

## From the Chairman

This newsletter features articles about subjects we hope will enlighten our readers about the scenic issues we believe will be important in planning Ohio's future. We are including an example of a successful ODOT context-sensitive design project, a new tool for community planning, an update on Ohio's Scenic Byway Program, a new Smart Growth Network in Ohio and Mrs. Hope Taft's Ohio Legacy Garden.

At our May board meeting, Scenic Ohio elected Dewey Hollister to the Board of Directors and Lynn Garrity, Joan Gretter, Lynn Quintrell, Ken Baldwin and Ellen Tripp to our Advisory Board. On Monday, June 14, 2004, we met with Mrs. Hope Taft and Gordon Proctor, Director of the Ohio Department of Transportation, for lunch at the Governor's Residence in Columbus. Mrs. Taft has an avid interest in horticulture and she shared an updated tour of the progress in her Ohio Legacy Garden (designed by Scenic Ohio board members, Gary Meisner and Dewey Hollister). She oversees the installation of this landscape legacy at the Residence and we were amazed at the progress she has made since we viewed the garden earlier in the spring. Following lunch, we had a most insightful and enjoyable sharing of information and informal discussion with Director Proctor. We are most grateful to Mrs. Taft for arranging this successful meeting and to Director Proctor for joining us.

We thank all of you who have supported us. Your memberships enable us to produce our newsletters, plan educational projects and to distributing zoning and scenic information to the public. We look forward to your comments and continued support.

Christine Freitag

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### CONGRESSIONAL RECESSES:

Take advantage of a break scheduled for Senators and representatives in the U. S. Congress, affording good opportunities for face-to-face meetings with our legislators in their home offices.

The break is:

**July 26 – September 3**

## Scenic Ohio

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by Scenic Ohio,  
Christine Freitag, Chairman.  
[cdfreitag@aol.com](mailto:cdfreitag@aol.com)

## Greater Ohio urges major redevelopment effort for Ohio

The State of Ohio should launch a major effort to redevelop its cities, infrastructure and transportation systems, Greater Ohio, the new state citizens coalition has urged.

“Re-development is Ohio’s future,” said Greater Ohio in a recommendation to the Ohio House Subcommittee on Growth & Development. “Local governments are hungry to support re-investment and to re-energize their communities with jobs, modern facilities and services, and infrastructure improvements. Nowhere in the country is there a greater opportunity to lead re-development than Ohio.”

Six major recommendations aimed at redeveloping Ohio were submitted by Greater Ohio. They call for:

- Adopting a "Fix-It-First" policy toward Ohio roadways
- Enabling consolidations of local governments and services
- Providing State historic tax credits for rehabilitation of older homes and commercial structures
- Granting longer tax exemptions for rehabilitation vs. new construction
- Increasing the effectiveness of the state’s alternative building code for older buildings
- Making available more accessible financing for rehab, mixed-use, infill development

The purpose of The Greater Ohio Campaign is to support – through research, public education and grassroots advocacy – public policy in Ohio to grow our economic base and improve our quality of life through intelligent land use. Greater Ohio is funded by major foundations as a statewide effort to unite urban, rural and suburban communities to speak with one voice to public policy makers about Ohio’s opportunity for improving our citizens' quality of life.

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## From Meg Maguire, Scenic America

In April Scenic KY was featured in the Louisville Courier Journal for the organization's leading role in defeating two bills by the billboard industry: 1) to cut public trees on public land for private billboard visibility and 2) to erect tri-vision signs. CONGRATULATIONS for these two important victories!

The tide of public opinion on advertising may be shifting somewhat. Keith Eichen of Scenic KY passed along this quote from a New York Times article 4/14/04 in The Media Business section: "People have a love-hate relationship with advertising.....But a far greater percentage are saying they have concerns, primarily related to its growing obtrusiveness. 61% said they agreed that the amount of advertising and marketing to which they are exposed ' is out of control' . "

It pays to keep fighting for scenic beauty and community character!  
Meg

## A new regional standard in context sensitive design: The Eastern Corridor Plan

The following provides a brief overview of the Eastern Corridor Land Use Vision Plan and is a correction to an article that appeared in the Scenic Ohio Winter newsletter, 2003, about Parkman Township and context-sensitive highway design. For a more detailed copy of The Eastern Corridor Plan contact Scenic Ohio, P.O. Box 5835, Akron, OH 44372

The Eastern Corridor is a highly sensitive natural and cultural resource setting. The Corridor Plan is comprised of 75+ square miles east of Cincinnati's CBD in Hamilton and Clermont Counties. Within this region, there are 18 separate jurisdictions, ranging from major cities with both low-income and upscale neighborhoods to historic villages and developing townships.

