November 1, 2016

PUBLIC WORKSHOP #2

City of Dublin

Dublin Corporate Area Plan

Economic Development

Planning

POD Design, DDA, Side Street Planning

AGENDA

1) Presentation:

- Public input – summary review
- Interactive questions
- Redevelopment concepts

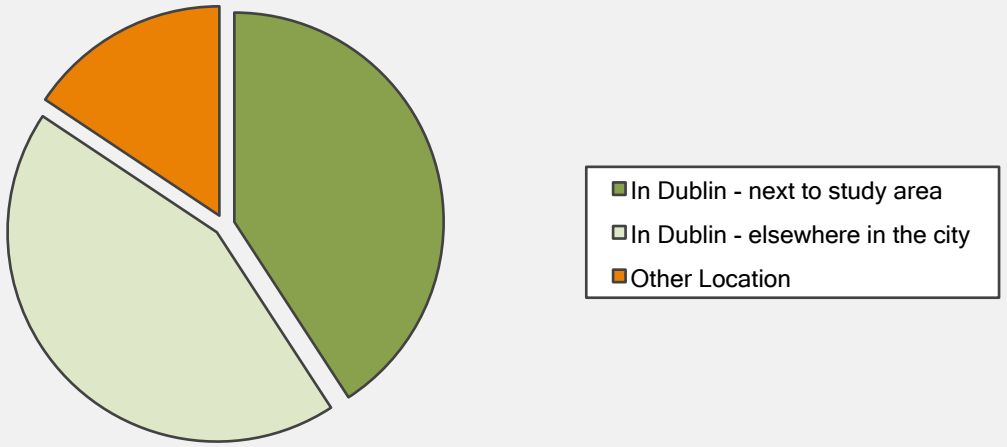
2) Workshop:

- Influencing change
  - mapping/comments exercise
- Market influences and opportunities
  - What you told us
  - What can work and when

