Economic Development, Envision Dublin and Metro Center Updates

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Megan O'Callaghan

City Manager

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Dublin City Council

Strategic Framework

Dublin, Ohio is the Most **Sustainable**, **Connected** and **Resilient** Global City of Choice

Sustainable

- Economic
- Fiscal
- Environmental
- Services

Connected

- Democracy
- Mobility
- Infrastructure
- Land Use

Resilient
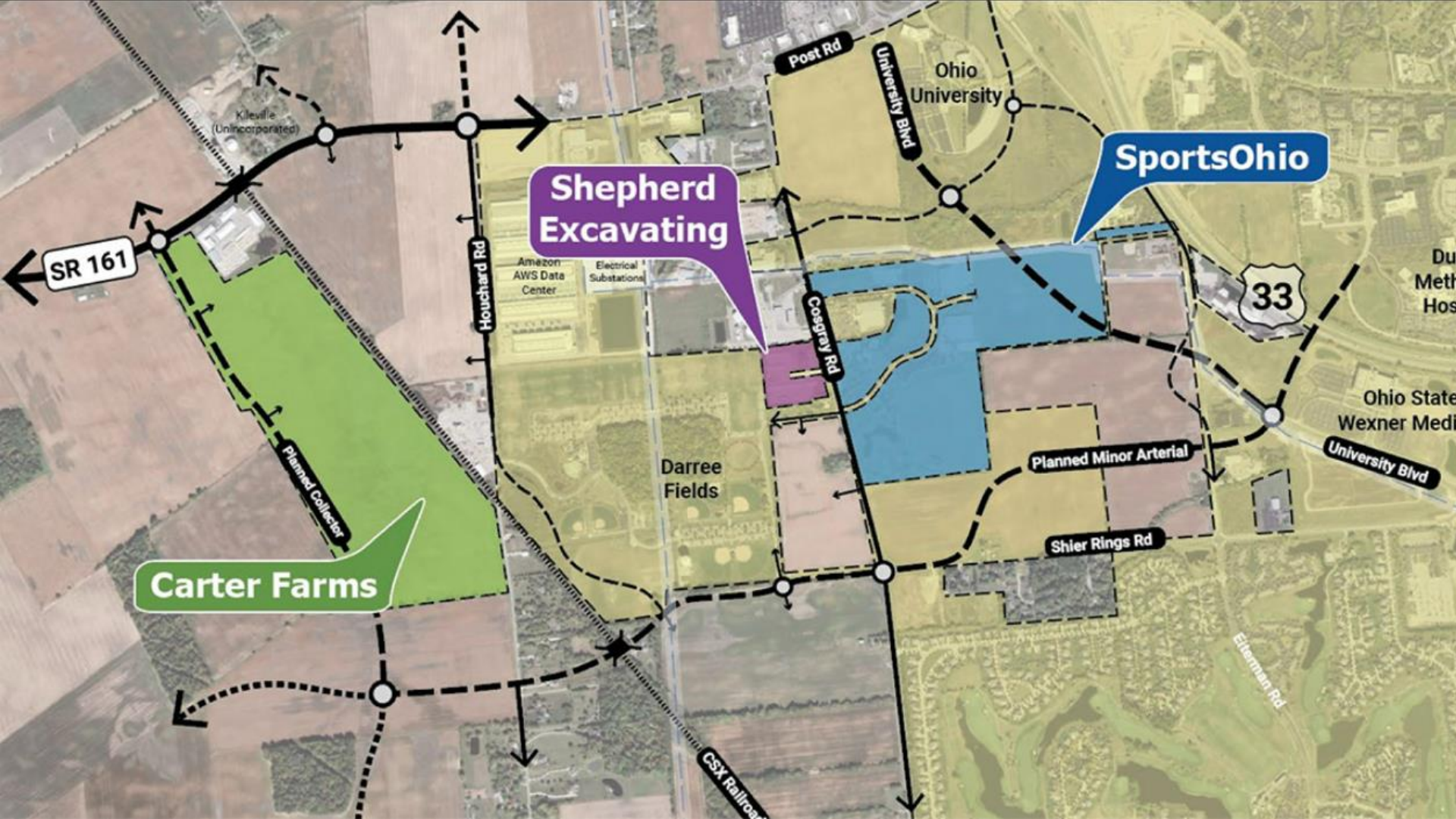
- Physical
- Mental
- Safety
- Social

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Most Sustainable

Economics

The city where diverse businesses want to be located in order to grow, thrive, develop and participate in the global economy.

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City Council Goals

Realize the Metro Center Revitalization Vision

Reposition the Metro Center legacy office park by implementing the vision, goals and land use recommendations outlined in the Dublin Corporate Area Plan within the Envision Dublin Community Plan. Develop a design and implementation framework that creates a distinctive identity, encourages dynamic reinvestment provides a vibrant mix of uses in a walkable environment and promotes sustainable design principles. Identify opportunities for public and private partnerships for catalytic projects that transform the Metro Center area.

