



To: Members of Dublin City Council
From: Dana L. McDaniel, City Manager
Date: October 5, 2017
Initiated By: Vincent A. Papsidero, FAICP, Planning Director
Tammy J. Noble, Long Range Planning Manager
Devayani Puranik, Senior Planner
Re: Dublin Corporate Area Plan- Draft Plan

Summary

This memo summarizes the Dublin Corporate Area Plan process and plan recommendations. The Legacy Office Background Report and draft Dublin Corporate Area Plan are included in the packet for reference.

Background

For the past 40 years, Dublin's office space has been classified as premier within the market. Like many suburbs, Dublin fostered a Class-A office market due to freeway visibility, easy automotive access, an abundance of free parking and idyllic office "parks" with manicured landscaping. However, with the aging of these buildings, this development model is having an increasingly difficult time competing with newer office space in more vibrant, amenity-rich environments.

The Dublin Corporate Area Plan builds upon Phase I- Dublin's Legacy Office Competiveness Study completed in 2016 and included the Metro Center development and the businesses along Frantz Road and Blazer Parkway. The Phase II of the process is the Dublin Corporate Area Plan that 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.

The following goals were the foundation of 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.

This has been a collaborative project between Planning and Economic Development. The

consultant team for this project includes POD design, Sidestreet Planning, and DDA advisors. The planning area is approximately 888 acres and includes all legacy office complexes within Metro, Blazer, and Emerald centers, and Frantz Road corridor.

Frantz Road is an especially important business corridor with unique land use challenges because it is framed on the east side by residential neighborhoods. The corridor currently lacks amenities to serve businesses or neighborhoods within a walkable distance. The street itself presents challenges for pedestrians.

Planning Process

The planning process was iterative and asked broad questions that focused on the needs of the local businesses and residential communities. The engagement process is summarized below.

- Phase I: Legacy Office Competitiveness Study
 - Business Community Outreach Workshop – December 1, 2015
The Phase I culminated in a workshop focused on property owners and brokers representing the study area as well as company representatives working within the study area. Key feedback included the need for more amenities for office workers, updates to the appearance of the sites and adjacent roadway corridors, more efficient parking and parking ratios, and strategies for more aggressive redevelopment of the area.
- Phase II: Dublin Corporate Area Plan
 - Public Workshop I and web-based survey – August 31, 2016
Phase II began with a public workshop for gathering input from all stakeholder including residents, employees and property owners. Key feedback included the desire for restaurants and retail amenities and an interest in open space and walkability.
 - Public Workshop II and web-based survey – November 1, 2016
The second public workshop focused on gathering input on specific development concepts. The workshop feedback included support for a mix of uses and the redevelopment of Frantz Road corridor. Input also included the desire to redevelop/refresh existing office areas and continued interest in pedestrian access improvements.
 - Open House – August 2, 2017
Stakeholders and members of the public were invited to review the draft Plan in an open house setting to encourage discussions regarding the specific recommendations.
 - Llewelyn Farms and Waterford Village Meeting – August 11, 2017
Staff met with the neighborhood representatives from Llewelyn Farms and Waterford Village to discuss their concerns regarding adjacency of the proposed Mixed Use Regional land use designation in relation to the existing residential neighborhoods.

Contents of the Draft Plan

The Plan includes the following elements: Project Overview, Existing Conditions, Public Input,

Market Analysis, Land Use Recommendations, Development Concepts, Frantz Road Corridor, Implementation, and Development and Design Guidelines.

The recommended future land use designation for the planning area is Mixed Use Regional Center. This broad designation creates flexible land use categories while establishing opportunities for regional destination users, neighborhood commercial components and limited infill residential at key locations. The goal is to encourage redevelopment, as well as infill on vacant sites.

The planning area is divided into sub-districts, including focus areas, with specific development opportunities and preferred development outcomes. The plan provides specific policy recommendations for each sub-district and focus area, which will be reflected in the follow-up zoning code update for this planning area. The sub-districts under Mixed Use Regional (MUR) classification are- MUR-1 (Metro/Blazer), MUR-2 (Tuttle/Rings North and South) and MUR-3 (Emerald).

The Plan continues to support the existing Bridge Street District classifications for areas along Upper Metro Place and Technology Flex District for areas along Emerald Parkway.

In order to respond to a variety of community concerns, the plan provides detailed design guidelines, in particular, a building height map in response to neighborhood concerns regarding the height of future development throughout the planning area, especially along Frantz Road corridor.

The Plan provides implementation guidelines and 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.

Next Steps

- Draft document revisions based on Council, resident, and property owner comments
- Plan adoption process: December-January 2018
- Plan Implementation: drafting of a new zoning district for the planning area, as well as a comprehensive rezoning; design and implementation of Frantz Road streetscape improvements - 2018

Recommendation

City Council consider the following questions and provide direction to the consultant and staff:

- 1) Does Council support the direction of the proposed plan?
- 2) Does Council recommend additional changes or modifications to the proposal?
- 3) Does Council have any other concerns?

DUBLIN CORPORATE AREA PLAN

Special Area Plan Update (2017)



CITY OF DUBLIN, OHIO
DIVISION OF PLANNING
DEPARTMENT OF DEVELOPMENT
ISSUED: SEPTEMBER 18, 2017

COMMUNITY PLAN

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



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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.

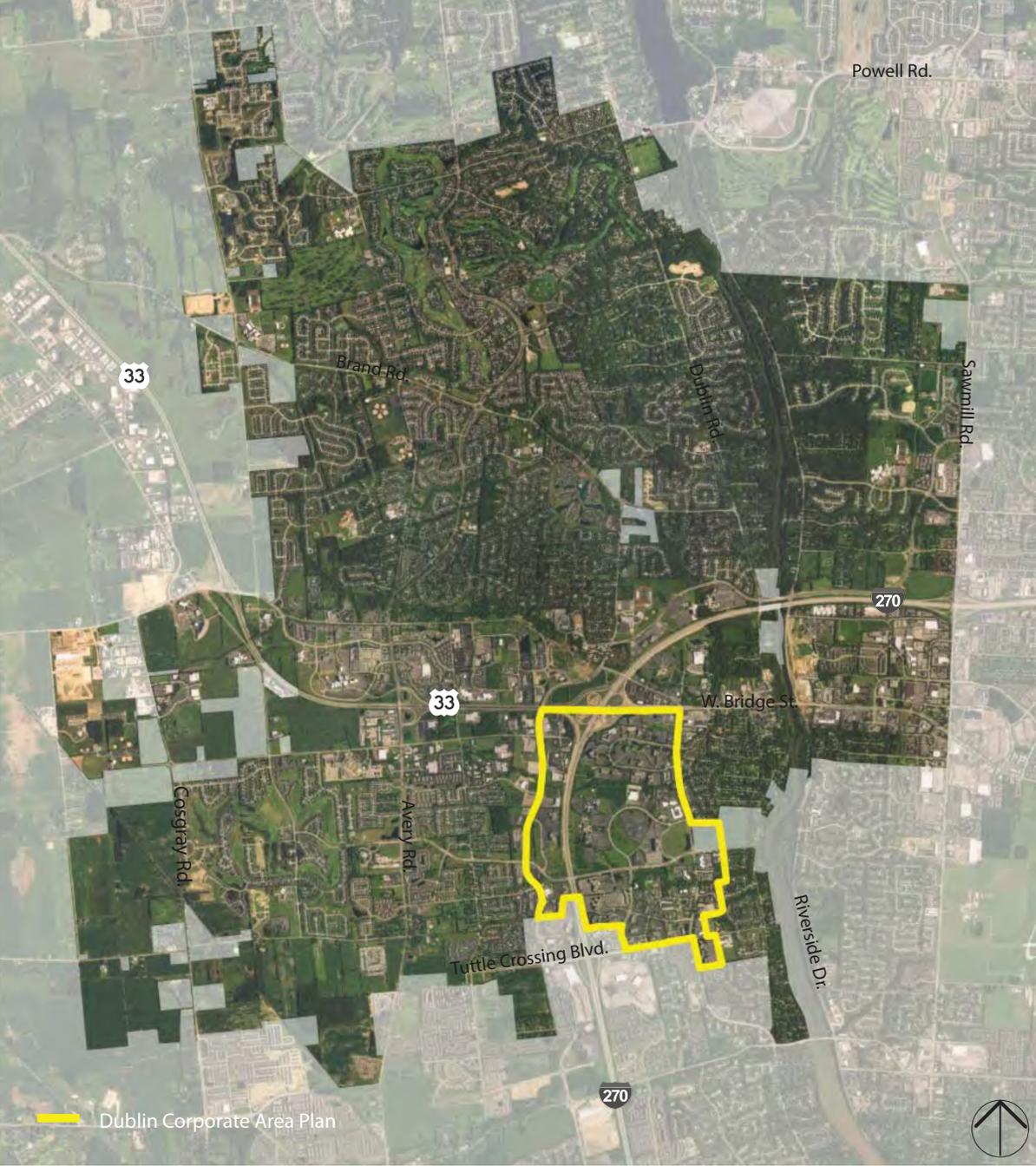
- ▶ Recommend mechanisms to ensure additional development on the west side of Frantz Road doesn't adversely impact neighborhoods to the east.
- ▶ Recommend zoning tools to ensure successful implementation of the vision and plan recommendations.

Planning Area Context

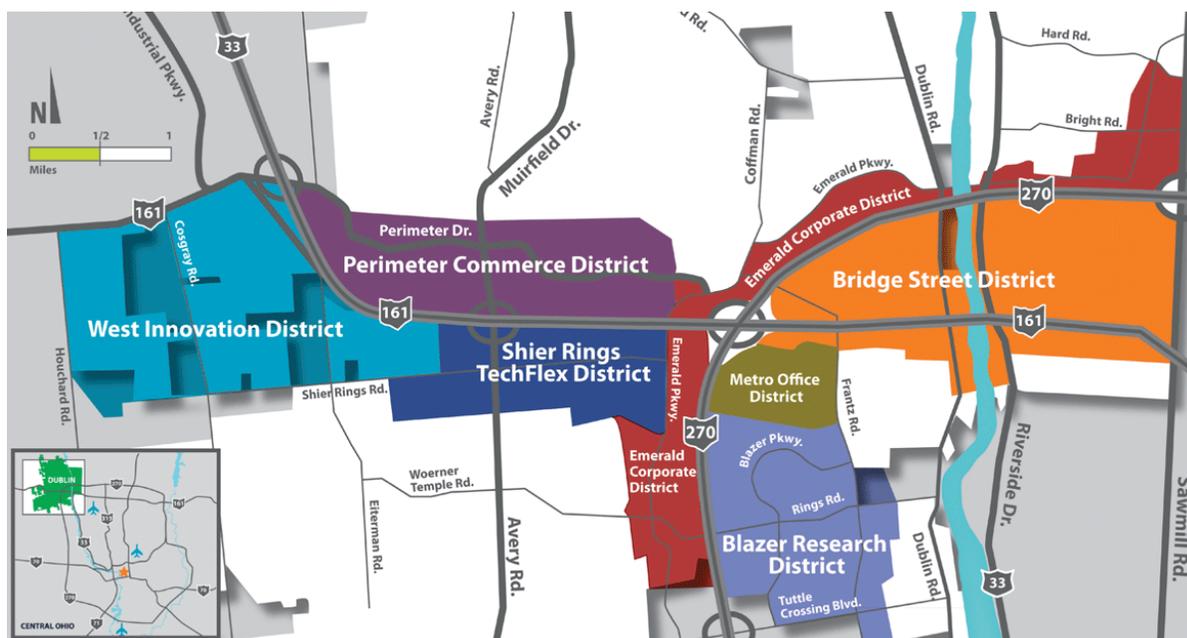
The study area primarily consists of large office users that developed during the 1970s to 1990s. Placed along I-270, these "outerbelt" sites were considered premium locations for suburban office development during this time period because of high traffic visibility and the focus on vehicular access.

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:

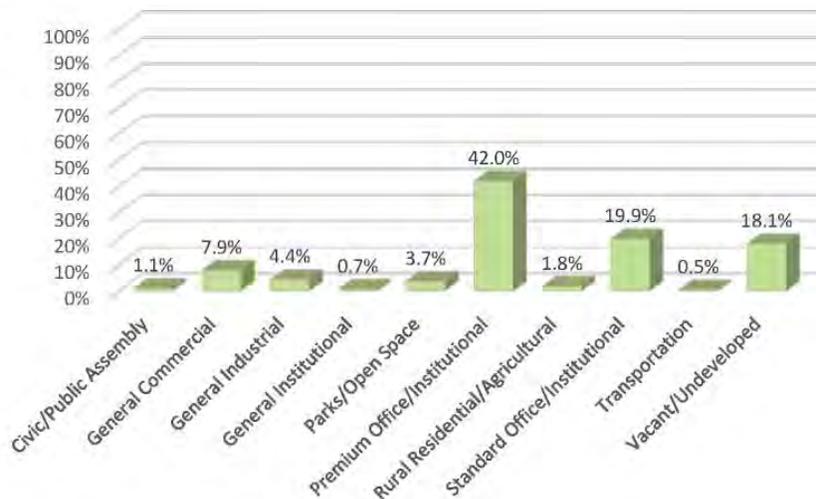
- ▶ Large-scale corporate office development
- ▶ Highway-oriented “legacy” office campus sites
- ▶ Segregated land uses
- ▶ Auto-oriented site design
- ▶ Limited roadway connectivity
- ▶ Lack of public parkland
- ▶ Limited public use open space

The study area is largely developed, but also contains some significant vacant sites throughout the study area. In addition, the current development pattern of 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.

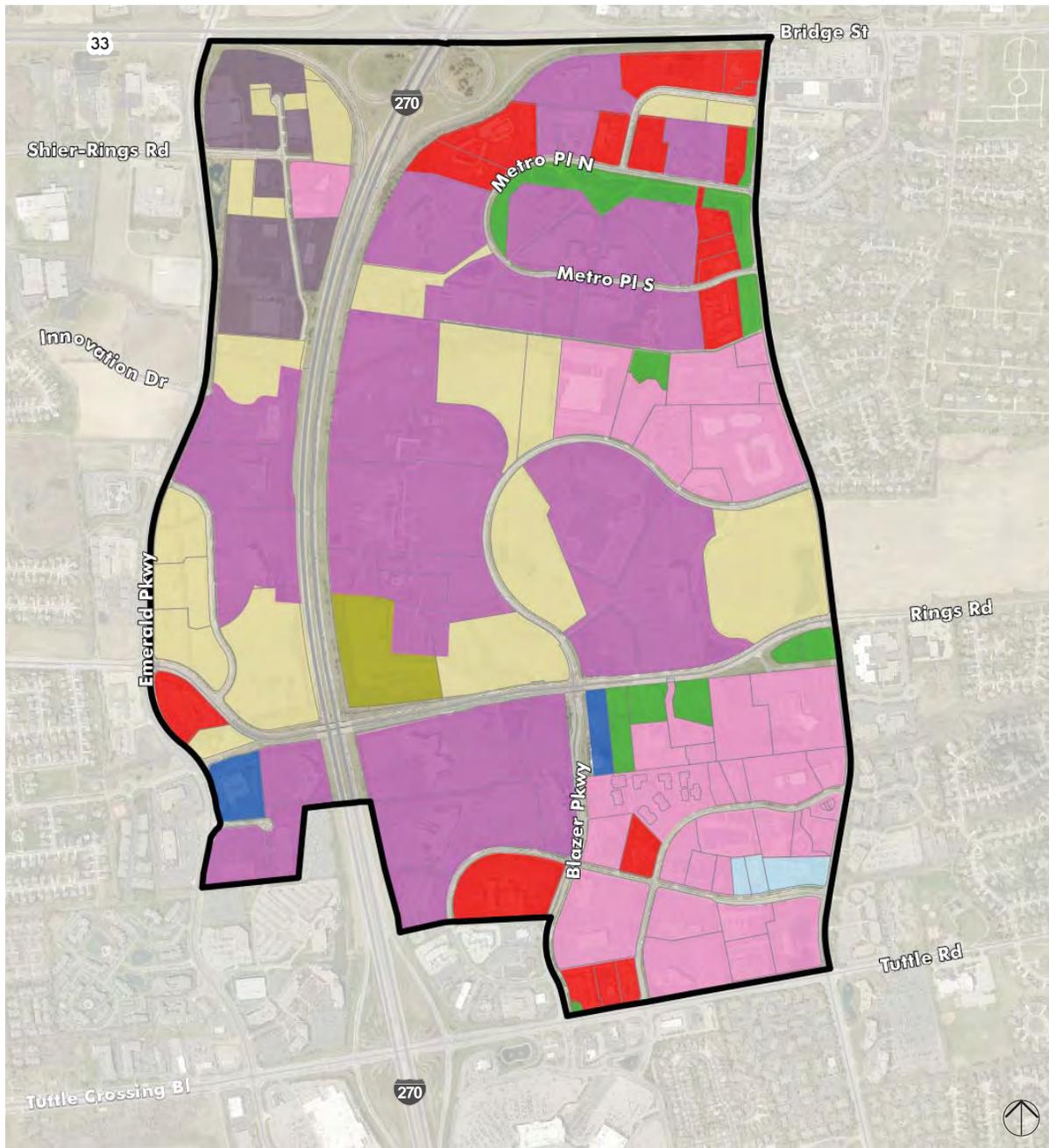
In the southern and northern portions of the study area, General Commercial areas introduce a somewhat wider mix of commercial uses, intermingling with hotels, medical offices, and some restaurant and retail. There

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.

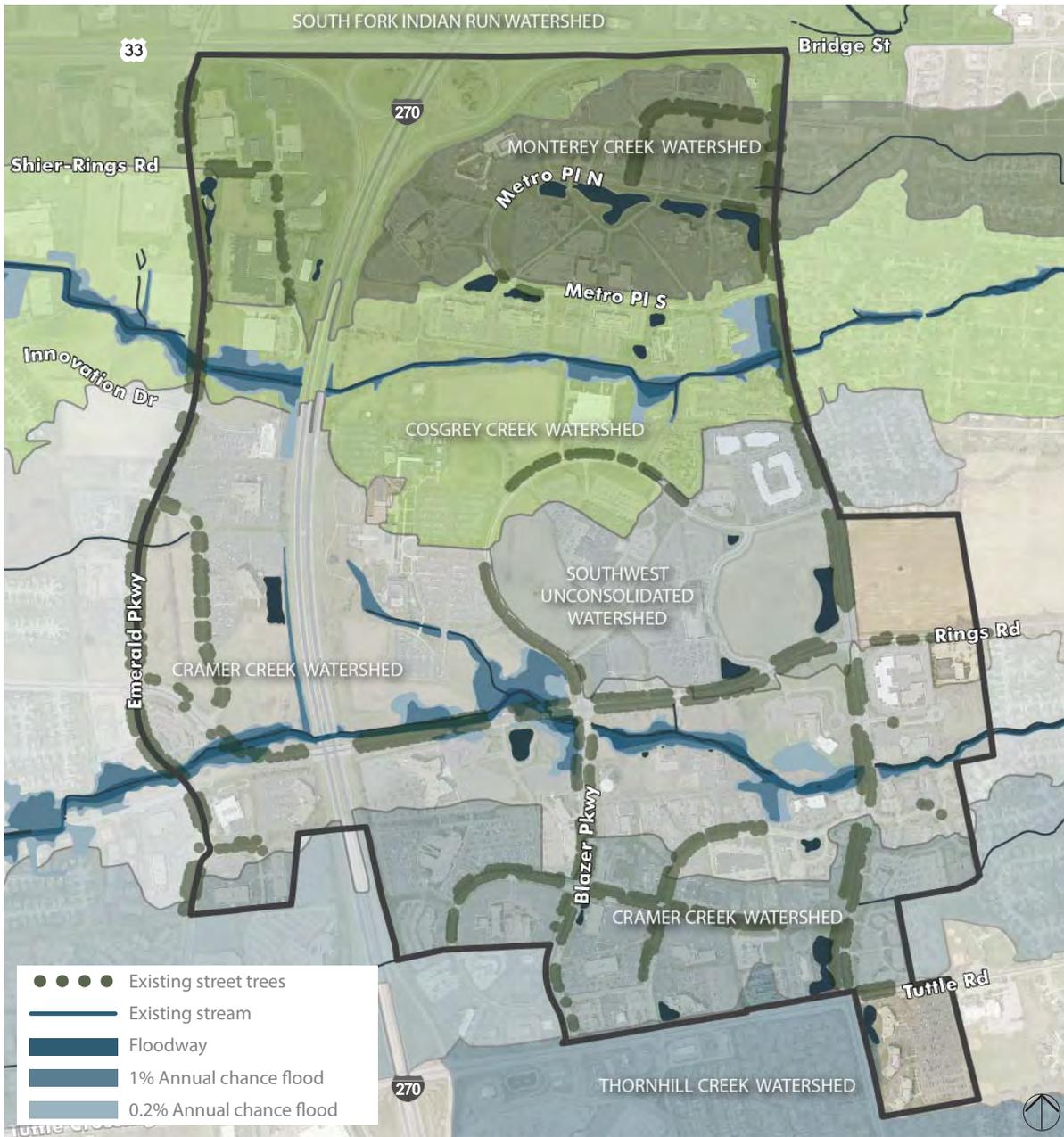
There are limited Parks/Open Space as well as Civic uses throughout the study area. Some of the larger areas designated as Parks/Open Space are compromised of adapted stormwater features from the Metro Center office campus, with only limited recreation use opportunities.

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?



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

Current Land Use



Natural Assets

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.

To preserve environmentally sensitive areas along streams and creeks, the City of Dublin's Stormwater Management Design Manual requires Stream Corridor Protection Zone and provides additional guidelines regarding mitigating the impacts of new development on preserved areas.

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.

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.

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

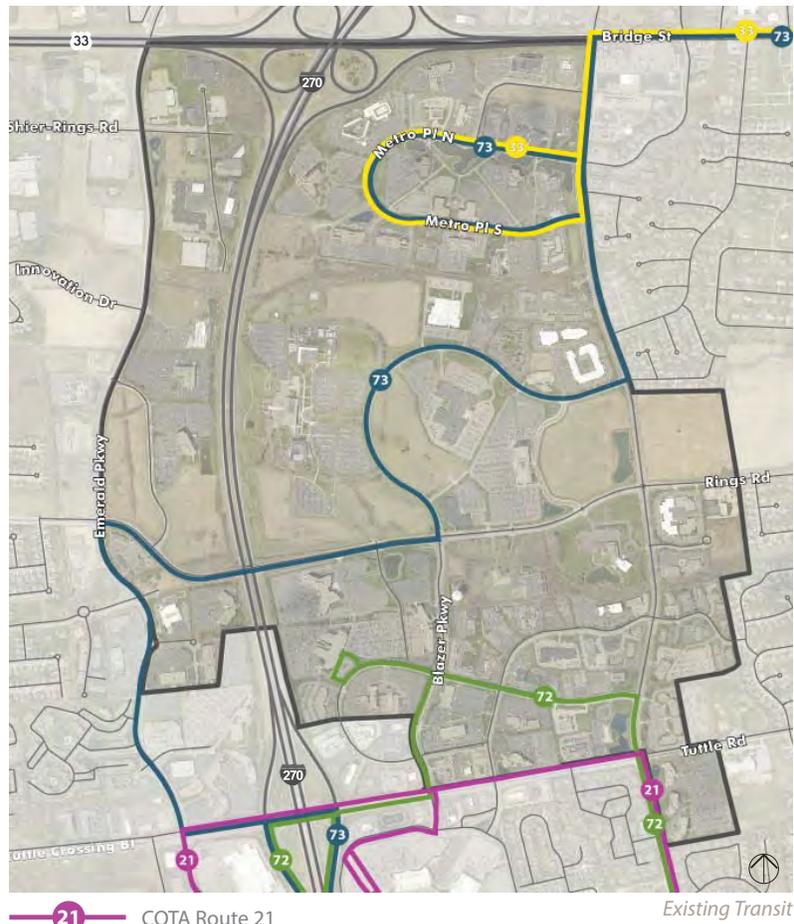
Rings Road is an important east/west connector for the study area. It is the only route that is not a highway entrance linking both sides of the study area, with a connection over I-270. Rings Road includes a sidewalk and a trail connection as part of the streetscape, providing important pedestrian and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



- 21 COTA Route 21
- 33 COTA Route 33
- 72 COTA Route 72
- 73 COTA Route 73

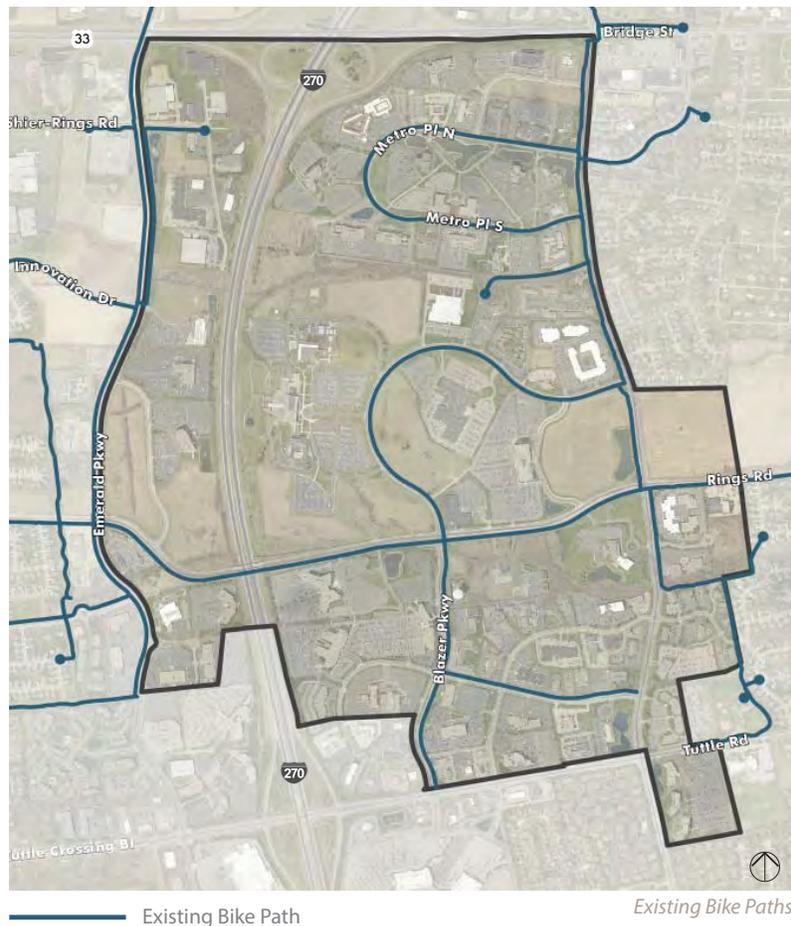
Existing Transit

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.

