



To: City Council Members

From: Dana L. McDaniel, City Manager

Date: January 18, 2022

Initiated By: Megan D. O'Callaghan, Deputy City Manager/Chief Finance and Development Officer
Jennifer M. Rauch, AICP, Director of Planning

Re: Ordinance 01-22
Amending a portion of the Dublin Corporate Area Plan within the City of Dublin's Community Plan to refine the recommendations regarding the Metro Center area.

Summary

The Ordinance is a request for review and approval of the recommendations and redevelopment concepts for the Metro Center area within the Dublin Corporate Area Plan, as recommended by the Community Development Committee and Metro Center Visioning Advisory Committee.

Background

The Metro Center area is a part of the adopted Dublin Corporate Area Plan (2018), which recommends a repositioning of the City of Dublin's legacy office sites. The DCAP focuses on creating a walkable, mixed use environment and establishing a strategy to refresh the Frantz Road streetscape. A visioning process for the Metro Center area was initiated in July 2021 with the goal of the process to build upon and further refine the recommendations within the Plan, specifically, as it relates to the Metro Center area. This vision intends to stimulate redevelopment for the Metro Center inner-loop that reflects the recommendations of the Plan and changes since its adoption.

The process served as an opportunity to elevate previous planning work, reflecting on the influence of the COVID-19 pandemic and success of similar redevelopment projects in the region. This assessment affirmed many of the recommendations from the 2018 Plan while identifying potential amendments to strengthen goals for the Metro Center area. This vision also considers the unique moment in time with the potential for a public-private partnership for a consolidated redevelopment project along Frantz Road and the creation of a unified vision for Metro Center.

Foundation Workshop

The Metro Center Visioning Advisory Committee held their first workshop on August 24, 2021, which included an introduction to the project, an overview of the initial assessment of the area, benchmarking examples, stakeholder interview results, and a facilitated discussion about the how the future vision for the area should be structured. Staff and the consultant team outlined the previous planning efforts for the area and the background related to the Metro Center Area, which included the following studies (see attached for reference):

- Viability and Competitiveness Study – Metro Office District & Blazer Research District (2014)
- Dublin Parking Summary Presentation (2015)
- Legacy Office Competitive Study (2016)
- Dublin Corporate Area Plan – Special Area Plan (2018)

Staff and the consultant team shared an initial assessment related to stormwater management, utilities, office and commercial character, vacancy rates, land utilization and connectivity and how each of these factors influence the vision for the area. Following the assessment discussion, the consultant team presented a series of benchmark examples of legacy office areas that have undergone redevelopment, and how the takeaways from those examples help inform the direction for the future vision of Metro Center. The consultant team then presented the results of the stakeholder interviews and the themes that emerged from those conversations, including the importance of residential options, zoning regulations, mix of uses, branding and perception, architectural character, mobility and connectivity, financial investment, partnership and collaboration, parking use, open space integration, and entitlement process.

The remainder of the initial workshop focused on a facilitated discussion of the foundations to develop the strategic planning and visioning process for Metro Center. The stakeholders provided feedback on the initial considerations for developing the unified vision and conceptual plan for the Metro Center area. Staff and the consultant team shared a set of principles to define the key design and character attributes for the focus area, which include four pillars: development, mobility, site improvements and regulatory process. The stakeholders were asked to affirm the recommendations under each pillar and provide feedback on a series of critical questions to generate insight into the essential concepts for redeveloping the focus areas. These critical questions included the incorporation of housing, building heights, Metro Center branding and identity, Frantz Road corridor and streetscape, and the regulatory process.

The Advisory Committee affirmed the four pillars and provided feedback that included support for a mix of uses; incorporation of additional and diverse housing; incorporation of stormwater in a creative and meaningful way; interest in understanding various building heights, particularly along the Frantz Road corridor; development of a brand identity for the area; provision of meaningful connections; and support for cohesive and creative development. The direction from the advisory committee was used to inform the next steps in the creation of the Metro Center vision.

Evaluations Workshop

The Metro Center Visioning Advisory Committee held their second workshop on October 29, 2021, which continued the conversation from the Foundations Workshop to explore and refine potential themes to guide the district and strengthen recommendations from the Dublin Corporate Area Plan (DCAP). Staff provided follow-up information from the Foundations Workshop regarding the capacity of the TIF district, integration of sustainability into the DCAP visioning structure, lessons learned from other redevelopment projects, examples of diversified housing, projection information for job and revenue growth in the district, and how citywide connections can be incorporated between Metro Center and the surrounding neighborhoods.

The second workshop provided for discussion with the Advisory Committee to focus on potential themes for redefining the district's identity, review of graphic representations of future development to determine consensus on building form and massing, and strengthen the recommended amendments to the Dublin Corporate Area Plan (DCAP).

Staff and the consultant team presented a series of potential themes to identify the Metro Center area to act as the central guide and purpose for future development. Each of the themes reinforced the recommendations of DCAP while exploring new projects, programs, and policies organized around a cohesive purpose. The themes included:

- *Sustainability / Resiliency*

- *Lifestyle / Entertainment*
- *Cultivation / Exploration*

Each theme identified an opportunity for a catalytic project along the Frantz Road frontage to establish precedent for future redevelopment of the Metro Center area. Overall, each theme incorporates the same essential principles including:

- *Increased density and intensity of development*
- *Variety of new diverse housing types for the City*
- *Amenities (restaurant and retail) complementing the district*
- *Consolidate surface parking for redevelopment opportunities*
- *Open space areas and / or greenways connecting the district*
- *Pedestrian connections, sidewalks, trails, and alternative transportation that link to the citywide system*

The Advisory Committee considered the themes and provided reflection about each theme including which theme best represents the area's potential and why. The Committee provided the following feedback, which is reflected in the revised plan:

- Supporting existing office tenants through complementary amenities, housing, and support services
- Providing opportunities for continued business growth, from the Dublin Entrepreneurial Center (DEC) to larger spaces in the district
- Encouraging increased density and mixed-use development in underutilized areas, specifically surface parking lots
- Establishing a unique amenity through park and natural spaces that makes Metro Center distinct from other areas
- Fostering a sense of community which makes Metro Center an attractive place to live, work, and relax

Initial Vision

The structure, defined in DCAP, outlines how the future vision is realized over time with a focus on repositioning the District for continued success. As part of the initial workshop with the Advisory Committee, the members affirmed the four pillars that support the vision: development, site improvements, mobility, and regulatory. The consultant team developed graphics to depict several options for the future character to identify the appropriate scale and massing for discussion and feedback. The Advisory Committee was asked to consider the character options and provide reflection about what building character attributes are appropriate for the corridor. The Advisory Committee provided the following feedback, which is reflected in the revised plan:

- High-quality architecture that is unique for the district while maintaining a timeless character
- Promote a diversity of lifestyles, offering different housing options for the community
- Encourage varying building height along Frantz Road that makes a statement for the districts evolving architecture
- Retain greenway connections that strengthen the City's network and extend the greenway outside of Metro Center
- Allow for urban style development that is complementary to the surrounding neighborhoods
- Ensure appropriate transitions between districts and neighborhoods through building height, massing, setback, etc.

Envision Workshop

The Metro Center Visioning Advisory Committee held their third visioning workshop on November 30, 2021. The focus of this workshop was to review the draft revisions to the Dublin Corporate Area Plan (DCAP) for the Metro Center area and refine the recommendations and redevelopment concept included within the draft plan. Staff and the consultant team developed the draft revisions and redevelopment concept based on the feedback and input from the Advisory Committee during the first two workshops, as outlined above. Staff also provided follow-up information from the Evaluations Workshop regarding demographic information for the City, stormwater feasibility considerations, regulatory considerations, and background on the future of the Frantz Road corridor.

Staff and the consultant team provided an overview of the purpose for the visioning process and summary of the first two workshops. The consultant team then introduced the draft vision for Metro Center which focused on creating a district around cultivation. This was supported by four principles to guide the future of the district and included:

1. *Flexible / adaptable workspaces promoting business incubation, sustaining, and expansion;*
2. *Sustainable initiatives, systems, and processes focused on reducing environmental impacts;*
3. *Workforce and alternative housing options to diversify the City's current stock; and,*
4. *Mobility and technology programs that remain at the forefront of innovation.*

A series of graphics and two development concepts, infill development and redevelopment, were shared to begin visualizing the principles within the area. Staff and the consultant team then reviewed a summary of the proposed revisions to the DCAP document based on the visioning process before discussing the concepts and revisions with the committee. Specific DCAP revisions and the development concepts are outlined in the next section.

The Advisory Committee expressed support for the two development concepts identifying opportunities to encourage a central greenway connection through the district and balancing surface with structured parking to support new uses. Proposed DCAP revisions were also affirmed by the Advisory Committee including building heights between four to six stories along Frantz Road. Several other minor revisions were identified including removing a residential density limit, clarifying building heights along Frantz Road, and encouraging the redesign of the stormwater ponds.

The Metro Center Vision Advisory Committee recommended approval of the proposed changes to the Dublin Corporate Area Plan as a result of their November 30, 2021 meeting.

DCAP Revisions

The Dublin Corporate Area Plan (DCAP) provides a strong foundation for the visioning process with many recommendations being affirmed through the workshop discussions. Based on these conversations with the Advisory Committee, revisions have been identified for the Plan to align with the vision for the Metro Center area. The majority of these revisions are minor, providing additional clarification to encourage the appropriate type of redevelopment. This includes changes to building heights, proposed uses, architectural character, and sustainable initiatives.

The most significant revisions are located within the Development Concepts chapter which contain the proposed concepts for Metro Center. Several pages, pages 39 to 50 in the amended plan, have been revised to document the visioning process and introduce the proposed vision and development concepts. The first few pages provide an overview of the visioning process including the intent, changes since DCAP's adoption, and the initial development scenarios included with the 2018 plan. The next section includes a summary of the analysis conducted as part of the visioning process

describing the office and commercial character, current occupancy status, site characteristics, and utility infrastructure. This section concludes by introducing the vision for Metro Center with a focus on cultivation before providing a summary of the two development concepts. The development concepts, infill development and redevelopment, are supported by several specific principles and are illustrated through renderings and aspirational images. The development concepts are described in the next section. Other revisions include the addition of recommendations within the implementation chapter that align with vision and draft development concepts.

Draft Redevelopment Concepts

The draft redevelopment concepts illustrate potential ways in which the recommendations can be applied. These represent one of many iterations for redeveloping Metro Center and are supported with aspirational images, conceptual renderings, and character graphics. Two redevelopment concepts were developed for Metro Center, offering alternative approaches for realizing the vision. Both concepts are initiated with a catalytic project along Frantz Road given the unique opportunity with current property owners. An overview of each of the development concepts is provided below.

Option A: Infill Development

The first concept encourages strategic infill development that complements the existing office tenants. The open space reserves, stormwater ponds, and surface parking areas are consolidated to encourage infill development throughout the district. Mixed-use buildings provide new restaurant, retail, and services to existing tenants while residential provides living options currently unavailable in the area. Structured parking and shared parking lots reduce the overall footprint required to support the uses. New open spaces are integrated within the inner-loop to provide a greenway network that is accented by an innovative stormwater stream. New connections extend through the inner-loop improving pedestrian connectivity and circulation with surrounding development.

Option B: Redevelopment

The second concept illustrates the potential of wholesale redevelopment, pursuing a completely new design for the district. New connections provide a grid network that encourages walkability and maximizes development potential, organized around a unifying greenway. A stormwater stream system engages open spaces throughout the district providing a variety of recreation and relaxation areas. Residential areas provide new housing options for both existing residents and local workers within a central location. Mixed-use development supports neighboring office tenants and hotels with new amenities and services. Parking areas are shared between complementary uses and structured parking is supported in strategic locations. Pedestrian connections improve access within the inner-loop and extend the overall system to surrounding neighborhoods.

Recommendation

Staff recommends approval of Ordinance 01-22 at the second reading on February 14, 2022.

AN ORDINANCE AMENDING A PORTION OF THE DUBLIN CORPORATE AREA PLAN WITHIN THE CITY OF DUBLIN'S COMMUNITY PLAN TO REFINE THE RECOMMENDATIONS REGARDING THE METRO CENTER AREA

WHEREAS, City Council adopted the Dublin Corporate Area Plan in 2018; and

WHEREAS, the Dublin Corporate Area Plan builds upon a study of Dublin's legacy office parks (2016) – including Metro Center and the businesses along Frantz Road and Blazer Parkway; and

WHEREAS, the Dublin Corporate Area Plan presents a long range vision 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; and

WHEREAS, the planning area comprised of approximately 990 acres is largely developed, but also contains significant vacant sites. In addition, the current development pattern provides additional redevelopment and infill opportunities; and

WHEREAS, the 30 to 50 year vision seeks to provide successful revitalization for the Dublin Corporate Area, while pointing the way toward future opportunities and sustainable development.; and

WHEREAS, the Dublin Corporate Area Plan was based upon evolving changes occurring in the suburban office campuses to maintain competitive advantage within the region while balancing the needs of current and future workforce as well as neighboring residents; and

WHEREAS, the City determined there is a need to refine, strengthen, and elevate the recommendations for Metro Center with an emphasis on a catalytic redevelopment for the Frantz Road frontage that would stimulate additional public and private investment; and

WHEREAS, the City desires to amend a portion of the Dublin Corporate Area Plan to refine the recommendations regarding the Metro Center area.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Dublin, _____ of its elected members concurring, that:

Section 1. City Council hereby endorses and amends a portion of the Dublin Corporate Area Plan within the City of Dublin's Community Plan to refine the recommendations regarding the Metro Center area.

Section 2. This Ordinance shall take effect upon the earliest date permitted by law.

Passed this _____ day of _____, 2022.

Mayor - Presiding Officer

ATTEST:

Clerk of Council



Dublin Corporate Area Plan

As Approved by Dublin City Council Ord. 46-18
Amended Ord. XX-22





CITY OF DUBLIN
PLANNING DIVISION
5800 SHIER RINGS ROAD
DUBLIN, OH 43016

A special area plan is a long range vision that establishes official City policy to guide future public and private decisions regarding development and infrastructure. It provides schematic representations of potential development areas at a variety of scales and levels of detail, and include recommendations for compatible land uses and design guidelines as may be appropriate to the area. It is to be used as a general guide for land use planning concepts, and should not necessarily be interpreted or applied literally. It is a vision that seeks to inform development over next several decades. It is an addendum to the Dublin Community Plan, 2013.



75 WEST THIRD AVENUE
COLUMBUS, OH 43201
2021 AMENDMENT



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 presents a long range vision 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.

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 30 to 50 year vision seeks to provide successful revitalization for the Dublin Corporate Area, while pointing the way toward future opportunities and sustainable development.

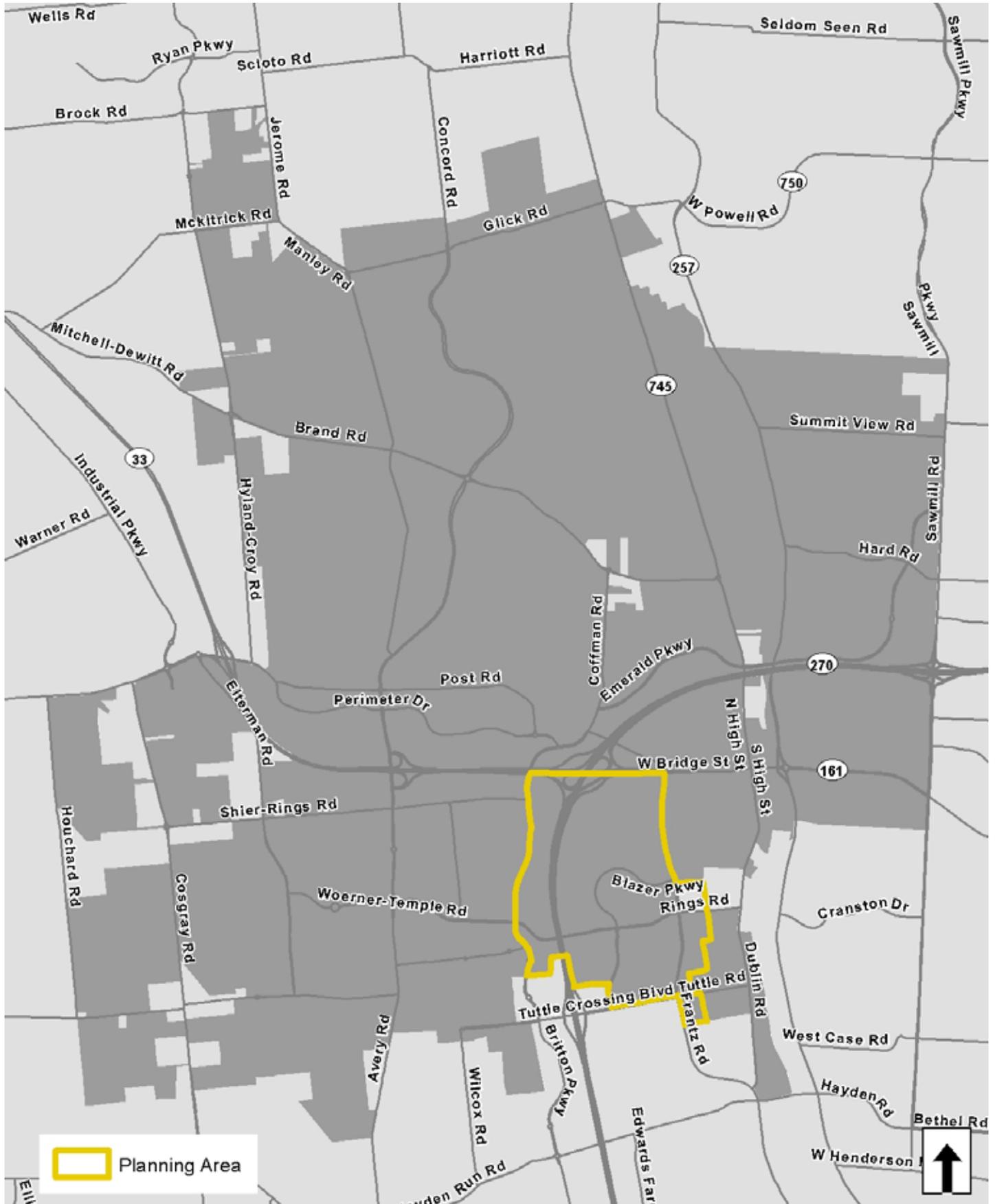
PLANNING GOALS

The following goal statements serve as the policy foundation for 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.
- ▶ Use formal and informal open spaces as organizational and focal elements for new development and redevelopment.
- ▶ Apply placemaking principles to encourage vitality within the district.

- ▶ Identify under-served markets and the related opportunities for attracting new private investment.
- ▶ Establish a strategy to "refresh" the Frantz Road streetscape that better reflects the gateway nature of this important corridor.
- ▶ Recommend mechanisms to ensure additional development along Frantz Road does not adversely impact neighborhoods to the east.
- ▶ Recommend zoning tools to ensure successful implementation of the vision and plan recommendations, while providing new zoning protections for adjacent neighborhoods.
- ▶ Introduce consistent and compatible architectural and site design guidelines for the entire district.

REGIONAL CONTEXT



COMPLEMENTARY PLANNING PROJECTS



Map of Dublin business districts

PLANNING AREA CONTEXT

The planning area is approximately 987 acres and primarily consists of large office campuses 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 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, preferences, and technological needs have advanced.

RECENT SPECIAL AREA PLAN

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.



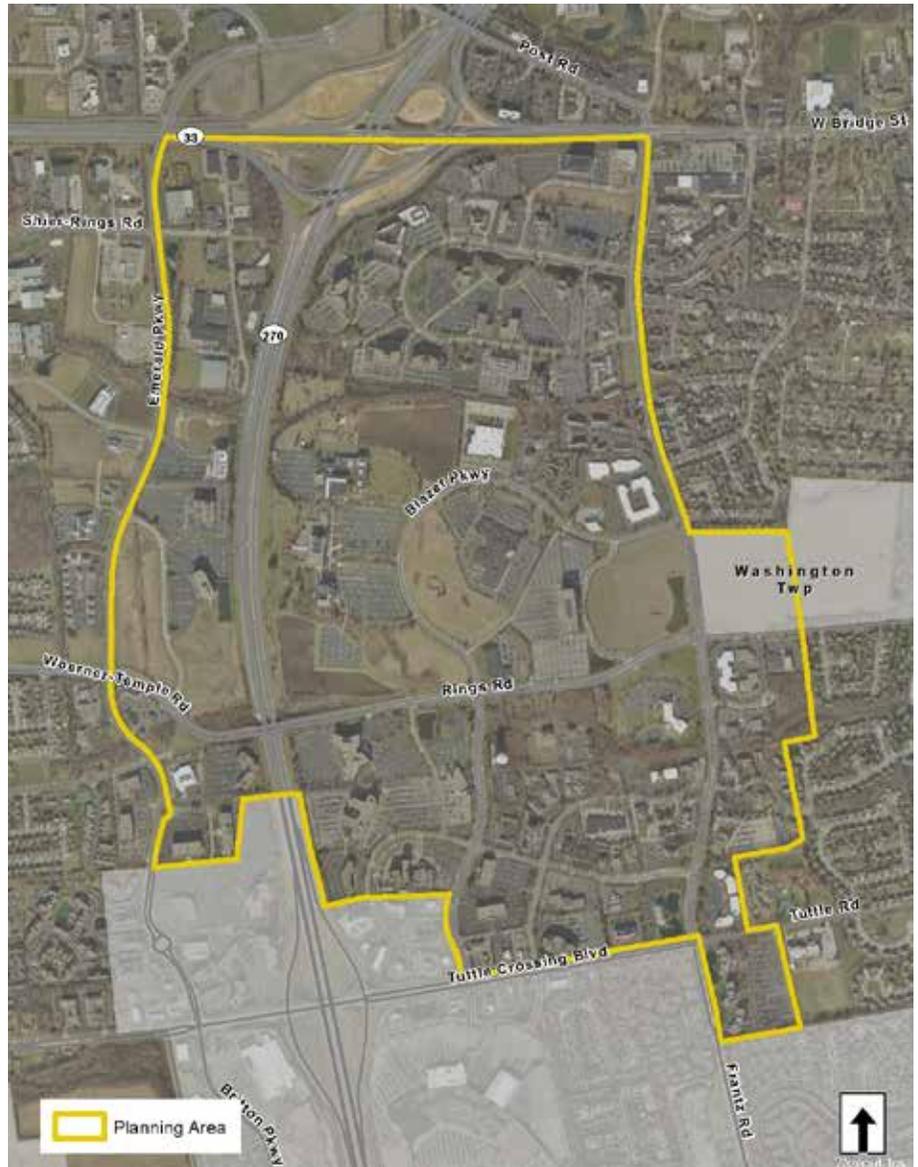
EXISTING CONDITIONS

The Dublin Corporate Area is characterized by a typical office campus development pattern. The planning 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 planning area include:

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

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



Dublin Corporate Area Plan: Planning Area

Land Use Category	Number of Parcels	Total Acreage	% 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%

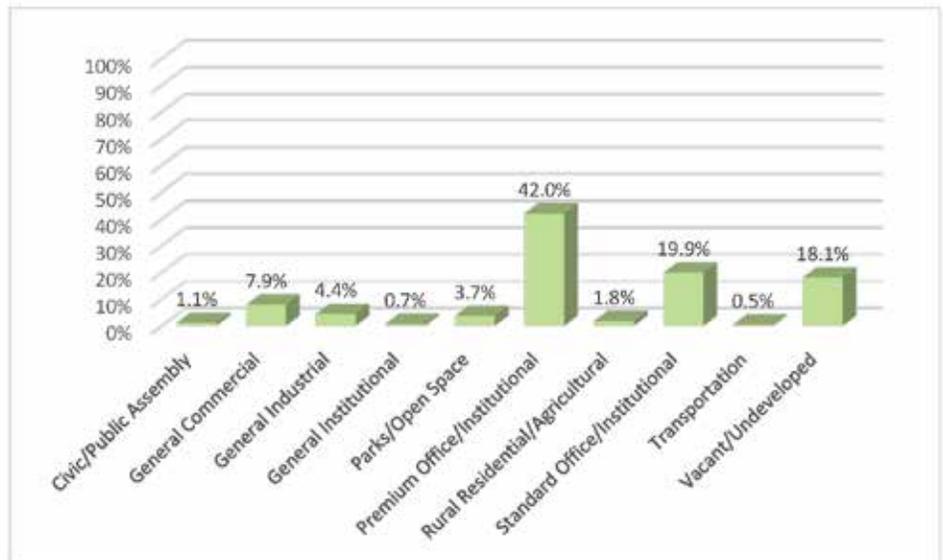
EXISTING LAND USE AND ZONING

The Dublin Corporate Area encompasses 987 acres on both sides of I-270. The largest land use within the planning area is corporate office. 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 planning area.

In the southern and northern portions of the planning area, General Commercial areas introduce a 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 planning area, at Rings Road and Emerald Parkway, that includes a small restaurant/retail cluster.

The northwest corner of the planning 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



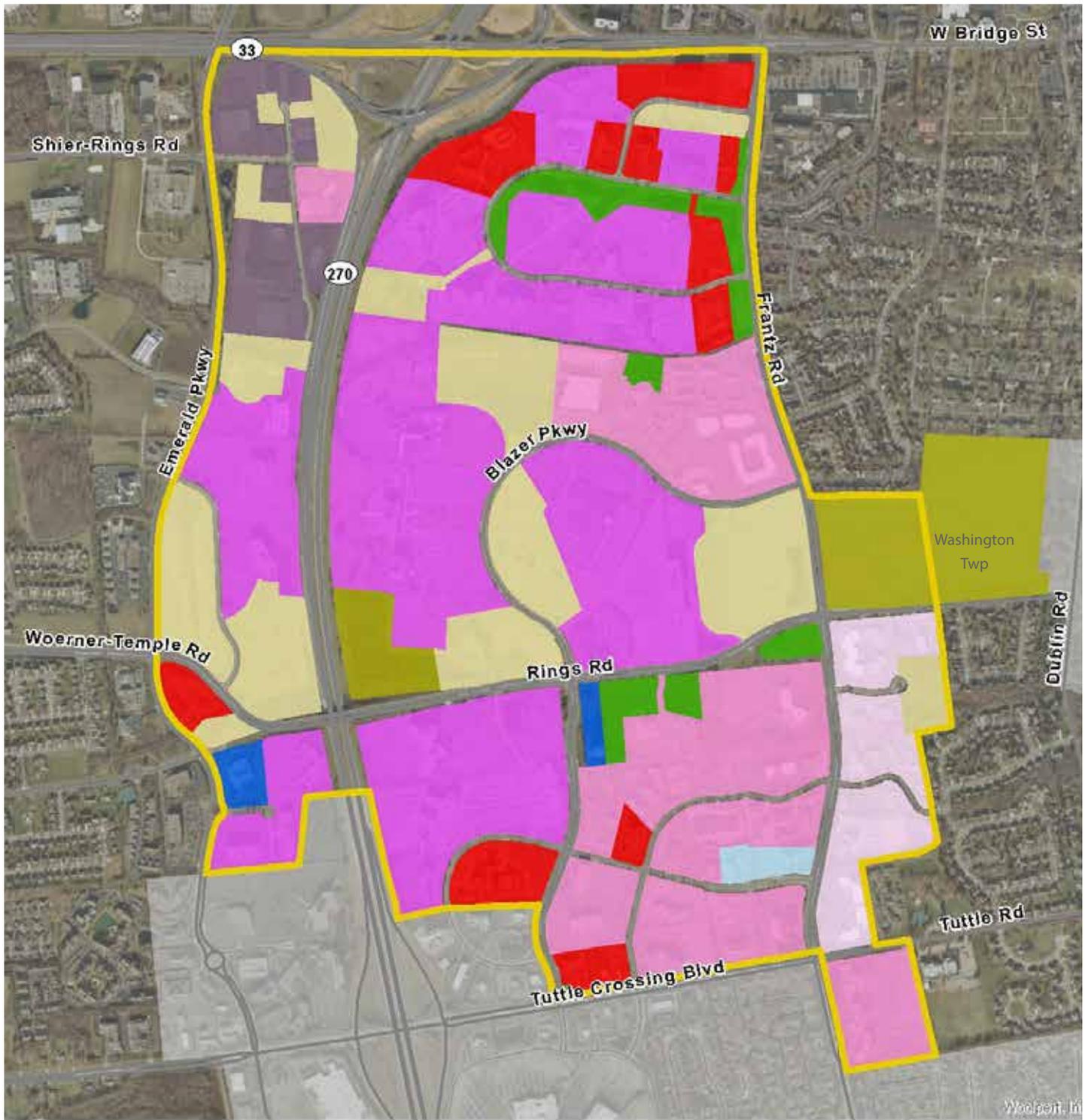
planning area. Some of the larger areas designated as Parks/Open Space are stormwater features for the Metro Center office campus with limited recreation opportunities.

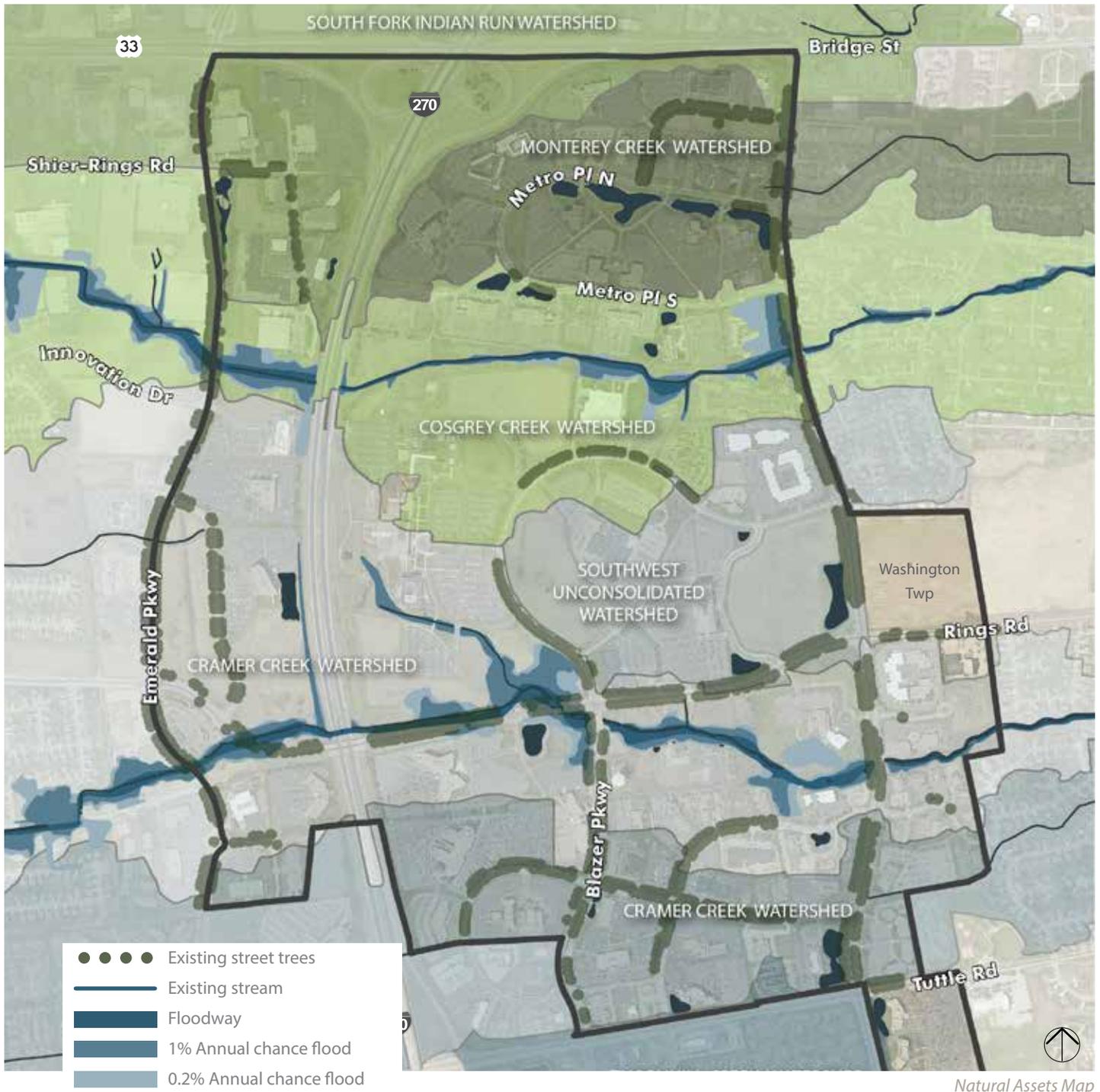
To the west and east of the site are residential neighborhoods, predominantly single-family residential homes.

To the north is West Bridge Street, which provide opportunities for physical connection to the planning

area for compatible development. To the south of the planning area is the Mall at Tuttle Crossing, auto-oriented restaurant/retail, and multi-family residential in the City of Columbus.

Washington
Twp





Natural Assets Map

NATURAL ASSETS

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

To preserve environmentally sensitive areas along streams and creeks, the City of Dublin's Stormwater Management Design Manual requires Stream Corridor Protection Zones 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 planning area. These natural and aesthetic remnants of the previous farmland uses are natural assets and a link to the legacy of the area.

Extensive landscaping installed over several decades have created tree canopies that have matured into excessive growth and unmanicured streetscapes.

PARKS AND OPEN SPACE

There is limited parkland in the planning area. The major feature is the Field Of Corn public art 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 includes some passive recreation and walking trails.

STREET NETWORK AND RIGHT-OF-WAY CHARACTERISTICS

The roadway system in the planning 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. Other primary roadways serve as access points to different office areas, without many direct interconnections.

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 serves as a central spine

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 Frantz 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 road serves as a north-south regional connection and provides access 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 changes on the west side of the corridor from office to residential neighborhoods.

Tuttle Crossing Boulevard

This is a major highway-oriented commercial corridor, linking I-270 to the southern portion of the planning 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 Boulevard gets narrower as it proceeds east to Frantz Road.

West Bridge Street

The portion of West Bridge Street adjacent to the planning 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 planning 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 planning area. In addition, Blazer Parkway extends past many of the yet-undeveloped sites near Rings Road.

Rings Road

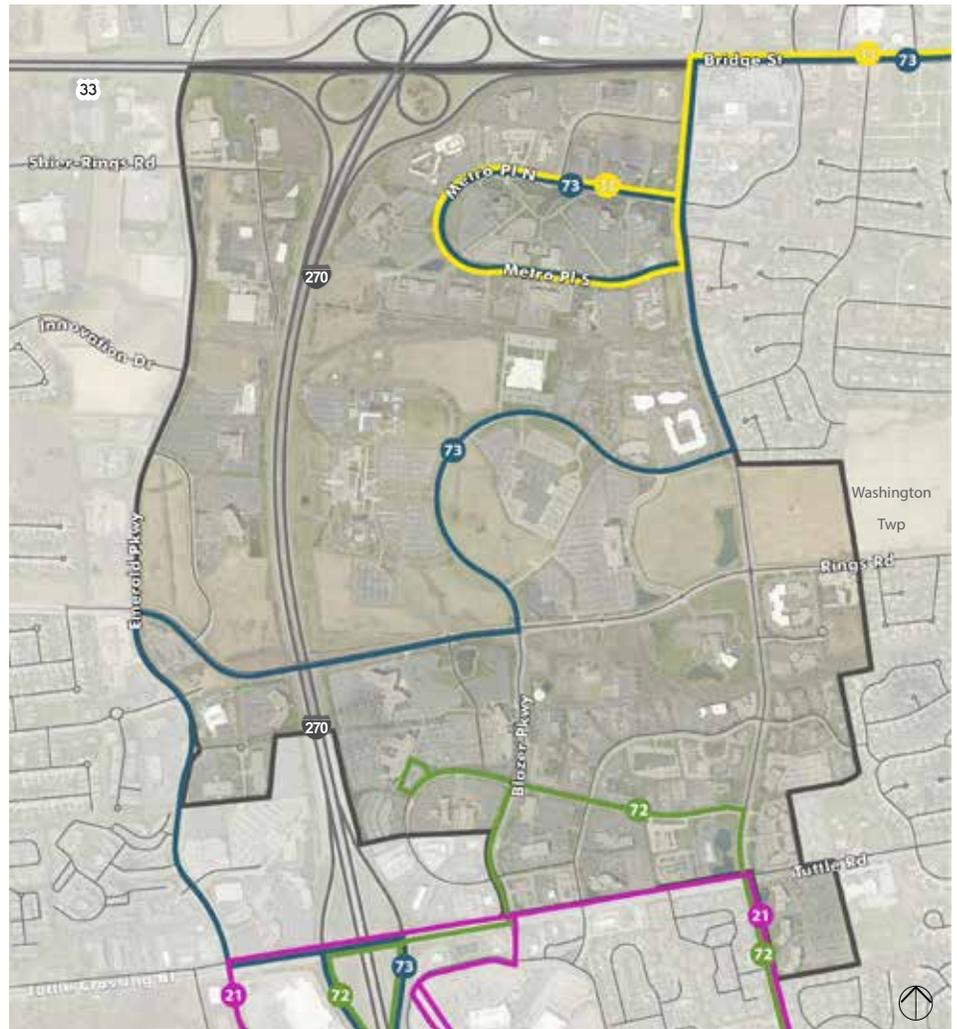
Rings Road is an important east/west connector for the planning area. It is the only route that is not a highway entrance linking both sides of the planning area, with a connection over I-270. Rings Road includes a sidewalk and a trail connection as part of the streetscape, providing important pedestrian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



Existing Transit

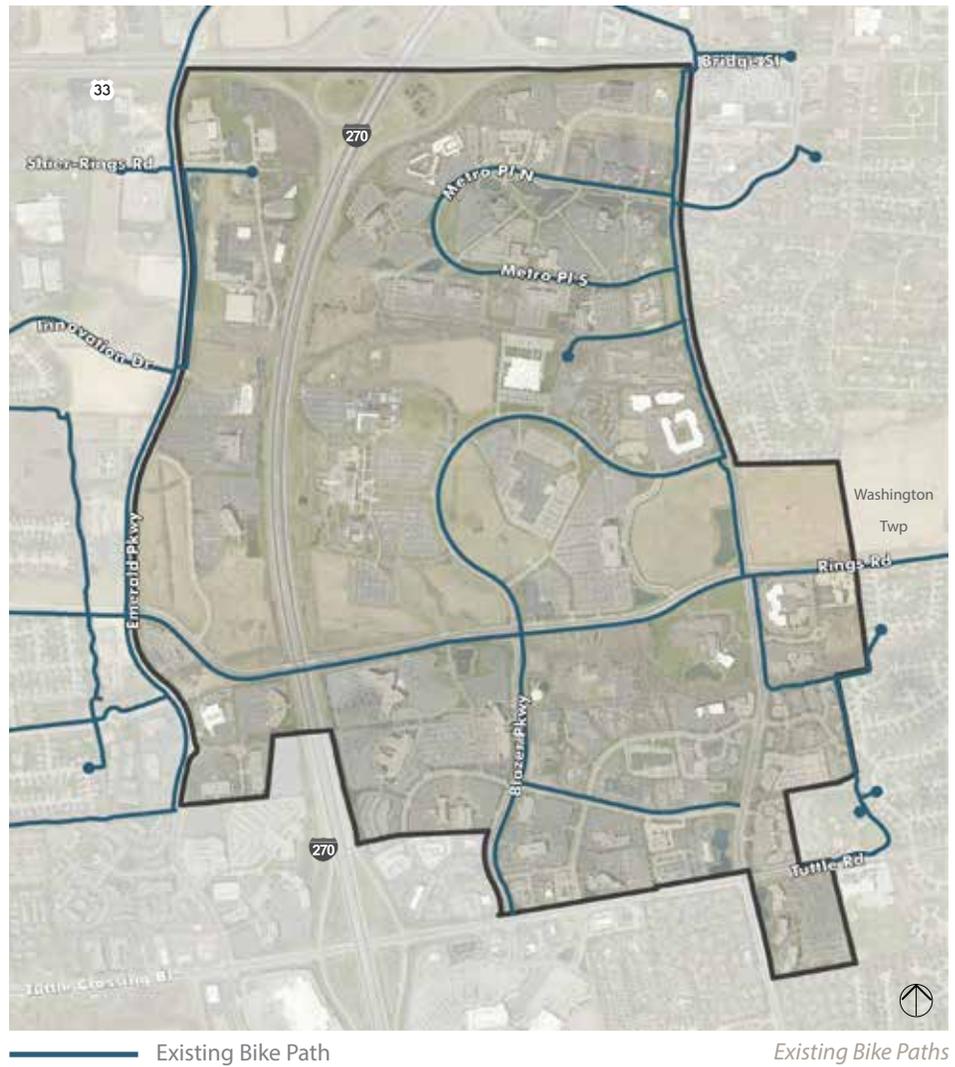
- 21 COTA Route 21
- 33 COTA Route 33
- 72 COTA Route 72
- 73 COTA Route 73

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 are needed within the planning area. 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 locations, but the walkability is generally 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 sites, further diminishing overall walkability.

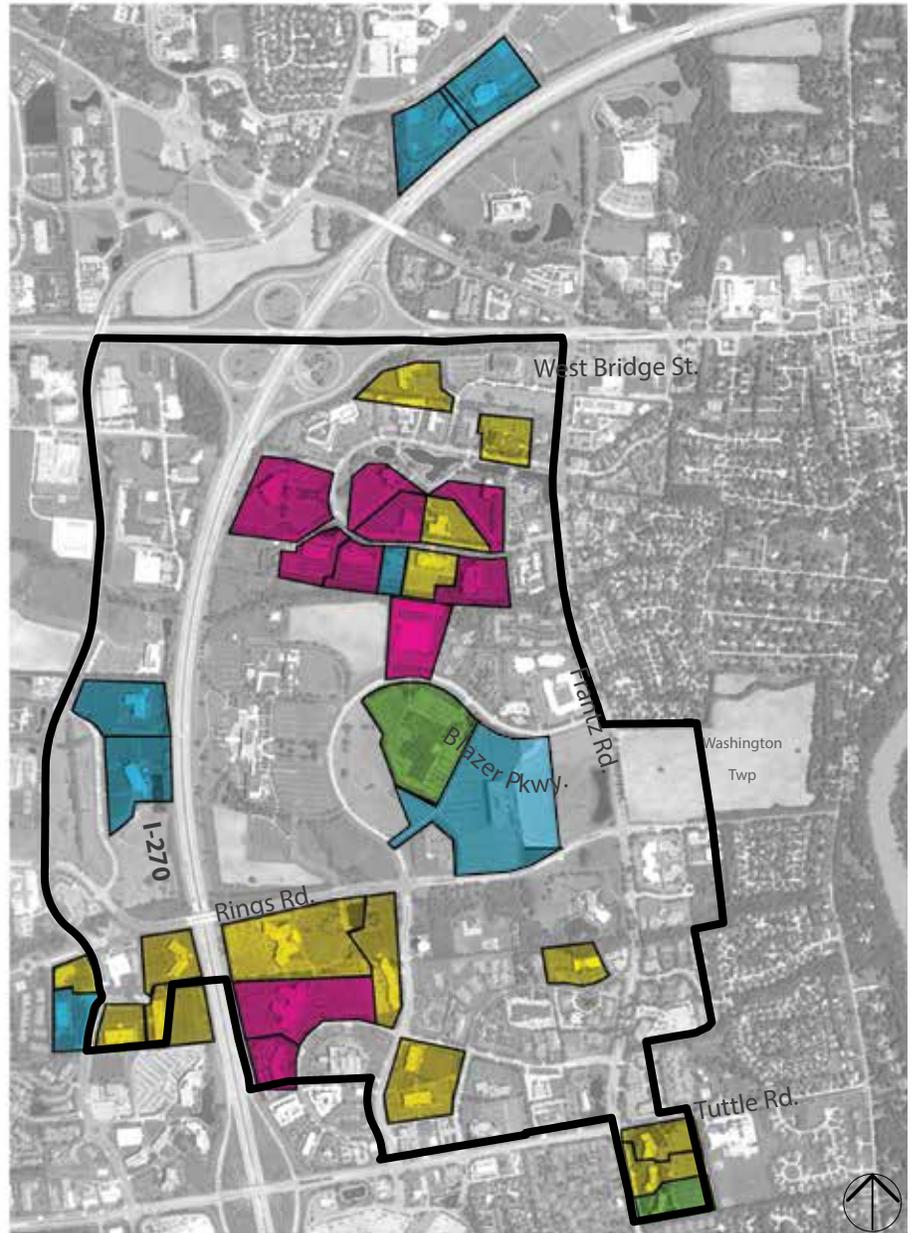
In 2017 and 2018, the City is undertaking a citywide Mobility Study to enhance modal options throughout Dublin. The Dublin Corporate Area must serve as an important linkage to many portions of the City. Options that include local circulators or other means of enhancing transportation modes should certainly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



EXISTING PARKING RATIOS

Typical parking ratios for suburban office uses 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*).

In recent years, there has been a trend for 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, thereby creating additional parking demand. Another recent development has been the proliferation of call centers that use less office space per employee, generate additional parking demand per office square footage. These call center uses also have challenges during shift changes when there is an overlap.



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 focus 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 vacancies in their parking lots. Those experiencing difficulty were typically very large single-user buildings and call centers with shift changes. 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 walk through 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:

- ▶ Parking areas located at a great distance from doors, sometimes on the freeway side of a building with no facing entrance.
- ▶ Overgrown landscape areas that obscured the view of the entrance from certain nearby parking areas.
- ▶ Large areas of landscape buffering between adjacent lots in strategic locations for near-door parking.
- ▶ Adjacent lots with no efficiencies for sharing due to compounded inefficient site design.



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



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

By design, the plan was a collaborative process involving city staff and professional consultants and most importantly targeted outreach to Dublin residents and the business community. The approach was iterative beginning with broad questions, then focusing on the specific issues.

Several new engagement tools were utilized, as described below.

WORKSHOPS AND SURVEYS PHASE I:

Business Community Outreach Workshop

December 1, 2015
Interactive polling

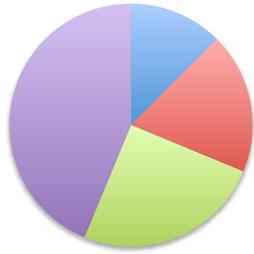
The first phase culminated in a workshop focused on property owners and brokers representing the planning area as well as those working in local offices. Through interactive polling, input was received to guide the subsequent

phase. An open house format allowed participants to discuss comments directly with the planning team. In general, feedback focused on:

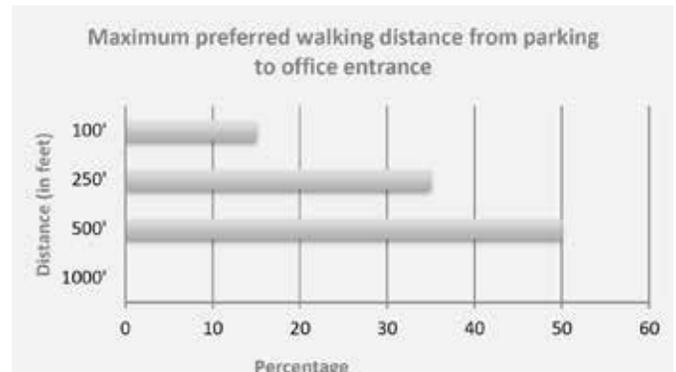
- ▶ The need for more amenities for office workers.
- ▶ Updates to the appearance of the sites and adjacent roadway corridors.
- ▶ More efficient parking.
- ▶ Strategies for more aggressive redevelopment within the planning area.

Focus Group Participants

(from December 1, 2015 workshop)

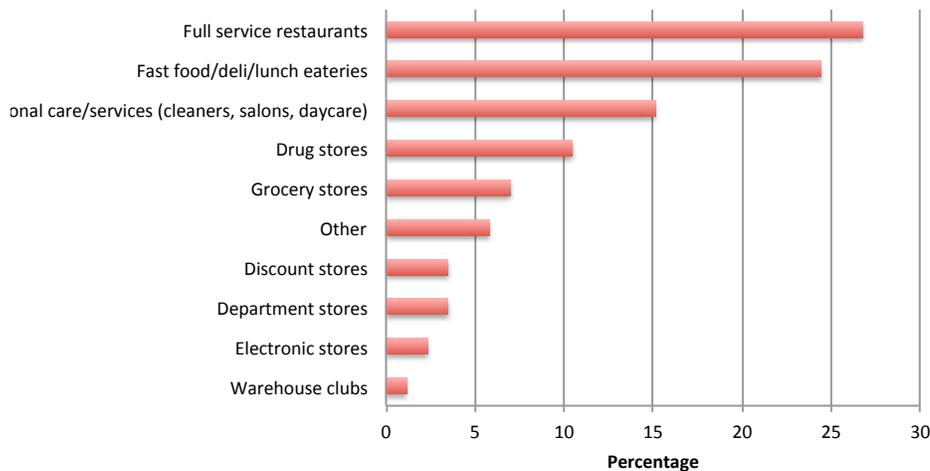


- Developed proj owner - office
- Developer
- Commercial real broker
- Business tenant



Amenities most needed

along Frantz Road



PHASE II:

**Public Workshop #1:
Amenities and Services**

August 31, 2016
Interactive polling
Web-based survey

Phase two began with a public workshop aimed at gathering input from residents, workers and others with an interest in the planning 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% worked in Dublin. Key questions and results were:

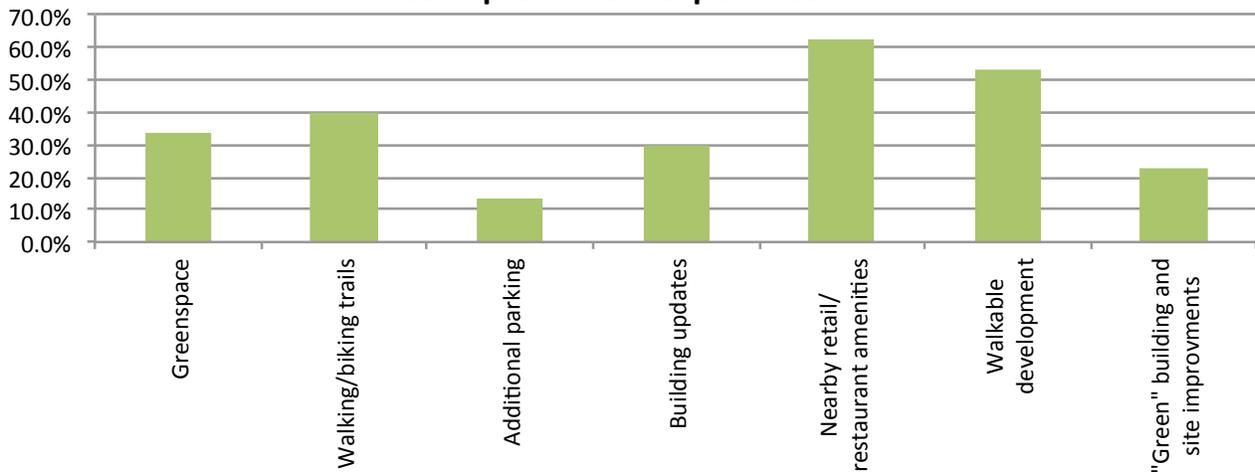
Which of the following would you visit regularly if added to the planning area?

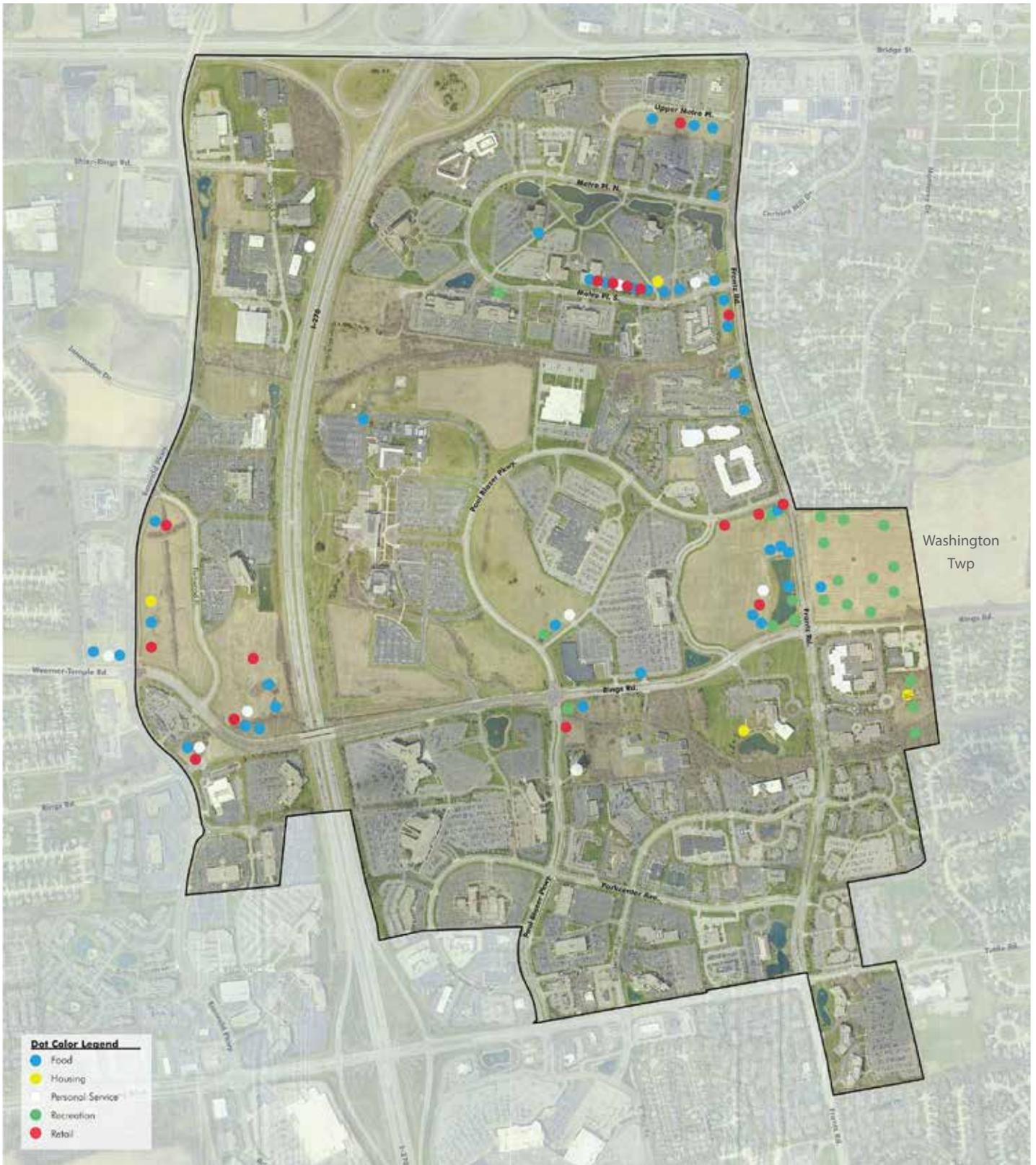
Food:	81.7%
Recreation:	65.6%
Retail:	50.5%
Personal Service:	32.3%
Housing	10.8%

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

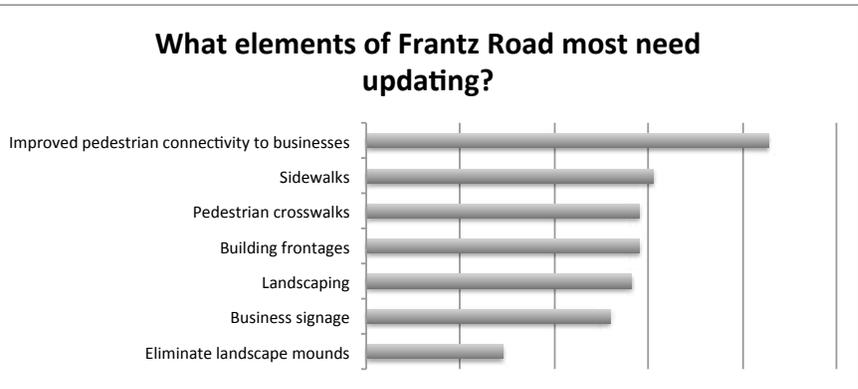
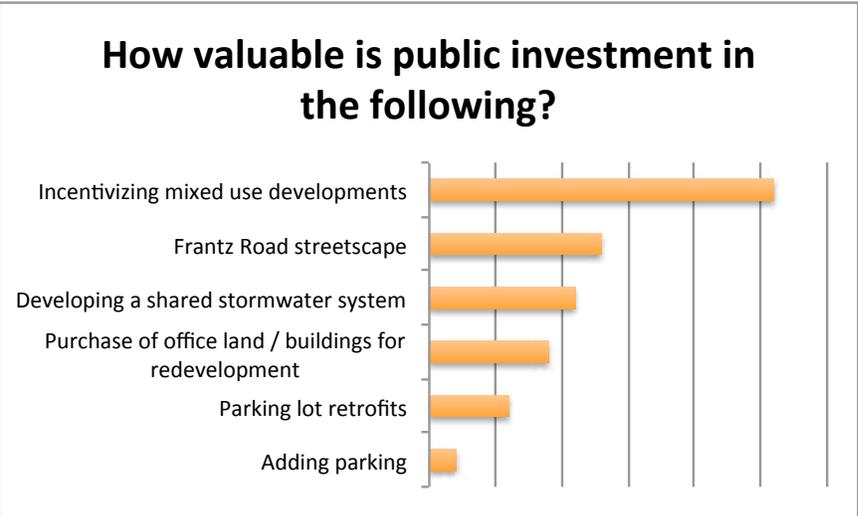
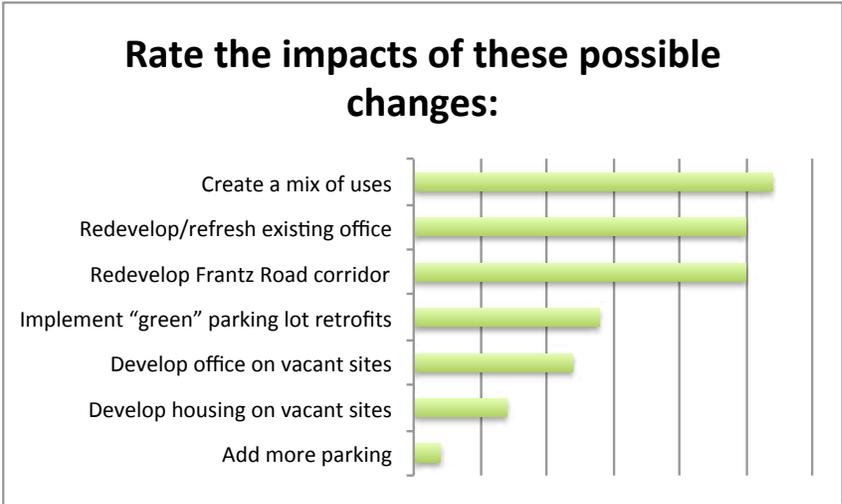
**Public Workshop #2:
Development Concepts**

November 1, 2016
Interactive polling
Web-based survey

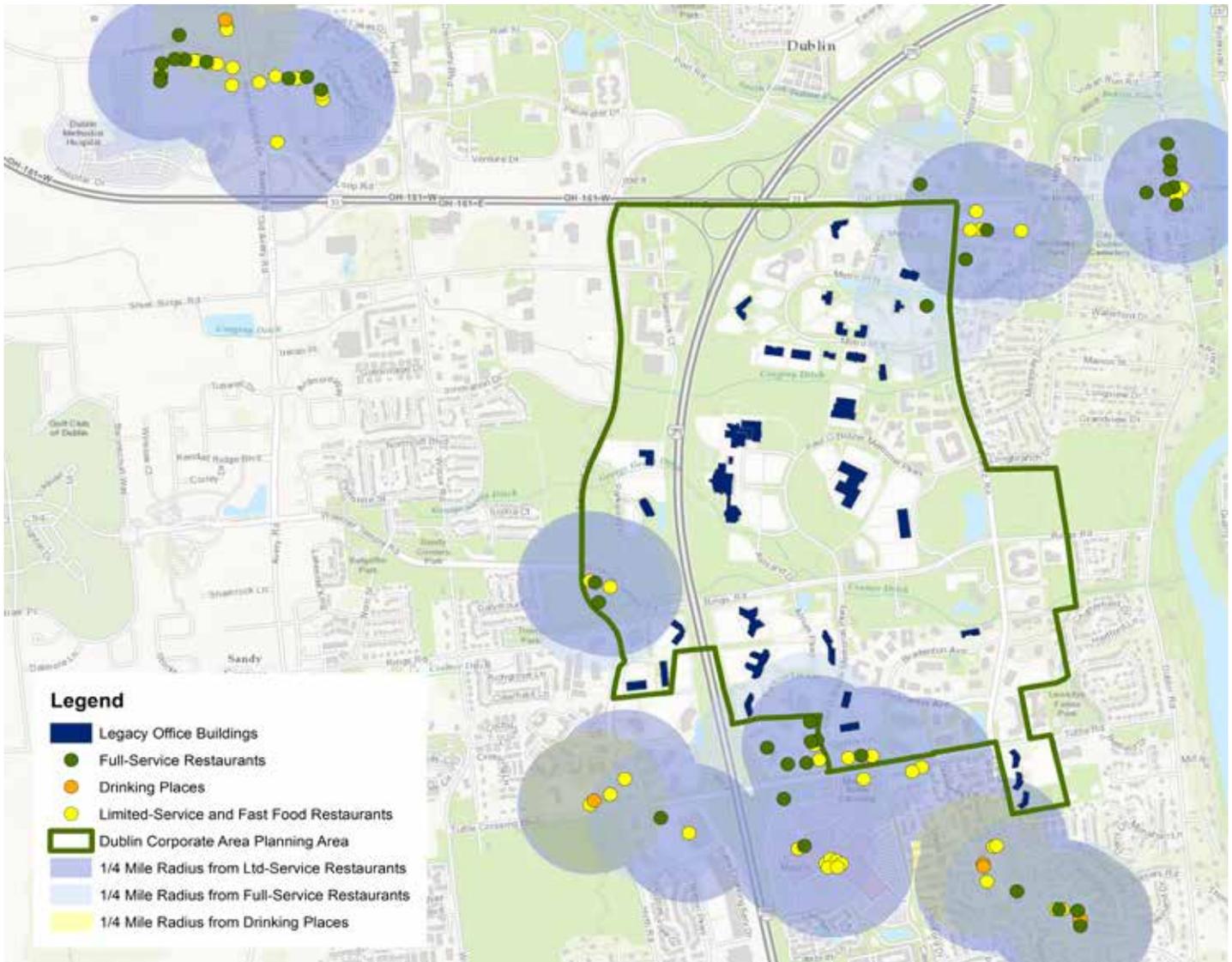
A second public workshop gathered input on specific development concepts. Interactive polling was again used during the meeting and then translated into a web survey to gain further insights. Key feedback included:

- ▶ 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% worked in Dublin.



