

DUBLIN CORPORATE AREA PLAN

Special Area Plan Update (2017)

DRAFT

CITY OF DUBLIN
PLANNING DIVISION
5800 SHIER RINGS ROAD
DUBLIN, OH 43016



100 NORTHWOODS BLVD., SUITE A
COLUMBUS, OH 43235



5800 SAWMILL RD, SUITE 220
DUBLIN, OH 43017



85 E. GAY STREET, SUITE 200
COLUMBUS, OH 43215



TABLE OF CONTENTS

PROJECT OVERVIEW

EXISTING CONDITIONS

PUBLIC INPUT

MARKET ANALYSIS

LAND USE RECOMMENDATIONS

DEVELOPMENT CONCEPTS

FRANTZ ROAD CORRIDOR

IMPLEMENTATION

DEVELOPMENT & DESIGN GUIDELINES

OVERVIEW

The City of Dublin's office space has been considered some of the best in Central Ohio for the past 40 years. Like many suburbs, Dublin fostered a Class-A office model offering freeway visibility, easy automotive access, an abundance of free parking and idyllic office "parks" with manicured landscaping and large stormwater ponds. As they have aged, this development model is having an increasingly difficult time competing with office space in more vibrant, amenity-rich environments.

The Dublin Corporate Area Plan builds upon a study of Dublin's legacy office parks – including Metro Place and the businesses along Frantz Road – and seeks to determine ways to improve these areas for businesses, employees and residents, as well as encourage additional private investment that benefits the entire community.

Several major changes have occurred nationally in the past decade that present a challenge to the standard suburban office model in both the quantity and quality of the office experience. The first is a shift in the perceived and actual parking demand for certain users that now utilize a much higher employee-per-square-foot ratio than when parking ratios were first developed. The second is the consistent increase in employee desires for nearby convenience and entertainment uses, as well as other amenities. National studies show that today's employees expect to be able to walk to lunch, fitness centers

and other services from their workplaces. At the same time, integrated housing within office parks has become a growing trend around the country with the goal of creating a true mixed use, walkable environment that sustains businesses. The challenge for older office parks is to find the space for all of these uses, as well as the facilities that support walking, biking and transit connectivity.

This plan seeks to provide another generation of useful life for the Metro-Blazer District, while pointing the way toward future possibilities and sustainable economic trends.

Planning Goals

The following goal statements serve as the policy foundation for the Dublin Corporate Area Plan.

- ▶ Reposition the "legacy" office sites for another generation of success by encouraging new investment, as well as reinvestment in existing buildings.
- ▶ Create a walkable, mixed use environment with the commensurate amenities, while recommending places for infill and new development.
- ▶ Identify under-served markets and the related opportunities for attracting new private investment.
- ▶ Establish a strategy to "refresh" Frantz Road

streetscape that better reflects the gateway nature of this important corridor.

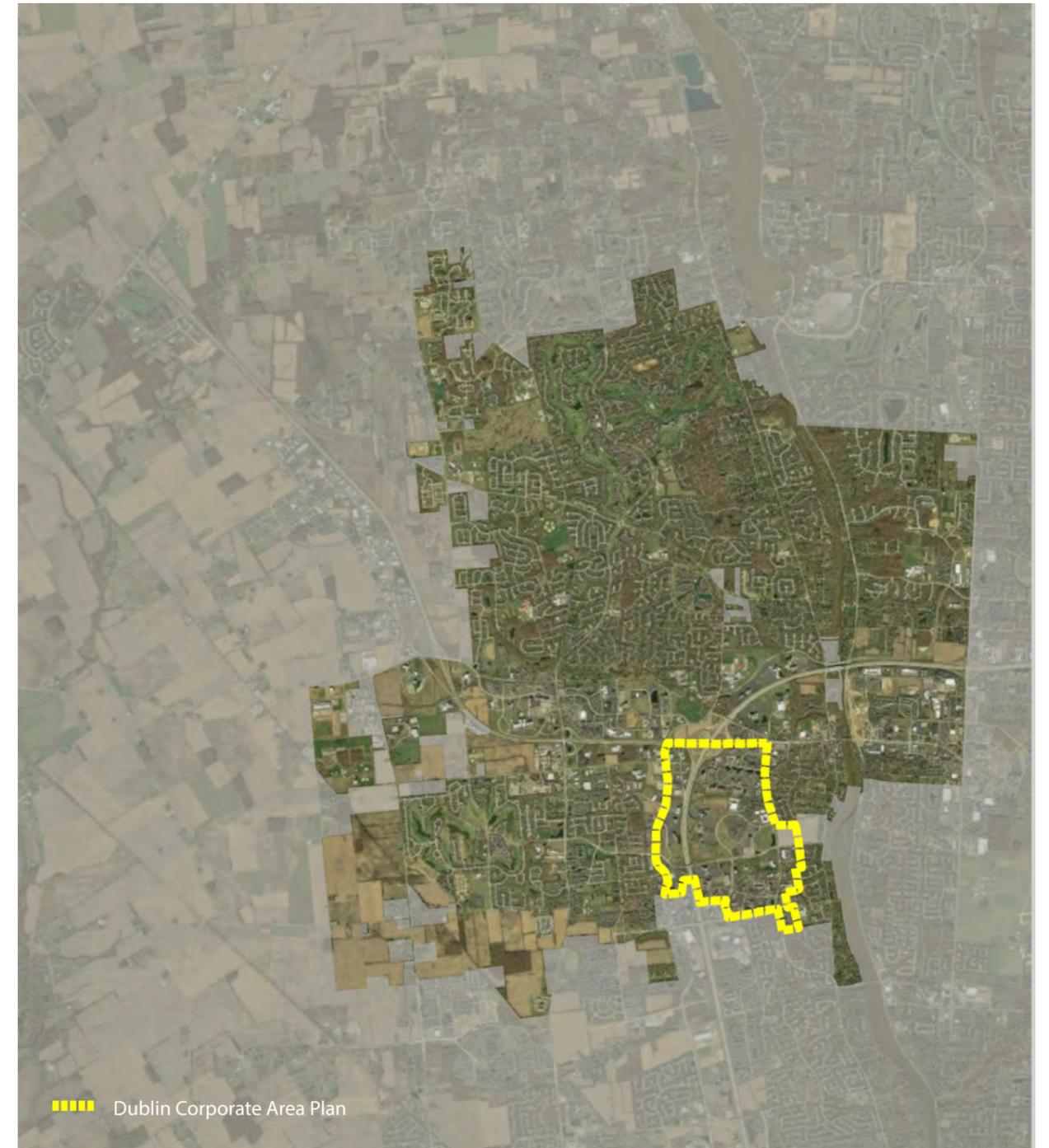
- ▶ Recommend mechanisms to ensure additional development on the west side of Frantz Road doesn't adversely impact neighborhoods to the east.
- ▶ Recommend zoning tools to ensure successful implementation of the vision and plan recommendations.

Planning Area Context

The study area primarily consists of large office users that developed during the 1970s to 1990s. Placed along I-270, these "outerbelt" sites were considered premium locations for suburban office development during this time period because of high traffic visibility and the focus on vehicular access.

Since the origins of this district, Dublin has expanded considerably, adding districts further northwest that focus on more targeted uses. These uses, such as technology and medical office, have been aided by public infrastructure investments to strengthen those markets. Dublin is also well underway in transforming the city core into a thriving and walkable mixed-use environment with the development of the Bridge Street District. Unfortunately the planning area has languished as times, tastes and technological needs have advanced.

CONTEXT



Dublin Corporate Area Plan

COMPLEMENTARY PLANNING PROJECTS



Map of Dublin business districts

West Innovation District

The western edge of Dublin is an area poised for significant change. The West Innovation District contains 1,100 acres of land between Avery Road, Houchard Road, Shier Rings Road, and State Route 161/ Post Road. The District is a key priority of the City and is targeted for office, research, laboratory and clean manufacturing uses. In particular, the District is home to the

Dublin campus of Ohio University, which is intended to grow to over two million square feet of development. Just as Dublin has grown and changed significantly over the last few decades, technology and the way business is conducted has also evolved.

West Bridge Street Corridor Framework Plan

With the completion of the I-270/ US 33 interchange, the West Bridge Street corridor is expected to undergo increased development pressure. The purpose of the West Bridge Street Corridor Framework Plan is to establish a consensus-based development vision for the planning area that will ensure public and private investments are consistent with the community's vision. It will also include conceptual streetscape plans for the West Bridge

Street right-of-way to ensure it transforms to a walkable public space. The framework plan will establish a cohesive policy so that all aspects of future development, including development character, walkability and pedestrian experience, connectivity and access, and supporting infrastructure are consistent with the previously established Bridge Street District Vision Plan.

EXISTING CONDITIONS

This chapter summarizes an assessment of existing conditions in the planning area. This is based on information provided by the City, consultant research and field observation. In combination, this provides an overall understanding of the planning area.

- ▶ Lack of open space amenities
- ▶ Lack of transportation options beyond the personal vehicle, although there is limited transit service in part of the district

Zoning Analysis
A basic zoning analysis established the obstacles and opportunities for change in the current code, consistent with the goals of this plan and the recommendations. A comparison between stated City goals and the results of the existing zoning demonstrated a disconnect that can be corrected with revisions and policy changes.

Current XXxx

While mostly "legacy" office buildings, the area also includes some newer office developments, mostly in the same stand-alone style. Other uses are limited to a few restaurants and some personal services and hospitality.

Conditions Assessment

Parking Usage

In order to create a baseline for the parking usage of current office uses, the planning team conducted a basic site survey. The methodology included a minimum of 3 visits per site, conducted at various times of the day and days of the week. As a result, a determination was made for each site as to a general capacity analysis (overall usage) and a general location analysis (spatial distribution of parkers).

Site Analysis

The prevailing office development pattern is largely homogeneous, exemplified by the following characteristics:

- ▶ Single-use sites and buildings
- ▶ Campus-style setting
- ▶ Freeway frontage where possible
- ▶ Buildings surrounded by large surface parking areas
- ▶ The shape of parking dictated by site boundaries
- ▶ The site design and landscaping highly influenced by a common zoning code

Market Analysis

A general Market Analysis was conducted to determine both current conditions and future potential. The analysis established the source and quantity of potential untapped demand already existing in the planning area. The Market Analysis included benchmarking of potential uses, and matching the near-term and mid-term demand profile for the area. More Market Analysis info here.

The result of these characteristics is an oversupply of the same type of office development, which is not responding to the most significant trends in office demand for Central Ohio.

The predominant condition is as an auto-dominant, lower density development pattern, focusing on vehicular access and large surface parking lots. With this aging development pattern, the buildings and site landscaping is also aging in many places.

Specific impediments to repositioning include:

- ▶ Lack of restaurants, personal services and amenities for the workforce, making office space less competitive within the regional market
- ▶ Parcel boundaries / fragmented ownership that preclude reinvestment
- ▶ "Tired" Frantz Road streetscape
- ▶ Outdated landscape zoning requirements
- ▶ Outdated site design zoning requirements

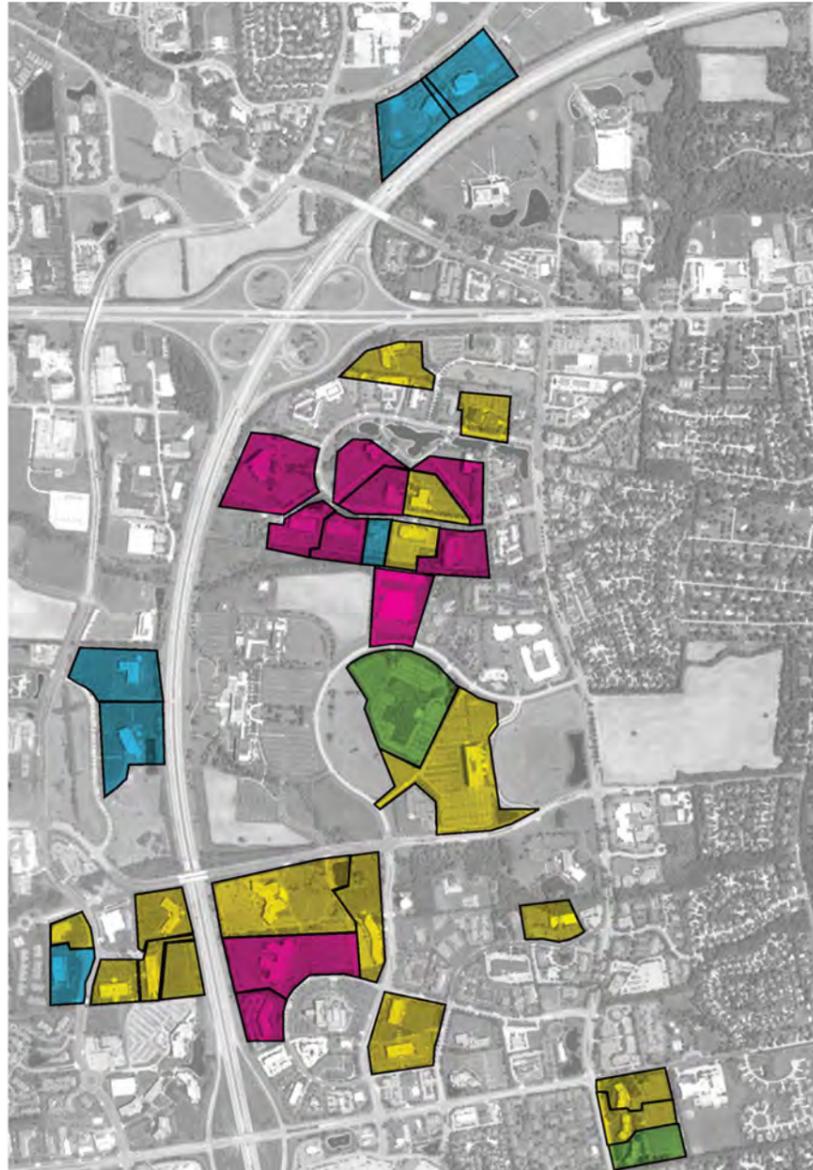
Targeted Site Analysis

An overall site analysis established the level of efficiency of site targeted as a sample of current conditions. The analysis also identified obstacles to usage and correlated between design and success/failure of sites from various competitive aspects.

Existing Parking Ratios

Typical parking ratios for Central Ohio suburban office development range from 4 to 5 spaces per 1,000 square feet. This is typical of many zoning codes and has proven to be the market standard for many years in places with limited transportation options beyond automobiles (insert Dublin standard here). For the sites assessed as part of the planning process, most employees arrive as single-occupant drivers.

In recent years, there has been a trend for some users toward higher parking ratios due to more employees per 1,000 square feet of building space. This is particularly pronounced in large single-user buildings where one corporation takes an entire building originally planned to house numerous businesses. By removing redundant common areas such as lobbies for multiple users, the single-user maximizes the number of employees. Another recent development has been the proliferation of call centers which use very little office space per employee and have challenges during shift changes when those arriving overlap those departing the site.



Number of parking spaces per 1,000 sq. ft.



*Average represents the regional parking ratio average among Dublin and select northern suburbs along I-270 as well as other newer office developments in Columbus

Targeted Site Analysis

In order to understand the current conditions regarding parking usage, an informal visual survey was conducted at all the designated study sites, observing the parking lots at different times throughout the day and on different days of the week. Identifying used and unused portions of the parking areas, data was generated as to both the usage rates and locations of parkers.

While certain users are experiencing parking shortages, many had consistent vacancy in a workable percentage of their parking lots. Those experiencing difficulty were typically very large single-user buildings and call centers of shift change. The problem for those other users who perceived a problem was that the parking existed but not within a convenient distance or location on the site.

Unsurprisingly, parkers tended to locate closest to building entrances. Observations showed that people largely parked within a distance of 400 feet to the nearest door in a typical parking layout with unobstructed views. The typical maximum was 600 feet on highly utilized sites. This sometimes meant that users would even park on adjacent lots and traverse the wide landscape barriers in order to have closer spaces than unimpeded spaces in their own lots. Several issues were identified on sites with perceived parking shortages:

- ▶ Parking areas located at a great distance from doors, sometimes on the freeway side of a building with no facing entrance



In the few lots closest to capacity, parkers would locate as far as 600' from the door, but typically no more than 400'.

- ▶ Overgrown landscape areas that obscured the view of the entrance from certain nearby parking areas
- ▶ Large areas of landscape buffering between adjacent lots in strategic locations for near-door parking
- ▶ Adjacent lots with no efficiencies for sharing due to compounded inefficient site design



While certain users are experiencing parking shortages, many had consistent vacancy in a workable percentage of their parking lots



Overgrown landscaping obscuring a view of the front entrance, leading to very low usage of parking spaces.



Image caption



Image caption



Image caption



Image caption

PUBLIC INPUT

Process

Public planning must be a marriage of technical assessment with public input. By design, the plan was a collaborative process involving city staff and professional consultants, as well as targeted outreach to Dublin residents and the business community. The approach was iterative with the intent of asking broad questions, then focusing the public dialogue with increasingly specific information in order to focus the public discussion on likely recommendations. Several new engagement tools were utilized, as described below.

