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## REQUEST FOR PROPOSALS

### TITLE:

Downtown Johnstown Masterplan Project

### ISSUED ON:

Thursday, December 14, 2024

### PROPOSALS DUE:

Thursday, January 18, 2024, at 5 PM (MT)



### CONTACT:

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## **BACKGROUND:**

Downtown Johnstown is in central Johnstown, Colorado, adjacent to the Hwy-60 corridor and 2 miles east of I-25. The project area covers approximately 240 acres including recently annexed property to the north of Parish Avenue/County Road 17. The urban core proper consists of approximately two blocks of retail and service-based businesses along Parish Avenue.

Downtown Johnstown is regarded as the heart of the community and over the last couple of years major investments have been made to reenergize the corridor. Those efforts include the following:

- Primary investor and sponsor of the Johnstown Downtown Development Association (JDDA)
- Completion of the Downtown Branding & Wayfinding Plan which established a downtown brand and design of wayfinding signage including an implementation plan
- Phase 1 of the downtown wayfinding signage plan with Phase 2 expected to start early 2024
- West Parish Avenue alleyway improvements to start early 2024
- Downtown Colorado Inc. (DCI) Cohort Program to establish a redevelopment strategy for existing brownfield sites in downtown, report to be completed early to mid-2024

## **PROJECT SUMMARY & ISSUES:**

The Town of Johnstown is seeking a qualified professional planning firm or consultant to facilitate a community planning process that culminates in the development of a master plan for Downtown Johnstown. The project and final draft of the Downtown Master Plan must be completed and adopted by Town Council no later than July 31, 2024. Firms should not respond if they are unable to meet that deadline as the Town plans to issue a financial feasibility study of the downtown corridor in 2024 which is predicated on the downtown masterplan.

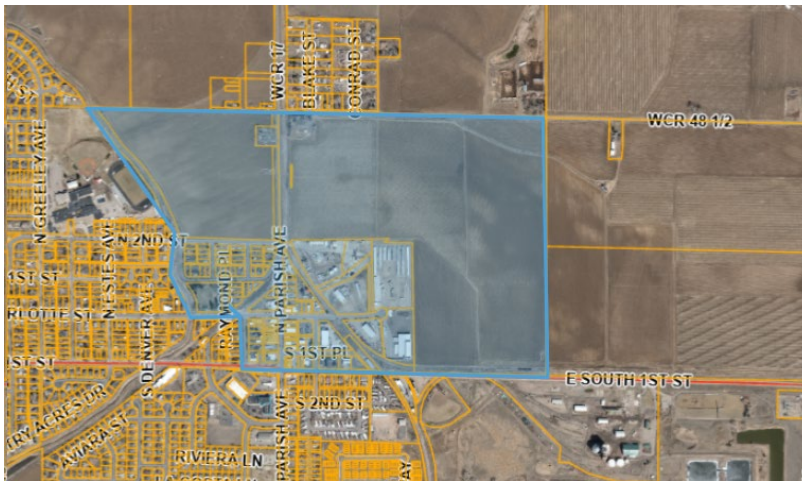
The Town has identified the downtown corridor as a mixed-used activity center within the 2021 adopted Comprehensive Plan. Based on the adopted plan the goal is to “expand the extents of downtown as development and redevelopment near the current core area is proposed, utilizing more urban design standards to encourage an active streetscape and mix of uses”. Planning for future uses and redevelopment in this area is a high priority for the Town since potential development projects are being contemplated. The Town has identified the following issues which should be addressed within the final master plan document:

- Need for 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

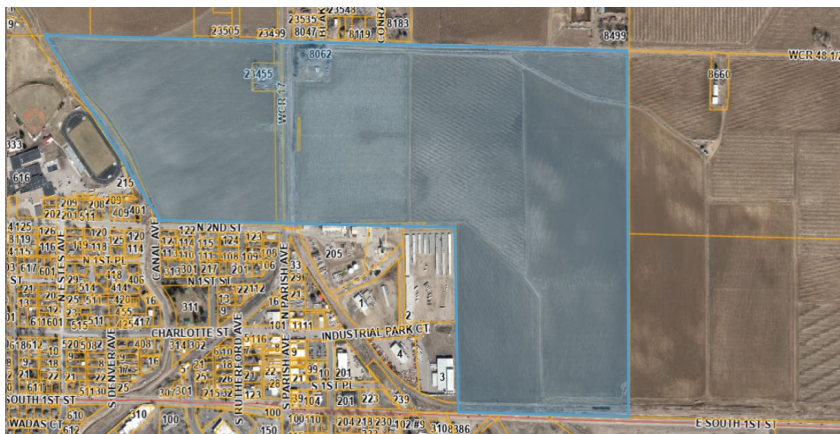
- Aging streetscape / streetscapes not conducive to downtown expansion
- Lack of public spaces downtown
- Lack of outdoor dining
- Lack of pedestrian safety and connectivity
- Event management
- Attraction of retail and entertainment-based businesses that activate the corridor for daytime and nighttime use
- Improvements to East Parish Avenue alleyway
- Creating a traffic detour to minimize heavy vehicle traffic on Parish Avenue

**SITE DESCRIPTION:**

The exhibit below describes the proposed downtown boundary of the project and will be part of the downtown master plan. Minor changes are expected during the planning stages of the project.



