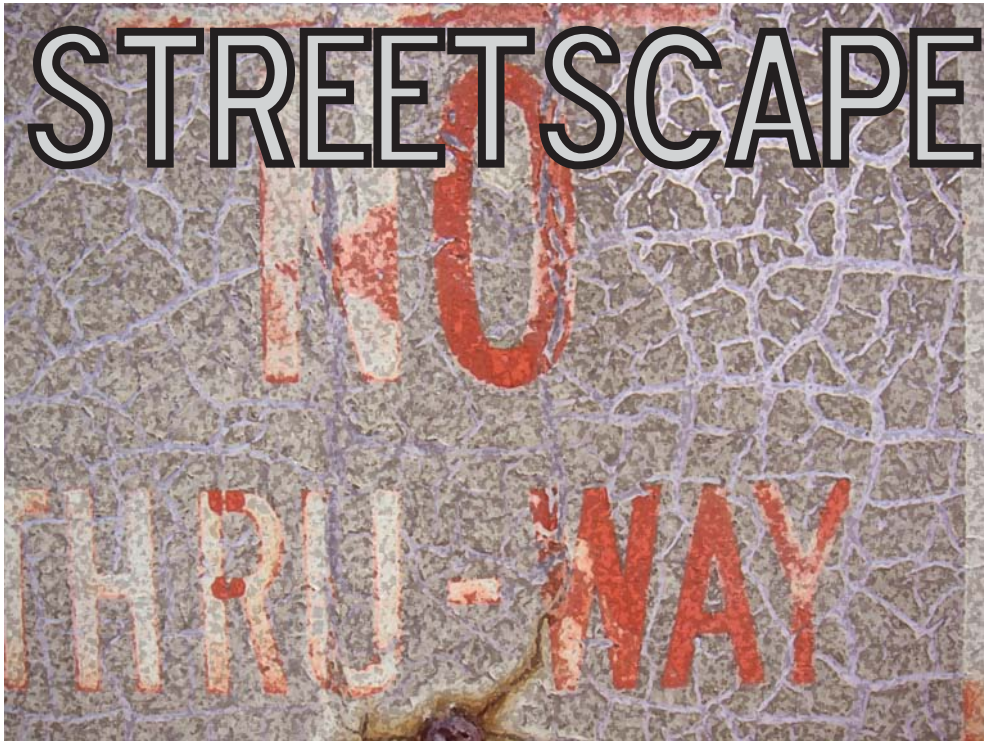




NEW



VIENNA



STREETSCAPE



PLAN



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# Introduction

Work began on this project in the heat and humidity of July 2009. Walking around and exploring New Vienna was subsequently a laid back experience taking a left here and a right there finding all of the forgotten alleyways and small neighborhood roads. Every now and again the path would lead over a small rise giving way to a picture perfect glimpse of Southern Ohio in all of its summer splendor.

Many cities across the world organically embrace the intersection of urban design and the natural world and others have to work for it, but New Vienna has already incorporated these qualities into its street layout and setting. Upon further inspection, it became apparent that there were superficial aspects of the town that could use considerable enhancement.

While rustic and attractive in their own right, the condition of New Vienna's right of ways could be improved through basic repairs to fix crumbling cement and asphalt as well as stopping the unwelcome encroachment of nature. Simple things can make a world of difference in how an area is viewed and appreciated.

But taking the improvements a step further presents a new set of opportunities for New Vienna to grow with. On a warm summer evening, one can witness families and couples gathering on the corner of Main and West Streets to share a pizza and take in the evening, chat and enjoy life. Why not redesign the spatial allotment of street activities to better suit and encourage these community enabling actions?

That's when pencil began to hit paper. Would there be enough space preserve parking capacity at a reasonable level while incorporating much needed street tree plantings? These types of questions began the design process that ultimately sought to find a happy medium incorporating the best of both worlds into the end product.

While some of the ideas that are found in this plan have only been found in larger cities in the United States, they are commonplace in smaller communities around the world. This is simply because they are no less important or invalid in a smaller context. Every community has its focal point and has social needs that can only be met through effective urban design.

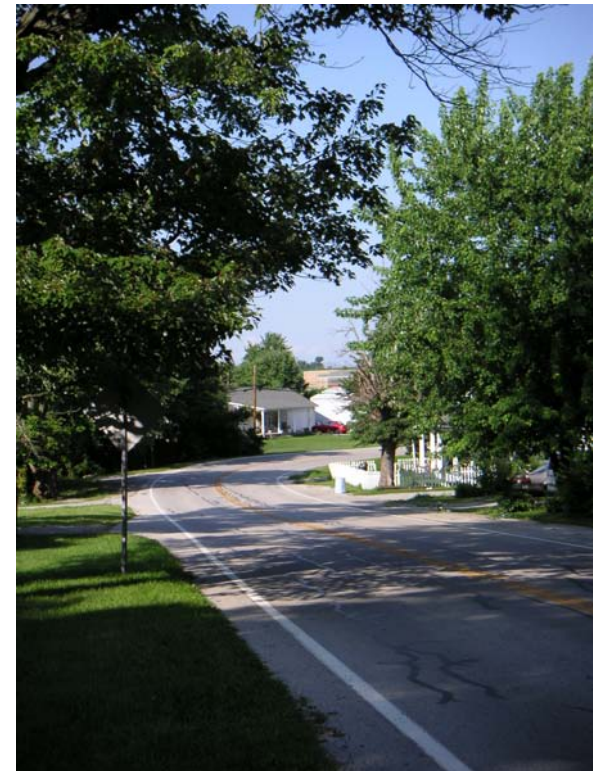
Now New Vienna has a vision to serve as a guide into the future. A new focus on the center of the community as well as an improved appearance throughout the entire village will be tantamount to its health and vitality in the long run. Improving connections from the far reaches on the edges of the community are also features of the New Vienna Streetscape Plan that will propel this ideal into reality.

# On The Streets Of New Vienna

There are many visual stimuli to take note of when walking down the streets of New Vienna. Aside from superficial elements such as intricate lines of tar filling cracks in certain streets or nature reclaiming concrete on the side of the road, there are many details to be aware of for the purpose of revitalizing the village. Topographic features that provide a rolling set of viewsheds and a disjointed street layout create very unique and visually interesting moments in urban design. The rural character permeates not only the lush tree filled streetsides and yards but also shows through in the architecture of the village as well.

This is to say that one of the great strengths New Vienna has as present is its quaint simplicity. Many of the neighborhood streets are simply a stripe of pavement to be shared by all users equally. Other areas conjure up pastoral ideals of small town America that provide a warm and rich sense of cultural identity. In this light, New Vienna is a charming place.

The first question that faces us is what can we do to preserve and enhance these qualities?





# On The Streets Of New Vienna

But on the other side of street, so to speak, New Vienna isn't a place poised to capture the best parts of a passer through's imagination. Much of the towns infrastructure is run down, deteriorating or uninspired in terms of design. In some places, such as State Route 28 on the west side of the village, incompatible types of traffic are forced to share a space limiting the accessibility to specific demographics.



One of the principle intersections in town, the only one featuring a traffic light, is more of haphazard wasteland of concrete that a completed space. This does not leave a good first impression nor a good residual impression.



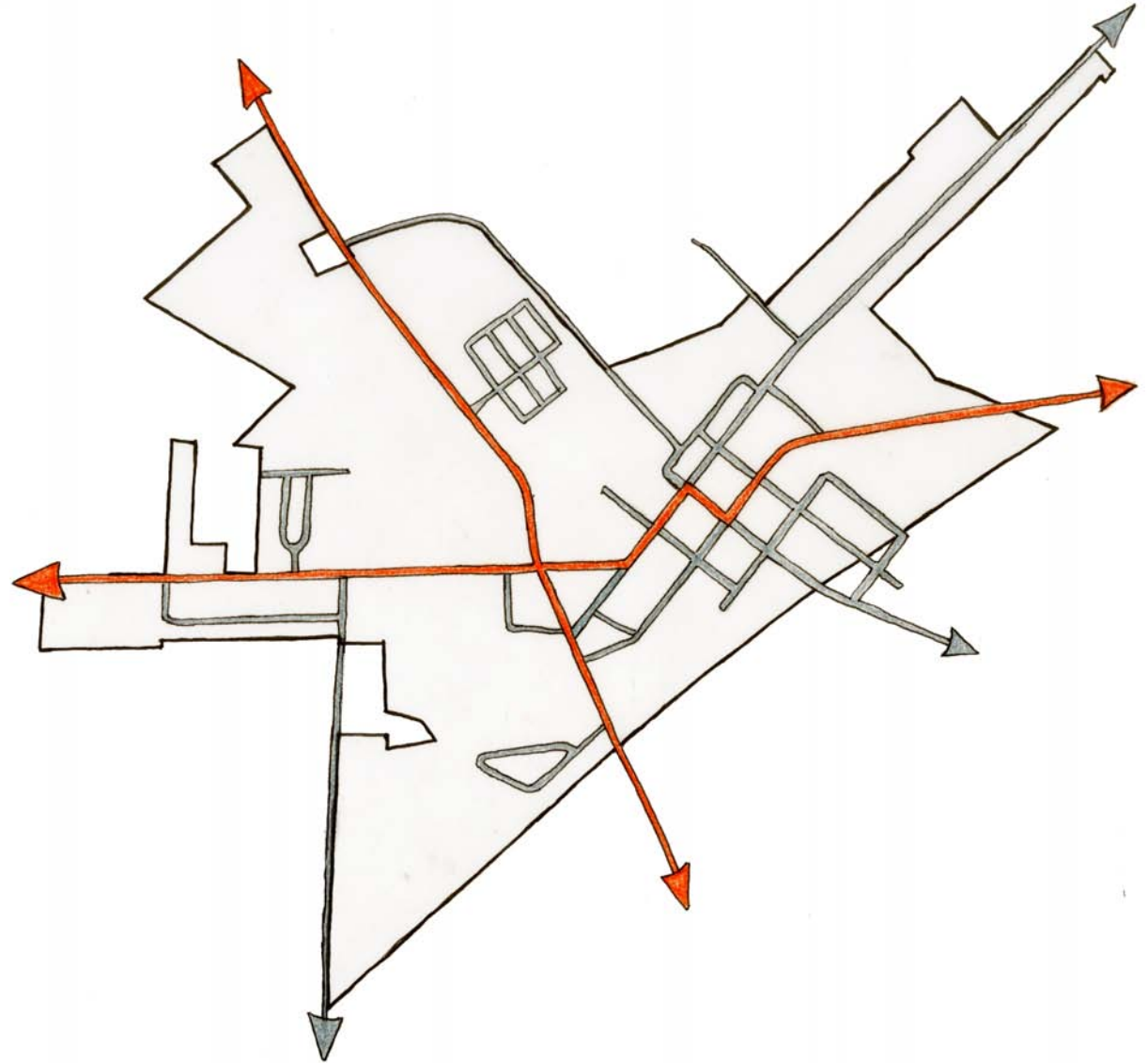
Then there are the forgotten spaces of New Vienna that leave an ominous and eerie feeling of desolation and serve as a sad, mocking reminder of economic transformations that have left New Vienna and most other comparable small towns like it in the past.

