



## Hacienda Business Park

### Opportunities

May 2003

# Beginning the Dialogue

The Hacienda Business Park Concept Study was undertaken at the request of the East Bay Community Foundation to explore conceptual ideas for the future of the Park. The Foundation has been active in the Tri-Valley for several years having worked closely with Tri-Valley Vision 2010 and is committed to fostering intelligent development opportunities which dynamically link jobs, housing and transit. Through the Foundation's work Hacienda was identified as such an opportunity.

Hacienda is at a pivotal moment in its history and evolution. In the more than twenty years since it was first established, it has broadened from an essentially single-use office campus into a fuller range of uses including retail, housing, hotel, recreation and even public functions; the underpinnings of what is now viewed as the way we must develop in the future. These features and the proximity of BART are among those that can be combined into a vibrant and attractive community which serves the businesses, employees and residents of Pleasanton. Such an intelligent mix of development in Hacienda offers the City of Pleasanton a number of benefits: the chance to maintain the vibrancy of a key business sector, the opportunity to meet housing needs, the creation of new civic amenities, the prospect of proactively managing and mitigating traffic, and the ability to offer a new environmental benchmark.

This Concept Study was undertaken by a team of consultants including urban designers, economists, transportation experts as well as those concerned with sustainable design. They presented it to members of the local community including Hacienda residents, owners, and members of the City Council, Planning Commission and school board on April 8<sup>th</sup>, 2003. This event was a "listen and learn" session as well as an opportunity to present some initial concepts as to how Hacienda might be further developed. This report offers a summary of the material that was presented and the public comments, as a beginning of a dialogue on the future of Hacienda and as an opportunity to consider ideas that might serve the whole community.

We heard three strong messages from participants on that Tuesday night: we need more information; we need much more discussion and debate before any plans take shape; and a good starting point should be a manageable project close to BART. The authors hope that this report will provide some baseline information and concepts that will help broaden and deepen discussion among all Pleasanton stakeholders and serve as the springboard to the next stage of implementation.



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# I. Learning From Downtown

There are two very different places within the town limits of Pleasanton. One is downtown Pleasanton, a vibrant place that retains many of the best qualities that American towns have historically possessed. It has a range of services and places to eat and shop within easy reach of homes and offices. Buildings are lined up compactly along the streets. The streets are not very wide and there are rows of trees along most of them. The streets are extremely pleasant to walk along, even on the hot days of summer.

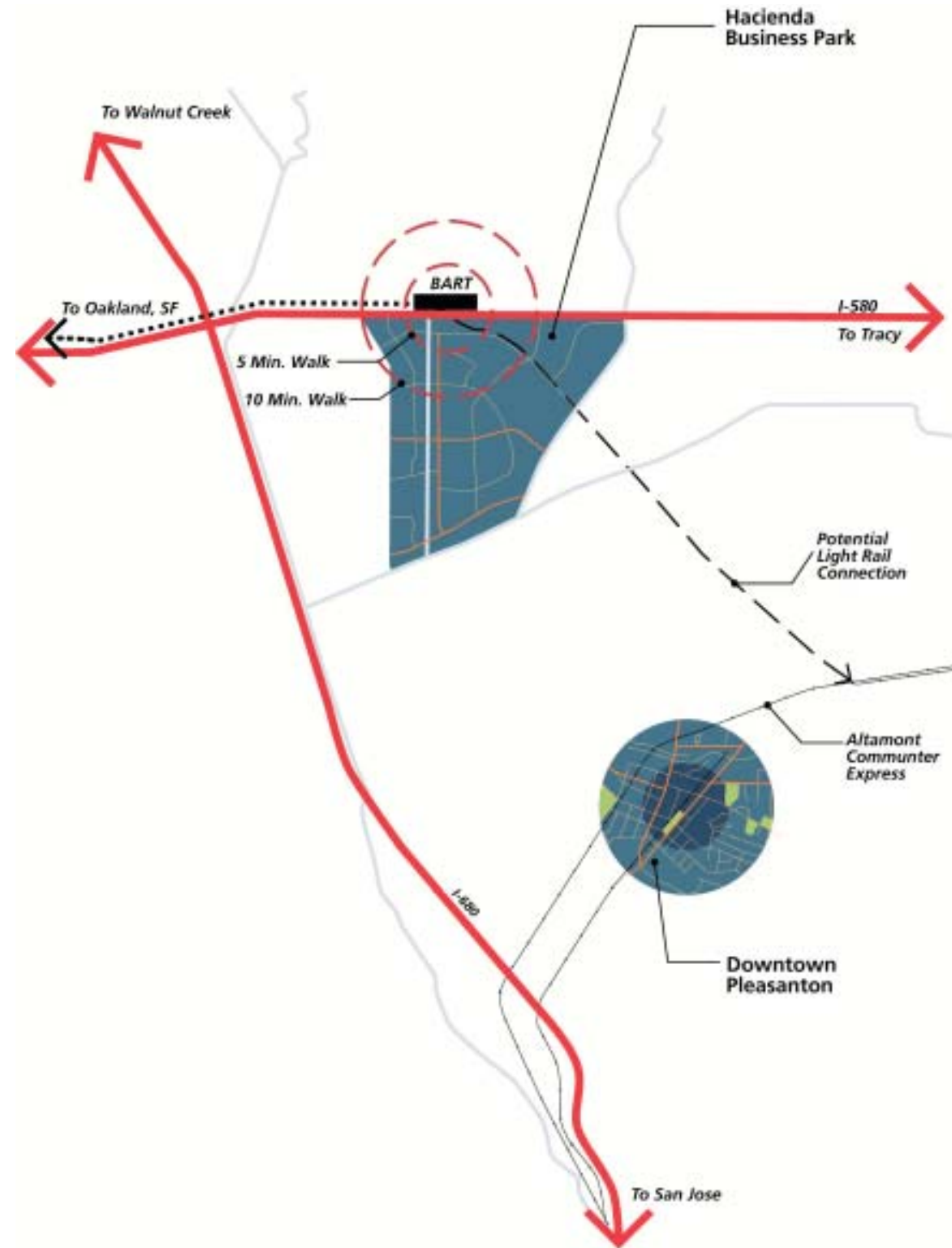
The other distinctive place in Pleasanton is Hacienda Business Park. It is much more strategically located than downtown and has been a locus of thriving business activity for twenty years. Unlike the downtown, buildings are widely spaced, different kinds of activities are separated from one another and it is not a place that encourages people to walk around. And unlike downtown, BART comes right to Hacienda, but it is hard to get to BART unless you drive there. As Hacienda continues to grow and mature, there are many lessons from downtown that can enrich its future.

## Hacienda Business Park

- Large source of regional employment
- Mixed uses isolated from each other by arterial roads
- Automobile-scaled environment where car is necessary
- Very wide streets with huge surface parking lots
- Limited evening and weekend activity
- Proximity to BART and local transit, but poor pedestrian connections
- Hacienda is not “finished”. Opportunities remain.

## Downtown Pleasanton

- A thriving business district
- Mixed uses within close proximity of each other
- Pedestrian scaled environment
- Narrow streets with on-street parking
- Daytime, evening and weekend activities
- Downtown Pleasanton is principally served by automobiles



Willow Road, Hacienda Business Park



Downtown Pleasanton

## II. History of Hacienda

### The Historical Context and Hacienda's Early Vision

Business parks as a development model date back to the 1940s and arose from the same desires that drove suburban residential growth: escaping from crowded, dirty, expensive cities. The original developers of business parks were intent upon creating corporate image, and equated this image with a “campus”-like setting. Business parks then were not originally located to make jobs convenient for employees.

In the Bay Area most of the early business parks were on the Peninsula, however as the semi-conductor industry grew and Silicon Valley developed, the business park concept extended to San Jose. By the 1970s, Silicon Valley had begun to extend up the east side of the Bay and Joe Callahan with his development partner, Prudential Insurance Company of America, who were instrumental in creating Hacienda, developed a successful park in Milpitas in the early 1970s.

