



DUBLIN

CALIFORNIA

THE NEW
AMERICAN
BACKYARD

INSIDE DUBLIN

DEVELOPMENT NIGHT

Community & Economic Development

October 8, 2020

DEVELOPMENT NIGHT

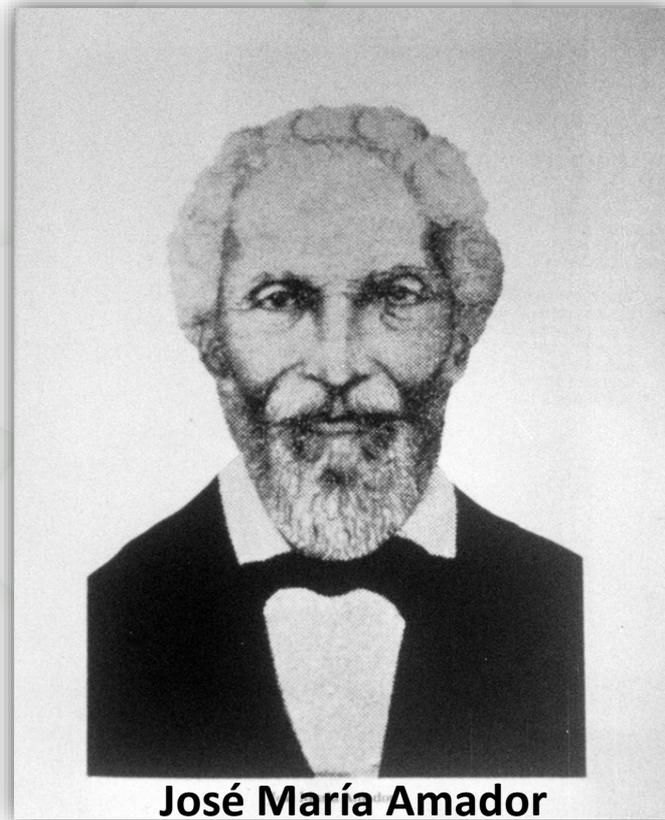
- **Community Development**
 - **Planning Services**
 - **Building & Safety**
 - **Housing Services**

