

DUBLIN SCS PROPERTY
COMMUNITY ADVISORY COMMITTEE
Meeting 1: May 19th, 2021



Agenda

Introductions

Role of the Committee

Project Overview

Discussion

Next Steps



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Introductions

City of Dublin:

Amy Million, Principal Planner

Consultant Team:

Ryan Call - **Urban Design**

ELS Architecture and Urban Design

Jane Lin - **Community Outreach**

Urban Field Studio

Kevin Feeney - **Finance and Market Analysis**

Keyser Marston Associates

Christine Firstenberg - **Retail Consultant**

RRER

Bob Donnelly - **Housing Consultant**

Bernese Lane

Committee Members:

Shamika Bains

Dean Barnes

Kathy Blackburn

Brandon Evans

Ed Fisher

David Fong

Ingeborg Houston

Satyanarayana Kakollu

Avni Kansara

Kevin McAuliffe

Sri Muppidi

Richa Patel

Suresh Puli

Tim Sbranti

Thank you for time!!



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Role of the Committee

Be our sounding
board!

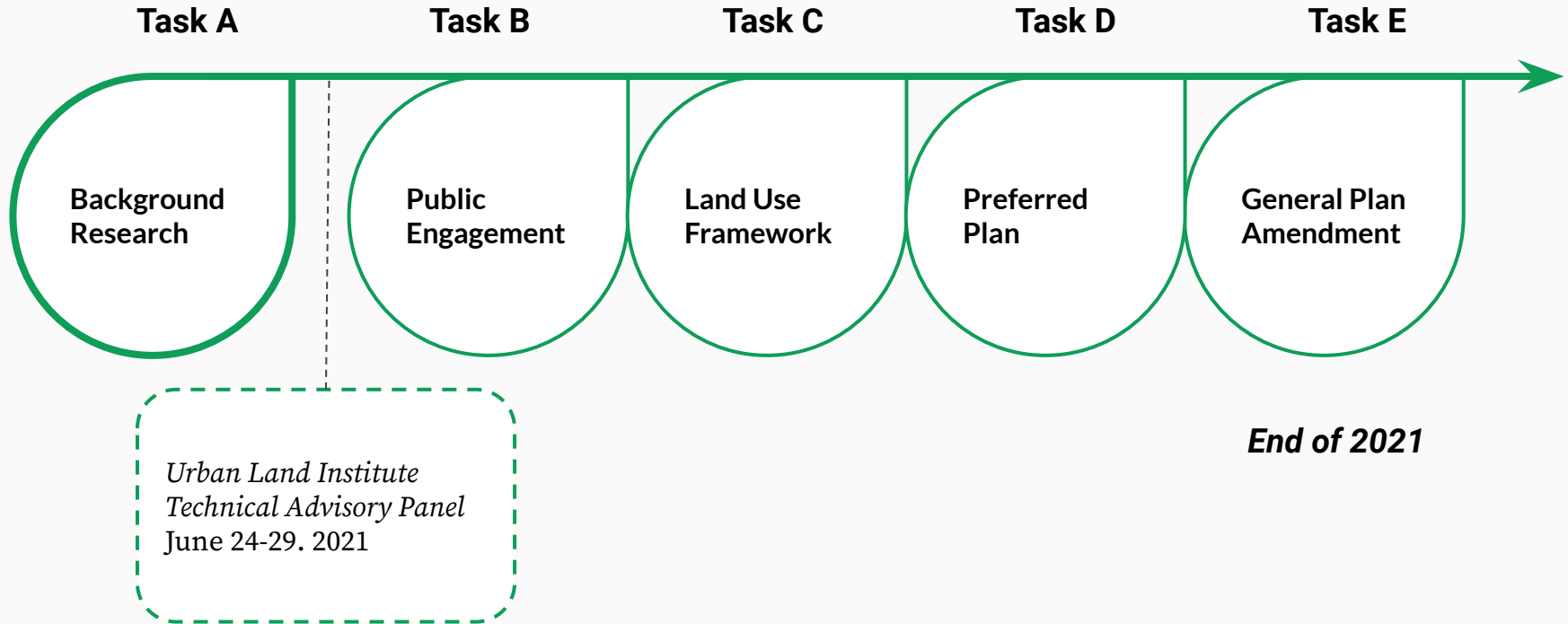
Provide a
Community
Perspective on
Development

Bring Ideas!



