



Suburban smart growth
...in the age of Walk Score

DUBLIN, OHIO New Partners 2012 DAVID DIXON FAIA GOODY CLANCY

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Agenda

- **Overview**
- **Planning for smart growth**
- **Creating an urban design framework for smart growth**
- **Paying smart growth**
- **Achieving smart growth**



OVERVIEW: an affluent suburb replaces a sprawl with a smart growth model

The Columbus
Dispatch
dispatch.com

Dublin emphasizing a sustainable future

THE COLUMBUS DISPATCH—FEB 25, 2010

“With the help of a consulting firm, City Manager is looking for ways to transform Dublin into a more walkable community.”

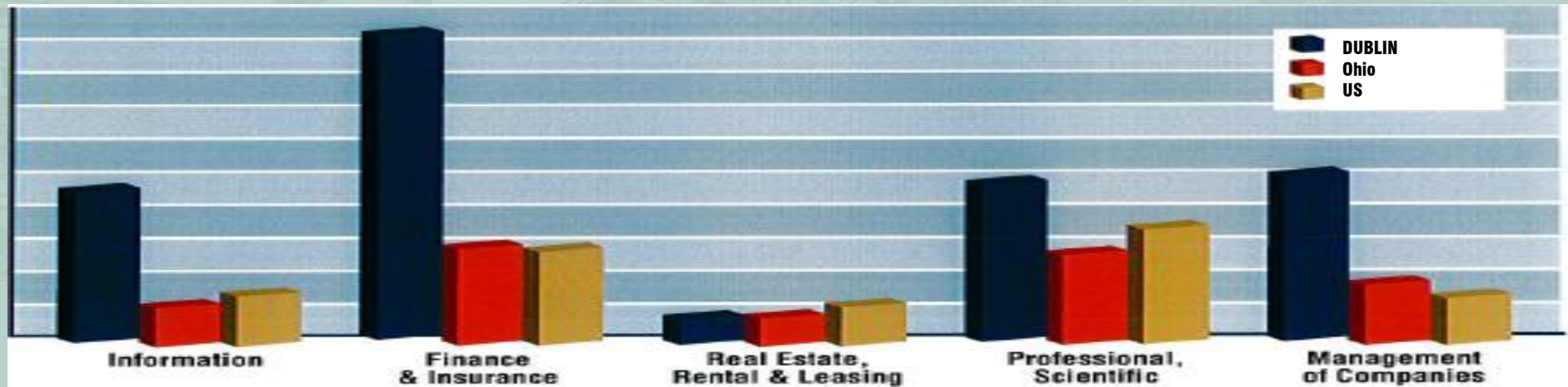


The first question for Ohio's most successful suburb was: Why change?



Existing conditions: 50,000 employees—in high value, growing industries; 40,000 residents; \$100,000 median household income

Dublin's economy is focused on high value, growing industries ...all of which depend on educated, creative workers

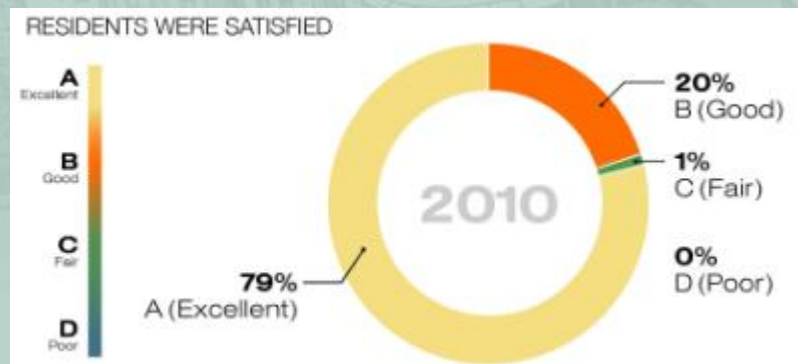


98% of residents rated Dublin a great place...and so did the national press...



- **Top Seven Intelligent Community, 2010**
- **Fox Business News:
Top Small City to Start a Business**
- **Forbes.com:
One of best 25 places to move in 2009**
- **BusinessWeek:
Top Small City in Ohio to Start a Business**
- **Columbus Monthly:
Best Suburban Community**

Resident satisfaction...