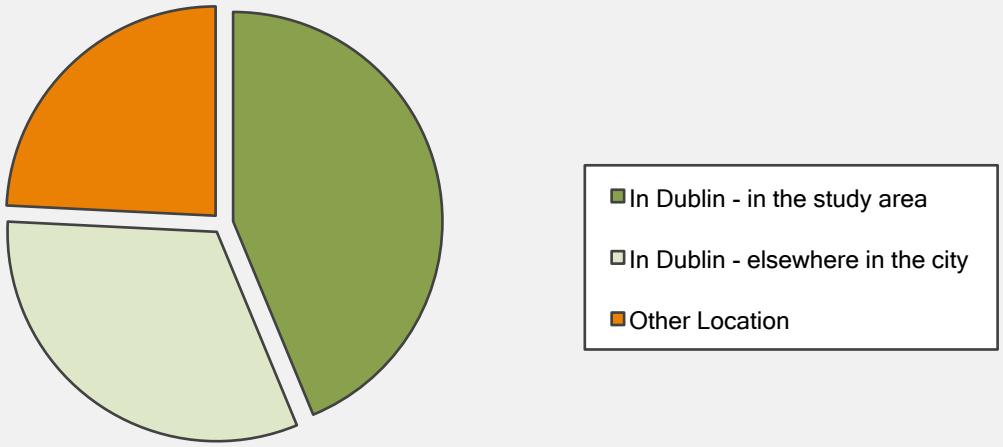
Public Input Review

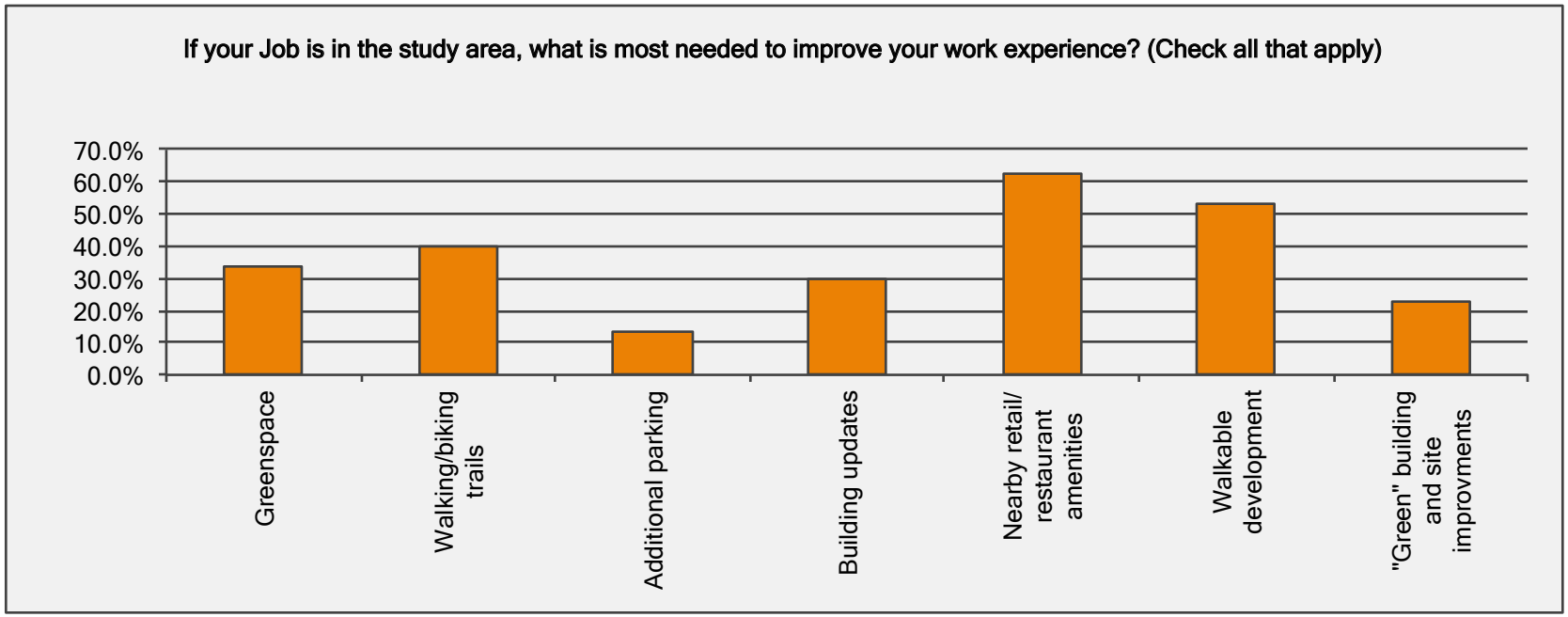
Input Results

Residency location of respondents:



Work location of respondents:




If your Job is in the study area, what is most needed to improve your work experience? (Check all that apply)
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
Greenspace
Walking/biking trails
Additional parking
Building updates
Nearby retail/ restaurant amenities
Walkable development
"Green" building and site improvments

Which of the following would you visit regularly if added to the study area?

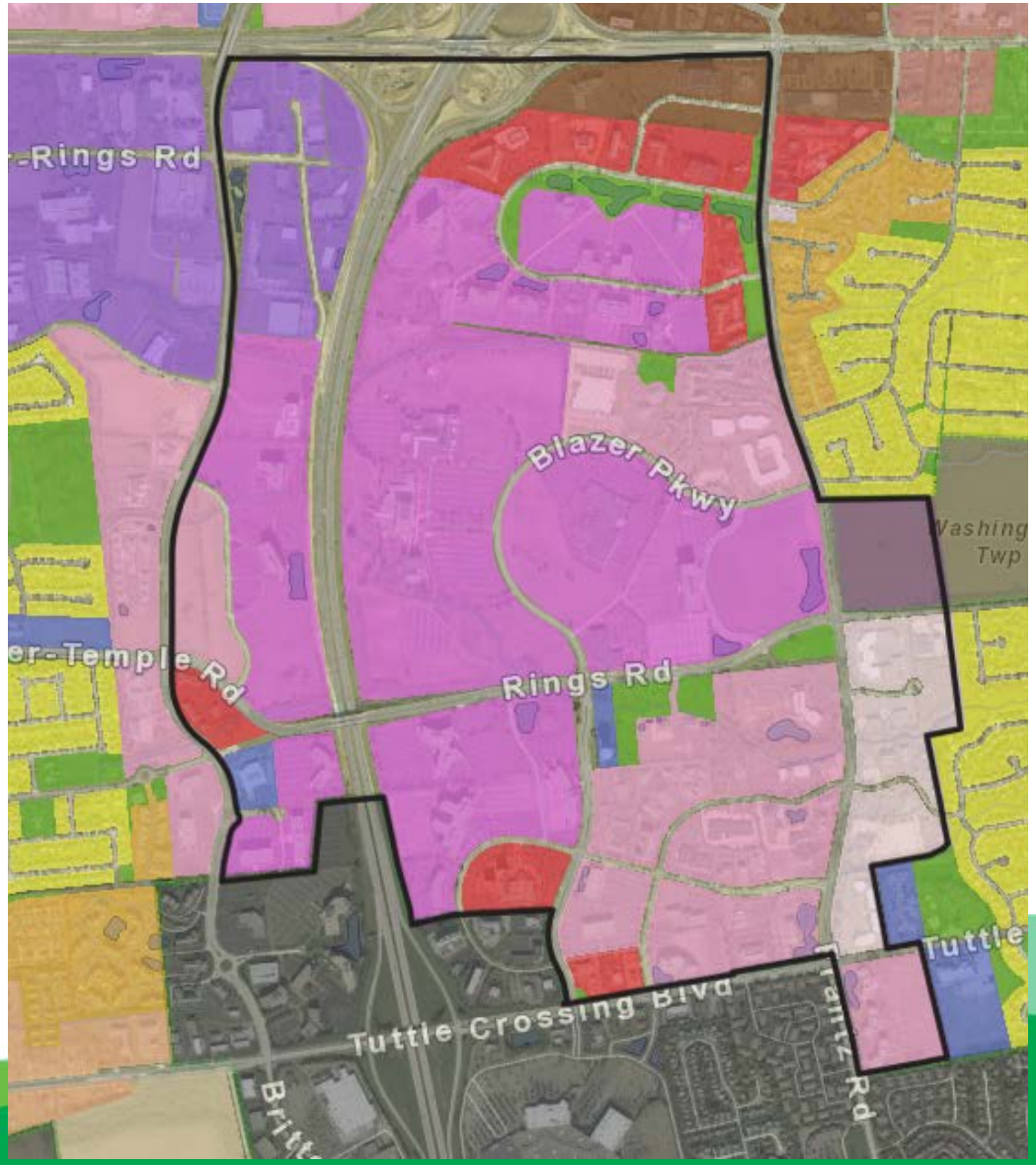
Food:	**81.7%**
Retail:	**50.5%**
Housing:	**10.8%**
Personal Service:	**32.3%**
Recreation:	**65.6%**

What is the reason you don't eat outside your building at least once a week?