MARKET ANALYSIS



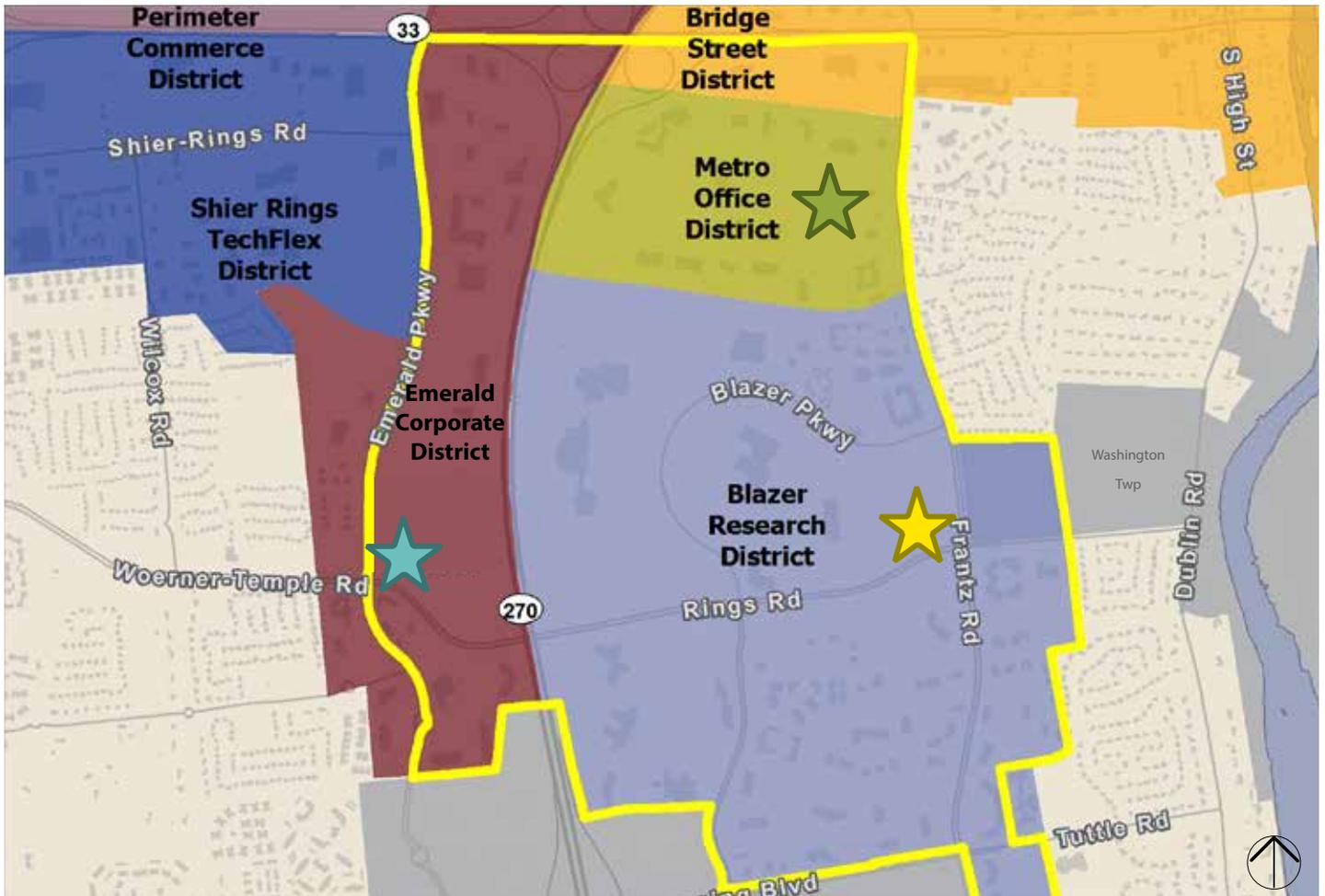
Restaurant Locations Map

Factors

“Office tenants today prefer to be located in amenity-rich, mixed-use, highly-accessible suburban vibrant centers (also known as “live, work, play” locations) rather than single-use suburban office locations by a margin of 83 percent to 17 percent.”*

Within the Dublin Corporate Plan Area, much of the office development is single-use in nature, under-served by proximate food and beverage establishments (those within 1/4 mile).

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



Target Sites Map

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.

FOCUS SITES

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

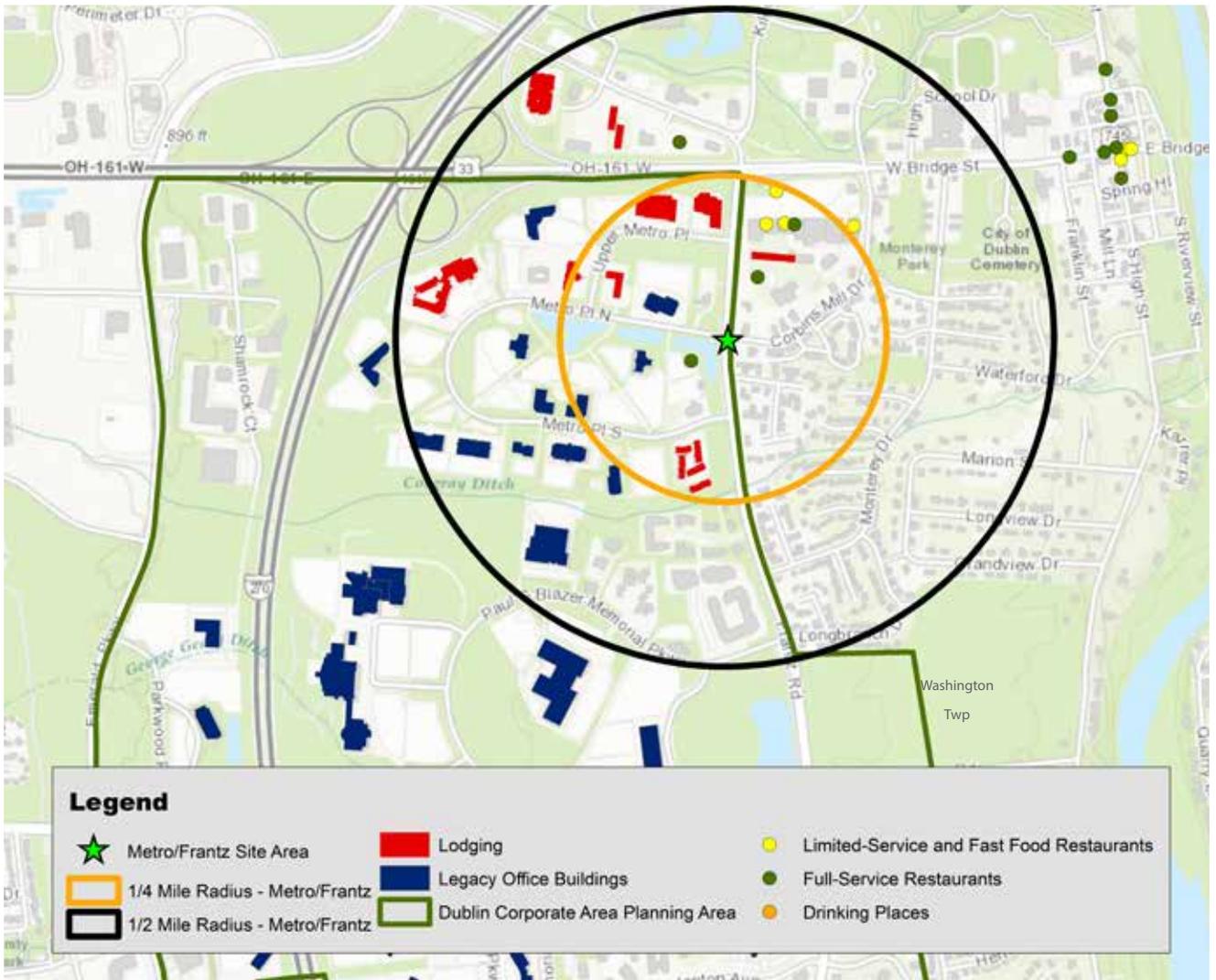
Retail/restaurant spending potential was identified for each site area from three consumer types:

- ▶ 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.

*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>



Metro Center Site

METRO PLACE/FRANTZ ROAD

Consumer Types

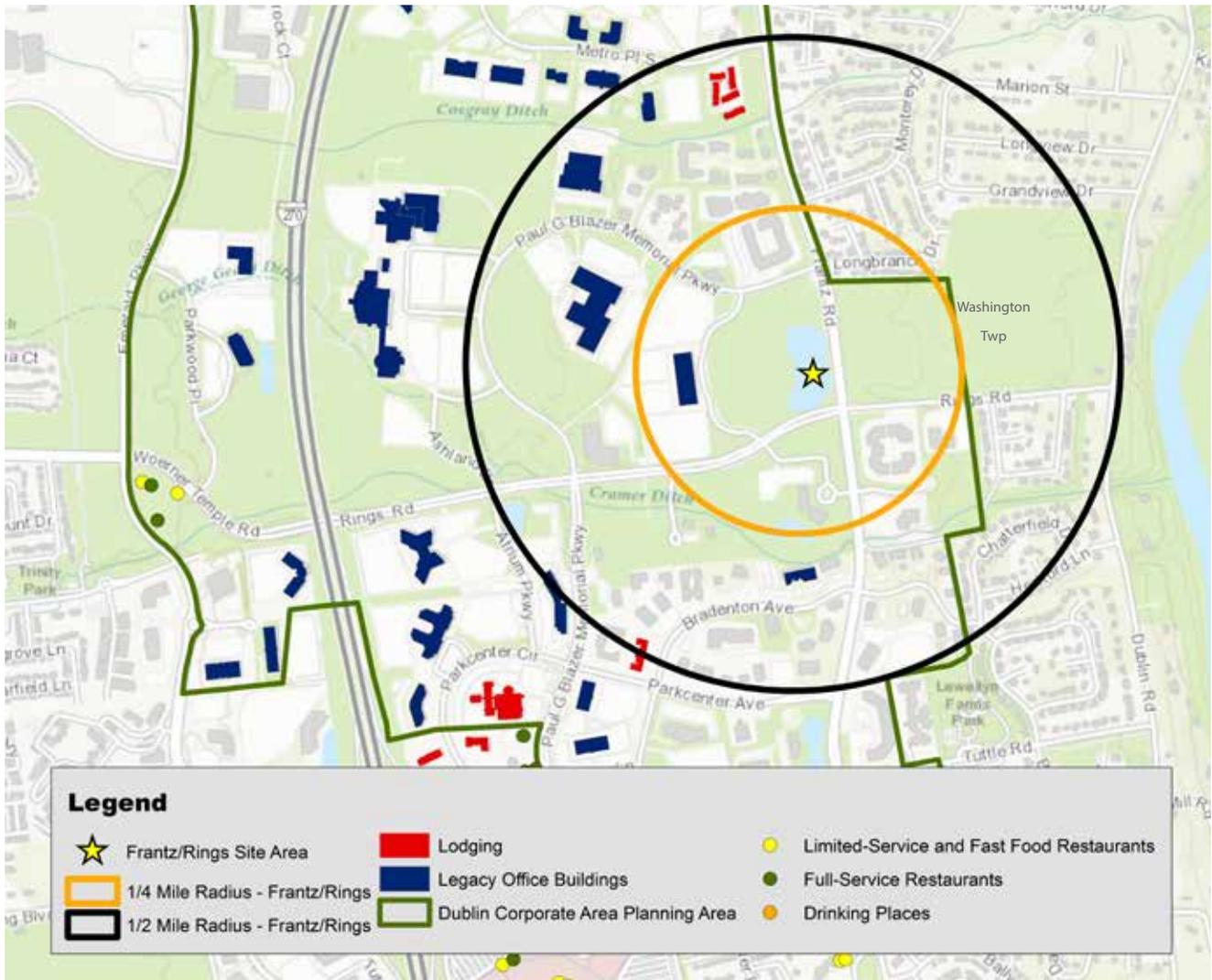
- ▶ 1,300+ hotel rooms outnumber resident population (1,234 persons, 2016 estimate)
- ▶ Estimated 300,000+ hotel room nights annually within ½ mile of site area
- ▶ More than 1.5 million square feet of office space, estimated 7,500+ employee capacity

Spending Potential

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

Core Demand

- ▶ Restaurants and other food and beverage establishments



Rings and Frantz Road Site

FRANTZ/RINGS ROAD

Consumer Types

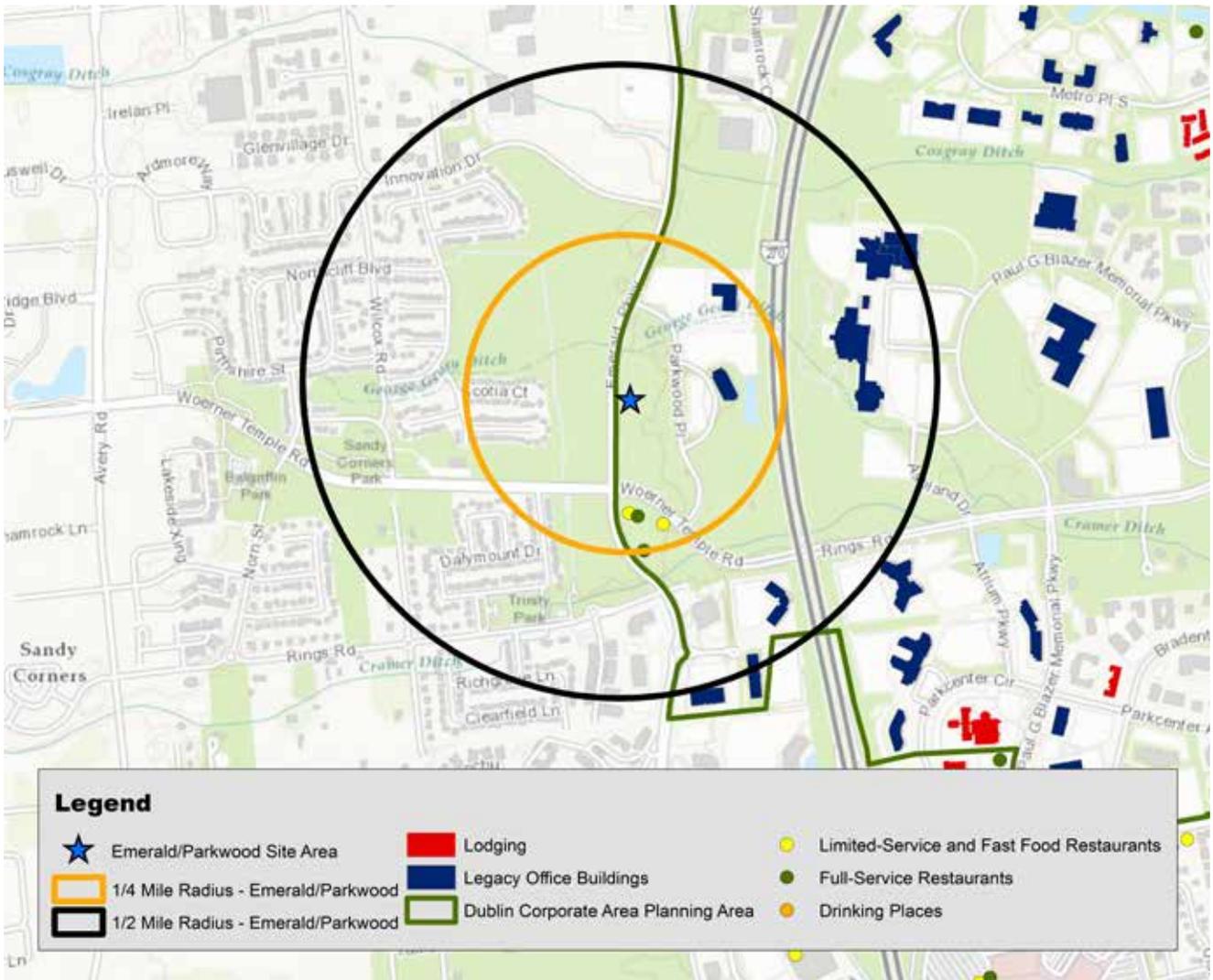
- ▶ 2.2 million square feet of office space, estimated 11,000+ employee capacity
- ▶ Low proximate population counts; however highest population count of three sites within 5-minute drive (nearly 10,000 persons)
- ▶ No hotel rooms within ¼ mile

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 Site

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 1/2 mile
- ▶ No hotel rooms within 1/2 mile

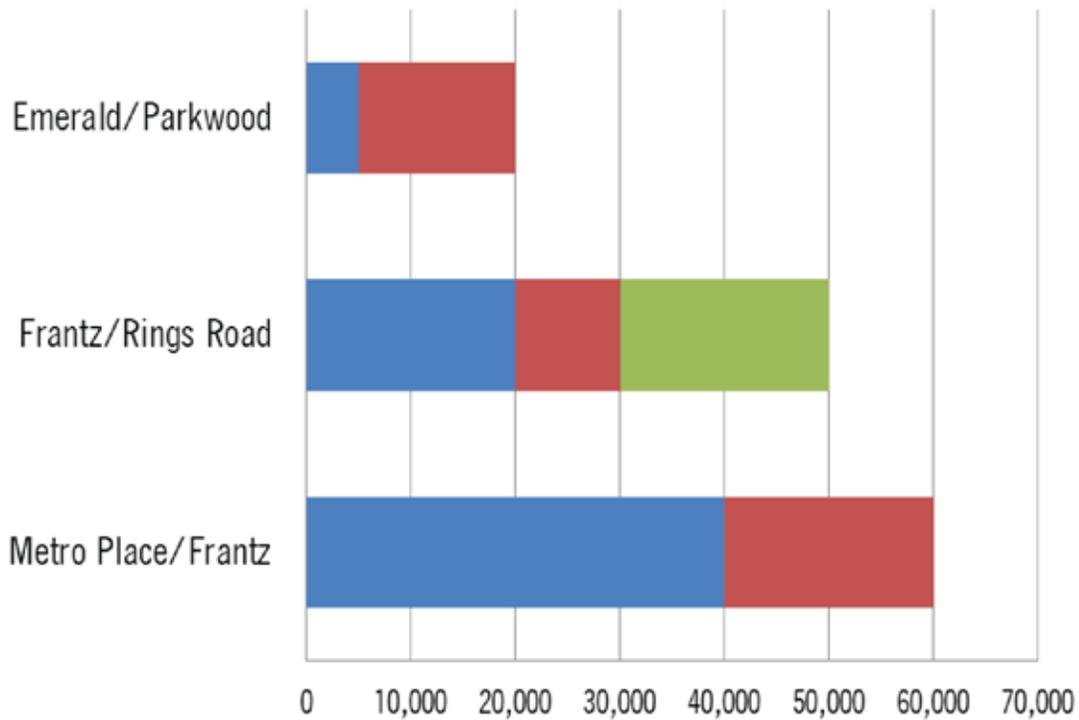
Spending Potential

- ▶ \$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
Total	60,000	50,000	20,000

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 (retail and restaurant) uses and improves the overall financial feasibility of redevelopment.

RECOMMENDATIONS LAND USE

The intent of the Dublin Corporate Area Plan is to help the district to maintain its competitive edge as a regional employment center by introducing updated land use strategies within the district. The following goals will guide future development and redevelopment.

- ▶ Encourage a variety of land uses, focusing on needed amenities to serve workers, nearby hotel visitors, and residents.
- ▶ Apply placemaking principles to encourage vitality within the district.
- ▶ Use formal and informal open spaces as organizational and focal elements for new development and redevelopment.
- ▶ Support integrated infill

residential development at key locations in support of office development.

- ▶ Mitigate negative impacts of new development on adjacent neighborhoods.
- ▶ Position the planning area as a well-connected district (both walkable and bikable) with service and recreational amenities (open spaces) to facilitate opportunities for community interaction.

As a transition from the true urban character of the emerging Bridge Street District to typical suburban style development, the Dublin Corporate Area can merge both developmental principles (walkability and place-making principles of Bridge Street District and low intensity development

style of suburban office districts) with great success. However, this will require a targeted shift in future land use strategies to complement a renewed approach to site design and redevelopment.

The land use philosophy for this district is based on the transition from the development patterns of the past to better serve workforce and residents of the future.

Allowing flexibility in land uses will facilitate this transition as market forces shift during next few years. It is not anticipated that a large-scale transformation will be immediate, so this plan sets a framework for changes as individual sites are adapted to facilitate the uses for today's office-focused sub-districts.





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 limited residential uses.

The Dublin Corporate Area is divided in various sub-districts based on the existing development patterns. Each sub-district has a specific set of opportunities and preferred development outcomes. This will be reflected in the proposed land use categories for each sub-district.

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 planning area.

While the land use recommendations for each sub-district provide general guidelines for new development and redevelopment, site specific land use policies are provided on Page 33 for all undeveloped sites within the planning area.

FUTURE LAND USE CLASSIFICATIONS

The Plan continues to support existing Flex Office/Research and Development (TechFlex) west of Emerald Parkway and Mixed Use Urban Core (Bridge Street District) along SR 161 and includes four new Mixed Use Regional Sub-Districts.

FLEX OFFICE/RESEARCH AND DEVELOPMENT (TECH FLEX)

The Flex Office/Research and Development Sub-District within this planning area is part of the larger district that extends west to Avery Road as designated in the Community Plan (2013). Within this

sub-district, there are additional infill opportunities because of proximity to the I-270/US-33 interchange. Additional office or light industrial uses are appropriate.

General Uses

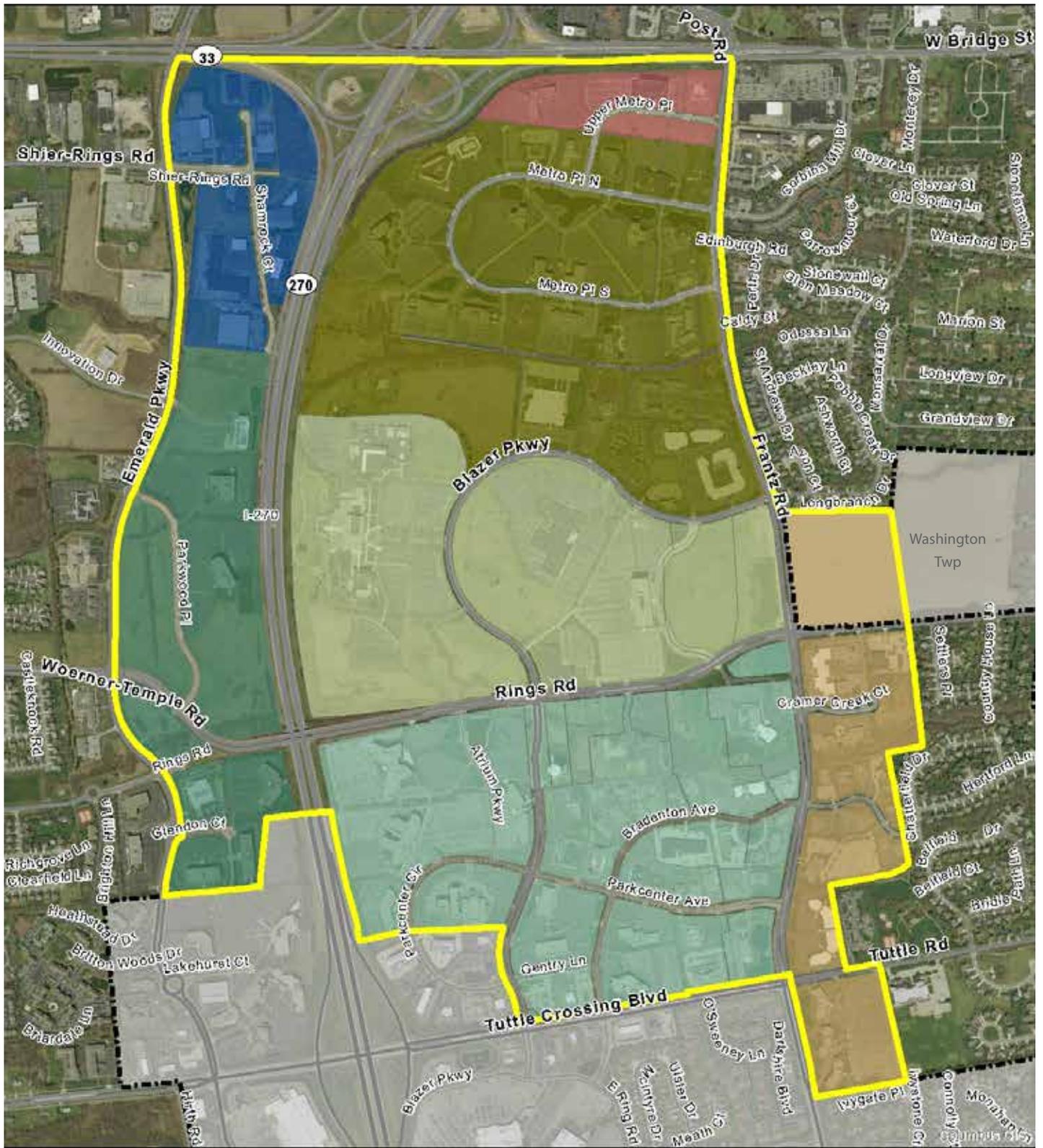
There are no additional uses proposed.

MIXED USE URBAN CORE (BSD)

The Mixed Use Urban Core Sub-District within this planning area is part of the larger Bridge Street District that extends east on SR 161 to Sawmill Road. Within this Sub-District, there are additional infill opportunities because of proximity to the I-270/US-33 interchange. Additional office and hospitality uses are appropriate. Consideration should be given to structured parking. The frontage along Frantz Road should continue to support neighborhood commercial uses at key locations.

General Uses

There are no additional uses proposed.



 Planning_Area

 City of Dublin Corp Limit



Proposed Land Use

 Flex Office/Research & Development

 Mixed Use Urban Core

 MUR-1 Metro/Blazer

 MUR-2 Tuttle/Rings (North)

 MUR-2 Tuttle/Rings (South)

 MUR-3 Emerald

 MUR-4 Llewellyn Farms Office



MIXED USE REGIONAL SUB-DISTRICTS (MUR)

Mixed Use Regional Districts are intended to provide concentrated areas of high quality employment facilities, integrated with or adjacent to complementary retail and commercial uses as well as supporting residential and recreational uses. These sub-districts provide opportunities to introduce amenities and walkable environment for office workers, visitors, and nearby residents.

MUR-1: METRO/BLAZER SUB-DISTRICT

The Metro/Blazer 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. In addition, there are practical difficulties for site access, inefficient parking and site design that must be remedied.

This sub-district does have great promise due to the excellent location and significant amount of Frantz Road frontage. The introduction of a mix of uses, additional roadway connections, and strategic phased redevelopment will reposition this sub-district to succeed for future generations. Appropriate uses include office, residential infill on key sites (**density not to exceed 30 du/ac**), and **mixed-use development** along Frantz Road (**density not to exceed 20,000 sf/ac**). Road extensions should be explored, linking Metro Place South and Blazer Parkway, as well as Metro Place North with Shier Rings Road.

General Uses

The Metro/Blazer Sub-District is an office employment center for the City as well as provides an opportunity to introduce uses to support offices, hotel visitors, and nearby residents.



Metro/Blazer: Central open space and office



Metro/Blazer and Tuttle/Rings: Hotel uses



Metro/Blazer and Tuttle/Rings: Restaurant uses

Uses to include:

- Office
- **Research & Development**
- Personal services
- Retail
- Restaurant / Bar
- Entertainment
- Hotel
- Multi-family residential

MUR-2: TUTTLE/RINGS (NORTH AND SOUTH) SUB-DISTRICT

The Tuttle/Rings Sub-District has specific characteristics north and south of Rings Road.

North of Rings Road the Tuttle/ Rings Sub-District contains the largest opportunity for new investment given the amount of undeveloped land. Appropriate uses include additional corporate office within the interior of the sub-district with supporting retail services (coffee shops), however a limited amount of multi-story residential development is supported (density not to exceed 30 du/ac) as a secondary use to office. 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. Residential development is not appropriate in this portion of the sub-district.

General Uses

The Tuttle/Rings Sub-District serves as a transition from the Tuttle Crossing area into the greater office campus area.



Tuttle/Rings: Central open space walkway

- Uses to include:
- Tuttle/Rings North
 - Office
 - Office campus
 - Retail
 - Restaurant/bar
 - Entertainment
 - Multifamily

- Tuttle/Rings South
- Office
 - Office campus
 - Retail
 - Restaurant/bar
 - Entertainment

MUR-3: EMERALD SUB-DISTRICT

The Emerald Sub-District is west of I-270 and benefits from relatively recent development. The new office buildings do follow the typical development pattern with large individual buildings surrounded by surface parking lots. While limited in amenities and services, 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. Supporting uses to office development such as hospitality and retail/restaurant can be introduced as recommended for Site 2 on Page 33. Residential uses are not appropriate in this sub-district. The Plan continues to support existing office development toward southern end of the District.

General Uses

The primary focus of Emerald Sub-District is Office.

- Uses to include:
- Office
 - Office campus
 - Supporting retail services
 - Restaurant



Emerald: Office use

MUR-4: LLEWELLYN FARMS OFFICE SUB-DISTRICT

The Llewellyn Farms Office Sub-District differs in character given its proximity to existing residential neighborhoods. The appropriate land use is lower density office, which should remain its focus into the future for area south of Rings Road. Office uses should be supported for vacant sites and any site that is proposed for redevelopment. Building heights should be limited to two stories. When new development occurs adjacent to a residential neighborhood, setbacks and buffers should be augmented using appropriate landscaping.

General Uses

The Llewellyn Farms Office Sub-District provides lower density, office space for smaller and growing companies. Uses other than office are not appropriate in this sub-district south of Rings Road.

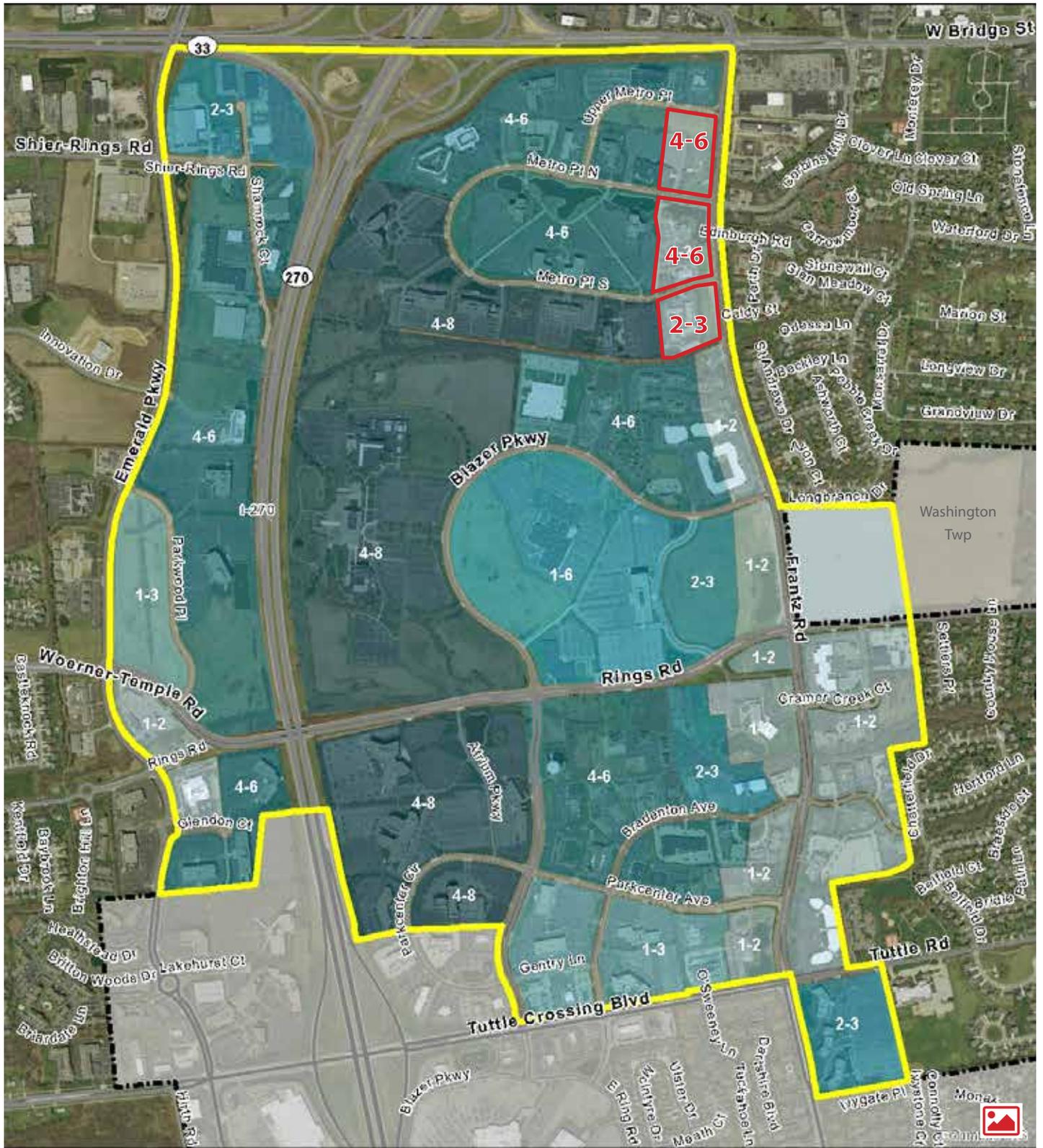
Uses to include:

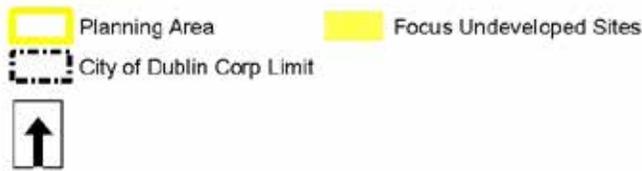
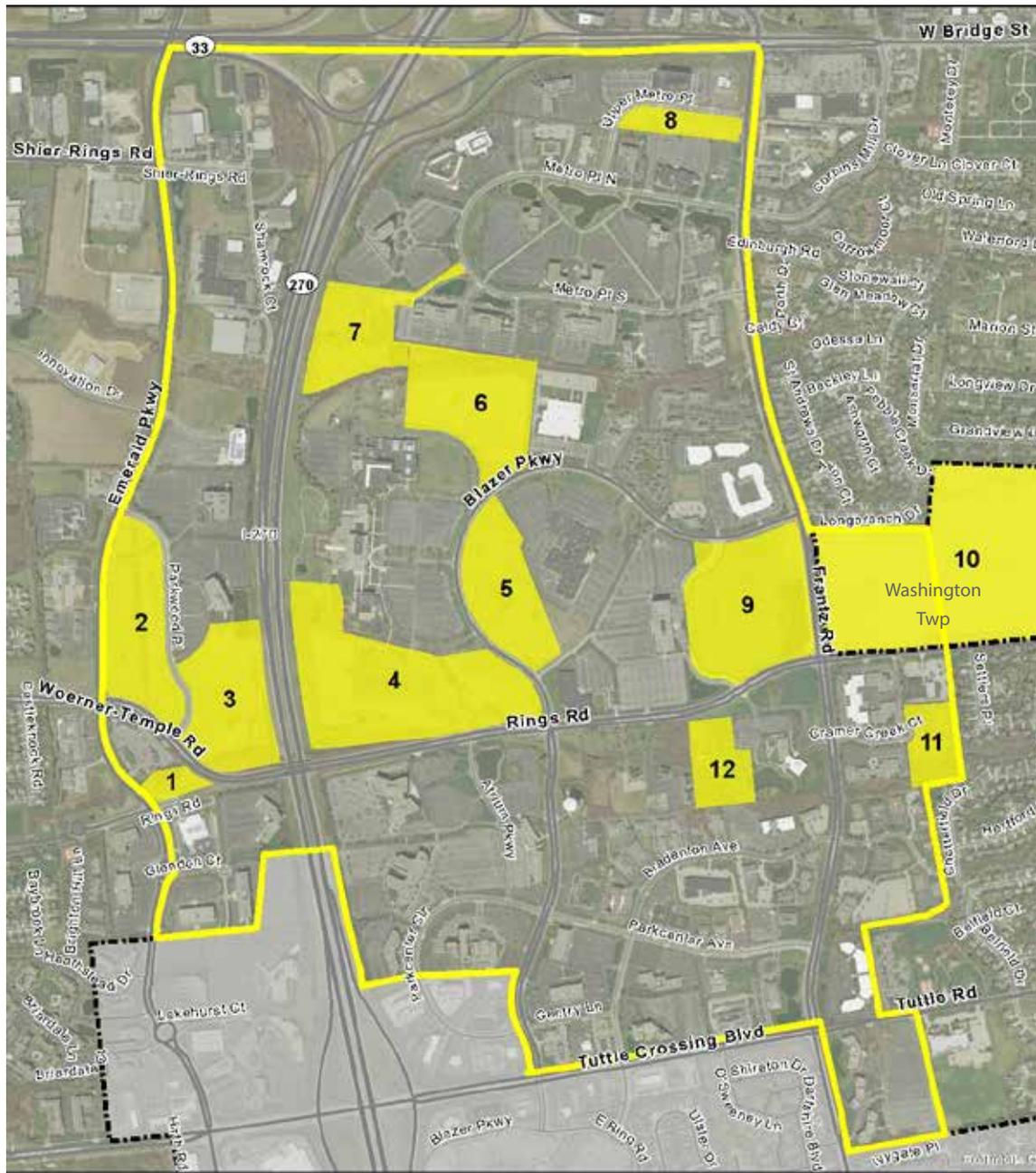
- Office
- This sub-district includes a portion of undeveloped land currently outside of the City's jurisdiction. Site specific policies include Neighborhood Commercial and single family residential uses recommended on Page 35.

BUILDING HEIGHTS

Based on the existing development and future vision for the planning area, the plan recommends compatible building heights for all districts

- ▶ 1 to 2 6 stories along Frantz Road, providing a transition between adjacent neighborhoods and office or mixed use districts. Transitioning west to 4 to 8 stories along I-270 frontage for more extensive office development.
- ▶ 1 to 3 stories along Emerald Parkway frontage transitioning east to 4 to 8 stories along I-270 frontage.





RECOMMENDATIONS FOR UNDEVELOPED SITES

The site specific policies provide an additional layer of detail relative to permitted land use types and preferred development standards, taking into consideration existing development of adjacent sites, freeway visibility, access, and nearby

residential neighborhoods. The policies are organized by each site as denoted on the accompanying Undeveloped Sites Map.

SITE 1

This site is appropriate as an extension of the restaurant and retail node immediately to the north. Uses can also include office and neighborhood institutional uses such



as a daycare center. The Site 1 should continue the site design approach of locating parking internally and fronting building edges to the roadways. Heights should range from 1 to 2 stories.

SITE 2

The land uses for Site 2 should concentrate on office development, to be compatible with the other developed uses along Parkwood Place. Supporting retail/personal services (limited to a maximum of 10,000 square feet) can be introduced as a secondary use and should be located at the south end of the property in order to create a retail cluster at the Emerald/Woerner-Temple intersection. Supporting hospitality uses are also appropriate but only as a secondary use to office. The site design should be such that buildings are fronting roadways with large shared parking areas consolidated to the rear. Stormwater and landscape features should be integrated on the site. Perimeter screening and landscaping should still be the primary component of the landscape design. Heights should range from 1 story along Emerald Parkway to a maximum of 3 stories along Parkwood Place.

SITE 3

The primary uses for Site 3 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.

SITE 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 focused on office, development of this site may also incorporate

other uses focused on research and development or technological advancements.

The portion of the site fronting along Blazer Parkway has an opportunity to provide for a variety of uses. It should include additional office uses or hotels and/or multi-family as a secondary use. Supporting retail/service uses can be introduced to serve office employees.

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.

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.

SITE 5

Office/tech, research and development, and higher density multi-family as a secondary use have the opportunity to create an anchor development within Site 5. The site design should incorporate parking toward the east since primary frontages are on the west and north edges. Building heights should be a minimum of 1 story and a maximum of 6 stories.

SITE 6

Site 6 currently supports office or technology uses as this site is within the office use district. Residential use subordinate to office is appropriate as well.

This site will have additional use opportunities, if a proposed north-south connector road links Metro

Center to Blazer Parkway. This would create additional connectivity and provide some relief to the traffic on Frantz Road. This interior 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 sites. This site is also constrained by a Stream Corridor Protection Zone.

SITE 7

Site 7 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, and hospitality uses with limited commercial services are appropriate to support the adjacent office uses. Landscape setbacks from the perimeter should be a key site development element.

SITE 8

Site 8 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, **mixed-use buildings incorporating apartments, office, retail and restaurant-destination uses** are particularly appropriate. These would draw on the vitality of the Bridge Street District. Building heights should be a minimum of 4 stories and a maximum of 6 stories, **as permitted under the zoning district for the balance of the site with a maximum of 2 stories along Frantz Road.** Standalone restaurant or retail uses along Frantz should reflect a two-story building height.

SITE 9

Site 9 is a short term development priority currently owned by the City.

This plan contemplates possible development approaches for this site on page 37. In particular, neighborhood-oriented retail and restaurant uses (no bars) are appropriate for the Frantz Road frontage. Second story office is a possible use as well. 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 multifamily residential. Along Frantz Road, building heights should not exceed two stories. For the balance of the site, building heights should be a minimum of 2 stories and a maximum of 3 stories. Also, this site is ideal for a small format grocery with a footprint of about 15,000 square feet.

SITE 10

Site 10 is currently located in Washington Township. It will need to annex to gain access to central utilities (water and sewer) to accommodate any new development. If Site 10 were to annex to City of Dublin, the plan supports neighborhood-oriented retail and office uses along the Frantz Road frontage limited to a total of 10,000 square feet and two stories in height as transition and buffer from Frantz Road. The remainder of the site should be developed as



Small format grocery example

single family residential uses. The new development should provide pedestrian connections to adjacent neighborhoods. The neighborhood should be designed around connected and integrated public open space.

SITE 11

Site 11 is a single lot located within a lower density office development. It has limited access and visibility, and is constrained by Stream Corridor Protection Zone, as well as shallow lot depth. The only appropriate use for this site 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 development, this and other sites adjacent to residential uses should include additional buffering requirements to minimize potential impacts of new development.

SITE 12

Site 12 has the potential for a number of possible uses. However, it is constrained by significant woodlands and a Stream Corridor Protection Zone. All proposed uses are supported on this site, including hotel and office/tech. Heights should range from 2 to 3 stories provided natural areas are preserved and the parking requirements are met.



Neighborhood-oriented retail example



Example of low intensity office

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.

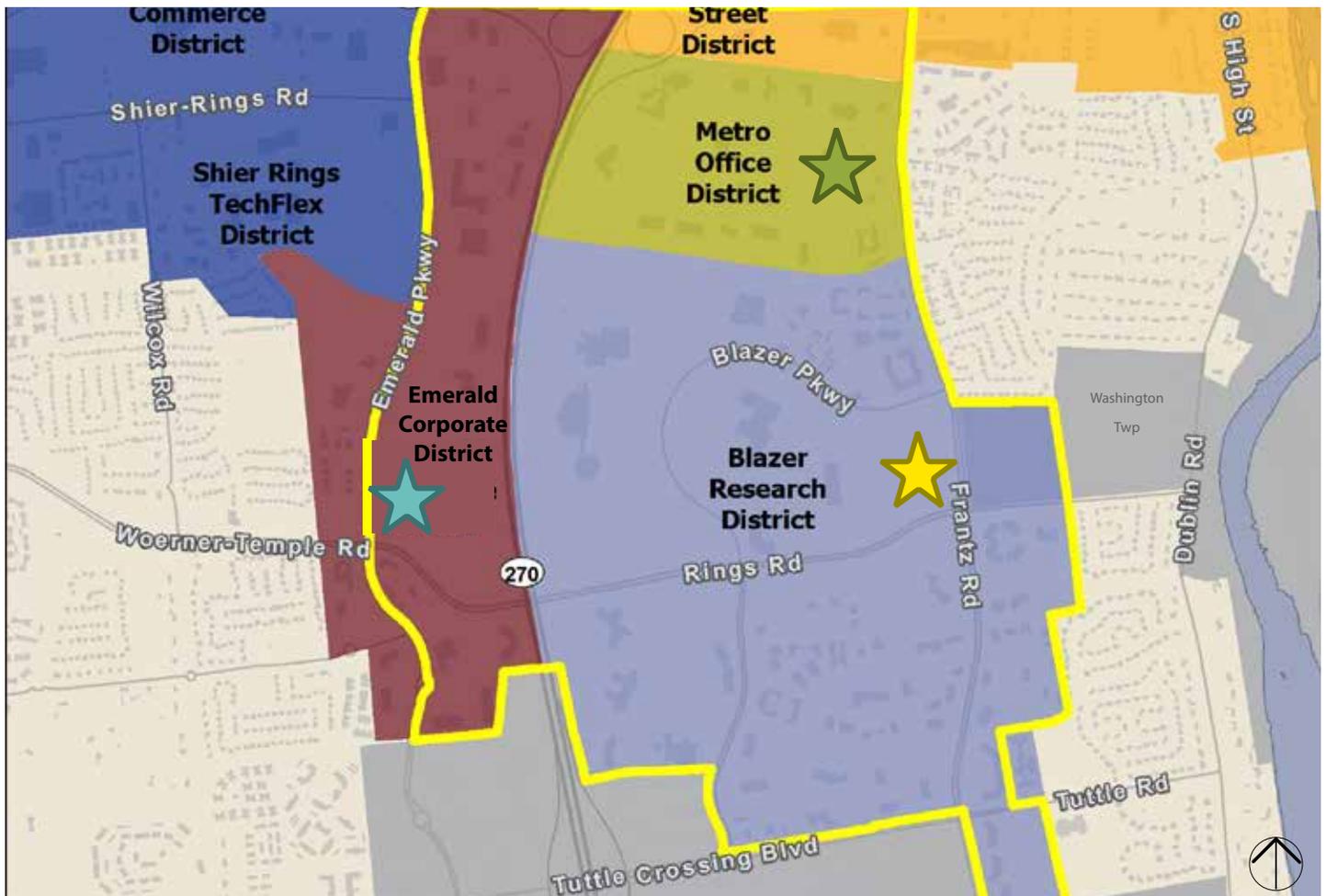
Based on the results of the market analysis and public input, the concepts reflect real-world scenarios

for strategic development. These reflect the market demand and 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 framework for near term development that is needed for this area. There are any number of other sites that are also candidates for

redevelopment in the planning 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 and Frantz Road presents an immediate opportunity for development. In 2018, the large adjacent building will have a new single-user tenant with thousands of workers. That site and adjacent areas are largely under-served 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. In late 2017, a large parking area in the western portion of this site is being built to accommodate the new single-user tenant, 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 and on weekends.
- ▶ 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.
- ▶ A 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 Roads. 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 uses around a central green public space. 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 and on weekends.
- ▶ 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.

- ▶ A 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 Roads. 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 uses anchor 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: Multifamily residential



Potential development example: Small-format two-story grocery

METRO CENTER

The Metro Center area represents a huge opportunity for redevelopment. There were several initial scenario options, each one creating further enhancements to the current development pattern, originally identified in the Dublin Corporate Area Plan (DCAP). These options, right, emphasized that the key to the site will be evolving the design and the uses to better respond to current demand while also providing integrated uses for a sustained future.

Since 2018, several factors have emerged that revealed the importance of defining a unified vision for this site. Current planning efforts, impact from the COVID-19 pandemic, successful regional models for redevelopment, and changing occupancy status presented a unique opportunity to explore the potential for redevelopment. This opportunity, while similar to the previous study area, focused primarily on the inner loop of Metro Place which encompassed four office properties, three commercial properties, and two shared open space reserves for a total of 40.3 acres.

In 2021, an Advisory Committee composed of elected officials, board and commission members, property owners, and local developers embarked on a visioning process with City Staff to refine, strengthen, and elevate recommendations for Metro Center. This process sought to define a unified vision for the district around a theme that would guide the next chapter. Emphasis was focused on a catalytic redevelopment project for the Frantz Road frontage that would stimulate additional public and private investment. The resulting process defined a unified vision supported by technical analysis, conceptual graphics, and an illustrative site plan building off the foundation of the initial DCAP framework.



2018 Metro Center Scenario: Option A



2018 Metro Center Scenario: Option B



2018 Metro Center Scenario: Option C



Focus area for the 2021 Metro Center Update



Existing view of the focus area looking west from Frantz Road



CONDITIONS AND TRENDS

Following the COVID-19 pandemic and shifts in the local market, understanding the current conditions for Metro Center was essential for initiating the visioning process. An assessment was conducted identifying key factors that would influence the outcomes of the visioning effort, providing a baseline for existing challenges and potential opportunities.

Office Character

The four existing office buildings represent one of the City's premier, legacy employment districts. Constructed in the early 1980s, these buildings remain an important economic asset to the community with each building having over 82 percent occupancy as of August 2021. The 372,000 square feet of office space is predominantly Class B, 70 percent, with the remainder being Class A, 30 percent. Although constructed in a coordinated development, each site contains its own distinct parking areas with no known shared agreements between tenants. The approximately 1,500 parking spaces provide 4 spaces per 1,000 square feet of office space, with each site having between 350-400 individual spaces.

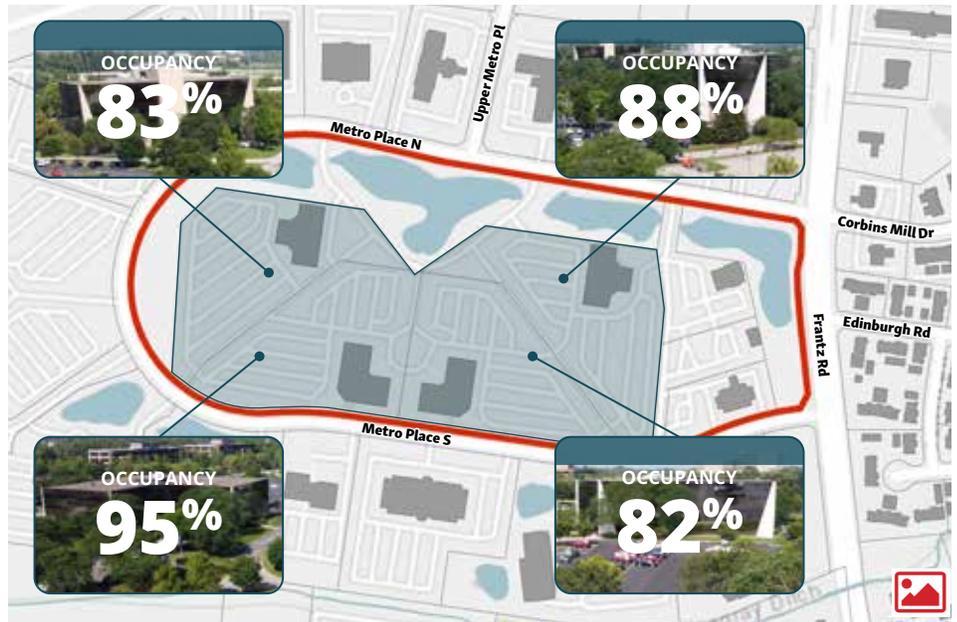
Commercial Character

The three existing commercial sites total approximately 14,700 square feet of leasable space. These were the first and only commercial spaces constructed in Metro Center, providing access to complementary services including two restaurants and a bank. The commercial buildings were designed for a neighborhood scale with smaller footprints and at a single story. Each site maintains private parking areas which are served by a system of private drives, consistent throughout Metro Center. There is one vacant building, providing one of the catalysts for the visioning process, at 411 Metro Place N.

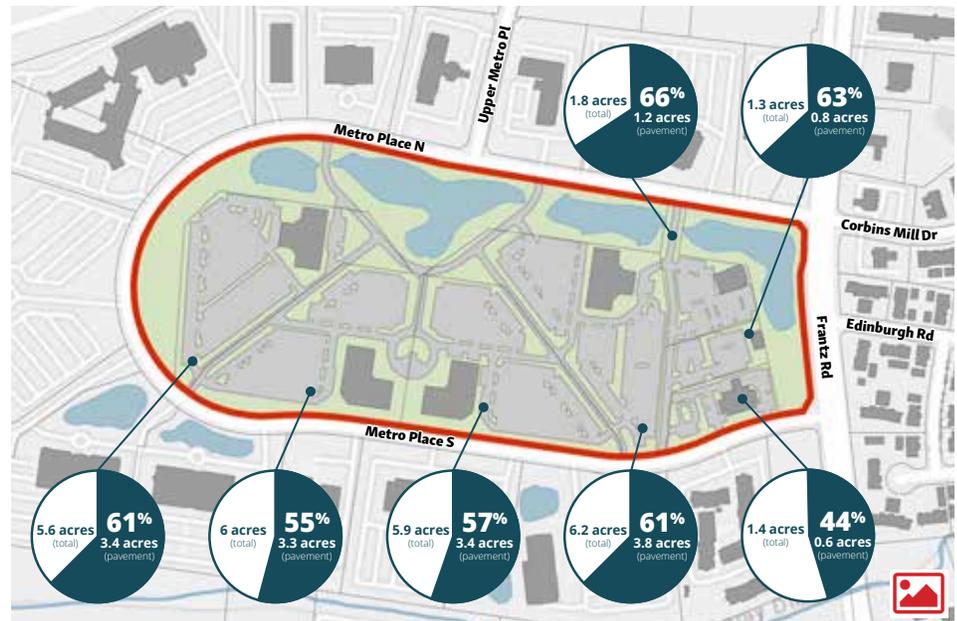
Site Characteristics

The district's design is similar to other office parks constructed in the 1980s, with each property operating independent from one another. The entire development is served by shared, private drives with no pedestrian connections such as sidewalks, trails, or paths except along Frantz Road. A sidewalk connection is available along the outside of Metro Place, however there is no internal circulation for pedestrians between properties.

A substantial portion, 40 percent or 16.5 acres, of the acreage consists of hardscape pavement which is equal to the amount of available open space, 43 percent or 16.7 acres. This paired with the lack of shared parking agreements leaves a significant portion of the district underutilized. As employers pursue alternative office models, many of these parking lots lack the demand remaining vacant during peak business hours.



Existing Office Occupancy
(Source: Catalyst Research August 2021)



Land use analysis for existing development



Stormwater & Infrastructure

Another key characteristic is the regional stormwater system composed of four basins. These are located on the northern edge of the inner loop providing management for many of the properties located along Metro Place N. In total, these basins account for over 4 acres of land limiting development potential and visibility for the district. This regional system was analyzed alongside the visioning process to understand the implications for reconfiguring or removing these to allow for additional development. This analysis revealed that the current system does not meet the City's current water quality and quantity requirements.

However, the district is adequately served by public and private utilities capable of handling additional development. Public water and sewer, DubLink, private electric, communications, natural gas, and other providers are all connected within Metro Center.

Metro Center

Leveraging the conditions and trends analysis, the Advisory Committee explored potential themes and principles that would guide future development. These were discussed through a series of workshops to elevate recommendations of the Dublin Corporate Area Plan (DCAP) and identify opportunities to strengthen the overall vision. Topics including sustainability, business cultivation, community celebration, and entertainment were explored alongside the districts existing assets to begin shaping the next chapter for Metro Center. These discussions directly shaped the vision and supporting conceptual development scenarios identified in this section. The guiding vision for the district emphasizes cultivating and exploring new initiatives, specific to areas including sustainability, workforce innovation, and mobility.

