
3. PROJECT DESCRIPTION

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PROJECT DESCRIPTION

INTRODUCTION

This section provides a comprehensive description of the Downtown Specific Plan (proposed project) for the City of Brentwood. In addition, the proposed project's background, objectives, and schedule are discussed.

PROJECT LOCATION AND SURROUNDING LAND USES

Regional Setting

The City of Brentwood is located in the eastern valley area of Contra Costa County immediately east of the Diablo Range, on the western edge of the San Joaquin Valley. The City has historically been surrounded by agricultural land uses consisting primarily of row crops, orchards, and grazing lands. The City's planning area is located southeast of Antioch and South of the City of Oakley and Bethel Island. The planning area consists of approximately 66 square miles, and is characterized by relatively flat terrain of the Central Valley, with gently sloping hills in the western and southwestern portion of the area approaching the foothills of the Diablo Range. The distant eastern slopes of the Diablo Range, the gently rolling hills, and the grassy, tree-studded hills comprise the surrounding visual character of Brentwood. A significant visual feature outside the Brentwood Planning Area is Mount Diablo. Rising to an elevation of 3,849 feet above sea level, it is a prominent landmark dominating the western skyline. General Plan land uses within the City include Residential (ranchette estate, very low, low, medium, high, and very high); Commercial (regional commercial and general commercial); Downtown; Office (office and mixed-use business park); Industrial; Urban Reserve; Agricultural Conservation; Park/Recreation; School; Public/Semi-Public Facilities; Open Space; and Future Fire or Rail Station.

Project Setting

The project area is located within Downtown Brentwood in Contra Costa County, California (See Figure 3-1, Regional Location Map). The project area consists of approximately 205 acres around the City's historic center at the intersection of Oak Street and Union Pacific Railway. In general, the project area includes all of Downtown Brentwood, defined loosely as the area bound by Brentwood Boulevard to the north and Fir Street to the south, with the eastern boundary defined by the Public Facilities area, and the western boundary defined by parcels fronting Walnut Boulevard. (For a more precise definition, refer to Figure 3-2, Project Location Map).

