

# URBAN REDEVELOPMENT OPPORTUNITY FOR SALE



**Lincoln & 4th Street  
Redevelopment Opportunity**  
*Sale Price \$5,750,000*

**301 - 333 E. 4th St., Loveland, CO**  
**Total Building SF: 42,073**  
**Land SF: 27,539**  
**Fully entitled Mixed-Use Plans Included**





## 4th Street Redevelopment Opportunity

FOR SALE: \$5,750,000 | .63 Acres | 42,073 SF

301-333 E. 4th Street, Loveland, CO

301–333 E. 4th Street represents one of the most strategically significant redevelopment opportunities in Northern Colorado. Located in the heart of Loveland’s historic downtown, the site sits within the emerging **Heartland District**, a planned mixed-use, lifestyle-driven destination designed to balance Loveland’s rich history with a vibrant, contemporary urban environment. This block has been the focus of extensive public-private planning, market positioning, branding studies, and financial partnership modeling—creating a highly unique opportunity for a developer to step into a shovel-ready framework with substantial city momentum behind it.

Positioned along Loveland’s historic 4th Street corridor and just one block from the planned Jefferson Public Parking Garage, the site offers unmatched proximity to walkable amenities, tourism drivers, arts and cultural assets, and newly revitalized mixed-use developments including The Foundry, Gallery Flats, Lincoln Place, and Railway Flats. High demand for downtown residential living, curated commercial space, and urban walkability continues to grow, supported by demographic trends, economic expansion, and Loveland’s strategic investment in its urban core.

The property is ideally suited for **mixed-use redevelopment**, including multifamily residential, boutique retail, food-and-beverage, creative office, hospitality, and activated alley concepts currently being encouraged by the City and DDA.

### Key Investment Highlights

- **Rare Downtown Assemblage** – contiguous ownership spanning prime main-street frontage—an irreplaceable redevelopment footprint.
- **Strong City & DDA Alignment** – policies, infrastructure and previous agreements demonstrate a long-term commitment to revitalizing this exact block.
- **Completed City-Funded Planning Work** – branding, feasibility, district identity and public-parking commitments accelerate early-stage development timelines.
- **High-Demand Residential Market** – downtown Loveland is experiencing sustained demand for upscale rental housing with walkability and lifestyle amenities.
- **Tourism & Community Draw** – surrounding developments (Foundry, MetroLux Dine-In, TownePlace Suites, restaurants, art venues) create a synergistic environment ready to absorb new commercial offerings.



#### *Rico Devlin*

Senior Partner & Broker  
(970) 413.1182  
rico@lcrealestategroup.com

#### *Nathan Klein*

Senior Partner & Broker  
(970) 222.2473  
nathan@lcrealestategroup.com





pourhouse

Sports Station  
AMERICAN GRILL

COMET CHICKEN  
TENDERS • SALADS • SANDWICHES

4TH ST.  
CHOP HOUSE

The Davis

The Pulliam

#GALLERY  
FLATS

66 Units

LOVELAND MUSEUM  
LOVELAND ARTS & CULTURE

Museum  
Expansion

LINCOLN  
PLACE

200 Units

DOOR 222  
food & drink

desk chair™  
Work. Life. Inspired.

Cleveland Station  
Office & Retail

SKYBEAR  
Brewery

RIALTO THEATER  
LOVELAND ARTS AND CULTURE

METROLUX  
THEATRES DINE-IN

One Block

HIP STREET IMPROVEMENT

SUBJECT  
PROPERTY

City-owned Lot  
Potential City-funded  
Parking Garage





## 4TH STREET REDEVELOPMENT

301-333 EAST 4TH STREET  
LOVELAND, CO 80537

### Strategic Advantages of Site

#### Premier Downtown Location

The block spans a visible and highly trafficked portion of East 4th Street—Loveland’s historic “main-street”—placing future redevelopment at the center of downtown activity, festivals, shopping, and the city’s growing culinary and entertainment scene. This corridor is currently undergoing extensive streetscape improvements to increase walkability, create opportunities for outdoor patios and the ability to host live entertainment events. This opportunity is located on the corner of Lincoln and 4th Street, which is the busiest corner downtown Identified as the Heartland District’s core redevelopment block, intended to become “the true heart of Loveland”. This site benefits from being just ½ block from the planned 277-stall Jefferson Garage, providing critical parking capacity and long-term infrastructure support for urban density.

#### Strong Public-Private Support & Entitlements Progress

The site benefits from years of coordinated planning between the City of Loveland, DDA, and LURA, giving future developers a major head-start. Notable milestones include the following:

- The Garage design is already completed and coordinated with the prior mixed-use plan, reinforcing infrastructure momentum.
- Existing redevelopment agreement frameworks outline reimbursement structures, public-private contributions, and long-term tax-increment participation.
- Infrastructure—including parking, utilities, and streetscape enhancements—has been largely established and are underway.
- Years of due diligence, design, engineering, and entitlements are complete with a total soft cost value of more than \$2 million. ([Click here for the deal room file](#)) [make registration. link](#)
- For developers wishing to pursue a revised plan, these prior efforts significantly reduce early-stage design, entitlement, and city-coordination risks.

#### Market-Ready Branding & District Positioning

The Heartland District branding and placemaking study provides powerful market insight that can guide the next developer’s design, naming, leasing strategy, and positioning.

