



450 S. Parish Avenue
Johnstown, CO 80534
970.587.4664
JohnstownCO.gov

TOWN COUNCIL WORK SESSION

450 S. Parish, Johnstown, CO
Monday, May 13, 2024 at 6:00 PM

MISSION STATEMENT: Enhancing the quality of life of our residents, businesses, and visitors through community focused leadership.

AGENDA

CALL TO ORDER

AGENDA ITEMS

1. Downtown Johnstown Masterplan Project

ADJOURN

AMERICANS WITH DISABILITIES ACT NOTICE

In accordance with the Americans with Disabilities Act and other applicable laws, persons who need accommodation in order to attend or participate in this meeting should contact Town Hall at 970-587-4664 no later than 48 hours before the meeting in order to request such assistance.

De conformidad con la Ley de Discapacitados Estadounidenses y otras leyes vigentes, los individuos que necesitan adaptaciones funcionales para asistir o participar en esta reunión deberán comunicarse con la Municipalidad marcando el 970 587- 4664 a lo más tardar 48 horas antes de dicha reunión para solicitarla.



TOWN COUNCIL WORK SESSION COMMUNICATION

AGENDA DATE: May 13, 2024

SUBJECT: Downtown Johnstown Masterplan Project

ATTACHMENTS: 1. Downtown Johnstown Masterplan Presentation

PRESENTED BY: Sarah Crosthwaite, Economic Development Manager

WORK SESSION ITEM DESCRIPTION:

The Town of Johnstown published the Downtown Johnstown Masterplan Project Request for Proposal (RFP) on December 14, 2023. The Town closed the RFP on January 18, 2024, and received a total of 8 submissions. Town Council awarded the contract to Kimley-Horn on February 5, 2024.

As a recap, the Downtown Johnstown Masterplan Project RFP is seeking proposals for a qualified firm to facilitate a community planning process that culminates in the development of a master plan for Downtown Johnstown. The master plan at minimum should address the following issues:

- A unified vision for downtown that incorporates the newly adopted downtown brand and wayfinding signage
- Physical expansion of downtown, including incremental redevelopment of industrial park and development of newly annexed parcels
- Parking system management
 - Identification of short-, medium-, long-term parking
 - Current and future parking supply/inventory
- Aging streetscape / streetscapes not conducive to downtown expansion
- Lack of public spaces downtown
- Lack of outdoor dining
- Lack of pedestrian safety and connectivity
- Event management
- Attraction of retail and entertainment-based businesses that activate the corridor for daytime and nighttime use
- Improvements to East Parish Avenue alleyway

- Creating a traffic detour to minimize heavy vehicle traffic on Parish Avenue

The purpose of the project is to develop an actionable masterplan document that is community led and adopted by Town Council.

The purpose of today's work session is to present to Council:

- The Community outreach strategy
- Inspiration photos to better understand the elements that Council would like to see built in the physical environment of the downtown
- 3 concept layouts that include the existing downtown corridor and Held and Reider properties and discuss layout of uses

We look forward to having an engaging conversation with Council on the Downtown Masterplan to ensure alignment between the Community, Downtown stakeholders, and Town Council.

