



LANE AVENUE PLANNING STUDY

Community Meeting 2
Thursday, December 12, 2019

AGENDA

Community Meeting 2

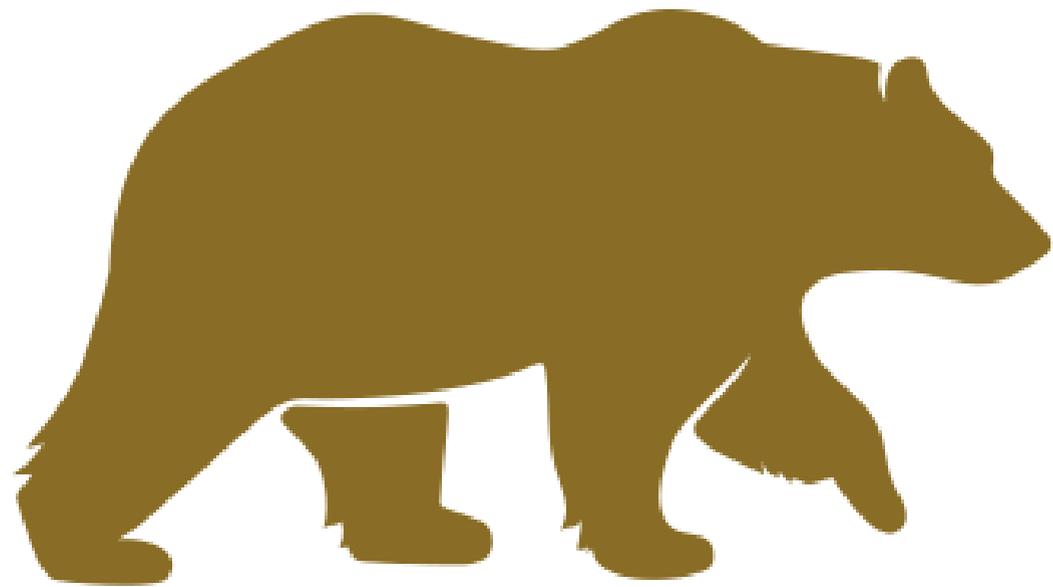
- 01 Introductions
- 02 Project Update
- 03 Community Engagement
 - Outreach
 - Engagement Activities
 - Summary Results
- 04 Market & Traffic Studies
- 05 Meeting Today!
 - Gateways
 - Neighborhood Thresholds
 - Streetscape
 - PMUD Code Recommendations
- 06 Next Steps



01

INTRODUCTION

CITY OF UA



City of *Upper*
Arlington®

THE PLANNING TEAM





**We are the
community
advancement firm.**

**We believe in the power of
multidisciplinary teamwork
to find ideas that aren't just
different - they're better.**



01

Meeting Purpose

Project Updates

Opportunity to:

- Check-in following the open house in September
- Share initial concepts
- Gather feedback on work so far
- Next community meeting in February!



02 PROJECT UPDATES

An aerial, isometric view of a city grid. The buildings are represented as 3D rectangular blocks. The color palette is primarily green, with some yellow and orange blocks scattered throughout. The perspective is from a high angle, looking down at the city streets and building footprints. The text 'Project Goals' is centered over the middle of the image in a large, white, sans-serif font.

Project Goals

02

Project Elements

Project Updates

- Create streetscape plan and gateway elements
- Update Unified Development Ordinance - Planned Mixed Use District (PMUD)
- Traffic Study
- Market Analysis



There is a need to...



**Align market
opportunities with
community perspectives.**



Grow the local economy.

1750
The Wine Bistrot

Create and define the
character.



**Plan for a dynamic
streetscape.**

A street scene with a traffic light, a sign, and cars. The traffic light is on the left, showing a red light. The sign is on the left, with text including "DON'T START", "TIME REMAINING", and "DON'T CROSS". There are cars on the road, including a dark SUV and a dark sedan. The background shows trees and a building.

Consider traffic impacts.



**Refine the Unified
Development Ordinance.**

Determine the role of the corridor.

CO50
Bike Share

Wellesley Dr
& Lane Ave

1918 2018
CITY OF UPPER
ARLINGTON

City of UPPER ARLINGTON



Mon, 5	Community Event: "The Experience: Seeing Through Our Eyes"	
Mon, 5	Board of Zoning & Planning Work Session*	6 pm
Wed, 7 - 14, 21	Get Fresh! UA Farmers Market	4-7 pm
Wed, 7 - 14, 21	2. Next of the Park: Transit Pool Parking Lot, 2850 Townsend Rd	
Thu, 9	Movers in the Park: Spiderman into the Spider Verse (PG)	10am
Thu, 9	Thompson Park	
12-18	Nationwide Children's Championship - All Day	
	OOH Grill Club, Statist Center, Free admission	
Sat, 18	Draggle Day: Sand Road Water Park	10am-3 pm
Mon, 19	Board of Zoning & Planning Meeting*	6 pm
Mon, 19	Caucust Conference Session*	7:30 pm
Mon, 24	City Council Meeting*	7:30 pm
	*Held at 3000 Townsend Road	

