

Downtown Masterplan Project

Town Council Meeting | May 6, 2024



Purpose of the Project

- ▶ The Town of Johnstown and Kimley-Horn will facilitate a community planning process that culminates in the development of a master plan for Downtown Johnstown
- ▶ Our adopted 2021 Comprehensive Plan states “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”.
 - ▶ *Pg. 65, Strategy W2.2. The creation and adoption of a masterplan is a goal/strategy as recommended in the Comp. Plan*
- ▶ The masterplan will focus on several identified issues and opportunities in the downtown. However, since this is a community led effort, we expect to adjust the list as community feedback is received.

Project Timeline

- ▶ RFP issued by Town Staff on Thursday, December 14, 2023
- ▶ RFP closed on Thursday, January 18, 2024
 - ▶ A total of 8 RFP's were received
- ▶ Town Council awarded the contract to Kimley-Horn on February 5, 2024
 - ▶ Total contract award amount not to exceed \$100,000, as was budgeted and approved in the 2024 Town Budget
- ▶ Town Staff is currently working with Kimley-Horn on developing several concept plans to show to the community and Council. Plans and general high-level concepts are planned to be shared with the Council to gain feedback and support prior to introducing concepts to the Community to ensure internal support of the general concepts and ideas.

What The Downtown Masterplan Will Address

Issues

- ▶ 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
- ▶ Aging streetscape / streetscapes not conducive to downtown expansion
- ▶ Lack of public gathering spaces downtown & 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
- ▶ Consider creating a traffic detour to minimize heavy vehicle traffic on Parish Avenue

Opportunities

- ▶ Incorporate Downtown Colorado Inc.'s Challenge Program work, which focused on developing strategies for existing brownfield sites in downtown, to ensure alignment of future redevelopment in the corridor.
- ▶ Planning for future uses and redevelopment in this area is a high priority for the Town since potential development projects are being contemplated which include the Held & Reider properties.



Thank you

Questions?