



Schematic Design

# City of Mansfield, OH

MAN1843 | SEPTEMBER 17, 2023

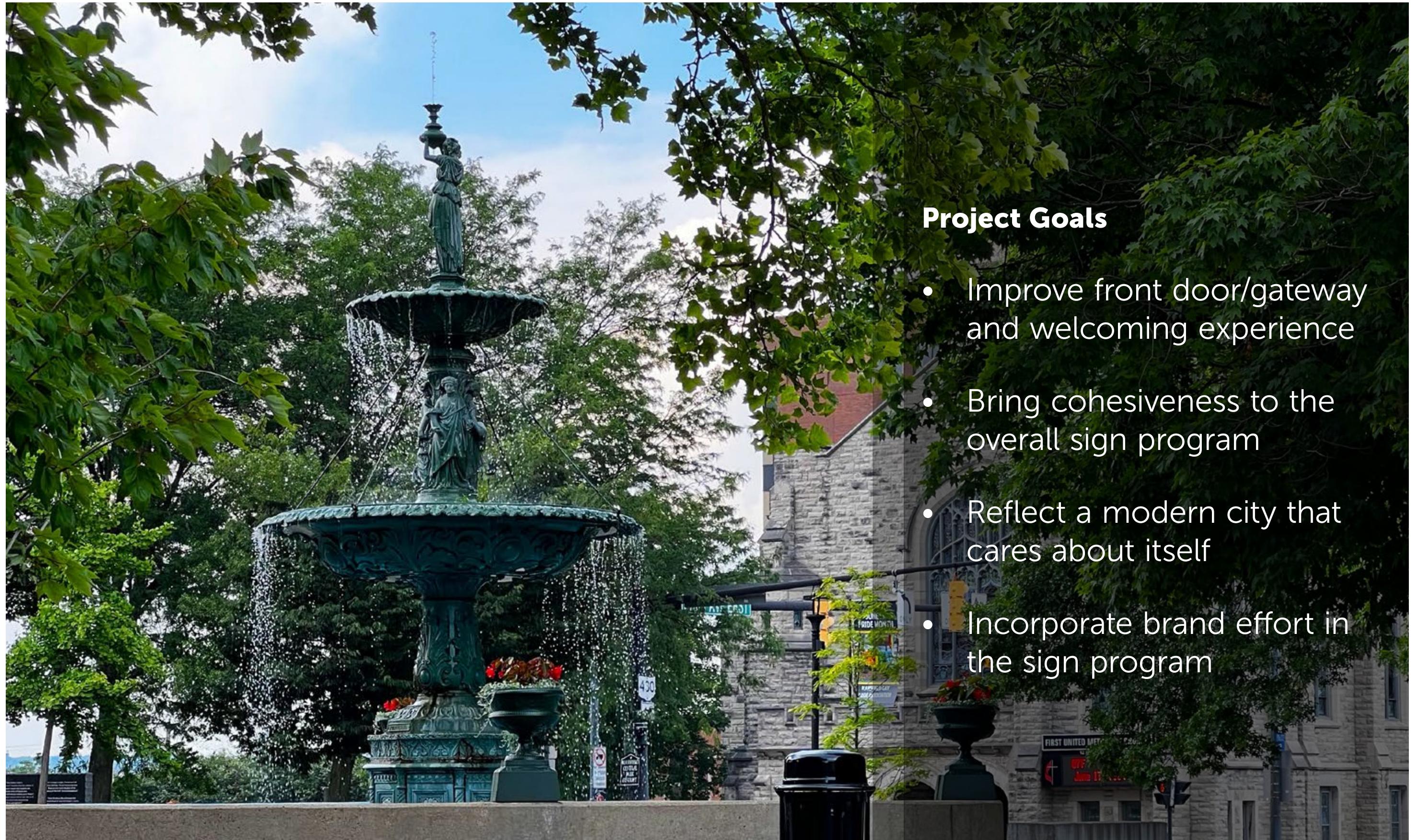
# Process Recap

# 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

## Discovery Recap

# 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.

