



Vision Report

Adopted by Dublin City Council October 25, 2010

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Vision

This document considers Dublin's Bridge Street Corridor in light of the background factors outlined in the May 2010 *Planning Foundations* document and begins to define the optimal role for the corridor over the next 20 years. This idea is articulated as a vision: a concept that is primarily qualitative and bold enough to inspire the community's commitment and practical enough that it will steadily produce the desired results.

First, this plan sets forth a Vision Statement and Vision Principles. The Vision Statement describes a future condition of the corridor that integrates community aspirations with development approaches that respond directly to the background factors identified in the *Planning Foundations*. The Vision Principles describe five action-oriented concepts that will lead to fulfillment of the vision.

Second, this document applies the Vision Principles directly to the Bridge Street Corridor's geography and addresses specific questions related to development of the corridor:

- What types and magnitudes of new development are appropriate in which places?
- What areas, natural or developed, should be protected from change?
- What should development in the Bridge Street Corridor look like?

Urban design diagrams, concept sketches and precedent photos address these questions across seven unique "districts" in the corridor.

Third, this document begins to outline the next steps to advance the Bridge Street Corridor plan toward implementation. These steps include refining the vision based on community feedback and developing specific recommendations for design guidelines and public/private finance incentives.



A series of community meetings featuring guest speakers and small-group discussions brought local and national perspectives together to shape the community's vision for the Bridge Street Corridor.



Bridge Street Corridor Vision Statement

The Bridge Street Corridor Vision Statement and the five principles on the facing page distill the community's goals for the study area into a concise guide informed by technical analysis to the values that will shape the Bridge Street Corridor.

Principles supporting the Vision

The five vision principles articulate the action-oriented objectives that form a framework for decision-making, communicate the intent behind the plan's recommendations, and provide a context for addressing critical issues or future decisions that may not be anticipated at this time. Following their introduction on the facing page, subsequent pages describe each vision principle in greater detail. The diagrams associated with each vision principle illustrate the elements of the Urban Design Framework, which is described in detail on page 14.

Vision Statement



The Bridge Street Corridor is Dublin's centerpiece. Dublin's historical and cultural heart is strengthened and balanced by highly walkable districts and neighborhoods on both sides of the Scioto River. Exceptional green spaces preserve the outstanding natural features in the corridor and seamlessly connect each unique district along the corridor. Mixed-use districts bring together complementary arrangements of living, working, and

recreation in memorable settings created by distinctive, human-scaled architecture and streets that invite walking and gathering. Greatly expanded choices in housing, employment, activities, and transportation attract new generations of residents, businesses and visitors. The Bridge Street Corridor radiates a diversity and vitality that mark it as a special place not only within Dublin, but within the region, nation and world.

Vision Principles



Enhance economic vitality. Create vibrant and walkable mixed-use districts that build on the community's quality and character to make Dublin a highly competitive place to live, work, and invest.



Integrate the new center into community life. Connect the Bridge Street Corridor to the surrounding community through enhanced bike, pedestrian, auto, and transit connections, lively public spaces and a mix of retail and other uses that invite the larger community, and with civic, educational, and other uses to engage the full spectrum of community life.



Embrace Dublin's natural setting and celebrate a commitment to environmental sustainability. Celebrate the Scioto River, North/South Indian Run, and other natural features as symbols of Dublin's commitment to environmental preservation and sustainability.



Expand the range of choices available to Dublin and the region. Offer housing, jobs, shopping, recreation, transportation and other choices increasingly supported by changing demographics and lifestyles to complement and strengthen Dublin's existing community fabric.



Create places that embody Dublin's commitment to community. Design a 21st-century center for community inspired by Historic Dublin and marked by walkability, variety, and vitality.

1

Enhance economic vitality. Create vibrant and walkable mixed-use districts that build on the community's quality and character to make Dublin a highly competitive as a place to live, work, and invest.

Target market-based development strategies focused on growing industries.



Support economic development by creating places that provide mixes of uses, densities, and animated streets that are attractive to skilled, educated workers.



Reinforce economic development strategies through an enduring commitment to exemplary planning and design, which will help create places that make Dublin stand out, stay competitive, and draw new generations of residents and employees.

2

Integrate the new center into community life. Connect the Bridge Street Corridor to the surrounding community through enhanced bike, pedestrian, auto, and transit connections, lively public spaces, and a mix of retail and other uses that invite in the larger community, and with civic, education, and other uses to engage the full spectrum of community life.

Create physical connections with bike paths, walking paths, and transit.



Create social connections with inviting parks, squares, and other programmed public spaces.



Create cultural connections with expanded civic uses such as libraries and other community facilities.



3

Embrace Dublin's natural setting and celebrate a commitment to environmental sustainability. Celebrate the Scioto River, North/South Indian Run, and natural features as symbols of Dublin's commitment to environmental preservation and sustainability.

Preserve and celebrate the Scioto River and Indian Run as natural parks that serve as focal points for nearby properties and become destinations for all of Dublin and central Ohio.



Use these and other natural features to define the corridor's unique characteristics—such as orienting views from new development toward green spaces and introducing wooded walking paths to connect through neighborhoods.

Support district-based approaches to energy and water infrastructure that maximize the environmental benefits of new development.



4

Expand the range of choices available to Dublin and the region. Offer housing, jobs, shopping, recreation, transportation and other choices increasingly supported by changing demographics and lifestyles to complement and reinforce Dublin's existing community fabric.

Provide a variety of options for living, working, and recreation that appeal to a broad spectrum of ages and backgrounds, with development marked by walkability, higher density, and healthy lifestyles that build on Dublin's high quality of life.



Combine uses to support animated "social places" that are enlivened by a mix of entertainment and offer opportunities to interact.

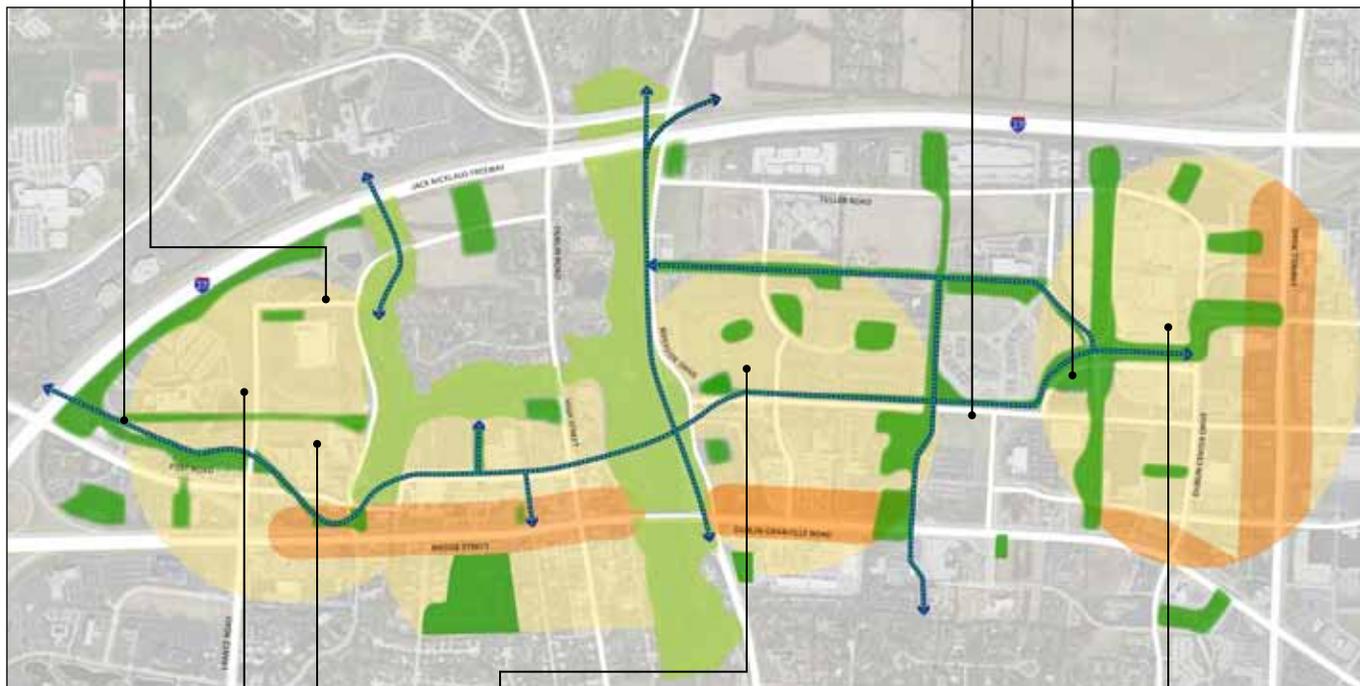


Create a critical mass of development that can support transit connections to Dublin, the Central Ohio Innovation Center, and other regional destinations.

APPLYING THE PRINCIPLE

Expand convenient transportation choices:

- Add **walking, transit, and biking** choices along streets and greenways.
- Develop a **complete street network** that provides alternative routes and creates new sites for high-value walkable development.



Expand choices for housing, jobs and shopping

- Introduce more **compact, walkable residential neighborhoods.**
- Add the **retail and dining options** that help attract businesses and residents.

5

Create places that embody Dublin's commitment to community. Design a 21st-century center for community inspired by Historic Dublin and marked by walkability, variety, and vitality.

