
LAND USE ELEMENT

2.0 LAND USE ELEMENT

This Land Use Element contains four sections:

- 2.1 Introduction, Regulatory Framework, and Land Use Setting** which describes how Martinez views its Community Character, sets forth the applicable regulations and describes the existing land use setting.
- 2.2 Density and Intensity, Designations and Land Use Map** which includes an overview of density and intensity designations defines the various Land Use Designations and the applicable density and intensity for each and presents the City's Land Use (Figure 2.0).
- 2.3 Land Use Goals & Policies** which presents the guiding land use principals, broad goals and more detailed policy to guide land use decisions.

2.1 INTRODUCTION, REGULATORY FRAMEWORK, AND LAND USE SETTING

2.1.1 INTRODUCTION

The purpose of the Land Use Element of the General Plan is to establish the framework for the goals, policies, and implementation Programs that shape the physical form of Martinez over the next 20 years. In addition to addressing the intensity and distribution of land uses, the Land Use Element identifies those areas of the City where change will be encouraged and those areas where the existing land use patterns will be maintained and enhanced.

In 2008 the City began its effort to update the General Plan. The Mayor and City Council selected a 19-member task force



View of Martinez



Hillside Views. View of surrounding and distant hillsides from Alhambra Avenue.

of community members to assist in the process. The task force was comprised of residents from a variety of backgrounds and interests. The General Plan Task Force convened 22 times during the span of 2 years; these meetings were successful and provided staff with direction and information on many development issues and long range policies and goals for the future. As a result the task force, staff was able to formulate a long-range vision, discuss land use issues and delve into the question of downtown development and density.

The General Plan Task Force provided a framework and understanding of the community's desire, and during this process wrestled with a myriad of questions such as, how should our community change over the next twenty-five years to maintain and enhance the quality of life we have now? How can we maintain the charm and history of our Downtown while enhancing it as a destination and community-wide gathering place? What can we do to keep our neighborhoods desirable places to live? How can we retain the open feel of our community and our connections to open space, trails and parks? How can we keep our competitive edge as a business center? How can we build a stronger sense of community? The goals, policies, and guidelines in this Element answer these questions; and provide direction and support for future development in Martinez, while being sensitive to local concerns and celebrating the best Martinez has to offer.

2.1.2 REGULATORY FRAMEWORK

California Government Code §65302(a) requires that the Land Use element designate the proposed general distribution, general location and extent of uses of land within the City. Further, it must set standards of population density and building intensity for each of the land use designations and other territory covered by the Plan. The Land Use Element further shall identify those areas of the Plan that are subject to flooding as set forth in maps prepared by the Federal Emergency Management Agency (FEMA) or the Department of Water Resources. This information is described through text, maps, and diagrams, which establish the blueprint for future land uses and demonstrate how these uses are integrated with other General Plan elements and policies.

- **Relationship to Other General Plan Elements**

California Law requires the Land Use Element be consistent with all other Elements in the General Plan. Land Use planning dictates the proximity and relationship between different land uses, having a direct effect on the make-up and distribution of the City's housing stock, traffic and circulation, where we recreate, and availability of public amenities and how they are distributed throughout the City. Additionally, the Land Use element influences economic vitality and helps to protect development from natural disaster-induced damage and preserve Martinez's natural beauty.

- **Planning Boundaries**

Martinez is a relatively small city in central Contra Costa County that has a total area of 13.1 square miles, of which 12.1 square miles is land and 1.0 square mile is water. In addition to the City proper, state law requires that a municipality adopt a General Plan that addresses "any land outside its boundaries which in the planning agency's judgment bears relation to its planning (California Government Code §65300)." This includes Martinez's, Sphere of Influence (SOI), which encompasses both incorporated and unincorporated areas that are related to the City's current and desired land use planning and growth. Shown on the Land Use Map 1, the SOI of Martinez includes all lands within the City's jurisdiction as well as small areas within Alhambra Valley and a much larger area east of the City and north of Highway 4 that predominantly includes industrial, open space, and some residential uses.

- **Relationship of the Land Use Element to the Zoning Ordinance and Specific Plans**

The General Plan relies on Specific Plans and the Zoning Ordinance for implementation. While the Land Use element establishes a broad policy direction, the Zoning Ordinance and Specific Plans describe property-specific guidelines to aide in meeting the General Plan goals. For example, the General Plan establishes residential areas throughout the City and describes the general character designated lands are desired to have. The Zoning Ordinance further describes the physical standards (specific height limits, uses, massing, setbacks, etc.) permitted in each area aimed at developing or maintaining that area-specific character.

The Specific Plans in Martinez adopted in accordance with Government Code Section 65453 include: the Alhambra Hills Specific Plan and the Downtown Specific Plan.

The Alhambra Hills Specific Plan was adopted by the City Council in 1987 and amended in 1989. The Plan primarily addresses development standards for the Alhambra Hills The Specific Plan Area is surrounded by local collector streets in-

General Plan

cluding Alhambra Avenue on the east, Reliez Valley Road on the west, Alhambra Valley Road to the north, and Horizon Drive, Webster Drive and Benham Drive to the south encompassing approximately 594 acres. The City has considered an update.

The Downtown Specific Plan was adopted by the City Council in 2006. The Plan primarily addresses land use development policies and development standards which will guide private and public investment in the downtown business area. The Downtown Martinez Specific Plan study area covers about 220 acres and is bounded on the north by the Martinez Regional Shoreline and Martinez Waterfront Park; on the east by the Shell Refinery and a hillside residential area accessed by Miller Avenue; on the south by Susanna Street; and on the west by cemeteries, Rankin Park, Talbart and Richardson Avenue, and by Thomas Hill, the bluff to the west if Berrellesa Street.

- **The Sphere of Influence**

California Government Code §65300 requires a municipality's general plan to address "any land outside its boundaries which in the planning agency's judgment bears relation to its planning." The City has an identified Sphere of Influence, a boundary including lands around the City limits which may ultimately be provided with City services or which may be annexed.

The Sphere of Influence for the City includes all lands within the incorporated City limits, as well as additional lands just beyond the City limit line. In Martinez, the area within the City's Sphere of Influence beyond the City limits include:

The City limits and Sphere of Influence are shown in Figure 2.1 (see map at end of chapter)

The effective Planning Area boundary for the General Plan is coterminous with the City's Sphere of Influence. Policy documents from the surrounding cities and the County of Contra Costa which address areas beyond the Sphere of Influence were also considered in preparing the Martinez General Plan. Of note is the boundary for Sanitary District No. 6, which provides services to the City. The boundary for Sanitary District No. 6 includes 47 residential dwelling units (Stonehurst Subdivision) within the City limit, as well as land outside of the district

Development outside the City limits has the potential to affect Martinez neighborhoods and business districts. This is especially true in the area referred to as unincorporated Martinez, generally located to the southwest, northeast and east of the City. Many residents and businesses in these areas, that include portions of the Alhambra Valley (in the Southwest) and the Mt. View, Vine Hill and Blum Road areas (to the northeast and east) have Martinez addresses and

use Martinez services and community facilities yet they are not within the city limits. In addition, much of the land operated by Shell refinery east of Downtown is within the County's jurisdiction.

The Contra Costa County Local Agency Formation Commission (LAFCO) which is charged with reviewing proposals for annexation within Contra Costa County has designated these neighborhoods and business districts as Martinez' SOI. (The City's SOI is indicated on the Land Use Map Figure 2.0 (see map at end of chapter.) The sphere is defined by the California Government Code as the probable ultimate physical boundaries and service area of a city. Cities are empowered by the State to consider these areas and other unincorporated areas that bear relation to the city's future in their General Plans. In theory, this provides cities with a mechanism to shape the future of areas that they may consider as annexation areas.

While the largely industrial and residential areas east of the Interstate 680 Freeway are somewhat disassociated with the City proper, the Alhambra Valley and Mt. View neighborhoods are far more linked to Martinez. These areas receive City water service and school population is serviced by the Martinez Unified School District. Pursuant to current LAFCO policies for the eventual annexation of out-of-area service areas, the City recently annexed a portion of Alhambra Valley developed in the 1990s. Future annexations will be considered at an appropriate time.

One area with the potential for additional development (consistent with both the City's and County's Land Use plans for the area), is the North Pacheco corridor of Pacheco Boulevard, just west of Highway 4.

- **Local documents and organizations**

- Contra Costa County General Plan

- The City of Martinez is one of 19 incorporated cities within Contra Costa County. Contra Costa County's unincorporated lands adjoin Martinez on its eastern and western boundaries, and Pleasant Hill and Concord border Martinez on its south-eastern border.

- The Contra Costa General Plan focuses on existing land uses, objectives and goals for the County.

- Neighborhood Cities General Plans

- The Cities of Pleasant Hill and Concord are adjacent to Martinez. Due to their locations, each of these jurisdictions' General Plans is relevant to the Martinez General Plan. In particular, shared land-use related issues between Pleasant Hill



Neighboring Cities

and Martinez include shared public school acreage, fire services, water services, and open space.

Neighborhood Planning (Homeowners Associations)

The City has many homeowners associations, some of which consist of small, loose affiliations of homeowners in a particular neighborhood, while others are larger and more formal in their structure. Many of the active associations focus on maintenance of properties within their association boundaries, considering issues such as general neighborhood character, building additions, landscaping, storage of boats and vehicles, and similar issues. Other associations respond to issues as they arise within their particular neighborhood.

- **Key Land Use Regulatory Agencies**

Association of Bay Area Governments

The Association of Bay Area Governments (ABAG) was established in 1961 to protect local control, plan for the future, and promote cooperation on area wide issues. ABAG is the regional representative of the Bay Area, and its members consist of all cities and counties in the Bay Area. As such, state and federal governments have designated ABAG as the official Council of Government (COG) for the Bay Area.

