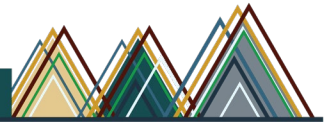




Downtown Johnstown Branding & Wayfinding Town Council Work Session

Kristin Cypher
Michael Baker International

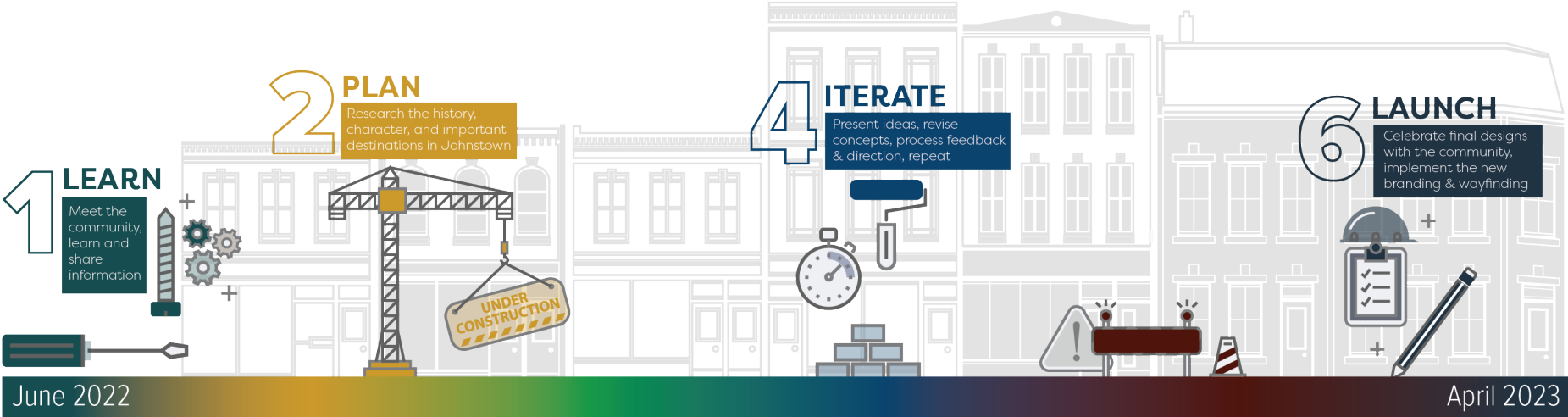
This is
Downtown
Johnstown



Branding & Wayfinding Plan

This is Downtown Johnstown.

Creating a New Downtown Branding & Wayfinding Plan



The Downtown Johnstown Brand:

- Is unique and authentic to Johnstown
- Creates consistent and cohesive messaging and 'look'
- Is respectful of Johnstown's history, while also supporting its growth
- Visually aligns with the character of the Johnstown community
- Supports growth without compromising what we love about Johnstown

Branding Project Goals

Themes from the Community Outreach

1 Johnstown is... a **CARING & AUTHENTIC PLACE**

2 Johnstown is... a **GENUINE & HUMBLE**

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

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

5 Johnstown is... in need of **GATHERING PLACES**

6 Johnstown is... historically rooted & **MULTI-GENERATIONAL**

Downtown Johnstown Branding & Wayfinding Plan
Phase 1 Community Feedback Summary Themes

Thank you for your direction and input during the first phase of the Downtown Branding & Wayfinding Plan!

Based on the input we received from you, we've created **6 key themes** that summarize Johnstown's character and sense of place. Over the next few weeks, we will use these themes to guide the creation of the Downtown Johnstown Branding & Wayfinding design options.

1 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. To ensure agricultural success, it is connected to the values of the land and nature, and humble in the face of life's unknowns and challenges, and resilient together when things don't go as planned. Johnstown residents of all generations that care deeply about and address the challenges of when things don't go as planned. Johnstown residents are resilient and address the challenges of when things don't go as planned. Johnstown residents are resilient and address the challenges of when things don't go as planned.

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

Although proud of its history and culture, Johnstown isn't a place that shouts loudly about its accomplishments, or boasts its struggles with an overly polished surface. Johnstown residents are genuine and humble. They are proud of their accomplishments and struggles, and have a sense of pride in their history and culture. Johnstown residents are genuine and humble. They are proud of their accomplishments and struggles, and have a sense of pride in their history and culture. Johnstown residents are genuine and humble. They are proud of their accomplishments and struggles, and have a sense of pride in their history and culture.