**Figure 3-1
Regional Location Map**

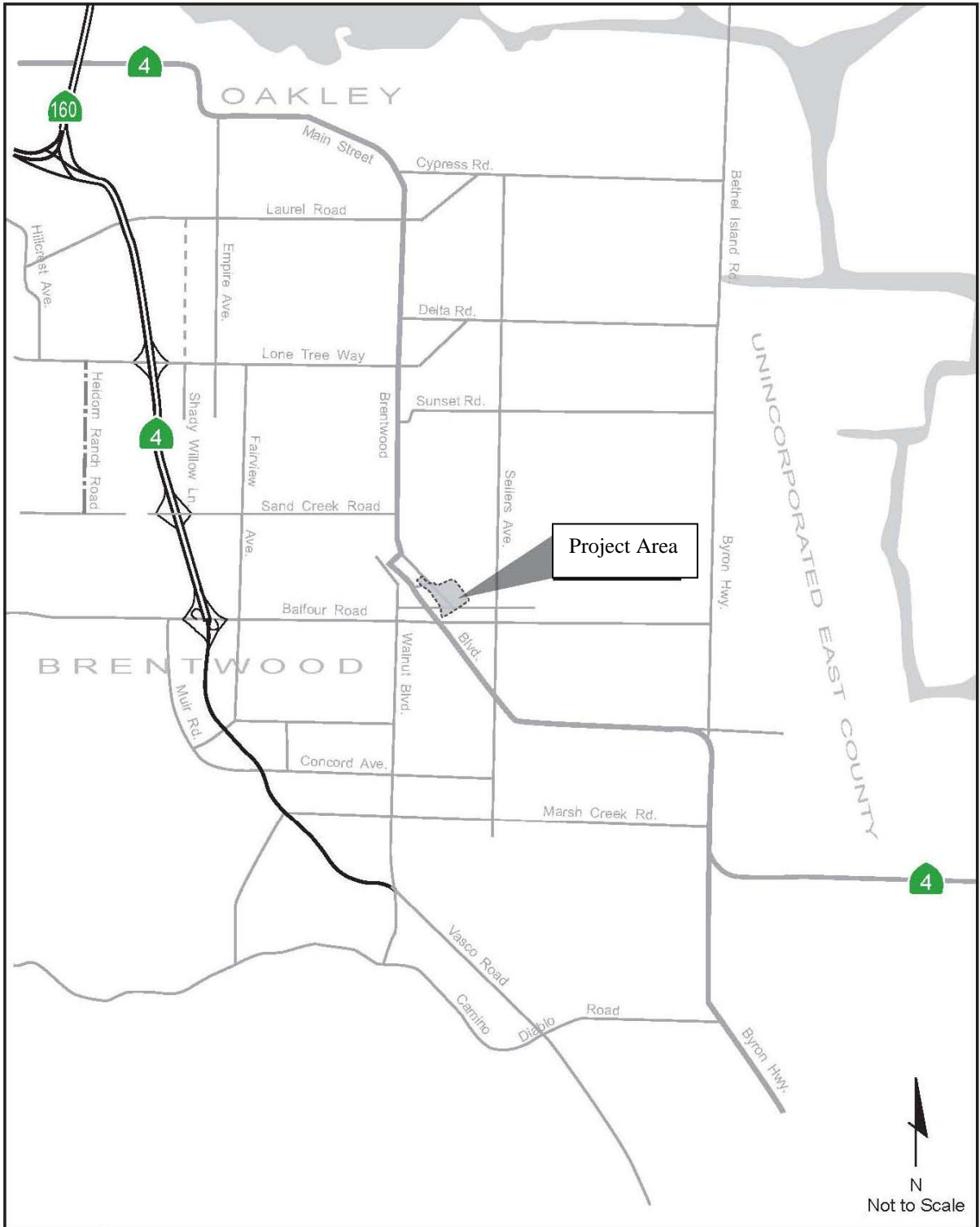
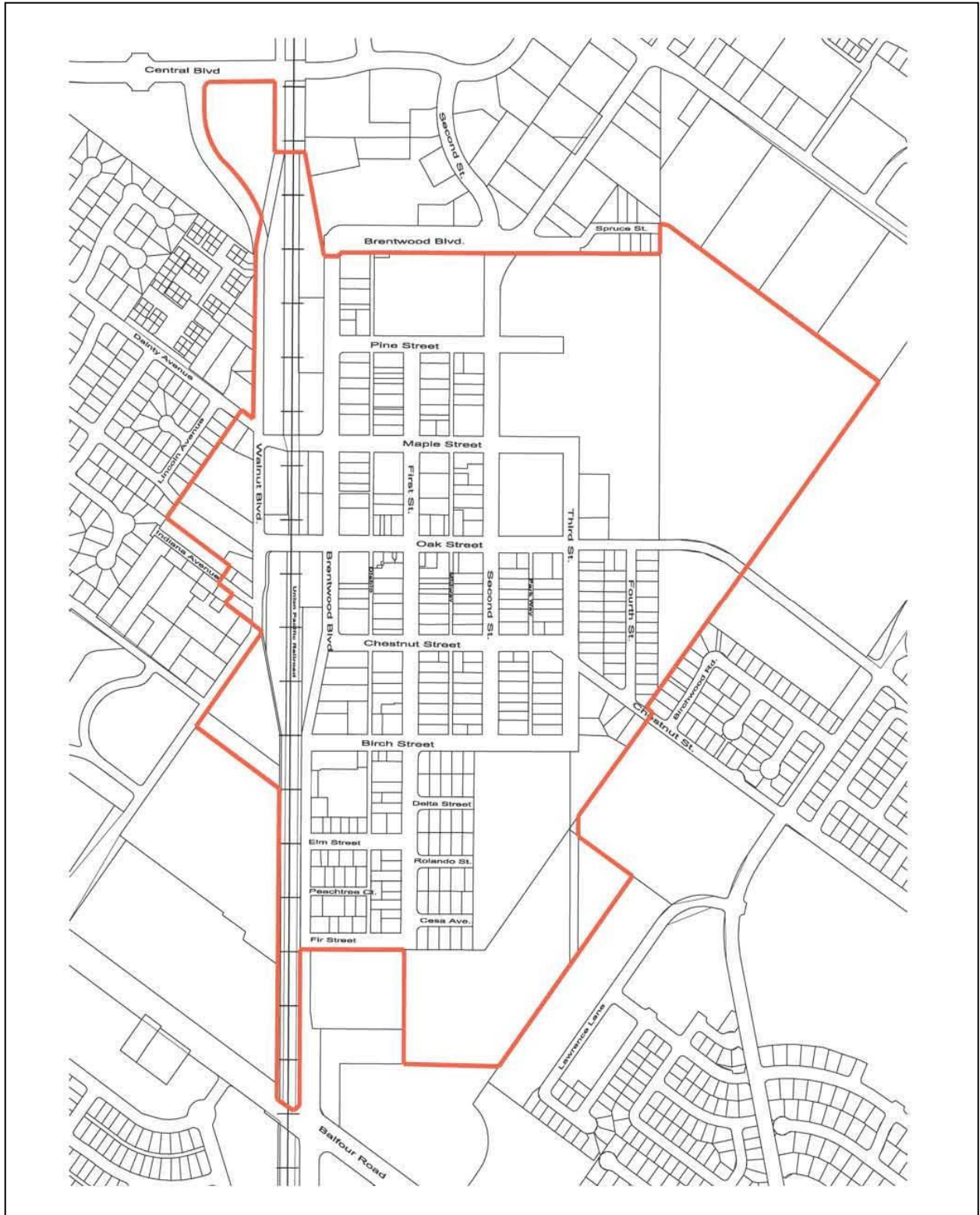


Figure 3-2
Project Location Map



SITE CHARACTERISTICS

The proposed project area consists of approximately 205 acres located within the center of the City of Brentwood. The Downtown district is characterized by a variety of residential, civic, and retail structures dating back over one hundred years. The current General Plan designations within the project area include Downtown (DT), Schools (S), Public Facility (PF), and Parks/Recreation (P). The Downtown designation consists of a variety of uses, including commercial, office, multiple-family and single-family residential, and government (see Figure 3-3, Existing Land Use Designations). Zoning designations include Thoroughfare Commercial (C-3), Public Facility (PF), Open Space (OS), Industrial/Commercial (IC), Commercial Office/Residential (COR), Commercial Office/Business (COB), Central Business (CB), Planned Development (PD-37), Single-Family Residential (R-1-6), Moderate Density Multifamily Residential (R-2), and High Density Multifamily Residential (R-3) (see Figure 3-4, Existing Zoning Designations). Surrounding land uses include Public Facility to the east, General Commercial (GC) to the north, and Residential at various densities in each direction.