Become the most connected community in the U.S.

Fiber to Every Home Project. Plan for the initial construction and customer installation, achieving 25% deployment in 2024.

Develop Dublin's "Destination of Choice" Next-Generation Community Events Vision

Develop and implement a local and regional community events program and management roadmap. Leverage Dublin parks and facilities to create a connected, comprehensive and fiscally sustainable vision that drives vitality, engagement and entertainment.

Implement the Parks and Recreation Master Plan

Begin implementation of the Parks and Recreation Master Plan with a focus on cultivating an environment that embodies both recreation and economic vibrancy.

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Planning For Development

Jenny Rauch

Director of Community
Planning & Development

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ENVISION DUBLIN
Community Plan

Sustainable, Connected & Resilient

ADOPTED — JULY 1, 2024

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Importance of Community Planning

- Framework to **guide development decisions**

- Provides a platform for **public involvement** in shaping our community's future

- Road map for the community to **achieve long-term goals**

- Plan now to identify and **protect future opportunities**

- Help the City make **smart investments** of public resources and **ensure fiscal health** and sustainability

- Guide to ensure **consistency** in decision-making

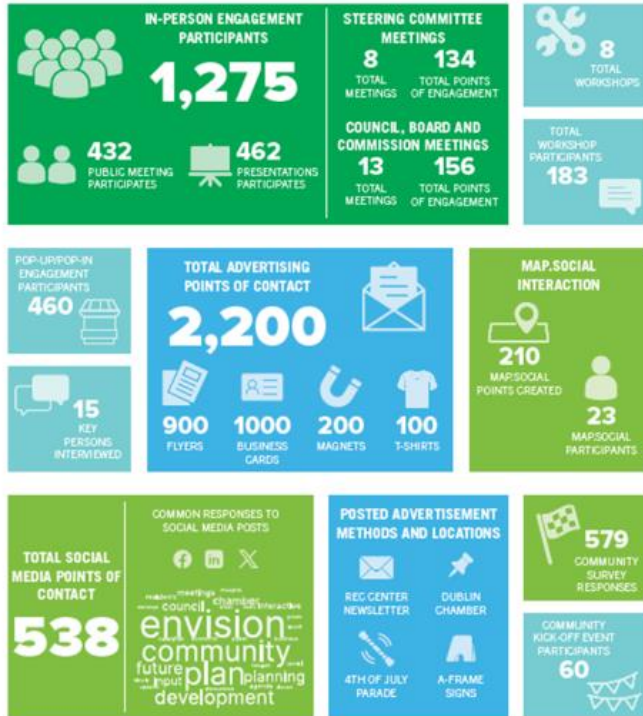- **Coordinate** local and regional initiatives

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Envision Dublin Timeline
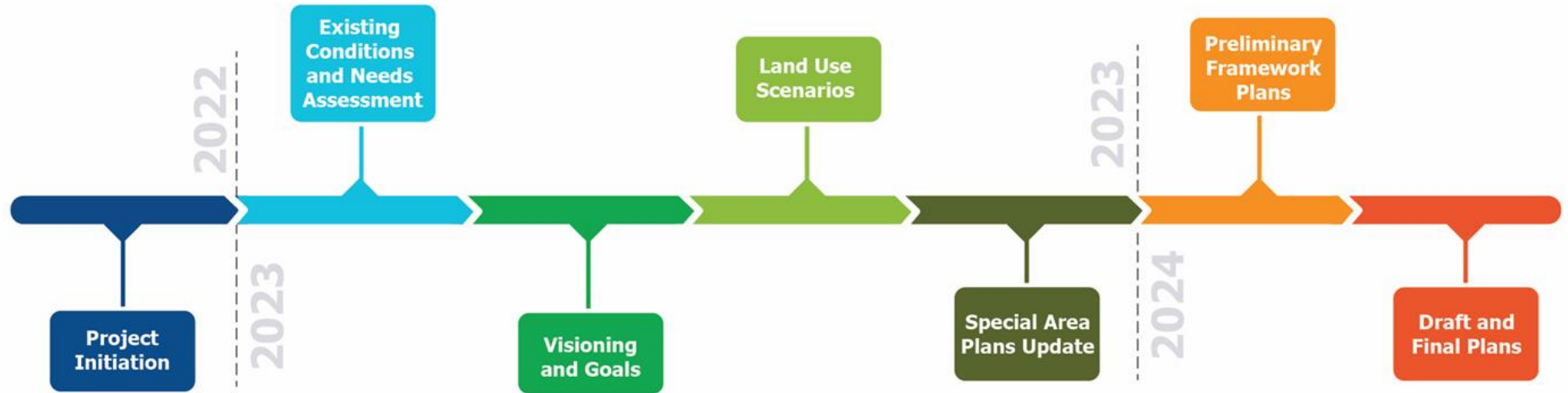
CITY COUNCIL — ADOPTED JULY 1, 2024

