



450 S. Parish Avenue
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JohnstownCO.gov

MEMORANDUM

TO: Town Council

FROM: Sarah Crosthwaite, Economic Development Manager

CC: Matt LeCerf, Town Manager

DATE: December 2, 2024

SUBJECT: Downtown Masterplan Project, Phase 2 Community Outreach Feedback

The following responses were collected in person during Phase 2 Community Outreach regarding the Downtown Masterplan. The Phase 2 Survey has also been included which reflects the responses collected from the community via the online survey from 09/23/24 to 10/25/2024.

Town Council Work Session | August 12, 2024

- Make sure to size the bypass roads adequately
- Be thoughtful about road connections
- I like the public spaces and activities you have proposed
- Ensure the integration of generational homes- people can buy their first home in the area and retire into a smaller home
- Educate the community on the urban farm concept, be mindful of the term
- Make it clear the Town doesn't own the land (Held & Reider)
- Highlight the JM Post as an idea
- Show conceptual senior center location in the plans
- Use term livability vs density

Phase 2 Community Outreach Week August 17 – August 23

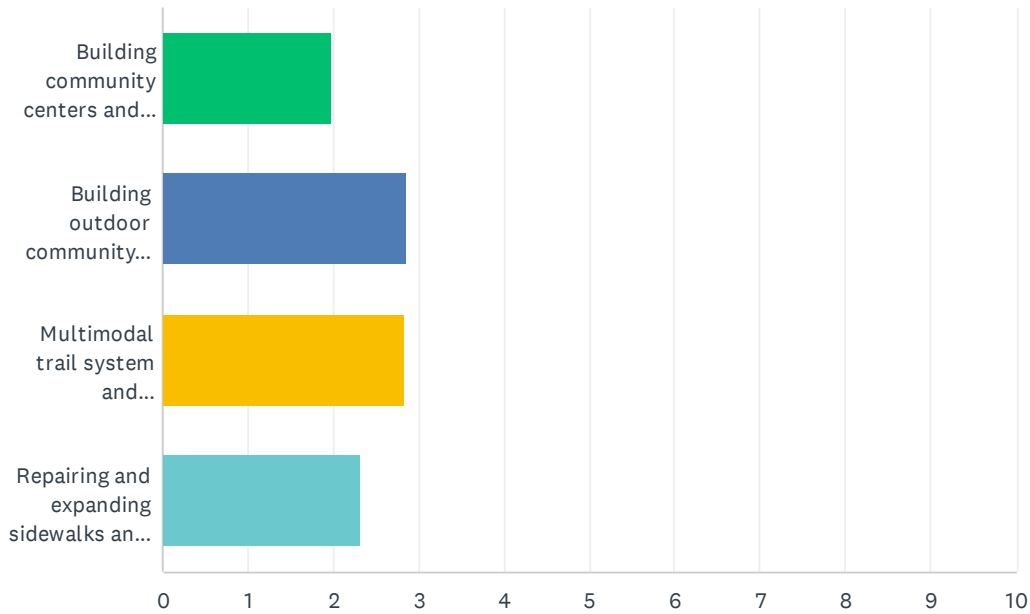
- Concerns about closing Parish down to pedestrian only
- Worried about parking for current business owners if parish is closed to ped
- Walk ability - similar to Estes Park
- Historical character (open space, ice cream shops).
- Places to have eat

