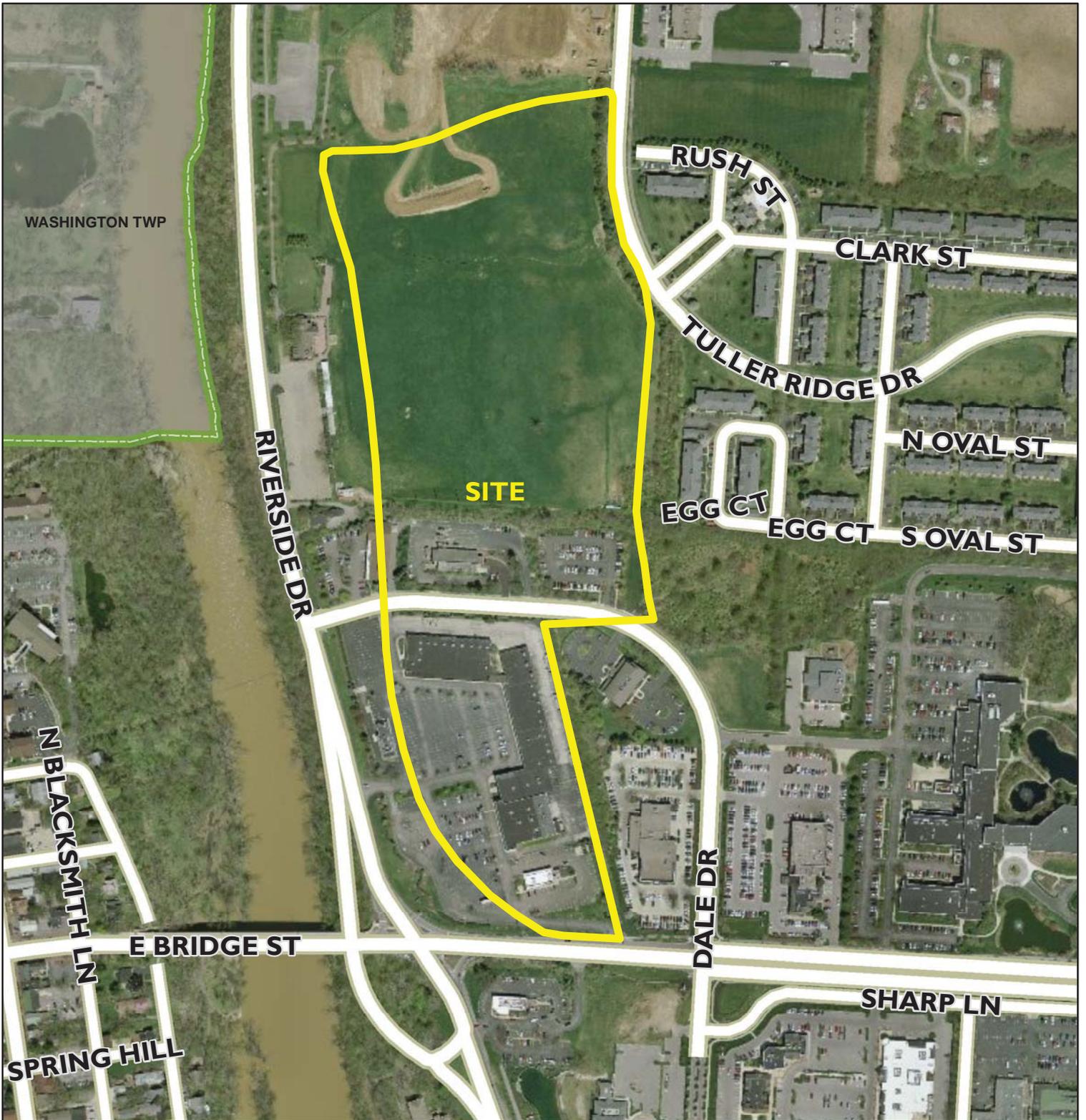


13-111NF
 Informal Review
 Bridge Park Mixed-Use Development
 Riverside Drive



Proposed Development Site



N



0 250 500 1,000 Feet



To: Members of Dublin City Council
From: Marsha I. Grigsby, City Manager
Date: November 4, 2013
Initiated By: Sue Burness, Community Relations Public Affairs Officer
Re: Bridge Street River Corridor Forum—Public Engagement Assessment

Background

In September Dublin City Council requested staff to host a public information meeting to share the current plans for the Bridge Street District Scioto River corridor, and to provide an open forum for the public to have an early opportunity to provide feedback on the proposed public and private plans and emerging development concepts for this area.

The October 22 Fall Civic Association Meeting date was chosen as the venue to host the Forum and to encourage Dublin's civic association leadership to extend invitations to the Bridge Street meeting to their neighborhoods. In addition PR and social media efforts publicized the forum and Eventbrite invitations were sent to a broad list of stakeholders including Dublin influencers, Dublin and Marysville corporate businesses, young professionals, Dublin Chamber of Commerce members, boards and commissions, elected officials, developers, architects, Dublin City Schools, Historic Dublin businesses and more.

The following is a preliminary summary of the community engagement efforts for the Bridge Street District Scioto River Corridor Community Forum, including digital snapshots of online engagement from PR and social media efforts and survey results conducted by Saperstein & Associates during the presentation portion of the Forum. The City hired Saperstein & Associates to conduct third party, unbiased feedback from the attendees using the Turning Point technology "clickers" to engage the audience in immediate feedback before and after the presentations. *Saperstein's summary report is included with this memo as Exhibit A.* (The attendees do not represent a sample of all Dublin or project stakeholders, but rather survey results reflect the opinions of those who attended this event.)

