



Schematic Design

City of Mansfield, OH

MAN1843 | SEPTEMBER 17, 2023

Process Recap



The Process

Guide Studio has gone through the following steps to develop Schematic Drawings for your Wayfinding Program:

THE PROCESS TO DATE

- Previously completed Downtown Pedestrian Sign Program
- Met with the client core team to discuss project goals
- Discovery session with the steering committee
- Driving & walking tour of the city
- Wayfinding Assessment development (strategy & plan)
- Conceptual design & review with Steering Committee
- Concept revisions & review with Steering Committee
- Schematic design & review with Steering Committee



Project Goals

- Improve front door/gateway and welcoming experience
- Bring cohesiveness to the overall sign program
- Reflect a modern city that cares about itself
- Incorporate brand effort in the sign program

JOURNEY MAPPING

EXERCISES

1. Destinations

Mark the major visitor destinations. Star the top 5.

2. Vehicular Paths

Mark what you would consider to be roads that offer the BEST experience driving around town.

3. Arrival

Mark what you would consider to be the PERCEIVED points of arrival into town and downtown.

4. Pedestrian Traffic

Mark areas you would consider to have high pedestrian concentration.

5. Cycle/Bike Paths

Mark what you would consider key connection points or points of interaction between bike routes/paths and the town.



TOP VISITOR DESTINATIONS

Based on data collected from the Steering Committee, the following destinations were the most commonly marked and determined to be the top destinations in and around the town.

