

## D. Historic Dublin Area Plan

### **Existing Character**

Establishing Dublin's original village as a valued place for residents and visitors is important to provide a special location that embodies a true sense of community. The City's historic district, Historic Dublin, is a unique and charming mixed-use area that is characterized by residential-scale architecture and the distinctive use of local limestone. Historic Dublin is centrally located within the City, adjacent to the Scioto River and includes public and commercial uses along two main streets: High Street and Bridge Street. These main commercial thoroughfares are surrounded by neighborhoods of single-family homes and civic uses. The area is bordered by the Scioto River to the east, the Indian Run to the north, Cosgray Ditch to the south and Corbins Mill Drive to the west.

This historic area contains a great deal of character and potential for continued development as the historic center of the City. Through the Historic Dublin Revitalization Plan and the Historic Dublin Market Assessment, the City continues to comprehensively set direction for the District's future by evaluating current strengths and weaknesses and targeting future opportunity. This Plan acts as a general policy guide for future development within the Historic District that should be evaluated within the context of other applicable plans and implementation guides.

### **Planning Challenges and Issues**

#### ***Establish new a central focal point and unique gateway features***

As the historical center of the City, the Historic District offers various opportunities as a civic and cultural central focal point within the community. Creating civic spaces and public gathering places along with enhancing the important gateways to the area is integral in future development and redevelopment within the District. As with other historic areas, civic uses play an important role in establishing a psychological center for the community that provides opportunity for public interaction and civic activity. The establishment of clear entry points into the historic district through landscape design, streetscape treatment, architectural scale and massing and other decorative means are important to signify Historic Dublin as a unique and special place.

#### ***Enhance the quality streetscape environment in the District***

The character of streets within the District has a strong impact on the overall visual quality and pedestrian experience of the area. It is important for the vitality of Historic Dublin to promote appealing streetscape design and roadway standards that facilitate the goal of creating a successful pedestrian environment that is important to the success of area shops and businesses. Bridge Street serves as the most critical challenge for the district as a state route that bisects the historic area. Managed traffic, streetscape design and scale that enhances the pedestrian environment and clear locations for pedestrians to traverse the street are important ingredients to provide a clear sense of place and to physically unite the District as one identifiable physical place.

***Increase safe vehicular and pedestrian choices within the District***

Historic Dublin is a very pedestrian scale environment with an integrated mix of uses that should facilitate a proper balance between both vehicular and pedestrian movement. To ensure the integrity of the area, greater vehicular circulation, regulating turning movements, improving access management and providing alley improvements to ensure that traffic does not inhibit safe pedestrian activity. In addition to vehicular options, greater pedestrian connectivity, safe crossing points at streets and an improved ability to move from parking areas to local shops should be strongly encouraged at every opportunity to make the District a vibrant pedestrian destination.

***Encourage shared parking and clear wayfinding***

The original building pattern and scale of Historic Dublin necessitates the use of small pockets of parking and creative solutions to ensure adequate parking resources. Continued effort should be made to reduce parking and maneuvering difficulty for patrons to the district. Efforts to find parking efficiencies should be addressed by both the public and private sector to benefit the success of all within the district. Maximization of on-street parking resources, parking levels and other techniques should be utilized to make parking as convenient as possible while maintaining the important architectural fabric and scale of the district. A comprehensive wayfinding system should also be provided throughout the district to direct patrons clearly and efficiently to public parking and local attractions/events.

***Enhance the mixed use and civic nature of Historic Dublin***

The District is a unique area of the City characterized by a mix of uses with a strong pedestrian orientation and potential as a civic center within the community. To ensure the future vitality of the area it is important to create new opportunities for mixed use and institutional development while maintaining and encouraging residential opportunities within and close to Historic Dublin. In addition, coordinating a location for a new civic use such as a future City Hall or Library will increase interaction in the District and establish new opportunities for public events to further promote Historic Dublin as a focal point.

***Establish clearly defined parks, open spaces and greenway linkages in and around the District***

Historic Dublin is surrounded by significant natural features such as the Scioto River and the Indian Run Falls. The City has established several parks and open spaces throughout the area to preserve the natural environment of the District as an amenity to residents and patrons. It is important to continue this effort by establishing a strong greenway connection to other areas of Dublin for improved pedestrian access. All efforts should be made to increase public access to the area's natural amenities as a means to further enhance the special charm and uniqueness of Historic Dublin.

***Implement plans for Historic Dublin***

Public input during the Community Plan process strongly urged a desire to adopt plans as a clear blueprint for the district and to embark on a clearly defined path toward implementation. Significant public input and planning efforts represented by the Historic Dublin Revitalization Plan should be completed and coordinated with efforts to address market viability and economic analysis of Historic

~~Dublin. Clear action plans should be derived that the community can follow to understand significant progress that has been made in the district and to evaluate success toward achieving future goals.~~

## **Planning Goals**

~~...To enhance and revitalize Historic Dublin as activity center within the City that is vibrant, pedestrian-oriented and user friendly with an integrated mix of uses that supports economic, civic, recreational and housing opportunities for all segments of Dublin's population.~~

## **F. Sawmill/SR 161 Area**

### **Existing Character**

~~Planning boundaries for the Sawmill/SR 161 Area generally include lands south of I-270, west of Sawmill, north of Stoneridge Lane and east of the Scioto River. Areas near Sawmill Road are generally flat, but proximity to the River provides opportunity for hillside development and outstanding views as land slopes down to the floodplain. Significant portions of the study area include older commercial zoning that permits a wide range of uses. The area includes a mix of entertainment uses, corporate headquarters (Wendy's International), hotels, flex office/warehouse space, car dealerships and various types of residential development.~~

~~In general, the area is disadvantaged by a decline in strip retail. As other areas along Sawmill have redeveloped, many commercial storefronts have remained empty. Vacant centers with few tenants have utilized parking lots for overflow car dealership inventories, and the broad mix of uses along State Route 161 and Sawmill Road have resulted in no clear identity for the area. While proximate to a major interchange, access and visibility for many commercial areas have been compromised through land subdivision, and a better balance of residential and non-residential uses is necessary.~~

~~Focus for future success of the area will be in targeting redevelopment and infill efforts in a way that capitalizes on a thematic idea or niche and establishes a sense of place. As one of the few areas of the City where high density should be encouraged, significant levels of residential units should be encouraged to support area retail and facilitate a more pedestrian friendly environment. Clearer visual and physical connections should also be sought to link the area with Historic Dublin and to raise awareness of the Scioto River.~~

### **Planning Challenges and Issues**

#### ***Encourage redevelopment that ensures long-term viability***

~~Redevelopment of vacant or underutilized areas should be encouraged to re-establish the Dublin side of Sawmill Road as a vibrant and active place. Redevelopment of the Dublin~~

Village Center and other retail areas should avoid new strip commercial development that has a short lifespan and focus on longevity by pursuing a town center development that can serve as an entertainment center with a coordinated mix of activities that promotes interaction, educational opportunities, unique housing opportunities and pedestrian activity.

### ***Create street edge and character***

Buildings should be oriented toward main streets, public courtyards and plazas to create a sense of identity and visual orientation. Unique, high quality architecture should be used to define the street “space” and as clear focal points of interest at the terminus of viewsheds. Parking areas should be visually secondary to the rear or side of the building, and architecture and building setbacks should be deliberately used to impact the feel of the streetscape. Mixed use areas of office and commercial should be placed close to the street for visibility and to identify a node of activity. In contrast residential uses should be set back to provide increased landscaping and a sense of change as one moves along the street.

### ***Integrate parking areas to minimize visual impact***

Alternate parking configurations should be used to better integrate uses and promote pedestrian streetscapes. Parking areas should be relocated from the edge of the public right of way and reduced in scale to the side or rear of buildings. Within development, on street parking should be emphasized to enhance pedestrian orientation and to facilitate nodes of activity. In addition, parking structures should be encouraged to serve a broad mixture of uses and maximization of land to facilitate a pedestrian center/focus.

### ***Establish a clear connection to the River***

The Scioto River provides a unique feature within the Sawmill and SR 161 Area that should be incorporated into the overall layout and design of the area. Efforts should be made to increase physical linkages and visibility. New development along the western edge of the planning area should be oriented towards the River with overlooks, terraces, and views of the riparian corridor. Consideration should be given to how buildings and development are viewed from Riverside Drive. In addition a hierarchy of open spaces should be created to connect the area.

## **Planning Goals**

...To develop a coordinated mix of office, retail and mixed residential uses while establishing a stronger sense of place and central focus. This plan should facilitate pedestrian movement between uses and enhance the approach to Historic Dublin from the east.

## **Bridge Street District**

The Bridge Street District Plan establishes a vision that reinforces the City's long-term fiscal health and sustainability and promotes market adaptability by creating new living environments and amenities. The Bridge Street District extends north and south along Bridge Street and West Dublin-Granville Road (State Route 161), from I-270 to Sawmill Road, and includes Historic Dublin.

Since the Bridge Street Corridor planning efforts began in May 2009, much has been accomplished. The Bridge Street District Plan unites information from documents developed as part of the Bridge Street Corridor Study process, including the *Planning Foundations* document (May 2010) and *Vision Report* (adopted by City Council in 2010) developed by Goody Clancy and Associates, as well as information from subsequent implementation studies undertaken throughout 2011 and 2012. As part of this special area plan, information from the original documents has been updated as necessary. Please leave a reply within the applicable plan section to comment on the proposed changes.

Overview and Purpose

The Planning Process

Responding to Changing Market Demands

Establishing a Vision for the Future

Creating Walkable Neighborhoods

Fostering Transportation Options

Creating Urban Open Spaces and Greenway Connections

Implementing the Vision

## **Overview and Purpose**

The Bridge Street District Plan’s purpose is to envision a future for this critical part of Dublin that takes full advantage of the area’s assets, puts forth a more sustainable pattern for future development, and capitalizes on emerging market opportunities over the next several decades. Economic conditions have created a unique opportunity to explore new avenues of preservation and growth in this important business neighborhood, which contains assets like Historic Dublin and the Scioto River, as well as some of the City’s most strategic redevelopment opportunities. The Bridge Street District already has a strong foundation, with redevelopment providing vital support to the City’s economy, sustainability, and continued high quality of life over the decades to come.

