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# Brentwood's vision for the future

By Paul Eldredge, P.E.

City Manager

**T**hank you for taking a moment to learn about the City of Brentwood. We have an aggressive vision for the economic future of our city, and we want your business to be part of it.

Brentwood has consistently ranked as one of California's fastest-growing cities during the past 20 years, and it is not hard to see why. Brentwood has an excellent location – with strategic access to the Bay Area, Central Valley, Tri-Valley, and Sacramento Delta regions – and it offers some of the best amenities in the region, from outdoor recreation, to wineries and golf courses, to public schools, to charming neighborhoods and high-end shopping.

Businesses value Brentwood for the same reason – they want an alternative location that provides access to all the resources and amenities that the Bay Area has to offer... yet is affordable and is set apart in a scenic location.

For this reason, Brentwood has become a magnet for entrepreneurs, new business ventures, and small- to mid-sized companies that have rapid expansion needs.

The next 20 years will see exciting business growth in Brentwood. We have an aggressive, long-term economic development strategy, and business retention and attraction is a top priority for our City Council.

New freeway improvements (which are on schedule to be completed by 2013) will activate a 400-acre area for new mixed-use development. The City envisions more than 3 million square feet of new office, medical, flex, R&D, and industrial development, combined with a variety of new housing options for our growing workforce.

One of the most exciting development opportunities in Brentwood is linked to the two Federal research facilities – Lawrence Livermore National Lab and Sandia National Lab – that are located 25 minutes south of Brentwood. Brentwood has established close relations with the national labs and is a member of i-GATE, which is a regional partnership designed to promote tech-oriented business growth connected with the labs.



**As a result of Brentwood's strong finances, we are in a unique position to consider economic partnerships to facilitate new development.**

and have not reduced level of services;

- Our one-stop permit center is open 45 hours per week;
  - We have maintained a 30% operating budget reserve; and
  - A recent Grand Jury report singled out Brentwood as a model city for financial management.
- As a result of Brentwood's strong finances, we are in a unique position to consider economic partnerships to facilitate new development.

We are also proud of our fast response time and excellent customer service in shepherding businesses through the permit process. Our goal is to work in partnership with every business that comes to Brentwood, to assist them in meeting their business goals, to help them open on schedule and within budget, and to give them an outstanding customer service experience.

We hope you will give us the chance to show you the advantages of doing business in Brentwood. Contact information for myself and the rest of our economic development team is available in this publication, and at our website: [www.businessinbrentwood.com](http://www.businessinbrentwood.com).

Thank very much, and we look forward to serving your business needs in Brentwood!

Visit us at [www.BUSINESSINBRENTWOOD.com](http://www.BUSINESSINBRENTWOOD.com)

## Brentwood Welcomes Your Business

**B**rentwood is the #1 fastest-growing community in the nine-county Bay Area (based on 2010 Census data), and the City has aggressive plans to expand its employment base over the next 20 years. Brentwood offers several key assets that make it a compelling alternative location for growing businesses.

### Strategic Location

Brentwood has a strategic location where four major regions come together: the Bay Area, Tri-Valley, Sacramento Delta, and Central Valley. Located on Highway 4 in East Contra Costa County, Brentwood is about 25 minutes east of Walnut Creek, 25 minutes north of Livermore, and 25 minutes northwest of Tracy.

With the recent widening of Highway 4, Brentwood easily accesses all the major cities and universities in the East Bay, yet is set apart in a relaxed, scenic location famous for its orchards, vineyards, farms, and views of Mount Diablo. Future transportation projects will improve the convenience of accessing Sacramento (to the north) and Interstate 5 (to the west). BART is currently extending service to the Antioch/Hillcrest station, just minutes from Brentwood, and is studying alternatives to extend eBART to Brentwood.

### Quality of Life

Brentwood has some of the best amenities in the region, including award-winning public schools, golf course communities and executive housing, high-end retail, outdoor recreation, and a wide variety of housing options located along beautiful streets and neighborhoods.

Brentwood maintains an authentic small town culture and neighborly vibe. In 2012, Brentwood was named a "Playful City USA" for the 5th consecutive year, in recognition of its outstanding parks and youth programs. The



City features a year-round schedule of charming family events, from the Arts, Wine & Jazz Festival to Hometown Halloween to the Holiday Parade.

Brentwood is famous for its family-owned farms – and the local peaches, cherries, figs, corn, and other specialty crops are highly sought after by some of the leading chefs in Northern California. Each year, about 150,000 visitors come from San Francisco, San Jose, and throughout Northern California to pick fresh fruit and sample Brentwood's foody-farm culture. In addition, Brentwood is gaining stature as a wine-growing region, and has up-and-coming wineries located just minutes from Downtown.

### People

Brentwood has 52,202 residents, with an average age of 33.5 and median household income of \$97,292. About 65% of adults are college educated. The local workforce includes entrepreneurs, engineers, and workers specially trained in key industries from food services to health care to educational services. The community is served by Los Medanos Community College, which has a close partnership with the city and local businesses.

### Business-Friendly Government

Brentwood is proud of its demonstrated track record in approving new developments and new businesses with speed, responsiveness, and professionalism. The city's fees and taxes are very reasonable – for example, its business taxes are 80% lower than some of the neighboring cities in the region. City staff works closely with the local business community and offer several key services to assist existing and potential new businesses.

Brentwood is fiscally conservative, and has a very strong financial position. It is well-positioned to consider economic partnerships with new businesses.

