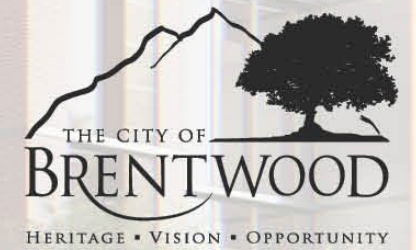




**Welcome to tonight's Town Hall discussion on
The Innovation Center @ Brentwood.**



**Thank you for coming to our
Zoom Town Hall!**

Tonight's Agenda:

- **Team Introduction**
- **Project Goals**
- **Challenges**
- **Opportunities**
- **Discussion**



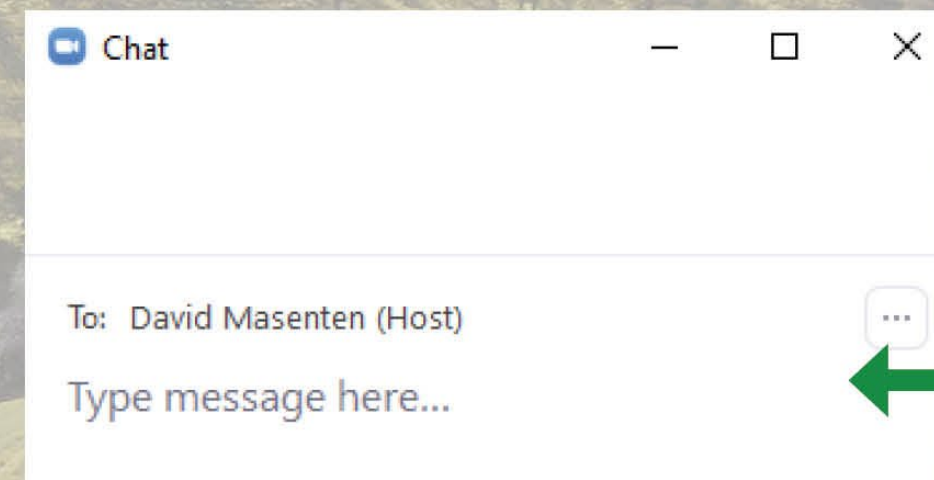
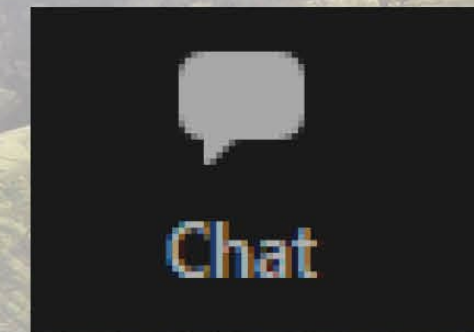
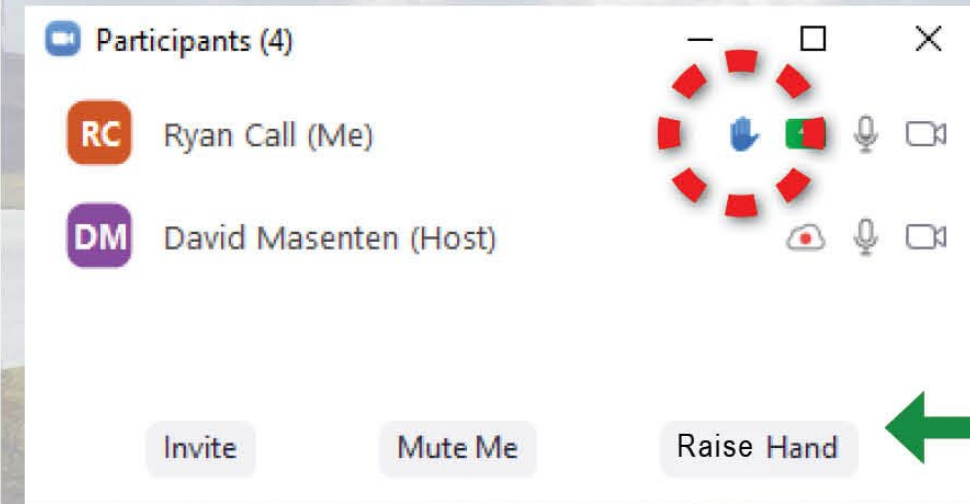
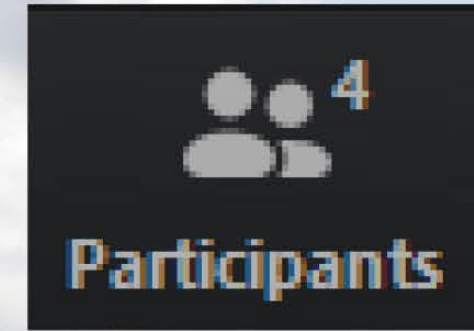
ZOOM Protocol:

- **To avoid background sounds, participants microphones will be muted**
- **We will unmute you when called on during the Q&A period**
- **Please use your full name for the log in**



ZOOM Participation:

- After our slide show we will open up our discussion with questions and brief comments
- To speak, you can “raise” your hand and we will call on you in the order hands are raised
- If you prefer to write, please use the chat box to send a message to our moderator David Masenten, and we will respond to your questions and comments.



Online Participation

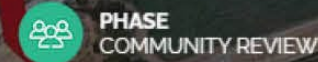
- First of three Virtual Town Hall Meetings
- Two City Council meetings
- Interactive Project Website

<https://www.innovatebrentwood.site>

The Innovation Center @ Brentwood

A rare opportunity to design the optimal workplace for Brentwood.

LEARN MORE



PHASE
COMMUNITY REVIEW



LOCATION
BRENTWOOD, CA



R&D

THE VISION

The City has zoned nearly 400 acres along the Highway 4 Bypass between Old Sand Creek Road and Lone Tree Way for jobs oriented development and is now looking for community input to craft a plan that is distinctly Brentwood and successful in attracting employers.

Innovation Space

The Innovation Center land area is large enough to accommodate a broad spectrum of workforce options from small scale incubator spaces to a large scale corporate campus.

MORE

Open Space

The design of open space will play a central role in elevating Brentwood over the competition as a first choice for prospective employers.

MORE

Transit-Oriented

Planning for the Innovation Center will include a location for the future Ebart Station.

MORE



Find out what your neighbors are saying.

READ COMMENTS



Subscribe to get updates about the project.