- Strong demand from 26–35 year old urban-minded residents seeking lifestyle, walkability, and technology integration—plus secondary demand among empty nesters.
- High Commercial tenant demand for unique, contemporary businesses that differentiate downtown.
- Emphasis on historic preservation blended with modern architecture, creating an “authentic, vibrant, and memorable” identity.
- High opportunities for brand differentiation through curated experiences, activated alleys, and locally driven tenant mixes.
- This opportunity offers a strategic foundation for targeted leasing and lifestyle-based design decisions that elevate absorption and long-term asset value.



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### Redevelopment Potential

#### Mixed-Use Residential + Retail

The previous concept—Draper Mixed-Use Project—demonstrates the site's capacity for urban density:

- Approved for 96 Apartments ~748 average unit size, ~74,096 SF residential,
- ~14,559 SF ground-floor retail, 5-story building with alley walkway to Garage.

While a new developer may choose a different massing or unit mix, the study proves feasibility for substantial multifamily paired with curated, high-value retail

- A variety of financing mechanisms available including TIF, LIHTC, Opportunity Zone, CPACE and more

#### Activated Alley + Curated Commercial

The district narrative strongly supports:

- Food halls, chef-driven concepts
- Artisan merchants
- Bars, breweries, distilleries
- Health/wellness uses
- Creative studios
- Boutique office
- Hybrid retail/experiential venues

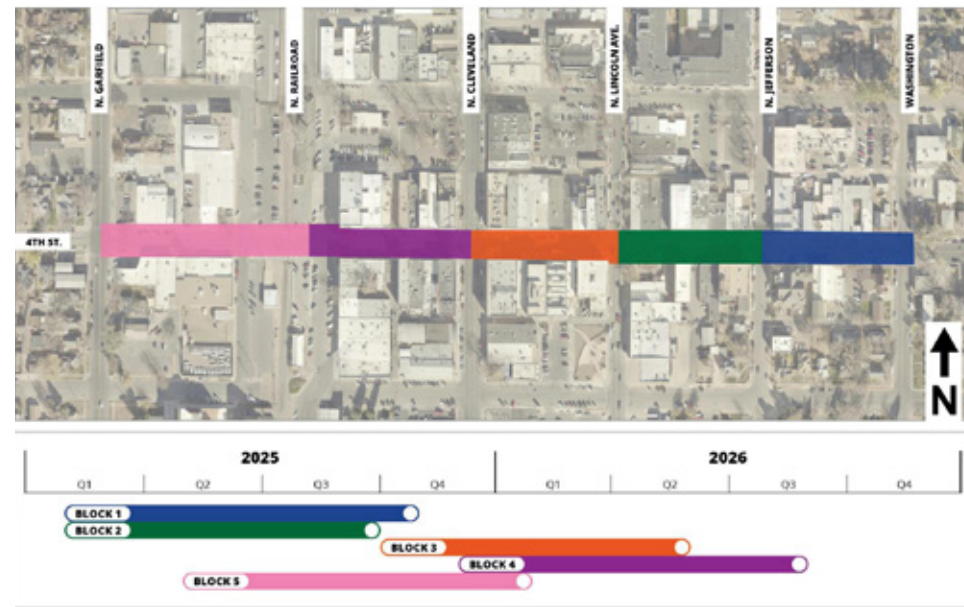
These align with Loveland's branding goals for placemaking, community activation, and tourism appeal.

#### Hospitality or Boutique Lodging

- Given Loveland's role as a regional tourism gateway, boutique hospitality fits both the district strategy and surrounding land uses.
- **Unmatched walkability** directly on 4th Street, surrounded by restaurants, galleries, entertainment, festivals, and The Foundry mixed-use district.
- **Strong civic investment** (streetscape upgrades, alley activation, pedestrian improvements, art integration).
- **Purpose-built hotel parking** via adjacent Jefferson Garage with dedicated residential/hotel capacity.
- **Urban location** unlike the highway-oriented hotels at Centerra, giving this site natural differentiation.
- **Authentic downtown experience** aligned with the Heartland District brand (historic identity + modern vibrancy).
- **Tourism and overnight visitation remain strong**, driven by:
  - o Regional recreation (Rocky Mountain National Park, Boyd Lake, Devil's Backbone).
  - o Arts, culture, and festival programming in downtown Loveland.
  - o Business, sports, and event demand from The Ranch and Embassy Suites Conference Center.
  - o Loveland's strategic position as a **"Base Camp for Northern Colorado"**—a theme emphasized by Visit Loveland's five-year tourism strategy.
  - o The market supports an additional, differentiated downtown hotel with rate-premium potential.



## Redevelopment Potential



## The Heart Improvement Plan (HIP Streets)

Let's Talk Loveland+1 [lovelandeconomicdevelopment.org](https://lovelandeconomicdevelopment.org)