The question then becomes what can we do with the streets of New Vienna to alter the course and establish a new direction?



## Analysis: State Routes

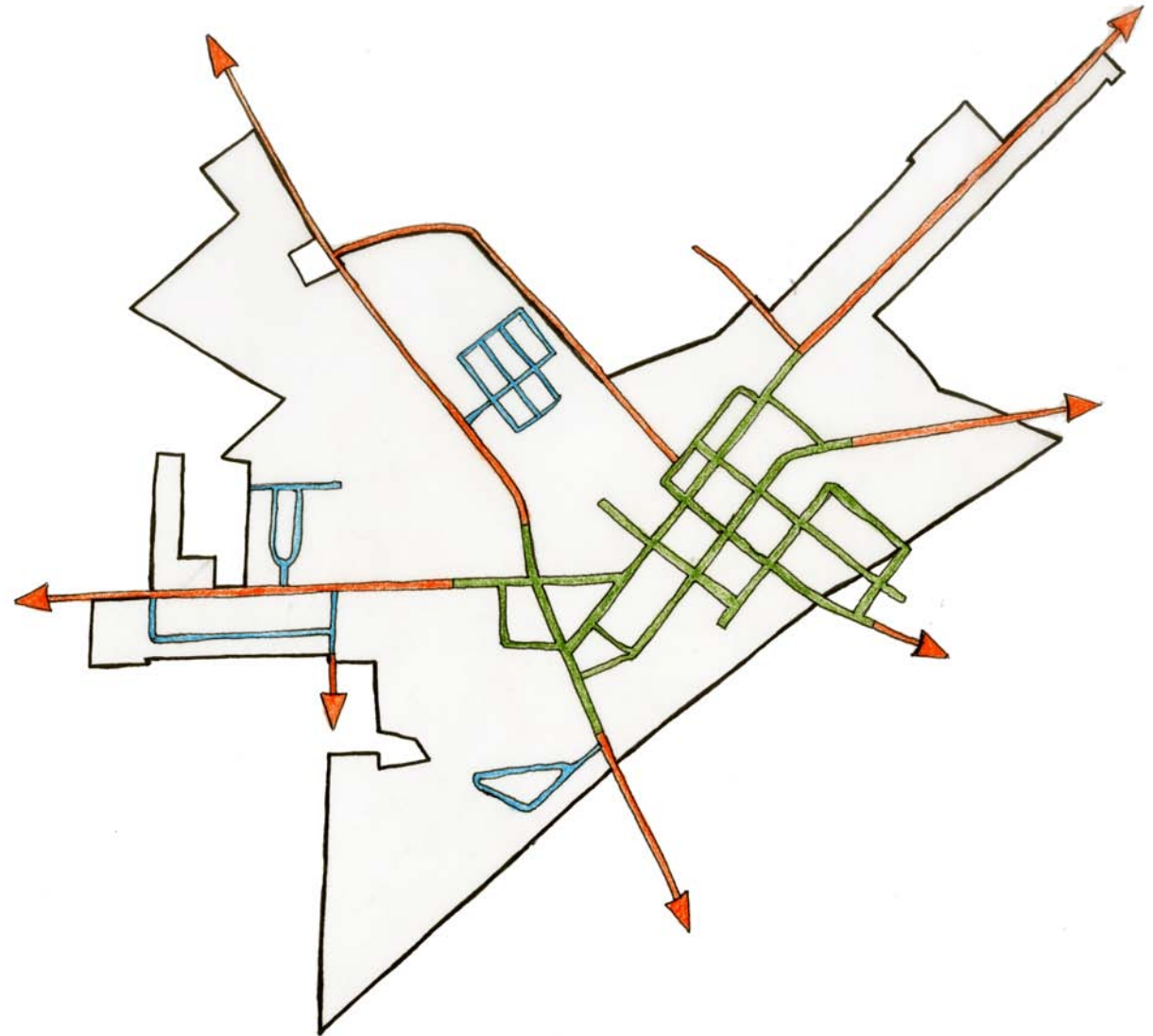
The streets marked with orange are the primary routes through New Vienna. Most travelers that are either passing through or stopping in New Vienna will use these routes. Hence their appearance is of the utmost importance as these areas will leave travelers with the most impressions of the village.



# Analysis: Entropy and Urban Form

There are 2 points to take away from this diagram. First are the orange streets and arrows. These are the entry and exit points of New Vienna. Four of these points provide direct access to the central part of town.

Secondly, each of the colored areas are different and present different opportunities and challenges for redesign and future growth. The orange area are very linear in their design and present limited options for the inclusion of future growth. The green areas are of a traditional development pattern and are evenly connected by the rigid grid structure. These offer the best basis for expansion. The blue areas can best be described as glorified cul-de-sacs. They are self contained and self limited.





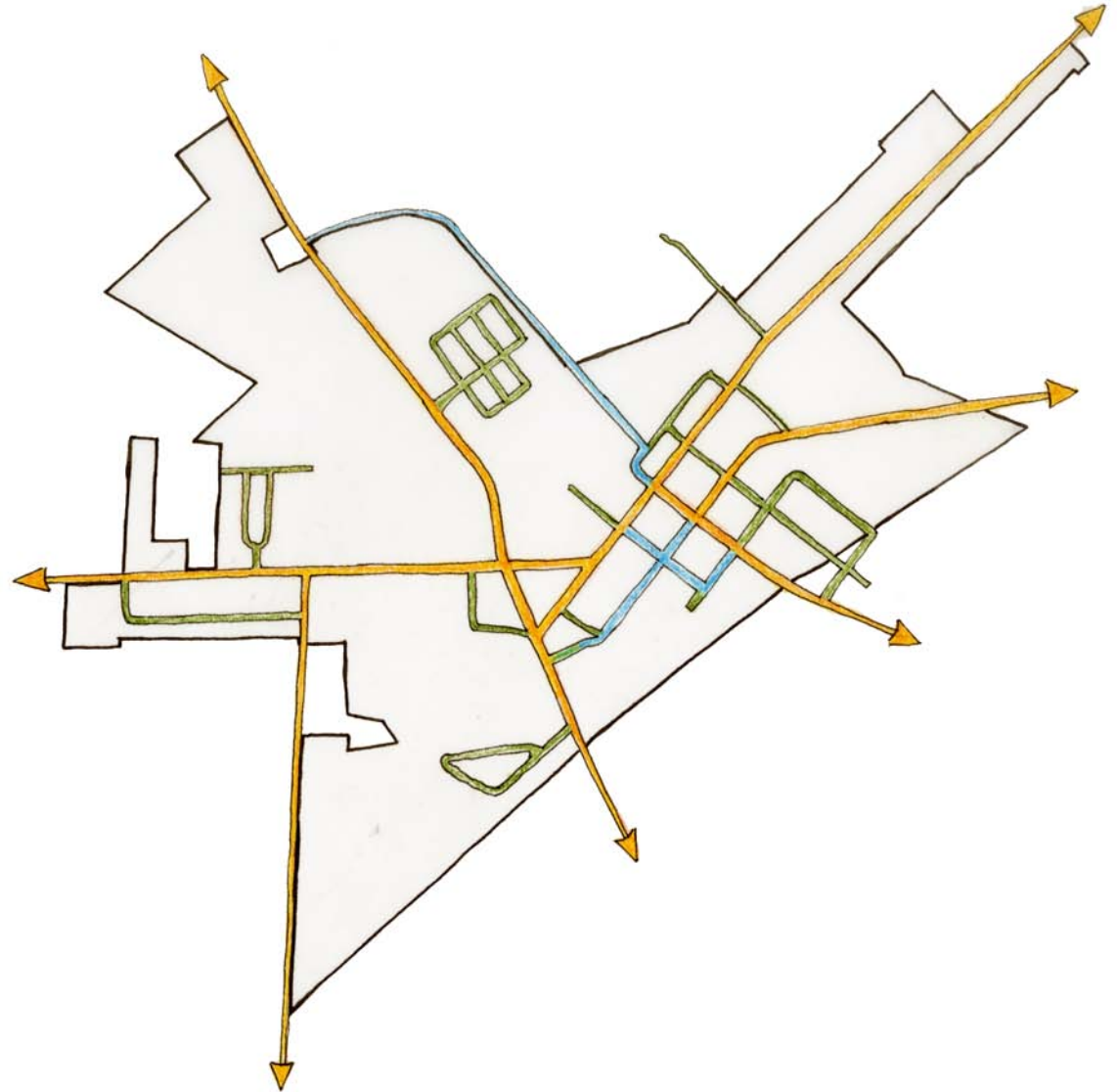
# Analysis: Classification

This diagram displays a simple breakdown of street classifications in New Vienna. As the village is small in stature, there are really only 3 distinguishable types of streets (excluding alleyways). Each classification serves a different function for accessibility and thus calls for different design standards.