Reviewed and Approved for Presentation,



Town Manager

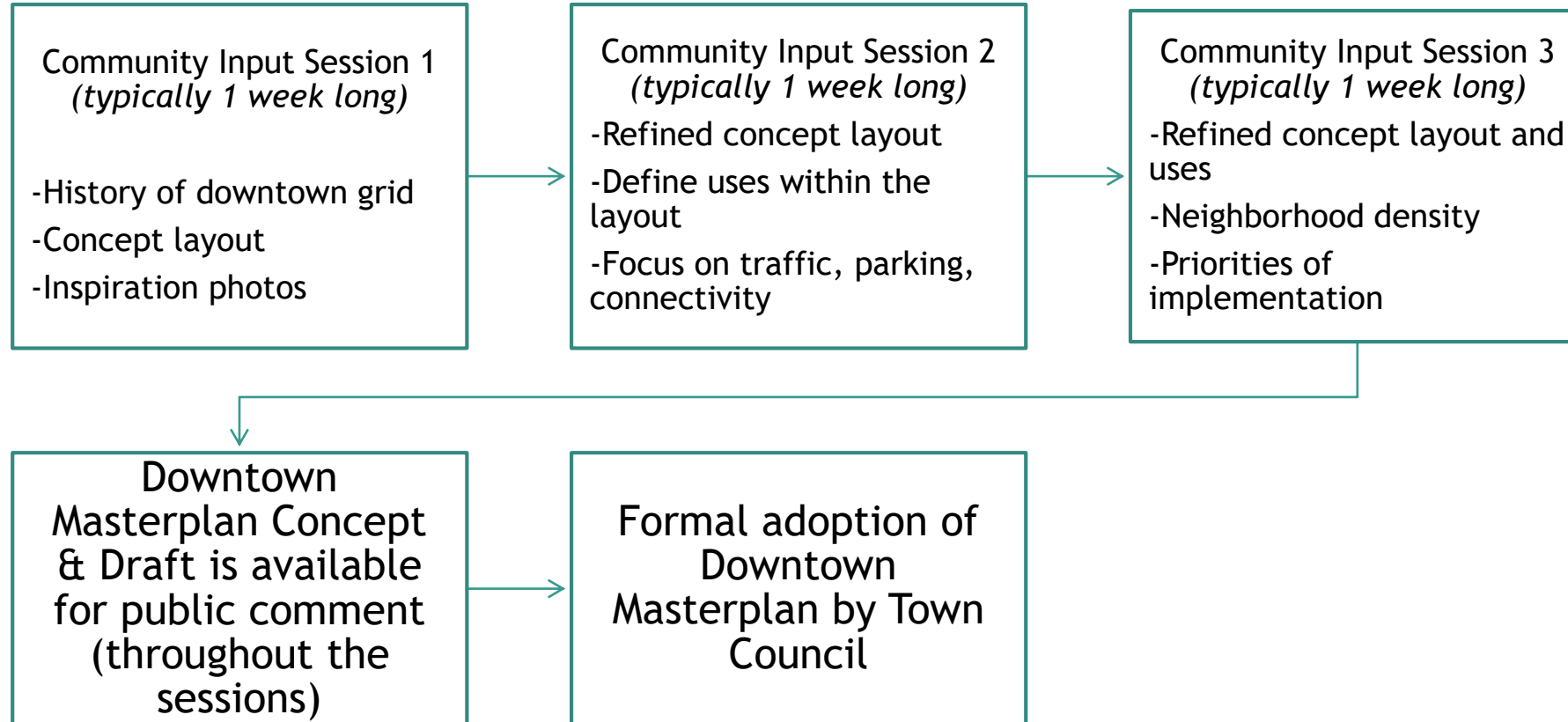
Downtown Johnstown Masterplan Project

Council Work Session | May 13, 2024



Community Outreach Strategy

“Meet people where they are”



Council Thoughts & Ideas on Use Types

- ▶ Commercial look & feel
- ▶ Public gathering spaces
- ▶ Residential applications