Forum Format and Presentations

- The Forum held at the OCLC Conference Center included five hosted "stations" displaying renderings of the public and private improvements, including private developer plans for mixed-use development. These were presented in an open-house style format allowing attendees time for one-on-one discussion with staff, consultants, and developers for the hour before and after the 6 p.m. presentation.
- More than 250 people attended the standing-room-only presentation; an additional 68 watched via live web stream, and 716 have watched the presentation on the City's website since October 22. The presentation included an overview of the Bridge Street vision from Terry Foegler, brief plan overviews for the public improvements and riverside parks from Darren Meyer of MKSK, proposed plans for the "Bridge Park" mixed use development on the east side of Riverside Drive from Nelson Yoder of Crawford Hoying and David Manfredi of Elkus

Manfredi, and plans for the North Riverview project on the west side of the Scioto River presented by Gerry Bird.

- A number of mechanisms were used to engage the public, as encouraged by City Council. In addition to the Saperstein survey tool, comment cards were distributed to attendees and a follow up email went out to all attendees with links to the presentations and graphics, and an online survey invited attendees to provide additional comments.
- Comments and questions received from the cards and online survey have been reviewed by staff and sorted into major topics for which a FAQs (frequently asked questions) response. There were individual responses to more specific or "one-off" questions not easily addressed by the FAQs. *See attached Exhibit C summarizing the FAQ questions and responses that will be posted to the City website and distributed through eNews.* Staff will continue to address all of the submitted questions and comments and post this information on the website.
- PR efforts and high levels of public interest resulted in extensive media coverage before, during and after the event, including all three TV stations, Columbus Business First, Columbus Dispatch, Columbus Underground, local radio stations and the Dublin Villager. Business First reported 12,200 website hits on the story from 6 p.m. Tuesday, October 22 to 6 a.m. Wednesday, October 23. It was one of the most read stories in the entire Business Journal national franchise and was the most popular story on their site all week. And half of the traffic to the Columbus Business First website on Wednesday, October 23 was directed to the Bridge Street stories, with more than 26,000 views. Exhibit B highlights web stats from the PR and social media outreach.
- In summary – Saperstein survey results, social media responses, comment cards, online comments and PR efforts indicated positive support and enthusiasm for the emerging Bridge Street Scioto River Corridor public and private development plans. However, as noted in the FAQ summary, there are specific questions regarding traffic and other issues that will need to be addressed. Staff will continue to monitor comments, questions and provide opportunities for public engagement, while ensuring that the questions and concerns are appropriately addressed.

Presentations can be found at: <http://dublinohiousa.gov/bridge-street/transforming-the-scioto-river-corridor/>

Going Forward

As previously shared with Council, the next "informal" review of these plans will occur by the Planning and Zoning Commission, currently scheduled for November 14. After this session, staff will provide a more comprehensive summary of the public input, PZ&C comments, and staff recommendations for advancing these planning efforts and projects. This overall input, combined with a review of potential public-private partnership structures and Development Agreement terms, should assist with Council's assessment of the readiness of the proposed private projects to move toward the formal development review processes, as well as for the public projects to move to final design.

Memo re.
[Date}
Page 3 of 3

Recommendation

For information only.

Exhibit A

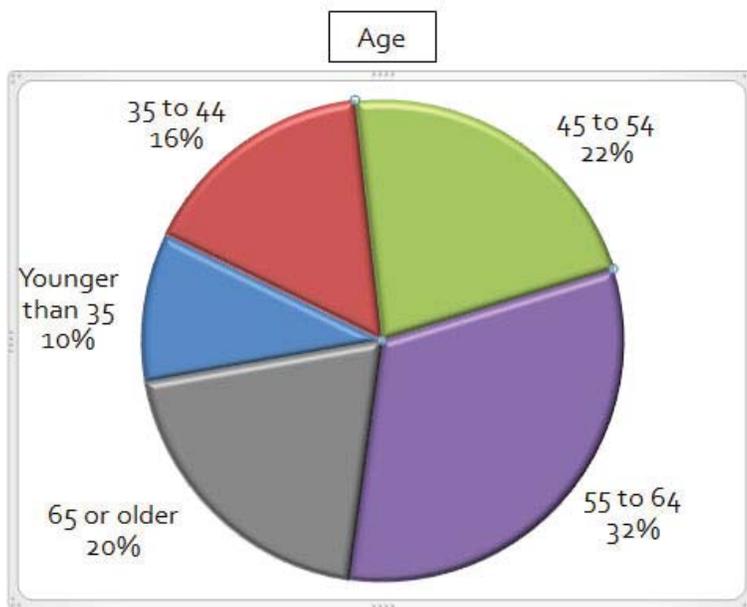
Live Survey Results from Saperstein & Associates

Before the presentations began, each guest was provided an audience response device, or “clicker.”

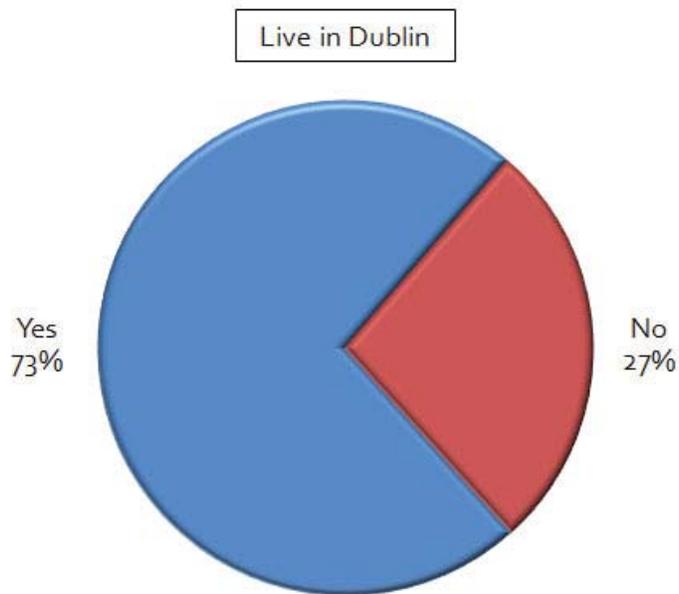
This tool was employed to engage the audience and to assess the appeal of the concepts discussed in each presentation.