Bay Area Air Quality Management District

The Bay Area Air Quality Management District (BAAQMD) regulates air quality within the greater Bay Area. Among its responsibilities are preparation and implementation of air quality regulations and plans intended to reduce air pollutants.

California Department of Transportation

The California Department of Transportation (CalTrans) is responsible for interregional transporta-



tion services, including highways, railways and associated structures. Highway 680, which runs on a north-south alignment through Martinez, is a CalTrans maintained highway. In addition State Highway 4 an east-west highway, also known as the John Muir Parkway, runs from I-80 in Hercules to I-680 near Martinez.

California Public Utilities Commission

The California Public Utilities Commission (CPUC) regulates privately owned electric, telecommunications, natural gas, water and transportation companies.

California State Lands Commission

The State Lands Commission manages all lands owned and entrusted to the State. These include the beds of many rivers, sloughs, and lakes, as well as coastline and granted lands. The Commission issues permits and leases for use of State lands. In September 2014, the City was granted all right, title and interest in the Marina and the associated landside parcels. The bill requires that the City of Martinez submit by January 1, 2020 a trust lands use plan. The Trust Land Use Plan shall describe any proposed development, preservation or other use of the property and requires the State Lands Commission approval for any amendments.

Regional Water Quality Control Board

The Regional Water Quality Control Board (RWQCB) regulates surface water pollution (wastewater discharge and stormwater runoff), dredging, and filling. RWQCB issues permits and requires monitoring for all activities that could impair the beneficial use of receiving waters.

Federal Emergency Management Agency

Federal Emergency Management Agency (FEMA), through the Federal Insurance Administration,





administers the National Flood Insurance Program (NFIP). FEMA produces Flood Insurance Rate Maps (FIRMs) for the communities participating in the NFIP, which identify flood hazard areas and restrict development in these areas.

California Department of Fish and Wildlife

The California Department of Fish and Wildlife (CDFW) is responsible for the conservation, protection and management of wildlife, native plants, and habitat of the State that are necessary to maintain biologically sustainable populations. It acts as advisor to other permitting agencies and enforces its own regulations. Permits issued to development projects by the California Department of Fish and Wildlife include Incidental Take Permits, for the taking of threatened and endangered species, and Streambed Alteration Agreements. The Department also has regulatory authority over discharges into water bodies that impact aquatic life.

U.S. Army Corps of Engineers

The U.S. Army Corps of Engineers (USACE) enforces the Clean Water Act and the Rivers and Harbors Acts. The Corps regulates the dredging or filling of the nation's navigable waters and wetlands. The Corps is the primary federal agency responsible for making wetland determinations and issuing permits for wetlands or water fill.

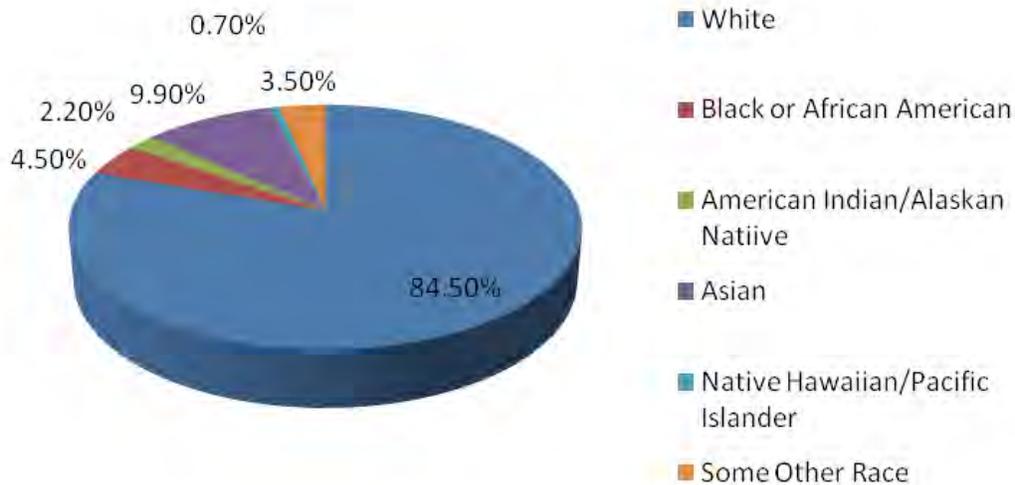
U.S. Fish and Wildlife Service

The U.S. Fish and Wildlife Service (USFWS) regulates impacts to federally-listed endangered species and their habitats. Like the California Department of Fish and Wildlife, the USFWS primarily acts as advisor to other permitting agencies, but also enforces its own regulations, including an ability to issue incidental take permits.

2.1.3 LAND USE SETTING

- **Population, Demographics, and Housing**

According to the U.S. Census Bureau, Martinez had a population of 36,392 as of July 2011 and an over-all density of 2,953 people per square mile. In January of 2012, the California Department of Finance reported that there were 14,982 households within the City, of which 9,397 (63%) were single-family detached homes, 67% of which were owner-occupied. Major economic sectors within the City include government, retail, education, medicine, and petroleum.



Over the next 25 years, Contra Costa County is expected to gain 90,000 additional households, or 13% of regional growth. It is difficult to gauge by how much Martinez’s population will increase. From 2000 to 2010 Martinez saw very little fluctuation in population; however, Martinez’s attractive landscape and increasingly-rare small town feel may prove to be popular in the future. Regardless of any changes in the number of residents, the population as a whole is expected to age considerably, echoing regional and national trends. Therefore, it is important to balance the needs of the young fam-

ilies the City hopes to attract, as well as seniors who have, in many cases, long considered Martinez home.

Additional information on housing and demographics can be found in the Housing Element.

- **Land Use Pattern**

The City's residential and commercial areas represent a wide variety of land uses, from the intermingling of residential and commercial uses Downtown, to the rich design quality and character of older neighborhoods adjacent to the Downtown, and the more prevalent twentieth-century suburban-type land use patterns separating the City's commercial centers. The City provides many advantages of urban living, while at the same time maintaining a connected feeling in its residential neighborhoods along with a distinctive Downtown. Careful planning and community involvement regarding development in the City and the surrounding area has preserved important physical features, such as ridgelines, hillsides, and natural areas, while providing for necessary services, employment, and a diversity of housing opportunities.

Although Martinez was virtually built out by the mid 1980s, the City continues to change and evolve. New businesses replace old businesses, and homes are expanded and remodeled every day. The City is dynamic; its look and feel is constantly being reshaped. The potential for change may increase in the future as the Bay Area rethinks its historic growth patterns. Today, concerns about congestion and urban sprawl are creating more pressure on older cities and suburbs to make more efficient use of land. There is a growing push to reinvest in the region's established communities. This trend will potentially have an impact on Martinez during the next few decades.

As a mature community, it is critical that Martinez thinks strategically about how and where reinvestment should occur and where it is appropriate for limited new development to take place. The overarching goal is to conserve those parts of the City that have value the way they are and to direct redevelopment to areas where land may be underutilized.

Martinez is a city of neighborhoods, corridors, and centers that are framed by surrounding open areas, hillsides, and water. Martinez was developed over a relatively long time span; as a result of this long evolution development in Martinez embodies a unique character. The rich heritage of the community, historic growth patterns related to commerce, housing demand and governance, combined with different architectural styles representative of varying eras define the community's character. Principal among these is the richness and potential

of its traditional Downtown with retail, restaurant, office, residential, and civic uses.

Martinez is comprised of several distinct areas each with their own unique character. In general these areas can be described as follows:

Downtown Core. The Downtown Core is the cultural and historic heart of Martinez. The quality of Downtown's heritage creates an historic urban fabric unparalleled in Contra Costa County. The positive image of Downtown is strongly influenced by this character. The Downtown Core is an essential part of ensuring Martinez's future economic health and growth. The Downtown Core encourages a concentration of uses that generate activity during weekdays, evenings, and weekends. The retail uses in this area are intended to serve the needs of Downtown residents and employees, as well as the specialty shopping needs of city-wide residents, regional shoppers, and tourists.

Today, the Downtown includes a mix of retail, office, residential, governmental, entertainment, and visitor serving uses. The Downtown Core area includes mixed use activities that include commercial, office and second story residential along Main and Ferry Streets, and north of Ward Street. The area also includes the County Civic Center at Court Street, other existing government institutions and supporting uses, and the Intermodal Transit Station. The area between the Station and the retail core is an excellent development opportunity for retail, entertainment, office and residential uses.

Transit access and Downtown's pedestrian accessibility creates a place where people can live and work without relying heavily on automobile transportation. Outdoor gathering spaces can serve to make Downtown community-oriented. As change occurs and Downtown revitalizes, maintaining Downtown's pedestrian orientation, preserving the heritage of the community and



Downtown Martinez

historic character, and maximizing the benefits of transit accessibility is essential for continuing and enhancing the Downtown Core.

New housing is desired to add vitality to the Downtown. Increasing the residential population in the Downtown will benefit businesses by increasing the number of people living, working and recreating in the downtown. In turn, the increased market demand may encourage business owners to extend their hours of operation and expand upon commercial activities currently available.

Downtown Shoreline. The portion of the *Downtown Shoreline* north of the Railroad contains two distinct sub-areas: a) the existing residential Granger's Wharf neighborhood along Berrellesa Street and b) the Industrial uses along Embarcadero Street (such as the Bisio Property at 310-314 Embarcadero Street). The Granger's Wharf area retains its historic character from the Italian Fishing Village that existed before commercial fishing was banned along the Carquinez Straight in 1957. The established residential uses and character of Granger's Wharf should be maintained, although expansion of East Bay Regional Park District's facilities, as the access into the wetlands portion to the *Martinez Regional Shoreline* may be considered. Limited recreation oriented commercial uses may also be possible in the Granger's wharf sub area.