Based on this success Callahan had a visionary concept, anticipating that congestion would become a major factor in the Bay Area and that the competitive advantage offered by a place with excellent access to a large labor pool would eventually make such a place very valuable. His quest ended with the purchase of over 800 acres in Pleasanton at the confluence of I-580 and I-680 in a location that would eventually also be served by BART.

Just as Callahan and his partners were proposing to create Hacienda Business Park, Proposition 13 passed and California cities began rethinking their land use patterns to essentially restructure their tax bases. The Hacienda proposal was therefore timely for Pleasanton, which had up until this point primarily depended upon a residential tax base.

Although Callahan's thinking about the Hacienda's location was ultimately visionary, in picking the specific location for the park, his approach to the actual development itself was more traditional: he built an infrastructure that was intended to create the feeling of openness and high

quality identity that would differentiate Hacienda from any other location. He thought that because Hacienda offered a unique location within the region and a distinct identity as a place. These two assets would set it apart from any competing business park locations in the East Bay.

General real estate market conditions in the Bay Area were also helping to fuel the expectation that Hacienda would thrive as an office location. The early to mid-1980's was a period of explosive office growth in the Bay Area, and downtown San Francisco was leading the market in terms of high rents, high costs of doing businesses and low vacancy rates. Many office users moved out of San Francisco to find less expensive space. While these factors were creating the first big wave of demand for suburban office space in the Bay Area, more macroeconomic conditions, including changes in the federal tax code and generous commercial lending practices, were also stimulating an office construction boom. Office users were simultaneously being pushed out of San Francisco while being pulled to new suburban locations like Walnut Creek, Concord, and Bishop Ranch. In addition, companies were becoming increasingly aware of the need to locate jobs close to where their employees lived. While many businesses on the East Coast had moved to suburban locations in the 1950s and 1960s, in large part to create new corporate images, the companies moving to the suburbs in the Bay Area in the 1980s were more concerned with shortened commutes than enhanced images. For these reasons, a huge new office market was spawned in the I-680 and I-580 corridor.



1982 Aerial Photo of Hacienda Business Park



1983 Aerial Photo of Hacienda Business Park

## II. History of Hacienda

### How Hacienda Grew and Evolved

#### Early 1980's

- Hacienda's master-plan called for "a commercial development designed to create a cohesive, visually unified business park with a sense of identity, distinction and quality". (Hacienda Design Guidelines).
- Land-uses include low and mid-rise offices, and some retail/commercial/financial mixed-use, and hotel uses.
- The first buildings were single-story tilt-up construction "back-office" buildings in the southern and western portions of the Park along Las Positas and Hopyard.
- The first "Class A" type office buildings were built for Prudential and opened in 1984 on a centrally located site at Stoneridge Drive and Owens Drive.

#### Mid 80's Boom

- A variety of corporate offices for companies such as AT&T were built mainly to the west and south and were followed by the first local retail development at the intersection of Stoneridge Drive and Gibraltar Drive.
- Commercial hotels were built along Hopyard, including the Marriot Courtyard.
- The collapse of the commercial real estate market at the end of the decade created the case for introducing other uses to Hacienda.

#### Late 1980's Beginning of Residential Development

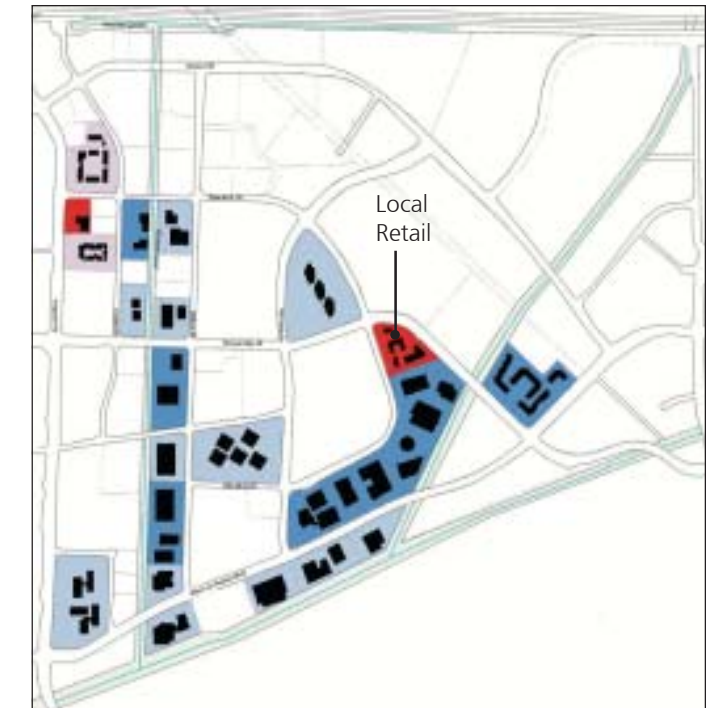
- The first residential developments were located next to Las Positas and Stoneridge Drive.
- Centrally located parcels between Hacienda Drive, Stoneridge Drive and Owens Drive on either side of the Iron Horse Trail were zoned for residential development with owner-occupied units to the west and rental units to the east.

#### Mid 90's Commercial Boom takes off

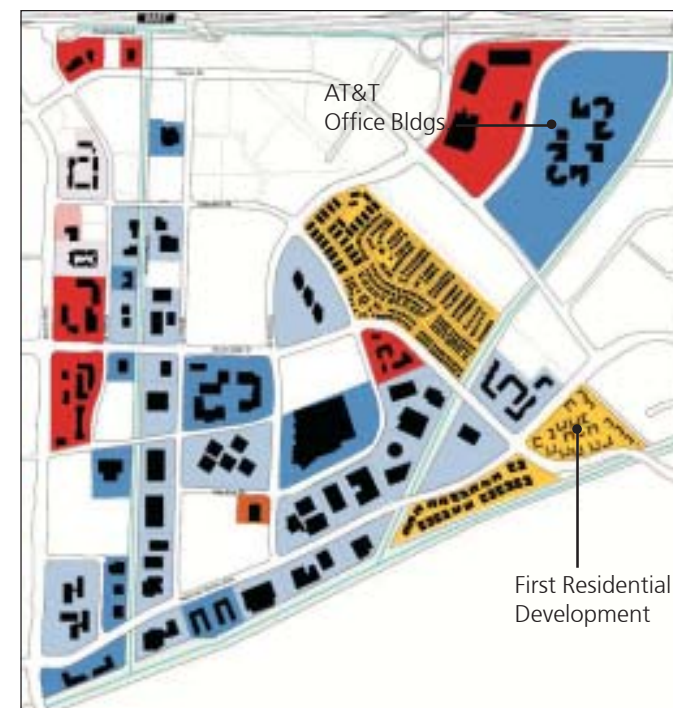
- BART arrived in 1996 connecting Hacienda to the rest of the Bay Area as well as acting as a transit connection to Central Valley destinations such as Tracy and Modesto.
- The rise of the Silicon Valley based Dot.com boom saw large-scale commercial development take off again at Hacienda. Major projects were constructed, such as, Roche, Shaklee, Cisco Systems, and People Soft.
- The Altamont Commuter Express (ACE) service began providing morning and evening commuter service from Stockton and Tracy via Livermore and Pleasanton to San Jose and Silicon Valley.