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

The history of Johnstown is grounded in agriculture. The rhythms and cycles of agriculture are clearly tied to the seasons and weather, and require an attention to the needs of the land, plants, and animals. These rhythms and cycles of agriculture need to be carefully and thoughtfully managed, and require an attention to the needs of the land, plants, and animals. These rhythms and cycles of agriculture need to be carefully and thoughtfully managed, and require an attention to the needs of the land, plants, and animals.

4 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 has happened very fast, and that it has not had time to breathe or settle in. There is a feeling that growth has happened very fast, and that it has not had time to breathe or settle in. There is a feeling that growth has happened very fast, and that it has not had time to breathe or settle in.

5 Johnstown is... lacking places for the **COMMUNITY TO COME TOGETHER**

Johnstown is a place where people have historically gathered for commercial and religious purposes. There is a strong sense of community and connection, and a strong sense of connection to the land and nature. There is a strong sense of community and connection, and a strong sense of connection to the land and nature. There is a strong sense of community and connection, and a strong sense of connection to the land and nature.

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

People who grew up in Johnstown tend to come back - even if they leave behind family and the larger Johnstown family. They are drawn back to the values of the community and feel a strong sense of connection to the land and nature. They are drawn back to the values of the community and feel a strong sense of connection to the land and nature. They are drawn back to the values of the community and feel a strong sense of connection to the land and nature.

Branding Iconography



Icons from the Community Outreach

Johnstown Community Icons | Downtown At Night



This is
**Downtown
Johnstown**
Branding & Wayfinding Plan

“We need more variety in restaurants & shops that have outdoor spaces and spaces that encourage neighbors meeting neighbors.”

--Johnstown Stakeholder

Downtown Johnstown Branding & Wayfinding Plan

Phase 1 Community Feedback Summary Themes

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- #### 1 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. To ensure agricultural success means it is connected to the values of the land and nature, and humbly in the face of the unknown and challenges, and resilient together when times are tough. Johnstown residents of all generations that care deeply about and actively participate in what makes Johnstown special. When talking through what caring means, we get a lot of stories about people who are helpful and willing to help one another. It is a caring, helpful place with people of all ages who are helpful and willing to help one another. It is a caring, helpful place with people of all ages who are helpful and willing to help one another.
- #### 2 Johnstown is... GENUINE & HUMBLE

Although proud of its history and culture, Johnstown isn't a place that shouts loudly about its accomplishments, or boasts its struggles with an overly polished surface. Johnstown is a genuine and humble place. It is a place where people are genuine and humble. It is a place where people are genuine and humble. It is a place where people are genuine and humble.
- #### 3 Johnstown is... ROOTED IN AGRICULTURAL PATTERNS

The history of Johnstown is grounded in agriculture. The rhythms and cycles of agriculture are clearly tied to the land and weather, and require an attention to the needs of the land, plants, and animals. These rhythms and agriculture need to be carefully and thoughtfully managed and make responsive adjustments to support its growth and health. It is a sense of care and attention, thoughtful communities are connected to the environmental conditions that impact the collective success - a bad year for one farming family is often also a bad year for everyone else in the community. There is unity in this lifestyle, and also a shared support structure to deal with difficulties. Many agricultural communities have a sense of the great responsibility for their future, which will often result in shared values of respect and abundance.
- #### 4 Johnstown is... worried about GROWTH & ITS IMPACTS

Johnstown is in a period of rapid and unprecedented growth and change. There is a feeling that growth is happening very fast, and hopes are high that it will be a good thing. However, there are concerns about the impact of growth. There is a sense of worry about the future. There is a sense of worry about the future. There is a sense of worry about the future.
- #### 5 Johnstown is... lacking places for the COMMUNITY TO COME TOGETHER

Johnstown is a place where people have historically felt connected and supported. Connections are still a strong theme for Johnstown, and identifying places and events that help encourage community connections together is important to the future. Community. There is a growing need for places where people can work and grow small businesses with the community, and to historic downtown is where residents want to see improvements that support community interaction and coming together. There is a growing need for places where people can work and grow small businesses with the community, and to historic downtown is where residents want to see improvements that support community interaction and coming together.
- #### 6 Johnstown is... historically MULTI-GENERATIONAL & ROOTED

People who grew up in Johnstown tend to come back - even if they leave initially. Family and the larger Johnstown family. There are many families who have been in Johnstown for generations. There are many families who have been in Johnstown for generations. There are many families who have been in Johnstown for generations.

