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August 28, 2018

Hacienda PUD Narrative
PUD-81-30-57M/58M
PUD-85-08-30M/31M
RECEIVED November 30, 2018
EXHIBIT B

Ms. Ellen Clark
Planning Manager
City of Pleasanton
200 Bernal Avenue
Pleasanton, CA 94566

Re: **Planned Unit Development Modification**
Design Guideline Update

Dear Ellen:

The Hacienda Owners Association herewith submits two applications to the City of Pleasanton for modifications to Hacienda's Planned Unit Development (PUD). The first application is being submitted in order to update a number of provisions in the master Hacienda PUD. The second application is being submitted to similarly update Hacienda's Design Guidelines. A description of these applications and the modifications related to each follows.

The purpose of these modifications is to make current components of the underlying project documents that guide and govern development within Hacienda. As will be described in the following narrative, these updates are needed to: remove inconsistencies that have developed over the years, aid in the streamlining of the process by which development in Hacienda is reviewed and approved, unify the approach by which the overall amount of development in Hacienda is determined, align Hacienda design standards with current city practice and law, better coordinate use provisions within Hacienda's PUD with recent changes to the city's zoning code, and consolidate new design standards that were promulgated through the Hacienda TOD Standards and Design Guidelines adopted in 2011 and the Housing Site Development Standards and Design Guidelines adopted in 2012 with Hacienda's previously approved design standards into a single resource.

It is important to note that this effort is fundamentally focused on the aforementioned objectives which are designed to help create uniformity, consistency, transparency and continuity between the various project documents governing Hacienda. To accomplish this, a detailed examination of the existing Hacienda PUD and Design Guidelines took place with the purpose of bringing these current and consolidating the myriad minor changes to the master Hacienda PUD, as well as other city, ordinances over the years. The result are the documents that have been submitted with this application. What is equally important to note are the changes that were not made during this update. This application does not seek to change the total amount of development available to the project nor is it seeking to amend the development standards, including such things as Floor Area Ratio and site coverage, for any sites within Hacienda. Likewise, none of the site-specific PUDs that have been established for individual projects approved within Hacienda are proposed for modification. The changes proposed simply seek to make the project documents current by directly incorporating the cumulative modifications that have been made which have a bearing on these documents over the last twenty-five years.

As you are aware, Hacienda is governed by two master Hacienda PUD ordinances, PUD-81-30 and PUD-85-8, and their subsequent modifications. These PUDs outline the general conditions governing development in Hacienda and play a significant role in shaping the type, function and appearance of Hacienda over time. While literally hundreds of changes to the Hacienda PUD have occurred over the years as projects have been added and conditions modified, there are a few key ordinances which have played important roles in defining Hacienda's size, underlying structure and design. A summary of these and review of their importance to the current application follows.

- *Ordinance 1040* This ordinance was passed on June 22, 1982 and established the guidelines for the first Planned Unit Development for Hacienda. The ordinance approved the first phase of Hacienda and covered 573 acres of property. The plan broke down the acreage into use districts including: office (garden, general and midrise), industrial warehousing, research and development/light manufacturing and a combination of retail/commercial/financial. A list of 109 conditions accompanied the ordinance and outlined a variety of improvement triggers and conditions that had to be met in order for development to proceed. The conditions capped development at approximately 8.2 million square feet. More importantly, the conditions outlined specific

traffic mitigation requirements that accompanied the project and established Level of Service standards that would need to be met on a site specific basis in order for any single development to move forward. The ordinance also outlined general permitted uses by district. In addition, a number of general design criteria were also elaborated in the Conditions of Approval and a relationship established with park documents such as Hacienda's Covenants, Conditions and Restrictions, and the Design Guidelines.