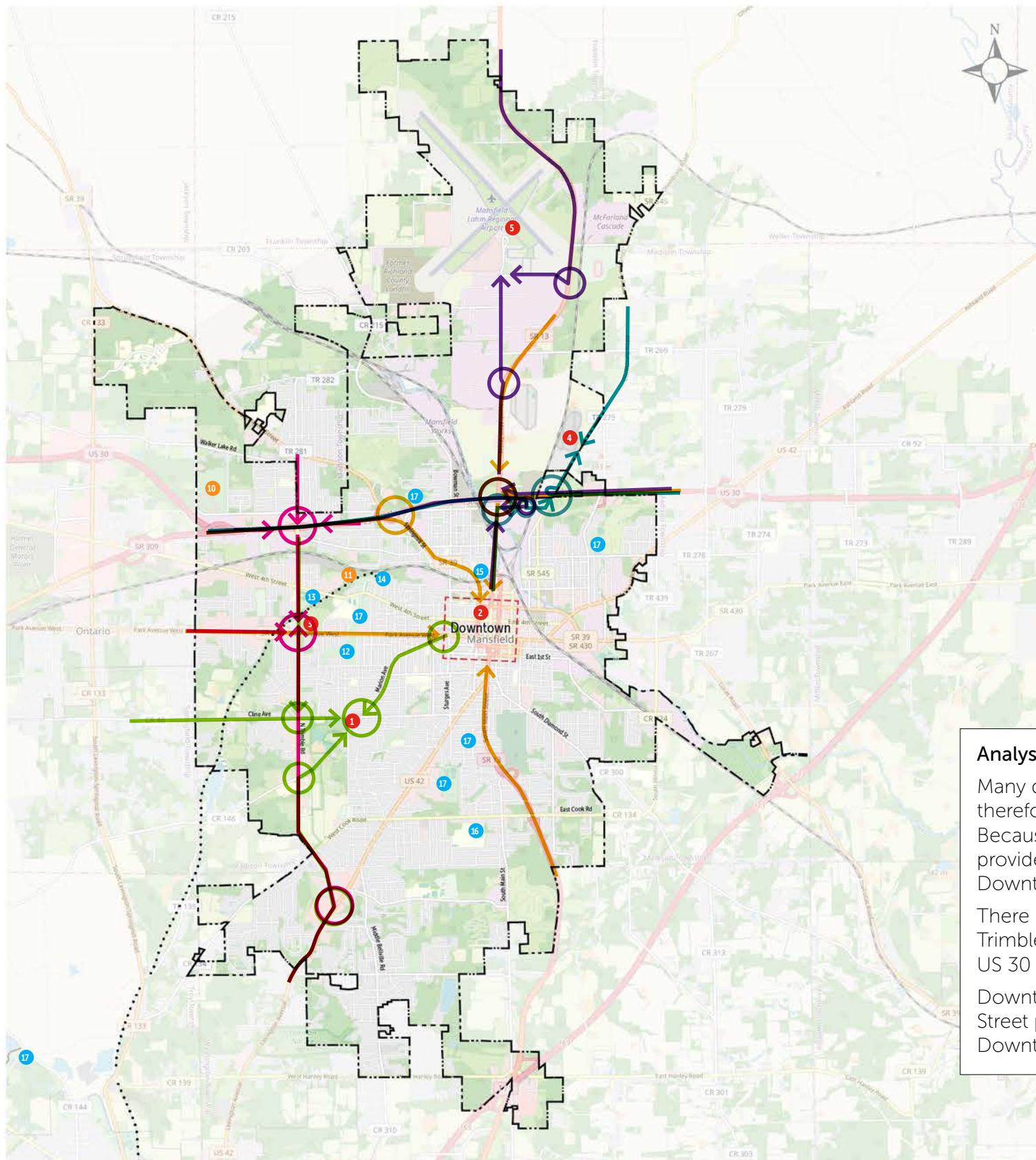
### TOP 5 *not ranked in order*

- 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



### 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 Carousel Park
- 9 Parking
- 10 Fairgrounds
- 11 Mid-Ohio Conference Center

