

PENDLETON SUMMER SERIES

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Design Systems 2 | Summer 2016

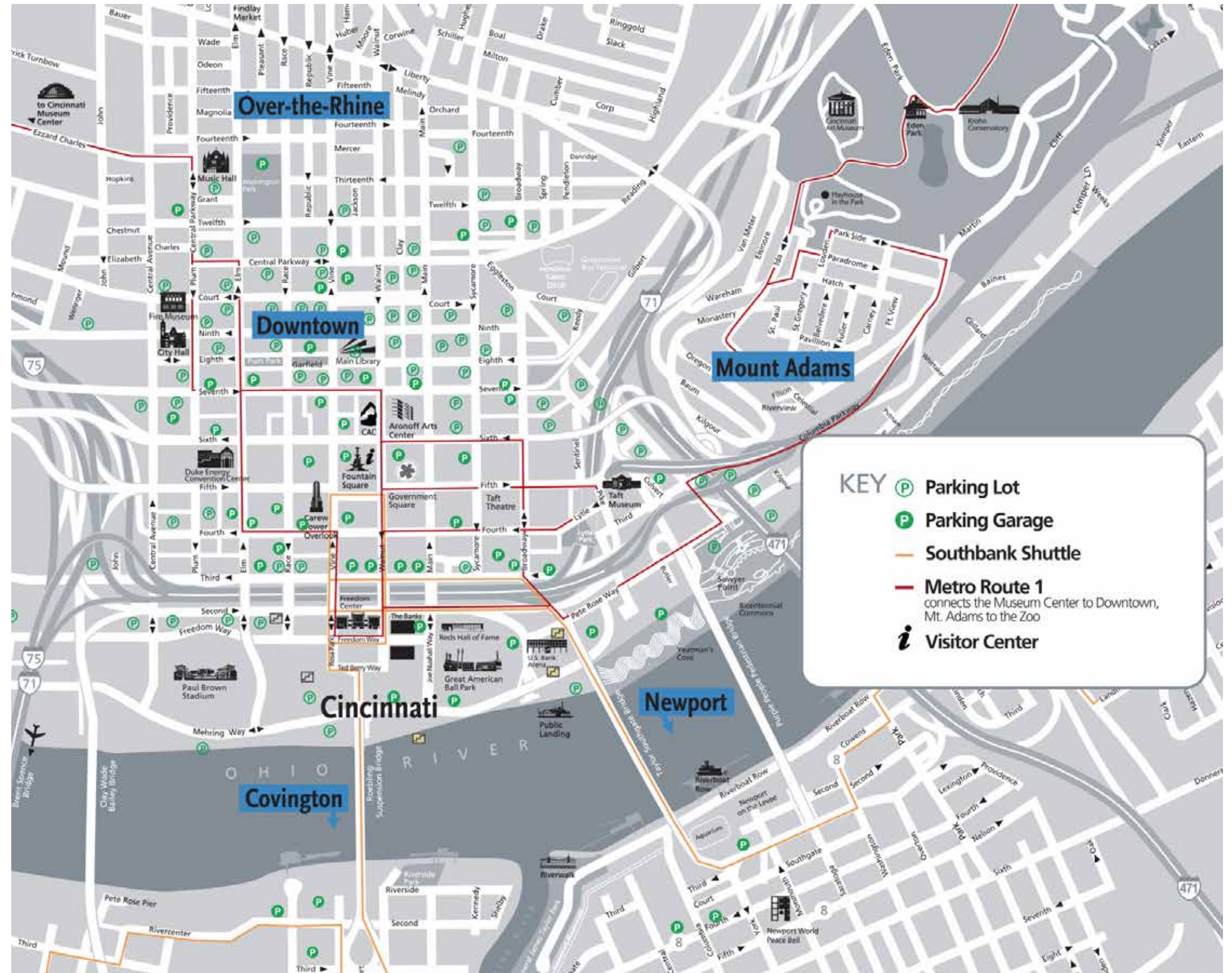


URBAN CORE RESEARCH

URBAN CORE

Our group was assigned the Urban Core area of Cincinnati, which includes areas such as OTR, the West Side, Central Business District, Pendleton, and the Banks. Some population information we found included:

- In 2015, the population in the Urban Core grew about 3.1%, from 15,500 to 16,000 – highly populated area for a few square miles
- Average resident age is 39
- Average rental price is 1.55 per sq ft
- \$522 million was invested into downtown in 2015, and another \$698 is planned for 2016



PENDLETON

We chose to focus on Pendleton, a small neighborhood between OTR and the casino. We were intrigued by this neighborhood, as many of us did not know it existed.

Pendleton has a rich history and is an established art district. Visitors to this area often come to the Pendleton Art Center for Final Friday events.

The casino and popular OTR border this neighborhood, so we were interested to see how these areas affected such a small residential community.

The neighborhood has always had a diverse population. Right now, with the popularity of OTR, it is attracting young professionals and businesses.



PENDLETON CHALLENGES

CHILDREN'S ACTIVITIES

A large portion of Pendleton's population is made up of children between 6 and 14 years old. There is currently not enough in Pendleton to keep kids from getting into trouble/falling into the existing drug community. The playground at Spring Street Plaza was unfavorable to residents – they thought it was unsafe. Ziegler Pool has recently been taken away, but will be back with the completion of Ziegler Park.

CHILDHOOD DEVELOPMENT

There is a large portion of children living below the poverty line in Pendleton. Early childhood development is at risk if they do not receive their basic needs such as food and shelter. Many of these children also belong to single mothers.

DRUGS

We found that drug-related crime has been decreasing in the area, but it is still prevalent. It has moved out of the center of Pendleton and towards the outer streets because of the incoming businesses on 12th and 13th.

CRIME

Similar to the drug issue, crime in the Pendleton area has been decreasing. However, it has been a large issue in the past and crime is still prevalent in the area. Efforts could be put forth to increase safety of residents.

GENTRIFICATION

The residents seemed to have different opinions about gentrification and displacement in the area. However, it was stated that housing prices are rising and some people are no longer able to afford it and are forced to live elsewhere.

PENDLETON POSITIVES

ART COMMUNITY

Pendleton Art Center is a family friendly destination for residents and visitors. Sometimes called the “gem” of the area and brings in lots of people for Final Fridays events.

CRIME RATES

Crime in Pendleton declined 33.5% from 2011 to 2012. People feel safer than ever compared to the past. Crime still exists, but violent and victimized crime is not as prevalent.

ECONOMIC DEVELOPMENT

Pendleton is home to Nation Kitchen + Bar, Urbana Cafe, and there are plans for a new BBQ. New residential spaces are popping up everywhere such as Broadway Square Apts, with many other plans in progress.

BIKE FRIENDLY

Abigail Apartments has been dubbed the first bike friendly residential development with designated bike parking and bike stations for repairs. Pendleton also has Red Bike stations.

GREAT LOCATION

Pendleton is residential, but they have access to shopping and entertainment in downtown, OTR, etc. Residents can walk to the downtown Kroger and there is plenty of street parking for drivers.



PROBLEM STATEMENT CONCEPTUAL DIRECTION

PROBLEM STATEMENT

Kids, between the ages of 6 to 14, living in Pendleton have a lack of activities. During the summers, their parents may be away during the daytime and kids need engaging opportunities to keep them safely occupied. We want to encourage kids to engage in safe activities during the summer to keep them positively connected to their community. Our efforts will hopefully deter them from negative influences such as drugs and crime which could damage their health and community.

CONCEPTUAL DIRECTION

Create an engaging system to lead kids to 5 current and future community destinations: Rothenberg Academy, Cincinnati Public Library, Spring Street Park, Pendleton Art Center, and Ziegler Park. The system will be created as a temporary “summer series” and could be changed for other seasons. Events will also be highlighted at each of these locations, bringing awareness to events in the community and encouraging involvement.