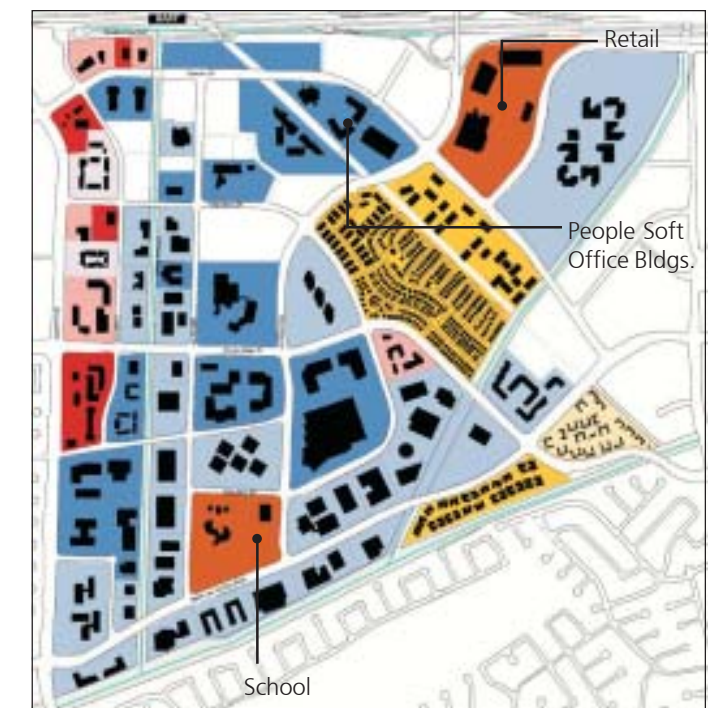
1983 Office Development



1985 More Office, Some Retail and Hotel Development



1995 More Office, Retail and Some Housing Development



2000 More Office, Housing and School Development

### III. Hacienda Now

#### Existing Conditions

- In 2003, Hacienda Business Park has over 7.2 million square feet of office space, 602 rooms of hotel accommodations and 1,530 townhouses and apartments housing more than 3,400 residents.
- Under the current agreement reached with the City of Pleasanton, Hacienda has 2.4 million sq. ft. of available development potential on site, before the Park is at “build-out”. Including 200,000 sq. ft. of development currently under construction.
- The City of Pleasanton has a need for 2,400 new residences to meet its Housing Needs under the terms of the Association of Bay Area Governments (ABAG) by June 2006.
- The lack of affordable housing in the Tri-Valley area has forced many commuters to live in the Central Valley in places such as Tracy or Modesto and commute over the Altamont Pass every day, substantially increasing the amount of congestion on I-580.
- Since the arrival of BART, transit trip rose from 0.3% to 11.5% — two and a half times the rate of the rest of Pleasanton.

#### Hacienda’s Opportunities and Constraints

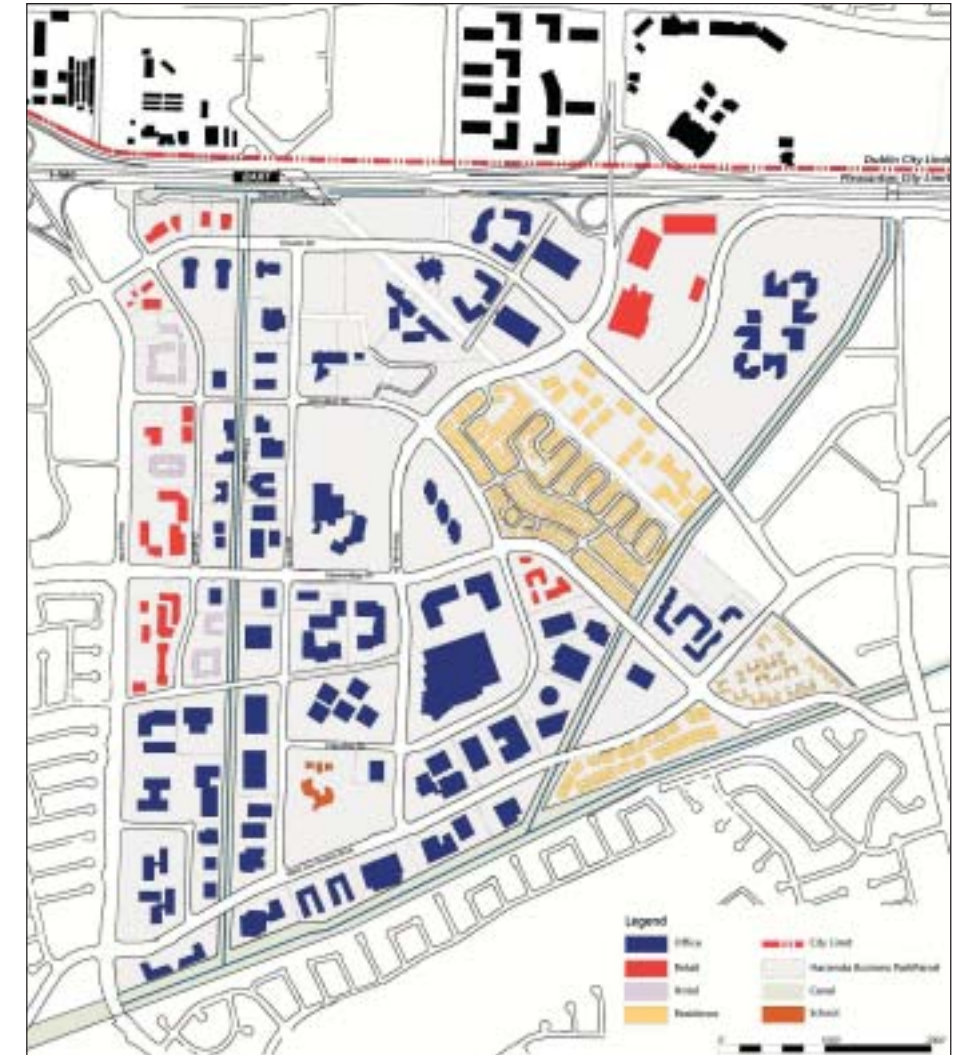
Hacienda in its current configuration has three significant advantages for its future growth and development:

- BART and excellent transit connections
- A wide range of employment opportunities
- A substantial number of dwellings

Hacienda also has three major disadvantages that work against its potential as a viable mixed-use community:

- Overly wide roads that are too few and far between
- Excessive land devoted to undifferentiated surface parking lots
- Challenging pedestrian connections between places; and little integration among different land uses
- Limited transit to places where Hacienda employees can afford to live

The Concept Study looks at ideas to build upon the strengths of Hacienda and address its shortcomings to better serve residents, businesses, property owners and the City of Pleasanton.



Existing Land Use

#### Advantages



BART & Regional Transit



Class A Office Buildings



Housing

#### Disadvantages



Roads are too wide



Too much surface parking



Poor Pedestrian Links

## IV. Hacienda's Future

### Hacienda's Position in the Office Market

While Hacienda prospered in the last market boom, its performance during the downturn is more telling: at the top of the market, rents in Pleasanton were higher than in San Ramon and comparable to those in downtown Walnut Creek and Pleasant Hill BART. Vacancy rates everywhere were comparably low.

As demand weakened, rents in Pleasanton dropped farther than San Ramon and Walnut Creek. At the same time, vacancy rates are lower in Pleasanton (13.5 percent) than in San Ramon or Walnut Creek. In comparison, Hacienda proved to be more volatile than these other places because of its higher proportion of tech sector companies. Although, it was not as volatile as Silicon Valley where most job losses occurred.



Office Buildings at Roche

### Hacienda's Position in the Residential Market

Overall, Pleasanton's average residential sales price is \$586,000 while the Standard Metropolitan Statistical Area (SMSA) average sales price is \$426,000.

#### **For Sale Units**

At Hacienda, an additional 700 For-Sale residential units were constructed in the mid to late 1990's. These units currently occupy at the middle to lower-middle tier of the Pleasanton housing market. They target primarily small households accommodating singles, couples, young families and empty nesters.



For-Sale Housing Units at Siena  
Density of 14 dwelling units per acre (DU/AC)

#### **Rental Units**

From the late 1980's, over 800 rental units were constructed in Hacienda at Springhouse and Archstone Apartments. These units are comprised of 1 to 2 bedroom units. Currently, the vacancy rate is about 3% with rent prices lowered around 10-15% since the recent downturn. An estimated 30-40% of the residents work in Hacienda while many others use public transportation to go to work.



Rental Units at Springhouse Apartments  
Density of 24 dwelling units per acre (DU/AC)

## V. Economic and Social Benefits

### How can Hacienda transform into a more effective Mixed-Use Community?

The mix of land uses, transit accessibility, and proximity to labor force and infrastructure are becoming more valuable. The region is growing rapidly: ABAG projects that over the next 15 years, Tri Valley will add 60,000 new jobs and 75,000 new people.