The proposed uses for the Downtown Specific Plan are generally consistent with existing designations, with the exception of residential uses proposed along Brentwood Boulevard and the Union Pacific Railroad tracks, where the existing zoning is Industrial/Commercial and Commercial Office/Business (see Figure 3-5, Proposed Zoning Designations). In addition, the project requires the approval of a General Plan Amendment to redesignate the entire Downtown area as Downtown (see Figure 3-6, Proposed General Plan Designations).

PROJECT COMPONENTS

The Downtown Specific Plan is both a policy document and an implementation tool, in that it contains both a strategy to manage growth and a regulatory policy to guide and govern future development within the Plan area. Under the legal authorization set by Article 8 of the State of California Government Code (Section 65450-65457), the Downtown Specific Plan establishes the primary means of regulating and directing land use within the Specific Plan Study Area.

The Plan represents the detailed implementation of the broad policy directions contained within the City of Brentwood General Plan. In the instance of conflicting regulations with other municipal planning documents containing guidelines for development in the Downtown Specific Plan area, the Downtown Specific Plan would apply. All applications for new construction, substantial modifications to existing buildings, and changes in land use, would be reviewed for conformance with the policies contained in the Downtown Specific Plan.

**Figure 3-3
 Existing Land Use Designations**

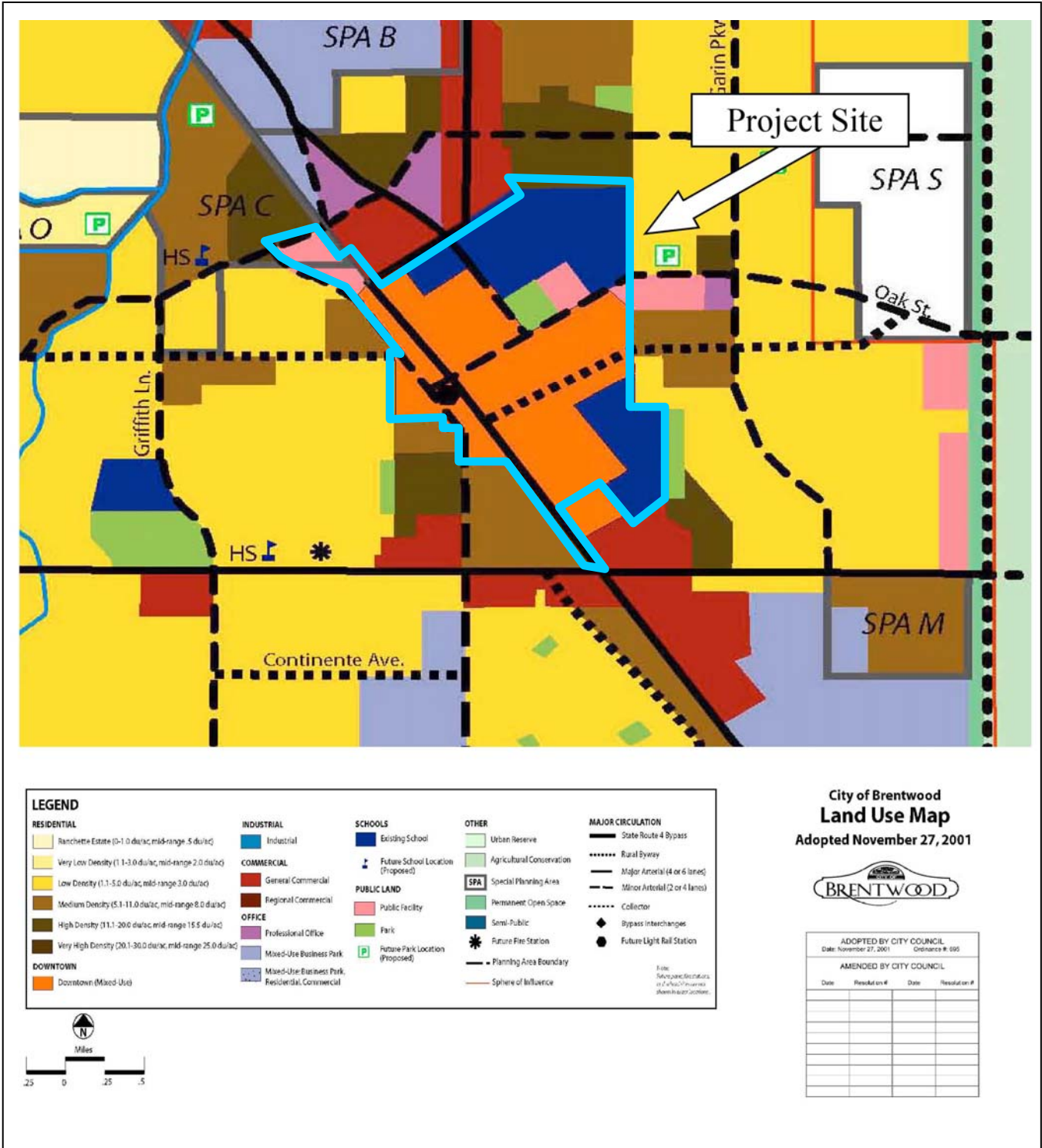


Figure 3-5
Proposed Zoning Designations

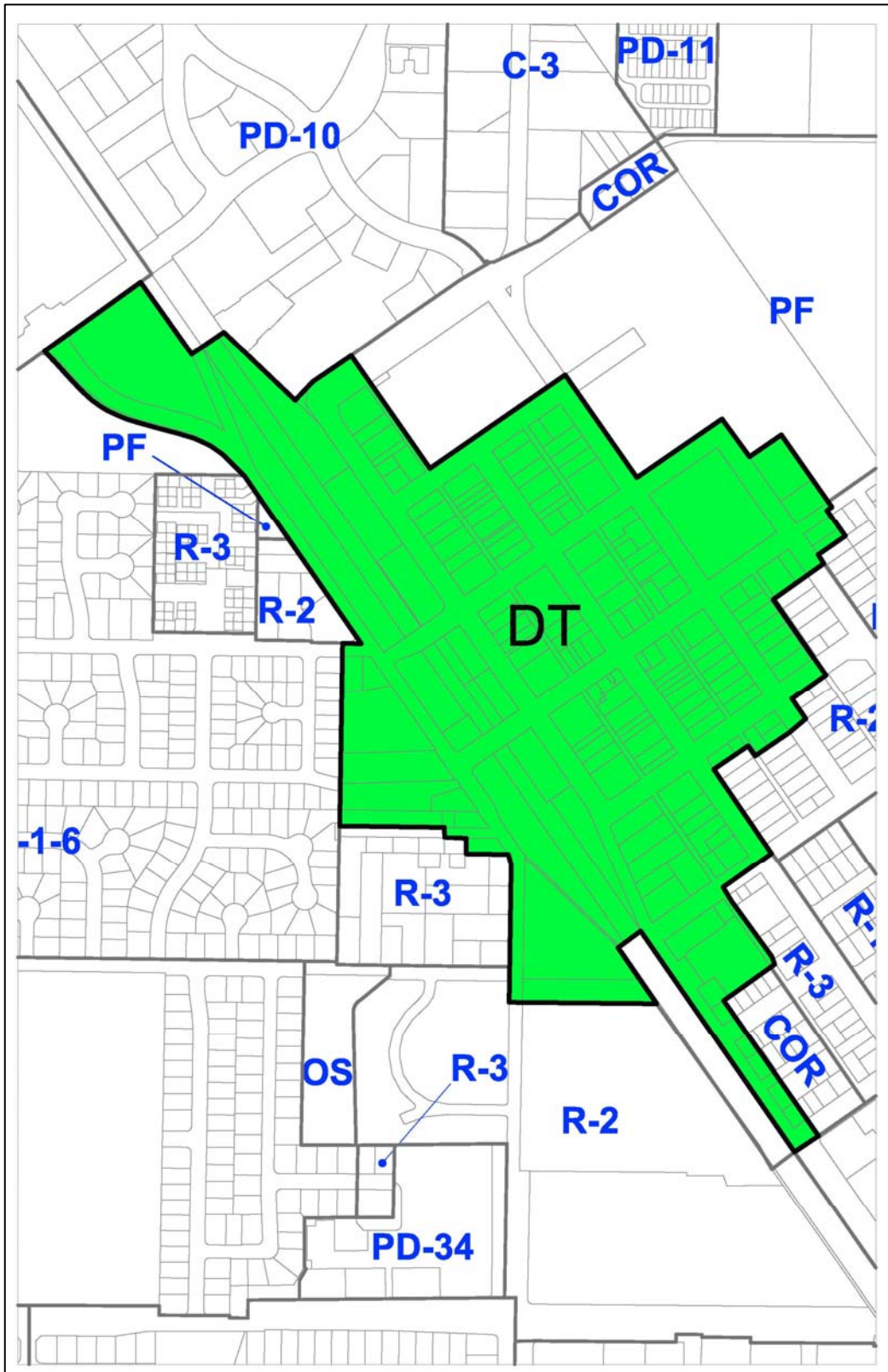
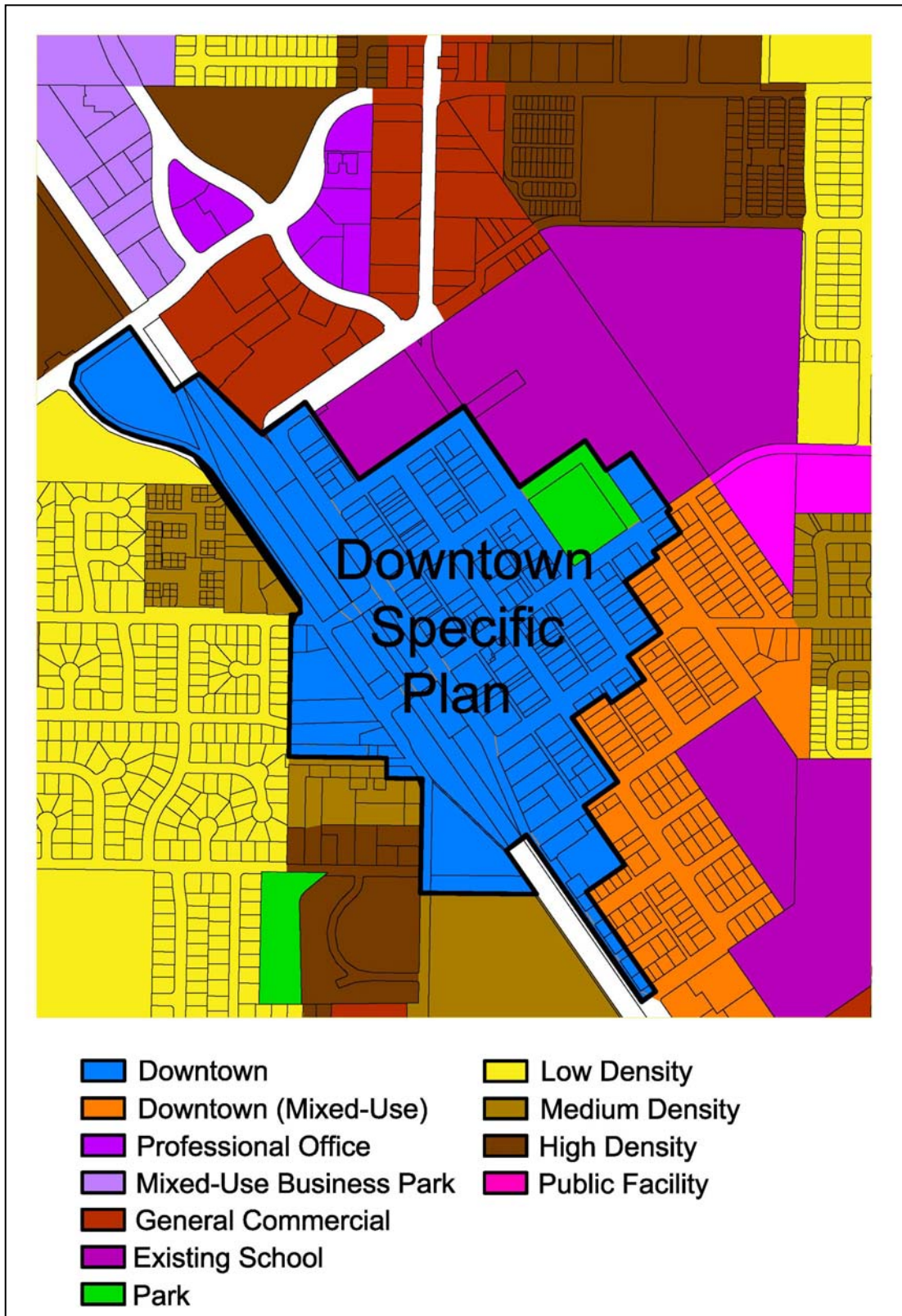


