



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

Town Council Work Session
450 S. Parish, Johnstown, CO
Wednesday, October 15, 2025 @ 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 Improvement District Feasibility Presentation and Discussion

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: October 15, 2025

Subject: Downtown Improvement District Feasibility Presentation and Discussion

Attachments: 1. Downtown Johnstown District Feasibility Presentation

Presented by: Sarah Crosthwaite, Economic Development Manager

Work Session Item Description:

In July 2025, Town Staff launched the Downtown Improvement District Study Project. This effort included several months of community engagement with stakeholders within the proposed downtown boundary, as well as financial analysis by our consultant, PUMA, to evaluate feasibility and determine the most effective improvement district structure for Johnstown's downtown corridor.

For reference, an improvement district is a special area created to help a town invest and improve its downtown. In Colorado, examples of improvement districts include:

- Business Improvement Districts (BID)
- Development Authorities (DDA)
- Urban Renewal Authorities (URA)
- Metropolitan Districts

The Town's adopted Downtown Master Plan outlines a long-term vision for downtown, including recommended improvements specific to areas such as the Held property, Rieder property, Industrial Park, and the historic Parish Avenue Corridor. The recommended improvements can be categorized as the following:

1. Rehab and Renovation: Helping repair and restore old or vacant buildings.
2. Beautification: Adding flowers, trees, public art, and lighting to make the area more inviting.
3. Infrastructure: Upgrading sidewalks, streets, utilities, and drainage to make downtown safer and easier to navigate. Focusing on elevating the pedestrian experience.
4. Parking: Creating or improving parking areas for visitors and employees.
5. Events and Marketing: Hosting festivals, concerts, and other events to bring more people downtown.
6. Development Support: Encouraging new businesses, housing, or restaurants to open in

the district.

An improvement district offers a framework and funding mechanisms to implement these types of projects in a sustainable way.

The presentation by PUMA will provide Town Council with an overview of the Town's outreach efforts with stakeholders, a proposed boundary for the downtown improvement district, the various improvement districts considered, and the recommended improvement district that will meet the Town's goals and vision outlined in the Downtown Master Plan. PUMA along with Town Staff will also provide next steps and items to consider as this project progresses forward.

We encourage Town Council to provide feedback on the recommended improvement district.

Reviewed and Approved for Presentation,



Town Manager

Downtown Improvement District Feasibility

Council Study Session, 10/15/25



Agenda

1. Introductions
2. Project Overview and Work To-Date
3. Analysis and Recommendation
4. DDA Overview
5. Next Steps

1. Introductions

2. Project Overview & Work To-Date

VISION



Plus, Downtown Brand, Comprehensive Plan, Design Guidelines, etc.

ACTION

Downtown Improvement District Feasibility

- Funding source
- Organizational structure
- Implementation

Downtown Johnstown District Study Area

Legend

- Study Area
- Town Limits
- Zoning**
- H-A Holding Agriculture
- I-1 Industrial - Light
- MU-DT Mixed Use Downtown
- PD Planned Unit Development
- R-1 Single Family Neighborhood
- R-2 Mixed Density Neighborhood