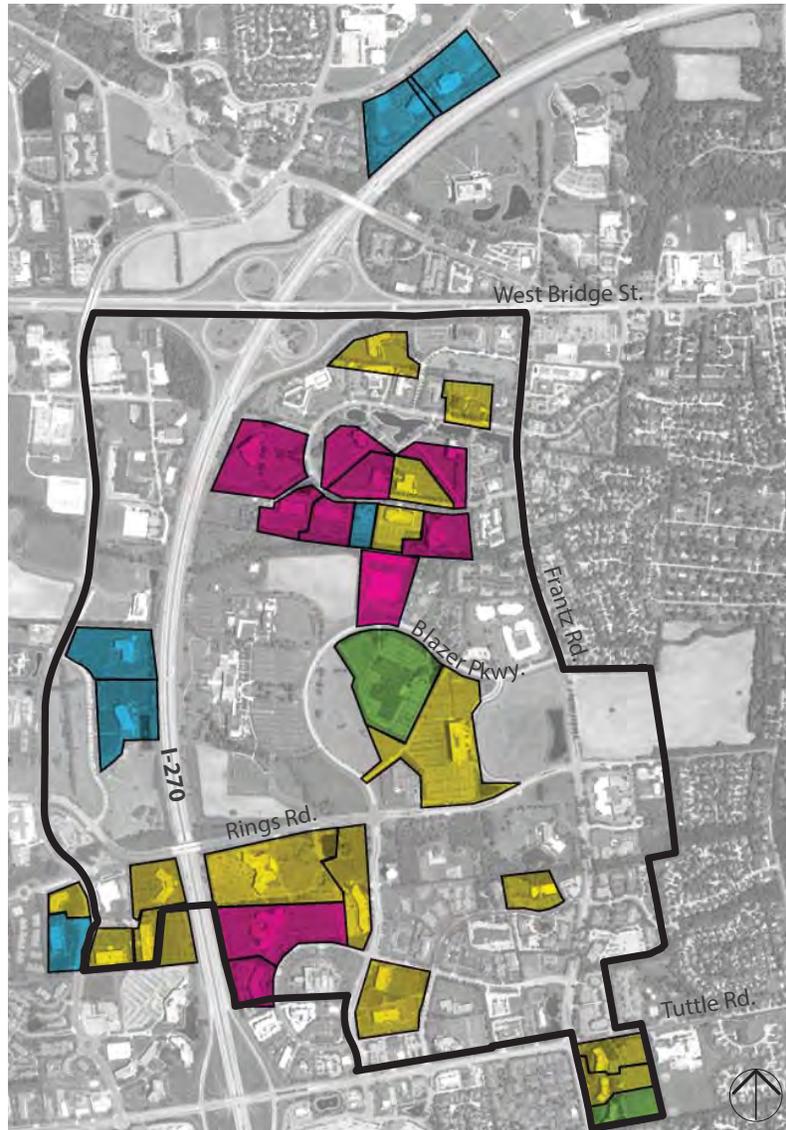
In 2017 and 2018, the City is undertaking a citywide Mobility Study to enhance modal options throughout Dublin. The Dublin Corporate Area must serve as an important linkage to many portions of the city. Options that include local circulators or other means of enhancing transportation modes should certainly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



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:



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
- ▶ Large areas of landscape buffering between adjacent lots in strategic locations for near-door parking
- ▶ Overgrown landscape areas that obscured the view of the entrance from certain nearby parking areas
- ▶ 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:

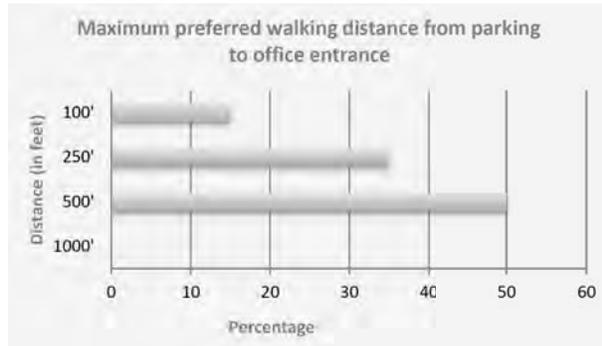
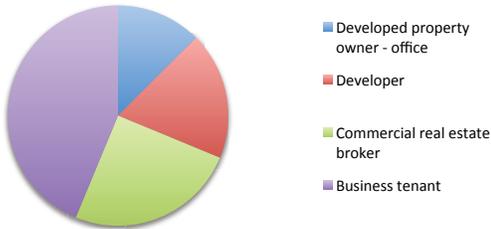
- **Business Community Outreach Workshop**
- December 1, 2015
- Interactive polling

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

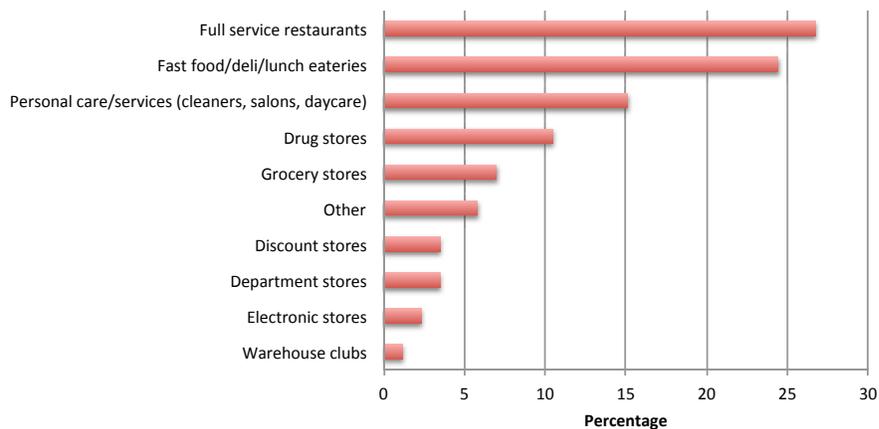
directly with the planning team. In general, feedback focused on:

- ▶ 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)



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.

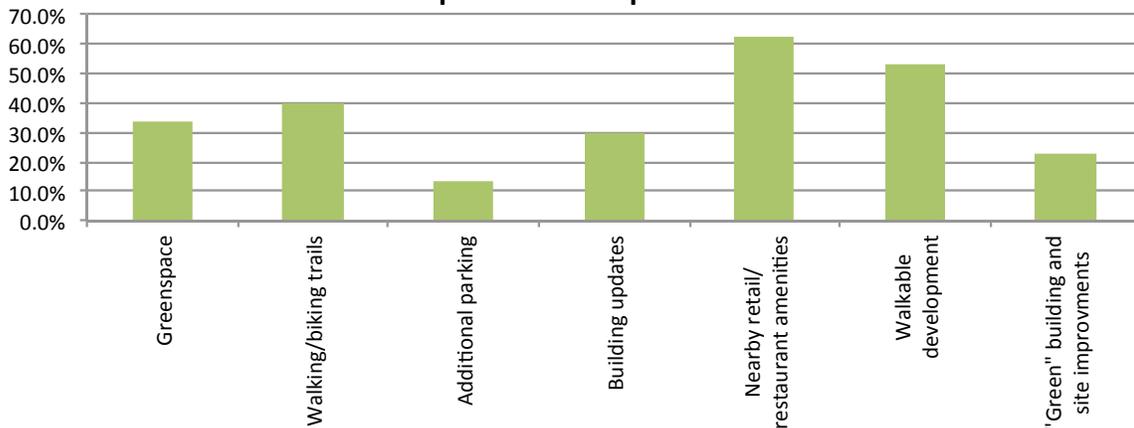
Which of the following would you visit regularly if added to the study area?

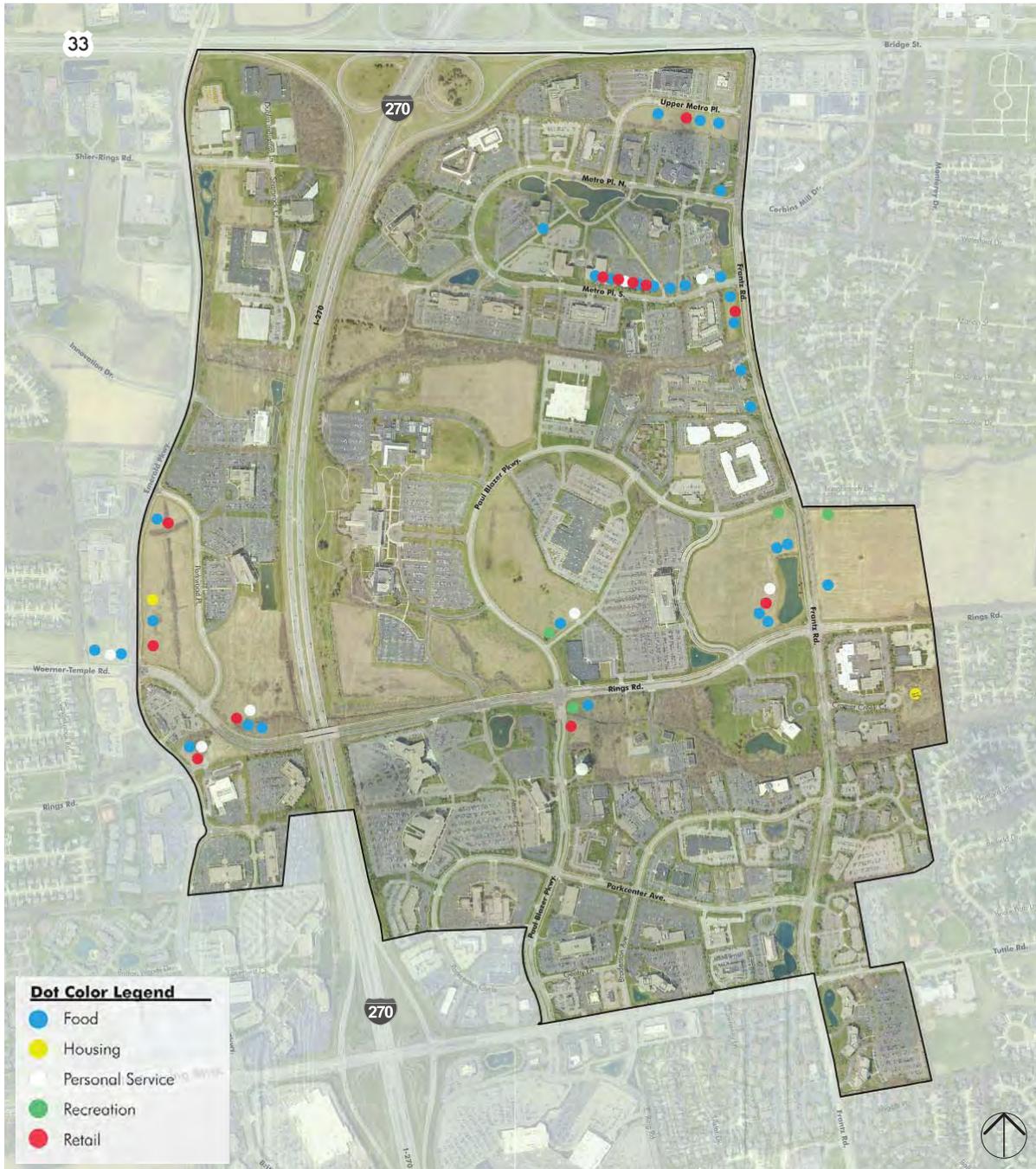
Food:	81.7%
Recreation:	65.6%
Retail:	50.5%
Personal Service:	32.3%
Housing	10.8%

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.):

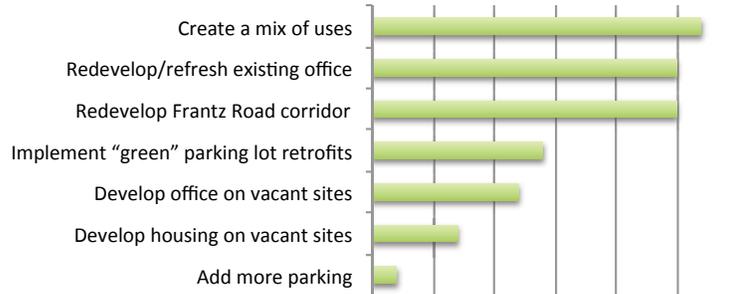
- **Public Workshop #2**
- November 1, 2016
- Interactive polling
- Web-based survey

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:

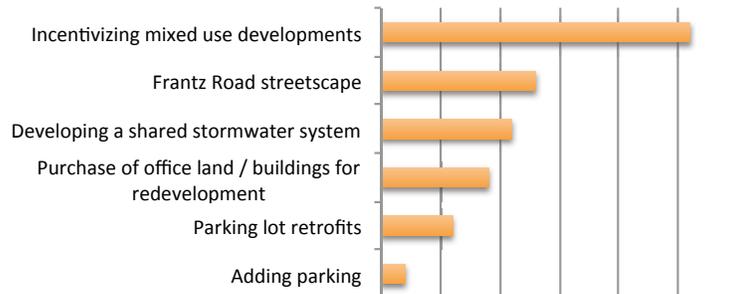
- ▶ Strong support for mix of uses
- ▶ Strong support for redevelopment of Frantz Road corridor
- ▶ Need to redevelop/refresh existing office
- ▶ High interest in pedestrian access improvements

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:

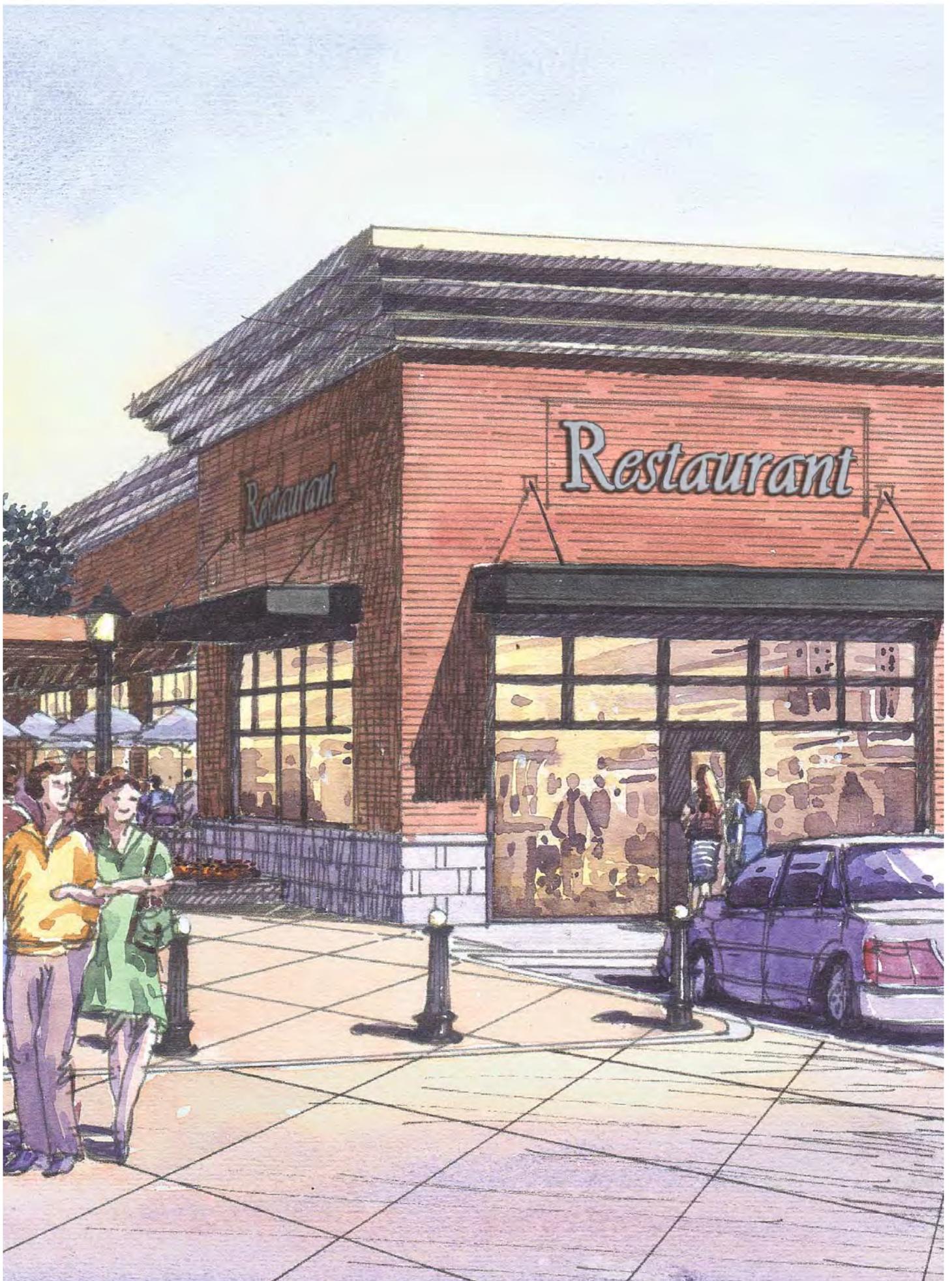


How valuable is public investment in the following?

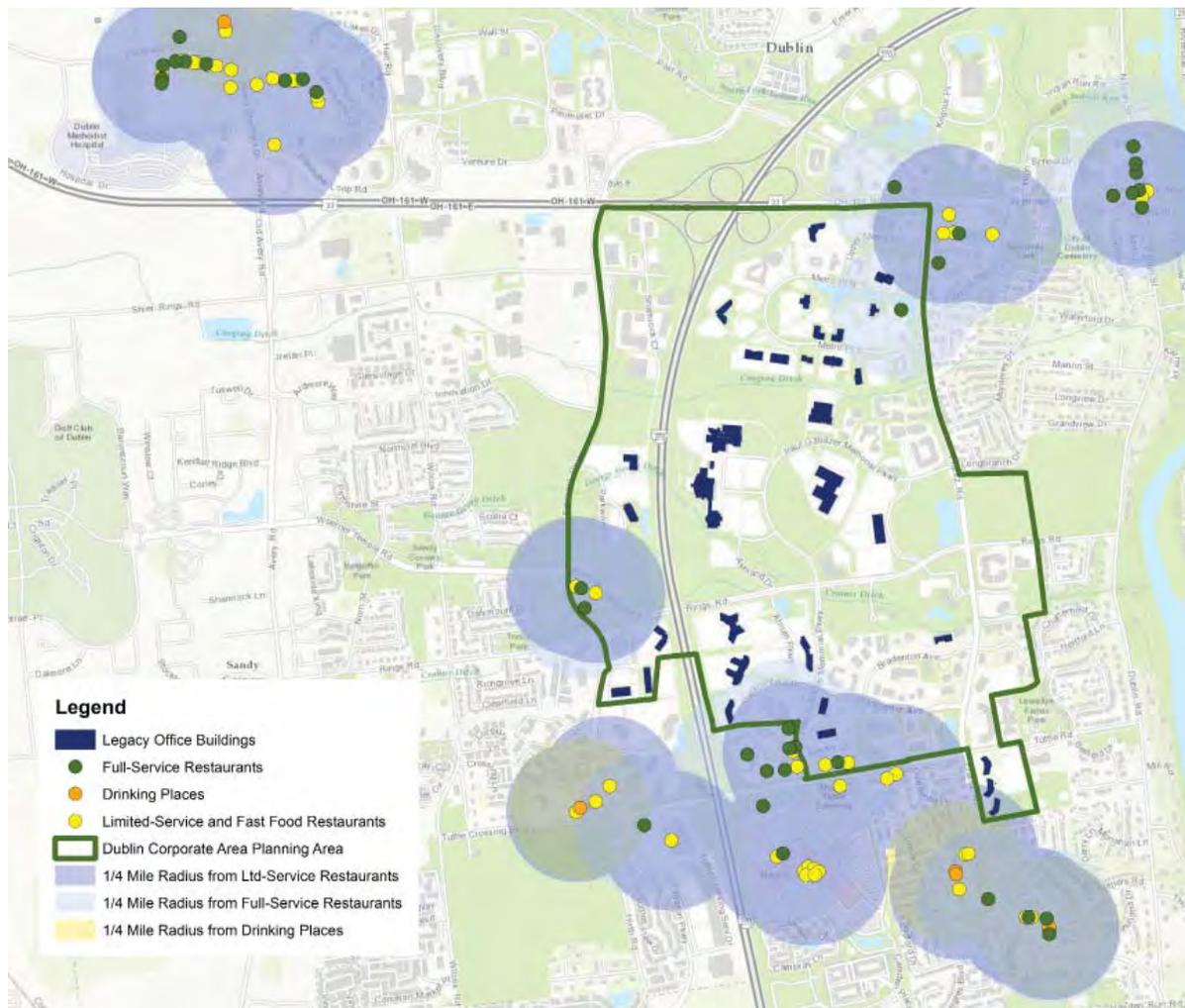


What elements of Frantz Road most need updating?





