

CHAPTER 3 VISION



BRENTWOOD

A VISION FOR BRENTWOOD

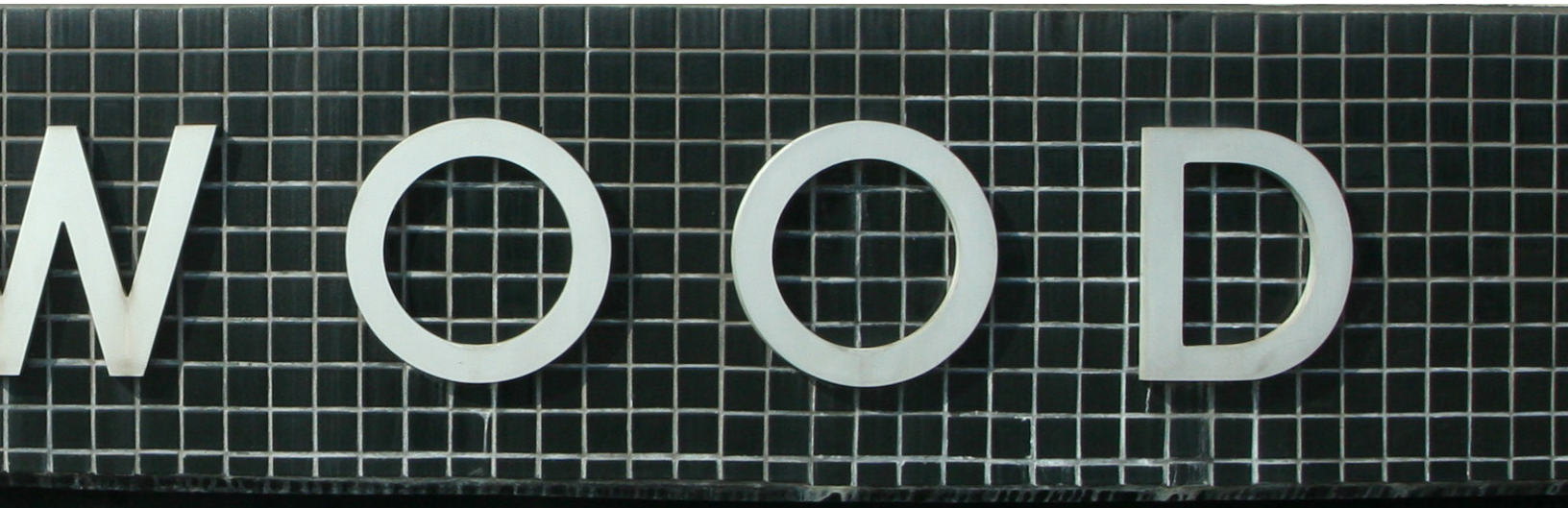
This Vision is written as a retrospective that paints a picture of how the City has evolved since the adoption of its new Comprehensive Plan, Brentwood 20/20 - Vision for the Future. It chronicles the successes, accomplishments, and achievements in Brentwood that were envisioned as part of the planning process. The Vision incorporates the main ideas and recurring themes that emerged from the visioning sessions, community workshops, interviews, and questionnaires. The Vision provides a foundation for the goals, objectives, and recommendations of the Comprehensive Plan.

IN THE YEAR 2037...

The City of Brentwood has undergone an exciting evolution over the past two decades. With the guidance of its Comprehensive Plan, numerous projects, developments, and initiatives such as creation of a charming Town Center, innovative and re-invented business park, vibrant commercial corridors, and attractive trail system, have helped shape this community. The City has increasingly become a desirable place to live and do business. Residents enjoy a high quality of life and businesses are thriving.

