

The Innovation Center

@ BRENTWOOD

www.InnovateBrentwood.site



ECONOMIC DEVELOPMENT DIVISION

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HOFFMAN
STRATEGY
GROUP

A Welcome to *Opportunity*



BUILD WHERE YOUR TALENT LIVES

Surrounded by the natural beauty of Mt. Diablo, a rich agricultural preserve, excellent neighborhoods & schools, and twice the house for half the cost, Brentwood can deliver your talent a great place to work and live without the commute. With over 200+ undeveloped acres waiting for your vision, Brentwood is ready to deliver your workforce the California Dream.

Better in *Brentwood*

Work

The Bay Area's best talent can be found in Brentwood, providing your employees with the benefit of working close to home.

Lifestyle

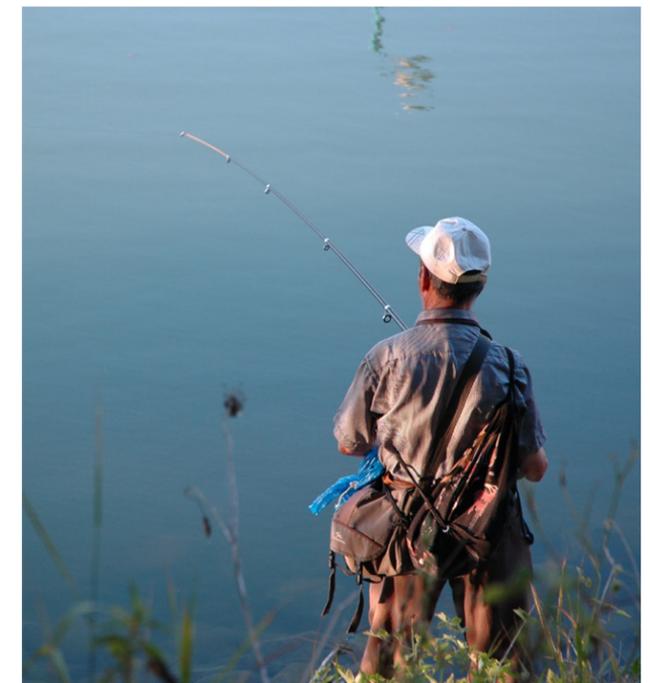
A great home at half the price, half the age and twice the size and five minutes from the office is the real benefits package employees are looking for.

Agriculture/History of City

Brentwood's 11,000 acres of preserved farm land, located in the U-Pick capital of world, makes enjoying California's best fresh fruits and produce not just a novelty, but a way of life.

