



HACIENDA

General Plan Update

June 16, 2004



A Vision for Hacienda

“As Hacienda transitions into the future, the business park and the City of Pleasanton have a golden opportunity to support the integration and expansion of the current land uses to create a vibrant, mixed-use community with energized public spaces, attractive housing, neighborhood serving retail, live/work opportunities, a variety of transportation options and other important community resources that will serve the diverse and changing needs of Pleasanton residents.”

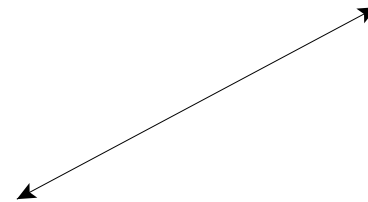
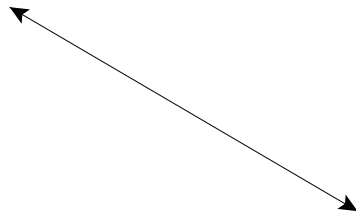
Making A Good Plan Better



- ▶ Jobs/Housing/Transportation Balance
- ▶ The Three E's
- ▶ Opportunity Profiles

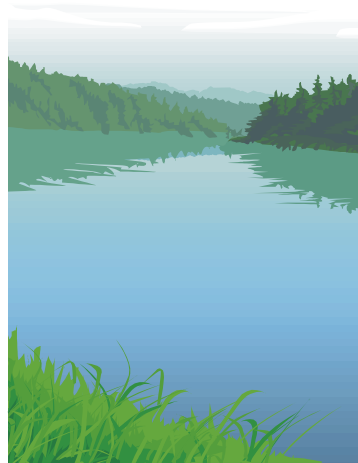
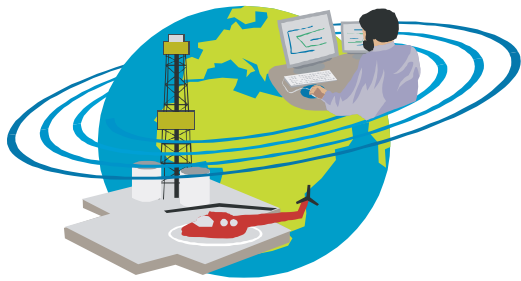
Making A Good Plan Better

A Jobs/Housing/Transportation Balance



Making A Good Plan Better

The Three E's



Making A Good Plan Better

Opportunity Profiles



Hacienda Concepts Study

- ▶ Presented conceptual approaches
- ▶ Prompted discussion
- ▶ Derived likes and dislikes
- ▶ Developed needs assessment

City Council Direction

- ▶ Hacienda Concept Study helpful
- ▶ Use the General Plan process to work with the community
- ▶ Coordinate with staff
- ▶ Provide the next level of detail for input into the Land Use and Circulation Element updates

