



# Town of Johnstown

## TOWN COUNCIL WORK SESSION COMMUNICATIONS

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<b>AGENDA DATE:</b>	January 23, 2023
<b>SUBJECT:</b>	Downtown Johnstown Branding & Wayfinding Project
<b>ACTION PROPOSED:</b>	Provide feedback regarding design brand options
<b>ATTACHMENTS:</b>	1. Downtown Johnstown Branding & Wayfinding: Design Options Presentation
<b>PRESENTED BY:</b>	Sarah Crosthwaite, Economic Development Manager Kristin Cypher, Project Manager with Michael Baker International

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### AGENDA ITEM DESCRIPTION:

Enclosed is the Downtown Johnstown Branding & Wayfinding design brand options put together by Kristin Cypher from Michael Baker International. For reference, staff launched Phase 1 of the project in June 2022 which focused on community outreach, research, and data gathering. Those results were presented by Kristin Cypher on November 21 during the Town Council meeting. Key themes that emerged were:

1. Johnstown is a caring and authentic place
2. Johnstown is genuine & humble (**Listening is valued more than speaking**)
3. Johnstown is rooted in agriculture patterns
4. Johnstown is worried about growth & its impacts
5. Johnstown is lacking places for the community to come together
6. Johnstown is historically multi-generational & rooted

Keeping these themes in mind we began Phase 2 of the project which is brand design. During Phase 2, Kristin and staff met with our internal town staff stakeholder group and JDDA stakeholder group to utilize as check points and gather feedback/direction. Please note the brand identity will be specific to the Downtown Corridor and is meant to capture not only the feelings and character of the downtown but also distinctly market the corridor as a place where residents and visitors can gather, and businesses thrive.

Kristin has drafted 3 preliminary brand design concepts for you all to review and provide honest feedback on. Our goal is not to have a final design chosen tonight but rather ensure we're on the right path in

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capturing the above-mentioned themes, feelings, and perceptions of the downtown. Kristin will go over these design concepts and how they articulate the character traits of the downtown corridor.

Following tonight's work session town staff and Kristin will spend the week of January 29 – February 4 presenting these design options or variations of it to the community. We plan to host a town booth at community gathering spaces such as the YMCA, Library, and Senior Center. We are also working with our local businesses to have a town booth at their location with the sole purpose of meeting residents and visitors where they're most comfortable to ensure continued awareness of the project and engagement. The Town will also, via social media, launch the brand options to allow residents, visitors, and businesses the opportunity to vote on designs.

This work session is meant to be interactive, and we ask for your input and feedback throughout.

*Reviewed and Approved for Presentation,*



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Town Manager

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