The areas highlighted in yellow are the primary conduits for traffic. They are streets that carry traffic beyond the borders of the village and subsequently are the arterials of New Vienna.

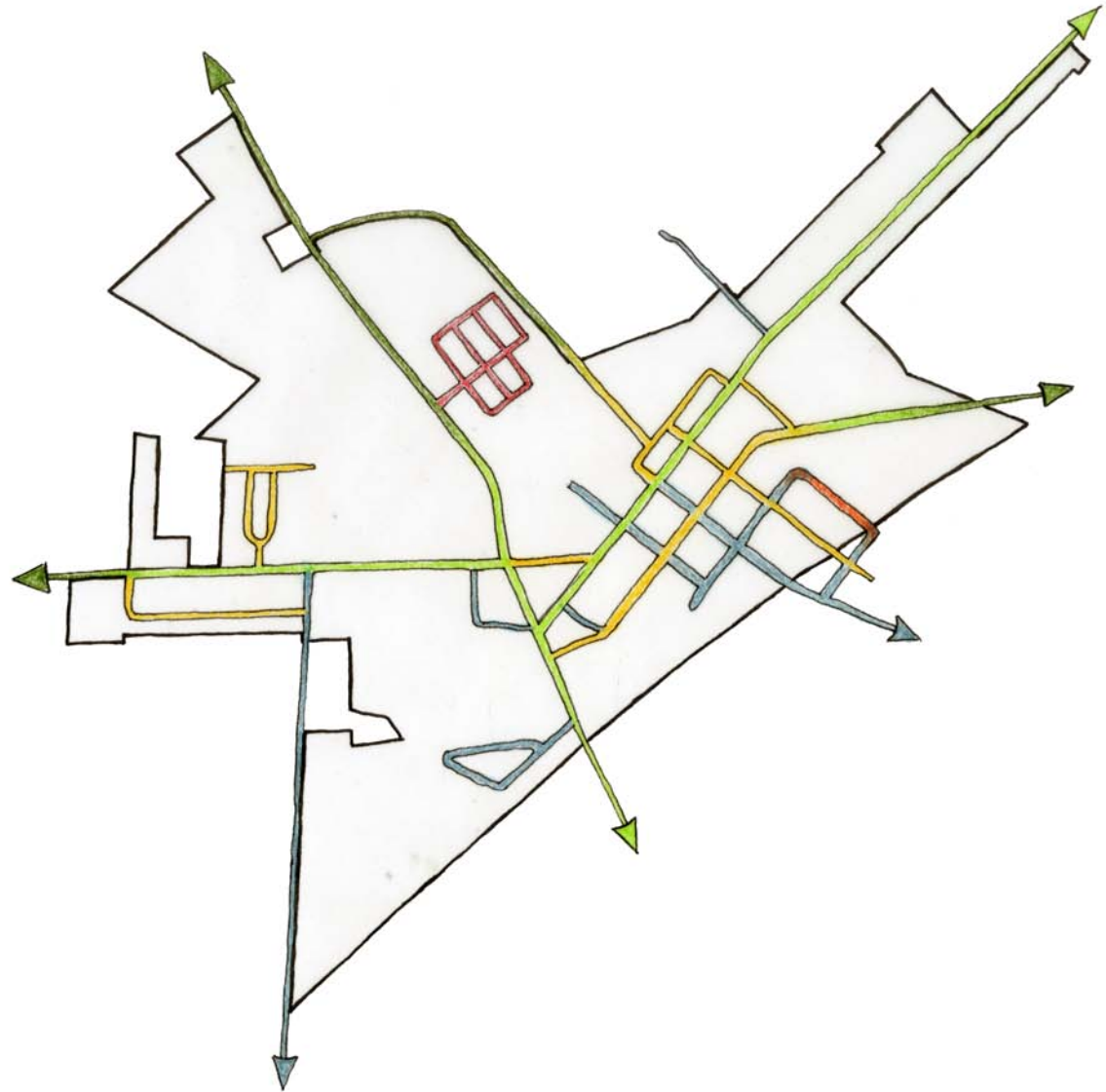
The light blue areas can be considered collector streets as they connect separate areas but serve only specific areas. They also lead to and feed the arterials.

The streets filled with green are strictly local neighborhood streets. These serve the adjacent properties and carry almost no other traffic.



## Analysis: Speed Limits

The diagram is colored as gradient of speed limits in New Vienna. Ranging from darker green, the fastest, through yellow, moderate speeds to red, the slowest permissible speeds, the speed limits match fairly well with the classification of streets. However, the central part of town has speeds that are better suited for passing through the central part of town rather than implying that it is a destination. Also note that the blue areas are unmarked speeds.





# Analysis: Alleyways

The central part of New Vienna is well equipped with an alleyway system. These additional right of way spaces are commonly used by local traffic and have multiple functions that benefit the adjacent properties.

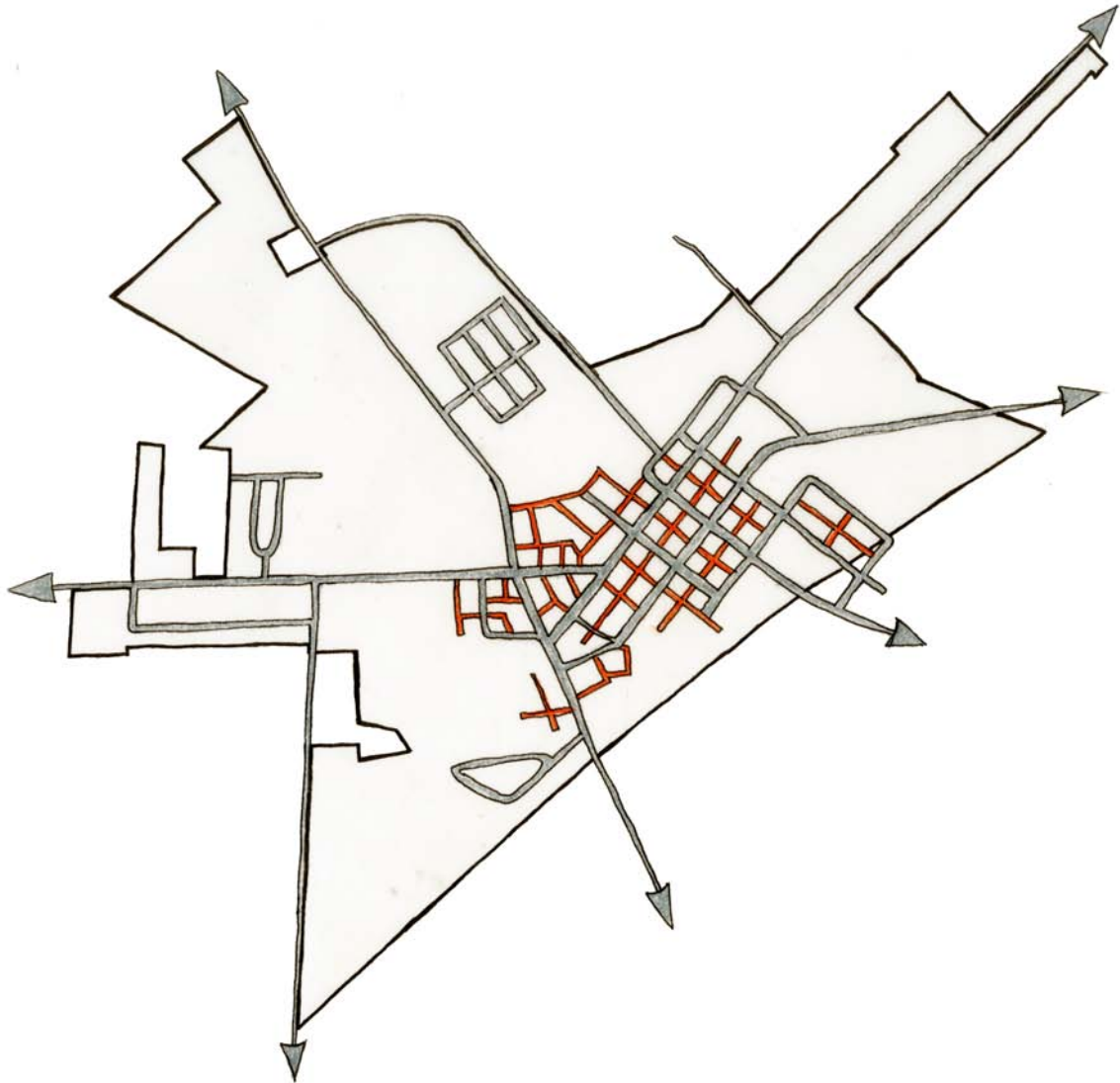
For instance, these spaces provide access to the rear of properties where private, guaranteed parking can be provided when otherwise improbable on the street. This also opens up the frontages of properties to more attractive designs for pedestrians and the inclusion of street amenities.