Icons from the Community Outreach

Johnstown Community Icons | The Eureka Building

This is **Downtown Johnstown** Branding & Wayfinding Plan

“Johnstown has potential for being a town full of nostalgia but keeping up with modern times. It should be a safe and attractive where people would be envious of the residents of our town to have such a gem right in our backyard.”

--Johnstown Stakeholder

Downtown Johnstown Branding & Wayfinding Plan

Phase 1 Community Feedback Summary Themes

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- #### 1 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. To ensure agricultural success, it is connected to the core of the local food system, and humble in the face of its unknowns and challenges, and resilient together when times are tough. Johnstown residents of all generations that care deeply about and actively support a care and support for Johnstown residents. When talking through what caring means, we get a lot of different perspectives on what caring means and how to live with that care. It is a caring, resilient place with people of all ages and backgrounds that care for each other and work together to make a difference in the community.
- #### 2 Johnstown is... GENUINE & HUMBLE

Although proud of its history and culture, Johnstown isn't a place that shouts loudly about its accomplishments, or dotes its struggles with an overly polished surface. Johnstown is a genuine and humble place where people know each other and value opportunities to come together to help each other. Johnstown is a caring and authentic place where people know each other and value opportunities to come together to help each other. Johnstown is a caring and authentic place where people know each other and value opportunities to come together to help each other.
- #### 3 Johnstown is... ROOTED IN AGRICULTURAL PATTERNS

The history of Johnstown is grounded in agriculture. The rhythms and cycles of agriculture are clearly tied to the land and weather, and require an attention to the needs of the soil, plants, and animals. These rhythms and agricultural need to look carefully and closely at the land and make responsive adjustments to support its growth and health. It is a sense of care and attention, and a commitment to the land and the community. There is unity in this lifestyle, and also a shared support structure to deal with difficulties, from agricultural challenges to the needs of the community. Johnstown is a caring and authentic place where people know each other and value opportunities to come together to help each other.
- #### 4 Johnstown is... worried about GROWTH & ITS IMPACTS

Johnstown is a place where people have historically been commercial and supportive. Connections are still a strong theme in the community, and identifying places and events that help encourage community connections together, especially in the future. Growth is a concern, and there is a growing need for places where people can work and grow small businesses with the community, and there is a growing need for places where people can work and grow small businesses with the community, and there is a growing need for places where people can work and grow small businesses with the community.
- #### 5 Johnstown is... lacking places for the COMMUNITY TO COME TOGETHER

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- #### 6 Johnstown is... historically MULTI-GENERATIONAL & ROOTED

People who grew 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 here that have multi-generational ties to the community, and they are drawn back to the values of the community and ties to both immediate family and the larger Johnstown family.

Icons from the Community Outreach

Johnstown Community Icons | Historic Touchpoints



This is
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Johnstown**
Branding & Wayfinding Plan

“You go downtown to ‘Grab a bite’ right now, but it would be awesome if you could ‘go downtown for the afternoon.’ Maybe get dinner, take in a movie or a show or do an activity.”

--Johnstown Stakeholder

Downtown Johnstown Branding & Wayfinding Plan

Phase 1 Community Feedback Summary Themes

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- 1 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. It is connected to the values of the local and state, and has a history of being a caring and authentic place. It is a caring and authentic place where people know each other and value opportunities to come together to help each other. It is connected to the values of the local and state, and has a history of being a caring and authentic place.
- 2 Johnstown is... GENUINE & HUMBLE**

Johnstown is a genuine and humble place that values its history and culture. It is a place that values its history and culture. It is a place that values its history and culture. It is a place that values its history and culture.
- 3 Johnstown is... ROOTED IN AGRICULTURAL PATTERNS**

The history of Johnstown is rooted in agriculture. The rhythms and cycles of agriculture are clearly tied to the identity and character of the town. It is a place that values its history and culture. It is a place that values its history and culture. It is a place that values its history and culture.
- 4 Johnstown is... worried about GROWTH & ITS IMPACTS**

