



STAFF REPORT

TOWN COUNCIL MEETING OF AUGUST 11, 2015

To: Town Council

From: Town Manager, Chamber of Commerce

Subject: Town Branding and Entry Sign proposal

Date: August 2, 2015

RECOMMENDED ACTION:

Hear Town staff, Chamber staff presentation and give direction.

DISCUSSION/BACKGROUND:

Strategic Direction #3 of the Town Council Strategic Plan calls for the branding of Loomis and to design and place signage on the Town borders directing people to Town. Since the Strategic Plan workshop, Town staff has been working with the Chamber on developing both a branding strategy and border signage per the Council's Strategic Plan's direction. Specifically, Town staff has been working with the Chamber staff and the Economic Development Committee of the Chamber.

Branding:

Branding can turn a Town into a place where people want to live, work and visit. Branding isn't about inventing something; it's about discovering what's already here. Looking back on the history of Loomis it is clear that the Town was well known for its fruit packing sheds and labels. Today, two of the well-known structures in downtown are the Blue Goose shed and High Hand shed. Previous Town Councils have identified the "shed to shed" area as the downtown core business district and the area of central focus.

Based on the history of Loomis, the existing fruit label murals around town, and the previous designation of the downtown core business district as the "shed to shed" area, the Chamber and Town staff have expanded on this potential branding identity in the attached power point.

Border Signage:

Staying consistent with the fruit label/fruit shed branding, Chamber and Town staff has proposed a Town entry sign for the North East corner of Sierra College Boulevard and Taylor Road. The sign would be constructed using a fruit shed theme (corrugated metal roof and base) and fruit label design on the signage (see attached simulation).

CEQA:

This discussion is exempt from CEQA.

FINANCIAL IMPLICATIONS:

None at this time.

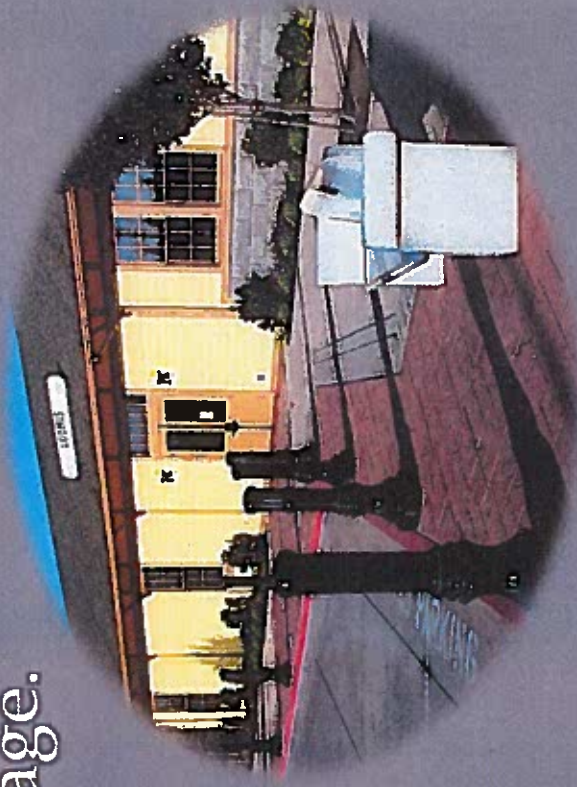
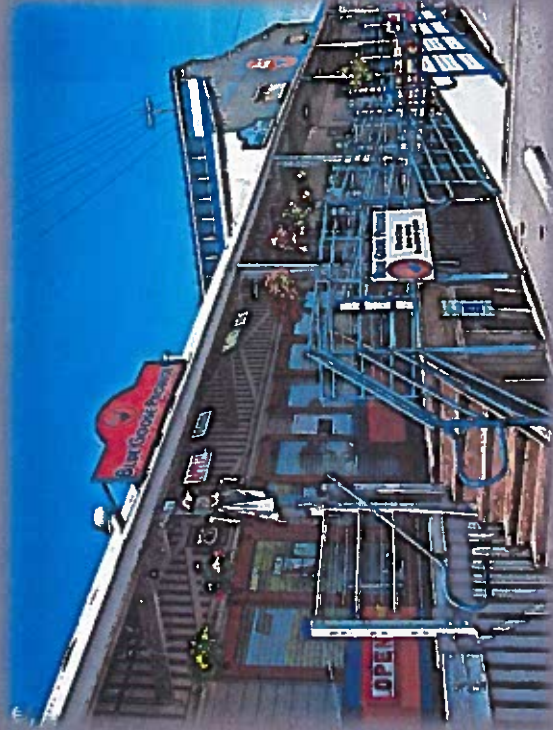
Discover Loomis