Help us find a
mutually agreeable
land use solution for
this site

Project Overview







Project Overview

Where is the site?

What is allowed there now?

Existing General Plan and Specific Plan information

Project Purpose:
General Plan
Amendment



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Regional Context



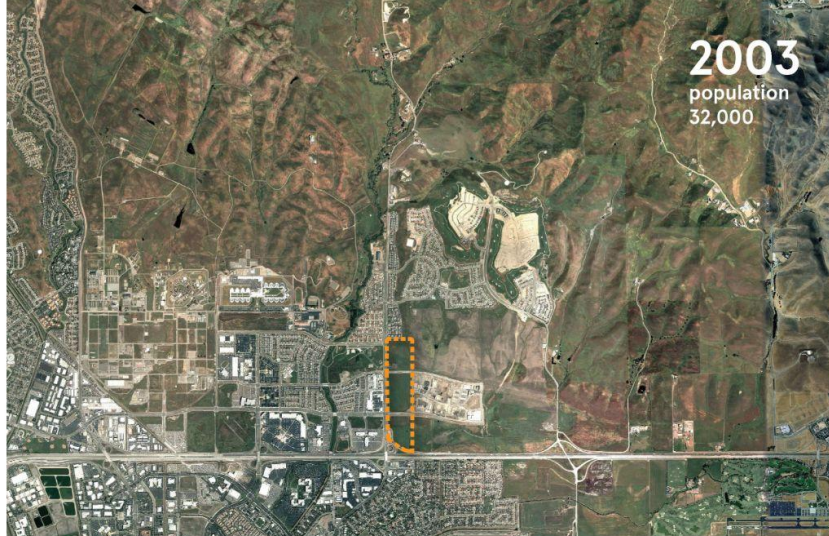
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Growth