- *Ordinance 1109* This ordinance was passed on November 22, 1983 in response to a challenge in Alameda County Superior Court that the original plan for Hacienda was not consistent with the General Plan Growth Management Element. An amendment to the Growth Management Element was prepared and the project was submitted for reapproval under Ordinance 1109. The project size and allocation of uses by use district was identical to the previous ordinance. A list of 110 conditions accompanied the ordinance outlining virtually the same requirements as were established in the previous ordinance. The ordinance also outlined a list of satisfied or partially satisfied conditions and the progress made towards meeting specific requirements.
- *Ordinance 1246* This ordinance was passed on March 18, 1986 and permitted a second phase to Hacienda's plan in the form of 260 additional acres. As with the original ordinances, the plan addition broke down the new acreage into use districts using the classification scheme that had already been developed. A list of 32 conditions accompanied the ordinance; some coming as new conditions and some as restatements of previous conditions that were now being applied to the new area. The conditions capped development in the new area at around 4.4 million square feet for a total cap on Hacienda development of approximately 12.6 million square feet. This ordinance also began a pattern of more directly referencing a series of tables that outlined zoning and permitted uses housed within Hacienda's Covenants, Conditions and Restrictions. As will be noted below, while this created an important link to material established as part of the agreement among Hacienda's owners, it also eventually became a problematic arrangement as the various documents were not always modified at the same time and were subject to two different systems of review and approval. Moreover, the permitted uses now outlined in both Hacienda's Covenants, Conditions and Restriction and the Planned Unit Development ordinances were still subject to city zoning code. While these use lists were originally derived from city code, they were also subject to a different modification system and did not always keep pace with changes within the city code itself. This has meant that use verification needs a review against Hacienda's Covenants, Conditions and Restrictions, the use tables within the Planned Unit Development ordinances and city code before a determination of compliance can be achieved.
- *Ordinance 1325* This ordinance was passed on August 4, 1987 and provided a restatement of the entire Hacienda plan. The previous ordinances were repealed and Ordinance 1325 was established in their place. A list of 29 conditions accompanied the ordinance which combined and applied relevant conditions from previous ordinances across the entire project and recognized that many of the original conditions of development had been satisfied. Uses were divided into the following districts: OGPD (garden office), OPD (general office), OMPD (mid-rise office), IPD (industrial park) and CPD (commercial). Districts were then further correlated with sections of the city zoning code. One additional significant change occurred in the overall entitlement which was lowered from the previous roughly 12.6 million square feet to 11.755 million square feet. The ordinance continued to make reference to the development tables within Hacienda's Covenants, Conditions and Restrictions as a means of establishing a source for site specific zoning, site specific development requirements and permitted uses.
- *Ordinance 1533* This ordinance was passed on January 7, 1992 and ushered in a new addition to the Hacienda plan in the form of a substantial rezoning of the park for residential development. This ordinance was not the first time such rezoning had been approved but did represent a major change in land uses affecting nearly 80 acres. The rezoned sites were given a use designation of HDR (High Density Residential). While conditions were imposed on the area being rezoned, most dealt with issues pertaining to the future residential projects on the site and only one had a substantial bearing on the remainder of Hacienda; namely the overall entitlement availability which was reduced to 10.389 million square feet. One other significant condition that was made a part of the ordinance was in the establishment of density floors for residential development. These floors were established not just as an average but on a per project basis and provided a means of characterizing the development proposed for the rezoned area.
- *Ordinance 1596/1637* This ordinance was passed on June 15, 1993 and established several important new mechanisms for both defining what development could occur in the park and the amount of development that could occur. A list of 11 conditions were made a part of the ordinance established to implement these new mechanisms. The ordinance again reduced the amount of total allowable development within Hacienda to a new limit of 9.889 million square feet. Furthermore, it divided this entitlement into two separate groups: one for properties that were already developed and one for all of the then undeveloped land. Approximately 5.2 million square feet of the total 9.889 million square feet was allocated to the developed properties and the remaining 4.6 million to the undeveloped properties. Aside from the fact that the pools were given to developed versus undeveloped land, several other important features distinguished the two groups. The first group consisting of developed properties was, in essence, left to the conditions of the previous ordinances including the way in which traffic was analyzed and that reduction of that portion of Hacienda's overall entitlement was done simply on a gross square foot of building basis and not normalized for traffic equivalency as was changed for the second group. The undeveloped land in the second group, however, was provided with a number of new characteristics. First, the lots were given flexible zoning meaning that a greater variety of uses were available to each site. In

recognition of this change, two new multiple-use classifications were created: MOIPD (Mixed Office/Industrial) and MCOIPD (Mixed Commercial/Office/Industrial). Second, the sites were given flexible design and development parameters that were established by the density of project proposed. This system varied significantly from the previous one which allocated to individual lots specific densities and specific uses. Third, and perhaps most importantly, the ordinance established a traffic based interpretation of the overall entitlement meaning that development was tied specifically to the type of traffic it generated. This was done by first equating the amount of entitlement to a certain amount of office based traffic trips. Actual draw-down of the total entitlement was then measured by the corresponding ratio of traffic trip impacts from the proposed development type to that of office. As an example, retail projects drew down the total entitlement at an accelerated rate because their trip rate was higher than that of office. The Red Robin restaurant in Hacienda, although only 7,256 square feet in size, actually reduced the total available entitlement by 45,579 square feet because of the relative impact of the presumed traffic from this type of development. Conversely, projects such as warehouses and data centers drew down less than an equivalent sized office because the ratio of the respective trip rates was less than one. This system was permitted only after extensive traffic analysis and a determination that a certain portion of the road network should be dedicated to this phase of Hacienda's development. Another distinguishing characteristic of this ordinance was that the conditions no longer referenced the tables that had heretofore been incorporated in Hacienda's Covenants, Conditions and Restrictions but went to the extent of providing them directly within the body of the ordinance. Ordinance 1637 immediately followed Ordinance 1596 and was passed on September 6, 1994. Ordinance 1637 reiterated the changes put into place by Ordinance 1596 but made a few minor corrections to the tables of information that had been overlooked previously.

