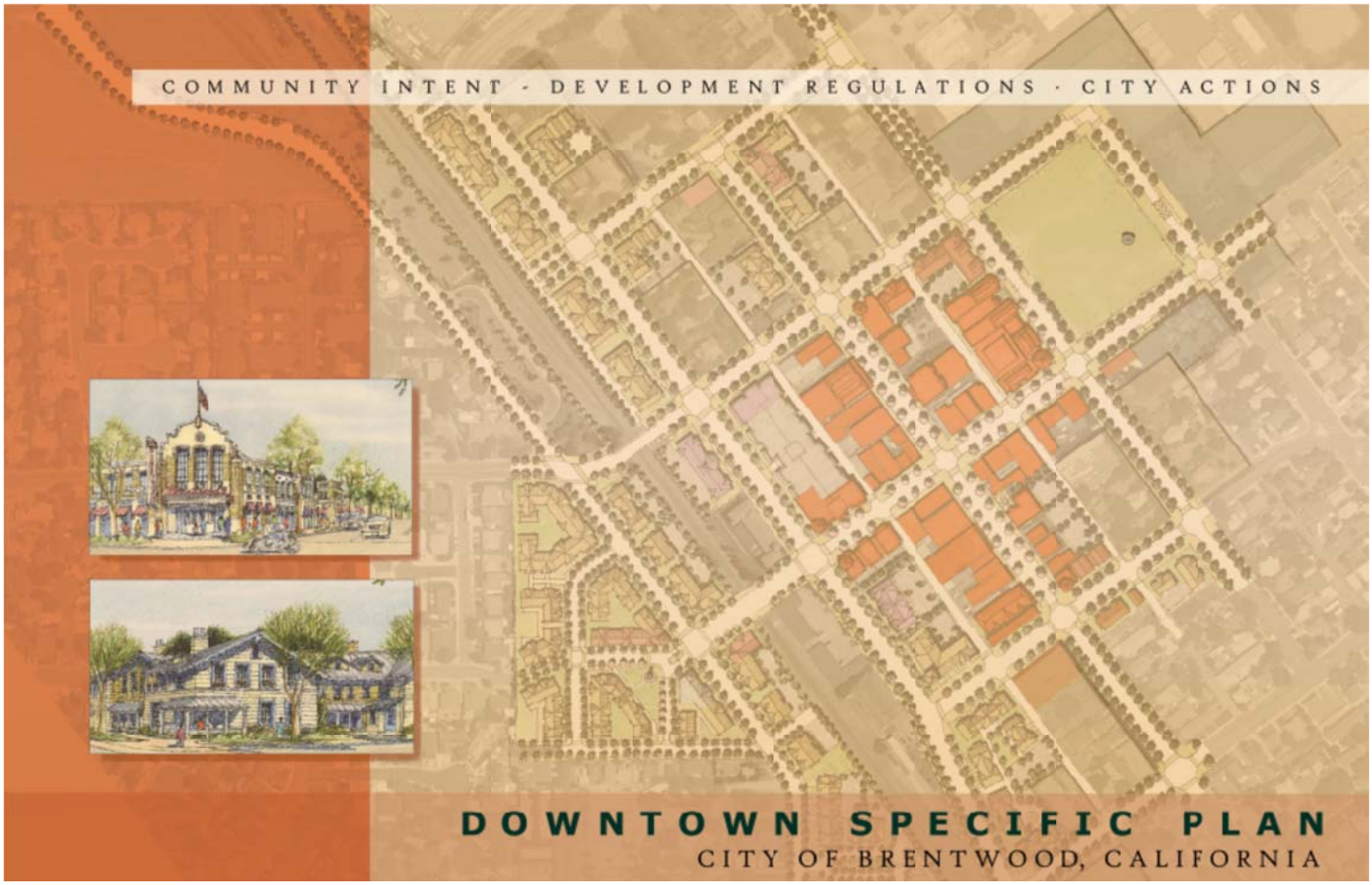
THE CITY OF
BRENTWOOD

HERITAGE ▪ VISION ▪ OPPORTUNITY



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The Vision: “A Day in the Life of the Future Downtown Brentwood”

Along the main shopping streets - Oak Street, between Brentwood Boulevard and Second Street, and First Street, between Chestnut and Maple Streets, Downtown is abuzz with activity from the moment the first shopkeepers arrive to open for business. Quickly, the sidewalks are bustling with employees coming to work, city officials and employees heading to the Civic Center, and seniors converging on the Community Center for early morning classes. Walking down Oak Street towards Brentwood Boulevard, Downtown residents grab a cappuccino and the local paper before heading off to work or catch the commuter rail at the Transit Station. Running in the opposite direction, school children are hustling to get to school before the bell.

During the day, Downtown streets are full of business, civic and cultural activity. The City’s residents can be seen patronizing a variety of personal and business services including salons and copy shops, architects, accountants, and attorneys. Unique retail shops, galleries and cafés are brimming with business, as many local and area residents take advantage of Downtown’s charming physical environment. During the lunch hour, many shops and cafés spill out onto the shaded sidewalks and into paseos and plazas. Sidewalk menu boards describe the day’s specials, and tables and chairs arranged on the sidewalk invite shoppers to sit down for a bite to eat. Some folks choose to hold their meetings at a local restaurant. Art studios are hosting gallery exhibits and openings, while dance and theatrical performers are rehearsing in the Community Playhouse in preparation for opening night. Above the ground floor shops, residents visit day spas and physical therapists, or attend midday classes at dance and yoga studios. In City Park, parents sit and chat as young children have fun in and around the playground and chase each other around the trunks of massive old trees or head to the Library for story time, while seniors can be seen reading the paper and playing cards in the shade.

At the end of the working day, street life within the Downtown Core feels akin to intermission during a theater performance. Shopkeepers can be seen moving outdoor display signs and wares off of the sidewalk and back indoors and sweeping up in front of their store; employees stop by the bank or the Post Office to tend to last-minute business before walking towards the transit center, or to retrieve their cars from nearby parking lots. Activity around the Civic Center reaches a calm frenzy, with many students and parents returning books to the Library and daytime social events at the Community Center come to an end. Some folks walk up to the Civic Center to pick up their kids from their “after-school’ activities, then grab a snack and sit in City Park to enjoy the last moments of daylight, the long rays of the sun illuminating the façade of City Hall. On all streets, residents of Downtown can be seen returning home after the workday. Along Oak Street they stop by a local gourmet shop or bakery to pick up something to have with dinner, and then turn onto First Street to pick up their dry cleaning before heading home.

After the sun sets and the air cools, Downtown is again transformed into the gathering place for meals, entertainment and cultural activities. The sidewalks are beautifully lit with the warm glow of street and tree lights. The steady hum of social chatter can be heard at many of the busy restaurants and faint melodies of jazz standards emanate from within a local brew pub. Friends and families large and small cue in front of the Brentwood Theater to catch an evening showing of a first run film or carry blankets out to City Park for a free musical concert under the stars. Performers and attendees gather in anticipation of the night’s performance in the Community Playhouse. Throughout the Downtown Core, families and couples stroll in the evening air taking in the sights and sounds of the community’s most cherished environment. Ice cream shops, bookstores, and some art galleries stay open late to welcome the community into their doors.

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TABLE OF CONTENTS

INTRODUCTION **7**

BOOK I: COMMUNITY INTENT **11**

1.1 STARTING POINT: EXISTING CONDITIONS 11
1.2 PLAN GOALS AND OBJECTIVES 34
1.3 THE ENVISIONED FUTURE DOWNTOWN 37
1.4 DEVELOPMENT STRATEGY 48

BOOK II: DEVELOPMENT REGULATIONS **61**

2.1 ORIENTATION 61
2.2 SITE DEVELOPMENT STANDARDS 66
2.3 OUTSIDE DINING, SITE FURNISHINGS AND DISPLAY 90
2.4 PARKING STANDARDS AND GUIDELINES 90
2.5 ARCHITECTURAL STANDARDS AND GUIDELINES 94
2.6 ARCHITECTURAL STYLES 103
2.7 COLOR 129

BOOK III: CITY ACTIONS **137**

3.1 ORIENTATION 137
3.2 COMMUNITY FACILITIES 137
3.3 STREETS AND PUBLIC SPACES 138
3.4 PUBLIC PARKING FACILITIES 143
3.5 TRAFFIC CIRCULATION 145
3.6 PUBLIC TRANSIT FACILITIES 145
3.7 UTILITIES AND INFRASTRUCTURE 146
3.8 IMPLEMENTATION 146

BOOK IV: APPENDIX **149**

BRENTWOOD CHARACTER WORKSHOPS 151
BRENTWOOD CITY PARK 155
BRENTWOOD COMMUNITY FACILITIES 157
DOWNTOWN PARKING STRUCTURE 161
DOWNTOWN REDEVELOPMENT AREA 163
PROJECT PARTICIPANTS 165

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i.1. APPLICABILITY

The Downtown Specific Plan is established to coordinate public and private investment in the City's Downtown District to fulfill the community's intention for the Downtown to remain the heart of the Brentwood community as the City goes through a period of explosive growth and change. It 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 established in Article 8 of the State of California Government Code (Section 65450-65457), this Downtown Specific Plan establishes the primary means of regulating land use and development within the Specific Plan Study Area (see below). It also establishes the primary means of planning City actions and investments in support of the growth of the Downtown District.

The Plan represents the detailed implementation of the broad policy directions contained within the City of Brentwood General Plan for the Specific Plan study area. The regulatory provisions contained within the Plan replace land use and development regulations previously contained within the City of Brentwood Zoning Ordinance. In the instance of conflicting regulations with other municipal planning documents containing policies for land use and development in the Downtown Specific Plan Area, this document shall apply. For land use and development regulations not addressed in this Specific Plan, the relevant sections of the Brentwood Municipal Code shall apply. This document does not replace or augment regulations pertaining to issues of building safety codes. All applications for new construction, substantial modifications to existing buildings, and for changes in land use, shall be reviewed for conformance with the policies contained in this Downtown Specific Plan.

The General Plan will be amended concurrently with the adoption of the Downtown Specific to ensure the Specific Plan is consistent with the City's 2001 General Plan Goal 3: Economic Vitality, Policy 3.1 Downtown Focus to maintain the Downtown as the community's dominant commercial, civic and cultural center through the following:

General Plan Action Program

3.1.1. High Activity Uses: Retain and encourage an intensification of retail, office and entertainment uses in the Downtown. Direct the City's office, civic, and cultural uses to locate Downtown and emphasize the integration of these high activity uses.

3.1.2. Specific Planning Area: Designate Downtown as a Specific Planning Area to strengthen the downtown as a destination point, provide special planning attention to the city core and ensure that development occurs according to design guidelines and land use standards.

3.1.3. Urban Design Framework: Create an urban design framework to strengthen the physical form of Brentwood's Downtown.

3.1.4. Destination Point: Promote Downtown Brentwood as a destination point for City residents and visitors to the City.

3.1.5. Streetscape, Landscaping and Design: Create streetscape, landscaping and design standards that will help enhance the character and create a sense of identity for the Downtown.

3.1.6. Redevelopment Plan: Implement the Redevelopment Plan in order to achieve its revitalization objectives for the Downtown.

i.2. THE DOWNTOWN SPECIFIC PLAN AREA

The City of Brentwood Downtown Specific Plan Area consists of approximately 205 acres within the City's historic center, which began near the intersection of Oak Street and the Union Pacific Railway. In general, the Study Area includes all of Downtown Brentwood - defined loosely as the area bound by Brentwood Boulevard to the north and Fir Street to the south, having its eastern edge defined by parcels having frontage along Third Street as well as the entire Public Facilities (PF) area, and its western edge defined by parcels having frontage along Walnut Boulevard. For a more precise definition of the Specific Plan Area, please see the accompanying "Downtown Specific Plan Area" map. Finally, the entire Downtown Specific Plan Area falls within a City of Brentwood Redevelopment Plan Area. A map of the Redevelopment Plan Area boundaries is included within the Plan's Appendix.

i.3. DOCUMENT ORGANIZATION

The Downtown Specific Plan evolved through a community planning process. It has progressed from a broad community vision for directing future growth to specific strategies and detailed policies for enabling that growth. The organization of the Plan reflects the progression of the planning process that produced it, moving from an explanation of the wide-ranging goals of the Plan to the explicit policies and guidelines that implement those goals. The Downtown Specific Plan is organized into three sections with each section containing information and direction pertaining to one of the three fundamental purposes of the Plan as follows:

Book 1 – Community Intent

This section describes the purpose, context and vision the community has put in place as well as the steps chosen to guide future growth and change in Brentwood's Downtown. It provides the basis for the policies and programs that follow in subsequent sections of the Plan. It begins with an analysis of existing conditions, describing the context of Brentwood's Downtown in terms of the prevailing physical, social, and economic conditions at the time of the Plan's drafting. Subsequently, a series of Plan goals and objectives are presented which form the basis for the ensuing revitalization strategies. Also included is the community's vision for the future of their Downtown, described in the overall context of growth. This section ends with the City's development strategy, a series of prioritized strategic actions, which detail the fundamental steps necessary to instigate the transformation of Downtown.

Book 2 – Development Regulations

This section contains the regulatory framework of the Specific Plan. The policies within this section govern future private actions on parcels within the Specific Plan Area. Detailed standards and guidelines for private development direct the siting, orientation, massing and frontage conditions for future buildings. Also included are regulations for open spaces and parking, as well as landscape and architectural design guidelines to direct new investment to conform to the community's preferences as regards the aesthetic quality and character of the evolving Downtown.

Book 3 – City Actions

This section describes the actions that the City intends to take to support and complement the growth of Downtown. A variety of City actions will be necessary at different junctures as Downtown evolves and new development is added to the district. City actions include redevelopment and capital improvements that will "set the stage" for the types of new development the community envisions. City Actions have the immediate impact of creating amenity in the city's center and have an added benefit of making visible the community's economic and political commitment to catalyzing the Plan's development strategies.

DOWNTOWN SPECIFIC PLAN AREA

1.1. STARTING POINT: EXISTING CONDITIONS

This chapter provides an overview of the forces of growth and change affecting Downtown in 2005. Envisioned change is relative to the physical, social and economic conditions described within. With this starting point in mind, as Downtown undergoes substantial transformation, the strategies and policies of the Plan should be reassessed and updated as necessary.

1.1.1. Regional Context

Forces of Growth and Change in the Region

In 2005, Brentwood is among the most rapidly growing communities in California. Located in Eastern Contra Costa County, Brentwood is equidistant from Sacramento to the northeast and San Francisco to the west. As the rapid growth of the San Francisco Bay Area continues to press east, and Sacramento's population and development expand to the west, the city of Brentwood, together with the cities of Antioch and Oakley to the north and east, and Livermore and surrounding communities to the south will ultimately form the central area within a greater San Francisco-Sacramento regional metropolis. The beginning signs of this leap in regional development are already beginning to make their way into Eastern Contra Costa County. Today, Brentwood is experiencing growth at a rate far in excess of any time in its history; this rapid growth is led primarily by new residential and commercial development including new regional retail and 'power' centers, and is accompanied by a massive increase in road construction, most notably the recent undertaking of the State Route 4 Bypass.

The continued expansion of the same economic conditions that transformed the cities of Walnut Creek and Danville is pressing its way at a rapid pace into, and through, the cities of Eastern Contra Costa County. Areas south of the Delta that were until recently considered to be the "hinterlands" – rolling hills and open plains dominated by agricultural uses - are being transformed by large-scale land developers at head-turning rates. Residents of East County are witnessing firsthand the immense power of this growth, driven by what appears to be a virtually limitless pent up demand for new housing in combination with medium-scale and large-scale retail and commercial development to serve the needs of the growing population. As the plume of development pressure makes its way through the Delta plains, it leaves in its wake the barebones of conventional suburban development: single-use residential developments interspersed with strip-commercial and regional retail centers located within a network of high-speed vehicular thoroughfares.

In anticipation of the immense growth currently underway in East County, Caltrans began construction of a new four-lane highway to replace existing State Route 4 (Brentwood Boulevard). The new State Route 4 Bypass, will run north-south through lands in the western parts of the City, having interchanges at Walnut Boulevard, Marsh Creek Road, Balfour Road, Sand Creek Road, and Lone Tree Way before meeting up with Highway 4, a State Highway which provides connection to Walnut Creek, Concord, and to the San Francisco Bay Area. With the introduction of the Route 4 Bypass, Lone Tree Way has become a prime address for retailers looking to locate where they hope to attract the large percentage of the County's residents who will be traveling the new roadway. In only the past two to three years, many hundreds of thousands of square feet of new retail development have opened their doors adjacent to the new freeway interchange zone where they are strategically positioned to draw customers from two or three nearby cities. The sheer scale and immensity of commercial shopping centers nearby the intersection of Lone Tree Way and the Route 4 Bypass

significantly dwarfs all other forms of retail shopping conditions available within Brentwood by a substantial margin.

According to the Draft Environmental Impact Report for the City of Brentwood General Plan Update June 25th, 2001, *"Construction of the SR 4 Bypass would help slow the growth of traffic in and around Downtown Brentwood and in some cases even reduce traffic compared to existing levels. For example, segments of Central, Walnut, Brentwood Boulevard, and Balfour are expected to experience reductions in traffic.*"

"The [Bypass] would have a generally beneficial impact on traffic levels of service on roadways in the vicinity of the Project. The Project will divert traffic from other parallel routes that would otherwise have significant levels of traffic congestion if land development occurs as projected."

Following this scenario to its logical conclusion, potential customers who in the past would travel along Brentwood Boulevard to and through Downtown will now be "diverted" away from Downtown and ushered to the front doors of major retail centers located adjacent to the Bypass. As part of the economic and market analysis findings prepared by Gruen Gruen + Associates in support of the specific plan effort, the economist found that *"The recent and anticipated growth in retail centers within Brentwood, Antioch and Oakley are working rapidly to increase the attraction and magnetism of other centers at the expense of the Downtown. If the Downtown is not to be permanently overshadowed by emerging competitors, we must act now."*

Today, the citizens of Brentwood find themselves at a crossroads. Rapid expansion of residential and commercial development in combination with the construction of the State Route 4 Bypass presents a significant threat to the long term financial health of the City's Downtown. Without any visible means of connection to the City's historic center, new development in East County threatens to create a landscape of residents dislocated from the very physical, social, and cultural qualities of community buildings, open spaces, and civic life fundamental to a healthy city, namely, the Downtown. Whereas up till now the existence and economic health of the Downtown was a natural extension of the market, from this point forward the continued health of Downtown will require community attention and resources.

The residents of the City of Brentwood find themselves planning their future to preserve the high-quality standard of living, which is nothing new to them. Since its incorporation in 1948, the residents of Brentwood have continuously looked to manage their growth and prosperity according to principles rooted in the protection of their agrarian past, and inspired by a vision for a built environment that both sustains and fosters the sense of community spirit to which they are committed. The Brentwood community takes great pride in its heritage as an agrarian community whose lands were once primarily used for the raising of crops, cattle, and orchards. Much of Brentwood's agrarian past is still evident in areas just a few miles outside of Downtown, a living reminder of the City's agrarian roots.

Throughout the latter half of the 20th century, the Brentwood community repeatedly updated its General Plan in response to changing economic and social demographics. In 1993, with a population of just under 10,000, the City adopted a new General Plan in anticipation of future buildout of 90,000. Up until that time, Brentwood's residents had successfully managed growth within the City limits in a way that preserved a healthy balance of commercial and residential growth while preserving Downtown's role as the city center. However, it was around this time that regional growth trends began to exceed even the most liberal projections for residential and commercial growth rates, motivating the City to readdress their growth strategies. In 1999, for

the first time in the City's history, shifting economic trends and more intense development pressure than had been previously anticipated provided the impetus for the City to begin the process of amending their General Plan citing the need to reduce future residential growth, encourage job centers, and preserve Brentwood's quality of life. The citizens of Brentwood united once again to forge strategies and policies to guide this impending growth. Through a series of workshops and in combination with a General Plan Working Group, the City put forth a vision and a series of goals and policies to guide development in the Planning Areas. Included in this Plan were the following directives:

- *Focus on maintaining the Downtown as a central destination point in Brentwood*
- *Maintain the Downtown as a center of commercial, civic, and recreational uses*

Since that time, the City has undertaken numerous visioning processes and strategic planning efforts to address and plan for regional growth including discussing urban growth boundaries in consideration of regional planning efforts. Through these efforts, the City has embraced the idea that planning for Brentwood's future can no longer be performed in isolation, and that a thorough investigation into regional economic, land use, and transportation planning issues are instrumental to all future City planning.

Though Brentwood's residents prefer to regard their city as a "residential/agrarian" community, there is considerable acknowledgement on the part of the community that regional economic conditions are transforming the City's lands into something far more urbanized than the community could have anticipated only a few years ago. However intense the current demand for growth may be, the City of Brentwood does not intend to turn its back on its history of managing and planning for their City's future.

Downtown Brentwood – Existing Setting

Residents and visitors alike are attracted to the small town character of the Downtown. The Downtown's unique character and scale distinguish it from surrounding areas. The district is characterized by a rich variety of residential, civic and retail structures dating back over one hundred years and complemented by mature street trees and a pedestrian scaled main street and park. Downtown Brentwood is laid out along a grid having its origins at the intersection of what is currently Oak Street and Brentwood Boulevard. In 1878, Louis Gruneaeur erected the first store in Brentwood nearby the railroad and within years, Brentwood had become a thriving center for agriculture and trade. According to the *"Early History of Brentwood"* published by the Brentwood Chamber of Commerce, by the late 1890's, "Brentwood was the largest shipping point for wheat and barley between New Orleans and San Francisco." As was typical of traditional towns at that time, Downtown was the community's center, where residents would live and work, shop for goods and services, and come together for special occasions.

Today, although Downtown remains the town's centerpiece in the hearts and minds of the community, the current social and economic trends tell a very different story. Almost all new development activity within the City is occurring in areas well north and west of Downtown. Recent residential and commercial developments have little orientation to the City's historic center, or the civic nature of connectivity and community on which the City was founded. As a result, Downtown's streets are all but deserted in the early evening, with most shop owners closing their doors before the sun has fully set.

In terms of areas where new development in currently focused, Downtown Brentwood is in many ways "off the beaten path." The vast majority of the City's residents live well outside of

the Downtown district. They spend their days working and shopping in nearby towns, neighboring city centers, and in the retail and commercial centers that line the major automobile thoroughfares. And in the evening, the City's residents again travel to nearby cities or to large-scale commercial centers to enjoy restaurants, cinemas, and other venues. No doubt, this predicament is a far cry from what the citizens of Brentwood had in mind when they stated their goals and visions for the future. As stated in the 1983 General Plan:

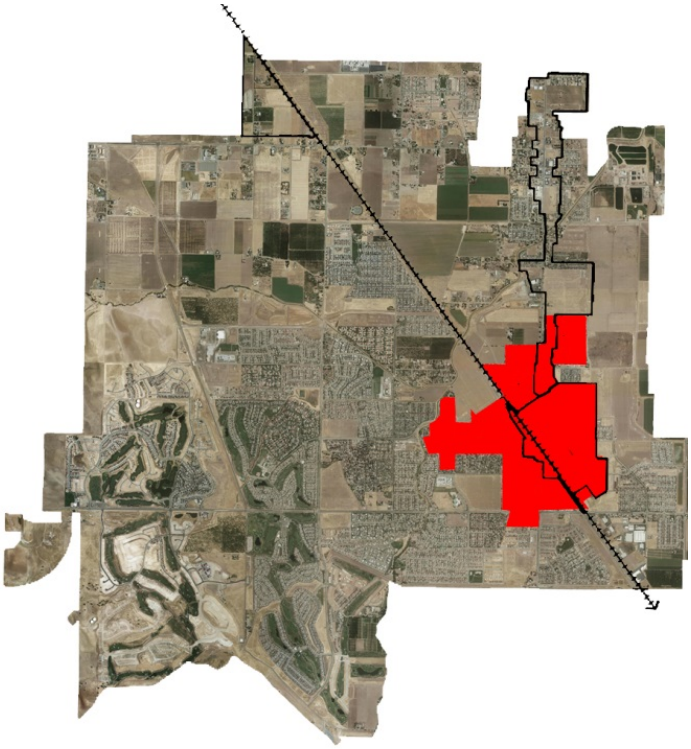
- *Maintain Downtown as the community's center. The City will promote an attractive, economically healthy Downtown that will serve as the main community center as the Brentwood community grows.*

State Route 4 (SR-4) Bypass

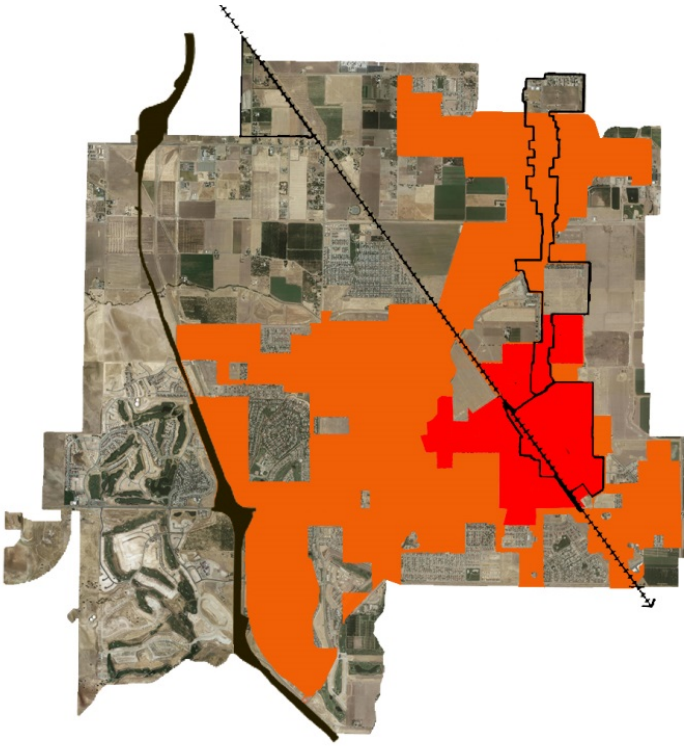
The SR-4 Bypass will replace the existing SR-4 (Brentwood Boulevard) within Brentwood. The new roadway is designed to originate at State Route 4 in Antioch and extend south to where it will connect with a relocated Vasco Road. Caltrans is expected to relinquish the existing SR-4 and accept the SR-4 Bypass as the new State Route 4 sometime after 2008. When fully constructed, the Bypass will be a four-lane highway with interchanges at the following five locations within the City: Lone Tree Way, Sand Creek Road, Balfour Road, Marsh Creek Road, and Walnut Boulevard. There will also be an additional interchange at Laurel Road in Oakley.

The first phase will include a four-lane divided highway north of Lone Tree Way and a two-lane arterial road between Lone Tree Way and Marsh Creek Road. The section of the SR-4 Bypass between Lone Tree Way and Balfour Road is currently open. Construction of the four-lane divided highway section (Segment 1) is anticipated to take place between 2005 and 2007. Depending on funding availability, construction on the segment between Balfour Road and Marsh Creek Road (Segment 3) may start during the same period. In the meantime, Marsh Creek Road will be improved as a two-lane road, connecting the Bypass to Walnut Boulevard, and eventually to the existing State Route 4 to Stockton.

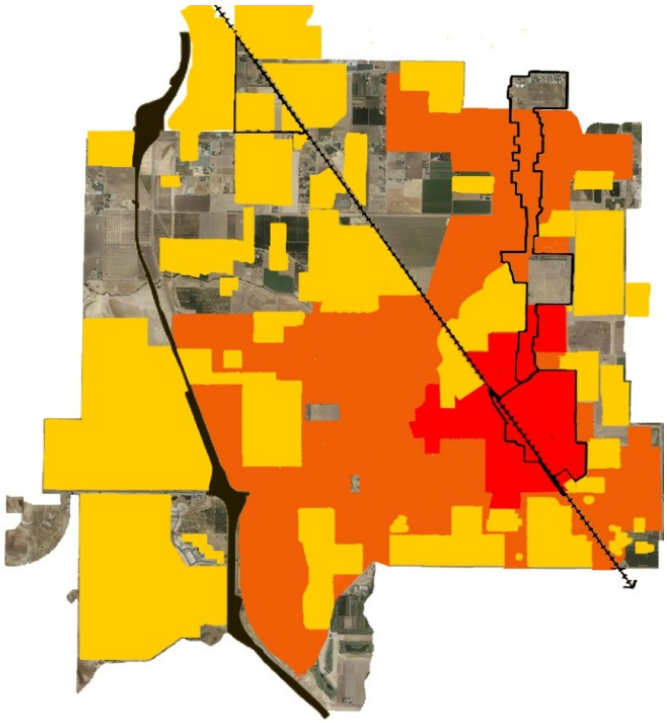
The SR-4 Bypass project will significantly influence travel patterns in the Brentwood area. In general, pass-through traffic will be diverted away from Brentwood Boulevard and Downtown, and redirected to the Bypass and areas north, south, and west of Downtown.



Extent of Development: 1976



Extent of Development: 2004



Approved Development: 2004

1.1.2. Existing Development

The Downtown Core

The Downtown Core, defined as Oak Street between Brentwood Boulevard and Third Street, First Street between Chestnut and Maple Streets, and Second Street between Oak Street and Maple Street comprises the heart of the pedestrian-oriented shopping district. As depicted in the accompanying "Existing Development" map, development within the core is of a fairly low intensity when compared to nearby cities of Contra Costa County. Predominantly single-story buildings are interspersed among surface parking lots, parcels with low site coverage, and in some cases, vacant lots. Even within the Downtown Core along the City's most densely developed shopping streets, there are only short "runs" of continuous shopfronts with the longest occurring on the west side of First Street between Chestnut and Oak Streets. The adjacent "Existing Development" diagram illustrates the relatively low level of development currently 'on the ground' throughout the Downtown district. North of Oak Street, the block having frontage on both First and Second Streets between Oak and Maple Streets is significantly underdeveloped for a downtown core with large swaths of surface parking lots creating a significant "gap" within the Downtown fabric. The condition along Second Street creates a noticeably weak frontage along the west side of City Park. Similarly, Brentwood Boulevard, the primary road into and out of the Downtown district is sparsely developed.

Oak Street is Downtown's primary shopping street. Running east-west across the very center of Downtown, it links Brentwood Boulevard near the historic train depot to City Park. Here, between First and Second Street, it is common to observe residents shopping for goods or enjoying lunch at some of the City's most popular shops and restaurants interspersed among historic buildings. Centered between the Civic Core and the intersection of Oak Street and Brentwood Boulevard, Downtown's most vibrant intersection occurs where Oak Street intersects with First Street. Activity-generating shops and services as well as a bank and the Brentwood Press building form the crossroads of the Downtown's shopping experience. Between First Street and Diablo Way, Oak Street retains much of the fine-grained fabric of continuous shopfronts that reinforce the small town "main street" character. However, between Diablo Way and the intersection of Oak Street and Brentwood Boulevard, the lack of building frontage hides the presence of Downtown and destroys the pedestrian experience at the very entrance to the Downtown Core. On the north side of Oak Street, a surface parking lot leaves pedestrians exposed to automobile traffic on either side, while on the south side, an existing service station and accompanying curb cuts create an even less appealing and less safe pedestrian realm.

