



commercial development task force

city of dublin

Summary of Homework Assignment

RECEIVED FROM:

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

The following is a summary of the responses to the homework assignment distributed to Task Force members following the third meeting on June 5, 2014. The purpose of the assignment was to gather perspectives on a set of key issues highlighted during presentations and discussions at the prior meetings. The topics included desirability of the various opportunity sites, uses and retail format typologies appropriate for the sites, as well as design principles that would guide commercial development around Dublin.

Nine Task Force members submitted their answers and comments to the assignment. Responses to the questions have been aggregated with some editing for clarity. The results will be synthesized to form a set of preliminary recommendations in fulfillment of the Task Force charge from the Dublin City Council.

Question 1. Site Desirability

In your opinion, what is the most desirable site for commercial development in Dublin? Why?

Please list the remaining sites in order of preference in terms of desirability. Please describe what influenced your selections.

The table below summarizes the ranking of each site's desirability. For example, Downtown Dublin was mentioned once as the most desirable commercial development site, three times as the second-most desirable, once as the fourth-most desirable and twice as the fifth-most desirable.

	1*	2	3	4	5
Downtown Dublin	✓✓	✓✓✓		✓	✓✓
The Green at Park Place	✓✓		✓✓✓	✓	✓
Dublin Land Company	✓✓✓✓✓ ✓✓✓✓	✓✓✓	✓✓✓✓	✓	✓
The Promenade / Grafton Plaza	✓✓		✓✓	✓✓✓✓	
Chen Property	✓✓	✓✓			✓✓

* The total of responses in column 1 (most desirable) is greater than the number of respondents because some members selected more than one site.

Dublin Land Company received the greatest number of mentions as most desirable, followed by equal numbers of votes for Downtown Dublin, The Green at Park Place, Promenade/Grafton Plaza, and the Chen Property. Comments describing the reasons for selecting the site(s) as most desirable include:

- **Dublin Land Company.** It is needed to service the residents of the eastern side of Dublin and Tassajara Valley as it's on the "going-home" side.
- **Dublin Land Company** would be where I would think is most desirable as this spot has close access to the freeway and is located right in between East and West Dublin, and by Emerald Green Park.
- **Dublin Land Company.** Accessibility, visibility, size.
- **Dublin Land Company Parcel 2.** I believe the DLC 2 site is most desirable given its location bordering Tassajara Rd and Dublin Blvd.
- **Dublin Land Company Parcel 2** is the best location for retail (tied to nearby parcel) due to proximity to the freeway and undeveloped land. Also, it is not too far from Pleasanton and Livermore, and is in an affluent area which could support the shops.
- **Dublin Land Company Parcel 1.** (Same reasoning as above.) I do not think the freeway is an inhibitor, but rather an advantage. Walls can be built and landscaping done.
- **Dublin Land Company Parcel 3.** (Same reasons as above.)

- I think the four sites that border I-580 (**The Green; Dublin Land Company; Grafton Plaza; and Chen Property**) are the most desirable locations for commercial development. Freeway access and visibility is key to success and to keeping traffic off city streets. It would be nice to see at least one of these locations become Class A office space for a potential tech client.
- **Downtown Dublin.** We should create a town center and there are a number of commercial vacancies.
- **Downtown Dublin.** If Regional Street and/or Village Parkway were re-designed to have walkable retail with trendier shops and eateries this location would be wonderful; however it seems like it is too late to make this happen.
- **The Green at Park Place** – Provides connectivity from BART to existing & established shopping center. Great accessibility, visibility to potential retailers. Opportunity for pedestrian-friendly design features.
- **Grafton Plaza.** Near Livermore outlets which lack eateries, Target nearby as anchor is great draw. **Promenade.** There is lots of medium-high density housing to support this area and it is close to freeway which allows more foot traffic. It is undeveloped which means it can be designed to area needs.
- **Chen Property.** Close to big shopping areas and needs less architectural and design overhead.

Each opportunity site is shown below, with the array of ranked responses, followed by comments regarding the site.

Downtown Dublin

1	2	3	4	5
✓✓	✓✓✓		✓	✓✓

- I would select "Downtown Dublin" for commercial re-development, with the inclusion of a town center, higher end retail, including more upscale restaurants. The area should be pedestrian- and cycling-friendly. And thought should be given to live/work/loft space on the former Honda site in an attempt to bring in crafts people and artists.
- Downtown Dublin would be next on my list as we need a space that can truly be called downtown. There is enough space to build on that site as well.
- Downtown is the most desirable for that pedestrian-friendly type of development. Regional Street is perfect for such redevelopment of this type. High degree of architectural design required.
- Downtown Dublin. Retail as required as development grows. The real need is to renovate existing commercial to service expanding housing.
- Too much demolition and rebuilding needed.
- Downtown Dublin is 2nd given its existing foundation in the city and now proximity to the new BART station.

