

# Comprehensive Plan Advocacy Options

## Letter to Editor

## 3-Minute Public Speech

## Email to Elected and/or Appointed Officials

### How to Get Started:

1. Pick a comprehensive plan policy that really resonates with you:
  - a. View the document at <http://www.createloveland.com/documents.html>**OR**
  - b. Review the attached summary of 4 elements that include policies and strategies with a greater health emphasis
2. Use the information provided below to begin to develop your letter, speech or email. **Please keep in mind that the best feedback is positive, specific, actionable and solution-orientated.**
3. Other things to include – cite your level of participation in the CanDo Coalition meetings and attendance at public open houses or community events (see City of Loveland schedule on page “II” at the front of the draft document for a list of events).
4. Please notify me if you choose to pursue any of these opportunities. I’d be happy to support you in any way needed. Also, we need to track this type of community engagement for CanDo’s funders and evaluation process.

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### Letter to the Editor – Reporter Herald (RH)

Letters must be signed with your first and last name. The RH will not publish anonymous letters, letters signed with a pseudonym, open letters, letters addressed to a third party or letters promoting a particular business or personal matter. For purposes of verification, your address and daytime telephone number must be included, although this information is not published.

Letters longer than 300 words will be shortened or will not run. The RH will allow for an exchange between writers, but will not publish personal attacks. Letter writers will be limited to no more than one published letter in a 14-day period.

1. Use the summary below to select 1-2 main points you want to make.
2. Type up your draft letter to the editor.
3. Have a family member or friend review it.
4. Send your letter electronically to the Editor at: [Submit Letter to the Editor](#)

**OR** mail it to: Open Forum  
P.O. Box 59  
Loveland, CO 80539

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### **3-minute speech at a public hearing**

1. Use the summary below to select 1-2 main points you want to make.
2. Write out your speech word-for-word. (This is an important strategy if you don't do a lot of public speaking.)
3. Practice it at home in front of a family member or friend and have them time your speech to ensure it is under 3-minutes.
4. Before the meeting starts, check-in with Clerk or Secretary to indicate your desire to speak.  
This is not required, but it is a courtesy.
5. Breathe – smile -- make eye contact with those in front of you.
6. At the podium, you must begin by stating your name and address for the record.
7. Read your speech.
8. End with a “thank you” directed at the Mayor or Chairperson.

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### **Email or letter to Planning Commission and/or City Council**

1. Use the summary below to select 1-2 main points you want to make.
2. Type up your draft email or letter.
3. Have a family member or friend review it.
4. Send it off to your favorite elected or appointed official by email.

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### **Planning Commission contact:**

Bob Paulsen, Staff Liaison to the Planning Commission and Current Planning Manager  
970-962-2670  
[robert.paulsen@cityofloveland.org](mailto:robert.paulsen@cityofloveland.org)

**\*\* Please note that all communication to the Planning Commission MUST go through Bob Paulsen.**

### **Planning Commission members:**

John Crescibene, Chairman	Rob Molloy
Rich Middleton, Vice-Chairman	Jeremy Jersvig
Carol Dowding, ZBA Hearing Officer	Mike Ray
Michele Forrest-ZBA Hearing Officer Alt.	Patrick McFall
Buddy Meyers	

The Planning Commission meets the **second and fourth Monday** of every month at 6:30 p.m. in the City Council Chambers, 500 East Third Street.

**City Council contact:**

Mayor Cecil Gutierrez  
Phone Mail: 970-962-2190  
[Mayor@cityofloveland.org](mailto:Mayor@cityofloveland.org)

Troy Krenning, Ward I  
(970) 292-8290  
[Troy.Krenning@cityofloveland.org](mailto:Troy.Krenning@cityofloveland.org)

Richard Ball, Ward I  
970-980-5693  
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Joan Shaffer, Ward II  
970 669-0030  
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Leah Johnson, Ward II  
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Hugh McKean, Ward III  
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John H. Fogle, Mayor Pro Tem, Ward III  
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Dave Clark, Ward IV  
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Don Overcash, Ward IV  
267-664-4957  
[Don.Overcash@cityofloveland.org](mailto:Don.Overcash@cityofloveland.org)

Bill Cahill, City Manager  
970 962-2306  
[Bill.Cahill@cityofloveland.org](mailto:Bill.Cahill@cityofloveland.org)

You may call or email any city councilor directly; however, it is recommended that an email is sent to all eight councilors, the Mayor AND the City Manager at the same time.

The City Council meets the **first and third Tuesday of each month for regular meetings** at 6:30 p.m. They also meet on the **second Tuesday of each month for a study session** at 6:30 p.m. All meetings are in the City Council Chambers, 500 E. Third Street.