Lack of nearby choices:	**31.0%**
Lunch break is too short:	**24.1%**
Too costly:	**13.1%**

Development Context

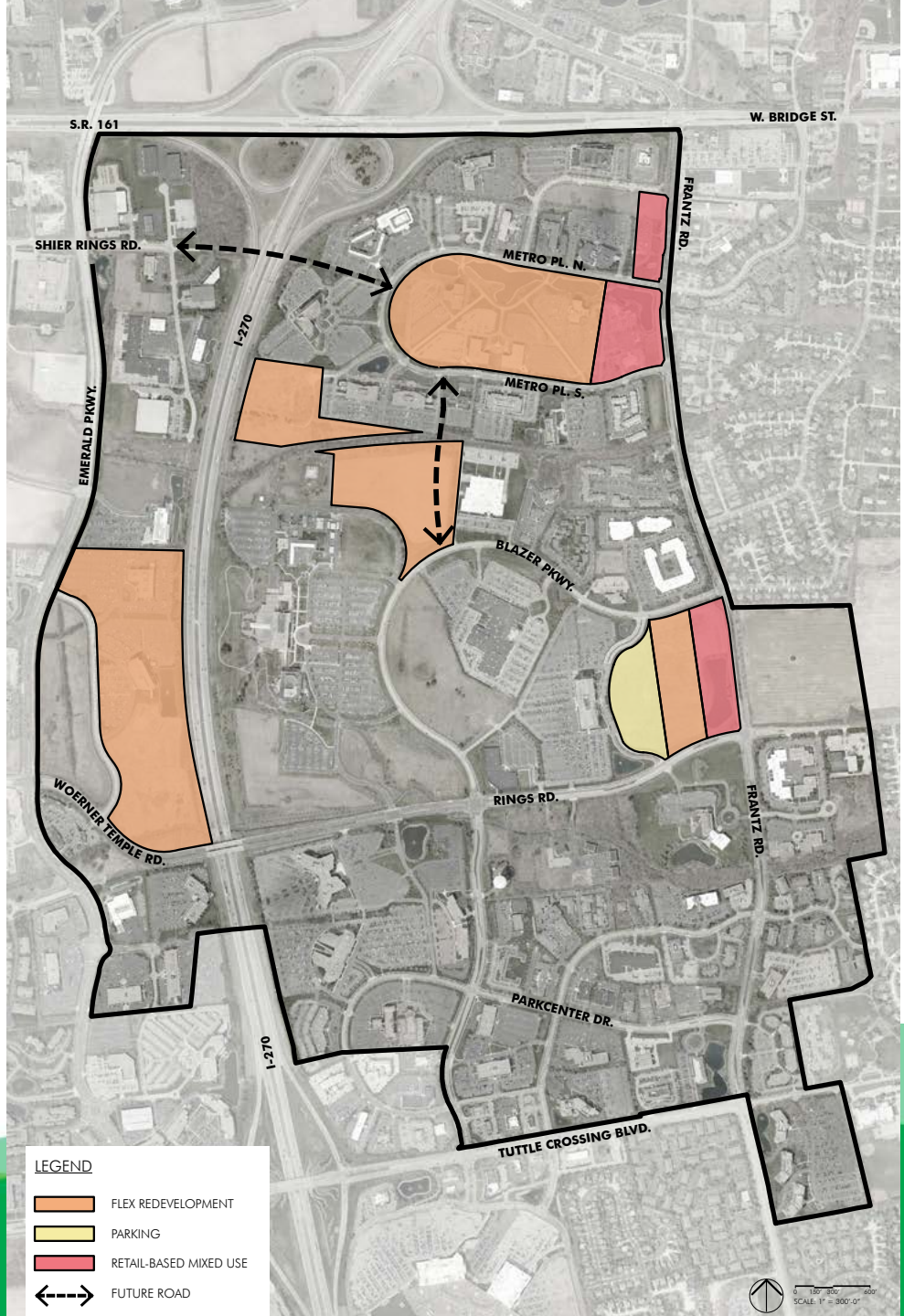
Future land use plan



Land Use Classification

- Standard Office/Institutional
- Premium Office/Institutional
- Flex Office/Research & Development
- General Commercial
- Civic/Public Assembly
- Parks/Open Space

Development context



Market Analysis Update:

Restaurants and Retail

1) Marketable site locations

2) Consumer target types

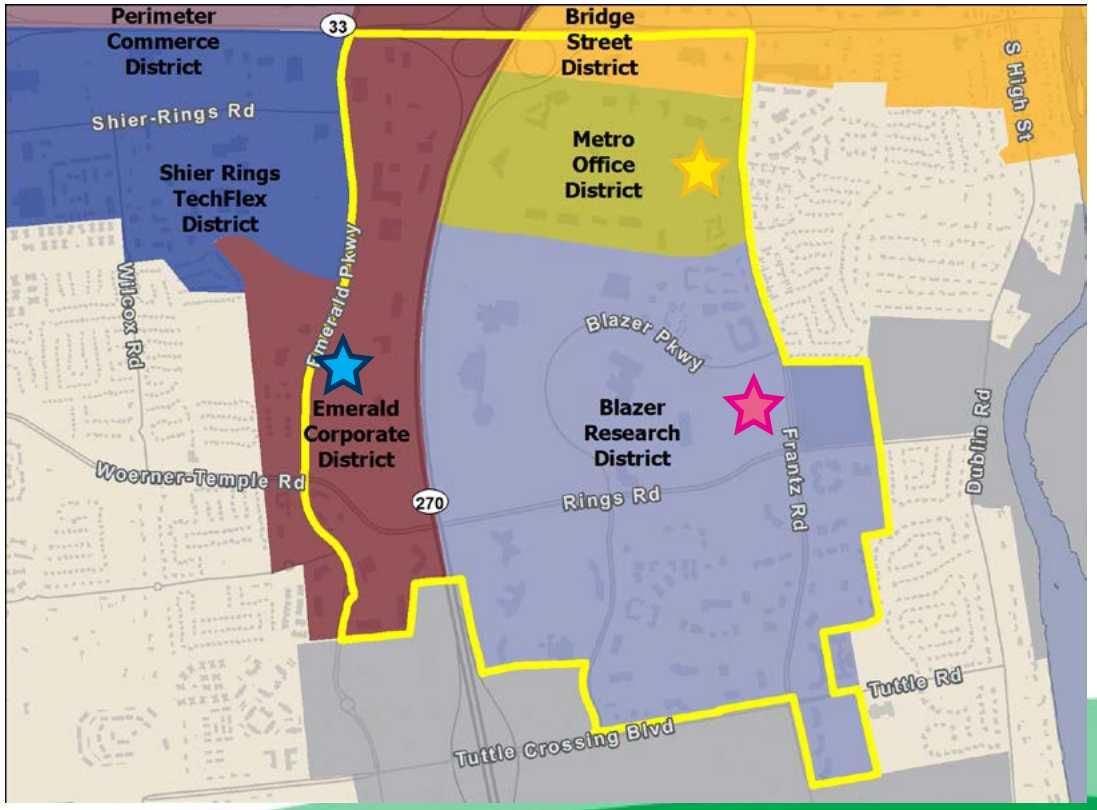
3) Proximate spending power

4) Market-supported opportunities

Market site selection

Identified three areas with viable retail/restaurant site characteristics

- Frantz/MetroCenter
- Frantz/Rings Road
- Emerald Parkway/ Parkwood Place



Market consumer types

Identified proximate retail/restaurant spending potential for each site area from three consumer types:

- Office workers
- Hotel Patrons
- Residents

Spending Power By Development Area

Development Area	Restaurants	Specialty Food/ Grocery (5-Minute DT)	Personal Care/ Service Retail	Total
Frantz/Metro	$35 Mil	$3.4 Mil ($21.7 Mil)	$7.1 Mil	$40.5 Mil
Frantz/Rings	$18 Mil	$3.7 Mil ($36.0 Mil)	$5.6 Mil	$23.7 Mil
Emerald/Parkwood	$16 Mil	$3.7 Mil ($33.2 Mil)	$7.4 Mil	$21.6 Mil

Market-Supported Development

Development Area	Restaurants	Specialty Food/ Grocery (5-Minute DT)	Personal Care/ Service Retail	Total
Frantz/Metro	30,000	-	20,000	60,000
Frantz/Rings	20,000	15,000 – 20,000	10,000	50,000
Emerald/Parkwood	5,000	-	15,000	20,000

Consideration should also be given to integrating housing development:

- Bolster support for commercial uses
- Common use in redevelopment of office parks nationwide
- Improves overall financial feasibility of redevelopment

Development Concepts

1) Rings Road:

- Complementary office/retail
- Integrated approach

2) MetroCenter:

- Limited
- Moderate
- Advanced

3) Frantz Road:

- Streetscape discussion

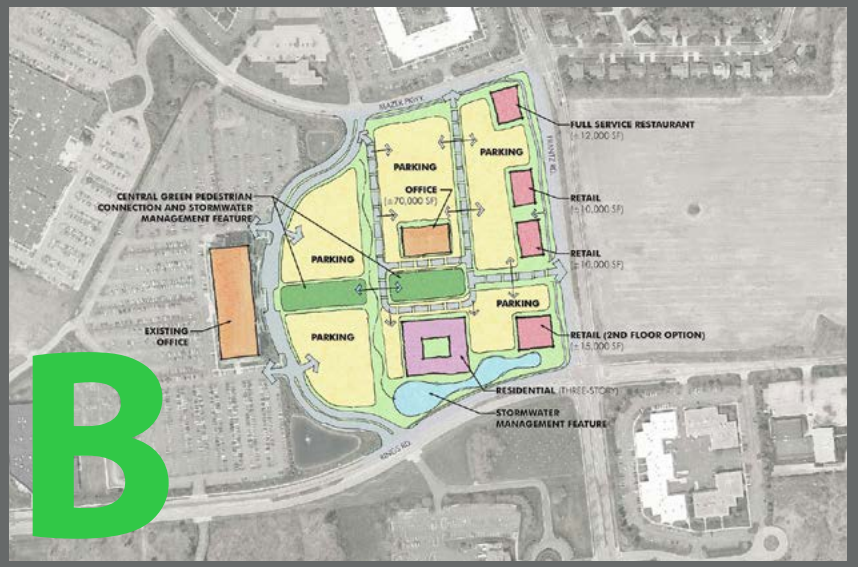
Rings Road: Option A
Office/Retail

Rings Road: Option A
Office/Retail

Rings Road: Option B
Office/Retail/Housing

Rings Road: Option B
Office/Retail/Housing