So how might we continue to position Hacienda to respond to some of this growth?

- Market trends are moving towards mixed-use suburban employment centers rather than traditional office parks or corporate campuses. Residential development is an important part of the mix.
- Price Waterhouse Cooper, a leading provider of financial and business advisory services, cites lack of integration among retail, office, and residential districts as a “suburban woe” that contributes to “less-satisfying lifestyles and potentially more compromised environments for business and property owners.” They recommend that investors buy property in high-quality suburban districts with evening and weekend activity.



Employee's playing basketball during lunch hour

- Examples of new mixed-use developments include Stapleton in Denver and Addison Circle and Legacy Town Center outside Dallas. These are desirable, high-value places for residents, businesses, and for the communities that fostered their development. There is ample anecdotal evidence that retail/ residences/ mixed-use environments are a big selling point for businesses seeking locations. Addison Circle has been a great investment for Addison Township in terms of generating property taxes.
- Overall, there is a declining proportion of workers in the middle age brackets. Combined with a more general trend of increased competition for skilled workers, this underscores the importance of creating more urban environments that are desirable to younger and older workers. These are the groups that are most likely to want to live in smaller housing units in places with urban amenities. With fewer children, they place less demand on services than families do, making them financially beneficial for cities.
- Based on residential price appreciation research in the Bay Area, the 4 key factors affecting appreciation are; Existing high median residential sales prices, proximity to jobs in information-intensive services, access to transit, and access to restaurants and night time entertainment. Making Hacienda a more self-sustaining mixed use environment with a greater level of housing choices, stores and services will thus have a positive impact on existing home values.

### How will the various interest groups benefit?

**Property owners** – can increase the long term value of their property.

**Employers** – can enhance work force attraction and retention.

**Workers** – can have access to greater amenities, including option to live/work/play in close proximity.

**Current Home Owners** - can continue to capture enhanced residential property values. Based on residential price appreciation research in the Bay Area, the 4 key factors affecting appreciation are:

- Existing high median residential sales prices
- Proximity to jobs in information-intensive services
- Access to transit
- Access to restaurants and nighttime entertainment

All four factors would be enhanced by the evolution of Hacienda described on the following pages.

**The City of Pleasanton** – can experience the fiscal benefits of greater values. Property taxes are actually becoming more significant for city's budget than sales taxes. Ongoing reinvestment in Hacienda property and continued competitiveness of retail outlets are critical to the future fiscal health of Pleasanton.

## VI. Transportation and the Evolution of Hacienda Business Park

The opportunity that the Hacienda site presented in the early 1980's was related primarily to its location in relation to regional highways and the roads serving them. Today the congestion of roads surrounding Hacienda is the principal factor limiting its growth, but much has changed in the regional transportation picture and the means by which communities, planners and developers can respond to transportation issues. Today, it is clear that the continued prosperity of Northern California cannot depend upon building more and more road capacity for an ever expanding dependency upon single occupancy automobiles. The transportation era within which the development pattern of Hacienda was conceived is over. After twenty years it is time to consider both new transportation opportunities and a new development paradigm that grows from them.



### The Regional Picture

When Hacienda Business Park was first conceived, it was at the very edge of the developed Bay Area, but near a very important crossroads of two major Bay Area freeways, I-580 and I-680. The business park was within easy commute range of the increasing population of the Tri-Valley, which heretofore had been primarily a bedroom community for the inner Bay Area. Its early growth was based on the ready local supply of labor and the free flow of highways feeding office workers to new corporate campuses.

In fact, in approving the EIR for Hacienda's original planned unit development proposal in 1982, the Pleasanton City Council found that the significant environmental effects of the development were outweighed by Hacienda's potential to provide local jobs, reduce total work trip length, reduced work trip time, and reduced regional emissions. (City of Pleasanton, Ordinance No. 1040)

Over two decades the picture has changed dramatically, partially due to the very success of Hacienda and other business parks in the Tri-Valley. Whereas Pleasanton was once a bedroom community, Hacienda alone has so many jobs (almost 18,000) that it could employ nearly half the working residents of Pleasanton. Due in part to the ever widening gap between average income and average home prices, Hacienda workers commute increasingly long distances. In Pleasanton's most recent survey of the large employers participating in its Transportation Demand Management (TDM) program, 60% of workers commuted from 11 or more miles away, with 43% of the total from more than 20 miles away.

Nearly one in seven of the workers at Hacienda commutes from the Central Valley, contributing to a stream of commuters over the Altamont

Pass that grew 66% during the 1990's. Many Central Valley commuters also stream past Hacienda on their way to jobs in Silicon Valley, contributing to increasing congestion on I-580 and I-680, and also leading to cut-through traffic on Pleasanton city streets. The lack of affordable housing is not Pleasanton's problem alone, but a phenomenon that has pushed many Bay Area workers well beyond the boundaries of the traditional nine county Bay Area. Pleasanton can help alleviate the unfortunate condition of our region

### The Impact of BART

Another significant change to the context of Hacienda and Pleasanton is the arrival of BART in the Tri-Valley at the doorstep of the business park in 1996. While the numbers of people using BART are small in comparison to the total flow of cars on the freeway, after only a few years of service the impact on both Hacienda workers and residents is significant, even before any local transit oriented development has taken place at the business park. Approximately 6,000 people are now using the BART station each day.

Even more significant is the impact of BART on the commutes of those living in or near Hacienda Business Park. A comparison of census data from 1990 and 2000 shows that transit use for the journey to work tripled to 4.6% of all commute trips in the city, largely due to BART, and to a lesser degree due to the arrival of ACE. Within Hacienda itself, transit trips rose from only 0.3% to 11.5% of all commute trips since the arrival of BART, a rate that is two and a half times the rate of the remainder of the city.

Commute Distance of Hacienda Employees

| Distance    | Percent 2002 |
|-------------|--------------|
| 0-5 miles   | 23%          |
| 6-10 miles  | 17%          |
| 11-20 miles | 17%          |
| 20+ miles   | 43%          |

Source: Survey of Large Pleasanton Employers, RIDES for the City of Pleasanton.

Transit Use in Pleasanton & Hacienda

| Hacienda |       | Pleasanton (remainder) |      |
|----------|-------|------------------------|------|
| 1990     | 2000  | 1990                   | 2000 |
| 0.3%     | 11.5% | 1.6%                   | 4.6% |

Source: US Census 1990 & 2000, (Pleasanton and tract 4507.22, block group 1)

## VII. Development Potential at Hacienda Business Park

### Smart Growth – the Traffic and Land Use Connection

In the years since Hacienda was first laid out, there has been an increasing understanding that the development of low density, single use campuses contributes to an overwhelming reliance on the automobile. Under the name of “Smart Growth”, “New Urbanism” or “Transit Oriented Development”, the planning and development professions have come to understand that traffic impacts are significantly reduced when land uses are mixed and people are given real transportation choices.

This belief is born out by the experience of transit use by residents and workers at Hacienda Business Park even prior to any re-imagining the land use context of the park. An 11.5% mode share for transit— and a use rate more than 2.5 times that of the remainder of the city — is remarkable given that the homes at Hacienda are a fifteen minute walk from the BART station, and the pedestrian connections are not direct, complete or entirely pleasant.

The success of transit oriented residential development in reducing auto use is even more pronounced in locations where the connections are better and closer. In a study of transit oriented development around BART and Caltrain, UC Professor Robert Cervero found that an average of 25% of nearby residents used transit in their journey to work. (Transit Villages for the 21<sup>st</sup> Century, 1993). At the Pleasant Hill BART station, which is similar to Dublin/Pleasanton, 47% of nearby residents use transit for their daily commute, and the peak hour auto trip generation rate is 52% lower than that of typical suburban rate. The same studies also found that renters and buyers pay a slight premium to live near transit.

