




To: Members of Dublin City Council and Planning and Zoning Commission
From: Dana L. McDaniel, City Manager 
Date: April 6, 2017
Initiated By: Vince Papsidero, FAICP, Director of Planning
Re: Background Information / 04-17-17 Joint Work Session

Background

This memorandum provides background information regarding the items to be addressed at the April 17 joint work session. Additional material is provided in the work session packet (referenced material is noted in each section below). The accompanying agenda includes discussion questions for each topic.

There are several major themes that drive the following work, especially related to the Code updates:

- Establishing consistency of process and application types among Bridge Street, West Innovation and Metro-Blazer Districts.
- Adopting development and design guidelines that clearly demonstrate the City's intent and priorities relative to private development in all three districts.
- Transferring from the zoning Code to the guidelines, provisions that are more subjective than quantifiable.
- Providing clearer direction within the Zoning Code, while simplifying an overly complex review process.

West Bridge Street Corridor Framework Plan: Proposed Development Concept

The Planning Division initiated the W. Bridge Street Plan in the Fall of 2016. The purpose is to provide updated policies relative to land use, density, height and development character, as well as a streetscape concept for W. Bridge Street. The project builds upon the policy guidance provided in the adopted 2010 Bridge Street Vision Plan. It also coordinates with two parallel planning projects: Western Roads Alignment Study and Frantz/161/US33 Intersection Study.

Public engagement is an important component of this particular process because the planning area is adjacent to several nearby residential areas (Corbin Mills, Waterford Village). Consequently, several proactive engagement tools were undertaken including several online surveys, but most importantly a multi-day charrette (January 2017) involving residents and stakeholders.

Assisting the division with the project are consultants NBBJ, Burgess & Niple, and Engage Public Affairs.

Among the planning issues being considered in the process are the following:

- Consider both short- and long-term planning visions for major sites that are not expected to redevelop anytime in the near future, but which could be such sites in the long term (e.g. Dublin Plaza, Dublin City Schools, properties along Post Road).
- Consider ways of appropriately densifying the corridor consistent with the adopted Vision Plan, current development trends and property values - while balancing input from area residents.
- Establish an appropriate gateway development pattern at the US33/I270 interchange, which is one of the primary gateways to both the Bridge Street District and the City.
- Mix uses in a way that is feasible, appropriate and sustainable.
- Ensure respect for open space and historic features that are both protected and integrated into the development pattern (e.g. Indian Run, Dublin Cemetery, 1919 Building).

The Proposed Development Concept to be introduced at the joint work session proposes the following components:

- A mixed use node at the northeast corner of US33/I270 framed by a relocated Post Road and organized by an internal east-west street that serves as a "main street" framed by multi-story buildings and service by structured parking.
- Infill development and structured parking in the southeast corner of US33/I270 within Metro Place.
- Office, residential and restaurant uses north of Indian Run between Frantz Road and Shawan Falls Drive. A prominent restaurant-type use is suggested at the bend of the creek, providing a signature destination for residents and area workers.
- Redevelopment of Dublin Plaza is shown in the long term, with a mix of uses while retaining a grocery combined with structured parking. A public gathering space is suggested to organize the retail uses into a "place." South of Dublin Plaza, the concept recommends additional public parkland and buffering to reduce impacts on the adjacent neighborhood.
- The W. Bridge Street-Shawan Falls Drive intersection is viewed as the new gateway entering the City from the west. This is partly due to the potential intersection and roadway changes expected at the Frantz Road intersection. It also provides a node at this north-south axis that could link Indian Run to an east-west riparian corridor located south of Bridge Street.
- The Dublin City Schools property is noted as a potential redevelopment site in the long term, which is consistent with the 2010 Vision Plan. The concept recommends a mix of uses on the site, with upper level residential and townhouses dominating the site. Ground floor retail is identified along Bridge Street. A site is noted for a new elementary school. The 1919 Building is preserved as a center piece within a village green.
- Properties west and east of Monterrey Road are recommended for a mix of uses and structured parking. The southern edge is recommended for three-story townhouses as a transition to the adjacent neighborhoods.
- In general, height is limited to three stories adjacent to neighborhoods, Indian Run north of future Rock Cress Parkway, and along W. Bridge Street (with five stories set back).

Separately, the team has developed a streetscape concept for W. Bridge Street, which will be presented at the work session. This includes a virtual "fly through" that illustrates the concept in context to the plan's height and building recommendations.

Once the plan is drafted, implementation strategies will be considered. These may include additional changes to the Bridge Street District.

Attachments:

- NBBJ Memo – Public Engagement
- W. Bridge St. – Public Meeting 1 01.18.17
- W. Bridge St. – Public Meeting 2 01.24.17

West Innovation District: Proposed Plan and Zoning Changes

The update to the West Innovation District (WID) Code builds upon the WID Plan Update, a draft of which is included in the packet. Assisting the division with the zoning project is McBride Dale Clarion and the plan is being drafted by O'Brien Atkins (based upon previous work shared at work sessions). The focus of this presentation is the zoning changes.

