

Big Darby Town Center Master Plan



Design Charrette Presentation
28 January 2010

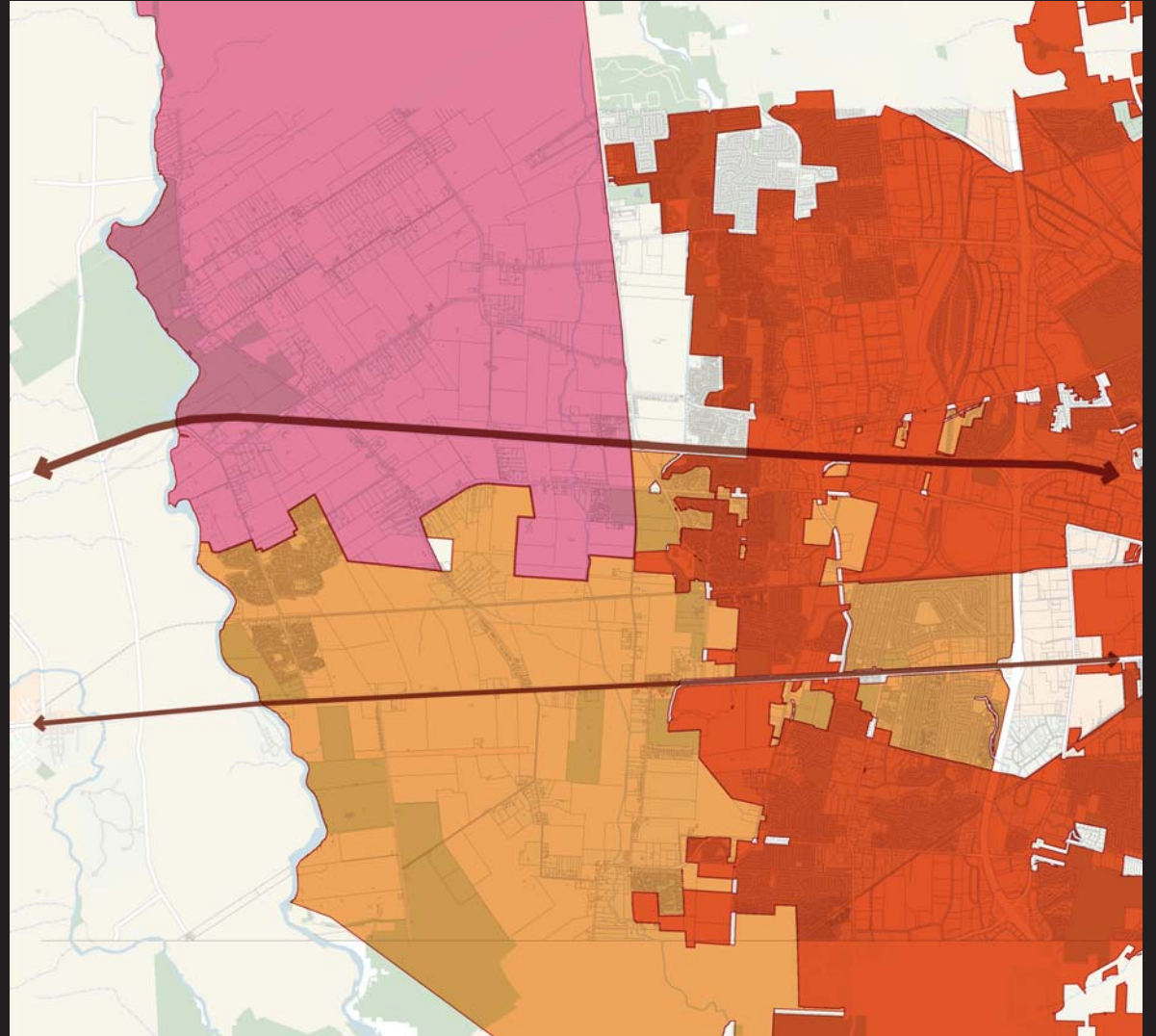
Client Team:

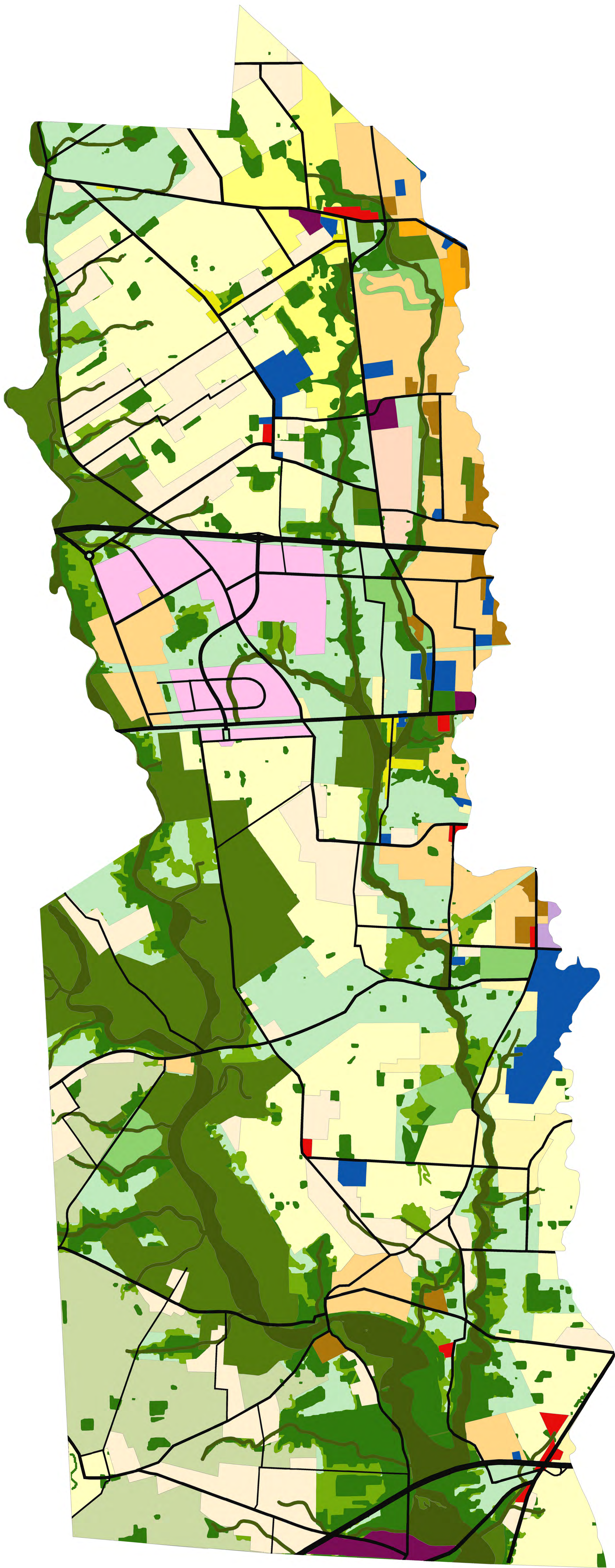
Franklin County

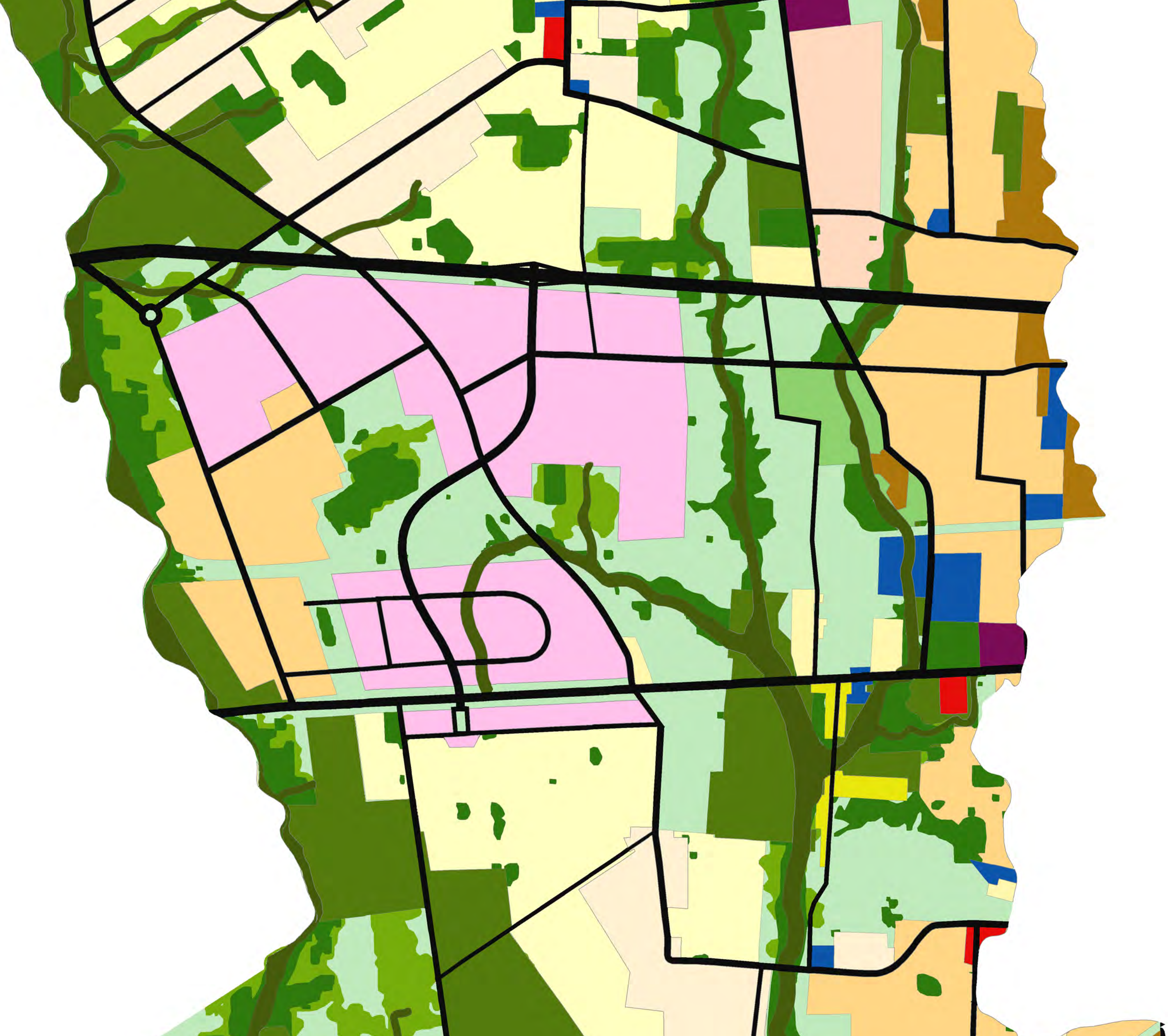
Brown Township

Prairie Township

City of Columbus







Design Team:

Urban Design Associates
Process/Urban Design

Design Workshop
Landscape Design

Applied Ecological Services
Environment/Ecology

STV, Inc.
Infrastructure/Engineering

Walter Kulash
Traffic Engineering

RCLCO
Market Study/Implementation Strategy

Bricker & Eckler
Regulatory/Funding Strategy

A three step process:

Step 1	Understanding	October-November 2009
Step 2	Testing	December 2009-January 2010
Step 3	Deciding	March/April '10

Design Charrette:

Monday	Tuesday	Wednesday	Thursday	Friday
1:00pm Team Arrives and Sets Up	9:30am Transportation Focus Group	D E S I G N	D E S I G N	8:30am Client Wrap-Up Meeting
3:00pm Client Meeting	10:00am Southwestern Schools			
5:00pm Advisory Committee Meeting	11:00am Environment Focus Group	W O R K S E S S I O N	W O R K S E S S I O N	
6:30pm Public Meeting (Technical Presentations)	1:00pm Developers & Land Owners Focus Group			
	2:30pm Utilities & Infrastructure Focus Group			
	3:00pm Hilliard Schools			
	4:00pm Public Safety Focus Group	5:30pm Client Review	6:30pm Public Meeting (Design Presentation)	

Three Questions

1. What are the best things about this area?

2. What are the worst things?

3. What is your vision for the Town Center?



Strengths

1. Quiet and scenic setting
2. Watershed and park system
3. Rural landscape
4. Proximity to Columbus, Hilliard, and Dublin
5. Western Gateway to Franklin County
6. Multi-jurisdictional agreements in place
7. Conservation Investments
8. Hilliard School District

Weaknesses

1. Lack of good retail services
2. Poor pedestrian and public transit connectivity
3. Storm water management problems
4. Crime and blight on West Broad
5. Perception of “this side of town”
6. Southwestern School District
7. Multiple land owners and jurisdictions
8. Loss of agricultural land

Visions

1. Authentic Central Ohio village
2. Green Network
3. Enhanced public transportation
4. Mix of uses (retail, offices, housing)
5. A community gathering place
6. Sustainable development
7. Keep the countryside close
8. Streets should be unique and livable
9. Nurturing and thriving place
10. Inviting and housing for all ages

Design Principles:

1. Create an authentic Central Ohio village
2. Develop an appropriate mix of uses
3. Provide full spectrum of transportation options
4. Employ storm water management actions from day one
5. Preserve and enhance biodiversity
6. Incorporate ecological educational opportunities
7. Reduce the impact on the land to protect the ecosystem
8. Identify and protect endangered species
9. Provide connections to regional job centers
10. Provide connections to regional parks and natural systems
11. Limit use of paving and impervious surfaces
12. Incorporate native landscape
13. Create a successful village core rooted in local heritage
14. Employ 'green' building standards

Market Analysis

U D A | D W | A E S | S T V | W K | R C L C O | B & E

RESIDENTIAL MARKET FUNDAMENTALS

OPPORTUNITY TO TARGET “SWEET SPOT” IN MARKET

Current Conditions

Vast majority of home sales ***under*** \$200,000

Strongest growth in small households over the age of 55

Evidence of market mis-fires

Critical Issues

Schools are an issue

Trading space for place

Rental product not feasible *today*

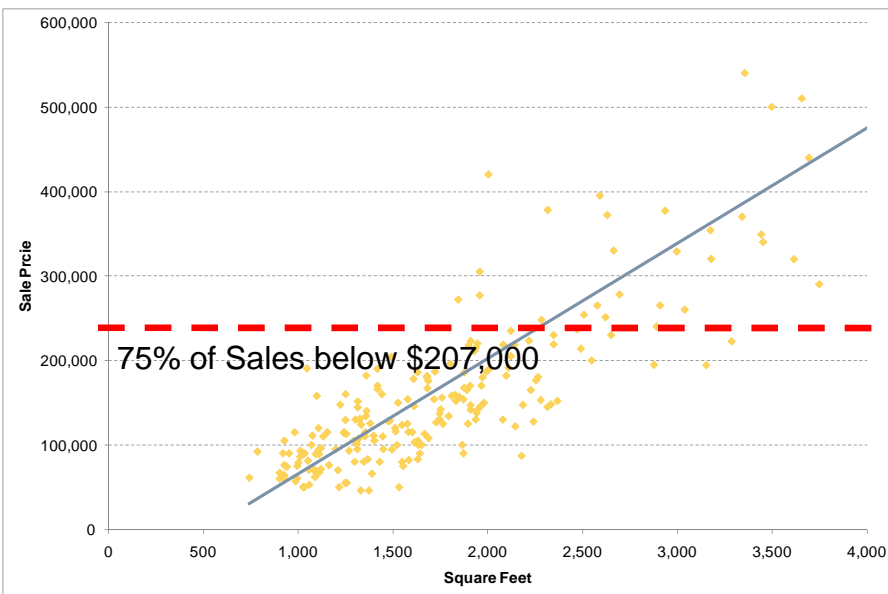
Opportunities

“Conservation lots”

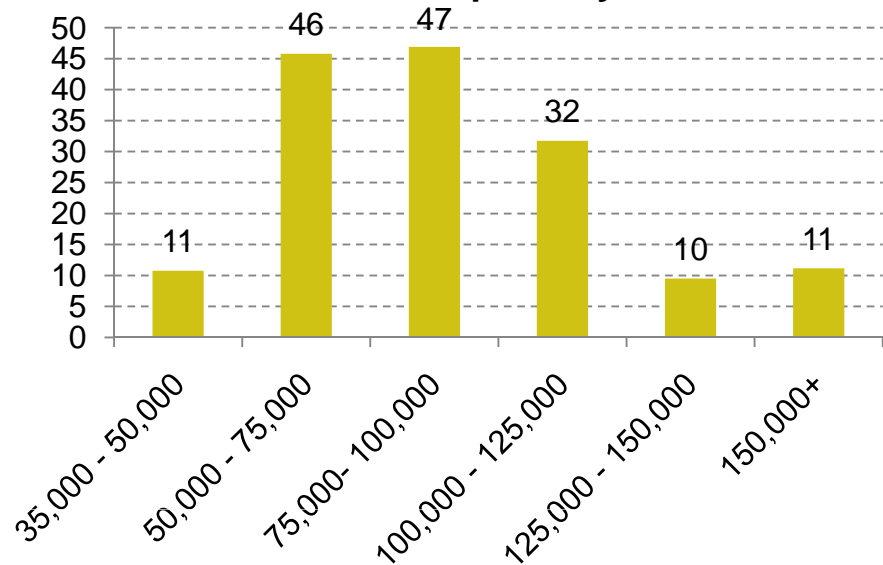
High-quality placemaking and moderate prices could capture significant demand

Potential for ~160 sales/year

New Home Sales 2008 - 2009



Annual Site Demand Capture by Income



OFFICE MARKET FUNDAMENTALS

OPPORTUNITY AT LEAST 10 YEARS OUT

Current Conditions

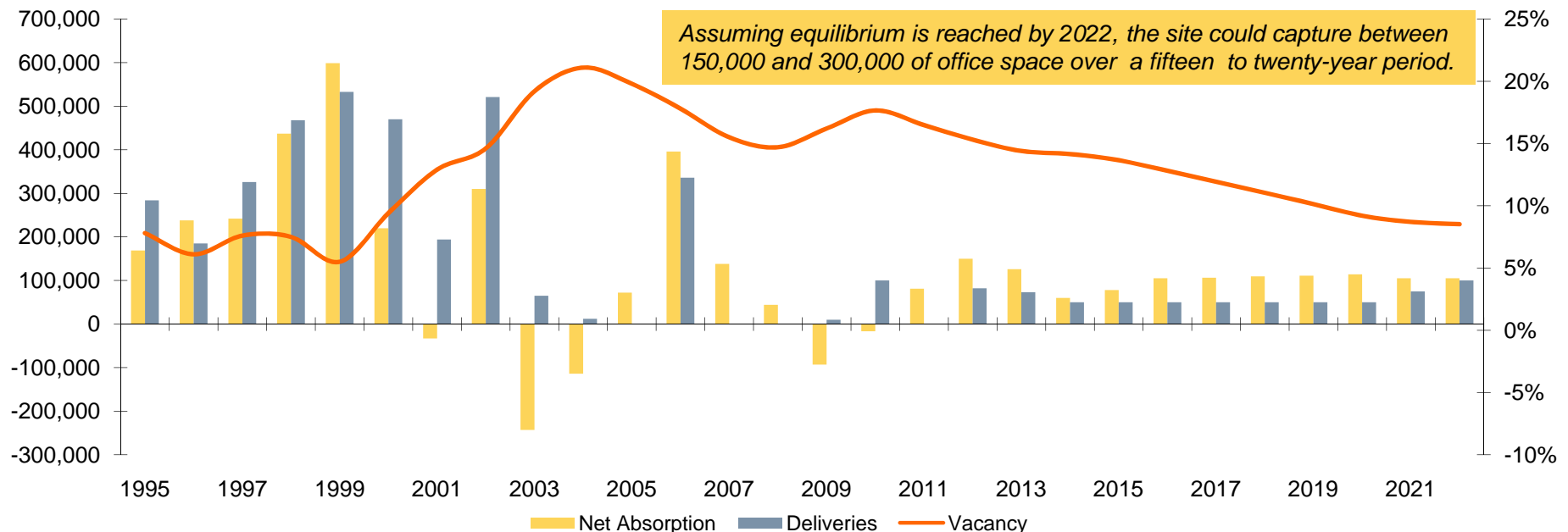
Market grossly oversupplied
Vacancy rate in Dublin/Hilliard
at 16%
Little office space in site vicinity

Outlook

Market could return to
equilibrium by 2022
Good accessibility and high
quality of “place” key to
attracting growth sector tenants

Opportunities

Catchment area when Hilliard
is at peak occupancy
Medical and local-serving office
“Lightning strike” opportunities



RETAIL MARKET FUNDAMENTALS

STRONGEST OPPORTUNITY IS LOCAL-SERVING RETAIL

Current Conditions

\$600M purchasing power within a 10-minute drive
 \$300M in sales = leakage
 20% vacancy nearby – old tenants, old placemaking

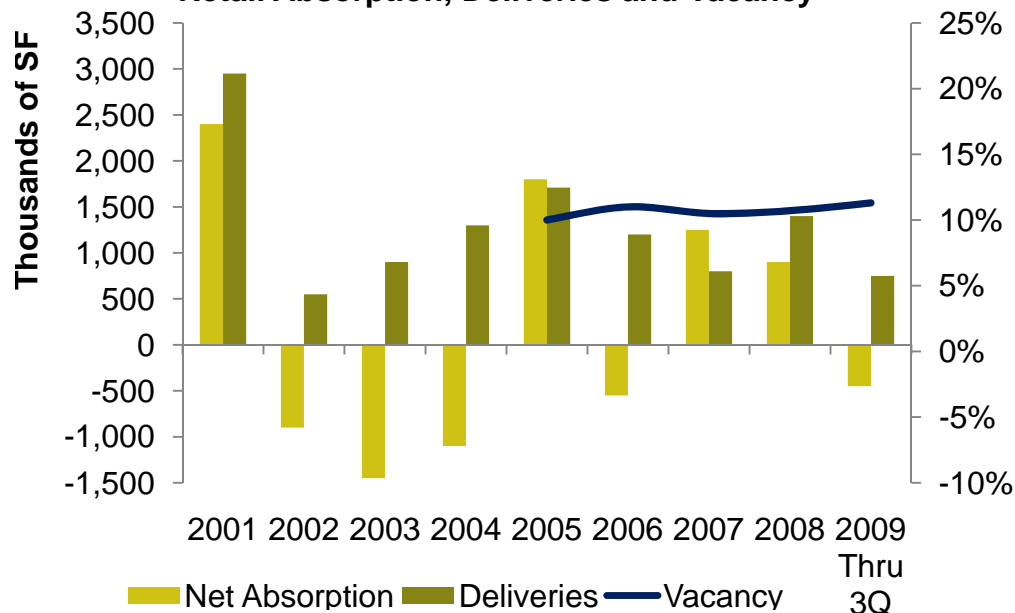
Critical Issues

Competition from planned centers and redevelopment
 Existing area retail not a compelling destination
 Visibility and access

Opportunities

Serve nearby households
 Create a walkable, high-design destination
 Alternative to strip shopping

Retail Absorption, Deliveries and Vacancy



Submarket	Total SF	Vacancy	Asking Rent/SF ¹
Northeast	15.9M	8.5%	\$13.23
Northwest	13.1M	13.0%	\$14.16
Southeast	9.5M	13.4%	\$7.38
Southwest	6.9M	20.4%	\$9.88

1: Neighborhood Retail

HOSPITALITY MARKET FUNDAMENTALS

SYNERGY WITH DARBY HOUSE

Current Conditions

Successful weddings/events market at Darby House

Built-in demand – under-served with respect to logical hotel options

Critical Issues

Boutique hotels difficult to launch; require dedicated champion (not competitor)

Underwriting of hotels challenging through 2012

Opportunities

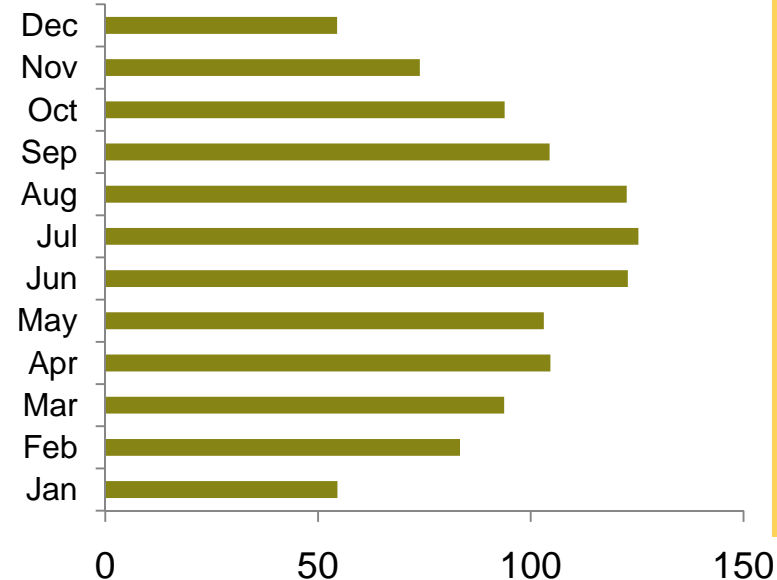
Boutique option for guests of events at Darby House

Daytime events/conferences

Build spa/resort capacity to buttress leisure traffic



Supportable Rooms at 75% Occupancy



Limited competition in the area creates opportunity for a small, high quality, ~5 treatment room spa, which could generate additional hotel demand.

