

PA-1 Specific Plan Land Use Alternatives Online Survey Results October 18, 2017

TO: Priority Area 1 (PA-1) Specific Plan Working Group Members

FROM: Ben Ritchie, De Novo Planning Group

SUBJECT: Results from the PA-1 Land Use Alternatives Online Survey

DATE: October 18, 2017

As part of the public outreach efforts associated with development of the PA-1 Specific Plan, a second online public survey was prepared in order to gather public input and feedback regarding the three Land Use Alternatives developed by the Working Group.

The survey was made available to the public through a link on the PA-1 Specific Plan Website (<https://pa-1.specificplan.org/>). The survey was preceded by an interactive “story map” which provided members of the public with an opportunity to learn more about the features and potential growth projections associated with each of the three Land Use Alternatives.

The survey went “live” on October 4, 2017, and remains active and online. The following pages provide a summary of the input and responses received to-date.

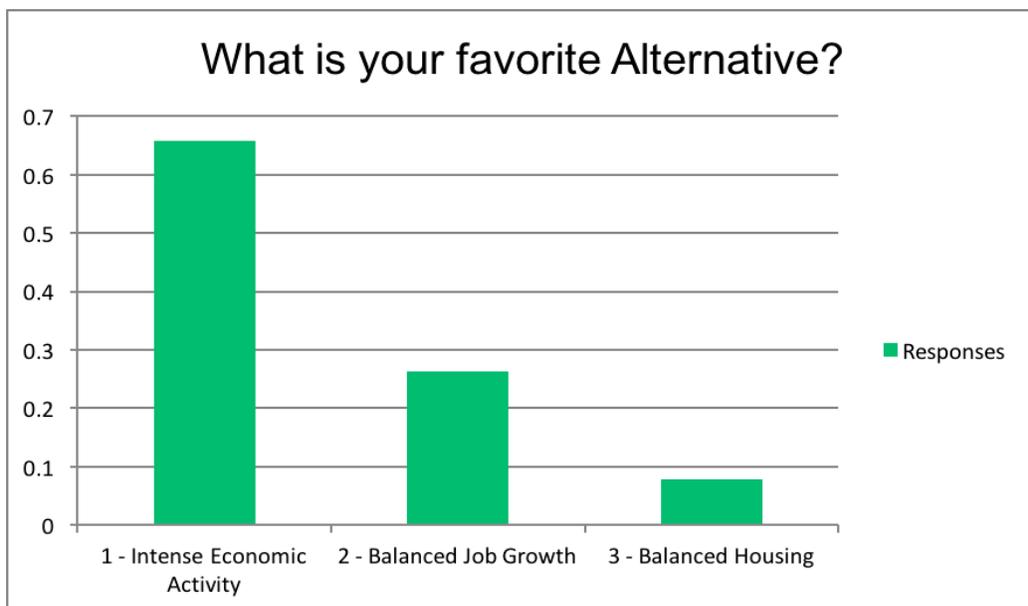
As of October 18th, the survey had been completed, or at least partially completed, by 38 respondents. This information is being provided to the Working Group in order to further assist with selection and refinement of the Preferred Land Use Map for the PA-1 Specific Plan.



SURVEY RESULTS

Question 1: What is your favorite map alternative?

Answer Choices	Responses	
1 - Intense Economic Activity	65.79%	25
2 - Balanced Job Growth	26.32%	10
3 - Balanced Housing	7.89%	3
Answered		38
Skipped		0



Question 2: Why?

1. It keeps the same type of development more cohesive, except for the Transit Village which I think needs to be broken up. I like the concentration of ECLI to the west. I like the increase in the NCMU land-use type to the East of the Bypass. I think the transition to MDR is better for current residents adjacent to Apricot Way. It also gives all housing types in the area options for NCMU areas with lots of ground floor retail and dining options. This should provide the housing threshold for attracting E-BART. All-in-all, I think Alternative 1 has too much ECLI and Alternative 3 has too little ECLI and too much MDR, HDR and TV. I would like to see Alternative 2 add more ECLI, perhaps changing the NCMU to ECLI south of the Aqueduct; and change the HDR along Jeffrey Way to ECLI. Then, add an NCMU transition along Sand Creek Road at the south end of that MDR. That would be my preference.

