



450 S. Parish Avenue
Johnstown, CO 80534
970-587-4664
JohnstownCO.gov

Town Council Work Session
450 S. Parish, Johnstown, CO
Monday, July 14, 2025 @ 6:00PM

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

Agenda

Call to Order

Agenda Items

1. West Parish Alley Improvements Project - Concept Review
2. CDOT Park & Ride
3. Parks & Open Space Sales Tax Initiative

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.

THE COMMUNITY THAT CARES



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Town Council Work Session Communication

Agenda Date: July 14, 2025

Subject: West Parish Alley Improvements Project - Concept Review

Attachments: 1. West Parish Alley Concepts
2. Downtown Brand Expression

Presented by: Brandon Torrez, Senior Project Manager

Work Session Item Description:

In November 2023, the Town engaged in a contract for design services with BHA Design, Inc. (BHA) for concept design and construction plans for the West Parish Alley in Downtown Johnstown. BHA, has developed an initial concept design for these improvements, but there is also a continued interest to consider and develop an alternative concept for the downtown benefit. Similar to other project designs and recognizing the importance of this project specifically in Downtown, Staff is presenting these design projects in a work session to receive feedback from Town Council to ensure their vision, feedback, and support is provided to these aesthetic and functionally meaningful improvements.

This project supports many of the Town's Strategic Plan Pillars including:

Quality Infrastructure and Facilities
Safe and Welcoming Community
Natural & Built Environment
Healthy and Resilient Economy

Branding can be expressed in a multitude of ways such as physical elements like benches, planters, street lighting, and murals. The proposed elements to be incorporated into the West Parish Alley improvements visually reinforce the identity and character of Downtown, creating a cohesive and memorable experience for visitors and residents. Branded amenities enhance placemaking, foster community pride, and support local economic development by making the Downtown more attractive, walkable, and distinct from other areas.

Before advancing with the design and selection of physical elements for the project, Staff and BHA would appreciate feedback from Council on the concepts presented to date, including any thoughts and ideas regarding modifications to the concept and design. We welcome any questions Council may have and look forward to a collaborative discussion. Our goal is to reach a consensus that will allow the project to move forward in alignment with targeted construction timeline of Spring/Summer 2026.

Reviewed and Approved for Presentation,

A handwritten signature in blue ink, appearing to be 'W. J. C.', is positioned above the title 'Town Manager'.