### Benefits of Having Alleyways:

- Provision of unattractive services
- Provision of utilities
- Alternative space for vehicle storage

### Problems with Alleyways:

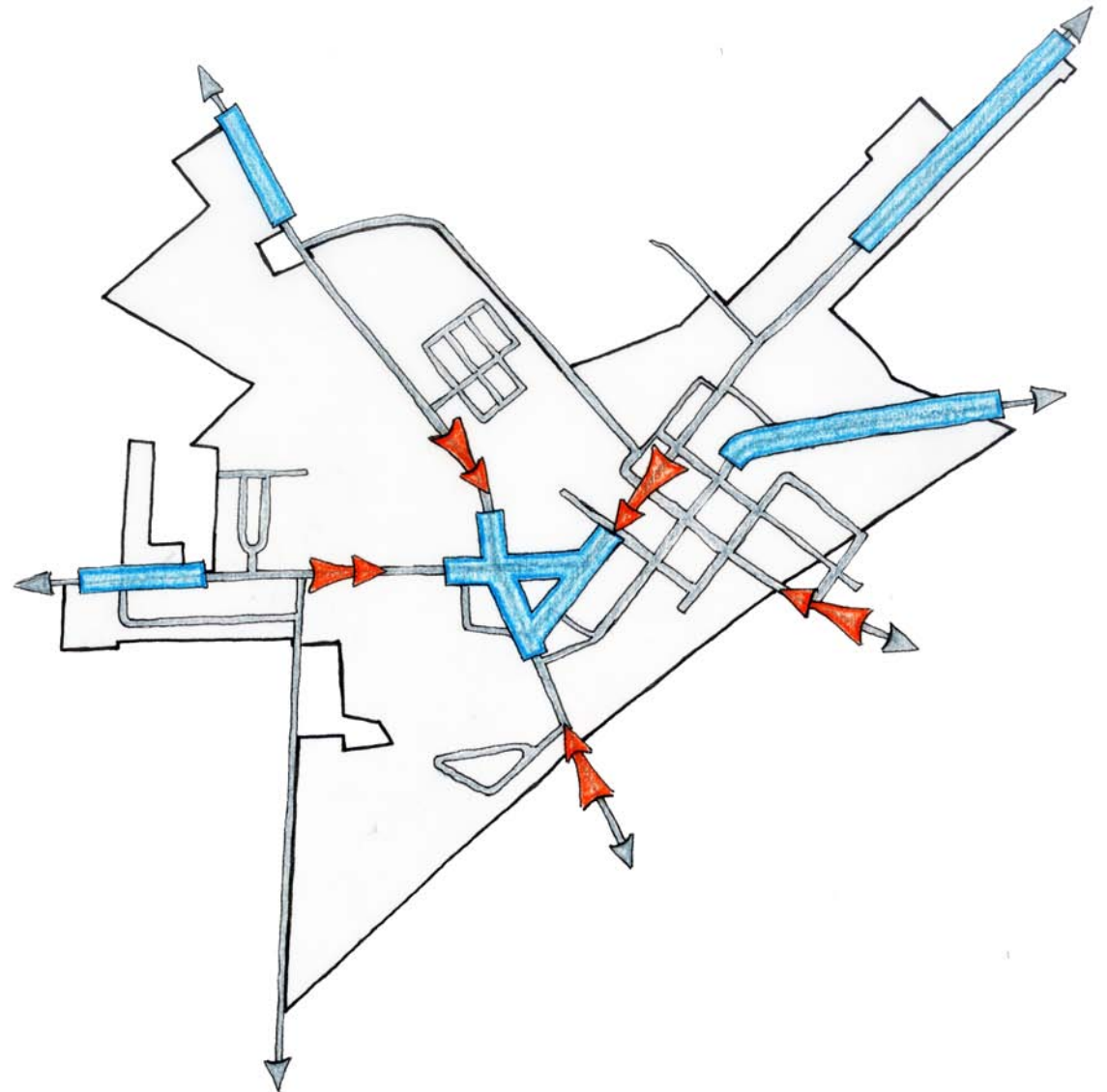
- Extra space to maintain
- Potential loitering grounds



# Analysis: Viewsheds

The two features of this graphic are the critical zones for appearance and the points where one may first notice that he or she is "in" New Vienna. The blue areas mark the prior while the orange areas mark the latter.

The blue areas corridors that can be specifically focused on and a intended to be looked at as a linear area. The orange arrows point to more exact locations that are visual gateways into New Vienna.



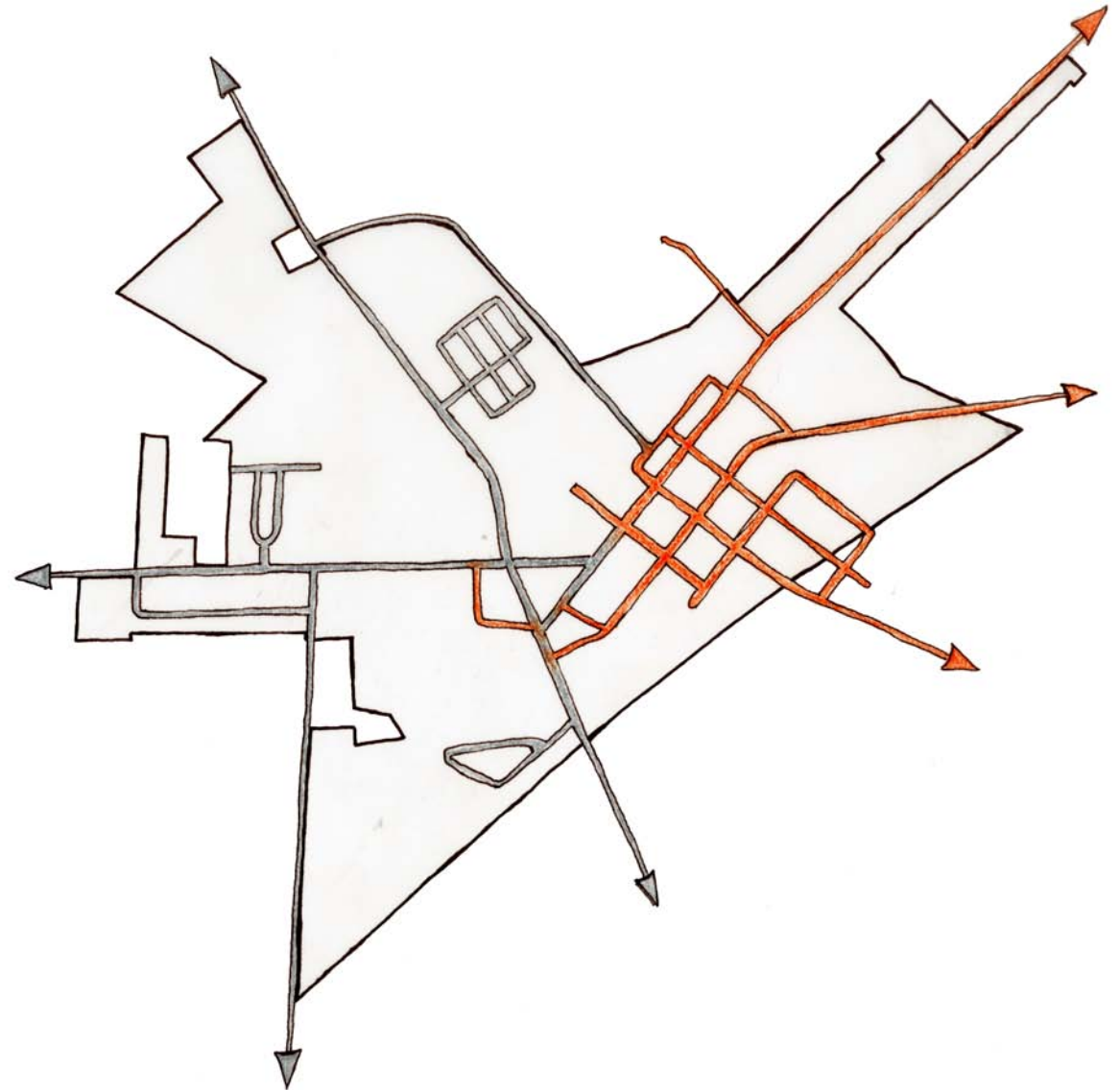


## East Section: Core of New Vienna

The first section of the design portion of the plan that will be discussed is what we can refer to as the “core” of New Vienna. As shown at right, the grouping of grid-like blocks on the eastern side of town can be considered as one cohesive unit of urban form. It is distinct and mostly separate from the Route 73 corridor and the development on the west side of town due to a pause in development and topography. Thus this area should be addressed as follows:

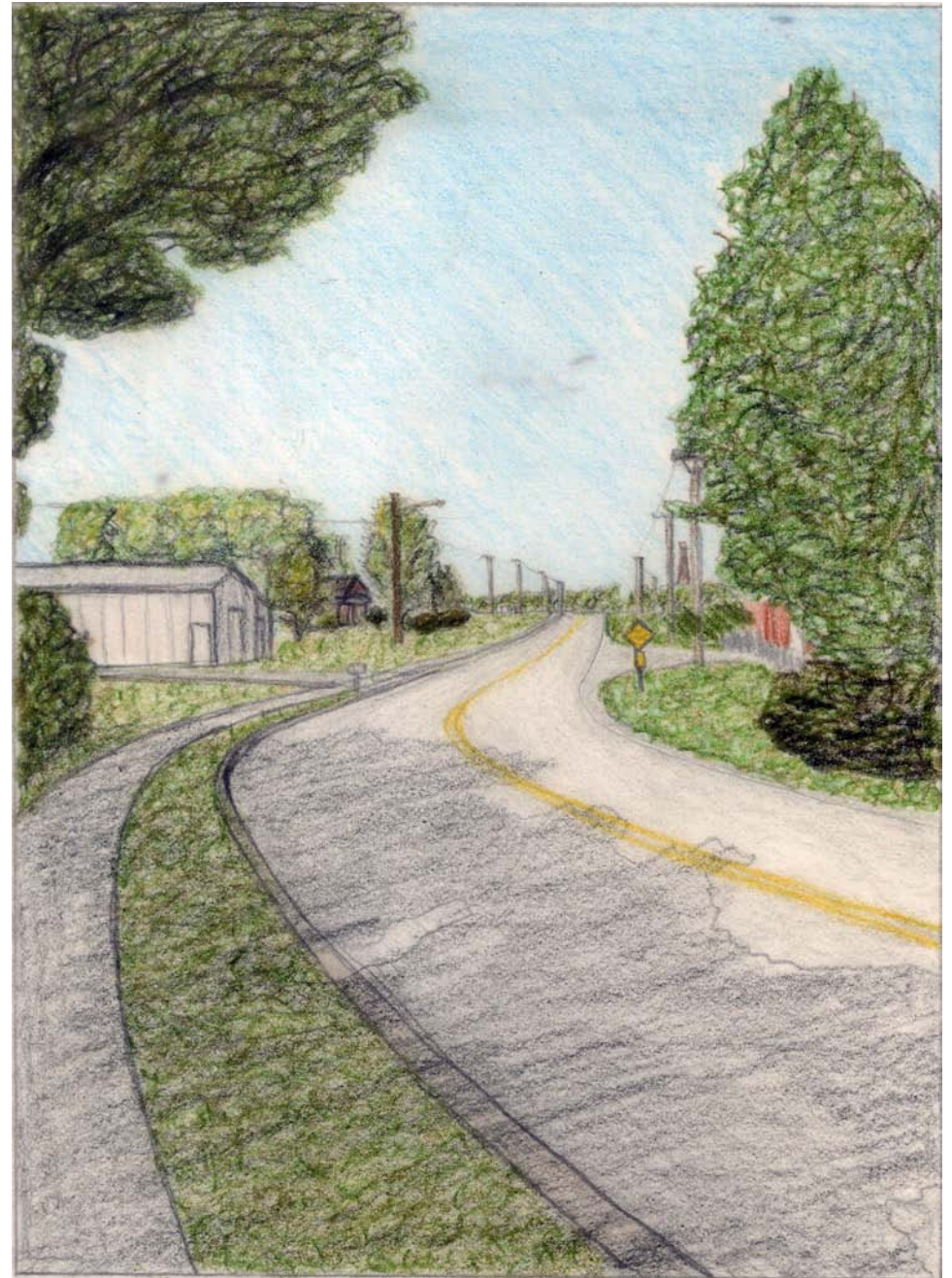
Aside from the three roads leading into and out of town, the blocks in this area primarily serve the residential uses abutting their edges. Most traffic here is local and slow moving. Because this type of traffic does not conflict with its land use context, drastic changes are not necessitated. The primary recommendation here is to keep the surfaces and boundaries to the roadway in good physical and esthetic condition.

On the contrary, Main Street and Route 28 have different types of traffic and are contextualized by a variation in development typology. These two corridors have a more linear style of development and serve more, faster moving traffic. Thus, the design of these streetscapes must include relevant provisions including sidewalks and signage.





Changes to Route 28 on the east side of town should look like the image at right. The addition of a sidewalk and the definition of the space via curbing near town are the key changes. This location also demonstrates the importance of providing a sidewalk as a safe route to school for walking children



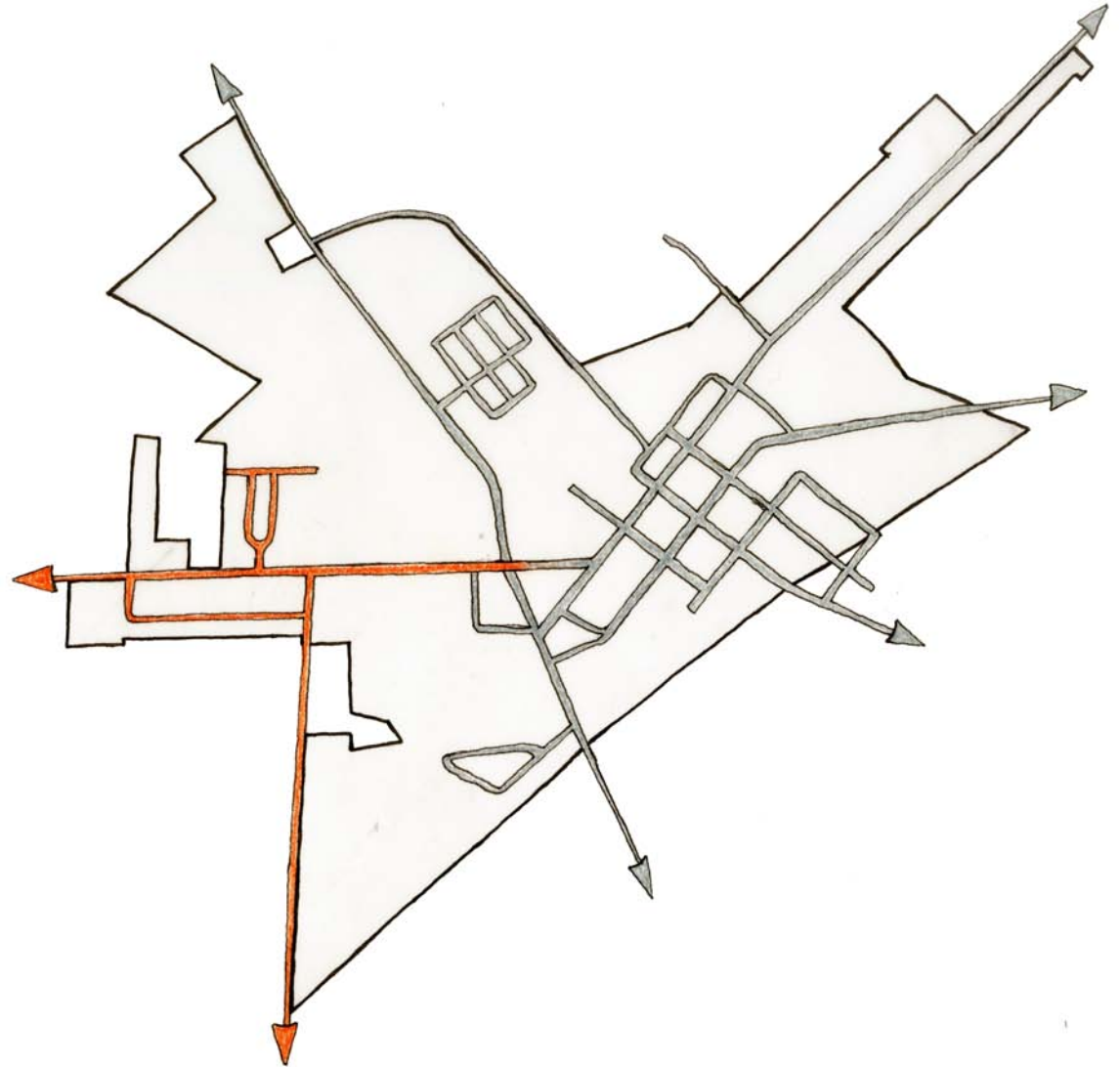


## West Section: State Route 28

The second section of town is the Route 28 corridor extending from the intersection with Route 73 west through the edge of town and includes the two adjacent subdivisions. This area primarily resembles the linear development mentioned in the previous section - larger traffic volumes and higher traffic speeds. Hence, design guidelines should follow this pattern:

State Route 28 should take on the same character as the redesigned eastern section of the road leading towards the school. This means sidewalks are the most important element to construct as this location lends itself better to separation of activities than the combination thereof.

But the two subdivision on either side of the road are to be treated differently. Here combination is still a suitable design standard just as was the case on the other side of town. This will preserve the laid back quality of the neighborhoods and allow for the most efficient use of space and public investment.