Workshops and Surveys

Phase I:

- ▶ Business Community Outreach
- ▶ Workshop
- ▶ December xx, 2015
- ▶ Interactive polling

The first plan phase culminated in a workshop focused on property owners and brokers representing the study area as well as those working in the local offices. Through interactive polling, input was received to

guide the subsequent phase. An open house format allowed participants to discuss comments directly with the planning team. In general, feedback focused on:

- ▶ The need for more amenities for office workers
- ▶ Updates to the appearance of the sites and adjacent roadway corridors
- ▶ More efficient parking
- ▶ Strategies for more aggressive redevelopment of the area

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

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

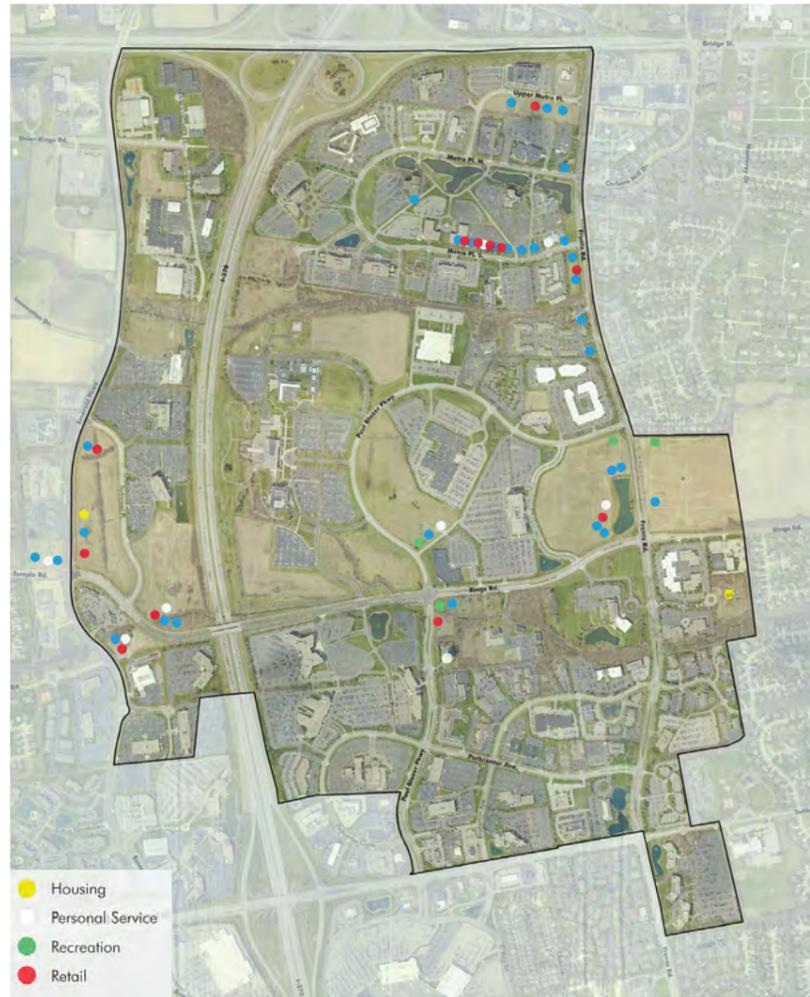
What is the reason you don't eat outside your building at least once a week?

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

- Phase II:
- Public Workshop #1
 - Date and location
 - Interactive polling
 - Web-based survey

Phase two began with a public workshop aimed at gathering input from residents, workers and others impacted by the study area. Interactive polling was used during the meeting and then translated into a web survey to gain further insights. Key feedback included:

- ▶ Strong desire for restaurants and retail amenities
- ▶ Interest in open space and walkability

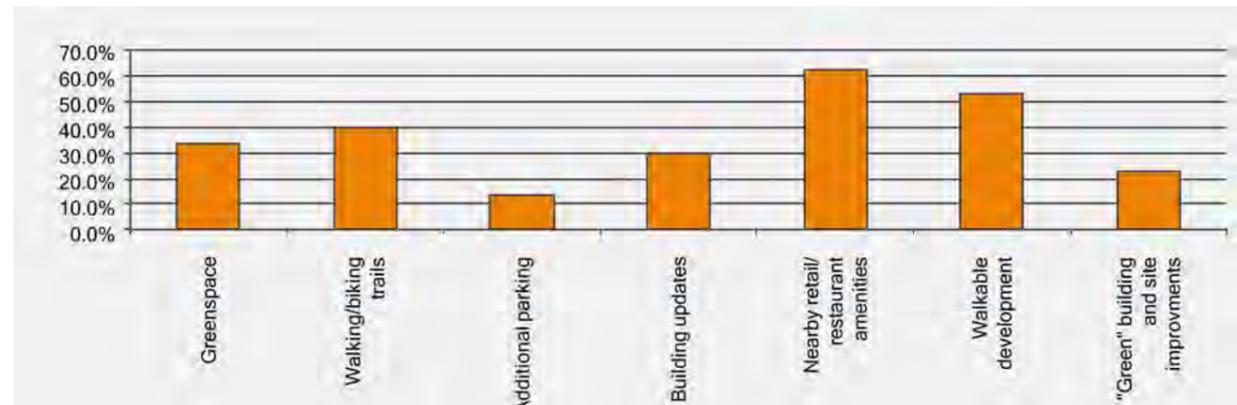
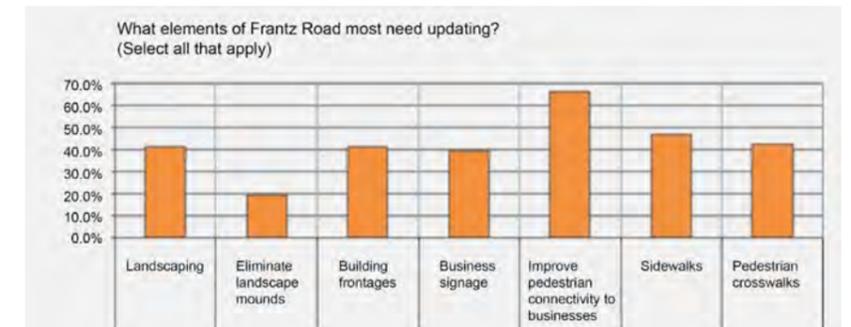
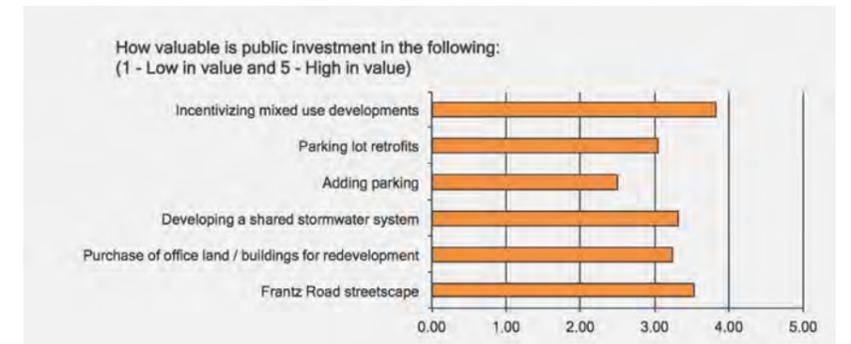


Results from Future Land Use Preference Exercise

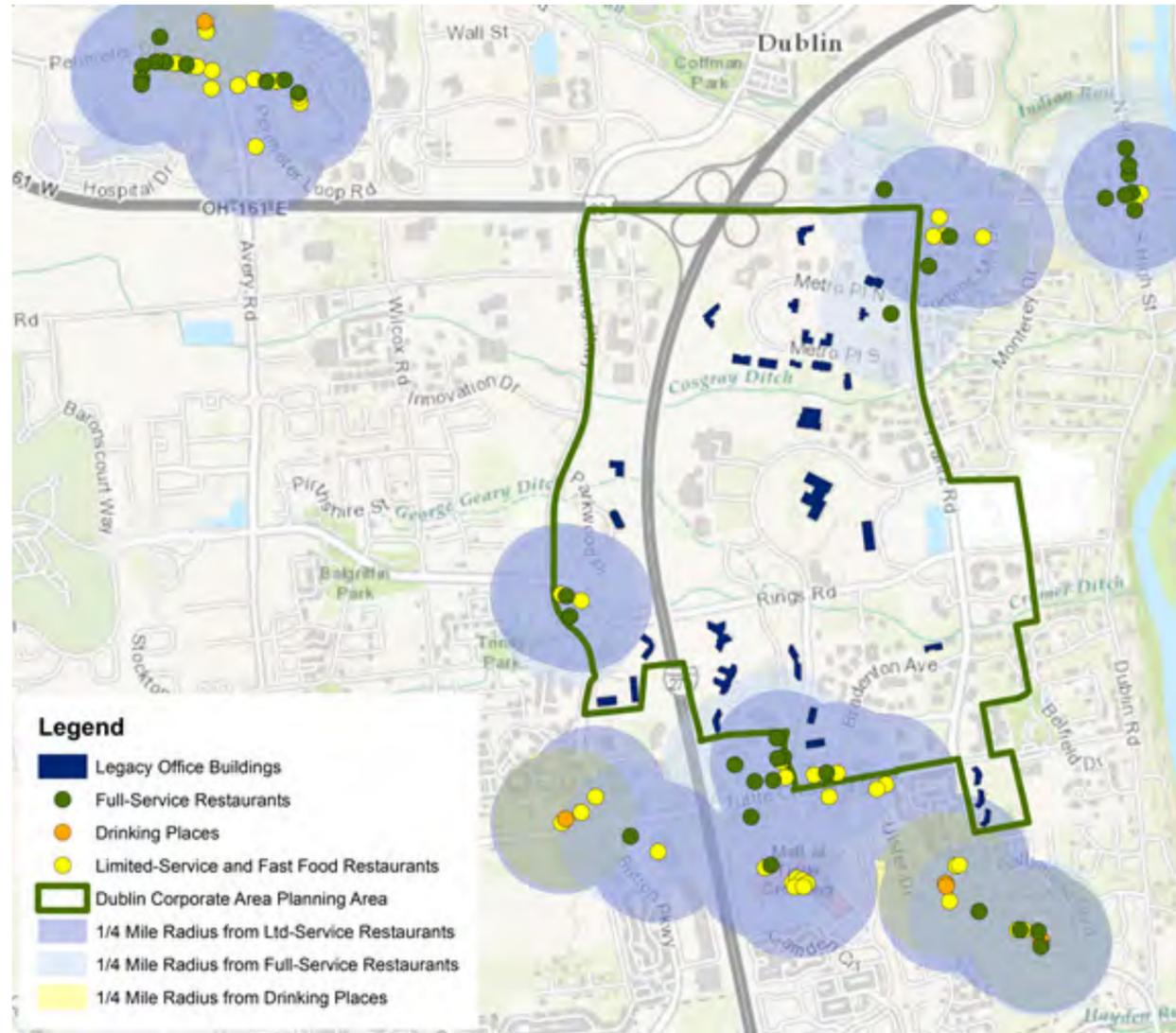
- Phase II (cont.):
- Public Workshop #2
 - Date and location
 - Interactive polling
 - Web-based survey

A second public workshop gathered input on specific development concepts. Interactive polling was again used during the meeting and then translated into a web survey to gain further insights. Key feedback included:

- ▶ Strong support for mix of uses
- ▶ Strong support for redevelopment of Frantz Road corridor
- ▶ Need to redevelop/refresh existing office
- ▶ Desire for a mix of uses



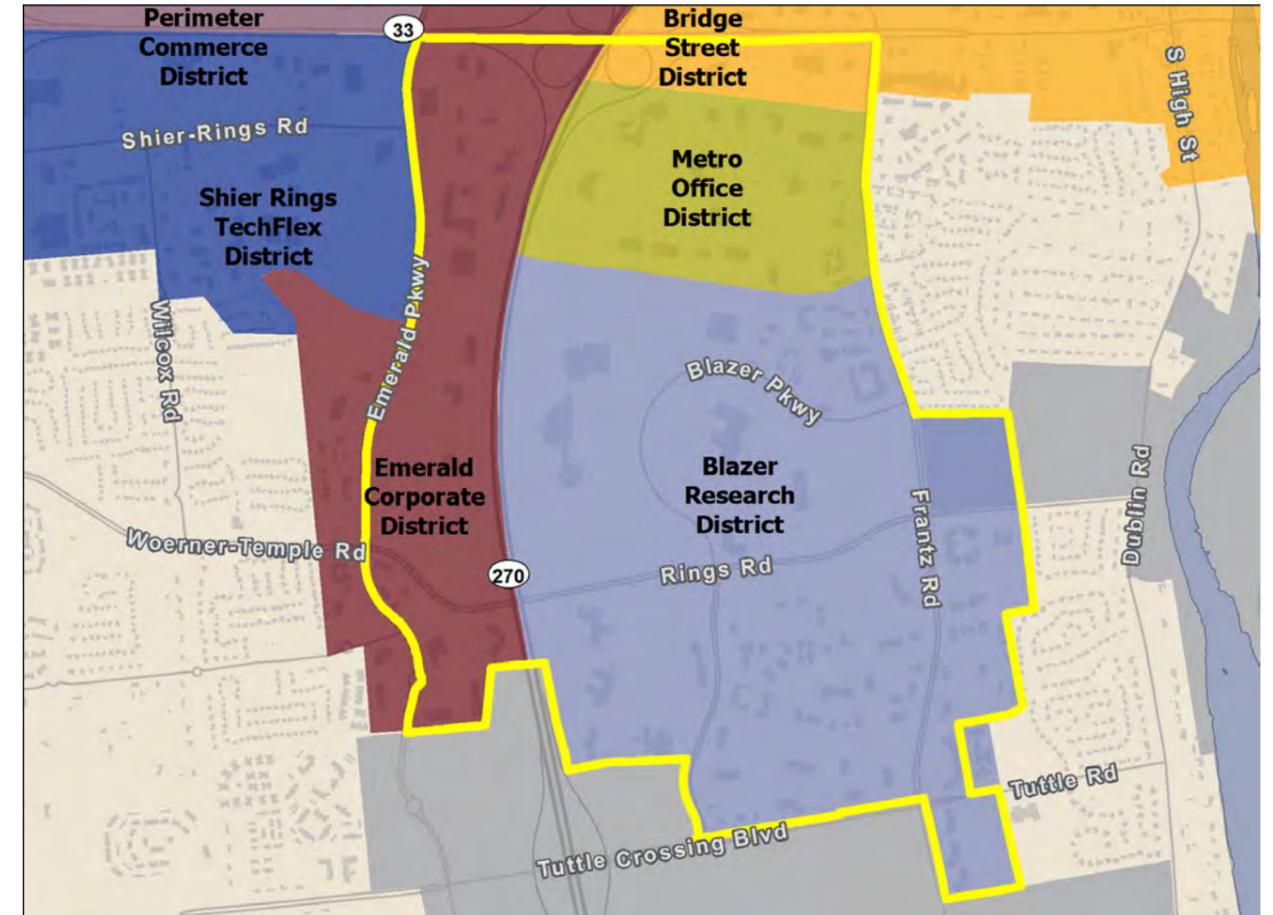
ANALYSIS



Factors

According to the NAIOP Research Foundation, "Office tenants today prefer to be located in amenity-rich, mixed-use, highly-accessible suburban vibrant centers (also known as "live, work, play" locations) rather than single-use suburban office locations by a margin of 83 percent to 17 percent."

Within the Dublin Corporate Plan Area, much of the office development is single-use in nature, under-served by proximate food and beverage establishments (those within 1/4 mile).



Viable Site Characteristics

While the preference by suburban office workers is overwhelmingly to work in mixed-use environments, not every site next to or in an office park can support other commercial uses. Viable retail/restaurant sites require the following characteristics:

- Ample market exposure
- Good visibility to passersby along road frontage
- High traffic volume (> 15,000 ADT)
- Ease of access
- Proximity to existing retail clusters preferred

A site location within each of the three districts was identified as having these viable retail/restaurant site characteristics.

Frantz/Metro Place
Frantz/Rings Road
Emerald Parkway/
Parkwood Place

Market Demand

Retail/restaurant spending potential was identified for each site area from three consumer types:

- Office Workers
- Hotel Patrons
- Local Residents

The primary demand analysis focused on consumer types who were within walkable distances of each site (quarter- and half-mile radii). The study area is

encompassed by several larger retail trade areas likely precluding development of big box retailers, such as warehouse clubs and department stores. Therefore, spending for these tenant types was not considered for this analysis. Secondary support from residents within a 5-minute drive time of each site was considered for a potential small-format grocer.

Highlights of nearby consumer types and spending potential for each site area follows.