2. This area already has a high level of residential homes and apartments. We need to create more jobs to better serve our residents. Local jobs will also decrease the need to commute far distances for employment and allow families more time for their loved ones.
3. Less homes, less population increase, more jobs.
4. Will provide the density needed to support public transportation requirements. Will provide much needed areas for employment producing businesses.
5. It seems difficult to get as many companies to locate here as alternative 1 requires. Alternative 2 seems to balance both alternatives.
6. The density of homes and population are already reaching the bursting point.
7. Lowest amount of high density residential areas.
8. Hopefully Light Industrial includes office spaces that encompass businesses that are not traditionally commercial. Brentwood residents need employment options that will reduce the need to commute.
9. Brentwood needs more employment areas, not more housing. This is much less congested, allows for some open space and doesn't completely destroy the essence of what Brentwood is all about. Please don't make this area look like every other Bay Area city. This is Countryside and should remain as much as possible, just that. Besides, the infrastructure cannot support such huge population increases.
10. It has the less population increase.
11. We need to reduce the commute traffic. People commute because there are no high pay/skilled jobs, please bring those here.
12. Like the emphasis on business Park vs. light industrial.
13. Provide the existing population with job opportunities vs. driving great distances; thereby keeping earned dollars in our community and allow parents to parent more hours of the day.
14. Less housing. We don't need more people.
15. I'm tired of all the commuting. Let's get some decent paying jobs here in town.
16. There are no jobs in the area.
17. Our infrastructure cannot handle upwards of 6,000 new residents. It is a travesty that we are so stretched thin with the ECCFD. We need to focus more on creating jobs here in town than adding new houses for people to commute from that just clog up the freeways and the poorly-designed Vasco Road. I am very against adding so many new homes. We need jobs and we need fire and EMS services!