N↑
250 ft 500 ft

N 2nd St

N 1st Pl

Estes Ave

Charlotte St

Columbine Ave

S 1st St

Raymond Ave

S Rutherford Ave

N Parish Ave

S 1st Pl

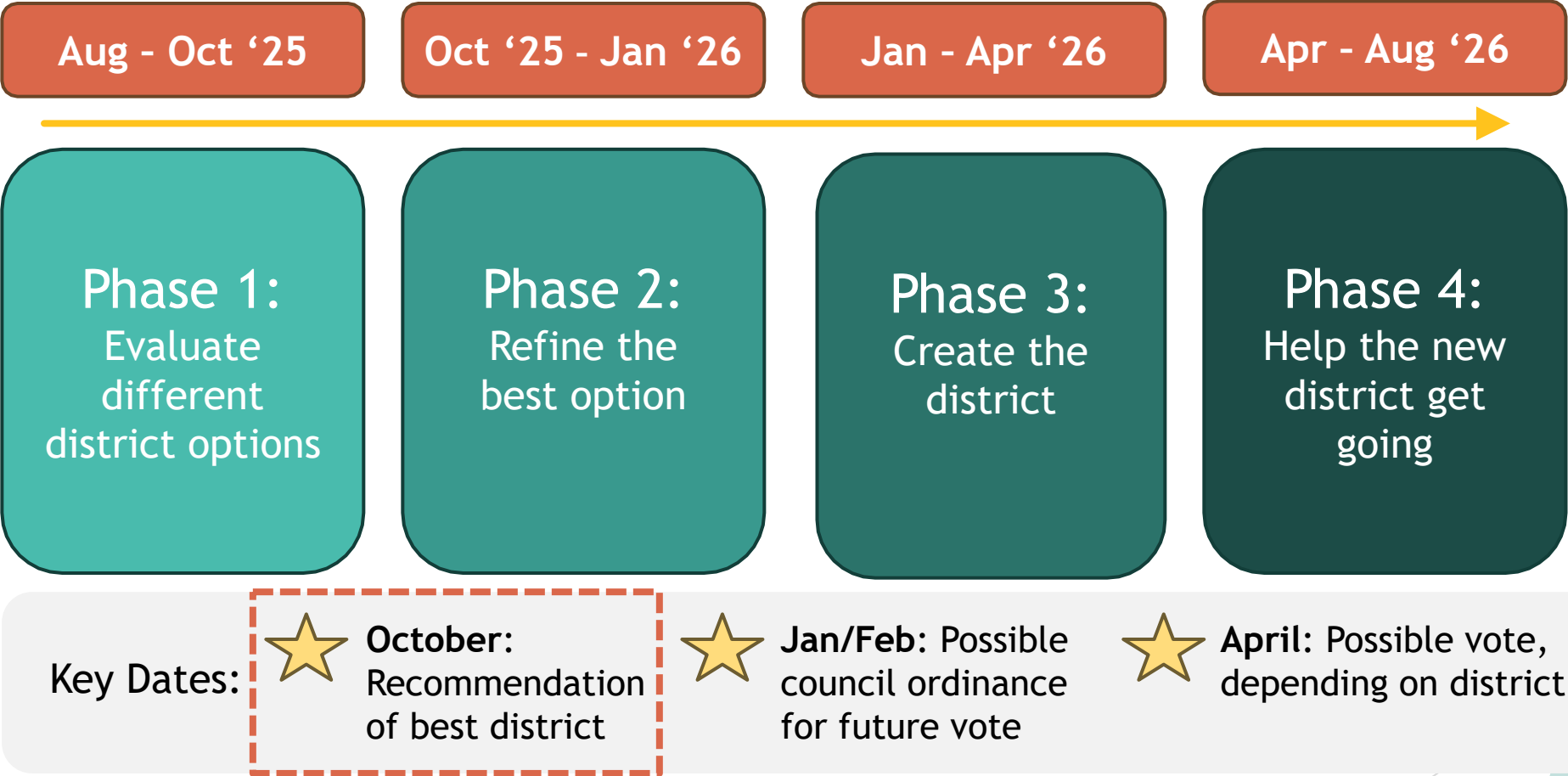
Angove Ave

Medinah Ave

Johnstown Center Dr

Castle Pines Ave

Project Timeline



We are here

Phase 1 Work Completed

- ◆ Studied existing plans
- ◆ Site visits to Downtown
- ◆ Meetings with Town staff, business and property owners, and residents
- ◆ Project webpage
- ◆ Informational materials
- ◆ Visited peer districts
- ◆ Mapping and data analysis

Engagement Summary

- ◆ August 8 - JDDA board and businesses meet-and-greets
- ◆ August 14 - Town departments roundtable
- ◆ September 3 - Tours of Lafayette and Longmont improvement districts
- ◆ September 15 - Briefing with Held property ownership
- ◆ September 16 - Community Open House at YMCA (mailers sent to all study area)
- ◆ September 23 - Working Group meeting #1

Future activities:

- Monthly Working Group meetings through January
- Second Open House, November 6th

3. Analysis and Recommendation

Comparing Districts

<i>District</i>	Business Improvement District (BID)	Downtown Development Authority (DDA)	Urban Renewal Authority (URA)	Metro District
<i>New tax</i>	Yes	Optional	No	Yes
<i>Can use TIF</i>	No	Yes	Yes	No
<i>District only includes commercial property</i>	Yes	No	No	No
<i>Eminent domain</i>	No	No	Yes	Yes
<i>Electors (vote, serve on board)</i>	Commercial property owners and businesses	Property owners, businesses, and residents	n/a*	Property owners and residents
<i>Board formation</i>	Elected or appointed	Appointed	Appointed	Elected
<i>Town oversight</i>	High	High	High	After formation, low
<i>Focus</i>	Management, marketing, economic vitality	Re/development, infrastructure, economic vitality	Re/development and infrastructure to eliminate blight	Infrastructure and maintenance