SETTING THE TABLE FOR A MODERN DUBLIN



Indigenous Era | Pre-1820s

SETTING THE TABLE FOR A MODERN DUBLIN



José María Amador

Mexican Settlement | 1830s - 1849

SETTING THE TABLE FOR A MODERN DUBLIN



Gold Rush & Pioneer Era | 1849 - 1878

SETTING THE TABLE FOR A MODERN DUBLIN



Railroad arrives in Tri-Valley | 1878-1896

SETTING THE TABLE FOR A MODERN DUBLIN



**347 - General Merchandise Store, Dublin, Calif.*

Agriculture Expansion & Early Highways | 1896-1940s

SETTING THE TABLE FOR A MODERN DUBLIN



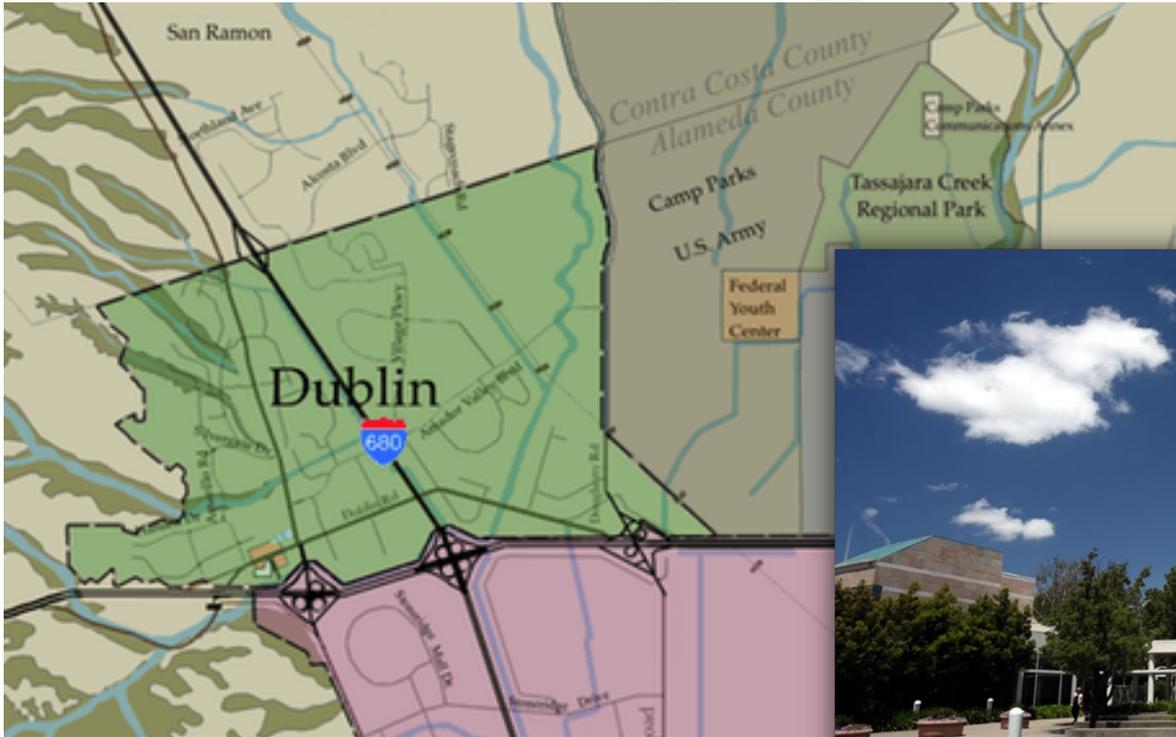
Military Era | 1943-1950s

SETTING THE TABLE FOR A MODERN DUBLIN



A New Suburb is Born | 1963-1982

SETTING THE TABLE FOR A MODERN DUBLIN



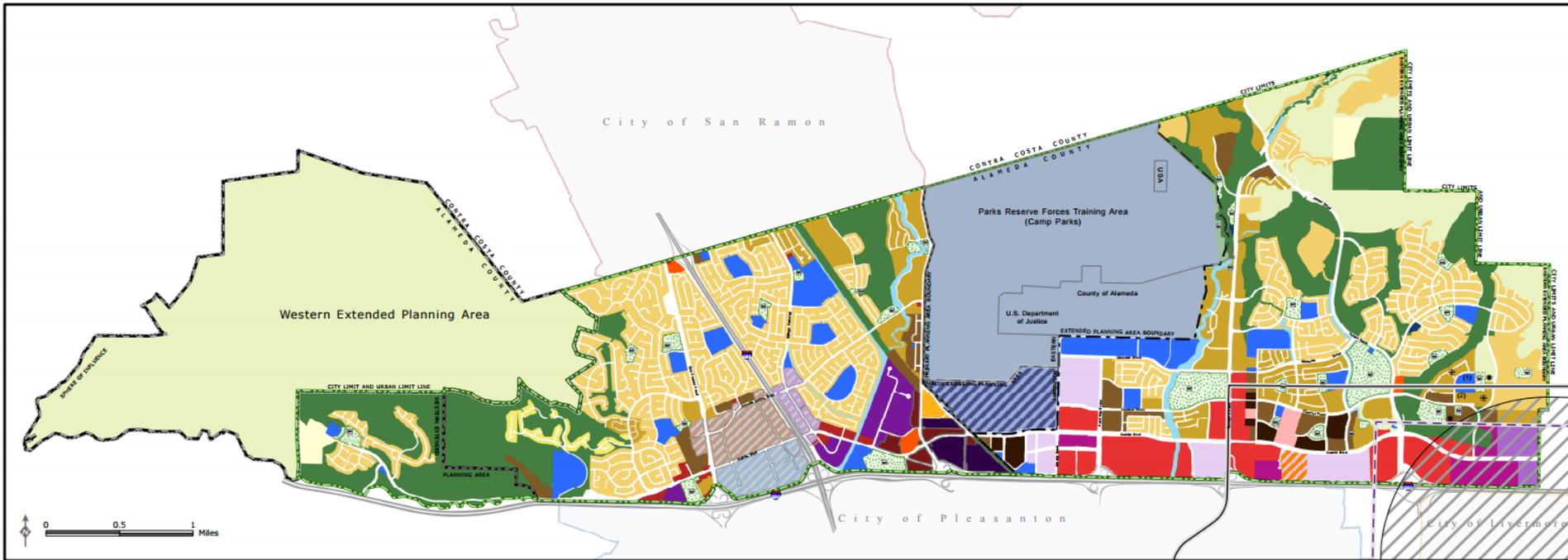
A Balanced City Emerges | 1982...

