



Hacienda Business Park TOD Specific Plan  
Update Memo  
February 22, 2006

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***Introduction***

The purpose of this memo is to provide an update on the Hacienda Business Park Specific Plan. We are preparing memos on a regular basis, to provide information about schedule, meetings, research underway and products and background information that is available. This is the fifth update memo.

The project team working on the Hacienda Business Park TOD Specific Plan Includes:

- Hacienda Business Park Owners Association, James Paxson
- East Bay Community Foundation, Allison Brooks
- EDAW Inc. (Land Use Planning and Design): Adena Friedman, Nick Haskell, Sierra Russell
- Strategic Economics (Market Analysis): Dena Belzer, Wells Lawson
- Fehr & Peers (Transportation Planning and Engineering): Richard Lee, Patrick Golier
- Freedman Tung & Bottomley (Comparative Analysis): Ellen Greenberg, Sarah Sapone, Eric Eidlin

***Core Stakeholders Update***

Over the past few months, we have held another series of meetings with all of the Core Stakeholders. As you are aware, a major focus of these discussions was an examination of a "minimum viable alternative" for the core properties which was directed by the Pleasanton City Council as a result of the presentation made at the end of last October. The key result of these discussions was confirmation by the Core Stakeholders that the programs proposed during the initial round of meetings were both the preferred and viable options for their sites.

Another important function of these meetings was to provide an update on the City of Pleasanton's General Plan Update process; specifically regarding the housing cap, competing projects within the City, and the impact that these could have on the residential unit count within the Hacienda Specific Plan Area. Since the initial meetings with the Core Stakeholders, the Pleasanton Planning Commission and City Council have further reviewed additional areas in Pleasanton where housing may be a viable option.

Along with Hacienda, the Commission and Council are primarily looking at housing at the Staples Ranch property, the West Dublin BART station, and additional units to be reserved for future planning efforts. It is among these sites that the Commission and Council will distribute the roughly 1,685 units available for allocation that represent the difference between the 29,000 unit housing cap and units that have been approved, built, or zoned (mid-point density) for residential use today. The number of units at Staples Ranch will largely be decided by the Commission and Council's determination if the units contained within this project are counted as housing units, and not assisted living units which have historically been designated as office/medical uses (rather than residential units).



The impact of these additional requests varies, as the number of units under consideration has not been determined and factors that will determine the actual amounts will be the subject of considerable future deliberation by the Planning Commission and City Council. Depending on the results of these discussions, the requests could total as few as 350 units (assuming that units are only needed for the West Dublin/Pleasanton BART station and none are set aside for Staples Ranch or for future planning efforts), and up to as many as 1,150 units (350 units for the West Dublin/Pleasanton BART station, 300 units for Staples Ranch and 500 units for future planning). It is likely that the actual amount will fall somewhere in between. In addition, some discussion has also been held concerning density transfer of units in the east and west hills areas which could make approximately 150 additional units available for development elsewhere in the city.

### ***Land Use Scenarios***

We are currently in the process of finalizing the development and analysis of land use scenarios. These scenarios focus on the core plan areas, and also include broader urban design concepts for the entire Plan Area, including land use mix, pedestrian connections, streetscape improvements, and public spaces and amenities.

Based on the responses from the Pleasanton City Council and Planning Commission at the October workshop, we have developed a range of scenarios incorporating residential, commercial, and office land uses with the goal of comprehensively moving the entire development toward a more fully integrated mixed-use plan that results in a community that provides an identifiable amenity to the City of Pleasanton. The land use scenarios are being analyzed based on how well they meet the goals of the Hacienda Business Park Specific Plan; focusing on the following qualitative and quantitative factors:

- Stakeholder programs and goals
- City Council and Planning Commission Direction
- Traffic Impacts
- Economic Feasibility
- Community design and planning goals

We are experiencing a schedule delay in terms of completing the traffic analysis for the land use scenarios, as we are working closely with City staff in order to come up with a methodology that is acceptable to the City, and that meets the needs of the planning process. This has necessitated some additional review of the traffic modeling inputs prior to conducting the actual model runs. The City is also reviewing our traffic inputs, and our range of land use scenarios in preparation for an upcoming joint workshop with the Pleasanton City Council and Planning Commission. This meeting will begin to look at how the preliminary road network chosen by the Council and Commission work with various land use scenarios. This meeting is tentatively scheduled for March 28. It is essential that our traffic methodology and land use scenarios have complete buy-off from the City at this stage in the process, as the preferred land use scenario will be a major input into the City's General Plan Update process.

With confirmation of our modeling methodology, we will complete the traffic analysis. With the completion of the traffic analysis and its incorporation into the scenarios report,



we will present the scenarios and the analysis in a workshop format to all of the Core Stakeholders. We are anticipating holding this workshop during the next several weeks. We are awaiting feedback from City staff regarding the land use scenarios, and will be following up with all of the stakeholders shortly to determine a specific date.

However, we are prepared to present a full outline of the scenarios and planning assumptions later this week to provide the Core Stakeholders with the framework for the scenarios, and a discussion of the inputs within the deadline that had been discussed earlier. This outline will be accompanied with additional background materials (preliminary report outline, graphical illustration of urban design and planning concepts for the Plan Area, table of planning and entitlement benchmarks needed to advance the plan, etc.), that will ultimately become a part of the scenarios report.

In this regard, it should also be noted that the Pleasanton Planning Director has requested that an additional scenario be developed which excluded housing as an option on the CarrAmerica and Nearon sites. Because this land use scenario does not take into account key objectives of two of the core stakeholders and the previously stated goals of the Specific Plan, it is suggested that this scenario not be pursued at present in favor of the stakeholders working cooperatively to establish a program that recognizes the objectives of all of the core stakeholders. The scenarios that will be presented should provide a good starting point for this discussion.

### ***School District Update***

We have recently met with the Pleasanton Unified School District to discuss their needs regarding school facilities to serve new residential development within Hacienda. District staff provided both a schedule of fees and the latest school demography report and the Consultant Team provided District staff with a general review of the project. Based on the recent findings in the demography report and the project description provided of the units proposed for Hacienda, the District staff indicated that new school facilities within the Plan Area may not be needed and that the fees generated from the project could be better used to enhance existing and currently planned facilities.

Further examination of the student generation rates for proposed Hacienda development will occur, as the School District noted that these may actually be lower than estimates used for existing Pleasanton households contained in the recent demography report. The Hacienda land use scenarios will be forwarded to the District and analyzed for unit size, count and location. An additional meeting will be scheduled with District staff shortly thereafter to continue discussions.

### ***Next Steps***

As noted, the preliminary scenarios overview will be distributed later this week. We will be requesting concurrence from all of the stakeholders on the proposed direction for moving forward with a range of land use scenarios. Specific actions needed by the stakeholders will be outlined with the overview.

### ***Website***

Please visit: <http://tod.hacienda.org> to view Hacienda studies and reports, City of Pleasanton studies and reports, and other studies that relate to planning for transit-oriented development—locally, regionally, and nationally. Several new studies have been posted on this site recently, and all of the past update memos can also be found on this website.



**Contact Information**

If you have any additional questions about the planning process, please contact:  
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Thank you for your continued participation and interest in the Hacienda Business Park TOD Specific Plan process.