- *Ordinance 2018* This ordinance was passed on March 1, 2011 and formally incorporated the Hacienda TOD Standards and Design Guidelines into Hacienda's PUDs. The Hacienda TOD Standards and Design Guidelines document was the result of a community process that was developed specifically for the purpose of creating guidance on the course of development for three sites near the BART station in Hacienda: the twelve acres at the northern end of Site 6, and all of Site 7E and Site 7G. The Hacienda TOD Standards and Design Guidelines focused specifically on the criteria for mixed-use development on these three sites. Ordinance 2018 was passed following the passage of Ordinance 1998 (which was subsequently modified by Ordinance 2012) which rezoned the aforementioned sites from their previous MOIPD designation to a Mixed-Use designation (which is shown as MCOIRPD in the PUD modification).
- *Ordinance 2044/2045/2046/2047* These ordinances were passed on September 4, 2012 and formally incorporated the Housing Site Development Standards and Design Guidelines into Hacienda's PUDs. The Housing Site Development Standards and Design Guidelines document was the result of additional work to develop standards and guidelines for zoning changes arising from the update to Pleasanton's General Plan Housing Element. The new standards and guidelines drew considerably from the Hacienda TOD Standards and Design Guidelines and were applied to six sites in Hacienda: the 8.4 acres at the western end of Site 59 (subsequently subdivided to Site 591), and all of Site 18A, Site 19, Site 23B, Site 54 and Site 56B. As with the Hacienda TOD Standards and Design Guidelines, the Housing Site Development Standards and Design Guidelines provided criteria for mixed-use development on the sites designated Mixed-Use as well as criteria for those sites designated as High Density Residential. These ordinances were passed following the passage of Ordinance 2026/2030/2033/2034 which rezoned the aforementioned sites from their previous designations (Site 59 - OMPD; Site 18A, Site 19, Site 23B - IPD; Site 54, Site 56B - MCOIPD) to a Mixed-Use designation (which is shown as MCOIRPD in the PUD modification) for Site 18A, Site 19, Site 54 and Site 56B, and HDR (High Density Residential) for Site 23B and Site 59.
- *Ordinance 2081* This ordinance was passed on October 1, 2013 and affirmed the language in the PUD that established the allowable area of non-residential development permitted under the PUD at 9.889 million square feet. For the purposes of this modification to Hacienda's PUD, what is important to note is that, while this ordinance recognized a single cap on development, it did not resolve the discrepancy that was created by Ordinance 1596/1637 in the way in which progress toward the cap was calculated. The two systems, the first being the simple square foot reduction of the sub-cap allocation for properties developed prior to 1993 and the second being the trip rate based square foot reduction of the sub-cap allocation for properties developed after 1993, were left in place with the understanding that additional work would be done to unify them at a future date.

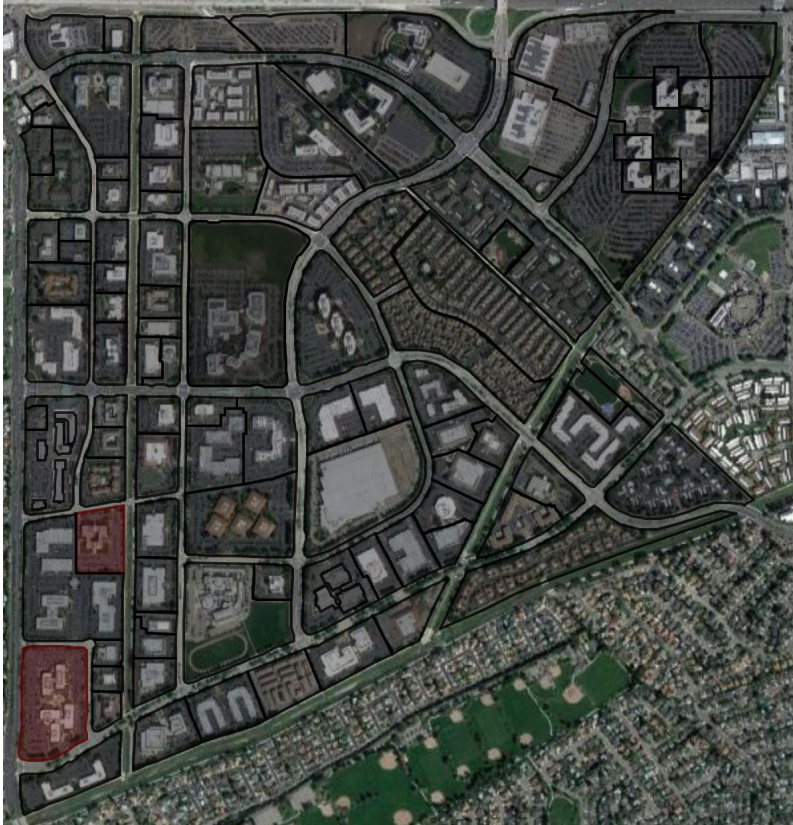
For reference, the following graphics will provide a guide to Hacienda sites and outline the location of sites within Hacienda by their PUD designation. The first graphic will provide an overview of Hacienda's sites and general land use categories. This is followed by a detailed set of illustratives that show sites by their specific PUD district designations. Sites with new district designations allocated since 1993, along with any new nomenclature proposed under the Master Hacienda PUD modification, will note both the previous PUD district designation and the new designation. While many changes have occurred to site-specific PUD district designations since the establishment of the Hacienda PUD, for the purposes of the modifications being presented, the following summaries only show changes that have occurred since 1993 as the PUD modifications made at that time were the last point at which a cumulative summary of site district designations and corresponding development conditions was presented in full within an adopted ordinance. A summary of the PUD changes that have occurred since 1993, particularly as they have modified specific sites within Hacienda, is shown in the annotated PUD modification document.