In contrast with Granger's Wharf, the Embarcadero Street properties have little character and have been used as service yards for various industrial purposes and may be well suited for alternate uses that better relate to the shoreline setting, such as residential and/or waterfront oriented commercial uses.

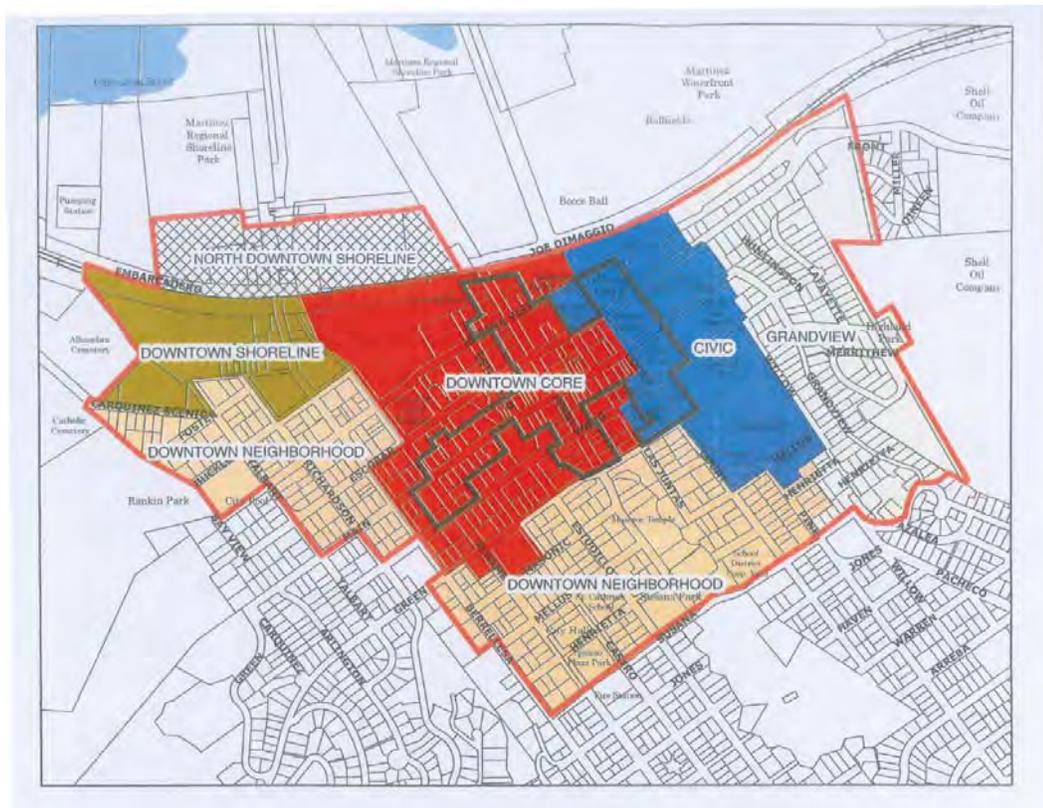
All areas of the *Downtown Shoreline* Designation north of the Railroad currently have one point of access for automobiles limiting potential intensification. A secondary means of emergency



Grangers Wharf

vehicular access is needed to allow for significant intensification of uses. Approval of a vehicular bridge in 2015 will provide access into the Intermodal parking areas to the east.

Downtown Perimeter. This area surrounding the Downtown Core is defined by the presence of existing older service commercial/industrial and eclectic uses. It is an area in transition and, as such requires balancing retention of current uses, while encouraging the ultimate replacement of such uses with a variety of more intense uses which can better define a traditional mixed use urban environment and encourage the introduction of more residential uses as outlined in the *Downtown Specific Plan*.



Natural Topographic Features. In various areas of the City, although most prominently to the west, there are defining hillsides, major open space areas and visually significant lands. The unique topography of natural and naturalistic hillsides defines the community and provides the visual frame for the more urbanized areas of the community.

Natural topography is often preferred as open space and can be property owned by the City or other public agencies (i.e. East Bay Regional Park District, National Park Service, etc.) for the purpose of public recreation and/or preservation of scenic



Central Neighborhood Home

and natural resources, or they may be private lands with land use regulations or easements restricting use to open space. Examples of unique natural areas include the waterfront, City/East Bay Regional Park District lands at Franklin Hills and Shoreline wetland areas, Mt. Wanda, Schaefer Memorial Open Space, and Hidden Lakes and Roanoke (Virginia Hills) Open Space Areas. These defining natural topographic features may include private lands that have either extreme constraints to development, such as steep slopes or scenic resources to preserve.

Traditional Central Neighborhoods. The South-of-Downtown Area is one of Martinez's oldest neighborhoods; the portion nearest Alhambra Avenue is part of Martinez's Original Survey from the mid 1800s and the area between Pacheco Boulevard and the Shell Refinery dates back to the early 1900s. The Central Neighborhoods are primarily residential with very limited neighborhood commercial and office uses located along Alhambra Avenue and Pacheco Boulevard, along with a number of churches and schools.

While most of the housing units are single-family homes, there are a wide variety of bungalow courts, duplexes, fourplexes, and small apartment complexes throughout the area. Most housing is over 50 years old, and some may predate the City's zoning regulations.

The majority of the units built in the area South of Downtown since the 1950s are multi-family, as the City's first and subsequent land use regulations designated this area for intensification of residential density, given its proximity to Downtown. The style of these in-fill units from the 1950s-1970s are typically in strong contrast to their older pre-war neighbors, with open carports and minimal detailing common to such mid-century modern construction. With the area stabilizing recently, most construction activity has been slow but there have been steady improvements to the existing

housing units, especially to the older single-family homes.

This area has distinct characteristics; quaint visual appeal, is within walking distance to Downtown, and has the defining pattern of 20,000 square foot (sq. ft.) blocks historically platted with 5,000 sq. ft. lots with a historically established pattern of higher density buildings on corner lots.

Suburban and Hillside Neighborhoods. These neighborhoods are located to the south and east of the older parts of Martinez. These are newer areas with more of a suburban feel, similar in many ways to typical suburban developments. These areas include single-family and multi-family developments, offices, medical, schools, commercial locations, isolated open space, and other uses that have a contemporary suburban character and feel.

Alhambra Avenue Corridor. The Alhambra Avenue corridor is a geographically distinct sub-area of the larger Alhambra Valley, defined by the Franklin Hills to the west, Pine Street area ridgeline to the east, the train trestle/Highway 4 to the south, and the Downtown area to the north. Alhambra Avenue is the focal point of this area and contains a variety of residential, commercial, and institutional uses. The corridor is visually distinct from the older Downtown area north of the Berrellesa Street one-way street split near the Contra Costa County Regional Medical Center. The geography of the corridor, its larger scale institutional uses, and the width of Alhambra Avenue itself all define an area with an identity distinct from the Downtown to the north. The use of alphabet street names, A through K is also a unifying element of the corridor.

Within this corridor there are distinct northern and southern halves. The northern half is located between the Contra Costa County Regional Medical Center and Alhambra Way, and the southern half is located below Alhambra Way, south to Highway 4.



Alhambra Avenue Corridor



Pacheco Boulevard Corridor

The northern half evolved between the 1900s and 1940s as a residential extension of the older City. The southern half did not exist until the 1950s. Prior to the 1950s, Alhambra Avenue was part of Canyon Avenue and served as an extension of Franklin Canyon Road. In the mid 1950s, Alhambra Avenue was extended south through the middle of the area, between Alhambra and Franklin Creeks, and commercial development soon filled the spaces between the new road and the creeks.

Many uses along this portion of Alhambra Avenue include auto service/sales or retail, fast food restaurants, gas stations, and motels. Starting in the mid 1960s and possibly coinciding with the Federal Government acquisition of the John Muir Historical Site, the City began to implement guidelines to improve the corridor's appearance. Design guidelines were initially adopted in 1966 and strengthened in the mid 1990s, requiring new construction to consist of higher quality architecture and landscaping. Over the years, public works improvements have included the undergrounding of utilities, adding a landscaped median and landscaping at the freeway off-ramp. But since the 1950s, the land uses themselves have remained primarily unchanged, with some general retail sites having been recently replaced with additional auto oriented businesses.

Pacheco Boulevard Corridor. This area is the southern frontage along Pacheco Boulevard and includes the Martinez Reservoir. There is an eclectic land use pattern along the corridor and it is also one of several entrances to the City. This section of Pacheco Boulevard contains a variety of uses including light industrial, commercial, and residential uses. Further, the area was annexed into the City from Contra Costa County in 1992. As part of the annexation the City kept the County's existing zoning designations for consistency and orderly jurisdictional transition.

Regional Commercial. The Highway 4 corridor serves the region with larger commercial enterprises and national chains. The regional shopping center located on the corridor was originally approved in 1985 and has had various anchor tenants. The center's visibility from the highway results in its ability to capture the regional commercial market.

Neighborhood Commercial Centers. There are three existing neighborhood shopping centers in Martinez. Each includes a grocery store as an anchor tenant. First, the Village Oaks shopping center (at Arnold Drive/Morello Avenue) was constructed in the early 1980s and consists of approximately 126,500 sq. ft. of space. The Village Oaks Shopping Center is unique from the other shopping centers in Martinez, because it was developed with a pedestrian walkway directly connecting the shopping center to the Village Oaks neighborhood located behind the center.

Second, the Muir Station Shopping Center (at Center Avenue/Muir Station Road) was built in 1988 and includes approximately 118,000 sq. ft. of commercial space. It is located close to Highway 4 and the intersection of Center Avenue and Muir Station Road. The Muir Station Shopping Center is located in a mixed use area that contains multi-family housing, commercial activities, government offices and medical facilities. The shopping center is linked to the government offices by a pedestrian crosswalk on Center Avenue and is serviced by the County Connection buses.