The planning process has included extensive participation from a broad array of stakeholders. The process is also firmly grounded in the realities of the emerging housing and commercial development markets to ensure that the vision is economically viable and supported by realistic market opportunities.

## **Setting the Stage**

Dublin’s rapid and impressive growth over the past four decades was no accident. The City has consistently and successfully anticipated key opportunities in the development market through proactive planning and strong City leadership. Dublin’s particular success in attracting and retaining a significant corporate presence and a skilled workforce has helped the City finance a high level of services and promote an impressive quality of life for residents.

Today, many of the demographic trends, development patterns and other conditions that helped foster Dublin’s highly successful development model over the past forty years are changing, calling for Dublin to take a fresh look at its strategic development planning. The Bridge Street District Plan represents part of the City’s efforts to prepare for a new chapter of economic competitiveness and quality of life.

Most fundamental among these changing conditions are profound demographic trends that will deepen the market demand for more walkable environments where a variety of activities—living, working and leisure activities—all occur close to one another. The demand for this type of walkable environment increases when combined with growing energy and sustainability concerns.

Always known for high-quality development, Dublin’s development pattern over the past forty years has been characterized by low development densities, careful separation of land uses, and significant

dependence on cars to make daily activities accessible. Changing demographic trends strongly suggest that Dublin will most effectively capture future economic opportunities through encouraging high-value, mixed-use development set in walkable environments.

The Bridge Street District Plan is intended to establish a vision for the transformation of underutilized land in the city's core into just this sort of environment—creating value for the community while continuing to enhance Dublin's overall economic strength and quality of life. This new development format implies higher development densities and other characteristics that depart from some of Dublin's planning traditions, yet this type of development can and should continue to be high quality and fully complementary to those traditions and targeted specifically to this portion of the city. In fact, the compact nature of mixed-use, walkable development means it can be instrumental in maintaining the quality, integrity and value of Dublin's traditional residential neighborhoods over the coming years.

### **Bridge Street District Plan**

The Bridge Street District combines the strength of the Historic District as an existing center of community, with a growing collection of locally-based shops and restaurants, while several significant development sites possess the location, size, and interested ownership to offer substantial near- and longer-term redevelopment opportunities. Excellent access to regional road systems and major natural areas, including the Scioto River and the Indian Run, will serve as vital public amenities tying the Bridge Street District together.

The Bridge Street District's many opportunities result from its diverse strengths and variety of characteristics throughout the District. Historic Dublin is a natural starting point for reinvestment, given its traditional walkable character combining a rich variety of destination shops and restaurants with housing, office and civic uses. Physical space constraints, however, dictate modest, infill development unless and until the potential availability of the Indian Run Elementary and/or Sells Middle School sites unlocks broader redevelopment opportunities. Substantial areas on both sides of the Scioto River are ripe for larger-scale and more comprehensively-planned mixed-use developments to create whole new walkable neighborhoods. Other portions of the Bridge Street District will benefit from proximity to new walkable amenities and excellent visibility and access, which will remain important attributes for attracting development.

## **The Planning Process**

From visioning to implementation, public input was an integral element of the Bridge Street District Plan. The goal of the planning process was to meaningfully build on the planning effort of the 2007 Dublin Community Plan while studying the emerging demographic trends and development opportunities. Years of effort by area residents, businesses and other stakeholders in developing the city-wide comprehensive plan resulted in a strong foundation for which the Bridge Street District Plan provides additional detail and refinement. Although public comment from the Community Plan was used as a starting point, a community education and input process included interviews and ongoing dialogue with property owners, public meetings, and broader community engagement through public open houses, design charrettes, and a series of presentations by internationally known speakers and experts.

## **Community Plan Background**

The award-winning 2007 Dublin Community Plan was one of the most significant planning studies ever undertaken by the City of Dublin and was characterized by the comprehensive and highly detailed land use, transportation, demographic, fiscal, infrastructure, and facility analyses that informed much of the preliminary analysis for the Bridge Street District Plan.

The 2007 Dublin Community Plan included two special planning areas within the area covered by the Bridge Street District Plan: the Historic Dublin Area Plan, and the Sawmill/SR 161 Area Plan. These two area plans built on even earlier planning efforts, most notably the Old Dublin and Tuller Road area plans of the 1997 Community Plan. The Bridge Street Corridor Study, described below, comprehensively explored these areas in addition to the area west of the Historic District including the OCLC campus and the Frantz Road/Post Road/US 33 intersection that was not previously studied as part of a special area plan.

## **The Bridge Street Corridor Study**

In September 2008, members of City Council, the Planning & Zoning Commission, and City staff visited Greenville, South Carolina. The trip allowed Dublin decision makers to see a community that demonstrated many of the principles and design objectives of the 2007 Dublin Community Plan that might be incorporated into the Bridge Street District. Specific projects in Greenville include an award winning pedestrian bridge that was part of the city's riverfront development, which included a healthy mix of residential, office, and retail/restaurant uses. They also walked the city's Main Street and viewed extensive public art displays, historic districts, and new downtown housing.

These developments helped inform the City about how to deal with development proposals in and around the Historic District, the need for a new and better future for several struggling auto-oriented shopping center sites, and exciting possibilities centering around the redevelopment of the OCLC campus. Gradually, a unified vision for this key part of Dublin began to form. To begin the planning effort, the City engaged Goody Clancy and Associates in May 2009 to manage a visioning study for the Bridge Street Corridor.

A key objective of the Bridge Street Corridor Study was to develop a better understanding of the emerging trends expected to have a major effect on development in Dublin and throughout the region and nation in the coming decades. Consistent with its tradition, Dublin once again found itself at the forefront of planning for these emerging opportunities.

### **Speaker Series**

One of the most unique and effective elements of the Bridge Street Corridor Study planning process was the speaker series held at the outset. Internationally recognized experts on the changing nature of commercial development markets, shifting demographics, and future economic development and employment trends were brought to Dublin to share their insights with the community. (Refer to “Responding to Changing Market Demands” for more information about their key messages.)

#### *Christopher Leinberger*

Christopher Leinberger, author of The Option of Urbanism—Investing in a New American Dream, is an internationally recognized land use strategist, developer and market researcher. Grounded in many years of private sector development experience and one of the founders of RCL and Associates, he is currently a Visiting Fellow at the Brookings Institution in Washington, D.C., where his research focuses on practices that help transform traditional and suburban downtowns into walkable, urban places.

#### *Carol Coletta*

Carol Coletta, formerly the President and CEO of CEOs for Cities, (now with ArtPlace) is an expert on national urban issues and has hosted NPR’s Smart Cities program for ten years. Ms. Coletta described the importance of talent attraction and retention to regional economic prosperity, the types of environments that employers increasingly seek to attract talented employees, and the types of development Dublin will need to attract the high-tech and entrepreneurial jobs of the future.

#### *David Dixon*

David Dixon, FAIA, Principal-in-charge of Planning and Urban Design with Goody Clancy & Associates, served as the Principal Urban Designer for the Bridge Street Corridor Study. A nationally recognized urban designer, David was also a key member of the consulting team, along with Mt. Auburn Associates, that helped form Dublin's foundational economic development strategy in the early 1990s.

*Laurie Volk*

Laurie Volk, Principal-in-charge of Zimmerman/Volk Associates, analyzed the local housing market using her proven methodology that uses demographic data to identify emerging residential market opportunities. Ms. Volk discussed her national research on what she calls the "Pig in the Python" effect—76 million baby boomers and their 75 million adult children, the "Millennials"—slowly migrating from suburbs into cities and suburban town centers, seeking the expanded range of lifestyle choices they offer.

*Sarah Woodworth*

Sarah Woodworth, Managing Member of W-ZHA, LLC, shared her findings on commercial and hospitality market demand in and around Dublin, and how the right blend of land uses can dramatically enhance the potential for high-quality development. With more than 20 years of experience, she specializes in market and financial feasibility analysis, cooperative public/private development agreement structuring, innovative public financing strategies, and urban revitalization.

**Visioning Charrette and Public Open House**

An "Issues and Opportunities" public open house held in the fall of 2009 enabled Goody Clancy and Associates to gather community input on the existing challenges and opportunities facing the Bridge Street Corridor. Following the speaker series, a visioning charrette was held in December 2009, which challenged participants to imagine a new future for the Bridge Street Corridor using the information the speakers shared about the changing market trends and resulting opportunities.

*Key Vision Concepts Discussed By Participants:*

- High-quality design remains a critical component of redevelopment. Higher-density development of up to 4 or 5 stories is appropriate in specific parts of the study area, provided it

demonstrates high-quality design and sensitivity to the existing built and natural contexts.

This context sensitivity is particularly important in and adjacent to the Historic District.

- *Access to natural features should be a cornerstone of the Bridge Street Corridor Vision.* The community treasures the Scioto River, Indian Run, and the city's bike path and park network in and around the Bridge Street Corridor. These green assets should be enhanced and incorporated into any development that occurs in the Bridge Street Corridor.
- *Development should focus on accommodating future transit services.* In addition to alternative transportation choices in the short term, including bike paths and public transportation, longer-term transit opportunities, including light rail and regional transit connections, should be anticipated and accounted for through the creation of transit-oriented development.
- *A comprehensive approach to traffic, parking, and pedestrian access is necessary in Historic Dublin.* Historic Dublin is a treasured community centerpiece that needs better walking conditions and parking availability in order to truly thrive. Deploying urban design and streetscape improvements to reduce the perception and negative impacts of high traffic flow on Bridge Street through the Historic District will help strengthen the walkability and character of Historic Dublin.