First Street forms the central north-south axis of the Downtown Core. South of Oak Street, shops and services located along First Street in combination with the Delta Theater create a vibrant setting for Downtown shopping and strolling. The run of buildings along the west side of First Street between Oak and Chestnut Streets is perhaps Downtown's most appealing pedestrian shopping environment. However, north of Oak Street, the vibrancy of First Street peters out near mid-block. Here, shops are set back from the public right-of-way and are occasionally interspersed with ground floor office buildings and parking lots fronting the street resulting in a compromised pedestrian experience. At the intersection of First and Chestnut Streets, a surface parking lot currently occupies the north-east corner parcel, failing to create a strong transition point between the core and the residential neighborhoods to the south.

At the eastern edge of the Core, along Second Street, the City's Civic Core - including the City Park, City Hall and the Library - provides a civic anchor in the heart of Downtown, and forms a grand terminus for visitors traveling to Downtown via either Second or Oak Streets. The planned construction of a new City Hall on the east side of City Park will result in the further

strengthening of the park's civic role within the structure of Downtown. The City is currently in the early planning stages to develop a new Community Center which may ultimately be located within the Civic Core. The northern edge of the park is defined by facilities contained within the Liberty High School campus that are not oriented toward City Park.

South of City Park, Oak Street between Second and Third Street consists of predominantly single-story buildings, some of which are occupied by municipal offices. On the southeast corner of Oak and Second Streets, Cap's Grille occupies the former Masonic Temple. East of the Downtown Core, a large percentage of the Downtown district is devoted to institutional and residential land uses. Liberty High School and other public facility uses occupy much of the land east and north of the Civic Core as well as most parcels north of Pine Street.

The intersection of Oak Street and Second Street forms a "knuckle" linking the two primary access roads into the Downtown Core. Current development along Second Street includes automotive repair with adjacent surface parking lots, single story retail establishments including a travel service, a sandwich shop, and carpet and tile sales. These relatively low intensity uses are surrounded by vast amounts of surface parking lots. The lack of street wall in combination with curb cuts and auto-dominated uses creates an unwelcoming pedestrian environment for the entire length of the block. In consideration of the location of this site serving as the western edge to City Park, these conditions amount to a missed opportunity within the heart of Downtown.

Downtown Neighborhoods

North of the Downtown Core, in the area north of Maple Street between Second Street and Brentwood Boulevard, a mix of residential, office, and civic uses occupy the majority of the parcels. Occupants including a real estate office on the corner of Maple and First Street, the Brentwood Funeral Home, and a few office uses are interspersed among a mix of single and multi-family homes. North of Pine Street, the northernmost block within Downtown contains a mix of office, residential, and institutional uses.

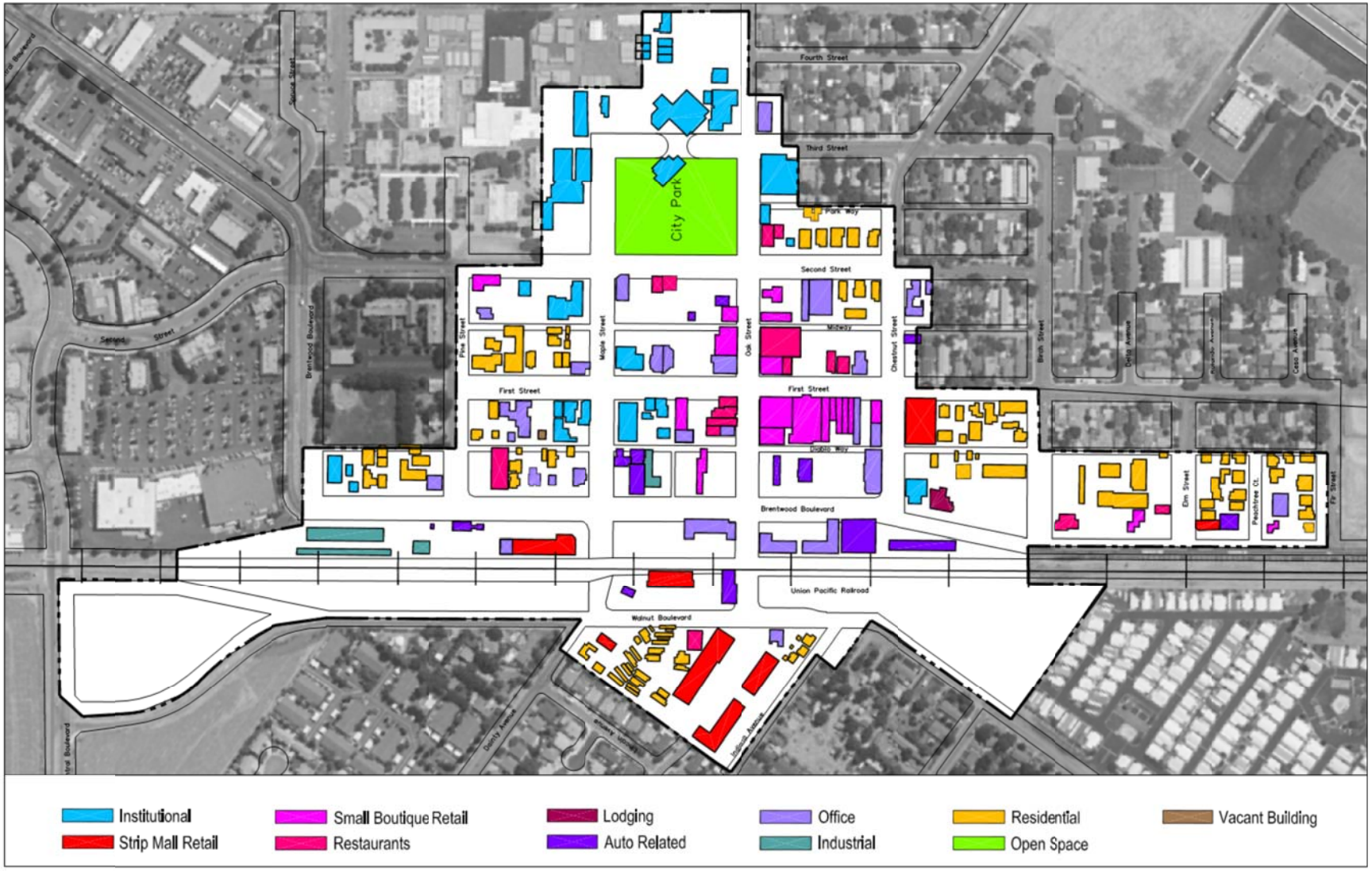
In areas immediately south of the Downtown Core, commercial uses transition into what is predominantly a stable single-family neighborhood intermixed with a few conversions and new multifamily housing developments. Along Birch Street, the middle school is located adjacent to this residential neighborhood and adds to the civic nature of the Downtown district. In areas further east, new residential development breaks with the traditional design of the earlier Downtown neighborhoods. Examples of this type of new suburban development can be found throughout the City of Brentwood, especially in areas north and west. However, when located immediately adjacent to the traditional grid of Downtown, its stark contrast and lack of physical connections to existing town "fabric" are most evident.

Single Family Home, Downtown

Historic Landmark, Downtown

Shop Front, Downtown

Masonic Building, Downtown



EXISTING DEVELOPMENT – BUILDING FOOTPRINTS AND GROUND LEVEL USES

Brentwood Boulevard within the Downtown district has the look, feel, and function of a typical suburban commercial arterial. Four lanes of traffic with an additional center turn lane, in combination with no on-street parking and very narrow sidewalks create an environment generally unfriendly to pedestrians. Existing development along the Boulevard south of Oak Street is a hodge-podge of building types built right up to the back of the sidewalk, and single-story strip commercial retail and office environments set back behind roadside parking lots.

North of Oak Street, the majority of the parcels on the west side of the Boulevard are either vacant or sparsely developed. With the exception of the building at the northwest intersection of Brentwood Boulevard and Oak Street, there is immense opportunity among these parcels, affording an opportunity to reshape this highly visible edge of the Downtown district. Along the east side of the Boulevard, a number of Brentwood's historic buildings have been attractively renovated and occupied by office uses. North of Maple Street there is a mix of residential and commercial buildings as well some vacant parcels creating another weak entry edge to the Downtown district.

Opportunity Sites

In consideration of the fact that Downtown is a relatively old and established City district, there exists a surprising number of opportunity sites primed for new investment. The following "Opportunity Sites" diagram identifies a number of parcels that are potentially key targets for both short and long term redevelopment. One notable opportunity illustrated by this diagram is the significant amount of land adjacent to and having frontage along City Park that is considered to be well-positioned for new development in the near future. City-owned properties on Oak Street east of Second Street as well as underutilized parcels on Second Street west of the park are prime candidates for redevelopment in the heart of the civic core. These parcels are located at the convergence of the two major access roads leading into the core and occupy perhaps the City's most valuable sites for future redevelopment in terms of their potential impact on the look, feel, and function of the Downtown.

Further examination of the 'Downtown District – Opportunity Sites diagram reveals numerous other sites within the Downtown core including underutilized parking lots along First Street between Chestnut and Maple Streets, most notably the City-owned parcel on the northeast corner of First and Chestnut Streets. North of Oak Street, especially along First Street, there exist significant opportunities for redevelopment of vacant and otherwise apparently underutilized parcels. Several remarkable historic buildings offer potential for adaptive reuse in this area including the Veterans building and adjacent structures along the west side of First Street. South of the core along Chestnut Street between First and Second Streets, opportunities for development exist on vacant and underutilized parcels.

Along Brentwood Boulevard and in areas west of the Union Pacific Railroad, there are likewise many parcels of significant size which stand vacant or appear ripe for reinvestment. When the City ultimately relocates the Police Station from the corner of Chestnut Street and Brentwood Boulevard, this parcel will also become an excellent opportunity site.

Public Realm

Originally known as Brentwood Grove, City Park was donated to the City by the Sanford Family in 1888. Today, the park is the centerpiece of the civic core. Situated within the park, the gazebo is perhaps one of the community's most recognizable and most beloved structures. During the summer months, this delightful structure provides relief from the hot sun and often serves as a stage for small performances during formal events.

Downtown Streetscapes

In addition to parks and open spaces, the residents enjoy the comfort of Downtown's pedestrian-oriented sidewalks. The City has created amenity through streetscape improvements to both Oak and First Streets within the Downtown Core. Through its efforts, the City has created a well-used outdoor environment for shopping and strolling. Capital improvements in the form of new sidewalks, street trees, street furniture and a limited number of pedestrian-scale street lights were installed along Oak Street from its intersection with Brentwood Boulevard east to Third Street. Improvements were extended along First Street northward from Chestnut Street to mid-block between Oak and Maple Street. Residents have welcomed the street improvements and credit them for helping to improve the overall appeal of the Downtown Core. Downtown Brentwood's streets contain a large number of mature street trees which provide an almost continuous canopy of shade which is much appreciated during hot summer days.

Downtown Streets and Blocks

Roadways within Downtown Brentwood form a grid pattern paralleling the railroad and Brentwood Boulevard. Oak Street and Second Street form the primary connections linking the Downtown Core to Brentwood Boulevard and by extension to surrounding City districts. A system of north-south alleys bisecting many of the blocks between Pine and Birch Streets allows for a separation of auto and pedestrian street uses. These alleys, in combination with Downtown's existing finely grained pattern of blocks create a quaint environment that is quite walkable.

Primary Entries to the Downtown Core

Currently, one can easily drive right by the main entries to Downtown along Brentwood Boulevard without having any inkling of the shopping district and civic core which lie just a block away. At the intersection of Second Street and Brentwood Boulevard, the Liberty High School is visible to the south, however a lack of streetscape definition and undistinguished building fabric provide little indication that Downtown's unique character and the Civic Core lie just beyond. The intersection of Brentwood Boulevard and Oak Street is the other of the two primary gateways into the Downtown Core. Currently, the Brentwood Professional Plaza on the northwest corner provides the best example of "gateway" architecture to be found anywhere in Downtown. Development on the other three corner parcels is of very low intensity. Along the east side of Brentwood Boulevard, entry to the Downtown on Oak Street is flanked by a gas station and a take-out restaurant's parking lot, which are both unappealing and ineffective indicators of Downtown's historic community center.

Established Development, Downtown

Opportunity Sites, Downtown

OPPORTUNITY SITES

1.1.3. Economics

The single biggest threat facing Downtown is the emerging competition from regional retail centers being established along major automobile thoroughfares especially at major access points to regional highways, most notably, the State Route 4 Bypass. These centers not only attract a large customer base from surrounding areas, but also compete for many of the same types of business that might otherwise be attracted to Downtown.

Downtown has a limited time to create the "critical mass" of activities needed to compete with the newer shopping agglomerations, particularly the big box centers located along the State Route 4 bypass. In recent years, Downtown has experienced only modest sales increases for apparel and other retail and home furnishings stores, as compared with healthy increases in the City as a whole. Downtown retail businesses experienced a 101 percent growth, as compared with a 184 percent growth for the City between 1990 and 2001. This contrasts with the very healthy 419 percent increase in the auto-related businesses, which are still concentrated in Downtown.

For a detailed account of Downtown economics, refer to "Strategies and Programs for a Vital Town Center" by Gruen Gruen + Associates, bound under separate cover.

1.1.4. Land Use and Development Policy

At the time of the Plan's drafting, zoning districts in the Downtown include a mixed-use designation of COR (Commercial/Office/Residential) in transition areas to the north and south of Downtown, R-3 multiple family zoning, R-2 moderate density residential zoning, and at the edge of Downtown, R-1-6 single family residential on 6000 SF lots. Along Brentwood Boulevard, the zoning is primarily geared towards commercial and office development. The zoning provides very limited opportunities for apartment, condominium, live-work, townhouse, or other non single-family housing types on some of Downtown's best opportunity sites. The entirety of the Downtown district located along Walnut Boulevard west of the Union Pacific Railroad has been zoned PD-37, "intended for [development] that is more conducive to commercial development compatible with the city's growth."

Downtown Historic Buildings and Districts

Downtown Brentwood contains a large collection of notable historic buildings including a number of Victorian houses and Craftsman bungalows, as well as historic churches and other buildings generally dating from the town's early days in the 1880s through the 1930s. While a formal inventory of Downtown buildings has not been completed to identify which might be considered eligible for listing on the California and National Historic Registers, many of the Downtown buildings appear to retain their original integrity and may be eligible for listing. Those properties found eligible for listing on either register receive certain tax and building code incentives for preservation.

Brentwood has not adopted its own local historic inventory and historic preservation ordinance, nor established a Historic Preservation Board to help preserve historic properties and review proposals for their alteration. However the Brentwood Chamber of Commerce has produced a Walking Tour of Downtown Brentwood Historical Sites which Identifies 26 notable properties within the Downtown area ranging in age from the early 1880s to the late 1930s. These buildings reinforce the character and recall the early history of the Downtown.

New Public Buildings
Preliminary design studies are underway for a new City Hall. When completed, this building will become a landmark in the Downtown, while continuing to offer city services and locate city employees near the Downtown shopping district. To plan for the growth in city service that will be necessary to serve the rapidly growing population, the City Council has appointed a Community Facilities Advising Committee to advice council accordingly. The Advisory Committee is preparing recommendations for the types of community facilities that should be preferably located downtown as well as city-wide.

1.1.5. Circulation and Transportation

The City of Brentwood updated its *General Plan* in November 2001. The *General Plan* includes transportation-related goals and policies in its Circulation Element. These goals are used as guiding principles for approving new development projects in Brentwood. They include:

Goal 1. *Movement of People and Goods* - A transportation system that provides safe and efficient movement of people and goods within and through the City of Brentwood and promotes the use of alternatives to the single occupant vehicle.

Goal 2. *Transportation Alternatives* - A transportation system that encourages walking, bicycling, and public transit use and encourages shorter commute trips for Brentwood residents.

Goal 3. *Livability* - A transportation system, including safe and adequate streets, trails, signals, sidewalks, pathways, curbs, gutters, streetlights, transit amenities, and signage that maintains and enhances the livability of the City.

The *General Plan* recognizes future transit needs in Brentwood, both for internal circulation and longer distance commute services. Key elements include:

- Expand fixed route bus service with scheduled stops and times, and bus shelters.
- Expand longer distance commute services to major commute destinations and additional park-and-ride facilities, especially near new freeway interchanges.
- Encourage transit-oriented development with pedestrian walkways and cut-through opportunities between cul-de-sacs.

For each of these goals, the *General Plan* lists several related policies as well as an Action Program for each policy.

Lack of Alternatives to Auto Travel
As a low density small town on the outer fringe of the Bay Area, Brentwood has plenty of space to develop roads to accommodate most of the land uses needed to serve its rapid residential growth. However, long commutes and limited local job opportunities mean increased congestion on the few roadways linking Brentwood to employment centers. Over the longer term, it will be important for the region to develop alternatives to the automobile, both for access to jobs and in order to avoid sprawl and loss of the town's picturesque agricultural setting. Projects planned for Downtown area offer the opportunity to develop an alternative to the auto for access between the Downtown and other regional employment centers. The City has begun

planning for a future eBART station that could provide the nucleus for Downtown to attract a wider variety of retail, employment and residential development.

Existing Bus Services

There are six fixed-route bus lines (Route 300, 381, 391, 392, Delta Express, and Dimes-a-Ride) serving Brentwood. Three bus lines start at the Brentwood Park & Ride Lot on the west side of Downtown Brentwood and end at the Pittsburg/Bay Point BART Station (Routes 300, 391, and 392). Route 381 also begins at the Brentwood Park & Ride Lot, but ends at Hillcrest Park & Ride Lot. Delta Express has a stop at the Brentwood Park & Ride Lot and ends at the Dublin BART Station. The Dimes-a-Ride route serves the City of Brentwood only. In general, service frequency to BART is adequate (five buses per hour to the Pittsburg/Bay Point station and two buses to the Dublin station during peak commute hours). However, travel times are long: the shortest travel time is an hour. Not surprisingly, ridership is low.

Parking Conditions

In February, 2005, Fehr and Peers completed the "Downtown Brentwood Parking Study." This study analyzed existing parking demand and parking turnover, and predicted the estimated change in parking demand resulting from future development.

The majority of the blocks within Downtown have on-street parking, with angled parking along most streets within the Downtown Core. Several small off-street parking lots are also located in Downtown with access points along First Street and Second Street north of Oak Street. On-street parking occupancy is high during midday along the commercial sections of Downtown and in the vicinity of City Hall, especially along Oak Street. Off-street parking occupancy near City Hall is generally high. However, occupancy at several other parking lots is moderate. Due to a lack of parking for City employees, several blocks of Downtown streets are reserved for employee parking. On-street parking regulations are difficult to understand. There are 30, 45, 90, and 120-minute parking spaces throughout Downtown.

Should new development in Downtown create parking demand in excess of what is currently available, the City may decide to construct a parking structure within the area of the Downtown Core. Proposed garage locations, their access points, and their management were carefully assessed before and during the Downtown Specific Plan workshop process.

For a detailed account of Downtown parking refer to "Downtown Brentwood Parking Study 2005" by Fehr & Peers, bound under separate cover.

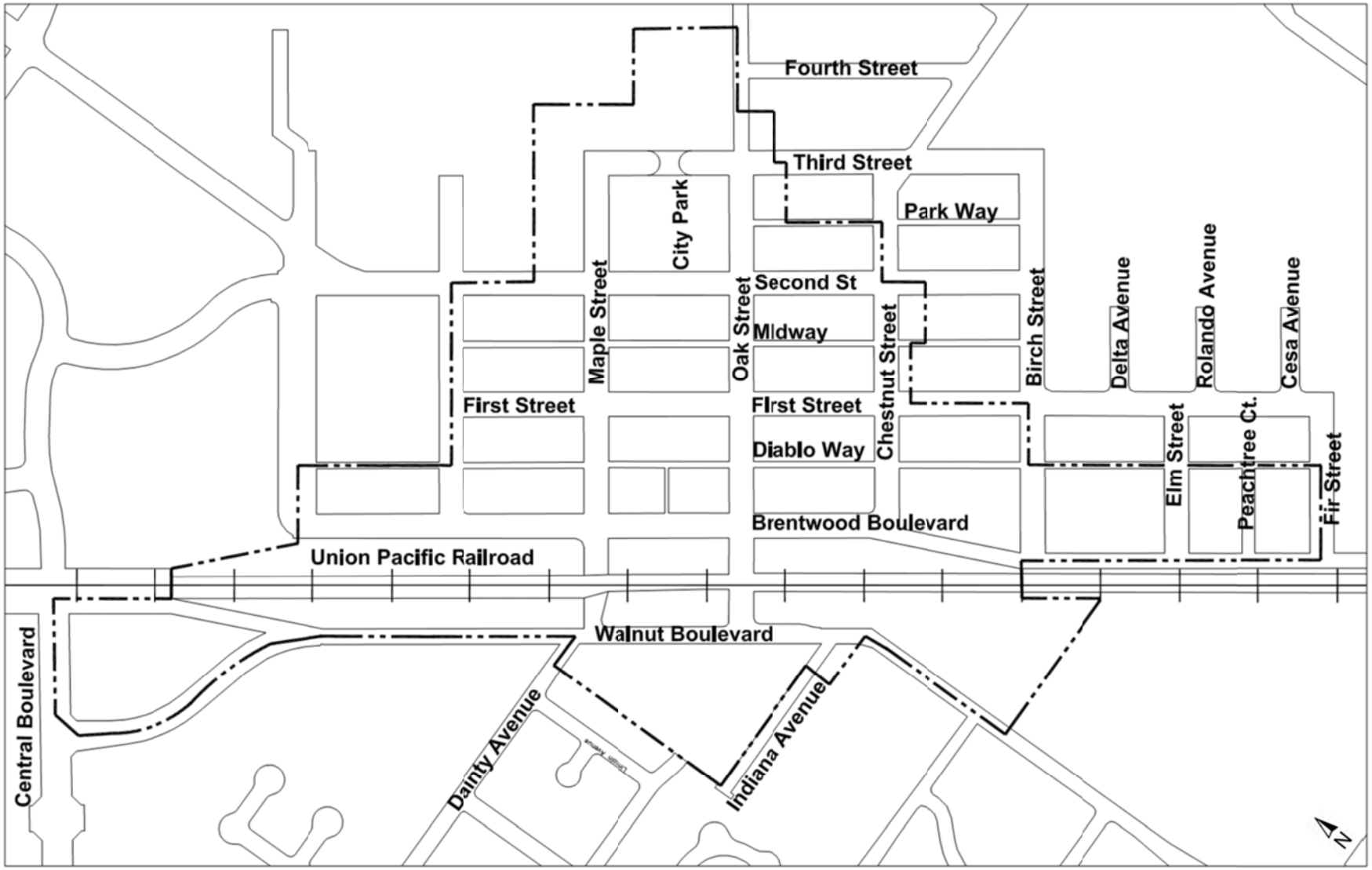
Brentwood Boulevard Widening Project

The City plans to widen Brentwood Boulevard from Chestnut Street to Fir Street in order to improve traffic flow and provide a smooth progression along Brentwood Boulevard within the Downtown District. The project is a continuation of the in progress widening of the Brentwood Boulevard. Over this stretch of approximately 1,500 linear feet, the right-of-way will increase to 140 feet in order to accommodate two lanes of through traffic in each direction. The project will introduce new bicycle lanes, curbs and gutters, medians, sidewalks, street lights, and landscaping to enhance this portion of the Boulevard.

Walnut Boulevard Widening Project

The City has taken action to acquire right-of-way along Walnut Boulevard between Oak Street and McClarren Road to be incorporated into the public right-of-way as part of a roadway widening project. This project will increase vehicular capacity for traffic traveling between the Downtown District and the surrounding neighborhoods to the west and north while encouraging commute traffic from Vasco Road to travel into Downtown. Widening Walnut Boulevard will also

accommodate traffic associated with a future transit station in or adjacent to Downtown. In addition to widening the existing boulevard, the City plans to upgrade the storm drainage system, water and sewer services, curbs, sidewalks, and fiber optic infrastructure. Existing utility lines will be replaced underground in order to provide increased capacity to support future development in the area.



EXISTING STREET NETWORK

Regional Retail Centers Threaten Downtown's Economic Health

Existing Retail Shops, Downtown

Existing Bus Service, Downtown

LANDMARK BUILDINGS

1.2. PLAN GOALS AND OBJECTIVES

This section sets forth the primary goals and objectives that the Plan is intended to achieve. It forms the basis for the Plan's strategies, regulatory framework, and City actions which follow.

The intent of the Downtown Specific Plan is to 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 play an essential role in the daily lives of the City's residents. In recognition of regional growth and Brentwood's burgeoning population, the Plan is established to 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. As growth and change proceed, the Plan is intended to preserve and extend Downtown's small town character, and its warm and hospitable atmosphere. More specifically:

a) *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 (General Plan) within the changing economic landscape of the region being brought about by the construction of the State Route 4 Bypass.

b) *Enhanced Draw & 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 Route 4 bypass. Identify, and create the conditions to attract the unique retail tenancies critical to Downtown's survival.

c) *Critical Mass.* Promote the development of the greater Downtown as the most mixed-use and vibrant district in the City. Increase opportunities to attract people to Downtown, whether it be 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.

d) *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.

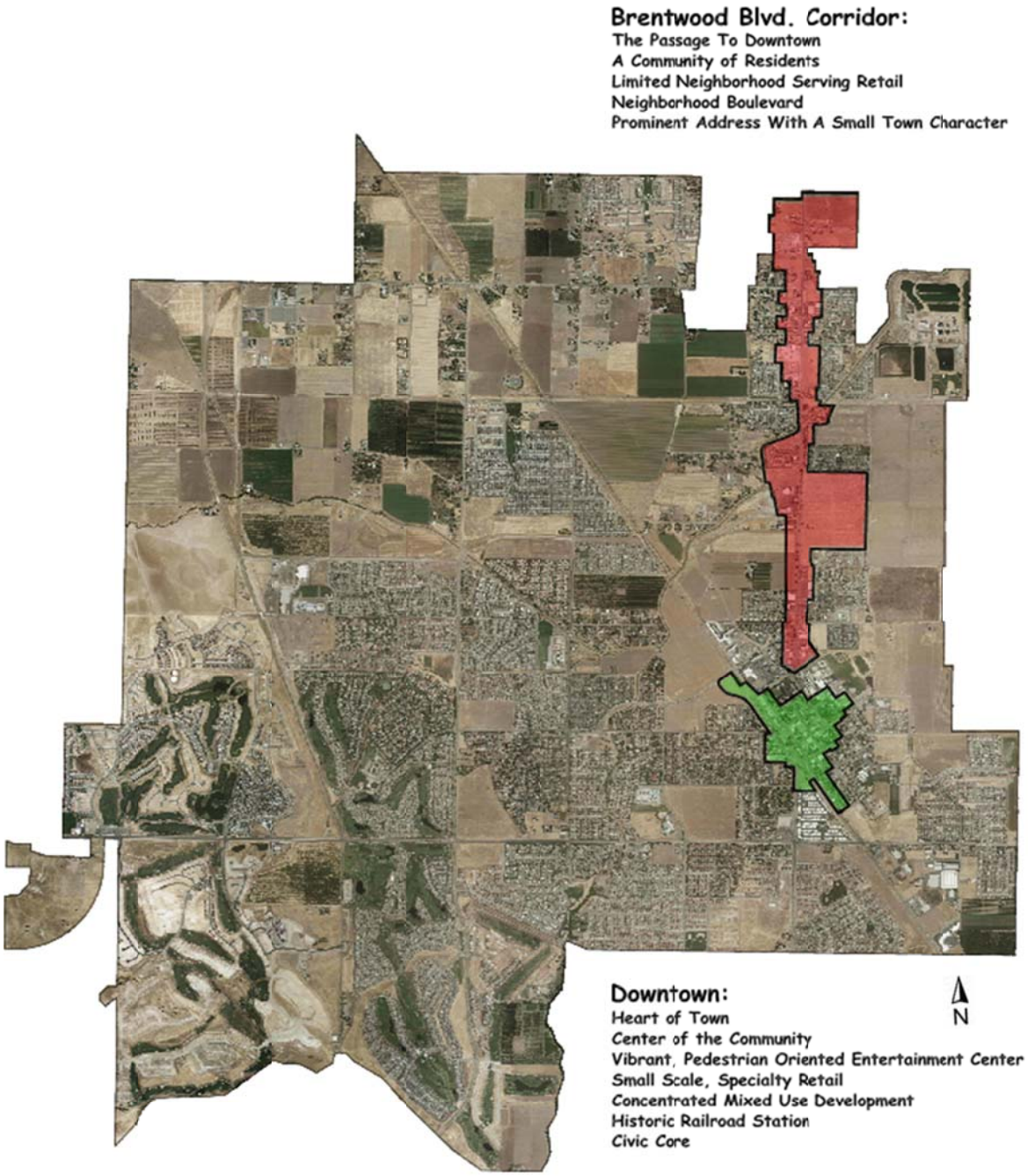
e) *Access & Walkability.* Continue to enhance the visibility and accessibility of the Downtown from all approaches and via as many modes of travel as possible. Insure that walking is a pleasure throughout the district.

f) *Character and 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, make certain that the character of new buildings and site improvements draw from the social and cultural aesthetic qualities that furnish this evolving suburb with its well-renowned 'small town' identity.

g) *Private Actions: Buildings & Site Improvements.* Promote investment in the development of well-crafted built forms that are both attractive and appropriately scaled for Brentwood's

Downtown, which draw from and reinforce the best examples of Brentwood's architectural traditions, and which preserve the City's small town character.

h) *Public Actions: Public Spaces.* Guide public investment toward the preservation, enhancement, and increase in variety of public greens, plazas and street spaces to preserve the relaxed setting and pleasing public realm of the Downtown.



CITY OF BRENTWOOD – URBAN DESIGN FRAMEWORK

1.3. THE ENVISIONED FUTURE DOWNTOWN

As the City of Brentwood continues its rapid evolution from what was recently considered to be the "hinterlands" of Eastern Contra Costa County to what is currently envisioned as a small city having a population well in excess of 70,000, the community has developed a clear vision of the primary features and character of the evolving Downtown to guide it through this period of rapid growth and change. Since no one can predict every opportunity that might arise as investors, architects, and engineers propose changes in the district, this section is provided as an overview of the conceptual direction that forms the basis of the specific strategies and policies contained in subsequent sections. *It is a portrait of the future Downtown, set in the future, but written in present tense as if one were touring the future city.*

1.3.1. The Envisioned Role of the Downtown District in the Pattern of the City

Brentwood has evolved into a city of recognizable districts; neighborhoods, commercial centers and workplace districts have distinctive edges and clearly defined centers. The City's burgeoning population is distributed among many neighborhoods which are well connected via of network of local streets, gracious boulevards, parkways and arterials. Hand in hand with the City's on-going residential development, new commercial development is similarly planned and focused to forge a network of healthy and sustainable City districts that serve to complement rather than compete with one another. The community envisions two distinct mixed-use districts, the Brentwood Boulevard Corridor and the Downtown, each having its own distinguishing character, and each embracing new investment in a way that ensures the well-being of the City as a whole. The residents of Brentwood have chosen to channel the strong demand for new investment into these districts according to principles that reinforce the overall harmony and economic health of their community.

