

Project Description

Innovation

In order to consider new and improved ways to ensure long-term sustainability and quality of life, educational experience was essential to Dublin's planning efforts. As a suburban, single-family community, the ability to hear from others and to witness failures and successes first-hand was vital for achieving significant policy change. Visits to communities in both the Columbus and Cleveland areas provided opportunities to see examples of alternative housing types, small-scale mixed use and the successful integration of residential and commercial uses in town center development. A speaker series also afforded the opportunity to learn from others around the country about important planning issues such as balancing traffic with land uses, historic district revitalization and mixed use development. A field trip to Franklin, Tennessee, allowed the City Council and Planning Commission members to meet with public officials and developers outside the local development market to discuss "walkable" prototypes and to evaluate the successes and challenges that have accompanied good planning in other communities. These efforts promoted valuable dialogue within the community and provided the knowledge necessary to make significant, community-wide policy change for the long-term benefit of Dublin's residents.

Transferable

Dublin's planning process also provides an important look at the value of blending technical analysis with the artful incorporation of aesthetics. While many cities consider the appropriate arrangement of land uses, few analyze the impact of specific land uses against traffic generation and impact to the transportation network. More importantly, Dublin not only uses these evaluative tools to determine future capital projects, but also incorporates fiscal modeling as an additional technique to ensure that municipal services can adequately support expected future growth. While these technical efforts can provide a solid two-dimensional plan for the City, the incorporation of various Area Plans (see Chapter 3) provides a focus on the quality and experience of place. Through public input and an iterative modeling and design process, the Dublin Community Plan includes a tested plan that clearly outlines the future development character for changing areas of the city and establishes community expectations for property owners and developers.



The Plan surpasses the typical appearance of planning documents through high-quality graphic design. It has become a marketing and economic development tool that emphasizes the City's expectations for quality.

Quality

Planning is a very important municipal function to the citizens of Dublin, and the expectations for quality are very high. The 2007 Dublin Community Plan was specifically designed to surpass the normal appearance of planning documents through the use of attractive graphic design, emphasis on supplemental photos and integrated mapping that compliments the character of the document. Versatility was also emphasized through the use of numerous formats intended to meet needs identified through user surveys. In addition to the city website, where the Plan is frequently accessed, there is ongoing work to complete a summary document of key planning principles, as well as a new website focused solely on the Plan. Those efforts will complete a full complement of options to access the Plan's information. More importantly, the Community Plan transcends most other comprehensive plans by providing defined, three-dimensional character studies that identify and explain policy language, and show the quality and character expectations of the community. As a comprehensive graphic package, the 2007 Dublin Community Plan is used as a marketing piece and economic development tool for the City that emphasizes a clear attention to growth management and quality services that ensure the long-term viability of private investment.

Comprehensive

The 2007 Dublin Community Plan provides a very comprehensive look at growth management for its residents. Through land use, transportation, fiscal and utility modeling, the Plan combines significant community input and visioning with in-depth policy discussion and technical analysis. The resulting plan in all aspects integrates valued qualities of the city with desired changes while retaining important aspects of the city's identity. The significant efforts of Dublin's residents, corporate citizens and officials all combine to ensure Dublin's continued emphasis on planned growth within the context of a changing demographic, political and economic climate.

Implementation

The Dublin Community Plan encourages significant action with over 90 objectives and 390 strategies for implementation that are specific to each chapter. *Chapter 10 – Implementation* includes some of the most far-reaching directives that are being actively pursued, including:

- Rewriting the zoning code to reflect the City's new planning policies, including mixed use districts, greater housing diversity through mixed residential districts, environmental sustainability standards, general architectural standards and enhanced, predictable review processes.
- Completing a strategic plan that will coordinate and align City initiatives and work programs with capital expenditures.
- Continuing the tradition of using the Plan to carefully evaluate all development proposals against community expectations.
- Establishment of a bike task force to consider detailed implementation of a comprehensive bikeway system as depicted in the Plan.
- Adoption of a Park and Recreation Master Plan to consider in more detail the various aspects of the City's open space and recreational system.

Relevance

Significant events fostered a clear need to evaluate Dublin's previous planning efforts. Located along a major Central Ohio growth corridor at I-270 and U.S. 33, the city had experienced explosive growth and was entering a new phase of its life cycle. As an outer-ring suburb, the impacts of development in surrounding jurisdictions and a realization that municipal build-out was nearing significantly altered the planning focus. For the first time,

redevelopment of ailing commercial areas and a need to consider infill development were important discussion points. Based upon changing demographics (see Chapter 8), the Plan also identified that the city is aging in place. With growing economic competition from nearby suburbs, the 2007 Dublin Community Plan acknowledges an aging population while recognizing that long-term sustainability requires greater balance. Significantly different planning solutions were emphasized through the planning process that include: increased housing options for young and old, increased density for walkability, mixed use areas for convenience and alternative living, a shift of focus on design character at the streetscape level, and improved transportation options through regional dialogue and inter-jurisdictional cooperation.

Interactive

As part of a community with residents highly engaged in planning and detailed zoning issues, the Community Plan process (1) emphasized *participation as a personal choice* and (2) focus on *building solutions* between the general public and both elected and appointed officials. Through the creation of a citizen participation committee, a full media plan was developed to encourage the broadest public awareness and interaction possible. Methods included personal mailers, media notices, public access programming, phone hotlines and personal networking. In addition to an intense two-year period of public input for all aspects of the plan, the Dublin Community Plan was developed through over 20 major public meetings jointly held between City Council and the Planning Commission to evaluate detailed planning issues and policy decisions. These significant efforts were highlighted mid-way through the planning process by the adoption of 10 Land Use Principles that signified clear policy change toward more sustainable solutions for land use and transportation.



Education and collaboration were used to derive a plan that shifts Dublin's emphasis from suburban growth to long-term sustainability and quality of place.

