

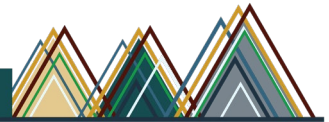


Downtown Johnstown Branding & Wayfinding Town Council Work Session

June 27, 2022

Kristin Cypher
Michael Baker International

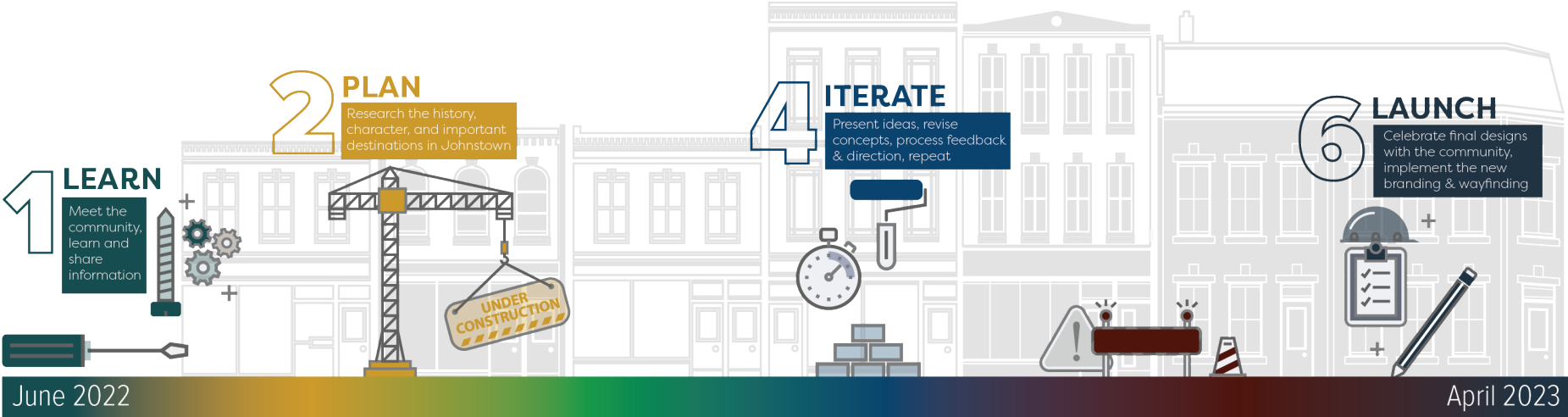
This is
**Downtown
Johnstown**



Branding & Wayfinding Plan

This is Downtown Johnstown.

Creating a New Downtown Branding & Wayfinding Plan



The Downtown Johnstown Brand Will:

**Help the
Downtown tell its
story & celebrate
its history and
character**

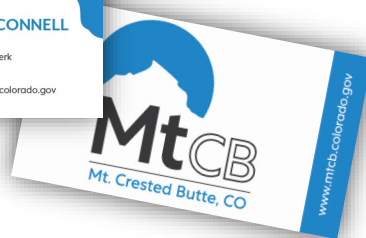
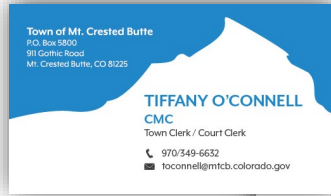
**Connect the
Downtown to
prospects,
businesses &
opportunities**

**Connect
members of the
community to
each other**

Step 1: Learn



Goals of the Branding Project



Destination
(D - 12)

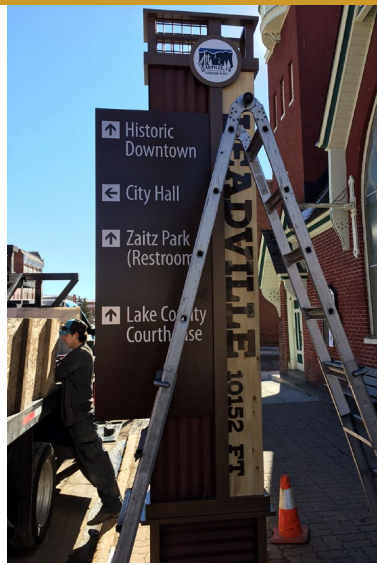
Step 1: Learn



What is a Community Brand?