DUBLIN TODAY



**DUBLIN CROSSING
PLANNING AREA**

DUBLIN GENERAL PLAN: A VISION FOR THE FUTURE



Public/Semi-Public/Open Space

- Regional Park
- Parks/ Public Recreation
- Open Space
- Stream Corridor
- Public Lands
- Public / Semi-Public
- Semi-Public
- Community Park
- Neighborhood Square
- Neighborhood Park
- Regional Park

Commercial/Industrial

- General Commercial
- Retail/Office
- Retail/Office and Automotive
- Neighborhood Commercial
- General Commercial/Campus Office
- Campus Office
- Industrial Park
- Business Park/Industrial
- Business Park/Industrial and Outdoor Storage
- Mixed Use
- Mixed Use 2/Campus Office
- Medium/High-Density Residential and Retail Office

Specific Plan Districts

- Downtown Dublin - Village Parkway District
- Downtown Dublin - Transit-Oriented District
- Downtown Dublin - Retail District
- Dublin Crossing
- Residential**
- Rural Residential/Agriculture (1 Unit per 100 Gross Residential Acres)
- Estate Residential (0.01 - 0.8 du/ac)
- Low-Density Single Family (0.5 - 3.8 du/ac)
- Single Family Residential (0.9 - 6.0 du/ac)
- Medium-Density Residential (6.1 - 14.0 du/ac)
- Medium/High-Density Residential (14.1 - 25.0 du/ac)
- High-Density Residential (25.1+ du/ac)

Other Designations

- Airport Influence Area (AIA)/Overlay Zoning District
- Airport Protection Area (APA)
- Airport Safety Zone 6
- Western Extended Planning Area Boundary
- Primary Planning Area Boundary
- Eastern Extended Planning Area Boundary
- Dublin Crossing Planning Area Boundary

Spheres of Influence

- City of Dublin
- Sphere of Influence
- City of Livermore
- City of Pleasanton
- City of San Ramon

* The location of Semi-Public sites on the Chen, and Croak properties of Fallon Village will be determined at the time of the Stage 2 Development Plan approval. The respective sizes of the sites will be 2.5 net acres, and 2.0 net acres on the Chen and Croak Properties.

* 50% of the units within the Medium Density land use designation on the Croak and Jordan properties shall have private, flat yards.

General Plan Land Use Map should be used in combination with the General Plan and applicable Specific Plans that contain policies and development standards for specific planning areas.

While the General Plan Land Use Map shows existing development and layout, only the land use designations for the land on which such development exists are part of the General Plan.