## Interviews

In addition to the speaker series and public meetings, Goody Clancy and Associates cast a wide net in their efforts to determine the community's longer term development objectives. The Goody Clancy team initiated the public planning process by interviewing over 100 individual and institutional stakeholders, including:

- City Council members
- Planning and Zoning Commission members
- Architectural Review Board members
- Dublin City Schools leadership
- Bridge Street Corridor residents and property owners
- Business owners
- Major Dublin employers

- [Young professionals who live and work in Dublin](#)
- [Members of the local development community](#)
- [Members of local design firms](#)
- [City staff, including Land Use and Long Range Planning, Engineering, Economic Development, Parks and Open Space, and Finance](#)

[The stakeholder interviews provided the consulting team with a strong understanding of the community's values and a sense of the opportunities and challenges facing the Bridge Street Corridor. Following the initial interviews, ongoing meetings with property owners and developers gave the consulting team a better sense of near-term development opportunities.](#)

### **[Analysis of Previous Plans and Studies](#)**

[In addition to a comprehensive analysis of emerging national trends that are expected to relate directly to Dublin, the Bridge Street Corridor Study built upon Dublin's solid planning traditions, reinforcing concepts articulated in a number of previous and ongoing planning efforts, including:](#)

- [2007 and 1997 Dublin Community Plans](#)
- [2010 Parks and Recreation Master Plan](#)
- [2008 Historic Dublin Market Assessment and Implementation Plan](#)
- [2005 Draft Historic Dublin Revitalization Plan](#)
- [Historic Dublin Design Guidelines](#)
- [Historic Dublin parking studies \(2001 and 2010\)](#)
- [Engineering studies on various Bridge Street traffic improvements](#)
- [Historic Dublin Wayfinding plan](#)
- [Recent Dublin community and business surveys](#)

### **[Realizing the Bridge Street Corridor Vision](#)**

[The culmination of the planning efforts was the Bridge Street Corridor Study Vision Report, officially adopted by City Council on October 25, 2010 as Resolution 50-10. The Vision Report included the Vision](#)

Statement, five Vision Principles, and an Implementation Strategy. The resolution also served as the foundation for City Council's annual goals related to the completion and implementation of the Bridge Street District planning efforts. Information from these previous planning efforts has been refined and integrated into the 2012 update to the Dublin Community Plan as the Bridge Street District Special Area Plan.

## **Responding to Changing Market Demands**

### **National Trends**

The changing nature of commercial development markets, shifting demographics, future economic development opportunities, and a stronger preference for walkable urban environments form the foundation of the Bridge Street District Vision. A summary of the key points identified by the national experts that took part in the Bridge Street Corridor Study speaker series is provided below.

#### **Changing Nature of Residential Market Demand**

- *The housing market increasingly demands choices in compact, walkable, mixed-use settings. Baby Boomers and their adult children, the Millennials, increasingly desire compact, walkable urban settings. (Laurie Volk)*
- *Singles, couples, and families each comprise about one-third of demand in the U.S. housing market. The aging Baby Boomers and the Millennials have dramatically changed their housing preferences. (Laurie Volk)*
- *Rental housing is an important component of housing demand. Rental housing represents more than 50% of current and projected future of housing demand. Rental housing in the Bridge Street District should be the "first-in" projects to create a critical mass of people to support commercial developments. (Laurie Volk)*

#### **Changing Nature of Commercial Market Demand**

- *Small businesses will increasingly drive business and employment growth. Small businesses in creative and information-based fields, rather than traditional corporate office parks, are the prime office opportunity and will be the primary driver of economic development and employment growth over the next several decades. (Sarah Woodworth)*
- *Many small businesses are demanding "cool" office space. "Cool space" is defined as office space within walking distance of restaurants, shops, and neighborhoods, and features flexible, creative architecture*

that expresses a unique sense of identity and a distinctive address. Cities with “cool” office space will be more competitive in attracting high-tech and creative firms who increasingly search for the walkable, mixed-use environments that in turn help them attract highly qualified employees who desire interesting and flexible places to work. (Sarah Woodworth)

- Walkable neighborhoods attract a talented workforce. Today, young people between the ages of 25 and 34 (the most mobile segment of the “talented” workforce) are 33% more likely than the average population to want to live in or near a downtown, and “creative workers,” or those whose jobs involve design, technology, marketing, and other similar fields, are 53% more likely to want to live in walkable urban places. (Carol Coletta)
- Employers seek walkable neighborhoods. Increasingly, jobs follow talent. Today’s young professional workforce tends to first choose a place to live based on lifestyle preferences, which are increasingly walkable, bikeable, urban spaces, offering a wide variety of housing, employment, transit, and entertainment choices—and then they start the job hunt. Employers are increasingly responding to this trend by locating in cities that can meet these criteria. (Carol Coletta)

### **Stronger Preferences for Walkable Development**

- Walkable urbanism creates significant value. Mixed-use development in walkable urban settings commands a compelling value premium—35% more than conventional single-use development in drivable suburban settings, and up to 50% more for upper middle-income communities like Dublin. (Chris Leinberger)
- Walkability adds value to housing. Front Seat Software’s WalkScore.com is a method of measuring the walkability of any given property. Studies have indicated that each additional point earned on WalkScore.com can add \$600 to \$3,000 to residential home values. (Carol Coletta)
- Additional transportation choices expand economic choices and spending capacity. Growing energy costs will impose increasing financial burdens on households that must depend on automobile-based transportation systems. Even one fewer car (or no car) gains on average \$150,000 in mortgage capacity. Expanding transit choices is essential for capturing the full long-term value of walkable environments. Transit-ready districts add value and additional development capacity. (Chris Leinberger)
- In walkable urban environments, more is more. Urban areas have more people, more activities, and more development which, in turn, creates more value. In traditional suburban environments, separated land uses and auto-oriented development means more is less, since fewer people, activities,

and less development erode value. Walkable urbanism therefore significantly expands economic and community development potential. (Chris Leinberger)

- Expanded choices are what make walkable, mixed-use environments appealing. The expanded range of housing, jobs, transportation, and shopping choices that are characteristic of walkable, mixed-use settings are the prime reason for their appeal, and are critical to creating exciting, authentic, and memorable places for people rather than cars. (David Dixon)
- Successful walkable places are consciously planned for people. Planning for exceptional places for people requires thorough, careful attention to design, high quality details, and activities that relate in scale to people who are walking, rather than those driving. (David Dixon)
- Conscious attention to design quality and programming is vital to reinforcing sense of community. A diverse society needs to be celebrated and bridging diversity requires a proactive approach in planning and helps ensure the city's long-term vitality. (David Dixon)
- Walkable places advance sustainability. Compact, walkable, mixed-use development is a powerful tool in advancing sustainability in economic, environmental, and social senses alike. This is critical to ensuring local, regional, and global prosperity. (David Dixon)
- Compact, walkable development promotes healthy communities. Creating environments and destinations that regularly invite people to walk encourages healthier lifestyles. (David Dixon)

### **Opportunities for the Bridge Street District**

- The Bridge Street District is uniquely positioned to become a model for walkable urban development in Central Ohio. Communities are increasingly demanding a new approach to the built environment that emphasizes the creation of memorable, high-quality, authentic places—a new version of the American dream based on “walkable urbanism” rather than “drivable suburbanism.” Metropolitan Columbus should be able to support two to three more significant walkable urban nodes based on this model, and the Bridge Street District is favorably positioned to become a successful example. (Chris Leinberger)
- There is significant market demand for a much broader variety of housing types in the Bridge Street District over the next 5–7 years. There is enough demand to create or expand multiple neighborhoods or districts of multi-family housing, attached and detached single-family housing, and a range of rental and for-sale housing units. (Laurie Volk)
- The Bridge Street District study area can support a major retail/entertainment center. The Bridge Street District is strategically located for a major new retail and entertainment district with housing and other uses skillfully mixed into a walkable environment, helping to recapture the area's significant

spending potential that currently flows to more experiential retail environments in other parts of metropolitan Columbus. (Sarah Woodworth)

## **Local Trends**

Implementation of the Bridge Street District Vision will depend on market-based development opportunities. The residential, office, retail, and hotel market-demand analyses conducted by Laurie Volk and Sarah Woodworth for the Bridge Street District in late 2009 found residential projects in demand for the coming 5 to 7 years, and the office, retail, and hotel in demand for the coming 10 years. The key findings are summarized below, and take into account the economic downturn of 2008-2012. As described below, the market downturn will delay, but not diminish, projected demand.

### **Residential**

#### *Base Market Analysis*

Zimmerman/Volk Associates analyzed housing market potential in the study area based on long-term demographic trends, which are key predictors of demand in emerging markets for walkable mixed-use neighborhoods. The analysis assumed that the area will develop with walkable, mixed-use districts; absent this assumption, demand forecasts would be significantly lower. The analysis determined that:

- There is market opportunity for approximately 1,500 new housing units over the next 5 to 7 years.
- These units could be absorbed at a rate of approximately 223 units per year (not including turnover).
- A varied mix of unit types, sizes and prices would be needed to generate the strongest market response.

#### *Projected Long-Term Market-Based Demand*

Demographic trends will drive longer term projections at a similar rate 10 to 15 years and beyond because the number of households with children will fall as low as 14% of all households over the next 20 years. Zimmerman/Volk has found in similar communities that housing demand in walkable environments tends to accelerate over time.

Likewise, Christopher Leinberger has found that the success of dense, walkable, mixed-use centers only adds to development demand for adjacent areas as values rise and high-quality walkable urban development are increasingly demanded. In effect, success creates success in dense, high-quality, walkable

mixed-use environments such as those that will be part of the Bridge Street District. This, in turn, will play a major role in driving subsequent demand for additional housing. Without competing dense, mixed-use nodes in Dublin outside of the Bridge Street District, the long-term prospects are favorable for growth in housing demand within the study area. Of course, this can be substantially enhanced by increasing transit availability.