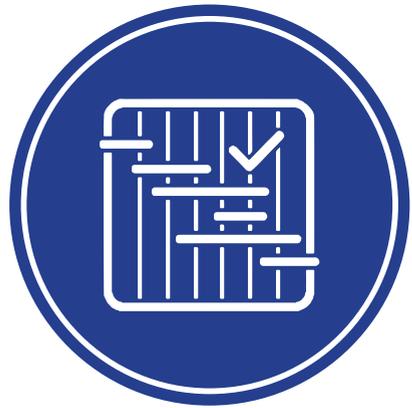
City of
Upper Arlington

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02

Approach

Project Overview



PHASE 1
Launch



PHASE 2
Discover



PHASE 3
Create



PHASE 4
Test and Refine



PHASE 5
Finalize



02

Schedule

Project Update

KICK OFF MEETING

July 26

STEERING COMMITTEE 1

August 21

COMMUNITY MEETING 1

September 18

FOCUS GROUPS ROUND 1

September 25

COMMUNITY POP-UPS

September 26

STEERING COMMITTEE 2

October 16

STEERING COMMITTEE 3

November 21

COMMUNITY MEETING 2

December 12

STEERING COMMITTEE 4

January 16

COMMUNITY MEETING 3

February

FOCUS GROUPS ROUND 2

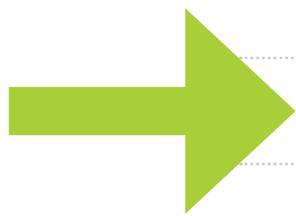
February

STEERING COMMITTEE 5

March 12

ELECTED/APPOINTED OFFICIALS MEETING

April



02

Where have we been?

Project Updates

- Completed engagement round 1 and analyzed feedback
- Developed initial streetscape, gateway, and neighborhood threshold concepts
- Identified key changes to the zoning code
- Completed market study and case studies
- Traffic study



02

What's next?

Project Overview

- Refine concepts based on community and staff input
- Create draft PMUD zoning code
- Continue to align concepts and code with the traffic and market study





03 COMMUNITY ENGAGEMENT

03

Round 1 Events Community Engagement

- Community Open House 9/18
- Focus groups with local stakeholders: 9/25
- Community Pop-Ups
 - Crimson Cup: 9/26 from 7:30-9AM
 - Whole Foods: 9/26 from 5:30-7PM
- Online Survey 10/1 - 10/13



03

Engagement by the Numbers

Community Engagement

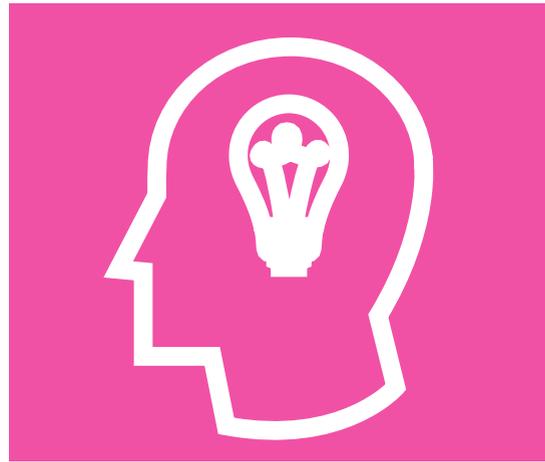
60+ People	Open House	(9/18)
6 Meetings	Focus Group Meetings	(9/25)
70+ People	Pop-Up Meetings	(9/26)
1,887 Respondents	Online Survey	(10/1-10/13)

2,080+
People reached

03

Engagement Activities

Community Engagement



1. Future Wall



2. Big Map Table



3. Rating Station



4. "This or That?" Station

Green activities were available at the Open House only.

Pink activities were duplicated at the Pop-ups and Online.

