

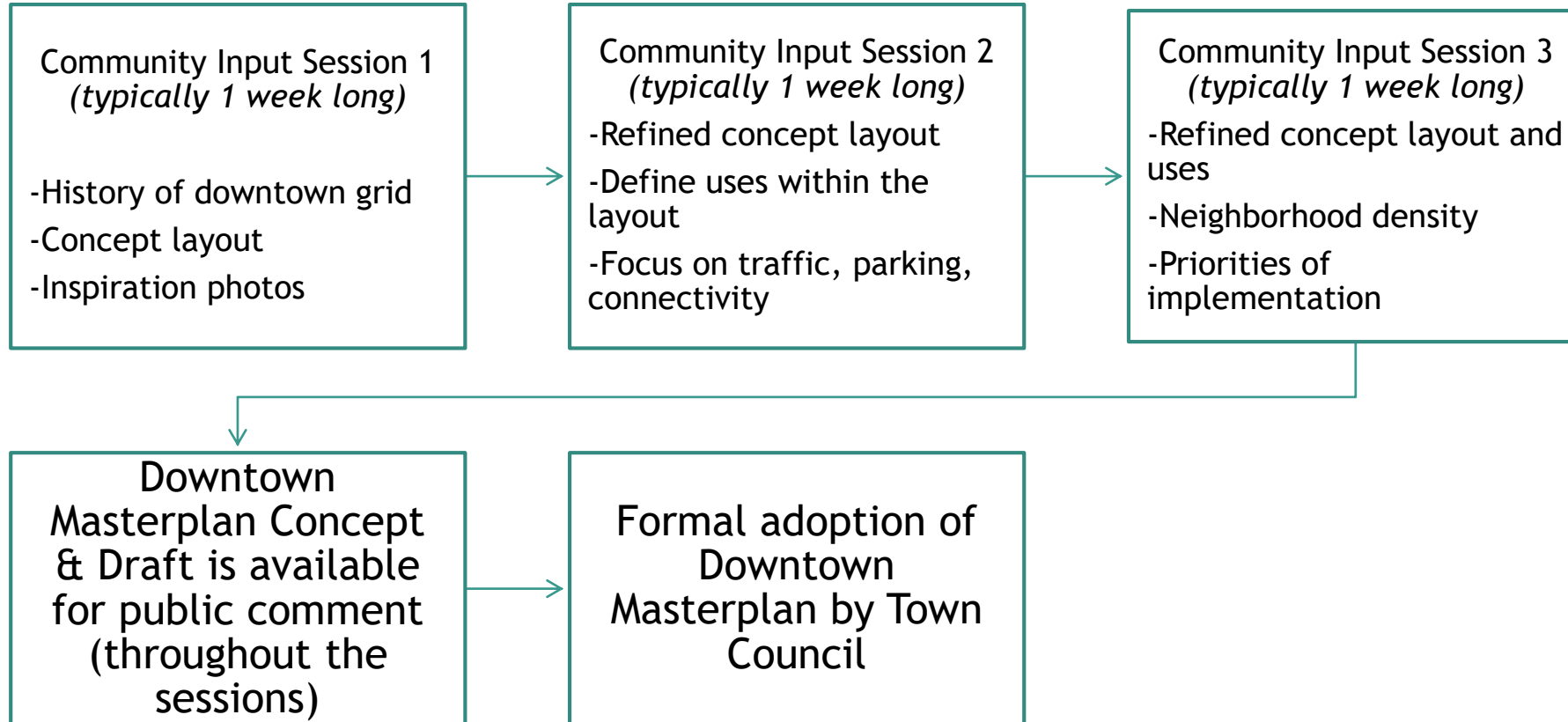
Downtown Johnstown Masterplan Project

Council Work Session | May 13, 2024



Community Outreach Strategy

“Meet people where they are”