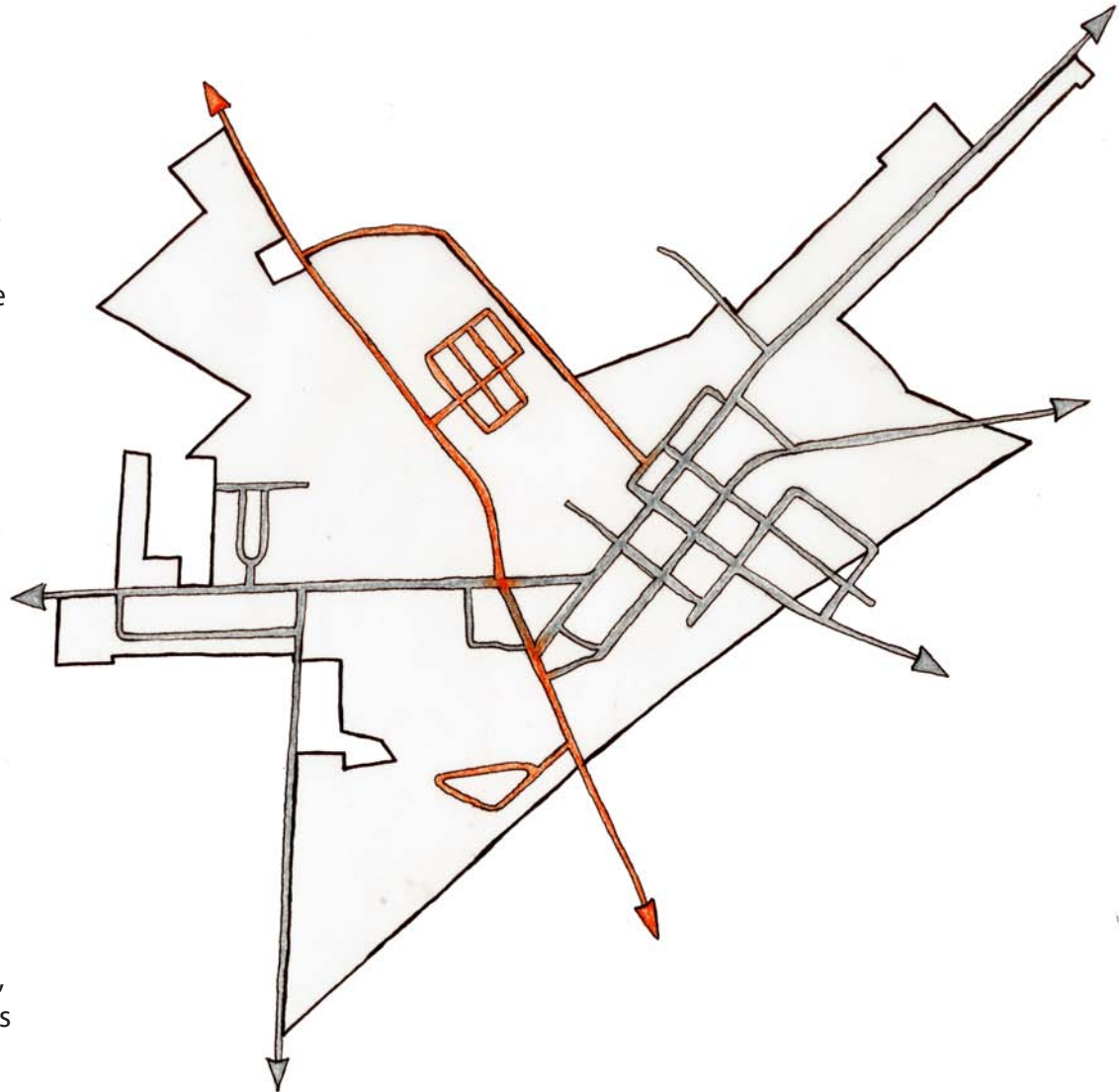
## Middle Section: State Route 73

The third section of town to be addressed is the Route 73 corridor. Included in this section are Nordyke Road, the Linkhart subdivision and the mobile home park north of downtown. Each of these three areas has a specific relationship to Route 73 especially the two residential subdivisions; the corridor serves as their only means of access.

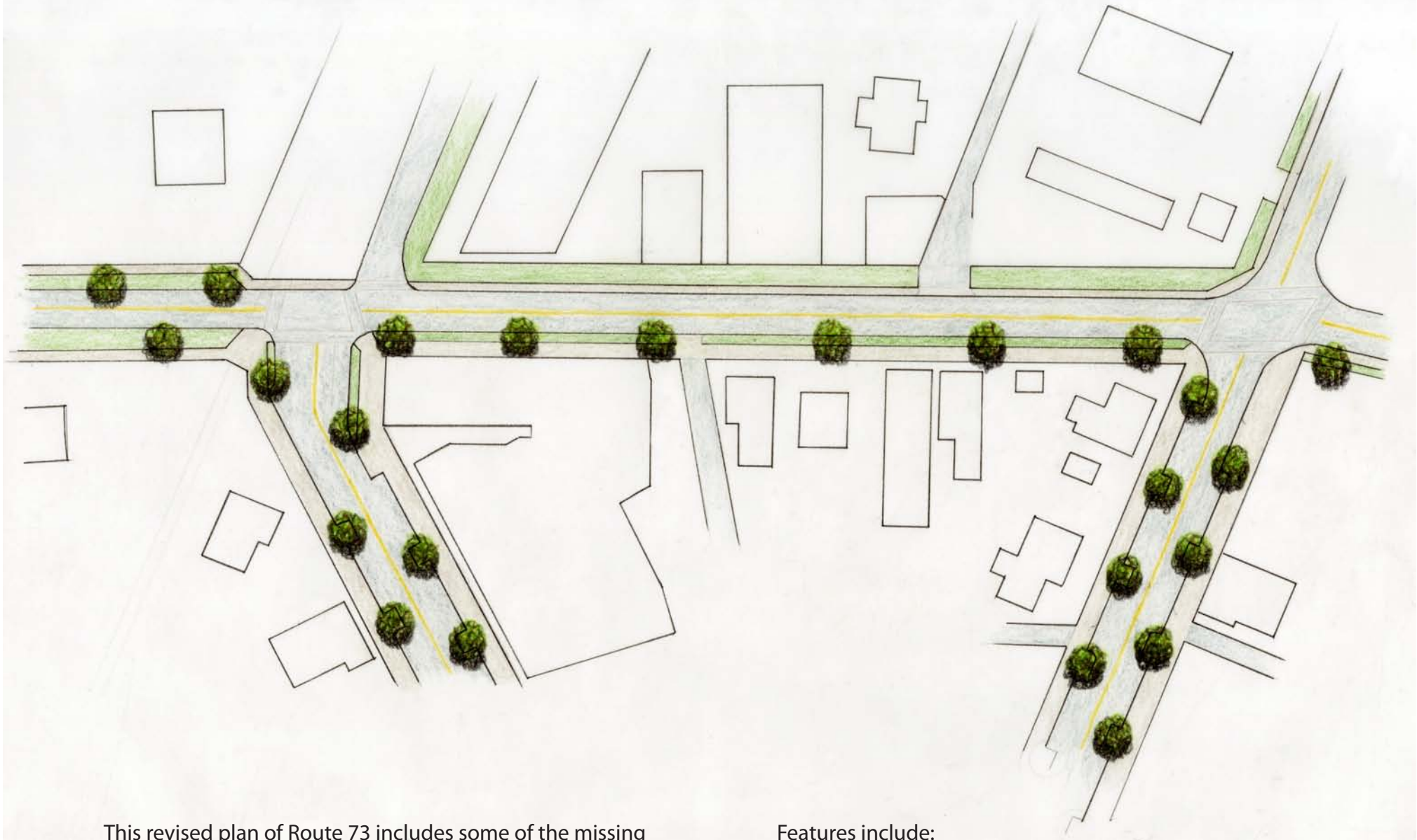
Designing the corridor should then take these "satellite" communities into consideration. Sidewalks linking them to the core of town are a must for the same reasons as the Issues presented by Route 28. The theme of the design should reflect that of Route 28 as well to provide a cohesive image of New Vienna.

Additionally, the right of ways within the two subdivisions currently parallel the uses found on their edges. These are slow traffic areas that can combine activities, automotive and pedestrian alike without grave conflicts. Making changes beyond basic maintenance would be unnecessary.

Finally, Nordyke Road serves primarily as bypass for the center of town. As long as development does not occur along this road, changes will not need to be made here. If development does in fact occur at a later date, then the speed limit and inclusion of sidewalks should be considered.



# Middle Section: State Route 73



This revised plan of Route 73 includes some of the missing features that currently plague the appearance of the street. As it is more of an automotive oriented street in terms of commercial uses, it retains some of that character.

Features include:

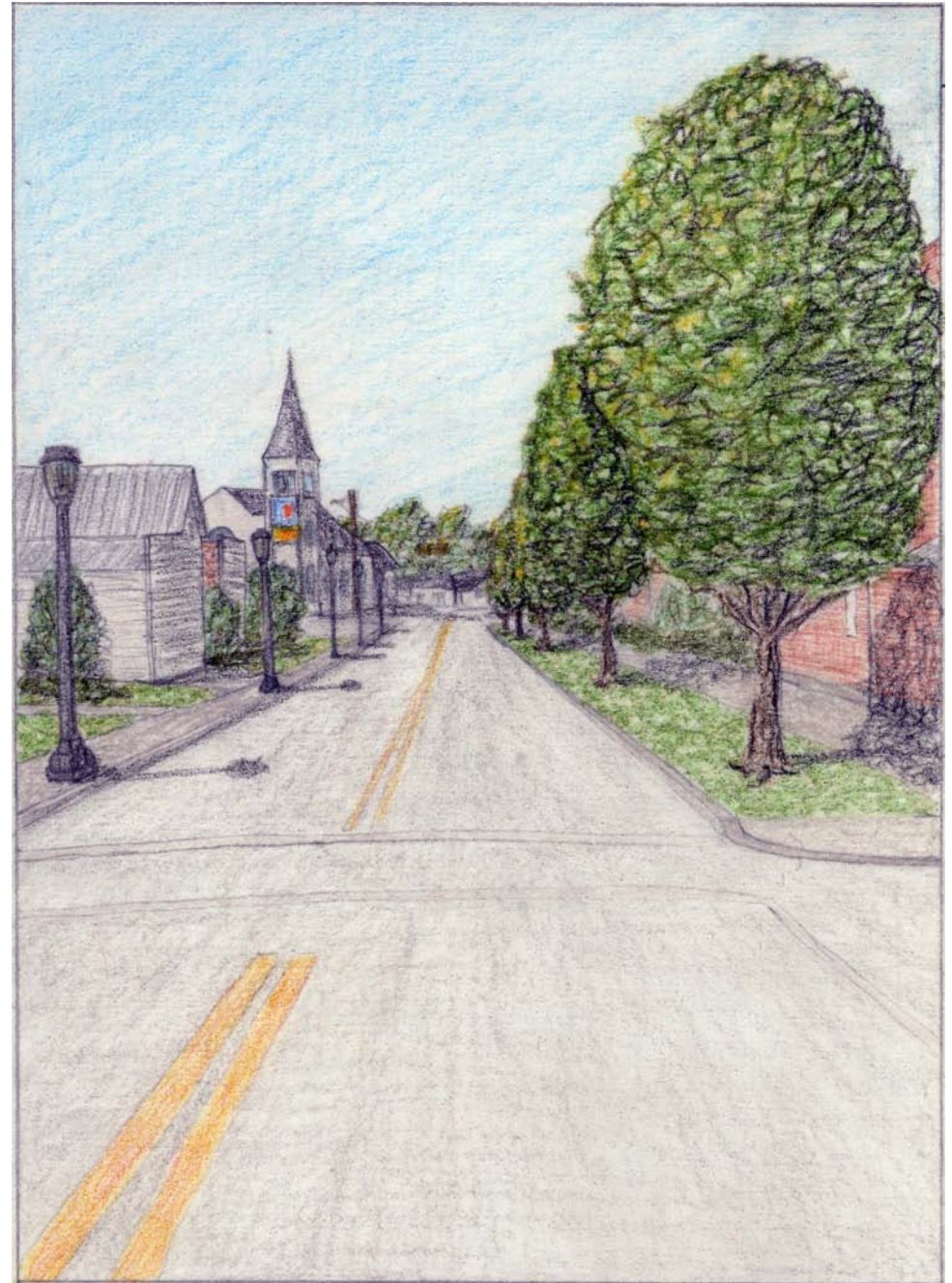
- Street Trees
- Improved Street Lighting
- Expanded Side Walks
- Rear access Parking
- Organized Appearance



# Middle Section: State Route 73



A view looking north along Route 73 at the junction with Main Street can be cleaned and livened with the scheme shown at right. The addition of street trees, sidewalks and more prominent street lighting will give this critical area a much better sense of place.