03

Engagement Activities

Community Engagement



5. Streetscape Elements Wall



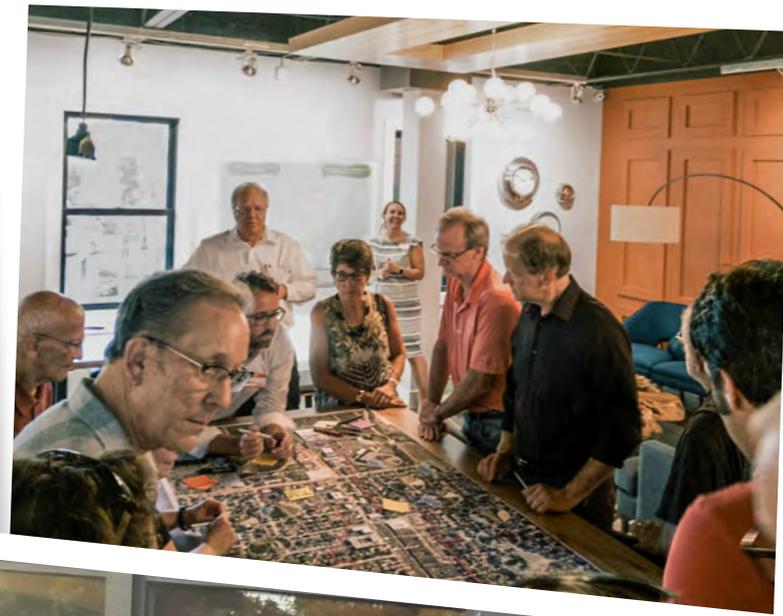
6. Branding and Wayfinding Preference



7. Building Character Preference

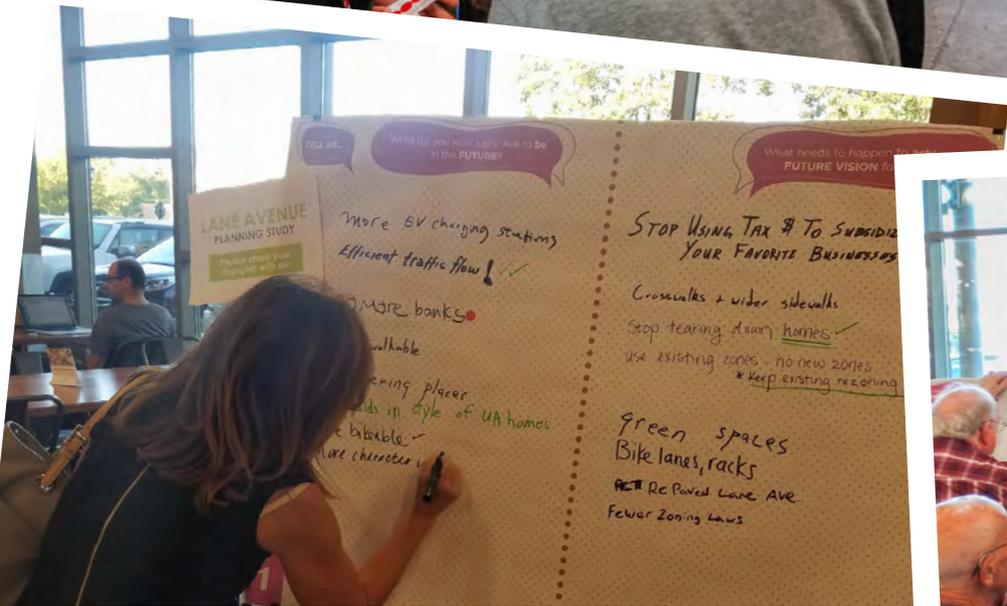
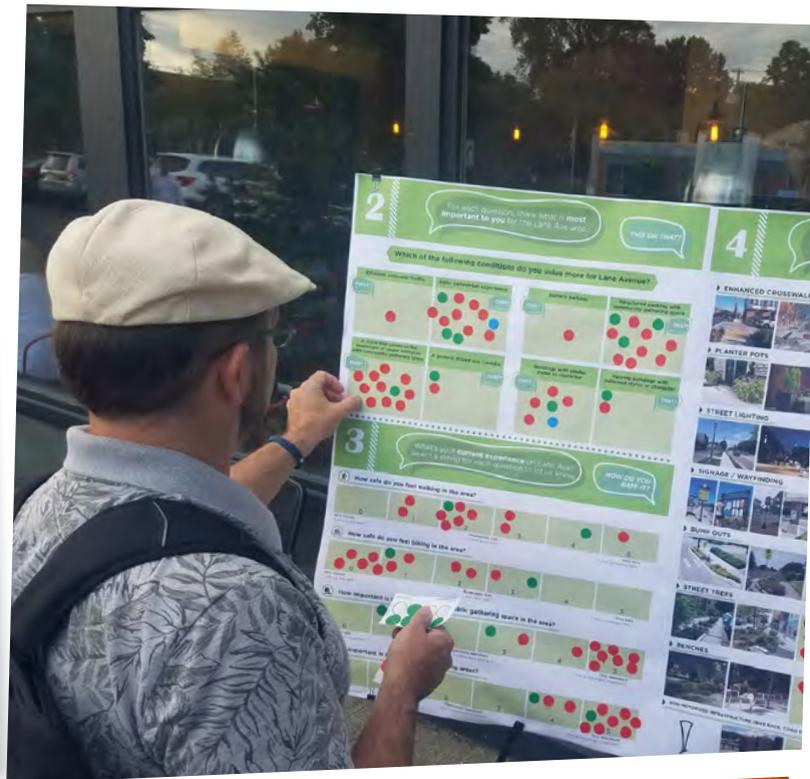
Green activities were available at the Open House only.

Pink activities were duplicated at the Pop-ups and Online.



"A place to be around other people."

--Participant's vision for Lane Ave



77% of people felt Lane Avenue should serve as UA's downtown.