(1) Underlying Land Use - Medium Density Residential

(2) Underlying Land Use - Public / Semi-Public

EASTERN DUBLIN SPECIFIC PLAN



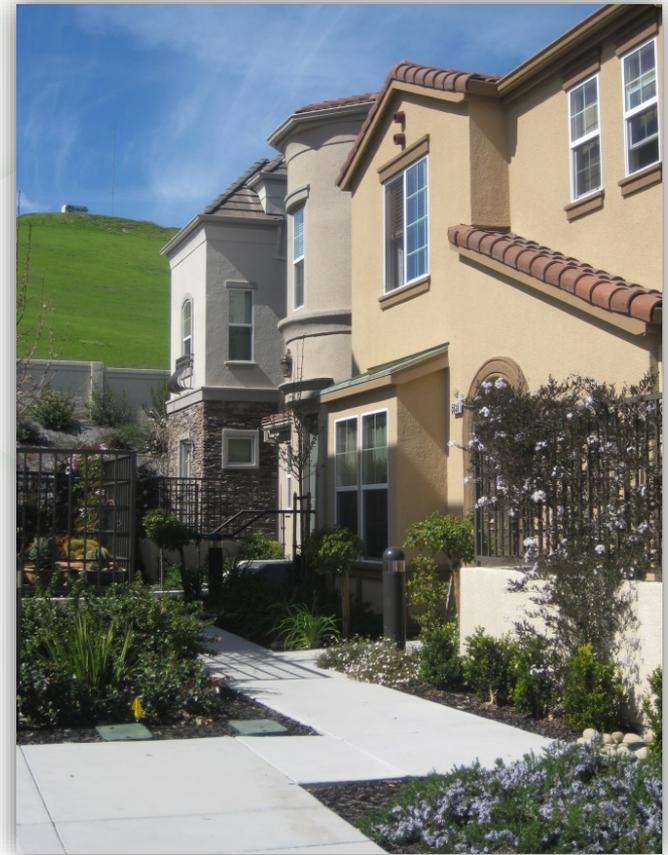
DOWNTOWN SPECIFIC PLAN



DUBLIN CROSSING SPECIFIC PLAN



COMMUNITY DEVELOPMENT PLANNING SERVICES



COMMUNITY DEVELOPMENT PLANNING SERVICES

- **General Plan Policy**
- **Zoning and Land Use**
- **Site Development Review**
- **Plan Check and Verification**
- **California Environmental Quality Act**
- **Coordination with State and Regional Agencies**



THE ENTITLEMENT PROCESS

– CITY COUNCIL (elected)

- Defines land use vision.
- Approves all legislative changes.
- Approves all policy documents.
- Ultimate authority for appeals.



– PLANNING COMMISSION (appointed by City Council)

- Recommendation for legislative actions.
- Approval body for land use permits.
- Appeals body for certain minor entitlements.

– Community Development Director (Staff)

- Minor and routine applications and entitlements.

THE ENTITLEMENT PROCESS

- **Discussions with City Staff**
- **File Application**
- **Work out issues, make revisions**
- **Environmental Review (CEQA)**
- **Prepare Staff Report/Conditions**
- **Public Hearings**
- **Compliance and Monitoring – Plan Check**
- **Obtain Building Permits and other permits**



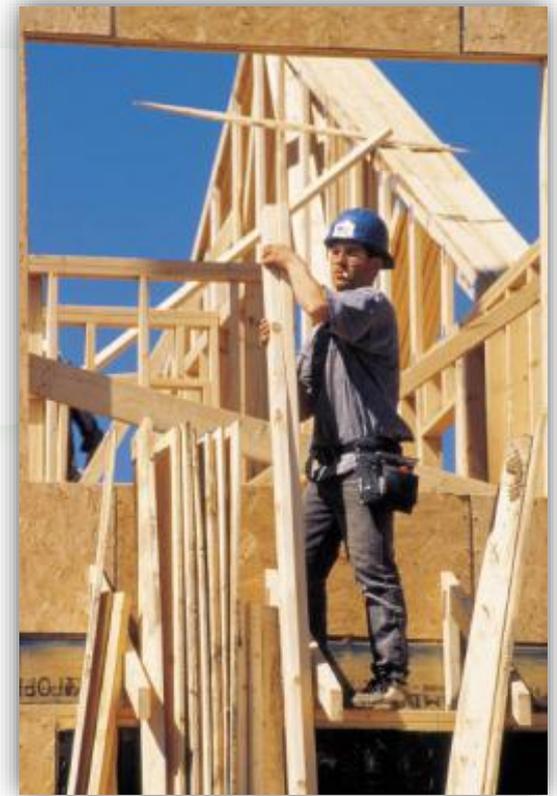
COMMUNITY DEVELOPMENT BUILDING & SAFETY



COMMUNITY DEVELOPMENT

BUILDING & SAFETY

- **Plan Check and Permitting**
- **Inspection Services**
- **Code Compliance and Enforcement**
- **Green Building Standards**
- **Accessibility**
- **FEMA Flood Mapping**



COMMUNITY DEVELOPMENT HOUSING SERVICES



COMMUNITY DEVELOPMENT HOUSING SERVICES

- **Inclusionary Housing Program**
- **Affordable Housing Finance**
- **First-Time Homebuyer Loan Program**
- **Key Housing Principles:**
 - A range of housing choices for all Dubliners.
 - Meet the needs of our local workforce.
 - High-quality management and careful resident selection.



