Regional Framework 2.0 Master Planning
Mansfield Final Plan
Leverage the Woodland Setting

November 2, 2020
## Phase 1: Observe & Analyze

| 12 Weeks |  
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **K** | **1** | **B** | **2** |  

- **January 24th:** Kickoff Call:
  - Intro, Goals, Process
  - Working Groups
  - Planning Group

- **April 8th - 9th:** Workshop 2:
  - Analysis Summary
  - Programmatic Drivers
  - Planning Principles
  - Steering Committee

## Phase 2: Envision

| 19 Weeks |  
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **3** | **5** |  

- **May 27-28:** Workshop 3: Lima
  - Goals and Concept Plan
  - Design Scenarios
  - Steering Committee

- **June:** Workshop 5: Newark
  - Goals and Concept Plan
  - Design Scenarios
  - Steering Committee

- **June:** Workshop 6: Mansfield
  - Goals and Concept Plan
  - Design Scenarios
  - Steering Committee

## Phase 3: Recommend

| 16 Weeks |  
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **7** | **8** | **B** |  

- **Late September - TBD:** Workshop 7:
  - Draft Plan Review
  - Phasing
  - Implementation
  - Cost Estimates
  - Working Groups

- **Mid-November - TBD:** Workshop 8:
  - Final Plan Documentation
  - Roll-Out
  - Public Presentation
Agenda

Planning Context - What is Framework 2.0?

Framework 2.0 Goals and Strategies

Final Plan – Near and Long-term Vision

Implementation Opportunities
Planning Context

What is Framework 2.0?
A Process that Aligns the Campus with Its Mission and Programs

**STRATEGIC PLAN**
WHAT

**CAPITAL PLAN**
HOW

**FRAMEWORK PLAN**
WHERE

**RESULTS**
Shared vision that guides development
Sustained Implementation
Mission, Vision, Values, Strategic Plan (2012 - 2016)

**Strategic Vision of the Regional Campus Cluster**
Our vision is to become distinct destinations of choice for students seeking a preeminent public university experience at a small campus.

**Strategic Mission of the Regional Campus Cluster**
We exist to provide The Ohio State University experience to a broad range of Ohioans at small campuses.

**Strategic Focus Areas**
To pursue these opportunities, the RCC has identified strategic focus areas that are aligned with The Ohio State University’s four core goals:

- **Teaching and Learning** – Provide an unsurpassed, student-centered learning experience led by engaged, world-class faculty and enhanced by a globally diverse student body.

- **Research and Innovation** – Create distinctive and internationally recognized contributions to the advancement of fundamental knowledge and scholarship and to the solutions of the world’s most pressing problems.

- **Outreach and Engagement** – Establish mutually beneficial partnerships with the citizens and institutions of Ohio, the nation, and the world so that our communities are actively engaged in the exciting work of The Ohio State University.

- **Resource Stewardship** – Become the model for an affordable public university recognized for financial sustainability, unsurpassed management of human and physical resources, and operational efficiency and effectiveness.
It Builds off Past Planning
It Addresses Opportunities and Challenges

**Mansfield SWOT Analysis**

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beautiful grounds, a “Campus in the Woods”</td>
<td>Condition of buildings needs improvement</td>
<td>Increase in community partnerships</td>
<td>Need more students</td>
</tr>
<tr>
<td>Small class sizes</td>
<td>Not enough financial resources</td>
<td>Grow into a talent development hub with NCSC for in-demand careers</td>
<td>Educational competition</td>
</tr>
<tr>
<td>New degrees better aligned with demand</td>
<td>Long decision-making process due to coordination with Columbus</td>
<td>Cultivating spaces between buildings</td>
<td>Demographic changes in region</td>
</tr>
<tr>
<td>Low-cost degrees</td>
<td>Low space utilization</td>
<td>Increasing partnerships with NCSC</td>
<td>Empty space could give sense of abandoned campus</td>
</tr>
<tr>
<td>Coordination between local administrations</td>
<td>Competition from other institutions</td>
<td>Making decisions faster</td>
<td></td>
</tr>
<tr>
<td>Partnerships with OSU SENR &amp; CFAES</td>
<td>Campus centered on parking lot</td>
<td>Chance to grow and increase efficiency</td>
<td></td>
</tr>
<tr>
<td>Adjacency to off-campus amenities</td>
<td>Wayfinding difficult</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recent project investments</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Mansfield Pedestrian Network

- Ovalwood Hall Entry
- Conard Hall Entry area
- Trail to Molyet Village
Mansfield
Landscape Character

- Beautiful mature trees and forested/natural areas
- Unique campus core with preserved woodland pockets
- Limited plantings near buildings
- Campus bisected by large overhead utility corridor
- Lots of failing and broken walkways and circulation (stairs, ramps)
- Site furnishings are not standardized and many are outdated and in poor condition
- Opportunities to insert green infrastructure into parking
- Linear campus does not have a clear central core
Mansfield

