

SCS Property at Tassajara Road City Council Meeting 2

Tonight we will be considering three initial
Public Framework land-use concepts for
the SCS Site!



With You Tonight:

City of Dublin:

Amy Million, Principal Planner

Consultant Team

Ryan Call, ELS

Jane Lin, Urban Field Studio

Frank Fuller, Urban Field Studio

Christine Firstenberg, RRER

Bob Donnelly, Bernese Lane Partners

Debbie Kern, KMA

Our project team is composed of a diverse group of industry professionals with specialized experience in:

- Public Outreach
- Urban Design & Architecture
- Place-Making
- Retail Trends and Feasibility
- Residential Trends and Feasibility
- Financial Analysis



Tonights Agenda:

- Project Schedule
- Project Goals
- How it gets built
- Site Options
- Decision Tree

Tonights Objective:

Concept Preferences...

What level of amenities are best for the site? Including the numbers of units to cover the costs...

What types of housing need to be prioritized...

Project Schedule

Begin building consensus about the balance of land-uses and amenities

Existing Conditions

Community Brainstorming

Vision Options

Preferred Vision



Spring 2021

Summer 2021

Fall 2021

Winter 2021

10/06 — CAC MEETING 2
10/20 — COMMUNITY MTG. 2
10/26 — PLANNING COMM.
10/28 CAC ROUNDTABLE
11/02 CITY COUNCIL

Our Goal: Create a Center

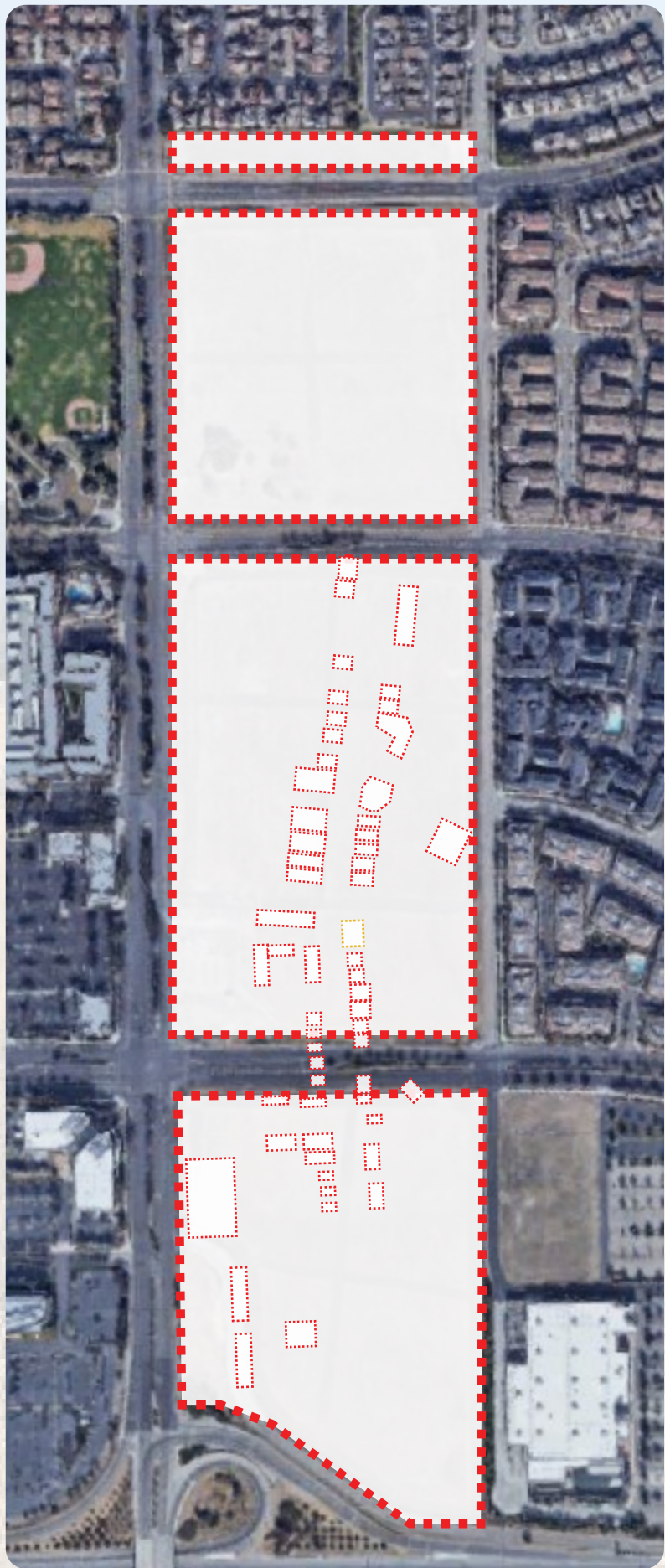
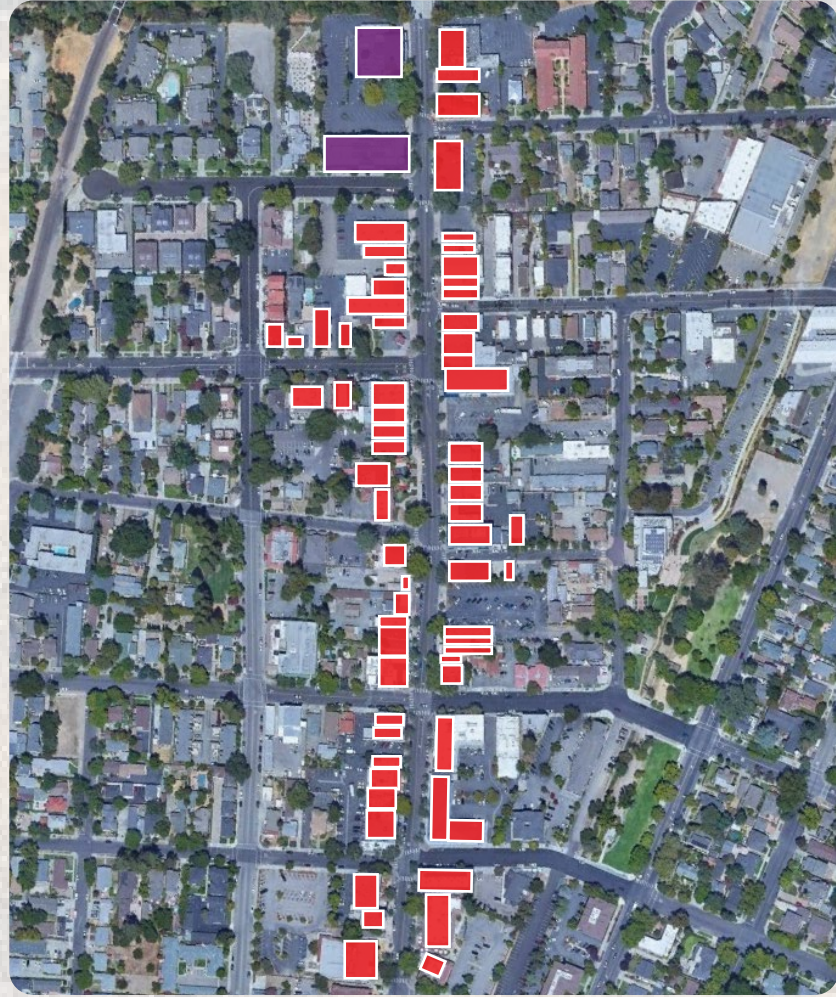


You've been waiting a long time...