## **Office**

### *Base Market Analysis*

W-ZHA analyzed the demand for office space in the study area, also assuming the creation of walkable, mixed-use districts. The analysis identified the following opportunities for the Bridge Street District in the near- to mid-term:

- Primary opportunities rely on the attraction of small office tenants occupying 5,000 square feet or less, rather than large corporate tenants, for which Dublin faces tougher competition from other suburbs. Dublin will continue to pursue larger office opportunities, but these opportunities are expected to be far more limited.
- Small creative businesses are particularly attracted to “cool space” in walkable, mixed-use districts and contribute more to job growth nationally than large firms. Encouraging these “creative” businesses is very consistent with Dublin’s entrepreneurial-focused economic development strategy.
- Key criteria for “cool” office space include locations within convenient walking distance of a variety of unique choices for housing, dining, shopping, retail and other amenities, such as Internet cafes and coffee shops where an increasing amount of creative work actually happens. “Cool” spaces are flexible, creative, loft-like space, with unique identities signified by distinctive buildings and details that are typically uncharacteristic of traditional office parks.
- There is an estimated demand for 400,000 to 500,000 square feet of this specific type of small, “cool” office space in the Bridge Street District over the next 10 years. This can occur in multitenant commercial buildings of up to 50,000 square feet, which mixes well with ground-floor retail or upper-floor residential and enables the productive use of smaller infill sites for office space. This trend is already visible in Historic Dublin.

- The market analysis anticipates demand for approximately 100,000 square feet of additional large-floorplate office space over the next 10 years, primarily at locations with excellent access to and visibility from I-270. This opportunity will require leveraging the skill of developers and the City in differentiating these spaces from competing communities in the region, and the proximity to exciting, walkable, mixed-use environments could provide a meaningful advantage.

#### Projected Long-Term Market-Based Demand

When the Bridge Street District becomes an amenity-rich, walkable, urban district that is particularly attractive to small businesses over the next decade, market demand for small multitenant office space could intensify in the following decade as the area gains recognition as the “go-to” place for creative businesses, drawn to the area for its memorable environment and highly-skilled workforce. This trend also has the potential to increase demand for larger office space as small businesses continue to grow.

#### Conclusions

Shifting demographic trends and preferences have already begun to generate increased demand for the type of housing that the market analysis recommends for the Bridge Street District—a variety of multiple- and single-family choices close to walkable, mixed-use environments. A stressed economic environment has in some ways reinforced demand for housing in walkable, mixed-use environments, as more households are becoming increasingly conscious of the growing transportation and upkeep costs associated with single-family detached homes in traditional suburban neighborhoods. The local financial market will typically adjust to this reality, with a stronger emphasis on funding multiple-family rental housing in walkable environments.

### **Retail**

#### Base Market Analysis

W-ZHA studied the market for retail in the study area, finding that Dublin’s retail market area (the ten-minute driving radius around the Bridge Street District) has the region’s highest retail spending potential—\$2 billion—based on average annual household income in the entire region. However, Dublin and the immediate vicinity capture only a small portion of this potential.

- Dublin has the opportunity to recapture more local spending by creating at least one mixed-use district in the Bridge Street District that can serve as a regional center for destination retail and complementary uses. This district could readily support between 300,000 and 450,000 square feet

of retail, cinema, restaurant, and related services, as well as substantial residential and office components, satisfying demand for approximately 10 years.

- The success of this district would depend on excellent visibility, access from I-270 and, more importantly, creation of a critical mass of mixed retail, housing, and office uses that from the start distinguish the Bridge Street District from other retail offerings in the region.
- The quality and character of a retail and entertainment district must respond to the unique demographics of the 10-minute-drive market area, in which more than 70% of households have no children at home and 50% of households are under age 55 without children. Retail offerings—in terms of choices, quality, and setting—must specifically appeal to these demographics to fully achieve the benefits to quality of life and economic development.

#### Projected long-term market-based demand

Retail demand will grow at substantially lower rates over the long term because a substantial part of the market-demand potential in the coming decade involves recapturing a retail market that is currently satisfied elsewhere in the region. Incremental growth of residential and office space in the Bridge Street District will form the customer base required for retail opportunities.

#### Conclusions

The office, retail, and hotel market demand analyses all take into account for market downturns. Although these sectors lack the same level of pent-up demand that exists in the housing market, the significant level of unmet demand for small-floorplate, “cool” office space and retail can be accommodated in high-quality, walkable environments. Responding to these market opportunities in high-quality, well-planned settings will allow and encourage Dublin to remain unique and competitive in the region, regardless of the state of the larger economy.

#### Hotel

W-ZHA projected some demand for limited-service and other hotel types by 2020. Demand is expected to be greatest near the I-270 interchanges at both ends of the Bridge Street District. This assumes a demand for approximately 250,000 square feet of hotel space that would be enhanced significantly by the creation of a mixed-use walkable environment. Between 2020 and 2030 W-ZHA’s analysis projects demand for an additional 250,000 square feet of hotel space, driven mainly by the incremental growth of office space in the region.

## **Civic Uses**

Civic buildings provide a valuable sense of community identity and a stronger perception of permanence in a highly visible built form. Prominent civic buildings offer heightened community value in the Bridge Street District resulting from accessibility, historical importance and complementary businesses and housing. A civic presence further demonstrates a commitment to the District's goals. Civic buildings provide other important services, such as leisure activities, and provide important support for nearby retail and office uses and as a source of employment for employees living within a short, walkable distance.

## **Long Term Build-Out Capacity**

Understanding how the market demand opportunities relate to the recent economic recession was an important component of the market analysis for the Bridge Street District. Historical patterns suggest that periodic real estate recessions occur every 7 to 10 years. The market analyses for the Bridge Street District, however, are oriented to longer-term demand trends that are expected to outlive nearer-term market fluctuations. In all cases, they specifically focus on the kinds of development that could be attracted to walkable environments in Dublin as growing and higher-value opportunities than are provided by conventional suburban development markets.

The Vision for the Bridge Street District looked ahead to a longer 20-year time frame and studied a category of projected market-based development opportunities extending beyond the near-term projection periods. While the much-longer-term market opportunities cannot by definition be confirmed at this time, they represent reasonable scenarios of demand continuing the patterns that will drive nearer-term demand. Development capacity based on market demand

The figures in the adjacent table reflect both the market demand described above and an analysis of physical capacity in the study area. The figures reflect how much development can occur based on market demand. The land use category "flexible residential or small office" has inherent and intentional flexibility to accommodate residential and/or small office uses, depending on ultimate market opportunity in a given location. Development opportunity is expressed as a range that varies up to 25% above or below a predicted average.

The columns headed "Additional development capacity" represent further development that could physically fit in the study area but cannot be supported by current or projected market demand over the

next 20 years. It represents a very desirable reserve potential, either for additional development growth over a longer period or for higher-than-predicted demand within the 20-year vision. It also reflects some flexibility over where new development is located in the study area over the next 20 years. While the Vision deliberately focuses growth around specific areas, it also recognizes the practical benefit of accommodating development opportunities in a variety of locations as long as it supports the Vision Principles. To the extent that better transit services are provided and that development is made as compact and walkable as possible, opportunities for development value and magnitude will increase.

### **Establishing a Vision for the Future**

The Bridge Street District Plan is a long-term vision: a concept bold enough to inspire the community's commitment to adopting and implementing such a transformative plan, yet practical and realistic enough to realize the vision. The Bridge Street District Vision Statement describes a future condition of the planning area that integrates community aspirations with development approaches that respond directly to the market factors identified in the *Responding to Changing Market Demands* section of this Special Area Plan. The Vision Principles describe five action-oriented concepts that will lead to fulfillment of the vision.

### **Vision Statement**

The Bridge Street District is Dublin's centerpiece. Dublin's historical and cultural heart is strengthened and balanced by highly walkable districts and neighborhoods on both sides of the Scioto River. Exceptional green spaces preserve the outstanding natural features in the corridor and seamlessly connect each unique district along the corridor. Mixed-use districts bring together complementary arrangements of living, working, and recreation in memorable settings created by distinctive, human-scaled architecture and streets that invite walking and gathering. Greatly expanded choices in housing, employment, activities, and transportation attract new generations of residents, businesses and visitors. The Bridge Street District radiates a diversity and vitality that mark it as a special place not only within Dublin, but within the region, nation, and world.

### **Principles supporting the Vision**

The Bridge Street District Vision Principles are action-oriented objectives for decision-making, and should be used to communicate the Bridge Street District Plan's intent and provide a context for addressing critical issues or future decisions that cannot be anticipated at this time. Each of the Vision

Principles is described in detail below. The diagrams associated with each Vision Principle illustrate elements of the Urban Design Framework.

- 1. Enhance economic vitality.** Create vibrant and walkable mixed-use districts that build on the community's quality and character to make Dublin a highly competitive place to live, work, and invest.
- 2. Integrate the new center into community life.** Connect the Bridge Street Corridor to the surrounding community through enhanced bike, pedestrian, auto, and transit connections, lively public spaces and a mix of retail and other uses that invite the larger community, and with civic, educational, and other uses to engage the full spectrum of community life.
- 3. Embrace Dublin's natural setting and celebrate a commitment to environmental sustainability.** Celebrate the Scioto River, North/South Indian Run, and other natural features as symbols of Dublin's commitment to environmental preservation and sustainability.
- 4. Expand the range of choices available to Dublin and the region.** Offer housing, jobs, shopping, recreation, transportation and other choices increasingly supported by changing demographics and lifestyles to complement and strengthen Dublin's existing community fabric.
- 5. Create places that embody Dublin's commitment to community.** Design a 21st-century center for community inspired by Historic Dublin and marked by walkability, variety, and vitality.