Envision Dublin Public Engagement

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Highlights of the Community Plan

🛵 **Multimodal Thoroughfare Plan**

🪑 **Greenways and Blueways**

🚜 **Land Use and Development**
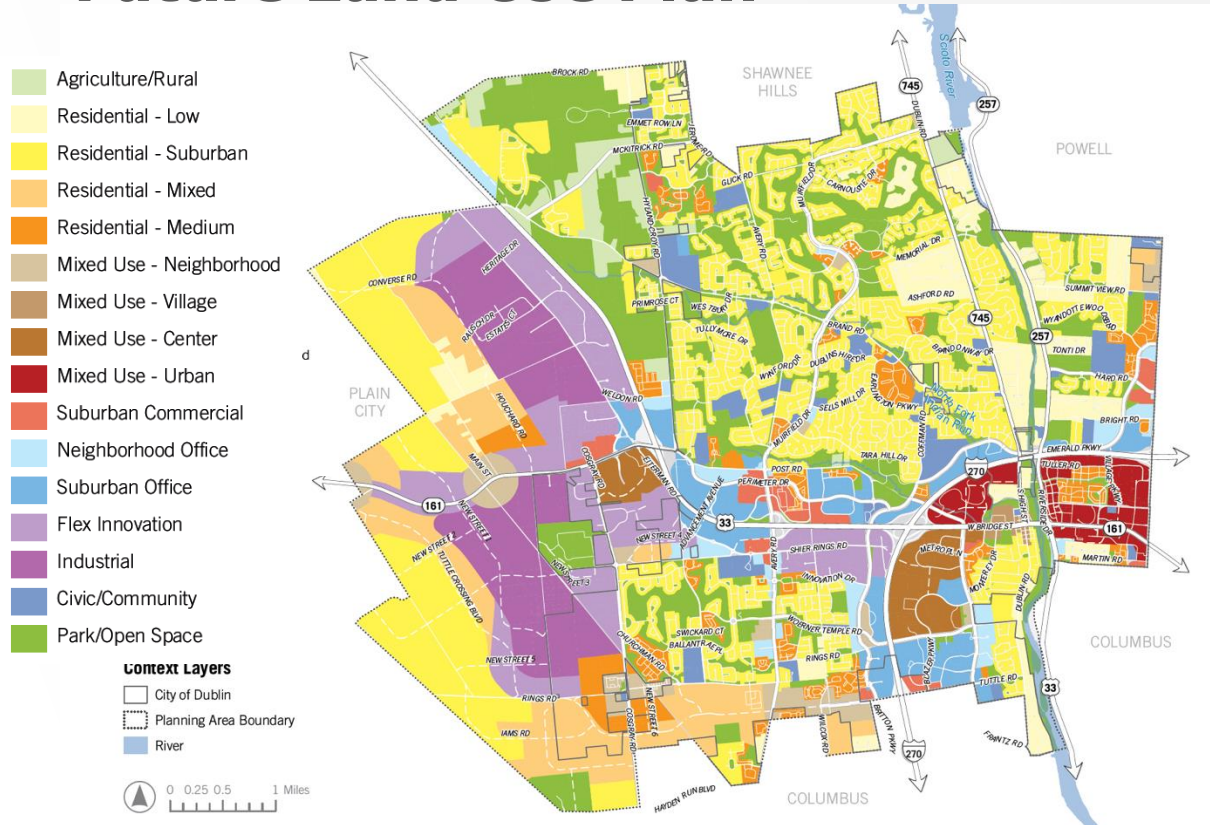
📊 **Economic Development**

🏢 **Housing and Neighborhoods**

🗺️ **Special Area Plans**

Future Land Use Plan

Legend:
- Agriculture/Rural
- Residential - Low
- Residential - Suburban
- Residential - Mixed
- Residential - Medium
- Mixed Use - Neighborhood
- Mixed Use - Village
- Mixed Use - Center
- Mixed Use - Urban
- Suburban Commercial
- Neighborhood Office
- Suburban Office
- Flex Innovation
- Industrial
- Civic/Community
- Park/Open Space

