

ADVENTURE
COLUMBUS



SCIOTO
MILE

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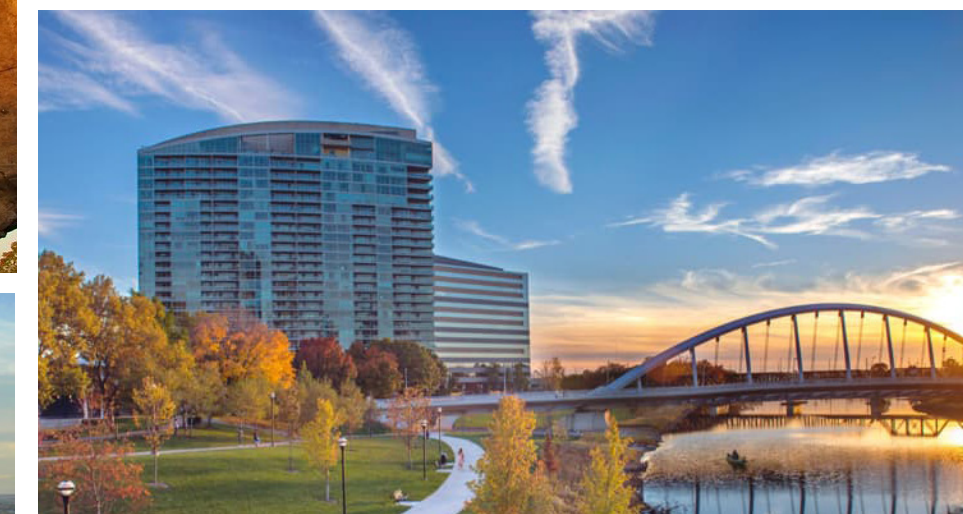
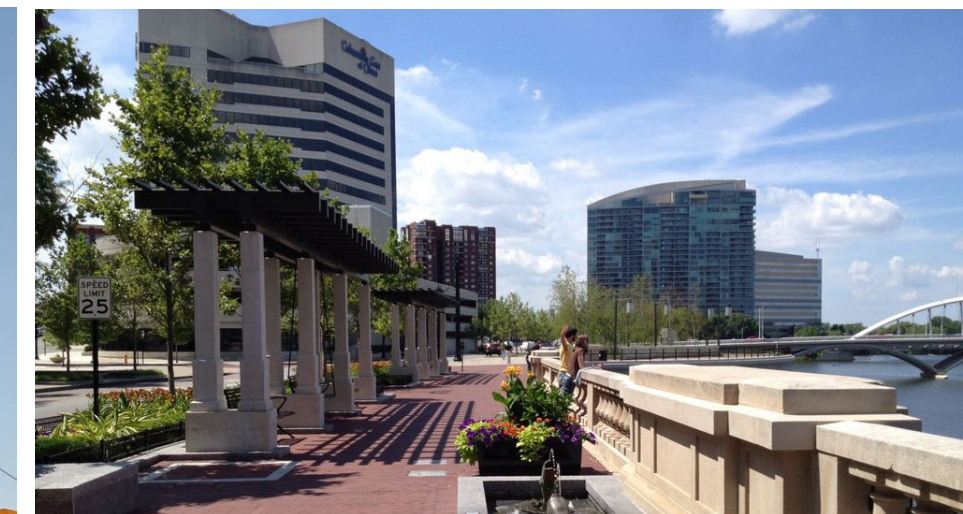
01 Introduction

What is the Scioto Mile?

Located in downtown Columbus, OH, an expansive urban park space composed of nine different parks. The Scioto Mile runs along the Scioto River, passing by various city attractions and landmarks, and offering a plethora of activities to users.

Why the Scioto Mile?

Though a treasured space by the city of Columbus and nearby residents, the Scioto Mile is underutilized.



02 Research

Primary Objectives

Understand the general visitor experience at the Scioto Mile.

Identify why the Scioto Mile is underutilized and identify ways to increase use.

Done by identifying which activities and amenities at the Scioto Mile are most popular among visitors, and visitor experience pain points at the Scioto Mile.

Secondary Objectives

Identify what makes park and public spaces successful.

Learn about how places (cities, parks) are marketed and promoted effectively.

02 Research

Primary Research Methods

Visitor Online Survey

Developer Online Survey

Visitor Interviews

I had the opportunity not only to survey park visitors, but to also survey the landscape architects and planners that developed the Scioto Mile.

Secondary Research Methods

Park and city marketing and branding analysis

Research into the city of Columbus

02 Secondary Research

Cities

City of Melbourne: Landor

<https://landor.com/rebranding-the-city-of-melbourne>



Azerbaijan: Landor

<https://landor.com/work/azerbaijan>



Helsinki: Werklig

<https://werklig.com/project/city-of-helsinki/>



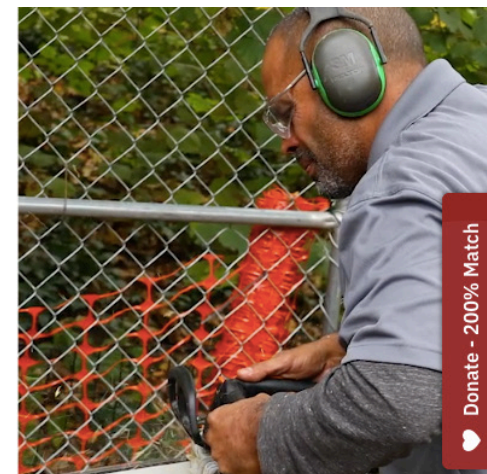
02 Secondary Research

Parks

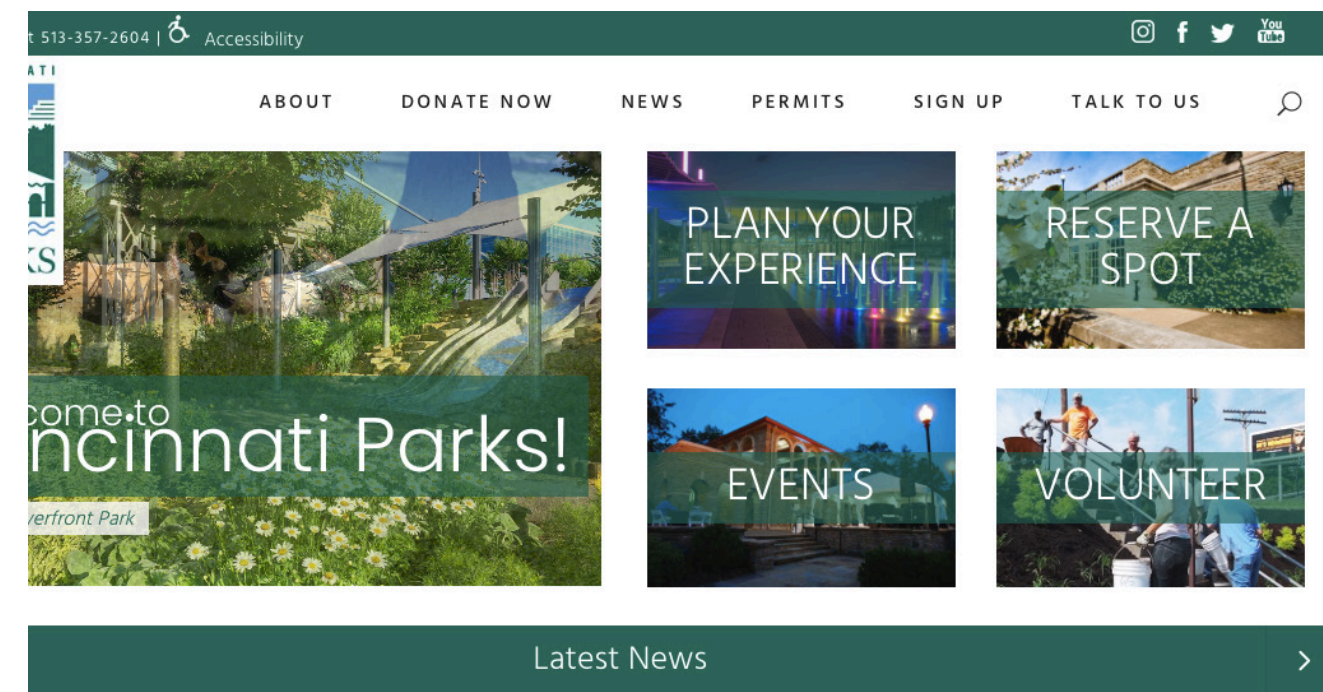
Central Park: New York City, NY
<https://www.centralparknyc.org/>

THE CENTRAL PARK CONSERVANCY IS RESPONSIBLE FOR THE CARE OF THE ENTIRE PARK.

From major restorations to ongoing maintenance, we do it all—with your help. By supporting the nonprofit Conservancy, you are supporting Central Park and providing New Yorkers with a clean and beautiful 843-acre backyard.

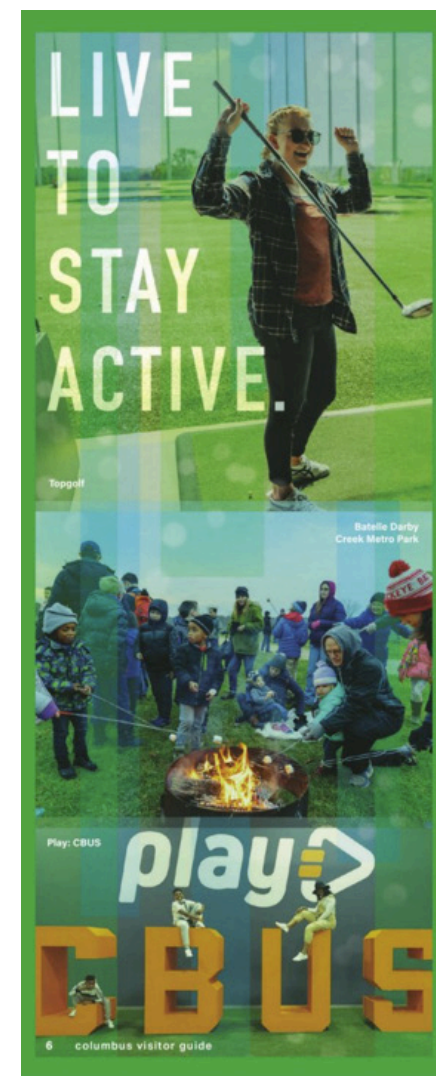


Cincinnati Parks: Cincinnati, OH
<https://www.cincinnati-parks.com/>



Columbus

Columbus promotional material, websites, and branding

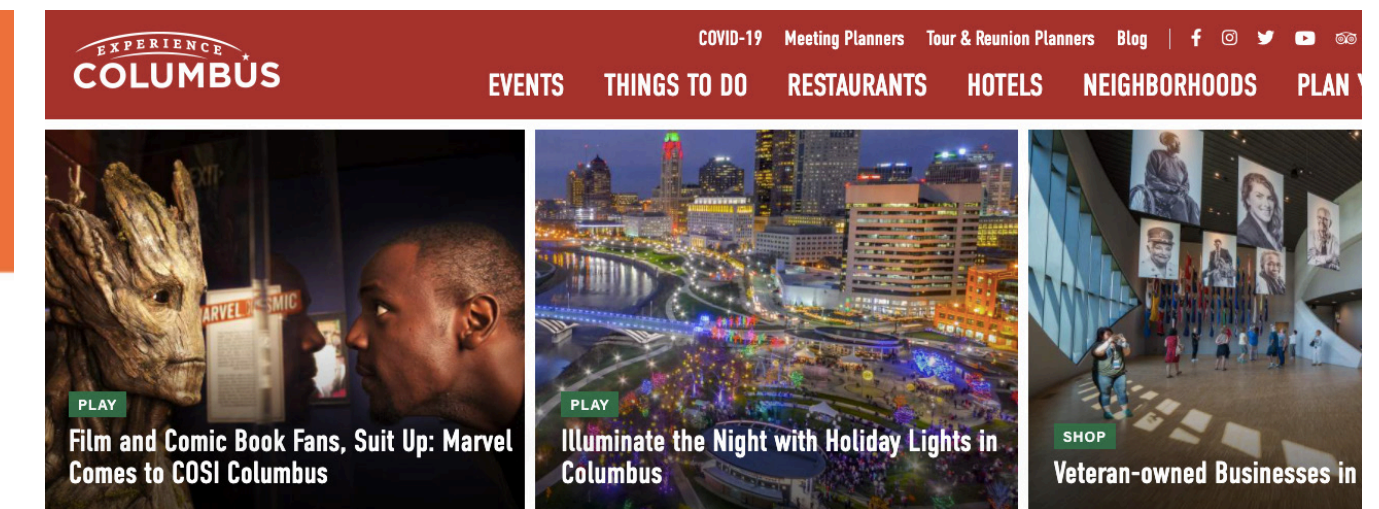


I can be difficult finding ways to get your heart pumping and muscles working when the cold months hit. Luckily, Columbus is brimming with chilly weather-friendly ways to get moving so you can burn off all that pent up energy and stay active through the fall and winter.

TAKE A HIKE
At the crossroads of the north and south, Greater Columbus is one of the best places in the U.S. to see gorgeous fall foliage and dramatic winter landscapes. Expect a veritable rainbow of fall color in autumn, plus striking frozen waterfalls and glistening ice-encrusted trees through the winter at parks and green space dotting the area. To take in fall splendor, head to Highbanks, Slate Run, Scioto Audubon and Battelle Darby Creek metro parks, or stroll downtown's Scioto Mile. For breathtaking wintry scenes, check out Walnut Woods and Clear Creek metro parks, Hayden Run Falls or Iniswood Metro Garden.

