

GRAY'S FARM

LOTS 1 & 2

NEC OF WCR 17 & WCR 44
JOHNSTOWN, CO 80534



CBRE

PROPERTY OVERVIEW

Lot 1 (10.51 Acres)

Lot 1 is the northern parcel located at the northeast corner of Weld County Road 17 and Weld County Road 44 in Johnstown, Colorado. Spanning approximately 10.51 acres, this lot benefits from PD (Planned Development) zoning, offering flexibility for a mix of uses such as multifamily residential or commercial retail. Its position across from the growing Pioneer Ridge subdivision places it squarely in the path of expansion, ensuring strong future demand. The site enjoys excellent visibility and convenient access from WCR 17, making it attractive for development. Overall, Lot 1 presents a prime opportunity for developers seeking a strategic foothold in a rapidly growing corridor.

Lot 2 (10.00 Acres)

Adjacent to Lot 1 on the south, Lot 2 encompasses 10.00 acres and shares the same advantageous PD zoning designation. Positioned directly on the hard corner of WCR 17 and WCR 44, this lot offers superior frontage and accessibility, which enhances its long-term value potential for commercial or mixed-use development. Like Lot 1, it is undeveloped and benefits from proximity to new residential communities, reinforcing its appeal for future growth. Lot 2’s corner location and visibility make it particularly well-suited for high-traffic uses such as retail or community services, complementing the surrounding residential expansion and conceptual plans for church, school, and retail developments in the area.



Address	NEC of WCR 17 & WCR 44 Johnstown, Colorado 80534
Market/Submarket	Northern Colorado
Square Footage	Lot #1: 457,816 SF Lot #2: 435,600 SF
Lot Size	Lot #1: 10.51 Acres Lot #2: 10 Acres
Sale Price	\$3,375,000 (\$3.78/sf)

The combined Grays Farm property consists of approximately 20.5 acres of contiguous land strategically positioned at the northeast corner of Weld County Road 17 and Weld County Road 44 in Johnstown, Colorado. Zoned as Planned Development (PD), this expansive tract offers exceptional flexibility for a mix of uses, including multifamily residential, commercial retail, and community facilities. Its location across from the emerging Pioneer Ridge subdivision places it in the direct path of regional growth, ensuring strong long-term demand. The site boasts excellent visibility and convenient access from major roads, making it ideal for high-traffic development opportunities. Overall, this contiguous parcel represents a rare opportunity to create a cohesive, large-scale development in one of Northern Colorado’s fastest-growing corridors.

LOCATION OVERVIEW

The Grays Farm site is ideally located at the northeast corner of Weld County Road 17 and Weld County Road 44 in Johnstown, Colorado—a rapidly growing area in Northern Colorado. This prime position offers excellent visibility and convenient access to major thoroughfares, making it highly attractive for future development. The property sits directly across from the new Pioneer Ridge subdivision, placing it in the path of significant residential growth and ensuring strong demand for complementary uses such as retail, multifamily housing, and community facilities. Its PD (Planned Development) zoning provides exceptional flexibility for a variety of projects, while the surrounding infrastructure and proximity to regional hubs like Loveland and Greeley enhance its long-term investment potential.



MARKET OVERVIEW



Johnstown, Colorado is one of Northern Colorado's fastest-growing communities, experiencing a population surge of nearly 7% annually and projected to reach over 28,000 residents by 2029. This growth is fueled by its strategic location along major transportation corridors such as I-25, Highway 60, and Highway 34, which provide easy access to Denver, Fort Collins, and Greeley. The town's median household income exceeds \$123,000, and home values average over \$520,000, reflecting strong economic vitality and a desirable quality of life. With a high educational attainment rate (97% high school or higher) and a low unemployment rate of around 3%, Johnstown offers a robust labor force and an attractive environment for businesses and families alike. Its pro-business climate, coupled with competitive land costs and ongoing infrastructure investments, positions Johnstown as a premier destination for residential and commercial development.

Source: www.johnstownco.gov, upstatecolorado.org, datausa.io

The surrounding Northern Colorado region amplifies this opportunity, boasting a population of over 717,000 and a regional GDP of \$53.3 billion. Communities like Loveland, Windsor, and Greeley contribute to a dynamic economic ecosystem anchored by industries such as bioscience, advanced manufacturing, and logistics. Affordable housing compared to the Denver metro area, combined with low taxes and a favorable business climate, continues to attract both residents and employers. Large-scale projects, including master-planned developments like The Ridge and Ledge Rock Center, are reshaping the landscape with mixed-use spaces, retail hubs, and thousands of new housing units. These developments, along with major infrastructure improvements such as the I-25 expansion, ensure that Johnstown and its neighboring communities remain at the forefront of Colorado's growth trajectory, offering unparalleled opportunities for investors and developers.



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CONTACT

TJ Antinora

Vice President

+1 970 402 5170

#100037168

tj.antinora@cbre.com



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