COMMUNITY DEVELOPMENT CODE ENFORCEMENT



COMMUNITY DEVELOPMENT CODE ENFORCEMENT

- **Development Standards**
- **Property Maintenance**
- **Sign Enforcement**
- **Home Occupations**
- **Inoperative Vehicles**
- **Graffiti Abatement**
- **Weed Control**
- **Illegal Construction**
- **Accessory Uses**



ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT

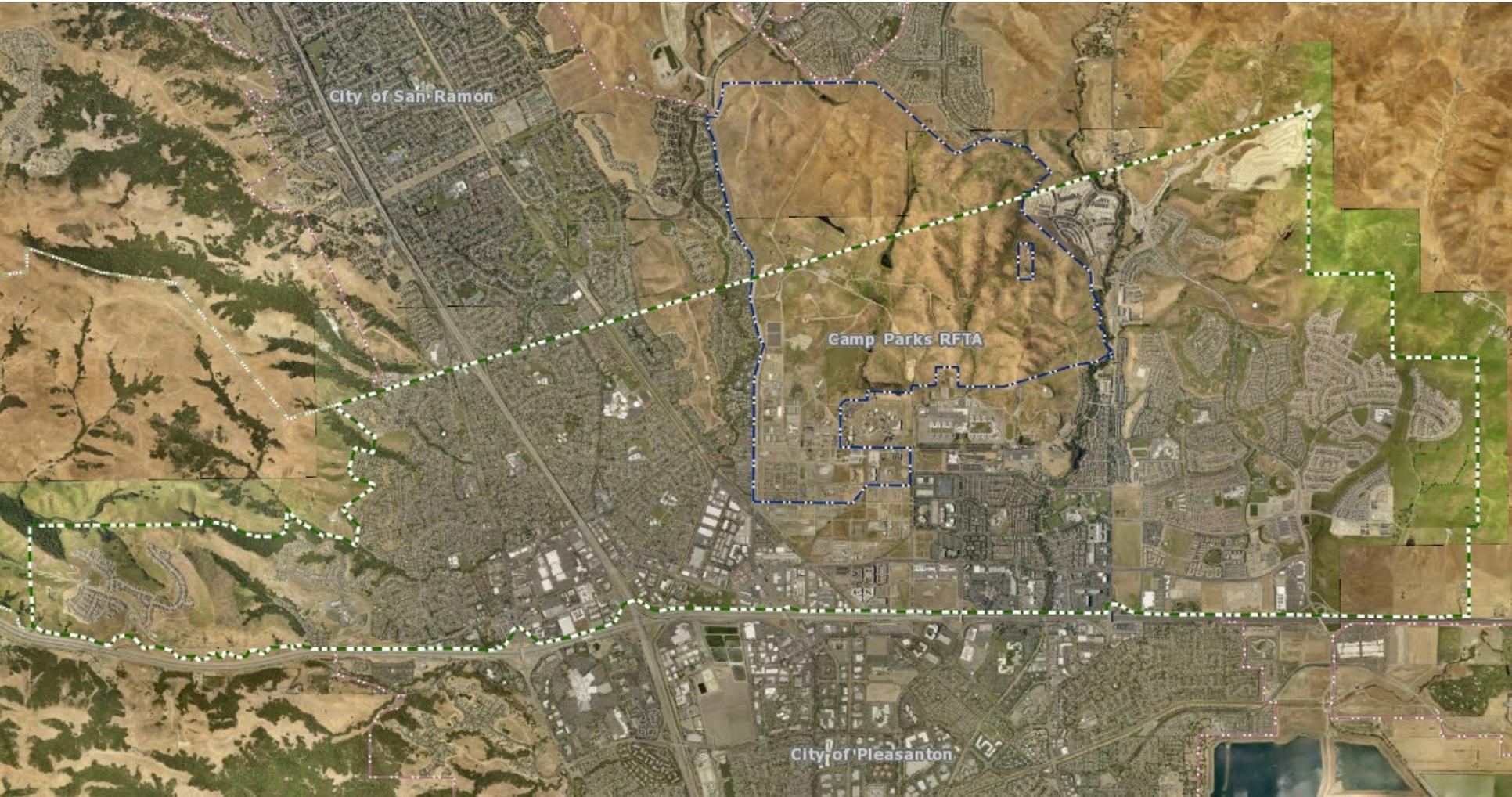
Why Communities Invest in Economic Development



ECONOMIC DEVELOPMENT

- **Business Retention & Expansion**
 - *Enhancing existing businesses*
- **Business Attraction**
 - *Attracting new business*
- **Business Creation**
 - *Encouraging the growth of new businesses*
- **Facilitator/Ombudsman to Business Community**
 - **Create jobs, increase revenue and improve quality of life**