To achieve this goal, the City has chosen to produce two specific plans to guide growth and change within the City's two primary mixed-use districts. This Downtown Specific Plan establishes the vision and provides the strategies and regulations for guiding growth throughout the Downtown District. A second plan, the *Brentwood Boulevard Specific Plan*, will direct market forces to transform the Brentwood Boulevard Corridor north of Downtown into a successful City district while preserving the growth and economic viability of the City overall. Taken together these plans will put in place the necessary policies and strategies to ensure that future development within both of these two City districts will contribute to the strengths and vibrancy of that district, without introducing competition that may compromise the economic well-being of another City district. The regulatory framework will enable new investment in each of the districts, strategically taking advantage of each district's strengths while respecting its role within the City's commercial framework.

Until the development of the State Route 4 Bypass, Brentwood Boulevard served as the primary north-south thoroughfare connecting Brentwood to nearby cities and, via Route 4, to the inner Bay Area. Between Downtown and Lone Tree Way, the boulevard plays host to a hodge-podge of commercial and auto-related development interspersed among a number of underutilized and vacant parcels. In the future, the community envisions a mixed-use boulevard where residential and residentially compatible workplace development enfront a gracious tree-lined streetscape that is both comfortable for pedestrians and easily accommodates automobile traffic. At intersections along the boulevard, new clusters of neighborhood serving retail and services provide nearby residents and employees of nearby workplaces opportunities to grab lunch, make photo copies, or pick up a few small grocery items before returning home. The future

boulevard is a City district unto itself; new residential, mixed-use, and office buildings create an attractive setting for both visitors and residents.

Downtown is the community's town center. Its unique role in the City's overall commercial framework is that of a "main street" shopping district having both specialty retail and entertainment establishments. Its agglomeration of shops, restaurants and entertainment venues creates a distinctive environment that does not compete with boulevard neighborhood centers, or the malls and power centers along Lone Tree Way. Rather, Downtown is a one-of-a-kind City district that is a center for civic life, for community events, for shopping and entertainment, and a place of residence. Its individual components are described in greater detail below.

1.3.2. The Future Downtown

This section describes the essential components of the Downtown as it grows and develops along with the rest of the City, and forms the basis for the development regulations and supportive public actions contained in subsequent sections of the Plan.

Overview

Downtown is the Heart of the City; new investment enhances Downtown's role as the City's most vibrant, most civic, and most celebrated City district. Downtown is the City's most varied and most urban neighborhood center, containing the community's cherished "main street" shopping district adjacent to the City's Civic Center. Surrounding the core, and west of Brentwood Boulevard, new residential, mixed-use, and residentially compatible commercial development including civic, office, and lodging extend some of the vibrancy of the Downtown Core into predominantly residential neighborhoods within the Downtown district. Boasting the widest variety of housing types to be found within the City limits, the City's center is home to the full spectrum of its residents. Finally, a transit center located in or adjacent to the Downtown District puts Downtown "on-line" providing alternatives to the automobile for residents, visitors, and employees to travel among City districts and further ties Brentwood to the surrounding region.

The Downtown Core

Oak Street and First Street within the Downtown Core are lined with unique shops, cafés, restaurants, and venues for entertainment. Strolling is once again "in fashion" as community members and visitors come to Downtown Brentwood to leisurely walk along gracious sidewalks and meander among the many shops, open air cafés, galleries, artists studios, and open spaces. Anchoring Downtown's commercial center is an entertainment anchor of the scale and magnitude sufficient to ensure that Downtown Brentwood remains vibrant throughout the weekend and well into the weekday evenings long after the last bookstore or antique shop has closed its doors for the day.

Buildings within the Downtown Core enfront the public sidewalk with active uses, maintain a minimum number of curb cuts and avoid blank frontages all together. Windows and doors opening directly onto public sidewalks and plazas, in combination with a variety of architectural features including balconies and terraces blur the line between public and private space, adding to the sense that Downtown belongs to the community.

Images which Express Elements of the Envisioned Future Downtown

Pedestrian-Oriented Shopfronts

Dense Housing

Street Life in the Core

Neighborhood Streets

Retail & Entertainment Anchors

Public Space

DOWNTOWN DEVELOPMENT CONCEPT – RETAIL & ENTERTAINMENT ANCHOR

DOWNTOWN DEVELOPMENT CONCEPT – MULTI-FAMILY HOUSING

The Civic Core

City Park, partially ringed with civic buildings, has become the center of Downtown's civic and cultural core. A new City Hall presides over the Park and serves as the primary anchor for this portion of the Downtown. On either side of the park, civic and cultural buildings having facilities such as a library, community center, and other public facilities stand with their front doors open to the public park, reminding us that the vision for this physical heart of the Brentwood community was put in place *by* the people, and *for* the people. Across from City Park, a new entertainment anchor serves to catalyze and attract new businesses and significantly expands Downtown's customer base, attracting residents from surrounding communities, and increasing Downtown's role as an economic engine. The Downtown Core is abuzz with new development - buildings are being renovated, and new buildings are underway.

At the terminus of *both* gateways into the Downtown Core, the City's Civic Core establishes the eastern edge of the district. The Civic Core serves the daily needs of the City's residents, provides a place of respite, and creates a recognizable and impressive gathering space that regularly plays host to special events including the CornFest as well as arts and crafts fairs, farmers' markets, parades, summer concerts, and other significant cultural events while providing City's denizens a place to come together both formally and informally in their historical City Center.

The Downtown Neighborhood

Downtown is home to an increasing proportion of the City's growing population. Two major factors contribute to the demand for different types of housing in and around Downtown. First, as the overall availability of land for single-family residential development continues to decrease, it becomes less and less economically feasible for singles, couples, and young families looking to purchase a new home and remain in their beloved community. Downtown provides housing opportunities for singles, young couples, empty nesters, and seniors looking for the convenience of having shops, services, access to nearby transit, and schools within walking distance of their home.

Within the Downtown Core, new opportunities for residential living can be found in the upper stories of mixed-use buildings and in small buildings having access from alleys, courts, and paseos. Live-work spaces, lofts, apartments and condominiums are located above art galleries and even in the upper-stories of buildings having frontage along City Park. Residents walk from their front doors into the heart of Brentwood's Downtown Core, where they can shop, attend a meeting at City Hall, take in a movie, or just relax in City Park as part of their daily routine.

North of the Core, a mix of new townhouses, apartments, and live-work units provide opportunities for community members to live in a mixed-use residential neighborhood. Within this area buildings are setback just slightly from the sidewalk edge, creating space for flowering trees, low seat walls, and ornamental fences. New buildings are sited with open space on all sides, providing opportunities for side yards to contain small gardens or provide walking paths to rear yards and off-street parking areas. Front doors face the street, and in combination with porches, terraces, and stoops create outdoor environments in which neighbors feel safe knowing that there are plenty of "eyes on the street" and that street life is a public forum for community members to interact on a daily basis.

Along Chestnut Street, along Second Street between Oak and Chestnut, and along First Street north of Maple Street, new infill residential developments provide the City's residents with even greater opportunities to live within striking distance of all that Downtown has to offer while preserving the small-scale single-family character of existing neighborhoods to the east and

south. As Downtown continues to grow and land values continue to escalate, private and public agencies working together create opportunities to add new townhouse and low-rise multi-family dwellings to Downtown's unique mix of residential development types.

Brentwood Boulevard as it stretches through the Downtown district is a gracious tree-lined setting where new forms of residential and mixed-use development are on display along the districts primary automobile thoroughfare. Townhouses and low rise multifamily developments (having a longer horizontal profile than vertical height) are visible behind planting strips and large sidewalks, gracious green lawns planted with large deciduous trees and edged by low seat-walls, ornamental fences and formal entries. Where Brentwood Boulevard intersects with Oak Street, large mixed-use buildings having unique architecture wrap around the corners creating a formal gateway demarcating the entry into the City's ebullient center.

West of the railroad, near the intersection of Oak Street and Walnut Boulevard, single and multi-family attached dwellings up to three stories in height form Downtown's newest neighborhood center. Here residential development is located in the enviable position of being within walking distance of the City's transit hub, while extending the existing single-family residential neighborhood towards the Downtown Core.

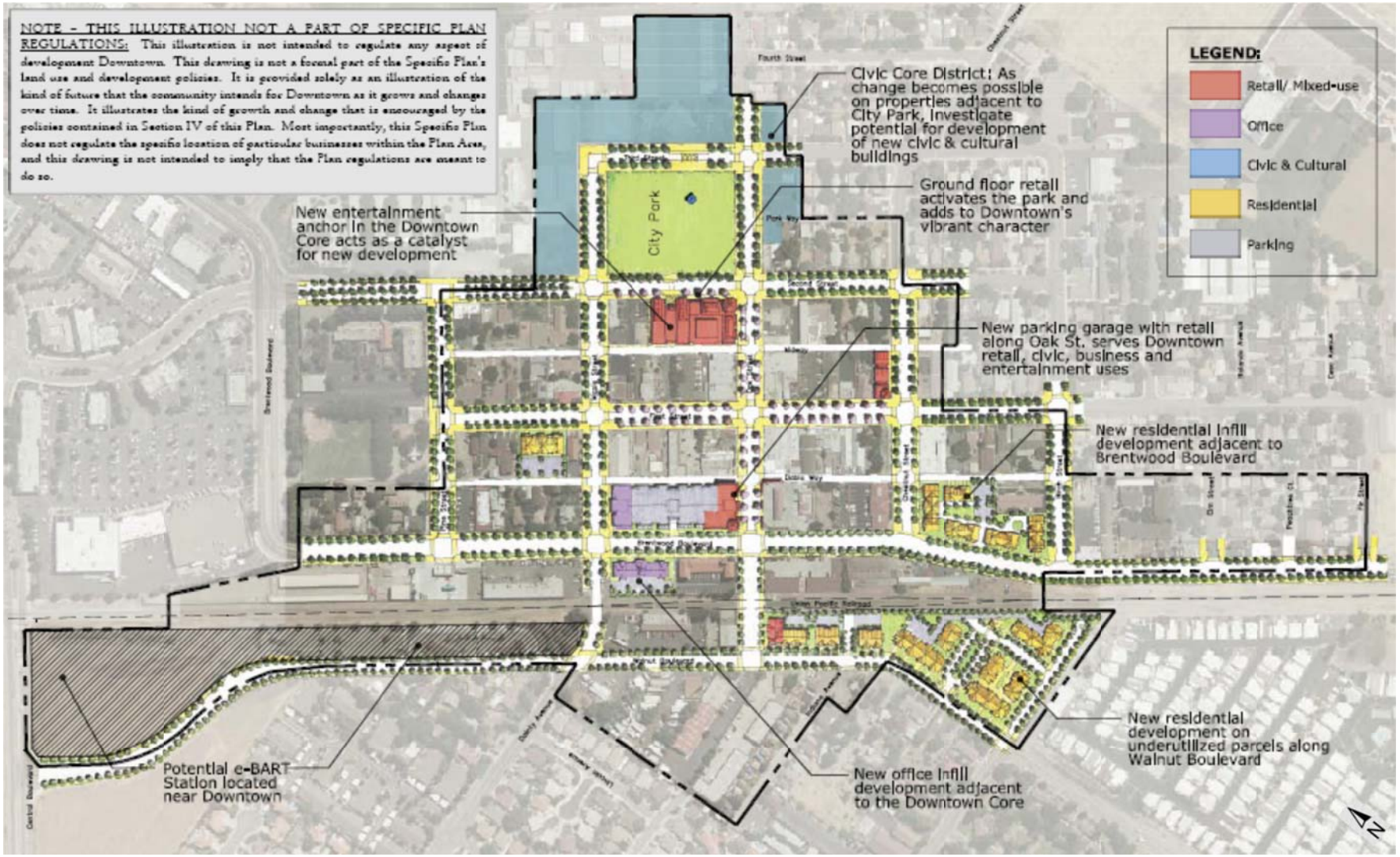
Getting to and from the Heart of the City

A conveniently located transit center allows residents to once again have the ability to walk their children to school, and then pick up a cup coffee and a newspaper before catching a ride at the City's multimodal transit station. From this station, residents of Downtown board buses and trains which quickly transport them to their places of work, or link them with the Bay Area's major public transportation network.

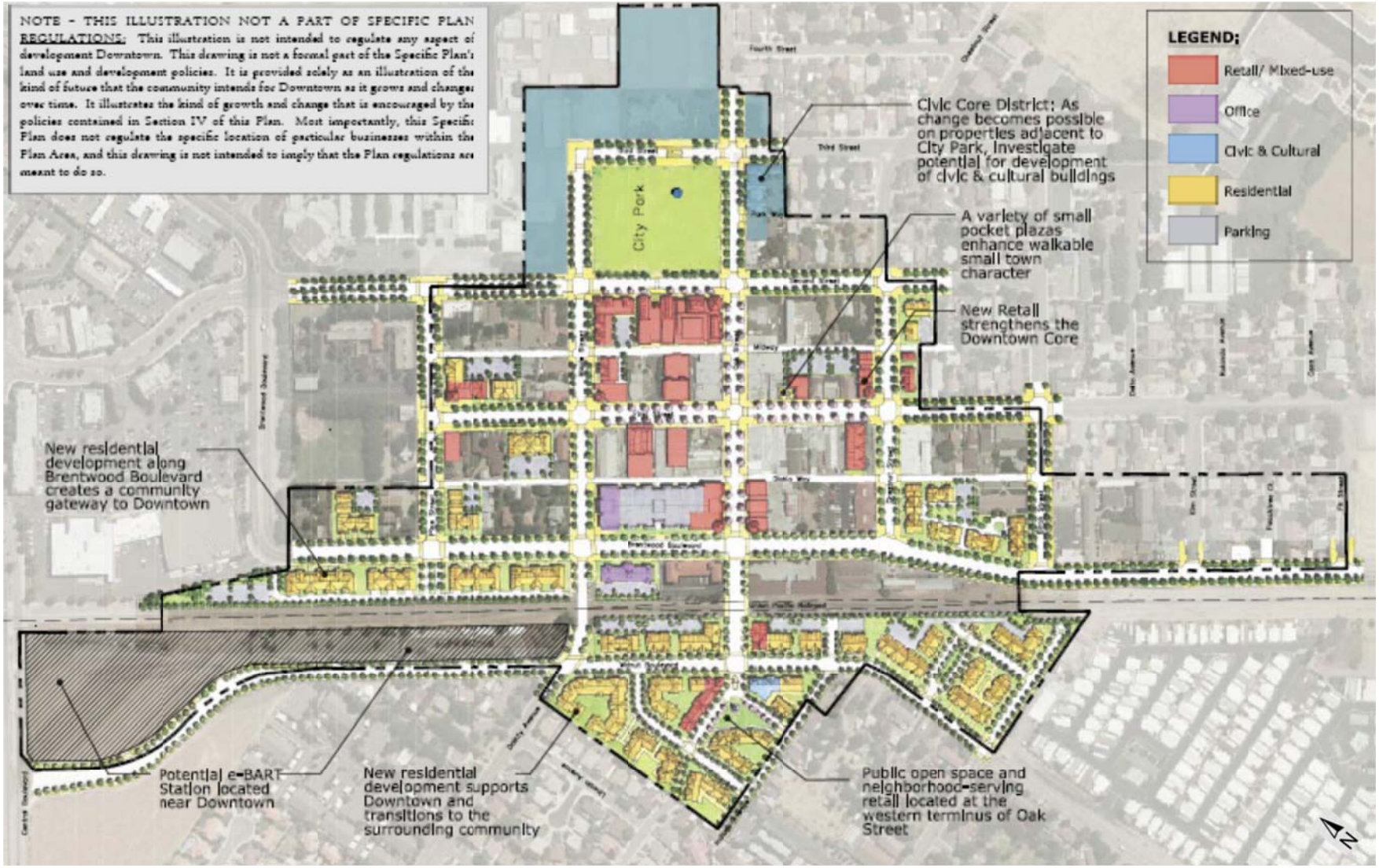
Located within or adjacent to Downtown, the multimodal transit station is well-integrated within the natural flow of pedestrian and vehicles traveling to and from the City's center. The station serves as both a Park and Ride lot for locally-serving bus lines including Dimes-a-Ride as well as regional providers including Delta Express and other fixed-route lines. Residents who live and / or work within and nearby the Downtown district rely on public transit systems to move them between Downtown and neighboring City districts and to connect them to the region. Once again, the use of the railway that was instrumental to Brentwood's earliest days is fundamental to the overall economic viability of the City Center.

The Character of Downtown

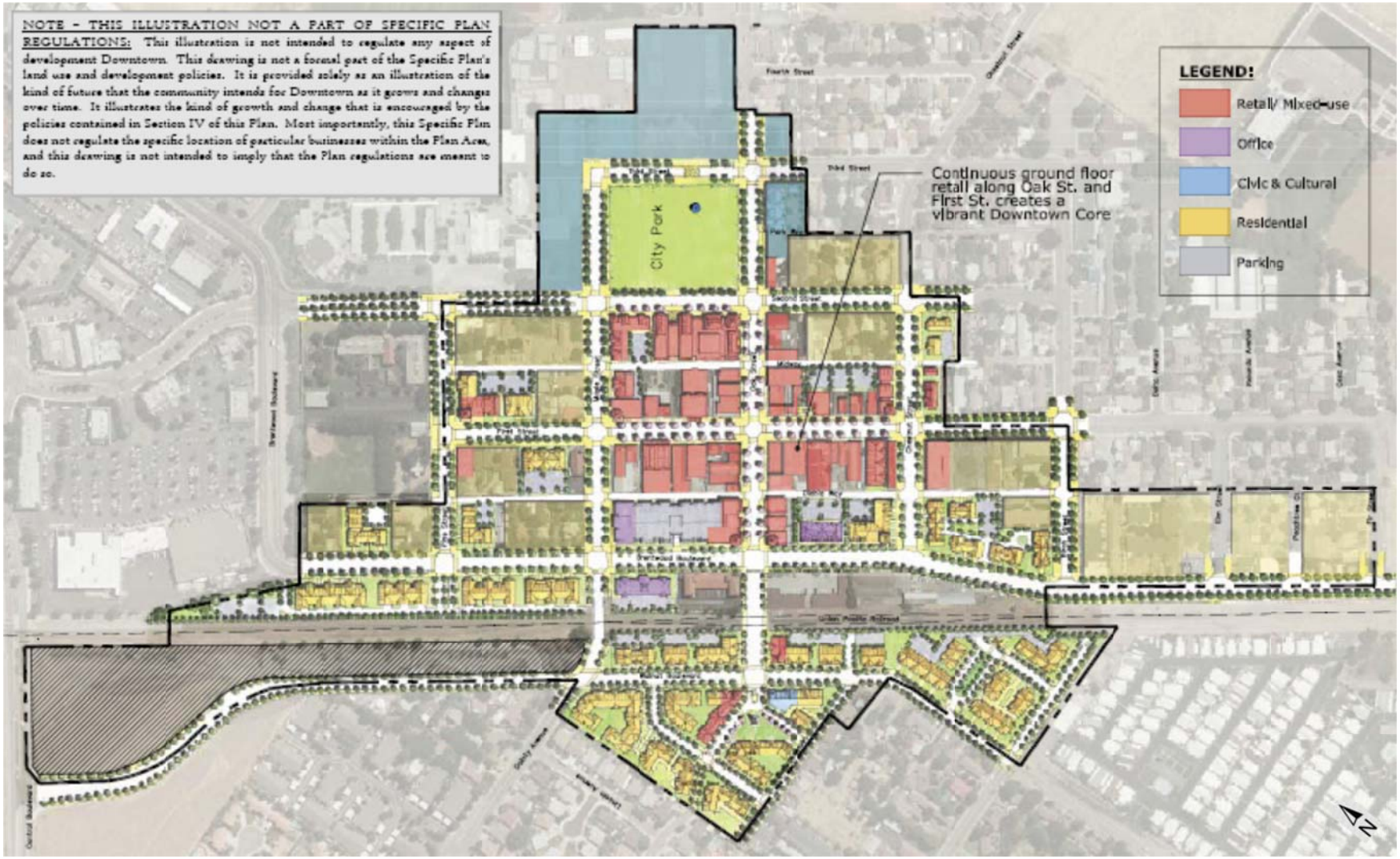
Downtown's unique small-town character is alive and well, even as the district experiences many forms of new growth and development. All new investment is of a scale and style that adds to the pedestrian's experience providing a walkable sequence of doors and windows where goods are on display. Adaptive reuse of existing buildings provides for growth of new retail, business and personal services, while preserving and perpetuating Brentwood's unique architectural character. New buildings follow the community's strict guidelines regarding height, mass, color and material, and define the type of pedestrian-friendly street environments and public open spaces that build on the City's long standing commitment to taking very good care of their first-rate public realm.



ENVISIONED TOWN PATTERN – SHORT TERM



ENVISIONED TOWN PATTERN – LONG TERM



ENVISIONED TOWN PATTERN – END STATE

Everywhere in the Downtown Core, visitors and residents alike are taken aback by the high level of quality and craft represented in every aspect of the built environment. New structures use design elements that are based on Brentwood's architectural past. Buildings are constructed of wood, brick and masonry and are finished with a level of detail and craftsmanship that carries the best of Brentwood's architectural past into the next century. New development occurs incrementally, and each addition to the cityscape crystallizes and extends the history and quality of the City's small-town character, putting it on display in the City's most public district. Buildings masses are articulated using simple and clean lines, colors and materials drawn from Brentwood's lineage of built forms that reinforce the warm and pleasant "timeless" feeling of this historic Downtown.

Public Space within Downtown

In addition to City Park, the future Downtown contains a variety of safe and inviting open spaces for informal gatherings, places to sit and eat lunch outdoors or read the paper or a novel beneath the shade of a flowering tree. Along Oak and First Streets, paseos, plazas, courts and patios create a relaxing atmosphere and are designed to be used by individuals and the whole family. Shop owners and local artists can apply for a permit to use public spaces to display their goods and wares.

Hardscaped spaces are composed of elements such as brick and other decorative paving materials, and have ornate railings made of wood or wrought iron that are built in the "Brentwood Way." An assortment of trees and plants add color and texture to public spaces, while attracting birds and providing shade. Throughout the Downtown Core there are numerous opportunities for casual seating where residents can be overheard chatting about this or that aspect of the daily news or recapping their most memorable moments from a recent sporting event.

1.3.3. Envisioned Stages of Growth and Change

Transformation of the Downtown occurs on a parcel by parcel basis. To generate net new value, new investment is located and designed to build upon Downtown's existing strengths.

a) Short Term Envisioned Change: Entertainment, shopping, civic life, and expanded neighborhoods. See adjacent "Short-term Envisioned Town Pattern Scenario."

   Building on Downtown's assets, change begins within the Downtown Core. A significant new entertainment or retail anchor is located on parcels along Second Street adjacent to City Park. New retail and commercial development transform vacant or underutilized parcels having frontage along Oak and First Streets as depicted in red on the "Short-term Envisioned Town Pattern Scenario" master plan. To accommodate the increased demand for Downtown parking, and in anticipation of future infill development, the City locates a new parking structure along Brentwood Boulevard between Maple and Oak or Oak and Chestnut Streets.

   North of Maple Street along First, Second Street and Pine Streets, new residential and mixed-use buildings advance the growth of Downtown neighborhoods. South of the Core along Chestnut Street, townhouses and small-lot single-family houses seamlessly transition between the Downtown Core and existing single-family development to the south.

   In addition to breaking ground on City Hall and the new entertainment or retail anchor, plans for new cultural centers including a library, community center, and the redesign of

City Park further emphasize the great value the community places in their Civic Center, and set the stage for future investment.

b) Long-Term Envisioned Change: Transit, Redevelopment of Brentwood Boulevard, continued Residential and Office infill development. See adjacent "Long-term Envisioned Town Pattern Scenario" master plan.

New rail service links Downtown to regional transportation systems, taking a major step to tie Downtown's future to the growing economic and social structure of the Bay Area. Brentwood Boulevard between Second Street and Fir Street receives significant infill residential development of a scale and character appropriate to the size of the street. The Boulevard becomes an extension of Downtown neighborhoods; what was once a hodge-podge of spotty commercial and otherwise underutilized land is revitalized as a "Grand Boulevard," where residential and residentially compatible uses including office and lodging are on display for visitors and residents making their way into the heart of the City.

At the western terminus of Oak Street and along Walnut Boulevard, infill residential development is centered around a neighborhood-serving mixed-use cluster and public open space.

1.4. DEVELOPMENT STRATEGY

This section sets forth the specific strategies that will realize the plan objectives and achieve the kind of future Downtown described in the previous section. These strategies form the basis of the development framework and City actions contained in the remainder of the Specific Plan. Listed in order of priority, the strategies direct a series of efforts to instigate and sustain beneficial change in the Downtown.

The Plan:

1.4.1. 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.

Perspective:

The current image of Downtown Brentwood is that of a charming, though sleepy small town "main street" anchored by a shady park. The City must change the perception of Downtown from a place where most shops are closed by 5:00 to that of a vibrant, lively heart of the City where there is always something to do, somewhere to eat, and something new to see. The City's greatest chance to initiate and sustain the envisioned transformation is to utilize all of its powers to target and recruit a significant entertainment or retail anchor.

A new entertainment or retail anchor in a Downtown Core location will be an excellent catalyst for Downtown transformation. The ideal location for this type of new development is on parcels currently occupied by automotive and retail uses at the corner of Oak and Second Streets, where it would have frontage along City Park. The City should focus its energies to bring this type of development into Downtown, and to put it at the intersection of the two primary access roads into the Core, where it will stand

opposite the new City Hall, catalyzing the transformation of the heart of the City and instigating future growth.

Facilitating the development of an anchor of this type serves many purposes including:

- *Expand Downtown's regional draw for customers on weekends and evenings*
- *Grow the retail core by attracting smaller business including restaurants and retail establishments who will wish to locate nearby.*
- *Achieve the maximum short-term impact on Downtown's image, infusing the Downtown core with a blast of new energy and impressing upon the development community the City's commitment to growth.*

Specialty retail shops are the heart and soul of a successful downtown yet on their own do not provide the necessary "critical mass" of development to draw a sufficient customer base to Downtown on a regular basis. The City should locate within the Core a retail anchor that attracts a significant daytime customer base. The benefits of a retail anchor such as a full-services drug store, small grocery store, or medium-sized retail shop are considerable. A daytime anchor will substantially increase the number of shoppers visiting the Downtown core on a regular basis, further increasing prospects for future growth.

<u>Strategies:</u>

a) Enable an Entertainment Anchor

   1) Use the City's powers to identify, target, recruit, and enable a significant weekend & evening entertainment anchor.

   2) Use City resources to make every effort to locate the new anchor on Second Street between Oak and Maple Streets such that it forms the western edge to City Park.

b) Facilitate the development of a Retail Anchor

   1) Locate a retail anchor within the Downtown core. Pursue large single-use tenants that can bring increased patronage to the Downtown core and function as a catalyst for new development throughout the district.

1.4.2. 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.

Perspective:

Unlike a shopping mall or regional retail center, Downtown has the unique capacity to offer shoppers an authentic outdoor, pedestrian-scaled, fine-grained environment that is simply delightful to be in. Many community members would prefer to shop in their own Downtown for goods and services they currently purchase elsewhere. This strategy will capitalize on Downtown's strengths, bringing residents back to the heart of their city. If Downtown is to remain economically viable it must add new retail development in the order of 40,000 square feet by 2010.

Increasing Downtown's role as a vital center for shopping and entertainment requires that it become an "anti-mall agglomeration" of specialty shops, business and professional services, dining and entertainment. The key to unlocking Downtown's success is to enable the types of investment that differentiate it from nearby retail centers. This has both the immediate benefit of new sales tax revenue, as well as the long term benefit of strengthening its unique forms of amenity. A healthy Downtown increases demand for not only future commercial development, but new forms of residential and workplace development as well. For further detail, refer to Gruen Gruen + Associates April 2003 report entitled "Strategies and Programs for a Vital Town Center" bound under separate cover.

Strategies:

a) Specifically focus efforts to cultivate the development of restaurants and cafes. Where possible, cluster a variety of different restaurants to create a 'restaurant row.' Along Oak and First Streets, as well as along Second Street adjacent to City Park, promote the continued development of and re-use of buildings to add a strong supply of dining establishments to the Downtown core. New restaurants in Downtown will help to instigate new life in Downtown by inspiring visitors and residents to 'give Downtown another look,' and to keep them coming back.

b) Promote significant new development of specialty retail shops, and personal services within the Downtown Core. Encourage gift shops, books and music stores, as well as vendors selling local wares, foods, wines and similar 'specialty retail.' Target services including hair salons, beauty salons and other personal services, as well as dance and yoga studios, education centers, art galleries, and antique shops that reinforce the distinctive charm of Brentwood's small-town character. Create an active ground floor street frontage along the entirety of Oak and First Streets within the Downtown Core.

c) Maximize opportunities to re-use existing structures within the Downtown to accommodate new uses to help grow the Downtown. Promote the redevelopment of under-performing structures as well as the re-use of historic and otherwise significant buildings within and around the Downtown Core.

   In addition to encouraging new development on opportunity sites within the Downtown district, the City will work to maximize the utilization of existing buildings and infrastructure to quickly offer entrepreneurs the opportunity to 'get things going' in Downtown. The City has identified a number of existing opportunities to creatively re-use existing structures including the fire station on First Street and other structures, so that they may house a future restaurant, or play home to a new gallery

or retail shop. One of Downtown's greatest assets is its existing stock of some of the community's most beloved and recognizable structure that gives it its small-town charm. Adaptive reuse of these buildings is an important ingredient to continuing Downtown's growth.

1.4.3. 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.

Perspective:

Brentwood's Downtown truly was the heart of the City to its earliest residents. Zoning policies that precede this Plan in combination with recent trends in residential development removed much of the vitality of the historic Downtown from its present day counterpart. This strategy will reverse that trend. Today, Brentwood is one of the state's fastest growing cities. The community's demographic is more varied than ever, and the demand for new residential development is stronger than ever before. The City will maximize opportunities to add new residential development throughout the Downtown District. The community will see to it that Downtown regains its position as the most varied, most charming, most accessible, and most desirable neighborhood in the City. New residential development within the Downtown district will help to make Downtown strong, and keep it strong.