Outdoor Recreation

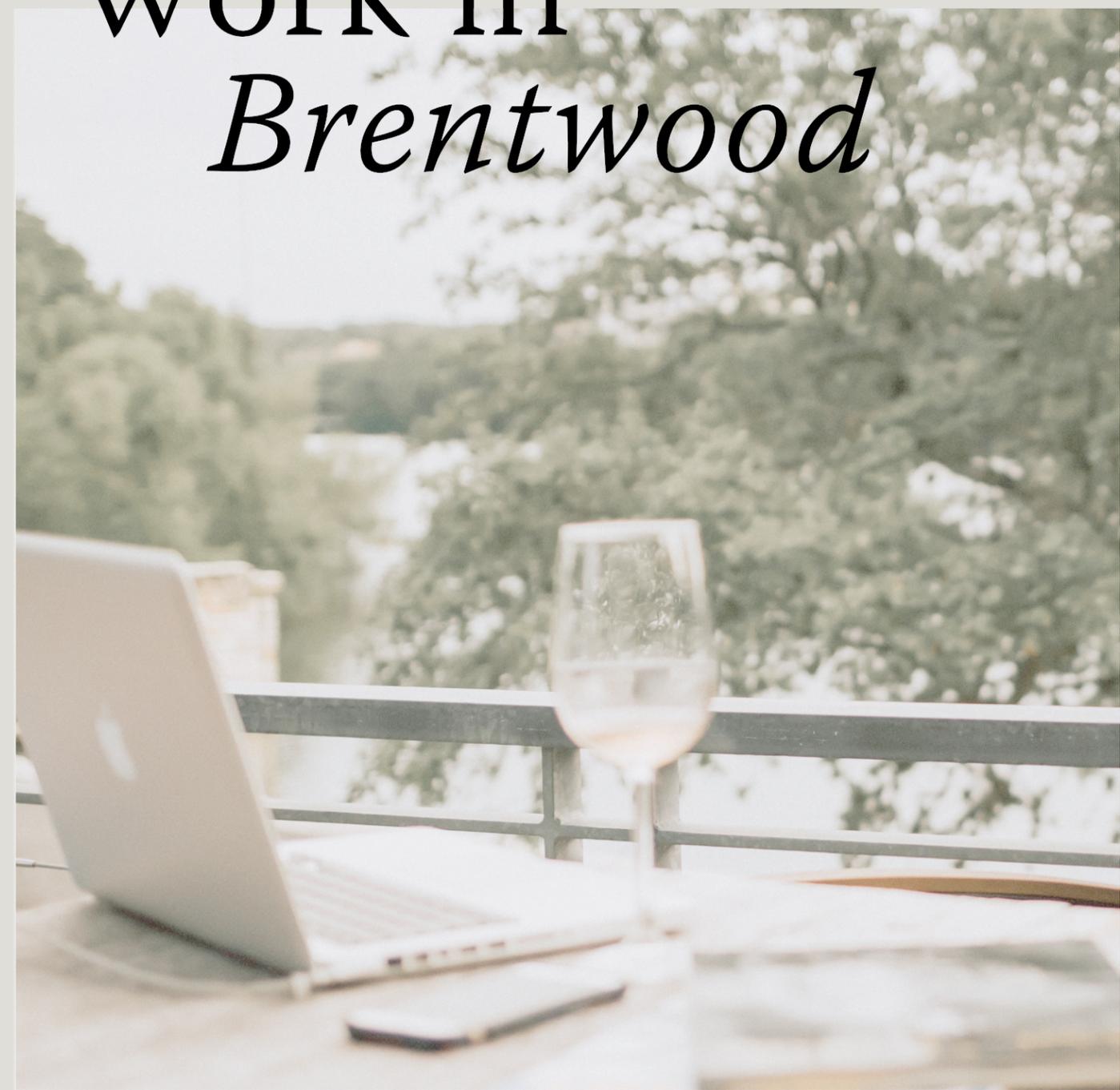
Hike and explore the many parks and trails at Mt. Diablo, take up horse back riding, kayaking and boating on the delta, Brentwood is a 10 minute drive to some of the Bay Area's most sought after and diverse outdoor recreation activities. Right in your backyard, there are 52.67 developed acres of parkland, nearly 100 award winning parks and facilities, 19.2 miles of beautiful trails, and 63 miles of bike lanes.





A NEW EMPLOYMENT HUB

Work in *Brentwood*



Life in Balance

Innovation in the workplace is no accident. It is cultivated through collaboration and community. Whether your operation is small or large, it will be part of a vibrant mixed-use district designed to bring people together throughout the workday and through the weekend. Varied environments, some intensely public, and others intimate, empower employees with greater choice on how they want to live and work their life to the fullest.

The Heart of *Brentwood*



Historic City Preservation

Brentwood has history, it has heart. Dating back to the 1870's, the City's compact, walkable downtown is a charming and vibrant example of the classic agrarian California City. The historic Delta Theater & Brentwood Press buildings, fine dining at locally owned restaurants, as well as other diverse food offerings reflect the broad diversity present in Brentwood. A mix of heritage and the new abound throughout the community.





Agricultural *Roots*



The Roots Still Grow

Brentwood's agricultural core is part of the California Farmland Trust, an agency dedicated to preserving access to abundant fresh food year-round. Renown for its "u-pick" orchards and marketed as the U-Pick Capitol of the World, Brentwood farms attract 250,000 visitors each year. Cherries, olive oil, almonds, peaches, wine grapes and many more varieties of agriculture products make up the rich and readily available offerings in Brentwood.

The Great *Backyard*

MT DIABLO AND DELTA WITHIN MINUTES



A Life Outdoors

While Mt. Diablo is the better known outdoor attraction, Brentwood is also convenient to other great destinations such as the Los Vaqueros Reservoir, Round Valley Regional Preserve and the greater East Bay Regional Parks District, Big Break Marina, Orwood Resort, Discovery Bay Marina, Vasco Caves Regional Preserve and the John Muir Interpretive Center. Outdoor adventures are never far from the office in Brentwood.