Commonly Suggested: Downtowns

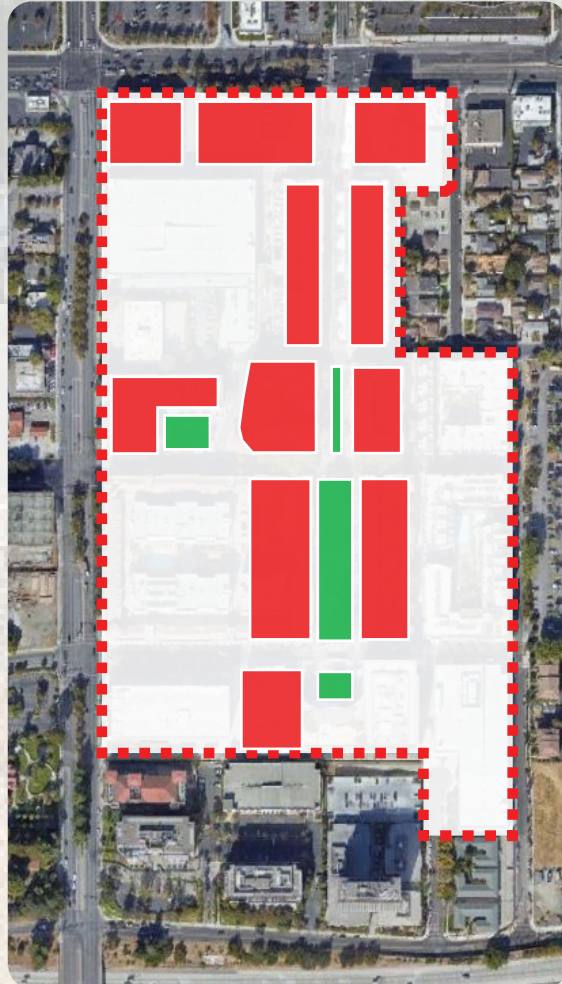
Danville overlay



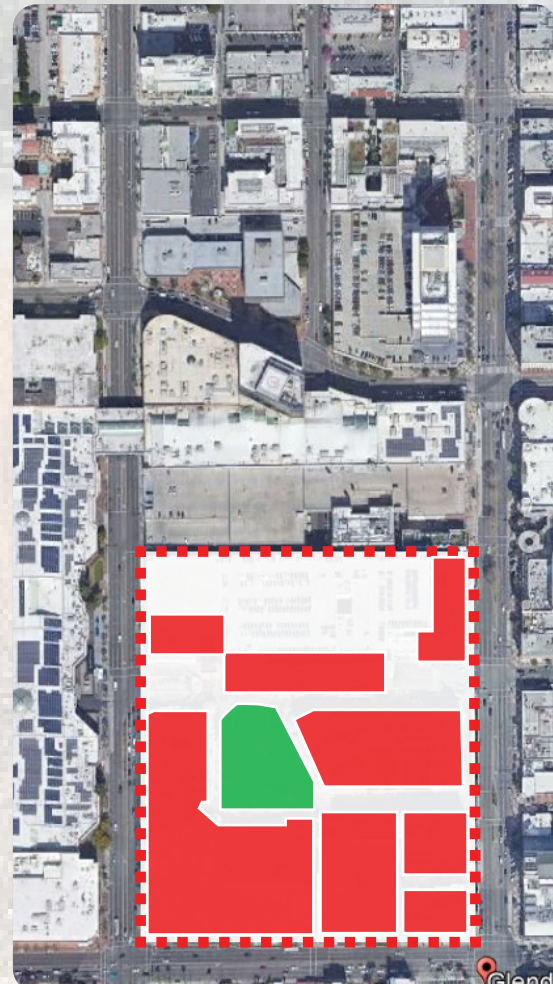
Danville

Pleasanton

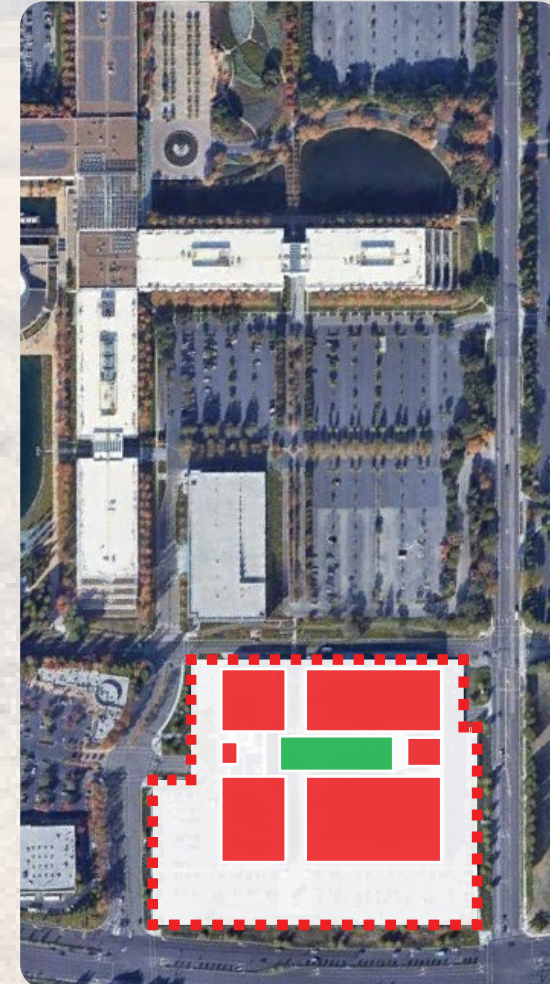
Commonly Suggested: Shopping Centers



Santana Row



Americana



City Center

Americana overlay



What else completes a center?

Plazas & Gathering Space



Fitness & Recreation



Arts & Culture



Community Gardens

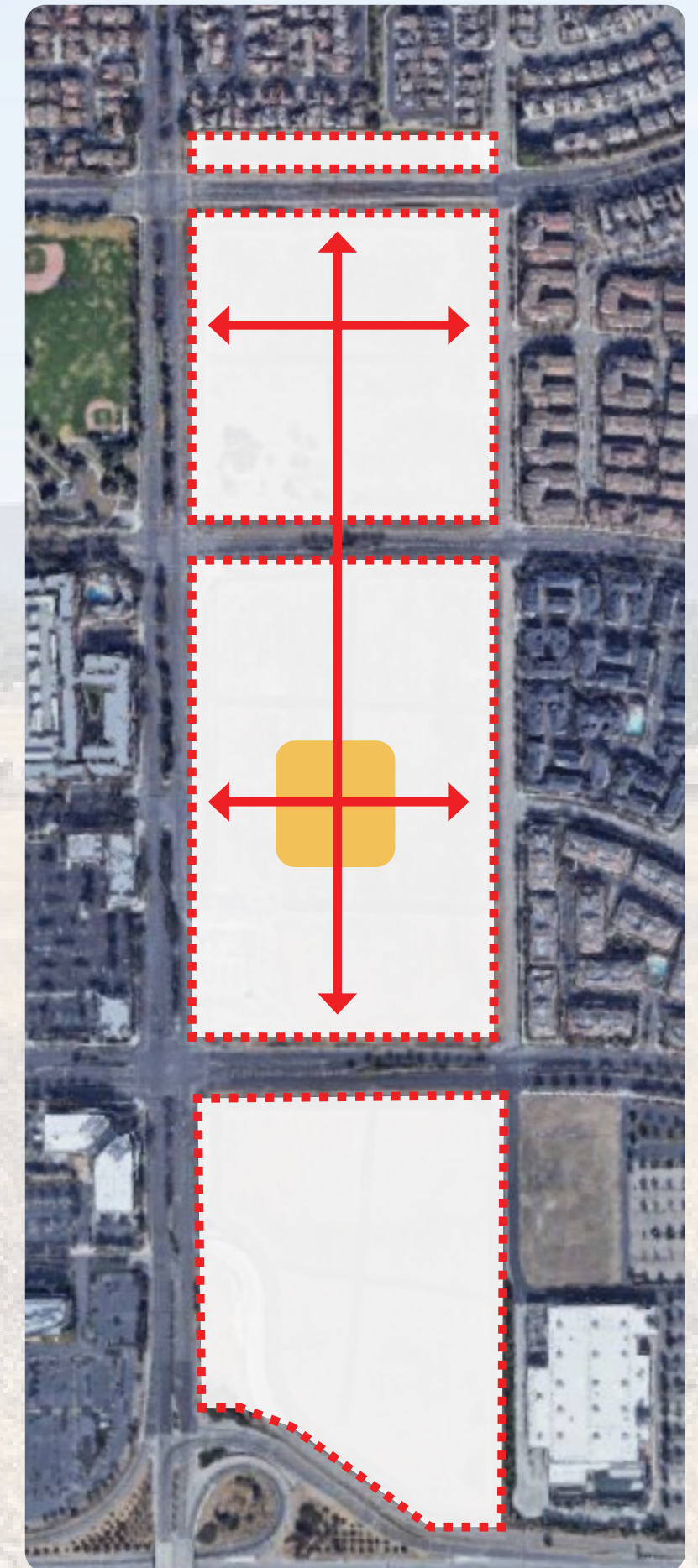


Bike and Pedestrian Safety



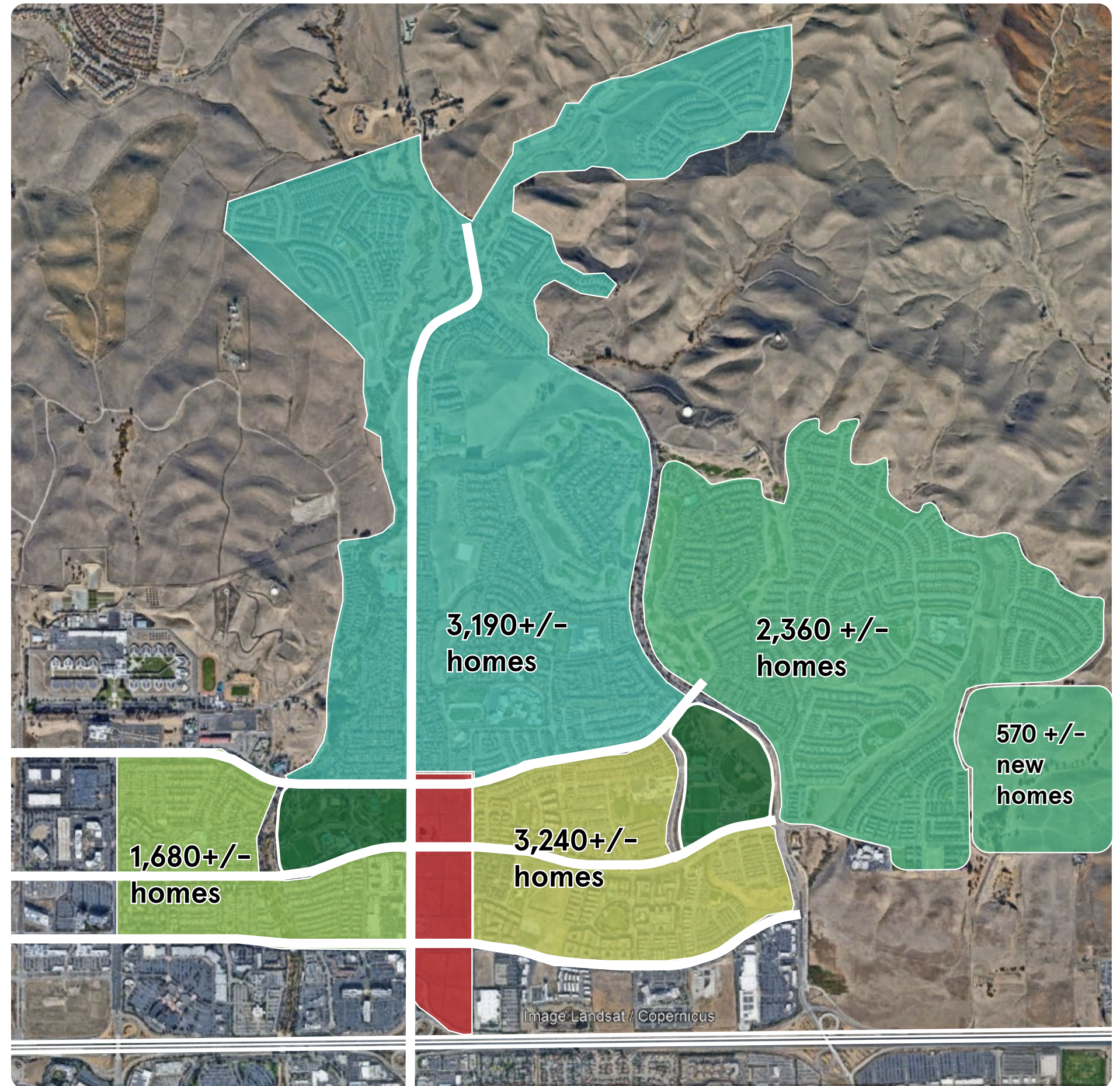
Senior and Workforce Hsg.