03

Engagement Key Findings

Community Engagement

- **Identity/Character.** While participants were conflicted on the identity of Lane Avenue (old vs. new), there was a consensus for traditional, timeless, and durable building materials.
- **Outdoor Dining/Gathering Spaces.** People desire places along Lane Avenue for outdoor dining and informal gathering.
- **Walkability.** The community is aligned on the need to improve the walkability and safety of Lane Avenue.
- **Traffic/Congestion.** Traffic flow along Lane Avenue is a major concern, especially as redevelopment continues.
- **Bikeability.** Although bicycle safety is a concern now, there is support for bike amenities and connections.

03

Engagement Key Findings

Community Engagement

- **Downtown.** Many view Lane Avenue as the downtown of Upper Arlington and/or a significant mixed use district that offers a live, work, play environment.
- **Boundaries and Buffers.** There is a need to clearly define the perimeter of the commercial district and adequately buffer development and traffic from residential neighborhoods.
- **Consistent Building Character.** Building architecture and design should be consistent and complementary throughout the corridor, with distinct massing and timeless character.
- **Signage with Natural Materials.** Traditional signage with stone, brick, metal, and other natural materials is preferred.

03

Focus Groups Summary

Community Engagement

- Extensive amount of office and R&D space projected for OSU West Campus.
- Major infrastructure improvements (City of Columbus, OSU, ODOT) needed in proximity of West Campus.
- Described UA's unique character and emphasized need to help community visualize Lane Avenue's future.



▲ West Campus Long-term Development Plan

- 1 Waterman Lab
- 2 Mixed-Use Development
- 3 Research and Innovation Corridor
- 4 Rev 1 Ventures

03

Focus Groups Summary Cont.

Community Engagement

- Regional demand for office with UA having a smaller footprint, non-corporate niche product.
- Difficulty with existing tenants making short-term improvements to The Shops on Lane but recognize long term need to redevelop.
- Constraints to PMUD related to setback, height, and use regulations.
- Need to engage community early in development review process.



03

MARKET & TRAFFIC STUDIES

A title card for a market study. The background is a photograph of a modern building with a stone facade and large windows. A bright green rectangular overlay is centered on the image, containing the text "MARKET STUDY" in white, bold, sans-serif capital letters. The scene includes a sidewalk, a street with parked cars, and trees in the background under an overcast sky.

MARKET STUDY

Lane Avenue

Real Estate Market Analysis

2 Hotels: 250-420 Keys

Office: 260,000 sf

Residential: 420 Dwellings

Retail: 154,400 sf

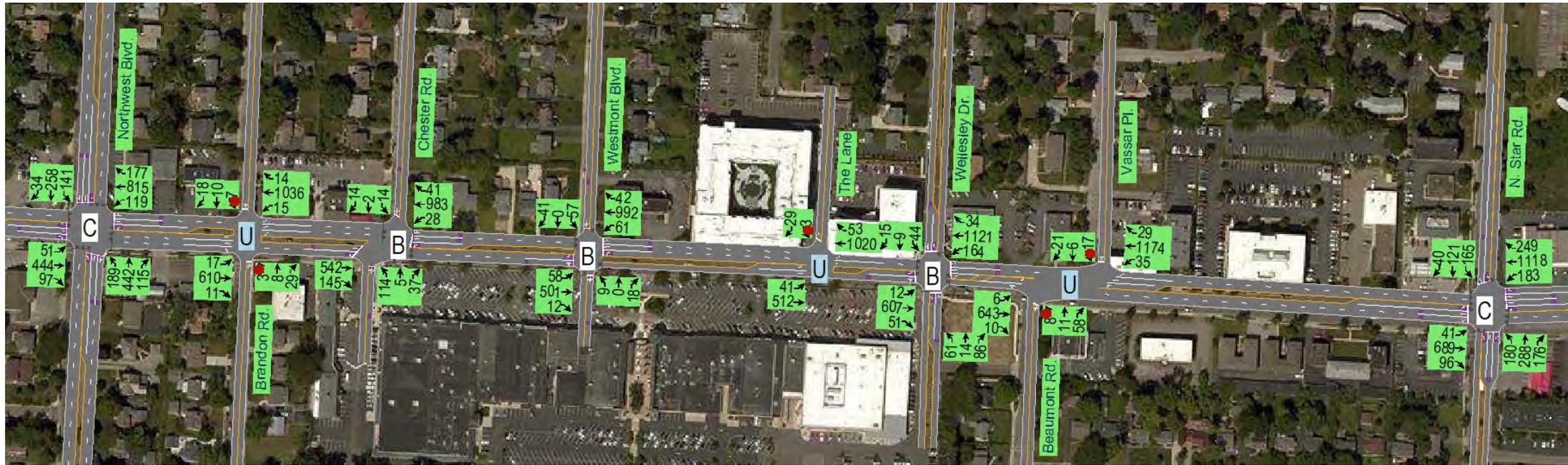
Restaurants: 35,000 sf



TRAFFIC STUDY

Traffic Study - On Street Parking

2030 PM No Build - WB 2 Through Lanes



2030 PM No Build - WB 1 Through Lane



02

Traffic Study - Comings and Goings



17% Complete Cut-Through



05
MEETING
TODAY!

05

Meeting - Purpose

Meeting Today!

