

DUBLIN CORPORATE AREA PLAN

Special Area Plan Update (2017)



CITY OF DUBLIN, OHIO
DIVISION OF PLANNING
DEPARTMENT OF DEVELOPMENT
ISSUED: JULY 28, 2017

COMMUNITY PLAN

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PROJECT 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 Center and the businesses along Frantz Road and Blazer Parkway – 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.

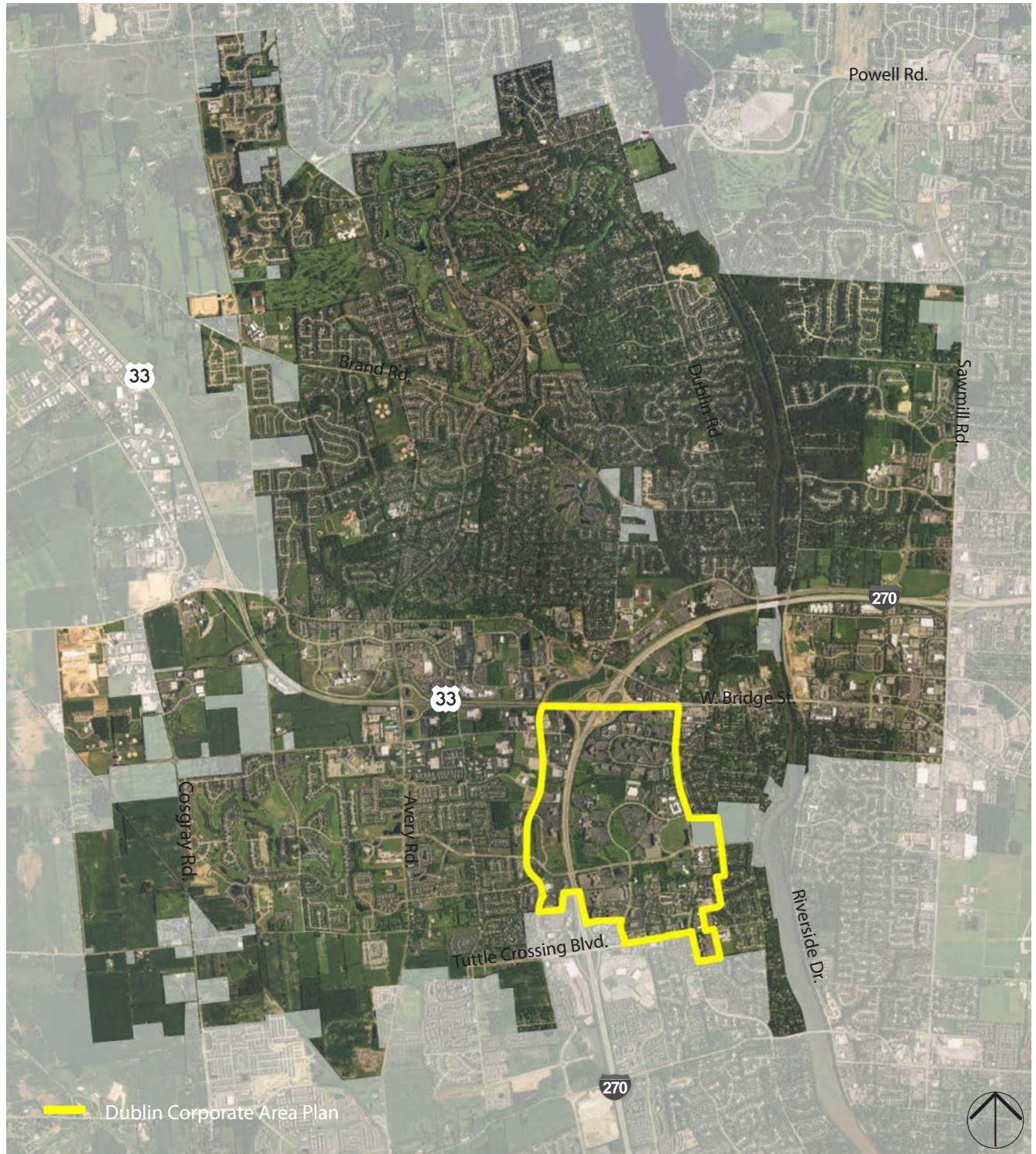
- ▶ Recommend mechanisms to ensure additional development on the west side of Frantz Road doesn't adversely impact neighborhoods to the east.
- ▶ Recommend zoning tools to ensure successful implementation of the vision and plan recommendations.

Planning Area Context

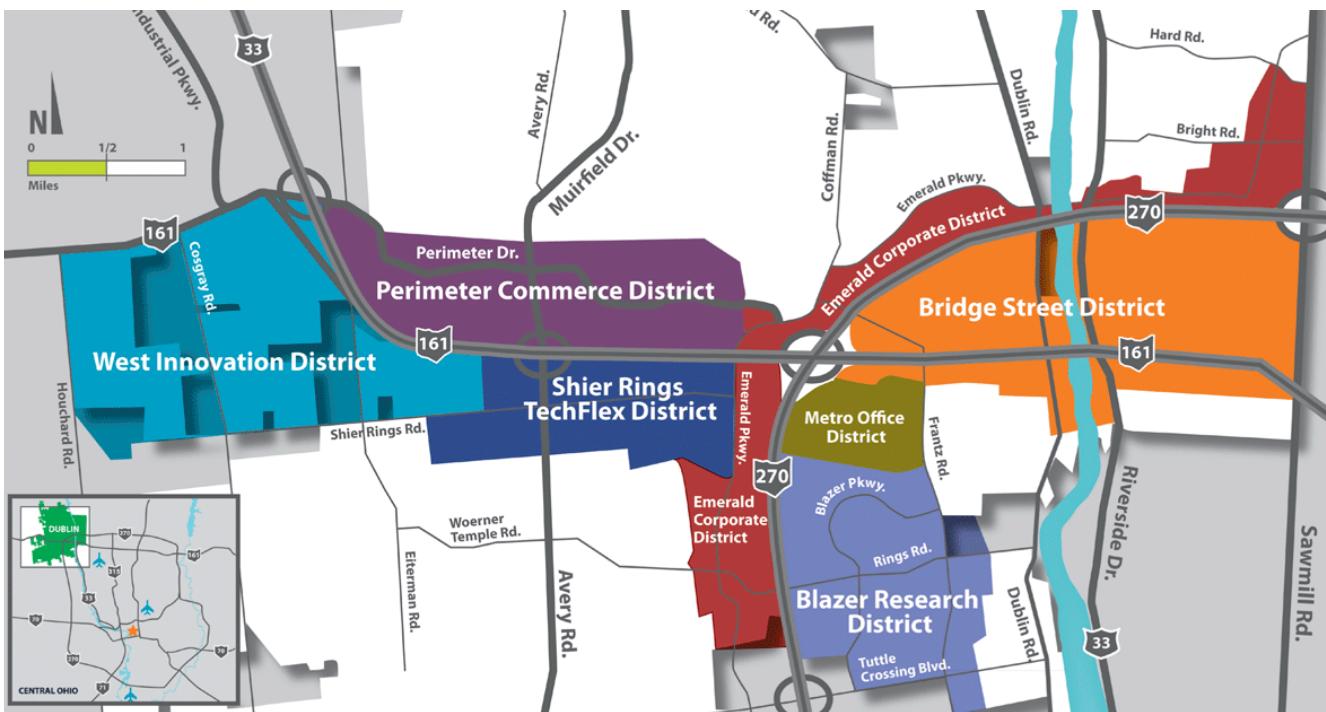
The study area primarily consists of large office users that developed during the 1970s to 1990s. Placed along I-270, these "outerbelt" sites were considered premium locations for suburban office development during this time period because of high traffic visibility and the focus on vehicular access.

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.

REGIONAL CONTEXT



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.

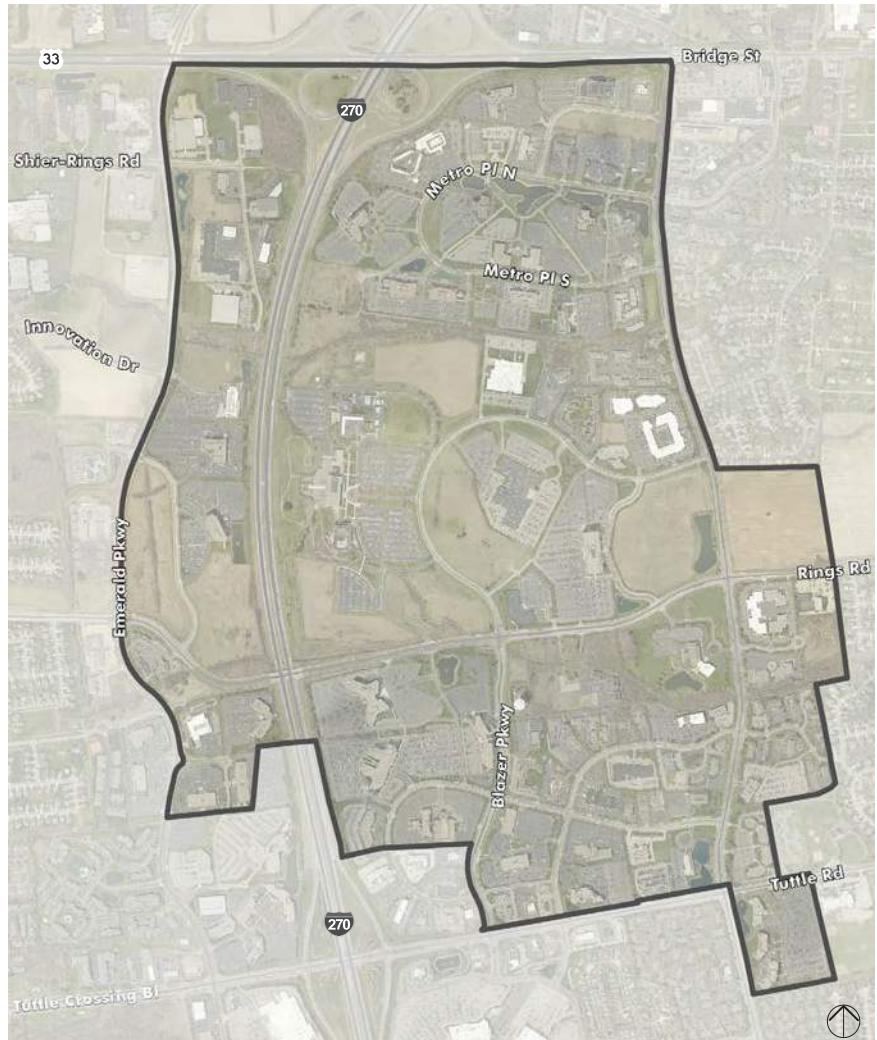
EXISTING CONDITIONS

The Dublin Corporate Area is characterized by a typical office campus development pattern. The study area is from West Bridge Street on the north, Emerald Parkway on the west, Frantz Road on the east, and Tuttle Crossing Boulevard on the south. This incorporates areas on both sides of the I-270 corridor and is adjacent to several Dublin districts including the West Bridge Street District to the north and the Tech Flex District to the northwest.

General characteristics of the study area include:

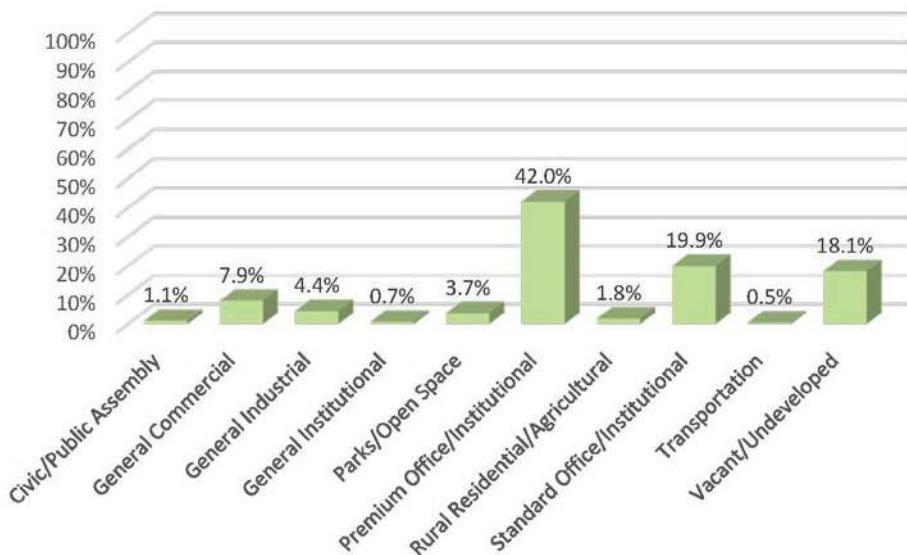
- ▶ Large-scale corporate office development
- ▶ Highway-oriented "legacy" office campus sites
- ▶ Segregated land uses
- ▶ Auto-oriented site design
- ▶ Limited roadway connectivity
- ▶ Lack of public parkland
- ▶ Limited public use open space

The study area is largely developed, but also contains some significant vacant sites throughout the study area. In addition, the current development pattern provides some redevelopment and infill opportunities



Dublin Corporate Area Plan Boundary

| Land Use Category | Number of Parcels | Total Acreage | Percentage of Total Land Use Area |
|--------------------------------|-------------------|---------------|-----------------------------------|
| Civic/Public Assembly | 2 | 7.9 | 1.1% |
| General Commercial | 11 | 58.4 | 7.9% |
| General Industrial | 8 | 32.4 | 4.4% |
| General Institutional | 1 | 5.2 | 0.7% |
| Parks/Open Space | 9 | 27.1 | 3.7% |
| Premium Office/Institutional | 11 | 309.4 | 42.0% |
| Rural Residential/Agricultural | 1 | 13.1 | 1.8% |
| Standard Office/Institutional | 6 | 146.6 | 19.9% |
| Transportation | 3 | 3.4 | 0.5% |
| Vacant/Undeveloped | 15 | 133.1 | 18.1% |
| | | 736.6 | 100.0% |



Land Use and Zoning

The Dublin Corporate Area encompasses 887 acres on both sides of I-270. The largest land use by both land area and square footage is corporate office, with many “corporate campus” style developments as well as stand-alone office buildings. The designated land uses associated with this office development are Standard Office and Premium Office, which also constitute the most prevalent of the land use categories in the study area.

In the southern and northern portions of the study area, General Commercial areas introduce a somewhat wider mix of commercial uses, intermingling with hotels, medical offices, and some restaurant and retail. There

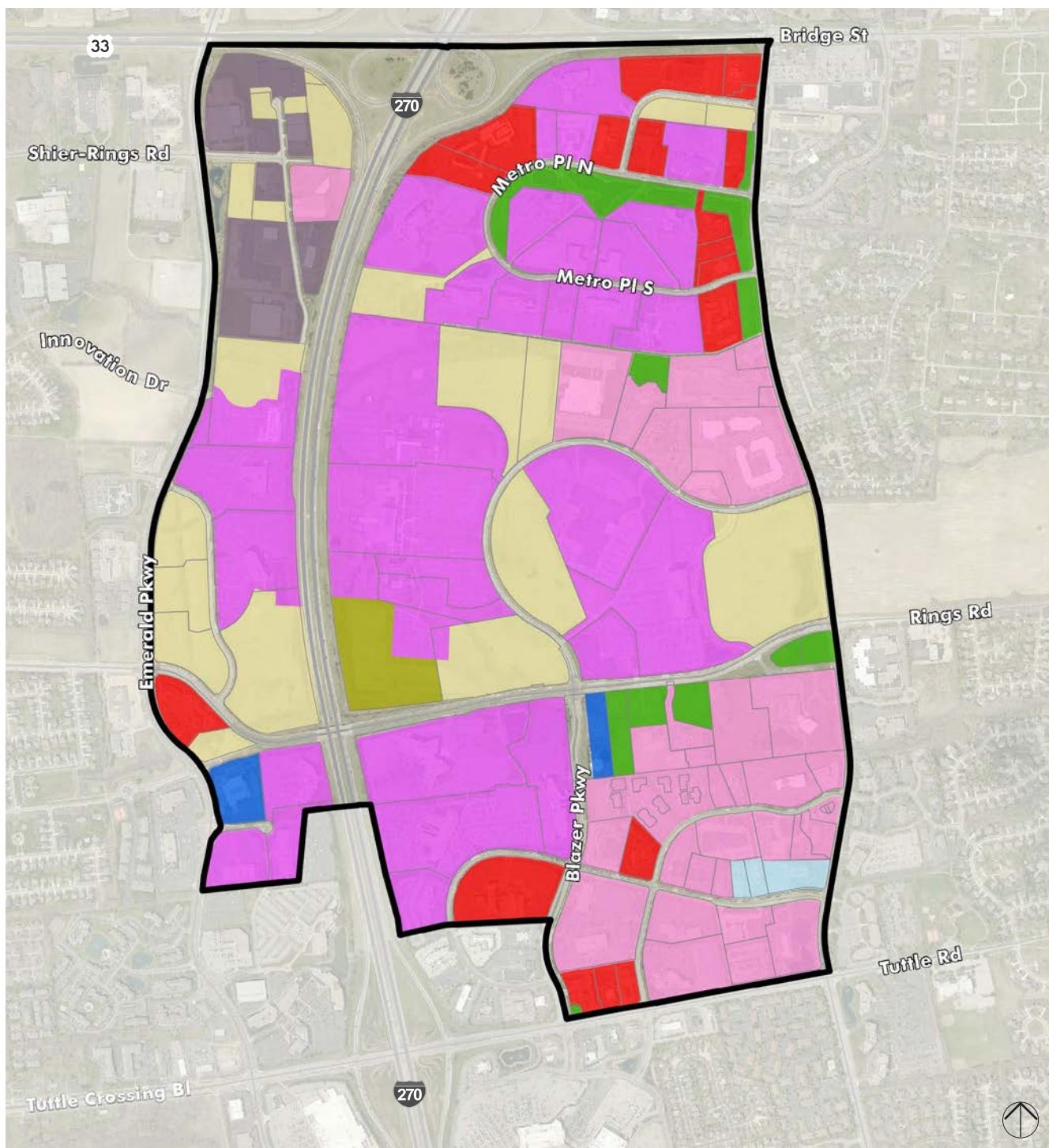
is also a small area of General Commercial in the western portion of the study area, at Rings Road and Emerald Parkway, that includes a small restaurant/retail cluster.