SUMMARY OF DEVELOPMENT OPPORTUNITY

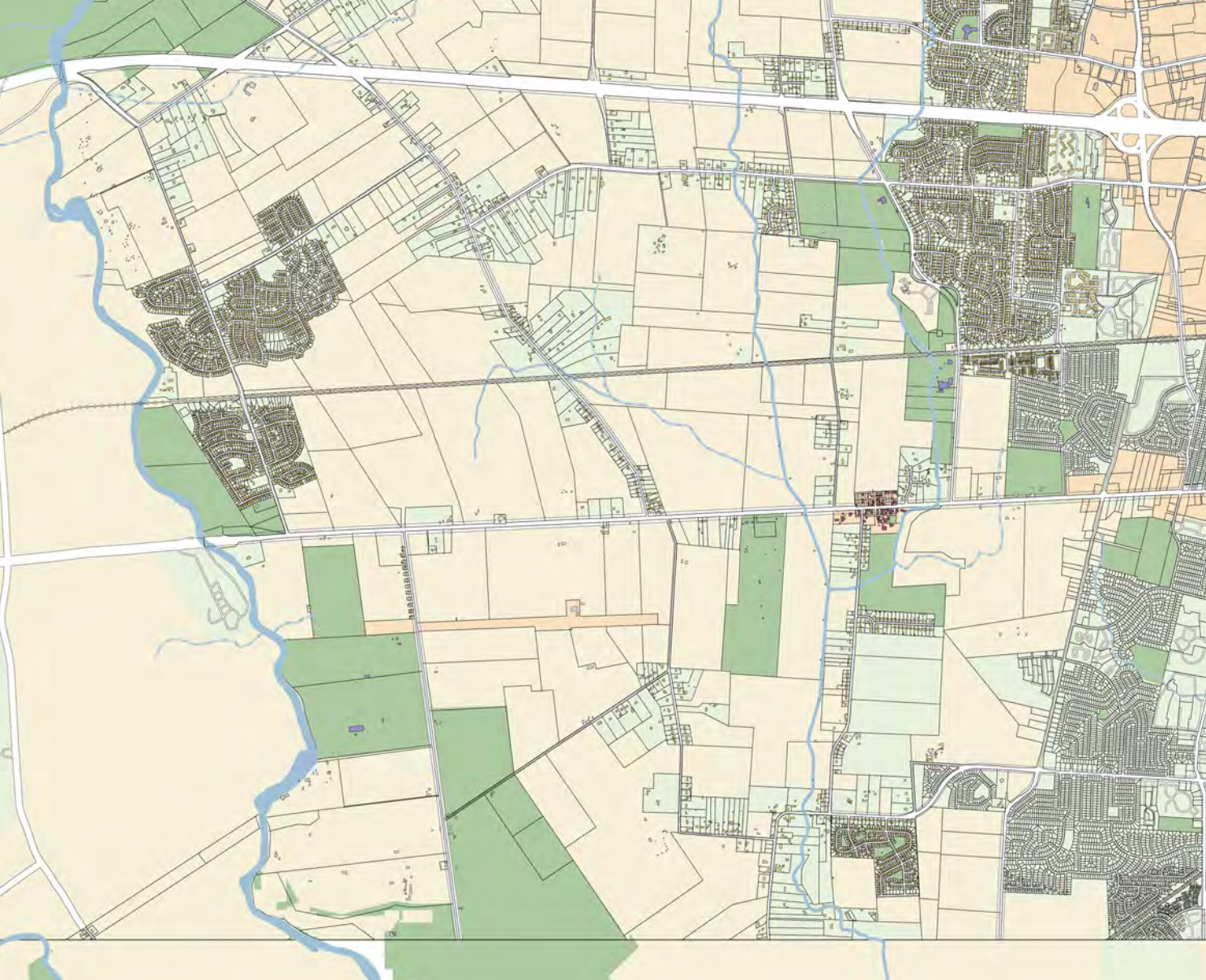
SITE REQUIRES PHASED DEVELOPMENT APPROACH

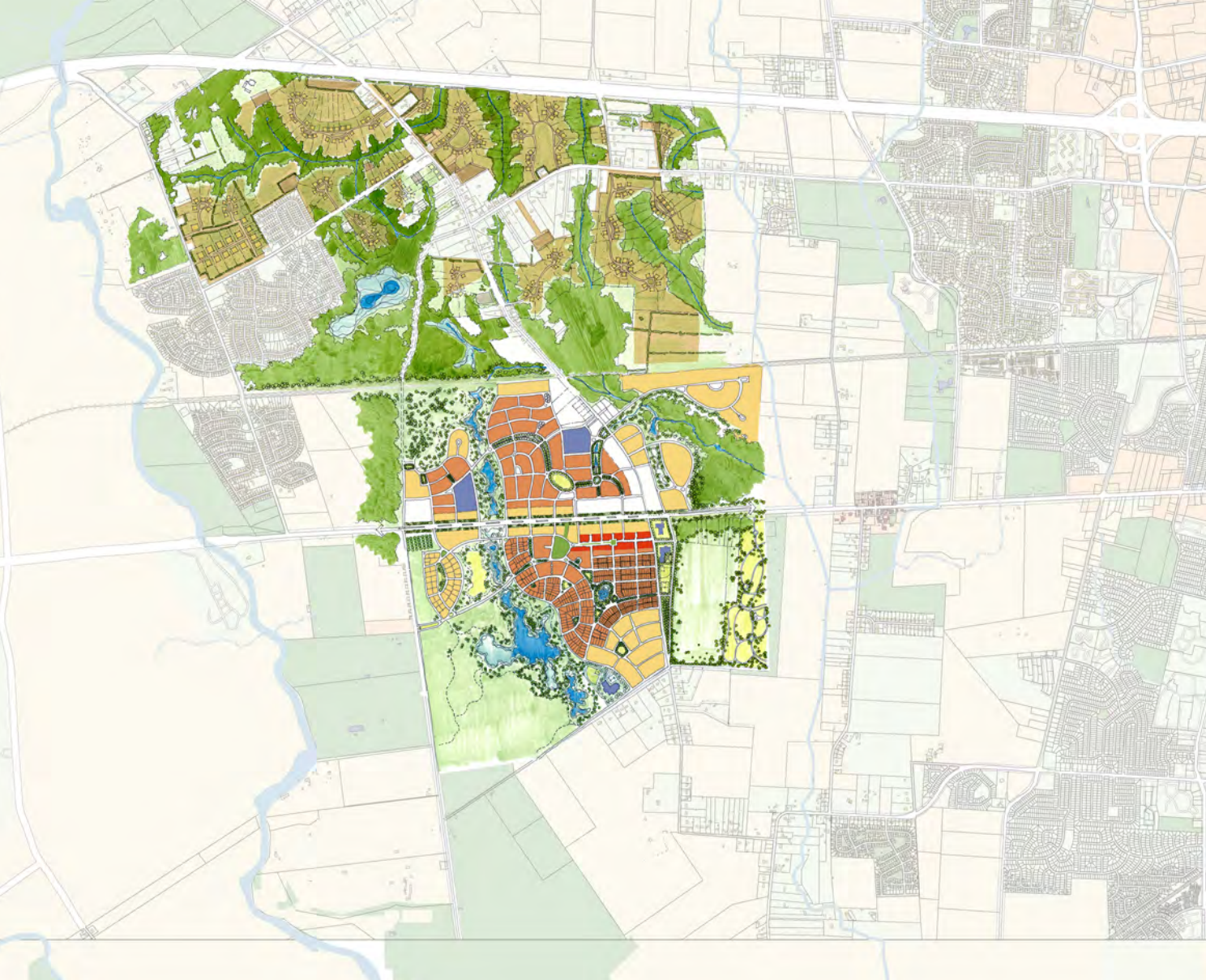
Development Type	Near Term (1 – 5 years)	Medium Term (5 – 15 years)	Long Term (15 – 30 Years)	Considerations
Conservation Lots .15 du/acre				Desire for open space a demand driver. Large lots could command a premium.
Small-Lot SFD 5 du/acre				Existing Lake Darby development proves demand for single family homes. Schools will influence prices.
Townhomes 12-14 du/acre				Low market price of single family detached homes limits need for dense product. As sense of “place” develops, demand should improve.
Multifamily For-Sale 30–50 du/acre				See above. Higher construction costs vs. townhomes limit feasibility further.
Multifamily For-Rent 30-50 du/acre				Low market price of single family homes limits demand for luxury apartments. New construction at prevailing rents not feasible.
Office 1.0-1.5 FAR				Market currently oversupplied. Some potential for a “lightning strike” in later years. Competition for tenants will be intense.
Retail .3 - .8 FAR				Site area underserved but stiff competition from new regional centers. Local- serving retail best option.
.Hotel 15 Keys/Acre				Limited competitive supply may offer opportunity for boutique hotel.

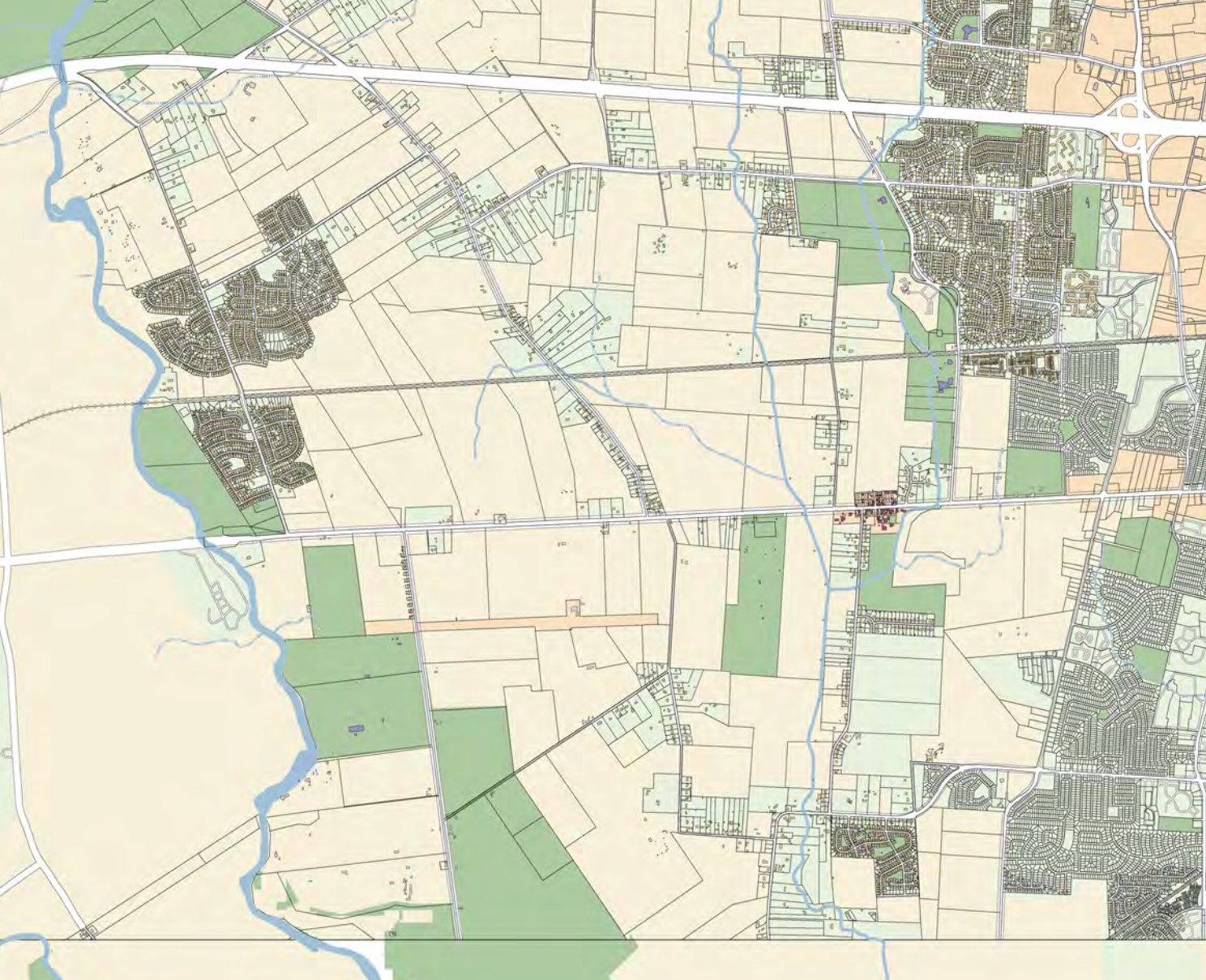
Big Darby Town Center Program

For Sale Residential	3,480 du.	1,701 ac.
Conservation Lots	145	1,243
Village Single-Family	1,020	291
Townhouse	1,835	143
Condo	480	24
Multi-family, For Rent	150 du.	7 ac.
Retail	300,000 sf.	10 ac.
Office	360,000 sf.	16 ac.
Hotel	100 rms.	8 ac.

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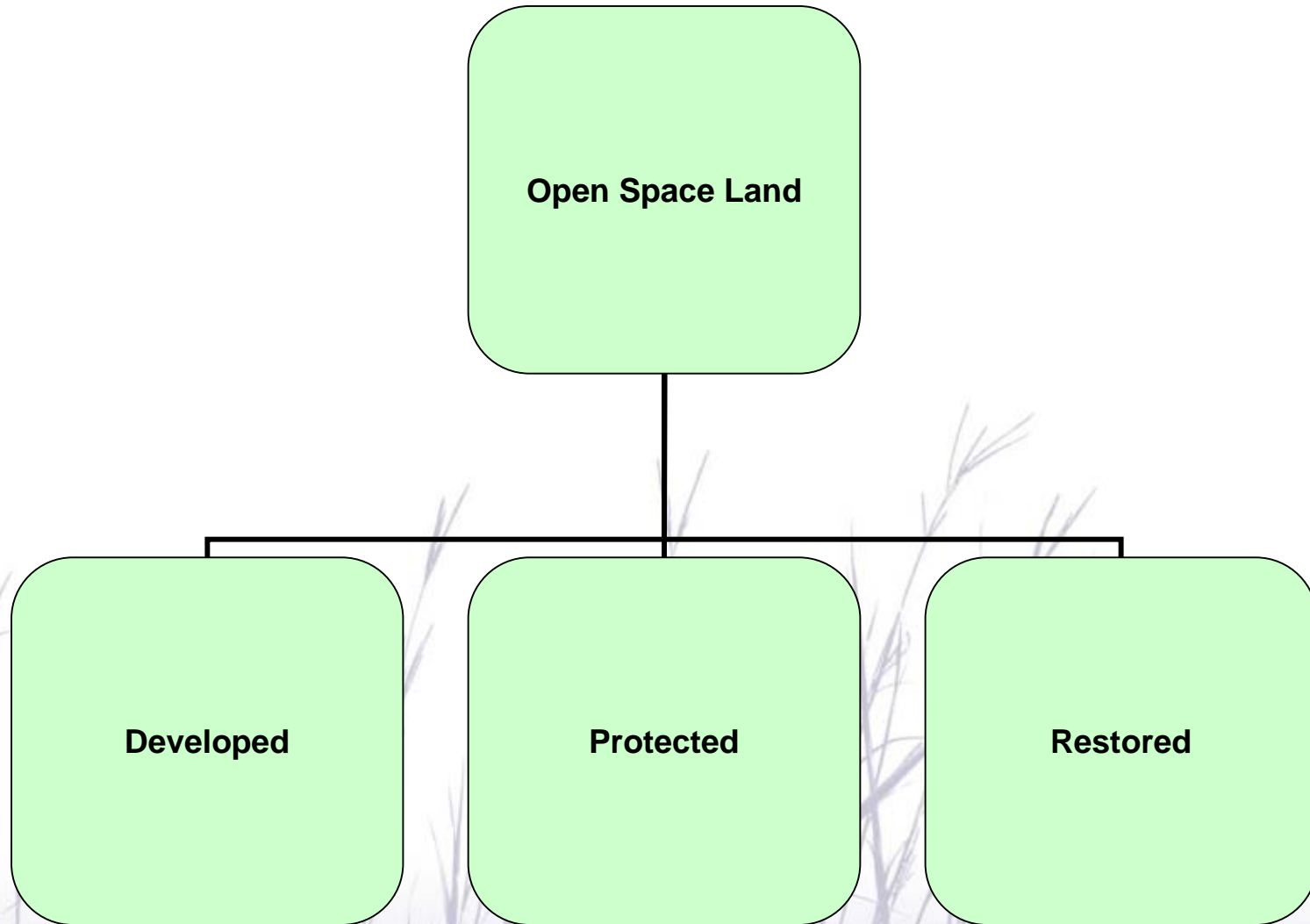