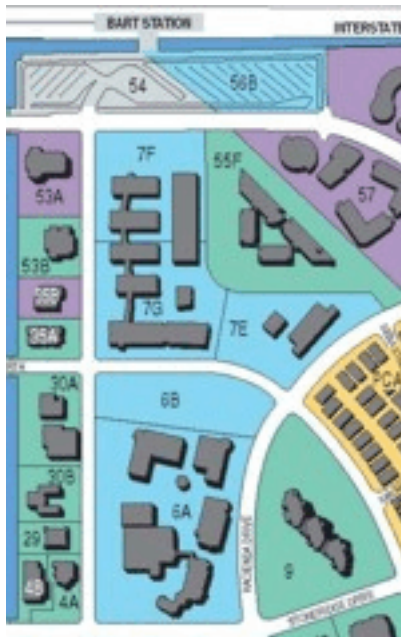
Focus Areas

- ▶ BART Station Corridor
- ▶ West Las Positas Boulevard
- ▶ Owens Drive



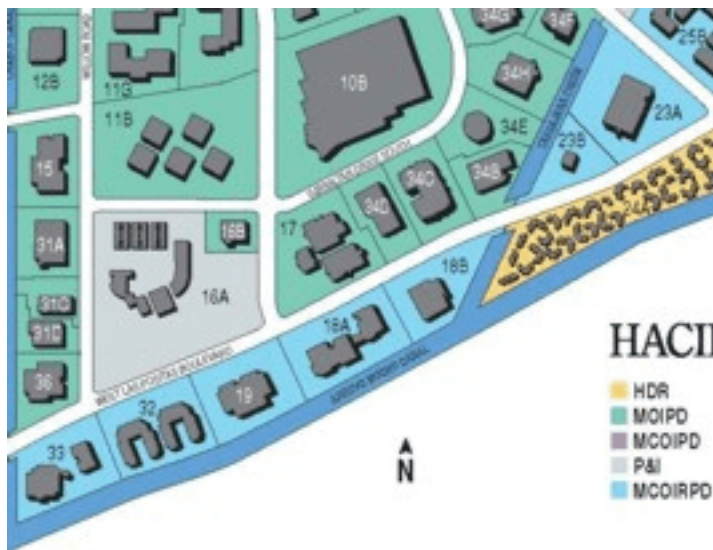
Focus Areas

BART Station Corridor



Focus Areas

West Las Positas Boulevard



Focus Areas

Owens Drive



Challenges, Solutions and Opportunities

The background of the slide features architectural blueprints. On the left, a set of blueprints is rolled up, showing a grid of building footprints. The main part of the background is a large, unrolled blueprint showing a site plan with various building footprints, streets, and annotations. The word 'PHASE' is visible in the center of the unrolled plan. The overall image is in grayscale, with the text overlaid in a dark blue color.

- ▶ Mobility
- ▶ School Capacity
- ▶ Recreation and Public Space
- ▶ Housing
- ▶ Environment and Sustainability
- ▶ Safety
- ▶ Business Viability

Challenges, Solutions and Opportunities

Mobility

- ▶ **Challenges**
 - ▶ Resolve issues concerning congestion and increases in traffic
 - ▶ Make sure that current problem areas are not exacerbated
- ▶ **Solutions**
 - ▶ Develop projects that have reduced traffic impacts by design
 - ▶ Implementation of projects identified through studies (both street and transit)
 - ▶ Consider programmatic remedies that return considerable road capacity to local use
 - ▶ Fees contributed under the transportation improvement fee (\$/sf)
- ▶ **Opportunities**
 - ▶ Increase opportunities for transit connectivity
 - ▶ Use the city's traffic model to examine impacts of alternatives

Challenges, Solutions and Opportunities

School Capacity

- ▶ **Challenges**
 - ▶ Consider adequacy of existing facilities to meet capacity needs
 - ▶ Reduce likelihood of future changes to school boundaries
 - ▶ Make sure that quality of education is not diminished
- ▶ **Solutions**
 - ▶ Determine facilities needs through school district assessment
 - ▶ Develop preferred strategy with school district for facilities
 - ▶ Fees contributed through the school impact fees (\$2.45/sf - MF and \$6.96/sf - SF)
- ▶ **Opportunities**
 - ▶ Create opportunities for joint use facilities
 - ▶ Meet educational needs with innovative project designs
 - ▶ Develop stronger partnerships with local business

Challenges, Solutions and Opportunities

Recreation and Public Space

- ▶ **Challenges**
 - ▶ Address recreation and public space needs of any new residential development
 - ▶ Provide local facilities that are useful and functional that truly engage the community
- ▶ **Solutions**
 - ▶ Create design standards that incorporate public spaces into projects
 - ▶ Develop design standards for greater pedestrian access
 - ▶ Fees contributed through in-lieu park dedication fee (\$/unit or sf)
- ▶ **Opportunities**
 - ▶ Improve underutilized land to create unique points of engagement
 - ▶ Utilize surrounding arroyos for passive recreation and bike/pedestrian trails

Challenges, Solutions and Opportunities

Housing

- ▶ **Challenges**
 - ▶ Provide opportunities to meet affordable and market rate housing objectives
 - ▶ Consider a variety of community needs for housing
 - ▶ Integrate neighborhoods with existing and proposed amenities
- ▶ **Solutions**
 - ▶ Utilize principles that make projects affordable by design
 - ▶ Encourage production of affordable units using inclusionary zoning rather than fees (\$/sf)
 - ▶ Develop flexible program to meet affordability goals
- ▶ **Opportunities**
 - ▶ Help meet housing needs established in the Housing Element
 - ▶ Develop relationships with business to address workforce needs
 - ▶ Form partnerships with other entities to address special needs housing

Challenges, Solutions and Opportunities

Environment and Sustainability

- ▶ **Challenges**
 - ▶ Reduce impacts on environment
 - ▶ Meet a balance of needs for both existing population and future populations
- ▶ **Solutions**
 - ▶ Constructively reuse existing property to enhance sustainability
 - ▶ Improve integration of uses within the development
 - ▶ Provide environmental enhancement through design
- ▶ **Opportunities**
 - ▶ Incorporate Pleasanton green measures into future projects
 - ▶ Make better use of infrastructure that was originally designed for nearly 13 M sf of office
 - ▶ Create high levels of efficiency in the use of land and resources
 - ▶ Develop high quality live/work options

Challenges, Solutions and Opportunities

Safety

- ▶ **Challenges**
 - ▶ Meet safety needs for existing and future residents
 - ▶ Retain sensitivity concerning safety to all segments of the community
 - ▶ Avoid problems created with poor caliber proposals
- ▶ **Solutions**
 - ▶ Utilize planning and design characteristics to promote safety
 - ▶ Design projects for neighborhood creation and pedestrian orientation
 - ▶ Insure development of onsite amenities needed to create quality
 - ▶ Develop relationships between neighborhoods through design
 - ▶ Create pedestrian friendly environments
- ▶ **Opportunities**
 - ▶ Improve safety through greater neighborhood collaboration
 - ▶ Forge connectivity between neighborhoods