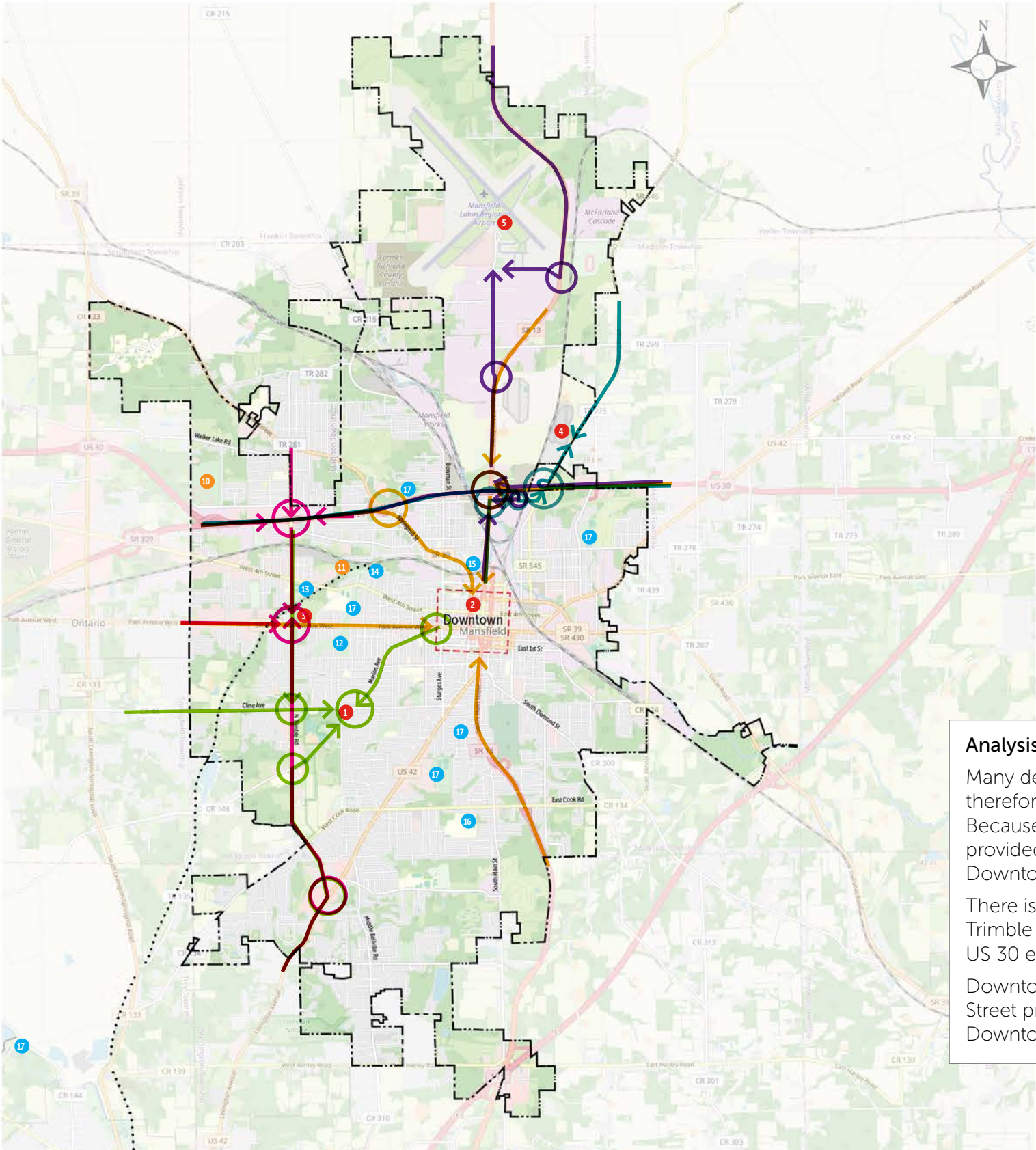
TOP 5 *not ranked in order*

- Kingwood
- Ohio State Reformatory
- Arts Center
- Downtown
- Airport/Industrial Park

OTHERS *not ranked in order*

- Fairgrounds
- MidOhio Conference Center
- South Park
- Arlin Field
- B & O Trail
- Oak Hill Cottage
- Mehock Field
- Other Parks

Vehicular Travel Paths / Tier 1 Destinations / Comprehensive



Analysis

Many destinations are close to highways and therefore visitors do not venture into Downtown. Because of this it is critical that information is provided at City destinations to draw people Downtown.

There is a high concentration of travel along Trimble Rd and North Main St. Directing off the US 30 exits is crucial for visitors finding their way.