TARGET AUDIENCE: PERSONAS

KARENA, SINGLE MOTHER

- Has 2 kids, Anthony (8) and Jaden (13)
- Lived in Pendleton for 5 yrs
- Cashier at Kroger, works long hours to support her family
- Cannot spend much time with children and doesn't feel comfortable with them going far from the apartment when she's not home
- Has a few friends in the neighborhood, but they don't live close enough to keep an eye on her kids
- Would love to attend events with her children, but is not aware of what is going on

ANTHONY, KARENA'S SON

- He is often bored. Plays with his sister on the sidewalk, rides his scooter, etc.
- He does not like the current playground and doesn't have anyone to go with
- He is excited for Ziegler Park, he loves to swim and play, but does not like waiting for all the construction
- Loves to read and learn. Is a very creative child who likes to play and use his hands.
- Lonely – has a few school friends but nobody in the neighborhood he can walk to

TARGET AUDIENCE: PERSONAS

DAN, RECENT RESIDENT

- 32 years old. Has a 12 year old child and a wife who works in the suburbs
- Moved in a couple months ago because he wanted to be closer to the city events going on
- He enjoys riding his bike each day and how active the city is
- Currently doesn't have a job, so he tries to spend time with his daughter, Sara
- He is not familiar with the activities within the community, but is happy to see it thriving
- Doesn't have many friends in the neighborhood. Most of his friends still live in the suburbs or further areas of Cincinnati, but is very open to making new friends in the area
- Wants to socialize with the other parents of Pendleton.

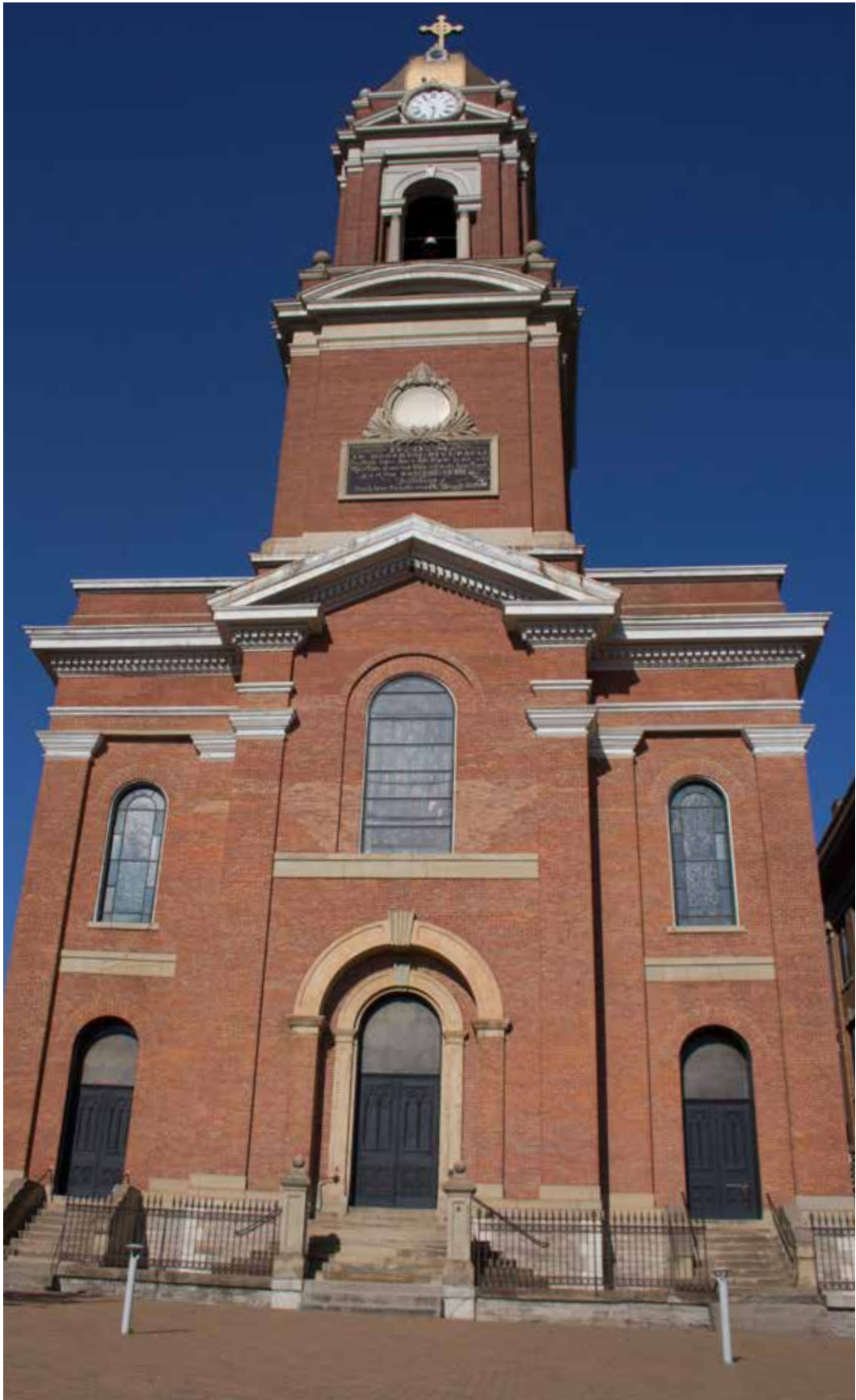
SARA, DAN'S DAUGHTER

- 12 years old
- Wants to be seen as an "older kid" but still enjoys activities for children.
- Mom works and doesn't get home until 7, however her dad is usually home.
- Doesn't want her dad to accompany her while she plays outside, but he won't let her go too far when she is alone because he thinks she might get lost.
- Doesn't have many friends around because most of her friends are in Mason, where she used to live.
- Wants to find something social to do after school/in the summer that will help her meet other kids
- Love animals and doing active things. Is sporty and plays volleyball and basketball, but is too she to play with the other neighborhood kids.