The Community that Cares

- Farmers market - liked to be able to shut down parish but appreciated keeping it open if there were other places
- Bypass route is “smart”.
- Concerns about bypass being done well enough to encourage use.
- Love the urban farm concept. Loved visiting Jess up farms
- Appreciated things to do and the events
- Like the idea of Jess up farm
- Incorporate pool
- Incorporate outdoor adult playground like a Parkor style
- Repurpose tracks on the west side of Parish into a Trolley System
- Explore code updated that include noise mitigation from railroad/trains, may a quiet zone so they don’t blare their horn
- Ensure Senior amenities are near the proposed Senior Housing
- More restaurants
- Thompson River Ranch Recreation District may be interested in leasing the Grange Hall or sharing space to do youth activities/programming
- Thompson River Recreation District may be interested in having office space downtown as an additional headquarters
- A sign that shows all the businesses within the downtown area
- Incorporate Town monitored security cameras as crime prevention
- Pickleball court
- Trolley line
- Splash pad and outdoor seating nearby for parents
- Ensure adequate shading in the new development, encourage developers to buy mature trees or plant them in a nursery ahead of time
- Outdoor youth activities
- Sand volleyball
- Community garden areas
- Please leave some farmland
- Disc golf
- Splash pad
- More restaurants
- Outdoor space is important
- Public pool
- Single family homes
- Ensure trails are multimodal with bikes lanes
- Concerts in the park
- Splash pad
- Cool outdoor water features

Q1 The following public amenities are being considered as part of the Downtown Johnstown Masterplan project. Please select in order of most important to least important each of the listed items that you would like to see included/incorporated.

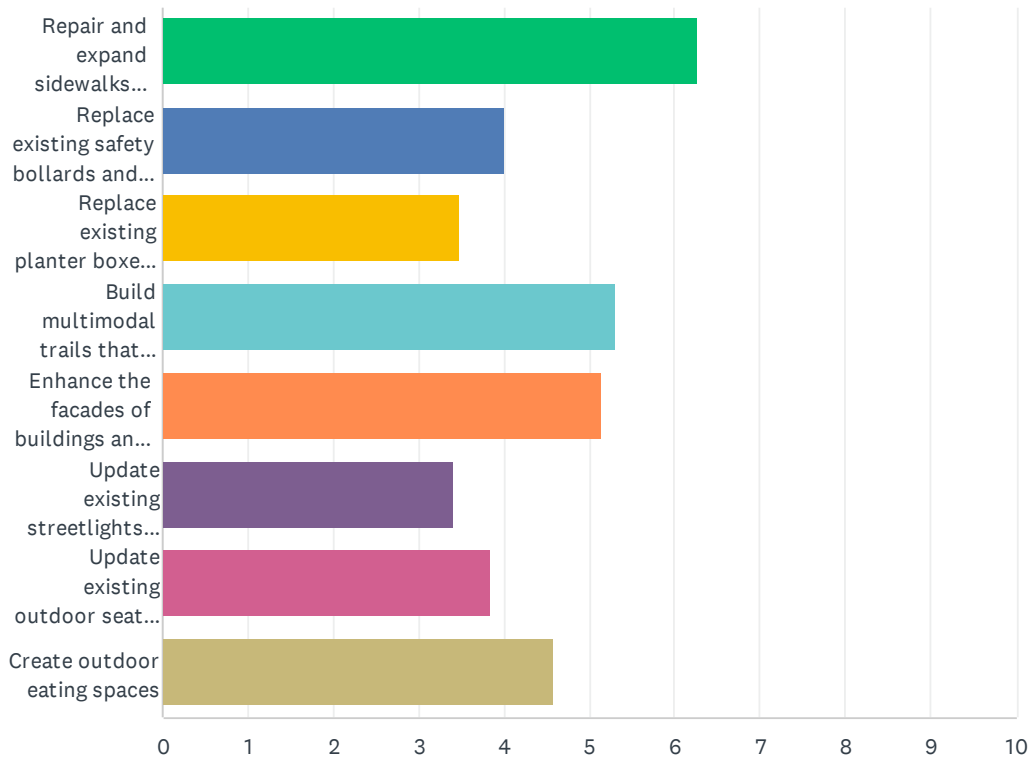
Answered: 180 Skipped: 2



	1	2	3	4	TOTAL	SCORE
Building community centers and facilities for the public to use	5.00% 9	26.11% 47	32.22% 58	36.67% 66	180	1.99
Building outdoor community plazas including multifunctional outdoor spaces with the goal to increase community programming and activities within the public spaces.	32.78% 59	30.00% 54	26.67% 48	10.56% 19	180	2.85
Multimodal trail system and connectivity	37.78% 68	23.89% 43	22.22% 40	16.11% 29	180	2.83
Repairing and expanding sidewalks and ensuring ADA accessibility throughout.	24.44% 44	20.00% 36	18.89% 34	36.67% 66	180	2.32

Q2 The following public improvements are being proposed on Parish Avenue. Please select in order of most important to least important each of the listed items that you would like to see included/incorporated.