## **Illustrative Vision Scenario**

The Illustrative Vision Scenario for the Bridge Street District is intended only to reflect market opportunities and the general intent of the Vision Principles. Actual outcomes will differ from this illustrative concept, but all development should make every effort to embody the Vision Principles. Development will occur incrementally, in different stages and in different places over the lifetime of the Bridge Street District; abrupt and complete changes are neither expected, nor necessarily desired. Incremental implementation allows reasonable responses to real market opportunities, builds in opportunities for the community to adjust to new development patterns, and allows later phases to respond in more complementary ways to earlier phases

Most development activity will be led by the private sector, with individual property owners and developers initiating development activity. The City will play a supportive role through investments in related public infrastructure such as public parking, street improvements, and parks. Public investments should be strategic – designed to deliver compelling economic returns and community

benefits by fostering private-sector investment. Many privately-owned parcels already are sufficiently large and well-located to offer excellent opportunities for redevelopment. City acquisitions of property should have the same objectives as other public investments and primarily include land area needed for new or enhanced street rights-of-way and parkland, although much of this would come about as private owners redevelop land and turn over new street and park land area to the City.

The next section of this Plan, *Creating Walkable Neighborhoods*, examines the details of the Bridge Street District Vision using a framework of character seven character districts, plus a Scioto River overlay district.

### **Urban Design Framework**

The urban design framework diagram is a method of translating the Bridge Street Corridor Vision Principles into a general guide to development policy in the Bridge Street District while recognizing and addressing the challenges and opportunities described for each of the seven character districts. The urban design framework addresses where green spaces and natural features should be emphasized as focal points; where mixed-use development stands to offer the greatest feasibility and benefit; and where development and open spaces should directly engage one another. The framework begins to suggest the character of development appropriate to different areas with distinct characteristics of visibility, access, and adjacency to existing neighborhoods. The framework includes descriptions of walkable focus areas, address corridors, the green network, and transitions to adjacent development.

### **Walkable Focus Areas**

Achieving the highest value premium possible with pedestrian-oriented mixed-use development depends on creating places that are truly walkable. Walkable places are compact and provide seamless pedestrian connections and complementary land uses so that most daily trips can be made on foot or bike, rather than requiring a car. The effective size of these areas should not exceed a walking radius of about 10 minutes, or a quarter of a mile, which translates into a concentrated area of about 100 to 150 acres.

Four areas within the Bridge Street District have emerged as the most appropriate targets for walkable focus areas, based on existing street infrastructure, visibility and presence of unique amenities. Running from west to east, these areas include:

- **The Indian Run/Bridge Street/Frantz Road area.** Excellent visibility and access coupled with property-owner interest in high-value redevelopment on a significant amount of land make this a

prime opportunity for walkable mixed-use development strengthened by connections to Historic Dublin and the outstanding natural areas around the Indian Run.

- **Historic Dublin.** The emergence of Historic Dublin as a highly walkable center of community has been a key driver and inspiration behind the Vision for the Bridge Street Corridor. Strategic infill development and pedestrian and parking improvements can bring a new level of success to the existing center, while the longer-term possibility of redevelopment on the adjacent school sites opens the door to substantial new development that could strongly complement and reinforce Historic Dublin’s inherent qualities.
- **The Riverside area.** Untapped potential to experience the Scioto River—through views, a riverside park, recreational path system and improved pedestrian/recreational connections across the river—contribute to this area’s potential for river-oriented development and public spaces. Proximity to Historic Dublin, good local road access (via Bridge Street, West Dublin-Granville Road, Riverside Drive and Emerald Parkway), relatively large land parcels, and property-owner interest in higher value development combine to make this another prime opportunity for a new walkable focus area.
- **The Sawmill area.** Like the Indian Run/Bridge Street/Frantz Road area, this area has the opportunity and potential to become a center of walkable, mixed-use development, owing to excellent regional access via I-270, visibility from Sawmill Road, and owner interest in redeveloping significant portions of the site. While its greatest potential lies closest to the I-270 interchange, it could also extend down to and across West Dublin-Granville Road.

Within each walkable focus area, three types of character emphasis are identified as opportunities to apply and emphasize specific Bridge Street Corridor Vision Principles:

- “**Experiencing nature**” emphasizes the value of viewsheds and sensitive physical access to outstanding natural features, and relates directly to Vision Principle 3 in its focus on these special natural assets. This characteristic also builds on vision principles 2, 4 and 5, since natural areas can play critical roles in providing community gathering spaces, choices for recreation and pedestrian/bicycle transportation, and establishing special places with unique identities.
- “**Engaging mixed-use activity**” covers areas that hold the greatest opportunity for continuous walkable development environments. This character emphasis directly relates to Vision Principles 1, 2, 4 and 5—walkable mixed-use development supports economic vitality, creates a sense of community

around shared destinations, expands choices for transportation, housing and business, and reinforces sense of place.

- “Integrating Bridge Street” addresses the unique challenges and opportunities associated with fostering walkability along major street corridors. Because these highly visible corridors with significant vehicular traffic are critically important to attracting commercial market opportunities, this character emphasis responds to Vision Principle 1 in particular. It also responds to Vision Principle 5, emphasizing the need for and the challenge of transforming auto-oriented road corridors into walkable streets designed for pedestrians and bicyclists as well as cars.

While the walkable focus areas have been identified as priority areas based on specific present-day characteristics and existing street infrastructure, new development is also appropriate outside of the identified walkable focus areas, and under the right circumstances, may contribute to the creation of new walkable focus areas. Once a walkable focus area is established, adjacent areas will emerge as important opportunities for contiguous walkable development.

### **Address Corridors**

Visibility is critical for high-value commercial development. Highly visible gateways into the Bridge Street District also make statements, intentional or not, about the character of the community as a whole. Distinct approaches to development at the scales appropriate to highway, regional and local visibility will maximize opportunities to create new private and community value in each address corridor. Like the “Integrating Bridge Street” character emphasis areas within each walkable focus area, address corridors respond directly to Vision Principles 1 and 5.

### **Green Network**

Treasured natural settings and an impressive greenway network are already Dublin signatures. This green network should extend throughout the Bridge Street District to foster development and community value at a local scale. The size and function of public spaces should reflect a deliberate hierarchy within the green network, with some parks and greenways serving all of Dublin, some serving a particular neighborhood, and others serving a smaller district or block. Natural areas have a unique and fragile character that must be protected even as they receive greater visibility and access. Connective greenways support a citywide network of recreational pathways linking districts and neighborhoods. Parks and plazas at different scales serve as citywide destinations and local amenities for surrounding development. Like the “Experiencing Nature” character emphasis areas where the green network overlaps walkable

focus areas, the entire green network responds directly to Vision Principle 3 and indirectly to the other Vision Principles by promoting community, choices, and unique qualities of place.

### **Transitions**

Existing residential neighborhoods should receive the benefits of convenient access to amenities in nearby mixed-use districts. Transition areas should facilitate these connections by providing sensitively designed pedestrian and bicycle paths and development whose scale respects existing adjacent development. Transitional areas correspond to Vision Principles 2, 4 and 5—respectful connections promote a stronger sense of community, expand choices for adjacent neighborhoods, and accommodate a shift in character between existing and newer development areas.

### **Creating Walkable Districts**

The Bridge Street District Area Plan consolidates the character and design recommendations of previous plans and studies and includes special character elements informed by the issues and opportunities specific to each portion of the Bridge Street District. The character elements share similarities with elements of the Bridge Street Corridor Vision Report, but the Area Plan is intended to serve as a more refined concept based on the recent planning for the street network and the building types associated with the Bridge Street District zoning regulations.

Looking at this Special Area Plan as a series of distinct character districts comprised of walkable neighborhoods with a vibrant mix of uses is important for several reasons:

- Different areas have unique existing conditions, such as access, topography, development history, land ownership, adjacent land uses, and other factors that significantly affect potential development opportunities, challenges and character.
- Likewise, each character district will reflect applications of the Vision Principles through their development potential. Some neighborhoods may fulfill certain principles more fully than others, but all of the character districts will complement one another as part of the overarching vision for the Bridge Street District.
- Most development opportunities in the Bridge Street District are geared toward walkable, mixed-use settings that depend on relatively concentrated development activity in specific places.
- These concentrations of development require unique characteristics that deepen their appeal to different niche markets.

- Character districts can help direct development phasing in ways that maximize the benefit of development at every stage. Development in the Bridge Street District will unfold over many years in pace with market absorption. While property owners and developers will have significant discretion in the timing and location of development around the Bridge Street District, new walkable mixed-use development will benefit from being concentrated in certain areas to establish “critical masses” of place, activities, and infrastructure. Character districts centered on walkable focus areas of activity are the prime areas to begin establishing critical mass.

## **Character District Descriptions**

The Bridge Street Corridor Vision Report included a high-level overview of the Bridge Street District and its existing conditions and opportunities in addition to recommendations based on responses to the changing market demand. The Vision Report studied the area as a series character districts, with a special overlay for the areas bordering the Scioto River and the Indian Run. The locations and summaries of the issues and opportunities for each character district are provided below.

### **Bridge Street Gateway Character District**

#### *Location*

Centered on the intersection of Bridge Street with Frantz Road and Post Road, this character district is an important gateway, has strong potential for high-value development, and needs to support and benefit from investments in walkable mixed-use development in adjacent Historic Dublin and the OCLC campus area.

#### *Issues and Opportunities*

The western gateway to the Bridge Street District should send a strong, positive message about the community’s identity and signal to drivers a distinct shift from a highway setting to a walkable, mixed-use environment. Principal challenges include reconciling vital pedestrian and access improvements with high traffic volumes, and making the transition (over place and time) from a highly auto-oriented development context to a pedestrian-oriented one.

