IMPLEMENTING CHANGE

ULI Technical Assistance Panels
IMPLEMENTING CHANGE

• Moderator:
  • Christine Firstenberg
    Principal
    Retail Real Estate Resources
IMPLEMENTING CHANGE

Panelist:

• Hazel Wetherford
  Economic Development Director
  City of Dublin, CA
IMPLEMENTING CHANGE
ULI TAP PANELS
Cities/Agencies include:

- Bay Area Rapid Transit (BART)
- Brentwood PA-1, Brentwood, CA
- Brisbane Crocker Industrial Park, Brisbane, CA
- Broadway/Valdez District Plan, Oakland, CA
- Concord Naval Weapons Base, Concord, CA
- Downtown Concord, CA
- Diridon Redevelopment Plan, San Jose, CA
- Downtown Fremont, Fremont, CA
- Downtown San Carlos, San Carlos, CA
- Downtown San Leandro, San Leandro, CA
- Downtown Dublin, CA
- Downtown Dublin Retail, CA
- Dumbarton Bridge Rail Station, Newark, CA
- East Palo Alto, CA
- El Camino Plan/Downtown Plan Menlo Park, CA
- Fairfield North Texas Corridor, Fairfield, CA
- Hercules, CA
- Hillcrest Specific Plan, Antioch, CA
- Castro Street Retail, Mountain View, CA
- Oxbow District, Napa, CA
- Downtown Orinda, CA
- Richmond Transit Village, Richmond, CA
- Point Molate, Richmond, CA
- San Bruno Caltrain Station, San Bruno, CA
- Mission Neighborhood Center, San Francisco, CA
- Tenderloin, San Francisco, CA
- Downtown San Mateo, CA
- Santa Clara Transit Station, Santa Clara/San Jose, CA
- Santa Rosa Hub, Santa Rosa, CA
- SF Balboa Park BART Station, SF, CA
- Station Area/Downtown Plan, Cloverdale, CA
Two ULI TAP Panels were done in Dublin

One in 2011
One in 2018
Recap of City posed Questions:

- Identify ways to spend Community Benefit Program in-lieu funds to attract business and customers.
- Prioritize physical improvements necessary to make Downtown Dublin vibrant (attract business and retail) and pedestrian friendly.
- Evaluate the current mix of retailers in Downtown Dublin and provide suggestions on retail categories that will improve the vitality of the downtown.
- Evaluate emerging technology trends to determine whether the use of technology will further enhance the Downtown Dublin area (eg WiFi, apps, etc)
Restaurant Development along Amador Plaza Rd.

1st DUBLIN TAP - 2011
From TAP 1
TOD Development
From TAP 1
Streetscape Improvements between TOD and Retail District
Recap of City posed Questions:

• One of the major hurdles in transitioning the downtown area is to create a sense of place. Do you have any recommendations on ways in which we can create a sense of place?

• The Downtown retail district is composed of several property owners, many of which abide by extremely dated covenants, conditions, and restrictions (CC&Rs). Do you have any recommendations for the City on how to untangle the CC&Rs?

• The City allocates housing units to specific parts of the Downtown Specific Plan. This totals approximately 2500 units. To date, 95 of those units have been allocated for the Retail District, and 688 units in the TOD District. Do you have any specific recommendations on where we should focus the remaining units in the pool?

• Would the TAP recommend that the City replicate the 2012 Village Parking Reduction Program in other downtown districts, to allow for a greater variety in tenants?

• What is the best way for the City to invest its $2 million in reserves to make the greatest economic and physical impact on the Downtown retail district?
From TAP 2

To Focus on a “Town Center”
2ND DUBLIN TAP – 2018
RECOMMENDATIONS

**Intermediate Term (three to five years):**
- Acquire land to develop a public town square as an identity marker and public gathering place for the retail district.
- Analyze infrastructure needs in the district, including sewer lines, water lines, and parking to ensure that the area is optimized for redevelopment.
- Attract and develop residential units in the retail district.
- Continue citywide economic development activities to promote the retail district within the region.

**Short Term (one to two years):**
- Increase housing allocation in the retail district to allow more residential units and “feet on the ground.”
- Hire a consultant or have staff research and develop a space activation plan for pop-up spaces and events along high-visibility areas of the district.
- Review the Downtown Dublin Specific Plan for potential updates to increase developer clarity regarding the city’s goals for the retail district.
- Initiate a CC&R working group and hire a retail consultant to help the city select and hire a lawyer to begin untangling the CC&Rs in order to allow densification and intensification of the district’s uses, particularly those adjacent to the BART station.
Other Recommendations from ULI TAP 2 Panel;

Included:

- Hire a retail real estate consultant (CC&R’s)
- Hire an architectural firm
STAFF ACTIONS

- City Council Strategic Plan
- September 18, 2018 City Council Approval
  - ULI TAP Report
  - Establish a Downtown Action Team
  - Hire a retail real estate consultant
  - Hire an architectural firm
  - City Council Work Sessions
  - City staff Work Plan
HIRED AN ARCHITECTURAL AND DESIGN TEAM

To produce schematic designs to illustrate a range of possible developments in Downtown Dublin’s Retail District.
Team Identified Gateways For Downtown “Place” Location
CITY IMPLEMENTATION
COMMUNITY ENGAGEMENT

PUBLIC MEETING RECAP

June 13, 2019
The Wave Community Room
26 Attendees
Part of ongoing outreach efforts
After much Community Outreach Potential Location for “Town Square” was identified
“Town Center” can be a Catalyst Transformation
“Town Center” can be a Catalyst Transformation
Second major component of Team’s Recommendations

“Grid Pattern of Streets”
Third major component of Team’s Recommendations

“Create a Downtown Character”
This created the 

“Preferred Vision”

For the City’s creation of a Downtown out of a Big Box Center
Often panels and consultants have lots of ideas, but how to get them to fruition?

ULI TAP Panel 2 and the City’s Architectural and Design Team both had implementation ideas on how the redevelopment could actually work.
PHASING OF PREFERRED VISION

If approved, the Preferred Vision would chart a path forward for the next 30 to 50 years.

Town Square and surrounding development within the next 5 years.
CITY IMPLEMENTATION

A Phased Approach based on when the leases expire and typical retail criteria for retail tenants.
Density + Mixed-Use + Enhanced Public Space = VALUE CREATION
ULI TAP helped to validate and focus the plan for Downtown Dublin, and it can help to change your City too!