The resulting data, presented on the following slides, may not represent the opinions of all Dublin residents; nonetheless, they are informative. – Saperstein Associates.

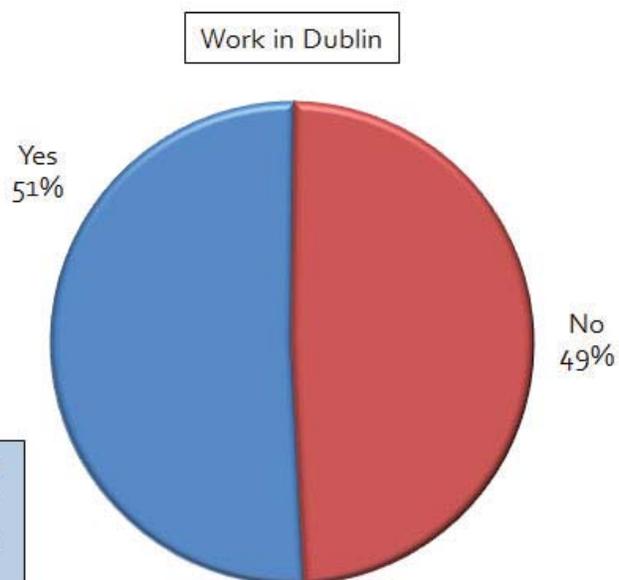
Half the audience was 55 or older. One in ten was younger than 35.



More than seven out of ten live in Dublin...



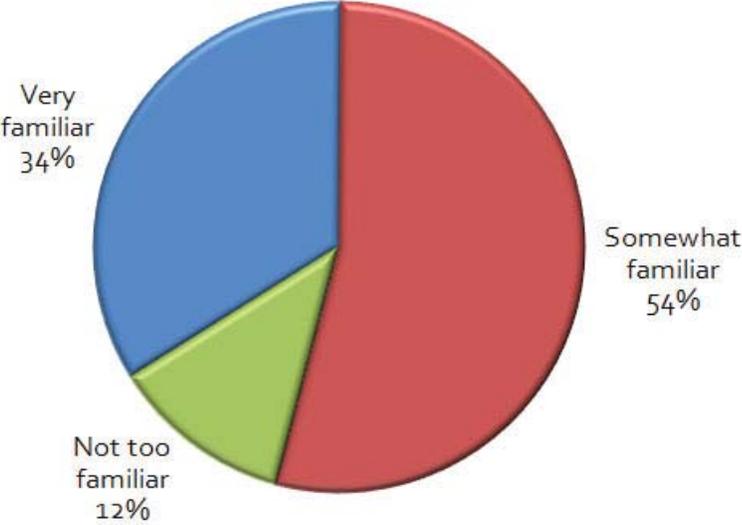
... and half work in Dublin.



Only one guest in ten (11%) neither lives nor works in Dublin.

One guest in three was very familiar with the City's vision for the Bridge Street District prior to the presentations. One in eight knew little about it.

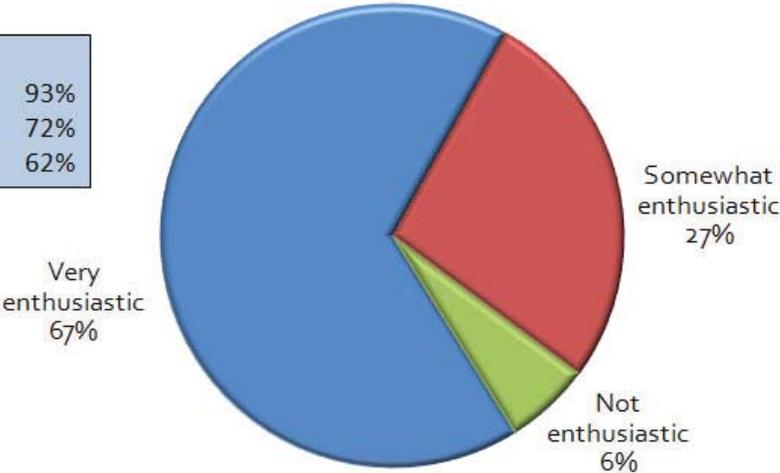
Familiar with City's Vision for the Bridge Street District



Prior to hearing the presentations, enthusiasm for the Bridge Street District was already high, especially among the younger guests.