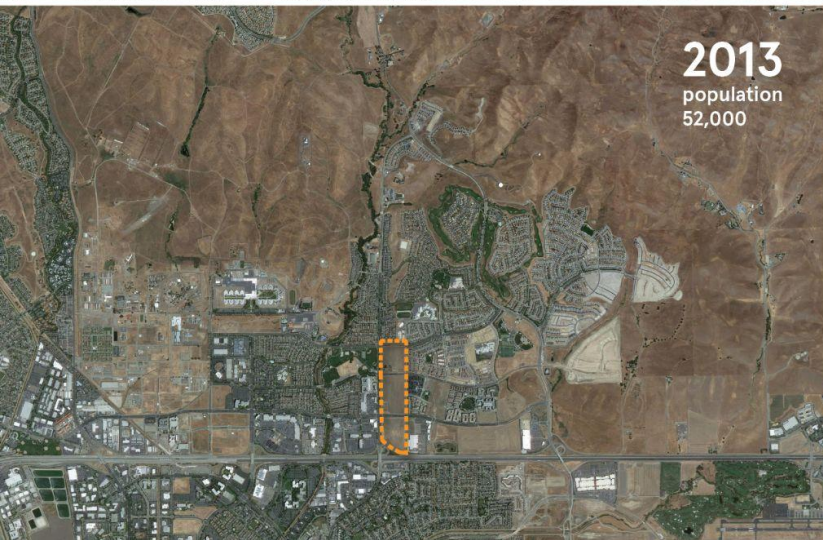
1993
population
25,000



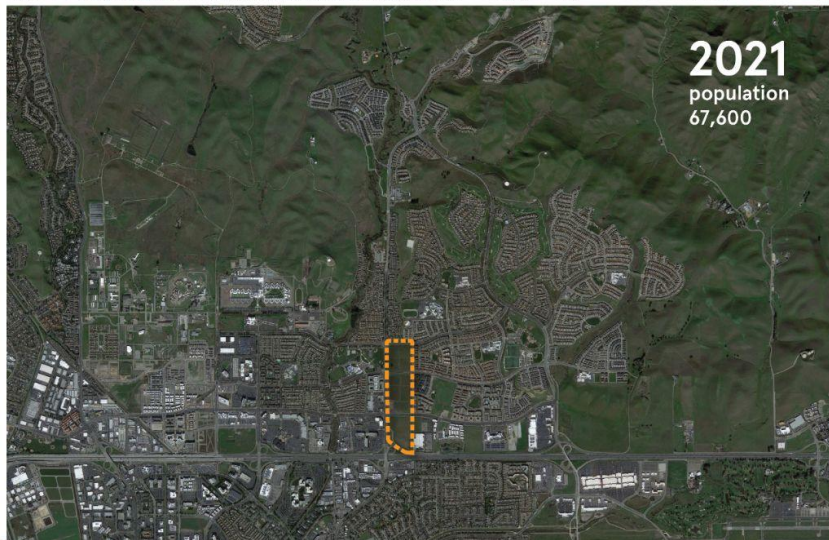
2003
population
32,000



2013
population
52,000



2021
population
67,600



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Local Context

Eastern Extended Planning Area (EDSP table 4.1)

4,071 Acres

Up to 13,950 Dwelling Units

1,721 Residences left to build

Up to 10,277,000 sf of Commercial Capacity

37,495 Projected Residential Population

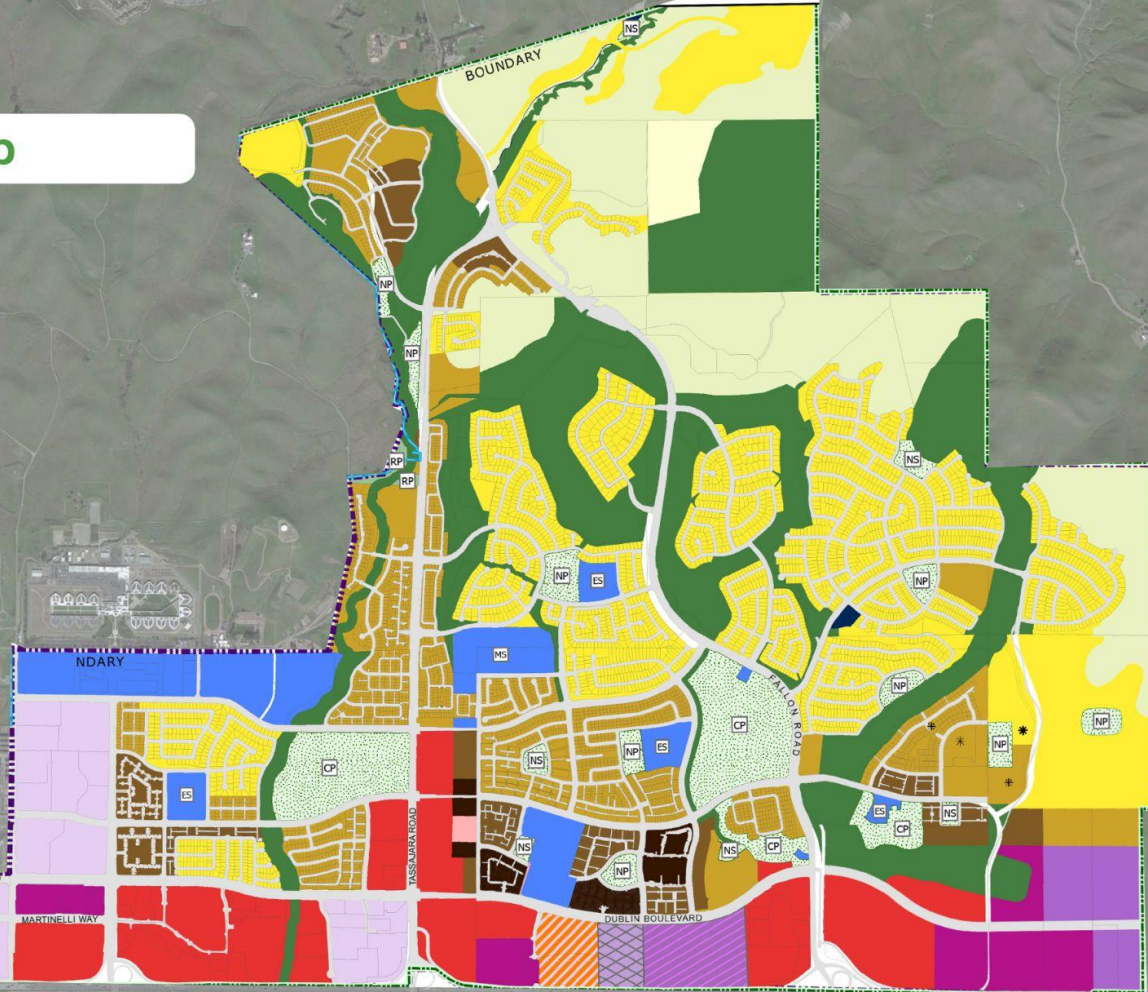
29,700 Job Population



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Eastern Dublin Specific Plan
PD Ord. 104-94

Eastern Dublin Specific Plan
PD Ord. 104-94



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Almost Fully Built!