Town Manager



CONNECTIONS



CREATIVE



LOCAL

GROWING



SIMPLICITY

FAMILY

CLOSE-KNIT

INSPIRING



HARD-WORKING

COMMUNITY



NATURAL

IDENTITY



SAFE

SOCIAL



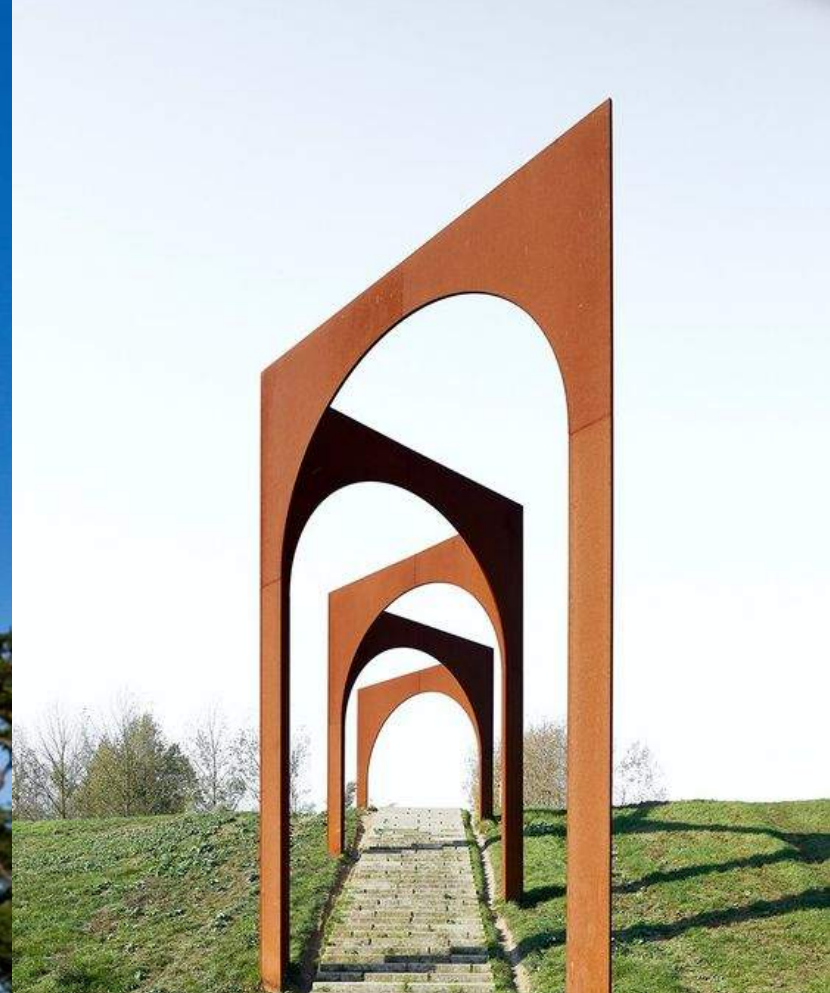
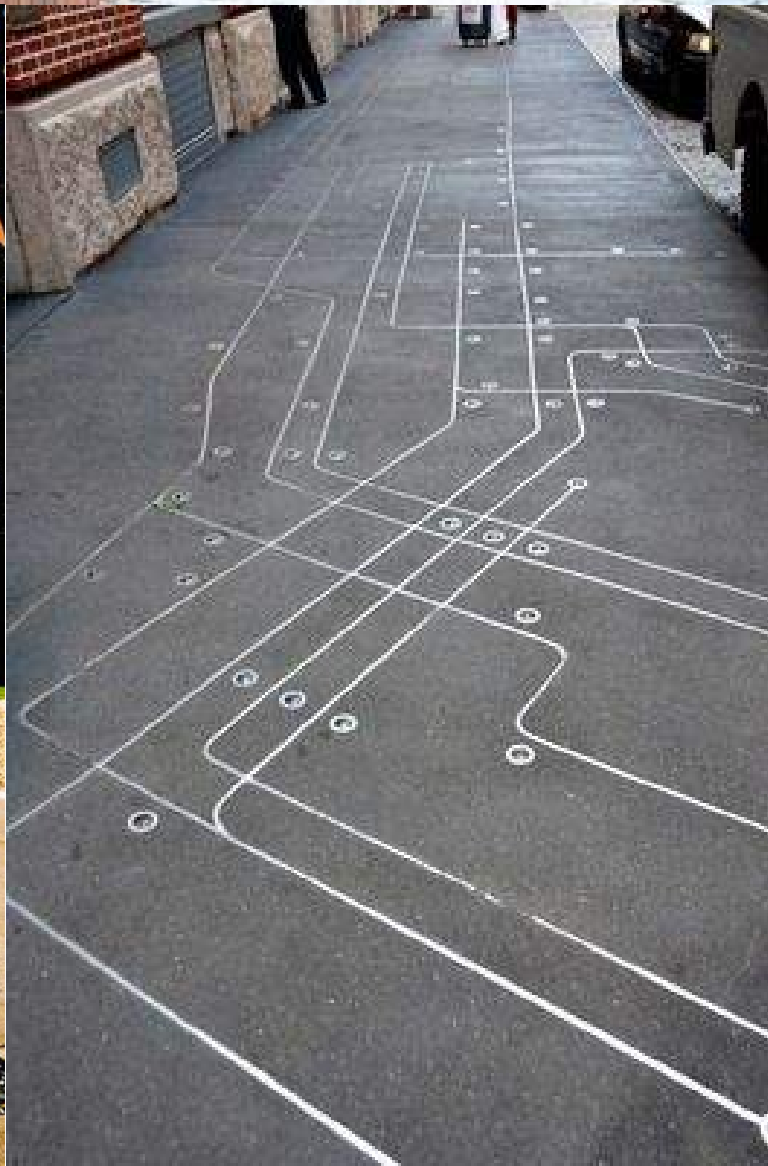
BALANCE