Located in Downtown, see  
Downtown page for details

#### Tier 3

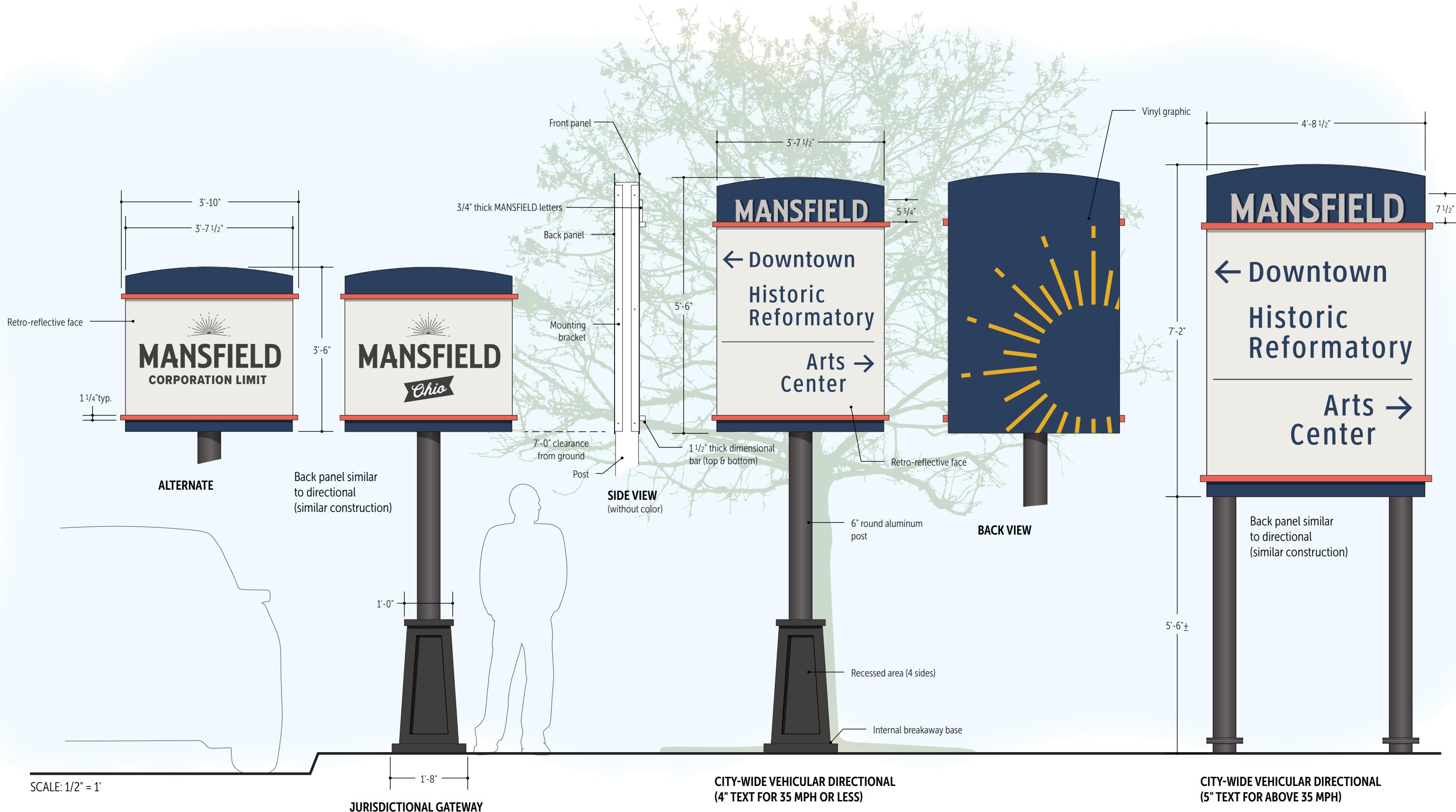
- 12 South Park
- 13 Arlin Field (high school)
- 14 B&O Trial (North Park trailhead)
- 15 Oak Hill Cottage
- 16 Mehock Field
- 17 Other parks

