

# DOWNTOWN JOHNSTOWN Wayfinding Plan

October 2023



## Purpose & Goals of the Signage & Wayfinding Plan Master Plan

- Help direct residents and visitors to destinations within Downtown Johnstown
- Identify the style, quantity and type of signage needed in Downtown Johnstown
- Outline the costs and resources needed to implement the new branding, signage & wayfinding designs

# 01

## Signage & Wayfinding Quantities by Type and Phase

### A PHASED APPROACH TO IMPLEMENTATION

Phasing the implementation and construction of the signage ensures the overall costs are not encumbered within one fiscal year, while also providing opportunities to apply for grants and outside funding opportunities that can offset the overall project costs.

Benefits of a Multi-Year Signage & Wayfinding Roll-Out:

- Reduces the cost burden of a one-time Capital fund allocation
- Allows for the system to be tested at each phase
- Provides the ability to observe the fabrication and installation process (and recommend potential adjustments)
- Ensures adequate timeframes for alternate financing opportunities (grant applications, creation of special districts, potential development impact fees, etc)
- Builds community enthusiasm for the project and desire to see additional signage installed

### DOWNTOWN JOHNSTOWN SIGNAGE QUANTITIES BY SIGN TYPE AND PHASE - PHASE 1

SIGN TYPE	SIGNAGE FUNCTION	INSTALLATION SURFACE: Soft Surface (grass, dirt)/Hard Surface (concrete, paver) Installation	INSTALLATION TYPE: Freestanding/ Mounted to Existing Structure	Electrified (YES/NO)	Quantity
<b>TOTAL PHASE 1 Signage</b>					
Columnar Gateway - CG	To announce arrival in the historic Downtown Johnstown district along Highway 60 and Parish Ave.	Soft	Freestanding	YES	1
Curved Corner Gateway - CCG	To announce arrival in the historic Downtown Johnstown district along Parish Ave & improve plaza	Hard (requires removals)	Freestanding (could potentially use existing wall foundations)	YES	1
Sculptural "J" Gateway - SG	To announce arrival in the historic Downtown Johnstown district along Parish Ave & improve plaza	Hard	Freestanding	YES	1
<b>TOTALS for all PHASE 1 signage</b>					
					3

## DOWNTOWN JOHNSTOWN SIGNAGE QUANTITIES BY SIGN TYPE AND PHASE - PHASES 2 & 3

TOTAL PHASE 2 Signage					
<b>Auto Directional Signs - ADD/AD4/AD6</b>	To help drivers location Town of Johnstown destinations	Soft/Hard	Freestanding	YES	11
<b>Pedestrian (digital) Kiosk - PK</b>	To help pedestrians find destinations and services in Downtown Johnstown	Hard	Freestanding	YES	2
<b>Parking Destination Directional Signs - PDD</b>	To help drivers locate Downtown Johnstown parking lots	Hard	Freestanding	YES	4
<b>TOTALS for all PHASE 2 signage</b>					<b>17</b>
TOTAL PHASE 3 Signage					
<b>Pedestrian Mini-Kiosk Directional Signs - PMK</b>	To help pedestrians find destinations and services in Downtown Johnstown	Hard	Freestanding	YES	8
<b>Destination Signs - DL/DS</b>	To announce the location of Downtown Johnstown Destinations	Soft/Somewhat Hard at Parish Park (Parish Park will require removals)	Freestanding	YES	3
<b>Destination Directional Signs (parking) - DD</b>	To announce arrival at Downtown Johnstown Parking Lots	Hard	Freestanding	YES	1
<b>Street Name Signs - SN/DSN</b>	To identify streets within Downtown Johnstown	Hard/Soft	Freestanding	NO	32
<b>TOTALS for all PHASE 3 signage</b>					<b>44</b>

### Realizing the Downtown Johnstown Wayfinding Plan

Funding construction of the improvements will require a commitment from the Town of Johnstown and its staff and elected officials. Beyond funding the project, the new signage and wayfinding elements will also require on-going maintenance. The benefits of the new signage program are many, but the overall success of the program rests on both short-term and long-term commitments from the Johnstown community.

### Securing Funding for the New Signage Program: Potential Signage & Wayfinding Funding Mechanisms:

#### Local and State Grant Programs

- ➔ Special Districts (BID, URA, DDA, etc)
- ➔ Tax Increment Financing (TIF)
- ➔ Development Impact Fees
- ➔ Transportation Equity Act (TEA-LU)
- ➔ Division of Local Government Grants
- ➔ Office of Economic Development and International Trade Grants

#### Public-Private Partnerships

- ➔ Crowd-funding campaigns can be used to raise funds for historic walking tour signs and trail signage

#### Tax Assistance from General Funds

- ➔ Allocate specific funds for the signage and wayfinding improvements

## DOWNTOWN JOHNSTOWN SIGNAGE QUANTITIES BY SIGN TYPE AND PHASE - SPECIAL FUNDING, DEVELOPMENT-FUNDED, AND TOWNWIDE SIGNS

TOTAL SPECIAL FUNDING - Interpretive Signs					
<b>Building-Mounted Interpretive Signs - IB</b>	Mounted to significant buildings/locations to tell the historic stories of Johnstown	Hard	Building-Mounted	NO	TBD
<b>Interpretive Info/Photo Station - II</b>	To replace the existing building-mounted photos and small interpretive plaque at the Downtown plaza	Hard	Freestanding	NO	TBD
<b>TOTALS for all SPECIAL FUNDING Interpretive Signs</b>					

### Phasing Priorities

Ideally, the recommended signage will be installed in as few phases as possible, as fewer phases will ensure that the overhead costs of mobilization and purchasing of raw materials will be reduced. However, it is also understood that funding the signage may be dependent on acquiring outside grants and funding, and therefore, some sign types that could be funded through specific grants (like historic and trail signs) may need to be installed as funds are available. Historic and trail signs also require additional location plans, as networks and destinations are finalized by the community, organizations, and the Town.

TOTAL NO PHASING - AS DEVELOPMENT OCCURS					
<b>Destination Sign - Large - DL</b>	To help pedestrians find destinations and services in Downtown Johnstown	Soft	Freestanding	YES	7
<b>Linear Gateway - LG/LGP</b>	To announce arrival into Downtown Johnstown	Soft	Freestanding	YES	3
<b>Auto Directional - AD4</b>	To help drivers location Town of Johnstown destinations	Soft/Hard	Freestanding	YES	2
<b>TOTALS for all NO PHASING - AS DEVELOPMENT OCCURS Signs</b>					
<b>12</b>					

# 02

## Messaging & Location Plan

### MESSAGING PLAN - DOWNTOWN JOHNSTOWN DESTINATIONS & AMENITIES

Destinations form the backbone of a community signage & wayfinding system. Creating a list of special places and amenities tells a story about community character and values, and helps to attract visitors to unique and memorable places. During the signage & wayfinding plan outreach events, stakeholder participants were asked about the destinations within/around Downtown Johnstown that should be referenced with the new signage. The maps and the listed categories on the outreach materials were used to help encourage stakeholders to share what they would like the new signage to highlight and direct visitors to (using sticky notes and dots to locate and name destinations & amenities). The following are the top destinations residents and visitors would like the new signage & wayfinding to highlight:

#### Johnstown Signage Destinations

- Public Parking
- Town Hall
- Public Library
- Parish Park
- Parish House & Museum
- Johnstown Community YMCA
- Post Office
- Eddie Aragon Park
- Historic Downtown

*Helping point residents and visitors to community destinations like Parish Park will help highlight important community amenities in and around Downtown Johnstown*



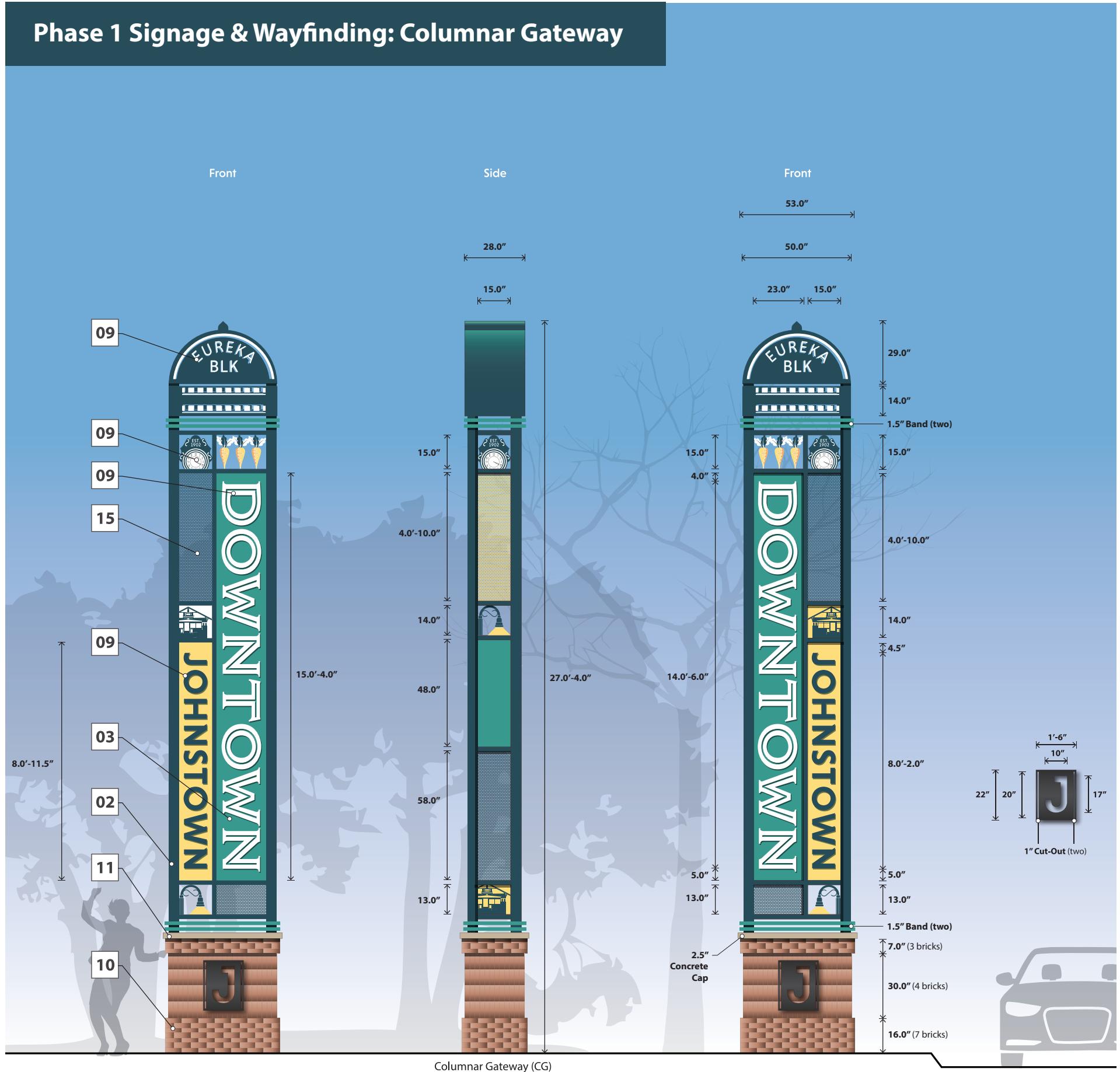
# 03

## Signage & Wayfinding Designs

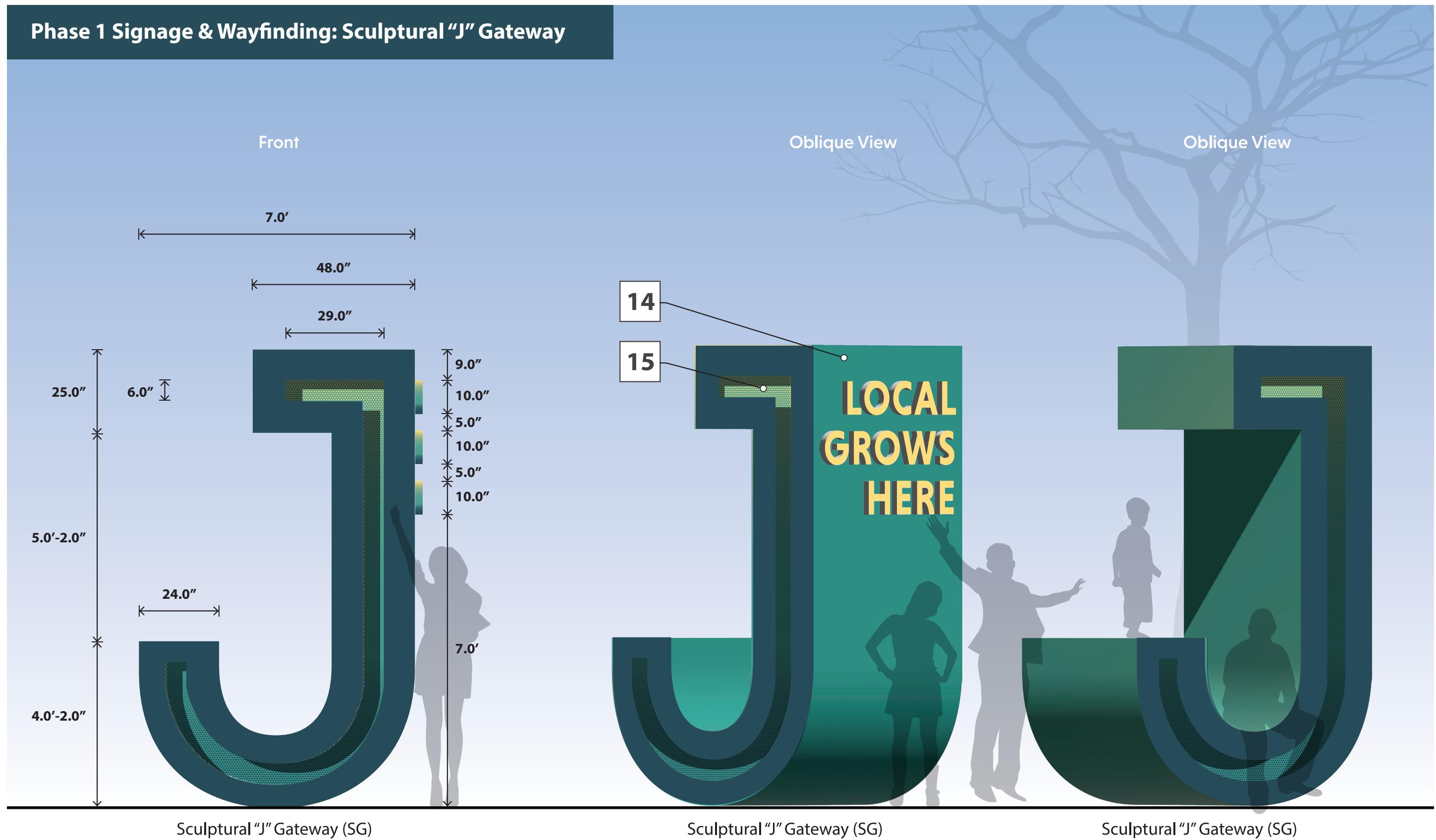
### SIGNAGE & WAYFINDING DESIGN OVERVIEW - PHASE 1

The Phase 1 signage and wayfinding designs include a **total of 3 unique sign types** that create a sense of arrival into Downtown Johnstown, and start to create a cohesive and easy-to-follow wayfinding system for the historic downtown area.

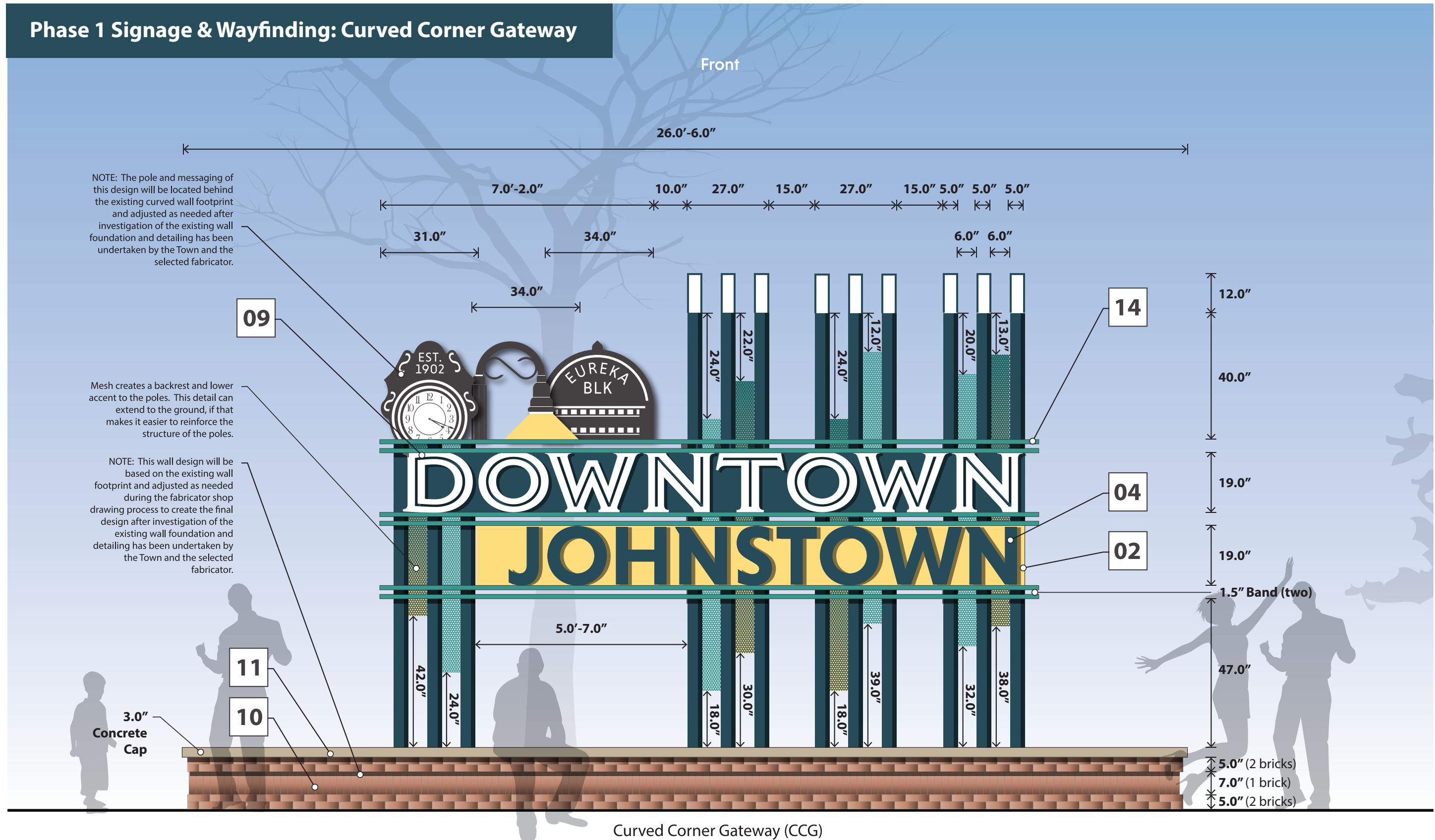
NOTE: Call-out numbers in the white boxes refer to material types and colors that are referenced at the end of the document, in the specifications section. For the constructed Phase 1 signs, the engineered drawing sets are also located at the end of the document.



