

~~ECONOMIC ADVANCEMENT ZONE~~ WEST INNOVATION DISTRICT

~~01.~~ Overview and Purpose

Policy makers were asked a few years ago to visualize what the area along U.S. 33 and the Post Road interchange would look like in the future. The generation of ideas and planning for the future of the ~~Economic Advancement Zone~~ West Innovation District began in earnest from that discussion. Today's efforts consider all aspects of planning and serve as a framework for future development. The ~~EAZ~~ West Innovation District Plan establishes clear expectations to the development community and serves as an implementation guide for Dublin's policy makers.

Dublin as part of the Central Ohio region

Dublin is one of Ohio's fastest growing cities, strategically located at the juncture of U.S. 33 and I-270. Growing from obscurity in less than three decades, the city is home to over 41,000 residents and over 3,000 businesses. Dublin is located at the northwest corner of the Columbus, Ohio metropolitan area and fosters an estimated 65,000 jobs focused on administration, technology, science, health and information. Dublin has a national reputation for quality development and managed growth, and its location in the Midwest between Chicago and New York City makes Dublin easily accessible to most of the nation's population.

~~The Central Ohio Innovation Corridor (COIC)~~

~~Encompassing most of Dublin's employment core along I-270 and U.S. 33, The Central Ohio Innovation Corridor is~~ Business Neighborhoods

~~Seven Business Neighborhoods serve as~~ home to most of Dublin's major corporations and technology-based firms and ~~encompasses~~ encompass most of the city's employment core along I-270 and U.S. 33. ~~The COIC is geographically divided into seven business neighborhoods~~ The geography of the Business Neighborhoods (also referred to as Business Districts) is based upon the general character of development, focus on particular businesses types, various zoning regulations, development review processes and future planning efforts.

Initial planning for the ~~EAZ portion~~ West Innovation District, including the recommendations of the ~~COIC~~ 2007 Community Plan, focused on higher-intensity, urban growth characterized by multi-story development. The recent policy to shift urban growth inside I-270 (in the Bridge Street District) coupled with recent economic changes has resulted in a need to reconsider the style and form of development in

~~the EAZ, this business neighborhood.~~ Current market conditions are pushing toward smaller office and laboratory space on relatively small sites. To ensure that ~~the COIC~~ Dublin can accommodate any business need from large to small, plans for the ~~EAZ~~ West Innovation District will balance the urban form inside I-270 with market demands for suburban development that can be quickly approved.

The Economic Advancement Zone (EAZ)

The West Innovation District

The ~~Economic Advancement Zone~~ West Innovation District is a critical component of Dublin's business core. Located at the west end of the SR 161 corridor along U.S. 33, ~~the EAZ~~ this Business Neighborhood is Dublin's targeted area for future technology-related development. Dublin is projected by the Mid-Ohio Regional Planning Commission to be a major driver of future growth within Central Ohio. The ~~EAZ~~ West Innovation District provides the potential for new employment comparable to that of downtown Columbus. The ~~EAZ~~ district includes over 1,100 acres of largely undeveloped land that provides enormous opportunity for future growth.

~~01. OVERVIEW AND PURPOSE~~

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The Economic Advancement Zone (EAZ)

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Dublin's traditional use of Planned District zoning to obtain high quality development has resulted in a very successful suburban employment center. The City is also widely known for its planning and ability to act with speed to address economic opportunity. Dublin recognizes growing regional competition and is looking beyond Central Ohio to drive future growth. The [EAZ West Innovation District](#) plays an integral role in this effort by targeting administrative approval of development proposals. With a focus on clear regulations and fast turnaround, this portion of ~~the COIC~~ [Dublin's business core](#) emphasizes a "speed-to-build" philosophy intended to foster construction activity. The ability to address the needs of the private market, particularly those focused on research and time-sensitive grant funding, make the [EAZ West Innovation District](#) a unique component of the City's economic development options.

Dublin's Efforts in the [EAZ West Innovation District](#)

The City of Dublin has concentrated significant investment in the ~~Economic Advancement Zone~~ [West Innovation District](#) and surrounding areas over the past decade. A funding partnership with the Franklin County Metro Parks to assist the acquisition of over 1,000 acres of parkland just north of ~~the EAZ~~ [this planning area](#) began these efforts. Many important projects have since been addressed to establish a high level of amenities and development quality that will benefit future development:

- Acquiring 175 key acres at the U.S. 33 / SR 161 Interchange and along Post Road to control development and provide direct availability of sites;
- Obtaining Job Ready Site status for municipal properties within the [EAZ West Innovation District](#) to enhance marketability;
- Commitment of funds to facilitate interchange improvements at U.S. 33 and Post Road / SR 161 as a major gateway to the [EAZ West Innovation District](#);

- Establishment of the Dublin Entrepreneurial Center (DEC) as an incubator and business start-up facility; (now relocated for expansion and to facilitate new development opportunities in the West Innovation District);
- Donating 45 acres of land to facilitate the creation of the Ohio University Heritage College of Osteopathic Medicine as an anchor campus within the District;
- Providing key water and sewer extensions to encourage annexation;
- Donating land for the development of future electric facilities;
- Completion of a new two-million gallon water tank to enhance service and facilitate the removal of the Post Road tank for redevelopment;
- Establishing a public-private partnership to construct the Ballantrae residential development and the Golf Club of Dublin as an open space amenity for the public; and
- Investment in park amenities at Darree Fields, such as the Miracle Field, soccer facilities and other recreation amenities.

The Role of the EAZWest Innovation District Plan

The 2007 Dublin Community Plan outlined the importance of the ~~Economic Advancement Zone~~ larger U.S. 33 Corridor Area as a "...key employment and service center for the city that should include high quality development with strong gateway treatments and overall design features that exemplify the office and technology focus of the area." The EAZWest Innovation District Plan is intended to clearly define that development goal for ~~the area~~ a targeted portion of this critical economic development corridor. While the 2007 Community Plan emphasized much broader policy direction, the EAZWest Innovation District Plan is focused specifically on the following key elements:

- Clearly defining future development patterns and character for the area in a manner that provides clear direction to the development community;
- Using the Plan as a supplemental guide to support the ~~EAZ's~~ West Innovation District's administrative zoning for coordinated growth with speed;
- Defining future infrastructure extensions and establishing a means to proactively program key elements to speed growth;
- Using the Plan as a framework for development-ready zoning that will encourage entrepreneurship and innovation; and
- Providing quality planning information that will support marketing efforts for the EAZWest Innovation District.

02. The Planning Process

The ~~Economic Advancement Zone~~ West Innovation District Plan was developed through public input spanning many years. The goal of the ~~EAZ Plan~~ planning process was to meaningfully build from work encapsulated in the 2007 Dublin Community Plan. Years of effort by area residents, businesses and other stakeholders in developing the city-wide plan created a foundation for which the ~~EAZ~~ West Innovation District Plan provides additional detail and refinement. Public comment from the Community Plan was used as a starting point, and the process for the ~~EAZ~~ West Innovation District included direct property owner dialogue, neighborhood input and broader public comment.

Community Plan Involvement Background

The 2007 Dublin Community Plan included a three-year public input component with many public workshops and area plan meetings specific to the ~~Economic Advancement Zone~~ West Innovation District conducted to identify area issues and concerns. Results of the input focused on a desire to provide comprehensive pedestrian and greenway connectivity, as well as ensuring that the research-oriented development envisioned for the area would appropriately transition in scale to residential neighborhoods. Participants also identified a desire to properly manage employment traffic and to minimize impacts on existing residential areas.

Property Owner Involvement

The ~~EAZ~~ West Innovation District Plan ~~included~~ includes more detailed planning consideration for properties within ~~the EAZ~~ this business neighborhood. Personalized meetings were conducted with key owners in the planning area most impacted by future development and the extension of significant elements of supporting infrastructure. Discussions included the identification of future expectations for properties, identifying planning issues that could be addressed by the Plan, and reviewing draft concepts. Dialogue will continue ~~after the~~ as part of Plan ~~is complete~~ implementation to promote the ~~EAZ~~ West Innovation District and individual properties to the Central Ohio region and beyond.

Neighborhood Interaction

The neighborhoods of Ballantrae and Shier Oaks will be most directly affected by growth in the ~~EAZ~~. ~~The EAZ~~ West Innovation District. ~~The area~~ planning process used the Community Plan process as a starting point that identified major resident concerns. Development of the ~~EAZ~~ West Innovation District Plan included further dialogue to provide updates and obtain additional comment. Presentations to resident associations and neighborhood meetings at key points in the process provided important interaction. The

public process included a series of mailings and email correspondence to ensure that interested parties were given every opportunity to provide input.

Public Briefings

A series of presentations and informational memos were provided to City Council and the Planning and Zoning Commission as part of the [EAZplanning](#) process. These periodic interactions conveyed the growing direction of the Plan and general timelines for its completion.

Web Access

As part of efforts to provide greater transparency, a project page was established on the City's website to provide project materials to the public for ongoing interaction and input. The project page ~~at~~ www.dublin.oh.us/planning/eaz/ included timelines and meeting information, draft plan materials and results from the public process. Continual updates allowed the public to know the status of the project at any moment.

Public Open Houses

As part of the [EAZplanning](#) process, a series of public open houses were held to obtain additional feedback and direction for the general goals and planning direction for the area. A forum in November 2010 provided an opportunity to discuss planning objectives and to further identify issues and concerns important to the Plan's outcome. Resulting development concepts were also studied as part of the process to develop a preferred scenario that incorporated planning solutions that consider specific issues, as well as the larger context.

Public Review and Adoption

Following completion of the final draft document, the Planning and Zoning Commission conducted review meetings at which the public was invited to provide additional comment on the Plan. On April 21, 2011, the Commission provided a positive recommendation to City Council noting that the ~~EAZ~~ Plan was a very well thought-out project. City Council reviewed the work derived from the public process and adopted [what was originally referred to as](#) the Economic Advancement Zone ([EAZ](#)) Plan on May 23, 2011.