Answered: 180 Skipped: 2

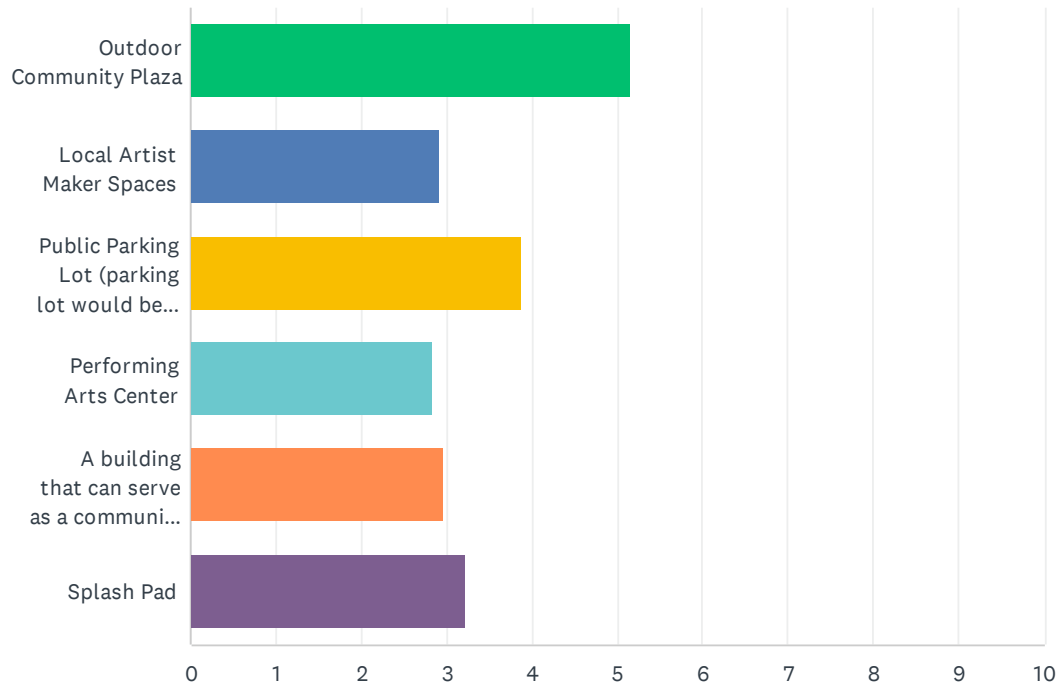


Downtown Master Plan Phase 2 Survey

	1	2	3	4	5	6	7	8	TOTAL	SCORE
Repair and expand sidewalks throughout Parish Avenue including E 1st Street and Charlotte Street	37.78% 68	16.67% 30	17.78% 32	9.44% 17	6.11% 11	7.22% 13	3.33% 6	1.67% 3	180	6.27
Replace existing safety bollards and add new ones where needed	1.11% 2	13.89% 25	14.44% 26	10.56% 19	17.78% 32	13.89% 25	13.33% 24	15.00% 27	180	4.00
Replace existing planter boxes and add new ones where needed including water-conservation plants	1.67% 3	6.11% 11	8.33% 15	17.78% 32	11.67% 21	16.11% 29	18.89% 34	19.44% 35	180	3.47
Build multimodal trails that connect downtown and new developments	25.00% 45	17.22% 31	8.89% 16	11.11% 20	14.44% 26	7.78% 14	4.44% 8	11.11% 20	180	5.31
Enhance the facades of buildings and preserve historical character	17.78% 32	13.33% 24	14.44% 26	14.44% 26	16.11% 29	11.11% 20	8.89% 16	3.89% 7	180	5.14
Update existing streetlights and add decorative lighting	2.78% 5	3.33% 6	8.89% 16	13.89% 25	11.67% 21	23.89% 43	18.33% 33	17.22% 31	180	3.41
Update existing outdoor seating areas	1.11% 2	8.33% 15	14.44% 26	13.33% 24	16.11% 29	12.78% 23	25.56% 46	8.33% 15	180	3.83
Create outdoor eating spaces	12.78% 23	21.11% 38	12.78% 23	9.44% 17	6.11% 11	7.22% 13	7.22% 13	23.33% 42	180	4.58

Q3 The following public and private uses are being considered as part of Reider Square. Please select in order of most important to least important each of the listed items that you would like to see included/incorporated.