JOINT PRESENTATION BY:
TOWN STAFF,
TOWN OF LOOMIS
and
ECONOMIC DEVELOPMENT
COMMITTEE,
LOOMIS BASIN CHAMBER
OF COMMERCE



OUR GOAL IS:

To create a unified brand to promote the Town of Loomis as a distinctive destination providing a unique small town shopping and dining experience while honoring and capitalizing upon our historical agricultural heritage.



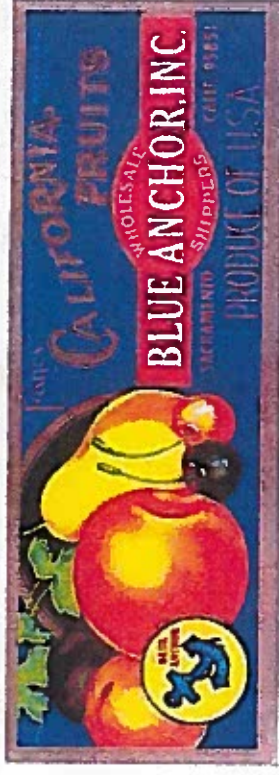
SOME BACKGROUND

The early settlers of what is now known as the Town of Loomis turned to agriculture to build a strong economic foundation for the community. With a Mediterranean-like climate, the Loomis area was ideal for fruit ranching. Loomis-grown peaches, plums, cherries, pears, apricots and other fruit were shipped to markets as far away as Chicago, New York, and other eastern cities.

There were originally 14 fruit packing sheds, giving Loomis an array of colorful artistic packing labels dating back to the 1880s.

The Packing Labels

These colorful labels were pasted on wooden crates and shipped all over the country for nearly 70 years. In the late 1950's labels were no longer used because pre-printed boxes replaced the older wooden crates.



The leftover labels were gathered up by collectors, dealers and former orchard owners, and many labels are still a coveted find at many antique stores, flea markets or on eBay.



Example: The City of Monterey



Has created a Path of History that is a self-guided, two-mile tour of Old Monterey marked by yellow tiles in the sidewalks and includes points of historical significances.



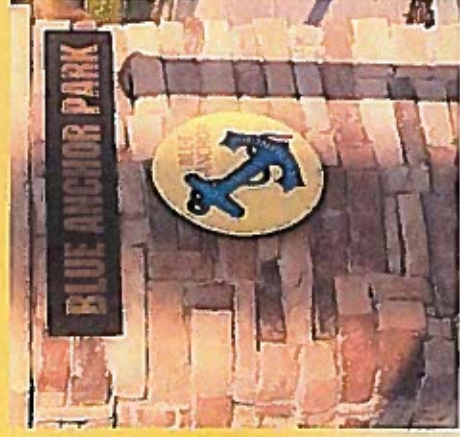
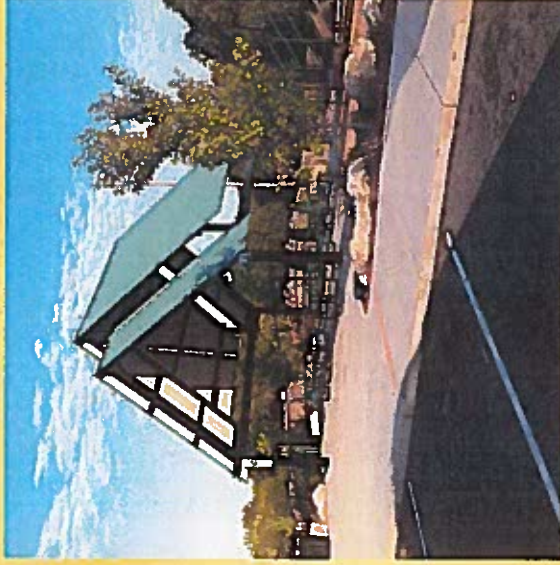
This is coupled with the rich history of Cannery Row, which includes directional signage, murals, history plaques and seafood packing labels depicted on streetlight banners and implanted into the sidewalks.