MARKET ANALYSIS



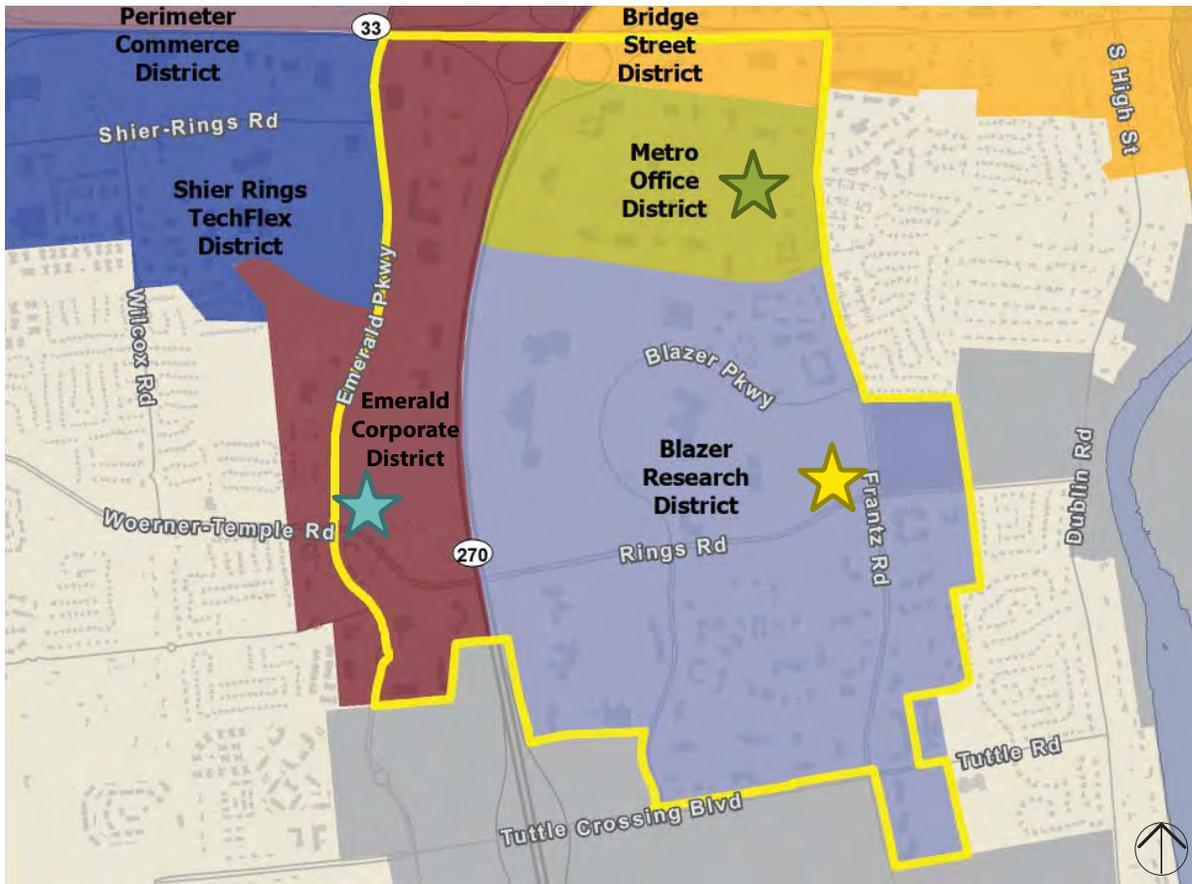
Factors

“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 ¼ 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

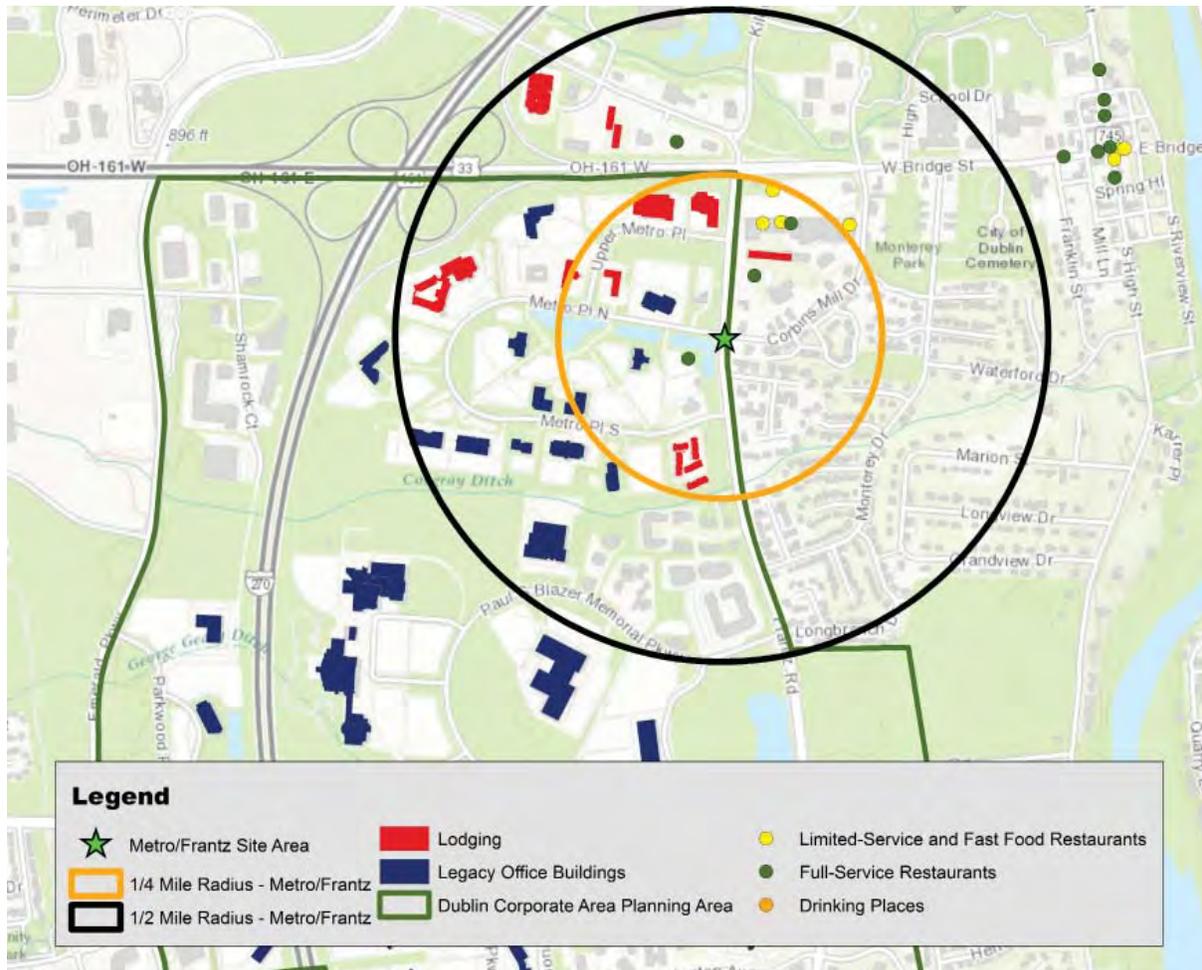
Market Demand

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

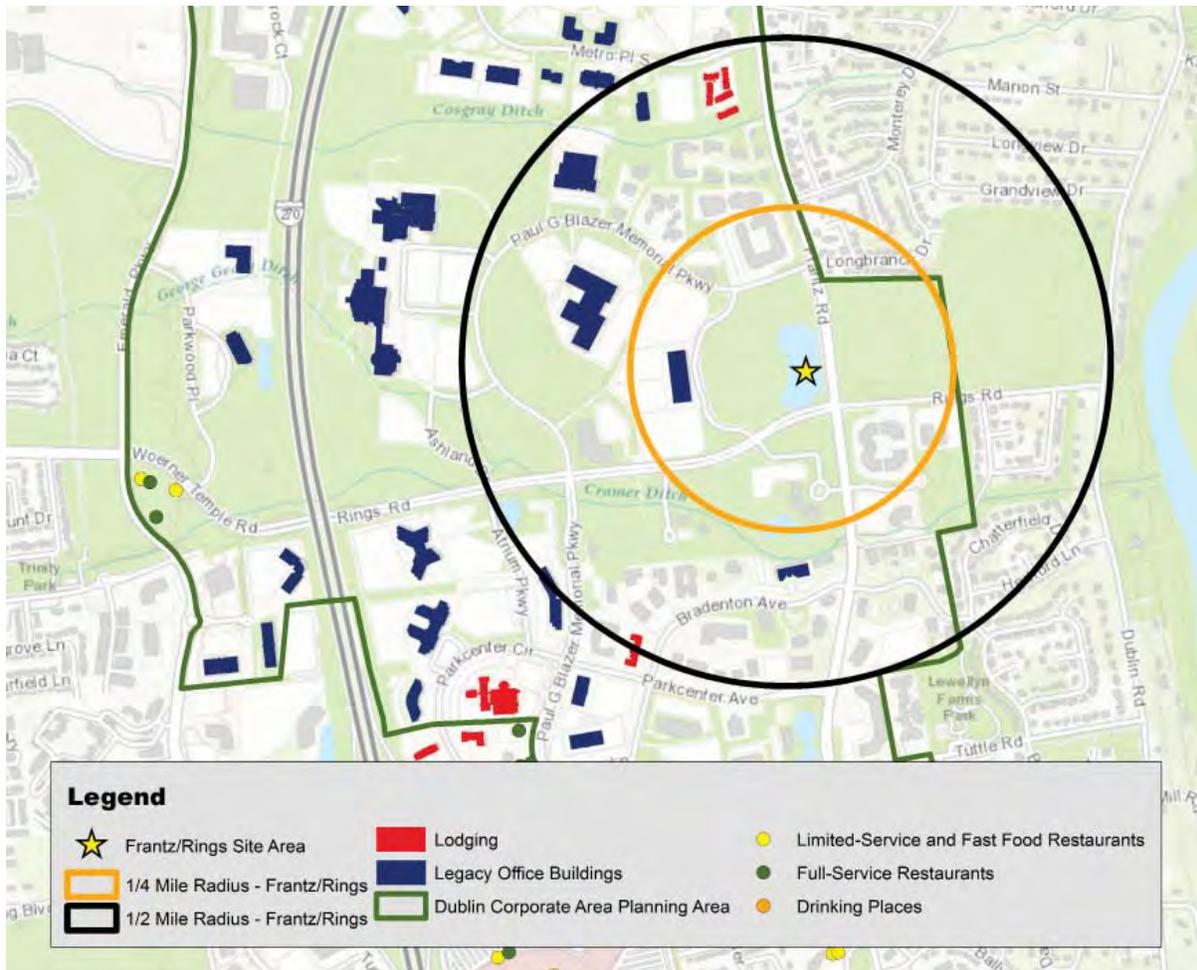
- ▶ 1,300+ hotel rooms outnumber resident population (1,234 persons, 2016 estimate)
- ▶ Estimated 300,000+ hotel room nights annually within ½ mile of site area
- ▶ More than 1.5 million square feet of office space, estimated 7,500+ employee capacity

Spending Potential

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

Core Demand

- ▶ Restaurants and other food and beverage establishments



Frantz/Rings Road

Consumer Types

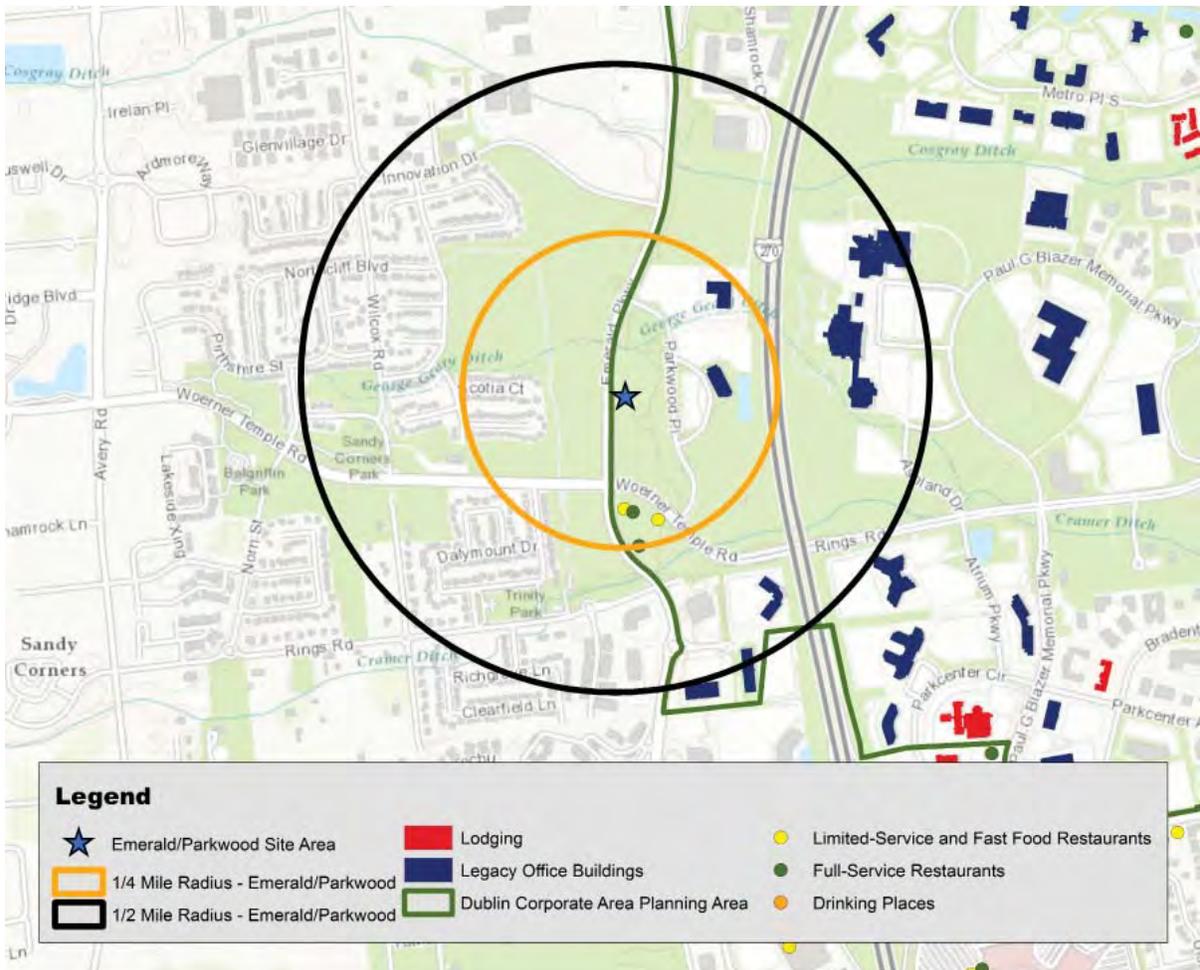
- ▶ 2.2 million square feet of office space, estimated 11,000+ employee capacity
- ▶ Low proximate population counts; however highest population count of three sites within 5-minute drive (nearly 10,000 persons)
- ▶ No hotel rooms within ¼ mile

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

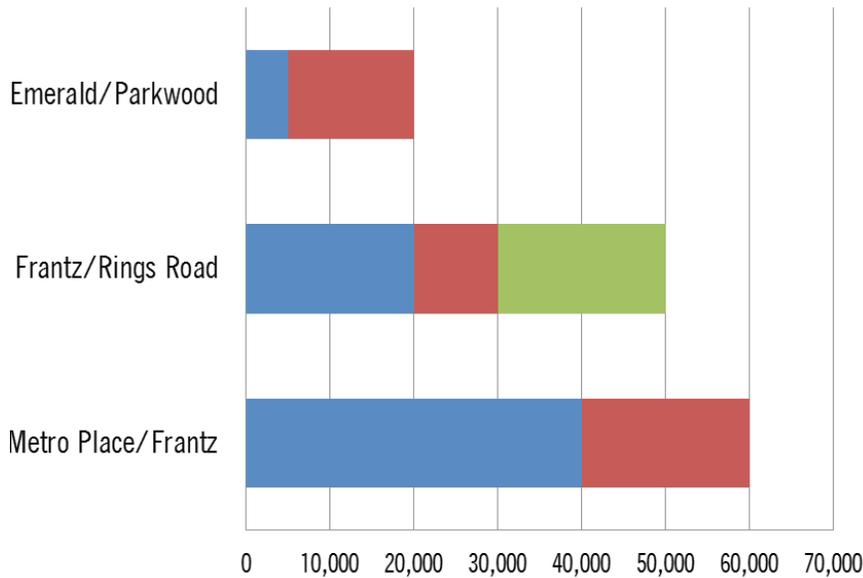
Spending Potential

- ▶ \$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

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

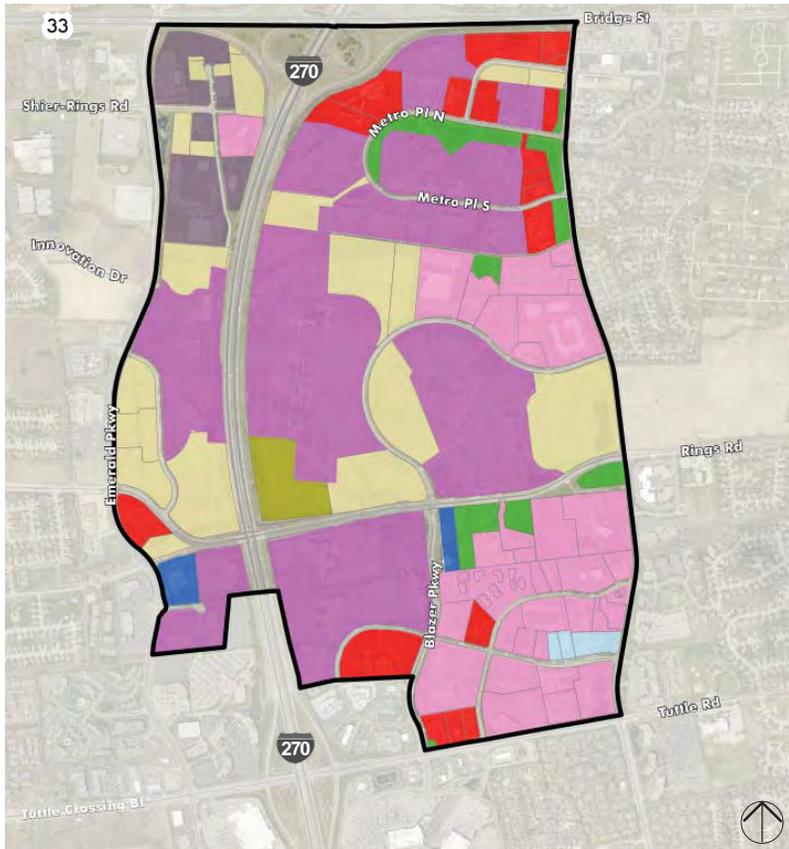
The Dublin Corporate Area (Metro-Blazer District) can once again become a thriving and highly sought-after commercial use district in the region. To revive and update the district, several key land use elements are recommended:

- ▶ 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
- ▶ Support integrated infill residential development in key locations
- ▶ Mitigate negative impacts of new development on adjacent neighborhoods

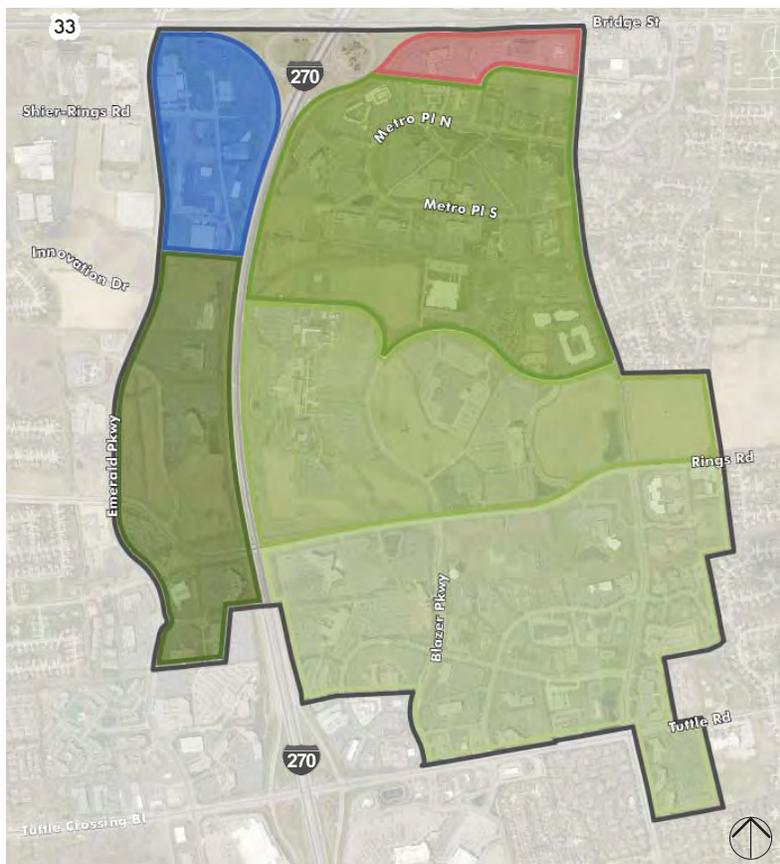


As an alternative to the true urban character of the emerging Bridge Street District, the Dublin Corporate Area can take many of the key lessons from that redevelopment approach, and apply them to this more typical suburban-style area with great success. This will require a targeted shift in future land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



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



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 |

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, including focus areas within the sub-districts, 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.

Site Specific Policy Areas

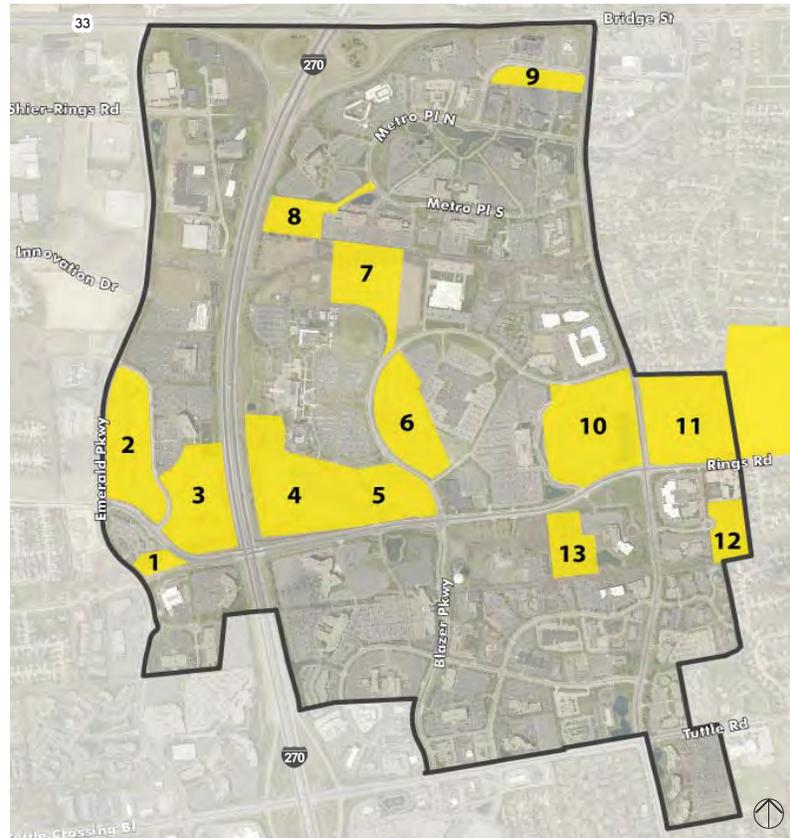
The following detailed policies are recommended for specific undeveloped parcels in order to provide additional guidance. Within the context of general guidance provided in this plan, the Site Specific policies provide an additional layer of detail relative to allowed land use types and preferred development standards, taking into account the existing development of adjacent to the sites, including freeway visibility, access and nearby residential neighborhoods. The policies are organized by site as denoted on the Site-Specific Policy Areas map.

AREA 1

This area is appropriate as an extension of the restaurant and retail node immediately to the north. Uses could also include office and neighborhood institutional uses such as a daycare center. The area should continue the site design approach of locating parking internally and fronting building edges to the roadways. Heights could range from 1 to 2 stories.

AREA 2

The land uses for this area should concentrate on office development, to be compatible with the other developed uses along Parkwood Place. This is not contemplated as a mixed use node but rather an extension of other office uses along Emerald Parkway. The site design should be such that buildings are fronting roadways with large shared parking areas consolidated behind. Stormwater and landscape features should be integrated into the overall site design. Perimeter screening and landscaping should still be the primary component of the landscape design for this site. Heights should range from 1 story along Emerald Parkway to a maximum of 3 stories along Parkwood.



Site-specific policy areas

Site-Specific Policy Areas

AREA 3

The primary uses for this site should be office, focused more toward freeway office development. Heights should range from a minimum of 4 to a maximum of 6 stories. Site development should incorporate storm water and landscaping features in large clustered areas throughout, in addition to perimeter landscaping per code.

AREA 4

This area is also ideal for typical office freeway frontage, with heights ranging from a minimum of 4 stories to a maximum of 8 stories. While typically office, development of this site may also incorporate other uses such as tech/office and research and development. Site development should incorporate storm water and landscaping features in large clustered areas throughout, in addition to perimeter landscaping

per code. The treatment of setbacks on the perimeter and on Rings Road are most significant, where buildings should front toward major roadways with shared parking located to the rear.

AREA 5

This area has an opportunity for a variety of uses. It should include additional office use or incorporate other elements such as hotels and/or multi-family as a secondary supporting use. Building heights for this area should be a minimum of 4 stories and a maximum of 6 stories. The area should incorporate site design that enables more sustainable development practices in parking areas, while accommodating pedestrian and alternative transportation connections through the site to Blazer Parkway for better circulation throughout the district.

AREA 6

Office/tech, research and development, and higher density multi-family as a secondary use have the opportunity to create a transition between uses to the south and some of the new development approaches contemplated for other districts. The site design should incorporate parking toward the east since primary frontages are on the west and north edges in this area. The heights in this district should be a minimum of 4 stories and a maximum of 6 stories.

AREA 7

This area currently supports office or tech uses as this site is within the office use district. This section will have additional use opportunities, if a north-south connector road is proposed to link MetroCenter to Blazer Parkway. This would create additional connectivity and provide some relief to the traffic on Frantz Road. This internal site should have a minimum height of 4 stories and a maximum height of 6 stories and should include the sustainable development practices mentioned for other office development districts. This site is also impacted by Stream Corridor Protection Zone.

AREA 8

This area should continue to support office development given its freeway frontage. Minimum building heights should be 4 stories with a maximum height of 8 stories. Higher density, infill multi-family could be appropriate to support the adjacent office uses depending on its design. Landscape setbacks from the perimeter should be a key site development element.

AREA 9

This area is an immediate development opportunity that can be a link between the Bridge Street District and the proposed changes at Metro Center. Development of

this site should include a variety of uses (during the planning process, a development project was proposed to include a hotel, with the future potential of an adjacent office building). Along the Frantz Road frontage, retail and restaurant-destination uses are particularly appropriate. These would draw on the vitality of the planned Bridge Street improvements. Building heights should be a minimum of 4 stories and a maximum of 6 stories for the balance of the area with a maximum of 2 stories along Frantz Road. Standalone restaurant or retail uses along Frantz should reflect a two-story building height.

