

07.13.22




GLUCKSTADT, MISSISSIPPI

GERMANTOWN VILLAGE

BRAND FOUNDATION & NARRATIVE
CONCEPTUAL DESIGN





**PROVIDING BOTH EASE AND SYNERGY TO THE
GLUCKSTADT RESIDENT BY CREATING A TOWN
SQUARE, DESIGNED TO BE THE HUB FOR ACTIVITY,
ENTERTAINMENT AND COMMERCE**

THE BRAND BLUE PRINT

WHY

brand purpose

WHO

target market

WHERE

brand position

WHAT

value proposition
brand vision
brand attributes
our product offering

HOW

brand mission
proof points
brand voice
brand personality



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MACCH

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CAPPU

CHAI

LATTE

MOCHA

HAND

POURED

TEA



WHY

WHO

WHERE

WHAT

HOW

OUR PURPOSE

Germantown Village provides a unique professional and social experience for the Gluckstadt community and its surrounding areas. Offering a mixed use of residential, retail, corporate and hospitality, this development provides a central gathering square infused with charm, personality and nods to the area's German heritage.



WHY
WHO
WHERE
WHAT
HOW

OUR CUSTOMER

WHO ARE THEY?

People of all ages and economic income levels residing in Gluckstadt, who are looking for the novelty of a town square. From the generational dweller to those in town on business, people who are attracted to Germantown Village enjoy the warmth of small town community with the amenity offerings of a globally minded city.

FAMILY FAITH



Faith values time with her family above all, and hopes to have her own one day. Having just purchased her first home with her mechanic husband, she splits time running her own small business between Flowood and her home office. In her free time she prefers to stay close to home, enjoying the simple pleasures of life, but not without a little retail therapy every now and then. Faith doesn't mind getting her hands dirty knowing she has a standing appointment with her manicurist.

KEY FOCUS

- Home Accessories
- Novelty Coffee
- Nail Salon
- Burgers and Beer

BOY-MOM BETTY



Betty views being a boy mom as a badge of honor. Her oldest just made the varsity football team and the youngest won 6th grade class president. She enjoys a good bargain for the rapidly growing boys, saving money on clothing so that the family can splurge on dinners out at new local restaurants. Taking turns on who gets to pick the restaurant, all can agree on their Saturday morning doughnut tradition.

KEY FOCUS

- Safe place for the kids to hang out solo with their friends
- Cuisine Variety
- Bakery/ Doughnuts

NISSAN NICK



Nick has worked his way up into management at Nissan. As a recently divorced dad of a seven-year-old that lives out of state, Nick is single and ready to mingle. Living in the apartments for commuting ease, once home, Nick wants the ability to have everything at his fingertips, or at least walkable. While he may be interested in exploring the nightlife offerings, he enjoys the ability to switch focus to family friendly activities while his son visits.

KEY FOCUS

- One-Stop Shopping
- Home Base
- Nightlife
- Parks

SIMPLE LIFE SMITHS



Chrisy and Bob Smith were born and raised in Gluckstadt where they saw their children, and their children's children grow up. Chrisy still works as a part time book keeper to stay sharp, while Bob enjoys the joys of retirement. While Chrisy is hitting the books, Bob makes his daily Kroger run to prepare the meals for the both of them. After all these years they still make date night a priority, but are creatures of habit and stick to their favorites, American or Italian with a walk to the ice cream shop for desert.