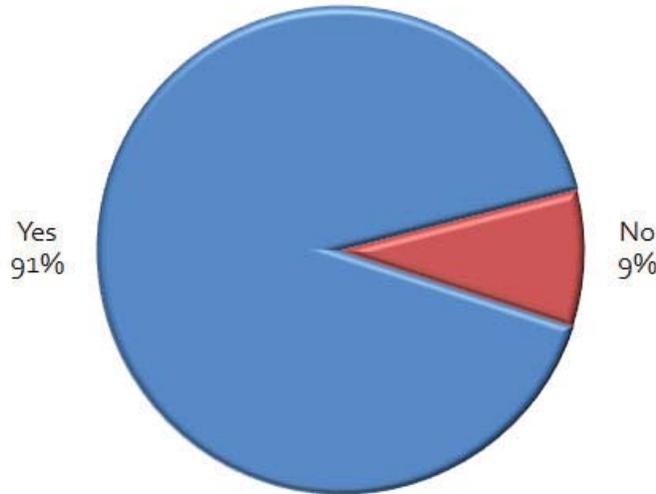
Enthusiasm About the Bridge Street District

Age	
<35	93%
35-54	72%
>54	62%



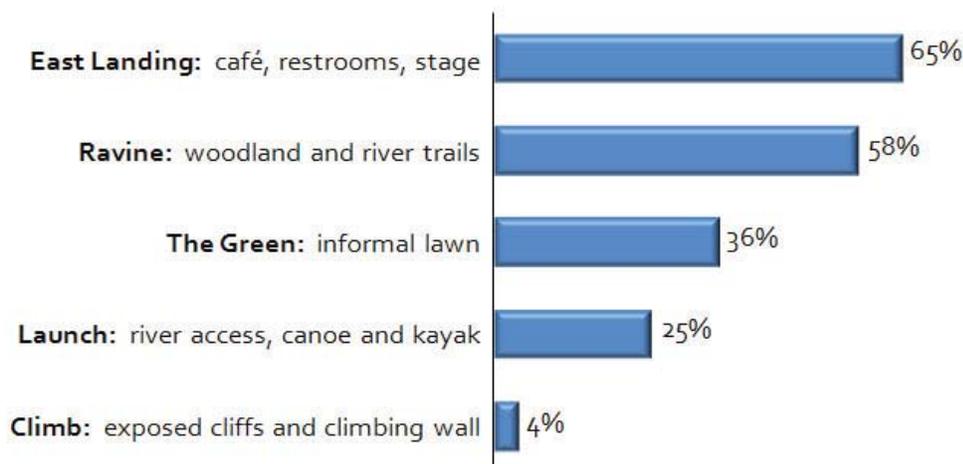
With few exceptions, the audience agreed that the concepts discussed in the presentation about infrastructure and parks reflect the goals of the Bridge Street District.

Concepts Reflect Goals of the Bridge Street District:
Infrastructure and Parks



Among the various amenities proposed, interest is strongest in the East Landing and Ravine. By contrast, the climbing wall evoked little interest, which is not surprising in light of the audience demographics.

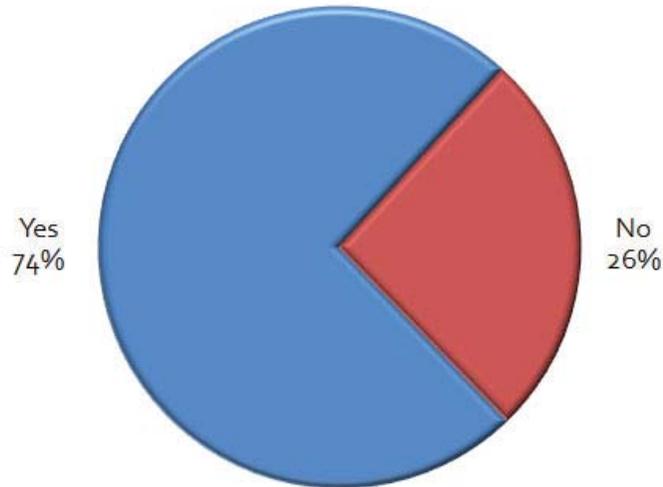
Parks: Amenities Most Likely to Use



Two responses allowed

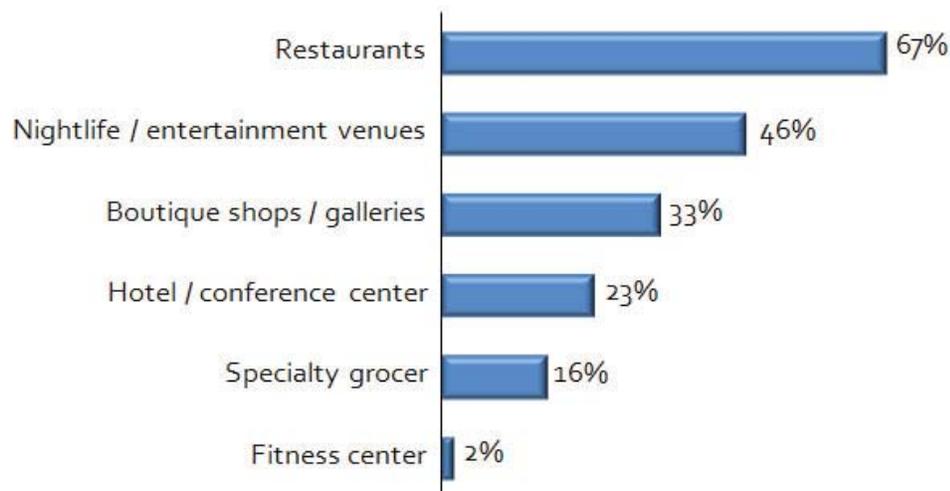
For three out of four guests, the concepts detailed for Bridge Park reflect the goals of the Bridge Street District.

Concepts Reflect Goals of the Bridge Street District:
Bridge Park



Among the amenities proposed for this project, interest is strongest in restaurants. Few would use a fitness center.