PRESENT DAY DUBLIN



KEY DUBLIN FACTS



Size:
14.59 Square Miles



Total Businesses:
2,243

8 MILLION+

Square Feet of Commercial Development

Pre-COVID-19

31,600

Employment

During COVID-19

28,000

2.4%

Unemployment Rate

7.4%

DUBLIN POPULATION

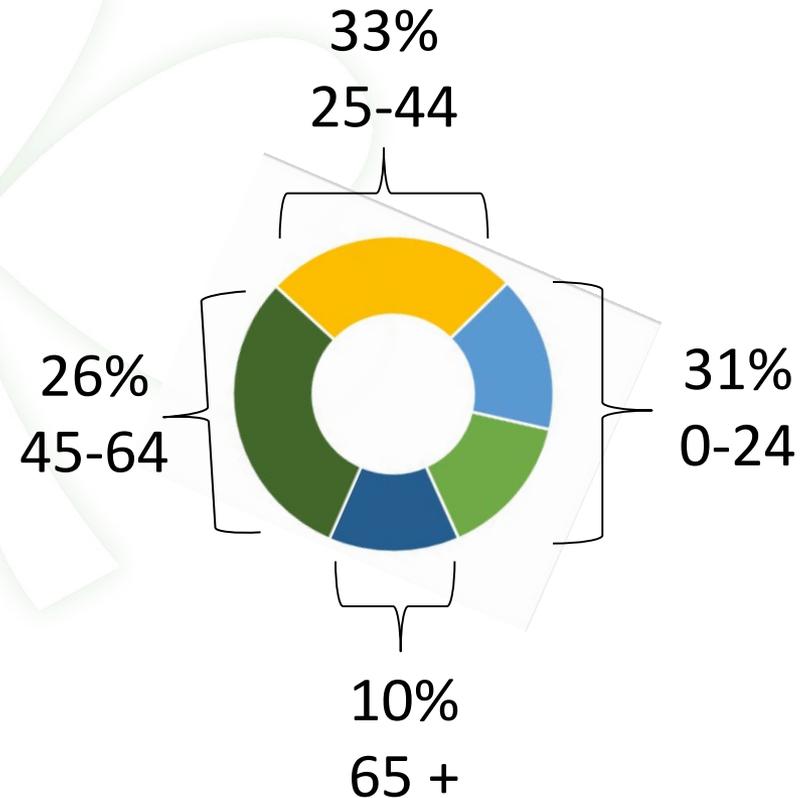
A place for families

65,716

Total
Population
(includes group quarters)

58%

Population with
Bachelors Degree
or Higher



HOUSEHOLD SNAPSHOT



Households:
23,567



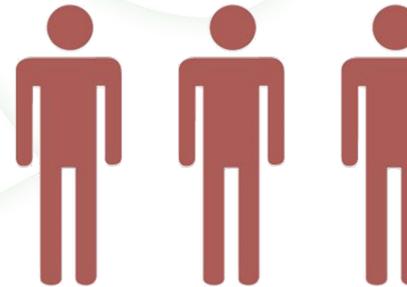
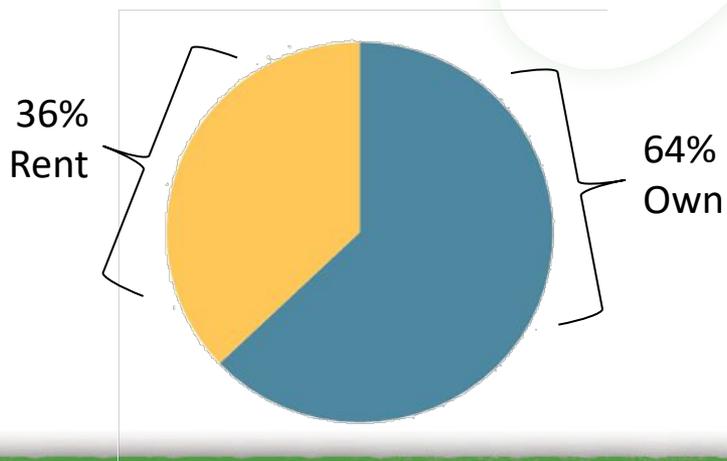
Median Household
Income:

\$164,241

Median Home Sales Price:

\$1,150,000

Rent or Own?



