

Preliminary Development Plan Narrative

W. Bridge Street and Monterey Drive Mixed-Use Development

1) Relationship to Surrounding Character

The proposed development complements Historic Dublin by extending its pedestrian village feel, protects nearby residential areas through thoughtful transitions, and engages the broader community with new public spaces and connections.

The plan treats West Bridge Street as an extension of the historic main street pattern with active storefronts, frequent doors, and clear windows that bring life to the sidewalk. Streetscape improvements include street trees, pedestrian scale lights, and generous walks. See the attached design and rendering packages for scale and rhythm.

The development will attempt to preserve perimeter mature trees where feasible and will add a canopy throughout. A signed pedestrian route is provided from the garage directly to the Town Square to nearby amenities. A parcel at the southeast corner is reserved for future cemetery expansion, which protects and enhances a valued civic neighbor while creating a green transition.

The layout lives like a small village. Short blocks, mid-block passages, and a central Town Square create short and intuitive pedestrian connections. Buildings are small in footprint and height, rooflines vary, and materials are traditional, including brick, stone, and wood siding, so the composition reads as many shops and pavilions rather than one large object. Vehicular access is focused on Monterey Drive and an internal loop, which keeps driveways to a minimum on West Bridge Street and supports a walkable public environment. The southwest edge preserves a corridor for a future public street connection toward Corbin's Mill Drive so the site can knit into the broader network as the area grows. The goal is to keep the future street possible with 90-degree painted spaces, which can be transformed to parallel parking when an opportunity to convert the street materializes years in the future.

2) Consistency with adopted plans and codes

The Envision Dublin Community Plan identifies this location for a mixed-use village center that extends walkability and small-scale commerce while protecting historic character. This development concentrates active retail, dining, and second floor office along West Bridge Street, uses small buildings and two-story expressions to reinforce the corridor's civic presence, and then intentionally reduces intensity toward neighborhood. The Town Square serves as the organizing civic element and is framed by an active ground floor. The plan emphasizes everyday walkability, frequent doors, and a short block structure that feels like an extension of Historic Dublin rather than a departure from it and this plan checks all of these boxes.

Within the Bridge Street District, the site lies in the Historic Transition Neighborhood. The plan is organized to meet that form-based framework. Blocks are short and permeable. Where a

longer elevation occurs, a mid-block pedestrian passage is introduced to maintain human scale and cross-site movement. West Bridge Street is treated as a principal frontage. Building fronts and the Town Square line the corridor, and access is prioritized from Monterey and internal streets and drives. Parking and service are accessible, but are not placed in prominent locations. Frontage coverage and required build zones are satisfied along principal and corner streets, so the public realm reads as continuous.

Open space requirements are substantially exceeded. The Town Square is approximately 23,000 square feet. The Town Square fronts streets and active building edges and is designed for daily use and periodic events. Additional pocket plazas and wide sidewalks with interesting landscaping complete a network of publicly accessible spaces that connect the development from Monterey Park, to Bridge Street, and from the Town Square and to the cemetery. These decisions echo Envision Dublin's emphasis on adding high-quality public places that feel native to Historic Dublin's scale.

3) Incorporation of Concept Plan feedback

The plan includes Commission and staff guidance from the Concept Plan stage.

Along West Bridge Street, the Commission and staff encouraged a stronger vertical presence while staying within Historic Transition limits and to introduce another use in addition to retail. The revised plan introduces two-story expressions along all of Bridge Street and along the garage buildings on Monterey this provides an additional 37,800 square feet of commercial office space in addition to the 94,700 square feet of ground floor restaurant and retail.

Staff supported the compact block layout and asked for clearer mid-block connections and stronger perimeter walking and bicycling links. The plan adds an open-air breezeway through the long west (E) building so that pedestrians can pass through the block. Bicycle parking is placed in the garage for easy access, and the internal loop includes raised crosswalks and textured paving to calm traffic without creating confusion.

The central open space was well received. The Town Square is confirmed at roughly 23,000 square feet. It combines a central lawn with paved promenades, shade trees, fixed and movable seating elements, and power for programming and small events. One building in the center-east of the square will anchor a customer facing experience with queuing onto the Town Square. The architectural views show how active frontages and storefronts wrap its edges.

Circulation and access comments focused on West Bridge as a principal frontage and on the right-out (not right-in) concept. The plan keeps primary access on Monterey Drive, reserves a west corridor for a future public connection, and commits to continued coordination on the West Bridge access and on signal warrant analysis at Monterey and West Bridge. Garage access is internalized to limit traffic near homes and the park. The development seeks to protect perimeter tree stands where practical, pairs unavoidable removals with large replacements, and formalizes the cemetery expansion area.