03-Integration with the Community Plan

The EAZ Plan was officially adopted as an amendment to the 2007 Community Plan, incorporated by reference as a refinement to the southernmost portion of the U.S. 33 Corridor Area Plan. As part of the 2013 Community Plan amendment, this refined plan is now fully integrated into the Community Plan, and is renamed as the West Innovation District Plan. This name change is part of a comprehensive effort by the City to establish distinctive and descriptive identities for each of Dublin's business neighborhoods to assist in consistent marketing for economic development initiatives. The remainder of the U.S. 33 Corridor, north of SR 161/Post Road is included in the Community Plan as a separate planning area.

Analyzing Potential for the ~~EAZ~~West Innovation District

The ~~EAZ~~West Innovation District comprises the western extent of future commercial expansion and outward development for the City of Dublin. The ~~defined area of the Economic Advancement Zone~~ planning area stretches from Shier Rings Road on the south to SR 161 / Post Road to the north. Dublin's ~~adopted~~ 2007 Community Plan took a much broader view that extended up the U.S. 33 Corridor. Based upon the sheer size and scale considered, the Community Plan created a very generalized framework of land use patterns and schematic road layouts. Additional planning work around the U.S. 33 / SR 161 interchange also centered on specific development proposals that drove surrounding uses, roads and infrastructure. Consideration of new development options and the potential to encourage growth beyond the interchange area ~~requires~~ required further analysis to identify key opportunities and constraints.

Getting You There

Primary access to the ~~EAZ~~West Innovation District is provided off U.S. 33 at the Avery/Muirfield and SR 161 / Post Road interchanges. The area is close to I-270, and businesses can get to key points around Central Ohio with ease. Avery Road provides arterial access at the east end of the ~~EAZ~~West Innovation District linking the planning area with Hilliard to the south and accessing the majority of Dublin's residential development to the north. SR 161 also creates the northern edge of the ~~EAZ~~West Innovation District and provides easy access from the Plain City area. Dublin's Thoroughfare Plan identifies the importance of these roads, and many improvements have already been planned. Most significant is the City's approved interchange design at U.S. 33 / SR 161 and regional efforts led by Dublin to begin study and design for improving the I-270 / U.S. 33 interchange.

The ~~EAZ~~West Innovation District primarily consists of an existing network of township roads that are yet to be improved. The character of these roads provides a unique opportunity to consider a new network for improved access and development potential. Providing a system that will protect neighborhoods while

establishing the greatest access and mobility possible can benefit future companies and employees in the [EAZ West Innovation District](#). The presence of the CSX railroad along the western edge, in addition to interstate access, also provides opportunities to move goods and supplies.

Getting a Feel for the Area

The [EAZ West Innovation District](#) includes a wide variety of uses that range from agriculture to older industrial businesses, office or research uses. The [EAZ West Innovation District](#) is poised for growth along Dublin's periphery and includes very flat, open land that creates high visibility with the capability for long sightlines. The physical character of the [EAZ West Innovation District](#) provides opportunities for greater corporate awareness with options for design considerations to appropriately buffer and screen support functions. Wind on this western edge of Dublin adjacent to the wide open farm fields of Madison and Union Counties, creates an opportunity to consider renewable energies and alternative heating and cooling methods.

Portions of the South Fork Indian Run and Cosgray Creek flow through the [EAZ West Innovation District](#). These streams seem insignificant in appearance and may be periodically dry, but they serve an important function for the area's drainage. They serve as agricultural ditches and portions of the creeks have been tiled over. Current conditions provide opportunity for relocation and restoration as amenities. The area's heavy clays and flat topography foster seasonal ponding and flooding, but are easily addressed with basic engineering. In total, the [EAZ West Innovation District](#) provides a blank slate for growth that can facilitate Dublin's desire to develop with ease.

Providing the Basics

Dublin is widely known for its ability to plan for and provide infrastructure in a manner that fosters coordinated growth. Many utilities are located within the area, and the City of Dublin has completed capacity analyses as part of the 2007 ~~Dublin~~ Community Plan [update](#) to ensure the area will be adequately supported at build-out. Many projects such as water and sewer extensions, dedication of land for electric substations and the construction of a new water tower have been proactively completed to ensure the needs of business are met. The [EAZ West Innovation District](#) area includes the ability to address a comprehensive system of water, sewer, electric, gas, fiber and other support services that will augment current infrastructure and coordinate with road networks. The City has made efforts to proactively reach out to private utilities so that new capacity can be added for businesses.

Searching for Identity

The [EAZ West Innovation District](#) is located in a transitional area and includes a mix of architectural types ranging from contemporary offices to ranch-style churches and one-story industrial construction. Opportunities are available at this strategic northwest gateway to Dublin to create a sense of arrival and unique appearance. Dublin Methodist Hospital provides the most identifiable character element in the

immediate area. This potential to expand architectural style provides a unique opportunity to set the ~~EAZ~~[West Innovation District](#) apart from other areas of Dublin.

The planning area also has natural features to build upon. Streams, fencerows, and woodlots, should be used as elements by which to build character. The wetland appearance of the Glacier Ridge Metro Park and Red Trabue Nature Preserve, as well as the links-style landscaping of the Golf Club of Dublin provide opportunities for larger connections and a landscape character that complements the area in a distinctive manner.

Recent residential development to the south in Ballantrae was initiated to improve development quality adjacent to the ~~EAZ~~[West Innovation District](#). The ability to obtain a cost-effective, acceptable level of quality is critical to establish the ~~EAZ~~[this business neighborhood](#) as a unique employment center. Recent agreements with the City of Columbus to coordinate annexation and development just north of SR 161 provides an opportunity to better manage the front door appearance of the ~~EAZ~~[West Innovation District](#). Identification of gateway treatments, signs, art and streetscape elements will play important roles to form a highly visible environment to attract technology-related development.

~~04.~~ Outlining Opportunities in the ~~EAZ~~[West Innovation District](#)

Since [the adoption of the 1997 Community Plan](#), Dublin has targeted the U.S. 33 / SR 161 interchange area for office, research and development and clean industrial uses. The 2007 ~~Dublin~~-Community Plan [update](#) studied employment potential along U.S. 33 and identified the ~~Economic Advancement Zone~~[West Innovation District](#) as an area served by the City that would focus on commercial growth. The adopted Community Plan accurately identified major policy direction that reflects a ~~commitments~~[commitment](#) to establish a premier research and employment center within ~~the larger Central Ohio Innovation Corridor~~[Dublin](#).

Facilitate the Creation of a Cohesive, Integrated Employment Center

The key to long-term viability of Dublin is maintaining the City as an important employment center. The creation of a well-planned mix of office, research and support uses as a high-quality gateway to the city is very desirable and consistent with the community's established image. The ~~EAZ~~[West Innovation District](#) should include strong entry points into ~~the COIC~~[Dublin](#) and should include complementary hotels, retail and a broad range of uses that will support prospective companies. Businesses must also have available development options ranging from campus settings to more urban walkable locations that will make the right fit. The ~~corridor~~[area](#) should include a distinctive identity through the use of landscaping, architecture, signs and other design elements.

Maximize Highly Visible Areas and Land Uses Appropriately

Key frontage sites with significant visibility along U.S. 33 should include prominent uses and architecture that capture the image of the [Economic Advancement Zone](#). [West Innovation District](#). In general, uses along U.S. 33 should develop with higher densities to provide a critical mass with a prominent sense of identity. In addition, uses with greater visual impact should be integrated throughout the [EAZ](#) [West Innovation District](#) in less prominent locations to ensure an overall mix of employment opportunities and desired visual character.

Provide Convenient Housing Choices and Access to Daily Services

As a major employment center based on research and technology, development must integrate a range of unique housing options close to businesses. Places to live and access daily services should be strategically located within and adjacent to the [EAZ](#) [West Innovation District](#) to provide convenience. Great accessibility to regional greenway networks should be provided to offer a full assortment of amenities within the area for prospective businesses, employees and residents.

Incorporate Attractive Streetscapes and Pedestrian Environments

The [Economic Advancement Zone](#) [West Innovation District](#) is a large employment center and must include an integrated system of pedestrian connections and spaces with unique character. Architecture should be appropriately placed close to the street edge and configured to provide courtyards and spaces, and screen parking. Other amenities such as water features, formal open spaces, landscape focal points, sculpture, courtyards, green malls or broad boulevards should also be encouraged where buildings do not relate to the public street. Future options for transit (bus and/or rail) should be implemented to provide long-term convenience and flexibility. Pedestrian connections should be included between employment, transit locations, service uses, open space systems and housing throughout the [EAZ](#) [West Innovation District](#).

Preserve and Enhance Natural Features and the Environment

The [Economic Advancement Zone](#) [West Innovation District](#) includes important natural features such as woodlands, tree rows and stream corridors that should be preserved and integrated as valuable amenities. Environmental quality should be emphasized, and a key element of future development should include the integration of regional greenway connectivity and a framework of open space upon which all development is linked. Focus should be placed on the natural context of the area through creative layout, quality landscape design and the maintenance of unobstructed views to natural amenities. The integration of LEED-certified buildings or environmentally friendly design techniques should be highly encouraged as part of a cutting-edge technology center.

Utilize Implement High Quality, Flexible Design Standards

Development of the area as a major employment center will depend on the ability to establish standards that achieve architectural and design quality in a manner that is flexible and responsive to the private market. Emphasis should be placed on regulations that allow technology companies to quickly follow business opportunities while instilling a unique visual character.

