



# Downtown Johnstown Branding & Wayfinding Plan

Presentation to Town Council  
November 21, 2022



# 05

## Stakeholder Outreach Results & Key Themes

### STAKEHOLDER OUTREACH BY-THE-NUMBERS

Reaching out to the Johnstown community was done throughout the branding research and information-gathering process. The following overview includes all the types of outreach used and the feedback received by outreach method.

Door-to-Door Conversations with Johnstown Storefronts, Restaurants, Businesses & Entertainment Venues

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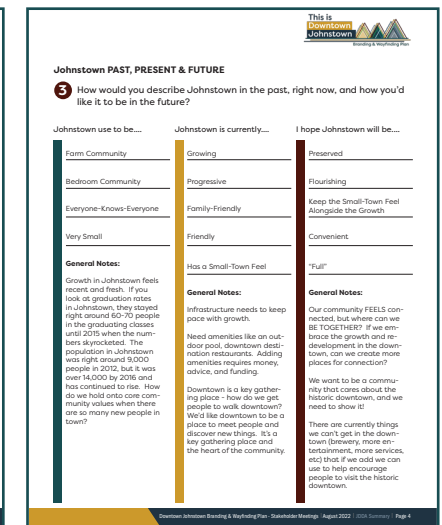
COMMUNITY SURVEY 258 Responses



STICKERS PRINTED & DISTRIBUTED

4000

10 Temporary Signs Installed



## Stakeholder Surveys & Workshops

75



WINDOW CLINGS 100



EMAILS TO HOA'S & METRO DISTRICTS 22



EVENTS 5

FOAM CORE BOARDS AT PUBLIC BUILDINGS 6

15 Posts

61 Comments

160 Likes

54 Shares

## KEY STAKEHOLDER THEMES & IDEAS

When stakeholders and members of the Johnstown community were asked to share their most important community values and visions for the future, several key themes emerged across all conversations, surveys, workshops, presentations, social media comments, and outreach events. The key themes below represent the heart and soul of Johnstown, and the role of the historic downtown in celebrating and preserving what makes the community special, unique, and memorable.

### Overarching Key Feedback Direction: Downtown OWNERSHIP, INVESTMENT and LEADERSHIP

Although each of the themes below vary in their perspectives and areas of emphasis, there is one thing that unites all these ideas. This key point came up during all community feedback, and it can be seen as the OVERARCHING THEME UNDER WHICH ALL OF THE FOLLOWING THEMES CAN BE GROUPED. That key point is:

#### **The Historic Downtown district is the heart of the Johnstown community, and it needs much greater focus and investment from the Town and decision-makers.**

Members of the Johnstown community felt the best way to ensure the downtown thrives is to have the Town take an **active ownership role in investing and shaping the historic downtown's growth and redevelopment**. As the central community gathering place, members of the community said they **didn't want the downtown's growth to be left to the whims of market forces**. Instead, they stated they wanted the Town to understand their collective vision for the downtown as a thriving, vibrant, walkable destination where people have engaging spaces and places to come together, and where the foundations of a connected, caring community can be made manifest. The same key words of **OWNERSHIP, INVESTMENT, and LEADERSHIP** were used by members of the community to describe how they wanted the Town and the Johnstown Downtown Development Authority to focus their energies and resources in ensuring the historic downtown is a place of pride within the community. All stakeholders agreed that the current downtown does not reflect its cultural and symbolic importance to the community, and said the Town needs to help the downtown redevelop and thrive. There were many ideas for what types of improvements and reinvestment would help improve downtown Johnstown, but **all stakeholders were united in their belief that the Town needs to elevate the historic downtown, and be the guiding hand in allocating resources and investments that prioritize improvements within the historic downtown district.**

## 1 KEY THEME

Johnstown is...  
a **CARING AND AUTHENTIC** place

**Johnstown is a caring and authentic place where people know each other and value opportunities to come together to help each other.** Its historic agricultural roots means it is connected to the cycles of the land and nature, and humble in the face of life's unknowns and challenges, and resilient together when times are tough. Johnstown's motto of 'A Community that Cares' runs deep, and authentically represents a core behavioral expectation for Johnstown residents. When talking through what caring means, examples of putting others before yourself and leading with the heart were given. It is a quiet, beautiful place with peaceful views to western mountains across open agricultural fields, and magnificent sunsets that feel like a blessing at the end of a long day.