### Exciting New Developments

Economic Development continues to be one of the very top priorities for Brentwood's City Council. Recent highlights include the \$60 million investment in downtown revitalization, the Streets of Brentwood and other major shopping centers, and Sunset Industrial Complex and other office and industrial developments. In the next five years, Brentwood looks forward to several exciting new mixed-use developments along Highway 4, including medical office, retail, higher education, and flex/industrial projects. Despite the economic downturn and other challenges, Brentwood has positioned itself for robust and stable economic growth in the coming years.



The Downtown Holiday Parade.



The redesigned city park includes a children's water play feature.

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## Downtown Brentwood Revitalized with \$60 Million Investment

**O**n May 19, 2012, Brentwood officials celebrated the completion of one of the most aggressive downtown revitalization projects in the entire Bay Area.

Downtown Brentwood is the region's only true authentic, historic, culturally active downtown, with over 75,000 square feet of fine dining, eclectic boutiques, and entertainment. The downtown also features a year-round schedule of fun activities and events, from the annual Art, Wine & Jazz Festival, to the summer concert series in City Park, to the award-winning weekly Farmers' Market.

"The Civic Center will serve the entire community for decades to come. It is an architectural icon that will play an important role in the continued revitalization of the downtown," said City Manager Paul Eldredge. "We are proud to report that the buildings were completed on schedule and within budget."

The Civic Center complex features Spanish-style architecture with arches and large windows that make use of daylight, requiring less electricity. The building is currently a candidate to receive LEED (Leadership in Energy and Environmental Design) certification. LEED certification provides independent, third-party verification that the building was designed and built to achieve high performance in key areas of human and environmental health including sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.



A detail of the Civic Center Plaza fountain.

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The Civic Center has brought all City Hall and Community Center employees back to Downtown Brentwood and under the same roof. This makes it easier for companies and residents to conduct their business quickly and efficiently.

In addition to housing all city staff, City Hall houses the new council chambers with seating for 114 people, and the permit center. The state-of-the-art permit center allows for improved service and is now open Monday through Friday, 45 hours per week.

The Parks and Recreation Department is housed in the Community Center where classes and events are also held. Registrations are taken at the reception desk on the first floor. The Community Center is conveniently connected to City Hall and the Parking Structure via a covered outdoor walkway. The Community Center features a state-of-the-art kitchen, banquet hall, arts and crafts room, and multi-purpose rooms that can be used



The Brentwood Civic Center building.

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for exercise classes and meeting rooms. All of these rooms can be rented for business and social events.

In front of the Civic Center complex is the original city park, which has been redesigned to include a children's water play feature next to the play equipment. An outdoor performance area has been added, including a built-in sound and lighting system. Boasting 82 new trees, barbecues and picnic tables, the 2.7-acre park offers something for all residents. Looking to the future, the park and city offices feature free Wi-Fi. Remembering the past, Civic Center Plaza features a "History Walk" highlighting significant moments in Brentwood's rich history.

### Sprucing up:

The City of Brentwood is coordinating a comprehensive strategy to revitalize downtown that includes more than \$60 million in new construction. Highlights include:

- The new 60,000-square-foot City Hall.
- A 32,000-square-foot state-of-the-art Community Center.
- A 280-stall public parking garage.
- More than two acres of open space, including the newly refurbished City Park, Civic Plaza and Fountain.
- New sidewalks and streetscape improvements.
- Public art.
- A gateway monument.
- City-wide directional signs to guide visitors to the Downtown.

## College Campus to Join Upscale Housing and Retail in Planned Community

**B**rentwood's "Trilogy at the Vineyards" development has been selected as the site for the new 17-acre campus of Los Medanos College.

"LMC's new campus will serve as a regional center for higher education," said Dr. Helen Benjamin, Chancellor of the Contra Costa Community College District. "We are excited about our ongoing partnership with the City of Brentwood in preparing a competitive, highly trained workforce needed by local businesses in the health care, science, and tech-oriented industries."

The new campus will accommodate 5,000 students and will serve the entire East Contra Costa region. Approximately 84,000 square feet of classrooms will be built in one or two phases depending upon funding. The Community College District has already purchased the land for development, and construction is envisioned to break ground within the next few years.

Los Medanos College is the latest in a series of successes for the Vineyards – an upscale master-planned community being built by Shea Homes. The 1,100-unit community has a uniquely scenic location, set among Tuscan-style vineyards and orchards with views of nearby Mount Diablo.

At the center of the development stands Club Los Meganos, a state-of-the-art clubhouse that serves Vineyards residents. Club Los Meganos features a gourmet restaurant, library, fitness center, pool, bocce ball court, world class spa and concierge. The test

kitchen in the clubhouse is home to classes on cooking, wine and food pairing, and olive oil making. Club Los Meganos has also become a popular site for business conferences, concerts, weddings, and private events.

In addition to the residential and college development happening at the Vineyards, there are several adjacent parcels that are being planned for future retail commercial development. The development is also adjacent to the newest State Park in the California State Park system, which includes the historic residence of John Marsh, the first American settler of the region.

Of the 1,100 homes approved for development, almost 250 homes have been built to date. Buyers are able to select custom designed homes ranging from 1,700 to 3,000 square feet. Home sales at the Vineyards have increased about 15% per year for four straight years, bucking national trends.

According to Dan O'Brien, Area President for Shea, "Buyers are realizing that our current economy is the 'new normal.' They are getting off the fence, realizing that it's an excellent time to buy. They are tired of trying to 'time' the market."

Shea realizes that the 55+ market of today's baby boomers want to reinvent themselves and start a new chapter in their lives. Because of this, education and learning new skills is a large part of their community offerings.

Because of their focus on continuing edu-



The Vineyards is a master-planned community set among Tuscan-style vineyards and orchards with views of nearby Mount Diablo. It also will soon be home to the new campus of Los Medanos College.

cation, Trilogy at the Vineyards was happy to be included in discussions about building a satellite campus for Los Medanos Community College near their development.