Eastern Dublin Specific Plan
PD Ord. 104-94

 East Dublin Specific Plan

 Camp Parks RFTA

 City of Dublin

Specific Plan LU







Public/Semi-Public

-  Regional Park
-  Parks/ Public Recreation
-  Open Space
-  Public/Semi-Public; PL
-  Semi-Public

Commercial/Industrial

-  General Commercial
-  Retail/Office
-  General Commercial/Campus Office
-  Mixed Use
-  Mixed Use 2/Commercial Office
-  Neighborhood Commercial
-  Campus Office
-  Industrial Park
-  Business Park/Industrial
-  Medical Campus
-  Medical Campus / Commercial

Residential

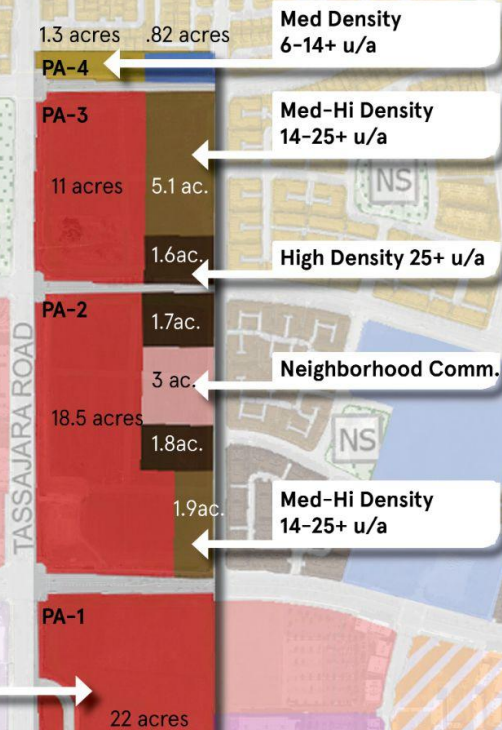
-  Estate Residential (0.01 - 0.8 du/ac)
-  Rural Residential/Agriculture (0.01 du/ac)
-  Single Family (0.9 - 6.0 du/ac)
-  Medium Density (6.1 - 14.0 du/ac)
-  Med-Hi Density (14.1 - 25.0 du/ac)
-  High Density (25.0 + du/ac)

SCS Site Land Use

Challenges to existing land use designations:

- General Commercial extends too far from freeway and Dublin Blvd.
- Residential areas too small, varied and inefficient

General Commercial



East Dublin Specific Plan
PD Ord. 104-94



East Dublin Specific Plan



Camp Parks RFTA



City of Dublin

Specific Plan LU

Public/Semi-Public

- Regional Park
- Parks/ Public Recreation
- Open Space
- Public/Semi-Public; PL
- Semi-Public

Commercial/Industrial

- General Commercial
- Retail/Office
- General Commercial/Campus Office
- Mixed Use
- Mixed Use 2/Commercial Office
- Neighborhood Commercial
- Campus Office
- Industrial Park
- Business Park/Industrial
- Medical Campus
- Medical Campus / Commercial

Residential

- Estate Residential (0.01 - 0.8 du/ac)
- Rural Residential/Agriculture (0.01 du/ac)
- Single Family (0.9 - 6.0 du/ac)
- Medium Density (6.1 - 14.0 du/ac)
- Med-Hi Density (14.1 - 25.0 du/ac)
- High Density (25.0 + du/ac)



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Site's Economics

- Which land uses are more or less profitable?

- What kind of fees are there that effect the viability of retail and other commercial uses?



- What impact do parks have on the site economics?

- Which residential products generate the most benefit? And the least?