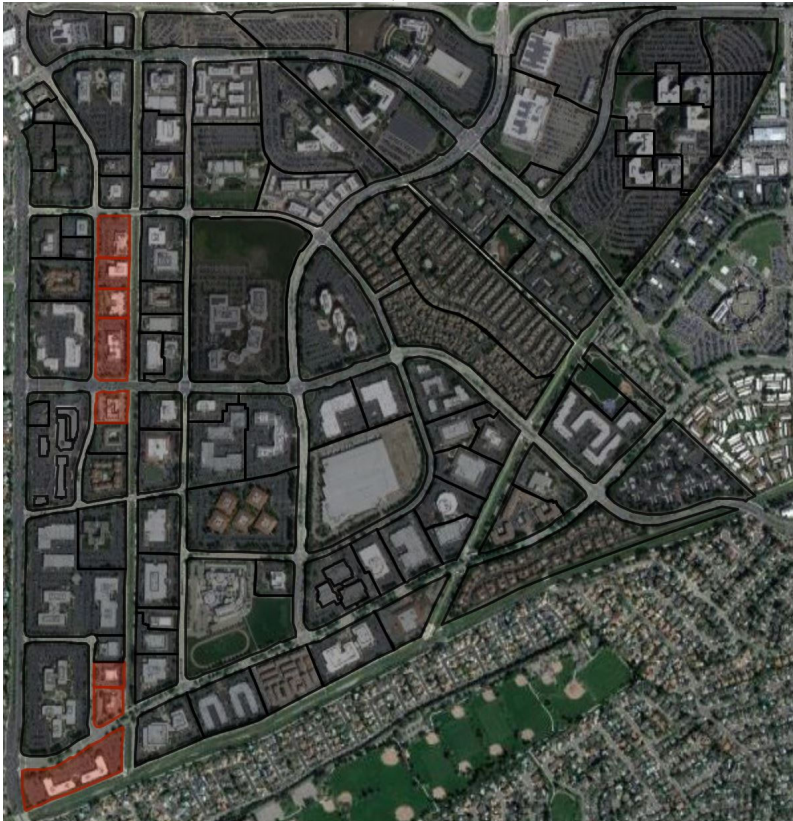
HACIENDA

- OFFICE
- OFFICE /RETAIL
- OFFICE /RETAIL /RESIDENTIAL
- RESIDENTIAL
- PUBLIC /INSTITUTIONAL
- BUILT
- APPROVED NOT BUILT

OPD Sites (General Office)



OGPD Sites (Garden Office)

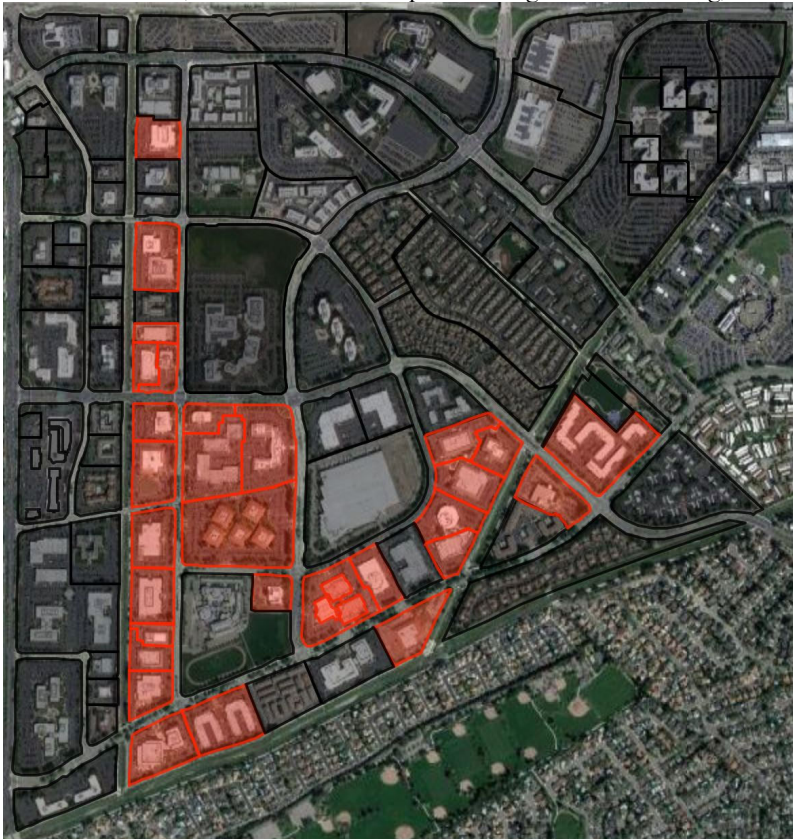


OMPD Sites (Mid-Rise Office)