Opportunity to:

- Check-in following the open house in September
- Share initial concepts and gather feedback



05

Stations

Meeting Today!



**Gateway
Concepts**



**Neighborhood
Threshold
Concepts**



**Streetscape
Concepts**



**PMUD
Code Rec's**

An architectural rendering of a city street scene, viewed from an elevated perspective. The scene includes a multi-lane road with cars, a sidewalk with trees, and buildings in the background. A semi-transparent green rectangular overlay is centered on the image, containing the text 'GATEWAY CONCEPTS' in white, bold, sans-serif font. The overall image has a muted, greyish-green color palette.

GATEWAY CONCEPTS

05

Gateway - Purpose

- Create unique district and define limits
- Improve circulation and pedestrian safety
- Work within confines of existing conditions



05

Gateway - Locations



05

Option 1 - Looking West on Lane



▶ OPTION ONE

05

Option 1 - Looking West on Lane



▶ OPTION ONE

05

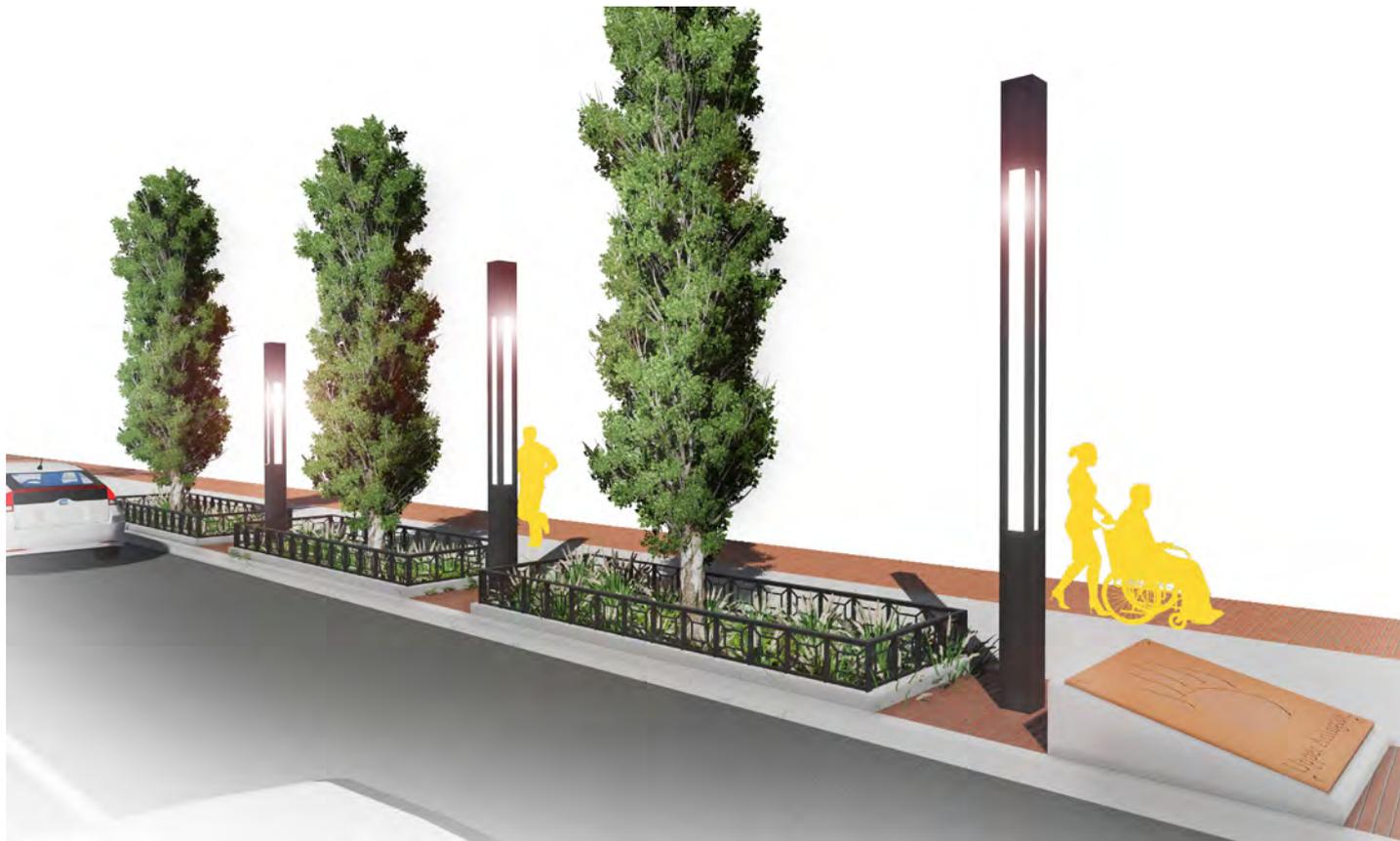
Option 1 - Looking East on Lane



▶ OPTION ONE

05

Option 1 - Day/Night



05

Option 2 - Looking West on Lane



▶ OPTION TWO

05

Option 2 - Looking West on Lane



▶ OPTION TWO

05

Option 2 - Looking East on Lane



▶ OPTION TWO

05

Option 2 - Day/Night



▶ OPTION TWO



**NEIGHBORHOOD
THRESHOLD
CONCEPTS**

05

Neighborhood Thresholds - Purpose

- Create unique district and define limits
- Improve circulation and pedestrian safety
- Work within confines of existing conditions



05

Neighborhood Thresholds - Location



05

Existing Condition



▶ EXISTING CONDITION

05

Option 1



▶ OPTION ONE

05

Neighborhood Thresholds



▶ OPTION ONE



▶ OPTION TWO



STREETSCAPE CONCEPTS

05

Streetscape

What are we achieving?