# Schematic Design

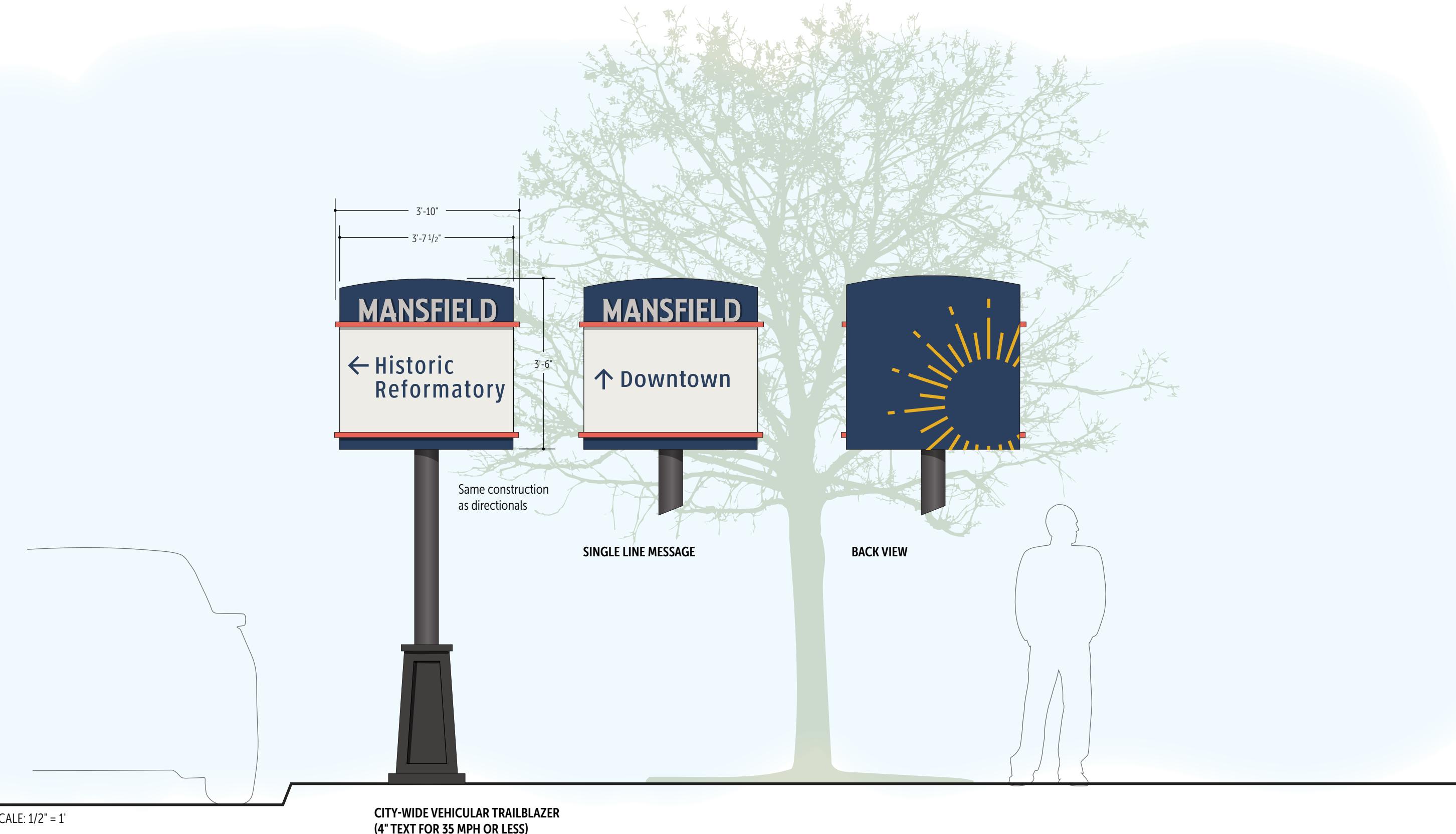
## City Perceived Gateways



## City-wide Jurisdictional Gateways & Vehicular Directionals



## City-wide