Context Layers
- City of Dublin
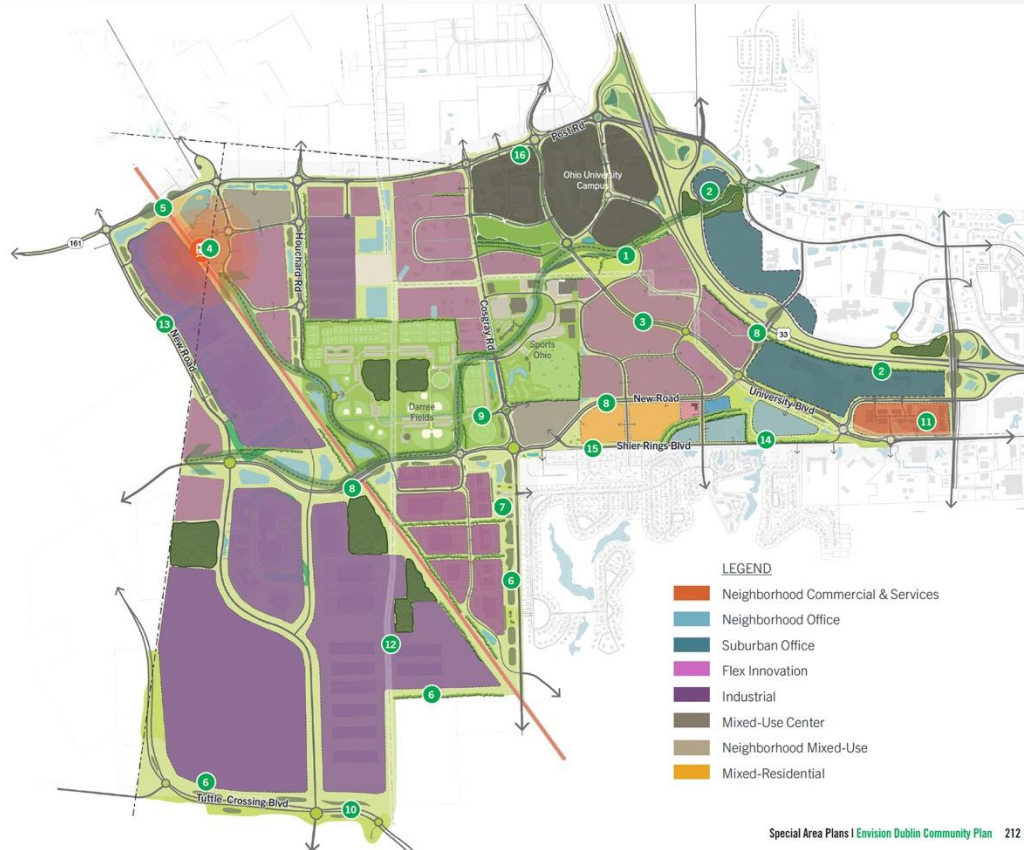- Planning Area Boundary
- River

0   0.25 0.5   1 Miles

Land Use Plan Focus

- Support existing neighborhoods
- Mixed-use designation
- Employment generating corridors
- Flex and industrial uses to West
- Residential areas focus in Southwest
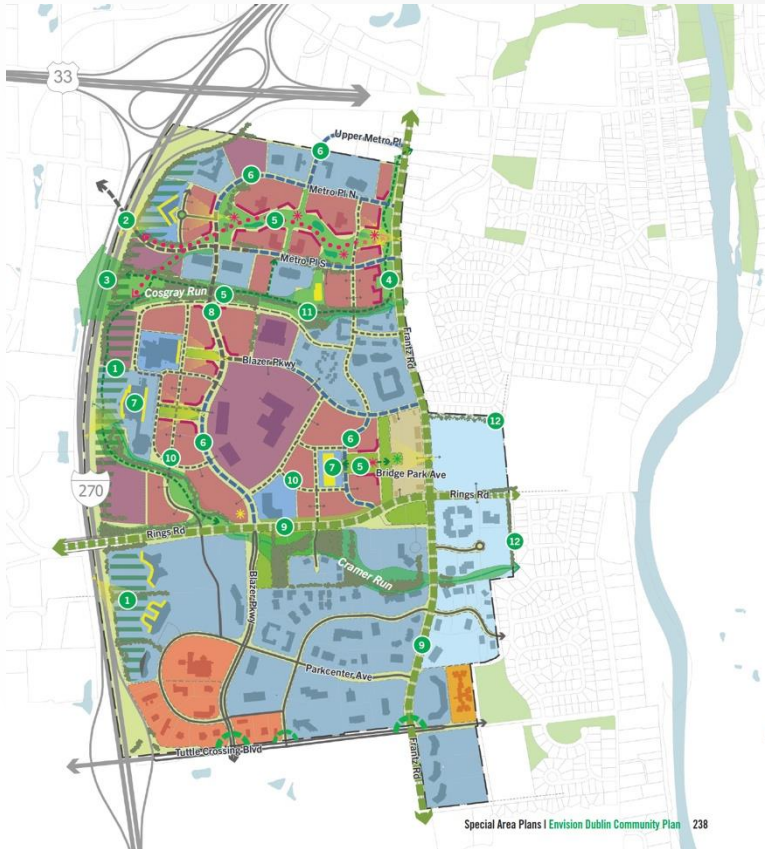- Regional growth and collaboration