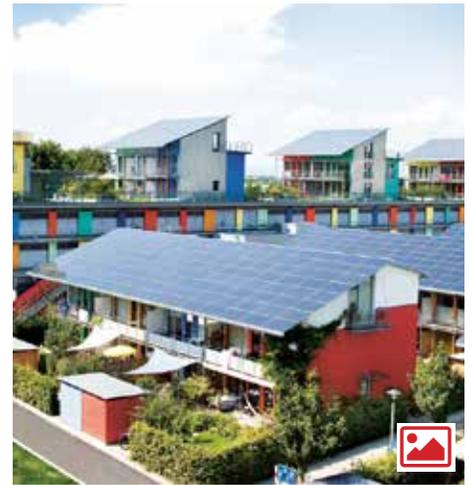
The Vision

The vision for Metro Center provides insight on future development, promotes the exploration of new initiatives, and establishes principles for growth. This vision focuses on accenting the district's history of workspace innovation to remain a district of cultivation, embracing business growth while fostering cultural and technological initiatives for the next generation.

Metro Center has cultivated the City's workforce, serving as one of the first premier office districts and the current home to the Dublin Entrepreneurial Center (DEC). As the City evolves, the district has the potential to cultivate a stronger sense of community while remaining an employment center. The district's identity will inspire a sense of exploration into new possibilities through:

- ▶ Flexible / adaptable workspaces promoting business incubation, growth, and expansion.
- ▶ Sustainable initiatives, systems, and processes focused on reducing environmental effects.
- ▶ Workforce and alternative housing options to diversify the City's current stock.
- ▶ Mobility and technology programs that remain at the forefront of innovation.

This vision is intended as a long-term investment for both public and private groups that would be realized through incremental redevelopment. Metro Center would likely evolve through several phases depending on private interest, local partnerships, and strategic investment. However, initiating this vision is possible through partnerships with existing property owners along Frantz Road to establish the new identity.



Residential solar panel installation
(Image Source: Rolf Disch Solar Architecture)



Sustainable Building Materials
(Image Source: Architecture and Design)



Autonomous Shuttle
(Image Source: Marco Verch)



Potential Development Example: Passive open space in office campus, integrating stormwater facilities as an amenity



*Potential Development Example: Open office design
(Image Source: Juliusz Sokolowski)*



Frantz Road Development

As the catalyst for the Metro Center vision, this development would set the precedent for realizing many recommendations of DCAP. This site has significant redevelopment potential with the current vacancy and interest from private property owners to explore new investments. The focus of this first step is on activating the Frantz Road corridor to create an identity through new amenities, housing, open space features, and architectural character. Partnerships between private property owners and the City will encourage a catalytic development that recognizes the unified principles for the Metro Center vision.

Key aspects include:

- ▶ Redevelopment of Frantz Road frontage, encouraging buildings closer to the corridor to activate the public realm.
- ▶ Mixed-use development that provides diverse commercial spaces for restaurants, retail, and services along with new housing options for the local workforce.
- ▶ Quality, higher-density development providing visual interest along the corridor that establishes a new identity for Metro Center.
- ▶ Increased building height along Frantz Road that transitions and varies between surrounding neighborhoods and districts.
- ▶ Consolidation of parking areas to encourage sharing between complementary uses.
- ▶ Reshaping the stormwater basin into a natural stream amenity for people to experience and to allow for additional development.



Metro CenterDistrict: Frantz Road Redevelopment



Potential Development Example A: Mixed-use development along Frantz Road looking northwest



Potential Development Example B: Mixed-use development along Frantz Road looking northwest



Metro Center Redevelopment

As additional inner loop properties redevelop, the vision extends from Frantz Road to create a unique, vibrant district. A stream corridor integrates with development to support stormwater runoff while providing open space connections for residents and workers. Infill development encourages mixed-use that establish Metro Center as a destination beyond the office environment. Design features seek to further integrate the inner loop with other portions of the district including potential connections across I-270 and south towards Blazer Parkway.

Key aspects include:

- ▶ Mixed-use development that provides diverse commercial spaces for restaurants, retail, and services.
- ▶ Infill development utilizing parking areas to provide additional density while supporting existing businesses.
- ▶ Quality, higher-density development providing visual interest aligned with a new identity for Metro Center.
- ▶ Variety of housing types that provide for-sale and for-lease options for the district.
- ▶ Consolidation of parking areas to encourage sharing between complementary uses.
- ▶ Creation of a district-wide natural stream amenity managing stormwater runoff.
- ▶ Improved pedestrian connections through sidewalk and trail development between sites.
- ▶ Alternative and emerging mobility options linking the district to destinations across the City and throughout the region.
- ▶ Engaging architectural features and public art that encourages community interaction.



Potential Development Example: Mixed use with restaurant/retail first floor; office/residential upper floors



Potential Development Example: Natural stormwater management stream and amenity (Image source: PACE, Inc.)



Potential Development Example: New integrated housing options for residents and workers (Image source: Wasatch Residential Group)

CONNECTIVITY

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

VEHICULAR

Roadway connections

Current access to the planning area is predominantly vehicular. This access relies on a roadway network that has a limited number of connections to the citywide roadway network, as well as very limited interconnectivity between sub-districts.

Input from community meetings indicates a perception of traffic congestion in the district today, especially at peak travel times for the predominately office-oriented commercial district. In addition to related studies for key intersections (including Frantz Road and Bridge Street), the City should study possible secondary connections into and within the planning area.

The connectivity diagram indicates two linkages where vital roadway connections could improve the overall network and ease the traffic burden on roads intersecting with Frantz Road. This may also provide better access options to proposed retail/restaurant amenities considered a primary need in this district.

Alternative vehicular transportation

The transportation mode to and within the planning area is overwhelmingly the personal automobiles. As the citywide mobility study investigates additional options throughout Dublin, this district should be considered for primary service of any alternative transportation



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

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

Transit connections

The planning area has very limited connectivity to the regional transit system. As the mobility study investigates opportunities to improve this linkage, the district should be considered for primary service options. This district 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 district also is accessed by what will be two of Dublin's most densely developed primary corridors - Frantz Road and Bridge Street.

Autonomous Vehicles (AV)

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

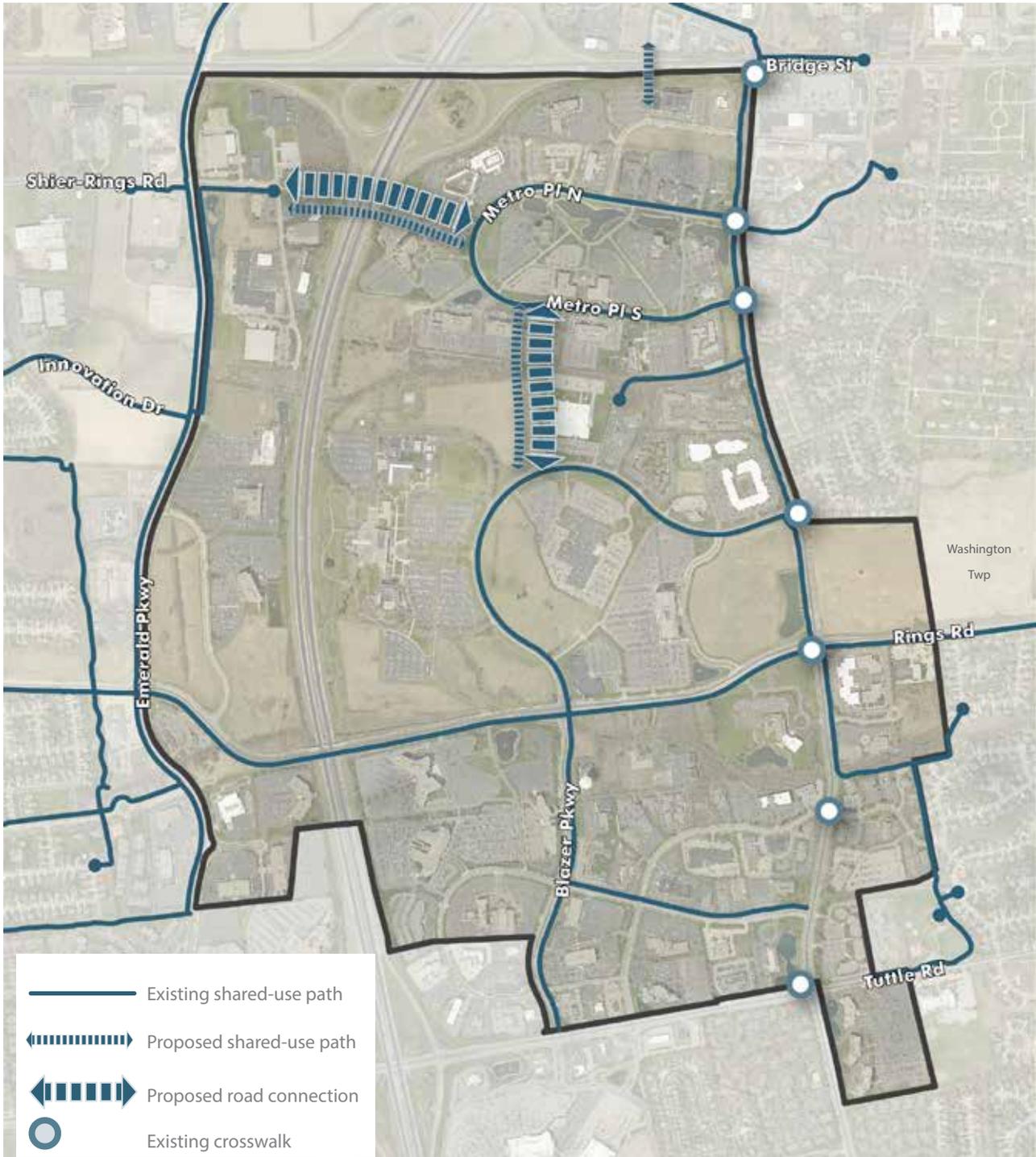
As the development pattern transitions from single-use and auto-dominant site design, this will be the opportunity to introduce needed pedestrian access to sites and within the sub-districts.

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 to the larger trail network. The trail system will be developed in conjunction with other roadway improvements and redevelopment



Proposed Connectivity Diagram

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 locations to interface the larger bicycle facility network in this district.

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

In addition, investigate the feasibility of dedicated bike/alternative transportation lanes along Frantz Road to create alternative transportation opportunities within the district.



SUSTAINABILITY

SITE DESIGN

With a mix of previously developed and greenfield sites in the planning area, there are a variety of options for incorporating intelligent practices that can enhance the local environment. These include:

- ▶ Stormwater Management.
 - harvesting and reuse,
 - low impact techniques,
 - bioswales or natural water features,
 - pervious surfacing, etc.
 - alternative or emerging systems
- ▶ 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 district, 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 facilities can be made 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 to encourage sheet flow can also be incorporated into stormwater management controls

Infill / site redevelopment

In new infill or site redevelopment projects, 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 existing 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

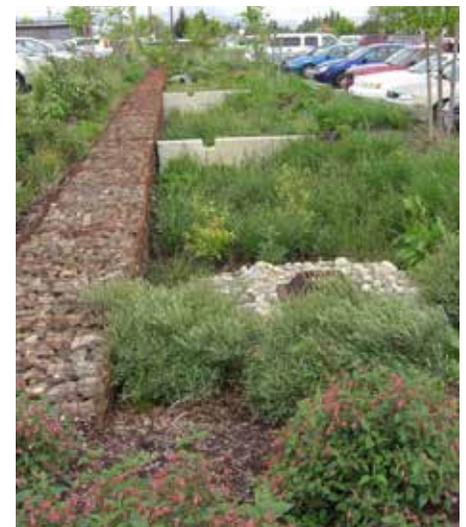
Incorporating active transportation facilities and site access should be a focus of all planning area redevelopment.

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 mobility choices. Landowners can contribute by providing preferred spaces and facilities for low or no-emission cars or carpoolers



Parking lot stormwater approach: Large island bioswale



*Natural stormwater approach: Stream corridor and amenity
(Image source: PACE, Inc.)*



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

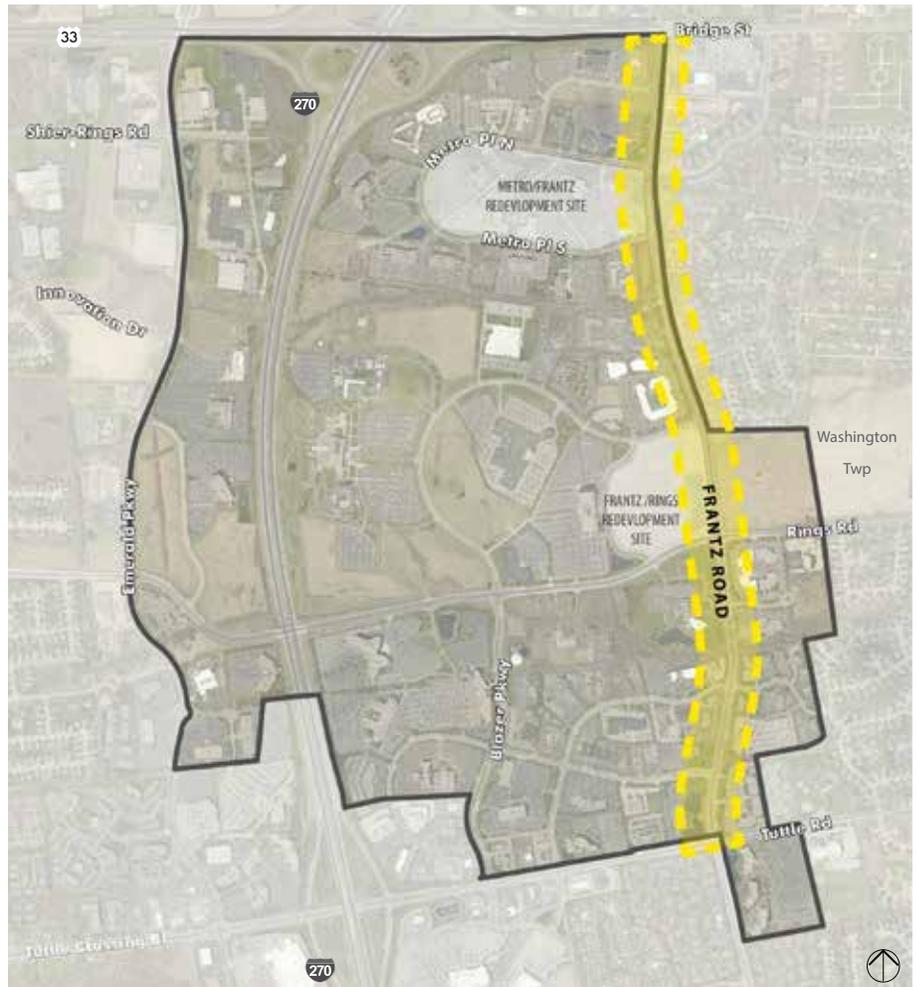
CORRIDOR FRANTZ ROAD

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 enhanced.
- ▶ Public and private landscape treatment is inconsistent in terms of design and quality.

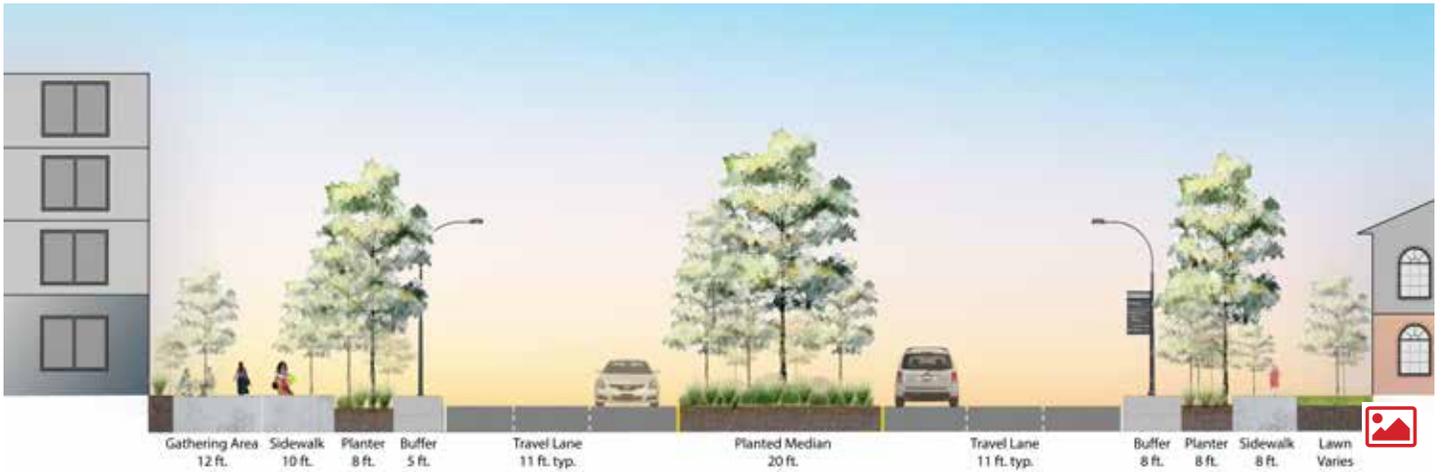
Streetscape improvements along Frantz Road should be part of a larger strategy that can occur in conjunction with corridor redevelopment and/or as a separate initiative by the City. Examples of those improvements include:

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

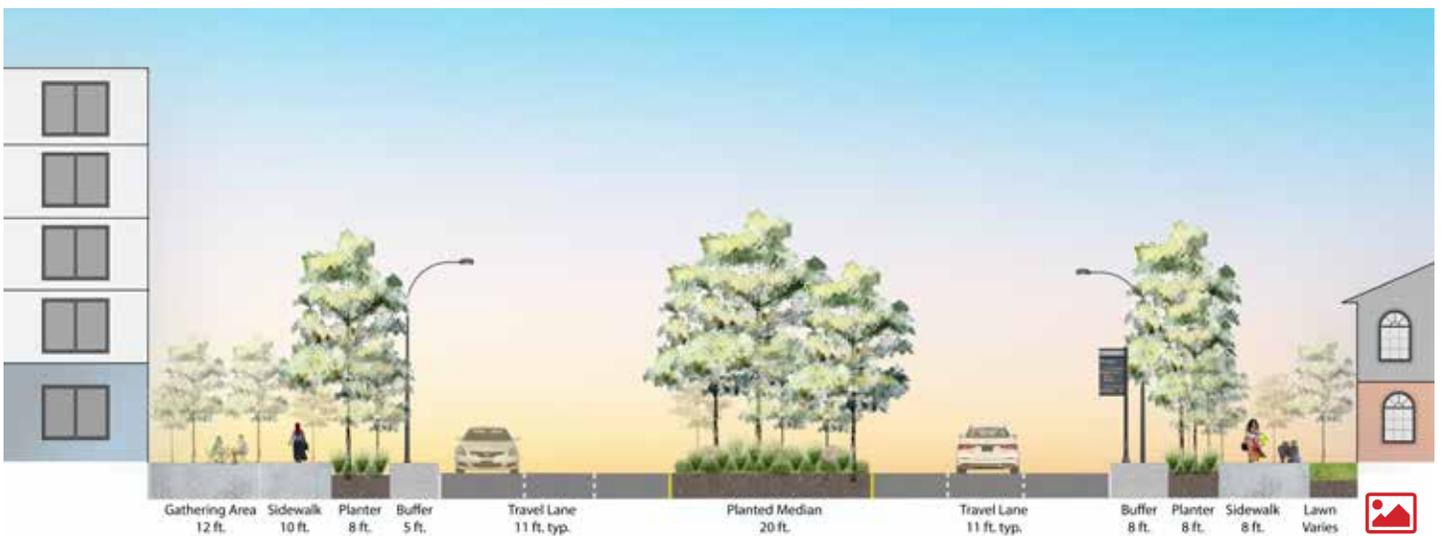


Frantz Road corridor within planning area

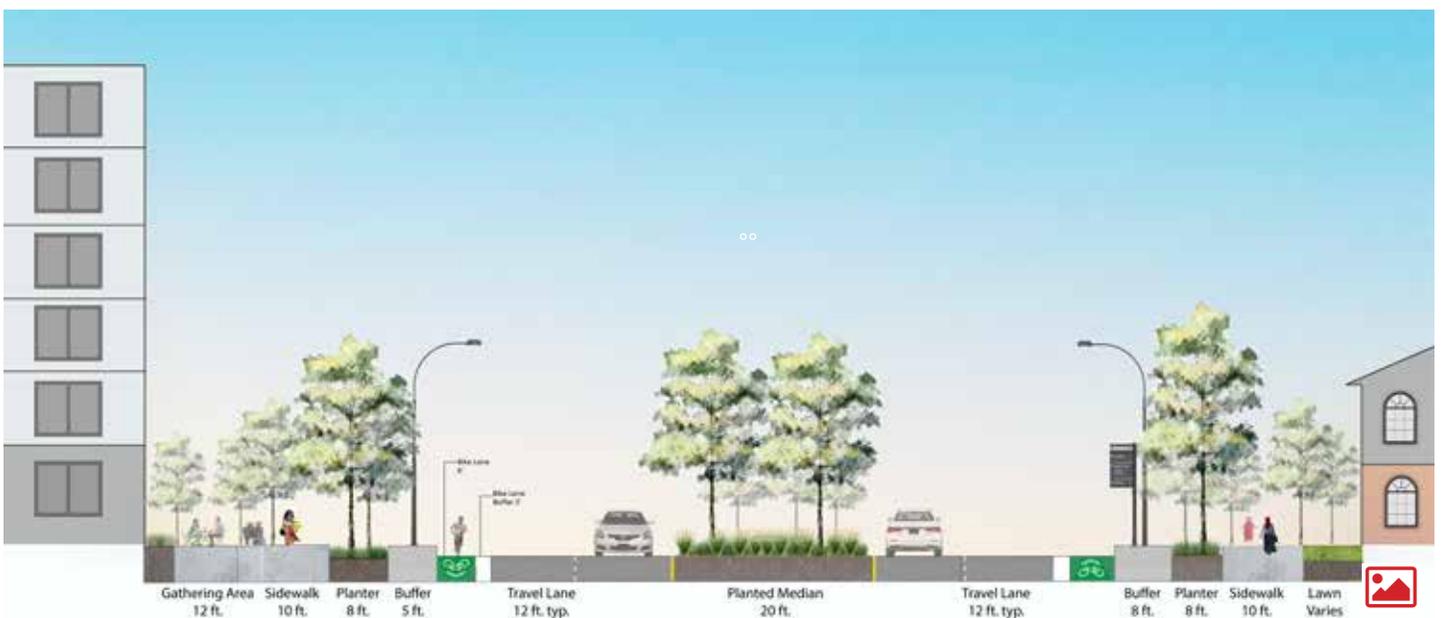
- ▶ Explore the potential of dedicated alternative transportation lanes along Frantz Road to provide for multi-modal options.
- ▶ **Activation of the public realm through gathering spaces, architectural design, open spaces, and other similar features.**
- ▶ **Integration of public art features near gateways or within public open spaces.**



Potential 4-Story Development along Frantz Road at Metro Center (looking north towards SR-161)



Potential 5-Story Development along Frantz Road at Metro Center (looking north towards SR-161)



Potential 6-Story Development along Frantz Road at Metro Center with improved corridor (looking north towards SR-161)

FRANTZ ROAD TYPICAL IMPROVEMENTS



Frantz Road and Metro Place South - EXISTING



Frantz Road and Metro Place South - With RECOMMENDED improvements

LANDSCAPE SCREENING

One of the most recognizable landscape features in Dublin is the existence of intense screening along the public rights-of-way. Zoning Code requirements have 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 benefit from the 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.



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



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

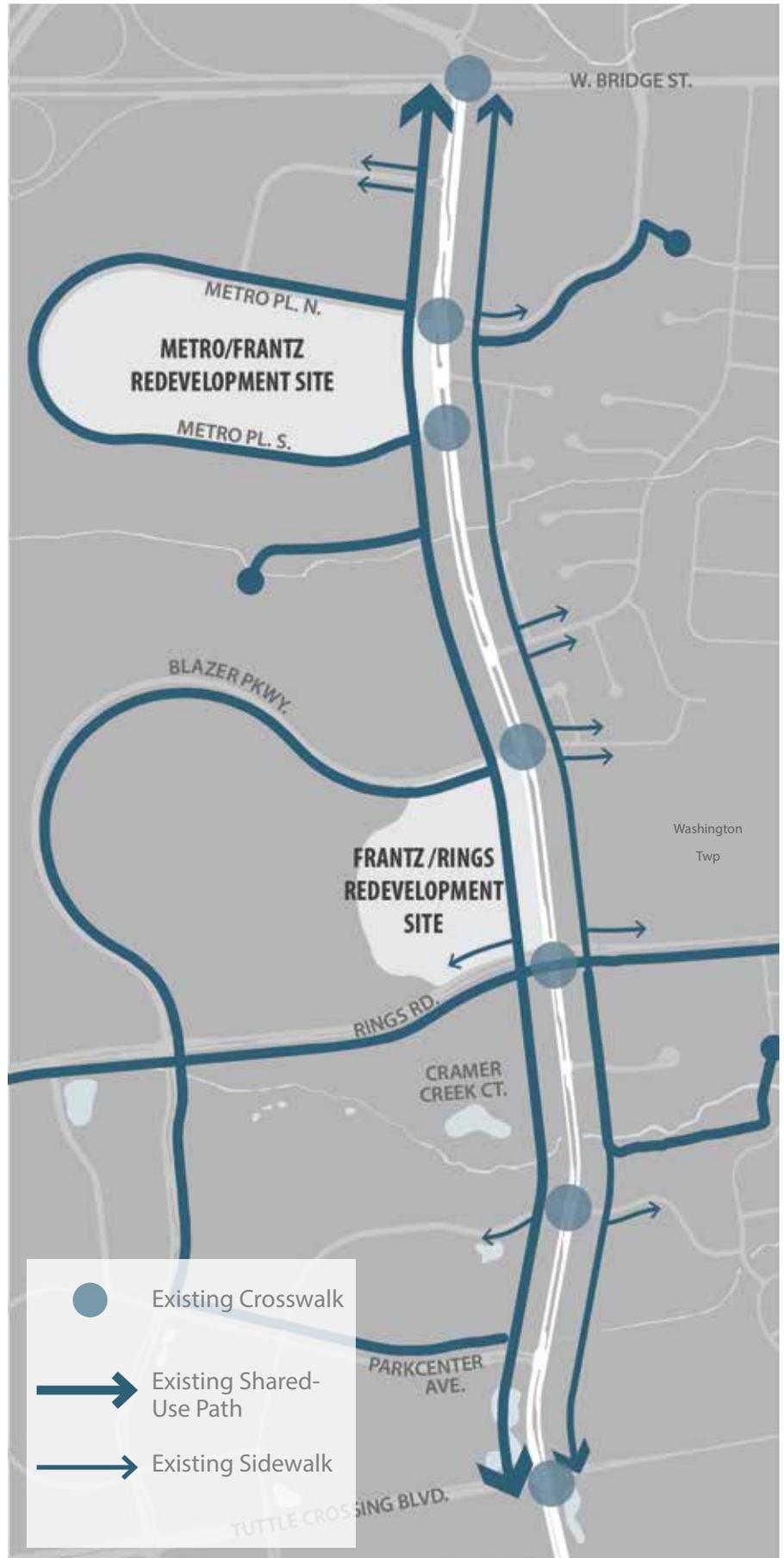


Overgrown landscaping can detract from a property's appearance instead of enhance it.

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.

In addition to existing crosswalks at signalized intersections, potential crossings at Cramer Creek Court and Parkcenter Avenue should be evaluated as pedestrian activity in the district increases with 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 Avenue and Cramer Creek Court



Automated pedestrian crossing signal

SIGNS

A relatively low percentage of businesses in the Frantz Road corridor portion of the planning area have direct frontage along Frantz Road. As part of the City's signs and wayfinding standards thought should be given to providing shared signs, sub-district branding and other opportunities for businesses to be identified along the primary access corridors, consistent with applicable codes.



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

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 Street and Tuttle Crossing Boulevard.
- ▶ Landscape enhancements to existing medians at targeted intersections.
- ▶ Additional landscape improvements to medians between intersections.
- ▶ Accent paving at both existing and potential crosswalks.



Proposed streetscape improvements along Frantz Road



The intersections of Frantz Road with Tuttle Crossing Boulevard and Bridge Street are opportunities for enhanced landscaping and distinct signage to create gateways into the Frantz Road 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 district 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 consistent standards that vary amongst the several PUD and standard zoning districts.
 - **Prioritize adopting new zoning districts with focus sites, such as Metro Center, to support unique development potential.**
 - **Collaborate with private property owners and developers on new zoning district regulations, especially for sites with growing development interest.**
- ▶ Emphasis placemaking as a review criteria.
- ▶ Incorporate new surface parking lot landscaping requirements consistent with the intent of this Plan.
- ▶ 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.
 - **Evaluate new stormwater management systems with new development or redevelopment, especially within focus sites.**
 - **Explore the removal or redesign of the regional stormwater system within Metro Center to stimulate redevelopment.**
- ▶ 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

- ▶ Build an interconnected walking and biking network, extend walking and biking trails into sites in conjunction with open space amenities.
- ▶ Provide multi-modal, and last-mile transportation options
- ▶ Explore construction of mini multi-modal hubs.
- ▶ Seek extension of COTA transit service throughout the planning area.

IMPROVE CONNECTIVITY

- ▶ Create additional roadway connections.
- ▶ **Create additional roadway connections-**
- ▶ Ensure pedestrian and bike 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 implement 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 life cycles.

SUPPORT TECHNOLOGY AND R+D BUSINESS INVESTMENT

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

PROVIDE INTEGRATED AND DIVERSE HOUSING OPTIONS

- ▶ Support new and diverse housing options tailored to the local workforce through zoning and policy decisions.

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.

SUPPORT DEVELOPMENT CONCEPTS FOR FOCUS SITES

- ▶ Permit varying building height between two- to six-stories along Frantz Road, within Metro Center, through the new zoning district.
- ▶ Encourage a new identity for Metro Center that aligns with the future vision for the district.
- ▶ Support redevelopment or infill development opportunities that realize recommendations for the development concepts.

DEVELOPMENT

SITE IMPROVEMENTS

REGULATORY

MOBILITY



TASKS

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

DEVELOPMENT + DESIGN PRINCIPLES

In order to guide retrofitting of existing sites and future redevelopment, basic design guidelines are suggested. Updates to the Future Land Use Plan and elements of the Zoning Code will create specific site standards. Guidelines will supplement those standards in a more flexible format, being rapidly adjustable to site-specific issues and distinguished between sub-districts.

PLACEMAKING

The City has recently adopted a Complete Streets resolution that memorializes its commitment to developing a walkable, pedestrian friendly environment that augments the placemaking strategies of the Dublin Corporate Area Plan. While some placemaking occurs due to community programming, such as a festival or a sculpture installation, or as the serendipity as a place evolves, the Plan recommends retrofitting and re-organizing existing development to increase opportunities for community to interaction.

- ▶ New development should include spaces designed to facilitate the interaction and lingering.
- ▶ These spaces should be
 - Inviting and rich in details.
 - Adaptive, unique, accessible, and safe
 - Opportunities for community activities and destinations.
 - Collaborative and sociable
 - Context specific to each sub-district's character.



Streetscape and spaces encourage interaction



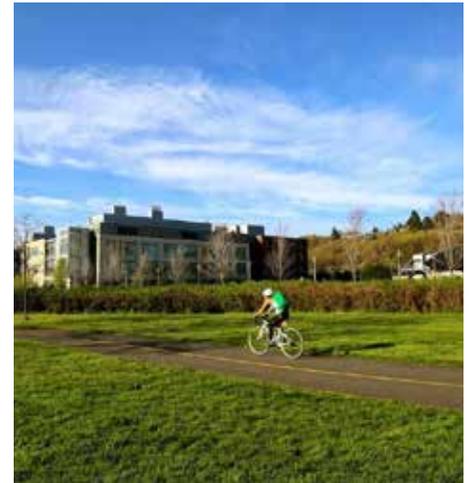
Street furniture and spaces encourage interaction

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 roundabouts and intersecting roadways.
- ▶ Pedestrian routes should be designed through parking areas and separated by landscape elements where possible.
- ▶ 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.



Pedestrian facilities integrated into sites



Bicycle facilities integrated into sites



Architectural variety complements the traditional portion of the building

BUILDINGS

- ▶ Entrances shall be located along the public rights-of way and in areas most easily accessed by parking areas.
- ▶ Building lighting may be used to enhance architectural features and to indicate the location of entries.
- ▶ Mixed-use buildings are encouraged where appropriate.
- ▶ Architectural variety is preferred in the Mixed Use Regional District. Project designers are encouraged to try to find elements to tie into



Walkway through parking area, linking to front entrances

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 be designed for human scale.
- Scale should be considered in the overall context of the district and based on site location.

ARCHITECTURAL DIVERSITY

The City has continually emphasized high-quality architecture and building materials. The planning area should provide a visible reference to Dublin's stated vision of being a "Vibrant, Innovative, and Engaged Community."

- ▶ Building forms should be complimentary and not redundant, as well as provide flexible spaces that can accommodate changes in use and work styles.
- ▶ Buildings should articulate the function and activities of each sub-district in terms of character, massing, materials, and landscaping.
- ▶ Buildings should be compatible relative to architectural character, massing, placement, height, and landscaping.
- ▶ A repetitive use of a single building type, scale, mass, or material should be avoided to ensure architectural interest.
- ▶ Placement should allow the building to engage with the street.
- ▶ Natural materials such as



Dynamic building massing



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



Extensive use of glass as exterior material



High degree of transparency

stone, provide a reference to Dublin's history, glass provides interactivity; however, use of other compatible materials such as woods, metals, and other innovative materials should be encouraged to provide interest to the building mass.

BUILDINGS: EXTERIOR MATERIALS

- ▶ Natural materials are encouraged; materials that emulate a different material are discouraged.

Brick

- Natural brick is encouraged as an external material based on scale and location.
- Other clay products such as terracotta tiles may be used as appropriate, as well as stone.

Stone

- Natural stone or natural stone veneer is appropriate based on scale and location.
- 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.

Wood

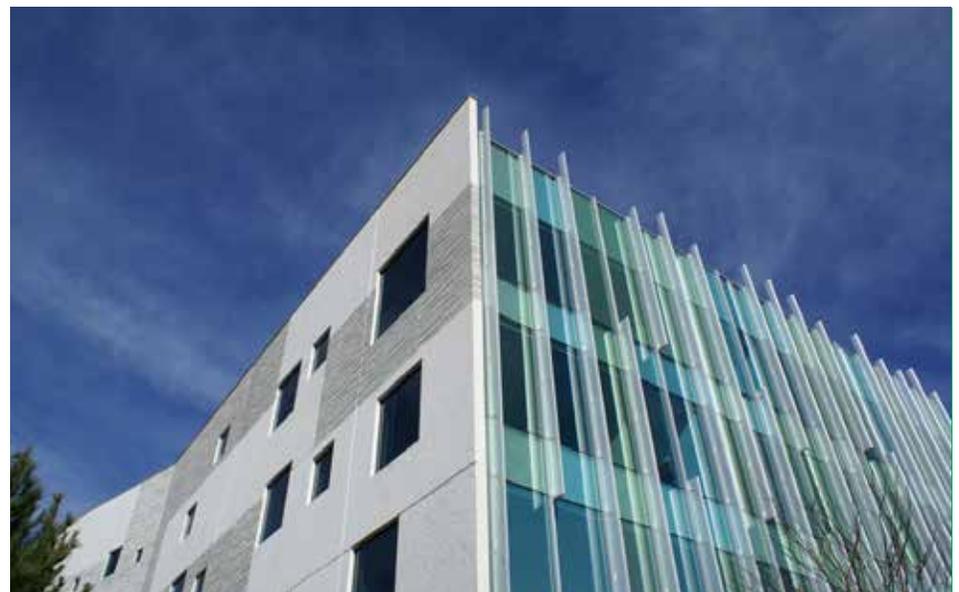
- Wood is a possible exterior material, depending on its application and the scale of the structure.
- Wood can have applications such as framing around building features.
- Traditional wood siding profiles should be used only on smaller-scale and traditionally designed structures.



Brick and glass as exterior building materials



Wood and metal as exterior building materials



Concrete and glass as exterior building materials

Glass

- The use of glass is appropriate based on scale, location, compatibility with other building material and architectural style.
- Use of transparent (non-opaque) of glass is encouraged throughout.

Metal

- Metal may be used as a building material based on appropriate scale, location and compatibility with other building materials.
- Metal should be more "solid" in character with a minimum thickness of $\frac{1}{4}$ " – break metal and other easily warped metal applications should be avoided.

Concrete

- Concrete may be used as a building 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 should be oriented in a grid-like street pattern, whether public streets or private on-site drives.



Access points should serve multiple office buildings/sites



Shared "green" parking lot



Permeable pavers in parking area



Dedicated bicycle facilities



Bicycle parking

PARKING

- ▶ Shared parking across joint sites is highly encouraged.
- ▶ Parking decks and garages integrated with site design are encouraged where economically feasible.
- ▶ 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

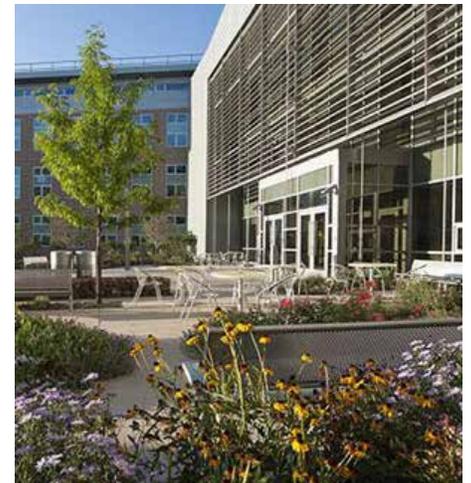
- ▶ Open Space as an organizational and focal element is highly encouraged.
- ▶ Usable open space should be incorporated in close proximity to all uses.
- ▶ Open space should include multi-use paths, seating, and other passive and limited active recreation uses.
- ▶ Stormwater features can be integrated into open space to provide park amenities.



Incorporated open space and stormwater features



Landscape median



Landscape clustered at entry

LANDSCAPING

- ▶ Site landscaping should be consolidated into areas large enough to support successful plant growth. Small landscape islands within parking lots are discouraged.
- ▶ Larger, linear landscape islands are encouraged, particularly those integrated into an overall stormwater quality and control system.
- ▶ Landscape areas may be curbless as needed to contribute to stormwater quality and controls.
- ▶ Landscape screening adjacent to the right-of-way is encouraged.

- ▶ Landscape screening between adjacent parking lots should not be in excess of that throughout the parking areas and should allow pedestrian access.
- ▶ Landscape mounding is not encouraged and should involve a gradual slope toward the public right-of-way when utilized.
- ▶ Landscape elements should be used within parking lots to create pedestrian pathways to entrances.
- ▶ Regular maintenance of landscaping is encouraged. This includes limiting hedgerows to heights low enough to see above when walking, thinning trees near buildings that obscure signage and entries, and regular

maintenance of screening along the rights-of-way.

- ▶ Natural features such as tree stands, tree rows and stream crossings should be preserved and incorporated into site design.

SIGNS

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



Examples of creative monument signs

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

Dublin Corporate Area Plan

Special Area Plan (2018)



CITY OF DUBLIN
PLANNING DIVISION
5800 SHIER RINGS ROAD
DUBLIN, OH 43016

A special area plan is a long range vision that establishes official City policy to guide future public and private decisions regarding development and infrastructure. It provides schematic representations of potential development areas at a variety of scales and levels of detail, and include recommendations for compatible land uses and design guidelines as may be appropriate to the area. It is to be used as a general guide for land use planning concepts, and should not necessarily be interpreted or applied literally. It is a vision that seeks to inform development over next several decades. It is an addendum to the Dublin Community Plan, 2013.



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 presents a long range vision 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.

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 30 to 50 year vision seeks to provide successful revitalization for the Dublin Corporate Area, while pointing the way toward future opportunities and sustainable development.

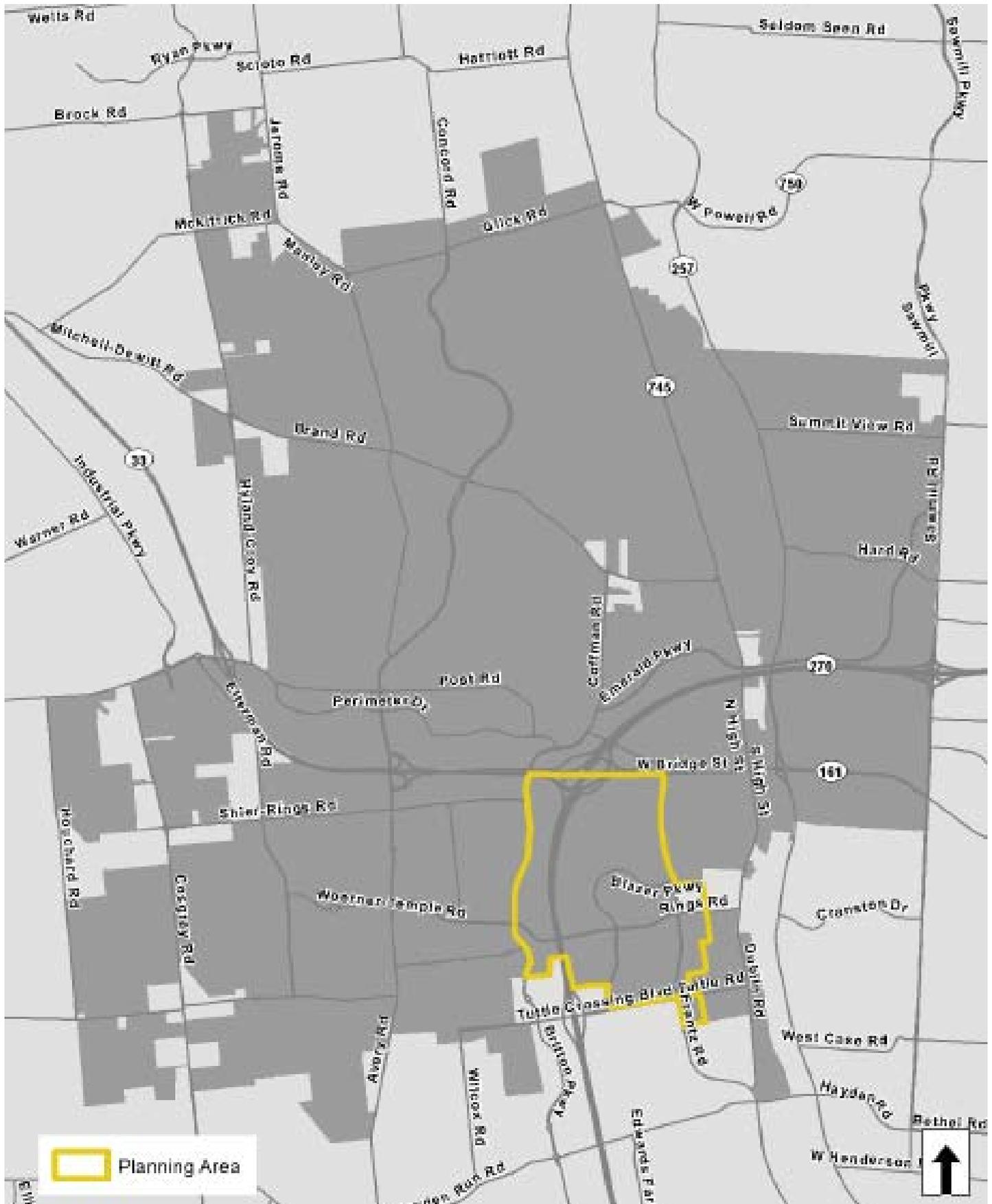
PLANNING GOALS

The following goal statements serve as the policy foundation for the Dublin Corporate Area Plan.

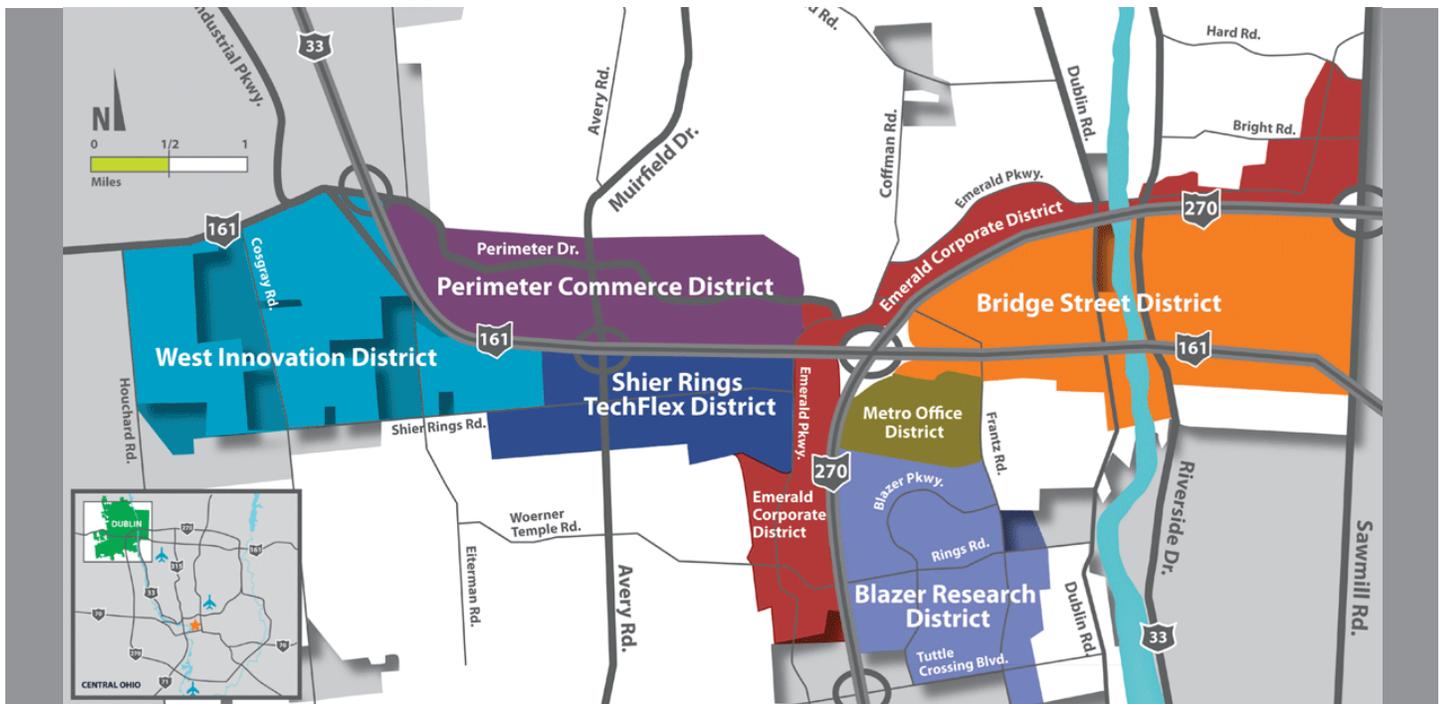
- ▶ Reposition the "legacy" office sites for success by encouraging new investment, as well as reinvestment in existing buildings.
- ▶ Create a walkable, mixed use environment with the commensurate amenities, while recommending places for infill and new development.
- ▶ Use formal and informal open spaces as organizational and focal elements for new development and redevelopment.
- ▶ Apply placemaking principles to encourage vitality within the district.

- ▶ Identify under-served markets and the related opportunities for attracting new private investment.
- ▶ Establish a strategy to "refresh" the Frantz Road streetscape that better reflects the gateway nature of this important corridor.
- ▶ Recommend mechanisms to ensure additional development along Frantz Road does not adversely impact neighborhoods to the east.
- ▶ Recommend zoning tools to ensure successful implementation of the vision and plan recommendations, while providing new zoning protections for adjacent neighborhoods.
- ▶ Introduce consistent and compatible architectural and site design guidelines for the entire district.

REGIONAL CONTEXT



COMPLEMENTARY PLANNING PROJECTS



Map of Dublin business districts

PLANNING AREA CONTEXT

The planning area is approximately 987 acres and primarily consists of large office campuses 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 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, preferences, and technological needs have advanced.

RECENT SPECIAL AREA PLAN

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.



EXISTING CONDITIONS

The Dublin Corporate Area is characterized by a typical office campus development pattern. The planning 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 planning area include:

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

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



Dublin Corporate Area Plan: Planning Area

Land Use Category	Number of Parcels	Total Acreage	% 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%

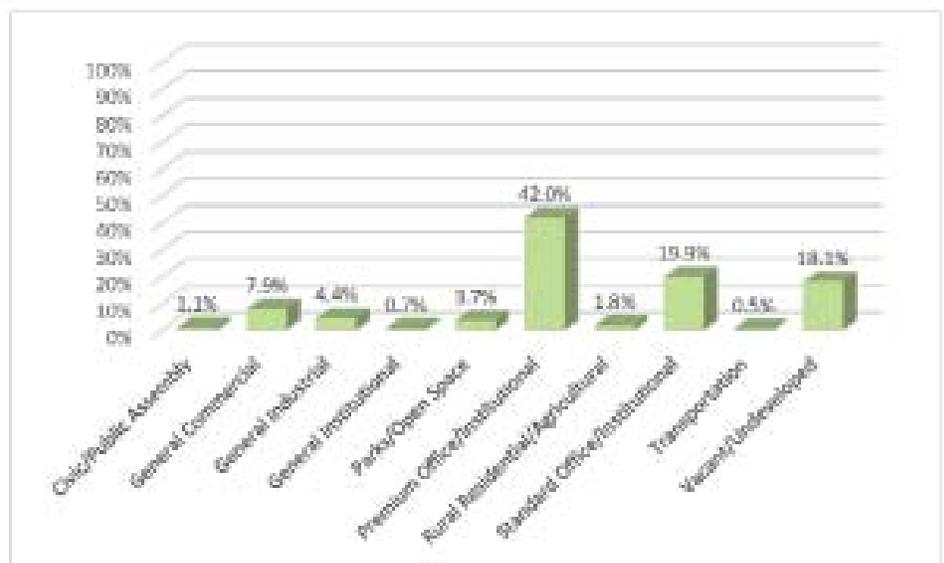
EXISTING LAND USE AND ZONING

The Dublin Corporate Area encompasses 987 acres on both sides of I-270. The largest land use within the planning area is corporate office. 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 planning area.

In the southern and northern portions of the planning area, General Commercial areas introduce a 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 planning area, at Rings Road and Emerald Parkway, that includes a small restaurant/retail cluster.

The northwest corner of the planning 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



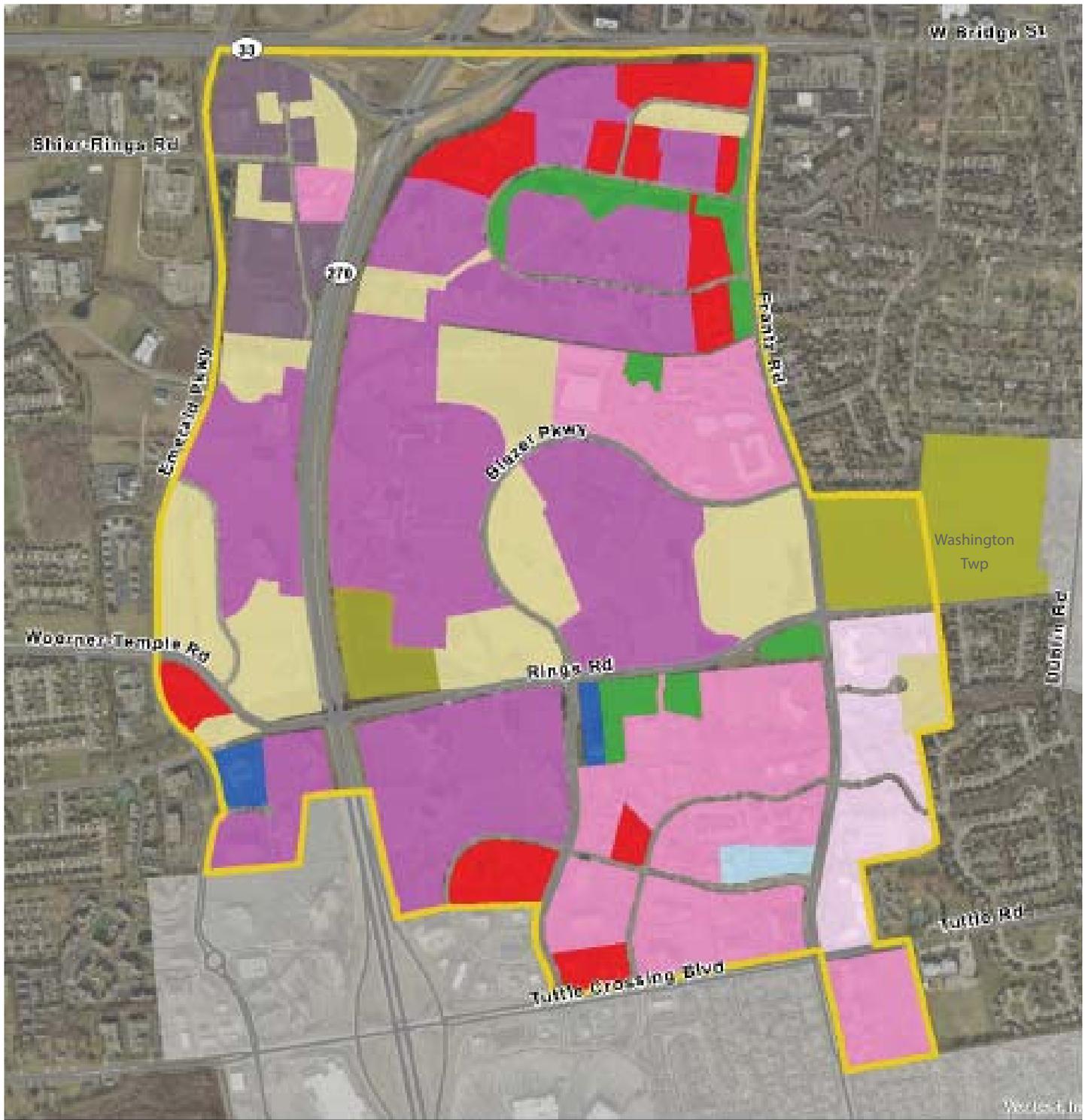
planning area. Some of the larger areas designated as Parks/Open Space are stormwater features for the Metro Center office campus with limited recreation opportunities.

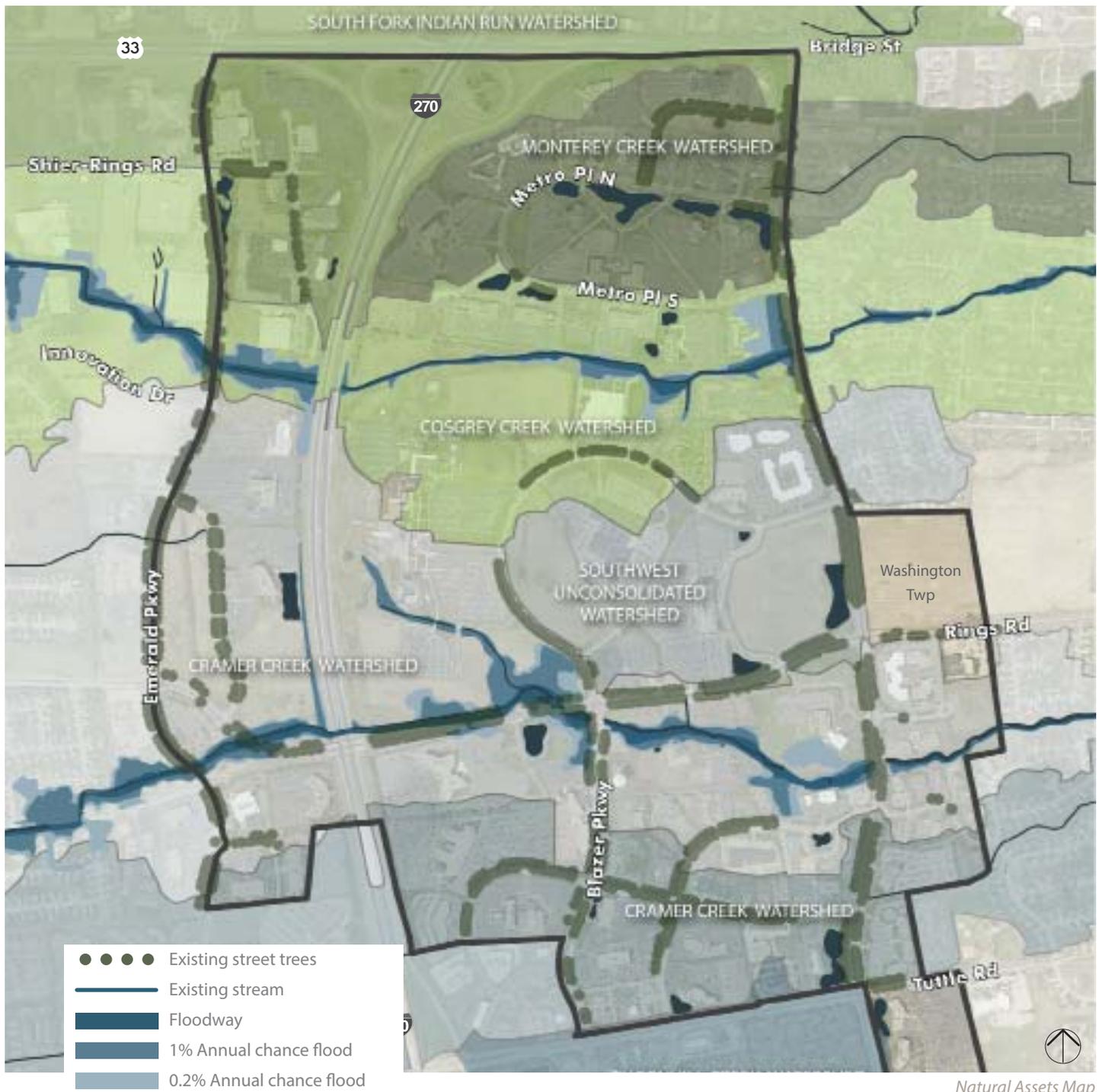
To the west and east of the site are residential neighborhoods, predominantly single-family residential homes.

To the north is West Bridge Street, which provide opportunities for physical connection to the planning

area for compatible development. To the south of the planning area is the Mall at Tuttle Crossing, auto-oriented restaurant/retail, and multi-family residential in the City of Columbus.

Washington
Twp





NATURAL ASSETS

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

To preserve environmentally sensitive areas along streams and creeks, the City of Dublin's Stormwater Management Design Manual requires Stream Corridor Protection Zones 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 planning area. These natural and aesthetic remnants of the previous farmland uses are natural assets and a link to the legacy of the area.

Extensive landscaping installed over several decades have created tree canopies that have matured into excessive growth and unmanicured streetscapes.

PARKS AND OPEN SPACE

There is limited parkland in the planning area. The major feature is the Field Of Corn public art 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 includes some passive recreation and walking trails.

STREET NETWORK AND RIGHT-OF-WAY CHARACTERISTICS

The roadway system in the planning 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. Other primary roadways serve as access points to different office areas, without many direct interconnections.

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 serves as a central spine

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 Frantz 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 road serves as a north-south regional connection and provides access 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 changes on the west side of the corridor from office to residential neighborhoods.

Tuttle Crossing Boulevard

This is a major highway-oriented commercial corridor, linking I-270 to the southern portion of the planning 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 Boulevard gets narrower as it proceeds east to Frantz Road.