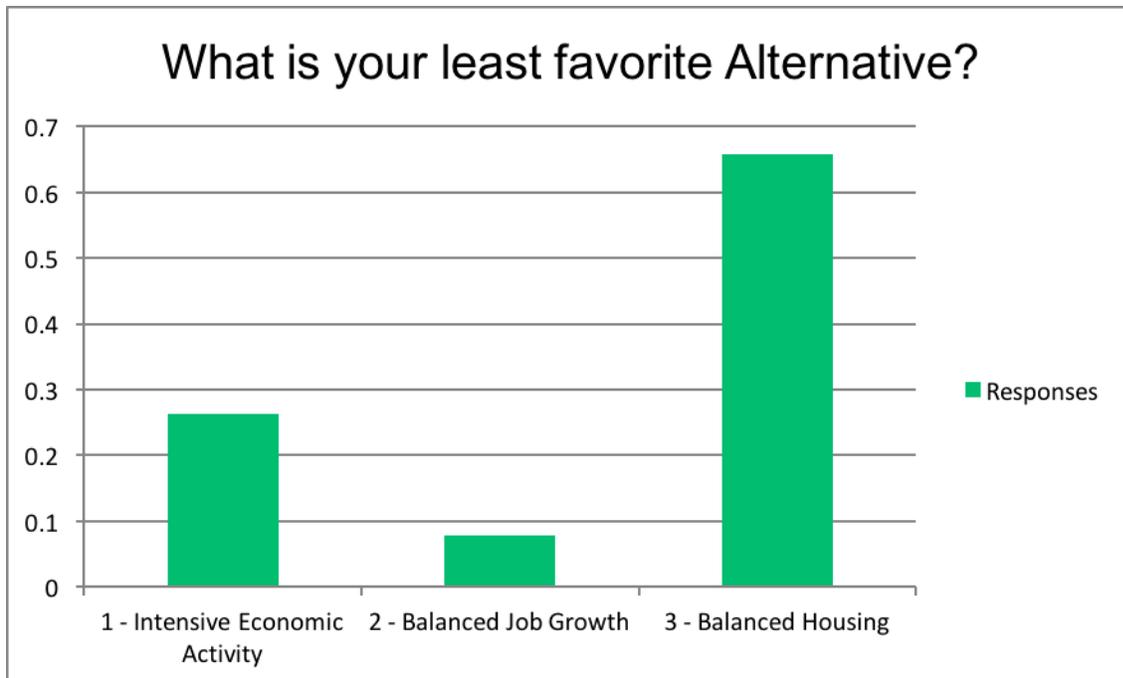
18. I would like there to be more local employers so that we do not have to commute in the terrible traffic on Vasco or Highway 4.
19. I believe traffic may be better with this form and slight NCMU would be nice believe it would make this area nicer.
20. Balanced.
21. Good mix of all land use designations. Uses are spread out and not concentrated in one location.
22. Brentwood lacks job opportunities and has a reputation as a commuter town. Bringing in more businesses will bring in revenue for the city, even if the housing market declines again. Brentwood also has a SERIOUS lack of restaurants. Not only do we have to commute out of Brentwood for work, but we have to commute to go eat as a family.
23. I really like the neighborhood commercial mixed use. It seems like an affordable housing alternative without using too much high density residential space.
24. I like the mix of both jobs and housing.
25. Creates jobs with nearby housing, without becoming too industrialized.
26. Increase jobs opportunity benefit local and avoid over population of the city, increase employment opportunity lead to increase tax and funding to Brentwood city, improve public resources.
27. Less population increase and more job opportunities for the people already here. Alternative 2 and 3 brings in more users for our schools and parks with no provision for that increase.
28. Many people commute far from their homes for jobs. I would like there to be more jobs for the people who live here.
29. Our City needs jobs locally.
30. No one wants high density housing (really don't want the Bart here either). We need more job options, less population growth, more large park options like baseball & soccer fields and other kid friendly activities. Growth & High density housing = more crime and stress on police and fire services (look into what happened to Santa Clarita, CA. Very similar to Brentwood and all their residents are fleeing trying to find a family oriented city again). Keep Brentwood as the family friendly city, don't ruin this city too.
31. Provide good jobs in Brentwood, not just retail and other low paying jobs. Get people off Vasco Rd and Highway 4 for hours per day. Support Alt. 1 AND support economic development at the Byron Airport to have alternate, close by jobs for families in East County.
32. This option provides the most flexibility for the three goals of job creation, sales tax creation and housing. The sales tax creation will be a challenge as big box stores are closing. Brentwood has

several large retail spaces that are vacant. The development of a 'foodie designation' may be interesting since Brentwood does not have a lot of fine restaurants. This will also support the growing wine industry within east Contra Costa County.

- 33. Bringing white collar jobs to Brentwood would provide a better quality of life to residents who currently commute to job centers closer to Pleasanton/Walnut Creek/Oakland.
- 34. We need jobs not more traffic on SR 4.
- 35. No Bart.
- 36. I think this is a good "middle of the road" alternative that balances the needs of all and provides what the city will be looking for. In addition, it keeps the neighborhood commercial closer to Lone Tree and the existing retail while putting the TV around the transit station.
- 37. There is a great need for more housing. I like the idea of adding more housing in addition to job growth.

Question 3: What is your least favorite alternative?

Answer Choices	Responses	
1 - Intensive Economic Activity	26.32%	10
2 - Balanced Job Growth	7.89%	3
3 - Balanced Housing	65.79%	25
Answered		38
Skipped		0



Question 4: Please Explain Why.