KEY FOCUS

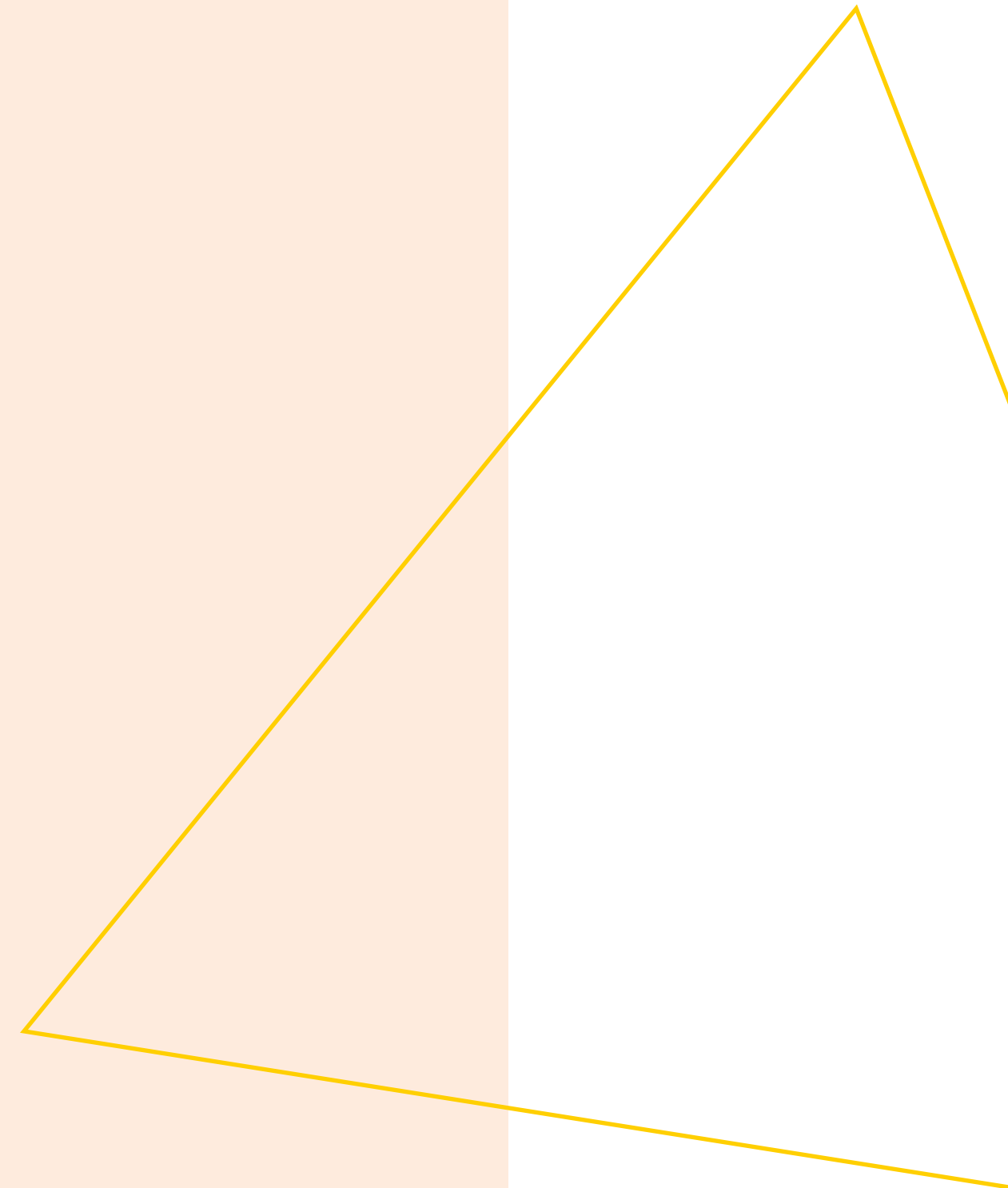
- Classic Cuisine
- Farmers Market
- Early Bird Specials
- Ice Cream Shop



WHY
WHO
WHERE
WHAT
HOW

OUR POSITION

For local residents seeking convenience and variety, Germantown Village provides an anchor of activity to solidify and unify the Gluckstadt community identity. Through quality and diverse product offerings with a wholesome backdrop, this development creates a destination that can transition safely from day to night. Designed to enhance local lifestyles, Germantown village will surprise and delight residents, newcomers and out-of-towners, alike.



ICE CREAM

ARTISANAL

la glace

MADE IN VANCOUVER

PASTRIES



WHY

WHO

WHERE

WHAT

HOW

Value

WHAT IS OUR VALUE PROPOSITION?

Germantown Village makes retail and entertainment accessible by providing quality offerings closer to home.

Vision

WHAT IS OUR VISION?

To be the city center for the town of Gluckstadt. To manifest the spirit of the new city, embracing the area's German immigrant heritage.

BRAND

Attributes

Community Oriented

Uniting

Reliable

Clean

Wholesome

Small Town Pride

Accessibility

History

Our Offerings



RETAIL

- Clothing
- Shoes
- Novelty/ Specialty
- Convenience/Pharmacy
- Hardware
- Floral



SERVICE

- Salon/Barber
- Nails
- Fitness



LODGING

- Residential Apartments
- Hotel



ENTERTAINMENT

- Movie
- Cultural



RESTAURANT

- Grab+Go
- Dine-In
- Bar + Snacks



CORPORATE

- Offices



WHY
WHO
WHERE
WHAT
HOW

The Plan

MISSION STATEMENT

To create and maintain a multi-use development that serves as the town of Gluckstadt's city center.

We Promise

BRAND PROMISE

To serve as a community hub by creating a space for hospitality, retail, residential and commercial offerings relevant to residents and visitors of Gluckstadt.

