



commercial development task force

city of dublin 

Task Force Meeting #4

Thursday, June 25, 2014 - 6:00 pm – 8:30 pm
Dublin City Hall – Regional Meeting Room

NOTES

IN ATTENDANCE:

Commercial Development Task Force:

Sulayman Bimar	Melissa Sladden
Steve Lockhart	Renata Flecchia Tyler
Todd Padnos	Stephen Wright
Prashant Ravani	Bob Costa

Public:

David Bowlby
Marty Inderbitzen
Steve Lawton
Marshall Torre

City Staff and Consultants:

Chris Foss (City Manager)
Linda Smith (Assistant City Manager)
Luke Sims (Community Development Director)
Lori Taylor (Economic Development Director)
Hazel Wetherford (Senior Administrative Analyst)
Jeff Baker (Assistant Community Development Director)
Lou Hexter (MIG)
Jeff Liljegren (MIG)

ABSENT:

Commercial Development Task Force:

Kerrie Chabot	Bill Schaub
Jim LeQuin	Janine Thalblum

The following is a summary of the fourth 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. (consultant 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 and a photo reduction of the graphic recording from the previous meeting, a summary of the homework assignment completed by Task Force members, and a handout on the City’s economic incentive programs. 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 third meeting on June 5th.

II. Discussion of Potential Economic Development Incentives

Lori Taylor, Economic Development Director for the City of Dublin, and **Hazel Wetherford**, Senior Administrative Analyst, presented an overview of the City's programs for stimulating economic investment. These include direct incentives – such as sales tax reimbursement, traffic impact fee deferral, commercial façade improvement and small business assistance grant programs – as well as indirect economic incentives, such as communications and marketing of Dublin as business- and consumer-friendly. Ms. Taylor indicated that Dublin has a very strong reputation among trade groups and commercial brokers for its low business registration fee, clear zoning and permitting process, educated workforce and available sites. It is extremely well-positioned geographically and demographically for a range of commercial types, both in retail and office sectors. She also stated that Dublin's direct and indirect incentive programs are very broad and innovative, and serve both to attract and to retain businesses here. Moreover, other municipalities look to this City for ideas on how to better serve commercial development.

The CDTF was posed with the following questions (*in italics*) for discussion. Their responses have been refined from the wallgraphic and are provided in bulleted form.

How would you encourage developers, property owners, restaurants, retailers, and institutional investors to locate and invest in the City of Dublin?

- Expand the marketing and promotion of Dublin's assets, such as a prime location, retail desirability, an innovative incentives toolbox for economic development, an educated and talented workforce, a high-achieving educational system, and an appealing residential real estate market.
- Attract tech-oriented businesses to locate in Dublin as an alternative to Silicon Valley and as a long-term investment strategy for job creation and growth.
- Encourage current property owners to invest in the upkeep and improvement of their properties to help build a positive brand for the Dublin community.
- Support a broad mix of tenants in commercial development.
- Consider policy strategies that leverage the greatest potential for existing assets, such as the zoning of property near transit, and adaptive reuse of older commercial property for non-traditional uses.
- Create programs such as a "ride-share" or shuttle service as an incentive to bring businesses and new jobs to Dublin.

How would you encourage shoppers, diners and visitors to choose Dublin over other areas in the region?

- Create event programming to make Dublin a destination and to encourage prospective businesses and entrepreneurs to open in Dublin. Some examples given were to leverage sponsorships by local businesses to create on-going weekly and monthly events such as “free nights”, Movie Night, free concerts in the park for 2-3 months in the summer, and shuttles from BART to the Farmer’s Market and to shopping and restaurant locations.
- Create retail centers that provide a diversity of dining options.

III. Discussion of Homework Assignment Results

Next, Lou Hexter of MIG provided an overview of the aggregated results of the homework assignment, which Task Force members had completed in the interval between the previous meeting and this one. The assignment gauged members’ perspectives on the relative desirability of opportunity sites, the types of retail and other uses most appropriate for the sites, and design principles to consider for future commercial development. The Task Force had an opportunity to provide feedback on the results and offer further commentary. These comments were recorded on the wallgraphic that has been provided with this meeting summary.