Figure 3-6
Proposed General Plan Designations



Envisioned Stages of Growth and Change

Transformation of the Downtown shall occur on a parcel by parcel basis. The overall vision of the project is to encourage new net value and investments, thereby building upon the existing strengths and assets of the Downtown area. The Downtown Specific Plan envisions three general stages of growth that are not necessarily distinct: short-term, long-term, and end-state growth, as defined below.

Short-Term Envisioned Changes

Short-term changes would occur within 5 years, and include building upon the existing entertainment resources, retail and commercial uses, civic life, and residential neighborhoods. Refer to Figure 3-7, Short-Term Envisioned Town Pattern Scenario, for specific locations of the following uses.

Entertainment. A new entertainment anchor would be located at the intersection of Oak and Second Street, extending northward along Second Street. The anchor may be a multi-plex theatre or a similar public development that would increase Brentwood's appeal as an evening and weekend destination.

Retail and commercial. New retail and commercial development would transform vacant or underutilized parcels fronting on Oak and First Streets. In addition, a new parking structure along Brentwood Boulevard near the gateway at Oak Street would also be constructed on assembled parcels. Because the new parking structure would reduce reliance on surface parking lots within the Downtown core, new mixed-use infill development would then be able to occur in the center of the Downtown area, with retail and other activity-generating uses on the first floors, and office spaces, personal and professional services, and apartments on upper floors.