Metro Place/Frantz Road

Consumer Types

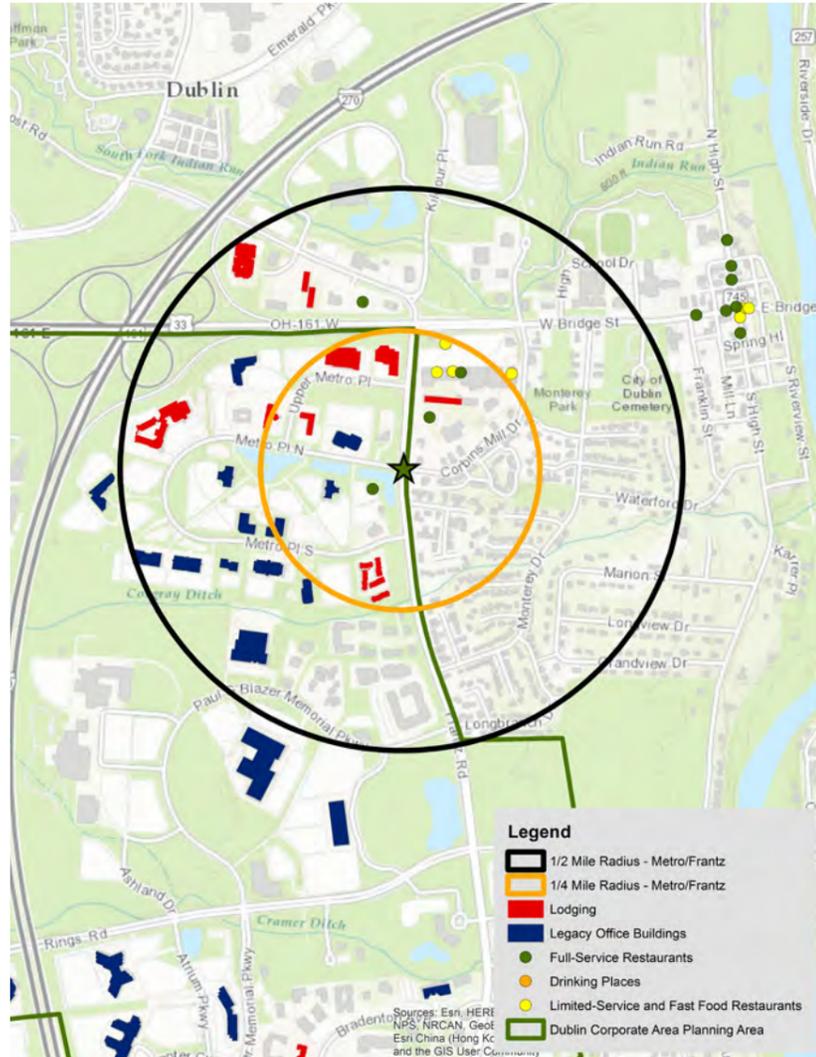
- 1,300+ hotel rooms outnumber resident population (1,234 persons, 2016 estimate)
- Estimated 300,000+ hotel room nights annually within ½ mile of site area
- More than 1.5 million square feet of office space, estimated 7,500+ employee capacity

Spending Potential

- \$40 million total retail/restaurant spending potential

Core Demand

- Restaurants and other food and beverage establishments



Frantz/Rings Road

Consumer Types

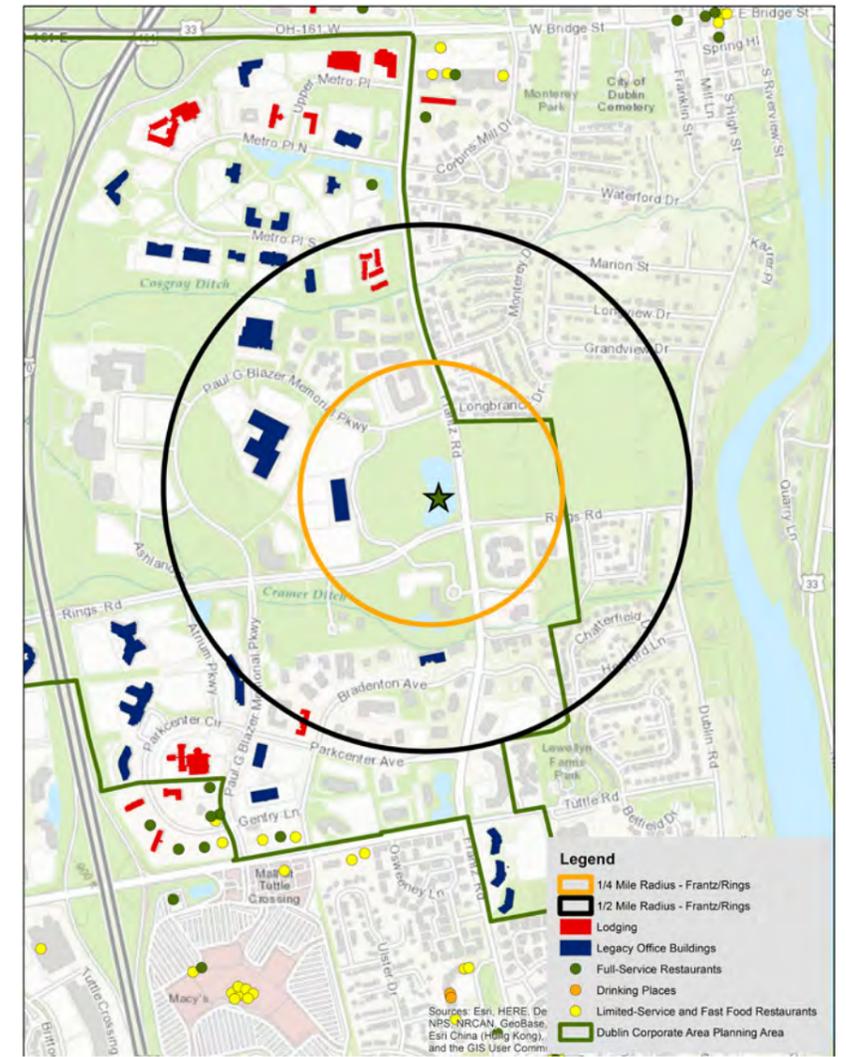
- 2.2 million square feet of office space, estimated 11,000+ employee capacity
- Low proximate population counts; however highest population count of three sites within 5-minute drive (nearly 10,000 persons)
- No hotel rooms within ¼ mile

Spending Potential

- \$24 million total retail/restaurant spending potential
- \$36 million spending related to small-format grocery (prepared food), including residents within 5 miles

Core Demand

- Mixed-use, focused on office worker and resident-oriented convenience retail



Emerald Parkway/Parkwood Place

Consumer Types

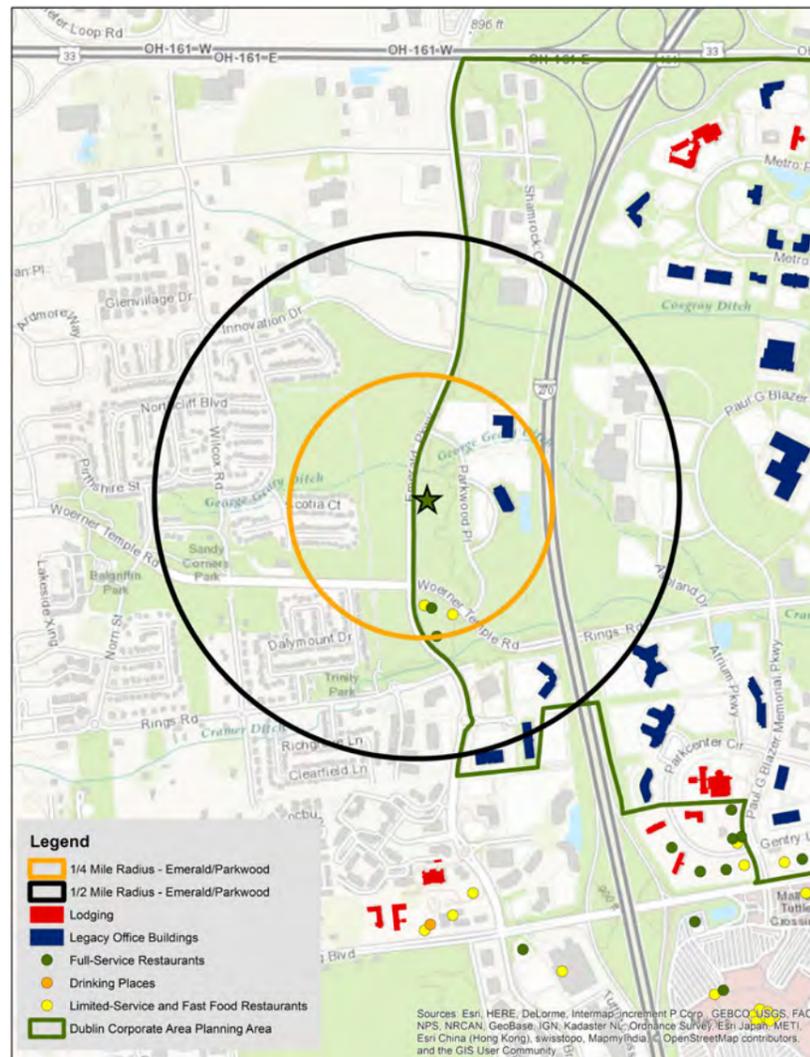
- 2.1 million square feet of office space, estimated 10,800 employee capacity
- Highest proximate population count of all three sites at 1,408 persons within ½ mile
- No hotel rooms within 1/2 mile

Spending Potential

- \$22 million total retail/restaurant spending potential

Core Demand

- Fast casual restaurant(s); limited near-term opportunities due to existing restaurants at Emerald Towne Center



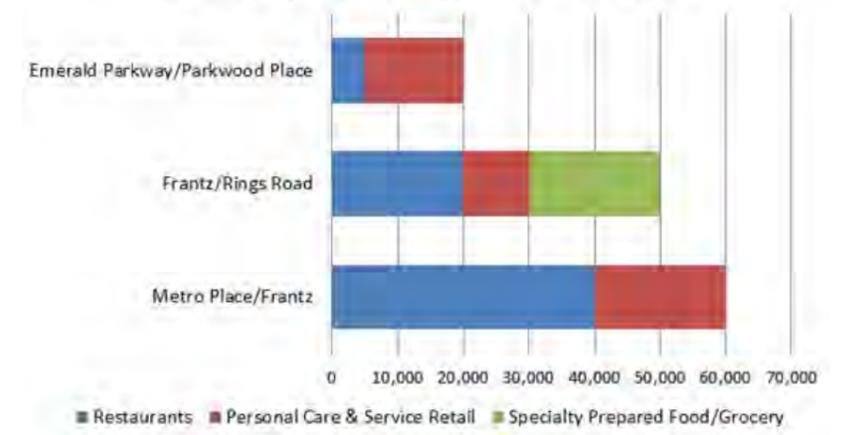
Results

Market-supported development specific to each site was calculated based on the following factors:

- Application of capture rates to spending potential
- Average sales per square foot by business type
- Demand is net of existing development to avoid cannibalizing existing businesses

It is common practice nationwide to integrate housing in the redevelopment of suburban office parks. Consideration should be given to the inclusion of housing in one or more of the Frantz Road redevelopment sites. Housing bolsters support for commercial uses and improves the overall financial feasibility of redevelopment.

Market-Supported Development By Site, Square Footage and Retailer Type



Development Area	Total Space by Retailer Type and Market-Supported Square Feet			
	Restaurants	Specialty Food/Grocery (5-Minute DT)	Personal Care/Service Retail	Total
Metro Place/Frantz	30,000 – 40,000	-	20,000	50,000 – 60,000
Frantz/Rings Road	20,000	15,000 – 20,000	10,000	50,000
Emerald/Parkwood	5,000	-	15,000	20,000

DT-Drive-time

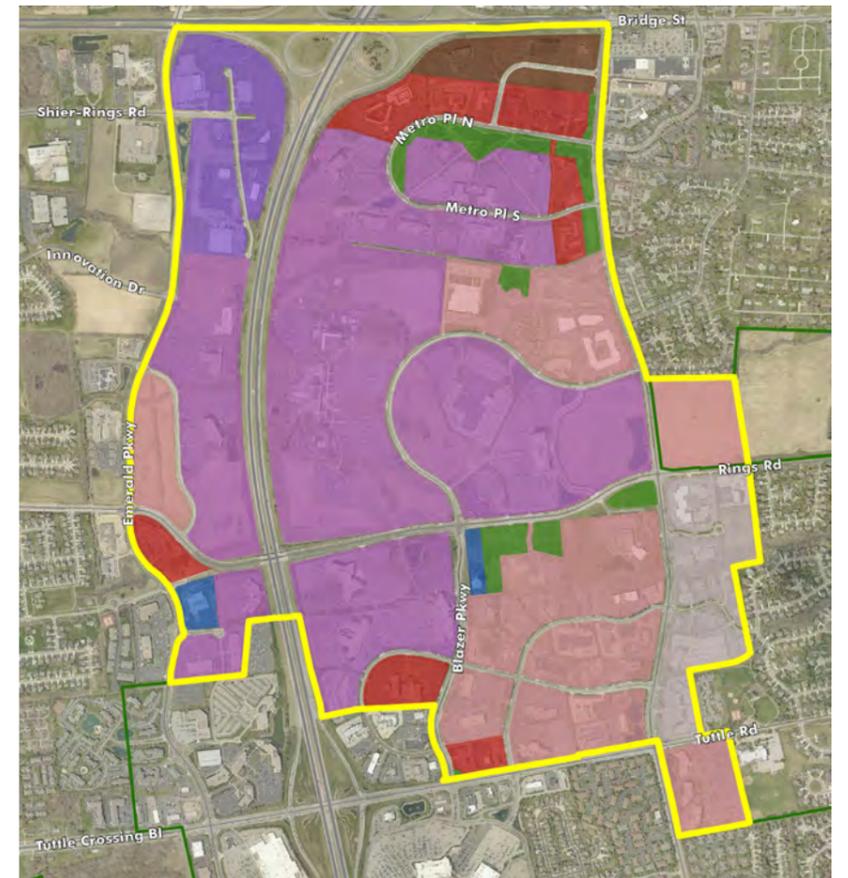
RECOMMENDATIONS

LAND USE

The Metro-Blazer District can once again become a thriving and highly sought-after commercial use district in the region. To revive and update the district, several key land use elements are recommended:

- Encourage a variety of uses, focusing on needed amenities to serve workers, nearby hotel visitors, and residents
- Utilize open space as an organizational element, focal point and usable amenity in the district
- Allow integrated residential development in key locations

As an alternative to the true urban character of the emerging Bridge Street District, Metro-Blazer can take many of the key lessons from that redevelopment approach, and apply them to this more typical suburban-style area with great success. This will require a targeted shift in future land use planning to complement the renewed approach to site design and redevelopment.



Civic/Public Assembly	Neighborhood Office/Institutional
Flex Office/Research & Development	Parks/Open Space
General Commercial	Premium Office/Institutional
Mixed Use Urban Core	Standard Office/Institutional

