



City of Dublin
General Plan

Chapter 11

ECONOMIC DEVELOPMENT ELEMENT

11.1 INTRODUCTION

The Economic Development Element guides the City of Dublin's efforts to foster business expansion and job growth, providing a framework for economic development programs and activities. While the Economic Development Element does not explicitly seek to generate fiscal benefits accruing to the City of Dublin, increased net tax revenue is a likely byproduct of the policies. The overarching objective of the Economic Development Element is to enhance the competitiveness of the City of Dublin and to promote a strong, diverse, and evolving economic base that creates broadly shared economic and employment opportunities for Dublin residents and workers.

11.2 ECONOMIC DEVELOPMENT PRINCIPLES

The City of Dublin desires to undertake economic development activities to improve its competitive position relative to other California cities. Competitiveness spans a multitude of subjective measures, including (1) attractiveness to companies, (2) attractiveness to individuals, (3) reputation/brand, and (4) innovation environment (i.e., potential for home-grown economic development). Maintaining a competitive position is critical to retaining local businesses and attracting new businesses, thereby sustaining and growing the local job base with high-value employment opportunities for current and future residents.

In addition to traditional economic development tools that focus primarily on cost-based incentives for business, the City of Dublin desires to take a more holistic view of economic competitiveness that emphasizes the importance of "quality of place" and "quality of life" factors in attracting companies and individuals. Potentially through physical improvements and other enhancements to community character, the City seeks to promote and foster a built environment that inspires and supports new economic opportunities.

Land use is central to the City of Dublin's capacity to compete for jobs and economic growth. The community's ability to develop real estate and public spaces at new and redeveloped sites, locate interrelated companies near each other, encourage growth at key business nodes, and build vibrant, engaging, and contemporary places is vital to its competitiveness. Promoting real estate investment and achieving desirable land use outcomes is critical to positioning Dublin for economic growth and long-term economic sustainability. In addition, public development of new and reimagined civic spaces can enhance the City's attractiveness, reputation, and innovation environment.

The City of Dublin seeks to achieve equitable access to opportunities—further reinforcing the community's holistic competitiveness for jobs, businesses, and individuals. Workforce development and education partnerships will ensure that residents and workers can access high-quality jobs and build wealth. Technical resources and simple approval processes for small businesses expand entrepreneurial opportunities. Additionally, culturally relevant engagement and services leverage Dublin's rapidly diversifying population to assist in growing the economy.

11.3 RELEVANT PLANS AND POLICES

Dublin has adopted a number of plans and policies to guide development. Some of these pertain to the entire City, while others have a specific area of focus. As part of the City of Dublin General Plan, this Economic Development Element provides goals, policies, and implementation measures that address the entire City, though some specific goals and policies are geographically targeted. The City's General Plan and the Eastern Dublin and Downtown Dublin Specific Plans are most relevant to the Economic Development Element.

A. City of Dublin General Plan

The City's General Plan is the policy framework for development decisions. It is the highest-level policy document for the City. State law requires that general plans include land use, circulation, open space, conservation, air quality, safety, noise, and housing elements. Additional, optional, elements may be included. All elements of a General Plan are considered equal and all other plans and policies are required by state law to be consistent with the General Plan. The Economic Development Element is an optional element of the Dublin General Plan.

The City of Dublin General Plan acknowledges that on the local level, development will be required to respond to community needs for housing, employment, and leisure opportunities and to the natural constraints of the area. In particular, regarding employment-supporting uses, the General Plan states that commercial and employment-generating uses will be located near the freeway and transit lines to facilitate efficient transportation. Accordingly, the Economic Development Element offers guidance for economic development activities in these areas, with particular focus on three important locations: (1) the Eastern Dublin Transit Center, (2) the Fallon East Economic Development Zone, and (3) Downtown Dublin. Dublin has two Specific Plans that cover these workplace locations.

B. Eastern Dublin Specific Plan

The Eastern Dublin Specific Plan (EDSP) provides policy guidance for existing and future development generally east of the Iron Horse Trail and the Parks Reserve Forces Training Area (Parks RFTA or Camp Parks). New development in this area requires adoption of Planned Development (PD) zoning, which includes development regulations, architectural standards, and preliminary landscape plans. The EDSP provides for employment-generating land uses located on the west side of the planning area, in close proximity to the BART station and near I-580 and Dublin Boulevard where freeway access is convenient. The EDSP was also amended in 2022 to emphasize development of the Fallon Gateway area with employment-generating land uses within the Fallon East Economic Development Zone located in the eastern portion of the EDSP. In addition to the Transit Center and Fallon Gateway, the EDSP provides for office space and other employment-generating uses in additional locations within the Specific Plan area.