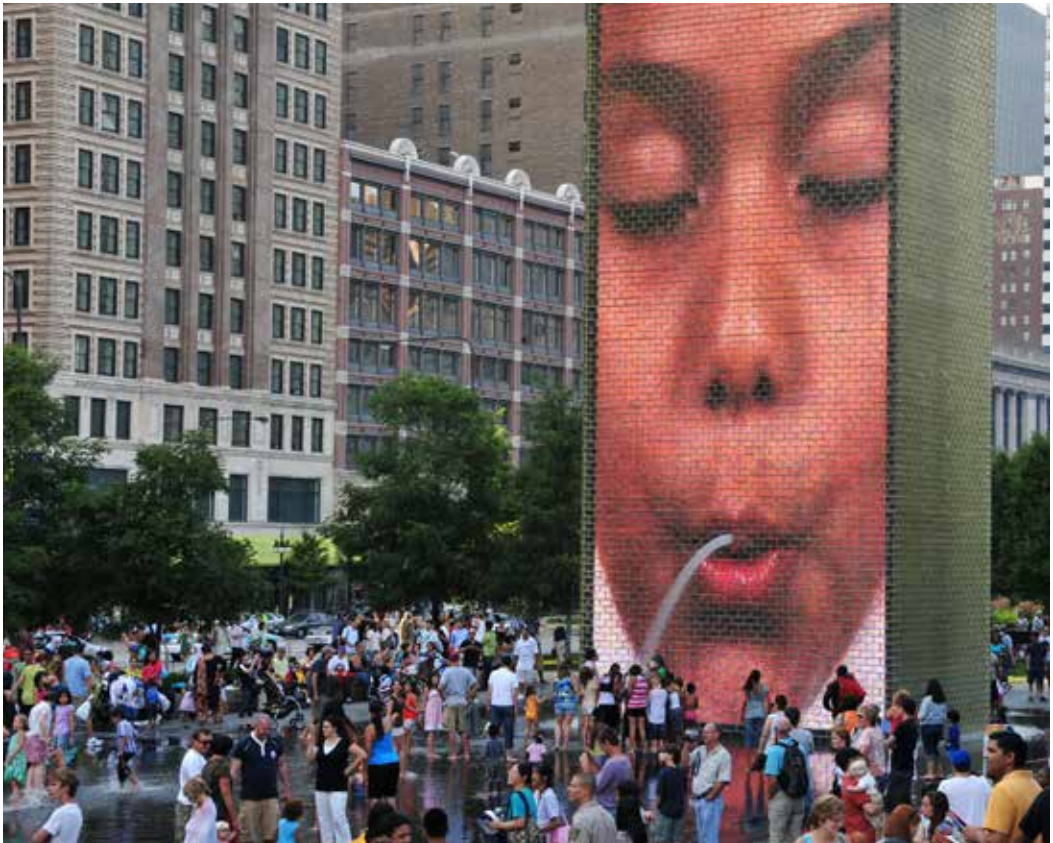


INSPIRATION & STYLE GUIDE

PENDLETON: HISTORIC, RUSTIC, BRICK, TRADITIONAL, QUAIN

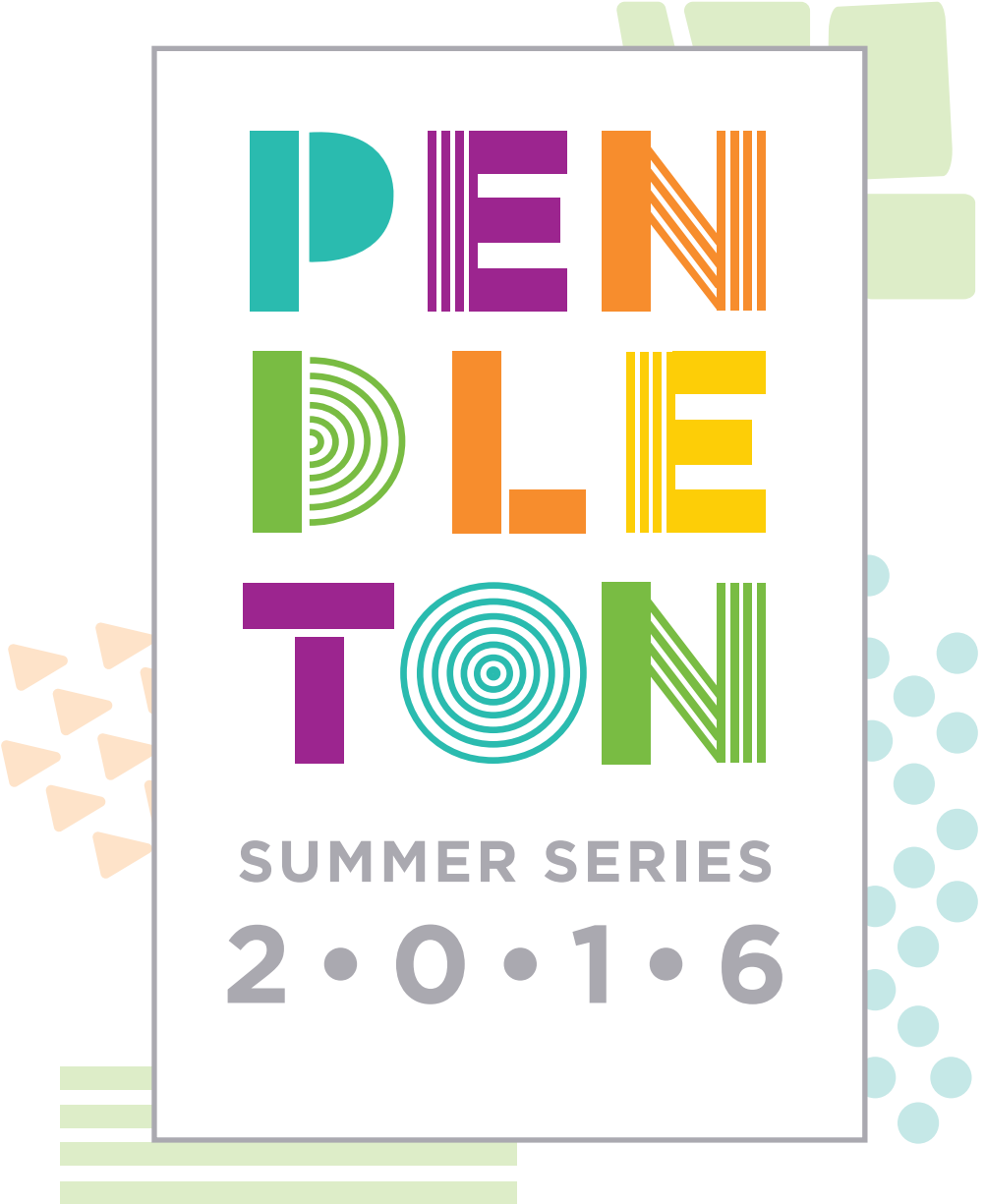


INSPIRATION: KID-FRIENDLY / WHIMSICAL / BRIGHT / SIMPLE / INTERACTIVE / COLORFUL



VISUAL APPROACH

Our system will feature bright colors, inspired by the Pendleton Mapped mural, but altered to further attract our young target audience. Geometric shapes and patterns will be used, agreeing with the surrounding geometric brick structures. The patterns also add an artsy feeling, paying homage to the existing art community in the neighborhood and encouraging creativity. Text will be simple and use kid-friendly vocabulary. Interactive structures and colorful ground wayfinding will enhance the usability and engagement