The Brentwood *Advantage*



THE PEOPLE OF BRENTWOOD

Conceptual image representative of development potential

Brentwood's labor force grew at three times the county-wide growth rate. The labor pool within a 20 minute drive is now in excess of 167,000 people. Brentwood also boasts high education levels with 30% of residents over 25 years old having a bachelor degrees or higher. The combination presents a unique opportunity for employers to build their base close to an existing talent pool, and offer employees the housing and lifestyle they want.

The People of *Brentwood*

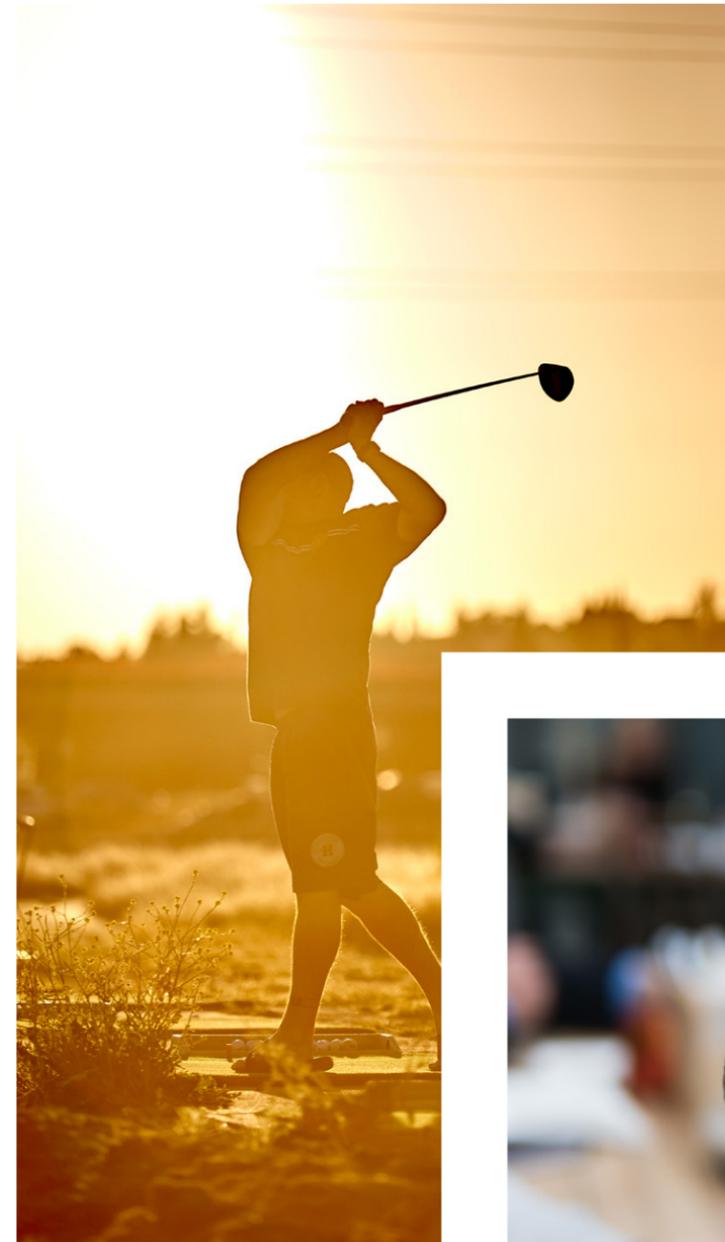
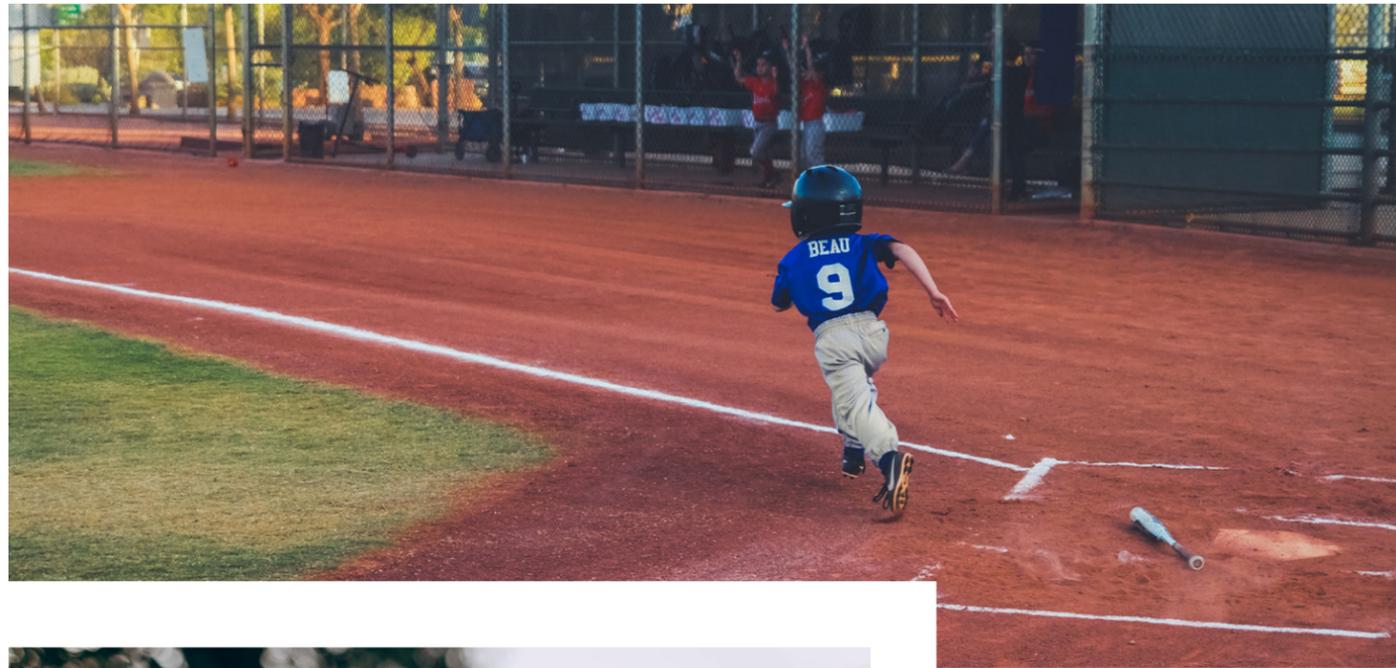


