DUBLIN CORPORATE AREA PLAN
PUBLIC WORKSHOP
AUGUST 2, 2017

POD Design, DDA, Side Street Planning
AGENDA

1) Presentation:
   • Public Input – Summary Review
   • Development Context
   • Market Analysis Update
   • Development Concepts
   • Frantz Road

2) Workshop:
   • “Deeper Dive” Review Stations
PLANNING PROCESS

Kick-Off & Existing Conditions
June-July 2016

Background Analysis/Marketability
July-Aug 2016

Physical Development Concepts
Sept-Dec 2016

Adoption
Sept-Oct 2017

Draft Plan
Aug 2017

Zoning & Development Standards
April-July 2017
PUBLIC INPUT REVIEW
**INPUT RESULTS**

**Residency location of respondents:**
- In Dublin - next to study area
- In Dublin - elsewhere in the city
- Other Location

**Work location of respondents:**
- In Dublin - in the study area
- In Dublin - elsewhere in the city
- Other Location
If your job is in the study area, what is most needed to improve your work experience? (Check all that apply)

- Greenspace
- Walking/biking trails
- Additional parking
- Building updates
- Nearby retail/restaurant amenities
- Walkable development
- "Green" building and site improvements

70.0% 60.0% 50.0% 40.0% 30.0% 20.0% 10.0% 0.0%
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%
DEVELOPMENT CONTEXT
STUDY AREA CONTEXT

AREA HYDROLOGY
TRANSPORTATION

DCAP – Existing Conditions

EXISTING TRANSIT ROUTES

EXISTING BIKE CIRCULATION
MARKET ANALYSIS UPDATE: Restaurants and Retail
MARKET ANALYSIS COMPONENTS

1) Marketable Site Locations
2) Consumer Target Types
3) Proximate Spending Power
4) Market-supported Opportunities
Identified three areas with viable retail/restaurant site characteristics

⭐ Frantz/MetroCenter

⭐ Frantz/Rings Road

⭐ Emerald Parkway/Parkwood Place
From three consumer types, we identified proximate retail/restaurant spending potential for each site:

- Office Workers
- Hotel Patrons
- Residents
## SPENDING POWER BY DEVELOPMENT AREA

<table>
<thead>
<tr>
<th>Development Area</th>
<th>Restaurants</th>
<th>Specialty Food/ Grocery</th>
<th>Personal Care/ Service Retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frantz/Metro</td>
<td>$35 Mil</td>
<td>$3.4 Mil ($21.7 Mil)</td>
<td>$7.1 Mil</td>
<td>$40.5 Mil</td>
</tr>
<tr>
<td>Frantz/Rings</td>
<td>$18 Mil</td>
<td>$3.7 Mil ($36.0 Mil)</td>
<td>$5.6 Mil</td>
<td>$23.7 Mil</td>
</tr>
<tr>
<td>Emerald/Parkwood</td>
<td>$16 Mil</td>
<td>$3.7 Mil ($33.2 Mil)</td>
<td>$7.4 Mil</td>
<td>$21.6 Mil</td>
</tr>
</tbody>
</table>
### MARKET-SUPPORTED DEVELOPMENT

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</tr>
</thead>
<tbody>
<tr>
<td>Frantz/Metro</td>
<td>30,000 – 40,000</td>
<td>-</td>
<td>20,000</td>
<td>50,000 - 60,000</td>
</tr>
<tr>
<td>Frantz/Rings</td>
<td>20,000</td>
<td>15,000 – 20,000</td>
<td>10,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Emerald/Parkwood</td>
<td>5,000</td>
<td>-</td>
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</tbody>
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Consideration should be given to integrating housing development:

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

1) Rings Road:
   • Complementary Office/Retail
   • Integrated Approach

2) MetroCenter:
   • Limited
   • Moderate
   • Advanced

3) Frantz Road:
   • Streetscape Discussion
RINGS ROAD: OPTION A OFFICE/RETAIL

- Full Service Restaurant (±12,000 SF)
- Retail (±10,000 SF)
- Retail (2nd Floor Option) (±15,000 SF)
- Office (±70,000 SF)
- Parking
- Pedestrian Connection and Stormwater Management Feature
- Existing Office
RINGS ROAD: OPTION B OFFICE/RETAIL/HOUSING

- FULL SERVICE RESTAURANT (± 12,000 SF)
- RETAIL (± 10,000 SF)
- RETAIL (2ND FLOOR OPTION) (± 15,000 SF)
- RESIDENTIAL (THREE-STORY)

CENTRAL GREEN PEDESTRIAN CONNECTION AND STORMWATER MANAGEMENT FEATURE

EXISTING OFFICE

STORMWATER MANAGEMENT FEATURE
RINGS ROAD: OPTION A OFFICE/RETAIL
METROCENTER: OPTION A LIMITED REDEVELOPMENT

Frantz Road retail frontage
METROCENTER: OPTION A LIMITED REDEVELOPMENT

Frantz Road
retail frontage
METROCENTER: OPTION B MODERATE REDEVELOPMENT

Retain existing office
METROCENTER: OPTION B MODERATE REDEVELOPMENT

Retain existing office
METROCENTER: OPTION C ADVANCED REDEVELOPMENT

All new development
All new development
ADDITIONAL CONNECTIVITY

PROPOSED ADDITIONAL CONNECTIVITY
Sustainable Site Practices

DCAP – Sustainability
FRANTZ ROAD: Needed Updates
Current concerns

• Landscaping - looking “tired”
• How buildings interface with the road
• Connectivity
• Signage
• Overall look and feel
What elements of Frantz Road most need updating?
(Select all that apply)

- Landscaping: 70.0%
- Eliminate landscape mounds: 30.0%
- Building frontages: 60.0%
- Business signage: 50.0%
- Improve pedestrian connectivity to businesses: 70.0%
- Sidewalks: 40.0%
- Pedestrian crosswalks: 30.0%
PROPOSED PEDESTRIAN IMPROVEMENTS

PROPOSED PEDESTRIAN IMPROVEMENTS

DCAP – Frantz Road Streetscape
PROPOSED PEDESTRIAN IMPROVEMENTS

MAJOR AND MINOR INTERSECTIONS
TYPICAL BUILDING SETBACK ADJUSTMENTS

RIGHT-OF-WAY

50’ BUILDING SETBACK
FRANTZ ROAD

DCAP – Frantz Road Streetscape
DCAP – Frantz Road Streetscape
1) DRAFT Plan Revisions – August 2017

2) Adoption
   • Planning Commission - September 2017
   • City Council - October 2017
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