Connectivity!



Why is this site so important?

- It is central to over 10,470 existing homes and a community of 40,000 people
- It is central to three major arterials and Interstate 580
- Last undeveloped area walkable to schools, retail, services and transit, 2 regional parks



What makes this site ideal for State and Federal Funding for Affordable Housing?

- Walkable distance to schools
- Access to transit and proximity to freeway provides job access
- Access to groceries, parks, healthcare and other services are within walking distance



The number of senior and work-force housing units can vary greatly depending on options and willingness to add units to the overall plan!



Senior and Affordable Housing will be part of all Three Options!

Concerns about growth!

Schools are too crowded



We have too much housing



Traffic is already bad



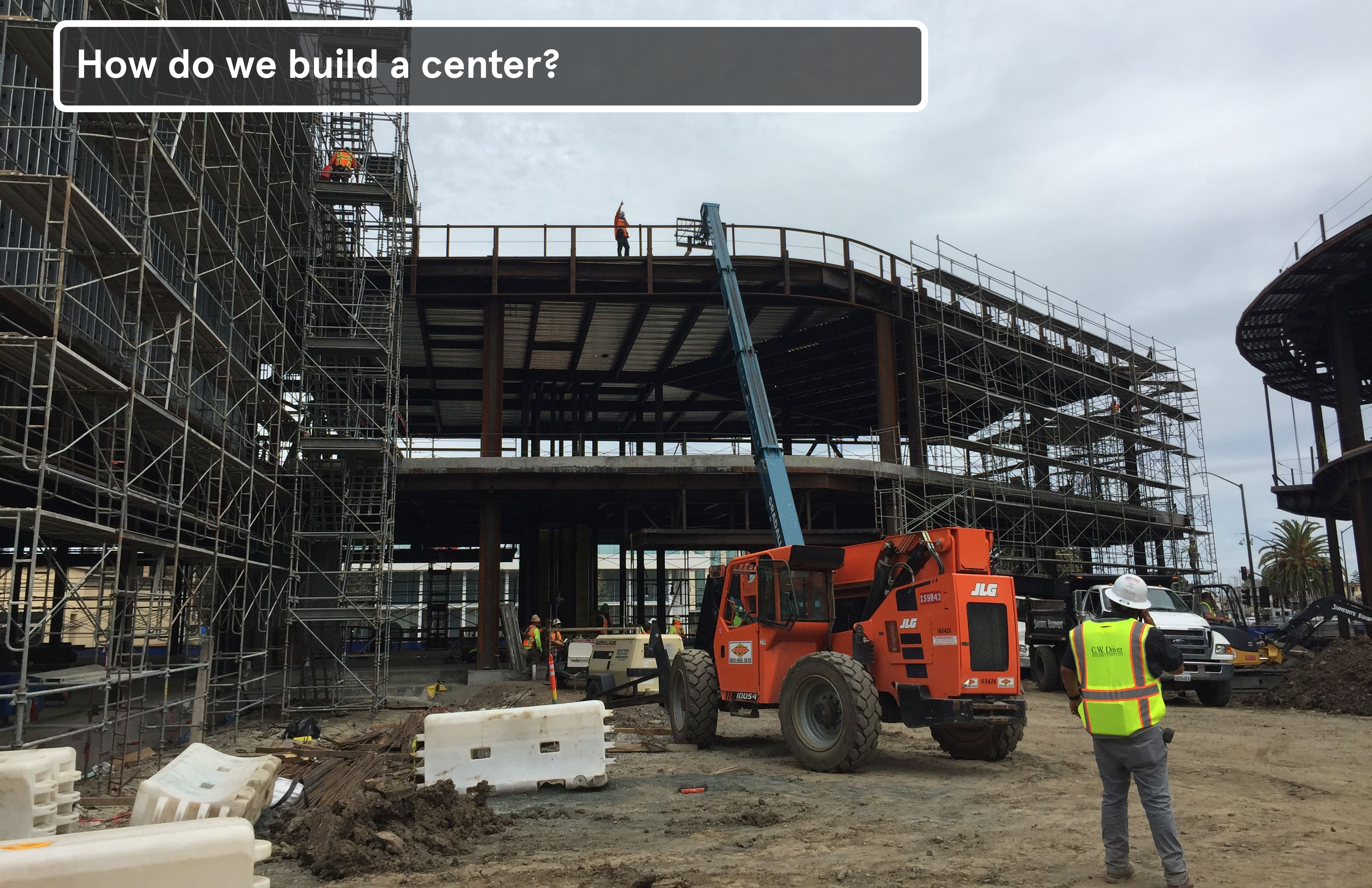
Losing open space




Too many strip malls

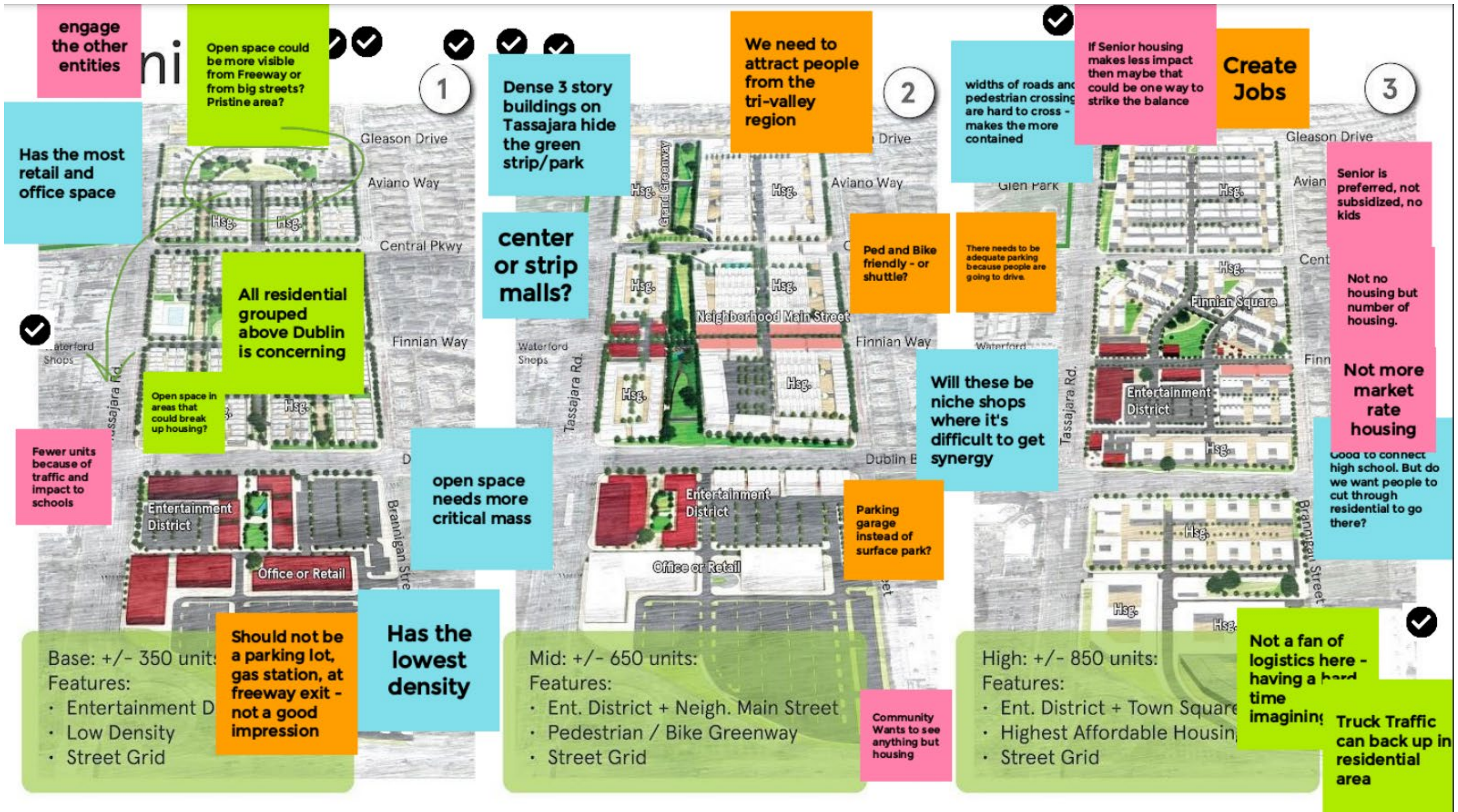


How do we build a center?





If we want a center, we have to talk about the trade-offs



Online Survey - CAC Meetings - Community Outreach Meetings

We want shops and restaurants, Why is housing even being talked about?

Housing production makes
the construction of shops,
restaurants and memorable
public spaces financially
feasible.

Why are we showing more housing than what is required to build the site?

How much housing determines the **level** of investment in the retail, restaurants, and public space experiences. We are showing the potential of the site based on varied housing counts.

Why build now?

Local governments still have leverage to exchange public benefits for the right to build housing. That leverage is being eroded at the state level to increase housing production.

Do you want to change land uses?

NO

261 units still can be built in the form of town homes and tightly spaced single family homes along Brannigan Street.