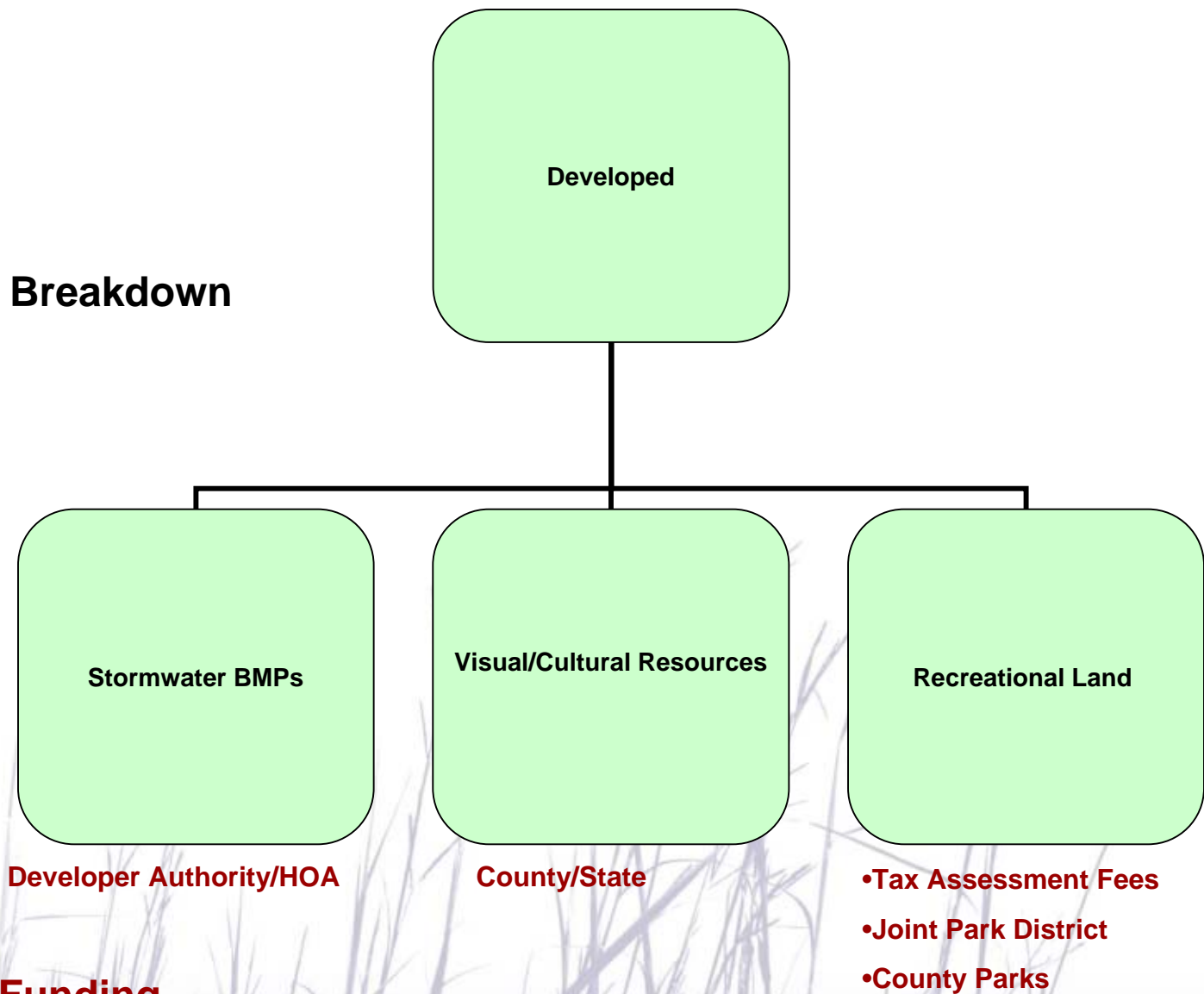




Open Space Breakdown



Open Space Breakdown

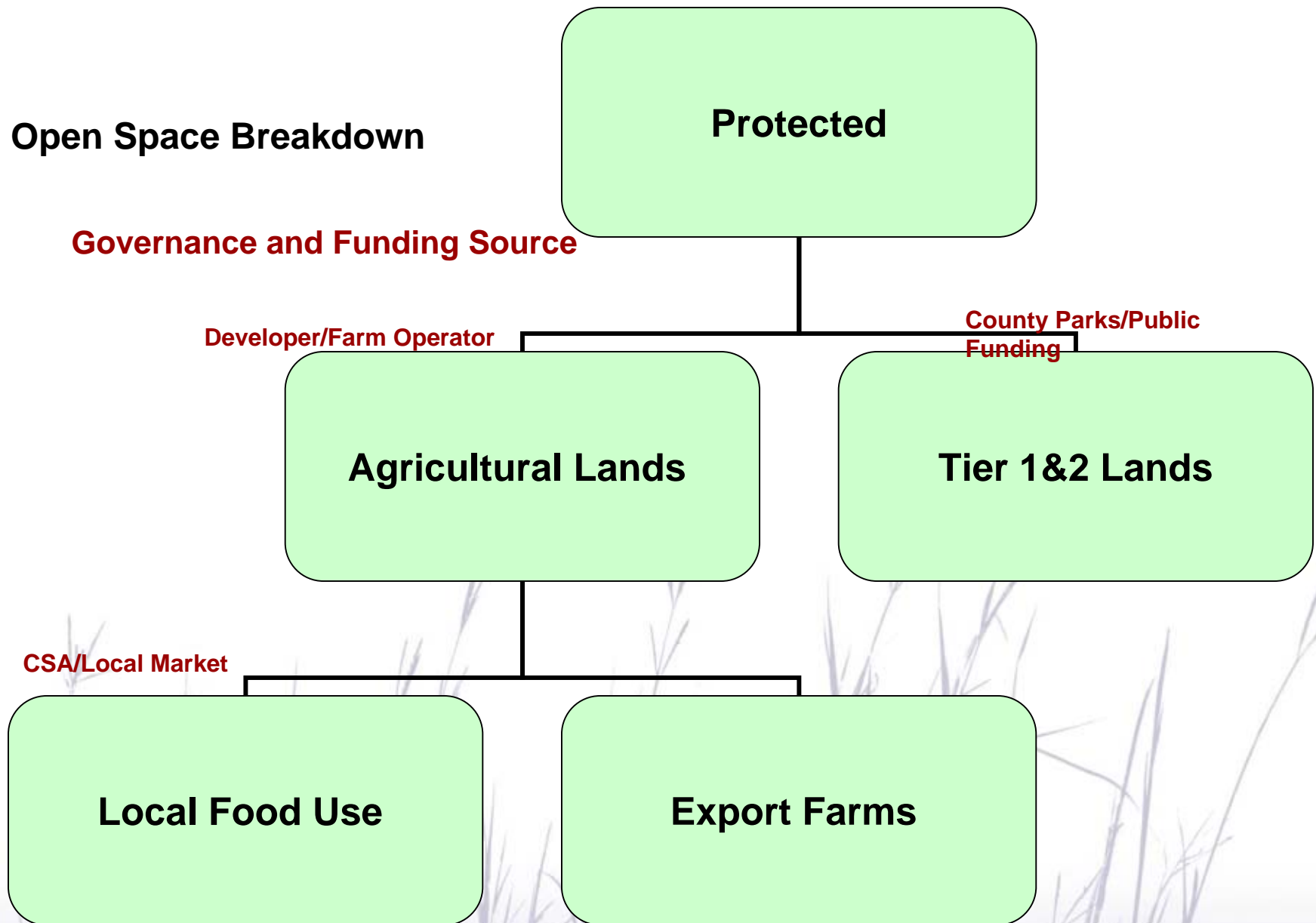


Governance and Funding Source

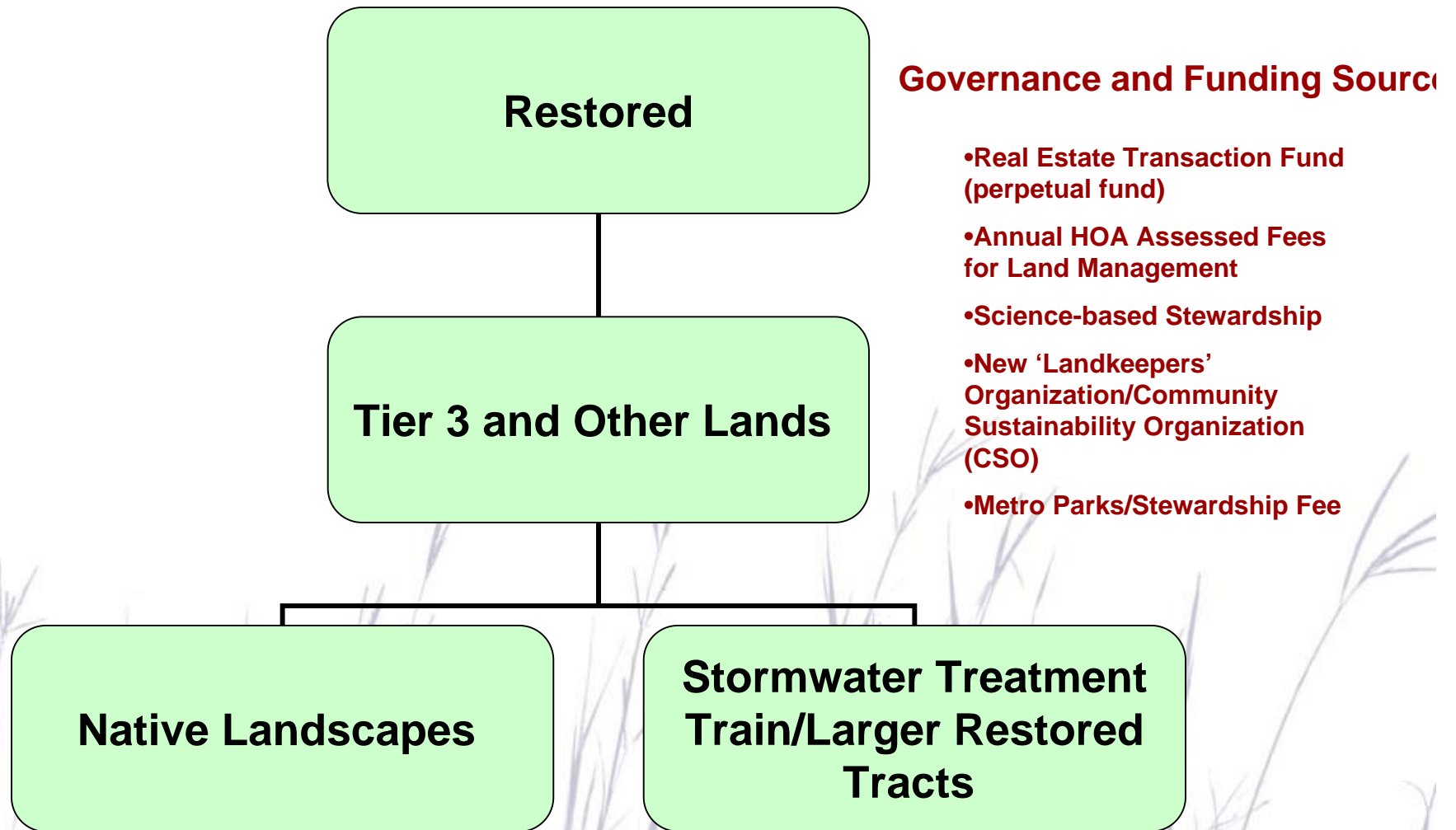


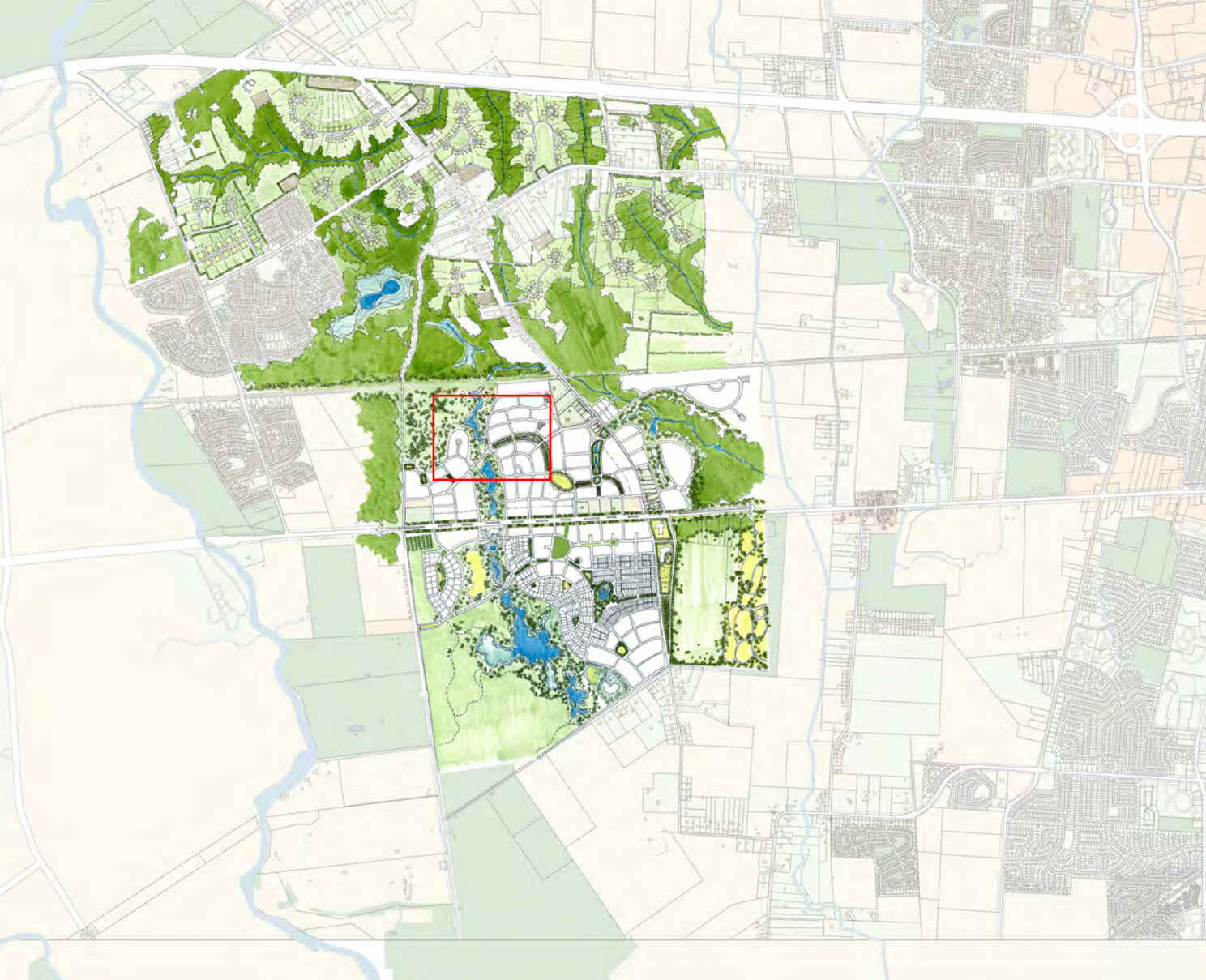
APPLIED ECOLOGICAL SERVICES, INC.

Open Space Breakdown

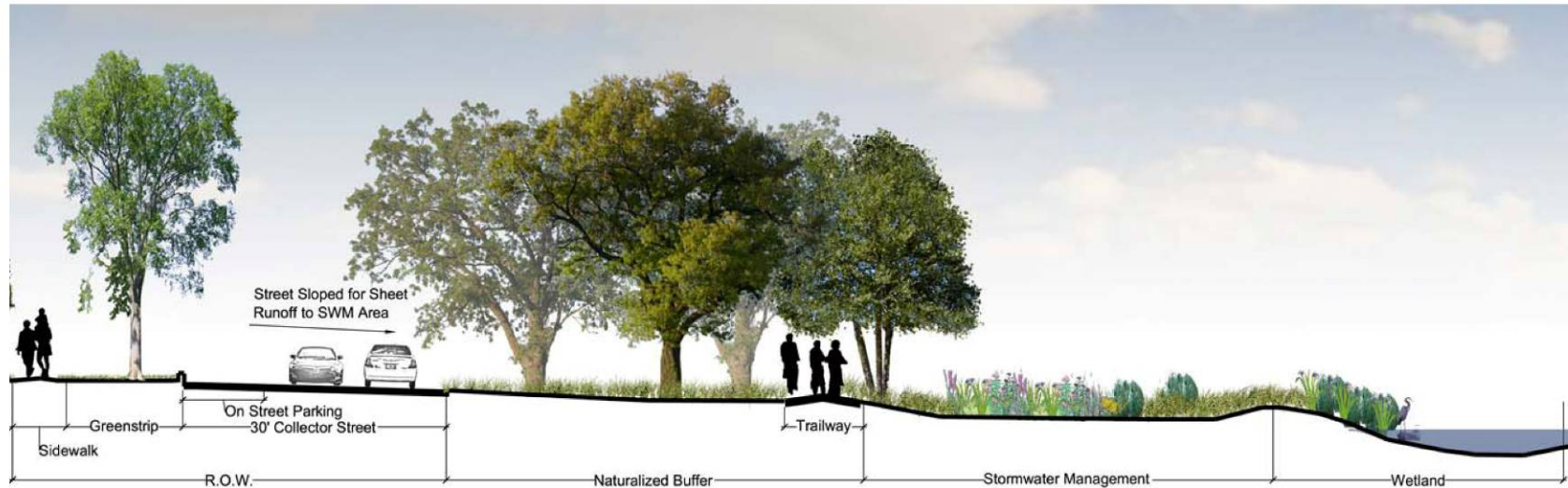


Open Space Breakdown





Best Management Practices: The Stormwater Treatment Train



Precipitation



Rain Garden



Bio-Swale



Cleansing Meadow Buffer



Naturalized Detention Basin



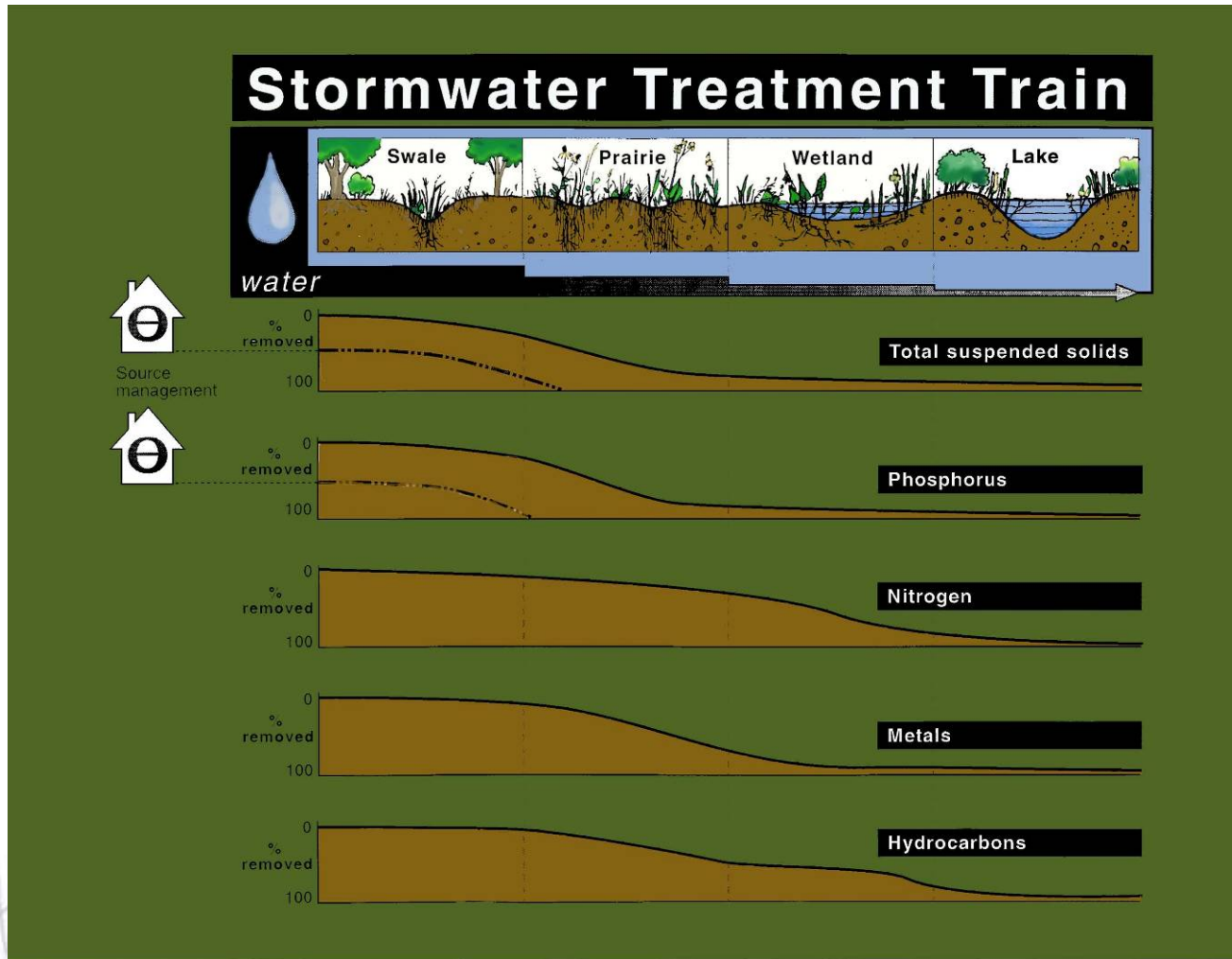
Treatment Wetland



APPLIED ECOLOGICAL SERVICES, INC.

Conservation Development Design

Stormwater Management – An Integrated Approach



APPLIED ECOLOGICAL SERVICES, INC.

Stormwater Treatment Train Elements

1. On-site BMPs

2. R.O.W./Drainage Easements

3. Green Fingers

Integrated
into
developmen
t

4. Large Restored Landscapes

Outside of
developmen
t



APPLIED ECOLOGICAL SERVICES, INC.

1. On-site BMPs

High-density Urban



Environmental Services, 2009, City of Portland, OR

Medium-density Residential



STV, Inc.



APPLIED ECOLOGICAL SERVICES, INC.

2. R.O.W./Drainage Easements



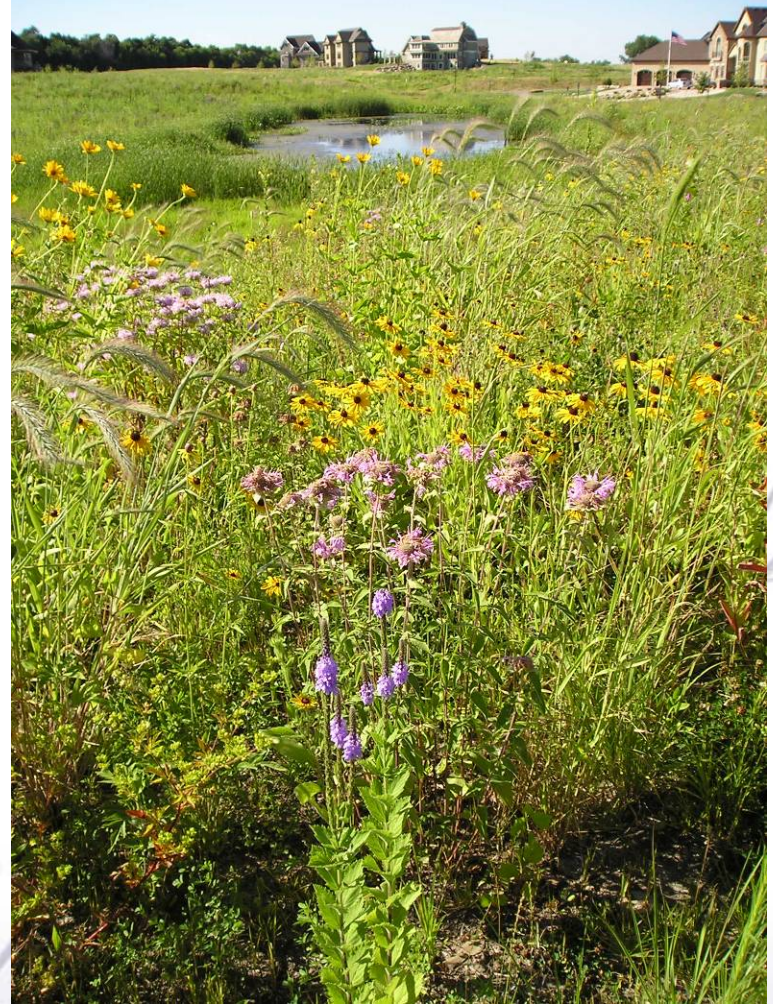
APPLIED ECOLOGICAL SERVICES, INC.

3. 'Green Fingers'



APPLIED ECOLOGICAL SERVICES, INC.

4. Large Bioretention Areas/ Restored Landscapes



APPLIED ECOLOGICAL SERVICES, INC.

4. Large Bioretention Areas/ Restored Landscapes



APPLIED ECOLOGICAL SERVICES, INC.

Stream Restoration

Objectives:

- match water delivery with natural conditions
- provide base flow
- limit **rate** and **volume** of surface discharge



STV, Inc.

Before

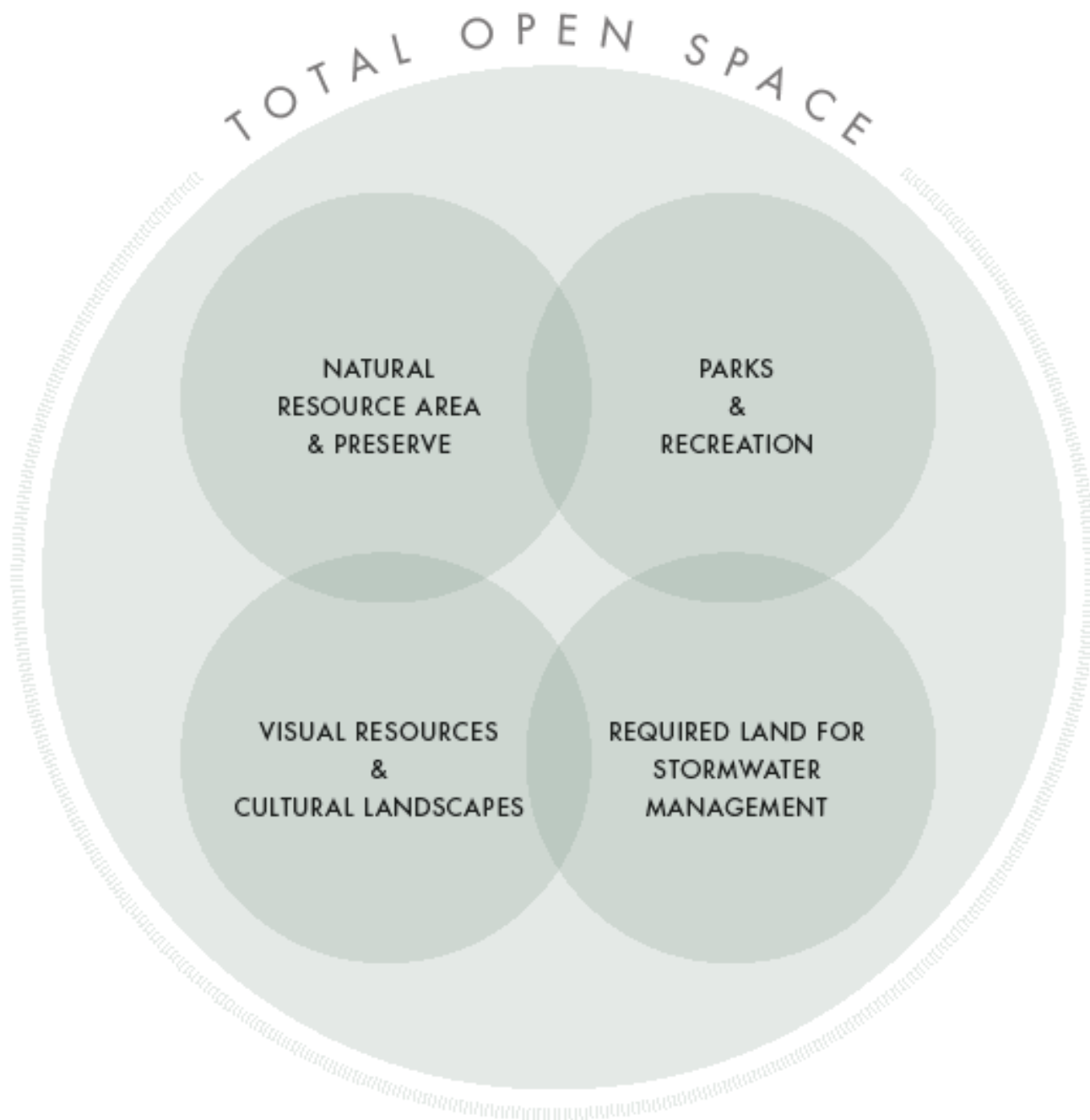


After:

focus on stable
channel cross-
section, meanders,
pools and riffles, and
habitat



APPLIED ECOLOGICAL SERVICES, INC.