## PHASE 1 SIGNAGE



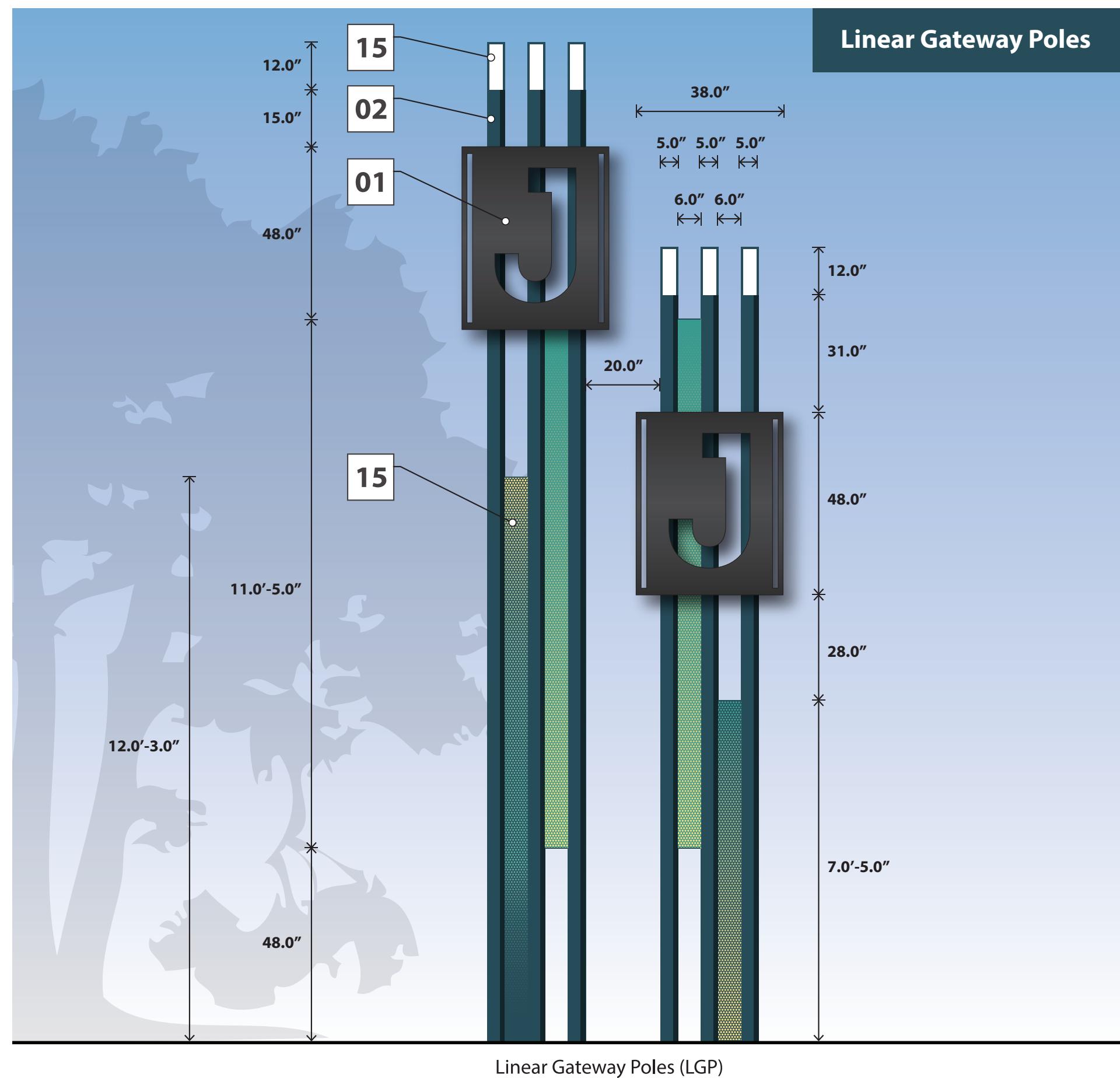
## PHASE 1 SIGNAGE



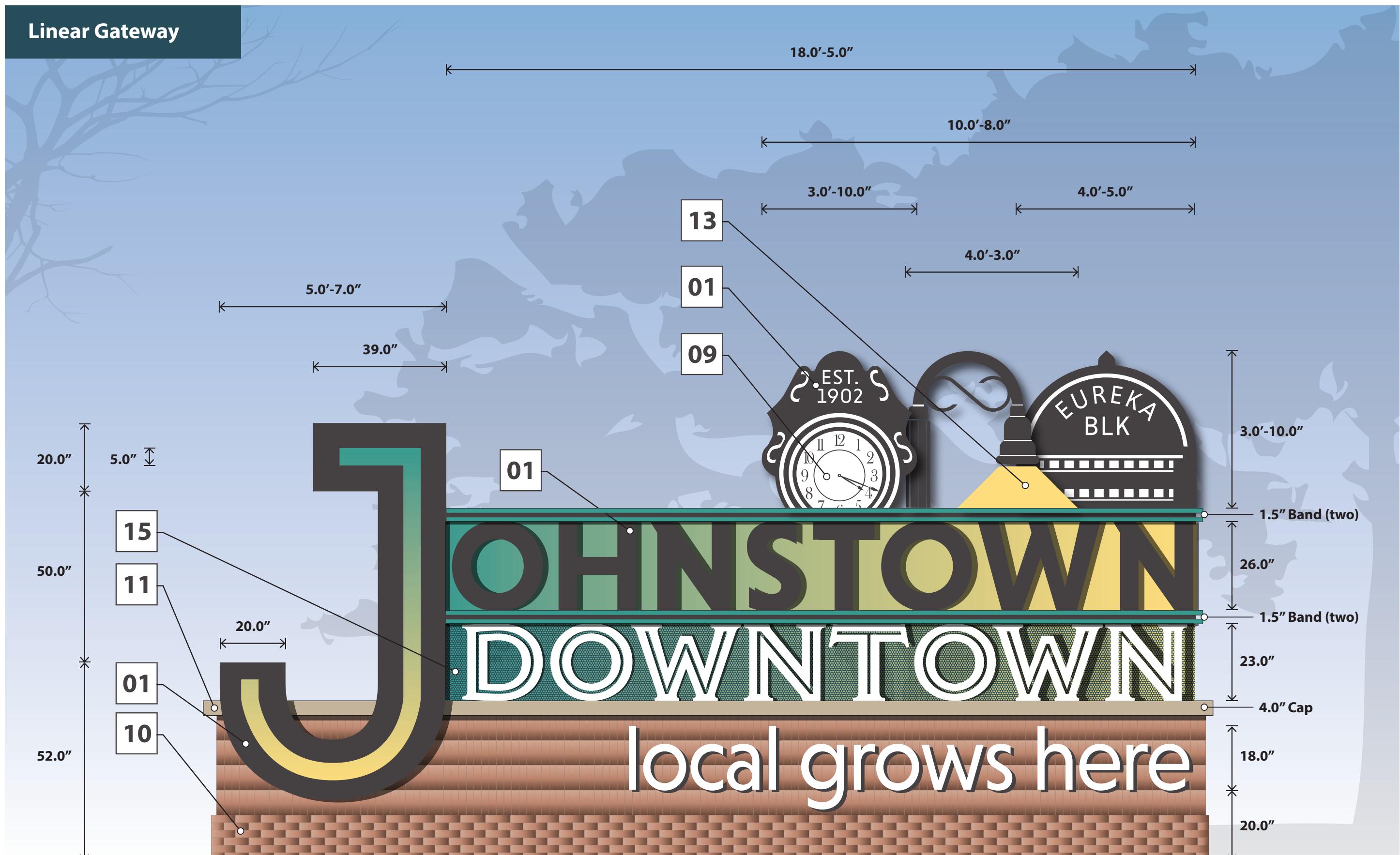
## SIGNAGE & WAYFINDING DESIGN OVERVIEW - ALL OTHER SIGN TYPES

The overall design is grounded in the new Downtown Johnstown brand, which incorporates several iconic downtown elements, including a historic building architectural feature, a representation of the unique downtown light fixture, and a historic themed clock that marks the time when the notable meteor landed in the Johnstown community.

For each sign type, a variety of informational panels are designed to help direct drivers, pedestrians, and bicyclists to various downtown destinations and experiences. To reduce costs and increase durability, written information is direct printed where possible, with auto directional information having reflective text that will be illuminated by auto headlights at night.

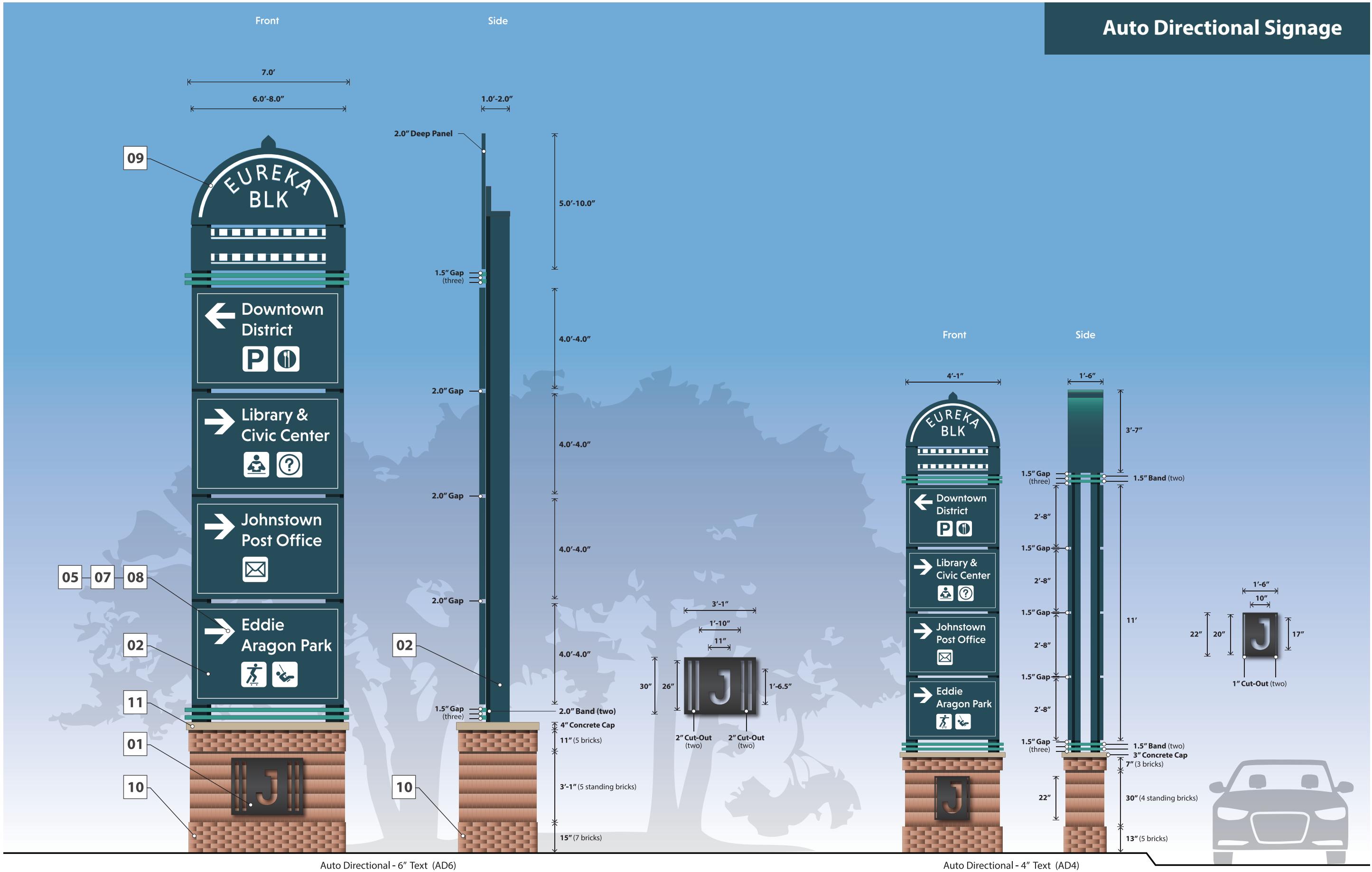


## Linear Gateway

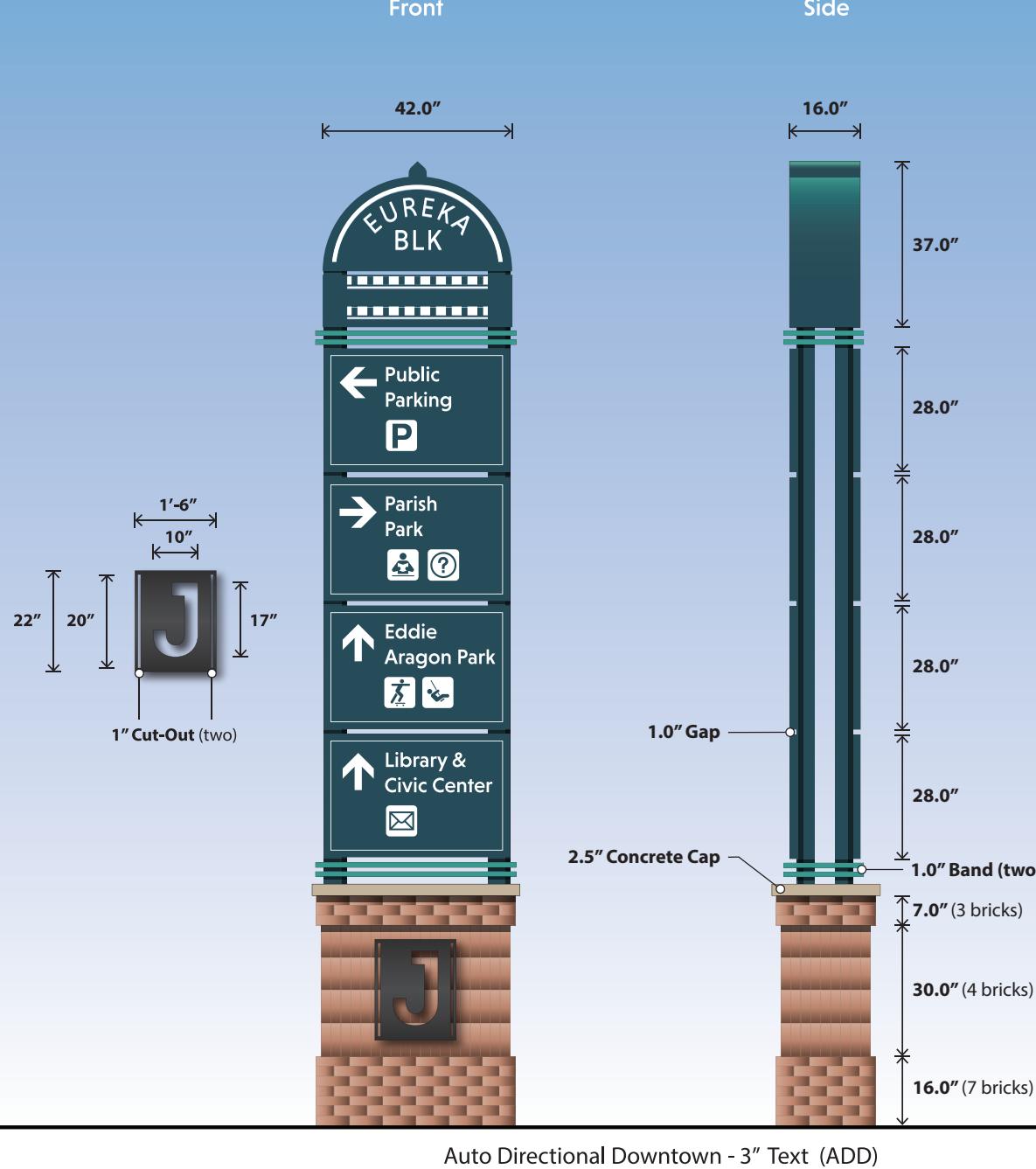


Linear Gateway (LG)

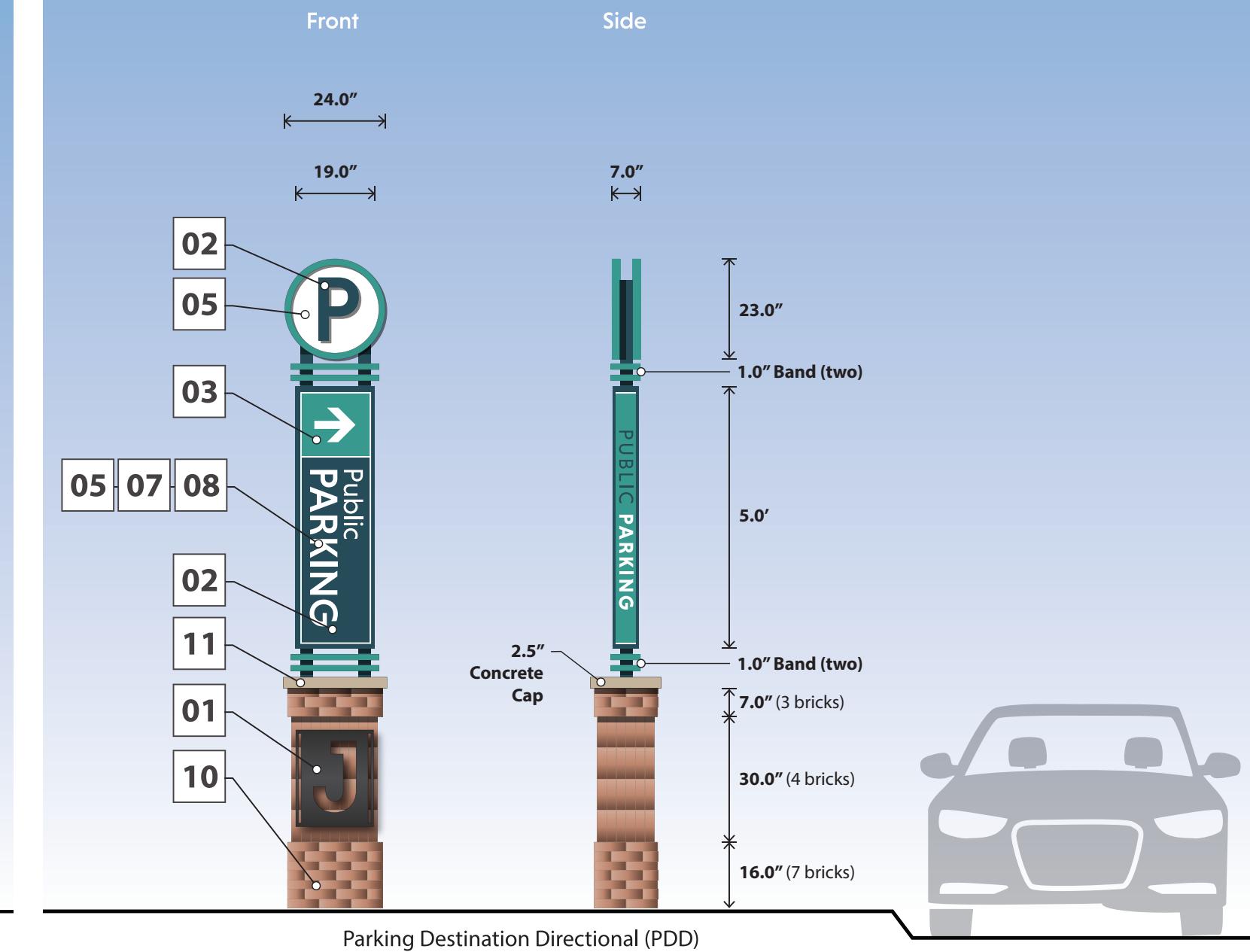
## Auto Directional Signage



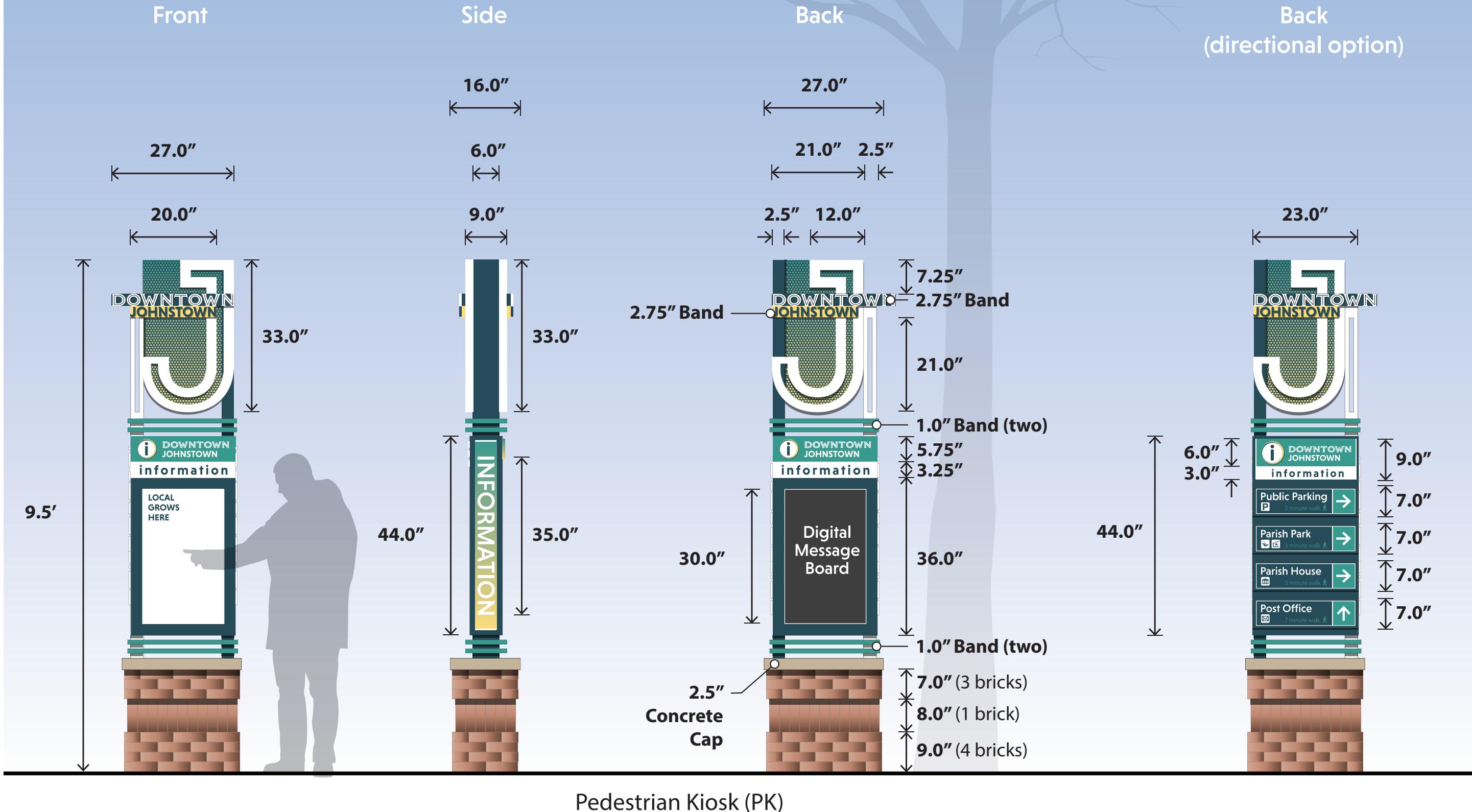
## Auto Directional Signage



## Parking Signage



## Pedestrian Kiosk Signage (electronic and directional back options)



Pedestrian Kiosk (PK)