SEE THE LATEST

Consultant Team:



Master Planning



Infrastructure



Keyser Marston Associates

Economics &
Market Demand



Planning Review



HOFFMAN
STRATEGY
GROUP

Developer
Consultant



Marketing
Collateral

Recent Work:



Downtown Dublin
Dublin, CA



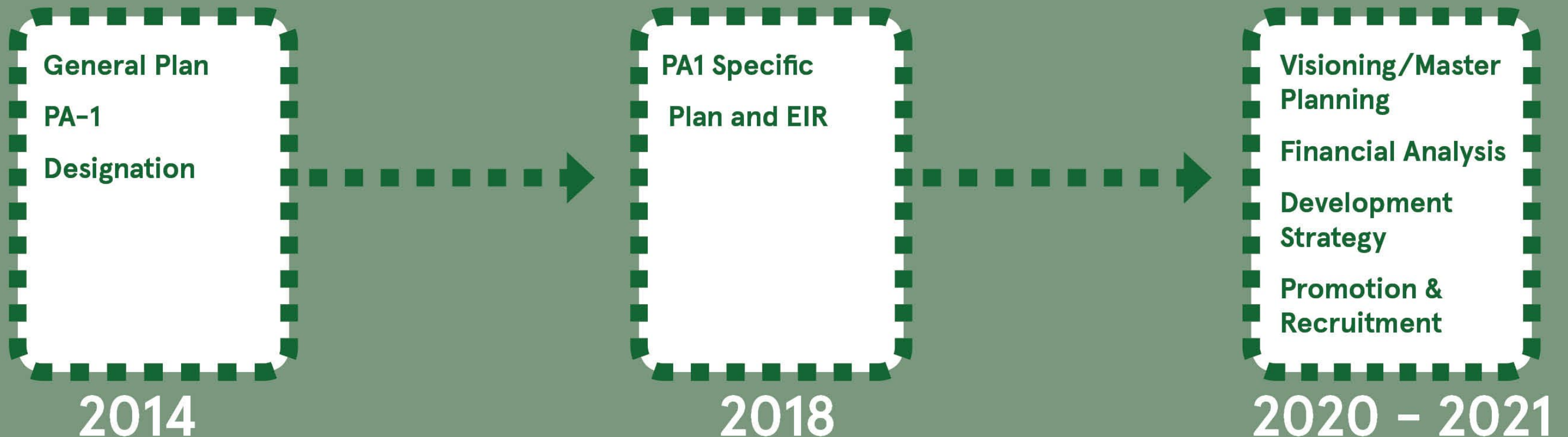
3rd Street
Bloomington, IN



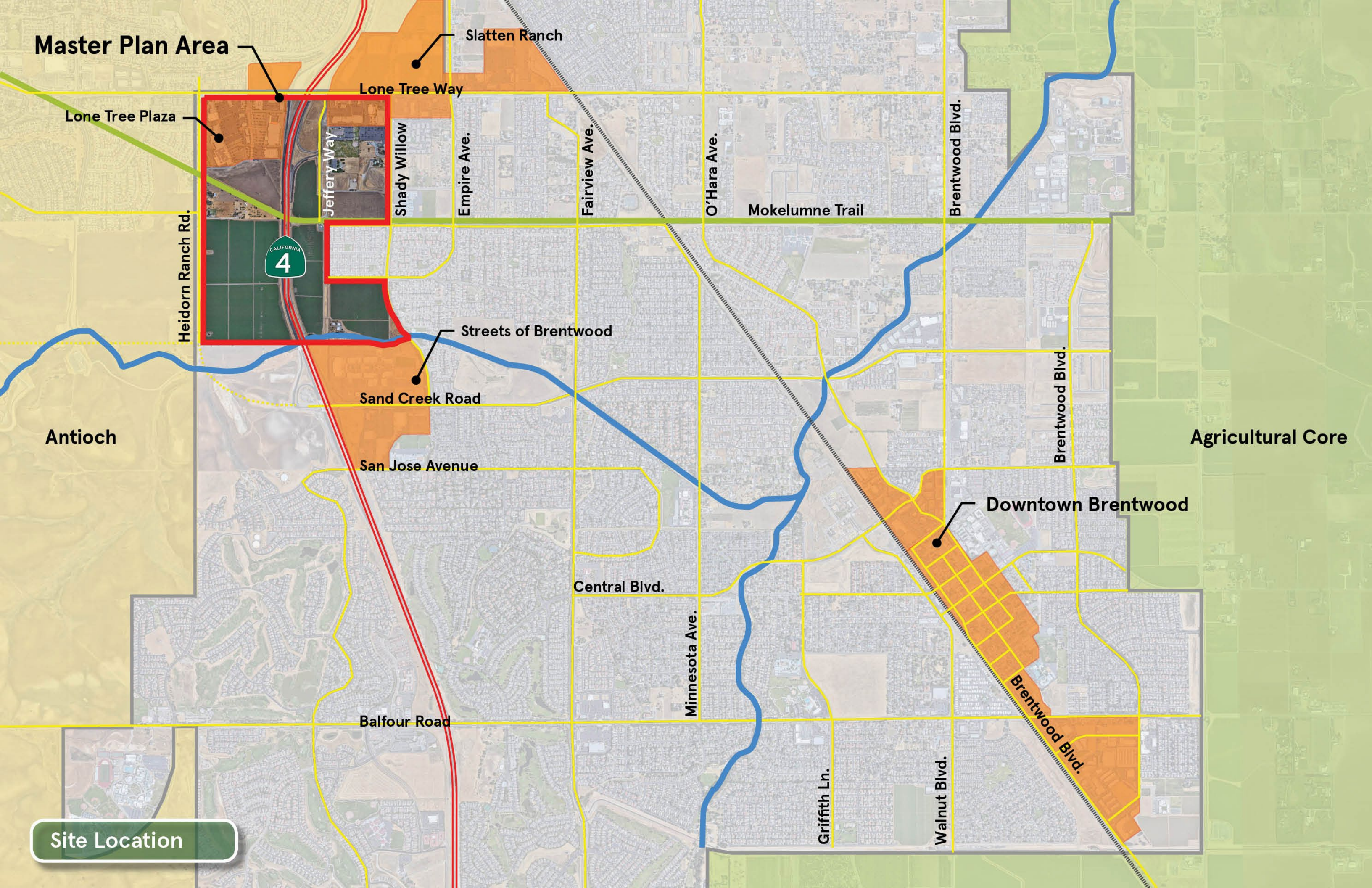
Project Elevate
Elk Grove, CA

Project Vision:

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



Master Plan Area



Slatten Ranch

Lone Tree Way

Lone Tree Plaza

Jeffery Way

Shady Willow

Empire Ave.

Fairview Ave.

O'Hara Ave.

Mokelumne Trail

Brentwood Blvd.

Heidorn Ranch Rd.



Streets of Brentwood

Sand Creek Road

San Jose Avenue

Antioch

Agricultural Core

Downtown Brentwood

Central Blvd.

Minnesota Ave.

Balfour Road

Griffith Ln.

Walnut Blvd.

Brentwood Blvd.

