



# DOWNTOWN JOHNSTOWN

COUNCIL WORK SESSION  
02/28/22





## DOWNTOWN BRANDING

Create a downtown brand that provides a competitive identity within the region



## TOWN WAYFINDING PLAN

Create a Master Town Wayfinding & Phased Implementation Plan



## DOWNTOWN WAYFINDING PLAN

Create a Downtown Wayfinding & Implementation Plan that reflects the established brand



# PROJECT OVERVIEW



# Downtown Brand

## BRAND RESEARCH & ENGAGEMENT

Develop a brand research & engagement strategy that identifies the corridors history, progression, assets, stakeholder/partners, and best practices of engagement

## BRAND STRATEGY

The brand development should create a competitive identity that sets guidelines on how stakeholders communicate and market the corridor

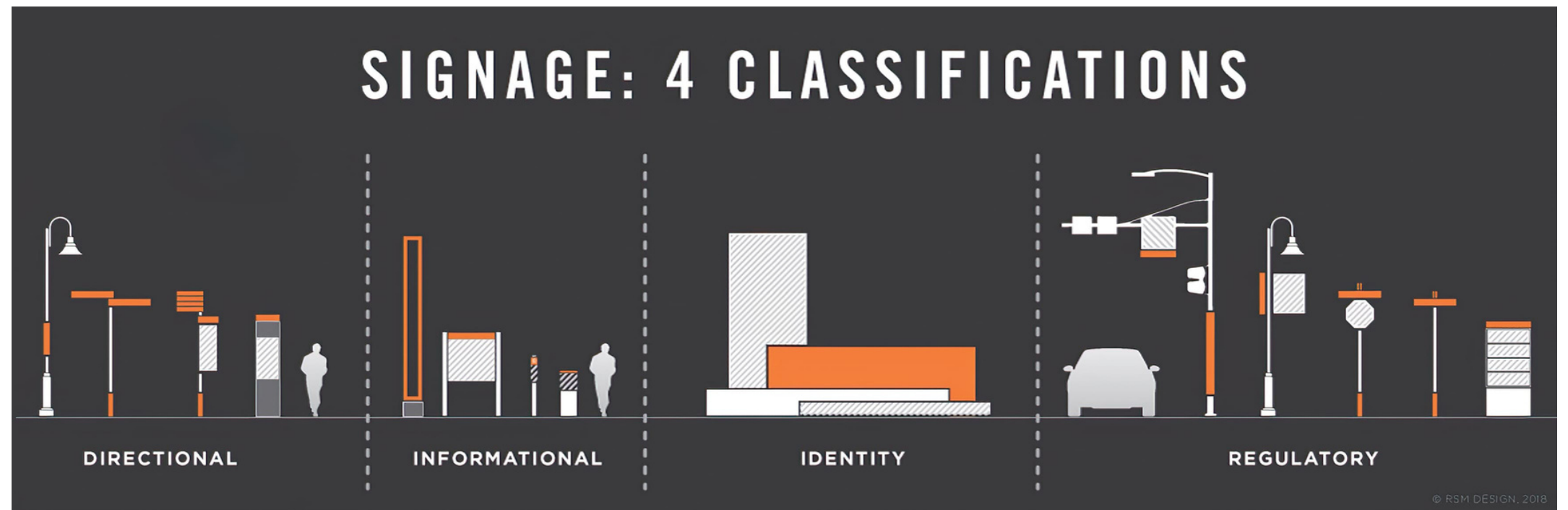
## BRAND EXECUTION

Develop a brand implementation plan including a launch event/activity. The brand deliverable will include a 'brand toolkit'

# TOWN WAYFINDING PLAN

## IDENTIFICATION OF SIGNAGE

Develop a Master Wayfinding Plan for the Town that includes identification of signage location and classification of signage types:



## PHASED INSTALLATION PLAN

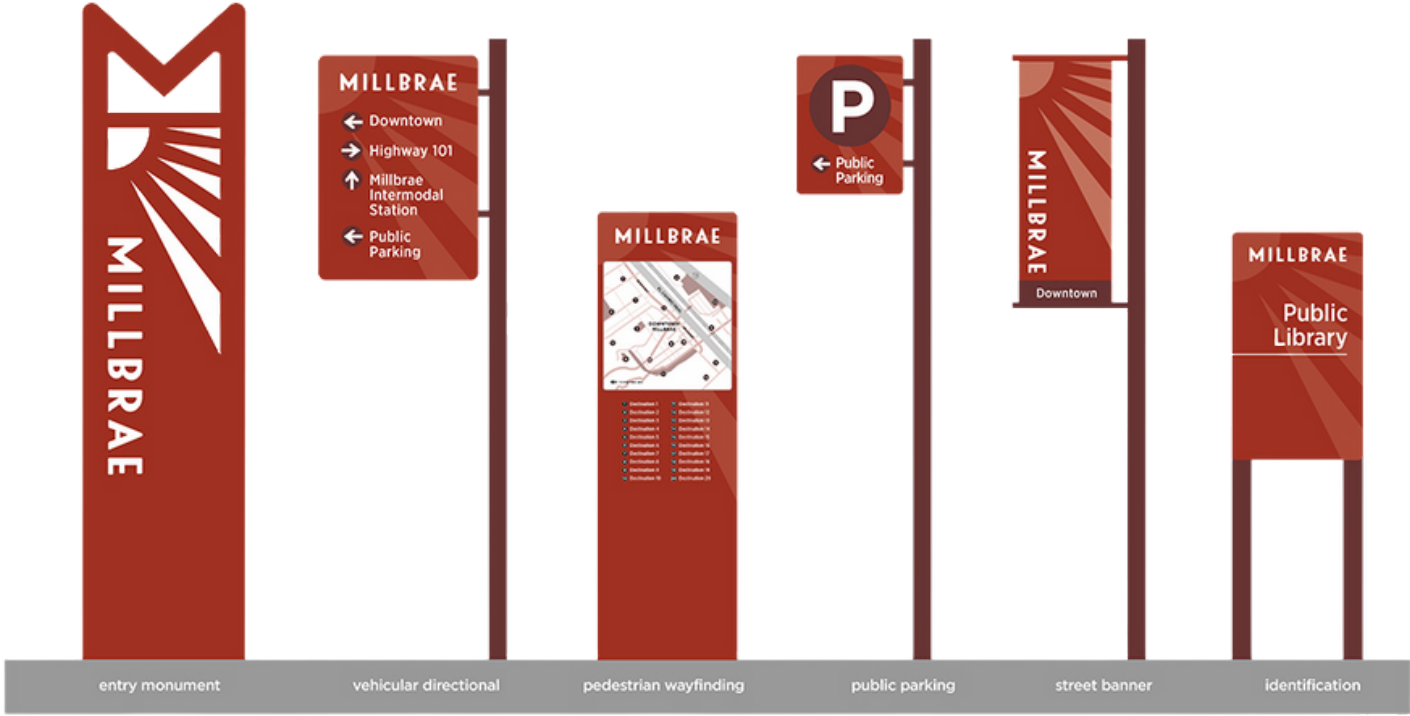
The Master Wayfinding Plan should include a phase installation plan that allows the Town to adequately plan and budget in subsequent years the design, fabrication and installation of the signs. The plan must be flexible & adaptable



# DOWNTOWN WAYFINDING PLAN

## DOWNTOWN WAYFINDING PLAN

Develop a Downtown Wayfinding Plan that includes identification of signage location and classification of signage mediums & types:



## SIGNAGE DESIGN

The wayfinding signage design will reflect the downtown brand & include a variety of signage mediums that encourage vehicle and pedestrian activity & engagement. The signage design will include deliverables of bid ready documents to allow staff to budget in subsequent years the fabrication & installation of signs

**Thank you.**