The Green at Park Place

1	2	3	4	5
✓✓		✓✓✓	✓	✓

- It's kind of already done.
- The Green at Park Place would be another area which would be good for development. Again, good freeway access, the introduction of Whole Foods and it being so close to Kaiser, Oracle and SAP for customers during the day.
- Accessibility, visibility.
- Need complementary retail for the neighboring centers already built or planned and specialties as a restaurant village.
- Lastly, The Green has freeway visibility but it is very difficult to "easily" access it.

Dublin Land Company *(The Dublin Land Company property is mentioned both by specific parcel, as well as one property. The responses are displayed accordingly.)*

	1	2	3	4	5
Dublin Land Co. Parcel 1	✓	✓✓✓	✓		
Dublin Land Co. Parcel 2	✓✓		✓✓		
Dublin Land Co. Parcel 3	✓			✓	
Dublin Land Co. Parcel 4					✓
Dublin Land Co. (general)	✓✓✓✓✓		✓		
Dublin Land Co. Total	✓✓✓✓✓✓ ✓✓✓	✓✓✓	✓✓✓✓	✓	✓

- Dublin Land Company is clearly in a good shopping area. Area 1 is most appealing; migrating to Parcels 2 and 3 for residential. Not sure what to do with Parcel 4.
- I believe Promenade and the Dublin Land Company properties could be a mix of residential and retail, but not for at least five years.
- Dublin Land Company Parcel 1 has the freeway exposure and opposite location to the potential retail development of Dublin Land Company Parcel 2 and existing Lowes.

Promenade and Grafton Plaza

1	2	3	4	5
✓✓		✓✓	✓✓✓✓	

- I believe Promenade and the Dublin Land Company properties could be a mix of residential and retail, but not for at least five years.
- Promenade/Grafton Plaza to add restaurants and round out neighborhood services.
- Grafton Plaza and Promenade has the potential for growth if done correctly.
- The Promenade offers an existing "mass" of nearby residents looking for the downtown conveniences to shop for daily needs.

Chen Property

1	2	3	4	5
✓✓	✓✓			✓✓

- Needed for neighborhoods developing in the far eastern side of Dublin.
- Accessibility, visibility, size.
- Chen property is close enough for development as a mixed use space.

2. Commercial/Retail Typology

On which of the five development sites in Dublin do you think this type of retail would make the most sense? Why?

The five typologies, or formats, shown were determined to be those most likely to be applicable to Dublin. For purposes of this exercise, the typologies had the following characteristics:

Neighborhood Shopping Center

- Supermarket-anchored strip mall
- In-front parking field
- Focus on convenience goods and services
- Draws local residents (i.e. within 3 miles)
- 30K to 125K square feet (3 to 12 acres)

Example: Waterford Place, Dublin

Hybrid Power/Neighborhood Center

- Strip of big and medium-box stores (power center)
- In-front parking field
- Also include neighborhood draws (e.g. grocer)
- Represents a hedge against online channel

Example: El Cerrito Plaza, El Cerrito

Ethnic Specialty Center

- Anchored by grocer, cinema, restaurant cluster, cultural center
- Draws on formats and customs of home country
- Requires corresponding ethnicity
- Can pull from a distance
- Allows for adaptive reuse of older Class B/C strips, vacant boxes
- Not driven by prototype

Example: Uffert's Center, Dublin

"Faux" Main Street

- Requires either...
 1. "Captive" density (urban)
 - Can include commodity brands
 - San Francisco not comparable
 2. Destination (suburban)
 - Dining/entertainment and specialty
 - Needs critical mass to drive foot traffic
 - Parking just within walking distance
 3. Convenience (suburban)
 - Walk-in population insufficient
 - Needs clearly visible parking
 - Zero-setback access not advised

Example: Fourth Street, Berkeley

Hybrid Power/Lifestyle Center (aka "Power Town")

- "Main Street" core surrounded by power center
- Surface parking between the two
- "Main Street" or central plaza
- Most often centered on a multiplex, with in-line space filled by food / drink and teen retailers
- Sometimes anchored by a department store
- 500K square feet and up (50 acres)

Example: Hacienda Crossings, Dublin

The table below indicates the types of commercial retail Task Force members felt would be most appropriate for each of the five opportunity sites. (The Dublin Land Company property is mentioned both by specific parcel, as well as one property.) For each typology there may be more than nine selections, because a member selected more than one site for that type.