West Bridge Street

The portion of West Bridge Street adjacent to the planning 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 planning 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 planning area. In addition, Blazer Parkway extends past many of the yet-undeveloped sites near Rings Road.

Rings Road

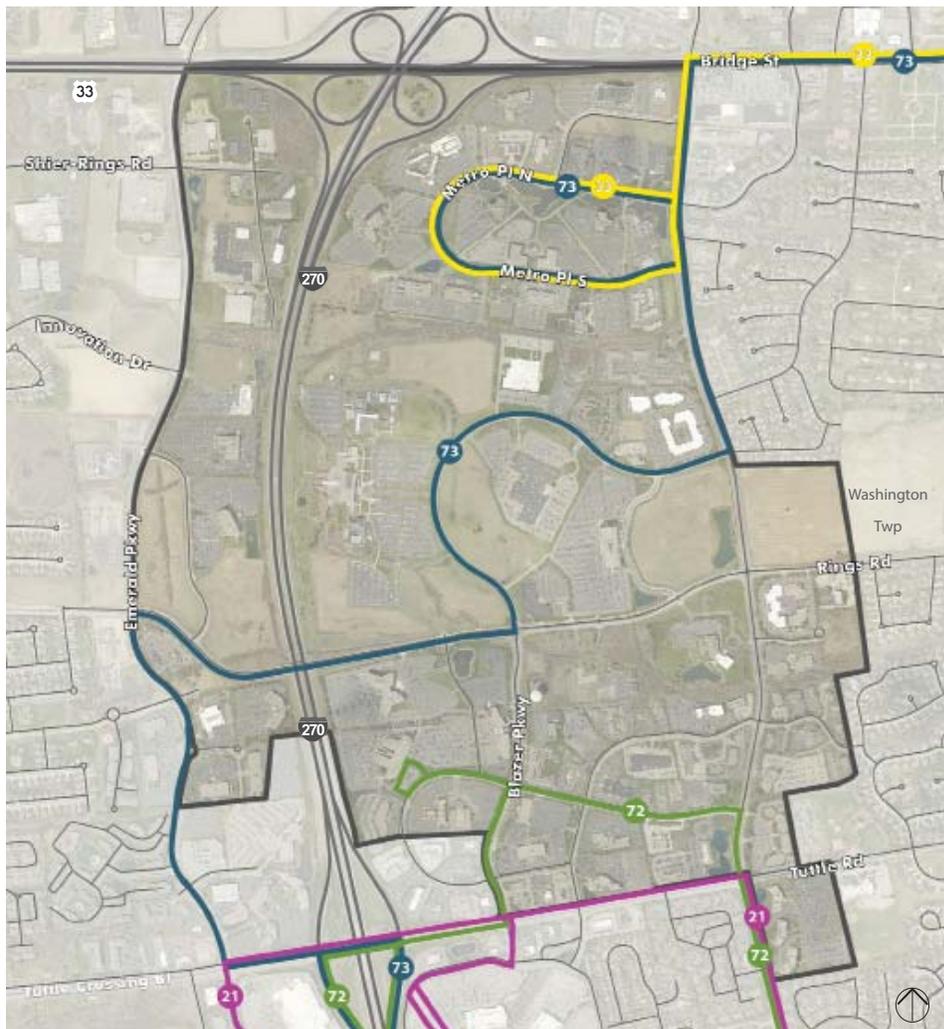
Rings Road is an important east/west connector for the planning area. It is the only route that is not a highway entrance linking both sides of the planning area, with a connection over I-270. Rings Road includes a sidewalk and a trail connection as part of the streetscape, providing important pedestrian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



Existing Transit

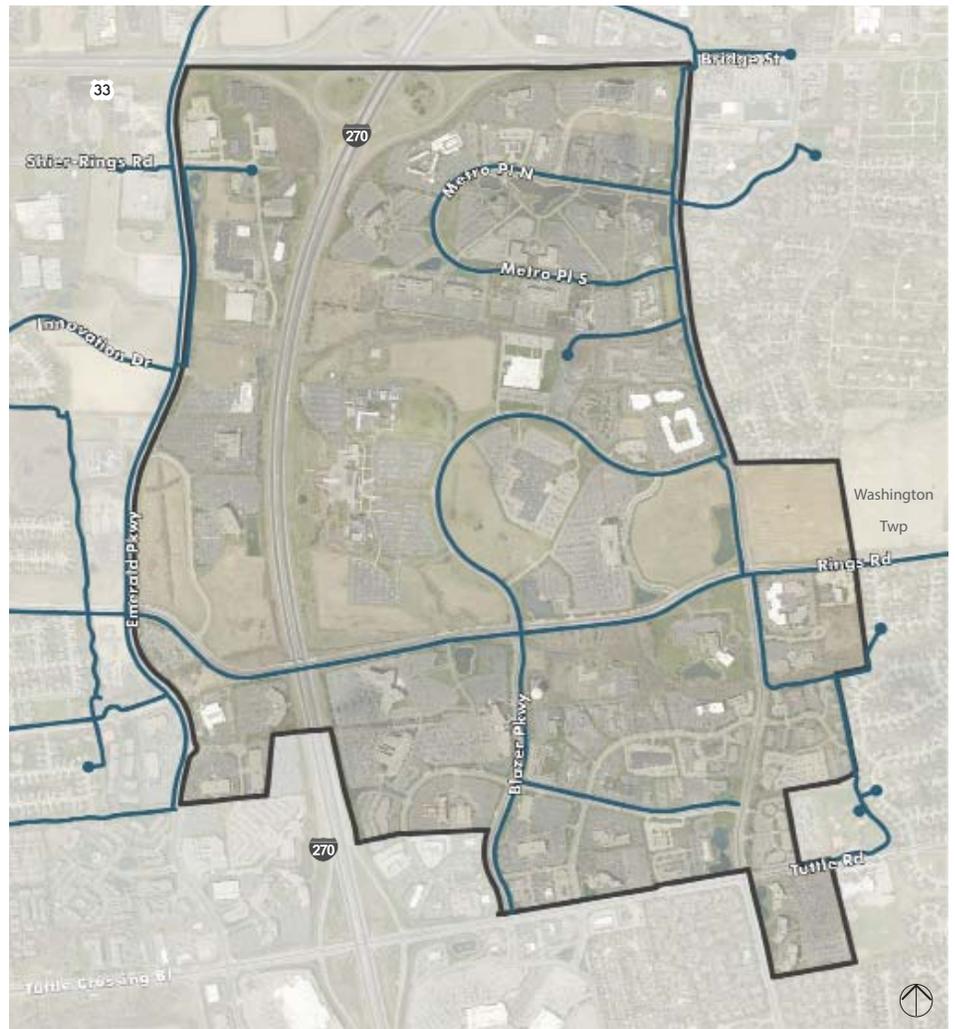
- 21 COTA Route 21
- 33 COTA Route 33
- 72 COTA Route 72
- 73 COTA Route 73

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 are needed within the planning area. 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 locations, but the walkability is generally 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 sites, further diminishing overall walkability.

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.



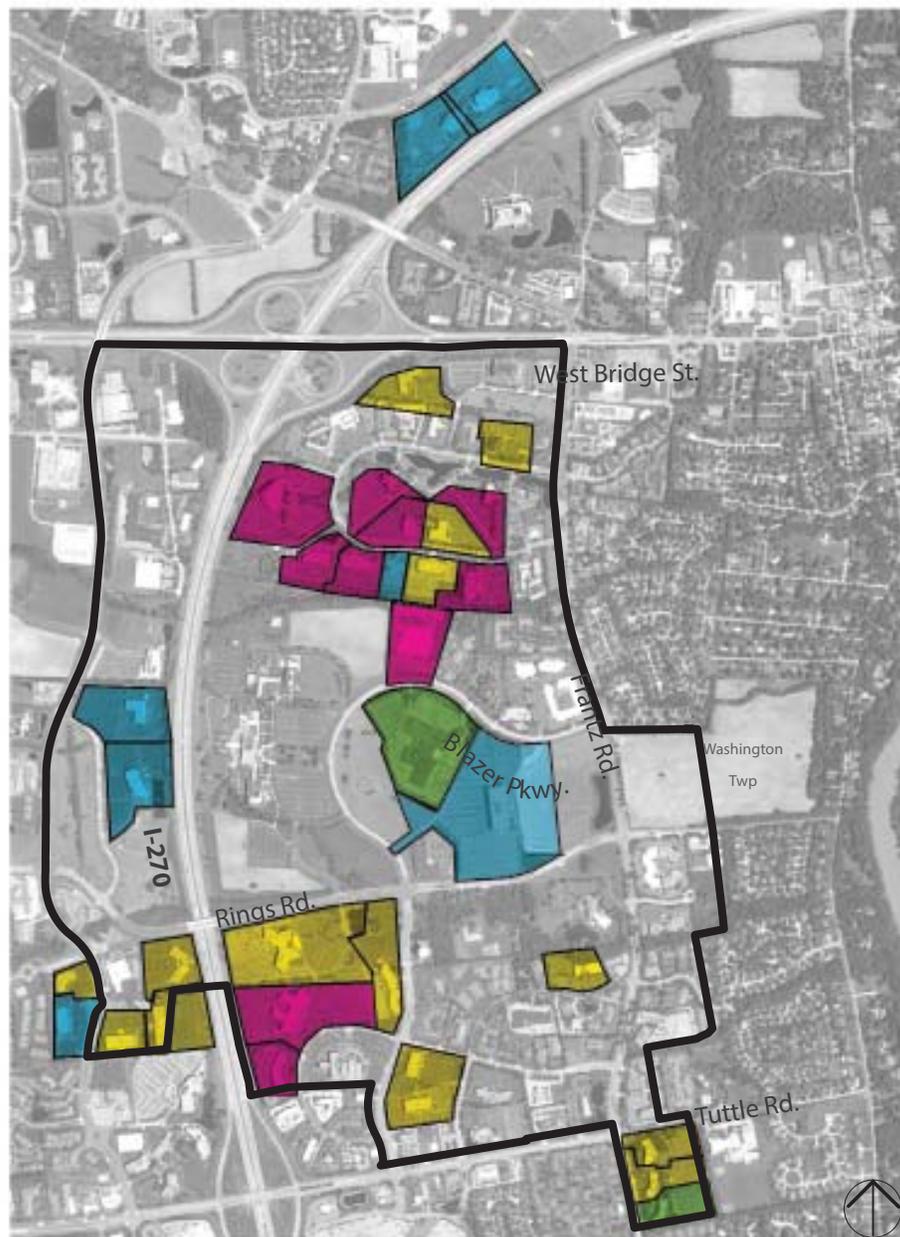
Existing Bike Path

Existing Bike Paths

EXISTING PARKING RATIOS

Typical parking ratios for suburban office uses 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*).

In recent years, there has been a trend for 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, thereby creating additional parking demand. Another recent development has been the proliferation of call centers that use less office space per employee, generate additional parking demand per office square footage. These call center uses also have challenges during shift changes when there is an overlap.



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 focus 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 vacancies in their parking lots. Those experiencing difficulty were typically very large single-user buildings and call centers with shift changes. 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 walk through 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:

- ▶ 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.



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

- ▶ Large areas of landscape buffering between adjacent lots in strategic locations for near-door parking.
- ▶ Adjacent lots with no efficiencies for sharing due to compounded inefficient site design.



While certain users are experiencing parking shortages, many had consistent vacancy in a workable percentage of their parking lots.



Overgrown landscaping obscuring a view of the front entrance, leading to very low usage of parking spaces.



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



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



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



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

PUBLIC INPUT

By design, the plan was a collaborative process involving city staff and professional consultants and most importantly targeted outreach to Dublin residents and the business community. The approach was iterative beginning with broad questions, then focusing on the specific issues.

Several new engagement tools were utilized, as described below.

WORKSHOPS AND SURVEYS PHASE I:

Business Community Outreach Workshop

December 1, 2015
Interactive polling

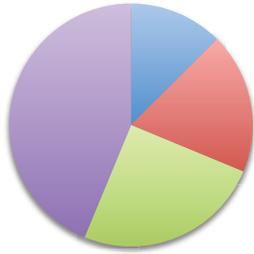
The first phase culminated in a workshop focused on property owners and brokers representing the planning area as well as those working in local offices. Through interactive polling, input was received to guide the subsequent

phase. An open house format allowed participants to discuss comments directly with the planning team. In general, feedback focused on:

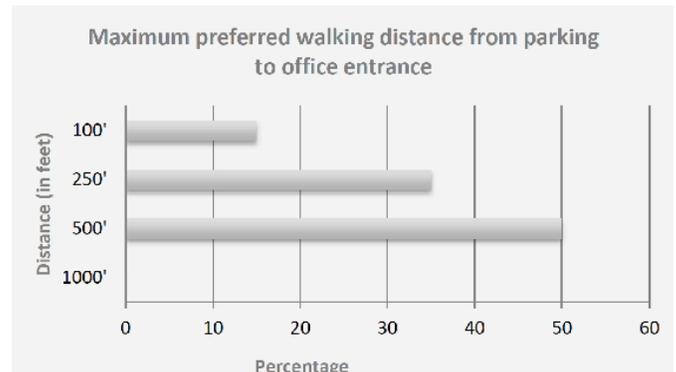
- ▶ The need for more amenities for office workers.
- ▶ Updates to the appearance of the sites and adjacent roadway corridors.
- ▶ More efficient parking.
- ▶ Strategies for more aggressive redevelopment within the planning area.

Focus Group Participants

(from December 1, 2015 workshop)

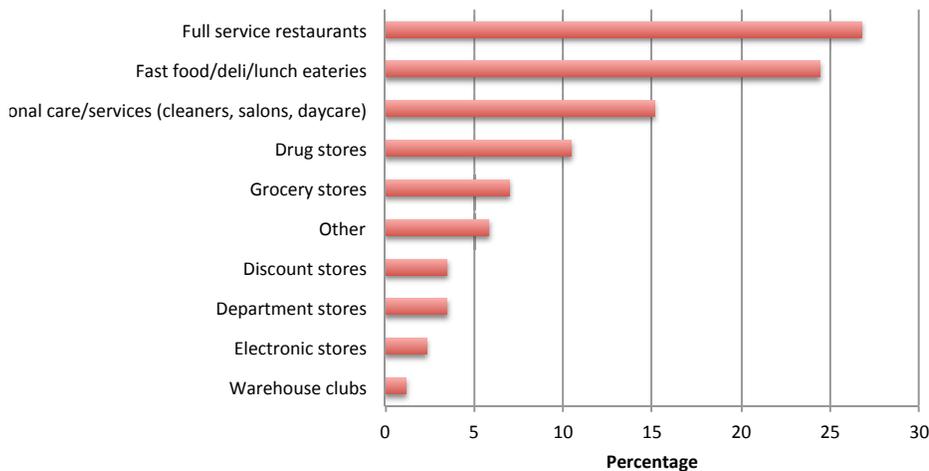


- Developed proj owner - office
- Developer
- Commercial real broker
- Business tenant



Amenities most needed

along Frantz Road



PHASE II:

**Public Workshop #1:
Amenities and Services**

August 31, 2016
Interactive polling
Web-based survey

Phase two began with a public workshop aimed at gathering input from residents, workers and others with an interest in the planning 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% worked in Dublin. Key questions and results were:

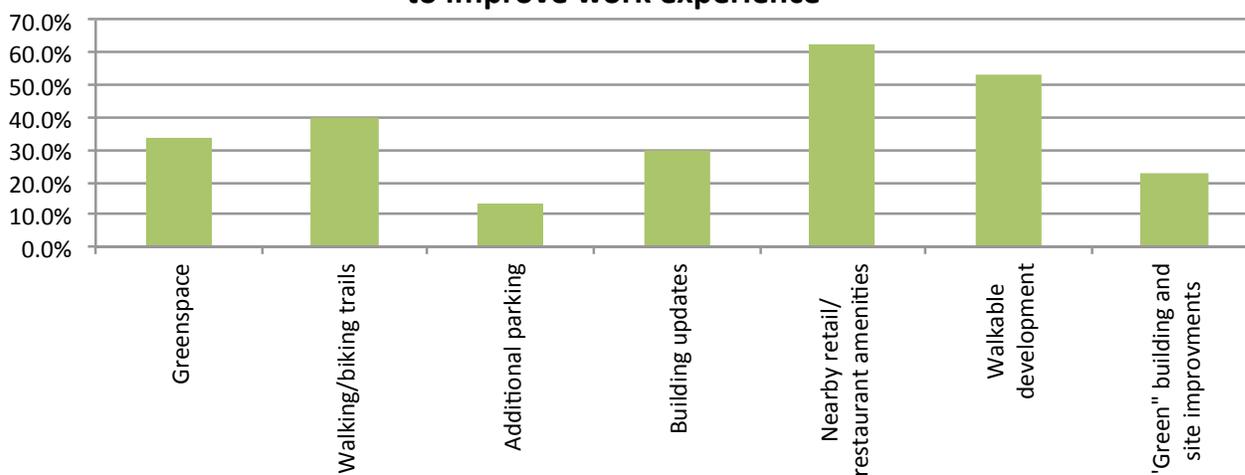
Which of the following would you visit regularly if added to the planning area?

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

**Public Workshop #2:
Development Concepts**

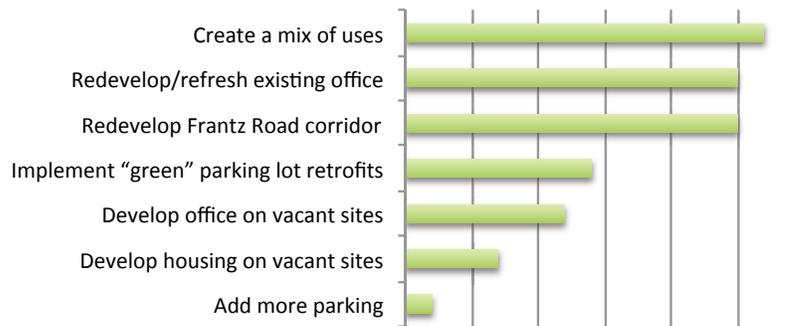
November 1, 2016
Interactive polling
Web-based survey

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:

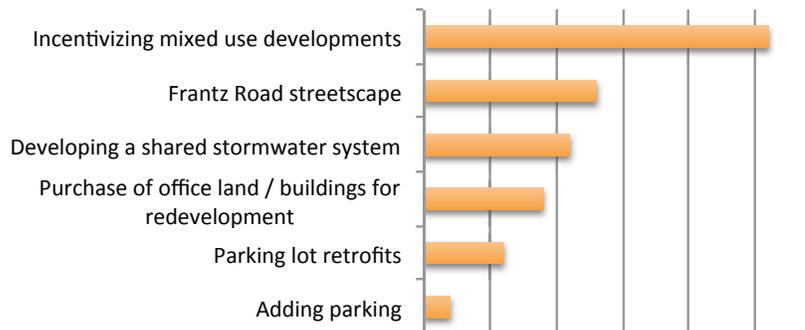
- ▶ Strong support for mix of uses.
- ▶ Strong support for redevelopment of Frantz Road corridor.
- ▶ Need to redevelop/refresh existing office.
- ▶ High interest in pedestrian access improvements.

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% worked in Dublin.

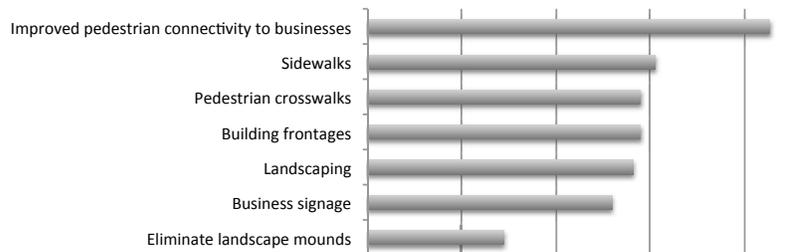
Rate the impacts of these possible changes:



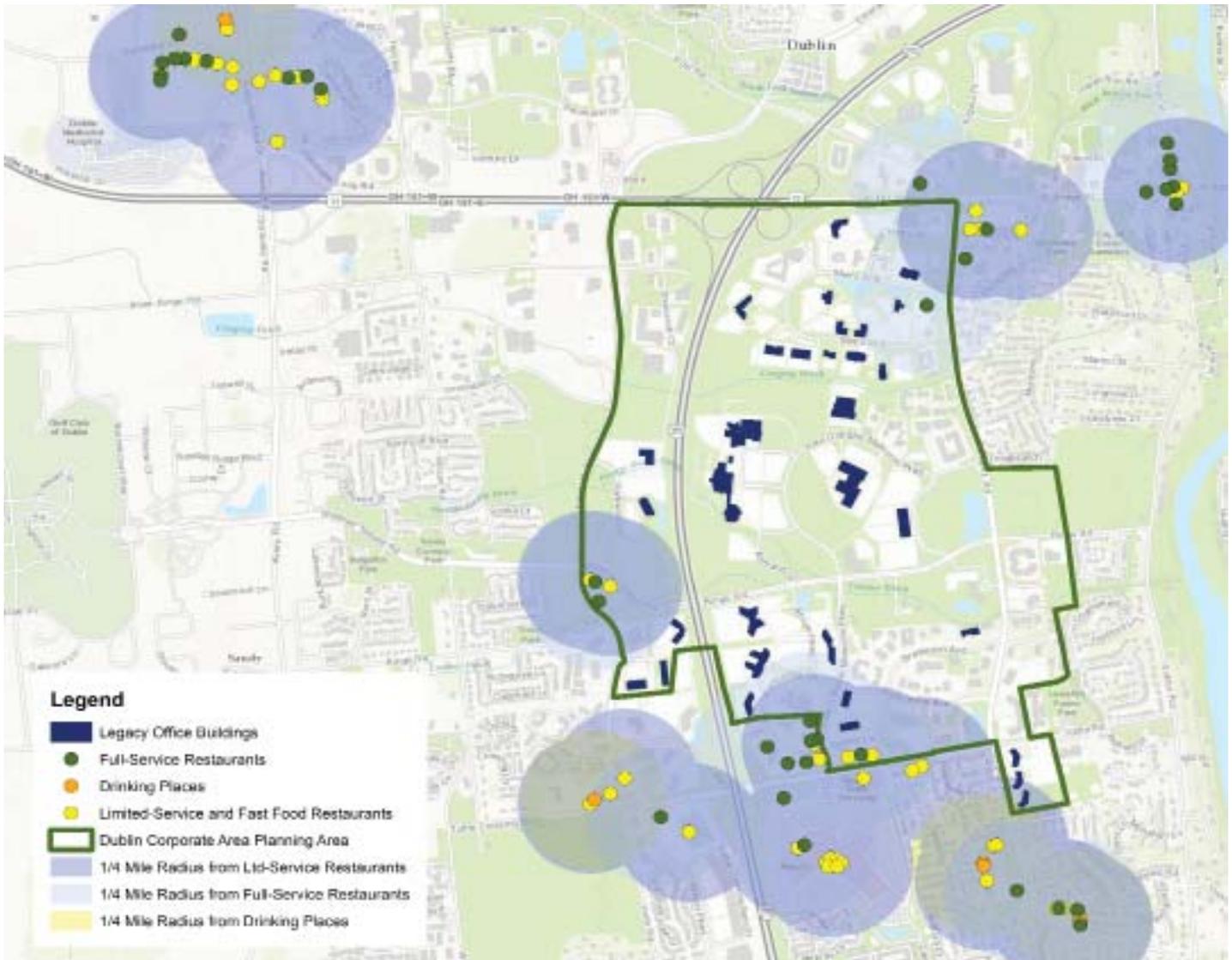
How valuable is public investment in the following?



What elements of Frantz Road most need updating?



MARKET ANALYSIS



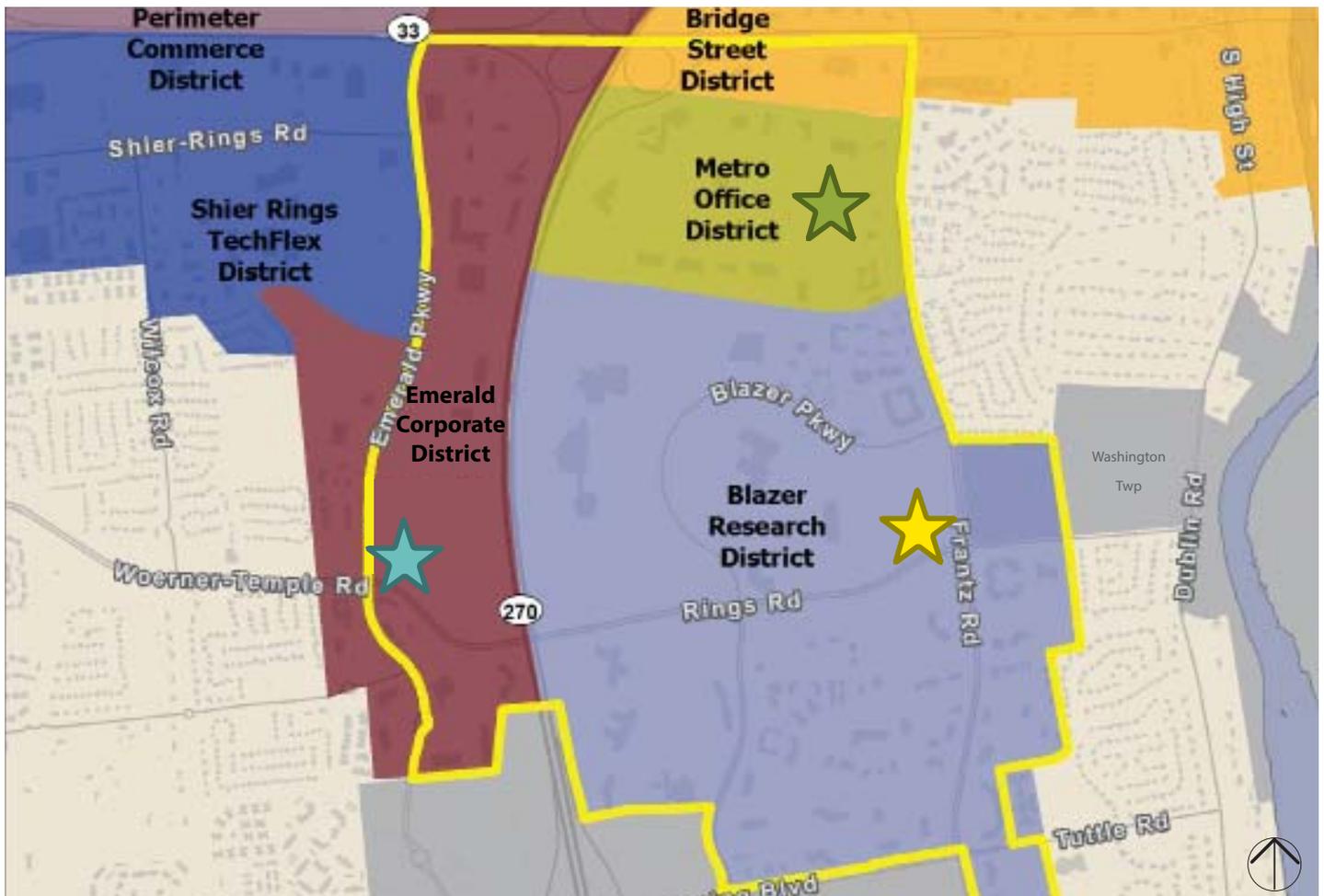
Restaurant Locations Map

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 planning area indicated that nearby retail and restaurants were needed to improve their work experience.



Target Sites Map

VIAIBLE 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.

FOCUS SITES

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

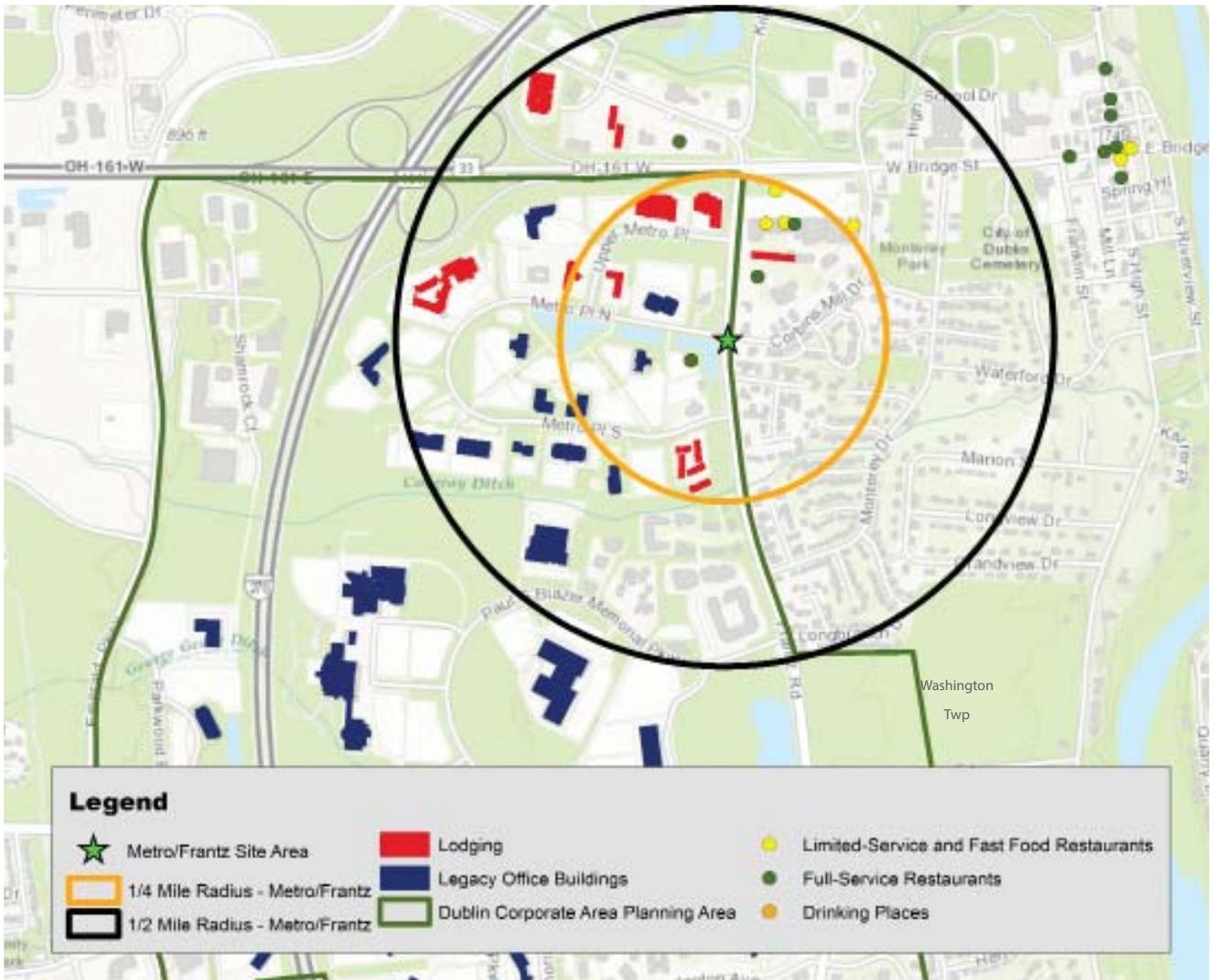
Retail/restaurant spending potential was identified for each site area from three consumer types:

- ▶ 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.

*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.naio.org/preferredofficelocations>



Metro Center Site

METRO PLACE/FRANTZ ROAD

Consumer Types

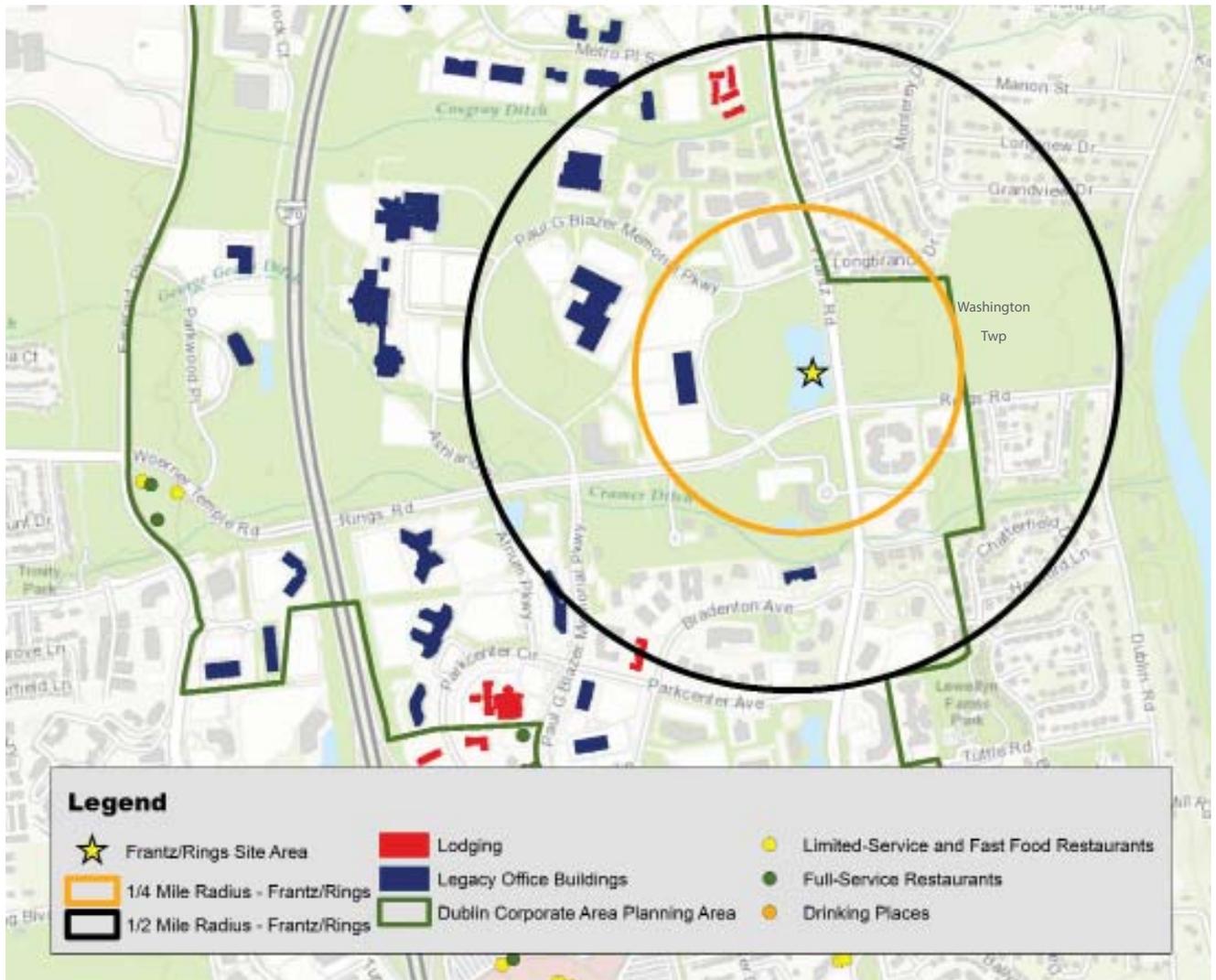
- ▶ 1,300+ hotel rooms outnumber resident population (1,234 persons, 2016 estimate)
- ▶ Estimated 300,000+ hotel room nights annually within ½ mile of site area
- ▶ More than 1.5 million square feet of office space, estimated 7,500+ employee capacity

Spending Potential

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

Core Demand

- ▶ Restaurants and other food and beverage establishments



Rings and Frantz Road Site

FRANTZ/RINGS ROAD

Consumer Types

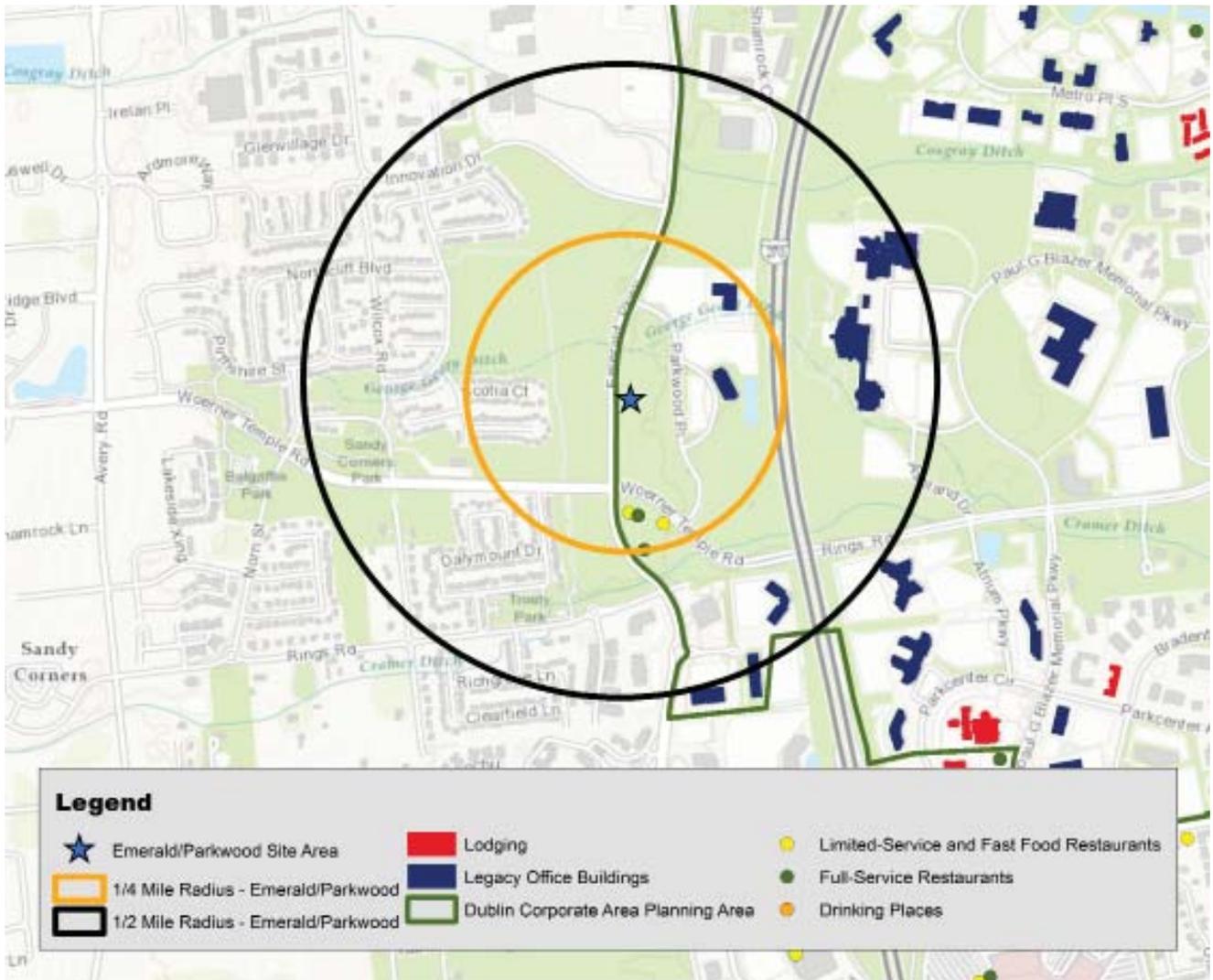
- ▶ 2.2 million square feet of office space, estimated 11,000+ employee capacity
- ▶ Low proximate population counts; however highest population count of three sites within 5-minute drive (nearly 10,000 persons)
- ▶ No hotel rooms within ¼ mile

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 Site

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 1/2 mile
- ▶ No hotel rooms within 1/2 mile

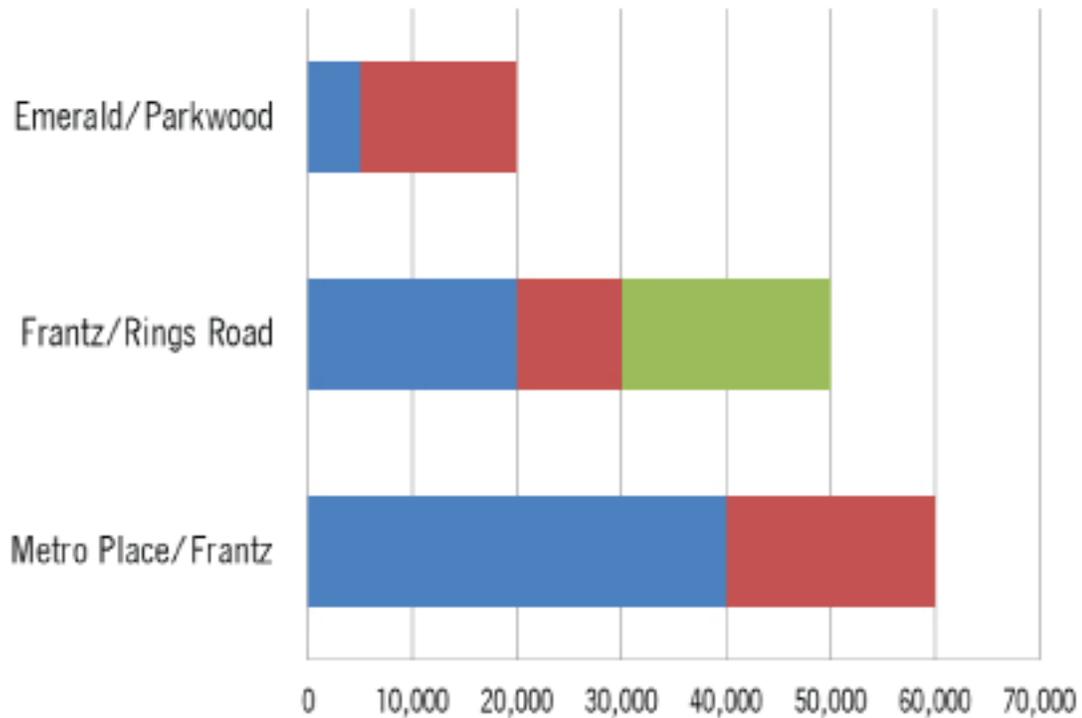
Spending Potential

- ▶ \$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
Total	60,000	50,000	20,000

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 (retail and restaurant) uses and improves the overall financial feasibility of redevelopment.

RECOMMENDATIONS LAND USE

The intent of the Dublin Corporate Area Plan is to help the district to maintain its competitive edge as a regional employment center by introducing updated land use strategies within the district. The following goals will guide future development and redevelopment.

- ▶ Encourage a variety of land uses, focusing on needed amenities to serve workers, nearby hotel visitors, and residents.
- ▶ Apply placemaking principles to encourage vitality within the district.
- ▶ Use formal and informal open spaces as organizational and focal elements for new development and redevelopment.
- ▶ Support integrated infill

residential development at key locations in support of office development.

- ▶ Mitigate negative impacts of new development on adjacent neighborhoods.
- ▶ Position the planning area as a well-connected district (both walkable and bikable) with sevice and recreational amenities (open spaces) to facilitate opportunities for community interaction.

As a transition from the true urban character of the emerging Bridge Street District to typical suburban style development, the Dublin Corporate Area can merge both developmental principles (walkability and place-making principles of Bridge Street District and low intensity development

style of suburban office districts) with great success. However, this will require a targeted shift in future land use strategies to complement a renewed approach to site design and redevelopment.

The land use philosophy for this district is based on the transition from the development patterns of the past to better serve workforce and residents of the future.

Allowing flexibility in land uses will facilitate this transition as market forces shift during next few years. It is not anticipated that a large-scale transformation will be immediate, so this plan sets a framework for changes as individual sites are adapted to facilitate the uses for today's office-focused sub-districts.





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 limited residential uses.

The Dublin Corporate Area is divided in various sub-districts based on the existing development patterns. Each sub-district has a specific set of opportunities and preferred development outcomes. This will be reflected in the proposed land use categories for each sub-district.

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 planning area.

While the land use recommendations for each sub-district provide general guidelines for new development and redevelopment, site specific land use policies are provided on Page 33 for all undeveloped sites within the planning area.

FUTURE LAND USE CLASSIFICATIONS

The Plan continues to support existing Flex Office/Research and Development (TechFlex) west of Emerald Parkway and Mixed Use Urban Core (Bridge Street District) along SR 161 and includes four new Mixed Use Regional Sub-Districts.

FLEX OFFICE/RESEARCH AND DEVELOPMENT (TECH FLEX)

The Flex Office/Research and Development Sub-District within this planning area is part of the larger district that extends west to Avery Road as designated in the Community Plan (2013). Within this

sub-district, there are additional infill opportunities because of proximity to the I-270/US-33 interchange. Additional office or light industrial uses are appropriate.

General Uses

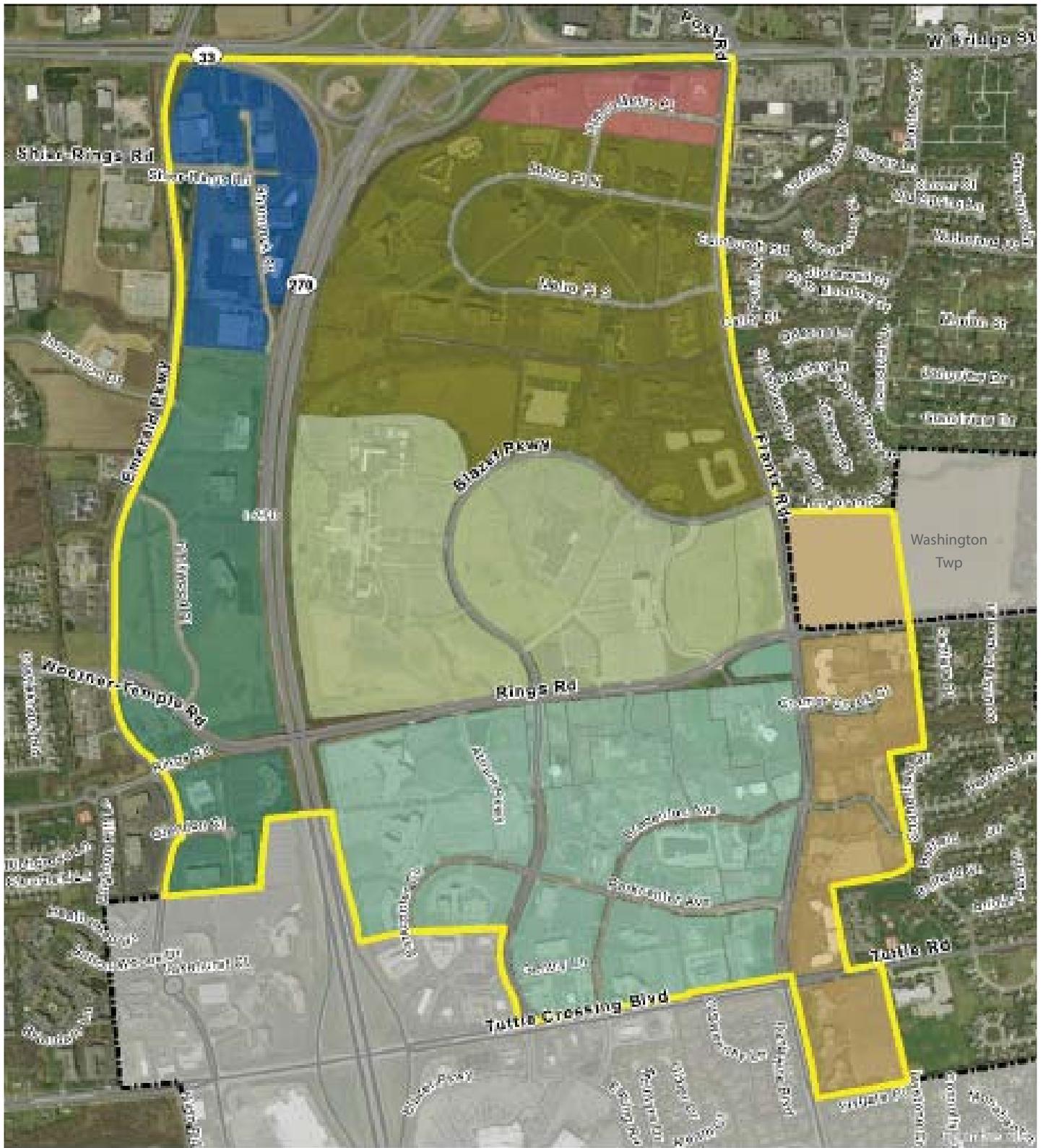
There are no additional uses proposed.

MIXED USE URBAN CORE (BSD)

The Mixed Use Urban Core Sub-District within this planning area is part of the larger Bridge Street District that extends east on SR 161 to Sawmill Road. Within this Sub-District, there are additional infill opportunities because of proximity to the I-270/US-33 interchange. Additional office and hospitality uses are appropriate. Consideration should be given to structured parking. The frontage along Frantz Road should continue to support neighborhood commercial uses at key locations.

General Uses

There are no additional uses proposed.



MIXED USE REGIONAL SUB-DISTRICTS (MUR)

Mixed Use Regional Districts are intended to provide concentrated areas of high quality employment facilities, integrated with or adjacent to complementary retail and commercial uses as well as supporting residential and recreational uses. These sub-districts provide opportunities to introduce amenities and walkable environment for office workers, visitors, and nearby residents.

MUR-1: METRO/BLAZER SUB-DISTRICT

The Metro/Blazer 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. In addition, there are practical difficulties for site access, inefficient parking and site design that must be remedied.

This sub-district does have great promise due to the excellent location and significant amount of Frantz Road frontage. The introduction of a mix of uses, additional roadway connections, and strategic phased redevelopment will reposition this sub-district to succeed for future generations. Appropriate uses include office, residential infill on key sites (density not to exceed 30 du/ac) as a secondary use to office, and neighborhood commercial along Frantz Road (density not to exceed 20,000 sf/ ac). Road extensions should be explored, linking Metro Place South and Blazer Parkway, as well as Metro Place North with Shier Rings Road.

General Uses

The Metro/Blazer Sub-District is an office employment center for the City



Metro/Blazer: Central open space and office



Metro/Blazer and Tuttle/Rings: Hotel uses



Metro/Blazer and Tuttle/Rings: Restaurant uses

as well as provides an opportunity to introduce uses to support offices, hotel visitors, and nearby residents.

Uses to include:

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

MUR-2: TUTTLE/RINGS (NORTH AND SOUTH) SUB-DISTRICT

The Tuttle/Rings Sub-District has specific characteristics north and south of Rings Road.

North of Rings Road the Tuttle/ Rings Sub-District contains the largest opportunity for new investment given the amount of undeveloped land. Appropriate uses include additional corporate office within the interior of the sub-district with supporting retail services (coffee shops), however a limited amount of multi-story residential development is supported (density not to exceed 30 du/ac) as a secondary use to office. 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. Residential development is not appropriate in this portion of the sub-district.

General Uses

The Tuttle/Rings Sub-District serves as a transition from the Tuttle Crossing area into the greater office campus area.



Tuttle/Rings: Central open space walkway

- Uses to include:
- Tuttle/Rings North
 - Office
 - Office campus
 - Retail
 - Restaurant/bar
 - Entertainment
 - Multifamily

- Tuttle/Rings South
- Office
 - Office campus
 - Retail
 - Restaurant/bar
 - Entertainment

MUR-3: EMERALD SUB-DISTRICT

The Emerald Sub-District is west of I-270 and benefits from relatively recent development. The new office buildings do follow the typical development pattern with large individual buildings surrounded by surface parking lots. While limited in amenities and services, 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. Supporting uses to office development such as hospitality and retail/restaurant can be introduced as recommended for Site 2 on Page 33. Residential uses are not appropriate in this sub-district. The Plan continues to support existing office development toward southern end of the District.

General Uses

The primary focus of Emerald Sub-District is Office.

- Uses to include:
- Office
 - Office campus
 - Supporting retail services
 - Restaurant



Metro/Blazer and Tuttle/Rings: Mixed use



Emerald: Office use

MUR-4: LLEWELLYN FARMS OFFICE SUB-DISTRICT

The Llewellyn Farms Office Sub-District differs in character given its proximity to existing residential neighborhoods. The appropriate land use is lower density office, which should remain its focus into the future for area south of Rings Road. Office uses should be supported for vacant sites and any site that is proposed for redevelopment. Building heights should be limited to two stories. When new development occurs adjacent to a residential neighborhood, setbacks and buffers should be augmented using appropriate landscaping.

General Uses

The Llewellyn Farms Office Sub-District provides lower density, office space for smaller and growing companies. Uses other than office are not appropriate in this sub-district south of Rings Road.

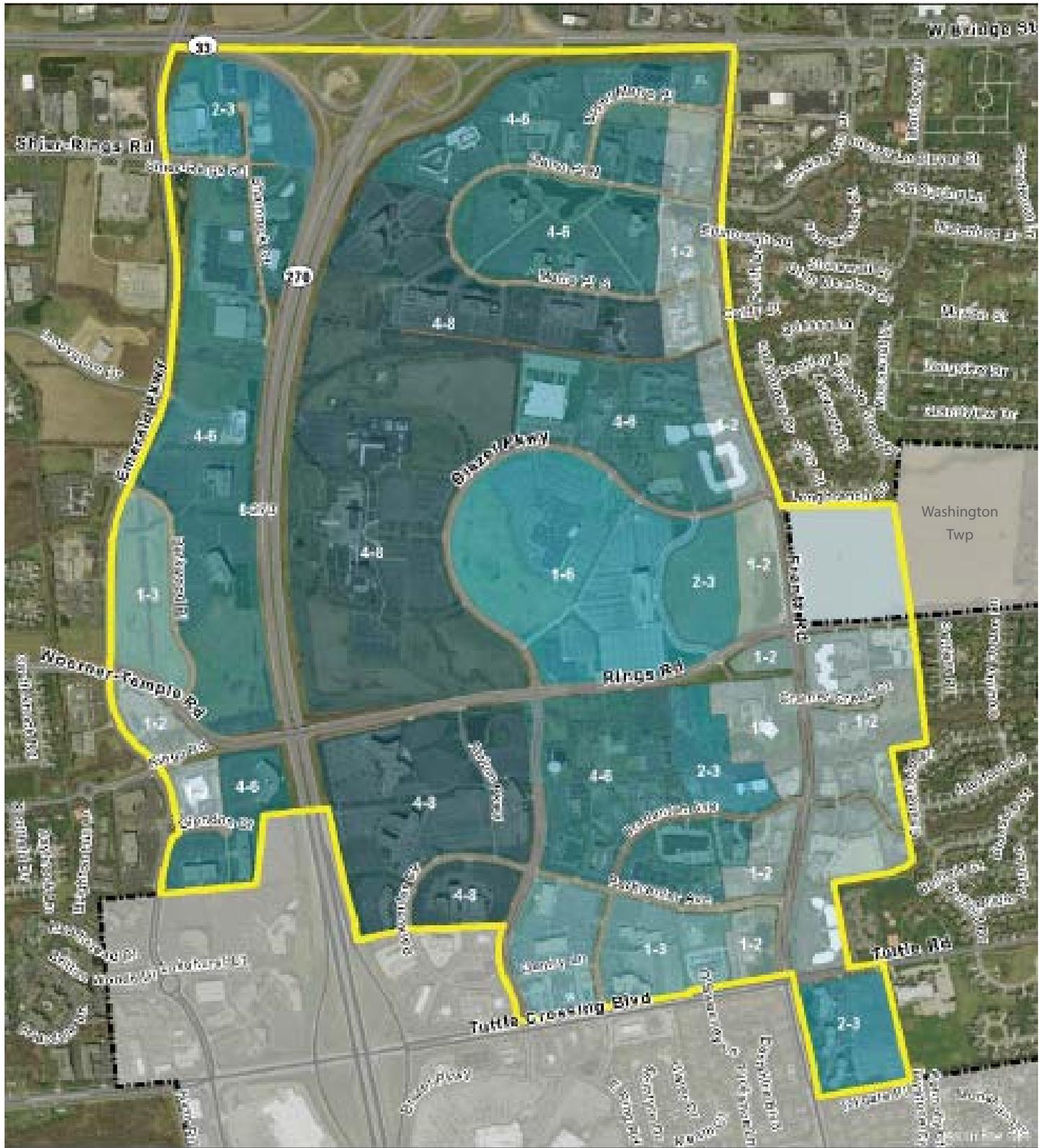
Uses to include:

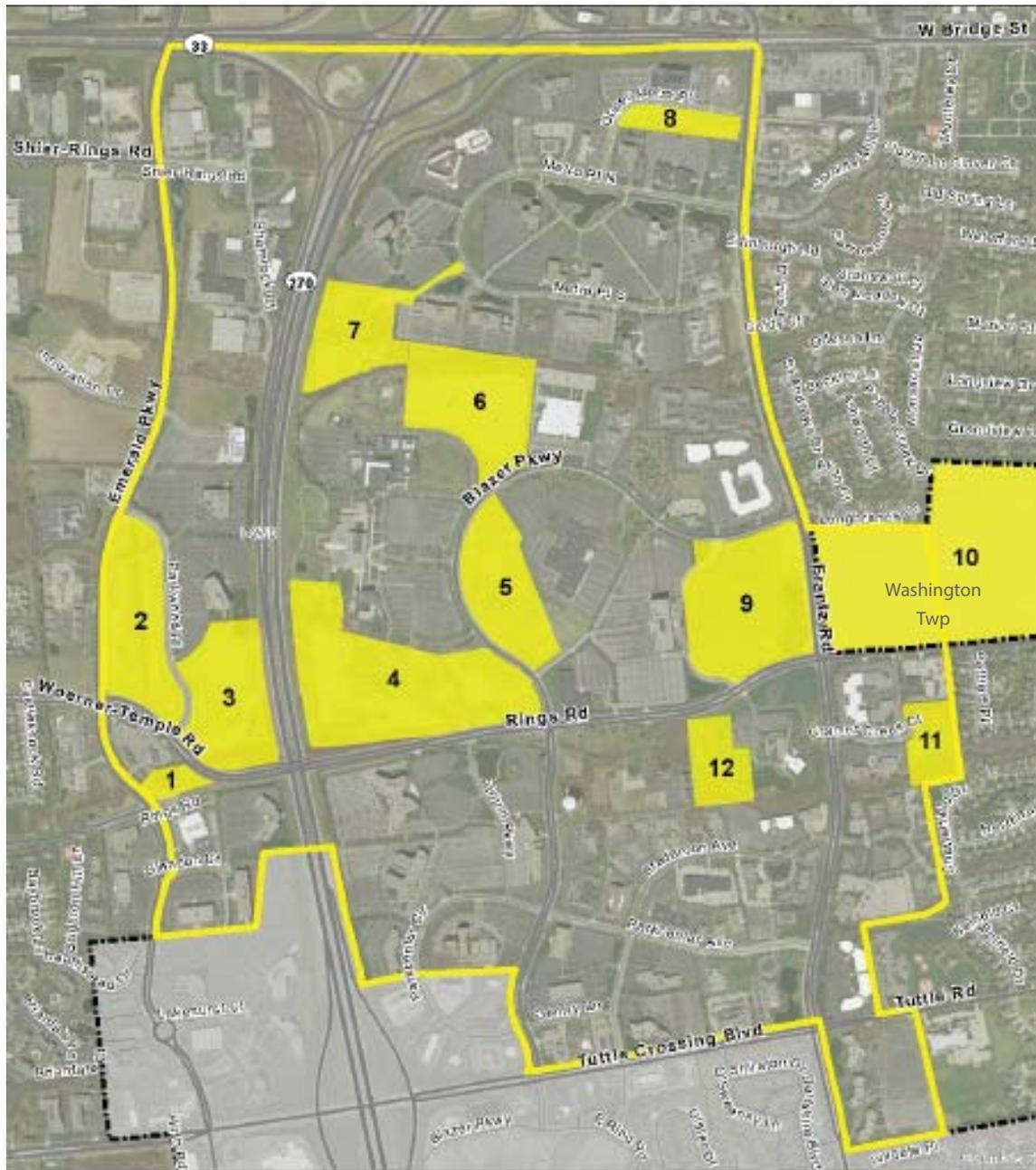
- Office
- This sub-district includes a portion of undeveloped land currently outside of the City's jurisdiction. Site specific policies include Neighborhood Commercial and single family residential uses recommended on Page 35.