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State of the For Sale Housing

- Market conditions for residential development in Dublin are very strong and healthy, characterized by high buyer demand, and a limited supply of available homes for purchase.
- The resale market is strong, with the median home price being \$1,076,500 and days-on-market averaging just 7 days.
- There are currently 6 active projects selling new homes within the city of Dublin (4 attached townhome/condominium communities, and 2 single-family detached communities), all exhibiting strong absorption rates. By comparison, there were 14 active projects during the same time period the previous year, which illustrates the lack of inventory of available new homes for sale.
- Demand is strongest for Single-Family, Medium-, and Medium-High Density housing (detached single-family and townhomes up to 22 dwelling units per acre).
- Demand for Medium-High Density housing is also strong but tapers off at the higher end of the density range due to compromised design features necessary to increase density (e.g. single-car or tandem garages, narrower floorplans, stacked units, etc.).
- Construction costs and other associated risks make High Density housing (25+ du/ac) not feasible in most cases.



High
Demand
for single
family
homes
and town
homes



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State of the Market Rate Multifamily

- Larger apartment buildings with 50 or more residential units comprise approximately 15% of the City of Dublin's housing stock and have contributed a similarly modest share of the housing growth in the city over the past 10 years, totaling 900 completed market rate units and 220 market rate units under construction.
- Newer apartment projects in Dublin are located within a half mile radius of one of the city's two Bay Area Rapid Transit (BART) stations.
- As of mid-2021, one-bedroom asking rents in Dublin have stabilized while average asking rents for two-bedroom units now exceed pre-pandemic levels.
- The subject site is farther from BART than recently built apartment projects in Dublin. Apartments at this location are likely to command lower rents than newer projects located within a half mile of a BART station.



Demand for
Multi-family
is modest

RHNA & HAA

The Regional Housing Needs Allocation is requiring 3719 units in Dublin, some of which may be met with a project at this site.

State Laws are allowing housing developers to waive local laws about housing density to provide affordable housing.

If General Plan is not amended there is still a pathway to having a 100% residential project built on the site.



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Retail and Office



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State of Retail

- The retail industry started to see changes with a reduction of brick and mortar space in 2017, mostly due to changing shopping patterns from customers.
- the United States supports an average of 23.5 sf of retail space per person. The largest in the world and likely un-sustainable. The City of Dublin currently supports 26.13 square feet of retail space per person, considerably above what can be sustained long term.
- In 2019, e-commerce sales grew to 15.8% of all US retail sales. In 2020, e-commerce comprised 21.3% of all shopping sales.
- In 3Q 2016 Dublin's retail vacancy was approx. 6.5%. In April 2021, Dublin's vacancy rate is approx. 22% (per Costar)
- Dublin's asking rent for retail dropped 15% from Apr 2019 to Apr 2021.
- Foot traffic tracker Placer Ai shows less foot traffic at Dublin shopping centers the further East you travel along Dublin Blvd

Low
demand for
retail

Hook up
costs for
water,
waste, are
especially
high in
Dublin



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State of Office

- Dublin's office market has been fairly resilient since the coronavirus pandemic began. Vacancy in Class A buildings has increased but remains below other Tri-Valley submarkets.
- The average asking rent for Class A space in Dublin exceeds the city's pre-pandemic average and remains higher than Pleasanton, Livermore, and San Ramon.
- The subject site has the potential to capture future demand for office and R&D space in the Tri-Valley market area. Market opportunities include build to suit projects for corporate end users in industries such as healthcare, medical equipment, cloud computing, data processing, and financial services.