AREA 10

This area is an immediate development area currently owned by the City. This plan contemplates possible development approaches for this site. In particular, neighborhood-oriented retail and restaurant uses are appropriate for the Frantz Road frontage. The overall site design allows for a direct pedestrian linkage to those uses to the west. Alternate development scenarios for the internal portions of the site include offices and multi-family residential. Along Frantz Road, building heights should not exceed two stories. For the balance of the area, building heights should be a minimum of 2 stories and a maximum of 3 stories. Also, this area is ideal for a small format grocery limited to a single-floor footprint of no more than 15,000 square feet.

AREA 11

This area will not develop without central utilities (water and sewer), available only upon annexation into the City. At that time, it will be subject to Dublin zoning and development regulations. The plan supports neighborhood-oriented retail, restaurant and office uses along the Frantz Road frontage, limited to two stories in height. The remainder of the

site should be developed as single family residential. Single-family area connectivity to adjacent neighborhoods should be achieved where possible, in particular linking interior public open space to nearby bike trails and open space networks.

AREA 12

This area is a single lot located within a lower density office development. It has limited access and visibility, and is constrained by a Stream Protection Zone (designated by Dublin Stormwater Management Design Manual), as well as shallow lot depth. The only appropriate use for this area is office, with building heights not to exceed 2 stories with a flat roof and 1.5 stories with a sloped roof. As part of the proposed new zoning district for the planning area, this and other sites adjacent to residential uses should include additional buffering and setback requirements to minimize potential impacts.

AREA 13

This area has the potential for a number of possible uses. However, it is constrained by significant woodlands and stream corridor protection zone. All proposed uses are possible on this site, including hotel and office/tech. Heights should range from 2 to 3 stories provided natural areas are preserved and parking code is met.

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.

General Uses

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 as well as east of Frantz 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.

This Sub-District differs in character east of Frantz Road given its adjacency to residential neighborhoods. Neighborhood scale retail, single family residential for remainder of Site 11 and low intensity office uses (refer to page 30) are the only appropriate uses for this area. Any negative impacts of new development on existing residential neighborhoods should be mitigated with buffer and additional landscaping.

General Uses

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 (west of Frantz Road):

- Office
- Office campus
- Retail
- Restaurant
- Restaurant/bar
- Entertainment



Tuttle/Rings: Central open space walkway

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.

General Uses

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

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.

General Uses

There will be no change to the existing zoning district.



Emerald: Office use

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.

General Uses

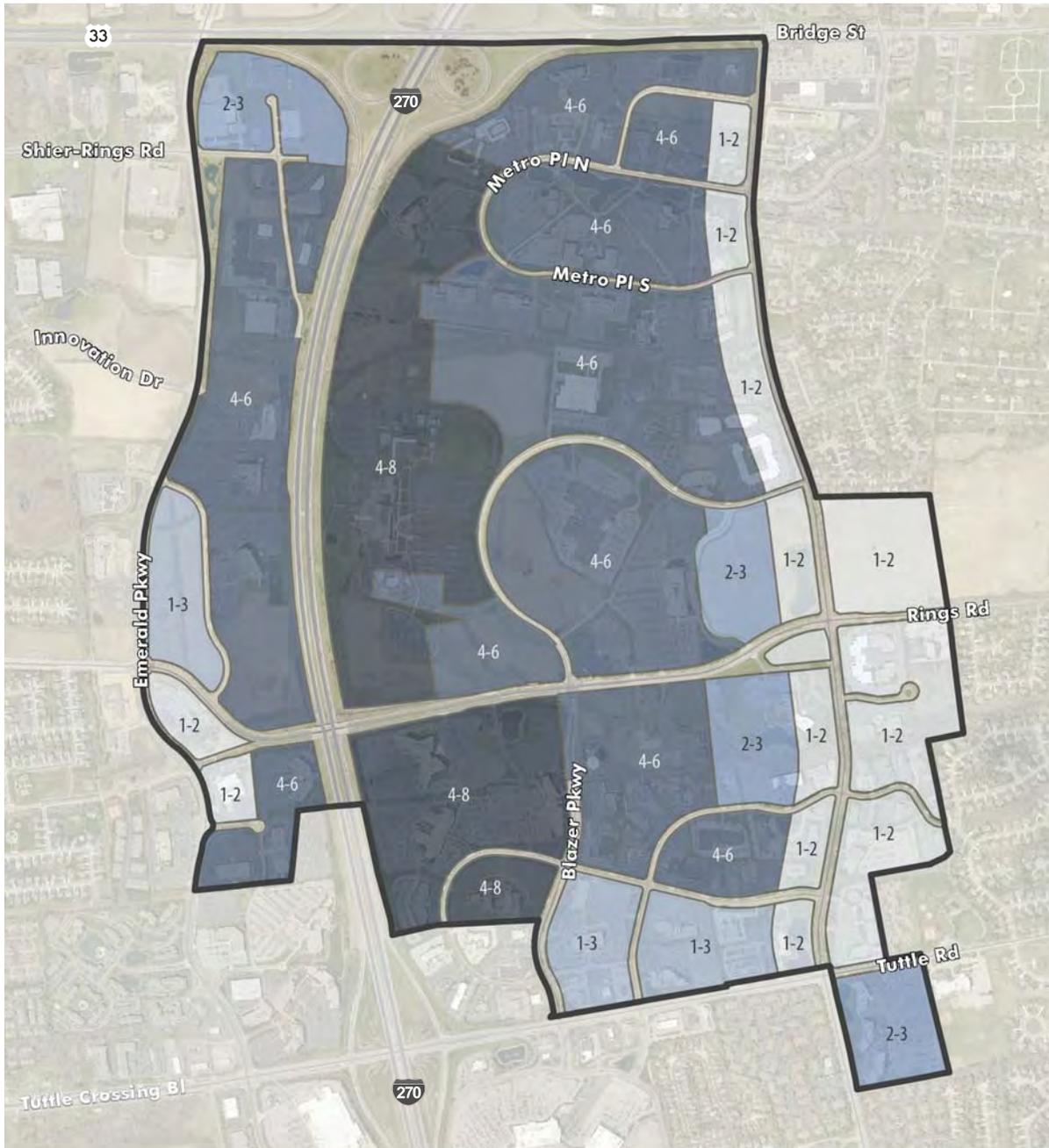
There will be no change to the existing zoning district.



Metro/Blazer and Tuttle/Rings: Mixed use



Metro/Blazer and Tuttle/Rings: Mixed use residential



Building Height Guidelines (number of floors)





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.

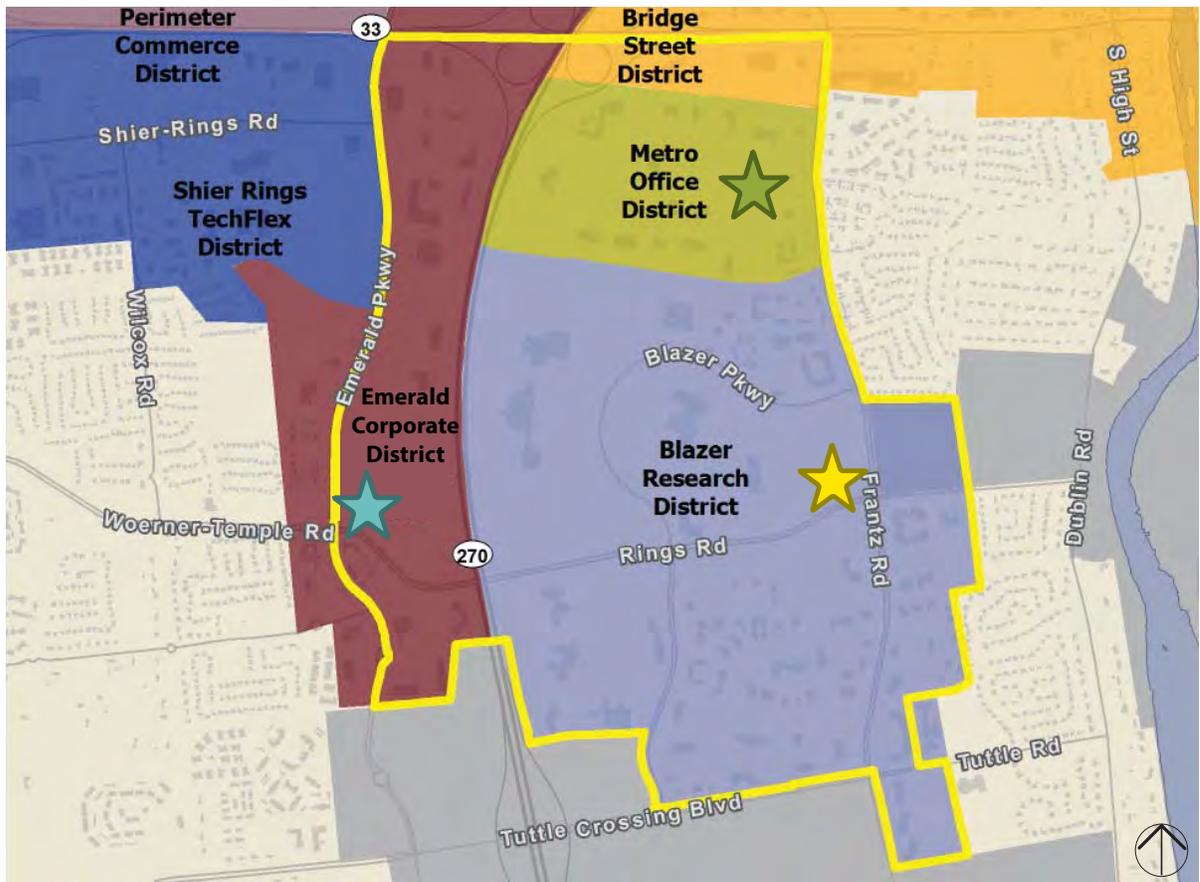
Based on the results of the Market Analysis and Public Input, the concepts reflect real-world scenarios for strategic

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 nearby 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 restaurant 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 nearby 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



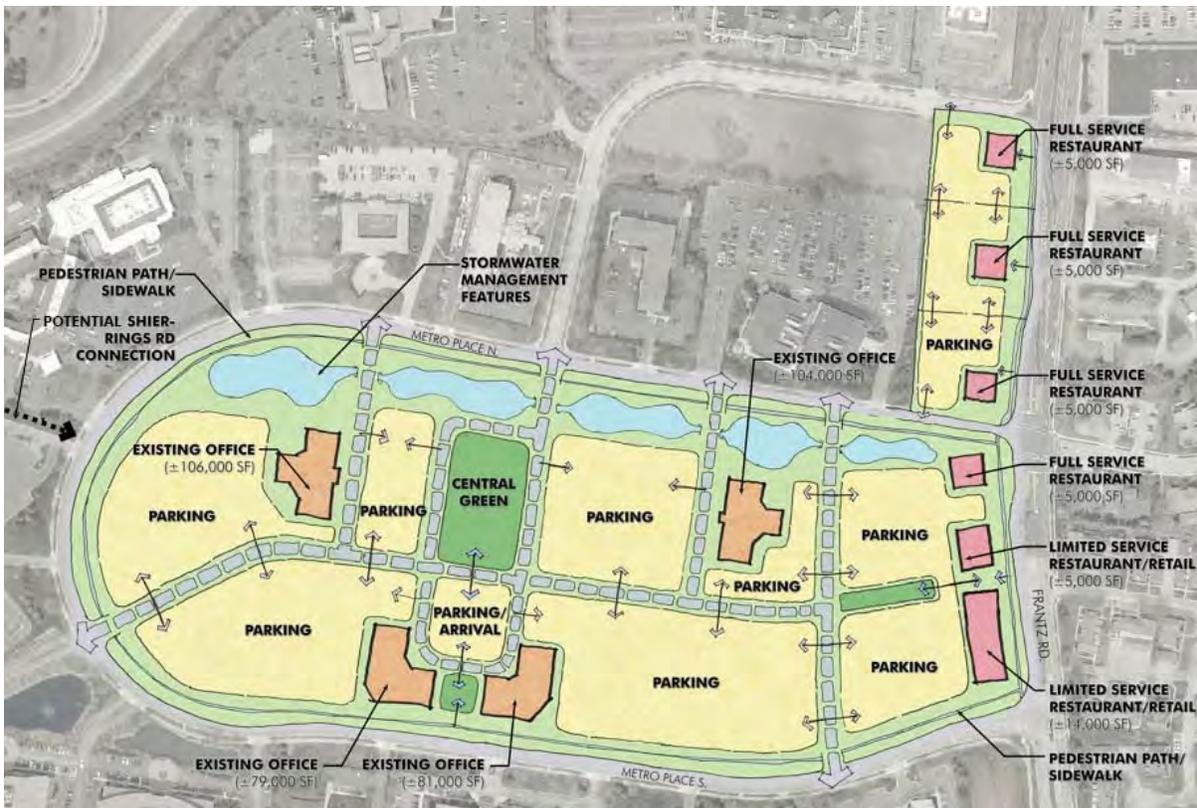
Potential development example: Food truck court at office campus



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



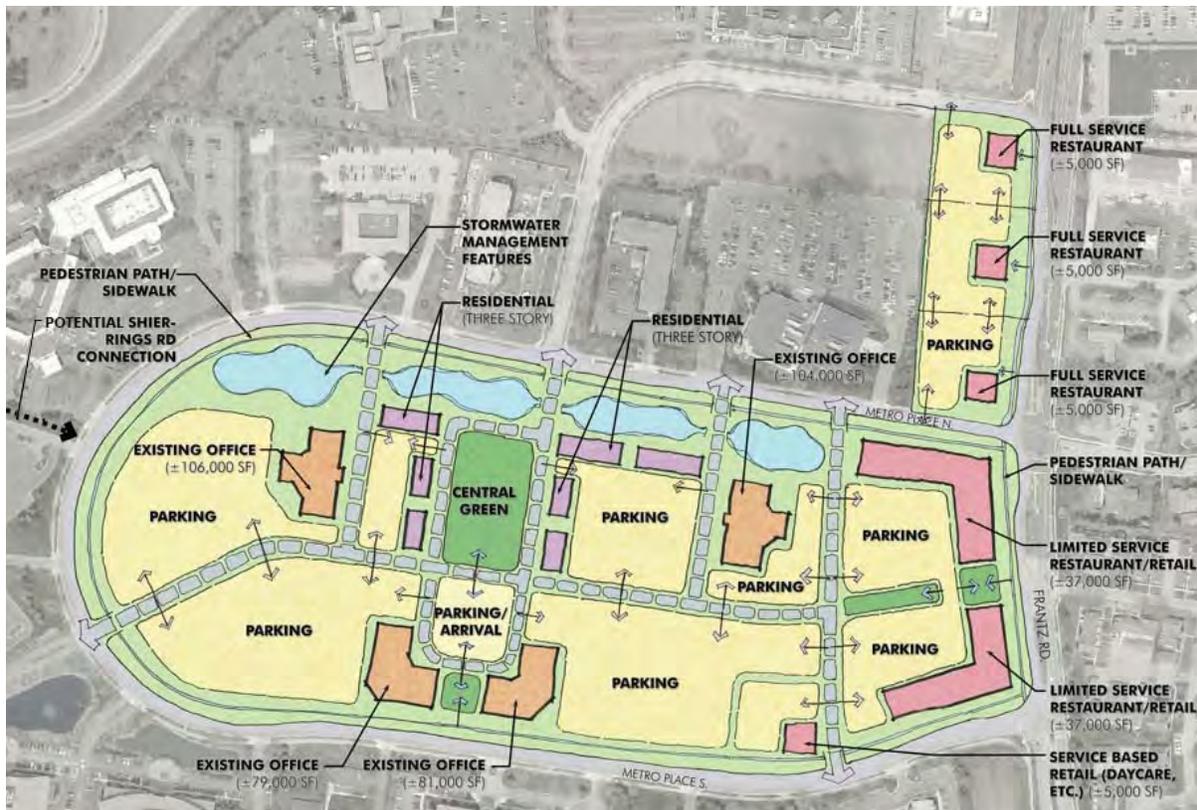
Potential development example: Multi-family residential



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 improve the overall network and ease the traffic burden on the existing limited exits to Frantz Road. This may 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

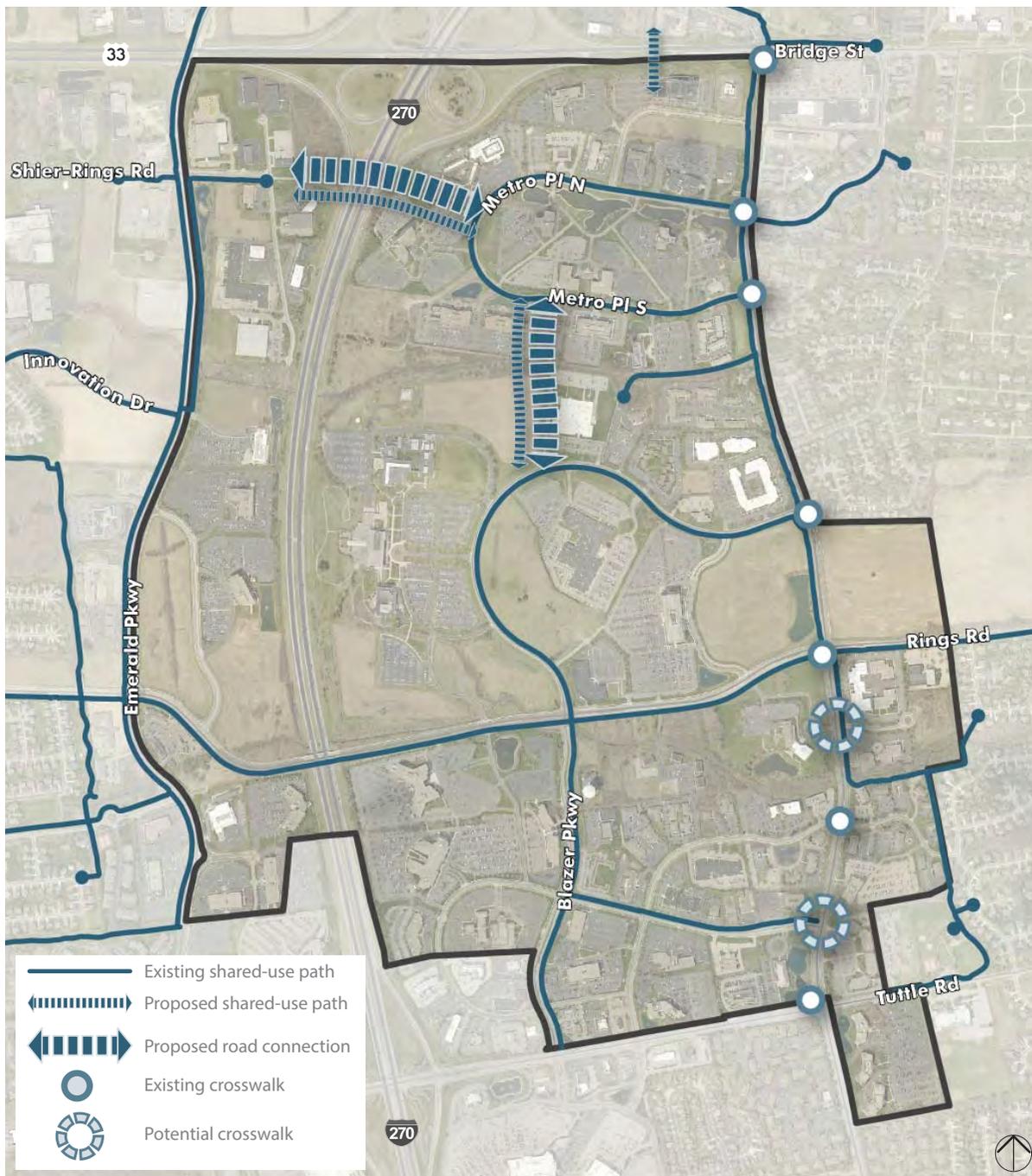
As the development pattern transitions from single-use and auto-dominant site design, this will be the opportunity to introduce needed pedestrian access to sites and within the sub-districts.

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.

Shared-use path 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: Proposed 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

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

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

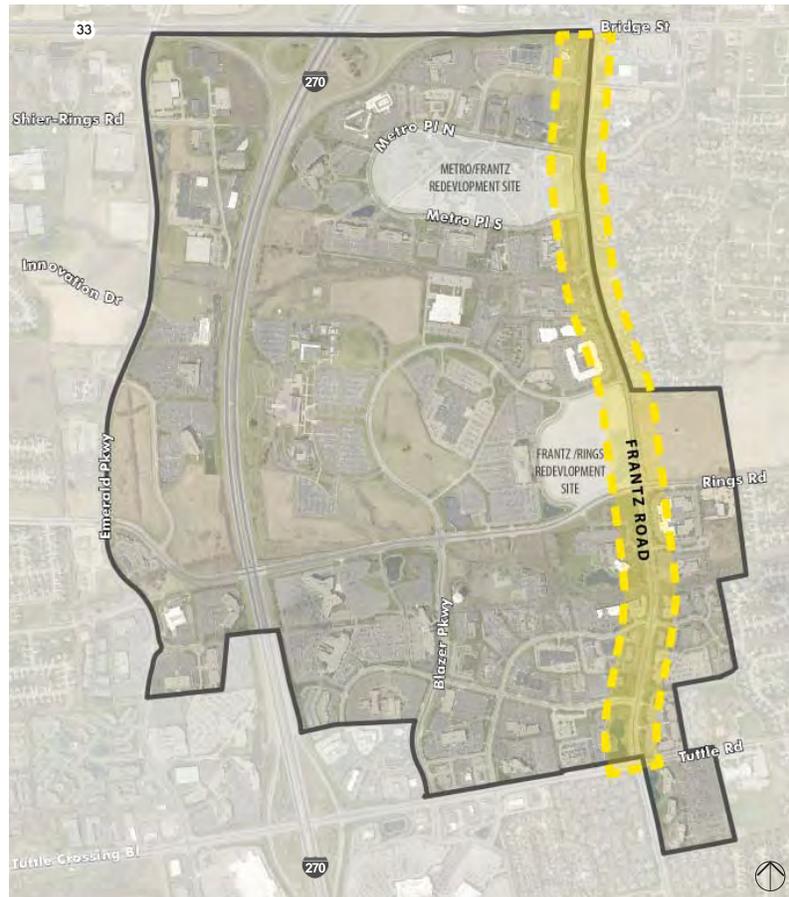
CORRIDOR FRANTZ ROAD

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:

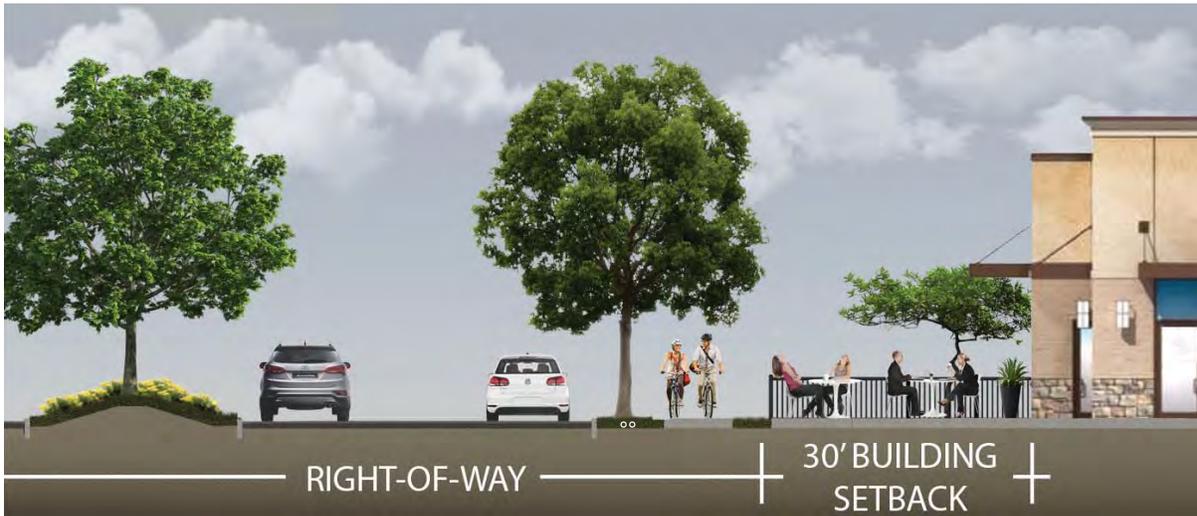
- ▶ Creation of gateways at the intersections with Bridge St. and Tuttle Rd.
- ▶ Landscape enhancements to existing medians at targeted intersections
- ▶ Additional landscape improvements to medians between intersections
- ▶ Accent paving at both existing and proposed crosswalks



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.