~~05.~~ Providing Land Use Direction

The Land Use Plan for the [EAZ West Innovation District](#) establishes a general hierarchy of uses and the associated character that will be expected. The relationship between land use and transportation planning are intricately linked in a developing area. As the western most portion of Dublin's business core, land use flexibility will have significant impact on the development potential for many sites. In particular, the Land Use Plan was developed through significant stakeholder input to achieve the following:

- Maximize visibility for sites along U.S. 33 in a manner that will enhance the desirability for development;
- Open up interior sites not immediately adjacent to the interchange to provide better access and market potential;
- Maintain the integrity of existing residential areas, while encouraging future housing options to enhance the area's desirability;
- Appropriate transition uses from higher-profile architecture near U.S. 33 to a more industrial character in western areas of the [EAZ West Innovation District](#); and
- Ensure future development will have easy access to amenities such as open space, recreation, and support services.

Considering Development Options

A number of conceptual road alignments and associated land use patterns were developed as part of the planning process to ascertain public preferences. Discussion of multiple land use concepts provided valuable opportunity to define issues that should be addressed in the [EAZ West Innovation District](#).

The Central Loop

The Central Loop concept considered the creation of a major circulation loop in the center of the [EAZ West Innovation District](#) by realigning Shier Rings northward to open up land along U.S. 33. The concept downplayed portions of residential areas along Shier Rings Road, but impacted commercial access and made frontage property along the interstate too narrow to effectively market. The resulting loop system negatively influenced some areas of residential use to the west along Shier Rings Road and did not result in a system that provided clear navigation to the interchanges. Many smaller commercial

parcels were also affected by being separated from the major thoroughfare network for the [EAZWest Innovation District](#).

The Darree Connection

The Darree Connection ~~proposes~~[proposed](#) a realignment of Shier Rings Road northward to establish a new park entrance that ~~addresses~~[would address](#) neighborhood impacts and ~~enhances~~[enhance](#) recreational access. Resident concern specifically highlighted traffic concerns and park-related congestion. The resulting alignment allowed portions of Shier Rings from Eiterman Road to Cosgray Road to be downplayed as a local street with a defined greenway connection between Darree Fields and the northern entrance to Ballantrae. The application of a modified grid off SR 161 ~~gives~~[provided](#) enhanced site access to areas within the interior, but ~~does~~[did](#) not sufficiently address traffic trying to move through the area from SR 161 to Avery Road.

The Scissors

The Scissors concept ~~implements~~[incorporated](#) a direct northward alignment of Shier Rings Road to establish a U.S. 33 bypass similar in concept to Emerald Parkway along I-270. The future road extension would create a direct route from Emerald Parkway to Industrial Parkway using Shier Rings Road, and ~~provides~~[provide](#) a continuous reliever along the interstate from Dublin to Marysville. The proposal ~~includes~~[included](#) the implementation of a new formal entrance into Darree Fields. The Scissors option ~~creates~~[would create](#) a new east-west collector that parallels SR 161 creating a “scissors” or crossing point on City-owned land. The concept also ~~downplays~~[downplayed](#) residential areas along Shier Rings Road and ~~provides~~[provided](#) enhanced access and visibility for more properties within the area.

Defining the Preferred Development Scenario

Public forums provided valuable feedback from property owners, residents and technical professionals. Particular elements of two scenarios were desired but a nearly unanimous preference was shown for the Scissors concept. The best elements of all three concepts, as defined by the public input, were integrated into the final [EAZWest Innovation District](#) Land Use Plan.

The Land Use Plan identifies a hierarchy of preferred land uses based upon proximity to U.S. 33 on the east and the CSX railroad on the west. ~~Those areas~~[Areas](#) with primary visibility and access to U.S. 33 [focus on](#) higher-profile office and research development at a higher intensity. Areas to the west, focus on more flexible, lower-profile construction that will accommodate a broad range of office, research, lab, assembly, clean manufacturing and warehouse space. Sites in the furthest west portions of the [EAZWest Innovation District](#) are closest to the railroad and are more remote from the interstate. Larger manufacturing, warehouse and assembly uses with a more traditional industrial appearance are expected in these areas.

The Plan identifies key areas along SR 161 and adjacent to Darree Fields where a combination of office and residential uses can enhance housing options within walking or biking distance in the [EAZ, West Innovation District](#). The Plan also considers the integration of support services such as retail and personal services at both interchange areas as a key amenity for businesses and residents.

The final Land Use Plan for the ~~EAZ~~ [West Innovation District](#) includes a tiered approach to research uses and the development quality of the area. Locations with higher visibility and access focus on higher-level architecture, while those that are more remote provide opportunity to address a less refined development expectation. The three research zones are balanced by additional residential and support zones that will provide a full range of research opportunity, housing choice and service amenities.

[EAZ West Innovation District](#) Land Use Categories

Research Office

Research Office sites are those generally located close to interchange areas or with more direct visibility from U.S. 33. Primary uses within this area are intended to focus on higher-profile office and research facilities that will have the ability to influence one's first impression of the [EAZ, West Innovation District](#). Development of multi-story buildings ~~are~~ [is](#) strongly encouraged, and the use of higher-quality building materials ~~are~~ [is](#) desired to establish ~~the~~ [a](#) "front door" image for the area. Components such as assembly, clean manufacturing and warehousing are acceptable, but should be considered as secondary elements within the framework of a larger office/research facility.

Research Flex

The Research Flex category addresses those sites that have secondary access and/or proximity to residential areas where lower-scale construction would be expected. Sites within this category are highly desirable, but do not have the proximity or visibility to U.S. 33 or the interchanges as Research Office. Architecture is expected to provide a hybrid of office and industrial appearance that still provides for a broad range of office, research, laboratory, assembly, clean manufacturing and warehousing space. Design and construction should effectively incorporate space planning and architecture that focuses attention on the office component as the source of business identity. Higher level uses and architecture acceptable within the Research Office category are also highly encouraged in the flex designation.

Research Assembly

The third tier of research categories includes sites more remote from U.S. 33 intended for a more industrial-like appearance. Larger manufacturing and assembly uses are envisioned that would include a secondary component of office space for administrative purposes. Development within this zone is encouraged to utilize design methods that enhance the appearance of larger industrial structures. Quality

architecture is expected, but with fewer restrictions than more visible locations in order to accommodate a broader range of business types. Uses and architectural quality from the Research Office and Research Flex categories are also highly encouraged, but not required.

Mixed Use Tech

Key areas around residential neighborhoods, parks and potential retail areas are targeted for neighborhood-scale office uses and higher density housing that will complement development and create an incentive for prospective technology-related businesses and employees. Housing in these areas is located to provide optimal access to surrounding amenities, while establishing a walking and biking environment in which employees can minimize automobile use and have access to long-term transit options. Based on market conditions, these areas may create opportunity for integrated support uses.

Mixed Residential

The ~~2007 Dublin Community Plan~~ [Future Land Use Map](#) identifies some areas just outside the [EAZWest Innovation District](#) as Mixed Residential. Land in this category is expected to provide residential development with a mix of housing types that can complement existing single-family development. The designation will further add to the palette of housing choices for employees within the [EAZWest Innovation District](#). Mixes of multiple-family products with a single-family neighborhood appearance are encouraged.

Research Support Services

Areas near the two main interchanges along U.S. 33 include the greatest opportunity to provide support functions such as retail, restaurants, personal services and other amenities that are highly desired by employers and employees. Support services are geographically defined according to the greatest opportunity for employees, residents and people travelling through the area to support a successful business environment. Designation of support areas is also placed in key locations that will support the [EAZWest Innovation District](#), while ensuring that the larger development character of the area speaks of technology and innovation.

Building Height

The [EAZWest Innovation District](#) focuses on suburban-style growth patterns that can accommodate more intense development near interchange areas. The application of general land use categories is very flexible throughout the [EAZWest Innovation District](#), and the scale of buildings must also take into consideration the surrounding context. The Height Regulating Plan (~~page 26~~) includes designations that limit building height based upon the specific location within the [EAZWest Innovation District](#). Sites adjacent to existing neighborhoods are expected to include lower-scale construction, while those key sites with high visibility and interchange access are ~~encourages~~ [encouraged](#) to include taller buildings that maximize development potential.

06. Facilitating Access and Circulation

Quick and easy vehicular access is important to attract and maintain businesses within the [EAZ West Innovation District](#). Located just west of I-270, the planning area includes interchanges and arterials that facilitate access to key logistics points, nearby communities and residential areas. The establishment of a well-managed transportation network and access to the I-270 outerbelt makes the [EAZ West Innovation District](#) a prime location along a developing corridor that has quick access to all areas of the region. Transportation planning for the [EAZ West Innovation District](#) provides a distinct opportunity for new business, whether as a commuting employee or for freight movement:

- Use road and intersection improvements to enhance traffic movement and reduce conflict points;
- Proactively focus on interchange improvements to maintain quick regional access;
- Plan internal road improvements to most efficiently provide access to sites and maximize business access to interchanges; and
- Create a road network that provides multiple travel options while separating through traffic from surrounding residential areas.

U.S. 33 / SR 161 Interchange Improvements

The City of Dublin has proactively worked to facilitate transportation upgrades in the area to ensure quality access to the [EAZ West Innovation District](#). Through the cooperation of the Ohio Department of Transportation in 2005, the City obtained fast-track completion of approved designs for the interchange area. Modifications were made and approved by the State of Ohio in September 2006 to include modern roundabouts instead of signal control at the off-ramps.

Dublin has completed two of three phases for the interchange design. Initial work focused on the relocation of Liggett Road to prepare for the eastern off-ramp. Phase 2 resulted in the relocation of Industrial Parkway to the west and the widening of SR 161 between Eiterman Road and Cosgray Road. This key segment of SR 161 provides the main entrance into the northern edge of the [EAZ West Innovation District](#). Completion of these first two phases will provide improved traffic management for the near future.

Reconstruction of the interchange deck and ramps will be the final phase to be programmed. The combination of projects, estimated at nearly \$50 million, is the single-largest amount of money Dublin has ever dedicated to a single capital project. The return on this investment is important to the City's continued financial stability, given growth expectations for the [EAZ West Innovation District](#) and U.S. 33 Corridor.