The northeast corner of the study area incorporates General Industrial for several sites. This serves as a transition to the adjacent Tech Flex District.

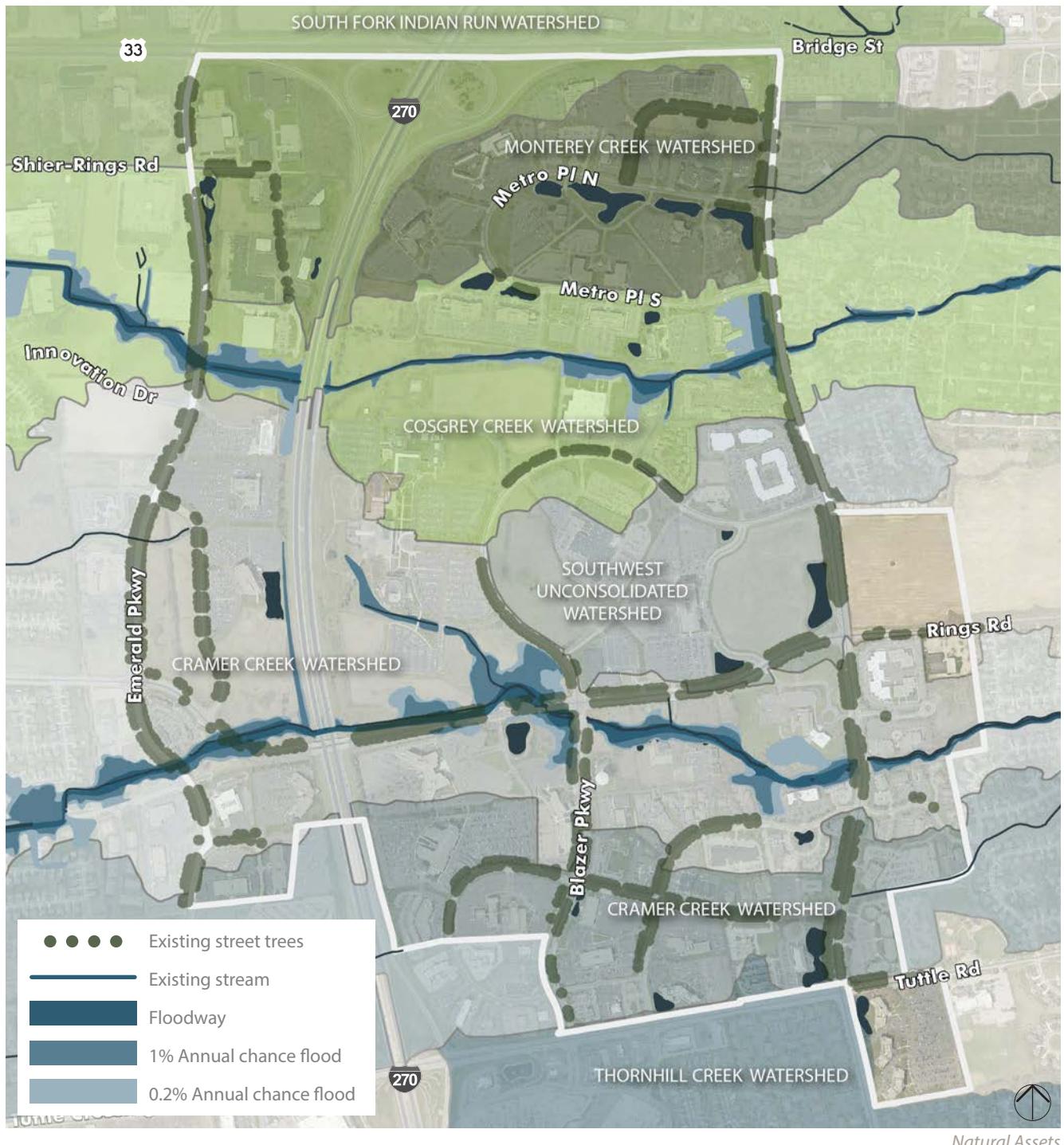
There are limited Parks/ Open Space as well as Civic uses throughout the study area. Some of the larger areas designated as Parks/Open Space are compromised of adapted stormwater features from the Metro Center office campus, with only limited recreation use opportunities.

To the west and east of the site are residential neighborhoods, predominantly single-family in makeup. To the north is the West Bridge Street District that is an extension of the overall Bridge Street area. There are opportunities for physical linkages to the West Bridge Street area and complementary development approaches to that corridor, based on recent planning efforts for that corridor and the immediately surrounding areas. To the south of the study area is the Mall at Tuttle Crossing, auto-oriented restaurant/retail, and multi-family residential in the City of Columbus.

Insert table of land use categories by % of land area in study area?



| Current Land Use | |
|--------------------------------|-----------------------|
| Rural Residential/Agricultural | General Institutional |
| Standard Office/Institutional | Civic/Public Assembly |
| Premium Office/Institutional | Parks/Open Space |
| General Industrial | Vacant/Undeveloped |
| General Commercial | Transportation |



Natural Assets

There are a number of small creeks that create a series of sub-watersheds throughout the study area. Most areas adjacent to the creeks have been developed. Cosgrey Creek crosses Frantz Road and does provide an opportunity for a green linkage through the study area.

The natural tree canopy in the area consists of some preserved tree rows and tree stands scattered throughout the study area. These natural and aesthetic remnants of the previous farmland uses are natural assets and a link to the legacy of the area.

The often-extensive site landscaping installed over the decades of development, also contributes to the vegetative and tree canopy in locations throughout the study area. Landscaping and trees along the rights-of-way edges have been successful in maturing to larger growth.

Parks and Open Space

There is limited parkland in the study area. The major feature is the Field Of Corn sculpture installation at Rings and Frantz Road. Most other open space is part of the larger stormwater systems of office campus areas. The largest of these is at Metro Center where the open space is a series of ponds that does include some passive recreation and walking trails.

Street Network and Right-Of-Way Characteristics

The roadway system in the study area consists of the I-270 corridor and some large collector roads, with limited linkages between them. The roadways that provide entry/exit for I-270 carry heavy volumes as a result, and have been developed with uses that seek to capture revenue from that steady stream of traffic. Other primary roadways serve as the access points to different office areas, without many routes directly joining these areas.

FRANTZ ROAD

Frantz road is a vital north/south corridor for the City. It serves as the primary link between Bridge Street and the southern portions of the City and is the central spine of this area between I-270 and the Scioto River.

Frantz Road is the only access point for Metro Center into the larger roadway network. It also serves as one of only three significant access points (along with Rings and Blazer) for all the development east of the I-270.

The typical Franz Road character includes sidewalks or trails. In many places there are large setbacks along the roadway with mature landscaping sometimes obscuring the buildings behind. In other locations there are large parking lots or stormwater facilities.

EMERALD PARKWAY

Including a series of roundabouts, Emerald Parkway is an important part of the overall roadway linkage along the outer portion of the I-270 corridor. This portion connects to the north and south throughout the region and serves as a direct access point to the office and industrial uses on the west side of I-270. In addition, Emerald Parkway marks a transition point, where the scale of development diminishes on the west side of the corridor, as the transition occurs back to residential neighborhoods.

TUTTLE CROSSING BOULEVARD

This is a major highway-oriented commercial corridor, linking I-270 to the southern portion of the study area. Tuttle is characterized by numerous travel lanes and turning lanes, and auto-oriented access to individual sites. Serving the mall, high-volume restaurants, and hotels, Tuttle Crossing then somewhat reduces in size as it proceeds east to Frantz Road.

WEST BRIDGE STREET

The portion of West Bridge Street adjacent to the study area is a major highway corridor, providing linkage to I-270. The current study for West Bridge Street seeks ways to reduce the impediments for pedestrians along that corridor, including a potential pedestrian bridge that would link to the Dublin Corporate Area.

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BLAZER PARKWAY

Blazer Parkway provides a needed internal connection in the study area. Linking to Tuttle Crossing Boulevard at the south, Blazer Parkway provides a route to many of the hotels, restaurants and offices in the southern portion of the study area. In addition, Blazer Parkway extends past many of the yet-undeveloped sites near Rings Road.

RINGS ROAD

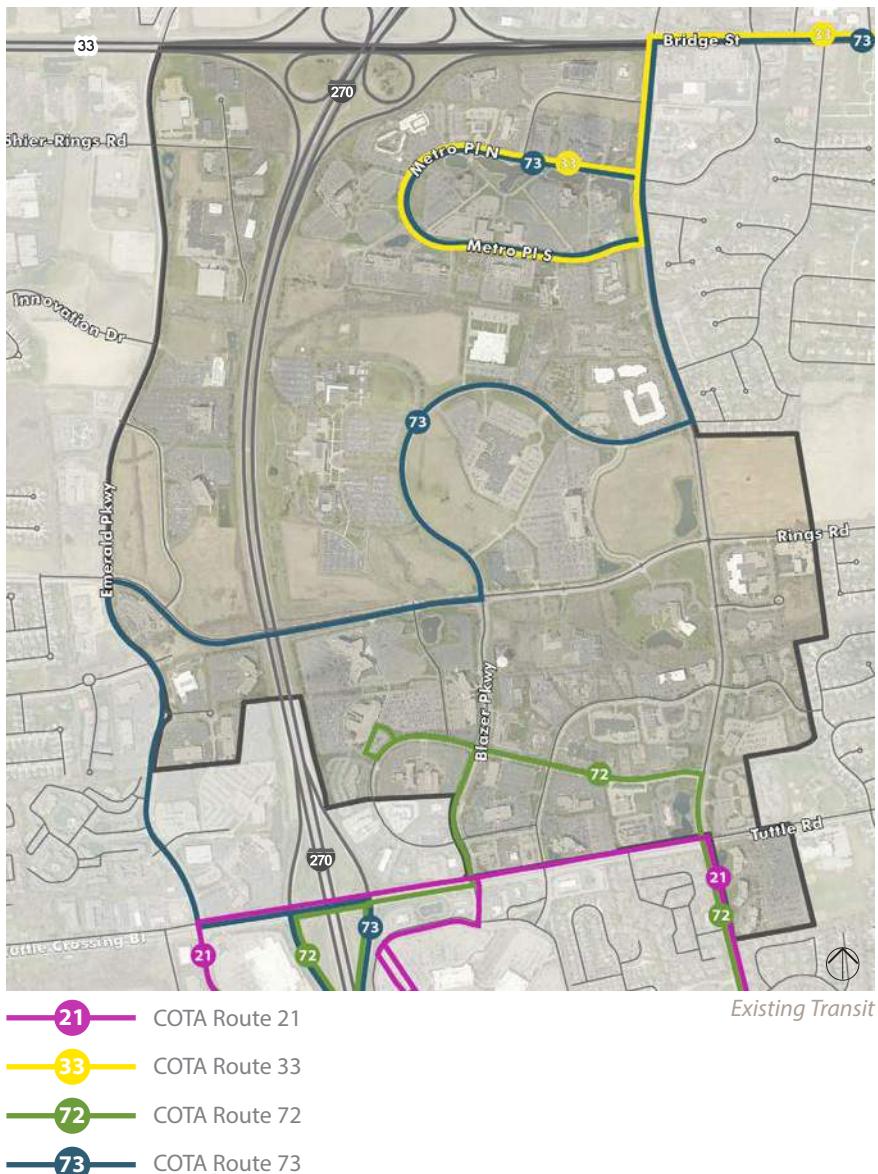
Rings Road is an important east/west connector for the study area. It is the only route that is not a highway entrance linking both sides of the study area, with a connection over I-270. Rings Road includes a sidewalk and a trail connection as part of the streetscape, providing important pedestrian and bike connections for the overall network.

Transit, Bicycle and Pedestrian Infrastructure

COTA

The Central Ohio Transit Authority (COTA) provides limited transit service within the corridor with 4 routes.

- ▶ COTA Route 33: Provides access from the north via Bridge Street and loops through Metro Center
- ▶ COTA Route 73: Provides the largest geographic reach of the routes, linking Bridge Street on the north with Tuttle Crossing Boulevard and I-270 on the south. The route travels along a portion of Frantz Road, linking through the Blazer Parkway/Rings Road area to access Emerald Parkway on the west.
- ▶ COTA Route 72: Provides service to the southern portion of the study area, with service accessing I-270, and arcing along Blazer Parkway and Park Center Avenue, as well as access to the south along Frantz Road.
- ▶ COTA Route 21: Provides service at the southern border of Dublin along Tuttle Crossing Boulevard, and accessing the Mall at Tuttle Crossing and south along Frantz Road.

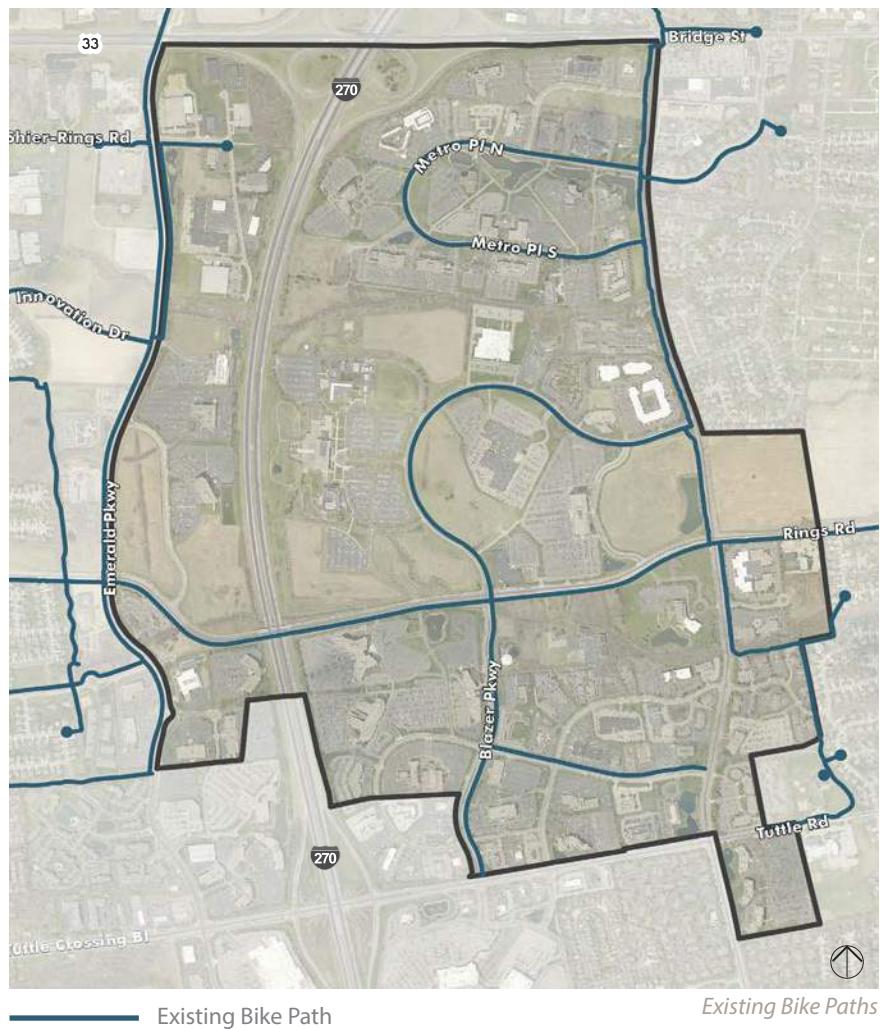


BICYCLE AND PEDESTRIAN FACILITIES

Existing bike facilities in the corridor are shared use paths adjacent to roadways. There is a robust system of these trails running along the major roadways, particularly Frantz Road, Emerald Parkway, Blazer Parkway and Rings Road. Further connections within the study area and linking portions of the study area are needed. Individual sites have limited bicycle facilities, such as internal site access to buildings and bicycle parking.