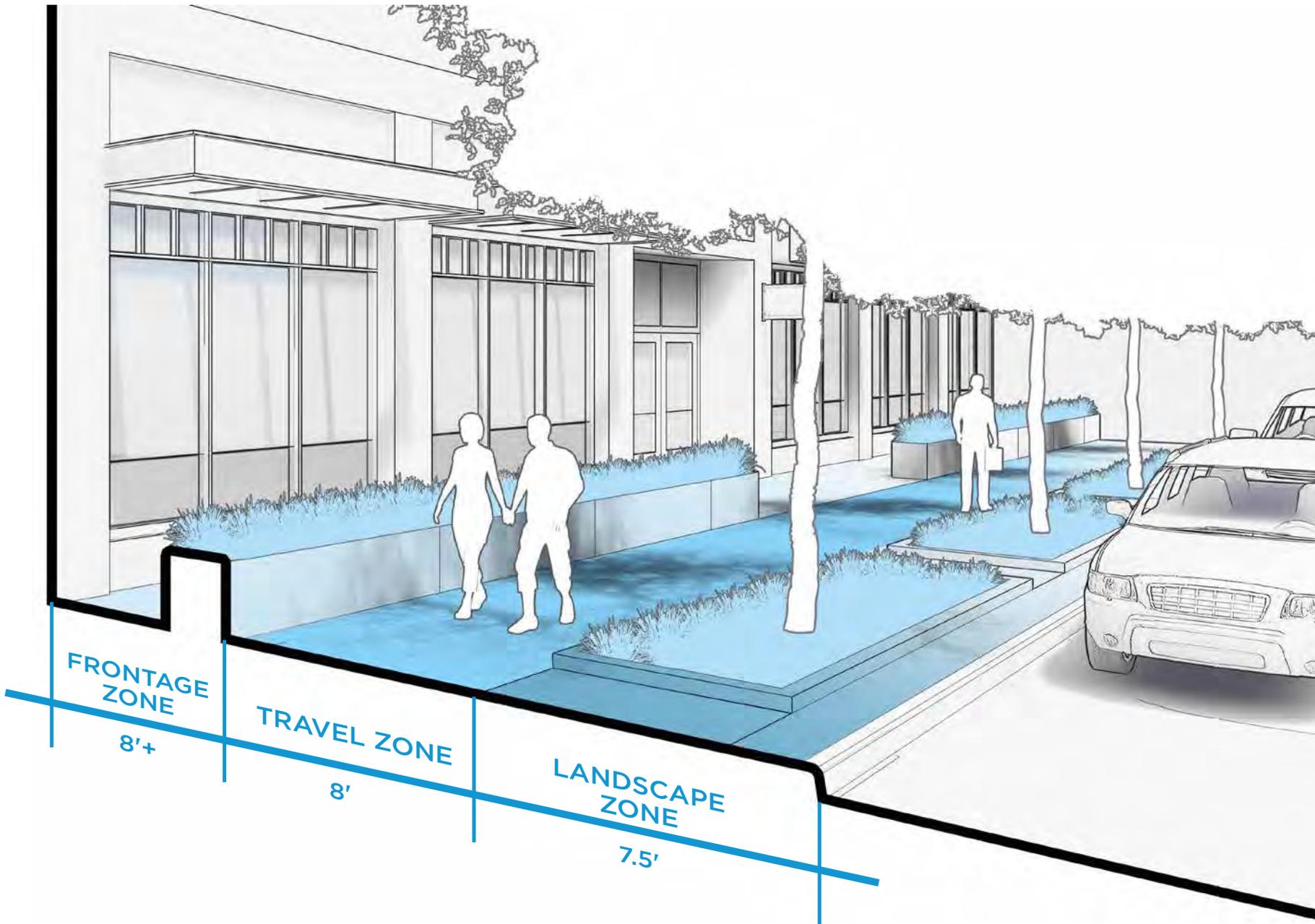
- Creating consistency
- Gaining space in the pedestrian zone
- Green infrastructure
- Hierarchy of pedestrian streets
- Unique district through a coordinated aesthetic

Streetscape - Sub-Districts



05

East Gateway



- Proposed streetscape model by Gateway project
- Frontage zone allows for outdoor dining
- Enlarged landscape zone to buffer from high volume traffic

The background of the slide is a dark, grayscale aerial photograph of a city street grid. A bright green rectangular box is centered on the page, containing the title text in white. The text is arranged in two lines: "PMUD CODE" on the top line and "RECOMMENDATIONS" on the bottom line. The font is a bold, sans-serif typeface.