I-270 / U.S. 33 Interchange Project

The I-270 / U.S. 33 Interchange is a key regional transportation node important to all of Central Ohio. The interchange is [a](#) critical gateway from the northwest and has not been significantly upgraded since its initial construction in the 1960s when Dublin was a rural community of fewer than 700 residents. Today, Dublin is home to [nearly over](#) 42,000 residents and [an estimated](#) 66,500 employees. The interchange is an important node for commuter and freight movement along the northern outerbelt, and Dublin, Marysville and Union County are collaborating with the Ohio Department of Transportation to rebuild the interchange.

With a total estimated project cost of \$45 million, the City is proactively pursuing initial analysis phases and funding to expedite the study, design and approval process. City Council has approved \$2.9 million to move forward with Phase I studies for the project. Continued investment in this key transportation project will also maintain and improve access to the [EAZ West Innovation District](#) in the future.

The Transportation Plan

The Transportation Plan for the [EAZ West Innovation District](#) builds upon the 2007 ~~Dublin~~ Community Plan [update](#) and addresses in greater detail the specific character and alignment of internal roads. Significant macro-level transportation modeling based on assumed land use densities as part of the Community Plan ensures that the area's road network will be able to address traffic levels into the future. Expected densities as part of the land use component of the [EAZ West Innovation District](#) Plan have not changed in a manner that would negatively impact that analysis.

The plan for future transportation improvements was established to provide a clear internal system of public streets that will result in predictability and enhance development potential for the entire area. The network includes a number of significant elements and alignments that vary from assumptions [originally](#) made as part of the City's [2007](#) Thoroughfare Plan, although general connectivity remains the same:

- [Create an interstate reliever](#) along U.S. 33 to enhance access for commuters and to better separate through-traffic from area neighborhoods;
- [Implement a new entrance](#) to Darree Fields to downplay residential portions of Shier Rings Road between Eiterman and Cosgray Roads;
- [Establish a more defined entry point](#) into residential areas along Cosgray Road south of the [EAZ West Innovation District](#); and
- [Create an east-west connection](#) paralleling SR 161 that will provide additional options to access the interchange and link with transit along the railroad.

Street Character and Types

A key component of the Transportation Plan includes the establishment of a road hierarchy with three levels of design and function. Major arterials are expected to be built similar to Emerald Parkway with two

travel lanes and a bike lane or shared-use lane in each direction, with a landscaped median. A design speed of 35 to 40 mph is expected to encourage efficiency of movement. Smaller connectors that funnel traffic onto major roads have an expected design similar to that of Eiterman Road through the Ballantrae development. ~~His~~ [This](#) design includes one travel lane and bike lane in each direction with a landscaped median. Travel is expected to be slower (30-35 mph) based on the character of the street and placement of surrounding buildings. Internal to pockets of development will be neighborhood-level streets that provide on-street parking and cycling with slower speeds (20-25 mph).

Phasing of Improvements

Phasing of road improvements is key to providing the greatest level of impact. Most critical to the success of the [EAZ West Innovation District](#) is the ability to enhance the “front door” appearance from SR 161/Post Road. Higher priority segments include the extension of major internal roads through City-owned land southward to open up internal sites for development. Improvements should establish marketable and development-ready sites and should be integrated into capital programming and other financing mechanisms.

Road improvements should continue to the west and south or as additional development warrants following the development of areas near the interchange. In particular:

- [Complete links and upgrades to Shier Rings Road to implement a U.S. 33 reliever;](#)
- [Improve access to City-owned property at SR 161 and Houchard Road; and](#)
- [Upgrade Eiterman Road and create a new entrance to Darree Fields.](#)

Lower priority road segments along the Cosgray Road corridor should be considered along with development proposals.

~~07.~~ Incorporating Transit Options

Central Ohio is one of the largest metropolitan regions in the nation and has primarily developed in a low-density suburban form. Significant investment has been placed in the area’s road networks, resulting in relatively low congestion and commute times for Dublin and the region. Dublin’s success as an economic leader in Central Ohio has been, in part, due to its commitment toward planning and proactively constructing major roadway projects to ensure access and mobility.

Dublin’s role as a regional employment center has resulted in reliance on the automobile and only modest transit options focused on larger employers or key regional destinations such as the Columbus Zoo. Population and employment will continue to rise unlike most urban areas within the Midwest despite

current transit limitations. Efforts to develop the [EAZ West Innovation District](#) must include the planning and capability for transit options as opportunities arise. [The West Innovation District Transit Plan \(below\) is a conceptual framework for potential transit routes, mode types and long-term phasing in this area. Additional route analysis and discussion with the Central Ohio Transit Authority \(COTA\) will be required to determine timing and feasibility of expanded transit service. Refer to the Transportation Chapter for more information about public transportation planning in Dublin.](#)

Transit in Central Ohio

The Central Ohio Transit Authority (COTA) has focused service within the Dublin area. Existing routes center around the Tuttle Emerald Parkway area, as well as locations on the interior of I-270. Long range plans for COTA have identified additional routes to Dublin Methodist Hospital just north of the EAZ, and the Authority has been actively pursuing additional park and ride locations. Areas under consideration include the Sawmill Road Corridor, the hospital area and a location in the EAZ near the U.S. 33 / SR 161 interchange.

COTA's routes are provided in a radial pattern with Dublin located at the terminus of routes extending from the Ohio State campus and inner city. Major Dublin employers have stressed the need for additional transit access, particularly in a cross town patterns to suburbs that would increase access to potential service employees. Enhanced travel between suburban centers and the downtown employment core is also an important future consideration. To address these concerns, COTA's plans include the capability to better link Dublin with the Worthington and Hilliard areas. COTA has focused its efforts to provide additional routes in other areas of the region, given recent national economic trends. As a result, additional planned routes in Dublin will be delayed.

Planning for future routes has not yet extended to the EAZ and must be considered. The EAZ Plan proactively looks at long term growth that extends beyond the hospital area. The Plan serves as a guide for future mode choices and the general placement of routes.

Regional Light Rail

Consideration of light rail options in Central Ohio area has not progressed in recent years despite significant investment in studies. COTA's evaluation of the North Corridor Transit Project was the last attempt to look at regional rail solutions for commuters. The "hub and spoke" approach centered on downtown Columbus and emphasized areas of highest density along a north-south line parallel to High Street and the I-71 Corridor. Dublin was considered as a secondary route for that system, but the proposal was not successful. Little consideration has been given for other approaches that could garner greater support from key suburbs like Dublin. Feasible sources of land for future routes will likely be limited to railroad rights-of-way or some consideration of existing rights-of-way along interstates or other major thoroughfares as regional growth continues and property values increase.

Significant increases in local and regional congestion will be necessary before regional or suburban light rail becomes politically or economically possible. While it is reasonable to expect that rail solutions are

not likely at any time in the foreseeable future, the EAZ Transit Plan considers the need for this type of transit investment and accommodates additional mode choices to increase transportation options.

Ohio's Rail Future

Significant discussion about passenger rail has occurred at the state level over the past few years. In particular, the Ohio Hub concept has been developed with the purpose of creating a series of passenger rail connections to link Columbus with other Ohio metropolitan areas. An Ohio passenger system could be connected to other states in the Midwest, providing a more regional and national approach. The CSX railroad through Dublin was considered as a secondary line in the Ohio hub concept that would link Columbus northwest to areas such as Fort Wayne/Chicago and Toledo/Detroit.

Primary focus of the Ohio Hub Concept is the 3-C line linking Cleveland, Columbus and Cincinnati, the state's largest metro areas. The concept includes a limited number of intermediate stops on each major rail link. The push for passenger rail in Ohio, however, has been delayed due to concerns about the project cost, travel speed and state budget issues. Plans for the EAZ maintain an option to provide a future station location and the ability to consider the area for related development should opportunity arise. Proximity to downtown Columbus may make a planned stop more difficult, but the significance of tech-related employment and the importance of the EAZ could warrant a station location on rail frontage near Darree Fields.

Ohio is also quickly becoming a major national logistics hub. Recent completion of Norfolk Southern's Heartland Corridor project has created a more direct route from east coast ports to Columbus. The new improvements can accommodate double-stack container shipments and has significantly reduced transit time to the new Rickenbacker Intermodal Yard. As a result, Central Ohio is becoming a key shipment point for Chicago and the entire Midwest. CSX also has key rail yards near Roberts Road and Marysville. The creation of a new intermodal yard near Findlay places Dublin within easy reach of a variety of rail shipment options. U.S. 33 is a major industrial freight corridor, and the EAZ is strategically located. The EAZ's rail link between Columbus and Marysville provides the opportunity to integrate rail spurs to support freight movement and access to supply chains for clean manufacturing activity. Freight traffic on the CSX line is expected to increase significantly and will impact the ability to consider other regional or statewide passenger options. The EAZ Plan provides flexibility for both passenger and freight rail applications.

The Transit Plan

The EAZ Transit Plan looks holistically to the larger Dublin context. The SR 161 spine stretching through the center of Dublin encompasses the majority of future development and commercial intensification in Dublin. Specifically, the Plan looks at the role that COTA plays today in the Dublin area and considers a long-term progression of transit options that will adjust to development patterns and growth.

Extended Bus Lines

Short term solutions for transit, because of the predominance of the automobile, include working with COTA to expand service within Dublin and the EAZ. COTA's long range plans identify the hospital area as a destination point and focus for future routes linking adjacent suburbs. Development of the EAZ will include the westward extension of routes as the employment center grows. COTA's system focuses on linear routes, so key end points or loops within the EAZ should be established and modified as major employers or other amenities are identified. The additional routes should be focused on providing greater access and choice for commuters.