Downtown destinations (determined in the Main Street project) can be listed once within the Downtown.

TOP DESTINATIONS

Tier 1 (Priority)

- 1 Arts Center
- 2 Downtown
- 3 Kingwood
- 4 Historic Reformatory
- 5 Airport/Industrial Park

Tier 2

- 6 Imagination Museum
- 7 Renaissance Theatre
- 8 Carrousel Park
- 9 Parking
- 10 Fairgrounds
- 11 Mid-Ohio Conference Center

Tier 3

- 12 South Park
- 13 Arlin Field (high school)
- 14 B&O Trial (North Park trailhead)
- 15 Oak Hill Cottage
- 16 Mehock Field
- 17 Other parks

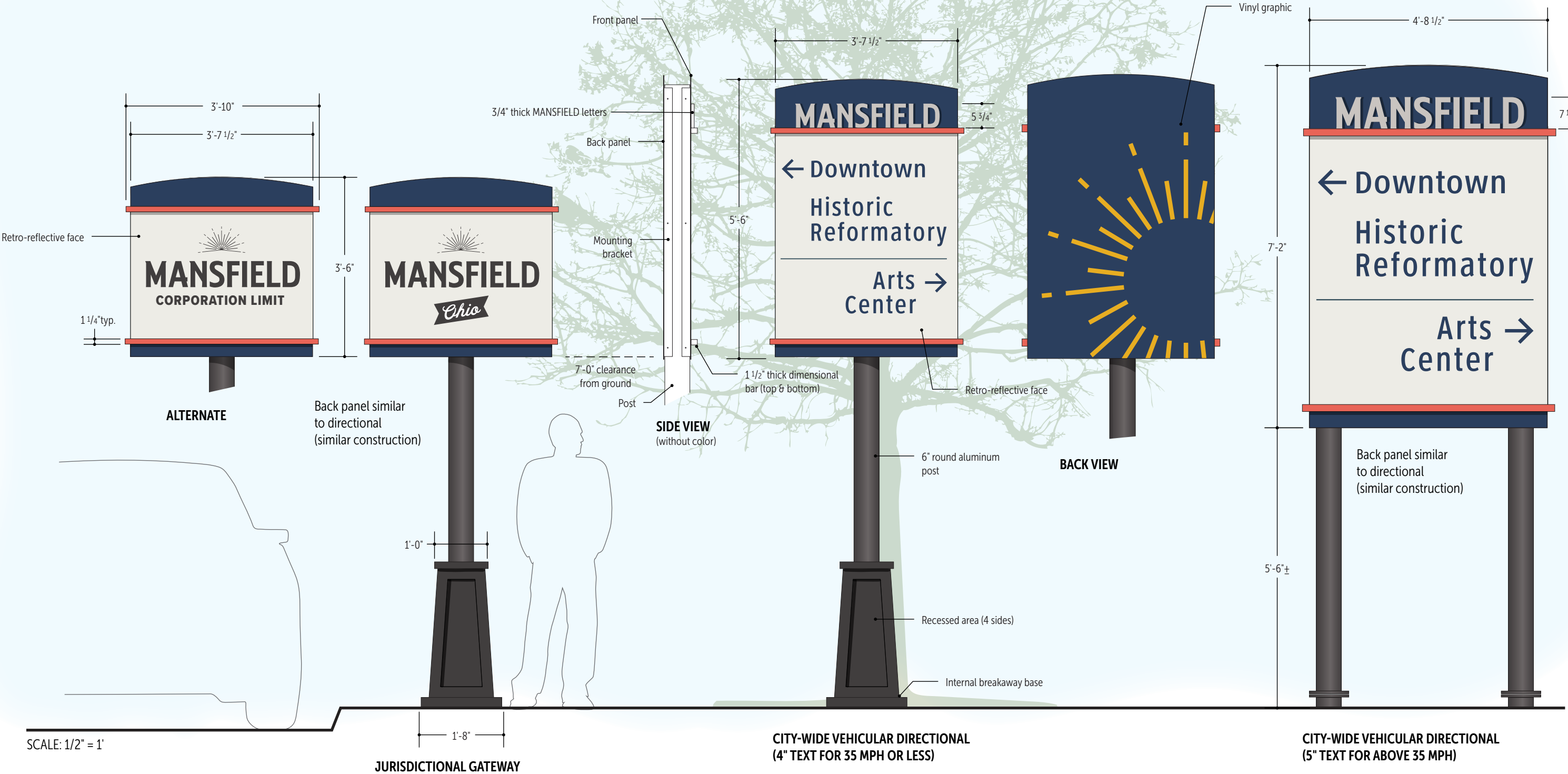
Located in Downtown, see Downtown page for details