C. Downtown Dublin Specific Plan

The Downtown Dublin Specific Plan (DDSP) provides policy guidance, development standards, and design guidelines for Downtown Dublin. The DDSP includes a Retail District, Transit-Oriented District, and Village Parkway District, each of which allow for office space and other employment-generating land uses, which contribute to economic development in Dublin. The City of Dublin adopted a Downtown Dublin Preferred Vision in 2019 and subsequent edits to the DDSP to guide development of the Dublin Commons project within the Retail District of the DDSP.

11.4 ORGANIZATION OF ECONOMIC DEVELOPMENT ELEMENT

This Economic Development Element is organized according to the following structure:

Goals

Goals are general and serve as guiding principles for economic development activities.

Policies

Policies divide the goals into more specific economic development guidelines.

Implementation Measures

Implementation measures are specific tasks needed to achieve the goals and policies.

11.5 GOAL I: INNOVATION GROWTH

Goal 1: Innovation Growth includes policies to support Dublin in attracting and retaining businesses in a variety of industries, including those that were categorized as high-priority industries in the City of Dublin's Economic Development Strategy adopted in 2024.

11.5.1 MAINTAIN AND ENHANCE ECONOMIC DEVELOPMENT FUNCTIONS

A. Policy

1. The City of Dublin has a well-established practice of economic development work, including a variety of programs that support business attraction and retention. Through the Economic Development Department, the City currently offers incentive programs, business training, business outreach, and business support services. The City shall maintain the function of Economic Development as a tool to promote innovation growth in the City and the region.

B. Implementation Measures

1. Maintain Business Incentive Programs: Maintain incentives that respond to current economic conditions and serve to attract and retain business activity in the City of Dublin, as appropriate.
2. Establish Industry Stakeholder Groups: Establish standing stakeholder groups for information technology, professional and financial services, and biomedical businesses.
3. Conduct Business Seminars, Roundtables, and other Related Programs: Offer seminars, discussion meetings, and classes to support business owners, in partnership with the Dublin Chamber of Commerce, the Alameda County Small Business Development Center, and other business support entities, as appropriate.
4. Coordinate with Regional Entities: Continue to remain engaged as an active participant in current efforts to enhance economic development activities in the region.
5. Continue the Business Visitation Program: Meet individually with businesses to assist with retention and expansion, and to raise awareness of City services available to local businesses.
6. Maintain the Economic Development Strategy: The City shall periodically review and update

the Economic Development Strategy to proactively address the evolving needs of businesses and respond to shifting economic conditions.

11.5.2 ESTABLISH AND MAINTAIN A BUSINESS-FRIENDLY MARKETING AND BRANDING STRATEGY

A. Policy

1. The City of Dublin produces marketing materials and undertakes other activities to promote Dublin as a place for business. The City shall formalize its marketing activities by creating and maintaining a comprehensive marketing and branding strategy unique to Dublin's economic development efforts targeted towards high-priority industries. The marketing and branding strategy shall be continually updated to refresh the City of Dublin's outward identity, publicizing the evolution of the City and business community, as appropriate.

B. Implementation Measures

1. Prepare a Marketing and Branding Strategy: Develop an economic development-tailored marketing and branding strategy that focuses on Dublin's competitive assets.
2. Conduct City Staff Trainings: Establish a shared understanding of Dublin's assets and messaging for economic development.
3. Implement the Marketing and Branding Strategy: Allocate staff time and/or funds to support marketing and branding efforts, as appropriate.
4. Update the Marketing and Branding Strategy: Revisit the strategy periodically to ensure that marketing and branding efforts are kept current.

11.5.3 FOCUS BUSINESS VISITATION PROGRAM ON HIGH-PRIORITY INDUSTRIES

A. Policy

1. Retaining businesses in high-priority industries is a primary goal for the City of Dublin, given the potential these companies hold for job creation within the City. To target businesses in high-priority industries, the City of Dublin shall maintain a Business Visitation Program that seeks to identify and solve local economic development constraints

B. Implementation Measures

1. Confirm High-Priority Industries: Building on the Economic Development Strategy adopted in 2024, establish and maintain a list of industries to prioritize for the Business Visitation Program.
2. Implement Targeted Visitation Program: Conduct business visits and respond to cited concerns and issues, as appropriate.