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. Examples include:

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



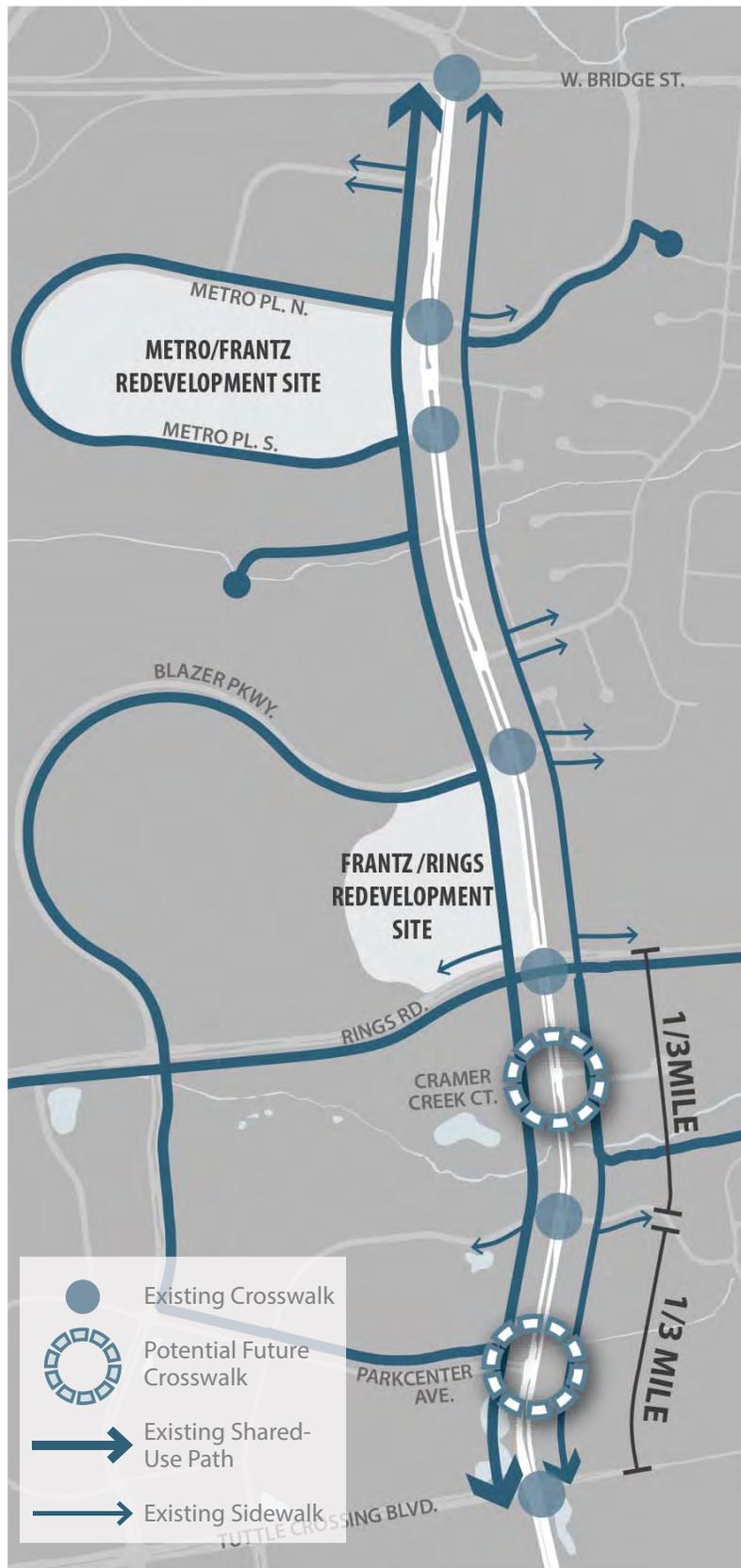
Existing landscape is often overgrown creating a "tired" appearance.



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

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, and user activated or automated crossing signals, etc. Proposed crossings at Cramer Creek Ct. and Parkcenter Ave. should be evaluated as pedestrian activity in the area increases with the new development. 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.

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

TASKS

	1 YEAR	2-4 YEARS	5+ YEARS
	<ul style="list-style-type: none"> Encourage open sites for redevelopment Adopt new zoning district 	<ul style="list-style-type: none"> Coordinate retrofit development of combined office sites Addition of amenity greenspace and uses 	<ul style="list-style-type: none"> Coordinate wholesale redevelopment of obsolete sites
	<ul style="list-style-type: none"> Market sites for redevelopment Adopt new zoning district 	<ul style="list-style-type: none"> Coordinate development for identified target sites 	<ul style="list-style-type: none"> Coordinate wholesale redevelopment of obsolete sites
	<ul style="list-style-type: none"> Create incentive program for exterior improvements 	<ul style="list-style-type: none"> Coordinate retrofitting of new entries / door locations Coordination with new outdoor greenspace amenities and restaurant access 	<ul style="list-style-type: none"> Coordinate wholesale redevelopment of obsolete sites Compatibility with a mix of uses
	<ul style="list-style-type: none"> Utilize site efficiencies where near-term parking is needed 	<ul style="list-style-type: none"> Coordinate reworking of office parking areas 	<ul style="list-style-type: none"> Coordinate wholesale redevelopment of obsolete sites
		<ul style="list-style-type: none"> Coordinate reworking of office site access Coordinated site access for new development 	<ul style="list-style-type: none"> Coordinate wholesale redevelopment of obsolete sites
	<ul style="list-style-type: none"> Adopt new zoning district 	<ul style="list-style-type: none"> Provide technical assistance to property owners and developers 	<ul style="list-style-type: none"> Ongoing implementation
	<ul style="list-style-type: none"> Adopt new zoning district 	<ul style="list-style-type: none"> Encourage new development consistent with this plan and context of individual sites 	<ul style="list-style-type: none"> Ongoing implementation
	<ul style="list-style-type: none"> Mandate green approaches in site design through the zoning code 	<ul style="list-style-type: none"> Coordinate retrofitting of new entries / door locations Coordination with new outdoor greenspace amenities and restaurant access 	<ul style="list-style-type: none"> Identify incentives to extend green solutions beyond "minimal" application
	<ul style="list-style-type: none"> Allocate funds for design Create detailed improvements plan Outreach to property owners 	<ul style="list-style-type: none"> Allocate funds for construction Implement improvements Outreach to property owners 	<ul style="list-style-type: none"> Ongoing maintenance
	<ul style="list-style-type: none"> Study connectivity options 	<ul style="list-style-type: none"> Implement local transit solution Implement bicycle infrastructure Expand COTA service 	<ul style="list-style-type: none"> Construct roadway connections Implement AV technology

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

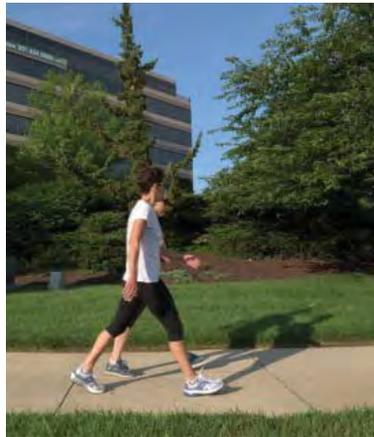
- ▶ The massing of the buildings should be dynamic. Flat and box-like massing is discouraged.
- ▶ Building entries should be clearly indicated by the architecture.

Transparency

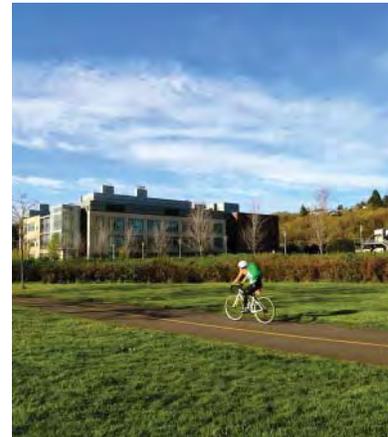
- ▶ A high degree of transparency is encouraged.

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.
- ▶ 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 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



Dynamic building massing



Stone as exterior building material



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



Extensive use of glass as exterior material



High degree of transparency

- ▶ 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

SITE ACCESS

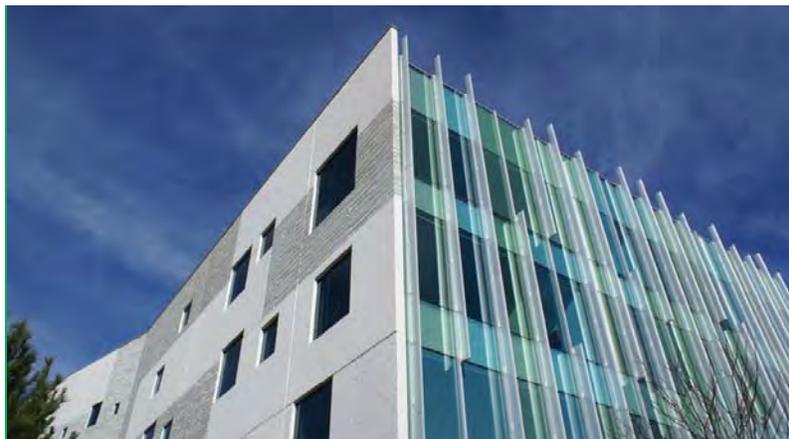
- ▶ Sites should be designed to share vehicular access with adjacent sites / as part of a larger access strategy.
- ▶ Individual entry features/ entrances are discouraged in favor of collaborative site designs.
- ▶ Site access shall be oriented in a grid-like street pattern, whether public streets private on-site drives.



Brick and glass as exterior building materials



Wood and metal as exterior building materials



Concrete and glass as exterior building materials

PARKING

- ▶ Shared parking across joint sites is highly encouraged.
- ▶ Encourage the use of alternative transportation through site design (such as 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.
- ▶ 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.

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.
- ▶ Indoor bike facilities such as showers and lockers should be considered.

OPEN SPACE

- ▶ Usable open space should be incorporated in close proximity to all uses.
- ▶ Open space should include multi-use paths, seating, and 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 plant growth. Small landscape islands within parking lots are discouraged.



Access points should serve multiple office buildings/sites



Shared "green" parking lot



Permeable pavers in parking area



Dedicated bicycle facilities



Bicycle parking

- ▶ 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.



Incorporated open space and stormwater features



Landscape median



Landscape clustered at entry

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.



Monument sign - campus



Monument sign - multi-tenant



DUBLIN CORPORATE AREA PLAN
CITY OF DUBLIN, OHIO
DIVISION OF PLANNING
DEPARTMENT OF DEVELOPMENT



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

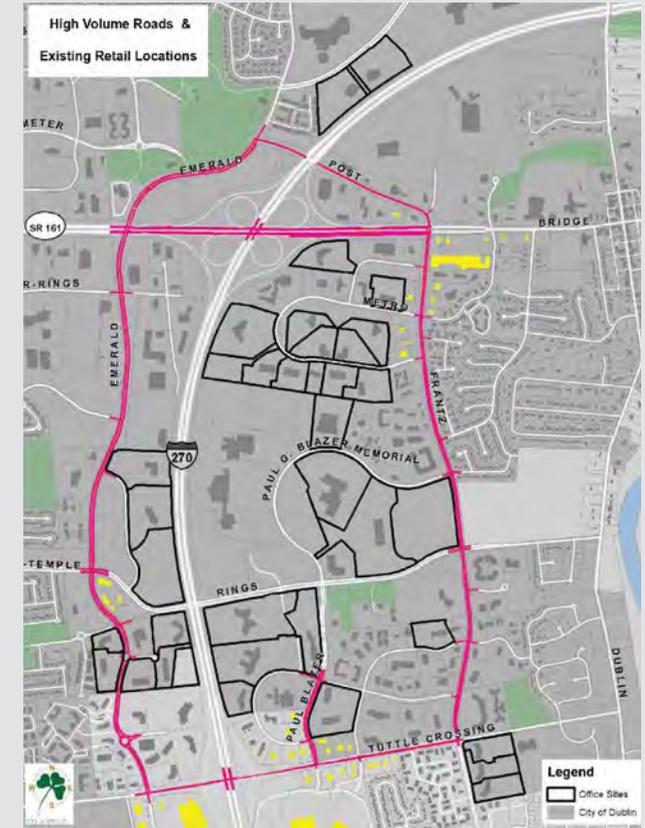
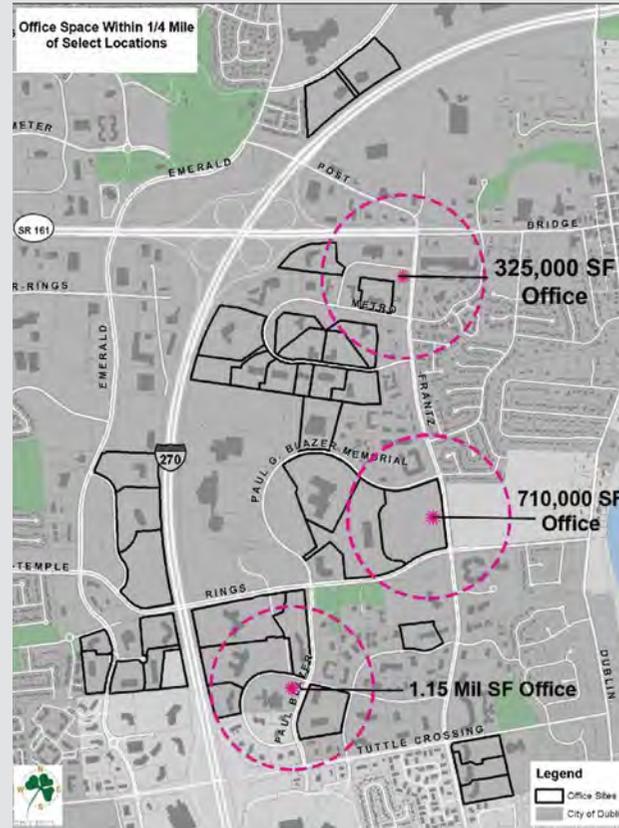
A general Market Analysis was then conducted to determine both current conditions and future potential. This general study established the source and quantity of potential untapped demand already existing in the area. This was followed by benchmarking of potential uses, matching the near-term and mid-term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

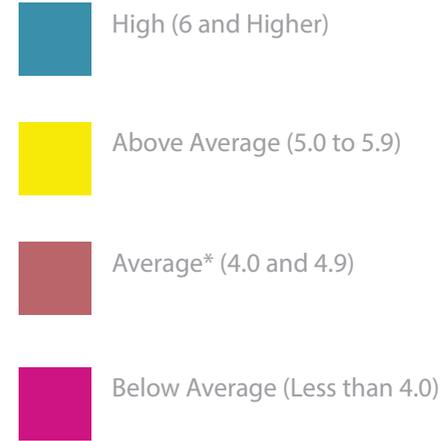
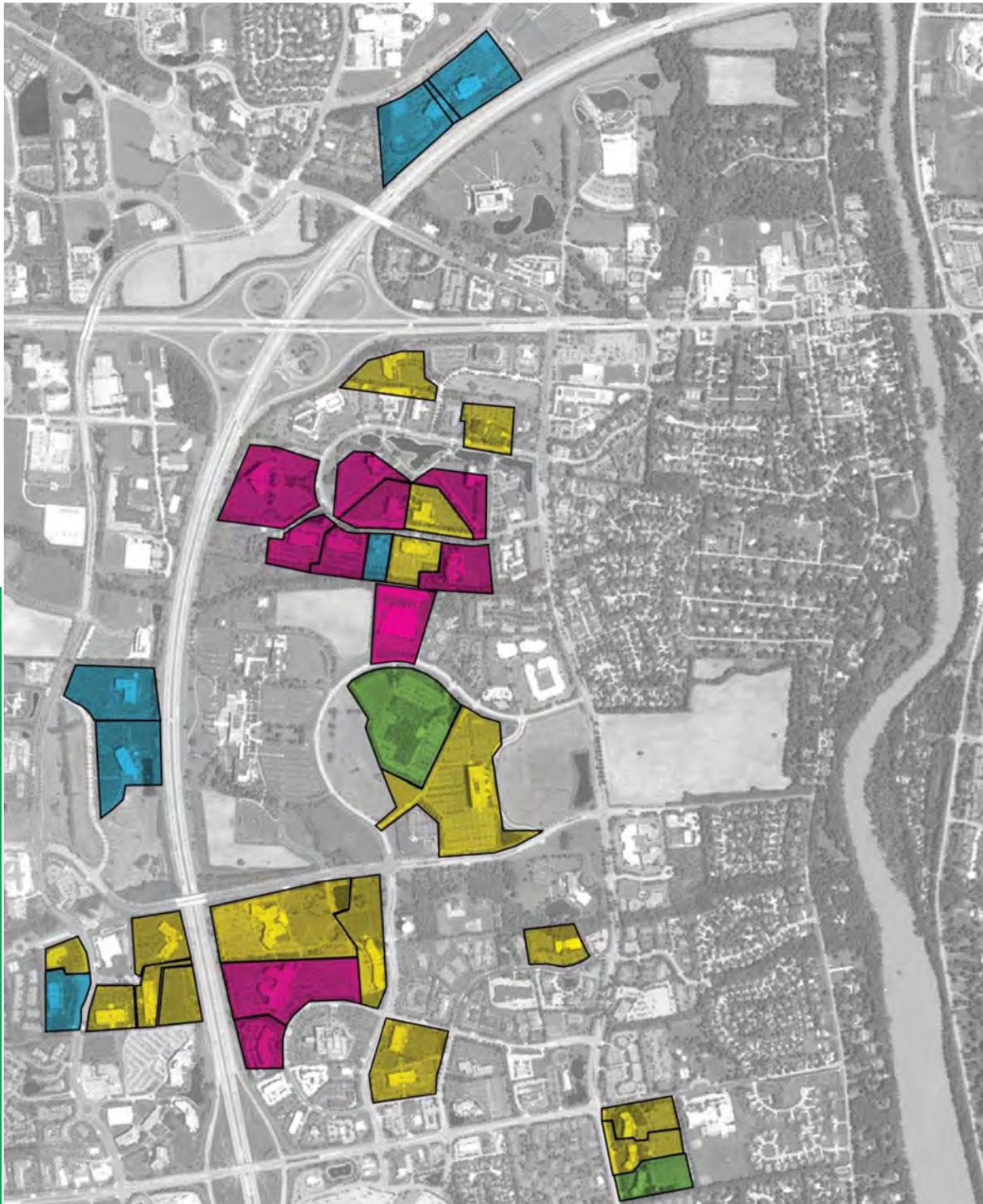




Site classifications

- 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.

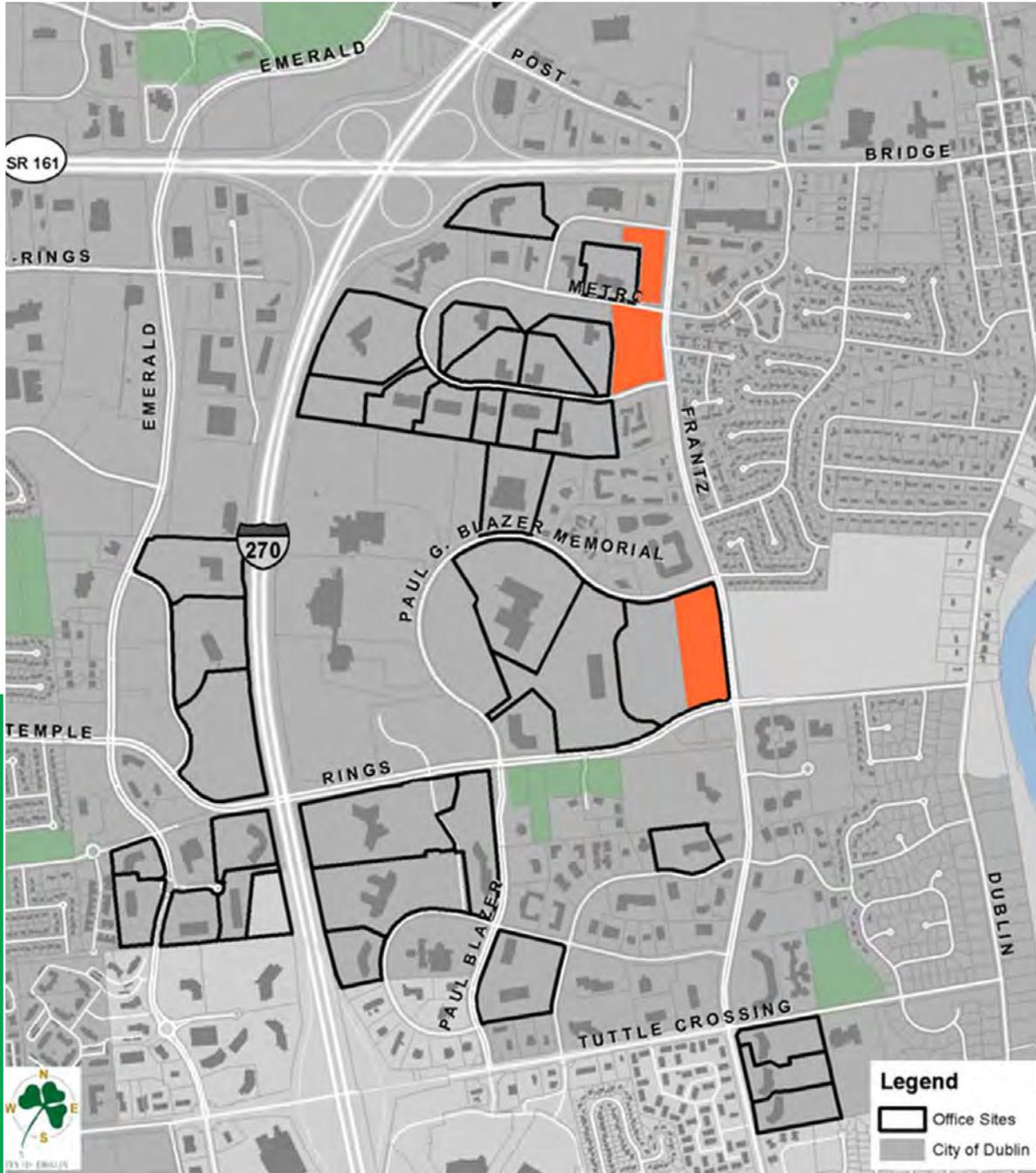
Those experiencing difficulty were typically very large single-user buildings and call centers during shift changes. The problem for those other users who perceived a parking shortage was that the parking existed but not within a convenient distance or location on the site.



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





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Cc: "Sven Christianson" <777sven@gmail.com>, "Mark Stach" <mstach61@yahoo.com>, "Mark Gray" <magray2@gmail.com>, "Eric Kreidler" <kreidlere@gmail.com>, "Rebecca Christianson" <Rebeccachristianson@wowway.com>, "MMartin43@aol.com" <MMartin43@aol.com>, "ebg14@yahoo.com" <ebg14@yahoo.com>, "Carolyn Dimond" <csdimond@columbus.rr.com>, "redmanmichelle@hotmail.com" <redmanmichelle@hotmail.com>, "little_141@hotmail.com" <little_141@hotmail.com>, "hilldotone@gmail.com" <hilldotone@gmail.com>, "SUusy Marriott" <sterlingsusy@columbus.rr.com>, "james G Marriott" <jamesgmarriott@gmail.com>, "Mary Daney" <mary.c.daney@gmail.com>
Subject: **Dublin Resident Concerns - Dublin Corporate Area Plan**

Dublin Planning & Zoning Commission Members,

The Residents of Llewellyn Farms and Waterford Village and are writing to inform you of our concerns as it relates the the Dublin Corporate Area Plan. As you may know, the city is finalizing [The Dublin Corporate Area Plan \(DCAP\)](#). Residents and Businesses stand to benefit from the DCAP – if the plan equitably addresses the needs of both businesses and residents.

Dublin Residents have met with members of the Dublin Planning Staff and their consultants on several occasions over the past year-or-so to share concerns and constructive feedback. On Monday, Aug 28th, 2017 Residents brought this issue before City Council during the Citizen Comments portion of the meeting. A constructive dialogue ensued and the content of that conversation will be outlined in the publicly-available [meeting minutes](#). The feedback we received from Council was quite encouraging as they seemed to understand the Neighborhoods' concerns and urged The City's Planning Staff to incorporate the Resident's feedback into a future draft of the DCAP.

In advance of the August 28th City Council meeting, a neighborhood petition circulated. Over 150 residents signed the petition within 48 hours. The total signature count is currently 275. The petition (below) outlines the concerns of the

residents.

[Protect Dublin's Neighborhoods. Support Revisions the Dublin Corporate Area Plan](#)

We recently learned that the City's Planning Staff plans to complete and distribute a new draft of the DCAP by Sept 18th, 2017. Although we are hopeful that the upcoming draft will address our feedback/concerns, we thought it would be important for The Planning & Zoning Commission to be aware of them as well.

As such, we wanted to provide you with some helpful context surrounding The Residents ([Llewellyn Farms](#) & [Waterford Village](#)) concerns, given that this plan will eventually be brought before Planning & Zoning, for review.