What is the purpose of a
Downtown Johnstown Brand?

- ✓ Identity Package
- ✓ Marketing Materials
- ✓ Marketing Plan



Step 1: Learn



What is Wayfinding?

Why does Johnstown need community Wayfinding?

- ✓ Wayfinding Designs
- ✓ Signage Location & Messaging Plan
- ✓ Implementation Plan (including cost estimates/phasing)





Step 1: Learn



What is Wayfinding?

Why does Johnstown need community Wayfinding?

- ✓ Wayfinding Designs
- ✓ Signage Location & Messaging Plan
- ✓ Implementation Plan (including cost estimates/phasing)



Step 2: Plan



Understand Johnstown's story, character, assets & destinations



- ✓ Asset Inventory
- ✓ Competitor Communities
- ✓ Document Review
- ✓ Stakeholder Interviews
- ✓ Community Survey(s)

Community Asset Plan

Identifying your community assets starts with thinking a little about what makes up the heart of your place. The following questions will help you start to think about who you are as a community, and the places where your community heart shine (as well as the places that need a little help). **Think about this as describing your community as a superhero: What is your superpower? What is your critical weakness? Who is your greatest nemesis? What is your origin story?**

When thinking about asset locations, keep the following three categories in mind:

- **Areas for Redevelopment** - places where you'd like your community to grow
- **Areas for Activation** - places in your community you'd like to make more vibrant or useful, or have more people experience
- **Areas for Preservation** - sacred places in your community that you would be heartbroken to lose (these can be landscapes and cultural assets, too)

PASSION What is our community passionate about? 1. 2. 3. 4. 5.	Location Where in your community can you see these passions? 1. 2. 3. 4. 5.
BEST AT What do you do best? Your greatest strengths? 1. 2. 3. 4. 5.	Location What are your favorite community places? 1. 2. 3. 4. 5.
ENGINE What drives your community engine? 1. 2. 3. 4. 5.	Location Where is your community success on display? 1. 2. 3. 4. 5.
TRIBE IN Who are the people that love your community? 1. 2. 3. 4. 5.	Location Where do the people who love your community go to hang out? 1. 2. 3. 4. 5.

WHAT What are you most interested in your community or says things about you? 1. 2. 3. 4. 5.	Location What places in your community to people complain about or dislike? 1. 2. 3. 4. 5.
MAGIC WAND What is the one thing you'd like to do differently? 1. 2. 3. 4. 5.	Location What place in your community would you like to change the most? 1. 2. 3. 4. 5.
ESSENCE What is the essence of your community? 1. 2. 3. 4. 5.	Location What location in your community speaks the most to who you are? 1. 2. 3. 4. 5.

How Can I Gather My Community Assets?
 There are several ways you can gather information for the above categories:

- **Online Survey** - You can use a community or small-group survey to answer these questions. This is great "homework" to assign to the people who will be meeting to create your Activation Plan.
- **Online Polling Questions** - Create individual polling questions for each category, and use them as rapid-fire icebreaker questions before you begin your Activation Plan exercise.
- **In-Person or Virtual Sticky Notes** - If meeting in person, provide sticky note colors for each category, and allow meeting participants 5 minutes to write down as many ideas for each category as possible, and then have table teams combine their sticky notes into common themes. You can do the same thing by using Microsoft Whiteboard (or similar) and using its sticky note features to record and categorize group ideas.

A Note About Mapping
 When you're locating places on a map, you can print out wall or table maps for in-person events, or use an online mapping program (Google Earth) to have meeting participants add locations to the map as part of their "homework" before the meeting.