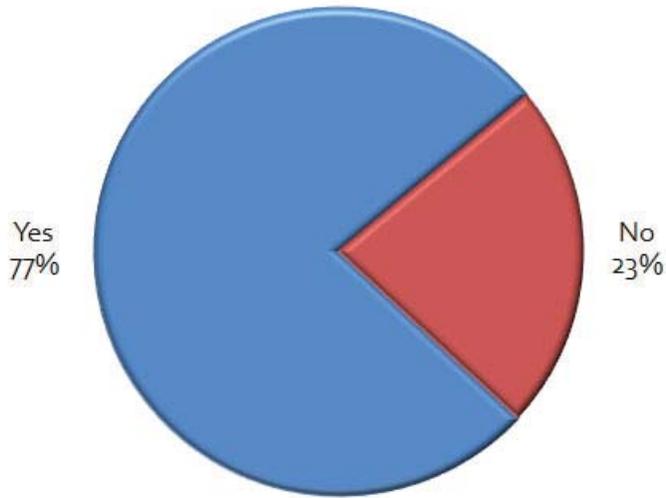
Bridge Park: Amenities Most Likely to Use



Two responses allowed

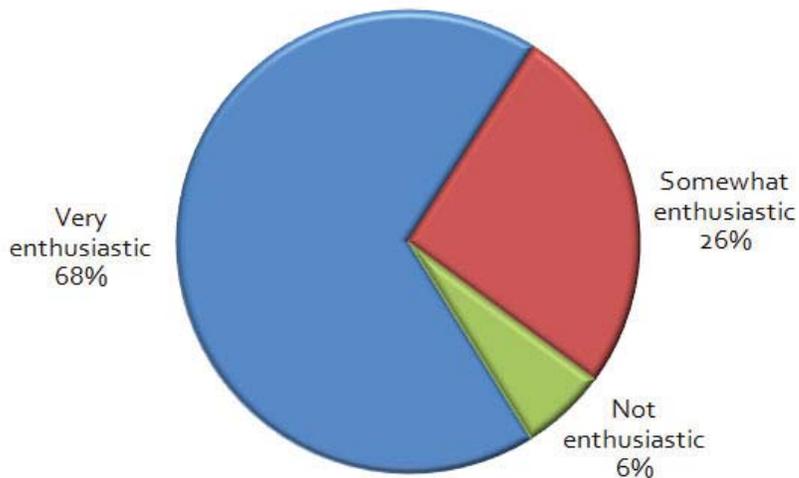
For three out of four guests, the description of North Riverview reflects the goals of the Bridge Street District.

Concepts Reflect Goals of the Bridge Street District:
North Riverview



Seven out of ten guests were very enthusiastic about the overall vision for the Scioto River corridor, as presented at the community forum. Only a handful were not enthusiastic.

Enthusiasm for Overall Vision



Online Survey

74 post-event surveyed completed



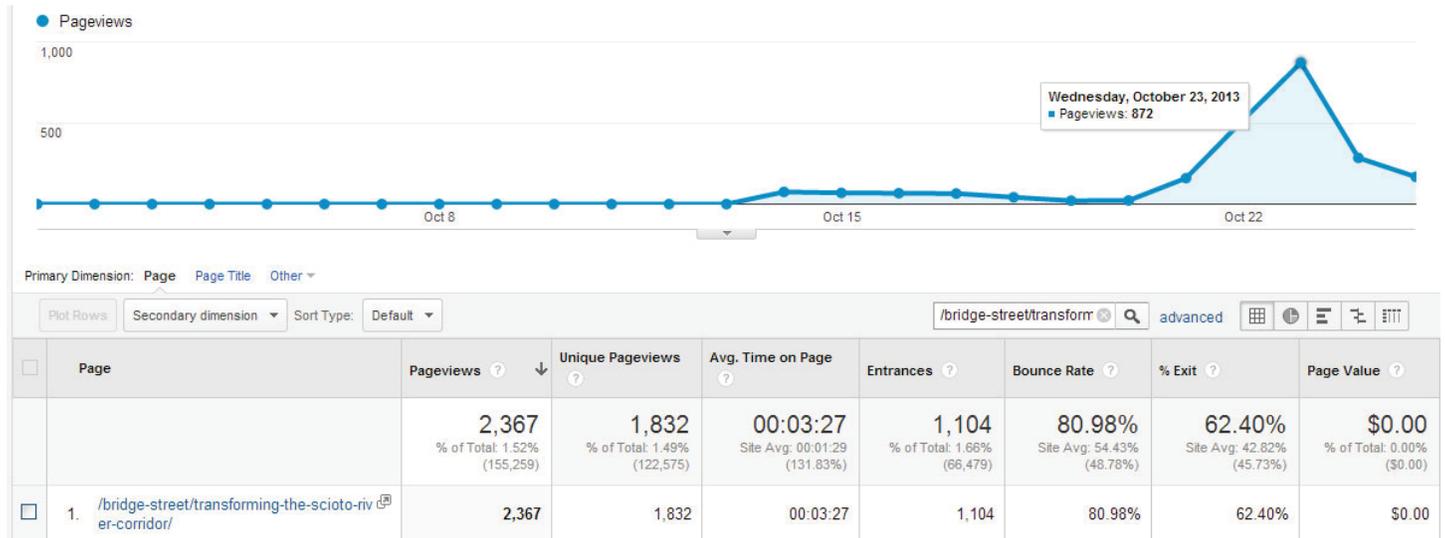
Exhibit B

Scioto River Corridor Community Forum

Web stats

Page: <http://dublinohiousa.gov/bridge-street/transforming-the-scioto-river-corridor>

3,367 page-views in 5 days



Facebook

Post Details

You might like City of Dublin, Ohio - Government. Hide

City of Dublin, Ohio - Government

Come see what's next for the Bridge Street District Scioto River Corridor. Tuesday, Oct 22 at OCLC from 5-8 p.m. Presentations from developers and designers at 6 p.m. We want your reactions and feedback. More information at: <http://dublinohiousa.gov/bridge-street/transforming-the-scioto-river-corridor/> about a week ago · Dublin

