

# Mixed-Use Redevelopment Site

HARMONY BRT STATION AREA  
SWC COLLEGE AVE AND HARMONY RD  
FORT COLLINS, COLORADO



# OF PARCELS 12

# OF OWNERS 6

BUILDINGS 194,206 sf

LAND 27.34 acres

DESCRIPTION Partially-vacant, this aging retail strip center, formerly anchored by Wal Mart, is a prime location for transit-oriented development

LOCATION Located on the southwest corner of Harmony and College, Fort Collins' busiest intersection adjacent to the Mason Bus Rapid Transit Harmony Station

ZONING C – Commercial with Transit-Oriented Development (TOD) Overlay

MAX HEIGHT 3 stories

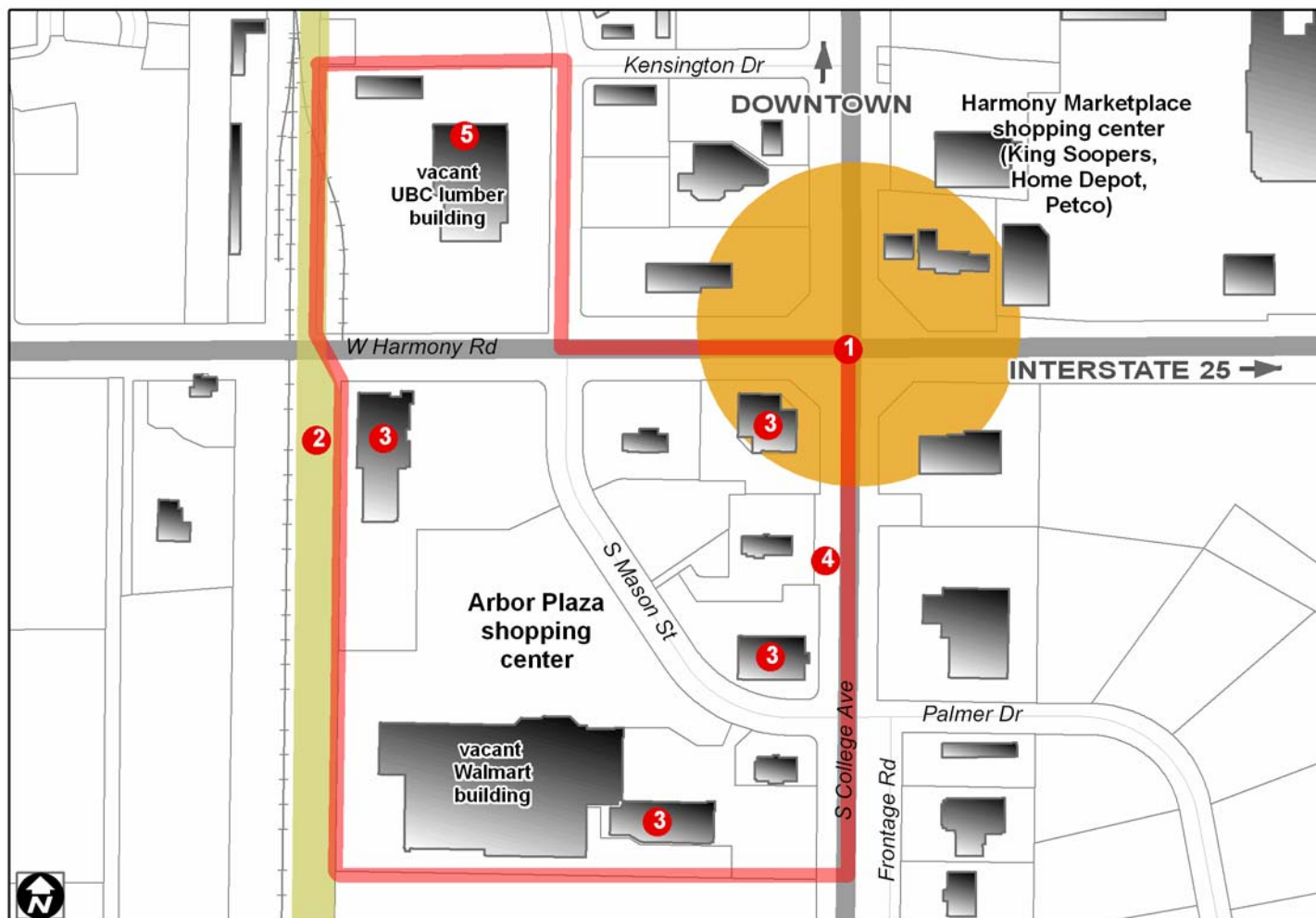
INCENTIVES TOD Overlay District - allows a building height increase up to three stories for mixed-use, affordable housing, and structured parking

Josh Birks  
Economic Advisor  
970-221-6324  
[jbirks@fcgov.com](mailto:jbirks@fcgov.com)  
[fcgov.com/refill](http://fcgov.com/refill)



The information in this brochure was obtained from public sources. The purpose of the brochure is to encourage reinvestment into targeted redevelopment areas. The properties contained within this site are not owned by the City of Fort Collins. The City's sole intent is promote redevelopment by providing information, assistance and financial and infrastructure incentives in areas that have the greatest potential for new commercial and residential development.

## Opportunities and Constraints



### 1. Major Intersection

The site is at a major, southern Fort Collins intersection, Fort Collins' busiest. The intersection will be rebuilt in 2010 in order to relieve congestion, improve safety, improve bicycle and pedestrian facilities, and to rebuild the intersection with concrete pavement.

College Avenue and Harmony Road are major retail and employment corridors, serving regional and local shoppers. Harmony Marketplace is a vibrant retail center at the northeast corner of Harmony and College.

### 2. Mason Corridor Bus Rapid Transit

This site is located along Fort Collins' largest capital project, the Mason Corridor. Construction of the BRT ends fall 2011.

### 3. Viable Businesses

The site contains several existing businesses which need accommodation on this site or relocation.

### 4. Adequate Utilities and Transportation Circulation

Utilities are adequate to serve any anticipated use. No significant transportation improvements are anticipated with redevelopment.

### 5. Former Lumberyard is a Key Redevelopment Site

The former UBC lumber site is ready for redevelopment and the owners have expressed a desire for transit oriented development. The 5-acre site is conveniently located adjacent to the Mason Corridor along Harmony Road.

Possible vision for this site.



### Potential Development Elements and Vision

- 224 West Harmony Rd (former UBS, a building materials retailer): Mixed-use retail/residential. Approximately 200 dwelling units residential, 8,000 sf retail. Building height would be 4 stories with structured parking.
- Arbor Plaza: redevelopment as a mixed-use, transit-oriented development. Retail (50,000 sf, 12,000 sf new assuming 38,000 sf retained along College Ave and Harmony Rd), and residential (300 - 350 dwelling units). Building heights: 1-3 stories with surface and structured parking. Access points retained. A paved-over creek could be "daylighted" at strategic points for aesthetic and stormwater purposes

### Demographics

	1-mile radius	3-mile radius	5-mile radius
2008 Population	10,512	84,130	144,349
2000 Households	3,879	28,773	47,963
2008 Median Age	34	33	30
2008 Median Household Income	\$72,191	\$70,009	\$60,841
2009 Businesses	1018	4,321	8,111
2009 Employees	10,527	42,014	87,628

### 2005 Traffic Counts (vehicles per day)

East/West bound at College/Harmony .....	31,800
East/West bound at Harmony/Mason College ..	28,950
North/South bound at College/Harmony .....	35,300
North/South bound at Harmony/Mason .....	8,050