

PROJECT STATEMENT
PROPOSED POPEYE'S CHICKEN RESTAURANT
7820 N. Brentwood Blvd.
June 2024

Commissioners and Commission Chair,

Thank you for the opportunity to present this project.

We understand the challenges presented with development in a city with such a deep-rooted history as Brentwood. Especially in an area of the City with such cultural significance as the "Gateway to Downtown". There is a delicate balance that needs to be struck, especially in an area that supports the heart of the city and the people who live and work there.

We know there is some concern about this project, and while we sympathize with the position the Planning Commission is in, striking a balance between community and development, we hope that you will consider the whole of this project and what it means for this area of Brentwood.

We present this project in the hope of becoming a contributing member of this great community, by forging a relationship with this City that will last for generations.

The evolution of this project has seen its challenges, but we know it can be something the City of Brentwood will be proud of, if given the chance.

We want to share our vision of the future for the Brentwood Boulevard development area, and that vision starts with this project. We are proposing to take a site, a parking lot, located in a shopping center that has served its community for decades, and turn it into a contributing member of the community. This is an infill project, it's not looking to set the standard for future development, it's here to show everyone what this area can, and will be, in the future. We only want to shine a light on the potential of the Brentwood Boulevard corridor, and to show other developers, who might even be paying attention to the outcome of this project, that "If Popeyes can do it, so can we." So please, when you are considering what this project brings to the table, consider that the answer to that question is, the future. Popeyes will be the catalyst that will draw in those who are looking to invest in what Brentwood Boulevard will become in the next decade.

Community is key to any successful partnership, we understand that, and through working with the City Planning Department we feel we have created something that will draw people in, not just for the food, but as a place to congregate. As such, we have designed a substantial patio area with open space for more than just customers. This will be a public forum for those in the neighborhood to come together and enjoy what it means to be neighbors. As shown in the plans, you can see, it is our intention to provide durable, all-season furnishings, shade structures and planters, so people can be comfortable while enjoying the beautiful California weather. All of this will be located where it is easily accessible from the public sidewalk for anyone who wishes to use it.

We know that you love Brentwood, I mean who wouldn't? We are here to ask you to support us in our efforts to show our love for this magnificent city by granting us the ability to move forward with this development. Thank you for your time.

Additional points of consideration

- Economic Benefits:
 - New Jobs, this business will employ between 20 and 30 people, year-round, in both full time and part time positions, providing summer job opportunities for school age youth.
 - Contribution to the tax base within the community.
 - The revenue generated for the Landlord will provide funding, and incentive, to invest in the shopping center.
 - To this point, the Landlord has offered, in the event this project is approved, to stripe and seal the parking lot of the center, as a first step in improving the look and feel of the center as a whole.

- Community Courtyard:
 - It was never the intention for the Community Courtyard to be just an open space. The goal, through the process, was intended to develop that space into a place where people want to gather with others in the community and spend time. With that goal in mind, we are proposing the following;
 - The space is open to all within the community to use. We envision this as a place for community meetings, small gatherings for friends to share their morning coffee, a place where community groups can plan and host events, in a clean and safe environment.
 - The design of the Community Courtyard was of heavy consideration when designing the site, with pedestrian friendliness in mind, the design ensures that not only is it in a prominent position on the site, easily visible, but only a few short steps away for all to gain access.
 - Additional seating options, such as benches, will be provided to give the community a place to sit, relax, and enjoy the company of their neighbors. The style and types of seating to be provided will be durable, stylish and comfortable so as to provide the best experience possible for those who visit.
 - Enhanced Landscaping will be provided within the space. Planters with both well maintained shrubbery and flowering plant types will be provided to both break the space up, providing areas of relative privacy for those who wish to gather in smaller groups, in addition to a more open space for larger gatherings.
 - Shading will be provided with the inclusion of trees being proposed around the perimeter of the Courtyard along with the Trellis being provided, to ensure the comfort of the community year-round.

- Architectural Design:
 - The overall aesthetic of the site has been given much consideration. It is our vision to enhance the surrounding area and to become a beacon for future development in the area. To that end, additional features have been provided, such as a trellis over the Drive-Thru Lane, creating something that is absolutely unique to Brentwood.