Design Principles

PARKS & RECREATION

- All active recreational space is located at or adjacent to a school
- Neighborhood park located in each quadrant of the plan
- Neighborhood parks have been located within 5 min walking radius of all residences
- Pocket park within 2 blocks of all residences.
- Manicured landscape occurs only in boulevards, public streets, pocket and neighborhood parks

OPEN SPACE/STORMWATER

- Wetland and woodland open space systems are natural recreational spaces
- All park lands are bordered by public streets so they are accessible/visual to all

VISUAL/CULTURAL LANDSCAPES

- The region's cultural landscape is conveyed as Broad Street travels through the watershed

Future community population assumptions: approximately 7,400 people

Park Type	*NRPA Guidelines	Town Center	Typical Acres per Park	Number Recommended of Parks	**TSS Standards	Actual Number of Parks	Total Allocated Acres
	acres/1000 people	acres per site			acres/1000 people		
Pocket Park	.52/1000	4	0.50	8	NA	9	36
Neighborhood Park	.85/1000	6	8.00	1	2/1000	4	24
Community Park	.93/1000	7	21.50	possibly 1	6.5/1000	1	7
Athletic Complex	.89/1000	7	15.00	possibly 1	NA	1	7
TOTAL		24				15	74

* Based on Parks Planning Guidelines 3rd Ed. National Recreation and Park Association

Sport	Facilities per 1,000 population	Recommended # of Facilities	Shown # of Facilities
Multicourt	Min 1 + 1/2,000 - light 25-50%	3.7	5
Handball	Min 1 + 1/5,000-10,000	1.5	0
Volleyball	1/2,000 to 1/3-4,000	3.7	4
Shuffleboard	Min 1-2 + 1/2,000 - light 25%	1.5	2
Basketball	1 goal/500 1 goal/1,000 + one full court 1 acre/5,000 persons	7.4	8
Croquet	1/2,000-light 25%	3.7	4
Horseshoe	Min 2 + 1/2,000 - light 25-50%	3.7	4
Softball	Min 1 + 1/3,000 - light 50%	2.5	5
Little league	1/10,000 Min 1 + 1/4,000 - light 25%	1.9	2
Baseball	1/3,000 Min 1 + 1/6,000 - light 50% 1/30,000 1/6,000	1.2	2
Football / soccer	Min 1 + 1/5-15,000 Min 1 + 1/8,000 for football 2 acres/1,000 1/80,000	0.9	2
Tennis	Min 1 + 1/2,000 - light 50-76% 1500 s.f./player 1 acre/5,000	3.7	4
Athletic field	Approximate 20 acres 1/5,000-lighted accommodate 200 people/acre	1.5	1
Pool	1 for 10,000 people	1	1
Playgrounds	1 for every 3,000	3	3

**Time Saver Standards for Landscape Architecture, 2nd Edition, Table 210-1, p 210-13*

Parks within Schools and Community Facilities

Elementary/Intermediate Schools (3 Total)

- Playground
- Softball
- Multi-Purpose Fields
- Shuffleboard
- Horseshoe
- Volleyball
- Croquet
- Basketball

Middle Schools (1)

- Little League Fields (2)
- Softball
- Soccer
- Football/Special Events
- Baseball
- Basketball

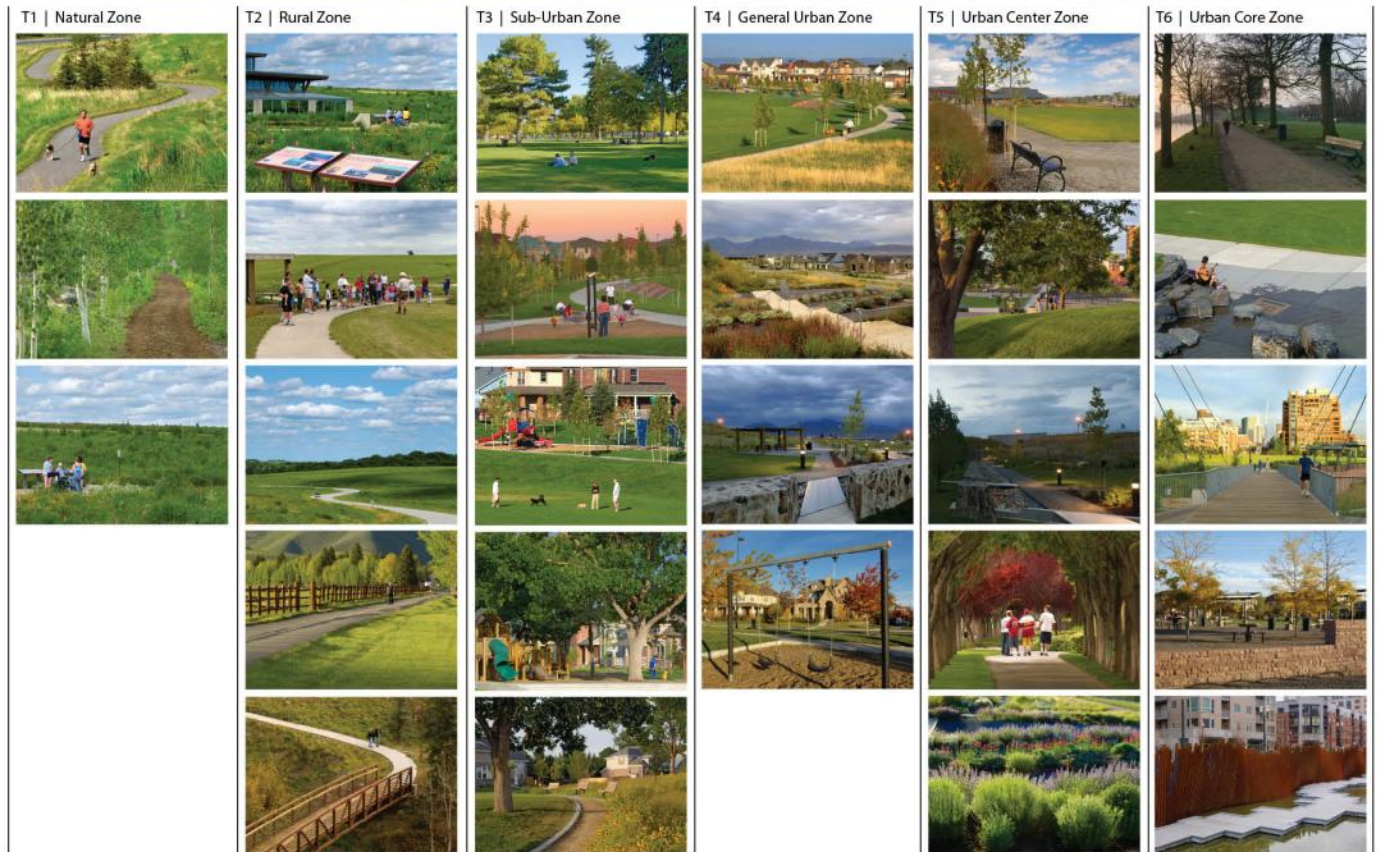
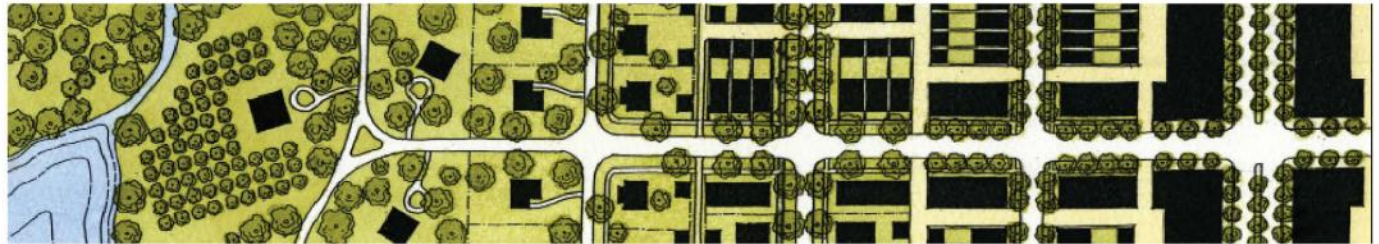
Community Athletic Facility (1)

- Pool
- Tennis (4)



Recreation Programmatic Elements and Community Amenities

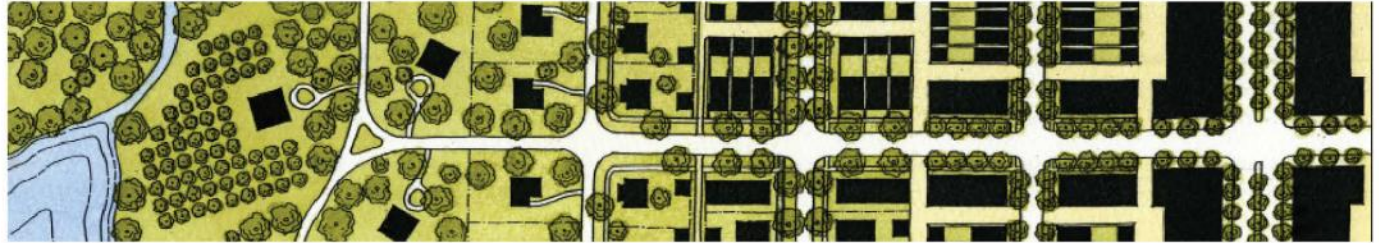
National Precedent



DRAFT

Visual Resources and Cultural Landscapes

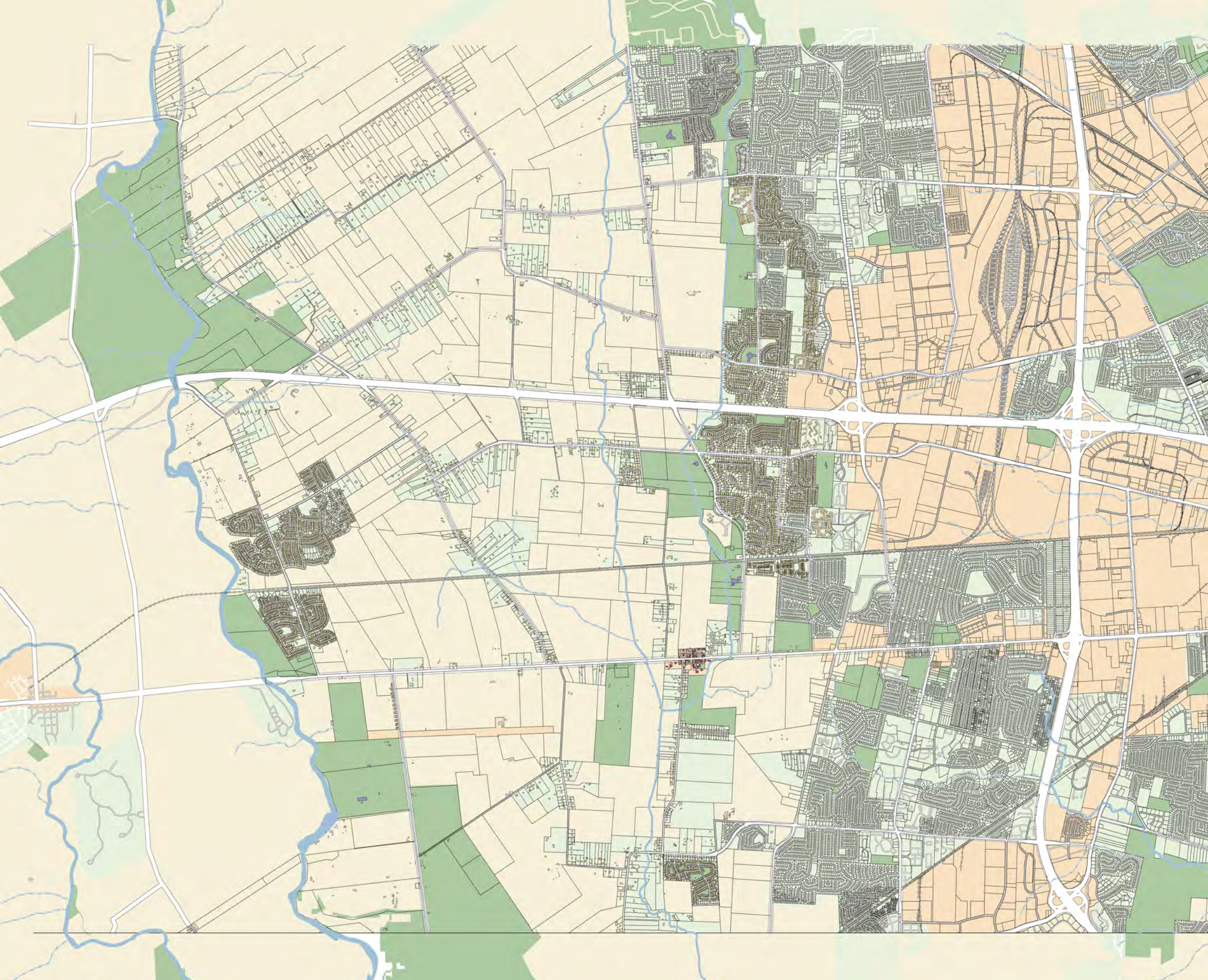
Regional Precedent

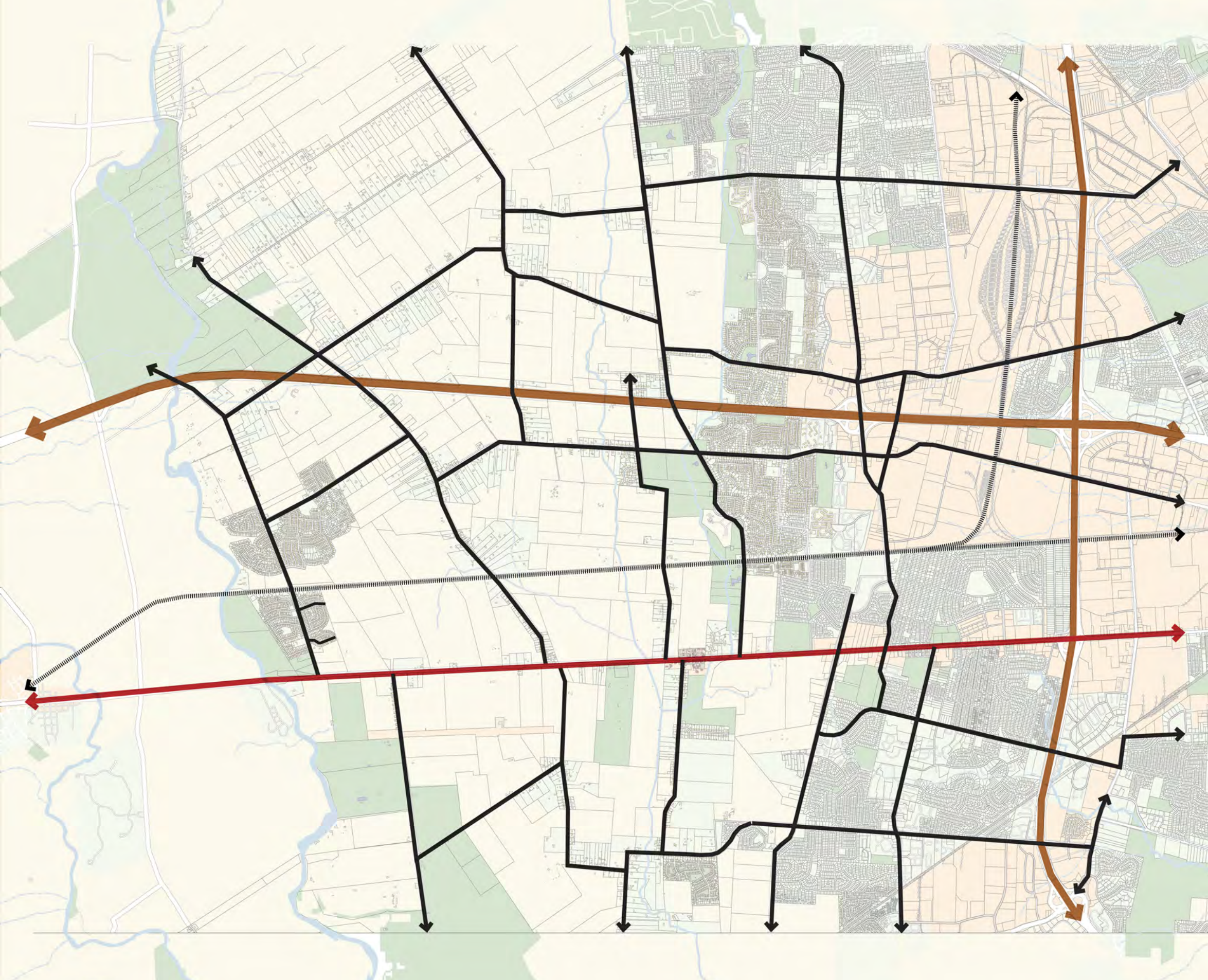


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SKIBBA
2010





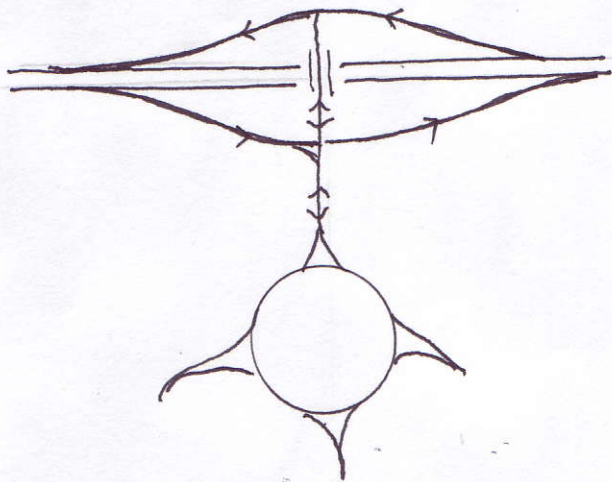
New Interchange “88”

- Evaluated: Traffic Use
Types of Design

Diamond

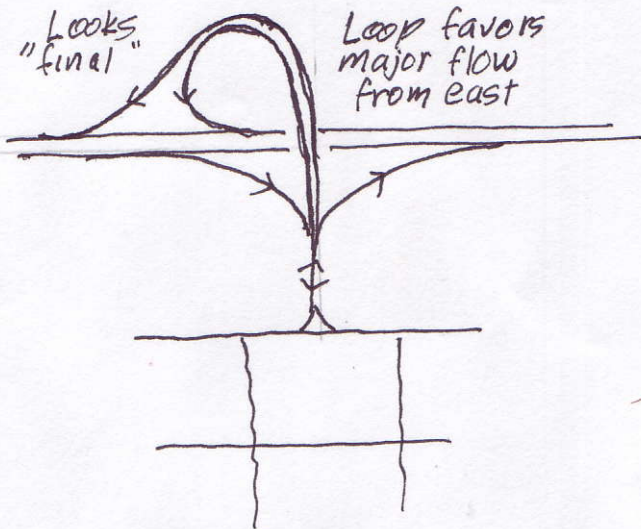
(with roundabout diffuser)

Simple, but looks "unfinished"

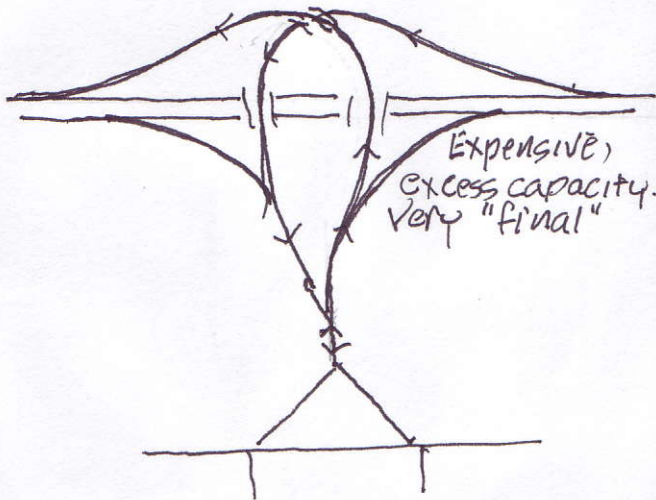


Partial Cloverleaf

(with "courthouse square" diffuser)



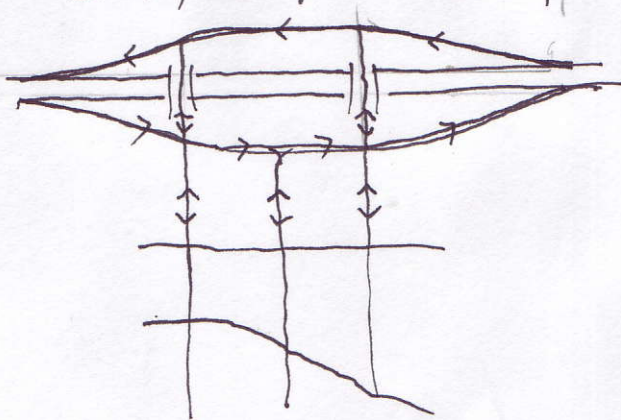
Fully directional (with "Y" splitter)



Split Diamond

(with attached grid)