Retail development is not required.

YES

Which land uses can be considered?

Retail
Requires subsidy

Office / Research
Requires subsidy

Hotel
Overbuilt

Academic
Requires subsidy

**REQUIRES
SUBSIDIES**

Housing is in high demand, generates high values for subsidies and is low risk.

Housing can subsidise other uses.

**GENERATES
SUBSIDIES**

Are you interested in public serving amenities?

YES

Amenities require subsidies:

Requires housing to generate subsidies.

**REQUIRES
SUBSIDIES**

NO

Its ok for all amenities on site to be private:

Less housing required.

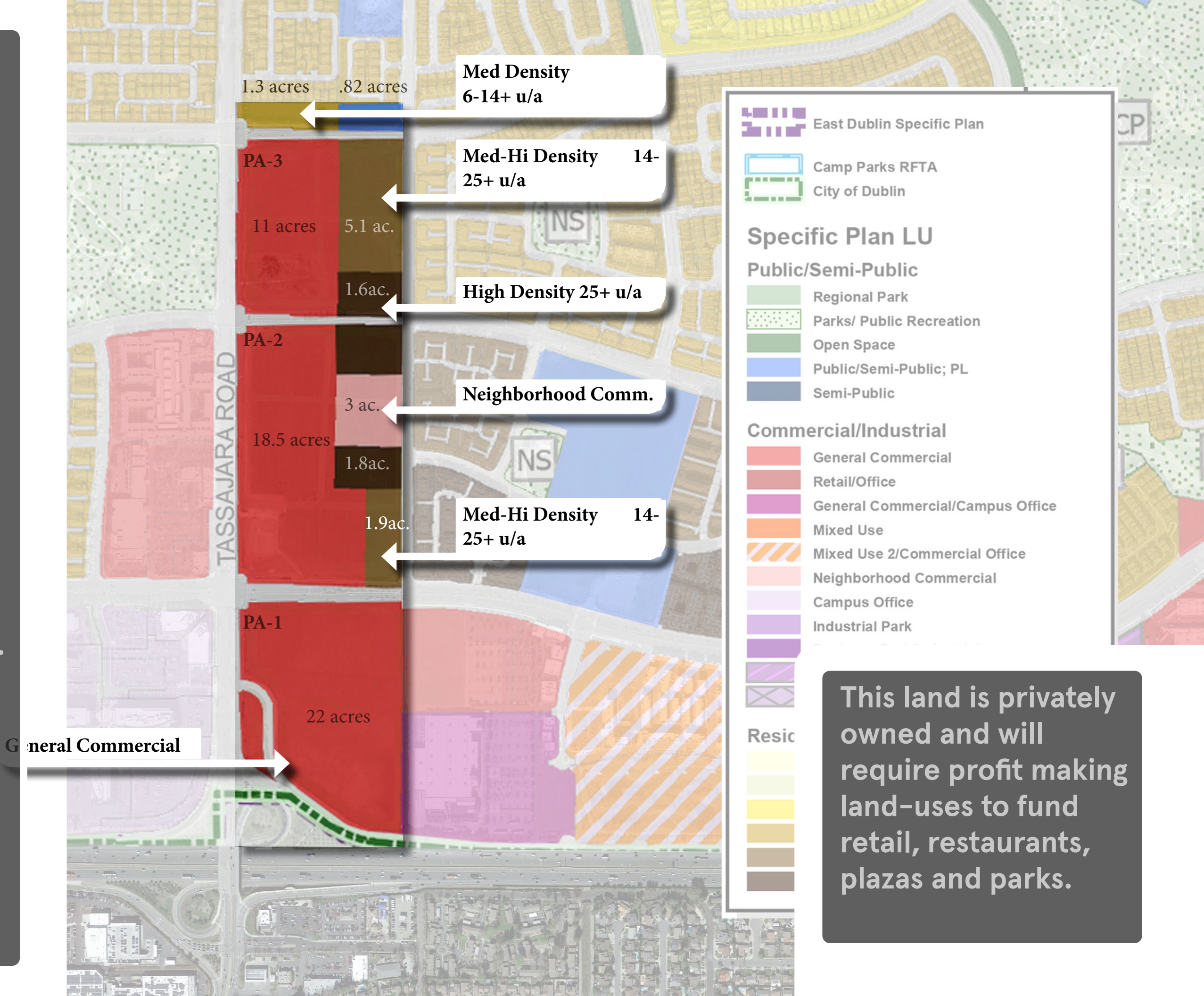
The Starting Point:

The SCS Parcel was planned for 261 units (townhome density) and 900,000 sf of retail and restaurants.

This is equivalent to 3x the retail and restaurants at City Center!

Retail and Restaurant demand is limited on this site.

A Regional Mall with High End fashion is not feasible. There are not enough housing units to subsidize amenities.



This land is privately owned and will require profit making land-uses to fund retail, restaurants, plazas and parks.

Do you want to change land uses?

NO

YES

Which land uses can be considered?

Are you interested in public serving amenities?

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YES

NO

Amenities require subsidies:

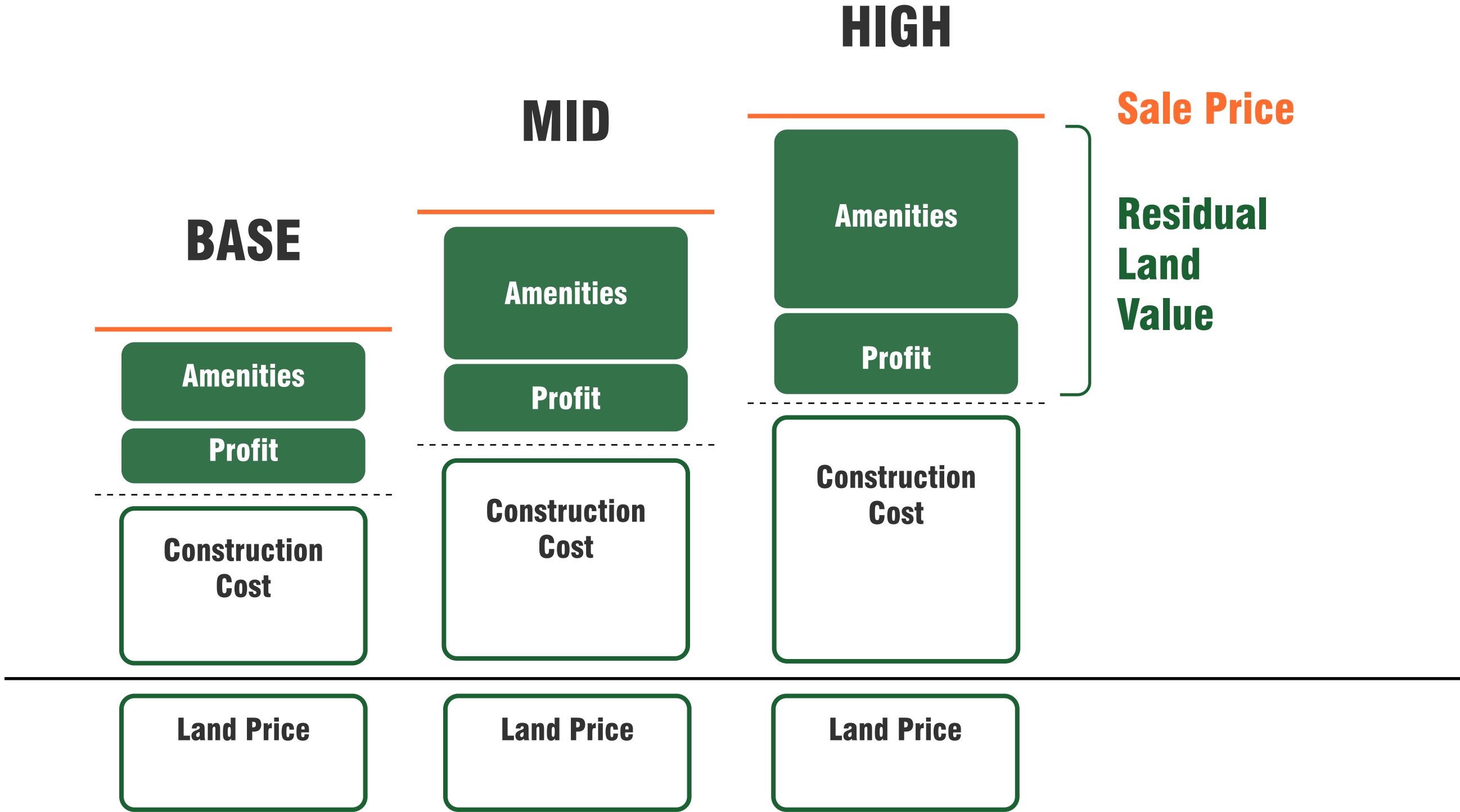
Requires housing to generate subsidies.

**REQUIRES
SUBSIDIES**

Its ok for all amenities on site to be private:

Less housing required.