Since 2001, Los Medanos College has had a presence in Brentwood. But the current facility can accommodate only 2,400 students, and is badly in need of expansion and modern academic and lab facilities. The new campus will provide state-of-the-art facilities and both the physical facilities and curricula are being designed with input from the local business community.

"We are happy Los Medanos is not only

part of our community, but is expanding in Brentwood," said Brentwood's City Manager Paul Eldredge. "We have a great relationship with them and know that they are a key partner to help us expand our workforce in the areas of science, healthcare and technology."

While the college was not part of Trilogy's original master plan, Trilogy is thrilled they will be added to the area. "We're already using it to market to our buyers," states O'Brien. "It's in keeping with our philosophy that baby boomers want to reinvent themselves in this stage of life, and education tends to be part of this process."



Highway 4 is being widened with new interchanges for Brentwood.

## Transportation Projects Improve Regional Access

**O**ver the next four years, several important transportation projects will be completed that will greatly enhance Brentwood's links to nearby employment centers. These transportation links will allow Brentwood to take full advantage – for the first time ever – of its strategic location and its ability to access four regional trade areas: the Bay Area, Tri-Valley, Sacramento Delta, and Central Valley.

To the west of Brentwood, California State Route 4 (SR 4) is being widened from four to eight lanes. As a result, the off-peak drive time between Walnut Creek and Brentwood will be reduced to as little as 25 minutes. Also, construction is starting on a new interchange at Sand Creek Road this year and will be completed in 2014, providing improved access to businesses along SR 4 in Brentwood.

In addition, BART is currently building the extension of eBART to the Hillcrest Station, located about 10 minutes northwest of Brentwood. When the station is completed in 2016, Brentwood businesses and residents will be able to easily access the entire BART system. BART is also pursuing plans to further extend eBART to central Brentwood, although those plans are still at the conceptual stage.

To the south, Vasco Road has been improved to shorten the drive time between Brentwood and Livermore to about 25 minutes. This allows Brentwood businesses to have convenient access to I-580 and the entire Tri-Valley region.

To the north, California Route 160 is being improved, which will greatly improve Brentwood's convenient access to Sacramento and the Delta Region. Construction is planned to start in 2014 and be completed in early 2016.

While all of the above-mentioned projects are either completed or set to be complete in the next four years, there are additional transportation improvements that are envisioned for the future. The City is in discussions with the Contra Costa Transportation Authority, City of Tracy, and other agencies to move forward with plans for California Route 239, also known as "Tri-Link," which is a new highway that will improve Brentwood's access to I-5 and I-205.

**BART is building the extension of eBART to the Hillcrest Station, about 10 minutes northwest of Brentwood. When the station is completed in 2016, Brentwood businesses and residents will be able to easily access the entire BART system.**

# Advanced Manufacturing and Clean Tech Thrive in Brentwood

**M**anufacturing was once mistakenly viewed as a shrinking industry that is inevitably leaving California. Yet several types of manufacturers are finding it profitable to return to the United States if they can find a location that meets their economic, production, and distribution needs. For a growing number of manufacturers, Brentwood has provided the right location.

“Brentwood is obviously a pro-business city,” said Don Medine, President and CEO of Tactical Command Industries. “Locating in Brentwood has allowed us to reduce expenses, grow rapidly, and greatly improve the quality of life for our employees.”

Tactical Command Industries (TCI) designs and makes high-end communications equipment for the U.S. military, private security, and police departments throughout the world. They needed a location that was convenient enough to access their clients, suppliers, and business partners, yet set apart in an area that is safe, affordable, family friendly, and conducive to R&D. In 2011 they expanded into a 14,000 square foot facility in Brentwood. They currently have 28 employees and their sales have been growing at an exponential rate.

Similarly, Braun Brush recently located its west coast operations in Brentwood. The small facility in Brentwood makes precision-designed, all-plastic brushes that are used in the automotive

industry and other industrial applications.

Hannah Nicole Vineyards is yet another business that has found success making its products in Brentwood and exporting them internationally. U.S. Congressman Jerry McNerney recently recognized Hannah Nicole Vineyards, honoring them for their achievements in selling premium wines to the overseas market.

Brentwood has also become an attractive location for companies in the solar industry and other “clean tech” industries. Rodda Electric & Solar recently purchased a 14,000 square foot building and has been rapidly expanding their business. Trinity ECMS, Inc. is another clean tech firm that has recently moved their engineering operation to Brentwood.