BRAND

Proof Points

Connection To Outdoor Space

Variety Of Cuisine Offerings

Social Program Calendar

Architectural And Design Nods To German Heritage

Planned City Experience With A Variety Of Offerings

BRAND

Voice

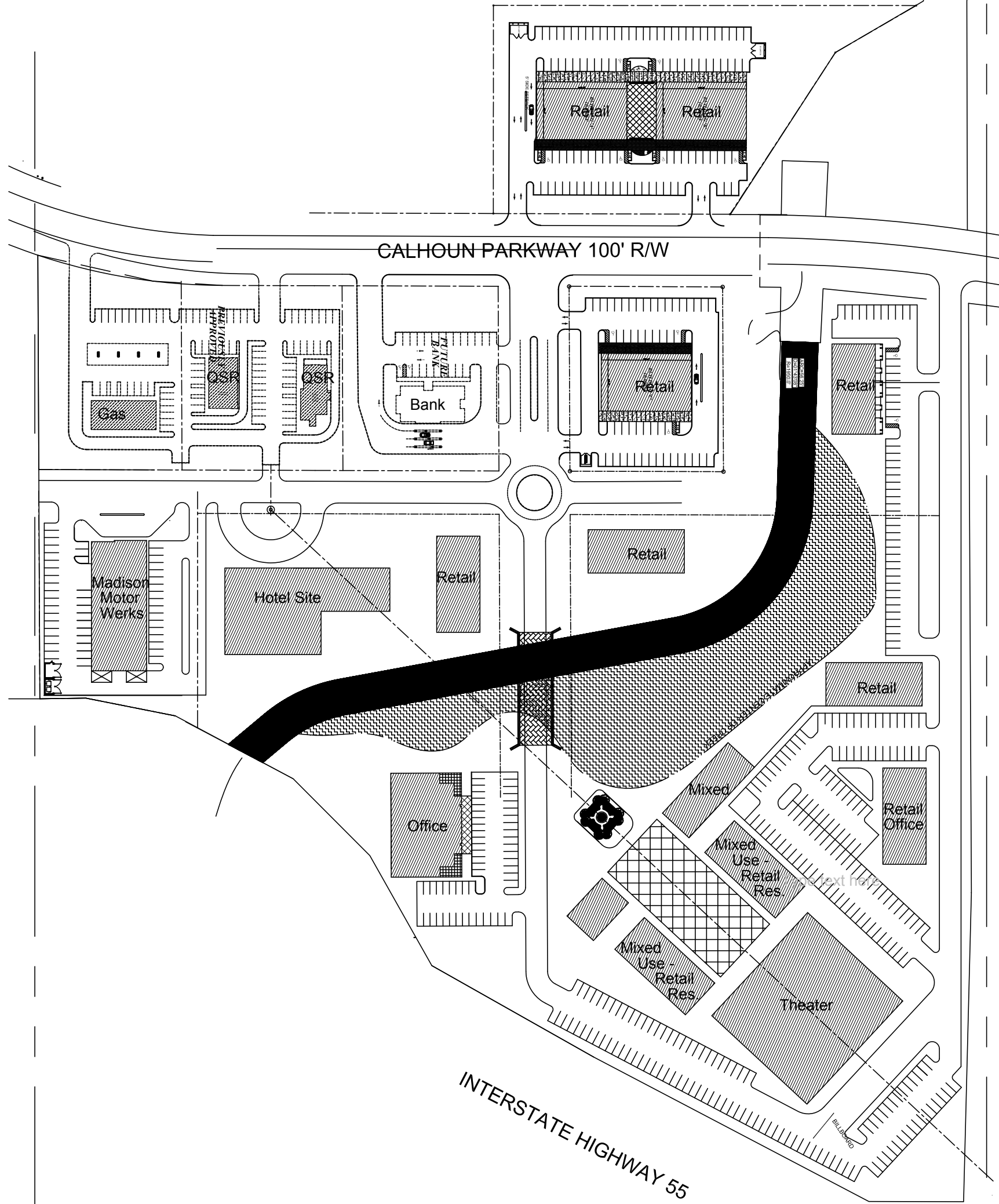
Easy going
Approachable
Supportive
Authentic
Charming