***Johnstown needs to have places that support its motto as 'The Community That Cares.' Bring people together so the old-timers and the new-comers can mix and get to know each other and use our downtown."***

## 2 KEY THEME

Johnstown is...  
**GENUINE & HUMBLE**

Although proud of its history and culture, Johnstown isn't a place that shouts loudly about its accomplishments, or denies its struggles with an overly polished surface. When people interact with each other in Johnstown, they tend to lead with genuine attention and care for others, and have a tendency to downplay their gifts - until they see how these could be used to help someone, which causes them to offer what they can. Johnstown is not a flashy place, since the perception is that too much polish or voices that too loudly trumpet their accomplishments aren't able to hear the needs of others.

**Listening is valued more than speaking.**

***"Johnstown is a place where you can go no matter the time of day and you'll see a friendly face that you know and can have a conversation with. Keep the small farm-town feel."***



### 3 KEY THEME

Johnstown is...  
**ROOTED IN AGRICULTURAL PATTERNS**

The history of Johnstown is grounded in agriculture. The rhythms and cycles of agriculture are closely tied to the seasons and weather, and require an attentive eye to the needs of the land, plants, and animals. Those involved with agriculture need to look carefully and deeply at the land and make responsive adjustments to support its growth and health. It is an active act of care and attention. Agricultural communities are also united in the environmental conditions that impact their collective success - a bad year for one farming family is often also a bad year for everyone else in the community, too. **There is unity in this lifestyle, and also a shared support structure to deal with difficulties.** Finally, agricultural communities have natural times of the year to celebrate the fruits of their cultivation, which often result in shared festivals of harvest and abundance.

***“The history of Johnstown is agricultural, and the core values of the historic agricultural community were resiliency through collective support. Agricultural families worked hard, but were also reliant on the support, care, and giving nature of other agricultural families. Johnstown’s history is one of individual hard work supported through the kindness, care, and generosity of other members of the community.”***

### 4 KEY THEME

Johnstown is...  
**worried about GROWTH & ITS IMPACTS**

Johnstown is in the middle of rapid and unprecedented growth and change. There is a feeling that growth is happening very fast - perhaps so fast that it's hard to 'keep up' with the growth. Discussions of needing to have adequate infrastructure in place for growth reflect the desire to make sure residents are supported as the community expands. There was also a keen understanding of the emotional impacts of a rapid and accelerating pace on a community that has historically reflected slow, thoughtful and connected growth. Emotions like anxiety, uncertainty, loss, and concern were used to describe the feeling of not knowing how to grow in line with the historic community character and values.

***“Downtown Johnstown needs something like “The Exchange” in Ft Collins where friends & neighbors can spend time together eating/drinking & kids can play in open spaces. Areas and businesses that encourage community coming together & spending time with each other. I think that could help keep a “small town feel” in a growing community.”***

### 5 KEY THEME

Johnstown is...  
**LACKING PLACES FOR THE COMMUNITY TO COME TOGETHER**

Johnstown is a place where people have historically felt connected and supported. Connection is still a strong character-defining trait of Johnstown, and identifying places and events that help encourage community connections is very important. There is a hope that Johnstown will encourage more physical spaces for connection and coming together - especially in the historic downtown. There is a pressing need for places where people can work and grow small businesses within the community, **and the historic downtown is where residents want to see improvements that support community interaction and coming together.** Ideas for co-working spaces, maker/creator spaces, trails that link neighborhoods, and breweries and entertainment venues in the downtown were all highlighted as potential places for people to gather and meet other community members.

***“Johnstown needs a bike path and walk way connecting West Johnstown to downtown! Families have no access to get from West Johnstown to the downtown area by foot. There is not connecting paths. We want to be able to ride our bikes from Rocksbury Ridge all the way to Downtown Johnstown in a safe manner.”***

### 6 KEY THEME

Johnstown is...  
**historically MULTI-GENERATIONAL & ROOTED**

People who grow up in Johnstown tend to come back - even if they leave initially. They are drawn back to the values of the community and ties to both immediate family and the larger Johnstown family. There are many families in town that have multi-generational history and ties to the community. However, for the many new people who are moving into Johnstown, the question of how Johnstown can invite/include them into a shared sense of belonging and inclusion is critical. What activities, messages and places could make a meaningful statement about Johnstown welcoming new people and showing them a pathway into the caring heart of the town? Can events or places be designed that tell the story of Johnstown’s helping, caring, and resilient nature? And how can new people connect or be welcomed into to these spaces/events?

***“Johnstown needs more emphasis on real inclusion. Many people might feel that there are “locals” that have lived here for generations and there are “new” people that don’t feel that same welcoming feeling. Fix that maybe?”***

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PRESENTATION PREPARED BY:

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**I N T E R N A T I O N A L**