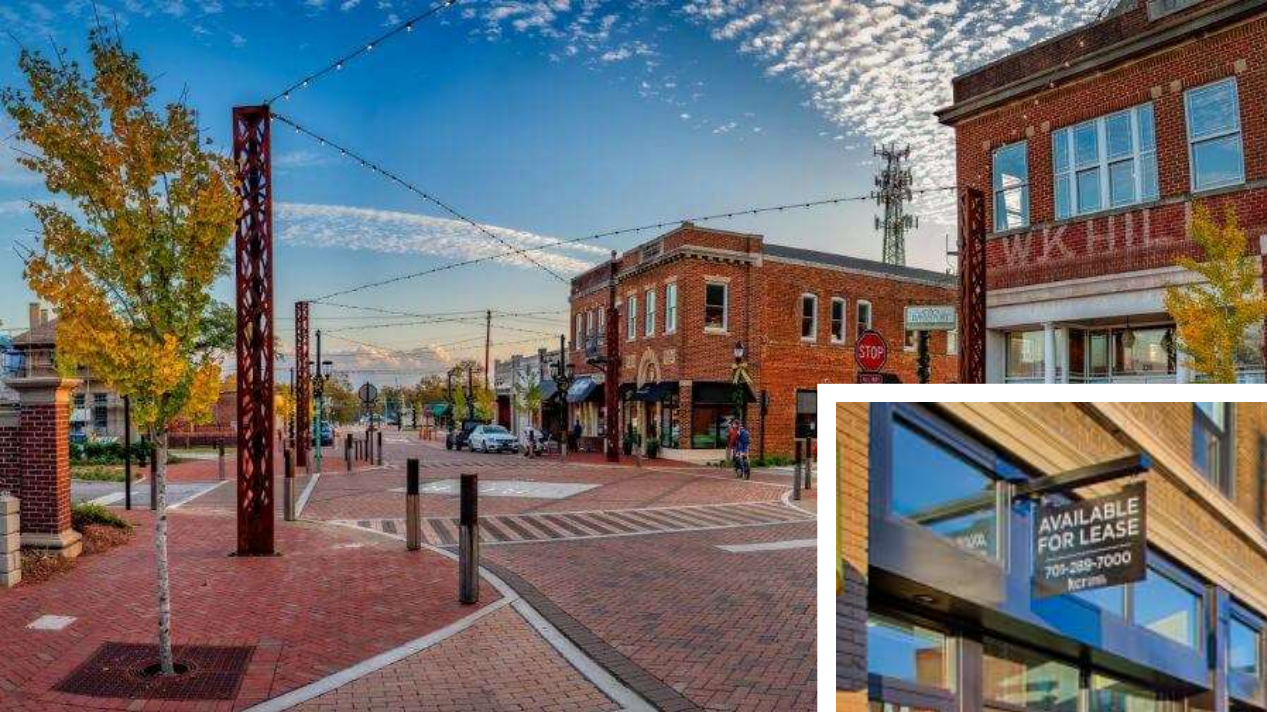
Commercial

- ▶ How do you want the buildings to look?
What elements of other downtowns do you feel we should incorporate in Downtown Johnstown?



Item 1.



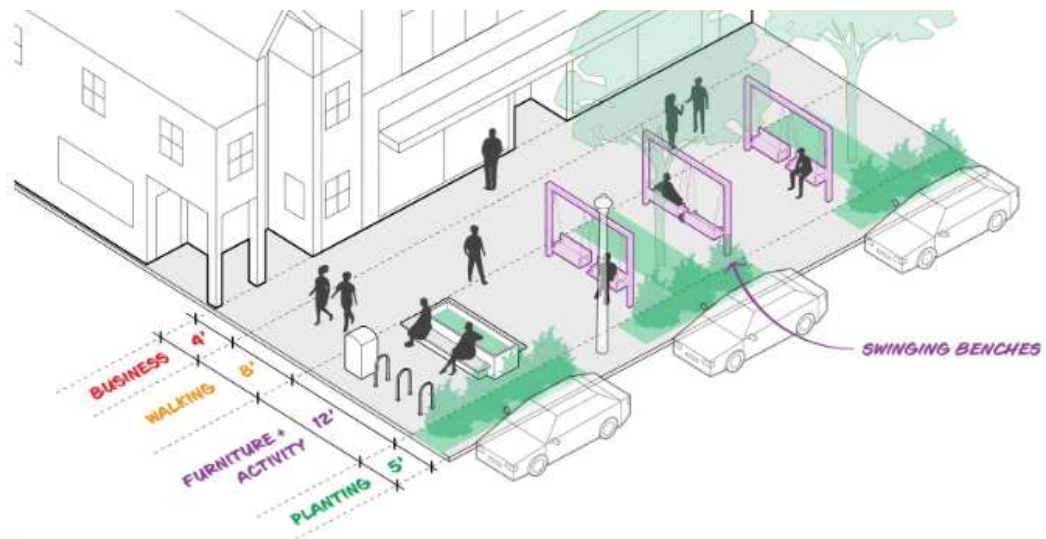


Item 1.



Public Gathering Spaces

- ▶ How do you want public spaces to be utilized? What elements do we need to be thinking about when it comes to public gathering spaces in downtown?





Residential

Why do we need residential in downtown?

A healthy downtown residential district generates a constant flow of foot traffic to support nearby retailers, services, restaurants, and other businesses. The concentrated mix of retail, office, and entertainment typical of a downtown provides for residents within walking distance of most daily activities. By incorporating a higher density of residents in the downtown mix, the amount of activity increases. This in turn creates an even more vibrant, desirable downtown economy.

So, if we need residential, how is it integrated, what does it look like?