Pedestrian connectivity is a mixture of the shared use paths and sidewalks. Paths or sidewalks serve most areas, but the walkability of the study area is poor in many of the interior office campus areas. This is due to the prevalence of large parking areas and the lack of nearby amenities. Along major corridors such as Frantz Road, the mature landscaping tends to be overgrown on the adjacent private office development sites, further diminishing the overall walkability of the area.

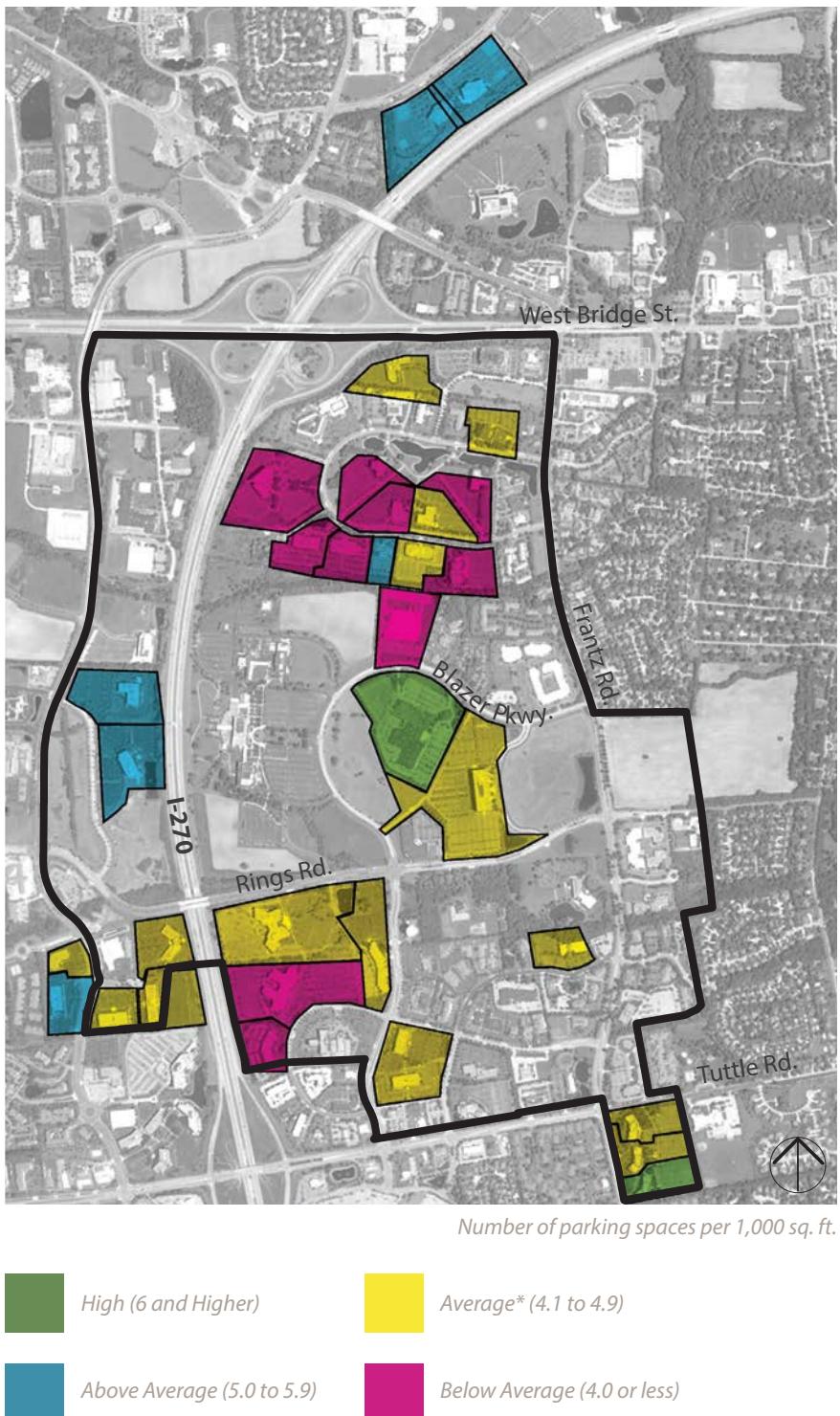
In 2017 and 2018, the City is undertaking a citywide Mobility Study to enhance modal options throughout Dublin. The Dublin Corporate Area must serve as an important linkage to many portions of the city. Options that include local circulators or other means of enhancing transportation modes should certainly be extended into this district.



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. The typical Dublin zoning code standard is 4 spaces per 1,000 square feet (*code section 153.212*). 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.



*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:



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

- ▶ 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 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.



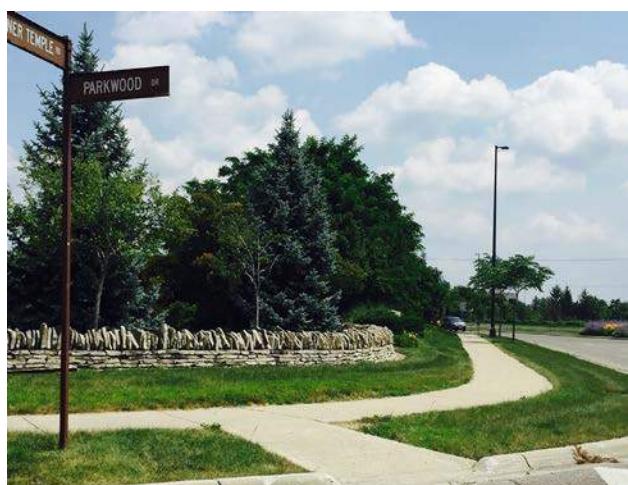
Individual entryways for different buildings, while often attractive, typically create great inefficiencies in the parking layout without mitigating issues within each site



Screening of parking at the right-of-way is generally consistent and effective



Large grassy "buffer areas" between parking areas of large office buildings lacked impact in improving the sites or parking lots. These areas could be used to mitigate stormwater or preserve natural features or reduced to increase parking while locating more impactful greenspace elsewhere on the sites



Vegetative screening and wall features often create positive aesthetic screening. These areas could be more effective if site development approaches located the buildings closer to rights-of-way

PUBLIC INPUT

Process

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

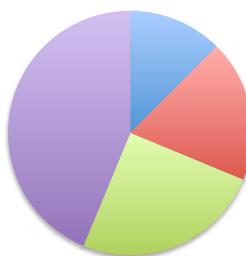
- December 1, 2015
- Interactive polling

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:

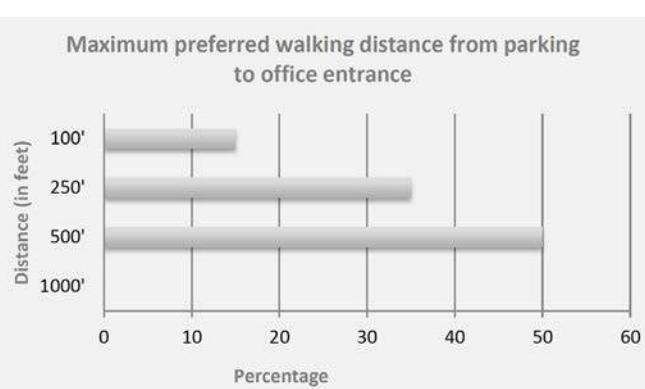
- ▶ The need for more amenities for office workers
- ▶ Updates to the appearance of the sites and adjacent roadway corridors
- ▶ More efficient parking
- ▶ Strategies for more aggressive redevelopment of the area

Focus Group Participants
(from December 1, 2015 workshop)

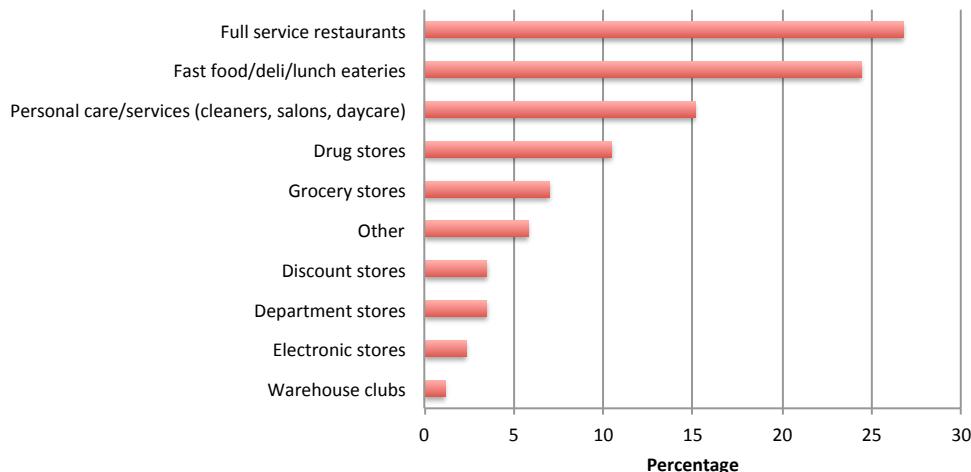


- Developed property owner - office
- Developer
- Commercial real estate broker
- Business tenant

Maximum preferred walking distance from parking to office entrance



Amenities most needed
along Frantz Road



Phase II:

- **Public Workshop #1**
- August 31, 2016
- 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

Feedback was received from polling conducted both in-person and online. A total of 116 individuals participated in the poll. Over 84% of respondents were Dublin residents and over 75% work in Dublin.

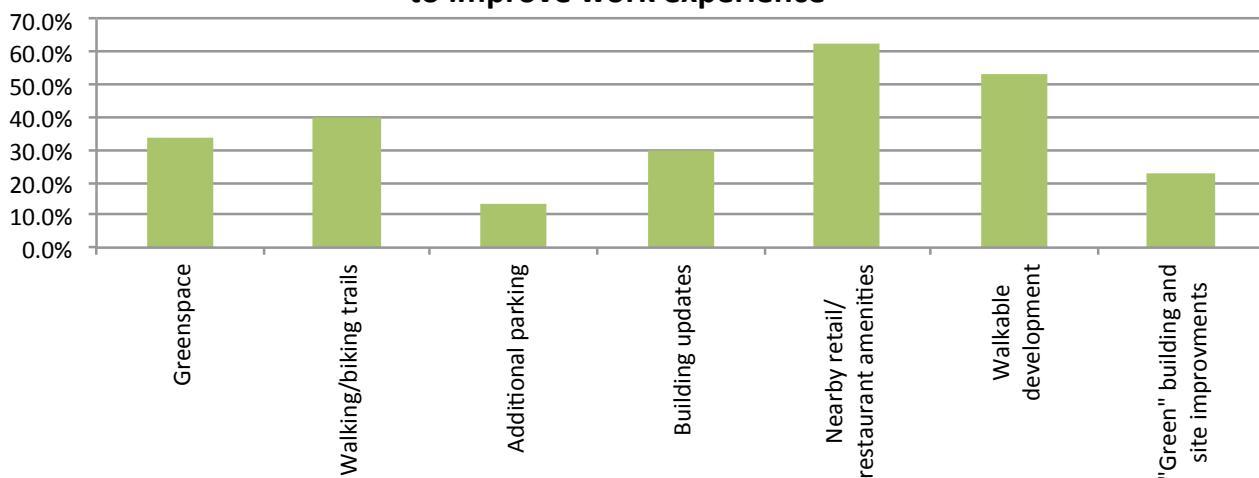
Which of the following would you visit regularly if added to the study area?

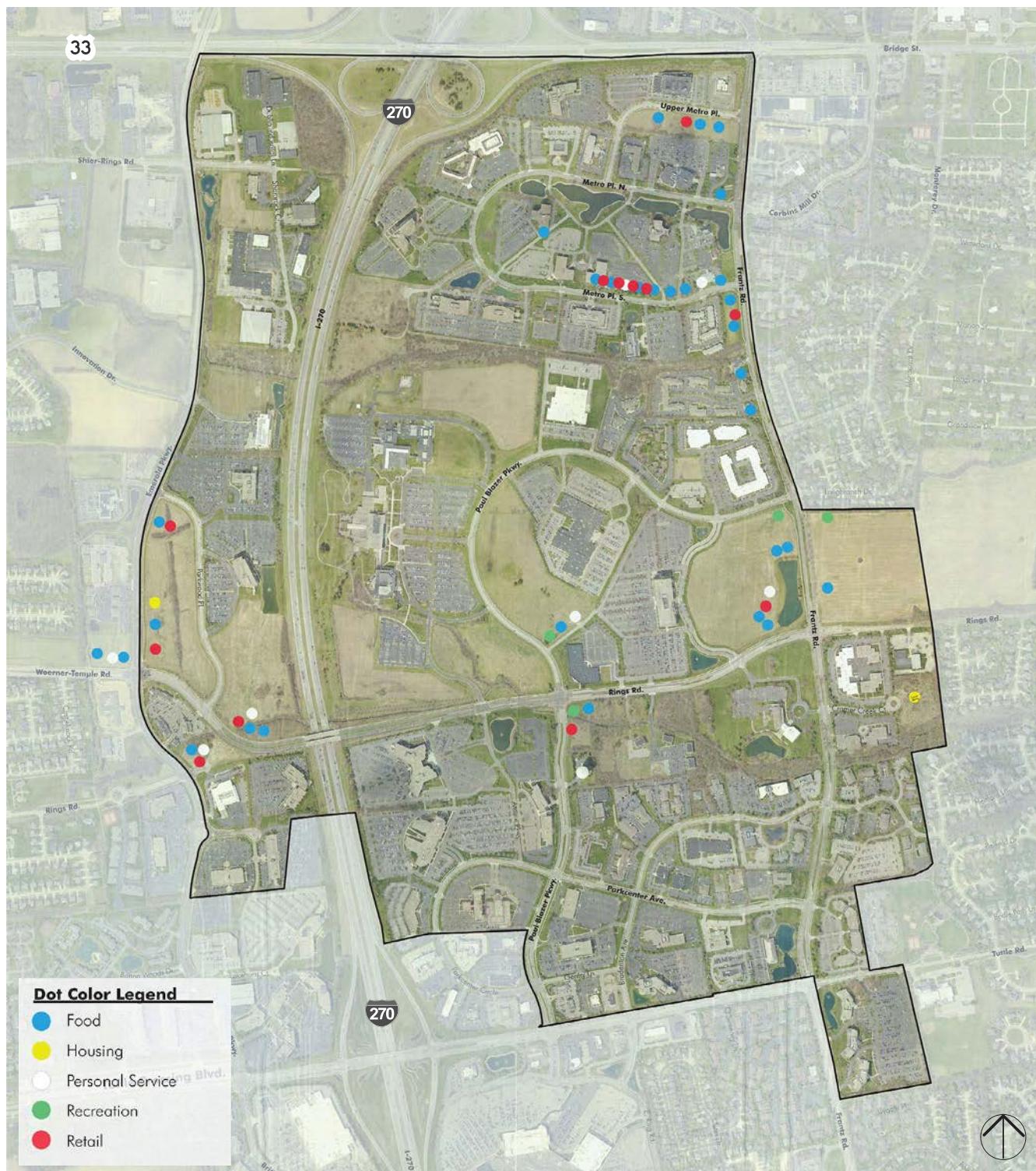
| | |
|--------------------------|--------------|
| Food: | 81.7% |
| Recreation: | 65.6% |
| Retail: | 50.5% |
| Personal Service: | 32.3% |
| Housing | 10.8% |

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% |

Amenities most needed to improve work experience





Results from Future Land Use Preference Exercise

Phase II (cont.):

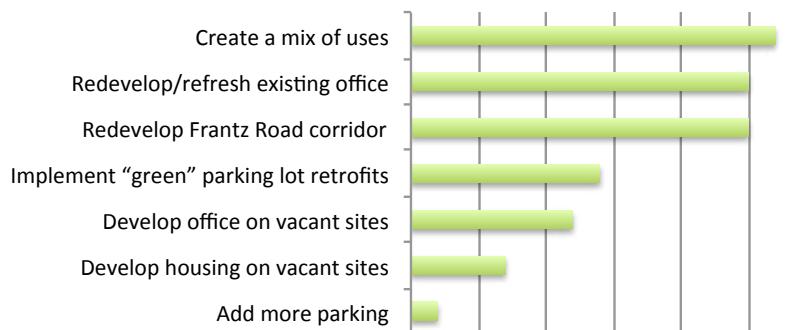
- **Public Workshop #2**
- November 1, 2016
- Interactive polling
- Web-based survey

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:

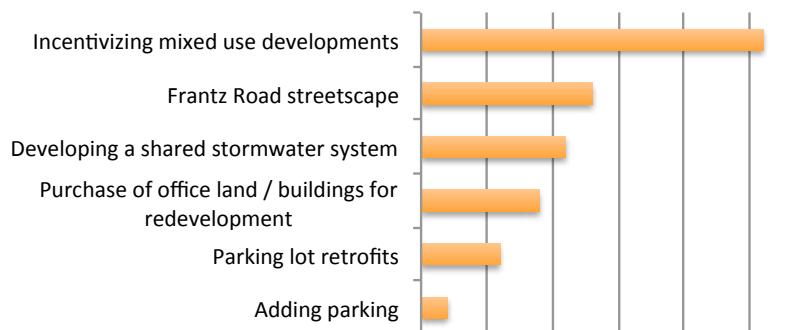
- ▶ Strong support for mix of uses
- ▶ Strong support for redevelopment of Frantz Road corridor
- ▶ Need to redevelop/refresh existing office
- ▶ High interest in pedestrian access improvements

Feedback was received from polling conducted both in-person and online. A total of 82 individuals participated in the poll. Over 60% of respondents were Dublin residents and over 87% work in Dublin.

