



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

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

The Community that Cares

- 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