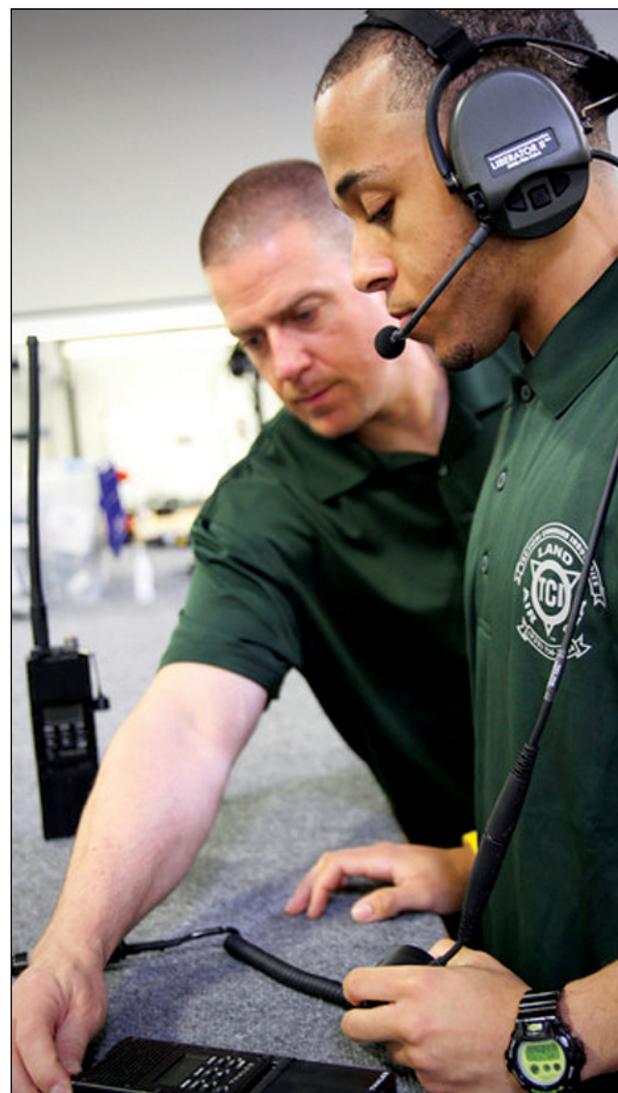
They specialize in the automation of HCAC, lighting and other building systems in order to reduce energy costs.

“Brentwood is wise to value these smaller companies with high growth potential,” said Brent Aasen of the Equus Group. “These are good companies that really hold the key to Brentwood’s economic vitality.”

The manufacturers that locate in Brentwood tend to have short production runs, customized technical products, concerns about protecting intellectual property, and/or special sensitivity to maintaining their supply chain. For a company facing those dynamics, locating in Brentwood can be an affordable and attractive real estate choice.



Brentwood wines are exported internationally.



Employees at Tactical Command Industries test some of the high-end communications gear the company designs and manufactures for military, police, and security use.



Trilogy at The Vineyards is a high-end resort retirement community that offers a new choice in living to those looking for an exciting lifestyle revolving around wellness, exploration, continued learning and close personal connections.

The award-winning lifestyle at Trilogy includes the 34,000 square-foot Club Los Meganos, with a full-scale athletic club, luxurious spa, multiple dining options, special events center, sparkling resort pool and more. Plus, every new home is a SheaXero-No Electric Bill Home™ complete with solar, at no extra cost. It's true. Our homes have no electric bill, at no extra cost, no kidding. Trilogy saves you thousands of dollars a year and gives you more value than any other builder. Come discover Brentwood's hidden jewel at Trilogy.

TrilogyLife.com/vineyards

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# Health Care, Medical Device Firms Feel at Home

**B**rentwood is emerging as a regional location for health care and medical related businesses. Sutter Health and John Muir Health have both established a presence in the city, providing medical care for patients in a 10-20 mile radius. In 2000, John Muir Health began developing a 57-acre medical campus located off Highway 4 at Balfour Road. The first phase, which was completed in 2005, includes an architecturally stunning 110,000 square foot outpatient center. Today the center features 10 family practice doctors, four pediatricians, an urgent care center, and two dozen specialists from dermatologists to cardiologists. In addition, the location houses an on-site lab, medical imaging services, and an outpatient surgical center.

A full hospital, skilled nursing facility, medical office buildings, and other facilities are being considered for potential development in the future.

Medical Device firms like Freccenius and Halt Medical have also taken hold in Brentwood.

In 2005, Halt Medical chose Brentwood as the location for their manufacturing facility. Halt has developed a revolutionary device that uses Radiofrequency Ablation (RFA) to dissolve uterine fibroids. Halt's procedure avoids the need for a hysterectomy, and allows women to go home the same day, offering a much quicker recovery time.

Halt selected Brentwood based on its highly skilled workforce in the fields of engineering and life sciences. Rick Spero, Halt's VP of Engineering states, "We realized that a large pool of highly educated and skilled talent was commuting from the Central Valley and East County into the Bay Area. We reasoned that we could be competitive in

The first phase of John Muir Health's 57-acre medical campus includes a 110,000 square-foot outpatient center.



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attracting the right staff if our offices were located closer to the homes of these employees." Because of this, employees enjoy shorter commutes and a better quality of life. The company is contributing to a more "green" planet by keeping employees off the freeways.

According to Robert Skidmore, Halt's VP of Operations and Manufacturing, "Both the City of Brentwood staff and the City Council were happy to help us locate there. They shepherded us through the process, making it easy." The

John Muir's Executive Director, Jacqueline Hanel, is a 20-year Brentwood resident and passionate advocate for businesses locating in Brentwood. "Everything is here in Brentwood," she states. "We have one of the best school districts in California, great shopping and dining and now world-class medical care. Affordable housing, and leisure activities like boating on the Delta, and wine tasting at Hannah Nicole winery are all reasons your employees will be happy in Brentwood."

housing in Brentwood is affordable and also offers a variety from mid- to high-end options, important when attracting higher level staff.

The company started with 1,500 square feet of space, including a clean room for their manufacturing needs. They have grown exponentially, and were able to expand to their current 12,100 square feet in the same building.

While their product is still undergoing FDA trials, Halt has big plans for the future. Once approval is received, they will become an international company, with plans to do business in the UK, Germany and Canada.

Meanwhile, other businesses in the fields of health care, medical device manufacturing, and life sciences are considering new office construction in Brentwood.

## Approved and Ready for Development

### Parcels in key locations offer exceptional opportunities

**B**rentwood has several large opportunity sites that are pre-designated for office, industrial, and commercial uses. These sites already have the majority of core infrastructure stubbed to or within the immediate vicinity of these properties – thus allowing the capability for rapid construction. More than 500 acres is available in key sites along Highway 4 and major arterials.