PMUD CODE RECOMMENDATIONS

05

Lane Avenue PMUD

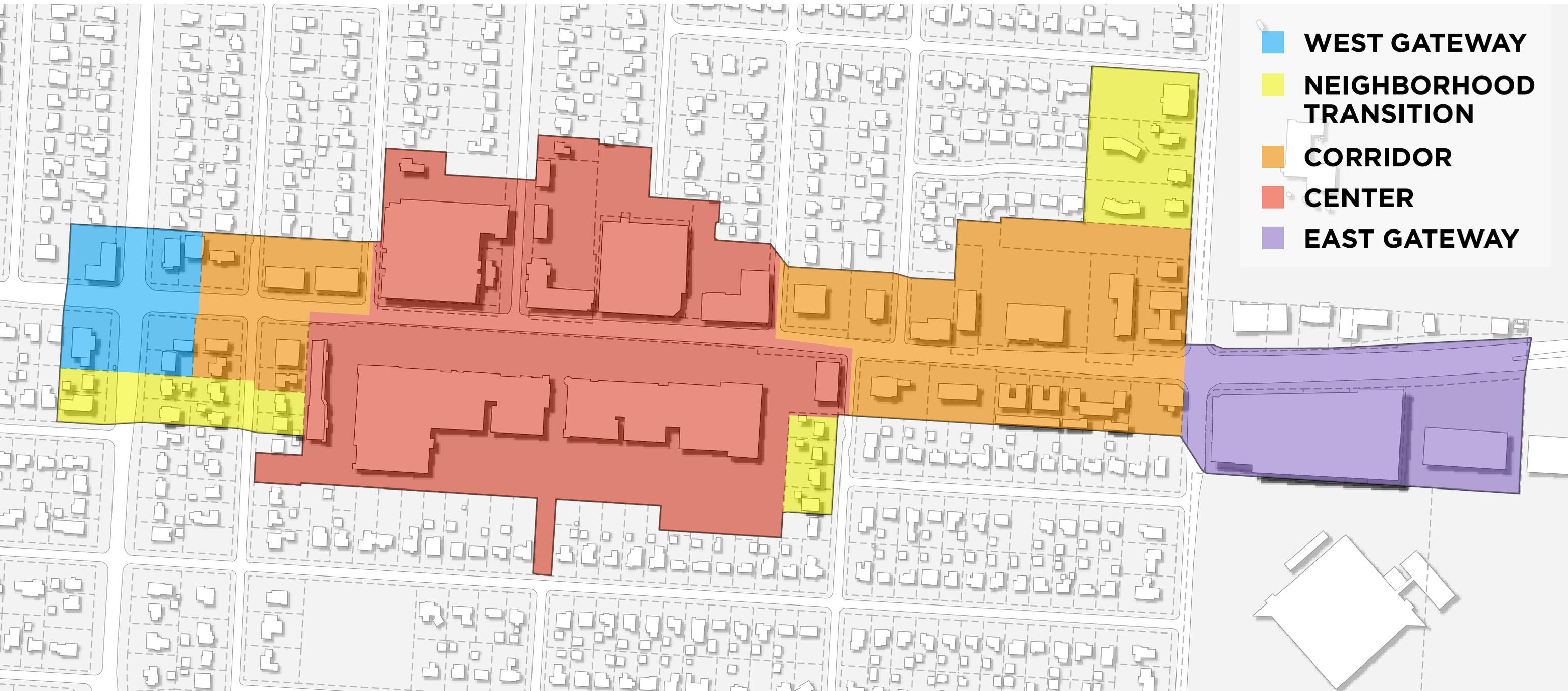
Why revise the Lane Avenue PMUD?

- Changing regional development dynamic
- Mixed results with UDO/PMUD Design Guidelines
- Little attention to regulating development form within the *private realm*
- Lack of standards for creating a viable streetscape within the *public realm*
- Opportunity to apply Lane Avenue framework to remaining PMUD areas

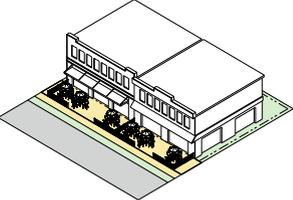
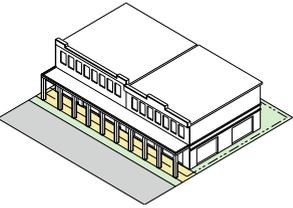
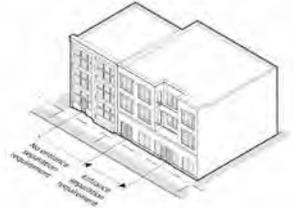


05

PMUD Context Areas



Major Code Recommendations

	What we learned.	What we recommend.	What it looks like.
Lot, Block, and Street Pattern	Lane Avenue is Upper Arlington's "Downtown."	Create sub-districts within Lane Avenue that recognize existing development patterns (block and lot size) as well as building and parking placement in creating development standards.	
		Identify the Primary, pedestrian oriented streets from the Secondary access streets.	
Frontage	Frontage treatment "outdoor dining" and "informal gathering" are desired	Emphasize the front area of buildings as the place to accommodate public gathering.	
		Specify the types of frontages permitted in different areas.	
		Require both ingress and egress access from Primary Street, at a minimum.	