Lastly, the construction of the main part of the Virginia Hills Shopping Center (at Alhambra Avenue/Virginia Hills Drive) dates back to the mid-1960s and late 1970s. The center contains approximately 66,000 sq. ft. of space and provides essential services to the neighborhoods south of Highway 4.

Heavy Industrial Area. The heavy industry descriptor is typified by the petroleum industry. This in-



Muir Station Shopping Center

cludes the northeast quarter of the City near Interstate 680 and includes petroleum industry and equivalent uses. Other uses in this area include light industrial uses, landscape contractor yards, and manufacturing companies.

2.2 DENSITY AND INTENSITY/DESIGNATIONS/LAND USE MAP

2.2.1 CALCULATING MAXIMUM DENSITY & INTENSITY

State law requires that land use designations be accompanied by standards that establish the density or intensity of development permitted within each land use category. In residential areas, density is expressed as the maximum number of dwelling units allowed per acre of land. In commercial and industrial areas, intensity is expressed using floor area ratios (the ratio of building area to lot area).

RESIDENTIAL DENSITY

Residential densities are expressed in terms of the number of units allowed per acre. A General Plan typically expresses residential densities in terms of the number of units allowed per gross acre (called gross density) or net acre (called net density). Gross density includes the area given over to streets, easements, utilities, flood control ditches and other areas which are publicly owned or owned in common. Net density excludes public or commonly-owned areas and is typically used to calculate the number of units per acre on an individual parcel of land.

Given Martinez is a nearly built-out city, with very few large areas of undeveloped land suitable for new residential neighborhoods, the calculation of density based on a net acre (net density) is more applicable. Therefore the maximum possible residential density pursuant to this General Plan is to be calculated on the net acreage of the parcel(s) at the time of development application. Thus, street(s) and channel area(s) adjacent to a parcel shall not be counted toward the maximum allowable density, but areas for newly proposed streets and/or private drives (within the parcel of the subject application) are not deducted from the maximum permitted allowable density.

The maximum possible allowable number of units is calculated by multiplying the net project area size by the applicable maximum allowable density, and rounding down to the nearest whole number. Maximum densities are not guaranteed, and although it is desirable that minimum densities be met to assure the efficient use of land in Martinez (especially near services and transit), density of residential development on any site shall respond to site resources and constraints, neighborhood context, potentially hazardous conditions, traffic

and access, adequacy of infrastructure and City design policies.

NON-RESIDENTIAL AND MIXED-USE INTENSITY AS MAXIMUM FLOOR AREA RATIO (FAR)

General Plans typically express non-residential intensities in terms of the highest gross FAR that can be developed on a particular piece of land. FAR is a broad measurement tool used to determine development intensity. The ratio is determined by dividing the building area by parcel area. For example, if a 10,000 sq. ft. parcel has an FAR limit of 0.5, then the floor area on the parcel may not exceed 5,000 sq. ft. As defined here, floor area excludes unfinished basements, carports, structured parking, mechanical rooms, and other non-habitable spaces. FAR does not dictate the height or shape of a building, or its location on a site. These characteristics are defined through the zoning ordinance. FAR also does not address architectural features or materials; these aspects are usually covered by design review process and guidelines. In addition to maximum density and intensity, State law requires a General Plan Land Use Element to include a general description of the extent of uses of land. This General Plan includes a description of each General Plan Land Use designation, the applicable maximum density/intensity associated therewith and the zoning districts that are consistent with each designation.

The intensity of commercial and industrial development on any site shall respond to the following factors: site resources and constraints, traffic and access, potentially hazardous conditions, adequacy of infrastructure, and City design policies. Maximum development allowable is not guaranteed, particularly in environmentally sensitive areas.

2.2.2 LAND USE DESIGNATIONS

The City of Martinez has identified 31 land use designations to describe typical land uses accommodated within the City. The following designations are used to define the type, intensity, general distribution and general location of land uses proposed by the General Plan. While each designation identifies the intended range of land uses, the Zoning Ordinance will identify allowable, conditionally allowable and prohibited uses, as well as establishing development standards.

A. Downtown Land Use Designations

The traditionally defined Downtown area is generally a mixed use area of commercial, government and residential uses, and has the greatest potential for added intensity, especially new residential development nearest the Intermodal Transit Station. The following Downtown Designations are designed to encourage and recognize the desired enhancement of the existing retail core, current and continuing presence of County and City government facilities, and presence of existing older service commercial/

General Plan

industrial uses (generally north of the retail core). The applicable *Downtown* General Plan land use designations generally allow existing uses to remain and function either as an allowable use or as a legal non-conforming use, but encourage the ultimate replacement of such uses with a variety of more intense uses which can better define a traditional mixed use urban environment as outlined in the *Downtown Specific Plan* (2006).

Downtown Core (D/C)

This designation is intended for the mixed use areas at the center of downtown, with an emphasis on a pedestrian scale mixture of residential, specialty commercial, tourist, restaurants, cultural and civic uses. Promoting the mix of residential and commercial uses where ground floor commercial uses are enhanced with residential uses above creating a vibrant commercial core. In addition to rehabilitation and adaptive reuse of historic buildings, development in this area emphasizes new and infill construction that is compatible with the historic structures that give Downtown its unique identity.

Residential Development Density: From 29 to 43 dwelling units per acre

Non-Residential and Mixed Use Floor Area Ratio: Up to 2.0. Floor Area Ratio up to 4.0 in the six-block area of maximum opportunity north of the railroad tracks and bounded by Ferry Street to the northeast, Escobar to the south and Alhambra Avenue to the Northwest.

Applicable Zoning Districts: CC (Central Commercial District)

Downtown Government (D/G)

This designation is intended for the area of existing Federal, State, and County facilities centered at Court and Pine Streets at Main Street, as well as the Intermodal Transit Station at Marina Vista. The core of this Designation is the County and State Court Campus, and the intent of this designation is to provide a center for the existing functions and future expansion of the Contra Costa County government, including administrative, judicial and correctional facilities and for federal, state and local civic facilities.

Floor Area Ratio: Up to 3.0 (non-residential)

Applicable Zoning Districts: C (Civic District); CC (Central Commercial District)

Downtown Shoreline (D/S)

This designation is intended to guide the transformation of a primarily industrial and service commercial area in the northwesterly portion of Downtown into a predom-

inantly residential neighborhood, with the potential for waterfront oriented commercial uses (such as restaurants and hotels) and limited neighborhood serving commercial uses. Industrial uses are no longer consistent with this designation, but may remain as set forth in the City's non-conforming use ordinance.

Residential Development Density: From 18 to 30 dwelling units per acre

Non-Residential and Mixed Use Floor Area Ratio: Up to 2.0

Applicable Zoning District: DS (Downtown Shoreline District)

Downtown Transition (D/T)

This designation is intended maintain the character of this traditionally mixed use area immediately south of the areas designated *Downtown Core* and *Downtown Government*, and north of the residential neighborhoods beyond. This area will continue to contain small scale and locally serving service commercial uses, as well as office and residential uses. New development is envisioned to be primary multi-family residential.

Residential Development Density: From 19 to 29 dwelling units per acre

Non-Residential Floor Area Ratio: Up to 1.5

Applicable Zoning Districts: C (Civic District); CC (Central Commercial District); NC (Neighborhood Commercial District); PA (Professional and Administrative Office District); R-1.5 (Multi-family Residential District: 1,500 square feet site area per dwelling unit); DO/R-2.5 (Downtown Overlay District/Multi-Family Residential District: 2,500 square feet site area per dwelling unit & 1,500 square feet site area per dwelling unit); DO/R-3.5 (Downtown Overlay District/Family Residential District: 3.5 square feet site area per dwelling unit; 2,500 square feet site area per dwelling unit

DO/R-1.5 (Downtown Overlay District/Multi-Family Residential District: 1,500 square feet site area per dwelling unit & 1,250 square feet site area per dwelling unit w/ Use Permit approval).

B. Residential Land Use Designations

1. GENERAL RESIDENTIAL DESIGNATIONS

Rural Residential (RR)

This designation identifies hillside private lands these areas may include single-family lots, hobby farms, estates and open space. These areas often have

steep terrain, environmental constraints and natural topographical features that preclude higher densities. Rural residential may include existing single family residential subdivisions, clustered development with common open space and other planned developments. The intent of the rural residential is to preserve the character of existing neighborhoods and achieve compatible new residential development while conserving natural resources.

In addition to the objectives of the *Rural Residential Lands* designation above, development density within the Franklin Hills shall not exceed: a) one unit per half-acre of land under 30% slope and under 350 feet elevation, and b) one unit per ten acres over 350 feet elevation.

Residential Development Density: From 0 to .49 dwelling unit per acre except as limited in the Franklin Hills or otherwise limited by the Hillside Development Regulations of the MMC.

Applicable Zoning Districts: R– Single Family Residential Districts ECD-R- (R-Residential Districts with Environmental Conservation Companion District.)

Residential Very Low (RVL)

This designation is typified by the rural residential neighborhoods that were developed under the County’s jurisdiction, such as Muir Oaks and Franklin Canyon. Development within these areas is limited to single-family homes and related accessory uses that have low intensity characteristics.

Residential Development Density: From 0 to 1 dwelling unit per acre.

Applicable Zoning Districts: R-40 (One-family Residential District: 40,000 square feet site area per dwelling unit); R-80 (One-family Residential District: 80,000 square feet site area per dwelling unit); R-100 (One-family Residential District: 100,000 square feet site area per dwelling unit); RR (Rural Residential Districts); ECD-R- & ECD RR(R- Residential Districts and Rural Residential Districts with Environmental Conservation Companion District).