Site Location

Master Plan Area

ANTIOCH

HEIDORN RANCH

LONE TREE PLAZA

THE SHOPS AT LONE TREE PLAZA

WEST OPPORTUNITY AREAS



SLATTEN RANCH

OLD SAND CREEK ROAD

JEFFERY WAY

SHADY WILLOW LANE

EAST OPPORTUNITY AREAS

THE AMBER LANE APARTMENTS

STREETS OF BRENTWOOD

OLD SAND CREEK ROAD

EMPIRE AVENUE

MOKELUMNE TRAIL

EMPIRE AVENUE

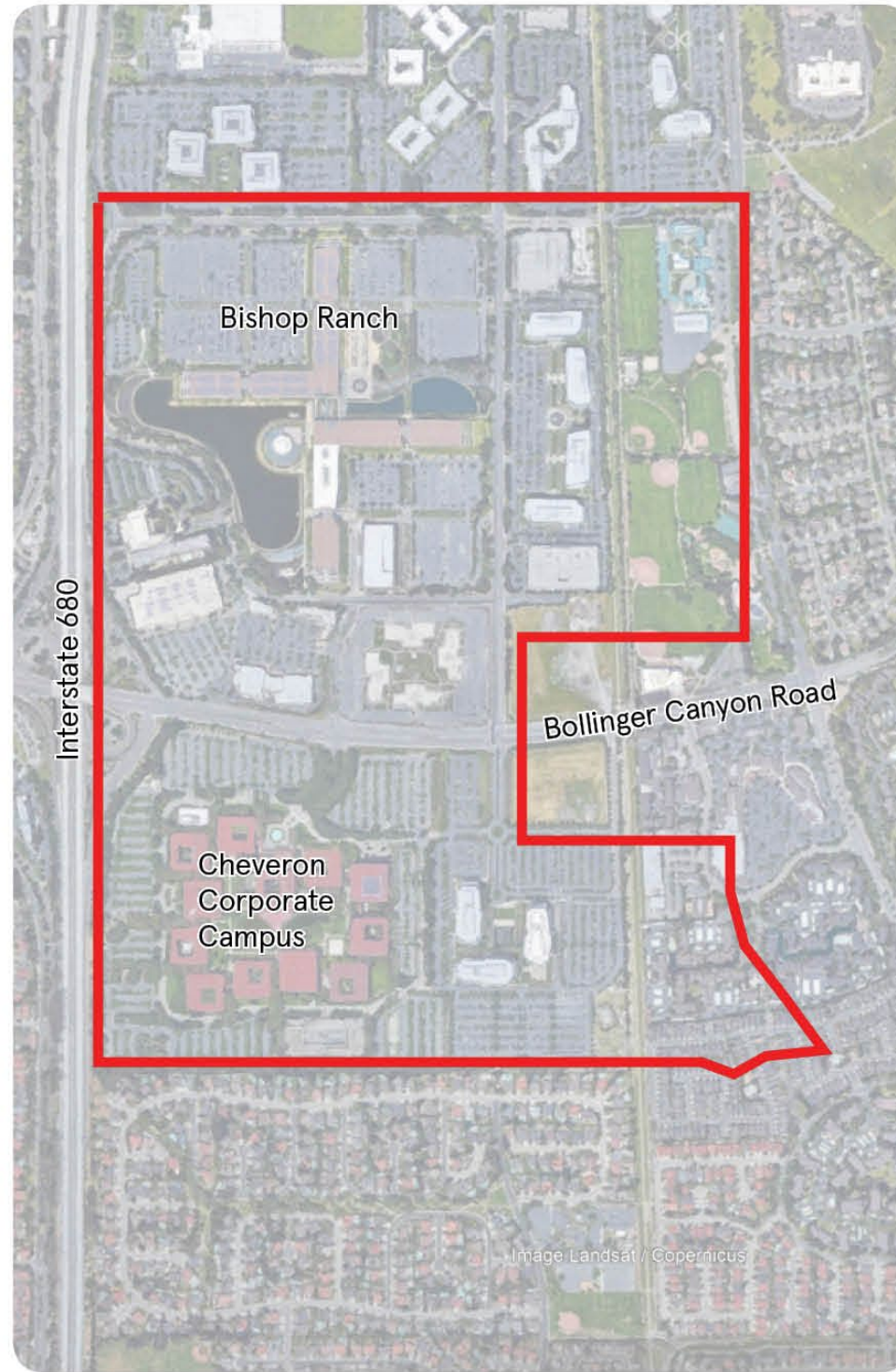
BRENTWOOD

Existing Site

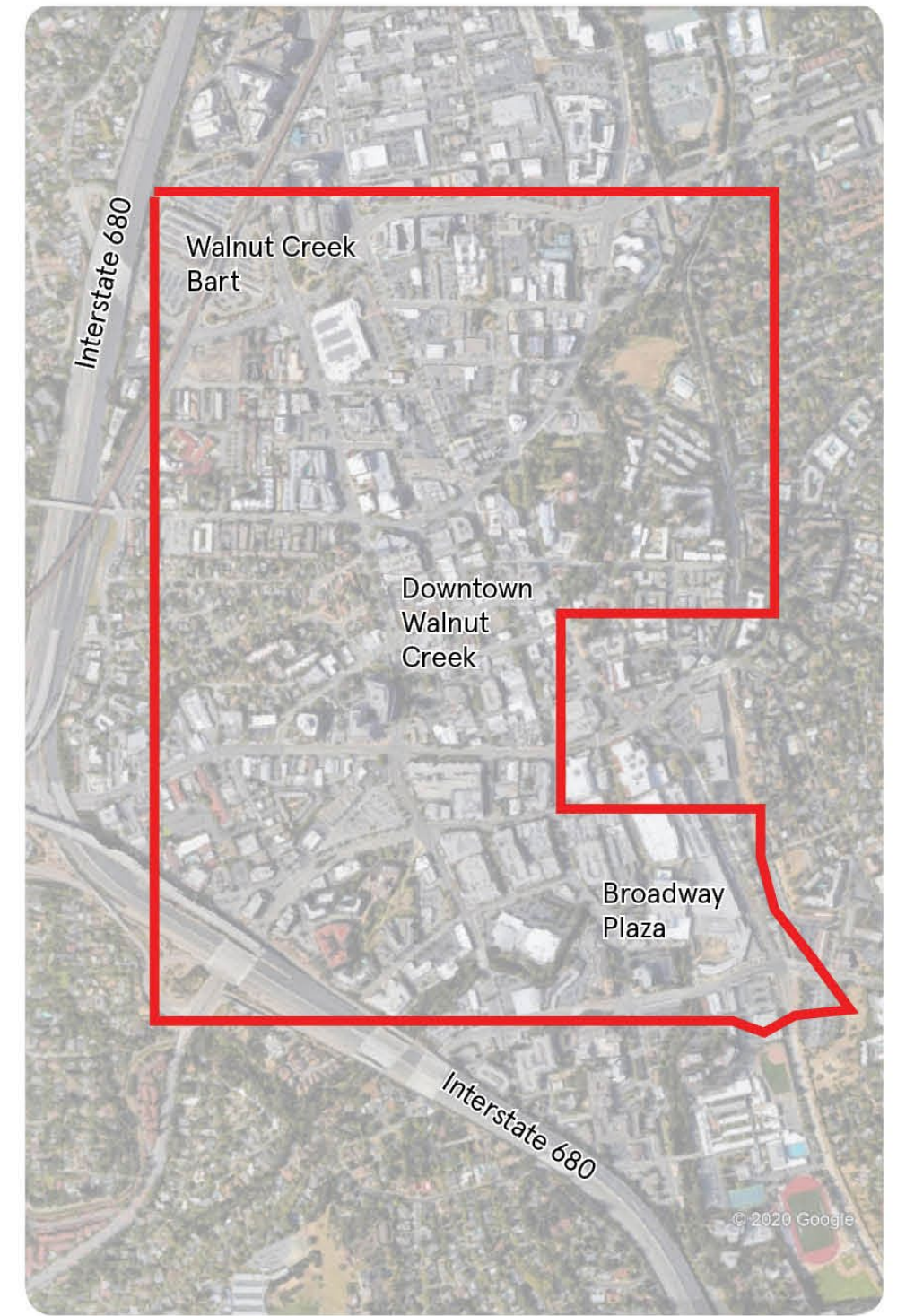




The Innovation Center Site



Site overlaid on Bishop Ranch



Site overlaid on Walnut Creek

VIEWS OF MOUNT DIABLO



SHOPS AT LONE TREE PLAZA



SHOPS AT LONE TREE PLAZA



SAND CREEK ROAD



SHOPS AT LONE TREE PLAZA



STREETS OF BRENTWOOD



STREETS OF BRENTWOOD



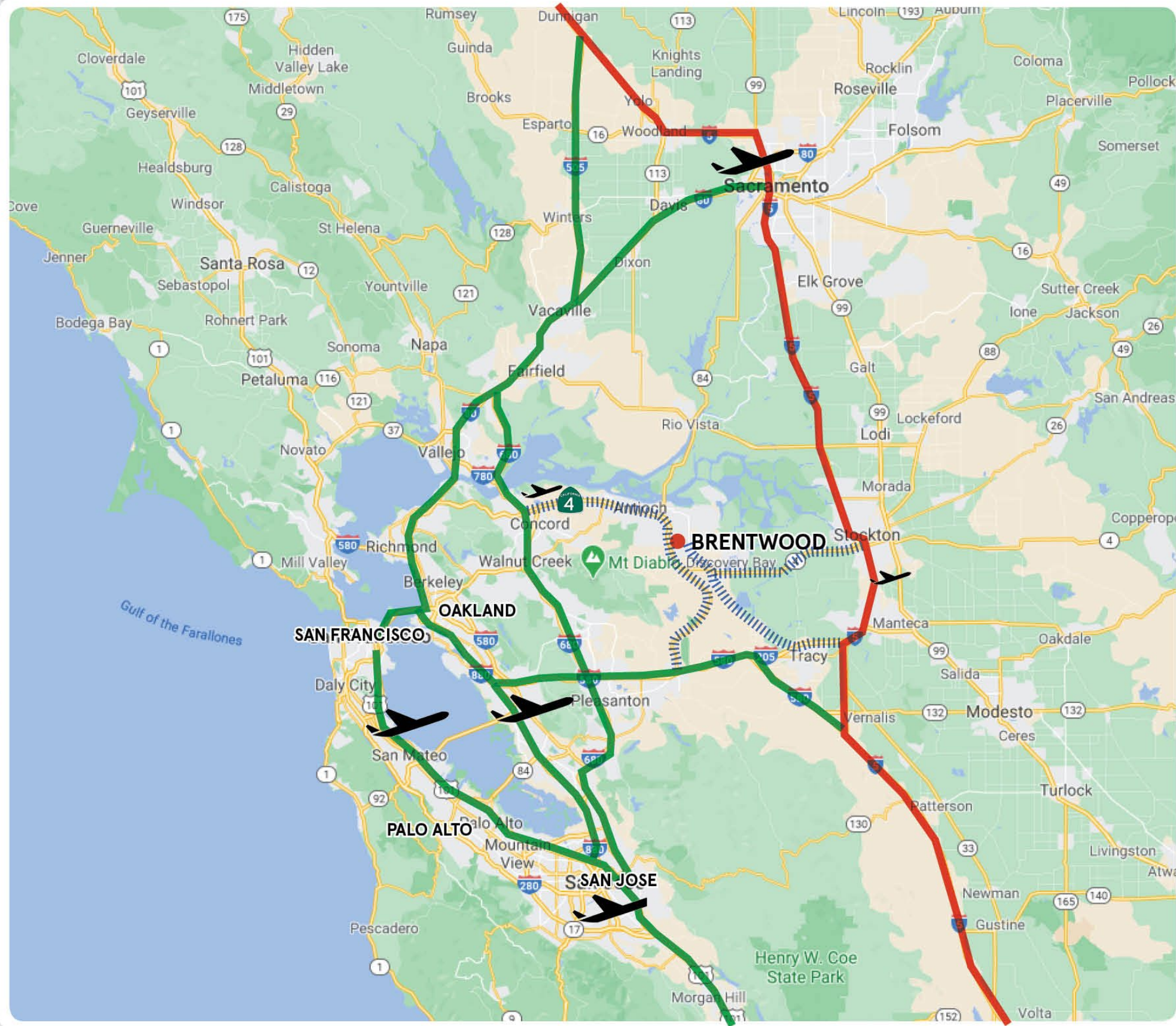
LARGE AREA OF UNDEVELOPED LAND



STREETS OF BRENTWOOD



Area Photos



- 0.5% of the total office supply in the East Bay is in Brentwood
- Rent is 30% less than the average of all Contra Costa County submarkets
- No new office or R&D projects
- Tri-Valley and Oakland have increased their shares
- Advanced industrial and R&D cluster near Silicon Valley
- City's employment base is not a major generator of office demand