Next Step: Community Activation Plan!
 After working through your community assets, you're ready to think about how to take the insights you've gained about your community character and the places in your community, and use them to help activate your community spaces in ways that are meaningful, sensitive, and align with who you are as a special place.

Use the "Community Activation Plan" Worksheet concepts to outline your activation ideas and concepts!



Step 2: Plan

Understand Johnstown's story, character, assets & destinations

- ✓ Asset Inventory
- ✓ Competitor Communities
- ✓ Document Review
- ✓ Stakeholder Interviews
- ✓ Community Survey(s)

1

Visit the Project Website!

[johnstown.colorado.gov/
DowntownIdentity](http://johnstown.colorado.gov/DowntownIdentity)



2

Take the Survey!

[surveymonkey.com/r/
DowntownIdentity](https://surveymonkey.com/r/DowntownIdentity)



Step 2: Plan

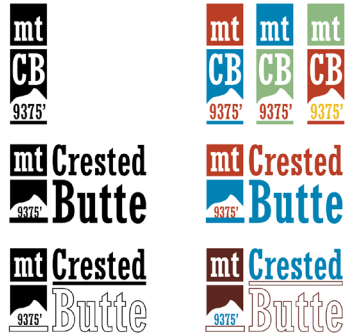


Understand Johnstown's story, character, assets & destinations

- ✓ Asset Inventory
- ✓ Competitor Communities
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- ✓ Stakeholder Interviews
- ✓ Community Survey



Logo Option 1



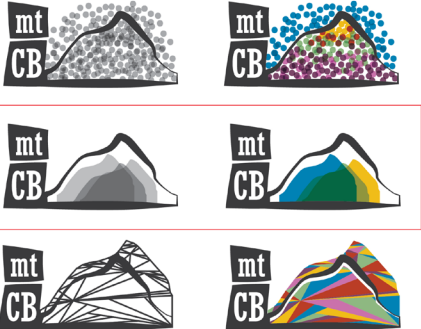
Logo Option 4



Logo Option 2

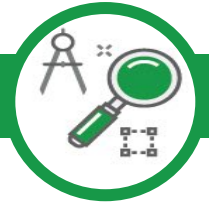


Logo Option 5



No text in the center - more like the bottom option, but maybe with Mt. CB

Step 3: Design



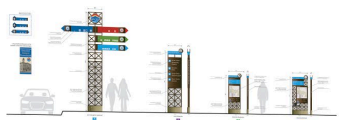
Create preliminary ideas & concept mock-ups

- ✓ Sketch/mockette
- concept evolution from community conversations/feedback
- ✓ Preliminary logo & tagline
- ✓ Preliminary wayfinding designs

BV SIGNAGE & WAYFINDING PLAN Design Option A

Option A Overview - "Historic Connections"

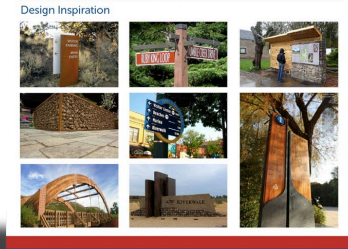
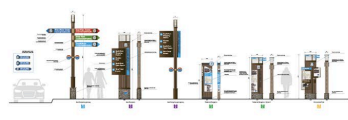
Option A reflects the Buena Vista railroad and connects to, and is inspired by, the historic architecture of Buena Vista. Inspired to evoke a historical setting, the design features a series of tall, slender, vertical signs that are reminiscent of the historic architecture of Buena Vista. The signs are designed to be a series of vertical elements that are reminiscent of the historic architecture of Buena Vista. The signs are designed to be a series of vertical elements that are reminiscent of the historic architecture of Buena Vista.