Johnstown is a town that is worried about growth and its impacts. It is a town that is worried about growth and its impacts. It is a town that is worried about growth and its impacts. It is a town that is worried about growth and its impacts.
- 5 Johnstown is... lacking places for the COMMUNITY TO COME TOGETHER**

Johnstown is a place where people have historically felt connected and supported. Connections are still a strong character defining trait of Johnstown, and identifying places and events that help encourage community connections together is important. It is a place where people have historically felt connected and supported.
- 6 Johnstown is... historically MULTI-GENERATIONAL & ROOTED**

People who grew up in Johnstown tend to come back - even if they leave immediately. They are drawn back to the values of the community and ties to both immediate family and the larger Johnstown family. It is a place where people have historically felt connected and supported.

Icons from the Community Outreach

Johnstown Community Icons | The Parish House



“Downtown Johnstown looks very old and tired, and very limited to only really one street with two blocks. The entire downtown needs to expand to allow additional businesses and shops to have a chance to succeed in the Downtown area.”

--Johnstown Stakeholder

This is
**Downtown
Johnstown**



Branding & Wayfinding Plan

Downtown Johnstown Branding & Wayfinding Plan

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2 Johnstown is... GENUINE & HUMBLE

Although proud of its history and culture, Johnstown isn't a place that shouts loudly about its accomplishments, or desires its struggles with an overly polished surface. Johnstown residents are genuine, they connect with genuine, education and care for their neighbors, and have a willingness to share their gifts, and if they can, how those gifts can be used to help someone, which means they are the industry here. Johnstown is a family place, where the connections that have been built are not easily trumped their accomplishments and pride to how the needs of others.

Johnstown is a place where people know each other and value opportunities to come together to help each other. To ensure agricultural success, it is connected to the roots of the land and nature, and humble in the face of life's unknowns and challenges, and resilient together when times are tough.

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

Johnstown is in a transition of slow and uncontrolled growth and change. There is a feeling that growth is happening very fast, and that it is hard to keep up with the growth. Discussion of wanting to have stronger infrastructure, and a desire to have more control over the growth. Discussion of wanting to have stronger infrastructure, and a desire to have more control over the growth. Discussion of wanting to have stronger infrastructure, and a desire to have more control over the growth.

Johnstown is a place where people know each other and value opportunities to come together to help each other. To ensure agricultural success, it is connected to the roots of the land and nature, and humble in the face of life's unknowns and challenges, and resilient together when times are tough.

5 Johnstown is... lacking places for the COMMUNITY TO COME TOGETHER

Johnstown is a place where people have historically felt commercial and supporting. Connections are still a strong character defining part of Johnstown, and identifying places and events that help encourage community connections. There is a strong desire to have more places for people to come together and connect. There is a strong desire to have more places for people to come together and connect. There is a strong desire to have more places for people to come together and connect.

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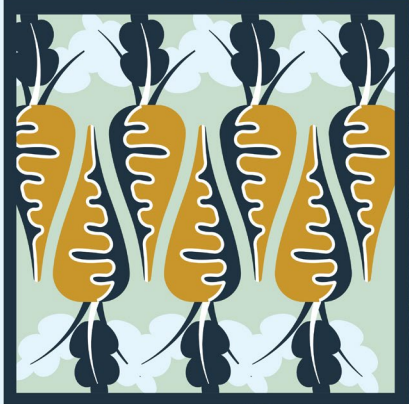
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Johnstown is a place where people know each other and value opportunities to come together to help each other. To ensure agricultural success, it is connected to the roots of the land and nature, and humble in the face of life's unknowns and challenges, and resilient together when times are tough.

Icons from the Community Outreach

Johnstown Community Icons | Sugar Beets






“Johnstown could capitalize on its connection to sugar beet industry which saved Colorado economy or some other historical base. Make it a historic tourism destination.”

--Johnstown Stakeholder

This is

Downtown

Johnstown



Branding & Wayfinding Plan

Downtown Johnstown Branding & Wayfinding Plan

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2 Johnstown is... GENUINE & HUMBLE

Johnstown is a place where people are genuine and humble. Johnstown is a place where people are genuine and humble. Johnstown is a place where people are genuine and humble.

3 Johnstown is... ROOTED IN AGRICULTURAL PATTERNS

Johnstown is a place where people are rooted in agricultural patterns. Johnstown is a place where people are rooted in agricultural patterns. Johnstown is a place where people are rooted in agricultural patterns.

