



ECONOMIC VITALITY COMMITTEE REPORT

October 20, 2022
Economic Development

TITLE: RECEIVE PRESENTATION: PAST, PRESENT, AND FUTURE OF HACIENDA

BACKGROUND

In 2013, the City Council adopted the current Economic Development Strategic Plan, which the Economic Vitality Committee uses as the foundation for its work. The plan comprises three focus areas:

- Priority Area A: Business Development and Communication
- Priority Area B: Built Environment and Workforce
- Priority Area C: Economic Health and Resilience

There is a specific action item toward Priority Area B: Built Environment and Workforce that is related to the Hacienda business development, which at 875 acres, consists of over 11 million square feet of existing, mixed-use, transit-oriented space.

B2. Identify potential development and redevelopment sites to provide updated space, contemporary worker housing, and/or amenities.

City staff will identify opportunity sites in existing employment centers or near transit that have the potential to be developed and redeveloped into housing, retail, or other amenities. The City will assist motivated property owners seeking to develop and redevelop sites that can provide amenities or housing for workers.

In the description of Built Environment and Workforce, the plan notes “Pleasanton’s built environment offers many advantages for business development. In addition to providing excellent regional access through highways and transit, the City contains high-value, cost-competitive office and flex space that can accommodate a wide range of users, from large corporations to small manufacturers. At the same time, Pleasanton offers top-notch amenities and services to residents, workers, and visitors. However, because much of the City’s housing and commercial space was built in auto-centric, low-density development patterns, the types of products currently offered are not in sync with changing employer and worker preferences. The existing employment centers are not well integrated with housing and retail, and some lack adequate data infrastructure. There is a need to provide the mixed-use, pedestrian-friendly, amenity-rich workplace districts integrating retail and housing that are increasingly sought by innovation-focused firms and workers.

The goal for this Priority Area is to enhance Pleasanton’s position as a desirable place to do business by encouraging the evolution of aging employment centers to better

respond to changing demand, through a combination of strategies that address land use and zoning changes, multimodal access improvements, and data infrastructure needs.”

DISCUSSION

Hacienda, managed by the Hacienda Business Park Owners Association, is celebrating its 40th year in the city of Pleasanton. The first development phase began in August 1982 and Hacienda has seen an impressive history of growth with currently 650 companies employing approximately 18,000 people. Some of Pleasanton’s largest companies, including Oracle, Kaiser Permanente, Roche Molecular Systems, Stanford Healthcare Tri-Valley, Veeva Systems, Ice Mortgage Technology, ADP, Gap, and Tekion are located in Hacienda.

To advise City staff and the City Council on future economic trends, it is valuable for the Economic Vitality Committee to have an understanding of the past and planned evolution of Hacienda, particularly most recent developments that provide a mix of commercial and retail space, housing, and amenities and serve as a foundation for maintaining Pleasanton’s strong employment base. To provide this background, General Manager James Paxson will offer an overview of Hacienda and how he guides the continual repositioning of Hacienda to remain a premier location in which to work and live in the Bay Area.

ACTION: RECEIVE PRESENTATION AND OFFER FEEDBACK