Testing Financial Feasibility with Residual Valuation



Medium-
High to High
Density
Housing

**+/- 310 Market
Rate units + 40
Affordable units**

Medium to
Medium
High Density
Housing

Reduce
Green-house
impacts by
building near
jobs, schools
and amenities

Options
to expand
affordable
units
& affordable
by design

**Entertainment
District**

Placed
where most
economically
viable near
freeway

**Low Density
Housing**

**Minimum
public
amenities
north of
Dublin Blvd.**

**For sale deed
restricted
affordable
units**

+Option for
rental units

**Neighborhood
Main
Street with
restaurants
and local
serving shops
near homes**

**Significant
signature
open space
feature**

The Base Scheme:

Entertainment District:

60,000 sf

+

200,000 sf Office

or additional

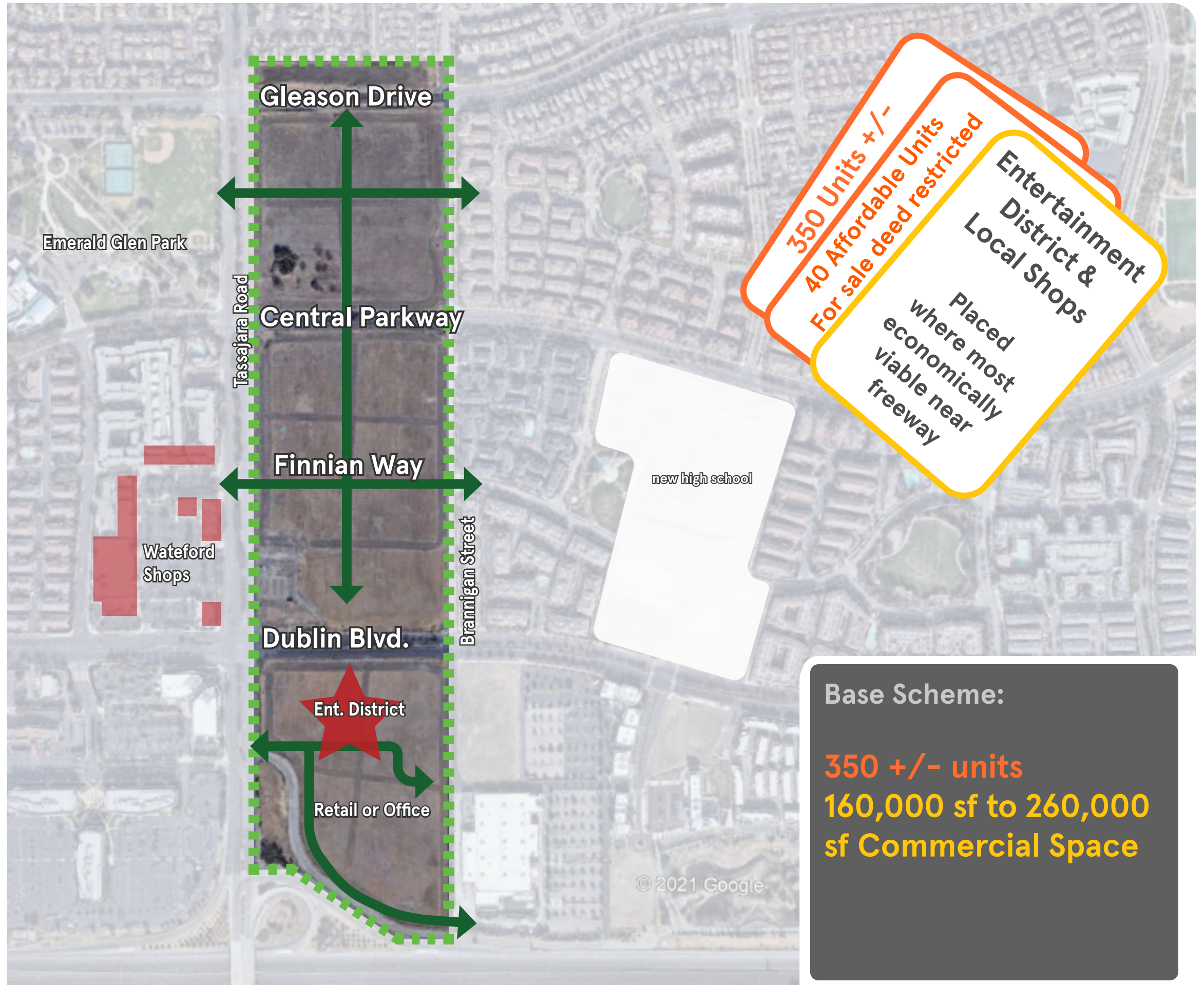
100,000 sf Regional Retail

Retail south of Dublin Boulevard is less subsidized than North of Dublin Boulevard.

261 Units + 89 Units
=**350 +/- units**

Including:

20 units afford. units on-site (20 units off-site)



Base Scheme:

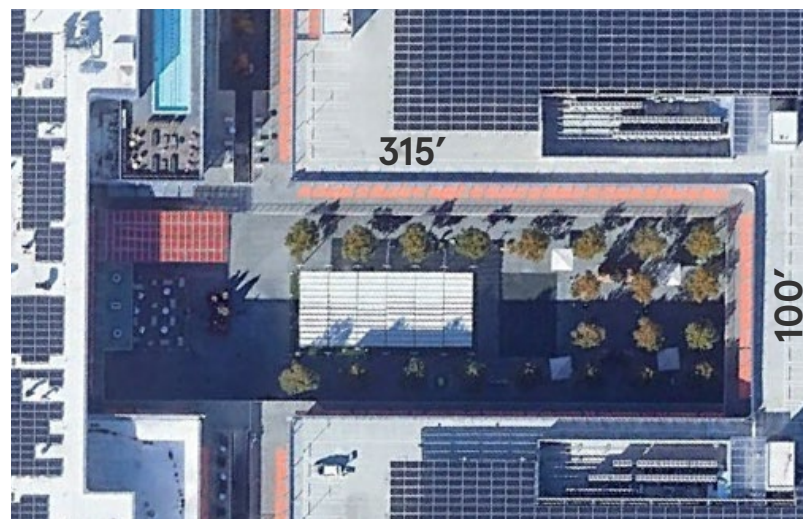
350 +/- units

160,000 sf to 260,000 sf Commercial Space

1



Base: +/- 350 units



Point of reference: City Center Public Space



Other Features: Parks and Protected Bike Lanes

Medium-
High to High
Density
Housing

**+/- 575 Market
Rate units + 75
Affordable units**

Medium to
Medium
High Density
Housing

Reduce
Green-house
impacts by
building near
jobs, schools
and amenities

Options
to expand
affordable
units
& affordable
by design

**Entertainment
District**

Placed
where most
economically
viable near
freeway

Low Density
Housing

Minimum
public
amenities
north of
Dublin Blvd.

For sale deed
restricted
affordable
units

**+Option for
rental units**

Neighborhood
Main
Street with
restaurants
and local
serving shops
near homes

Landmark
open space
feature

The Mid Scheme:

Entertainment District:

60,000 sf

+

200,000 sf Office
or additional

100,000 sf Regional Retail

+ Neighborhood

Main Street

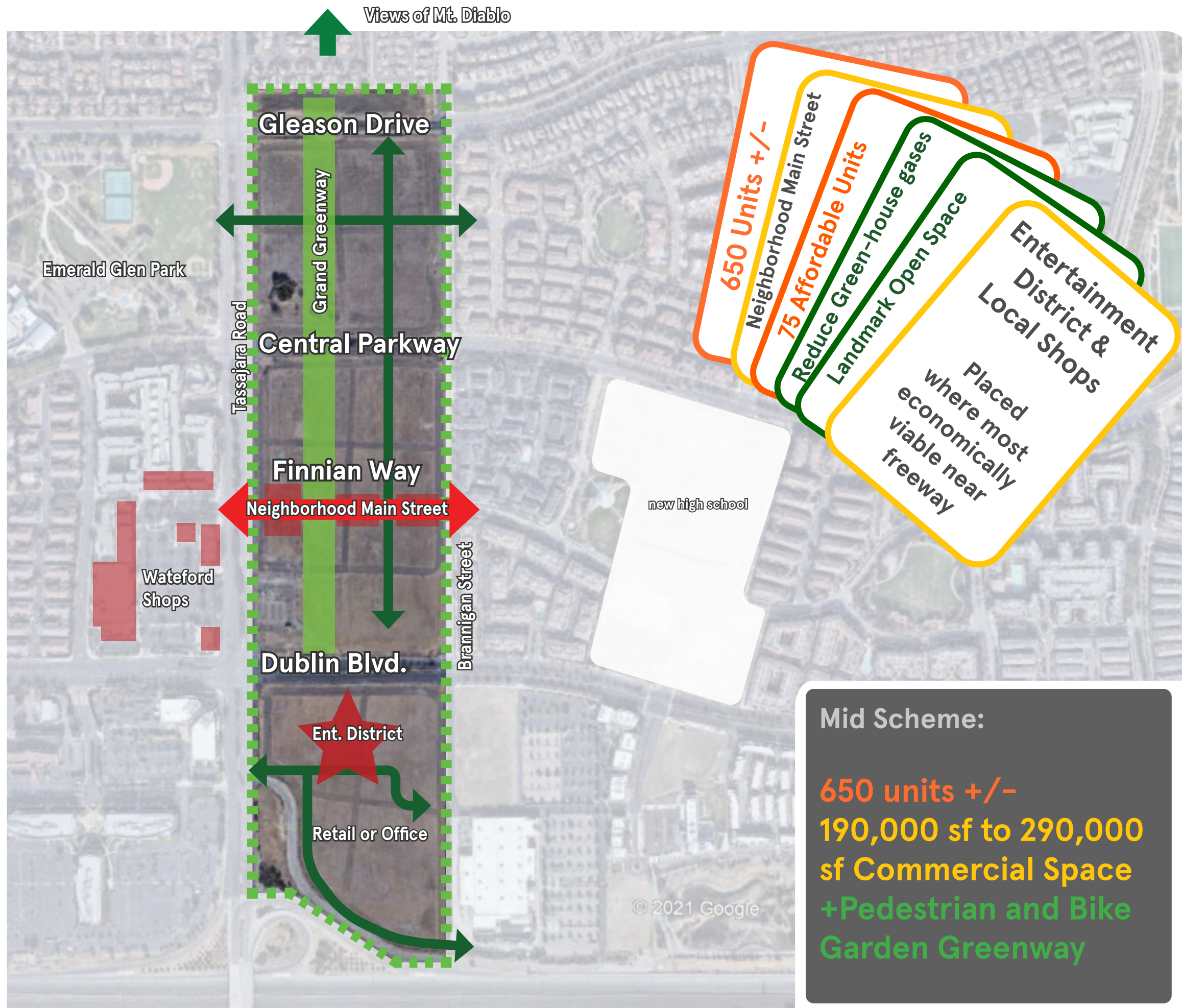
Restaurants + Local Shops

= 30,000 sf

261 Units + 389 Units
= 650 +/- units

Including:

75 Affordable units
on-site



Mid Scheme:

650 units +/-

190,000 sf to 290,000

sf Commercial Space

+ Pedestrian and Bike
Garden Greenway

Views of Mt. Diablo



Mid: +/- 650 units



Neighborhood Main Street



Entertainment District



Grand Greenway

Medium-
High to High
Density
Housing

**+/- 755 Market
Rate units +95
Affordable units**

Medium to
Medium
High Density
Housing

Reduce
Green-house
impacts by
building near
jobs, schools
and amenities

Options
to expand
affordable
units
& affordable
by design

Entertainment
District

Placed
where most
economically
viable near
freeway

Low Density
Housing

Minimum
public
amenities
north of
Dublin Blvd.