Preserve Historic Dublin's architectural landmarks, traditional design qualities, local businesses, and residential character while encouraging complementary new buildings and activities.



Extend the historic area's urban design quality in terms of buildings framing tree-lined streets, a sense of variety, and design that honors human scale in its details and articulation.

Continue Dublin's tradition of planning and designing "developments" so that they emerge as complete neighborhoods organized around public streets, squares, and parks.



APPLYING THE PRINCIPLE

Use each type of address corridor to make a statement about Dublin's exceptional/high **quality of life**.

Distinguish the corridor and its smaller districts and neighborhoods with high-profile natural areas, greenways, and parks.



Use **high-quality urban design and architecture** to draw out the unique sense of place in each center of walkable development

Framework

Illustrative Vision Scenario

This conceptual plan should be interpreted as one possible development outcome that reflects market opportunity and the intent of the vision principles. Actual outcomes that differ from this illustrative concept are inevitable, but all development should make every effort to embody the vision principles.

It is important to recognize that actual development will occur incrementally, in different stages and in different places over a timeframe of 20 years or longer. The study area will not experience abrupt and complete change everywhere, as the illustration may imply. This incremental approach to implementation is highly beneficial in that it lets development respond to real market opportunities, builds in opportunities for the community to adjust to new development patterns, and allows later phases to respond in more complementary ways to the precedents established and lessons learned from earlier phases.

Most development activities will be led by the private sector – individual property owners and developers. The City may play a supportive role in these activities through

investments in related public infrastructure such as public parking, street improvements, and parks. These public investments would be intended to deliver compelling economic returns and other community benefits as a result of the private-sector investment they would enable. The City does not anticipate acquiring significant amounts of land for redevelopment. Many privately-owned parcels already are sufficiently large and well-located that they offer good opportunity for redevelopment with walkable mixed-use development formats. Any City acquisitions would primarily include land area needed for new or enhanced street rights-of-way and parkland, and many of these would come as private owners redevelop land and turn over the incorporated new street and park land area to the City.

The next section of this document examines the details of the illustrative vision using a district framework. The framework separates the Bridge Street Corridor into seven districts plus a Scioto River overlay area. The seven districts incorporate the four walkable focus areas and draw additional distinctions among portions of the study area using geography and other factors specific to each district. Each district description offers a more detailed and tangible application of the vision principles and a framework for potential development scenarios.

ILLUSTRATIVE VISION PLAN

	TOWNHOUSE		LIGHT RAIL
	MULTIFAMILY/LOFT		BIKE/MULTI-USE TRAIL
	LOFT/OFFICE		ROOF GARDEN
	OFFICE		STRUCTURED PARKING
	RETAIL		
	CIVIC		
	EXISTING		



District Framework

The Bridge Street Corridor Vision outlines seven unique districts across the study area. Looking at the study area as a series of districts is important for several reasons:

- Different areas have unique existing conditions, such as access, topography, development history, land ownership, adjacent land uses, and other factors that significantly affect potential development opportunities, challenges and character.
- Likewise, each district will reflect applications of the vision principles through their development potential. Some districts may fulfill certain principles more fully than others, but all of the districts will work together to fulfill the Vision.
- Most development opportunities in the study area are geared toward walkable, mixed-use settings that depend on relatively concentrated development activity in specific places.
- These concentrations of development require unique characteristics that deepen their appeal to different niche markets.
- Districts can help direct development phasing in ways that maximize the benefit of development at every stage. Development in the Bridge Street Corridor will unfold over many years in pace with market absorption. While property owners and developers will have significant discretion in the timing and location of development around the study area, new walkable mixed-use



development will benefit from being concentrated in certain areas to establish “critical masses” of place, activities, and infrastructure. Districts centered on walkable focus areas are the prime areas to begin establishing critical mass.

DISTRICT DESCRIPTIONS

- 1 Bridge Street Gateway District.** Centered on the intersection of Bridge Street with Frantz Road and Post Road, this district is an important gateway to Dublin and the Bridge Street Corridor, has strong potential for high-value development, and needs to support and benefit from investments in walkable mixed-use development in adjacent Historic Dublin and the OCLC campus area.
- 2 Indian Run District.** This district consists largely of the OCLC campus plus some adjacent parcels, and holds substantial potential for new walkable mixed-use development that takes advantage of excellent highway access and visibility, walking proximity to Historic Dublin, and adjacency to Indian Run Creek and greenways.
- 3 Historic Dublin District.** Today’s Historic Dublin is the heart of this walkable district, which has opportunity to grow and carefully intensify while preserving historic character and protecting existing neighborhoods. This can occur through strategic infill development, improved pedestrian access and parking, increased focus on the Scioto River and Indian Run Creek, and most significantly, long-term redevelopment of the Indian Run Elementary and/or Sells Middle School sites.
- 4 Riverside District.** The Scioto River and improved viewshed and park access set the theme for this district, particularly along its east bank, where

several large parcels of land could produce exciting opportunities for walkable mixed-use development.

- 5 Dublin-Granville Road District.** This corridor around State Route 161 presents great development potential through its access, visibility, consolidated land ownership, and opportunities to connect with adjacent walkable districts.
- 6 Tuller/Greenway District.** This district offers opportunities for important connections: a greenway connecting the Scioto River to Sawmill and Dublin-Granville Roads, an expanded street network that integrates existing housing developments into larger walkable neighborhoods, and improves access to Emerald Parkway taking traffic pressure off of Historic Dublin.
- 7 Sawmill District.** The large Dublin Village Center site and adjacent parcels hold great potential to become a destination mixed-use district with great visibility and access from I-270 and strong connections to adjacent neighborhoods and green spaces.
- 8 Scioto River overlay.** This overlay district celebrates the Scioto River as a unique natural asset and links areas of Dublin on either side to the river through enhanced view corridors, recreational connections, and neighborhoods with destination parks and restaurants.

The following pages contain more detailed descriptions of each district in the form of additional text, sketches, a vision framework diagram, and a table showing projected market-based opportunities for a development program.



Centered on the intersection of Bridge Street with Frantz Road and Post Road, this district functions as an important gateway to Dublin and the Bridge Street Corridor. It offers strong opportunity for high-value development and needs to support and benefit from investments in walkable mixed-use development in adjacent Historic Dublin and the OCLC campus area.

Bridge Street Gateway District

Overview

This western gateway to the Bridge Street Corridor—as well as a major regional gateway to Dublin as a whole from I-270 and U.S. 33—should send a strong, positive message about the community’s identity. It should signal to drivers a distinct shift from a highway setting to the walkable, mixed-use environment embodied in nearby Historic Dublin and throughout the Bridge Street Corridor. It should also make the statement that prosperity and high-quality people-oriented environments go hand-in-hand in Dublin. This district should also be a prime target for high-value development seeking a prominent address—such as office, lodging and retail uses—owing to the high visibility, excellent road access, established presence of major employers, and significant opportunities to improve walkability within the district and adjacent areas. Principal challenges include reconciling vital pedestrian and access improvements with high traffic volumes, and making the



transition (over place and time) from a highly auto-oriented development context to a pedestrian-oriented one.

The Bridge Street Gateway District has important relationships with Districts 2 (Indian Run) and 3 (Historic Dublin) as a critical gateway for each.



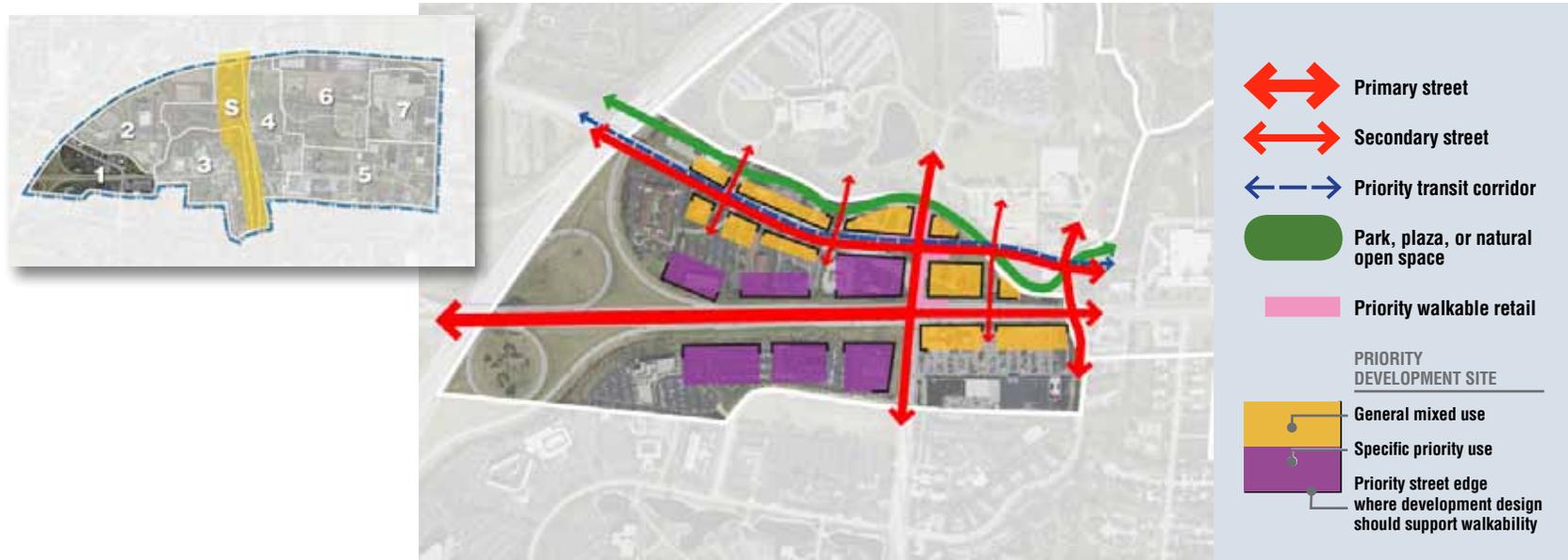
Vision framework



Program | Bridge Street Gateway District

	PROJECTED MARKET-BASED PROGRAM OPPORTUNITY (20 YEARS)		ADDITIONAL LONG-TERM DEVELOPMENT CAPACITY	
	low range	high range	low range	high range
Residential	0 to	0	0 to	0
Flexible residential OR small office	45,000 to	75,000	22,500 to	37,500
<i>Residential units @ 1,250sf*</i>		40		20
Office	165,000 to	275,000	82,500 to	137,500
Retail	22,500 to	37,500	11,250 to	18,750
Hotel	142,500 to	237,500	71,250 to	118,750
Civic	0 to	0	0 to	0
Total	375,000 to	625,000	187,500 to	312,500