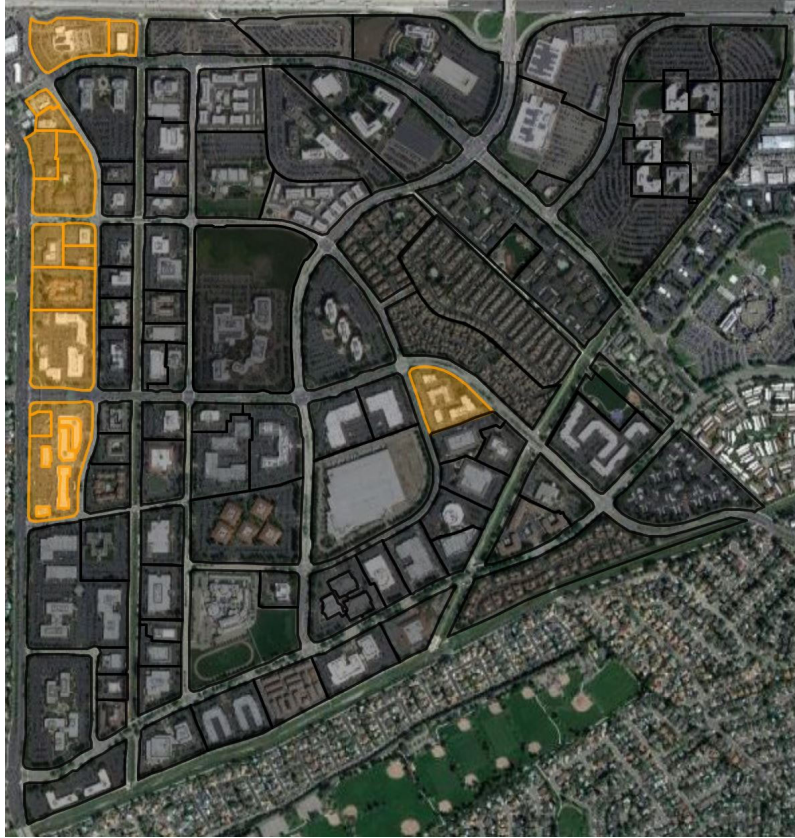


{Note: the zoning on the more westerly portion of Site 59 is actually split between OMPD and HDR; refer to the colored diagram on the fourth page of this letter for details}

IPD Sites (Research and Development / Light Manufacturing)



CPD Sites (Commercial)



MOIPD Sites (Mixed Office / Industrial)

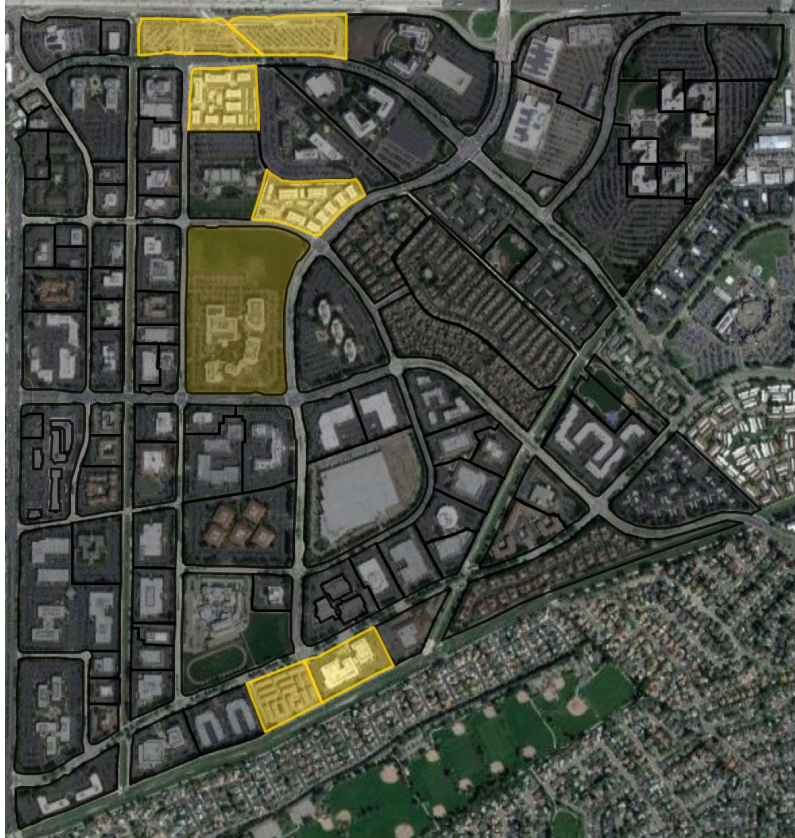


{Note: the zoning on the more northerly portion of Site 6 is actually split between MOIPD and MCOIRPD; refer to the colored diagram on the fourth page of this letter for details}

MCOIPD Sites (Mixed Commercial / Office / Industrial)



MCOIRPD Sites (Mixed Use)



{Prior Zoning: the twelve acres at the northern end of Site 6, Site 7E and Site 7G MOIPD designation changed to MCOIRPD through Ordinance 1998 (October 20, 2009), Site 54 and Site 56B MCOIPD designation changed to MCOIRPD through Ordinance 2026 (January 4, 2012), Site 18A and Site 19 IPD designation changed to MCOIRPD through Ordinance 2030 (January 4, 2012)}