Existing Land Use



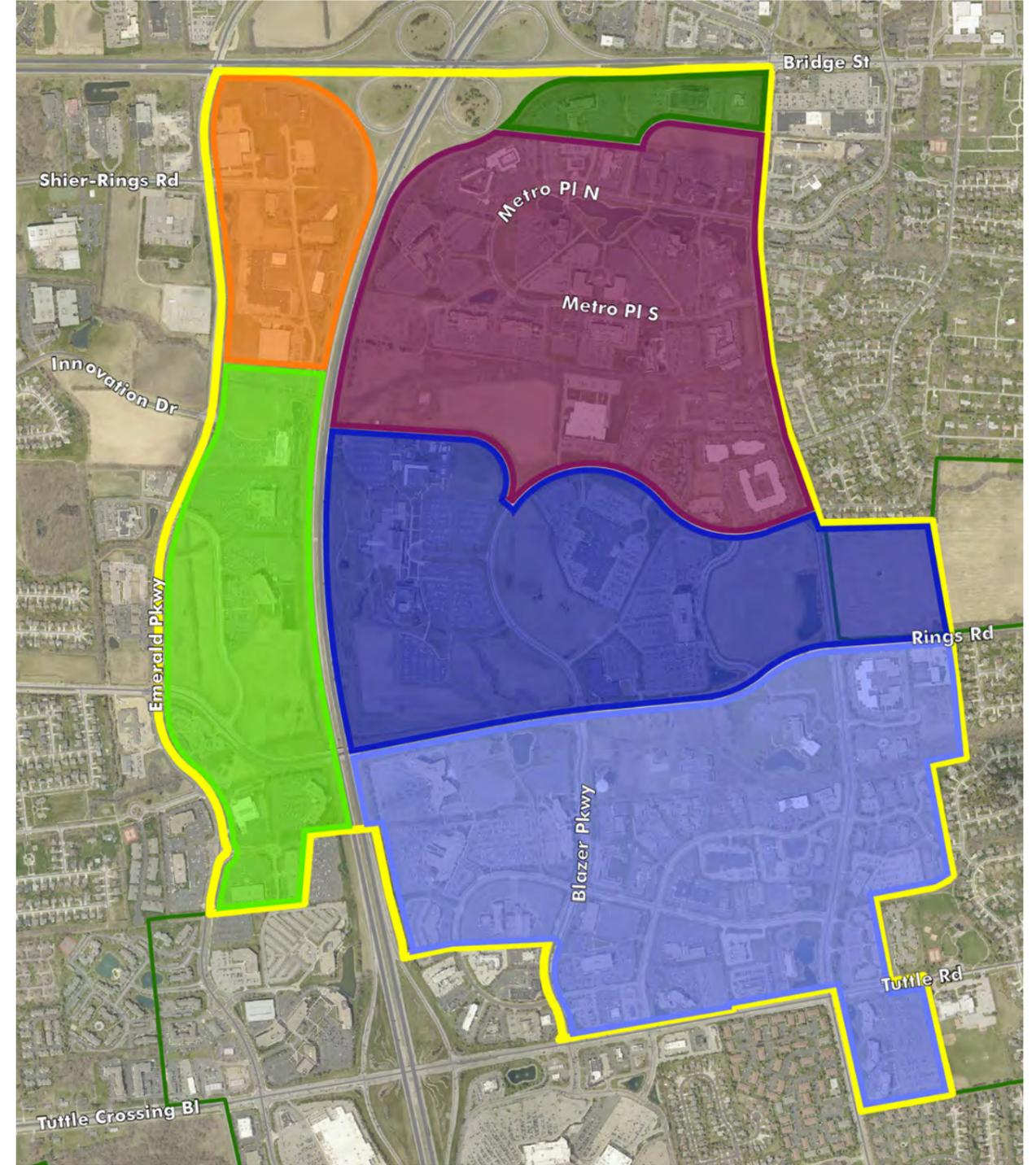
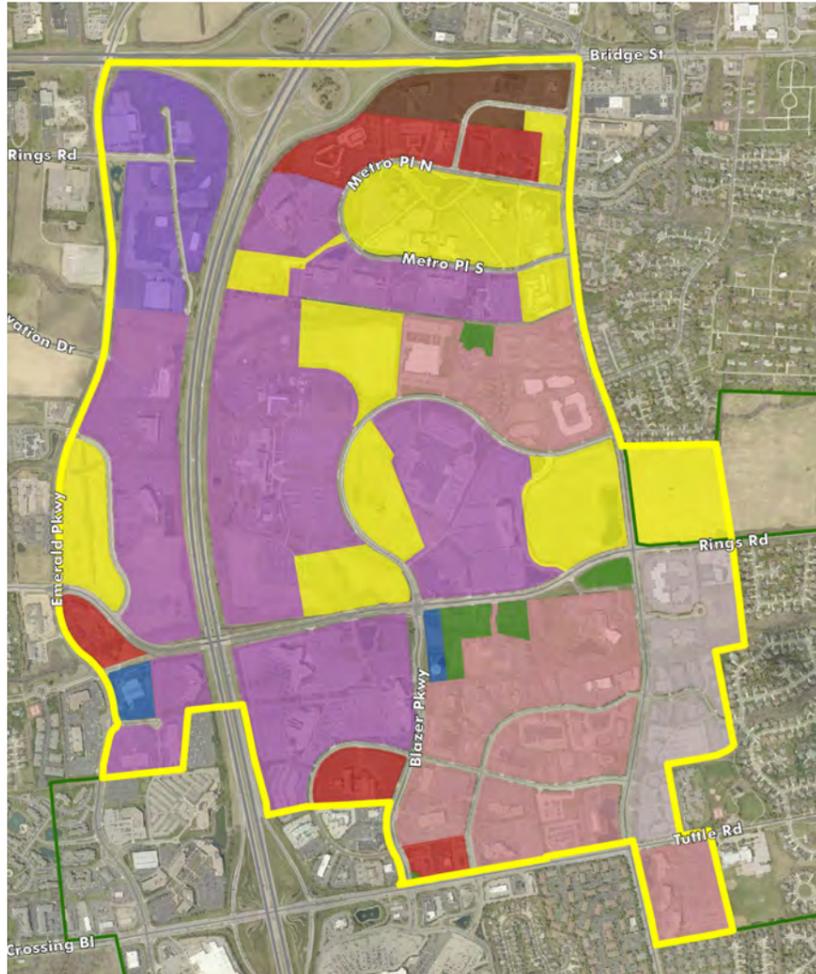
XXXXX XXXXX XXX



Future Land Use and Zoning

The recommended future land use designation for the planning area is Mixed Use Regional Center. This overall designation creates flexible use categories while establishing opportunities for regional destination users, neighborhood commercial components and some limited residential. Each Sub-District has a slightly different set of opportunities and preferred development outcomes. This will be reflected in the proposed zoning categories for each Sub-District.

The areas shown here represent near-term change opportunities. Designating these areas for a mix of uses will encourage the potential for change and remove barriers to a more integrated development approach. A land use designation as Mixed Use Regional Center could accommodate repositioning, while allowing for the continuation of the most successful aspects of the area.



Future Land Use Map

- | | |
|---|--|
|  MUR-1: Metro/Blazer |  MUR-3: Emerald |
|  MUR-2: Tuttle/Rings (North) |  Bridge Street |
|  MUR-2: Tuttle/Rings (South) |  Tech Flex |

MIXED CORPORATE DISTRICTS

Metro/Blazer Sub-District

The Metro Center Sub-District exemplifies the challenges of the “legacy” office development pattern. Once a premier office district in all of Central Ohio, this district now has a competitive disadvantage compared to more newly developed office areas, due to a lack of amenities, low walkability, and an outdated appearance. There are also practical difficulties in site access and highly inefficient parking and site design that must be remedied. This district does have great promise due to the excellent location and significant Frantz Road frontage. The introduction of a mix of uses, additional roadway connections, and strategic phased redevelopment will reposition this district to succeed for another generation. Appropriate uses include office, residential infill on key sites (density not to exceed 30 du/ac), and neighborhood commercial along Frantz Road (density not to exceed 20,000 sf/ac). A road extension should be explored, linking Metro Place South and Blazer Parkway, as well as Metro Place North with Shier Rings Road.

Zoning

MUR-1: Metro/Blazer
The Metro/Blazer Sub-District is both an office employment center for the city and the location of uses to support offices, hotel visitors, and nearby residents. Uses to include:
XX
XX
XX
XX



Image caption



Image caption



Image caption

Tuttle/Rings Sub-District

The Tuttle/Rings Sub-District has specific characteristics north and south of Rings Road

North of Rings Road the Tuttle/Rings Sub-District contains the largest opportunity for new investment given the amount of vacant ground in the Ashland Oil holdings. This area has contained a significant amount of vacant land since its original construction in XXXX. Appropriate uses include additional corporate office within the interior of the sub-district, however a limited amount of multi-story residential development is supported (density not to exceed 30 du/ac). The large undeveloped site along Frantz Road has been identified as a key near-term development site that could accommodate a mix of uses as a neighborhood center.

South of Rings Road, the Tuttle/Rings Sub-District contains a mix of office, hospitality and limited retail/restaurant uses. This sub-district benefits from immediate interstate access, as well as close proximity to Tuttle Mall. There are limited opportunities for infill development; redevelopment of existing buildings is not expected given that the building stock is fairly young. Residential development is not appropriate in this sub-district.

Zoning

MUR-2: Tuttle/Rings
The Tuttle/Rings Sub-District is XXXX. Uses to include:
XX
XX
XX
XX



Image caption



Image caption



Image caption

Emerald Sub-District

The Emerald Sub-District is west of I-270 and is generally more recent development than the other subareas. While newer, the offices do follow the typical development pattern with large surface parking lots surrounding the buildings. While limited in amenities and services (other than Dublin Town Center), appropriate uses will continue to be freeway-oriented office development. Between Emerald Parkway and Parkwood Place, office uses are appropriate at a density of no greater than 20,000 sf/ac. Hospitality, freestanding retail/restaurant and residential uses are not appropriate in this sub-district.

Zoning

MUR-3: Emerald Sub-District
The Emerald Sub-District is XXXX. Uses to include:
XX
XX
XX
XX

Bridge Street Sub-District

The Bridge Street Sub-District within this planning area is part of the larger Bridge Street District that extends east to Sawmill Road. Within this sub-district, there are additional infill opportunities because of proximity to the I270/US33 interchange. Additional office and hospitality uses are appropriate, supported by structured parking. The frontage along Frantz Road should continue to support neighborhood commercial uses.

Zoning

XXXX
There will be no change to the existing zoning district.

Tech Flex Sub-District

The Tech Flex Sub-District within this planning area is part of the larger Tech Flex District that extends west to XXXX. Within this sub-district, there are additional infill opportunities because of proximity to the I270/US33 interchange. Additional office or light industrial uses are appropriate

Zoning

XXXX
There will be no change to the existing zoning district.



Image caption



Image caption

DEVELOPMENT CONCEPTS

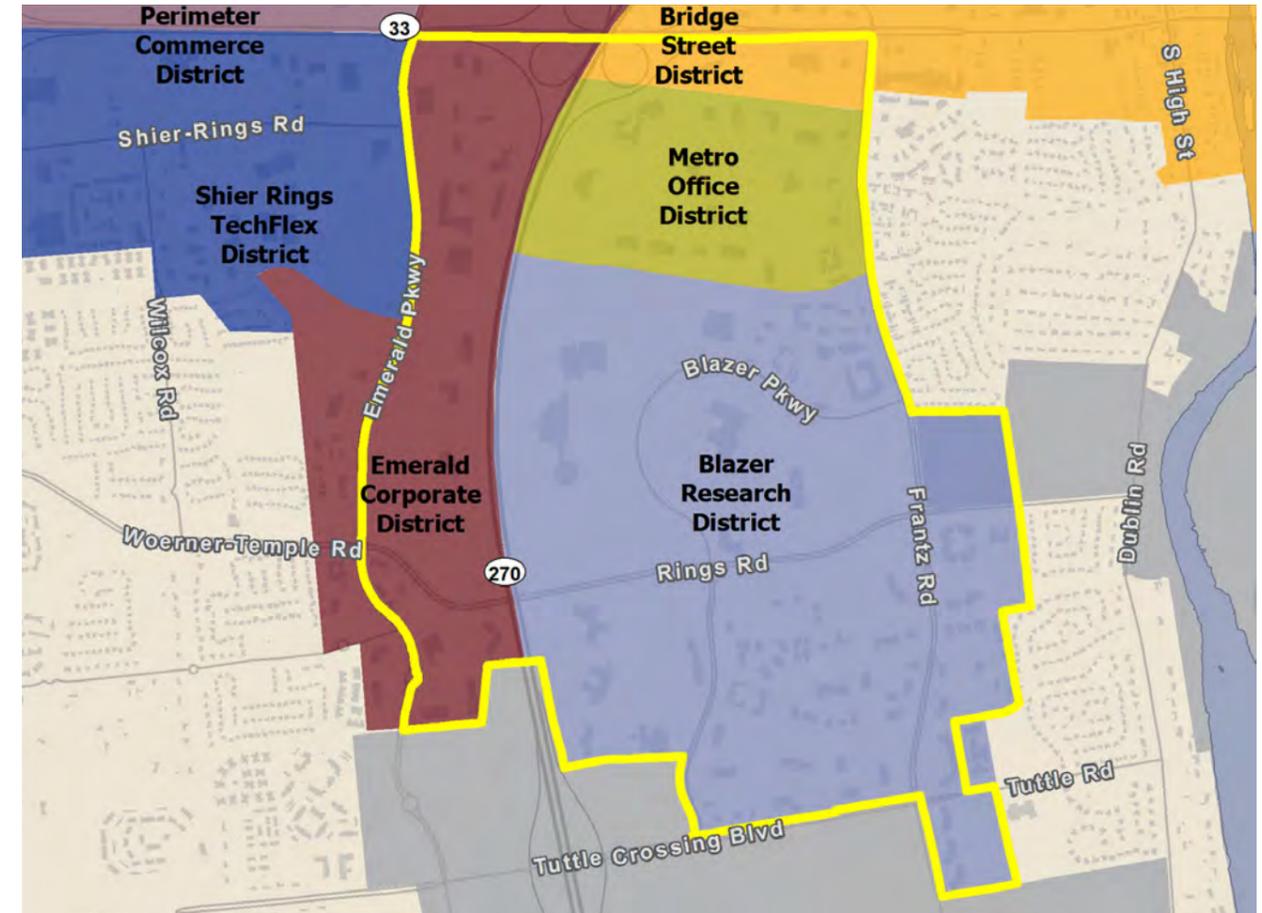
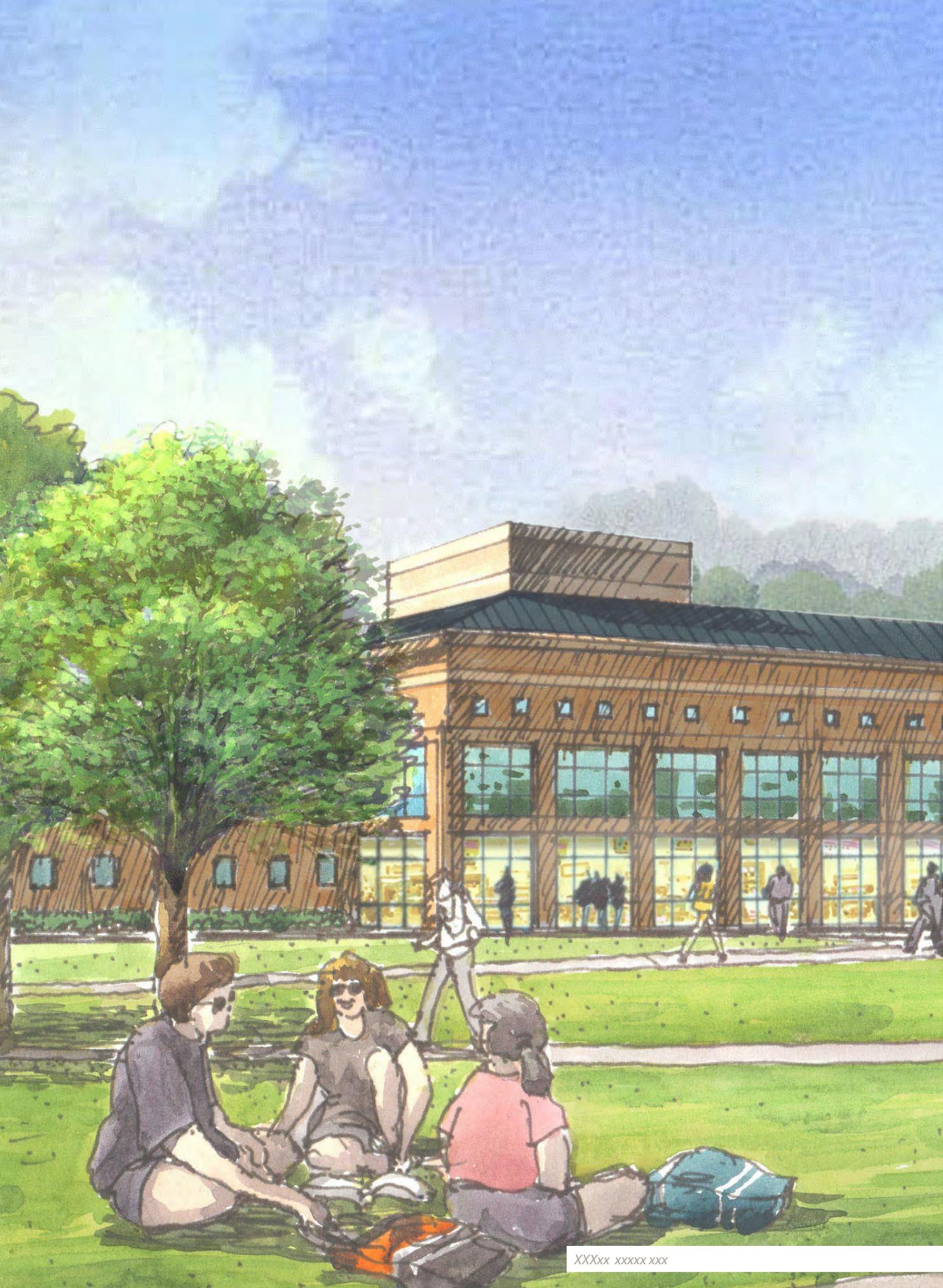


Image caption

Site Redevelopment

Targeted areas of redevelopment will introduce needed amenities and set the framework for the transition of the district. There are two key areas detailed as near-term opportunities along Frantz Road – the Rings Road Area, and Metro Center.

world scenarios for strategic development. These reflect both the market demand and the aspirations of local workers and residents for the area. In particular, a mix of uses including neighborhood amenities has been the focus.

Based on the results of the Market Analysis and Public Input, the concepts reflect real-

XXXXX XXXXX XXX

Rings Road Area

The large, undeveloped site at Rings Road and Frantz presents an immediate opportunity for development. The large adjacent building is about to have a new single-user tenant with thousands of workers. That site and adjacent areas are largely underserved for restaurant or retail and could also generate some additional demand for specialty uses such as a small-scale grocer. This site also has the advantage of fairly high traffic volumes on Frantz Road, attracting visitors from other areas of the city to augment the market demand of those adjacent to the site. The large parking area in the western portion of this site is being built to accommodate the new single-user tenant of the existing office building, and is being undertaken as a separate project by the City of Dublin.

