



COMMUNITY DEVELOPMENT DEPARTMENT  
MEMORANDUM

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**DATE:** July 14, 2011  
**TO:** Planning Commission  
**FROM:** Erik Nolthenius, Principal Planner  
**SUBJECT:** July 19, 2011 agenda – Brentwood Boulevard Specific Plan Workshop

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**BACKGROUND:**

Several years ago, the City began the process of establishing a comprehensive and long-term vision for development along Brentwood Boulevard. This effort culminated in 2008 with the production of a draft specific plan. Attachment A includes the land use map from the 2008 version of the Brentwood Boulevard Specific Plan (BBSP).

Since 2008, however, the City Council has expressed a desire to rethink many aspects of the BBSP due to changing economic conditions, the advent of the Sciortino Ranch project, and feedback from the Land Use and Development Committee – all of which suggested that the BBSP needed to be simplified and less restrictive.

On April 27, 2010, in conjunction with adopting its Goals and Strategic Plan, the City Council directed staff to update and complete the BBSP. On February 8, 2011, the City Council held a public workshop and gave direction to staff regarding the preparation of a revised BBSP.

Over the last several months, staff has conducted a significant amount of analysis and design work on the BBSP, and has gathered some initial feedback from a series of meetings with – (a) local property owners and residents; (b) the Brentwood Boulevard Ad Hoc Committee; and (c) the City Council.

**PURPOSE OF WORKSHOP:**

At this time, staff is presenting its work to date on the BBSP to both the Planning Commission and the public, and would like to solicit feedback on that work. In particular, staff would like to hear from both the Planning Commission and the public on the following issues:

- Proposed land use designations.
- Appropriate density levels.
- Design guidelines for new development fronting Brentwood Boulevard.
- Scope and design of proposed streetscape improvements.
- Interface with the Sciortino Ranch project.
- Linkage and transition issues with the Downtown and other adjacent areas.
- Other land use planning and urban design issues.

#### **DRAFT BBSP GOALS:**

The BBSP, which will function as both a policy document and an implementation tool, includes the following set of 10 overall goals to guide future development of Brentwood Boulevard:

1. Create and implement a traditional boulevard corridor along Brentwood Boulevard (former State Route 4) between Delta Road and Second Street, characterized by a vibrant mix of complementary land uses, distinctive architecture, lush mature landscaping, infrastructure improvements, and streetscape enhancement features.
2. Create an attractive and inviting link between the northeast entrance to the City and the City's Downtown area, accessible by a variety of travel modes.
3. Improve the quality of life for residential neighborhoods in or adjacent to the Plan area by providing compatible development design, better access to public services, infrastructure upgrades, and additional parks and other improved open space.
4. Transform the historical auto-oriented "strip commercial" land use patterns within the Plan area by prohibiting that type of development in the future and by requiring a vibrant mix of workplace and residential land uses easily accessible by pedestrians, bicyclists, and transit riders as well as motor vehicle drivers.
5. Create safe and convenient circulation along the Brentwood Boulevard corridor and connecting streets and enhanced access for pedestrians, bicyclists, transit riders, and motor vehicle drivers.
6. Enhance the compatibility and transitions between existing and future land uses both within and adjacent to the Plan area to promote harmonious and prosperous live/work areas.
7. Stimulate and encourage the revitalization and/or improvement of existing land uses, including buildings, landscaping, access points, and parking areas.
8. Ensure consistency with other adopted citywide policy documents, including but not limited to the General Plan, the Parks, Trails & Recreation Master Plan, the Infrastructure Master Plan, and the Redevelopment Plan.
9. Create conditions that will attract economic investment within the Plan area.
10. Create a unique area that provides a blend of new employment and housing opportunities serving City residents and visitors.

#### **PROPOSED LAND USE MAP:**

Attachment B includes the most current version of the proposed land use map for the BBSP, which includes a total of six land use categories. Two residential categories are included to meet community housing needs ranging from a minimum of five dwelling units per acre (Medium Density Residential) to a maximum of 20 dwelling units per acre

(High Density Residential). Three employment categories (including one with a residential component) are included to meet the employment and service needs within the BBSP. An open space category is also included to facilitate the restoration and enhancement of Marsh Creek, as well as to require the provision of adequate parkland throughout the BBSP. The purpose and intent of each land use category is as follows:

### Residential Districts

One primary difference with the General Plan is that the proposed BBSP does not include a mid-range requirement for residential development. This will provide flexibility to property owners and the City in terms of allowing a variety of densities and product types, which can then be reviewed on a case-by-case basis to determine whether they are appropriate in a given location.