Strategies:

a) Expand and refine policies that predate this Plan to take advantage of the current market for residential development. Promote new residential construction throughout Downtown neighborhoods through implementation of the Plan's polices. Encourage a variety of new single-family attached and detached housing, as well as multifamily, live work units and apartments. Present Brentwood's community with lifestyle choices and economic freedoms well in excess of what was available prior to the adoption of this Plan.

b) Protect and preserve the integrity of existing neighborhoods. Implement development standards and design guidelines to ensure that Downtown's residents do not feel threatened by new development. Rather, new development will graciously transition to, and complement existing housing, strengthening neighborhoods and creating new opportunities.

i) Transform Downtown's corridors into Neighborhood Boulevards. The current state of development along Downtown's primary corridors offers opportunity to add significant new development in support of the community's visions and goals. The land use policies contained herein will make the most of these valuable assets and provide the City's residents with new choices and new opportunities to live within the City's most celebrated district while increasing the captive audience nearby the Downtown Core. The community wishes to see Downtown transformed into a vibrant center of community life enabling residential development along these corridors presents an opportunity to do exactly that.

c) Transform Walnut Boulevard into a piece of Downtown fabric. Increase the number of residents living within walking distance of the City's transit station, local schools, the civic core, and all of the retail and entertainment venues within the Downtown Core. At the center of new development, locate a small cluster of locally-serving retail shops and services to provide nearby residents with access to goods and services while providing a public space that visually ties this area to the Downtown Core.

d) Renovate Brentwood Boulevard – create a neighborhood spine. Support private redevelopment of underutilized parcels with new buildings and landscaping built in 'the Brentwood Way.'

1.4.4. 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.

Perspective:

In accordance with the redevelopment of City Hall and the improvements being made to City Park, continue to advance the quality and intensity of the civic core by encouraging the development of new civic and cultural buildings. In recognition of regional growth and Brentwood's burgeoning population, put in place the necessary strategies to protect, preserve, and expand the civic core. In the short run, encourage new development along parcels having frontage along City Park for land uses that include arts and cultural centers, cinemas, performing arts centers, community centers and libraries. Other quasi-civic uses that may be appropriate include swim/gyms and other health and exercise clubs, and centers for education.

Strategies:

a) The City will reserve parcels within the Civic Core for development of civic and quasi civic uses, and allow new public buildings to locate anywhere in the Downtown district while maintaining a balance of civic and non-civic uses for an economically viable Downtown district.

b) Re-use existing structures within the Civic Core for new pedestrian activity generating civic and cultural uses. This may require the relocation of non-public uses currently inhabiting buildings along Oak Street, Second Street or within the Public Facilities District to new locations within Downtown or to a location where they can better serve their respective clientele.

c) Enhance the public environment of the Civic Core. Focus capital investments to ensure that Second Street and Oak Street adjacent to the City Park are safe, well lit, and provide a beautiful and congenial setting for the City's grandest space. City Park shall provide spaces for large-scale public gatherings and special events, as well as more intimate secondary spaces for family gatherings and strolling within an environment that feels open, welcoming, and above all else, public.

d) As funding becomes available, the City shall consider purchasing parcels within the Civic Core to preserve indefinitely the City's primary center of civic life for future generations.

1.4.5. 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.

Perspective:

The Plan's public participation process yielded a wealth of information defining the community's preferences for every aspect of designing Downtown including the character of buildings such as architectural style, massing, and overall scale as well as detail pertaining to colors and materials. The community further defined its preference for the look and feel of outdoor spaces including the levels of formality and informality as well as openness, intimacy and again, colors and materials. To manifest these preferences as new development begins in earnest, the City shall protect the past, enhance the present, and direct the future by building in a way that results in the continuity of the valued character of Downtown Brentwood.

Strategies:

a) 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 historic architecture.

b) Enforce the Plan's design guidelines. Continue to participate in design review for proposed buildings within Downtown, paying special attention to carry out the community's vision for a future downtown.

c) Create a variety of open spaces to preserve the relaxed setting and pleasing public realm for which residents truly value their Downtown.

1.4.6. 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.

Perspective:

Advancing the evolution of Downtown occurs through both development on the part of private parties, and through capital improvements made to the public realm by public agencies. While these two forms of investment often occur at different times and in different areas, the combination of private and public actions will advance Downtown's physical appearance and economic vitality. Similarly, the development community will locate new investment where amenity is already 'on the ground', evidencing the City's long-term commitment to investing in Downtown's future. The City will play its part and focus its efforts on streetscape improvement, enhancement to signage and wayfinding, and increasing the marketing and appeal of Downtown. For a description of specific actions, the City intends to take, refer to "City Actions" in Book III.

In order to draw customers traveling the new State Route 4 Bypass, the City will put in place a plan to promote Downtown through advertising along the Route 4 Bypass as well as on signage along primary routes leading to and from the new roadway.

Strategies:

a) Capital Improvements:

1) Improve streetscape conditions to set the stage for new investment, to increase visibility to the Downtown Core, and to create a gracious environment for pedestrians.

2) Promote Downtown Brentwood using new signage at gateway intersections to Downtown, at entry points to the City, and at strategic locations along the State Route 4 Bypass including the intersections of Lone Tree Way, Sand Creek Road, Balfour Road, Marsh Creek Road, and Walnut Boulevard.

3) Move forward with plans to improve City Park. Enhance visibility between Second Street and City Hall. Define the edge of the Park along Second Street and Oak Street with pedestrian-scaled amenity including ornamental streetlights, benches, and other street furniture to create a unified style and civic beauty.

4) Make Downtown more visible to motorists traveling along Brentwood Boulevard where it intersects with Oak Street and Second Street. Use architectural guidelines to create "gateway" buildings at entry points to the Downtown Core.

5) Invest in the development of new civic and cultural buildings in the Civic Core.

6) The City will look into public/private ventures, as well as investigate opportunities to provide incentives to developers who will assist in the growth of the Civic Core through the establishment of new cultural buildings adjacent to City Park.

b) Assist with improvements to privately held assets as funds are available.

1) Provide assistance to business owners to facilitate improvements to shopfronts, as well as improvements to signage and landscaping.

Within mixed-use and residential districts, improvements to the appearance of a given shop or property is often transformative, starting with a single private investor and leading to a flood of investment that can result in the improvement of an entire city block. The City will catalyze re-investment in privately held assets by providing financial assistance to interested parties as funding is available.

2) Provide incentives for new development including public improvements, as well as marketing and promotion in association with city signage programs in

return for privately funded architectural and landscape architectural improvements to existing settings.

The City will spend money to make money. To encourage new development in Downtown, the City will invest in improving conditions on public lands adjacent to opportunity sites. Furthermore, the City will broker deals with private investors to bring the types of retail and services to Downtown that will help to generate attention on the part of the development community.

1.4.7. Manage the Downtown parking supply to maximize efficiencies, accommodate growth, and reduce congestion.

Perspective:

Parking demand varies depending on land use type and customer type: convenience retail shops such as copy shops and delicatessens require quick 'in and out' on-street parking; sit-down restaurants, movie theaters, and some personal services including beauty salons and day spas, require short-term parking that can be accommodated on-street or within nearby surface lots; employees of Downtown establishments require long-term parking that can be accommodated in nearby long-term surface lots, and special events parking demand can often be accommodated in perimeter lots.

The City will implement a program to ensure an adequate supply of parking to serve the needs of residents, employees, and customers who visit Downtown. Customers will feel that parking is readily available and conveniently located; employers will know that there will be no apparent lack of convenient parking that might deter their customers; employees will have access to parking within a short distance of their place of work, and residents of Downtown will have adequate parking for themselves and their guests.

Strategies:

a) Plan parking supply strategically to accommodate different types of parking demand. Implement parking management strategies in consideration of Downtown's multiple land-uses and their respective parking demands.

b) Devise strategies to increase parking supply in coordination with increased parking demand.

c) The City will expand parking supply, including investing in the development of a parking structure, to accommodate demand for parking in excess of what can be accommodated on-street and in surface lots.

d) Ensure that on-street parking spaces within the Downtown Core are not being occupied during business hours by any of the following long term users:

   1) Liberty High School Students or Staff

   2) Employees of Downtown shops and businesses

   3) Residents

4) Commuters

5) City employees

Demand for Downtown's valuable on-street parking spaces is at a premium. These spaces are the lifeline of Downtown businesses. As parking becomes scarce, it becomes more difficult for businesses to attract and sustain a loyal customer base. It is crucial that these spaces be kept free of vehicles parked for a prolonged period of time during regular business hours. For a detailed analysis of Downtown Core parking conditions as well as short and long term recommendations, refer to "Downtown Brentwood Parking Study" Fehr & Peers 2005 bound under separate cover.

1.4.8. Leverage the growth in local, state and regional investment in transit infrastructure to enhance the accessibility of Downtown and its attractiveness to investors.

Perspective:

Most if not all of California's successful downtowns grew up around the central access points to the region's dominant transportation infrastructure of the times. The first downtowns grew up around the stations on the stagecoach lines, and moved to the locations of the first train stations. More recently, the arterial and later freeway systems destabilized the majority of downtowns by providing regions with a "center-less" transportation infrastructure based on private passenger vehicles. In the next phase of development, extremely large investments in statewide transit infrastructure – particularly regional commuter rail infrastructure (provided in response to the limitations in the capacity of the single-passenger system for major metropolitan regions) – will likely result in the increasing influence of rail infrastructure on the economic fortunes of cities and city districts. Communities interested in preserving or enhancing the success of their city centers will need to plan for those centers to once again become the primary access points to that increasingly significant regional transportation system.

The evolution of Contra Costa County is rapid and relentless. New neighborhoods, commercial centers and the infrastructure to support them are coming on line rapidly, and the population growth here continues to be among the fastest in the state. The recent construction of the State Route 4 Bypass has all but isolated Downtown Brentwood from the region's newest commercial destinations, and by drawing traffic away from Brentwood Boulevard has effectively shifted Downtown further outside of the dominant flows of the County's population as they travel between their places of living and places of work. As the City's population continues to grow and diversify, the City's transit stations will become more and more integral to the daily lives of the City's residents, visitors and employees.

As a single geographical point through which large numbers of people pass on a regular basis, transit stations by their very nature inevitably become powerful places within the City's fabric. As points of arrival and departure, transit stations are by nature places of gathering, interaction and high visibility. Properties adjacent to a transit station are enviably positioned and highly valued throughout the Bay Area, particularly for dense housing development. The concentration of activity also tend to provide substantial support for goods and services, especially those that appeal to commuters such as

convenience foods, dry cleaners, video rental, and sales of coffees, flowers, and baked goods.

If Downtown is to remain integral to the region's economic and social infrastructure, it is essential that it be well connected to the regional transit system. The City of Brentwood is committed to working closely with other municipalities and transit agencies to efficiently link Downtown to the region's Bart system. As part of planning for the growth and development of the Downtown, the City will explore a variety of possible ways to achieve this goal, and will ultimately select a configuration that best serves the community's needs.

Though Downtown is linked to regional transit via bus routes originating at the Brentwood Park and Ride system, as noted in "existing development", ridership is generally low and in no way constitutes a significant alternative to automobile transit especially as regards commuter ridership. Current regional planning for E-Bart presents a series of complex issues as regards funding, station planning, and implementation. The community intends that Downtown should ultimately be tied to the region with a form of transit that provides an alternative to the commuter rush conditions associated with the region's major automobile thoroughfares. Transit is considered integral to the County's long term growth plan, and is valued by the Brentwood community as a key component to keeping Downtown Brentwood "on-line."

By implementing improved transit connections between Downtown and the surrounding region, the City will strengthen the Downtown district in the following ways:

- *Provide a convenient and desirable alternative to the automobile for travel to and from Downtown and adjacent City districts thereby increasing Downtown's appeal to residents as well as to existing and future employees, developers, and business owners.*

- *Establish the Downtown district as a significant "node" within the region: Increased short and long run development of future transit-oriented residential and commercial development will establish a vital center having the transit station at its core.*

- *Add value and create demand for Downtown properties: As Brentwood's population continues to increase, the City's residents and employers will desire an increasing variety of housing and retail choices. As a result, land values throughout the Downtown district will continue to grow, especially for those properties nearby, and enroute to and from the new transit station.*

- *Reduce traffic congestion leading to and from the Downtown Core, making it more appealing to the regional customer base.*

<u>Strategies:</u>

a) Make the most of the existing transit infrastructure.

   1) Continue to focus access to all local and regional bus lines at the Downtown Park & Ride facility.

2) Improve visual and pedestrian linkages from the Park & Ride facility to the Downtown Core.
3) Improve the experience of waiting for the bus, and the availability of information regarding existing transit offerings, especially at waiting and transfer locations.

b) Plan Downtown in a way that will benefit from planned investment in new and enhanced regional transit infrastructure. Begin planning now to integrate connections to the regional transit infrastructure to better link Downtown as it continues to grow.

1) Enhance Downtown's connection to surrounding city districts and to the larger region via a multimodal transit station located within or nearby the Downtown district.

2) Locate a transit facility that is convenient to residents, employees, shoppers, and all other members of the Brentwood community traveling to and from the Downtown district.

<u>E-Bart Action Plan:</u>

Step Ia – Site Selection. Select a site for Brentwood's future multimodal transit station that helps to achieve the community's stated goal of "maintaining the Downtown as a central destination point in Brentwood." The proposed transit station site will ensure that transit is safe, convenient, and easily accessible, while being strategically located to play an integral role in the community's long term envisioned future.

To ensure that the City's transit station is located in the most desirable location, the City shall conduct a study to evaluate potential transit station locations. Each potential location will be evaluated in full consideration of possible impacts associated with planning, implementing and operating a future multimodal station. Site evaluation criteria will include considerations of the following issues:

- The City's ability to plan for and provide appropriate supply of nearby parking spaces to meet the various demands of envisioned transit users.

- The City's capacity to plan for and manage any traffic and circulation impacts related to all modes of transit including automobiles, autobuses, and pedestrians that will regularly frequent the station.

- The City's goals to use the transit station to catalyze new investment in accordance with the envisioned patterns of development and land use for areas adjacent to and nearby their future transit station.

- The relative short- and long-term impacts of any necessary site acquisition and site preparation costs on City finances.

Step Ib - System Planning. The City will continue to be an active participant in the region's effort to define the configuration of the planned E-Bart system, and use its role in the regional transit planning effort to emphasize the importance of linking the regional transit infrastructure to the most intensively developed town centers, both to promote

ridership and to capture the value of transit stations in appropriately located station areas.

Step II - Integration. The City will integrate the future transit station in accordance with the community's vision for the future of Downtown. The City will ensure that public transportation shall become a legitimate alternative to the automobile for commuters living and working within or nearby the Downtown district, as well as to shoppers, employees of Downtown businesses, and to all who might visit the City's entertainment, civic, and cultural heart.

- Link all modes of transit. The City will coordinate with all transit and related agencies to cluster all transit facilities intended to serve the Downtown district into the vicinity of a single multimodal transit center.

- Ensure connection to the Downtown Core: The City will take the necessary steps to "tie" the transit station to the Downtown Core so that all who enter or exit the transit system via the multimodal station will be inclined to frequent the Core and take advantage of all it has to offer.

- Create a walkable center: Building on the community's vision for their City's heart, the transit station shall be easily accessible by pedestrians living and working within and nearby the Downtown district.

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This section contains the Development Regulations that govern all future development actions in the Downtown Specific Plan (DSP) area. These design standards and guidelines will be used to evaluate development projects or improvement plans proposed for properties within the DSP area, along with other applicable regulations and guidelines including, but not limited to, the Brentwood Municipal Code (BMC), adopted Design Guidelines for Commercial and Residential projects, and Standard Plans and Specifications.

2.1. ORIENTATION

2.1.1. Applicability

a) The policies contained within this section shall apply to businesses and new construction and/or signification additions or renovations to existing structures. Nothing contained in this section shall require any change in any existing building or structure or approved additions or renovations for which a building permit has been previously issued.

b) The approving body of the entitlement being requested may permit minor deviations from the DSP provisions as part of its approval of a particular development application without requiring an amendment to the DSP, provided that the project is consistent with the stated intent of the DSP and the City's General Plan. More substantive amendments to DSP provisions may be requested by an applicant or property owner or may be initiated by the City. Substantive DSP amendments shall be processed in accordance with City ordinances, and all such amendments will be presented for City Council review at a public hearing. The process for amending the DSP is similar to that of a General Plan amendment. The Community Development Director shall make the determination whether a proposed change is a minor deviation or a substantive DSP amendment.

c) Development regulations established in this Plan:

    1) Address those aspects of development that are essential to achieve the goals of the DSP. They include specifications for site development and building design, such as permitted land uses, building height, and setbacks. Conformance with Development Standards is mandatory. Building design is evaluated for conformance to the City's adopted Residential and Commercial and Industrial Design Guidelines along with any DSP regulations.

d) Existing Legal Nonconforming Buildings and Structures as of the date of original DSP adoption, November 16, 2005.

    1) Normal and routine maintenance of any existing building and structure for the purpose of preserving its existing condition, retarding or eliminating wear and tear or physical depreciation, or complying with the requirements of law, shall be permitted.

    2) Exterior improvements and renovations and/or structural additions to existing buildings that increase non-conformities are not permitted, except as specified below:

i) Building additions greater than 5% of the gross floor area of an existing building shall only be permitted for a conforming use and shall be designed to bring the building into compliance with the policies of the DSP.

ii) Significant exterior alterations or change in exterior façade or architectural design shall be permitted only if the proposed change brings the building into compliance with the intent of the DSP.

iii) One time only building additions less than 5% of the gross floor area of an existing building and minor exterior changes using materials similar to the existing building materials shall be permitted but shall be designed so as to not increase the nonconformity to the intent of the DSP.

iv) A residential structure used for a residential land use shall be permitted to add non-conditioned accessory structures and outdoor amenities consistent with Section 17.660 of the BMC.

e) Existing Legal Nonconforming Land Uses as of the date of original DSP adoption, November 16, 2005.

1) A nonconforming use is a use which existed legally under the provisions of its zoning classification prior to the original effective date of the DSP which rendered such use not in conformance. A nonconforming land use existing as of the original effective date of the DSP, November 16, 2005, may be continued indefinitely.

2) Change. Except as provided herein, a nonconforming use shall not be changed to or replaced by any use except a conforming use. However, a nonconforming land use may be changed to or replaced by a same or very similar nonconforming use when all of the following criteria are met:

i) The change or replacement does not increase the extent or intensity of the nonconformity or the site area or floor area occupied by the nonconforming use on the site.

ii) The change or replacement is consistent with the intent of the DSP.

iii) The change or replacement of a nonconforming use by another nonconforming use shall be permitted only if the building or portion of a building presently occupied by the nonconforming use is not reasonably capable of conversion to accommodate use and occupancy by a conforming use, without substantial reconstruction or remodeling as determined by the Chief Building Official.

iv) The nonconforming use has not been discontinued for more than six months.

3) A nonconforming use which is changed to or replaced by a conforming use shall not be reestablished, and any portion of a site or any portion of a building, the use of which changes from a nonconforming to conforming use, shall not thereafter be used except to accommodate a conforming use.

f) Discontinuance. Any site that experiences a period of temporary vacancy for a period of six months or longer for any reason including its destruction whether voluntary or by accident, or a nonconforming use that is discontinued or otherwise ceases operations and use of the site for a period of six months or longer, shall not be resumed, reestablished or continued unless in conformance with the Development Regulations in the DSP. Additionally, all signage associated with the discontinued or nonconforming use shall be removed within six months of discontinuance.

g) Expansion. A nonconforming land use which occupies a portion of a building, may be expanded to include additional floor area within the same building provided that:

1) Without substantial remodeling or reconstruction, the portion of the building into which expansion is proposed is not reasonably suitable for use or occupancy by a conforming use, which determination shall be made by the Chief Building Official who shall take into consideration whether any required remodeling or reconstruction would involve structural alterations.

2) Office uses shall not be permitted to expand into the Retail Required Zone.

h) All new residential units in the DSP area are exempt from the City's Residential Growth Management Program. However, these units shall be subtracted from the annual allocations.

2.1.2. Overview of the Development Regulations

The Development Regulations in this document are applied to those properties within the DSP area as indicated on the Downtown District Zones map (2.2.1.). Projects must meet all development standards in order to receive approval in the development review process. In addition, projects will be reviewed concurrently with and are encouraged to adhere to the recommendations contained within the Design Guidelines for Commercial Projects or Design Guidelines for Residential Projects as appropriate, and projects that conform to these recommendations will meet with quick approval through the design review process.

a) Site Development Standards are organized by District Zones and govern the disposition and development of each property or lot. These Standards set forth permitted, conditionally permitted, and prohibited use categories for each District Zone. They also contain the majority of the provisions that regulate the scale of the building envelope; e.g., minimum and maximum building height, setbacks, and frontage coverage policies.

b) Street and Open Space Standards and Guidelines are governed by the City's Standard Plans and Specifications and adopted design guidelines.

c) Parking Standards and Guidelines are also organized by use categories, and set forth minimum parking requirements to ensure that new development provides convenient parking as well as specifying design requirements for parking facilities to ensure that new development contributes to an enhanced pedestrian environment.

d) Architectural Standards and Guidelines are intended to demonstrate the styles of construction that have been envisioned within the DSP.

2.1.3. How to use the Development Regulations

Any applications proposing new construction or modifications to existing buildings are subject to the Development Regulations contained in the DSP. In order to review the Development Regulations for a specific property, locate the property in question on the Downtown District Zones Map located in section 2.2.1. Note which District Zone the property falls within. Turn to the Site Development Standards in section 2.2 and review the requirements for that District Zone.

a) For Site Development Standards governing land use and building envelope locate the property in question on the Downtown District Zones Map located in Section 2.2.1. Note which District Zone the property falls within. Turn to the District Zones in section 2.2.1 and review the requirements for that District Zone. District Zones govern the disposition and development of each property or lot. These Standards set forth permitted, conditionally permitted, and prohibited use categories for each District Zone. They also contain the provisions that regulate the scale of the building envelope; e.g. minimum and maximum building height, setbacks, and frontage coverage policies.

b) For Street and Open Space Standards and Guidelines, locate the Engineering Standard Plans and Specifications on the City's website for street standards and review the City's adopted Design Guidelines for open space requirements and review these standards in relation to the type of development proposed.

c) For Parking Standards and Guidelines, locate the proposed use category on the Parking Requirement Chart located in section 2.4 and review the applicable requirements for the provision of parking. Then, review the standards (2.4.2) and guidelines (2.4.3) governing the design of parking and site access.

d) For Architectural Standards and Guidelines covering the design of new and improved structures, first locate the District Zone in section 2.2.1 to view the development regulations. Then review the architectural styles recommended for commercial and residential development in section 2.5.2

All other development regulations, including, but not limited to, street design, parking standards, architectural design, landscaping and open space guidelines are contained within the City's municipal code, approved Design Guidelines, and/or Standard Plans and Specifications.

2.1.4. How to obtain Project Approval

a) All new businesses, new residences, new construction and modifications to existing buildings shall be reviewed for conformance with the Development Regulations of the DSP. To obtain project approval, proposals must conform to the Site Development Standards for the District Zone in which the subject property is located and proposals must comply with all other applicable City codes, regulations and policies.

b) Entitlement Process. Within the DSP project area, the City shall review proposed development projects for compliance with the DSP, BMC, and California Environmental Quality Act requirements, as well as all other applicable policies,

c) regulations and guidelines. As outlined below, the DSP allows for an administrative, or staff-level, Design Review process for projects that meet the DSP's purpose and intent and development provisions and are minor in nature. In other words, the DSP allows staff to make a final consistency determination on many development or improvement projects in order to streamline and simplify the approval process. This approach is designed to encourage the permitted and conditionally permitted uses to stay in or move into Downtown, as well as high-quality and innovative design that will enhance the residential neighborhoods and commercial core. Similar to the BMC, the DSP identifies permitted uses, development standards, design guidelines and other supporting regulatory provisions. More detailed information on how a proposed project can be processed should be obtained from the Brentwood Planning Division.

d) Land Use Consistency. The Planning Division shall review the proposed use and respond to the applicant whether the use is consistent with the General Plan, DSP, and BMC, as well as other applicable requirements, and if not, provide the reasons for the determination of inconsistency. If the proposed use requires a conditional use permit, staff will provide the applicant with the necessary application and submittal requirements for the applicant to begin the process.

e) Conditional Use Permit. In order to approve a conditional use permit, the Planning Commission must be able to make the following findings in accordance with the BMC:

1) The location, size, design and operating characteristics of the proposed development must be compatible with and must not adversely affect the livability of appropriate development of abutting properties and the surrounding neighborhood. Consideration shall be given, but shall not be limited to:

i) Harmony in scale, bulk, coverage and density;

ii) The availability of public facilities and utilities;

iii) The harmful effect, if any, upon desirable neighborhood character or the planned specialization of retail, commercial or community service areas;

iv) Generation of traffic and the capacity of surrounding streets;

v) Any other relevant impact of the development;

vi) The criteria set forth in Chapter 17.820 for design and site development review if applicable.

2) The location, design, landscaping and screening, and overall site planning of the proposed development will provide an attractive, useful and convenient living, working, shopping or community-service area.

Conditional use permits are reviewed and approved by the City's Planning Commission. Its action may be appealed to the City Council.

f) Design Review Process. Any actions proposing physical changes to any parcel of land or existing structure or the proposed construction of new structures, shall be subject to Design Review and shall be reviewed for consistency with all applicable DSP and General Plan provisions, and applicable City ordinances, standards and guidelines. A final Design Review determination shall be made prior to issuance of any building, grading or development permit, or other ministerial approval.

Design Review will be accomplished in one of the following ways:

1) Applications for Administrative Approval: Exterior building modifications (including painting, new windows, etc.), signs, additions to existing structures up to 5,000 sq. ft. in size, new residential projects providing four units or less and minor site improvements shall require an application for Administrative Design Review and shall be reviewed and approved by staff, if found to be consistent with the purposes and requirements of the DSP. Once deemed complete, an application for Administrative Design Review typically requires a processing time of two to four weeks.

2) Applications for Planning Commission Approval: New commercial, retail or office structures or additions of 5,000 square feet or more, new residential projects providing five or more new residential units, major site improvements, and projects associated with another discretionary application (e.g. a Development Agreement, Conditional Use Permit, Variance, Tentative Subdivision Map, or Disposition and Development Agreement) shall be reviewed by the Planning Commission and/or City Council as required by the BMC. Once deemed complete, an application for Planning Commission Design Review typically requires a processing time of four to twelve weeks.

2.2. SITE DEVELOPMENT STANDARDS

Site Development Standards are organized by District Zones and govern the disposition and development of each property.

2.2.1. District Zones

To insure that individual private actions contribute properly to the development of the larger district, the following District Zones are established as the basic organizing principle of the regulations contained in this section (see Downtown District Zones map that follows):

a) Brentwood Civic Center – designated parcels having frontage on the west side of Oak Street between Second Street and just north of Third Street and along Second Street between Maple Street and Oak Street.

b) Downtown Core – designated parcels having frontage on First Street between Chestnut and Maple Streets, on Oak Street between Brentwood Boulevard and Second Street, and on Second Street between Oak and Maple Streets.

c) Civic Core – designated parcels having frontage on Oak Street between Second and Fourth Streets, on Third Street along City Park, and on Maple Street along City Park.

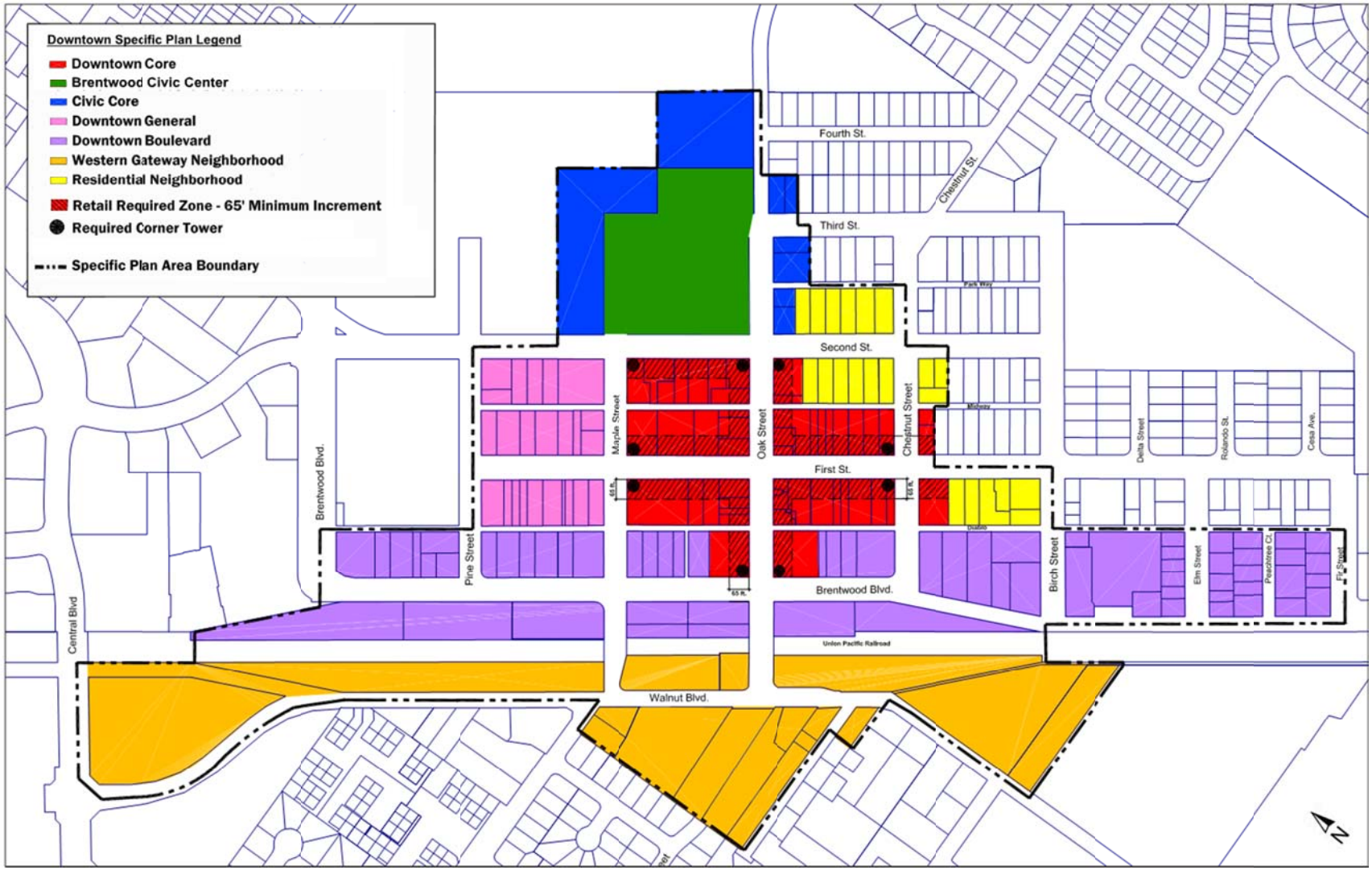
d) Downtown General – designated parcels having frontage on First and Second Streets between Maple and Pine Streets.

e) Downtown Boulevard – designated parcels having frontage on Brentwood Boulevard throughout the DSP project area, on Pine Street between Brentwood and Diablo Way, on Birch Street between Brentwood and Diablo Way, on Elm Street between Brentwood and Diablo Way, on Peachtree Court between Brentwood and Diablo Way, and on Fir Street between Brentwood and Diablo Way.

f) Western Gateway Neighborhood – designated parcels having frontage on Walnut Boulevard within the DSP project area.

g) Residential Neighborhood – designated parcels having frontage on Second Street between Oak and Chestnut Streets, on Chestnut Street between Second Street and Midway, on First Street between Chestnut Street and Birch Street, and on Birch Street between First Street and Diablo Way.