GAME ON
Outdoor adventure isn't your only option. If you'd rather stay warm, Columbus has plenty of indoor activities to get your pulse racing. Bring the entire family to indoor adventure parks like Play: C.BUS, Columbus FieldhouseUSA, Get Air, Adrenaline Trampoline Park and Urban Air Trampoline and Adventure Park. Or you can up your game at all-weather sports facilities like TopGolf, Vertical Adventures, Stars Indoor Sports and The Chiller.

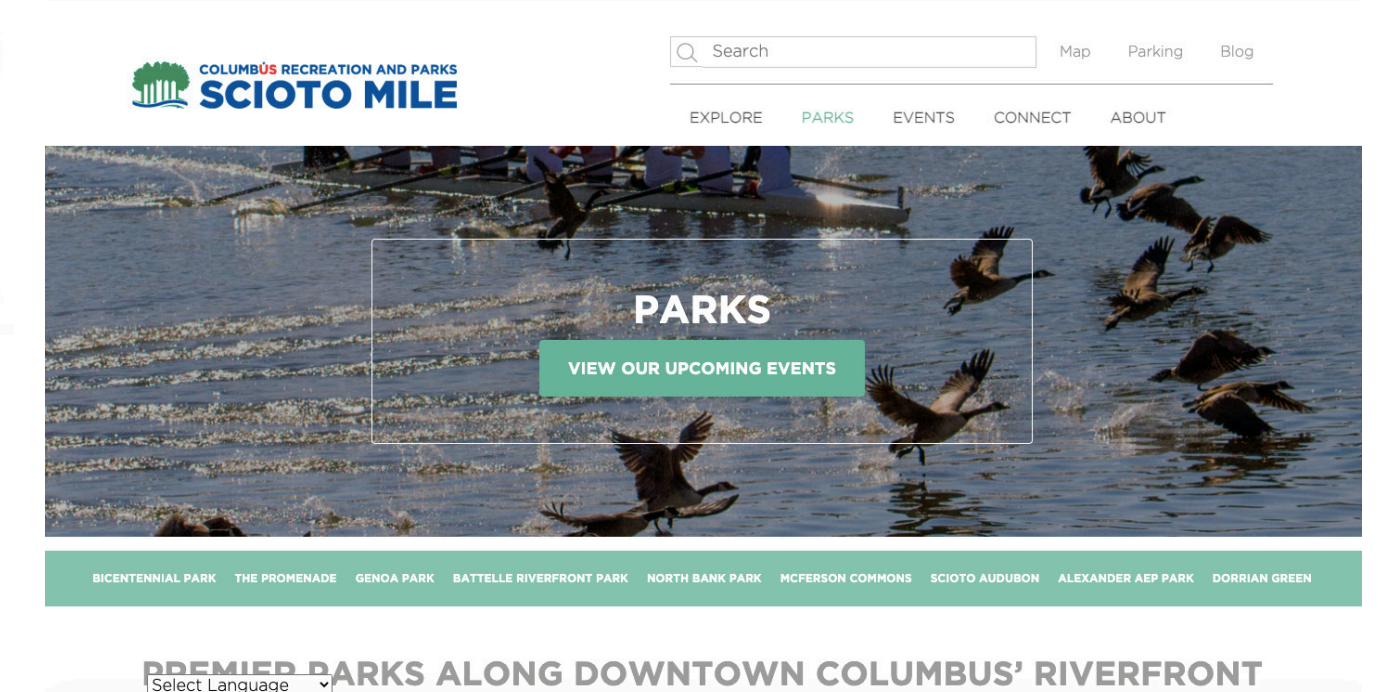
DIVE IN
For those with water running through their veins, indoor pools are an easy way to get in some exercise when it's too cold to swim outdoors. Beyond Columbus' indoor sporting facilities and YMCAs where you can obtain a day pass, several hotels also offer indoor swimming facilities for guests including Courtyard Columbus Downtown, Hilton Columbus Downtown, Hampton Inn & Suites Columbus-Downtown and Hyatt Place Columbus/OSU.



Things To Do

Things To Do In Columbus

Updated Nov. 2021



COLUMBUS

PREMIER PARKS ALONG DOWNTOWN COLUMBUS' RIVERFRONT

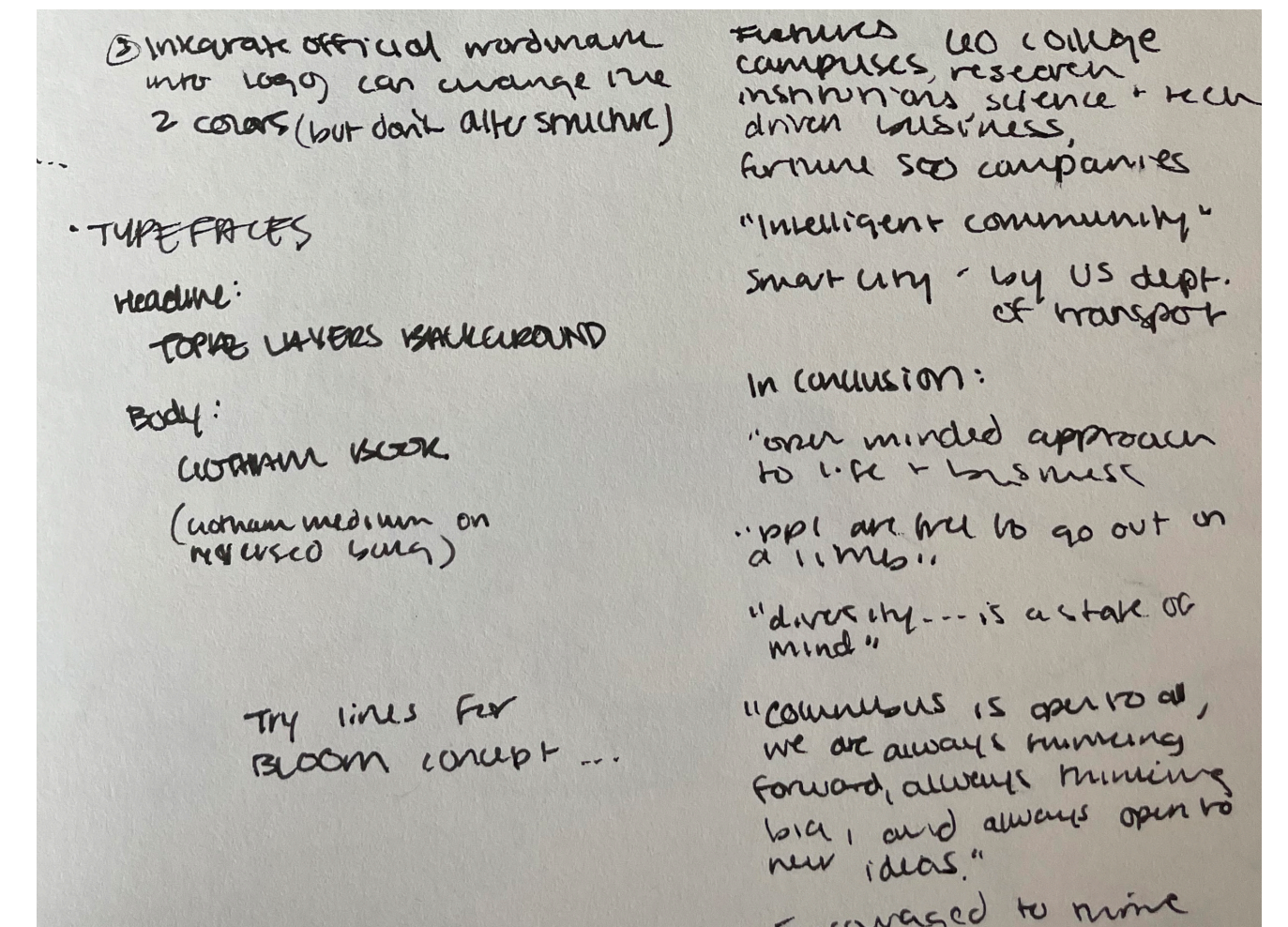
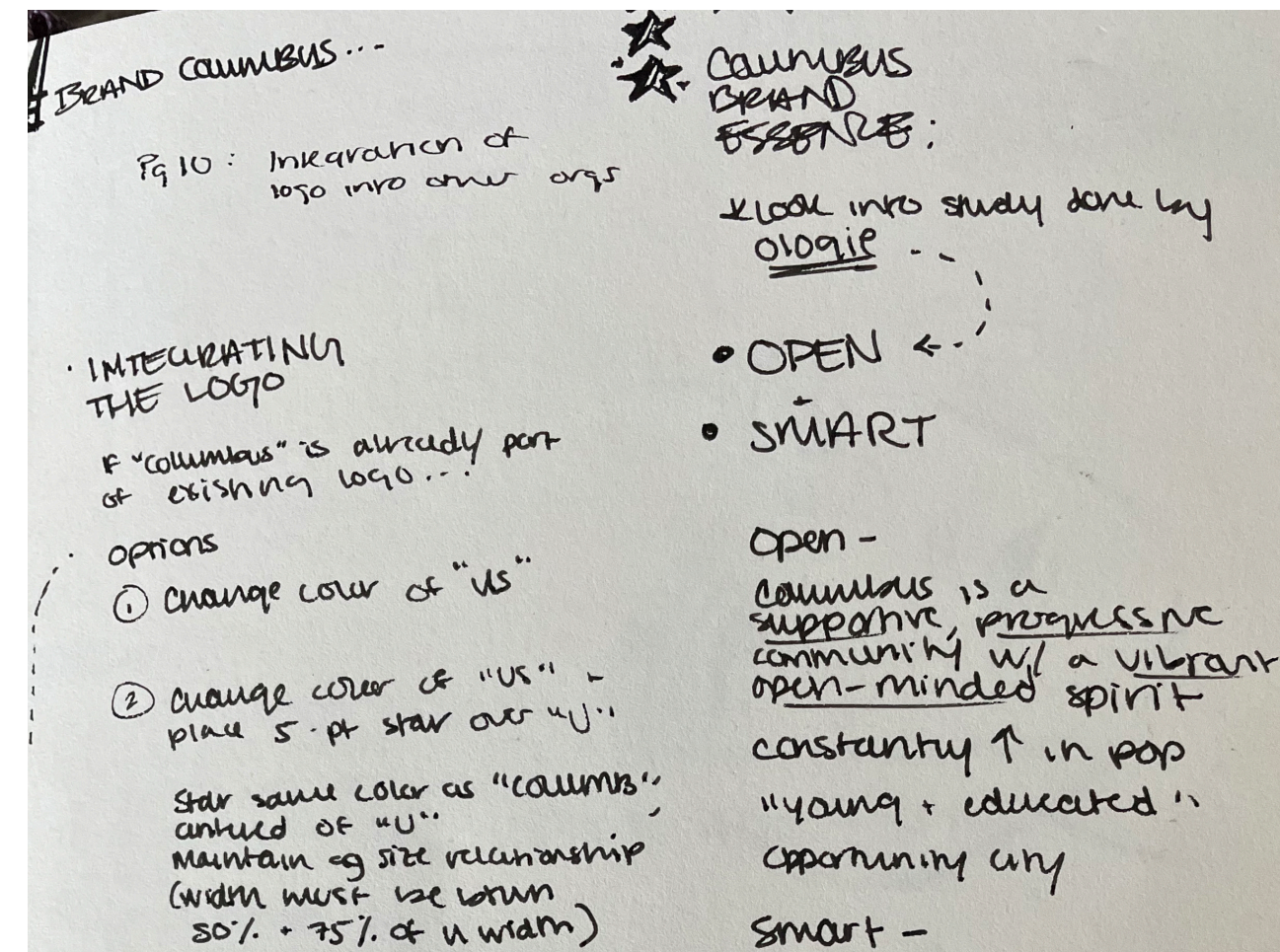
02 Secondary Research

Key Takeaways

The most successful place branding projects feature identities that are dynamic and adaptable and have the ability to showcase various aspects of the place.

The most successful park/place marketing showcases all aspects of the place.

The city of Columbus brand defines Columbus with two key words:
open and **smart**



02 Primary Research

Visitor Survey and Interviews

Describe the Scioto Mile area in 3 words

What is your favorite thing to do when at the Scioto Mile parks?

What is one thing that would make the Scioto Mile better?

What's your favorite park (can be anywhere), and why?

Developer Survey

What generates the most park engagement?

Which features at the Scioto Mile do you think attracts the most visitors?

What makes the Scioto Mile unique?

What could be improved at the Scioto Mile?

Of the parks you've worked on, which do you consider the most successful park and why?

What are key strategies when it comes to attracting people to park spaces?

