FOR IMMEDIATE RELEASE

Historic Downtown Longmont Building at 321 Main Street Sells, Will Become January Coffee's Second Location

Market Real Estate represents both buyer & seller, bringing a beloved Main Street building full circle

Longmont, CO — November 10th, 2026 — Market Real Estate is pleased to announce the sale of 321 Main Street in Downtown Longmont. The historic building, longtime home of Landline Doughnuts, was purchased by Longmont real estate investor Annette Smith, who brought a tenant with her: January Coffee, the Boulder-based specialty coffee shop, which will open its second location there in early 2027.

The seller, Landline Doughnuts, was represented by Rachel Rohrig of Market Real Estate, and the buyer was represented by Annie Larner of Market Real Estate.

A Building That Came Full Circle



The sale closes a story that started years ago. January Coffee owners Kristi and John Imig first had their eye on 321 Main Street just before Landline Doughnuts owners Jodi and John Mowers purchased the building. January Coffee opened its Boulder shop instead, and the two couples became friends. Now, with Landline's owners relocating to Washington State to be closer to family, the building is passing to the café that once hoped to call it home.

"Landline quickly became a local favorite and a gathering spot for kids and adults alike," said Rachel Rohrig of Market Real Estate. "It's a bittersweet farewell. I'm sad to see them leave Longmont, grateful for everything they brought to our community, and excited for them as they begin their next chapter."

For Annette Smith, the right tenant was part of the appeal from the start.

"When I met Kristi and John from January Coffee, I knew they would be a wonderful addition to our community. I'm excited to have a fantastic coffee experience and a new breakfast and lunch bistro right here in Longmont," said Smith.

"We've poured ourselves into January Coffee over the last 5 years and really feel that we've accomplished what we aimed to do - build a top-tier coffee shop with a curated lineup of the

best roasters from around the country, delicious breakfast and, most of all, immaculate vibes," said John Imig, co-owner of January Coffee. "Now we want to bring our concept to the city we call home, but with even more to offer. Same spirit but with more food options, an expanded drink program, and coffee education. We really want this to be a hub where Longmont can come together over great eats, drinks, and community."

A Historic Main Street Landmark

Built in 1870, 321 Main Street offers:

- 4,751 SF historic building
- Exposed brick, high ceilings with visible ductwork, original tile flooring in parts, skylights, and a fireplace
- 2,250 SF full-service restaurant/kitchen space built out in 2022
- 2-bedroom, 1-bathroom residential unit on the second story
- Prime Main Street frontage in Downtown Longmont

Why Downtown Longmont

Main Street remains the heart of Longmont's local business community, drawing steady foot traffic to its mix of independent restaurants, shops, and cafés. For Kristi and John Imig, who live in Longmont, the move lets them serve their own city while building on years of success in Boulder.

"I love Longmont and am proud to call it home. I believe the growth and vitality of our downtown will continue to attract both local and out-of-town visitors," said Annie Larner of Market Real Estate.

Market Trends Reflected in the Deal

The sale reflects continued demand for well-located, character-rich buildings in Longmont's downtown core, especially from local investors and owner-operators with strong community ties.

"The new buyer and operator of this building bring so much to Longmont's burgeoning downtown," Larner added. "They are carrying forward the momentum of great investors and operators taking an interest in our thriving community. It was a privilege to be a part of this transaction."

For Rohrig, finding the right fit for the building was the goal from day one.

"We're thrilled for everyone involved. Our mission has always been to find outcomes that serve our clients and our community, and this transaction did exactly that. The Sellers loved being in Longmont and cherished this building and its history, so finding the right buyer and the right user mattered deeply to all of us. We're proud to have found both, a buyer whose vision will support Longmont's vibrant community for the next generation and an amazing tenant," said Rohrig.

Market Real Estate's Continued Presence in Longmont

Market Real Estate remains active throughout Longmont and Boulder County, representing buyers, sellers, tenants, and landlords across retail, office, industrial, and multifamily properties. The firm continues to help local businesses find spaces that fit both their operations and their communities.

About January Coffee

January Coffee is a locally owned specialty coffee shop founded by Kristi and John Imig. Its Boulder location opened in 2022, and its second location will open at 321 Main Street in Longmont in early 2027. https://january.coffee | https://www.instagram.com/januarycoffee

About Market Real Estate

Market Real Estate is a Colorado-based commercial real estate brokerage specializing in office, flex, industrial, retail, and multifamily properties. Known for its market expertise and client-first approach, Market Real Estate represents tenants, landlords, buyers, and sellers across Boulder and the Front Range. To learn more, visit marketrealestate.com.

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