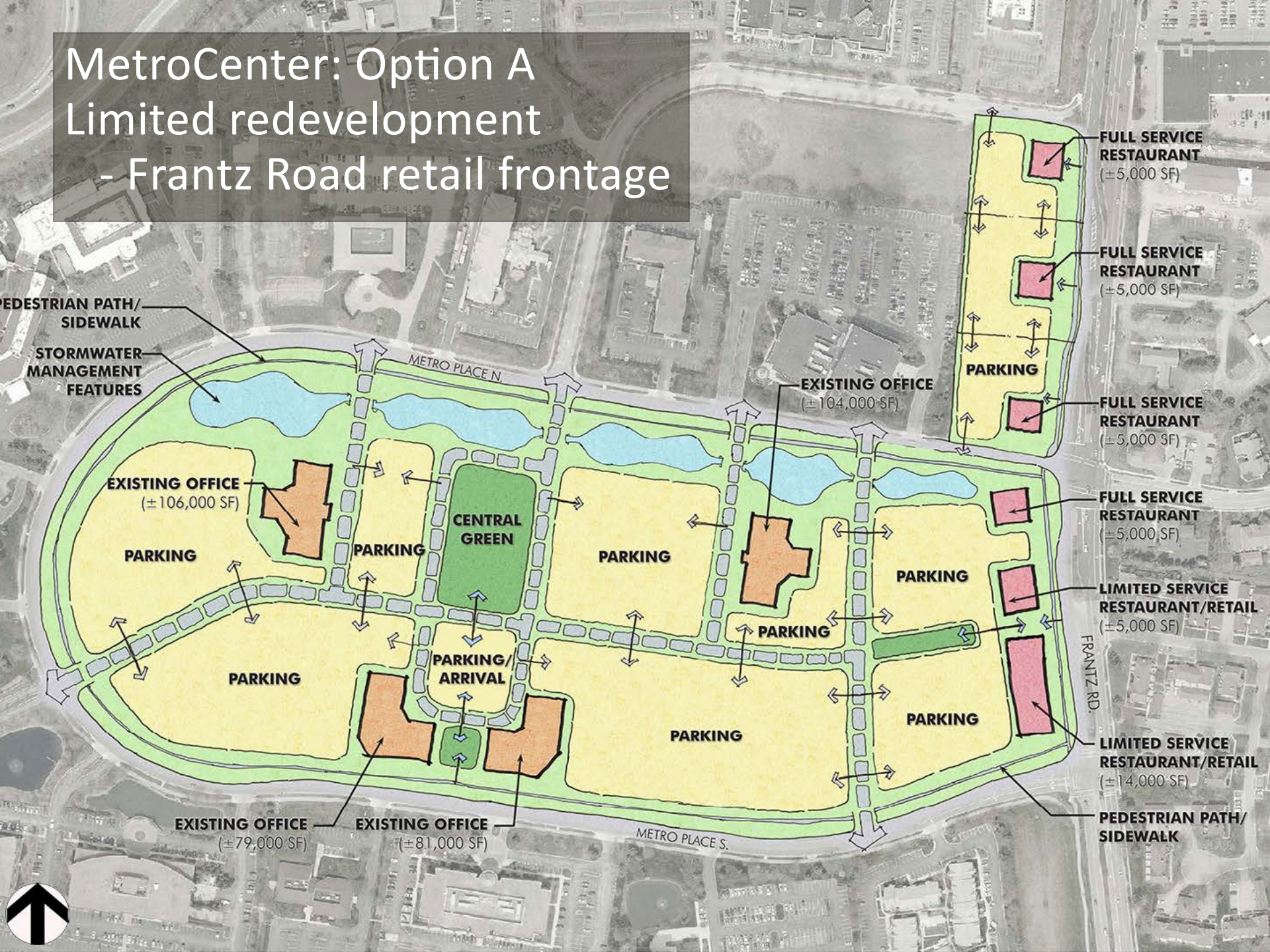
Rings Road:
Redevelopment Options



MetroCenter

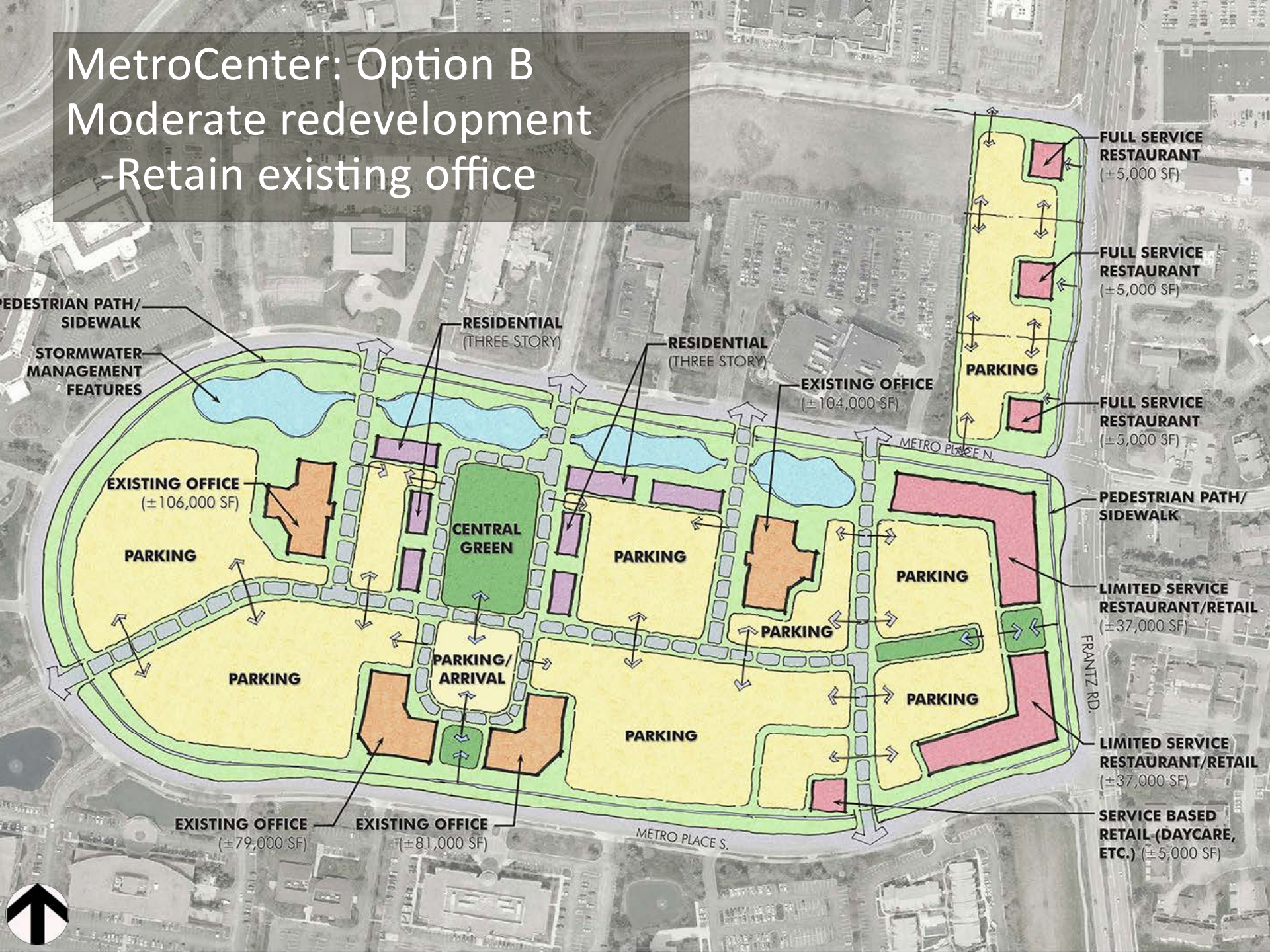
MetroCenter
Google earth

MetroCenter: Option A
Limited redevelopment
- Frantz Road retail frontage