#### Large, Affordable Parcels in Key Locations

One exciting opportunity is centered along Highway 4 between Lone Tree Way and Sand Creek Road. This area has approximately 410 acres of development-ready land, with direct highway access and visibility, and is adjacent to two existing regional shopping centers, two golf courses, and high end housing communities.

"We're very excited about the possibilities of this area for office and mixed-use development," said local developer and property owner Paul Martin.

The City envisions this area developing with more than 3 million square feet of new office, medical, flex, R&D, and industrial development, combined with a variety of new housing options.

Other opportunity sites include the 62-acre Sciortino Ranch parcel at the key intersection of Brentwood Boulevard and Sand Creek Road and the 85 acres of land available at the junction of Highway 4 and Balfour Road. Both of these sites are adjacent to existing retail and housing, and they are also close to existing office uses.

All of these sites offer exceptional opportunities for mixed-use development, with the ability to easily access all major cities and markets from San Jose to San Francisco to Sacramento – at significantly more afford-

able prices than elsewhere in the Bay Area.

#### i-GATE and the Livermore Valley Open Campus

Brentwood's opportunity sites are uniquely situated to take advantage of one of the most exciting new developments in the East Bay: the Livermore Valley Open Campus (LVOC). The LVOC is a 110-acre research and development campus that is being developed by two national research facilities that are located 25 minutes south of Brentwood: Lawrence Livermore National Laboratory and Sandia National Laboratory.

These two labs have pioneered advanced technologies in clean energy, high performance computing, transportation, and other fields – and many of these new technologies have exciting commercial applications.

The LVOC will allow companies and universities to establish a presence directly adjacent to the labs, yet outside the security gates. This will allow a new level of collaboration and technology transfer. The business activities that start at LVOC will catalyze new business ventures throughout the East Bay region.

For this reason, the City of Brentwood has built strong relationships with the two labs. In addition, the City is an active member of i-GATE, which is a regional partnership that is intended to take advantage of economic development opportunities coming out of the LVOC and the two national labs.

As a member of i-GATE, Brentwood collaborates with Livermore, Pleasanton, Davis, Dublin, Fremont, and

several other cities, private industries, universities, and other partners. i-GATE gives Brentwood the opportunity to host events and seminars that are designed to foster a community of tech entrepreneurs in the region. Brentwood also has the opportunity to collaborate with the other i-GATE partners on joint marketing and business attraction efforts for the region.

#### Exciting Visions for the Future

Brentwood's opportunity sites also benefit from a comprehensive economic development strategy that the City has developed in order to position its sites for rapid development. As part of this strategy, the City conducted an economic analysis to determine which industries are best suited for the opportunity sites, given current and emerging market conditions. Some of the target industries include: health care, industrial biotechnology, medical device manufacturing, solar and other "cleantech" industries, educational, professional and business services, and advanced manufacturing.

The City has also worked with local property owners to develop "Planned Development Zones" to define the vision and zoning for each area. As the economy continues to recover and market conditions evolve, the City will continue to work with local property owners and other stakeholders to further refine the plans and zoning regulations for these opportunity sites.

The City is also partnering with several economic development initiatives in order to help market these sites and to connect with potential developers, tenants, and industry representatives. In addition to i-GATE, the City is also working with the East Bay EDA, Team California, and other regional organizations.



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Existing office parks are located next to development-ready sites.



# Brentwood Offers Unsurpassed Quality of Life



Hannah Nicole Vineyards

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**B**rentwood offers a lifestyle close to nature and family. From its award-winning parks and recreation programs to its charming, friendly neighborhoods, Brentwood is recognized throughout California as having an unsurpassed quality of life.

## Award-Winning Parks & Recreation Programs

Brentwood has been designated a “Playful City USA” – for the 5th year in a row – which is a special award given to cities with the most highly-rated parks and recreation programs in the nation. Brentwood was one of only 24 cities in California to receive this designation.

Now in its 11th year, Brentwood’s Family Aquatic Complex has received numerous awards, including the “Gold International Aquatic Safety Award” from Ellis & Associates for its outstanding safety standards and programs. The aquatic staff is committed to “professional excellence” and to the desire to “make a difference” for those who frequent the Brentwood Family Aquatic Complex.



Brentwood Parks and Recreation offers many family activities.

In 2010, Brentwood became a Healthy Eating Active Living (HEAL) city, as part of a statewide campaign to reduce local obesity and physical inactivity rates and related costs. Brentwood adopted a comprehensive Wellness policy in 2007, and has been one of the leading cities in acknowledging that the “environment” is a key factor in fighting obesity and inactivity.

Brentwood has also been deemed a “Tree City USA Community” – which is an award sponsored by the Arbor Day Foundation in cooperation with the U.S. Forest Service and the National Association of State Foresters.

## A Lifestyle Close to Nature & Family

Brentwood is surrounded on all sides by unique opportunities to enjoy the outdoors. The City’s symbol comes from Mount Diablo, the scenic icon of the East Bay, which lies immediately to the west and offers a wide variety of popular trails and campgrounds.