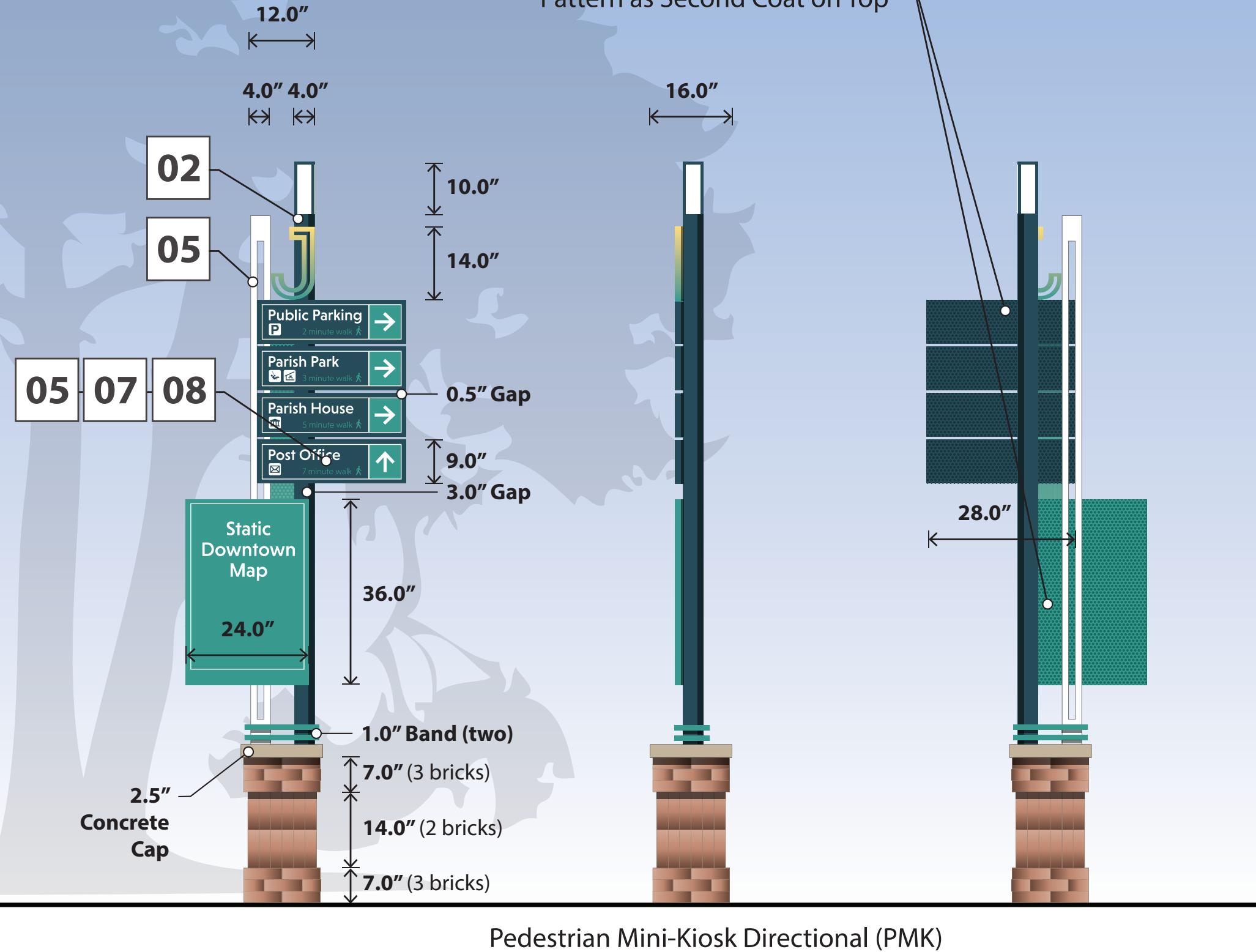
## Pedestrian Mini-Kiosk

Front

Side

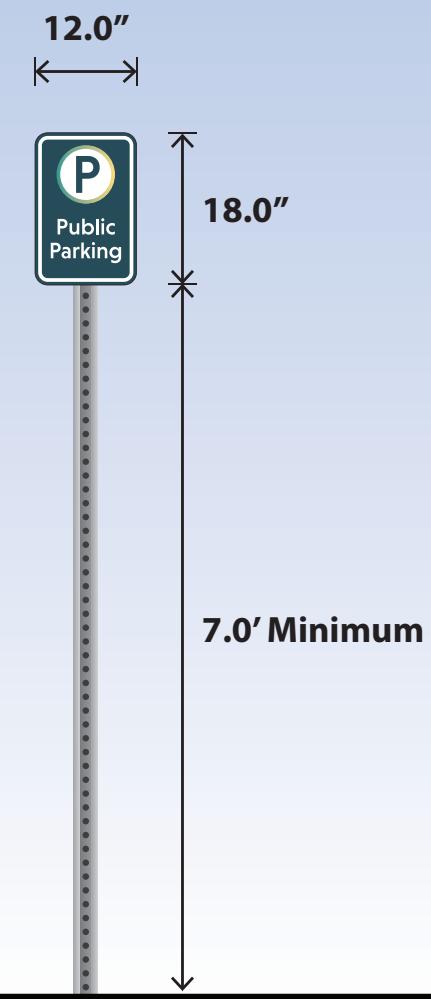
Back

Matte Finish Base Paint with Gloss Finish  
Pattern as Second Coat on Top

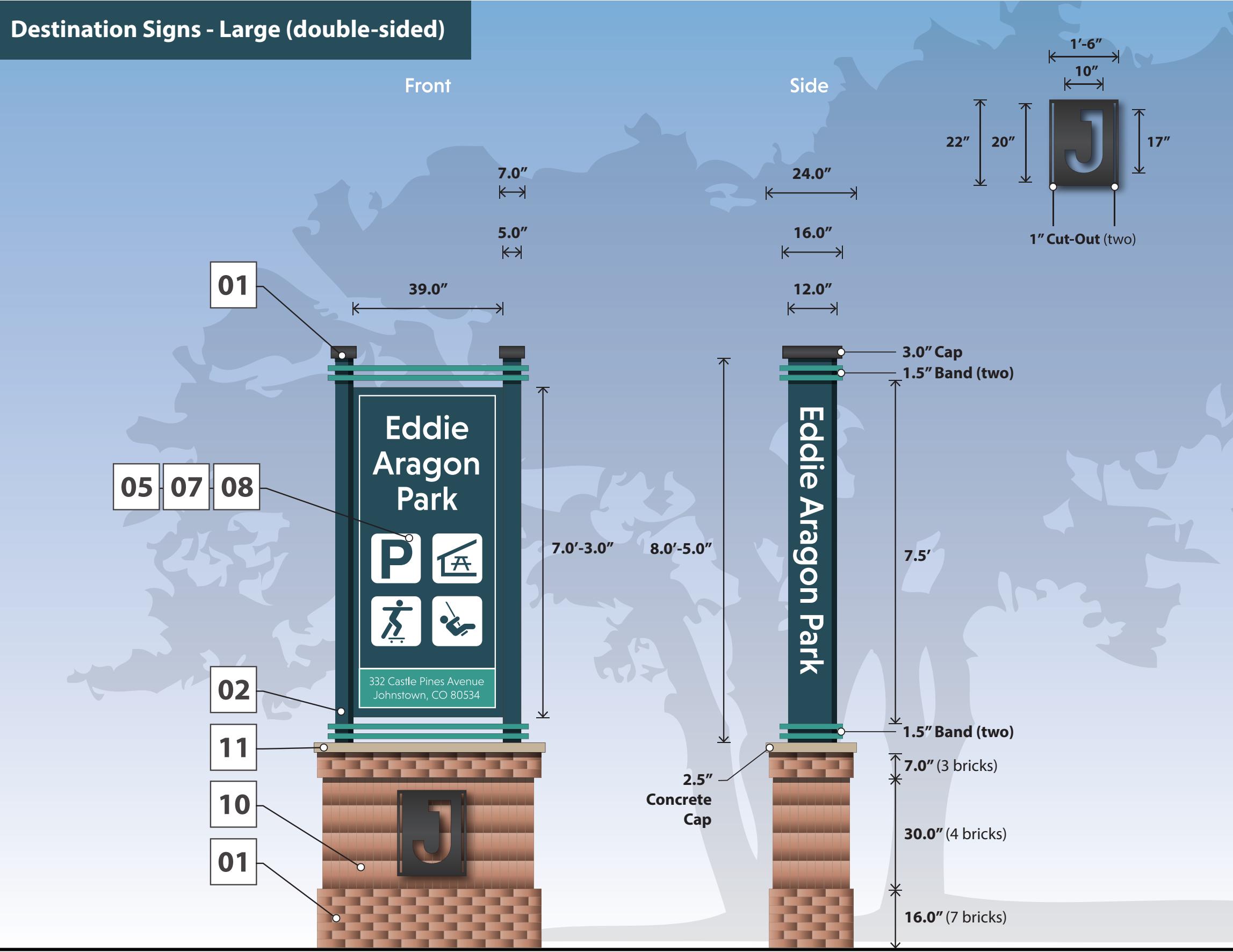


Pedestrian Mini-Kiosk Directional (PMK)

## Parking Stall Signs

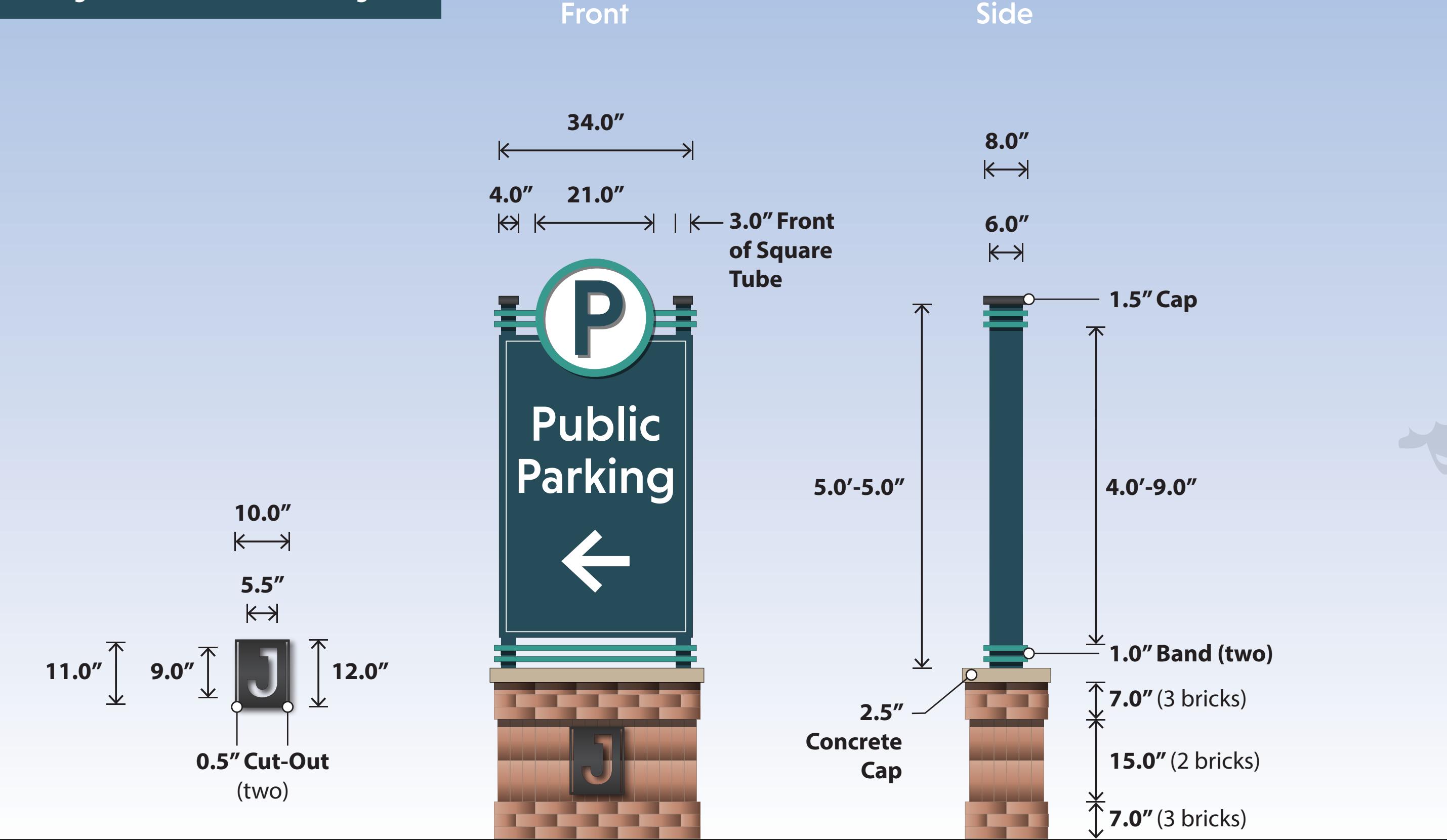


Parking Stall Sign (PSS)



Destination Signage - Large (DL)

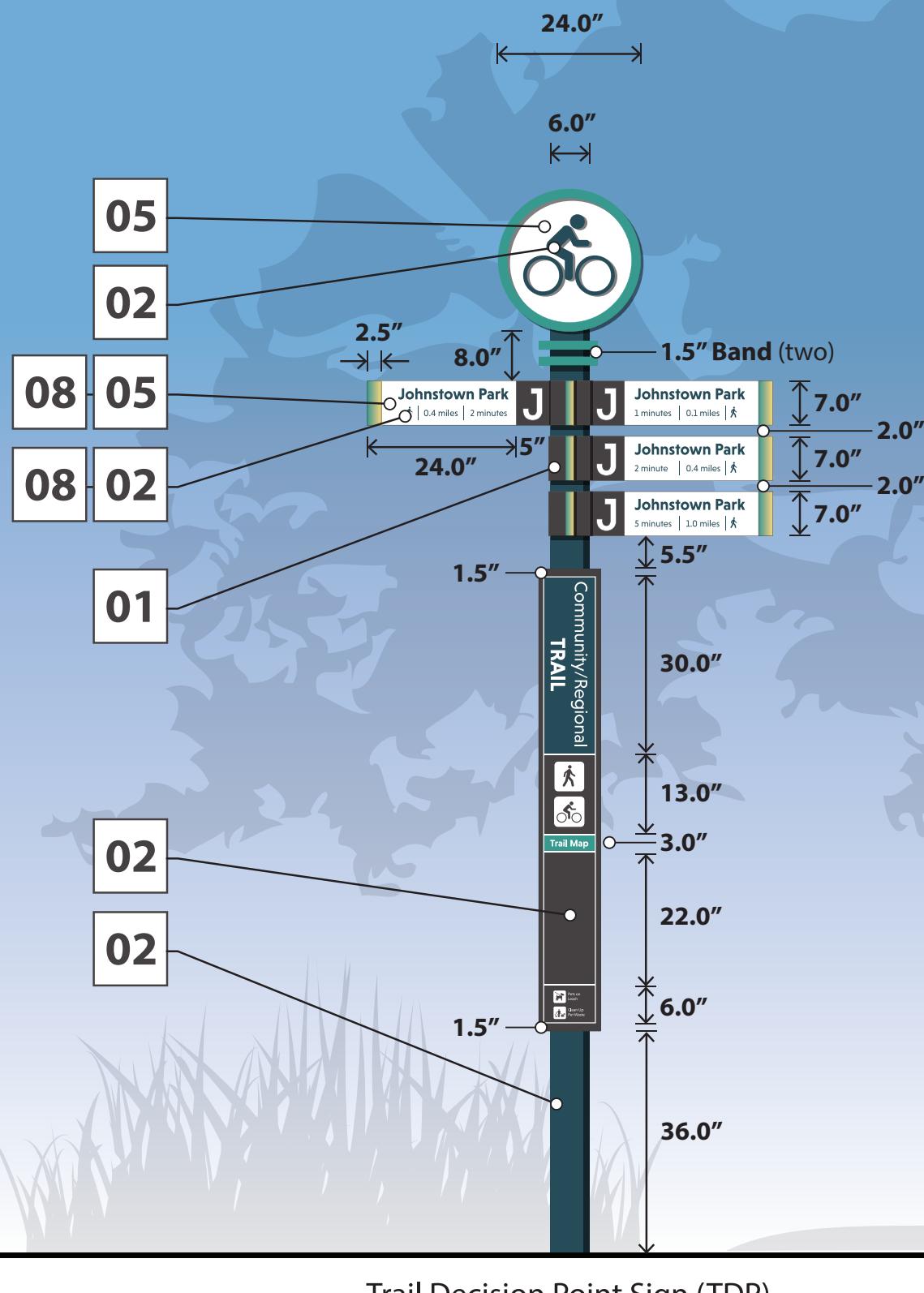
## Parking Destination/Directional Signs



Destination/Directional Signage (DD)

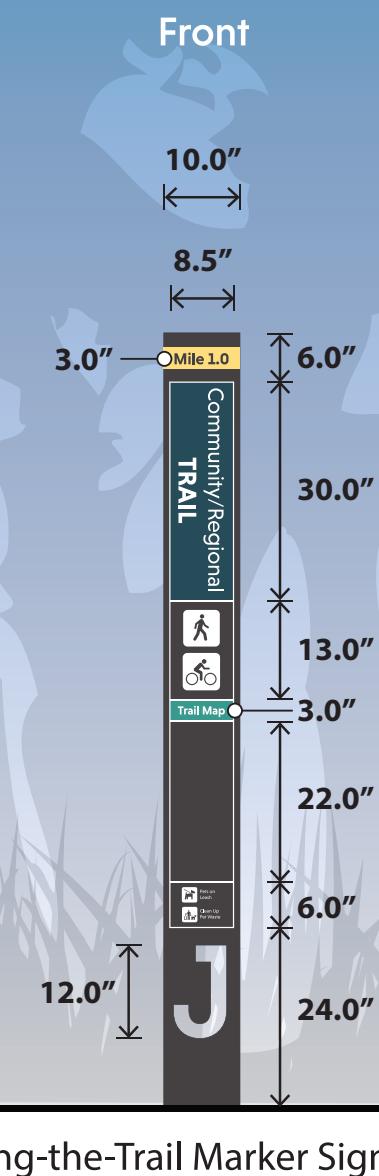
## Trail Signs

Front



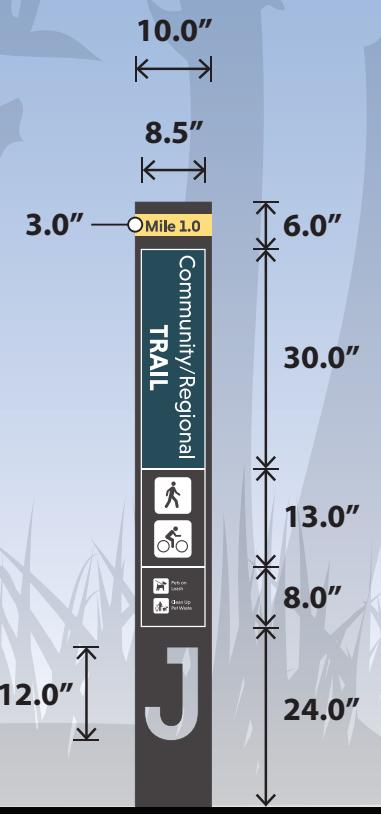
Trail Decision Point Sign (TDP)

Front



Along-the-Trail Marker Sign (TM)

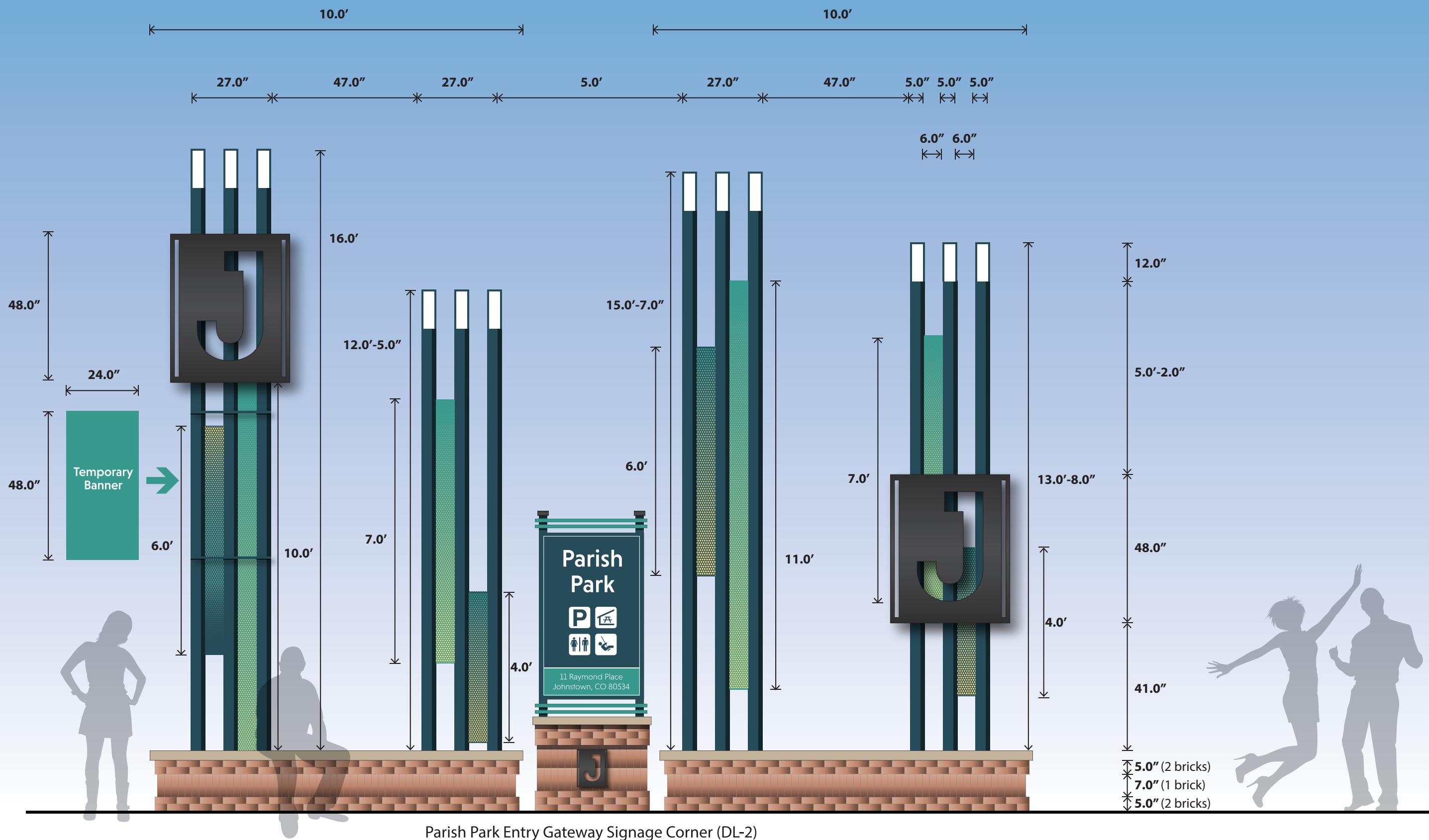
Front



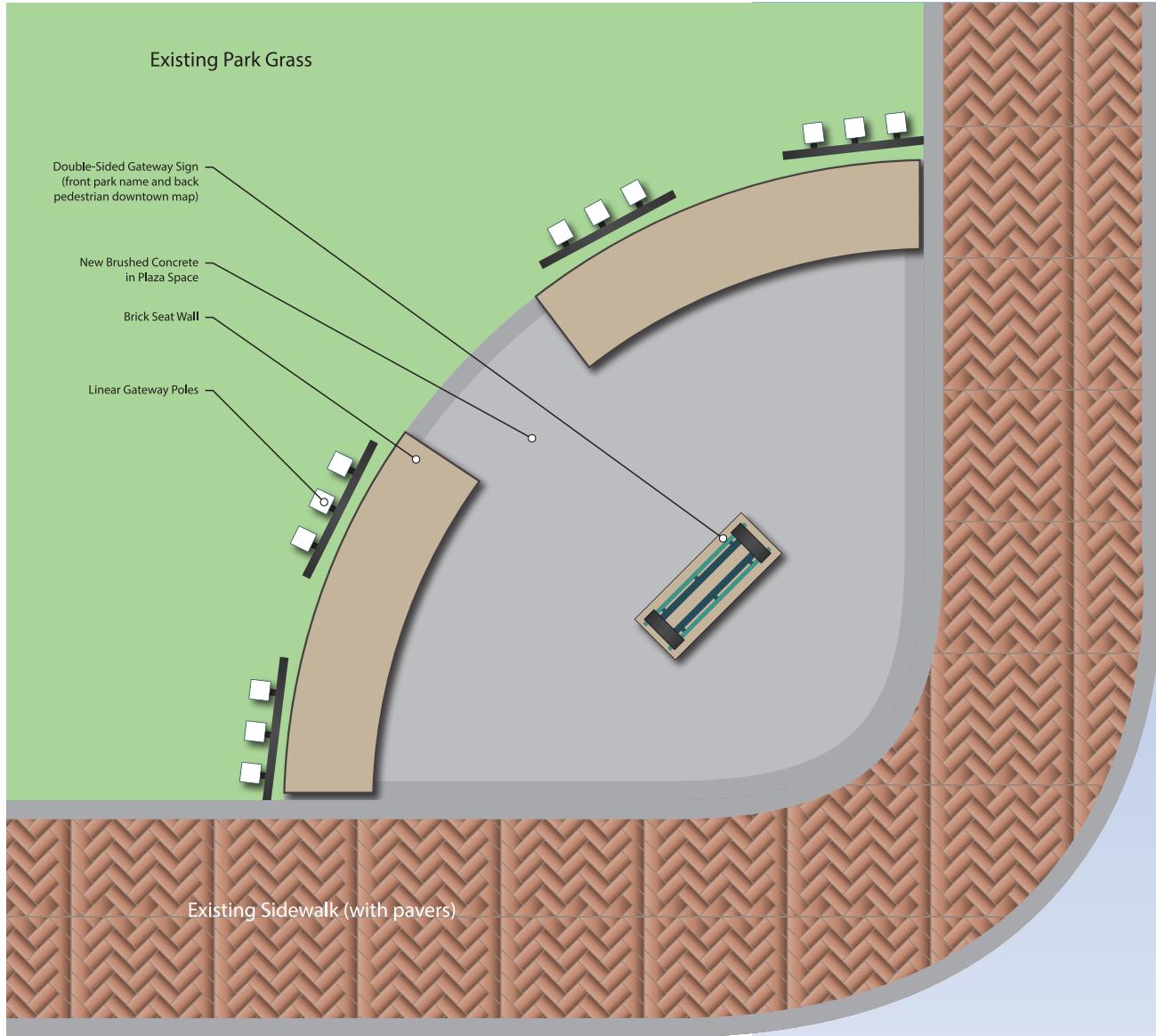
Trail Mile Marker Sign (TMS)