Rate the impacts of these possible changes:



How valuable is public investment in the following?

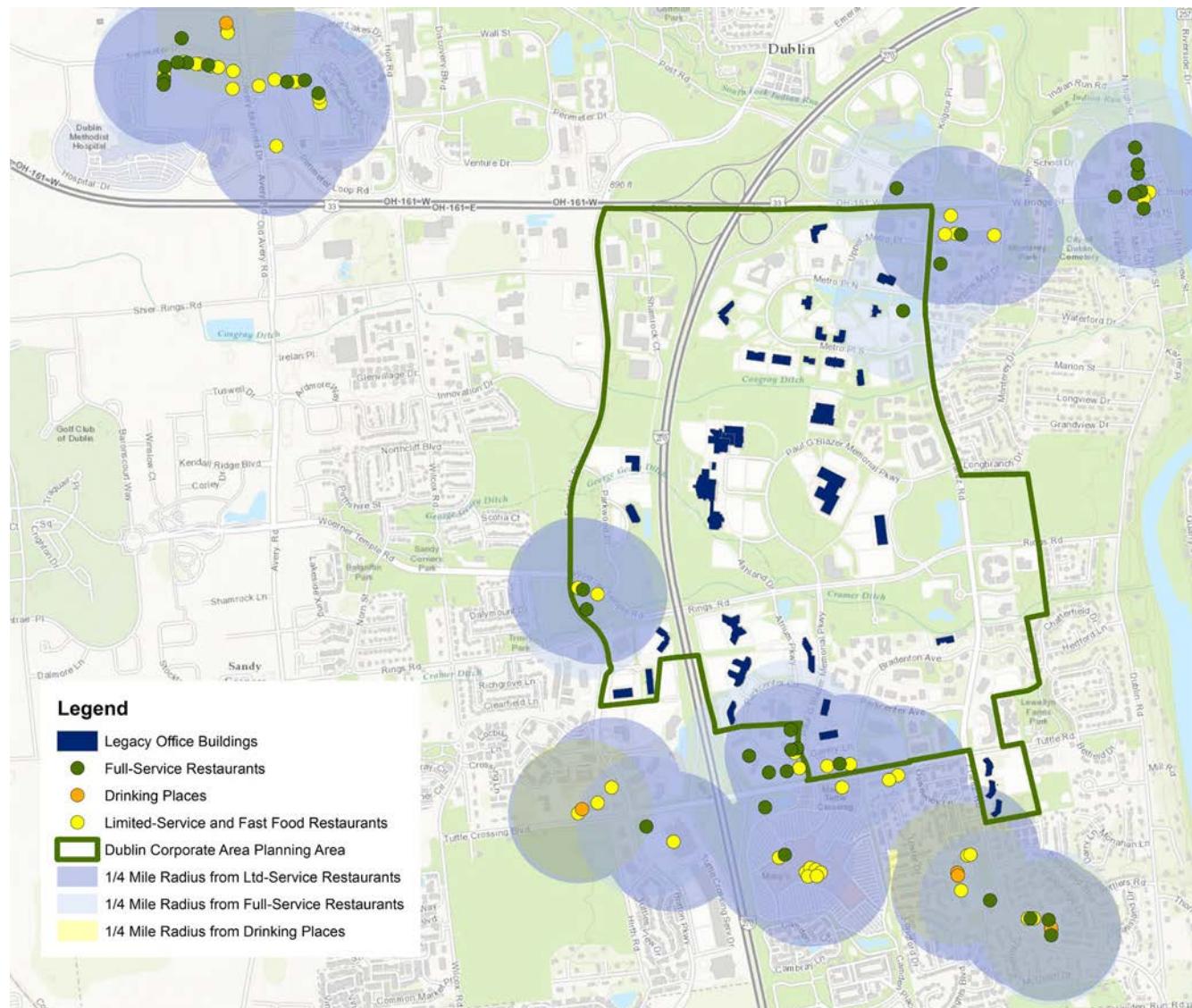


What elements of Frantz Road most need updating?





MARKET ANALYSIS



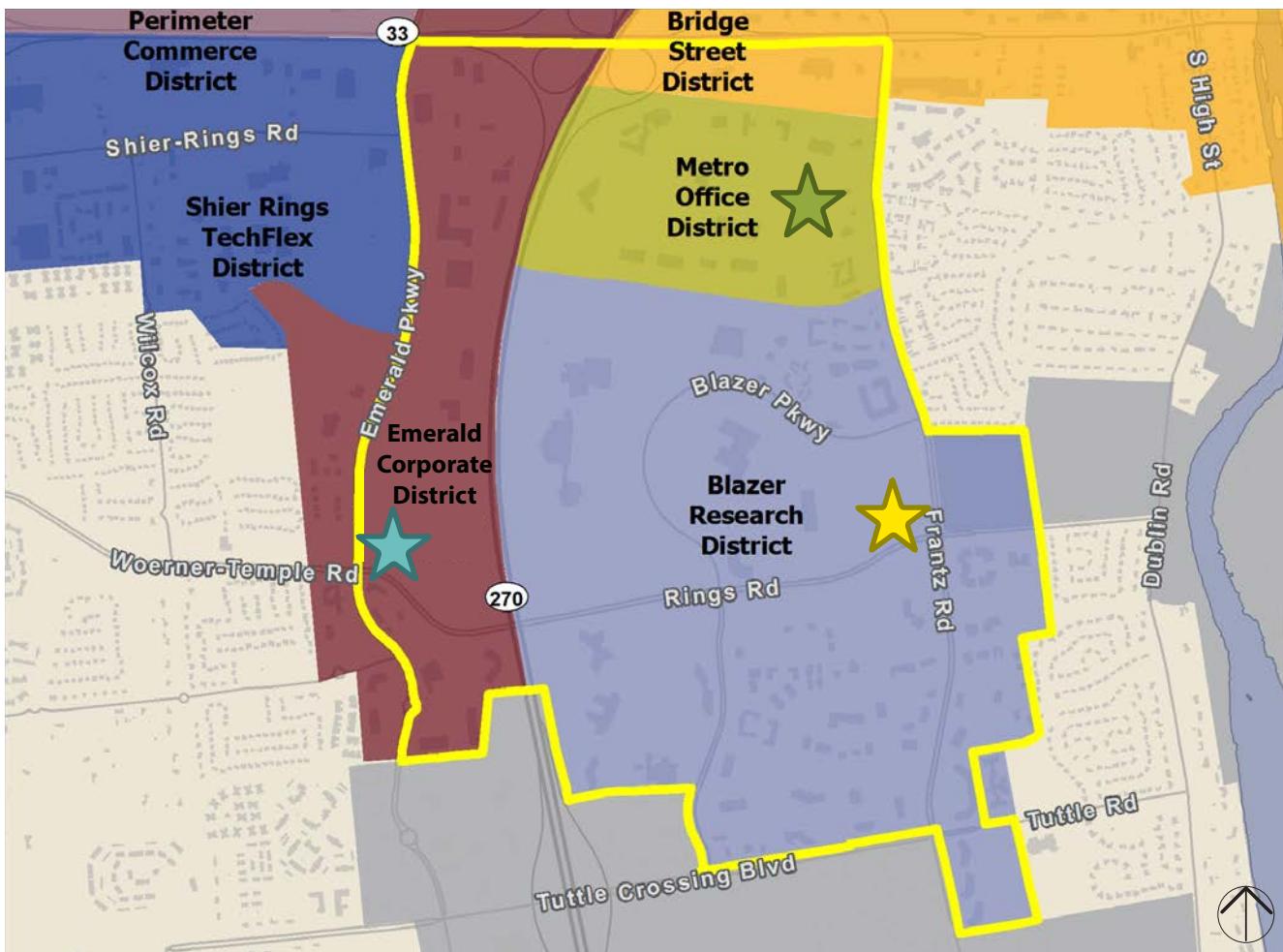
Factors

"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).

Nearly 2 out of 3 workers in the study area indicated that nearby retail and restaurants were needed to improve their work experience.

*Malizia, E. (2014, October). *Preferred Office Locations; Comparing Location Preferences and Performance of Office Space in CBDs, Suburban Vibrant Centers and Suburban Areas* (Rep.). Retrieved <http://www.naiop.org/preferredofficelocations>



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 Average Daily Traffic)
- ▶ Ease of access
- ▶ Proximity to existing retail clusters preferred

Site Candidates

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

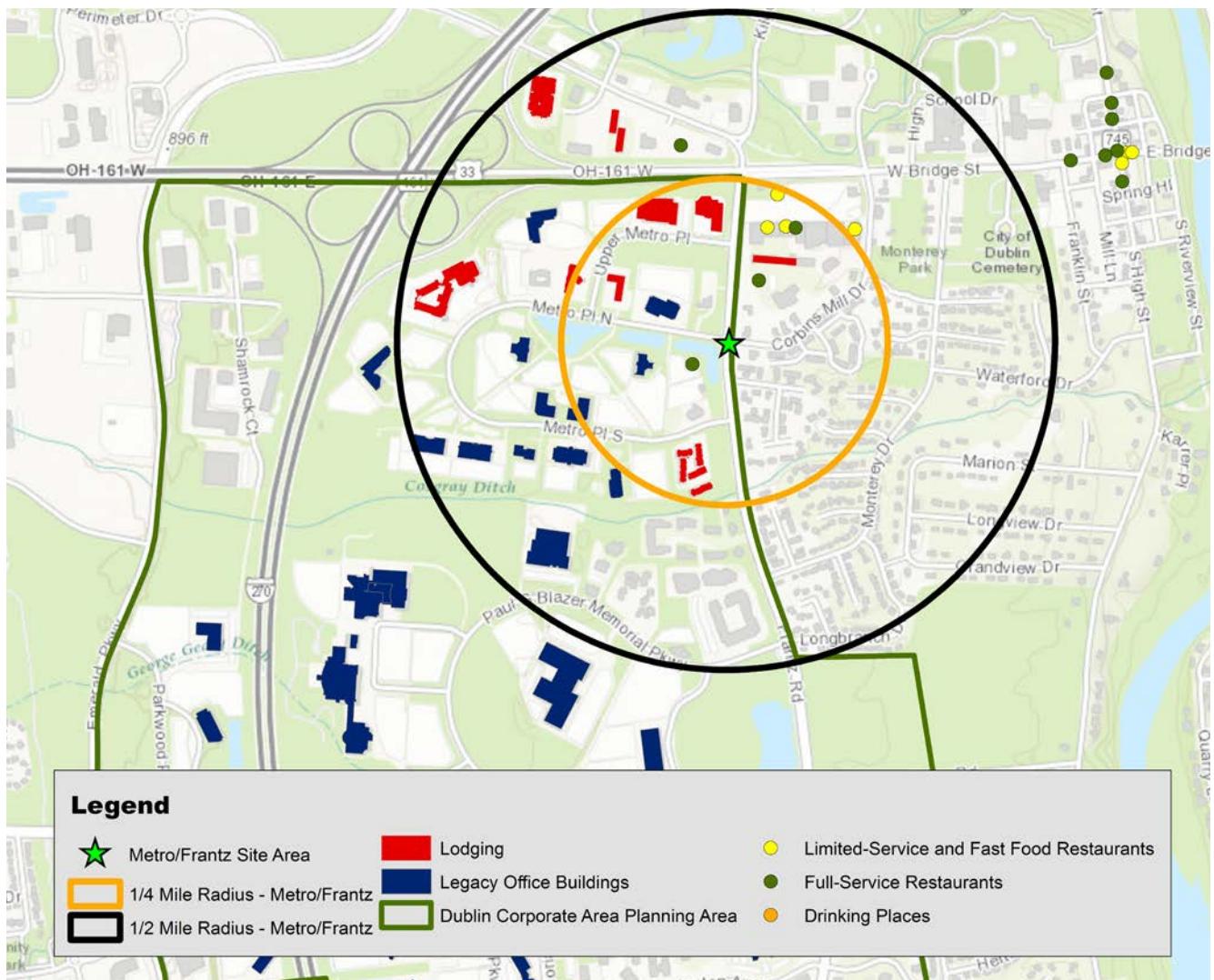
Market Demand

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) analysis.

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



Metro Place/Frantz Road

Consumer Types

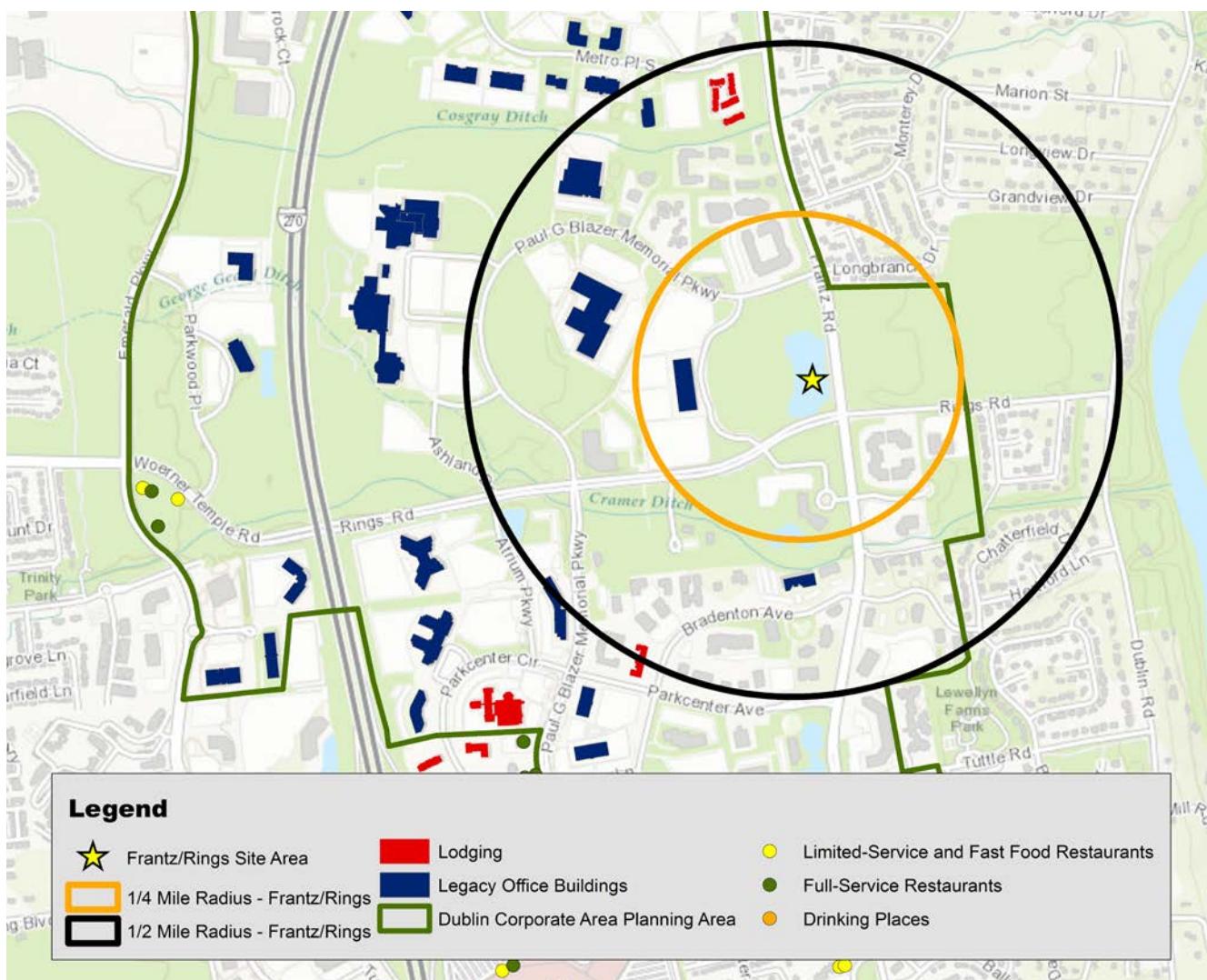
- ▶ 1,300+ hotel rooms outnumber resident population (1,234 persons, 2016 estimate)
- ▶ Estimated 300,000+ hotel room nights annually within ½ mile of site area
- ▶ More than 1.5 million square feet of office space, estimated 7,500+ employee capacity

