



# Town of Johnstown

## MEMORANDUM

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TO: Honorable Mayor Gary Lebsack and Town Councilmembers

FROM: Sarah Crosthwaite, Economic Development Manager

CC: Matt LeCerf, Town Manager

DATE: December 19, 2022

SUBJECT: Downtown Branding & Wayfinding Project – Quotable Quotes from Phase 1: Community Outreach & Research

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The following quotes and comments have been pulled from the Community Survey that was launched earlier this year as part of the Downtown Johnstown Branding & Wayfinding Project. In general, the four questions listed below include quotes and comments from the public that had the most in-depth/informative responses.

### What should Johnstown be known for?

- “A community that kept it’s small-town charm.”
- “A community where neighbors still know their neighbors no matter how big it gets.”
- “Perhaps capitalize on its connection to sugar beet industry which saved Colorado economy or some other historical base. Make it a historic tourism destination.”
- “I envision downtown Johnstown to be a destination location for a night out - dining, live music, and or an ice cream treat.”
- “Simply, truly make "*Parish, more than a Main Street.*"
- “It has potential for being a town full of nostalgia but keeping up with modern times. Patriotic, proud, good old fashion values of loving our country, God, and neighbors. It should be safe and attractive where people would be envious of the residents of our town to have such a gem right in our backyard.”
- “It will be forgotten if things don't change. If you can adapt, then let's be known as a fun place to take family and friends. But it needs to adapt!”
- “Johnstown should be known for its cool vibe, especially if some really great restaurants are brought in and advertised. I would like a reason to be excited for our downtown, but sadly, all I see are tired businesses, no interesting restaurants, and very few shops.”

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- “Johnstown should keep its small town feel but be known for its diversity.”

**What could or should be done in Downtown Johnstown to get people to spend more time/money here?**

- “You go downtown to ‘Grab a bite’ right now, but it would be awesome if you could ‘go downtown for the afternoon.’ Maybe get dinner, take in a movie or a show or do an activity.”
- Hays Market is not competing well with other grocery stores. I go get all my groceries elsewhere. If I got my daily/weekly groceries downtown, I would spend more time exploring the other shops. None of the small business eateries have been impressive enough for me to come back and eat there again. Lack of vegetarian/vegan cuisine.
- “We need places that you can gather with friends and just “be” for a few hours.
- “Maybe close off the road through downtown and re-route traffic.”
- “We want to be able to ride our bikes from West Johnstown all the way to Downtown Johnstown in a safe manner.”
- “Expand sidewalk paths to all new developments.”
- “Create a pedestrian only area where people can mingle and enjoy after their dinner, etc. Is a bypass warranted to maintain the small-town feel?”
- “Get a lighted memorial sign on Hwy 66 and Parish with business signs to showcase what businesses are there.”

**What could or should be done to improve the quality of the experience in Downtown Johnstown?**

- Elevate the pedestrian experience around the area.
- It would be nice if the town had sidewalks & bike paths consistently so residents could bike/walk in from outlying neighborhoods.
- We need more variety in restaurants & shops that have outdoor spaces and spaces that encourage neighbors meeting neighbors.
- Downtown Johnstown looks very old and tired, and very limited to only really one street with two blocks. The entire downtown needs to expand to allow additional businesses and shops to have a chance to succeed in the Downtown area.
- Make it walkable/bikeable from all neighborhoods.
- Parking is generally an issue that detracts from the experience.
- Improve limited nightlife options beyond a bar or burger, such as the new music hall being great for a “night out”. The town appears to “shut down” on Mondays and very early on weekdays which doesn’t provide a lot of options to skip through often making downtown a “one and done” experience.

**Anything else you want to tell us in more detail that you didn't get to say?**

- Johnstown is about helping everyone out, that’s what makes it memorable and honorable.

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- I love Johnstown and love that it is very community driven, family oriented, and definitely a word-of-mouth town. I would love to see every small business succeed.

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