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West Innovation District

Area Plan Overview

- Modifies area plan boundaries
- Economic Development Strategy alignment
- Future rail site
- Mixed-use center adjacent to Ohio University's Dublin Campus
- Flex, innovative uses to promote additional employment opportunities
- Transition of uses between Ohio University/U.S. 33 corridor down to Shier Rings and Ballantrae
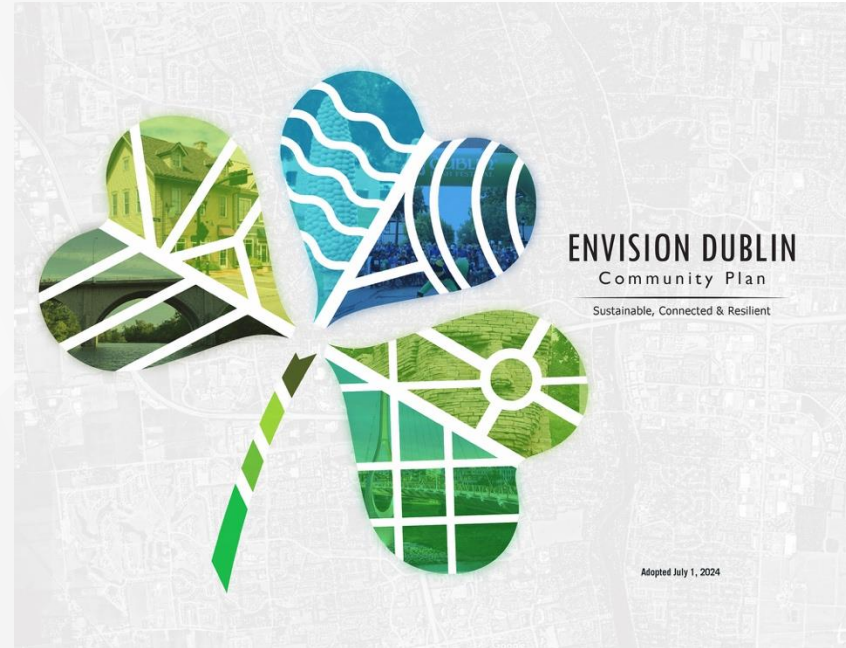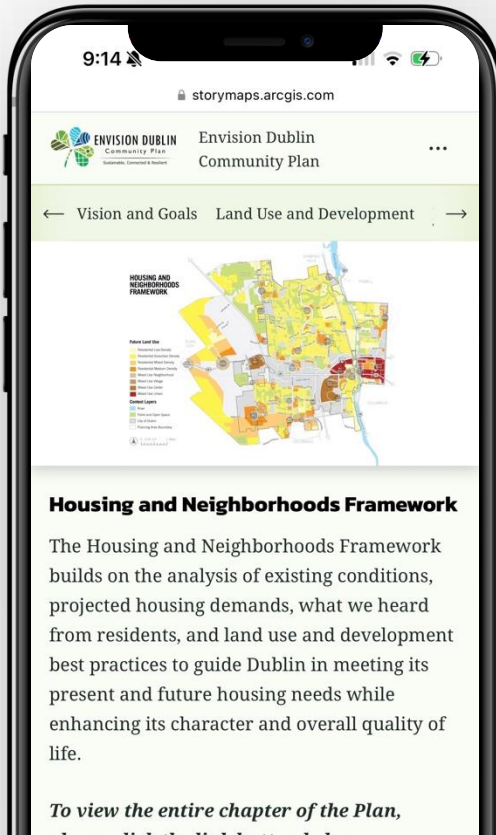
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Dublin Corporate Area

Special Area Plans | Envision Dublin Community Plan   238

Area Plan Overview
- Economic development strategy alignment
- Employment focused development along I-270
- Metro Center implementation plan
- Transitions between existing and future development
- Future mobility and transportation connections
- Mix of use with ground-floor activation

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EnvisionDublin.org

Christopher Will
Senior Planner

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City Council Goal

🏢

Realize the Metro Center Revitalization Vision

Reposition the Metro Center legacy office park by implementing the vision, goals, and land use recommendations outlined in the Dublin Corporate Area Plan within the Envision Dublin Community Plan. Develop a design and implementation framework that creates a distinctive identity, encourages dynamic reinvestment, provides a vibrant mix of uses in a walkable environment, and promotes sustainable design principles. Identify opportunities for public and private partnerships for catalytic projects that transform the Metro Center area.