Vehicular Trailblazers





## Municipal Center Identification

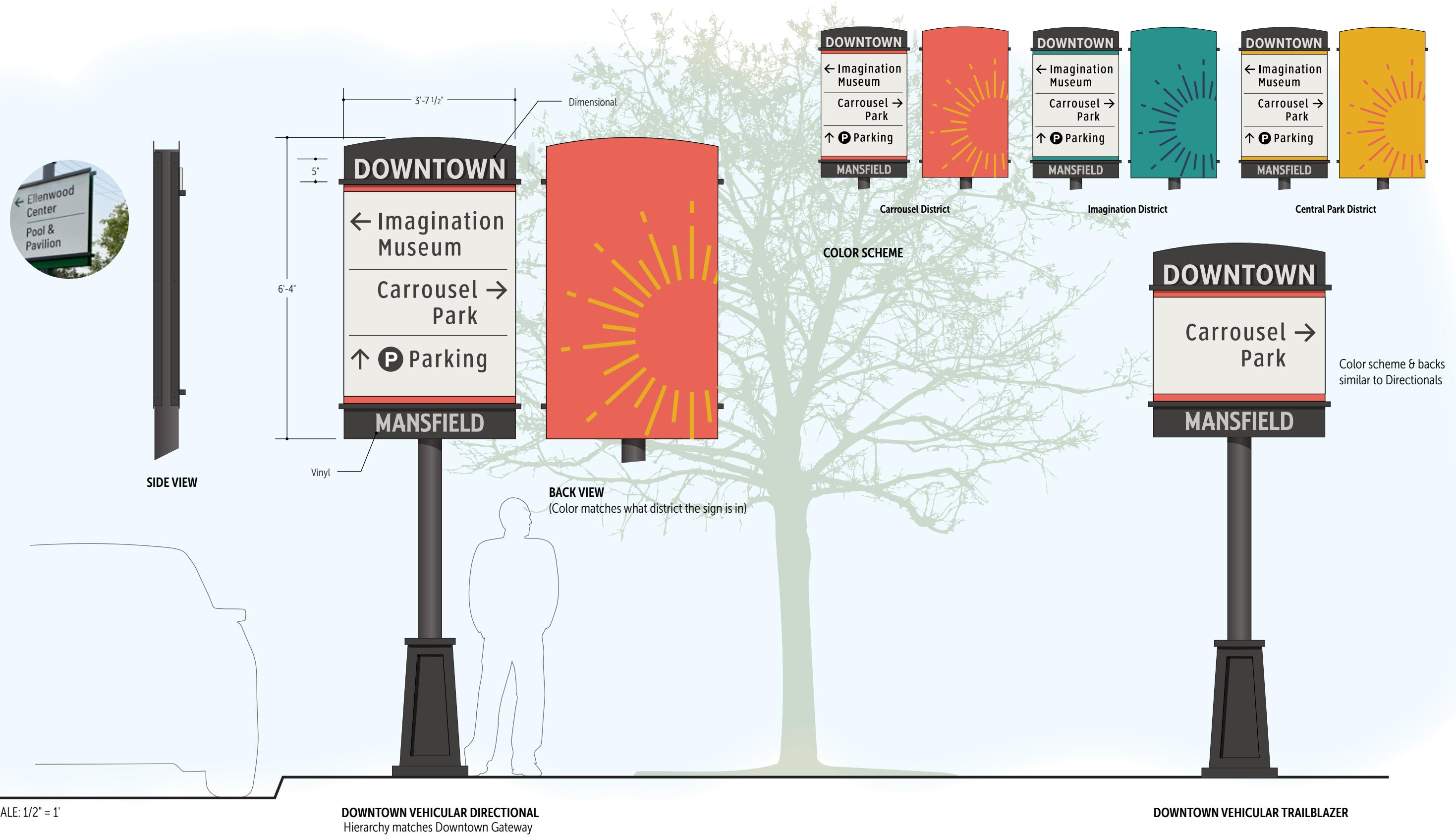


DIMENSIONAL LETTERS MOUNTED FACING TRAFFIC (USING BRAND FONTS)