{Note: the zoning on the more northerly portion of Site 6 is actually split between MOIPD and MCOIRPD; refer to the colored diagram on the fourth page of this letter for details}

HDR Sites (High Density Residential)



{Prior Zoning: Site 27B IPD designation changed to HDR through Ordinance 1259 (July 1, 1986), Site 24A IPD designation changed to HDR through Ordinance 1456 (April 3, 1990), Site PCA, PCB, PCC and Site 60A OMPD and CPD designations changed to HDR through Ordinance 1533 (January 7, 1992), Site 23B IPD designation changed to HDR through Ordinance 2033 (January 4, 2012), Site 591 OMPD designation changed to HDR through Ordinance 2034 (January 4, 2012)}
{Note: the zoning on the more westerly portion of Site 59 is actually split between OMPD and HDR; refer to the colored diagram on the fourth page of this letter for details}

The first component of the proposed modifications is a restatement of the master Hacienda PUD. As noted previously, this component is primarily intended to update the master Hacienda PUD Conditions of Approval, consolidate the many individual changes that have occurred to Hacienda's PUD over the years, provide a uniform means for determining progress toward the total amount of development available to Hacienda and align Hacienda's PUD with changes to city laws: most notably the zoning code change that was adopted in February, 2017. An overview of how these objectives have been accomplished with the master Hacienda PUD modification follows.

Each of the master Hacienda PUD ordinances have contained various Conditions of Approval that are an integral part of the ordinance. Some of these conditions delineated tasks to complete and others were established to create specific ties to the Pleasanton General Plan, ordinances or important city initiatives. A large part of the proposed master Hacienda PUD modification is directed toward updating the language within the Conditions of Approval so that they delete references to completed conditions, correctly align development within Hacienda with changes to city law and the General Plan, and to also reflect the city's current practice with regard to the requirements for special studies and analysis. The attachment showing proposed modifications to Hacienda's PUD Conditions of Approval detail both the specific language modifications proposed as well as an explanation regarding the nature of the change through a comment at the bottom of any section that has been modified.

In addition to updating the master Hacienda PUD Conditions of Approval, in terms of general updates to the master Hacienda PUD, the other significant area requiring attention is the incorporation of over fifty separate actions that have informed the development standards tables that are referenced by the master Hacienda PUD. These tables include the designation of PUD districts by site, site specific development criteria, setback requirements and general design standards applied across the project. Again, no changes to development standards are proposed with this PUD modification that would affect these tables. The tables found in this section of the master Hacienda PUD are simply being updated to reflect the cumulative actions taken over the last twenty-five years to recognize lot splits, PUD modifications affecting individual properties and other minor variants. A complete list of changes that have been made to these tables appears as part of the annotated PUD modification document. A copy of the updated tables also appears in the materials related to the PUD modification devoted to the Design Guidelines as these tables are included in the appendices of this document for reference.

In addition to the aforementioned general updates, one of the key proposed modifications to the master Hacienda PUD is the creation of a uniform process by which the total amount of development allowed in Hacienda is calculated. As noted above, Hacienda has had a cap on the total amount of development available to it that has been modified through reductions on several occasions to its current total of 9.889 million square feet. At the onset, this total cap was drawn down strictly on a square foot basis each time a project was developed regardless of the type of development. In other words, each square foot of new building developed was used to draw down the total amount of available development whether the use was office, industrial or retail. This system was used from the onset of development until 1993.

In 1993, Ordinance 1596, and subsequently Ordinance 1637 in 1994, established the new system for calculating the amount of development opportunity described earlier. This traffic trip rate based system was applied to the then undeveloped sites in Hacienda on a sub-set of the overall development cap consisting of 4,631,059 square feet. This scheme was developed as part of a more comprehensive proposal to give more flexibility to development opportunities on these undeveloped parcels that also included greater flexibility in the development standards for such components as Floor Area Ratio and site coverage. These changes were made as, at the time, there were over two hundred fifty acres left to develop in Hacienda and Hacienda's principal developer, The Prudential Insurance Company of America, wanted the ability to proceed to more aggressively market the then undeveloped land and be less constrained about the potential uses that might be developed on these sites. One of the impediments to doing this that was identified was the traffic study requirement that existed under the PUD. To address this concern, Hacienda and the city agreed to perform a comprehensive traffic study that analyzed development scenarios on the then undeveloped sites to essentially secure traffic capacity on these sites. To further insure the suitability of a wide range of potential development scenarios on this land, the allowable development under the 4.631 million square foot sub-cap was attenuated, as previously described, by applying a ratio of proposed use traffic trip rates to office traffic trip rates against the gross square footage of the project to determine the actual amount of reduction from the sub-cap allocation.