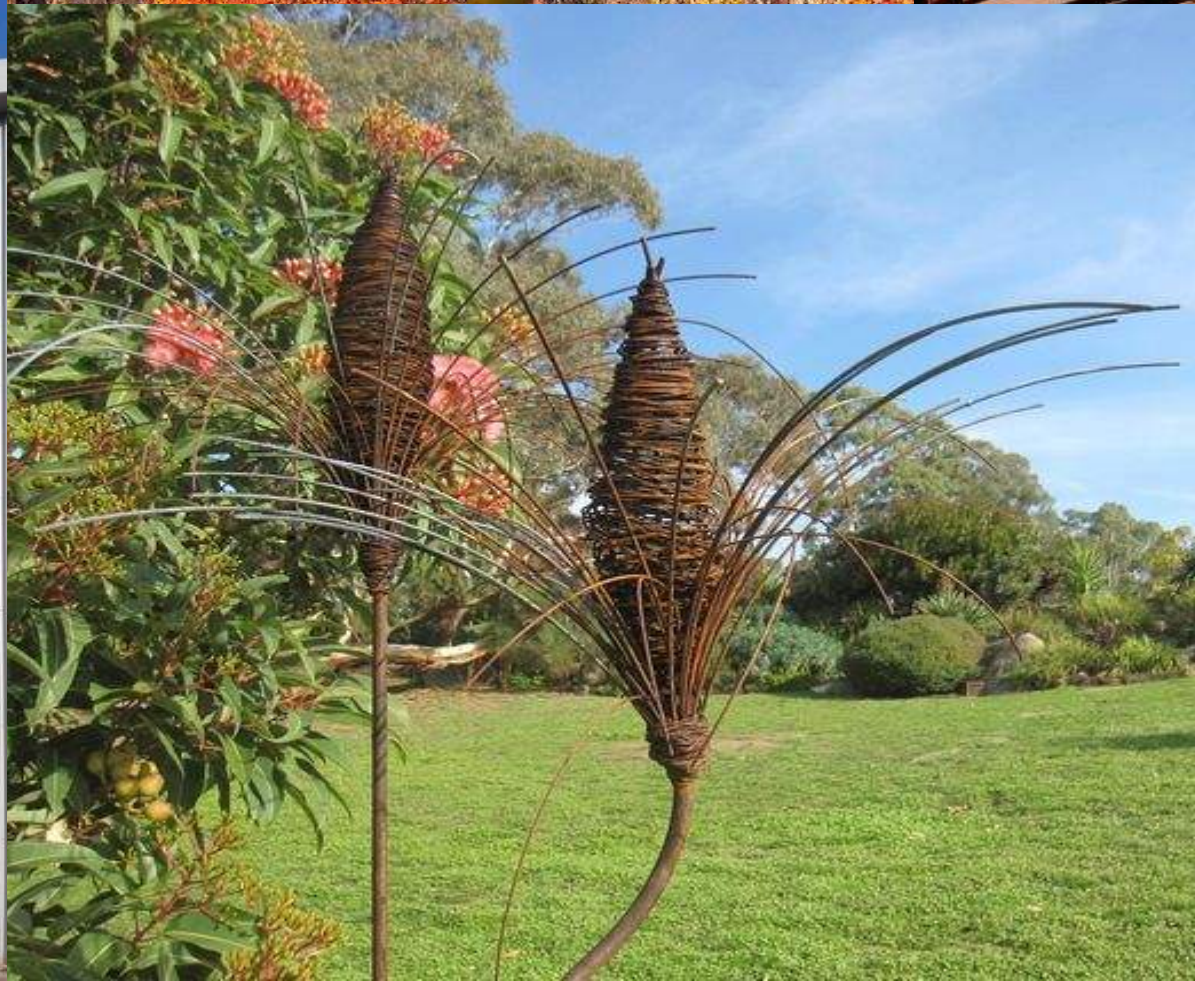