## Parish Park Entry/Destination Sign

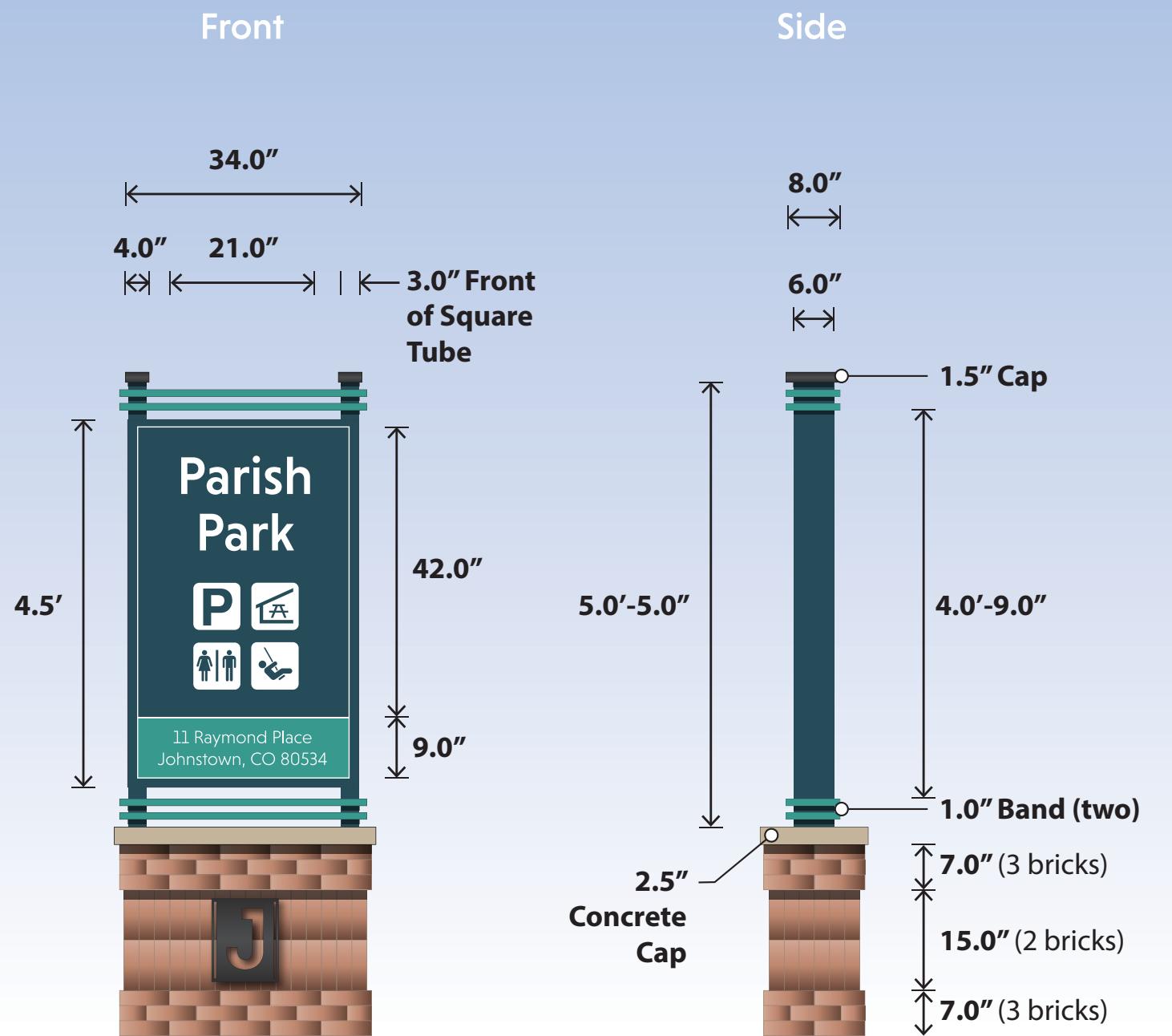
Front



Parish Park Entry Gateway Signage Corner (DL-2)

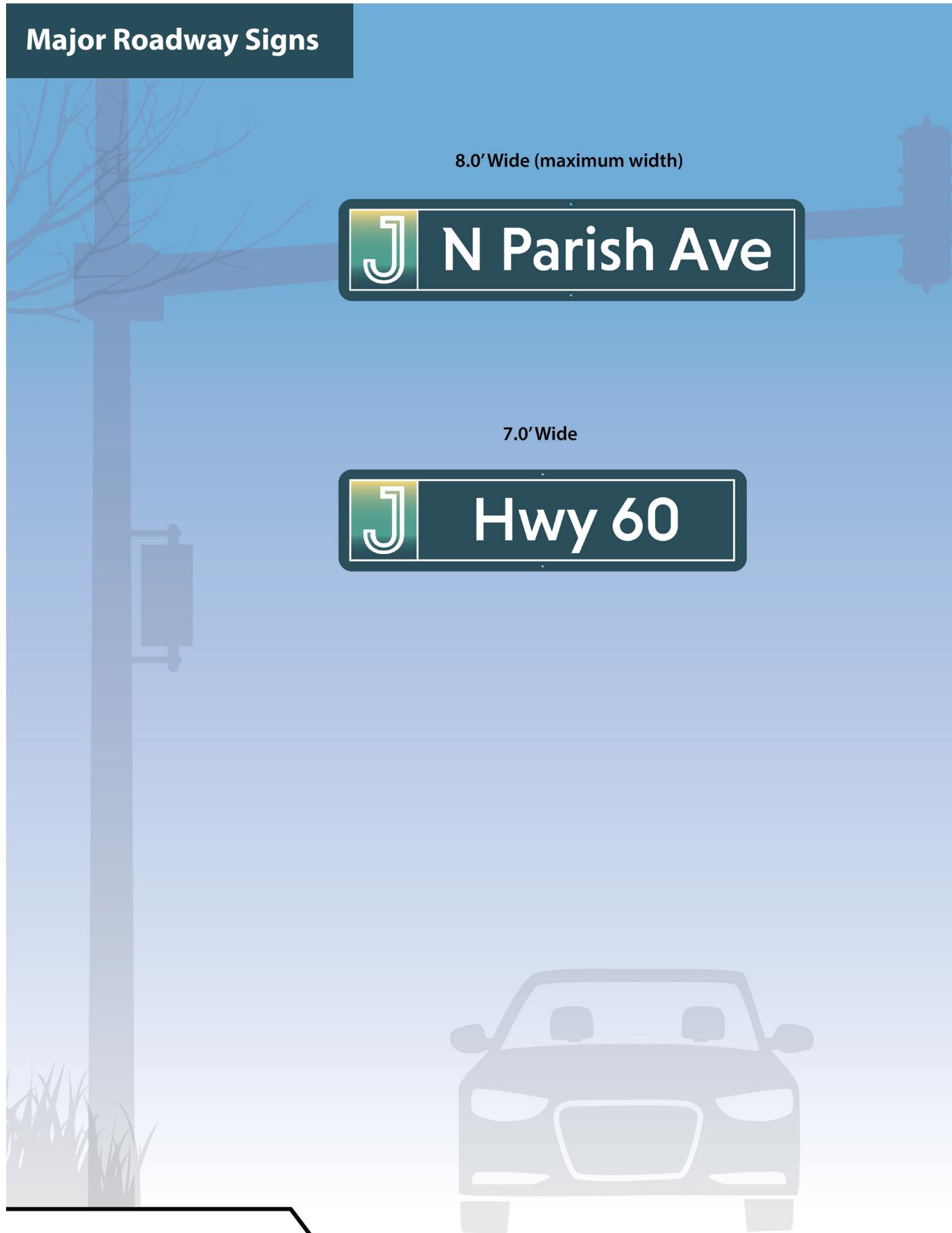


## Parish Park Entry/Destination Sign (design details)

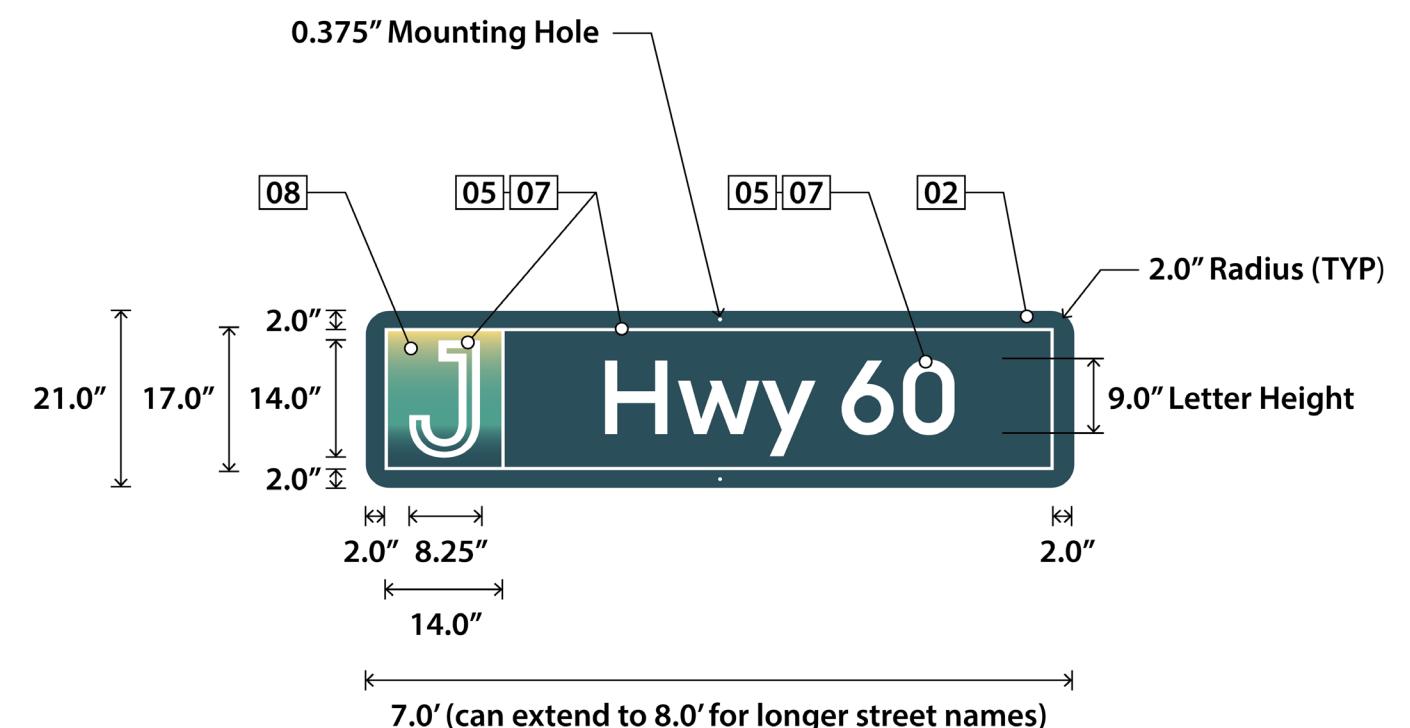


Parish Park Entry Gateway Signage Corner (DL-2)

## Major Roadway Signs



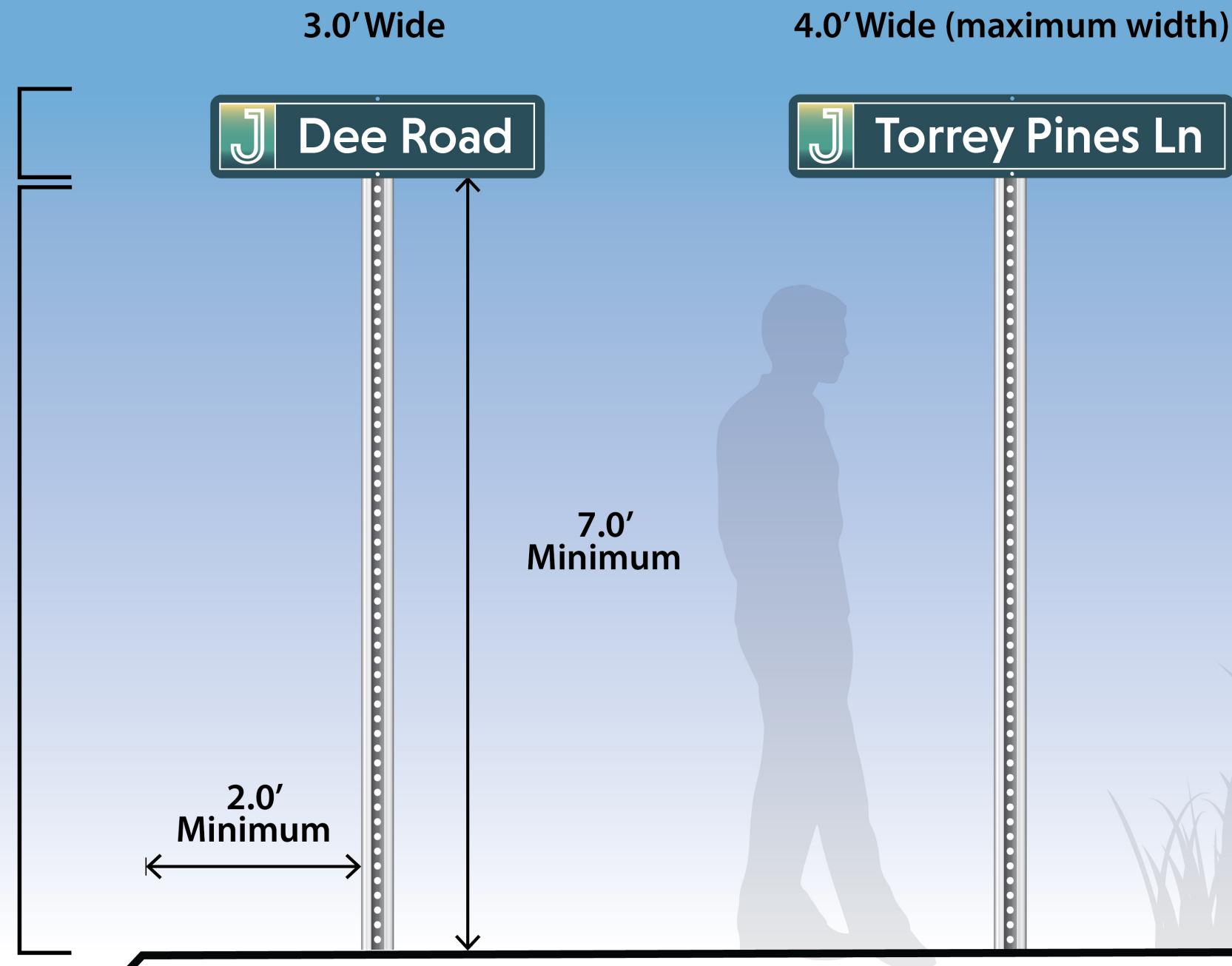
8.0' (maximum width)



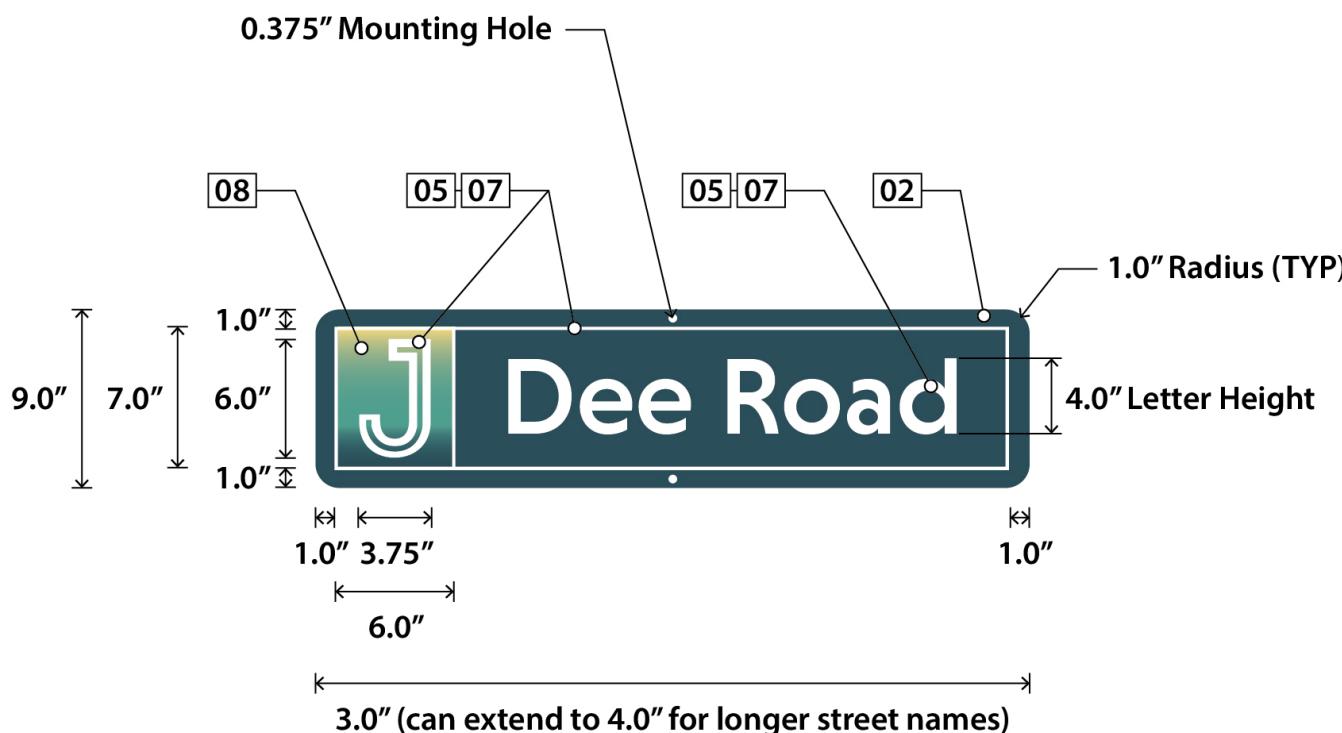
Major Roadway Name Signs

## Neighborhood Scale Street Name Sign

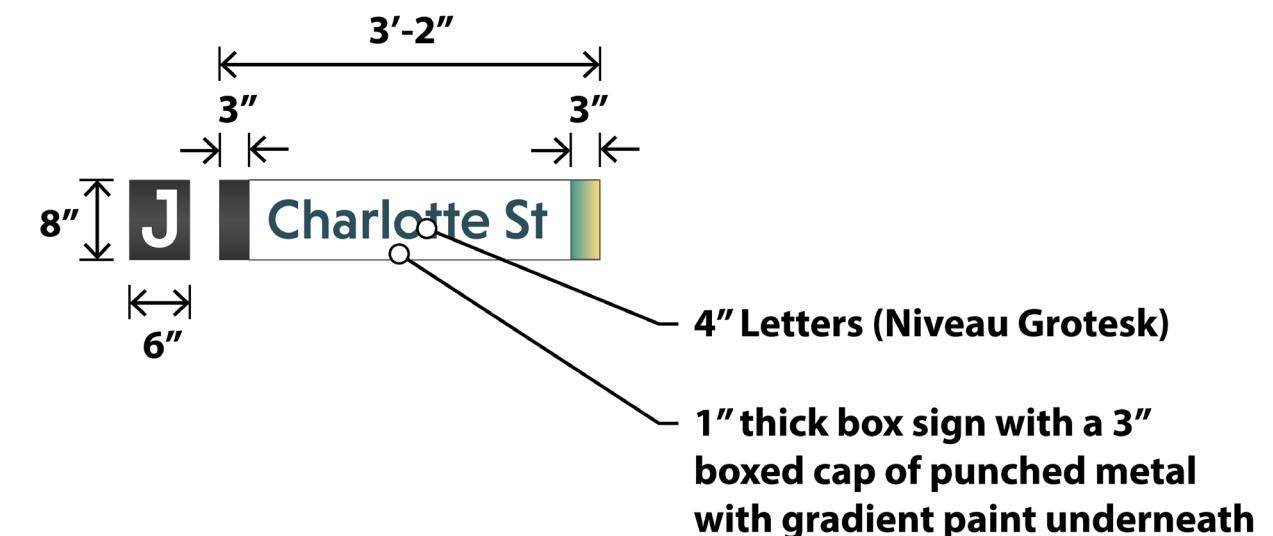
3.0" x 3.0" Galvanized  
Telespar Sign Post