from our targeted age group. Overall, while our solution is inspired by Pendleton itself, the visuals will be a noticeable change in the environment and unable to blend in. The solution will be inviting, engaging, and enjoyable.



Ready Set **PLAY.** Ready Set **CREATE.** Ready Set **LEARN.** Ready Set **GO!**



COLORS

CMYK COATED (PROCESS)



PANTONE
P 7-8 C



PANTONE
P 151-8 C



PANTONE
P 20-8 C



PANTONE
P 130-6 C



PANTONE
P 88-8 C



PANTONE
P 173-8 C



PANTONE
P 173-2 C

SOLID COATED (SPOT)



PANTONE
116 C



PANTONE
368 C



PANTONE
715 C



PANTONE
3265 C



PANTONE
254 C

RGB



PANTONE
116 RGB



PANTONE
368 RGB



PANTONE
715 RGB



PANTONE
3265 RGB



PANTONE
254 RGB

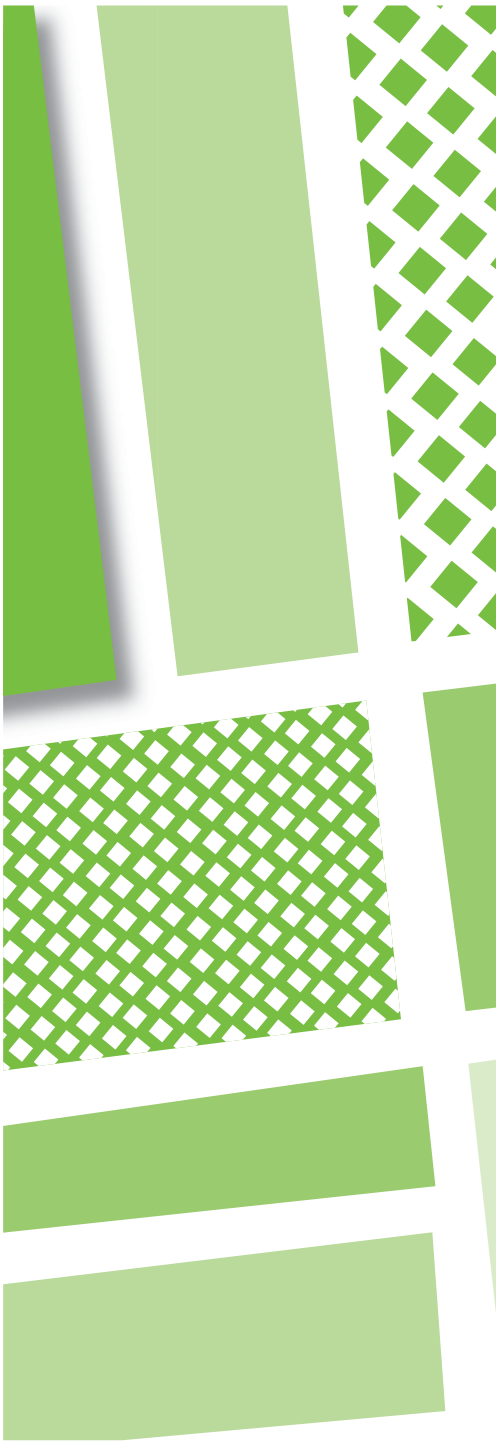
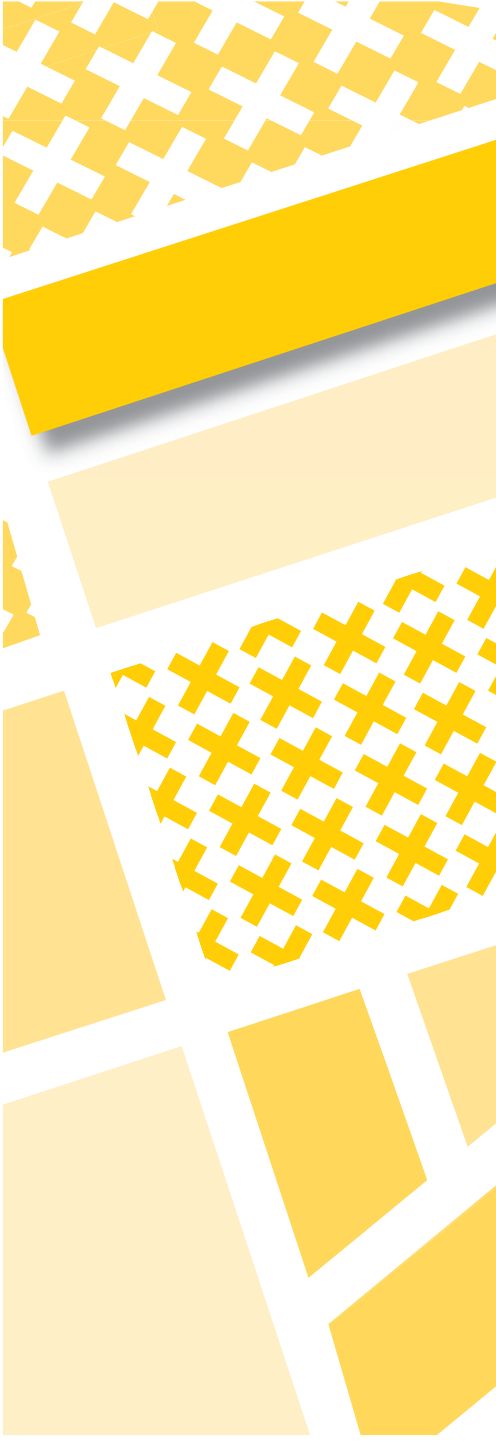