Efficient,
town & development-friendly

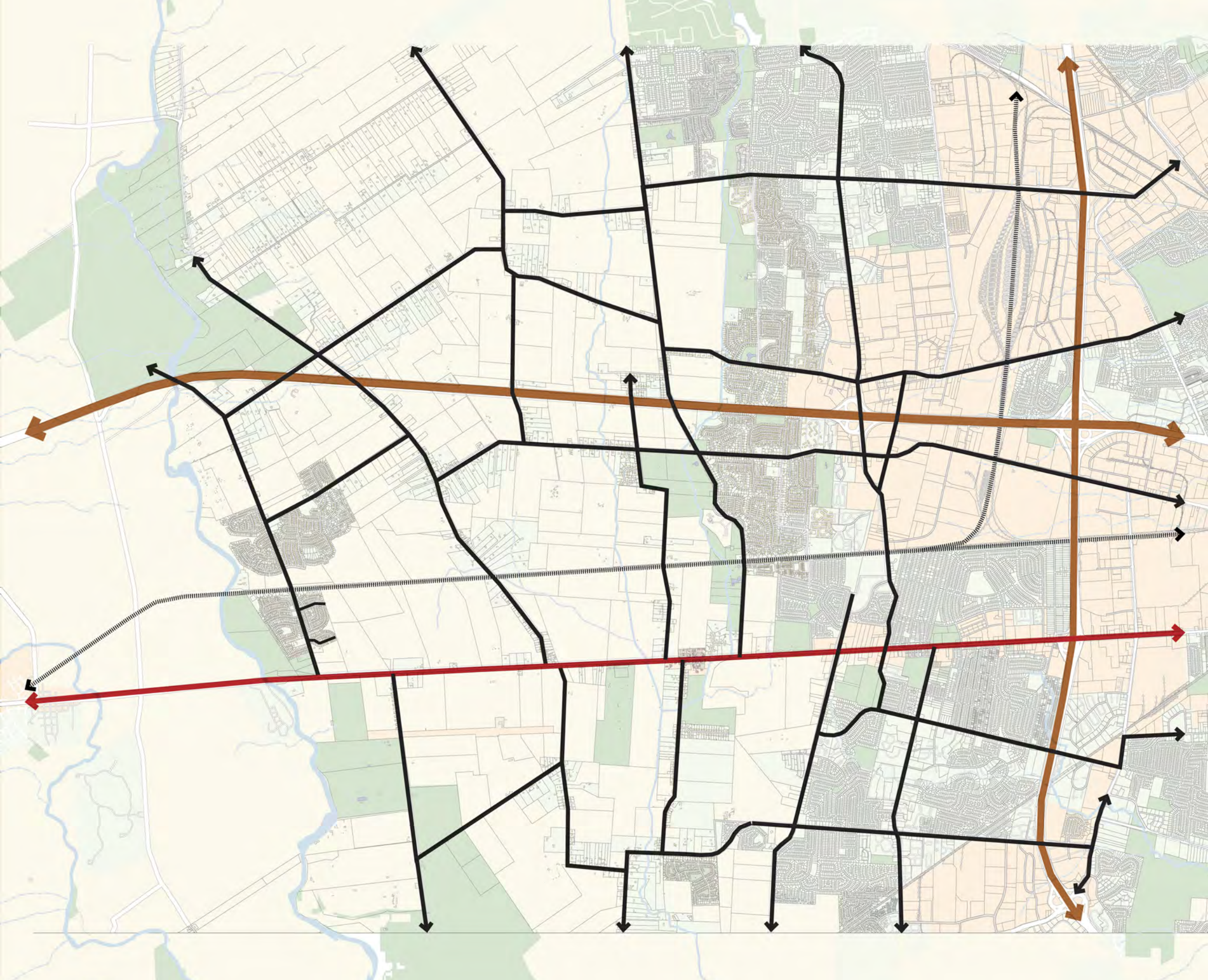


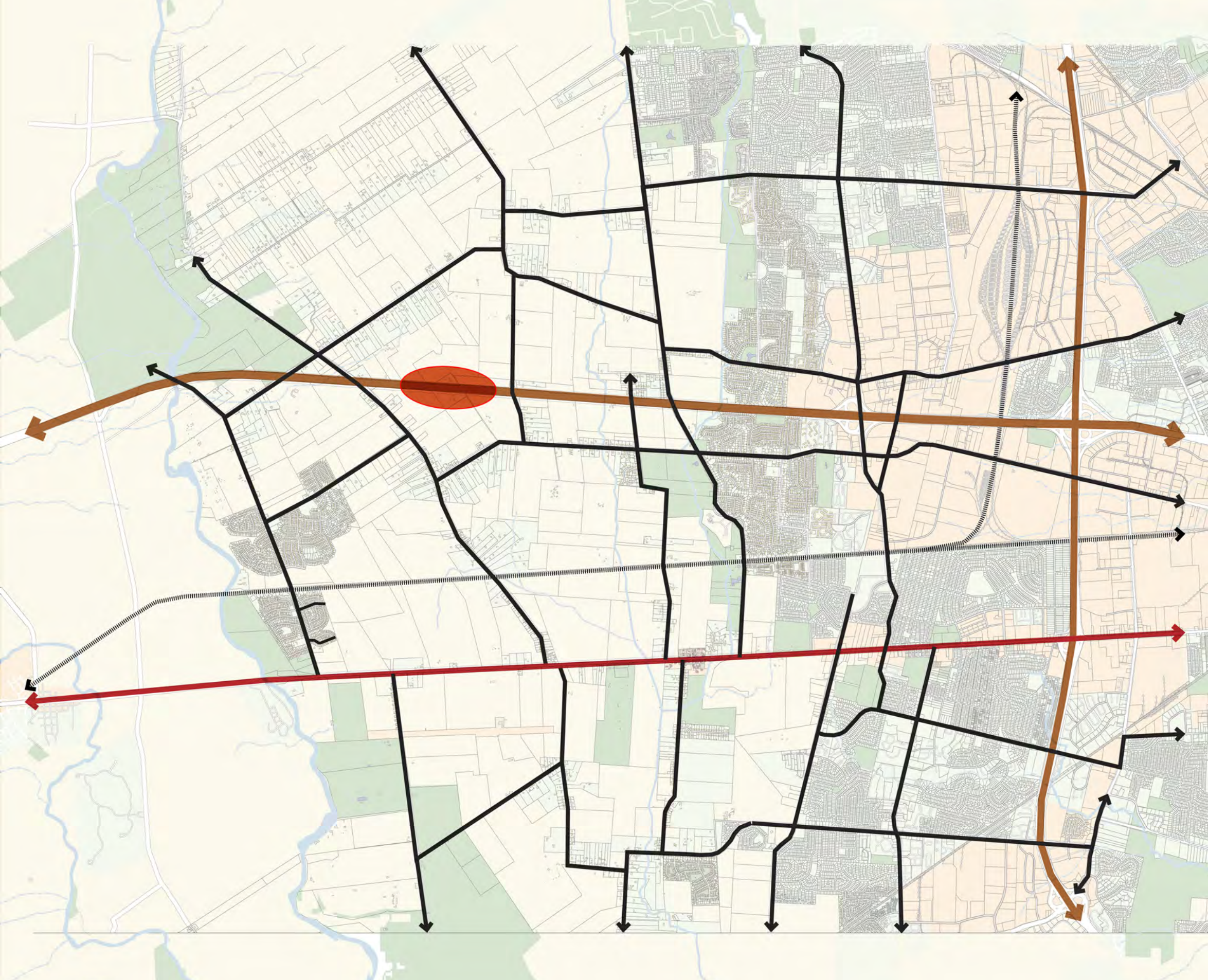
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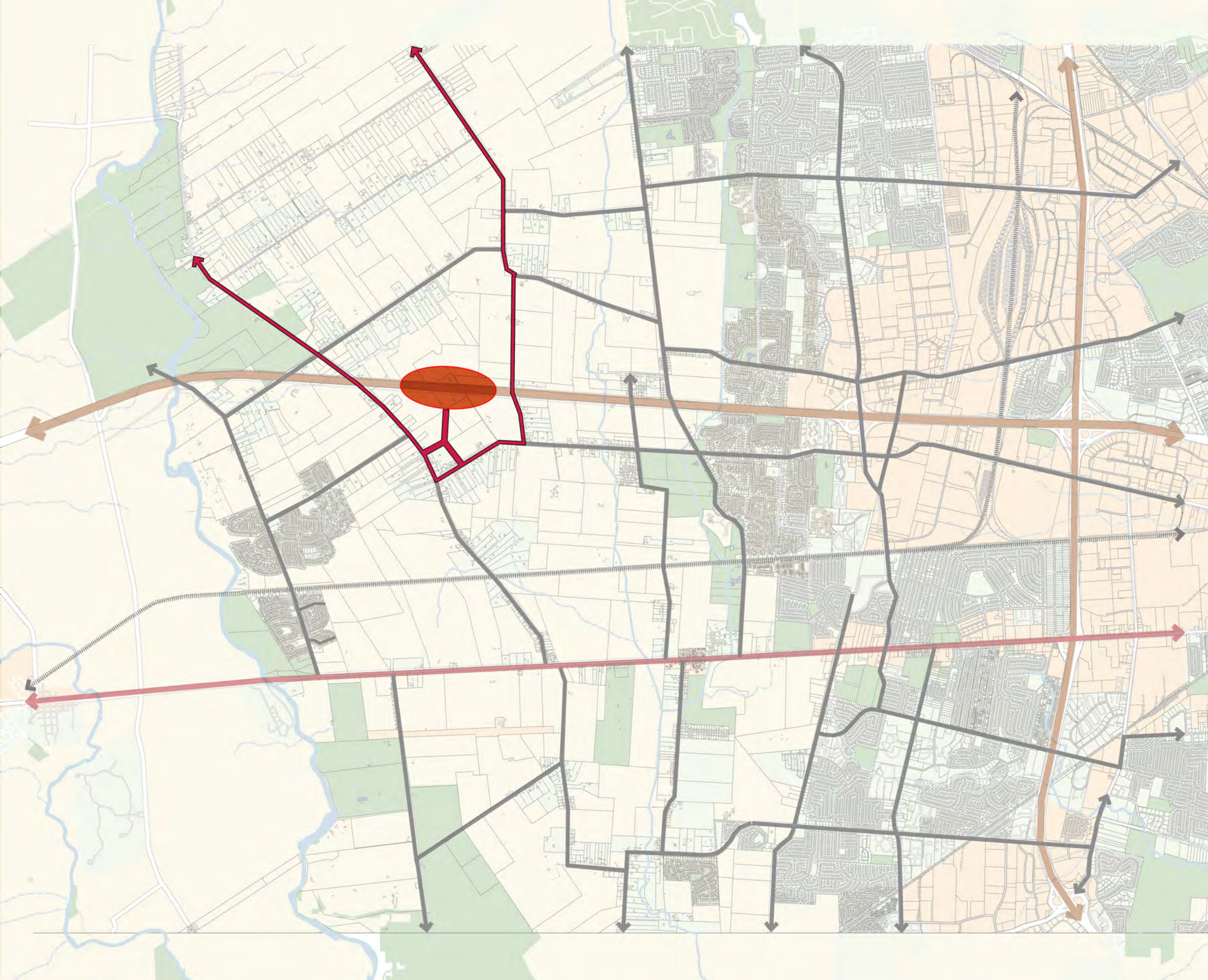
- Evaluated: Traffic Use
Types of Design
- Not needed for the Village Center
- Village Center development will only generate a small fraction of funding

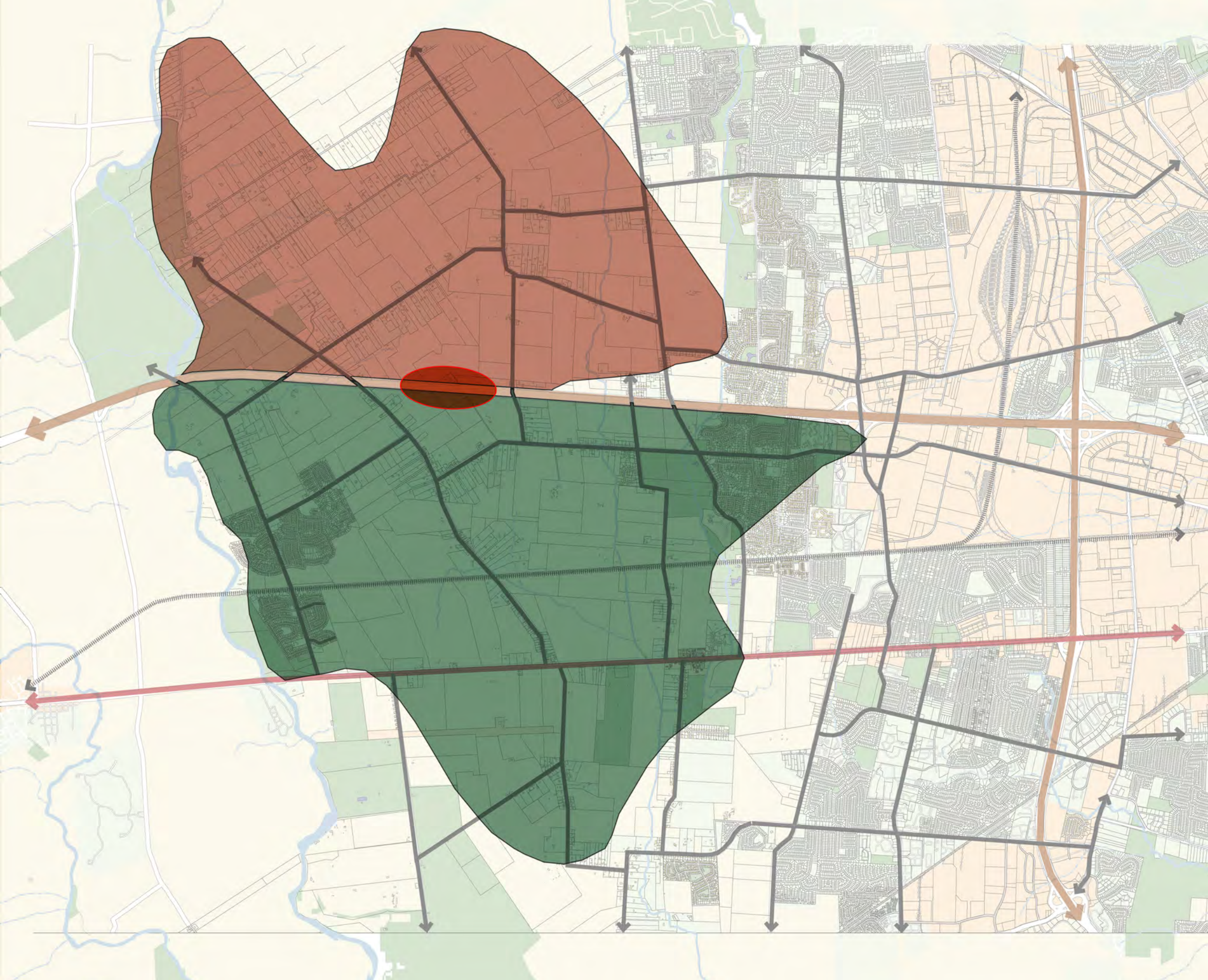
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- No way to limit development and traffic to the north



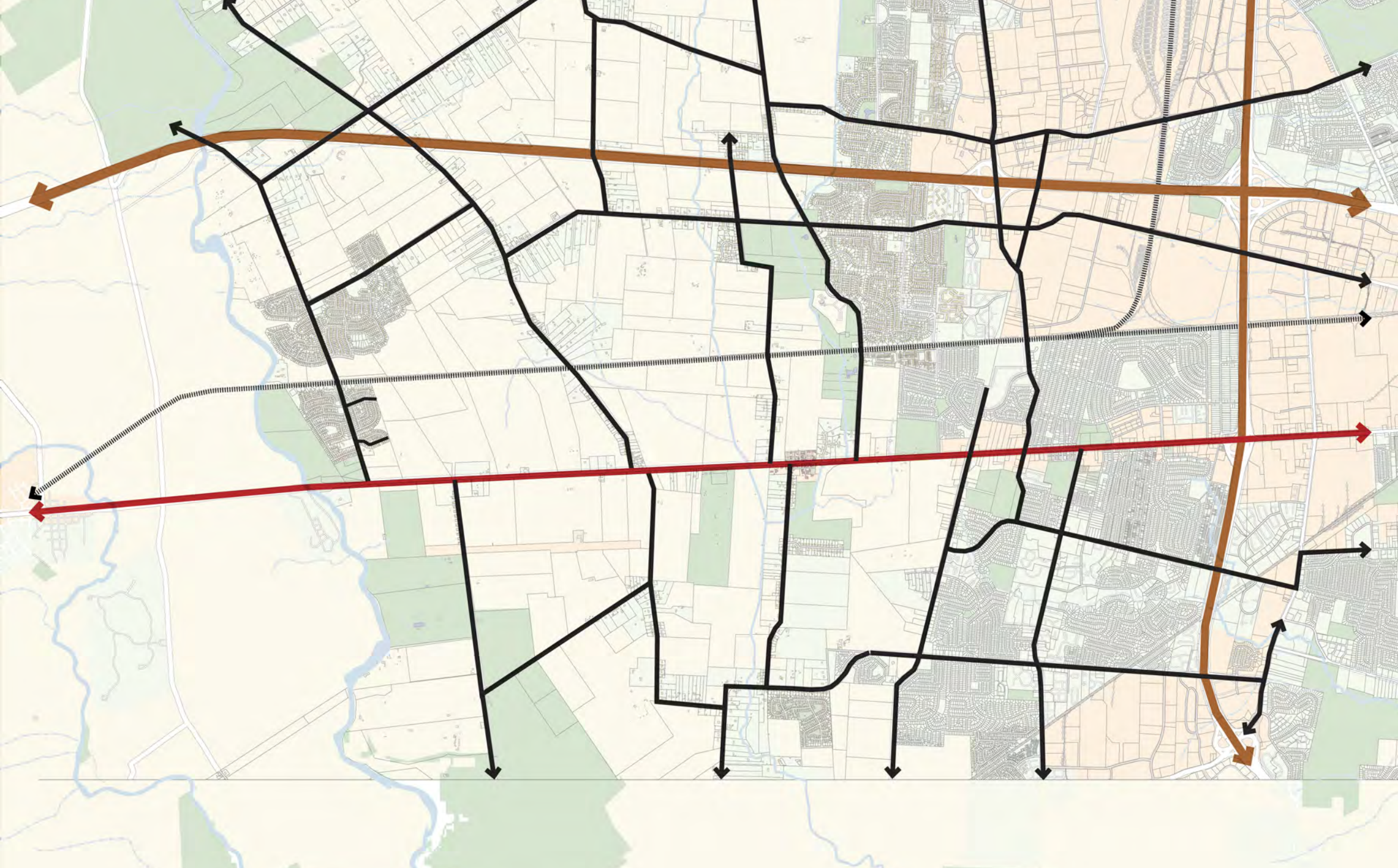


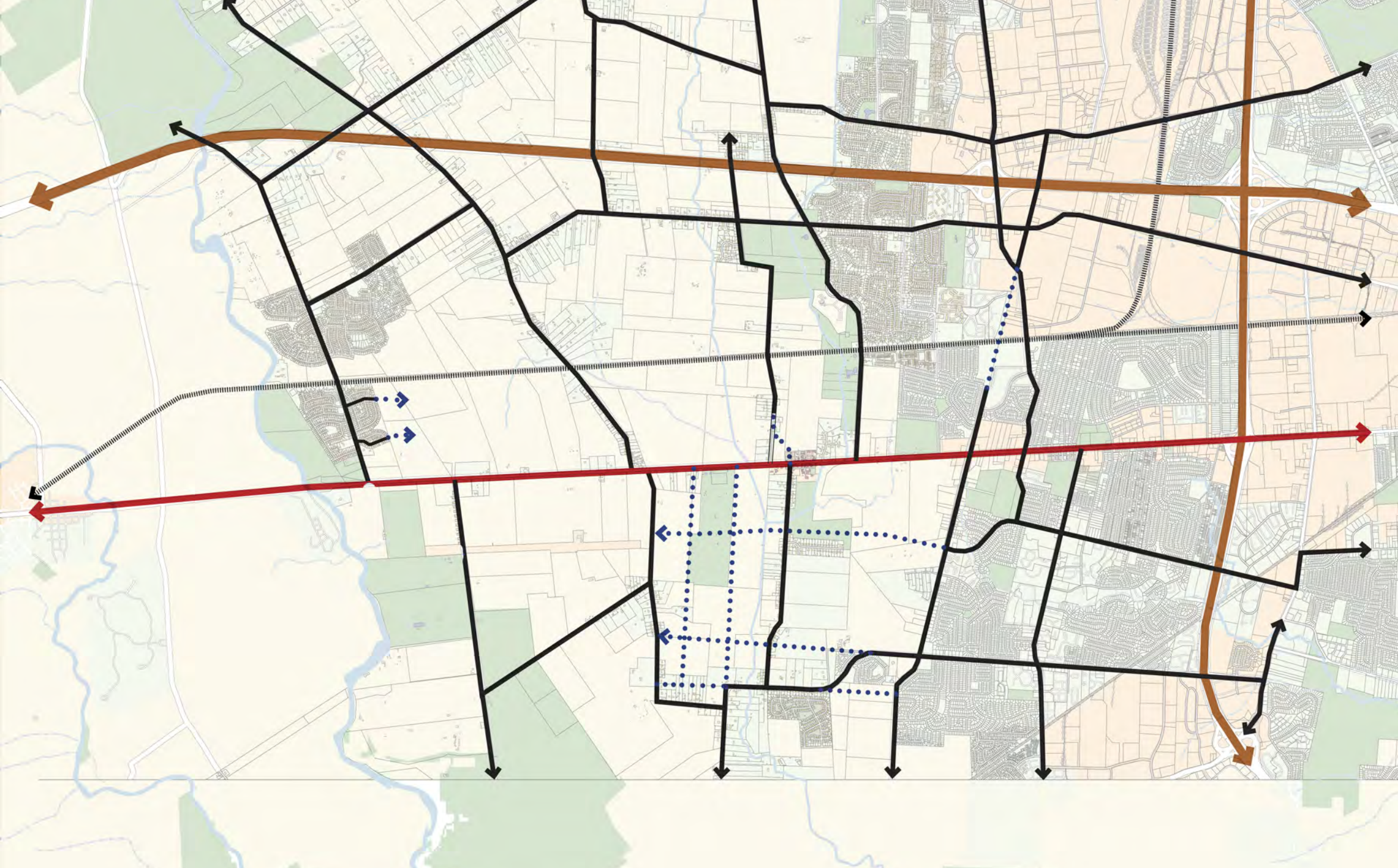


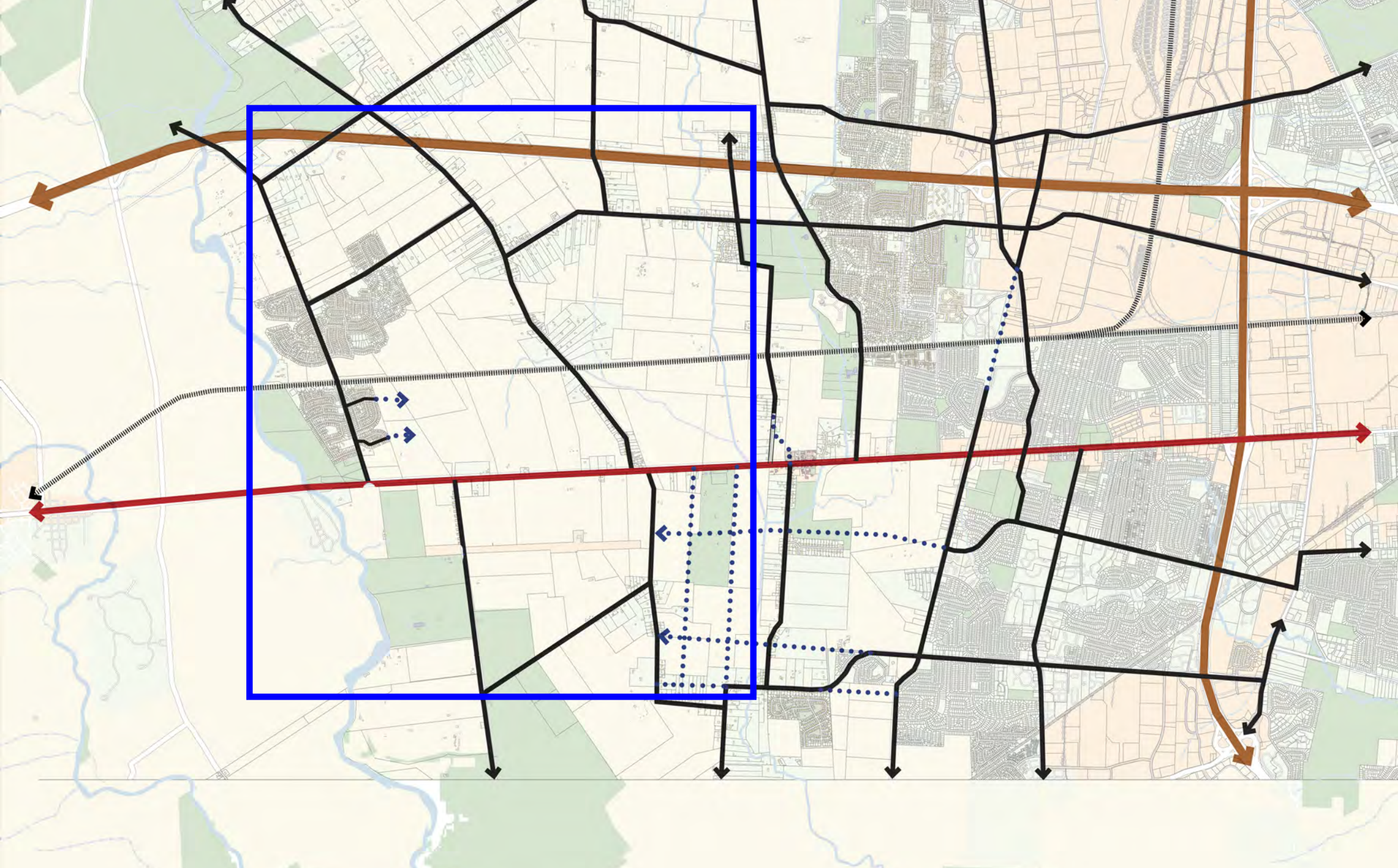


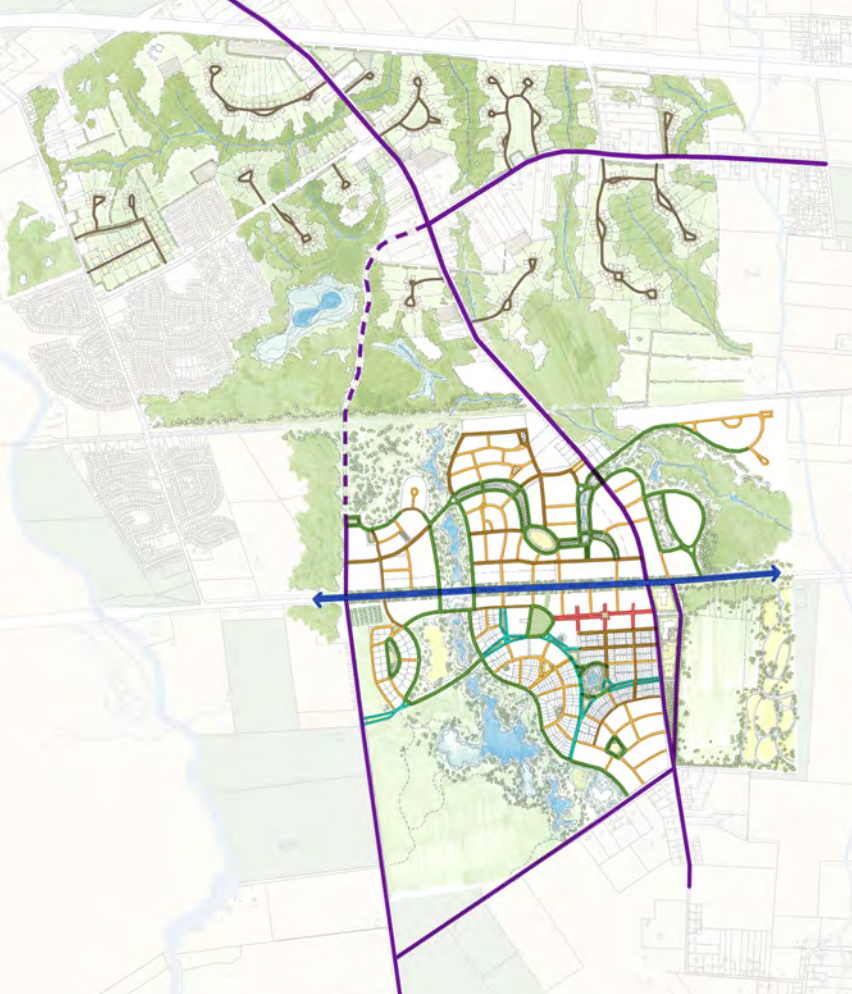
New Interchange “88”