Please see the summary below. We've also attached a presentation that outlines the residents concerns. We've also included a copy of the petition. Thank you.

Summary:

- The residents are trying to make sure the DCAP includes tangible plans and specific language reflecting the wants/needs of residents living in the neighborhoods adjacent to the DCAP area. We are excited about many aspects of the DCAP as long as our neighborhood character is not jeopardized.

Neighborhood Concerns:

- Zoning changes to parcels abutting the Llewellyn Farms and Waterford Village Neighborhoods. Appropriate uses include parks/open space, 1-story office, Rural Residential/Agricultural, Suburban /Rural Residential, Suburban Residential – Low Density. Inappropriate uses include office (2 story), office campus (2 story), retail, restaurant/bar, entertainment, hotel, multifamily residential and multifamily assisted living.
- Lack of language in DCAP addressing neighborhood resident concerns about the following: (site use, height, building setback, footprint, landscape design, landscape buffering, hours of operation, trash collection, materials and building design, lighting, green space and environmental preservation).

Neighborhood Requests:

- Creation of residential sub-districts (or PUD's) for all parcels abutting the Llewellyn Farms and Waterford Village Neighborhoods. Sub-districts/ PUD's to incorporate more stringent zoning and development standards for areas east of Frantz Rd.
- Language in DCAP to require Planning and Zoning (PZC) to meet with representatives from Llewellyn Farms and Waterford Village Civic Association to formulate mutually agreeable parcel and sub-district/PUD specifications. Specifications to include the following: site use, height, building setback, footprint, landscape design, landscape buffering, hours of operation, trash collection, materials and building design, lighting, green space and environmental preservation.
- Zoning classifications and site use types for all parcels abutting residential neighborhoods (current & future). These areas include the Cramer Creek and the Rings Rd/Frantz Rd. Farm Land.

- Capacity/building footprint studies for all for all parcels abutting residential neighborhoods (current & future): (1 and 2 story capacity studies requested).
- Language about environmental protection and development restrictions that will be enforced to protect Cramer Creek.
- Language about tree line protection for neighborhoods abutting DCAP area.
- Language about evergreen landscaping requirements for parcels abutting DCAP area. Deciduous trees do not provide year-round privacy screening.
- Language addressing height restrictions (feet and stories) for all parcels abutting residential neighborhoods.
- Language citing specific parcels that will require extra attention from Planning & Zoning Commission to ensure that neighborhood concerns are not overshadowed by corporate development plans.
- Direction from Planning & Zoning on where residents can locate publicly available information on environmental protection (trees, tree lines, creek, streams, etc.).
- Planning Team to review current parcel zoning restrictions. If restrictions exist, add to DCAP.
- Planning Team to provide formula for calculating building and parking lot setbacks.
- Planning Team to provide timeline for plan completion and adoption.

Attachments:

- Prudent Planning Petition_8.26.16 : "Protect Dublin's Neighborhoods. Support Revisions the Dublin Corporate Area Plan"
- DCAP Revision Proposal_ Llewellyn Farms & Waterford Village Civic Associations_7.8.17

Planning & Zoning Commission - Thank you all for your service of this wonderful community. It's our hope that this feedback will be welcomed as to achieve incredibly thoughtful and successful development - something that has become the new standard in Dublin.

Thank you all for the hard work you do to make this city an incredible place to live.

Sincerely,

The Residents of Llewellyn Farms & Waterford Village

Dublin Corporate Area Plan:

DRAFT

Proposed Revisions

Residential Transition Overlays (RTO) / Sub-Districts

Llewellyn Farms Civic Association

Waterford Village Civic Association

Date: August 7th, 2017



Executive Summary **DRAFT**

Current Plan:

- The City of Dublin's positive image is based on well-planned development, attention to parks and open space, and strong neighborhood identity. (Site Community Plan).
- The Proposed Corporate Area Plan (CAP) represents a tremendous opportunity to propel Dublin into the next phase of growth and economic development.
- Residents and Businesses stand to benefit from the CAP – if the plan equitably addresses the needs of both businesses and residents.

Resident Concerns & Proposal:

- *Concern:* CAP does not address the needs of Dublin Residents, whose homes are adjacent to the CAP boundary lines. If these needs are not addressed before going to zoning, Dublin is at risk of losing its' residential character.
- *Proposal:* The residents of Llewellyn Farms & Waterford Village propose that the CAP be modified to incorporate RTO (Residential Transition Overlays)/Sub-Districts. RTO's would ensure that residents' concerns/requests can be addressed in the zoning process, without stifling the zoning process for the broader CAP.
- The current CAP zoning classifications include large tracts of land with diverse uses and stakeholders. RTO's would ensure that the CAP allows for adequate dialogue, between the City, Businesses and Residents to ensure the CAP growth is managed in a way that maintains the quality of life for Dublin's Residents and Businesses.

Collaboration is Key:

- On behalf of these residents, we'd like to **Thank The City of Dublin** and its' constituents for your thoughtful consideration of this proposal. We are confident that, if implemented – Dublin will maintain its' Community Character – as a place where families and employees can thrive (living, working and playing) in harmony for years to come.

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Request for CAP Revisions

Amendments to the corporate area plan to include:

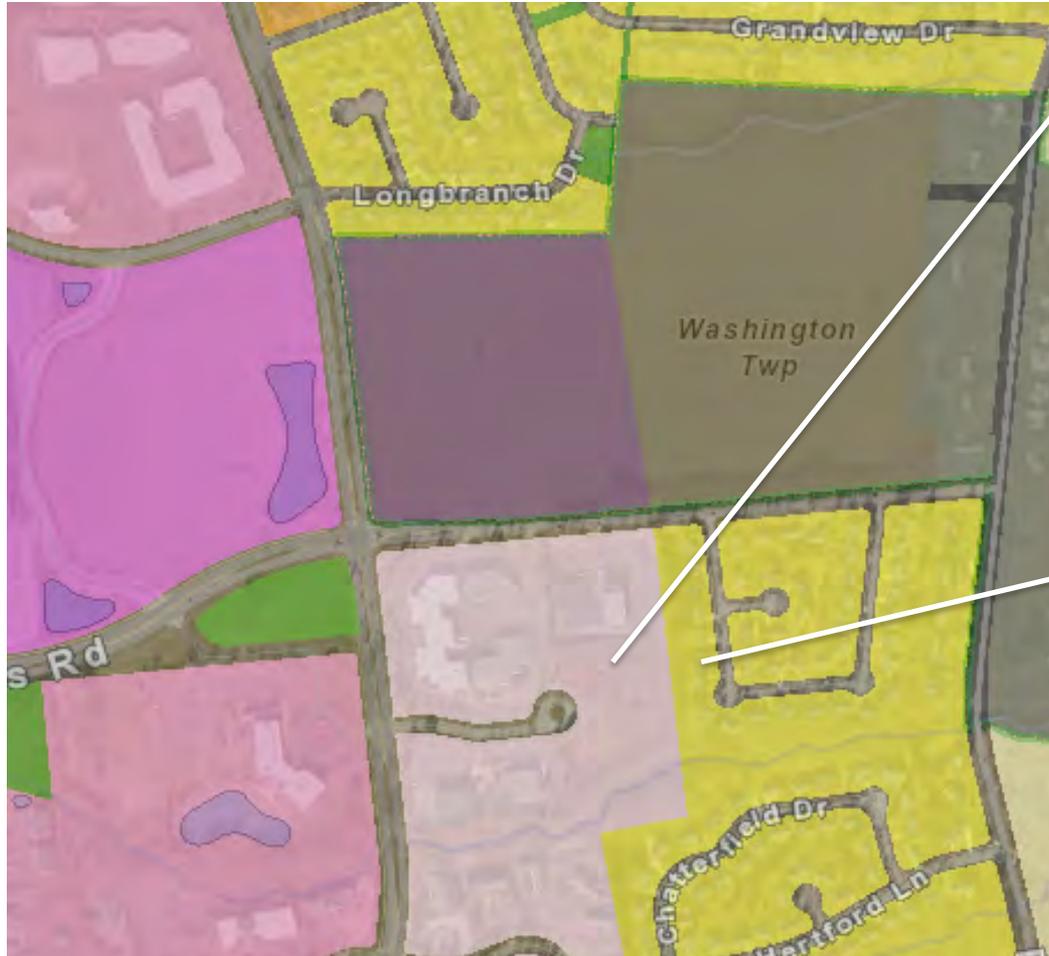
- 1) Creation of RTO (Residential Transition Overlays) / Sub-district
- 2) Language in CAP to require Planning and Zoning (PZC) to meet with representatives from Llewellyn Farms and Waterford Village Civic Association to formulate mutually agreeable RTO / Sub-district specifications (see below)
 - Specifications to include use, height, building setback, footprint, landscape buffering, hours of operation, trash collection, materials and building design, and lighting.

Goal: Win-Win-Win for the City, it's Residents, and it's Businesses

- Preserving the integrity and character of Dublin's residential neighborhoods, while not slowing down the implementation of the Proposed Corporate Area Plan (CAP)

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Existing Conditions - 07' City Plan



Neighborhood Office/Institutional sites are locations adjacent to residential areas where land use transitions or buffers are necessary. Development intensity is limited with low lot coverage's, greater setbacks from non-residential uses and extensive landscaping. Development will usually not exceed gross densities of 9,500 square feet per acre.

Suburban Residential – Low Density Modern suburban residential pattern that characterizes most development in Dublin. Residences are primarily composed of single-family dwellings on lot sizes that commonly average 0.25-acre. Public services are necessary, and larger projects may include a mix of densities that together do not exceed the average density.

Existing Conditions - 07' City Plan



An existing commercial building

- A current view of a Llewellyn Farm's residents' backyard, which is adjacent to a CAP zone where an RTO/Sub-district could be utilized to ensure residential character is preserved.

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Proposed Conditions 17' Corp Area Plan

The proposed CAP Zoning is too broad and fails to address the “friction points” between residential and commercial zones.

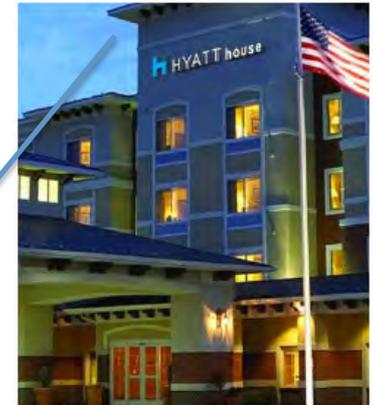
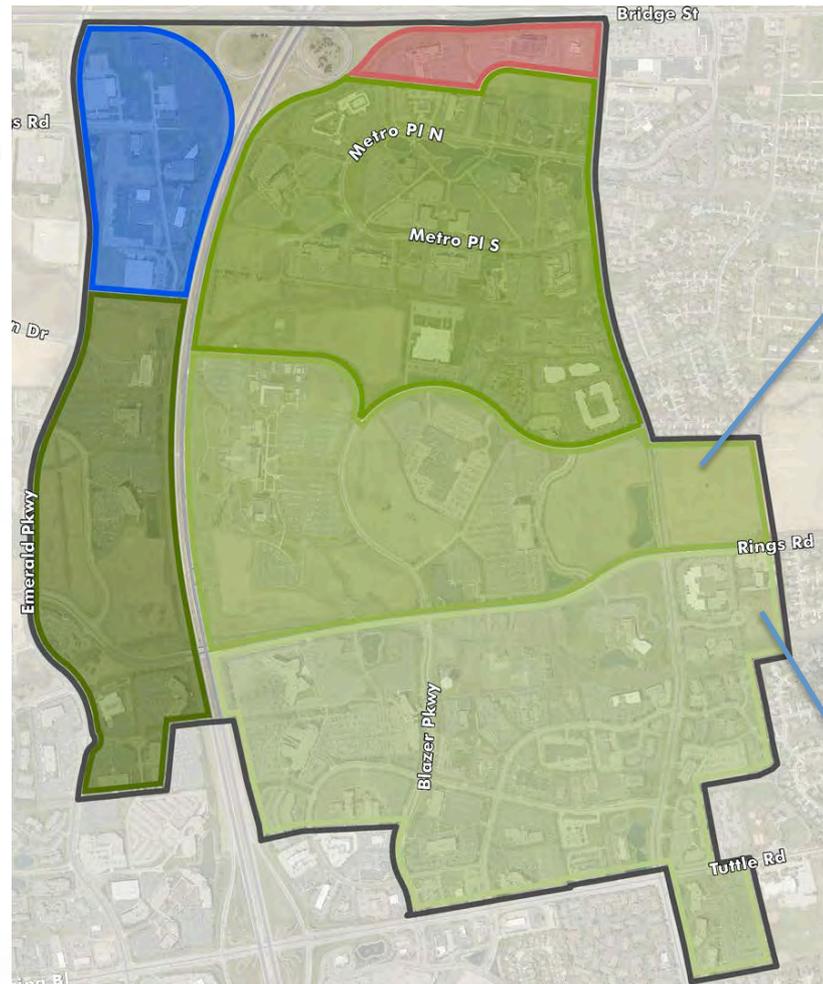
-  MUR-1: Metro/Blazer
-  MUR-2: Tuttle/Rings (North)
-  MUR-2: Tuttle/Rings (South)
-  MUR-3: Emerald
-  Bridge Street
-  Tech Flex

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



Metro/Blazer and Tuttle/Rings:
Hotel uses



Metro/Blazer and Tuttle/Rings:
Mixed use residential

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Proposed Conditions 17' Corp Area Plan



A future office, office campus, retail, restaurant/bar, entertainment, hotel, multifamily/residential building.

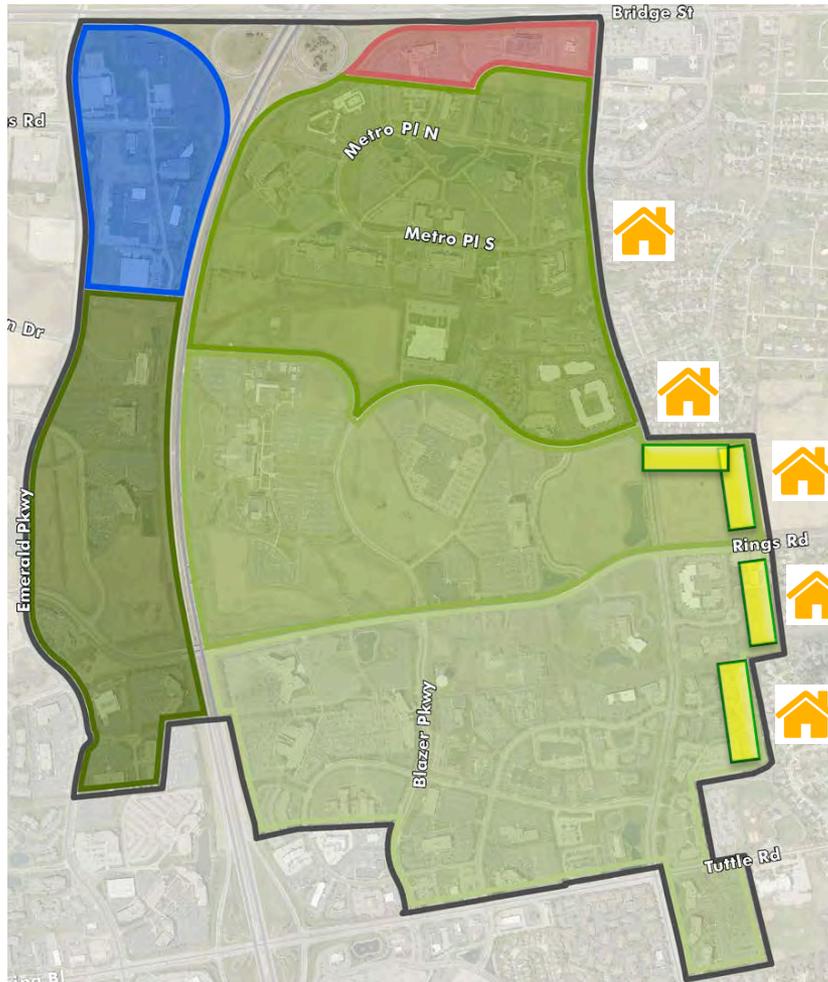
- A future view of a Llewellyn Farm's residents' backyard, if residential character, privacy and buffering is not considered.

Zoning Overlays

DRAFT

- The term “overlay” and “sub-district” are being used interchangeably for the purposes of this presentation. The Residents would request input from Dublin Planning on correct terminology before the proposal is finalized.
- Right Click Link below for more information
 - [Zoning Overlays: The Basics](#)
 - <https://www.youtube.com/watch?v=HV8mMhBGgik>

The CAP Fails to Address the Needs of Existing Dublin Residents. RTO's/Sub-Districts Address Resident Needs.



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



(RTO) Residential Transition Overlay / Sub-district:

- Areas where an existing residential neighborhood is directly adjacent to an area where zoning will be modified under the proposed corporate plan (CAP).
- RTO's would be subject to more specific development standards to preserve the integrity and character of Dublin's residential neighborhoods.

RTO = Residential Transition Overlay / Sub-district

1) Use Allowances

- Parks/Open Space
- Llewellyn Farms/ PUD Planned Unit Development District 78-80 Llewellyn Farms (similar to existing 1-story office buildings south of Cramer Creek)
- Rural Residential/Agricultural
- Suburban /Rural Residential
- Suburban Residential – Low Density

2) Height Restrictions

- Building height cap will be 1 story and will not to exceed 15 feet for building sections directly adjacent to residential homes

3) Building Setback Requirements

- 150 feet setback building setback
- 50 feet setback for parking lots
- 50 feet setback from natural amenities (like ravines, creeks, and rivers)

4) Footprint reduction:

- A reduction in the footprint of any individual building to ensure scale is consistent with the existing character of the sub-district

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RTO = Residential Transition Overlay / Sub-district

5) Landscape Buffering

- Minimum 50 foot building setback from natural resources (ravine, creek, river, waterfall)
- Buffering/Green space setbacks: 50 foot tree/lawn buffer from residential property line protects existing neighborhood privacy
- Privacy screening: New development to incorporate privacy screen. Coniferous (evergreen) trees to be planted to block view of building.
- Fencing: Privacy fencing along residential property lines

6) Hours of operation:

- Commercial establishments can only operate between 7 am and 10 pm

7) Trash collection locations and hours

- Commercial deliveries and refuse collection can only occur between 8 am and 5 pm.

8) Materials & Building Design

- Materials & Building Design to be consistent with neighborhood aesthetic and traditional Dublin Building Standards.
- This is what Dublin does best. Joint-effort between residents, PZC & Council.

9) Lighting

- Commercial lighting (from inside commercial offices to be turned off or blacked out at dawn to ensure that lights do not force residents to close blinds.
- 1-way parking lot lighting to prevent lights from shining into residential areas

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Thank you for your time and
consideration!

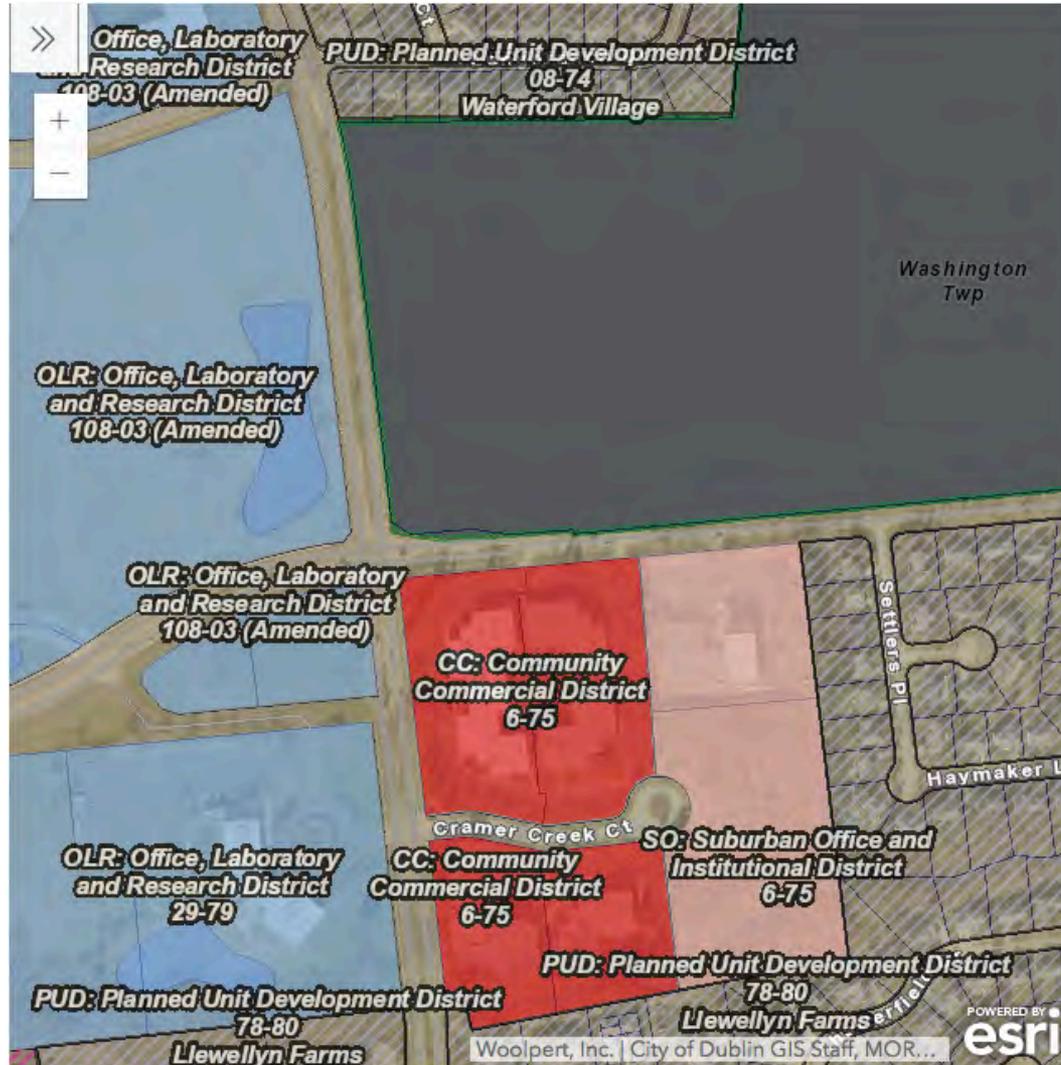


DRAFT

Appendix

DRAFT

DRAFT



[Download the Zoning Map](#)

Questions

(Page 2 of CAP)

- Recommend mechanisms to ensure additional development on the west side of Frantz Road doesn't adversely impact neighborhoods to the east.
- Question: Can Planning spell this out in greater detail before plan adoption?
- Question: What about development on the East side of Frantz? The East side is directly adjacent to single-family homes is more important to residents.

(Page 30)

- 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.
- Question: The Residents agree that residential development (multi-family) is not appropriate for this sub-district. Why is multi-family proposed in the CAP for this sub-district?



Prudent Planning in Dublin

Problem:

- Dublin's **Corporate Area Plan (DCAP)** proposes the adoption of new zoning districts for 1.5 square miles in South Dublin, directly adjacent to historic residential neighborhoods.
- These wide-sweeping zoning changes (as proposed) fail to address the needs of Dublin Residents, whose homes are adjacent to the DCAP boundary lines.
- If these needs are not addressed before being recommended to Dublin City Council, *Dublin is at risk of loosing its' residential character.*
- **Under current DCAP draft:** Neighborhoods sharing a common boundary with current vacant/undeveloped land or Residential Suburban Office buildings will have to accept ***Multi-family residential, Hotel, Entertainment and Restaurant/Bars*** as future uses for lots adjacent to their homes and families.
- <http://dublinohiousa.gov/economic-development/dublin-corporate-area-plan/>

Request:

- Update Dublin Corporate Area Plan: Protect neighborhoods by outlining improved resident-friendly zoning.
- Respect Residents: Include us in detailed planning sessions when sub-district is next to our existing neighborhoods.

Support:

I support Prudent Planning near existing Dublin neighborhoods. Please sign or reply with:



Dublin Prudent Planning

August 26th, 2017

Support:

I support Prudent Planning near existing Dublin neighborhoods. Please sign or reply with:

Name	Home Address:	Email Address:
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Dublin Prudent Planning

August 26th, 2017

Support:

I support Prudent Planning near existing Dublin neighborhoods. Please sign or reply with:

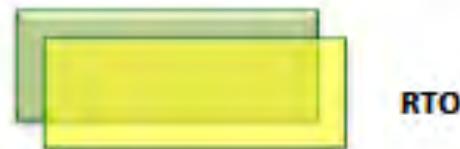
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The CAP Fails to Address the Needs of Existing Dublin Residents. RTO's/Sub-Districts Address Resident Needs.