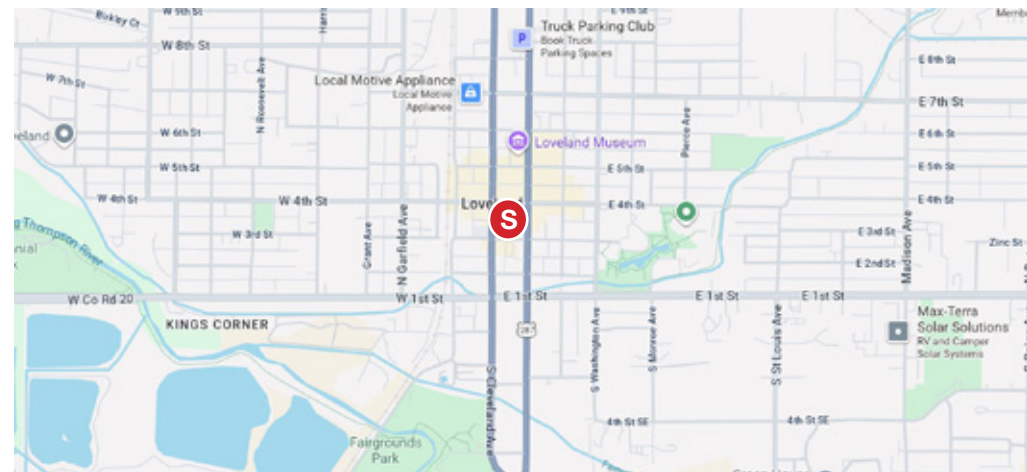
- The Heart Improvement Plan (HIP Streets) is a major infrastructure and placemaking initiative designed to enhance Loveland's historic downtown core, directly benefiting the 301–333 E. 4th Street redevelopment site.
- The plan includes upgrading underground utilities, reconstructing roadways, improving sidewalks for ADA compliance, and adding pedestrian amenities such as wider sidewalks, lighting, bike racks, public art, and seating zones.
- Parking will be improved by converting angled parking to parallel parking, resulting in approximately 30–40 new spaces, and placemaking will be enhanced with public art installations, new trees, and a pocket park concept.
- Construction is, with a two-phase workflow for each block, and the entire five-block corridor is expected to be completed by winter 2026 (weather permitting).
- These improvements will directly benefit the redevelopment site by mitigating development risks, increasing the attractiveness and value of ground-floor retail, and amplifying tenant desirability for both commercial and residential uses, with an estimated total cost of \$24.5 million.





**SUBJECT PROPERTY**  
COMMERCIAL BUILDINGS WITH 42,073 SF AND 27,539 SF LAND

**4TH STREET REDEVELOPMENT**  
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PROPERTY OVERVIEW

Property Address	301, 309, 313, 315, 319, 333 E. 4th Street, Loveland, CO 80537		
Land	0.63 Acres   27,007 SF		
Building SF	42,073 Total SF (Assessor)		
Year of Construction	1900, 1907, 1903		
Built As	301: Restaurant; 309: Retail Store; 313: Office Building; 315-319: Clubhouse; 333: Retail Store		
Zoning	<a href="#">Link to Loveland DDA</a>	<a href="#">Link to CO Opportunity Zone</a>	DT- Downtown <a href="#">Link to Zoning</a>
Allowed Density			
Potential Uses	Retail / Office / Multifamily Residential		
Colorado Opportunity Zone	Yes		
Downtown Development Authority District	Yes - Eligible		
Parking - Potential Parking Structure	277 parking spots total 106 dedicated to residential project 5 stories, elevator served		

PROPERTY TAXES

Parcel	301: 9513331007; 309: 9513331008; 313: 9513331010 315-319: 9513331011; 333: 9513331012
Legal	<a href="#">click here for Larimer County Assessors site</a>
Mill Levy   Tax District 22192	87.060
Assessed Value   Assessment Rate	All Parcels \$1,349,015   (27.9%)
Taxes	All Parcels \$115,135.88 (2024 Taxes Payable 2025)





# Draper Mixed-Use Project

*Fully entitled, designed, engineered, and permit-ready mixed use development with City Agreement for reimbursement on adjacent parking garage.*  
*Tax Increment Financing (TIF) mechanism in place to help offset the cost of on site public improvements, and parking garage.*  
*Project design based on maximum density and public feedback to create an innovative mixed use project, incorporating the historic character of downtown Loveland.*  
*Complete due diligence file, including architectural and engineering plans can be included in the sale worth approximately \$2,000,000.*



## PROJECT SUMMARY

Location:	333 4th Street Loveland
Property Type:	Class A Podium Mixed-Use Multifamily
Construction Type:	Single Story concrete podium Type-IA with four stories of Type-VA above. Historic facade of building 333 will be maintained along with most of the volume of historic building 315.
Exterior Materials:	Brick; new and historic, metal panels, glazing and stucco
No. of Units:	96
Average Unit Size:	748
Number of Stories:	5
Total Apartment NRSF:	71,836
Total Commercial NRSF:	14,559
Total Building GSF:	108,832
Parking:	277 parking stalls in a separate parking garage. To be paid for and constructed by the City of Loveland.  To be funded primarily by project generated sales and property TIF. Constructed by Developer, owned by City





## THE DRAPER - PROJECT DETAILS

## 4TH STREET REDEVELOPMENT

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### Core Purpose of Development Agreement

- Enable redevelopment of 301-333 E. 4th St. (The Draper) through coordinated efforts between Developer, City of Loveland, DDA, and LURA
- City reimburses Developer for Eligible Improvements (Parking Facility + Additional Eligible Improvements)
- Financing relies on Tax Increment Revenue (property & sales tax) and Add-On Public Improvement Fee (PIF)