*The high-range residential unit count assumes that 2/3 of the flexible residential/small office space is built as residential space





This district primarily consists of the OCLC campus plus some adjacent parcels. It holds substantial potential for new walkable mixed-use development that takes advantage of excellent highway access and visibility, walking proximity to Historic Dublin, and adjacency to Indian Run and greenways.

Indian Run District

Overview

This district represents one of Dublin's most important opportunities to accommodate significant new mixed-use development, owing to its highly consolidated ownership, large developable parcels, excellent visibility from I-270, potential for improved road access, and proximity to the amenities of Indian Run Falls Park and Historic Dublin.

The district consists of two distinct but related areas: The 100-acre OCLC campus to the west, and the 32-acre Cardinal Health parcel to the east, separated by the North Fork of Indian Run Creek. The owners of each site have expressed interest in high-value development on at least portions of their respective properties. Access improvements, however, will play a critical role in realizing the district's development potential. In particular, better auto and pedestrian access to and from the Bridge Street Gateway District and the Historic Dublin District via the Bridge Street/Frantz Road/U.S. 33/Post Road intersection and Shawan Falls Drive would ease existing congestion and limitations on traffic movement where Kilgour Place intersects Post Road. Direct pedestrian access and possibly new vehicular connections—but only if designed with extreme sensitivity—across Indian Run to Historic Dublin, independent of Bridge Street, would significantly enhance potential development value and character. The Cardinal Health parcel needs access from High Street/Dublin Road,

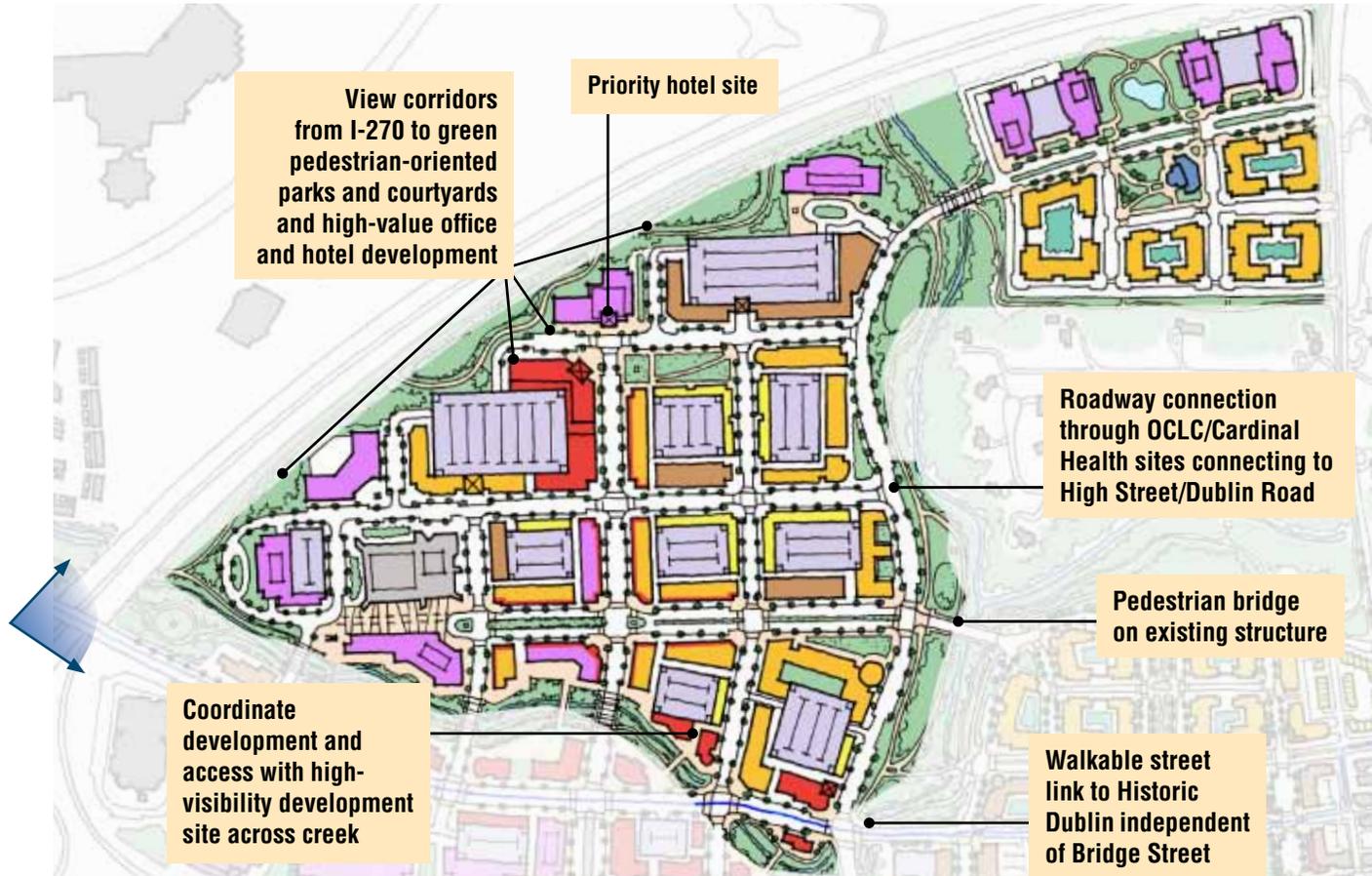


a necessity recognized in the Dublin Community Plan. Development potential in this district will be substantially improved by a more comprehensive road network that reinforces connections among the other districts and the City's larger road system, allowing a greater degree of traffic distribution.

The Indian Run District has important relationships with Districts 1 (Bridge Street Gateway) and 3 (Historic Dublin), which provide critical access routes and amenities. The sensitive edges it shares with those districts will require care, both to protect the environmental value of the Indian Run and to introduce two to four corridors of continuous pedestrian-oriented access and development character.



Vision framework



Program | Indian Run District

	PROJECTED MARKET-BASED PROGRAM OPPORTUNITY (20 YEARS)		ADDITIONAL LONG-TERM DEVELOPMENT CAPACITY	
	low range	high range	low range	high range
Residential	495,000	to 825,000	247,500	to 412,500
Flexible residential OR small office	159,000	to 265,000	79,500	to 132,500
<i>Residential units @ 1,250sf*</i>		780		390
Office	306,000	to 510,000	153,000	to 255,000
Retail	67,500	to 112,500	33,750	to 56,250
Hotel	135,000	to 225,000	67,500	to 112,500
Civic	0	to 0	0	to 0
Total	1,162,500	to 1,937,500	581,250	to 968,750

*The high-range residential unit count assumes that 2/3 of the flexible residential/small office space is built as residential space





Historic Dublin is at the heart of this active and walkable district, which can grow and be enhanced by protecting existing neighborhoods, infill development; improved walking and parking access; and increased emphasis on the Scioto River and Indian Run.

Historic Dublin District

Overview

Historic Dublin has become one of the prime inspirations for the Bridge Street Corridor Vision—due to its tradition as a walkable district of mixed retail, residential, office and cultural/civic uses and to the fact that it constitutes Dublin's center of community. The emergence of Historic Dublin as a destination for dining and locally-based retail has heightened the District's role as the center of community. This is also the district where future growth faces the most significant physical constraints.

The vision for Historic Dublin has several distinct dimensions. First, near-term pedestrian and parking improvements—which can be a key element of successful new development—would by themselves enhance existing conditions, bringing the district even greater vitality and success. Second, sensitive mixed-use redevelopment of the relatively few appropriate infill sites—with an emphasis on housing—could provide a valuable complement to existing uses. Third, the long-term potential to redevelop the school sites north of Bridge Street opens much broader horizons with the opportunity for mixed-use development that complements Historic Dublin's existing core. The natural areas and neighborhoods surrounding the district need to be treated sensitively in all cases; new development must



avoid creating negative impacts in these areas. Historic Dublin's supply of small parcels under private ownership presents inherent redevelopment challenges, but the area's existing density and richly interrelated uses amplify the benefits of even modest additions.