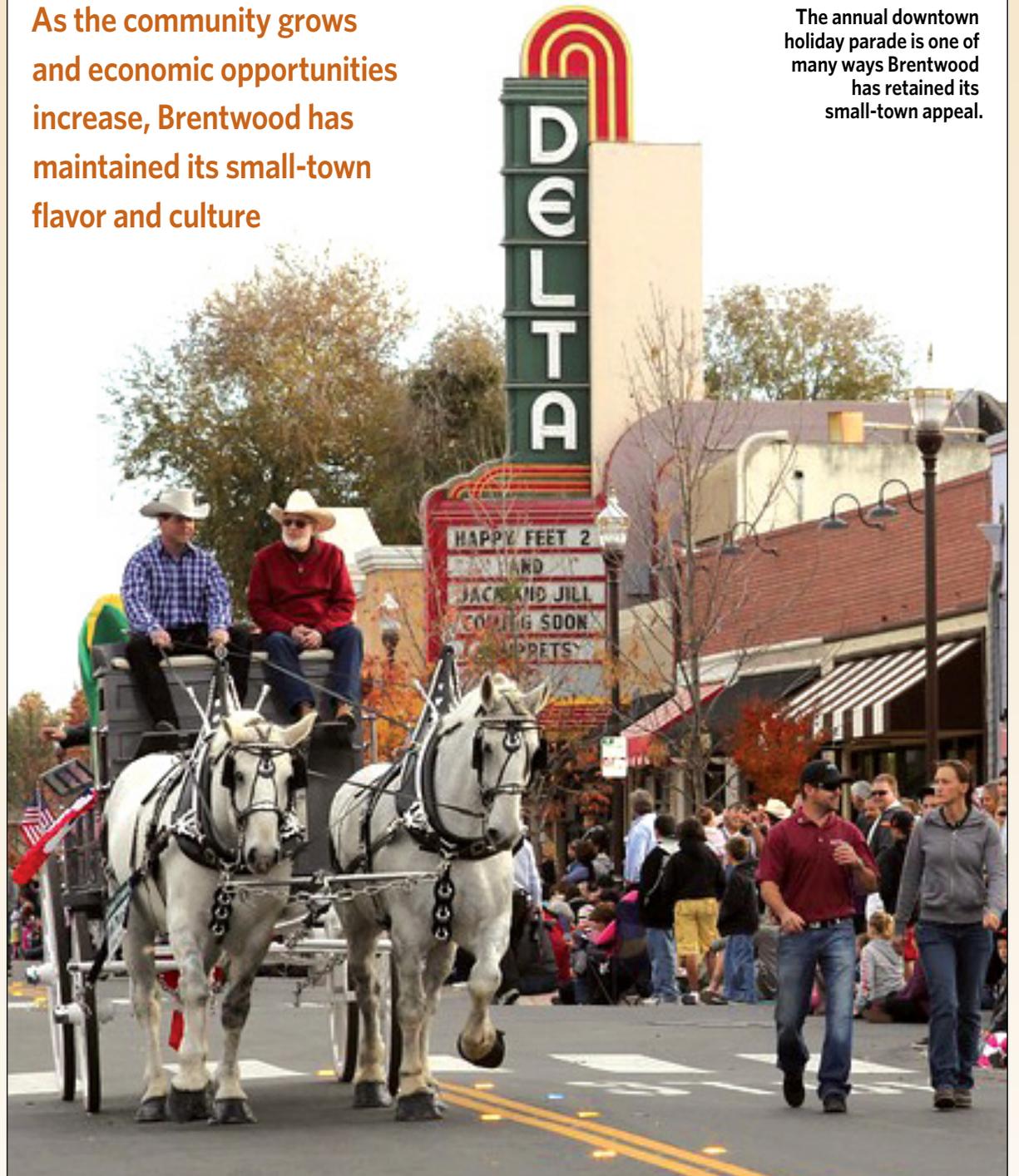
Marsh Creek and other scenic creeks meander through Brentwood, providing unique opportunities for mountain-biking, jogging, birding, strolling with the family, and other outdoor activities. The City is actively involved in several efforts to clean, restore, and promote the creeks – which extend from Mount Diablo to the Sacramento Delta.

The Delta itself is a breathtaking natural treasure, offering miles of scenic shoreline, fishing, camping, boating, and other recreational activities. The Delta also contains a collection of historic towns, cultural events, and environmentally rich marshland that draw visitors every year.

Other outdoor venues include: two regional-serving golf courses, Brentwood’s scenic farming area, and the newest State Park in the California State Park system, which includes the historic John Marsh House.

As the community grows and economic opportunities increase, Brentwood has maintained its small-town flavor and culture

The annual downtown holiday parade is one of many ways Brentwood has retained its small-town appeal.



Farmers' Markets reflect the abundance of local agriculture.

## Highly Ranked Public Schools

Brentwood is known for its highly motivated and very capable teachers who are all trained with the same reading and math curriculum. This consistency of the academic core program throughout the district allows for deep professional development. The district prides itself on the quality of instruction in the classroom and builds from there in meeting the needs of the “whole child.” From kindergarten through second grade, there is a strong focus on literacy and fundamental academics, which set the stage for more individual learning in higher grades.

The district is making a large investment in technology with a pilot program of Mobile Learning Devices (iPads, etc.) to support and motivate the learning process. The vision around this initiative is to equip all students in grades 4-8 with a MLD in the near future. It is this adherence to traditional, research-based instruction with an eye to the future that makes the Brentwood Union School District a model for our California public school system.

Lone Tree Plaza



Brentwood is home to eclectic, independent boutiques and restaurants, in addition to dozens of well-known national chains

# A Premier Destination for Fine Dining and Retail

## Brentwood's retail-friendly demographics

Average age:

**33**

Average household income:

**\$97,292**

College educated:

**65%**

## Convenient location,

central to the entire region.

## Friendly,

relaxed atmosphere.

## Picturesque,

beautiful location.

Companies that locate in Brentwood can expect to enjoy some of the finest shopping and dining in the East Bay. With more than 1.2 million square feet of retail built within the past 10 years, Brentwood is fast becoming one of the most popular upscale retail destinations in the East Bay Area.