Creation of a Dublin Circulator/Spine

Greater effort should be made to focus on Dublin's internal needs as development in the EAZ and SR 161 corridor intensifies. The establishment of a circulator route or primary transit spine through COTA or a City sponsored service, should be established that will link key businesses, amenities and destinations. Various options could include both spine and circulator routes. The preferred planning option includes a primary transit spine that parallels SR 161 along Perimeter Drive where retail and employment nodes can be accessed. The spine would be considered in combination with a circulator route linking key employment nodes along Emerald Parkway and Frantz Road with destinations in Historic Dublin and the Sawmill Corridor.

Any circulator route should be focused on providing wait times of less than ten minutes to satisfactorily serve residents and employees. Other COTA routes should also be reconfigured to link into any established circulator system. Specialized buses such as hybrid or eco friendly buses, luxury buses, retrofitted double decker buses or rubber tire street cars that would be distinctive from regular transit routes should be emphasized to increase ridership levels.

Rapid Bus

A point will be reached at which typical bus route delays in traffic will justify consideration of new alternatives as development intensity increases. Establishment of Rapid Bus is an option that will allow for the expedited movement of buses through normal traffic. Rapid bus may include signal prioritization and/or signal preemption, as well as other intelligent treatments such as interactive stop times that will provide real time travel information. Rapid buses use the normal road right of way, but can include additional lanes that allow faster movement through congestion points and intersections.

Bus Rapid Transit (BRT)

The next stage in transit provision is Bus Rapid Transit. Given the establishment of Emerald Parkway design standards for major roads, congestion may someday reach a point by which a lane of traffic could be converted to bus use. Internal lanes on the transit spine reaching from the EAZ to the Bridge Street Corridor area could be bus only or HOV lanes that accommodate the rapid movement of buses. Transit stops could be placed within the landscaped median areas if properly planned. Selection of the BRT option is preferred because of the relatively lower cost provided by converting existing infrastructure. In time, buses are expected to continue improving in efficiency, and the use of buses can be more cost-

~~effective than rail options. Lanes could be available to general traffic in off-peak hours, and the system could easily be extended in stages and converted to rail if ridership justifies the expenditure.~~

Light Rail

~~The designated BRT line that connects Bridge Street and the EAZ paralleling SR 161 can be considered for conversion to light rail as the core of Dublin continues to grow. Rail lines can be added into the existing right-of-way if development patterns support the conversion. Any of the available transit options should be extended to link with passenger or commuter rail, should the opportunity arise. Most likely would be a transit location within the EAZ in the proximity of Darree Fields. A secondary consideration would be the integration of light rail into the I-270 and/or U.S. 33 corridors and the potential to establish key links to routes as necessary to enhance mobility and spur development at important nodes.~~

08. Creating the Groundwork

Utility infrastructure is a key ingredient for encouraging development within the [EAZ West Innovation District](#). A majority of improvements will be extended along with major roadway enhancements, and the [EAZ West Innovation District](#) Plan includes study and analysis to ensure that infrastructure is sufficiently anticipated and installed. Any improvements should also provide the flexibility to address future changes and technologies. Sufficient electric and water service is vital to marketing and attracting clean manufacturing companies.

Water & Sewer Services

Water and sewer infrastructure for the [EAZ West Innovation District](#) was modeled as part of the 2007 ~~Dublin~~ Community Plan [update](#), similar to planned transportation improvements for the area. Land uses were measured as part of that analysis to determine required levels of capacity at build-out. The northern and southern halves of the [EAZ West Innovation District](#) are located within the South Fork Indian Run and Cosgray sewersheds, respectively. Modeling results indicated that the South Fork would require 4,000 feet of improvements to accommodate expected development capacity. This sewershed includes a significant portion of township land not expected to annex into the city. As a result, service will generally be sufficient to meet long-term demands. The Cosgray sewershed was also determined to meet future capacity needs within the [EAZ West Innovation District](#).

The City of Dublin ~~is completing~~[has completed](#) a sewer extension that will provide service west along the South Fork Indian Run to properties in the northwest corner of the planning area. The extension beyond Cosgray Road will provide the opportunity for industrial areas still within the township to annex and more easily acquire public services.

The City of Dublin has also proactively invested to improve portions of the Post Water District that includes all of the [EAZ West Innovation District](#). Installation of final segments to establish a loop system has improved service within the southwest area of the city. Completion of the two-million-gallon tank at Darree Fields ~~in the EAZ~~ ensures that future development has sufficient capacity to meet any needs. Construction of this tank allowed the aging Post Road tank along SR 161 to be removed, providing additional prime frontage land for redevelopment.

Electric and Other Utilities

Electric, gas, phone, cable, and other utilities can be easily provided throughout the [EAZ West Innovation District](#). The area is located within the service area for American Electric Power. With substations along Shier Rings Road and Hayden Run Road, to the east and south respectively, additional capacity and redundancy can be provided. In order to further enhance the area's capabilities, the City of Dublin donated land to the utility provider for an additional substation south of SR 161 in the [middlewest portion](#) of the [EAZ planning area](#). This site provides power from high tension transmission lines running north to south through the [EAZ West Innovation District](#) between Cosgray and Houchard roads. Completion of the substation will allow additional looping for redundant power provision. Past planning discussions with AEP identified the capacity to extend lines for large-scale users from Shier Rings Road, as well as the future Houchard substation. Union Rural Electric also provides power just to the north of the [EAZ West Innovation District](#), providing opportunity for dual power sources.

The [EAZ West Innovation District](#) has a significant component of gas infrastructure in place. Major lines are located along SR 161 with service extending down Eiterman Road and Cosgray Road. Industrial areas on Fishel Drive and Dublin Park Drive also have service, and the future extensions along key roads provide the capability to easily facilitate development. Similar to the provision of natural gas, other utilities such as phone and cable are readily available. Easements are provided as the City extends road improvements to ensure that all utilities are coordinated. Underground installation is required for visual quality and to protect service.

~~09.~~ Emphasizing the Cutting Edge

The availability of water and sewer once signified the potential for development. However, times have changed and the City of Dublin has used foresight to address today's business needs. The City of Dublin is working as a leader in Central Ohio to use technology infrastructure as an economic development tool and incentive to do business. Taking a regional approach to development, Dublin is focusing on the [EAZ West Innovation District](#) as a critical component of a much larger system of technology-related nodes that make Central Ohio more marketable on a national and global scale. In conjunction with this

macro-level view of development, the City is also investing significant efforts to ensure that great business ideas can start here in Dublin and companies can grow in place.

Focus on Technology and Communication

The City of Dublin has focused significant capital toward building the largest broadband and WiFi system in Central Ohio. DubLink is Dublin's broadband infrastructure system located throughout the City's key business neighborhoods. The [over](#) 120-mile system is located entirely underground and is extended in conjunction with major road improvements. The system is an example of how Dublin provides innovative services to corporate residents. DubLINK accommodates optical fiber services providing instant access to the global marketplace. Created as an economic development tool, fibers from the system can be dedicated to businesses for exclusive use. Ohio Health, Battelle, IGS Energy and Online Computer Library Center (OCLC) are examples of corporations that are benefiting from Dublin's proactive approach.

In addition to DubLink, the City has linked with the Ohio Academic Research Network (OARnet) to create the Central Ohio Research Network (CORN). The broadband system links businesses with educational institutions to encourage research and economic development opportunities. Through Dublin's connection to the most advanced statewide research network in the United States, OARnet provides access to governments, colleges, universities and other institutions such as the Ohio Supercomputer Center through more than 1,850 miles of high-speed broadband.

Development in the [EAZ West Innovation District](#) includes the comprehensive extension of DubLink facilities along with identified road improvements. Interchange enhancements are underway at the SR 161 / Post Road entrance to the [EAZ West Innovation District](#), and primary extensions of the broadband network have been extended through that area. System extensions are expected along arterials and collectors or as expedited by particular development proposals.

Fostering Business Creation and Growth

As a regional force in technology-related growth, Dublin ~~has~~ partnered with ~~Tech Columbus~~ [TechColumbus](#) in 2009 to establish the Dublin Entrepreneurial Center (DEC) ~~in the West Innovation District~~. The DEC ~~is located at 7003 Post Road and~~ has been home to over 50 new companies and ~~serves as a successful example of how municipal commitments can assist local companies and grow entrepreneurial ideas. The DEC~~ has won awards from the International Economic Development Council (IEDC) for its collaborative approach between the City of Dublin, ~~Tech Columbus~~ [TechColumbus](#) and participating businesses and organizations. The Center's success is an important part of larger efforts to foster development opportunities to meet business needs [throughout the West Innovation District](#), from start-up ideas and growing companies to the largest global corporations.

[In 2012 the City of Dublin entered into an economic development agreement with Ohio University to establish a new satellite medical campus in the West Innovation District. As part of this initiative, the university purchased the office building in which the DEC was located, creating an opportunity to relocate and expand the DEC with an enhanced space and additional business services. While the DEC is no longer located within the West Innovation District, it serves as a successful example of how municipal commitments can assist local companies and grow entrepreneurial ideas. Its new home in the Metro Office District will reinforce Dublin's efforts to foster innovation and entrepreneurship in each of the city's business neighborhoods.](#)

Establishing Bikeway and Green Connections

Recreation and pedestrian movement are extremely important planning and design components within the [EAZ](#). The [EAZ](#) West Innovation District. This business neighborhood provides a unique opportunity to establish a comprehensive system of commuter and recreational bikeways, including a greater emphasis on mobility for cyclists. The Plan provides full access throughout the area with key regional connections to major parks and activity nodes. While most public input has focused on missing links and connections to existing residential areas, the [EAZ](#) West Innovation District Plan looks comprehensively at the long-term value of bicycle infrastructure not only as an amenity, but as an integral transportation and economic development component.

The Bikeways Plan

The [EAZ](#) West Innovation District Bikeway Plan serves as a model of development for other areas of Dublin and identifies an all-inclusive system of bicycle infrastructure that will connect with surrounding areas through the following strategies:

- Incorporate bike lanes or shared-use lanes along major arterials and collectors to provide commuter access throughout the area to homes and businesses;
- Coordinate multi-use paths along major roads and through comprehensive open space systems that provide recreational access to activity centers and destinations; and
- Use internal streets as signed bike routes to enhance the pedestrian orientation of the business neighborhood by mixing bikes and cars.