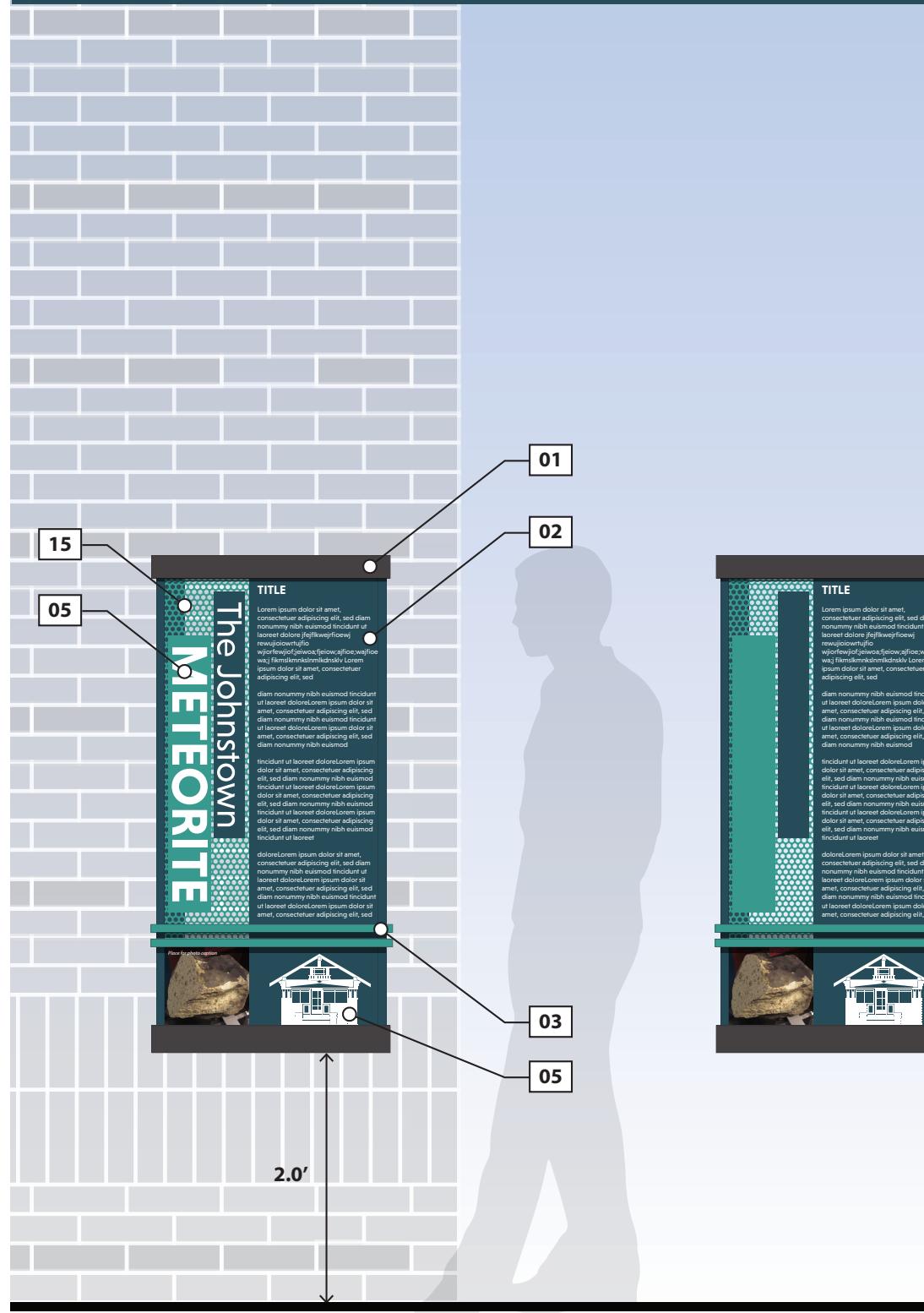
## Street Name Sign Details



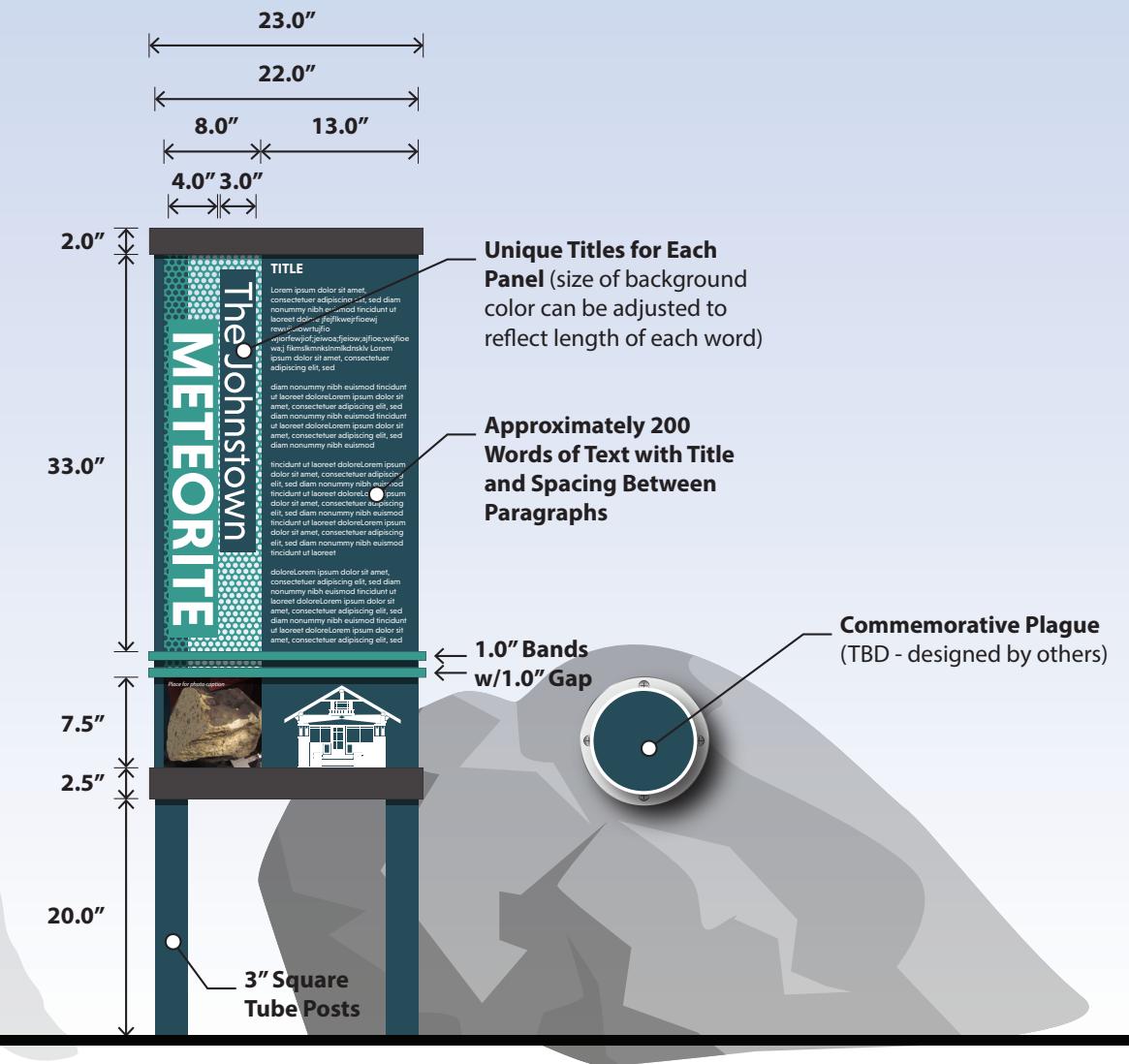
## Historic Downtown Street Name Sign Details



## Historic Signage - Building-Mounted & Freestanding

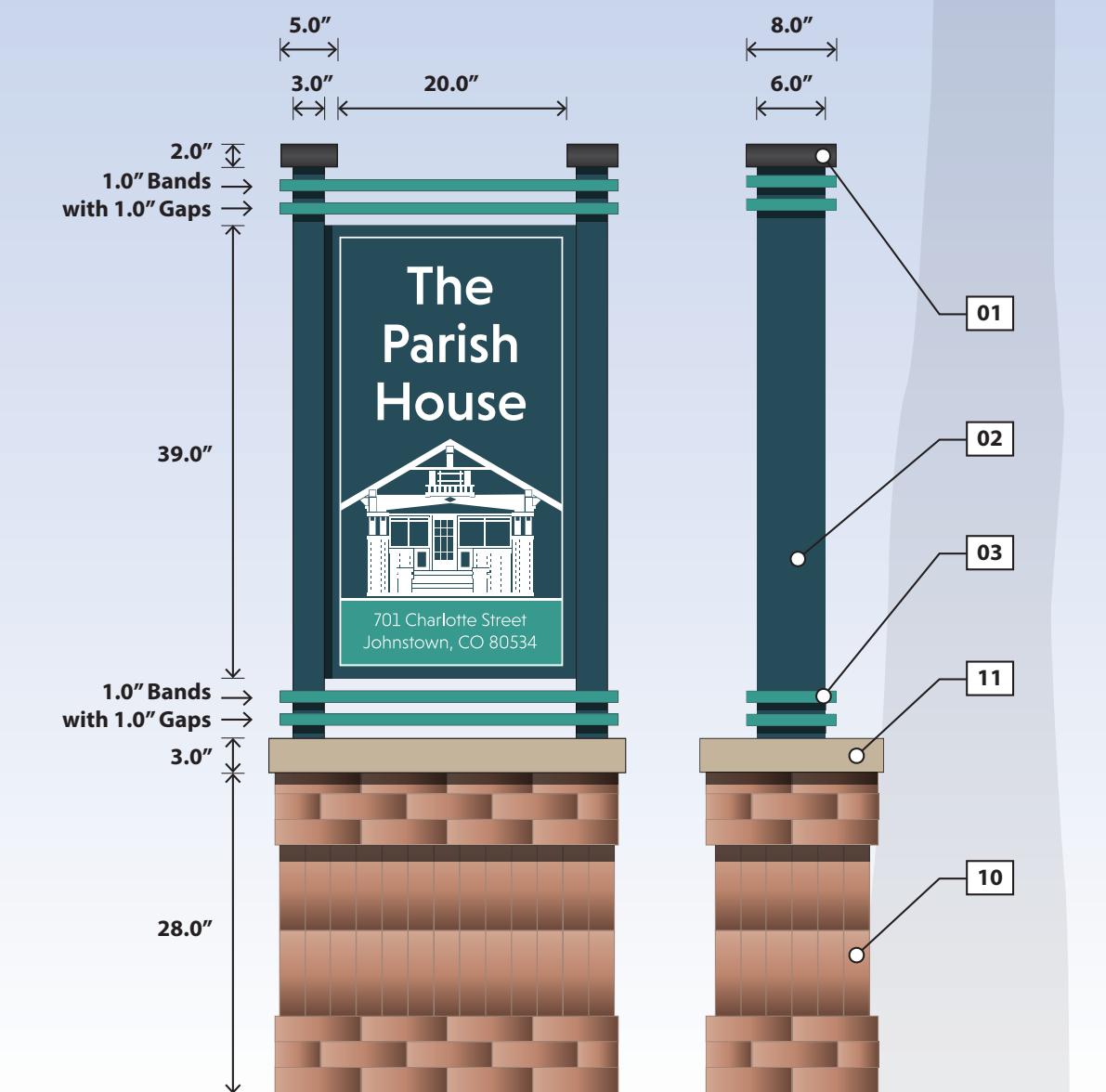


**Building-Mounted Interpretive Signs**  
(one theme/topic per sign - one-sided)



**Freestanding Interpretive Signs**  
(one theme/topic per sign - one-sided)

## Historic Signage - Parish House Signage

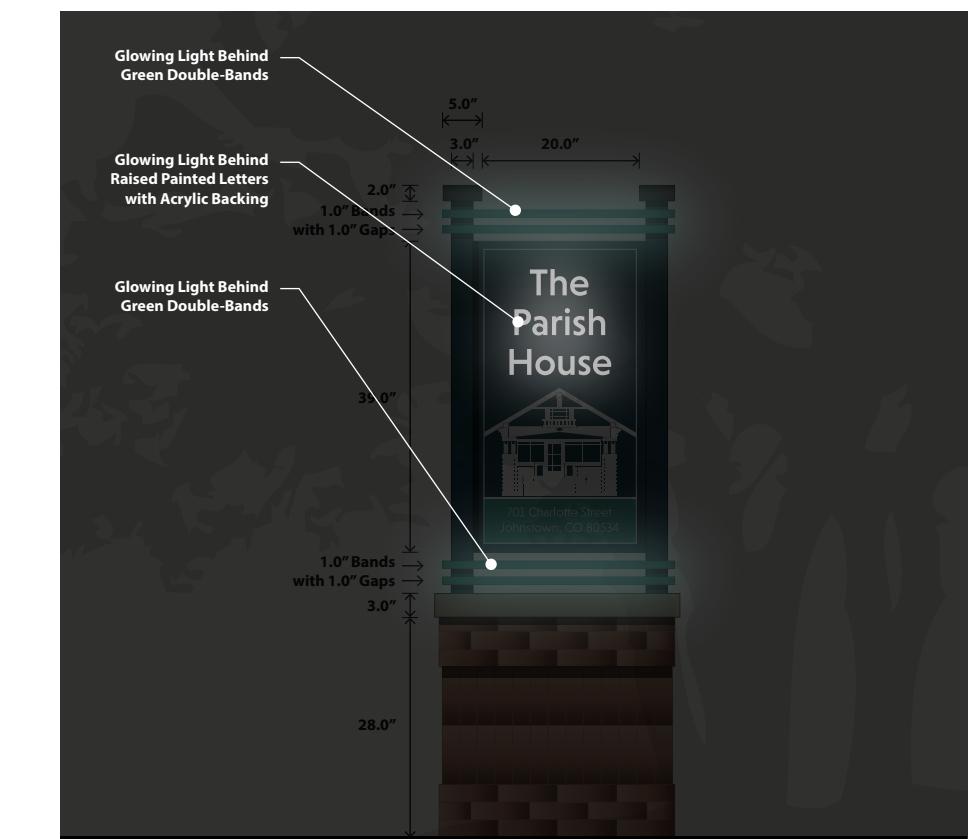


**Destination Signage - Parish House**  
(double-sided)



### NOTE:

The Parish House signage is intended to replace the existing signage at the Parish House, and will require the removal of the existing sign, and the use of the existing electrical service that powers the ground lights of the existing sign.



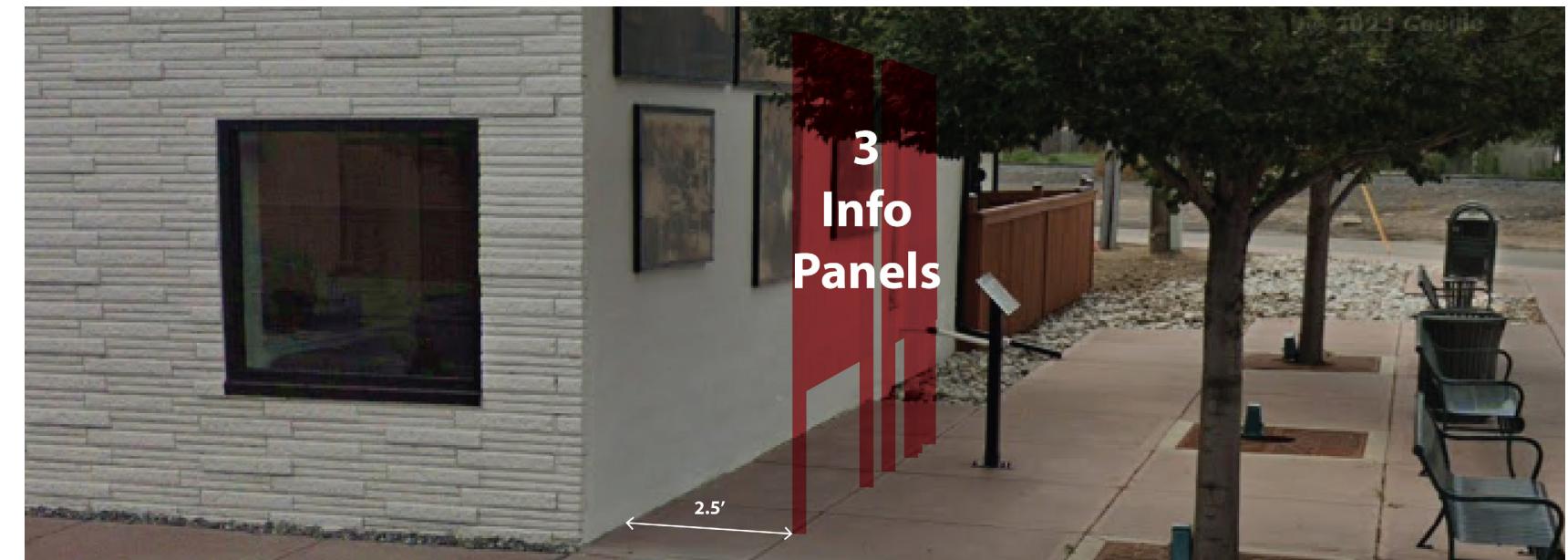
## Historic Signage - Interpretive Photo Station



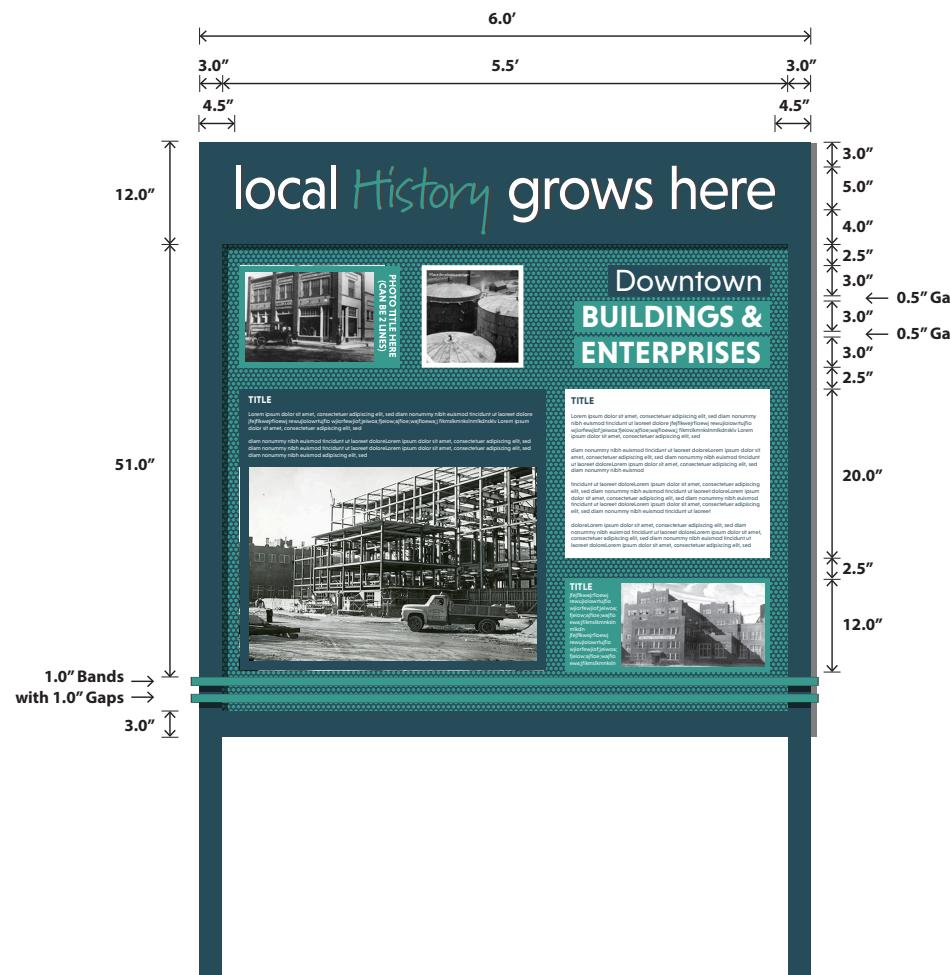
## Historic Signage - Interpretive Photo Station Details

### NOTE:

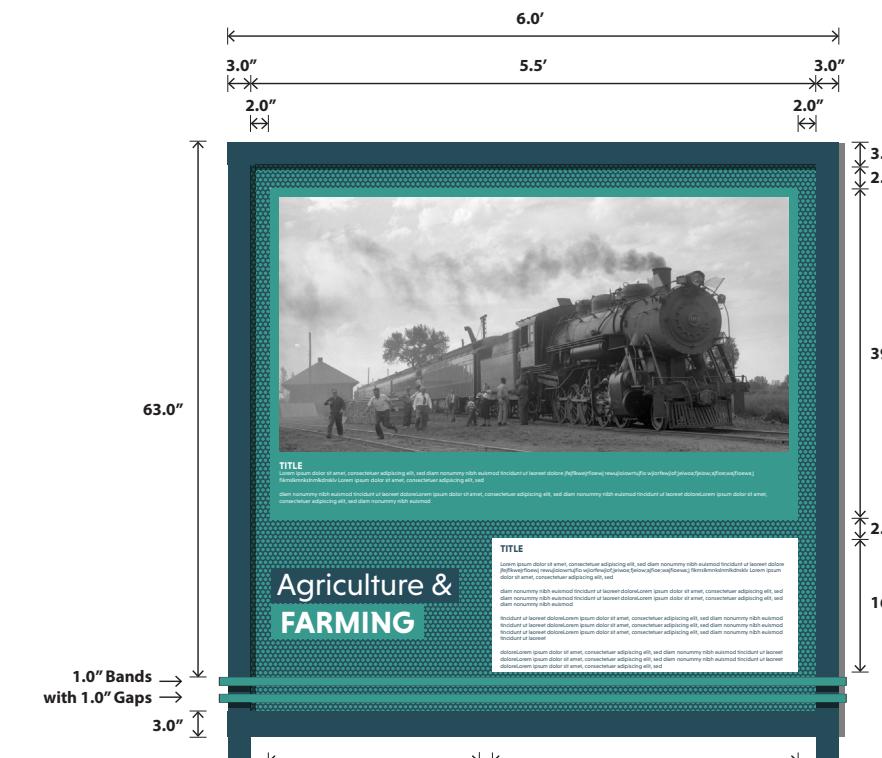
Final content and designs of the replacement interpretive photo station signage will need to be coordinated with the Johnstown Historical Society and the Town of Johnstown. The designs shown are one option for the space, and additional information regarding off-the-shelf interpretive panels is also provided in this section, and can be used in lieu of these designs. If off-the-shelf interpretive panels are selected, it is recommended that all paintable parts of the signs be painted in the Downtown Johnstown dark blue brand color.



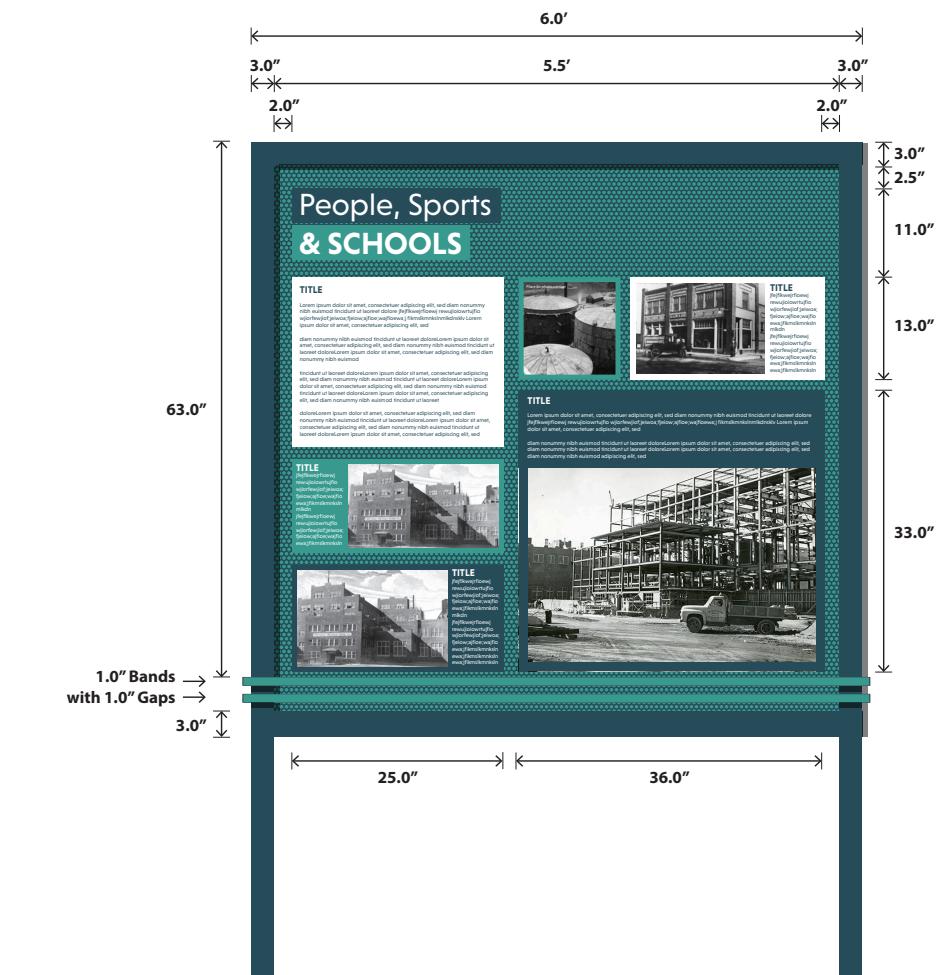
### Interpretive Photo Station (main title + subtitle panel)