Schematic Design

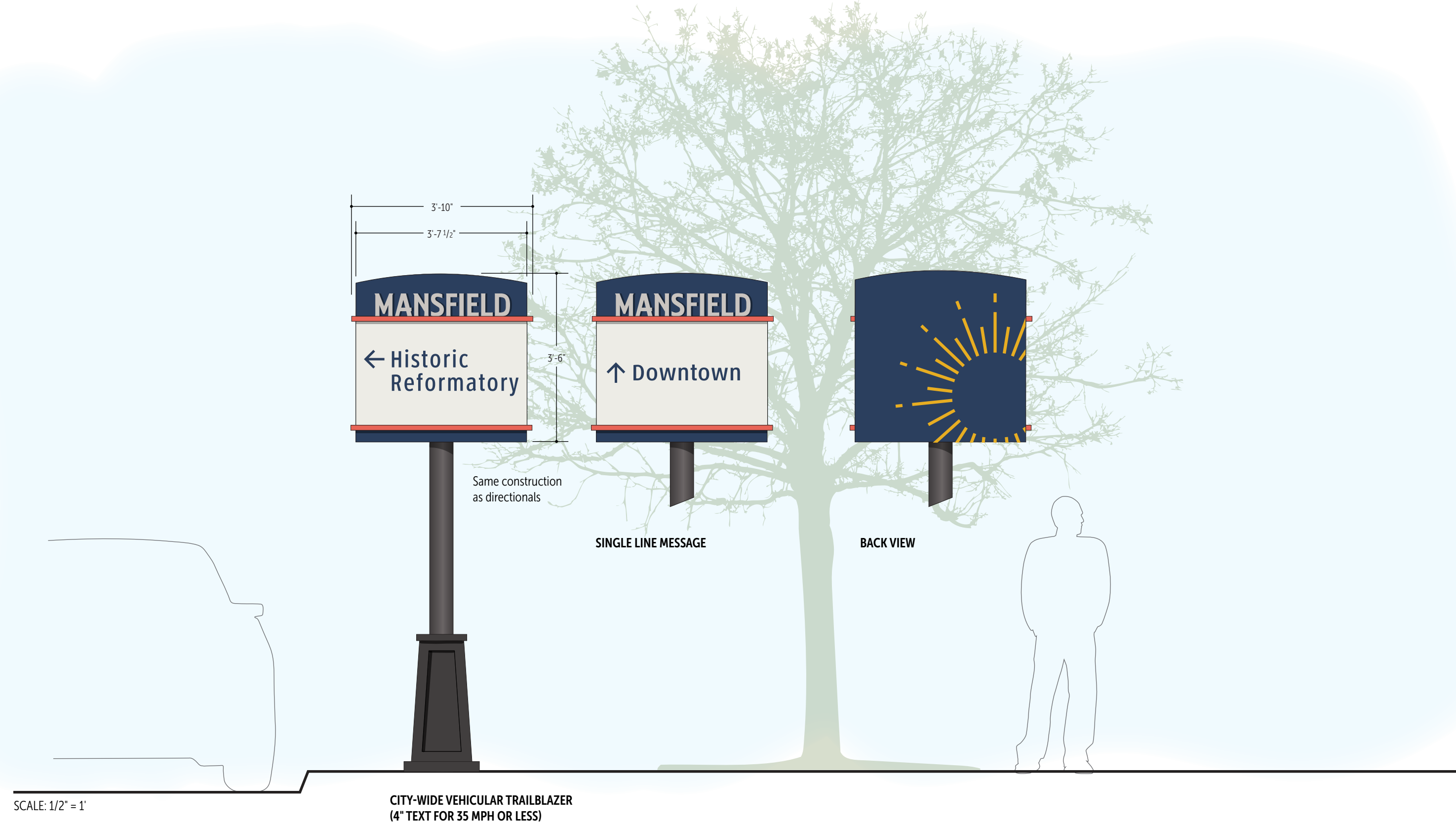
City Perceived Gateways

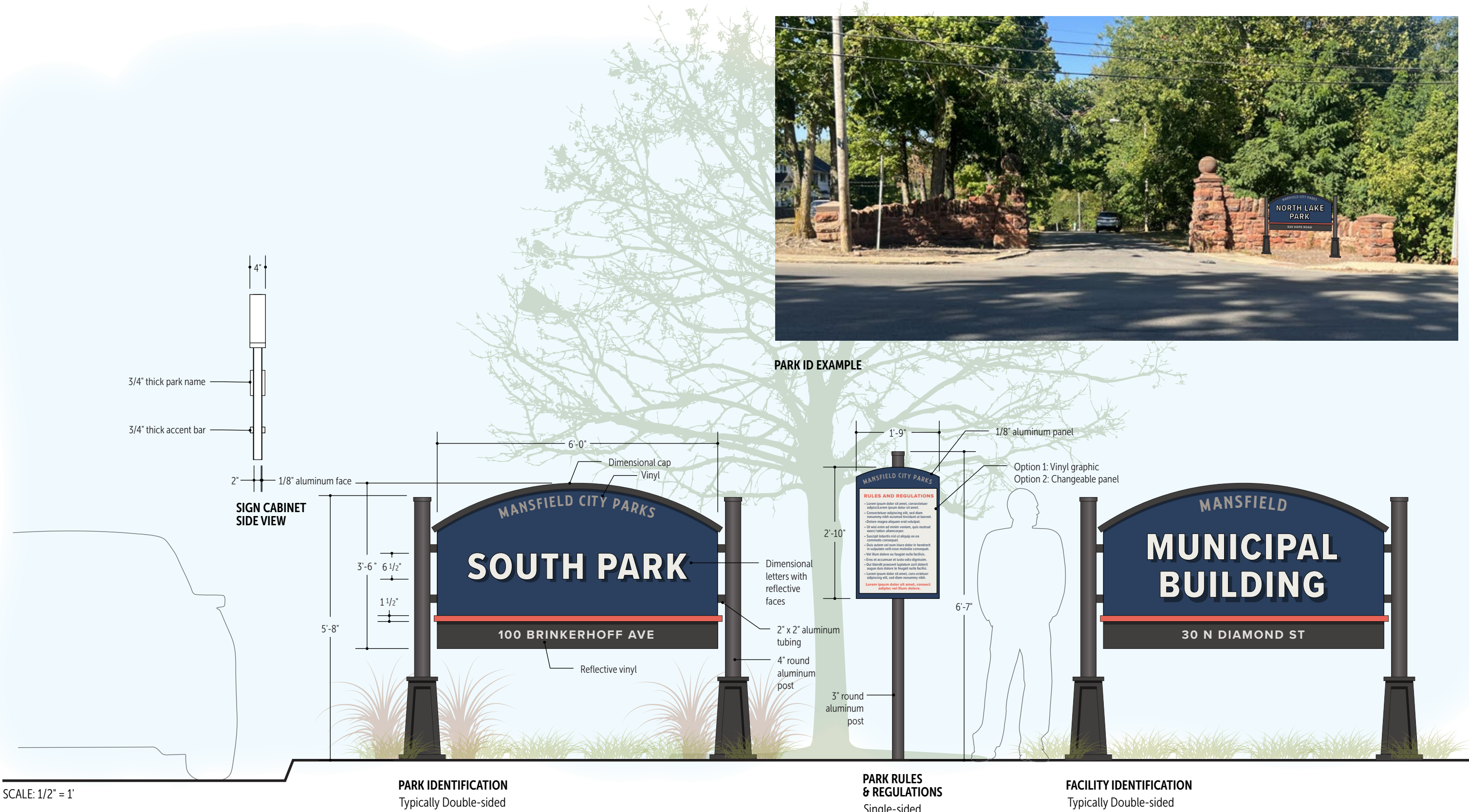


