



commercial development task force

city of dublin



Task Force Meeting #1

Wednesday, April 23, 2014 - 6:00 pm – 8:00 pm
Dublin Library – Community Room

NOTES

IN ATTENDANCE:

Commercial Development Task Force:

| | |
|-----------------|-----------------|
| Sulayman Bimar | Kerrie Chabot |
| Bob Costa | Jim LeQuin |
| Steve Lockhart | Todd Padnos |
| Prashant Ravani | Bill Schaub |
| Melissa Sladden | Janine Thalblum |
| Renata Tyler | Stephen Wright |

Public:

Mike Tseng
Marshall Torre
David Bowlby
Marty Inderbitzen
David Clock

City Staff and Consultants:

Chris Foss (City Manager)
Linda Smith (Assistant City Manager)
Luke Sims (Community Development Director)
Jeff Baker (Assistant Community Development Director)
Marnie Delgado (Senior Planner)
Lou Hexter (MIG)
Jeff Liljegren (MIG)

The following is a meeting summary for the first meeting of a five meeting process to kick-off the Commercial Development Task Force (CDTF) for the City of Dublin, California. Those in attendance for the initial gathering included the appointed members of the CDTF, representatives from City staff, MIG, Inc. (consulting firm) and members of the public. The meeting was facilitated by Lou Hexter of MIG and a binder of supportive information was provided for each member of the CDTF. Within each binder members were provided with a meeting agenda, the task force purpose and charge, a list of member responsibilities, a city map with identified opportunity sites, and "property fact sheets" for each of the five identified opportunity sites. All materials provided and presented for Task Force meetings are available on the City's website at <http://www.dublin.ca.gov/CDtaskforce>

The following provides the key points addressed during each portion of the meeting as per the agenda:

I. Welcome

Jeff Baker, Assistant Community Development Director for the City of Dublin, opened the meeting introducing City staff and MIG facilitation team to the Task Force. He thanked members for volunteering to serve on the Task Force and encouraged them to participate fully in crafting a set of recommendations to the City Council regarding the community's vision for commercial development. Lou Hexter of MIG then explained the purpose of the meeting and provided a brief overview of the evening's agenda.

II. Task Force Charge and Ground Rules

Lou Hexter facilitated a quick "get to know you" session with the group, asking each member to introduce themselves briefly. He then reviewed the purpose and charge of the Task Force, and described some ground rules to establish the tone for how all meetings are expected to proceed.

III. Plan Process, Work Plan and Outcomes

Mr. Hexter next provided an overview of the CDTF process, explaining the overall work plan and the three outcomes that are expected from this effort, as directed by the City Council. These outcomes include a prioritization of desirability for each of the identified opportunity sites; identification of desirable design principles for future development; and identification of additional economic incentives to further catalyze development activity in Dublin for near- and long-term goals.

CDTF members asked clarifying questions about the status of development activity, economic incentives, and the scope and role of the Task Force.

IV. Background: The Dublin Story

Marnie Delgado, Senior Planner for the City of Dublin, provided the CDTF with a presentation covering supportive background information and summary of the Dublin Story. The presentation included a brief history of development in Dublin, an overview of existing plans and the regulatory setting for development, a description of schools serving the City, key commercial and residential development benchmarks of existing and proposed growth (citywide), and information regarding the undeveloped commercial opportunity sites which include: 1) Downtown Dublin; 2) The Green; 3) Dublin Land Company; 4) The Promenade and Grafton Plaza; and 5) the Chen property.

Linda Smith, Assistant City Manager for the City of Dublin, then presented an overview of the City's current set of economic development incentives that are offered to businesses interested in locating in Dublin. Ms. Smith discussed the cost of starting a business in Dublin, including the high cost of impact fees such as traffic impact fees and the sewer and water connection fees charged by the Dublin San Ramon Services District.

Then Mr. Hexter asked for general comments and questions (*in italics*) regarding the commercial opportunity sites from the Task Force. The questions and comments are provided below and were noted by the graphic note taker.

Downtown Dublin

Is there a hotel planned near the BART station?

What is the expectation of density in the area?

Dublin Land Company

What are the expectations for future parking, traffic and infrastructure for this area?

Should this area be considered for creating a downtown for Dublin?

Could this be an urban transit district for Dublin?

Perhaps this is an activated area with entertainment and destination uses?

The northern most parcel is public/semi-public/residential. Could this be a neighborhood park?

The Green at Park Place

What is the context of this site and anticipated future development of the surrounding undeveloped properties?

The Promenade and Grafton Plaza

What does "commercial" signify and what does the current plan anticipate to be developed on The Promenade?

Chen Property

None

V. Task Force Discussion

Lou Hexter and Jeff Liljegren facilitated a group discussion with the CDTF, surveying the group to establish a baseline set of assets, issues/challenges, and opportunities that the group sees for future commercial development that may occur within the City of Dublin.

Members of the task force provided mixed perspectives regarding what they want for their community. Some are happy with what Dublin has and want to build upon that success. Others see shortcomings for Dublin and perhaps have a desire to create a unique identity/center/heart for their community.

The group identified the following key assets, challenges and opportunities:

Assets

- Schools
- Location w/ room to grow
- Homeownership
- Farmers' Market
- Splatter!
- Talented population
- Our Community!
- Alameda County Facilities (in Dublin)

Issues/Challenges

- Traffic/ parking/ congestion
- Lack of a downtown/center/heart
- Working with property owners
- Imbalance of housing and commercial dev.
- Effects of the Great Recession
- Access to commercial development is geographically challenged

Opportunities

- Attract businesses that want to own property vs. leasing space to locate in Dublin
- Develop a unique destination strategy for Dublin
- Identify Dublin's niche markets, competitive edges of neighboring cities, and future potential for commercial development
- Approach development strategies with long-term goals
- Leverage county development as a catalyst for additional development opportunities
- Utilize good urban design to locate a mix of uses that support a more walkable environment for Dublin

VI. Community Audience Feedback

The CDTF meetings will all be open to the public. Mr. Hexter, as facilitator, took time towards the end of this initial meeting to address the community members present and to offer them the opportunity to provide feedback.

Marty Inderbitzen, representative for the property owner of The Promenade and Grafton Plaza, spoke briefly about the history and vision for build-out of the Eastern Dublin Specific Plan area. He further expressed an interest in the CDTF process, and requested that the City provide him with a copy of all meeting materials that the Task Force receives.

A CDTF member voiced an opinion that input is welcome from the community, but should be represented fairly and not skewed by special interests of local developers working in Dublin.

VII. Next Steps

Action Items:

- Post digital copies of all materials on the City's website.
- Provide copies of background information to CDTF prior to meetings (homework assignments).

Upcoming Meetings:

- May 21 – Dublin Library Community Room, 6:00 – 8:00 pm
- June 5 – Dublin City Hall, Regional Meeting Room, 6:00 – 8:00 pm
- June 25 – Dublin City Hall, Regional Meeting Room, 6:00 – 8:00 pm
- July 16 – Dublin City Hall, Regional Meeting Room, 6:00 – 8:00 pm