Winner's Circle

UPSCALE MIDDLE AGE MOSTLY WITH KIDS

Age: 35-54 | Mostly Owners | Elite IPA | Above Average Tech

Among the widely suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 35- 54 year old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living. With a median income over \$100,000. They are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.



Kids & Cul-De-Sacs

UPSCALE MIDDLE AGE FAMILY MIX

Age: <45 | Mostly Owners | Below Avg IPA | Above Average Tech

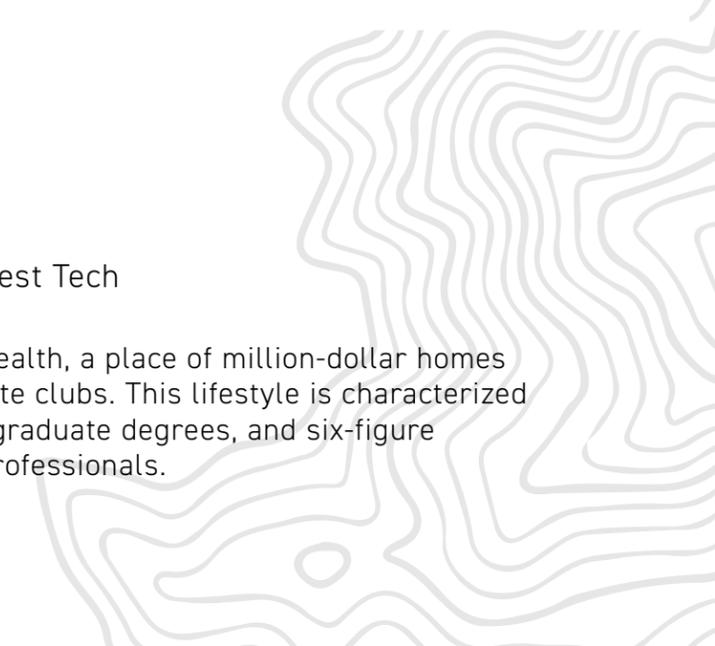
Upscale, suburban and second city, married couples with children, an enviable lifestyle of large families in recent built subdivisions. This segment is a refuge for college-educated, white-collar professionals, and upscale incomes. Their nexus of education, affluence, and children translates into large outlays for family-oriented products and services.

