City of Dublin

Office of the City Manager
5200 Emerald Parkway • Dublin, OH 43017-1090
Phone: 614.410.4400 • Fax: 614.410.4490

Memo

To: Members of Dublin City Council

From: Dana L. McDaniel, City Manager

Date: April 14, 2016

Initiated By: Donna Goss, Director of Development
Terry Foegler, AICP, Director of Strategic Initiatives and Special Projects
Vincent A. Papsidero, FAICP, Director of Planning

Re: W. Bridge Street Corridor Framework Plan

Background

The Development Department is proposing to undertake a framework plan for the W. Bridge Street corridor, west of Historic Dublin and ending at the I-270/US33 interchange. With the ongoing pressure for redevelopment in this corridor and to further the goals of the Bridge Street District, the timing is appropriate to undertake this planning project. Concurrently, the process would provide the city the means of fully engaging stakeholders in the corridor, as well as the adjacent neighborhoods to ensure that a mutually supported development policy is reached that will inform future public and private development decisions.

W. Bridge Street Planning Area

It is staff's expectation to undertake a national search for a consultant team to work with staff, leadership, stakeholders and the public. The consultant team should have comparable national/regional experience and include a local partner(s) with knowledge and experience in Dublin to facilitate project communication and coordination. Public engagement and facilitation expertise will also be a requirement. The deliverable will be a policy document with maps and renderings to be submitted to the Planning and Zoning Commission for recommendation and to City Council for adoption.

Planning Process Outline

A traditional planning process will be the organizing principle for undertaking the W. Bridge Street Framework Plan, as summarized below.

- **Existing Conditions Analysis**: Develop a baseline of information regarding existing conditions in the study area, including land use, zoning, property ownership, building form, development character, urban design, streetscape/ROW, circulation, sidewalks and bikeways, natural features and open space, etc. Conduct a real estate market analysis focusing on mixed use, retail, office and multi-family (owner- and renter-occupied).

- **Visioning**: Engage stakeholders, residents, general public, elected and appointed leadership and city staff to develop a vision statement, themes and goals that will drive the planning concepts. Focus groups may also be included, organized by participant type (e.g. land owner, developer, architect, resident, etc.).

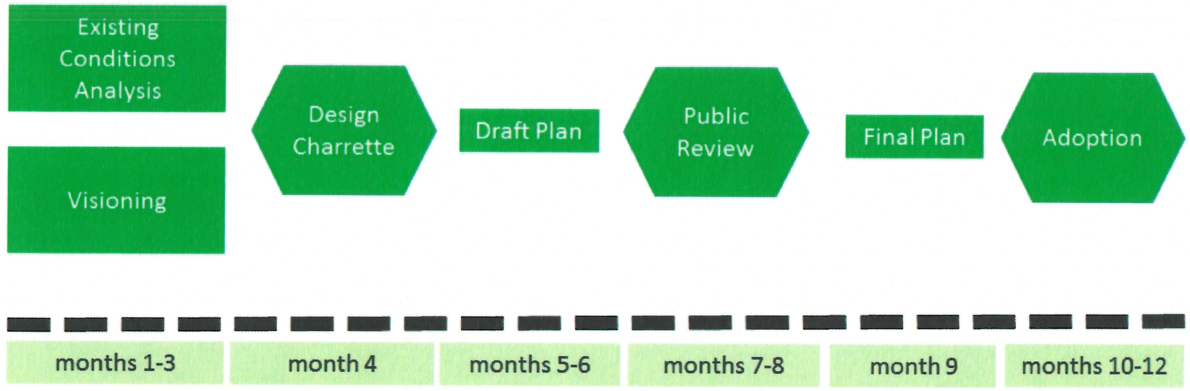
- **Draft Plan**: Based upon the common vision, previous work and current traffic studies, develop a set of draft development concepts for public review. Utilize a three-day design charrette technique to engage stakeholders and the general public as the first step in that process. The development concepts will be further refined to address in a general fashion land use, development intensity and character; development standards; road, walking and biking networks; on- and off-street parking; transit connectivity; streetscape character and design standards; transition to adjacent neighborhoods; open space and other public facilities.

- **Public Review**: The draft plan will be posted on line with a survey tool to collect comments. The draft plan will be introduced to the public to gather feedback. Focus groups may also be included, organized by participant type. A document will be prepared that summarizes the public comments and recommends changes to the draft plan. This will be posted and provided to the city for evaluation.

- **Final Plan**: Based upon the public review, the final plan document is prepared. It will provide detailed policies for land use, development intensity and character; development standards; road, walking and biking networks; on- and off-street parking; transit connectivity; streetscape character and design standards; transition to adjacent neighborhoods; open space and other public facilities. The plan will be posted on the web with an on-line comment tool.

- **Adoption**: The final plan will be presented to the Architectural Review Board and the Planning and Zoning Commission for consideration, prior to submittal to City Council for adoption. The adopted plan will be posted on line.

W. Bridge Street Planning Process



Public Engagement

The key to successful public engagement is that it starts broad in terms of the questions asked of participants and becomes narrow in focus as the plan crystalizes. Throughout the engagement, the participants should easily witness the documentation of their input and its integration into the concepts, draft plan and the final plan.

- **Stakeholder Interviews**: To gather an intimate perspective on the corridor from those with the greatest knowledge and interest, one-on-one and group interviews will be conducted with key stakeholders representing major constituent groups (e.g. property owners, developers, tenants, civic associations/HOAs, and residents). A standard set of questions will be used and the results will be summarized without attribution.

- **Design Charrette**: A public three-day design charrette will serve as the starting point to develop the draft plan concepts. This will be facilitated by the consultant, supported by city staff and held in a publicly accessible location, preferably in the study area. The consultant will establish an intensive agenda in which participants can be engaged at any point during the three days to learn about the project and to provide meaningful input. The charrette will open with a kick-off event and close with an open house.

- **Public Workshops**: At other times during the planning process, public workshops will be held at key points to present information and gather feedback. The information presented at each workshop will be posted on line (and an online tool will be provided to gather feedback). The results of each workshop will be posted on line.

- **Web**: The city's website will contain a special section for the project. All documents, input tools and feedback will be posted. The project will be branded to help promote this effort and its importance to the community. Other web-based tools may be deployed to gather input.

- **Adoption Process**: The final opportunities for gathering public comment will be the meetings of the Architectural Review Board, Planning and Zoning Commission and City Council (at which the plan will be considered for adoption). If the public engagement

process is successful in terms of gathering input and reflecting public consensus, the turnout should be low during the adoption process.

Recommendation

The department is proposing an expedited 12-month planning process and requesting an additional $50,000 to fund this work.