As part of securing traffic capacity for these sites, the intention of this system was to also eliminate the need for traffic studies and additional special traffic mitigation requirements outside of the Traffic Impact Fee. Over time, with changes to city traffic modeling and the expectation on projects to perform certain types of analysis to properly address environmental clearance, traffic studies have been required, as part of the city's traffic impact analysis guidelines, for all new Hacienda development applications regardless of whether the project site fell under the auspices of Ordinance 1596 and Ordinance 1637, or not. With this more refined approach, each project and tenant, whether new construction or a prospective tenant with the potential to create non-standard traffic impacts, is assessed against current baseline traffic information to determine that its impacts conform with those anticipated by the buildout of Pleasanton's General Plan and the buildout road network, that it is not creating an extraordinary impact that cannot be addressed by the buildout road network, and that it is not creating a near-term impact that must be redressed in order for the proper functioning of the existing road network immediately following construction or occupancy. Furthermore, this process clearly identifies whether a project or tenant may be required to front improvements that are part of the buildout road network if the project creates an immediate need for their installation and then be reimbursed over time so that their contribution is only that of their pro rata share. In addition, when impacts are identified through project specific analysis that cannot be addressed by the existing or proposed road network, project specific mitigations are then made an obligation as a condition of approval; either to be funded in their entirety or funded up front and then reimbursed if the need for the improvement is immediate but the benefit is shared.

The efficacy of this system in identifying and mitigating traffic impacts is further supported by the extensive city-wide traffic modeling efforts that have occurred over the last several years. In addition to baseline studies, comprehensive evaluations of traffic impacts, particularly in North Pleasanton, have been performed as a part of the General Plan update, the incorporation of the Transit Oriented Development sites in Hacienda and the Housing Element update. Collectively, these studies, in conjunction with the city's traffic impact analysis guidelines that have been imposed for several years now, are far more thorough at making sure that traffic impacts are evaluated and mitigated than was seen using the single master study performed in conjunction with Ordinance 1596 and Ordinance 1637.

Because the city is now using a more comprehensive and responsive system for evaluating traffic impacts, the modification of the master Hacienda PUD both retains the requirement for performing traffic analysis as described and also removes the traffic based equivalency for determining reduction of the sub-cap on development. In removing this sub-cap, only one system, that of simply removing each individual project's size from the 9.889 million square feet available to Hacienda, will be utilized. Doing so has several benefits. First, having a uniform system will simplify the process for understanding the remaining amount of development within Hacienda as well as simplifying the understanding about development opportunity throughout the project. Second, unifying the system addresses problems with the somewhat arbitrary division of overall entitlement between properties based solely on whether or not the property was developed as of 1993. This division, while important at the time it was created, now means that some properties with the best opportunity for growth could be denied the opportunity to expand because there is an insufficient amount of entitlement available in the sub-cap allocation from which they would be able to draw. Third, the strongest and most likely future market for new non-residential development in Hacienda is likely to be either office, or research and development type projects. Given the uniformity of impact from these types of projects, a more complicated traffic trip rate based type of accounting system for entitlement is not needed, and even if other types of projects are proposed, the city's traffic impact analysis guidelines are more than adequate to address any required mitigations. Finally, as Hacienda matures and new project opportunities are identified, the prior entitlement reserve that was needed to protect the interests of one of Hacienda's primary developers

may actually impede those opportunities. As there is no longer a primary development interest, the ability to access entitlement opportunities equally is critical so that all of Hacienda's owners are able to operate and invest under the same set of standards.

It should be further noted that there is virtually no affect to the resulting amount of cap residual from choosing a system that is not traffic trip rate based. In fact, owing to the nature of the type of development that occurred prior to 1993 and that which has occurred after 1993, the two systems produce nearly the same amount of residual opportunity; a difference that is less than one percent of the total cap. Exclusively using the gross square foot basis for cap allocation also represents an approximately 2.8% reduction of available development over what would be allocated if the bifurcated system was left in place. The following table, using ITE 9.0 trip rates outlines a comparison of the two systems.

| | Gross Square Foot Basis | Traffic Square Foot Basis |
|----------------------|-------------------------|---------------------------|
| Built | | |
| <i>Pre-1993</i> | 4,719,606 | 5,085,367 |
| <i>Post-1993</i> | <u>3,601,559</u> | <u>3,314,540</u> |
| | 8,321,165 | 8,399,907 |
| Approved Not Built | | |
| <i>Pre-1993</i> | 10,676 | 10,676 |
| <i>Post-1993</i> | <u>816,477</u> | <u>721,651</u> |
| | <u>827,153</u> | <u>732,327</u> |
| Cap Allocation | 9,889,000 | |
| Residual | 740,682 | 756,766 |
| + Approved Not Built | <u>827,153</u> | <u>732,327</u> |
| Total Remaining Cap | 1,567,835 | 1,489,093 |

The final key modification to the master Hacienda PUD is an alignment between uses in the PUD and those in the city zoning code. At its onset, Hacienda contained detailed set of permitted uses by PUD district. However, the master Hacienda PUD also referred to the zoning code. Over time with changes to both the PUD and the city zoning code, and with the introduction of multiple-use and mixed-use districts, issues of interpretation have arisen over whether uses were permitted, conditional or prohibited on a site in some circumstances. With the first phase of work now completed on the restructuring of the city zoning code, the PUD modification can be used to better synchronize Hacienda's PUD districts to create a much higher level of consistency. While such relationships previously existed, the wording in the PUD is now changed to eliminate the previous permitted use lists, which were merely reflections of the city zoning code when Hacienda was first developed, and a direct correlation made with the permitted, conditional and prohibited uses outlined in the city zoning code. Additional language allows for a determination to be made on how to characterize a use in multiple-use and mixed-use districts in cases of conflict, and provides means for establishing independent use restrictions on mixed-use sites.