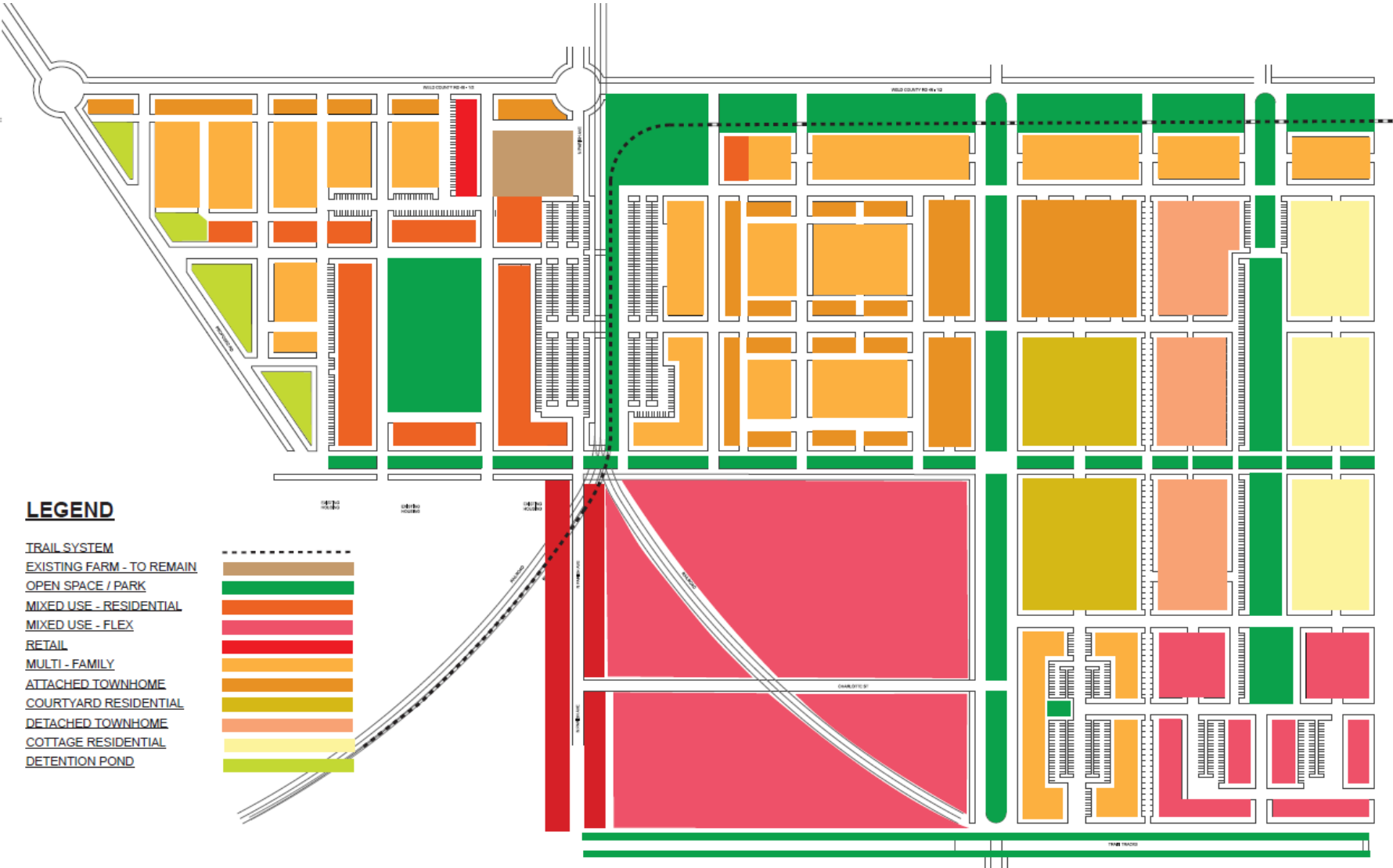
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Designing a development is like setting the Thanksgiving table