Spending Potential

- ▶ \$40 million total retail/restaurant spending potential

Core Demand

- ▶ Restaurants and other food and beverage establishments



Frantz/Rings Road

Consumer Types

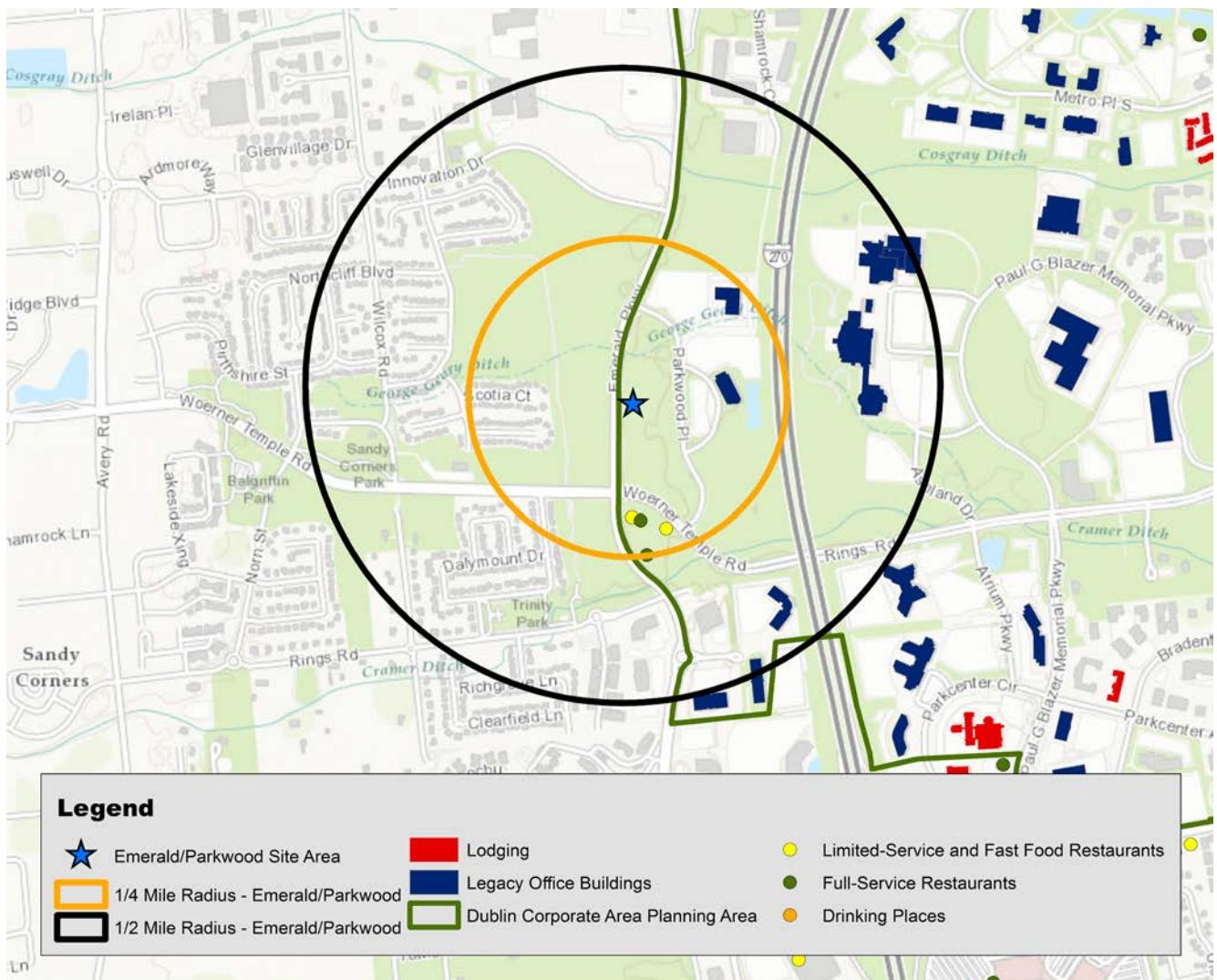
- ▶ 2.2 million square feet of office space, estimated 11,000+ employee capacity
- ▶ Low proximate population counts; however highest population count of three sites within 5-minute drive (nearly 10,000 persons)
- ▶ No hotel rooms within 1/4 mile

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

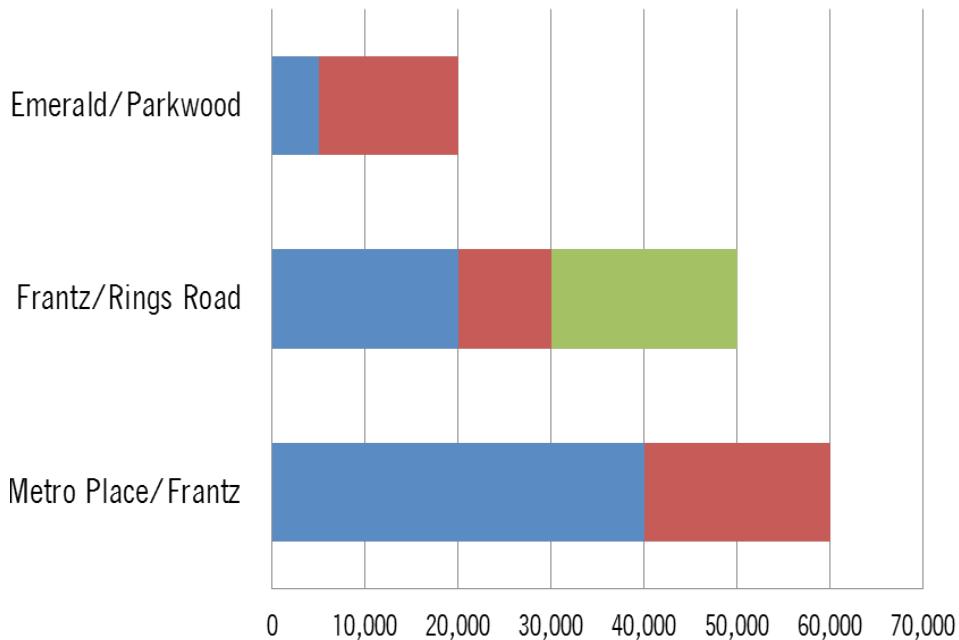
Spending Potential

- ▶ \$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

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



| | Metro Place/Frantz | Frantz/Rings Road | Emerald/Parkwood |
|-----------------------------------|--------------------|-------------------|------------------|
| ■ Restaurants | 40,000 | 20,000 | 5,000 |
| ■ Personal Care & Services | 20,000 | 10,000 | 15,000 |
| ■ Specialty Prepared Food/Grocery | 0 | 20,000 | 0 |

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.



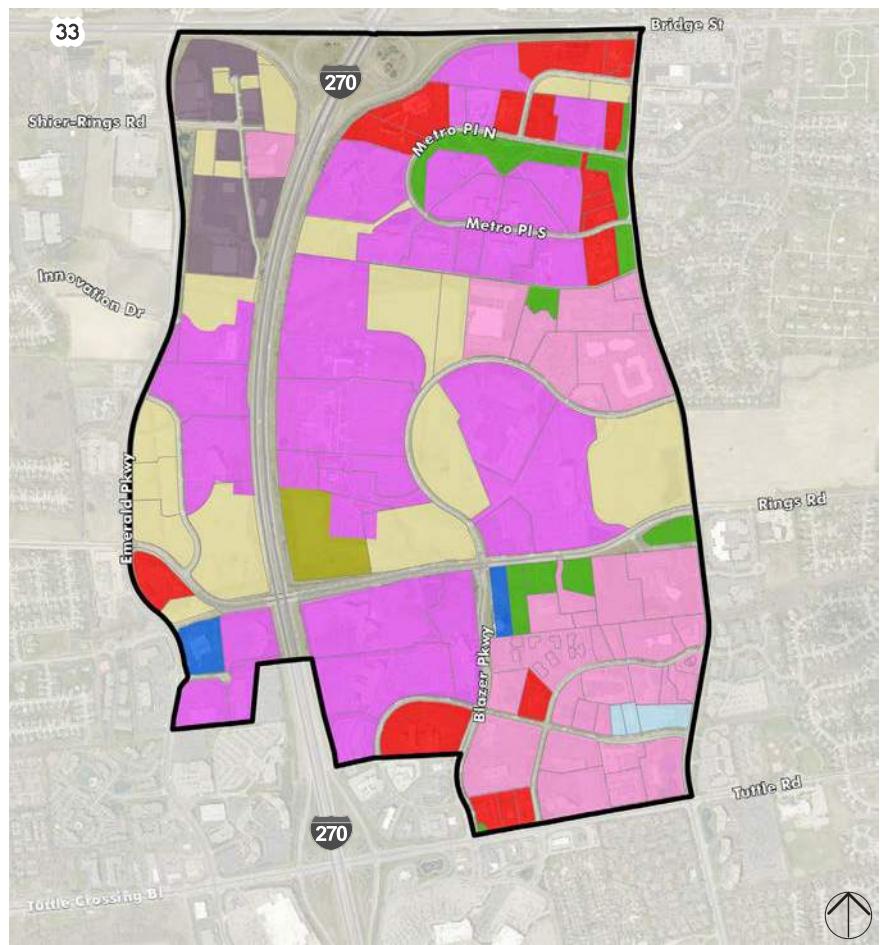
RECOMMENDATIONS LAND USE

The Dublin Corporate Area (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, the Dublin Corporate Area 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.

The basis for land use philosophy in this area is an understanding that this is an area in transition from the development patterns of the past. Allowing flexibility in land use will facilitate the transition as market forces shift during this time of change. It is not anticipated that a large-scale transformation will be immediate, so this sets a framework for change and individual sites are adapted to facilitate the uses of interest in today's office-focused neighborhoods.



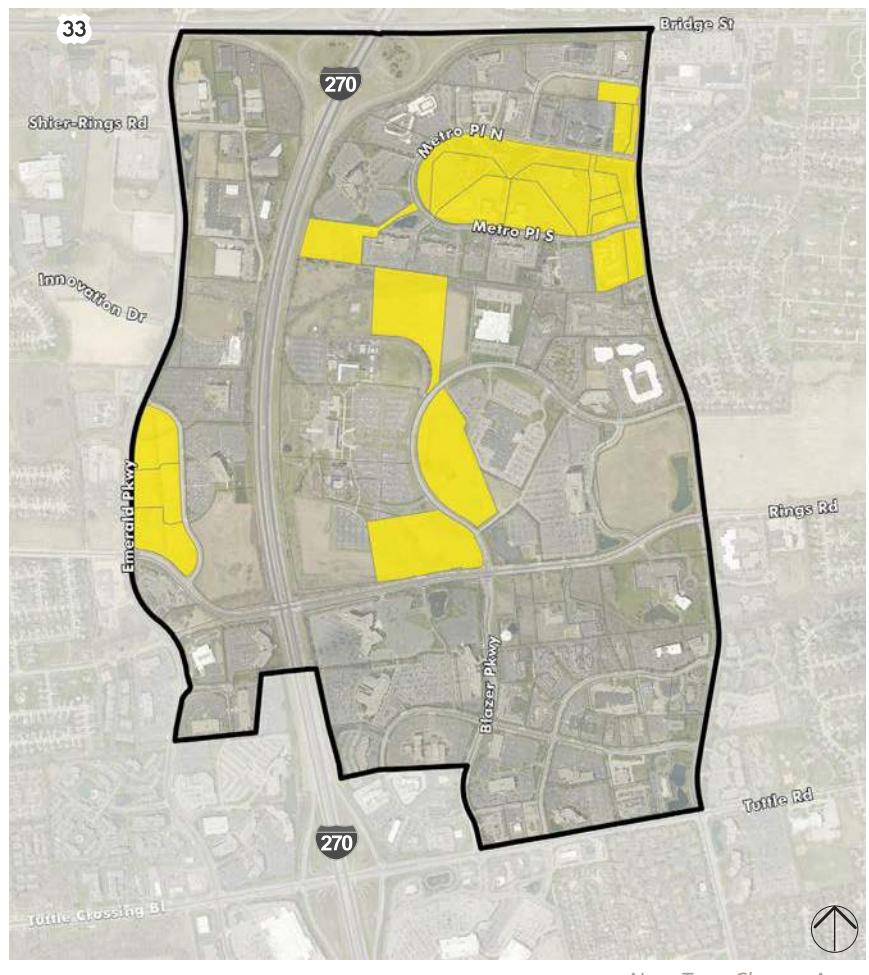
| | | | |
|-------------|--------------------------------|-------------|-----------------------|
| [Color Box] | Rural Residential/Agricultural | [Color Box] | General Institutional |
| [Color Box] | Standard Office/Institutional | [Color Box] | Civic/Public Assembly |
| [Color Box] | Premium Office/Institutional | [Color Box] | Parks/Open Space |
| [Color Box] | General Industrial | [Color Box] | Vacant/Undeveloped |
| [Color Box] | General Commercial | [Color Box] | Transportation |



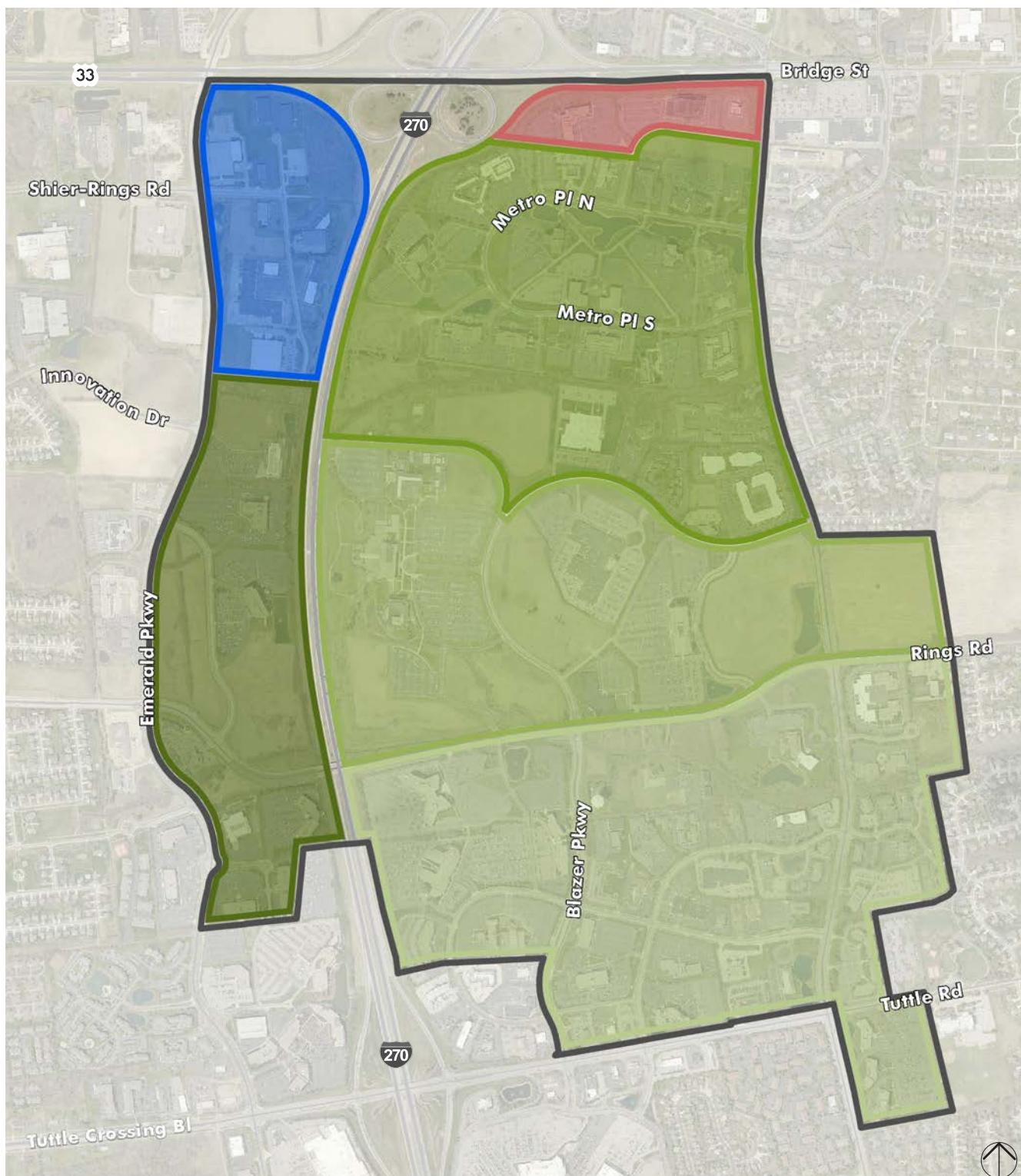
FUTURE LAND USE AND ZONING

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.



