

# Downtown Specific Plan

Brentwood, CA

FTS

The Downtown Specific Plan will enable Brentwood's historic downtown to establish its own identity, ensuring its success in the face of new competition from emerging regional retail centers. The Plan transforms an aging town center into a vibrant neighborhood and entertainment center flanked by a new city hall at one end and the city's transit hub at the other.

## BEFORE

- A Despite being one of the fastest growing cities in California, downtown suffered from lack of new investment and many vacant and underutilized parcels
- Downtown at risk of being permanently overshadowed by competing retail along a new highway bypass.
- Residential construction concentrated away from downtown



Underutilized land adjacent to City Park provides opportunity for new entertainment anchor.

## ASSIGNMENT

- Ensure the long term economic health of Downtown through new forms of residential, commercial, and workplace investment.
- Advance change while maintaining the architectural character essential to Brentwood's small town identity.
- Differentiate Downtown's role within the city's commercial framework by creating a center for entertainment and sales of specialty goods and services.

## OUTCOMES

### Plan Adopted November 2005

- Immense community support for all revitalization and development strategies.
- City staff engaged in discussions with developers interested in locating an entertainment anchor in heart of downtown core.
- City staff engaged in on-going discussions with BART regarding site selection for future eBart transit station within or nearby Downtown district.

**CLIENT:** City of Brentwood

**IN COLLABORATION WITH:** Gruen & Associates, Fehr & Peers

**FTB:** When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



The community's envisioned future for their Downtown – A vibrant and active center.



Illustration of envisioned entertainment anchor designed in accordance with proposed architectural standards and guidelines



Community members participate in Downtown Character workshops.



Illustration depicting townhouse development envisioned within the Downtown district