



Hacienda Business Park TOD Specific Plan  
Update Memo  
August 3, 2005

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***Introduction***

The purpose of this memo is to provide an update on the Hacienda Business Park Specific Plan for the core group stakeholders. We will be emailing out memos on a regular basis, to provide information about schedule, meetings, research underway and products and background information that is available.

The project 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
- 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

***Stakeholder Interviews***

Over the past several months, we have conducted stakeholder interviews with all of the core group stakeholders in the Hacienda Business Park Specific Plan Area. These interviews were very informative, and provide an opportunity for us to learn about the core stakeholders' goals for their properties, and also to discuss overall project goals and schedule. Interviews were held with the following core stakeholders:

- BART
- Roche and Standard Pacific Homes
- BRE
- Nearon Enterprises
- Shaklee
- W.P. Carey (via telephone)

The information gathered at the stakeholder interviews provides a baseline for beginning to develop land use alternatives for the Specific Plan.

***City of Pleasanton Meetings and Coordination***

As part of the Specific Plan process, we have also been meeting with the City of Pleasanton, specifically to discuss General Plan coordination and timing. We have met with representatives from the Planning Department, Public Works, and also with the City Manager. We will be meeting with City staff periodically throughout the process, to ensure that the Specific Plan is closely coordinated with and aligned with the General Plan Update Process.

One of the immediate tasks to coordinate with the City is the use of the approved circulation network, which is needed for traffic modeling for the Specific Plan. The City Council is scheduled to approve a circulation network at a work session on August 30.



Additionally, we will be presenting background information and goals of the Hacienda Business Park TOD Specific Plan at a joint Planning Commission and City Council Workshop. A date has not been set yet, but it will tentatively be in mid-October.

### ***Studies Underway***

Currently, all of the Hacienda team members are working on assessing the existing conditions in the Specific Plan Area, including existing land use and building patterns, circulation network, community design, and market conditions. This baseline data, along with the information gathered through stakeholder interviews and input from City staff, will help inform the land use alternatives. We have begun to consider conceptual alternatives, and will be developing more precise land use alternatives over the next two months. We anticipate meeting with the core stakeholders in September or October to discuss land use alternatives.

Additionally, our team is currently conducting case studies of other transit-oriented developments locally, regionally, and nationally. The purpose of these case studies is to learn about the relationship between transportation performance characteristics and land use and urban design characteristics, transportation supply factors, and programmatic efforts such as parking management. The results of this case study analysis will help to create a cohesive transit-oriented development strategy for the Hacienda Business Park.

### ***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 recent studies that are posted on the website include the Hacienda Mixed Use Retail Market Analysis, a Review of Literature on Trip Generation Relevant to the Hacienda Business Park, and Redefining Progress. These studies were all funded by the East Bay Community Foundation, and were completed as a precursor to beginning work on the TOD Specific Plan project.

### ***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.