Like Comment Share 12 Likes 3 Shares

3,986 people saw this post Boost Post

3,986 People Reached

22 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

12 Likes	0 Comments	3 Shares
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FROM LIKES, COMMENTS & SHARES

2 Likes	0 Comments	5 Shares
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TOTAL

14 Likes	0 Comments	8 Shares
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100 Post Clicks

0 Photo Views	45 Link Clicks	55 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	1 Unlike Page

Post Details



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City of Dublin, Ohio - Government

Join us this evening for the Bridge Street Community Forum - Transforming the Scioto River Corridor: <http://dublinohiousa.gov/bridge-street/transforming-the-scioto-river-corridor/>

Transforming the Scioto River Corridor

The City of Dublin invites you to an interactive community forum to view and weigh in on the emerging public and private development projects within the Scioto River Corridor of the Bridge Street District. Please join us. Your feedback and participation will help shape Dublin's future civic core.

When: Tuesday, October 22, 2013 | 5 - 8 p.m.
Where: The Conference Center at OCLC, 6565 Kilgour Place, Dublin, OH 43017
 Presentations will be streaming live at 6 p.m. at www.dublinohiousa.gov

City of Dublin

about a week ago

Like Comment Share

12 Likes

1,259 people saw this post

Boost Post

1,259 People Reached

16 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

12 Likes	0 Comments	0 Shares
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FROM LIKES, COMMENTS & SHARES

1 Likes	0 Comments	3 Shares
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TOTAL

13 Likes	0 Comments	3 Shares
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190 Post Clicks

131 Photo Views	8 Link Clicks	51 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Post Details



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City of Dublin, Ohio - Government

Exciting news! Cameron Mitchell is coming @DublinOhio #BridgeStDist announced by @crawfordhoying at Community Forum.

last Tuesday

Like Comment Share

173 Likes 9 Comments 15 Shares

5,806 people saw this post

Boost Post

5,806 People Reached

216 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

173 Likes	9 Comments	15 Shares
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FROM LIKES, COMMENTS & SHARES

18 Likes	1 Comments	0 Shares
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TOTAL

191 Likes	10 Comments	15 Shares
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337 Post Clicks

0 Photo Views	14 Link Clicks	323 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

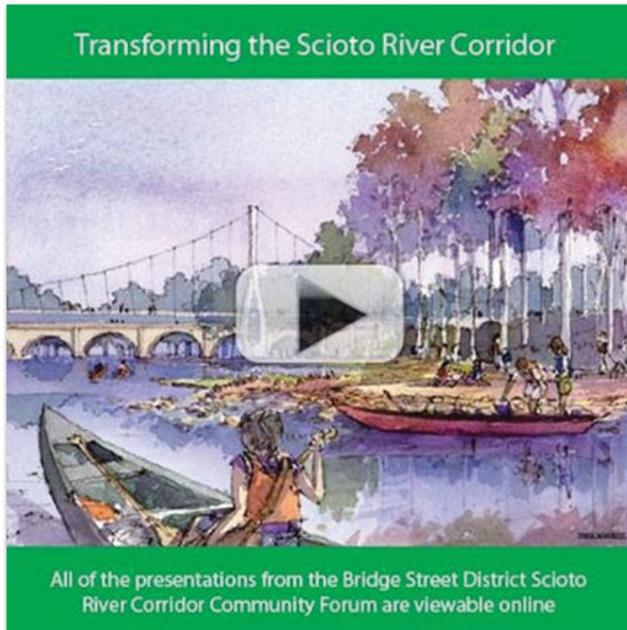
You might like City of Dublin, Ohio - Government.

Hide



City of Dublin, Ohio - Government

We invite you to share additional feedback and comments on the presentation materials: <http://dublinohiousa.gov/bridge-street/transforming-the-scioto-river-corridor/>



last Wednesday

Like Comment Share

22 Likes 6 Comments 12 Shares

2,864 people saw this post

Boost Post

2,864 People Reached

50 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

22 Likes 6 Comments 12 Shares

FROM LIKES, COMMENTS & SHARES

6 Likes 2 Comments 2 Shares

TOTAL

28 Likes 8 Comments 14 Shares

504 Post Clicks

214 Photo Views 45 Link Clicks 245 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page

Twitter

Posted to @DublinOhio followers: 6,689 on Monday, Oct. 21



Posted to @DublinOhio followers: 6,689 and @ColumbusBiz1st followers: 12,823 on Tuesday, Oct. 22



Columbus Biz First @columbusbiz1st

22 Oct

BREAKING: \$300M Bridge Park project unveiled along Riverside Drive in @DublinOhio – SLIDESHOW bizjournals.com/columbus/blog/ ... via @BrianBallBiz1st

Retweeted by Dublin Ohio

[View summary](#)

← Reply ↻ Retweeted ★ Favorite ... More



Dublin Ohio @DublinOhio

22 Oct

Great turnout at OCLC - Transforming the Scioto River Corridor. [#dublinohio pic.twitter.com/izryR07caw](https://pic.twitter.com/izryR07caw)



[Expand](#)

← Reply 🗑 Delete ★ Favorite ... More



Dublin Ohio @DublinOhio

22 Oct

Can't attend the Bridge Street meeting tonight? Stream it live here at 6 pm: ow.ly/q443J

[Expand](#)