BUILDING HEIGHTS

Based on the existing development and future vision for the planning area, the plan recommends compatible building heights for all districts

- ▶ 1 to 2 stories along Frantz Road frontage transitioning west to 4 to 8 stories along I-270 frontage for more extensive office development.
- ▶ 1 to 3 stories along Emerald Parkway frontage transitioning east to 4 to 8 stories along I-270 frontage.





RECOMMENDATIONS FOR UNDEVELOPED SITES

The site specific policies provide an additional layer of detail relative to permitted land use types and preferred development standards, taking into consideration existing development of adjacent sites, freeway visibility, access, and nearby

residential neighborhoods. The policies are organized by each site as denoted on the accompanying Undeveloped Sites Map.

SITE 1

This site is appropriate as an extension of the restaurant and retail node immediately to the north. Uses can also include office and neighborhood institutional uses such

as a daycare center. The Site 1 should continue the site design approach of locating parking internally and fronting building edges to the roadways. Heights should range from 1 to 2 stories.

SITE 2

The land uses for Site 2 should concentrate on office development, to be compatible with the other developed uses along Parkwood Place. Supporting retail/personal services (limited to a maximum of 10,000 square feet) can be introduced as a secondary use and should be located at the south end of the property in order to create a retail cluster at the Emerald/Woerner-Temple intersection. Supporting hospitality uses are also appropriate but only as a secondary use to office. The site design should be such that buildings are fronting roadways with large shared parking areas consolidated to the rear. Stormwater and landscape features should be integrated on the site. Perimeter screening and landscaping should still be the primary component of the landscape design. Heights should range from 1 story along Emerald Parkway to a maximum of 3 stories along Parkwood Place.

SITE 3

The primary uses for Site 3 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.

SITE 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 focused on office, development of this site may also incorporate

other uses focused on research and development or technological advancements.

The portion of the site fronting along Blazer Parkway has an opportunity to provide for a variety of uses. It should include additional office uses or hotels and/or multi-family as a secondary use. Supporting retail/service uses can be introduced to serve office employees.

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.

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.

SITE 5

Office/tech, research and development, and higher density multi-family as a secondary use have the opportunity to create an anchor development within Site 5. The site design should incorporate parking toward the east since primary frontages are on the west and north edges. Building heights should be a minimum of 1 story and a maximum of 6 stories.

SITE 6

Site 6 currently supports office or technology uses as this site is within the office use district. Residential use subordinate to office is appropriate as well.

This site will have additional use opportunities, if a proposed north-south connector road links Metro

Center to Blazer Parkway. This would create additional connectivity and provide some relief to the traffic on Frantz Road. This interior 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 sites. This site is also constrained by a Stream Corridor Protection Zone.

SITE 7

Site 7 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, and hospitality uses with limited commercial services are appropriate to support the adjacent office uses. Landscape setbacks from the perimeter should be a key site development element.

SITE 8

Site 8 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 Bridge Street District. Building heights should be a minimum of 4 stories and a maximum of 6 stories for the balance of the site with a maximum of 2 stories along Frantz Road. Standalone restaurant or retail uses along Frantz should reflect a two-story building height.

SITE 9

Site 9 is a short term development priority currently owned by the City. This plan contemplates possible development approaches for

this site on page 37. In particular, neighborhood-oriented retail and restaurant uses (no bars) are appropriate for the Frantz Road frontage. Second story office is a possible use as well. 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 multifamily residential. Along Frantz Road, building heights should not exceed two stories. For the balance of the site, building heights should be a minimum of 2 stories and a maximum of 3 stories. Also, this site is ideal for a small format grocery with a footprint of about 15,000 square feet.

SITE 10

Site 10 is currently located in Washington Township. It will need to annex to gain access to central utilities (water and sewer) to accommodate any new development. If Site 10 were to annex to City of Dublin, the plan supports neighborhood-oriented retail and office uses along the Frantz Road frontage limited to a total of 10,000 square feet and two stories in height as transition and buffer from Frantz Road. The remainder of the site should be developed as single family residential uses. The new development should provide



Small format grocery example

pedestrian connections to adjacent neighborhoods. The neighborhood should be designed around connected and integrated public open space.

new development, this and other sites adjacent to residential uses should include additional buffering requirements to minimize potential impacts of new development.

SITE 11

Site 11 is a single lot located within a lower density office development. It has limited access and visibility, and is constrained by Stream Corridor Protection Zone, as well as shallow lot depth. The only appropriate use for this site 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

SITE 12

Site 12 has the potential for a number of possible uses. However, it is constrained by significant woodlands and a Stream Corridor Protection Zone. All proposed uses are supported on this site, including hotel and office/tech. Heights should range from 2 to 3 stories provided natural areas are preserved and the parking requirements are met.



Neighborhood-oriented retail example



Example of low intensity office

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.

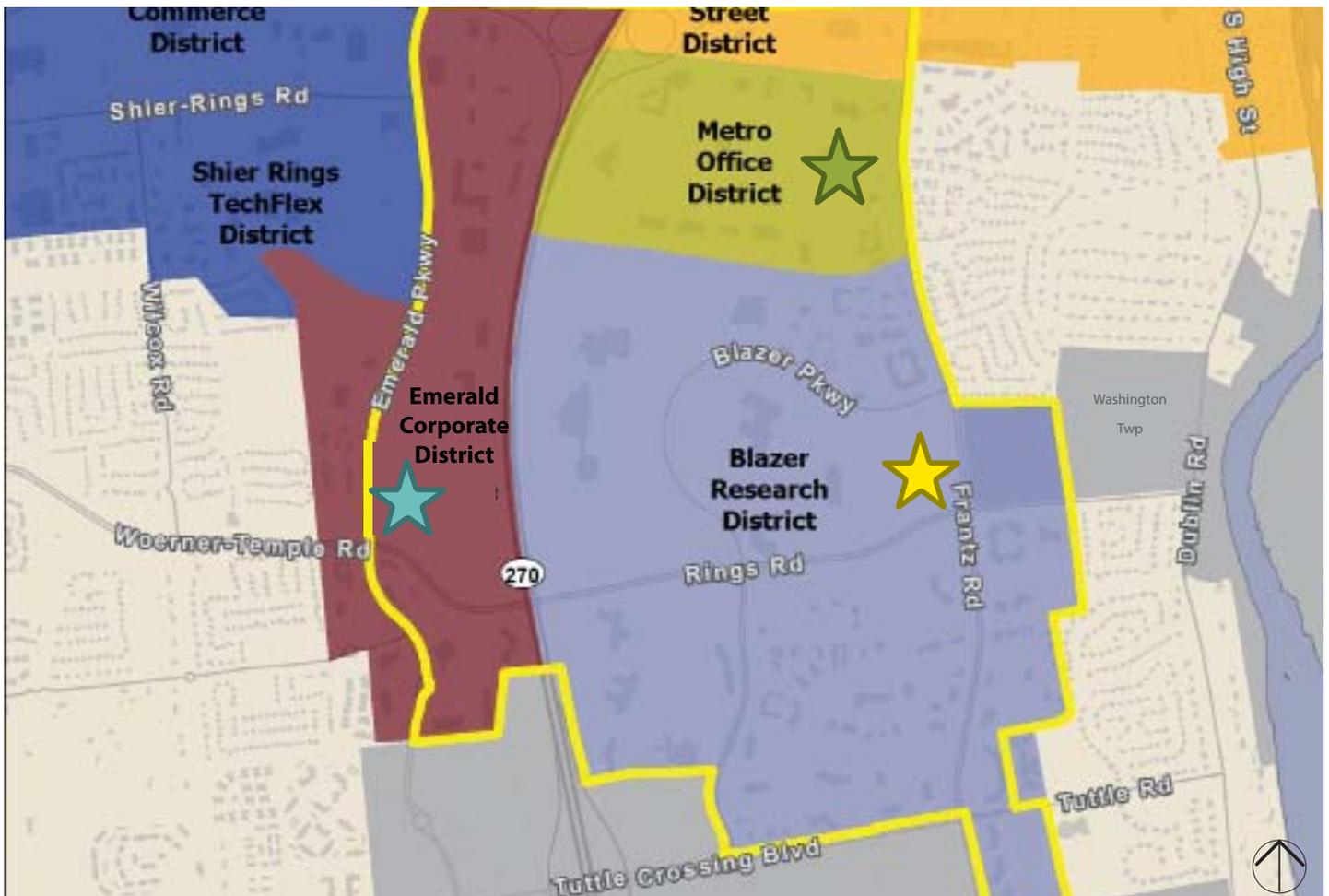
Based on the results of the market analysis and public input, the concepts reflect real-world scenarios

for strategic development. These reflect the market demand and 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 framework for near term development that is needed for this area. There are any number of other sites that are also candidates for

redevelopment in the planning 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 and Frantz Road presents an immediate opportunity for development. In 2018, the large adjacent building will have a new single-user tenant with thousands of workers. That site and adjacent areas are largely under-served 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. In late 2017, a large parking area in the western portion of this site is being built to accommodate the new single-user tenant, 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 and on weekends.
- ▶ 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.
- ▶ A 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 Roads. 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 uses around a central green public space. 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 and on weekends.
- ▶ 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.

- ▶ A 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 Roads. 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 uses anchor 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: Multifamily 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 enhancements to the current development pattern. Key to the site will be evolving the 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 include:

- ▶ Several full-service restaurants along Frantz Road. This could be a 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. Parking and access 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 concept 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 site 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: Multifamily 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 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

Option D

NEW DEVELOPMENT AND REDEVELOPMENT

Amenity infrastructure is critical especially for suburban legacy office environments as it helps to transform underutilized open spaces into hubs of activity, increasing the quality of life for employees, residents and visitors.

In addition to the "central green" option for Metro Center, Rings and Frantz Road developments discussed in this Plan, another approach could be to introduce a series of interconnected green spaces throughout the district and applying placemaking principles.

Connectivity is provided by walking/ biking paths; site furnishing including bench and table clusters, waste, recycle bins, bike parking and wifi should be provided to create opportunities for spontaneous and organized interactions. These spaces should be adaptive, unique, safe, and relevant.

New site planning should take multi-modal transportation options into consideration along with innovative and adaptive parking solutions, such as parking decks and garages. With the reorganization of parking within the district, more will be available for open space and amenity infrastructure.

In addition, integrating sustainable best practices and smart technologies can add to the user experience.



Examples of connected green spaces within office campuses

CONNECTIVITY

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

VEHICULAR

Roadway connections

Current access to the planning area is predominantly vehicular. This access relies on a roadway network that has a limited number of connections to the citywide roadway network, as well as very limited interconnectivity between sub-districts.

Input from community meetings indicates a perception of traffic congestion in the district today, especially at peak travel times for the predominately office-oriented commercial district. In addition to related studies for key intersections (including Frantz Road and Bridge Street), the City should study possible secondary connections into and within the planning area.

The connectivity diagram indicates two linkages where vital roadway connections could improve the overall network and ease the traffic burden on roads intersecting with Frantz Road. This may also provide better access options to proposed retail/restaurant amenities considered a primary need in this district.

Alternative vehicular transportation

The transportation mode to and within the planning area is overwhelmingly the personal automobiles. As the citywide mobility study investigates additional options throughout Dublin, this district should be considered for primary service of any alternative transportation



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

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

Transit connections

The planning area has very limited connectivity to the regional transit system. As the mobility study investigates opportunities to improve this linkage, the district should be considered for primary service options. This district 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 district also is accessed by what will be two of Dublin's most densely developed primary corridors - Frantz Road and Bridge Street.

Autonomous Vehicles (AV)

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

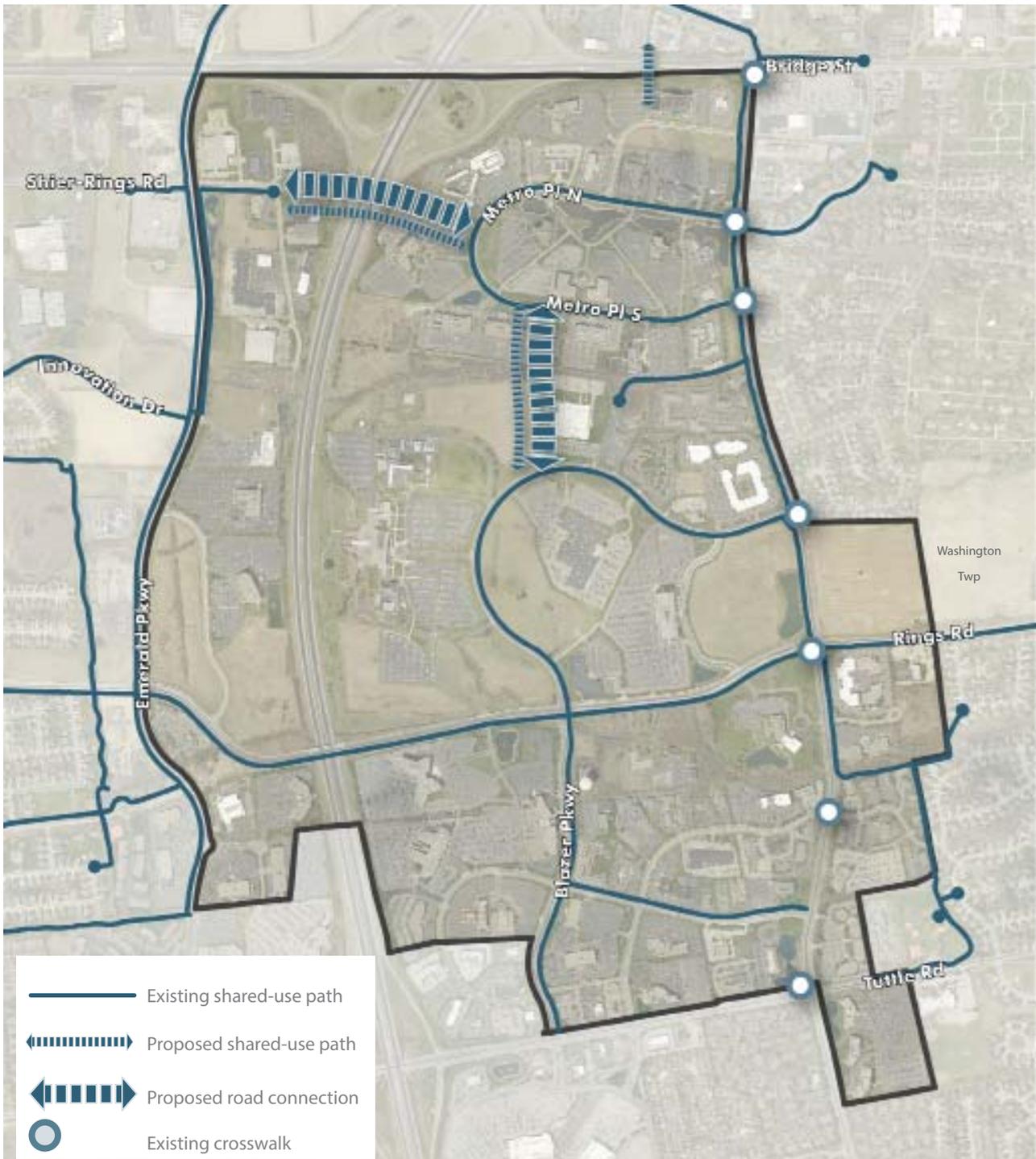
As the development pattern transitions from single-use and auto-dominant site design, this will be the opportunity to introduce needed pedestrian access to sites and within the sub-districts.

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 to the larger trail network. The trail system will be developed in conjunction with other roadway improvements and redevelopment



Proposed Connectivity Diagram

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 locations to interface the larger bicycle facility network in this district.

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

In addition, investigate the feasibility of dedicated bike/alternative transportation lanes along Frantz Road to create alternative transportation opportunities within the district.

SUSTAINABILITY

SITE DESIGN

With a mix of previously developed and greenfield sites in the planning 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,
 - bioswales
 - 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 district, 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 facilities can be made 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 to encourage sheet flow can also be incorporated into stormwater management controls

Infill / site redevelopment

In new infill or site redevelopment projects, 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 existing 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

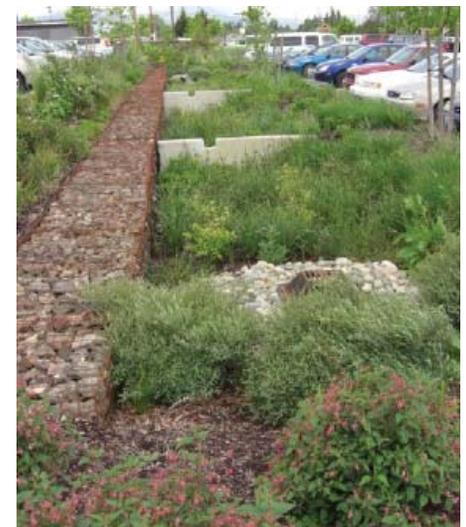
Incorporating active transportation facilities and site access should be a focus of all planning area redevelopment.

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 mobility choices. Landowners can contribute by providing 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

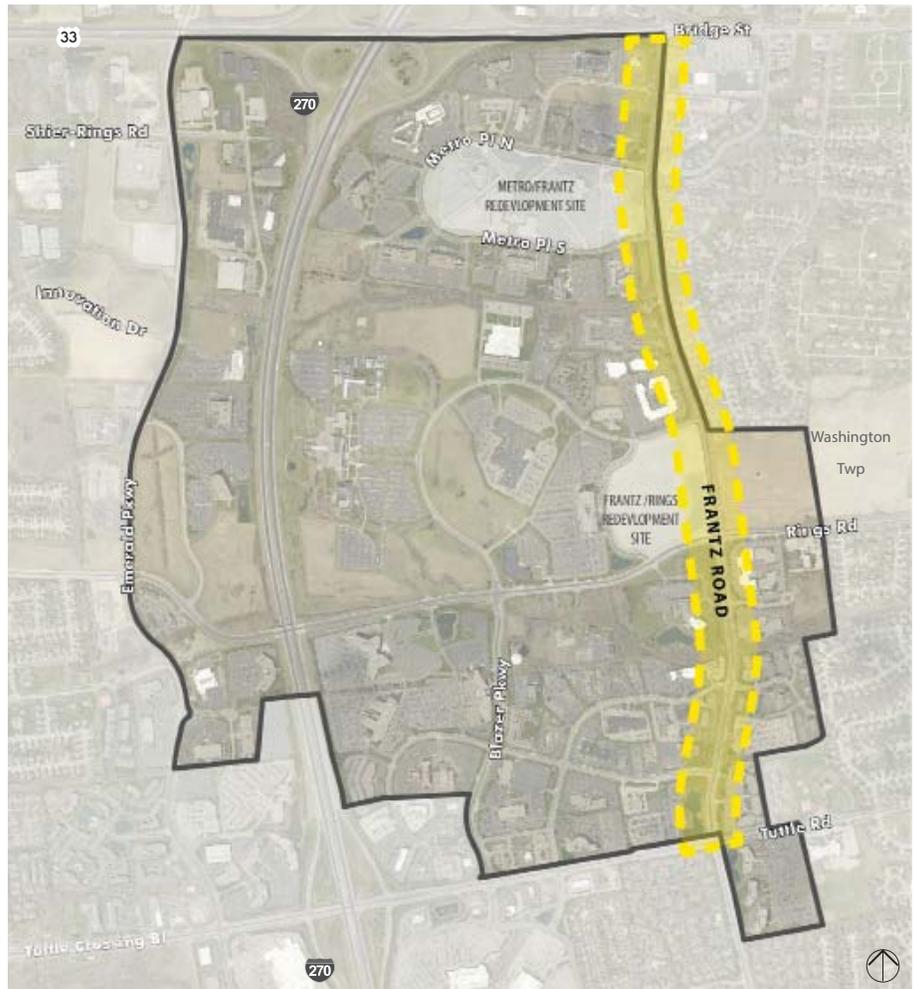
CORRIDOR FRANTZ ROAD

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 enhanced.
- ▶ Public and private landscape treatment is inconsistent in terms of design and quality.

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 Street and Tuttle Road.
- ▶ Landscape enhancements to existing medians at targeted intersections.
- ▶ Additional landscape improvements to medians between intersections.
- ▶ Accent paving at both existing and proposed crosswalks.



Frantz Road corridor within planning area

- ▶ Explore the potential of dedicated alternative transportation lanes along Frantz Road to provide for multi-modal options.



Frantz Road existing condition - typical section



Frantz Road proposed condition - typical section

FRANTZ ROAD TYPICAL IMPROVEMENTS



Frantz Road and Metro Place South - EXISTING



Frantz Road and Metro Place South - WITH RECOMMENDED IMPROVEMENTS

LANDSCAPE SCREENING

One of the most recognizable landscape features in Dublin is the existence of intense screening along the public rights-of-way. Zoning Code requirements have 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 benefit from the 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.



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



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

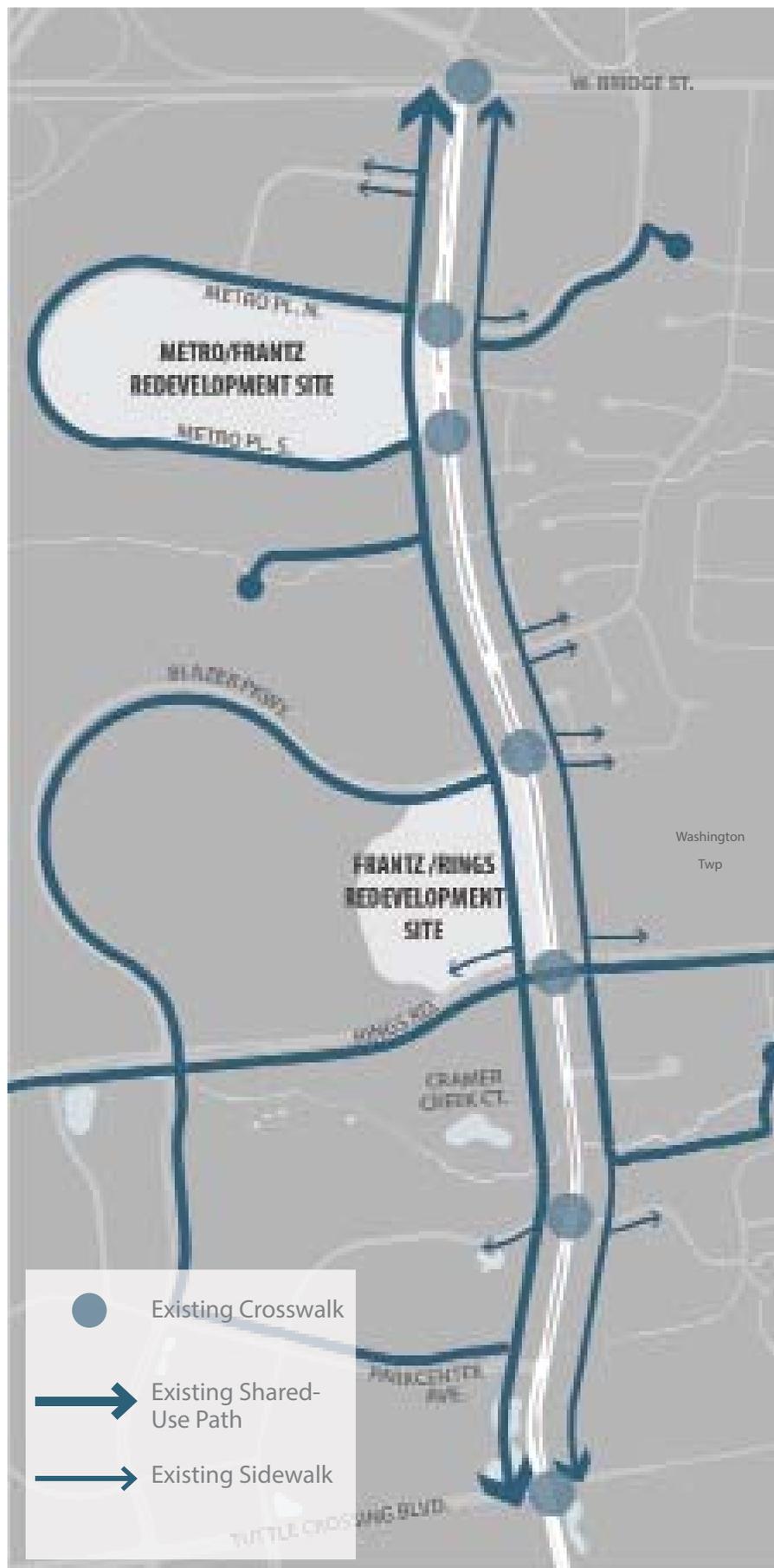


Overgrown landscaping can detract from a property's appearance instead of enhance it.

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.

In addition to existing crosswalks at signalized intersections, potential crossings at Cramer Creek Court and Parkcenter Avenue should be evaluated as pedestrian activity in the district increases with 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 Avenue and Cramer Creek Court



Automated pedestrian crossing signal

SIGNS

A relatively low percentage of businesses in the Frantz Road corridor portion of the planning area have direct frontage along Frantz Road. As part of the City's signs and wayfinding standards thought should be given to providing shared signs, sub-district branding and other opportunities for businesses to be identified along the primary access corridors, consistent with applicable codes.



Existing wayfinding signage is limited and inconsistent.



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

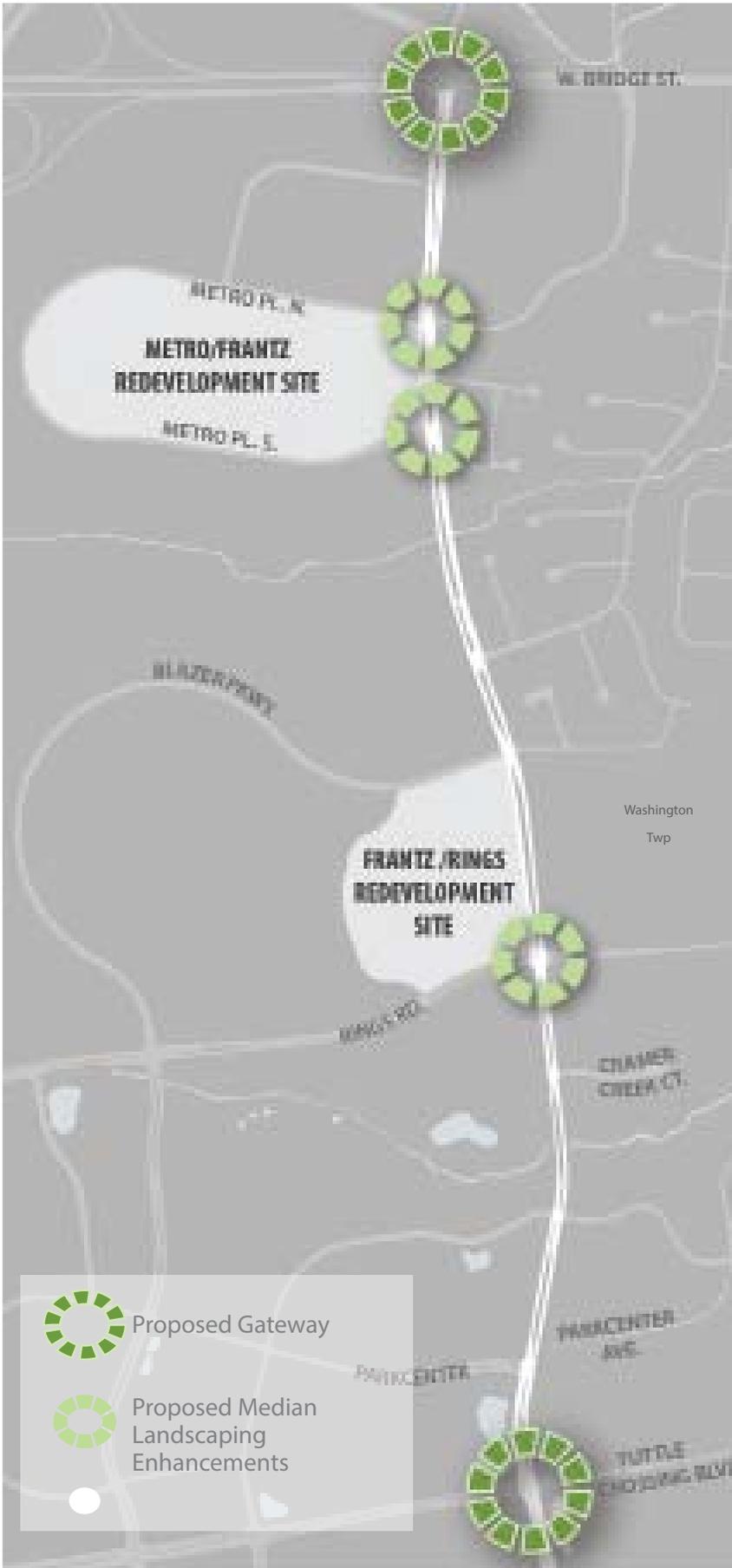


Examples of shared-use monument signs

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 Street and Tuttle Crossing Boulevard.
- ▶ Landscape enhancements to existing medians at targeted intersections.
- ▶ Additional landscape improvements to medians between intersections.
- ▶ Accent paving at both existing and potential crosswalks.



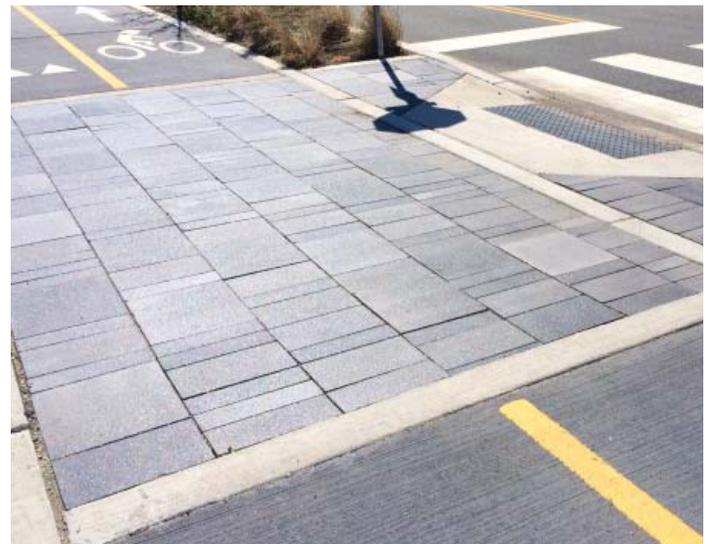
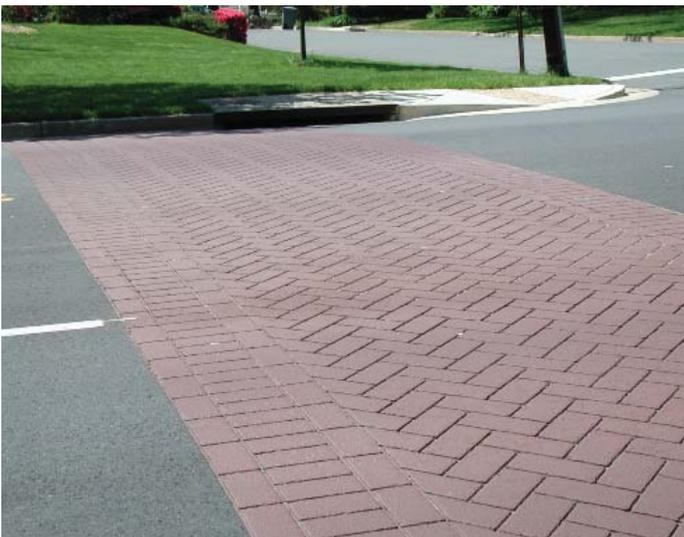
Proposed streetscape improvements along Frantz Road



The intersections of Frantz Road with Tuttle Crossing Boulevard and Bridge Street are opportunities for enhanced landscaping and distinct signage to create gateways into the Frantz Road 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 district 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 consistent standards that vary amongst the several PUD and standard zoning districts.
- ▶ Emphasis placemaking as a review criteria.
- ▶ Incorporate new surface parking lot landscaping requirements consistent with the intent of this Plan.
- ▶ 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

- ▶ Build an interconnected walking and biking network, extend walking and biking trails into sites in conjunction with open

- ▶ space amenities.
- ▶ Provide multi-modal, and last-mile transportation options
- ▶ Explore construction of mini multi-modal hubs.
- ▶ Seek extension of COTA transit service throughout the planning area.

IMPROVE CONNECTIVITY

- ▶ Create additional roadway connections.
- ▶ Create additional roadway connections.
- ▶ Ensure pedestrian and bike 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 implement 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 life cycles.

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	
MOBILITY	FRANTZ ROAD CORRIDOR		
	TRANSPORTATION INFRASTRUCTURE	Mobility plan underway	

TASKS

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

PLACEMAKING

The City has recently adopted a Complete Streets resolution that memorializes its commitment to developing a walkable, pedestrian friendly environment that augments the placemaking strategies of the Dublin Corporate Area Plan. While some placemaking occurs due to community programming, such as a festival or a sculpture installation, or as the serendipity as a place evolves, the Plan recommends retrofitting and re-organizing existing development to increase opportunities for community to interaction.

- ▶ New development should include spaces designed to facilitate the interaction and lingering.
- ▶ These spaces should be
 - Inviting and rich in details.
 - Adaptive, unique, accessible, and safe
 - Opportunities for community activities and destinations.
 - Collaborative and sociable
 - Context specific to each sub-district's character.



Streetscape and spaces encourage interaction



Street furniture and spaces encourage interaction

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 roundabouts and intersecting roadways.
- ▶ Pedestrian routes should be designed through parking areas and separated by landscape elements where possible.
- ▶ 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.



Pedestrian facilities integrated into sites



Bicycle facilities integrated into sites



Architectural variety complements the traditional portion of the building

BUILDINGS

- ▶ Entrances shall be located along the public rights-of way and in areas most easily accessed by parking areas.
- ▶ Building lighting may be used to enhance architectural features and to indicate the location of entries.
- ▶ Mixed-use buildings are encouraged where appropriate.
- ▶ Architectural variety is preferred in the Mixed Use Regional District. Project designers are encouraged to try to find elements to tie into



Walkway through parking area, linking to front entrances

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 be designed for human scale.
- Scale should be considered in the overall context of the district and based on site location.

ARCHITECTURAL DIVERSITY

The City has continually emphasized high-quality architecture and building materials. The planning area should provide a visible reference to Dublin’s stated vision of being a “Vibrant, Innovative, and Engaged Community.”

- ▶ Building forms should be complimentary and not redundant, as well as provide flexible spaces that can accommodate changes in use and work styles.
- ▶ Buildings should articulate the function and activities of each sub-district in terms of character, massing, materials, and landscaping.
- ▶ Buildings should be compatible relative to architectural character, massing, placement, height, and landscaping.
- ▶ A repetitive use of a single building type, scale, mass, or material should be avoided to ensure architectural interest.
- ▶ Placement should allow the building to engage with the street.
- ▶ Natural materials such as



Dynamic building massing



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



Extensive use of glass as exterior material



High degree of transparency

stone, provide a reference to Dublin's history, glass provides interactivity; however, use of other compatible materials such as woods, metals, and other innovative materials should be encouraged to provide interest to the building mass.

BUILDINGS: EXTERIOR MATERIALS

- ▶ Natural materials are encouraged; materials that emulate a different material are discouraged.

Brick

- Natural brick is encouraged as an external material based on scale and location.
- Other clay products such as terracotta tiles may be used as appropriate, as well as stone.

Stone

- Natural stone or natural stone veneer is appropriate based on scale and location.
- 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.

Wood

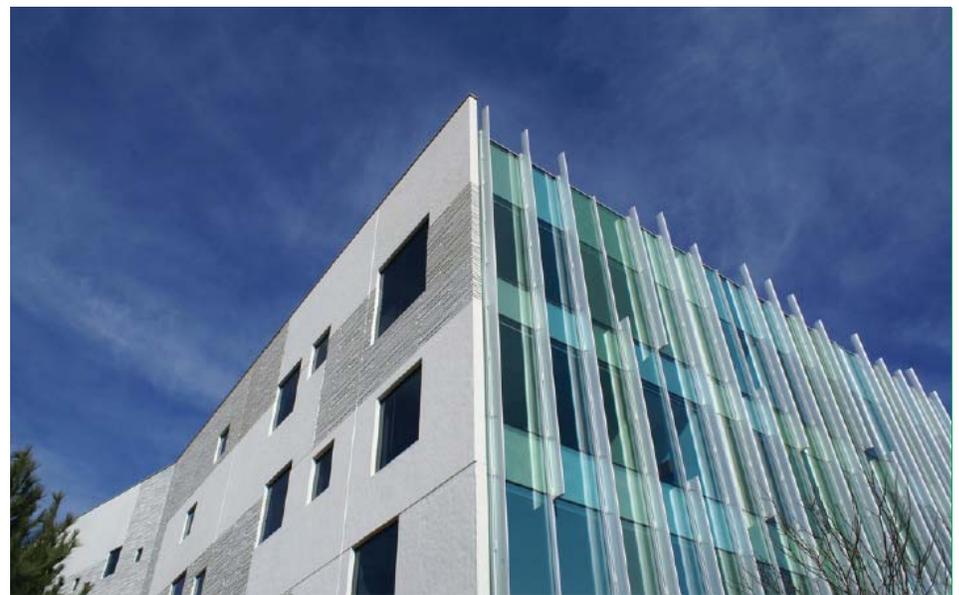
- Wood is a possible exterior material, depending on its application and the scale of the structure.
- Wood can have applications such as framing around building features.
- Traditional wood siding profiles should be used only on smaller-scale and traditionally designed structures.



Brick and glass as exterior building materials



Wood and metal as exterior building materials



Concrete and glass as exterior building materials

Glass

- The use of glass is appropriate based on scale, location, compatibility with other building material and architectural style.
- Use of transparent (non-opaque) of glass is encouraged throughout.

Metal

- Metal may be used as a building material based on appropriate scale, location and compatibility with other building materials.
- Metal should be more “solid” in character with a minimum thickness of $\frac{1}{4}$ ” – break metal and other easily warped metal applications should be avoided.

Concrete

- Concrete may be used as a building 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 should be oriented in a grid-like street pattern, whether public streets or private on-site drives.



Access points should serve multiple office buildings/sites



Shared "green" parking lot



Permeable pavers in parking area



Dedicated bicycle facilities



Bicycle parking

PARKING

- ▶ Shared parking across joint sites is highly encouraged.
- ▶ Parking decks and garages integrated with site design are encouraged where economically feasible.
- ▶ 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

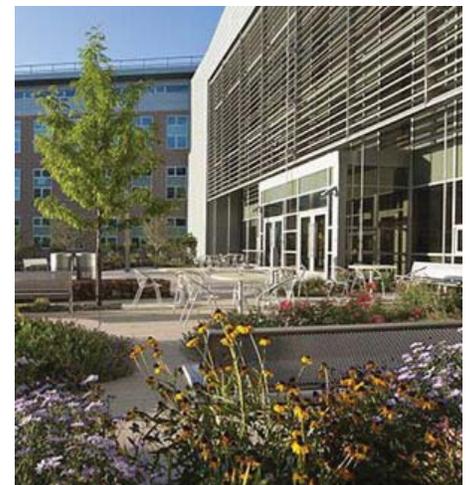
- ▶ Open Space as an organizational and focal element is highly encouraged.
- ▶ Usable open space should be incorporated in close proximity to all uses.
- ▶ Open space should include multi-use paths, seating, and other passive and limited active recreation uses.
- ▶ Stormwater features can be integrated into open space to provide park amenities.



Incorporated open space and stormwater features



Landscape median



Landscape clustered at entry

LANDSCAPING

- ▶ Site landscaping should be consolidated into areas large enough to support successful plant growth. Small landscape islands within parking lots are discouraged.
- ▶ Larger, linear landscape islands are encouraged, particularly those integrated into an overall stormwater quality and control system.
- ▶ Landscape areas may be curbless as needed to contribute to stormwater quality and controls.
- ▶ Landscape screening adjacent to the right-of-way is encouraged.

- ▶ Landscape screening between adjacent parking lots should not be in excess of that throughout the parking areas and should allow pedestrian access.
- ▶ Landscape mounding is not encouraged and should involve a gradual slope toward the public right-of-way when utilized.
- ▶ Landscape elements should be used within parking lots to create pedestrian pathways to entrances.
- ▶ Regular maintenance of landscaping is encouraged. This includes limiting hedgerows to heights low enough to see above when walking, thinning trees near buildings that obscure signage and entries, and regular

maintenance of screening along the rights-of-way.

- ▶ Natural features such as tree stands, tree rows and stream crossings should be preserved and incorporated into site design.

SIGNS

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



Examples of creative monument signs



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

**DUBLIN CITY COUNCIL
COMMUNITY DEVELOPMENT COMMITTEE
Tuesday, August 24, 2021 – 5:00 p.m.
5555 Perimeter Drive
Council Chamber**

Meeting Minutes

Mr. Reiner called the August 24, 2021 Community Development Committee meeting to order at 5:00 p.m.

Members present: Mr. Reiner, Mr. Keeler and Mayor Amorose Groomes

Staff present: Ms. O'Callaghan, Ms. Rauch, Ms. Gilger, Ms. Martin, Mr. Hendershot, Mr. Meyer, Ms. Blake

Also present: Mr. Green and Mr. Stang, Planning Next; Mr. Cunningham and Mr. Brehm, EMH&T; Mr. Way, PZC; Mr. Kelley, Kelley and Associates; Mr. Starr, Crawford Hoying

Micro Center Visioning Advisory Committee

Ms. O'Callaghan thanked the Committee for the opportunity to conduct the visioning process and introduced Mr. Green.

Mr. Green reviewed the format for the evening as outlined in the presentation attached as Exhibit A.

Ms. Rauch gave an overview of the Dublin Corporate Area Plan (DCAP).

Mr. Green concluded the introduction by adding that Covid-19 is clearly having an impact on everything. He stated that the Bridge Street development has helped the larger community understand larger development as it has been received well and performed well.

Mr. Stang reviewed the assessment of current conditions of the Metro Center and outlined the focus area. He shared the character of the offices in the area and noted that the current occupancy rates do not relate to how it is being utilized right now.

Mr. Brehm spoke about the infrastructure evaluation of the site. (Exhibit A)

Mr. Stang reviewed the challenges of the site and provided examples of successful rehabilitation of comparable sites and strategies that worked.

Mr. Keeler stated that the examples showed added buildings. There is a lot of existing asphalt. Green space in place of parking lots could reduce the footprint of not only asphalt but the retention ponds.

Mayor Amorose Groomes stated that TIF funds for these businesses would have expired. It would be interesting to see the TIF capacity. Knowing what resources are available is important. She is proponent of structured parking on this site. The water features are in need of improvement. Mayor Amorose Groomes stated that she can think of no better site to relocate the fishing derby and other recreational activities. She would be interested to see what it would take to get living bodies of water at the site versus stagnant bodies of water.

Mr. Reiner stated that he is curious about the consolidation of parking here. Up front is a commercial strip. They need to consider what the "wow factor" is that will draw people in. There is a lot of potential for infill on the site. He doesn't know if he likes the way the buildings are laid out on the street and feels that something creative could be come up with. There does not need to be anymore hardscape.

Mr. Kelley stated that knowing the identity is important to creating the synergy. Structured parking is a must to get the critical mass. Office uses will come out of Covid with a different modus operandi. People want to belong to something so this will have to have a strong identity and it has to be done cohesively. He stated that this could have an interesting civic component.

Mr. Starr stated that his initial impressions of the examples were not ambitious enough. The site does have to have an identity. He would be interested in looking at examples where such redevelopment was attempted and did not work. He suggested that maybe the City could make strategic acquisitions; especially with key parcels on the frontage.

Mr. Way posed the question, "Are we trying to save an aging office park or create a unique mixed use development?" He asked about what the role of Frantz Road is going to be. Bridge Park is almost built out. He felt the examples provided were not really visionary.

Mr. Reiner stated that a whole new vision that is exciting is necessary.

Mr. Green confirmed that this is more than a real estate effort.

Mayor Amorose Groomes stated that we do not want to replicate anything that we have but want to create a new space. She noted that sometimes recreating the same type of development becomes cannibalism.

With no objection, the Committee recessed at 6:00 p.m. for 15 minutes with all members returning to the dais to reconvene at 6:15 p.m.

Mr. Green reviewed the findings from the stakeholder interviews and highlighted emerging themes. (Exhibit A)

Mayor Amorose Groomes stated that she was surprised to not see that sustainability was a high priority. She referenced residential development and stated that people are looking to downsize and reinvest. She sees some sort of owner occupied facilities and workforce housing for the Metro Center.

Mr. Kelley stated that this will need some dense residential component with diversified housing if it works to supplement the mass of the office buildings. It needs a scale that makes sense; maybe retail with apartments above.

Mr. Green confirmed that having some office in there is still desirable to the City. Mr. Kelly agreed that office is a great component. Mayor Amorose Groomes stated that she does not know why, as a City, Dublin would be interested if this were to be all residential.

Mr. Green stated that they need to help find the sweet spot having enough retail, office and residential.

Mr. Way stated that there is a lot of housing in that area. What type of use and housing is necessary to support the area.

Mr. Keeler stated that he is thinking of one-bedroom studio housing. If you create the right environment in this spot, people will want to live there.

Mr. Green stated that they can develop a menu of housing.

Mr. Reiner noted that economically, office is really important as it does pay for the rest of the program.

Mr. Green asked the panel about location or distribution of housing.

Mr. Keeler asked if the upper loop is within the scope of this discussion because there are building along 270 that are likely in a similar position.

Mayor Amorose Groomes suggested really high-end, for-purchase units be placed along Frantz Road with L-shaped buildings with residential units above that. She stated that every housing development that abuts a highway does not look good. She would prefer to see housing away from the interstate.

Mr. Green stated that development along the road has value as a symbol that this is happening as opposed to starting a development in the back.

Mr. Green asked for the payroll taxes generated in the area. Mayor Amorose Groomes stated that it is significant. Ms. Gilger stated that she could get a guesstimate.

Mr. Kelley stated that Dublin has a lot of expensive housing options including Bridge Park so it needs to be considered what demographic this is serving. If it is serving the workforce, he suggested looking into micro units. That will also help create density and synergy.

Mr. Way stated that outside the loop is all office. If a balance is desired, residential will want to be an amenity. Frantz Road is a street that handles the density. There should be a discussion about mixed use and if it is stacked or different buildings.

Mr. Starr stated that this could create an environment where someone wants to come in and build a freestanding office building. Mixed use is both vertical and different buildings.

Mr. Kelly challenged the group to think about a special civic piece here. It does not have to take a lot of land but has to be special.

Mr. Reiner gave an example of a city in France where they project the history along a building and it draws people to the area every evening.

Mr. Way suggested more than two stories along Frantz. The site is in proximity to the center of the City and he would think of trying to maximize intensity and not sprawl into the countryside.

Mayor Amorose Groomes stated that building massing is interesting in that two buildings can be the same size and feel completely different. Architecture is very important. If the buildings are going to be more than two stories along Frantz, they would have to be special buildings. Across the way are ranch homes and three stories may be appropriate if it does not feel hard. Mr. Reiner agreed that it depends on the architecture and setbacks.

Mr. Starr stated that this area will develop organically at different times with different developers so we have to be aware of how people see what is happening.

Mr. Green confirmed that the idea of branding is very important.

In response to a question about the name "Micro Center", the group agreed there was nothing sacred about the name.

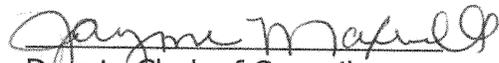
Mayor Amorose Green suggested sustainability could be a driving force. There is a desire in the marketplace for companies to relocate to sustainable markets. This could be a new group that we currently do not have anything in our community for. She would love for this to be cutting edge.

Mr. Way suggested some type of greenspace amenity like a central park or commons that makes this special.

Mr. Green asked for comments regarding mobility. Mr. Way stated that connectivity to the surrounding area is important.

Mr. Green shared the next steps. They will digest what was discussed and begin to respond with a vision of what this looks like. They will bring back some additional information on housing types and some more specific recommendations. They will try to illustrate Frantz Road. Mayor Amorose Green stated that decisions have to be made on identity. She requested they come back with some options.

There being no further business to come before the Committee, the meeting was adjourned at 7:12 p.m.


Deputy Clerk of Council

**DUBLIN CITY COUNCIL
COMMUNITY DEVELOPMENT COMMITTEE
Monday, October 25, 2021 – 4:45 p.m.
5555 Perimeter Drive
Council Chamber**

Meeting Minutes

Mr. Reiner called the October 25, 2021 Community Development Committee meeting to order at 4:45 p.m.

Members present: Mr. Reiner (Chair), Mr. Keeler, and Mayor Amorose Groomes

Staff present: Ms. O'Callaghan, Ms. Rauch, Ms. Noble, Mr. Stiffler, Ms. Blake, Ms. Gilger

Also present: Mr. Stang, Planning Next; Mr. Way, PZC; Mr. Kelley, Kelley and Associates; Mr. Starr, Crawford Hoying, Mr. Seckel, Kelley/Weiler

Minutes of the May 25, 2021 Meeting

Mayor Amorose Groomes moved to approved the minutes of the May 25, 2021 CDC meeting.

Mr. Keeler seconded the motion.

Vote: Mr. Keeler, yes; Mayor Amorose Groomes, yes; Mr. Reiner, yes

Minutes of the August 24, 2021 Meeting

Mayor Amorose Groomes moved to approved the minutes of the August 24, 2021 CDC meeting.

Mr. Keeler seconded the motion.

Vote: Mayor Amorose Groomes, yes; Mr. Reiner, yes ; Mr. Keeler, yes

Metro Center Visioning

Mr. Reiner expressed his appreciation for the time and expertise of the members of the Metro Center Visioning Team.

Mr. Stang provided an overview of where the group is in the visioning process. He reviewed what was covered in the foundations workshop and shared the focus for this evening's discussion: themes and structure. There will be an additional workshop following this one.

Mr. Stang reviewed the three main themes and explained that they will guide the purpose of the district. They reinforce the recommendations of the Dublin Corporate

Area Plan (DCAP) and help pave the pathway to reshape the district into the future by guiding future character and initiatives. This can be an opportunity to build something unique within the center of the City; the opportunity for a catalytic project on Frantz Road. The themes come from stakeholder interviews, benchmarking, and conversations with this group. The three themes are as follows:

1. Sustainability/Resiliency
2. Lifestyle/Entertainment
3. Cultivation/Exploration.

Mr. Stang shared the principles considered essential for the success of Metro Center. These were identified in DCAP in some way.

1. Increased density and intensity of development
2. Variety of new diverse housing types for the City
3. Amenities (restaurant and retail) complementing the district
4. Consolidate surface parking for redevelopment opportunities
5. Open space areas and/or greenways connecting the district
6. Pedestrian connections, sidewalks, trails, and alternative transportation that link to the citywide system.

Mr. Keeler asked about Cultivation/Exploration. Mr. Stang explained that all themes build off of something Metro Center has today. Cultivation/Exploration comes from the entrepreneurial side of the Metro Center area; being able to cultivate new business and growing them; being a key office district of the City and taking that step further.

Mr. Way asked about consolidating surface parking for redevelopment opportunities. Mr. Stang stated that each property operates with its own surface parking lot. They would recommend promoting shared parking as well as infill development in underutilized areas. Some surface lots are only used a limited amount. They will look at how to promote shared parking across developments versus each individual site having their own. Mr. Way stated that this does not go far enough. Other mobility options should be considered over consolidating parking. Mr. Stang stated that they can look at the next stage of mobility in the area.

Mr. Reiner stated that he is wondering about the amenities and the "wow factor". Mr. Stang stated that the themes will help move this forward. Mr. Way referenced the amenities and stated that it should not just be restaurants and retail. It would be nice to have language regarding other amenities. Mr. Stang stated that is what is going to be discussed within each of the themes. Mr. Reiner stated that the question is why would someone want to move here. As long as cash flow is coming in, business owners are not going to want to tear those down.

Mr. Stang stated that each theme has a central statement and four supporting principles.

Sustainability/Resiliency

Mr. Stang stated that the idea within this theme is an opportunity to pilot new initiatives, the relationship between nature and stormwater development to create a unique environment. This is supported by next generation stormwater systems that blend the natural environment with water treatment. Urban farming is listed as a supporting principle. Community gardens could become a possibility. Building materials can be considered in a new way. There could be opportunities for renewable energy. From a character standpoint, they would encourage buildings be brought up to Frantz Road and promote mixed-use development and different housing types. Stormwater could become more of an amenity for the area. He shared a rendering of how each of these ideas worked into the site. Mr. Kelley asked about the linkages for surrounding properties. Mr. Stang stated that they identify a number of new road connections that could be proposed. There are a number of pedestrian connections as well.

Mr. Way asked if the language could be changed to water management instead of stormwater management in order to not be limiting.

Mr. Keeler asked about the dashed lines on the drawing. Mr. Stang explained that those are potential connections for a water management stream connection. It could be a lazy river or a kayak river.

Lifestyle/Entertainment

Mr. Stang stated that this theme focuses on providing all the live/work/play within the district itself and providing new attractions for profession and personal life within walkable distance. This theme is supported by building attractions that have a regional draw. Another principle is looking at leveraging multi-use centers that provide year round activities. It also speaks to blending housing and workspace that offers flexibility for co-working with the comfort of personal services. He shared a visual for how that would work within the site.

Mr. Reiner stated that the repurposing of drainage patterns looks like a modern version of the San Antonio Riverwalk. It is a nice amenity. The thing that wouldn't work is making it an events center because of the parking. Mr. Stang stated that there are a lot of similarities between this and Bridge Park. We want to develop unique identities for each of the areas and not just build a Bridge Park here. Within all of these, there are aspects to pull to develop what is unique to Metro Center.

Cultivation/Exploration

Mr. Stang stated that this theme is building off of entrepreneurial spirit but building new innovations that line up with business growth. It looks at continued industry growth and providing makerspaces for growing artists to showcase the diversity of the community overall. A principle is technology piloted in a self-contained district. This can be an opportunity to test these within a metro loop.

Mayor Amorose Groomes asked if he envisioned single tenant spaces. Mr. Stang stated that he sees the opportunity to encourage multi-use spaces or to at least have the flexibility to be converted to fit the needs in the future. Mayor Amorose Groomes stated that it is important to maintain a lot of these spaces as revenue generators. This has been a tremendous revenue generator for in excess of 40 years and continues to be so today. She is interested in the updates and making it more green. The pandemic has shown that every place is live/work. She is not sure Dublin can continue to add amenities in every nook and cranny in the City. She is interested in how the water moves around the site. In these diagrams, there is urban farming. She stated that she does not know if this is the place for that. While some outdoor spaces are desirable, we do not want to recreate parkland in here. There are a number of places in close proximity that offer that. She stated that she would want to try to not be all things to all people.

Mr. Keeler noted that economic development is the number one goal to pursue. The amenities being presented would be alluring to businesses. It is a balance. While we don't want to turn the whole thing into a park, we have to figure out what amenities make sense.

Mr. Kelley stated that the question remains, Why do I want to live here? visit here? work here? There has to be something special and unique and mixed-use and lifestyle-driven. He asked if there is a way to take the best of what is there and build on that.

Mr. Stang stated that this is likely to develop in phases. That will need to be factored in.

Mr. Way asked if this is intended to be an incubator and is in competing with the west innovation district. He considered whether this could be an incubator for the west innovation district. Stang stated that it is offering the opportunity to stay within Dublin and is offering different tiers of business growth.

Mr. Starr stated that he does not want to limit what could happen. This does have to have a theme that is different than the rest of central Ohio.

Mr. Reiner stated that the idea of the water courses running through this is interesting. Dublin does not have any accessible water in Dublin. In Europe there was significant effort to repopulate urban corridors. They had an exposition, Internationale Garden Ausstellung (IGA) that was very interesting. They provided amenities that made you want to live there. He provided an example of a multi-sport facility where they had equipment from around the world.

Mr. Stang reviewed the Visioning structure itself. DCAP was built off of four pillars supporting the vision. Mr. Stang provided images of Frantz Road streetscapes and cross

images of what it looks like today and what it could look like. Illustrations show how that embraces and attracts people into the area. Renderings demonstrate bringing buildings forward to address the corridor itself. The drawings match the setback of the closest portion on east side. There is the opportunity to set back an upper story. Design is going to be a huge component of how this will interact with the right of way. The plan will encourage public spaces in between the building and the pedestrian realm. Mr. Stang shared visuals of housing character and some local examples of housing along with examples across the U.S. He asked the Committee for opinions on building character attributes.

Mayor Amorose Groomes stated that the most desired housing types are for empty nesters and they do not necessarily want anything overly contemporary but more like the high quality brownstone. She would like it to be of a more timeless architecture. They would be adjacent to walkable districts. She does not think we need a whole lot more of what we currently have.

Mr. Kelley stated that empty nesters and millennials are merging together. That is the lifestyle people want these days and not exclusive to one demographic. He does agree that they have to hit the empty nester market. Mayor Amorose Groomes stated that most emails she gets relative to housing are people that want very high quality housing that are very easy to live in. Even many millennials want it to be fairly quiet at night. They want to experience a more urban environment but want to reside in a less urban environment. Mr. Reiner spoke about housing on Gay Street near the cathedral as a good example.

Mr. Reiner asked who did the sketches. Mr. Stang stated that they used an architectural consultant. Mr. Reiner stated that he did a good job and painted a picture that they needed to see.

Mr. Starr stated that people are willing to pay for high quality homes. That is a wide thoroughfare. He asked if one of those lanes could flex to carry different modes of traffic. He like the different heights and density levels and could go either way. He suggested that maybe they ought to figure out the big idea first. Mr. Keeler stated that he could go either way with the scale. When it comes to height, if it is really tall, there is still the curiosity factor. He is not afraid of going tall as long as the statement is a big one. Mayor Amorose Groomes stated that she is not in favor of anything above three stories because of the single-family housing across the road. She suggested there be more density deeper into the development.

Mr. Way stated that acknowledging the wide right of way is important. It can handle density. He asked what the future is of Frantz Road. Right now it is not a street for retail. The west side of Frantz Road is a greenway and that is something that is unique and should be preserved. He thinks about it as a linear park that is a connector within

the community. Businesses can come out and interface with it. The scale shown with varying setbacks and heights is spot on. He would not be afraid of density and height. They may have been a little urban.