Option A

Key aspects of the first option include:

- ▶ A full service “destination” restaurant along Frantz Road. This could be a large-volume brewpub-style restaurant or some other format that attracts large lunch and after-work office trips. It would also be a destination for local residents later in the day.
- ▶ Linear walkable “spine” is established to create an east-west walking route to link the large office building with amenities along Frantz Road.
- ▶ Small-format grocery at Rings and Frantz. Market demand indicates that a small-format grocery could succeed here. This would be similar to the limited footprint, two-story models currently being built elsewhere in Central Ohio. That model relies heavily on prepared foods and in-store dining in addition to grocery sales.
- ▶ Service retail uses along Frantz Road. These would be smaller uses within stand-alone buildings, primarily providing convenience services to the nearby office workers and residents.
- ▶ Office users around a central green. The location of these office buildings begins to establish a pedestrian-scale connection between the retail uses on this large site.



XXXXXX



Rings Road Development Option A



XXXXXX

Rings Road Area

Option B

Key aspects of the first option include:

- ▶ A full service “destination” restaurant along Frantz Road. This could be a large-volume brewpub-style restaurant or some other format that attracts large lunch and after-work office trips. It would also be a destination for local residents later in the day.
- ▶ Linear walkable “spine” is established to create an east-west walking route to link the large office building with amenities along Frantz Road.
- ▶ Small-format grocery at Rings and Frantz. Market demand indicates that a small-format grocery could succeed here. This would be similar to the limited footprint, two-story models currently being built elsewhere in Central Ohio. That model relies heavily on prepared foods and in-store dining in addition to grocery sales.
- ▶ Office users around a central green. The location of these office buildings begins to establish a pedestrian-scale connection between the retail uses on this large site.
- ▶ Service retail uses along Frantz Road. These would be smaller uses within stand-alone buildings, primarily providing convenience services to the nearby office workers and residents.
- ▶ Residential use anchors the southern edge of the site and introduces additional customers to support the proposed restaurant/retail amenities.



Xxxxxxx



Rings Road Development Option B



Xxxxxxx

Metro Center

The Metro Center area represents a huge opportunity for redevelopment. There are several options, each one creating further change from the current development pattern. Key to the area will be evolving the site design and the uses to better respond to current demand while also integrated uses for a sustained future. With Frantz Road frontage so close to Bridge Street, this currently underutilized asset will be the key to near-term changes.



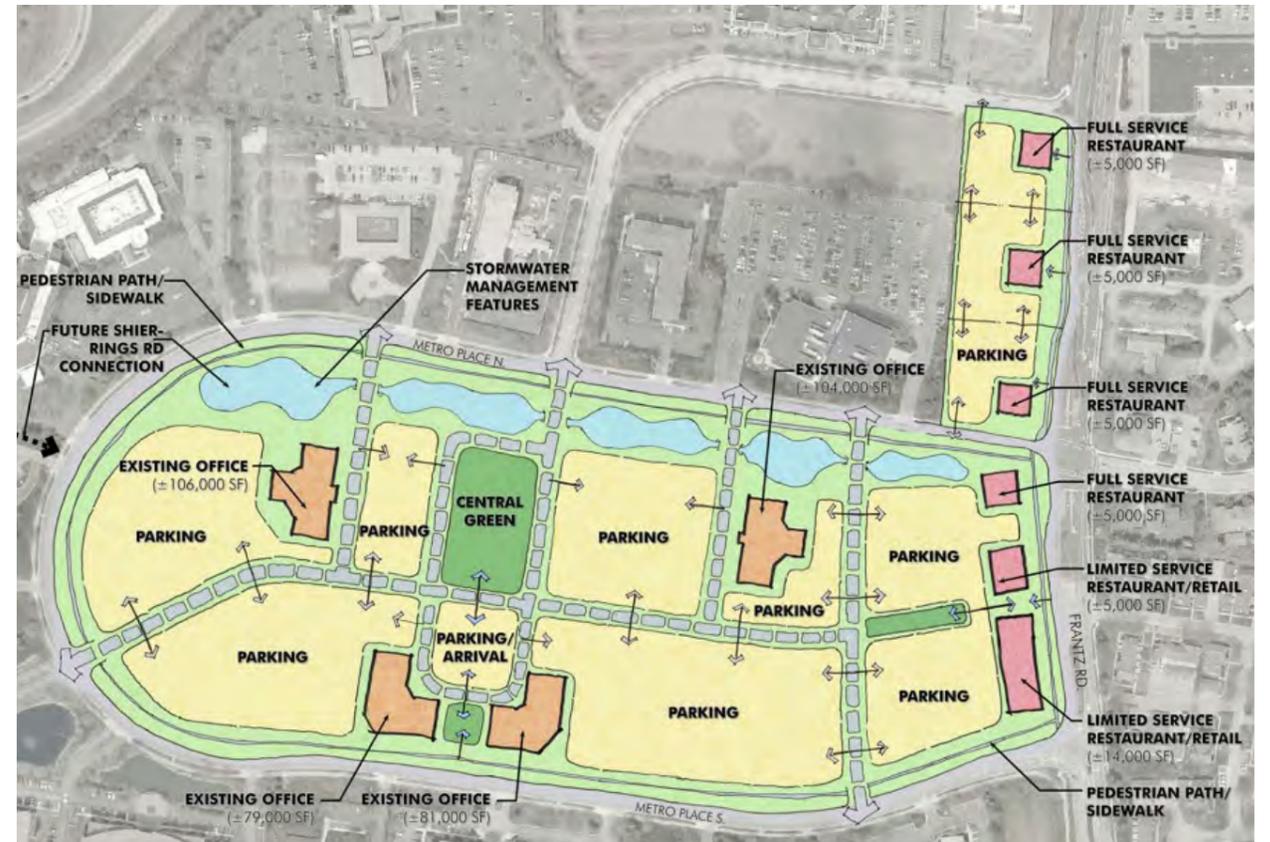
Option A

Key aspects of the first option include:

- ▶ Several full-service restaurants along Frantz Road. This could be combination of various restaurant styles, attracting large lunch and after-work office trips. They would also be key destinations for hotel visitors and local residents
- ▶ Existing office buildings remain with site revisions. The parking and access for the existing buildings would be reconfigured to greatly increase functionality and efficiency. In the near-term, this would accommodate significantly more parking spaces while still allowing for the creation of centralized green space.
- ▶ Central green is created as a site amenity and central organizing feature.
- ▶ Existing stormwater pods remain and are improved as a park amenity.



Xxxxxx



Metro Center Option A

Metro Center

The second option introduces a greater mix of uses while still working with the existing office building footprints.

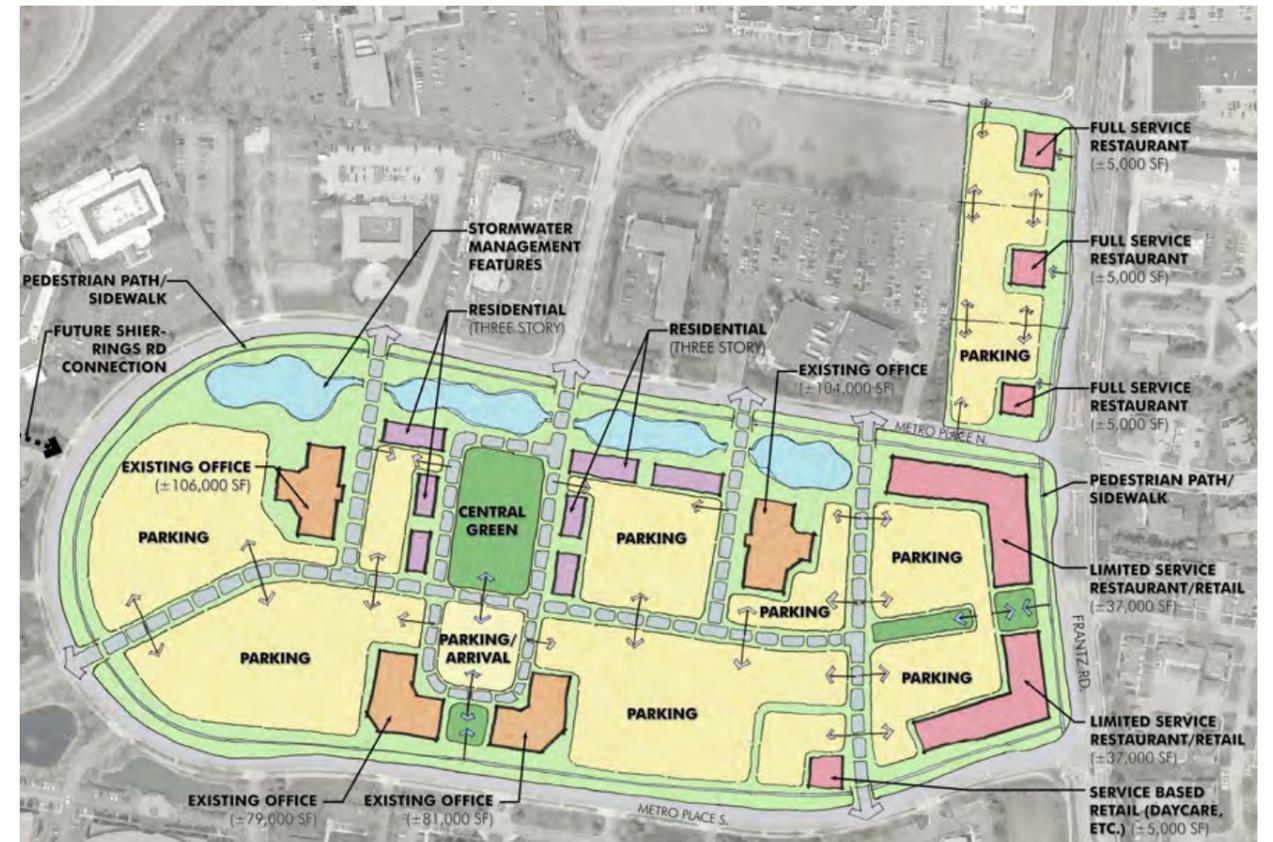
Option B

Key aspects of this option include:

- ▶ Mixed-use commercial buildings along Frantz Road. By introducing a building with several floors and pulled close to Frantz Road, this plan begins to establish a stronger character for the corridor while allowing a mix of restaurants, retail and office.
- ▶ Residential around the green. Residential uses are introduced around the central green, further expanding the district into a neighborhood. This use can be accommodated within overall parking demands due to the efficiencies gained by revising the overall site access and parking layouts.
- ▶ Existing stormwater ponds along Metro Place North remain and are improved as a park amenity.



Xxxxxxx



Metro Center Option B

Metro Center

This option envisions a wholesale redevelopment of the site. It is likely that market demands and parking requirements could be different by the time this type of approach would be implemented, so other opportunities for uses and site development should also be revisited at that time.

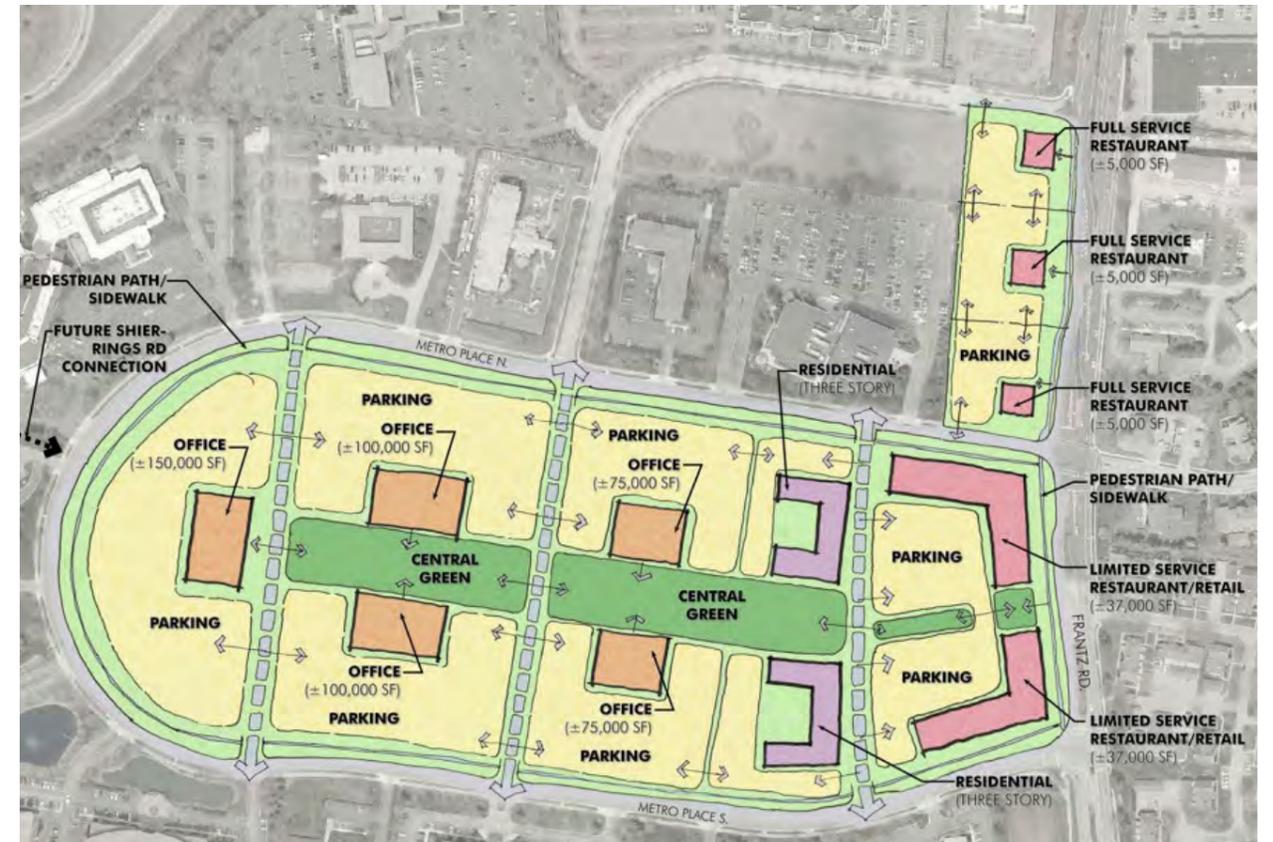
Option C

Key aspects of this option include:

- ▶ Creation of a large central green. The primary organizing element is a very long central green. This provides a true campus-like quality and a strong open space amenity for all users.
- ▶ Residential at eastern end of green. Residential uses are located adjacent to the commercial mixed-use along Frantz Road and create a transition into the central green area.



Xxxxxx

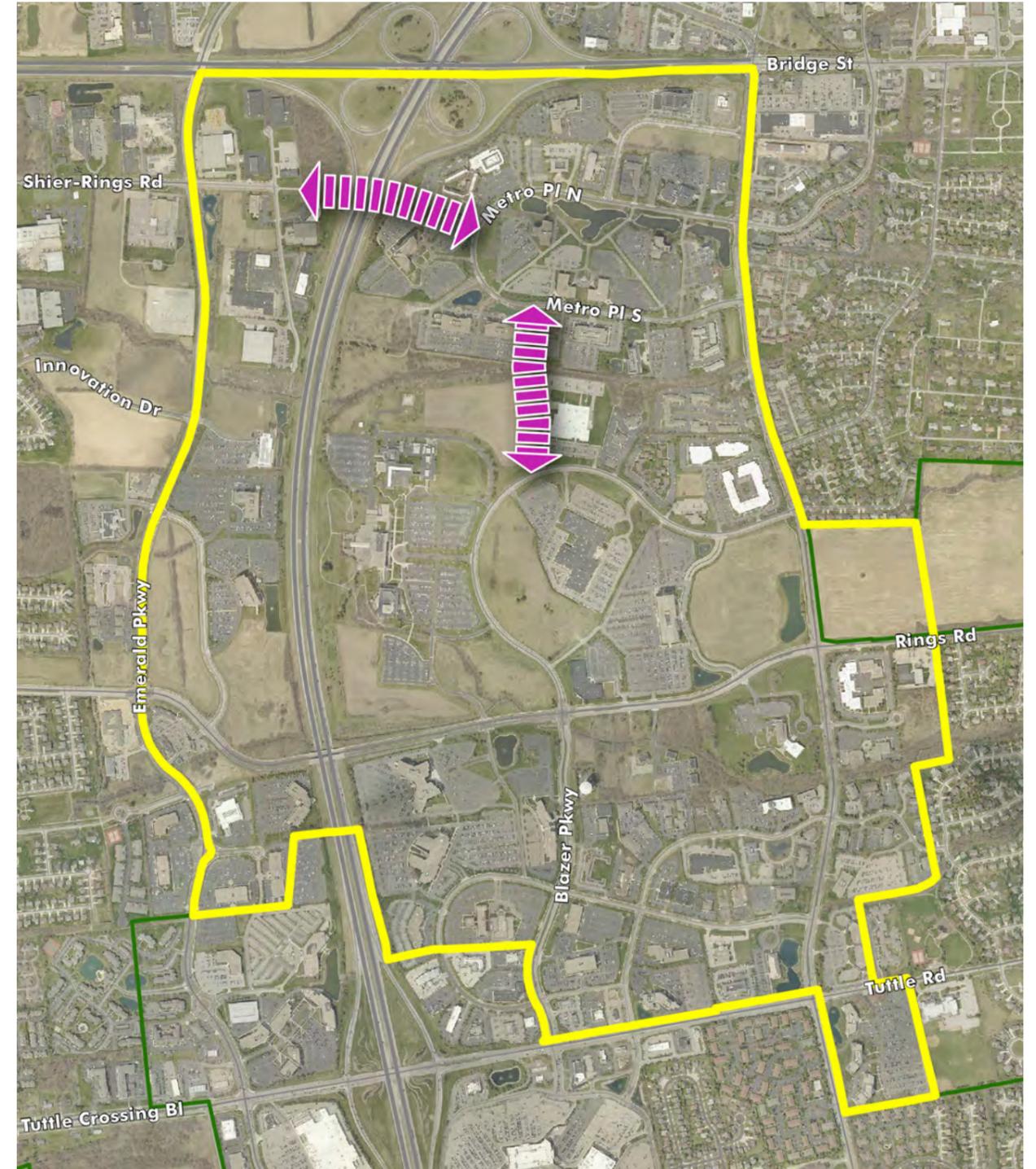


Metro Center Option C

CONNECTIVITY

Heading

Improved occupancy combined with newly developed commercial spaces in the study area will likely create the need for improved connectivity between sub-districts. Input from community meetings indicates a perception of traffic congestion in the area today, especially at peak travel times for the predominately office oriented commercial district. In addition to ongoing studies for key intersections the city should consider a study to review possibilities for secondary connections between east and west sides of the I-270 corridor as well as north/south connections between the Metro Place and Blazer sub-areas. These connections would not only likely improve overall traffic congestion but also provide better options for access to proposed retail amenities by various office users.