Networked Neighbors

WEALTHY MIDDLE AGE MOSTLY WITH KIDS

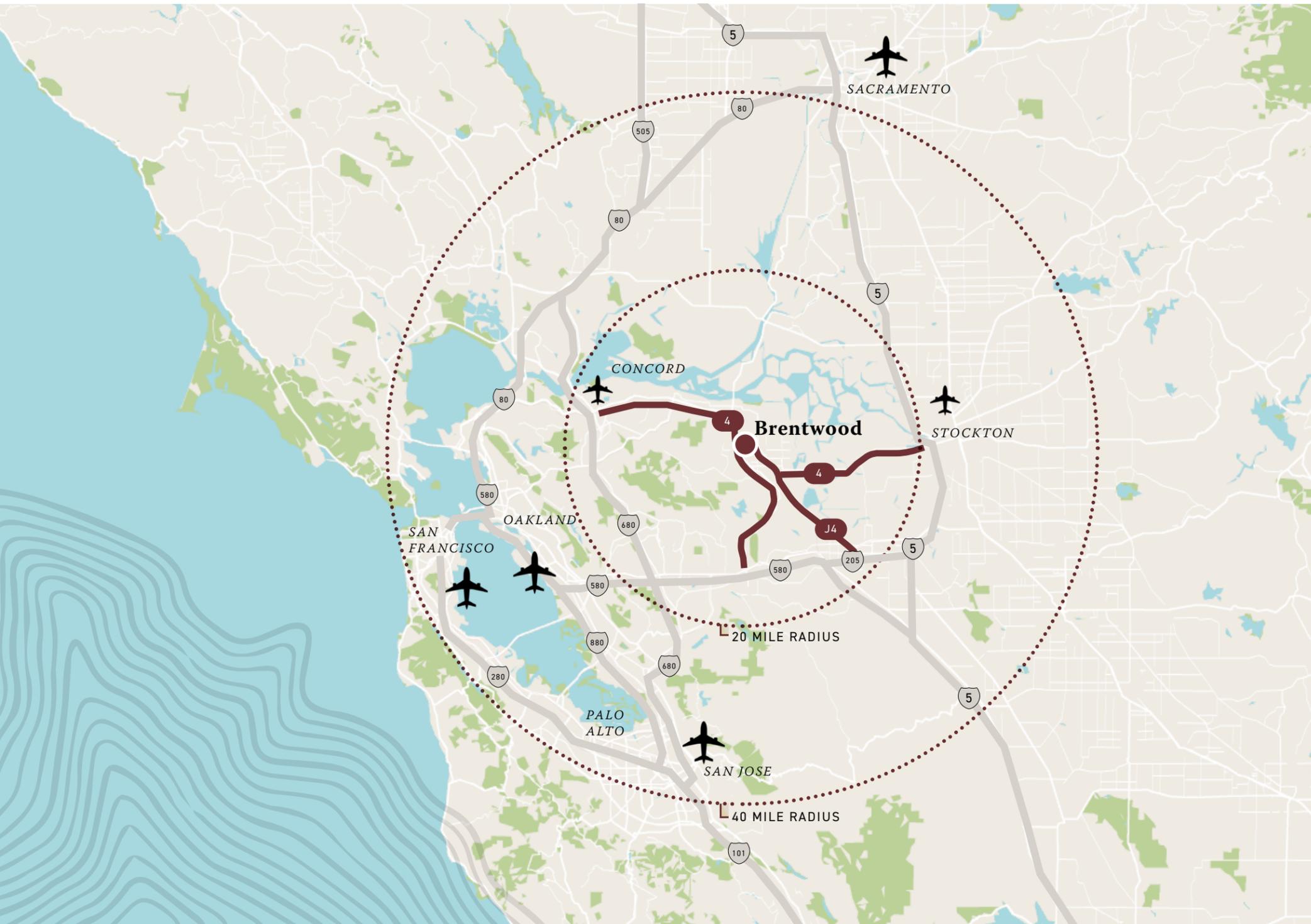
Age: 35-54 | Mostly Owners | Millionaires IPA | Highest Tech

Networked Neighbors is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. This lifestyle is characterized by married couples with children, high technology use, graduate degrees, and six-figure incomes earned by business executives, manager and professionals.