Mr. Seckel asked if the demographics on the eastern side are known. If something exciting is built, it may impact that. For a younger demographic, they would be fine walking across the street if it is exciting. Mr. Stang stated that they could pull some information but they currently have nothing specific to that right now. Mr. Starr stated that it is one of the more affordable neighborhoods as far as Dublin goes. Mr. Reiner stated that this could spark some urban renewal across the street. Mr. Keeler stated that Upper Arlington struggled with the same thing and they ended up going quite tall. It is not insurmountable. If there is enough setback on the road and green space, Mr. Reiner stated that he is amenable to more height. He agreed with the elevations on variable height. Mr. Stang stated that there is a lot of mature landscaping which is a benefit. That relationship is key to connecting to the east side but also to the attraction into the district itself. Mr. Reiner stated that planting trees on either side of the sidewalk is effective to get a green corridor. Mr. Kelley stated that multiple stories are required to create that impact and sense of something new. He asked about the identity of the Metro Center. Mr. Stang stated that they need to go back and look at the components of each theme and start to shape a new identity. Mr. Kelley asked about engineering and if the water idea is feasible. Mr. Stang stated that the engineering consultants need more detail on current systems but that will be incorporated when this comes back. Mr. Reiner asked if the ponds are clay lined. Mr. Stang stated that the engineering consultants looked at initial construction and capacity and as current standards go, it is not built to current standards. Mr. Seckel asked if Mr. Stang has enough information based on drawings and discussion, to go back and produce something more refined. Mr. Stang stated that the group is welcome to share anything after this meeting with staff, but they have what they need.

Mr. Stang shared the next steps. He stated that they will develop revised recommendations, refine illustrations, and identify revised area plan recommendations.

Mr. Reiner thanked consultants and staff. This is an exciting project.

Historic District Task Force Recommendations

Ms. Noble presented the Historic District Task Force Recommendations. This was before the Committee in May 2021. At the Committee's recommendation, the Façade Investment Program has been reinstated and its boundaries expanded to not only include commercial but residential properties. Staff has been working with legal to proceed with that.

**DUBLIN CITY COUNCIL
COMMUNITY DEVELOPMENT COMMITTEE
Tuesday, November 30, 2021 – 5:00 p.m.
5555 Perimeter Drive
Council Chamber**

Meeting Minutes

Mr. Reiner called the November 30, 2021 Community Development Committee meeting to order at 5:00 p.m.

Members present: Mr. Reiner (Chair), Mr. Keeler, and Mayor Amorose Grooms

Staff present: Ms. O'Callaghan, Ms. Rauch, Mr. Ranc, Mr. Stiffler

Also present: Mr. Stang and Mr. Greene, Planning Next; Mr. Starr, Crawford Hoying, Mr. Seckel, Kelley/Weiler

Minutes of the October 25, 2021 Meeting

Mr. Keeler moved to approved the minutes of the May 25, 2021 CDC meeting. Mayor Amorose Grooms seconded the motion.

Vote: Mr. Keeler, yes; Mayor Amorose Grooms, yes; Mr. Reiner, yes

Metro Center Visioning

Ms. Rauch introduced the agenda for the Metro Center Visioning including a review of the process so far. The focus for this meeting is evaluating the theme and strengthening recommendations from the Dublin Corporate Area Plan (DCAP), and making a recommendation to City Council revisions of the DCAP.

Mr. Greene shared three potential themes for this area: Sustainability/Resiliency, Lifestyle/Entertainment, and Cultivation/Exploration. There would be an increase in density and uses over what is there now. Natural open space could be an important amenity. The goal is for development to happen in a way that fosters community and is unique to this space. Mr. Greene listed the essential principles for the area: increased density/intensity of development, variety of new diverse housing, amenities/services complementing users of the district, consolidation of parking, open space areas, and pedestrian connections. Mr. Greene stated that this could be a place that continues to embrace the business world and that embraces cultivation. Mr. Greene shared illustrations of the existing site as well as the new visions (Concept A: Infill Development and B: Redevelopment).

Mayor Amorose Grooms stated that five stories may be more appropriate than six stories since there are two story and one and half story residences across the street.

She referenced Concept A and stated that a parking study would be very interesting to see how that would work. She stated that she likes Concept B and is interested in how the water moves through there and how you would aerate the water without fountains. Mr. Greene stated that they were trying to mimic more urban with water features. Mayor Amorose Groomes stated that it would have to have at least four to make it palatable for recreation.

Mr. Keeler stated that five stories works for him. He likes the L shaped buildings in the front. With the void in between tall buildings, you can't see what's behind them and he believes people are curious and will want to know what's behind there. He shared that he just came back from St. Petersburg, Florida and counted five performing arts centers. He knows it takes philanthropy to make those work but would be interested in digging deep and seeing what kind of support we could get from private philanthropy and corporate partners. He stated that he envisions a masterpiece of a creative building that may be all glass in the area west of those buildings that are on Frantz Road. The office building that is already just to the west of that creates an issue because it appears to be close. The building doesn't necessarily have to be square to maximize the space. That water feature could go under the building. Mr. Greene stated that this could be a place for a special architectural amenity. Mr. Keeler stated that it could be done if you have the right corporate partners. Mr. Keeler stated that he would not have surface parking there. The desire is for people walking more.

Mr. Reiner stated that the economics interest him.

Mr. Starr stated that parking will drive how tall the buildings will be. Once a few big moves come in, that will start setting the tone for the development. Then you will start seeing the idea and start seeing the opportunity for those bigger buildings. Different housing cannot go here. You want to introduce structured parking here but there is a cost to that.

Mr. Seckel stated that these comments are spot on. Parking will be a concern. He likes the varying heights. He likes moving closer to Frantz Road and taking out those ponds. Mr. Keeler asked if the vision includes people using the water. Mr. Reiner stated that it would be cool but could create real engineering problems.

Mr. Greene confirmed general support. He stated that maybe five stories is where the group is comfortable with height. Mayor Amorose Groomes agreed on five stories along Frantz Road but they could go higher as it moves back. Mr. Reiner stated that he is in favor of letting the developer work on that to get the variety in height there.

Mr. Starr asked about the distance between buildings. Mr. Greene stated 100 feet. Mr. Seckel suggested capping it at six stories with the idea of five. It could be open to six depending on design.

Mr. Starr asked if they had considered consolidating open space more linear way. As it is laid out, there will just be a disparity of people and not gathering. Mr. Greene stated that when you leave some buildings up, that happens. Mayor Amorose Groomes suggested broadening the east/west spine to have more opportunity for activity. There is room there to create a tighter urban feel.

Mr. Stang shared the proposed changes to the DCAP plan. The goal is to strengthen what needs strengthening.

Mr. Greene asked if the changes outlined in materials are acceptable to forward to Council. After much discussion about building height, suggested including a varied building height of 4-6 stories instead of 1-6.

Mayor Amorose Groomes stated that it should be slab construction. Convertibility is very important. The City will have a significant level of investment in this. She confirmed this is just this subset of the DCAP and not DCAP in its entirety. Ms. O'Callaghan answered affirmatively and stated that if the Committee is comfortable making a recommendation to Council on this, Staff will draft a recommendation for this committee and then that would be presented to Council at possibly the second Council meeting in 2022.

Ms. Rauch stated that Staff could make tweaks regarding green space.

Ms. O'Callaghan offered for Committee members to reach out to Staff over the next couple of weeks if they have suggestions or questions.

Mr. Greene stated that he will provide a resource to Staff including this information. Ms. Rauch stated that the Code part has already been drafted.

Mr. Seckel asked about the timeline. Mayor Amorose Groomes outlined the process. She explained that there would need to be a rezoning for the sub section which would go before Planning and Zoning Commission (twice) and then come to Council for two readings. This would likely not be complete until June. Ms. O'Callaghan stated they could have parallel paths. Once Council moves to approve the plan, that could give developers confidence. Mr. Seckel stated that the timeline is not surprising.

Proposed City Entryway Improvements

Mr. Ranc summarized key areas of feedback from October 11 Council meeting and provided updates on the following items.

Entryway Signs

Mr. Ranc stated that current City signs are dated and not standard. The level of landscaping varies. Staff heard positive feedback about increasing landscaping. Existing signage is not in keeping with current branding. Recognitions are placed haphazardly. There was concern about fonts. Mr. Ranc stated that Staff would like to try to keep as much contrast as possible and the green and white is the current branding and provides that contrast. He suggested that having a designated area on the signs for recognitions allows focus on the sign while having those recognitions. He shared options of fonts (Myriad Pro, Cambria, Tahoma, Lucida Bright) and noted that the City uses Tahoma on a lot of printed materials.

Mr. Reiner stated that he likes the Tahoma font but is somewhat ambivalent. He does not like the attachment of the white piece. It seems cluttered. He suggested maybe a vertical progression instead of horizontal.

Mayor Amorose Groomes stated that she does not care for the badges. She likes the serif fonts because they seem softer but it is a matter of preference. She stated that it

Viability and Competitiveness Study

Metro Office District & Blazer Research District

BRIEFING FOR CITY COUNCIL / FEBRUARY 6

Revised 02/04/2014

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Data Sources:

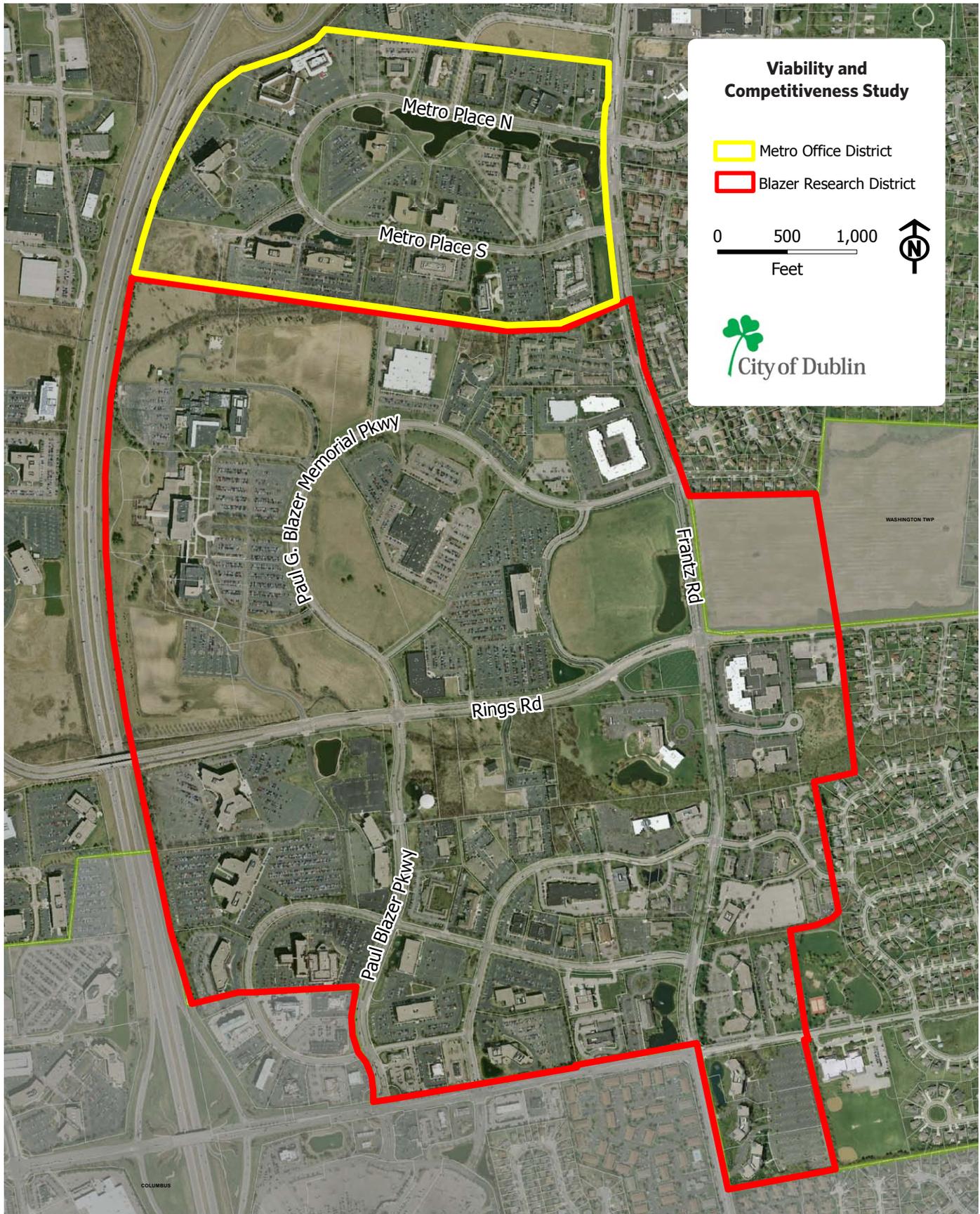
Unless otherwise noted, data on the Columbus Region's office market references Colliers International's Q3 2013 market report.

This report was prepared by City staff and **planning NEXT**.

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EXECUTIVE SUMMARY



PURPOSE

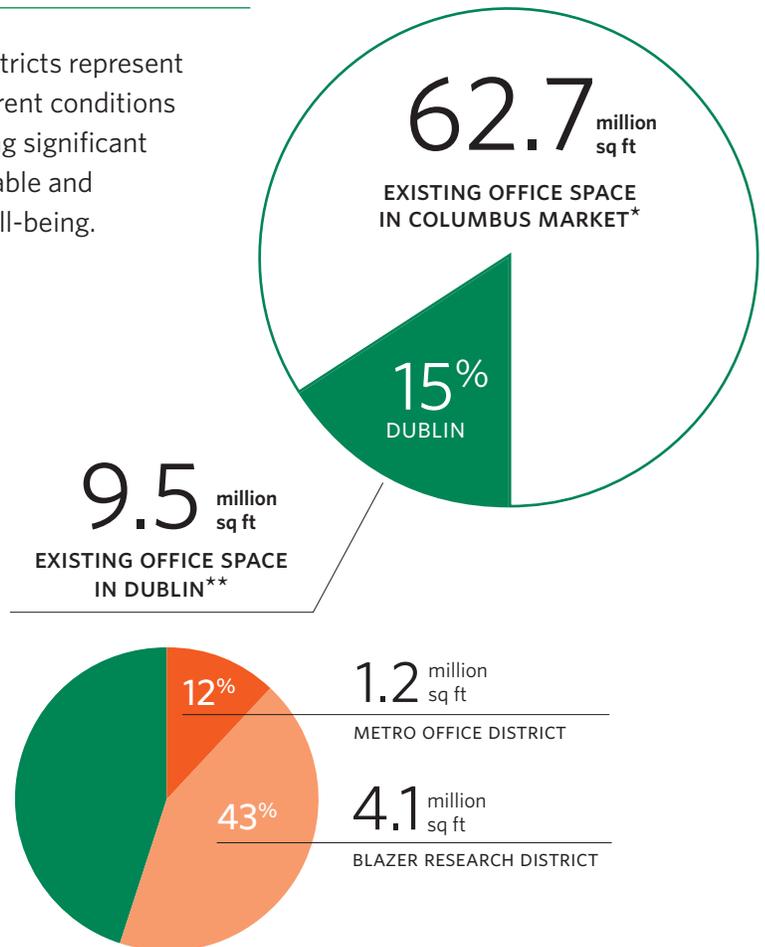
The Viability and Competitiveness Study is an effort to start a discussion regarding the future of two of Dublin's premier office areas, Metro Office District and Blazer Research District by identifying ways to ensure that these places remain viable and competitive employment centers.

WHY IS THIS IMPORTANT?

Together, Metro Office and Blazer Research Districts represent over half of Dublin's supply of office space. Current conditions and trends suggest that these districts are facing significant competitive challenges. Keeping these areas viable and competitive in the future is vital to the city's well-being.

For nearly three decades, Dublin has defined itself as a premier employment center in central Ohio. The City's emphasis on jobs, particularly higher-wage office jobs, is the foundation of its economic health and high quality of life for residents. Metro Office District and Blazer Research District are two of Dublin's seven defined office neighborhoods and are home to some of the city's largest, oldest, and most visible multi-tenant office buildings.

The Community Plan emphasizes the need for the city to remain on the leading edge of economic development efforts at regional, national and even global levels. Each year, Dublin City Council reviews goals set the previous year and updates priorities, which are then used to guide Council and the Administration in budgeting and programming initiatives. Council has identified Fiscal Health & Economic Vitality as one of five Strategic Focus Areas.



* 2013 Estimate (Colliers International). Includes Columbus and 15 surrounding suburban areas

** 2013 Estimate. See explanation in the chart on page 11.

DUBLIN CITY COUNCIL STRATEGIC FOCUS AREA

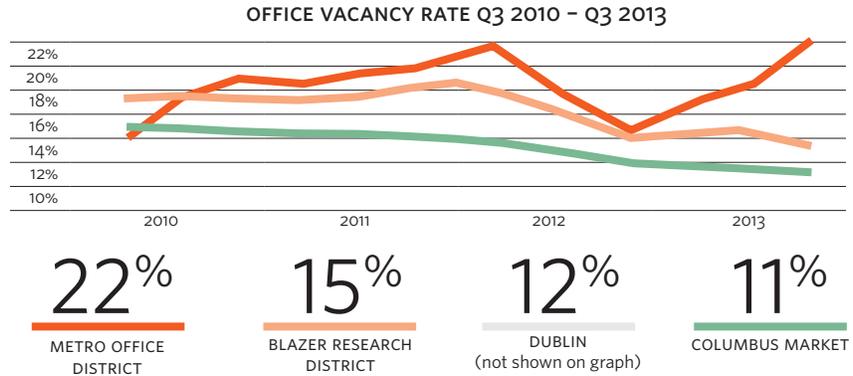
Fiscal Health and Economic Vitality. *The City ensures its financial security through the implementation and coordination of sound fiscal policies; carefully balanced land planning reflecting sound land use principles; forward investing in infrastructure development; and a continuous focus on successful economic development programs.*

WHAT'S HAPPENING HERE?

The following is a summary of key findings from analysis of both districts and input from stakeholders.

Relatively high office vacancy rates.

While the vacancy rates of office space in Metro Office and Blazer Research Districts are lower than their peaks at the end of 2011, they are still above the city's average and that of the overall Columbus market.



Relatively high office lease cost due to higher expenses in older buildings.

Several office buildings in the districts, particularly the older Class B buildings, may be less price competitive considering operating expenses.

EXAMPLE COST FOR OFFICES IN METRO / BLAZER DISTRICTS

Building Address	Year Built	Class	Base Rent (net)	Op. Exps. (incl. taxes)	Full-service cost (gross)
425 Metro PI N	1981	B	\$9.75	\$7.42	\$17.17
475 Metro PI N	1981	B	\$9.25	\$7.75	\$17.00
555 Metro PI N	1980	B	\$8.00	\$8.95	\$16.95
545 Metro PI S	1998	A*	\$11.95	\$8.00	\$19.95
565 Metro PI S	2000	A	\$11.00	\$8.75	\$19.75
400 Metro PI N	1997	A*	\$10.00	\$9.50	\$19.50
5515 Parkcenter Cir	1996	A*	\$11.95	\$9.50	\$21.45
5555 Parkcenter Cir	1992	A*	\$9.50	\$9.50	\$19.00

* Building class is subjective. Although these buildings are marketed as Class A, they could be considered Class B due to age.

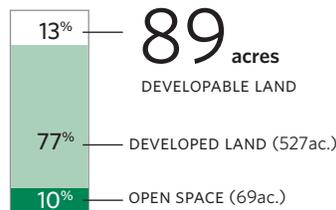
AVERAGE FULL-SERVICE COST FOR OFFICE SPACE IN SUBURBAN COLUMBUS MARKET (SQ FT/YR.)



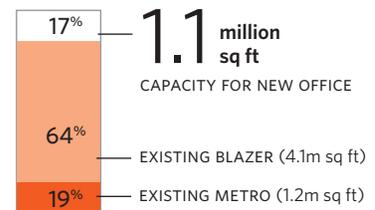
Land available for new office development, yet little current demand.

Together, these areas contain approximately 89 acres of developable land, most of which is zoned or planned for offices. At current densities, this land could yield over 1 million square feet of new office space. A 2009 study conducted by market research analyst Sarah Woodworth, of W-ZHA, anticipates demand for 100,000 square feet of large format office space within the next ten years. The Community Plan allocates land for approximately 11 million square feet of new office development within the city's seven business districts.

DEVELOPABLE LAND AREA IN METRO/BLAZER DISTRICTS



CAPACITY FOR NEW OFFICE SPACE IN METRO/BLAZER DISTRICTS



CAPACITY FOR NEW OFFICE DEVELOPMENT IN DUBLIN'S BUSINESS DISTRICTS (SQ FT)

Metro Office District	90,000
Blazer Research District ¹	1,064,000
Bridge Street District	3,281,000
Emerald Corporate District	3,250,000
Perimeter Commerce District	1,043,000
Shier Rings Tech Flex District ²	150,000
West Innovation District ^{2 3}	2,379,000
TOTAL	11,257,000

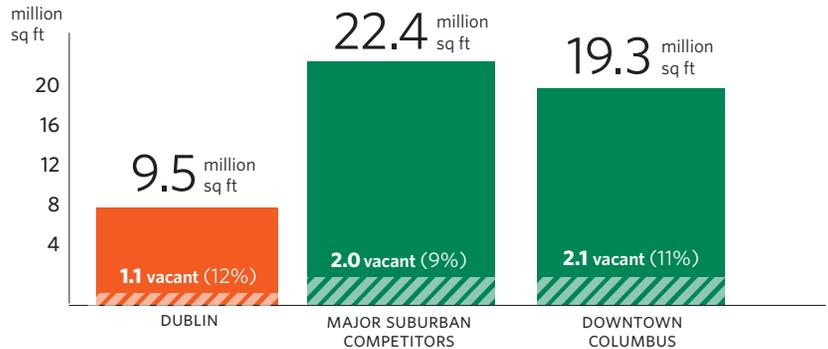
NOTES:

1. Some space in Blazer Research District may develop as industrial/R&D rather than strictly office.
2. Office development in the Shier Rings and West Innovation Districts is expected to occur in conjunction with industrial/flex/R&D uses.
3. All of these figures reflect the long-term development capacity of available land within the city's current boundaries, based on zoning or adopted plans.
4. These capacity estimates do not include land outside of the city's seven identified business districts, or within the city's 'Exclusive Service Area' or 'Negotiated Service Area' that have yet to be annexed.

Both areas are desirable but competition is increasing.

Property owners, brokers, and tenants generally say that Metro Office and Blazer Research Districts are desirable areas along with Dublin overall. However, they acknowledge that there is growing competition from other suburban markets and that a Dublin address may be valued less than in the past.

TOTAL OFFICE SPACE AND VACANCY RATES (Q3 2013)



Major suburban competitors include the suburban office markets of Grandview/Upper Arlington, Westerville, Polaris, Hilliard, Easton, and New Albany combined. (See page 11 for detail)

Concerns about parking, area amenities, building age, appearance, identity and signs.

Stakeholders shared the following concerns and insights:

building age: Some buildings are “old and tired,” relatively expensive to operate and difficult to adapt.

parking: The current average parking allocations may not satisfy demands of prospective tenants.

amenities: Some suggest that the amenities (dining, recreation, services) available in both areas could be expanded and more convenient to access. There is lack of awareness about some of the amenities that do exist within the existing office and hotel buildings.

identity and signs: Blazer is not recognized as a single district. Improved branding and wayfinding signs could be beneficial for both areas.

appearance: Mature landscaping is highly valued unless it impedes views of buildings/signs, making wayfinding difficult. There is frustration with code enforcement of decades-old landscaping plans. In these situations, property managers often do not understand what they can and cannot do regarding maintenance of landscaping.



WHY IS THIS HAPPENING?

While the age of development and other physical characteristics contribute to the health of these areas, there are a number of external trends at work. These trends include: changing economic conditions, changing workforce and changing needs of building owners and tenants.

Economic Conditions

SEE PAGE 10 FOR DETAIL

Lukewarm Suburban Office Outlook

Since the peak of the recession, rents and vacancy rates for suburban office (regionally and nationwide) have made only modest improvements, while many urban areas have begun to rebound. This trend is partly due to shifting market preferences, but also because many suburbs were harder hit by the recession leaving a relatively large supply to absorb.

Increasing Regional Competition

While Dublin has long dominated the suburban office market in central Ohio, much of its office product is older than in other markets such as Polaris, Westerville, Hilliard, Easton, and New Albany. Dublin also faces competition from new office development occurring in Downtown Columbus including the Arena District and Grandview Yard.

Economic Uncertainty

Due to ongoing uncertainty about the national economy since the Great Recession, tenants are reluctant to sign multi-year leases and want flexibility to increase or reduce their space as their needs change. Uncertainty about lease commitments is an obstacle for building owners to renovate and for new development. Tougher lending standards make it challenging for developers to finance construction.

Workforce

SEE PAGE 13 FOR DETAIL

Lifestyle preferences changing work environments

Whether they desire suburban lifestyles or more urban ones, a growing proportion of young people are choosing where they want to live before they begin looking for job opportunities. As a group, younger workers (as well as those approaching retirement) tend to prefer walkable, amenity-rich environments with authentic character.

Jobs follow talent

Many high-growth, technology-oriented businesses face strong competition for talented workers and consider lifestyle preferences in their decisions about where to locate. Reflecting those preferences, businesses increasingly seek office settings that are walkable and close to gathering places, recreation, restaurants, entertainment, retail services, transit and housing.

Moderate-income workers needed by growing businesses

The moderate-income segment of the workforce, largely college-educated young professionals, are needed by growing business sectors. Compared to older generations, this group tends to prefer living close to their place of work, they drive less, and are more likely to use alternative modes of transportation including cycling, walking, and transit.

Needs of Building Owners/Tenants

SEE PAGE 15 FOR DETAIL

Less Space

Tenants tend to need less space overall and per employee than in the past. Companies are getting by (or doing more) with fewer employees, they are consolidating multiple offices to single locations, allowing more telecommuting and flexible time, and adopting cubicle-free open floor plans and shared spaces.

Better Differentiation

While there is still a large market for suburban office space, competition for tenants is increasing. Tenants for suburban offices tend to want generous amounts of parking, "environmentally friendly" buildings, nearby amenities (preferably within walking distance), visibility and signs, as well as technology infrastructure.

More Flexibility

Buildings with flexible designs that can accommodate many types of users and adapt to changing tenants needs tend to be the most successful over the long-term. In some communities, property owners need regulatory flexibility or technical assistance to help them make changes to their buildings or properties in order to keep them competitive.

WHAT OTHER COMMUNITIES ARE DOING.

While every community is unique, there are several examples described in this report where similar challenges are being addressed. Here are some strategies that are being tried within districts and in places such as Research Triangle Park, North Carolina; Fairfax County, Virginia; suburban Dallas, Texas, and elsewhere.

Existing Buildings

- Encouraging retrofit or reuse

Infill and Redevelopment

- Allowing increases in density and mixed-uses.
- Revising stormwater management (to offset more intense development)

Walkability and Transit

- Adding pedestrian connections (public/private)
- Using proximity to transit as a catalyst
- Encouraging expansion of transit service

Connectivity

- Creating new street connections
- Creating new multi-use path connections

Parking

- Encouraging shared parking
- Revising parking design standards
- Adjusting parking requirements
- Creating structured parking
- Creating a parking authority to manage parking assets

Open Space

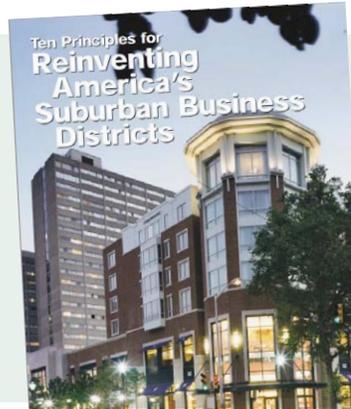
- Creating new open space amenities
- Programming open space

Landscaping

- Upkeep and maintenance (public)

Economic Development Policies

- Incentives
- Public/Private Partnerships
- Marketing/Branding



A publication by the Urban Land Institute (ULI) identifies these 10 principles for revitalizing aging suburban business districts.

1. Understand Your Position in the Market
2. Build Community Support
3. Develop a Vision and a Plan
4. Stress Results over Regulation
5. Break Up the Superblocks and Optimize Connectivity
6. Embrace Mixed Use
7. Honor the Human Scale by Creating a Pedestrian-Friendly Place
8. Think Transit—Think Density
9. Create a Public/Private Partnership
10. Share and Manage Parking

read more

Ten Principles for Reinventing America's Suburban Business Districts / ULI

<http://bit.ly/1fdNSIT>



Concepts from the Research Triangle Park Master Plan (see page 28)



Legacy Town Center / Plano, TX
(see page 30)



Novo Nordisk U.S. Headquarters,
office space retrofit (see page 34)



TRENDS

This section describes regional and national trends that provide context for the conditions documented in Metro Office and Blazer Research Districts. These trends include changing economic conditions, changing workforce, and changing needs of building owners / tenants.

TRENDS / CHANGING ECONOMIC CONDITIONS

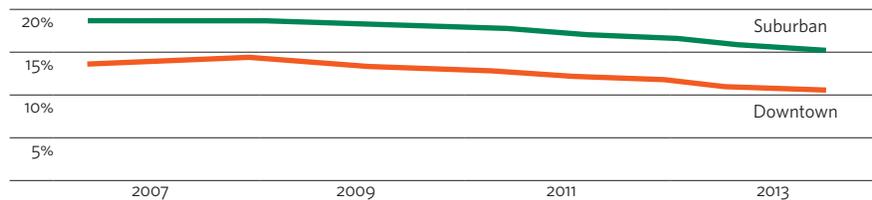
Changing regional dynamics along with structural changes to the national economy since the recent recession (partially driven by changing demographics) have created a new competitive environment for Dublin.

Suburban office underperforming office space in urban settings, but less so in central Ohio

Since the peak of the recent recession, vacancy rates for suburban office (regionally and nationwide) have improved but are still higher on average than in more urban areas. With high vacancy, suburban office has not seen much improvement in rent prices, while prices in urban areas have begun to rebound. Changing market preferences play a role, but this trend is largely because many suburban markets were harder hit by the recession since there was more building activity in the suburbs prior to the recession and more office space available to absorb.

Fortunately, compared to other metro areas in the midwest and nationwide, the office market in central Ohio is faring relatively well. There is also a smaller gap between urban office and suburban office in the region currently, both in terms of vacancies and in lease prices.

OFFICE VACANCY RATE, U.S. 2007-2013



OFFICE VACANCY RATE MAJOR OHIO MARKETS (Q3 2013)



AVERAGE FULL-SERVICE OFFICE RENT, COLUMBUS MARKET (Q3 2013)



OFFICE SPACE AND VACANCY RATES, COLUMBUS AND COMPARABLE MARKETS

Markets	Suburban Submarkets		Downtown		Market Total	
	Total Sq Ft (millions)	Vacancy rate	Total Sq Ft (millions)	Vacancy Rate	Total Sq Ft (millions)	Vacancy Rate
Columbus	43.5	11.0%	19.3	11.3%	62.8	11.0%
Cleveland	171.4	10.5%	69.4	17.9%	240.8	12.2%
Cincinnati	35.7	18.3%	18.1	17.1%	53.9	17.9%
Nashville	33.0	8.1%	11.1	10.3%	44.0	8.7%
Charlotte	41.0	15.5%	27.3	8.6%	50.1	16.6%
Raleigh*	43.1	17.2%	3.9	11.1%	47.0	16.7%
Austin*	33.4	12.2%	9.1	12.0%	42.4	12.1%
Indianapolis*	22.8	17.7%	11.9	18.9%	34.7	17.5%

read more:

Emerging Trends in Real Estate 2013 / ULI

<http://bit.ly/1aODPPI>

Emerging Trends in Real Estate 2014 / ULI

<http://bit.ly/1kQyRb>

“Suburban office buildings accounted for 70% of the 135 million square feet of occupied space that has gone vacant [nationally] since the beginning of the recession”

—REIS INC.

* This table was compiled from multiple sources. Data for Raleigh, Austin and Indianapolis were reported by CBRE Inc. while other figures were reported by Colliers International. The two sources may have different data collection methodology.

The market area of Columbus includes the City of Columbus and 15 adjacent suburban submarkets extending just outside of Franklin County. The market area of Cleveland includes the counties of Cuyahoga, Carrol Lorrain, Medina, Richland, Stark and Summit. The market area of Cincinnati includes Hamilton, and much of Butler, Warren, Claremont and Brown counties, and parts of northern Kentucky.

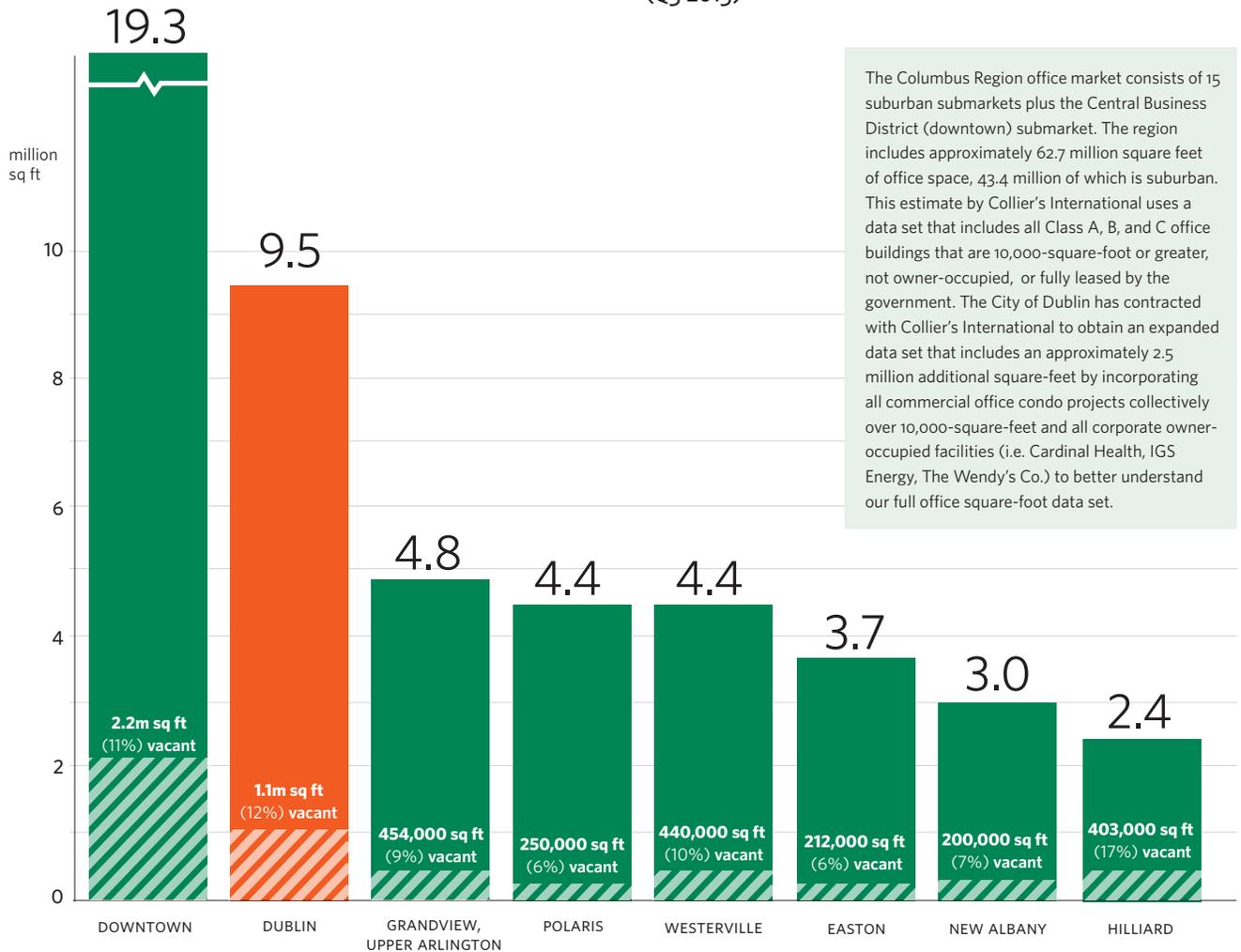
There is increasing regional competition.

While Dublin has long dominated the suburban office market in central Ohio, and it remains the single largest suburban office submarket, it is facing increasing competition from newer suburban office areas as well as new development in Downtown Columbus. Much of Dublin's office product is older than in other suburban markets such as Polaris, Westerville, Easton, Hilliard, or New Albany. Some development in Downtown Columbus (such as in the Arena District) and nearby (Grandview Yard) competes directly with options available in Dublin.

OFFICE SPACE ABSORPTION AND AVERAGE RENT FOR MAJOR COLUMBUS SUBMARKETS (Q1-Q3 2013)

Submarket	Average Rent		Net office space absorbed (sq ft)
	class A	class B	
DOWNTOWN	\$19.31	\$16.56	165,955
GRANDVIEW/ARLINGTON	\$23.28	\$16.79	38,321
DUBLIN	\$19.38	\$15.84	99,131
POLARIS	\$19.54	\$18.47	74,789
WESTERVILLE	\$19.35	\$15.65	139,328
EASTON	\$20.22	\$18.00	55,307
NEW ALBANY	\$17.71	-	48,772
HILLIARD	\$20.00	\$16.24	28,984

TOTAL OFFICE SPACE, AND VACANCY RATES FOR MAJOR COLUMBUS SUBMARKETS (Q3 2013)



Economic uncertainty makes office development very challenging, redevelopment more so.

Real estate development is high risk. Developers will often not undertake construction on a new project unless much of the space is pre-leased. Tenants are reluctant to sign multi-year leases and want flexibility to increase or reduce their space as their needs change. Uncertainty about lease commitments is an obstacle for building owners to undertake costly renovations. Also, tougher lending standards in place since the Great Recession make it more challenging for developers to finance speculative projects.

Regional and national office development trends reflect that reality. The amount of office development taking place nationwide is near its lowest point in over a decade. The development that is underway is generally high-end class A space often with niche attributes such as LEED certification. Most is occurring in the cores of major cities.

In central Ohio, nearly half of the office space currently under construction is in downtown Columbus, with another 40 percent in New Albany. Most of that space will be occupied by specific large tenants. In all of the central Ohio areas with office buildings under construction, tax abatements are helping to support that development. Speculative office development is unlikely in the near future without such incentives.

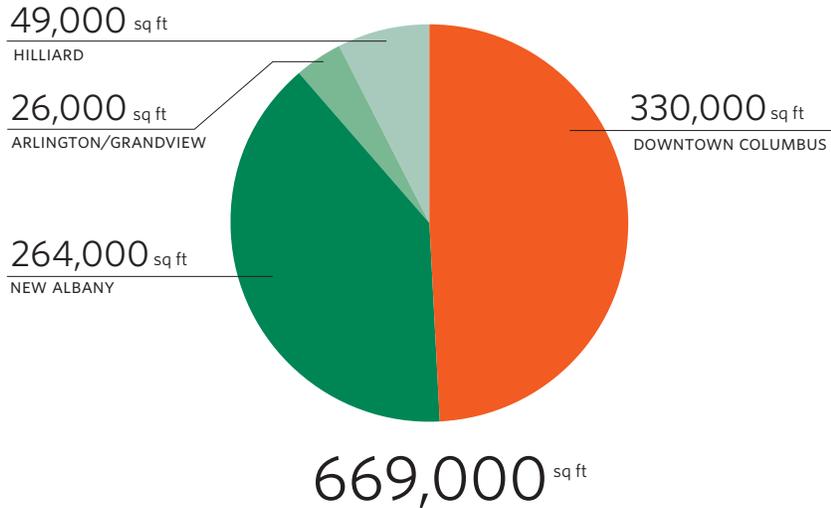
read more:

Office Trends Report / Greater Columbus Region Q3 2013 / Colliers International
<http://bit.ly/18wSGhv>

City hopes to encourage downtown projects with more generous tax incentives / Columbus Business First, Nov. 2013

<http://bit.ly/1f5Puog>

OFFICE SPACE UNDER CONSTRUCTION IN COLUMBUS MARKET (Q3 2013)



NEW OFFICE SUPPLY, U.S. (2007-2013)



“Tenants are uncertain on the long term stability of the economy. [They] still lack the urgency to close deals, due to short term efficiency concerns, unwillingness to sign long term leases, and speculation of lower net rental rates in conjunction with higher operating expenses that we have seen as of late.”

- COLLIERS OFFICE TRENDS REPORT / GREATER COLUMBUS REGION Q3 2013

“Developers of residential and commercial projects downtown [Columbus] will get full tax abatement benefits under the city’s community reinvestment area ... The legislation extends a full 15-year, 100 percent tax abatement on all real property improvements downtown and any requirement for payments-in-lieu-of taxes (PILOT) contributions”

- CITY HOPES TO ENCOURAGE DOWNTOWN PROJECTS WITH MORE GENEROUS TAX INCENTIVES / COLUMBUS BUSINESS FIRST, NOV. 2013

TRENDS / CHANGING WORKFORCE

The United States is in the midst of the greatest age-structure transformation in history. Baby Boomers, who in their younger years were a major force behind suburban expansion, are now reaching retirement age and beginning to exit the labor force. Many are downsizing and making different choices about where to live. At the same time, the baby boom echo (also labeled echo boomers, Gen Y, or Millennials) is about to enter its period of workforce dominance. They are considerably less suburban-centric than their parents were at the same age in terms of both residential and workplace preferences. This demographic shift has the potential to transform communities nationally:

Lifestyle preferences changing work environments.

Whether they desire suburban lifestyles or more urban ones, a substantial proportion of American working adults now share a preference for shorter commutes and for living in places where homes, shops, and workplaces are in relative proximity. In a recent survey conducted by the Urban Land Institute*, 62 percent of “Gen Y” prefer living in proximity to shops, restaurants and offices. At the same time, 72 percent of baby boomers, would prefer a shorter commute and smaller house, over a larger house and longer commute. Nearly half of baby boomers (49%) would prefer to live near shopping, dining and offices.

Workforce lifestyle preferences, particularly those of the younger demographics, are impacting both the places where businesses choose to locate and how their office spaces are designed.

read more:

America in 2013 / ULI

<http://bit.ly/18wUbvS>

*Based on a nationwide survey of 1,202 adults conducted between January 16 and February 3, 2013. It includes responses from Generation Y (representing 30 percent of the total), born between 1979 and 1995 and numbering near 80 million; Generation X (23 percent), born between 1966 and 1978 and totaling about 50 million; Baby Boomers (31 percent), born between 1947 and 1965 and numbering 75 million; War Babies (12 percent), born between 1932 and 1946; and the Silent Generation (3 percent), born in 1931 or earlier; together War Babies and the Silent Generation number 35 million.

Increasingly, jobs follow talent.

Compared to previous generations, more young workers today are choosing which region, city or neighborhood they want to live in before they begin looking for job opportunities – even despite the recent weak job market. In response, many successful companies (particularly high-growth, technology-oriented ones) who face strong competition for talent, now consider where their workers want to live when deciding where to locate.

Often the cost of a highly-skilled workforce exceeds the cost of office space (total payroll divided by the square footage the workers occupy), which is an added

“I’ll admit, the only reason why I moved to the area... was because of the job. There’s not much else for me to do around here. I’m 23, no kids — I have to get on the highway to go Downtown to find something to do.”

– INTERVIEW PARTICIPANT, WENDY’S YOUNG PROFESSIONALS

incentive to attract and retain good employees. A location’s ability to help attract a company’s desired workforce is a primary focus today while factors such as corporate image, cost, or the preferences of top executives (“where the CEO wants to live”) are often secondary.

In response to the preferences of young, highly-educated workers, businesses are increasingly seeking office space in mixed-use settings with various nearby amenities. This trend has primarily affected office demand and is less significant in suburban retail and industrial formats.

OCLC, which was recently rated a top company for young workers by WIRED magazine, has reported challenges recruiting talent to their Dublin location, compared to offices in Seattle and Boulder.

– STAKEHOLDER INTERVIEW NOTES COMPILED BY GOODY CLANCY, 2009

DEFINITIONS OF U.S. GENERATIONAL GROUPS

BORN BETWEEN THE YEARS

1979-1995 GENERATION-Y (MILLENNIALS)	1966-1978 GENERATION-X	1947-1965 BABY BOOMERS	1932-1946 WAR BABIES	1931 or earlier SILENT GENERATION
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APPROXIMATE SIZE OF GROUP IN MILLIONS (2010)

80_m GENERATION-Y (MILLENNIALS)	50_m GENERATION-X	75_m BABY BOOMERS	35_m WAR BABIES + SILENT GENERATION
--	---------------------------------------	---------------------------------------	---

Businesses need access to moderate-income workers.

The moderate-income segment of the workforce, largely college-educated workers making near the regional median income, are needed by growing business sectors. These workers include many college-educated young professionals (Millennials/Gen-Y). Compared to older generations, this group tends to prefer living close to their place of work, they drive less, and are more likely to use alternative modes of transportation including cycling, walking, and public transit. Wherever a businesses chooses to locate, nearby living options that are attractive and affordable to these workers, along with public transportation service is valuable in attracting young professionals and other moderate-income workers.

“Millennials are driving far less than their parents and grandparents did... Unlocking mass transit to some of these suburban sites will add value, and value will spur density, which in turn will bring greater value to municipalities.”

– MEMO TO MUNICIPALITIES: GET CREATIVE AND FLEXIBLE IF YOU WANT THOSE OFFICE PARKS REDEVELOPED, JULY 2013, NEW JERSEY FUTURE

“Whether or not gen-Y’s preferences and habits will endure is an interesting question that no one can answer definitively right now. An important question is: Will they be able to afford the lifestyle they want, in the locations they want? This will be determined by the ability of metropolitan areas to provide a range of affordable, appealing, and high-quality options—not just for gen-Y, but for other generations as well.”

– EMERGING TRENDS IN REAL ESTATE, 2014, URBAN LAND INSTITUTE

Battelle’s 2011 Economic Development Cluster Analysis for Dublin indicated that key industry growth opportunities for the city – clusters such as “business support services,” “healthcare,” “residential healthcare services,” “tourism/entertainment” and “corporate HQ operations” – rely on moderate-income workers (those making near the regional median income of \$44,780) for a significant portion of their workforce.

While housing that is affordable to this demographic exists in nearby areas of Dublin and Columbus, the supply is very limited. The Cluster Analysis states that, “Dublin’s current housing stock is largely unaffordable for moderate-income workers and their families... New and high quality rental housing cannot be supported by a lower-income market, but can be by moderate incomes in professional fields, which range from \$44,016 to \$88,100.”

For those business clusters that have average wages near the regional median, access to workers is constrained by limited public transportation service, which is important for moderate-income workers for whom rising gasoline prices limit commuting.

TRENDS / CHANGING NEEDS OF BUILDING OWNERS / TENANTS

The needs of building owners and tenants are changing along with (and in response to) market conditions.

Office ecosystems are changing, less space is needed.

The ubiquitous cubicle inhabited by the baby boomer workforce is giving way to more flexible collaborative spaces desired by Gen Y. Through technology, these young people are more connected than any previous generation, they seem to place less value on privacy, and they tend to prefer the collaboration and spontaneity promoted by open, cubicle-free office layouts. Meanwhile, technological advances such as cloud computing reduce the space needed to physically store data on-site; and digitalization has allowed some professionals such as lawyers to eliminate libraries of printed books.

Along with the changing trends in office design, a general emphasis on efficiency since the recent recession means that companies are getting by (or doing more) with fewer employees, they are consolidating multiple offices to single locations, allowing more telecommuting and flexible time, and adopting cubicle-free open floor plans and shared spaces. These factors mean that many businesses can be successful with less office space than in the past, which is great for their bottom-line.

It also means that on average, buildings can hold many more employees in a given amount of floor area. In suburban areas with limited transportation alternatives, more people in a building means that more parking is required to serve that building. While parking ratios of 4 spaces per 1,000 sq ft of floor area was standard for suburban office just a few years ago (and is the minimum requirement of Dublin's Code), today, general office tenants tend to demand 5-6 spaces per 1,000 sq ft. Some large tenants such as call centers may require more than 7/1,000.

read more:

In *New Office Designs, Room to Roam and to Think* / *New York Times*, Mar. 2012
<http://nyti.ms/1cwtNa5>

What's Next, Getting Ahead of Change, 2012 / ULI
<http://bit.ly/1f2os77>



Reflecting the preferences of their younger workforce and corporate values, Google's offices (Milan, Italy) provide an open collaborative work environment for employees that may or may not be in the office on any given day.



At the new offices of Russell Investments, an asset management firm in Seattle, there are no private office spaces. Even the chief executive occupies an ordinary desk in a row (above). Small conference rooms and enclosed lounges offer privacy when needed (right).



"According to research by [the global development firm] Gensler, square foot/person has dropped about 325 square feet since the 1970s. This essentially allows a hypothetical company to move from 100,000 square feet at Class B office rates to 70,000 square feet of Class A office rates without affecting their bottom line — housing the same number of employees and significantly upgrading their office environment."

— MAKING A STATEMENT WITH OFFICE SPACE: FINDING WORKPLACES THAT LAST, AREA DEVELOPMENT SITE AND FACILITY PLANNING, 2013

Flexibility and adaptability.

Buildings with flexible designs (rectangular floorplates) can accommodate many types of users and adapt to changing tenants needs, much better than buildings with irregular or narrow floorplates commonly found in older buildings. In some communities, property owners need regulatory flexibility to help or allow them to make changes to their buildings or properties to keep them competitive.

Environments that Improve Work-Life Integration

The concept of work-life balance is giving way to work-life integration. Due to advances in technology and cultural/generational shifts, workdays have become more flexible, and interaction within the area where one spends the most time has become increasingly important. Tenants seek work environments (both external setting, and internal design) that promote worker satisfaction, health, and productivity, as well as company values.

read more:

Suburban Office: It's Not Dead Yet, June 2013, National Association of Real Estate Investment Mangers (NAREIM)

<http://bit.ly/1e76pNU>

Making a Statement with Office Space: Finding Workplaces that Last, Area Development Site and Facility Planning, 2013

<http://bit.ly/1igoVro>

Emerging Trends in Real Estate, 2014 / ULI

<http://bit.ly/1kQyRb>

What's Next, Getting Ahead of Change, 2012 / ULI

<http://bit.ly/1f2os77>

Nearby amenities, preferably within walking distance.

Offices that are near amenities such as restaurants, coffee shops, office support services, or recreation facilities are typically at an advantage over locations without such amenities. In line with workforce preferences, workers appreciate the ability to walk from their office to get lunch or coffee, and increasingly use recreational facilities for exercise during their workday.

Generous amounts of parking in suburban areas.

While the average vehicle miles traveled per person in the U.S. has declined in recent years, most trips, particularly to and from employment areas in the suburbs are still made by people driving alone. With office configurations putting more workers per square foot, tenants in suburban office areas are likewise demanding more parking per square foot of office space.

"Environmentally friendly" buildings.

So-called "green buildings" that are energy efficient (often LEED certified) and have abundant natural light are increasingly desirable and becoming the norm in new construction. Not only do green buildings reinforce positive messages about a company's brand values, energy efficiency reduces costs and is good for a company's bottom line.

Visibility.

While large national tenants expect a highly visible building location along a major street or highway, tenants of all types place a high value on having their name displayed on signs.

Technology Infrastructure.

High speed and reliable data transmission, such as that provided by Dublin's fiber optic infrastructure, is a desirable amenity, as are secure data storage facilities and services such as that provided by Metro Data Center.

"Having the correct work-life integration is not only attractive to employees but could also be a huge cost savings [for businesses] by lowering ... employee turnover. Work-life integration, very much driven by the office location and surrounding environment, is typically a top-five 'most important value to employees' in today's market."

— MAKING A STATEMENT WITH OFFICE SPACE: FINDING WORKPLACES THAT LAST, AREA DEVELOPMENT SITE AND FACILITY PLANNING, 2013

CONDITIONS

This section provides a detailed summary of key findings from quantitative and qualitative research for both Metro Office District and Blazer Research District.

METRO OFFICE DISTRICT / WHAT THE ANALYSIS SHOWS:

High amount of vacant office space.

250,000^{*} sq ft

VACANT OFFICE SPACE

22%

OFFICE VACANCY RATE

The overall office vacancy in Dublin is 12% while that of the Columbus market is 11%.

* includes 75,000 square feet in one vacant building.

Parking may not meet tenant expectations.

4.0

PARKING SPACES PER 1,000 SQ FT OF OFFICE SPACE IN DISTRICT (AVERAGE)

A few years ago, 4 parking spaces per 1,000 sq ft was typical for suburban office, and the minimum Dublin code requires. Today, however, many office tenants demand 5-6 spaces or more.

Buildings are relatively old.

27

MEDIAN AGE IN YEARS FOR OFFICE BUILDINGS IN DISTRICT

Four of the 13 office buildings were built between 1995-1999, while the other nine were built in the 1980s. Often these older buildings need costly updates to remain marketable.

Land for new office development.

6

ACRES OF DEVELOPABLE LAND ON ONE SITE

If this six-acre site were to be developed under current zoning, it could yield a 90,000 sq ft office building with a parking ratio of 4 spaces per 1,000 sq ft

High operating expenses, higher office cost.

Several office buildings, particularly the older Class B buildings, may be less price competitive when considering operating expenses.

\$19.32 CLASS A \$15.62 CLASS B

AVERAGE FULL-SERVICE COST FOR OFFICE SPACE IN SUBURBAN COLUMBUS MARKET (SQ FT/YR.)

Building Address	Year Built	Class	Base Rent (net)	Op. Exps. (incl. taxes)	Full-service cost (gross)
425 Metro PI N	1981	B	\$9.75	\$7.42	\$17.17
475 Metro PI N	1981	B	\$9.25	\$7.75	\$17.00
555 Metro PI N	1980	B	\$8.00	\$8.95	\$16.95
545 Metro PI S	1998	A**	\$11.95	\$8.00	\$19.95
565 Metro PI S	2000	A**	\$11.00	\$8.75	\$19.75
400 Metro PI N	1997	A**	\$10.00	\$9.50	\$19.50

** Building class is subjective. Although these buildings are marketed as Class A, they could be considered Class B due to age.



Limited nearby amenities.

Considering the number of office workers and hotels, the district's amenities are limited; there are a few dining options nearby, but most amenities are beyond the distance that people will walk.

Limited transit service.

COTA provides express bus service to the district during the morning and evening peak periods only.

Limited street/path connectivity

Limited street connections contribute to p.m. congestion. There are few designated crosswalks, or connection between paths and buildings.



Prime location, mature landscaping.

Mature landscaping, access and visibility to I-270, and proximity to Bridge Street are valuable assets for the district.



METRO OFFICE DISTRICT / EXISTING CONDITIONS



- office buildings >90% occupied
- office buildings 70-90% occupied
- office buildings <70% occupied
- office buildings vacant
- ⬡ hotel
- built before 1986
- built 1986-1995
- no yellow dot: built post-1995

- service (retail, other)
- \$ bank
- 🍴 food / restaurant
- + medical
- multi-use path
- developable vacant parcels
- open space / environmental constraints
- COTA Bus Stops

Land Uses	Existing		Existing	
	land area		floor area	
	ac.	%	sq ft.	%
Office	75	61%	1,184,700	79%
Commercial	5	4%	12,600	1%
Hotel	20	17%	296,700	20%
Residential	0	0%	-	-
Open Space	17	13%	-	-
Undeveloped	6	5%	-	-
TOTAL	123		1,494,000	100%

METRO OFFICE DISTRICT / WHAT STAKEHOLDERS SAID:

Parking: Partially due to vacancies and the current mix of small and mid-size office tenants in multi-tenant buildings (large tenants tend to need more parking per person), parking is not seen as a significant issue for Metro today. However, parking is considered as a growing issue for office buildings generally, particularly by brokers who say many prospective tenants expect more parking.

Image/Identification: Metro Center has great name recognition and is generally seen as a premier office location within the central Ohio market. However, the central portion of the Metro Loop is increasingly perceived as 'old and tired,' these buildings have dated architecture and are difficult to renovate.



Signs and Wayfinding: There are mixed views on the appearance of existing Metro Center signs; some view them as outdated, others think they look fine. Yet there is agreement that the center of Metro Loop is difficult to navigate and that the wayfinding signs are not very effective. Building signs for large tenants and/or increased multi-tenant panels would be desirable.

Amenities/Diversification: The existing hotels are beneficial for business support but access to more dining options within walking distance would be desirable for both hotel guests and office workers. Few people are aware of the public dining options at the Crowne Plaza and Metro V. The new multi-use path is also viewed as a desirable amenity. The existing fitness facility is less of an amenity due to age.



"...one of Dublin's biggest problems is that if you have a conference in Dublin at one of our hotels there's nowhere that's within walking distance if you want to get out of the hotel for awhile and do something on your own... Easton has that and their hotels are really successful and always booked."

– INTERVIEW PARTICIPANT, DUBLIN CHAMBER OF COMMERCE LEADERSHIP ACADEMY

Landscaping/Open Space: Existing ponds and mature landscaping are generally seen as desirable amenities. There are some concerns with mature landscaping blocking signs and frustration that landscape code enforcement relies on original landscape plans that may not reasonably reflect current conditions. There is a general lack of awareness about what should or should not be done to maintain landscaping.

General Observations: There is some concern with incompatibility between different types of tenants within multi-tenant buildings. Traffic could always be better, but is tolerable (especially compared to other submarkets). Community events held in Metro Center parking lots viewed as desirable.



BLAZER RESEARCH DISTRICT / WHAT THE ANALYSIS SHOWS:

High amount of vacant office space, mostly Class A*.

500,000^{sq ft}
VACANT OFFICE SPACE

15%

OFFICE VACANCY RATE

The overall office vacancy in Dublin is 12% while that of the Columbus market is 11%.

19% CLASS A VACANCY RATE 7% CLASS B VACANCY RATE

There is a significant difference in the vacancy between Class A and B office space in Blazer. Much of the Class A* space is in large buildings where a change with a single tenant could significantly alter the overall vacancy rate.

Many of the district's large floorplate buildings (such as the Atriums) were intended to be multi-tenant, but were initially occupied by several large single tenants.

* Building class is subjective and is relative to the market at a given time. Some buildings that are currently marketed as Class A could be considered Class B due to age.

Parking may not meet tenant expectations.

4.0

PARKING SPACES PER 1,000 SQ FT OF OFFICE SPACE IN DISTRICT (AVERAGE)

Dublin code requires a minimum of 4 parking spaces per 1,000 sq ft of office space. Today, however, many office tenants demand 5-6 spaces or more.

Building age varies widely.

21

MEDIAN AGE IN YEARS FOR OFFICE BUILDINGS IN DISTRICT

Of the 86 office buildings, 42 were built before 1990, 21 were built between 1990-1999, and 20 were built since the year 2000.

Land for new office development.

83

ACRES OF DEVELOPABLE LAND ON MULTIPLE SITES

If this land were to be developed per current zoning or adopted plans, it could yield over 1 million sq ft of new office space.

Limited path connectivity.

While there are pedestrian paths along major streets, there are few path connections directly to buildings. The length of blocks, distance between buildings and limited amenities mean that walking in the area is mostly done for recreation or to get between a COTA bus stop and an employment destination.

Limited transit service.