PLANNING FOR SMART GROWTH

- **Why worry?**
- **Making the case for a conversation**
- **Market forces**
- **Where can smart growth grow?**

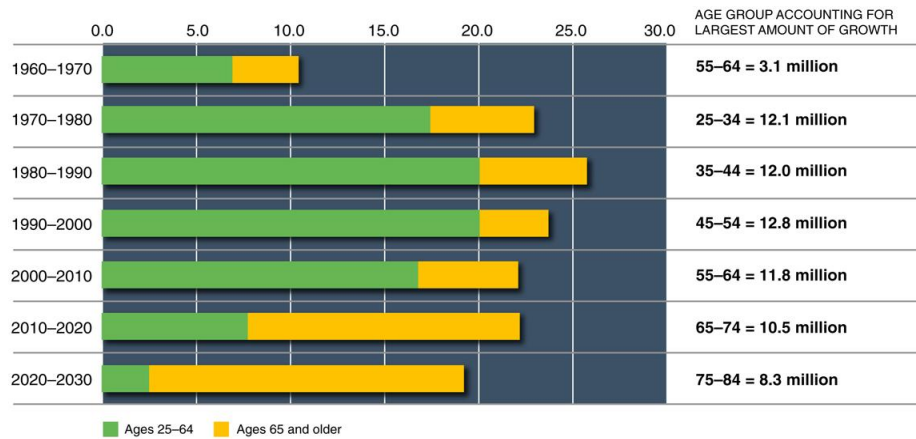


By the late 2000s demographic changes began to worry Dublin's leaders

A rapidly aging population reduced long-term demand for single family houses

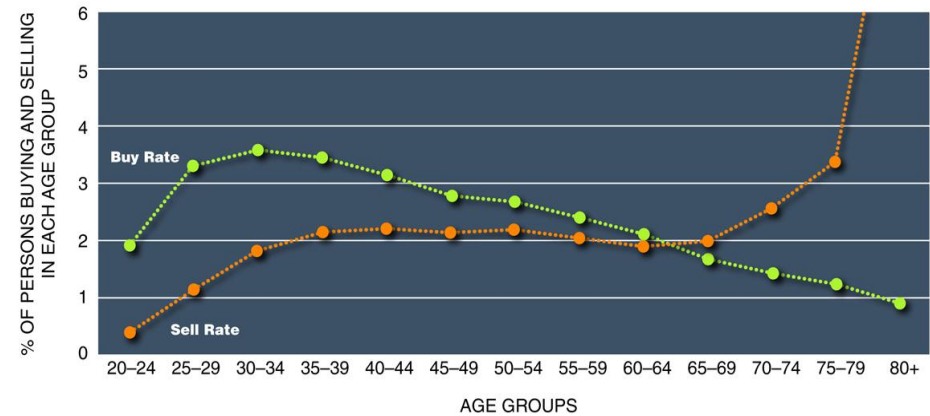
GROWTH IN UNITED STATES POPULATION 25 AND OVER FOR EACH DECADE FROM 1960 TO 2030 (IN MILLIONS)

SOURCE: U.S. CENSUS BUREAU, 2003B, TABLES 12 AND HS-3.



AVERAGE ANNUAL PERCENT OF PERSONS BUYING AND SELLING HOMES IN EACH AGE GROUP, FOR THE UNITED STATES, 1995 TO 2000

NOTE: ON AVERAGE, 8.8% OF PERSONS 80 AND OLDER SOLD HOMES EACH YEAR.