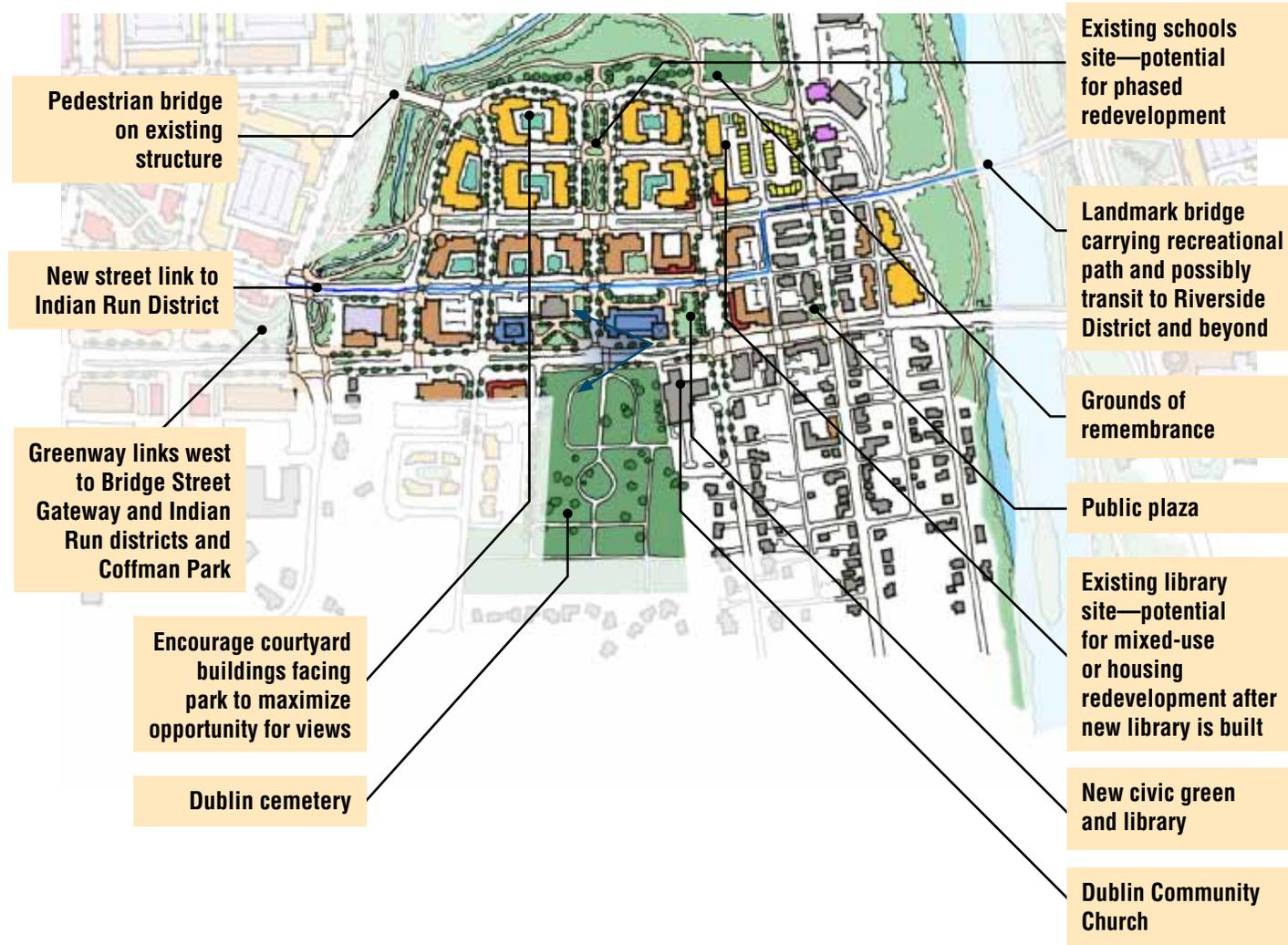
The Historic Dublin District has important relationships with Districts 1 (Bridge Street Gateway) and 4 (Riverside), its west and east gateways along Bridge Street; each holds opportunities for related pedestrian-oriented redevelopment. Potential for redevelopment into entirely new neighborhoods and districts in District 2 (Indian Run) depends on important connections to Historic Dublin.







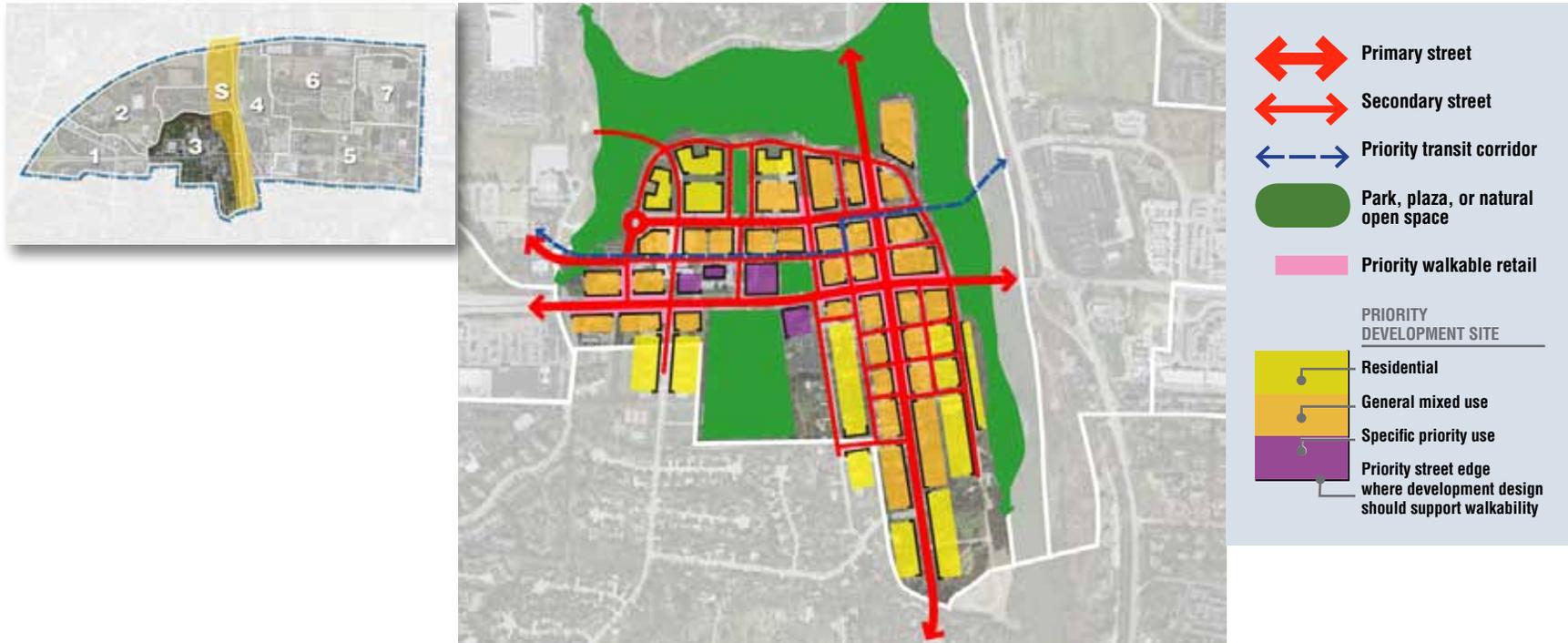
Vision framework



Program | Historic Dublin District

	PROJECTED MARKET-BASED PROGRAM OPPORTUNITY (20 YEARS)		ADDITIONAL LONG-TERM DEVELOPMENT CAPACITY	
	low range	high range	low range	high range
Residential	360,000	to 600,000	180,000	to 300,000
Flexible residential OR small office	63,000	to 105,000	31,500	to 52,500
<i>Residential units @ 1,250sf*</i>		560		280
Office	0	to 0	0	to 0
Retail	15,375	to 25,625	7,688	to 12,813
Hotel	0	to 0	0	to 0
Civic	0	to 0	0	to 0
Total	483,375	to 805,625	241,688	to 402,813

*The high-range residential unit count assumes that 2/3 of the flexible residential/small office space is built as residential space





The Scioto River and improved view and park access on its banks set the theme for this district. Several large parcels hold the opportunity for walkable mixed-use development.

Riverside District

Overview

The Riverside District stands poised to capture the untapped potential of making the Scioto River even more of a community amenity and centerpiece for high-quality mixed-use development. Introduction of a greenway and destination park along the east bank would substantially raise the river's profile as an asset in Dublin's park and greenway network, help bring residents from both sides of the river together around shared activities and places, and anchor a unique new neighborhood. Market opportunities favor an emphasis on housing development in the Riverside District, with a range of unit types and residents, including seniors. Complementary medical and office development toward Tuller Road, and office and neighborhood-retail development near Dublin-Granville Road, are also appropriate as part of a mixed-use neighborhood setting.