Brentwood must contend with competition along the interstate corridors and near airports Google maps

Challenges - Little Existing Office

City Center San Ramon



Master Plan Vision for Concord Naval Weapons Station



Image: SOM



Hacienda Business Park and Bishop Ranch are investing in amenities to compete with next generation centers

Challenges – Tough competition

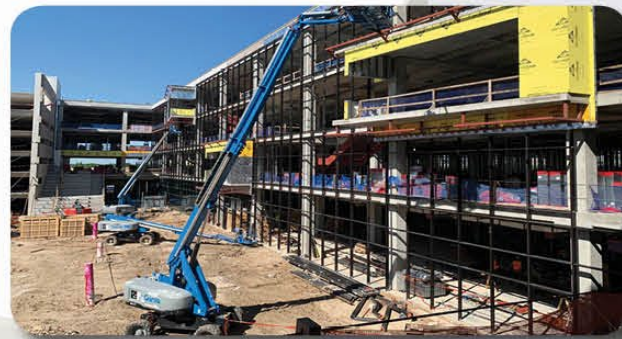
- Bishop Ranch and Hacienda Business Park are building amenities to compete with next-gen centers
- Regional Mall properties are diversifying into Office and Housing
- Brentwood distant from major international airports and regional transit
- Labor prefers to live near clusters of employers (more able to change jobs)
- Research and Development often prefer proximity to academic institutions for partnership opportunities or access to talent



- Visibility from Lone Tree Way
- Sand Creek Road Extension to Heidorn Ranch Road unbuilt
- Mokelumne Trail / Irrigation Canal infrastructure a barrier
- Ebart extension unfunded
- Highway 4 crossover limited to Lone Tree Way
- Overhead electrical utilities divide site
- Rents in Brentwood will prove difficult to finance construction of Class A Office space



