

CREATING A DOWNTOWN THE PREFERRED VISION



DUBLIN
CALIFORNIA

After years of hearing from the community about the need to create a Downtown, the City Council initiated a process in early 2019 to establish a vision and location for a new town square and main street experience located in the City's original central business district – also referred to as the Downtown Retail District.



A rendering of what a town square and main street experience could look like.

The Downtown Main Street Experience

For the last several months, the City Council has met in public work sessions with City staff and its team of consultants to review options for creating a town square, its location, as well as provide input on the massing, density, and land uses to create a vibrant Downtown main street experience. Over the summer, the City solicited feedback on the location and dimensions of the town square through an initial community meeting and a survey (distributed at the Farmers' Market and also available on the City's website). More than 245 people provided feedback with an overwhelming majority favoring a town square featured along an extended, future main street – Golden Gate Drive (see rendering on page 3).

The Proposed Preferred Vision

The Preferred Vision being considered by the City Council includes a new and extensive street grid network,

including a main street experience, a new town square and a mixture of supportive land uses such as retail, office, hotel and residential. The Preferred Vision for Downtown Dublin begins with the Dublin Place shopping center, which includes Target, Hobby Lobby and Burlington Coat Factory. The City is working closely with the majority property owner of the Dublin Place shopping center who has expressed a willingness to work with the City on a major transformation so long as it makes economic sense for them and their investors.

Seeking Community Input

The City would like to hear your input on the Preferred Vision before the City Council takes action later this year. This handout details the proposed Preferred Vision and touches on the challenges, opportunities and constraints that the City faces with making improvements to the Downtown.



Retail District Transit-oriented District Village Parkway District

Where is Downtown Dublin?

Downtown Dublin is bound by Village Parkway to the east, Interstate 580 to the south, San Ramon Road to the west and Amador Valley Boulevard to the north. This area is commonly referred to by the City as the Downtown Dublin Specific Plan area (DDSP). There are three districts within the DDSP as outlined in the above image. The focus of the Preferred Vision is the Retail District.

Why is the City focused on Downtown?

Downtown Dublin already has a lot of great amenities – proximity to BART and freeways, a variety of shops and restaurants, grocery stores and unique attractions such as the bowling center and ice rink, but it lacks both a sense of place and civic focal point.

This Preferred Vision, if approved by the City Council, would create that focal point and sense of place for the community.

Where is the proposed Town Square located?

Over the summer, the City collected feedback from more than 245 people about the location and functionality of a new town square. An overwhelming majority favored the design of “Concept A” (see rendering on page 3). This preferred town square is located one block north of Dublin Boulevard in the Dublin Place shopping center along the Golden Gate Drive entrance to the center.

How big is the Town Square?

The town square is approximately a one-acre park, and is envisioned to become Dublin’s social center.

How will the Town Square benefit the whole community?

Envisioned with surrounding shops and restaurants with outdoor dining, the new town square is designed to become Downtown’s civic focal point. As shown in the images below (lower right), the town square would include a lawn/open space area, outdoor furniture including seating and tables, shade features, a water element, outdoor dining, space to relax, and a stage for events. The town square could host yoga and other classes, concerts, movies, etc. as well as pop-up markets such as a Farmers’ Market or food truck events.

How will this Preferred Vision create a “Main Street” experience?

Successful, vibrant downtowns have a diverse economic base that includes a mix of retail, restaurants, services, entertainment, office space, housing and hotels. Concentrating this mix of uses in a four-block area that is more pedestrian-friendly, and designed for interaction will create synergy for shops and restaurants to thrive.

Extending Golden Gate Drive north of Dublin Blvd. (through the existing shopping center) will allow for the development of a new grid street pattern with wide sidewalks. This creation of new streets and sidewalks



will open the opportunity for ground floor retail and restaurants interacting with the public space and town square as well as pedestrians strolling through the new main street.

What will Downtown look like in the future?

If the Preferred Vision is approved, the Downtown Retail District could look very different in the future compared to the existing one-story buildings and parking lots of today.

In today’s market, stand-alone retail cannot easily survive on its own. It needs an on-site community. With the Preferred Vision, Downtown Dublin has the opportunity to become a more pedestrian-friendly, walkable main street, with retail, office, hotel, and housing all within walking distance of each other.

Creating the envisioned retail core along the extension of Golden Gate Drive is only going to be possible when it is supported by adjacent office, hotel and housing to help create vibrancy on the street that activates the area and supports the shops and restaurants.

When can we expect to see changes?

The Dublin Place shopping center is successful today, but we must acknowledge that retail is evolving and that a shopping center constructed in the mid-to-late 1960s will not survive “as is” forever. If approved, the Preferred Vision would chart a path forward to improve this area over the next 30-50 years with the goal of achieving the town square and related surrounding developments in the next five years.