11.5.4 PARTICIPATE IN REGIONAL ECONOMIC DEVELOPMENT EFFORTS

A. Policy

1. The City of Dublin shall coordinate with local and regional entities to foster regional strengths, leveraging the efforts of organizations that seek to improve the Tri-Valley economy. Regional partners may be traditional economic development entities or other organizations that promote quality of place and quality of life through efforts to enhance the cultural and social fabric of the region.

B. Implementation Measures

1. Identify Priority Entities/Programs: Building on the Economic Development Strategy, establish and expand communications with regional entities that have the potential to enhance the Tri-Valley economy.
2. Participate in Regional Economic Development Efforts: Coordinate and partner with regional economic development entities to support regional economic development efforts, as appropriate.

11.6 GOAL II: SMALL BUSINESS SUPPORT

Small businesses and the jobs they support are critical to the City of Dublin economy. *Goal II: Small Business Support* seeks to improve City of Dublin practices and procedures to promote small business growth.

11.6.1 IMPROVE AND MAINTAIN SMALL BUSINESS-FRIENDLY DEVELOPMENT SERVICES

A. Policy

1. The City of Dublin shall strive to offer small businesses and other City permit applicants an efficient and transparent building permit and inspection process. By providing permit applicants a well-defined roadmap and timeline for interactions with the City of Dublin, the City shall minimize the financial risk to applicants seeking to undertake new projects.

B. Implementation Measures

1. Maintain Business Concierge Program: Continue maintaining a “concierge” function to support businesses in navigating processes such as business licenses, tenant improvements, and other permitting processes.
2. Survey Small Businesses: Conduct ongoing follow-up surveys with businesses that interact with the City of Dublin to identify recurring issues affecting the clarity and efficiency of these processes.
3. Evaluate and Implement Potential Refinements to City processes and communication: Based on feedback, review current procedures and implement improvements to permitting, licensing, and other City processes affecting Dublin’s businesses.

11.6.2 IMPROVE MARKETING OF CITY-OFFERED PROGRAMS AND SERVICES

A. Policy

1. The City of Dublin shall strive to improve marketing of City-offered incentives, services, and programs to existing small businesses in addition to maintaining successful engagement with new businesses.

B. Implementation Measures

1. Promote City-Offered Incentives and Services: Maintain a process and regular timeline for preparing and sending marketing to business license holders and local small businesses.
2. Review Small Business Events: Continue conducting reviews of small business promotional events and campaigns to assess their impact and relevance to local businesses.

11.6.3 ENHANCE SMALL BUSINESS ENGAGEMENT AND TECHNICAL TRAINING RESOURCES

A. Policy

1. The City of Dublin shall enhance ongoing engagement between the City and local small businesses to pursue opportunities to support businesses and to share available programs and marketing opportunities. As opportunities and funding arise, the City of Dublin shall also expand small business technical training resources.

B. Implementation Measures

1. Conduct Outreach to Small Businesses: Conduct outreach targeted to Dublin's diverse communities of local small businesses and business organizations to gather information about specific needs and concerns.
2. Continue Small Business Navigator Program or Similar Services: Continue to provide service and expand, if possible.
3. Maintain Online Resources: Continue using the City of Dublin's website to help connect local small businesses to programs and organizations that provide technical assistance.
4. Assist Small Businesses Directly: Continue providing small business assistance through activities such as direction to resources, local grant funding and low-cost loan opportunities, landlord outreach, and connections with real estate brokers and other regional partners.

11.7 GOAL III: DEVELOPMENT OF STRATEGIC EMPLOYMENT-SUPPORTING GREENFIELD SITES

Goal III: Development of Strategic Employment-Supporting Greenfield Sites seeks to ensure development of major greenfield opportunity sites with modern commercial and light industrial employment uses by supporting infrastructure needs and reducing cost barriers..

11.7.1 PRIORITY THE FALCON EAST ECONOMIC DEVELOPMENT ZONE

A. Policy

1. The City of Dublin shall continue prioritizing the Fallon East Economic Development Zone as a key area for attracting high priority industries such as those identified in the Economic Development Strategy adopted in 2024.