Challenges, Solutions and Opportunities

Business Viability

- ▶ **Challenges**
 - ▶ Retain attractive business atmosphere within Hacienda
 - ▶ Prevent dilution of business opportunity
 - ▶ Preserve tax base (sales tax, property tax, transient occupancy tax)
- ▶ **•Solutions**
 - ▶ Maintain concentrations of pure business uses in core areas
 - ▶ Allow for mixed and integrated uses in subareas
 - ▶ Design project orientations in consideration of use separation and reciprocation
 - ▶ Retain currently planned business base
- ▶ **•Opportunities**
 - ▶ Allow tax base to increase through intensification (all three tax bases will increase)
 - ▶ Help businesses to house workers locally
 - ▶ Reduce cost to maintain infrastructure for new residents (already paid for by Hacienda)

Studies

- ▶ Hacienda Concept Study
- ▶ Overview of Traffic Impacts from Transit Oriented Development
- ▶ Sustainability Considerations regarding Transit Oriented Development in Hacienda
- ▶ Financially Feasible Mixed Use Projects in Hacienda
- ▶ Commute Patterns and Mode Split Evaluation of Hacienda Commuters
- ▶ Commute Alternative Traffic Mitigation
- ▶ School Impact Assessment
- ▶ Safety Status Report
- ▶ Traffic Impact Analysis

Studies

Hacienda Concept Study

- ▶ Consultant: Dan Solomon, Nelson/Nygaard, Strategic Economics
- ▶ Date: April 8, 2003
- ▶ Purpose: Present ideas for consideration on how Hacienda can better utilize land to create synergies between existing and proposed land uses. Examine ways in which intensification of development can meet a variety of needs examining issues of feasibility and impacts. (The study is posted at www.hacienda.org/pdf/HaciendaBusinessParkConceptStudy.pdf and www.hacienda.org/pdf/HaciendaBusinessParkConceptStudyAppendix.pdf)
- ▶ Use: Generate discussion about various concepts to gauge community interest, receptivity and concerns. Develop consensus around the concepts to form a basis on which projects might be advanced
- ▶ City Staff Participation: Act as resource in developing materials. Provide guidance in determining scope of discussion. Help determine key participants in the workshop.

Studies

Overview of Traffic Impacts from Transit Oriented Development

- ▶ Consultant: Fehr & Peers
- ▶ Date: January 22, 2004
- ▶ Purpose: Provide an overview of current literature concerning research into traffic impacts of transit oriented development. Suggest studies and findings that might be applicable to Hacienda land use proposals.
- ▶ Use: Intended for use in traffic modeling of proposals and projects that are determined by city staff to be comparable to those analyzed within the studies.
- ▶ City Staff Participation: Prepared for staff's reference.

Studies

Sustainability Considerations regarding Transit Oriented Development in Hacienda

- ▶ Consultant: Redefining Progress
- ▶ Date: June 1, 2004
- ▶ Purpose: Provide background information on sustainability considerations for evaluating development proposals. Create a means for applying measurable criteria related to sustainability to development in Hacienda.
- ▶ Use: Apply evaluation criteria to development proposals considered for Hacienda.
- ▶ City Staff Participation: Prepared for staff's reference.

Studies

Financially Feasible Mixed Use Projects in Hacienda

- ▶ Consultant: Strategic Economics
- ▶ Date: July 1, 2004
- ▶ Purpose: Define general parameters for mixed uses to outline a financially feasible project. Consider such factors as retail/housing/office mix and quantities, and preliminary site development and design parameters.
- ▶ Use: Create guidelines that will start to define the thresholds of various types of development that will result in a quality mixed use development.
- ▶ City Staff Participation: Provide direction for study areas and key study components. Developed as a resource to help staff make determinations about project viability.

Studies

Commute Patterns and Mode Split Evaluation of Hacienda Commuters

- ▶ Consultant: Unknown
- ▶ Date: To be determined (Hacienda is currently coordinating a grant application to MTC to develop funding for this study)
- ▶ Purpose: Develop a baseline profile of commuting behavior including a reliable examination of mode split. Create a basis for predicting likely mode split with a greater incorporation of mixed use development.
- ▶ Use: Provide data for city traffic modeling. Establish direction in determining those measures and programs that will have the greatest impact on reducing traffic impacts.
- ▶ City Staff Participation: Provide scope of review needed.