Historic Dublin will be a key nearby amenity, but unlocking its full potential will require improved access, with a new signature bridge for walking and biking, improvements for the existing bridge, and transit or shuttle service. Consolidated land ownership in the Riverside District boosts prospects for coordinated mixed-use redevelopment at the neighborhood scale. Successful transformation of the district will depend in part on making pedestrian-friendly transportation improvements that enable river access across Riverside Drive; improving

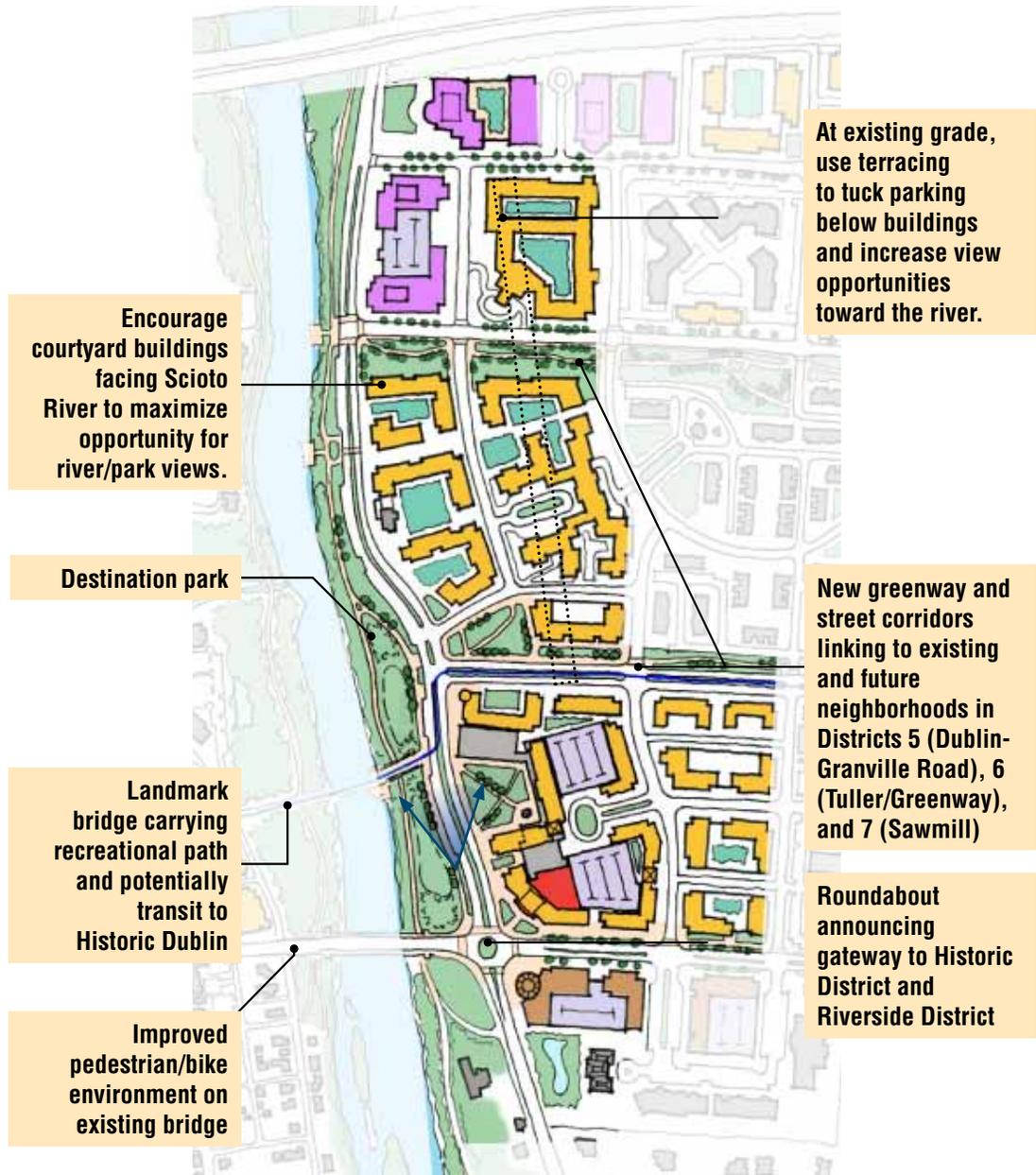


conditions for pedestrians, bikes and cars alike at the Riverside/Dublin-Granville Road intersection; and the creation of a network of improved street and greenway connections to the three districts to the east.

The Riverside District shares the Dublin-Granville Road corridor with District 5 (Dublin-Granville Road) to the east. A shift toward higher-value development along this corridor will be critical to enhancing the identity of both districts as the eastern gateway into the Bridge Street Corridor and the City of Dublin. New greenways and streets would tie the Riverside District to major opportunities for related mixed-use and neighborhood redevelopment in Districts 6 (Tuller/Greenway) and 7 (Sawmill). Improved ties to District 3 (Historic Dublin), creating access to Historic Dublin and the Scioto River itself, are vital to unlocking this district's potential.



Vision framework



Encourage courtyard buildings facing Scioto River to maximize opportunity for river/park views.

Destination park

Landmark bridge carrying recreational path and potentially transit to Historic Dublin

Improved pedestrian/bike environment on existing bridge

At existing grade, use terracing to tuck parking below buildings and increase view opportunities toward the river.

New greenway and street corridors linking to existing and future neighborhoods in Districts 5 (Dublin-Granville Road), 6 (Tuller/Greenway), and 7 (Sawmill)

Roundabout announcing gateway to Historic District and Riverside District

Program | Riverside District

	PROJECTED MARKET-BASED PROGRAM OPPORTUNITY (20 YEARS)		ADDITIONAL LONG-TERM DEVELOPMENT CAPACITY	
	low range	high range	low range	high range
Residential	525,000	to 875,000	262,500	to 437,500
Flexible residential OR small office	45,000	to 75,000	22,500	to 37,500
<i>Residential units @ 1,250sf*</i>		735		365
Office	216,000	to 360,000	108,000	to 180,000
Retail	21,750	to 36,250	10,875	to 18,125
Hotel	0	to 0	0	to 0
Civic	0	to 0	0	to 0
Total	936,750	to 1,561,250	468,375	to 780,625

*The high-range residential unit count assumes that 2/3 of the flexible residential/small office space is built as residential space



- Primary street
- Secondary street
- Priority transit corridor
- Park, plaza, or natural open space
- Priority walkable retail

PRIORITY DEVELOPMENT SITE

- Residential
- General mixed use
- Specific priority use
- Priority street edge where development design should support walkability





Dublin-Granville Road presents great development opportunities through its access, visibility, large parcels with redevelopment potential, and opportunities to connect with adjacent walkable districts.

Dublin-Granville Road

Overview

Reflecting a classic pattern of automobile-oriented development, this corridor along Dublin-Granville Road presents some of the greatest challenges and opportunities for high-density, walkable development in the study area. Despite the presence of a recreational path and planted median for some of its length, Dublin-Granville Road does not present an ideal pedestrian environment today. It lacks pedestrian-oriented destinations and presents uncomfortable pedestrian conditions alongside fast-moving traffic. At the same time, high traffic volumes make the corridor a natural place for development that benefits from visibility—particularly hotel and small- and mid-size offices. Office or retail development on several large parcels flanking the road may face market pressure for replacement by uses earning higher development returns over the mid- to long-term. This creates an opportunity over time for pedestrian-oriented office and hotel development—as well as complementary housing and retail—to foster walkable districts on both sides of Dublin-Granville Road while gaining value from excellent visibility and access. This redevelopment pattern would best succeed with a focus on creating critical mass at one or two intersections at a time, rather than spreading new development among numerous locations along the corridor. A continuous pedestrian-oriented environment along the corridor will arise gradually over time in pace with market demand and aggregation of smaller parcels.



The north edge of the district offers one of two major routes for a potential greenway, street, and transit connection linking the Riverside and Sawmill districts. The greenway/street/transit corridor would provide important access and amenity value that would stimulate development along the northern edge of the district. Creating a park and street that links this greenway to Dublin-Granville Road would expand opportunities for high-value commercial or residential development.