## **Create Loveland Comprehensive Plan – Nine Elements**

1. Commit to a Downtown Renaissance
2. Revitalize our Corridors and Gateways
3. Cultivate Vibrant Economic Centers
- 4. Create a Safe and Healthy Built Environment**
5. Celebrate our Natural Assets in an Urban Setting
- 6. Create a Connected and Accessible Community**
- 7. Facilitate Complete Neighborhoods**
- 8. Invest in Loveland's Older Neighborhoods**
9. Strengthen Loveland's Strategic Roles in the Community and Region

**\*BOLD elements have a greater focus on public health and are summarized below.**

Link to Draft comprehensive plan: <http://www.createloveland.com/documents.html>

In general, ALL comprehensive plan policies and strategies support public health, safety and welfare to varying extents. For purposes of this document, the summary below identifies four policies and their strategies that tend to have more direct impacts on public health. Also, these four policies were, in part, developed and advocated for by CanDo Loveland staff and its Coalition members. When combined in *Create Loveland*, the nine comprehensive plan elements come together to provide a balanced platform for guiding growth and development in Loveland while supporting Loveland's values and quality of life standards.

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### **Summary of Comprehensive Plan Elements**

#### **Element # 4 -- Create a Safe and Healthy Built Environment**

Four Policies and Supporting Strategies within this element are highlighted below:

**Policy 1 -- Create convenient, safe and diverse physical activity opportunities for residents of all ages, abilities, and income levels**

**Strategies:**

- Strengthen and expand relationships with community partners and stakeholders, including the Safe Routes to School Task Force, to increase opportunities and education around walking and biking to school for all students.
- Improve traffic calming and create pedestrian oriented streetscapes on local streets through elements such as street trees and detached sidewalks to reduce traffic speeds while increasing pedestrians' and cyclists' comfort and safety.

- Encourage and support bicycle and pedestrian infrastructure improvements for local trips with safe and easy access to routine goods and services.
- Increase and expand bicycle and pedestrian connectivity and safety for easy access to parks, natural areas and the Recreation Trail.

**Policy 2 - Encourage the availability and affordability of healthy, fresh food throughout the City.**

**Strategies:**

- Create a land use pattern that facilitates residents' convenient access to affordable healthy retail foods at neighborhood locations and through a range of scales and sizes.
- Promote and preserve urban agriculture opportunities to support local food production, distribution and Loveland's agricultural heritage.
- Identify appropriate locations for and support community gardens, such as within new developments or City parks.

**Policy 3 -- Attract and maintain accessible, first-class hospitals and medical facilities in Loveland.**

**Strategies:**

- Work with healthcare providers to ensure that their goals are considered when evaluating land use patterns.
- Consider the range, scale and placement of health care services and resources in relation to residential and mixed-use areas to support access for older adults and low-mobility residents.

**Policy 4 -- Make year-round parks and recreation opportunities universally accessible.**

**Strategies:**

- Develop, operate, and program specialized recreation facilities in accordance with service level guidelines defined in the 2014 Parks and Recreation Plan.
- Improve and provide safe, accessible, attractive indoor and outdoor facilities that meet the recreation programming goals of the community.
- Coordinate the provision of recreation facilities with other local governments, special districts, and the Thompson R2- J School District as appropriate.

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**Element # 6 -- Create a Connected and Accessible Community**

Two Policies and Supporting Strategies within this element are highlighted below:

**Policy 2 -- Provide infrastructure to make walking and bicycling convenient and viable for all types of trips and for all ages, abilities, and income levels.**

**Strategies:**

- Accelerate implementation of the 2012 Bicycle and Pedestrian Plan and NFRMPO Regional Bicycle Plan by considering a range of different funding sources and leveraging

opportunities to combine bicycle and pedestrian projects with roadway capital projects and maintenance projects.

- Work with the School District to improve bike and pedestrian infrastructure near schools and connecting to neighborhoods.
- Enforce existing codes and ordinances that require property owners to maintain their sidewalks in good condition.
- Complete the Recreational Trail system of hard- and soft-surfaced trails for off-street, non-motorized, and non-equestrian recreation uses.
- Require that developments provide land, access or easements for the City's planned trail system when development proposals are submitted.
- Coordinate the provision of bicycle and pedestrian facilities among various government departments, and with other local governments, state and federal government, special districts, and the Thompson R2-J School District, as appropriate.
- Promote a walkable environment in commercial locations by connecting internal sidewalks to the public sidewalk network and designing internal pedestrian circulation that is safe, direct, and comfortable.
- Require new developments to provide bicycle and pedestrian improvements consistent with Loveland's street standards and the applicable land use category guidelines.
- Coordinate bicycle and pedestrian planning and implementation with other infrastructure projects and land use decisions. Specifically, ensure coordination in implementation of: o 2012 Bicycle and Pedestrian Plan o 2014 Parks and Recreation Master Plan o 2035 Transportation Plan
- Emphasize trail access for citizens inside the City's Growth Management Area.
- Consider the varying needs of citizens of all ages and abilities in planning and implementing the bicycle and pedestrian system.