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Proposed Conditions 17' Corp Area Plan

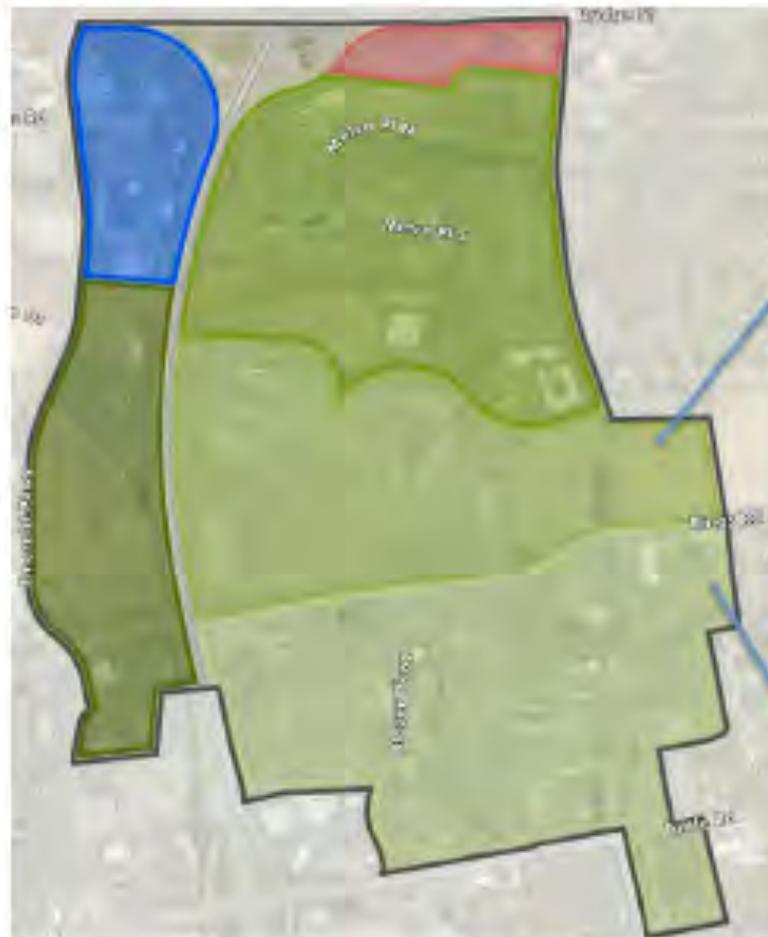
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- Entertainment
- Hotel
- Multi-family residential



Metro/Blazer on Tuttle/Rings: Hotel uses



Metro/Blazer on Tuttle/Rings: Office use residential

RECORD OF PROCEEDINGS

Minutes of _____

Dublin City Council _____

Meeting _____

BARRETT BROTHERS - DAYTON, OHIO

Form 6101

Held _____

August 28, 2017

Page 3 of 22

- **Dublin City School District Ranked as Number 5 in the "2018 Best School Districts in America" by Niche**

Mr. McDonnell, Director of Student Operations and Mr. Andres, Director of Student Services were present to accept this recognition from the City.

Mr. McDonnell stated that the website that awarded this designation searched all over the country for neighborhoods and schools to select. Recognitions such as this demonstrate the strong partnership among the community, the City, the students, the parents and the Schools. He stated they strive to provide a world-class education and continuously improve. The criteria for this recognition focuses on: academic performance; student and parent satisfaction; and diversity.

Mayor Peterson read and presented a Proclamation to the Dublin City Schools for this recognition.

CITIZEN COMMENTS

Sven Christianson, 5765 Settlers Place, Dublin addressed Council regarding Llewellyn Farms and Waterford Village, noting they were developed at about the same time as Muirfield Village. The residents have had one-story, professional office development around them to date and this office development is tucked away and acceptable. The tools that have been utilized in the past to protect residential areas are the zoning guidelines. The pending Corporate Area Plan is disturbing to the neighborhoods because it removes the zoning protections that are in place today. During the open forum presentation sessions, the lead consultant implied that zoning concerns would be addressed at a later date. However, the Corporate Area Plan would guide and direct the Planning and Zoning Commission and City Council, and if protections are not added now, they never will be. If this effort to protect neighborhood character is successful upfront, then it will save time for development requests or zoning questions. A residential overlay zone or sub district with respectful zoning guidance is a common sense approach. However, the neighborhoods are open to any approach that ensures that the constituents are a priority. When drafting the prudent planning petition that will be submitted, it was clear that the requests are clearly in line with the DNA of the City. They are optimistic that Council can help structure a favorable plan. The Corporate Area Plan covers 1.5 square miles, and their area of concern is a small 5% of that. They understand the overall goal, but the area east of Frantz Road is different. Waterford Village will eventually have development behind them on the existing cornfield. However, what comes in the future should enhance, not detract from the neighborhood. He is requesting a true collaborative effort among residents, Council and consultants.

Clay Daney, 5775 Settlers Place, Dublin stated that he moved to Dublin four years ago from the Short North. He chosen Llewellyn Farms because of the access to downtown Dublin, the river, Bridge Street District, etc. When he moved, he understood that he would have neighbors that were businesses and that was acceptable because these were one-story, modest buildings. However, that is now changing. He feels these changes are bringing uncertainty to the residents in his area. He expressed his faith in the planning team, the PZC, and Council that their concerns will be heard. However, to date, they have not seen it reflected in the Corporate Area Plan. The 5% of the Plan area east of Frantz Road would like to have site use limitations, site restrictions, set back restrictions, green space and landscape buffering. In the past 48 hours, they have gathered over 250 signatures, which reflects that neighbors are concerned. The Dublin Corporate Area Plan is needed, but the area east of Frantz Road needs to be done right and a middle ground needs to be found. He expressed gratitude for the openness of planning and the expectation of great development in Dublin.

Eric Kreidler, 5815 Settlers Place, Dublin stated that he grew up in Dublin and has been witness to the explosive growth of the City. He knows that growth is expected and must occur, but when it infringes on quality of life of citizens near that growth, it becomes a problem. The appeal of Dublin is the strong neighborhoods, quality of life, and responsible governance over factors that influence those who live in Dublin first, and

RECORD OF PROCEEDINGS

Minutes of

Dublin City Council

Meeting

BARRETT BROTHERS - DAYTON, OHIO

Form 6101

Held

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those who work in Dublin second. His primary issue is with the validity of the input and results from the public meetings. The purpose of these meetings with the consultant team was to receive the input of employers, employees and citizens about what they want to see in the area. The analysis of research conclusions is based on the statistical data that is presented to support those conclusions. However, he has seen poor outcomes as a result of using poor data and wants to avoid that mistake in this Plan. He is not against development, but the extent that this is to be addressed is not clear. The analysis of the meetings is there were 198 total participants, 144 of those claim to be Dublin residents. If it is to be assumed that the residents only attended one meeting and did not double up, this represents .3% of the population of Dublin. Mr. Kreidler cited problems with graphs and statistics and how the view can change dramatically, depending upon the number polled. How did they verify information, such as demographics and definition of study area? There were further issues with the survey results and methods. There is data missing or data being omitted. A good business plan contains risk analysis, liabilities and responsibilities, cost benefit analysis and a plan on how to progress. Dublin needs to be concerned with infrastructure, traffic, school, police services, etc.

He reiterated that the public input is flawed or biased, and that the lack of explicit zoning regulations is disrespectful and irresponsible to the residents of the area. Dublin's neighborhoods and citizens are what make Dublin a desirable place to live. The voices of the residents should always be more important than the consultants' conclusions.

Mark Martin, 4211 Rings Road, Dublin introduced himself as the Vice President of Llewellyn Farms Civic Association. He noted that he agrees with the statements made. He lives across from the open cornfield. He has always believed that Dublin does a very good job of blending commercial and residential areas. However, he is surprised to see a plan with potential multi-story hotels and restaurants butted up against a residential area. He is concerned about the potential plan. He believes there is potential for compromise on a buffer zone between the corporate area and the residential area.

Mr. McDaniel thanked the residents for coming forward. He appreciates the positive comments about Dublin's history of planning and development. He asked Mr. Papsidero, Planning Director to comment.

Mr. Papsidero stated that this process began almost four years ago with early work on the Legacy Office Park research. Staff has been working on a plan update for the last year and a half, and there has been good turnout at workshops where most of the data has been collected. Currently, staff is working on completing the final details of the plan. They promised the neighborhood residents they would respond with draft material within the week. The goal is to provide the Planning and Zoning Commission with a complete document in late September or early October. They are working through the process and are near the end of it.

Mr. McDaniel stated that there is more opportunity for input, particularly at PZC. He invited residents to keep the exchange of information flowing so it can be provided to the consultants.

Mr. Papsidero stated that staff recently spent time with the residents walking the properties and viewing the perspective from their backyards, hearing their concerns and ideas about development.

Ms. Amorose Groomes stated that she also spent time with the residents in that area and much of the conversation centered on the greenway and the connectivity with Cramer Creek, heading north into the historic core. She encouraged staff to look at the preservation of the creeks in the form of greenways. She is not sure of the need for an overlay district, because there is not a plan adopted yet. She wants staff to consider the creeks and the connections so all the residents can enjoy the area.

Ms. Salay asked Mr. Papsidero for his response to the resident concerns that have been expressed. She believes that their concerns are not unreasonable and can staff provide

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the residents with some assurance that there is not the desire to rezone the whole area to allow all these difference uses. She encouraged staff to make the plan more neighborhood friendly. She believes that much could be accomplished to satisfy the residents' concerns before the plan is sent to PZC.

Mr. Papsidero stated that, throughout the process, staff has been clear about the importance of safeguarding the neighborhoods up and down Frantz Road. Staff committed that more detailed information will be forwarded to the interested parties before the document is submitted to the PZC. The process has been delayed somewhat due to the number of vacant properties and the number of corporate owners involved.

In response to Ms. Amorose Groomes' question regarding whether or not area rezonings or individual rezonings will be done, Mr. Papsidero stated that the goal was to streamline the zoning process of the entire planning area. Building on the model in place for the West Innovation District, the goal conceptually has been to consider one comprehensive rezoning of the entire planning area and having subdistricts that speak to land use, density, design standards as well as adopting design guidelines.

Ms. Amorose Groomes cautioned staff that one of the reasons this works so well in the West Innovation District is the lack of adjacent neighbors. There was a lot more flexibility and freedom for that reason. Perhaps west of Frantz Road would be more appropriate for area rezonings, but she would not support area rezonings on the east side of Frantz Road. Sensitivity to adjacent neighbors is more important east of Frantz Road and she is concerned about the loss of control that can come with area rezonings. It is important to keep that control for residential neighborhoods.

Mr. Papsidero agreed with Ms. Amorose Groomes in that he is hoping to add more restrictions to protect the neighborhood. Those details will be explored more in the next phase of the process.

Mayor Peterson inquired about the timeframe for the PZC review.

Mr. Papsidero responded that it could be in October, dependent upon the communication with the stakeholders. Depending upon the PZC review timeframe, this plan could be before Council at the end of October or early November. PZC will also be reviewing the West Innovation District update at the same time.

Mr. Keenan inquired about the large parcel in Washington Township that lies adjacent to Waterford Village and how it is accommodated in the plan.

Mr. Papsidero stated that the western half of that parcel fronts on Frantz Road and will be in the planning area. Conceptually, staff has discussed the possibility of it being residential or lower scale office, perhaps retail use-- all with a two-story height limit.

Mayor Peterson thanked those who attended tonight's meeting and encouraged them to stay engaged as the process continues.

Jane Fox, 6193 Dublin Road, Dublin addressed Council regarding public engagement. There are many interested residents present, and she is asking that Council support the early engagement for these planning actions. She suggested that civic associations could be invited for brainstorming sessions. Sometimes, there are creative solutions from people who live in the neighborhood. The public meetings do not really offer the same opportunities to develop comprehensive solutions as does a roundtable discussion. She would like to change the flow of information from citizens to Planning staff to Council. She wants to bring people together to determine what they want. It could lead to a shared collaborative discussion. She believes this interaction will strengthen the entire community.

CONSENT AGENDA

- Approval of Minutes of Council meeting of August 14, 2017

Dublin City Council and Planning and Zoning Commission
Joint Work Session
Monday, April 17, 2017

Minutes of Meeting

Mayor Peterson called the Monday, April 17, 2017 Dublin City Council-Planning and Zoning Commission Joint Work Session to order at 6:00 p.m. at Dublin City Hall.

Council Members present were: Mr. Keenan, Mr. Lecklider, Ms. Amorose Groomes, Mayor Peterson, Ms. Salay, Vice Mayor Reiner and Ms. Alutto.

Planning and Zoning Commissioners present: Ms. Newell, Mr. Brown, Mr. Miller, Mr. Stidhem, Ms. DeRosa, and Ms. Mitchell.

Staff members present: Mr. McDaniel, Ms. Crandall, Ms. Readler, Mr. Papsidero, Ms. Husak, Ms. Rauch, Ms. Puranik, Ms. Gilger, Ms. Ray, Mr. Gracia, Mr. Earman, Ms. Richison and Ms. Burness.

Mr. McDaniel stated that because tonight's work session focuses on Planning-related items, Mr. Papsidero will guide the discussion.

Mr. Papsidero stated that the discussion will focus on four projects. The objective is to obtain Council's input and ensure that the projects are proceeding in the desired direction – particularly for the zoning projects because there are a few new components on which Council's feedback is desired. Those projects are:

1. West Bridge Street Framework Plan
Because this is a part of the Bridge Street District that impacts adjacent neighborhoods, significant public input has been obtained. A preliminary development concept will be shared tonight.
2. West Innovation District Zoning
This project relates to minor tweaks to the zoning that is already in place, which reflect the work to date on the West Innovation District Plan update. Council has seen much of the update previously. Tonight's presentation is an interpretation of that work in terms of recommended Code changes.
3. Metro-Blazer District Zoning
The City has been undertaking a significant amount of work in this district over the last three years, looking at Legacy Office developments and understanding the role of Planning on the marketplace. Some shifts may be necessary in order to ensure that area remains a very vital part of the City. A new zoning approach is proposed for that area, which is based on what has been learned to date with the West Innovation District.
4. Bridge Street District Zoning
This Code update was initiated six months ago. It has involved a significant amount of stakeholder interviews. With the consultant, they have looked at ways in which to improve that District both in terms of process and Code standards; these improvements are based upon experience over the last few years with project review and approvals.

The goal with all the projects is to ensure more consistency in the Code and process and the development of design guidelines for each of these areas. The intent is to better communicate the City's expectations to the development community, ensure that applications the City receives reflect the City and the public's values, and identify what the City sees as most important about

- **METRO-BLAZER DISTRICT ZONING**

Elizabeth Fields, McBride Dale Clarion, presented an overview. The major difference between the West Innovation (WID) and Metro-Blazer District is that the majority of the WID is undeveloped area, and new development is being proposed. With Metro-Blazer, the intent is to retrofit existing development and make it more competitive. Another firm has been retained to handle the land use plan for this project, and Jason Sudy with Side Street Planning is present. His firm is working on the Dublin corporate area master plan for this district. The zoning will be the implementation tool for that land use plan.

Goals for the Metro-Blazer Plan update are:

- Development regulations that coincide with the plan update and allow for redevelopment and new development that aligns with the City's vision for the Metro-Blazer district.
- A clear, concise, and user-friendly set of regulations that identifies the standards and guidelines that apply to development within the District.
- Clear distinction between the Dublin Corporate Area Plan, Zoning Code, and Design Guidelines.

The plan will focus on the overall design principles, goals and objectives for the District. The zoning code will focus on the non-discretionary and quantitative standards (uses, setback, development standards, process). The design guidelines will focus on discretionary guidelines that will concentrate on the character of both the overall District and the individual buildings.

Current Zoning/Proposed Zoning:

- The existing zoning for this District is a mix of: Restricted Suburban Residential; Suburban Office and Institutional; Community Commercial; Tech Flex; Office, Laboratory and Research; Planned Unit Development; and BSD-Commercial. Much of the District is Planned Development.
- A draft land use plan has been proposed for new districts. The Tech Flex and Bridge Street Districts would remain. Four new districts are proposed: Metro/Blazer; Emerald; Tuttle/Rings North; and Tuttle/Rings South. The Land Use Area Plans will describe the City's intent for each of those four areas.
- The Code update will be the implementation tool for the Land Use Study. Rezoning this study area from the existing zoning districts to an overall Metro-Blazer zoning district will be a similar tool to the existing West Innovation districts. The Metro-Blazer districts will have their own list of Permitted Uses and Standards. The current proposal is to leave the existing PUDS as is, but the owners will have the discretion to re-develop to the existing plan development standards or develop under the new zoning standards. The plan allows them that flexibility. Minor changes would probably occur according to current standards, but a complete redevelopment would follow the new regulations.

Ms. Amorose Groomes inquired if percentages have been assigned related degrees of modifications.

Ms. Fields responded that has not yet been discussed.

Ms. Amorose Groomes noted that this is different and probably easier than the Bridge Street redevelopment.

Mr. Papsidero stated that they would be looking at that. They were trying to follow the Bridge Street model.

Ms. Amorose Groomes stated that it created some difficulties for property owners wanting to make modifications.

Ms. Fields stated that the intent is to provide incentives for property owners to follow the new regulations. Those details will be worked out.

The approval process in the Metro-Blazer District would replicate that in the West Innovation District. The Code sections would be organized in the same manner, focusing on measurable standards. There would be unique uses and standards for each of the four subareas. The design guidelines would focus on the look, feel and character items.

The Major Changes Proposed are:

- New zoning districts for the Metro-Blazer district that are allow for more development options than what currently is permitted
- Existing PUDs will be able to continue under their current regulations or develop under the new regulations
- Defined criteria for "Kick-up" provision
- Similar process and development standards to WID

The Next Steps are:

- Finalize Dublin Corporate Area Plan - review and approval by Fall 2017
- Public outreach for the zoning
- Draft zoning changes for review by staff and PZC with approval by City Council
- Area rezoning process following the Code adoption

Council/PZC Questions:

Ms. Salay referred to the football-shaped piece of land at the corner of Woerner-Temple, Rings Road and Emerald Parkway -- Emerald Town Center is located there. Could that Town Center be removed from the Emerald District? The neighborhood fought hard for that town center, and it is working well, at this point. On behalf of those neighborhoods, she does not want to have to go back to the drawing board with that. When that section of Emerald Parkway (Thomas Kohler) developed, the intent was for a 10-pump gas station and UDF on the corner, where the Chinese restaurant current sits. The neighborhood strongly objected, and the UDF project was eliminated. She prefers to remove that section from the Emerald District and make it part of the neighborhood.

Ms. Amorose Groomes stated that her rezoning and process comments remain the same as on the previous plan.

Mr. Reiner inquired if there is a master plan that addresses some areas separately. In addition, the landscaping and streetscape in this area has declined over the years. It was done in the 1980s and needs to be refreshed.

Ms. Fields responded that the Dublin Corporate Plan on which Mr. Sudy's group is working will have concept plans for individual areas and address the mix of uses and landscaping. Council will have the opportunity to review those concept plans. She will not begin to work on the zoning code until Council has worked out the details of the concept plans in the Land Use Plan, including the ultimate goals, uses, setbacks, building heights, etc. desired in this area.

Mr. Reiner stated that developers will want to know which areas are still open to them. That should facilitate more rapid development in this District.

Ms. Salay stated that all three of these plans provide for a significant public process. She would like to have a copy of the public feedback that is received, so Council can be aware of the neighborhoods' perspectives on the proposed changes.

Mr. Papsidero responded that a detailed copy of the input would be provided to Council.

Mr. Lecklider inquired if staff input were needed on the conceptual concepts.

Mr. Papsidero responded that it is not. The question tonight is if this is an approach on which staff should continue to work. The details will be addressed at a later date.

- **BRIDGE STREET DISTRICT ZONING**

Donald L. Elliott, Clarion Associates, stated that:

- ~~1. Their team has written codes for many communities around the country, and most codes are hybrids. The Bridge Street Code is a success, not a failure; it was just difficult to do. Much development actually has happened here in the five years this Code has been in place. The amount of walkable, sustainable, urban development that has occurred within this adopted framework is unusual to find. There are now many buildings in place.~~
- ~~2. When the Bridge Street Code was developed, it followed a technical approach to form-based codes. That turned out to be a poor fit for Dublin, and there have been attempts to change the programmatic approach to make it work better for this community. With five years of experience, there is the ability to evaluate and update the Code, and Council has asked them to do so.~~

Clarion's contract had three tasks:

- ~~1. Identify why the sign regulations were problematic for existing development. Those findings have been finalized and approved by Council. The change permits improvements or changes in existing buildings to continue under the previous signage requirements. Only a new building developed under the new code need follow new sign guidelines.~~
- ~~2. Determine if the Historic Core protections are sufficiently strong or if changes are needed. That review is being conducted by Leslie Oberholtzer, their technical form-based code specialist.~~
- ~~3. Provide general updates to simplify the review process, provide greater flexibility and design guidelines.~~

~~Since last fall, work on general updates has been underway, working with stakeholders and the public. Many interviews have been conducted with builders and developers who have invested or tried to invest in the Bridge Street area. They have found that there are substantive challenges with the Bridge Street Code and there are process challenges.~~

Substantive challenges were: (1) the Code's Building Design Standards lacked flexibility and created monotony; (2) some of the Site Development Standards inhibited good design; and (3) some don't work for existing buildings/development. One of the key changes is to re-visit the applicability thresholds.

Motion and Vote

Mr. Brown motioned, Ms. De Rosa seconded, to approve the Conditional Use with no conditions. The vote was as follows: Mr. Miller, yes; Ms. Newell, yes; Mr. Stidhem, yes; Ms. Salay, yes; Ms. De Rosa, yes; and Mr. Brown, yes. (Approved 6 – 0)

3. Avery Road CrossFit 16-110CU

5725 Avery Road Conditional Use

The Chair, Victoria Newell, said the following application is for an indoor recreational facility within an existing building in the Technology Flex District. She said the site is on the west side of Avery Road, approximately 710 feet south of the intersection with Woerner-Temple Road. She said this is a request for a review and approval of a Conditional Use under the provisions of Zoning Code Section 153.236.

The Chair swore in anyone intending to address the Commission on this case.

Motion and Vote

Mr. Brown motioned, Mr. Stidhem seconded, to approve the Conditional Use with one condition:

- 1) That the applicant work with staff to provide the one loading space required by the Code to be verified at permitting.

The vote was as follows: Mr. Miller, yes; Ms. Salay, yes; Ms. Newell, yes; Ms. De Rosa, yes; Mr. Stidhem, yes; and Mr. Brown, yes. (Approved 6 – 0)

Planning Items

Vincent Papsidero said there are three current projects interrelated that include the West Innovation District, Metro-Blazer area, and the Bridge Street District. He said plans are in place to update the first two areas just mentioned. He said staff does not intend to update the plan in the BSD but in each area they are updating the Code and developing Design Guidelines.

Mr. Papsidero presented a map highlighting the three areas as well as the overriding intent of Code versus Design Guidelines:

- Code and process improvements (Code)
 - Focus on dimensional standards + “absolutes”
 - Consistency among review steps and application requirements
 - Process improvements that do not compromise outcomes
- Strong emphasis on outcomes (Design Guidelines)
 - Emphasize creativity and originality in urban design consistent with City values and expectations
 - Avoid monotonous outcomes
 - Guidelines to focus on intent (do this/don’t do that)
 - Answers the applicant’s question “what do you want from us?”

Bob Miller said most of what Mr. Papsidero just said is extremely logical. He asked if Mr. Papsidero sees a risk with these changes. Mr. Papsidero answered he does not see a risk. He explained he has written and used guidelines in other communities of Columbus with quite a bit of success. He indicated Design Guidelines will provide more leverage than what a Code in some cases.

Mr. Papsidero presented qualities of effective Code language:

- Language should be clear
- Easily interpreted (as “black and white” as possible)
- Measurable and dimension able
- Objective and not subjective
- Legally defensible

Mr. Papsidero included a good example:

“Lots shall be a minimum of 60 feet in width at the public right-of-way.”

Mr. Papsidero alternatively provided poor examples of Code language as they are too subjective:

- “forward looking”
- “thoughtfully designed”
- “intentional and carefully thought through”
- “unique and diverse”
- “look and feel”
- “design expression is of a modern application”

Mr. Papsidero said the above comments are excellent examples of Design Guideline language.

Chris Brown said the Design Guideline language examples are very subjective and he questions what is enforceable. He said when someone brings forward a great looking project, no matter the transparency percentage or primary/secondary materials for example, the Commission looks at it and states “Wow, that’s nice” or “oh, that looks bad”.

Mr. Papsidero said the Commission’s role is to represent the community’s values and merge them with the technical piece. He said subjective language in Design Guidelines is enforceable, if adopted by Council after the Commission’s recommendation and linked by Code to the actual development steps in the process.

Steve Stidhem said this is an opportunity to be forward looking, to consider more renewable energy options, and add to the Code. He said there is a lot of material written on the impact of self-driven cars in city planning. He indicated there may be more cars or could be less cars, we do not really know. But we do know there will be less parking requirements near where people are actually doing their work. He asked to be very specific about the language.

