



Town of Johnstown

TOWN COUNCIL AGENDA COMMUNICATIONS

AGENDA DATE: May 15, 2023

SUBJECT: Downtown Johnstown Branding & Wayfinding Project

ATTACHMENTS: 1. Downtown Johnstown Branding & Wayfinding: Final Downtown Signage Designs; Illuminated and Daylight

AGENDA ITEM DESCRIPTION:

Enclosed is the Downtown Johnstown Branding & Wayfinding Project: Final Downtown Signage Designs, both illuminated and daylight. The exhibits include several different sign types that will be fabricated and installed within the downtown corridor and Hwy-60. The sign types include:

- Auto Directional
- Street Name Signs
- Interpretive Info/Photo Station
 - These signs would replace the existing wall mounted photos that are located within the public courtyard at the corner of N. Parish Avenue and North 1st Street (west of Wing Shack)
- Building-Mounted Interpretive Signs
 - These signs can be mounted onto buildings and signage to provide pedestrians with informational items such as historical information, story walks, maps, etc.
 - These signs will be utilized when appropriate.
- Destination Signage
- Pedestrian Directional Signs
- Pedestrian Kiosk
- Public Parking Signs
- Gateway Signs
 - These signs will mark entrance points into the Downtown corridor.
- Columnar Gateway
 - These signs are considered secondary entrance point markers.
- Sculptural Gateway
 - These signs provide pedestrians an opportunity to interact with our branding and will be placed in key pedestrian friendly locations such as Parish Park
- Trail Signage
 - These signs will be installed within the trail and park corridors according to the Town Parks and Trail Master Plan.

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The final location of the signs will be determined in the coming weeks. Our consultant will provide the Town bid-ready documents and assist us with issuing the RFP/RFI and selecting a fabricator. The selected fabricator will also be responsible for installing the signage through a phased approach. It is likely that it will take several phases to install the signage throughout Downtown not including potential future development within that corridor.

It is important to note that page 1 of the attachment includes conceptual renderings of a Town wide master-plan wayfinding signage program that incorporates similar material and design to the downtown signs but features the existing Town wide brand. The purpose is to show how the materials and structure of the downtown signs can be incorporated and adapted into future use of a town wide wayfinding signage project. Please note that our consultant will only provide as a deliverable a Town wide wayfinding masterplan that includes location and signage type. It will not include the design of the signage as the ultimate color scheme and use of logo would be dependent on the Town wide brand.

Reviewed and Approved for Presentation,



Town Manager

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