Residential Low (RL)

This designation includes both rural residential neighborhoods developed under the County’s jurisdiction, as well as neighborhoods of custom and semi custom single-family homes, on relatively larger lots, that are suited to the hills of southern Martinez. Development within these areas is limited to single-family homes and related accessory uses that have low intensity characteristics.

Residential Development Density: From 1-5 dwelling units per acre.

Applicable Zoning Districts: R-10 (One-family Residential District: 10,000 square feet site area per dwelling unit); R-20 (One-family Residential District: 20,000 square feet site area per dwelling unit); RR (Rural Residential Districts).

Residential Lower/Medium (MLR)

This designation is the single most predominant land use within the City's jurisdiction, and allows single family homes, on subdivision lots typically ranging from 5,000 square feet to 7,500+ square feet. Paired and multi-family housing units may be possible as part of a Planned Unit Development with common open space areas. Very limited non residential uses are supported within this designation, subject to the applicable zoning regulations.

Residential Development Density: From 5 to 10 dwelling units per acre.

Applicable Zoning Districts: R-6 (One-family Residential District: 6,000 square feet R.7 (One-family Residential District: 7,000 square feet site area per dwelling unit);site area per dwelling unit); R-7.5 (One-family Residential District: 7,500 square feet site area per dwelling unit).

Residential Medium (MDR)

This designation allows for "small lot/cluster" single-family residential within Planned Unit Developments, & townhomes and other multi-family housing. Very limited non residential uses are supported within this designation, subject to the applicable zoning regulations.

Residential Development Density: From 10 to 20 dwelling units per acre.

Applicable Zoning Districts: R-3.5 (Family Residential District: 3,500 square feet site area per dwelling unit & minimum 4,000 square feet lot size).

Residential High (HDR) 20-30 dwelling units per acre

This designation allows for townhomes and other multi-family housing, such as apartments and condominiums units, typically as "flats" in single or multi level buildings. Very limited non-residential uses are supported within this designation, subject to the applicable zoning regulations.

Residential Development Density: From 20-30 dwelling units per acre.

Applicable Zoning Districts: R-1.5 (Multi-Family Residential District: 1,500 square feet site area per dwelling unit, R-2.5 (Multi-Family Residential District:

2,500 square feet site area per dwelling unit & minimum 3,500 square feet lot size).

2. CENTRAL RESIDENTIAL SINGLE-FAMILY DESIGNATIONS

The predominantly residential areas adjoining Downtown have an established pattern of variable densities and configurations (e.g. single-family, duplex and fourplex buildings), with mostly older structures built prior to the imposition of zoning regulations. Locally serving commercial and office uses are located on the major streets (Alhambra Avenue and Pacheco Boulevard), as well as various religious and educational facilities which add to the traditional character of the area. The *Central Residential* Land Use Designations are intended to guide the maintenance of this eclectic area's character, provide flexibility to upgrade nonconforming structures and encourage new single- and multi-family construction, where such construction will be in keeping with the areas' established character.

Martinez values the qualitative visual experience of the *Central Residential* area's diversity. Much of the valued historic character of the *Central Residential* area is due to the wide variety of residential densities and styles that are interspersed and integrated throughout the area. This visual diversity is relatively unique within the larger Central Contra Costa County context, where housing types and densities are typically segregated by the uniform application of density limitations and structures are located with consistent minimum yards. While topography and the era of development has lead to some distinct patterns of density separation in the *Central Residential* area there are neighborhoods that are almost made up of exclusively single-family homes and are envisioned to remain predominately single family residential. There are other areas within the Central Residential area intended for infill and multifamily housing opportunities.

Central Residential Low- A (CRL-A)

This designation is intended to continue the established character of this portion of *the Central Residential* area's pre-WWII hillside residential areas, where streets are generally steep and winding, and home placement was largely dictated by the steep topography. New development is limited to new single family dwellings on the few remaining vacant lots.

Residential Development Density: Up to 7 dwelling units per acre.

Applicable Zoning Districts: R-6.0 (One-family Residential District: 6,000 square feet site area per dwelling unit);

Central Residential Low-B (CRL-B)

The *Central Residential Low-B* designation is intended maintain the established single family character of this portion of *the Central Residential* area's outlying neighborhoods, where most all homes were built prior to WWII on 5,000 square foot lots from the original 1800'S survey for "The Town of Martinez", or as part of subsequent pre-WWII subdivisions.

Residential Development Density: Up to 9 dwelling units per acre.

Applicable Zoning Districts: R-3.5 (Family Residential District: 3.5 square feet site area per dwelling unit & minimum 4,000 square feet lot size).

3. CENTRAL RESIDENTIAL MIXED SINGLE- & MULTI- FAMILY DESIGNATIONS

The mixed density neighborhoods of the three *Central Residential Mixed Single- and Multi- Family* designations are mostly within the original 1800s survey of "The Town of Martinez" which created 20,000 sq. ft. blocks, each containing eight 5,000 sq. ft. lots. Traditionally, residential construction developed prior to the evolution of density regulation does not contain sites and buildings with a uniform number of units per acre. Instead, the number of units built on a parcel had more to do with the location of the parcel than just its size, i.e. 5,000 sq. ft. corner lots (with typically three times the street frontage) comfortably accommodated a greater number of units than an interior lot of the same size. Likewise, a double lot of 10,000 sq. ft. could accommodate more units than two 5,000 sq. ft. lots developed independently. Additionally, in traditionally single-family areas, two, as opposed to one, homes were built on 5,000 sq. ft. corner lots. Likewise, multi-family bungalow courts containing several units were built on double 10,000 sq. ft. lots, while the surrounding 5,000 sq. ft. interior lots were used for single-family homes or duplexes.

The three *Central Residential Mixed Single- and Multi- Family* designations are intended to acknowledge that the assignment of maximum permitted density in the Central Residential area needs to be as much a factor of the project site's location and configuration as the project's site's size. Thus, in the Central Residential areas closest to Downtown, the maximum possible density is larger for project sites where the additional street frontage or efficiency of lot merger can better accommodate such density and still maintain the neighborhood's contextual character.

Central Residential Low-C) (CRL-C)

This designation is the largest in area of the three *Central Residential Mixed Single- and Multi- Family* designations, and most typifies the traditional pattern of development in the area, with single family homes on the 5,000 square foot interior lots and either duplexes or individual “split lots” (2,500 sq. ft. each) at the 5,000 square foot corner lots. This designation encourages the continuation of adding new contextually appropriate single family and duplex in-fill housing.

Residential Development Density: Up to 17 dwelling units per acre.

Applicable Zoning Districts: R-2.5 (Multi-family Residential District: 2,500 square feet site area per dwelling unit); DO/R-3.5 (Downtown Overlay District/Family Residential District: 3,500 square feet site area per dwelling unit; 2,500 square feet site area per dwelling unit.

Central Residential Medium (CRM- 0-29)

This designation denotes the residential areas closer to City Hall and the Downtown Core, and is the most eclectic of the *Central Residential Mixed Single- and Multi- Family* designations, in that single-family homes, duplexes and apartment buildings are interspersed throughout the area. But as with all three *Central Residential Mixed Single- and Multi- Family* designations, it is at the corner and relatively larger lots where higher density building can most effectively be integrated into what was historically a single family context. As many of the existing houses and apartment buildings in the area are in a poor state of repair, rehabilitation and/or new construction is desirable. While the retention and addition of new single-family homes is permitted, this designation encourages the construction of new duplexes and multi-family building on suitable sites.

Residential Development Density: Up to 29 dwelling units per acre.

Applicable Zoning Districts: R-1.5 (Multi-family Residential District: 1,500 square feet site area per dwelling unit); DO/R-2.5 (Downtown Overlay District/Multi-Family Residential District: 2,500 square feet site area per dwelling unit)

Central Residential High (CRH)

The *Central Residential High* designation includes the residential areas closest to the Downtown Core and is envisioned to have the highest density housing within the three *Central Residential Mixed Single- and Multi- Family* designations.

Residential Development Density: Up to 35 dwelling units per acre.

Applicable Zoning District: DO/R-1.5 (Downtown Overlay District/Multi-Family Residential District: 1,500 square feet site area per dwelling unit & 1,250 square feet site area per dwelling unit.

4. ALHAMBRA VALLEY LAND USE DESIGNATIONS

Alhambra Valley is an established semi-rural community of approximately 1,000 acres located in the southwesterly portion of Martinez, which is entirely located within the City of Martinez SOI, portions of which were annexed into the City in late 2012. As part of the annexation approval process, Land Use Categories unique to the Alhambra Valley were adopted by the City.

Alhambra Valley is characterized by its natural creeks and hillsides, and the perception of the many scenic vistas and areas of significant topographic variation of the landscape seen throughout the Valley. Views of ridgelines and hills form the backdrop for most of the Valley. These views help reinforce the rural residential feeling of Alhambra Valley and provide an important balance between the rural atmosphere and low-density residential areas within and just outside the valley.

The City acknowledges the rural residential character of Alhambra Valley and actively supports the continuation of agricultural activities within the portion of the Valley within the City's jurisdiction. The City fully encourages the retention and maintenance of existing agricultural uses as long as they prove to be viable economic pursuits, while acknowledging potential land use conflicts with nearby or adjacent urban uses. Four land use categories unique to the Alhambra Valley were originally added to the 1973 *General Plan* in 2010 as part of the City's process to complete an annexation within the Alhambra Valley Area.

Alhambra Valley Estate Residential – Very Low Density (AV/ER-VL)

The primary land use envisioned in this designation is detached single-family homes on lots typically one acre or larger, with the keeping of a limited number of livestock, consistent with a rural or semi-rural lifestyle.

Residential Development Density: Up to 1 dwelling unit per acre

Applicable Zoning Districts: AV/R-40 (Alhambra Valley Residential Zoning District, Minimum lot size 40,000 square feet).