### Interpretive Photo Station (subtitle panel example 1)

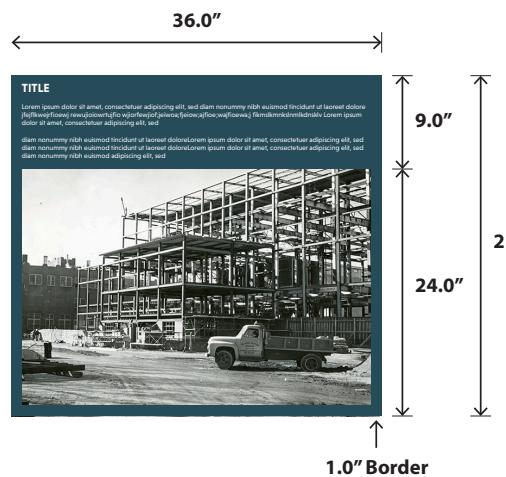


### Interpretive Photo Station (subtitle panel example 2)

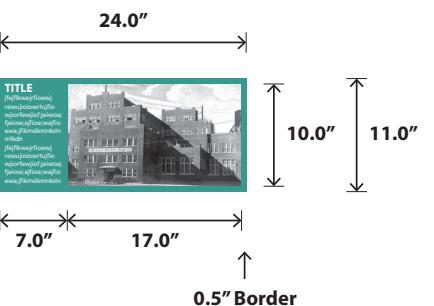


## Historic Signage - Interpretive Photo Station Details

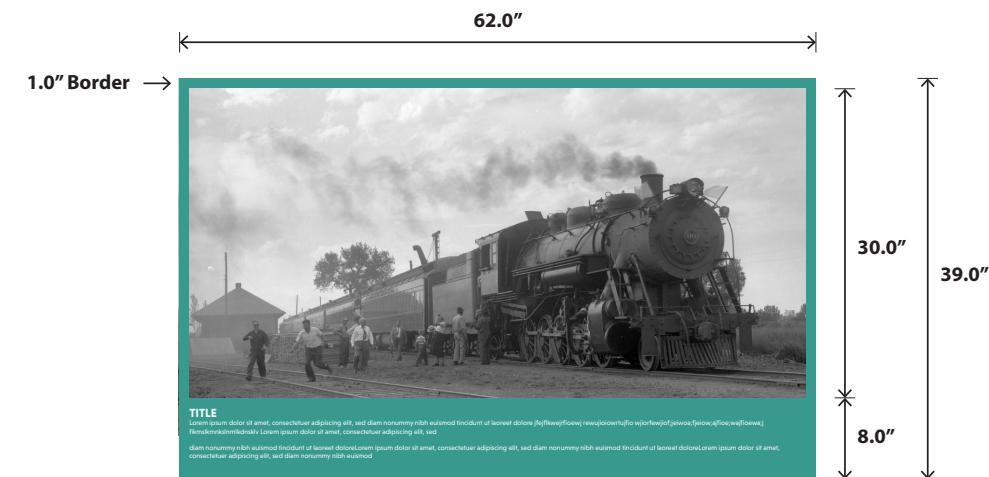
**23"x35" Photo with 1" Border**  
(100 words + title)



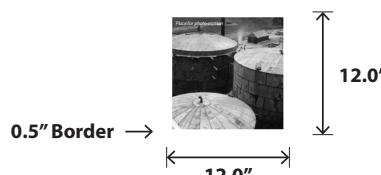
**10.0"x17.0" Photo with 0.5" Border**  
(25-30 words + title)



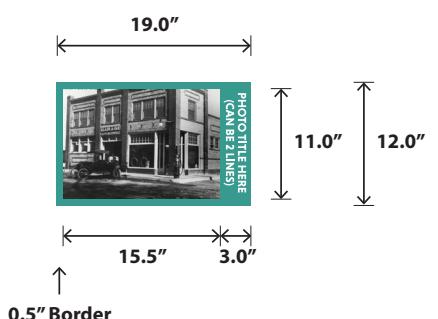
**30.0"x60.0" Photo with 0.5" Border**  
(100 words + title)



**23"x35" Photo with 1" Border**  
(caption on photo)



**10.0"x17.0" Photo with 0.5" Border**  
(25-30 words + title)



## Semi-Custom Interpretive Sign Option

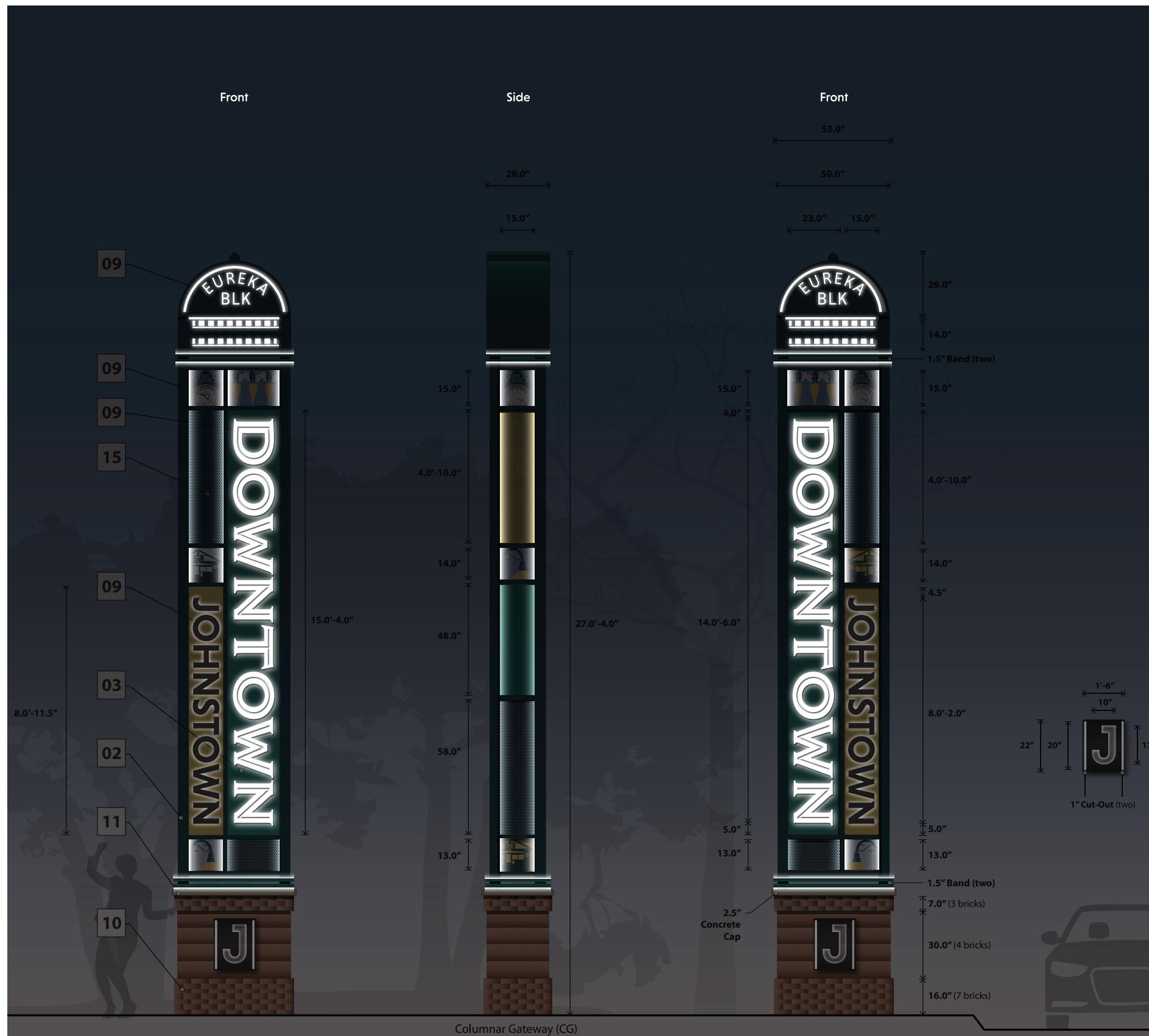
As an alternative to a custom interpretive panel system, there is also the option to use a semi-custom signage design provided by a signage manufacturer. There are several companies that provide these types of signs, including the following:

### Timely Signs - Interpretive Signs

<https://timelysigns.com/products/interpretive-signs/>



## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



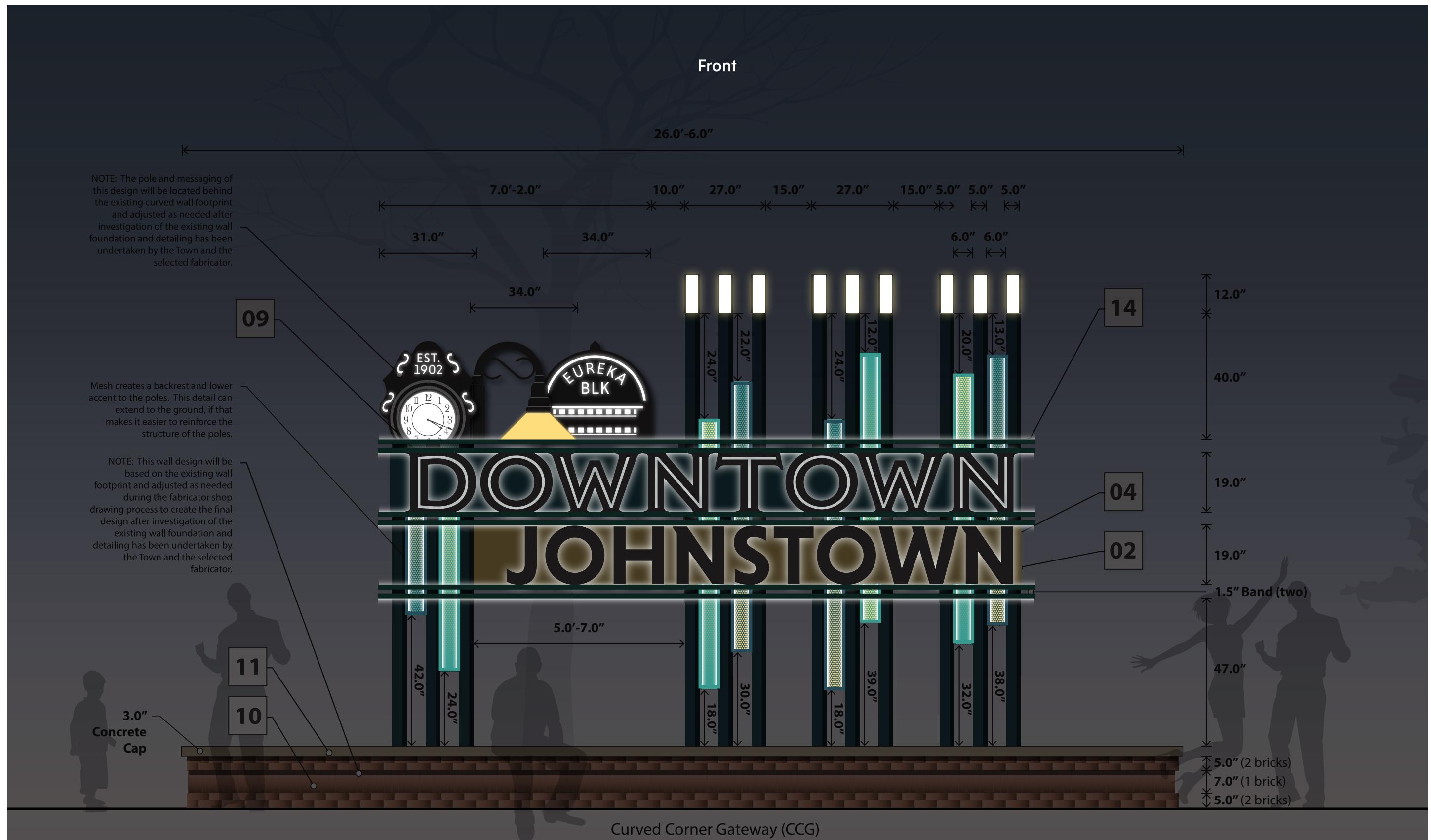
The first wayfinding sign - the Sculptural "J" Gateway - was installed in the Summer of 2023, and illustrates the character of the preferred nighttime signage



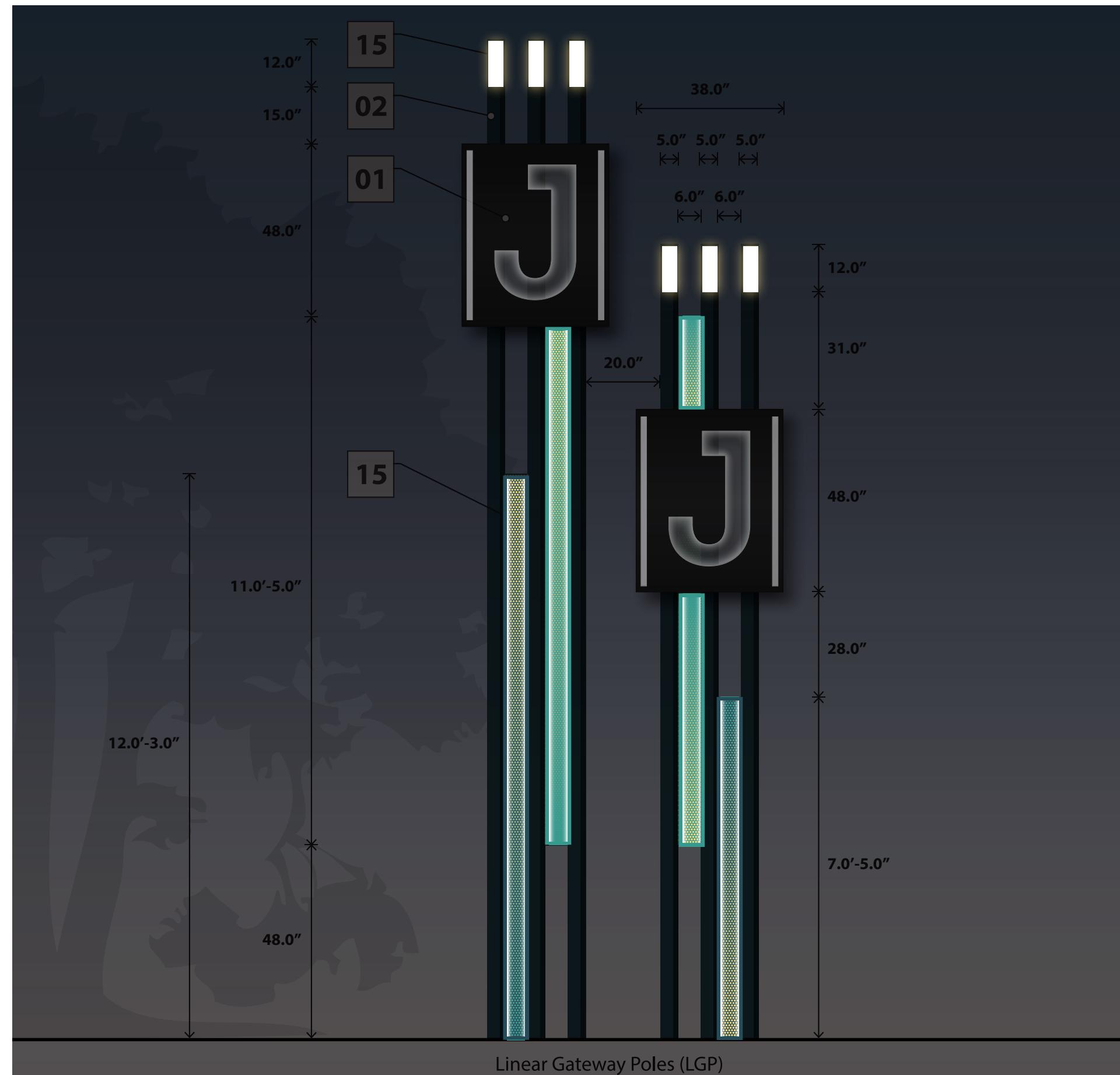
## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



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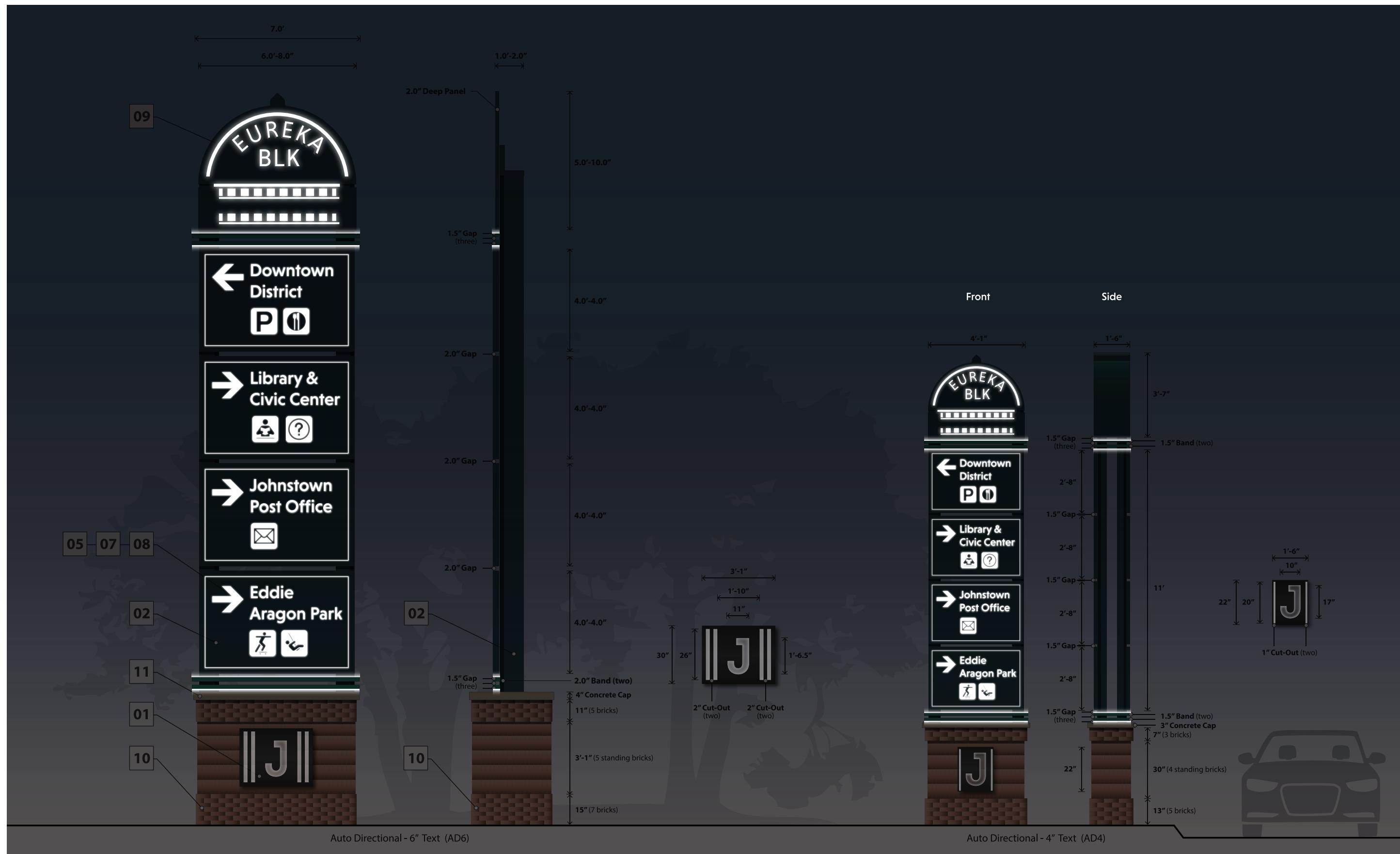
## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



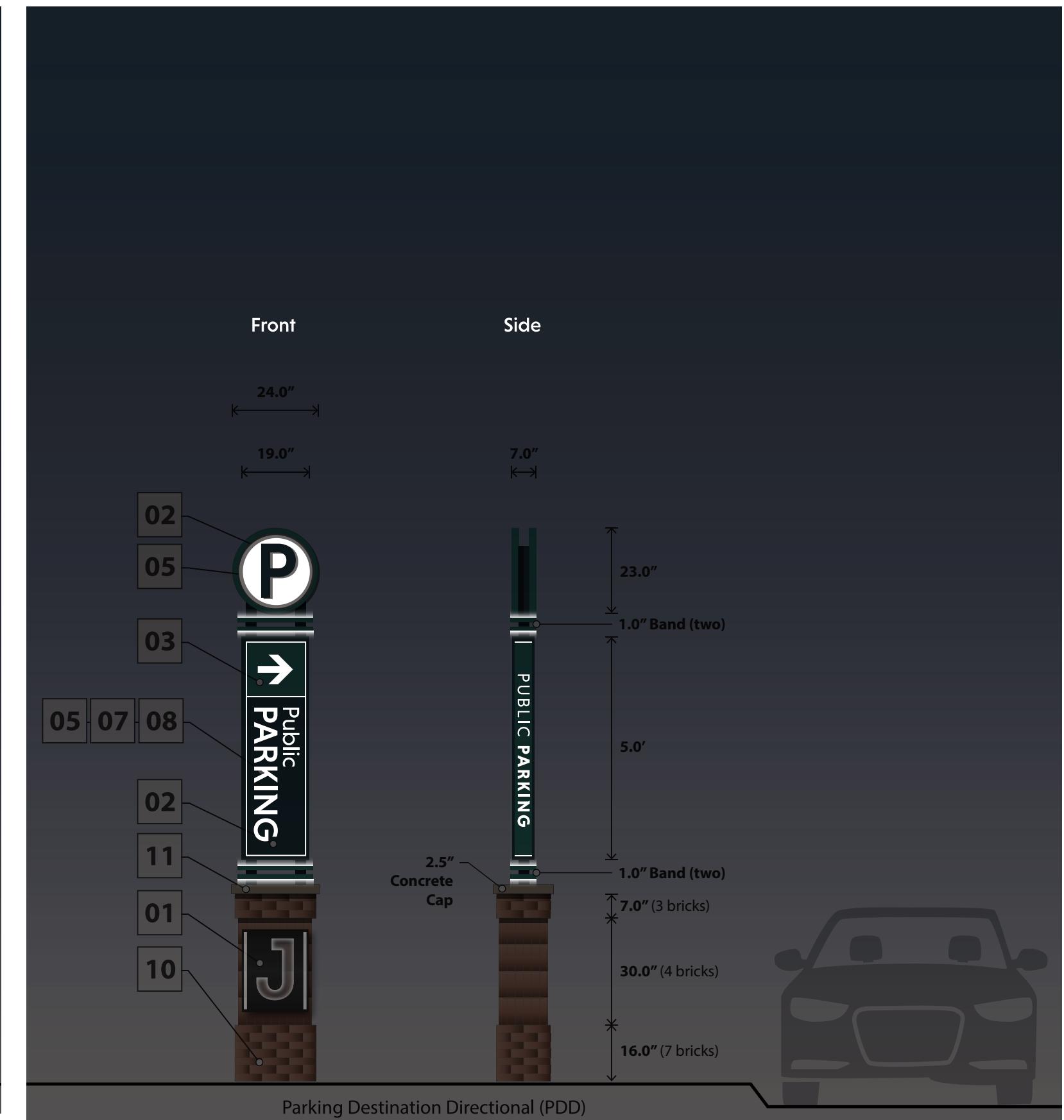
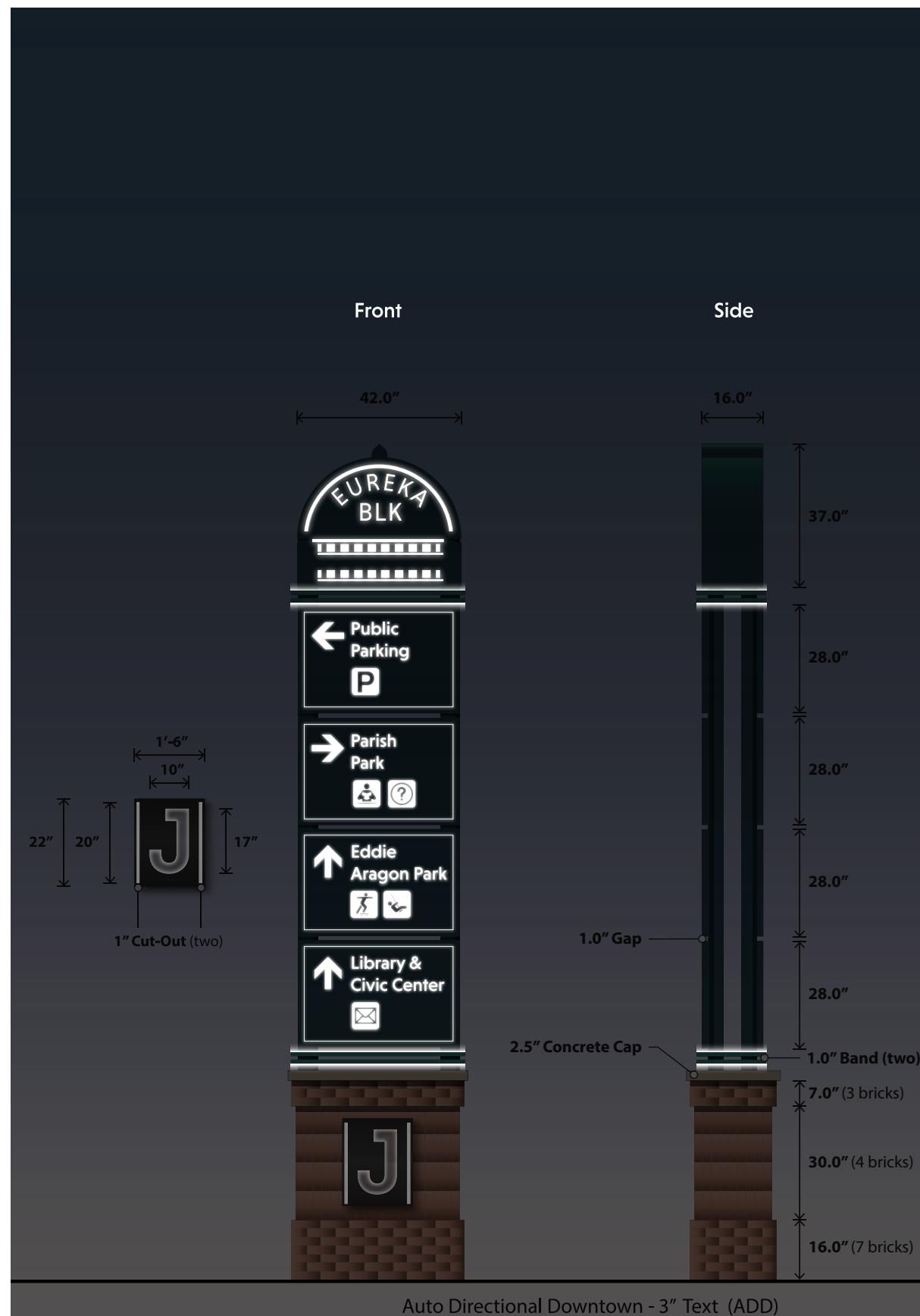
## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