02 Primary Research

Visitor Survey and Interviews

TOP 3 WORDS

- 1.GREEN
- 2.BEAUTIFUL
- 3.SPACIOUS
- 4.URBAN, DIVERSE



FAVORITE THINGS



NATURE (12)

Green Green green green green green trees
 Water river
 wildlife
 Sunset
 outdoor

APPEARANCE (11)

Beautiful beautiful beautiful beautiful beautiful Beautiful
 Scenic scenic enticing
 pretty
 Majestic

CITY (6)

urban urban urban
 Downtown
 Intercity
 cement

IMPRESSIONS (4)

memorable
 enjoyable
 beautiful
 surprising

DIVERSE (3)

diverse Diverse Diverse

ACTIVITIES

Physical challenge activities
 More activities
 More activities
 Like Chicago riverwalk
 More vendors
 ice cream
 Food trucks
 canoes
 boat rentals
 kayak rentals
 water rental activities

Clean water to swim
 cleaner river
 routine maintenance

More night safety features
 More lighting at night

undrinkable to go via car
 Better parking options
 Easier parking access

More quiet areas
 moor peaceful areas

More shade
 better tree infrastructure options

Less benches and benches with
 Less benches and benches with

Group sitting areas
 water fountains
 Less benches and benches with

less geese

SPACE (9)

spacious space space Space
 Open open Open
 Long
 open

UPKEEP (7)

maintained well-maintained updated
 Clean Clean
 interesting
 New

ATMOSPHERIC (5)

Peaceful Peaceful
 relaxing relaxing
 Quiet

ACTIVITIES (4)

running trails
 Useful
 Photos
 walkable

ACCESSIBILITY (2)

Accessible Accessible

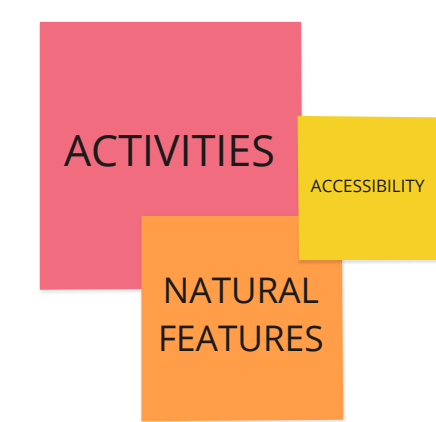
ACTIVITIES (4)

more historical features

IMPROVEMENTS



BEST PARK FEATURES



ACTIVITIES

splash pad, stage, seating, art
 close to activities and amenities
 close and ziplines
 swim
 walking
 Running Loop
 Rock climbing
 close, hiking, picnic, views
 large, walking paths
 paths w natural activities
 Hikes, accessible, scenery

NATURAL

nature and wildlife
 paths w natural activities
 hikes, accessible, scenery
 trails and nature
 otherworldly
 close, hiking, picnic, views
 large, walking paths
 city and green

ACCESSIBLE

accessible and spacious
 accessible
 close and ziplines
 close, hiking, picnic, views

SCENIC

beautiful, easy to get lost in
 ridiculously beautiful
 gorgeous and serene

PEACE

good for reflection
 peaceful and relaxing
 gorgeous and serene

URBAN

city and green

Walk Walk Walk Walk
 Walk Walk Walk Walk
 Walk Walk Walk(?) Walk (on river)
 Walk Walk (w dog) Walk Walk
 Walk (w fam) Walk

Swings Swings Swings

People Watch People Watch

Nature Nature
 See Scenery Look at water Sightsee

Bike Bike

Run Run

Scooter Scooters

Coffee Picnic

Lie in grass

Science Features

Rock Climbing (Audubon) Rock Climbing (Audubon) Audubon Playground

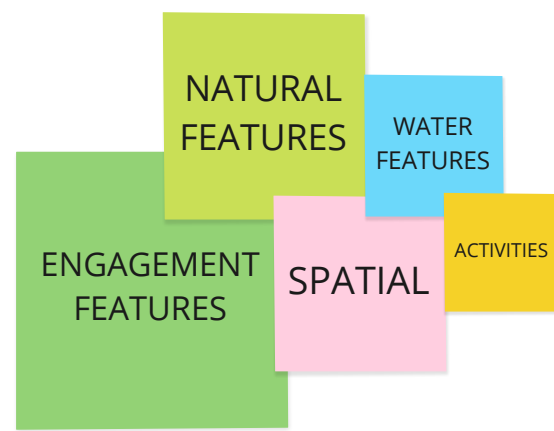
Talk (w fam)

History Features

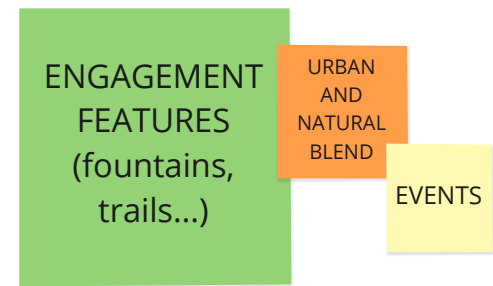
02 Primary Research

Developer Survey

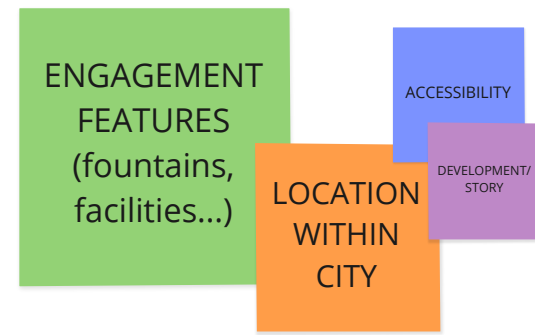
MOST ENGAGEMENT



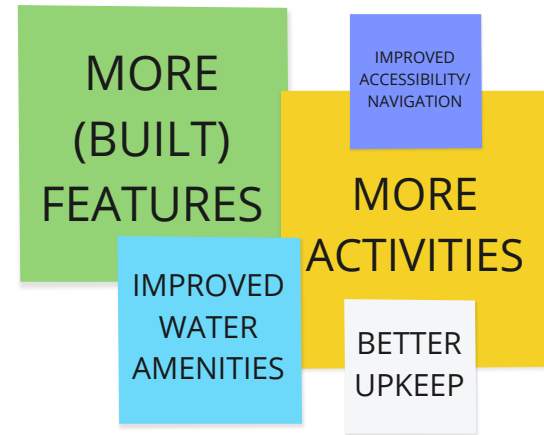
BEST SCIOTO FEATURES



SCIOTO UNIQUE



IMPROVEMENTS



ATTRACTION STRATEGIES

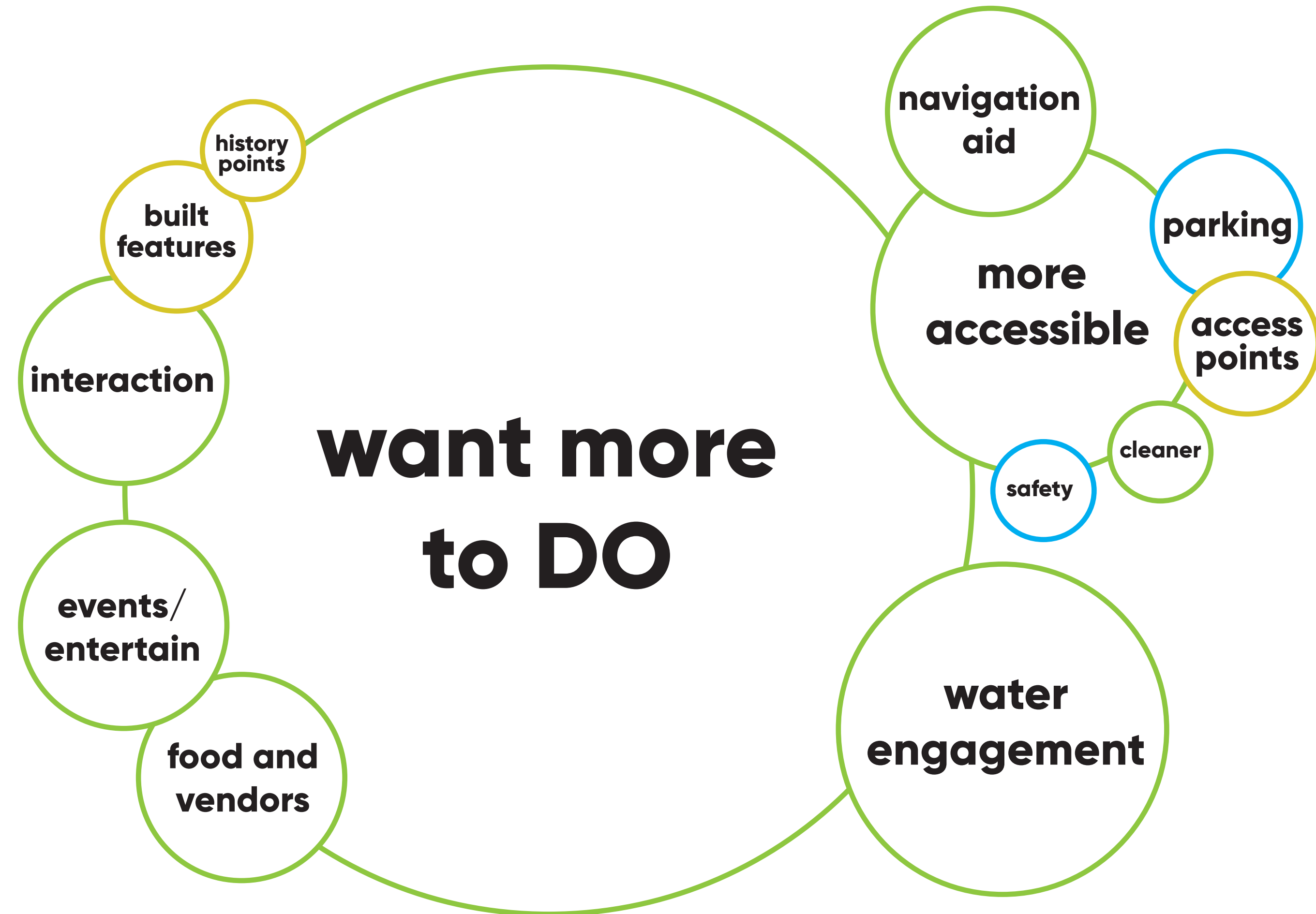


02 Primary Research

Key Takeaways

What do people want?

- Visitors and creators
- Visitors
- Creators



02 Primary Research

Key Takeaways

Visitors love the beautiful blend of urban and park areas

Much potential in the available space

But where **next**?

What can users **do**?

"The stage is set ..."

"There are lots of amenities which attracts people, but the bigness and connection to the other (city) is what attracts people and makes this different than other parks."

"The ability to have a wide and continuous open space system from the Scioto Audubon Metropark to Astor Park is unrivaled ... providing opportunities for each visitor to use the park(s) as they please."

"... the Scioto Mile and Scioto Greenways "set the table"

"At the highest level, it has to feel like public space where people feel welcome."

"The city needed a common place to join downtown together that had no expectations of it's visitors. it's for everyone - it's a perfect democratic medium - it's not complicated."

02 Thesis Statement

Improve the visitor experience at the city of Columbus's Scioto Mile by making the Scioto parks more accessible and navigable.

This is done through creating an efficient and engaging interactive wayfinding system that utilizes both digital and physical touchpoints.

03 Brand Identity

Principle Concepts

WELCOMING

The Scioto Mile is a space for anyone and everyone

VIBRANT

Capturing the buzz and excitement of the city

DYNAMIC

The parks are constantly changing, wayfinding should change with it

REVEALING

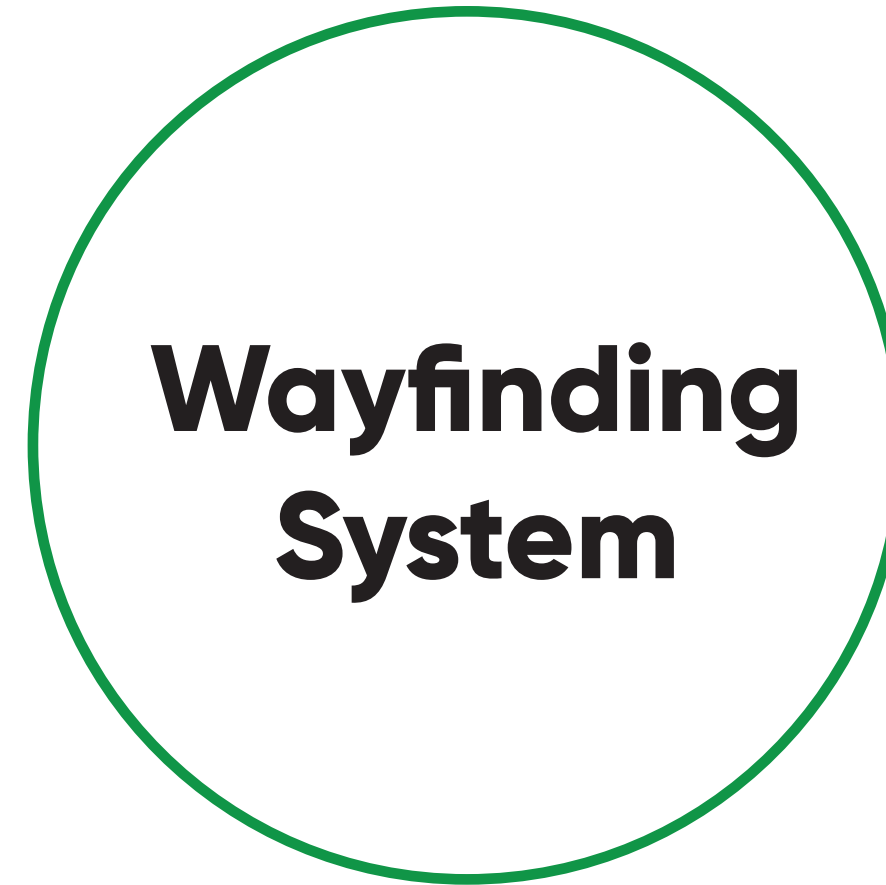
Showcase all that the Scioto Mile has to offer