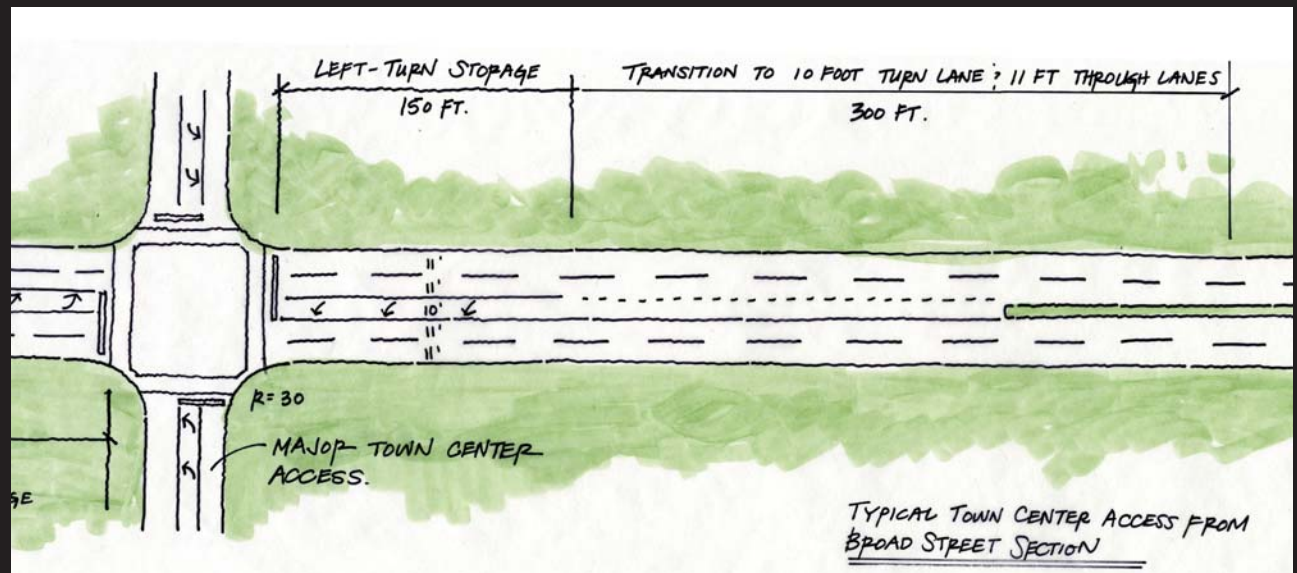
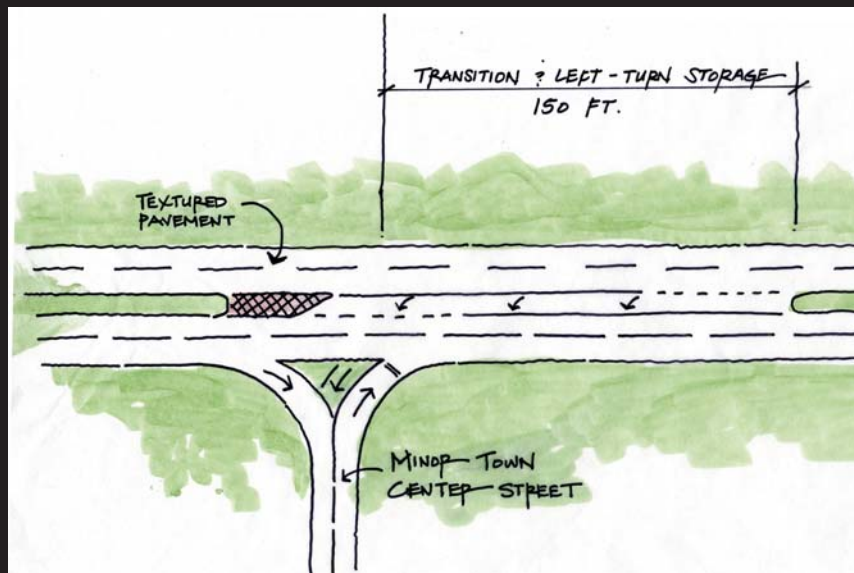
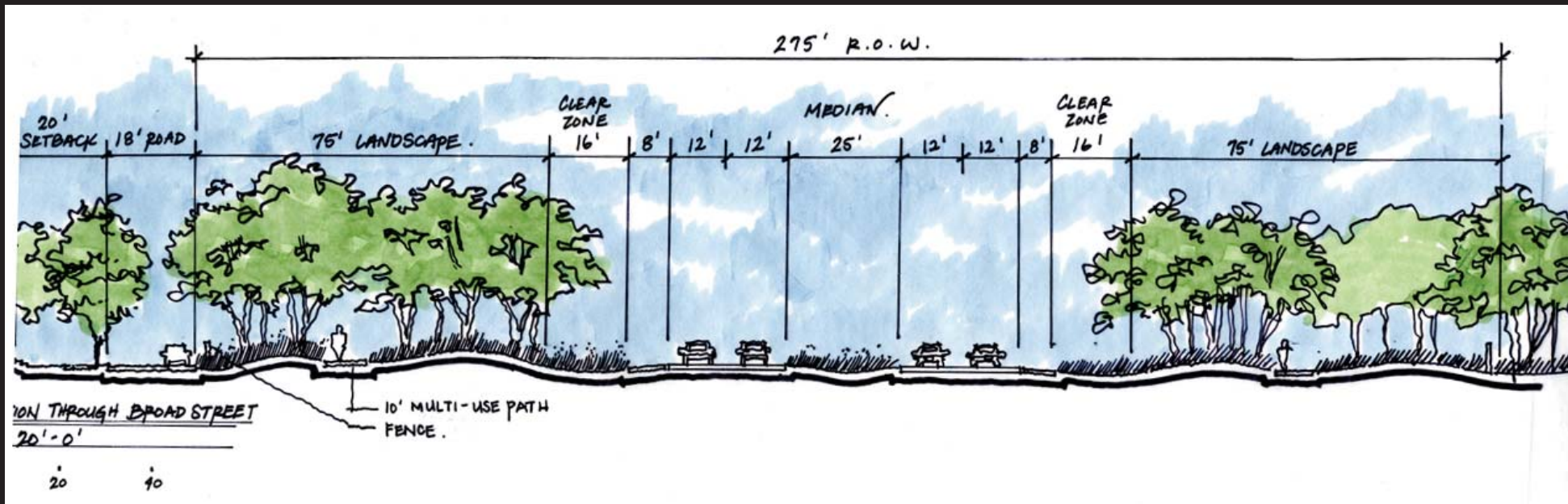
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Types of Design
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- Village Center development will only generate a small fraction of funding
- No way to limit development and traffic to the north
- 10-years out at the soonest

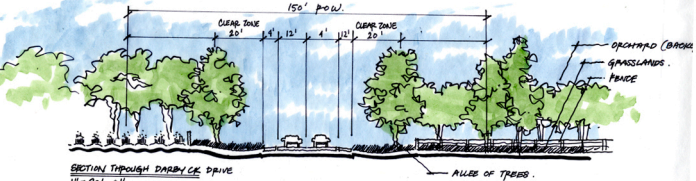










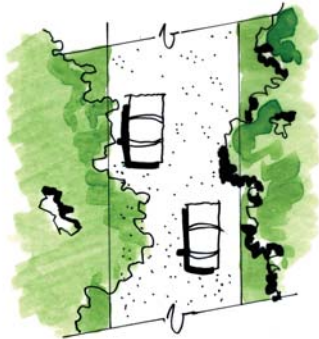


SECTION THROUGH DARBY CREEK DRIVE
1" = 20' - 0"

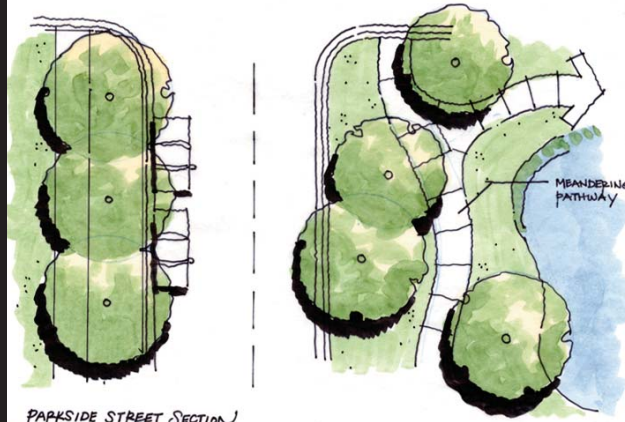
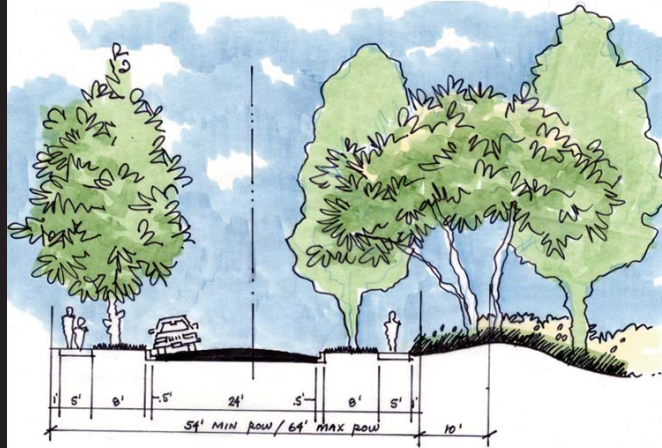


SKIBBA
2010

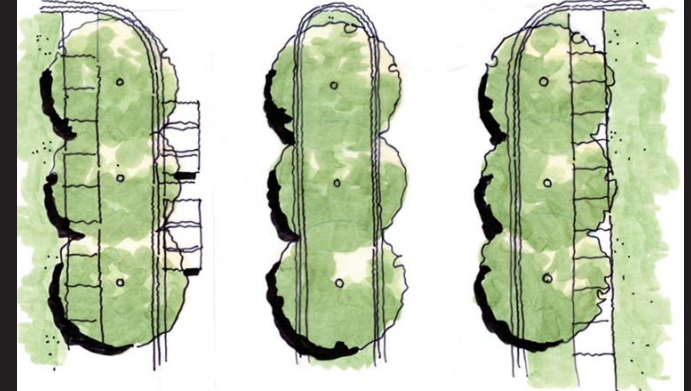
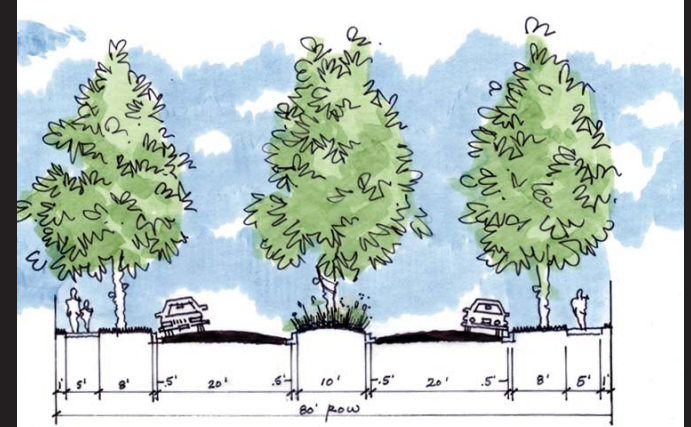




COUNTRYSIDE ROAD SECTION
CP 22

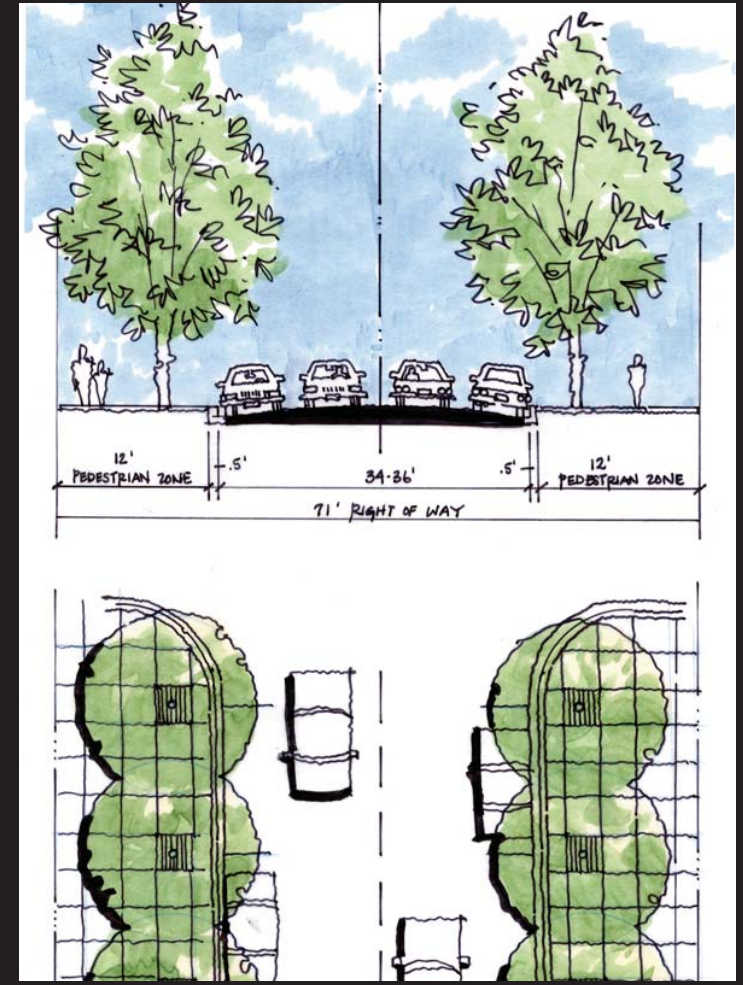
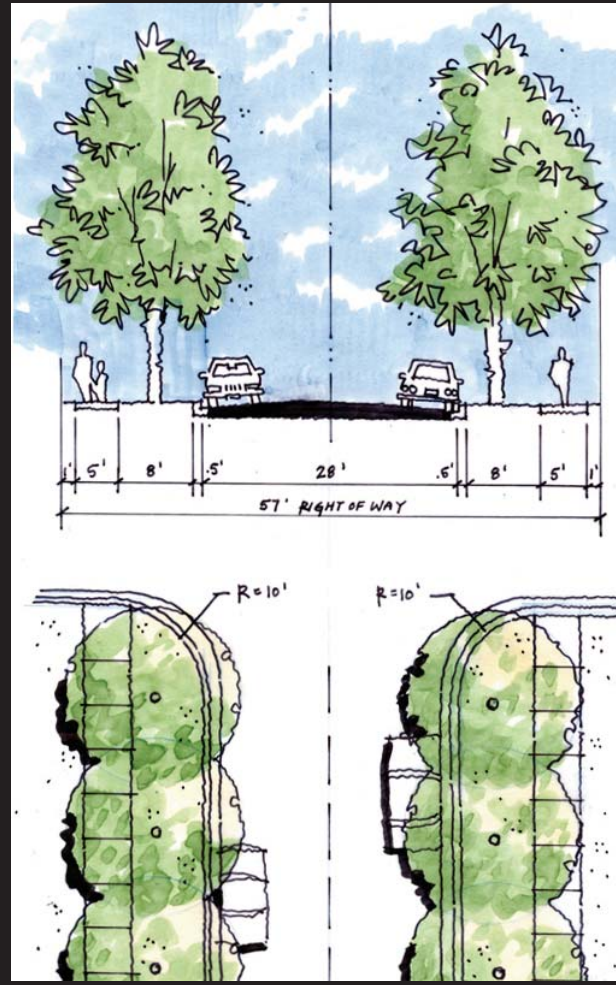
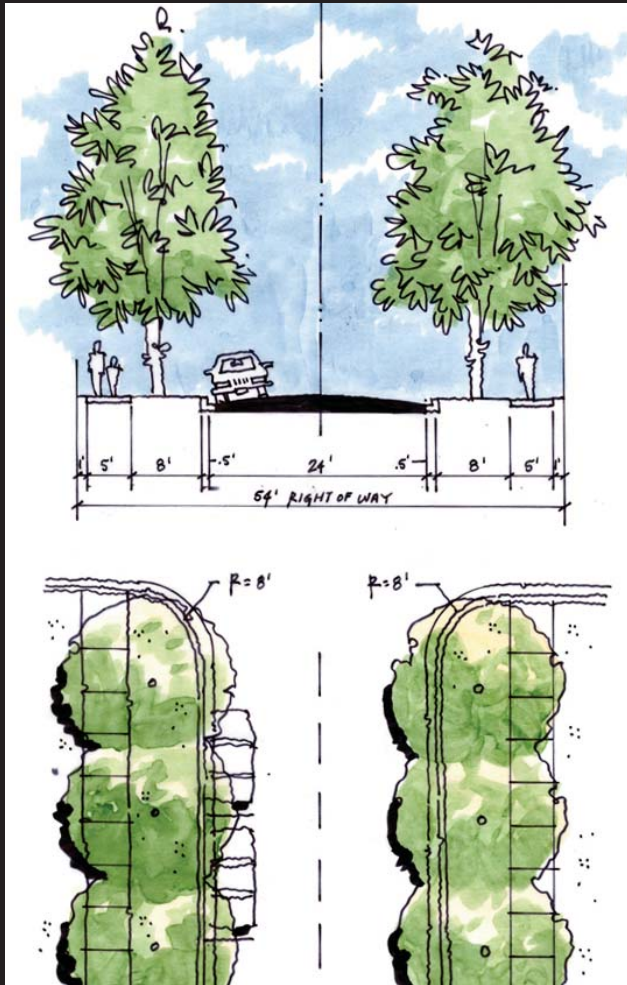