The community began a dialog about personal...and shared...costs of sprawl

Economic development costs

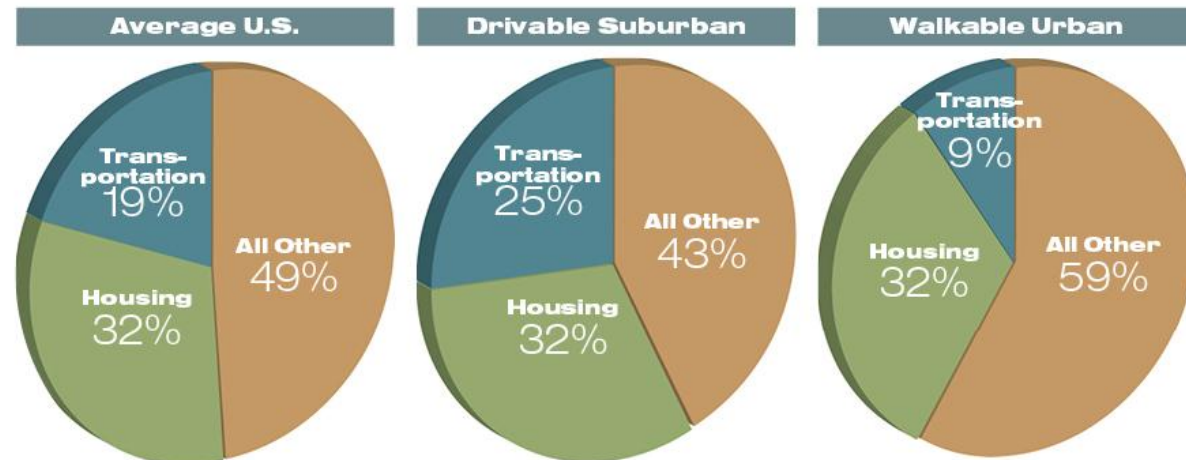
HR directors reported increasing challenges the Dublin's suburban character presented in attracting the roughly 5,000 educated, creative employees that Dublin's employers needed to hire every year



Health and environmental costs

	WALKABLE TRANSIT-SERVED	TRADITIONAL SUBURBAN	EXURBAN
			
Auto travel per year per household (miles)	5,000-10,000	10,000-15,000	20,000-25,000
Chronic conditions per 100 people	100-120	120-140	150-200
Relative carbon footprint per SF of development (all uses)	40-50	70-80	100

Transportation costs costs



Savings from 16% reduction in transportation costs can be applied to housing.

The Brookings Institution Metropolitan Policy Program

A national speakers' series described the tangible benefits of smart growth



Laurie Volk noted that roughly 60% of all metropolitan area households now consisted of singles and couples, causing rapid growth for more “urban” housing models

Chris Leinberger talked about a reversal in which real estate markets placed a premium on mixed-use, walkable developments

Mixed-use walkable : +30-50%

Single-use auto-oriented



Carol Coletta, head of CEOs for Cities, reported that the “young creatives” sought by employers were increasingly bypassing suburbs

CEOs for Cities:
“Creative workers”
are more than 50%
more likely than their
peers to seek urban
environment.



Market forces were rapidly shifting away toward a more urban model



**Real estate markets
1960-2005: sprawl
had attracted
roughly 50 million SF
of housing and
commercial
development**

Changing demographics generated new preferences)...for living

- **1990...**

- **Golf courses**
- **Large backyards**
- **Homogeneity**
- **Escape from work**
- **Convenient auto access**



- **2011...**

- **Main Streets**
- **Transit**
- **Diversity**
- **Live near work**
- **Personal responsibility for sustainability**



...and working

- **1990...**
 - **Office parks**
 - **Convenient auto access**
 - **...and parking**
 - **Escape to home**
 - **Prestige address**



- **2011...**
 - **Main Streets**
 - **Transit**
 - **Live near work**
 - **Walkable environment**
 - **Fun**



Market studies showed substantial smart growth demand

Anticipated development	<ul style="list-style-type: none">• Over 20 years—7–11 million SF• Over 40 years—15–25 million SF• Residential—roughly 60%
Share of community's growth	<ul style="list-style-type: none">• Residential—5–60%• Office, retail—50–55%
Net densities	<ul style="list-style-type: none">• Residential—30–50 units/acre• Office—FAR 1.5–2.5
Predominant building heights	<ul style="list-style-type: none">• 3–5 floors