2.2.2 Downtown District Zones Map



2.2.3 Use Categories

For the purposes of this Plan, all permitted, conditionally permitted, and prohibited uses have been classified into use categories. These categories are described below. In addition to permitted, conditionally permitted and prohibited uses for each category, other aspects of their development such as size and location are also addressed. Permitted uses are permitted by right. Conditionally permitted uses are defined as those which require special consideration either of their impacts on the neighborhood and land uses in the vicinity and/or of their physical organization and design. All permitted uses are allowed either alone or in combination with any other permitted use within a single building or property within the specified District Zone. Conditionally permitted uses shall be considered for approval by the Planning Commission and/or City Council if the proposed use conforms with the goals and vision of the DSP as set forth in Section I and if the required findings can be made in accordance with the BMC. Prohibited uses are not allowed in the District Zone.

Residential land uses are described as follows:

a) Upper Floor Residential

1) The following uses are permitted: Any type of residential units located over other uses, including retail and office.

2) The following special condition applies: Only the entrances to an upper floor unit are allowed to be located on the ground level.

b) Live-Work

1) The following uses are permitted:

i) Residential living space that also includes an integrated work space principally used by one or more residents.

ii) Work activity is limited to business (primarily office), the making of arts and crafts, including painting, graphic production, photography, print, ceramics, sculpture, needlework, tapestry making, pottery making, hand weaving and other activities compatible with residential use. Activities that require hazardous assembly, including fabrication, manufacturing, repair or processing operations such as welding and woodworking (with more than three fixed pieces of equipment) shall require a conditional use permit.

iii) Permitted work activities shall be classified as a business and shall be subject to all applicable City, County and State regulations.

2) The following special conditions apply:

i) The maximum number of employees not including the owner/occupant is limited to two.

ii) Once established, Live-Work units may not be converted to a solely commercial or business use. However, Live-Work units may revert to solely residential use.

c) Stacked Units

1) The following use is permitted: An attached building designed as a residence for multiple households, including any dwelling unit that share one or more party walls with adjacent dwelling units, where some units are located over other units.

d) Attached Single-Family Homes

1) The following use is permitted: An attached building designed as a residence for multiple households, including any dwelling unit that share one or more party walls with adjacent dwelling units, where no unit is located over another unit such as a duplex, triplex, quadplex, or rowhouse.

e) Detached Single-Family Homes

1) The following use is permitted: A detached building designed as a residence for one household.

2.2.4 District Zones

BRENTWOOD CIVIC CENTER

Permitted Uses:

a) Civic and Cultural uses including cultural and entertainment facilities such as community theaters, performing arts centers, museums, and auditoriums, city halls and city council chambers; libraries, public recreation facilities; community centers, senior centers, and teen centers; social service facilities; transit facilities, terminals and stations; public parking garages; public parks.

b) Similar uses subject to the approval of the zoning administrator.

Conditionally Permitted Uses:

a) Uses that the zoning administrator determines, because of type of operation, material stored or sold, or other special circumstances require special consideration and regulations through the conditional use permit procedure.

Prohibited Uses:

Massage uses, unless providers are certified pursuant to Chapter 10.5 of the Business & Professions Code, ss 4612(a)(4); tattoo parlors; check cashing stores; thrift stores; pawn shops and gold/metal exchange services; internet cafes; drive-up and drive-thru uses; adult-oriented businesses; health clinics and hospitals; large retail uses over 75,000 square feet, warehouse and superstores; rental vehicle storage; industrial uses and services; lumber yards.

Regulations for lot area, density, yards, height and related matters:

All Uses
Minimum Lot Size: 4,000
Minimum Height: Not Applicable
Maximum Height: 68 feet
Minimum Private Frontage: 20 feet
Front Setback: 0 feet; Buildings along Second Street shall be allowed to have roof eaves encroach into the public right-of-way a maximum distance of 6 feet.
Side Setbacks: 25 feet minimum
Rear Setback: 25 feet minimum
Mid-Block Alley Setback: N/A
Railroad R.O.W. Setback: N/A
Frontage Coverage: Not Required
Build to Corner: Not Required
Maximum Building Length: N/A
Frontage Space Between Buildings: N/A
Maximum Block Size: N/A

DOWNTOWN CORE

The Downtown Core district zone includes many properties which are located within a Retail Required Zone, which mandates that the first 65 feet as measured perpendicular to the street frontage be reserved for retail uses. The properties affected by this restriction are designated on the Downtown District Zones Map, section 2.2.1.

Permitted Uses:

a) Retail sales and services including:

1) Specialty food retail, including the following and similar specialty foods: chocolate/candy; general gourmet; ice cream; pastry/desserts; yogurt/dairy; doughnuts/bakery; wine shops and wine tasting and similar specialty foods.

2) Specialty goods retail, including the following and similar specialty goods uses: cooking supplies/culinary; general housewares; decorator/arts and design centers; specialty hardware; antique stores selling high-quality used goods (this category excludes thrift and second hand stores); party supplies; lamps/lighting; household accessories; books/magazines/stationery; music/instruments.

3) Goods and services, including the following and similar uses: small crafts, specialty furniture; clothing/shoe stores; stereo/video or computers; cameras/photography; sporting goods; bicycle shops; outdoor/sports clothing and supplies; toys/games; cards/gifts; jewelry; watches/clocks/plants; beauty/cosmetics; flowers.

b) Eating and drinking establishments including the following uses:

1) Restaurants serving alcoholic beverages or providing entertainment, provided this activity is clearly ancillary to food service. If alcoholic beverages are served after 10:00 p.m. a Conditional Use Permit shall be required.

2) Beverage vendors serving coffee, smoothies, juices, and other non-alcoholic beverages.

3) Chairs and tables for outdoor dining and carts for merchant display may be permitted in the public right-of-way (i.e., in sidewalk areas) provided that:

i) The use maintains a minimum four-foot wide unobstructed portion of sidewalk corridor adjacent to the building which is clear and unimpeded for pedestrian traffic.

ii) The use keeps the full width of the building entrance clear and unimpeded for building access.

c) Entertainment and recreation uses, including the following:

1) Movie theaters and private performing arts theaters.

2) Music venues, dance halls, billiard rooms not serving alcoholic beverages, or those serving alcoholic beverages up until 10:00 p.m., provided this activity is clearly ancillary to food service.

d) Banks and financial institutions, excluding check-cashing stores.

e) Business services, excluding sales and storage of heavy equipment – including businesses that generate a significant amount of foot traffic, such as computer and office supply, photocopy shops, photo finishers, and print shops.

f) Personal services – especially those types of services not particularly neighborhood-oriented including the following and similar services: photographer; hair and nail salons, beauty or barber shops, shoe repair.

g) Parking lots and garages.

h) Civic and cultural uses including cultural and entertainment facilities such as community theaters, performing arts centers, museums, and auditoriums, city halls and city council chambers; libraries, public recreation facilities; community centers, senior centers, and teen centers; social service facilities; fire stations, and public parking garages are permitted inside or outside of the 65 foot retail area.

i) Similar uses subject to the approval of the zoning administrator.

Permitted Uses on Upper Floors Only:

a) Office uses including business, professional and government offices; medical and dental offices; real estate and general finance offices; veterinary clinics; data/telecommunication offices; educational and instructional facilities; exhibition, convention or other commercial assembly facilities.

b) Lodging uses including hostels; hotels, motels and inns; bed and breakfasts.

c) Residential including any type of residential unit located over other uses, including retail and office and provided only the entrance to an upper floor unit is allowed to be located on the ground floor.

d) Health and exercise clubs.

e) Similar uses subject to the approval of the zoning administrator.

Conditionally Permitted Uses:

a) Bars and nightclubs.

b) Alcoholic beverage sales after 10:00 p.m. – both on-site and off-site.

c) Health and exercise clubs on ground level.

d) Office uses on ground floors outside of the 65 ft. main street retail area including business, professional and government offices; medical and dental offices; real

estate and general finance offices; veterinary clinics; data/telecommunication offices; educational and instructional facilities; exhibition, convention or other commercial assembly facilities.

e) Civic and cultural uses on ground floors outside of the 65 foot retail area including cultural and entertainment facilities such as community theaters, performing arts centers, museums, and auditoriums, public recreation facilities; teen centers; social service facilities; fire and police stations, transit facilities, terminals and stations; public parking garages.

f) Lodging uses on ground floors outside of the 65 foot retail area including hostels; hotels, motels and inns; bed and breakfasts.

g) Live-Work Residential on ground floors outside of the 65 foot retail area including living space that also includes an integrated work space principally used by one or more residents where work activity is limited to business (primarily office), the making of arts and crafts, including painting, graphic production, photography, print, ceramics, sculpture, needlework, tapestry making, pottery making, hand weaving and other activities compatible with residential use, provided the maximum number of employees not including the owner/occupant is limited to two and that once established, live-work units may not be converted to a solely commercial or business use, but may revert to solely residential use.

h) Stacked Units on ground floors outside of the 65 foot retail area including an attached building designed as a residence for multiple households, including any dwelling unit that shares one or more party walls with adjacent dwelling units, where some units are located over other units.

i) Other uses that the zoning administrator determines, because of type of operation, material stored or sold, or other special circumstances require special consideration and regulations through the conditional use permit procedure.

Prohibited Uses:

Massage uses, unless providers are certified pursuant to Chapter 10.5 of the Business & Professions Code, ss 4612(a)(4); tattoo parlors; check cashing stores; thrift stores; pawn shops and gold/metal exchange services; internet cafes; drive-up and drive-thru uses; adult-oriented businesses; health clinics and hospitals; large retail uses over 75,000 square feet, warehouse and superstores; rental vehicle storage; industrial uses and services; lumber yards.

Regulations for lot area, density, yards, height and related matters:

The Downtown Core requires that all new development build to the corner. The Build-To-Corner requirement specifies that buildings must “hold the corner” of the parcel at the intersection of two streets. The build-to-corner location is defined by the required front and side setback lines. All corner parcels must meet this requirement by siting the building at its street corner.

The Downtown Core also has several intersections that require corner towers. A corner tower is a particular type of frontage treatment that is required at gateways to the Downtown Core as

shown on the District Zones Map with a circle. The corner tower is created by articulating a separate, relatively slender mass of the building, continuing that mass beyond the height of the primary building mass, and providing the top of the mass with a recognizable silhouette. This frontage treatment is intended to provide a distinctive building element in strategic locations to emphasize special locations such as gateways and other places of special significance to the district. The corner tower mass may encroach into the required setback areas but may not encroach into the public right-of-way. Corner tower features may exceed the maximum height of the zone as approved by the Design Review process.

All Uses other than Residential
Minimum Lot Size: 4,000
Maximum building size of 30,000 square feet
Minimum Height: 2 floors and 25 feet
Minimum interior height for ground level of all types is 14 feet from floor to ceiling.
Maximum Height: 48 feet
Minimum Private Frontage: 20 feet
Front Setback: 0 feet maximum
Side Setbacks: 0 feet maximum
Rear Setback: 0 feet maximum
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 100 percent
Build to Corner: Required
Frontage Space Between Buildings: 0 feet maximum

Residential Uses

Upper Floor Residential:
Minimum Lot Size: N/A
Minimum Lot Width: N/A
Minimum Lot Depth: N/A
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet
Side Setbacks: 0 feet
Rear Setback: 0 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 100 percent
Build to Corner: Required
Frontage Space Between Buildings: 0 feet maximum

Live-Work:
Minimum Lot Size: 2500 square feet
Minimum Lot Width: 30 feet
Minimum Lot Depth: 85 feet
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet maximum
Side Setbacks: 0 feet maximum

Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 100 percent
Build to Corner: Required
Frontage Space Between Buildings: 0 feet maximum

Stacked Units:
Minimum Lot Size: 2500 square feet
Minimum Lot Width: 30 feet
Minimum Lot Depth: 85 feet
Minimum Height: 2 floors and 25 feet
Height: 3 floors and 42 feet
Front Setback: 0 feet maximum
Side Setbacks: 0 feet maximum
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 100 percent
Build to Corner: Required
Frontage Space Between Buildings: 0 feet maximum

CIVIC CORE

Permitted Uses:

a) Civic and cultural uses including cultural and entertainment facilities such as community theaters, performing arts centers, museums, and auditoriums, city halls and city council chambers; libraries, public recreation facilities; community centers, senior centers, and teen centers; social service facilities; fire stations, and public parking garages.

b) Similar uses subject to the approval of the zoning administrator.

Conditionally Permitted Uses:

a) Other uses that the zoning administrator determines, because of type of operation, material stored or sold, or other special circumstances require special consideration and regulations through the conditional use permit procedure.

Prohibited Uses:

Massage uses, unless providers are certified pursuant to Chapter 10.5 of the Business & Professions Code, ss 4612(a)(4); tattoo parlors; check cashing stores; thrift stores; pawn shops and gold/metal exchange services; internet cafes; drive-up and drive-thru uses; adult-oriented businesses; health clinics and hospitals; large retail uses over 75,000 square feet, warehouse and superstores; rental vehicle storage; industrial uses and services; lumber yards.

Regulations for lot area, density, yards, height and related matters:

The Civic Core requires that all new development build to the corner. The Build-To-Corner requirement specifies that buildings must “hold the corner” of the parcel at the intersection of two streets. The build-to-corner location is defined by the required front and side setback lines. All corner parcels must meet this requirement by siting the building at its street corner.

All Uses other than Residential
Minimum Lot Size: 4,000
Minimum Height: N/A
Maximum Height: 68 feet
Front Setback: 0 feet
Side Setbacks: 0 feet minimum
Rear Setback: 10 feet minimum
Mid-Block Alley Setback: N/A
Frontage Coverage: Not required
Build to Corner: Not required
Frontage Space Between Buildings: 0 feet
Buildings along Second Street shall be allowed to have roof eaves encroach into the public right-of-way a maximum distance of 6 feet. Buildings along Third Street shall be allowed to have roof eaves encroach in the public right-of-way a maximum distance of 3 feet.

DOWNTOWN GENERAL

Permitted Uses:

a) Retail sales and services on the ground floor including:

1) Specialty food retail, including the following and similar specialty foods: chocolate/candy; general gourmet; ice cream; pastry/desserts; yogurt/dairy; doughnuts/bakery; wine shops and wine tasting and similar specialty foods.

2) Specialty goods retail, including the following and similar specialty goods uses: cooking supplies/culinary; general housewares; decorator/arts and design centers; specialty hardware; antique stores selling high-quality used goods (this category excludes thrift and second hand stores); party supplies; lamps/lighting; household accessories; books/magazines/stationery; music/instruments.

3) Goods and services, including the following and similar uses: small crafts, specialty furniture; clothing/shoe stores; stereo/video or computers; cameras/photography; sporting goods; bicycle shops; outdoor/sports clothing and supplies; toys/games; cards/gifts; jewelry; watches/clocks/plants; beauty/cosmetics; flowers.

b) Eating and drinking establishments on the ground floor including the following uses:

Restaurants serving alcoholic beverages or providing entertainment, provided this activity is clearly ancillary to food service. If alcoholic beverages are served after 10:00 p.m. a Conditional Use Permit shall be required.

1) Beverage vendors serving coffee, smoothies, juices, and other non-alcoholic beverages.

2) Chairs and tables for outdoor dining and carts for merchant display may be permitted in the public right-of-way (i.e., in sidewalk areas) provided that:

i) The use maintains a minimum four-foot wide unobstructed portion of sidewalk corridor adjacent to the building which is clear and unimpeded for pedestrian traffic.

ii) The use keeps the full width of the building entrance clear and unimpeded for building access.

c) Entertainment and recreation uses on the ground floor including the following:

1) Movie theaters and private performing arts theaters.

2) Music venues, dance halls, billiard rooms not serving alcoholic beverages, or those serving alcoholic beverages up until 10:00 p.m., provided this activity is clearly ancillary to food service.

d) Banks and financial institutions on the ground floor, excluding check-cashing stores.

e) Business services, excluding sales and storage of heavy equipment on the ground floor including businesses that generate a significant amount of foot traffic, such as computer and office supply, photocopy shops, photo finishers, and print shops.

f) Personal services on the ground floor especially those types of services not particularly neighborhood-oriented – including the following and similar services: photographer; hair and nail salons, beauty or barber shops, shoe repair.

g) Parking lots and garages on the ground floor.

h) Office uses including business, professional and government offices; medical and dental offices; real estate and general finance offices; veterinary clinics excluding kennels; data/telecommunication offices; educational and instructional facilities; exhibition, convention or other commercial assembly facilities.

i) Civic and Cultural uses including cultural and entertainment facilities such as community theaters, performing arts centers, museums, and auditoriums, public recreation facilities; teen centers; social service facilities; transit facilities, terminals and stations; public parking garages.

j) Lodging uses including hostels; hotels, motels and inns; bed and breakfasts.

k) Upper Floor Residential including any type of residential unit located over other uses, including retail and office, and provided only the entrance to an upper floor unit is allowed to be located on the ground floor.

l) Live-Work Residential including living space that also includes an integrated work space principally used by one or more residents where work activity is limited to business (primarily office), the making of arts and crafts, including painting, graphic production, photography, print, ceramics, sculpture, needlework, tapestry making, pottery making, hand weaving and other activities compatible with residential use, provided the maximum number of employees not including the owner/occupant is limited to two and that once established, live-work units may not be converted to a solely commercial or business use, but may revert to solely residential use.

m) Stacked Units including an attached building designed as a residence for multiple households, including any dwelling unit that shares one or more party walls with adjacent dwelling units, where some units are located over other units.

n) Attached Single-Family Homes designed as residences for multiple households, including any dwelling unit that shares one or more party walls with adjacent dwelling units, where no unit is located over another unit such as a duplex, triplex, quadplex, or rowhouse.

o) Similar uses subject to the approval of the zoning administrator.

Conditionally Permitted Uses:

a) Uses that the zoning administrator determines, because of type of operation, material stored or sold, or other special circumstances require special consideration and regulations through the conditional use permit procedure.

Prohibited Uses:

Massage uses, unless providers are certified pursuant to Chapter 10.5 of the Business & Professions Code, ss 4612(a)(4); tattoo parlors; check cashing stores; thrift stores; pawn shops and gold/metal exchange services; internet cafes; drive-up and drive-thru uses; adult-oriented businesses; health clinics and hospitals; large retail uses over 75,000 square feet, warehouse and superstores; rental vehicle storage; industrial uses and services; lumber yards.

Regulations for lot area, density, yards, height and related matters:

The Downtown General District Zone requires that all new development build to the corner. The Build-To-Corner requirement specifies that buildings must "hold the corner" of the parcel at the intersection of two streets. The build-to-corner location is defined by the required front and side setback lines. All corner parcels must meet this requirement by siting the building at its street corner.

All Uses other than Residential
Minimum Lot Size: 4,000
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet
Minimum Private Frontage: 20 feet
Front Setback: 0 feet
Side Setbacks: 0 feet
Rear Setback: 5 feet minimum
Mid-Block Alley Setback: 5 feet minimum
Frontage Coverage: 90 percent minimum
Build to Corner: Required
Maximum Building Length: 150 feet
Space between buildings: 10 feet minimum and 20 feet maximum

Residential Uses

Upper Floor Residential:
Minimum Lot Size: N/A
Minimum Lot Width: N/A
Minimum Lot Depth: N/A
Minimum Height: N/A
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet
Side Setbacks: 0 feet
Rear Setback: 0 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: N/A
Build to Corner: Required

Live-Work:
Minimum Lot Size: 2500 square feet
Minimum Lot Width: 30 feet
Minimum Lot Depth: 85 feet
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet
Side Setbacks: 0 feet interior lots
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 90 percent minimum
Build to Corner: Required

Stacked Units:
Minimum Lot Size: 2500 square feet
Minimum Lot Width: 30 feet
Minimum Lot Depth: 85 feet
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet
Side Setbacks: 0 feet on interior lots
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 90 percent minimum
Build to Corner: Required

Attached Single-Family:
Minimum Lot Size: 3400 square feet
Minimum Lot Width: 40 feet
Minimum Lot Depth: 85 feet
Maximum Height: 2 floors and 25 feet
Front Setback: 0 feet maximum
Side Setbacks: 0 feet on interior lot
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 90 percent minimum
Build to Corner: Required

DOWNTOWN BOULEVARD

Permitted Uses:

a) Commercial Sales and Services including:

1) Recreational sales and services such as outdoor accessories, sporting goods and outfitters.

2) Furniture, home furnishings and appliances; hardware and home improvement provided there is no outdoor sales or storage on the premises.

3) Commercial services such as miscellaneous repair service uses with no outdoor storage, including plumbing services, laundry services, cleaning and janitorial service and supplies, vacuum cleaner and sewing repair, repair and rental shops, etc.

4) Print and graphics supply and services including typesetting, lithography, graphics and art services.

5) Retail uses excluding large retail uses over 75,000 square feet and warehouse type uses.

b) Restaurant and sandwich shops.

c) Parking lots and garages.

d) Office uses including business, professional and government offices; medical and dental offices; real estate and general finance offices; veterinary clinics excluding kennels; data/telecommunication offices; educational and instructional facilities; exhibition, convention or other commercial assembly facilities.

e) Civic and Cultural uses including cultural and entertainment facilities such as community theaters, performing arts centers, museums, and auditoriums, public recreation facilities; teen centers; social service facilities; transit facilities, terminals and stations; public parking garages.

f) Lodging uses including hostels; hotels, motels and inns; bed and breakfasts.

g) Upper Floor Residential including any type of residential unit located over other uses, including retail and office and provided only the entrance to an upper floor unit is allowed to be located on the ground floor.

h) Live-Work Residential including living space that also includes an integrated work space principally used by one or more residents where work activity is limited to business (primarily office), the making of arts and crafts, including painting, graphic production, photography, print, ceramics, sculpture, needlework, tapestry making, pottery making, hand weaving and other activities compatible with residential use, provided the maximum number of employees not including the owner/occupant is

limited to two and that once established, live-work units may not be converted to a solely commercial or business use, but may revert to solely residential use.

i) Stacked Units including an attached building designed as a residence for multiple households, including any dwelling unit that shares one or more party walls with adjacent dwelling units, where some units are located over other units.

j) Attached Single-Family Homes designed as residences for multiple households, including any dwelling unit that shares one or more party walls with adjacent dwelling units, where no unit is located over another unit such as a duplex, triplex, quadplex, or rowhouse.

k) Similar uses subject to the approval of the zoning administrator.

Conditionally Permitted Uses:

a) Uses featuring outdoor sales and outdoor storage not clearly ancillary to the use.

b) Auto and other vehicle repair service uses with outdoor storage.

c) Other uses that the zoning administrator determines, because of type of operation, material stored or sold, or other special circumstances require special consideration and regulations through the conditional use permit procedure.

Prohibited Uses:

Massage uses, unless providers are certified pursuant to Chapter 10.5 of the Business & Professions Code, ss 4612(a)(4); tattoo parlors; check cashing stores; thrift stores; pawn shops and gold/metal exchange services; internet cafes; drive-up and drive-thru uses; adult-oriented businesses; health clinics and hospitals; large retail uses over 75,000 square feet, warehouse and superstores; rental vehicle storage; industrial uses and services; lumber yards.

Regulations for lot area, density, yards, height and related matters:

All Uses other than Residential
Minimum Lot Size: 4,000
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet or 2 floors
Minimum Private Frontage: 20 feet
Front Setback: 0 feet maximum
Side Setbacks: 0 feet maximum
Rear Setback: 0 feet maximum
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 100 percent
Build to Corner: Required
Frontage Space Between Buildings: 0 feet maximum

Residential Uses

Upper Floor Residential:
Minimum Lot Size: N/A

Minimum Lot Width: N/A
Minimum Lot Depth: N/A
Minimum Height: N/A
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet
Side Setbacks: 0 feet
Rear Setback: 0 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: N/A
Build to Corner: Required

Live-Work:
Minimum Lot Size: 2500 square feet
Minimum Lot Width: 30 feet
Minimum Lot Depth: 85 feet
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet
Side Setbacks: 0 feet on interior lots
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 90 percent minimum
Build to Corner: Required

Stacked Units:
Minimum Lot Size: 2500 square feet
Minimum Lot Width: 30 feet
Minimum Lot Depth: 85 feet
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet
Side Setbacks: 0 feet on interior lots
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 90 percent minimum
Build to Corner: Required

Attached Single-Family:
Minimum Lot Size: 3400 square feet
Minimum Lot Width: 40 feet
Minimum Lot Depth: 85 feet
Maximum Height: 2 floors and 25 feet
Front Setback: 0 feet maximum
Side Setbacks: 0 feet on interior lot
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 90 percent minimum
Build to Corner: Required

WESTERN GATEWAY NEIGHBORHOOD

Permitted Uses:

a) Civic and Cultural uses including cultural and entertainment facilities such as community theaters, performing arts centers, museums, and auditoriums, public recreation facilities; teen centers; social service facilities; transit facilities, terminals and stations; public parking garages.

b) Upper Floor Residential including any type of residential unit located over other uses, including retail and office and provided only the entrance to an upper floor unit is allowed to be located on the ground floor.

c) Live-Work Residential including living space that also includes an integrated work space principally used by one or more residents where work activity is limited to business (primarily office), the making of arts and crafts, including painting, graphic production, photography, print, ceramics, sculpture, needlework, tapestry making, pottery making, hand weaving and other activities compatible with residential use, provided the maximum number of employees not including the owner/occupant is limited to two and that once established, live-work units may not be converted to a solely commercial or business use, but may revert to solely residential use.

d) Stacked Units including an attached building designed as a residence for multiple households, including any dwelling unit that shares one or more party walls with adjacent dwelling units, where some units are located over other units.

e) Attached Single-Family Homes designed as residences for multiple households, including any dwelling unit that shares one or more party walls with adjacent dwelling units, where no unit is located over another unit such as a duplex, triplex, quadplex, or rowhouse.

f) The following uses are permitted only along Central Boulevard: Office uses including business, professional and government offices; medical and dental offices; real estate and general finance offices; veterinary clinics excluding kennels; data/telecommunication offices; educational and instructional facilities; exhibition, convention or other commercial assembly facilities.

g) Similar uses subject to the approval of the zoning administrator.

The following uses are permitted at Oak and Walnut in one cluster up to 25,000 square feet for an unanchored center or up to 65,000 square feet for a medium to large-scale grocery or similar community-oriented anchor:

a) Neighborhood serving retail and services for which the nearby residential neighborhoods are the primary customers, with uses up to 10,000 square feet, including small grocery stores, pharmacies, banks, hair and nail salons, beauty or barber shops, shoe repair, cafes and food sales, and residential convenience uses such as video rental and sales, florists, dry cleaners or laundromats.

1) Chairs and tables for outdoor seating and carts for merchant display may be permitted in the public right-of-way (i.e., in sidewalk areas) provided that:

   i) The use maintains a minimum four-foot wide unobstructed portion of sidewalk corridor adjacent to the building which is clear and unimpeded for pedestrian traffic.

   ii) The use keeps the full width of the building entrance clear and unimpeded for building access.

b) Health and exercise clubs, dance studios.

c) Medical and dental offices.

d) Parking facilities.

e) Similar uses subject to the approval of the zoning administrator.

The following uses are permitted within three clusters not exceeding 5,000 square feet per cluster, except along Central Boulevard, which must be incorporated into a larger residential building, and must be located on a block corner with the entrance facing the public street, square or plaza space, with no off-street parking provided and excluding drive-thrus:

a) Retail uses less than 3,500 square feet including small grocery stores, pharmacies, banks, cafes and food sales such as delicatessens, bakeries and butchers, residential convenience uses such as video rental and sales, florists, dry cleaners or laundromats, or business convenience uses such as copy shops, office supply or photo developing.

b) Similar uses subject to the approval of the zoning administrator.

Conditionally Permitted Uses:

a) Unanchored neighborhood center exceeding 25,000 square feet.

b) Supermarket centers exceeding 65,000 square feet.

c) Other uses that the zoning administrator determines, because of type of operation, material stored or sold, or other special circumstances require special consideration and regulations through the conditional use permit procedure.

d) Individual uses larger than 3,500 square feet within Corner Store Retail Clusters provided that the use is unique and not already provided within a one mile radius.

e) Other uses that the zoning administrator determines, because of type of operation, material stored or sold, or other special circumstances require special consideration and regulations through the conditional use permit procedure.

Prohibited Uses:

Massage uses, unless providers are certified pursuant to Chapter 10.5 of the Business & Professions Code, ss 4612(a)(4); tattoo parlors; check cashing stores; thrift stores; pawn shops and gold/metal exchange services; internet cafes; drive-up and drive-thru uses; adult-oriented businesses; health clinics and hospitals; large retail uses over 75,000 square feet, warehouse and superstores; rental vehicle storage; industrial uses and services; lumber yards.

Regulations for lot area, density, yards, height and related matters:

All Uses other than Residential
Minimum Lot Size: 4,000
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet
Minimum Private Frontage: 20 feet
Front Setback: 0 feet maximum
Side Setbacks: 0 feet maximum
Rear Setback: 0 feet maximum
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 100 percent
Build to Corner: Required
Frontage Space Between Buildings: 0 feet maximum

Residential Uses

Upper Floor Residential:
Minimum Lot Size: N/A
Minimum Lot Width: N/A
Minimum Lot Depth: N/A
Minimum Height: N/A
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet
Side Setbacks: 0 feet
Rear Setback: 0 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: N/A
Build to Corner: Required

Live-Work:
Minimum Lot Size: 2500 square feet
Minimum Lot Width: 30 feet
Minimum Lot Depth: 85 feet
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet
Side Setbacks: 0 feet on interior lots
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 90 percent minimum
Build to Corner: Required

Stacked Units:
Minimum Lot Size: 2500 square feet
Minimum Lot Width: 30 feet
Minimum Lot Depth: 85 feet
Minimum Height: 2 floors and 25 feet
Maximum Height: 3 floors and 42 feet
Front Setback: 0 feet
Side Setbacks: 0 feet on interior lots
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 90 percent minimum
Build to Corner: Required

Attached Single-Family:
Minimum Lot Size: 3400 square feet
Minimum Lot Width: 40 feet
Minimum Lot Depth: 85 feet
Maximum Height: 2 floors and 25 feet
Front Setback: 0 feet maximum
Side Setbacks: 0 feet on interior lot
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 90 percent minimum
Build to Corner: Required

Detached Single-Family Residential:
Minimum Lot Size: 5000 square feet
Minimum Lot Width: 55 feet
Minimum Lot Depth: 90 feet
Maximum Height: 2 stories and 30 feet
Front Setback: 20 feet minimum
Side Setbacks: 5 feet minimum
Rear Setback: 15 feet
Mid-Block Alley Setback: 5 feet

RESIDENTIAL NEIGHBORHOOD

Permitted Uses:

a) Attached Single-Family Homes designed as residences for multiple households, including any dwelling unit that shares one or more party walls with adjacent dwelling units, where no unit is located over another unit such as a duplex, triplex, quadplex, or rowhouse.

b) A detached building designed as a residence for one household.

c) Accessory Uses and Buildings per the BMC.

d) Similar uses subject to the approval of the zoning administrator.

