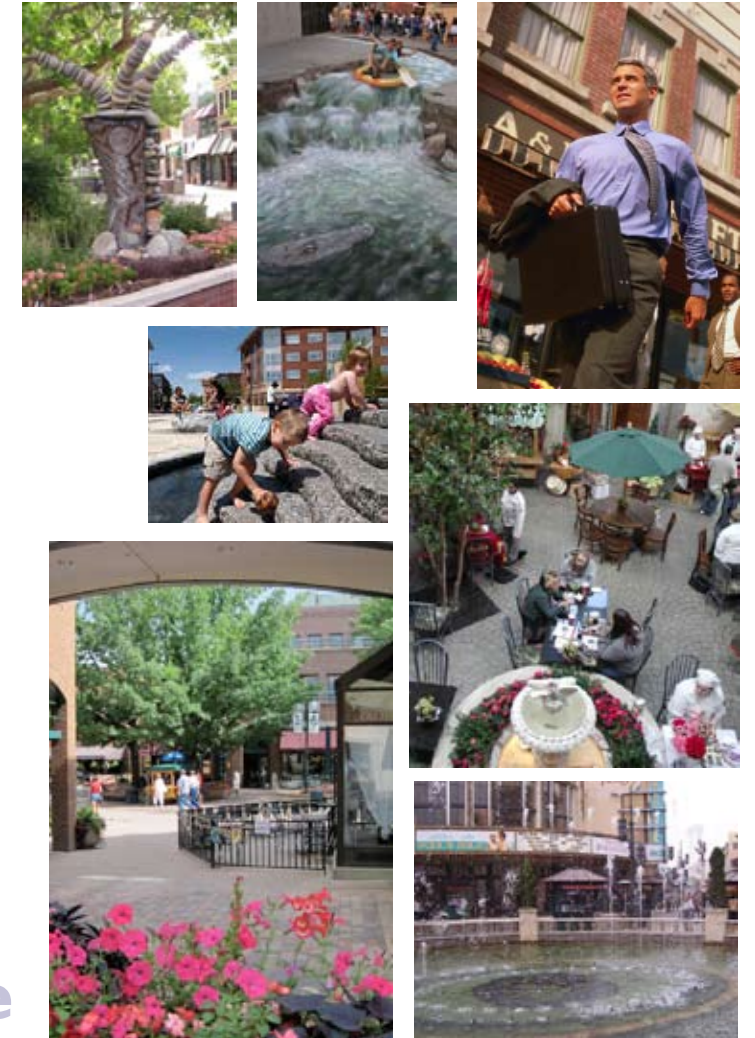
Theming and Branding

Loveland has a strong reputation as a vital, world-class arts community. The City created one of the first Art in Public Places Programs, is famous for its many artists and hosts the world renowned Sculpture in The Park art show annually. The community also boasts a strong performing arts community in part because of the publicly supported historic downtown Rialto Theater.

The City is working to capitalize on its reputation and tag line as "A Work of Art." Any future planning should emphasize the arts and incorporate new technologies to bring the arts to life and encourage active participation among visitors and residents. New technologies in video projection can be used to create an evening canvas out of building exteriors, a nighttime digital art gallery everywhere in downtown enhancing civic spaces, alleys and more.

It is critical that the City continue to work to grow its reputation a destination for the arts not unlike Santa Fe, New Mexico.

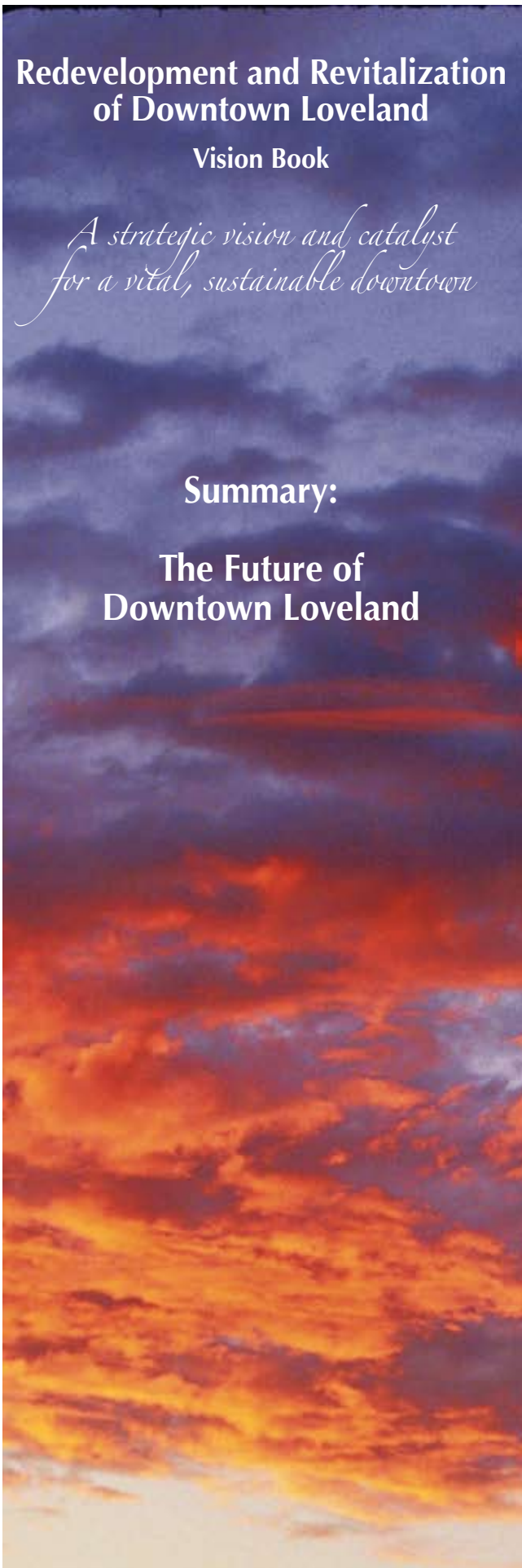
- create
- activate
- promote
- attract
- enliven
- sustain
- experience