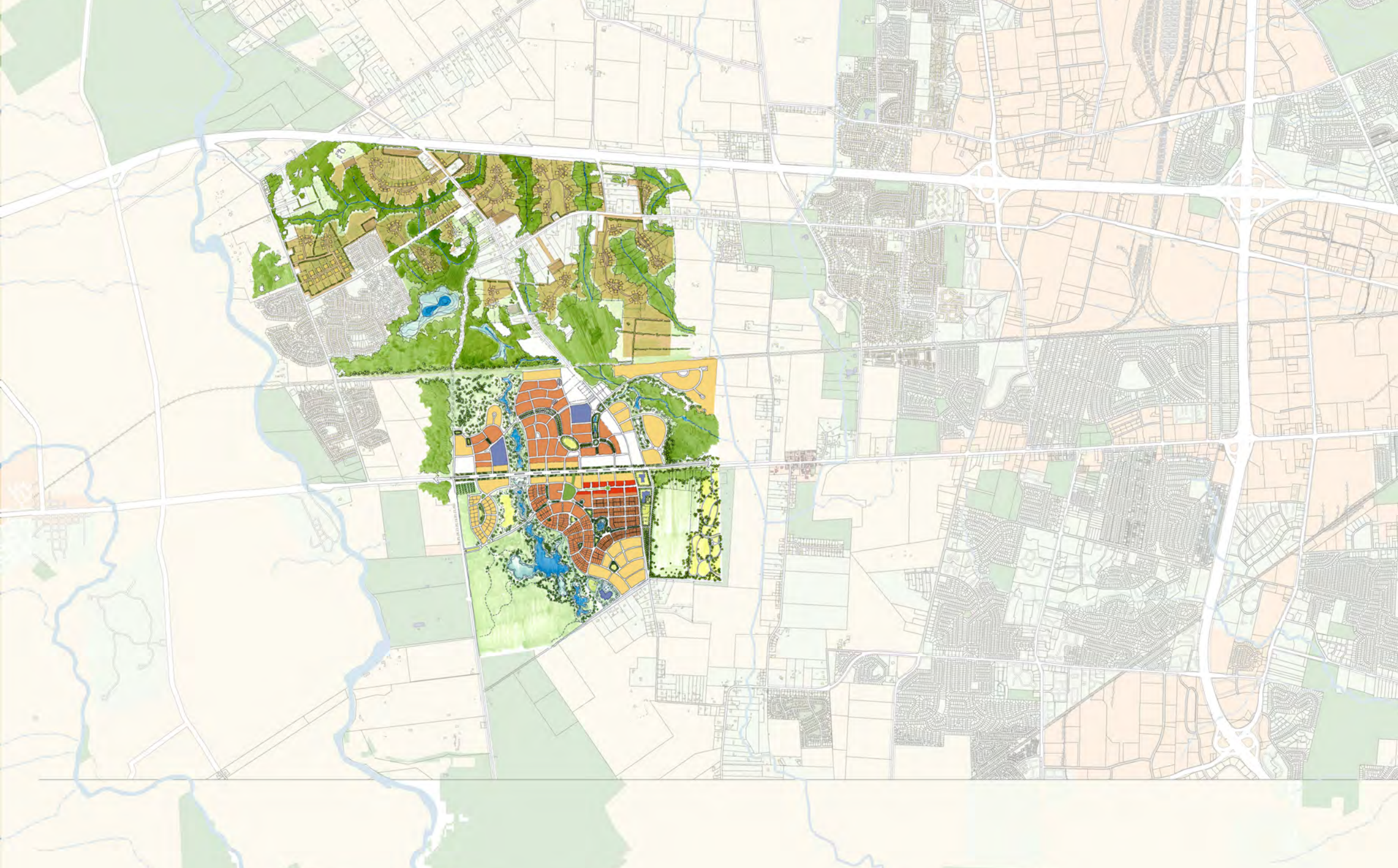
PARKSIDE STREET SECTION
PS 24 / VARIES

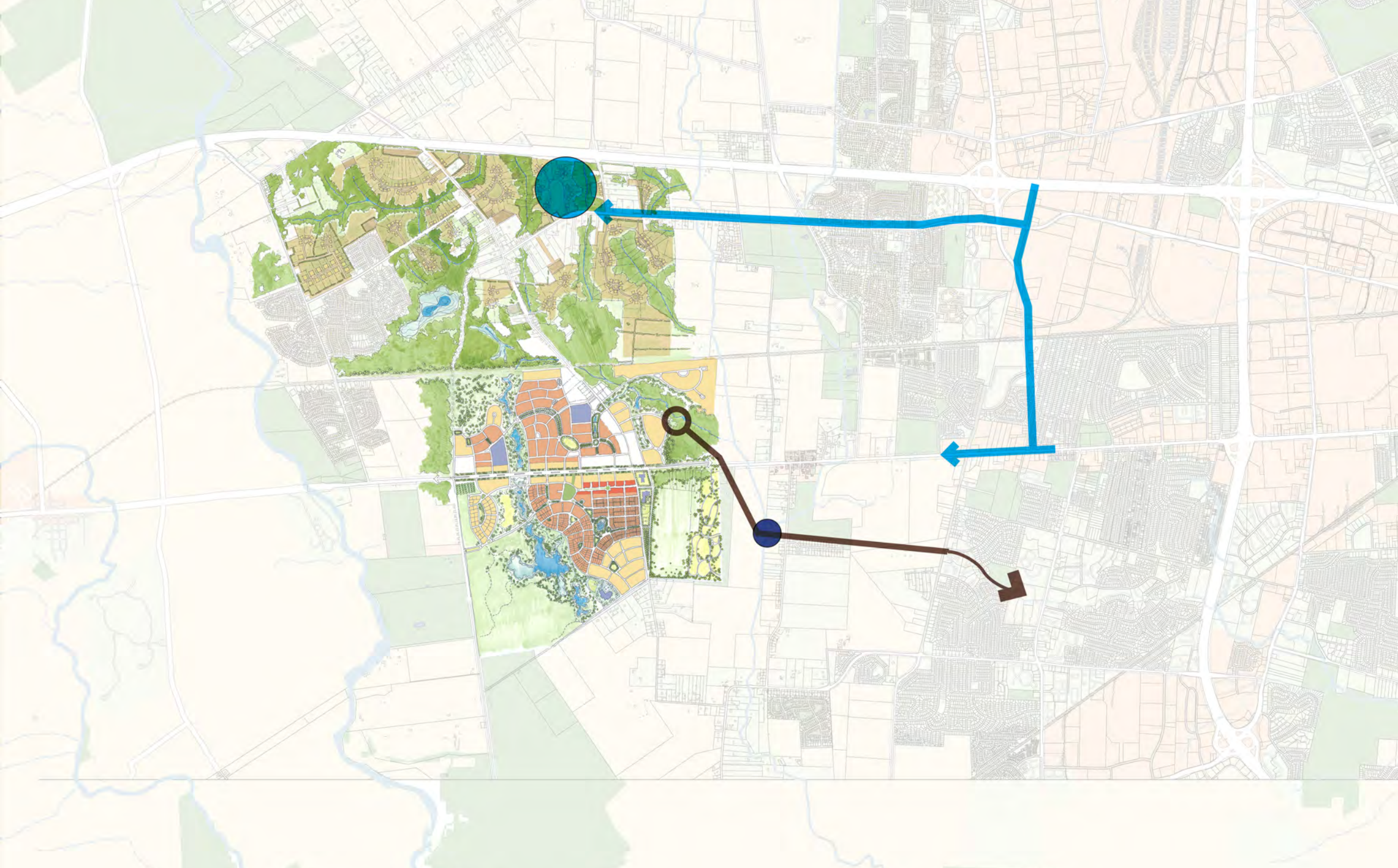


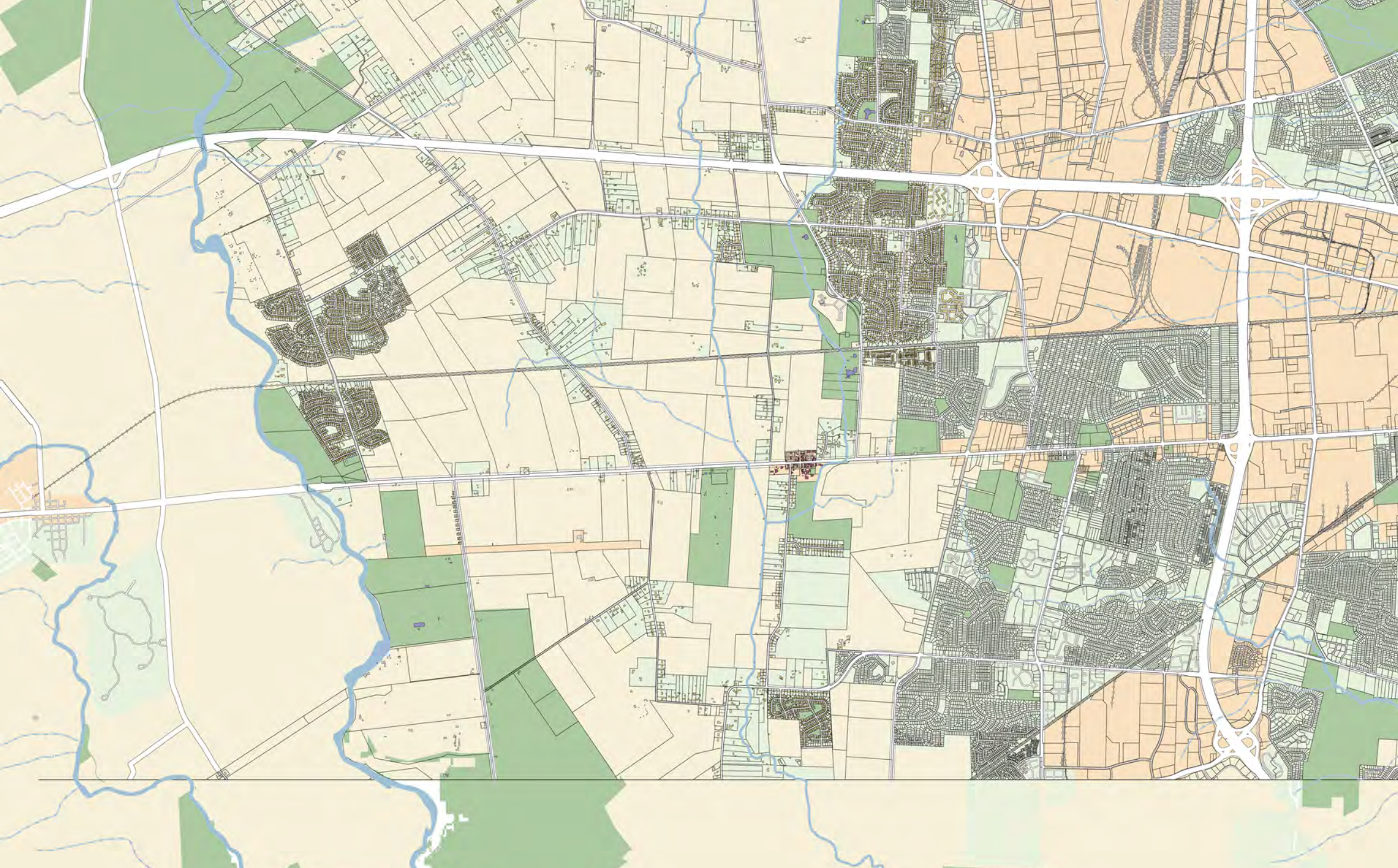
RESIDENTIAL STREET W/ MEDIAN
RS 80
Scale 1"=10'-0"

