

R E T A I L



BUILD YOUR BUSINESS IN BRENTWOOD
THINGS GROW BETTER HERE

*When it comes to retailing in Brentwood,
businesses just grow better here!*



From its picturesque Downtown, to its thriving regional retail area, Brentwood offers retailers a number of settings and options to meet their customers' needs.



Photo by CC Times

Brentwood offers retail businesses many benefits, including:

- *Access to some of the region's highest household incomes.*
- *A new regional transportation connection – the Highway 4 Bypass – that expands and grows the trade area.*
- *The most desirable address for retailers in the Eastern Contra Costa County region.*
- *A growing regional population in need of goods and services.*

RETAIL OVERVIEW

With population numbers in the region growing rapidly from housing development activity in Brentwood, Antioch, Oakley and Discovery Bay, retail activity in the City of Brentwood continues at

a steadfast pace to keep up with the demand.

In fact, the California Retail Survey has ranked the City of Brentwood in the top ten fastest growing retail markets in all of California.

Using the average annual retail sales growth rate for the five-year period 2000-05,

the City of Brentwood saw its retail market grow by a compound annual rate of 18.5 percent. By comparison, the statewide average for retail growth during this same period was 5.5 percent.

Much of this new retail development is taking place along Lone Tree Way and the Highway 4 Bypass, which is now considered the regional retail draw for a trade area of more than 250,000 residents. Lone Tree Way and the Highway 4 Bypass intersect three rapidly growing communities, including Brentwood, Antioch, and Oakley.

Recent projects in the regional shopping area include the addition of two power centers—Slatten Ranch in Antioch and Lone Tree Plaza in Brentwood. Brentwood is also anticipating the development of the Streets of Brentwood project, a 460,000 square foot lifestyle center that will include high-end stores and restaurants as well as a multiplex theater.

KEY DEMOGRAPHICS

	<i>Brentwood</i>	<i>Trade Area</i>
Population	48,000	250,000
Households	15,000	83,000
Avg. HH Income	\$96,971	\$81,607 (2003)

* Claritas 2007, Buxton 2005 Report

DOWNTOWN BRENTWOOD

With all of the historic charm one could imagine, Downtown Brentwood is a thriving and picturesque place. The community's city square, called City Park, connects the civic and cultural uses with the vibrant shopping and dining areas along Oak and First Streets.

And while the Downtown continues to draw residents for its plentiful offerings, the City has decided to make a significant public investment to further enhance the Downtown experience. Beginning in 2007, the City is investing approximately \$100 million into a number of civic, cultural and infrastructure projects to expand the Downtown. These projects include a new City Hall, a new Community/Arts Center, a new library, a revitalized City Park, a new Downtown streetscape and parking structures to support the area merchants and civic uses.

Downtown Brentwood has a select number of opportunity sites for retail, office and residential development.



● Highway 4 Bypass (at Sand Creek)
 Trade Area
 Brentwood Area

Brentwood Daily Traffic Counts

Downtown Brentwood	25,086 vehicle trips
Highway 4 Bypass (at Sand Creek)	29,968 vehicle trips

Brentwood and Trade Area Demographics

	<i>Brentwood</i>	<i>Trade Area</i>
Average Household Income	\$96,971	\$87,481
Population	48,000	230,000 (2008 projection 259,000)
Households	16,000	72,790
Daytime Workforce	15,959	53,804
Per Capita Income	\$30,752	\$30,857