Residential. The Specific Plan would allow and encourage housing sites in and around the Downtown core at the following locations:

- North of Maple Street along First, Second, and Pine Street (residential and mixed-use)
- South of the City Center along Chestnut Street (townhouses and small-lot single-family homes)
- South of Oak Street and along Walnut Boulevard (residential and mixed-use)

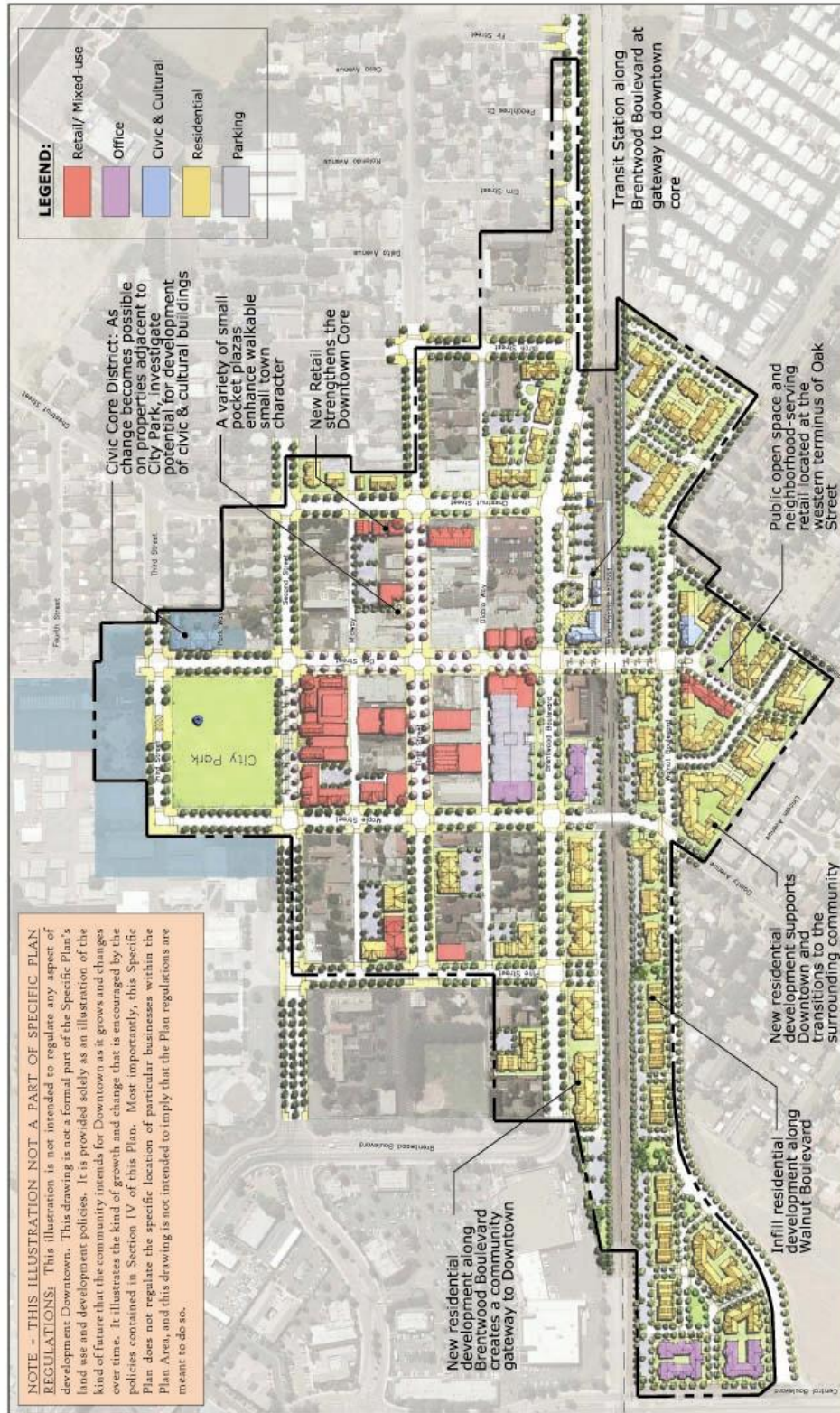
Long-Term Envisioned Changes

Long-term envisioned changes would occur within in six to fifteen years. The long-term changes include integrating transit, redeveloping Brentwood Boulevard, and continuing residential and office infill developments. Refer to Figure 3-8, Long-Term Envisioned Town Pattern Scenario, for specific locations of the following uses.

Figure 3-7
Short-Term Envisioned Town Pattern Scenario



Figure 3-8
Long-Term Envisioned Town Pattern Scenario



Transit. A new transit station with expanded rail service would link Downtown's transit station to regional transportation systems.

Brentwood Boulevard redevelopment. The Specific Plan proposes to transform the currently commercial Brentwood Boulevard into a "mixed-use grand boulevard" with significant infill residential development, as well as residentially compatible uses such as office and lodging.

Continued residential, office, and retail infill development. New office and retail infill development would locate jobs and services within the walkable Downtown core, and residential infill at various locations throughout the Downtown area would support the Downtown and transition to the surrounding community.