The exhibit below describes the newly annexed property north of Parish Avenue (known collectively as Reid & Held Property)





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#### SCOPE OF WORK:

- 1) **Project Management:** It is intended that consultant(s) will lead the overall project to ensure that the project objectives are met. However, Town Staff shall support consultant(s) in all aspects of the project. Staff will provide continuous updates to key stakeholders. Additionally, staff will assist in facilitating interactions with appropriate, elected, and appointed officials, internal Town departments, external groups, and other key stakeholders.
- 2) **Public Participation Plan:** The consultant(s) shall be responsible for developing a comprehensive participation program that encompasses the public and stakeholders and incorporates local knowledge and experience. Key to the development and success of the plan, the consultant(s) must facilitate participation and interaction of all stakeholders. The participatory process must also be creatively designed to seek out and involve residents and other stakeholders that are unlikely to participate in a standard workshop style community engagement process. Additionally, the process must ensure that participation is reflective of both the current and future residents. The overall goal of the participatory process is to increase the ownership of the final product. The public participation plan will follow a **“meeting people where they are”** strategy.

Public participation conceptual elements will be developed by the selected consultant. The various design elements will be presented to the community to measure the receptivity to the design features under consideration. These conceptual elements will be modified as necessary, based on feedback from the stakeholders. In addition, data will be gathered and presented as needed to supplement the conceptual elements.

- 3) **Vision and Goal Setting:** The consultant(s) will work with the Town and project stakeholders in developing a broadly supported and achievable vision of the long-term future design and character of the Downtown. The vision and goals should support the newly adopted Downtown Brand and tagline *“Local Grows Here”*.
- 4) **Planning Elements:** At a minimum, the selected firm will be responsible for the following items:
  - Design and Corridor: standards, maps, and renderings of streetscapes and high priority properties.
  - Land Use/Zoning: zoning code language and criteria, creation of potential districts (potentially expanding/reducing districts and district areas), uses allowed, and development process.
  - Economic Vitality: development and review of economic development incentives, business recruitment and retention practices.
  - Infrastructure Assessment: review of current downtown infrastructure to include sidewalks, bicycle facilities, parking, waste collections, water, telecom, electric and gas.



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- **Activation:** ideas and visual concepts for increasing the activation of downtown gather spaces/civic plazas, sidewalks, and storefronts; including building facades, streetscapes, private signage, pedestrian access, parking, and other public amenities.

A final recommendation for a land use plan and highly schematic downtown master plan with associated improvements, implementation strategy and timeline, and potential project cost will be developed by the selected consultant with input from staff at the conclusion of the public participation process. This plan will be presented to the Town Council for adoption; the consultants' presence at one or more of these meetings will be expected.

#### **FOR REFERENCE:**

It is highly recommended that interested firms and/or consultants review the following document and webpages to better understand the community and current downtown initiatives.

- Johnstown Downtown Development Association Website
  - <https://www.visitdowntownjohnstown.com/>
- Town of Johnstown Parish Alleyway Improvements Website
  - <https://johnstown.colorado.gov/parish-alleyway-improvements>
- Town of Johnstown Downtown Branding Guide & Action Plan
  - <https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:3fcf352c-ed89-3542-a759-73843b972db5>
- Town of Johnstown Downtown Signage Designs
  - <https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:1926ed6e-7f1a-3a86-bf76-394025a4c32a>

#### **PRE-BID MEETING:**

A virtual pre-bid meeting is tentatively scheduled for Tuesday, January 9, 2024, at 1 PM (MT), interested firms are recommended to attend to ensure any inquiries or questions are answered regarding the project and RFP. Town staff will provide the link to the virtual pre-bid meeting should it be requested by the firm and/or contractors. The pre-bid meeting link will also be made available on the Town's RFP page prior to the meeting date. [johnstown.colorado.gov/bidsrfps](http://johnstown.colorado.gov/bidsrfps)

All inquiries to be directed to Sarah Crosthwaite, Economic Development Manager  
SCrosthwaite@Johnstownco.gov | 970-578-9612

#### **SUBMISSION:**

All proposals are due by Thursday, January 18, 2024, at 5 PM (MT) to: Sarah Crosthwaite, Economic Development Manager; [SCrosthwaite@Johnstownco.gov](mailto:SCrosthwaite@Johnstownco.gov)

Use Subject Line: Johnstown Downtown Master Plan – *FIRM NAME*



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OR

Submitted electronically through the Town’s WeTransfer document transfer solution found at [johnstownco.wetransfer.com](http://johnstownco.wetransfer.com). Please include in the “message” section: Johnstown Downtown Master Plan – *Firm Name*

The Town will respond with an email that the submittal has been received as part of the submittal deadline.

**SUBMISSION REQUIREMENTS:**

The proposal response should be succinct, and display accurately the capabilities, knowledge, experience, and capacity of the respondent to meet the requirements of the project and the RFP. Respondents are encouraged to utilize methods they consider appropriate in communicating the required information. At a minimum, this will include submission of the information requested below:

- Firm description
- Project team and resumes for each team member
- Relevant experience/projects with references (3 required)
- Preliminary project timeline that ensures completion by July 31, 2024
- Professional fee to complete the work as described. Fees shall include all tasks and staffing necessary to complete the project as outlined above and within your submittal proposal. All reimbursable expenses shall be included in this fee.
- FORM: **PDF ONLY**, *proposal should be no more than 20 pages.*

**AWARD PROCESS:**

The Town will select and notify the firm/contractor no later than Friday, January 26, 2024. The Town Council will officially consider/award the contract during the Town Council meeting on February 5, 2024, at 7pm (MT). It is expected that the selected firm/contractor be in attendance.

**GENERAL:**

This RFP does not commit the Town to award a contract nor pay any costs incurred in the preparation of the RFP response. The Town reserves the right to extend the deadline, accept or reject any or all proposals received, negotiate with any qualified firm, and/or cancel or modify this RFP without notice or penalty.

The Town reserves the right to review and approve/disapprove of all key staff and sub-consultant substitutions or removals and may consider such changes not approved to be a breach of contract.