1. Too much housing, mostly too much MDR and TV. The intent of our special PA-1 planning and protection is job creation, not single family homes and more resident types. We need jobs and businesses around our Bypass and transit center!
2. Too much emphasis on housing, which we already have.
3. Schools already impacted and negatively effecting the learning environment for student and teachers alike.
4. Too great a concentration of lite industrial facilities and not enough housing to meet public transit requirements.
5. We really need jobs in Brentwood! More housing without significant jobs seems to be going in the wrong direction.
6. Jobs/housing.
7. Increased amount of high density residential areas.
8. There really isn't a preference between options 2 and 3 because both develop the land near Brighton Station with high density residential buildings.
9. Too many homes, too crowded. NOT at all what Brentwood should become. No infrastructure to support this plan. Too congested, not wanted by most people I talk to at all.
10. It has the most increase in population. The city is growing housing in other areas and doesn't need more here.
11. The area is growing steadily as it is. Jobs are required to keep it growing.
12. Like the balanced plans more.
13. Although there does not appear to be much difference between Alt 2 and 3. Alt 3 provides plenty of housing (have lots of that already), but little economic development opportunity. Once again, forcing our residence to work outside of our community. Wouldn't it be great if the majority of our residence could someday work and play where they live?
14. Too much housing. Would rather have jobs.
15. Our little town isn't so little anymore. I don't want more people here. Our EMS is stressed, our police force is stressed, our roads are stressed.
16. There are too many empty houses in the area which should be sold. And too many rentals that bring in way too many sec 8.

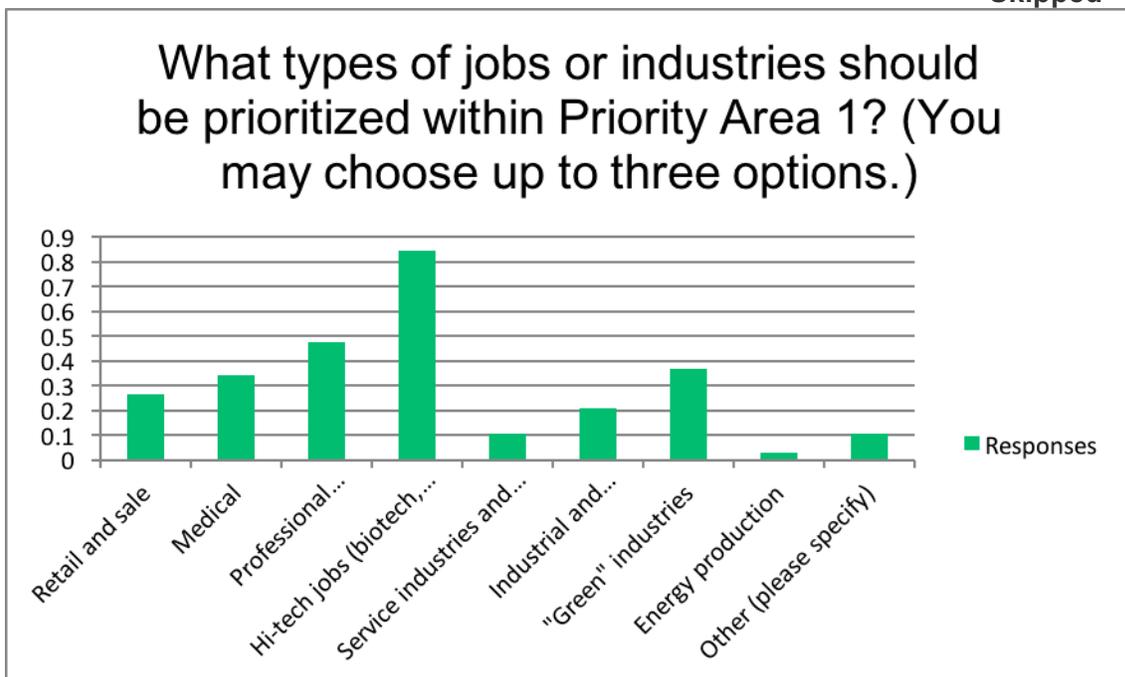
17. Adding too many new homes is just senseless when we do not have the resources to serve these people. We do not have adequate fire protection services. On a day when all units were called to Vasco Road, homeowners put out a fire that it took more than TWENTY minutes for fire to respond to. This is ridiculous and is putting citizens in jeopardy. Start thinking about what we can do to improve our city for the citizens that live here - such as jobs closer to home so we can spend more time with our families!
18. Least amount of jobs. Highest population increase with not as many jobs added.
19. Do not really like the idea of so much housing and traffic will only get worst.
20. I like them all. They all offer something unique.
21. No high density housing.
22. There are lots of opportunities for more housing in other parts of the city. This area around the transit station and hwy 4 should be focused on business and commercial.
23. It seems to open to bringing in big box stores. I like the little shops of Brentwood. If there was an interest in high tech or bio tech coming to fill the space that would be different. I think skilled jobs are needed out here. Not more retail. Retail is having mass decline right now.
24. Seems to job centric for our bedroom community.
25. Too industrialized. Doesn't fit with the character of Brentwood.
26. Decrease public resources if over populated with more housing units. Increase crime rate with more population.
27. "Alternative 3 has the least job opportunities with the
28. biggest increase in population."
29. I feel like we have many housing developments and people prefer single family homes here.
30. We don't need that much new housing.
31. Either with high density housing is bad. Our roads and services are not equipped for this type of change. Once you go forward with it you can't change it once you realize the mistake.
32. We don't need 3,145 new homes with their occupants driving down Vasco and Highway 4 and gone from the area 12 hours per day or more.
33. The ECLI parcels are too disjointed. The key is the vision of the STEM. The site needs an anchor tenant. Developing a scientific park might be possibility and it would draw many workers but the housing stock is not adequate and may choke off the interest. Walnut Creek is enjoying a housing boom in terms of HDR and they have two BART stations in support of the area (Walnut