### Key Developer Obligations

- Construct the full Project including Developer Improvements, Parking Facility (277+ stalls), and Additional Eligible Improvements
- Perform all due diligence and cover remediation costs on City Parcel; may terminate only if no City Bonds issued
- Follow approved conceptual and construction drawings; obtain all Development Approvals; Provide documentation for reimbursement using procedures per agreement
- Enter into required ancillary agreements (Parking O&M, Easements, Design Cost Share, Add-On PIF Covenant, Collection Agreement)
- Impose 2% Add-On PIF on retail sales and remit revenues as required
- Provide Guarantee Payments if Project Revenues fall below Guaranteed Project Revenue

### City / DDA / LURA Obligations & Supports

- Reimburse Developer for Eligible Costs up to \$12,870,000 (Parking Facility Cap \$12M + Additional \$870k), subject to annual appropriation (not a debt obligation)
- LURA remits TIF revenues to City; City deposits into City Special Fund
- City may issue bonds; Developer must remit PIF revenues to Bond Trustee if directed
- LURA may also use up to \$1.113M existing funds + \$640k future TIF (not generated by Project) for limited project-related costs

### Developer Benefits

- Up to \$12.87M reimbursed for public-facing improvements
- City ownership/operation of the Parking Facility (Developer receives easement for 106 parking stalls)
- TIF + PIF revenues support repayment of public improvements
- Reduced front-end capital burden enabling project feasibility
- Guaranteed maximum reimbursement schedule upon meeting construction and documentation requirements

### Financial Mechanics

- Project Revenues = Property Tax Increment + Sales Tax Increment + Add-On PIF
- Reimbursement follows submission of Eligible Cost certifications
- Developer Advances repaid at principal only, upon completion and certification
- Cap Amount applies to all Eligible Improvements
- Guarantee Payments required if Project fails to generate projected revenues
- Holdback Amount paid only upon full completion and acceptance



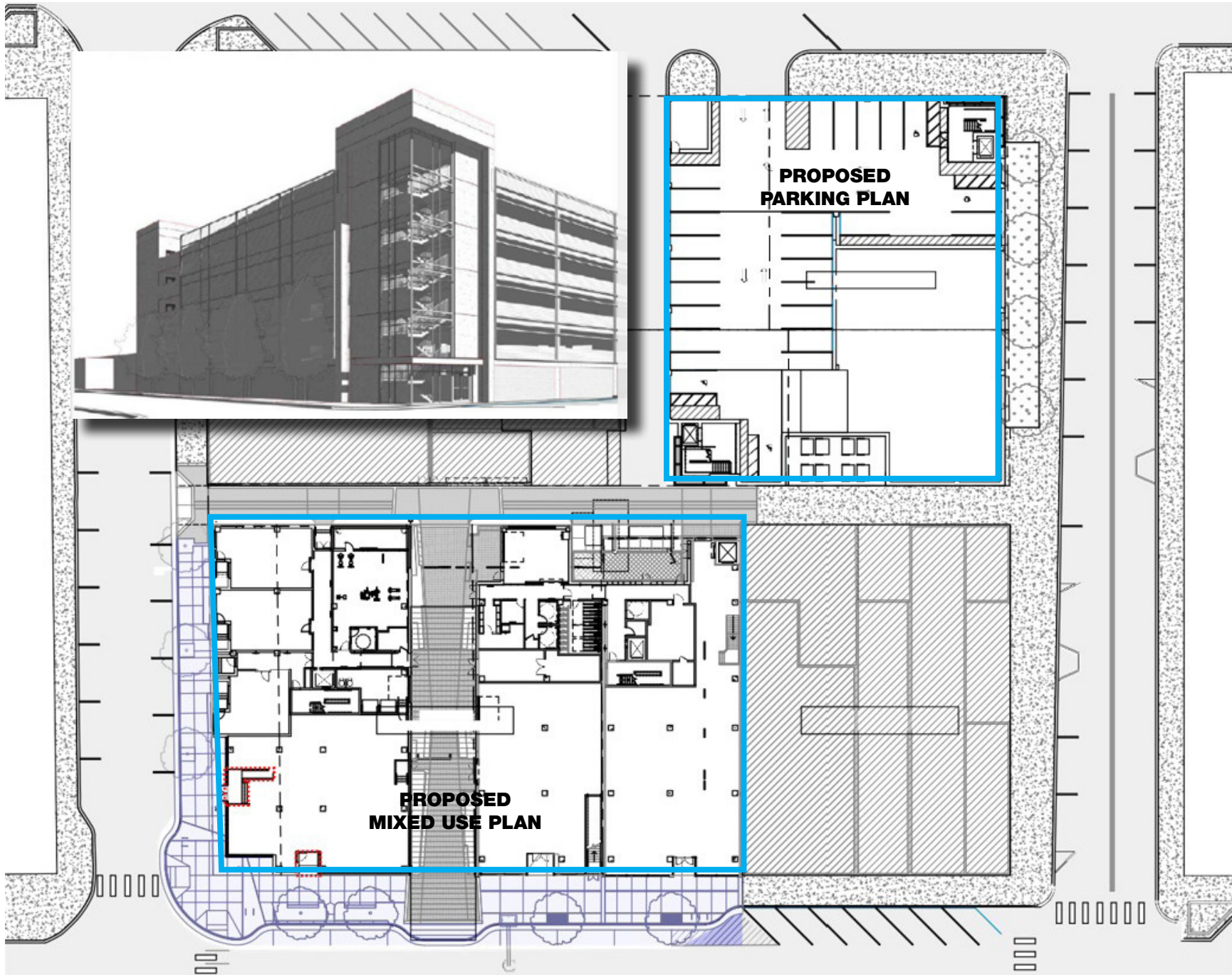
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**TRYBA** ARCHITECTS