What will happen if the City Council doesn’t approve the Preferred Vision?

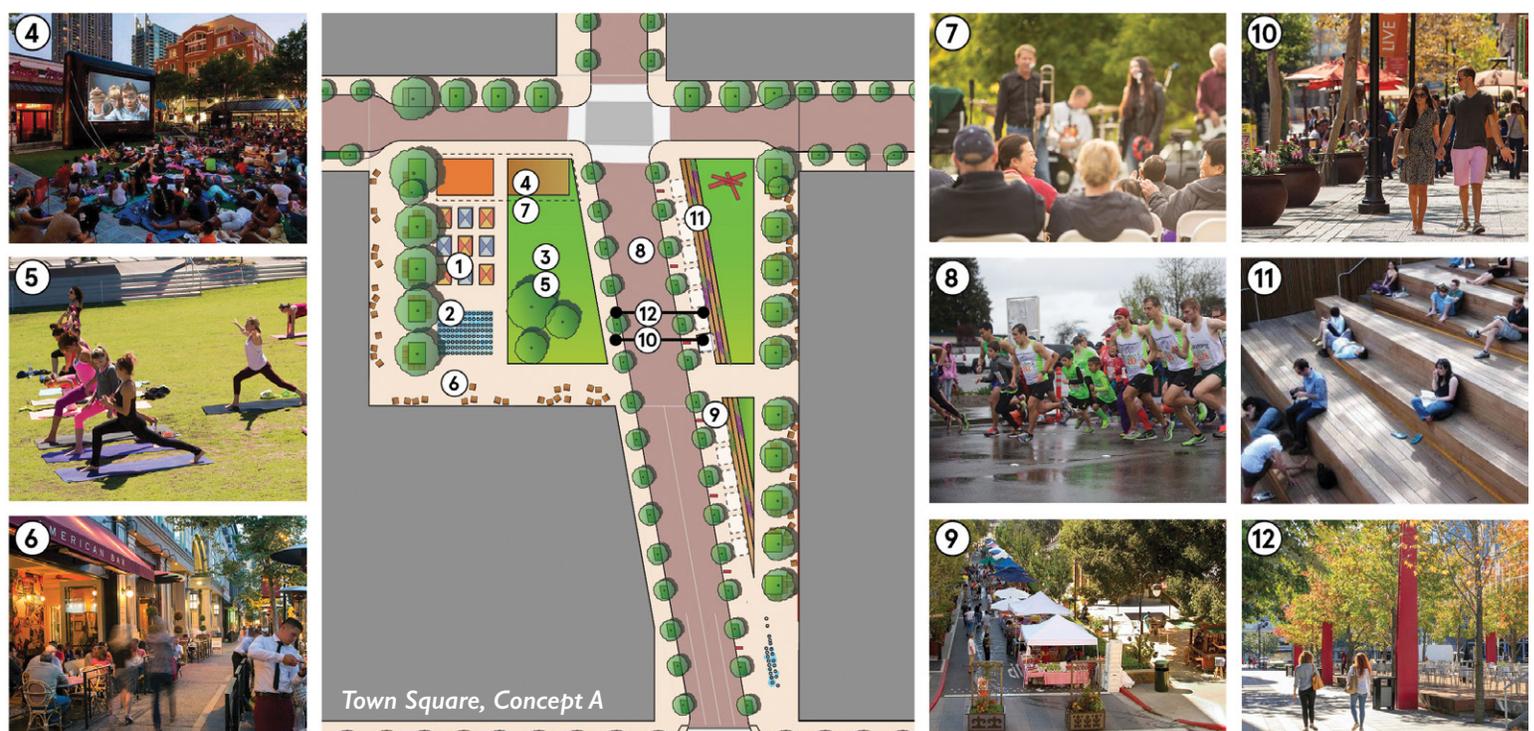
Currently, the Downtown Dublin Specific Plan lays out



Note: The consultants helping the City in this process have considered different configurations of land uses and other economic factors to create the renderings to show one version of what is realistically possible over time. A vision is not a plan; it is a guide and future development won't necessarily look exactly like renderings shown.

guidelines for development of this area, including the same scale of buildings used in the renderings; however, it lacks the town square, new grid street pattern and cohesiveness needed to create a main street experience that the Preferred Vision provides.

Without the Preferred Vision, it may take longer to see changes in this area.



Next Steps

The Preferred Vision charts a path forward for the next 30-50 years for Downtown Dublin with the goal of creating a town square and allowing for improvements to occur in the Retail District.

The City Council is seeking community input on the Downtown before they consider approving the Preferred Vision. Visit the Downtown Dublin website to find more information on upcoming community meetings.

Learn more about the Preferred Vision online:
www.DowntownDublinCA.com



A rendering from the corner of Dublin Boulevard and Golden Gate Drive, looking north into the proposed main street experience.



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