03 Brand Identity

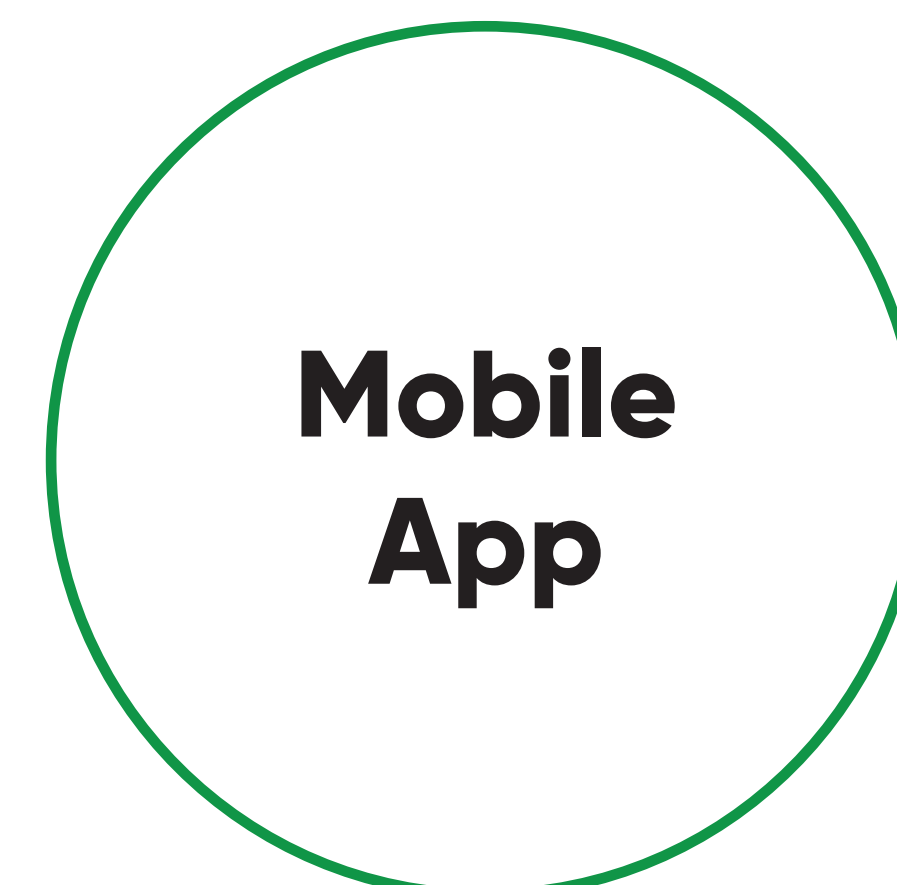
Design Touchpoints



Establish a clear brand to identify and connect the Scioto Mile Parks, with the potential to be expanded to all Columbus parks



Create a wayfinding system to install in the Scioto Mile parks to aid visitors in navigation



Create mobile app that can be used both independently, and in tandem with the Scioto Mile wayfinding system

03 Inspiration

Digital Inspiration

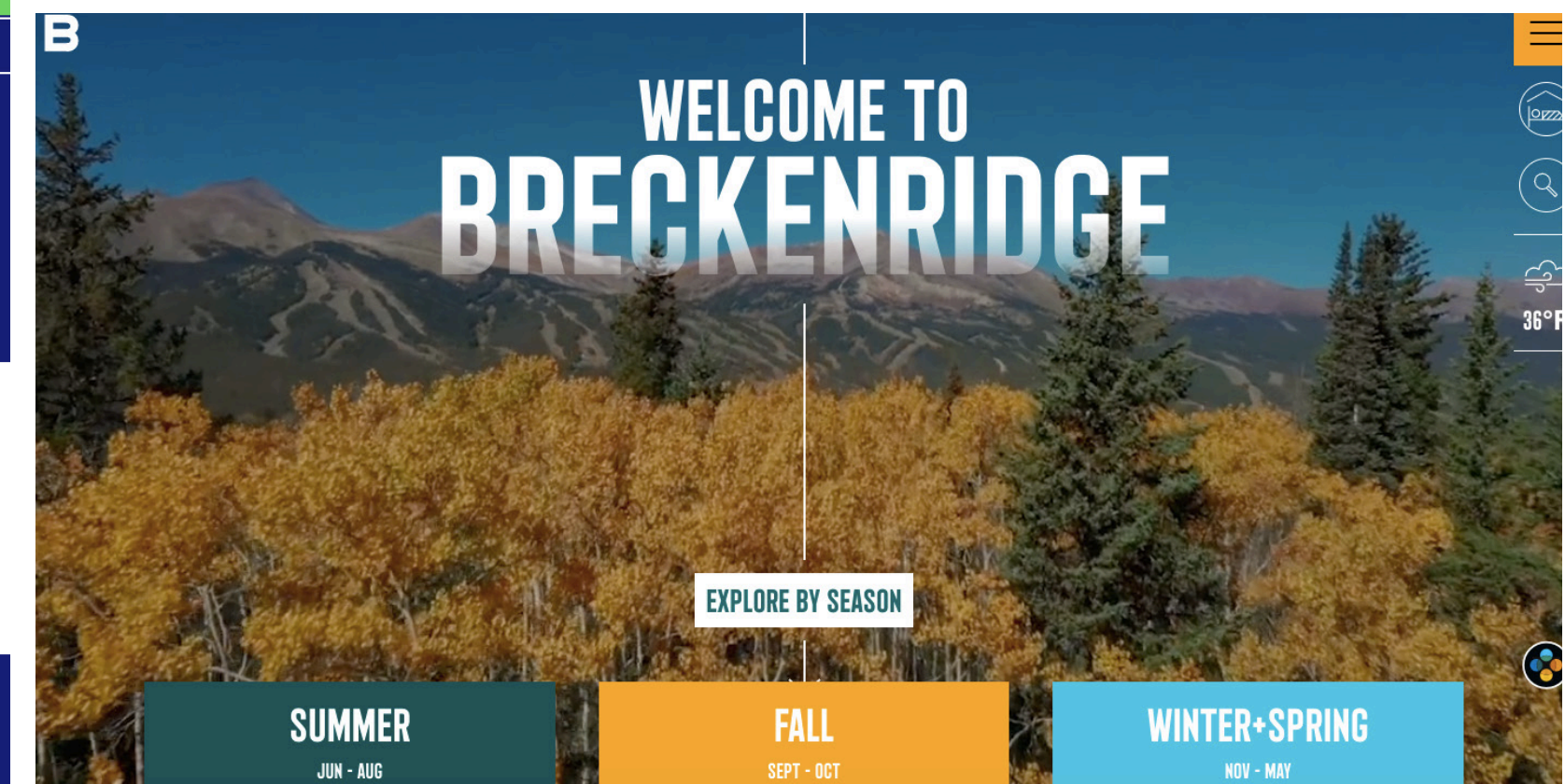
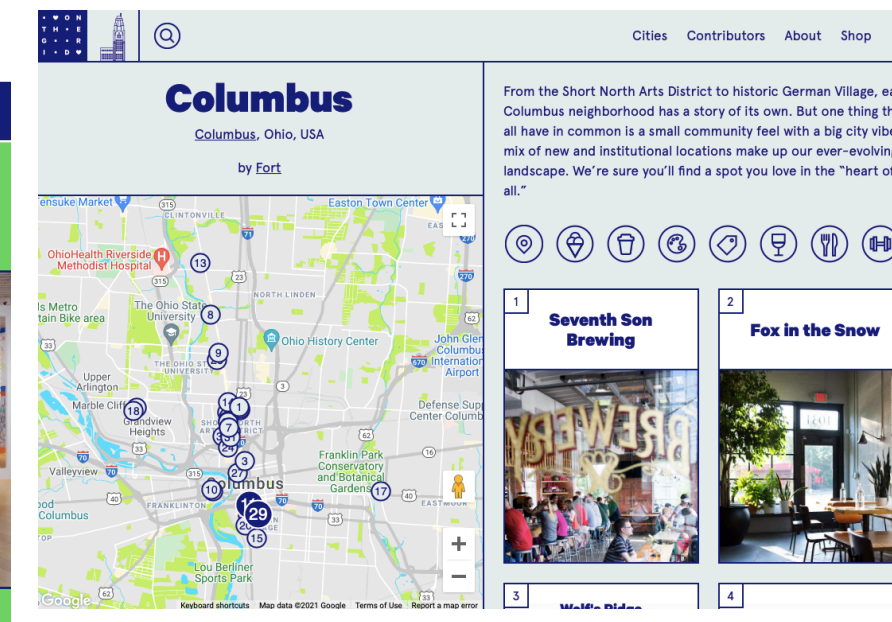
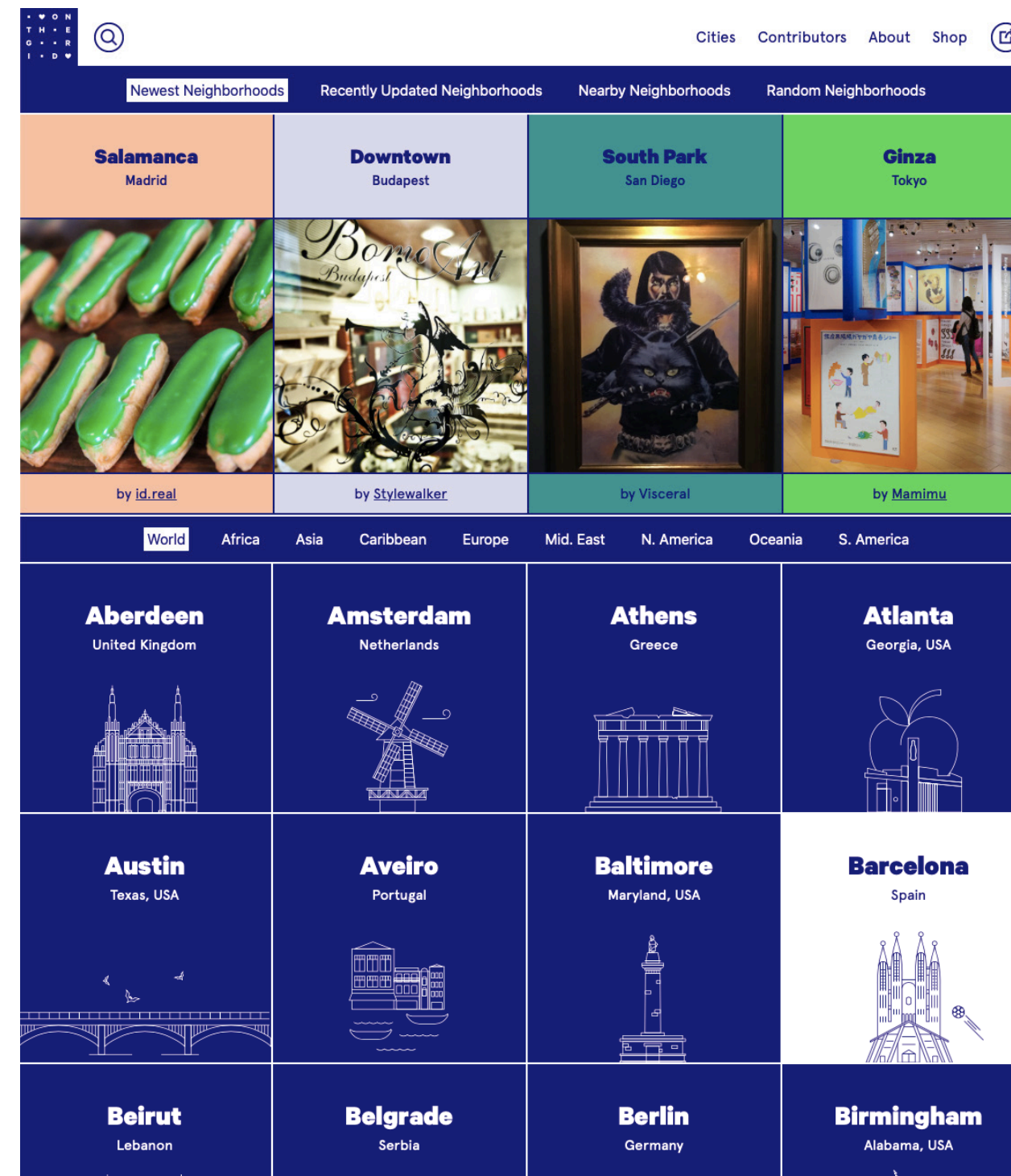
Focus on fun and adventure, pulling in illustrative elements.