Lone Tree Plaza Service Areas



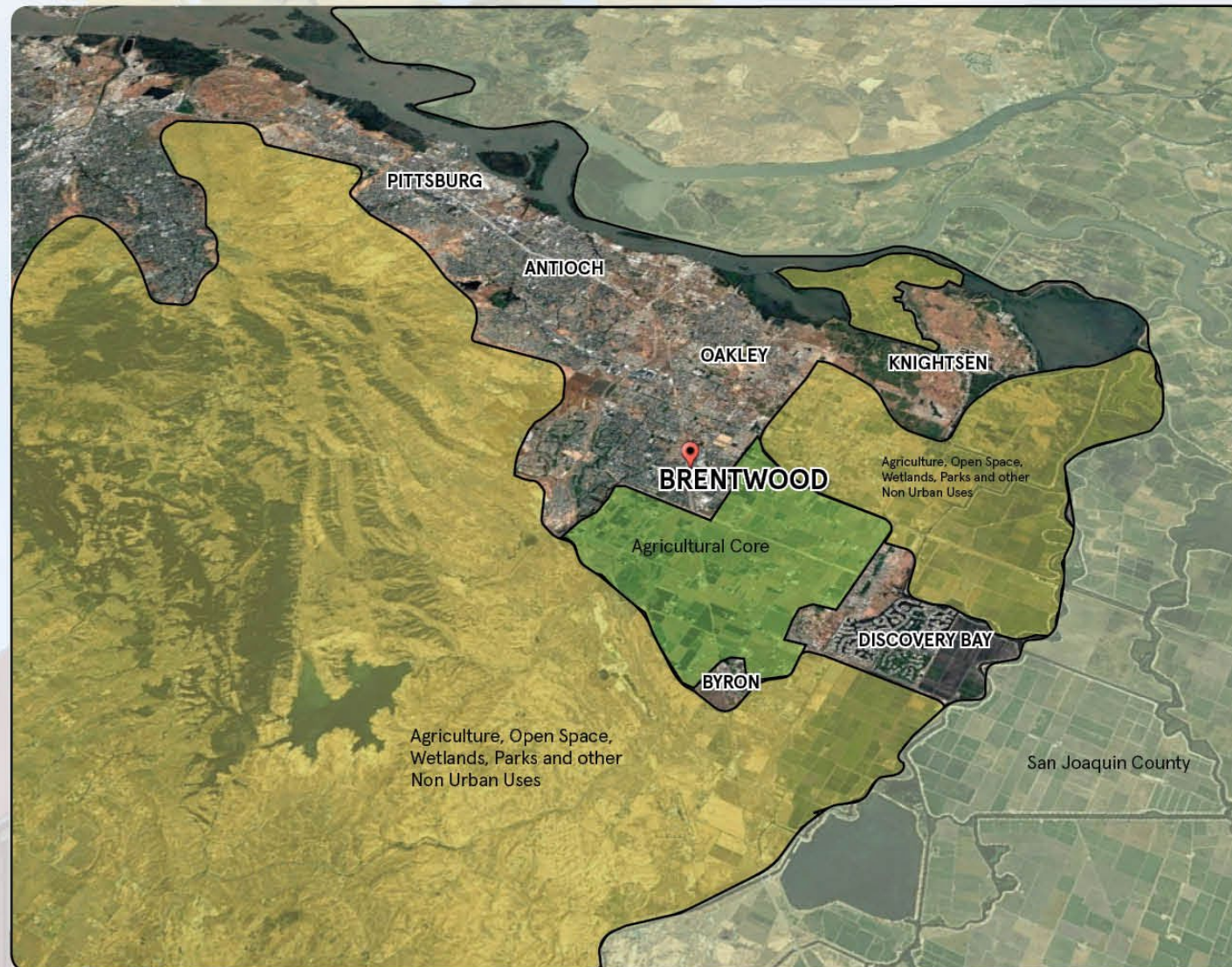
High cost of construction in CA



Overhead electrical lines

Challenges - Site Constraints

- Brentwood is at the edge of agricultural and natural open space preserves
- Since 2010, Brentwood's labor force has grown three times faster than other areas of Contra Costa County
- Brentwood workforce is highly skilled
- High number of degrees in science, engineering, and business-related fields
- There are an additional 137,000 workers living in nearby communities within a 20-minute drive of the site



Brentwood, regional context

Google maps



10 minutes to Mt. Diablo recreation



15 minutes to Delta recreation



Three hours to Lake Tahoe



A well preserved historic downtown



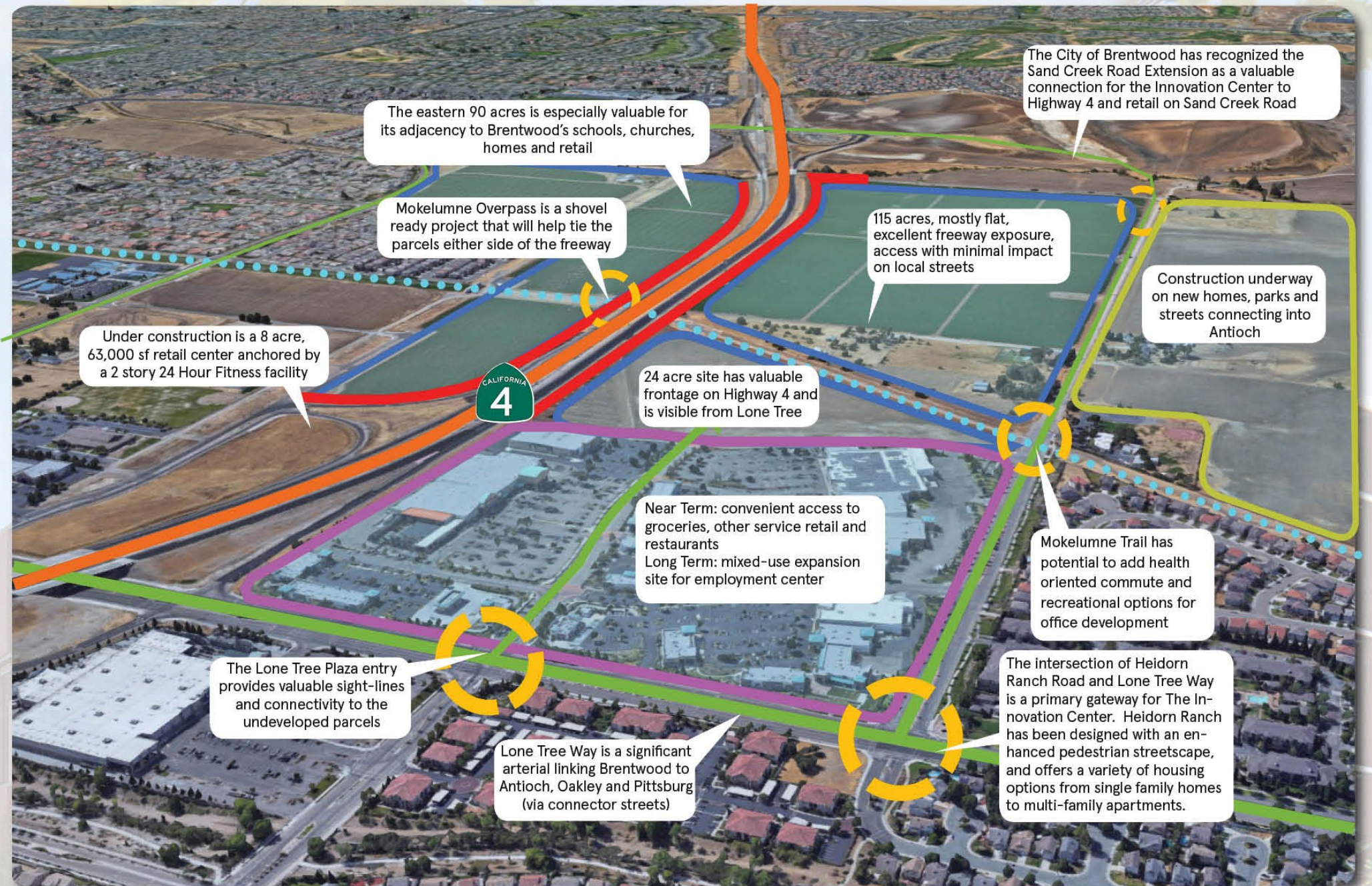
Abundant housing



Farm fresh produce

Strengths – Skilled Labor Force

- Jobs in Brentwood enjoy a opposite commute
- Building Technology can employ latest hygenic and spatial thinking
- Abundant housing in Highway 4 corridor
- Valuable freeway frontage is available on both sides
- The Sand Creek Road extension can connect Streets of Brentwood
- The Mokelumne Trail overpass
- Convenient to existing retail and multi-family construction