Where we are in the Process

We Are Here

<< 2023 | 2024 >>

Project Alignment & Background
November & December — (S)

Establish a shared team understanding and alignment of project purpose, objectives, and deliverables. Initiate the due diligence process to gather background data and information.

Opportunity Analysis
December & January — (C) (P)

Identify and frame aspirations, opportunities, and constraints through discussion, research, and analysis. Establish three distinct scenario frameworks to further explore and set the course for future steps within the project.

Explore Scenarios
February to May — (S) (C)

Explore the three scenario frameworks, identifying the opportunities and implementation obstacles of each scenario. Compare and evaluate the scenarios, build consensus on a preferred scenario and approach.

Development & Implementation Plan
(S) (C) (C) (P)

Urban Design Framework Plan

Refine an urban design framework to illustrate preferred development patterns, including: land use, street connections, mobility, open space, parking, activity nodes, and other key design considerations, providing a framework to guide future development in the Metro Center district.

Advance Transportation Studies

Advance the study and design of key transportation elements following the selection of the preferred framework scenario, including: an I-270 crossing, Metro-Blazer connection, and new signature trail.

Catalytic Project & Implementation Plan

Develop an implementation plan for Metro Center and advance the design of a catalyst project. Pull it all together to create a visually compelling story to share with the community.

Key Engagement
(S) Stakeholder Meeting
(C) City Council Meeting
(P) Public Open House

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Metro Center Today

Historic Dublin

Scioto River

OCLC

W. Bridge St

33

Metro Center

Frantz Rd

The Corners

Blazer Pkwy

Cosgray Run

270

A VISION FOR THE FUTURE

Metro Center Today

Elements for Revitalization

Support existing office tenants with complementary uses, amenities, and services

Embrace walkability and transportation options that link the district to the citywide network

Foster a sense of place and identity unique to Metro Center

Consolidate underutilized surface parking to create new opportunities for a mix of uses

Provide a variety of new housing types for workers and residents

Establish a unique natural open space amenity and connect the district with greenspace

New Identity

Market Study Recommendations

- Lead with high-quality eating and drinking, experiential retail and entertainment

- Create a sense of place and unique identity

- Establish a neighborhood with a residential mix, including multi-family rentals and follow with for-sale properties

- Explore creative office typologies

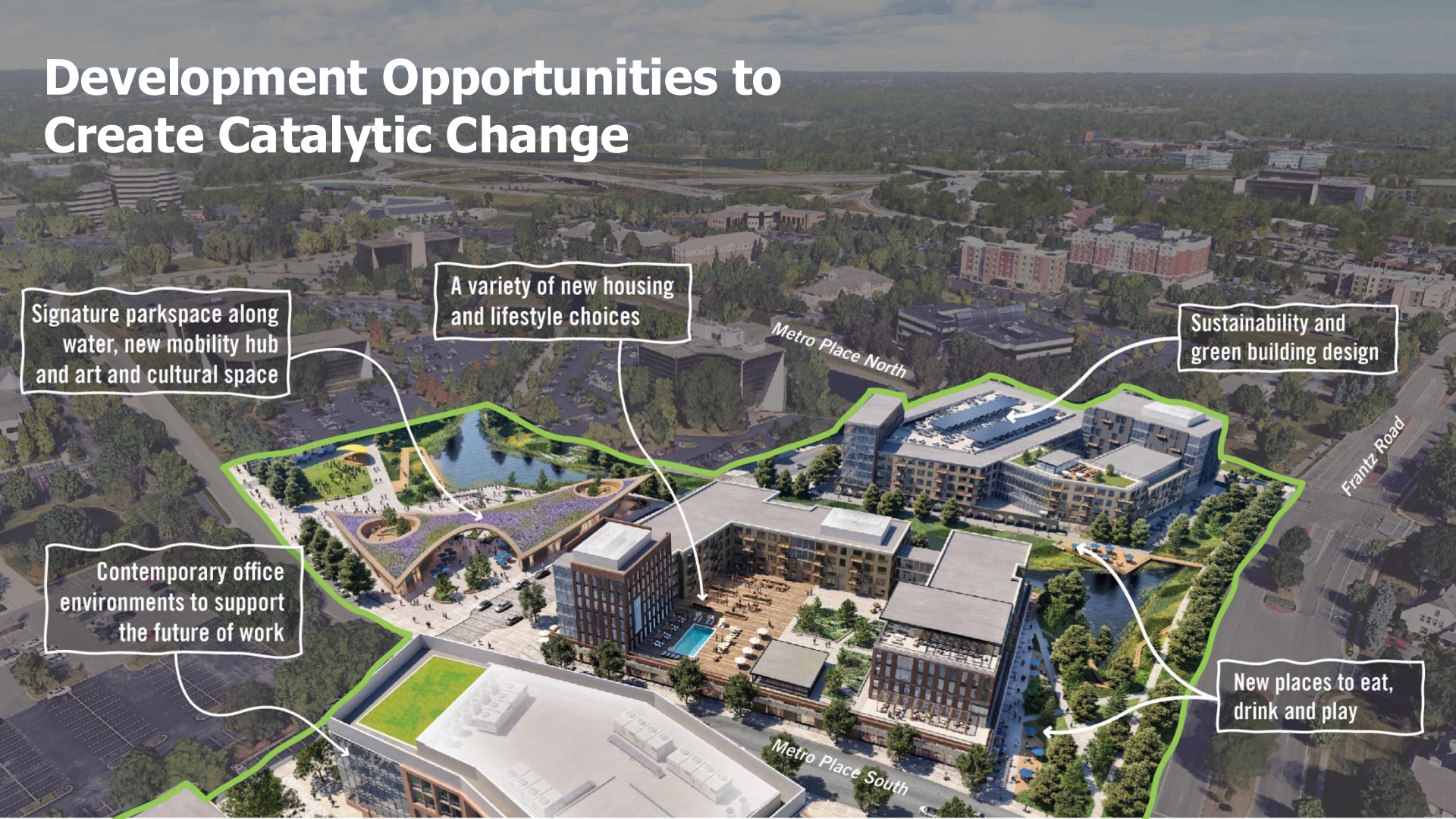# Development Opportunities to Create Catalytic Change