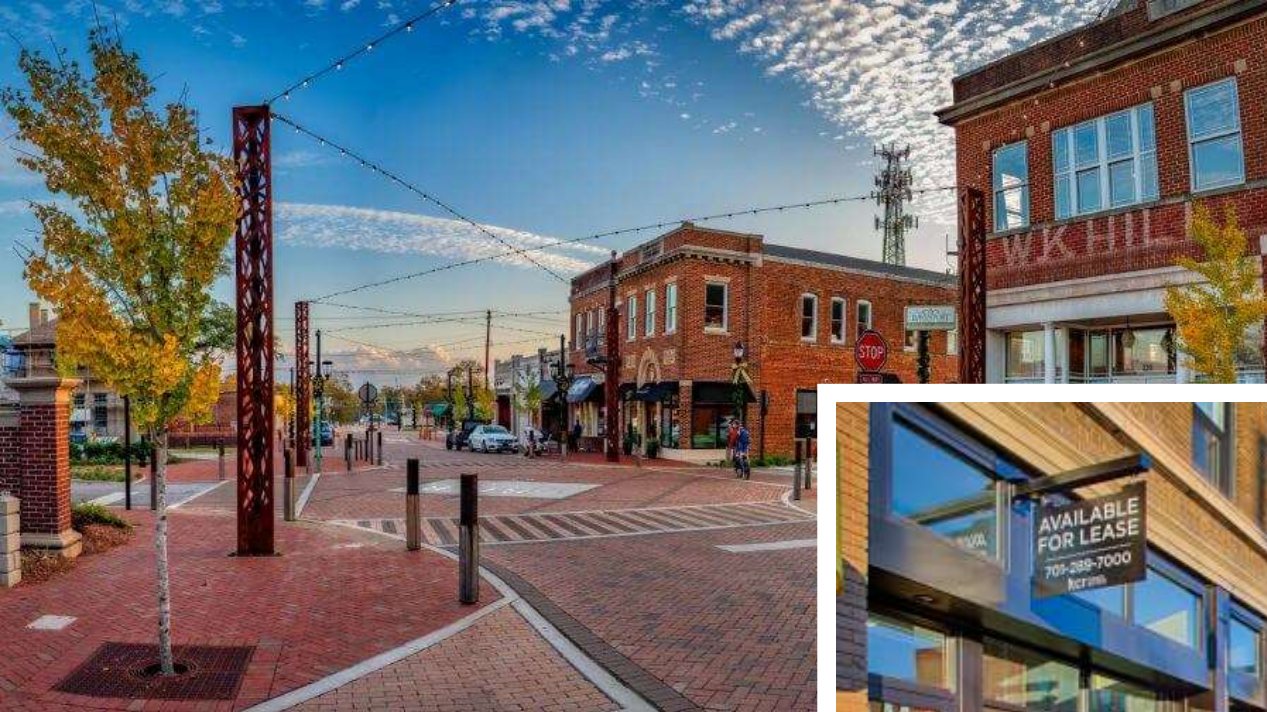
Council Thoughts & Ideas on Use Types

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

Commercial

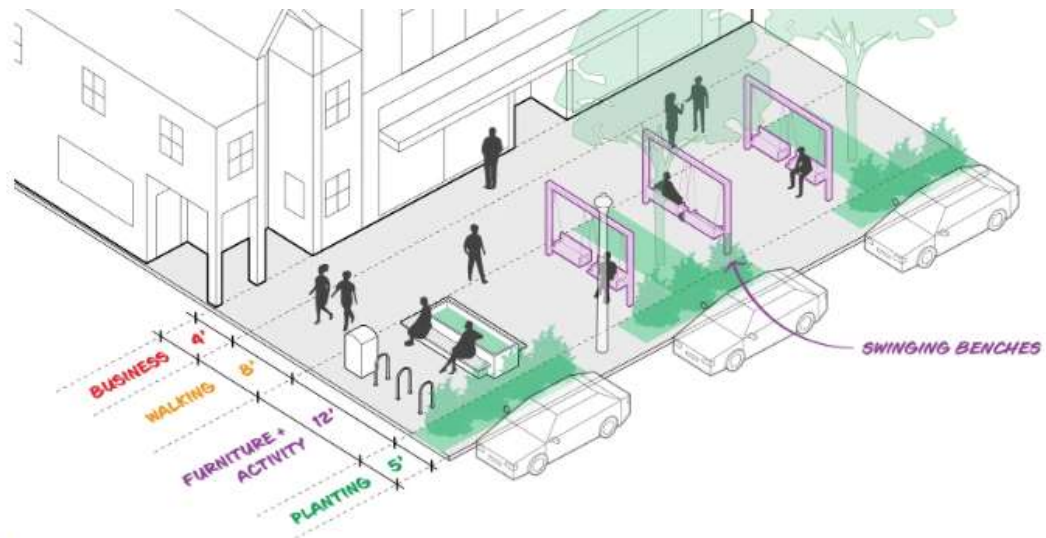
- ▶ How do you want the buildings to look? What elements of other downtowns do you feel we should incorporate in Downtown Johnstown?