BV SIGNAGE & WAYFINDING PLAN Design Option B

Option B Overview - "Community Bonds"

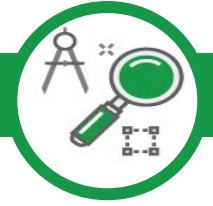
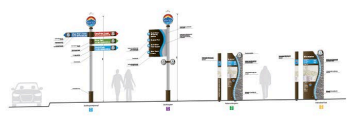
Option B reflects the community and atmosphere of downtown Buena Vista. The design features a series of tall, slender, vertical signs that are reminiscent of the historic architecture of Buena Vista. The signs are designed to be a series of vertical elements that are reminiscent of the historic architecture of Buena Vista.



BV SIGNAGE & WAYFINDING PLAN Design Option C

Option C Overview - "River & Recreation"

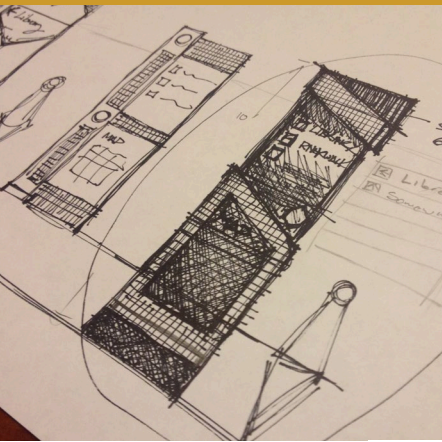
Option C reflects the river and recreation theme of Buena Vista. The design features a series of tall, slender, vertical signs that are reminiscent of the historic architecture of Buena Vista. The signs are designed to be a series of vertical elements that are reminiscent of the historic architecture of Buena Vista.



Step 3: Design

Create preliminary ideas & concept mock-ups

- ✓ Sketch/mockette concept evolution from community conversations/feedback
- ✓ Preliminary logo & tagline
- ✓ Preliminary wayfinding designs



Step 4: Iterate



Present ideas, revised concepts, process feedback & direction.....repeat

- ✓ Refine to final designs
- ✓ Consider costs & preliminary install/ implementation



mt crested butte



mt crested butte, co



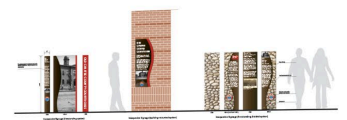
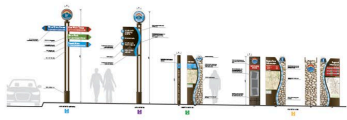
Final Design Overview - "River & Recreation"

The final design package includes Buena Vista information to residents from various neighborhood parks. The base of each column sets and water for the river is intended to be a natural part of the design. The design is intended to be a natural part of the design. The design is intended to be a natural part of the design.

Final Design Overview - Signage Templates

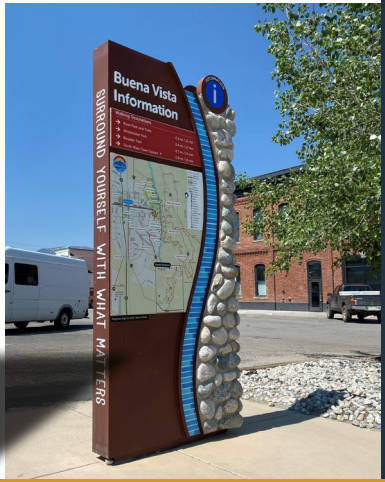
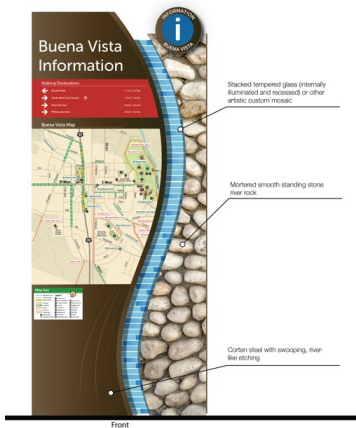
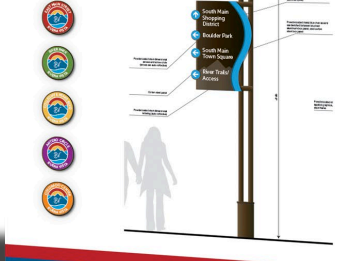
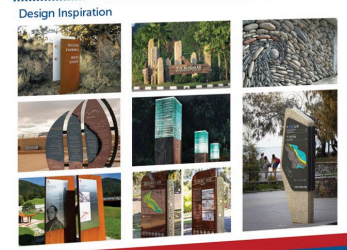
Signage Templates:
For Future Implementation

