



Town of Johnstown

TOWN COUNCIL WORK SESSIONSESSION

450 S. Parish, Johnstown, CO
Monday, January 23, 2023 at 6:00 PM

MISSION STATEMENT: Enhancing the quality of life of our residents, businesses, and visitors through community focused leadership.

AGENDA

CALL TO ORDER

AGENDA ITEMS

- [1.](#) Downtown Johnstown Branding & Wayfinding: Brand Design Options Presentation

ADJOURN

AMERICANS WITH DISABILITIES ACT NOTICE

In accordance with the Americans with Disabilities Act, and other applicable laws, persons who need accommodation in order to attend or participate in this meeting should contact Town Hall at (970) 587-4664 no later than 48 hours before the meeting in order to request such assistance.

The Community That Cares

johnstown.colorado.gov

P: 970.587.4664 | 450 S. Parish Ave, Johnstown CO 80534 | F: 970.587.0141



Town of Johnstown

TOWN COUNCIL WORK SESSION COMMUNICATIONS

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

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

The Community That Cares

www.TownofJohnstown.com

P: 970.587.4664 | 450 S. Parish Ave, Johnstown CO | F: 970.587.0141

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,

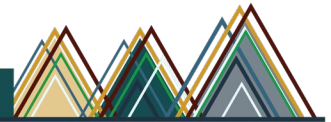


Town Manager

Downtown Johnstown Branding & Wayfinding Town Council Work Session

Kristin Cypher
Michael Baker International

This is
**Downtown
Johnstown**

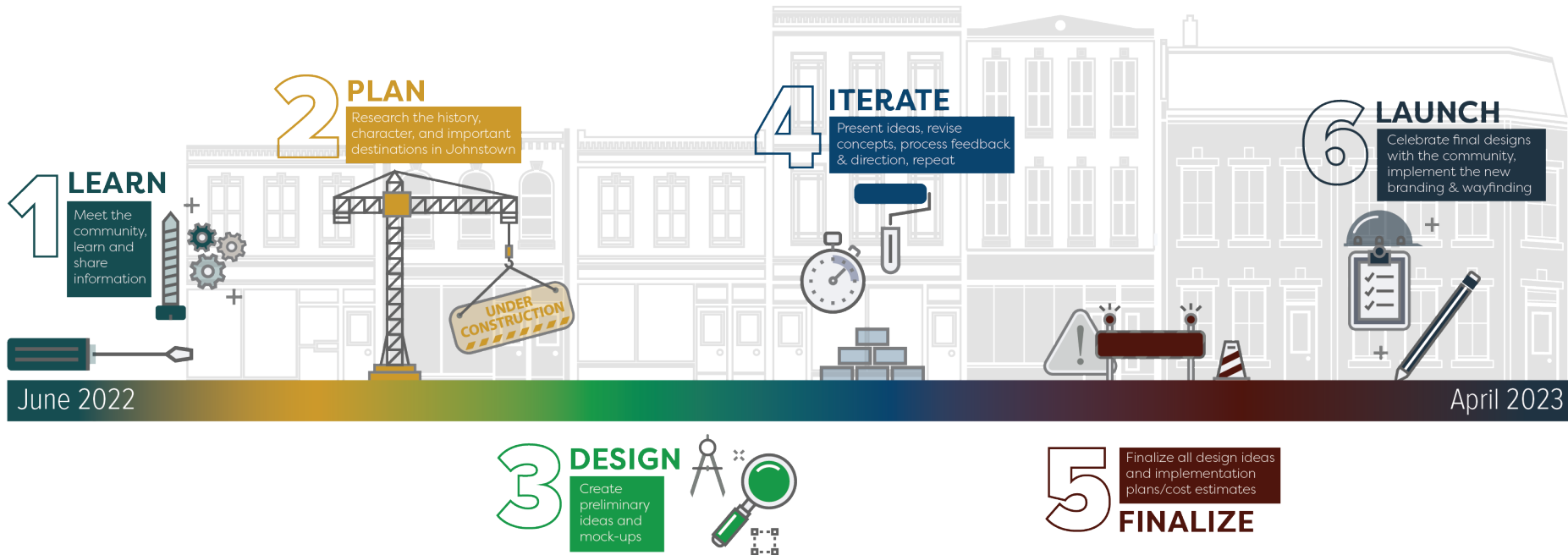


Branding & Wayfinding Plan



This is Downtown Johnstown.

Creating a New Downtown Branding & Wayfinding Plan



Branding Project Goals

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

Themes from the Community Outreach

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

1

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

2

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

3

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

4

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

5

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

6

Item 1.

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.