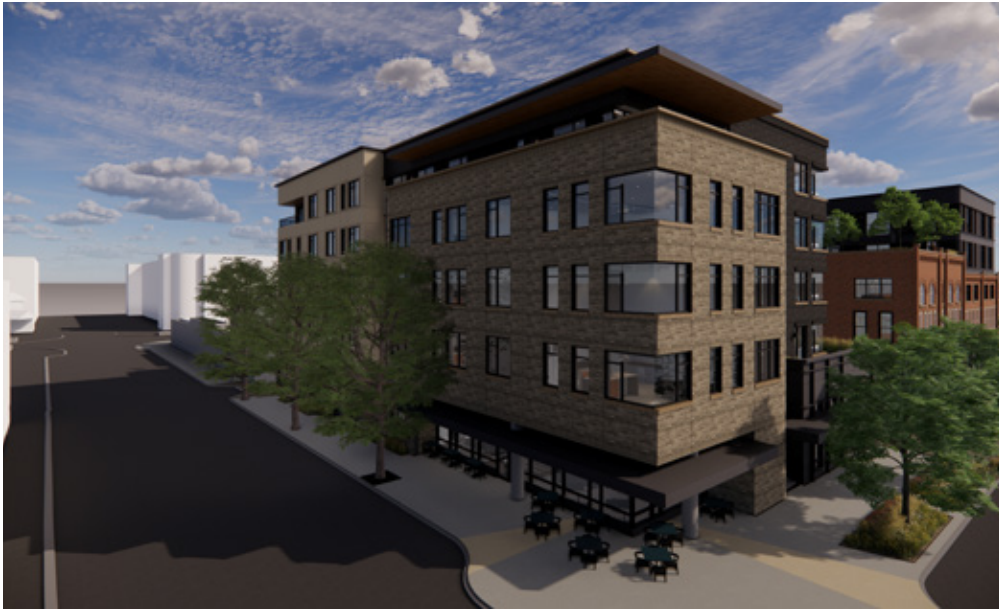






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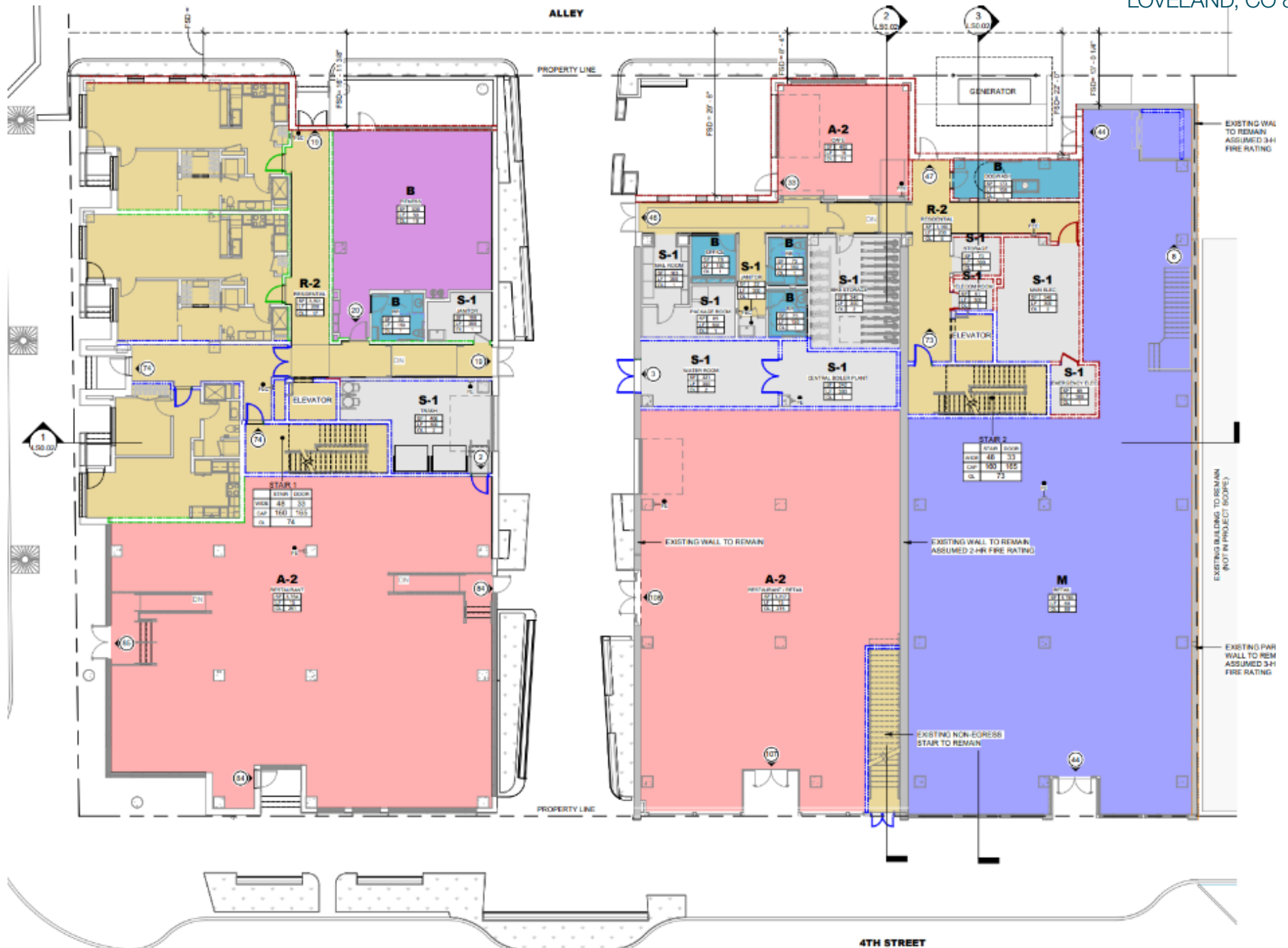
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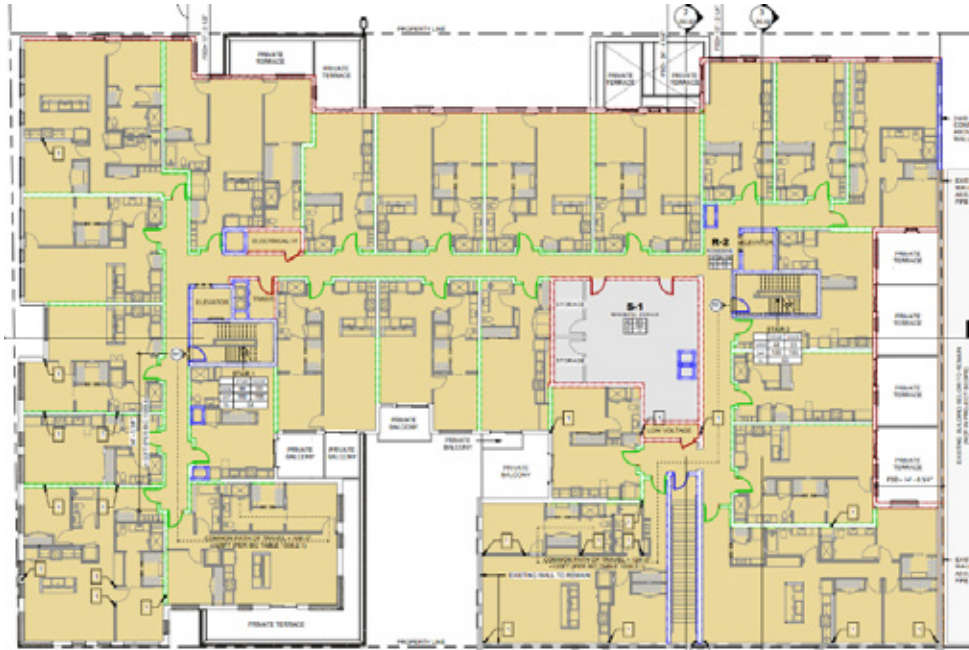