Personality

Knowledgeable
Friendly
Reliable
Good-natured
Community-minded
Inquisitive

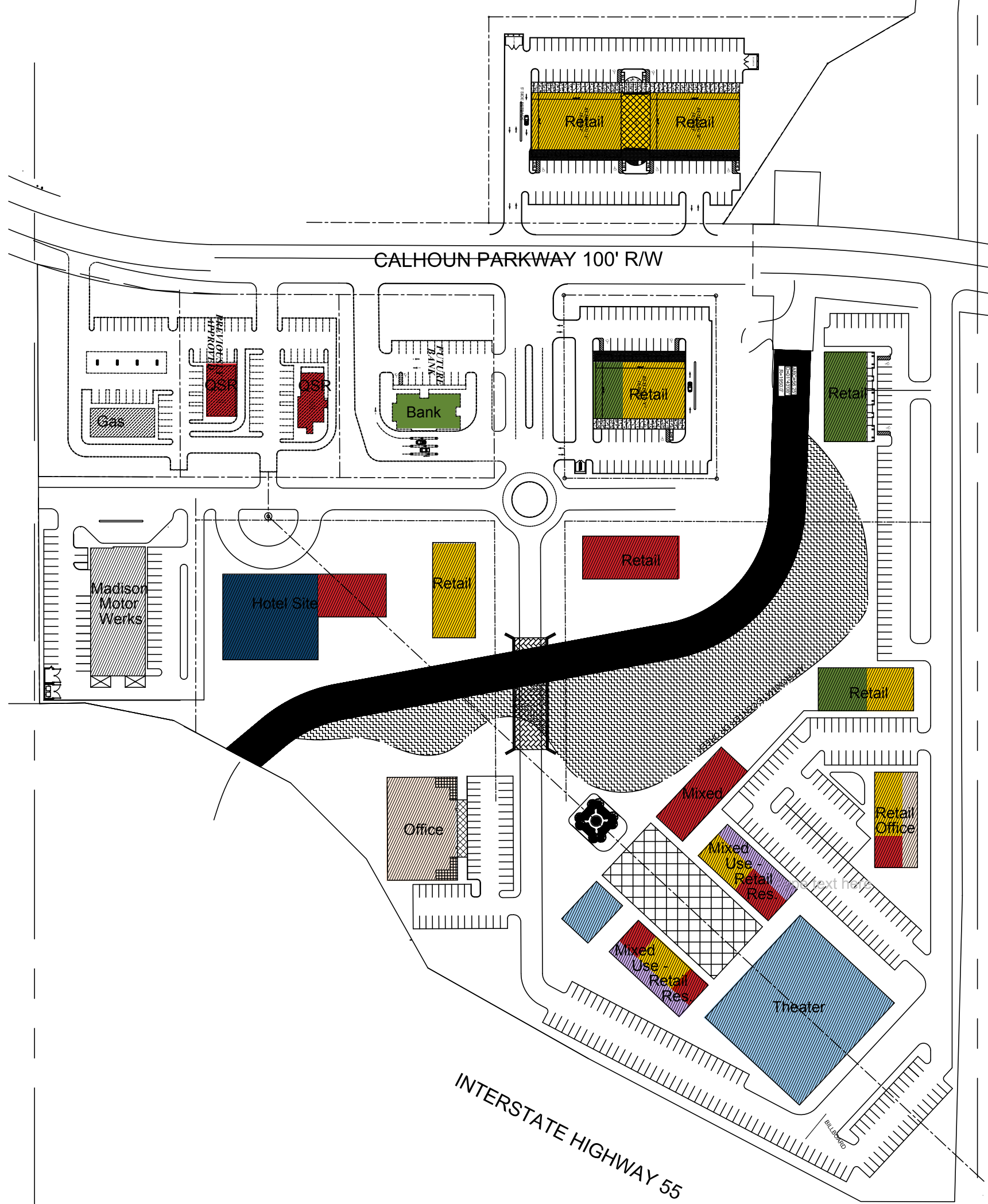
DESIGN CONCEPTS

PROPOSED STREET NAMES



- Village Bridge Way
- Germantown Crossing
- Creek Crossing
- Town Square Place
- Lucky Lane
- Clover Court
- Gluckstadt Drive
- Brook Bank Drive
- Water Street

PROPOSED TENANT MIX



RETAIL

- GIFTING + PAPER GOODS
- FLORAL
- WOMENS CLOTHING
- MENS CLOTHING
- HOME FURNISHINGS + DECOR
- WINE SHOP
- JEWELRY
- PHARMACY/ BODEGA
- HARDWARE

SERVICE

- SALON
- NAILS + SPA
- DRY CLEANERS
- FITNESS
- BANK

RESTAURANT

- ALL DAY CAFE
- BAKERY / COFFEE / DOUGHNUTS
- ICE CREAM PARLOR
- AMERICAN (BAR + GRILL)
- SOUTH AMERICAN (MEXICAN)
- ASIAN (THAI / RAMEN / PHO)
- EUROPEAN (FRENCH / ITALIAN)
- DELI
- HOTEL RESTAURANT