Following the completion of the Eastern Corridor Major Investment Study (MIS) in 1999, it was determined that multi-modal transportation and access recommendations must be planned hand-in-hand with land use to ensure that future transportation improvements serve as catalysts for value-added land use patterns.

Meisner + Associates/Land Vision was retained in two separate projects in both Hamilton and Clermont Counties to lead a new visioning process driven by citizen involvement and context sensitive design. First, a Team of landscape architects, land use planners, transportation, infrastructure and implementation experts, as well as market/economic consultants, and ecological, cultural, and historic resource specialists conducted extensive inventories and produced a summary analysis identifying unique cultural and ecological resources

Next, a Vision Group of approximately 70 individuals representing broad interests throughout the Corridor authored the following goals and objectives of the Land Use Vision Plan:

- A shared vision of the areas that are most appropriate for development, as well as for conservation and preservation
- Preserving agricultural lands, open space, and environmentally sensitive areas such as wetlands and wooded hillsides
- Identifying opportunities for infill development, brownfields and greyfields and targeting the types of desirable development
- Respecting historical development patterns, revitalizing older neighborhood centers and creating new clusters of development, town centers and

neighborhoods with a balance of housing and employment opportunities for all income levels

- Creating a land use pattern that will support and integrate multi-modal transportation options

Additionally, six Focus Groups of 20-30 participants representing sub-areas of the Corridor met to deliberate local goals and issues. These "Citizen Planners" authored a series of "Action Items" to bring about positive change while preserving existing assets in each of the six focus areas. Over a series of sessions, the Citizen Planners were educated in regional context, public health, land use, smart growth.

Finally a larger vision was created by a collaboration of local jurisdictions. This vision was created based on projections, ideas, community needs, and invaluable support from the 250+ Citizen Planners from the Vision Committee and Focus Areas. They identified "Zones of Change," those areas that all agreed will change. They recommended economic development, natural and cultural resource conservation, public facilities and infrastructure, neighborhood preservation, green-space preservation and expansion, and town center creation/renovation.

The planning process emphasized solutions to transportation issues. Instead of allowing the transportation plan to dictate land use, it provided a clear future land use framework for traffic modeling and PE/EIS work. It incorporated recommendations from all the area transportation agencies and emphasizing connectivity improvements between neighborhoods, recreational activities, employment, business districts and centers from rail, bus, walkable neighborhoods, and biking/hiking paths. ODOT's leadership role in this new approach was outstanding.

During the vision process the Team and Citizen Planners identified economic strategies and prepared a collaborative framework for funding implementation. This process has led to multi-jurisdictional partnerships, consensus-based development recommendations, unique funding agreements, the formation of special economic districts to share the benefits of development, and the formation of green infrastructure linkages through conservation, preservation and recreation.

Hamilton and Clermont counties, and a majority of the jurisdictions, have adopted the Vision Plan as a guide for future land use. The Vision Plan is a 2004 Honor Award Recipient from the American Society of Landscape Architects, Ohio. Implementation work is underway refining numerous priority land use and multi-modal transportation improvements.

## Profile of Scenic Ohio board member, Gary Meisner, FASLA

Gary has been on the board of Scenic Ohio since it was the Ohio Roadside Council. He replaced Ernie Dewald, FASLA in 1980 - one of his many landscape architect mentors. His extensive experience in a broad range of urban design, land planning, landscape architecture and land use vision planning, has made his commitment to our organization invaluable.

A graduate of Michigan State University's School of Landscape Architecture and Urban Planning, Gary began his career working for the City of Akron where he was City Design Administrator from 1972-79. Since then Cincinnati has been his home. His landscape architectural projects have won many awards and can be found throughout Ohio and surrounding states: Taylor Park Historic Riverwalk, Newport, KY; The Dayton National Cemetery; Kentucky Gateway and Riverside Drive in Covington, KY, Newport Riverwalk, Newport, KY; Lawrenceburg Levee Walk, Lawrenceburg, IN; are a few examples. He has also work on numerous award winning town plans and land use studies.



His award winning Eastern Corridor Land Use Vision Plan is presented in this newsletter. It is a unique regional and national model for context-sensitive design; integrating land use planning and multi-modal transportation design. Scenic Ohio is promoting context sensitive design and planning for the entire state.