City-wide Jurisdictional Gateways & Vehicular Directionals



City-wide Vehicular Trailblazers



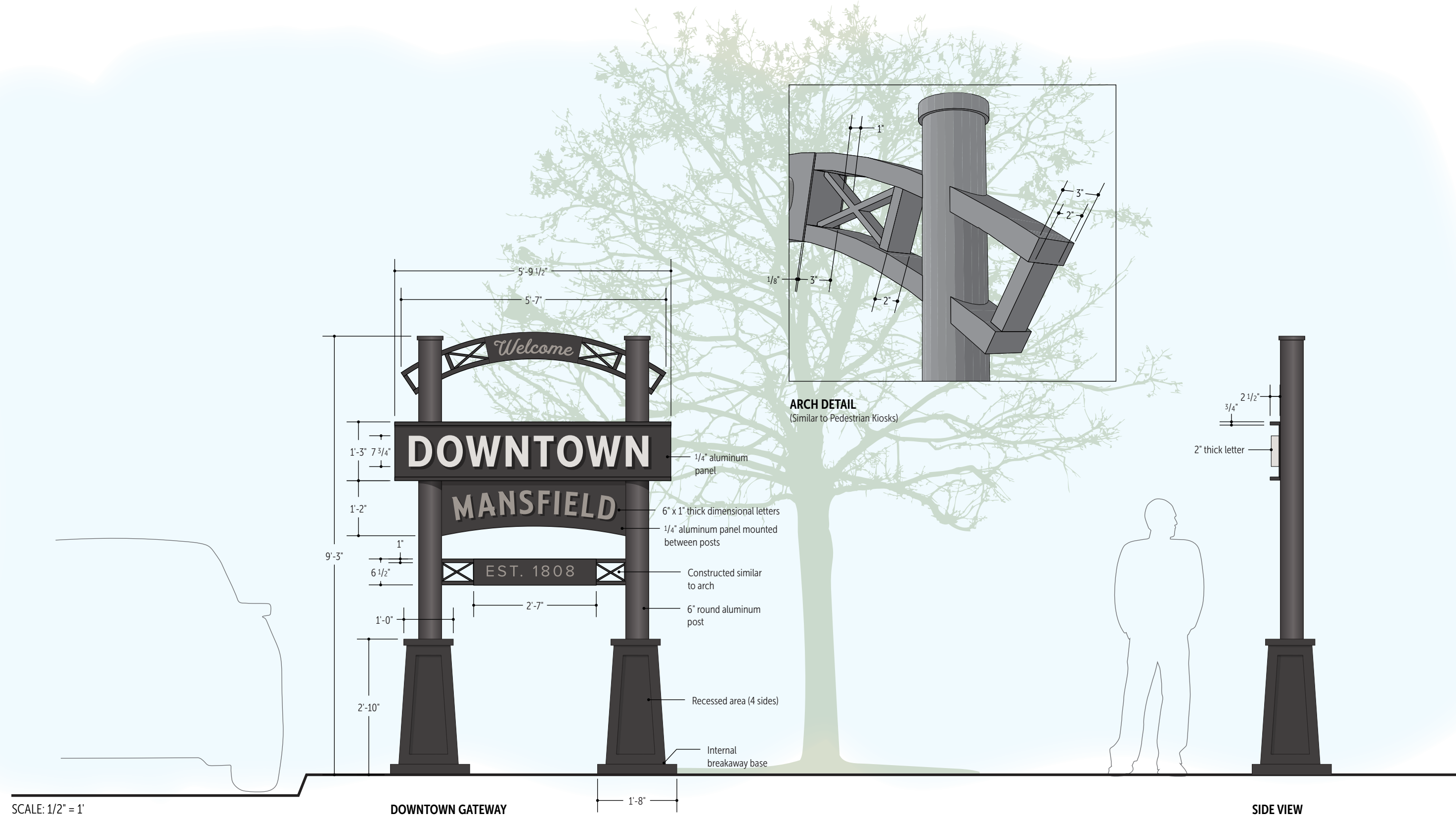