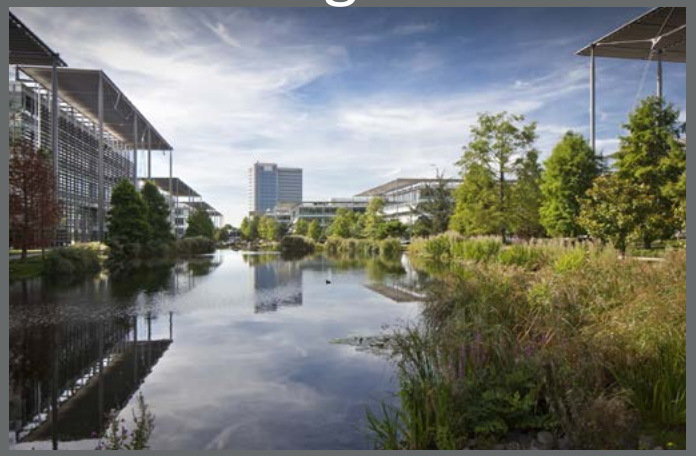


MetroCenter: Option A
Limited redevelopment
- Frantz Road retail frontage

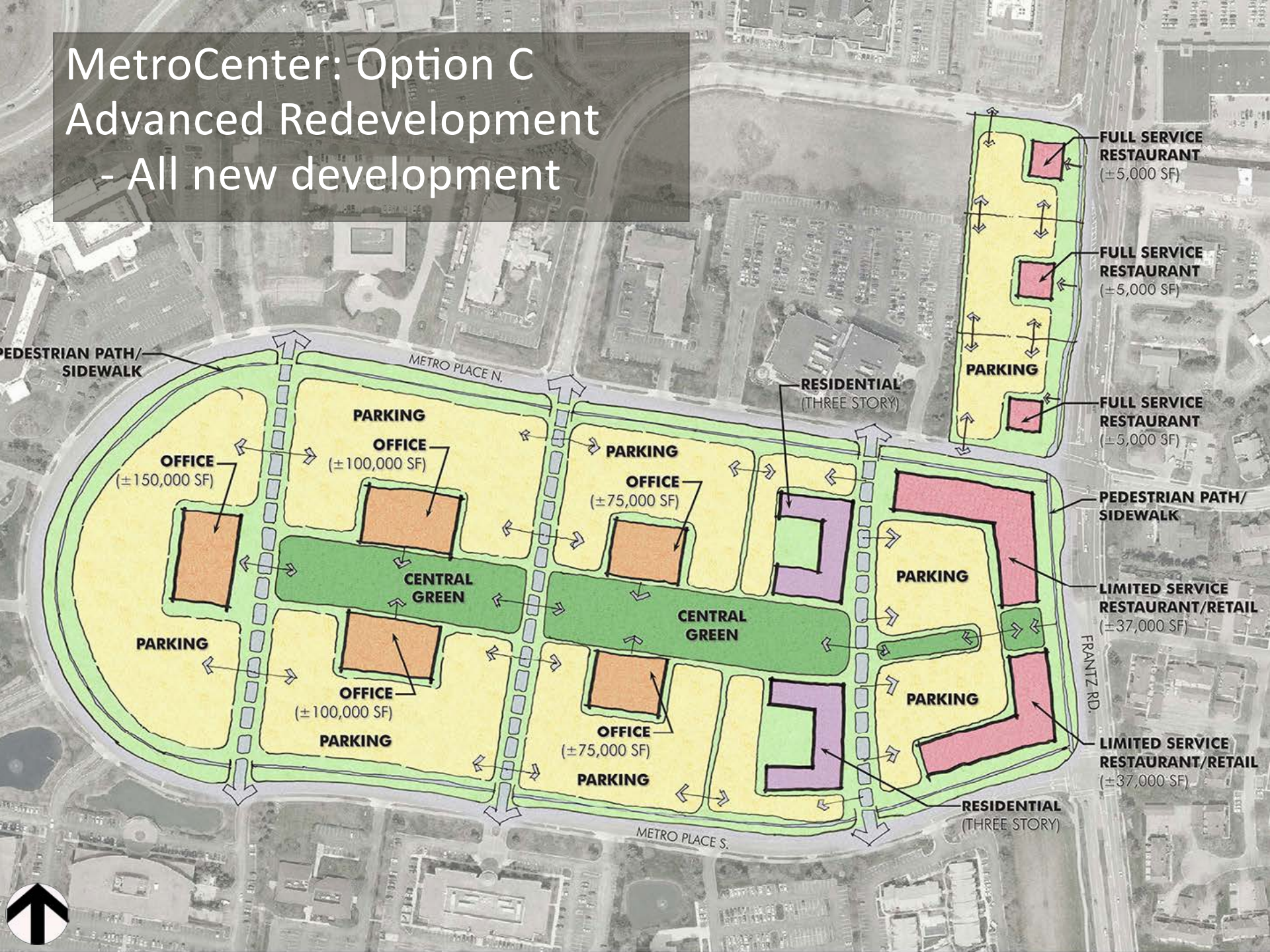
MetroCenter: Option B
Moderate redevelopment
-Retain existing office