R 118
G 120
B 133

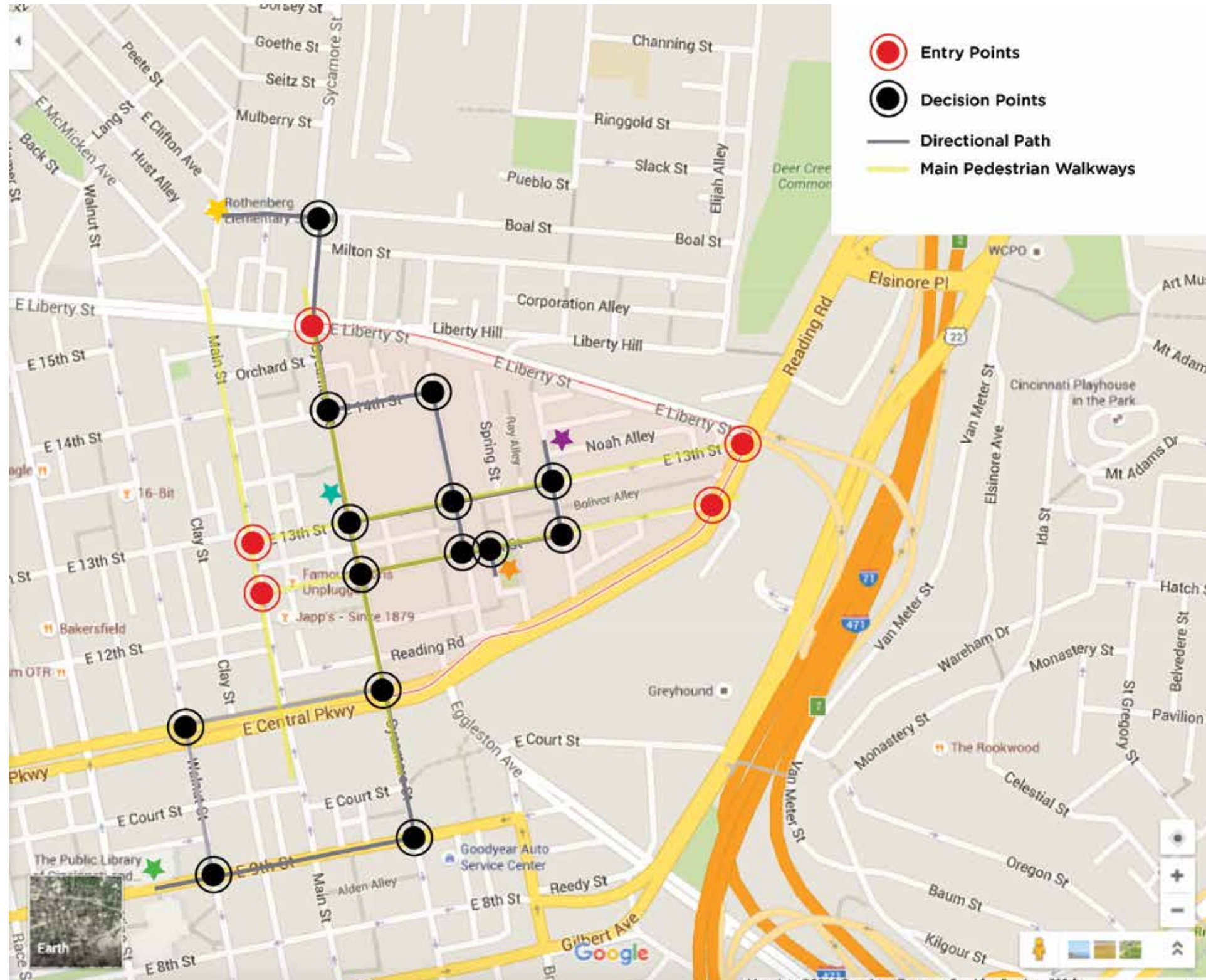


R 170
G 167
B 175

TEXTURES



PATH

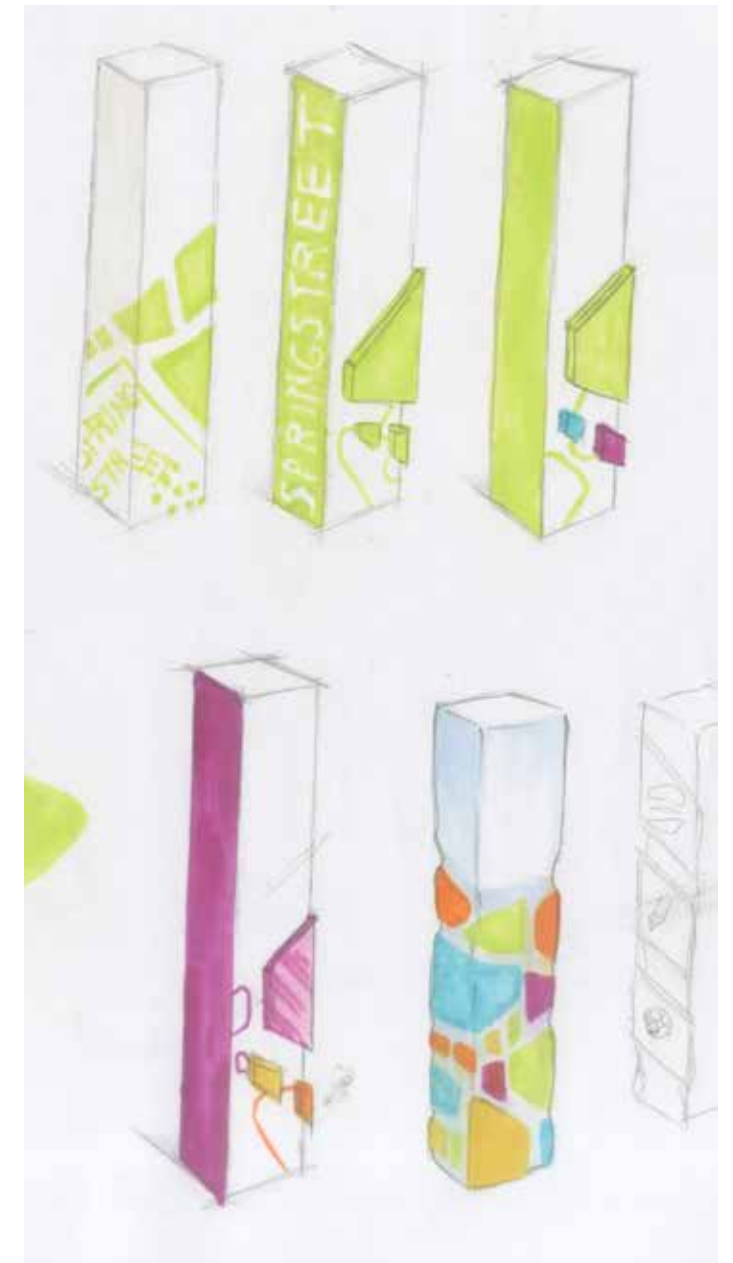
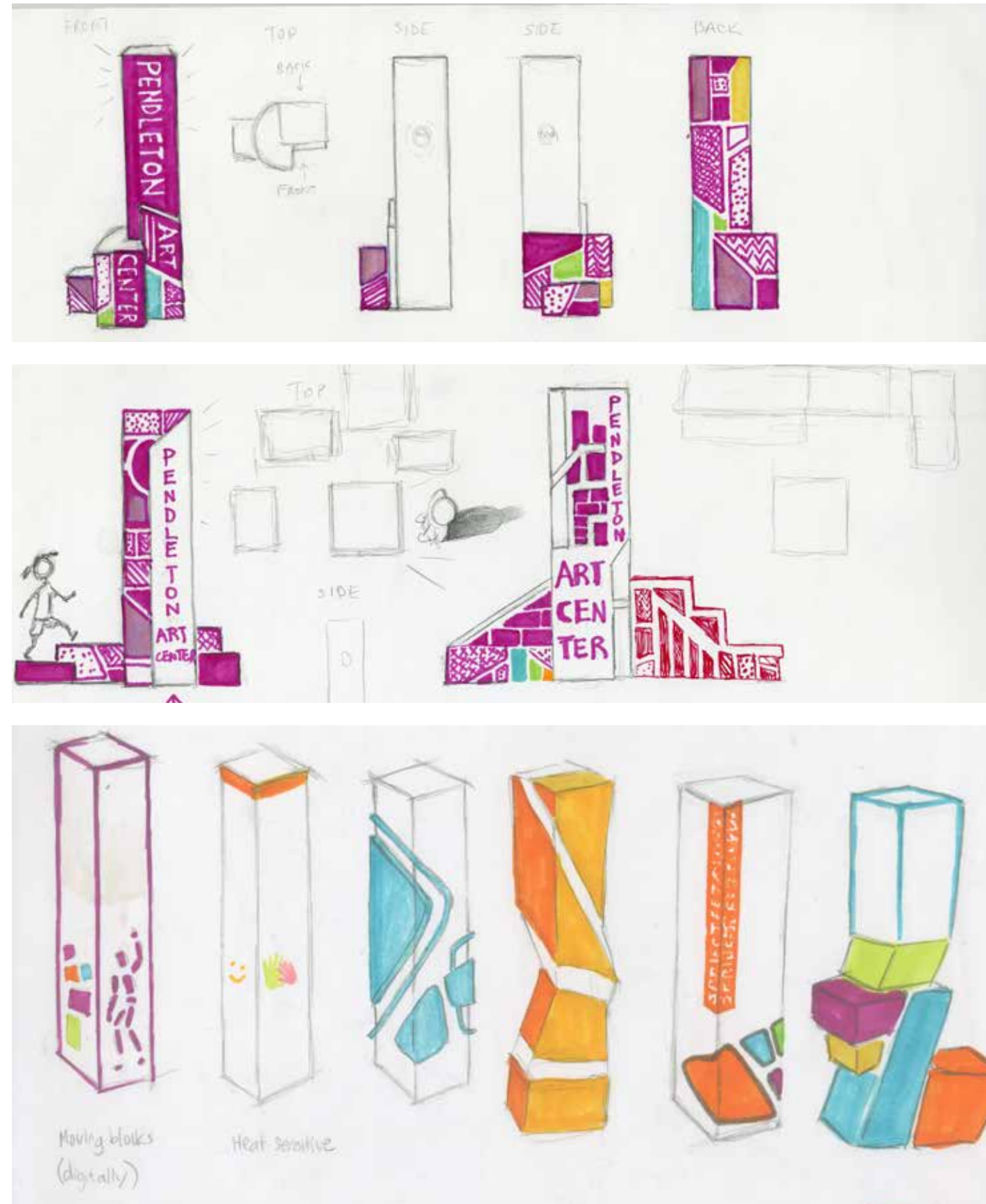




PRELIMINARY IDEATION

IDEATION: HUBS

Each of the 5 locations would have a permanent identification hub. These hubs serve as a sculptural piece, while one side will be a screen in which users can interact with and move through an event schedule. Shown here are some preliminary sketches.



IDEATION: HUB SCREEN

The screen featured on each hub will be an interactive schedule where users can see what events are going on that day, week, month, etc. at each location. The screen will be usable for any age as it will adjust to the users eye-level for easy access.





ART CENTER.

PAINTING CLASS

1-2 pm | ALL AGES

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Hari to od quam veribus ra voluptat volupta vendaes delenis deles moditempor recum esequi vita doles eiur



BACK

MAP



ART CENTER.