← Reply 🗑 Delete ★ Favorite ... More



Dublin Ohio @DublinOhio

22 Oct

Reminder: Come see what's next for the Bridge Street District in [#dublinohio](https://twitter.com/dublinohio) at OCLC tonight! ow.ly/q3ugT

[Expand](#)

← Reply 🗑 Delete ★ Favorite ... More



Dublin Ohio @DublinOhio

22 Oct

Tonight at OCLC Bridge St River Corridor Public Forum. Development plans will be revealed. Info at: ow.ly/pOkMb

[View summary](#)

← Reply 🗑 Delete ★ Favorite ... More

Posted to @DublinOhio followers: 6,689 and @ColumbusBiz1st followers: 12,823 on Wednesday, Oct. 23

Columbus Biz First @columbusbiz1st 23 Oct
 Bridge Park project in tune with @DublinOhio's urban core plan, Foegler says [bizjournals.com/columbus/blog/...](http://bizjournals.com/columbus/blog/) via @BrianBallBiz1st
 Retweeted by Dublin Ohio
[View summary](#) Reply Retweeted Favorite More

Dublin Ohio @DublinOhio 23 Oct
 Major plans for the Bridge Street District in #dublinohio - check out the article from @ColumbusBiz1st! ow.ly/q679M
[View summary](#) Reply Delete Favorite More

Dublin Ohio @DublinOhio 23 Oct
 Check out the @DispatchAlerts article about the bold plans for the Bridge Street District in #dublinohio! ow.ly/q66vS
 Expand Reply Delete Favorite More

Mail Chimp

25 new people opted in for Bridge Street news after the meeting on Tuesday, Oct. 22.

<input checked="" type="checkbox"/>	Bridge Street River Corridor Forum Regular - e-News from Dublin, Ohio Sent on Oct 14, 2013 03:38 pm	44.7% Open Rate	4.3% Click Rate	View Report ▾
<input checked="" type="checkbox"/>	Bridge Street River Corridor Forum (copy 01) Regular - e-News from Dublin, Ohio Sent on Oct 21, 2013 10:18 am	38.6% Open Rate	3.1% Click Rate	View Report ▾
<input checked="" type="checkbox"/>	Scioto River Corridor Meeting Tonight Regular - e-News from Dublin, Ohio (segment) Sent on Oct 22, 2013 11:14 am	38.1% Open Rate	2.4% Click Rate	View Report ▾
<input checked="" type="checkbox"/>	Bridge Street District Feedback Regular - e-News from Dublin, Ohio (segment) Sent on Oct 22, 2013 07:55 pm	48.2% Open Rate	14.0% Click Rate	View Report ▾

Eventbrite

217 people RSVP'd for Bridge Street meeting on Tuesday, Oct. 22 using Eventbrite



Completed

Congratulations on completing your event!

217 Tickets Sold / 300



Tickets Sold

Visits

Invitations

Tickets Sold 217

Tickets Pending [?] 0

Tickets Available 83

Tickets Sold from Eventbrite Promotional Tools [Details](#) 85

217 in the last 30 days





Exhibit C Bridge Street District Frequently Asked Questions

November 4, 2013

Bridge Street District – Scioto River Corridor Community Forum Questions

Pedestrian & Bicycle Connectivity

How will pedestrians be able to safely cross major streets such as Riverside Drive and Bridge Street/State Route 161?

A traffic signal and pedestrian activated crosswalk signals are planned for the Riverside Drive and Dale Drive (actual name TBD) intersection. Pedestrians will be able to safely cross the street during a 'pedestrian only' traffic signal phase, where all vehicle movements through the intersection are stopped and all pedestrian crosswalks are given the WALK signal. Additionally, the design of this intersection will feature pavement materials and/or markings that differ from the adjacent asphalt roadway as a visual cue to call additional attention to this area for motorists.

A pedestrian overpass was analyzed at this location, and a number of considerations factored into the recommendation against this type of facility being proposed at this intersection. Pedestrian overpasses are most appropriate over barriers such as high-speed highways, railroad tracks or natural barriers; and they are most effective when the barrier is depressed below the natural grade. Relocated Riverside Drive at Dale Drive will generally be built at, or slightly above, the natural grade. Pedestrians will typically not use an overpass if a more direct crossing route is available. These facilities are required by the Americans with Disabilities Act Accessibility Guidelines to be wheelchair accessible, resulting in long ramps on either end of the overpass. This increases the crossing distance and travel time to cross the street which further discourages their use. Additionally, there are safety concerns related to debris falling or being thrown from an overpass to the roadway below.

A bicycle and pedestrian tunnel was not considered at this location, as the more effective location for this type of facility is under evaluation under Riverside Drive at future John Shields Parkway to the north.

A traffic signal and pedestrian activated crosswalk signals are also planned for the intersection of Riverside Drive and the new John Shields Parkway, located 1,000 feet north of the current Dale Drive/Riverside Drive intersection. Pedestrians and bicyclists will be able to cross the Riverside Drive during the pedestrian crossing signal. Also, a bicycle and pedestrian tunnel is being studied at this intersection to seamlessly link the new park along the Scioto River to a major greenway that will extend eastward toward Sawmill Road.

Pedestrians crossing at the roundabout at Riverside Drive and Bridge Street/State Route 161 will be able to cross both streets at designated crosswalks. These crosswalks extend to a splitter island, or median, that separates each direction of traffic. The splitter islands allow pedestrians to cross one direction of traffic at a time, with the splitter island serving as a respite area.

The intersections of Bridge Street/State Route 161 and Dale Drive as well as High Street will remain as signalized intersections with pedestrian activated crosswalk signals.

Parking

Where will people park to access the new riverfront park and other amenities?

