



# commercial development task force

city of dublin

## Task Force Meeting #3

Thursday, June 5, 2014 - 6:00 pm - 8:00 pm  
Dublin City Hall - Regional Meeting Room

---

## NOTES

---

### IN ATTENDANCE:

#### Commercial Development Task Force :

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

#### Public:

Marty Inderbitzen  
Marshall Torre  
Wendi Baker  
Steve Lawton  
David Clock

#### 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)  
Chris Beynon (MIG)  
Jeff Liljegren (MIG)  
Michael J. Berne (MJB)

### ABSENT:

#### Commercial Development Task Force:

Bob Costa

The following is a summary of the third 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 photo reduction of the graphic recording produced during that meeting. 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/Introduction**

**Lou Hexter**, the facilitator for the Task Force process, opened the meeting with a description of the purpose and agenda for the evening, followed by a recap of highlights from the second meeting on May 21st.

## **II. Brief Recap of Retail 101 Presentation - A Context for Exploring Dublin 's Commercial Future**

**Michael J. Berne**, principal of MJB Consulting, provided a high level review of the presentation from the last CDTF meeting, touching on key concepts of market viability and identifying potential retail development formats as they pertain to existing and future markets in Dublin. A period for questions and comments from the Task Force was provided to help bring all members "up-to-speed" on these overarching retail concepts.

There were questions and comments related to the following:

- The term "trade area".
- The concept that the permitted amount of future retail square footage for the five opportunity sites would require 220,000 additional residents within the trade area to support that amount of retail.
- Walkability and other modes of travel in Downtown Dublin.
- How do we address the future of retail in Dublin?
- Non retail commercial uses such as office, industrial and residential and being an attractive alternative to Silicon Valley.

## **III. Presentation and Interactive Survey: Design Principles to Enhance Economic and Community Development**

**Chris Beynon**, principal of MIG, and design expert, provided a presentation and interactive survey regarding a broad set of design principles to consider for future commercial development in Dublin. He touched on nine different aspects of urban design that could be considered for each of the opportunity sites including: range of uses; orientation (of development sites and buildings); massing, scale and articulation (of buildings); materials, textures and character; amenities and activities; landscaping; connectivity and access; and parking.

The market viability for a particular typology of retail combined with variations on design principles can create different results for the considered opportunity sites in Dublin. To get the Task Force members to begin thinking about design in the context of viable retail, Chris facilitated an interactive survey using electronic polling on a series of images of existing retail development that conveyed different ways in which the most viable retail typology could look, feel and function. For each typology, four examples were shown. Task Force members selected their preferred image using an electronic keypad. After the polling of each, Chris facilitated a discussion with the group to highlight reasons why they chose, or did not choose, the images provided. Lou Hexter provided graphic recording during this portion of the presentation to capture individual comments.

#### **IV. Community Audience Feedback**

All five of the CDTF meetings for this process are and will be public. Mr. Hexter, as facilitator, took time towards 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, but there were no comments.

#### **VII. Next Steps**

Mr. Hexter described a homework assignment that would ask Task Force members their opinions regarding the desirability, types of uses and retail formats, and design principles appropriate for the five opportunity sites around Dublin. Results will be aggregated and presented at the next Task Force meeting as an input into preliminary recommendations.

Upcoming Dates and Meetings:

- June 18 - Due date for CDTF Homework Assignment
- 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