



DRAFT Dublin Corporate Area Plan Summary (January 2018)

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 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 988 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 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.

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 future land use recommendation 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 development on vacant sites.

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.

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 as well as undeveloped sites within the planning 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), MUR-3 (Emerald), and MUR-4 (Llewellyn Farms Office District).

In order to respond to a variety of community and stakeholder concerns, following updates are included in the draft Plan-

- Plan Document: Minor edits are made to the text and maps for consistency and clarity of the document.
- Future Land Use Recommendations:
 - A definition for Mixed Use Regional land use classification is included.
 - A new Mixed Use Regional Sub-District (MUR-4- Llewellyn Farms Office District) is introduced for the area east of Frantz Road. The land use recommendation for this sub-district is "Office" for any new development or redevelopment south of Rings Road (Page 31).
 - Site Specific Recommendations: The site specific land use recommendations are provided for undeveloped sites within the planning area (Page 33). The updated draft includes additional recommendations for Site 2, consolidated larger Site 4 (Ashland Chemicals) recognizing access areas from Blazer Parkway, and minor edits for remaining sites. Site 10 and Site 11 are within new MUR-4 Sub-District. Recommendations for Site 10 (currently outside of City's jurisdiction) include neighborhood scale commercial fronting on Frantz Road and single family residential for rest of the site. Land use recommendation for Site 11 is office limited to maximum 2 stories. The Stream Corridor Protection Zone puts additional constraints for development for Site 11. Edits for
 - The Plan provides additional guidance for augmenting buffer between existing residential neighborhood and new development or redevelopment with landscaping.
- 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 (Page 32).
- The Plan includes streetscape improvement guidelines for Frantz Road corridor to help

revitalize the aesthetics and provide better pedestrian and bike connections through the corridor. This project is included in current CIP budget.

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.

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 Competiveness 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.

Next Steps

- Open House to review updated draft Plan- January 17, 2018
- Plan adoptions process: February-April 2018
- Plan Implementation: drafting of a new zoning district, comprehensive rezoning; design and implementation of Frantz Road streetscape improvements - 2018