



Amendments to City of Dublin Sign Ordinance



On April 20, 2021, the City Council adopted changes to the City’s Sign Regulations to comply with a Supreme Court ruling, *Reed v. Town of Gilbert*. As a result, local jurisdictions throughout the country, including the City of Dublin, have had to reevaluate their sign regulations to avoid legal challenges. In light of the Court ruling, the City adopted a Zoning Ordinance Amendment which included modifications to the Dublin Municipal Code Chapter 8.84 (Sign Regulations) to replace content-based regulations, and other minor changes within the Zoning Ordinance to provide internal consistency and greater clarity.

Notable changes include:

- Permitting A-frame signs
- Reclassifying banners for promotional events, Going-out-of-Business signs, and Grand Opening signs as Banner signs, which are permitted for a maximum of 21 days with a waiting period of 42 days

To see a full list of updated regulations, please visit the [Online Dublin Municipal Code](#).

For more information, please contact the Planner-on-Duty at (925) 833-6610 or planningpermits@dublin.ca.gov.

Dublin Launches Two New Small Business Support Programs



On July 20, 2021, the Dublin City Council approved two new small business support programs to aid local businesses that have been severely impacted by the COVID-19 pandemic.

The **Commercial Rent Relief Grant program** provides a one-time \$10,000 grant to up to 100 qualified small business tenants who have at least \$10,000 or more in rent arrears from March 31, 2020 to present. Applications are being accepted through August 8, 2021. The Program is open to all eligible small businesses; however, a priority will be placed on restaurants, retail, and personal service (fitness, salon, and spa) establishments. Each qualified small business tenant is limited to one grant. Interested small business tenants should contact their landlords to submit an application on their behalf.

The **Outdoor Operations Grant program** will provide assistance to local eating establishments and retailers in Dublin who are looking to provide an outdoor area for dining or shopping. The program will reimburse a variety of eligible expenses related to long-term temporary or permanent outdoor operations incurred by the business. There will be two grant opportunities which include a mini grant of up to \$10,000 for improvements that fall under the long-term temporary category, or grants of up to \$50,000 for improvements that fall under the permanent outdoor operations category.

For more information about the grant programs, please visit [Commercial Rent Relief](#) and [Outdoor Operations](#) or contact Rhonda Franklin with the City of Dublin's Office of Economic Development at 925-833-6650.

The Launch of *Startup Tri-Valley*, An Initiative to Grow Science Based Startups in the Tri-Valley



Startup Tri-Valley is a regional effort by the cities of Dublin, Livermore, Pleasanton, and the Town of Danville, which have joined together with i-Gate and its partners, Lawrence Livermore and Sandia National Laboratories, to grow a thriving ecosystem for science-based startups that turn technologies into products. The goal is to make the Tri-Valley region the "go-to" destination for science-based companies and entrepreneurs, along with the industries that support them.

Startup Tri-Valley will serve as a central information and networking hub by connecting people, companies, and ideas, sharing news and resources, and offering in-person and virtual networking events and educational workshops. In-person and virtual networking and educational events will begin this summer.

New Organics Reduction and Recycling Rules Start January 2022

Effective January 1, 2022, California Senate Bill 1383 will require all businesses to subscribe to compost/organics collection service, as well as recycling collection service, and sort materials into the correct bins. In addition, large supermarkets, grocery stores, food service providers, food distributors, and wholesale food vendors must donate surplus edible food to food recovery (rescue) organizations or services instead of composting it.

The City of Dublin, in collaboration with Alameda County public agency StopWaste, is developing an ordinance to implement the law locally and will replace the current Mandatory Recycling Ordinance.

If you do not yet have compost and/or recycling collection service, or have questions regarding rates, service level needs, or assistance and trainings, contact Amador Valley Industries at (925) 479-9545 or info@amadorvalleyindustries.com.

For questions about the new rules effective January 1, 2022, please contact the Environmental Services Division at (925) 833-6630 or es@dublin.ca.

#DublinEats Campaign Continues with the #TakeoutTuesday Gift Card Giveaway

The City of Dublin is continuing its #DublinEats campaign with a \$25 Gift Card Giveaway on select #TakeoutTuesday's to promote and support dining at eating establishments in Dublin. Show your support for the program by encouraging your customers to participate in the gift card giveaway.