Average Household
Size: 2.69

ECONOMIC DEVELOPMENT

- **Top Dublin Businesses**

- **By Employees**

- United States Government
 - Ross Stores Headquarters
 - School District
 - Alameda County
 - Kaiser Permanente
 - Zeiss Meditec
 - City of Dublin
 - TriNet
 - Target
 - Whole Foods

- **By Generated Sales Tax**

- Auto dealers
 - Best Buy
 - Carl Zeiss Ophthalmic Systems
 - Graybar Electric
 - Target

PROPERTY & SALES TAXES

- Property Tax

FY 2019-20

\$49,086,335

- Sales Tax

FY 2019-20

\$21,032,454

ECONOMIC DEVELOPMENT

Strengths

- Location (intersection of I-580 and I-680)
- Available, undeveloped land
- Strong economic base
- Accessibility (BART, freeways, airports)
- Existing development policies (Eastern Dublin Specific Plan, Downtown Specific Plan, etc.)
- Reputation

Challenges

- Cost of land
- Lack of infrastructure in eastern Dublin
- Development Impact Fees (Sewer, Water, Streets, Parks, Schools, etc.) in entire Tri-Valley area
- Competition from Tri-Valley cities and beyond
- Lack of a traditional downtown experience

ECONOMIC DEVELOPMENT

STRATEGY 1

- **Continue Efforts to Enhance the Competitiveness of the City and Maintain a Strong and Diverse Economic Base**
 - **Action 1: Codify Existing Economic Development Practices**
 - **Action 2: Create a Comprehensive Marketing and Branding Plan for the City**
 - **Action 3: Focus Business Visitation Program on High-Growth Companies**
 - **Action 4: Advance Participation in Regional Efforts**

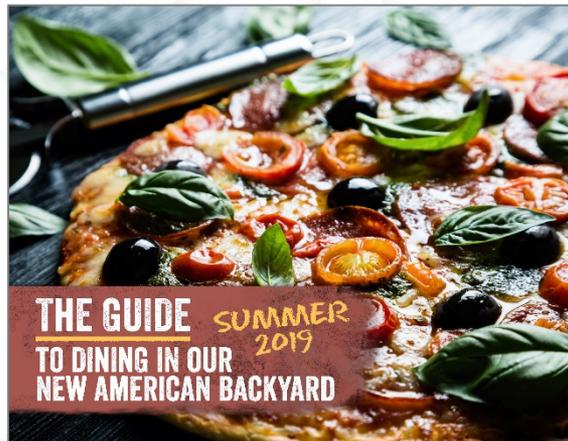
ECONOMIC DEVELOPMENT STRATEGY 2

- **Improve conditions for small businesses**
 - **Action 1: Enhance current Development Services practices**

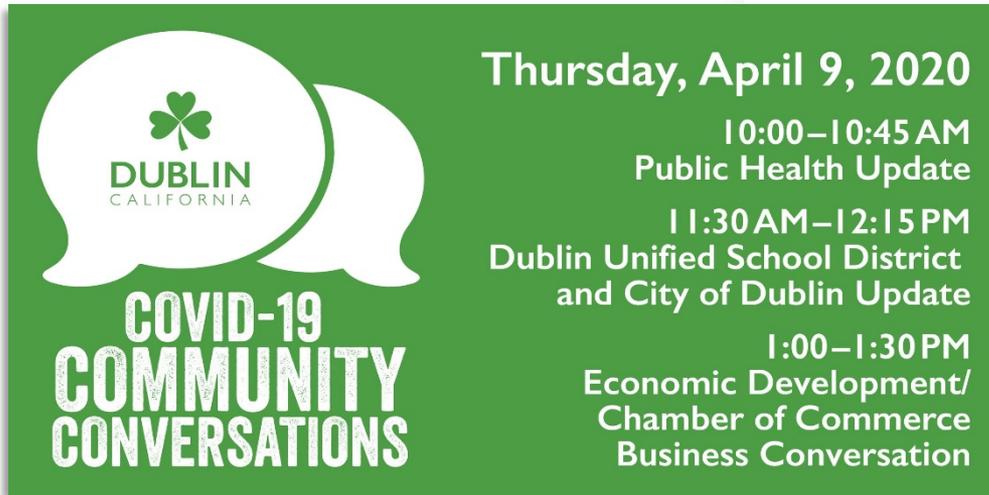
DISCOVER DUBLIN



- Window clings
- Shopping bags
- Tote bags
- Restaurant Guide



2020 BUSINESS SUPPORT EVENTS




**COVID-19
COMMUNITY
CONVERSATIONS**

Thursday, April 9, 2020
10:00–10:45 AM
Public Health Update
11:30 AM–12:15 PM
Dublin Unified School District
and City of Dublin Update
1:00–1:30 PM
Economic Development/
Chamber of Commerce
Business Conversation