Answered: 179 Skipped: 3

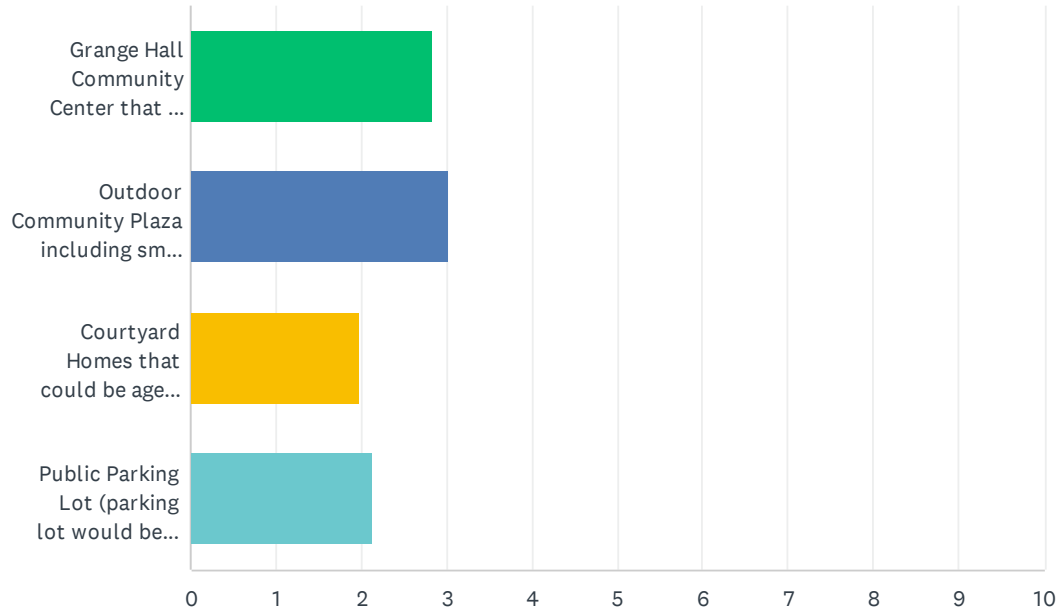


Downtown Master Plan Phase 2 Survey

	1	2	3	4	5	6	TOTAL	SCORE
Outdoor Community Plaza	44.69% 80	35.20% 63	13.97% 25	3.91% 7	2.23% 4	0.00% 0	179	5.16
Local Artist Maker Spaces	4.47% 8	12.29% 22	16.20% 29	27.93% 50	16.20% 29	22.91% 41	179	2.92
Public Parking Lot (parking lot would be located north of N. 2nd Street and west of County Road 17)	18.44% 33	20.11% 36	24.58% 44	13.97% 25	13.97% 25	8.94% 16	179	3.88
Performing Arts Center	3.91% 7	6.70% 12	20.67% 37	22.35% 40	30.17% 54	16.20% 29	179	2.83
A building that can serve as a community space for a local nonprofit organization and/or club. As way of example the Town is exploring the possibility of relocating the Veterans of Foreign Wars (VFW) Building from 104 E. South 1st Street to Reider Square, but this move would only happen if the current VFW site can be converted into a public parking lot to help serve Parish Avenue's parking needs. This is just a proposal, and no agreement has been made with the Town or the local VFW organization, more commonly known as the JM Post.	9.50% 17	11.73% 21	15.64% 28	17.32% 31	21.23% 38	24.58% 44	179	2.97
Splash Pad	18.99% 34	13.97% 25	8.94% 16	14.53% 26	16.20% 29	27.37% 49	179	3.23

Q4 The following public and private uses are being considered as part of the Held Property. Please select in order of most important to least important each of the listed items that you would like to see included/incorporated.