- #### 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. In a town where everyone has a role to play, it is a place where people know each other and value opportunities to come together to help each other. In a town where everyone has a role to play, it is a place where people know each other and value opportunities to come together to help each other.
- #### Johnstown is... GENUINE & HUMBLE

Johnstown 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. It is a place where people are genuine and humble.
- #### 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 seasons and weather, and are a part of the town's identity. It is a place where people are rooted in agriculture. The rhythms and cycles of agriculture are clearly tied to the seasons and weather, and are a part of the town's identity.
- #### Johnstown is... worried about GROWTH & ITS IMPACTS

Johnstown is a place where people are worried about growth and its impacts. It is a place where people are worried about growth and its impacts. It is a place where people are worried about growth and its impacts. It is a place where people are worried about growth and its impacts.
- #### 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. It is a place where people are lacking places for the community to come together. It is a place where people are lacking places for the community to come together. It is a place where people are lacking places for the community to come together.
- #### 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 in town who have lived here for generations. It is a place where people are historically multi-generational and rooted. People who grew up in Johnstown tend to come back - even if they leave initially.

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

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. In history, agriculture and steel meant it is connected to the values of hard work and honesty. In the future, it will embrace and celebrate its unique character and 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. In history, agriculture and steel meant it is connected to the values of hard work and honesty. In the future, it will embrace and celebrate its unique character and opportunities to come together to help each other.

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 is a genuine and humble place where people know each other and value opportunities to come together to help each other. In history, agriculture and steel meant it is connected to the values of hard work and honesty. In the future, it will embrace and celebrate its unique character and 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 seasons and weather, and require a deep understanding of the land and its rhythms. This rootedness in agriculture is a source of pride and a source of strength. It is a source of pride and a source of strength. It is a source of pride and a source of strength. It is a source of pride and a source of strength.

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

Johnstown is a place where people are worried about growth and change. There is a feeling that growth is happening very fast, and that it is hard to keep up with the growth. There is a feeling that growth is happening very fast, and that it is hard to keep up with the growth. There is a feeling that growth is happening very fast, and that it is hard to keep up with the growth.

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 thing, but there are fewer places where people can come together to connect. There are fewer places where people can come together to connect. There are fewer places where people can come together to connect.

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 in Johnstown who have lived here for generations. There are many families in Johnstown who have lived here for generations. There are many families in Johnstown who have lived here for generations.

Icons from the Community Outreach



Item 1.



Icons from the Community Outreach

Johnstown Community Icons | Historic Touchpoints



This is
Downtown
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



Item 1.

Icons from the Community Outreach

Johnstown Community Icons | The Parish House





This is **Downtown Johnstown**

Branding & Wayfinding Plan

"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

Item 1.

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. In history, agriculture and steel meant 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. Johnstown is a Community that Cares, we're doing, and authentic city, we're a place where we're all in it together. When talking through what caring means, everyone is talking about the same thing. It's a caring, resilient place with people of all ages, backgrounds, and abilities who are proud and working with the heart we give. It's a caring, resilient place with people of all ages, backgrounds, and abilities who are proud and working with the heart we give. It's a caring, resilient place with people of all ages, backgrounds, and abilities who are proud and working with the heart we give.

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 is a place where people know each other and value opportunities to come together to help each other. In history, agriculture and steel meant 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. Johnstown is a Community that Cares, we're doing, and authentic city, we're a place where we're all in it together. When talking through what caring means, everyone is talking about the same thing. It's a caring, resilient place with people of all ages, backgrounds, and abilities who are proud and working with the heart we give. It's a caring, resilient place with people of all ages, backgrounds, and abilities who are proud and working with the heart we give.

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 a patience to the rhythm of the land, plants, and animals. These rhythms and agricultural need to look carefully and deeply at the land and make responsive adjustments to support its growth and health. It is an active of care and attention, and a commitment to the land and its future. Johnstown is a place where people know each other and value opportunities to come together to help each other. In history, agriculture and steel meant 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. Johnstown is a Community that Cares, we're doing, and authentic city, we're a place where we're all in it together. When talking through what caring means, everyone is talking about the same thing. It's a caring, resilient place with people of all ages, backgrounds, and abilities who are proud and working with the heart we give. It's a caring, resilient place with people of all ages, backgrounds, and abilities who are proud and working with the heart we give.

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

Johnstown is in a moment of rapid and unprecedented growth and change. There is a feeling that growth is happening very fast, and that it's hard to keep up with the growth. Discussion of wanting to grow, and the desire to make sure residents are supported as the community grows. There was also a concern about the impact of growth on the community. There is a feeling that growth is happening very fast, and that it's hard to keep up with the growth. Discussion of wanting to grow, and the desire to make sure residents are supported as the community grows. There was also a concern about the impact of growth on the community. There is a feeling that growth is happening very fast, and that it's hard to keep up with the growth. Discussion of wanting to grow, and the desire to make sure residents are supported as the community grows. There was also a concern about the impact of growth on the community.