High Labor Pool

Labor Pool of 167,000 within 20 minutes of which 60% commutes into the Bay Area job market



12,000 New Housing Units
IN THE PIPELINE

BRENTWOOD'S LABOR

Increased 3x
THE COUNTRY-WIDE
GROWTH RATES

EDUCATION:

30% of Residents
Have A Bachelor's Degree
AND ANOTHER 30% HAVE SOME COLLEGE TRAINING

TALENT WILL FOLLOW. A FOCUS ON

Higher Education
Attainment

FOR RECENTLY MOVED
RESIDENTS OF BRENTWOOD

FULL SPECTRUM OF STRONG POPULATION IN
Production & Office Occupations

TO SUPPORT ADVANCED INDUSTRIAL AND MULTIPLE
OFFICE AND TECHNOLOGY RELATED SECTORS.

The Innovation Center is envisioned as A Next Generation Employment Hub for the City of Brentwood and the Highway 4 Corridor

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”
– Steve Jobs



Make work Memorable

Brentwood offers the opportunity to combine the best of living in the suburbs with next gen office park design that elevates the workplace experience. Wellness, access to housing, restaurants, entertainment and recreation are all inherent strengths in Brentwood. Gigabit Fiber by Sonic infrastructure provides the backbone for an office and innovation park ready to meet the needs of the technology market.



A blank slate development opportunity allows employers to consider the latest technologies and facility design in employee wellness. Daylight, natural ventilation, touch-less entries, hybrid virtual conference rooms, flexible workstations, indoor-outdoor work space options, and wellness stairs are just a few examples of how modern office buildings are improving health and productivity in employees.



A Life *in Balance*

A WALKABLE & CONNECTED CITY

Health and Wellness

Brentwood offers a lifestyle closer to nature, closer to home, where the fast pace of the working world is balanced with the slow pace of suburban life. Streets that prioritize pedestrians and cyclists connect the community to jobs, shops and parks nearby. This is a place where everyday routine can lead to wellness and greater health for greater productivity and innovation.



City of Brentwood

Abundant Housing in Highway 4 Corridor

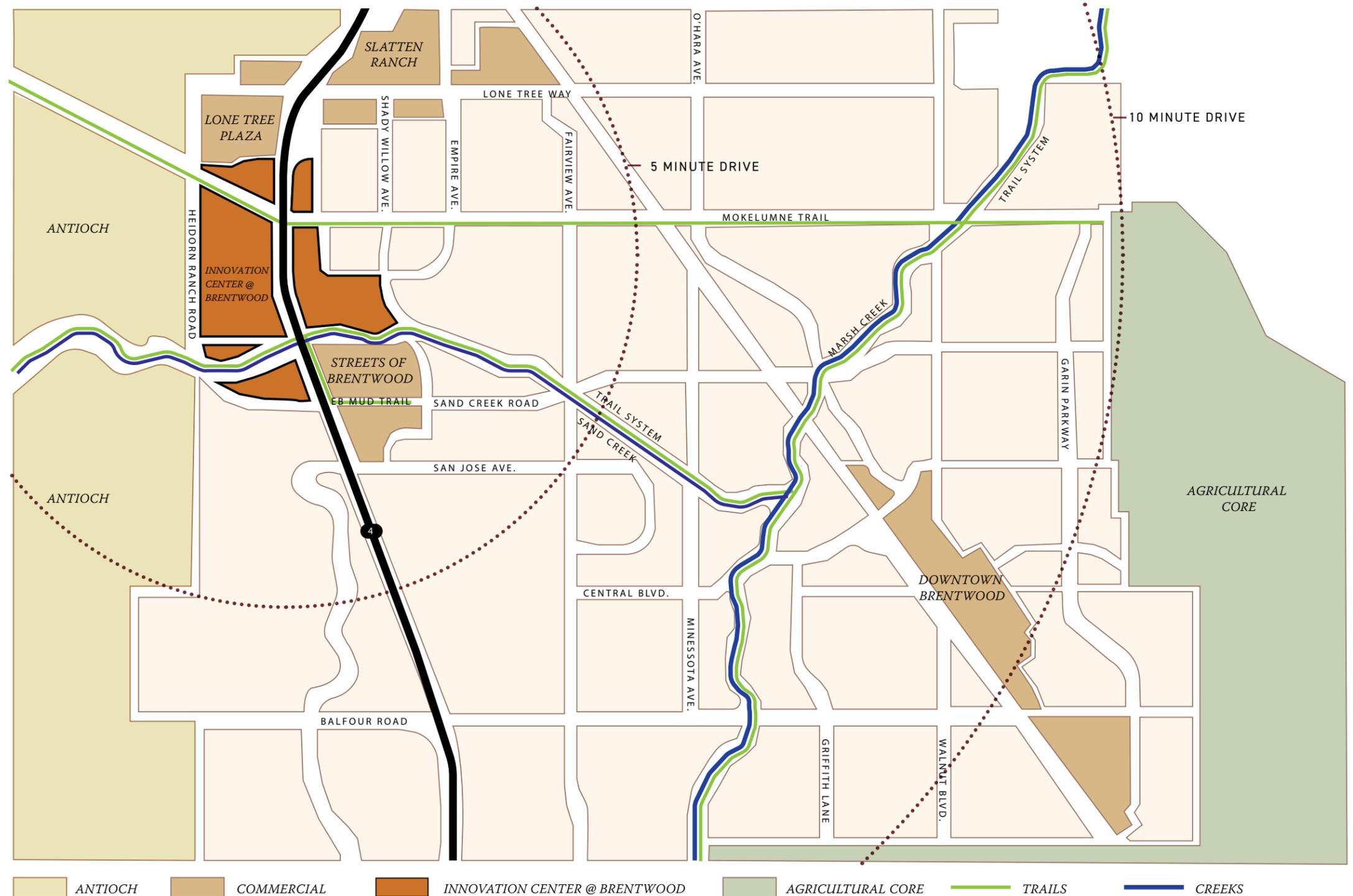
COMMUTE:
Jobs in Brentwood Enjoy
Opposite Commute