- Medium Density Residential (MDR)
  - Purpose – to expand housing choice, recognize existing residential uses within the Plan area, and provide compatible new housing opportunities adjacent to or within established residential areas.
  - Intent – to allow for a wide range of housing types and efficient provision of services within a density range from five to 11 dwelling units per gross acre.
- High Density Residential (HDR)
  - Purpose – to expand housing choice and provide a convenient living option immediately adjacent to employment, services, and public amenities.
  - Intent – to recognize an approved project for up to 54 apartment units on a three-acre site located near Marsh Creek, south of Sunset Road, and east of Brentwood Boulevard. This land use category provides for multi-family dwellings within a density range from 11 to 20 dwelling units per gross acre.

### Mixed-Use Districts

- Mixed-Use: Commercial/Office/Industrial/Residential (COIR)
  - Purpose – to provide a mixed-use transition area between employment areas and residential areas located primarily near the Downtown, and to serve as an attractive gateway to the Downtown.
  - Intent – to allow for a wide range of varied complementary uses to meet neighborhood needs that strengthen the historic Downtown area and in two other selected areas (one north of Sand Creek Road and one north of Sunset Road). The primary land use in this category will be high density residential, with a density range between 11 and 20 dwelling units per acre. A limited amount of commercial, office, and industrial development will also be allowed.
- Mixed-Use: Commercial/Office/Industrial (COI)
  - Purpose – to provide a mixed-use neighborhood-serving employment area in close proximity to residential and non-residential uses.
  - Intent – to allow for a mix of uses north of Lone Tree Way, near existing and planned residential uses, that will enhance the economic health of the Plan. The primary land use in this category will be office and industrial. A limited amount of commercial (i.e. retail) development will also be allowed.

- General Commercial (GC)
  - Purpose – to expand the mix and range of retail services for existing and future residents within the Plan area.
  - Intent – to provide neighborhood-serving retail commercial activity hubs at arterial roadway intersections within the Plan to meet neighborhood shopping and local consumer service needs.

Open Space District

- Open Space (OS)
  - Purpose – to meet the recreation and public open space needs of Brentwood residents, workers, and visitors consistent with the provisions of both the General Plan and the Parks, Trails & Recreation Master Plan.
  - Intent – to provide for a variety of recreation and visual amenities that support and promote physical activity, personal comfort and enjoyment, socializing, decreased automobile dependence for local trips, and restoration of biological resources and/or wildlife habitat.

**KEY CONSIDERATIONS OF THE BBSP:**

The BBSP includes a number of key considerations to differentiate it from the General Plan and other areas of the City, as follows:

1. All dwelling units are required to have a minimum size of 1,200 square feet.
2. All residential development located within 150-feet of the Brentwood Boulevard right-of-way is required to be either attached single-family or multi-family product types. Detached single-family product types in this area would be prohibited.
3. New development adjacent to existing residential development is required to provide a buffer area along the entire length of a shared property line separating the two areas. New non-residential developments proposed adjacent to existing residences shall include a minimum 40-foot setback between all new buildings and the shared lot line, a masonry wall, and a minimum of 15 feet of landscaping. New residential developments proposed adjacent to existing residences shall include a minimum 20-foot setback from the shared lot line to any new dwelling.
4. All buildings within 150-feet of the Brentwood Boulevard right-of-way shall include distinctive architecture and are required to meet a set of specific design criteria.
5. Front setbacks for buildings along Brentwood Boulevard shall be a minimum of 0 feet and a maximum of 50 feet, as measured from the edge of the right-of-way to the nearest building façade.
6. Non-conforming land uses may continue as long as they do so without any interruption lasting more than one year.
7. Any site that is vacant for a period of one year or longer, or a use that is discontinued or otherwise ceases operation for a period of one year or longer, shall not be resumed, reestablished or continued, and all subsequent use of such site shall conform to the requirements of the BBSP.
8. In the mixed-use COIR district, non-residential uses within 150-feet of the Brentwood Boulevard right-of-way are required to be predominantly office, commercial, and/or light industrial, with residential uses limited to upper floors and comprising no more than 50% of the total floor area.

