

Hacienda Business Park Transit-Oriented Specific Plan

Pleasanton, CA



The owners of the 900-acre Hacienda Business Park are contemplating ways of transforming this suburban employment center into a more vibrant mixed-use environment. As part of this effort, FTB is advising the Owners' Association and a team of consultants on how concentrating activity, deploying urban design techniques and altering the transportation system can influence travel patterns and take advantage of the adjoining Dublin/Pleasanton BART station.

BEFORE

- Premiere suburban business park in outer ring suburb
- Largest business park in Northern California with limited mix of uses and range of FAR from .25 to .6
- Development agreements make intensification contingent upon ability to limit traffic impacts
- BART station (terminal of Dublin/Pleasanton line) at northern edge of property

ASSIGNMENTS

- Investigate case studies of "business park urbanism" to learn about transformation efforts nationwide
- Analyze transportation / land use research to understand the potential transportation impacts of creating an urban character at the Park, characterized by a finer scale of development, greater intensity and greater mix of uses
- Formulate specific plan strategies with Project Team and Business Park owners

OUTCOMES

Specific Plan studies underway (2005)

- Preliminary conclusions report on interest nationally in diversifying business park uses and distinguishing locations through creating urban character
- Identifying a possible "smart growth" scenario that addresses local community concerns about traffic, open space, fiscal impact and regional housing needs through intensification and diversification of business park properties under an integrated urban plan

CLIENT: EDAW for Hacienda Business Park Owners' Association

IN COLLABORATION WITH: EDAW, Strategic Economics, Fehr & Peers

FTB: When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



Located within the great activity concentration of the Bay Area's I-680 corridor, Hacienda Business Park is an employment center contemplating a transformation to a more urban character



Surface parking and the constraints of existing development agreements pose a challenge to intensification.



The Dublin-Pleasanton BART station offers an attractive commute option to some commuters, but only provides direct connections to destinations located west of the park. The station's potential as a center for transit-oriented development is diminished by its location in a freeway median.