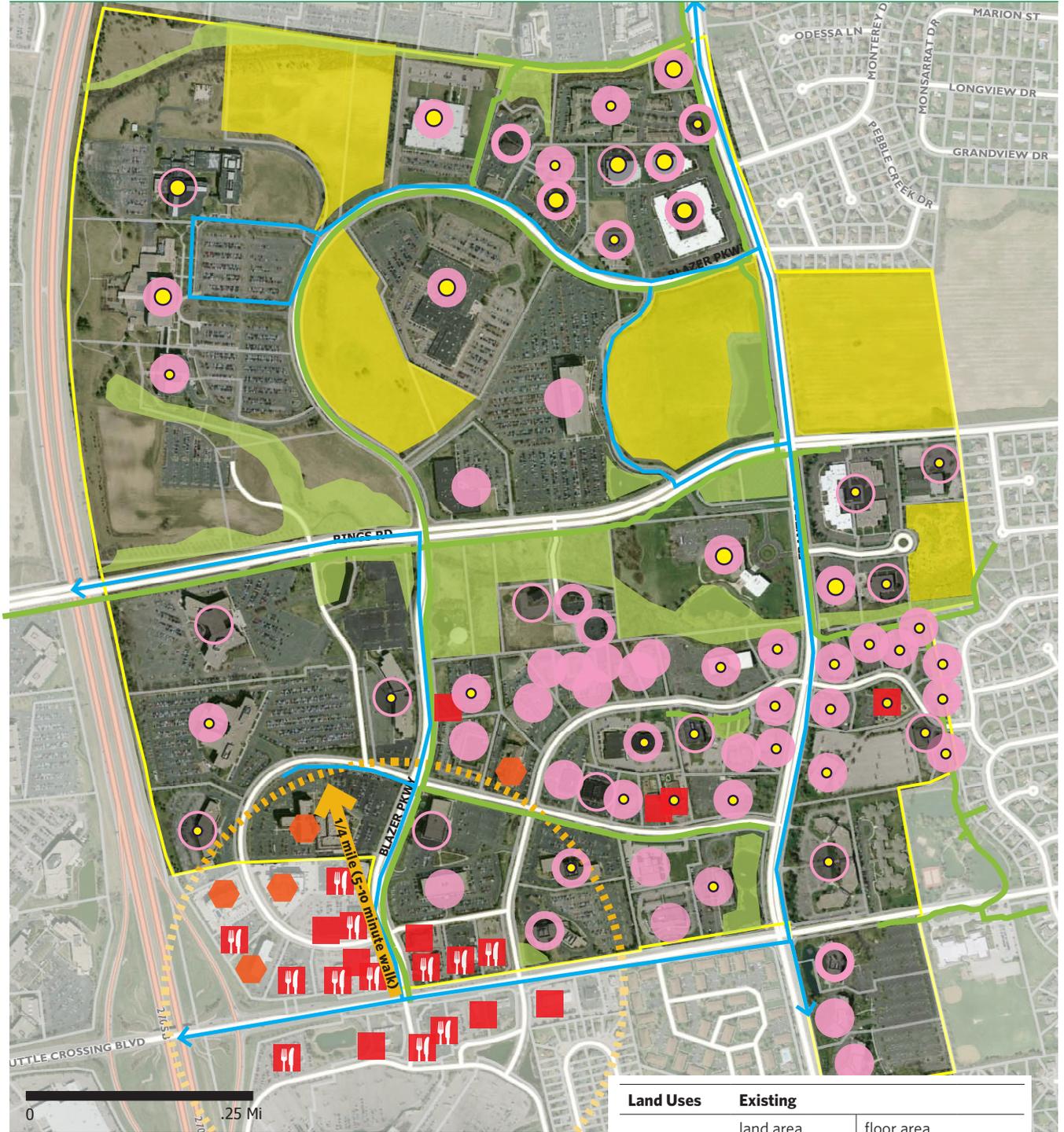
COTA provides express and local bus service to the district during the morning and evening peak periods only. Workers at several of the area's employers utilize COTA for their commute.

Limited nearby amenities.

Given the size of the area, it is notable that most of the amenities are limited to cluster of restaurants and services near Tuttle Crossing Blvd. Beyond that area, amenities are limited to a few childcare facilities; all are south of Rings Rd.



BLAZER RESEARCH DISTRICT / EXISTING CONDITIONS



- office buildings >90% occupied
- office buildings 70-90% occupied
- office buildings <70% occupied
- hotel
- built before 1986
- built 1986-1995
- no yellow dot: built post-1995
- service (retail, other)
- bank
- food / restaurant
- COTA Routes
- multi-use path
- developable vacant parcels
- open space / environmental constraints

Land Uses	Existing			
	land area		floor area	
	acres	%	sq ft	%
Office/flex	340	63%	4,188,200	90%
Commercial	5	<1%	15,400	<1%
Hotel	13	2%	347,200	5%
Residential	0	0%	-	-
Other	51	9%	167,900	4%
Open Space	48	9%	-	-
Undeveloped	83	15%	-	-
TOTAL	539		4,718,700	100%

BLAZER RESEARCH DISTRICT / WHAT STAKEHOLDERS SAID:

Image/Identification: There is no recognition of 'Blazer Research District,' most identified the 'Blazer' area as north of Rings only. Some stakeholders feel that increased district branding would help the area (or couldn't hurt), while others think the area is too big to treat as one district.

Parking: Parking is a concern in Blazer District due to large floorplate buildings targeted for single users or large multi-tenant users. Often large and/or national corporate tenants have strict standards. Parking ratios of 5-6 spaces/1,000 sq ft are being expected by many general office users (7/1,000 for customer service; 10/1,000 for call centers).



Amenities/Diversification: There are mixed views of amenities; some felt that sufficient options are already available within reasonable driving distance; others felt that more dining or business support could be helpful if centrally located between Tuttle and Metro Center.

Signs and Wayfinding: Building signs for large tenants and/or increased multi-tenant panels would be desirable.

Landscaping/Open Space: Existing open space is not mentioned as a significant amenity by brokers; Command Alkon noted that Smiley Park and walking paths are desirable amenities. There are some concerns with mature landscaping blocking signs and frustration with code enforcement of original landscape plans.



General Observations: There is some concern with incompatibility between different types of tenants within multi-tenant buildings. There is little demand for new office development in the foreseeable future. Brokers say that speculative office development is unlikely without tax abatements (which are offered in competing submarkets). However, there is perceived demand for “Class A Flex Buildings,” to serve users that want the Class A image but need warehouse space. Finally, traffic and access are not seen as significant issues.



STAKEHOLDERS INVOLVED

Planning and Economic Development staff met with brokers, property managers and tenants in both Metro Office and Blazer Research districts to gain their insight into the health and challenges in these areas. Here is a list of those who they met with:

Involved specifically for this study

Brokers / Representatives / Property Managers

- Cassidy Turley – Randy Stephens, Brian Douglas
- NAI Ohio Equities – Matt Gregory, Robert Sutton
- Colliers International – Andrew Jameson
- CBRE – Todd Greiner
- Continental Realty – Brent Stamm
- Cassidy Turley* – Kelly Tamulonis
- Colliers International* – Holly Leonard
- Continental Realty* – Cathy Frederick
- Smith Realty* – Conni Hale, Jack Hoopes
- Smith and Hale – Ben Hale
- Dupler Office – Brandon Dupler and Doug Burton

Tenants

(includes Metro/Blazer Outreach Session and individual interviews)

- Command Alkon
- Crawford Hoying Development
- Ohio Society of CPAs
- Graeter’s Ice Cream
- Humana
- Alcatel-Lucent
- Possitivity
- Clarion
- Battelle
- Chase
- 3SG
- Nexeo Solutions
- Netech Corp
- American Cancer Society
- Metro Data Center
- JASCO
- Pepper Construction
- AWH
- BCD Travel
- United Retirement
- Butler Schein

Other recent, relevant community input

Community Attitudes Survey, 2012 and Community Interviews for the Riverside Park Program as summarized by MKSK

(Primarily related to city-wide themes and economic and workforce issues)

- Wendy’s Young Professionals
- Dublin Chamber of Commerce Leadership Academy

Stakeholder input compiled by Goody Clancy as part of the Bridge Street Corridor Vision, September 2009

(Primarily related to city-wide themes and economic issues)

Ongoing Economic Development engagement

In addition to these outreach efforts, Economic Development engages Dublin businesses on a regular basis and tracks these company “touches” or interactions. In the last two years, Economic Development staff recorded an average of 355 initial meetings/visits, totaling 885 corporate interactions, many of them involving businesses in the Metro Office and Blazer Research Districts.

Business retention visits include one-on-one meetings, tours, and conversations to discuss and solve issues, and to maintain relationships. Each visit is usually followed by several more interactions, whether to advance a project, gather information requested, solve a problem, advance a request or issue to the appropriate group, etc.

CASE STUDIES

As the trends imply, Dublin is not alone in experiencing these challenges with its important office districts. This section summarizes a few cases in other parts of the country that are attempting to deal with similar challenges.

CASE STUDY

RESEARCH TRIANGLE PARK, NC

The Research Triangle Park northwest of Raleigh, North Carolina was developed in the late 1950's as retention tool for the region's major educational institutions. Developers, governments, and the institutions themselves noticed that the talent being developed in the state was relocating after graduation due to a lack of jobs. The Park was developed on thousands of acres of woods and farmland into an extremely low-density set of office campuses. As a result of shifting trends in office demand, the RTP organization re-examined their park in 2010 with the Research Triangle Park Master Plan.

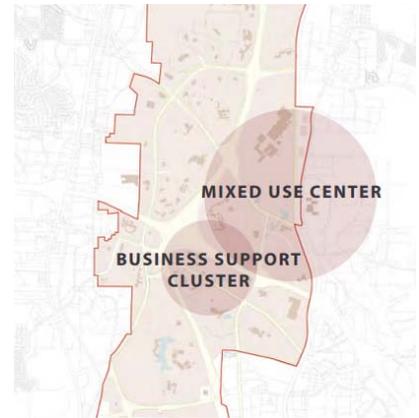
The Plan calls for a number of departures from the original RTP vision: Better connections to transit, housing opportunities within the park, greater density at strategic points, allocations for walkable retail, and many other amenity introductions. The aim of the plan is to maintain the promise of the park while introducing the characteristics sought by 21st century research workers.

Similarities:

- Primarily office-only district built in very low density, suburban pattern
- Very limited to no walkability between even adjacent office uses
- Realization by property owners / Government that spaces were becoming extraordinarily antiquated and were not meeting the demand. Especially for the types of firms the area is known for attracting ie. Tech, IT, Research, so on
- Competition between the park and more urban environments in Downtown Raleigh, the rest of the region, nationally and internationally
- Tenants include super-employers such as IBM that employ more than 40,000 at the park

Differences:

- RTP is a much larger planning area than either Blazer or Metro
- Buildings are, in general, much older; Most built in the 1950's, 60's
- Size of the area relies on greater economies of scale
- RTP is multi-jurisdictional (split between two counties) and not an issue of a single municipality or its economic development
- North Carolina's municipal tax structure is based on property tax not income tax



read more:

Research Triangle Park Master Plan

<http://bit.ly/1dUSuQP>

www.rtp.org

CASE STUDY

TYSON'S CORNER / FAIRFAX COUNTY, VA

Tyson's Corner initial development pattern was typical of most suburban interchanges or "Edge Cities." A radical re-think began in the late 1990's and has been further emphasized with the near completion of DC Metro's Silver Subway line. The plan calls for increased densities, greater connection to transit, better identification and cohesion of its sub-areas, and appropriate transitions from transit oriented areas to more car-oriented edges.

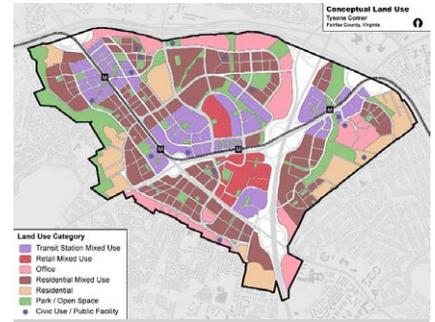
Nestled within these recommendations are specific plans for office uses. The area has attracted a number of large corporate employers and to meet their changing demands they've developed the Tysons Corner plan to urbanize the area and develop a full suite of amenities and living options. The area's densification will create a number of challenges for office employers, not least of which is accommodation for parking. It's anticipated that the completion of the Silver Metro line and introduction of housing within Tysons will alter commuting patterns and reduce parking demand.

Similarities:

- The scale of Tyson's Corner's subareas is very similar to Dublin's districts
- The pattern within the district is very similar to Metro and Blazer including major boundaries formed by the Interstate
- A willingness to consider planning solutions that defy the status quo
- Top employers in the district who are footloose

Differences:

- Tyson's Corner, while suburban by pattern, has far more competition from urban DC. Its proximity to the downtown makes direct comparisons difficult
- The plan calls for a radical shift from suburban to urban in terms of density, which is enabled by the extension of DC's metro rail into Tysons



read more:

Transforming Tysons
<http://1.usa.gov/1gTgnG9>

Tysons Corner, on the verge of a do-over /
Washington Post, Jan. 2013
<http://bit.ly/IMi6Rg>

CASE STUDY

LEGACY TOWN CENTER / PLANO, TX

The Legacy Town Center development of Plano, Texas is one of the few national examples of a complete mixed-use redevelopment within a formerly office-only suburban district. The area has an extremely large regional share of high skilled employers including the HP Telecommunication headquarters and Electronic Data Systems. The two combined employ thousands of workers, including many younger professionals. Each company was interested in a development that could provide greater opportunities for its employees to eat, shop, run errands and relax all within walking distance of their office.

In an effort to encourage a 24-hour district the development also included some 2,700 apartment units. These along with retail and office uses are built up to the street with structured or on-street parking. The 150-acre district can be experienced as a whole entirely on foot. In addition to the urban amenities, the residents also have five acres of public parks and a four-acre lake to enjoy.

Similarities:

- The suburban context of Legacy Town Center development is quite similar to Dublin's Metro and Blazer park office districts.
- The Legacy Town Center exists just east of a major highway with access to downtown Dallas.
- There is very limited transit connectivity within the district.

Differences:

- The HP and EDS employ thousands of workers and create a much larger market than exists in either the Metro or Blazer office district.
- The re-development within Legacy was accomplished through large land acquisitions that may be unfeasible in the Dublin context.



read more:
www.legacyinplano.com

CASE STUDY

MAKERS QUARTER / SAN DIEGO, CA

Maker’s Quarter in San Diego’s Downtown represents a growing trend in development away from single-use office buildings or parks and toward a calculated mix of uses with a significant residential component. The District seeks to attract employment by creating an authentic, dense and sustainable urban space. As the neighborhood matures the developers believe this will help to foster a walkability and promote healthier lifestyles.

“What our master plan does is prioritizes open space and public realm from the very beginning, and that’s a really unique thing. You don’t see development teams think about open space and quality-of-life issues, usually.”

The Maker’s Quarter Development will include:

- 1,250 apartments and condos, averaging 800 square feet each
- 800,000 square feet of offices
- 200,000 square feet of retail and cultural space,
- 65,000 square feet for a 100-150-room hotel
- 750,000 square of above- and below-grade parking

Similarities:

- The Quarter’s development has been prompted by the shifting preferences of young talented workers.
- The development exists in a defined district and is being anchored by office uses.

Differences:

- The scale of the Quarter’s redevelopment is much larger than either the Metro or Blazer districts.
- The parcels within the Quarter have been assembled for development by a single developer.



read more:
www.makersquarter.com

CASE STUDY

ECONOMIC STRATEGIC PLAN / INDEPENDENCE, OHIO

Independence, Ohio is an inner ring suburb of the city of Cleveland. The community is land-locked by its surrounding municipalities and home to around 7,000 residents. With the completion of the I-480 / I-77 interchange in the late 70's, Independence became one of the region's most accessible office locations, at 15 minutes to the airport and 15 minutes to downtown. This access started a boom in office construction that would last through the 1990's and fuel other retail, accommodation and restaurant developments along its main office corridor.

Given Ohio's tax structure, where municipalities derive a significant amount of their revenue from the income taxes, roughly 95 percent of Independence's annual revenue comes directly from the taxes of non-residents. This has allowed the city to invest in infrastructure, recreation and parks and other community improvements all while maintaining exceedingly low property taxes for its residents. This prosperous trend, however, has changed. Offices in the community have begun to see heavy competition from districts that offer spaces within amenity rich, vibrant districts such as downtown or Westlake's Crocker Park. This competition and the general aging of the community's office stock has driven vacancy up and rents down.

The city has begun to proactively address these issues with the initiation of the Economic Development Strategic Plan. The plan includes an assessment of the inventory and condition of the community's office stock. It also includes the insight and support of business leaders and residents. The final recommendations of the adopted plan are diverse, but ultimately call for a greater investment in walkable amenities that appeal to not only bedroom residents, but to those contributing members of the workforce. As a result of the plan, the community is considering preparation of a series of site plans to address the limitations and potential identified in the recommendations.

Similarities:

- Independence has a suburban context and is a submarket of Cleveland.
- The city's office district has good highway access.
- The office districts are auto-oriented with few, if any walkable amenities.
- A majority of the office stock was constructed in the 1980's and 90's.

Differences:

- Independence's overall population is a fourth that of Dublin and its overall tax base is much smaller.
- The community is land-locked and has little room to develop.
- The community has completed very few planning projects and does not maintain a comprehensive plan.



read more:

Economic Development Strategic Plan
<http://bit.ly/1mw6Qsi>

CASE STUDY

TRENDS IN NEW OFFICE DEVELOPMENT

615 South College Office Development / Charlotte, NC

The 615 South College Office Development will take advantage of the recently completed and highly successful light rail line in Uptown Charlotte, to develop a centrally located office use in an amenity packed downtown district. As Charlotte's Uptown continues to add density and residential options, there is an increased demand for walkable office uses at its center. The completion of the light rail line extends access to buildings such as 615 South College from the south where significant residential development around transit is underway. The building itself tries to meet the shifting demand of young workers by providing both on-site amenities such as access to gyms and restaurants with neighborhood amenities provided from the increasingly vibrant Uptown District.



read more:
Workplace Trends Help Attract Talent
<http://bit.ly/1g0Vr0>

American Greetings Planned Relocation to Crocker Park Development in Westlake, Ohio

The Crocker Park development of Westlake, Ohio is a mix of retail, high-end apartments and class A office uses. The development has successfully attracted and filled 100% of its retail opportunities along with low vacancies for its office and residential rentals. This success and the vibrancy it's created within the district helped the city of Westlake recruit American Greetings who has committed to moving their headquarters from Brooklyn, Ohio, bringing close to 1,600 employees to the city.



read more:
American Greetings resumes plans to move HQ to Crocker Park
<http://bit.ly/1mwGW4U>

"We remain committed to building and relocating to Crocker Park in Westlake, Ohio... to have a work environment that more accurately reflects and effectively supports our creative and innovative culture, and to have a headquarters that reflects who we are now and where we want to be in the future."

-AMERICAN GREETINGS

Grandview Yard, Grandview Heights, Ohio

The city of Grandview Heights, a first-ring suburb of Columbus, is undertaking a massive redevelopment of a 100-acre warehouse site as a dense mixed-use district offering residential, retail, and office uses. The city and its investors are attempting to foster a development that has greater long-term adaptability and can attract a younger demographic in search of amenity-rich environments.



read more:
www.grandviewyard.com

Grandview Yard will eventually encompass more than 1.5 million square feet of retail and restaurants, office and more than 600 apartments and condominium-style residences. The growth of the Yard development is taking place over several phases with the first office, retail, and residential components completed in 2012.

CASE STUDY

RETROFITS

The three previous case studies are examples where plans to improve the viability of suburban office districts focus on infill and redevelopment. However, there are some cases where the viability of existing office buildings involve retrofitting them to meet modern office standards or to serve a use other than office. Here are two examples of innovative reuse of older, obsolete office buildings.

Novo Nordisk Headquarters, Plainsboro, NJ

After considering a new custom building for their U.S. headquarters, Danish pharmaceutical company Novo Nordisk, determined that they could renovate a building for significantly lower cost. They found an older building in a park-like setting with mature landscaping and undertook one of the most ambitious office retrofits in recent history.

read more:

Drab Office in New Jersey Gets the Cinderella Treatment / New York Times, May 2013

<http://nyti.ms/1jEyodu>

related projects:

In Stamford, Gambling on an Office Complex Makeover / New York Times, Feb. 2013

<http://nyti.ms/1bRX1St>



Cloud 9 Skyflats, Minnetonka, MN

While urban warehouses and office buildings are have long been popular retrofits for residential condominiums, residential conversion of suburban office buildings is a more recent phenomenon. Cloud 9 Skyflats is a conversion of a 1980s-era suburban office building that was no longer competitive as offices. The building's narrow floorplate was well-suited to converting the space to high-end loft-like residences.

read more:

Retrofitting Suburbia, Urban Design Solutions for Redesigning Suburbs / Dunham-Jones and Williamson



GUIDING PRINCIPLES: COMPETITIVE OFFICE ENVIRONMENT

GUIDING PRINCIPLES	FINDINGS	TACTICS
<p>OPTIMIZE PARKING</p>	<ul style="list-style-type: none"> • Emerging trend of tenants using less office space requiring a higher parking ratio (5 per 1,000 SF) • Most sites were found to have available spaces, but open spaces often not well sited • Spaces located over 400' from an entrance much less used • Spaces visually blocked from entrances much less used • Each user attempts to isolate their own spaces causing less overall utility <ul style="list-style-type: none"> - Highly inefficient lot design - Doesn't prevent "poaching" spots that are more convenient from neighbors 	<ul style="list-style-type: none"> • Improve the quality of parking areas <ul style="list-style-type: none"> - Properly located with regard to entrances - Eliminate visual impediments - Develop cohesive landscape strategy, applied collaboratively among adjacent users • Increase Parking Capacities in current parking areas <ul style="list-style-type: none"> - Create collaborative/shared parking approaches - Efficiently designed - Cognizant of entries and building uses
<p>KEY "GREEN" APPROACHES</p>	<ul style="list-style-type: none"> • Many best environmental practices for parking lots are counter to code provisions <ul style="list-style-type: none"> - Creates small island planting areas - Discourages larger areas that facilitate best plant growth • Current practices do not effectively reduce pavement heat, visual impacts or mitigate stormwater 	<ul style="list-style-type: none"> • Modify code: <ul style="list-style-type: none"> - Group plantings in large massing areas where possible - Allow in-lot stormwater controls by modifying code size/ location requirements for landscaping - Reduce inter-parking lot screening in favor of strategic locations
<p>DEVELOP COMPLEMENTARY MIX OF USES</p>	<ul style="list-style-type: none"> • Few retail/restaurants are within walking distance for office workers and hotel guests <ul style="list-style-type: none"> - Not easily accessible due to internal and perimeter buffering (e.g. mounds and retention ponds) • Enormous untapped potential for retail/restaurants based on spending power of clusters of hotel guests and office workers <ul style="list-style-type: none"> - Spending on food & beverage establishments is the leading expenditure among this group. - Convenience and business/personal service retail are other complementary retail types 	<ul style="list-style-type: none"> • Develop identified key opportunity sites with retail/convenience and restaurant uses <ul style="list-style-type: none"> - Sites along high volume roads - Proximate existing retail clusters and/or planned unique destination use - Building facade easily visible along thoroughfare • Establish physical connectivity between uses <ul style="list-style-type: none"> - Focus on walkable approaches and pedestrian linkages



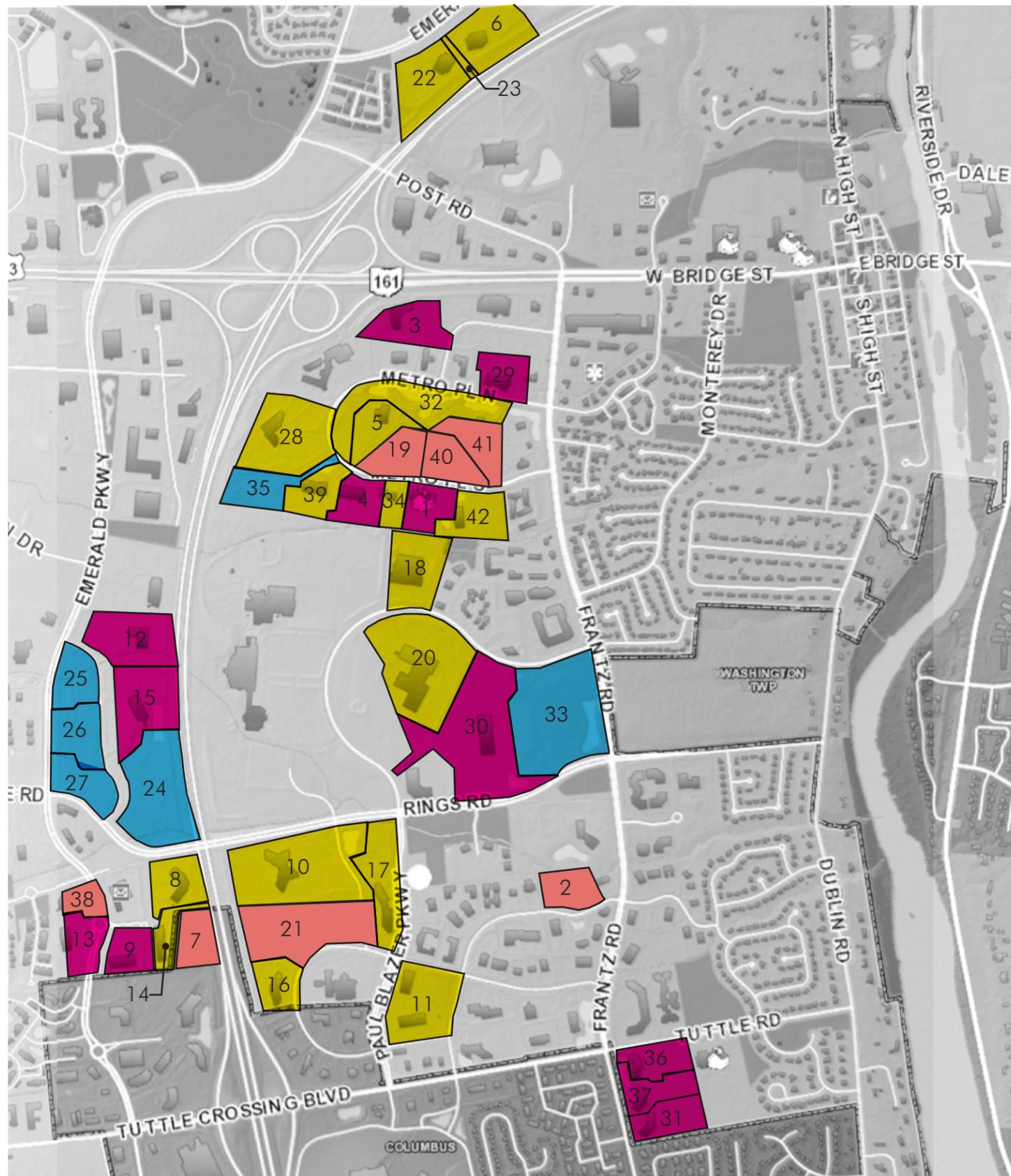
LEGEND

-  SINGLE TENANT
-  NO VACANCY 0%
-  LOW VACANCY 1-9%
-  MODERATE VACANCY 10-19%
-  HIGH VACANCY 20-99%
-  VACANT 100%



NOT TO SCALE

OVERALL ANALYSIS Building Vacancy | 07.31.2015

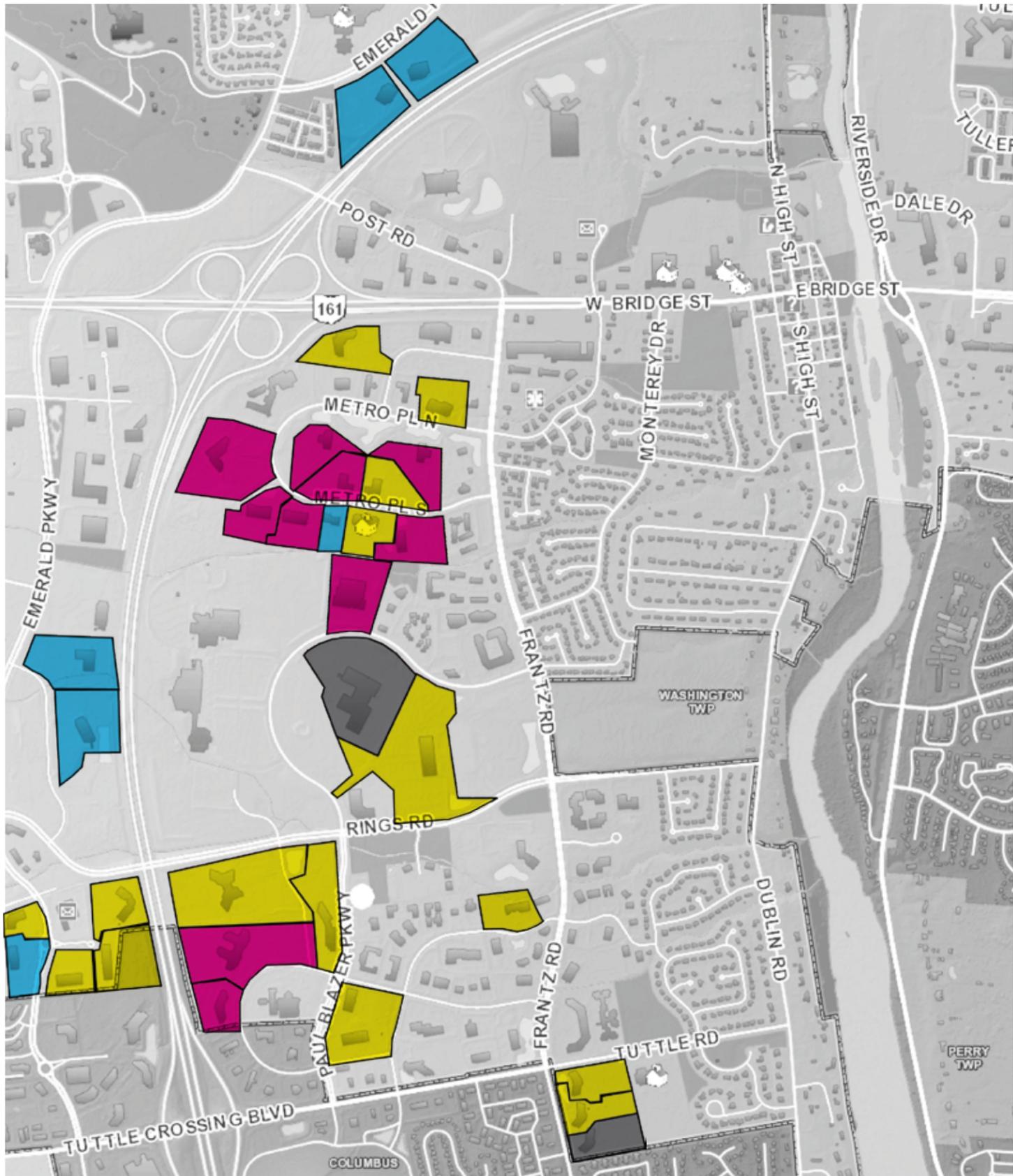


LEGEND

- GREENFIELD
- CONSTRAINTS, BUT POSSIBLE PARKING EXPANSION
- LAND LOCKED, BUT POSSIBLE PARKING EXPANSION
- LAND LOCKED, LIMITED EXTENSION

 NOT TO SCALE

OVERALL ANALYSIS Site Categories | 07.31.2015



LEGEND

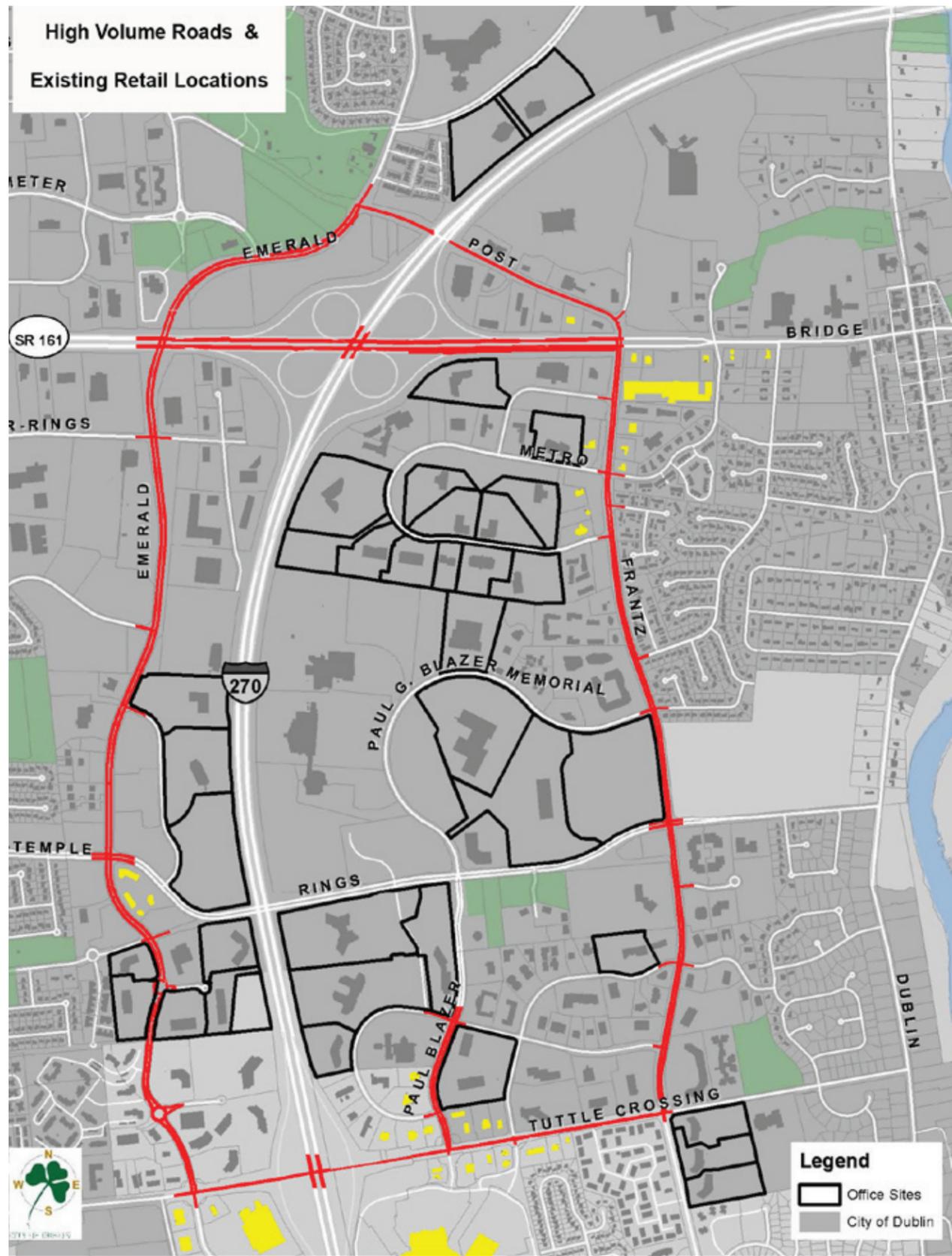
- HIGH (6 AND HIGHER)
- ABOVE AVERAGE (5.0 TO 5.9)
- AVERAGE (4.1 TO 4.9)
- BELOW AVERAGE (4.0 OR LESS)

NUMBER OF PARKING SPACES PER 1000 SQ. FT.



NOT TO SCALE

OVERALL ANALYSIS Parking Ratio | 07.31.2015



HIGH VOLUME ROADS
(> 15,000 ADT, HIGHLIGHTED IN RED)

- SR 161*
 - TUTTLE CROSSING BOULEVARD*
 - POST ROAD*
 - FRANTZ ROAD
 - PAUL BLAZER PARKWAY (SOUTH SECTION)
 - EMERALD PARKWAY
- *THE ROAD DOES NOT CURRENTLY OFFER RETAIL OPPORTUNITIES ANCILLARY TO SUBJECT OFFICE DISTRICTS.

PROXIMATE RETAIL CLUSTERS
(HIGHLIGHTED ON MAP IN YELLOW)

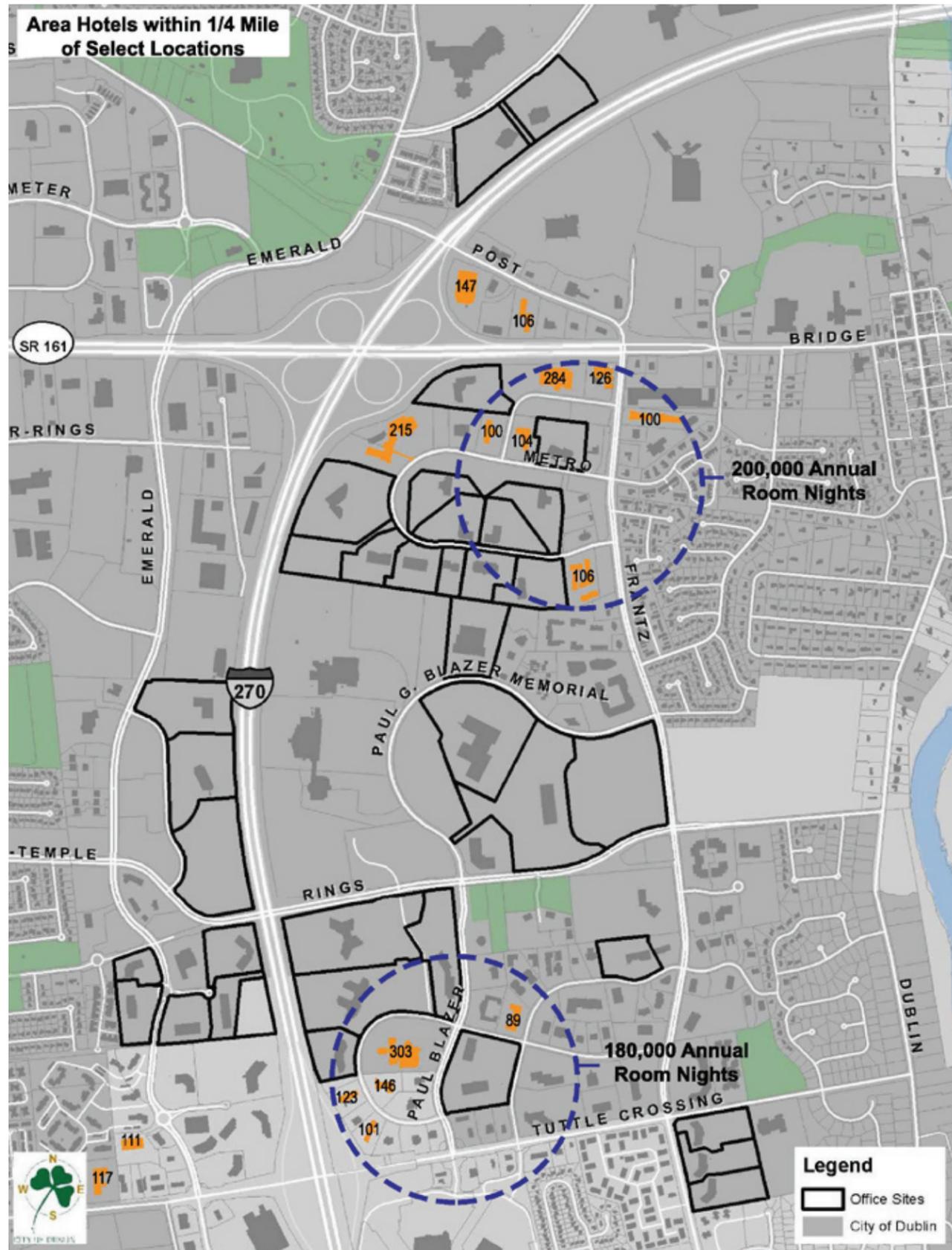
- FRANTZ ROAD
- PAUL BLAZER PARKWAY
- EMERALD PARKWAY

VIABLE RETAIL SITE CHARACTERISTICS

“Retailers require adequate exposure to the market via a high volume of traffic which includes active patrons of nearby existing retailers and restaurants.”



MARKET FACTORS High Volume Roads & Existing Retail Locations | 07.31.2015

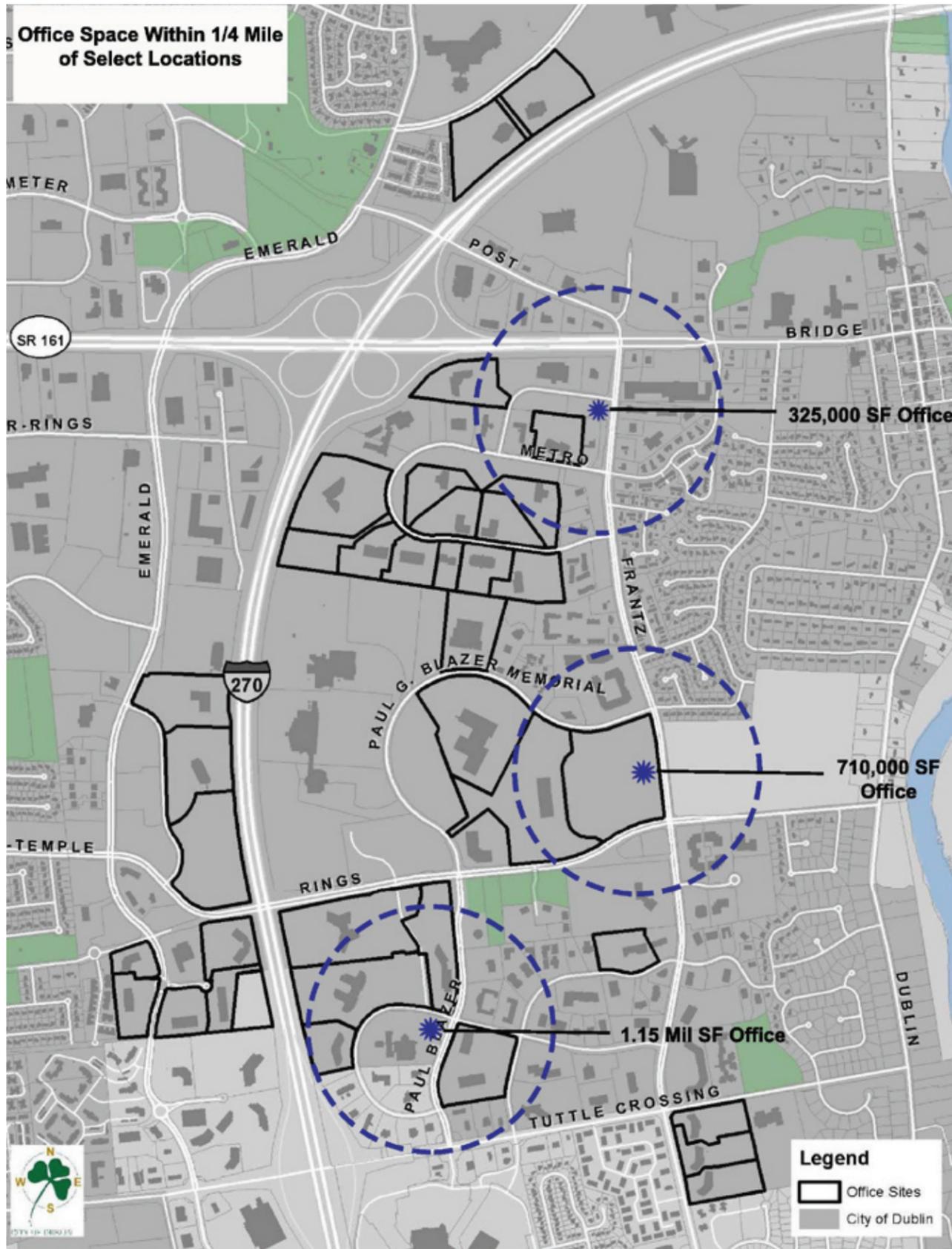


ESTIMATED ANNUAL RETAIL SPENDING POWER OF HOTEL PATRONS WITHIN WALKING DISTANCE (1/4 MILE)

SELECT RETAIL TYPE	METRO/FRANTZ	BLAZER PKWY
FOOD & BEVERAGES (\$77.78/DAY)	\$15.5 MIL	\$14.0 MIL
RETAIL (\$44.53/DAY)	\$8.9 MIL	\$8.0 MIL
TOTAL	\$24.4 MIL	\$22.0 MIL



MARKET FACTORS Adjacent Area Hotels | 07.31.2015

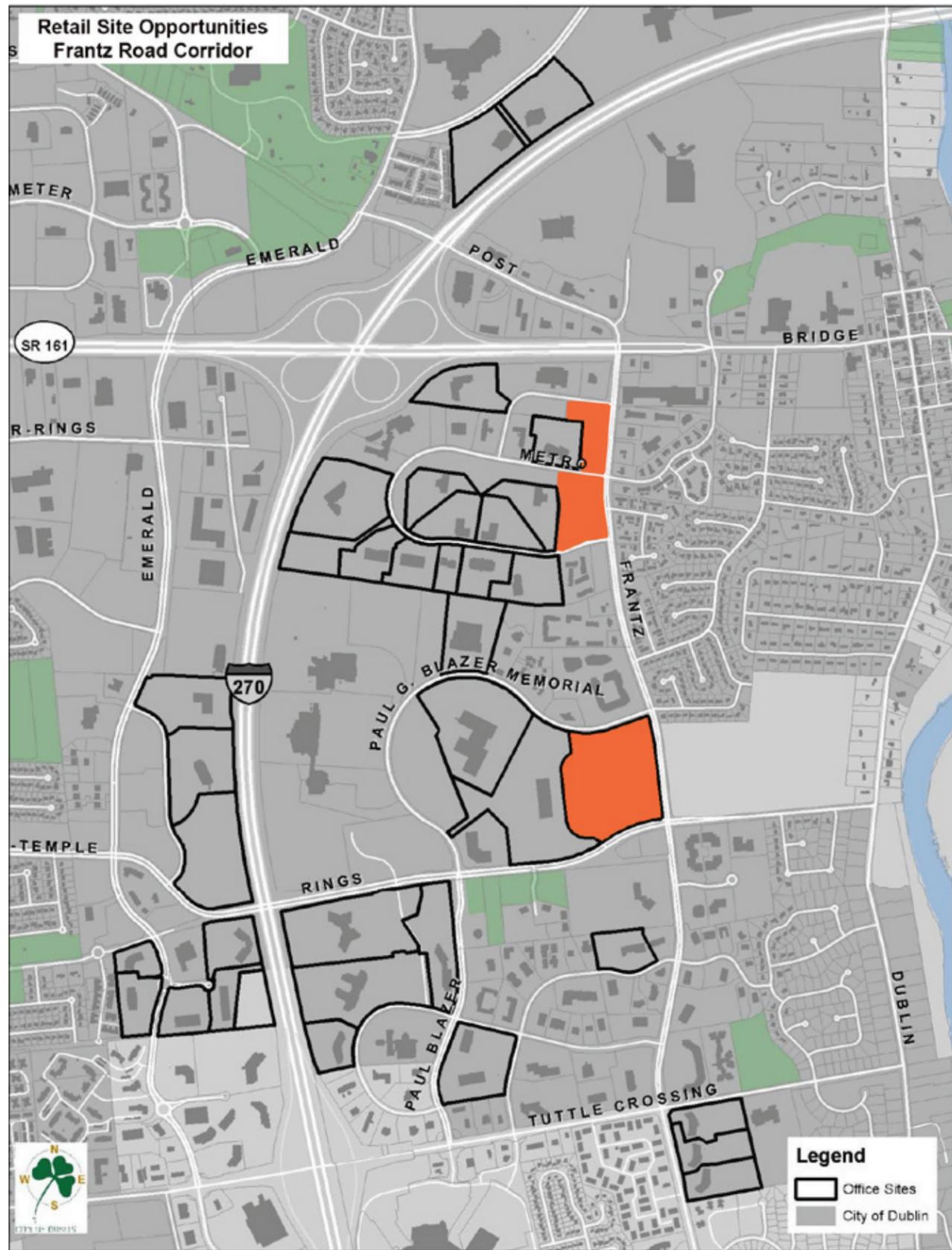


ESTIMATED ANNUAL RETAIL SPENDING POWER OF OFFICE WORKERS WITHIN WALKING DISTANCE (1/4 MILE)

SELECT RETAIL TYPE	METRO/ FRANTZ	BLAZER PKWY	FRANTZ/ RINGS
RESTAURANT (\$28.86/WEEK)	\$2.2 MIL	\$7.2 MIL	\$5.1 MIL
GROCERY (\$21.58/WEEK)	\$1.6 MIL	\$5.4 MIL	\$3.8 MIL
WAREHOUSE CLUBS (\$12.32/WEEK)	\$0.9 MIL	\$3.1 MIL	\$2.2 MIL
DISCOUNT STORES (\$11.33/WEEK)	\$0.8 MIL	\$2.8 MIL	\$2.8 MIL
TOTAL	\$5.5 MIL	\$18.5 MIL	\$13.1 MIL



MARKET FACTORS Adjacent Office Space | 07.31.2015



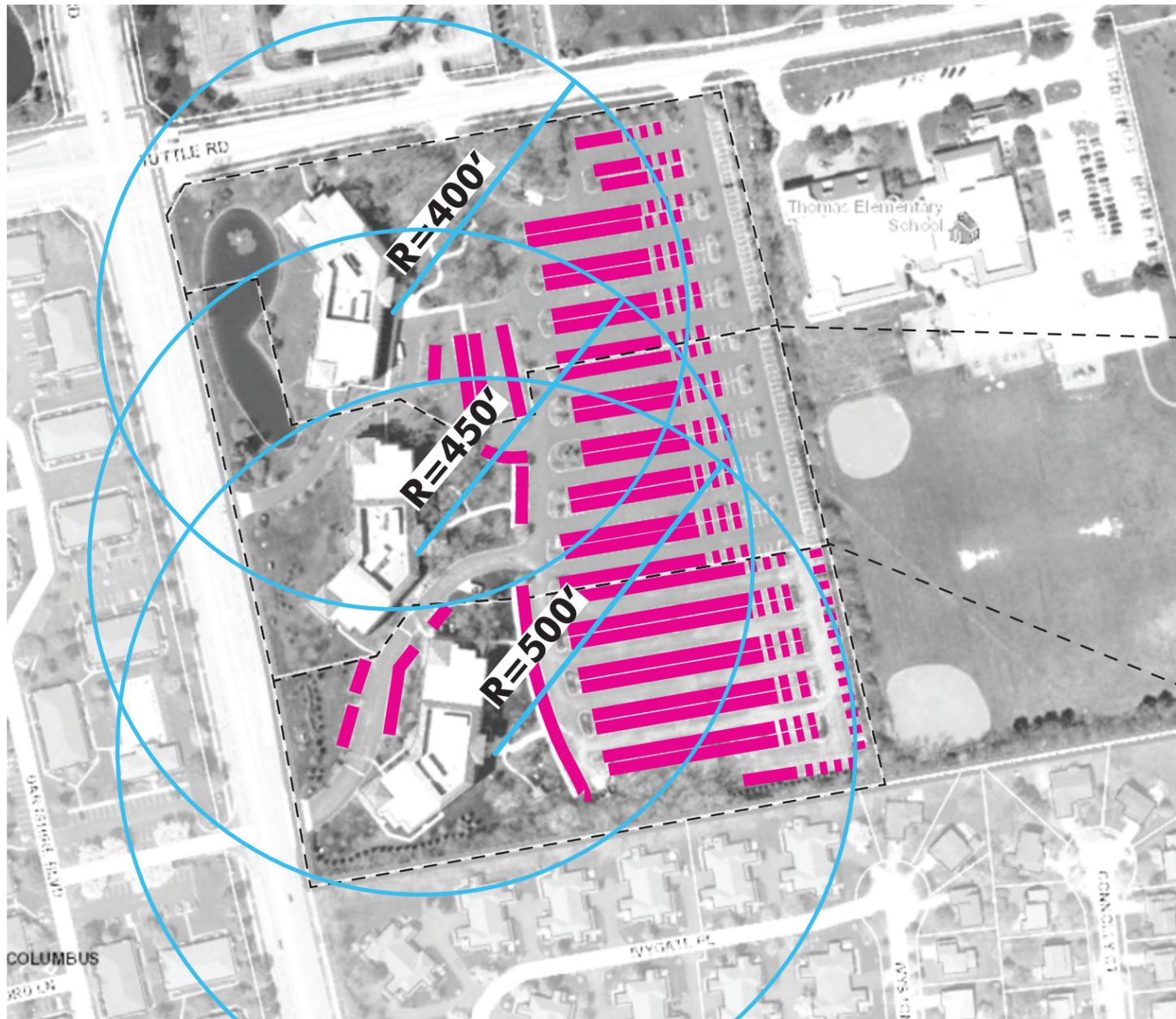
- Capitalize on Frantz Road frontage
- Incorporate portions of Metro "Reserve" areas
- Improve pedestrian connectivity... no more moats!
- More development closer to Frantz Road
 - Improve visibility of retail
 - Draw patrons farther down corridor from SR 161

MARKET FACTORS Retail Site Opportunities | 07.31.2015

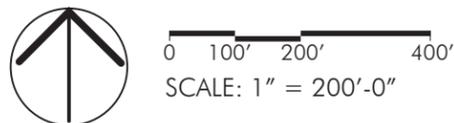


NOT TO SCALE

CASE STUDY SITES | 07.31.2015



LEGEND
 — OCCUPIED SPACES



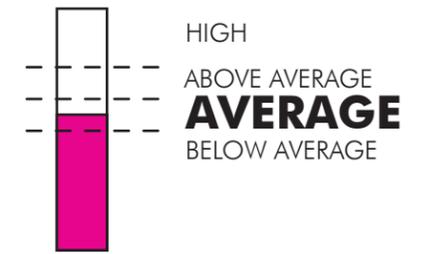
0%
 BUILDING VACANCY



25%
 PARKING VACANCY



4.5
 CARS PER 1000 SQ.FT. OF OFFICE SPACE



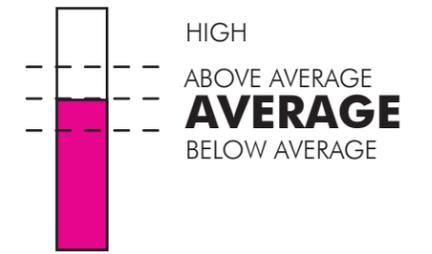
2.8%
 BUILDING VACANCY



25%
 PARKING VACANCY



4.9
 CARS PER 1000 SQ.FT. OF OFFICE SPACE



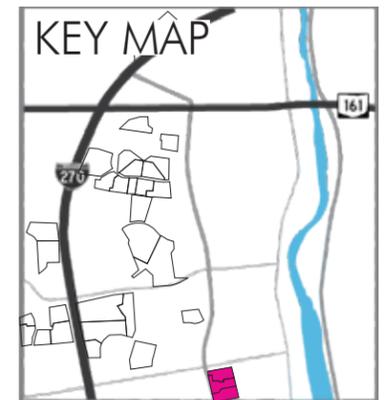
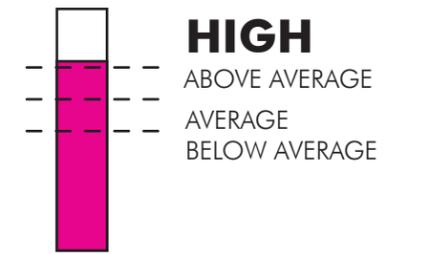
0%
 BUILDING VACANCY



20%
 PARKING VACANCY



6.1
 CARS PER 1000 SQ.FT. OF OFFICE SPACE



SITE 1: OHIO HEALTH Current Parking Occupancy | 07.31.2015



LEGEND

 parking islands replaced with spaces



0 50' 100' 200'
SCALE: 1" = 100'-0"

BEFORE

4.5 RATIO

HIGH
ABOVE AVERAGE
AVERAGE
BELOW AVERAGE



AFTER

4.5 RATIO

HIGH
ABOVE AVERAGE
AVERAGE
BELOW AVERAGE



4.9 RATIO

HIGH
ABOVE AVERAGE
AVERAGE
BELOW AVERAGE



5.0 RATIO

HIGH
ABOVE AVER.
AVERAGE
BELOW AVERAGE



6.1 RATIO

HIGH
ABOVE AVER.
AVERAGE
BELOW AVERAGE



6.2 RATIO

HIGH
ABOVE AVER.
AVERAGE
BELOW AVERAGE



OVERALL

1005
PARKING SPACES

5.1 RATIO

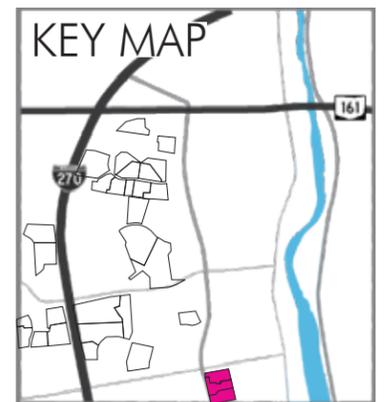
HIGH
AVERAGE
BELOW AVERAGE



1019
PARKING SPACES

5.2 RATIO

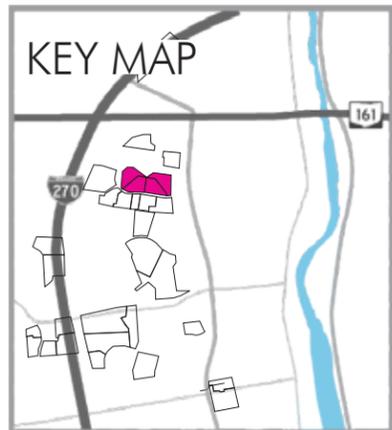
HIGH
ABOVE AVERAGE
AVERAGE
BELOW AVERAGE



SITE 1: OHIO HEALTH Parking Opportunity | 07.31.2015



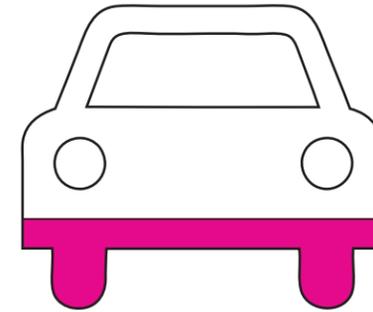
LEGEND
 occupied spaces



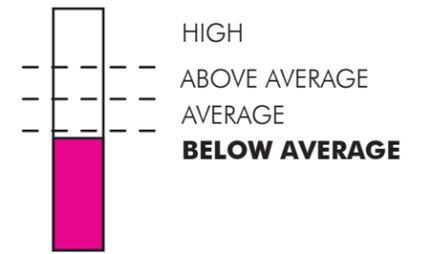
35.8%
BUILDING VACANCY



69%
PARKING VACANCY



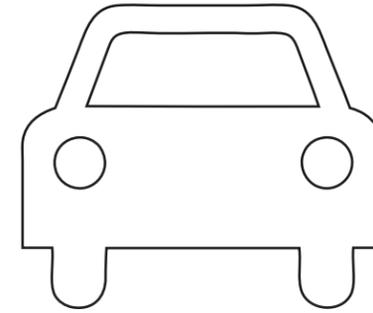
3.9
CARS PER 1000 SQ.FT.
OF OFFICE SPACE



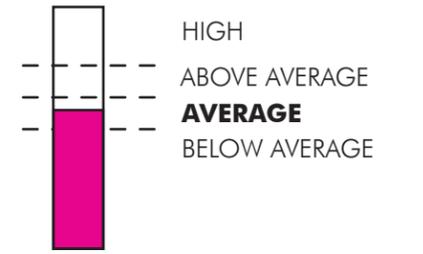
92.1%
BUILDING VACANCY



100%
PARKING VACANCY



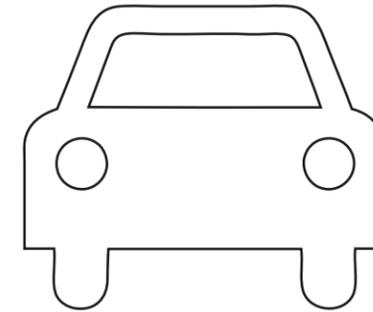
4.6
CARS PER 1000 SQ.FT.
OF OFFICE SPACE



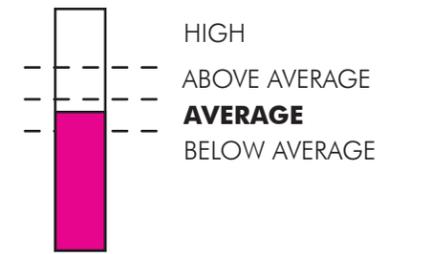
92.1%
BUILDING VACANCY



100%
PARKING VACANCY



4.6
CARS PER 1000 SQ.FT.
OF OFFICE SPACE



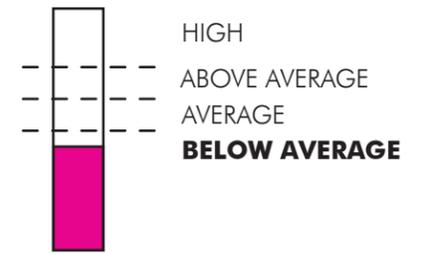
23.3%
BUILDING VACANCY



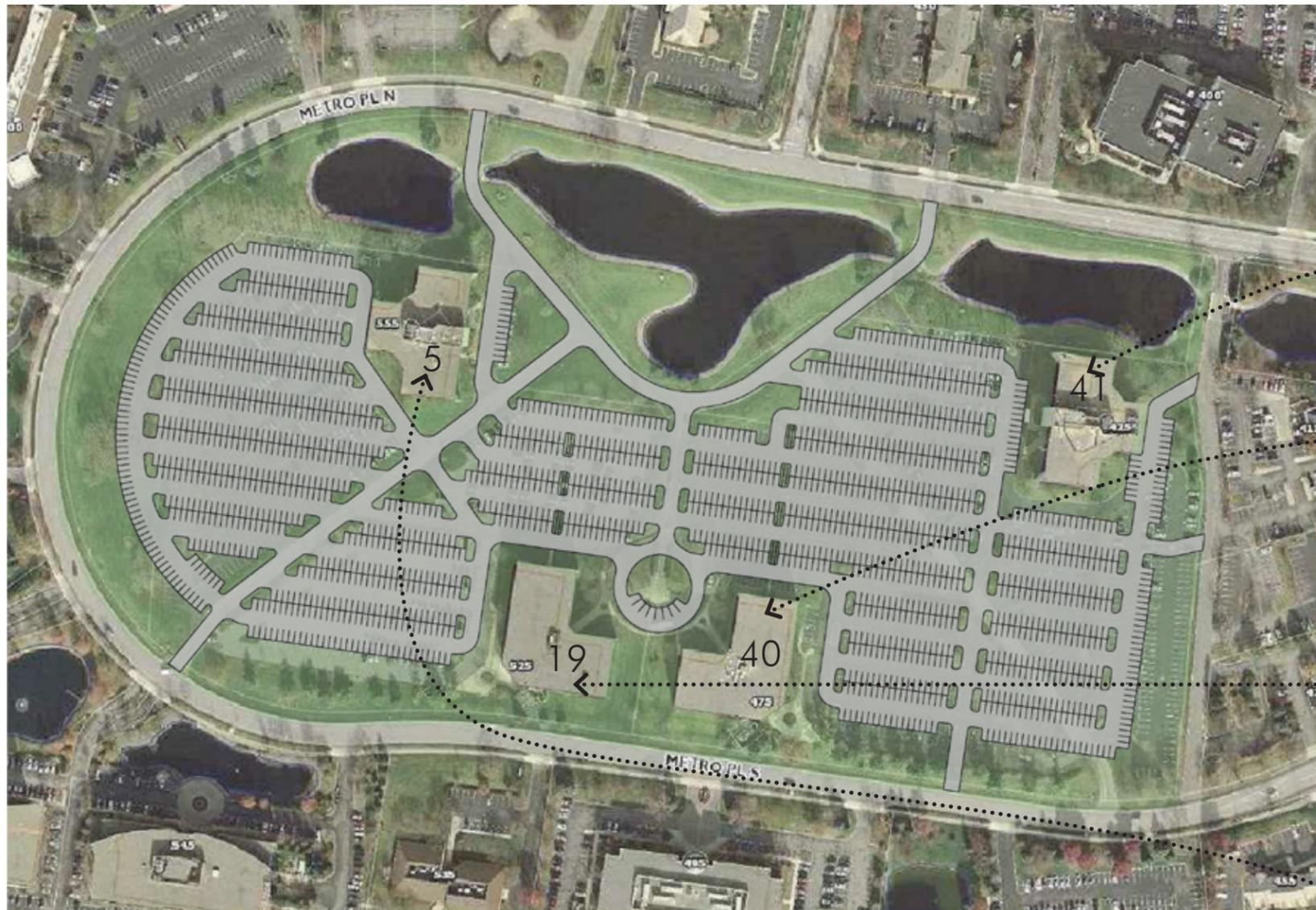
47%
PARKING VACANCY



3.6
CARS PER 1000 SQ.FT.
OF OFFICE SPACE



SITE 2B: METRO PLACE Parking Occupancy | 07.31.2015



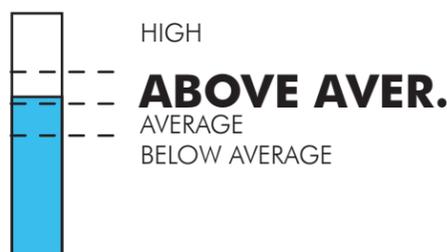
BEFORE OVERALL AFTER

4.0 RATIO

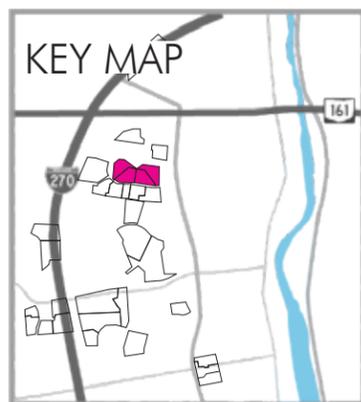


1470
PARKING SPACES

5.0 RATIO

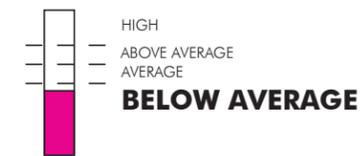


1855
PARKING SPACES



BEFORE

3.9 RATIO



407
PARKING SPACES

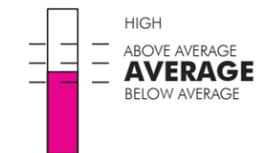
AFTER

5.0 RATIO



520
PARKING SPACES

4.6 RATIO



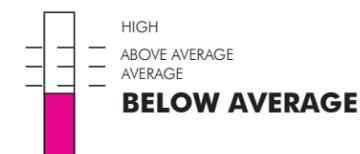
374
PARKING SPACES

5.0 RATIO



410
PARKING SPACES

3.9 RATIO



305
PARKING SPACES

5.0 RATIO



395
PARKING SPACES

3.6 RATIO



384
PARKING SPACES

5.0 RATIO



530
PARKING SPACES

SITE 2B: METRO PLACE Parking Option 2 | 07.31.2015



HOME 2 HOTEL
PROPOSED PLAN

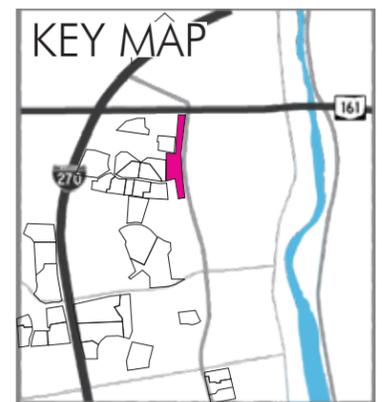
RESTAURANTS/SPECIALTY
8-10K SQ.FT. EACH

RESTAURANT
±8K SQ.FT

RETAIL/OFFICE
±64,000 SQ.FT.