ARTS + ENTERTAINMENT

- MOVIE THEATER
- THEATER
- ART GALLERY

HOTEL

RESIDENTIAL

CORPORATE

COMMUNITY INTEGRATION



OCTOBERFEST



OUTDOOR CONCERTS



MOVIE NIGHTS



FARMERS MARKET



HOLIDAY MARKET



DANCE LESSONS



RESTAURANT WEEK



ART FESTIVAL



YOGA IN THE SQUARE



CRAFT MARKET



KIDS DAY



HOLIDAY PARADES



WINE WALK



FIRST FRIDAYS



FRIDAYS AFTER FIVE



TASTE OF THE GLOBE



TURKEY TROT



KARNEVAL



A SLICE



OF GERMANY



EXTERIOR CONCEPTS

DECORATIVE FACADES



SIMPLIFYING PATTERNS

TRADITIONAL SHUTTERS



MINIMIZING USE OF SHUTTERS

MIXED MATERIALITY



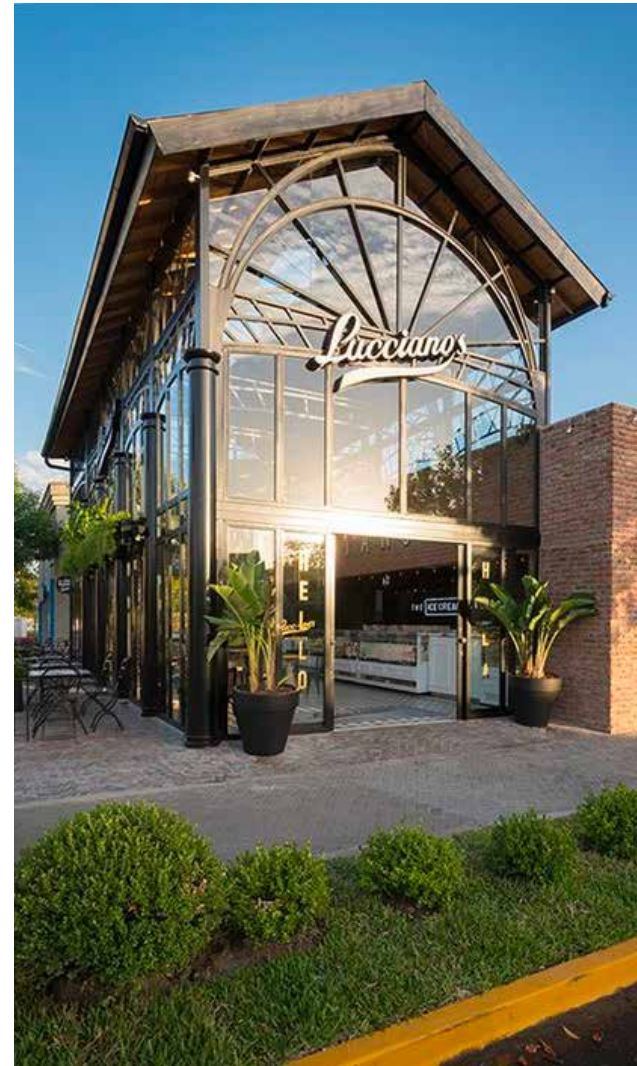
MIXED MATERIALITY

INTEGRATED SEATING

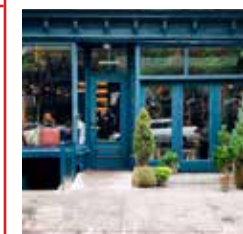
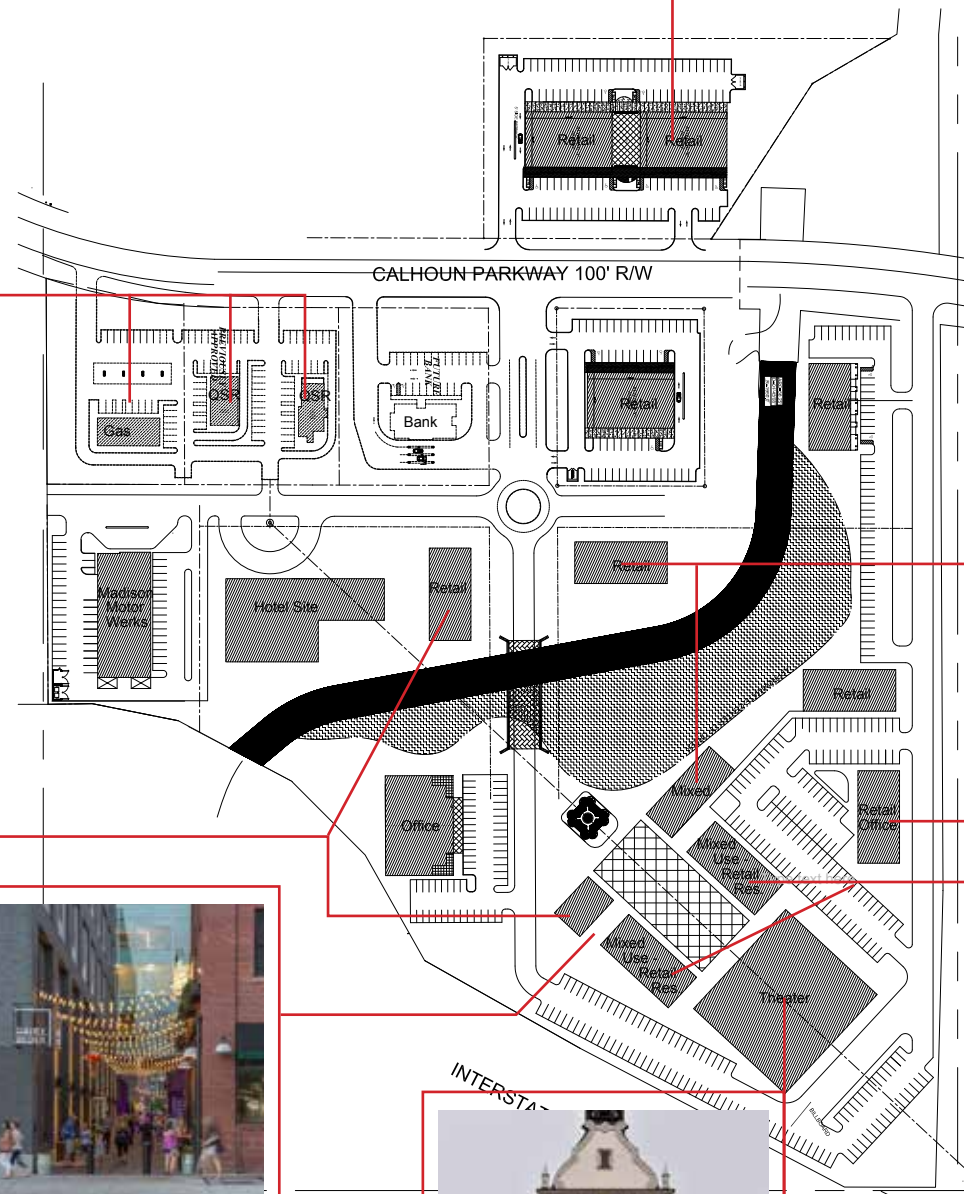