Opportunity Site	TYPOLOGY				
	Neighborhood Shopping Ctr.	"Faux" Main Street	Hybrid Power Nbhd. Ctr.	Hybrid Power Lifestyle Ctr.	Ethnic Specialty Ctr.
Downtown Dublin	✓✓	✓✓✓✓	✓✓✓		✓✓
The Green at Park Place	✓	✓			✓✓
Dublin Land Co. Parcel 1		✓	✓	✓	
Dublin Land Co. Parcel 2	✓✓✓	✓			
Dublin Land Co. Parcel 3					
Dublin Land Co. Parcel 4					
Dublin Land Co.	✓	✓	✓✓	✓	
The Promenade/ Grafton Plaza	✓		✓	✓✓	✓✓
Chen Property	✓		✓✓✓	✓✓✓	✓

Questions and comments generated include:

Neighborhood Shopping Center

- Dublin Land Company Parcel 2 could mirror this type of development becoming the hinge between commercial and residential sites.
- Easily, DLC2 is the most likely site given its proximity to Waterford Center.
- I think the downtown area would be a good placement for those additions, and have some opening to enable some walkways and additional spaces for biking in that area.
- The Green at Park Place, Dublin Land Company, Promenade/Grafton Plaza sites – due to nearby residential areas.
- Chen because that area needs these types of services and retailers.

"Faux" Main Street

- The Promenade seems most likely to create this retail shop.
- I think this mix could possibly work on either of the Dublin Land parcels.
- The Green – upscale walkable restaurants and shops for transit residents.
- The Dublin Land Company property would be an excellent site for Main Street-type location, as there is enough room to make this happen with the spacing of parking, accessible from cars and bikes.
- Downtown Dublin site – to encourage a walking downtown; i.e., foot traffic.

Hybrid Power Neighborhood Center

- Downtown – Established retail hub, connectivity to 580/680.
- Downtown Dublin could develop this location since it is now in existence and can draw from BART.
- This kind of mix already is accessible in existing commercial areas on the west and east side. Possibly this would work on the Chen property if there is residential development to support it.
- Dublin Land Company – great for residents and people going to Contra Costa County.
- Downtown Dublin would work for this type of development as there is the space for it; or you have Dublin Land Company or the Chen Property.
- Chen site – due to the size of the parcel.
- Promenade – this is a nice complement to the area.

Hybrid Power Lifestyle Center

- Chen – to capitalize on surrounding shopping.
- Not an option for development in Dublin. However, a true lifestyle center would be more appropriate in the property across Hacienda Drive -- "the Green".
- Grafton Plaza could become this Hybrid center; it has Lowes and assorted restaurants now and can handle additional mixed use entities.
- Dublin Land Company and/or Chen sites due to the land size.

Ethnic Specialty Retail Center

- Downtown Dublin would be a good location, and perhaps centerpiece, of a redeveloped downtown Dublin.
- This might also work in the Downtown Dublin site.
- The Green is somewhat isolated and could become a specific ethnic center.
- The Green at Park Place, with maybe some mixed use given proximity to transit.
- Grafton Plaza – to serve neighborhood.
- Promenade/Grafton sites – due to the demographics in the area and size of the sites.
- The Chen property would be good for the ethnic approach, and I think it would be highly successful in that area due to the new home developments.

3. Range of Uses

What type of uses do you think are most appropriate for each of the five opportunity sites? Why?

For this question, Task Force members indicated which uses they felt would be appropriate for each opportunity site. Some sites were envisioned for a range of uses; others were more targeted. "Residential" in this exercise means exclusively residential; "Mixed-Use" means a mix of residential and other uses. Comments regarding

Opportunity Site	TYPE OF USE			
	Retail	Office	Residential	Mixed-Use
Downtown Dublin	✓✓✓✓	✓	✓✓	✓✓✓
The Green at Park Place	✓✓✓✓	✓✓✓	✓	✓✓✓
Dublin Land Co. Parcel 1	✓	✓		✓✓
Dublin Land Co. Parcel 2	✓✓			✓✓✓✓
Dublin Land Co. Parcel 3	✓		✓✓	✓✓✓
Dublin Land Co. Parcel 4	✓		✓✓	✓✓
Dublin Land Co.	✓✓✓✓	✓✓	✓✓✓	✓
The Promenade/ Grafton Plaza	✓✓✓	✓✓	✓✓✓	✓✓✓
Chen Property	✓✓✓	✓✓✓✓✓	✓✓	✓✓✓

Questions and comments generated include:

Retail

- I don't think we need another massive retail-only center, unless it is re-imagined with a faux main street, fountain, specialty shops, etc.
- Chen, due to its proximity to other centers.
- Dublin Land Company to support residential.
- All sites could be considered.

Office

- One of the properties bordering I-580 (The Green, Dublin Land Company Parcel 1, Chen) or, perhaps, one of the Dublin Land Company parcels.
- All sites OK, except for downtown.
- The Green could focus on this identity since it is a bit tucked away from immediate street access.