TODAY'S EVENTS

S	M	T	W	T	F	S
1	2	3	4	5	6	7

1 pm

1:24 pm

2 pm

3 pm

4 pm

5 pm

6 pm

Painting Class
All Ages

Finger Painting
6-10

Figure Drawing
12+

BACK

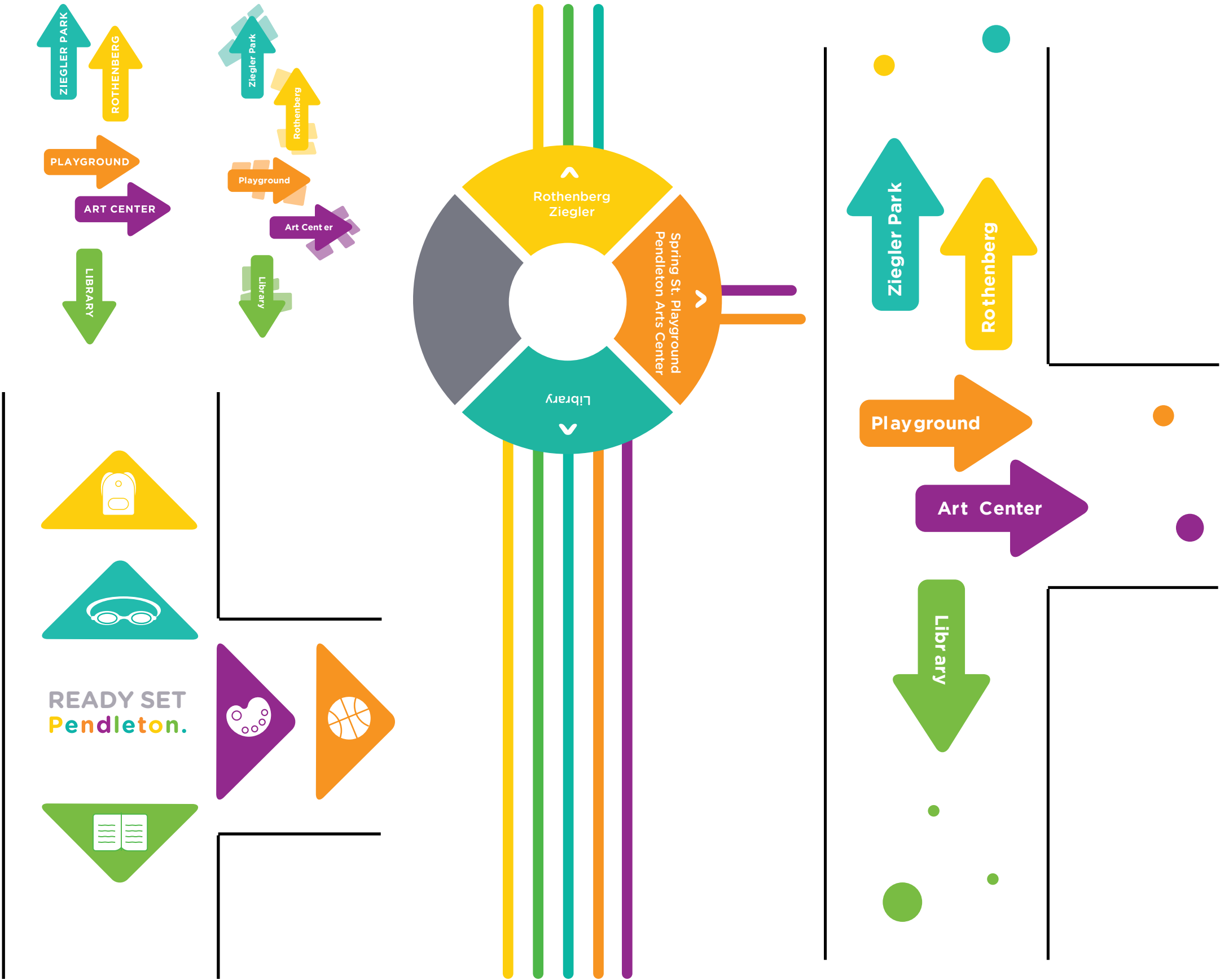
MAP

IDEATION: GROUND

Our main wayfinding solution is ground graphics. Since our solution is mostly temporary, ground graphics could be applied as a vinyl or paint and could be removed if needed.

We originally played with different shapes and if the path could be continuously on the sidewalk or just at intersections. We eventually decided that having a continuous path would be visually overwhelming and could get messy.

We also were experimenting with whether text or icons were most appropriate.



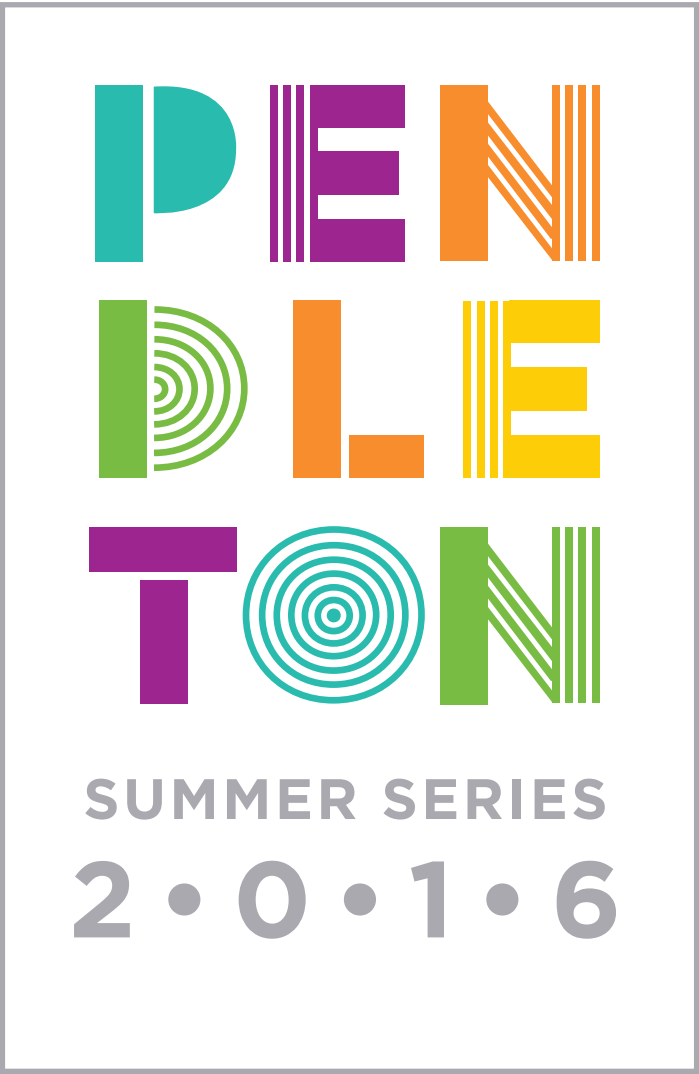
IDEATION: MAP

Our map uses the color palette and patterns to outline the different areas of Pendleton, specifically highlighting our five destinations. The map has a unique style and would be usable for kids and adults alike.



IDEATION: BANNERS

Lightpost banners are a great addition for our solution, as they are not a costly option and can easily be changed. The banners will help reiterate the Pendleton Summer Series brand and continue to build awareness.





FINAL SYSTEM

GROUND WAYFINDING: DECISION POINT & ENTRY POINT































GROUND WAYFINDING: DECISION POINT MOCKUP



GROUND WAYFINDING: ENTRY POINT MOCKUP



GROUND WAYFINDING: MESSAGE SCHEDULE

Sign Type	ID#	Messaging		
		Location	Direction <small>place arrow on right of icons</small>	Symbol
GR	01	Sycamore + Schiller	South	   
			West	
GR	02	Sycamore + E Liberty	North	
			South	   
GR	03	Sycamore + E 14th	North	
			South	 
			East	 
GR	04	Sycamore + E 13th	North	 
			South	
			East	 
GR	05	Sycamore + E 12th	North	 
			South	
			East	 
GR	06	Sycamore + E Central Pkwy	North	   
			South	

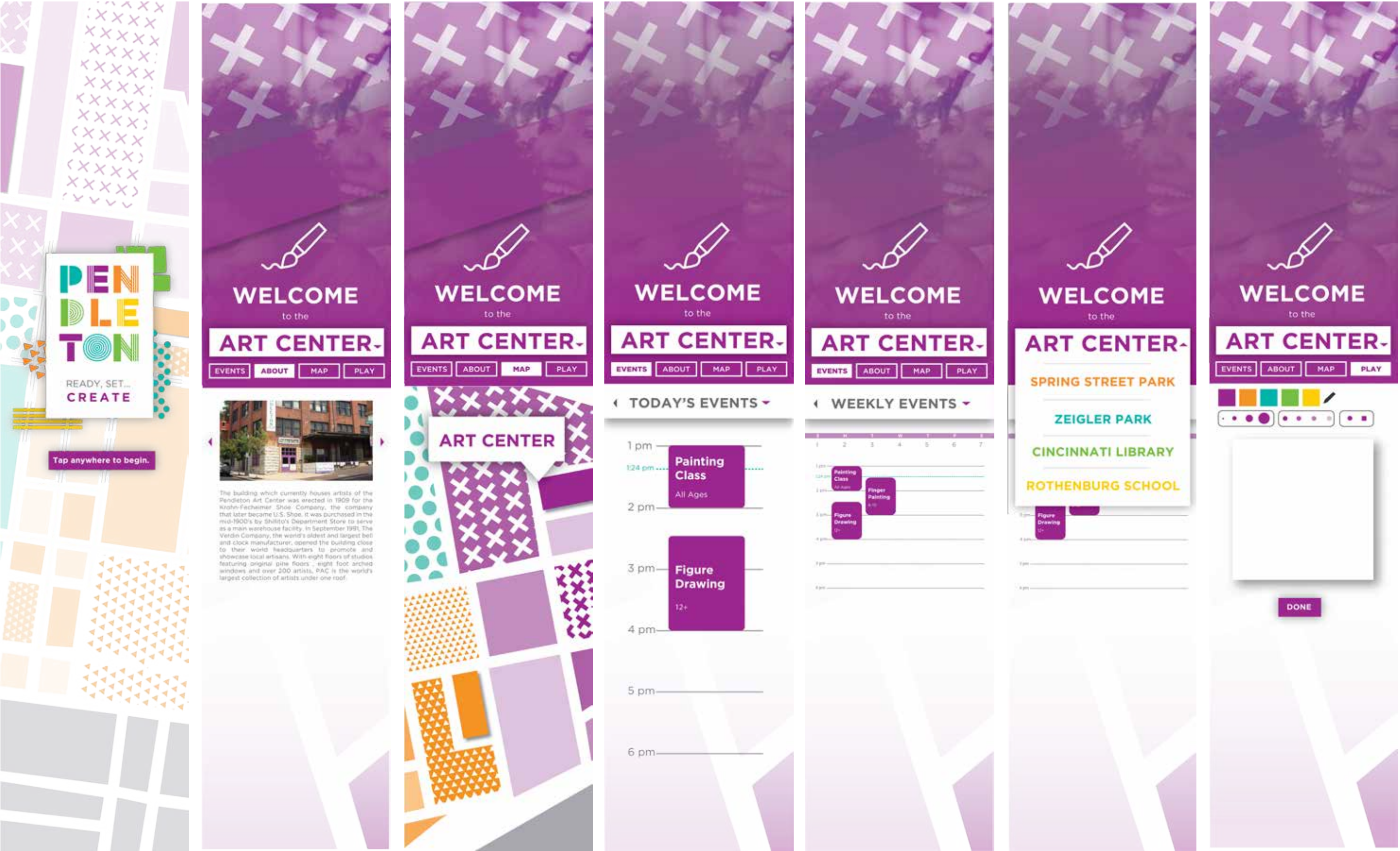
GROUND WAYFINDING: MESSAGE SCHEDULE (CONT.)