Valuable Freeway Frontage
ON BOTH SIDES

EASY EXTENSION
Sand Creek Road Connects
to Streets of Brentwood

Convenient to
Existing Retail &
Multi-family Construction

12,000 New Housing Units
IN DEVELOPMENT PIPELINE
WITHIN A 15 MINUTE DRIVE



Masterplan

Be the new center. The Innovation Center @ Brentwood delivers development opportunities with the best amenities at the center of a community already in place.

The master plan vision weaves the existing streets of Brentwood seamlessly through the site connecting future employers and employees with established shops, grocery stores, schools, theaters, newly built homes, access to parks and trail systems. Access to the site is supported by two freeway exits and a future eBart station. Parcel sizes are flexible, and aimed to accommodate employer preferences.



The Possibility



Opportunity Imagined

The east and west district studies highlight two areas especially well suited for the next generation employment center. The following plans and renderings are solely for the purpose of illustrating the potential, you are free to bring your own unique vision to the Innovation Center.





WITH UP TO 1,000,000 SF OF COMMERCIAL USES, AND 1,000 UNITS OF RESIDENTIAL PERMITTED IN THE WEST DISTRICT, THERE IS AMPLE ROOM FOR A COMPANY TO GROW AND HOMES FOR A WORKFORCE TO ENJOY.



West District



A COMPLETE COMMUNITY ALL WITHIN A SHORT WALK WITH BREATH TAKING VIEWS OF MT. DIABLO



Live Work Play

The West District is amenity rich. To the north is the Lone Tree Plaza shopping center (including national and local tenants) and the 13 mile long Mokelumne bike and pedestrian trail; to the west is the City of Antioch's Sand Creek Development area with 4,000 homes planned and many under construction; and to the east, direct visibility from Highway 4. The plan has extended Prewett Ranch Road and Cole Ranch Lane in the form of pedestrian and bike friendly slow moving complete streets. Accessible from the Mokelumne Trail is the planned location of Brentwood's future eBART station.

Conceptual image of West District - representative of development potential



“Employers will find that Brentwood offers an excellent business opportunity in close proximity to the San Francisco Bay Area and Silicon Valley with access to high quality community amenities and gigabit fiber technology. We offer employers an opportunity to connect with employees and a wide talent pool in an environment that is focused on innovation, productivity, sense of community and quality of life. I welcome you to partner with us at the Innovation Center @ Brentwood.”