#### *Character Elements*

- Gateway Corridors

An important opportunity exists at the west entrance into the Bridge Street District from the regional transportation network along US 33/Bridge Street. Given the high vehicular traffic along this road, development with frontage along the Gateway Corridor should be high-profile with significant visibility. Special attention should be paid to enhancing the pedestrian environment along this critical roadway that forms the spine for the Bridge Street District, particularly as development transitions down to a smaller scale in the adjacent Historic Dublin character district. Building character will typically range from one to three stories with signature architecture and highly walkable designs.

### **Indian Run Character District**

#### Location

This district consists largely of the OCLC campus plus some adjacent parcels, and holds substantial potential for new walkable mixed-use development that takes advantage of excellent highway access and visibility, walking proximity to Historic Dublin, and adjacency to the Indian Run.

#### Issues and Opportunities

This character district represents one of Dublin’s most important opportunities to accommodate significant new mixed-use development, owing to its highly consolidated ownership, large developable parcels, excellent visibility from Interstate 270, potential for improved road access, and proximity to the amenities of Indian Run Falls Park and Historic Dublin. Access improvements will play a critical role in realizing this district’s development potential. Direct pedestrian access and possibly new vehicular connections—but only if designed with extreme sensitivity—across the Indian Run to Historic Dublin, independent of Bridge Street, would significantly enhance potential development value and character. Development potential in this character district will be substantially improved by a more comprehensive road network that reinforces connections among the other parts of the Bridge Street District and the City’s larger road system, allowing for a greater degree of traffic distribution.

#### Character Elements

- Walkable Core

A Walkable Core is desired at the center of each of the Bridge Street District’s “bookends” to serve as a community focal point with the highest concentration of mixed uses and walkable development that emphasizes pedestrian connectivity over vehicular movement. Buildings are expected to be highly pedestrian-oriented and suited to an active streetscape, ranging in height

from two to five stories. The Walkable Core in this part of the Bridge Street District is likely to function primarily as a support service area complementing adjacent office and residential development.

- Highway Visibility

One of the greatest opportunities associated with the Bridge Street District is the potential for new development to have significant visibility from regional roadways, making a strong statement about Dublin and its urban core. The Highway Visibility area is intended to ensure that the Interstate 270 frontage is developed with high-profile buildings that set the tone for development within the Bridge Street District as an area with a strong character and an energetic economic environment. Development within the Highway Visibility area may result in a mix of land uses depending on location, access to regional roadways, and available developable land area, but the desired character is for buildings ranging from three to seven stories with contemporary architecture framing the highway spaced to allow views into the interior of the Bridge Street District. The predominant land use is expected to be a mix of office, hotel, and other commercial uses, although some residential may be appropriately and sensitively placed within this area. Development within the Highway Visibility area will help support development in the nearby Walkable Core and Greenway Frontage areas.

- Greenway Frontage

The Greenway Frontage area is intended to ensure that development with frontage along the Indian Run is treated as a signature element of the Bridge Street District, simultaneously complementing the density and vibrancy of adjacent areas while framing one or both sides of natural green corridors and parkways. The Greenway Frontage character will be predominantly residential, with buildings generally ranging from two to four stories in height.

## **Historic Dublin Character District**

### Location

Today's Historic Dublin is the heart of this highly walkable character district.

### Issues and Opportunities

Historic Dublin has become one of the prime inspirations for the Bridge Street District due to its tradition as a walkable district of mixed retail, residential, office and cultural/civic uses and the fact that it constitutes Dublin's center of community. The emergence of Historic Dublin as a destination for dining

and locally-based retail has heightened the District's role as the center of community. This is also the character district where future growth faces the most significant physical constraints.

Pedestrian and parking improvements, which can be a key element of successful new development, will enhance existing conditions, bringing the area even greater vitality and success. Sensitive mixed-use redevelopment of a few appropriate infill sites, with an emphasis on housing, could provide a valuable complement to existing uses. The long-term potential to redevelop the school sites north of Bridge Street opens much broader horizons with the opportunity for mixed-use development that complements Historic Dublin's existing core. The natural areas and neighborhoods surrounding the Historic District need to be treated sensitively in all cases; new development must avoid creating negative impacts in these areas. Historic Dublin's supply of small parcels under private ownership presents inherent redevelopment challenges, but the area's existing density and richly interrelated uses amplify the benefits of even modest additions.

#### Character Elements

- Historic Core

The Historic Core area applies to the historic village center of the community and reinforces this special area as the centerpiece of the Bridge Street District. The intent of this area is to ensure that infill development and redevelopment occurs in a sensitive manner while providing an improved pedestrian environment. The Historic Core area extends west beyond the actual boundaries of the Historic District as new development along Bridge Street should begin to transition in scale down to buildings that are consistent with the historic development pattern of Historic Dublin, typically ranging from one to two-and-a-half stories.

- Greenway Frontage

The Greenway Frontage area is intended to ensure that development with frontage along the Scioto River and the Indian Run is designed with a high level of detail and pedestrian-oriented elements. Development with frontage along these greenways in particular should be treated as signature elements of the Bridge Street District, simultaneously complementing the density and vibrancy of adjacent areas while framing one or both sides of natural green corridors and parkways. Buildings will generally range from two to four stories in height, although buildings with additional stories may be sensitively designed to make the most of river and stream corridor views.

#### Riverside Character District

### Location

Located along the east side of the Scioto River, with highly visible roadway frontage along Riverside Drive.

### Issues and Opportunities

Given its proximity to Historic Dublin, the Riverside Character District is one of the most appropriate locations for shorter-term catalytic redevelopment. Potential opportunities include introducing a greenway and destination park along the east bank of the Scioto River to substantially raise the river's profile as an asset in Dublin's park and greenway network, help bring residents from across Dublin together around shared activities and places, and anchor unique new neighborhoods. Market opportunities favor an emphasis on housing development in the Riverside Character District, with a range of unit types and residents. Complementary medical and office development toward Tuller Road, and office and neighborhood-retail development near Dublin-Granville Road, are also appropriate as part of a mixed-use neighborhood setting.

Unlocking the Riverside Character District's full potential will require improved access, with a signature new pedestrian bridge and pedestrian improvements on the existing bridge. Consolidated land ownership in the Riverside Character District boosts prospects for coordinated mixed-use redevelopment at the neighborhood scale. Successful transformation of this character district will depend in part on making pedestrian-friendly transportation improvements that enable river access across Riverside Drive; improving conditions for pedestrians, bikes and cars alike at the Riverside Drive/West Dublin-Granville Road intersection; and the creation of a network of improved street and greenway connections to the character districts to the east.

### Character Elements

- Greenway Frontage

The Bridge Street Corridor Vision Report and Vision Principles emphasize the importance of recognizing and preserving the outstanding natural features present in the area while leveraging opportunities to treat these special areas as focal points and community gathering spaces. The Greenway Frontage area is intended to ensure that development with frontage along the Scioto River is designed with a high level of detail and pedestrian-oriented elements, with development in this area serving as some of the most highly visible examples of the types of development anticipated in the Bridge Street District. Development with frontage along

Riverside Drive in particular should be treated as signature elements of the Bridge Street District, simultaneously complementing the density and vibrancy of adjacent areas while framing one or both sides of natural green corridors and parkways. Buildings will generally range from two to four stories in height, although buildings with additional stories may be sensitively designed to make the most of river views.

### **West Dublin-Granville Road Character District**

#### *Location*

The corridor around State Route 161 east of the Scioto River presents great development potential through its access, visibility, consolidated land ownership, and opportunities to connect with adjacent walkable districts.

#### *Issues and Opportunities*

Reflecting a classic pattern of automobile-oriented development, this corridor along West Dublin-Granville Road presents some of the greatest challenges and opportunities for high-density, walkable development in the Bridge Street District. Despite the presence of a recreational path and planted median for some of its length, West Dublin-Granville Road presents a less-than-ideal pedestrian environment today, lacking pedestrian-oriented destinations and presenting uncomfortable pedestrian conditions alongside fast-moving traffic. At the same time, high traffic volumes make the corridor a natural place for development that benefits from visibility—particularly hotel and small- and mid-size offices. Office or retail development on several large parcels flanking the road may face market pressure for replacement by uses earning higher development returns over the mid- to long-term. This creates an opportunity over time for pedestrian-oriented office and hotel development—as well as complementary housing and retail—to foster walkable districts on both sides of West Dublin-Granville Road while gaining value from excellent visibility and access. A continuous pedestrian-oriented environment along West Dublin-Granville Road will arise gradually over time in pace with market demand and aggregation of smaller parcels.

The north edge of the Dublin-Granville Road Character District offers one of two major routes for a potential greenway connection linking the Riverside and Sawmill character districts. The greenway would provide important access and amenity value that would stimulate development along the northern edge of this character district.

#### *Character Elements*

- Gateway Corridor

Given the high vehicular traffic along West Dublin-Granville Road, development with frontage along the gateway corridor should be high-profile with significant visibility. Over the long-term, similarities may exist with development in the Highway Frontage character areas, although special attention should be paid to enhancing the pedestrian environment along this critical roadway that forms the spine for the Bridge Street District. Development in this area will result in a mix of primarily commercial uses, although the strongest market opportunity for this area is for high-profile office uses that desire an address on one of the most significant streets in the city. Supporting retail and personal service uses may be located in nodes along the Gateway Corridor to serve employment drivers in this area. Building character will typically range from three to five stories with signature architecture and highly walkable designs.

### **Tuller/Greenway Character District**

#### Location

This character district offers opportunities for important connections: greenways connecting the Scioto River to Sawmill and West Dublin-Granville Roads, an expanded street network that integrates existing housing developments into larger walkable neighborhoods, and improved access to Emerald Parkway.