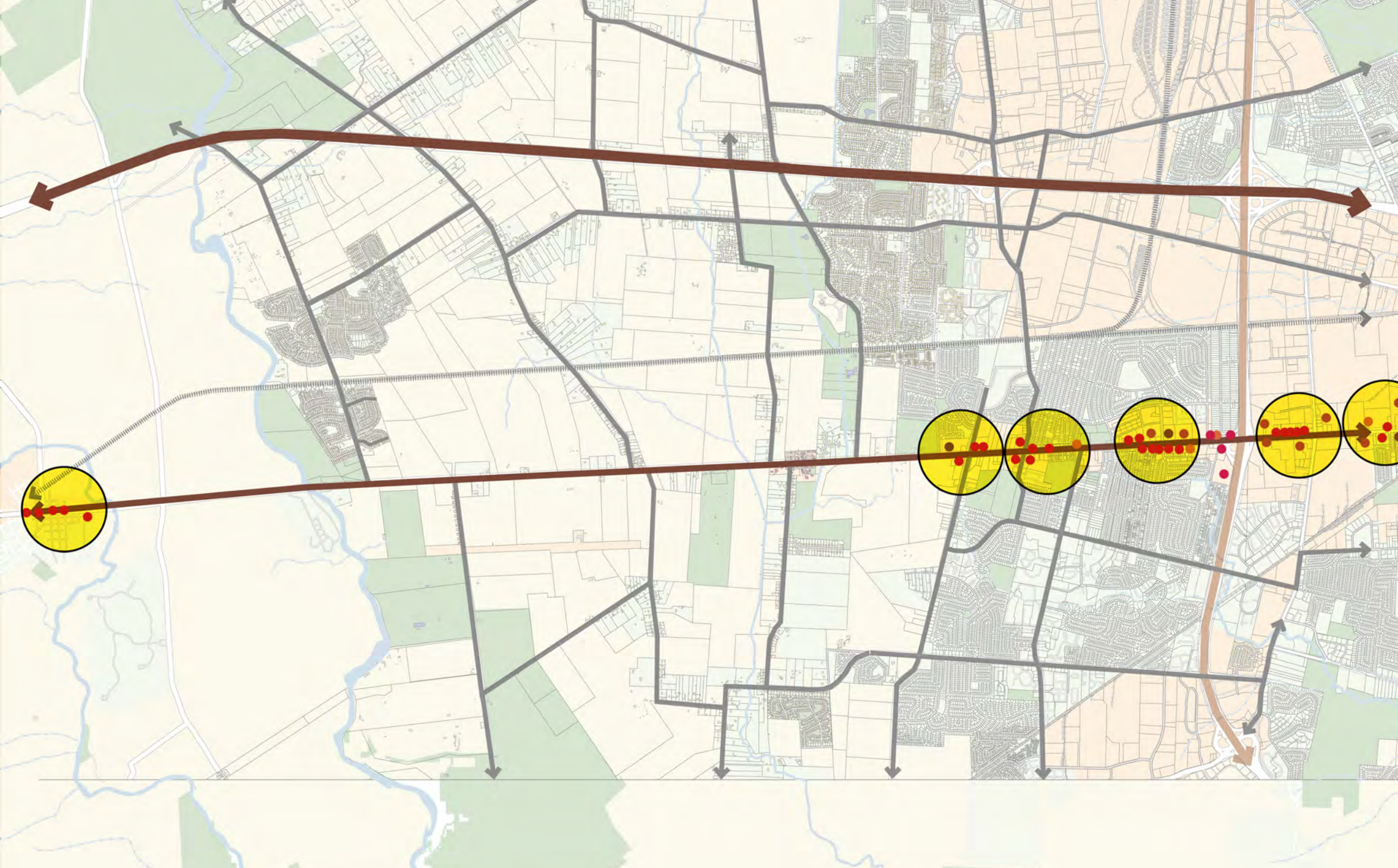
* PARKING ON ONE SIDE.
* TRAVEL LANES MAY BE
WIDENED TO ACCOMMODATE

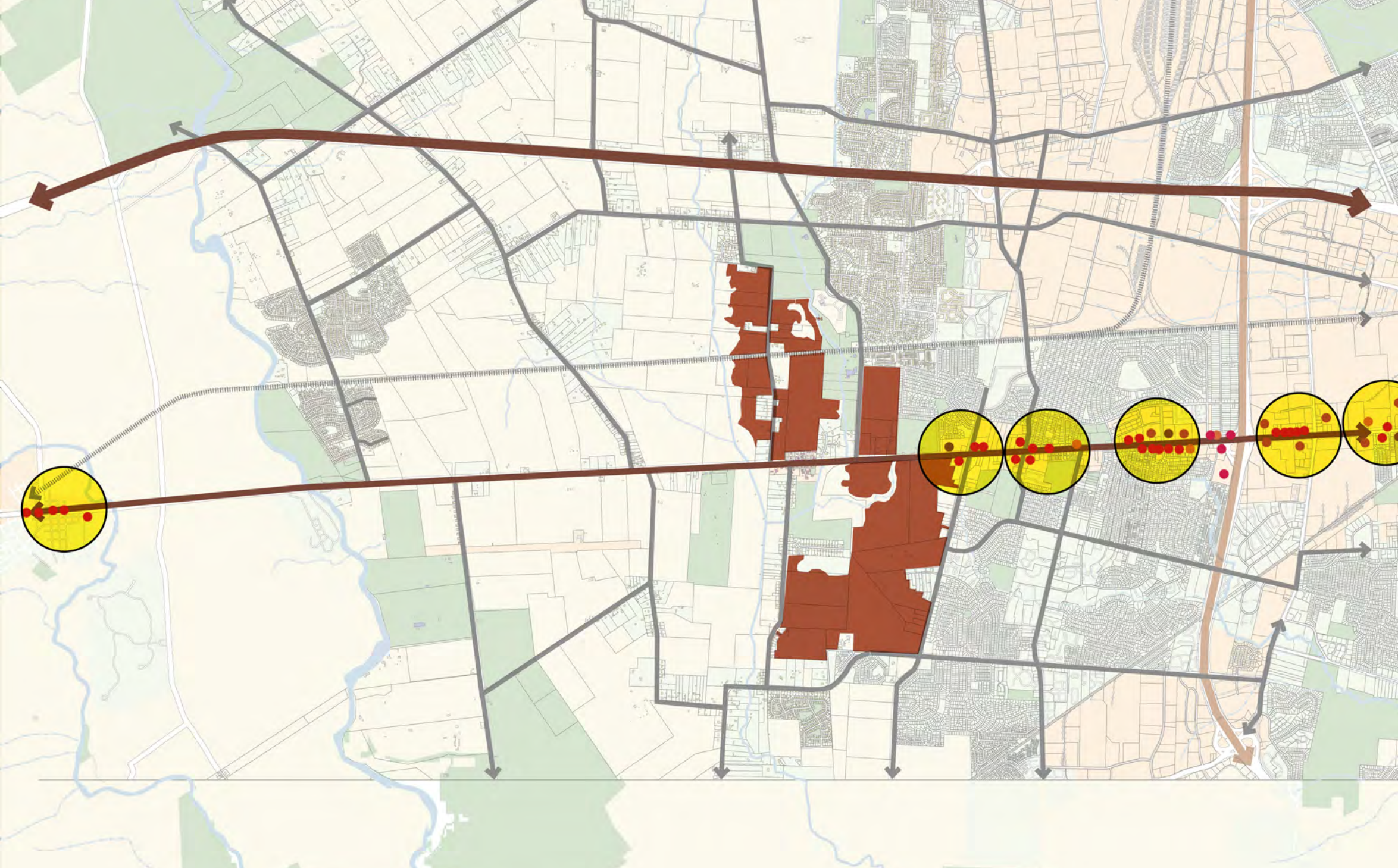


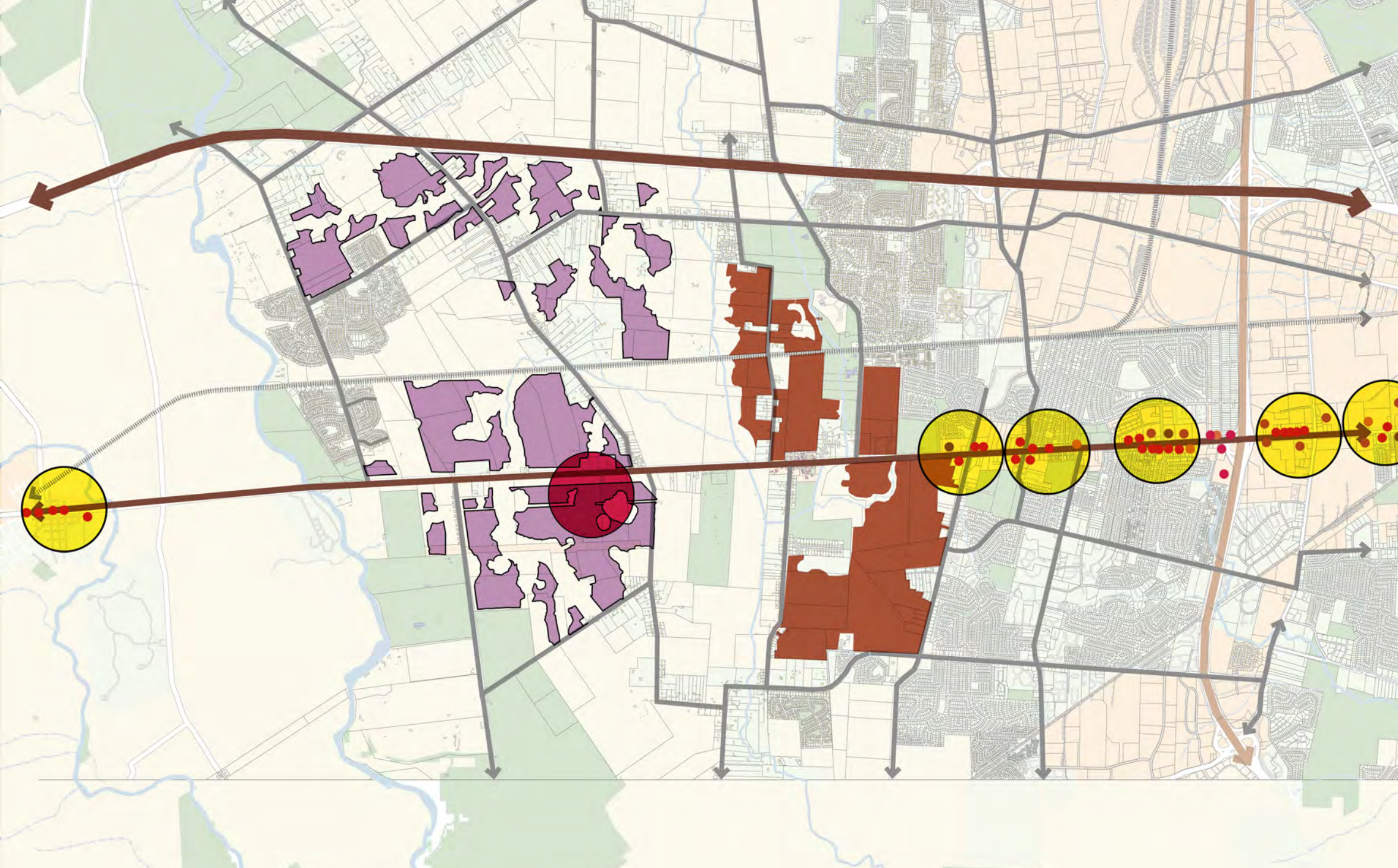


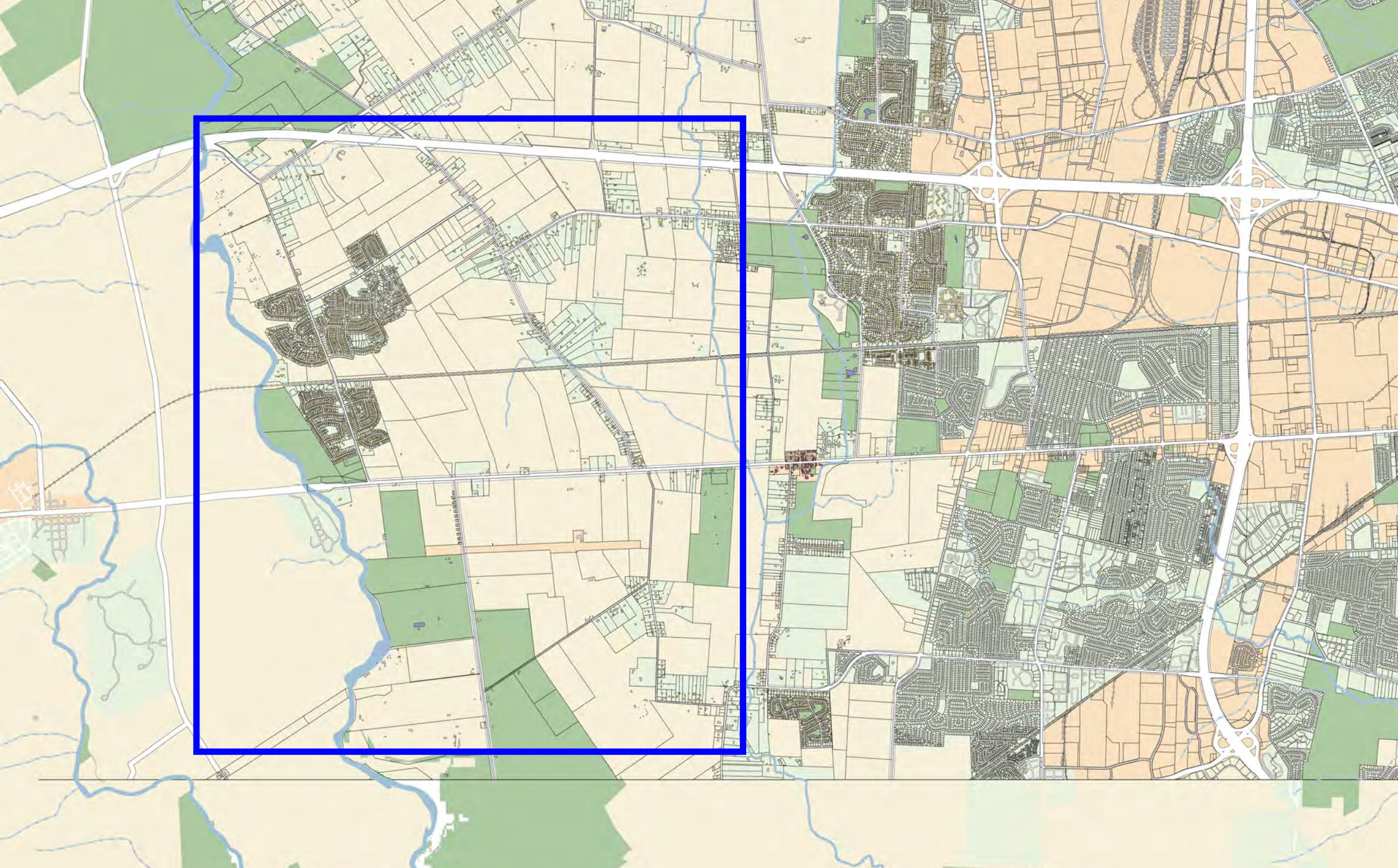


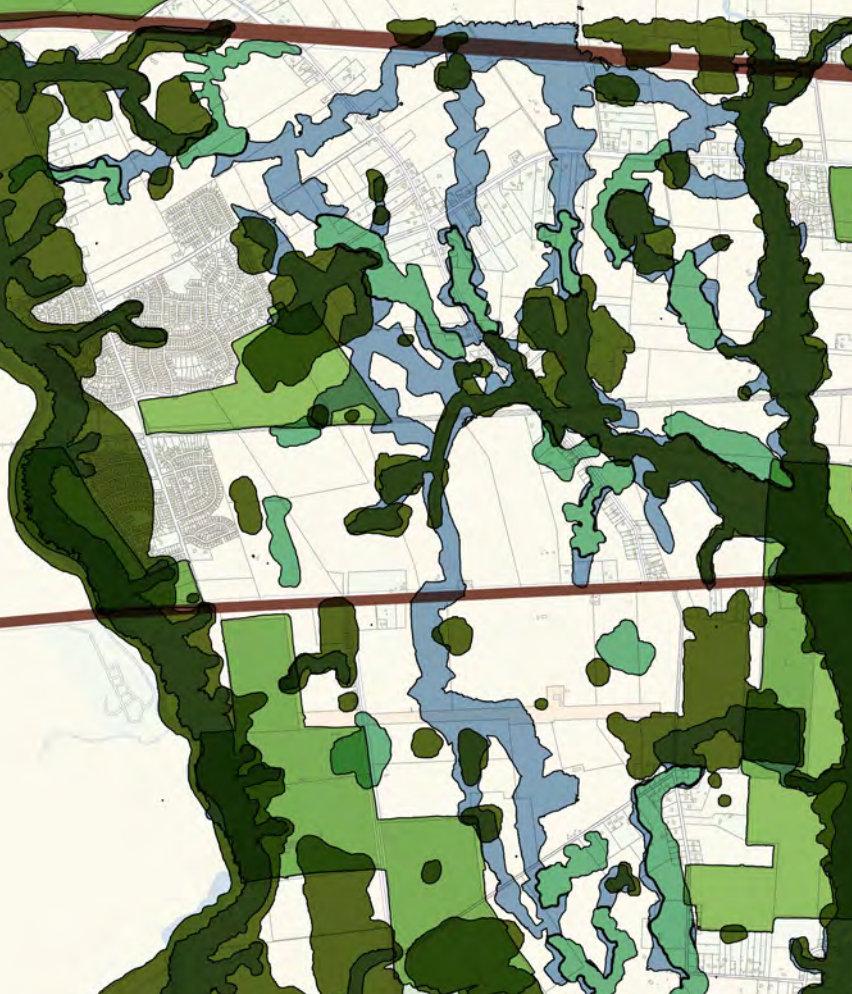


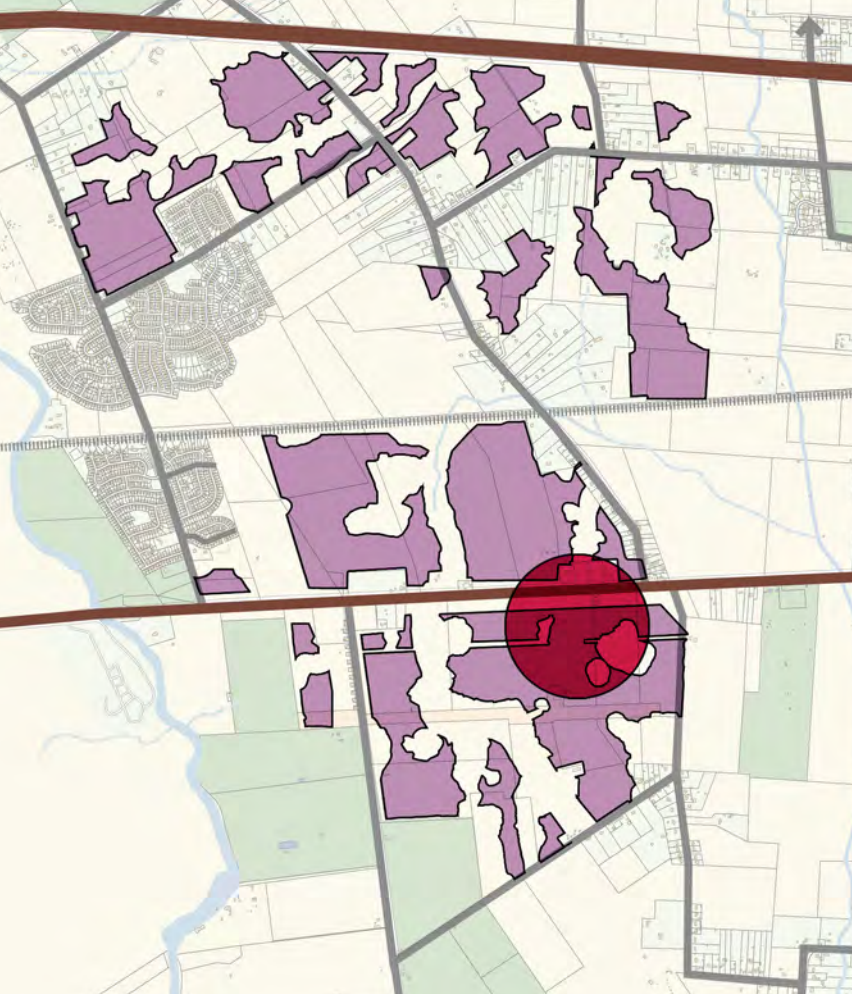








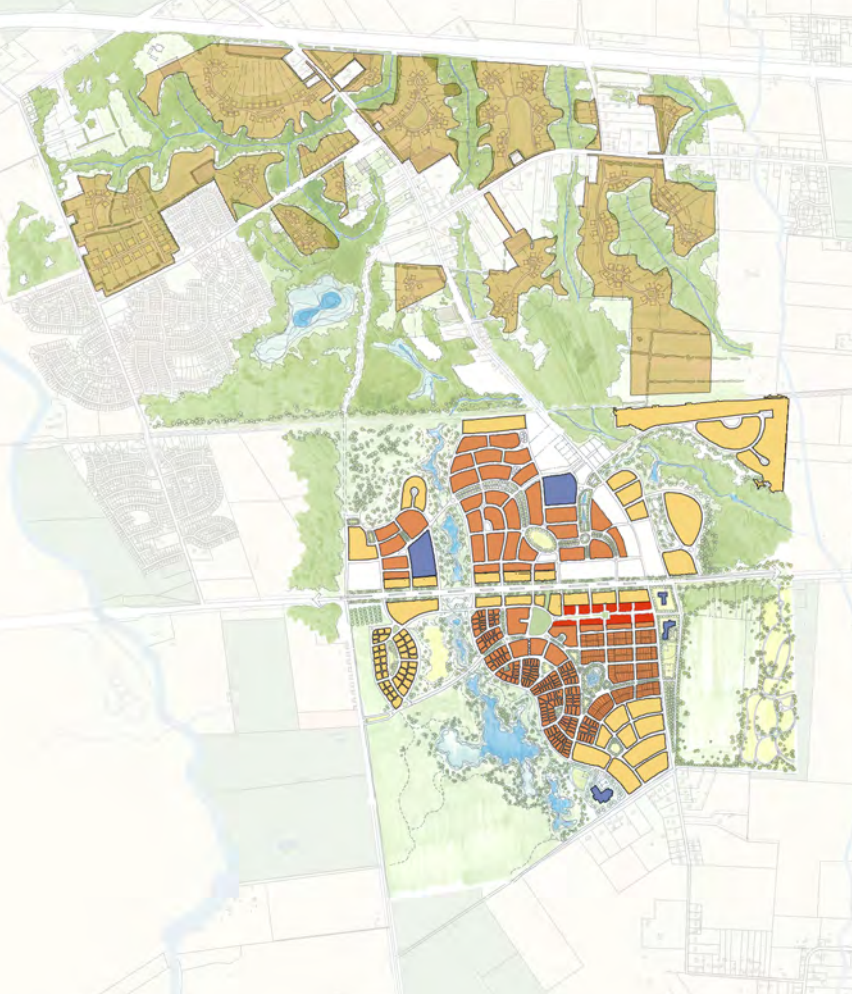




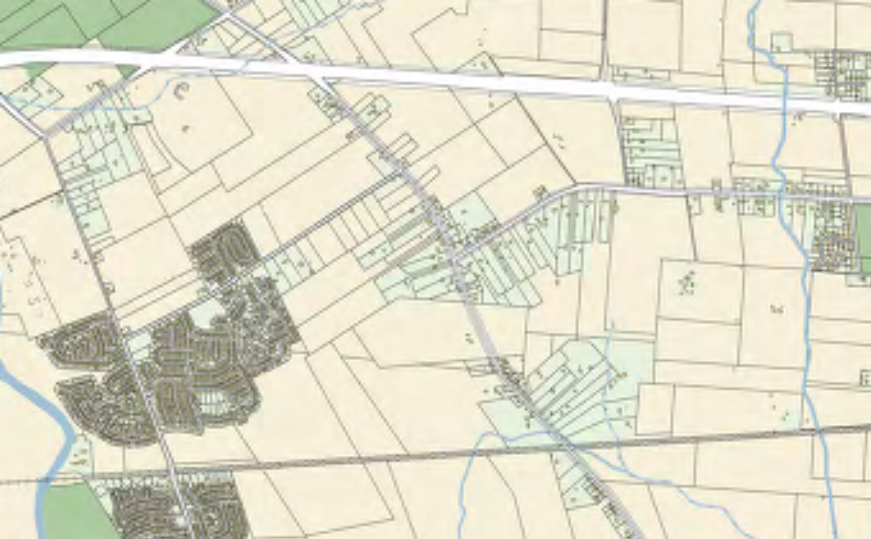
Big Darby Town Center Program

For Sale Residential	3,480 du.	1,701 ac.
Conservation Lots	145	1,243
Village Single-Family	1,020	291
Townhouse	1,835	143
Condo	480	24
Multi-family, For Rent	150 du.	7 ac.
Retail	300,000 sf.	10 ac.
Office	360,000 sf.	16 ac.
Hotel	100 rms.	8 ac.

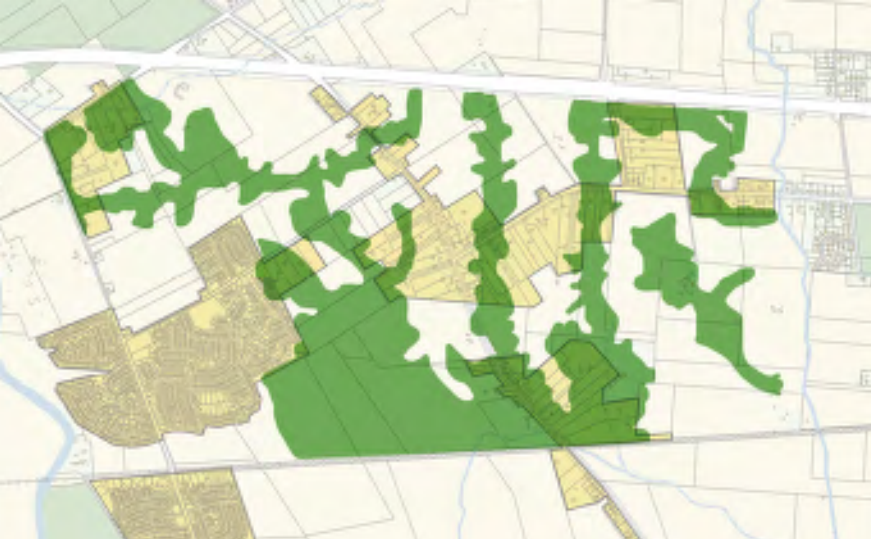
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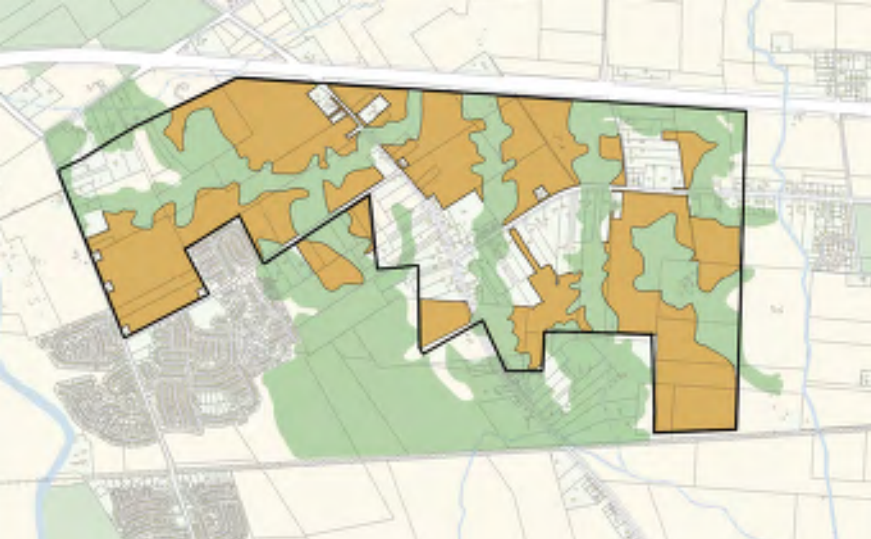




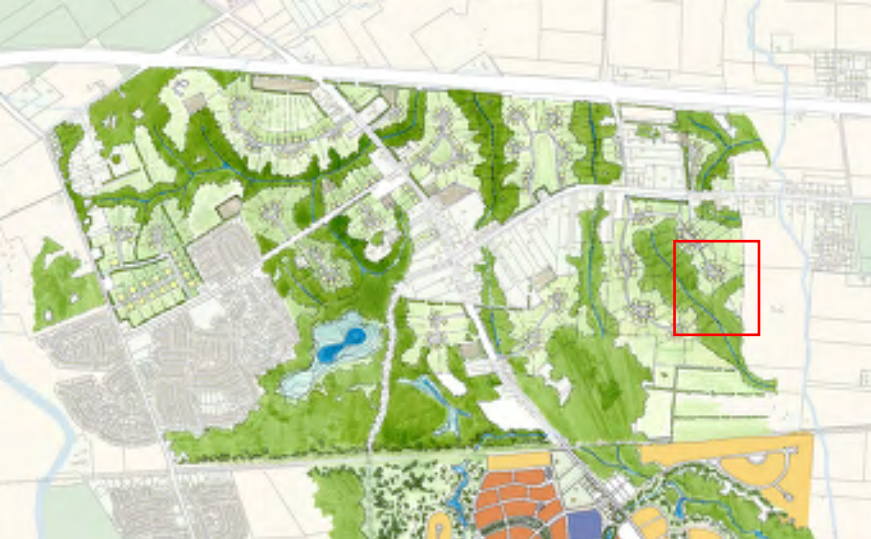






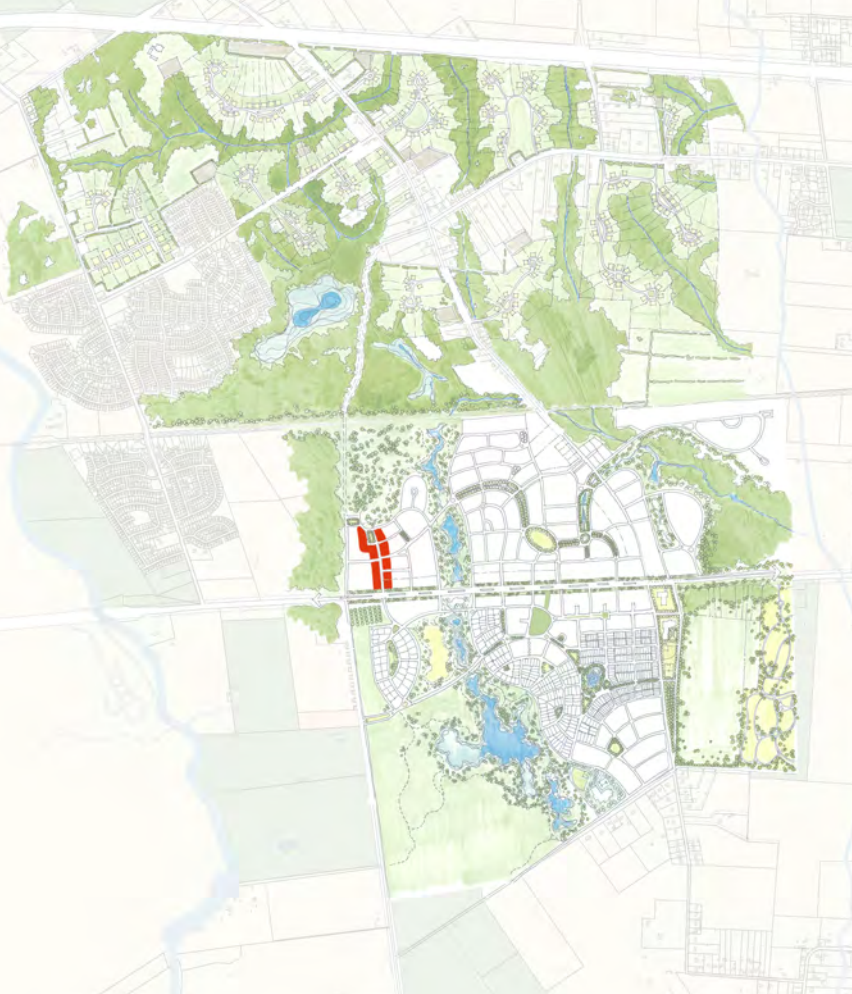








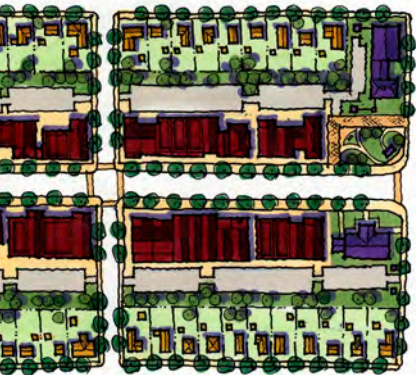








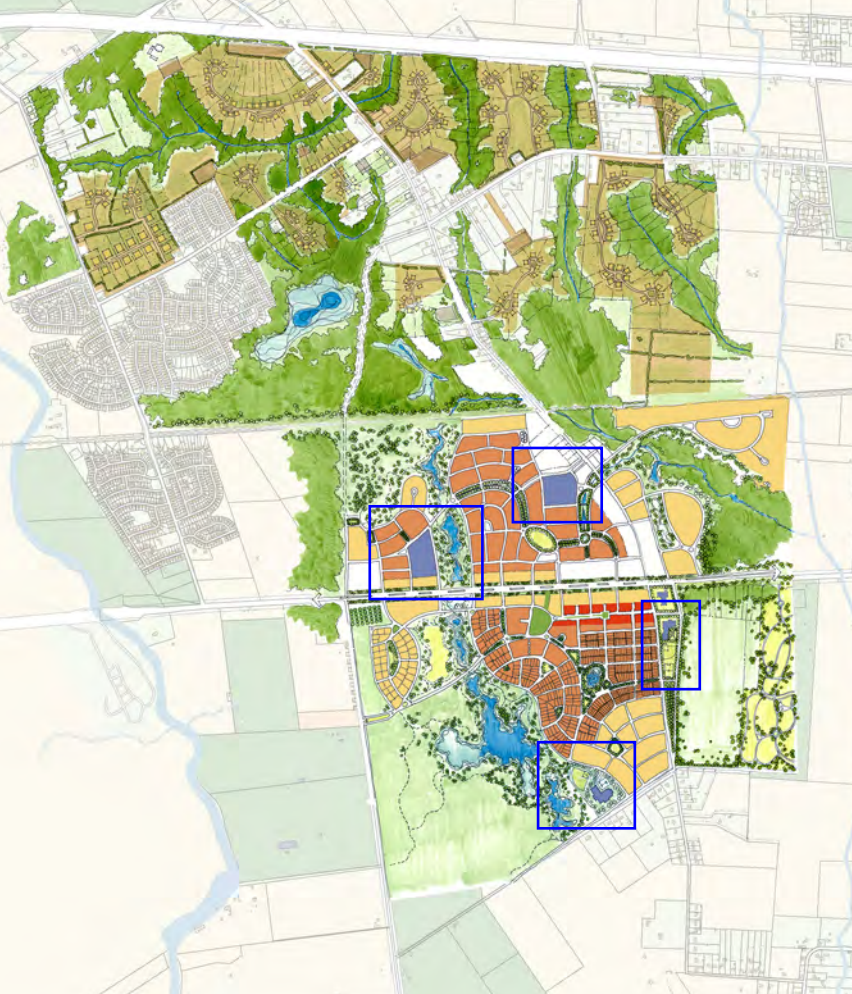








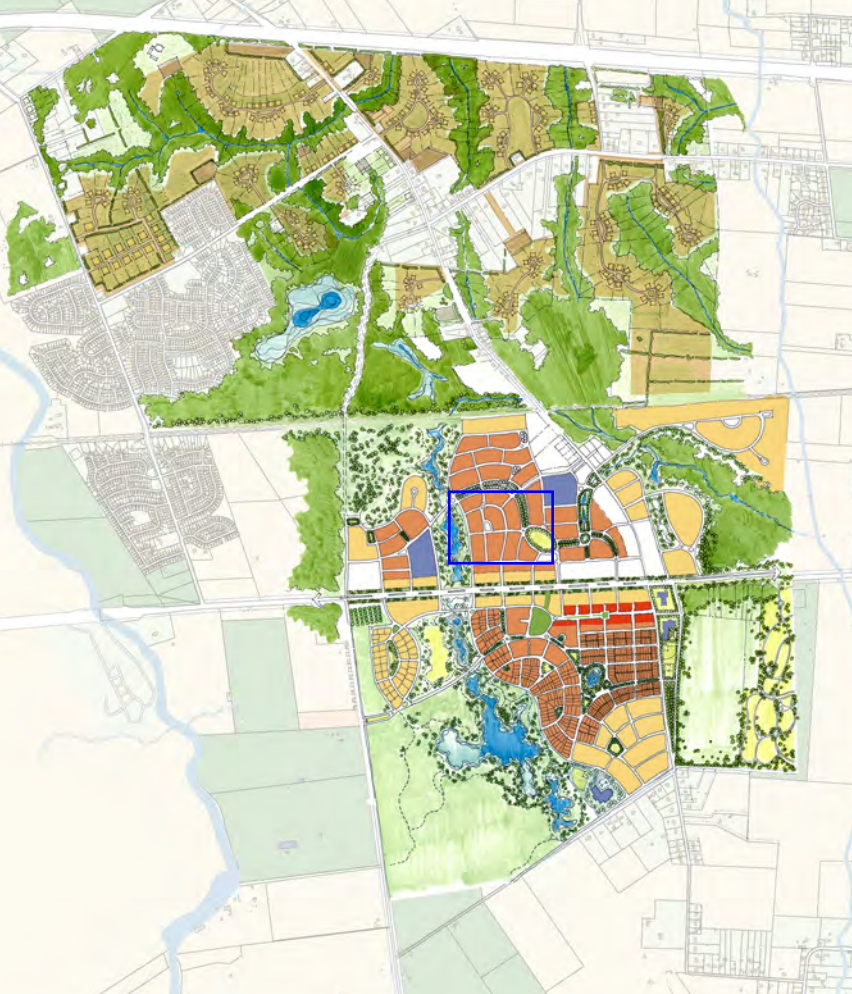
















SKIRBA
2010

Three Questions

- 1. What do you like about what has been recommended?**
- 2. What don't you like or would you improve upon?**
- 3. Is there anything that we have missed?**

Big Darby Town Center Master Plan



Design Charrette Presentation
28 January 2010