Municipal Center Identification

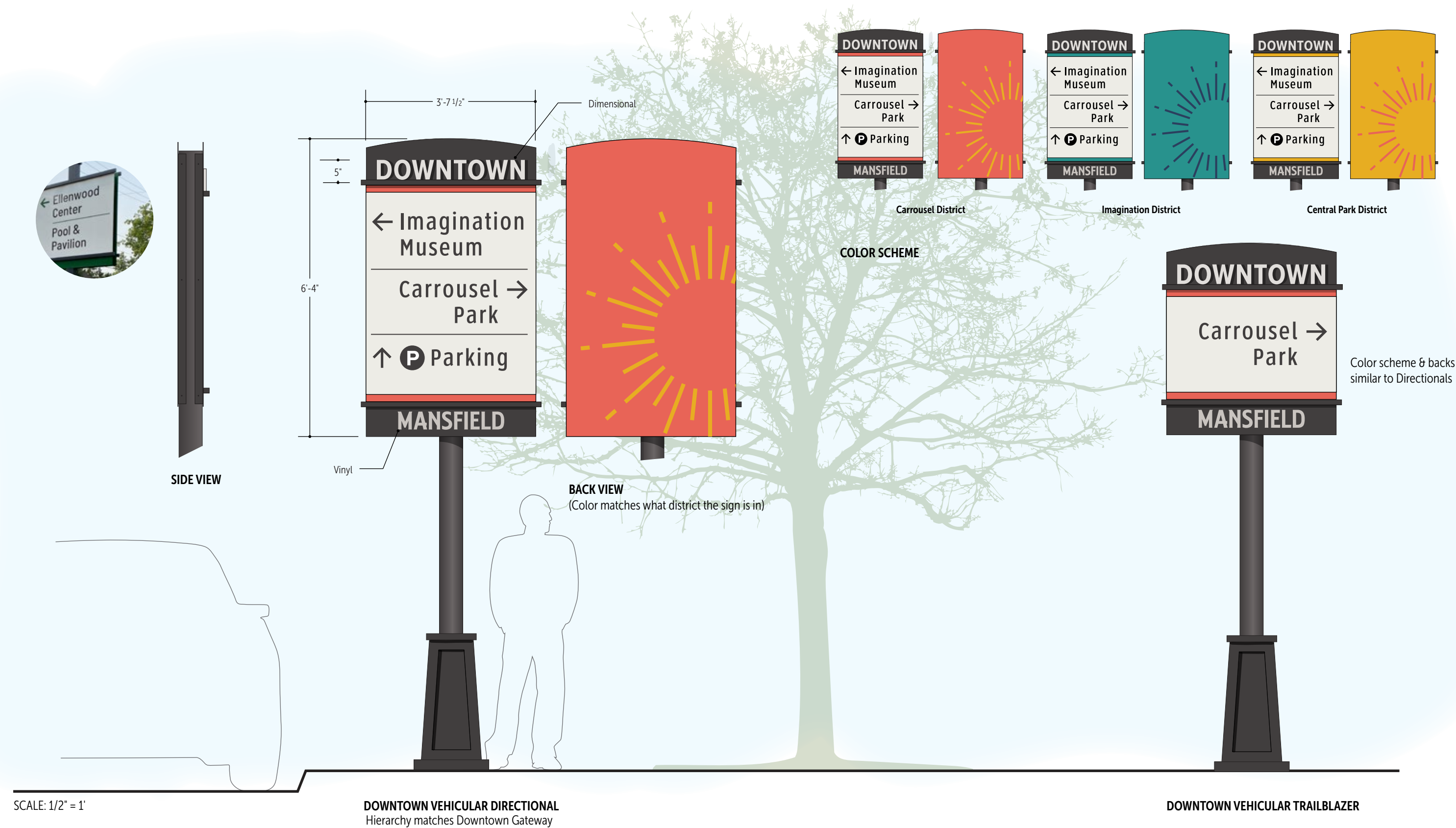


DIMENSIONAL LETTERS MOUNTED FACING TRAFFIC (USING BRAND FONTS)