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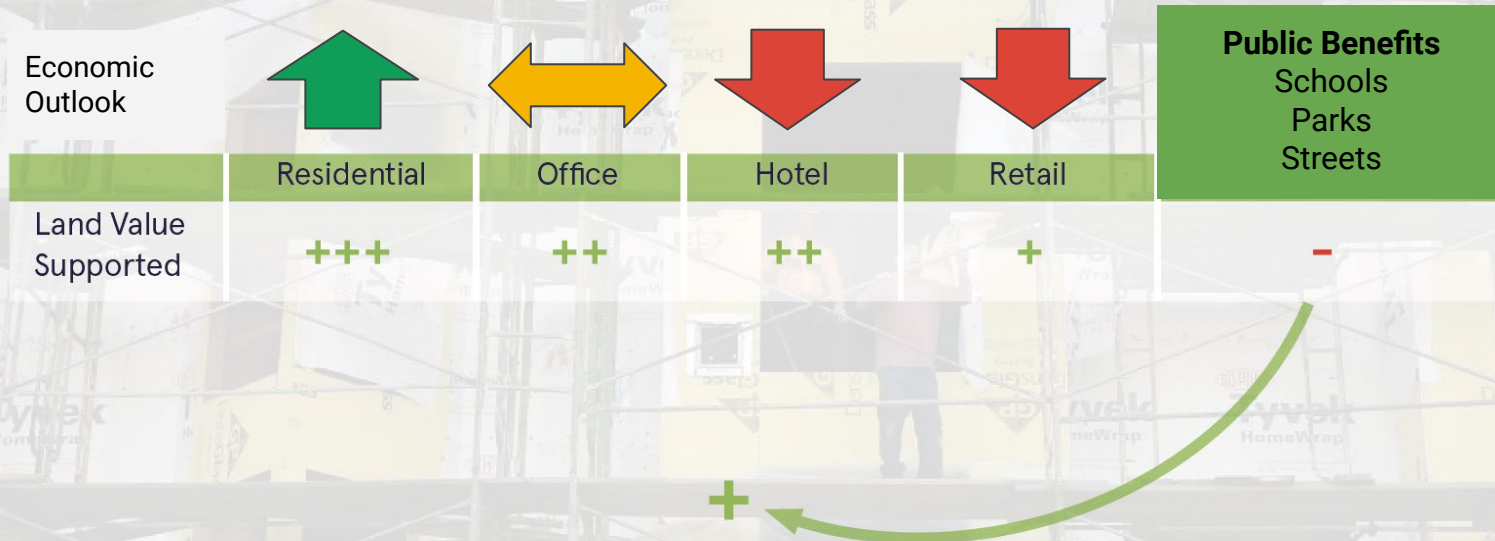
State of Hospitality

- Alameda County's hotel inventory totals approximately 18,500 existing rooms plus 1,500 hotel rooms under construction. Proposed projects, most of which were announced prior to the pandemic, would add another 3,000 hotel rooms.
- In the Bay Area, hotel occupancy rates remain well below 50%, one year since the pandemic began.
- The City recently approved two more hotel projects: the 130-room, limited-service Cambria Hotel in downtown Dublin, and the 205-room Westin Dublin-Pleasanton in Eastern Dublin
- Development of a hotel is likely a long-term opportunity since the current pipeline of under construction and proposed hotels appears to be more than sufficient to meet near-term room demand.