Recommendation:

Downtown Development Authority (DDA)

- ◆ Typical activities match most closely with Downtown Master Plan priorities
- ◆ Can fund services and major projects
- ◆ Includes commercial and residential properties (owners and tenants)
- ◆ Main funding source does *not* raise taxes
- ◆ Ongoing oversight and partnership with Town
- ◆ Greatest support from stakeholders

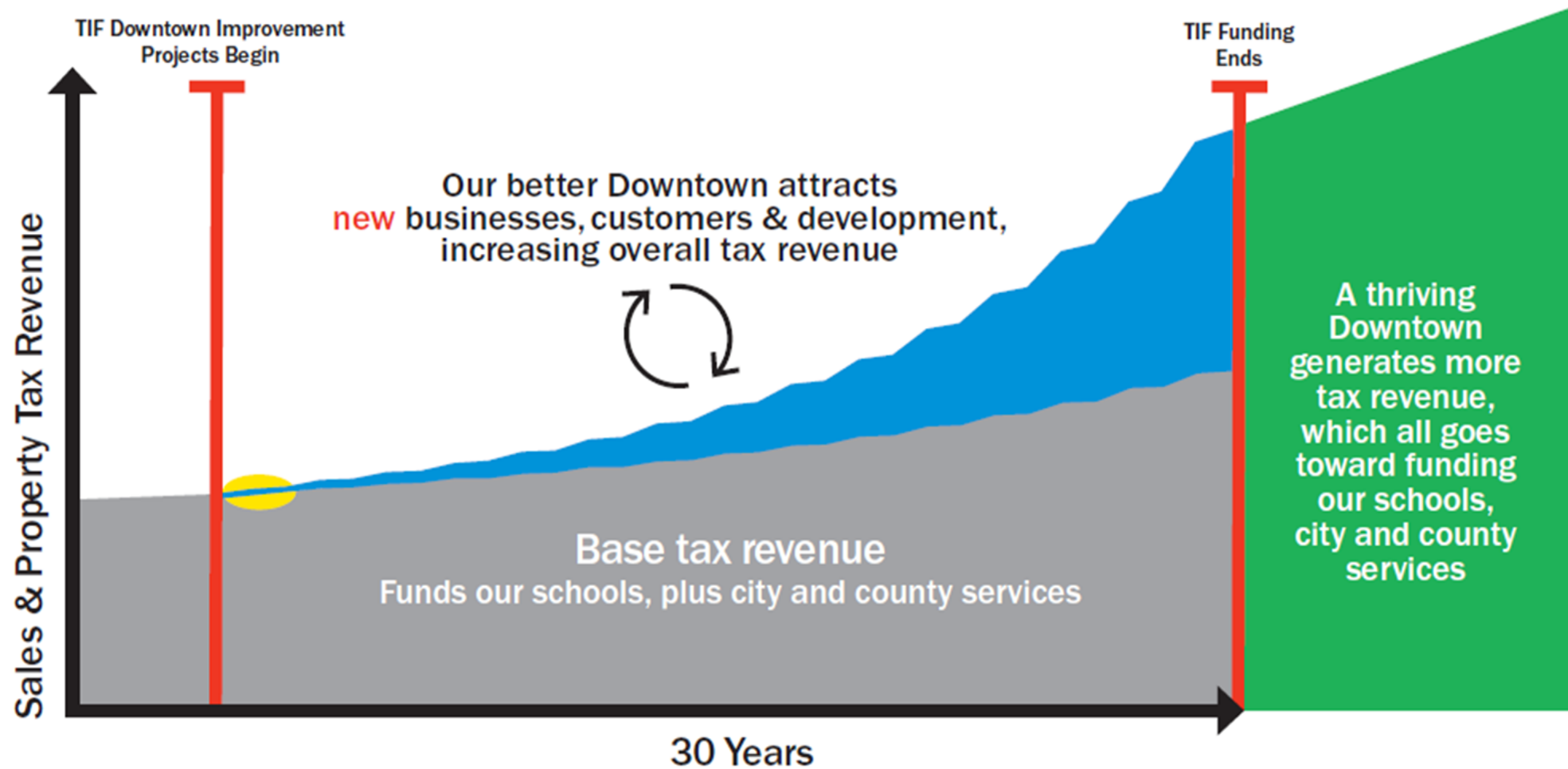
4. DDA Overview

Funding, boundaries, creation, and governance

Downtown Development Authority (DDA)

