PRINCIPLE #1: CREATE A DISTINCTIVE IDENTITY FOR BELLEVUE AVENUE (ID)

Goal ID-1: Establish West Bellevue Avenue as a distinct destination within the City of Littleton.

PRELIMINARY POLICIES

- **Branding.** Encourage the use of distinctive urban design elements, banners, and other features as part of future revitalization and redevelopment efforts to help orient people and provide a recognizable identity that draws on the corridor’s history and assets.

- **Wayfinding.** Establish wayfinding signage in key locations along the corridor to direct drivers, pedestrians, and cyclists to adjacent businesses, nearby destinations, and the Mary Carter Greenway. Update wayfinding signage used in other areas of the city, such as Downtown Littleton, to provide direction to the Bellevue Avenue corridor from these locations.

Goal ID-2: Enhance the appearance of Bellevue Avenue as new public and private investments are made.

PRELIMINARY POLICIES

- **Streetscape.** Incorporate detached sidewalks, street trees, landscaping, and other streetscape elements as part of future revitalization and redevelopment efforts or street improvements to soften the auto-oriented appearance of Bellevue Avenue, while maintaining visibility for retailers.

- **Gateways/medians.** Explore the feasibility of incorporating monuments and/or public art to help define key gateways on Bellevue Avenue and Prince Street and create a sense of arrival in the corridor.

- **Building and Site Design Principles.** Incorporate building and site design principles as part of future revitalization and redevelopment efforts that support and define the public realm and respect the context of adjacent neighborhoods.
**PRINCIPLE #2:**

**IMPROVE MOBILITY AND SAFETY (MS)**

**Goal MS-1:** Make traveling along Belleview Avenue, Federal Boulevard, and Lowell Boulevard safer and more comfortable.

**PRELIMINARY POLICIES**

- **Sidewalk Improvements.** Require detached sidewalks with landscaped buffers along Belleview Avenue, Federal Boulevard, and Lowell Boulevard as part of future redevelopment projects to separate pedestrians from heavy traffic and make walking along these streets safer and more comfortable.
- **Crossings.** Explore potential improvements to existing intersection configurations to make crossings safer and more comfortable for pedestrians and bicycles.
- **Access Management.** Consolidate curb cuts as part of future redevelopment projects—consistent with the Colorado Department of Transportation and/or City of Littleton requirements—as applicable, to help maintain traffic flows along Belleview Avenue, Federal Boulevard, and Lowell Boulevard and reduce conflicts between pedestrians and vehicles.
- **Transit Connection.** Explore the feasibility of establishing east-west bus service along Belleview Avenue as a way to improve connections to Downtown Littleton and its adjacent light rail station, and reduce vehicle trips on Belleview Avenue.

**Goal MS-2:** Strengthen pedestrian and bicycle connections from surrounding neighborhoods to services and amenities along Belleview Avenue, as well as to Downtown Littleton, and the Mary Carter Greenway.

**PRELIMINARY POLICIES**

- **Crossings.** Create additional cross-walks or other pedestrian and bicycle facilities to create safer crossings across Federal Boulevard south of Belleview, along Lowell Boulevard, and on Prince Street.
- **Sidewalk Gaps/Widths.** Complete gaps in the sidewalk network and widen existing sidewalks where needed along Belleview Avenue, as well as along Lowell and Federal Boulevards.
- **Regional Bike Facilities.** Enhance wayfinding signage to direct cyclists to existing regional bike facilities within the corridor (south of Belleview Avenue) and work with the South Platte Working Group and other partners to implement a second east-west connection between Federal Boulevard and the Mary Carter Greenway.

**PRINCIPLE #3:**

**PROTECT AND REINVEST IN CORRIDOR NEIGHBORHOODS**

**Goal NR-1:** Protect the character of established neighborhoods in the corridor.

**PRELIMINARY POLICIES**

- **Neighborhood Compatibility.** Ensure that single-family infill/redevelopment in the Goddard neighborhood is compatible with the character and scale of adjacent homes, respecting established setbacks, building heights, and massing.
- **Historic Preservation.** Increase awareness of, and encourage the use of, voluntary historic preservation guidelines for the Arapaho Hills National Historic District as a resource for homeowners, realtors, and developers.
- **Arapaho Hills.** Encourage the designation of Arapaho Hills as a local (Littleton) historic district.