Civic life. A new City Hall would be located at City Park. Cultural centers and civic buildings, including a community center, library, and the new entertainment anchor, would also encircle City Park.

End-State Envisioned Changes

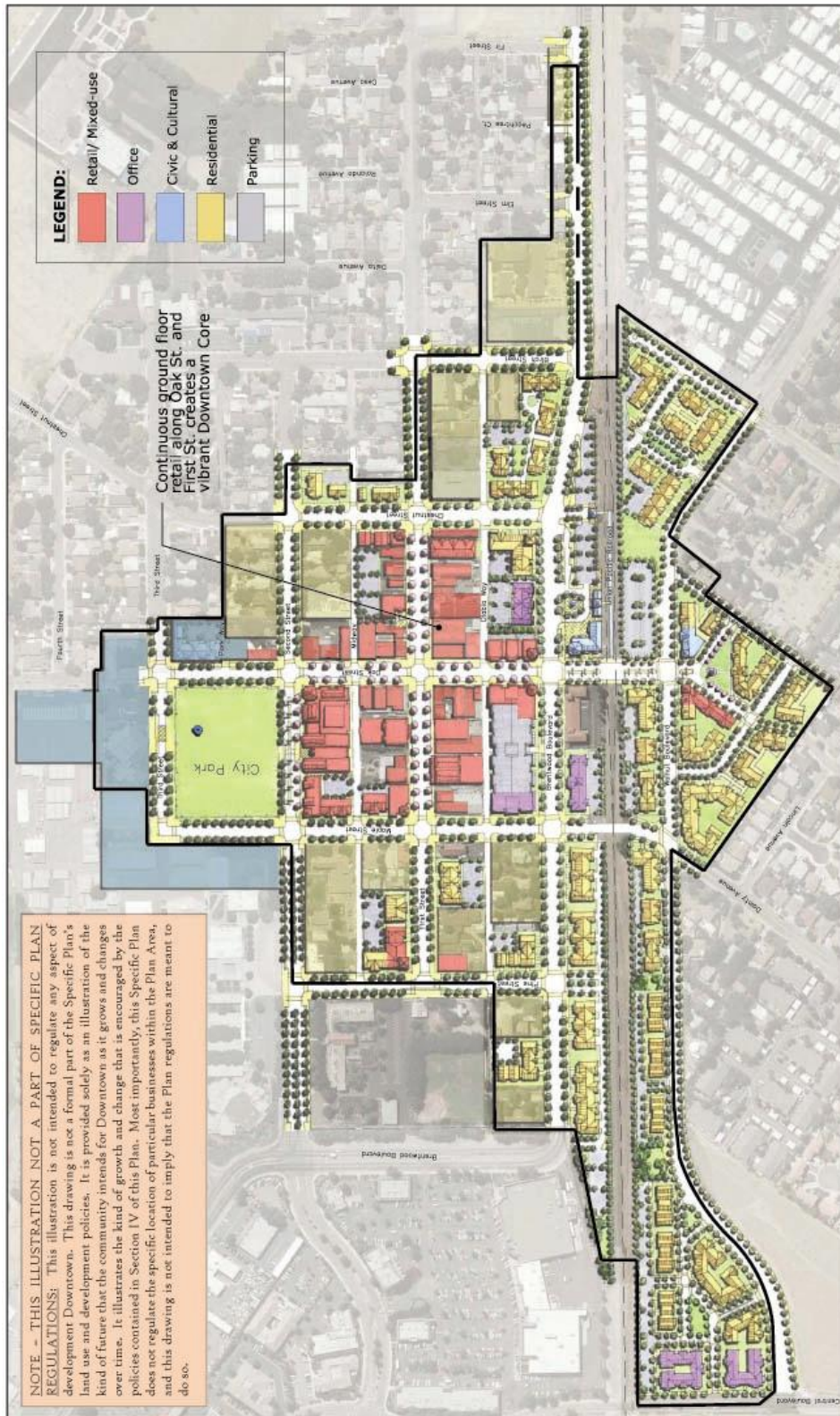
The end-state changes include civic and cultural infill development surrounding City Park, continuous ground floor retail along Oak Street and First Street, and residential neighborhoods surrounding the Downtown core. Refer to Figure 3-9, End-State Envisioned Town Pattern Scenario, for specific locations of the following uses.

Civic and cultural infill development. Adding to the civic uses envisioned in the long-term scenario, the Downtown Specific Plan proposes to create new civic and cultural infill development that surrounds City Park and creates a "grand civic destination."

Continuous ground floor retail. The Downtown Specific Plan proposes to continue filling in ground floor retail on the street frontage along Oak Street and First Street until the retail development is continuous.

Surrounding residential neighborhoods. In the end-state scenario, residential neighborhoods would surround and link to the core of the Downtown area via pedestrian and bicycle routes. The adjacent residential uses would also help support local businesses within the Downtown area, resulting in sustained economic vitality.