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

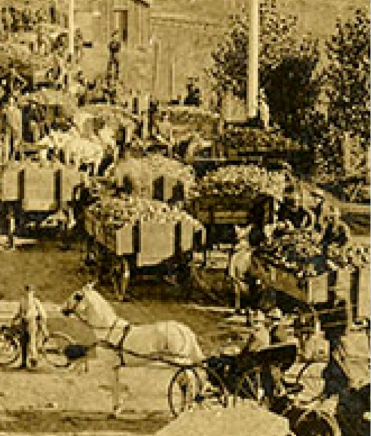
Johnstown is a place where people have historically felt connected and supported. Connection is still a strong theme, and a desire to have more places where people can come together. There is a feeling that growth is happening very fast, and that it's hard to keep up with the growth. Discussion of wanting to grow, and the desire to make sure residents are supported as the community grows. There was also a concern about the impact of growth on the community. There is a feeling that growth is happening very fast, and that it's hard to keep up with the growth. Discussion of wanting to grow, and the desire to make sure residents are supported as the community grows. There was also a concern about the impact of growth on the community.

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 in town who have multi-generational history and are deeply connected to the community. There is a feeling that growth is happening very fast, and that it's hard to keep up with the growth. Discussion of wanting to grow, and the desire to make sure residents are supported as the community grows. There was also a concern about the impact of growth on the community. There is a feeling that growth is happening very fast, and that it's hard to keep up with the growth. Discussion of wanting to grow, and the desire to make sure residents are supported as the community grows. There was also a concern about the impact of growth on the community.

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

Item 1.

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.

- #### 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. In history, agriculture and mining meant it is connected to the values of the land and nature, and humble in the face of its unknowns and challenges, and resilient. Johnstown is a caring and authentic place where people know each other and value opportunities to come together to help each other. In history, agriculture and mining meant it is connected to the values of the land and nature, and humble in the face of its unknowns and challenges, and resilient. Johnstown is a caring and authentic place where people know each other and value opportunities to come together to help each other. In history, agriculture and mining meant it is connected to the values of the land and nature, and humble in the face of its unknowns and challenges, and resilient.
- #### 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 is a genuine and humble place where people know each other and value opportunities to come together to help each other. In history, agriculture and mining meant it is connected to the values of the land and nature, and humble in the face of its unknowns and challenges, and resilient.
- #### 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 are tied to the seasons and weather, and require an attention to the needs of the land, plants, and animals. These rhythms and cycles are tied to the seasons and weather, and require an attention to the needs of the land, plants, and animals.
- #### Johnstown is... worried about GROWTH & ITS IMPACTS

Johnstown is a place where people have historically felt commercial and industrial growth. There is a feeling that growth is happening very fast, and people are worried about the impact of growth on the community. Johnstown is a place where people have historically felt commercial and industrial growth. There is a feeling that growth is happening very fast, and people are worried about the impact of growth on the community.
- #### Johnstown is... lacking places for the COMMUNITY TO COME TOGETHER

Johnstown is a place where people have historically felt commercial and industrial growth. There is a feeling that growth is happening very fast, and people are worried about the impact of growth on the community. Johnstown is a place where people have historically felt commercial and industrial growth. There is a feeling that growth is happening very fast, and people are worried about the impact of growth on the community.
- #### 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 in Johnstown who have lived here for generations. 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 in Johnstown who have lived here for generations.

Icon Set



Johnstown Icons



Icon Set



Johnstown Downtown Icons

Preliminary Branding & Wayfinding Design Options



Option A



Option A



Option A



Option A

Item 1.



Gateway Monument - Option A

Auto Directional - Option A

Option B



Option B



Option B



Option B



Option B



Option B

Item 1.



Gateway Monument - Option B

Auto Directional - Option B



Item 1.

Option C



Item 1.

Option C

Option C





Item 1.

