

JOHNSTOWN PROFILE



CHALLENGE STATEMENT

As one of the fastest growing communities in Northern Colorado, Johnstown has become a premier market for development and growth. The Town's historical downtown sits 4 miles east of I-25 and features over 290K SF of existing retail with the opportunity to redevelop the existing 30+ acre industrial park. By encouraging mixed-use development, pedestrian accessibility, and local business support, the industrial park can transform into a thriving hub of activity, breathing new life into the downtown area.

COMMUNITY NEEDS

Some of the downtown sites have real or perceived environmental contaminant issues, others are in various stages of reinvestment instigated by the private sector. They are also hoping to establish strong partnerships with property owners to create connectivity within uses and streets. The top challenges are:

- Developing relationships with existing industrial users in downtown
- Funding to redevelop the industrial sites in downtown
- Ensuring the developers of the newly annexed properties are aligned with the Town's vision and goals for the downtown.

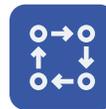
INCENTIVES

- ✓ *Retail Attraction Policy (to be adopted 2024)*
- ✓ *Downtown Facade Grant Program*
- ✓ *Exploration of financial districts to support public improvements*



Demographic Snapshot

- Total Population | 19,295
- Average Income | \$141,992
- Education Level | 43.22% Bachelors Degree Attainment +



Main Economic Drivers

Residential development, commercial development along major transportation corridors, and attraction of primary employers.



Leadership Goals

- Develop downtown into a vibrant corridor with day and night time activation
- Formal plan + vision of newly annexed property and its development
- Community investment into plan



Upcoming Planning Efforts

- Downtown Masterplan
- Downtown Financial Feasibility Study



Community Partners

- Johnstown Downtown Development Association
- OmniTRAX
- CDOT



COLORADO CHALLENGE

FROM DOWNTOWN COLORADO, INC

JOHNSTOWN CAPACITY ASSESSMENT

COMMUNITY RESULTS

Community Capacity Assessments provide a perspective combining community member perspectives, empirical data, and objective results accomplished by the community **rated from 1-9**.

Communities naturally range across the spectrum, but growth should focus on each area relatively evenly, rather than have one dimension far from the rest.

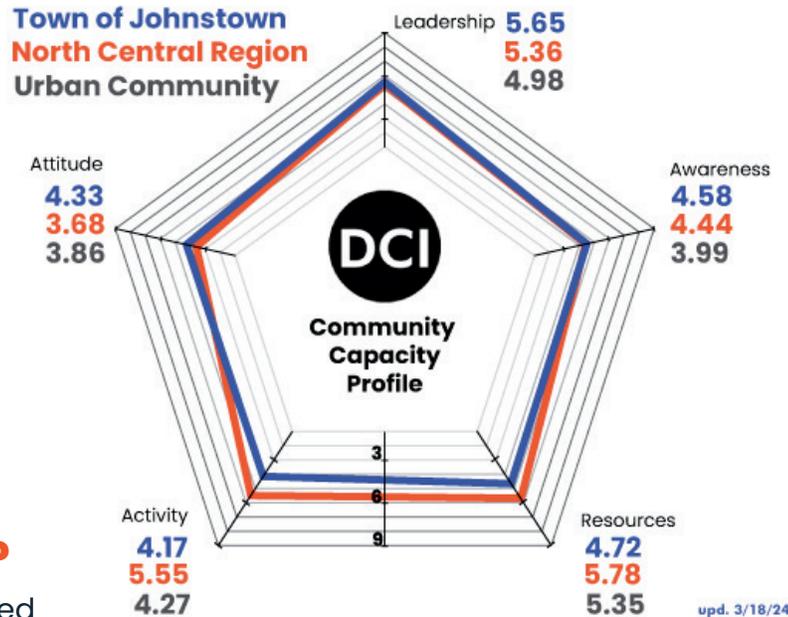
HOW DO YOU COMPARE?

Johnstown is at or above the reported capacity for midsize communities across Colorado, but has not seen the awareness, activity, or resources shared by the rest of Larimer and Weld Counties. They are primed for big projects downtown.

TRAINING TIMELINE

- Investment Ready Project
- Components that Make or Break a Project
- Define the Strategy
- Shaping Policy
- Financing the Project
- Creative Capital Stack
- "Smart" Redevelopment
- Small but Mighty

Serve on the Community Team at IN THE GAME



Johnstown has incredibly important development sites that could change the town significantly, coupled with incredible growth in the north-central Interstate 25 corridor.