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

Johnstown is a place where people are worried about growth and its impacts. Johnstown is a place where people are worried about growth and its impacts. Johnstown is a place where people are worried about growth and its impacts.

5 Johnstown is... lacking places for the COMMUNITY to COME TOGETHER

Johnstown is a place where people are lacking places for the community to come together. Johnstown is a place where people are lacking places for the community to come together. Johnstown is a place where people are lacking places for the community to come together.

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

Johnstown is a place where people are historically multi-generational and rooted. Johnstown is a place where people are historically multi-generational and rooted. Johnstown is a place where people are historically multi-generational and rooted.



Johnstown Icons



Icon Set



Johnstown Downtown Icons

Icon Set

Preliminary Branding & Wayfinding Design Options



Option A



Option A



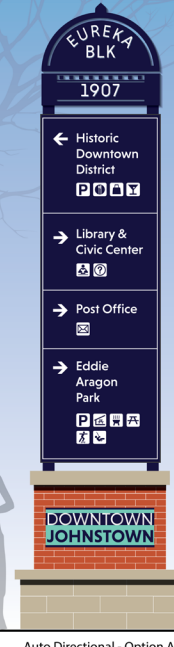
Option A



Option A



Gateway Monument - Option A



Auto Directional - Option A

32'
31'
30'
29'
28'
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24'
23'
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Option B