Studies

Commute Alternative Traffic Mitigation

- ▶ Consultant: Unknown
- ▶ Date: To be determined (Hacienda is currently coordinating a grant application to MTC to develop funding for this study)
- ▶ Purpose: Perform an analysis using the City of Pleasanton's traffic model of those transit-based mitigation measures that will have the greatest impact on both reducing single occupant vehicle use and increasing the effectiveness of mixed use development within the park.
- ▶ Use: Help determine the size and scope of a program that can be used to offset traffic impacts. Determine those measures needed to create synergy between land uses.
- ▶ City Staff Participation: Provide scope of review needed.

Studies

School Impact Assessment

- ▶ Consultant: Pleasanton Unified School District
- ▶ Date: To be determined
- ▶ Purpose: Use the school districts student generation and demographic model to assess school impacts from proposed projects.
- ▶ Use: Establish funding and facilities needs for the district resulting from land use proposals being considered.
- ▶ City Staff Participation: Prepared for staff's reference.

Studies

Safety Status Report

- ▶ Consultant: Pleasanton Police Department
- ▶ Date: To be determined
- ▶ Purpose: Provide baseline data concerning public safety issues surrounding various land use proposals. Outline best practices developed by the public safety sector.
- ▶ Use: Take historical information and best practices as input into planning guidelines for developing land use plans. Incorporate safety principles into proposals.
- ▶ City Staff Participation: Provide historical data and assessment.

Studies

Traffic Impact Analysis

- ▶ Consultant: Dowling Associates
- ▶ Date: To be determined
- ▶ Purpose: Determine traffic impacts from development proposals.
- ▶ Use: Provide direction into creating projects which both minimize impacts and which have viable, identifiable mitigations.
- ▶ City Staff Participation: To be conducted by staff as part of the Circulation Element evaluation.

Hacienda Development Structure

- ▶ Planned Unit Development
- ▶ Covenants, Conditions & Restrictions
- ▶ Design Guidelines
- ▶ Development Agreements

Hacienda Development Structure

Planned Unit Development

- ▶ City statement of development parameters
- ▶ Establishes development cap
- ▶ Outlines conditions for approval

Hacienda Development Structure

Covenants, Conditions & Restrictions

- ▶ Defines what constitutes ownership within Hacienda
- ▶ Outlines decision making process
- ▶ Delineates internal duties and responsibilities
- ▶ Owners statement of understanding amongst themselves as to how management of Hacienda will occur

Hacienda Development Structure

Design Guidelines

- ▶ Refines general concepts within the PUD and CC&R's into direction for planning
- ▶ Provides direction as to the development of specific elements to help create uniform development
- ▶ Outlines parameters for important programmatic planning such as landscape design and signage

Hacienda Development Structure

Development Agreement

- ▶ Establishes understanding between the City of Pleasanton and Hacienda concerning requirements for development
- ▶ Details specific project mitigations and triggers for enactment
- ▶ Creates zoning protection for the duration of the agreement

Key Program Elements

The background of the slide is a grayscale image of several overlapping architectural blueprints. The blueprints show various site plans, including residential lots, streets, and building footprints. Some text on the blueprints is visible, such as 'PHASE', 'EXISTING TOWNHOUSES', and 'REAR DRIVE'. The blueprints are rolled up at the top and bottom edges, creating a sense of depth and focus on the central text.

- ▶ Zoning
- ▶ Traffic Based Entitlement Pool
- ▶ Transfer of Development Rights

Key Program Elements

Zoning

- ▶ Use flexible zoning plan established in 1993 for the entire park
- ▶ Create specific areas of mixed use that include residential
- ▶ Establish appropriate design standards

Key Program Elements

Zoning: Current



Key Program Elements

Zoning: Proposed



Key Program Elements

Traffic Based Entitlement Pool

- ▶ Create an underlying pool of traffic capacity allocated to Hacienda
- ▶ Support the pool with specific mitigation requirements
- ▶ Permit development to occur within the pool

Key Program Elements

Transfer of Development Rights

- ▶ Use program to help create opportunities
- ▶ Create floors so all sites have minimum development potential
- ▶ Structure trading of rights to prioritize projects

Implementation Plan

The background of the slide features architectural blueprints and a rolled-up set of plans. The blueprints are detailed, showing various building footprints, lot lines, and site layouts. One prominent section is labeled 'PHASE' and 'EXISTING TOWNHOUSES'. The rolled-up plans on the left show a series of building footprints, likely representing a residential development. The overall image is in grayscale, with the text overlaid in a dark blue color.

- ▶ Planned Unit Development Modification
- ▶ Update to Hacienda's Covenants, Conditions and Restrictions
- ▶ Establish new criteria for Design Guidelines
- ▶ Mitigation Program
- ▶ New Development Agreement

Next Steps

- ▶ Complete studies
- ▶ Develop zoning design criteria
- ▶ Create modeling scenario

Conclusion