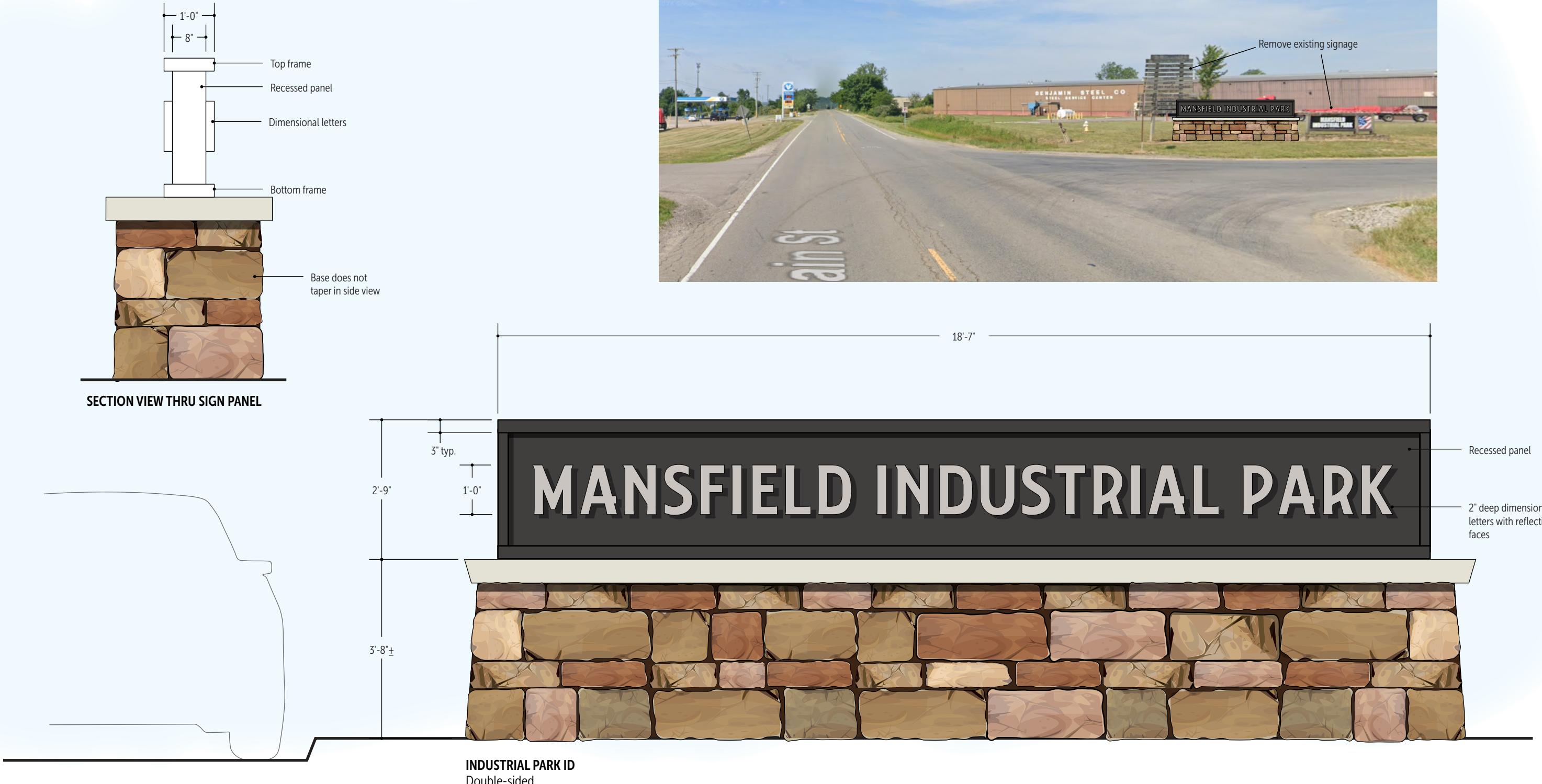
## Downtown Gateways



## Downtown Vehicular Directionals & Trailblazers



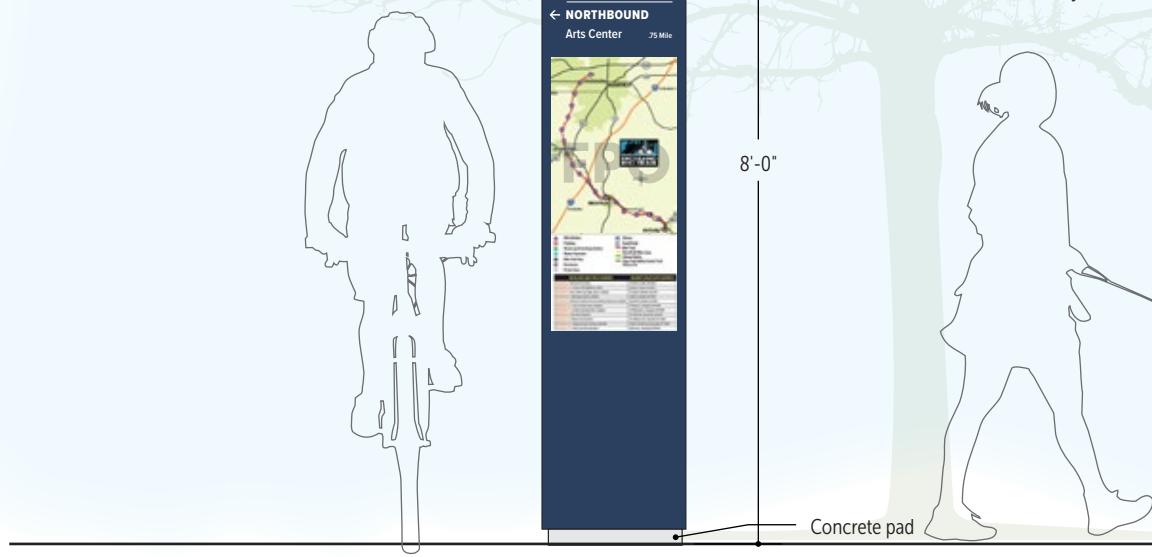