Near-Term Change Areas



Future Land Use / Zoning District Plan

- | | | | |
|---|-----------------------------|---|----------------|
| | 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:

- Office
- Office campus
- Personal services
- Retail
- Restaurant
- Restaurant/bar
- Entertainment
- Hotel
- Multi-family residential



Metro/Blazer: Central open space and office



Metro/Blazer and Tuttle/Rings: Hotel uses



Metro/Blazer and Tuttle/Rings: Restaurant uses

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 Co. holdings. This area has contained a significant amount of vacant land since its original office construction. 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 the Mall at Tuttle Crossing. 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 serves as a transition from the Tuttle Crossing area into the greater office campus area. Uses to include:

- Office
- Office campus
- Retail
- Restaurant
- Restaurant/bar
- Entertainment
- Hotel
- Multi-family residential

EMERALD SUB-DISTRICT



Metro/Blazer and Tuttle/Rings:
Multifamily uses

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.

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 Avery Road. 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

There will be no change to the existing zoning district.



Tuttle/Rings: Central open space walkway

Zoning

MUR-3: Emerald Sub-District
The Emerald Sub-District has a character that relates more closely to the residential neighborhoods to the east while providing limited commercial opportunities to complement office uses. Uses to include:

- Office
- Office campus
- Restaurant
- Personal services

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

There will be no change to the existing zoning district.



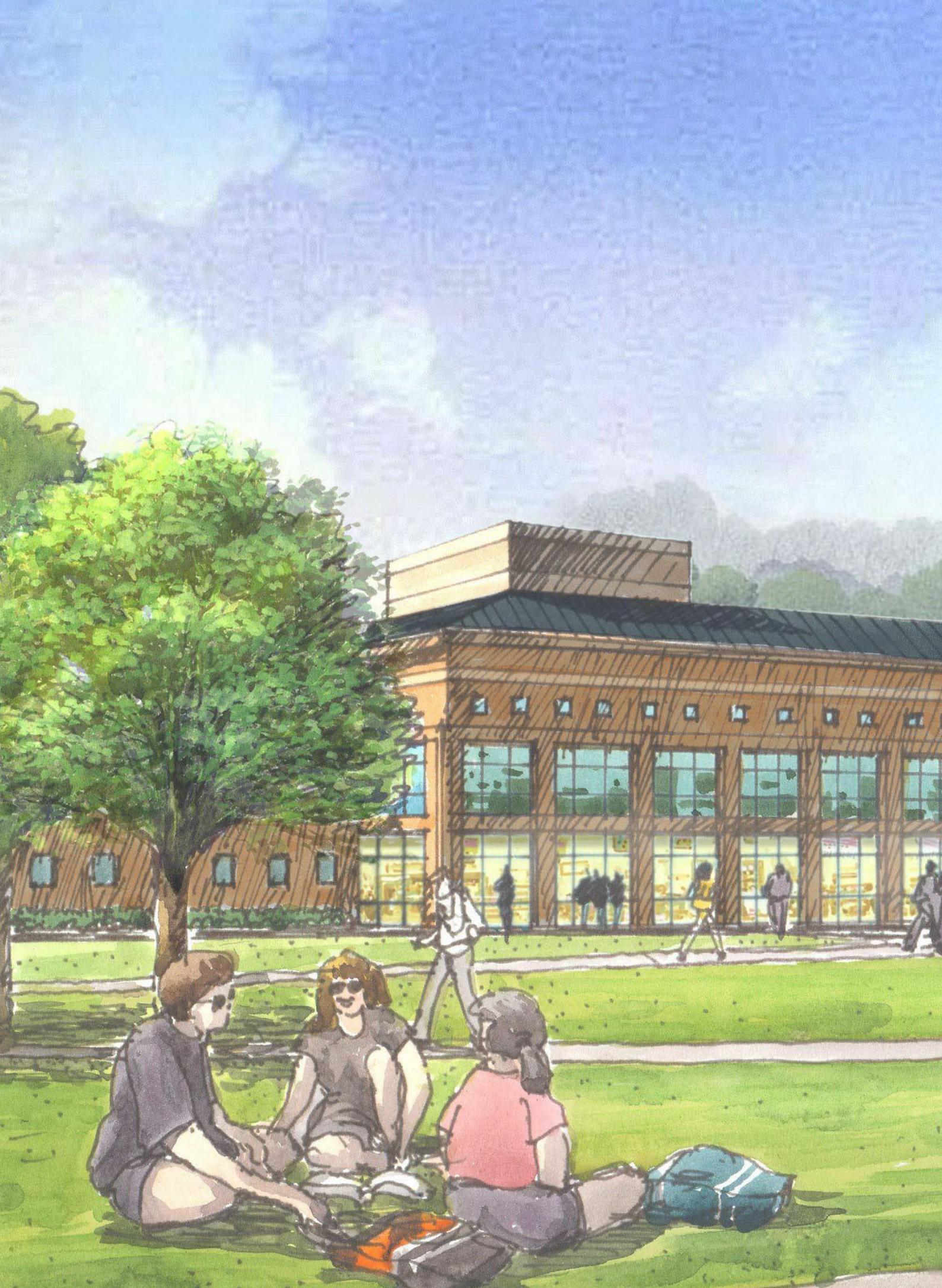
Emerald: Office use



Metro/Blazer and Tuttle/Rings:
Mixed use



Metro/Blazer and Tuttle/Rings:
Mixed use residential



DEVELOPMENT CONCEPTS

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.

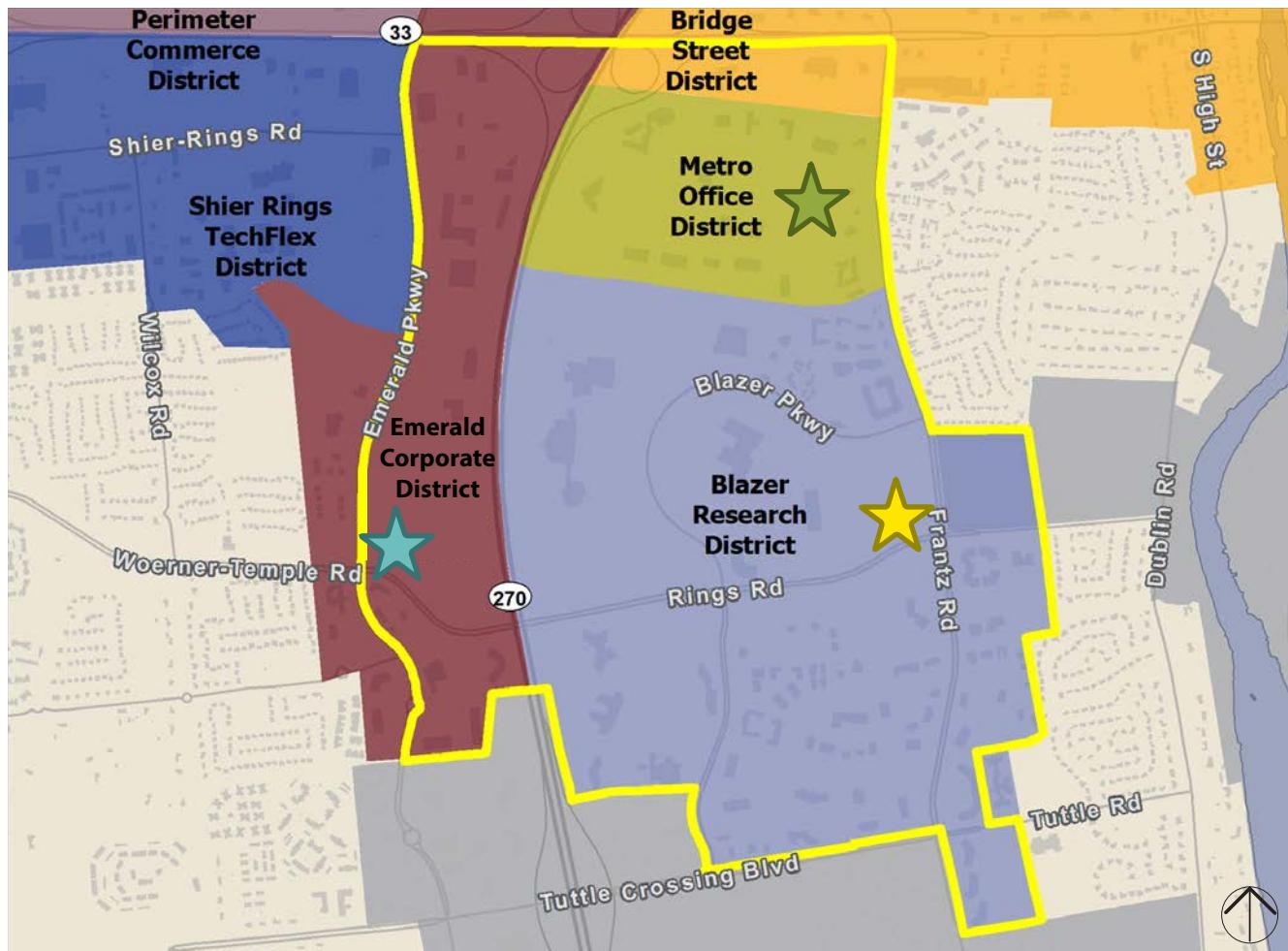
Based on the results of the Market Analysis and Public Input, the concepts reflect real-world scenarios for strategic

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.

The targeted areas that are illustrated in this section are meant to provide a basic roadmap to the type of near-term development most needed and most likely in an

immediate timeframe. There are any number of other sites that are also candidates for redevelopment in the study area going forward. These two areas were selected as part of the process due to:

- ▶ High likelihood of immediate development potential
- ▶ High level of immediate positive impact on the success of the district



Site redevelopment target areas

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.
- ▶ Service retail uses along Frantz Road. These would be smaller uses within stand-alone buildings, primarily providing convenience services to the nearly office workers and residents.
- ▶ 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.



Rings Road Development Option A



Potential development example: Green space as organizing element for office development



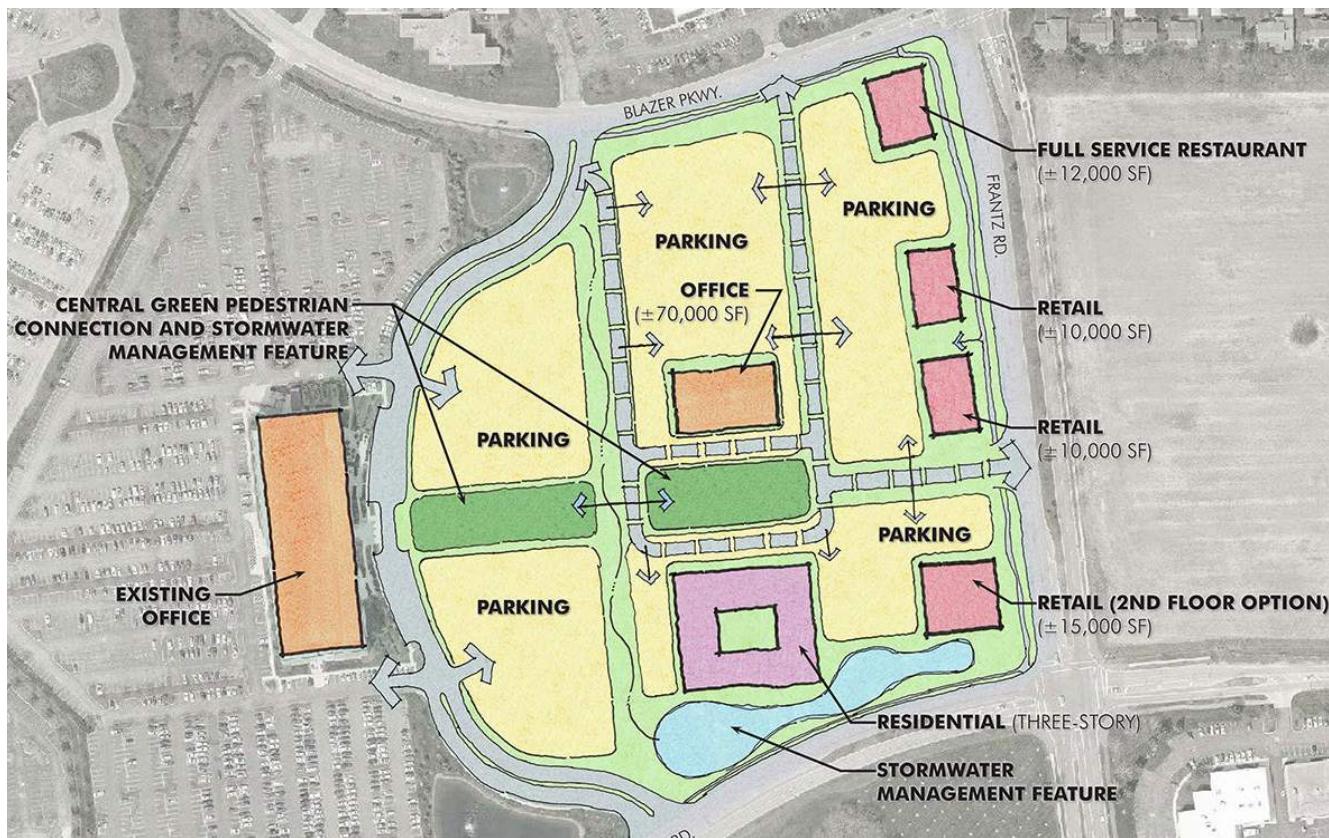
Potential development example: Mid-priced resstaurant use with outdoor seating

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.
- ▶ Service retail uses along Frantz Road. These would be smaller uses within stand-alone buildings, primarily providing convenience services to the nearly office workers and residents.
- ▶ 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.
- ▶ Residential use anchors the southern edge of the site and introduces additional customers to support the proposed restaurant/retail amenities.



Rings Road Development Option B



Potential development example: Multi-family residential



Potential development example: Small-format two-story grocery

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 ponds remain and are improved as a park amenity.



Potential development example: Destination restaurant at street frontage



Potential development example: Food truck court at office campus



Potential development example: Integrated office development



Potential development example: Recreational open space in office campus



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.



Potential development example: Mixed use with restaurant/retail first floor; office/residential upper floors



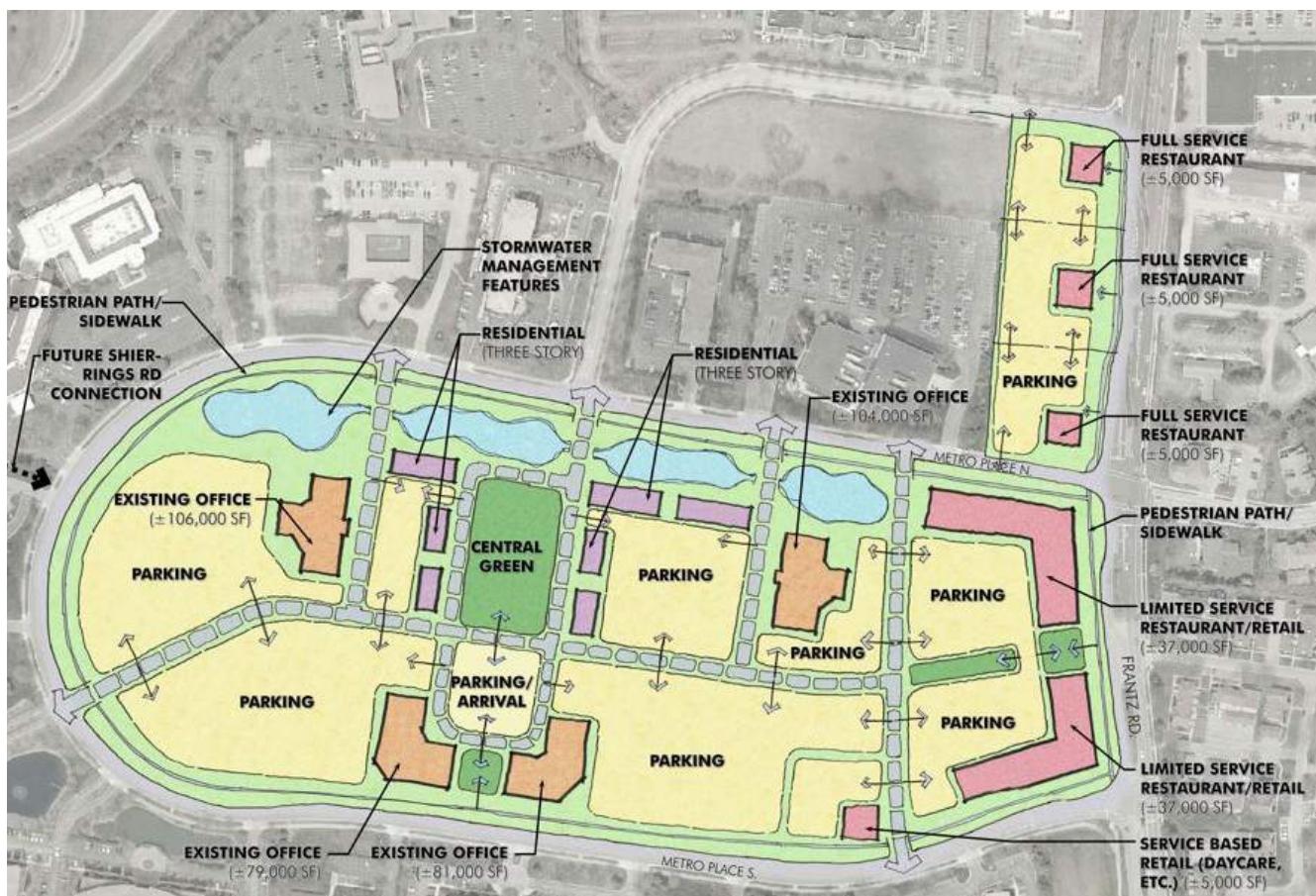
Potential development example: Multi-family residential



Potential development example: Restaurant retail integrated with public space



Potential development example: Passive open space in office campus, integrating stormwater facilities as an amenity



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.