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?







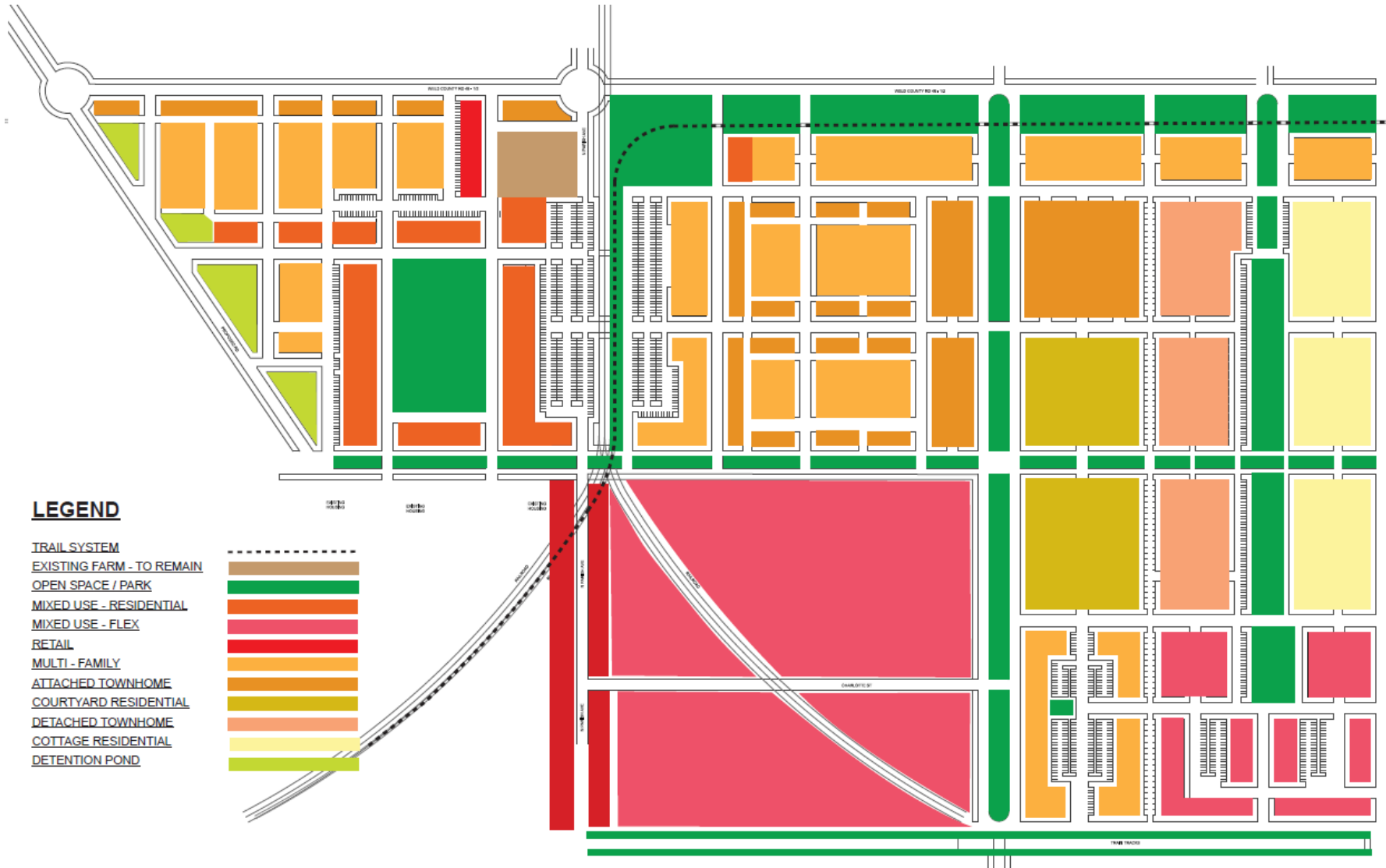
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Designing a development is like setting the Thanksgiving table