4) Architectural adherence to the Bridge Street District Code

The plan draws inspiration from Historic Dublin's small-scale, pedestrian-oriented character. Height and Massing: All proposed buildings are one to two stories in height, below the 2.5-story upper limit envisioned for this area, in order to remain compatible with nearby historic structures and single-family homes. Along West Bridge Street key corners and major storefronts carry a full two-story expression to strengthen the corridor identity while edges near the neighborhood and parks remain lower in perceived scale. Instead of imposing large monolithic structures, the project is composed of multiple smaller buildings arranged along new pedestrian-friendly streets and a central green, emulating the feel of an organically grown village block pattern. Varied massing and rooflines have been incorporated to break down the scale of each building cluster, ensuring no long façade overwhelms the streetscape. We are taking special care to include gabled and pitched roofs that echo the residential-scale architecture typical of Historic Dublin. Mechanical equipment will be screened by roofs, parapets, or landscape. While the plan's floor-to-floor height is greater than 12 feet, we have brought the window headers and façade details (canopies, awnings, and architectural details) down below 12 feet to provide the pedestrian with a functionally similar experience the code requires while still achieving the demands of Class-A retail, restaurant, and office.

Materials: Exterior materials will include high-quality finishes such as brick masonry, wood siding, and stone, which mirror the historic stone and clapboard exteriors of Dublin's older buildings while still conveying a fresh, contemporary identity.

Façade Rhythm: Street facing ground floors meet or exceed the required twenty five percent transparent glazing between two feet and ten feet above sidewalk grade. Most of the long façades are divided into bays of about twenty to thirty feet with pilasters, material changes, or recesses, with single tenant buildings being the only exceptions. Even along Bridge Street, while the buildings are long, the pedestrian facades are divided into separate expression and different rooflines provide an interesting appearance rather than a monolithic structure. A single tenant building (if any) is designed to accommodate future doors for smaller footprint tenants. Entries occur frequently and directly from sidewalks to support short walking trips and an animated street. A forthcoming master sign plan will ensure tenant signs reinforce the architecture and pedestrian scale.

5) Changes from the Conceptual Plan

- a) The parking loop adjacent to Building D, E, and F was deleted and replaced with only pedestrian space. We felt this was a safer and more welcoming community space that will really allow a park space to flourish and allow us to plant larger scale trees.
- b) We have added second floor office uses to Buildings A, B, C, G, and H.
- c) More height has been added throughout the development. Some is usable space like the above, but others are double height ground floor use buildings. We felt two story buildings would create enclosure and varied rooflines.
- d) We decided to jog the pathways leading to the Town Square because it creates interesting termination points and that someone in the Town Square cannot easily view surface parking.
- e) We have taken steps to include an outdoor character defining stairway from the garage into the development on the north side of Building G.

f) While it is still being developed, we intend to create small, but numerous pockets of greenery around surface parking to create a softness to the hardscaped environment.

6) Parking

Our project includes 94,700 square feet of retail space and 37,800 square feet of office space. Using the zoning ordinance parking rates of 5 spaces per 1,000 square feet for retail (requiring 474 spaces) and 2.5 spaces per 1,000 square feet for office (requiring 95 spaces), the combined total would ordinarily be 568 spaces. While the project is technically under parked per compliance, the uses must be viewed in light of their time of use. Jeff Speck, author of Walkable City, advises cities to recognize the fact that "one parking space can serve a morning cafe patron, a daytime office worker, and an evening shopper." The development will not be full of shoppers on a Tuesday at 9am nor will it be full of office workers on Saturday at 2pm.

Speck and others have used a shared parking matrix to identify the sweet spot for parking needed. Under a Shared Parking Factor matrix (below), which recognizes the complementary parking patterns of retail and office, the combined demand may be proportionally reduced. Specifically, the matrix assigns a 1.2 factor between retail and office uses, which adjusts the combined demand to $(474 + 95) / 1.2 = 474$ spaces. This calculation demonstrates that our mix of retail and office can be effectively served by substantially fewer spaces than the raw total.

Despite this reduction potential, our design still commits to providing 568 total parking spaces, exceeding the full code requirement for just retail (474 spaces) while also supplying ample parking for the office component under shared conditions. This approach ensures the shopping center will function effectively during peak retail hours, while leveraging the complementary nature of the office demand pattern to avoid unnecessary overbuilding of parking. By applying the City's own Shared Parking Factor matrix, we demonstrate both compliance with minimum retail requirements and responsible land-use planning that balances accessibility, sustainability, and community character.

SHARED PARKING FACTOR				
Function	with			Function
RESIDENTIAL				RESIDENTIAL
LODGING				LODGING
OFFICE				OFFICE
RETAIL				RETAIL

7. Neighborhood Engagement

Our team has shared this plan and had email discussions with Nicole Salva, a leader for the Waterford Village neighborhood. The owner had a large meeting with neighbors and many residents showed up to the PZC Conceptual Meeting. In both instances, the interactions were overwhelmingly positive.