Creek and Pleasant Hill). This is the main feature drawing young worker from San Francisco to settle in the Walnut Creek/Pleasant Hill area. There is another large development in the old Concord Naval Base facility. I believe there will be space reserved for economic development there also.

34. I feel that Brentwood would benefit from white collar jobs more so than additional housing.
35. We need jobs not more residents. Resources limited already for the current population (fire, classrooms, transportation, etc.).
36. No section 8.
37. I think it is too much ECL and it doesn't seem prudent to put most of your "eggs in one basket". 5 million sf is a tremendous amount of area to lease.
38. The jobs are great but where will the people live.

Question 5: What types of jobs or industries should be prioritized within Priority Area 1? (You may choose up to three options.)

Answer Choices	Responses
Retail and sale	26.32% 10
Medical	34.21% 13
Professional (accountants, lawyers, etc.)	47.37% 18
Hi-tech jobs (biotech, computers, etc.)	84.21% 32
Service industries and trades (construction, pest control, etc.)	10.53% 4
Industrial and manufacturing	21.05% 8
"Green" industries	36.84% 14
Energy production	2.63% 1
Other (please specify)	10.53% 4
Answered	38
Skipped	0



Other? Please specify

1. Jobs with comparable pay to bay.
2. Incentive given to local businesses that want to expand to the newly developed area.
3. Regional entertainment draw.
4. The market dictates this, not colored maps.

Question 6: What other general comments do you have on the Land Use Alternatives?

1. I still think there is a hybrid needed of the Alternative 2 map. We need enough housing to get the E-BART, but not so much as to compromise our economic development. Too much Transit Village and HDR may attract less desirable residents who don't work at all and would degrade the area and Brentwood's reputation. We need to add ECLI to Alternative 2, thereby eliminating both HDR designations changing them to ECLI and reduce the MDR south of Apricot Way by having NCMU along Sand Creek to transition to the Streets of Brentwood. That would be the best idea for me. Thanks.
2. Jobs, Jobs, Jobs!!!
3. Job growth in order to keep community members near home where they can shop and eat nearby.
4. My concerns have to do with the increased traffic and whether the current streets will be able to suffice. I would not want a constant traffic jam area creating pollution and delays getting thru it.
5. The challenge with any of these plans is to find companies to move here. What's the plan for that? "If we build it they will come" isn't a good answer. Also, what's the plan for preventing the bart station from bringing more crime to the area as it has to other cities?
6. None.
7. High density residential apartment buildings will lead to higher traffic and increased crime rates with this proximity to the BART station and Antioch. Crime is already a concern for Brentwood residents, as is the growing homeless population most often seen on/near Lone Tree. High end business would have the most positive impact in my opinion.
8. It's ridiculous to destroy this community as all 3 plans do. Why can't we adjust to having the new bypass built to barely support what we already have rather than to add onto it considerably more congestion requiring yet more building of freeways and infrastructure? You are completely ruining the once beautiful countryside of Brentwood and surrounding farming land by doing this. That is the reason we live here. What you are doing is the reason we will leave. California is becoming a congested ugly mess. This will look like every other city in the Bay Area.
9. None.
10. We need a more direct road to the Kaiser facility. The access is restricted to mostly 1 lane back roads. Connect Sand Creek.
11. Glad to see more emphasis on jobs rather than just more vast housing developments.