#DUBLINEATS

Show Your Support for Dublin Businesses

- Post on Facebook or Instagram about a meal from any restaurant or café in Dublin.
- Include an original photo, mention the name of the business, and add the hashtag, #DublinEats.
- Direct message (DM) the City with a link to your post (or a screenshot) by 11:59 p.m. on Tuesday to be entered into that week's drawing to win a \$25 gift card to a Dublin restaurant.

Full contest details and restrictions at www.dublin.ca.gov/DublinEats



#DublinEats

Reusable Foodware Guide for Food Service Providers Developed by StopWaste

Alameda County public agency StopWaste has developed a Reusable Foodware Guide to help food service operators return to reusable foodware rather than disposables, which is safe, saves money, reduces litter and waste, and is allowed by health departments.

As food businesses in Alameda County are reopening and rebuilding their operations, they no longer need to rely on disposable cups, plates, utensils and other food service items to keep customers and staff safe. Consistent with the Centers for Disease Control and Prevention, local health authorities are explicitly allowing reusable foodware when properly washed, rinsed, and sanitized.

For more information, please visit StopWaste Reducing Disposable Foodware.

Reusables are Safe, Allowed, & Encouraged!



★ **DOWNLOAD GUIDE**

www.StopWaste.org/ReusableFoodwareSafety

StopWaste Reusable Foodware Guide

Welcome New Dublin Businesses!

Paik's Noodles restaurant, located in the Almond Plaza retail center (7214 San Ramon Road), offers traditional Korean-Chinese noodle soups, stir-fries and dumplings.

Express Employment Professionals, located at 6841 Village Parkway, helps people find jobs and provides workforce solutions to businesses by providing a full range of employment solutions that include full-time, temporary, and part-time employment in a wide range of positions, including Professional, Light Industrial, and Office services.

S&G Carpet and more recently opened a showroom in the Dublin Crossroads retail center (7102 Dublin Boulevard) and provides a wide variety of flooring products, materials, and services, including installation.

uBreakiFix recently opened a location at the Shops at Waterford (4460 Tassajara Road - Suite C). uBreakiFix provides repair services for cell phones, tablets, and other devices.

SummerWinds Nursery will be opening on Saturday, July 31, 2021, at 7360 San Ramon Road, formerly the location of Armstrong Garden Center. SummerWinds Nursery offers a wide variety of plants, trees, shrubs, including pottery, soils, fertilizer, accessories, and tools.

Dublin Spa Center recently re-located to the Dublin Station retail center (6632 Dublin Boulevard).



Dublin Chamber of Commerce - August Event

The Dublin Chamber of Commerce is dedicated to the promotion of the Dublin business community and hosts several meetings, seminars, and events throughout the year including these upcoming events:

Tri-Valley Speed Networking

Thursday, August 26, 2021 at 2:00 p.m.

Join the Tri-Valley Chambers for a special virtual speed networking event to practice making business connections in less time from the comfort of your own space. Registration is required and admission is free.

City of Dublin Business Calendar of Other Online Classes and Events

The City's website includes a list of additional upcoming business events and classes, including many webinars to help businesses to recover from the impacts of the COVID-19 pandemic.

For more information, visit the City's online [calendar](#).

[Business Events Calendar](#)

We Are Here for You

The City of Dublin appreciates our business community and remains committed to being your source for reliable and accessible information and resources.

For up-to-date information and resources about the pandemic, visit the City's [COVID-19 webpage](#). Our [COVID-19 Business Impacts webpage](#) is frequently updated with information and resources for the business community.

If you need assistance, Economic Development Staff are available during regular office hours. Language assistance is available over the phone by request.

The Dublin Business Brief is a bi-monthly publication highlighting the latest news and events affecting the business community. For more information or assistance, please contact the Office of Economic Development via [email](#) or by phone at (925) 833-6650.

General Information
(925) 833-6650

City Manager
(925) 833-6650

Community Development
(925) 833-6620

Economic Development
(925) 833-6650

Environmental Services
(925) 833-6630

Administrative Services
(925) 833-6640

Fire Prevention
(925) 833-6606

Human Resources
(925) 833-6605

Parks and Community Services
(925) 556-4500

Police (non-emergency)
(925) 833-6670

Public Works
(925) 833-6630



City of Dublin Office of Economic Development | 925-833-6650 | www.dublin.ca.gov