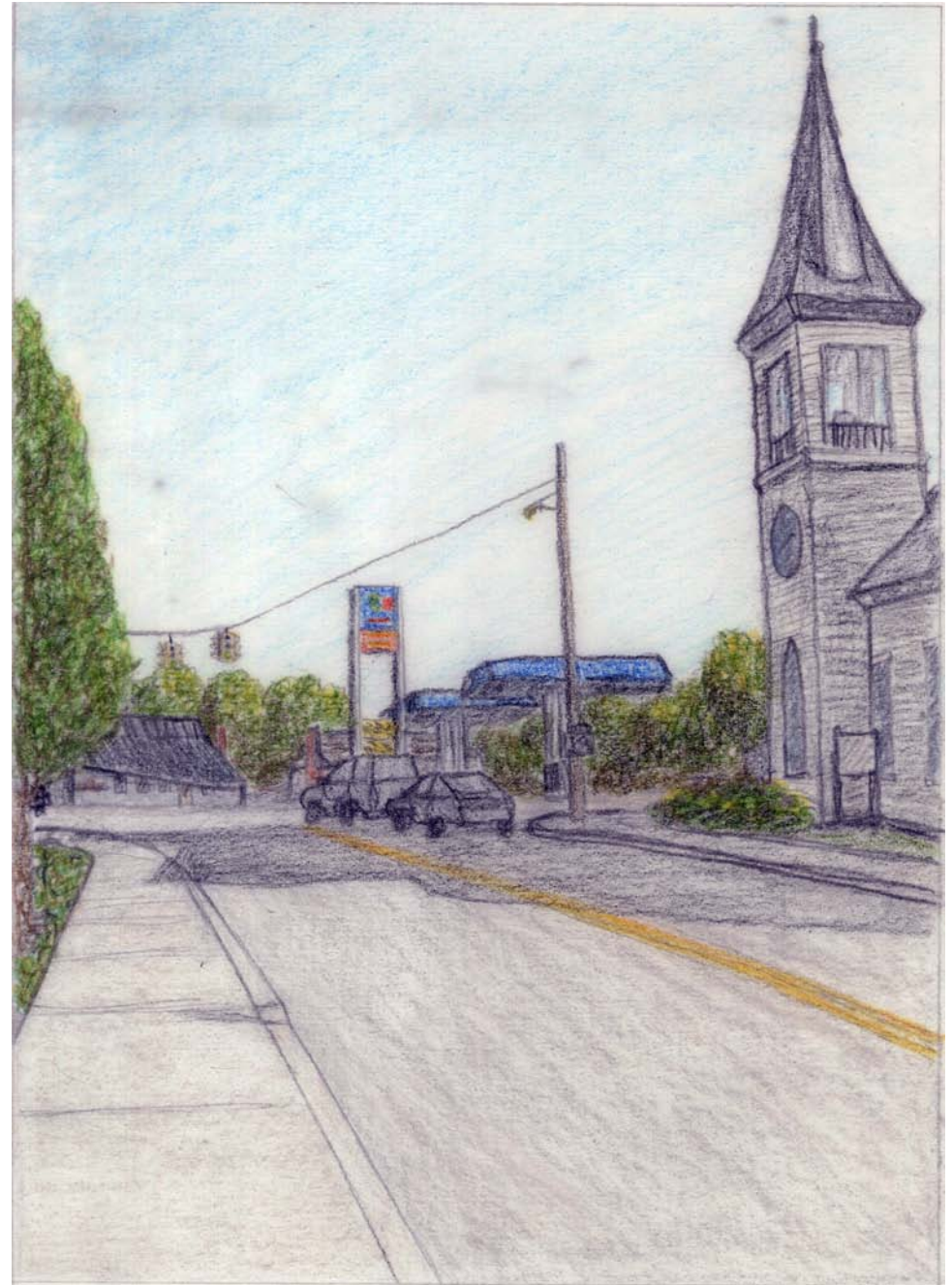




## Middle Section: State Route 73



The intersection of Routes 73 and 28 is one of the most important in New Vienna. Defined sidewalks, street trees and planting arrangements will make the intersection more distinguished and attractive to passers-through and locals alike.



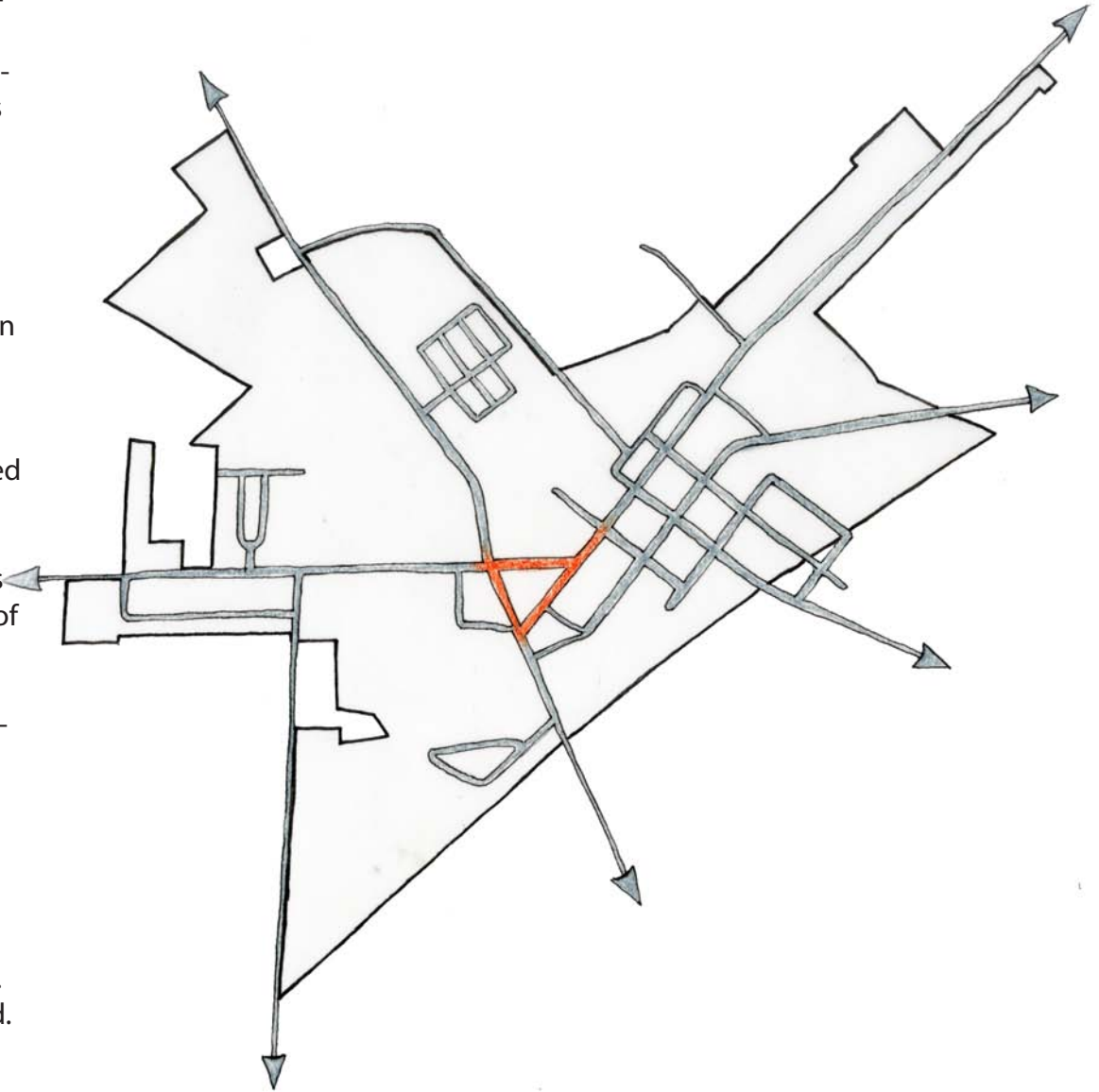
## Special Section: Downtown

New Vienna is blessed with a unique street layout that creates a critical intersection in the heart of the community. The corner of West Street and Main Street is arranged at an interesting angle providing a visual terminus for a person traveling east on Route 28. It is important to make use of this urban element as it is iconic and can in one instance define the image of the village.

Because of the street layout and the context provided by the buildings in this section of town, special attention needs to be paid when designing. Improvements should include seating areas, widened sidewalks and street trees. Other street amenities such as waste receptacles and consistent street lighting need to be incorporated.