IV. Open Discussion

The final portion of this agenda was an open discussion and review of each opportunity site and a discussion among the Task Force members about the desirability, types of uses and design elements envisioned for each. This portion of the meeting ran past 8:30 and three Task Force members left the meeting during the discussion. The Task Force members that were present for this portion of the meeting had a robust discussion and reached consensus on the following preliminary recommendations for each of the opportunity sites.

Downtown Dublin

The Task Force acknowledged this area is large, complex and includes multiple parcels and property owners.

- Retail commercial intensification is critical to the downtown and should be a key component of revitalizing the area.
- Mixed use in the retail core of the Downtown should have a significant focus on the retail experience rather than the residential experience.
- Additional residential units are supported so long as additional commercial development occurs in the Downtown.
- Mixed use projects should include a large ground floor commercial component as opposed to small retail allocation.
- Use additional residential development to leverage opportunities for commercial development.
- Opportunity site for commercial intensification: Burlington Coat Factory parcel at northwest corner of Dublin Boulevard and Golden Gate Drive.
- Area south of Dublin Boulevard should include a mix of uses and not just residential.

Green at Park Place

- Ideal for retail commercial development with a residential component.
- Good access for Dublin residents, I-580 and BART.
- Leverage site location, visibility, and proximity to future Persimmon Place (i.e. Whole Foods anchored center) shopping experience.
- Development should include outdoor gathering spaces and strong connection to surrounding uses.
- Task Force vision is in line with the proposed project concept for walkable area with outdoor dining and other lifestyle amenities.

Dublin Land Company

Parcel 1

- Support for existing land use of General Commercial which allows both office and retail commercial.
- Strong support for office uses at this site.
- Office development should and would complement Dublin Corporate Center and Gateway Medical to the west across Tassajara Road.
- Do not want an auto dealership at this location.

Parcel 2.

- Development should complement The Shops at Waterford located to the west across Tassajara Road.
- This is a prime retail location because it is on the “going home” side of the street – particularly at the corner of Tassajara Road and Dublin Boulevard.
- Provide opportunities for retail, restaurant and neighborhood serving uses.
- Uses should supplement those already located at The Shops at Waterford.
- Develop as neighborhood commercial/lifestyle oriented walkable shopping center that creates a sense of place, walkable, with gathering areas.
- Want that “main street” experience.
- Parcel 2 could include medium density residential development as part of a strong commercial development.
- A strong retail component should be a requirement of a mixed use project.
- The timing of residential construction on a portion of Parcel 2 should be tied to construction of the retail component.

Parcels 3 and 4

- These two parcels are best suited for Medium Density Residential development.
- Residential consideration based on adjacent uses and proximity to Emerald Glen Park.
- The timing of residential construction should be contingent on construction of strong retail component on Parcel 2.

The Promenade

- *Supports a combination of commercial and residential development.*
- *There needs to be a strong commercial component.*
- *Commercial should be walkable with “main street” feel.*

- *Grafton Street should extend through the site to the north and south.*
- *Commercial component should front on Grafton Street.*
- *Commercial development should relate to Grafton Station and Dublin Boulevard.*
- *The timing of the residential construction should be tied to commercial construction.*
- *Preference for horizontal mixed use but open to vertical mixed use.*

Grafton Plaza

- *Commercial development should generally mirror Grafton Station.*
- *Timing of residential construction should be tied to commercial development.*
- *Support for existing Mixed Use designation.*

Chen Property

- Strong support for existing General Commercial land use.
- Good regional shopping location (i.e. proximity to I-580, Livermore Premium Outlets and Fallon Gateway).
- Supports Hybrid Power Neighborhood Center or Hybrid Power Lifestyle Center.
- Support for flex-tech office space.

V. Community Audience Feedback

All five of the CDTF meetings for this process are open to the 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. Four members of the community were in attendance, but there were no comments.

VII. Next Steps

Mr. Hexter thanked the group for the additional discussion time. He indicated that the next step would be to create a draft report of the Task Force process with a set of preliminary recommendations addressing each of the three City Council charges. Members will receive the draft report in advance of the next meeting at which time the group will provide feedback on the recommendations for input into the final report.

Upcoming Meeting:

- July 16 – Dublin City Hall, Regional Meeting Room, 6:00 – 8:00 pm