Sites:

<https://onthegrid.city/>

<https://pitch-tents.co.uk/>

<https://gobreck.com/>



03 Inspiration

Look and Feel Inspiration

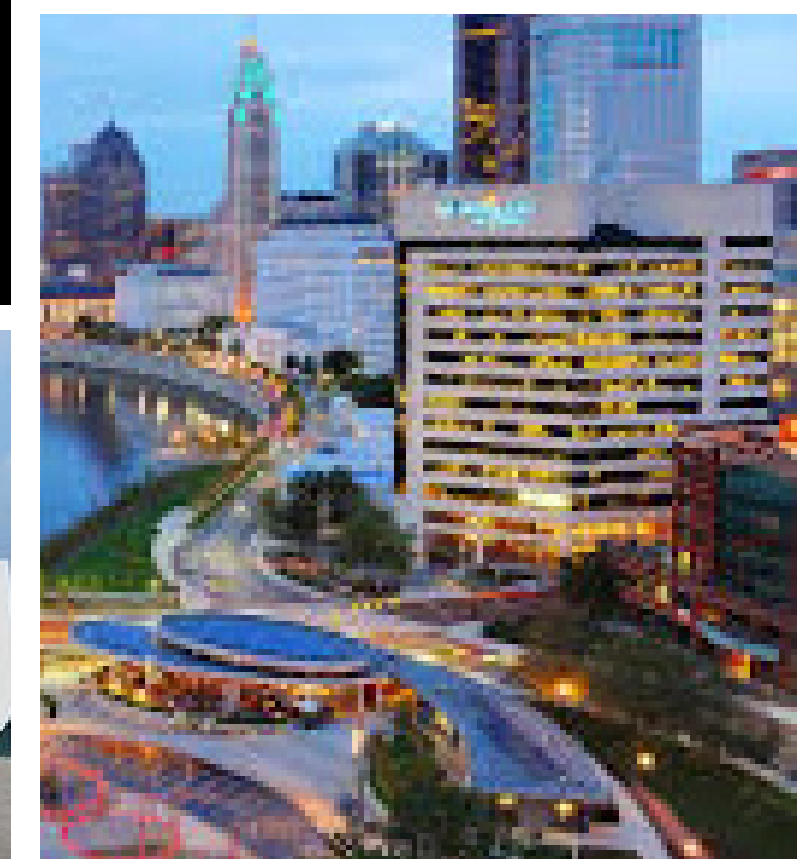
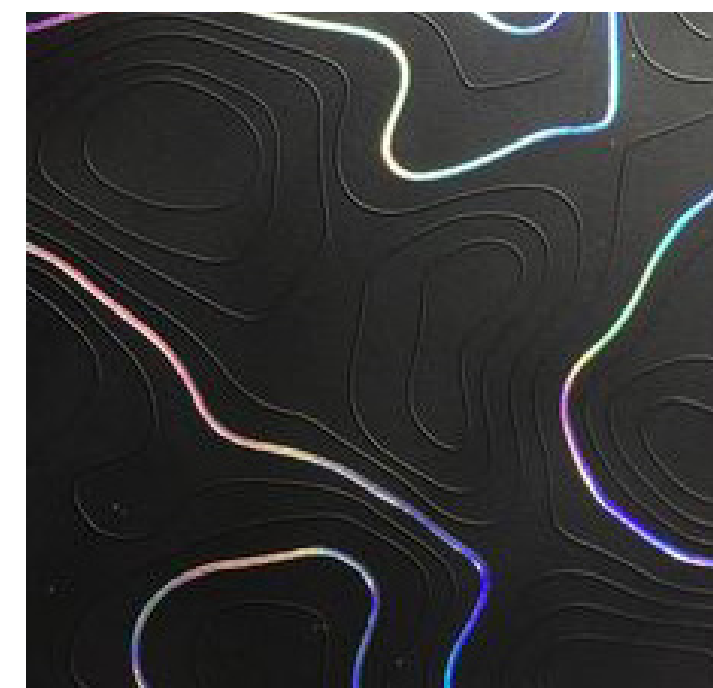
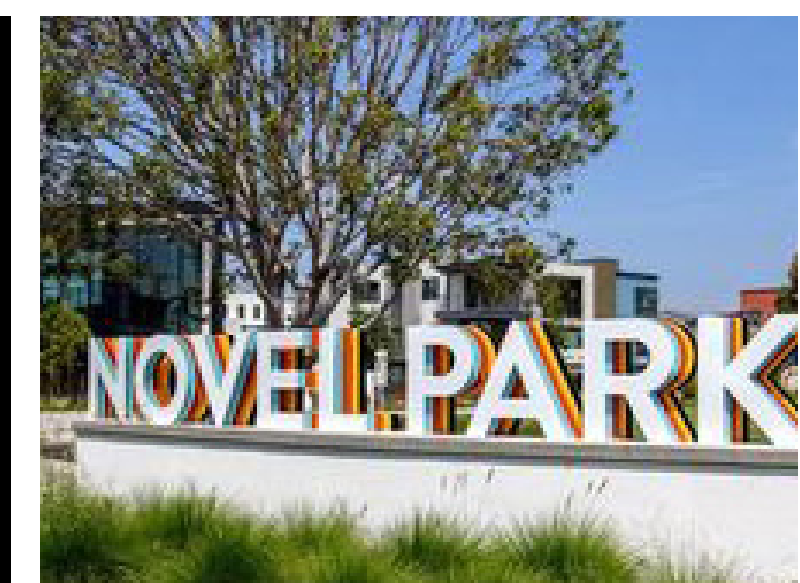
Exciting and vibrant, inspiring action.
Pulling inspiration from the Scioto Mile itself, and other large urban parks.

Parks:

Scioto Mile - Columbus, OH

Novel Park - Irvine, CA

Yeouido Park - Seoul, South Korea



03 Mark

Exploration



03 Mark



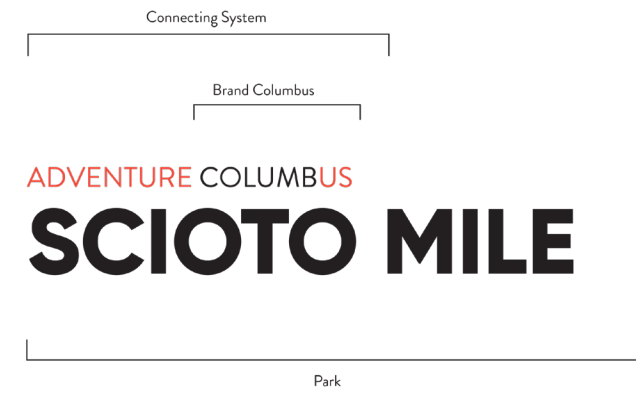
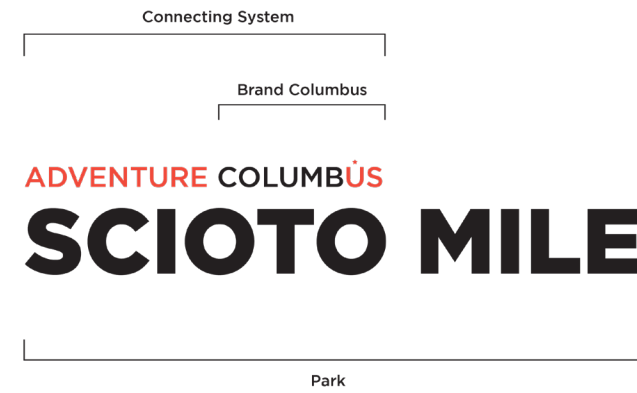
Final

The Adventure Columbus Scioto Mile mark is organic and flowing, reflective of the motion of the Scioto River, the people moving through the parks, and the constantly moving city.

The mark is composed of nine segments, one segment for each of the nine parks that make up the Scioto Mile.



03 Name



Exploration

Headline Type:

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
Scioto Mile

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
Scioto Mile

Connecting Word:

ADVENTURE COLUMBUS

VENTURE COLUMBUS

QUEST COLUMBUS

DISCOVER COLUMBUS

THRIVE COLUMBUS

Capital vs lowercase:

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
Scioto Mile

ADVENTURE COLUMBUS
Scioto Mile

ADVENTURE COLUMBUS
Scioto Mile

ADVENTURE COLUMBUS
Scioto Mile

ADVENTURE COLUMBUS
Scioto Mile

Body Type:

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ADVENTURE COLUMBUS
SCIOTO MILE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ADVENTURE COLUMBUS
SCIOTO MILE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Type Format:

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

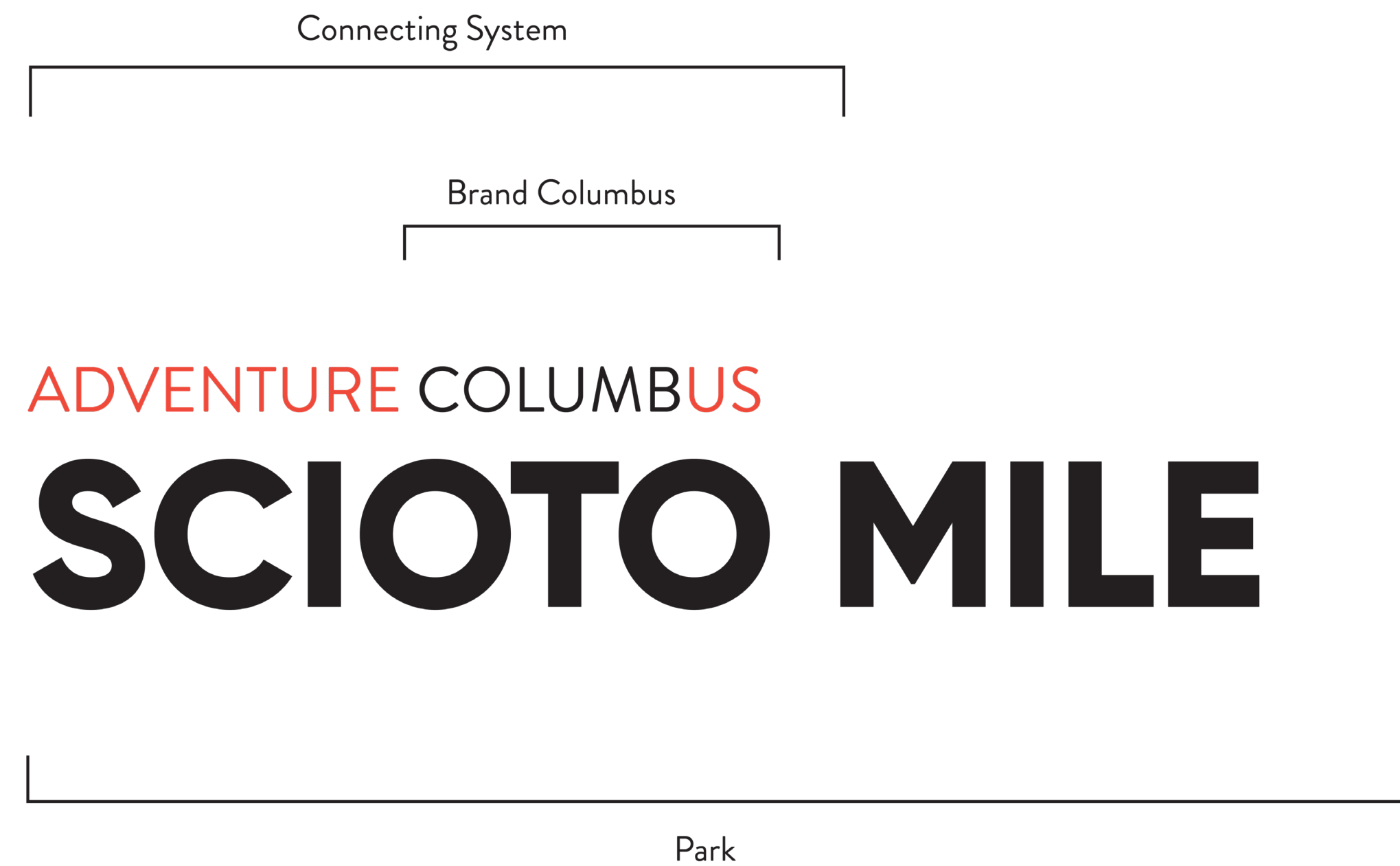
ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

ADVENTURE COLUMBUS
SCIOTO MILE

03 Name

The name incorporates the Columbus brand, making the brand part of the city identity. This also opens potential for this to become part of a greater Columbus metro park system.



03 Typography

Headline: Gilroy ExtraBold
Body: Brandon Grotesque Regular

Both bold and clean, creating a fresh,
modern identity.

Gilroy ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brandon Grotesque

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

03 Color Palette

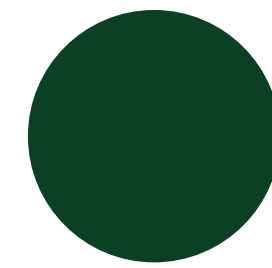
Exploration

The image displays a grid of 100 variations of the Scioto Mile logo, organized into four main sections based on background color: white, black, dark green, and light green. Each section contains 25 variations, with the first two rows of each section showing the logo with a standard five-dot color palette (green, teal, yellow, orange, blue) and the remaining three rows showing the logo with a single color background. A central legend lists the hex codes for the colors used in the palettes.

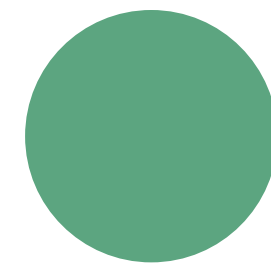
Color	Hex Code
Green	#19725
Teal	#143137
Yellow	#845646
Orange	#378742
Blue	#425621
Light Green	#209444
Light Teal	#014868
Light Yellow	#510100
Light Orange	#0C83F
Light Blue	#411983
Light Purple	#500100
Light Cyan	#E4580
Light Magenta	#4490128
Light Grey	#5241009
Light Brown	#6141087
Light Pink	#D5C2A
Light Purple	#297742
Light Blue	#164352
Light Cyan	#229907
Light Magenta	#D8431
Light Grey	#2116249
Light Brown	#146427
Light Purple	#14910

03 Color Palette

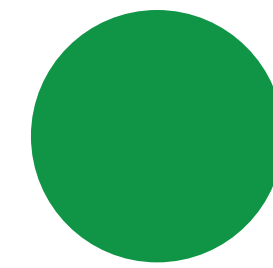
A blend of natural and urban colors, welcoming and vivid, bringing together the imagery of the parks and the city.