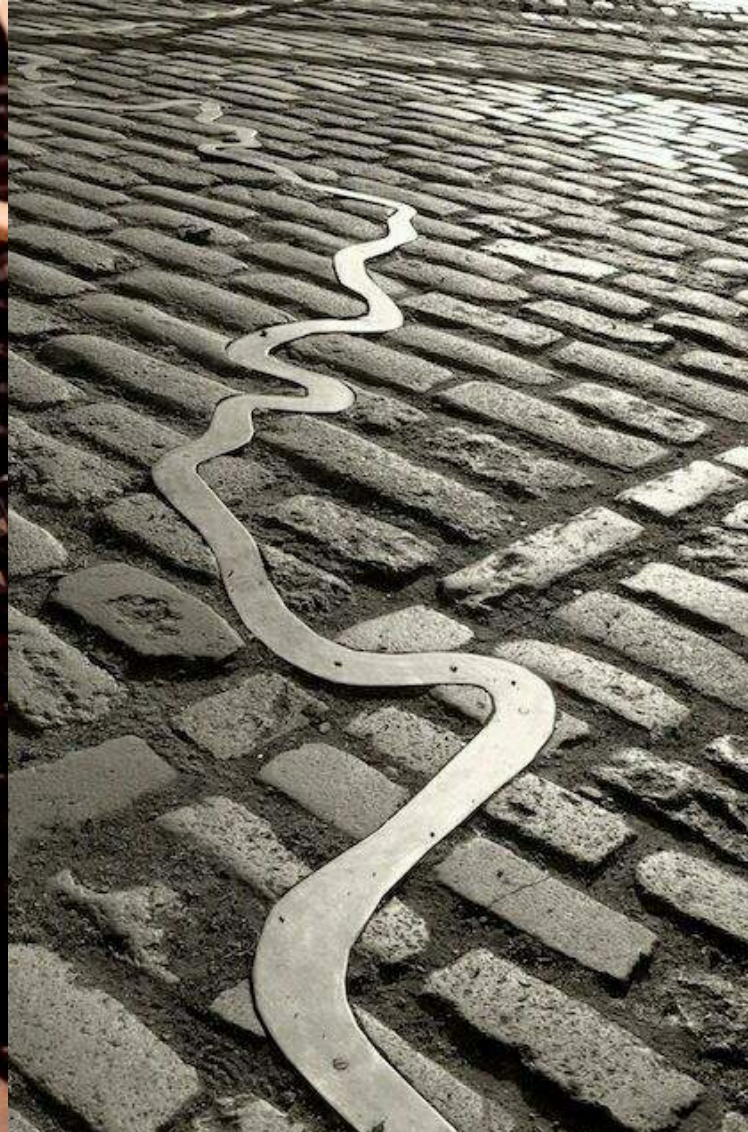
HISTORIC