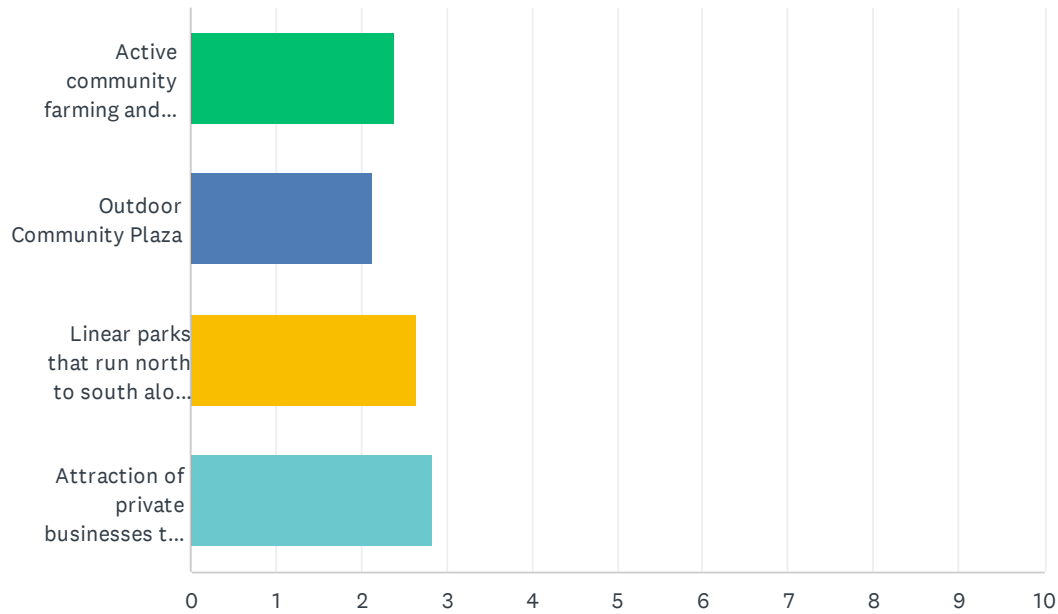
Answered: 174 Skipped: 8



	1	2	3	4	TOTAL	SCORE
Grange Hall Community Center that may include activities and programming for the community and different age groups	26.44% 46	40.80% 71	22.99% 40	9.77% 17	174	2.84
Outdoor Community Plaza including small vendor shops to be leased seasonally by small businesses	43.10% 75	27.01% 47	19.54% 34	10.34% 18	174	3.03
Courtyard Homes that could be age restricted for Senior Citizens adjacent to the Grange Hall Community Center	15.52% 27	12.64% 22	27.01% 47	44.83% 78	174	1.99
Public Parking Lot (parking lot would be located north of the Industrial Park and east of County Road 17)	14.94% 26	19.54% 34	30.46% 53	35.06% 61	174	2.14

Q5 The following public and private uses are being considered as part of the Urban Farm. Please select in order of most important to least important each of the listed items that you would like to see included/incorporated.

Answered: 176 Skipped: 6



	1	2	3	4	TOTAL	SCORE
Active community farming and production	23.30% 41	21.02% 37	25.57% 45	30.11% 53	176	2.38
Outdoor Community Plaza	8.52% 15	26.14% 46	36.36% 64	28.98% 51	176	2.14
Linear parks that run north to south along the Held property and could include various uses such as orchards, dog parks, gardens, etc.	22.16% 39	38.07% 67	22.73% 40	17.05% 30	176	2.65
Attraction of private businesses that encourage social gathering and provide entertainment such as artisanal shops and boutiques, farm to table restaurants and cafes, brewery/distillery, etc.	46.02% 81	14.77% 26	15.34% 27	23.86% 42	176	2.83

Q6 Other uses or ideas you would like to see incorporated within the downtown masterplan.

Answered: 90 Skipped: 92