



commercial development task force

city of dublin

Task Force Meeting #2

Wednesday, May 21, 2014 - 6:00 pm - 8:00 pm
Dublin Library - Community Room

NOTES

IN ATTENDANCE:

Commercial Development Task Force :

Sulayman Bimar	Jim LeQuin
Bob Costa	Bill Schaub
Steve Lockhart	Janine Thalblum
Prashant Ravani	Renata Tyler

Public:

Marshall Torre
David Bowlby
Marty Inderbitzen
Steve Lawton
Wendi Baker

City Staff and Consultants:

Chris Foss (City Manager)
Linda Smith (Assistant City Manager)
Luke Sims (Community Development Director)
Lori Taylor (Economic Development Director)
Jeff Baker (Assistant Community Development Director)
Lou Hexter (MIG)
Jeff Liljegren (MIG)
Michael J. Berne (MJB)

ABSENT:

Commercial Development Task Force:

Kerrie Chabot	Todd Padnos
Stephen Wright	Melissa Brown Sladden

The following is a summary of the second meeting of the City of Dublin's Commercial Development Task Force (CDTF). Those in attendance (shown above) included appointed members of the CDTF, representatives from City staff, MIG, Inc. and MJB (consulting team) and members of the public. The meeting was facilitated by Lou Hexter of MIG and a packet of supportive information relating to this meeting was distributed to each member. The packet included an agenda, notes from the previous meeting and a photoreduction of the graphic recording produced during that meeting. An excerpt from an article on the forecast for retail in 2014 was also offered as background on current retail trends occurring nationwide. 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 agenda segment of the meeting, and a photoreduction of the wallgraphic produced during the meeting is attached to these notes.

I. Welcome/Introduction

Lou Hexter, the facilitator for the Task Force process, opened the evening with a description of the meeting purpose and agenda, followed by a reminder of highlights from the Task Force's initial meeting on April 23rd. He also gave a brief review of the City Council's deliberation and direction the previous night regarding the Dublin Land Company parcels, which are among those under discussion by the Task Force.

II. Presentation: Retail 101 - A Context for Exploring Dublin 's Commercial Future

Michael J. Berne, principal of MJB Consulting and a national expert on the economics of retail and commercial activities, provided an informative and educational session to the CDTF covering some general assumptions and basic concepts for the retail market today. This included an overview of retail terminology, market analysis, consumer demand, the retailer's perspective, shopping center typologies, primary actors, and a competitive context specific to Dublin and for the opportunity sites charged to the CDTF to evaluate for site desirability. The presentation slides are available on the Commercial Development Task Force website.

Questions and comments were generated from the Task Force during the presentation that included:

- Are "niche" markets and the psychographics a part of what advertising agencies focus on?
- What are Department Stores now? Do they exist?
- Ethnic specialty centers like Ulferts Center tend to be second generation businesses located in older commercial building stock due to cheap rent.

III. Task Force Discussion

Lou Hexter and **Jeff Liljegren** facilitated a group discussion with the CDTF, surveying the group to generate a vision for the kind of retail mix, and the type(s) of commercial environment the task force might envision for Dublin in the future. The discussion included identification of desired broad retail uses that the Task Force felt are needed in Dublin along with some discussion of site-specific aspirations regarding retail typologies.

In terms of desired retail for Dublin, task force members identified a need for **more destination-based food, wine and entertainment venues** such as restaurants and a theater, and **more basic services** such as a pharmacy and grocery store. The CDTF expressed a desire that these retail services be **unique (i.e., specialty)** and **of high quality and value** such as Berkeley Bowl in Berkeley, or the farmers' market in Fremont. Both the Green at Park Place and the opportunity site owned by the Dublin Land Company are already being considered for these types of uses.

Walkability and **broader connectivity within and between commercial sites** were other desirable characteristics mentioned. CDTF members expressed strong support for a **pedestrian-friendly "main street" environment**. Some examples included Santana Row (San Jose), Bay Street

(Emeryville) and Belden Lane (San Francisco). Some members expressed that a Santana Row could bring unwanted congestion and expressed that, if such a center were to be explored, it should be smaller in scale. Regional Street, located within Downtown Dublin, was identified as a potential main street location.

Some “out-of-the-box” thinking was generated regarding **alternatives to typical entertainment**, such as a casino. This raised the broader question of “what’s off the table for Dublin?”

Finally, it should be noted that the four Task Force members were absent from this discussion. Comments collected during the meeting, therefore, did not include the entire task force team’s input; however, the facilitation team announced that there would be follow-up discussions to continue this conversation at the next meeting, in addition to “homework” that would be transmitted to the members as a way of preparing for the June 5 session.

IV. Community Audience Feedback

All five of the CDTF meetings are open to the public. Mr. Hexter, as facilitator, took time toward the end of the meeting to address the community members present and to offer them the opportunity to provide feedback. Five members of the community were in attendance. Wendi Baker of SummerHill Homes addressed the Task Force regarding the Dublin Land Company proposals discussed at the City Council meeting the previous night. Steve Lawton of Main Street Property Services greeted the group to express his interest in the Task Force proceedings.

VII. Next Steps

Upcoming Meetings:

- 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