SUSTAINABILITY

Site Design

with a mix of previously developed and greenfield sites in the study area there are a variety of options for incorporating intelligent practices that can enhance the local environment: Storm water (harvesting, low impact techniques, bio-swales, pervious surfacing, etc.), smart irrigation systems, lighting systems, planting arrangements and techniques (reduction of supplemental irrigation, soil volume for long term tree growth, etc.), support for solar energy collection, plan ahead for potential re-development of parking areas if an eventual reduction in demand due to car sharing trends

Building Design

Both new and existing buildings can contribute to the sustainable movement. Energy efficient design for new and retrofitted mechanical systems, use of local materials in new construction and renovation, recycled materials for renovation projects, incorporation of materials that assist with wind and solar energy collection, water conservation through selection of appropriate fixtures for new and renovated facilities, etc.

Transportation

technological advancements and national trends in personal preferences are leading to changes in our mobility choices within the community. Landowners can contribute by: Provide preferred spaces and facilities for low or no-emission cars or carpoolers, provide ample and secure bike parking and amenities (air hoses, repair tools, changing stations, bike lockers, etc.), ensure multi-use path systems provide safe and easy access to building entrances



CORRIDOR

FRANTZ ROAD



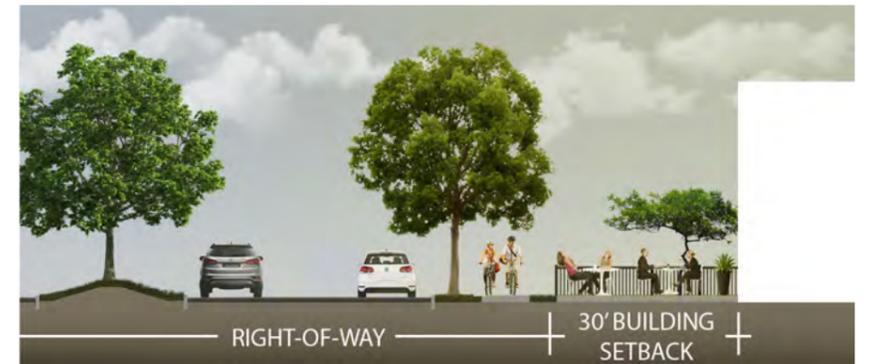
The Frantz Road Corridor is in need of aesthetic and functional updates. In particular:

- ▶ Landscaping has become overgrown, lacks aesthetic appeal, and blocks the view of many uses
- ▶ Signage is often physically separated from uses and ineffective
- ▶ Active transportation amenities for walking and biking should be augmented

Updates to Franz Road should be part of a larger strategy that can occur in conjunction with corridor redevelopment and/or as a separate initiative by the city. The Frantz Road Corridor is in need of aesthetic and functional updates. In particular:

- ▶ Landscaping has become overgrown, lacks aesthetic appeal, and blocks the view of many uses
- ▶ Signage is often physically separated from uses and ineffective
- ▶ Active transportation amenities for walking and biking should be augmented

Updates to Franz Road should be part of a larger strategy that can occur in conjunction with corridor redevelopment and/or as a separate initiative by the city.



Pedestrian Connectivity

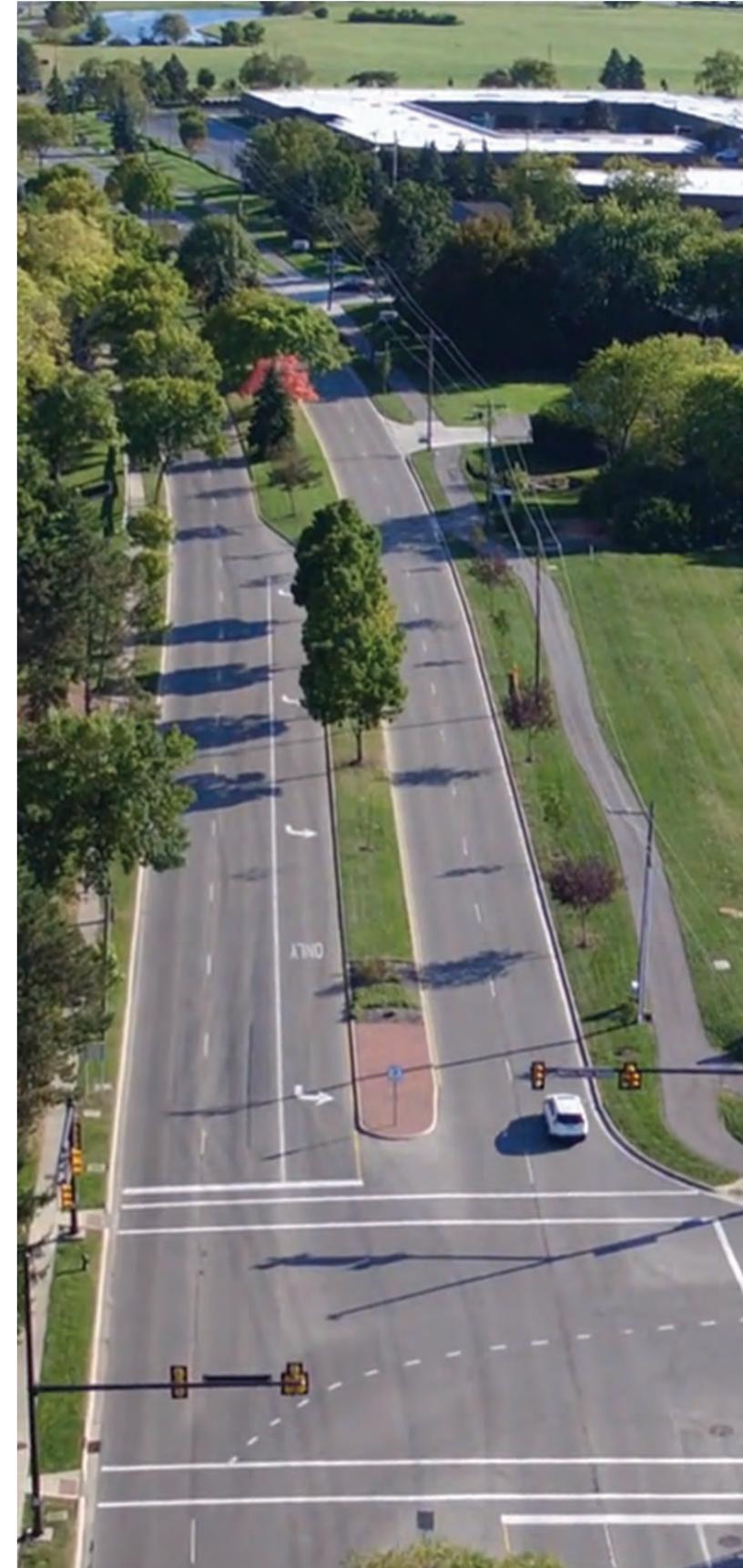
Stakeholder and community input indicated the desire to improve pedestrian connectivity along the corridor. Existing sidewalks and multi-use paths provide an excellent infrastructure to build upon. Possible additional enhancements should focus on ease of access from neighboring residential areas to existing and proposed businesses. Specific examples cited include: provide clear crossing points at intersections, painted crosswalks, pedestrian safe havens in existing medians, user activated or automated crossing signals, etc. Additional consideration should be given to providing ease of access to main entrances of buildings from the public right-of-way.



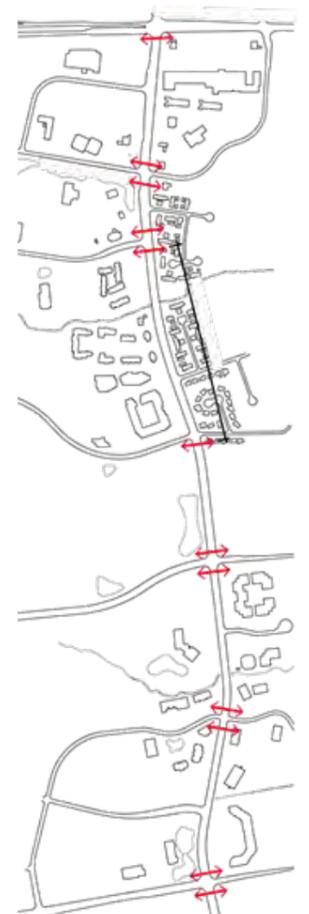
Existing medians limit opportunities for pedestrian crossings



Future pedestrian crossings could be evaluated at Parkcenter Ave. and Cramer Creek Ct.



Pedestrian crossing from Metro Place S. to Blazer Parkway (approx. 1/3 mile) do not exist



Landscape Screening

One of the most recognizable landscape features in Dublin is the existence of intense screening along the public rights-of-way. This code requirement has established an aesthetic that appeals to residential and commercial citizens alike. As one of the earliest commercial development corridors in the city Frantz Road is also home to some of the most mature landscapes. Many of the commercial properties along the corridor could contribute to rejuvenation of the streetscape by pruning, replacing or otherwise enhancing dense overgrown buffer plantings. The city should consider programs to incentivize participation in planting enhancements along this corridor.



Existing dense landscape screening along property frontages obscures view of businesses from Frantz Road.



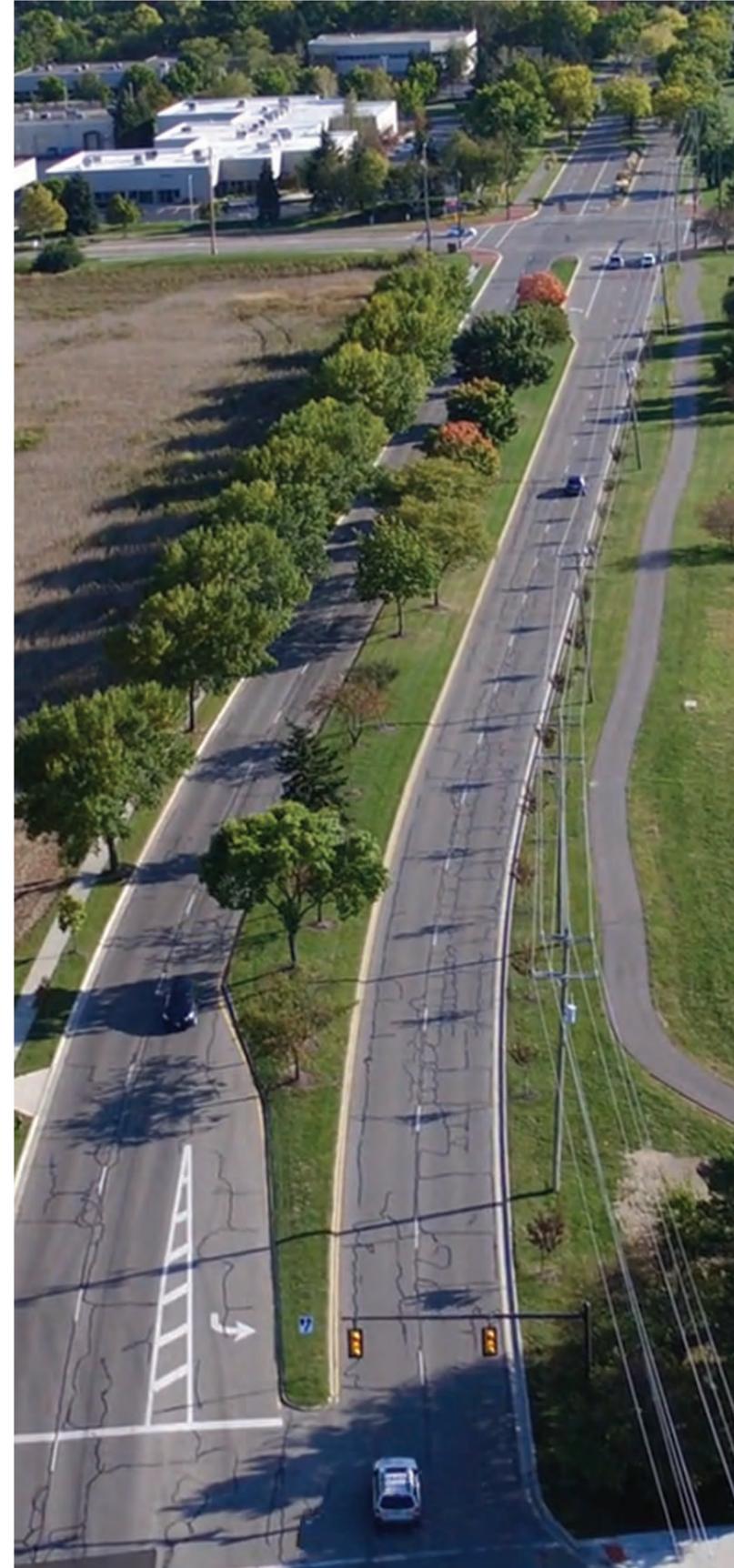
Existing landscape is often overgrown creating a "tired" appearance.

Overhead Utilities

Overhead utility lines and poles dominate the right-of-way along the western edge of the Frantz Road corridor. Selective relocation to underground utilities would not only enhance the visual appeal of the corridor but also allow for larger shade trees to be planted for a better canopy.



Overhead utilities are unattractive and at times conflict with pedestrian circulation.



Overhead utilities limit the size of street trees that may be planted

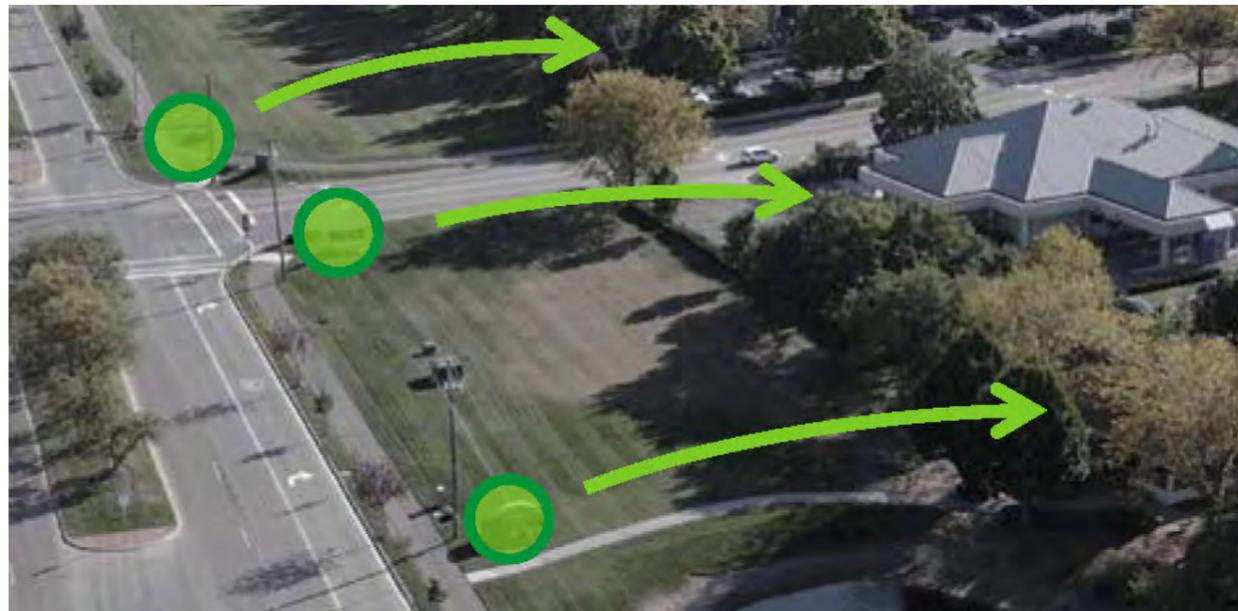


Signage

A relatively low percentage of businesses in the Frantz Road corridor portion of the study area have direct frontage along Frantz Road. As part of the city's signage and wayfinding standards thought should be given to providing shared signage, sub-district branding or identity and other opportunities for businesses to be identified along the primary access corridors.