The implementation of this bikeway system will provide for full connectivity within the [EAZ](#) West Innovation District and surrounding areas. Elements of the Plan consider the context of efforts in other areas of the City such as the Hyland-Croy Corridor and the Bridge Street [Corridor](#) District. The Plan also acknowledges how pedestrian and bicycle movement can be integrated with the City's greenway and transportation networks.

The most significant capital element of the Bikeway Plan includes the establishment of a multi-use bridge over U.S. 33 using the existing Eiterman Road right-of-way. Pedestrian connectivity is restricted through

the U.S. 33 / SR 161 interchange, and the establishment of this key east-west connection provides an opportunity to establish an artistic architectural image-maker along the core of the [E.A.Z. West Innovation District](#).

Parks and Greenspace

Dublin is well known as a community committed to establishing parks and preserving open spaces and riparian corridors. As amenities for residents and businesses, Dublin currently has over 1,400 acres of dedicated parkland and open space. The City has targeted comprehensive expansions of this system as development occurs. Key park and greenspace destinations in and around the [E.A.Z. West Innovation District](#) include:

Glacier Ridge Metro Park. This 1,000-acre regional park with natural areas, equestrian trails and the Honda Wetland [Research Center](#) is located just north of SR 161 east of U.S. 33;

M.L. “Red” Trabue Nature Preserve. This community park includes 90 acres of natural areas with sensory [gardens](#), paths, meadows and [an](#) historic log cabin located just northeast of the [E.A.Z. West Innovation District](#);

Darree Fields. The 152-acre community park is located in the [E.A.Z. West Innovation District](#) between Cosgray and Houchard Roads. The park includes baseball diamonds, multi-purpose fields, picnic and restroom facilities, [the](#) Miracle League Field, [a](#) dog park and soccer fields; and

The Golf Club of Dublin. This award-winning 18-hole links golf course is located within the heart of the Ballantrae residential community at the south edge of the [E.A.Z. West Innovation District](#).

The Open Space Plan

Development within the [E.A.Z. West Innovation District](#) will be supported by a comprehensive greenway system linking major parks, destinations and activity centers as an important visual element and pedestrian amenity. Key recommendations of the Open Space Plan include the extension of green corridors along the CSX railroad, northward along existing power [line](#) easements and to the east using stream corridors. The Plan emphasizes pedestrian and green connections along existing Shier Rings Road between Eiterman Road and Darree Fields. The Plan highlights the residential nature of this area and provides connections to neighborhoods south of the [E.A.Z. West Innovation District](#). Greenway extensions along Eiterman Road and the South Fork Indian Run create the potential to coordinate bike and pedestrian connectivity across U.S. 33. Long range plans emphasize connectivity with the Hyland-Croy Corridor and Red Trabue Nature Preserve. These key extensions to the east will provide the opportunity for an uninterrupted regional system along the SR 161 corridor from Darree Fields in the [E.A.Z. West Innovation District](#) to the commercial centers along Sawmill Road [in the Bridge Street District](#). Major planning elements of the Open Space Plan include the following actions:

- [Maintain](#) greenway buffers along stream corridors to preserve the floodplain and facilitate pedestrian [travel](#) options;

- Encourage setbacks along key roads that will facilitate the extension of multi-use paths; and
- Identify a balance of programmed spaces that are located within the larger framework of the natural environment.

~~11~~. Creating Architectural Identity

Establishing a definable “place” is an important element of planning and ~~MARKETING EFFORTS FOR THE ECONOMIC ADvANcement Zone.~~ West Innovation District. The application of architecture should be used to create a unique identity that sets this portion of ~~the~~ Dublin apart from other business neighborhoods in the city. The Plan’s intent is to encourage a style of architecture that visually emphasizes or evokes the qualities of innovation, technology and progress as a key focus for the area.

Construction within the ~~EAZ~~ West Innovation District should focus on the implementation of contemporary style to achieve a larger vision for the area. Elements of a common style can be used to varying degrees to ensure a cohesive “feel” at all levels of architectural complexity from high-profile offices to manufacturing facilities. With a focus toward technology, progress, change and innovation, the following key elements should be considered and are strongly encouraged in all designs:

- Emphasizing the use of glass, architectural metal, cut stone, wood and brick as materials;
- Avoiding the use of limestone in more traditional applications to avoid historic appearances or mimicking other areas of the city;
- Designing buildings with varying shapes and forms;
- Integrating geometric shapes and the varied use of building planes;
- Incorporating non-rectangular shapes that distort the structure and create jutting elements for additional space;
- Using angles and pitches to evoke movement and contrast;
- Integrating organic design with curves to characterize flow and movement; and
- Emphasizing natural light and sustainable building techniques ~~that may~~ to better visually or physically connect indoor and outdoor spaces.

Architectural Details... Communicating a Pattern

To achieve the desired architectural character and quality for the ~~EAZ~~ West Innovation District, elements in the following architecture sections are intended to provide assistance to those planning to build within the ~~EAZ~~ West Innovation District. The pattern elements that describe architecture provide a visual

companion to help interpret and administer applicable zoning regulations. The pattern elements are tools that better clarify with pictures the contemporary, high-tech design intent adopted by the City of Dublin for the area.

It

[The West Innovation District](#) is envisioned ~~that the EAZ will be as a~~ home to organizations ~~who desire~~ ~~desiring~~ a clearly defined image and ~~are~~ involved in research and development and other disciplines related to technology. The ~~EAZ~~ [West Innovation District](#) Plan recommends that the size and height of buildings combined with geographic proximity to U.S. 33 determine the general level of detail and complexity required for development.

The next section, **Benchmark Buildings**, highlights buildings with design expressions that fit comfortably within the design goals of the ~~EAZ~~ [West Innovation District](#). The section provides a point of reference meant to reinforce an understanding of expectations that will simplify the approval process for those wanting to build within the ~~EAZ~~ [West Innovation District](#). The consideration of buildings has been divided into four types ~~of buildings~~:

- [One story buildings with regular footprints](#)
- [One story buildings with large footprints](#)
- [Multi-story buildings with regular footprints](#)
- [Multi-story buildings with large footprints](#)

The four types are intended to point out the general characteristics of different types of users and the related level of architectural complexity usually associated with those building types. One story and multi-story buildings with regular footprints typically accommodate uses such as medical, research, education, personal services and retail. Large footprint buildings with multiple stories generally focus on larger office and research uses, while in contrast, those that are one story typically incorporate light manufacturing, clean assembly, distribution and warehouse uses. Given the significant size, some aesthetic requirements may be more liberally applied for manufacturing-related structures. The land use component of the ~~EAZ~~ [West Innovation District](#) Plan, however, identifies the appropriateness of these uses as being more remote from U.S. 33 and closer to rail facilities.

A subsequent section on **Integrating Architectural Components** is meant to help spur the imagination of owners, developers and architects toward targeted investment in architectural elements that may effectively inject innovation and quality into the design of buildings. These examples act as tools to show what others have done to respond to designated styles. Associated images are meant to spur new ideas and innovative design, but none are mandated approaches.

Each design team must make decisions as to the architectural direction for their project. Specific needs, aesthetic preferences and construction budgets can be used to encourage new approaches and can be applied or modified to fit most any reasonable budget by how they are executed or by the proportions of materials used.

Benchmark Buildings

Benchmark buildings ~~outline visual approaches welcomed within the Economic Advancement Zone by meeting the general development goals~~ are intended to ~~respond in~~ emulate a contemporary, technological style ~~that is designated for the area~~. consistent with the economic development goals of the West Innovation District. Each component of a building has particular strengths and weaknesses. ~~Taken that may together function~~ as a whole complete architectural composition, ~~the individual pieces create an acceptable expressions. Just because~~ Although a particular detail might exist elsewhere within the ~~EAZ~~ West Innovation District, this does not necessarily mean the detail will be appropriate for any building. It is the total composition of architectural elements that create an acceptable building design matching the contemporary style.

Regular Footprint Buildings (One Story)

Smaller, single-story building types ~~normally~~ have greater opportunity for more fenestration. Upgraded entrances and special architectural features can have a significant impact on the overall visual quality of the building. Roof forms are often integrated into the design of buildings with a low skyline profile to increase the perceived height and to create a stronger physical presence.

Regular Footprint Buildings (Multi-Story)

Buildings with smaller footprints that have more than one story often include more fenestration. ~~Enhanced focus on entrances~~ Entrances and architectural features such as multi-story atriums and glass-enclosed stairways can open views from the exterior ~~for buildings of this size and typical use can~~ add to the overall visual quality of the building. The larger height of buildings in this category provides a much stronger presence to the skyline and can make a better architectural statement that reinforces the prestige and visibility of ~~business~~ businesses.

Large Footprint Buildings (One Story)

Large, one story buildings provide significant challenges when ~~utilizing~~ using just a four-sided rectangular footprint. Greater ~~care and~~ attention must be paid to break up the perceived monotony of long, continuous façades. The use of clustered, rectangular or irregularly shaped footprints to establish the necessary building size can significantly improve the overall visual quality. Opportunities to vary wall heights, materials, colors, textures and even the amount of detail from one component of a cluster to another can provide more latitude for innovation within the design.

Uses in this category may have industrial bay construction with electrically ~~lit~~ spaces. ~~Using~~ Creative use of day lighting ~~creatively~~ can add interesting detail to the exterior walls and save energy costs over the long run. Energy conserving rooftop components placed near the building perimeter can also enhance the façade if aesthetically screened or composed. Please refer to **Special Considerations for Large Footprint Buildings** for more information.