For sale deed
restricted
affordable
units

**+Option for
rental units**

Entertainment
District &
Local Shops

Placed where
walkable to
existing homes
and Waterford
Shops

Landmark
open space
feature

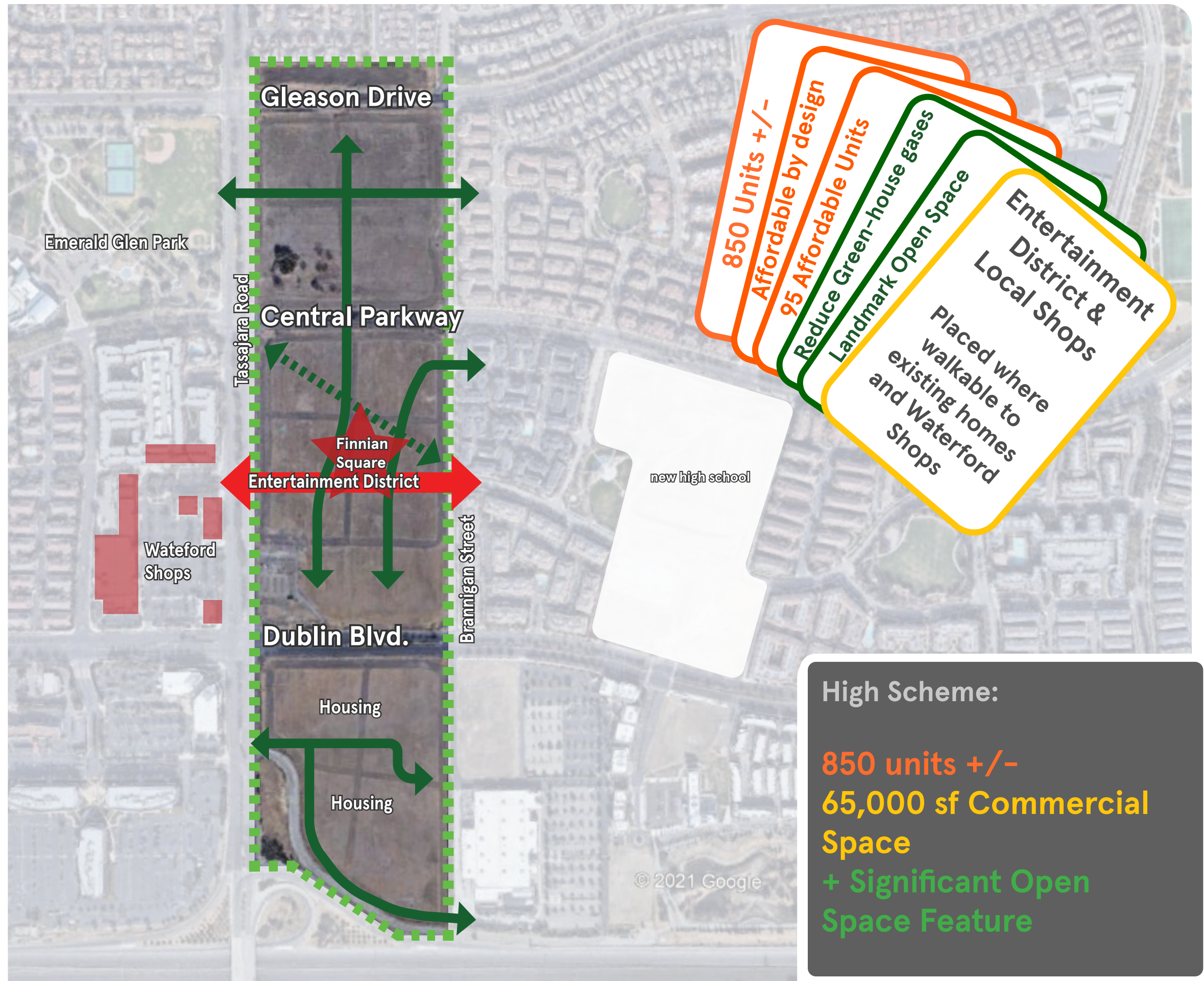


The High Scheme:

Entertainment District:

Finnian Way Entertainment District with Restaurants + Local Shops, Food Trucks and Town Square = **65,000 sf**

261 Units + 589 Units = **850 +/- units**
Including:
100 Affordable units on-site



High Scheme:

850 units +/-
65,000 sf Commercial Space
+ Significant Open Space Feature



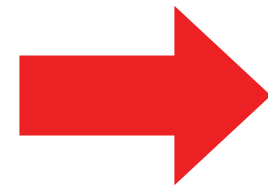
High: +/- 850 units



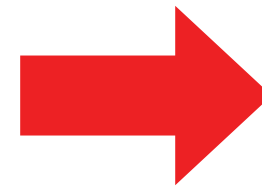
Point of reference: Healdsburg



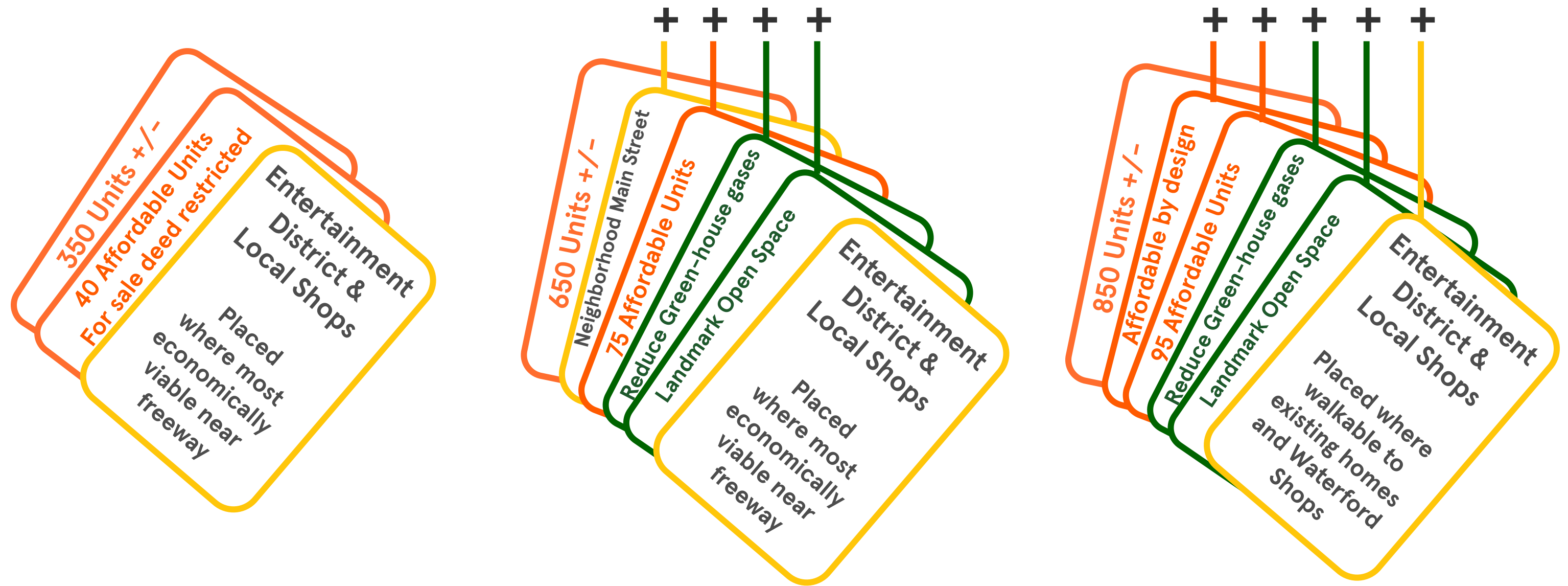
BASE
+ 89 additional units over
the existing land use
(350 +/-)



MID
+ 389 additional units over
the existing land use
(650 +/-)