9. In the mixed-use COI district, uses within 150-feet of the Brentwood Boulevard right-of-way are required to be predominantly commercial and light industrial, with office uses limited to upper floors and comprising no more than 50% of the total floor area.
10. All non-residential projects are required to be reviewed for consistency with the City's Commercial and Industrial Design Guidelines.
11. All residential projects shall be reviewed for consistency with the City's Residential Design Guidelines.
12. Improvements to Brentwood Boulevard include landscaped medians and parkways, with varying right-of-way dimensions depending on location, as reflected in Attachment C.
13. Certain parking standards within the BBSP will be less restrictive than those in the Municipal Code, as follows:
  - Retail service uses shall provide one parking space per 250 square feet of gross floor area.
  - Restaurants, cafes, and food service establishments shall provide one parking space per 200 square feet of gross floor area.
  - Office and light industrial uses shall provide three parking spaces per 1,000 square feet of gross floor area.
  - Required residential automobile parking spaces are as follows:
    - Studio units = one covered space per unit
    - One or more bedroom units = two covered spaces per unit

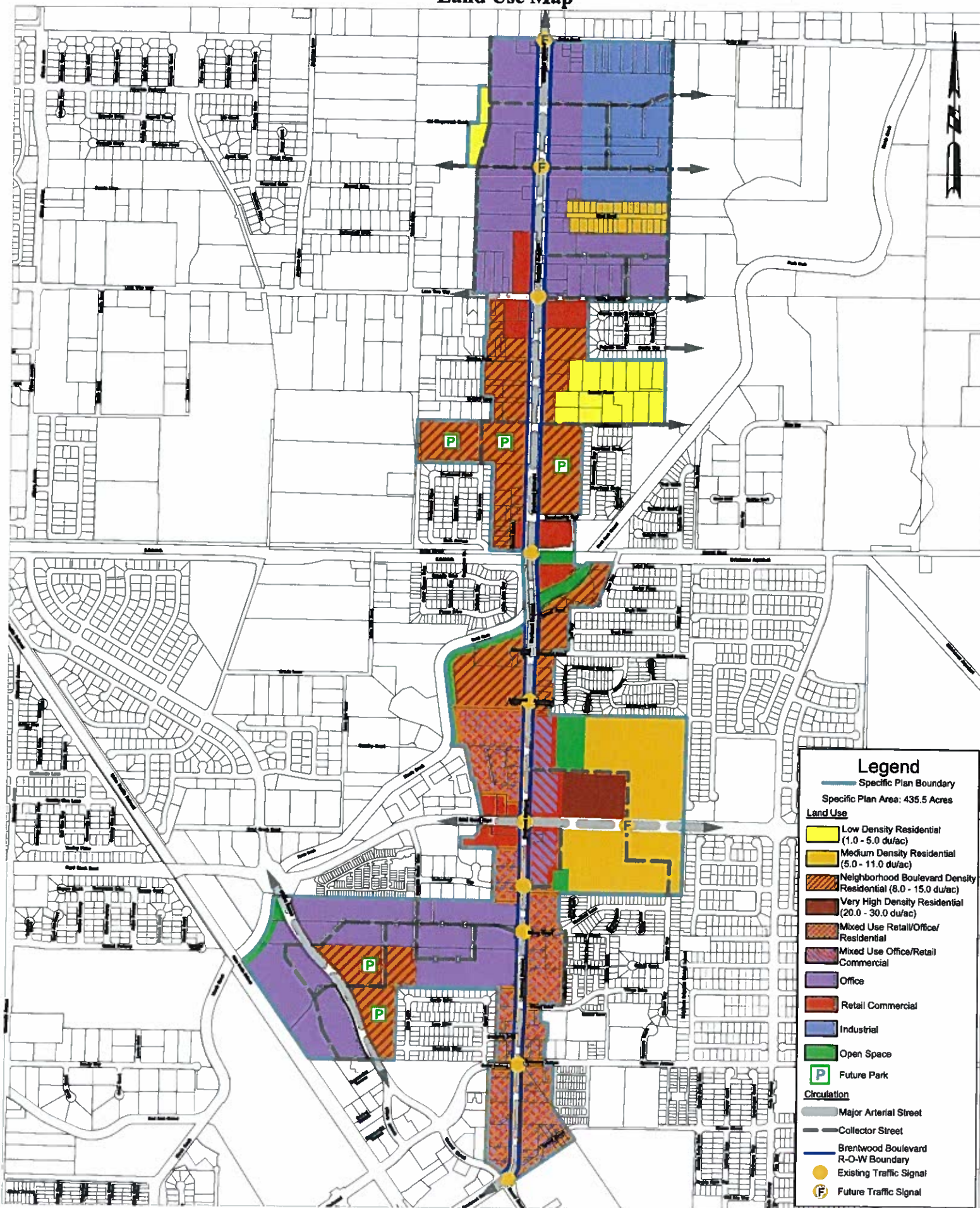
**RECOMMENDATION:**

Receive public comments and provide feedback to staff on the continued preparation of the BBSP.