FAMILIAR

JOHNSTOWN ALLEY IMPROVEMENT
CONCEPTUAL DESIGN





JOHNSTOWN ALLEY IMPROVEMENT CONCEPTUAL DESIGN



JOHNSTOWN ALLEY IMPROVEMENT
CONCEPTUAL DESIGN









JOHNSTOWN ALLEY IMPROVEMENT CONCEPTUAL DESIGN



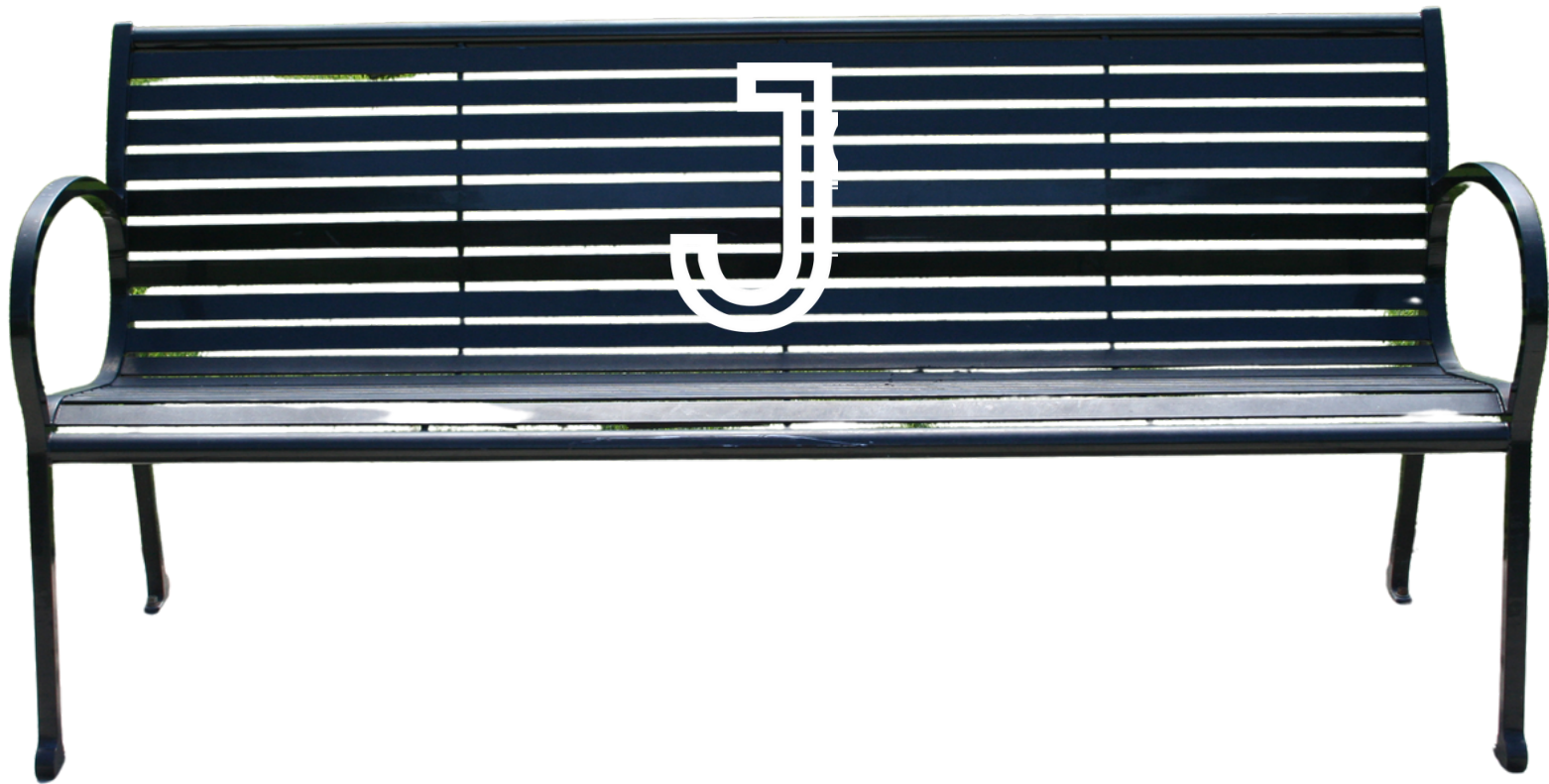




Brand Expression in Downtown Johnstown



An adopted downtown brand can be effectively expressed in physical spaces through elements like custom-designed benches, branded planters, distinctive streetlights, themed murals, and coordinated pavers. These elements visually reinforce the identity and character of the district, creating a cohesive and memorable experience for visitors and residents. Branded amenities enhance placemaking, foster community pride, and support local economic development by making the downtown more attractive, walkable, and distinct from other areas. Examples of how the brand can be expressed are below.



Additional Examples of Brand Expression





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Town Council Work Session Communication

Agenda Date: July 14, 2025

Subject: CDOT Park & Ride

Attachments: 1. Park & Ride - 2018
2. Prospective Park & Ride 2026

Presented by: Matt LeCerf, Town Manager

Work Session Item Description:

Prior to the I-25 and Highway 60 Interchange improvements there was a Park & Ride that existed on the Frontage Road at the southeast corner of the previously designed interchange. A historic aerial imagery is shown in the map titled 2018 Highway 60 and I-25 Interchange with Park & Ride. As part of the I-25 improvements and the installation of the Divergent Diamond Interchange, portions of the Frontage Road were eliminated, providing a more controlled access onto Highway 60 and ultimately elimination of the Park & Ride at this southeast corner. Concurrent to the elimination of the Frontage Road, the municipalities and counties that had jurisdiction between Highway 66 to the south and Highway 34 to the north worked collaboratively with CDOT to develop a parallel arterial to I-25 now commonly known as High Plains Blvd. As part of this right of way and corridor establishment, CDOT requested assistance to establish a new Park & Ride immediately adjacent to High Plains Blvd. A site was identified and planned on the south side of Highway 60 that has yet to be developed for this specific purpose and is currently owned by the Town. This site is marked on the map titled Prospective Park & Ride Location

Phases 5 and 6 of the I-25 corridor improvement generally extends from the Highway 56 exit to the Highway 34 exit. Concurrent with the I-25 corridor improvements, a number of new Park & Ride facilities have been established within these two phases. The new Park & Ride facilities are on the northeast side of the Highway 56 & I-25 Interchange which includes a bus stop directly under I-25, installation of a passenger vehicle Park & Ride at the southwest corner of the I-25 and Highway 402, and the Park & Ride station with bus service on the north side of the Centerra Shopping Center.