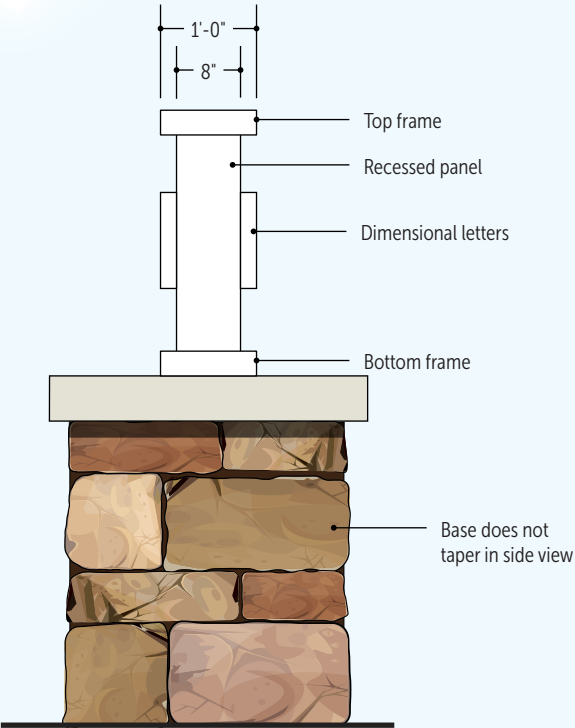
Downtown Gateways



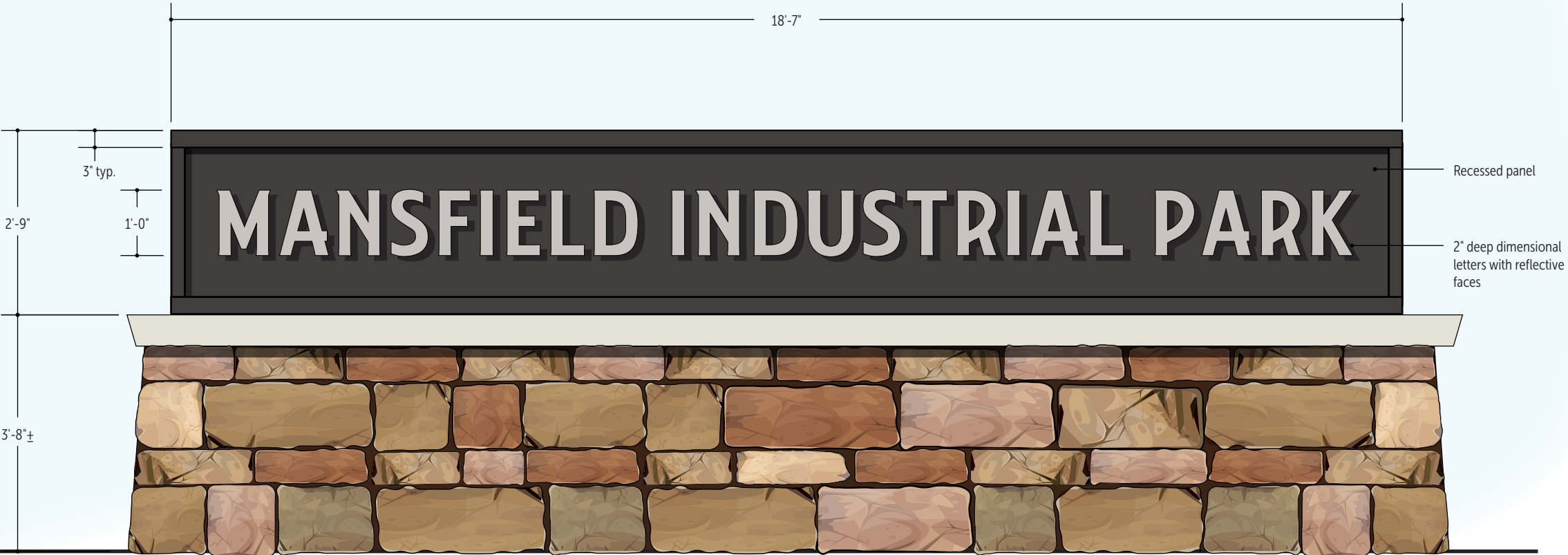
Downtown Vehicular Directionals & Trailblazers