06

NEXT STEPS

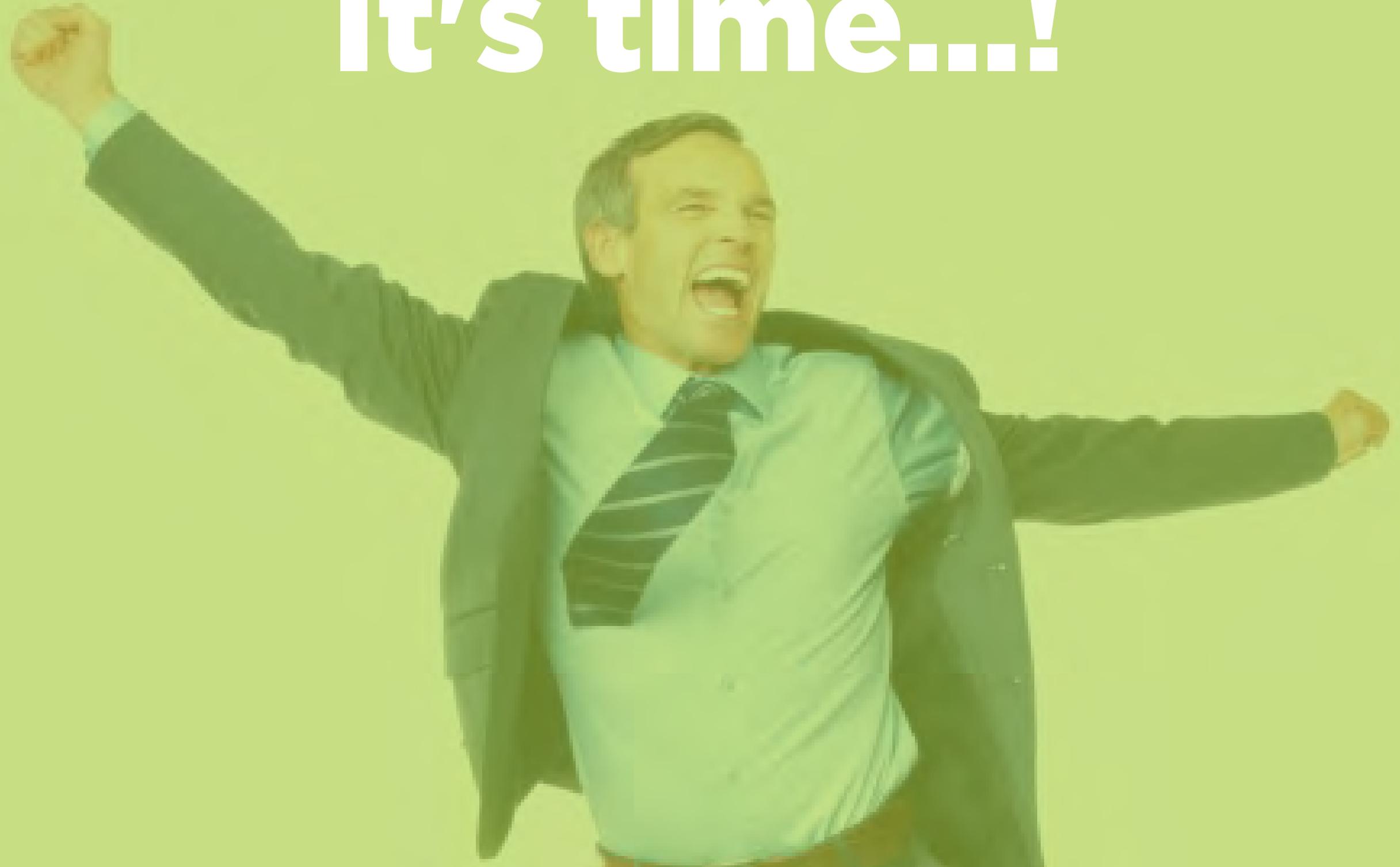
06

Next Steps

- Draft PMUD Code
- Create streetscape master plan
- Refine gateway/threshold elements
- Public Meeting February -
See you then!



It's time...!



Stations

Meeting Today!



**Gateway
Concepts**



**Neighborhood
Threshold
Concepts**



**Streetscape
Concepts**



**PMUD
Code Rec's**



Rules of Engagement

Meeting Today!

- Try to visit all the stations
- Move at your own pace
- Project team is available for additional questions
- Please make sure you sign-in before you leave
- **Let your family, friends, and neighbors know about future engagement opportunities!**

Thank you!