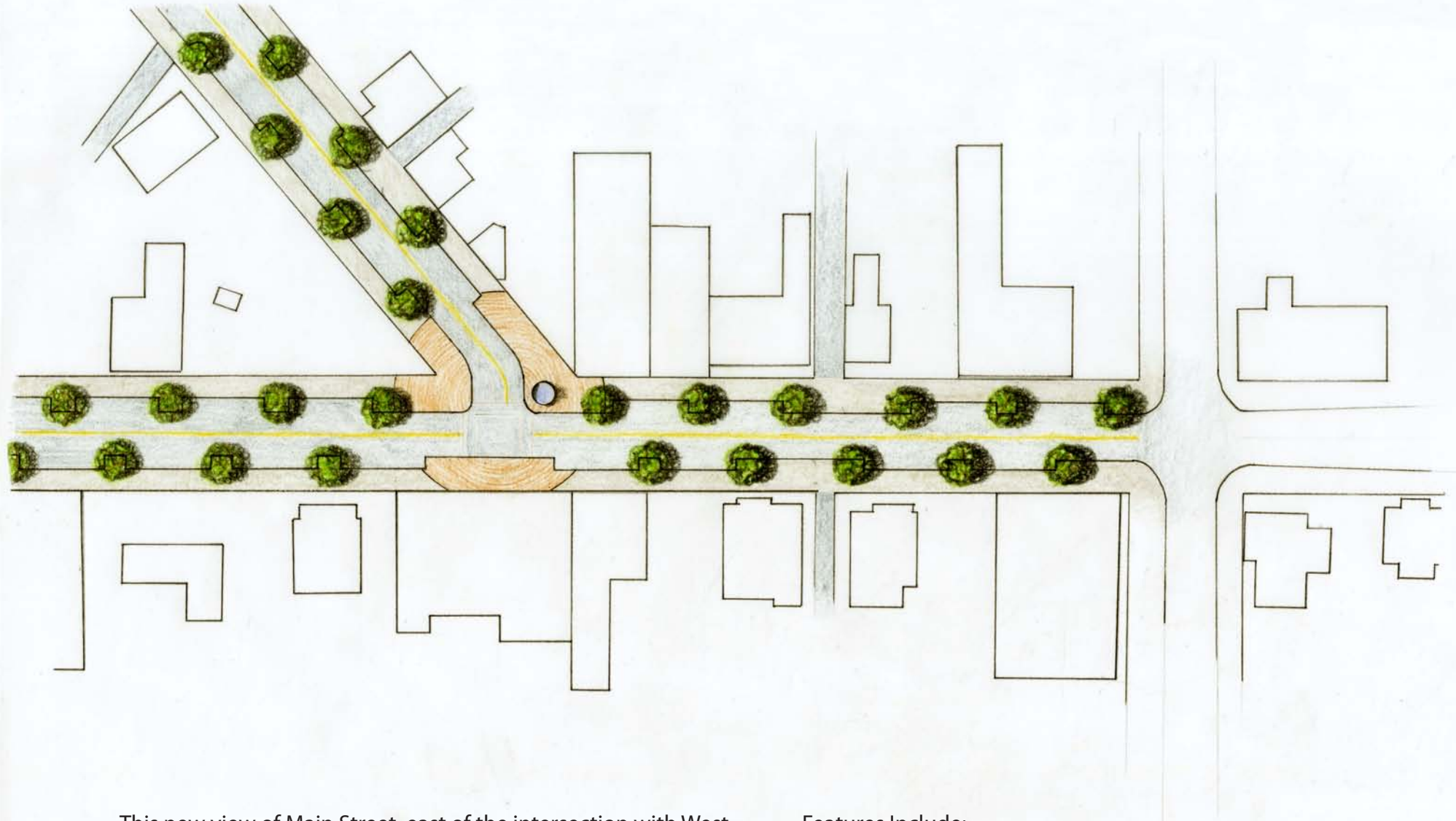
Finally, because of the location, abutting uses and civic importance, changing the concept of the space is also important. Distinguishing this visually will add a dynamic element to New Vienna that can be used to hold community events and demonstrate that the town is alive and well. This can go a long way in promoting New Vienna as a viable place to live, work and play.

As an extra note on parking in this area, the plan provides for 82 on street parking spaces. A separate lot could be constructed if needed.





# Downtown Plan



This new view of Main Street, east of the intersection with West Street, is very similar to that of the other half of Main as well as the block of West between Route 73 and the shown location. The street will have a much more complete experience for all users of the space.

### Features Include:

- Bump outs
- Street Trees
- Increased sidewalk space
- Better organization of parking
- Symbolic center of town
- Space for pedestrian activities
- Space for outdoor seating/ and other retail uses



This new view of Main Street, west of the intersection with West Street, is very similar to that of the other half of Main as well as the block of West between Route 73 and the shown location. The street will have a much more complete experience for all users of the space.

Features Include:

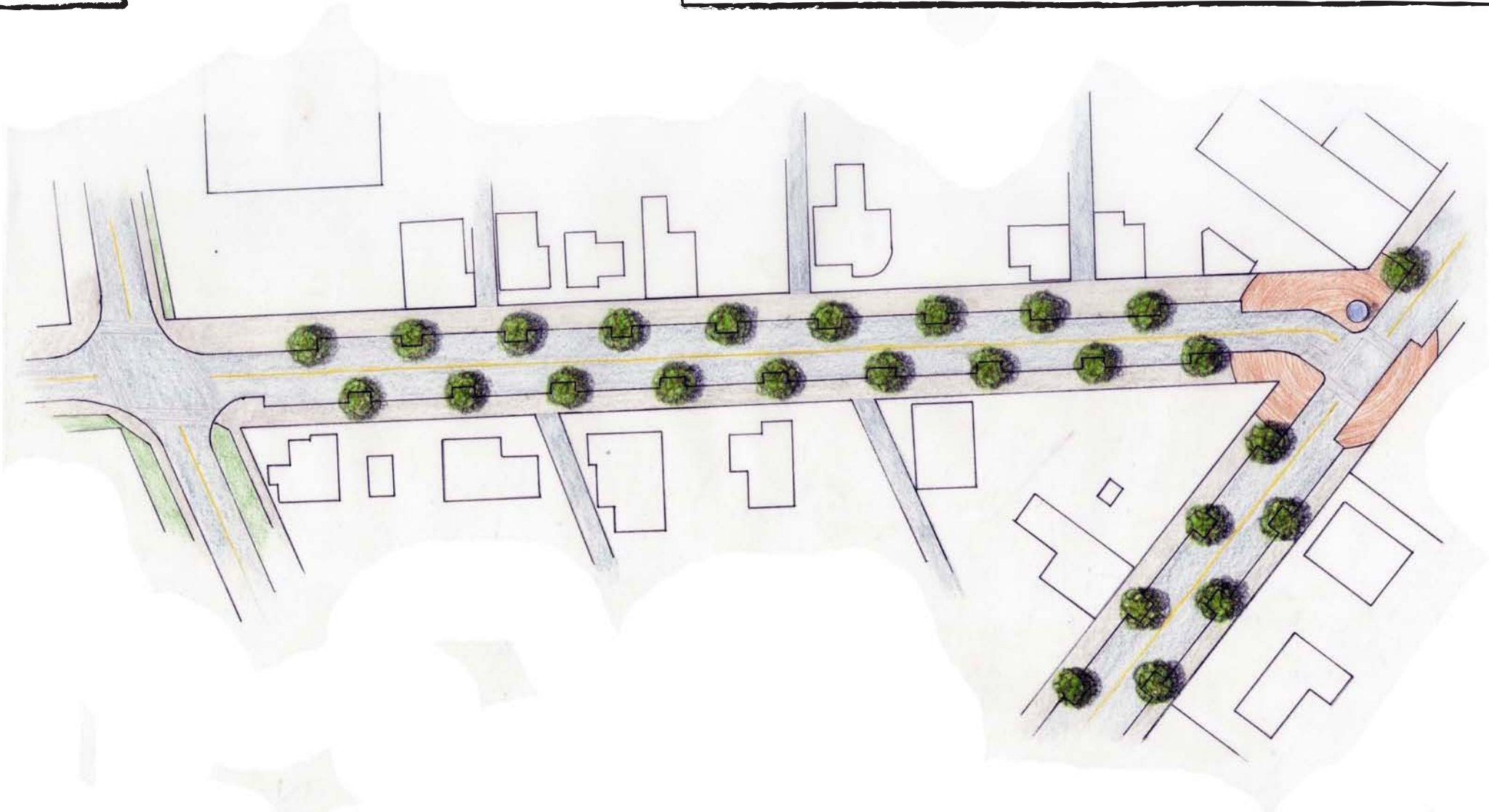
- Bump outs
- Street Trees
- Increased sidewalk space
- Better organization of parking
- Symbolic center of town
- Space for pedestrian activists
- Space for outdoor seating/ and other retail uses





At the heart of New Vienna is an excellent point of interest, an angled intersection with dynamic viewsheds unique to the area. This area holds great potential for enhancement by expanding sidewalk space, adding seating and other amenities and redefining this area as the epicenter of life in the village.





This new view of West Street, in between State Route 73 and Main Street, is very similar to that of the design of Main Street. The curb bump-outs allow for street trees, reduce traffic speed and redefine the edges of the street. The street will have a much more complete experience for all users of the space.

Features Include:

- Bump outs
- Street Trees
- Increased sidewalk space
- Better organization of parking
- Symbolic center of town
- Space for pedestrian activities
- Space for outdoor seating/ and other retail uses



Another complimentary view of the heart of New Vienna, an arch or some other sculptural element would also be a great addition to the area. This would help frame and bolster one of the most interesting urban views in Clinton County.