Details for the individual development projects shown on both sides of the Scioto River are still to be determined; however, most of the required parking will be provided within structured parking garages to minimize the amount of land consumed by traditional surface parking lots. In addition to pedestrian and bicycle facilities, new streets will include on-street parking in most areas to provide visitor and short-term parking.

The City is also exploring opportunities for providing public and/or shared parking to help serve the needs of the park.

Mixed-use development (housing, retail, office, and other land uses) provides opportunities for "shared" parking arrangements where, for example, parking used for daytime/weekday office workers can also serve evening/weekend restaurant and park users. Successfully incorporating public parking into adjacent mixed-use

developments requires visibility (for easy wayfinding), convenient access, and safe and attractive street crossings (refer to “How will pedestrians be able to safely cross major streets such as Riverside Drive and Bridge Street/State Route 161?” above).

Where will people living in the new residential development park?

Many of the Scioto River corridor project development details are still to be determined. All new residential development is required to provide dedicated private parking, ranging from individual garages built into townhomes, to “podium” parking garages with residential development on the upper floors and “wrapping” structured parking decks. On-street parking spaces will provide short-term and visitor parking, and will be the most visible and easily accessible of the proposed parking. On-street parking also provides a physical buffer between the street and the sidewalk, creating a more comfortable walking environment for pedestrians, while providing a visual cue for drivers to control their speed while driving on these streets.

Traffic

Will the proposed roundabout at Riverside Drive and state Route 161 be safe for drivers and pedestrians?

Modern roundabouts have proven to be safe and effective in Dublin. Please see <http://dublinohio.usa.gov/engineering/roundabouts-in-dublin/> for general information regarding the safety of roundabouts and how to correctly drive through a modern roundabout.

The intersection of Riverside Drive and State Route 161 has been on the City’s list of intersections to improve for several years. Beginning in 2007, the City began to study the possible intersection design alternatives to understand the impacts of any improvements to the intersection. The roundabout alternative was selected for several reasons:

- Allows left-turn movements on State Route 161 to both northbound and southbound Riverside Drive.
- Does not require replacement of the bridge over the Scioto River.
- Has the lowest construction cost of the studied intersection improvement alternatives.
- The intersection will perform at acceptable levels many years in to the future.

The roundabout provides a smaller overall footprint than other solutions for the intersection. Also of note, the southbound bypass lane (the lane that goes under the bridge) will be maintained, but altered to provide one vehicular lane and a bicycle path.

Regarding pedestrian use of a roundabout, the roundabout offers the following:

- Lower speeds of all vehicles circulating in the intersection.
- Easier for pedestrians to identify gaps in the traffic to cross.
- Vehicles approaching from only one direction.
- Fewer lanes to cross at one time than a signalized intersection would require.
- Medians, or “splitter islands,” provide a place for pedestrians to safely wait while waiting to cross lanes.

When approaching a multi-lane roundabout, bicycles should exit the roadway and use the shared use path around the roundabout rather than remaining in a lane. Bicyclists should keep in mind the shared use path will be used by both pedestrians and cyclists and everyone should be aware of their surroundings to provide a safe environment for all.

Fiscal Impact

How will the City pay for the major public improvements, such as the realignment of Riverside Drive, the roundabout at State Route 161, the new riverfront park, and the pedestrian bridge?

The realignment of Riverside Drive, the roundabout at Riverside Drive/SR 161, the riverfront park, and the pedestrian bridge represent significant City capital improvement projects, and are currently programmed in the City’s recently approved 2014-2018 Capital Improvements Program. Funding for those projects has been identified and comes from the Capital Improvements Tax Fund, which receives 25% of the income tax revenue that the City receives.

In addition to the above mentioned projects, there will be a number of other infrastructure improvements that will be completed in tandem with the private developments. These include roadway construction, sidewalk/shared-use paths, and utility installation and relocation. While those projects will likely be funded up front by the Capital Improvement Tax Fund or the General Fund, the City will establish Tax Increment Financing (TIF) districts, as it has done frequently in the past, which will generate service payments from the property owners that will help to pay the City back for the costs of the improvements in those areas.

Housing & Density

How much housing will be in the Scioto River Corridor? (For housing projections in the overall Bridge Street District – see below)

It is important to emphasize that the creation of a critical mass of residential density is one of the important prerequisites of creating the type of vibrant, walkable environment envisioned for the Bridge Street District. At build-out, the Scioto River corridor portion of the overall Bridge Street District could include approximately 1,500 new residences. Private development plans include a mixture of apartment flats, townhouses, and condominiums on both sides of the river in a variety of new mixed-use and residential buildings.

Crawford Hoying Development Partners has identified the potential for 1,026 apartment units and 136 condominiums along the east side of the future relocated Riverside Drive and new riverside park. The housing is part of Crawford Hoying's 'Bridge Park' mixed-use development that includes the current Bridge Pointe shopping center and former Bash driving range. Another future development site along Riverside Drive between the future John Shields Parkway and Tuller Road could support additional residential or office development depending on future market conditions. No specific plans are currently proposed for that site.

A smaller mixed-use redevelopment project is planned in Historic Dublin along North Riverview Street, north of West Bridge Street. That project will include 27 condominium units. Additional condominium units are also planned for a mixed-use redevelopment project to the north of North Street and east of North High Street, where two office buildings are currently located at 94 and 100 North High Street. Market research is currently underway to determine the size, type and number of units that could be constructed at that location.

Based upon the City's planning efforts to date, these densities will enhance the vibrancy of the parks, provide a more regular and convenient customer base for existing and future restaurants, businesses and night spots and will help create the type of active mixed-use environment increasingly desired by the City's younger professional work force and empty nesters.