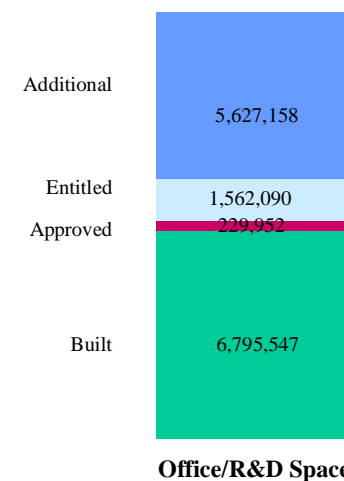
### Concept: Limit Peak Period Auto Trips, Not Development

Growth at Hacienda is currently limited by its Planned Unit Development (PUD) agreement with the City of Pleasanton. As shown in the table below, the PUD allows for 8.6 million square feet of office/research & development buildings, just under a million square feet of retail and 1,530

housing units. Almost all of the allowed retail and housing have been built, but 21% of the office/R&D allowance remains.

The growth limitations in the PUD are concerned primarily with traffic generation, particularly at key congested intersections on Hopyard and Santa Rita roads. By limiting growth within Hacienda, the PUD seeks to manage the already unacceptable levels of congestion on these streets, and to require that Hacienda mitigates its “fair share” of widenings to those congested intersections.

Resulting Increase in Office/R&D with No Increase in Traffic



While there is some accounting of Hacienda’s already successful Transportation Demand Management programs, the PUD assumes that automobile trip generation rates are fixed. It assumes that the same percentage of commuters will always drive alone to work, and it offers no incentives for Hacienda employers to further reduce their peak period traffic generation. As growth continues, in fact, every measure of quality of life for Pleasanton is assumed to worsen.

Instead of assuming the worst-case traffic generation and capping growth to manage congestion, it is possible to cap traffic generation instead. At Stanford University, for example, Santa Clara County has allowed the

campus over 5 million square feet of growth provided it does not generate any new peak period auto trips. As a result, Stanford has been provided an incentive to create some of the most effective employee Transportation Demand Management programs in the country, programs it would not have developed otherwise.

The NASA Research Park at Moffett Field has followed Stanford’s example and has reduced its peak period traffic by 27%. NASA requires that its tenants reveal the true cost of parking to their employees, either through direct parking fees or by offering the cash equivalent of parking to employees who do not drive. Its tenants are required to join a park-wide Transportation Management Association that manages the entire complex’s parking supply, shuttle programs and transportation incentive programs. In addition, NASA offers a variety of housing units that are dedicated to employees working in the Research Park.

If Hacienda, with its superior regional transit connections, were able to match NASA’s trip generation rate, it could build an additional 5.6 million square feet of Office/Research & Development space without generating any more trips than are allowed under existing entitlements. That is more than a 50% increase in office space — and the tax revenues that come with it — without any additional burden on Pleasanton’s street network.

For more detail on how the Stanford and NASA models could be applied at Hacienda, see Appendices C and D.

The potential traffic reduction effect is even more powerful with housing development at Hacienda. Because of their proximity to BART and Hacienda jobs, housing units at Hacienda generate 33% fewer peak hour auto trips than those elsewhere in Pleasanton. At more pedestrian-oriented housing elsewhere around BART stations, it is possible to reduce traffic by over 40% compared to typical Pleasanton housing.

The extent to which Pleasanton builds housing at Hacienda instead of elsewhere in the city, it can reduce the traffic impact of housing by 25% to nearly 50%.

## VIII. An Idea About Parking

A visitor to Hacienda is immediately struck by the amount of land devoted to surface parking lots. It is the size of these parking lots that makes a landscape of isolated buildings uninviting to the pedestrian. In downtown Pleasanton a walk of a quarter mile is pleasant and undaunting. It is hard to say the same for a quarter mile walk in Hacienda, particularly on a hot summer day. In Hacienda almost everything is more than a quarter mile from everything else, BART included. If Hacienda is to grow into a walkable, transit oriented community, the land currently consumed by parking lots would need to be used more efficiently.

There are two strategies to reduce the size of parking lots in Hacienda. First is a strategy already in process, to reduce parking demand through Transportation Demand Management (TDM) as discussed on the previous pages and in Appendix 3. These strategies have already reduced Hacienda's parking demand from its original 4 cars per 1000 sq. ft. of office space to less the currently required 3.3. Through aggressive use of the TDM measures suggested, the demand might eventually drop to as low as 2 cars per 1000 sq ft.

Second is through the creation of a parking district and the construction of strategically located parking structures. These structures would be within convenient walking distances of all buildings and would be screened from view by properly configured new development on the land reclaimed from parking lots.

The drawings on this page show the dramatic development opportunity that could be created by the reduction and consolidation of parking.

### Existing Conditions

The first of the four drawings below shows how isolated most of the Hacienda buildings are from one another. This is the result of its original parking requirements of 4 cars per 1,000 sq ft of commercial development.



Existing Building Footprints

### Land taken up for surface parking lots

The second drawing shows how much land is taken up with surface parking lots. Fifty-five percent of the land in Hacienda is used for surface parking.

Consider that each parking space requires 350 sq ft including the stall and part of the drive aisle. Under current requirements at 3.3 spaces, that means 1,155 sq ft of parking lot for cars for every 330 sq. ft. of a three-story building footprint.



Existing Surface Parking

### Parking garages release land

The third drawing indicates what could happen if Hacienda created a Parking District and built multi-story parking garages. These could be located so as to be within 600' walking distance of the main entrance of most office buildings. In addition, a limited amount of surface parking could be retained immediately adjacent to buildings for visitor parking and those who need to be parked close by.



Potential Consolidated Parking in structured garages.

### Land released for development

The fourth drawing illustrates how much land could be released for future development if the surface parking lots were made available. A grid of new streets could be formed to subdivide the blocks resulting in a fine-grained urban pattern. This drawing reveals 38 acres of new developable land that would be made available.



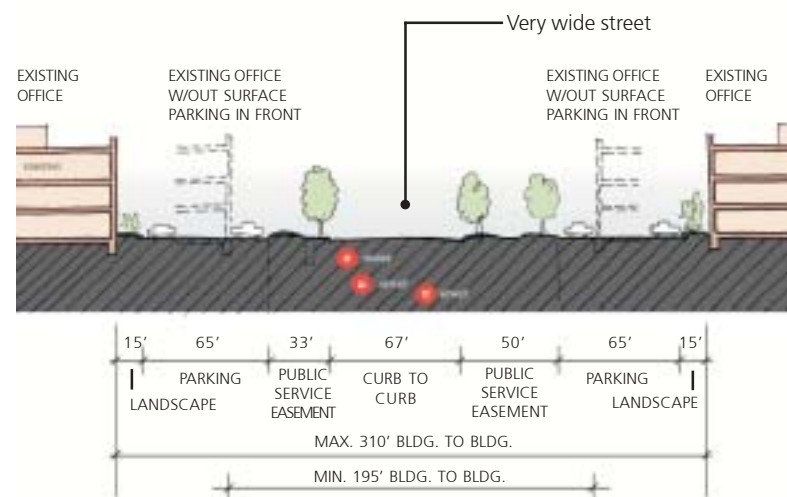
Potential Developable Parcels made available.

# IX. Creating a Pedestrian Friendly Environment

The existing Hacienda roads are all extremely wide and were designed for automobile circulation rather than pedestrian safety. It is possible to reduce the width of the roads and create a safer more pedestrian friendly environment while at the same time maintaining more than adequate capacity for existing and future vehicular traffic.

The existing roads typically have a very wide curb to curb dimension, and substantial service easements on either side. Willow Road, for example, has a 67' curb to curb dimension and 33' and 50' wide landscaped public service easements on either side. This results in a 150' public right-of-way that is wider than Market Street or Van Ness Avenue in San Francisco.

Beyond this the Hacienda Design Guidelines call for minimum setbacks to any buildings facing the road and even greater dimensions if there is surface parking in front of them. Thus the minimum dimension between buildings across the road is 195' without parking in front, and 310' with parking in front.