GR	09	Broadway + E 14th	South	 
			West	  
GR	10	Broadway + E 13th	North	
			East	
			South	 
			West	
GR	11	Broadway + E 12th	North	
			East	 
			West	 
GR	12	Pendleton + E 13th	North	
			South	
			West	  
GR	13	Pendleton + E 12th	North	
			West	   

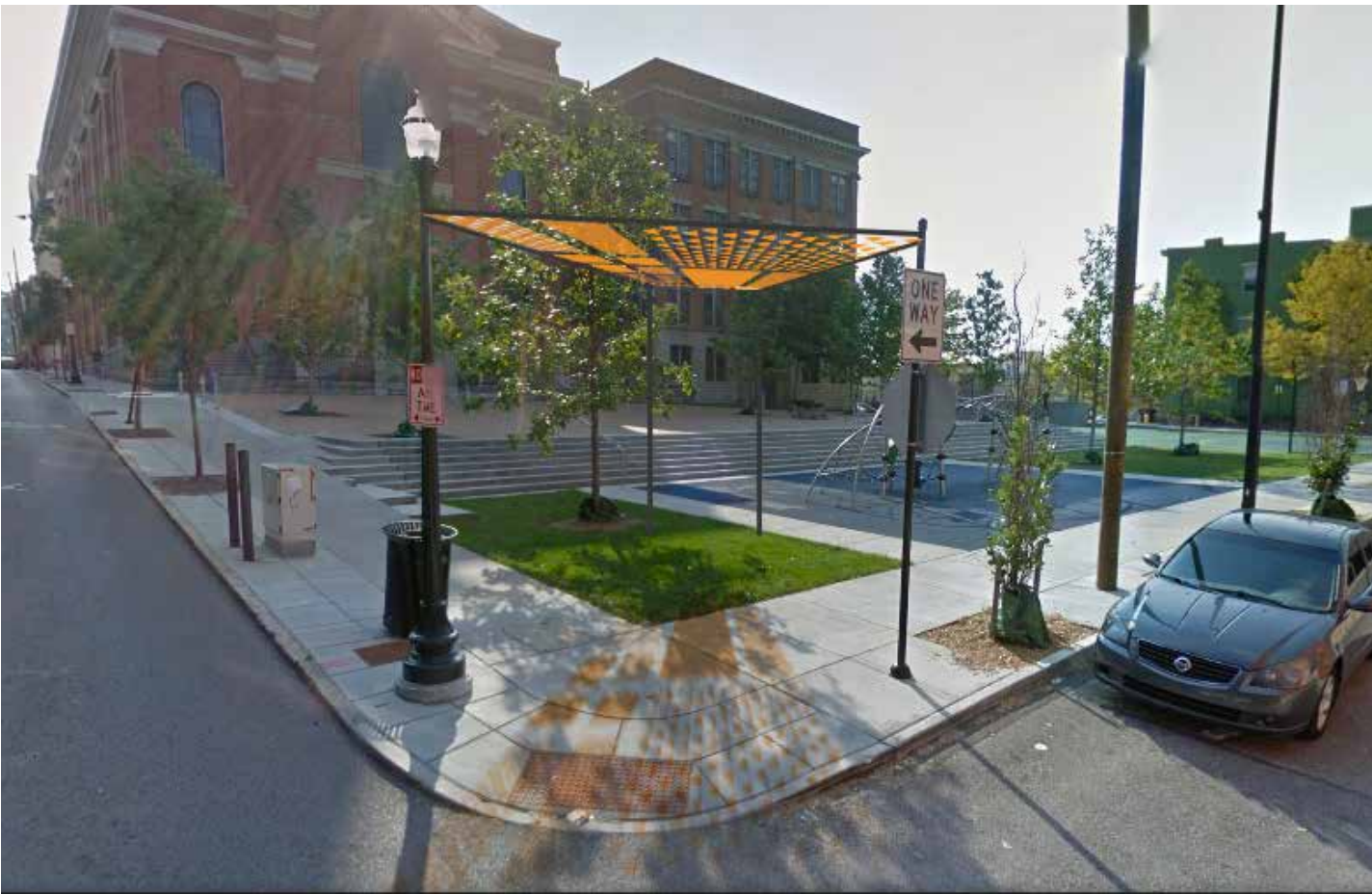
IDENTIFICATION HUBS: PENDLETON ART CENTER



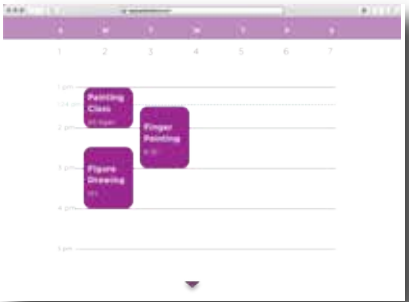
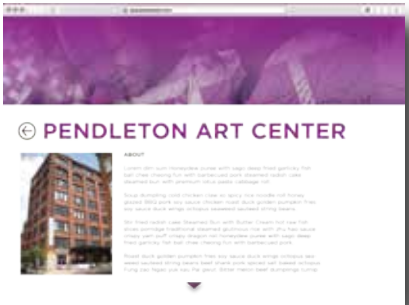
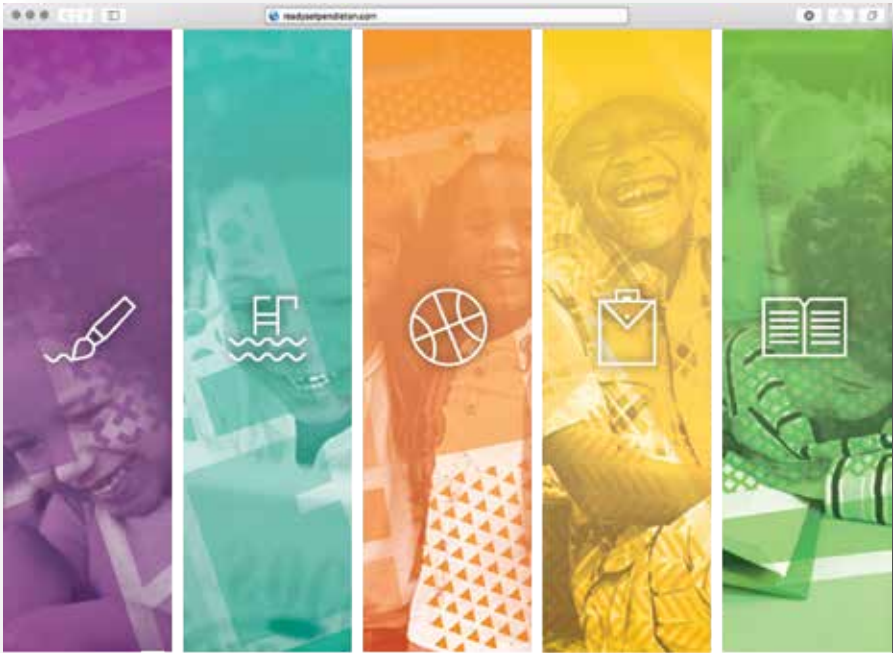
IDENTIFICATION HUBS: SCREEN INTERFACE