STOREFRONT BENCHES

EXTERIOR CONCEPTS



EXTERIOR CONCEPTS



MOVIE THEATER CONCEPTS

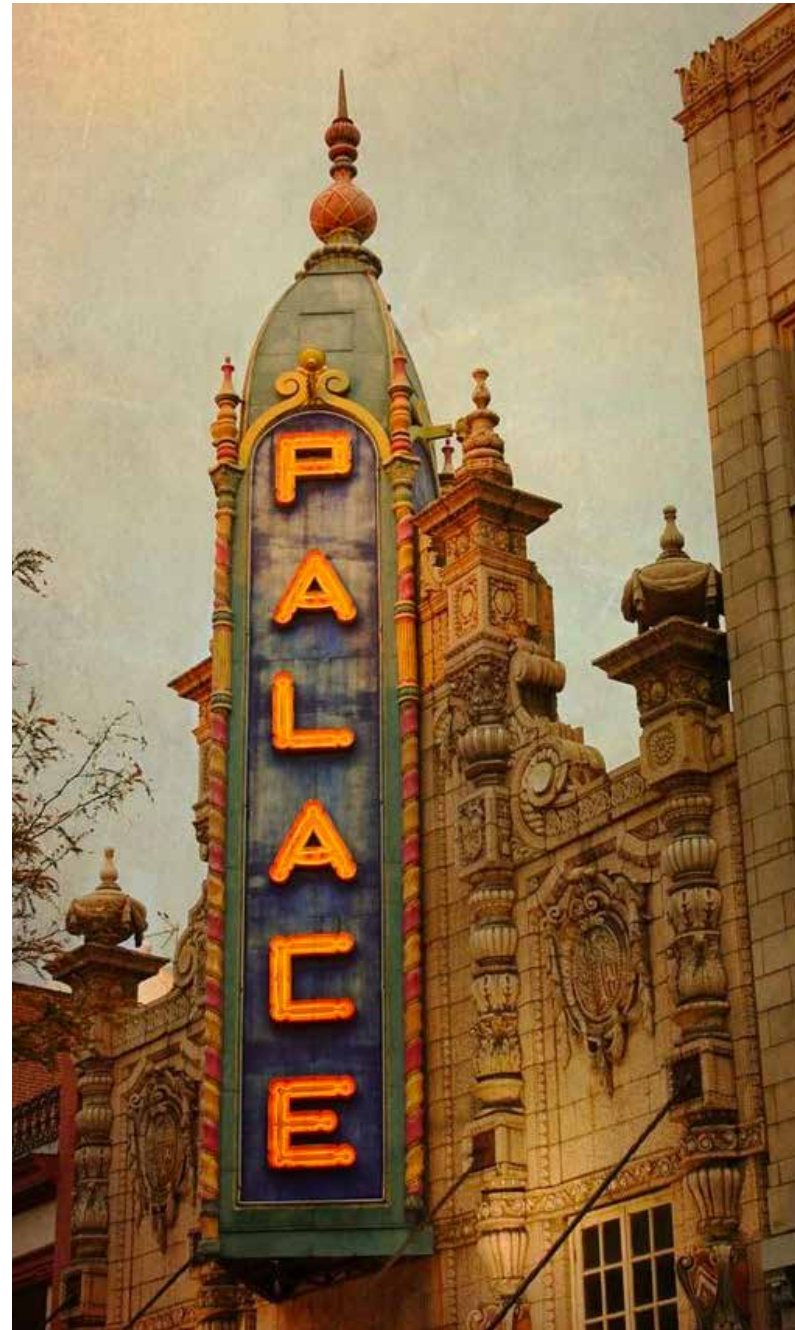
STATEMENT BUILDING THAT ANCHORS THE SQUARE