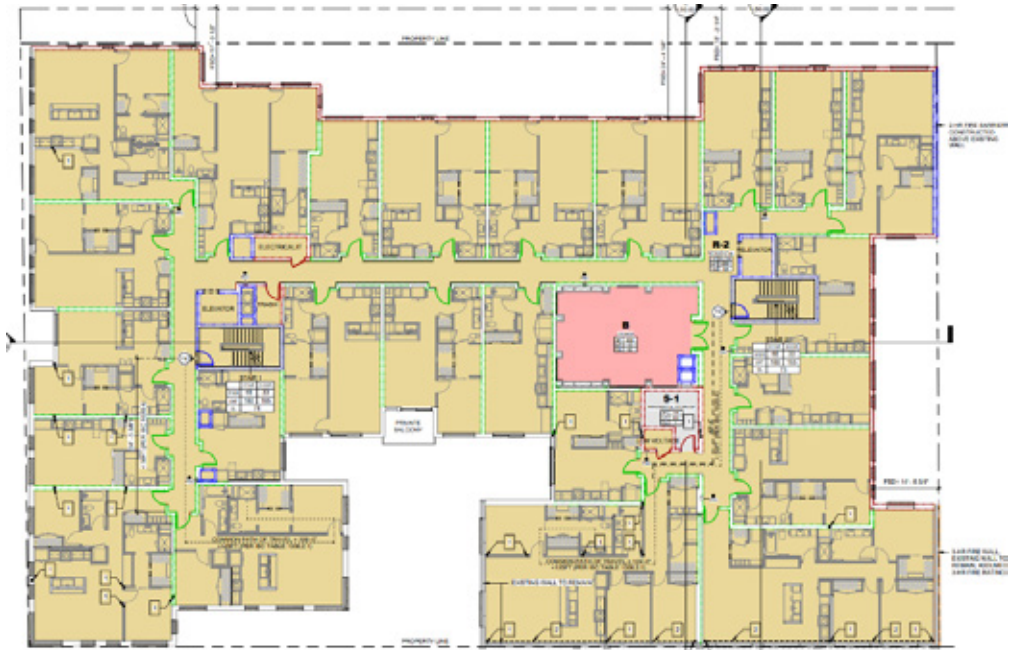
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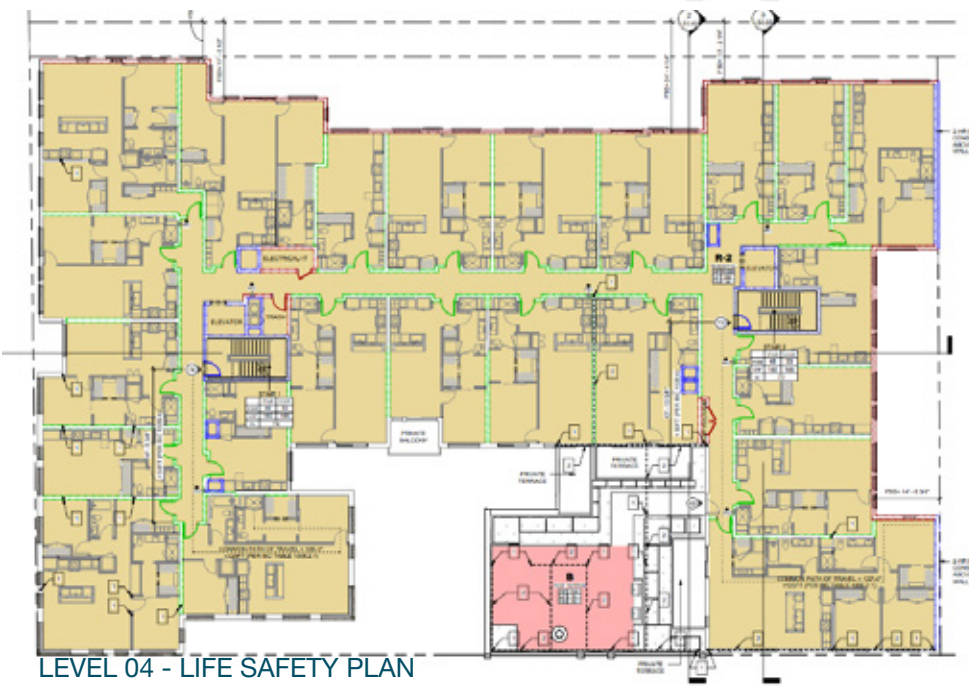
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LEVEL 02 - LIFE SAFETY PLAN



