BUILDING A VIBRANT PLACE

Niehoff Urban Studio
Senior Planning Capstone Spring 2016

Miao Hui
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Abstract

The site of this project is located in Roselawn, Cincinnati. Roselawn is located near the major Interstate 75 and a few miles from Interstate 275. Reading Rd. runs through Roselawn and the site. High residential density and large industrial building is found in this neighborhood. According to the market data, the median household in one mins drive of the site is about $30,000 which is under the US Median $51,000. The location of this site is at the intersection of Reading Rd. that is one fast way to get to Cincinnati downtown and Section Rd. which connects the Interstate 75.

To build a vibrant and healthy place for living and socializing, this project try to build a denser and more attractive place that provide both basic needs for the residents and the recreation that services for people living in larger area.

Primary Project Image
Site Location - Roselawn

The site of this project is located in Roselawn, Cincinnati. Roselawn is located near the major Interstate 75 and a few miles from Interstate 275. Reading Rd. runs through Roselawn and the site. High residential density and large industrial building is found in this neighborhood. According to the market data, the median household in one mins drive of the site is about $30,000 which is under the US Median $51,000. The location of this site is at the intersection of Reading Rd. that is one fast way to get to Cincinnati downtown and Section Rd. which connects the Interstate 75.

To build a vibrant and healthy place for living and socializing, this project try to build a denser and more attractive place that provide both basic needs for the residents and the recreation that services for people living in larger area.
Existing Conditions Analysis

Many commercial buildings are scattered located in the half mile radius, that include restaurants, barber-shops, pharmacy, bars, gas station, retails stores, banks, small office buildings and others. However, Roselawn still lack the amount of restaurants and other commercials. According to the Roselawn community representatives, he wanted to add more restaurants with more diversity other commercial activities that both meet the daily needs, such as laundry store, and served for recreation and culture, such as theater and gym.

There is a large number of vacant lots and parking in the intersection of Reading Rd. and Section Rd, which create a low density area and suburban feel. The set-back of the building don't fit the scale of Reading Rd. What’s more, the large commercial store Valley Shopping Center break the texture in this area. The vacant lots, parking, and small retail store is so different compared to the building at the corner of the intersection.
The site was surrounded by residential area and industrial area. In the half mile region, Reading Rd. is started and ended with suburban commercial area.

Change large footprint buildings to small footprint buildings and stay close to the main road.

When walking along the street, the set-back of building and large vacant lots are not pedestrian-friendly, and create a strong sense of low density.
General Visioning

This project focus on create all kinds of activities which include small retail stores that meet daily needs of the residents who live in Roselawn meanwhile other large attractive activities include indoor sports, theater and office building which attracts the citizens living near roselawn. This project also increase density in this neighborhood by filling the vacant lots and change the large footprint building into small and resonable building size. The intersection of Reading Rd. and Section Rd. is the start and the spot of the neighborhood district. The sidewalk along the Reasing Rd. interact with buildings and open space.
**Site Visioning**

Set the building in the corner of gateway and change the large scale buildings into small-size and medium buildings. Avoid the parking lot in front of the buildings. And avoid large scale open space become a negative factor along the street.

To create a strong sense of the start of a neighborhood business district when driving through, the corner of the intersection is filled by commercial building.
Hide the parking garage from the main road, motivate more people using side walk.

Using the green space to obstruct the noise from the street to the office buildings and apartments.
Clifton Heights, home of the University of Cincinnati, is a place of constant change. Throughout its history, the neighborhood has reflected the development trends of the times. Clifton was originally a typical urban neighborhood: a dense fabric woven of smaller mixed-use architecture and tightly packed residential neighborhoods. With the rise of the American suburb came low-density, auto-oriented development, mostly fast food restaurants found in the business district. Only in the past 10 years has development in the neighborhood made a return to a denser, more urban environment. Today the neighborhood boasts a mix of historic architecture from its beginnings and newer mixed-use development.
As in most urban neighborhoods, parking is a common topic of discussion. The auto-oriented development from the 80’s and 90’s brought a surplus of parking, to the point where much of the neighborhood lost its density. The recent urban renewal has restored some of that density while keeping much of the parking.

One could argue that the changes that have taken place in Clifton Heights have helped create a healthier and greener neighborhood. Throughout the era of auto-oriented development, the area was dominated by concrete and most of the restaurants were fast-food. In recent years, the urban revival has brought more opportunities to eat healthier.
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Urban Framework Plan

Health Care
Health Care should be convenient to access for the residents who live in Roselawn.

Church
Most residents in Roselawn are religious. Most activities also take place in church.

Education
Build a healthy environment for study, including early education and adult education.

Commercial
The small retail stores provide basic daily needs, such as laundry store, restaurant, or barbershop.
1. Parking garage
2. Gymnasium
3. Adult School
4. Community Services
5. Apartments (bottom is commercial)
6. Apartments
7. Theater
8. Commercial
9. Office
Commercial Area I

The neighborhood business district starts with retail store which reserves both the residents and people who work in office.

Commercial Area II

The second part consists with retail stores and apartments. Those stores mostly serves for the residents living in the apartment.
Attractive Area

The third part includes medium footprint buildings which provides the activities that attract people from other area.
Apartments and Condos

Both apartments and condos are four floors heights. Small width but long length open space was built in front of the entrance of the buildings to create a place that residents can relax when came back home meanwhile the residents living in the apartment can become the eyes to watch over the open space.

Small-size Office

Same concept behind the apartment, also create a small public space that can allow people sit and relax during the lunch time. This size of office building don't need to be too large. It is used as basic needs for the neighborhood, such as lawyers.
Open Space Along Reading Rd.

The size of the open space is important in this project site. It should be neither too large, which will become a negative place, nor too small, which can’t run its function.

Grontmij Belgium (Kristof Van Impe (landscape architect), Thierry De Wilde (engineer), Guy Bourdet (architect)
Location: Sint-Niklaas, Belgium

Hyde Park [4]
Quantity Information

- Site Area: 1,073,000 sq ft
- Gymanasium: 50,000 sq ft
- Theater: 37,500 sq ft
- Apartments: 119,600 sq ft
- Single Family: 25,900 sq ft
- Office: 66,500 sq ft
- Commercial: 111,500 sq ft
- Parking:
  - Total: 1072
  - Outdoor: 950
  - Garage: 122

Conclusion

The site of this project is located in Roselawn, Cincinnati. It is near I-75 and Reading Rd. runs through the site. However, there is a large vacant lot in the intersection of Reading Rd. and Section Rd. What’s more, the large commercial store Valley Shopping Center breaks the texture in this area. This neighborhood used to be dominant by Jewish community but since Jewish families, their businesses, and organizations moved out, current Roselawn is dominant by African American residents.

This project focuses on creating all kinds of activities that include shopping in small retail stores that meet daily needs of the residents who live in Roselawn and other large attractive activities such as indoor sports, theater and office that attract the citizens living near Roselawn. This project can also increase density in this neighborhood by filling the vacant lots and change the large footprint building into small and reasonable building size. The intersection of Reading Rd. and Section Rd. is the start and also the gateway of the neighborhood district. The sidewalk along the Reasing Rd. should also interact with buildings and open spaces.
References and Bibliography


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