Figure 3-9
End-State Envisioned Town Pattern Scenario



REQUIRED PUBLIC APPROVALS

The Downtown Specific Plan project requires the following discretionary actions by the Brentwood Planning Commission and/or City Council:

- Certification of the EIR;
- Approval of a General Plan Amendment to designate the entire Specific Plan area as Downtown (DT);
- Approval of the Brentwood Downtown Specific Plan; and
- Approval of a Rezone of the properties within the Downtown Specific Plan Area to be consistent with the Specific Plan.

PROJECT GOALS, OBJECTIVES, AND STRATEGIES

Project Goals

The City proposes the Downtown Specific Plan to achieve the following goals:

1. Guide growth and change in Downtown to ensure it evolves to embody the community's vision for a vibrant, active, and beautiful City district that continues to plan an essential role in the daily lives of the City's residents.
2. In recognition of regional growth and Brentwood's burgeoning population, preserve Downtown's role as an indispensable hub for the types of services, conveniences, experiences, and lifestyle choices that are not found elsewhere within the City and are fundamental to the long-term health of the Brentwood community.
3. As growth and change proceed, preserve and extend Downtown's small town character and its warm and hospitable atmosphere.

Project Objectives

The City proposes the Downtown Specific Plan to achieve the following objectives:

1. *Niche*. Fine-tune Downtown's role within the commercial framework of the City and region. Selectively guide growth and development in the Downtown district to secure Downtown's role as Brentwood's main community center within the changed economic landscape of the region brought about by the construction of the State Route 4 Bypass.
2. *Enhanced Draw and Appeal*. Promote the augmentation of existing shopping, eating, and entertainment offerings in the district to enable Downtown to effectively coexist with emerging competition at primary access points along the

new State Route 4 Bypass. Identify and create the conditions to attract the unique retail tenancies critical to Downtown's survival.

3. *Critical Mass.* Promote the development of the greater Downtown area as the most mixed-use and vibrant district in the City. Increase the opportunities to attract residents to Downtown, whether it is as their place of residence, place of work, place for shopping and entertainment, or simply as a central place to gather and to enjoy meeting and interacting with fellow members of the Brentwood community.
4. *Civic & Cultural Heart.* Enable the continued expansion of Downtown's role as the civic and cultural heart of the City. Identify and protect opportunities for the widest possible range of civic and cultural facilities and public spaces offered in the Downtown. Enhance the performance of the district for festivals, markets, and other significant civic and cultural events.
5. *Access & Walkability.* Continue to enhance the visibility and accessibility of the Downtown from all approaches and via as many modes of travel as possible. And most of all, ensure that walking is a pleasure throughout the district.
6. *Character & Identity.* Ensure that the Downtown is a living example of the aesthetic qualities and characteristics that form the basis of what it means to build in "the Brentwood Way." As the Downtown grows, ensure that the character of new buildings and site improvements draw from the social and cultural aesthetic qualities that furnish Brentwood with its well-renowned small-town identity.
7. *Private Actions: Buildings & Site Improvements.* Promote well-crafted built forms that are both attractive and appropriately scaled for Brentwood's Downtown and which draw from and reinforce the best examples of Brentwood's architectural traditions, and which preserve the City's small town character.
8. *Public Actions: Public Spaces.* Guide public investment toward the preservation and enhancement of public greens, plazas, and street spaces to preserve the relaxed setting and pleasing public realm of the Downtown.

Project Development Strategies

The City proposes the Downtown Specific Plan project to achieve the following development strategies:

1. Anchor the Downtown. Catalyze new development in the Downtown Core and increase its viability as an economic engine by enabling the development of a large-scale retail and entertainment anchor.

2. Direct new commercial investment into the Downtown Core to create a “critical mass” of retail, restaurant, service and entertainment uses in a compact, walkable, and unique setting that only Downtown can offer. Create a well-defined retail core with ground-floor activity generating uses throughout.
3. Promote Downtown’s role as a Neighborhood Center by enabling the development of new housing throughout the Downtown district. Maximize every opportunity to add to the housing stock in and around the Core as well as along Brentwood and Walnut Boulevards. Ensure that Downtown will be comprised of a variety of housing types at different scales and different densities such that it shall be home to a full cross section of Brentwood’s population.
4. Reinforce Downtown’s role as the center for Civic life in Brentwood by concentrate all future civic or quasi-civic investment either adjacent to or as near to City Park and the new City Hall as possible.
5. Guide future private actions within the Downtown district to create built forms that are based in the community’s preferred design aesthetic. Make certain that future Downtown development embrace the architectural styles, forms and details that mesh with historic Brentwood, while looking to the future. Build on the aesthetics of Brentwood’s distinctive small-town character. Buildings and open spaces, and the colors and materials out of which they are composed shall be compatible with their surroundings and will add to the warmth and charm of the best elements of Downtown.
6. Invest in the public realm. The City shall improve access to, and visibility of the Downtown Core by defining the ‘gateway entrances’ and making improvements to streetscapes, plazas and paseos wherever possible throughout the Downtown core.
7. Manage the Downtown parking supply to maximize efficiencies, accommodate growth, and reduce congestion.
8. Leverage the growth in local, state and regional investment in transit infrastructure to enhance the accessibility of Downtown and its attractiveness to investors.