Residential

- I don't feel the task force got enough information on residential to address this. The residential market is very finicky, and I worry that in the future we could end up with a lot of "underwater" residential here.
- Dublin Land Company – needed to support retail.

Mixed-Use

- Promenade -- Retail, office.
- The Green – next to BART; Downtown near BART.
- All sites OK.
- The Promenade could support mixed-use, since it seems to need a specific "draw" to entice people to make the extra effort to reach it.

4. Design Principle Elements

Please indicate what design principles you would suggest to maximize the viability of the opportunity sites.

This question was divided into three sections: Materials, Textures and Character; Amenities; and Connectivity, Access and Sustainability. Task Force Members' comments are shown under each section.

A. Materials, Textures and Character

What character-defining elements of texture and materials would you like to see with future commercial development in Dublin?

- Modern materials, facades setbacks, green walls, recessed upper stories creating terraces/balconies.
- Elements that create a sense of place are critical. At least one of these areas should have it. Contemporary street design, lighting, parking garage, emphasis on walkable/cycling. The bottom photograph's architecture (Alaska Drive, Lakewood, Colorado) is what I would like to see.
- Depends upon the area. Chen, not much. Downtown lots of rich materials and design reliefs. Base, body and roof. Limited use of stucco covered boxes.
- Modern architecture, good lighting, good signage.
- I would like to see something new and trendy. I like how Emeryville BayStreet is set up with the mix use and the look of a walkway. More than just shopping but a place for the family to come and hang out for hours shop eat and walk around to enjoy the location.
- Stone finish seems to work well in Dublin along with contemporary metal fixtures.

B. Amenities

What kinds of amenities would you like to see with future commercial development in Dublin?

- Rockville (Md.) Town Center is a good example of combining retail, a town center look and feel, with a play element. It is anchored by a Gordon Biersch, has a specialty bakery, coffee, ethnic restaurants, the town library, gym, two 3-story parking garages and housing above the retail. The

height of the buildings protects against the elements (wind in Dublin's case), the center has a play element, with fountains, and the restaurants border the square element so they can open to outdoor seating in nice weather. A small, specialty grocery store also is included.

- Downtown needs open space and walkability. Power shopping requires cars and people.
- Pedestrian friendly gathering spots, outdoor dining, landscape features.
- I think the landscaping is key to make it feel like a place you want to be, play elements for the children is important, and open space where you can picnic with the family or just hang out and enjoy the people around you shopping and relaxing during the day. A place where you can make it a day event rather than a rushed "Let's shop and go home."
- Would like to see outdoor cafe seating/lighting, open/green space/ seating, landscaping features, and event space.
- Outdoor cafes, event space, water features.
- Dublin has been very successful and effective in going GREEN, so open space and colorful / durable landscape are important features.

C. Connectivity, Access and Sustainability

What aspects of connectivity, access and sustainability would you like to see with future commercial development in Dublin?

- Pedestrian-friendly features should be required in any planned development. Sustainability features are required by code (i.e., stormwater planters). Bike lanes, bike racks and storage, safe pedestrian pathways and sidewalks with landscaped borders should be included in any proposed development along with outdoor seating and amenities to encourage outdoor activities, giving space to cafes opening onto outdoor seating areas, performance areas, benches, fountains, landscaping, and trees.
- We need a heart, a soul. Many of the elements shown in the pictures are fine. Walkability and cycling are important. But I also think it's important to get rid of the massive expanse of asphalt by building low-profile (3-story) garages. This would also open up the retail/commercial possibilities. Solar panels over more of the parking in the city also is critical, especially as solar power reaches parity with other electricity sources.
- All this looks fine but we have to get serious about biking and even some walking. I don't see many folks with cars doing that. Strong emotional appeal but little real demand. How many task force members ride bikes?
- Walkable parking areas that include sustainable landscaping, designated bike lanes.
- I think pathways are super important (safe ones) for both pedestrians and bikers to bring their bikes and families, but a place that has to be realistic and making sure there is ample parking.
- Would like to see pathways, parking lot landscaping, solar panels.
- Pathways and parking lot landscaping, walkability, bikes and solar panels.
- Bikeways need to be incorporated into all developments, keeping with the GREEN image of Dublin.

5. Other Comments

- One issue that I don't think we've tackled is the mix of residential and commercial/retail on these sites. This is critical to the forward look for Dublin. And we should address a timeline for this development. If it all happened in the next 3 to 5 years that would be a bad thing for the community. I hope we get a chance to discuss this at our next meeting.
- I think that we have done a great job to date with fewer missteps than I would have thought through the eight years that I was involved.
- We need a greater variety of restaurants to attract residents and visitors; better design of garbage and recycling enclosures.
- The City needs to do a better job in configuring traffic flow patterns within and around any future developments. More parking and less building density at each site.
- Dublin is now on the map and needs to incorporate the smart ideas derived from this task force committee.