Attachments:

- A. 2008 Land Use Map
- B. 2011 Land Use Map
- C. Diagram of Proposed Streetscape Improvements

**Figure 1  
Land Use Map**



**Legend**

Specific Plan Boundary  
 Specific Plan Area: 435.5 Acres

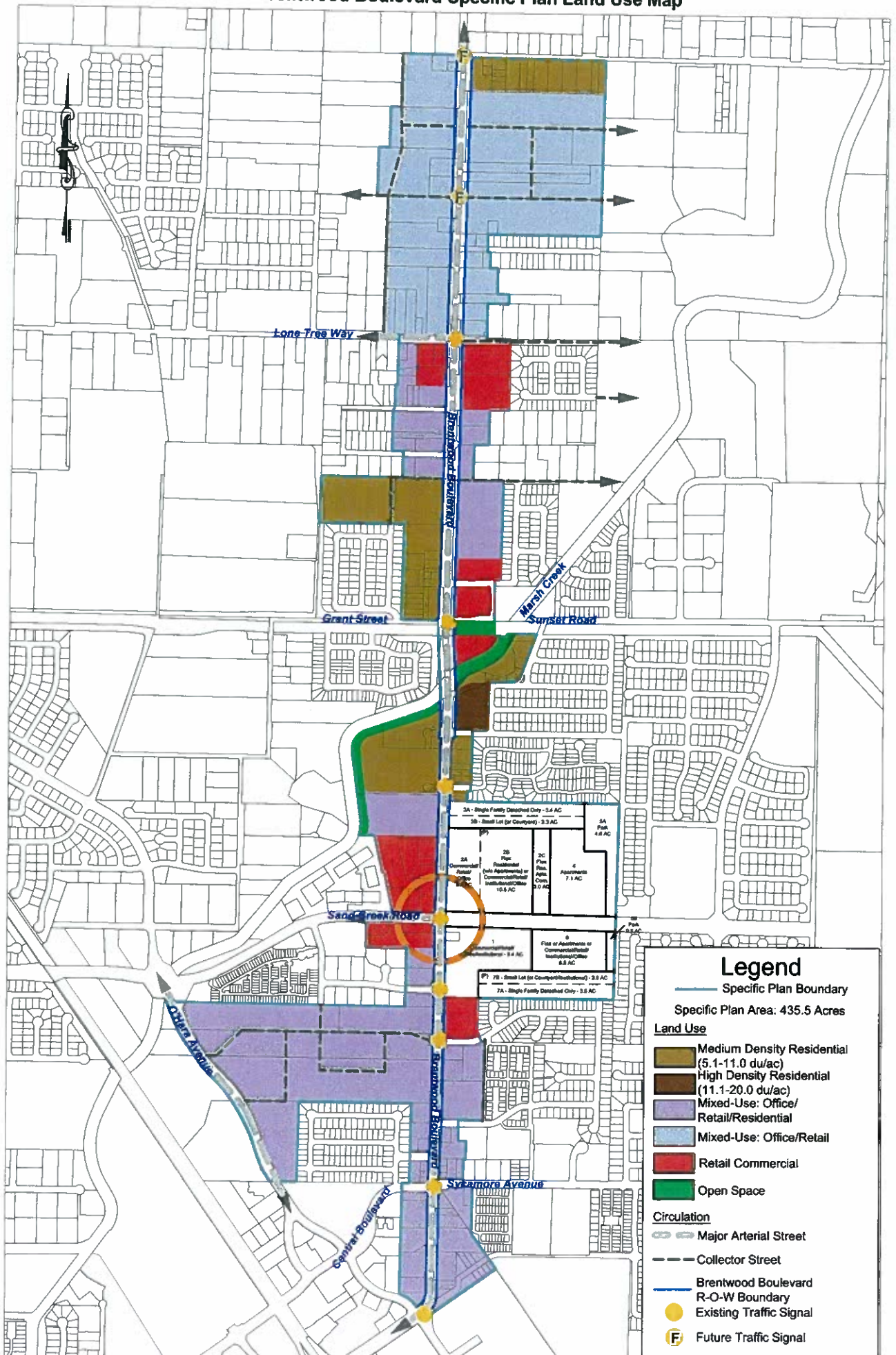
**Land Use**

- Low Density Residential (1.0 - 5.0 du/ac)
- Medium Density Residential (5.0 - 11.0 du/ac)
- Neighborhood Boulevard Density Residential (8.0 - 15.0 du/ac)
- Very High Density Residential (20.0 - 30.0 du/ac)
- Mixed Use Retail/Office/Residential
- Mixed Use Office/Retail Commercial
- Office
- Retail Commercial
- Industrial
- Open Space
- P Future Park