Potential development example: Mixed use with restaurant/retail first floor; office/residential upper floors



Potential development example: Office campus with central organizing green



Potential development example: Office campus with central organizing green



Potential development example: Passive open space in office campus, integrating stormwater facilities as an amenity



Metro Center Option C

CONNECTIVITY

Changes in the study area will both require and provide the opportunity for connectivity of many types and scales. Improved office occupancy and combined with a newly developed mix-of-uses will both happen in conjunction with increased connectivity, and will enable updates as development occurs and sites evolve.

VEHICULAR

Roadway connections

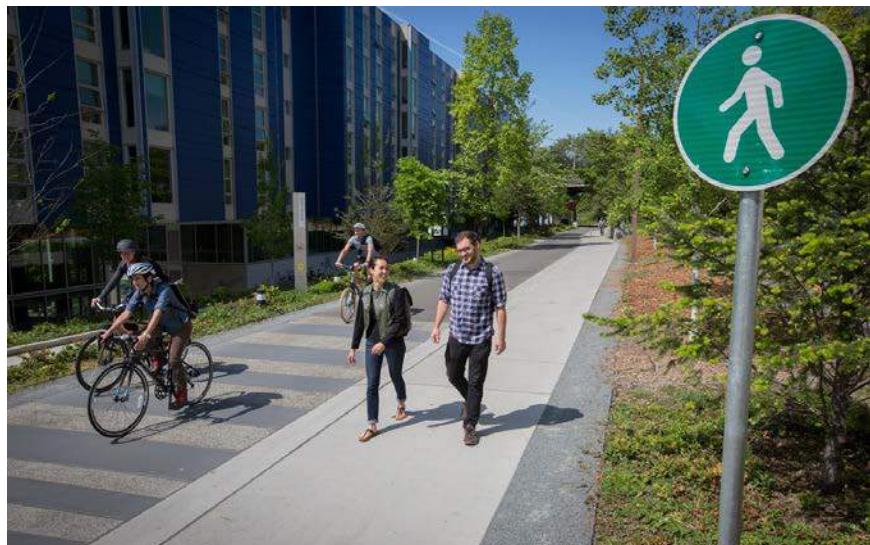
Current access to the site is almost completely vehicular. This access relies on a roadway network that has a limited number of connections to the primary roadway network, as well as very limited interconnectivity between sub-districts.

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 (including Frantz Road and Bridge Street) the city should study possible secondary connections into and within the study area.

The connectivity diagram indicates two areas where vital roadway linkages could greatly improve the overall network and greatly ease the traffic burden on the existing limited exits to Frantz Road. This would also provide better access options to proposed retail/restaurant amenities considered a primary need in this area.

Alternative vehicular transportation

The transportation mode to and within the study area is overwhelmingly automobiles. As the current mobility plan investigates additional options throughout the city, this area should be considered for primary service of any alternative



Active transportation integrated into site - Burke Gilman trail (image source www.washington.edu):

transportation approaches. This might include a circulator system within the office areas, whether driven in the near-term, or autonomous in the near future.

Transit connections

The study area has very limited connectivity to the regional transit system. As the current mobility plan investigates opportunities to improve this linkage, this area should be considered for primary service options. This area also provides excellent opportunities for improved regional transit facilities such as improved amenity stops. This is due to the high concentration of office jobs as well as existing and emerging service sector jobs in the proposed retail/restaurant/lodging uses. This area also is accessed by what will be two of Dublin's most densely developed primary corridors - Frantz Road and Bridge Street.

Autonomous Vehicles

Any roadway and vehicular connectivity improvements must take into account the significant changes that will result from imminent autonomous vehicle technology. While the particular requirements and opportunities of this technology are not yet defined, care to avoid overbuilding incompatible infrastructure should

be a consideration based on future AV adoptions rates.

ACTIVE TRANSPORTATION

Pedestrian site access

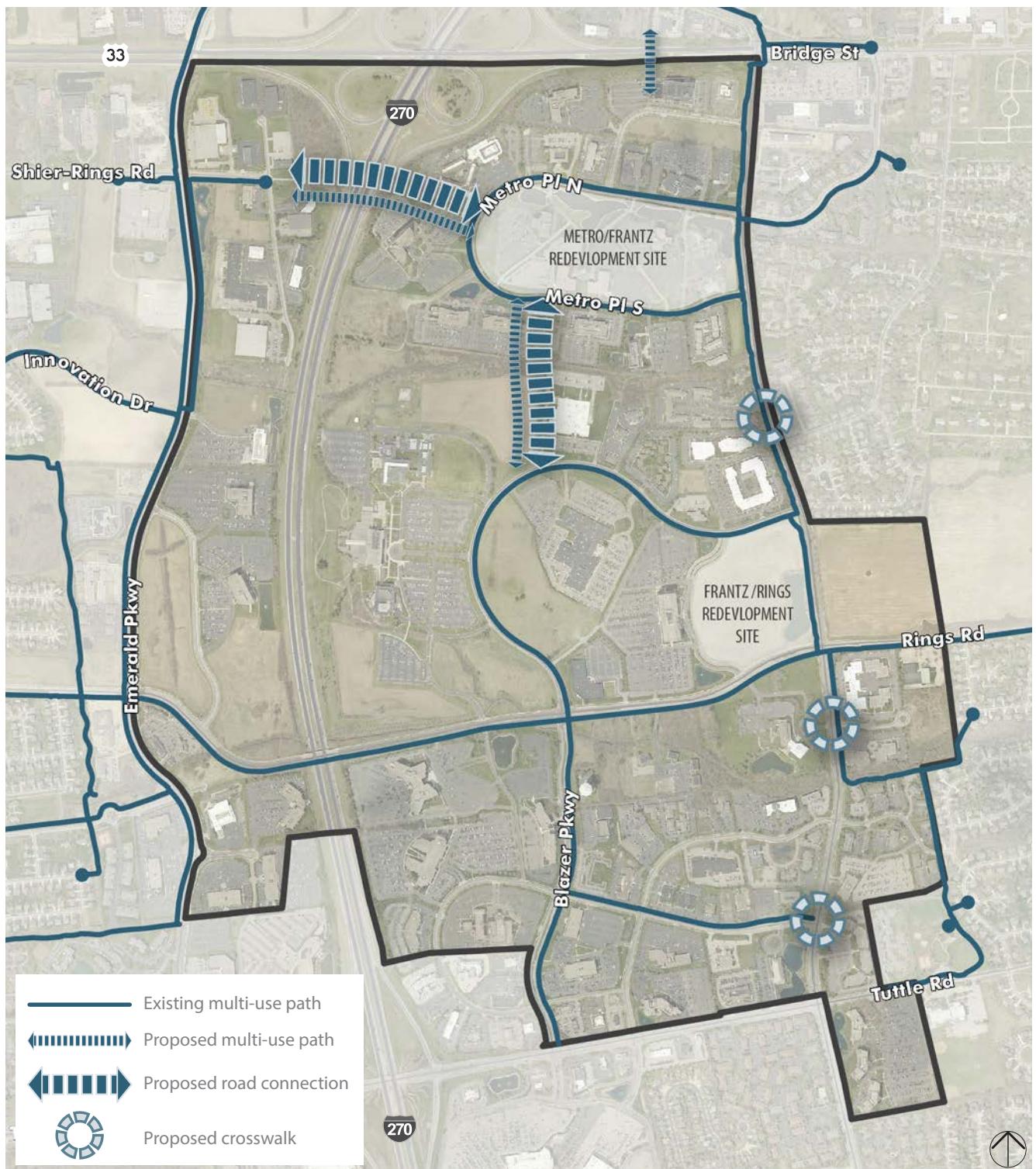
As the development pattern transitions from single-use and auto-dominant site design, this will be the opportunity to introduce needed pedestrian access to sites and within the sub-districts.

In addition to sidewalks along roadways, site design should be oriented to create vibrant street edges where possible. When retrofitting large parking areas, pedestrian connections within the lots and to adjacent uses will be vital.

These pedestrian connections will become key linkages into the area from nearby hotel users, links between office workers and restaurants, and from the nearby residential areas to the variety of coming mixed-use options.

Trail network

Dublin has a well-developed trail network throughout the city, serving both pedestrians and bicyclists. The connectivity diagram indicates additional areas where key linkages are needed



Study Area: Needed Connectivity Diagram

to the larger trail network. The trail system will be developed in conjunction with other roadway improvements and redevelopment sites, and should be augmented by the proposed improvements to the Frantz Road corridor streetscape.

Bicycle facilities

Bicycle facilities in coordination and addition to the trail network can be considered as part of the overall mobility study. The connectivity diagram indicates key areas to interface the larger bicycle facility network in this area.

In addition, bicycle parking can be added throughout the study area as sites redevelop and additional area amenities are added, creating a larger set of nearby destinations.

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. These include:

- ▶ Storm water
 - harvesting
 - low impact techniques,
 - bio-swales
 - pervious surfacing, etc.
- ▶ Smart irrigation systems
- ▶ Smart lighting systems
- ▶ Planting arrangements and techniques
 - reduction of supplemental irrigation
 - soil volume for long term tree growth
- ▶ Support for solar energy collection

Greenfield development

In the new development areas of the study area, a full suite of site sustainability practices can be implemented. In particular, multi-side stormwater controls that function in a more "regional" manner as well as being publicly accessible greenspace amenities are preferred.

Existing parking retrofit

Existing parking areas can be made much more efficient both from a

parking perspective and from the aspects of stormwater controls. During efforts to make existing adjacent lots more efficient, creating larger grouped areas of landscaping instead of a series of small, inefficient islands will be one significant improvement among others that can be considered. Removal of landscape island curbing can also be incorporated into stormwater management controls

Infill / site redevelopment

In new infill or site redevelopment cases, all of the techniques for implementing sustainability in both greenfield sites and in retrofit sites may be applicable. In particular, it will be vital to link new developments to the existing with greenspace and coordinated infrastructure

- ▶ Incorporation of materials that assist with wind and solar energy collection
- ▶ Water conservation through selection of appropriate fixtures for new and renovated facilities

TRANSPORTATION

Active Transportation

Incorporating active transportation facilities and site access should be a focus of all study area redevelopment.

Site elements of development should include:

- ▶ Provide ample and secure bike parking and amenities
 - air hose
 - repair tools
 - changing stations
 - bike lockers
- ▶ Ensure multi-use path systems provide safe and easy access to building entrances

Technological Advancements

National trends in personal preferences are leading to changes in our mobility choices. Landowners can contribute by: Provide preferred spaces and facilities for low or no-emission cars or carpoolers.



Parking lot stormwater approach: Large island bioswale



Parking lot stormwater approach: Bioswale and large central island



Parking lot stormwater approach: Curb breaks to accommodate inlet flow; large central islands

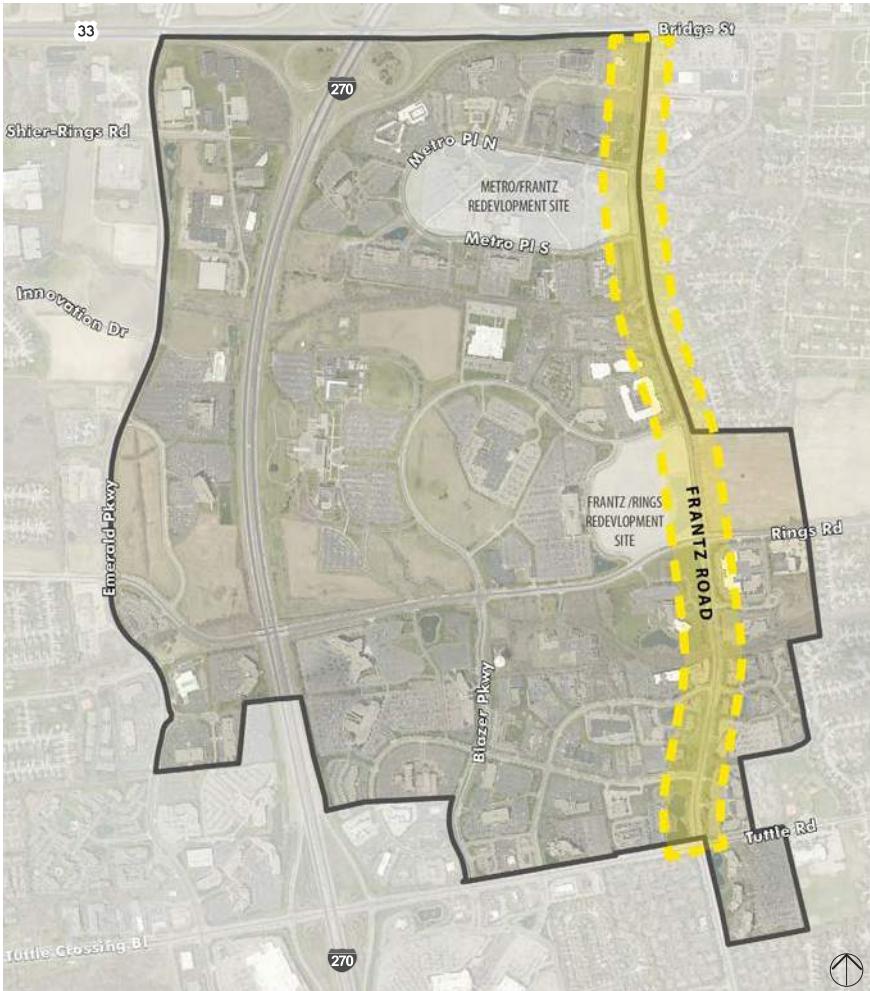
CORRIDOR FRANTZ ROAD

The Frantz Road Corridor has been identified as 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.
- ▶ Lacks consistent aesthetic throughout corridor.

Streetscape improvements along Frantz 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. Examples of those improvements include:

- ▶ Creation of gateways at the intersections with Bridge St. and Tuttle Rd.
- ▶ Landscape enhancements to existing medians at targeted intersections
- ▶ Additional landscape improvements to medians between intersections
- ▶ Accent paving at both existing and proposed crosswalks



Frantz Rd. corridor within study area



Frantz Rd. existing condition - typical section



Frantz Rd. proposed condition - typical section

FRANTZ ROAD TYPICAL IMPROVEMENTS



Frantz Road and Metro Place South - EXISTING



Frantz Road and Metro Place South - WITH RECOMMENDED IMPROVEMENTS



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



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



Overgrown landscaping can detract from a property's appearance instead of enhance it.

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 the some of the most mature landscapes.