A focus for smart growth: the 1,000 acre Bridge Street Corridor



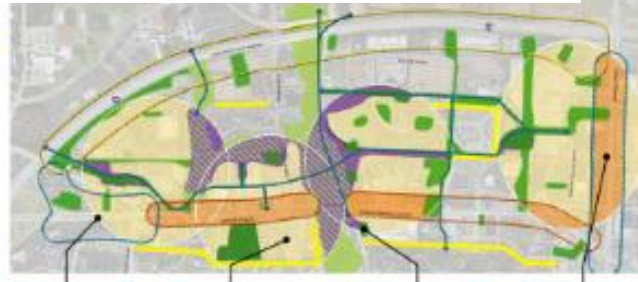
CREATING AN URBAN DESIGN FRAMEWORK FOR SMART GROWTH

Large sites with significant potential



¼-mile radius areas with opportunity for new or enhanced walkable street pattern

Mixed-use nodes scaled for walkability



Five minute walking radii

More intensive redevelopment

Natural features transformed into nature parks

Main Street environments

A hierarchy of walkable streets, rubber tire transit



Vision principles

ILLUSTRATIVE VISION FRAMEWORK

1. Enhance **economic vitality**.
2. Integrate a **new center** into the community's life.
3. Embrace and celebrate the **natural setting and sustainability**.
4. **Expand choices** available to the entire community.
5. Create places that **promote community**.



An office campus becomes a mixed-use district



A road and creek become a neighborhood park



An inaccessible river becomes Dublin's Central Park

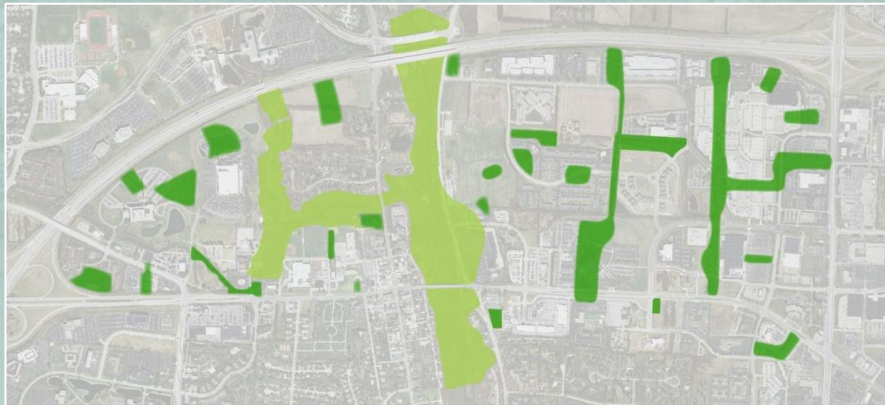


A failed strip center becomes a vital center of community life



Sustainability

- **A smart growth district offers very significant opportunities in contrast with sprawl “one off” development:**
 - **A comprehensive approach to storm water**
 - **Shared “eco district” solutions to energy, grey water**
 - **Funding mechanisms to replace older infrastructure**
 - **...and create a new generation of “green” streetscape, etc.**



Paying for smart growth

- **Compact development value will carry a roughly 30 premium.**
- **Community-funded roadway and other infrastructure will cost roughly 50% less than sprawl-based infrastructure (including three additional interchanges)**
- **Higher fiscal value, lower public investment enables public/private partnership to fund “smart growth infrastructure (street grid, squares, parks, etc.)**
- **Shared funding through TIFs, shared funding agreements, BID (SID under Ohio law)**

Public/private partnership strategy



Publicly-funded rubber tire transit capital investment (stations, ROW), development funds operations through a transit management association

Shared parking serving adjacent housing, retail, and parking—shared public (TIF)/private funding

Developers contribute to parks and public realm fund

City funds green infrastructure, reimbursed by TIF and/or developer payments over time

City provides incentives to encourage early redevelopment of strip retail and other greyfield sites