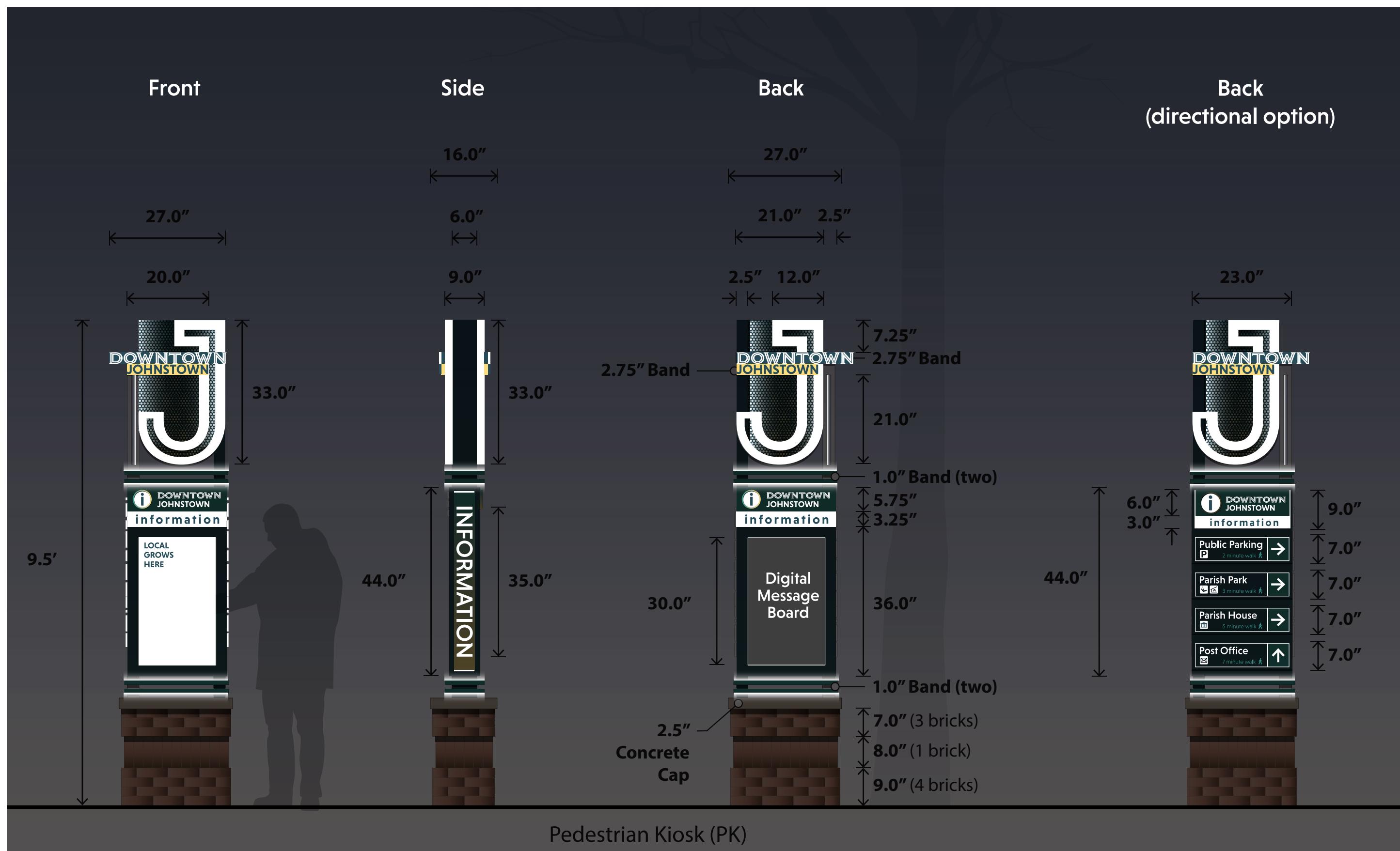
## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



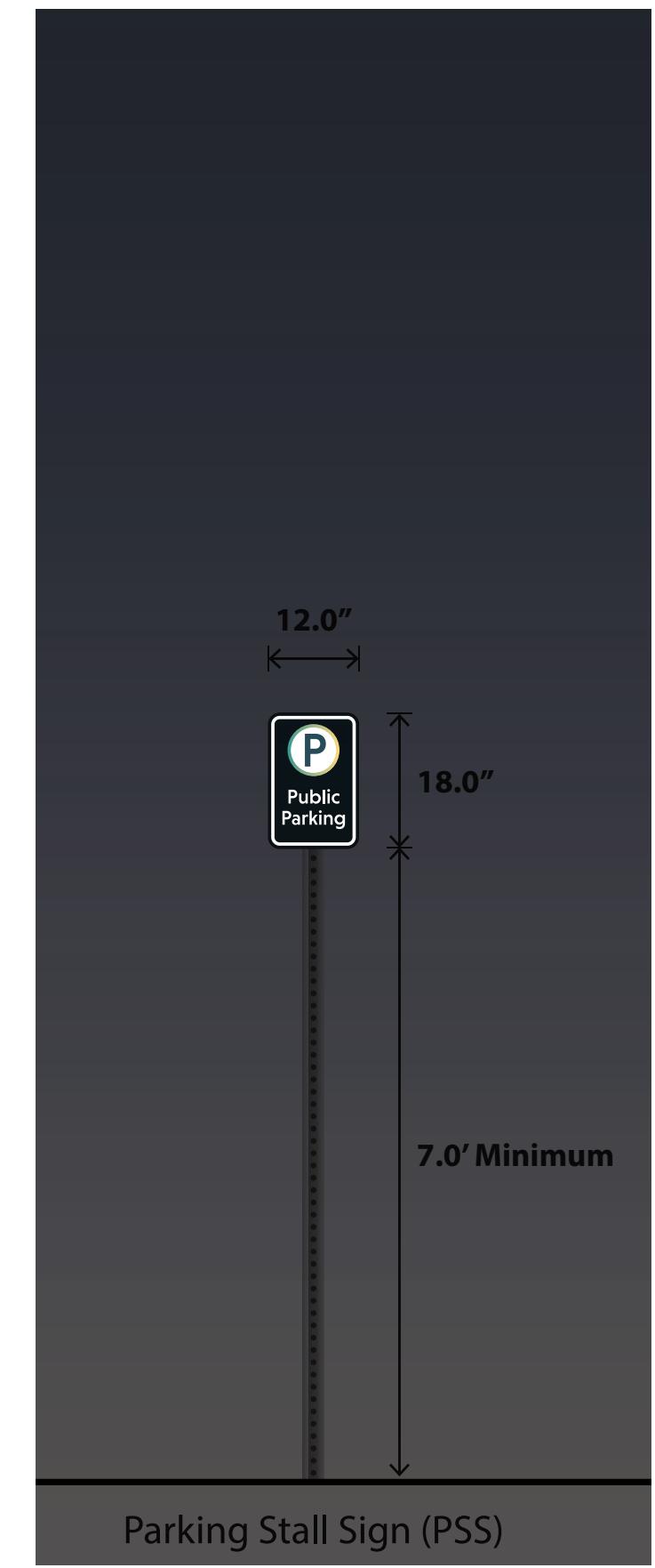
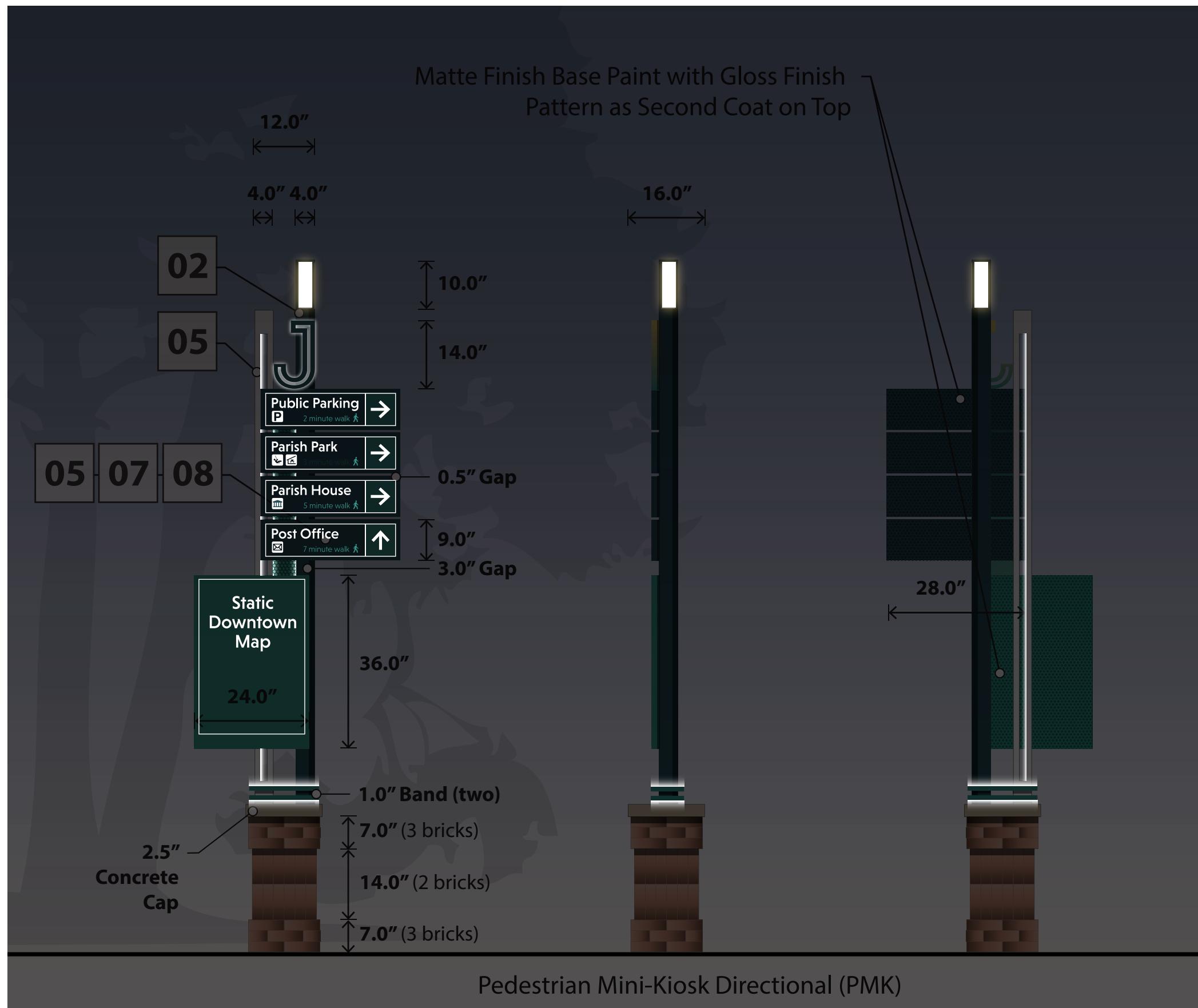
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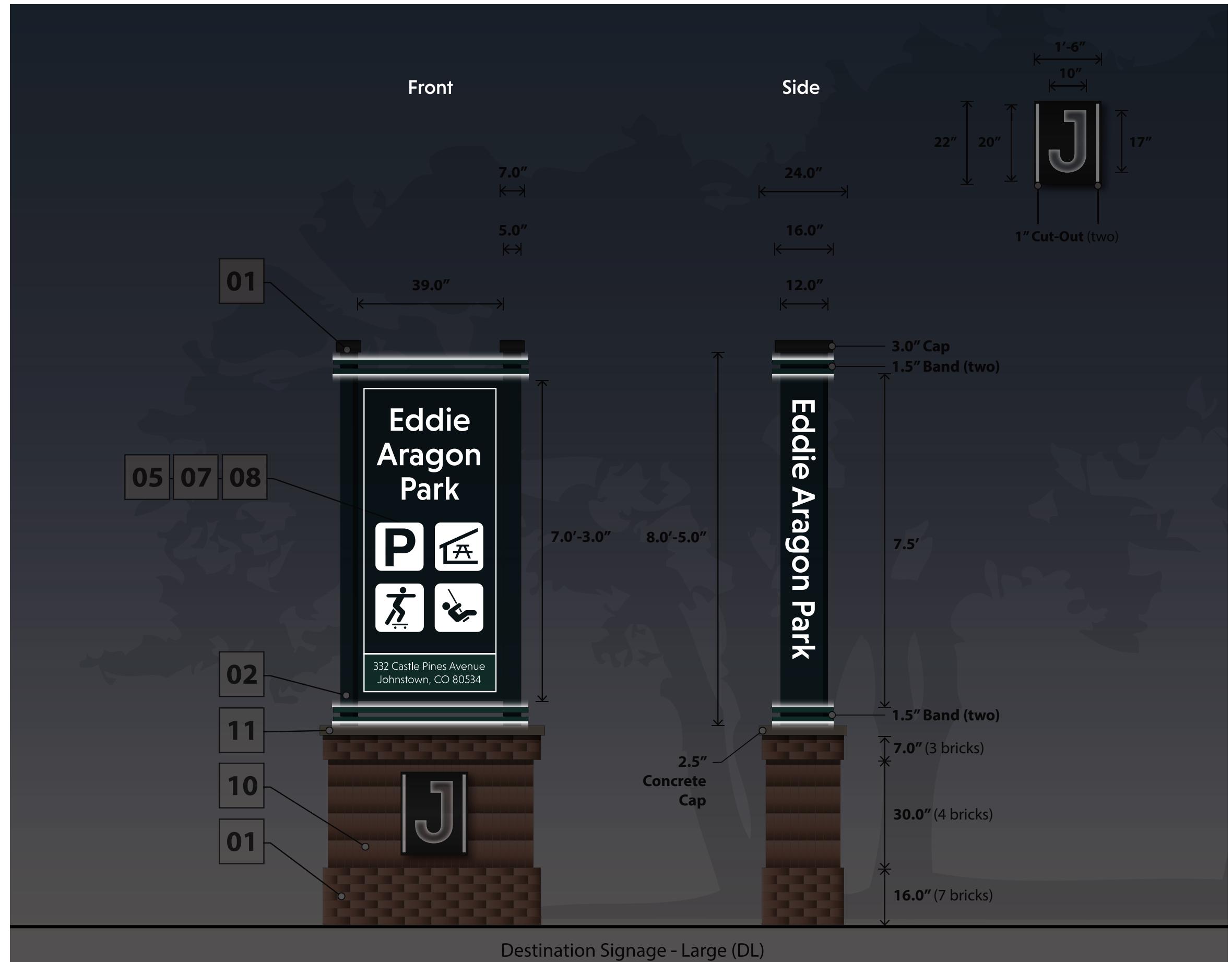
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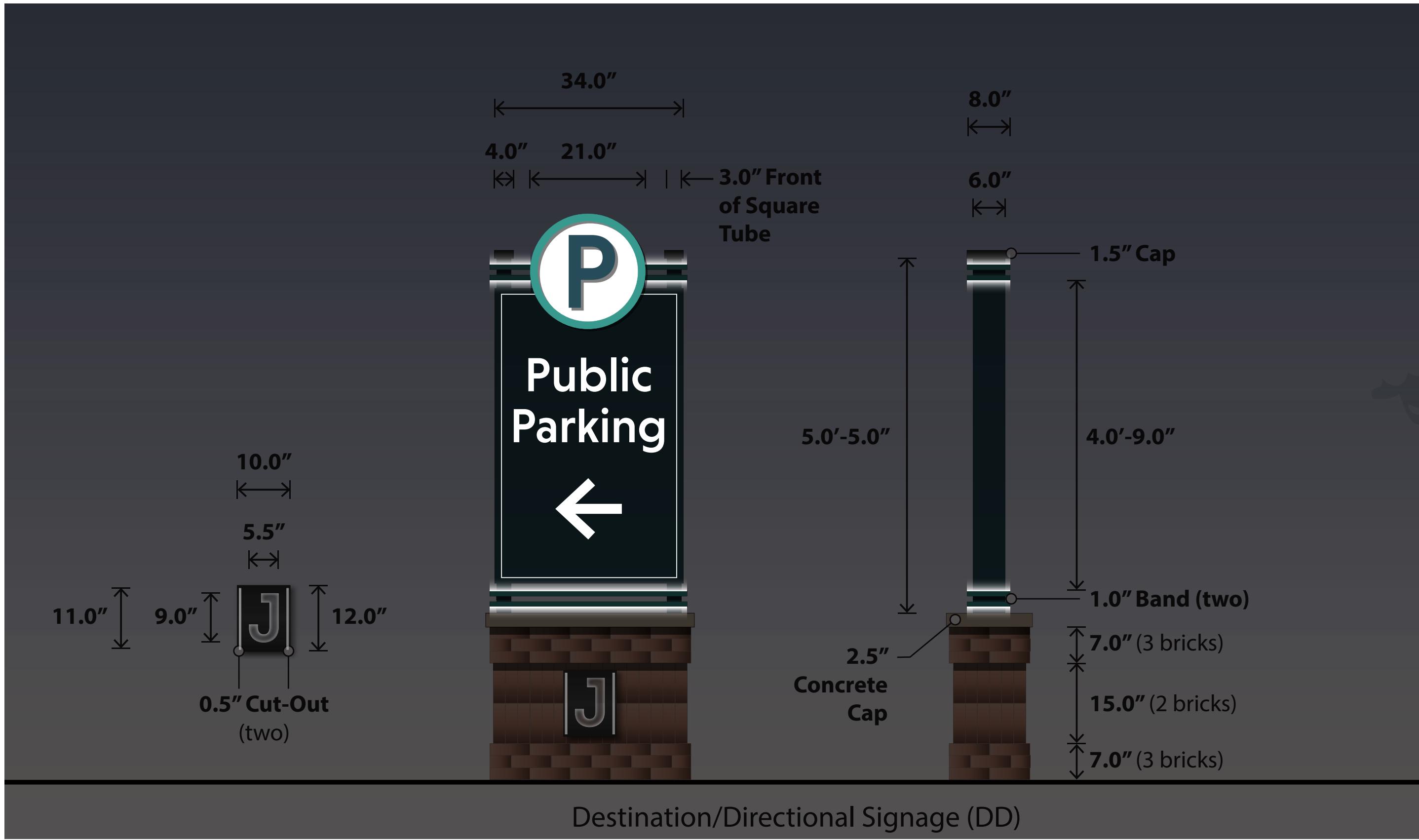
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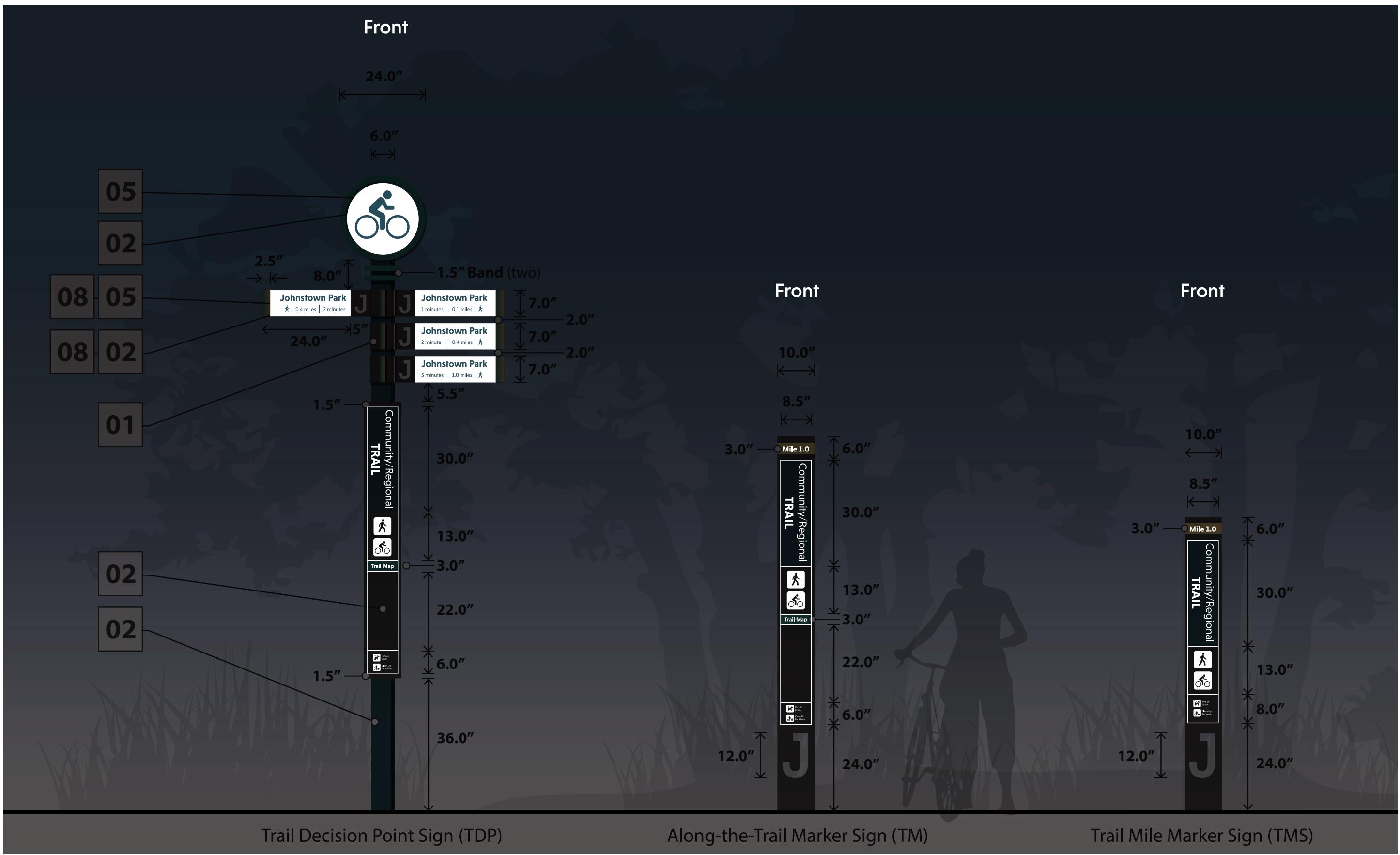
**ILLUSTRATIVE  
NIGHTTIME SIGNAGE  
EXAMPLES (TO SHOW  
LIGHTING INTENTION)**