– Brentwood Mayor Joel R. Bryant



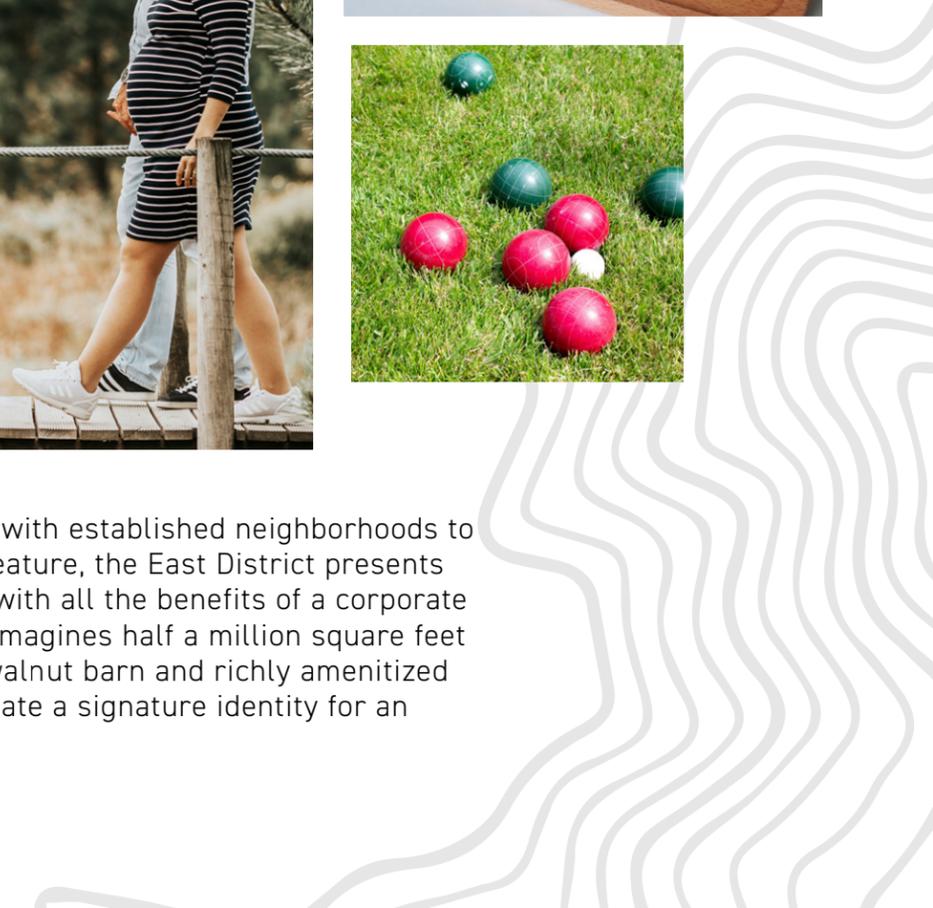


THE EAST DISTRICT IS ENTITLED FOR UP TO 700,000 SF OF COMMERCIAL DEVELOPMENT AS WELL AS 243 UNITS OF HOUSING. IT IS NESTLED ADJACENT TO MATURE SUBURBS, THE SAND CREEK TRAIL SYSTEM AND THE STREETS OF BRENTWOOD SHOPPING CENTER.

East District

A Community Complete

Sighted just north of Brentwood's premier shopping center, with established neighborhoods to the north and east, and overlooking the Sand Creek water feature, the East District presents an opportunity to create a walkable lifestyle for employees with all the benefits of a corporate campus mixed with suburban life. The conceptual site plan imagines half a million square feet of office development situated around vintage repurposed walnut barn and richly amenitized landscape designed to maximize employee wellness and create a signature identity for an employer(s).



Conceptual image of East District - representative of development potential



“I welcome you to explore Brentwood and partner
with us at the Innovation Center @ Brentwood.”

– Brentwood Mayor Joel R. Bryant



City Commitment & Process

The City of Brentwood is committed to enhancing the quality of life and economic prosperity for our businesses and residents.

City entitlements are complete to fast track project and site development review for employment generating development.

City is able to provide infrastructure to attract new office and innovation park development and end-users.

City financial incentives pre-approved to create new high skill, high wage jobs in the community.

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