Large Footprint Buildings (Multi-Story)

These types of buildings often require a higher design quality because of the need to attract multiple tenants or ~~its~~to function for institutional uses. Because of their large sizes, they have a major presence within the visual environment. ~~Just like~~As with regular footprint buildings, ~~that are~~ multi-story, upgraded entrances and special architectural features such as atriums and glass enclosed stairways can be used to open view from the exterior and can add to the overall visual richness of the building.

With a commanding presence, opportunity is available to create more variation using façade treatments that differ from one another. This can create a building that feels more like a clustering of different, but compatible buildings rather than one, single design expression.

Special Considerations for Large Buildings

Buildings with footprints larger than 40,000 square feet can have a range of uses that may include, but are not limited to, light or clean manufacturing, assembly, warehousing and distribution. Areas designated on the ~~EAZ~~West Innovation District Land Use Plan as “Research Assembly” will be given special consideration and flexibility.

A high level of detail on long facades can be cost prohibitive, particularly for manufacturing-type uses. The City of Dublin will work with the development community to find a reasonable balance between construction cost and the character and quality expected in the ~~EAZ~~West Innovation District. Consider the following when designing facilities in this category:

- Avoid long, continuous, uninterrupted façade treatments by introducing variations such as wall plane offsets, wall heights or parapet treatments, roof overhangs, window clusters, and groupings of significant vertical landscaping elements along the wall. Also consider wall color, wall patterns and/or textures, material changes and architectural features such as canopies, covered entrances or other decorative elements.
- Upgrade smaller, special portions of the façade such as entrances, offices on the perimeter or display areas to a much higher level of quality and have them face the public way.
- Use more creative, aesthetically pleasing sign approaches such as backlit, three dimensional pin mounted letters, more interesting letter types, or introduce artistically developed logos into the sign composition where possible.
- Integrate windows creatively with interesting patterns or clusters. Use projected windows, enhanced louvers, wall lighting, wall lighting fixtures, penetrations, creative security camera applications, vents or sunscreens and other energy saving devices.
- Exterior, freestanding walls that enclose outdoor storage or other functional exterior areas can become architectural features to enrich the building’s exterior through creative design approaches. Since these walls do not have the same functional responsibilities as building walls, they are more free to be curved, sculpted, patterned with penetrations, and colored at a lower cost.

- Some flat roof areas near the perimeter can have rooftop equipment locations with architectural screens as part of the façade to create interest and to vary rooflines.

Integrating Architectural Components

Architectural components are a compilation of many individual elements that, when properly composed, create a finished building. Each component, when developed as part of a thoughtful and innovative composition, has the potential to increase the uniqueness of an individual building. Images of key architectural components provide a means to visually illustrate a number of ways that others have chosen to design buildings in a contemporary ~~way~~ style that is suitable for a high-technology environment. The intent of this section is to show innovative approaches or options that can inspire those developing within the ~~Economic Advancement Zone~~ [West Innovation District](#). Rethinking the standard ways of using these components can have a dramatic and pleasing outcome that meets character objectives in a cost-effective manner.

Building Form

The most critical element, building form, starts with a simple, rectangular box. The resulting architecture is a box that is normally clad in a variety of materials, windows, door penetrations and other architectural elements that provide character. The choice of building forms is one of the strongest drivers as to the final imagery of the building, and the difference of one large form versus multiple forms can have a large impact on the amount of fenestration and types of materials and colors required to develop an attractive building. Use of angular or curvilinear forms that break up the basic rectangular form can provide an innovative look and feel.

Building Structure

The structural components of any building serve an important function to support all the planes that provide enclosure for the building as well as floors and other elements. Structural elements can also contribute to the building's aesthetics by being part of the exterior composition in a contemporary high tech environment.

Entrances

Entrances are an incredibly important part of any building. They usually are the first part of a building where a visitor has close contact, and the design can convey a strong message about the occupying organization. The entrance comprises a small part of the overall building. A relatively small investment for upgrading this area by highlighting projections, form, color and/or materials, can yield large returns in the visitor's favorable first impressions.

Patterns with Color and Texture

~~Just about any~~ Many exterior wall ~~material~~ materials can be used to create single color and texture, monolithic planes for enclosing the building. These planes can be composed of brick, stucco, EIFS, metal panels, pre-cast concrete, tilt panel concrete, stone, glass, decorative architectural block and frost proof tiles. Oftentimes, a wall plane can rise to a higher level of interest without additional cost by carefully considering the use of textures and colors to create regular or irregular patterns. Even large walls can be made to look smaller in scale if appropriately designed.

Roofs and Rooftop Mechanicals

Roofs and rooftop forms are a great opportunity to develop a unique design character for a building. Rooftop mechanical equipment is required to be screened from ground level views, ~~so~~ As a result, walls or parapets used to hide the larger pieces of equipment often appear just as plain rooftop boxes. Thoughtful integration of roof forms and screens can add much richness to the overall design with little impact to project cost.

The Use of Shadow and Solar Screens

~~There is great opportunity to enrich a façade by using shadows and shading.~~ Projections and recesses on ~~the~~ a façade can be used to create interesting visual patterns formed by shadow lines and varying degrees of shading throughout the day. Solar screens and deep roof overhangs can also reduce the amount of energy a building uses and can ~~effectively~~ create architectural lines that increase the contemporary appearance of a building.

Window Applications

The main purpose of windows is to allow light into a building's interior and permit views to the outside. Windows can be used in very pragmatic, repetitive patterns. They can also be used in creative ways that enrich the façade through placement and shape. Windows can be used as a primary focal point or to help reinforce or enhance other architectural features.

The Use of Glass

Glass is commonly used as an exterior cladding material for buildings beyond just windows. Technology has provided ~~the architect~~ architects with glass options that include clear, tinted, reflective, translucent, energy saving, insulated and laminated products that can be used for various levels of shading or textures. ~~Great opportunity is available in a contemporary~~ Contemporary building ~~environment~~ environments offer opportunities to take advantage of these advancements in technology.

Architectural Metal Applications

The use of metal panels in contemporary architecture is quite common. They can provide a cost-effective enclosure and can have characteristics not easily found in other building materials, such as a sheen from a metallic coating or pronounced shadow lines. Metal panels commonly found in pre-engineered buildings such as long span, fluted or ribbed panels running vertically are strongly discouraged. In fact, the use of any ribbed metal panel with the ribs running vertically poses a particular design challenge. Many barns, storage facilities, heavy manufacturing or similar facilities ~~utilize the~~ use these panels as a cost-effective ~~measure~~ construction material. Use of vertical ribbed panels could result in a building quality style that is not desired in the EAZ West Innovation District. Its application should be carefully considered as a secondary material or disregarded ~~for~~ in favor of more appropriate applications.

~~12.~~ Determining a Landscape Language

Architecture can establish the visual character of the built environment, but the landscape or setting upon which buildings are placed equally defines the look and feel of an area. The EAZ West Innovation District is situated on the edge of wide open agricultural areas with woodland, wetland, fencerows and minor water features. The EAZ West Innovation District provides an opportunity to build upon existing parkland to create an experience unlike other areas of Dublin.

Landscape of the EAZ West Innovation District

Design emphasis for the EAZ West Innovation District should take cues from the surrounding area and blend public space design with the private landscape. Design character in the EAZ West Innovation District should convey the more naturalized feel of the area's two stream corridors to contrast with the contemporary nature of buildings. As part of the design intent to establish a contradiction or interplay between man and nature, the following design components should be considered with every project:

- Extending planting design from rights-of-way into private space with an emphasis on low-mow or links grasses to create a seamless, natural appearance.
- Using ribbons or swaths of naturalized plantings and grasses perpendicular to the right-of-way to create a progression of spaces as one travels along roads, multi-use paths or sidewalks.
- Using mass naturalized plantings to establish a framework for defining formal spaces in key locations around buildings, limiting maintenance needs.
- Using defined, formal spaces to highlight building entrances and programmed space in a way that sharply contrasts with the natural character.
- Focusing on native plant species and plantings in informal clumps and clusters to enhance the informal feel of the landscape instead of evenly spaced plantings.
- Planting informal fencerows and hedgerows where necessary to define spaces and shape or direct views.

- ~~Utilize~~Use existing fencerows and riparian corridors as a way to extend natural features into the design of a site.

General Site Considerations

The ~~EAZ~~West Innovation District is an area focused on the character of a natural landscape and design is intended to sharply contrast with other business neighborhoods in Dublin. The Bridge Street ~~Corridor~~District, as an example, is expected to have very intense development patterns with urban character. Other areas will include traditional suburban design patterns with setbacks, buffering and a formal, maintained landscaping. The ~~EAZ~~West Innovation District is intended to foster suburban-like development patterns with a character that will sharply contrast the Bridge Street ~~Corridor~~District. The ~~EAZ~~West Innovation District will be visually unique, given its location along the western edge of the city near open space and wetlands.

The context of the ~~EAZ~~West Innovation District is a natural landscape with more traditional suburban approaches to site layout. Planning considerations for development projects should include the following general components to foster a cohesive technology-focused employment area:

- ~~Industrial~~ flex space and research manufacturing facilities should place office components in locations that can be prominently designed and visible from the public realm.
 - ~~Employee~~ and service parking should be located to the side and rear of buildings to limit visual impacts.
 - ~~Service~~ docks and loading areas, particularly those with large overhead doors should be placed to the side and rear (preferred) to limit visibility from public streets. Shared service areas screened by architectural components are also preferred.
 - ~~Limited~~ visitor parking may be placed in front of buildings, but should be screened by areas of links or low-mow grasses and additional plantings to reduce visual impact and maintain focus on building architecture.
 - ~~Primary~~ entrances should be oriented toward and/or visible from the public street to enhance identity and wayfinding.
- All facilities must provide bicycle racks to promote the area's emphasis on bicycle access, walkability and alternative commuting.