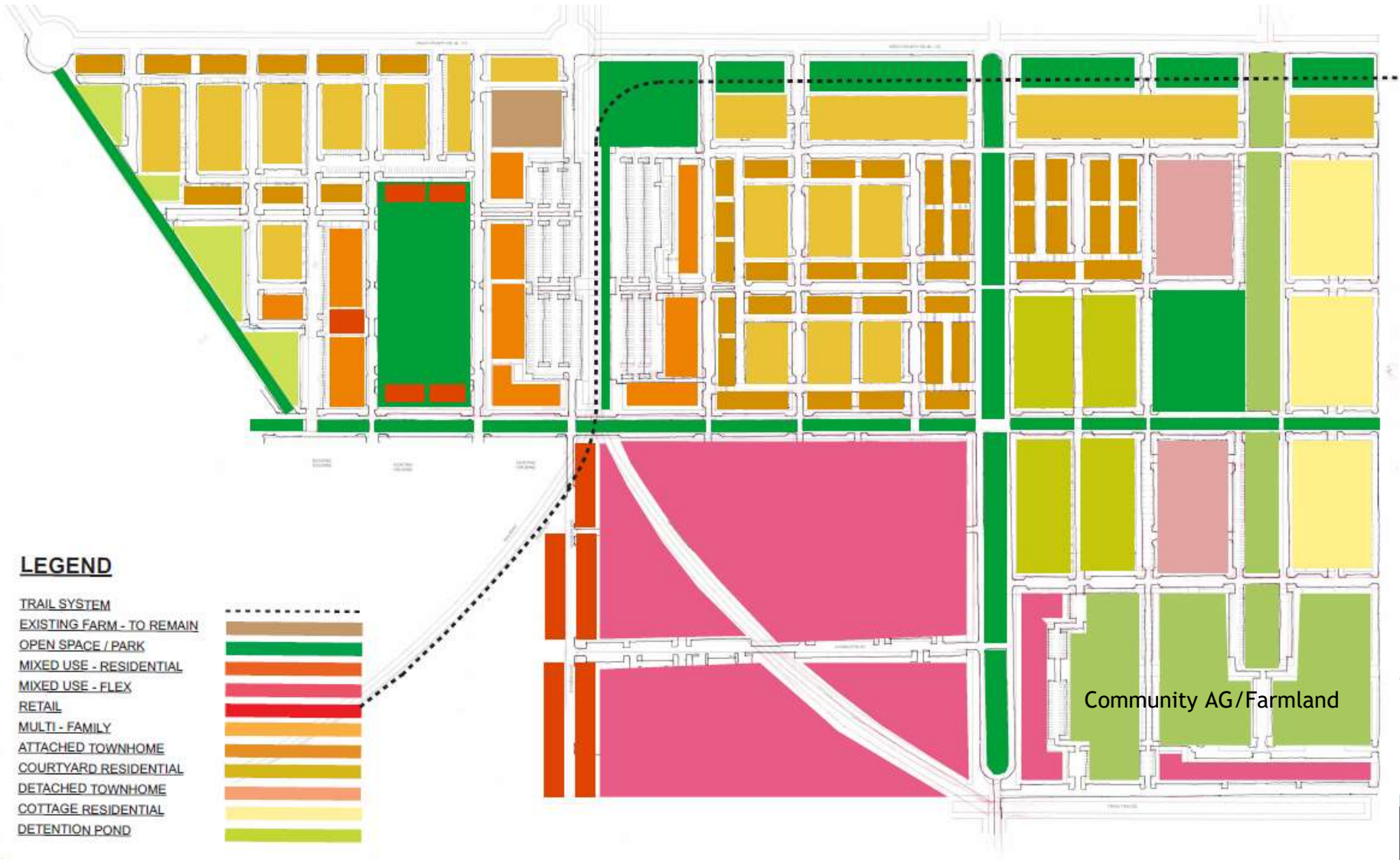
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Like setting a table, you can move the plates and dishes around to yield a different layout. Like the Thanksgiving table, you may be able to add some more seats or a couple extra serving dishes if you rearrange the table differently. Understanding the overall vision or goal is to share a meal, we do not hesitate to adapt before we invite our guest to eat.

Concept Layout 1



Concept Layout 2



Concept Layout 3



Accommodating Parking & Public Space for the Held & Reider Properties

- ▶ Held Property is 123 acres
- ▶ Reider Property is 39 acres

New Parking spaces:

Rieder Property: +/- 885 spaces

New 3-acre parking Lot along both sides of Parish Avenue West of the tracks: 6 ac. +/- 350 spaces
Angled and parallel parking throughout the remainder of the Rieder neighborhood: +/- 535 spaces

Held Property: +/- 535 spaces

New 3-acre parking lot along east side of tracks: +/- 285 spaces
On street parallel parking in the rest of the residential neighborhood: +/- 300 spaces

Urban Farm/ Distillery/ Brewery/Retail Farm Stand Market Pavilions : +/- 130 spaces

Total New Spaces: 1500-1550 spaces

Total parks including Rieder and Held Property :

17 acres of Parks, Retention, and Bikeways
15 acres of Urban Community Farm

Next Steps: Community Outreach

- ▶ Town staff & Kimley-Horn will finalize outreach material based on tonight's feedback.
- ▶ Town staff will officially launch the project in June. We'll brand it as "Outreach Week" where we setup an onsite booth at various locations throughout Johnstown that have steady foot traffic.
 - ▶ Staff will be onsite during outreach week gathering feedback from the community through various activities and exercises that encourage engagement and thoughtful feedback. For residents who we do not reach in person, we will have online options for folks to get involved
 - ▶ As a recap Outreach Week (Session 1) will focus on the following items:
 - ▶ History of downtown grid
 - ▶ Concept layout
 - ▶ Inspiration photos

Thank you