Industrial Park Identification



SECTION VIEW THRU SIGN PANEL

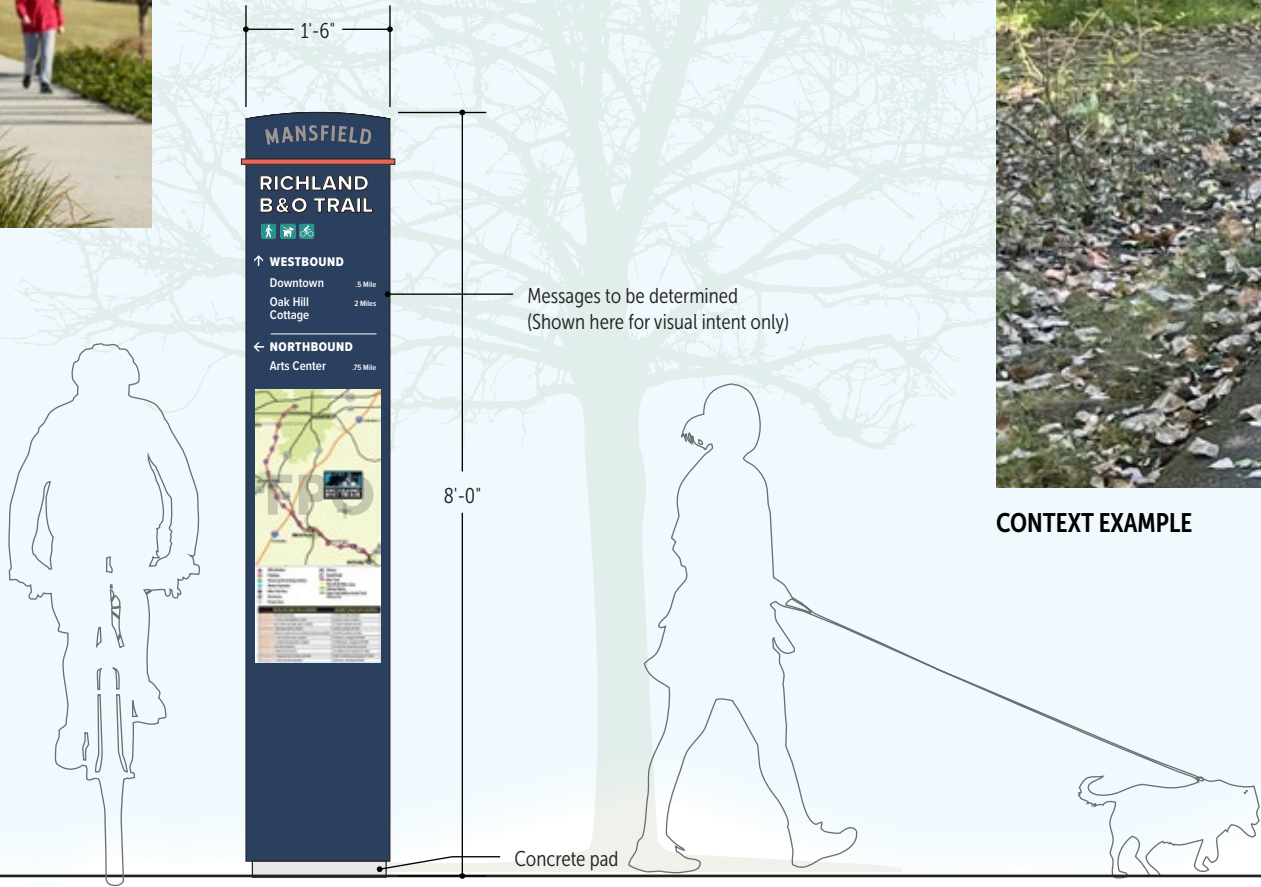


INDUSTRIAL PARK ID
Double-sided

Trailhead Options



EXAMPLE



SCALE: 1/2" = 1'

TRAILHEAD ID / TRAIL DIRECTIONAL



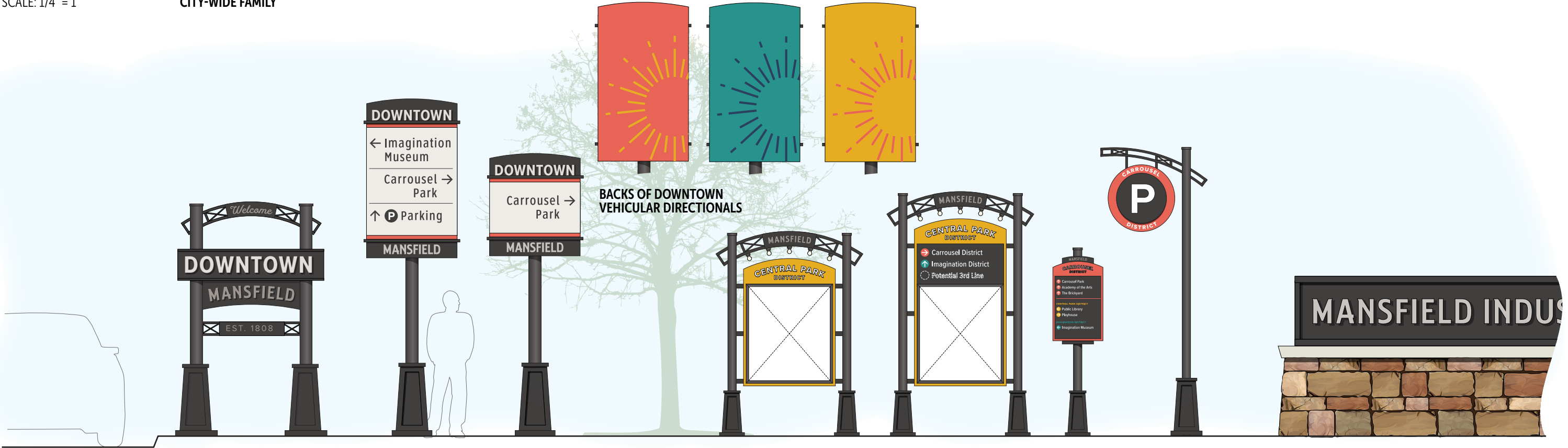
CONTEXT EXAMPLE

Sign Family



SCALE: 1/4" = 1'

CITY-WIDE FAMILY



SCALE: 1/4" = 1'

DOWNTOWN FAMILY

DOWNTOWN PEDESTRIAN FAMILY

PARKING

INDUSTRIAL PARK