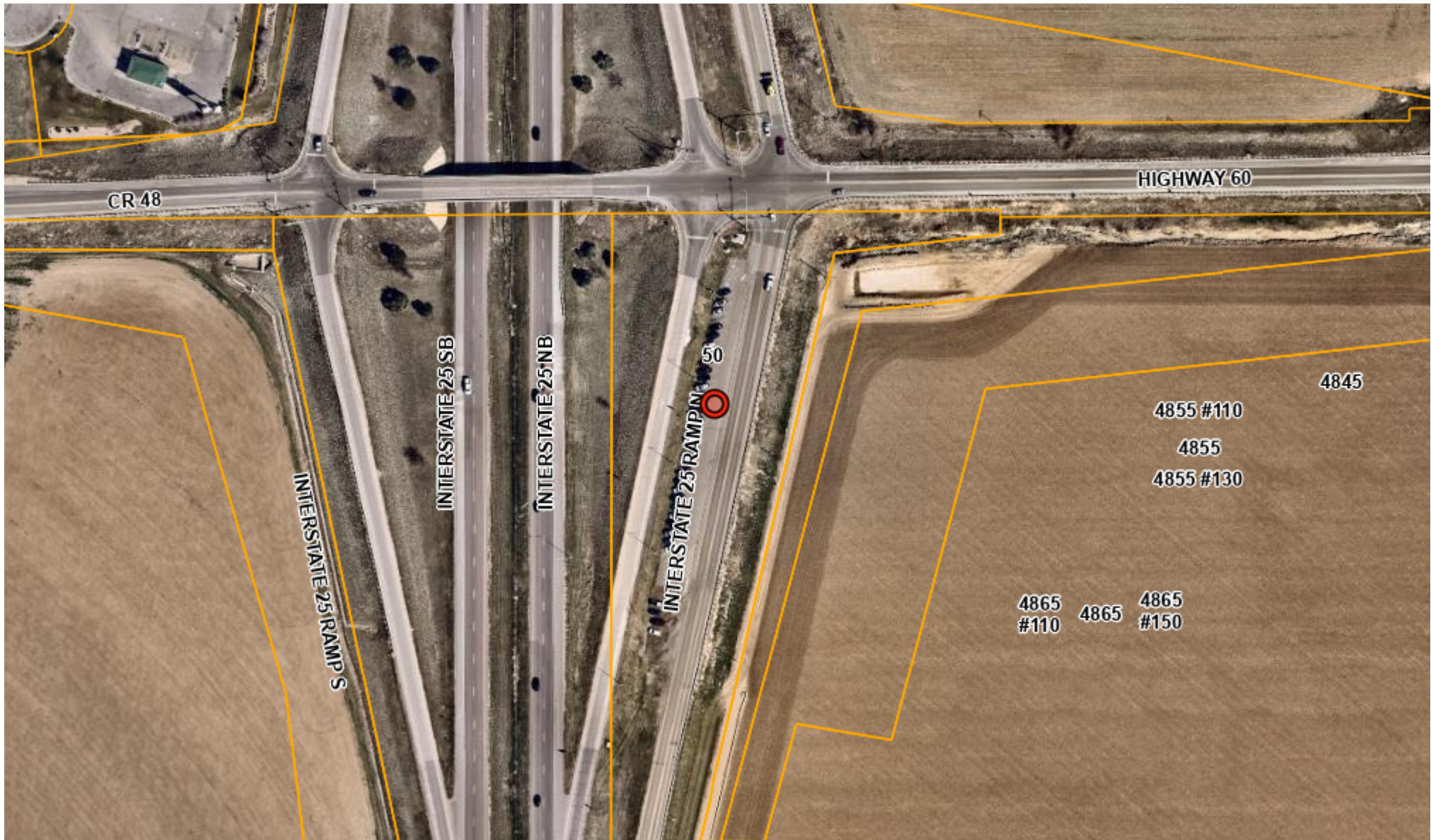
Given the additional capacity of additional parking spots along the I-25 corridor, CDOT recently contacted the Town to inquire about our position if the parcel was not constructed into another Park & Ride. Staff does not have objections to the abandonment of the Park & Ride facility planned at this location, but more importantly we wanted to request a position and direction from Town Council on this matter.

Reviewed and Approved for Presentation,

A handwritten signature in blue ink, appearing to be 'W. J. C.', is positioned above the title 'Town Manager'.