LEVEL 03 - LIFE SAFETY PLAN



LEVEL 04 - LIFE SAFETY PLAN



LEVEL 05 - LIFE SAFETY PLAN



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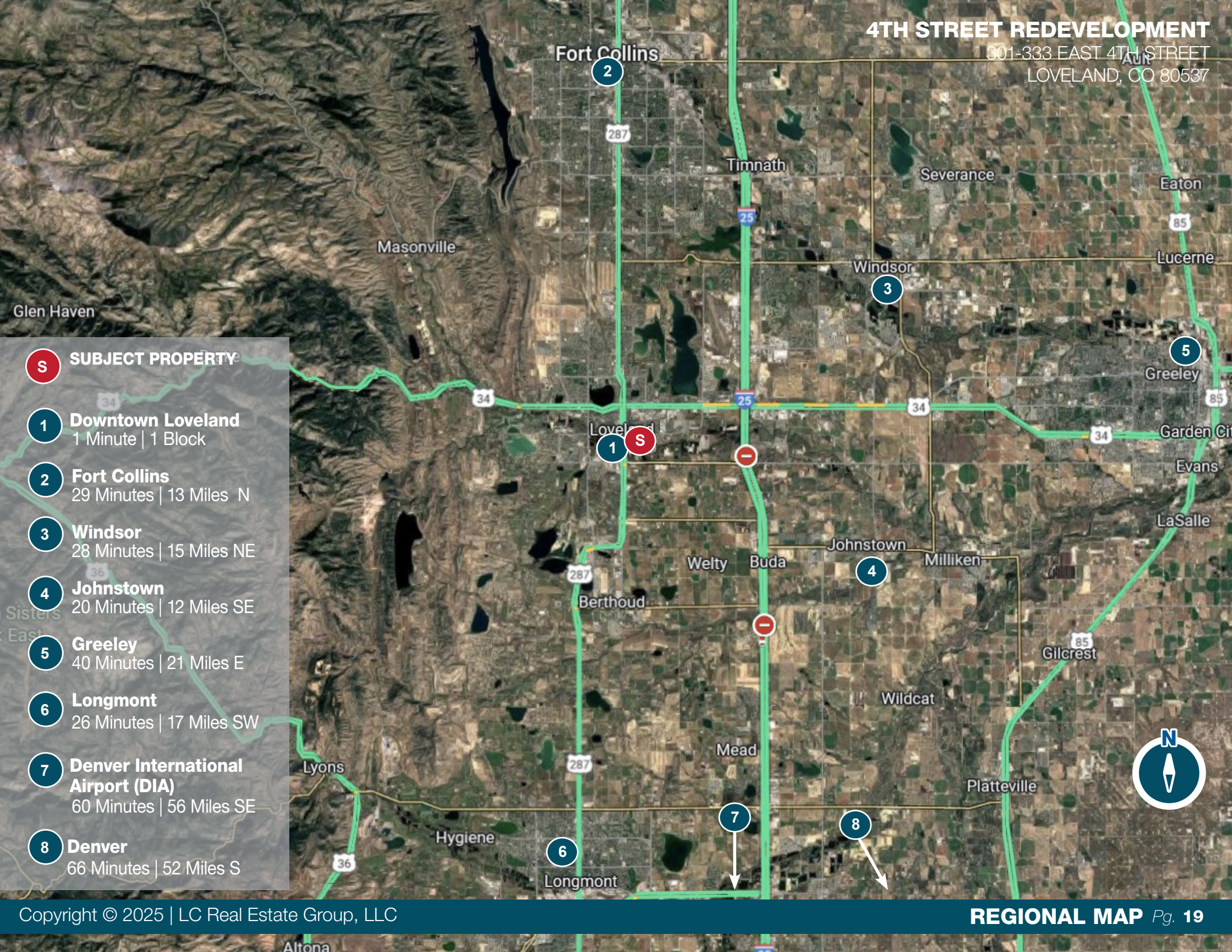