All of the signage elements are intended to be a natural part of the design. The design is intended to be a natural part of the design. The design is intended to be a natural part of the design.



Final Design Overview - Character Areas

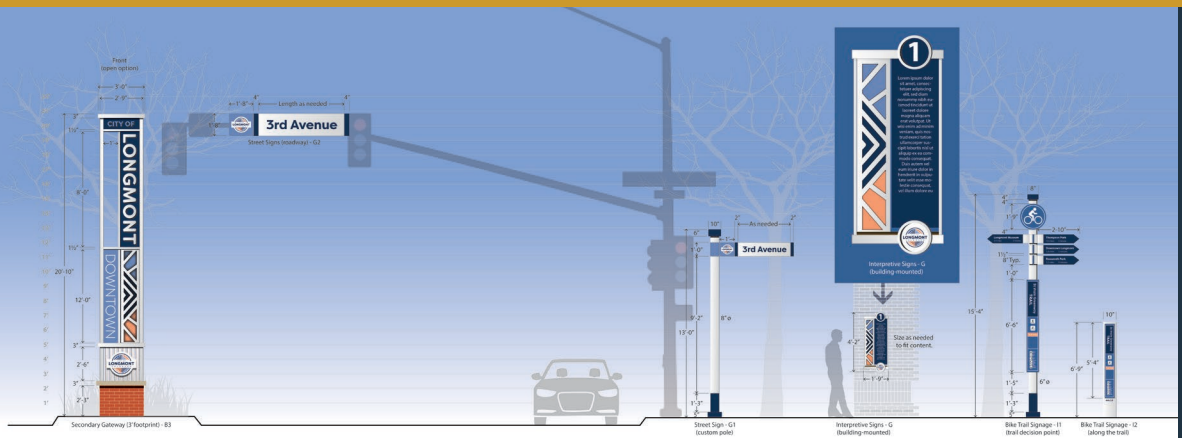
Buena Vista's Character Areas represent the unique districts within the community. Each signage and lighting element is designed to be a natural part of the design. The design is intended to be a natural part of the design. The design is intended to be a natural part of the design.



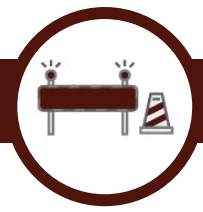
Step 5: Finalize

Finalize all design ideas and implementation plans, including cost estimates and project phasing/rollout

- ✓ Downtown brand integration into final signage package
- ✓ Installed elements dimensioned & engineered