Town Manager

2018 Highway 60 and I-25 Interchange with Park & Ride



Scale: 1:1965

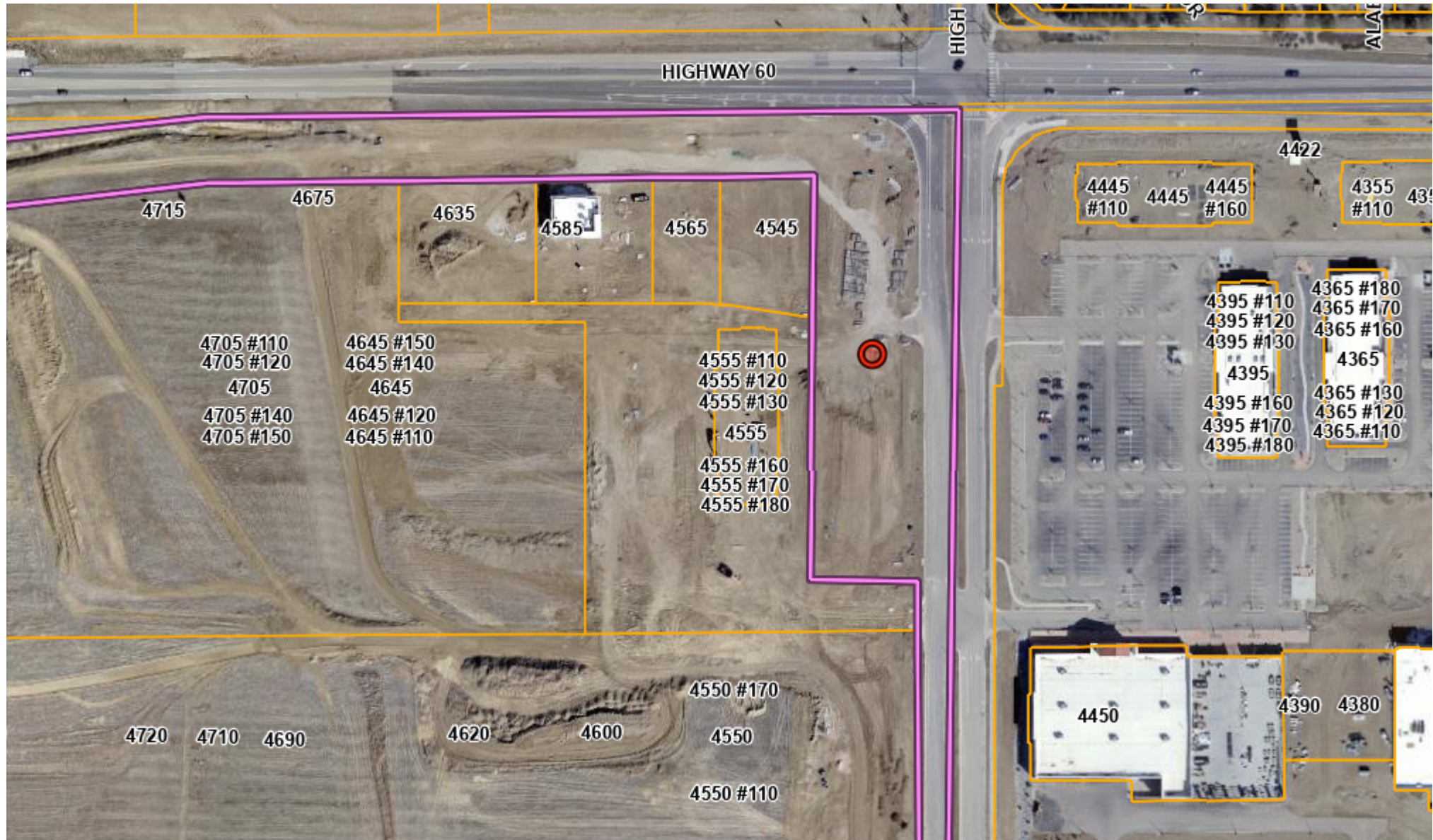
Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.



Notes:

DISCLAIMER: This product has been developed solely for internal use only by Weld County. The GIS database, applications, and data in the product is subject to constant change and the accuracy and completeness cannot be and is not guaranteed. The designation of lots or parcels or land uses in the database does not imply that the lots or parcels were legally created or that the land uses comply with applicable State or Local law. UNDER NO CIRCUMSTANCE SHALL ANY PART THE PRODUCT BE USED FOR FINAL DESIGN PURPOSES. WELD COUNTY MAKES NO WARRANTIES OR GUARANTEES, EITHER EXPRESSED OR IMPLIED AS TO THE COMPLETENESS, ACCURACY, OR CORRECTNESS OF SUCH PRODUCT, NOR ACCEPTS ANY LIABILITY, ARISING FROM ANY INCORRECT, INCOMPLETE OR MISLEADING INFORMATION CONTAINED THEREIN.

Prospective Park & Ride Location



Scale: 1:2584

Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.



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Town Council Work Session Communication

Agenda Date: July 14, 2025
Subject: Parks & Open Space Sales Tax Initiative
Attachments: None
Presented by: Matt LeCerf, Town Manager

Work Session Item Description:

On June 9, 2025 the Town Council conducted a work session to identify FY 2026 priorities. Staff is working to include as many of these priorities requested as possible into the FY 2026 Preliminary Budget, however there are some of the items that are not related to actual projects at this time and one of the items requires a deeper discussion about how Town Council would like to handle this item. Specifically, the item is related to the request for a Parks & Open Space Sales Tax. There are several components related to a sales tax question, and the primary issue is the fact that any sales tax question must go to the voters in compliance with the Taxpayer Bill of Rights (TABOR). There are several elements that Staff would like to understand from Town Council related to this item. The outcome from this work session is for Staff to understand from Town Council their preferred direction on this specific topic. While in no particular order, the questions are as follows:

Does Town Council want to ask the voters to authorize a Parks & Open Space Sales Tax?
Yes/No

What is the scope of the sales tax specifically?

Sales tax questions can take all sorts of different forms when presented to voters. They can be limited in scope to for example only capital projects, equipment purchase, land acquisition, operations, and maintenance, etc. Conversely, they can be expanded to cover any and all scopes of work associated with Parks & Open Space? Town Council would need to provide guidance to Staff on how broad or narrow they want the question to be asked.