ACCOMPLISHMENTS

- ✓ Large national brands locating in town
- ✓ Facade and business incentive grants
- ✓ Downtown non-profit business support

NEXT STEPS

- ✓ Feasibility Tetrad Review
- ✓ Site Inventory into KSU BiT Database
- ✓ Focus site selection from viable options



'EAST PARK' JOHNSTOWN INDUSTRIAL PARK

HISTORY

Nestled within the heart of the historic downtown, East Park stands as a testament to the area's industrial heritage with many existing companies calling Johnstown home for several decades.

VISION

Johnstown aims to transform East Park into a thriving hub of commercial and residential activity. Our goal is to redevelop our downtown into a vibrant corridor that pays a nod to the area's industrial past while creating a dynamic space that fosters community and economic growth.

PARTNERS

Our partners include the Johnstown Downtown Development Association, OmniTRAX, Colorado Department of Transportation (CDOT), and private residential & commercial developers

ABOUT THE COMMUNITY

Our historic downtown features more than 297,180 square feet of existing retail space and 262 acres of developable land. The downtown corridor offers excellent visibility along Highway 60 with more than 15,000 vehicles per day and less than 4 miles from Interstate 25.



DOWNTOWN AT A GLANCE

With over 100 existing businesses located in downtown, Johnstown has an opportunity to attract 1,000+ national retailers who have a strong brand match to our existing commercial users. Retailers such as Ziggy's, Anthony Pizza & Pasta, & Champs Chicken to name a few!

RETAIL DEMOGRAPHICS

- Population | 5,180
- 5 Miles Radius Population | 24,898
- Total Households | 1,970
- 5 Miles Radius Households | 8,287
- Average Daily Visits 2023-24 | 51,761
- Workday Population | 2,800+
- Median Age | 38
- Median HH Income | \$106K,
- Average Annual Consumer Spend on Retail | \$73.6m



Explore our complete
Downtown Profile

CONTACT US
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'EAST PARK' JOHNSTOWN INDUSTRIAL PARK

FINANCE

The Town of Johnstown plans to complete a financial feasibility study in 2024 that will guide the creation of a financial district that will support the redevelopment of brownfield sites within the corridor, specially East Park.

Additionally funding resources include Downtown Facade Grant Program, Retail Attraction Policy & Program, and Town Incentive Policy

INFRASTRUCTURE

- Upgraded sanitary sewer line on CR48, to be completed Summer 2024
- Existing water line on CR17/Parish Avenue
- Existing OmniTRAX railroad access with opportunity to expand access and improve safety
- West alleyway project includes undergrounding utilities, expanding fiber, and aesthetic enhancements to be completed 2025

ENVIROMENTAL

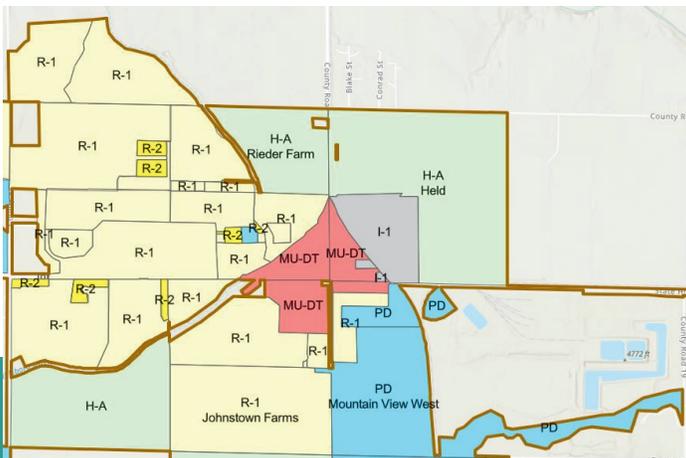
The Town of Johnstown plans to work with KSU's Technical Assistance to Brownfield team starting in 2025 to pursue Phase 1 grants at no cost to the property owners.

Additional environmental factors include existing OmniTRAX railroad that provides service to East Park users. The Town and OmniTRAX will determine feasibility of additional access points and safety improvements.

ENTITLEMENT PROCESS

Our Planning & Development team provides our development community professional guidance to facilitate high-quality development that positively contributes to our local economy and sustainable growth.

The Economic Development Department will serve as a liaison between the developer and our internal development review team to ensure alignment of goals and outcomes for the project.



Explore our interactive GIS maps which include zoning, current development projects, and subdivisions within the downtown corridor and surrounding areas

CONTACT US
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