The proposed changes include the following:

- Redefining all sub-district boundaries to match the sub-district map included in the plan, as well as changes to the permitted and conditional uses to ensure consistency with the plan policies. This includes referencing the Ohio University-Dublin Branch Master Plan.
- Development and design guidelines are being developed to provide clearer guidance to applicants regarding the City's priorities. Some zoning standards in the current Code will be relocated to the guidelines (such Code provisions are too subjective and are more appropriate to be adopted as guidelines).
- Review the nomenclature and application types to be consistent among the WID, Metro-Blazer and Bridge Street Districts. Currently there is sufficient variety within application types/forms/processes to cause confusion among applications and the public. Staff seeks to streamline this important part of the review process.
- No changes to the process are proposed, other than to provide clearer criteria for the direct referral of development applications to the Planning and Zoning Commission, which would bypass ART.

Attachments:

- OU Master Plan CC WS 10-17-16
- OBA WID CC WS 10-17-16
- Draft West Innovation District Plan

Metro-Blazer District: Proposed Plan and Zoning Changes

Staff and consultants are in the process of completing the Dublin Corporate Area Plan, which builds upon the previous Legacy Office research. Assisting the staff on this project is POD Design

and Side Street. The planning process has a number of engagement activities to ensure representative feedback from both office workers in the planning area and residents in the adjacent neighborhoods.

The plan recommends various implementation tasks to improve the competitiveness of this aged office stock, as well as to encourage reinvestment and redevelopment. The prior research has demonstrated that successful office parks must transition to mixed use, walkable places that integrate retail, restaurants and entertainment, as well as residential as amenities that support office space. This is a national phenomenon.

Staff is proposing a new zoning approach to this planning area, based upon the West Innovation District model. Among the changes proposed are the following:

- Comprehensively rezone the Metro-Blazer District to a new zoning district (aka WID). But allow the existing PDs to continue at the owner's discretion, similar to the Bridge Street District. However, opting to develop (or redevelop) under the new district would provide a variety of incentives that should encourage new investment.
- Apply the same review process (ART with major cases [or cases within a specific distance of residential neighborhoods] automatically forwarded to PZC). This will expedite reviews.
- Review the nomenclature and application types to be consistent among the WID, Metro-Blazer and Bridge Street Districts. Currently there is sufficient variety within application types/forms/processes to cause confusion among applications and the public. Staff seeks to streamline this important part of the review process.
- Establish development and design guidelines that clearly demonstrate the City's intent and priorities relative to private development. Again, this will build upon the WID model.
- Apply the landscape standards for parking lots that are included in the WID Zoning District. Based upon a recent assessment of 25 commercial parking lots, staff has determined that the City's original standards are not delivering a healthy tree canopy. At the same time, the flexibility provided in WID will help incentivize office tenants in Metro-Blazer who have trouble meeting their own parking needs on outdated parking lots.

Attachments:

- Legacy Office Competitiveness Background Report July 2016
- Draft Dublin Corporate Area Plan

Bridge Street District: Proposed Zoning Changes

In the Fall of 2016, staff initiated a major update to the Bridge Street District Code. The team that assisted with preparing the original Code, Clarion Associates and Codametrics were brought back. The project involves the following three major tasks, the first two of which were prioritized based on Council direction.

- Amend the sign standards to differentiate pre-existing, auto-oriented uses from new development that meets the intent of the Bridge Street District. This has been adopted.

- Modify the zoning districts in the Historic District, south of Bridge Street to respond to concerns by residents regarding building height, massing and uses. This is in process and proposed Code language is to be submitted to the ARB in May.
- Update the overall Bridge Street Code. Initial recommendations will be presented at the work session and following Council and PZC direction, draft Code changes will be prepared.

For the overall Code update process, the work has been based upon major tasks: proposed changes recommended by staff based on experience administering the Code over the past few years and interviews by the consultants with a variety of stakeholders to identify common concerns and suggestions (this input is summarized in a memo in the packet), and an independent assessment of the adopted Code by the consultants (this is summarized in a memo in the packet).

Among the changes proposed are the following:

- Consider ways to simplify the review process. The recommendation includes removing the ART from major cases and returning to the standard staff review/recommendation process. This recommendation also includes eliminating the process related to Economic Development Agreements by which Council considers Basic Plans and decides the Determining Body for Development Plan/Site Plan and replacing it with PZC or ARB depending on the project's location. Both of these changes will simplify the review process and come closer to the original intent of this form based Code.
- Review the nomenclature and application types to be consistent among the WID, Metro-Blazer and Bridge Street Districts. Currently, there is sufficient variety within application types/forms/processes to cause confusion among applications and the public. Staff seeks to streamline this important part of the review process.
- Development and design guidelines are being developed to provide clearer guidance to applicants regarding the City's development expectations (this deliverable should provide clarity to applicants at the beginning of the process, resulting in efficiencies throughout the review process). At the same time, some zoning standards in the current Code will be relocated to the guidelines (such Code provisions are too subjective and are more appropriate to be adopted as guidelines). This step will provide flexibility to address concerns of monotonous development within the Bridge Park project.

Attachments:

- BSD Staff and Stakeholder Comment Memo Feb 2017
- Clarion BSD Independent Review Memo Mar 2017

Recommendation

Information only.