ORNATE ARCHITECTURE



MARQUEE + PLAYFUL SIGNAGE



NOSTALGIC TICKETING

TOWN SQUARE FACADES



STREAMLINED BUILDING WITH CHARACTER AT STREET LEVEL



MIX OF MATERIALITY AND COLOR AT FACADE FRONTS

TOWN SQUARE FOCAL POINT



WINDMILL OR CLOCK TOWER



GERMAN STAGE



OVER SCALED GERMAN THEMED SCULPTURE

ACCENT FREE STANDING STRUCTURES: SMALL



ACCENT FREE STANDING STRUCTURES: LARGE



PERIMETER BUILDINGS



MIXING IN MODERN



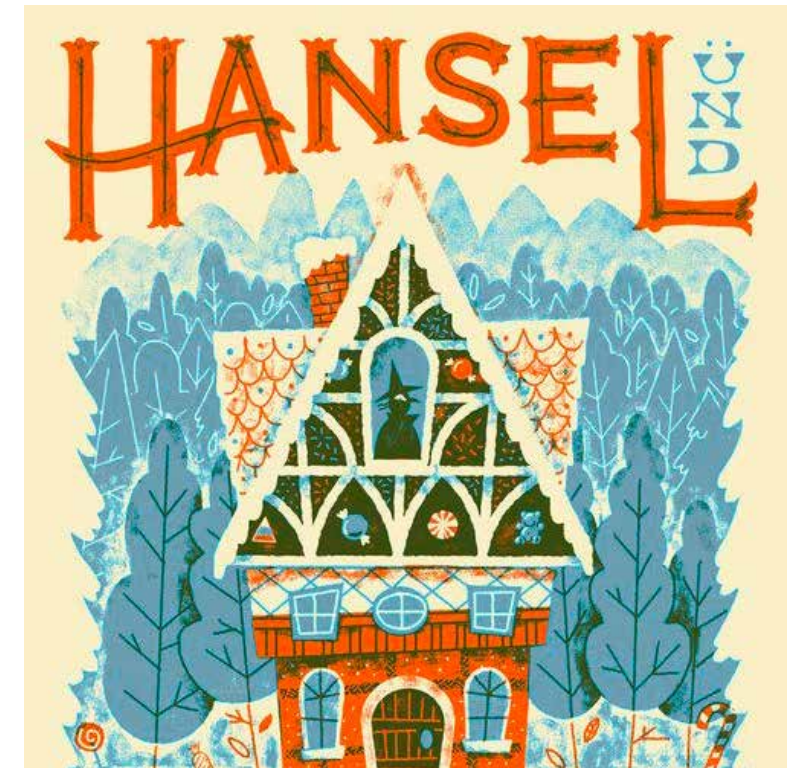
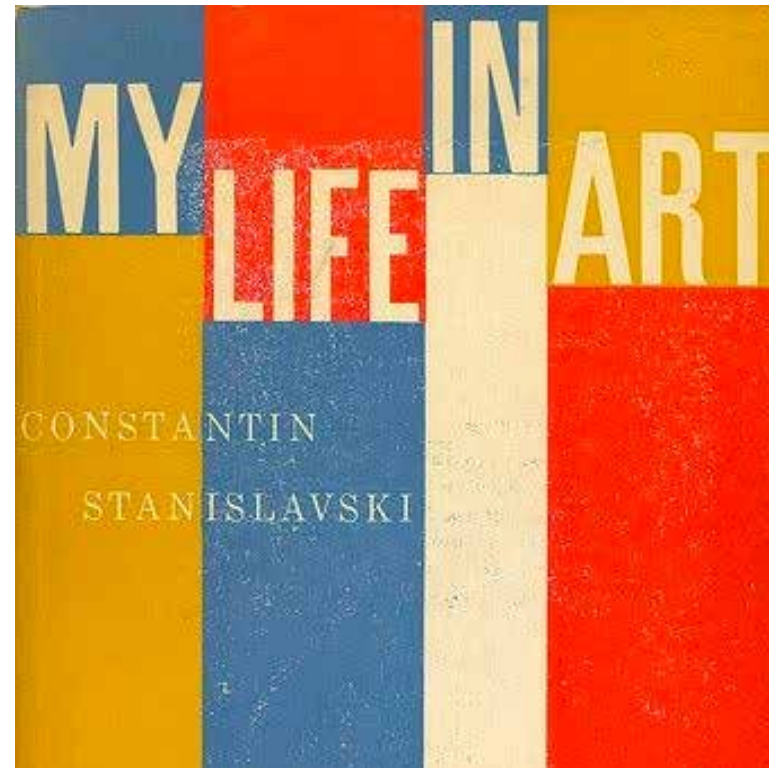