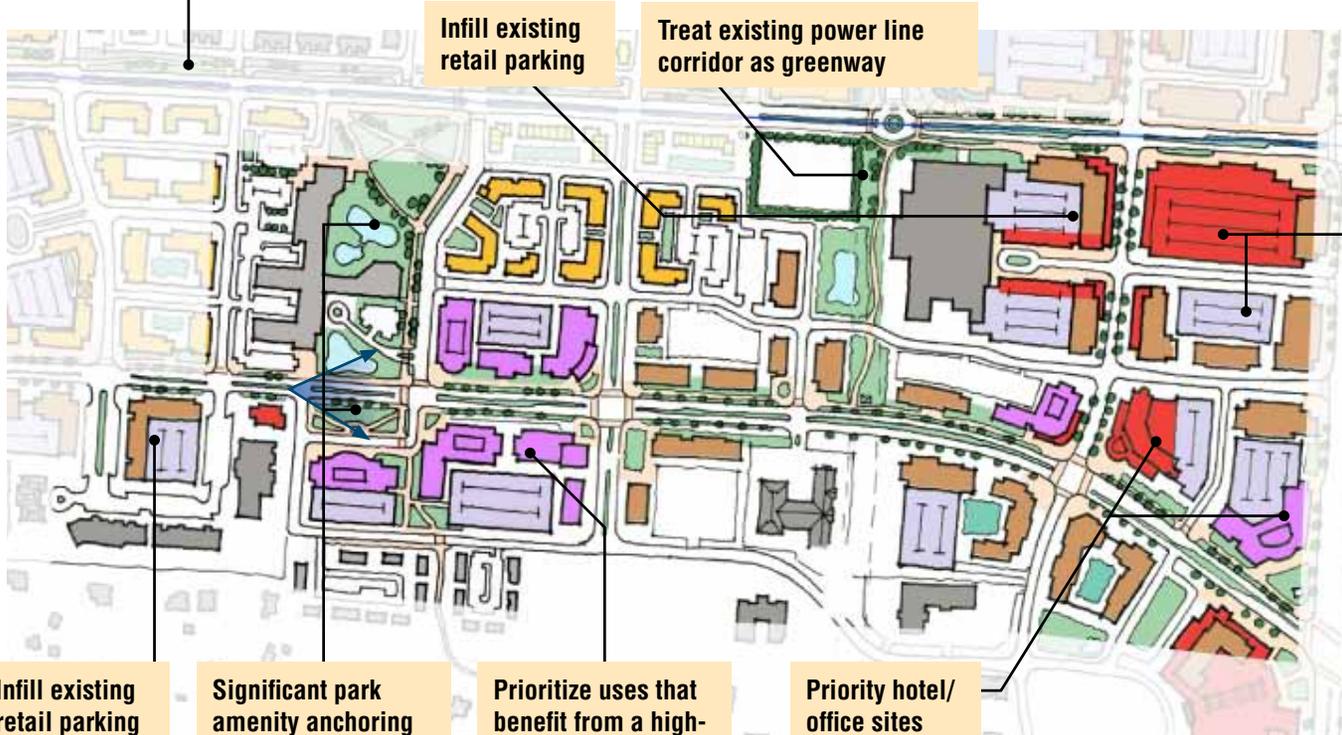
Centers of walkable development envisioned in Districts 4 (Riverside) and 7 (Sawmill) can play an important role in stimulating mixed-use development in this district. Potential redevelopment and infill development on the Wendy's parcel could foster complementary access, development, and open space relationships with District 6 (Tuller/Greenway).



Vision framework



Greenway link west to Scioto River/
Historic Dublin, east to Sawmill District



These are the most appropriate locations for any big-box retail in Districts 5 or 7 (Sawmill). Priority should go to mixed-use, pedestrian-friendly format.

Program | Dublin-Granville Road

	PROJECTED MARKET-BASED PROGRAM OPPORTUNITY (20 YEARS)		ADDITIONAL LONG-TERM DEVELOPMENT CAPACITY	
	low range	high range	low range	high range
Residential	318,750	to 531,250	159,375	to 265,625
Flexible residential OR small office	525,000	to 875,000	262,500	to 437,500
<i>Residential units @ 1,250sf*</i>		550		420
Office	392,250	to 653,750	196,125	to 326,875
Retail	105,000	to 175,000	52,500	to 87,500
Hotel	90,000	to 150,000	45,000	to 75,000
Civic	0	to 0	0	to 0
Total	1,431,000	to 2,385,000	715,500	to 1,192,500

*The high-range residential unit count assumes that 2/3 of the flexible residential/small office space is built as residential space





The Tuller/Greenway District offers opportunities for important connections: a greenway connecting the Scioto River to Sawmill and Dublin-Granville Roads; an expanded street network that integrates existing housing developments into larger walkable neighborhoods; and improved access to Emerald Parkway, easing traffic pressure in Historic Dublin.

Tuller/Greenway District

Overview

The Tuller/Greenway District plays three important supporting roles for mixed-use development in the study area east of the Scioto River. First, it contains existing residential developments that can contribute a valuable “critical mass” to support new residential development nearby. These developments are poised to benefit from the added amenities and access improvements that adjacent development will bring as it contributes to the creation of a true neighborhood. Second, the Tuller/Greenway District offers two potential opportunities for important east-west greenway, street and transit links between the Riverside and Sawmill districts. The east-west connections also improve regional access to Emerald Parkway as an alternative to Bridge Street and Dublin-Granville Road. Third, this district can deliver substantial additional development capacity, with opportunities to take advantage of visibility from I-270 as well as connections to emerging neighborhoods and districts to create higher-value development than exists in the district today. Land ownership and access patterns in the Tuller/Greenway District offer significant flexibility for providing an optimal response to these opportunities. While this is the study



area’s one district not directly accessible from a major arterial—and thus not likely to be a core location for mixed-use development—it will play a very important role as a complement to surrounding districts through the direct street linkages, green space amenities and additional development opportunities it offers.

The Tuller/Greenway District will be highly interdependent with Districts 4 (Riverside), 5 (Dublin-Granville Road) and 7 (Sawmill) in land use and access patterns.



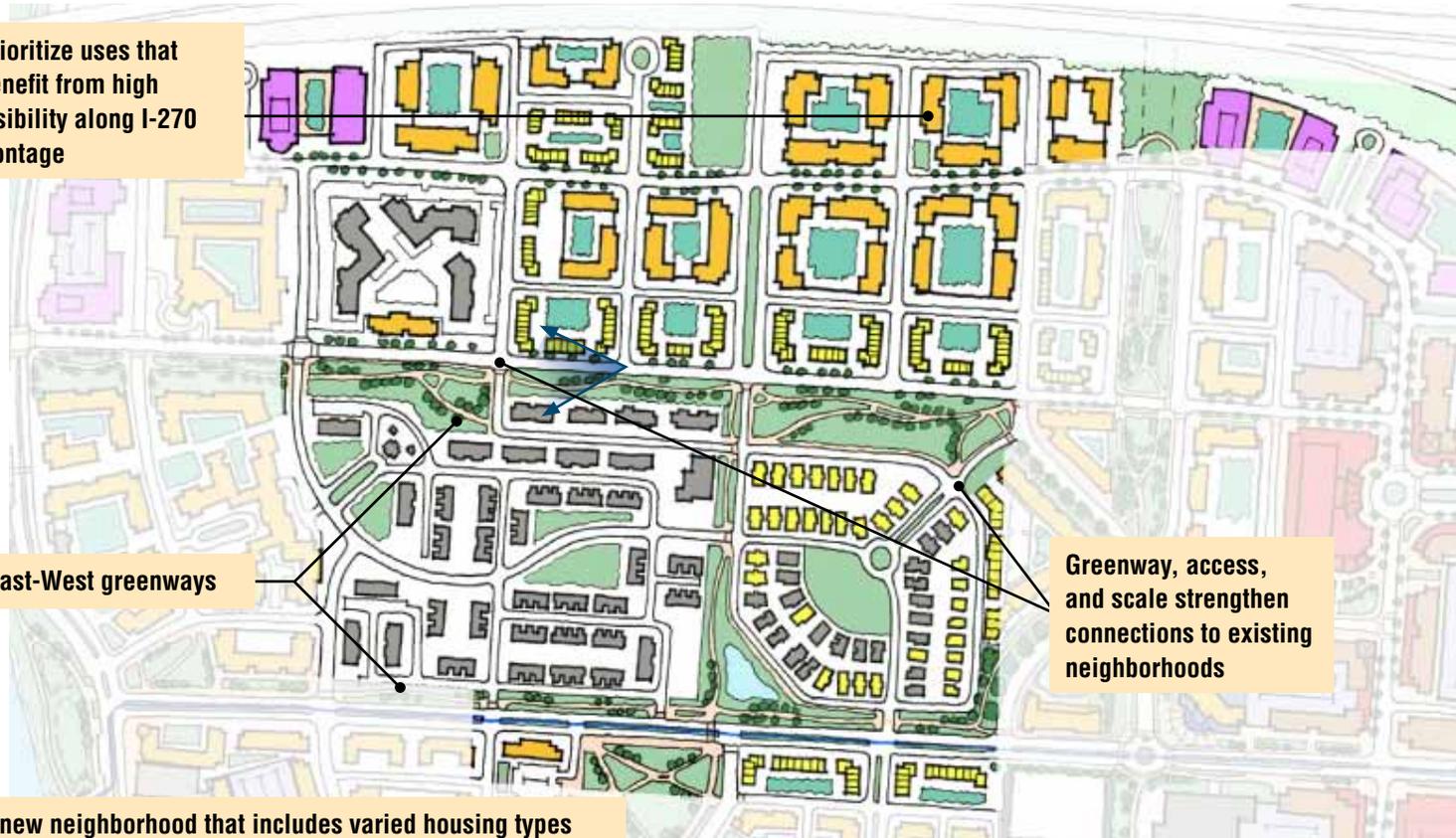
Vision framework

Prioritize uses that benefit from high visibility along I-270 frontage

East-West greenways

Greenway, access, and scale strengthen connections to existing neighborhoods

A new neighborhood that includes varied housing types and connects to adjacent neighborhoods



Program | Tuller/Greenway District

	PROJECTED MARKET-BASED PROGRAM OPPORTUNITY (20 YEARS)		ADDITIONAL LONG-TERM DEVELOPMENT CAPACITY	
	low range	high range	low range	high range
Residential	690,000	to 1,150,000	345,000	to 575,000
Flexible residential OR small office	0	to 0	0	to 0
<i>Residential units @ 1,250sf*</i>		550		460
Office	0	to 0	0	to 0
Retail	0	to 0	0	to 0
Hotel	0	to 0	0	to 0
Civic	0	to 0	0	to 0
Total	375,000	to 625,000	187,500	to 312,500

*The high-range residential unit count assumes that 2/3 of the flexible residential/small office space is built as residential





The large Dublin Village Center site and adjacent parcels hold great potential for a walkable destination district with a strong mix of uses, good visibility and access to I-270, and strong connections to adjacent neighborhoods and green spaces.