Typical Existing Street Section

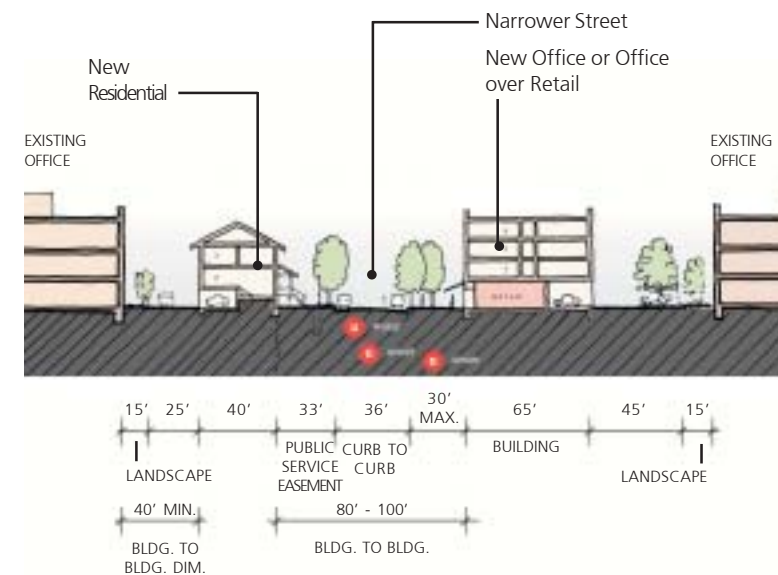


Existing Plan

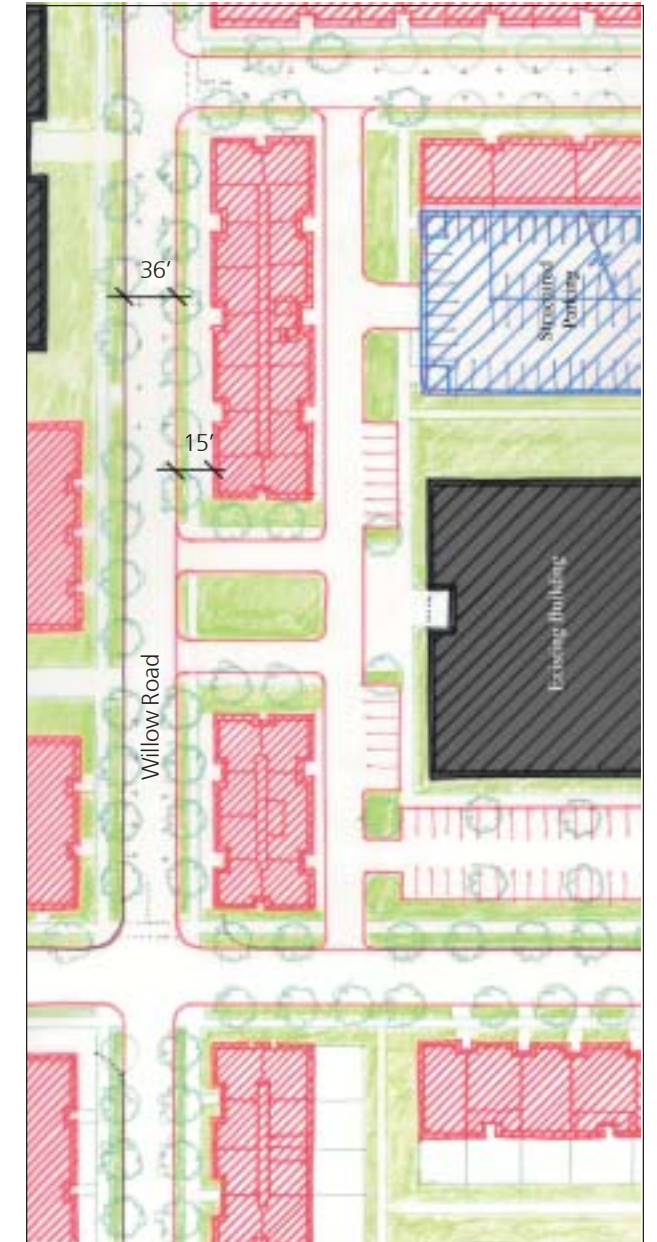
It would be possible to reduce the width of the roadway from 67' to 34' and still have a road wide enough for two travel lanes and on-street parking. On-street parking provides not only an amenity for street-facing buildings, but also a safety buffer for pedestrians on the sidewalks. Additionally, it acts as a traffic-calming device to slow traffic speeds down.

The reduced width could be achieved without disrupting access to underground services such as sewers and water mains as can be seen in the accompanying diagrams.

The proposed narrower street section creates opportunity sites for development along its length. Willow Road could become a mixed-use pedestrian-friendly street with a mix of new residential or commercial buildings interspersed along its length. Development would need to be configured to maintain the entrances to existing office buildings and their identity from Willow.



Typical Proposed Street Section



Proposed Plan

## X. A Walkable Mixed-Use Community: How to Start



Alternative 1 New Street

There is more than one way to begin the process of directing the next generation of Hacienda's growth toward the objectives of mixed-use, walkability, and transit orientation. Citizen comments at the Public Meeting supported the idea that development of walkable community should begin on BART land and adjunct to BART land.

### Alternative 1

- An empty parcel such as the one on the south side of Owens Drive, east of Willow Road could become a demonstration project to show how a mixed-use development could take advantage of its proximity to BART and become part of a larger pattern to transform Hacienda from a campus into an urban neighborhood.

### Alternative 2

- The north end of Willow Road could be used as a demonstration project to reduce the width of the roadway and create a pedestrian-friendly, mixed-use street linking BART with the heart of Hacienda.