Active with the American Society of Landscape Architects, he received the Ohio Medal in 1988 and was elected National Fellow by his peers in 1989. He is also a member of The American Association of Botanical Gardens and Arboreta, Urban Land Institute, the Greater Cincinnati Hillside Trust and the Greater Cincinnati Civic Garden Center where he was elected Honorary Life Member.

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### Scenic Ohio board members lauded for work

Scenic Ohio is proud to announce that three of their board members received awards from the Ohio Chapter of the American Society of Landscape Architects.

The Landscape Architecture in Ohio Award recognizes non-landscape architects who significantly improve the built environment through sound planning, land management and design, awarded to identify the accomplishments of individuals and others that have substantially contributed to the improvement of quality of life in Ohio. **Christine Freitag** received this award. Another recipient was the husband of board member Cherie Lucks, **Jack Lucks**, Continental Real Estate

Under Design Awards, **Gary Meisner** accepted the Honor Award for his company, Meisner and Associates/ Land Vision, Cincinnati, Ohio for their Eastern Corridor Vision Plan and a Merit Award for Crest Hills Country Club. **John Vittum**, accepted the Merit Award for his company Vittum-Andrews Associates, Inc. Bath, Ohio for the Hospice of Visiting Nurse Service Gardens and also for Heritage Corridors of Baths Management Plan.

### Googling uncovers distasteful advice about billboards

A Google search on billboards and accidents by Rich McFall, Scenic Missouri, found the following:

Posted by: mbarber 3/17/2004 5:33 PM (EST)

"One of the best ways to work out if your billboard is working is to find out if there has been an increase in the number of accidents near your billboard. So if you speak to the local police and ask them if there have been more accidents right near your billboard, there is a fair chance that people aren't paying attention to the road - so guess what they are probably looking at? That's also a good way to check which billboard sites you should rent - the higher the car accident rate, the more likely that it is an area that people aren't paying attention to the road and that they are looking elsewhere.

I know its not some of the things we should be hoping for but it is a reality of life!"

## Environmental Modeling: A tool for open space planning and visioning



In the past several decades, there has been an increased awareness of the effects of land use on water quality and quantity as well as other environmental impacts. Many communities are recognizing that open space is becoming a scarce commodity and impacting their quality of life. Various resource management tools are available to communities and may be used in combination to address environmental, farmland, and scenic viewshed conservation. Regardless of the measures selected, it is important to provide a strong basis for resource protection measures by identifying the most significant resources to be protected.

Using interactive analysis and realistic 3D models of the landscape, environmental planners working with biologists can now provide complete natural resource management solutions to promote informed land-use decisions.

Using GIS decision support software, it is possible to present complex information in ways that are easy for general audiences to understand thereby fostering meaningful public participation and effective planning and visioning. Modeling helps communities and developers make more informed, more strategic decisions about where and how to build and where and how to conserve land. Modeling of alternative land uses also helps determine and compare development costs and services, illustrates the visual impacts to the viewshed, and measures a variety of preservation indicators.

This modeling can be used to evaluate the feasibility of the various resource protection tools (such as transfer of development rights, conservation development, and riparian setbacks) and to choose a realistic combination of resource protection measures for implementation. The lesson learned from using this environmental modeling is that most communities support conservation and preservation principles. They just don't know how to build support, identify defensible land use controls that can successfully be implemented, and identify the restoration and preservation efforts that can and should be encouraged. As a result, traditional outdated zoning tools are often left to solve today's problems. This modeling can be used to educate communities on how their land use controls contribute to open space protection or degradation, and enables them to focus on the regulatory strategies that have successfully been used to preserved open space.

Laura A. DeYoung, AICP, Environmental Planner, EnviroScience, Inc.

[Editor's note: Laura is a past contributor to our Scenic News. She works with biologists to transform their recommendations into meaningful planning policies and initiatives that can be implemented. In addition, she serves on the Bath Township Trails and Greenway Committee and the Medina Summit Land Conservancy Board. ]

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## From 1000 Friends of Central Ohio:

In a recent survey by the Fannie Mae Foundation, interstate highway investments were ranked as the number one promoter of urban sprawl. The typical sprawling development pattern that follows has isolated low-income people, particularly people of color living in low-income communities, from broader regional opportunities.