The City's attractive, well-lit neighborhoods and the variety of housing types allows for all of Brentwood's residents to live in the community comfortably. Since the adoption of the Comprehensive Plan, enhanced curb appeal, regulatory updates, and consistent code enforcement efforts have established a smooth transition between commercial and residential areas, and have allowed for the influx of desirable uses, such as community gardens. The City has also experienced an uptick in homeownership and attractive, well-managed rental housing, which has created a sense of pride and unification throughout the community.

Through the guidance of the Comprehensive Plan's Brentwood Corridor Subarea Plan, the Town Center has evolved into an attractive, tree-lined, charming area with various local shops, restaurants, and amenities, such as ice cream shops, pubs, and book stores. Once in the Town Center, residents can admire the beautiful architecture of buildings and landscaping, from the native, perennial landscaping in front of local businesses and City buildings, to the baskets of flowers hanging from the light poles. Mixed-use commercial, office, and residential development along Brentwood Boulevard has bolstered the local economy, expanded jobs, and established an atmosphere where residents can live, work, and play. Wayfinding signage allows people to easily navigate the area by guiding them to various trails and landmarks, such as the newly renovated and expanded Brentwood Public Library, City Hall, and the Recreation Complex. A popular gathering place in the Town Center is the plaza in front of the Recreation Complex, where community events frequently occur.



After implementing the flood mitigation strategy as recommended in the Comprehensive Plan, Manchester Road has been transformed into a gorgeous commercial corridor rich with shops, offices, and services. The pedestrian tunnel below Manchester Road now links Deer Creek Greenway Trail to Rogers Parkway which connects further to Strassner Drive. The sustainable design of new developments, landscaping, and green spaces on Manchester Road has drastically reduced any potential flooding and has created an environment where businesses can thrive.

Other commercial areas are attractive, healthy, and vibrant, and provide a range of goods, services, and activities to residents and visitors. Commercial strips are tree-lined, walkable, and well-lit. Manchester Road and Brentwood Boulevard have seen an influx of local restaurants and shops for people to enjoy, and new breweries and entertainment have created a variety of popular destinations and experiences.

Through the guidance of the Comprehensive Plan's Hanley Subarea Plan, what was once the Hanley Industrial Court is now known as the Hanley Business Park. Investment continues to grow, facilities are continuing to upgrade, meet, and in some cases exceed performance standards for noise, air, odor, and appearance. Functionally obsolete facilities have been replaced with more contemporary structures that house thriving businesses and industry. Brownfield sites are in the process of being redeveloped and are incorporating green technology and best management practices (BMPs) in their sites. Over the past two decades, industrial areas have also seen an influx in business and research park developments, which cater to innovative, high-tech businesses, which has created exciting, new job opportunities. Its transit-oriented development, access to bicycle trails

and parks, sustainable design, innovative industries, and mixed-use housing make the Hanley Business Park a highly desirable location for young professionals and people involved in the tech industry to live and work. Memorial Park has become a popular attraction for various business-related events, and the City's extensive trail system is frequently used for local 5K activities.

As residents and visitors travel throughout the City, they enjoy the versatility and accessibility with which they can navigate the area. Whether they choose to travel by personal vehicle, bicycle, public transportation, or simply walk, they can reach their destinations with relative ease. Brentwood has a complete network of sidewalks and bicycle trails that have been enhanced with pedestrian amenities, such as benches and waste/recycling receptacles, in many locations. The addition of striping, ornamental pavers, and signage to key crosswalks has created a safe, inviting, and attractive environment for people out walking, and the City has experienced an increase in bicycle ridership after expanding and improving bicycle lanes, paths, and bicycle parking. The construction of a pedestrian bridge over Brentwood Boulevard has enabled pedestrians to easily and safely access more destinations.

With the guidance of the Comprehensive Plan, the City of Brentwood has transformed into a vibrant, exciting community and innovative business hub. The installation and enhancement of attractive community gateways with signage and landscaping, aesthetically pleasing streetscapes, and architectural improvements continues to enhance Brentwood's public image. In addition, community events and coordinated investment and redevelopment has strengthened community pride.