Alhambra Valley Estate Residential – Low Density (AV/ER-L)

The primary land use envisioned in this designation is detached single-family

homes on lots typically one-half acre or larger.

Residential Development Density: From 1 to 2 dwelling unit per acre)

Applicable Zoning Districts: AV/R-42 (Alhambra Valley Residential Zoning District, Minimum lot size 20,000 square feet). A-4 (Agricultural Preserve District).

Alhambra Valley Agricultural Lands (AV/AL)

This land use designation includes privately owned rural lands, generally in hilly areas that are used for grazing livestock or dry grain farming. The primary purposes of the Agricultural Lands designation is to: a) preserve and protect lands capable of and generally used for the production of food, fiber and plant materials; and b) provide opportunities for rural residential single family homes.

Residential Development Density: Maximum density equivalent to a minimum 5 acres per dwelling unit

Applicable Zoning Districts: AV/A-5 (Alhambra Valley Agricultural District, Minimum lot size 5 acres).

C. Commercial and Mixed Use Land Use Designations

Four commercial designations are established to recognize the predominantly non-residential areas outside of Downtown that contain the various scale and scope of commercial resources needed to shop for goods and services.

Neighborhood Commercial (C/N)

This designation is intended for retail and other services which meet the day-to-day needs of local residents. Uses include business usually found in convenience and neighborhood shopping centers.

Non-Residential Floor Area Ratio: Up to 0.5

Applicable Zoning District: RB – (Retail Business District; NC (Neighborhood Commercial District)

Service Commercial(C/S)

This designation is intended to provide sites for commercial businesses that are not appropriate in other areas because of high volumes of vehicle traffic and potential impacts on other uses. This designation allows small scale commercial uses that provide goods and services to employees, residents and visitors. It includes automotive

sales and services, building materials, warehouses, distribution and personal storage located on major arterial streets as well as retail uses, services and small offices.

Non- Residential Floor Area Ratio: up to 0.8

Applicable Zoning District: SC (Service Commercial); LI (Light Industrial)

Regional Commercial (C/R)

This designation, being distinct from the *Neighborhood Commercial designation*, denotes areas with buildings and parking lots of larger scale, intended to serve businesses with a regional focus. The Land Use Map Identifies the two clusters of regionally serving retail along the John Muir Parkway.

Non-Residential Floor Area Ratio: Up to 1.0

Applicable Zoning District: CC (Central Commercial District); CR (Commercial Recreation District)

Mixed Use Commercial (CMU)

This designation allows for a mix of commercial, office, multifamily and mixed use development. This designation is intended to maintain and enhance areas with indoor non-retail commercial activity, primarily containing office, research & development and light manufacturing uses without any significant outdoor storage. Settings range from single-purpose office developments to well landscaped business parks with a variety of indoor uses. Assembly and small restaurants to serve complex employees may also be accommodated, subject to the applicable zoning regulations.

Residential Development Density: up to 30 units per acre

Non-Residential Floor Area Ratio: Up to .1.0

Applicable Zoning District: CC (Central Commercial District); SC (Service Commercial District); PA (Professional and Administrative Office District); R & D (Research and Development District). CI (Controlled Industrial District); R1.5 (Multi Family Residential District , 1,500 square feet per dwelling unit); R-3.5 (Multi Family Residential District; 3,500 square feet per dwelling unit.

Medical Center – Mixed Use (MCMU)

The *Medical Center Mixed Use* designation is defined as the area along Alhambra Avenue (between Bertola and F Streets), and along C Street, where office uses have historically intermingled among the original low and medium density residential units in the area. The presence of the Contra Costa County Medical Center and Alhambra High

School on Alhambra Avenue promote the development of additional office uses, with the retention and addition of residential uses also being permitted.

Residential Development Density: Up to 9 dwelling units per acre.

Non-Residential and Mixed-Use Floor Area Ratio: Up to 1.0

Applicable Zoning Districts: PA (Professional and Administrative Office District) R-3.5 (Family Residential District: 3.5 square feet site area per dwelling unit – 4,000 minimum lot size); R-6 (One-family Residential District: 6,000 square feet site area per dwelling unit.

Commercial & Multi-Family Residential Combined Use Corridor (CUC/C+R30)

This area includes corridors along arterials and John Muir Parkway frontage roads, suitable for a variety of higher intensity uses, such as multi-family residential, office and commercial. The City's two aging commercial strips (Alhambra Avenue, between F Street and Highway 4; and Pacheco Boulevard, between Palm Avenue and Interstate 680) and several vacant parcels adjacent to the John Muir Parkway frontage roads are within this designation. The *Commercial and & Multi-family Residential Combined Use Corridor* Designation is intended to allow both new and existing non-residential and residential uses.

Residential Development Density: From 19 to 30 dwelling unit per acre.

Non-Residential and Mixed-Use Floor Area Ratio: Up to 2.0

Applicable Zoning Districts: C (General Commercial District); TC (Thoroughfare Commercial District); NC (Neighborhood Commercial District); PA (Professional and Administrative Office District); R-1.5 (Multi-Family Residential District: 1,500 square feet site area per dwelling unit, 1.250 square feet site area per dwelling unit with Planning Commission approval & minimum 10,000 square feet lot size)

D. Industrial Land Use Designation

Industrial and Manufacturing (IM)

This designation allows primary manufacturing, refining, and similar heavy industrial uses. This designation also supports activities involving refining, storing and transporting petroleum products. Ancillary office uses as well as other manufacturing and warehouse maybe permitted, subject to the applicable Zoning Regulations. No retail uses are allowed.

Non-Residential and Mixed-Use Floor Area Ratio: Up to 0.40

Applicable Zoning Districts: H-I (Heavy Industrial Districts); ECD-H-1 (H -1 Heavy Industrial District with Environmental Conservation Companion District.).

E. Recreation and Open Space Preservation Land Use Designations

Four *Recreation and Open Space Preservation* designations are established to distinguish between those active recreation areas where structures and site improvements are permissible, and those open space areas that are to be preserved in a natural/naturalistic state with only minimal improvements, such as hiking and riding trails. A unique category has been created to correspond to approximately 500 acres of hillside land within the *Alhambra Hills Specific Plan*, which are generally to be preserved as open space, but does allow for a very limited number of “remote homesites” pursuant to that Specific Plan.

Parks and Recreation (P&R)

Designation denoting public park areas within existing and planned active recreation facilities that includes relatively larger private homeowners’ associations’ community facilities.

Non-Residential Floor Area Ratio: Up to 0.5

Applicable Zoning District: RF (Recreation Facility District.).

Open Space Preservation (OS/P)

Designation for public and private lands preserved as a scenic or environmental resources, either by public or common interest ownership, or through dedication of scenic open space or other easements or through conditions of development approval or previous designation and zoning action. While alteration of such properties for active recreation is typically not envisioned, naturalistic and agricultural plantings, and trails, may be possible if consistent with the intent of preserving the intended scenic resource and as may be permitted by any easements.

Non-Residential Floor Area Ratio: Up to 0.1

Applicable Zoning Districts: OS (Open Space District); All R – and RR- (Residential and Rural Residential Districts, with use restrictions as prescribed by applicable scenic easements and/or final subdivision map dedications).

Alhambra Valley Open Space (AV/OS)

This designation includes publicly owned open space lands and includes, without limitation, areas of significant ecological resources or geologic hazards that are unique to

the Alhambra Valley community. The *Alhambra Valley Open Space* designation also includes privately owned properties for which future development rights have been deeded to a public or private agency or which have been previously designated as open space. For example, significant open space areas within planned developments identified as being owned and maintained by a homeowners association fall under this designation. Also included are the steep, unbuildable portions of approved subdivisions which may be deeded to agencies such as the East Bay Regional Park District but which have not been developed as park facilities.

Non-Residential Floor Area Ratio: Up to 0.1

Applicable Zoning Districts: AV/PD (Alhambra Valley Planned Development District; OS (Open Space District)

F. Agricultural Lands Land Use Designation

Agricultural Lands (AG)

The *Agricultural Lands* designation is specific to areas currently used for agricultural production (specifically the Viano Vineyards located east of Morello Avenue and south of the Burlington Northern @ Santa Fe (BNSF) railroad tracks near Marie Avenue). While similar to the *Open Space* categories in that *Agricultural Lands* have scenic value, structures for agricultural production and residential use are permitted and integral to the desirable preservation of viable agricultural uses.

Non-Residential Floor Area Ratio: Up to 0.2

Residential Development Density: 20 acres per unit

Applicable Zoning Districts: A-4 (Agricultural Preserve District).

G. Waterfront Recreation Areas & Marina

Martinez's waterfront is a natural asset which can play a significant role as a major recreation and conservation area for local residents and the region. By continuing the restoration and revitalization efforts that begin in the 1960s with the development of the Marina and in the 1970s with the development of EBRPD Martinez Regional Shoreline, the waterfront can realize its full potential and the City can re-establish a focal point of historical importance to the community and provide an impetus for a range of civic improvement projects. In September 2014 the Governor approved Senate Bill No. 1424 granting the City of Martinez all right, title and interest in the Marina and the associated landside parcels. The bill requires that the City of Martinez submit by January 1, 2020 a trust lands use plan. The Trust Land Use Plan shall describe

any proposed development, preservation or other use of the property and requires the State Lands Commission approval for any amendments

Marina and Waterfront (Parks and Recreation)

The marina and waterfront area are comprised of the Marina and launch ramp, dry storage areas south of Marina, and other uses historically established for supporting commercial and social organization's facilities. The marina may also contain marina support services such as restaurants, and commercial boating and fishing activities. Other non-water related community serving recreation facilities are located between the Marina and Downtown, such as the John Muir Amphitheater, waterfront park, ball fields, bocce courts, skate park, and the EBRPD equestrian facilities.