Aerial image of Hacienda's northern end



Alternative 2 Willow Street

# XI. Infill Strategy: An Illustrative Scheme

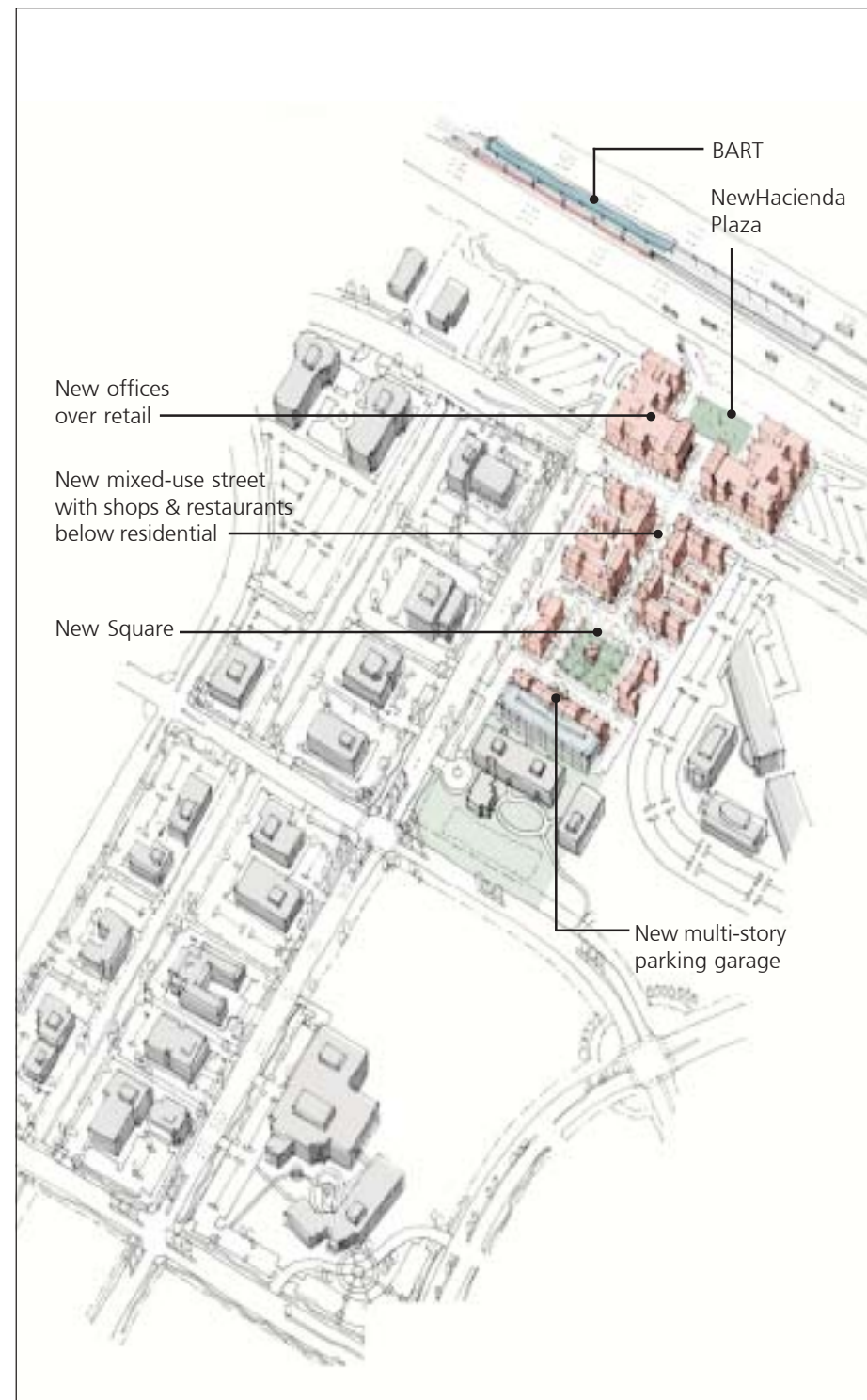
## First Phase

The accompanying diagrams show an idea about place making and are not in any way definitive plans. They indicate the potential shown in order to indicate the possibilities and the necessity of having a master plan for future development at Hacienda.

These illustrative drawings evolved from Alternative One shown on the previous page. The first phase could be to build a new street parallel to Willow Road, lined with a limited amount of ground floor retail, residences and small professional offices. This would begin a truly mixed-use environment that could serve Hacienda and the City of Pleasanton. The new street could lead to a Square lined with shops and residences above, similar to those found in other attractive Bay Area towns such as Healdsburg or Sonoma.

- The new street should be narrow in width with on-street parking and wide sidewalks.
- The ground floor retail should consist of restaurants and neighborhood convenience stores to serve not only the new residents living above, but also the office workers in Hacienda who currently have to drive to their lunchtime destinations.
- Residential development could be built at moderate density (25-35 Dwellings per Acre) and be similar in scale with the buildings in downtown Pleasanton.
- The new 2 or 3 story residential development can take advantage of its proximity to BART and reduce the city's parking requirement from 2.5 cars per dwelling to 1 car per dwelling. Visitor parking can be provided on street.
- The initial phase need not make any reduction to the width of either Owens Drive or Willow Road. Any changes there could occur at a later phase.

If BART were to join with others the existing surface parking lots could be transformed into development sites by constructing structured parking garages as has occurred at other BART stations such as Pleasant Hill and Hayward. The BART parking lots could then be transformed into a gateway project for Hacienda with a new town plaza surrounded by mixed-use development above ground floor retail.



Axonometric Phase I



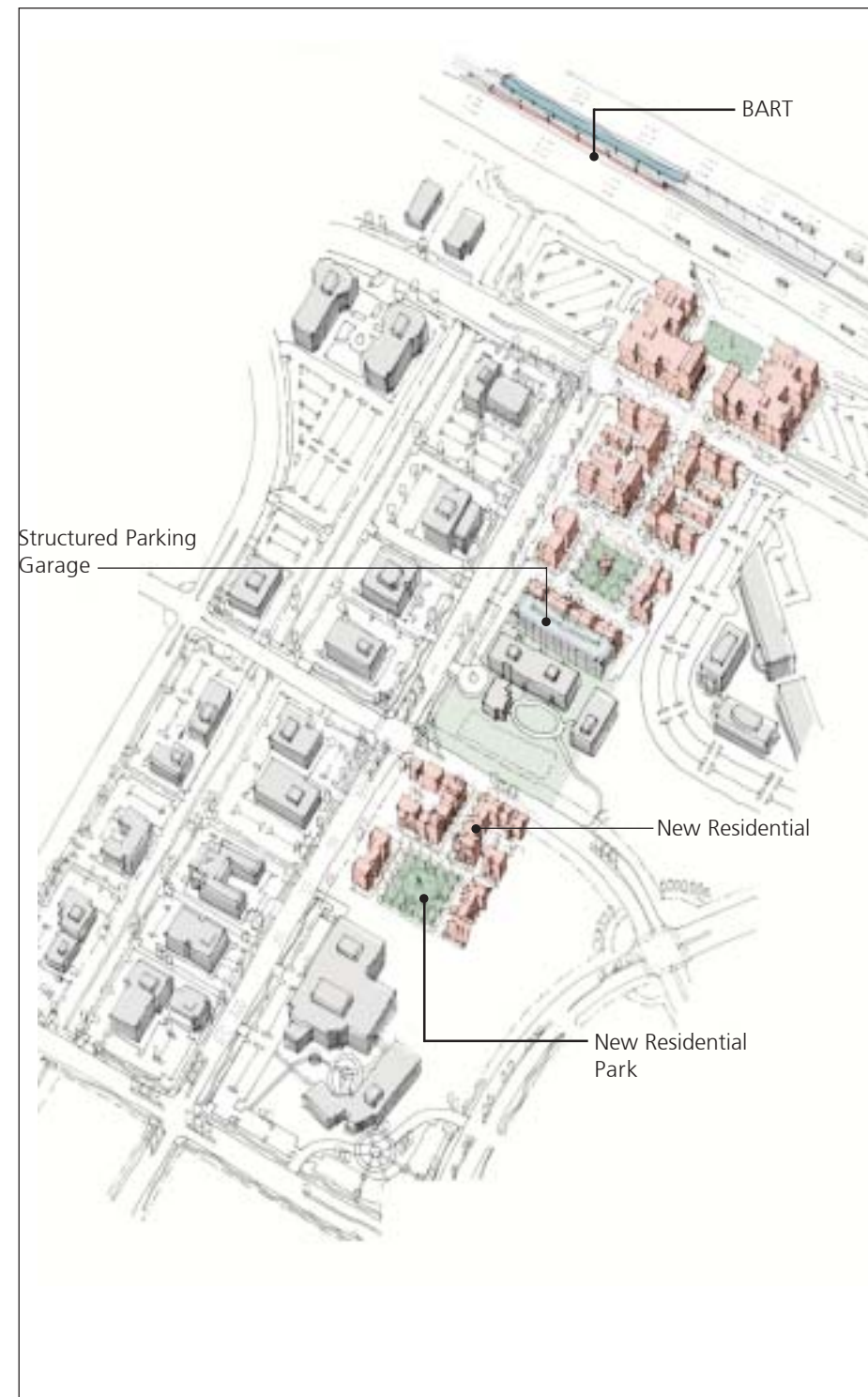
Parcel Phase I

# XI. Infill Strategy: An Illustrative Scheme

## Second Phase

The next phase of development could take place on the empty parcel south of Gibraltar Road and east of Willow Road. This phase could be all residential and built along new streets and mid-block squares to create a continuation of the first phase of development.

- 2 to 3 story townhouses with 'tuck-under' parking at the rear combined with apartment buildings consisting of stacked flats and podium parking.
- Narrow-width commercial office buildings for professional businesses.
- A mid-block park as a neighborhood open-space amenity.
- The first structured parking garage to replace existing surface parking lots for future mixed-use along Willow Road.
- Additional development including a new structured parking garage at BART, similar to that in Phase 1.