Campus Character

- Brown brick is the dominant building material
- Many buildings appear outdated although some have had interior renovations
- Many buildings have multiple ‘front doors’
- No central organizing element of campus
- Limited outdoor gathering our social spaces
- Little to no building hierarchy
- Both residential neighborhoods are separated from the campus academic core
Mansfield
Campus Interior Character

- Quality of space varies between buildings and floors of the same building
- Significant amount of space is underutilized or vacant
- Opportunities to modernize classrooms and class labs
- Dining and student space is limited
- Athletic facilities – gym, locker rooms – in need of renovation
It Supports Framework 2.0 Goals

5 overarching goals for all campuses with campus specific strategies to achieve those goals

- **Promote Academic Success**
- **Enhance the Student Experience**
- **Activate Open Spaces and Engage Natural Systems**
- **Elevate the Campus Identity and Brand**
- **Leverage Existing Space and Partnerships**
Mansfield Campus Goals and Strategies

Promote Academic Success
- Instructional spaces
- Collaboration and study spaces
- Student services and resources
- Quality and condition of facilities

Enhance the Student Experience
- Student-centered spaces
- Dining
- Housing
- Recreation
- Health and wellness
- Quality and condition of facilities

Activate Open Spaces and Engage Natural Systems
- Woodlands and prairies
- Stormwater management and sustainability
- Central Spaces
- Secondary Spaces

Elevate the Campus Identity and Brand
- Gateways and edges
- Internal and external branding
- Balance OSU and Co-located identity

Leverage Existing Space and Partnerships
- Renovations
- Co-located, shared resources
- City and business partners
- Town-gown relationships and opportunities
Improve study space, learning environments, and access to student services.

- Additional study space – quiet study, informal study, collaboration space
- Modern learning environments that support active learning and technology
- Additional lab space and maker space to support science and engineering programs
- Increased accessibility to student services – one stop shop
Enhance the Student Experience

Improve student centered space to support dining, recreation, student events and organizations.

• Expand dining options and hours
• Re-envision the second floor of Eisenhower Memorial Center to improve student space
• Provide space for student events and organizations
• Expand student services for health, wellness, and disabilities
• Enhance indoor and outdoor recreation space
Activate Open Spaces + Engage Natural Systems

Preserve and enhance the natural woodland setting.

- Define the heart/organizing element of campus
- Design and activate secondary open spaces and plazas
- Develop a materials pallet and site furniture to define & unify campus
- Incorporate green infrastructure into parking areas
- Create clear pedestrian friendly connections to/from parking
- Connect campus to the regional trail system; create/enhance campus multi-use trail
Create welcoming and intuitive connections with enhanced branding and wayfinding into and throughout the campus.

- Enhance the arrival experience through a unified campus gateway design
- Improve campus wayfinding, signage, and interior building identity
- Increase ground floor transparency to showcase campus activities and maximize connection to outdoor spaces
- Recognize both OSU and NC State in brand strategy
Leverage Existing Space & Partnerships

Renovate existing underutilized and poor-quality space and maximize town/gown synergies.

- Improve utilization of existing campus space with strategic renovations
- Increase off-campus transportation options
- Strengthen the “college town”
- Provide resources and services to the local community
- Pursue community partnerships and resources to reach goals; Buckeye Village for recreation needs
- Expand programs to support industry and workforce needs
- Continue to share space with NC State
Mansfield Final Plan

Leverage the Woodland Setting
Mansfield
“Leverage the Woodland Setting”

5 miles northwest of Downtown Mansfield
Adjacent to Ontario as well
Rural/suburban setting
Mansfield
Connection to Town Center

- Mansfield
- Connection to Town Center

5-MINUTE WALK
- Utilities Corridor
- Forested Area
- Campus Gateway
- Campus Housing
- Town Center
- Bike Path

Campus district partnership opportunity area
Mansfield
Existing Campus

1. Health Sciences
2. Fallerius Tech Education Center
3. Kee Hall
4. Riedl Hall
5. Child Development Center
6. Schuttera Service Center
7. Campus Recreation Center
8. Ovalwood Hall
9. Conard Hall/Learning Center
10. Eisenhower Memorial Center
11. Campus Bookstore
12. Buckeye Village Apartments (not shown on map)
13. Molyet Village Apartments (not shown on map)
Mansfield
Existing Campus

Key Drivers:

- Enhance gateways, wayfinding and signage
- Improve condition of space/facilities
- Address vacant space
- Strengthen key adjacencies
- Connect and activate plazas
- Improve pedestrian circulation
- Celebrate woodland nature of campus
Mansfield
Near-term Plan