Option C

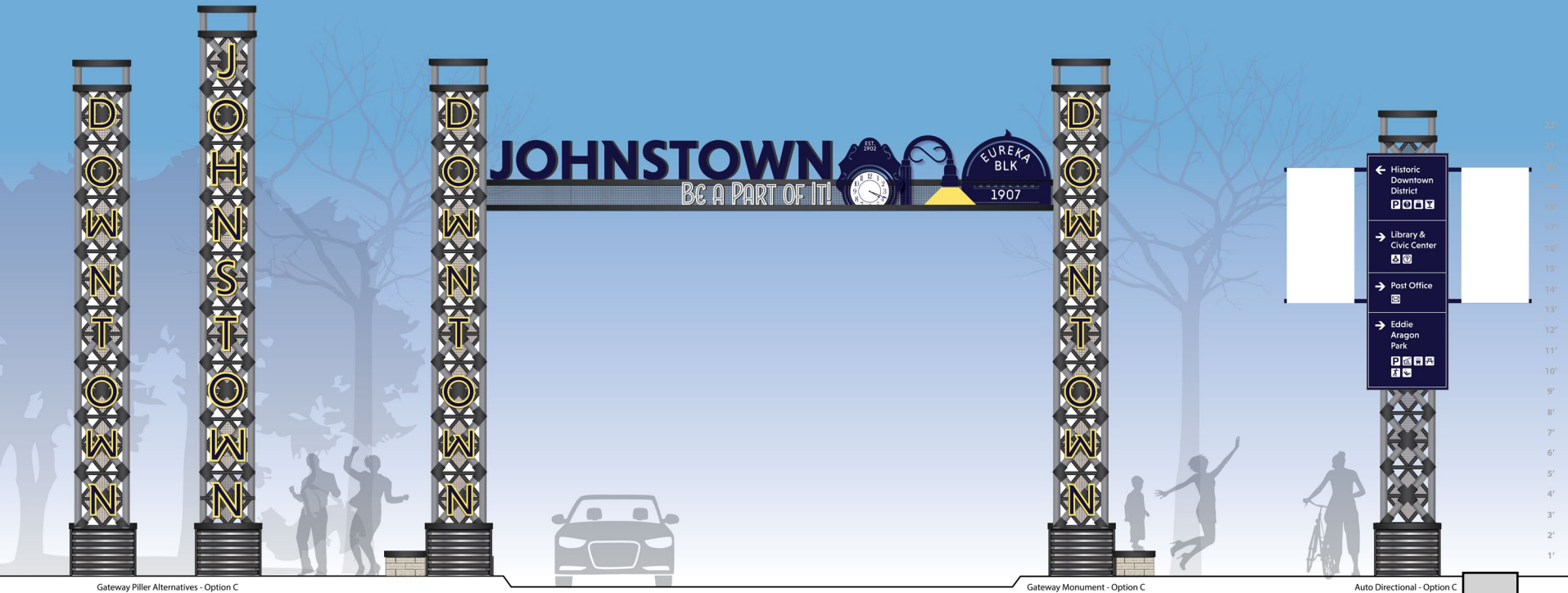


Item 1.

Option C

Option C

Item 1.



Your Thoughts & Feedback?





Option A



Option B



Option C

Item 1.

Thoughts & Feedback

Branding

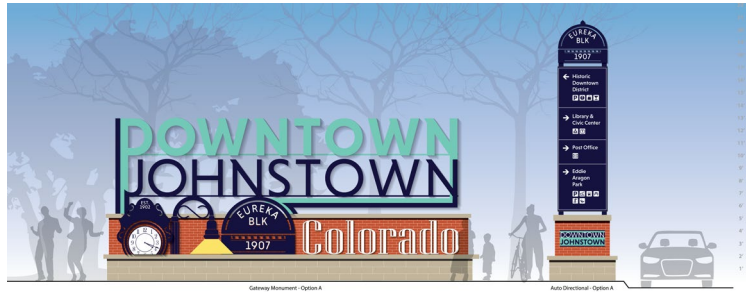
- What things do **like** about each design option?
- Is there anything about the options that you'd like to **change/update/edit**?
- Favorite option straw pole (go with your gut and try not to overthink it) – **what is your favorite?**

Thoughts & Feedback

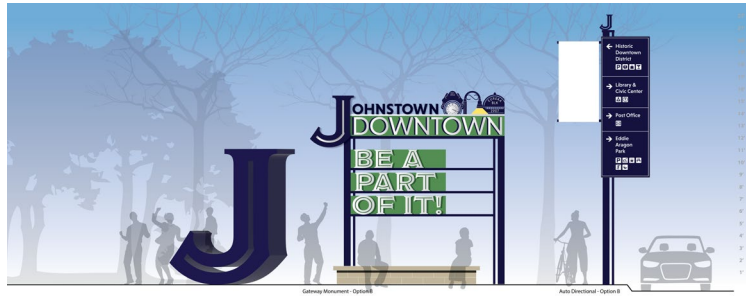
Wayfinding

- 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?**

Option A



Option B



Option C



Next Steps



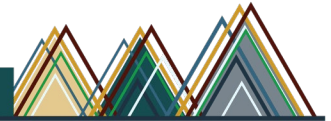
Next Steps

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.

Downtown Johnstown Branding & Wayfinding Town Council Work Session

Kristin Cypher
Michael Baker International

**This is
Downtown
Johnstown**



Branding & Wayfinding Plan