Mr. Papsidero said language for this topic could be specific but for subjects that are in an early stage like autonomous vehicles; that is a perfect topic for Design Guidelines. He indicated we could state that an area designed for a garage now could be at least partially converted to other uses in the future. He suggested this should not be mandated in the Code but a lot of guidance could be provided.

Mr. Stidhem agreed for the subject of autonomous vehicles but for renewable energy (solar power or windows) that could be stated in the Code. Mr. Papsidero said that subject matter is very detailed and Planning would probably do that as a separate project or add-on because that gets into a lot of requirements to think through as a community. He used turbines on a single-family lot, as an example. He said that would become a community dialogue under the direction of Council.

Mr. Papsidero said as a Code standpoint, the following topics would be addressed:

- Land Uses
 - Dimensional standards
 - Height
 - Setback
 - Density/Intensity (du/ac, sf/ac, FAR)
 - Parking and loading
 - Landscaping/open space quantities
- Process
 - ART + PZC/ARB + Council
 - Administrative approvals
 - Provides legal justification for applying Design Guidelines

Mr. Papsidero explained Design Guidelines are:

- Explanatory in nature
- Provide insight into acceptable ways of meeting Code requirements and City values, expectations (as defined in policy)
- More subjective, less objective
- Illustrative (do this, don't do that)
- Implemented by staff (report and recommendation) and Boards/Commissions (analysis and decision)

Mr. Stidhem asked if cell towers are considered as 4G capability moves to 5G. Mr. Papsidero said the state has determined that the City has no authority over the regulation of these new cell towers. Mr. Stidhem asked if we could insert fiber optic connectivity into the Code. Mr. Papsidero said that might be included in the Building Code. He indicated we would need to determine where it would fit from a regulatory standpoint. Mr. Stidhem said in anticipation of what could be to come, that sort of thing is inexpensive to incorporate while construction is going on versus retro fitting it later.

Mr. Papsidero said staff is looking for a strong dialogue with the Commission as we work through this.

Mr. Papsidero presented pictures of Design Guidelines from different places around the country that include the guideline language to illustrate the goal. He said as we work through these specific issues, we can be as detailed as we need to be to provide additional guidance.

Mr. Papsidero said guidelines support policies; they focus on outcomes such as architecture and materials; site design; landscaping/open space design; and signs. He said they provide examples of best practices and would need to be adopted by Council.

Amy Salay said they went through years of the PZC process from staff level to PZC and Council to negotiate this PUD back and forth. She said it was so fine-tuned and so negotiated they were criticized by the development community for making it impossible to work with. Now, she said we have adopted a form-based Code with intent in other areas like the WID to be more user-friendly from a developer's standpoint. She said now we have come to this most recent proposal, which she likes the pattern book, more illustrations, and explaining what we want, to enable the professionals in the development community do their work. She asked how we keep from falling back into everything by negotiation.

Mr. Papsidero said by doing these Design Guidelines, walking in the door, the developers will have a clear picture of what the City's expectations are. He said it would be up to staff and the Commission to be consistent with those guidelines. He said now, the developers get hearsay and talk from clients or

competitors to gain their feedback about their experiences with the City of Dublin's process. With BSD in particular, he said the form-based Code is a hybrid. He said we are suggesting to streamline the process by limiting the ART to just the really minor approvals and go back to the traditional process where staff creates and presents the report to the Commission and the Commission then deals with the applicants directly. He said the ART has been an additional step to jump through and does not add much to the process. At the same time, he indicated staff wants to streamline the submittal requirements and go back to a simpler system. He said they want to take some of the standards in the BSD and turn them into guidelines so staff is spending less time as accountants, measuring transparency and all other items, which at the ground level is important. He said we might want to have a minimum standard for the ground floor and maybe use a broader goal for the upper stories. He noted a hotel would be very transparent whereas an apartment building would be less transparent because privacy is needed for the units. He said measuring 63% when 65% is the standard does not help anything. He said staff wants to talk to Council about the mandatory Basic Plan going to Council first and then being recommended down. He said now we do Informal Reviews at different levels and applicants are bouncing around quite a bit, negotiating three, four, and five times. He said investors are using that against the City when it comes to Economic Development.

In summary, Mr. Papsidero said a Plan establishes policy foundation and community expectations. He said Design Guidelines explain how to accomplish community expectations and provide a bridge between policy and Code. He said Code establishes regulatory controls and process, and dimensional standards such as bulk, mass, and height, etc.

To be more specific, Mr. Papsidero said for the West Innovation District:

- Building upon updated concept approved by Council
 - Plan update
 - Code update to reflect changes in geography, policy
 - ✓ Sub-district boundaries will be modified (uses + standards)
 - ✓ OU Master Plan incorporated by reference
 - ✓ No process changes expected (With the ART, there is a kick-up provision to the PZC we would like more specific as this could impact adjacent neighborhoods, especially in Metro-Blazer area. We would like this mandated instead of discretionary)
 - Design Guidelines created
 - ✓ Consolidates material from existing Code and Plan
 - ✓ Builds upon new concept
 - ✓ New material

Mr. Papsidero presented a map of the new sub-districts in the WID.

Mr. Papsidero said for the Metro-Blazer area:

- Dublin Corporate Area Plan
 - Issues/goals completed (phase one)
 - Draft plan nearing completion (phase two)
- Code update to be initiated, building upon WID process
 - Consistent with WID
 - Comprehensive rezoning
- Design Guidelines to be initiated
 - Special focus on parking lot landscaping/screening
 - Infill/redevelopment

Mr. Papsidero presented a map of the Metro-Blazer area to be rezoned, built upon the WID approach. He indicated this would streamline reinvestment. He suggested the surrounding property owners would be

supportive. He reported this area has not been competitive because of a lack of amenities, the aging of the buildings, and inefficient parking lot layouts.

Mr. Papsidero said for the BSD:

- No changes to plan
- Code update initiated, significant engagement with stakeholders, users
- Code and process to be simplified
 - Reduce number of approval steps
 - Reduce role of ART
- Design Guidelines to be prepared
 - Move some standards to guidelines

Mr. Papsidero presented a map of the BSD and said the next steps are:

- PZC to review draft material between now and April
- Council-PZC joint workshop in April
- Revisions will be made following the workshop
- Adoption

Cathy De Rosa said since the Code changes require Council's approval, she asked what happens to the Design Guidelines changes. Mr. Papsidero answered it would be the same process for both. She then asked what the approach would be for changing illustrations. He answered staff would want input from Council.

Mr. Papsidero said the intent is to write the Design Guidelines separately for each of these three areas but in fact a certain percentage would apply across the board. He said future chapters could then get more specific on solar or other issues that are not ready to be addressed now. He said the final would be one book as opposed to three.

Ms. De Rosa said with visuals (like with sign designs) a picture is worth a thousand words. She said 'they know it when they see it'. She suggested being able to be flexible and add more pictures as we find great examples as they arise without making the process terribly onerous. She indicated that helps applicants.

Mr. Papsidero indicated staff would like to eventually address Parking, outdated Land Use Designations, and issues within the Sign Code.

Mr. Brown asked if there are inspirational pictures, something totally unique that does not fit illustrative criteria that could be provided to the public to assist with the library design. Mr. Papsidero encouraged the Commission to share pictures worth promoting with staff that they have found remarkable through their travels.

Mr. Papsidero said staff has completed two Kaizen events that facilitated the application intake process and the internal case review process. He said this has resulted in creating more efficient processes. He said staff is also in the process of reformatting all the Planning Reports to make them more consistent and less redundant and more valuable to the Boards, Commission, and Council.

Claudia Husak asked the Commission to alert staff by sending an email if there is information they would like to see that is not incorporated currently, or need to see more/less of.

Victoria Newell suggested including existing site photographs into the Planning Reports, even though most of the Commissioners visit the sites as well. She explained it is helpful to have pictures while

reading the report. Ms. Husak said having an electronic format makes that easy because then quality is not lost that may be lost when printed.

Communications

~~Claudia Husak said staff is seriously considering cancelling the first Commission meeting in February and place the focus on the second meeting on the 16th.~~

~~Ms. Husak said the National Planning Conference in New York City, NY is scheduled for May 5 – 9, 2017. She said registration starts in early February but hotels are filling up quickly. She recommended interested members contact Flora Rogers for hotel accommodations in the next two weeks.~~

~~The Chair indicated Leadership Dublin attended the full meeting this evening and adjourned the meeting at 7:24 pm.~~

~~As approved by the Planning and Zoning Commission on March 2, 2017.~~

- 1) ~~That the applicant ensures that any minor technical adjustments to the plat are made prior to City Council submittal.~~

The vote was as follows: Ms. Mitchell, yes; Ms. De Rosa, yes; Ms. Newell, yes; and Mr. Stidhem, yes.
(Approved 4 – 0)

Planning Items

Vincent Papsidero said the following Long Range Planning project updates would be presented:

- Dublin Corporate Area Plan
- Historic and Cultural Assessment
- Shier Rings Roadway Corridor Character Study
- Mobility Study (Introduction)
- W. Bridge Street Framework Study

Dublin Corporate Area Plan was presented by Devayani Puranik.

Ms. Puranik explained this was previously known as Metro-Blazer-Emerald-Frantz. She said this is a brand new planning process initiated to review the legacy office development within the City. She presented a map that defined the ±1,000-acre area. She explained the northern boundary is SR 161, the eastern boundary is Frantz Road including offices located east of Frantz Road, the southern boundary is Dublin's Corporate boundary, and the western boundary is Emerald Parkway. She showed the study area within the context with the City of Dublin.

Ms. Puranik presented a map showing Dublin's seven business districts. She said the Bridge Street District is located to the east with development standards that cater to mixed-use development. She said the West Innovation District located to the west caters to research and development facilities and institutional facilities like Ohio University, whereas Metro Blazer and Emerald Districts focus mainly on technological jobs including Dublin's Entrepreneurial Center. While the study area houses several technology oriented jobs, she said the built environment is outdated.

Ms. Puranik presented the map highlighting the Metro-Blazer-Emerald-Frantz area. She explained existing zoning in the area is very diverse with inconsistent development standards making this area somewhat less attractive for location of new businesses and development. She said some of the specific issues include:

- Diversity of Zoning Districts including PUDs
- Varying Development Standards
- Outdated Built Environment
- Lack of Amenities
- Overgrown Landscaping
- Underutilized Prime Land

Steve Stidhem asked if any new construction is planned for this area. Ms. Puranik answered there is not a huge amount but based on their market research, there are great opportunities.

Mr. Papsidero said Economic Development Staff have found challenges in the marketability of some of the older properties.

Ms. Puranik said some of the land that is used for stormwater management ponds within the Upper Metro Center represents prime land approximately five acres in size.

Ms. Puranik said the purpose of the Plan is to understand the shifting office and employment demographics and its effects on old suburban office parks in this very competitive market. She explained

approximately 87% of Dublin's office inventory was built in the 70s, 80s, and 90s and approximately 12% of that space is currently vacant. She said several factors have contributed to the vacancy rates:

- Lower parking ratios
- Lack of walkable amenities
- Building age
- Visibility/Wayfinding
- Lack of public transit
- Lack of sustainable practices to gain maximum benefits of the land
- Location
- Floor plate size and building size
- Lack of basic curb appeal

Ms. Puranik presented a chart that showed the percentage of total office square feet built in Dublin by decade and noted 80% of the office space (almost 7 million square feet) is between 17 and 45 years old. She presented a map to show where the specific development occurred by decade.

Ms. Puranik reported that through discussions with developers, business owners, tenants, and others trying to locate in Dublin, two contradicting factors emerged:

1. A shift in the perceived and actual parking demand - a much higher employee per square foot ratio; and
2. Increasing employee desire for nearby convenience and entertainment amenities, ideally within a walking distance.

Mr. Stidhem said he had hoped Home2Hotel would offer public services. Deborah Mitchell said there is not even a coffee bar in there. Cathy De Rosa noted the only other restaurant in the area is Max & Erma's.

Ms. Puranik said a public workshop is planned where they plan to display these market research maps.

Ms. Mitchell asked if this came from focus groups or surveys. Ms. Puranik said the Economic Development Division speaks often with businesses and there was a stakeholder meeting held in December of last year, which included 35 people.

Ms. Mitchell explained she asked because she has an office in the area and when she tries to get more food trucks to come due to the lack of restaurants, it is hard to get people to come out to the trucks. She said it seems people say they want to have restaurants within walking distance but they all end up driving.

Ms. Puranik said part of it might be that the offices are surrounded by huge parking lots so just getting from the door of their office to a site is challenging. She said 600 feet seems to be the magic number for an accepted walking distance.

Mr. Stidhem inquired about the parking ratio. Ms. Puranik explained the current Code requires 4 parking spaces per every 1,000 square feet of office space. She said companies are asking for 7 parking spaces per 1,000. She said companies are trying to fit more employees into smaller office areas.

Mr. Papsidero said trying to accommodate more parking comes into conflict with the landscaping requirements so staff is looking at ways to creatively meet that Code.

Victoria Newell said she likes to walk at lunch and a lot of people in her office park walk.

Tammy Noble said people might not be going to a certain location even if an amenity is provided because of how the space feels. She indicated they may not feel safe or have a place to sit and really enjoy the experience.

Ms. Newell said little plazas are inviting and they can accommodate music on certain days to entertain people.

Mr. Stidhem said he likes the idea of food trucks as long as there is a place to go eat the food. He indicated that he sees the demand for parking diminishing over the next 10 years and so he is hesitant if someone is proposing a parking garage.

Ms. Puranik said staff is studying both short and long term approaches. She said as Phase 1, they are focused on parking as companies are leaving (Nationwide as an example). She said the process for Phase II will include:

- Development strategies
- Site retrofit strategies
- Capitalization on market opportunities
- Detailed Code updates
- Frantz Road Corridor (streetscape and design)

Mr. Stidhem asked if there were specific plans for significantly updating Frantz Road. Mr. Papsidero said currently there is a design study underway for that intersection. He said a new planting scheme for the median could be an option as trees have struggled to thrive there.

Ms. Puranik said the first public workshop is scheduled for August 31, 2016, at IGS Energy but it will also be posted online. She said for the next couple of months, staff will work on the physical development concepts and the zoning and development standards. She indicated the second public workshop will be in October so the plan adoption process should be in December – January. Mr. Papsidero added that in addition to the public workshops, Staff is reaching out to all the neighborhoods to the east of Frantz Road to engage the residential community along with the business community.

Ms. De Rosa asked if there are examples presented in these workshops of other communities that are doing this well. She said every suburb in America is having this same discussion. Ms. Puranik said the consultants working with staff have experience nationwide.

Historic and Cultural Assessment was presented by JM Rayburn.

~~Mr. Rayburn presented the Study Area Grid that encompasses the City of Dublin as well as townships in surrounding areas that included ±860 structures that were surveyed. He stated the purpose of the project is to create an inventory of historic properties and assets within the City of Dublin, which will include an assessment of whether the buildings and assets are contributing or non-contributing to the historic character of the City of Dublin. He said the assessment will also help identify funding strategies for historic preservation efforts for property owners. He said additional tasks may include assistance with an update to the existing *Historic Dublin Design Guidelines*.~~

~~Mr. Rayburn said to engage the public they have focused on stakeholder interviews with members of the community and he presented a list.~~

~~Mr. Rayburn said the architectural survey was completed August 4, 2016, and highlighted some of the initial findings. He said the next steps will include a complete landscape/archaeological portion including mill ruins, quarries, cemeteries, stone walls, and recorded archaeological sites. He said staff will finalize data for the GIS layers and the consultant will complete the final report. He said they will compile a list of~~

From: Clay Daney
To: [Devayani Puranik](#)
Cc: [Claudia D. Husak](#); [Vince A. Papsidero](#); [Tammy J. Noble](#); [Sven Christianson](#); [Mark Stach](#); [Mark Gray](#); [Eric Kreidler](#); [Rebecca Christianson](#); [MMartin43@aol.com](#); [ebg14@yahoo.com](#); [Carolyn Dimond](#); [redmanmichelle@hotmail.com](#); [little_141@hotmail.com](#); [hilldotone@gmail.com](#); [SUsy Marriott](#); [james G Marriott](#); [Mary Daney](#)
Subject: Re: Dublin Resident Concerns - Dublin Corporate Area Plan
Date: Tuesday, October 10, 2017 7:05:17 AM
Attachments: [2.png](#)
[3.png](#)
[1.png](#)

Good Morning Devayani,

The remaining concerns and proposed DCAP changes of the Llewellyn Farms neighborhood can be found below. Thank you.

Page 33: Height Guidelines:

- The proposed Height guidelines do not offer any protections to residents.
- 1) The fail to specify height in terms of feet/inches. This ambiguity could allow a 40 ft building to be constructed (2 stories at 20 ft per story).
- 2) 2-story guideline is not consistent with 1-story office buildings in area (Ex. Cramer Creek Corporate Park, & office buildings south of Cramer Creek).
- **Recommended Change:** Building height cap will be 1 story and will not to exceed 15 feet for building sections directly adjacent to residential homes.

Building Setback Requirements:

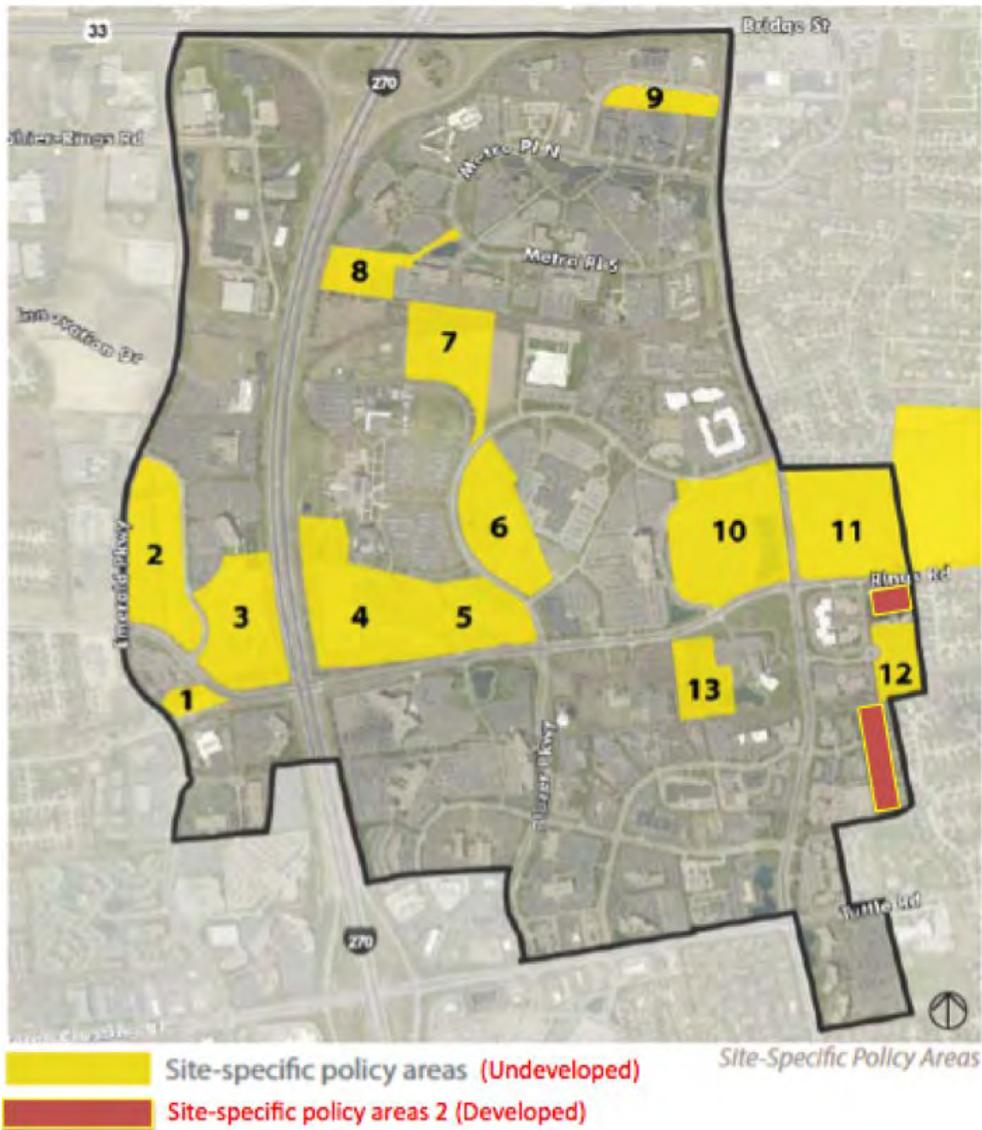
- No language in DCAP regarding setback guidelines.
- Guidelines should be specific in terms of feet/inches.
- **Recommended Change:**
 - 150 feet setback building setback
 - 50 feet setback for parking lots

Page 28: Future Land Use and Zoning:

- MUR – Mixed Use Regional Center Zoning Classification
- This zoning classification doesn't currently exist and is not defined in the DCAP.
- **Recommended Change:** Specific language outlining guidelines on (use, height, setback) for all MUR zones.

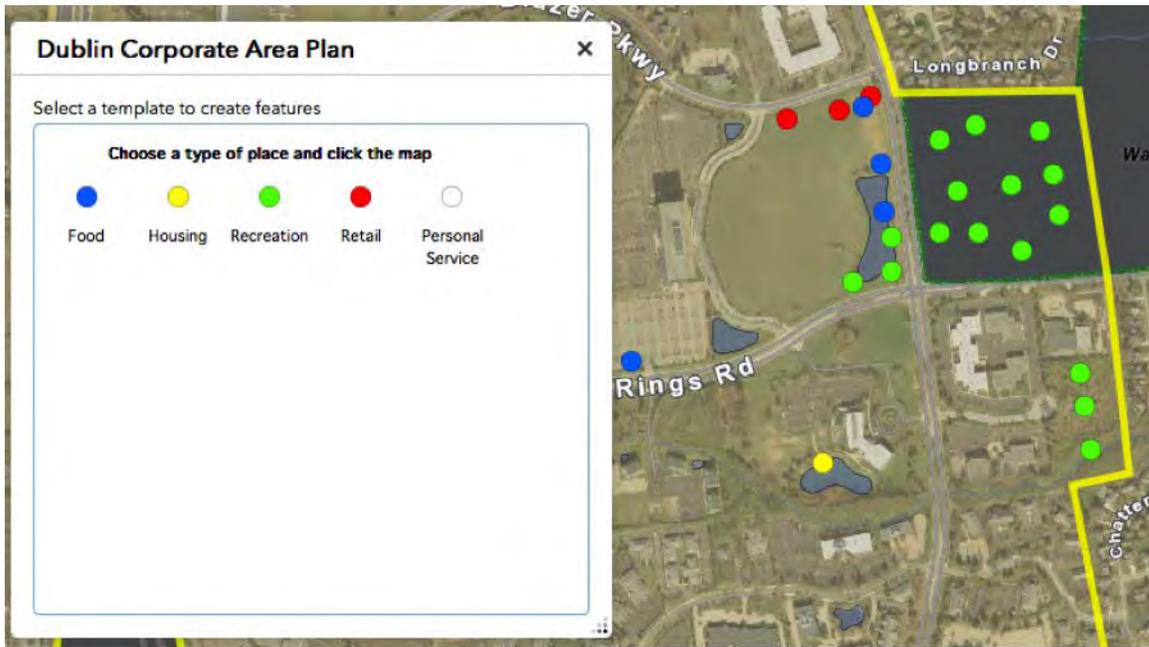
Page 29: Site Specific Policy Areas:

- DCAP edits addressing undeveloped parcels are appreciated but there are still developed parcels that need to be addressed.
- The lots below represent areas where residential homes abut developed commercial parcels. If these parcels were to be re-developed later, the city and residents would be unprotected (use types, height, setbacks, buffering, etc.)
- **Recommended Change:** Develop site-specific policy guidelines for all remaining parcels. See below.



Page 17: Results from Future Land Use Preference Exercise:

- Information is out-of-date and does not incorporate feedback from residents/businesses that did not attend the 12.1.16 session.
- Recommended Change: Incorporate feedback from Online Survey. See below.



Page 27: Why are the parcels East of Frantz Road omitted from the graphic (highlighted in Red)?

- Recommended change: Update graphic to include parcels abutting residential neighborhoods. See below.

The entire document is too large to email but it will be available on our website for reference- <http://dublinohiousa.gov/economic-development/dublin-corporate-area-plan/>

The updated chapter includes-

- General Principle for mitigating impacts on existing residential neighborhoods as well as site specific recommendations for 13 vacant sites within the planning area.
- Building Height Guidelines map.
- Clarifying recommendations for the area east of Frantz Road within Tuttle/Rings Sub-District.

This DRAFT chapter will be mailed to all 13 property owners and other stakeholders for their review and input as well.

A Council Work session has been scheduled to review the Draft on October 16th (the work session also includes proposed codes changes for the Historic District). All information will be available on the website once the timing is confirmed- <http://dublinohiousa.gov/council/2017-dublin-city-council-meeting-schedule/>

Please let me know if you have any questions/ comments.

Thanks.

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