Marketing/Community Marketing Commission

Branding and marketing will play a vital role in the storytelling, promotions and advertising of this revitalized Downtown Loveland. The Loveland City Council has established a permanent lodging tax. This tax will generate approximately \$400,000 per year or more. A Community Marketing Commission (CMC) has been created and includes a Board of Directors from the community at large. The CMC has a well-defined mission to promote tourism, conventions and related activities within Loveland by marketing the City and sponsoring events in support of this purpose.

The Board advises the City Council on the best use of the lodging tax receipts and directs the overall strategy to promote Loveland as a destination. The CMC is engaging in a strategic planning effort and is also providing grants and support funds for events and specific projects in alignment with its mission. This Commission will be a great asset to the theme, brand, marketing and event activation throughout Loveland. As a key part of Loveland, the Downtown can further its goals through coordinated efforts with the CMC regarding Downtown branding, marketing and events production.



The Future of Downtown Loveland

Additional Opportunities into the Future

As a result of this project, interaction with the public and the project team, and past experience, a number of additional ideas were discovered that can benefit the future of Downtown Loveland. These ideas, although not specifically part of this project are briefly discussed here to help identify the potential for making Loveland's Downtown a very special place.

Activation: This concept has been discussed, however, it is imperative to the success of the Downtown that there be an engaging, active and vibrant downtown that attracts people, business and tourism... day and night, weekdays and weekends. This need is being addressed through support from lodging tax funds, and efforts of the Community Marketing Commission, community events, festivals and more.

The Arts: Since the arts are the overriding theme behind Loveland's authentic culture/identity, efforts should be continued that help enhance a healthy, thriving arts industry that is sustainable, high-quality and attracts people from throughout the world on a regular basis. The incorporation of additional galleries (live-work galleries - possibly in the new catalyst projects), performance stages in Downtown (Civic Plaza), interactive sculpture, nighttime video art projections, festivals, arts shows, interactive art technologies, tours and more will put Loveland squarely on the map as a national art destination, and bring much needed incremental business to the Downtown. Many organizations, groups and educators are engaged and supportive of this vision and the health of Loveland's arts industry.

Parking: The City has two lots off of 5th Street (east of Lincoln Ave. and west of Cleveland Ave.) that can be developed into structured parking (and/or urban expansion sites) as demand indicates. In the meantime, structured parking has been designed into the catalyst projects to offset new demand. Additionally, Cleveland Avenue through the downtown core is significantly wider than its one-way counterpart (Lincoln). It would be feasible to re-stripe Cleveland and create pedestrian "bump-outs" at intersections that could help calm traffic and create another 60-80 diagonal parking spaces in the downtown core area. This is roughly equivalent to adding another quarter-block parking lot... a potential solution to both safety and parking needs in Downtown.

Wayfinding: There are plans to increase the visibility of Downtown Loveland, especially to tourists and visitors from other cities. Concepts were identified in the HIP Streets Master Plan and are part of Loveland's current strategy. By creating this larger presence, or gateway, at Highway 34 (Lincoln and Cleveland) and on US 287 as people enter into Downtown, a larger capture rate will be achieved. Wayfinding in Downtown could also be enhanced (interactive kiosks, new media applications, signage, banners, sidewalk applications, etc.) to generate increased circulation and exploration. Sponsored advertising, promotional strategies and private sector involvement could make this feasible.

Visitors Center: A visitors center could be enhanced that could act as a concierge and ambassador for Loveland. Tour guides, maps, wayfinding, event information, area activities, dining, lodging, and more could all be promoted from a very visible, central center... possibly in the pocket park at Lincoln and 4th.

Collective Services: As a means to enhance the experience and operation efficiency, collective services could be developed. These include free, wireless internet throughout downtown, combined trash collection and service, creation of an Arts and Culture District, event management, marketing/promotions, etc.

Alternative Transportation: Efforts to promote alternative forms of transportation should be fully supported/promoted. These include pedestrian and bike options and larger goals of incorporating passenger rail in the future. Bike libraries are an example of proactive thinking in alternative transportation. Shuttle connections to Fairgrounds Park, and the Sculpture Parks could also be beneficial at peak visitor times.



Redevelopment and Revitalization of Downtown Loveland

Vision Book

A strategic vision and catalyst for a vital, sustainable downtown

Summary:

The Future of Downtown Loveland

The Future of Downtown Loveland

Enabling The Future

Loveland is well positioned to allow for redevelopment and revitalization of its Downtown.

This Vision Book has described a redevelopment strategy consisting of three catalyst projects. These projects will bring renewed vitality to the area, increase the urban density of commercial office and residential options, as well as bring a vibrancy to the area through activation, the Civic Plaza, and the expansion of the Loveland Museum and Gallery. These catalyst redevelopment projects will become reality through a Private-Public partnership that will be forthcoming.

Loveland's future reflects its optimistic outlook and welcoming spirit. With these new catalyst projects, the improvements with important downtown streetscapes, and other private sector investments in redevelopment, Loveland's Downtown is poised for a bright future.