#### Issues and Opportunities

The Tuller/Greenway Character District plays three important supporting roles for mixed-use development in the Bridge Street District east of the Scioto River. First, it contains existing residential developments that can contribute a valuable “critical mass” to support new residential development nearby. These developments are poised to benefit from the added amenities and access improvements that adjacent development will bring as it contributes to the creation of a true neighborhood. Second, the Tuller/Greenway Character District offers two potential opportunities for an important east-west greenway, street and transit links between the Riverside and Sawmill character districts. The east-west connections also improve regional access to Emerald Parkway as an alternative to Bridge Street and West Dublin-Granville Road. Third, this character district can deliver substantial additional development capacity, with opportunities to take advantage of visibility from I-270 as well as connections to emerging neighborhoods to create even higher-value development than exists in the area today. Land ownership and access patterns in the Tuller/Greenway Character District offer significant flexibility for providing an optimal response to these opportunities. While this is the single character district not directly accessible from a major arterial—and thus not likely to be a core location for mixed-use development—it will play a

very important role as a complement to surrounding character districts through the direct street linkages, green space amenities and additional development opportunities it offers.

### Character Elements

- Residential Core

Mixed uses are permitted and encouraged in nearly every part of the Bridge Street District since the intent of the Vision is to provide an environment where residents and businesses have access to a variety of amenities within walkable distances. While a mix of uses are permitted and expected in this area, the Residential Core areas expected to remain primarily residential. The Residential Core is tucked into the interior of the Bridge Street District, making the land less suited for high-profile commercial development requiring enhanced access and visibility. The principal opportunity for land within the Residential Core is that it has the opportunity to provide the critical population densities needed to support adjacent commercial and employment centers. Buildings in the Residential Core will range from one-and-a-half to four-and-a-half stories, although residential densities will effectively only be limited by the ability to provide adequate parking. The Residential Core will be tied together and connected to neighboring areas through a greenway network providing space for outdoor recreation and a transportation route for bicyclists and pedestrians.

- Highway Visibility

One of the greatest opportunities associated with the Bridge Street District is the potential for new development to have significant visibility from regional roadways, making a strong statement about Dublin and its urban core. The Highway Visibility areas intended to ensure that the Interstate 270 frontage is developed with high-profile buildings that set the tone for development within the Bridge Street District as an area with a strong character and an energetic economic environment. Development within the Highway Visibility area may result in a mix of land uses depending on location, access to regional roadways, and available developable land area, but the desired character is for buildings ranging from three to seven stories with contemporary architecture framing the highway spaced to allow views into the interior of the Bridge Street District. Commercial and limited residential development within the Highway Visibility area will help support development in adjacent character districts.

- Greenway Frontage

The Greenway Frontage areas intended to ensure that development with frontage along the proposed the proposed greenways is designed with a high level of detail and pedestrian-oriented elements. Land uses within the Greenway Frontage areas will be predominantly residential, with a few key commercial anchors in strategic locations serving as important pedestrian destinations and gathering spaces. Buildings will generally range from two to four stories in height, although buildings with additional stories may be sensitively designed to make the most of river views.

### **Sawmill Character District**

#### *Location*

The Dublin Village Center shopping center site and adjacent parcels hold great potential to become a destination entertainment-focused mixed-use district with great visibility and access from Interstate 270 and strong connections to adjacent neighborhoods and green spaces.

#### *Issues and Opportunities*

The Sawmill Character District is a prime location, owing to its proximity to the Interstate 270 interchange at Sawmill Road and the consolidated ownership of more than 50 acres of land on the current Dublin Village Center site. The opportunities in this character district depend on incorporating enough complementary activities into a dense, pedestrian-oriented network of mixed-use buildings and blocks to form a critical mass of activity during weekdays, evenings and weekends alike. The land use mix should include regional-destination retail, dining, entertainment, offices, and housing. Small-floorplate multi-tenant office buildings are a prime market opportunity and fit well into blocks that include ground-floor retail and multiple-family housing. High development densities are essential to providing enough people and activities in walking distance to keep the character district vibrant and full of choices 18 hours a day, seven days a week. High densities also play a key role in creating sufficient development value to fund structured parking, which is another essential ingredient to a compact and walkable district. Density and walkability are the foundations of the market opportunity in this district; without them, the market will only support the lower-value, auto-oriented development pattern that exists—and has struggled to remain economically viable—today.

New development in the Sawmill Character District also depends on establishing direct access and visibility from Sawmill Road through additional property aggregation and road improvements. Potential greenway and street linkages west to the Riverside Character District, Historic Dublin and beyond would open access to critical amenities that support additional development and improve regional

traffic circulation. Transit connectivity would substantially increase development opportunities and values in the Sawmill Character District and throughout the Bridge Street District as a whole and the Dublin community beyond.

### Character Elements

- Walkable Core

A special mixed use activity area will serve as the center of the Sawmill Character District, one of the Bridge Street District's two "bookends" expected to maintain more of a regional shopping and entertainment focus based on the market opportunities for this area. The Walkable Core corresponds with the Neighborhood District zoning designation for this area and may coincide with the shopping corridors required as part of this special zoning district. A Walkable Core is desired at the center of this character district to serve as a community focal point with the highest concentration of mixed uses and walkable development that emphasizes pedestrian connectivity over vehicular movement. Buildings are expected to be highly pedestrian-oriented and suited to an active streetscape, ranging in height from two to five stories.

- Gateway Corridor

An important opportunity exists at the east entrance into the Bridge Street District from the regional transportation network along SR 161/West Dublin-Granville Road. Given the high vehicular traffic along this road, development with frontage along the gateway corridor should be high-profile with significant visibility. Over the long-term, similarities may exist with development in the Highway Frontage character areas, although special attention should be paid to enhancing the pedestrian environment along this critical roadway that forms the spine for the Bridge Street District. Development in this area will result in a mix of primarily commercial uses, although the strongest market opportunity for this area is for high-profile office uses that desire an address on one of the most significant streets in the city. Building character will typically range from three to five stories with signature architecture and highly walkable designs.

### Scioto River Overlay Character District

#### Location

The Scioto River Overlay Character District links the Bridge Street District on either side to the Scioto River through enhanced view corridors, recreational connections, and neighborhoods with destination parks and restaurants.

### Issues and Opportunities

This overlay district celebrates and benefits from the Scioto River in adjoining portions of the Indian Run, Historic Dublin and Riverside character districts. The recommendations for this overlay character district focus on larger private parcels where significant redevelopment is proposed, and to public parcels that have potential for park and recreation improvements. The overlay character district addresses natural resource protection, visual access, physical access, and land use.

Development activity in the Scioto River Overlay Character District should first aim to preserve the sustained quality of the Scioto River corridor as a natural asset. Special attention should be paid to avoiding any negative impacts on the sensitive ecology and topography of the river and its tributaries.

Public visual and recreational access to the river corridor should be improved wherever possible. Principal opportunities include creating a recreational path system and destination public park on the east bank, creating public river vistas from Historic Dublin, and improving walking and recreational access across the river itself through enhancing the existing bridge and the potential for a new bridge devoted to recreational access. A new bridge would introduce a signature design element and open a convenient pedestrian connection between Historic Dublin and new mixed-use development in the Riverside Character District. Access improvements would also include more extensive walkable street networks on either side of the Scioto River and the integration of new recreational paths into the city's larger recreational path and bikeway networks. As part of this integration, the suggested reconstruction of Riverside Drive as a parkway should include safe, convenient pedestrian crossings and measures to limit traffic speed.

New development on either side of the Scioto River should include a mix of land uses that benefits from the river's presence and contributes to the quality of public space. For instance, restaurants with views to the river and outdoor seating are encouraged. Multiple-family housing and office buildings are also strongly encouraged according to market opportunity. Building and site design should maximize opportunities to capitalize on river views as value assets. Recommendations for accomplishing this objective with multiple-family housing, for example, include creating river-facing courtyards and terracing building heights so that as many dwelling units as possible enjoy river views. The success of public open spaces around the Scioto River should be judged more on their quality than quantity, since a balance that includes high-value mixed-use development can help provide the funding and presence of people that can draw greatest public benefit from the river corridor.

### **Transitional Edges**

As the Bridge Street District develops over time, with incremental improvements to the street network, development around the edges of each district may take on a mix of development characters depending on actual street alignments, greenway connections, market demand, and development opportunities. In all cases, a vibrant mix of uses and architectural character is desired.

### **Established Residential Neighborhoods**

A few pockets of single-family residential neighborhoods are embedded in the Bridge Street District. These established residential neighborhoods include Indian Run Estates, properties on South Riverview and Franklin Streets in the Historic District, and properties along Dublin Road and High Street north and south of the Historic District (respectively). These properties will be preserved and buffered from adjacent development, although carefully sited pedestrian connections will be made in appropriate locations.

## **Creating Urban Open Spaces and Greenway Connections**

### **The Role of Urban Open Spaces**

While the Bridge Street District Vision calls for urban development densities, exceptional green spaces will still be a principal element of the District. A critical role of open space is the availability of access to fresh air and natural settings that contribute to overall quality of life. In fact, enhanced access and visibility make the Scioto River and the North and South Forks of the Indian Run centerpieces of the Bridge Street District Plan.

Residents of urban neighborhoods typically expect to have, and often choose, much smaller private outdoor spaces. In part this is a result of the desire for lower-maintenance, but to a larger degree is driven by the desire for common social spaces, such as pocket parks. Urban open spaces fulfill the critical function of providing outdoor living spaces for exercise, strolling, relaxation, and gathering. This diversity of purposes requires a wider variety of open space settings to add visual interest and vitality to the urban environment. In some cases, urban open spaces are preservation areas for natural features, such as the Indian Run.

The zoning regulations of the Bridge Street District requires dedication of open spaces geared toward different users based on adjacent development. Open space types include smaller areas, such as pocket parks and pocket plazas, larger settings such as greens, squares, and plazas. In some instances, more significant public open spaces will be provided to serve the community. One example is the such as a Scioto riverside park between SR 161 and Emerald Parkway.