Axonometric Phase II



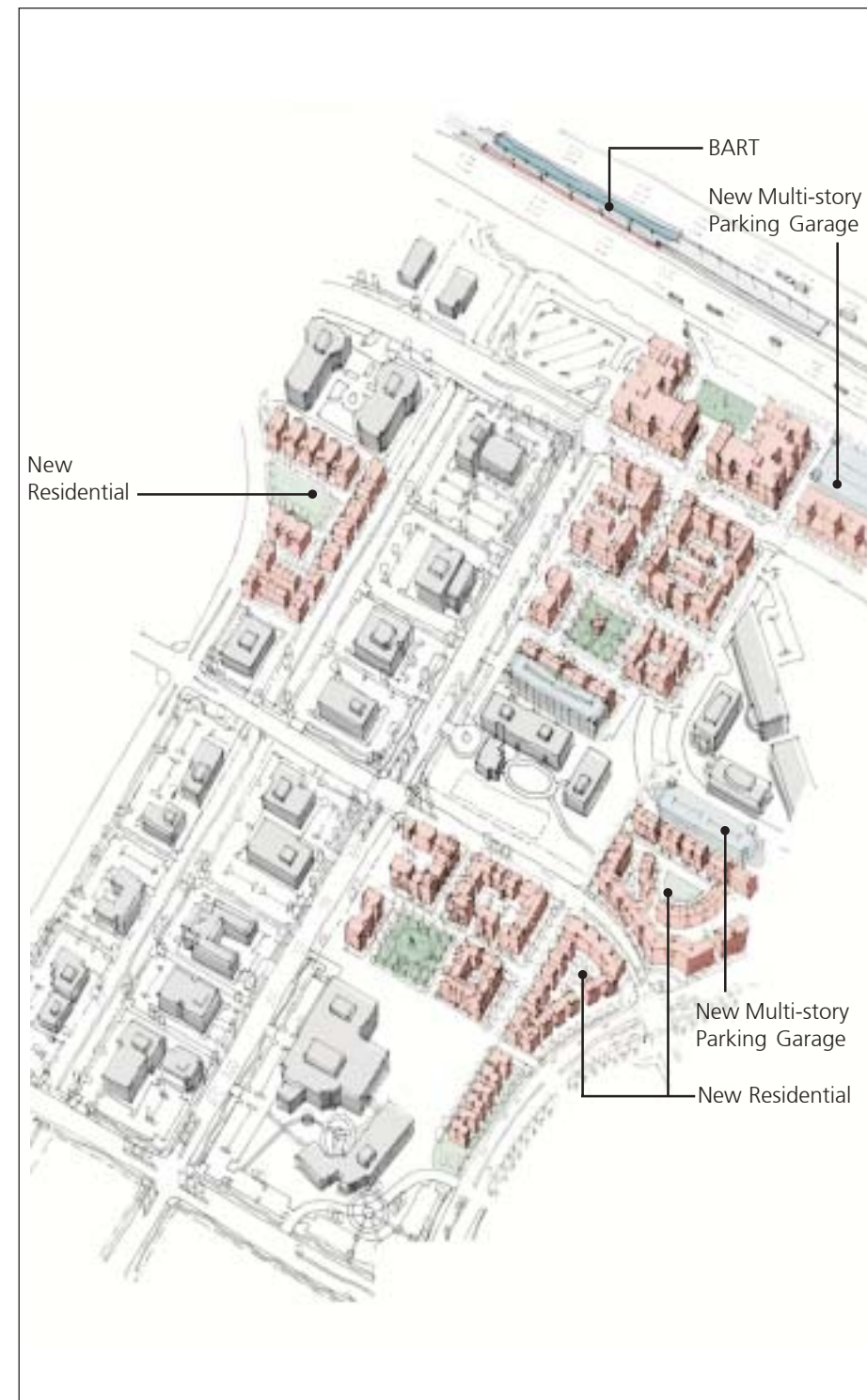
Parcel Phase II

# XI. Infill Strategy: An Illustrative Scheme

## Third Phase

A third phase could occur along Hacienda Drive and add to the initial phases linking them with the existing residential projects to the east.

- A combination of townhouses and stacked flats with podium parking.
- A new mid-block park serving as an open space amenity.
- Infill development along a narrower Willow Road right-of-way from Owens Drive to Gibraltar Road.
- A new mixed-use development over a parking podium behind the Lincoln Center on Chabot Drive.



Axonometric Phase III



Parcel Phase III

# XI. Infill Strategy: An Illustrative Scheme

## Fourth Phase

A fourth phase could continue the patterns of development from the earlier phases and transform both Willow Road and Chabot Road into narrower mixed-use streets as well as propose transformation to the drainage channel.

- Chabot Canal could be transformed from a drainage channel into a riparian greenway with a more natural looking creek.
- New structured parking garages could be built to liberate land along Willow and Chabot Roads for mixed-use development.



Axonometric Phase IV



Parcel Phase IV

## XII. Transforming Willow Road

The two images show by computer simulation how Willow Road could be transformed from its existing condition into a pleasant pedestrian-friendly street. This could be accomplished by the following:

- Making the curb-to-curb dimension narrower
- Planting continuous rows of canopy street trees
- Permitting on-street parking as a traffic-calming device to slow traffic down and create a safer pedestrian environment
- Encouraging mixed-use development on both sides of the street
- Taking advantage of the proximity to BART to reduce the need for high levels of car ownership for new residential development
- Creating an opportunity to build workforce housing close to jobs and transit
- Building new development in front of the existing office buildings, while retaining their entrance visibility
- Providing new structured parking garages in place of existing surface parking areas



Existing Condition shows wide empty road, single use, and no pedestrian activity.



Transformation into a mixed-use street with dwellings above retail, a narrower road with on street parking and lively sidewalks.

### XIII. Housing Types at Various Densities

Here are examples of housing types at various densities similar to those already existing in Hacienda

Illustration #1 shows 1 and 2 story Single Family Houses with side-yard garages at a density of 10 dwellings per acre. This is similar to Avila and Valencia.

Illustration #2 shows 2 story Row houses with rear lane garages at a density of 20 dwellings per acre. Although a different housing type, this density is similar to Archstone and Springhouse.

Illustration #3 shows "Tuck-Under" housing with 2 to 3 story townhouses with rear accessed garages at a density of 27 dwellings per acre. This is similar to Siena and Verona but with a higher density.

Illustration #4 shows 2 and 3 story stacked flats over ground floor retail with rear accessed parking in a communal podium garage at a density of 35 dwellings per acre.



1. Density of 10 Dwelling Units/Acre, similar to Avila and Valencia. Single Family detached dwellings.



2. Density of 20 Dwelling Units/Acre, comparable to Archstone. Attached Row houses.



3. Density of 27 Dwelling Units/Acre comparable to Springhouse. "Tuck Under" townhouses.



4. Density of 35 Dwelling Units/Acre. Stacked flats over retail, podium parking behind.

## XIV. An Idea About Chabot Canal

### Transforming the Canal Into a Greenway

The existing Chabot Canal is currently a drainage ditch and is designed solely as a flood management element rather than as an amenity.

It could be transformed into a riparian greenway with a more naturally configured creek, landscaping and with pedestrian and bicycle trails along its banks.

The two illustrations below show examples of what it might be like and how it could enhance the value of the adjacent properties. Proper riparian planting could make the canal a safe and attractive amenity in both its wet and dry condition.



Existing Chabot Canal



Potential Riparian Greenway

## XV. Sustainable Architecture and Urbanism

Hacienda has the possibility of taking a lead in encouraging buildings and infrastructure that are sustainable and environmentally sensitive. Many of the recent generation of new office buildings in Hacienda, such as Shaklee, already have environmentally intelligent elements such as sun-shading devices on the south and west facing windows.

Future buildings could be designed with the following elements:

- Narrower floor plates to permit greater daylight penetration to every workspace.
- The use of light-shelves as well as sun-shading devices to control the amount of daylight and avoid glare.
- Green roofs to provide greater thermal mass for winter cold and better insulation against summer heat.
- The use of north-lights and clerestory roof monitors to distribute daylight on the upper floors of buildings.
- Employ systems such as 'night air cooling' that draws cooler night air through the building overnight to bring down the ambient temperatures before the following day's cycle of heat gain occurs.



Beddington Zero Energy Development  
Peabody Trust, Bio Regional, Bill Dunster Architects



Mont-Cenis Training Center, Herne-Sodingen, Germany  
Jourda & Perraudin Architectes, Jourda Architectes  
Photographer: Paul Raftery  
Architectural Art League of New York's Ten Shades of Green Exhibition



## **Hacienda Business Park**

Opportunities