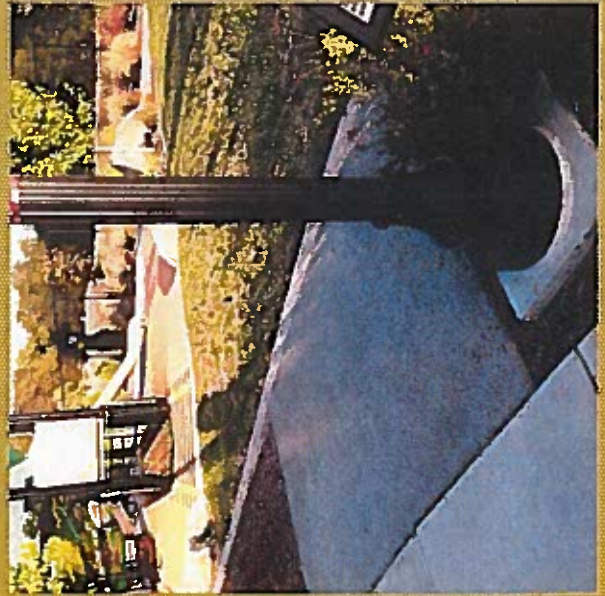
Photos of Cannery Row Continued



The Mission

To build our branding around the historical fruit packing labels originating from the Loomis area through the creation of a walking historical loop. Capitalizing and building upon the existing 5 fruit packing label murals and the Blue Anchor Park and history plaque while adding additional murals and expanding the use of the packing labels in streetscape, signage, marketing materials, events and shop local campaign.