Access to outdoor spaces

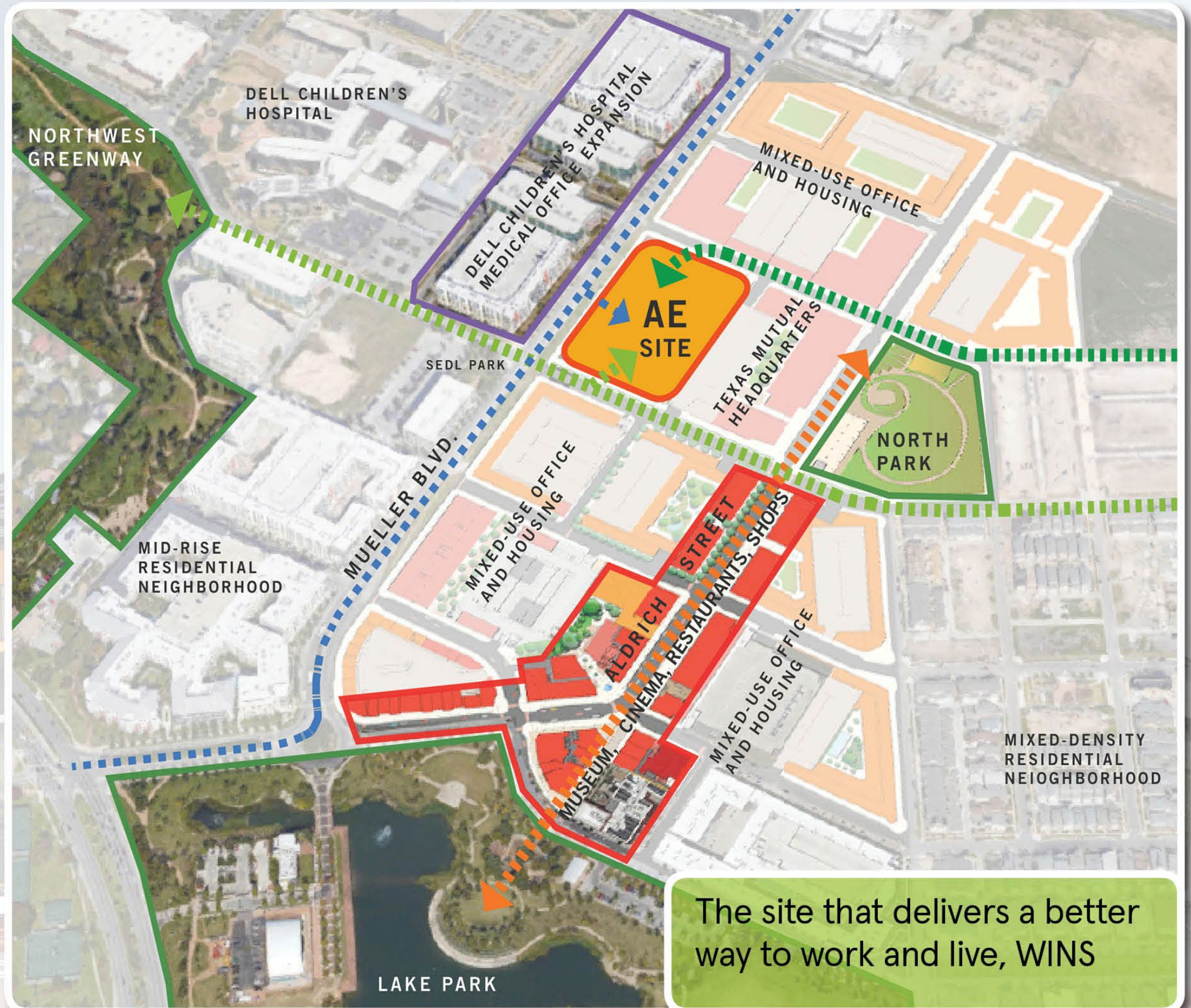


Healthy commute options



Natural ventilation

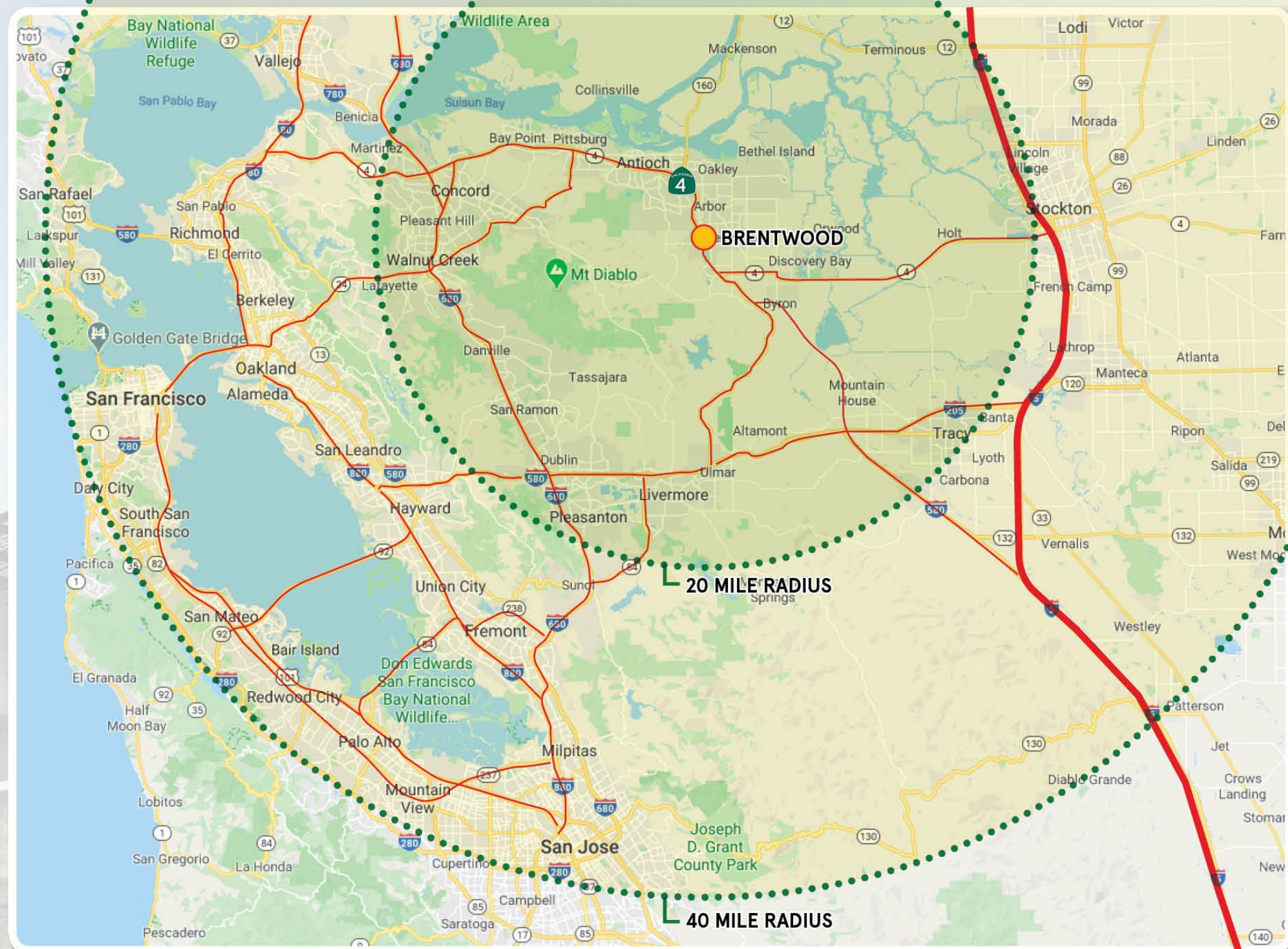
- Walkable districts that provide a high quality of life are desirable to employers
- Entertainment, dining, parks, housing, services and cultural attractions can help offset disadvantages
- Housing choice, from entry level to executive within walking distance increases appeal
- Public space design should appeal to a broad spectrum - young, old, families, etc.
- Landmark features make a one-of-a-kind experience
- A strong physical district identity can enhance the address and appeal