B. Implementation Measures

1. Develop Infrastructure: Continue working with property owners, developers, and the City of Livermore to coordinate, fund, and build out the Dublin Boulevard extension and other required infrastructure, as feasible.
2. Maintain and Consider Incentives for Development: Continue to prioritize attracting high-priority industries through development incentives in the Fallon East Economic Development Zone. Solicit feedback on existing development incentives to determine future adjustments.
3. Promote Fallon East Economic Development Zone: Promote greenfield development opportunities as part of Dublin's marketing and branding efforts, especially when undertaking business attraction efforts focused on R&D, biomedical, office, manufacturing, and other light industrial uses.

11.7.2 MONITOR OPPORTUNITIES AND PROMOTE DEVELOPMENT IN OTHER KEY GREENFIELD SITES

A. Policy

1. The City of Dublin shall continue to monitor and promote development in key greenfield sites across the City that can accommodate employment-generating uses.

B. Implementation Measures

1. Promote Dublin Centre Project: Work with the developers of the Dublin Centre Project to ensure the creation of a modern mixed-use community gathering and entertainment destination.
2. Engage With Alameda County Surplus Property Authority (ACSPA): Continue engagement with the ACSPA to determine a vision and work plan for activating and developing county-owned parcels near the Dublin/Pleasanton BART station.
3. Monitor Additional Greenfield Sites: Continue to monitor opportunities to support commercial development at other greenfield sites such as the vacant property bounded by Arnold Road, Martinelli Way, Hacienda Drive, and I-580.

11.8 GOAL IV: PROMOTE INFILL INVESTMENT

Goal IV: Promote Infill Investment enhances Dublin's ability to compete for innovation-oriented businesses by creating commercial environments that attract modern retail, housing, dining, recreation, and entertainment amenities.

11.8.1 ACHIEVE THE DOWNTOWN DUBLIN VISION

A. Policy

1. The City of Dublin shall continue to identify and implement investments, partnerships, and regulatory changes that accelerate the emergence of Downtown Dublin as a mixed-use innovation district and community destination.

B. Implementation Measures

1. Partner with Developers and Property Owners: Continue providing supportive services, regulatory amendments, and participating in development negotiations as part of the public-private partnership to accelerate buildout of the Dublin Commons project.
2. Explore Funding and Financing Tools: Explore adoption of funding and financing tools to accelerate construction of public infrastructure that supports buildout of the Dublin Commons project and improves multimodal transportation connections within and between subareas of Downtown Dublin.
3. Identify Incubator Space Opportunities: Explore the potential creation of a business and innovation incubator space in the Downtown Dublin area.

11.8.2 EXPLORE OPPORTUNITIES WITH HACIENDA CROSSINGS SHOPPING CENTER

A. Policy

1. The City of Dublin shall explore opportunities to support tenant attraction, expansion of entertainment and dining, reduce barriers to diversifying uses, and to incentivize reinvestment and new development within the Hacienda Crossings shopping center.

B. Implementation Measures

1. Maintain Regular Contact with Hacienda Crossings Management: Ensure proactive regular contact with Hacienda Crossings management and ownership to identify and address barriers and opportunities for attracting tenants and reinvestment at the shopping center.
2. Collaborate In Future Plans: If the Hacienda Crossings ownership chooses to pursue a significant master planning or re-visioning process for the center, collaboratively identify ways to support and accelerate this process.

11.8.3 EXPLORE THE FUNCTIONALITY OF EXISTING INDUSTRIAL BUILDINGS

A. Policy

1. The City of Dublin shall undertake a process to determine the functionality and relevance of existing industrial buildings for manufacturing, R&D, and construction businesses. Based on the results of this process, the City may undertake actions to address challenges and implement land use policy as needed to preserve the diversity of spaces available for businesses in Dublin.

B. Implementation Measures

1. Study Functionality: Study the functionality, relevance, challenges, and opportunities of industrial spaces, especially within the Sierra / Trinity Business Park.
2. Investigate and Land Use Policy Changes: Based on the findings of the preceding action, investigate the need for land use policy changes that limit or expand the types of uses permitted in specific industrial areas in Dublin, particularly in the Sierra / Trinity Business Park.
3. Implement Actions to Support Functionality of Industrial Buildings: Pursue land use policy changes as appropriate to preserve a wide diversity of space available for businesses in all industries in Dublin, as necessary.

11.9 GOAL V: SUPPORT RETAIL VITALITY

Goal V: Support Retail Vitality seeks to support Dublin's retail opportunities given market trends such as growth of e-commerce sales and the evolution of tenant space and location preferences.