~~13.~~ Paying Attention to Detail

~~"It's the details that count," is an adage that is absolutely true.~~ Attention to detail can have a profound impact toward formulating an image that sets the ~~EAZ~~West Innovation District apart. The ~~EAZ~~West Innovation District Plan is intended to establish a very definable geographic area unique from other business neighborhoods in Dublin. Smaller visual elements of all kinds should be used to evoke the

general theme of technology and advancement and a contrast to the surrounding natural environment through materials and design.

First Impressions and Finding Your Way

Gateway locations provide the first visual cues for people travelling to the [EAZ, West Innovation District](#). Features and entry signs should be designed in a manner that coordinates with architecture and landscape themes by combining cutting-edge sign shapes and materials with striking landscaping within a naturalized backdrop. Larger integration of branding for [the City of Dublin](#) should be considered to denote the [EAZ's West Innovation District's](#) larger context, particularly considering efforts in the Bridge Street [Corridor District](#) as the other primary commercial bookend along the SR 161 corridor. Employees and visitors should be able to comfortably navigate and find destinations within the [EAZ, West Innovation District](#). Implementation of unique street signs and wayfinding signs within the [EAZ District](#) should clearly and succinctly provide direction with the same level of character as major gateway signs. Private identification signs should utilize the same general design parameters and are encouraged to use materials and design that will reflect the innovative character of the area.

Highlighting the Public Realm

Visitors should clearly identify that the public realm and its greenways, parks and rights-of-way epitomize the [EAZ's West Innovation District's](#) defined character. Specifically, public art and streetscape elements within those spaces should be used to reinforce contemporary architectural style within the context of the natural landscape.

Public Art

Public art should be placed in key locations as a visual focal point that enhances awareness and serves as landmarks for the area. Art should be coordinated or programmed as part of capital projects and be emphasized along key arterials to reinforce gateway locations. [Coordination Opportunities to coordinate with the Dublin Arts Council](#) should be ~~sought to provide sites~~ [explored to commission art installations that can encourage the implementation of](#) [are](#) appropriately themed ~~art through the Dublin Arts Council to the character of the West Innovation District.~~ Likewise, corporate art should also be highly encouraged to capitalize on public investments in the area in places like roundabouts and park space. Buildings visible from U.S. 33 should also be contemplated as opportunities for art through architectural expression. Architectural elements, sculpture and lighting should enhance the visual context.

[Streetscape Elements](#)

~~Streetscape Elements~~

Objects within the public right-of-way can either reinforce a desired character or represent a lost opportunity. Elements ranging from benches, shelters, kiosks, trash cans, bus stop shelters, lighting and other components should enhance design and provide consistency. Streetscape elements should be programmed and implemented as part of park and roadway improvements. Private businesses should also be encouraged to ~~utilize~~use streetscape elements to further extend design character into private space. Consistent with the ideals of technology, advancement and contemporary design, the *Metro 40 Collection* from Landscape Forms provides a prototype that meets the innovative and contemporary character of the ~~EAZ~~West Innovation District. Two versions of streetscape furniture (all metal and metal with wood) can be used to differentiate between public and private applications.

~~14.~~ Implementing the Vision

The 2007 ~~Dublin~~ Community Plan update established a general policy framework for development. The ~~EAZ~~West Innovation District Plan goes further as a specific action plan to carry out a ~~defined~~refined vision and encourage appropriate development. The ~~EAZ~~West Innovation District must not only include the implementation of specific planning elements as defined in the Plan, but must also consider how the ~~EAZ~~District can build upon success and gain a competitive marketing edge regionally and beyond. The following ~~are specific~~ action items ~~to~~should be prioritized, directed and carried out to achieve the general vision of the ~~Economic Advancement Zone~~West Innovation District:

Actions to Implement the ~~EAZ~~West Innovation District Plan

Land Use

1. Update land use and development regulations in the Zoning Code to require general compliance with the ~~EAZ~~West Innovation District Land Use Plan. *(Implemented in 2011)*
2. Refine the Zoning Code to establish a Research Support Zone that provides opportunity for retail and other support services at appropriate locations, as designated by the Plan. *(Implemented in 2011)*
3. Integrate a Height Regulating Plan as part of administrative review requirements to ensure compatibility with residential areas. *(Implemented in 2011)*
4. Continually monitor the West Innovation District Plan and revise as necessary to account for changes in development conditions and new planning considerations, thus preserving the Plan's accuracy and effectiveness as a guide for economic development.
5. Continually monitor the Innovation District zoning regulations and revise as necessary to ensure their effectiveness in achieving the vision promoted by the West Innovation District Plan.

Transportation

6. Continue regional efforts to expedite interchange upgrades to maximize long-term accessibility for the area.
7. Integrate the dedication of rights-of-way or create reimbursement mechanisms to complete major improvements as part of the development process.
8. Proactively work with property owners to plat key rights-of-way that will establish the U.S. 33 reliever.
9. Program key phases of road and related improvements adjacent to SR 161 necessary to establish marketable front door appearances and make sites ready to build.

Transit Options

10. Use the [EAZ West Innovation District](#) Plan as a guide to upgrade regional transit plans for Dublin and to work cooperatively with the Central Ohio Transit Authority (COTA).
11. Ensure that road improvements will easily accommodate the integration of transit over time.
12. Finalize a city-wide image for how transit will function outside the [EAZ West Innovation District](#) to ensure proper coordination.

Utilities

13. Program key water and sewer extensions along with road improvements to enable municipal owned sites to be more easily subdivided for development.
14. Remove the Post Road water tank to create additional land suitable for development along SR 161 / Post Road. [\(Implemented in 2011\)](#)
15. Continue pursuing the potential for dual power providers within the [EAZ West Innovation District](#) and ensure that the additional substation is constructed as needed.

Broadband & Technology

16. Continue promoting the City's successes with broadband and WiFi to its greatest potential.
17. Pursue future partnerships with local high schools, technical schools and colleges to promote tech-based learning within the [EAZ West Innovation District](#).

Open Space and Bikeways

18. Ensure vital greenway connections are dedicated or provided as easements as part of the administrative review of development proposals.
19. Program important segments of multi-use paths for completion in conjunction with development or as part of road construction.

Architecture

20. Ensure the desired contemporary style for the [EAZWest Innovation District](#) is adequately applied to set a new image for the area.
21. Use the [EAZWest Innovation District](#) Plan as a pattern book to complement zoning regulations and establish standards for architectural design quality based upon the specific locations within the [EAZWest Innovation District](#).

Landscape Character and Design

22. Ensure landscape plans for individual sites meet the general intent of the Plan to create a lower-maintenance environment with a natural feel.
23. Encourage private development to extend the character of the right-of-way into the site as a design cue to create a more seamless transition between public and private space.
24. Use general site design techniques described within the Plan as a measure of appropriate site layout.

Design Details

25. Work with the Dublin Arts Council to program identified sites for public art as part of the Art in Public Places program.
26. Consider incentives for the implementation of corporate art as an important visual amenity for the area
27. Program key entry features and related streetscape elements along SR 161 to begin establishing a front door appearance for the [EAZWest Innovation District](#).

Actions to Make the [EAZWest Innovation District](#) more Sustainable

28. Encourage or incentivize alternative site design methods that are consistent with the general character of the [EAZWest Innovation District](#).
29. Encourage alternative architectural design that integrates sustainable design elements.
30. Consider a package of economic development and zoning incentives to facilitate implementation of sustainable design components.
31. Study the shared use of public space to see how park facilities and greenways can be used to create amenities and/or public-private partnerships for renewable energies such as geothermal, solar and wind power.

Actions to Establish the Regulatory Framework

32. Update zoning codes for the [EAZWest Innovation District](#) to promote the quick, administrative process that is desired for the area. *(Implemented in 2011)*

- 33. Revise annexation procedures to pre-zone properties into the [EAZ West Innovation District](#) instead of a holding zone. *(Implemented in 2011)*
- 34. Ensure subdivision regulations can adequately facilitate administrative splits of property necessary for the expedited approval process.
- 35. Consider implementing zoning incentives, where applicable, to help implement key elements of the [EAZ West Innovation District](#) Plan.

Actions to Partner with Property Owners

- 36. Establish greater dialogue / Communication and work jointly with landholders to help market properties.
- 37. Implement a data base and contact system that will allow for faster sharing of information about individual properties and potential development leads.
- 38. Create a City point-of-contact for all property owners to coordinate efforts with Economic Development and Planning.

Actions to Promote the Vision

- 39. Promote partnerships in the [EAZ West Innovation District](#) with educational institutions and business organizations.
- 40. Finalize efforts to market and advertise the significant regulatory, planning and economic development changes in the [EAZ West Innovation District](#) to the Central Ohio development community.
- 41. Update marketing packages to promote Business Neighborhood Concept and the benefits of the [EAZ West Innovation District](#) and refine plans to enhance public awareness.

Actions to Assist the Development Community

- 42. Establish a comprehensive development web portal to promote the Dublin's business neighborhoods and the [EAZ West Innovation District](#).
- 43. Integrate the ability to conduct property searches to more quickly align business leads with landholders.
- 44. Seek out real estate brokers, developers and designers from outside the Central Ohio region who might have interest in the [EAZ West Innovation District](#) and could match the style of growth desired.

Actions to Program Key Projects

- 45. Discuss updates to the City's Capital Improvement Plan (CIP) and establish a project shortlist that will be proposed and funded in both the next year and throughout the remainder of the 5-year program to continue forward movement.

46. Establish a Tax Incremental Financing (TIF) district for the entire [EAZWest Innovation District](#) that will target major projects and public improvements identified through the Plan.

Actions to Enhance Growth Incentives

47. Enhance promotion of the City's idea for a speed-to-build environment and custom-tailored incentives as benefits to each individual company.

48. Analyze current incentives and consider new tools such as abatements, environmental design bonuses and other mechanisms not elsewhere applied in Dublin.

49. Consider a package of development incentives to be uniquely offered in the [EAZWest Innovation District](#) that can augment the City's custom-tailored approach, and set the area apart.