Sawmill District

Overview

The Sawmill District is a prime location to establish a major walkable mixed-use district, owing to its proximity to the I-270 interchange at Sawmill Road and the consolidated ownership of more than 50 acres of land on the current Dublin Village Center site. This district concept depends on the incorporation of enough complementary activities into a dense, pedestrian-oriented network of mixed-use buildings and blocks to form a critical mass that is active weekdays, evenings and weekends alike. The land-use mix should include regional-destination retail, dining, entertainment, offices, and housing. Small-floorplate multitenant office buildings are a prime market opportunity and fit well into blocks that include ground-floor retail and multifamily housing. High density is essential to providing enough people and activities in walking distance to keep the district vibrant and full of choices 18 hours a day, seven days a week. High density also plays a key role in creating sufficient development value to fund structured parking, another essential ingredient to a compact and walkable district. Density and walkability are the foundations of the market opportunity in this district; without them, the market will only support the lower-value, auto-oriented development pattern that exists—and has struggled to remain economically viable—today.

New development in the district also depends on establishing direct access and visibility from Sawmill Road through additional property aggregation and road



improvements. Potential greenway and street linkages west to the Riverside District, Historic Dublin, and beyond would open access to critical amenities that support additional development and improve regional traffic circulation. A potential high-capacity transit corridor—linking east and south to Columbus and west to Historic Dublin, Perimeter Road and the Central Ohio Innovation Center—could substantially increase development opportunity and value in the district and throughout the Bridge Street Corridor and beyond.

The Sawmill District is poised to become the prime driver of development growth in Dublin east of the Scioto River, potentially creating a ripple effect influencing the access, greenway and development framework of the Tuller/ Greenway, Dublin-Granville Road, and Riverside districts.



Vision framework



Program | Sawmill District

	PROJECTED MARKET-BASED PROGRAM OPPORTUNITY (20 YEARS)		ADDITIONAL LONG-TERM DEVELOPMENT CAPACITY	
	low range	high range	low range	high range
Residential	420,000	to 700,000	210,000	to 350,000
Flexible residential OR small office	420,000	to 700,000	210,000	to 350,000
<i>Residential units @ 1,250sf*</i>		890		440
Office	315,000	to 525,000	157,500	to 262,500
Retail	262,500	to 437,500	131,250	to 218,750
Hotel	0	to 0	0	to 0
Civic	37,500	to 62,500	18,750	to 31,250
Total	1,455,000	to 2,425,000	727,500	to 1,212,500

*The high-range residential unit count assumes that 2/3 of the flexible residential/small office space is built as residential space





This overlay district celebrates the Scioto River as a unique natural asset and links areas of Dublin on either bank to the river itself and to each other through enhanced view corridors, recreational connections, and neighborhoods with destination parks and developments.

Scioto River Overlay

Overview

This overlay district focuses on celebrating and drawing benefit from the Scioto River in adjoining portions of the Indian Run, Historic Dublin and Riverside districts. A mixture of private- and publicly-owned land parcels is present along both banks of the river. The recommendations of this overlay typically would not be applied directly to smaller private parcels. Rather, they should be focused on larger private parcels where significant redevelopment is proposed, and to public parcels that have potential for park and recreation improvements. The overlay addresses natural resource protection, visual access, physical access, and land use.

Actions in the overlay should first aim to preserve the sustained quality of the Scioto River corridor as a natural asset. Special attention should be paid to avoiding any negative impacts on the sensitive ecology and topography of the river and its tributaries.

Public visual and recreational access to the river corridor should be improved where possible. Principal opportunities include creating a recreational path along the east bank parallel to Riverside Drive, creating a destination public park on the east bank, creating one or more public river vistas from Historic Dublin, and improving walking and recreational access across the river itself through enhancement of existing bridges and, possibly, a new bridge devoted to recreational access and potential future transit. A new bridge would introduce a signature design element and open a



convenient pedestrian connection between Historic Dublin and new mixed-use development in the Riverside District. Access improvements would also include more extensive walkable street networks on either side of the river and the integration of new recreational paths into the city's larger recreational path and bike lane networks. As part of this integration, the suggested reconstruction of Riverside Drive as a parkway should include safe, convenient pedestrian crossings and measures to limit traffic speed, such as a planted median, limited lane width, more frequent signaled crosswalks, and on-street parallel parking.

New development on either side of the Scioto should include a mix of land uses that benefit from the river's presence and contribute to the quality of public space. For instance, restaurants with views to the river and outdoor seating are encouraged. Multifamily housing and office spaces are also strongly encouraged according to market

opportunity. Building and site design should maximize opportunities to capitalize on river views as value assets. Recommendations for accomplishing this objective with multifamily housing, for example, include creating river-facing courtyards and terracing building heights so that as many dwelling units as possible enjoy river views. The success of public open spaces around the river should be judged more on their quality than quantity, since a balance that includes high-value mixed-use development can help provide the funding and presence of people that can draw greatest public benefit from the river corridor.



Implementation

Interim products

Over the course of the planning process, the planning team documented community input and findings of market and urban design analysis into the companion Planning Foundations document. The team also provided input on urgent and ongoing initiatives. An initial list of “90-day priorities” focused particularly on immediate parking, walking, and wayfinding challenges in Historic Dublin. Periodic meetings with key stakeholders, particularly property owners and developers exploring redevelopment concepts, provided valuable insights for all parties on how private investment and the Vision can reinforce each other.

Next steps

If there is consensus that the vision principles in this document are appropriate, these next steps can begin to translate them into a framework for action:

- Continued dialogue with stakeholders who are actively pursuing development concepts
- Further transportation analysis to address recommended street infrastructure improvements that deal with traffic concerns as well as improved transit, walking and biking choices
- Research into development precedents that provide good models of what is desired and feasible in the Bridge Street Corridor
- Refinement of the Illustrative Vision Scenario according to input from the public and developer stakeholders
- More detailed outlines of intended development character and program opportunity in the study area districts, as well as the regulatory framework, design

guidelines, review procedures and related policies recommended to foster them. While the complexity of mixed-use development demands that developers and architects be offered considerable flexibility in configuring building volumes and parking to produce the best results, certain core standards of design quality must be maintained. The most important of these is design that promotes walkability, as through the provision of active ground-floor uses, composing architecture to honor human scale, and locating off-street parking away from sidewalks. Design review procedures should focus on the proposal's quality of adherence to the vision principles rather than adherence to fixed ideas of physical composition.

- Analysis of development phasing scenarios and recommendations on where to focus near-term development and where to retain longer-term flexibility
- Recommendations on public/private incentive policy for encouraging development
- Creation of specific near-, mid- and long-term action steps to make progress toward the vision
- Assembly of a final plan that is concise, well-illustrated, and handy to use for a variety of audiences.

Conclusion

This vision framework defines intended qualities of place throughout the districts of the Bridge Street Study Area that illustrate the intent of the vision principles. Actual investments in new public infrastructure and private development should take the vision framework as a guide, while actual development may evolve somewhat differently in response to reviews of site-specific physical, economic and social contexts. Ultimately, all new development should

meet or exceed the overall intent of the vision principles. The vision concepts represent a future that is not only achievable in practical terms of development economics, but will return great benefits to Dublin's quality of life and economic development.

Appendix

> Urban Design Framework

Urban Design Framework

The urban design framework diagram below translates the vision principles into a general guide to development policy in the corridor. The framework addresses where natural green space and natural features should be emphasized as focal points; where mixed-use development offers the greatest feasibility and benefit; and where development and open space should engage one another. The framework begins to suggest the

character of development appropriate to different areas with distinct characteristics of visibility, access, and adjacency to existing neighborhoods. The framework includes descriptions of walkable focus areas, address corridors, the green network, and transitions to adjacent development. An Illustrative Vision Scenario later in this section provides one interpretation of how this framework can translate into development patterns, but in any application the basic framework concepts should prevail.

Legend—Urban Design Framework

WALKABLE FOCUS AREAS
(approximately 10-minute walking radius)

- Three types of character emphasis:
 - Experiencing nature
 - Engaging mixed-use activity
 - Integrating Bridge Street/Dublin-Granville Road into a walkable mixed-use environment

ADDRESS CORRIDORS

- Highway visibility
- Regional visibility
- Local visibility

GREEN NETWORK

- Natural areas (existing locations)
- Connective greenways (recommended locations)
- Parks/plazas (recommended locations)

TRANSITIONS TO EXISTING CONTEXT



WALKABLE FOCUS AREAS

Achieving the highest value premium possible with pedestrian-oriented mixed-use development depends on creating places that are truly walkable. Walkable places are compact and provide seamless pedestrian connections and complementary land uses so that most daily trips can be made on foot or bike, rather than requiring a car. The effective size of these areas should not exceed a walking radius of about 10 minutes, or a quarter of a mile, which translates into a concentrated area of about 100 to 150 acres.

Four Districts

Four areas within the study area are the most appropriate targets for walkable development and infrastructure, based on their current road access, visibility and unique amenities (including natural areas and Historic Dublin's existing development). Running from west to east:

- **The Indian Run/Bridge Street/Frantz Road area.** Excellent visibility and access coupled with property-owner interest in high-value redevelopment on a significant amount of land make this a prime opportunity for walkable mixed-use development strengthened by connections to Historic Dublin and the outstanding natural areas around the Indian Run.
- **Historic Dublin.** The emergence of Historic Dublin as a walkable center has been a key driver and inspiration behind the Vision for the Bridge Street Corridor. Strategic infill development and pedestrian and parking improvements can bring a new level of success to the existing center, while the longer-term possibility of redevelopment on the adjacent school sites opens the

door to substantial new development that complements and reinforces Historic Dublin's qualities.