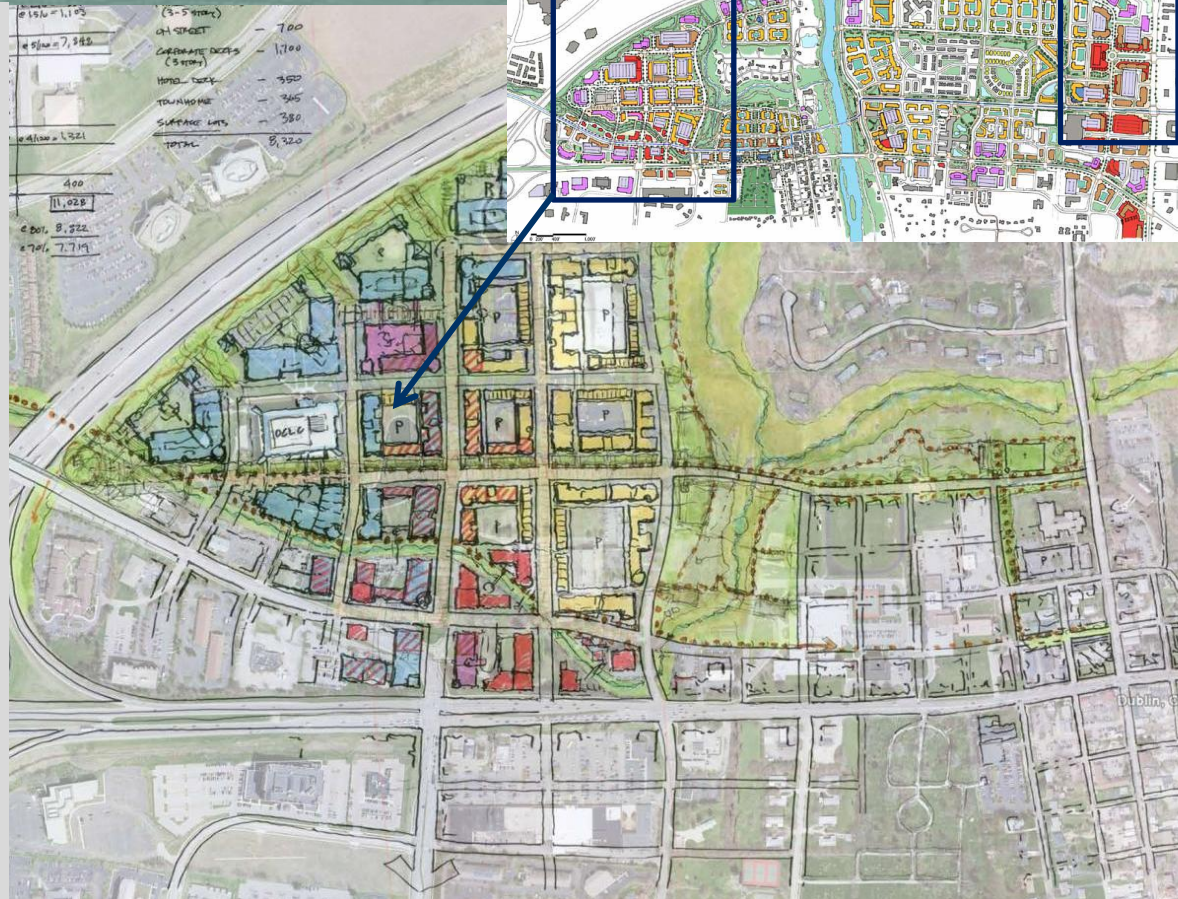
Addressing tough issues

- **Economic diversity**
 - **Economic development issue—employers strongest advocates**
 - **Lower income households, young professional, retired residents pose different issues**
 - **Dublin lacks a point in government with the authority, capacity to address affordability**
- **Restructuring approvals process**
- **Treating property owners with different goals equitably**



Achieving smart growth

- Council appointed vice city manager to oversee developing the district
- Form-based code in process of adoption
- Commitment to build new street network phased with development
- Two “bookend” projects in development totally roughly 5 million SF of mixed-used development
- Dublin has initiated land acquisition to transform the river into a “central park”



Forest City Enterprises concept plan

PARADIGM SHIFT.. from the perspective of a quintessential suburb