Low
demand for
hotels

HOW TO ENSURE THAT VISION IS ECONOMICALLY SUSTAINABLE



Public Benefits



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Parks and Schools



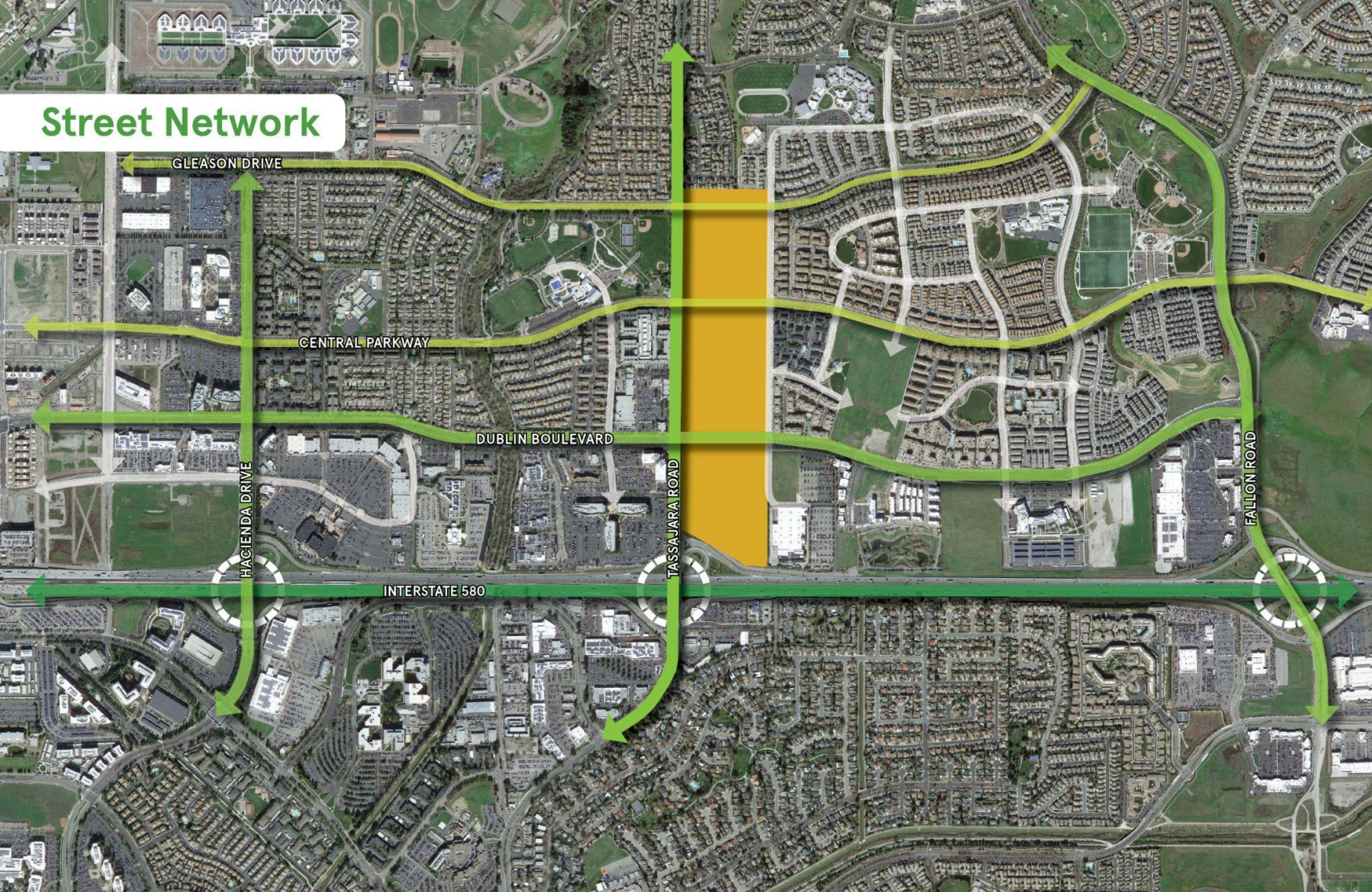
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Emerald High School



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Street Network



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Site's Previous Proposals Timeline

2015

- 402 UNITS
- 69,000 sf of commercial on PA2
- 364,000 sf of commercial on PA1 (Not part of proposal)



2018

- 665 UNITS
- 400,500 sf of commercial



2020

- 566 UNITS
- 240,000 sf of commercial





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Site's Previous Development Commercial Concepts

2015



- neighborhood retail - no entertainment anchor, less than 70,000 sf

2018

- 400,500 sf
- Focused on both entertainment and big box



2020

- 240,000 sf
- Focused on Entertainment





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Starting Fresh: What do you see going here?

Jamboard

- Given that the site will be developed with something, what is the best that it could be? What are good examples of places that this could be?
- Given the market realities for the land uses here, what do you think is most realistic?
- What are the most pressing issues that still need to be addressed?
- Where do you see land uses going?

Given that the site will be developed with something, what is the best that it could be?
What are good examples of places that this could be?

**Not - What is the scale?
Housing, Retail... but what is the look and feel?**

**City Center?
Keep Dublin Residents here.**

want a danville intimate setting vs. bishop ranch style

No strip malls please

friendly - with access to eating amenities nearby gathering play space

Sales Tax should stay here - but other side of Dublin is far compared to Pleasanton

More spaces to walk to

What about housing for 55+ yrs? Liked that in a prior plan. Allows empty nesters to remain in the city near friends, family and amenities (medical.) This allows family friendly housing near schools to turn over to younger families.

walkable portion, like a pleasanton downtown feel

A place to congregate - intimate setting

def don't want a movie theatre there, esp when there's one at Hacienda

should have bike lanes

Cafe style restaurant hub with pedestrian friendly wide walkways

Is there a way to create jobs housing balance? Reduce commute?

Synergy of office with Snowflake/Dublin Corporate Center

Grassy Area with Central Atrium

Walkable restaurants near High School

Parking structure with EV chargers?

Example: Santana Row and City Center

Uptown Albuquerque

Danville, Bishop Ranch

are apartments completely ruled out? could be a way to reach RHNA goals while still allowing for retail center, which a lot of dublin residents want

what would bring in the most money to the city-- sales tax, property tax, or hotel tax?

Amenities for after work and on weekends.

Similar to the Grove in LA

Where do you see land uses going?