Existing wayfinding signage is unclear and unhelpful



Existing signs located far from the businesses they serve

IMPLEMENTATION

TIMELINE

The Implementation Chapter identifies actions necessary for implementing the vision reflected in the Dublin Corporate Area Plan. This plan outlines a framework to reposition this area for another period of success, realizing that long-term changes to the planning area will likely be more comprehensive in scope. In the near term, the planning area can be repositioned through strategic interventions, targeted development and regulatory updates.

Update zoning

- ▶ Prepare and adopt a new zoning classification for the planning area, based upon the West Innovation District structure and process
- ▶ Incorporate new surface parking lot landscaping requirements consistent with the West Innovation District.
- ▶ Provide technical assistance to property owners/managers regarding on-site landscape maintenance, including revising landscape plans consistent with new standards.

Prepare and adopt development and design guidelines

- ▶ Prepare and adopt guidelines that explain the design intent of this plan and the new zoning district.
- ▶ Encourage new development consistent with this plan and the context of individual sites

- ▶ Provide additional design flexibility for sites and new construction, consistent with the adopted plan.

Develop a complementary mix of uses.

- ▶ Create amenities that will improve office competitiveness, reduce vehicle trips and increase productivity. As identified in the market analysis, there are existing underserved markets here and gaps in certain uses
- ▶ Initial target sites and general development approaches have been identified based on existing market demand
- ▶ Conduct proactive outreach to property owners to promote the concepts and seek potential partners for redevelopment
- ▶ Design and implementation a neighborhood center design solution for the Rings-Frantz site.

Refresh building architecture

- ▶ Collaborate with building owners on potential architecture "facelifts;" investigate incentives
- ▶ Encourage the reorientation of building entries to maximize the use of existing parking.

Consolidate parking and site access

- ▶ Encourage the combined/shared parking areas to

maximize the efficiency of parking

- ▶ Encourage combined/shared drive access areas to maximize efficiency and allow complementary development.

Optimize parking for existing sites

- ▶ Encourage property owners to identify opportunities to expand parking adjacent to or within sites, while following quality site design approaches and meeting the goals of the city for landscape screening.
- ▶ Anticipate the potential for reduced parking demands in the near future.

Promote "green" approaches

- ▶ Consider mandating green approaches in site through the zoning code (e.g. pervious pavement).
- ▶ Encourage more sustainable approaches to parking lot and site design than currently utilized, such as pervious pavement and biocells, to improve the quality and decrease the quantity of stormwater runoff while potentially adding parking spaces.
- ▶ Encourage use of solar and wind as power sources to support individual buildings
- ▶ Identify incentives to extend such solutions beyond "minimal" applications, such

as no interest “green” loans or grants for experimental solutions.

Refresh Frantz Road corridor

- ▶ Allocate funds to design and implement streetscape improvements.
- ▶ Hire consultants to prepare construction drawings and proceed with procurement of construction services once funds are allocated.



Image caption

Develop active transportation infrastructure

- ▶ Complete walking and biking facilities; extend walking and biking trails into the sites in conjunction with open space amenities.
- ▶ Explore construction of up to three mini multi-modal hubs.
- ▶ Seek extension of COTA transit service throughout the planning area.



Image caption

Support technology and R+D business investment

- ▶ Continue expansion of DubNet throughout the planning area as opportunities arise and to retain and attract business.

Redevelop existing sites with quality site design / alternate uses

- ▶ Encourage redevelopment of major sites consistent with this plan to provide more efficient building and parking layouts; factor building lifecycles.



Image caption

DEVELOPMENT & DESIGN

GUIDELINES

In order to guide retrofitting of existing sites and future redevelopment, basic design guidelines are suggested. Updates to the Future Land Use plan and elements of the Zoning Code will create specific site standards. Guidelines will supplement those standards in a more flexible format, being rapidly adjustable to site-specific issues and distinguished between subareas.



Image caption



Image caption

Design Guidelines

Site Development

- Buildings should be located adjacent to the public rights-of-way, locating parking primarily to the rear where possible.
- The use of cut-off lighting fixtures in parking areas is required.
- Service functions should be strategically placed to minimize negative impacts on the public rights-of-way and other public spaces.
- Landscaping along roadway edges should be lined with shade trees and provide a rhythm and identifiable character for the road.
 - Median plantings should remain low and block opposing headlights where appropriate.
 - Use flowering trees to enhance traffic circles and intersecting roadways.
- Pedestrian routes should be designed through parking areas and separated by landscape elements where possible.



Image caption



Image caption

- Pedestrian access should be accommodated from parking areas to building areas and between adjacent buildings and uses.
- Pathways and sidewalks should be placed along roadways at a minimum width to all two-way operation.
- Bike lanes should be included in roadways where possible.
- Bike parking should be included on all sites.



Image caption

Buildings

- Entrances shall be located along the public rights-of way and in areas most easily accessed by site parking areas.
- Building lighting may be used to enhance architectural features and to indicate the location of entries.
- Mechanical units shall be screened.
- Multi-use buildings are encouraged.
- Architectural variety is encouraged in the Mixed Use Regional District. Architects are encouraged to try to find elements to tie into the surrounding architecture but not imitate any other buildings that are in the district.



Image caption

Massing

- The massing of the buildings should be dynamic. Flat and box-like massing is discouraged.
- Building entries should be clearly indicated by the architecture.

Transparency

- A high degree of transparency is encouraged.

Scale

- Buildings should try to address the scale of a person.



Image caption

- Scale should be considered in the overall context of the district and based on site location.
- Buildings ranging from 2 to 6 stories can be appropriate depending on the location and surrounding uses.
- Exterior materials and first floor transparency can be used to humanize the scale.

Buildings: Exterior materials

- Natural materials are encouraged; materials that emulate a different material are discouraged

Glass

- The use of glass should be maximized.
- Glass on first floor should be transparent to allow views into the building.
- Use of transparent (non-opaque) of glass is encouraged throughout.

Metal

- Metal is an ideal as an accent and as overall framing for glass elements and the building structure
- Metal should be more “solid” in character with a minimum thickness of ¼” – break metal and other easily warped
- metal applications should be avoided

Stone

- Natural stone or natural stone veneer is appropriate based on scale and location
- Stone is most appropriate on lower facades
- Stone may be used in conjunction with other materials such as glass and brick
- Stone sills and lintels are an effective external building component when incorporated into facades with other materials such as



Image caption



Image caption



Image caption



Image caption



Image caption



Image caption

brick

Brick

- Natural brick is encouraged as an external material on all floors
- Brick veneer may be used if installed and dimensioned to give the appearance of true brick
- Brick can be used in conjunction with stonesills and lintels
- Other clay products such as terracotta tiles may be used as appropriate



Image caption

Wood

- Wood is a possible exterior material, depending on its application and the scale of the structure
- Wood can be used as an accent material or a framing around building features
- Traditional wood siding profiles should be used only on smaller-scale and traditionally designed structures



Image caption

Concrete

- Concrete may be used as an exterior material if finished in a stylized architectural manner.
- Concrete should be used as a component of an exterior materials strategy, incorporating other natural materials.
- Large-scale openings and window transparencies should be inherent in the design of a building relying on concrete as a primary exterior material



Image caption

Site access

- Sites shall be designed to share vehicular access with adjacent sites / as part of a larger access strategy.
- Individual entry features/ entrances are discouraged in favor of collaborative site designs.

- Site access shall be oriented in a grid-like street pattern, whether public streets private on-site drives.

Parking

- Shared parking across joint sites is highly encouraged.
- Sharing spaces between complementary uses could lower parking ratios.
- The use of alternative transportation (such as an office circulator shuttle) could lower parking ratios.
- Emerging technologies such as autonomous vehicles could lower parking ratios and should be closely monitored.
- The use of permeable paving materials is encouraged.
- Site landscaping should be consolidated into areas large enough to support successful plan growth. Small landscape islands within parking lots are discouraged.
- Incorporating sustainable practices within parking areas is encouraged.
 - Solar shades
 - Pervious paving
 - Bioswales, rain gardens and other stormwater controls
- Parking areas should be well lit.



Image caption



Image caption



Image caption



Image caption

Active Transportation

- Bicycle racks should be installed near primary building entrances.
- Multi-use pathways should link sites and extend into each site to provide direct access to buildings.

Open Space

- Usable open space should be incorporated in close proximity to all uses.
- Open space should include multi-use paths, seating, and

Image caption

Image caption

other passive and limited active recreation uses.

- Stormwater features can be integrated into open space to provide park amenities.

Landscaping

- Site landscaping should be consolidated into areas large enough to support successful plan growth. Small landscape islands within parking lots are discouraged.
- Larger, linear landscape islands are encouraged, particularly those integrated into an overall stormwater quality and control system.
- Landscape areas may be curbless as needed to contribute to stormwater quality and controls.
- Landscape screening adjacent to the right of way is encouraged.
- Landscape screening between adjacent parking lots should not be in excess of that throughout the parking areas and should allow pedestrian access.
- Landscape mounding is not encouraged and should involve a gradual slope toward the public right-of-way when utilized.
- Landscape elements should be used within parking lots to create pedestrian pathways to entrances.
- Regular maintenance of landscaping is encouraged without penalty. This includes limiting hedgerows to heights low enough to see above when walking, thinning trees near buildings that obscure signage and entries, and regular maintenance of screening along the rights-of-way.
- Natural features such as tree stands, tree rows, and stream crossings should be preserved and incorporated into site design.



Image caption



Image caption



Image caption

Signage

- Off-premises monument signage should be allowed for designated office subareas.
- Off-premises monument signage should be of a designated form and standard design for each sub-district, incorporating same-sized panels to a maximum size of xx square feet for each business.
- “Primary Identification Signage” is allowed on upper floors of office buildings to identify the primary tenant. Facing freeway frontage, the overall square footage of the wall sign is to a maximum of xx square feet. On other sides of the building, a maximum of xx square feet.
- A maximum of two “Primary Identification Signage” wall signs are allowed per building.
- Signage should be limited to the business name, logo and address.
- Overall wayfinding should be encouraged for each sub-district.



Image caption



Image caption



Image caption



Image caption



Image caption



Image caption

DRAFT



City of
Dublin

Legacy Office Competitiveness

BACKGROUND REPORT



JULY, 2016

Economic Development
Planning

POD Design, DDA, Side Street Planning



Introduction

Purpose

The City of Dublin experienced incredible growth in office development from 1980 through the early 2000s. A financial boon for the city due to generated income taxes, there was incentive to continue building the same type of large-scale single-user office throughout a number of designated districts. These offices were largely built under the same set of zoning code standards, with generally similar ratios of employees per square foot, and relied solely on automobile access.

Several changes have occurred in the past decade that present a challenge to this model in both the quantity and quality of the office experience as compared to other opportunities being developed. Two factors in particular are reshaping the demand for suburban office and are sometimes a challenge to reconcile. The first is a shift in the perceived and actual parking demand for certain users that now utilize a much higher employee per square foot ratio than in earlier times. The second is the consistently increasing employee desire for nearby convenience and entertainment uses, ideally within a walkable development model. With Dublin's homogeneous stand-alone development model for much of the office development and an aging building stock, this pro-active analysis was undertaken.

Team

POD Design, DDA and Side Street Planning comprised the team to complete this multi-disciplinary initial analysis. With expertise in site design, market analysis and code review, this stage describes an overall picture of the current conditions and an outline of next steps.

Process

The process for the Office Competitiveness Analysis involved several specific elements. The following outlines the general approach:

City working group

Key city staff members formed a working group to guide the process. This included the Economic Development Director and Planning Director as well as key staff members from both departments. Other city experts were involved to provide input as needed. This group met roughly monthly throughout the process.



Existing Conditions Assessment

Based on information provided by the city, team research, and direct planning team observations, an existing conditions assessment was assembled. This provided an overall understanding of the staff-identified study area, including technical details and illustrated through mapping and data studies.

DATA GATHERING

In order to create a baseline for the parking usage of current office uses, the planning team conducted a basic site survey. The methodology included a minimum of 3 visits per site, conducted at various times of the day and days of the week. As a result, a determination was made for each site as to a general capacity analysis (overall usage) and a general location analysis (spatial distribution of parkers).

MARKET ANALYSIS

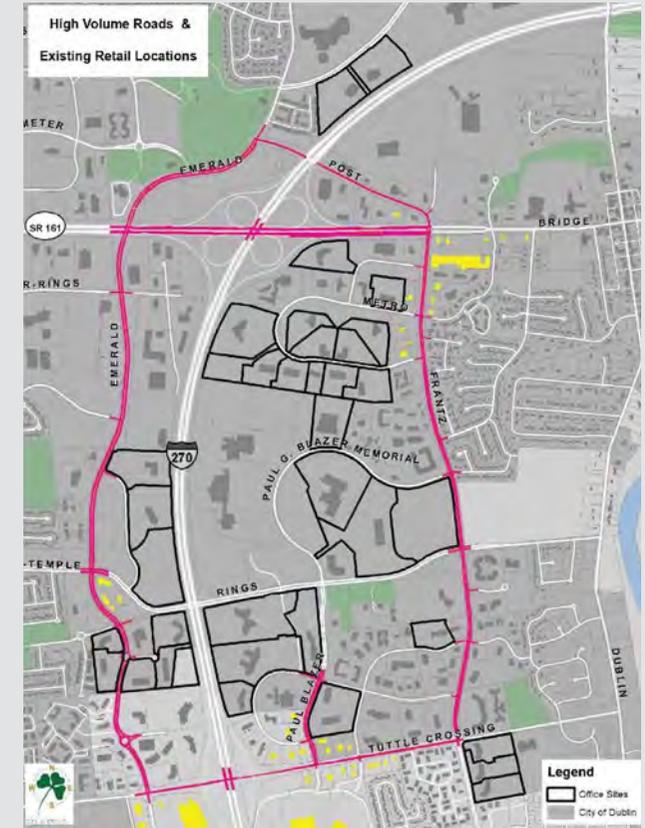
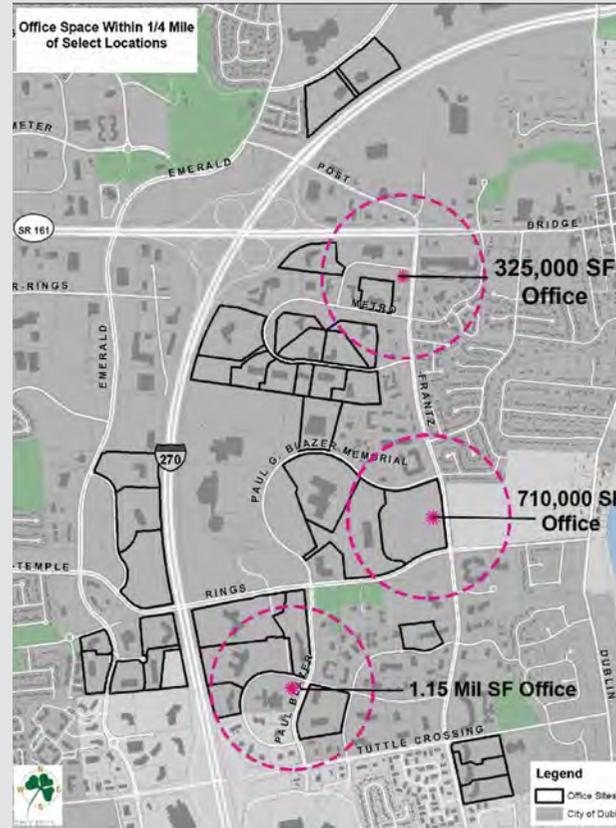
A general Market Analysis was then conducted to determine both current conditions and future potential. This general study established the source and quantity of potential untapped demand already existing in the area. This was followed by benchmarking of potential uses, matching the near-term and mid-term demand profile for the area.

SITE ANALYSIS

An overall site analysis was conducted of each office location in the study area. This established the level of efficiency of each site, obstacles to usage, and correlations between design and success/failure of sites from various competitive aspects.

ZONING ANALYSIS

A basic zoning analysis established the obstacles and opportunities for change in the current code. A comparison between stated city goals and the results of the existing zoning demonstrated a disconnect that can be corrected with revisions and policy changes.



Public meeting

A public meeting was hosted for building owners, tenants and office brokers in the area. The meeting included a series of interactive on-line questions that allowed immediate participant feedback. The planning team presented the conditions assessment along with benchmarking of potential development approaches to the existing sites and study area. A robust series of breakout discussions followed, providing valuable input to guide the approach of the subsequent Area Plan process.

Summary report

The information for this initial phase has been gathered in this brief summary report. This serves as a launching point for the more detailed Area Plan study that follows this initial assessment.

Site Analysis

The prevailing office development pattern for much of that time was largely homogeneous, exemplified by the following characteristics:

- Single-use sites and buildings
- Campus-style setting
- Freeway frontage where possible
- Buildings surrounded by large surface parking areas
- The shape of parking dictated by site boundaries
- The site design and landscaping highly influenced by a common zoning code

The result of these characteristics is an oversupply of the same type of office development, which is not responding to the most significant trends in office demand for Central Ohio.