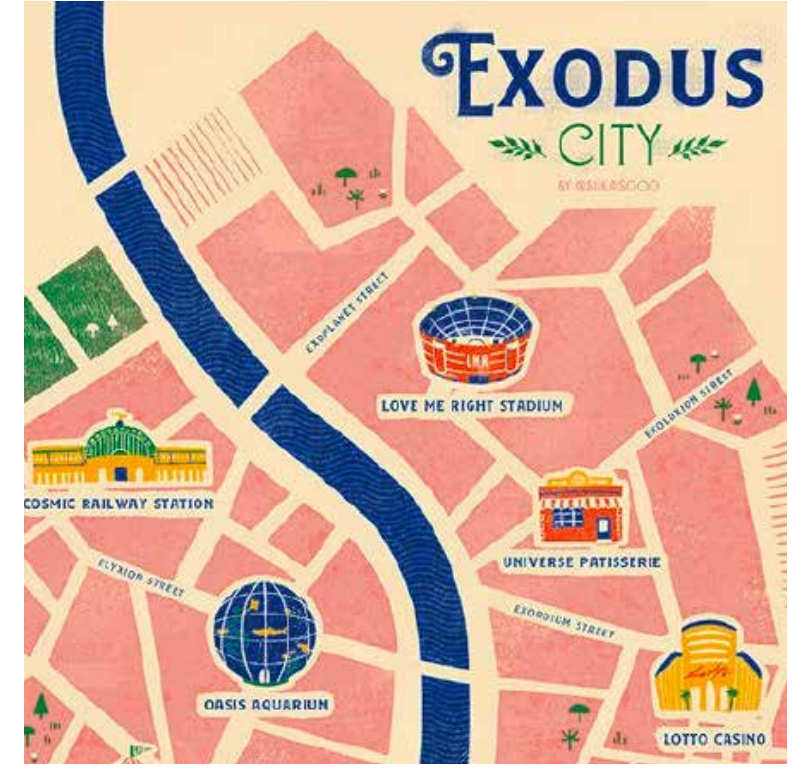
STREAMLINING TUDOR



FINISH PALETTE



COLOR
PALETTE +
GRAPHIC
CONCEPTS



SIGNAGE + WAYFINDING



Classical

Bach
Mendelssohn
Beethoven
Schumann
Brahms

alt.
classical
versions of
current
pop

Special Occassions

Ein Prosit der Gemütlichkeit
Fürstenfeld
Sierra Madre
Das Esellied (Iha Iha Iha oh)
Die Hände zum Himmel
In München steht ein Hofbräuhaus
Hey Baby!
99 Luftballons
Skandal im Sperrbezirk
Country Roads
Cowboy und Indianer
Anton aus Triol

THANK YOU