MetroCenter: Option B
Moderate redevelopment
-Retain existing office

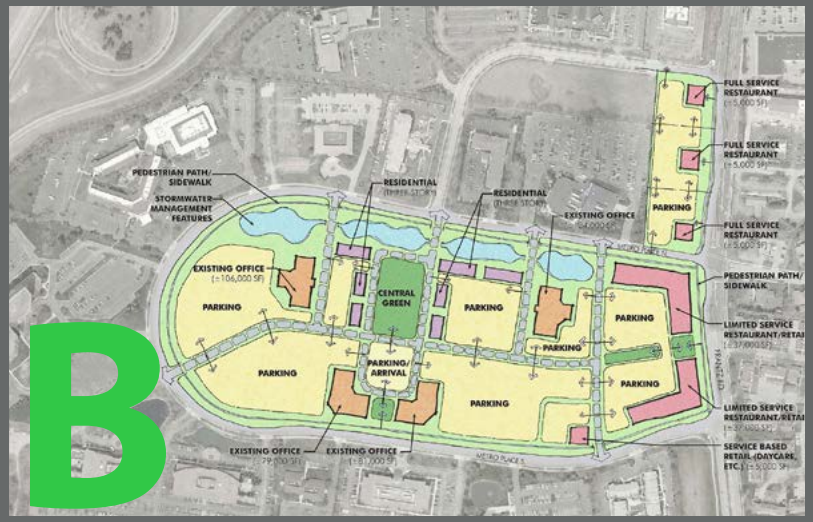


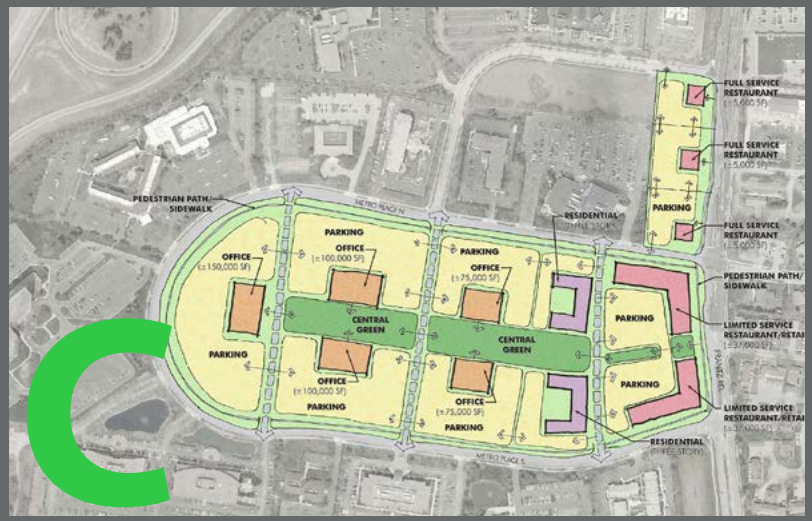
MetroCenter: Option C
Advanced Redevelopment
- All new development



MetroCenter: Option C
Advanced Redevelopment
- All new development

MetroCenter: Redevelopment Options





Frantz Road:

Needed Updates

- **Current concerns**
- Landscaping - looking “tired”
- How buildings interface with the road
- Connectivity
- Signage
- Overall look and feel

DCAP - Frantz Road Streetscape

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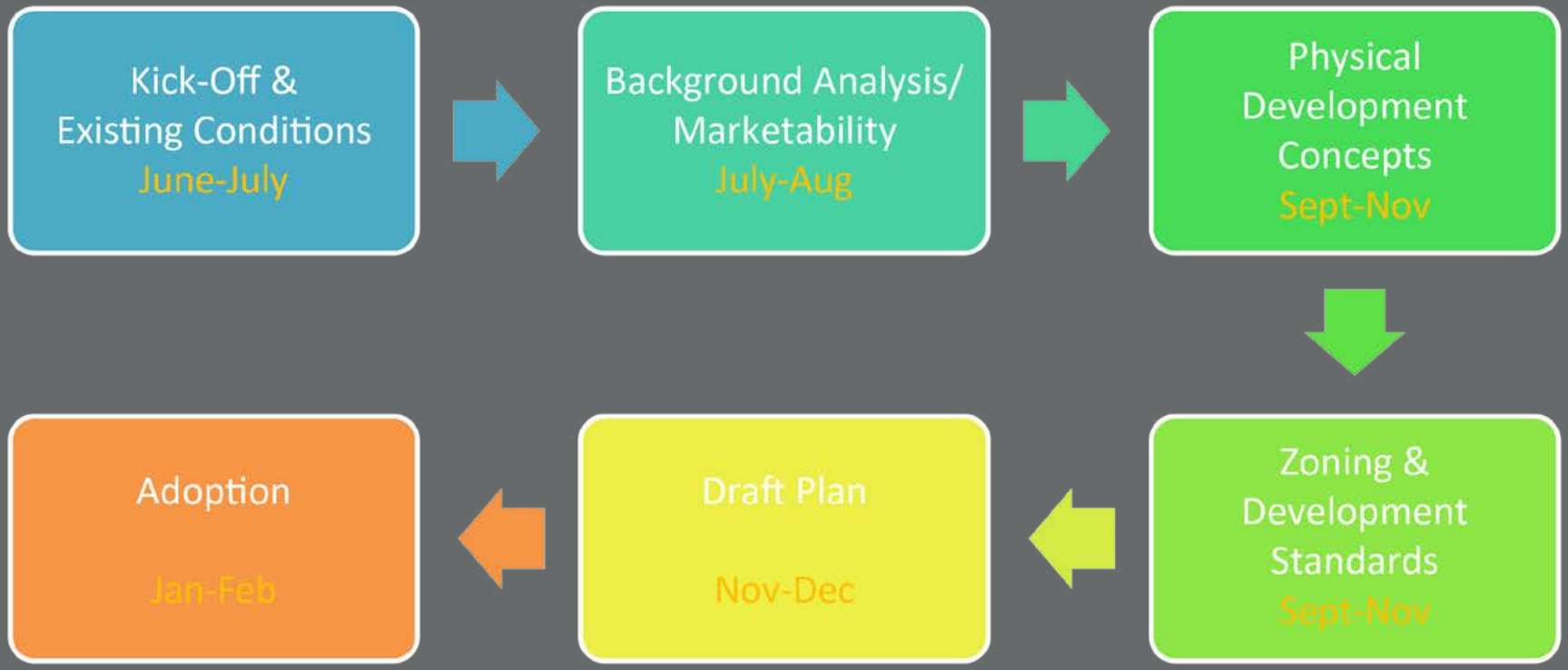
PROCESS / NEXT STEPS