

CHAPTER 3:

Vision

This chapter presents the vision for the Priority Area One Specific Plan. The vision comprises a vision statement and six vision goals. The vision statement is an aspirational description of how the Specific Plan area should look and function when the Specific Plan is implemented. The vision goals support and implement the vision statement by providing the framework for the development of the Specific Plan's land use and circulation plans, and economic development strategies. The statement and goals were derived from the community's input provided during workshops and through online surveys, the Working Group's input and recommendations, and direction from the City Council, and implement the General Plan's direction for the Specific Plan area. All of the Specific Plan's goals and policies, development standards and other requirements, and design guidelines and other recommendations support the vision statement and goals.

The chapter is organized into the following sections:

3.1. Vision Statement

3.2. Vision Goals

3.1: VISION STATEMENT

The Priority Area One Specific Plan will transform the area it encompasses into Brentwood's primary employment center, centered around a vibrant, compact, mixed-use district that supports a future transit station. The Plan area will provide local and regional employment opportunities, retail, restaurant and entertainment venues, multi-family housing, and a multi-modal circulation and open space.

3.2: VISION GOALS

The vision goals implement the Specific Plan's vision statement. The goals, as listed below, are described on the following pages.

- ▶ Goal 1: Prioritize the Specific Plan area's emergence as Brentwood's employment hub.
- ▶ Goal 2: Support the construction of a transit station surrounded by transit-oriented development.
- ▶ Goal 3: Encourage housing that supports the Specific Plan area's employment focus and proposed transit station.
- ▶ Goal 4: Achieve a safe and efficient circulation system for all users and modes of transportation.
- ▶ Goal 5: Encourage a network of public open spaces.
- ▶ Goal 6: Encourage well-designed development that creates a sense of place.



Goal 1: Prioritize the Specific Plan area's emergence as Brentwood's employment hub.

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To address the city's jobs-to-housing imbalance, the Specific Plan area shall be predominantly developed with employment-generating uses, including but not limited to, regional commercial, general commercial, professional office, business park, and light industrial/flex space uses. To achieve an optimal mix of these uses, employment-generating development should be focused around and have suitable access to the State Route 4 interchange at Lone Tree Way. Emphasis should be placed on attracting a range of employers that provide well-paying jobs.

Goal 2: Support the construction of a transit station surrounded by transit-oriented development.

To strengthen the city's connections to other communities and economic centers within the region, the City will work in

partnership with regional transit providers, such as Bay Area Rapid Transit (BART) and Eastern Contra Costa Transit Authority (Tri-Delta Transit) to construct a transit station within the heart of the Specific Plan area. Envisioned facilities include a Tri-Delta Transit bus hub and park-and-ride lot during the first phase and a light rail station, such as eBART, and expanded parking area during the second phase of development. To create a vibrant, pedestrian-oriented district within the city and encourage ridership, the station will be surrounded by transit-supporting uses, comprising commercial and residential mixed-use development and appropriate employment-generating development, such as professional offices.

Goal 3: Encourage housing that supports the Specific Plan area’s employment focus and proposed transit station.

To provide housing within close proximity to jobs while supporting the development and use of the transit station, housing of sufficient density and appropriate configuration shall be encouraged within the Specific Plan area. This will take the form of occupying the upper stories of vertically mixed-use buildings within close proximity to the transit station and various high density residential typologies, ranging from 10- to 35 dwelling units per acre, within the Specific Plan’s outlying areas. To broadly address residents’ housing needs, housing should be provided at a wide range of affordability levels.

Goal 4: Achieve a safe and efficient circulation system for all users and modes of transportation.

As existing roadways and other circulation facilities are improved and new facilities are constructed within greenfield areas, private and public investment in the Plan Area should help establish an integrated network of multi-modal circulation that balances the needs of pedestrians, bicyclists, transit users, and drivers.

Goal 5: Encourage a network of public open spaces.

New development and public streetscape improvements should contribute to the creation of a network of open spaces in the Plan Area. New neighborhood parks, plazas, and small gathering and seating areas along streets will all provide places for residents and visitors to recreate, relax, and gather.



Goal 2: Support the construction of a transit station surrounded by transit-oriented development.



Goal 3: Encourage housing that supports the Specific Plan area’s employment focus and proposed transit station.



Goal 4: Achieve a safe and efficient circulation system for all users and modes of transportation.



Goal 6: Encourage well-designed development that creates a sense of place.

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The Plan Area should be designed to be memorable and enjoyable to encourage people to return. Public areas and the buildings that frame them will play a vital role in shaping the image of the place. The physical design of new buildings and public spaces will be critical in creating a true community destination.