Non-Residential Floor Area Ratio: Up to 1.0

Applicable Zoning Districts: RF (Recreational Facilities)

2.2.3 LAND USE MAP

General Plan Land Use Map

The City of Martinez General Plan Land Use Map is incorporated herein. The Land Use Map identifies the location, distribution, and extent of all land uses within the Planning Area, and corresponds to the Land Use Designations described in Section 2.2.2.

2.3 LAND USE GOALS, POLICIES AND IMPLEMENTATION PROGRAMS

Goal

LU-G-1 Promote a balanced land use pattern, a mix of which enhances community character and serves the needs of existing and future residents. Encourage land use development to occur in an orderly fashion and in pace with the expansion of public facilities. Provide appropriate transitions between single family neighborhoods and higher intensity uses.

Policy

LU-P-1.1 Maintain and implement the General Plan Land Use Map that provides a description and location of land uses. Only permit development that is consistent with the General Plan. Require all projects to meet density, floor area ratio and all other standards applicable to individual land use designations.

General Plan

Implementation

- LU-1.1a Amend the Zoning Ordinance to implement new General Plan Land Use Designations to ensure consistency with the General Plan.
- LU-1.1b Consider a development impact fee to be applied to all development applications to fund the cost of maintaining and updating the General Plan, Zoning Ordinance, Specific Plans and development of design guidelines.

Policy

- LU-P-1.2 Encourage the use of energy efficient features in new development.
- LU-P-1.3 Consider development of design guidelines that include standards to protect and enhance historic structures, wherever feasible.

Implementation

- LU-1.3a Consider revision of the Zoning Ordinance to encourage the conversion of older homes to alternative uses such as bed and breakfasts, offices, and commercial uses.

See also, LU-1.4a

- LU-P-1.4 Continue current Design Review process for all new development, renovation and remodeling to preserve existing character of individual neighborhoods.

Implementation

- LU-1.4a Consider the adoption of design guidelines as part of the Zoning Ordinance to assist with review of new development and encourage neighborhood compatibility.

Goal

- LU-G-2 Preserve and strengthen the City's overall image and create development that enhances the existing character, preserves the natural resources, residential neighborhoods, commercial areas and small town historic character of Downtown Martinez to the maximum extent feasible.

Policy

- LU-P-2.1 Recognize Downtown as the City's Priority Development Area (PDA) as per the Association of Bay Area Government's regional plan, and support land use patterns in the PDA that will attract and serve riders of public transit. Plan for the

transformation of Downtown Martinez into a pedestrian oriented commercial district as a result of its proximity to transit and new infill development. The downtown district should contain a mix of office, retail, government, high and mid density residential, cultural and entertainment land uses, designed to create an active lively streetscape and a sense of place.

Implementation

LU-2.1a Continue implementation of the Downtown Specific Plan.

Policy

LU-P-2.2 Consider new infill and development projects within the Downtown which are consistent with the City's land use map and compatible with surrounding uses.

LU-P-2.3 Acknowledge the unique historic character of the Central Residential areas and facilitate maintenance and upgrading of existing structures that are currently seen as nonconforming by conventional zoning standards. Traditional design elements, such as covered front porches, should be encouraged.

Implementation

LU-I-2.3a Consider modifying the zoning ordinance regulations to encourage investment in existing structures in the Central Residential areas, including possible modification of the standard minimum front yard requirements to encourage compatibility with historic character and permit more traditional design elements.

LU-P-2.4b New multi-family residential development should be visually and functionally integrated and consistent in scale, mass, and character when located within an existing residential neighborhood.

Policy

LU-P-2.5 Provide high quality design review and inspection services throughout the Downtown Specific Plan area for all development activities.

LU-P-2.6 Downtown Martinez should continue to be an important historic resource.

Goal

LU-G-3 Protect environmentally sensitive sites, hillsides and natural resources wherever feasible.

Policy

General Plan

- LU-P-3.1 Protect perennial and intermittent streams, creeks and watercourses from pollution which can be caused by such activity as dumping sewage, landscape runoff, pesticides, seepage, siltation or other discharges.

Implementation

- LU-3.1a Consider zoning ordinance amendments to require that all new development along a creek or adjacent to a natural watercourse prepare a creek/watercourse preservation and protection plan.
- LU-3.1b Consider the formulation of regulations to include required setbacks from the streams, creeks and watercourses to protect the resource, habitat and any recreation value associated therewith.
- LU-3.1c Require development plans to include urban water runoff plans that protect adjacent waterways.

Policy

- LU-P-3.2 Consider flood safety when approving any new development in areas prone to flooding.

Implementation

- LU-3.2a Consider the adoption and maintenance of flood safety regulations to protect floodplain environments and restrict development in flood areas.

Policy

- LU-P-3.3 To the extent possible, retain the channels, floodplains, riparian corridors (including suitable setbacks from top of bank) such as Alhambra Creek and its tributaries as significant open space areas. These areas should be maintained in their natural state to function as appropriate open space areas and to support a riparian habitat where feasible. Require where possible development within the Creek watersheds preserve watershed integrity, including natural vegetation, soil and slope stability, water quality, scenic values and potential archaeological resources.
- LU-P-3.4 Continue to uphold and maintain hillside development regulations that reduce the environmental risks associated with the grading of steep slopes by reducing the maximum permitted density of sloping sites, and generally prohibiting new development on very steep sites, such as those over 30%.
- LU-P-3.5 Slope stability shall be a primary consideration in the ability of land to be de-

veloped. Allow no development in landslide areas unless the area is stabilized through high-quality engineering design and construction as approved by the City.

Implementation

- LU-3.5a Require review of plans by both the Design Review Committee and Planning Commission to ensure that each proposed development has been designed in a sensitive manner to the existing natural terrain.
- LU-3.5b Consider an Ordinance that restricts development in environmentally sensitive areas such as constrained sites, hillsides and natural resources thereby protecting the scenic beauty and natural terrain.

Goal

- LU-G-4 Preserve Historic Character throughout the City of Martinez by preserving the distinctive character of residential and commercial districts.

Policy

- LU-P-4.1 Continue to encourage and support the Design Review process for residential and commercial projects to ensure compatibility with the existing historic character.
- LU-P-4.2 Protect the character of single-family residential neighborhoods through the preservation and improvement of their character-defining features. Such features include but are not limited to tree-lined streets, building orientation, sidewalks, and architectural scale and quality.
- LU-P-4.3 Allow the conversion of older single family homes for commercial uses within commercially zoned areas of the Downtown and along commercially zoned corridors where residential use is no longer desirable. This will encourage adaptive reuse as opposed to demolition, helping achieve some preservation of historic character.

Implementation

- LU-4.1a Consider Zoning Ordinance and/or Specific Plan amendments to strengthen design guidelines within the Downtown Specific Plan to preserve, enhance and complement the existing character in Downtown Martinez and other historic commercial and residential areas.
- LU-4.1b Design Review Committee should continue to review and recommend approv-

General Plan

al of development in Downtown.

Goal

- LU-G-5-1 Maintain and encourage existing waterfront recreation opportunities, water oriented visitor commercial and social activities that are compatible with the Marina's primary recreational focus, such as grocery and bait shops, water related activities, membership clubs, restaurants and lodging.

Policy

- LU-P-5.1 Consider enhancements to the fishing pier, including but not limited to the additions of bathrooms, shade structures, and removal of the unused ferry slip to improve views.
- LU-P-5.2 Should future resources limit the City's ability to maintain the Marina in its current configuration, a reduction in number of berth and/or enlarging the launch ramp may be considered as alternatives to retain the current water-oriented recreational focus, which may include the creation of naturalized and/or restored wetlands.
- LU-P-5.3 For the safety and convenience of users of waterfront lands and the continuity of a regional trails system, elevated crossing of the railroad for pedestrians, equestrians and bicyclists and emergency vehicles should be considered.

Implementation

- LU-5.1a Develop the Marina Land Use Plan as required by _ In September 2014 the Governor approved Senate Bill No. 1424 granting the City of Martinez all right, title and interest in the Marina and the associated landside parcels. The bill requires that the City of Martinez submit by January 1, 2020 a trust lands use plan. The Trust Land Use Plan shall describe any proposed development, preservation or other use of the property and requires the State Lands Commission approval for any amendments. Consideration should be given to including in the Plan uses proposed and appropriate for the marina and landside areas including possible water oriented recreation opportunities and analyze revenue sources and to maintain fiscal stability at the marina.

ADDITIONAL LAND USE GOALS FOR ALHAMBRA VALLEY:

Alhambra Valley is an established semi-rural community of approximately 1,000 acres located in the southwesterly portion of Martinez, which is entirely located within the City of Martinez SOI, portions of which were annexed into the City in late 2012. As part of the annexation approval process, Land Use Goals unique to the Alhambra Valley (which are contained in the

Alhambra Valley Specific Plan, adopted by Contra Costa County in 1992) were adopted by the City and integrated into its General Plan

Goal

LU-G-6 Preserve and enhance both the natural and man-made environment in Alhambra Valley.

Policy

LU-P-6.1a Structures shall be designed to blend into, rather than dominate the natural setting, especially on ridgelines. The massing of new dwellings should be compatible with the natural setting.

LU-P-6.1b New buildings which are proposed in highly visible and scenic areas, such as on hillsides, shall be sited, designed, and landscaped so that the building mass, supporting columns, piers, and building undersides, are paved site improvements such as private roads and driveways are not visually dominant.

Implementation

LU-I-6.1a Strengthen design guidelines to require development proposals to include an environmentally-superior design alternative as part of the environmental review process.

LU-P-6.1b Only allow development which is sensitive to available natural resources and features. New development shall generally conform to natural contours and avoid excessive grading.

LU-P-6.1c Hilltop ridges, rock outcroppings, mature stands of trees and other natural features shall be preserved to the greatest extent possible in the design of new projects.