Signature parkspace along water, new mobility hub and art and cultural space

A variety of new housing and lifestyle choices

Sustainability and green building design

Metro Place North

Contemporary office environments to support the future of work

New places to eat, drink and play

Metro Place South

Frantz Road

Next Steps to Implement the Plan

- Assemble properties starting along Frantz Road for redevelopment

- Further explore public infrastructure improvements

- Identify and build partnerships

- Create a development proposal

- Continue to communicate with stakeholders and neighbors at each step of the process
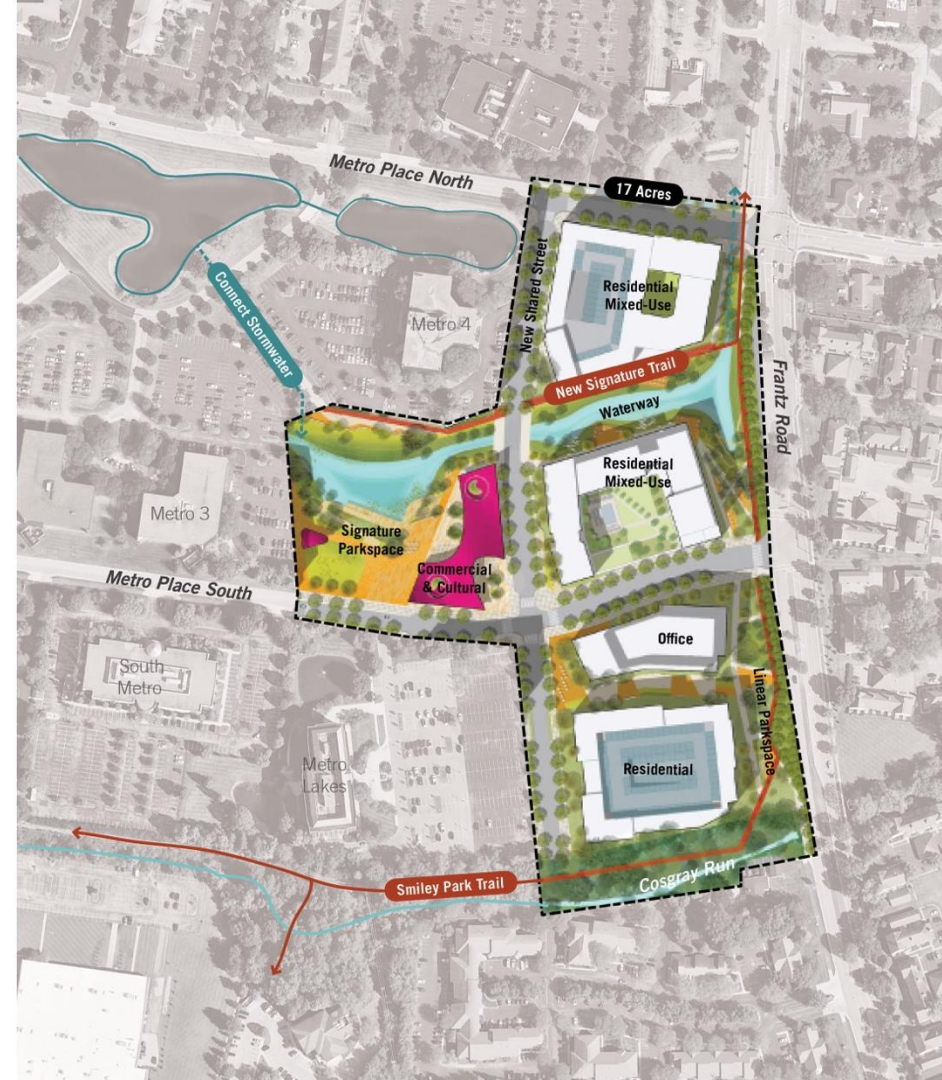
Jeremiah Gracia
Director of Economic Development