Will the Sales Tax question include Use Tax as well?

Typically, sales tax questions do include use tax which is the tax revenue generated from materials for construction projects.

What is the sales tax amount Town Council would want the residents to consider for Parks & Open Space purposes?

While the sales tax amount being requested in the ballot question can be anything Council wants, it is more often typical that we would see a request that follows a ¼ cent increment. For

informational purposes, the table shown below estimates what would have been generated in 2025 for sales tax for Parks & Open Space if it were in place during FY 2025.

Sales Tax Amount	Amount Spent to Generate 1 Cent	Estimated FY 2025 Revenue (Based on Town Approved Budget)
0.25%	\$4.00	\$1,333,333
0.5%	\$2.00	\$2,666,666
1%	\$1.00	\$5,333,333

To help make a more informed decision for a potential sales tax amount, included below is budgetary information within the Park & Open Space Fund. It is also important to note that in the FY 2025 Budget, Town Council authorized a transfer from the General Fund into the Park & Open Space Fund in the amount of \$2 million and this is shown with the higher ending FY 2025 Balance. Typically, the Park & Open Space Fund is not a large revenue generator and requires this subsidy to maintain park facilities including mowing, watering, our professional Staff and other resources to be successful. About 75% of the ending fund balance is restricted revenue for capital projects only and cannot be used for operations and maintenance of parks and open space (including personnel costs).

FY 2025 Operational Budget - \$1,272,140
FY 2025 Capital Budget - \$2,011,600
FY 2025 Total Budget - 3,283,740
Ending FY 2025 Balance - \$8,342,881

Operational Budget – Assume a 10% - 20% increase annually as these new capital project amenities come online and require maintenance. Estimate total over 5 years is ~\$9.8 million.

Future Capital Projects – Aggregate total as listed below over 5 years - \$82 million

- Letford Park Improvements - \$7,000,000 (duration unknown)
- Centennial Park Improvements - \$36,000,000 (duration unknown)
- Outdoor Pool - \$29,000,000 (time unknown)
- Future Trail Development - \$1,000,000 minimum annually
- Playground Replacement - \$600,000 annually
- Equipment & Miscellaneous Items - \$400,000 annually

*This may not be a fully inclusive list (cemetery capital projects for example)

When does Town Council want to ask the voters to consider the sales tax question, if they want to proceed forward?

Assuming Council wants to proceed forward with a sales tax question, they have the option of choosing from one of two election time periods in the near future. They can coordinate an election with Larimer and Weld County in November 2025. Cost estimates for a coordinated election with the two counties will cost the Town between \$20,000 - \$25,000. The election process for the coordinated election is shown below with milestones for completion – this timeline is extremely tight and rigid:

November Coordinated Election with Weld and Larimer Counties:

- July 25, 2025 – Formal Action must be taken by Council for intent to coordinate. (Council meeting 7/21)
- August 26, 2025 – Last day to sign IGAs with Weld and Larimer for Coordination election. (Council meeting 8/18)
- September 5, 2025 – Last day for certification of ballot content (Council Meeting 8/18)
- September 19, 2025 – Last day to file pro/con statements
- September 22, 2025 – Last day to file ballot issue notices and pro/cons with Weld and Larimer
- November 4, 2025 – Election Day

Alternatively, the Town Council could choose to run its own sales tax ballot measure in April 2026, concurrent with the Town Regular Municipal Election. Assuming an election is necessary for the April 2026 Town Council, additional funds would not be necessary because the ballot would just have the single additional question complimenting the election for the Town Councilmembers up for re-election. A timeline with milestones of this process is shown below:

Key election dates for the April 7, 2026 Johnstown Regular Municipal Election:

- October 20, 2025 – Council to consider resolution for mail ballot election
- December 10, 2025 – TC to conduct Running in the Right Direction
- January 19, 2026 – First Reading of Proposed Ballot Question Ordinance (if ordinance is required)
- February 2, 2026 – 2nd Reading of Proposed Ballot Question Ordinance (if ordinance is required); if Resolution last day to approve a resolution setting Ballot Language
- February 20, 2026 – Overseas and Military Ballots Must be Mailed
- February 20, 2026 – Last Day for Pro/Con Statements
- March 6, 2026 – Last Day to Send TABOR Notice
- March 16, 2026 – Ballots will be mailed
- March 18, 2026 – TABOR Notice must be posted on website
- April 7, 2026 – Election Day

As previously mentioned, Staff is prepared to respond to the extent possible, questions Town Council may have about this process and is hopeful to receive clear direction on their intentions for a Park & Open Space Sales Tax Initiative.

Reviewed and Approved for Presentation,



Town Manager