12. As mentioned; Alt 2 & 3 seem very similar, especially compared to Alt 1. I may have been open to a 1.5 alternative, but 2 & 3 just don't provide enough opportunity to grow revenue streams and provide local jobs for our current residence.
13. If we could eliminate the BART station/transit village, that'd be fantastic! BART = an invitation for trouble.
14. Please concentrate on bringing in jobs to the area. Traffic into Concord/Walnut creek and the city has become a nightmare.
15. Brentwood is a charming suburban farm community. Don't take that away just to become a sleeper community where all anyone does is commute 3+ hours to other places to earn money. Focus on jobs!
16. I hope that you continue to expand the bypass to accommodate all the current and future traffic. I hope that you increase transit ideally if we could have transit to Livermore for the ACE train. Please do not worry about adding more retail and housing. We have enough of that please add jobs, transit and widen the roads to more lanes. Thank you.
17. Find better traffic ways.
18. Flexibility is important as communities change so do their needs and preferences. Ebart, not in my lifetime???
19. Ask some Bay Area developers if they think there is a market for employment center/light industrial zoning in this area.
20. Please build more unique restaurants. All Brentwood has to offer is fast food and chains. Any other new restaurant that opens is a "white tablecloth" and fine dining restaurant. Brentwood has lots of families that need places to eat out. Livermore has a great downtown with places like Sauced, The Ale House, Demetris. Walnut Creek and Concord also have lots of options but there is nothing here in Brentwood. If there are more business parks that bring in jobs, restaurants will be able to make more money and the city will grow.
21. BUSD has been planning, for many years, to build an elementary school in that general area. I think that should be taken in to consideration of the available space. The neighborhood commercial mixed use seems very cool. It sounds like you could live above the shops which could be awesome for a lot of folks. It could really be quite a draw if aesthetically pleasing. It would really need good sidewalk access and street parking. That close to a transit station good lighting would be imperative too.
22. This area will become what many people driving through on the freeway will think of when they think of our city. Let's make sure we leave a good impression.
23. N/A.

24. I think a school should be provided and a large scale park included also. This area will have a huge impact on our city, particularly if you choose alternatives 2 or 3.
25. I am interested in the eBart extension and would like to see that happen.
26. Do your research on what happens to other cities that try to grow that significantly. Residents are never happy. Antioch Bart station is close enough for us to use. Don't expand it to Brentwood!
27. Push for the completion of the Tri-Link project in East County. Build a community college at a better location than Marsh Creek Rd. and have them provide training for our young people in the areas that we are promoting for businesses.
28. I think traffic congestion will be an issue with all three of the alternatives. Consideration should be given on a rationale transportation plan. Also, Alternative 3 requires more open space because of the increased population.
29. N/A.
30. It is amazing that any housing units are being considered given the traffic on SR 4, and the fire district situation. We need more businesses to drive economic development. People shop where they work, and very few work in East County.
31. Bart will increase crime and does not provide a benefit to commuters. Ebart requires a transfer, the entire time spent on Bart traveling from Brentwood is completed faster in a car.
32. As one of the land owners, I truly feel that Alt. 2 benefits the community as a whole while addressing the needs for housing, retail/commercial, transit and industrial.
33. None.