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Dublin Strategies for Success

|	
Create	Create distinctive mixed-use development nodes to meet 21st century industrial demand for vibrant physical space while maintaining Dublin's high quality of place standards
Make	Make Dublin's development processes more transparent and predictable, thereby reducing uncertainty
Nurture	Nurture growth of targeted industry clusters through proactive attraction and BR&E activities
Foster	Foster sustainable partnerships to catalyze value-added collaborations

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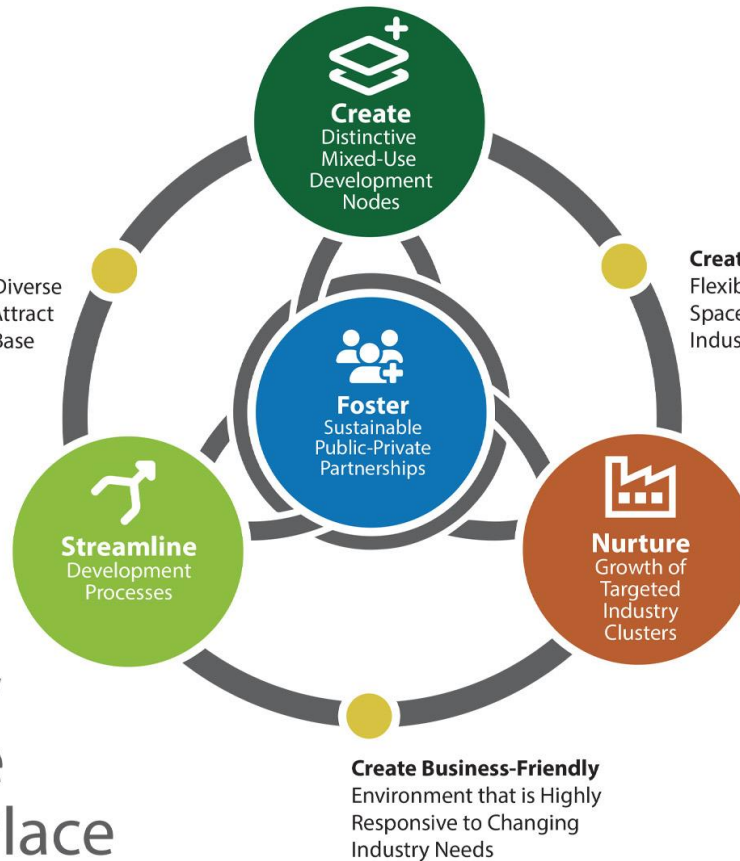
Our Existing Industries
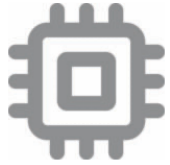
Information Technology

Medical Biosciences & Healthcare

Corporate HQs & Managing Offices

Business Services

Automotive & Logistics

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Sarnova Energy New HQ Expansion

5000 Bradenton Ave.

- 50,000 square feet
- 200 jobs retained and/or created
- Target completion 2025

"Dublin has done an incredible job of balancing residential space, business space and public space in a way that draws us all together. I've lived in so many places over the years, and nothing compares to this part of the world."

Jim Gannon, senior vice president, Human Resources

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Cenovus Energy New HQ & Expansion

4455 Bridge Park Ave.

- 50,000 square feet
- 225 jobs retained and/or created
- Target completion 2027

"We're pleased to be moving to the Bridge Park area. Bridge Park is in a vibrant area of Dublin with access to great amenities for our staff. Moving our offices is exciting for us while also creating an improved office experience for our employees."

Eric Zimpfer, senior vice president

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Fallback Studios New HQ

7007 Discovery Blvd.
- 250,000 square feet
- 49 jobs retained and/or created
- Hollywood-caliber film production and sound stages with state-of-the-art LED volume wall

"**We are incredibly exited to bring Fallback Studios to Dublin. Our facilities will be unlike anything else in the area and aligns well with Dublin's internationally known brand**"
Kevin Kale, CEO

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Your Call to Action

1. **Engage** and make Dublin the most Sustainable, Connected & Resilient Global City of Choice

2. **Create** proposals for West Innovation District and Metro Center Implementation Plan development opportunities

3. **Collaborate** on the implementation of our Economic Development Strategic Plan

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Thank you