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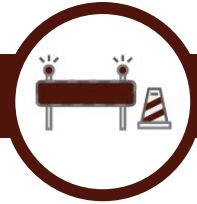
Sign Type	Descriptions	Quantity	Cost Each	Sign Cost Total	Install Each	Install Cost Total	Total Cost
Exterior Signage							
Trail Directionals - TD-11	Exterior Signage as Designed by MBI	11.00	9,575.00	\$ 105,325.00	\$ 3,200.00	\$ 35,200.00	\$ 140,525.00
Auto Directionals - AD-20	Bus/Stop Auto Directionals - 25'	20.00	24,500.00	\$ 490,000.00	\$ 6,000.00	\$ 120,000.00	\$ 610,000.00
Pedestrian Direct PD-7	Exterior Signage as Designed by MBI	7.00	16,500.00	\$ 115,500.00	\$ 3,600.00	\$ 25,200.00	\$ 140,700.00
Base Area Signs - IS-2	Info Station	2.00	30,000.00	\$ 60,000.00	\$ 9,000.00	\$ 18,000.00	\$ 78,000.00
Trail System Ent - TSE-3	Exterior Signage as Designed by MBI	3.00	14,500.00	\$ 43,500.00	\$ 3,600.00	\$ 10,800.00	\$ 54,300.00
Pedestrian Direct - PDM-6	With Map	6.00	21,500.00	\$ 147,000.00	\$ 6,500.00	\$ 39,000.00	\$ 168,000.00
Street Name Signs - SN-12	(2 Street Names per sign)	17.00	2,500.00	\$ 42,500.00	\$ 400.00	\$ 6,800.00	\$ 49,300.00
Destination Signs - DB-8	Building Mounted in Wood Façade	8.00	6,500.00	\$ 52,000.00	\$ 850.00	\$ 6,800.00	\$ 58,800.00
Destination Signs - D-12	Freestanding - (1/2 in Soft Areas 1/2 hardscape)	12.00	18,500.00	\$ 222,000.00	\$ 3,600.00	\$ 43,200.00	\$ 265,200.00
Bus Stop - BS-9	Soft Surface Areas	9.00	2,500.00	\$ 22,500.00	\$ 400.00	\$ 3,600.00	\$ 26,100.00
Transit Stop Side Panel	Added as a side panel to replace one (1) plexi panel on existing bus stop shelters	8.00	800.00	\$ 6,400.00	\$ 300.00	\$ 2,400.00	\$ 8,800.00
Subtotals				1,306,725.00		311,000.00	1,599,725.00

TOTALS - PHASE 1			
Total Sign Cost		\$	644,900.00
Permit / Permit Fees/ Engineering		\$	9,500.00
Mobilization		\$	9,000.00
Shop Drawings/PM/Install Coordination		\$	22,000.00
Mt. Crested Butte (Tax Exempt)		\$	-
PHASE 1 TOTAL		\$	685,400.00

Phase 1 Signage			
Auto Directionals - AD-20	Bus/Stop Auto Directionals - 25'	20.00	24,500.00
Bus Stop - BS-9	Soft Surface Areas	9.00	2,500.00
Transit Stop Side Panel	Added as a side panel to replace one (1) plexi panel on existing bus stop shelters	8.00	800.00
PHASE 1 SIGNAGE TOTAL			\$ 644,900.00

Signage Types	Total Phase 1 Signage	Mt. CB Quantities	DDA Quantities	DDA Install Costs
Auto Directionals (AD)	20	6	14 (70%)	\$427,000.00
Bus Stop (BS)	9	7	2 (22%)	\$5,800.00
Transit Stop Side Panel	8	5	3 (38%)	\$3,300.00
TOTAL				\$436,100.00

Step 5: Finalize



Finalize all design ideas and implementation plans, including cost estimates and project phasing/rollout

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Step 6: Launch



Celebrate the final designs with the Johnstown community, implement the new branding & wayfinding

- ✓ Recommended implementation based on Town & community priorities and goals

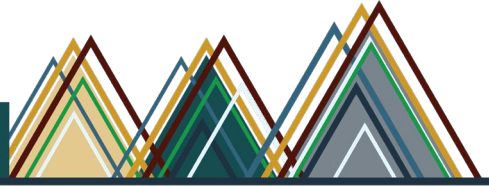


Final Deliverables

What will this project produce?

- ✓ Downtown Brand Identity Package
- ✓ Downtown Brand Marketing & Implementation Plan
- ✓ Wayfinding Designs
- ✓ Wayfinding Implementation Plan

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Johnstown



Branding & Wayfinding Plan

Questions & Feedback/ Direction

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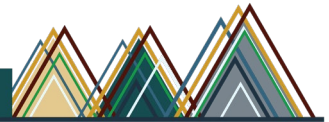


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