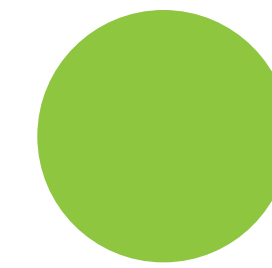
153F25
21 63 37



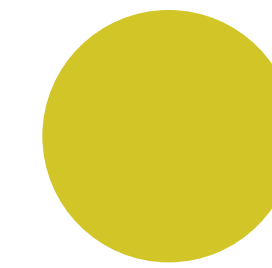
5EA580
94 165 128



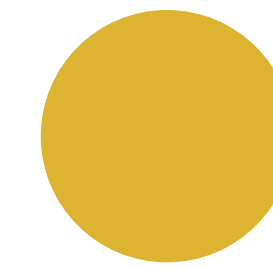
00944
0 148 68



8DC63F
141 198 63



D5C52A
213 197 42



DDB431
221 180 49



03 Signage Extensions

The individual segments of the mark could potentially be taken apart and incorporated into signage for each of the nine parks.

**SCIOTO
AUDUBON**

**BICENTENNIAL
PARK**

**THE
PROMENADE**

**BATTELLE
RIVERFRONT PARK**

**GENOA
PARK**

**ALEXANDER
AEP PARK**

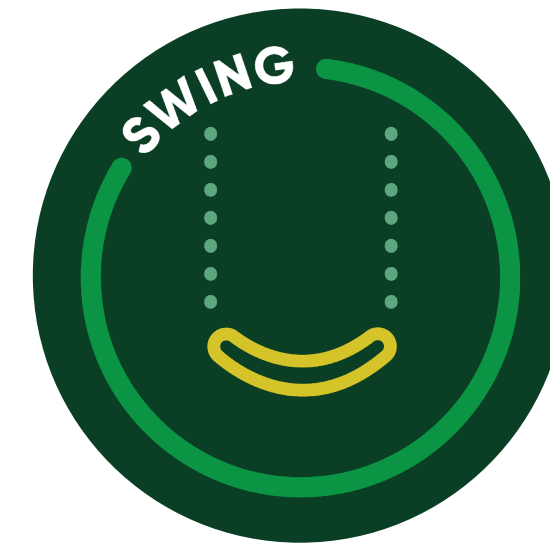
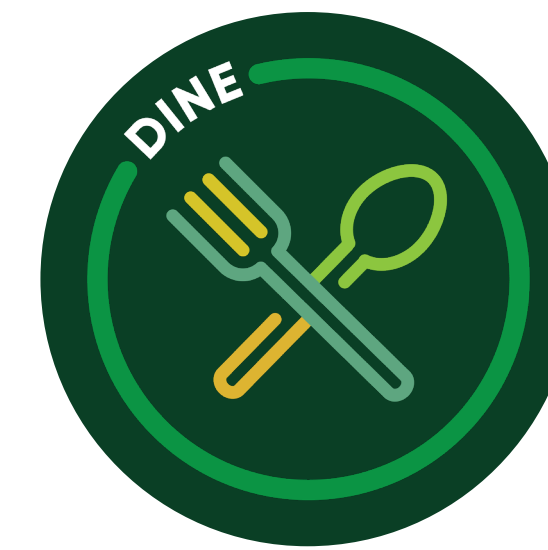
**MCFERSON
COMMONS**

**NORTH BANK
PARK**

**DORRIAN
GREEN**

03 Iconography

The icon system displays some of the Scioto Mile's most popular features. These are incorporated into digital maps and signage as destination points.



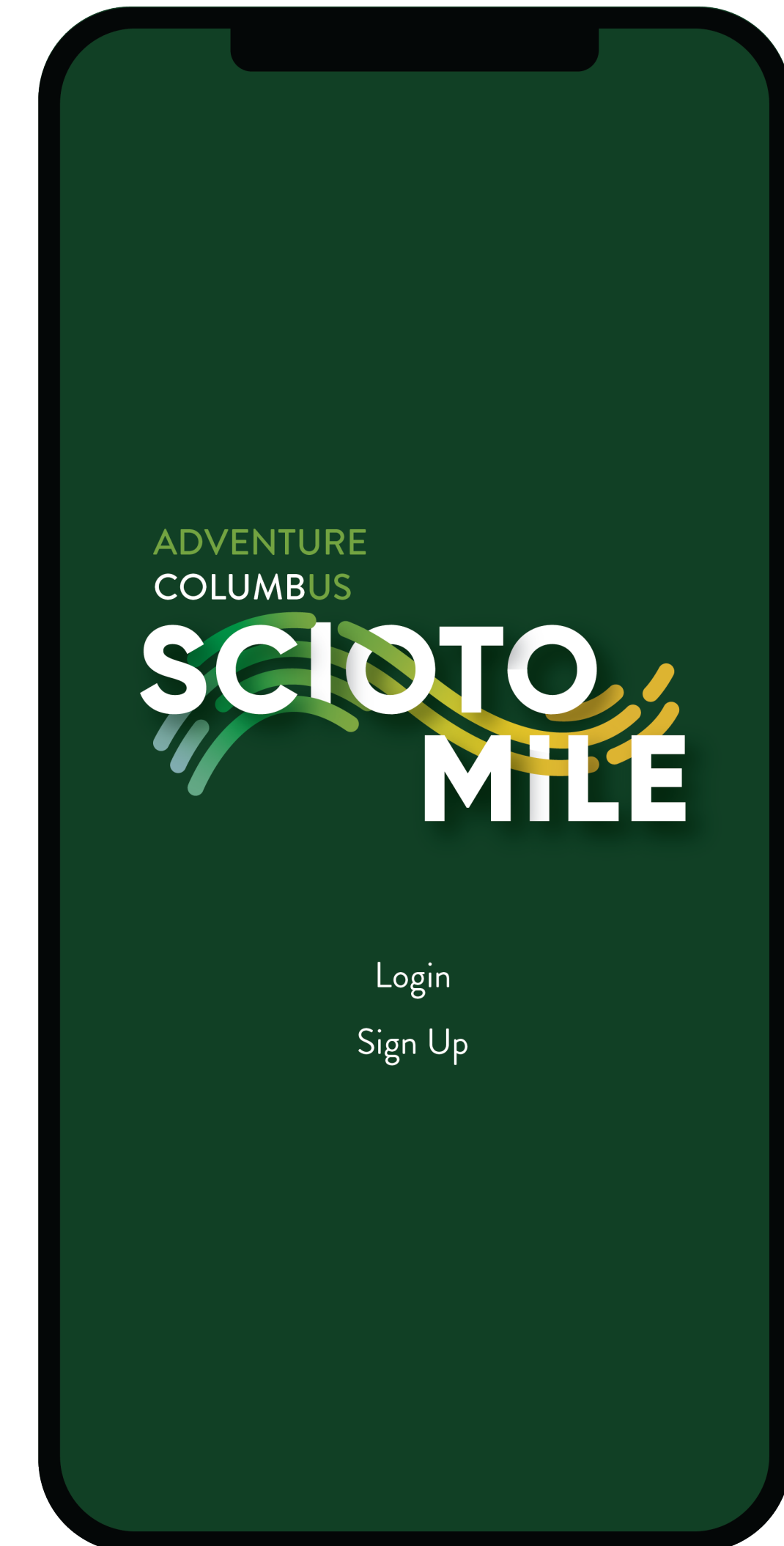
04 Mobile App

Independent Use

Use the mobile app to find any and all information about the Scioto Mile. Users can access park locations and information on individual parks, activities, and features.

Interaction

Use the mobile app in tandem with the signage at the Scioto Mile to immediately access interactive maps and relevant information.



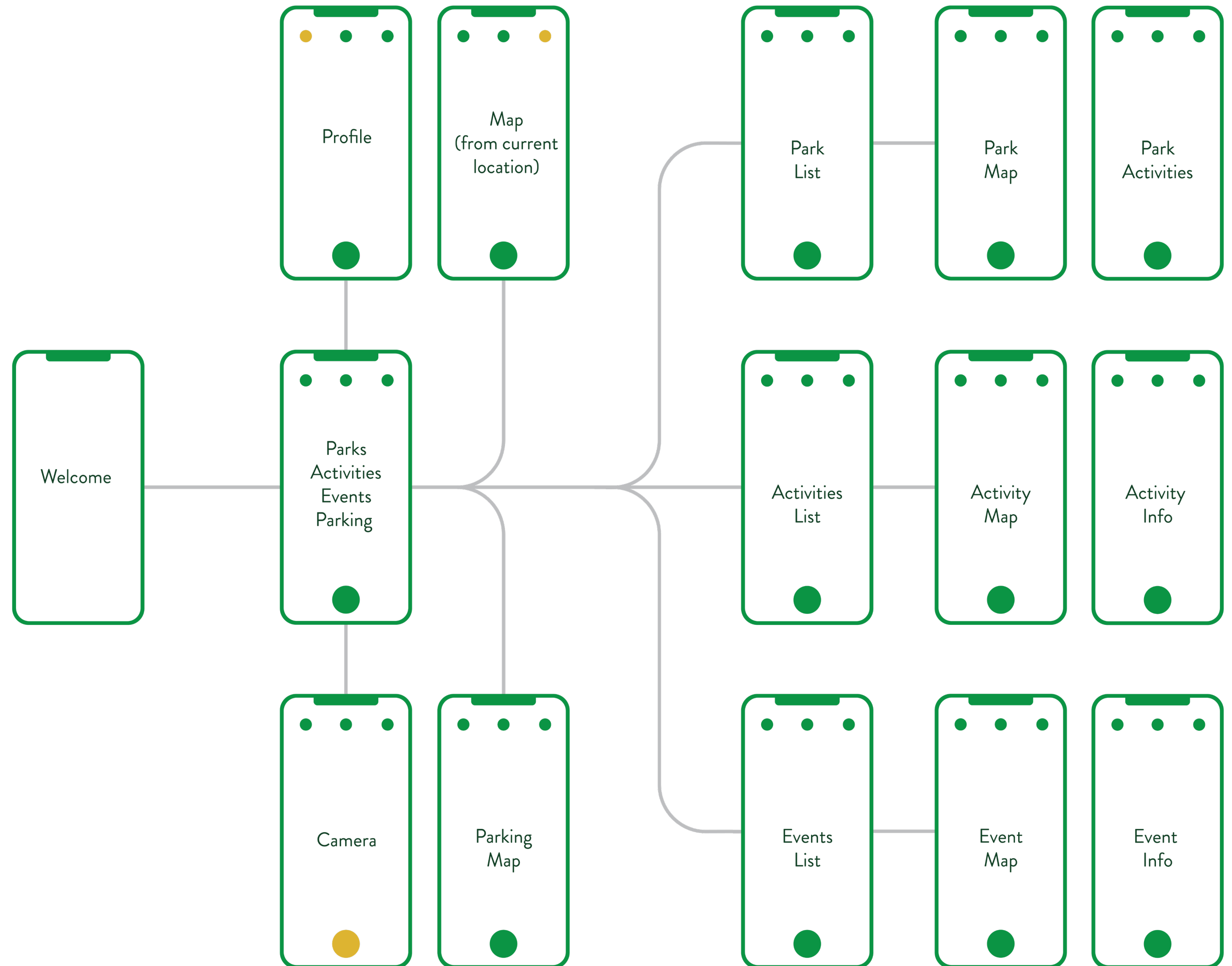
04 Mobile App

Wireframes

Rough representation of key features and navigation on the mobile app.