## Industrial Park Identification



## Trailhead Options

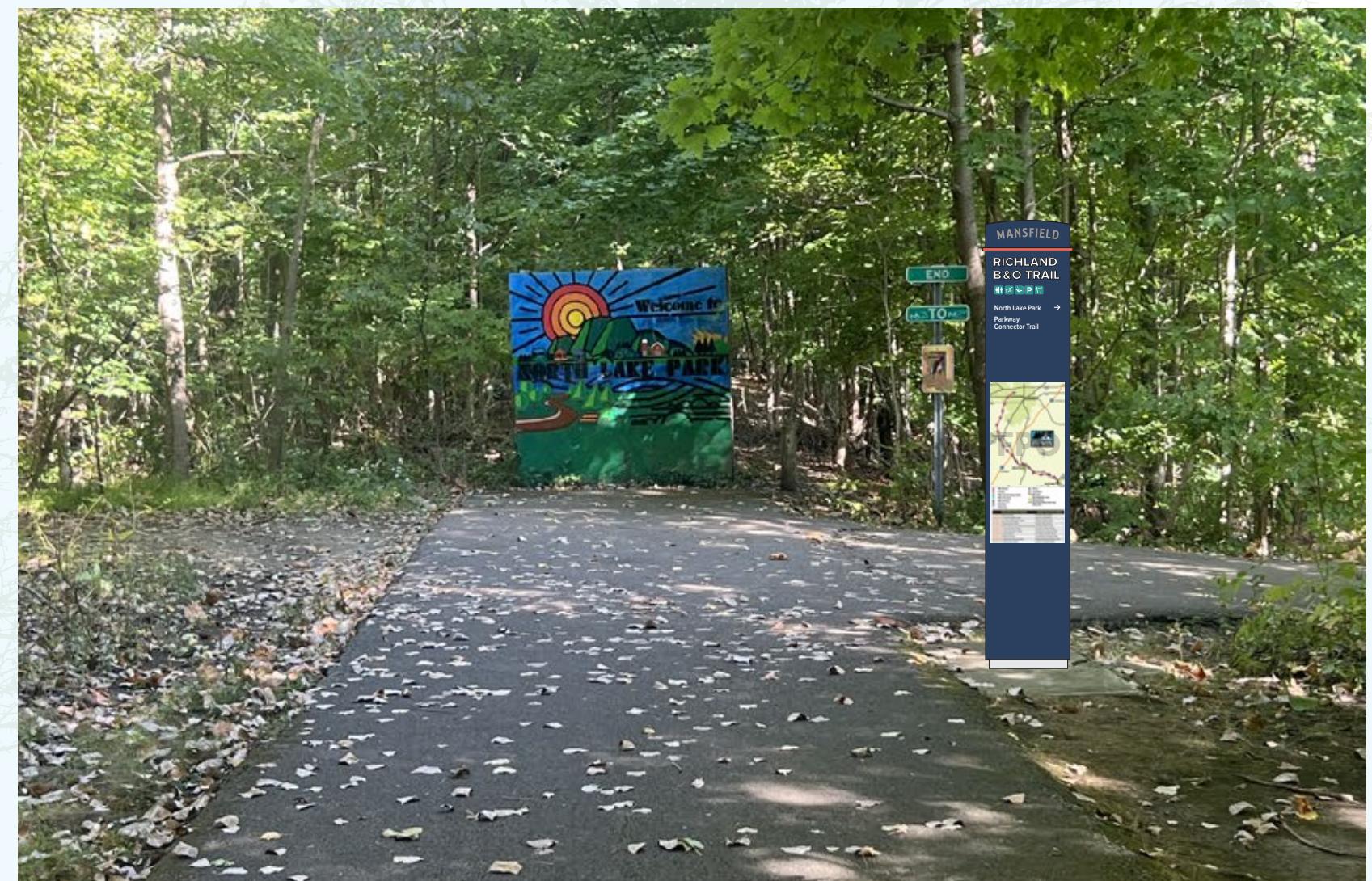


EXAMPLE



SCALE: 1/2" = 1'

TRAILHEAD ID / TRAIL DIRECTIONAL



CONTEXT EXAMPLE

## Sign Family

