

Triple play: A visual approach to zoning, historic preservation, and downtown promotion

Loveland Design Standards

Award Video



To guide development and historic preservation in Downtown Loveland, the City of Loveland's Historic Preservation Commission (HPC) worked with the Loveland Downtown Partnership (LDP) and consultant Egret & Ox Planning to prepare a graphically rich, user-friendly set of Downtown Design Standards. Throughout a four-month collaboration process starting in October 2019, Egret & Ox Planning led the HPC and LDP on an iterative design process to transform existing design standards into an updated set of standards that provides greater visualization of the City's

design intent and goals for site regulations, historic preservation, and downtown enhancement. The document also doubles as a marketing piece to illustrate how the downtown has evolved from an urban design perspective, and how property owners, developers, investors, and others can contribute to the vitality of Downtown Loveland.

CREATIVITY IS WELCOME HERE

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Loveland is a city of creativity. Dating back to the late 1960s, the creative arts have taken a foothold in the culture and identity of Loveland. Starting with the City's first foundry established in 1968 by metallurgist Bob Zimmerman, metal-based sculpting has continually grown to be Loveland's primary calling card, including international recognition as one of the world's premiere bronze sculpture communities.

Bronze sculptures can be seen around Downtown Loveland, including works from the City's leading sculptors: George Lundeen, Dan Ostermiller, George Walbye, Fritz White, and Hollis Williford. Art pieces also include murals, interactive street furniture, and creative utility boxes.

The City also emphasizes the significance of art. In addition to the 1% set-aside for art (see factoid on the right), the Loveland Creative District was officially certified in 2019, guided by the following value statement:

“ The Loveland Creative District values and welcomes inclusive community engagement, which inspires innovation, elevates quality of life and delivers meaningful experiences for locals and visitors alike. ”

- Loveland Creative District
www.lovelandcreativedistrict.com

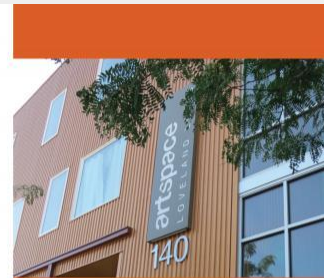


GUIDE TO DOWNTOWN DESIGN STANDARDS
LOVELAND, COLORADO

1% for Art

Art everywhere

In 1985, Loveland became the first Colorado city to pass an ordinance that designates one percent of the city's capital projects towards the purchase and maintenance of art. The city's current art collection is valued at over \$10 million dollars and can be viewed all over Loveland.



Live, work, play, create

ARTSPACE

Many downtowns tout themselves as a place to live, work, and play. Downtown Loveland takes this mantra further by encouraging creativity in various forms. As far back as the late 1960s, Loveland has evolved into a destination for artists, sculptors, and creative minds. Sculpture in the Park initially began in 1984 but is rooted in the metal-based artistic works of Bob Zimmerman, who moved to Loveland in 1968 to start the City's first foundry.

In 1985, Loveland became the first Colorado city to pass an ordinance that designates 1% of the City's capital projects towards the purchase and maintenance of art. Downtown art pieces can be experienced in many ways, including murals in alleys, utility boxes, and parking garages, as well as bronze and metal-based sculptures that have become synonymous with Loveland. Live/work spaces like Artspace encourage artists to take up residency in Downtown Loveland.