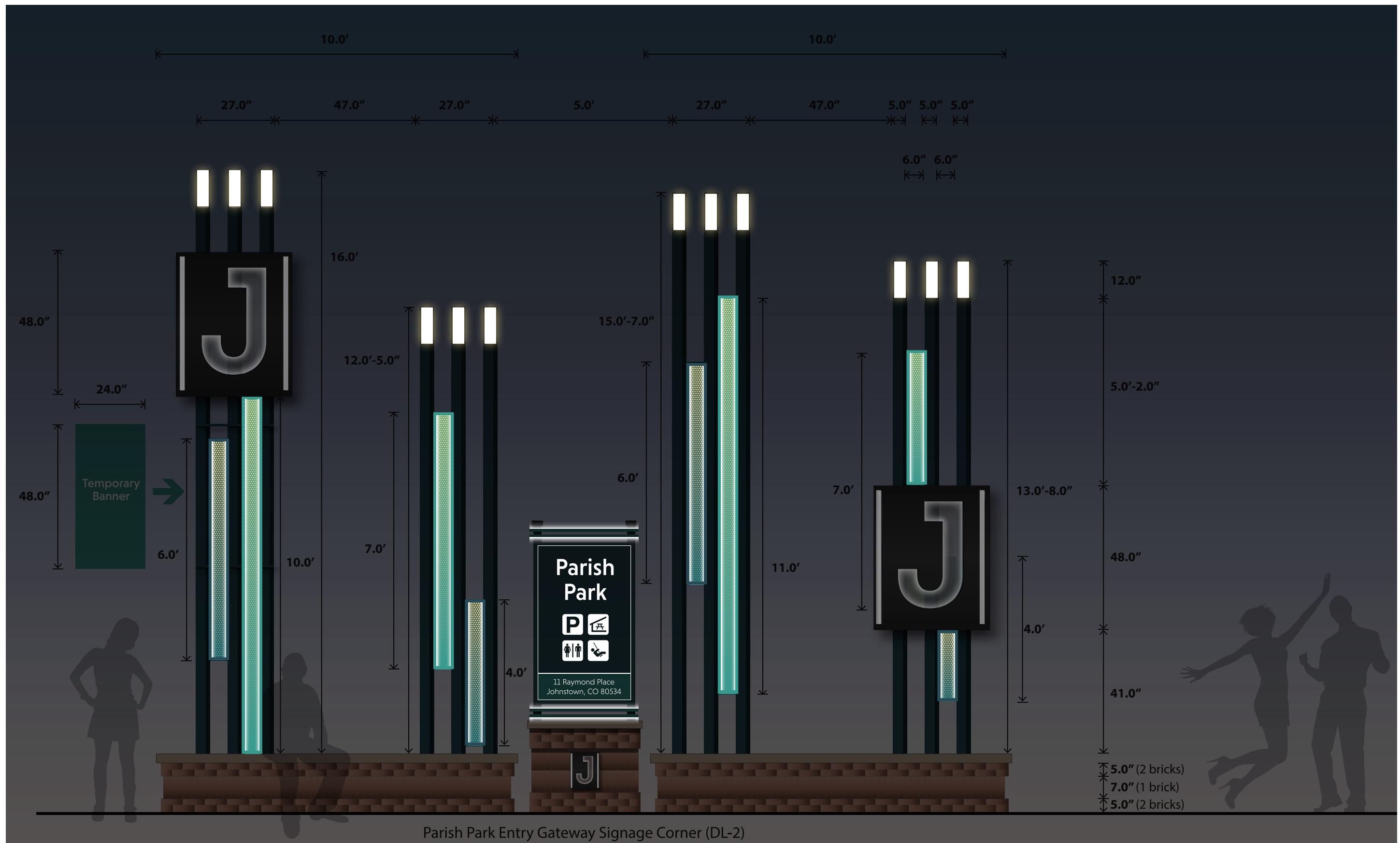
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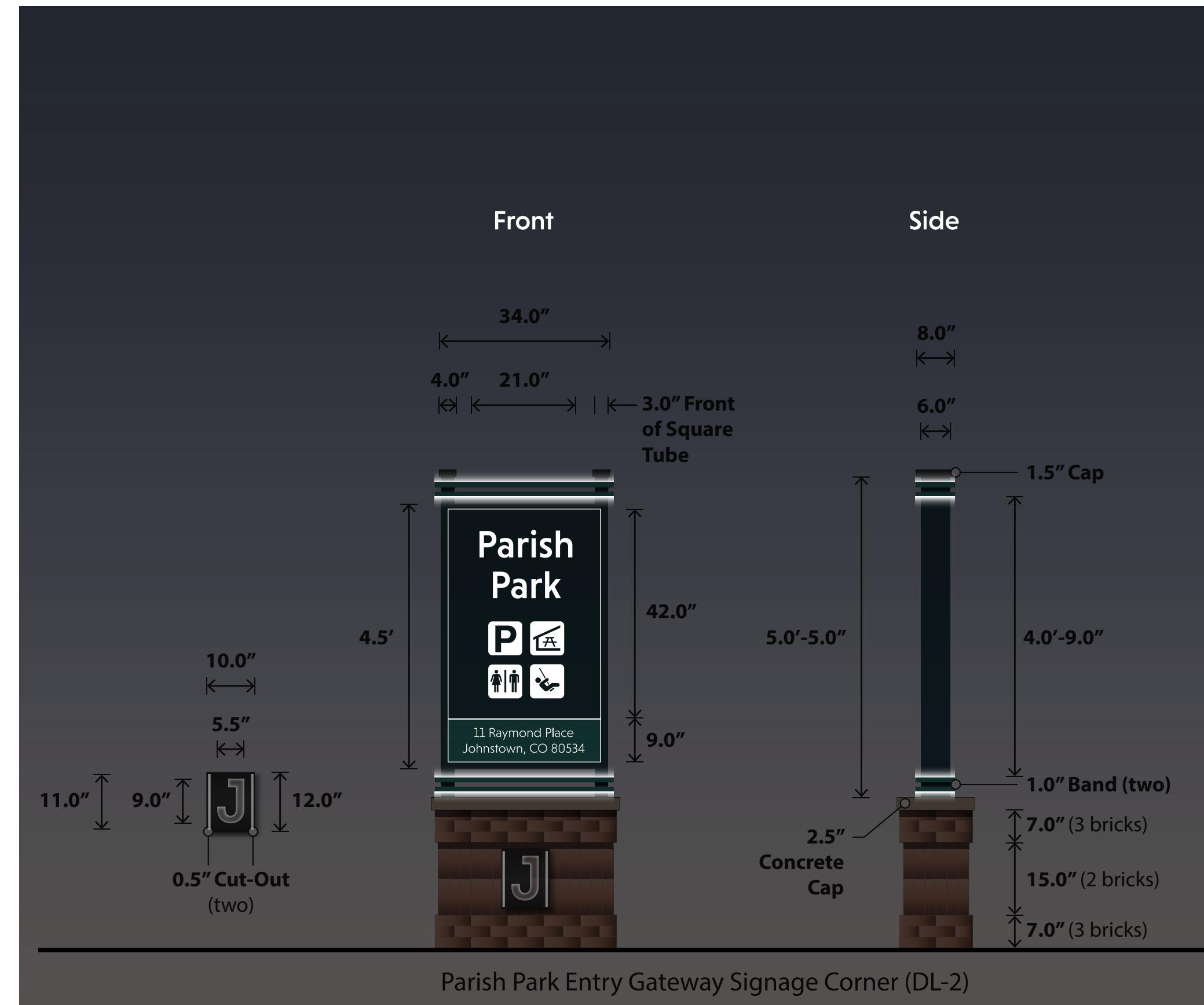
## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



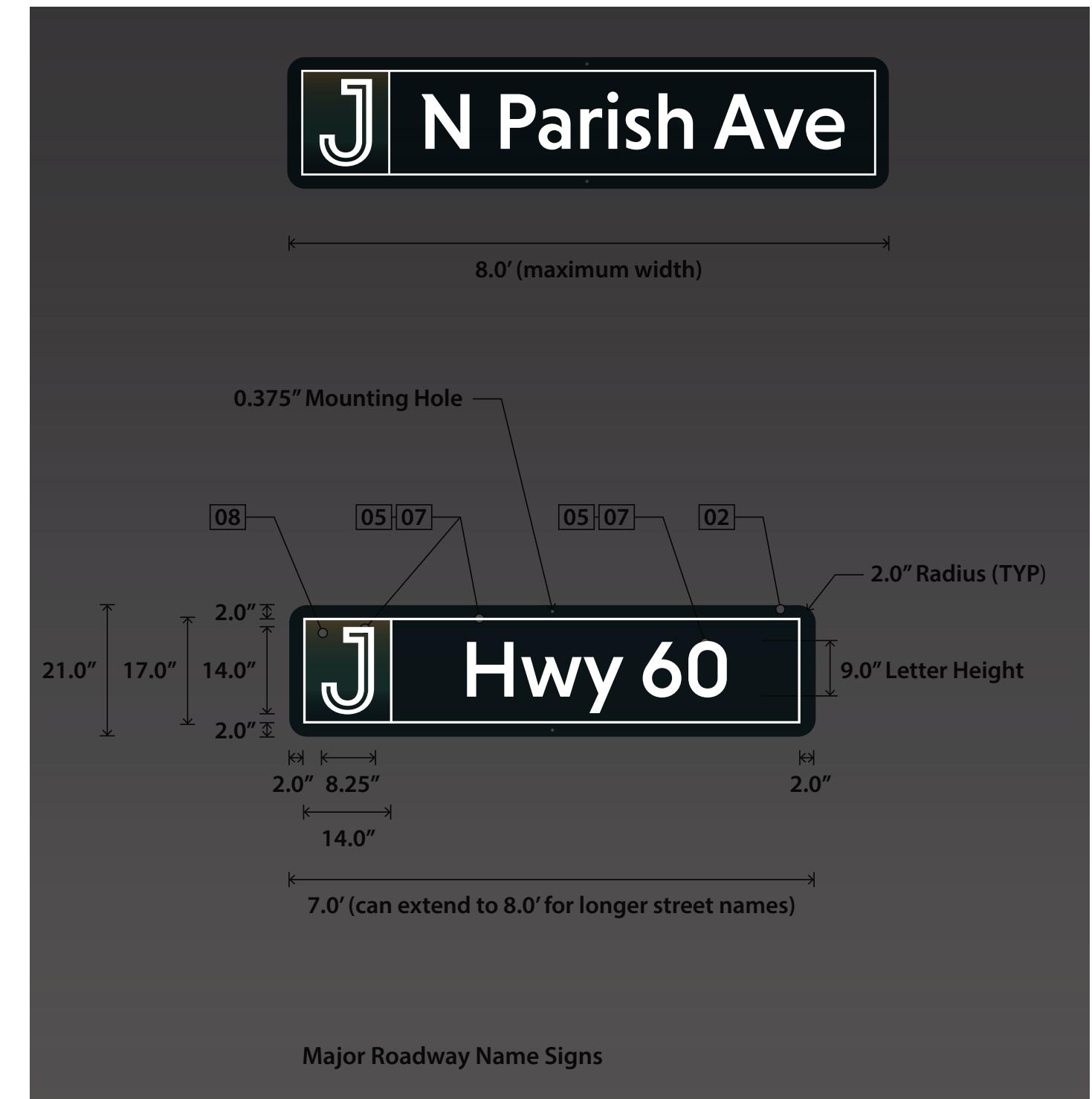
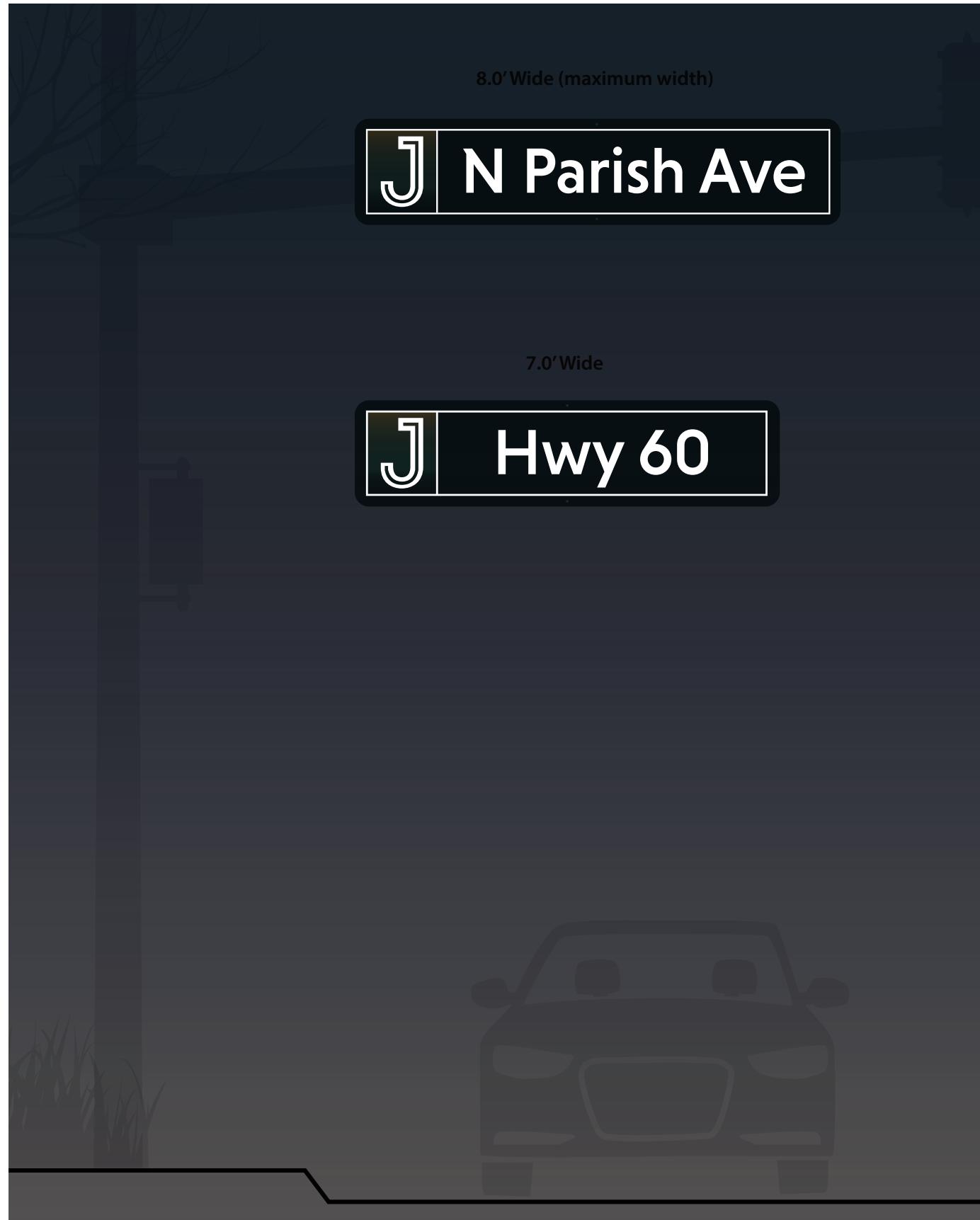
## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)

### Neighborhood Scale Street Name Sign

3.0" x 3.0" Galvanized  
Telespar Sign Post

3.0' Wide

J Dee Road

4.0' Wide (maximum width)

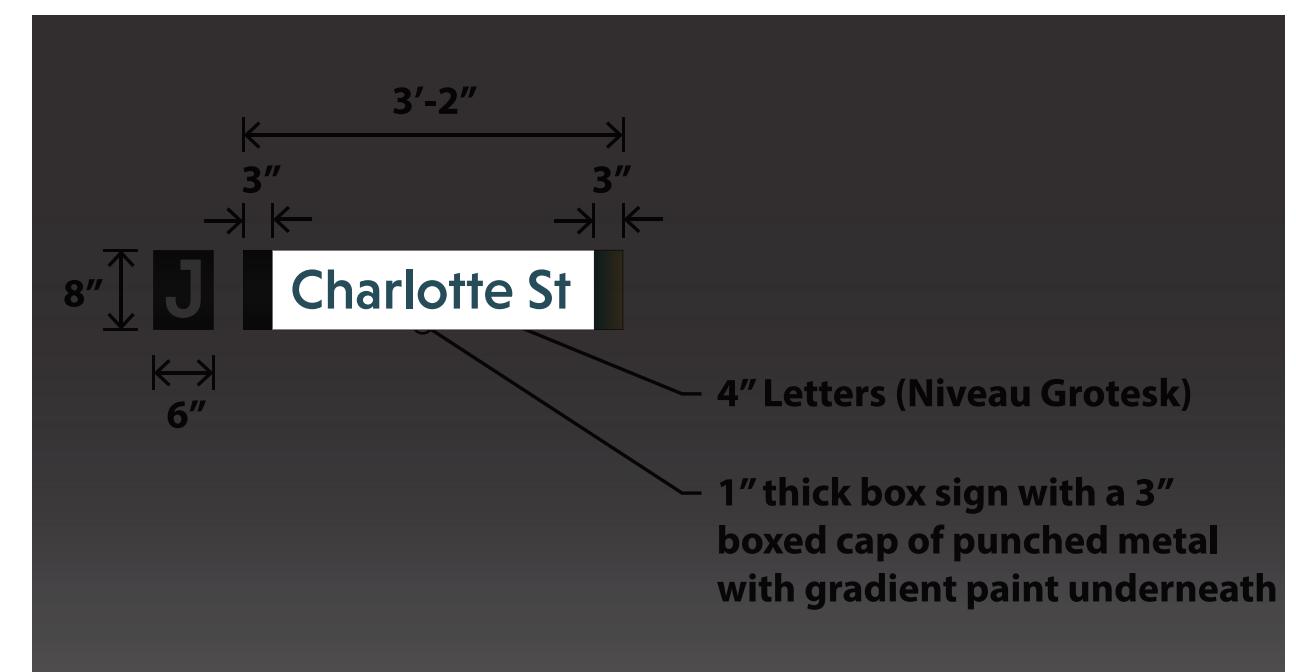
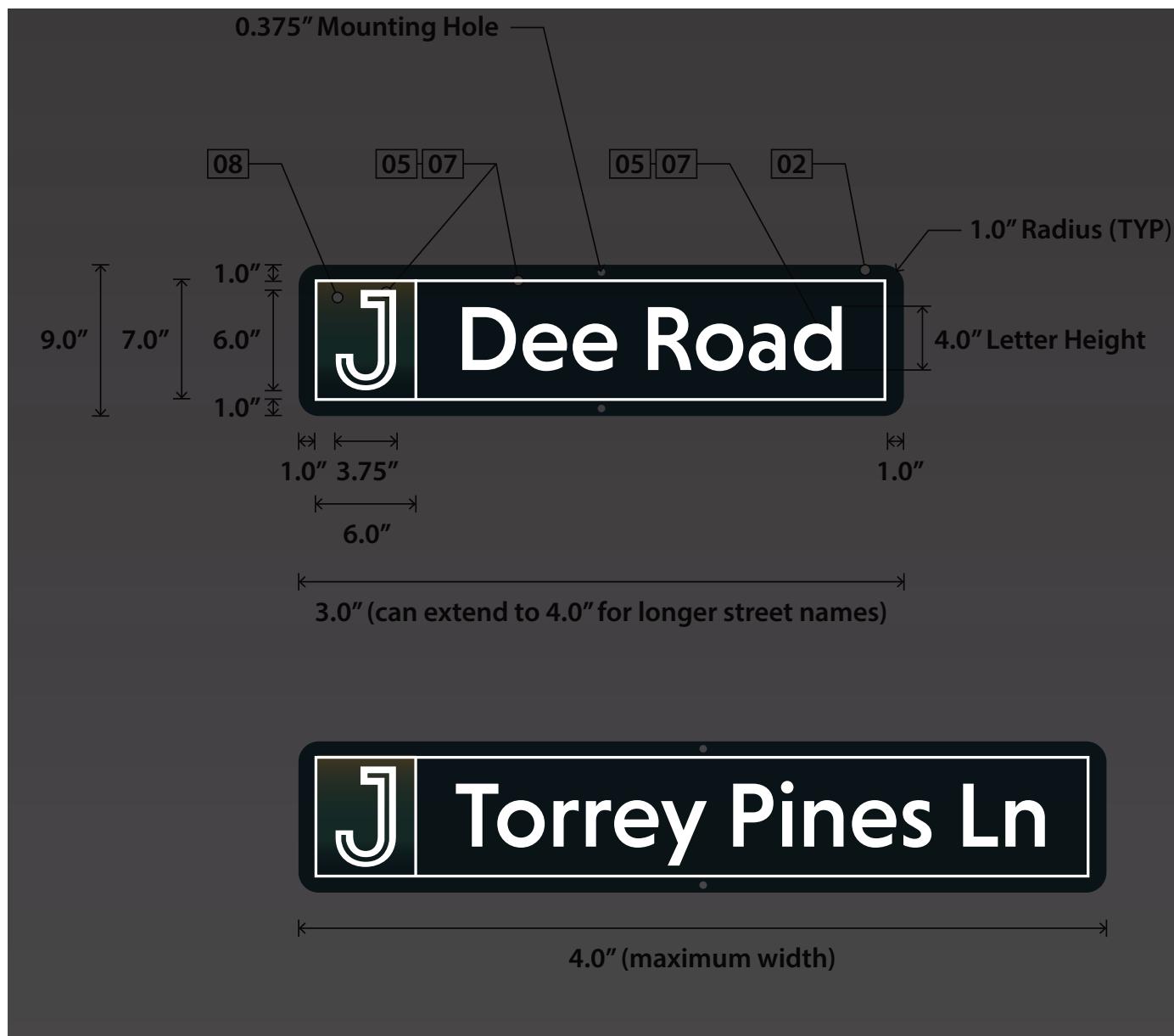
J Torrey Pines Ln

2.0'  
Minimum

7.0'  
Minimum



## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



## ILLUSTRATIVE NIGHTTIME SIGNAGE EXAMPLES (TO SHOW LIGHTING INTENTION)



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DOCUMENT PREPARED BY:

**Michael Baker**

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