- ◆ Governed by state statute
- ◆ Focus: **economic vitality, infrastructure, and (re)development**
- ◆ Funded by **tax increment financing (TIF)** — reinvests future growth in tax revenue, *not a new tax*
 - ◆ *Optional* mill levy (up to 5 mills) for operations
- ◆ **Property owners, businesses, and residents** within district vote on creation and funding
- ◆ Led by **Council-appointed board** of 5 to 11 members
- ◆ Follows **Plan of Development**

Tax Increment Financing (TIF)



Tax Increment Financing (TIF)

In summary...

- ◆ NOT a new tax
- ◆ Redirects where some revenue goes *after* it is collected
- ◆ “Increment” represents new tax revenue that **would not exist** without the investments and actions of the district

Common DDA projects

Analysis of 9 Colorado DDAs

33

CONNECTIVITY

Bike/Ped Improvements
Intersection Improvements
Sidewalks & Alleys
Bridges

29

DEVELOPMENT, REUSE, & ACTIVATION

Fill vacant storefronts
Overcome site barriers
Housing

27

SIGNAGE, GATEWAYS, PUBLIC ART

Wayfinding
Gateways
Banners

24

STREETSCAPE & BEAUTIFICATION

Landscaping & Trees
Furnishings
Lighting

23

MARKETING, BUSINESS SERVICES, & EVENTS

11

PARKING

17

PARKS & OPEN SPACE

5

UTILITIES & SAFETY

Proposed DDA Boundaries

DDA can grow over time
as adjacent properties
opt in

- ◆ Focus on historic downtown, set stage for expansion as Rieder and Held properties develop.



Voting in a DDA

- ◆ **Qualified electors:** People who are **registered to vote in Colorado** who **own property, lease property**, or are **residents** within the proposed DDA boundary.
- ◆ Registered voter **residents** automatically receive a ballot.
- ◆ **Entities** (businesses, property owner LLCs, etc.) must submit a form designating a registered voter to vote on their behalf.
- ◆ Requires **concerted effort** to each qualified electors, educate them about ballot questions and how to vote.
- ◆ City can help **share information**, but cannot advocate for or against.

DDA Governance

- ◆ **5-to-11-member board**
- ◆ **Must be a business, resident, or property owner within the DDA**
 - ◆ A manager, agent, or employee of a business in the DDA is also eligible.
- ◆ **The majority of board members must either live or own property in the DDA**
- ◆ **One member of the board must be a Town Councilmember**
 - ◆ No other Town employee or elected official is allowed
- ◆ **Appointed by Town Council**, usually from slate of recommendations

5. Next Steps

Phase 2:

Refine the best option

Oct '25 - Jan '26

- Briefings with taxing entities
- Community engagement and outreach to potential electors
- Draft Plan of Development
- Draft ballot language

Phase 3:

Create the district

Jan - Apr '26

- ★ Jan/Feb - Approve items for April ballot (DDA creation and funding)
 - TABOR election process
 - Election information (Town)
 - Campaign (community-led)
- ★ April vote

Phase 4:

Help the new district get going

Apr - Aug '26

- DDA board formation
- Adopt Plan of Development
- DDA start-up: trainings, staffing, IGAs, first year budget/workplan