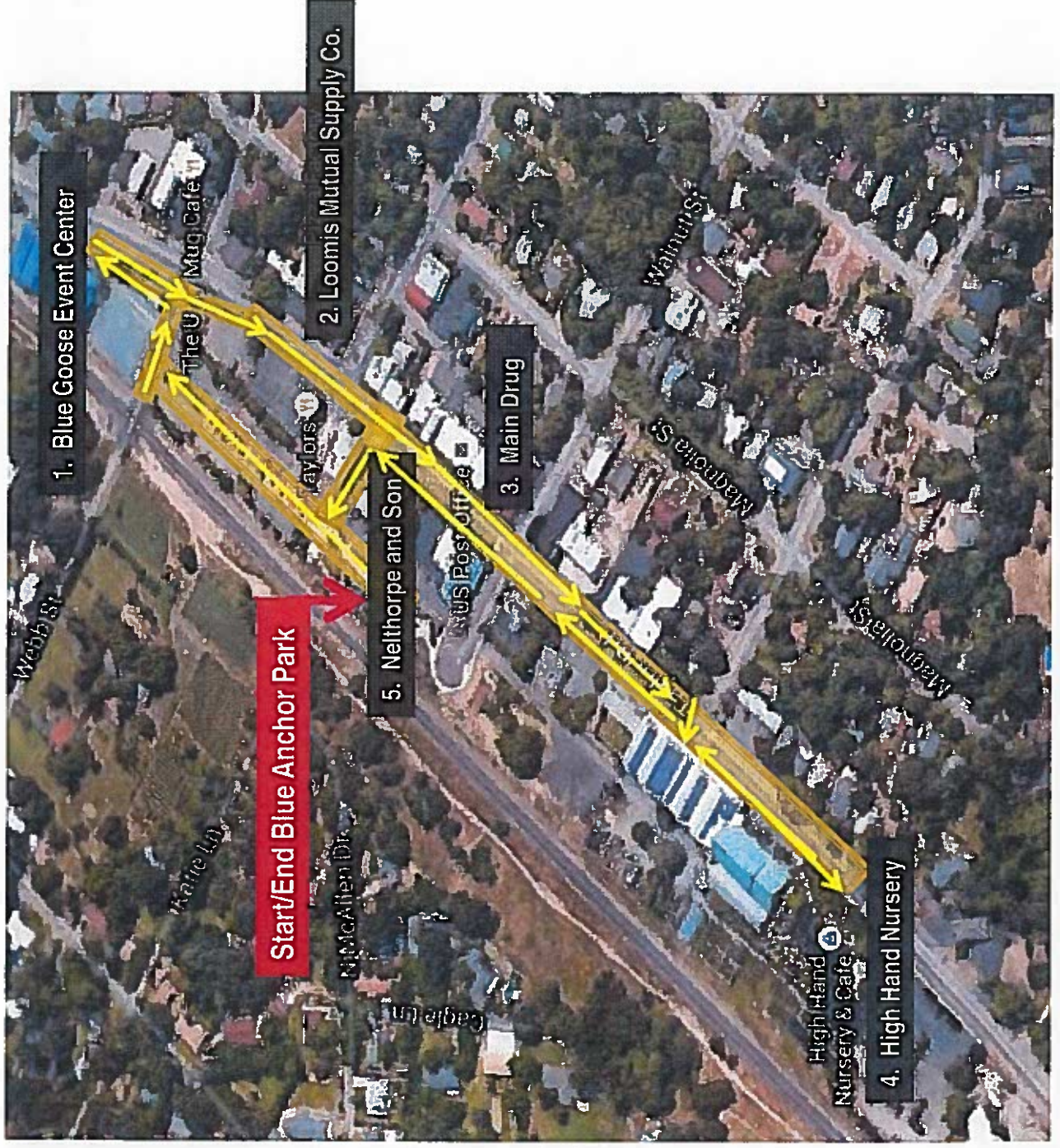




Blue Anchor Park Historical Panels



Walking Loop of Historical Panels & Fruit Label Murals



1. Blue Goose Event Center