"Brentwood commands the best location, best demographics, and the highest-quality shopping environment of any city between Walnut Creek and Sacramento," says Ed Del Baccaro, managing director at Transwestern.

Several factors account for Brentwood's retail renaissance: It is the fastest-growing city in the nine-county Bay Area (according to 2010 Census data). It has a relatively young population (average age 33) with high average income (\$97,292 per household) and high educational attainment (65% college educated). It has a convenient location central to the entire region. And it has a relaxed, friendly atmosphere in a picturesque location.

The Streets of Brentwood is a 400,000-square-foot lifestyle center that focuses on high-end women's and men's fashion, food, entertainment, and youth lifestyle. Stores include: Banana Republic, REI, Ulta Beauty, DSW Shoe Warehouse, Ann Taylor Loft, Victoria's Secret, Express, Tillys, and more than 50 other shops and boutiques.

The Streets hosts a series of popular events year round, such as the Arts, Wine & Jazz Fest and "Blues, Brews & Barbeques." The Center also boasts an IMAX theater and a variety chain and independent restaurants, including BJ's Brewhouse, Grazzi's Grille, Bangkok 101, Red Robin, Mel's Diner, and the Wishing Crab.

Lone Tree Plaza is another regional retail center in Brentwood, anchored by Kohl's Department Store, Trader Joe's, Home Depot, Sportsmart, Pete's Coffee, Chipotle, and many other stores.

Brentwood is also served by several other shopping centers, which offer dozens more stores, including: Best Buy, T.J. Maxx, Home Goods,



Ross, Claire's Boutique, Safeway, Raley's, and Party City. In 2012 alone, Brentwood welcomed additional new food and retail uses, including: Buffalo Wild Wings, Fresh & Easy, Charming Charlie, Payless ShoeSource, Five Guys Burgers & Fries, and several stores and restaurants.

But in addition to the national chains, Brentwood is a place where eclectic, independent boutiques and restaurants are a big part of the lifestyle.

Family-run wineries lie just minutes from the downtown, offering tastings and events. Shadow Lakes and Deer Ridge Golf Courses offer some of the most popular golfing in the region. Brentwood Bicycles, Panache Boutique, and other family-run stores offer individualized service. Vic Stewart's Steakhouse, Melo's Pizza, Pho Vietnam, La Costa, Sweeny's, Capp's, and MJ's Diner draw devoted customers from across the region to enjoy their food – and they have become friendly meeting places where you can expect to say hi to someone you know in town.

So while Brentwood continues to be one of the fastest-growing retail centers in the East Bay, it has also maintained its distinctive small-town flavor and culture.



Above: The Streets of Brentwood lifestyle center includes many nationally recognized chains.

Above left: Crowds gather on a sunny day for an outdoor concert at the center.

Below: The Streets of Brentwood Plaza.



# Award-Winning Schools Draw Residents and Businesses

The excellent public schools in Brentwood not only add to the quality of life, but are a draw for families and businesses wishing to relocate to the city. The Liberty Union High School District often receives calls from prospective Brentwood residents with questions about their highly rated schools. The district has two high schools in Brentwood: Liberty High School in downtown Brentwood, and Heritage High School on the southwest side of Brentwood.

All high school students are encouraged to participate in special "school to career readiness programs," that are offered in each of the district's comprehensive high schools. Students are given a career interest test that helps them to select the most appropriate program. Each program offers course electives that help students to explore and pursue their future career goals and to position them for success in the working world.

At Heritage High School, the academies include Engineering Technology, Health and Recreation, Law/Government/Public Service, and Environmental Sciences. If a student joined the Heritage High Health and Recreation academy, they would take courses such as AP chemistry or biology, biotech, sports medicine and advanced sports medicine as their electives.

At Liberty High School, the academies include Arts and Humanities, Business and Technology, Health Careers, and Teaching and Learning Careers (TLC). The Teaching and Learning Careers Academy is a California partnership academy,

which is funded through the State of California. As part of this program, the students intern at Brentwood elementary schools and are included in a mini student teaching program.

Kandy Aldana, teacher for the Teaching and Learning Careers Academy, has had many students go on to college and the become teachers themselves. Elizabeth Cruz graduated from Liberty's TLC program, went to St. Mary's College, received her degree in English, and is now in her third year of teaching English at Heritage High School in Brentwood. Other past students have gone on to teach in South Africa, the Army and the Marine Corps.

"I am very passionate about this program. I know it makes a difference in the lives of the TLC Academy students, their mentor teachers, and the younger students who have TLC Academy interns in their classrooms. We are training future leaders and preparing them for meaningful careers through this program," states Aldana.

In addition to the academies, the district works with local colleges to ensure continuity of learning. For example, students receive college credit for many of the TLC Academy classes at Los Medanos Community College and Sonoma State.

Mary Vinciguerra, Assistant Superintendent of Educational Services for the district states, "We are pleased to offer this high level of education and training to area students and their families, preparing them for jobs of the future."

## Achievement-oriented

The school district's statistics:

- Each of the district's comprehensive high schools have been named a "California Distinguished School"
- The district's API score has the highest five year gain of all districts in Contra Costa County
- 99% of seniors pass the California High School Exit Exam (CAHSEE)
- 74% of 2011 graduates indicated they will attend a two or four year college or university

## Agricultural Heritage May Yield Exciting Business Opportunities

Brentwood is directly adjacent to about 11,000 acres of irrigated farmland with a rich history and, perhaps, and even more fascinating future.