PATTERN GRAPHICS: MARKING EACH DESTINATION



WEBSITE: INTERFACE



BANNERS: BACKSIDES (BRANDING ON FRONT)



**READY SET
PLAY.**

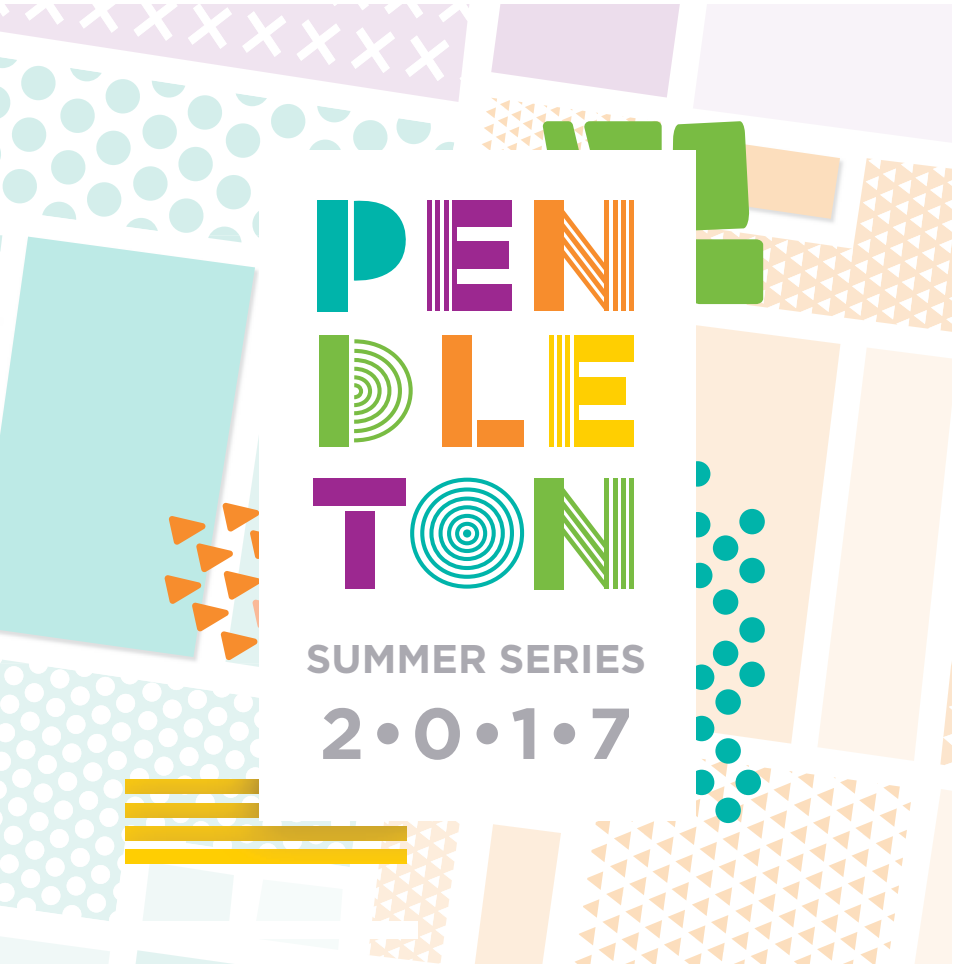


**READY SET
CREATE.**



**READY SET
LEARN.**

PRINTED HANDOUT: KIDS VERSION



FRONT



BACK

READY SET **PLAY**. READY SET **CREATE**. READY SET **LEARN**.

Ready Set GO!

WELCOME to Pendleton Summer Series 2017! This is one of the unique summer-long events offered in Pendleton and around Cincinnati. Throughout the summer, there will be many different events that hosts kid friendly events and activities that will keep the summer hot! Play, create, and learn with is at five different locations! Go to each location to learn more and see the schedule of the events.

Ab iunt, si aut aut ut maioruptia consecte nimus et porio te quas utem faccae. Namenihit volores totature ero omnihit iuntiosfaccae. Namenihit volores totature ero omnihit iuntios faccae. Namenihit volores totature ero omnihit iuntios



Rothenberg Preparatory Academy
Rothenberg Preparatory Academy is a public coed school in Cincinnati. It has 396 students in grades PK and K-6. Offers many after school activites!



Cincinnati Public Library
The Main Library serves as the hub of the Library system as well as the “neighborhood library” for thousands of downtown workers and residents.



Ziegler Park
Ziegler Park is home to a 35’ x 75’ pool, a set of basketball courts, a children’s playground, and a covered pavilion flanked by charcoal grills.

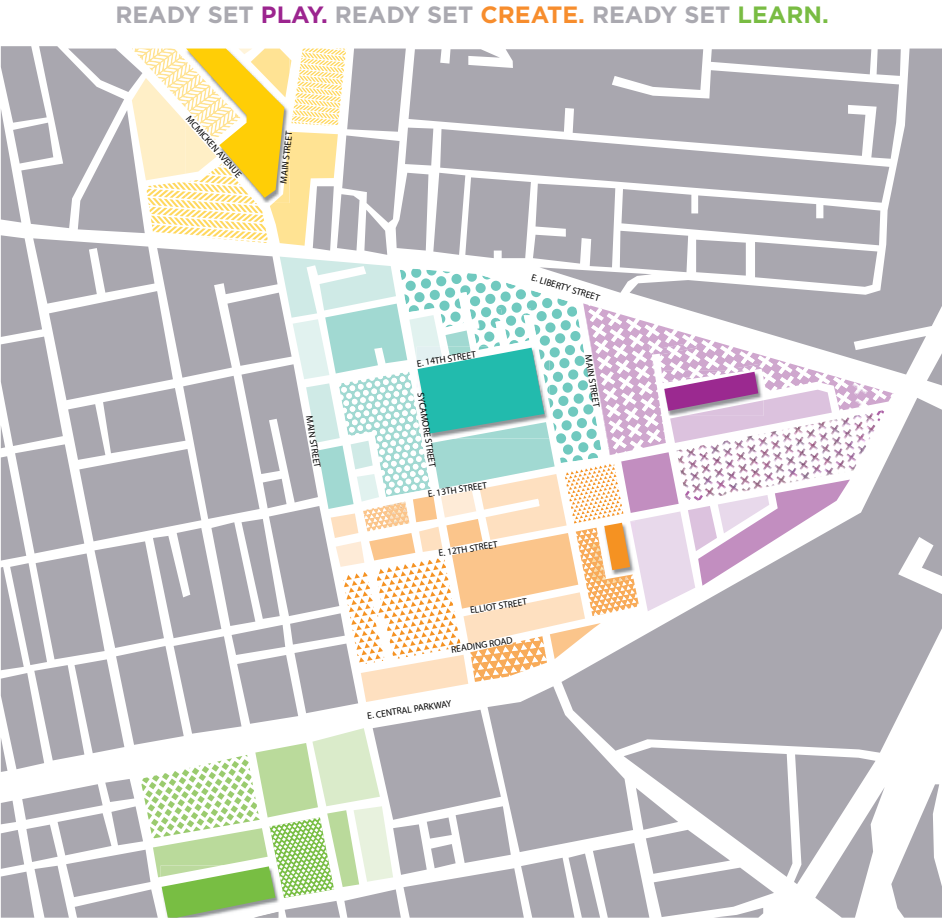


Spring Street Park
Small playground tucked in the heart of Pendleton that has a unique, artful playground along with a basketball court that often holds tournaments.



Pendleton Art Center
The center strives to encourage artistic by providing a supportive for artists and by offering art exhibitions, events and educationalprograms

INSIDE SPREAD



BACK

MURAL: ENTERING PENDLETON DURING DAY - DESIGNED BY LOCAL ARTISTS



MURAL: ENTERING PENDLETON AT NIGHT - DESIGNED BY LOCAL ARTISTS



GROUND LOCATION PLAN



GRAPHIC LOCATION KEY	
GR-01	GROUND WAYFINDING
EP-01	ENTRY POINTS
WM-01	WALL MURAL
PP-01	PATTERN PLACEMENTS