Conditionally Permitted Uses:

a) Civic and Cultural uses including cultural and entertainment facilities such as community theaters, performing arts centers, museums, and auditoriums, public recreation facilities; teen centers; social service facilities; transit facilities, terminals and stations; public parking garages.

b) Other uses that the zoning administrator determines, because of type of operation, material stored or sold, or other special circumstances require special consideration and regulations through the conditional use permit procedure.

Regulations for lot area, density, yards, height and related matters:

Attached Single-Family:
Minimum Lot Size: 3400 square feet
Minimum Lot Width: 40 feet
Minimum Lot Depth: 85 feet
Maximum Height: 2 floors and 25 feet
Front Setback: 0 feet maximum
Side Setbacks: 0 feet on interior lot
Rear Setback: 10 feet
Mid-Block Alley Setback: 5 feet
Frontage Coverage: 90 percent minimum
Build to Corner: Required

Detached Single-Family Residential:
Minimum Lot Size: 5000 square feet
Minimum Lot Width: 55 feet
Minimum Lot Depth: 90 feet
Maximum Height: 2 stories and 30 feet
Front Setback: 20 feet minimum
Side Setbacks: 5 feet minimum
Rear Setback: 15 feet
Mid-Block Alley Setback: 5 feet

2.3 OUTSIDE DINING, SITE FURNISHINGS AND DISPLAY

a) Public gathering places and other publicly accessible areas should be detailed with decorative, pedestrian-scaled site furnishings and equipment.

b) Seating, freestanding planters, ornamental trash and recycling receptacles, drinking fountains, pergolas, trellises, and decorative bollards are recommended.

   1) The provision of recycling receptacles alongside trash receptacles is strongly encouraged.

   2) At seat walls with straight edges of more than 6 feet in length shall include detailing to prevent skateboard damage should be applied to the design.

c) Landscape structures and sculptural objects should reference the human scale in their overall massing and detailing to help preserve the city's small-town character.

d) Components shall be made of durable high quality materials such as painted fabricated steel, painted cast iron, painted cast aluminum, and integrally colored precast concrete. Recycled materials should be used so long as the finish or look of the material is consistent with or similar to the finishes prescribed above. Masonry surfaces should be treated with an anti-graffiti coating. Metal surfaces should be coated with highly durable finishes such as aliphatic polyurethane enamel. An ultraviolet protectant clear coating is strongly recommended for dark or fugitive colors.

e) All outside dining and display areas for businesses must be approved through the City's Administrative Design Review process.

2.4 PARKING STANDARDS AND GUIDELINES

This section contains development standards and design guidelines to ensure that parking throughout Downtown is convenient and accessible, accommodates all land uses and building types, and preserves the district's small-town pedestrian-oriented character.

The City's intent is to reduce and/or eliminate surface parking lots in the Downtown Core and Downtown General Areas (as both are defined in Section 2.2.1) in favor of structured parking, and to encourage the development and re-use of vacant and under-utilized lots to full, allowable uses as described in the Specific Plan. The construction of a parking structure in the Downtown would offset the need for additional surface parking.

2.4.1. Orientation

Parking standards that determine minimum requirements for the provision of parking per development are organized by use categories. Parking requirements may be adjusted for shared parking agreements. Additional parking standards address location, access, landscaping and screening, parking podiums, garages, and parking lots.

PARKING REQUIREMENTS		
Use Categories	**Minimum Parking Requirement**	**Special Conditions**
Retail	1 space per 250 s.f.	
Entertainment and Recreation	Use the Average Peak Period Parking Demand Rate from the ITE Parking Generation Guidelines	
Restaurants, Bars and Nightclubs	1 space per 100 s.f.	
Office	1 space per 350 s.f.	
Civic & Cultural	As determined by City through the Design Review process.	
Lodging	1 space per room	
Residential:		
a) Upper Floor Residential	1 space per bedroom with a minimum of 2 spaces per unit	A minimum of 1 space per unit shall be covered
b) Live-Work	1 space per bedroom with a minimum of 2 spaces per unit	
c) Stacked Units	1 space per bedroom with a minimum of 2 spaces per unit	A minimum of 1 space per unit shall be covered
d) Attached Single-Family	Per the BMC	
e) Detached Single-Family	Per the BMC	

2.4.2. Parking Standards

a) Provision

1) All new development shall provide parking, based on use category, as stated in the 2.4 Parking Standards chart above. Property owners are required to provide the minimum number of spaces. New on-street parking spaces provided along new required streets may be counted toward the minimum parking requirement for that property. Parking requirements for renovations or enlargements apply only to net new floor area. Commercial developments of 20,000 square feet or more are required to provide parking per the BMC.

2) All new parking facilities serving retail uses must be open to the public.

3) All new development shall provide either on-site parking or pay the in-lieu parking fee based upon the use. The determination of whether a project provides on-site parking or pays the in-lieu fee for new buildings or building additions would be determined as part of the project review by the approving body. If on-site parking is provided, the project would be required to provide the minimum number of spaces based on the gross floor area and approved parking demand and would not be permitted to provide excess parking. Additionally, all new non-residential

on-site lots would be required to be approved for use by the general public and internal connections would need to be provided to link to other adjacent surface parking lots, if plausible, including existing parking lots on properties for which a building addition is requested. The goal of these regulations is to ensure efficient circulation and to maximize parking in the Downtown Area. Also, it should be noted that in-lieu fees for new buildings and additions would be calculated on the proposed use of the structure. In the event that the use is changed within three years of the date of occupancy of the new structure/ addition to a use with a higher parking demand, the developer would be required to pay the in-lieu fee for the additional parking spaces. After the initial three years, the use could be changed to a more parking-intensive use and the developer would not be required to pay any additional in-lieu fees. No fees shall be returned in the event that a less parking-intensive use occupies a new structure/ addition within the first three years of occupancy than the initial use for which in-lieu fees were calculated due to the fact that these monies are a key component in the planning and construction of DSP wide parking facilities.

4) The number of on-site parking spaces for residential uses may be reduced for senior housing or other special circumstances at the discretion of the Planning Commission at the time of initial review of the proposed project. Residential parking shall be constructed at the time of construction of the units and in-lieu parking fees shall not allowed in place of the actual construction of parking spaces for residential uses.

b) Location

1) Required parking shall be provided on-site for all residential development, and shall be provided either on-site or in a dedicated off-site parking facility within 600 feet of the project site for non-residential development. In addition, all or part of the parking requirement for commercial development may be satisfied through payment of in-lieu fees based on the current in lieu parking fee resolution if approved by the City through the Design Review process or other entitlement. In-lieu parking fees shall be paid at the time of issuance of any City permit.

2) Surface parking lots and privately-owned freestanding parking structures shall not front public streets (but may front alleys) in either the Downtown Core, the Civic Core, the Downtown General, or Residential Neighborhood District Zones.

3) Parking podiums and parking garages integrated into a building with active uses:

i) Partially submerged parking podiums may be located along public streets wherever ground level shopfronts are not required and may project above the sidewalk or average finished grade by a maximum of 5 feet. On lots that slope, the podium may project by an average of 4 feet.

ii) Above ground parking levels fronting public streets may be approved through the conditional use permit process for special anchor uses, such as supermarkets, provided that they are attractively integrated into the design of the building and the downtown.

c) Access

1) Access to parking facilities should be provided from alleyways wherever possible. Access to parking facilities shall not be provided on Oak, First, or Second Streets within the Downtown Core District Zone. Access shall only be provided along other non-alleyway streets if this access cannot be achieved from alleyways or for non-residential uses along Brentwood Boulevard. Along all non-alleyway streets, the maximum number of curb cuts associated with a single building must be 1 two-lane curb cut or 2 one-lane curb cuts. Otherwise, the maximum number of curb cuts is 1 two-lane curb cut or 2 one-lane curb cuts per 150 feet of street frontage. The maximum width of driveways/curb cuts is 10 feet for a one-lane and 20 feet for a two-lane driveway. Driveway setbacks should be a minimum of 5 feet from adjoining properties, and a minimum of 3 feet from adjacent buildings.

2) Exterior driveway surfaces should be paved with non-slip, attractive surfaces such as interlocking unit pavers or scored and colored concrete.

3) At alleys, garage aprons and individual entryways should be differentiated from the alley by special paving or other treatments.

4) Bicycle parking should be visible and easily accessible from the public right-of-way and conveniently located nearby building or site entries.

d) Parking Lots

1) Parking lots built to the back-of-sidewalk must provide a decorative wall or fence along the sidewalk to define the edge of the parking lot.

2) All parking areas should be planted and landscaped. They should be designed with convenient, safe, and efficient pedestrian connections to building entry areas and other pedestrian routes.

3) Surface parking lots shall be buffered from adjacent development and landscaped with trees.

4) In order to provide shade and add trees to the downtown, trees shall be planted in surface parking lots to subdivide continuous rows of parking stalls at a minimum spacing of one tree every three spaces. These trees shall be planted in curbed landscape islands or in flush tree wells with tree guards between the sides of angled or perpendicular parking stalls; trees planted between two abutting head-to-head rows of parked cars do not satisfy the requirement. At flush tree well conditions, structural soil planting beds shall be provided to insure long term growth of trees.

5) Trees and planting strips should be used to interrupt adjacent parking spaces of 10 or more. Planted areas should have minimum dimensions equal to one parking space.

6) Trees in parking areas should be large and have a high-branching, broad-headed form to create maximum shade.

7) Wheel stops should be used adjacent to tree wells and planter areas to protect landscaping from car overhangs.

8) Curbed planting areas should be provided at the end of each parking aisle to protect parked vehicles from turning movements of other vehicles.

9) Landscaping in parking lot interiors and at entries should not obstruct driver's clear sight lines to oncoming traffic.

10) Pedestrian systems should provide a clear route to the main building entrance and be designed to include sidewalks and walkways with a minimum 5 foot width, separated from vehicle areas by curbing and trees.

11) The main pedestrian route from parking lot to building entrance should be easily recognizable, accessible, and demarcated by special landscaping, such as a shaded promenade, trellis, or ornamental planting.

12) Avoid landscaping that obstructs signage and lines of sight.

e) Garages and Parking Podiums

1) Garages and parking podiums shall be located and designed to minimize their impact on public streets and open spaces.

2) Garages and parking podiums should be designed with an architectural composition of massing, orientation, and material, that builds upon Brentwood's downtown character.

1.5. ARCHITECTURAL STANDARDS AND GUIDELINES

The DSP area is largely characterized by buildings which are constructed to or near the front property line and typical of older downtown areas. The intent of these guidelines is to preserve and reinforce the historic, small downtown character of the area as the heart of Brentwood.

This section entails architectural and site planning guidelines for the DSP area. These guidelines should be adhered to if at all possible when submitting for design review approval.

Rehabilitation of existing buildings in the DSP should follow the intent of these guidelines as well. Rehabilitation of buildings shall restore their distinctive and historic character. Applicants should research the building's history and original design. Existing buildings should maintain and enhance their historic character by retaining distinctive design elements (e.g., storefronts and cornices). Where distinctive design elements have been removed or have deteriorated, they should be repaired or replaced to their original design detail with materials to match the original (e.g., wood windows). Additions to historic character downtown buildings should be sensitive to the scale, character, materials and detailing of the original building.

Example of sensitive rehabilitation

2.5.1 Site Planning

a) Construct buildings to front and side property lines

1) In areas with existing building setbacks, match setbacks of adjacent buildings whenever possible.

2) Bay windows may encroach into the public right-of-way above the first floor to a maximum encroachment of 3 feet and 25% of linear street frontage.

3) Bay windows may encroach into the public right-of-way at the ground level to a maximum encroachment of 3 feet and 25% of linear street frontage in areas where there is a minimum sidewalk width of 10 feet.

Build to pedestrian area property lines to increase visual interest

b) Avoid on-site parking

1) Parking areas on private parcels along street frontages will not be permitted in order to maintain the potential for retail continuity.

2) Parking may be allowed along rear alleys on a case-by-case basis. Proposals will be evaluated in terms of public safety, visual appearance and potential conflicts with pedestrian movements.

c) Avoid curb cuts

1) Curb cuts along Oak Street and First Street will be prohibited in order to maintain retail continuity and to reduce potential pedestrian/vehicular conflicts.

2) Curb cuts along other streets will be evaluated on a case-by-case basis.

d) Provide off-street courtyards where feasible

1) Courtyards that allow increased retail density, a greater mix of mutually supportable commercial uses, and locations for outdoor dining will be allowed and encouraged.

2) Courtyards should have good linkages and pleasant landscaped entries from public rights-of-way, whenever possible.

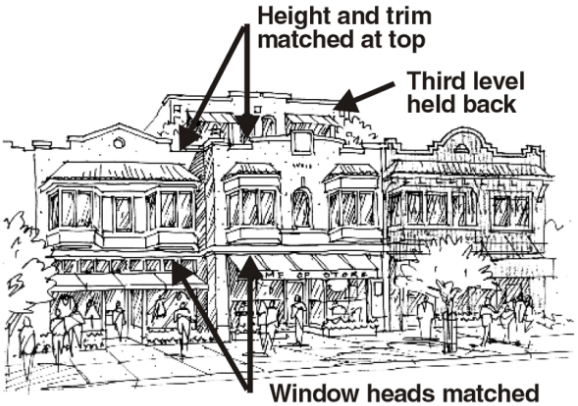
3) For uses not closely linked to a primary building use, provide small scale signage for courtyard tenants.

4) Provide decorative lighting along courtyard entries.

e) Relate buildings to the size and character of their surroundings

1) Buildings should be sensitive to the size and scale of adjacent buildings. In no case should structures exceed three stories in height.

2) New buildings taller than their neighbors should incorporate elements to relate to adjacent structures (e.g., setbacks above the first floor or projecting decorative elements).



New structure integration example

Maintain a consistent scale and character along street fronts

Avoid abrupt changes in scale and character like this

f) Include special design elements for corner buildings

1) Utilize corner entries whenever possible.

2) Taller tower elements are encouraged on corners.

3) Bay windows and other special design elements are encouraged on corner lot buildings.

2.5.2 Building Design

a) Provide shaped parapets

1) Front facades of buildings should be designed to include well designed, interesting parapets.

2) Parapets and wall tops should be designed to relate to those on adjacent and nearby buildings.

3) Wall tops in all visible locations should have cornices, caps or other three dimensional features. The use of visible metal wall top flashing is not permitted.

Shaped parapet example in Downtown Brentwood

b) Use materials, colors and textures that relate to existing historical downtown buildings

i) Brick, tile, stucco and wood are the preferred building materials in the DSP area.

ii) Stone veneer, artificial stone, metal curtain walls and similar materials will not be allowed.

iii) Use awnings for pedestrian protection and visual interest.

iv) Install only fabric awnings on metal tubular frames. Avoid metal or shiny vinyl fabrics.

v) Generally use a sloped awning form, with or without end panels.

vi) Do not cover important architectural detail or transom windows with awnings.

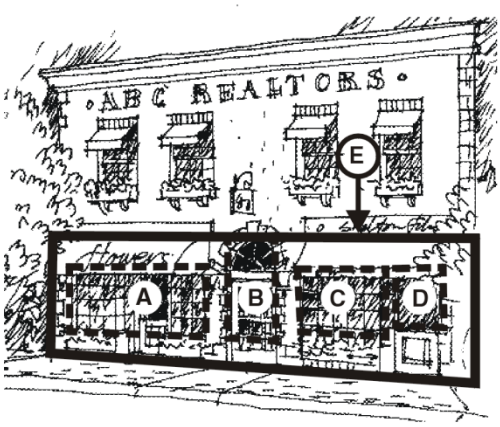
c) Maintain transparent storefronts

1) Provide a minimum of 60% of the storefront area below 8 feet in height as transparent glazing.

2) Avoid tinted glass and window films. If sun exposure is a problem, use awnings.

3) Display windows should be proportioned to enhance interior displays. Square or nearly square window shapes work well.

4) Front façade windows for non-retail uses should still be treated in a manner consistent with retail frontages to avoid a noticeable break in visual continuity along a pedestrian front.



A + B + C + D = 60% of E (minimum)

Transparent storefront with well-proportioned display windows

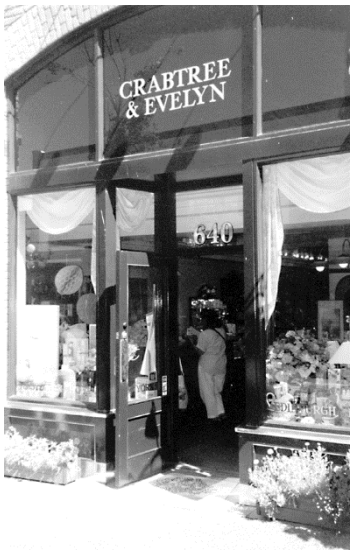
d) Provide solid bulkheads below storefront display windows

1) Use materials in areas below display windows that are consistent with the building's materials and traditional to downtown storefronts (e.g., plaster, wood, tile).

2) Minimum suggested height: 24 inches

3) Decorative treatment of bulkheads is encouraged (e.g., wood mouldings over a wood base, decorative tile patterns).

4) Box planters are encouraged to add color and visual interest along pedestrian areas.



Bulkhead with moulding and planters

e) Utilize window and door transoms whenever possible

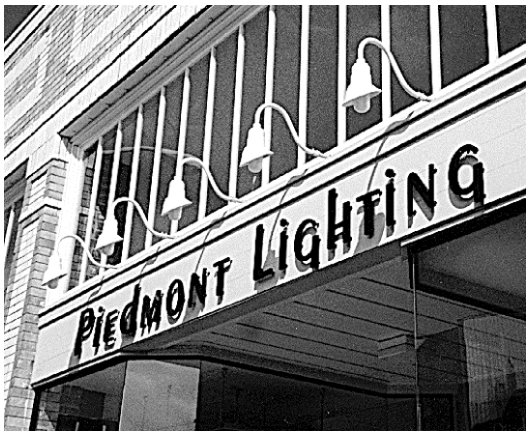
1) Transoms are traditional storefront elements in older downtowns, and should be incorporated in new buildings whenever possible.

2) Avoid covering transoms with awnings or signage.

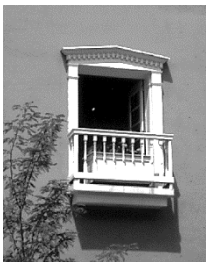
f) Include decorative design elements

1) Utilize cornice brackets, bay window brackets, detailed window jambs, specially designed window heads and other decorative elements consistent with the downtown's historic character.

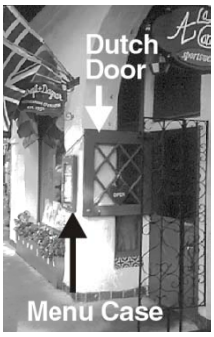
2) Relate façade elements to those on adjacent structures. Line up cornices, belt courses, window heads and other elements with similar well designed elements with those on adjacent buildings, whenever possible.



Special lighting



Projecting



Dutch doors and moulding

Carriage lights menu box

g) Avoid large sections of blank walls

1) Blank walls over 10 feet in length will not be allowed along street frontages.

2) Treat other blank walls where windows are not possible (e.g., along alleys) with trellises, awnings, murals, *trompe l'oeil*, historic plaques or other means to soften their visual appearance and add visual interest.

Trellis with landscaping and accent Lighting along blank wall

h) Screen roof equipment

1) All roof equipment must be screened to minimize their visual impact on views from public rights-of-way.

2) Locating equipment in recessed roof wells or hiding equipment behind parapet walls so that they cannot be seen are the preferred solutions.

3) In cases where mechanical wells or parapets of sufficient height to screen equipment are not possible, equipment should be placed as far as possible from building edges. Roof screens should be constructed from the same materials as the building walls, and should be designed to appear as an integrated part of the building rather than an added on element.

2.6 ARCHITECTURAL STYLES

This section on architectural style is divided into two sections, styles of Commercial, Civic, and Mixed-Use Building Types and styles of Residential Building Types. Comments and discussions from community workshops held for the Downtown Specific Plan have informed the selection of architectural styles shown. Nearly all of the styles shown are in current use in Northern California, either as additions, restorations, reproductions, or reinterpretations.

To use this section, the designers of new commercial/mixed-use/civic or residential buildings should refer to the appropriate section and choose one of the particular styles as a means of extending the existing and historic visual character of downtown Brentwood; or, they should study the characteristics of typical and preferred downtown Brentwood architectural styles appropriate to the building use, so that new buildings take their cues from the existing scale, shapes, rhythms, and patterns of downtown Brentwood's architecture and fit in well, if not specifically designed in one of the cited architectural styles.

The individual architectural style descriptions serve to briefly depict the salient characteristics of that style found in Brentwood and its region. Each style description begins with the common name of the style, its original dates of first expression, and a list of its most recognizable features. It is then illustrated with groups of photographic images of three major sets of characteristics of that style: Massing, Elements (i.e. architectural elements), and Color and Materials; many of the photographs are of Brentwood and Northern California examples. This section is by no means a detailed manual on how to design in a particular style. Builders and designers are strongly encouraged to refer to reference books and other resources on architectural styles for more detailed information.

Neoclassical Revival Styles (1895 – 1935)

Features of the Neoclassical styles:

a) Neoclassical styles (including Beaux-Arts) are monumental and civic, and were inspired by influences such as the Chicago World's Fair of 1892 and trends from Europe and the East Coast.

b) The style(s) were applied primarily to offices, banks, and civic buildings – often with the intent of conveying a sense of permanence, solidity, and civic importance.

c) Building massing is typically composed of one simple volume; where applied, additions are also of simple volumes. The style is easily adapted to unusual sites.

d) Symmetrical treatment is typically applied to both building mass and front facade composition. The roof type is secondary to the presence of a strong horizontal cornice capping the public facades.

e) Proportions of façade segments and of individual features (windows, doors, etc.) are more vertical than horizontal, with a sense of classical proportion.

f) Window and door openings are generally composed to align both horizontally and vertically on facades; symmetrical façade arrangements are common.

g) The front entrance is centered or has a prominent place on the front façade, and organizes the facade. A columned portico is typically used to give emphasis to the front entry.

h) Window and door shapes are simple and rectangular. The forms and proportions of columns, pilasters, capitals, and cornices are taken from the Doric, Ionic or Corinthian orders.

i) Wall cladding is light-colored stone (limestone, granite) or stucco with classical trim. Early 20th Century Commercial Style (1900 - 1930)

Neoclassical Revival Styles
Massing

Neoclassical Revival Styles
Elements

Neoclassical Revival Styles
Color / Materials

Early 20th Century Commercial Style (1900 – 1930)

Features of the Early 20th Century Commercial Style:

a) The Early 20th Century Commercial Style was a simple, economical and adaptable style that arose in reaction to the ornateness of Victorian and Neoclassical styles. It incorporated classical principles of base, shaft and capital organization of massing and façade composition but without the classical orders, using simplified elements instead.

b) The style was applied to all types of commercial buildings.

c) Building massing is typically composed of one simple volume; where applied, additions are also of simple volumes. The style is easily adapted to unusual sites.

d) Roofs are flat, hipped, or gabled. A false front commonly hides the roof profile at the storefront façade.

e) Front facades are flat with a shaped parapet at the roofline, occasionally with a projecting cornice instead or as well. The parapet is well-detailed with a continuous parapet cap or a built-up cornice.

f) Wall materials of the primary building are generally patterned masonry wall surfaces (brick, tile, etc.). Stucco (above the ground floor) and painted horizontal wood siding are also used with strong trim elements.

g) All buildings and all storefronts have a base.

h) Ground floor storefronts are contained within a large opening in the primary wall material. They may continue to use that material, or in many cases the storefront has its own architecture and materials distinct from the building yet complementary to it as well.

i) Storefront glazing is composed of large panes of shop windows, with a continuous horizontal band of commercial clerestory windows above shop windows and the entrance door.

j) Fabric awnings are often used at commercial clerestory windows or preferably above; they should be divided into segments to match window divisions rather than a single continuous awning.

k) Façade windows above or outside the storefront are typically symmetrically composed in relation to the storefront, sometimes in groups.

l) The front entrance to upper story uses is distinct from the storefronts, and is attractively detailed to be recognizable as not a storefront component.

m) Window and door shapes are simple and rectangular.

n) High quality materials such as glazed ceramic tile, painted carved wood, bronze door hardware, etc. are located at the ground level where customers and tenants come in contact with the building.

Early 20th Century Commercial Styles Massing

Early 20th Century Commercial Styles Elements

Early 20th Century Commercial Styles Color / Materials

Spanish Mission Revival / Mediterranean Style (1915 – 1935)

Features of Spanish Mission Revival and Mediterranean Styles:

a) Spanish Mission Revival and Mediterranean styles (and their sub-styles such as Spanish Colonial Revival) were period revivals that became popular in California beginning in the 1920s. The historic heritage of the California Missions, the exotic imagery of Spain and Mexico in movies, and California's climate being likened to that of the Mediterranean were sources of inspiration.

b) These styles were applied widely to commercial, civic, mixed-use, and residential buildings.

c) Building masses are composed of simple rectangular stucco-clad volumes or combinations of simple volumes, punched by deeply recessed openings for windows and doors, many of them arched.

d) A variety of proportions of overall building masses and individual features (windows clusters, porches, etc.) are used.

e) Roofs are typically finished in red barrel tile, sometimes mixed in with flat roofs with parapet walls of a shaped top profile.

f) Both formal and informal arrangements of window and door openings are used; arched openings are used individually and in sequence as arcades.

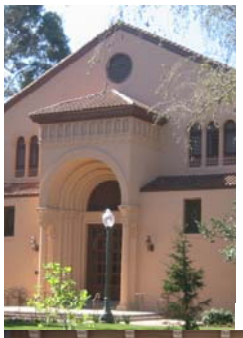
g) Storefront designs similar to those used within the Early 20th Century Commercial Style can occur within storefront openings on facades. Storefront materials and colors such as ceramic tile, dark painted woods, and dark metals are selected in coordination with overall building colors.

h) Wall colors are white or light earth tones (cream, ochres, tans, etc.)

i) Dark painted or stained wood and dark metal (wrought ironwork) are used as trim and ornamental elements in Mission and Spanish styles, while light or colored trim may also be used in Mediterranean styles.

Spanish Mission Revival / Mediterranean Style (1915 – 1935) Massing

Spanish Mission Revival / Mediterranean Style (1915 – 1935) Elements



Spanish Mission Revival / Mediterranean Style (1915 – 1935) Color / Materials

Art Deco & "Exotic" Revival Decorative Styles (1925 – 1950)

Features of Art Deco and Exotic Revival Styles:

a) Art Deco and its related styles (Streamline Moderne, WPA Moderne, etc.) and related exotic decorative styles (Gothic, etc.) emerged as shifts in architectural and commercial fashion in between the First and Second World Wars. They were inspired by changes in machine technology and popular taste.

b) These styles were applied widely to commercial, civic, mixed-use, and residential buildings – sometimes as a "modernization" of an older building with an earlier style.

c) Building masses are composed of simple rectangular volumes or combinations of simple volumes, with flat roofs.

d) Wall planes are smooth with banded windows and "extruded" cornices and overhangs, angled or faceted piers, and ornamental shapes at entrances, rooflines, and around windows.

e) Horizontal proportions are often emphasized, with slender verticals as periodic accents, or major vertical towers. Edges are sometimes rounded for a "streamline" effect.

f) Other ornamental motifs of Art Deco include fan-like shapes, zigzag elements, chevrons, stepped arches, and stylized foliage; these are often applied to decorative panels.

g) The exotic decorative styles used references to Gothic and other ornament solely to decorate conventional commercial building masses and facades.

h) Storefront designs similar to those used within the Early 20th Century Commercial Style can occur within storefront openings on Deco and Revival facades.

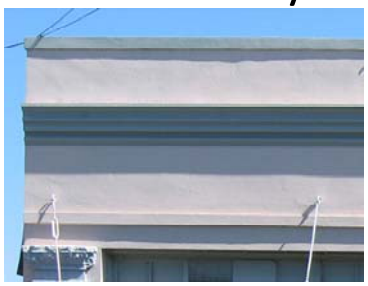
i) Wall colors are white, tan, or light pastel colors.

j) Polished metal, glass block, and other industrial elements are used as trim and ornamental elements in Art Deco and related styles; more traditional contrasting color trim may also be used in both Deco and Revival styles.

Art Deco & "Exotic" Revival Decorative Styles (1925 – 1950) Massing

Art Deco & "Exotic" Revival Decorative Styles (1925 – 1950) Elements

Art Deco & "Exotic" Revival Decorative Styles (1925 – 1950) Color / Materials



Italianate (mid 1860s – 1880s)

Features of the Italianate style:

a) In the late 1800's, stone Italian villas and palaces inspired the massing and ornamentation of wooden Italianate buildings.

b) The Italianate style was applied to both commercial/mixed-use and residential buildings.

c) Building massing is typically composed of one simple rectangular volume.

d) The front façade of a two-story Italianate building usually features one or more protruding two-story height bay windows with angled sides (straight sides less commonly).

e) Proportions of both the overall building mass and of individual features (windows, doors, etc.) are tall and vertical.

f) Window and door openings are generally composed to align both horizontally and vertically on facades; symmetrical façade arrangements are common.

g) A large projected horizontal cornice always caps the front façade with a flat or understated hipped roof behind; in no case does a front roof gable span the entire building frontage width.

h) Windows themselves have substantial ornamental framing, with a composition of base, shaft and ornamental cap.

i) Windows are generally of the double- or single-hung type.

j) Brackets with ornamental panels and occasional decorative pediments embellish façade, window and doorway cornices.

k) A small decorative gable may be applied to the cornice of a front façade, doorway, or decorative window frame.

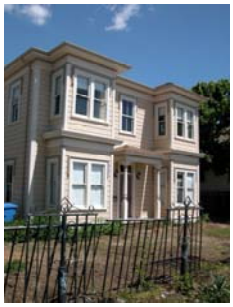
l) Entrances are prominent front façade features. An ornate portico (or an “eyebrow” cornice in simpler versions) often is used to give emphasis to entry doors.

m) Walls are typically clad with wide, flat horizontal wood siding (e.g. shiplap) and less commonly with brick, with occasional use of decorative “quoins” at corners to simulate stone blocks.

n) Color schemes are typically simple, with a primary wall color, a trim color, and on occasion a secondary trim or ornament color.