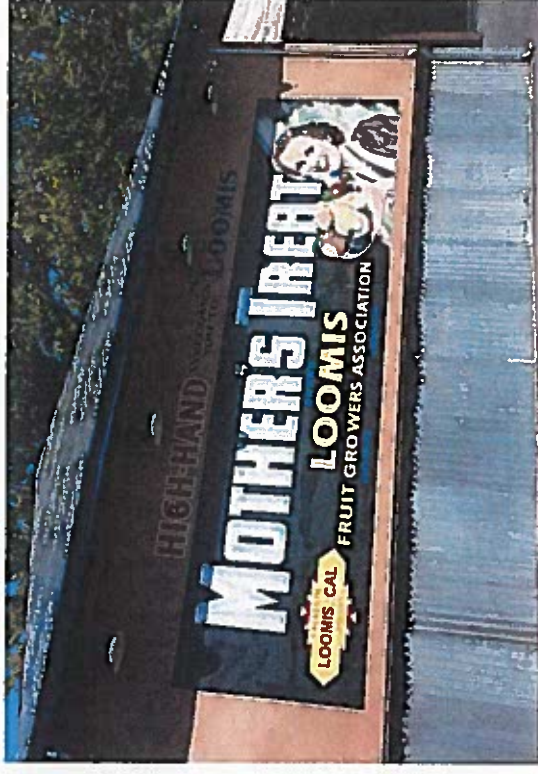
2. Loomis Mutual Supply Co. Mural



3. Main Drug Mural



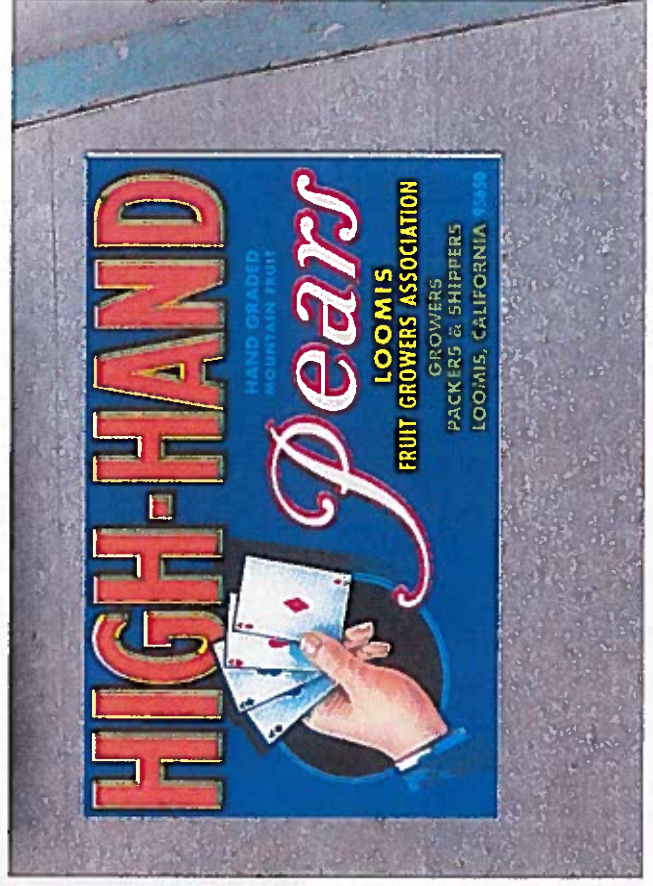
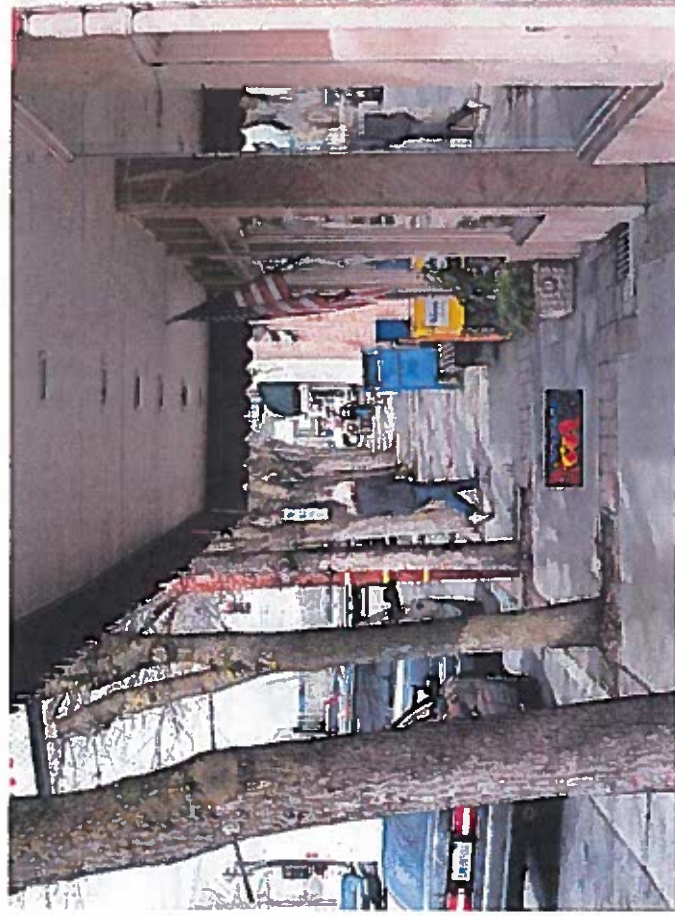
4. High Hand Nursery