**Goal NR-2:** Nurture the strong sense of community that exists in corridor neighborhoods.

**PRELIMINARY POLICIES**

- **Neighborhood Resources.** Increase awareness of—and encourage the use of—the City’s Neighborhood Resources program as a way to access assistance for elderly/disabled residents, mediation services, and other community-based initiatives.
- **Neighborhood Partnerships.** Collaborate with neighborhood groups on efforts to organize volunteer initiatives, implement neighborhood improvements, host neighborhood events, and engage corridor residents.
- **Crime Prevention.** Continue to work with property managers—through efforts such as the City’s Crime Free Multi-Housing Program—to reduce criminal activity in corridor neighborhoods.
PRINCIPLE #4: SUPPORT EXISTING RETAIL AND REVITALIZE UNDERUTILIZED PROPERTIES (R)

Goal R-1: Support the revitalization of vacant and underutilized properties.

PRELIMINARY POLICIES

- **Economic Development.** Continue to utilize available economic development tools, programs, and incentives as may be available to support the revitalization of key opportunity areas within the corridor.
- **Connectivity.** Collaborate with the City of Englewood to improve east-west vehicular connections between properties on the north side of Belleview Avenue and to establish a north-south connection between the study area and Union Avenue as a long-term strategy.
- **Revitalization of Adjacent Areas.** Work with the City of Englewood to encourage the redevelopment of industrial/storage uses along the northern edge of the corridor, and on other adjacent sites in the City of Englewood as opportunities arise.
- **Vacant/Underperforming Spaces.** Continue to work with existing shopping center owners to infill vacant pad sites or reposition underperforming pad sites with new, potentially higher-intensity uses (e.g. multi-family residential); or to reconfigure the existing structure and use of the site for greater visibility and efficiency.
- **Infrastructure and Services.** Ensure that necessary infrastructure and services are in place to support revitalization in the Belleview Avenue corridor. Work with service providers and property owners to address any deficiencies in service or in capacity of existing infrastructure when such needs are identified.

Goal R-2: Support the retention of existing retailers and the attraction of new retailers.

PRELIMINARY POLICIES

- **Retailer Attraction Incentives.** Consider use of fee waivers, sales tax share backs, public improvement fees, and other incentives to help attract new retailers to the corridor.
- **Existing Business Support.** Continue to utilize available economic development tools, such as façade enhancement grants and other programs as may be available to support the retention and enhancement of existing businesses in the corridor.

Goal R-3: Maintain/enhance the mix of uses within the corridor.

PRELIMINARY POLICIES

- **Neighborhood-oriented Businesses.** Support the retention of existing neighborhood-oriented businesses and actively seek opportunities to attract new ones. Place a particular focus on attracting restaurants, specialty food stores, sports and recreation-oriented tenants, and other neighborhood-serving retailers that complement existing retail anchors.
- **Housing.** Encourage the integration of multifamily housing in mixed-use portions of the corridor (east of Irving Street) as a means to expand housing options and increase foot-traffic for local businesses, while ensuring that the Belleview Avenue frontage retains its retail focus.

PRINCIPLE #5: CREATE MORE PLACES FOR PEOPLE (PFP)

Goal PFP-1: Activate the river’s edge.

PRELIMINARY POLICIES

- **Active Uses.** Encourage concentrations of active uses, such as restaurants, plazas, recreational amenities, and outdoor seating areas along the river’s edge.
- **Connections.** Encourage direct pedestrian/bicycle linkages from private development along the river to the Mary Carter Greenway trail so long as doing so does not add or remove fill from the South Platte River, or otherwise negatively impact the floodway.
- **Building and Site Design Principles.** Incorporate building and site design principles for riverfront uses into all new development and redevelopment along the river’s edge.
- **Regional Collaboration.** Support the continued implementation of the South Platte River Corridor Vision and related initiatives, in collaboration with the South Platte Working Group, the South Suburban Parks and Recreation District, and other regional partners.

Goal PFP-2: Foster the enhancement/creation of community destinations and gathering places.

PRELIMINARY POLICIES

- **Outdoor Gathering Spaces.** Incorporate outdoor seating and dining areas, plazas, fountains, and other amenities into future development to encourage pedestrian activity and provide recognizable public gathering spaces within the corridor.
- **Public/Civic Amenities.** Seek opportunities to integrate public/civic uses and amenities, such as library branches, community centers, and recreational facilities, in the corridor as part of all new development and redevelopment.
- **Surface Parking Lots.** Seek creative ways to activate underutilized surface parking lots in key locations and along the Mary Carter Greenway, by accommodating food trucks, recreational rentals, or other temporary/seasonal uses.