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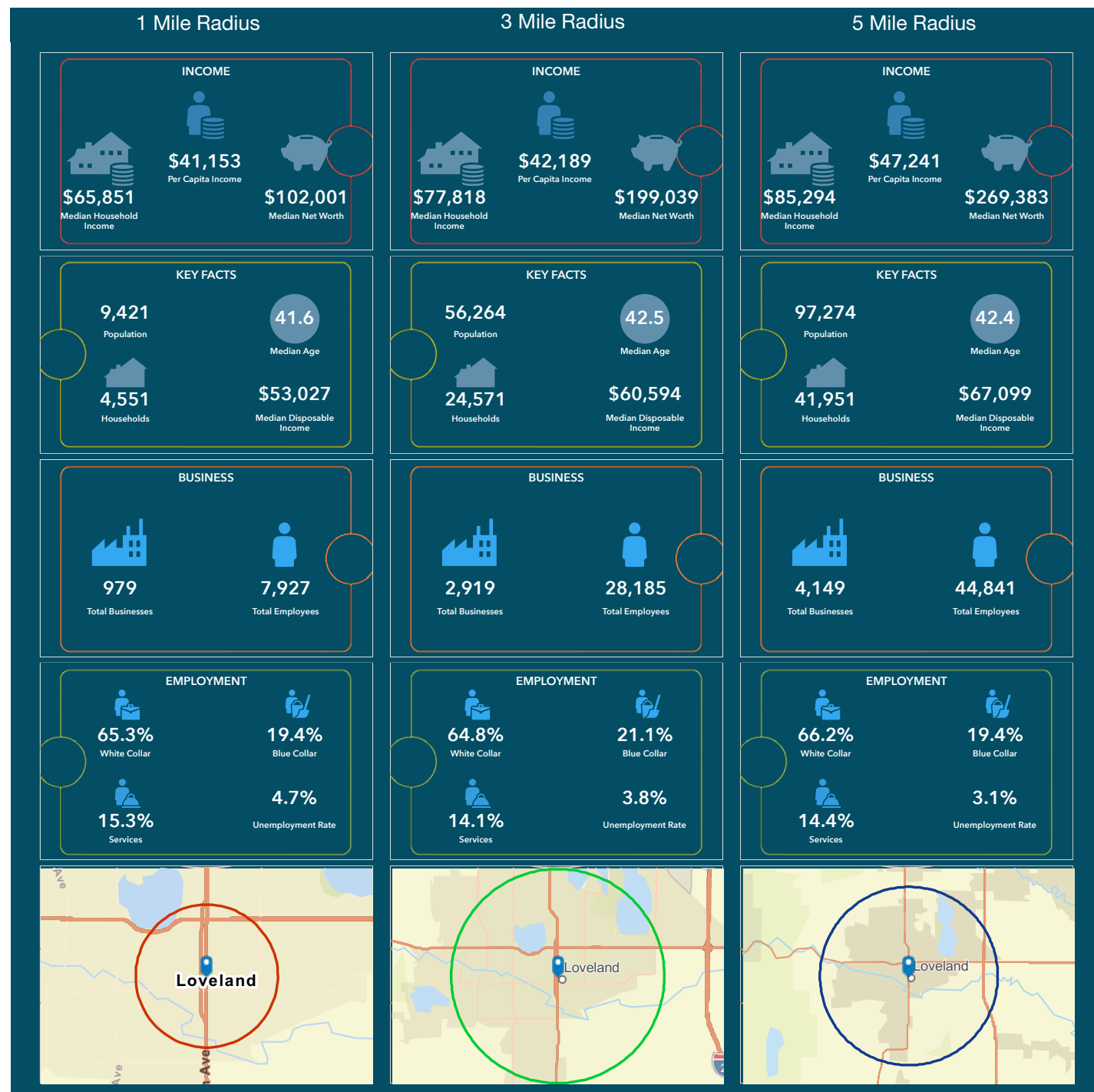
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# 4TH STREET REDEVELOPMENT





# Lincoln & 4th Street Redevelopment

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## Loveland, Colorado

301–333 E. 4th Street offers a uniquely ready, highly strategic opportunity to shape the future of downtown Loveland. Supported by extensive planning, clear demand indicators, city momentum, and now the major HIP Streets infrastructure and placemaking program, the site is positioned for a developer to deliver a destination-grade mixed-use community that becomes the marquee anchor of the Heartland District. With a purchase price of **\$5,750,000**, substantial zoning flexibility, strong public-partnership potential, and unmatched downtown activation prospects, this asset represents one of the most compelling redevelopment offerings in Northern Colorado. Please reach out to Rico Devlin or Nathan Klein for more information and to receive access to the deal room which includes substantial due diligence documentation.



**LCRealEstateGroup.com**

1712 Topaz Drive, Loveland, CO 80537



***Rico Devlin***

Senior Partner | Senior Broker  
970.413.1182  
rico@lcrealestategroup.com



***Nathan Klein***

Senior Partner | Managing Broker  
970.222.2473  
nathan@lcrealestategroup.com