- **The Riverside area.** Untapped potential to experience the Scioto River—through views, a riverbank park and recreational path, and improved pedestrian/recreational connections across the river—contribute to this area's potential for river-oriented development and public spaces. Proximity to Historic Dublin, good local road access (via Bridge Street, West Dublin-Granville Road, Riverside Drive and Emerald Parkway), relatively large land parcels, and property-owner interest in higher value development combine to make this another prime opportunity for a new walkable focus area.
- **The Sawmill area.** Like the Indian Run/Bridge Street/Frantz Road area, this area has high potential as a future district of walkable development, owing to excellent regional access via I-270, visibility from Sawmill Road, and owner interest in redeveloping large areas. While its greatest potential lies closest to the I-270 interchange, it could also extend down to and across West Dublin-Granville Road.

Character Emphasis Types

Within each focus area, three types of character emphasis are identified.

- **“Experiencing nature”** emphasizes the value of visual access and sensitive physical access to outstanding natural features, and relates directly to vision principle 3 in its focus on these special natural assets. This characteristic also builds on vision principles 2, 4 and 5, since natural areas can play critical roles

in providing community gathering spaces, choices for recreation and pedestrian/bicycle transportation, and establishing special places with unique identities.

- **“Engaging mixed-use activity”** covers areas that hold the greatest opportunity for continuous walkable development environments. This character emphasis directly relates to vision principles 1, 2, 4 and 5—walkable mixed-use development supports economic vitality, creates a sense of community around shared destinations, expands choices for transportation, housing and business, and reinforces sense of place.
- **“Integrating Bridge Street”** addresses the unique challenges and opportunities of fostering walkability along major street corridors. Because these highly visible and highly trafficked corridors are critically important to attracting commercial market opportunities, this character emphasis responds to vision principle 1 in particular. It also responds to vision principle 5, emphasizing the need for and the challenge of transforming auto-oriented road corridors into walkable streets designed for pedestrians and bicyclists as well as cars.

While the walkable focus areas have been identified here as priority areas based on specific present-day characteristics, new development is also appropriate outside of the identified walkable focus areas, and under the right circumstances, may contribute to the creation of new focus areas. A relative lack of convenient vehicular access or existing amenities compared with the walkable focus areas may, however, make such development

less likely to contribute to or benefit from a walkable concentration of mixed-use development in the near term. Once a walkable center is established, adjacent areas will emerge as important opportunities for contiguous walkable development that may become more relaxed residential neighborhoods or office environments within walking distance of exciting activity centers.

ADDRESS CORRIDORS

Visibility is critical for high-value commercial development. High-visibility gateways also make a statement, intentional or not, about the character of the community as a whole. Distinct approaches to development at the scales of highway, regional and local visibility will maximize opportunities to create new private and community value in each address corridor. Like the “Integrating Bridge Street” character emphasis areas within each walkable focus area, address corridors respond directly to vision principles 1 and 5.

GREEN NETWORK

Treasured natural settings and an impressive greenway network are already Dublin signatures. This green network should extend throughout the study area to foster development and community value at a local scale within the Bridge Street Corridor. The size and function of spaces should reflect a deliberate hierarchy within the green network, with some parks and greenways serving all of Dublin, some serving a particular neighborhood, and others serving a smaller district or block. Natural areas have a unique and fragile character that must be protected even as they receive greater visibility and access. Connective greenways support a citywide network of recreational

pathways linking districts and neighborhoods. Parks and plazas at different scales serve as citywide destinations and local amenities for surrounding development. Like the “Experiencing Nature” character emphasis areas where the green network overlaps walkable focus areas, the entire green network responds directly to vision principle 3 and indirectly to the other vision principles by promoting community, choices, and unique qualities of place.

TRANSITIONS

Existing residential neighborhoods should receive the benefits of convenient access to amenities in nearby mixed-use districts. Transition areas should facilitate these connections by providing sensitively designed pedestrian and bicycle paths and development whose scale respects existing development. Transitional areas correspond to vision principles 2, 4 and 5—respectful connections promote a stronger sense of community, expand choices for adjacent neighborhoods, and accommodate a shift in character between existing and newer development areas.

Applying the Urban Design Framework and Market Opportunities: an Illustrative Vision Scenario

The urban design framework recommends concentrations of development in specific parts of the overall Bridge Street

Corridor based on specific characteristics described in the previous section. The framework also suggests site layouts that will maximize the unique character of an area or district. Last and most important, the framework applies the findings of the market analysis conducted as part of this study to projections of magnitude, placement, and mix of new development to yield realistic, market-based development concepts for the corridor.

The illustrative Bridge Street Corridor vision scenario was created by using the market-based development capacity findings (summarized in the table below) as its basis. In recognition of the fact that the Bridge Street Corridor Study

Overall projected market-based development capacity in Bridge Street Corridor study area, 2010–2030

based on potentially available redevelopment sites and compact, walkable development patterns

Land use type	20-year development opportunity based on projected market-based demand (sf)		Additional development capacity (sf)	
	Low range	High range	Low range	High range
Residential	2,810,000	4,680,000	1,400,000	2,340,000
Flexible residential OR small office	1,430,000	2,380,000	714,000	1,190,000
> Residential units @ 1,250sf*	2,250	5,000	1,125	2,500
Office (small or large floorplate)	1,350,000	2,250,000	676,000	1,130,000
Retail	495,000	824,000	247,000	412,000
Hotel	368,000	613,000	184,000	306,000
Civic	82,500	138,000	41,300	68,800
TOTAL	6,535,500	10,885,000	3,262,300	5,446,800

*** The high-range residential unit count assumes that 2/3 of the flexible residential/small office space is built as residential space instead*

will result in a vision that may require 20 years or longer to fulfill, the 10-year commercial and residential market demand analyses were extended to 20-year projections. Additional longer-term development capacity is shown, since development is likely to unfold over several decades. Long-term market-based development capacity, which is distinct from the 10-year market demand, is explained in more detail below and in the *Planning Foundations* document.

LONG-TERM MARKET-BASED DEVELOPMENT CAPACITY

The table below reflects the potential development capacity that can be anticipated in the Bridge Street Corridor based on current market demand. The land use category “flexible residential or small office” has inherent flexibility to accommodate residential and/or small office uses, depending on present market opportunities at a given location. Development opportunity is expressed as a range that varies up to 25% above or below a predicted average. The columns headed “20-year development opportunity based on projected market-based demand” are consistent with market demand magnitudes projected to a 20-year timeframe from the base 10-year market analysis performed. Assumptions for these projections are explained in the Market Analysis section of the *Planning Foundations* document.

The columns headed “Additional development capacity” represent the potential amount of additional development that could physically fit in the study area but cannot be supported based on current or projected market demand over the next 20 years. It represents a desirable reserve potential for additional development growth over a longer

time horizon, or to accommodate higher-than-predicted demand within the 20-year vision. It also reflects some flexibility over the location of new development in the study area over the long term. While the vision plan deliberately focuses growth around specific areas, it also recognizes the practical benefit of accommodating development opportunity in a variety of locations provided that the additional development supports the vision principles and is concentrated enough to support future transit service. To the extent that better transit services are available in the Bridge Street Corridor and that development is made as compact and walkable as possible, opportunity for development value and magnitude will increase.

DIFFERENTIATING RETAIL ROLES

Placement of retail development in the Bridge Street Corridor deserves special attention, since retail can take on distinct roles depending on location and the market it is intended to serve. Retail can serve as an amenity responding to local demand generated by residents and employees in walkable, mixed-use areas, or as a destination serving the larger region. This differentiation is especially important for the Indian Run/Bridge Street/Frantz Road and Sawmill walkable focus areas because both districts have the capacity to accommodate a large regional destination retail and mixed-use center identified as a market opportunity for the study area. Both focus areas stand out as having greater retail development potential than the other two walkable, mixed-use focus areas due to their superior regional access. Because it is unlikely that retail demand will support similar major destination retail centers in both areas, it is worth distinguishing the role retail could best play in each specific area.

To foster walkable development in all four walkable focus areas, retail should function as an amenity to office, housing and/or hospitality development in the Indian Run/Bridge Street/Frantz Road area. In the Sawmill Road area, however, retail can best be optimized as an anchor for office, housing, and/or hospitality. Two factors in particular support this recommendation. First, the presence of the South Fork Indian Run Creek makes it more difficult to fit a large, mixed-use destination retail development at or near Bridge Street/Frantz Road than at Sawmill Road. Second, the Indian Run/Bridge Street/Frantz Road area currently offers an established corporate office presence as well as a nearby amenity in the form of signature open spaces and Historic Dublin's retail and restaurants, all of which are potentially attractive to office, hotel and hospitality development. The Sawmill Road area lacks the same present volume of users for which it would serve as an amenity, making destination retail a higher priority in that location to attract other high-value uses. In other words, the Sawmill Road area would more likely rely on destination retail to catalyze further development, whereas Indian Run/Bridge Street/Frantz Road is more likely to attract development as a result of existing conditions.

