



Hacienda Business Park TOD Specific Plan
Update Memo
December 12, 2005

Introduction

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

Alternatives Development Process

In the past several months, the Specific Plan project team has been working closely with City staff and with Core Team members to develop a range of land use alternatives that is feasible. Within the next two months, the project team will be fully developing and testing a range of alternatives, and we plan to present a range of alternatives, including a preferred alternative, to the City decision makers by the end of February.

Alternatives development is an iterative process, and includes design, transportation, economic, and environmental considerations. The Specific Plan project team is in the process of meeting with all of the Core Stakeholders to discuss the alternatives development and analysis process. We are requesting specific feedback from the Core Stakeholders in terms of desired product type and densities.

As discussed further in this report, it is important that we present a feasible range of alternatives to the City Council and the Planning Commission.

City Council and Planning Commission Joint Workshop

On October 25, 2005 the City of Pleasanton City Council and Planning Commission held a joint workshop to discuss the Hacienda Business Park Specific Plan in context of the General Plan Update and land use planning for the City as a whole. Several members of the Hacienda Specific Plan team gave a detailed presentation, including Specific Plan goals, background information, and information regarding elements of a successful transit-oriented development. The entire PowerPoint presentation is available to be downloaded as a PDF on the Specific Plan website at:

<http://tod.hacienda.org/SP/home.html>.



One of the main questions posed to the City Council and Planning Commission from the Specific Plan team was the need for direction on developing a range of land use alternatives. Both the City Council and Planning Commission engaged in discussions regarding the Specific Plan Area, and provided good direction and feedback to the Specific Plan team, specifically regarding the question of land use alternatives, and a range of residential units.

Additionally, both Commissioners and City Council members requested more data and information explaining how transit-oriented development is implemented.

Following is a summary of some of the main points and questions raised at the joint workshop

- The Commission and Council are in favor of TOD as a concept—the Specific Plan team needs to provide more data about how it works in reality as we move forward
- Hacienda Business Park needs to be integrated with the City of Pleasanton, in terms of design, connections, amenities, etc.
- Look at potentially lower housing numbers that could sustain a successful TOD (as part of developing a range of alternatives)
- Need to have a discussion of housing units city-wide
- Maintain economic stability in the City. Ensure adequate office, retail, and commercial uses in Hacienda Business Park.
- Show a range of land use scenarios:
 - ***What would the top of the range be (maximum number of units and development intensity)?***
 - ***Examine a smaller/less dense and intense alternative, with TOD characteristics***
 - ***Examine the lower end of alternatives, without losing sight of TOD goals. What is the lowest possible alternative that is still feasible, from a development and a TOD standpoint?***
- The Specific Plan team must provide more examples of TOD (design examples of successful TODs in other locations)

Additionally, a field trip to visit successful TOD projects in the Bay Area was suggested as well.

Feedback from the Mayor and City Manager

In addition to the feedback and input received at the joint workshop, the Hacienda Business Park Board of Directors also met with Nelson Fiahlo, City Manager, and with Mayor Jennifer Hosterman, and received additional direction regarding land use alternatives.

Future presentations should focus on the following elements:

- Developing and analyzing a feasible and realistic range of land use alternatives



- Connectivity between Hacienda Business Park and the rest of the City, both in terms of physical connections, as well as the provision of amenities and high quality design elements.

Additionally, this meeting re-iterated the importance of working within the context of the City's General Plan Update.

Additional Meetings

The City of Pleasanton held an additional land use workshop on November 29, 2005. One of the main topics of discussion was the unit allocation for the Staples Ranch, which includes an assisted living facility for seniors. The question up for discussion is whether the assisted living facility units should count as residential units under the City's housing cap. Traditionally, assisted living facility units have been considered a commercial land use. However, the City is considering counting these units, or a portion of these units, as residential units, which will affect the residential unit allocation for other projects within the City, including Hacienda Business Park. At the November 29 workshop, no decision was reached as to the unit allocation for Staples Ranch. Further discussions will occur at future land use workshops; dates for these workshops will be distributed to the Core Team as they are available.

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. The website also contains recent presentations, and past progress reports.

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.