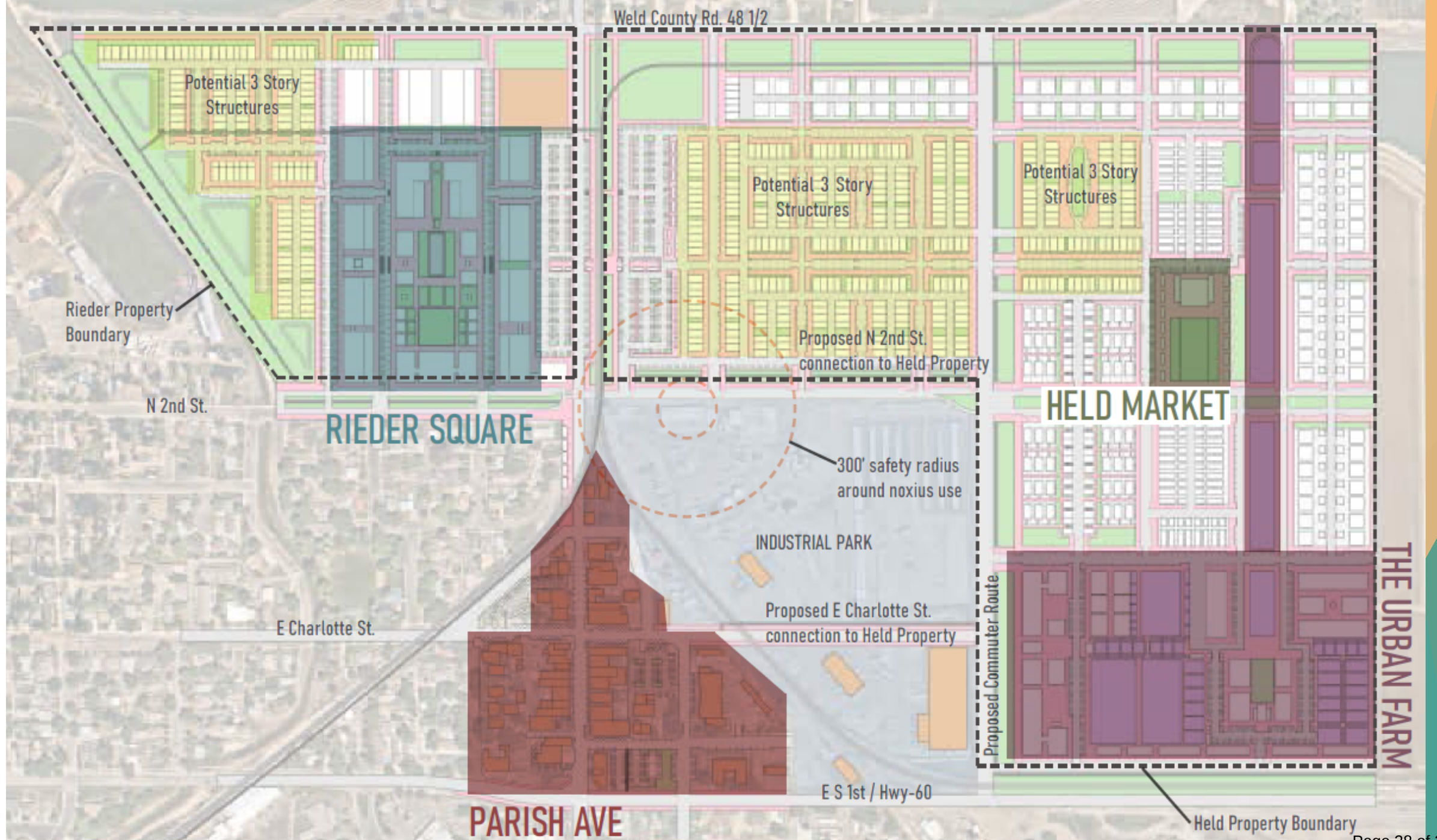
Next Steps

- ◆ Webpage: JohnstownCO.gov/Downtown
- ◆ Future meetings:
 - ◆ Open House, Nov. 6, 6pm, YMCA and virtual
 - ◆ Monthly Working Group meetings
- ◆ Questions:
 - ◆ Sarah Crosthwaite, Economic Development Director
970-578-9612 or SCrosthwaite@JohnstownCO.gov



Scan me!

Additional Background Slides



Goals from Downtown Master Plan - Historic Downtown

1. Repair and expand sidewalks
2. Build trails
3. Enhance building facades
4. Create outdoor eating spaces
5. Replace safety bollards
6. Update existing outdoor seating
7. Replace existing planter boxes and add new ones
8. Update street lights and add more lighting

Goals from Downtown Master Plan - New Development

Rieder Square

1. Plaza
2. Parking lot
3. Splash pad
4. Community center
5. Local artist makerspaces
6. Performing arts center

Held Market

1. Outdoor community plaza
2. Grange Hall/community center
3. Public parking lot
4. Courtyard homes/Senior citizen housing

Urban Farm

1. Private businesses
2. Linear parks
3. Community farming
4. Outdoor plaza