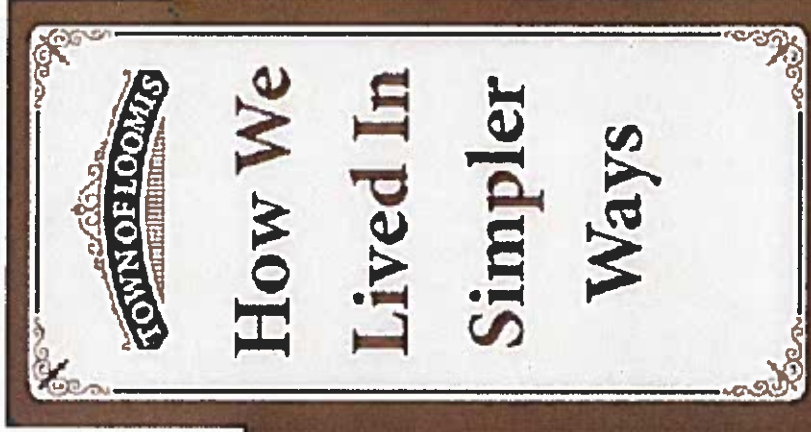
5. Nelthorpe Mural



Proposed Fruit Packing Labels for Sidewalks



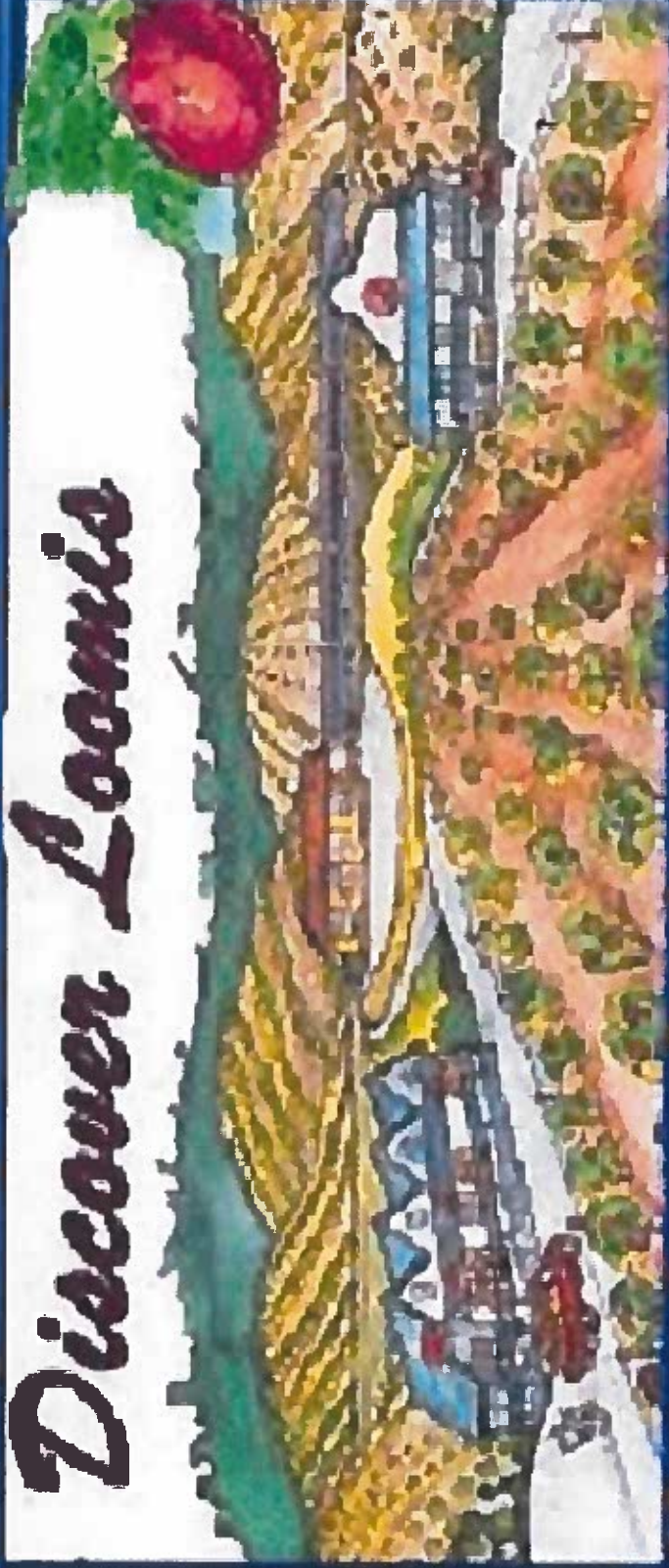
Street Banner Images



Proposed Future Fruit Packing Label Murals on Existing Buildings in Loomis



Discover Loomis



Shopping • Antiques • Art • Events
Restaurants • Brewery • Wineries