



Town of Johnstown

TOWN COUNCIL WORK SESSION COMMUNICATIONS

AGENDA DATE:	February 28, 2022
SUBJECT:	Downtown Johnstown Branding & Wayfinding Project
ACTION PROPOSED:	Provide feedback regarding the proposed downtown project
ATTACHMENTS:	1. Draft Request for Proposals (RFP): Downtown Johnstown Branding & Wayfinding Project 2. Downtown Johnstown Branding & Wayfinding Presentation
PRESENTED BY:	Sarah Crosthwaite, Economic Development Manager

AGENDA ITEM DESCRIPTION:

Enclosed is a draft RRP for the Downtown Johnstown Branding & Wayfinding Project which seeks proposals for the following professional services:

- Development of a brand identity for the downtown corridor
- Town wayfinding signage master plan
- Design and implementation plan of wayfinding signage in the downtown corridor
- Bid and fabricator support for the downtown wayfinding

The purpose of the project is to first create a brand that is specific to the downtown corridor through a strategic phased approach that includes the following:

- Brand research and engagement
- Brand strategy formulation
- Brand marketing execution

The end result will include an executed place branding of the downtown corridor that strategically cultivates the image and assets of the corridor and provides a competitive identity within the region. The brand should set guidelines for the Town, in how it communicates and markets the corridor and delivery of experiences based on targeted audiences. It is expected that other organizations like the JDDA utilize the executed place branding as part of their communication and marketing strategy.

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The second part of the project is to create a Town wayfinding signage and implementation plan. The Town wayfinding signage master plan will include the identification of signage locations and prioritized phase of installation. The wayfinding master plan should be flexible to accommodate future change and development throughout the Town.

The downtown wayfinding signage and implementation plan will include not only identification of signage location and phase of installation (if needed) but include the design of signage that reflects the executed place branding of the corridor. The signage will include a variety of signage mediums and interactive elements that encourage both vehicle and pedestrian traffic. The signage types will include the following:

- Entry monuments
- Vehicular directional
- Pedestrian wayfinding
- Public parking
- Street banners
- Crosswalk/pedestrian markings
- Public assets (i.e.- parks, library, museum, etc.)

The implementation plan for the downtown wayfinding signage will include a phase plan (if needed) along with bid ready documents. Town staff will utilize the bid ready documents to budget in subsequent years the procurement of the signage. Town staff budgeted a total of \$120,000 within the Capital Improvement fund for this project and an expected completion timeline of 8-12 months from contract award date.

Town staff has engaged with the JDDA and general downtown business owners since last year to discuss the potential project. Town staff notified the JDDA in February that the capital improvement project was approved in the 2022 Town Budget by Town Council. The JDDA's initial feedback has been positive and receptive to work together throughout the project to ensure a collaborative process that identifies all stakeholders and inclusive outcomes.

Town staff would like to receive feedback regarding the proposed Downtown Johnstown Branding & Wayfinding Project and the RFP draft. Based on projected timelines and scope of work, staff would like to finalize and publish the RFP by end of March and provide a 30-day publication of the RFP to ensure competitive submittals from qualified firms.

Reviewed and Approved for Presentation,



Town Manager

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