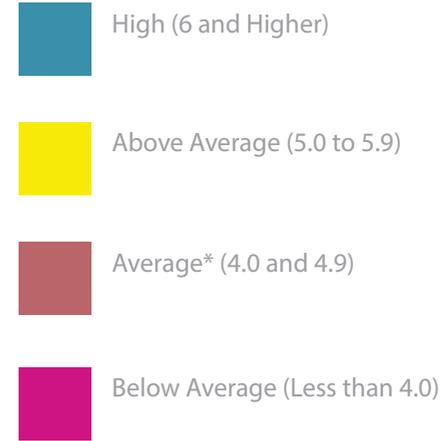
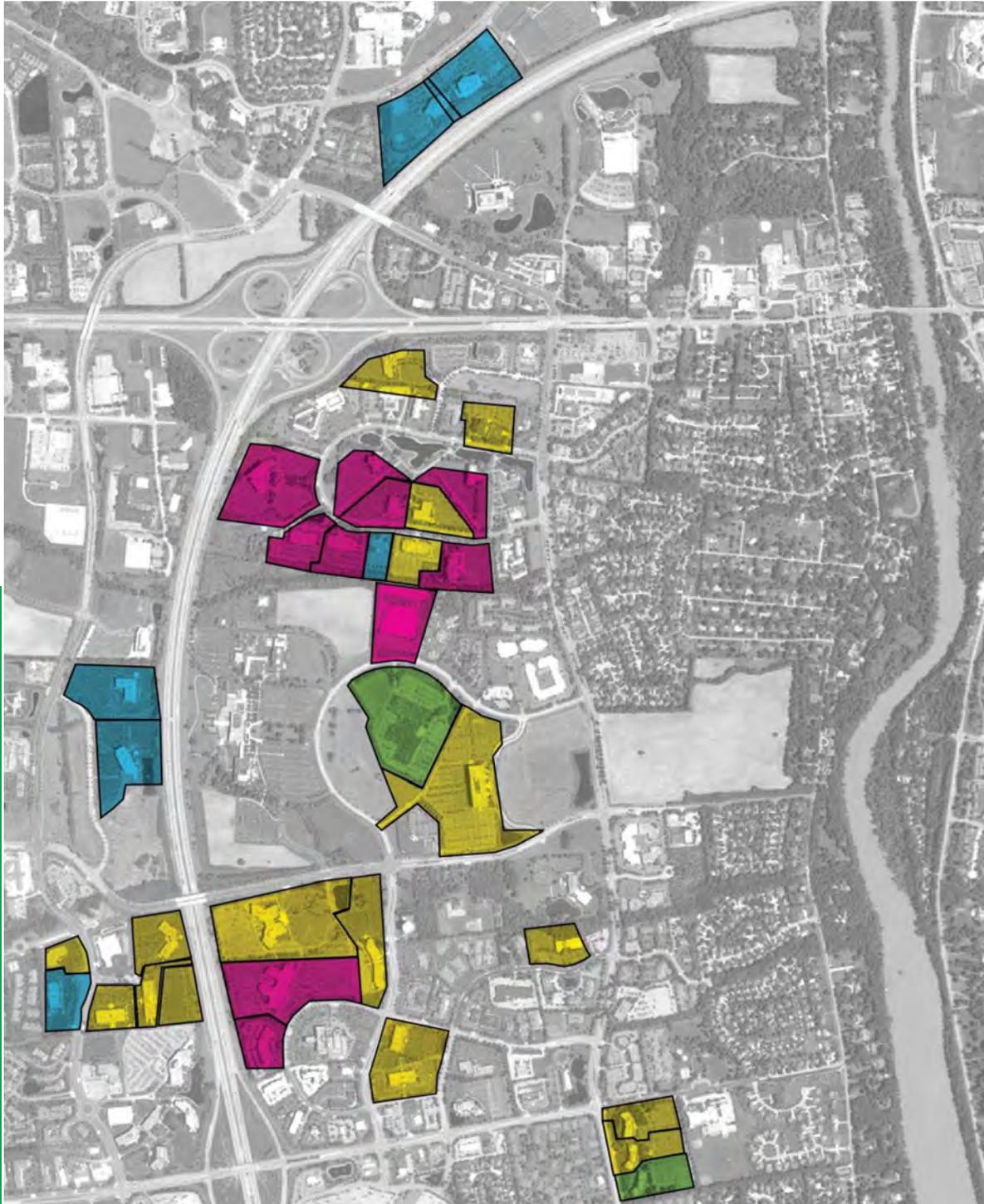




Site classifications

- Greenfield – Undeveloped sites that are zoned or identified for office in the Comprehensive Plan
- Constraints, but possible parking expansion – Site allows for possible adjacent expansion onto undeveloped land or within
- Land-locked, but possible parking expansion – Site allows for possible parking expansion within the existing site
- Land-locked, limited expansion – Site is constrained for parking expansion both without and within

The target sites were classified into the identified categories in order to identify common challenges and opportunities in each type of site.



*Average represents the regional parking ratio average among Dublin and select northern suburbs along I-270s as well as other newer office developments in Columbus

Existing Parking

Overall

Ratios – Average parking ratios for Central Ohio suburban office development is 4 spaces per 1,000 square feet. This is a typical range in many zoning codes and had proven to be the market standard for many years in places with limited transportation options beyond automobiles. For these sites, most employees arrive as single-occupant drivers. In recent years, there has been a trend for some users toward higher parking ratios due to more employees per 1,000 square feet of building space. This is particularly pronounced in large single-user buildings where one corporation takes an entire building originally planned to house numerous businesses. By removing redundant common areas such as lobbies for multiple users, the single-user maximizes the number of employees. Another recent development has been the proliferation of call centers which use very little space per employee and have challenges during shift changes when those arriving overlap those departing the site.



Site Analysis

In order to understand the current conditions regarding parking usage, the planning team conducted an informal visual survey at all the designated study sites. The team went to each site a minimum of 3 times, observing the parking lots at different times throughout the day and on different days of the week.

Identifying used and unused portions of the parking areas, data was generated as to both the usage rates and locations of parkers.

Site observations for Frantz and Rings Road Parking Occupancy

- 0% Building Vacancy
- 15% Parking Vacancy
- 4.7 Cars Per 1000 SQ. FT. of Office Space



Usage Rates

While certain users are experiencing parking shortages, many had consistent vacancy in a workable percentage of their parking lots.

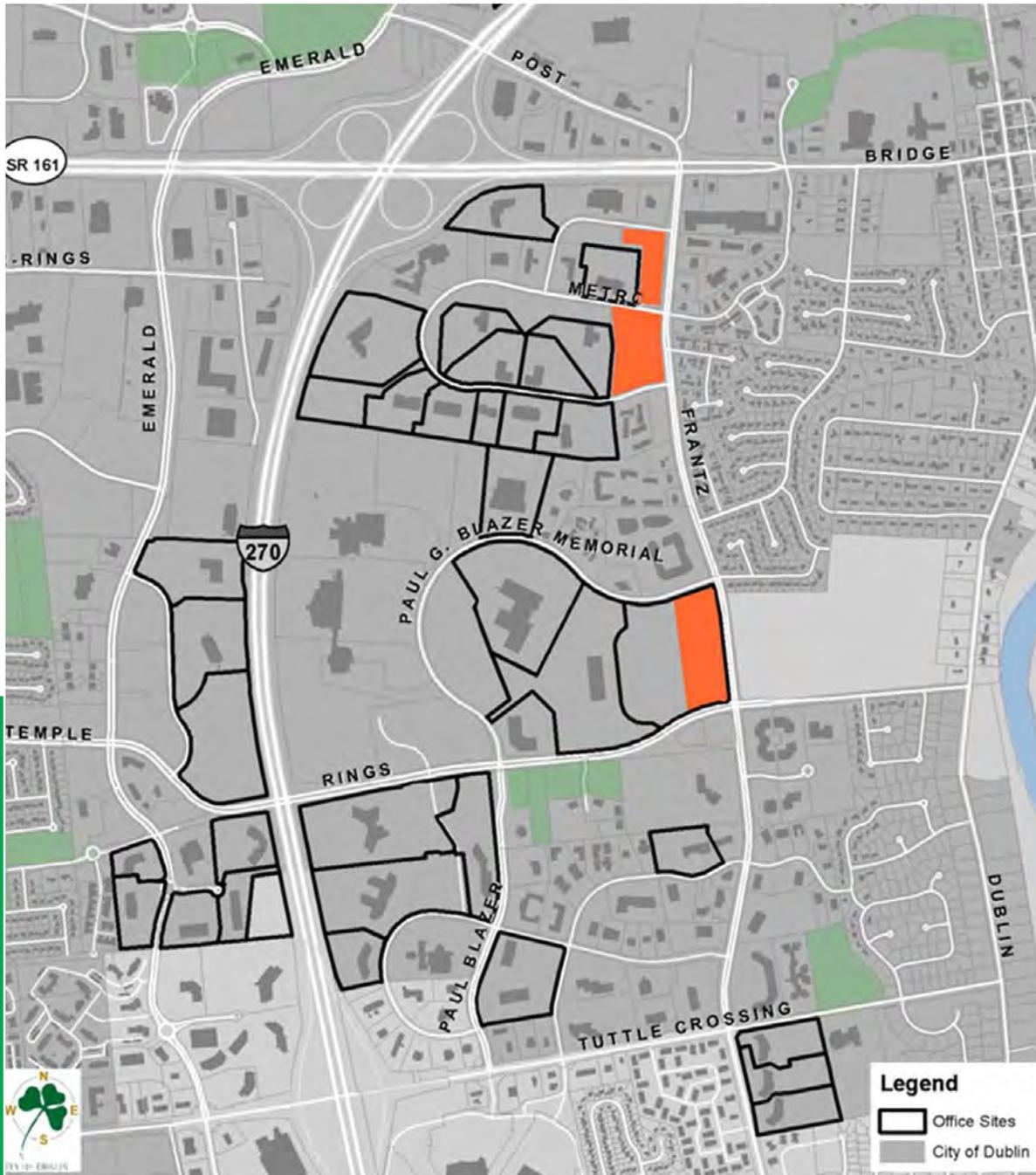
Those experiencing difficulty were typically very large single-user buildings and call centers during shift changes. The problem for those other users who perceived a parking shortage was that the parking existed but not within a convenient distance or location on the site.



Locations

Unsurprisingly, parkers tended to locate closest to building entrances. Our observations showed that people largely parked within a distance of 400 or 500 feet to the nearest door in a typical parking layout with unobstructed views. This sometimes meant that users would even park on adjacent lots and traverse the wide landscape barriers in order to have closer spaces than more distant spaces in their own lots. Several issues were identified on sites with perceived parking shortages:

- Parking areas located at a great distance from doors, sometimes on the freeway side of a building with no facing entrance
- Overgrown landscape areas that obscured the view of the entrance from certain nearby parking areas.
- Large areas of landscape buffering between adjacent lots in strategic locations for near-door parking
- Adjacent lots with no efficiencies for sharing due to inefficient site design



Market Analysis

The focus of the initial analysis was to assess whether or not viable retail/restaurant scenarios exist adjacent Dublin's legacy office parks and the potential locations for green field sites and/or mixed-use redevelopment. The Frantz Road corridor was identified as a key area for integration of retail with legacy office parks because it offers retailers the necessary market exposure and concentrated consumer spending power.

Market Exposure

- Average Daily Traffic (ADT) counts in excess of 25,000 vehicles
- Concentration of retailers/restaurants at northern end of Frantz Road
- Greenfield and redevelopment opportunities with frontage along Frantz Road

Consumer Spending Power: Office Workers and Hotel Patrons

- Estimated 200,000 annual room nights within ¼ mile radius at northern end of Frantz Road
- More than 5,000 office workers within walking distance (1/4 mile) of Frantz Road sites
- Total annual retail and restaurant spending power of \$43 million (office workers and hotel patrons)



Estimated Annual Spending
\$18.6 MIL

Office Workers within
1/4 mile of sites



Estimated Annual Spending
\$24.4 MIL

Hotel Patrons within
1/4 mile of sites

Preliminary Retail Site Opportunities (highlighted in orange)

Case Studies

SITE #1

GREENFIELD DEVELOPMENT



With open, undeveloped ground adjacent to this large single-user building, development opportunities are significant. Currently, a portion of this site is being used to expand parking for the high-usage office user on the west portion of the site. This site is also an opportunity to incorporate a mix of uses to serve the existing office workers and to take advantage of the heavily traveled Frantz Road corridor. As outlined in the market analysis, immediate opportunities include restaurant and small format grocery uses. Future development could take an even more aggressive approach to density based on the large amount of open acreage. These uses should incorporate complementary parking uses for shared opportunities. This is also an opportunity to pursue a more progressive approach to stormwater management through green approaches to the parking design and infrastructure.

SITE #2

EXITING OFFICE CORRIDOR CHANGES



Metro Place has many vestiges of outdated site design. Within the office area, the parking areas are designed independently for each use resulting in significant inefficiencies. Just systematizing this parking would result in a great increase in parking capacity. This study site also presents a huge untapped opportunity for development along Frantz Road, supplying a mix of needed uses. As the market analysis describes, tapping into both the office workers and hotel guests in the area will support a variety of uses. Development will also require a rethinking of the stormwater pond network that currently impacts development opportunities along the corridor.

SITE #3

CODE IMPACTS



Based on the current code, site and parking lot landscaping and screening is sometime effective and additive, and other times an impediment to site efficiency without achieving the larger city goals. This site illustrates many of the issues that must be addressed in a detailed code update. These include parking lot perimeter screening, entry drive features, freeway screening and the spacing and size of landscape islands throughout. Numerous elements were identified in a preliminary code analysis during this phase, and serve as the basis for specific code change recommendations in the Area Plan.

SITE #4

SITE DESIGN AND PARKING APPROACH



This site represents an example of office development that uses successful design while also working from a parking standpoint. With separate buildings fronting on a public street, this site design allows a large pool of shared parking across the uses. In addition, small areas of convenience parking for visitors are located nearer the frontage right-of-way. By pooling the parking into one large and efficient rear lot, large areas of greenspace are left preserved adjacent to the buildings. This creates a larger park-like setting for the rear of the buildings, attractive aesthetics and shaded entry areas. In addition, nearly all spaces are within 450' of building entries.

Findings/Outcomes

Accommodating this changing demand requires considering one of several approaches:

- 1) Finding ways to increase the amount of parking by expanding parking areas;
- 2) Finding ways to increase parking within the existing parking lot boundaries;
- 3) Creating a mix of uses with complementary parking demands;
- 4) Facilitate alternative transportation options to reduce individual driver demand.

A combination of several of these approaches is likely the best solution and will be explored further in the subsequent Area Plan phase.

Near term:

Optimize parking

- Look for opportunities to expand parking adjacent to or within sites, while following quality site design approaches and meeting the goals of the city for landscape screening.

Key “green” approaches

- Implement more sustainable approaches to parking lot and site design than currently utilized. The use of techniques such as swales and pervious pavement could improve the quality and decrease the quantity of stormwater runoff while potentially adding parking spaces. This is due to the current disconnect between the intent of the landscape code and the resulting outcomes of its implementation.

Code updates

- Undertake code updates that focus on the goals of site design and landscaping. Opportunities for change were identified in this phase and will be specifically examined and drafted for adoption in the Area Plan phase.

Develop complementary mix of uses

- Create amenities that will improve office competitiveness, reduce vehicle trips and increase productivity. As identified in the market analysis, there are existing underserved markets here and gaps in certain uses.

Quality site design for new development

- Stand-alone office users in the traditional suburban style should be discouraged in favor of a better, more flexible site approach. Using good examples identified in the case studies as a model, this approach will be more sustainable and usher in an improved development pattern for this use throughout the city.



Long term:

Redevelop existing sites with quality site design / alternate uses

- Finding ways to retrofit sites will be a key part of the transition away from an oversupply of outdated office development. This will be a component of the strategy to reposition consistently thriving office for the next generation. As the region continues to develop mixed-use, walkable office environments, Dublin will also have to pivot to compete. Some of the current model will survive this shift, but much will need to be supported by a nearby mix of uses and others might need a wholly different development approach in the future.

Develop transportation alternatives

- Follow trends to determine the ongoing usage rates for parking in suburban office. If the ratios continue to be high or increase for certain users, alternate means to transport workers will be vital to maximizing the utility of built-out sites with limited or no parking expansion potential.
- Consider site design based on potential future technology advances, such as people movers and autonomous vehicles. This imminent technology will greatly influence transportation choices in the coming 10-15 years, and Dublin should position itself to adapt to these changes rather than react after the fact. Monitor progress and impacts as shifts occur that will effect land use and individual driver access to sites.

Next Steps

Create Area Plan for key sites/ corridors

- Development strategies
- Site retrofit strategies
- Capitalize on market opportunities
- Detailed code updates
- Corridor plan





100 Northwoods Blvd. Suite A
Columbus, OH 43235
614.255.3399
PODDesign.net



6000 Thatcher Drive
Dublin, Ohio 43017
614.260.2501
ddadvise.com



85 E. Gay Street, Suite 200
Columbus, OH 43215
614.563.6313
sidestreetplanning.com