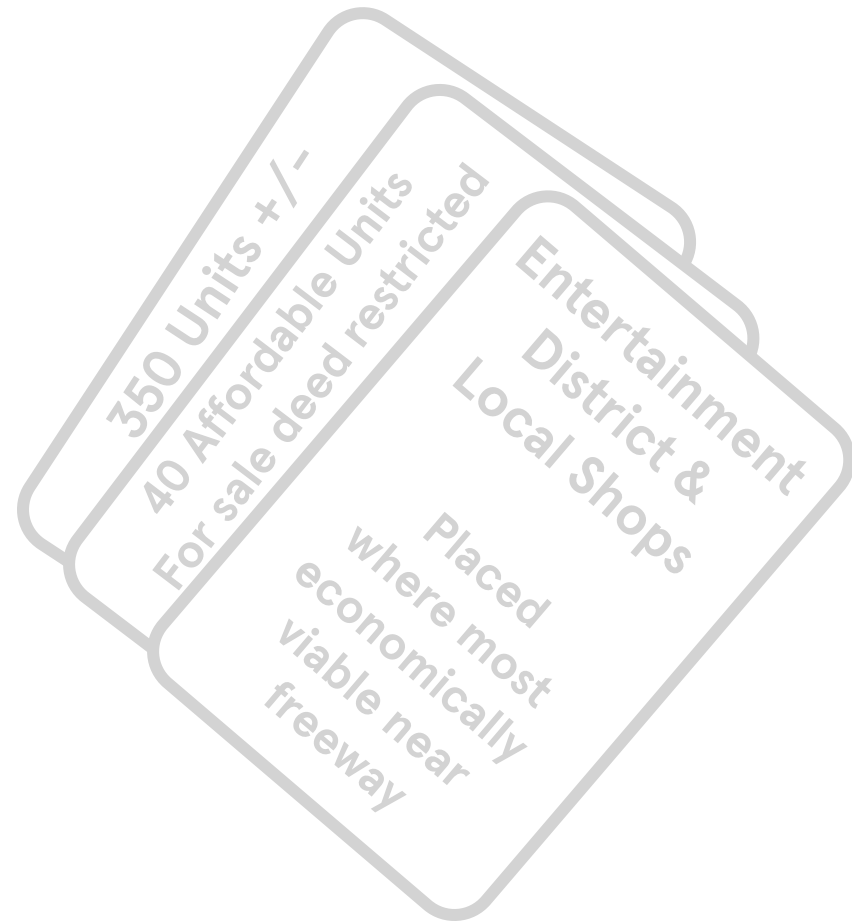
HIGH
+ 589 additional units over
the existing land use
(850 +/-)



Larger private subsidies produce greater benefits

Community Meeting 2 Feedback

BASE



Liked

- Low impact, regional entertainment features
- Pedestrian oriented retail

Pedestrian oriented entertainment district was favorable

MID



Liked

- A good balance, a little of everything people want.

Perceived to have a good balance of features and housing count

HIGH



Recommendations:

- Trees, landscape, setbacks can mitigate visual impacts of density
- Need to find a middle ground on the balance of housing and amenities
- We should not be like this country's Senate - we need to work together

Liked

- Meandering Streets
- Entertainment close to homes
- Addresses housing crisis

Generally liked, but strong concerns on the housing count

Community Advisory Committee Feedback

BASE

- **October 6th:** 2+ Hour Group meeting, discussed concepts, strengths, weaknesses
- **October 7th through 26th:** 5 Hours of individual conversations via phone and zoom
- **October 20th:** Three members of the CAC participated in the Community Outreach Meeting #2
- **October 28th:** CAC Round Table 2.5 to discuss differences in schemes, strengths, find consensus

MID

• **9 of 14 CAC members are leaning toward Option 2**

- **3 for Option 1**
- **1 undeclared**
- **1 for none**

Recommendations:

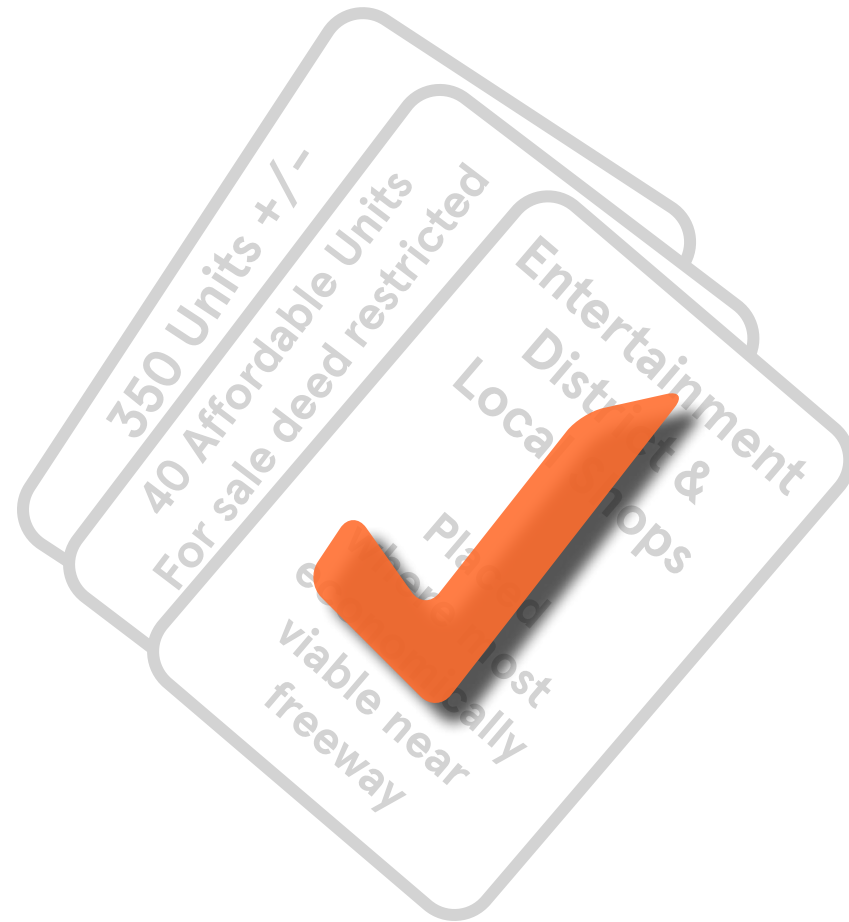
- Consider limiting *family* housing to the 261 units originally planned for the SCS site + 181 units planned for the High School Site. Remainder 208 units could be low impact Senior Housing
- Consider - if financially feasible - capping unit count at 600 (note: this results in riskier project)
- Consider moving circular space at Central Parkway to Finnian Way
- Consider enhancing visibility to Grand Paseo from Tassajara Boulevard

CAC Ideas to Find the Middle:

- Be up-front about the unit counts required for each amenity package
- Explain why more than 261 units are required to develop the site
- Educate us on the traffic and school impacts
- Explain how much space is lost to single family homes.
- Remind us that this is a private property.
- Provide good architecture for the apartments, we still want them to be desirable.
- The public here actually enjoys the open space, even if it is just looking past it.

Planning Commission Meeting 2 Feedback

BASE



- Base model is fine, but it doesn't give people everything they want.

MID



- Liked the idea of the paseo, and the amphitheater on central, a hybrid between the two

HIGH



Comments

- Public input has been taken to heart
- Each time we kick the can down the road there is less retail
- If we wait, more residential density will come
- Uncharted territory - what will it look like 5 years from now? Get the details & data

- Concern 850 units too high

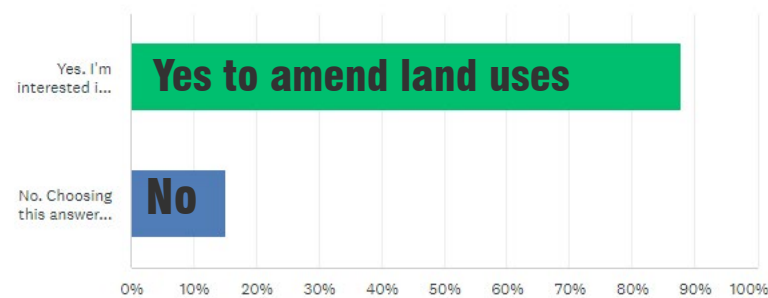
Supports:

- Senior housing in lower half close to Kaiser
- Creating a destination
- Medical Offices, R&D
- Streets through the project

Community Outreach Survey: On-Going through November 12

Let's begin. Should the allowable land uses change for the SCS Property?

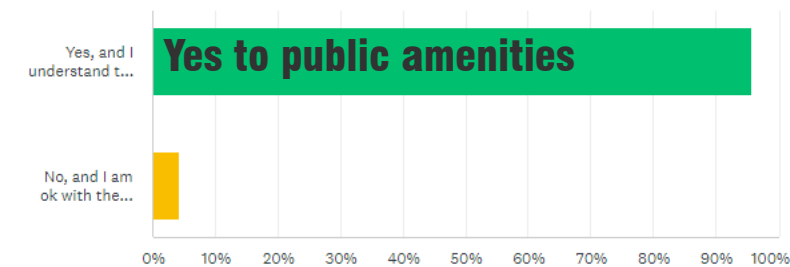
Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes, I'm interested in seeing this property be developed with amended land uses to create public benefits. Choosing this answer will allow you to provide more direction on the future of the property and see more options for public benefits.	87.88% 29
No. Choosing this answer results in the leaving the amount of housing that is already allowed at the site which will likely be townhomes or single family homes. The amount of commercial development planned for this site is not feasible and will remain unbuilt. With this land use there is no leverage to require the developer to provide meaningful public benefits. If you choose this answer there are no further options to contemplate and the survey will end.	15.15% 5
Total Respondents: 33	

Are you interested in public serving amenities (such as public parks, plazas, restaurants and retail, or increased affordable housing) if it means additional market rate units must be built to cover the costs?