Italianate (mid 1860s – 1880s)

Massing



Italianate (mid 1860s – 1880s) Elements

Italianate (mid 1860s – 1880s) Color / Materials

Queen Anne / Queen Anne Cottage (1883 – 1890s)

Features of the Queen Anne style(s):

a) The Queen Anne styles are what many people think of as "Victorian."

b) The style is applied to both commercial/mixed-use and residential buildings.

c) It is characterized by asymmetrical and picturesque massing and is more horizontal in comparison to its predecessor style of Italianate.

d) The Queen Anne Cottage style is a simpler version of Queen Anne applied to smaller homes.

e) Porches, gables, protruding window bays, angled or rounded corners, and turrets are freely composed to create complex volumes and surfaces.

f) Roofs are composed of a series of gable-roofed volume in both perpendicular and parallel orientation. A prominent gable often dominates the front façade.

g) Front porches are often decorated with elaborate latticework and turned columns and spindles.

h) The style introduced curved surfaces, merging shapes and volumes.

i) Wall cladding often includes several types of wood siding on any one façade; scalloped shingles on upper levels and horizontal and/or vertical wood siding below is a typical arrangement.

j) Rich multi-color combinations of wall cladding and trim colors were used, with a particular palette of late 19th Century colors.

Queen Anne / Queen Anne Cottage (1883 – 1890s) Massing

Queen Anne / Queen Anne Cottage (1883 – 1890s) Elements

Queen Anne / Queen Anne Cottage (1883 – 1890s) Color / Materials

Colonial Revival (mid 1890s – 1910s)

Features of the Colonial Revival style:

a) The Colonial Revival styles (including Classic Box and Neoclassic Rowhouse) emerged as a simpler and more refined alternative to Victorian styles, inspired by Early American (New England) colonial and neoclassical architectures.

b) The styles were applied primarily to residential buildings.

c) Building massing is typically composed of one simple rectangular volume; where applied, additions are also of simple volumes.

d) Symmetrical treatment is applied to both building mass and front facade composition. Front facades typically have a horizontal cornice with a hipped or parallel gable roof above.

e) Proportions of both the overall building mass and of individual features (windows, doors, etc.) are more vertical than horizontal, with a sense of classical proportion.

f) Window and door openings are generally composed to align both horizontally and vertically on facades; symmetrical façade arrangements are common.

g) Roof slopes are shallow; a roof dormer or dormers is often symmetrically centered on the front façade; roof overhangs are small or are incorporated into a continuous cornice.

h) The front entrance is centered or has a prominent place on the front façade. A porch or columned portico is typically used to give emphasis to the front entry.

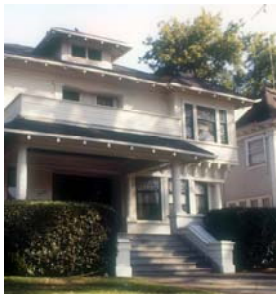
i) Window and door shapes are simple and rectangular. Façade and window ornamentation is simple, consisting of carved wood or plaster Doric, Ionic or Corinthian columns, pilasters, capitals, and cornices.

j) Wall cladding includes horizontal wood siding of various types – shiplap, clapboard, etc. with simple or classical trim.

Colonial Revival (mid 1890s – 1910s) Massing

Colonial Revival (mid 1890s – 1910s) Elements

Colonial Revival (mid 1890s – 1910s)
Color / Materials



Craftsman Bungalow / California Bungalow (mid 1905 – 1925)

Features of Craftsman and Bungalow Styles:

a) The Craftsman Bungalow and California Bungalow styles emerged after the turn of the century to satisfy tastes for greater simplicity and natural forms. Influences included Shingle Style homes of the east, the Arts and Crafts movement and its related informal lifestyle, and the popularity of small Bungalow homes.

b) These styles were applied primarily to residential buildings.

c) Building massing is typically composed of one low simple gable-roofed rectangular volume; where applied, additions are also of simple volumes.

d) Front facades typically have a central shallow pitched gable roof perpendicular to the street; on occasion it is parallel to the street with a dormer above. In the former case, a sub-gable may be offset from the main gable to create a front entry or porch.

e) Proportions of both the overall building mass and of individual features (windows clusters, porches, etc.) are horizontal.

f) Window and door openings are generally composed to align both horizontally and vertically on facades; symmetrical façade arrangements are common.

g) “Elephant” columns and double columns at entry porches are a common feature; other decorative elements include ornamental brackets to support roof overhangs.

h) Craftsman Bungalows are typically clad with wood shingles or siding, while California Bungalows are typically surfaced with light-colored stucco. In both cases, trim is

painted wood of a contrasting light or dark color.

Craftsman Bungalow / California Bungalow (mid 1905 – 1925) Massing

Craftsman Bungalow / California Bungalow (mid 1905 – 1925) Elements

Craftsman Bungalow / California Bungalow (mid 1905 – 1925) Color / Materials

Spanish Mission Revival / Mediterranean Style (1915 – 1935)

Features of Spanish Mission Revival and Mediterranean Styles:

a) Spanish Mission Revival and Mediterranean styles (and their sub-styles such as Spanish Colonial Revival) were period revivals that became popular in California beginning in the 1920s. The historic heritage of the California Missions, the exotic imagery of Spain and Mexico in movies, and California's climate being likened to that of the Mediterranean were sources of inspiration.

b) These styles were applied widely to commercial, civic, mixed-use, and residential buildings.

c) Building masses are composed of simple rectangular stucco-clad volumes or combinations of simple volumes, punched by deeply recessed openings for windows and doors, many of them arched.

d) A variety of proportions of overall building masses and individual features (windows clusters, porches, etc.) are used.

e) Roofs are typically finished in red barrel tile, sometimes mixed in with flat roofs with parapet walls of a shaped top profile.

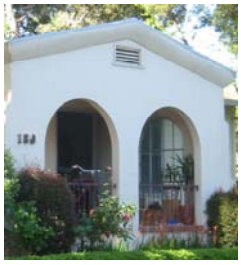
f) Both formal and informal arrangements of window and door openings are used; arched openings are used individually and in sequence as arcades.

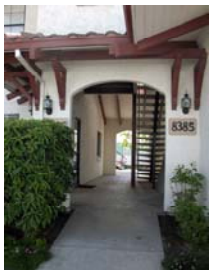
g) Wall colors are white or light earth tones (cream, ochres, tans, etc.)

h) Dark painted or stained wood and dark metal (wrought ironwork) are used as trim and ornamental elements in Mission and Spanish styles, while light or colored trim may also be used in Mediterranean styles.

Spanish Mission Revival / Mediterranean Style (1915 – 1935) Residential Massing

Spanish Mission Revival / Mediterranean Style (1915 – 1935) Residential Elements





Spanish Mission Revival / Mediterranean Style (1915 – 1935) Residential Color / Materials

2.7 COLOR

Colors throughout the DSP area shall be light in color and tone, in keeping with the character of Downtown Brentwood and reflect the City's relationship with the countryside and the surrounding landscape, however, care should be taken that drab earth tones should not be used. Paint colors for any new building and modifications of paint colors of any existing building shall be reviewed by the City for compliance with the guidelines established below.

a) Guidelines

1) Primary building colors, used at building walls, garden walls, and other primary building elements, should be restrained and neutral in hue. These may include light earth tones that are in keeping with Brentwood's agricultural heritage as well as other tones found in the Downtown. Stark, extreme colors like white or black should not be used as primary wall colors.

2) Colors should be compatible with other buildings in the district. Colors of adjacent buildings should be taken into consideration, especially where new structures are adjacent to historic buildings.

3) Secondary color should complement the primary building color, and may be a lighter shade than the body color, or use more saturated hues. Secondary color can be used to give additional emphasis to architectural features such as building bases or wainscots, columns, cornices, capitals, and bands; or used as trim on

doorframes, storefront elements, windows and window frames, railing, shutters, ornament, fences, and similar features.

4) Accent colors may be more saturated in color, or brighter in tone, and used to highlight special features such as doors, shutters, gates, ornament, or storefront elements. Bright colors should be limited to retail establishments, and used sparingly at fabric awnings, banners, window frames, or special architectural details. A restrained use of bright colors allows display windows and merchandise to catch the eye and stand out in the visual field.

5) Fluorescent colors should not be used on building materials.

2.8 Signage Standards & Guidelines

This section addresses standards for signage. All permanent signs shall be subject to review and approval of an Administrative Sign Permit by the Planning Division and a building permit by the Building Division.

a) All signage in the DSP Area is regulated by the BMC, with the following exceptions. These exceptions to the BMC specifically exclude any signage for residential uses.

1) One free standing A-frame sign or similar portable display per business establishment is permitted, subject to the following restrictions:

2) The sign is placed on the site where the business is located.

3) Maximum sign copy area is limited to ten square feet or less.

4) The maximum sign height is limited to four feet above the adjacent grade.

5) The sign shall be portable and not affixed to City right-of-way.

6) Any sign placed within the City's right-of-way shall obtain a no-fee encroachment permit from the City Engineering Division.

7) Any sign placed within the City's right-of-way shall maintain a minimum of four feet of clearance between the sign and any curb line, street furniture, above ground utilities or other obstructions in order to provide for adequate pedestrian circulation.

8) The placement of any A-frame or portable sign shall not create any sight distance problems as determined by the City Engineering Division or cause other sight-distance problems or problems with ADA accessibility.

9) The sign shall not use lights, flags, balloons, streamers, blinking or reflecting devices, day-glow or fluorescent lettering, or similar means of attraction.

10) The sign shall not interfere with or damage any existing landscaping.

11) The sign shall only be on display during hours that the establishment is open to the public.

12) The sign shall not be illuminated.

13) All signs shall be maintained in a professional manner.

b) Prohibited signage throughout the DSP area is regulated by the BMC with the exception that the above portable signage is permitted and with the exception that the following signage is also prohibited:

1) Internally illuminated panel can or cabinet type signs and channel letters.
2) Exposed raceways.

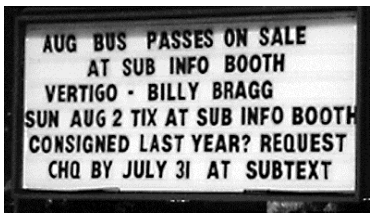
c) In addition to the BMC and the listed exceptions above, Applicants for signage within the DSP must use the following signage design guidelines:

1) Limit signage to the following types

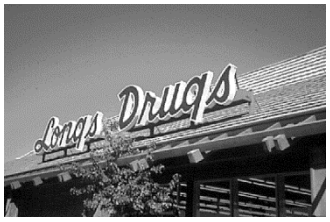
i) Wall/fascia signs
ii) Awning signs
iii) Window signs
iv) Projecting signs (strongly encouraged)
v) Hanging signs
vi) A-frame signs

2) Do not use these sign types

i) Monument signs
ii) Interior illuminated can or box sign types
iii) Changeable letter signs except for cinemas and performing arts theaters
iv) Roof mounted signs
v) Cloth, paper or fabric signs hung from the building or placed in windows except as allowed as temporary signage per the BMC



Changeable letter sign
Not Permitted



Roof mounted sign
Not Permitted

3) Limit signs to the smallest size possible for readability

   i) Use awning, window, projecting and hanging signs, rather than wall signs in areas with significant amounts of pedestrian activity.

   ii) Size signs for visibility from adjacent pedestrian areas rather than from passing automobiles.

   iii) Total sign area for any business will be limited to 1 square foot per linear foot of tenant frontage. Businesses in buildings on corner lots may be allowed a second wall sign at ½ square foot per linear foot of the secondary tenant frontage, subject to the approval of the Director of Community Development.

4) Wall and fascia signs

   i) Wall and fascia signs shall be limited to the following restrictions:

      (a) Wall signs must fit within the Signable Area not to exceed 15% of the building façade (see diagram below for example of Signable Area). The Signable Area should be relatively flat, and should not contain doors, window or projecting moulding or trim.

      (b) Maximum sign area: 60% of the Signable Area

      (c) Maximum sign width: 75% of the Signable Area

      (d) Maximum sign height: 2/3 height of the Signable Area

      (e) Maximum letter height: 18 inches

      (f) Use individual letters or neon design mounted on the wall face or on a backing materials applied to the building wall. Letters, logos, backgrounds and other sign elements may not be painted directly onto building walls.

      (g) Signs may utilize external illumination only. No internal illumination is allowed.

      (h) Conceal all raceways and other connections.

Sign and signable area example

5) Window signs

i) Window signs are limited to the following maximum area:

(a) 25% of any single window area with no more than 15% of the aggregate frontage window area. Any signs located within five (5) feet of the window will be considered a part of the window signage.

(b) Window signage on doors and door transoms is limited to address and business name and number only.

(c) Maximum letter size is 8 inches

ii) Materials permitted:

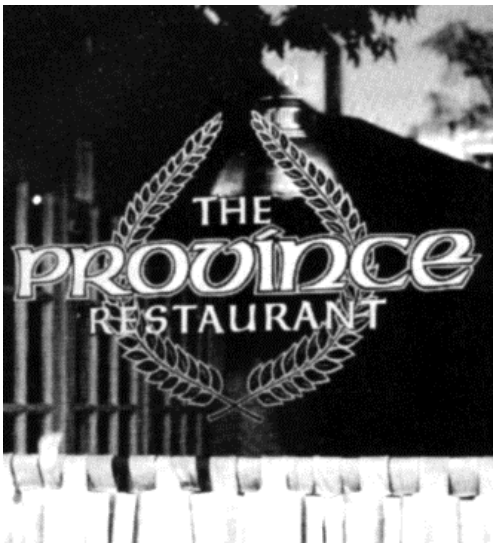
(a) Individual vinyl letters

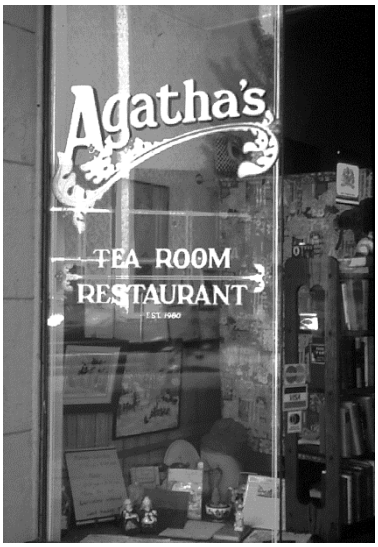
(b) Professionally painted individual letters and design

(c) Gold leaf individual letters and designs

(d) Neon tubing mounted on clear backing material

(e) Letters and graphics are to be applied directly to glazed surfaces except for neon signs which may be suspended from above with metal rods or wires. Signs taped to windows, suction cupped to windows, or painted on windows by nonprofessionals are not allowed.





6) Awning Signs

i) All awnings shall have a vertical valance for the application of signage.

ii) Maximum letter height on awning valance is limited to 2/3 height of the vertical valance or 12 inches, whichever is less.

iii) Maximum number of awning signs is one per awning.

iv) Business logos or graphics suitable to the business may be placed on the sloped face of awnings, but may not exceed 15% of the sloped surface area.

7) Projecting Signs

i) Projecting signs are strongly encouraged in locations with substantial pedestrian traffic, for buildings located close to the street, and when more than one business is located along a building frontage.

ii) Maximum number of projecting signs allowed is one sign per business along each street frontage.

iii) Maximum sign area is 10 square feet

iv) Maximum projection is five feet from the building face with a minimum of six inches maintained between the building face and closest projecting sign edge.

v) Brackets shall be well designed and related to the design character of the building.

vi) Permitted materials include wood, metal, or fabric (with top and bottom bracket supports)

vii) The use of plastic for projecting signs is not permitted.

viii) Interior illuminated box signs are not permitted.

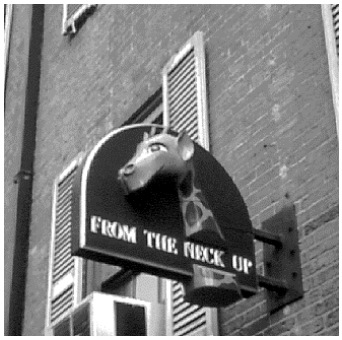
ix) All exposed edges must be finished (e.g., no exposed plywood)

x) Minimum clearance in pedestrian areas is 8 feet.

xi) Minimum clearance in vehicular areas is 15 feet.

xii) Signs are to be sized for pedestrian visibility rather than for viewing from passing vehicles.

xiii) Creativity in design is encouraged (e.g., icon and other sign designs which express the unique personality of the business).



8) Hanging Signs

i) Hanging signs are encouraged under awnings in pedestrian-oriented areas, especially in locations with multiple businesses along a frontage.

ii) Maximum number of hanging signs is one per business frontage on a public street.

iii) Maximum sign area is three square feet.

iv) Hanging signs should be suspended with metal rods, chain, cable or hooks.

v) All exposed edges must be finished (e.g., no exposed plywood).

vi) Minimum clearance in pedestrian areas is 8 feet.

vii) Minimum clearance in vehicular areas is 15 feet.

viii) Signs are to be sized for pedestrian visibility rather than for viewing from passing vehicles.

ix) Creativity in design is encouraged (e.g., icon and other sign designs which express the unique personality of the business).

This section contains a description of actions the City intends to take in order to catalyze and complement private investment, and to support the continued growth and development of the Downtown. City actions fall into four categories: Community Facilities, Capital Improvements, Planning Tactics, and Implementation.

3.1. ORIENTATION

The City intends to play a significant role in transforming Downtown to achieve the community's long term goals. Implementation of this Plan's goals, objectives, and strategies is a multifaceted and complex process requiring effort on many fronts simultaneously. The responsibility for making this happen does not fall solely on the shoulders of the private development community. The City will do its part to work collaboratively with landowners, business owners, entrepreneurs, shopkeepers and community members in order to assist and where possible, take the lead on enabling the types of new development necessary to secure Downtown's long term economic viability.

3.2. COMMUNITY FACILITIES

3.2.1. Civic Buildings

The City will take steps to ensure that civic buildings in the Downtown District exude a high degree of quality and craft. The character of new public and quasi-public buildings will set the tone for new private investment and communicate the City's commitment to revitalizing, enhancing and preserving the Downtown.

The City is currently finalizing the design for a new City Hall building to be located on the east side of City Park. In addition to this new building, the City will look to add new public buildings in and around the Civic Core in order to strengthen Downtown's role as the civic heart of the city.

As plans for new civic buildings develop, the City will require areas within the Civic Core to be considered as "first candidate" sites.

3.2.2. Citizens Advisory Committee on Community Facilities

On May 25, 2004 the City Council authorized staff to begin advertising and accepting applications from the community to serve on a newly created Citizen's Advisory Committee to work with staff in determining the Community Facilities needs, priorities and opportunities.

On August 24, 2004 the City Council appointed nine members to the Citizen's Advisory Committee regarding Community Facilities. These nine members represented a number of the active community groups in the City. The Committee was formed to make recommendations to the City Council on short and long term community facility opportunities for Brentwood. The Advisory Committee was charged with developing two phases of recommendations.

a) Phase I was to include the following:

    1. Inventory of existing facilities and opportunities related to community facilities
    2) Visioning and assessment of current needs regarding types of facilities and services and the needs of Brentwood at General Plan build-out

3) Opportunities for collaboration with other providers/agencies

4) Fiscally responsible consideration of costs and funding opportunities

5) Report to City Council on completion of Phase I

b) Phase II, as a result of report to City Council from Phase I, will include:

1) Prioritize recommended services

2) Recommendation of phasing

3) Recommendation of financing for construction and on-going maintenance option

4) Report to City Council on completion of Phase II

On May 24, 2005, the Advisory Committee presented its Phase I report to the City Council. The Council accepted the report and made no changes. The Council directed the Advisory Committee to continue its work on its Phase II report, expected to be complete in early 2006. Phase II will focus on priorities, phasing and funding issues.

The Phase I report includes the Advisory Committee's recommendations for the type of community facilities to be located in the Downtown, as well as recommended adjacencies of those facilities. The recommendations include, but are not listed in priority, a library, senior center/nutrition site, community/event center, art center for gallery, exhibits and classrooms, inter-modal transportation center, city hall and council chambers, and parking structure to support a retail or entertainment anchor.

A copy of the Citizen's Advisory Committee's Phase I report is attached in the plan's Appendix.

3.3. STREETS AND PUBLIC SPACES

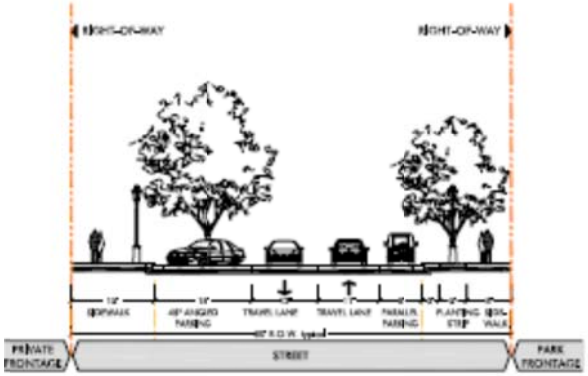
3.3.1. Streetscape Improvements

The City will invest in capital improvements or will work jointly with the private sector to create streetscape conditions that are supportive of envisioned development, enhance pedestrian safety, and create a beautiful setting for the City's most civic and most vibrant district. The following "Downtown Street Types" map, illustrates the variety of street types located within the Downtown District. Following this map, a series of street type sections provides typical streetscape conditions, including dimensions pertaining to sidewalks, parking, and travel lanes, for each desirable street type as follows:

DOWNTOWN STREET TYPES MAP

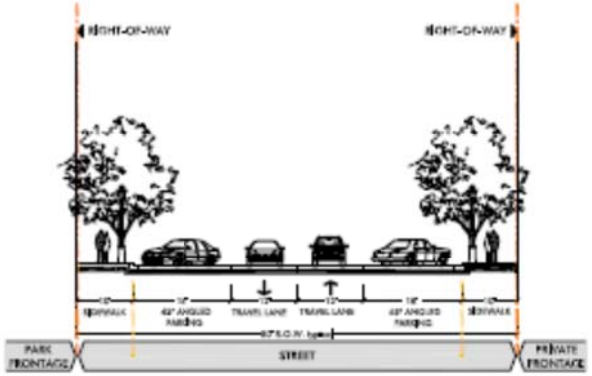
CIVIC CORE STREET – A

In Front of Park - Second Street



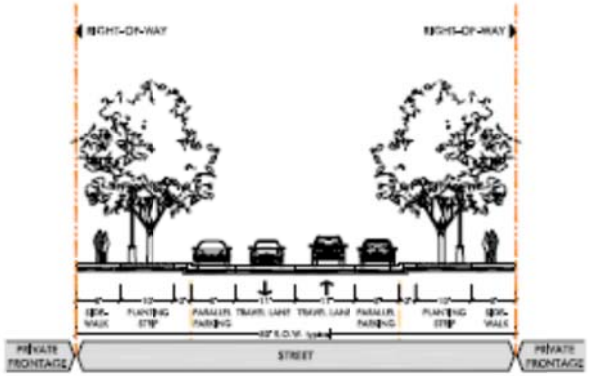
CIVIC CORE STREET - B

Along Park – Oak, Maple and Third Streets



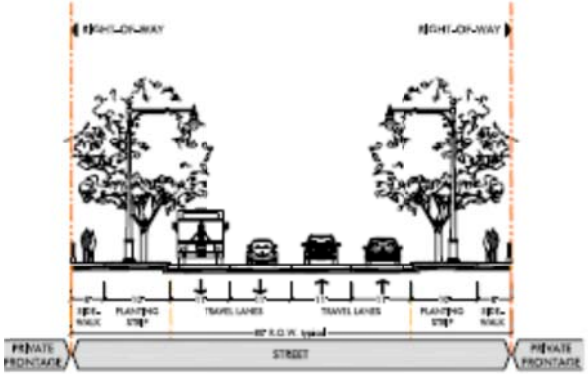
NEIGHBORHOOD STREET

Parallel Parking



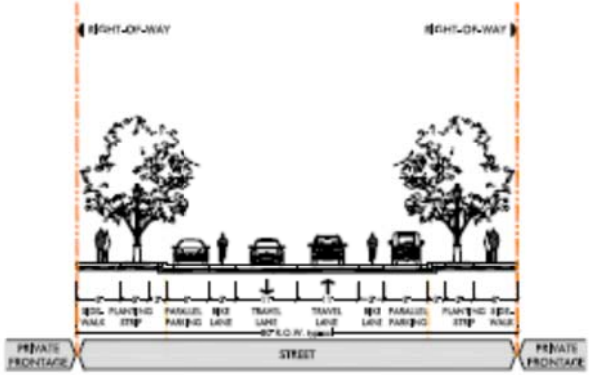
DOWNTOWN BOULEVARD

No Parking



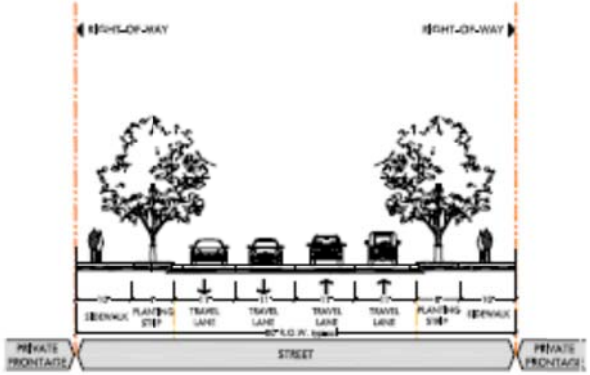
EASTERN GATEWAY

Median and Parallel Parking



OAK STREET EXTENSION

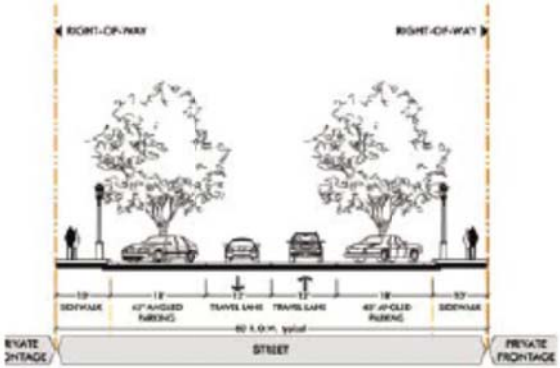
Between Brentwood and Walnut Boulevards



DOWNTOWN STREET TYPES

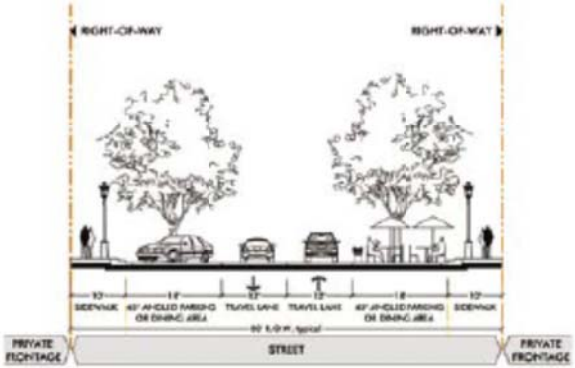
DOWNTOWN CORE STREET - ALT-A

Trees in Angled Parking Lane



DOWNTOWN CORE STREET - ALT-B

Flexible Zone - Section



Downtown Core Street Alt B: Flexible Zone:

Within a "Flexible Zone", the curbside parking lane is specially graded and paved to convert its functional and visual character from parking-only to optional parking or merchant/ pedestrian use. Merchants may then elect to use the Flexible Zone for either parking, outdoor dining or other merchant activity.

Key elements of the design of the street section include:

a) Two through lanes.

b) Flexible zone widths range from 11' minimum (at parallel parking, to support a minimum of two rows of small café tables with protective planters) to 18' or larger (at angled parking at 45 degrees).

c) Flexible zone trees are set in flush wells and protected by tree guards. Each tree is uplit from the roadway side.

d) The sidewalk and flexible zone are pedestrian areas separated by a two or three step "static curb" (or are flush with bollards to control vehicles).

DOWNTOWN CORE STREET - ALT-B

Flexible Zone - Plan

DOWNTOWN STREET TYPES

More specifically, within the Downtown District, the City intends to take the following actions:

a) Installation of streetscape improvements to Second Street between Brentwood Boulevard and Oak Street

   1) The City will restructure this entry to the Downtown Core; Between Maple Street and Brentwood Boulevard, strategic use of street trees, planting strips and ornamental streetlights will create a 'gateway' environment. Between Maple and Oak Streets, providing a gracious setting by installing planting strips, and reconfiguring the roadway section to provide convenience parking on the west side of Second Street will slow vehicular traffic, and provide parking for City Park and for retail shops and services located nearby.

b) Installation of streetscape improvement to Oak Street between Diablo Way and Brentwood Boulevard

   1) The City will repair this entry corridor by investing in a streetscape design that marks the entry into a unique, special and quaint district by adding decorative street lights, new street trees, tree lights, clock towers, street furniture and planters in order to slow vehicular speeds, and create a comfortable pedestrian environment-supportive of envisioned development.

c) Installation of streetscape improvement to Oak Street between Brentwood Boulevard and Walnut Boulevard

   1) The City will 'bridge the gap' between the Downtown Core and areas of the downtown district west of the Union Pacific Railroad through investing in streetscape design that creates a well-lit pedestrian friendly connection between Brentwood Boulevard and Walnut Boulevard.

d) Installation of streetscape improvements to Brentwood Boulevard between Second Street and Oak Street

   1) The City will restructure Brentwood Boulevard to provide a gracious setting that is supportive of residential and residentially compatible development. To buffer new development from the automobile thoroughfare, the City will add planting strips and invest in a streetscape design appropriate for a downtown boulevard.

e) Gateway Intersections

   1) The City will repair the 'gateway' intersections where Brentwood Boulevard crosses Second Street and Oak Street. Through the use of decorative street lights, way finding signage, and ornamental street trees, the City will "announce" the Downtown Core to passers by. As funds become available, the City will further investigate opportunities to locate gateway monuments to formally demarcate these vital entrances to the city center.

3.3.2. Downtown City Park

The City will transform the structure of the Civic Core, changing it from an 'edge' to a 'center'. In its current form, Maple Street and Third Street effectively 'dead end' near City Hall, removing the community's most precious buildings and open spaces from the natural flows of pedestrians and vehicles moving through the downtown. Dependent on City actions related to the placement of various community facilities in the Civic Core, one option may be as follows:

a) Extend Third Street north to Maple Street. The City will relocate the parking lot currently separating City Hall from City Park to a location beside or behind the City Hall building and ensure pedestrian and vehicular connectivity along Third Street between Oak and Maple Streets The City will remove all impediments between City Park and the new City Hall building.

b) Create a continuous network of beautiful and gracious sidewalks along the entire perimeter of the park and throughout the Civic Core.

As Downtown Brentwood develops and grows, City Park will continue to be a pleasant multiuse outdoor experience. The park is ideally located within walking distance from the civic core as well as the Downtown Core. As more people live, work and visit Downtown, City Park will require upgrading to accommodate the additional people that will flow through and use the park. In generating the Concept Plan, pedestrian access from the surrounding buildings into the park through the four intersection corners of the site is encouraged. A central turf meadow is ringed by an informal pathway, allowing pedestrians to use areas around the perimeter of the meadow, as well as creating a pleasant route for casual walking. The open plan allows for both specific day to day use, such as having lunch outdoors or visiting the play area, as well as a location for large events such as concepts in the park or the annual Cornfest.