The site that delivers a better way to work and live, WINS

Mueller Aldrich Street District is an example of a Next Gen. Mixed-Use District with Office uses

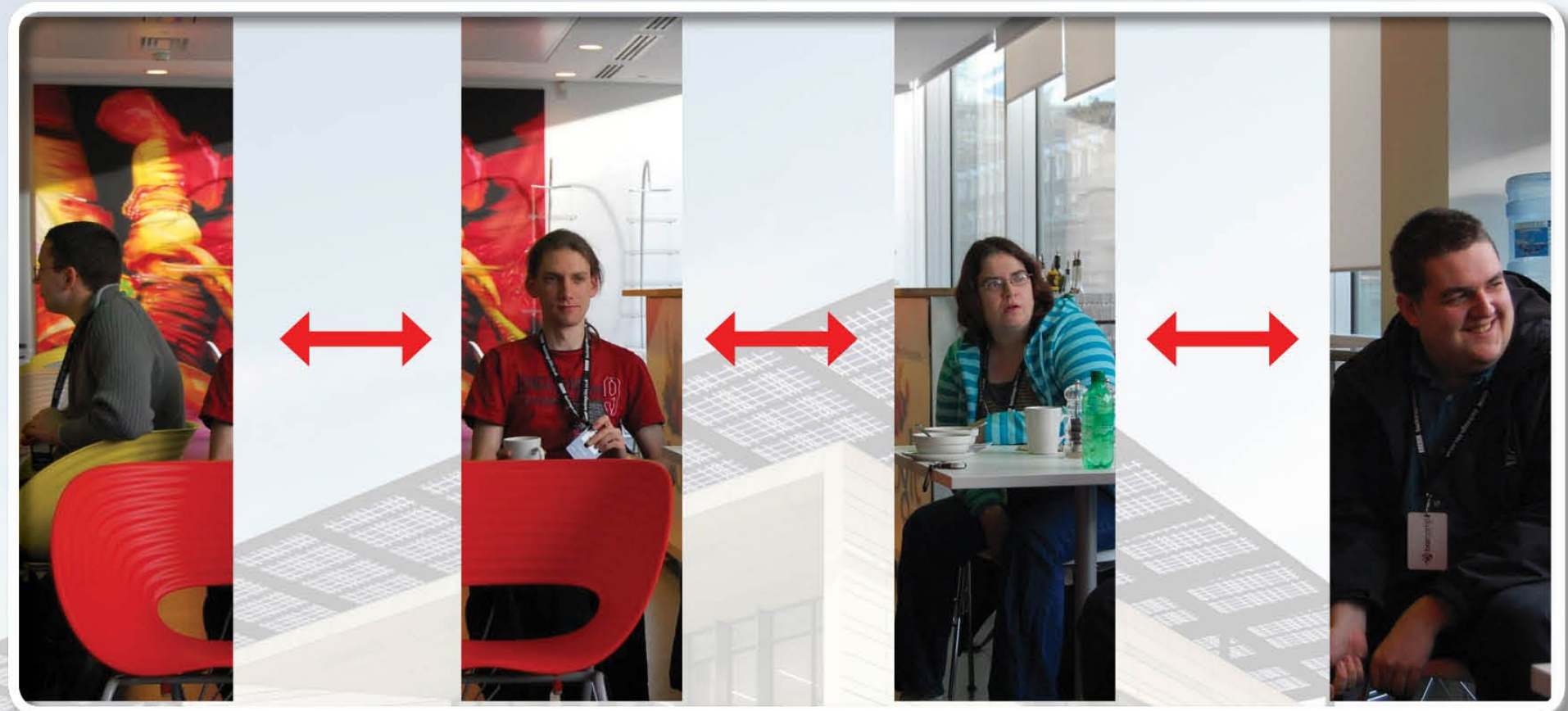
- Regional offices can locate to areas with lower costs and closer proximity to the workforce
- Employers can lower overhead by downsizing offices in larger cities
- Regional locations often offer more flexible terms allowing companies to up-size or downsize with less risk
- Improved work/life balance for employees increases productivity
- Regional satellite offices can support local economies



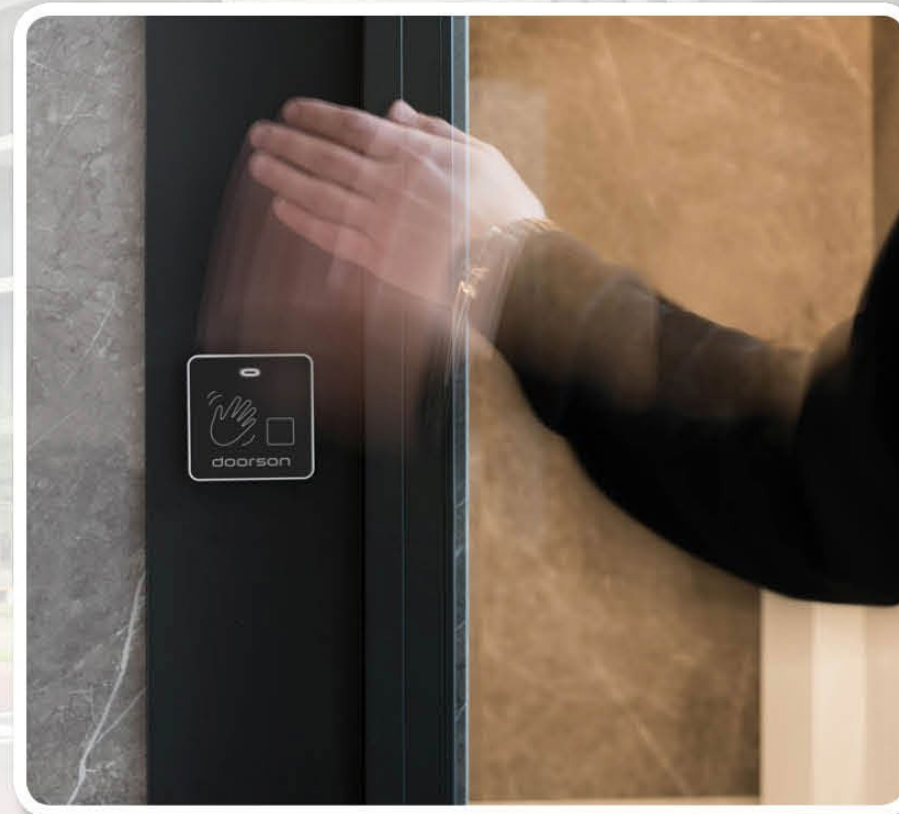
Google maps

Brentwood is far enough from city centers such as San Francisco to enjoy drastically lower rents, but close enough for the occasional trip into the Office hub / head quarters