Our public investments are a reflection of our social priorities. Much of the nations infrastructure has been invested in new suburban communities, which have disproportionately benefited white and middle class neighborhoods. Cities that lose residents to the suburbs suffer from decline in business investment and tax revenues, yet still must pay for a large physical infrastructure and the disproportionate social problems (crime, drug abuse, welfare) of those who cannot or do not leave.

Urban disinvestments, white flight and the concentration of poverty and minorities within city borders may seem like "natural" facts of economic life – tragic but unavoidable. But In fact, the residential segregation that prevails in so many metropolitan regions derives from deliberate policy choices.

## Living Museum Project

Ohio is a state with a rich history and vibrant future. The Governor's Residence is a part of that 'Living History' and as such is the perfect place to showcase the wealth of arts, industry, and government in Ohio. In addition, the creation of the Residence Ohio Botanical Garden highlights the state's rich and varied geographical regions, native plant species, and green industries..

Much of the Residence's potential as an educational resource remains untapped. The programs that are being developed will create a Living Museum to showcase Ohio. The Living Museum will feature these key components:

- Create educational programs for Ohio's school children with a special focus on 3<sup>rd</sup> and 4<sup>th</sup> grades with assistance from teachers to supplement the Ohio History, Government, and Geologic curriculums
- Insure the future of the Residence and Garden tours by cultivating trained docents, to share their knowledge with visitors.
- Become a destination for the thousands of professional and recreational gardeners in Ohio with our 23 gardens representing regions and plant materials from throughout the state
- Develop and implement a collections management and conservation program for the Residence and gardens
- Research and document the history of the two structures that have served as Ohio's Executive Residences and host an event for the descendants of Ohio Governors.

The Governor's Residence Foundation, a 501.c Foundation, has been established to ensure the longevity of this project. The Foundation's goal is to raise funds to restore, preserve and develop the Residence and grounds. This foundation is not political, there will be no changes due to changing administrations. The State of Ohio pays for the daily operation of the Residence as with any state facility, however, any restoration, collections management, landscaping and education programs are funded through the Foundation.

## Mini Ohio Botanical Gardens

The Gardens will be a true celebration of Ohio and it's great diversity. The Landscape Master plan features over 20 unique gardens. These gardens will demonstrate the residential use of native plant materials and will recreate eco-systems from all over the state. They will demonstrate Ohio's diverse climates and rich geologic history. They have already had an overwhelming response from some of the prominent garden clubs and plant nurseries throughout Ohio who want to participate. Some of the gardens include a Cranberry Bog, an Orchard and Vine Garden, Appalachian Garden, a Lake Erie Dune Garden, and a Prairie Garden. The key entry garden will be the Ohio Legacy Garden where presentations and interpretive panels will provide stories about Ohio's First Families, information about the gardens and will honor those who have made donations to the Living Museum Project.

## Scenic Ohio

*...our mission is to  
preserve and enhance  
the scenic character of  
Ohio's communities and countryside.*

- Promote Scenic Byways
- Protect open space
- Support highway beautification
- Encourage billboard control

*Join us and help us protect your scenery*

- 
- \_\_\_ \$20 Senior /Student
  - \_\_\_ \$30 Individual
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  - \_\_\_ \$100 Sponsor
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Scenic Ohio  
P.O. Box 5835  
Akron, Ohio 44372  
330-865-9715  
[www.scenicohio.org](http://www.scenicohio.org)

Scenic Ohio is a not for profit 501 C(3)

## A note from Scenic America:

Thanks to Kate Meehan of Austin for passing along the web site of OAAA. I know that many of you have looked at this site. Outdoor Advertising Association of America's website:

<http://www.oaaa.org/government/Issues/>

For all who are working on scenic byways, check OAAA's position on segmentation. Beware of the VA approach! Areas that have ANY of the 6 intrinsic qualities should not be segmented. Further, new billboards will only degrade existing industrial and commercial areas along byways. Make sure this does not happen in your state.

## SCENIC OHIO THANKS OUR CURRENT CONTRIBUTORS FOR THEIR CONTINUED SUPPORT

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**Did you know economic studies\* on the impact of byways show:**

**Visitor spending per trip (2 studies - 4 byways):  
\$100 - \$200**

**Increase in annual traffic (1 study - 3 byways):  
3% - 20% increase  
(due to byway designation)**

**Influence to visit by byway designation (1 study - 3 byways):  
3% - 20% increase**

**Jobs per \$1 million in visitor spending (6 studies):  
19 - 30 jobs**

**\* Rob Draper of Federal Highway Association**