11.9.1 STUDY INCENTIVES AND LAND USE REGULATION TO REDUCE BARRIERS

A. Policy

1. The City of Dublin shall study potential incentives and changes to zoning and land use regulation that will reduce barriers to flexibly reusing existing retail spaces and to converting retail uses to in-demand uses such as entertainment, dining, and personal services.

B. Implementation Measures

1. Investigate and Address Regulatory Barriers: Collect information regarding specific regulatory barriers to changes of use in retail spaces through ongoing contacts with brokers and retail, dining, and entertainment businesses. Review and modify any regulatory barriers, as needed.

11.9.2 EXPAND AND ENHANCE RETAIL PERFORMANCE MONITORING

A. Policy

1. The City of Dublin shall maintain and expand performance monitoring of existing shopping centers and commercial areas.

B. Implementation Measures

1. Monitor Sales Performance: Continue working with the City of Dublin's sales tax data provider to establish data reporting geographies in Dublin. Continue monitoring sales tax performance on a quarterly basis for all reporting geographies.
2. Market City-Offered Services to Businesses: Conduct outreach and market existing City-offered services to owners of shopping centers and businesses experiencing significant declines in sales. Utilize the services of the Business Navigator Program as a resource for these businesses.

3. Engage Brokers and Property Owners: Continue ongoing engagement with brokers and property owners to identify opportunities, challenges, tenant changes, and trends.

11.9.3 MAINTAIN OUTREACH TO LARGE SALES TAX REVENUE GENERATORS

A. Policy

1. The City of Dublin shall prioritize support for its largest sales tax revenue generators, given the importance of these businesses to the City's overall retail and fiscal health.

B. Implementation Measures

1. Perform Annual Outreach: Continue annual outreach to automobile dealership owners and the other top 10 sales tax revenue generators in the City of Dublin to offer City services and identify and resolve any relevant issues and concerns.

11.10 GOAL VI: ENHANCE HOTEL STAYS AND DEVELOPMENT

Goal VI: Enhance Hotel Stays and Development focuses on positioning the City of Dublin to benefit from ongoing efforts to attract a new multiuse venue in the Tri-Valley and continuing to promote the accessibility of Dublin's hotels to businesses and Tri-Valley destinations.

11.10.1 LEVERAGE REGIONAL VENUE AND HOTEL ATTRACTION EFFORTS

A. Policy

1. The City of Dublin shall continue collaboration with regional stakeholders like Visit Tri-Valley to attract a potential multiuse venue and new hotels that would capture visitation and commercial activity associated with the multiuse venue.

B. Implementation Measures

1. Collaborate with Visit Tri-Valley: Through ongoing collaboration with Visit Tri-Valley, determine potential opportunities for Dublin to attract a multiuse venue or determine ways the City of Dublin can support the venue's construction and attract new hotels and hotel stays based on the venue's operations.

11.10.2 MARKET DUBLIN AS A LOCATION FOR OVERNIGHT VISITORS

A. Policy

1. The City of Dublin shall support and pursue growth of overnight visits and additional hotel development to support related tax revenues, spending at local businesses, and the employee accommodation needs of major businesses.

B. Implementation Measures

1. Convene Annual Meeting of Hospitality Stakeholders: Work with Visit Tri-Valley to convene an annual meeting of hotel owners and managers in Dublin to offer services, identify and address concerns, and learn about opportunities to promote the City's hotels.

2. Promote Dublin: Continue collaboration with Visit Tri-Valley and advocate for promotion of Dublin's hotels and new hotel development.

11.11 GOAL VII: SUPPORT WORKFORCE OPPORTUNITIES

Goal VII: Support Workforce Opportunities prioritizes the support of workforce development services and commute access to jobs that are readily available for the City of Dublin's residents and workers.

11.11.1 LEVERAGE REGIONAL INITIATIVES

A. Policy

1. The City of Dublin shall continue to influence and leverage regional workforce and economic development organizations and initiatives to ensure workforce development and training services are available to Dublin residents and workers.

B. Implementation Measures

1. Build Regional Partnerships and Leverage Initiatives for Training and Workforce Development: Maintain regular contact with and seek opportunities to connect and encourage collaboration between major employers and regional workforce and economic development organizations.

11.11.2 LEVERAGE REGIONAL TRANSPORTATION INITIATIVES

A. Policy

1. The City of Dublin shall support and achieve benefits from ongoing initiatives to expand and invest in transportation infrastructure.

B. Implementation Measures

1. Leverage New Commute Options: Consider and incorporate new worker commute access opportunities, such as the planned Valley Link rail project, as part of planning and business attraction efforts.