Option B



Option B



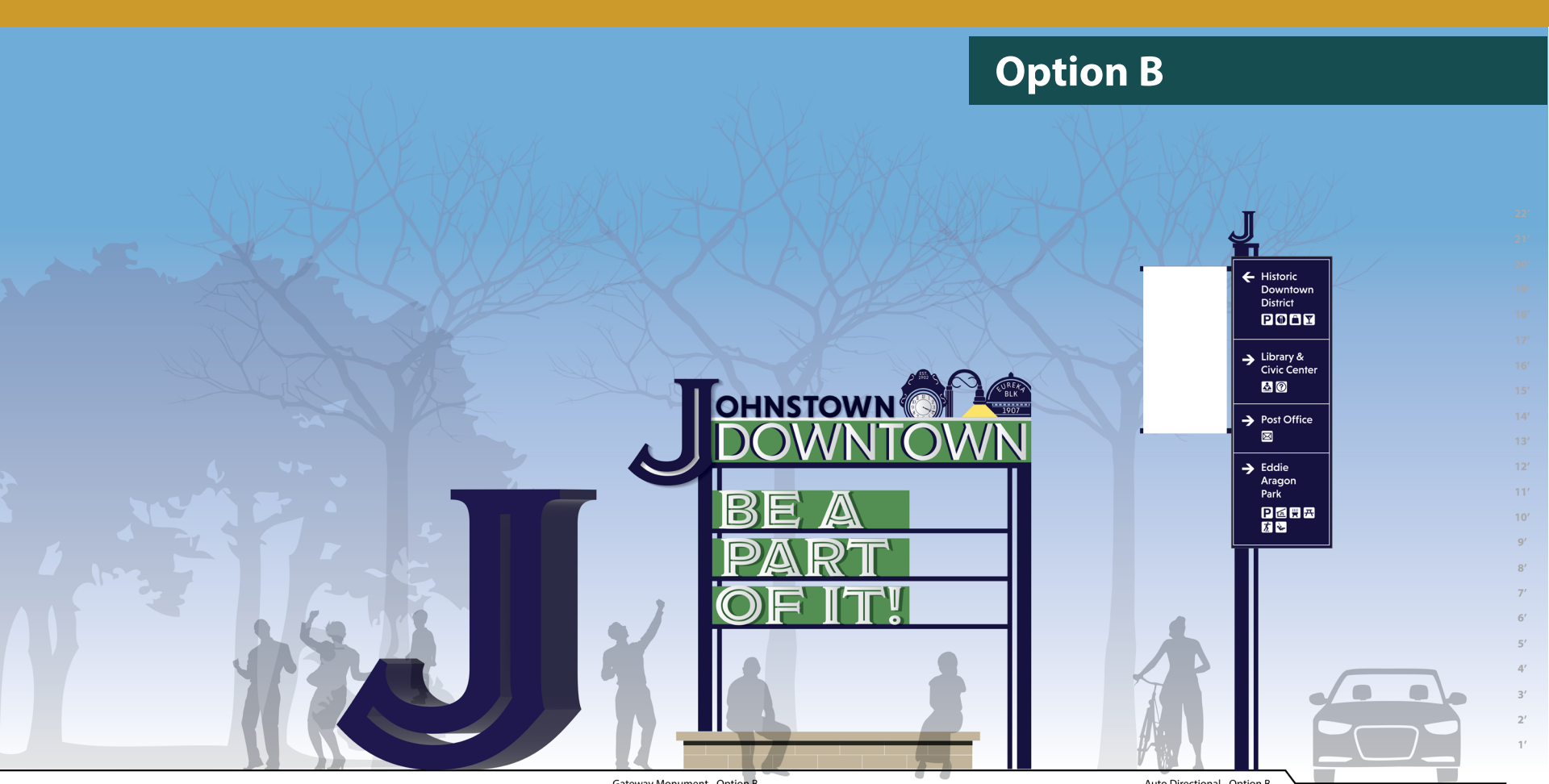
Option B



Option B



Option B



Gateway Monument - Option B

Auto Directional - Option B



Option C



Option C



Option C



Option C



Option C

Option C



Gateway Pillar Alternatives - Option C

Gateway Monument - Option C

Auto Directional - Option C

Your Thoughts & Feedback?





Option A



Option B

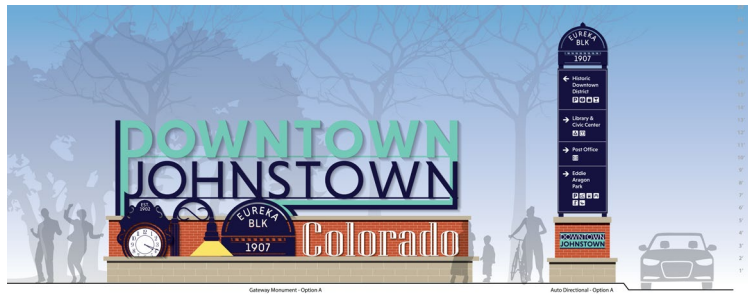


Option C

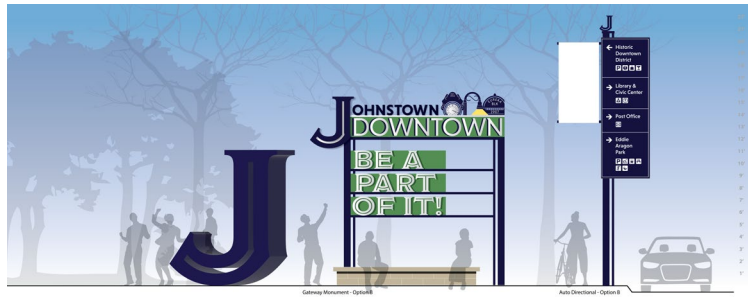
Thoughts & Feedback

Branding

- What things do **like** about each design option?
- Is there anything about the options that you'd like to **change/update/edit**?
- Favorite option straw pole (go with your gut and try not to overthink it) – **what is your favorite?**



Option A



Option B



Option C

Thoughts & Feedback

Wayfinding

- What things do **like** about each design option?
- Is there anything about the options that you'd like to **change/update/edit**?
- Favorite option straw pole (go with your gut and try not to overthink it) – **what is your favorite?**

Next Steps



1. **Adjust Design Options** - Incorporate comments and direction from our discussion today
2. **'Brand Week'** – Present the final preliminary design options to the community during the last week of January/ first week of February. We will host a feedback booth at several Johnstown locations during that week where members of the community can vote and comment on the designs.
3. **Social Media & Online Voting** – We will launch an online voting survey during Brand Week, and will have the survey open for 2-3 weeks to gather input and voting on the designs
4. **Final Designs** – We will create the final design options and include them in a Council informational packet
5. **Brand Launch** – We will host a brand launch event in the downtown, ideally in conjunction with an existing JDDA event. Ideally in Spring 2023.

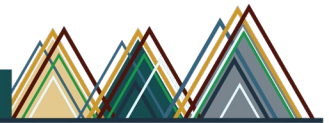
Next Steps



Downtown Johnstown Branding & Wayfinding Town Council Work Session

Kristin Cypher
Michael Baker International

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Branding & Wayfinding Plan