Key features:

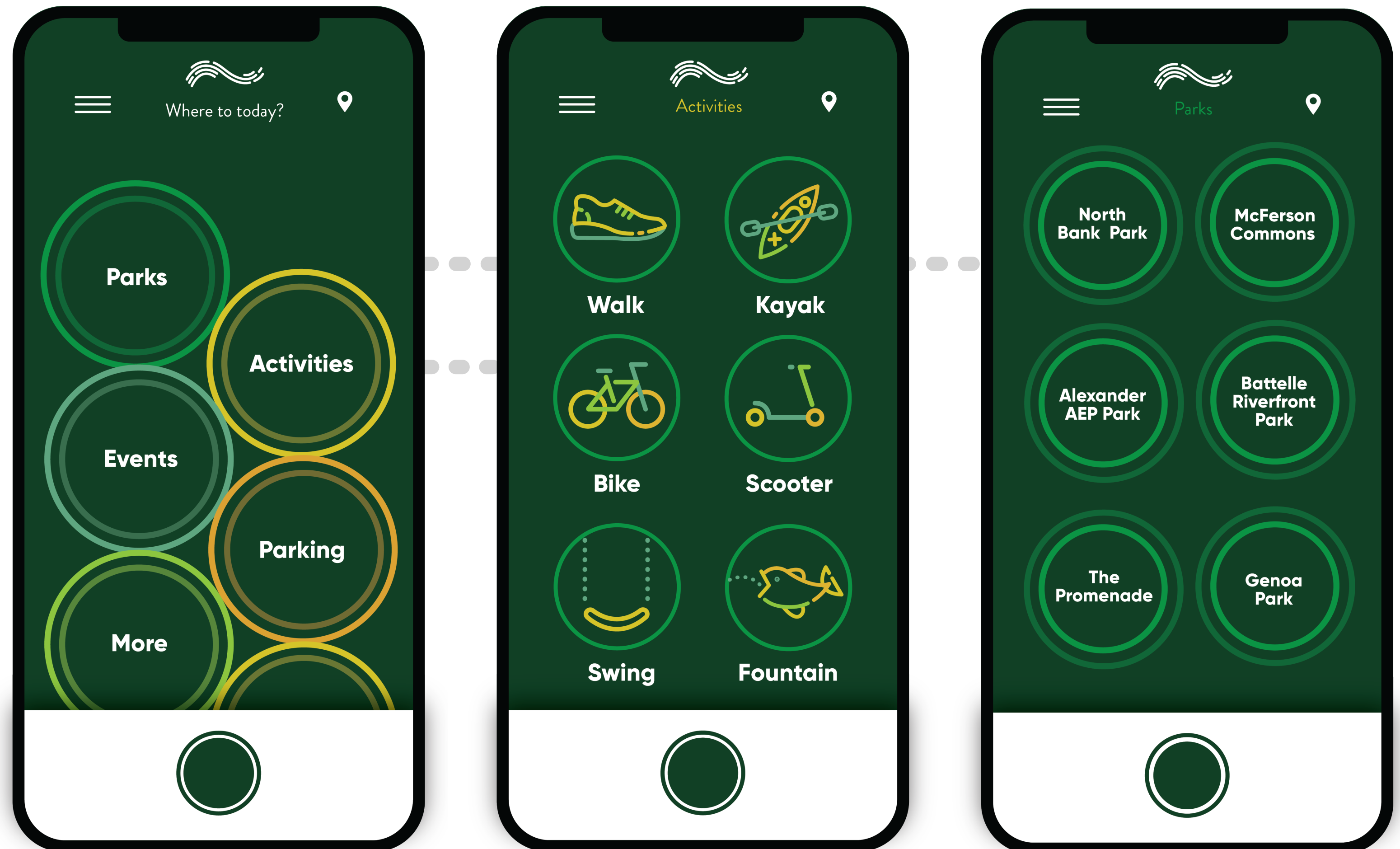
- Camera option present on all screens
- View by parks
- View by activities
- View by events
- View by parking



04 Mobile App

Look and Feel

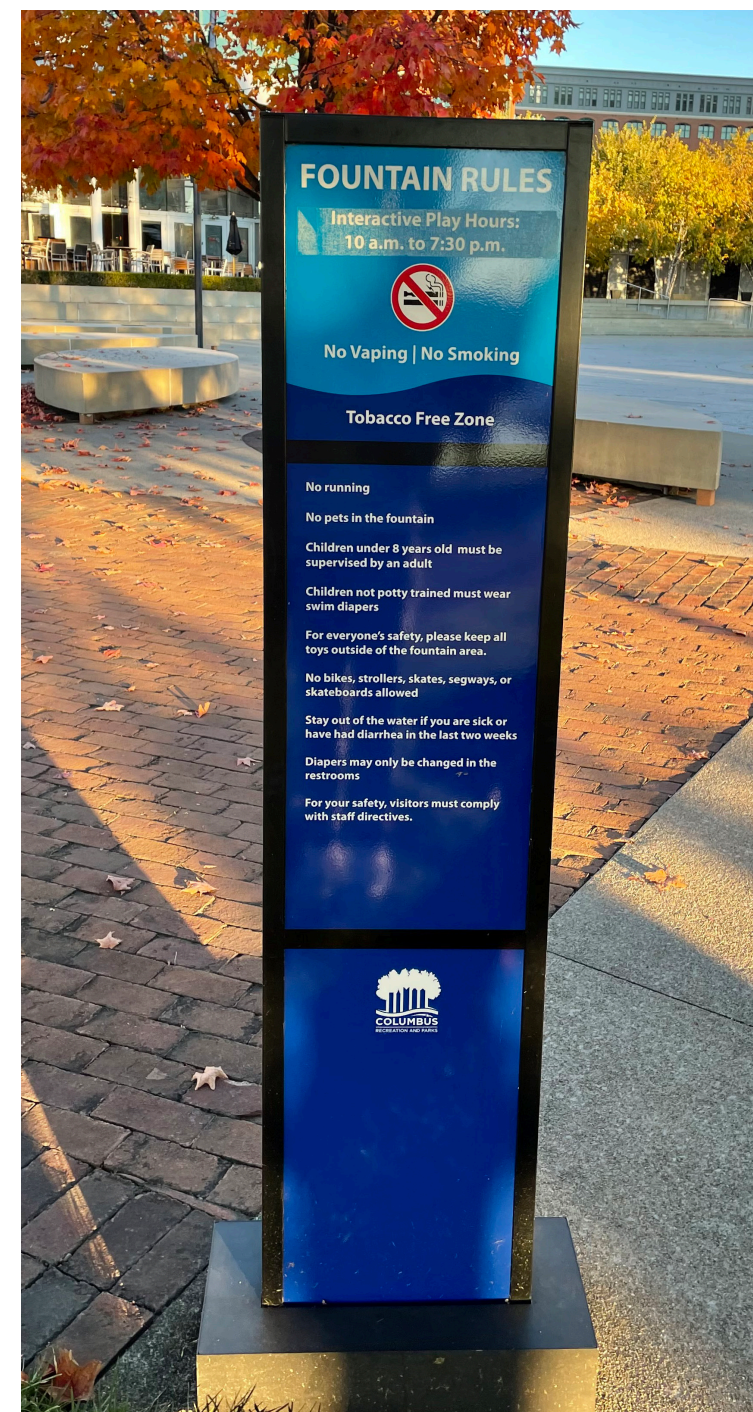
The look and feel of the mobile app uses the colorful, stroke-based look of the icons while leaning more into a natural feel over urban.



05 Wayfinding

Existing Signage

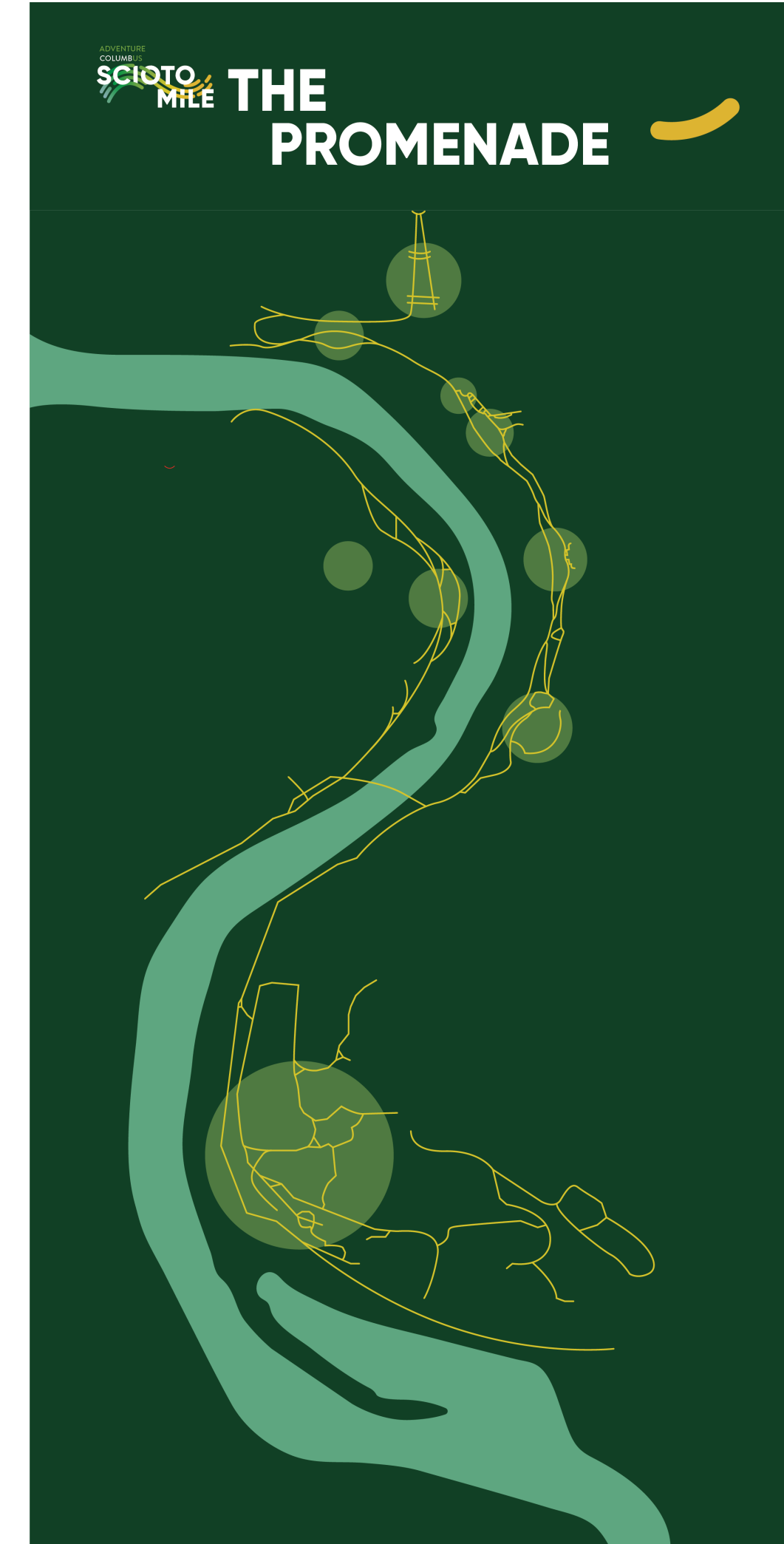
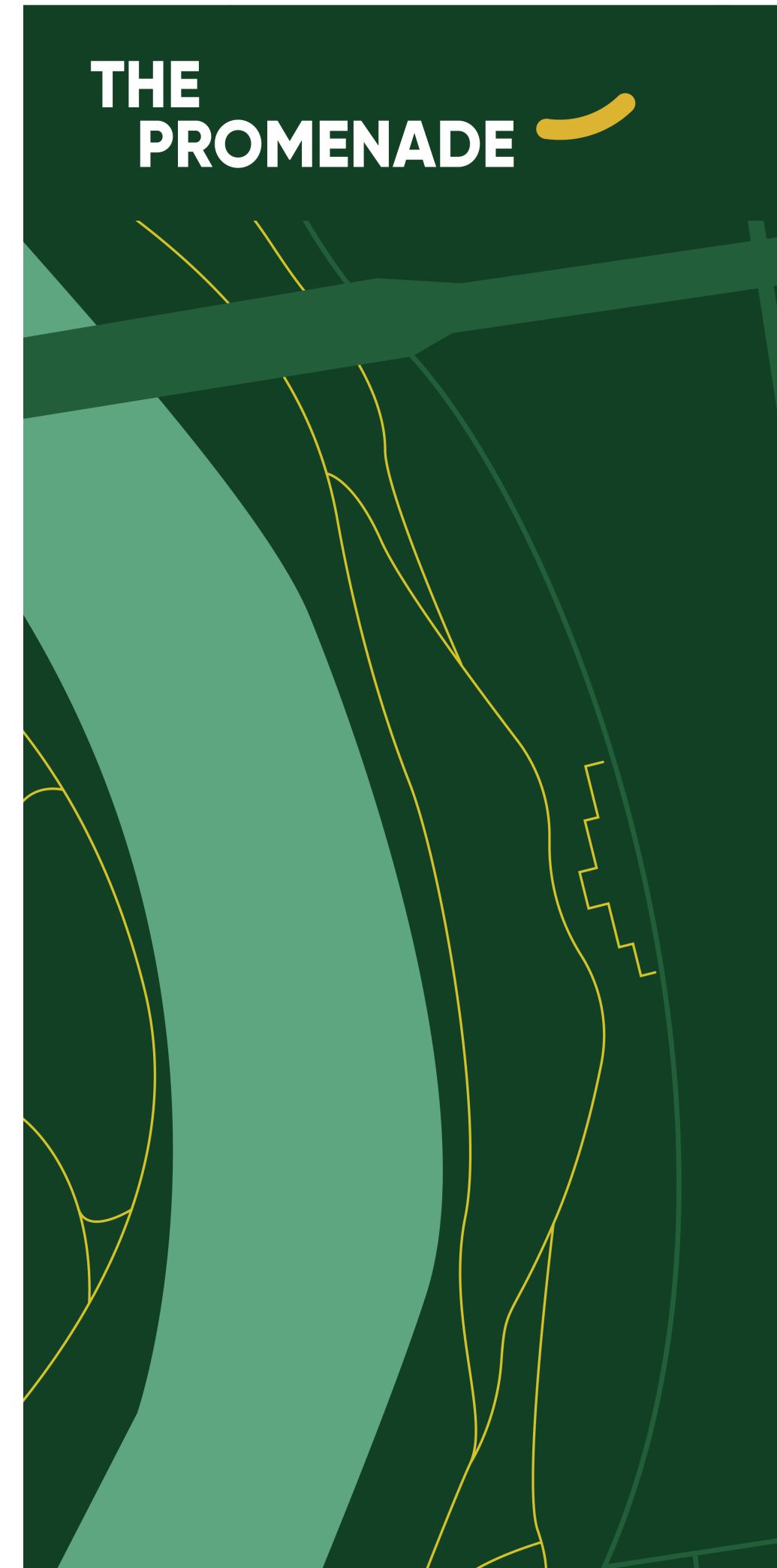
Currently, little signage exists along the Scioto Mile. Much of it serves as markers along walking trails, or informational signage near event spaces. While it does have navigational purposes, it is limited in the information it provides.