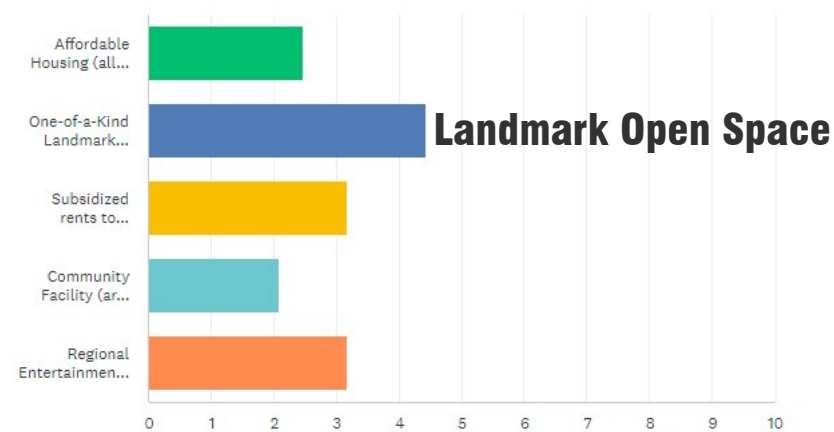
Answered: 23 Skipped: 10



ANSWER CHOICES	RESPONSES
Yes, and I understand that public serving amenities must be financially supported by the development of market-rate residential units.	95.65% 22
No, and I am ok with the site to remain mostly private and not necessarily available to the public.	4.35% 1
TOTAL	23

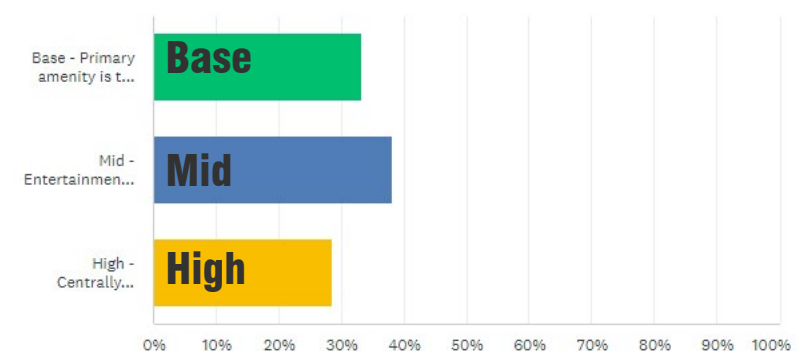
Prioritize the community amenities (benefits) that market-rate housing can bring, by dragging the options into a ranked list.

Answered: 24 Skipped: 9



Which viable options presented below is the best use of the SCS Property?

Answered: 21 Skipped: 12



ANSWER CHOICES	RESPONSES
Base - Primary amenity is the Entertainment District south of Dublin Blvd. (Approx. 350 Units +/-)	33.33% 7
Mid - Entertainment District + Neighborhood Main Street + Landmark Open Space (Approx. 650 Units +/-)	38.10% 8
High - Centrally located Entertainment District + Town Square + Increased Affordable Housing (Approx. 850 Units +/-)	28.57% 6
TOTAL	21

BASE

MID

HIGH

1



2



3



1. Which Concept, or combination of elements within each Concept, do you prefer and why?

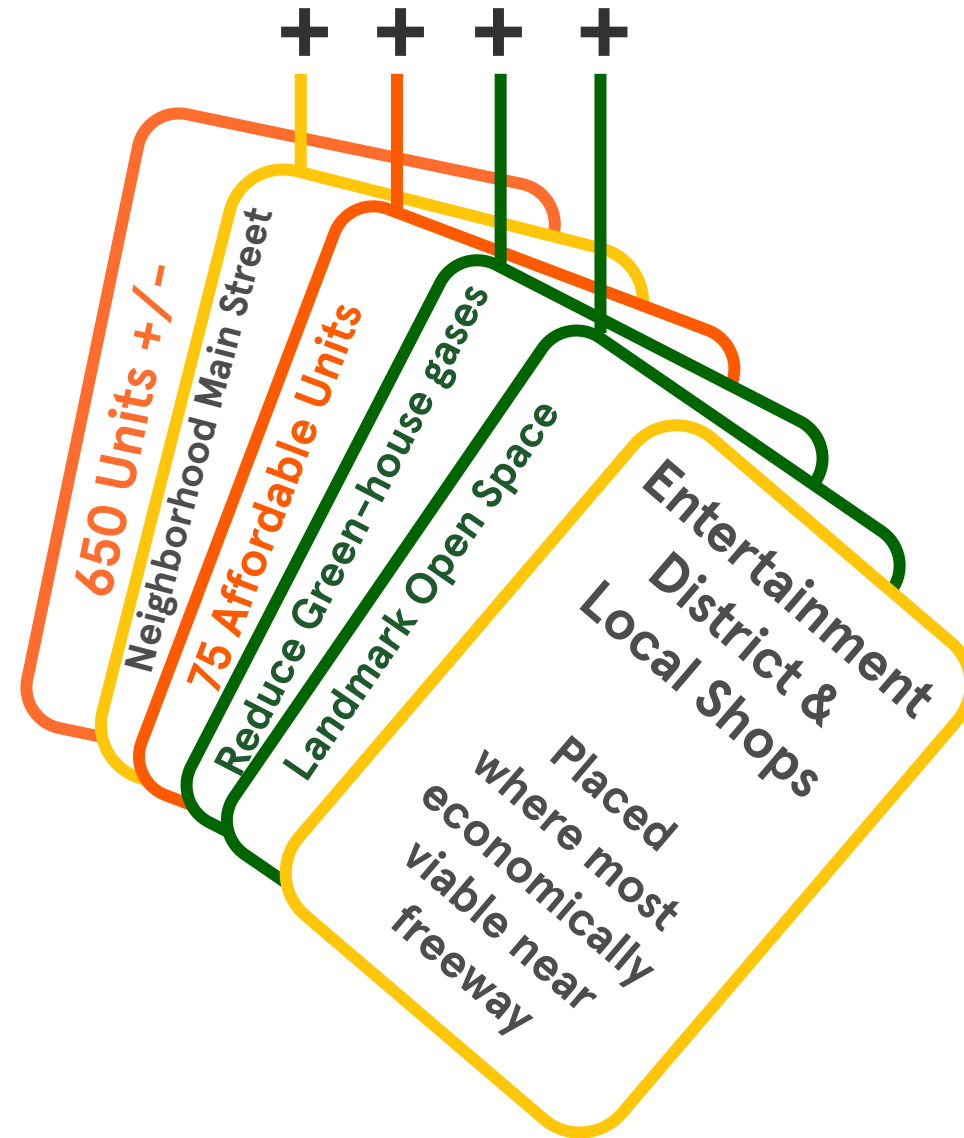
2. Recognizing that the number of market rate units correlates to the level of community amenities that can be supported by the project, what is the maximum number of units, including affordable units, that should be considered for the site?

3. Should certain types of housing be prioritized?

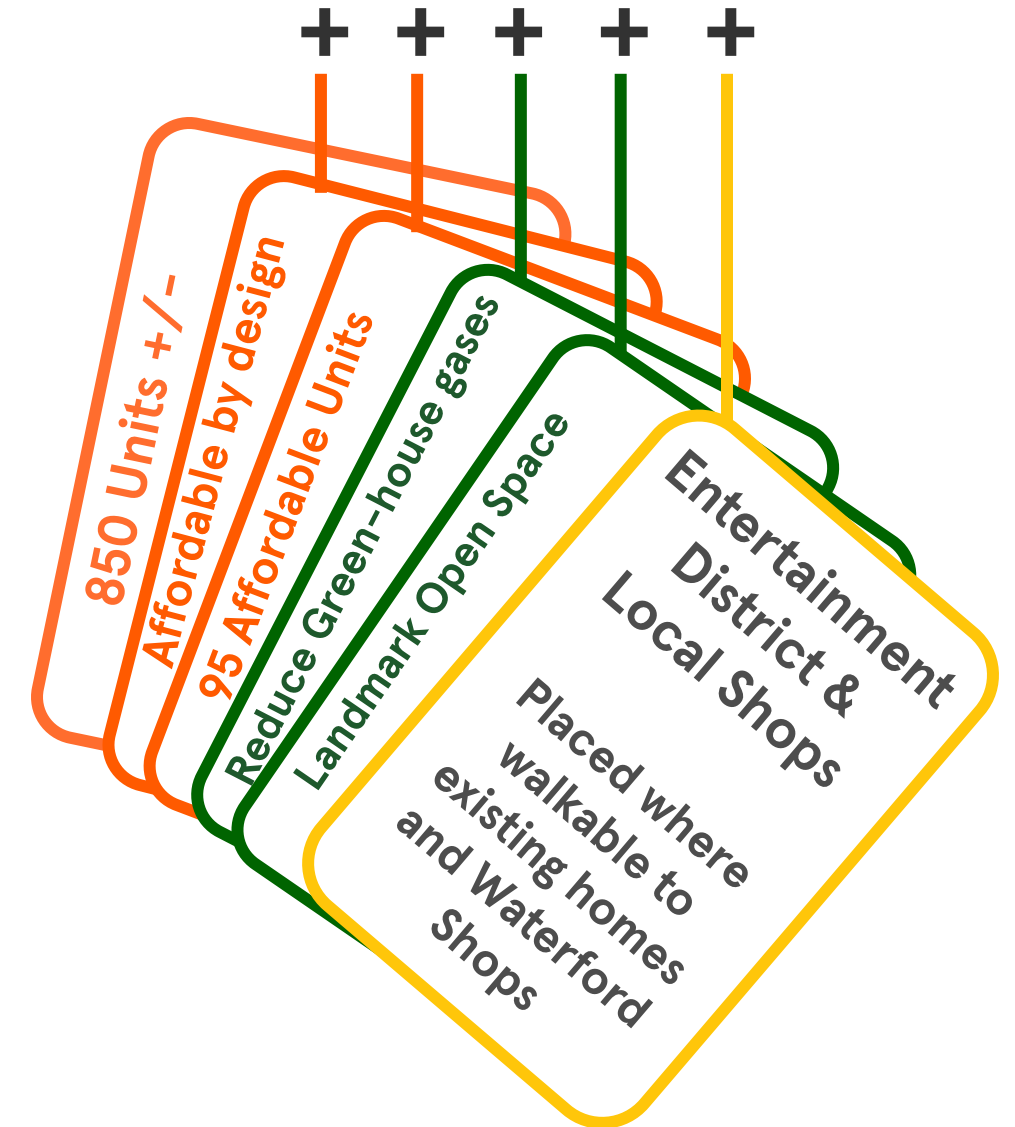
BASE



MID



HIGH



1. Which Concept, or combination of elements within each Concept, do you prefer and why?

2. Recognizing that the number of market rate units correlates to the level of community amenities that can be supported by the project, what is the maximum number of units, including affordable units, that should be considered for the site?

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