**Policy 3 -- Establish and maintain convenient connections between neighborhoods and to local destinations.**

**Strategies:**

- Require well-connected streets, sidewalks, and bike paths/lanes in new developments and redevelopment areas and between neighborhoods. Examine Larimer County Urban Area Street Standards to find opportunities to increase street connectivity
- Establish street connectivity and block size targets that support walkability.
- Enhance street connectivity in new developments with shorter, pedestrian-scale blocks and narrower streets to improve walkability and connectivity. Provide intermediate pedestrian connections where block lengths are long.
- Provide incentives for highly connected grids and small block networks that exceed minimum requirements.
- Improve existing intersections to facilitate north-south and east-west traffic.
- Create new transportation corridors to overcome barriers to local traffic (waterways, railroads, I-25).

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**Element # 7 -- Facilitate Complete Neighborhoods**

Four Policies and Supporting Strategies within this element are highlighted below:

## **Policy 1 -- Encourage development of diverse housing types and complete neighborhoods**

### **Strategies:**

- Identify areas of the community appropriate for more diverse housing types and neighborhoods. As transportation intensity increases, housing intensity can increase to support transit and walkability goals.
- Promote multifamily housing and mixed use developments that attract young families and retirees and provide for non-traditional households.
- Increase regulatory flexibility to allow for neighborhood commercial land uses and higher density and mixed use housing in appropriate locations, i.e., near commercial centers, transit stops and arterial roadways.
- Provide incentives such as density bonuses or allowances for accessory dwelling units for neighborhoods that mix housing unit types and contain a commercial component desired for walkability.
- Encourage development of housing types that appeal to high-quality employees and employers.

## **Policy 2 -- Support housing that meets the needs of low and moderate income households**

### **Strategies:**

- Identify and resolve barriers that impede the development of affordable housing.
- Support market based mechanisms (i.e., density bonuses, fee waivers) to increase the supply of affordable housing.
- Prioritize the development of affordable housing near commercial/employment centers, transit stops and social services.
- Where appropriate, integrate affordable housing into new mixed-income neighborhoods to reduce segregation and concentration of poverty.

## **Policy 3 -- Align new housing development with resident needs and community values.**

### **Strategies:**

- Protect and preserve environmental assets in sensitive areas and adjacent to City Open Lands by using clustering development techniques.
- Encourage a portion of new housing development to recall historical neighborhoods, including a variety of housing, alleys and small gridded blocks.
- Allow live/work and commercial uses in residential neighborhoods where appropriate.
- Retain some residential neighborhoods as purely residential.

## **Policy 4 -- Promote integration of housing in commercial and employment centers**

### **Strategies:**

- Add housing to redeveloping and new commercial and employment areas.
- Encourage new housing to locate in areas cost-efficiently served by existing or planned public infrastructure.
- Work with developers to incorporate neighborhood-serving commercial within walking distance of new housing development.

## **Element # 8 -- Invest in Loveland's Older Neighborhoods**

Four Policies and Supporting Strategies within this element are highlighted below:

### **Policy 1 -- Continue investing in older neighborhoods as they age.**

#### **Strategies:**

- Create safe and attractive connections from Downtown to surrounding neighborhoods through street tree plantings, pedestrian/bicycle infrastructure improvements, and pedestrian-scale lighting.
- Work with neighborhood organizations to identify and eliminate negative factors of blight, such as deteriorating infrastructure, in aging neighborhoods.
- Analyze blighted conditions by neighborhood and invest in infrastructure, to the extent that funds are available.

### **Policy 2 -- Reinforce the unique identity and visual appeal of neighborhoods.**

#### **Strategies:**

- Continue improving park facilities in older neighborhoods to adjust for changes in demographics.
- Within individual neighborhoods, foster characteristics that differentiate neighborhoods from one another; design with unifying features such as pavement design, signage, landscaping, street lighting and fencing.

### **Policy 3 -- Support active living and aging in place.**

#### **Strategies:**

- Respond to trends in Loveland's demographics (e.g., aging population) by encouraging housing, diversity, accessibility and affordability.
- Actively involve older adults and an "aging in everything" perspective in policy and capital improvement planning activities.
- Target new affordable housing development opportunities for existing residents.
- Encourage and provide support for mixed-use, mixed-income developments in areas undergoing redevelopment and/or revitalization.
- Support lifecycle housing for seniors to age in place.
- Create universal (i.e., enabling) housing design standards or incentives, allowing residents to age in place and creating full accessibility for all residents of varying levels of physical ability.

### **Policy 5 -- Refresh distressed neighborhoods.**

#### **Strategies:**

- Support the rehabilitation of housing and redevelopment of aging private properties through the provision of loans, or technical support.
- Maintain the character, structural integrity, and appearance of new and existing developments including the appropriate use of landscaping.

- Stimulate infill in vacant properties and promote multiuse development in older neighborhoods by utilizing infill standards that allow for the development of buildings to meet today's needs while being compatible with neighboring structures and providing certainty to neighboring residents.
- Emphasize strategic reinvestment in existing structures, e.g., solar systems, energy efficient appliances, insulation.