The second component of the PUD modification being proposed is an update to Hacienda's Design Guidelines. The Design Guidelines formulated for Hacienda literally outline the design program for the park. Every aspect of project character, save for the specific details on such things as building architecture, plant palette, site layout and other aesthetic considerations, is enumerated in these guidelines. Principally, the Design Guidelines are intended to take the general site development criteria found within the Planned Unit Development ordinances and provide specific direction on how to realize these criteria on a project basis. The refinement of the general concepts within the Planned Unit Development ordinances provide key direction for planning and the Design Guidelines are typically the first resource used for new project development. Moreover, the Design Guidelines also take the site specific criteria established through zoning and provide a means of harmonizing these criteria between sites. This is of particular importance in areas where zoning changes or certain transitions are needed between neighboring use designations. The Design Guidelines also play a key role in providing direction to projects to help insure that constants across the entire project are maintained. This is particularly important when dealing with parameters for programmatic planning such as landscape design and signage.

Hacienda's Design Guidelines have been modified many times over the course of Hacienda's history. In particular, when substantive changes to the Planned Unit Development ordinances occurred there were almost always changes needed to incorporate these modifications within the Design Guidelines. In particular, as any changes to zoning occur along with parameters to formulate certain types of projects, the Design Guidelines play a key role in providing direction on realizing those concepts on the ground and creating relationships with both proposed and existing projects. The last formal adoption of Hacienda's primary set of Design Guidelines occurred in May, 1994. Since that time, numerous additional changes have occurred to various design standards and city ordinances, such as new restrictions on water use and

plantings and changes to the parking requirements for alternative use vehicles and carsharing, that directly impact project design. The proposed update to Hacienda's Design Guidelines is intended to capture these changes as well as to incorporate two significant documents adopted by ordinance detailing the design of mixed-use and transit-oriented residential projects within Hacienda: the Hacienda TOD Standards and Design Guidelines and the Housing Site Development Standards and Design Guidelines.

It is important to note that, while the aforementioned ordinances called for the incorporation of the Hacienda TOD Standards and Design Guidelines adopted in 2011 and the Housing Site Development Standards and Design Guidelines adopted in 2012 into Hacienda's general Design Guidelines, the exercise of producing these standards and guidelines did not also produce a single, unified document. In fact, as was noted previously, both the Hacienda TOD Standards and Design Guidelines and the Housing Site Development Standards and Design Guidelines had a focus on the individual sites to which they were applied and did not address some of the key functions of Hacienda's overall Design Guidelines; namely the promulgation of overarching design characteristics that define Hacienda as a whole. As individual project applications have come forward that were subject to either the Hacienda TOD Standards and Design Guidelines or Housing Site Development Standards and Design Guidelines, they were simultaneously reviewed using two separate documents so that both could be applied to gauge project compliance with all of Hacienda's standards. A key function of the update now being forwarded is the integration of all of the applicable standards into a uniform guidance for any project developed in Hacienda. As challenging as the process of using separate documents was to review individual projects, it did provide important guidance on how to unify the standards into a single, cohesive set of standards and will also greatly simplify any future application of the standards to new projects. In addition, as the Design Guidelines also incorporate the tables of development standards found within Hacienda's PUD, updates to the appendices have been made to reflect modifications that are a part of the update to the master Hacienda PUD.

In order to produce the document that is the subject of this part of the PUD modification, two independent processes took place. First, the city retained a consultant funded by Hacienda, William Van Meter Pollack, the primary authors of the Hacienda TOD Standards and Design Guidelines and Housing Site Development Standards and Design Guidelines, to integrate these documents into Hacienda's Design Guidelines. This involved taking each component of the two new documents, verbatim, and inserting them into Hacienda's Design Guidelines. This insertion process also included the incorporation of new graphics and other descriptive elements into the document as well. The second step, which was beyond the scope of work of the consultant, was to unify the document so that all of the styles, structure, nomenclature and format were consistent throughout the newly integrated document. Additional work was done to update graphics and illustrations to improve the overall quality. This exercise was performed by the Hacienda Owners Association and resulted in the document presented for the PUD modification. An annotated version showing each step of the final update process is also included for reference so that the specific actions undertaken to create the final version can be seen to produce a cohesive set of guidelines that also maintains the integrity of the consultant's work performing the initial integration.

Thank you for your consideration of the foregoing. We would also like to thank the Planning Department staff for their help and guidance on this application. We look forward to moving this application through the approval process. Please feel free to contact me at the Association's office if I can be of any assistance in this matter.

Sincerely,



James Paxson
General Manager, HBPOA

cc: Gerry Beaudin
Steve Otto
Jennifer Hagen