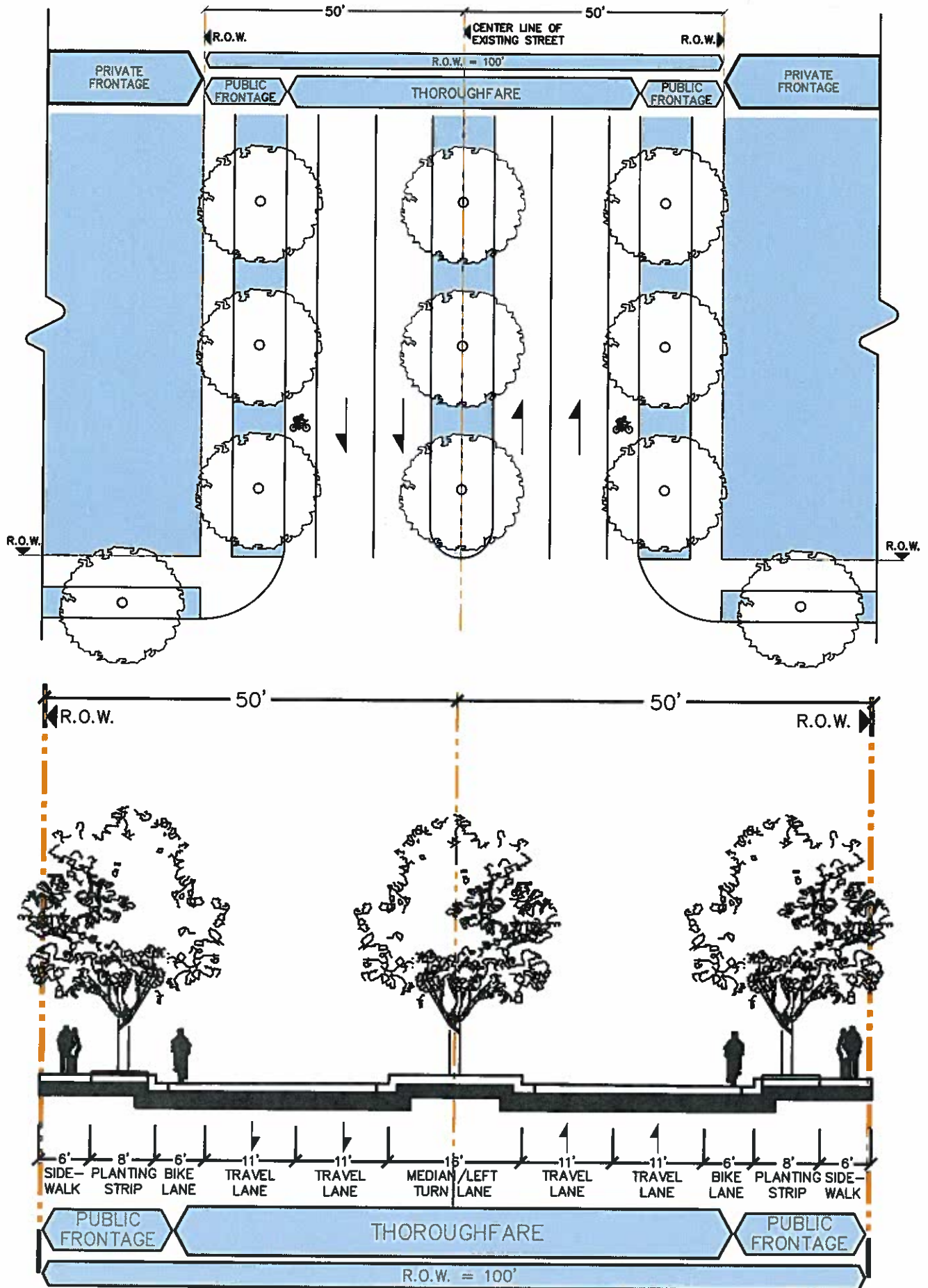
**Circulation**

- Major Arterial Street
- Collector Street
- Brentwood Boulevard R-O-W Boundary
- Existing Traffic Signal
- F Future Traffic Signal

# Draft Brentwood Boulevard Specific Plan Land Use Map



**Figure 10b**  
**Arterial Roadway Cross-Section**  
**100' Ultimate Right of Way**



**Figure 10a**  
**Arterial Roadway Cross-Section**  
**140' Right of Way**