Projects
1. Signage, Branding, and Wayfinding (throughout)
2. Conard Hall Renovation
3. Pedestrian Plaza at Riedl
4. Campus Rec Center Renovation
5. Landscape Edge
6. Woodland Trail Expansion
7. Inner Loop Road
8. Bike Path
9. Buckeye Campus Nodes
10. Parking and Pedestrian Improvements
11. Woodland Walks
PROPOSED DEVELOPMENT
EXISTING BUILDING
PROPOSED MAJOR RENOVATION

Mansfield
Long-term Vision
Projects
1. Eisenhower Memorial Hall Renovation and Outdoor Plaza
2. Campus Connector Pedestrian Plaza
3. Campus Rec Center Addition
4. Campus Bookstore Renovation
5. Outer Loop Road
6. Convert University Drive to a pedestrian corridor
7. Maintenance Support Facility
8. Housing
9. Academic Building 1
10. Academic Building 2
Mansfield
Implementation
Opportunities
Near-Term Implementation

1. Elevate the Campus Identity & Brand
2. Improve Open Space & Circulation
3. Leverage Existing Buildings through Transformational Renovations
Near-term opportunities exist to elevate the campus identity and brand with enhanced gateways, signage and wayfinding throughout campus.
Arrival Opportunity:
Existing Streetscape Along Lexington-Springmill Rd
Gateway Opportunity:
Existing Lexington-Springmill Rd Entry Road
Gateway Opportunity:
Lexington-Springmill Rd Entry Road Concept
Incorporate New Signage and Wayfinding

“Highway to Hallway” Signage Examples
Incorporate New Signage and Wayfinding
Trails and Woodlands – Signage, Wayfinding, and Education
Open space improvements at multiple scales will increase pedestrian connectivity, activate the campus, provide social spaces, and engage the woodland setting.
Open space improvements at multiple scales will increase pedestrian connectivity, activate the campus, provide social spaces, and engage the woodland setting.
Campus Nodes
Scales of Interventions

ACTIVATE OPEN SPACE

OUTDOOR CLASSROOM

WOODLAND QUAD

NEW PLAZA
Circulation and Parking Opportunity:
Existing parking configuration
Circulation and Parking Opportunity:
Near-term arrival, parking, and circulation concept

- Improve pedestrian connection to/from parking
- Consolidate parking lot access to minimize pedestrian conflicts and provide green edge
- Introduce special paving and landscape features to identify key thresholds and crossings
- Improve physical connection between Reidl and Kee Hall
- Create Pedestrian only corridor adjacent admissions
Circulation and Parking Opportunity:
Long-term vision for arrival, parking, and circulation

- Improve pedestrian connection to parking
- Remove drivable access from central campus road and create continuous green edge as campus pedestrian corridor
- Create continuous perimeter loop road with signature pedestrian open space spine linking two institutions together
Open Space Opportunity:
Activate and Engage Open Space and Woodlands

**Existing Woodland** - visual and circulation obstacle

**Woodland Concept** - occupy, experience, and interpret
Open Space Opportunity:
Existing Woodland near Conard and Eisenhower

Campus Woodland
Open Space Opportunity:
Enhanced sightlines and connectivity through woodlands near Conard and Eisenhower

Campus Woodland
Streetscape Opportunity:
Existing KENWOOD CIRCLE at University Drive
Streetscape Opportunity:
Proposed near-term opportunity for KENWOOD CIRCLE at University Drive

Create a central space on campus and enhanced arrival experience
Streetscape Opportunity:
Proposed long-term vision for KENWOOD CIRCLE at University Drive

Create a central space on campus and enhanced arrival experience with a central pedestrian spine and new development sites.
Streetscape Opportunity:
Existing University Drive
Streetscape Opportunity:
Proposed long-term vision for University Drive

Close the road to vehicular traffic and create a central heart for campus
Trail and Woodlands Opportunity:
Existing Trails and Woodlands

Increased opportunities for education, research, recreation, wayfinding
Trail and Woodlands Opportunity:
Highlight Education, Research, and Learning Labs
Trail and Woodlands Opportunity: Incorporate recreation and fitness
Leverage Existing Buildings through Transformational Renovations

Building renovations will provide modern spaces that promote student success and enhance the student experience.
Teaching Lab Renovations
Learning Space Renovations
Collaboration and Student Space
Renovation Opportunity:
Existing Eisenhower Façade and Entry
Renovation Opportunity:
New Plaza and Façade Renovation + Student Space
Mansfield Campus
Long-term Vision
Next Steps

November: Post presentation to website for 2-week public comment period

November/December: IPPLG presentation

December: Final Deliverables

2021: Individual Campus Rollouts