**PIVOTING
YOUR
BUSINESS** 
IN RESPONSE TO
COVID-19

FREE WEBINAR
Wednesday, April 29, 3 – 4 p.m.
Hear from Dublin businesses that have pivoted
their business model in response to COVID-19




DUBLIN
CALIFORNIA

**COVID-19 RESOURCES
FOR SMALL BUSINESSES**
—FREE WEBINAR—
Tuesday, July 14
10:30–11:30 a.m.

CITY'S ACTIONS TO STIMULATE ECONOMIC INVESTMENT

- **Economic Incentive Toolkit:**
 - **Commercial Façade Improvement Program**
 - **Hotel (TOT) Assistance Program**
 - **Sales Tax Reimbursement Program**
 - **Sewer Capacity Assistance Program**
 - **Small Business Assistance Program**
- **Fee Financing through SCIP Program**
- **Traffic Impact Fee Deferral Program**

CITY'S ACTIONS TO STIMULATE ECONOMIC INVESTMENT DURING COVID

- **COVID-19 Support to Businesses:**
 - Business Impacts webpage
 - Special Issues of Dublin Business Brief (e-newsletter)
 - COVID-19 Business Resource Guide
 - Small Business Emergency Microloan Program
 - COVID-19 Relief TUP for temporary outdoor operations
 - Barricade Loan Program
 - #DublinEats Campaign
 - Webpage with restaurant listings
 - “Let's Eat, Dublin!” gift card give away
 - Outreach to business owners and shopping center owners
 - 15% Temporary Cap on Third-Party Delivery Fees

NEW BUSINESSES



BUSINESSES ON THE HORIZON



ECONOMIC DEVELOPMENT

STRATEGY 3

- **Position Development Sites to Meet Current and Future Market Demand and Provide Necessary Marketing Support**
 - **Action 1: Partner with the Alameda County Surplus Property Authority on the Eastern Dublin Transit Center**
 - **Site D-2: 12.1 acres (Office)**
 - **Site E-2: 7.7 acres (Office)**

FUTURE DEVELOPMENT SITES

DUBLIN TRANSIT CENTER



DOWNTOWN DUBLIN: UPDATE

- **Keys to Downtown Revitalization**
- **Major Vacancies Filled**
- **Tenant Changes/Expansions**
- **Façade/Exterior Remodels**
- **New Construction**
- **Public Investment**

DOWNTOWN DUBLIN: UPDATE



DOWNTOWN DUBLIN: UPDATE



DOWNTOWN DUBLIN: PUBLIC INVESTMENT

- **Infrastructure**
 - West Dublin BART Station
 - Streetscape Project
 - Extension of St. Patrick Way
 - Rapid Bus Service
- **Aesthetics**
 - Public Art Program
 - Gateway Markers
 - Directional Signage



DOWNTOWN PREFERRED VISION



Potential Downtown Land Uses

PROPOSED DEVELOPMENT



Tru Hotel and Element Hotel

UPCOMING DEVELOPMENT



Former Hooter's Restaurant Building



Quarry Lane Preschool



Grafton Plaza Daycare & Retail

UPCOMING DEVELOPMENT



St. Patrick Way Residential Project

UPCOMING DEVELOPMENT



IKEA Retail Center



Cambria Hotel



Westin Hotel

UPCOMING DEVELOPMENT



Randeri Commercial Building

UPCOMING DEVELOPMENT



Alameda County Parking Garage

UPCOMING RENOVATION



Former Corrie Center Office Building

UNDER CONSTRUCTION



Zeiss Innovation Center

UNDER CONSTRUCTION



Elegance at Dublin (Senior Care Facility)

UNDER CONSTRUCTION



Safari Kids Childcare & Community Center

QUESTIONS?



DUBLIN
CALIFORNIA

THE NEW
AMERICAN
BACKYARD

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NEXT WEEK ON INSIDE DUBLIN...

“CITY PARKS AND EDUCATION”

Zoom Meeting

Thursday, October 15, 6:30 PM – 8:30 PM