05 Signage

Park Maps

Park maps featured throughout the nine parks give visitors a sense of place and help them navigate the Scioto Mile. Maps feature either the individual parks or the full Scioto Mile with all nine parks denoted.



05 Signage

Park Maps

Park maps can be scanned and become an interactive map on the mobile app. On the interactive map users can get directions to desired activity points and parks.



05 Signage

Activity Directions

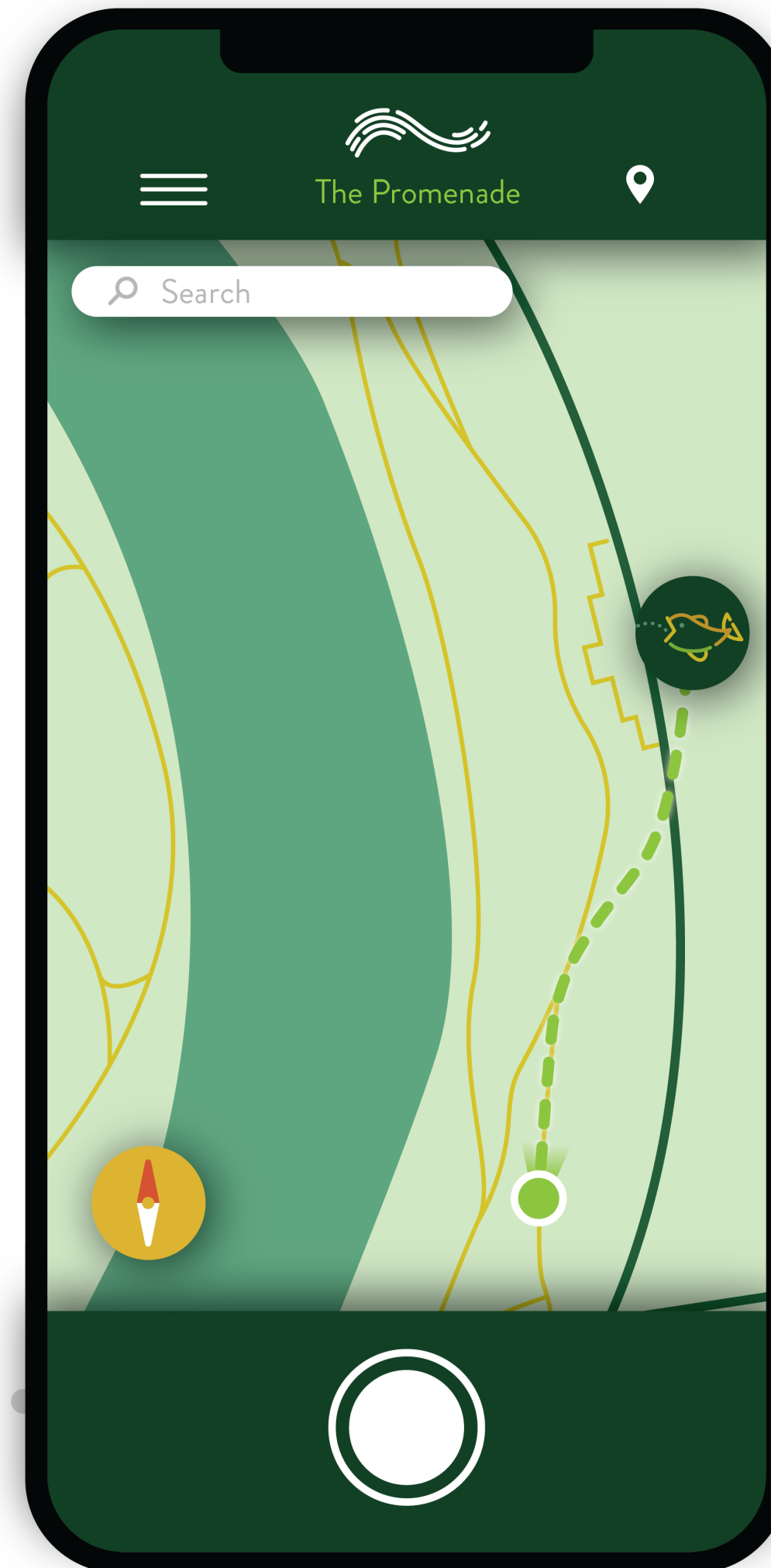
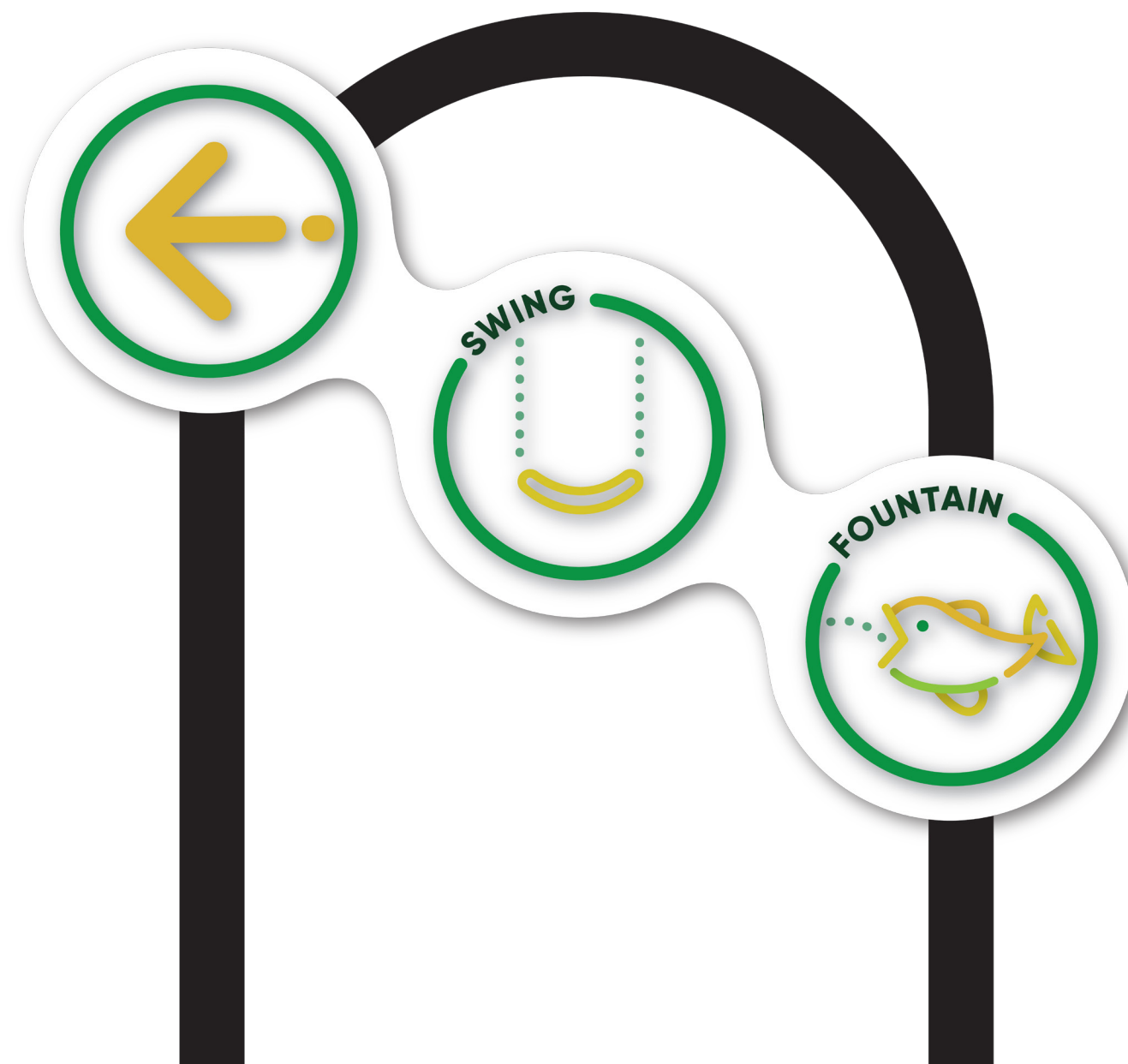
Signage throughout the Scioto Mile indicates various popular activity and amenity locations.



05 Signage

Activity Directions

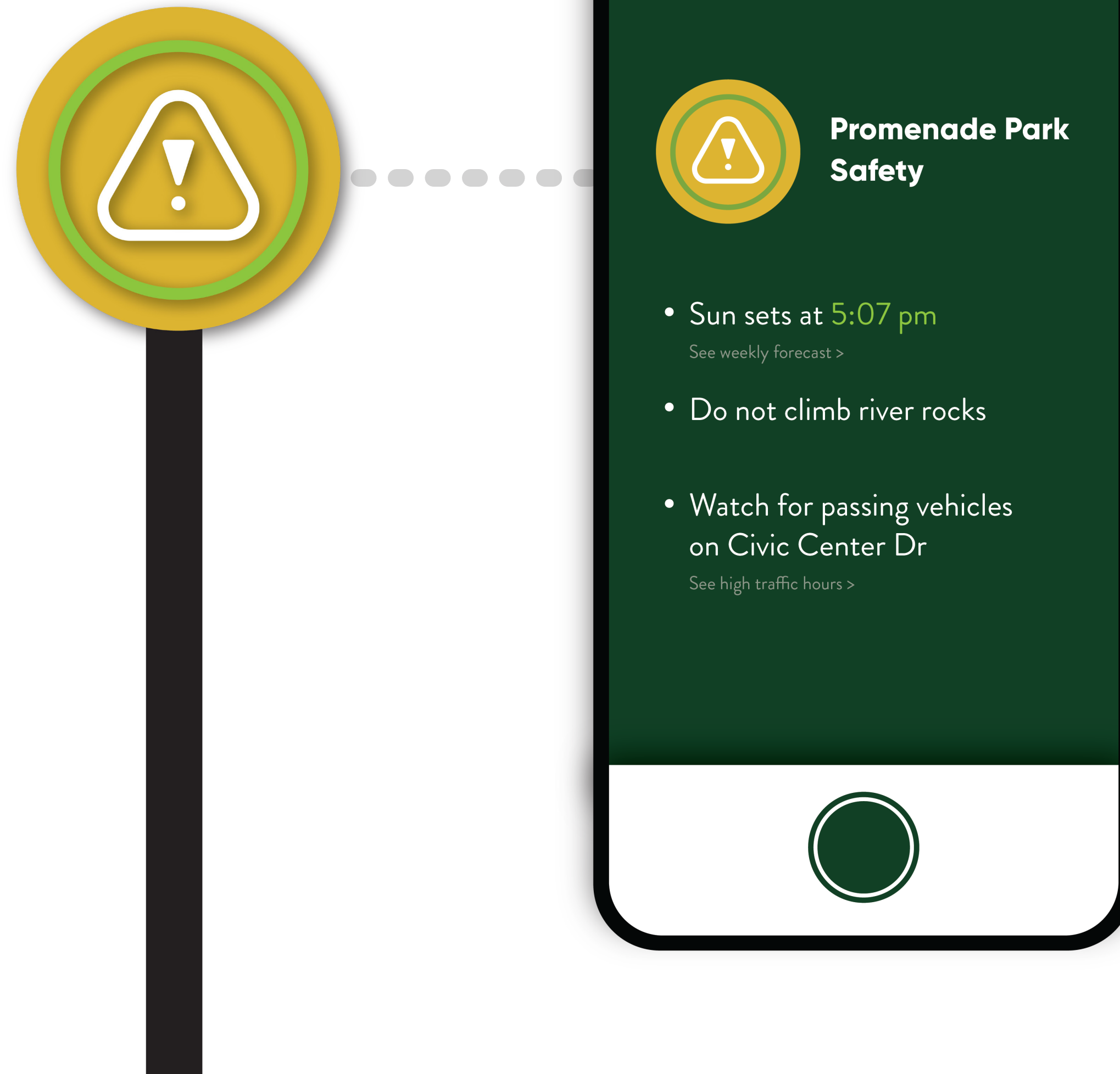
Activity signs can be scanned to pull up maps directing users to the specified activity, or pull up information about the specified activity.



05 Signage

Safety Points

Safety signs throughout the parks can be scanned to pull up safety information relevant to the park spaces and nearby activities.



06 Reflection

Where to next?

This presentation provides an overview of the ideas behind the Adventure Columbus Scioto Mile interactive wayfinding system and identity, but there is much yet to be explored.

Traveling onward, I'd like to delve specifically into how the signage will be integrated into the parks, and completely work through the functions of the mobile app.

Future endeavors

Fully map out and construct mobile app

Determine where and how signage will be incorporated into the parks

Determine materials used for signage

Incorporate Adventure Columbus Scioto Mile into the existing Experience Columbus Platform

Explore how Adventure Columbus can be expanded to full Columbus metro park system

Thank You