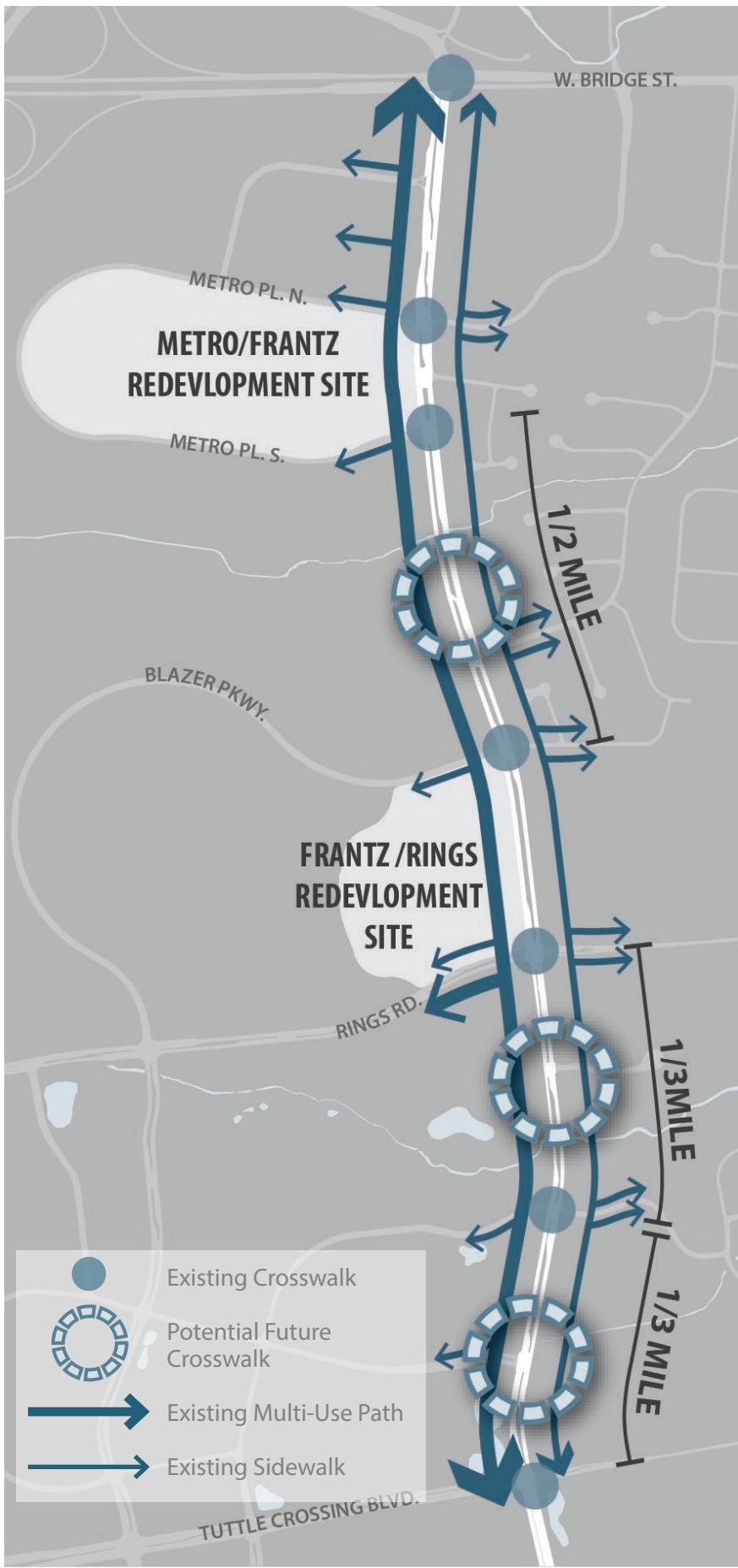
Many of the commercial properties along the corridor could contribute to rejuvenation of the streetscape by pruning, replacing or otherwise enhancing dense overgrown buffer plantings. The City should consider programs to incentivize participation in planting enhancements along this corridor. Examples include:

- ▶ An expedited administrative review process
- ▶ Matching low interest / no interest grants or loans
- ▶ Educational outreach to property owners and building managers.

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 and proposed pedestrian circulation along Frantz Road



Existing medians limit opportunities for pedestrian crossings



Future pedestrian crossings could be evaluated where Frantz Road intersects with Parkcenter Ave. and Cramer Creek Ct.



Automated pedestrian crossing signal

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.



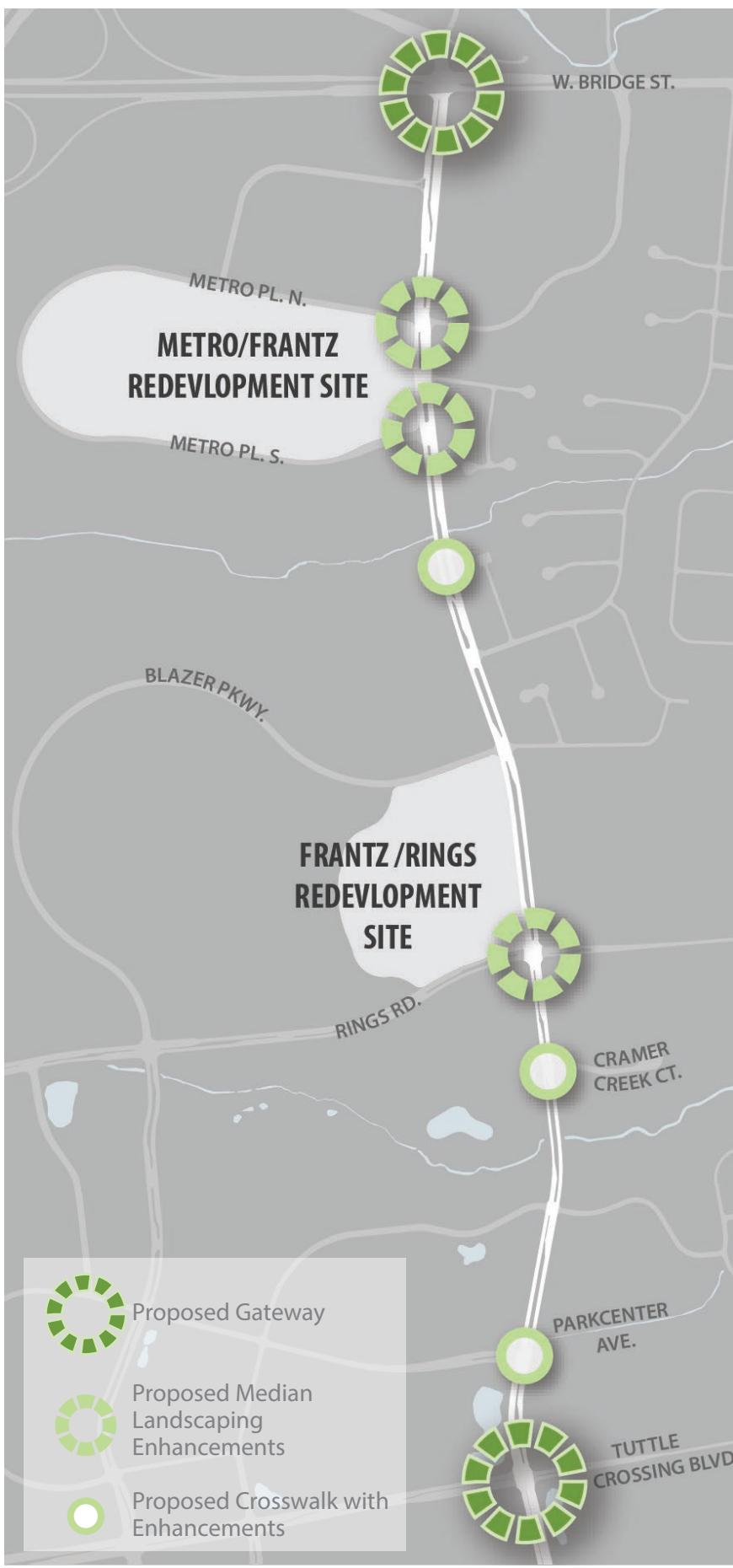
Existing wayfinding signage is limited and inconsistent.



Many signs are not positioned to clearly show a connection to the businesses they serve.



Examples of shared-use monument signs



Proposed streetscape improvements along Frantz Rd.

Streetscape Improvements

Streetscape improvements along Frantz 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. Examples of those improvements include:

- ▶ Creation of gateways at the intersections with Bridge St. and Tuttle Rd.
- ▶ Landscape enhancements to existing medians at targeted intersections
- ▶ Additional landscape improvements to medians between intersections
- ▶ Accent paving at both existing and proposed crosswalks



The intersections of Frantz Rd. with Tuttle Crossing and Bridge St. are opportunities for enhanced landscaping and distinct signage to create gateways into the Frantz Rd. corridor.



Proposed examples of enhanced landscaping in medians



Examples of crosswalks with ornamental paving

IMPLEMENTATION

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.

REGULATORY

Update zoning

- ▶ Prepare and adopt a new zoning classification for the planning area, establishing standards that currently vary amongst the several PUD districts.
- ▶ Make the process consistent with other districts such as the West Innovation District.
- ▶ 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 illustrate the design intent of this plan and the new zoning district.

- ▶ Support new development that is consistent with this plan and the context of individual sites
- ▶ Encourage design creativity for sites and new construction, consistent with the adopted plan and guidelines.

Promote “green” approaches

- ▶ Require 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 the 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.

MOBILITY

Refresh Frantz Road corridor

- ▶ Allocate funds to design and construct streetscape improvements.
- ▶ Work with property owners during design and construction.

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.

Improve Connectivity

- ▶ Create additional roadway connections to the study area.
- ▶ Create additional roadway connections within the study area.
- ▶ Require pedestrian connections in all redevelopment.

DEVELOPMENT

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 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.

Redevelop existing sites with quality site design

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

Support technology and R+D business investment

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

SITE IMPROVEMENTS

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.

ACTION ITEM

| | | CURRENT |
|-------------|---------------------------------|--|
| DEVELOPMENT | REDEVELOPMENT | |
| | MIX OF USES | City ownership of Rings Road site |
| | BUILDING ARCHITECTURE | |
| | OPTIMIZE PARKING | Initiate drafting of new zoning district |
| | SITE ACCESS | |
| | ZONING UPDATE | Initiate drafting of new zoning district |
| | DEVELOPMENT & DESIGN GUIDELINES | Initiate drafting of guidelines |
| | "GREEN" APPROACHES | Stormwater design manual |
| REGULATORY | FRANTZ ROAD CORRIDOR | |
| | TRANSPORTATION INFRASTRUCTURE | Mobility plan underway |
| MOBILITY | | |
| | | |

TASKS

| | 1 YEAR | 2-4 YEARS | 5+ YEARS |
|--|--|---|--|
| | <p>Encourage open sites for redevelopment Adopt new zoning district</p> | <p>Coordinate retrofit development of combined office sites Addition of amenity greenspace and uses</p> | <p>Coordinate wholesale redevelopment of obsolete sites</p> |
| | <p>Market sites for redevelopment Adopt new zoning district</p> | <p>Coordinate development for identified target sites</p> | <p>Coordinate wholesale redevelopment of obsolete sites</p> |
| | <p>Create incentive program for exterior improvements</p> | <p>Coordinate retrofitting of new entries / door locations Coordination with new outdoor greenspace amenities and restaurant access</p> | <p>Coordinate wholesale redevelopment of obsolete sites Compatibility with a mix of uses</p> |
| | <p>Utilize site efficiencies where near-term parking is needed</p> | <p>Coordinate reworking of office parking areas</p> | <p>Coordinate wholesale redevelopment of obsolete sites</p> |
| | | <p>Coordinate reworking of office site access Coordinated site access for new development</p> | <p>Coordinate wholesale redevelopment of obsolete sites</p> |
| | <p>Adopt new zoning district</p> | <p>Provide technical assistance to property owners and developers</p> | <p>Ongoing implementation</p> |
| | <p>Adopt new zoning district</p> | <p>Encourage new development consistent with this plan and context of individual sites</p> | <p>Ongoing implementation</p> |
| | <p>Mandate green approaches in site design through the zoning code</p> | <p>Coordinate retrofitting of new entries / door locations Coordination with new outdoor greenspace amenities and restaurant access</p> | <p>Identify incentives to extend green solutions beyond "minimal" application</p> |
| | <p>Allocate funds for design Create detailed improvements plan Outreach to property owners</p> | <p>Allocate funds for construction Implement improvements Outreach to property owners</p> | <p>Ongoing maintenance</p> |
| | <p>Study connectivity options</p> | <p>Implement local transit solution Implement bicycle infrastructure Expand COTA service</p> | <p>Construct roadway connections Implement AV technology</p> |

DEVELOPMENT + DESIGN PRINCIPLES

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.

SITE DEVELOPMENT

- ▶ Buildings should be located adjacent to the public rights-of-way, locating parking primarily to the rear where possible.
- ▶ Negative Impacts of site lighting on adjacent areas should be reduced..
- ▶ 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.



Building adjacent to the public right-of-way



Street trees and activated streetscape



Walkway through parking area, linking to front entrances

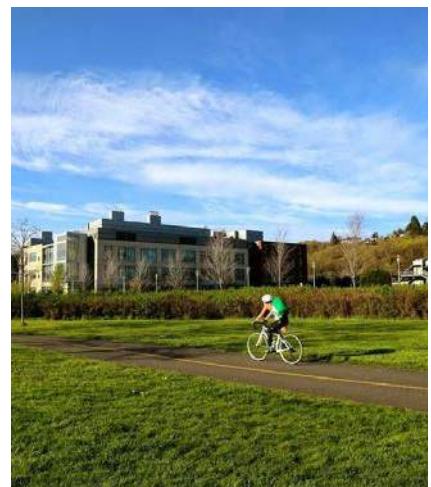
- ▶ Pedestrian access should be accommodated from parking areas to building areas and between adjacent buildings and uses.
- ▶ Pathways and sidewalks should be located throughout, creating linkages within and to adjacent sites.
- ▶ Bicycle access should be accommodated and encouraged in site design.

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.
- ▶ 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.
- ▶ 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.
 - ▶ Scale should be considered in the overall context of the district and based on site location.



Pedestrian facilities integrated into sites



Bicycle facilities integrated into sites



Architectural variety complements the traditional portion of the building



High degree of transparency; building entry along public right-of-way

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.



Dynamic building massing



Stone as exterior building material

- ▶ 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 $\frac{1}{4}$ " – break metal and other easily warped metal applications should be avoided



Glass and metal as exterior building materials; high degree of transparency

- ▶ 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 brick



Extensive use of glass as exterior material



High degree of transparency

- ▶ 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 stone sills and lintels
- ▶ Other clay products such as terracotta tiles may be used as appropriate

- ▶ 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

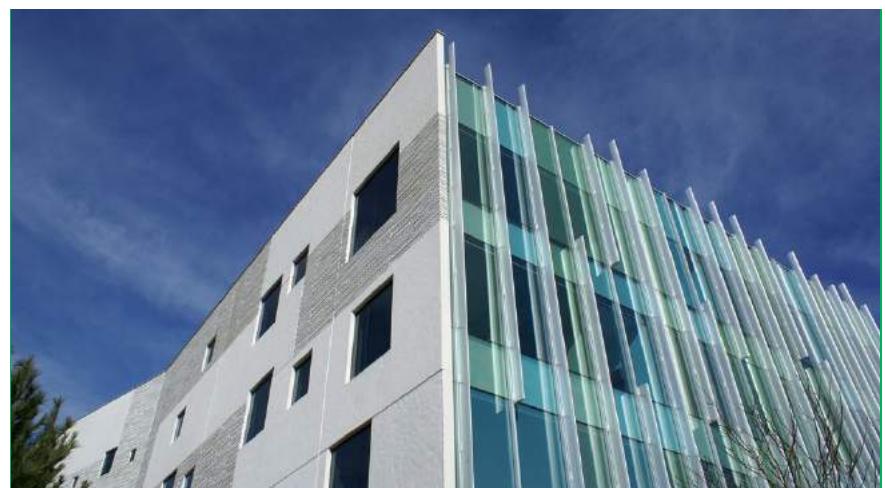
- ▶ Concrete
 - ▶ Concrete may be used as an exterior material if finished in a stylized architectural manner.
 - ▶ Concrete should be used as a component of an exterior materials strategy, incorporating other natural materials.
 - ▶ Large-scale openings and window transparencies should be inherent in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



Brick and glass as exterior building materials



Wood and metal as exterior building materials



Concrete and glass as exterior building materials

SITE ACCESS

- ▶ Sites should 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.
- ▶ Encourage the use of alternative transportation through site design (such as a an office circulator shuttle) to lower parking demand.
- ▶ 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 plant 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.



Access points should serve multiple office buildings/sites



Shared "green" parking lot



Permeable pavers in parking area

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.



Dedicated bicycle facilities



Bicycle parking

LANDSCAPING

- ▶ Site landscaping should be consolidated into areas large enough to support successful plant 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. 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.

SIGNAGE

- ▶ Overall district branding could improve the identity of the study area and subdistricts.
- ▶ Coordinated wayfinding signage can be used to improve the function of the entire study area .
- ▶ Overall wayfinding should be encouraged for each sub-district.



Incorporated open space and stormwater features



Landscape median



Landscape clustered at entry



Monument sign - campus



Monument sign - multi- tenant



DUBLIN CORPORATE AREA PLAN

CITY OF DUBLIN, OHIO
DIVISION OF PLANNING
DEPARTMENT OF DEVELOPMENT