Over the past 150 years, Brentwood's agricultural lands have attracted a long line of colorful folk heroes, pioneers, land speculators, and visionaries. By the late 1800s, Brentwood had become an important center for growing wheat. Then, starting in the 1940s, Emilio Ghiggeri planted sweet corn, which would go on to

become Brentwood's most famous crop. Today, Brentwood produces a remarkable variety of successful crops, from cherries to peaches to wine grapes.

The City of Brentwood has long viewed its "Agricultural Core" as a potential engine for economic growth.

Many industries, from food processing to biotechnology, may be enticed by the special advantages of Brentwood's agricultural lands. According to the California Department of Conservation, these lands

have some of the most fertile soil in all of California. In addition, most of the 11,000 acres of local farmland receive irrigation water from the local irrigation district that has a pre-1914 water right – i.e., a guaranteed appropriate water right that pre-dates the State Water Resources Control Boards existence and authority to regulate the States water supply. This allows much greater reliability, flexibility and affordability in using this water supply.

The City is working in partnership with local growers to explore ways to support and develop the local agriculture industry. The City has an "Agricultural Enterprise Program" that is intended to help provide funding for agricultural conservation, marketing, and key infrastructure projects (such as new irrigation, commercial kitchens, etc.) that could generate new jobs in the agriculture sector.

To date, this program has helped to preserve 988 acres of local farmland through the use of agricultural easements. The program also provides funding to help

local farmers with advertising, branding, and other marketing activities.

The City encourages and supports new agriculture-related business ventures. For example, the City's new Community Center is equipped with a large commercial kitchen that is made available to business start-ups related to the local farms. The City has also begun to reach out to several key industries that might be interested in Brentwood's agricultural resources, such as the industrial biotechnology sector.

Brentwood farms attract more than 150,000 visitors each year who come to pick fruit and sample Brentwood's farming heritage. These activities create the opportunity to build regional retail and tourism in the area – another potential source of jobs.

Thus, Brentwood's farms are a great source of pride for the community, but they may also become increasingly important as a source of new jobs and business activity.



# City Offers Dynamic Services, Incentives for Business

**B**rentwood has a strong reputation as a business-friendly city that works in partnership with existing and prospective businesses.

"The city has been great to work with," said Paul Kelly of the Brentwood Chamber of Commerce. "They are very responsive and strategic in serving Brentwood's business community." In order to give local companies a competitive edge, Brentwood offers several key services and incentives:

## One-Stop Permit Center

Customer service is the priority that guides and shapes all city operations. The new Civic Center features a state-of-the-art permit center that is fully staffed and open 45 hours per week. City staff work collaboratively to get businesses through the permit process as fast as possible, and to provide accurate information and sensible resolutions to any issues that are encountered during the approval process. The City continues to implement new programs to expedite the permit process, such as electronic plan review, coordination with other permitting agencies, and the streamlining of regulations.

## Analysis

City staff analyze economic and real estate issues at the local and regional level, including: demographics, retail sales, employment data, construction activity, lease & vacancy rates, and other trends – and this analysis is made available for free to local businesses, to assist with their planning, marketing, and business decisions.

## Business Support Services

The City has a dynamic economic development team that is ready to assist businesses during the planning, permitting, construction, and opening of a new or existing business. They also serve as an informational resource to small businesses, providing free consultation services as well as site location information, information on City policies and projects, and other data.

## Financial Support Services

The City partners with local lenders to address the financing needs of local businesses, and offers a series of seminars and programs to link local businesses with State and Federal programs that provide financial assistance.

## Marketing Assistance

The City offers grants to local businesses to help fund advertising, local events, and

**Brentwood's economic development team is ready to assist businesses during planning, permitting and construction.**

other marketing activities to help draw shoppers and visitors to Brentwood and to strengthen the local business climate.

## Support for Entrepreneurs and New Business Ventures

The City has several programs designed to foster and grow the community of local entrepreneurs in Brentwood. In particular, the City sponsors a series of seminars and networking events – working in partnership with the Contra Costa Small Business Development Center, Workforce Development Board, Community College District, and others – in order to share best practices and to assist entrepreneurs in addressing their business planning, marketing, management, and financing needs.

## Partnerships with Local Businesses

It is important for the City to maintain close, trusting relationships with local companies on an ongoing basis, not just during the permit process. The City has a program where City officials meet on-site with local businesses. This allows the City to improve communications, identify potential issues and opportunities, and to explore ways that the City can help support their long-term business goals. In addition, the City is an active participant with the Chamber of Commerce and other local business groups, and helps to support a wide range of business events and community building activities.

## Land Use & Zoning Assistance

The City has an ongoing commitment to modernizing and streamlining its land use policies, in order to set the stage for development. The City recently approved a strategic plan for the Brentwood Boulevard neighborhood, and is now beginning a comprehensive update of the City's General Plan.

## Local Preference Policy

The City's purchasing policy encourages departments to use local firms for supplies, services and equipment.

## AN ADVENTURE IN SHOPPING

Explore Brentwood and make a day of it at their premier shopping center, The Streets of Brentwood. Enjoy great shopping, a relaxing massage, watch a thrilling IMAX show or share a delicious meal at one of their nine restaurants.

What could be a better way to spend a day?



### Brentwood Economic Development Team

#### Paul Eldredge

City Manager  
(925) 516-5440  
peldredge@brentwoodca.gov

#### Casey McCann

Community Development Director  
(925) 516-5405  
cmccann@brentwoodca.gov

#### Alex Greenwood

Economic Development Manager  
(925) 516-5154  
agreenwood@brentwoodca.gov

#### Peggy Trudell

Community Development Specialist  
(925) 516-5187  
ptrudell@brentwoodca.gov

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