PARKING
6.9 ACRES

RESIDENTIAL
2.4 ACRES



SITE 2A: METRO PLACE Site 2A & Surroundings | 07.31.2015



RESTAURANT
±8K SQ.FT.

RETAIL/OFFICE
±62,000 SQ.FT.



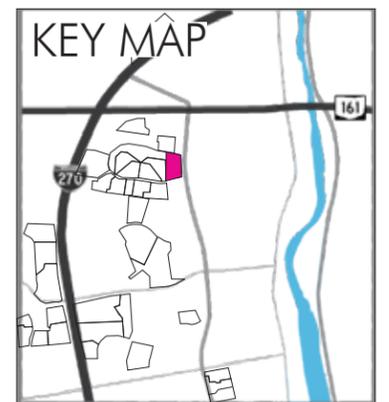
0 50' 100' 200'
SCALE: 1" = 100'-0"

AFTER

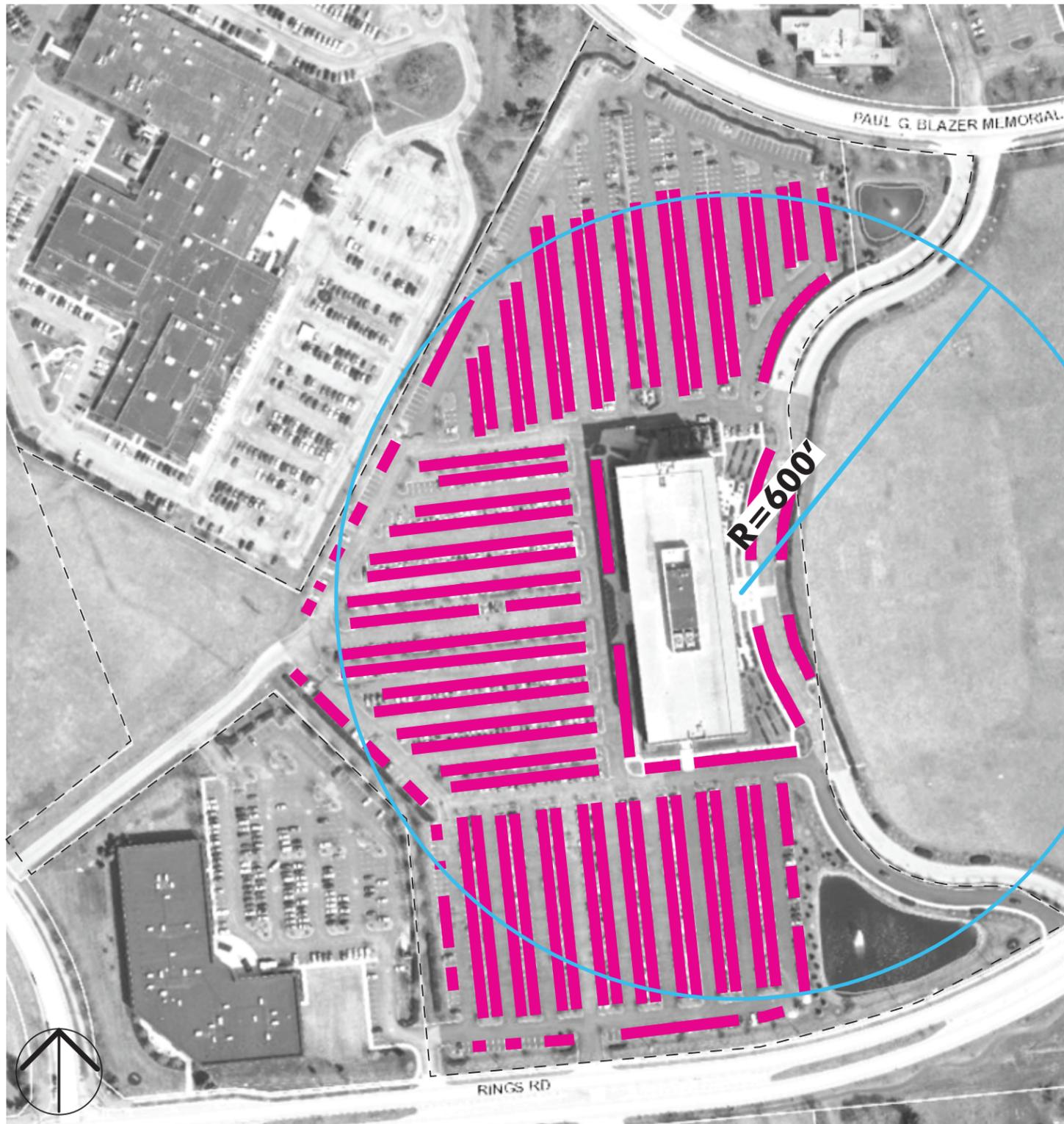
5.0 RATIO



353
PARKING SPACES



SITE 2A: METRO PLACE Frontage | 07.31.2015



LEGEND
 OCCUPIED SPACES

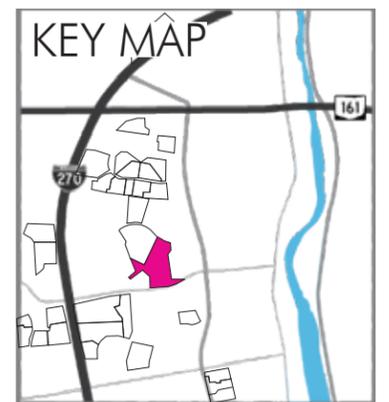
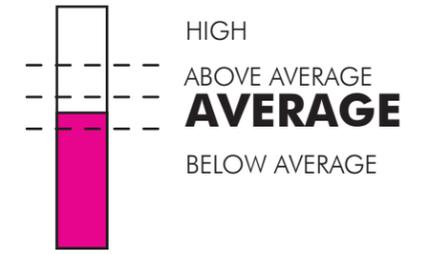
0%
 BUILDING VACANCY



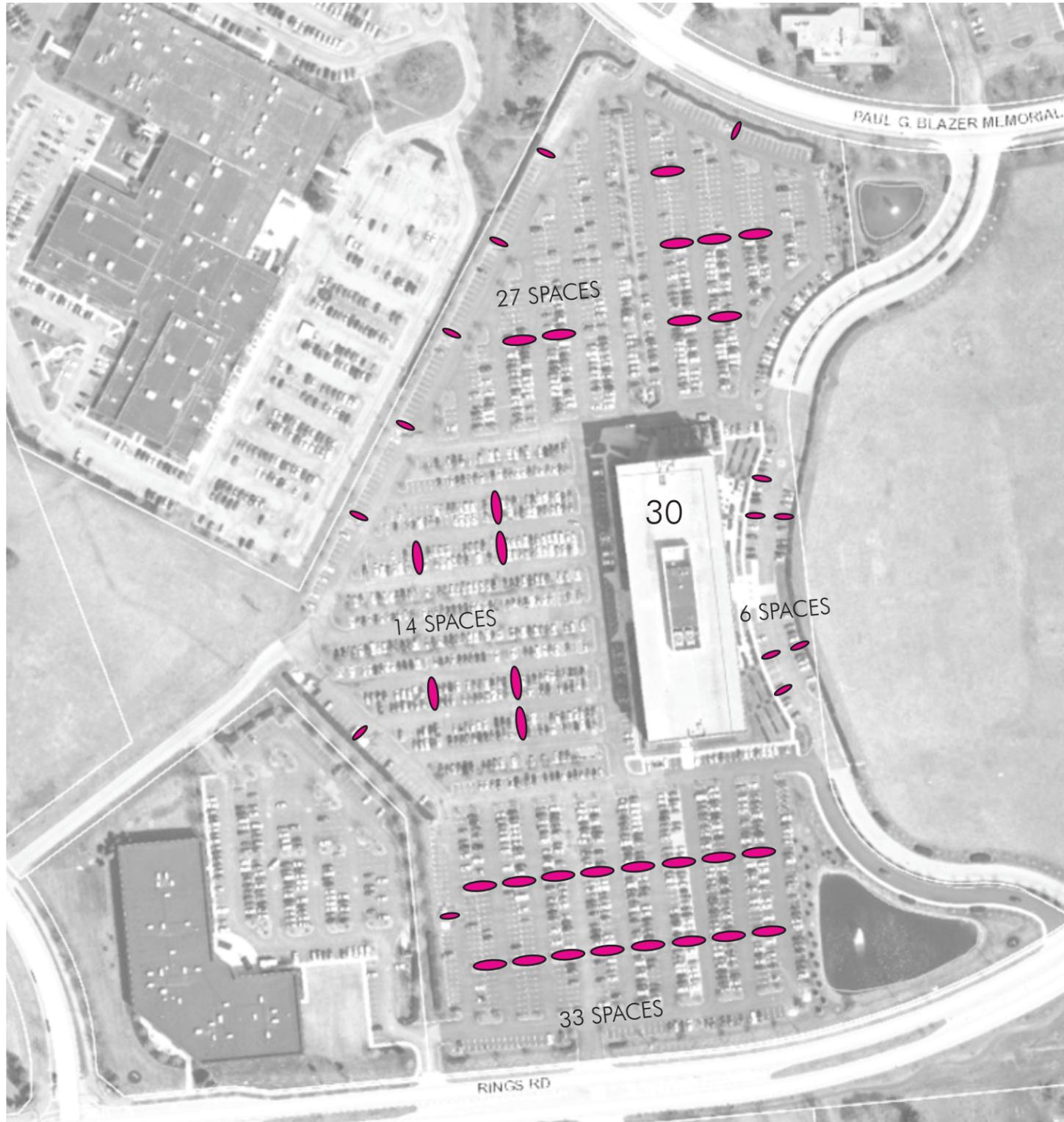
15%
 PARKING VACANCY



4.7
 CARS PER 1000 SQ. FT. OF
 OFFICE SPACE



SITE 4: NATIONWIDE Parking Occupancy | 07.31.2015



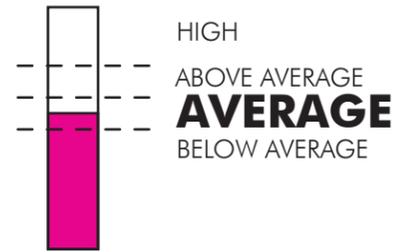
LEGEND

 parking islands replaced with spaces



BEFORE

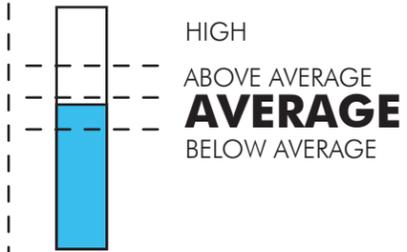
4.7 RATIO



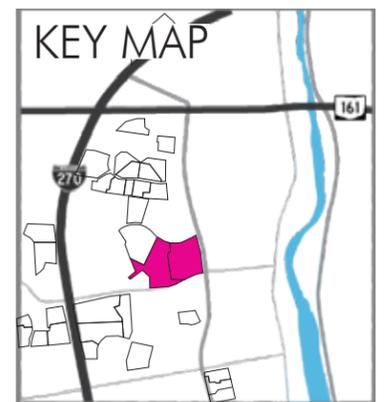
1962
PARKING SPACES

AFTER

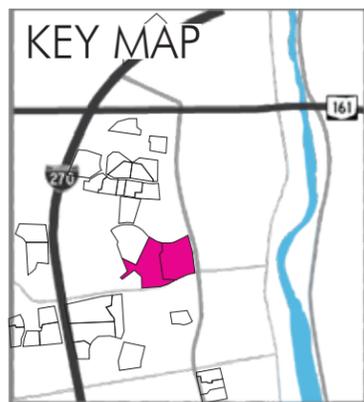
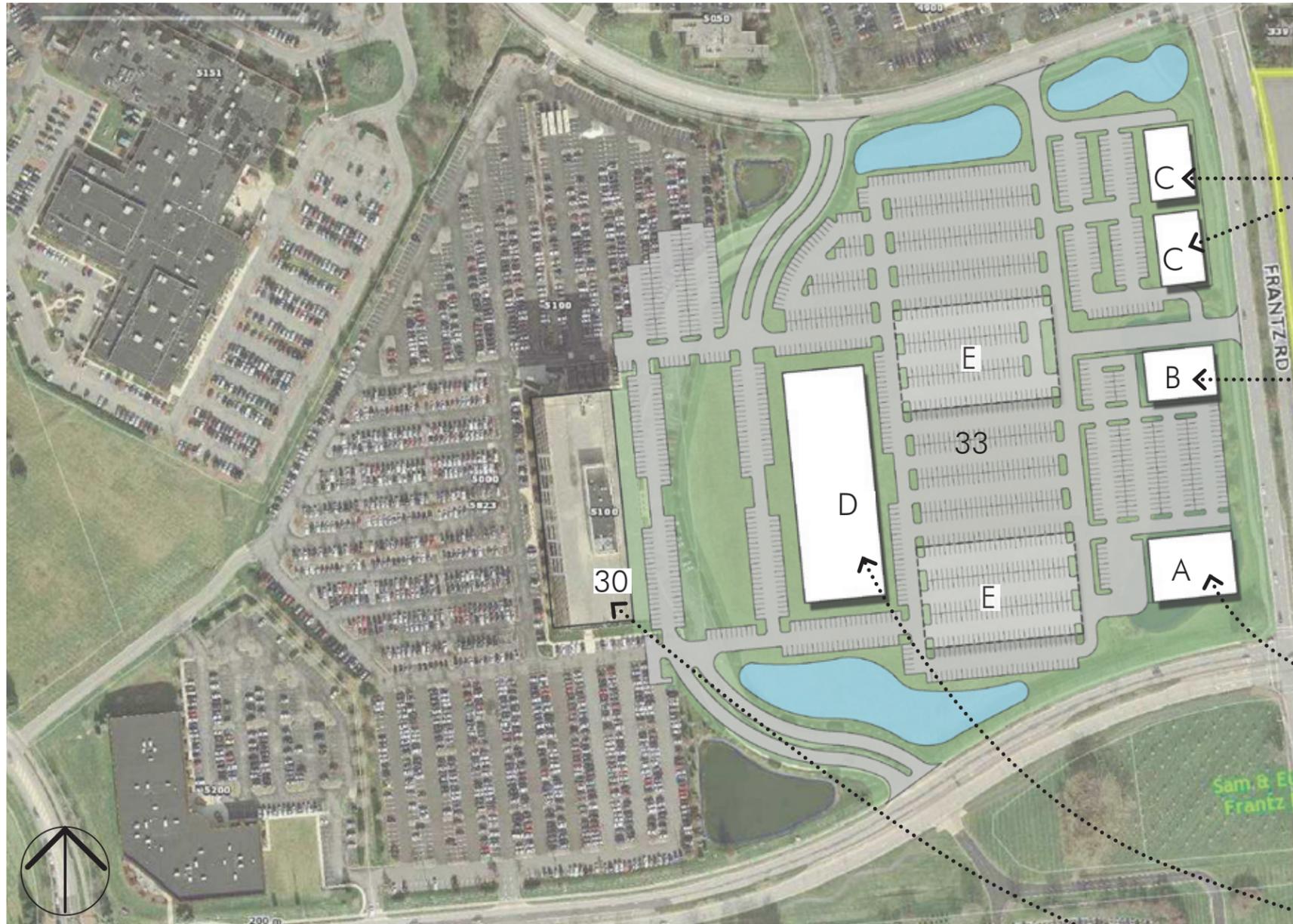
4.9 RATIO



2042
PARKING SPACES



SITE 4: NATIONWIDE Parking Opportunity | 07.31.2015



- A Small format grocery with cafe (16.5K sf)
- B Brewpub/Taproom (12K sf)
- C Convenience-Oriented Retail with Drive Thru, second story offices (10.5K sf each)
- D 240,000 SF Office 4-Story
- E 260 Spaces Parking Decks

BEFORE

AFTER



115
PARKING SPACES



75
PARKING SPACES



102
PARKING SPACES



1230
PARKING SPACES

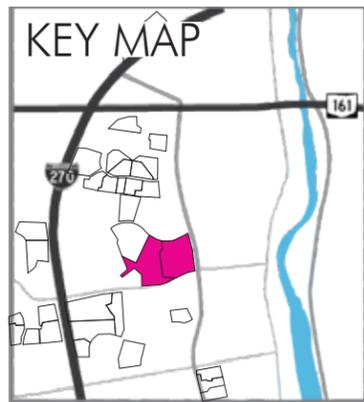


1962
PARKING SPACES



2075
PARKING SPACES

SITE 4: NATIONWIDE Parking Option 1 | 07.31.2015



- A Small format grocery with cafe (16.5K sf)
- B Brewpub/Taproom (12K sf)
- C Convenience-Oriented Retail with Drive Thru, second story offices (10.5K sf each)
- D (2) 144K SF 4-Story Office
- E 200 Spaces Parking Deck

BEFORE

AFTER



115
 PARKING SPACES



75
 PARKING SPACES



102
 PARKING SPACES



1495
 PARKING SPACES

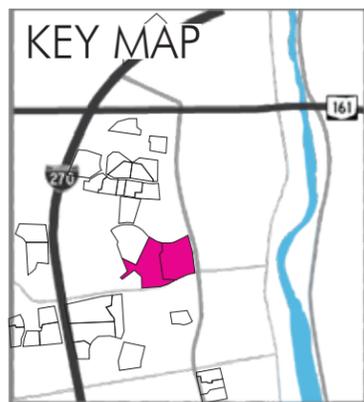
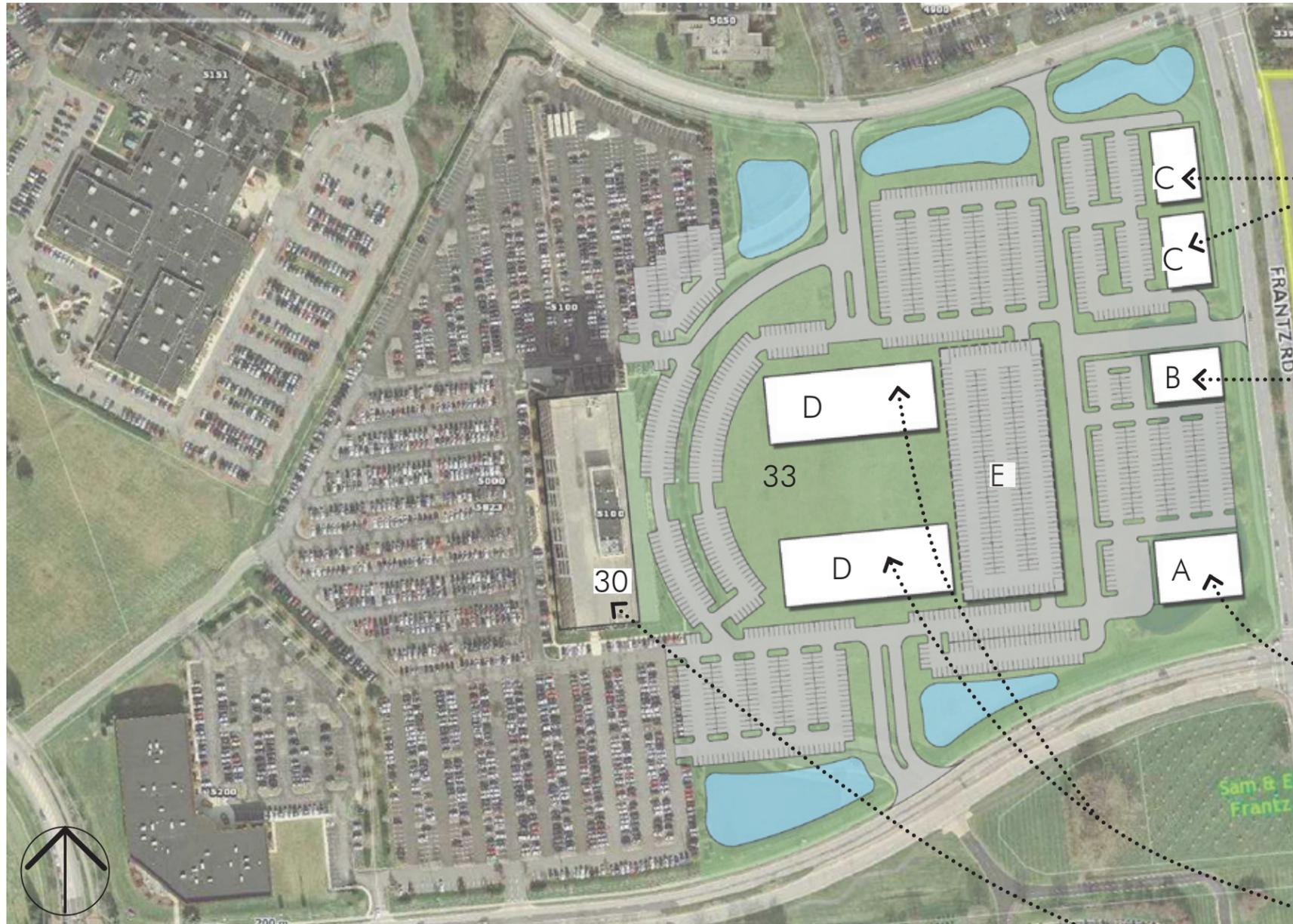


1962
 PARKING SPACES



2075
 PARKING SPACES

SITE 4: NATIONWIDE Parking Option 2 | 07.31.2015



- A Small format grocery with cafe (16.5K sf)
- B Brewpub/Taproom (12K sf)
- C Convenience-Oriented Retail with Drive Thru, second story offices (10.5K sf each)
- D (2) 144,000 SF 4-Story Office
- E 840 Spaces 3-Level Parking Garage (1 Ground Level, 2 Supported Levels)

BEFORE

AFTER



115
 PARKING SPACES



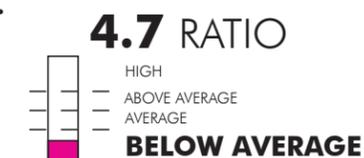
75
 PARKING SPACES



102
 PARKING SPACES



1,540
 PARKING SPACES

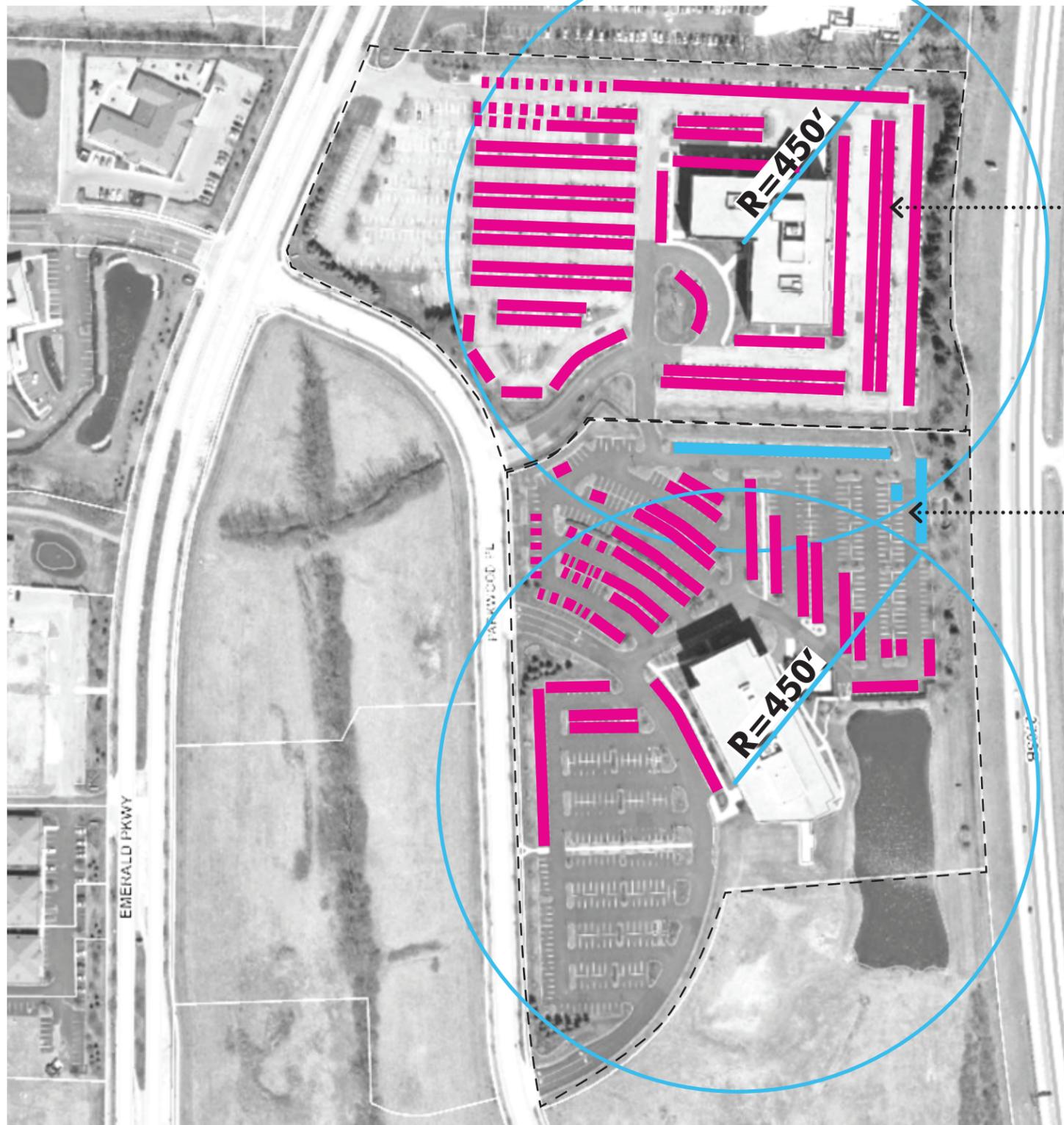


1962
 PARKING SPACES



2075
 PARKING SPACES

SITE 4: NATIONWIDE Parking Option 3 | 07.31.2015



LEGEND
█ OCCUPIED SPACES
█ SPACES OCCUPIED BY NEIGHBOR

0%
BUILDING VACANCY



25%
PARKING VACANCY



5.2
CARS PER 1000 SQ.FT. OF OFFICE SPACE



HIGH
ABOVE AVER.
 AVERAGE
 BELOW AVERAGE

0%
BUILDING VACANCY



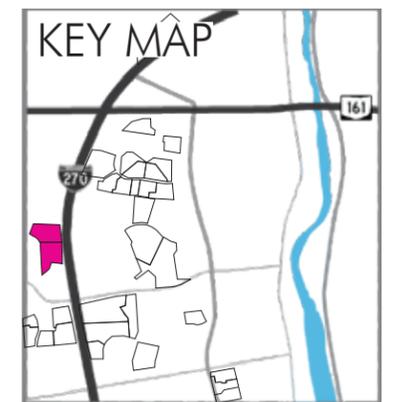
25%
PARKING VACANCY



5.4
CARS PER 1000 SQ.FT. OF OFFICE SPACE



HIGH
ABOVE AVER.
 AVERAGE
 BELOW AVERAGE



SITE 3: JP MORGAN Parking Occupancy | 07.31.2015



DEVELOPED SITE EXAMPLE

ROW SCREENING ZONE

Screening parking from the right-of-way is a primary goal of the city and a purpose stated in the zoning code. This is a good location for landscape, effective aesthetically and in the ability to support quality growth.

ENTRY ZONE

These sites are typical in that there are often small “extra” areas used to present a better entry view to those entering the parking area. While typically large enough to support quality plant growth, the value of each should be assessed. Specifically, whether the added screening is a worthwhile tradeoff to the decrease in parking efficiency that is often the result, particularly where the entries are sited diagonally. Larger areas nearer to the buildings might be more effective in creating a quality environment while maximizing parking efficiency.

OVERGROWN DIVIDER

With restrictions on landscape reduction for mature plantings, some locations become overgrown. This particular divider design is good for support of thriving plant material, but the thick shrub-line prevents a view of the building from the parking area there, causing it to be underutilized.

SAME-USE SCREENING ZONE

Perimeter screening is typically used on all sides of each separate site. The stated purpose in the code is to require screening between “different uses” but it is often used between two adjacent large-scale office parking areas. The results in parking inefficiencies and situations where employees are parking in an adjacent other lot and walking over the mounding to reach the closer front door as was observed here. Instead, creating true shared parking areas would be more successful. Screening parking areas from other large parking areas does not seem to meet the goal or purpose of the code. Screening from different uses should remain, particularly residential, parks and schools.

SPECIAL-CASE SCREENING ZONE

Sometimes special circumstances exist on a site that must be considered in the location of screening areas. While this evaluation advocates reduction of screening between adjacent large-scale parking areas, this site appears to have been preserving an existing rural tree-row in this location. Such specific site elements such as tree-rows and riparian corridors should be preserved, if possible.

FREEWAY SCREENING ZONE

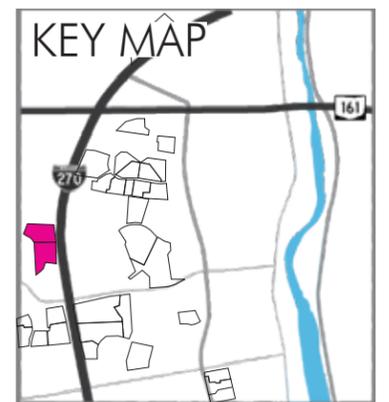
Basic screening of parking areas from adjacent freeway view has much more to do with the elevation of the freeway roadbed than any other factor. For instance, near elevated freeway exits, parking lots come into almost full view regardless of edge screening, while depressed portions of freeway see almost nothing of the lot, even with no screening. This could be taken into consideration as to the design and width of that screening area..

TREE PRESERVATION ZONE

Much like the special-case screening zone, large tree masses at site edges are valuable. These areas provide excellent environmental site benefits, as well as visual screening. Site landscaping areas should be designed to complement these areas of preservation.

POTENTIAL PARKING EXPANSION

This example does not deal with landscaping, but with the larger issue of efficient site design. It appears that this site was designed to have the eventual office building on the southernmost site located adjacent to the existing building. While this might provide a unified visual entryway, it ignores the reality of the current parking usage. In observations, the front lot has operated near capacity with the offices already constructed. It would be more useful to acknowledge the inherent visual and aesthetic limitations of parking-intensive uses and locate the building elsewhere. In particular, locating the building by fronting it close to Parkwood Place would allow a quality front approach, efficient parking, and extra screening gained from the tree massing area.



SITE 3: JP MORGAN Zone Map | 07.31.2015



- Screening parking from the right-of-way.
- Facilitated by code
- Typically successful

CODE REVIEW ROW Screening Zone | 07.31.2015



- Small “extra” areas used presenting an entry view
- Worthwhile trade-off to the decrease in parking efficiency?
- Larger areas nearer to the buildings might be more effective

CODE REVIEW Entry Zone | 07.31.2015



- Restrictions on reducing mature plantings leads to overgrown locations
- Prevents view of building entrance, so under utilized parking behind

CODE REVIEW Overgrown Divider | 07.31.2015



- Perimeter screening between large parking lots
- Significant parking inefficiencies can result
- Shared parking areas a potential solution
- Screening from different uses should remain, particularly residential, parks and schools.

CODE REVIEW Same-use Screening Zone | 07.31.2015



- Existing special circumstances should be considered
- Preservation of existing rural tree-row in this location
- Riparian corridors should also be preserved, if possible

CODE REVIEW Special-Case Screening Zone | 07.31.2015



- Screening of parking areas from freeways is highly dependent on elevations of each
- Elevation factor should be considered regarding design and width of screening

CODE REVIEW Freeway Screening Zone | 07.31.2015



- Large tree masses at site edges provide environmental site benefits and visual screening
- Site landscaping areas should complement these areas of preservation

CODE REVIEW Tree Preservation Zone | 07.31.2015



- Efficient site design should prevail over siting buildings with little added aesthetic or functional appeal
- Front lot here already near capacity with single building
- Building nearer to Parkwood Place could achieve multiple goals

CODE REVIEW Potential Parking Expansion | 07.31.2015

ESTABLISHED GOALS - LANDSCAPE

CITY LEADERS (AS INTERPRETED BY STAFF / PLANNING TEAM)	RESULTS OF CURRENT CODE APPLICATION
SCREEN PARKING FROM ROADS	<ul style="list-style-type: none"> Typically success screening to a height to block headlights from ROW with mounds/plantings
SCREEN PARKING IN GENERAL	<ul style="list-style-type: none"> Screen parking lots on all sides, regardless of adjacent use <ul style="list-style-type: none"> - Extra areas used to buffer between adjacent parking lots on internal lines – reducing parking capacity
REPLACE LARGE TREES INCH-PER-CALIPER-INCH • AT TIME OF DEVELOPMENT	<ul style="list-style-type: none"> Success depends on existing tree coverage and site design, but scattered islands ineffective.
REPLACEMENT INCH-PER-CALIPER-INCH • AT PLANT MATURITY ON DEVELOPED SITE	<ul style="list-style-type: none"> No provision to remove/reduce fully-matured large plant material <ul style="list-style-type: none"> - Obscuring buildings, in “wrong” locations, blocking viewshed
“BREAK-UP” PARKING AREAS WITH HEALTHY PLANT MATERIAL	<ul style="list-style-type: none"> Small islands planting areas – plant material struggles <ul style="list-style-type: none"> - No efficiency to reducing visual, heat or stormwater impacts of paved areas
COMPLEMENT DEVELOPMENT WITH THRIVING LANDSCAPE PLANTINGS	<ul style="list-style-type: none"> Mixed result as extra planting areas don’t count toward the overall needed square footage in place of internal islands
PRESERVE UNIQUE SITE FEATURES	<ul style="list-style-type: none"> Mixed results

CODE REVIEW Goals | 07.31.2015

POTENTIAL CODE CHANGES	
ISSUE	DETAILS
ENCOURAGE CLUSTERING OF LARGER PLANTING AREA AROUND THE BUILDINGS AND USEFUL BUFFER AREAS	<ul style="list-style-type: none"> • Allow extra planting areas to count toward overall landscape requirement square footage • Eliminate too-small landscape islands internal to parking areas • Change purpose language to “break-up” landscaping
ENCOURAGE BETTER PLANT GROWTH	<ul style="list-style-type: none"> • Eliminate too-small landscape islands internal to parking areas • Consider a minimum square-footage landscape island • Utilize longer, linear planting areas where root growth is encouraged
ALLOW MORE FLEXIBLE MAINTENANCE OF MATURE LANDSCAPE	<ul style="list-style-type: none"> • Investigate a “ratio-based” replacement program for mature landscape material. <ul style="list-style-type: none"> - Instead of inch-for-inch, a ratio should be established based on the overall maturity of the plant material, versus initial installation requirements. With some field investigation, this could result in a proper formula that accomplishes the screening and vegetation goals better than today by: <ul style="list-style-type: none"> • Allowing pruning /removal of overgrown plant material • Properly locating landscaping in the context of aesthetics, stormwater mitigation, heat mitigation for parking areas, etc...

POTENTIAL POLICY CHANGES	
ISSUE	DETAILS
IMPROVE STORMWATER MANAGEMENT IN PARKING AREAS	<ul style="list-style-type: none"> • Eliminate too-small landscape islands internal to parking areas • Develop a standard for longer, linear landscape islands that serve as stormwater amenities • Develop a standard for curbsless landscape islands that serve as stormwater amenities • Require a certain percentage of parking spaces be pervious paving surface
STANDARDIZE PLANNED DISTRICT LANDSCAPE STANDARDS IN REFERENCE TO LANDSCAPE CODE	<ul style="list-style-type: none"> • Define specific circumstances where additional standards would be most applicable, otherwise refer to code as standard policy
REVISIT LANDSCAPE CODE GOALS WITH CITY LEADERS	<ul style="list-style-type: none"> • Consider issues of aesthetics, environmental impacts, and practical site design to refine goals as per today's thinking • Use revised goals as the basis for refined code changes as suggested in this study

CODE REVIEW Changes | 07.31.2015



Legacy Office Competitiveness

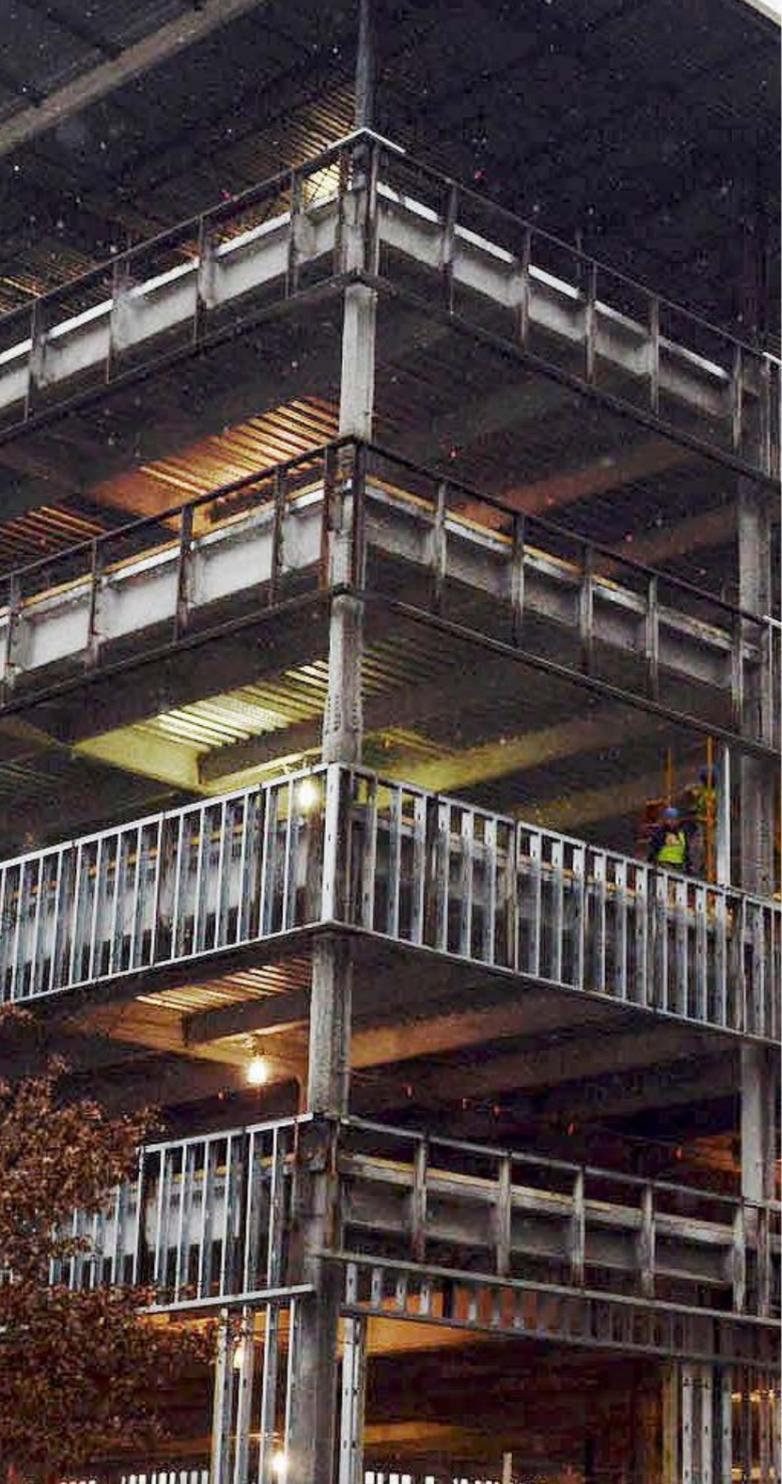
BACKGROUND REPORT



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.



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.

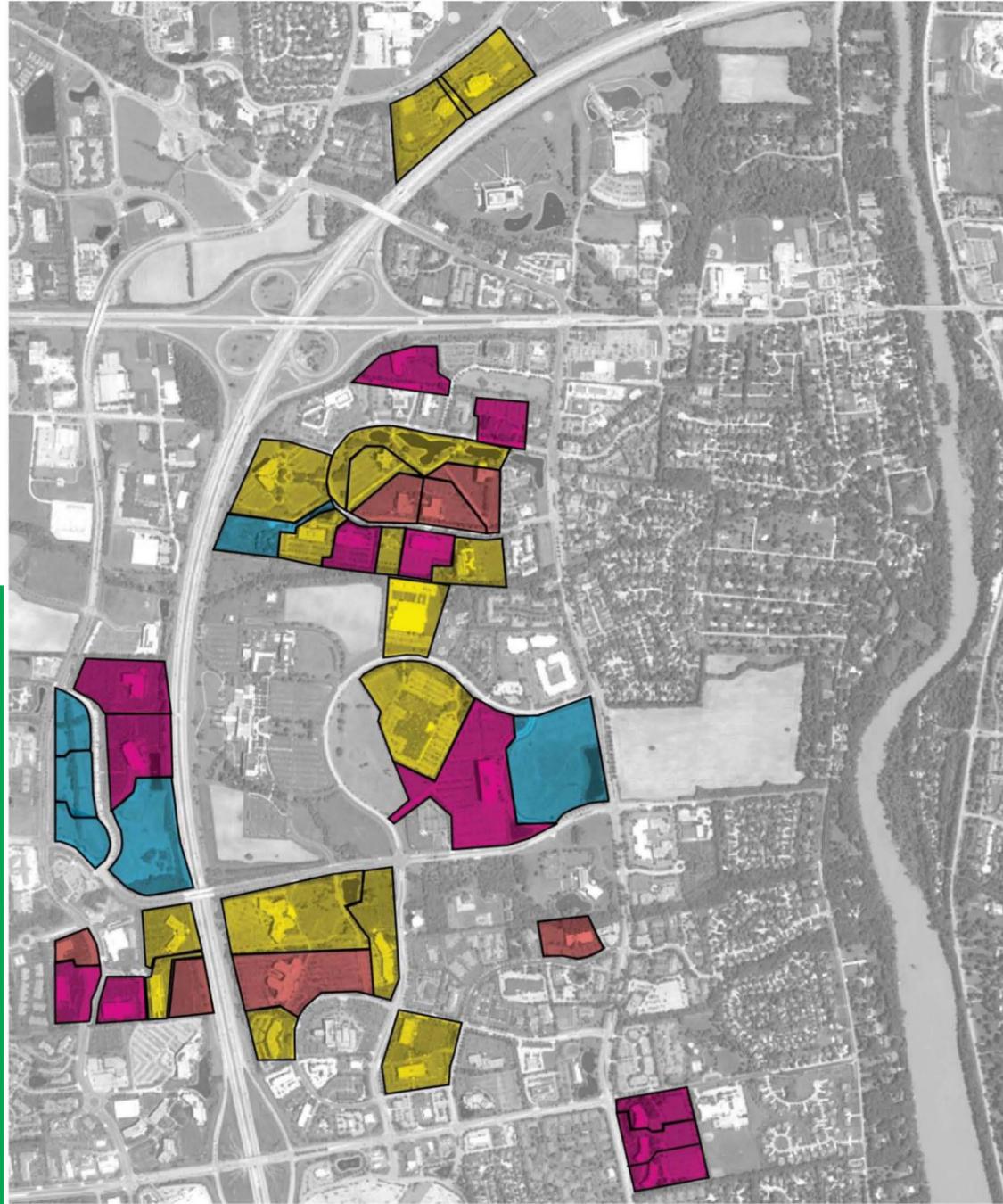
Public meeting

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.



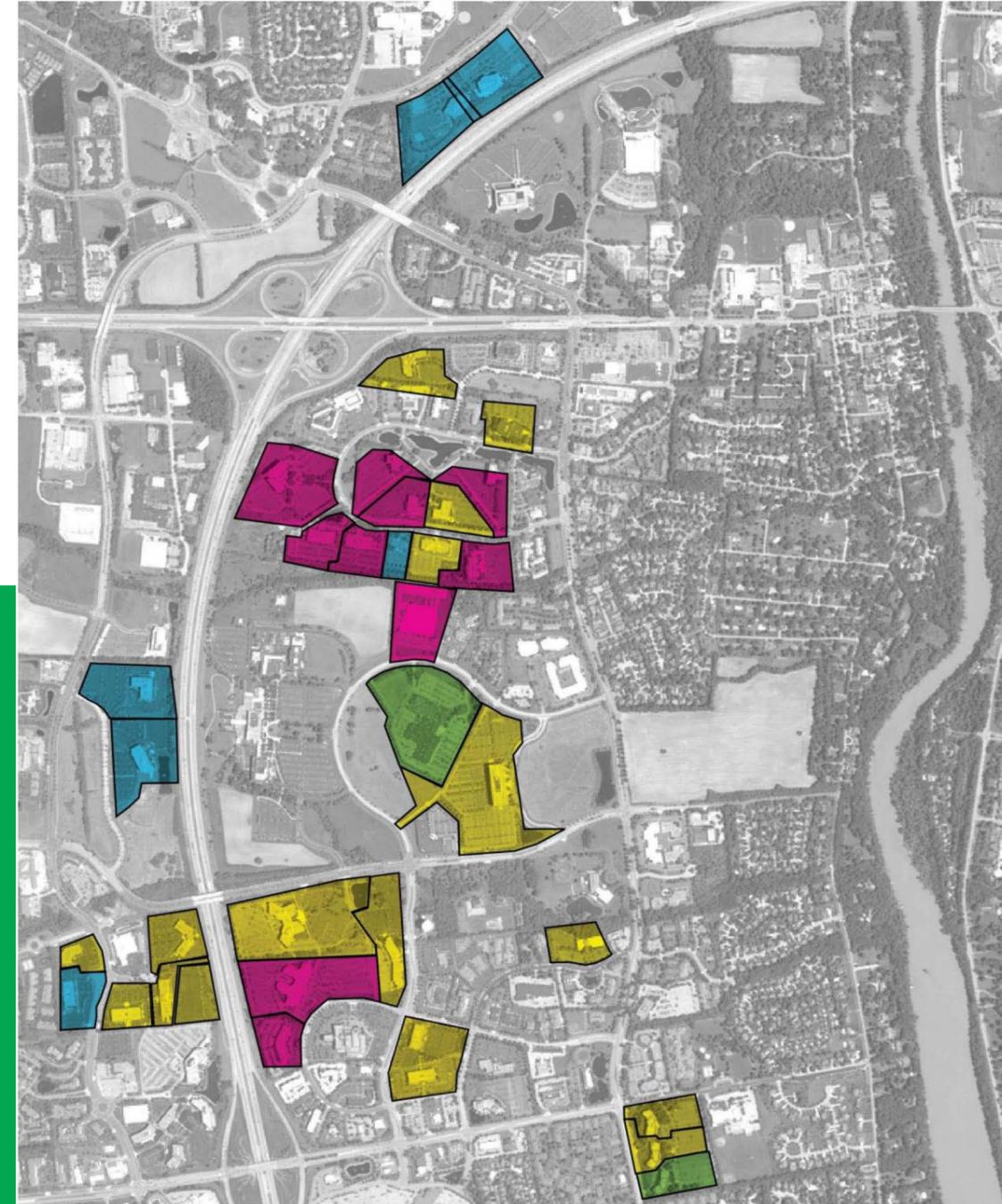


- Greenfield
- Constraints, But Possible Parking Expansion
- Land-locked, But Possible Parking Expansion
- Land-locked, Limited Expansion

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.



- High (6 and Higher)
- Above Average (5.0 to 5.9)
- Average* (4.0 and 4.9)
- Below Average (Less than 4.0)

*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.

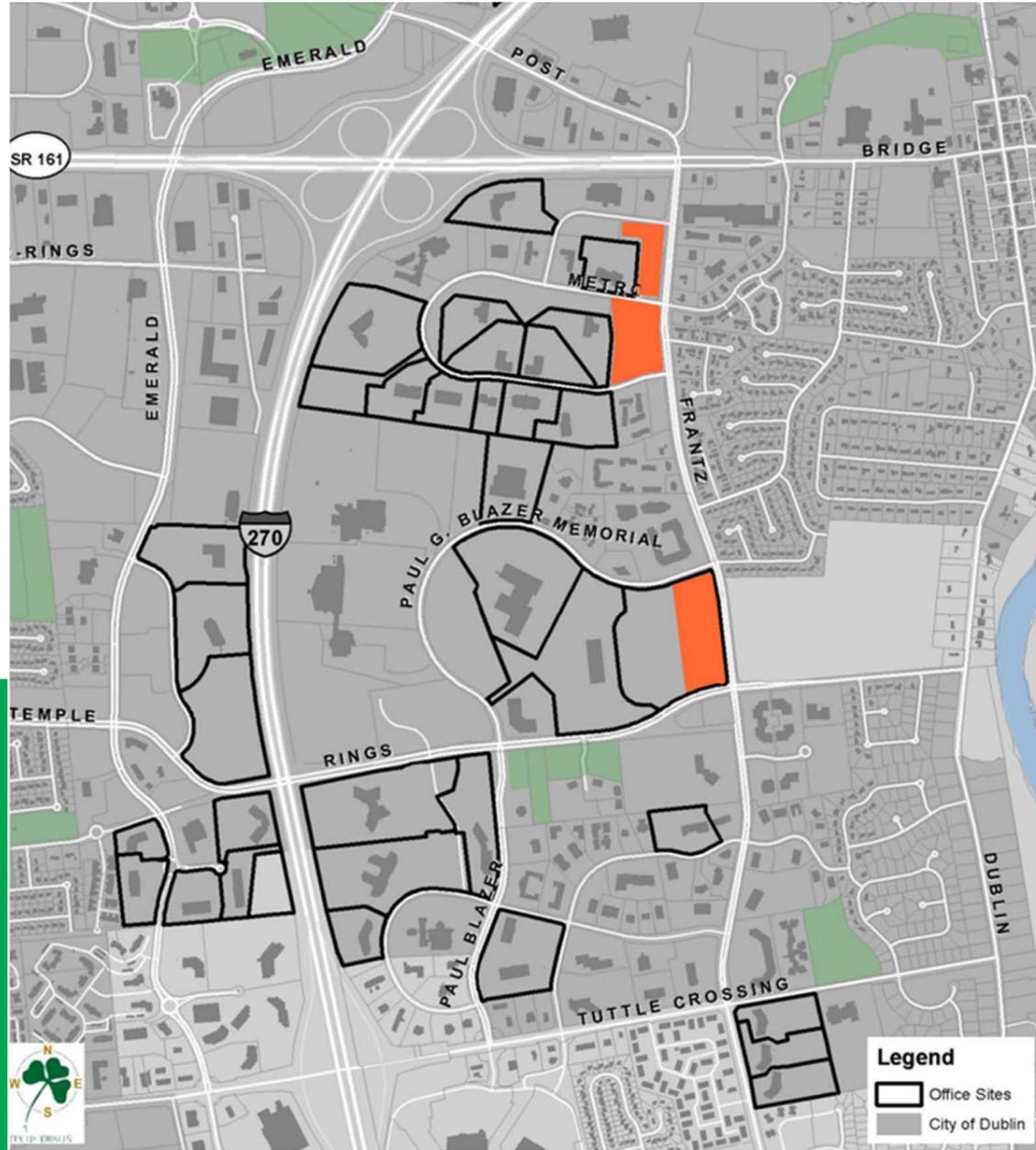
Those experiencing difficulty were typically very large single-user buildings and call centers during shift changes. The problem for those other users who perceived a parking shortage was that the parking existed but not within a convenient distance or location on the site.



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



Preliminary Retail Site Opportunities (highlighted in orange)

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

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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