Proposed improvements to the park include: Group picnic area, event plaza next to the gazebo, entry plazas along Second Street, rose garden, performance stage, park history interpretive area and a historical agriculture interpretive area. The interpretive areas will recall key elements of Brentwood's agricultural past and would be installed incrementally over time. The children's play area was recently completed as the first phase of implementing the Concept Plan. Any future work will incorporate the numerous large existing trees into the design.

Funding for the described proposed improvements will be sought through various grants including the Proposition 40, 2002 Resources Bond Act, Per Capita Program and the Roberti-Z'Berg-Harris Program. The park fees, currently paid by developers when pulling building permits, cannot be used for the redevelopment of City Park. These Quimby Fees can only be used for new park development.

An illustration of proposed modifications to City Park as supplied by the City's Landscape Architecture consultant appears in the Plan's Appendix.

3.4. PUBLIC PARKING FACILITIES

Downtown Brentwood Parking Study, dated February 2005, prepared by the City's parking consultant is bound under separate cover. The purpose of the Parking Study was to evaluate the existing and future conditions within the Downtown Area with respect to parking supply and demand. The study addresses both on-street and off-street parking.

The report concluded that most parking problems for Downtown are due to poor parking utilization and infrequent turnover. Most of the Downtown attractions are located in the "Downtown Core," which consequently has a high parking demand. Blocks that are not adjacent to the Core attractions have available parking supply, but drivers opt not to park at those locations and walk to their destinations.

With the planned future development in Downtown, parking supply will become a critical issue, with a deficit of approximately 276 parking spaces. The Fehr & Peers report presents short-term and long-term strategies to address existing and future parking needs. These strategies are incorporated into this Specific Plan as future City actions. The City recognizes that investing in the Downtown is an essential component of proving to the private sector, businesses and residents how serious the community is about revitalizing and strengthening its historic town center.

Recommended short-term strategies for maximizing the utilization of parking include better signage, parking education program, employer parking permits, increased parking fines, installation of angled parking in strategic areas, a new surface parking lot at the old police station site, and designation of more timed parking spaces.

Recommended long-term strategies to address significant parking needs required by an entertainment or large-scale retail anchor include advance technologies for parking enforcement and constructing a multi-storied parking structure on Brentwood Boulevard between Maple and Oak Streets or between Chestnut and Birch Streets.

In cooperation with the Community Development Department, Gruen Gruen + Associates (GG+A) studied the parking regulation constraints faced by owners and developers who are considering business growth in the Downtown. The analysis and conclusion are contained in the April 2003 *"Strategies and Programs for a Vital Town Center"*, bound under separate cover. Specifically, the current "parking impact overlay zone" that is applied to the Central Business zone is less onerous than the off-street parking regulations imposed on development outside the Downtown. The primary purpose of the parking impact overlay zone is to encourage, rather than discourage, business growth in the Downtown areas where the availability of off-street parking is very limited.

The task assigned to GG+A was to determine the amount of an in-lieu parking fee that is feasible when imposing the parking impact policy while still attracting new and expanded business growth. Based on prototype buildings, GG+A analyzed the number of parking spaces required under various conditions as imposed by the parking impact overlay zone. Then, current space rents and sales per square foot were studied to determine a supportable in-lieu parking fee.

Setting an in-lieu parking fee is based on real estate economics in the Downtown area. Imposing a fee based on the cost of constructing a single parking stall in a parking structure is not only insupportable, it would act as a significant hindrance to growth in the Downtown. GG+A recommends imposing an in-lieu fee at an initial level of $2,500 for each unfulfilled parking stall. GG+A has further recommended that in order to encourage near-term business growth in the Downtown, the City should set a course to increase the in-lieu parking fee in a few years, and then again a few years thereafter. This strategy should prompt property owners and developers in the Downtown to take advantage of a window of opportunity that exists while the fee is still minimal.

City took action to adopt a resolution on October 14, 2003, that imposed a $2,500 in-lieu parking fee for each unfilled parking stall in the Downtown area.

The provision of adequate parking involves many different elements including ordinance requirements, development of in-lieu parking fees, location, timing, pricing and enforcement, which all need to be coordinated in a comprehensive parking strategy and action plan.

An illustration depicting a conceptual massing study for a future parking structure as supplied by the City's Parking Structure consultant and is included in the plan's Appendix.

3.5. TRAFFIC CIRCULATION

The *Downtown Brentwood Specific Plan Traffic Impact Analysis* (Fehr & Peers, 2005: separated bound) prepared as part of the Specific Plan EIR assesses the potential traffic impacts of the growth in downtown development permitted in the Specific Plan. Under all plan build-out scenarios tested, the level of growth permitted in the Specific Plan area was not found to cause any significant impacts at any of the plan area intersections during either the AM or PM peak hours. The analysis also assesses potential impacts on traffic circulation for major construction projects envisioned in the Specific Plan such as the public parking structure and a downtown retail and entertainment anchor use, and makes recommendations to mitigate construction phase impacts on circulation. The potential impacts of a possible e-BART station in the Downtown District were also assessed and are summarized in section 3.6, below.

In the event of construction, the City shall post truck routes to provide efficient movement of goods and restrict trucks from entering the Downtown via Neighborhood Streets (as defined in Specific Plan).

3.6. PUBLIC TRANSIT FACILITIES

The City of Brentwood, in cooperation with BART, has embarked on an e-BART site study, and anticipates a report and recommendation of a preferred site to be available in mid-2006. This site study shall include ridership projections, transit-oriented development opportunities, parking needs, property assemblage costs, and advantages and disadvantages of different station site locations. The City acknowledges that positioning a transit station in or near our Downtown district is critical to the success of our historical Downtown and for the future of potential transit-oriented development within the City. One potential site to be studied is within the Downtown Specific Plan Area: the current BART park and ride lot served by Tri-Delta Transit and the adjacent property at 1000 Central Boulevard. A second potential site that will be included in the study is situated just outside and north of the Downtown Specific Plan Area in Special Planning Area B located west of O'Hara Avenue and south of Sand Creek Road.

The Plan's Long Term and End State Envisioned Town Patterns are illustrations depicting the potential site area within the Downtown District.

In consideration of the possibility of locating an e-BART station within the Downtown District, the City's transportation consultant reviewed and analyzed possible associated impacts. A summary of their findings is listed below. The full report is published within the traffic and circulation component of the Environmental Impact Report and is bound under separate cover.

Intersection Operation Analysis

Under all analysis scenarios, the proposed project would not cause any significant impacts at any of the study intersections during either the AM or PM peak hours. All of the intersections in the study area continue to operate at acceptable levels with the proposed development in the study area, including the eBART station.

Analysis of Cumulative Peak Hour Intersection Operations

The Cumulative Without and With Project intersection analysis results are provided in Table 7 of the Traffic Analysis plan. The analysis results indicated that all of the study intersections will operate at acceptable levels of service during both peak hours of the Cumulative (Year 2025) scenarios, even with the addition of traffic from the proposed eBART station. During the Cumulative (Year 2025) No Project scenario, operations improve at intersections on Brentwood Boulevard from the Existing scenario due to the opening of the SR 4 Bypass, which will become the primary route for through traffic.

3.7. UTILITIES AND INFRASTRUCTURE

In order for the Downtown area to develop and continue to thrive as prescribed in this Specific Plan, it is necessary to design and install public improvements to provide infrastructure service to support future projects. Adequate water and sewer lines, including a lift station, roadway repair including pavement, striping, lighting and the addition of decorative features such as crosswalks, benches and landscape to support future development has been identified in the 2005/06 - 2009/10 Capital Improvement Program in the amount of $3.0M. Funding sources for Downtown infrastructure improvements have been identified as existing and future Brentwood Redevelopment Agency tax increment bond proceeds, Sewer Enterprise Fund, and Water Enterprise Fund.

The Capital Improvement Program also includes a project to widen Brentwood Boulevard from Chestnut Street to Fir Street to improve traffic flow and provide smooth progression along Brentwood Boulevard. The project will continue the widening of Brentwood Boulevard to 140 feet of right-of-way, with two travel lanes in each direction, for a distance of approximately 1,500 linear feet. The project will also include introduction of new bike lanes, curb and gutters, medians, sidewalks, streetlights and landscaping. The anticipated cost for this project is over $3.8M, and shall be primarily funded through a future Redevelopment Agency tax increment bond.

3.8. IMPLEMENTATION

3.8.1. Overview

Realizing the goal of growing, strengthening and revitalizing Brentwood's Downtown so that it is able to adapt to the unique needs and vision of the community will require a comprehensive strategy for implementing the Brentwood Downtown Specific Plan. This means that a variety of planning efforts must be coordinated and directed toward similar objectives. Each planning tool that applies to land regulation, permitting, construction and financing must be utilized as it is most appropriate for the Downtown. Only through this approach can the Downtown attract and enable new investment that ensures a vibrant, attractive and appropriately scaled development in support of the community's vision for its historic and beloved Downtown.

The City of Brentwood's implementation strategy is action oriented, collaborative, and looks for private sector investments and public funding leverage. Implementation will be a collaborative effort of the private sector, the City and the general public. Collaboration will include proceeding at times in supportive but independent actions, and at other times in direct partnership to emphasize the benefits to our Downtown. To maximize the results, the City shall leverage and support actions that will attract private investment and energy.

The three major elements for regulating development are the Specific Plan, the Redevelopment Plan and the Capital Improvement Program. Each of them has strengths in different steps of the implementation process. Adoption of the Specific Plan provides a set of guidelines for development and design. The Redevelopment Plan authorized the City to acquire and assemble land parcels for development, as well as collect an increment of tax revenues to provide funds for development assistance and for capital improvements. The Capital Improvement Program provides the mechanism and planning tool to identify infrastructure needs in the Downtown to support development with the financing and timing of those needs in a way that assures the most responsible and efficient uses of resources. Coordination of the three plans is essential to implementing the Specific Plan.

The Specific Plan should also be coordinated with the City's Zoning code and permitting process. While Government Code 65455 allows Specific Plans to supersede zoning codes, making sure that these plans are consistent will eliminate unnecessary confusion among applicants and costly project delays.

3.8.2. Environmental Review

The certified Program EIR for the General Plan Amendment and Specific Plan evaluates and addresses environmental impacts anticipated from Specific Plan implementation in increments over a number of years. The Program EIR for the Specific Plan area would reduce the need for project-specific environmental review in those areas analyzed by the Program EIR subject to findings that there are no substantial changes in conditions.
However, it is possible that additional specific environmental review, on a project-by-project basis, may be necessary. This could include focused studies on one or more identified environmental concerns. The City will make these determinations, and environmental review may be incorporated into the development approval process.

3.8.3. Financing Public and Private Improvements

The Brentwood Downtown Specific Plan included careful consideration of the capacity required for roads, water and sewer, storm drains and other public improvements that would be required to serve the area. Land uses, public improvements, and financing capacity were all factors considered during the planning process. Possible financial tools include Brentwood Redevelopment Agency tax increment financing and available funding through the Agency's future bonding capacity, business improvement districts, facility fees, enterprise fees, developer contributions and private financing, parking in-lieu fees, community facility districts, assessment districts, and federal and state grants.

The City of Brentwood's Capital Improvement Program provides detailed financial plans for the anticipated capital improvement projects needed to support future development in the Downtown including improved utilities and infrastructure, and public parking facilities. The identification of the necessary financial resources for these improvements will be determined in

a way that assures the most responsible and efficient use of resources. The final financing program will most likely be a combination of the methods outlined above and determined through negotiations with the landowners and developers of site-specific projects.

Factors that the City should consider when selecting the techniques of financing individual improvements include:

a) Required timing of the improvements compared to location and rate of development.

b) Feasibility of constructing an improvement on a “pay as you go” basis compared to “all at once” construction requiring bond financing.

c) Feasibility of simultaneous processing of several development applications to assure an adequate basis for financing major improvements.

d) Capacity to coordinate the timing of approval of individual bonds and other available funding sources with construction requirements while maintaining compliance with then-applicable requirements for bond financing and funding source constraints.

Preferences of a master developer or individual landowners and developers will be balanced with the overall requirements for efficient and equitable implementation of the City Actions for the Downtown.

APPENDIX

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BRENTWOOD CHARACTER WORKSHOPS

Character Workshops

The City held two public workshops to generate a community vision for what it means to build "The Brentwood Way." The first Brentwood Character Workshop consisted of a picture review session followed by roundtable discussion and group presentations. During this workshop, the community outlined their preferences for the aspects of landscape and landscape elements, building colors and materials, and building that combine to form "Brentwood Character."

The second character workshop employed a Visual Preference Survey to refine the vision of Brentwood Character and consisted of another picture review session followed by a group discussion. The Visual Preference Survey built upon the first character workshop to determine how the community's perception of Brentwood Character could be applied to different building types, further refining what it means to "Build the Brentwood Way."

The results of these two character workshops were used as the basis for the Architectural Standards and Guidelines within this Specific Plan. These regulations will be built in the style and character that is fundamental to Brentwood's Heritage.

Summary of Results: Character Workshop "How do we build the Brentwood Way?"

City of Brentwood
Downtown, Corridor, & Empire Triangle Specific Plan

Character Workshop
"How do we build the Brentwood Way?"
Thursday, May 19th 2004

The Process:

1 - Welcoming / Orientation
a. Welcome and introductory remarks (City of Brentwood)
b. The Need to plan for Downtown's Future (Claude Gruen, Gruen Gruen + Associates, Economists)
c. The Role of tonight's Character Workshop in the Planning Process (Michael Freedman, Freedman Tung and Bottomley)

2 - Brentwood Character Review
a. Brief Introduction to the Process (Freedman Tung and Bottomley)
b. Step 1 Get the room right
c. Step 2 Picture Review Session
d. Step 3 Roundtable Discussions

3 - Summary Roundtable Group Presentations to the full workshop

4 - Closing Remarks
a. Next Steps (Freedman Tung and Bottomley)
b. Schedule of future workshops and important dates (City of Brentwood)

"How to Build… Buildings The Brentwood Way"

- "Not just a box": Shape the "mass" of a building with smaller bays, entries and roofs to feel more town-like and human-scaled.

- Use pedestrian-oriented elements like porches, balconies, and entryways to make buildings inviting and welcoming

- Create roof interest with pitched roofs, gables, dormers, and towers

- Vary awnings and overhangs to create shadows and visual interest

- Use interesting details to add a feeling of craft and quality

"How to Build… Building colors and materials The Brentwood Way"

- Use light colors; especially tans, beiges, and other earth tones

- Use wood, stone, brick, iron, and other natural materials

- Use subtle accent colors where appropriate

"How to Build… Landscape and Landscape Elements The Brentwood Way"

- Provide community spaces in the downtown – made sure they feel safe and that they are designed so that the whole family can use them.

- Use a mix of trees & plants with hardscape elements such as bricks, iron, and special paving materials

- Provide a variety of seating options in the downtown

- Preserve the small town character, the feeling of a "village center."

Summary of Results: Community Workshop #5: Developing a Community Vision for Downtown

City of Brentwood
Downtown, Corridor, & Empire Triangle Specific Plan

Community Workshop #5 –
Developing a Community Vision for Downtown
Wednesday June 2nd, 2004

Agenda

1 - Welcoming / Orientation
a. Welcome and introductory remarks - City of Brentwood
b. Orientation to the Workshop - Michael Freedman, FTB

2 - Visual Preference Survey Part 1: Slide survey of development types – Facilitated by FTB

3 - Economic Components for a Healthy and Successful Downtown — Claude Gruen, Gruen Gruen + Associates, Economists

4 - Break – Grab a snack

5 - Building on the Results of The Brentwood "Character" Workshop – Michael Freedman, FTB

6 - Visual Preference Survey Part 2: Discussion of Part 1 findings – Facilitated by FTB

7 - Closing remarks next Steps

"How to Build Downtown… Residential Buildings The Brentwood Way"

- Use setbacks, ample planting strips and trees to buffer buildings and sidewalks from the street
- Use porches, balconies, varied windows, and craftsman details to create visual interest and a range of building designs
- Break up building massing to make larger buildings feel like a collection of smaller buildings using pitched roofs, gables, varied cornices, balconies, and other architectural elements
- Supplement lawns, trees, and porches with rear-loaded parking to create a safe and intimate streetscape setting

"How to Build Downtown… Retail & Office Buildings The Brentwood Way"

- The pedestrian environment is paramount and development should be directed towards creating a vibrant and active downtown with interesting and inviting plazas, paseos, and other public spaces
- Use varied rooflines, setback upper stories, and a mix of materials & colors to break up building masses
- Activate the sidewalk with ground-floor retail, outdoor dining, varied building footprints and windows
- Use trees and awnings to provide shade, visual interest, and make buildings feel less massive

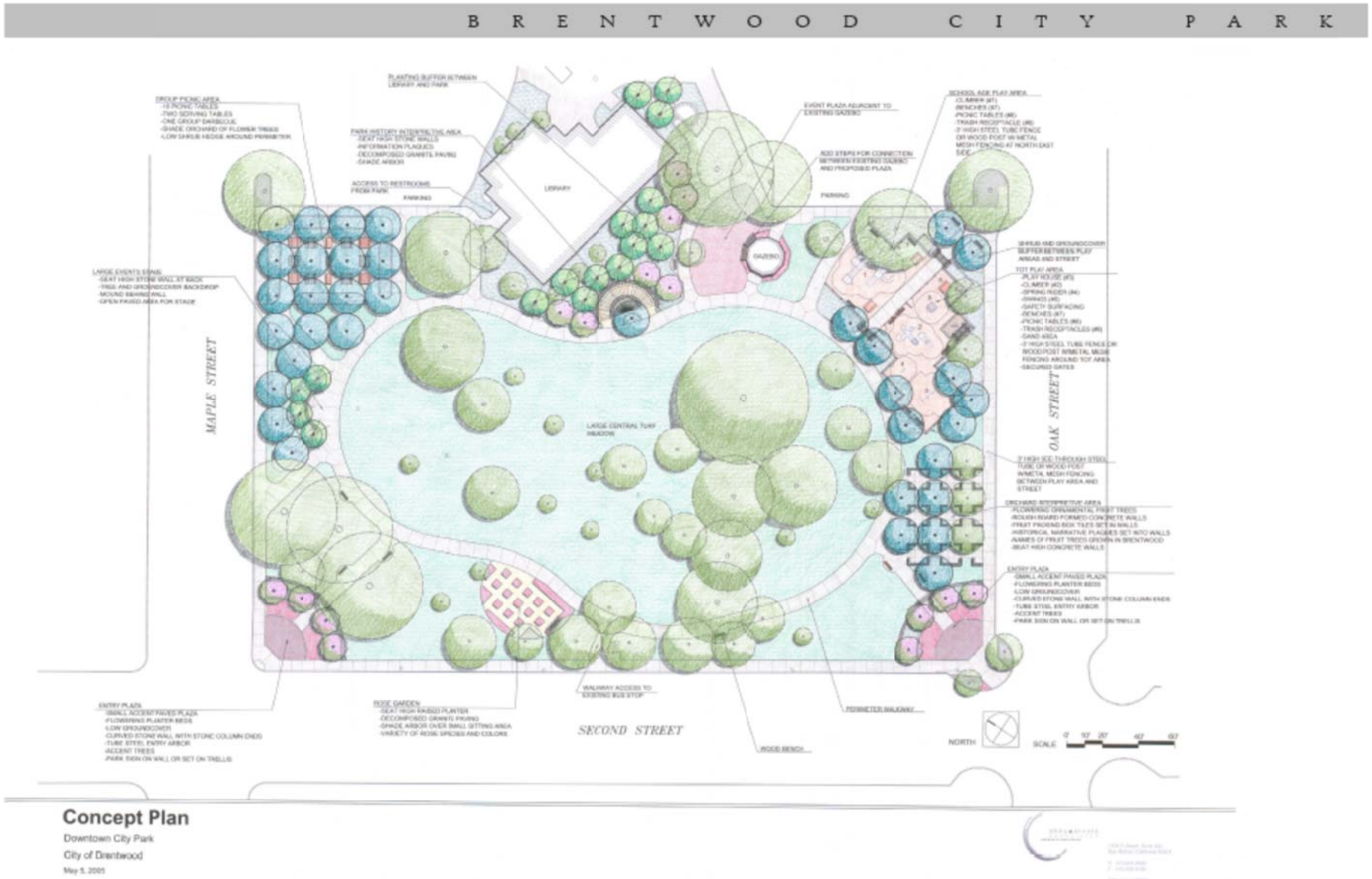
"How to Build Downtown… The Brentwood Way"

Parking Garages

- Conceal building mass by varying the façade footprint, setting back upper stories, and using trees and other plantings
- Activate the ground floor using retail, windows, awnings, and architectural details
- Design the garage with a healthy dose of Brentwood character

Movie Theaters

- Design the theater to a scale consistent with the rest of downtown and in keeping with Brentwood's "Old Town USA" character
- Have the theater participate in and enhance downtown's intimate and inviting pedestrian environment
- Use the theater as an anchor to put the best of Brentwood's character on display



Concept Plan

Downtown City Park

City of Brentwood

May 5, 2005

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BRENTWOOD COMMUNITY FACILITIES

Report from Citizen's Advisory Committee regarding Community Facilities

May 24, 2005

Background

The Citizens Advisory Committee regarding Community Facilities was formed in August 2004 to make recommendations to the City Council on short and long term community facility opportunities for Brentwood. The Advisory Committee was charged with working on two phases of recommendations.

Phase I was to include the following:

- Inventory of existing facilities and opportunities related to community facilities
- Visioning and assessment of current needs regarding types of facilities and services and the needs of Brentwood at General Plan build-out
- Opportunities for collaboration with other providers/agencies
- Fiscally responsible consideration of costs and funding opportunities
- Report to City Council on completion of Phase I

Phase II, as a result of the report to City Council from Phase I, will include:

- Prioritization of recommended services
- Recommendation of phasing
- Recommendation of financing for construction and on-going maintenance options
- Report to City Council on completion of Phase II

The Committee has been meeting monthly since September 2004 and is now ready to present their Phase I report to the City Council.

The Committee began their work by discussing and reviewing all existing and proposed (approved) community facilities. They reviewed a map noting the location and the size of each of these facilities.

In December, the City's Finance Director, Grant Manager, and the County Librarian attended the Facilities Committee meeting and discussed financing options and opportunities for all future facilities, including a new Library. The Librarian discussed grant options and potential joint use projects. The Committee also brainstormed possible collaborations for respective facilities and will continue to explore opportunities to leverage City funds with grant funds.

In January 2005, Michael Freedman of Freedman, Tung and Bottomley attended the meeting and provided an update on the status of the Downtown Specific Plan. He provided useful information on the function of the downtown and the facilities that belong there. The Committee also received an update on the Bus Barn negotiations and the status of the City Hall project.

In February, the Committee brainstormed the future community facilities needs of the City at build-out. This brainstorming session covered the various types of facility possibilities, which types of facilities should be located in or near the downtown area, potential adjacencies and possible collaborations.

In March, the City's Finance Director returned to review the Capital Improvement Program and explained the City's fee programs in order for the Committee to better understand the financing opportunities for future community facilities. The Committee will continue to explore funding opportunities once we have direction from the Council. The Committee's recommendation will attempt to stretch the cities dollars by combining resources to the extent possible. As part of the Phase II work, the Committee will look more closely at the costs and ways to maximize our available resources.

In April, the Committee refined the report to the Council regarding the recommended Community Facilities at build-out (Phase I).

Michael Freedman returned to the Committee in May to review the final draft of the Downtown Specific Plan and Redevelopment Manager Gina Rozenski discussed the Redevelopment Agency Plans for the downtown.

At this time the Committee is reporting to the Council on the Phase I items included in their scope.

Findings

The Committee compiled a list of all current and potential City facilities, including the address and square footage of the buildings.

The following are the results of the Committee's work over the past nine months.

Inventory of existing facilities and opportunities related to community facilities:

Facilities Square Footage

Street	Number	Name	Square Ft.
Brentwood Blvd. Bldg B	8440	Detective Office (leased, not owned)	893
Brentwood Blvd.*	9100	FUTURE Police Station	61500
Chestnut St	100	Police Headquarters	4000
Elkins Way	2300	Modular Office Building	600
Elkins Way	2251	NEW Treatment Plant	26841
Elkins Way Bldg D	2201	Mechanics Shop/Central Storage	10431
Elkins Way Bldg G	2201	Maintenance Service Center, Water Office	800
First St.	757	Veterans Hall (including basement)	8559
First St.	757	Veterans Hall Office	529
First St.	739	Fire Station # 54	3387
First St.	739	Fire Station # 54 Garage	1235
Griffith Ln.	195	Brentwood Family Aquatic Complex	7121

Griffith Ln	195	FUTURE Recreation Facilities @ Aquatic Center	8375
Griffith Ln.	195	FUTURE Recreation Facilities Concession Stand	600
Guthrie Ln.*	400	CD Building behind old U.S. Print building	20000
Homecoming Way	2000	Water Treatment Plant	2261
John Muir Pkwy.	201	Fire Station # 52	6841
Oak St.	104	Community Development Offices	5060
Oak St.	120	Engineering Department Offices	7774
Oak St.	118	Health Center	4800
Second St.	648	Brentwood Women's Club	741
Sunset Rd.	255	Mechanics Shop	3750
Third St.	708	City Hall	9798
Third St.	730	Library	4960
Third St.	730	Delta Community Center (includes Park & Rec Offices and Council Chambers)	13877
Village Drive	633	Village Drive Resource Center	700
in the Vineyards		FUTURE Amphitheater	seats 2500
West Sand Creek Rd.	101	Brentwood Education & Technology (includes Los Medanos College section)	34500

**located next to each other despite different street addresses*

Assessment of the type of facilities needed at General Plan build-out

The Committee agreed the following list of facilities would be needed at General Plan build-out. The list is NOT in priority order, and those facilities that would be important to have in or near the downtown area are noted with an asterisk.

* 1. Library
* 2. Senior Center/Nutrition Site
* 3. Community Center (could be more than one)/Event Center
* 4. Art Center – gallery/exhibits/classrooms
5. Teen Center
6. Museum
7. Social Service Facility
8. Community Theater/Performing Arts Center
* 9. Inter-modal transportation center (E-BART)
* 10. City Hall/Council Chambers
* 11. Parking Structure

Opportunities for collaboration with other providers/agencies

The Committee then discussed those facilities that could/should be adjacent to one another and those that work together. Following are the recommendations from the Committee:

1. The Library, Community Center and Art Center should all be near each other and close to City Hall.
2. The Transportation Center and the Parking Structure should be near each other and contiguous to downtown.
3. The Library, Senior Center, and Art Center should be near the transportation center.
4. The Senior Center should be near senior housing, and the transportation center.

Finally, the Committee discussed potential collaborating partners for each facility:

1. The Library could include collaboration with the County and the School Districts. It was noted that for a Library/School joint project, the land must be owned by the School District.
2. The Senior Center could possibly collaborate with the private sector, a State Bond, the County and/or neighboring jurisdictions.
3. Community Center – no collaborations were identified.
4. The Art Center could collaborate with the Adult Education Program, the Arts Society and individual artists.
5. The Teen Center could possibly collaborate with commercial sponsorships and the private sector.
6. The Museum could include collaboration with non-profit 501(c)3 groups.
7. The Social Service Facility could partner with the County, charities and non-profits.
8. The Community Theater/Performing Arts Center could work with theater groups and community theater companies.
9. The Transportation Facility should work with BART, the State, Federal Agencies, the County and other Transportation Agencies.
10. The City Hall project is the responsibility of the City of Brentwood.
11. The Parking Structure project needs collaboration with the business community.

Conclusion

The Committee has spent considerable time discussing the future needs of community facilities and believes the list above addresses the needs of all existing and future groups within the community. Once the Council provides feedback regarding the list of facilities, in Phase II the Committee will begin the process of determining priorities, phasing and funding on those facilities that the City Council directs the committee to continue to work on.

The Committee respectfully requests feedback from the Council regarding our work to date.

DOWNTOWN PARKING STRUCTURE

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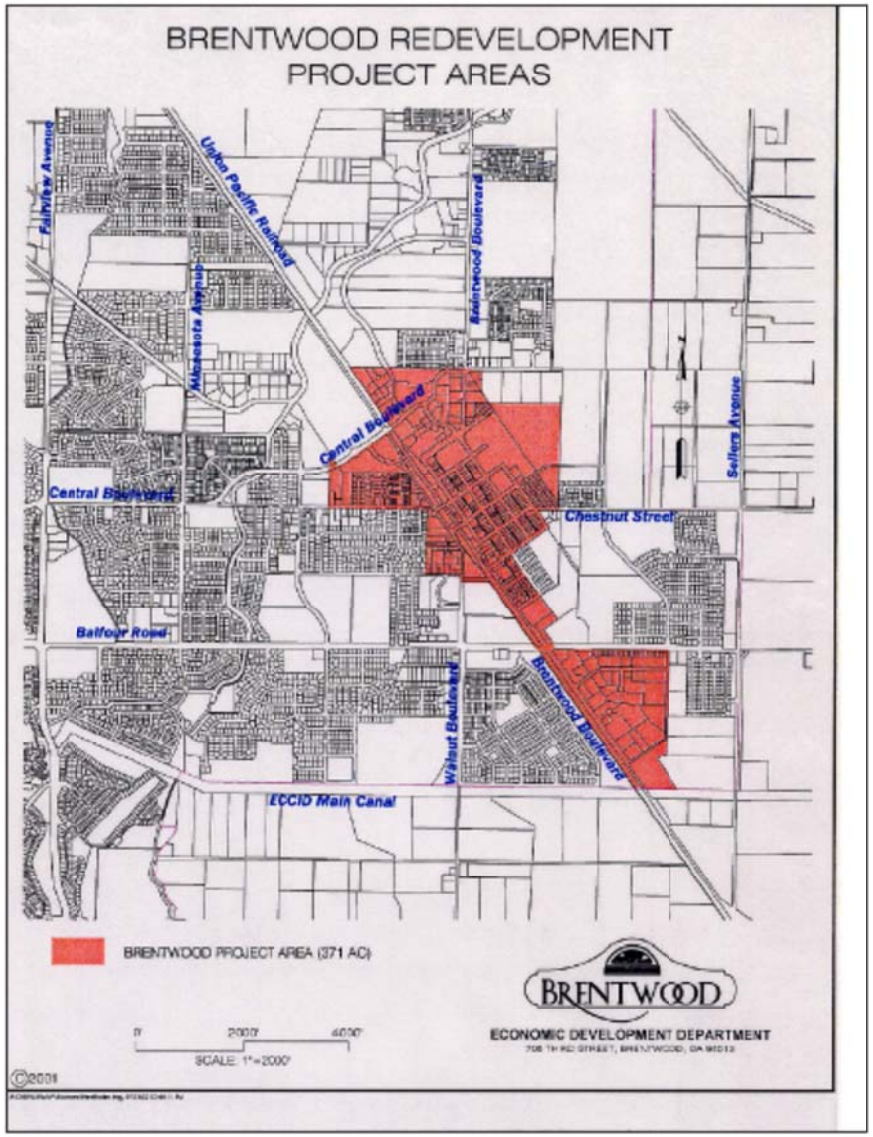
DOWNTOWN REDEVELOPMENT AREA



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