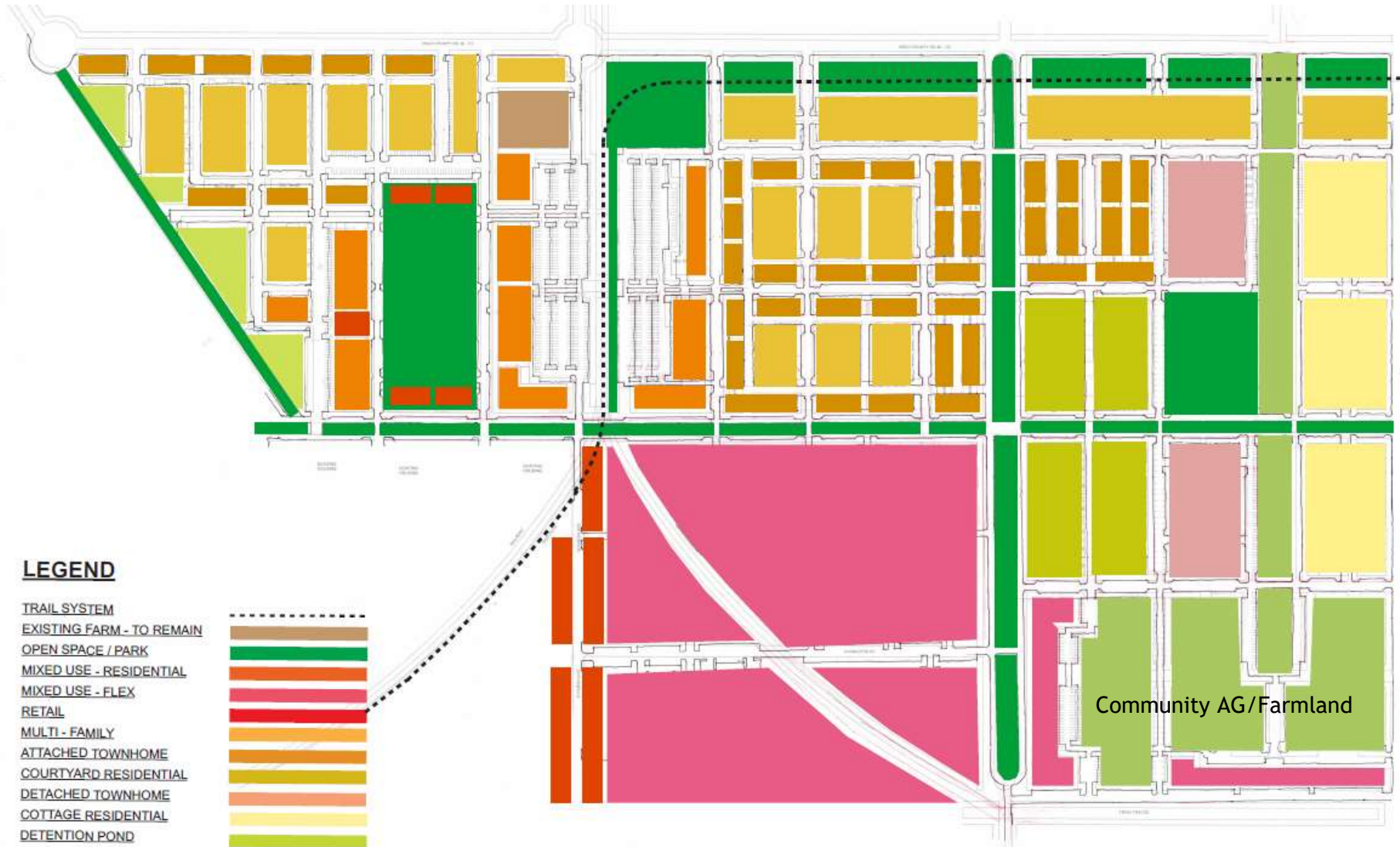
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Like setting a table, you can move the plates and dishes around to yield a different layout. Like the Thanksgiving table, you may be able to add some more seats or a couple extra serving dishes if you rearrange the table differently. Understanding 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