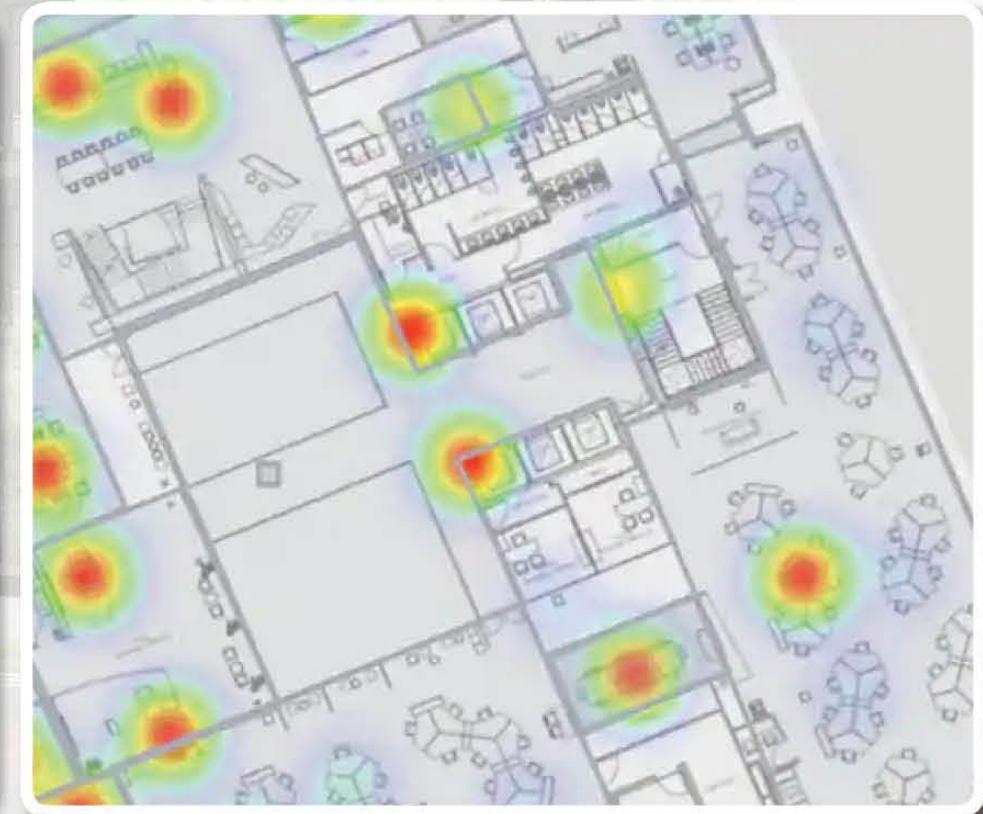
- Design & policy must overcome Fear of contagion
- Wellness is both community and not getting sick
- Employ low cost technology where possible to reduce touch points
- Spreading out – increase physical proximity for work stations
- Dynamic scheduling to lower office density
- Personal transit preferences (car vs. transit)
- Sanitary Protocols – design for frequent cleaning



Managing the fear of contagion with the need to collaborate



Touchless system by Doorson



Open Blue by Johnson Controls - Heat Mapping and Contact Tracing

Enhance:

- **Connectivity**
- **Walkability**
- **Choice of transit**
- **Existing Assets**
- **Access to Rec.**
- **HWY 4 visibility**



Work Topics:

- What about Brentwood would make it a great place to work?
- What makes an ideal workplace? Why?
- How important is commute vs. other considerations (pay, position etc.) in choosing a job?

Place Making:

- What east-bay cities or places do you enjoy outside Brentwood, why?
- What makes Brentwood different?
- What makes Brentwood's parks and plazas successful?

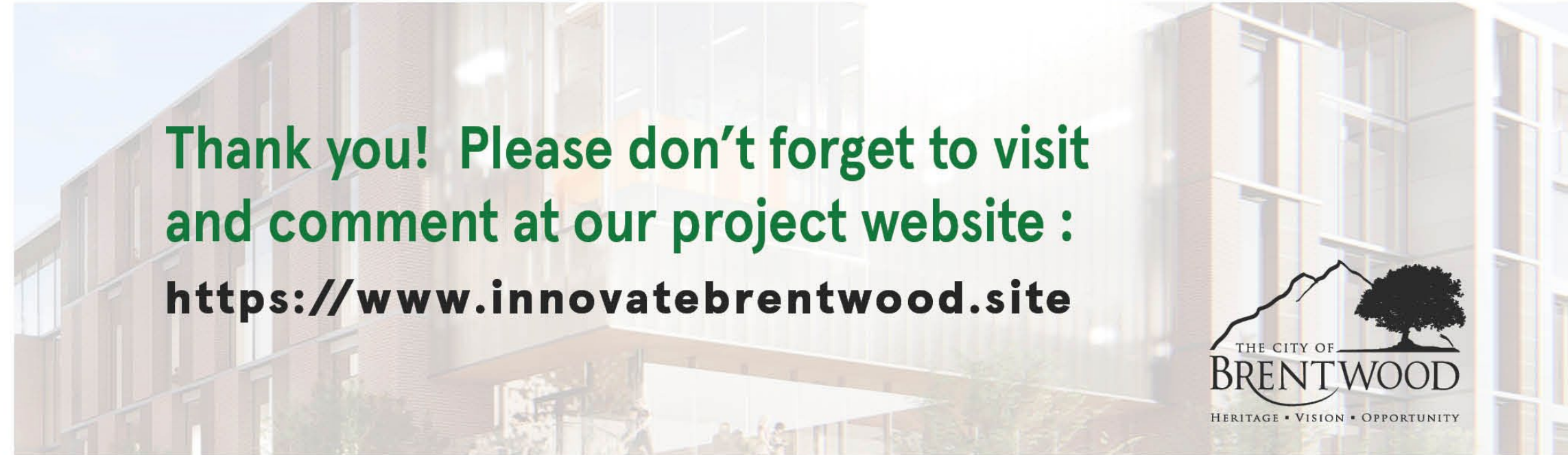
Transportation:

- How friendly is Brentwood to bikes and pedestrians?
- How transit friendly is Brentwood? Ebart?

Next Steps:

- Late November** Virtual Town Hall # 2: Initial planning concepts
- Early December** Special City Council Workshop #1: Report public outreach findings, initial district plan concepts and market / labor reports
- Late January** Virtual Town Hall # 3: Focus site master plans
- Early February** Final Council Meeting: Present final master plans for framework and catalyst sites
- Mid March** Marketing Plans and Specific Plan recommendations:
- Late March** City to Commence Marketing Outreach





**Thank you! Please don't forget to visit
and comment at our project website :
<https://www.innovatebrentwood.site>**