## **Greenway Connections**

One of the central elements of the Bridge Street Corridor Vision Plan is a greenway network to connect each character neighborhood. The while smaller networks may be found throughout the District, a District wide connection is envisioned along the North and South Forks of the Indian Run to protect and preserve this exceptional natural amenity, eventually providing a dedicated pedestrian connection across the Scioto River through a signature pedestrian bridge, and extending further east until reaching the Sawmill Center Neighborhood, where it takes on a more an urban character. The greenway network will ultimately extend beyond the boundaries of the Bridge Street District to provide important pedestrian and bicycle connections to the rest of the city.

## **Streets as Public Realm**

Unlike traditional suburban environments, where streets are merely transportation routes, the Bridge Street District calls for streets to be just as much a part of the urban environment as the buildings, open spaces, and parking areas. Creating vibrant, walkable, mixed use environments require the ability for people to walk or bike, which allows for spontaneous social encounters. So thinking of streets not just as a means to travel by car, and more as places where people are at the center of activity. To this end, streets in the Bridge Street District are intended first for people as pedestrians, and secondly as a means of travel by auto. Safety is a primary consideration, accomplished through measures such as wide sidewalks, on-street parking to buffer and define the walking spaces. Street trees and furnishings provide a comfortable pedestrian experience, and buildings frame the street to provide opportunities for strolling and window-shopping. In this way, creating exceptional streets becomes a natural extension of the open space and greenway network.

## **Fostering Transportation Options**

### **Transportation Analysis**

The Vision Principles of the Bridge Street Corridor Vision Plan emphasize and accommodate transportation by several means other than just cars, such as walking, biking, and the potential for future transit options. While Dublin has an extensive multi-use path network, the Vision Principles represent a distinct change in course for Dublin and the Bridge Street District in particular, and new approaches to development are necessary to realize the walkable environment anticipated by the Vision Principles.

To complete the transportation analysis for the Bridge Street District, several multi-disciplinary workshops were held involving consultants, City staff, and the community to understand the ways that

transportation planning for mixed-use urban environments differs from suburban environments with greater separation of land uses. To drive home the point, an entirely new set of typical street sections were designed that reflected the walkable, mixed-use, urban context as depicted in the Bridge Street District Vision Plan. The street network was also redrawn to identify the critical street connections necessary to unify the area, provide multiple transportation options, form a gridded street network to distribute traffic, and substantially enhance pedestrian and bicycle connections throughout the Bridge Street District.

## **USING INFRASTRUCTURE EFFICIENTLY**

Increasing development opportunities in the Bridge Street District, where a significant amount of the City's utility infrastructure already exists, will allow a more efficient use of the City's existing water, sewer, and stormwater systems. As additional development and redevelopment occurs in the Bridge Street District, the City and individual developers will determine how infrastructure improvements will be completed.

As part of the Vision Plan, the City's existing water, sewer, and stormwater systems were determined to be generally adequate to serve the Bridge Street District, with a few relatively minor improvements. A fiscal impact analysis was also conducted to understand the anticipated revenue generation, operating costs, and capital costs associated with the Bridge Street District Plan. Each study's findings are summarized below.

### **Water Distribution System**

The water distribution system study completed by EMH&T determined that the existing water distribution system – including main water lines and water tower capacity – was sufficient to service the future redevelopment of the Bridge Street District. This is principally because the City has made strategic improvements to the water system throughout the years as road improvements and other important development was completed to provide adequate water service and fire flow to support the *build-out* conditions of the Bridge Street Corridor. Much of this effort was completed as part of the 2007 Community Plan. The few areas identified as having less than desired levels of service (while maintaining the minimum standards) are expected to be improved with future development.

### **Sanitary Sewer System**

The sanitary sewer system evaluation by EMH&T identified any critical needs for system improvement based on the proposed land uses and densities of the Bridge Street Corridor Vision Plan. Similar to the findings for the water distribution system study, the sanitary sewer system analysis revealed no immediate

improvements resulting from new development and redevelopment of the Bridge Street District. Any areas that have been identified as less than desired levels of service are expected to be improved with future development.

### **Stormwater Management Analysis**

The intensity of development necessary to create a vital, walkable urban core meant that Dublin's traditional stormwater management strategy would not be consistent with the Vision Principles. Rather than setting aside significant land areas to collect and treat stormwater, as may be appropriate in more suburban settings there may be opportunities to provide alternative stormwater management techniques. To identify these opportunities, the City tasked a consultant team from CDM to explore more sustainable, nontraditional best management practices while still meeting the applicable requirements of the Ohio Environmental Protection Agency (OEPA) for water quality, as well as the City's requirements for water quantity control (where applicable). The analysis concluded that stormwater management can be fully integrated throughout the Bridge Street District at build-out, but depending on construction phasing and the location of the stormwater management facilities, temporary facilities may be required. As a follow on project the City engaged Tetra Tech to develop a new stormwater design manual to provide standards for nontraditional stormwater management facilities such as permeable pavement, green roofs, rain gardens, and rainwater harvesting that can be directly integrated into site design and architecture.

### **Implementing the Vision**

The Vision for the Bridge Street District will be implemented principally by property owners and developers as market opportunities emerge. There is significant interest in development in the Bridge Street District, with momentum in the local and national development community as many potential applicants are meeting with the City Administration to discuss potential development opportunities. The Administration has committed to engaging Bridge Street District property owners and developers to identify strategic opportunities and partnerships that are likely to have a catalytic impact on the continuous development and implementation of the Bridge Street District Vision.

The City expects to partner with developers to implement portions of the Bridge Street Corridor Vision, including the creation of community open spaces and some new streets. The City will use a combination of Tax Increment Financing (TIF) district funds and Capital Improvement Program (CIP) funds to pay for certain public improvements with community-wide impact. The City will also monitor the progress of development in the Bridge Street District over the long-term to ensure that all development is aligned with the City's objectives for this critical part of Dublin.

## **Implementation ACTIONS**

Once City Council adopted the Bridge Street District Vision Report in October 2010, and City staff and consultant teams completed their transportation analysis, fiscal impact analysis, and water, sewer, and stormwater modeling, the next step was the adoption of comprehensive zoning regulations that implemented the Vision Principles and the illustrative elements of the Vision Plan. Further implementation elements included the production of new stormwater management design manual more relevant to urban spaces.

The City is now engaging in more refined planning efforts to specifically answer public project issues such as the relocation of Riverside Drive, roundabout improvements at Riverside Drive and SR 161, investigating the location and design for a new pedestrian bridge connecting the Historic District to the east side of the Scioto River, the relocation of Post Road to help improve the Frantz Road/SR 161 intersection, and many others. The City has also begun to engage major private development interests in new residential, commercial and entertainment facilities.

Full implementation of the Bridge Street District's vision and principles will not occur for many years. The City is taking a careful, well considered approach to development throughout the District, taking into account the diverse financial, recreational, social, economic, and environmental considerations that must go into making this District a vibrant, sought after Place.

## **Bridge Street District Zoning Regulations**

Development in the Bridge Street District will transition over time from today's conditions to tomorrow's vision, resulting in implementation over many years. As a means of laying the foundation for implementing the Bridge Street District Plan, Dublin's City Council and community leadership desired a new approach to land use regulation appropriate to match the bold vision for the Bridge Street District. Creating zoning regulations tailored specifically to the Bridge Street District was critical to ensuring that all new development activity places the concepts of walkable, mixed use development at the forefront of development plans. The City engaged a consultant team of Clarion Associates, Farr Associates, and McBride Dale Clarion to draft special zoning regulations for the Bridge Street District that would respond directly to the issues and opportunities identified in the Bridge Street Corridor Vision Report and the design objectives embodied in the Urban Design Framework and Vision Principles.

## **Form-Based Zoning Regulations**

The adopted Bridge Street District zoning regulations take a hybrid approach to conventional and form-based zoning. “Form-based zoning” is an alternative to traditional zoning and design regulation intended to create a well-planned mix of land uses that focus on people rather than cars through design, open space, and the placement of buildings and parking areas in relation to streets. The Bridge Street District zoning regulations are a “hybrid” of conventional and form-based codes because they allow for a combination of conventional zoning regulations, such as permitted and conditional uses, parking requirements, and landscape requirements, while incorporating many elements common to form-based codes, such as building form and the location of buildings on lots in relation to streets. Buildings located closer to the street with parking located to the side or rear of most buildings will contribute to the creation of high quality streetscapes that are comfortable and inviting to pedestrians and bicyclists.

The Bridge Street zoning regulations include provisions for the following form-based elements, all of which function to result in the creation of vibrant, walkable neighborhoods:

- **Street Type** requirements intended to establish a comprehensive network of streets configured to accommodate multiple modes of transportation, organized by a hierarchy of street character families, consistent with the placemaking principles of the Bridge Street Corridor Vision Report.
- **Lot and Block** requirements intended to establish a network of interconnected streets with walkable block sizes with special streets designated as “Principal Frontage Streets” prioritized to create continuous, pedestrian-oriented block faces of front building façades and limited driveway interruptions.
- **Building Type** requirements intended to provide a range of high quality residential, commercial, mixed-use and civic buildings to reinforce the character of each district.
- **Open Space Type** requirements intended to ensure that a variety of functional, well-designed open spaces are thoughtfully distributed throughout the Bridge Street District, located and planned to enhance the quality of life for residents, businesses, and visitors. Open spaces should complement adjacent land uses and contribute to the creation of a comprehensive, corridor-wide open space network.

### **Bridge Street Zoning Districts**

Special zoning district designations were also established for properties within the Bridge Street District to accompany the zoning regulations. As a hybrid form-based code, the zoning regulations use the combination of land uses and the design and location of buildings on a site to create the distinct character of each neighborhood throughout the Bridge Street District. While some zoning districts emphasize a

specific land use, such as residential development, all Bridge Street zoning districts allow a diverse mix of uses.