LU-P-6.1d New development should complement the existing environment in terms of form, scale, and physical appearance. Structures shall complement the existing topography to the greatest extent possible while reducing visual impacts of such development through the use of landscaping, screening, and siting techniques.

Goal

LU-G-7 Encourage the preservation of existing agricultural businesses and minimize and resolve conflicts between agricultural and urban uses within and adjacent to the Alhambra Valley semi-rural residential community.

General Plan

Policy

- LU-P-7.1 Agriculture shall be protected to maintain the semi-rural atmosphere and to retain a balance of land uses in Alhambra Valley

Implementation

- LU-7.1a Consider the adoption and maintenance of regulations for new development in and adjacent to agricultural areas that ensure its compatibility with agricultural uses. Consideration should be given to appropriate setbacks for structures located within or adjacent to cultivated agricultural lands.
- LU-7.1b Consider information brochures or handouts that inform and educate prospective home buyers in or near agricultural areas regarding the incompatibility and hazards associated with nearby agricultural practices.

Goal

- LU-G-8 Preserve areas of high scenic value and the rural-residential atmosphere in the area within Alhambra Valley.

Policy

- LU-P-8.1 To the extent feasible, scenic features should be protected or maintained, either through land dedication to a public agency or through the granting of scenic or conservation easements.
- LU-P-8.2 High quality engineering of slopes shall be required to avoid soil erosion, downstream flooding, slope failure, loss of vegetative cover, high maintenance costs, property damage, and damage to visual quality.
- LU-P-8.3 In order to conserve the scenic beauty of Alhambra Valley, developers shall generally be required to restore the natural contours and vegetation of the land after grading and other land disturbances. Public and private projects shall be designed to minimize damage to significant trees and other visual landmarks.
- LU-P-8.4 Extreme topographic modification, such as filling in canyons or removing hill-tops shall be avoided. Clustering and planned development approaches to development shall be encouraged. All future development plans, whether large-scale or small-scale, shall be based on identifying safe and suitable sites for buildings, roads, and driveways.
- LU-P-8.5 The construction of new structures on the top of scenic ridges or within 50 feet of the ridgeline shall be discouraged.

- LU-P-8.6 Enhance and protect access to established scenic routes through the development of trails and other facilities.
- LU-P-8.7 New projects shall be designed to blend in with the rural setting of Alhambra Valley as much as possible. The use of fire resistant materials shall be encouraged.
- LU-P-8.8 New buildings which are proposed in highly visible areas, such as on hillsides, shall be sited, designed, and landscaped so that supporting columns, piers, and building undersides are not visually dominant.
- LU-P-8.9 The use of scenic easements shall be encouraged to protect agricultural and park lands which abut land with urban land use designations such as residential and commercial uses.
- LU-P-8.10 Preserve the visually open character of Alhambra Valley and Reliez Valley Roads.

Implementation

- LU 8.1a Consider the adoption and maintenance of regulations that restrict the use of solid fencing and encourage the use of low, open rail type fencing.
- LU-P-8.1b New development should complement the existing environment in terms of form, scale and physical appearance. Structures should complement the existing topography to the greatest extent possible while reducing visual impacts of such development through the use of landscaping and siting techniques.
- LU-8.1c Consider the adoption and maintenance of regulations and design standards for new residential development to preserve the rural residential atmosphere in Alhambra Valley.
- LU-8.1d Maintain standards through the review and approval process for development of hillsides to protect slopes and minimize visual impacts.

Goal

- LU-G-9 Ensure that new public service facilities, which are needed to provide adequate levels of service within Alhambra Valley, are sensitive to the natural setting.

Policy

- LU-P-9.1 Dedication of public roads in unstable hillside areas shall generally not be accepted by the City. Consideration may be given to acceptance where stability

General Plan

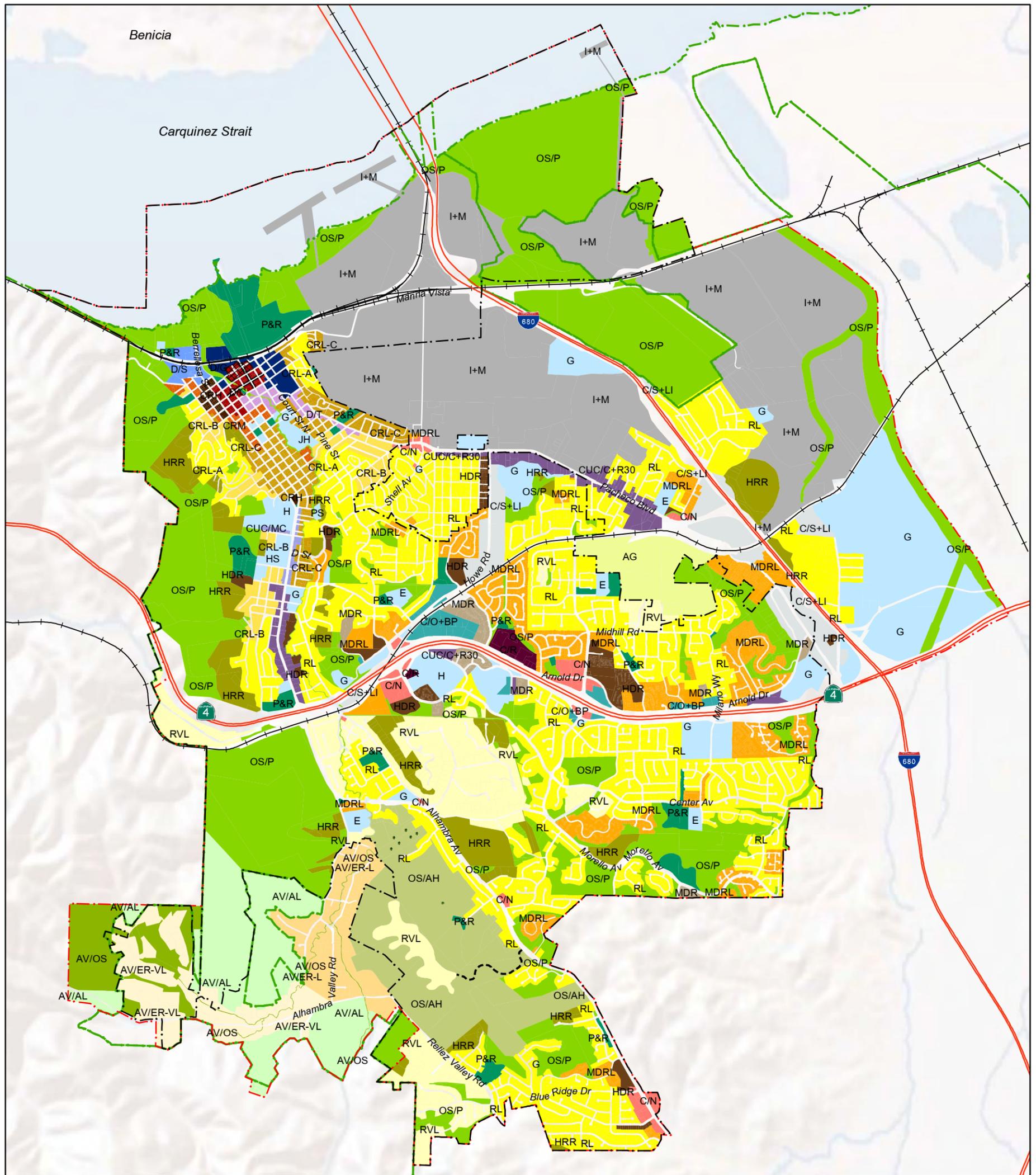
can be assured and where such roads are fully developed and provide through access to other existing development.

LU-P-9.2 Control erosion in natural watercourses where creek capacity and bank stability necessitate, as per applicable creek preservation and improvement plan.

Implementation

LU-9.1a Improvement plans shall require new development to provide on-site storm water and drainage facilities which accommodate full build out and consider a range of design alternatives.

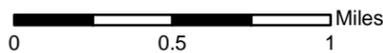
Land Use Map - Figure 2.0



Martinez California Planning Department

General Plan Land Use Policy

General Plan 2013



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Date: 05-20-15
 Martinez General Plan
 Creator: AAE
 Map Produced by PSOMAS
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 Riverside, CA 92507
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Downtown

- D/C - Downtown Core
- D/G - Downtown Government
- D/S - Downtown Shoreline
- D/T - Downtown Transition

Central Residential

- CRL-A - Central Residential Low - A 0-7/AC
- CRL-B - Central Residential Low - B 0-9/AC
- CRL-C - Central Residential Low - C 0-17/AC
- CRM - Central Residential Medium 0-29/AC
- CRH - Central Residential High 0-35/AC

Neighborhood Residential

- HRR - Hillside Rural Residential 0-49/AC
- RVL - Residential Very Low .5-1/AC
- RL - Residential Low 1-5/AC
- MDRL - Residential Medium Low 5-10/AC
- MDR - Residential Medium 10-20/AC
- HDR - Residential High 20-30/AC

Commercial

- C/N - Neighborhood Commercial
- C/R - Regional Commercial
- C/O+BP - Office & Business Park Commercial
- C/S+LI - Light Industrial & Service Commercial

Combined Use Corridors

- CUC/MC - Medical Center Combined Use Corridor
- CUC/C+R30 - Commercial & Multi-Family Residential Combined Use Corridor

Public & Quasi-Public Institutions

- E - Public Elementary School
- JH - Junior High School
- HS - High School
- PS - Private School
- G - Government Facilities
- H - Hospital/HMO Facility

Industrial Refining & Manufacturing

- I+M - Industrial & Manufacturing

Recreation & Open Space Preservation

- P&R - Parks & Recreation
- OS/P - Open Space Preservation
- OS/AH - Open Space/Alhambra Hills Specific Plan

Agricultural Lands

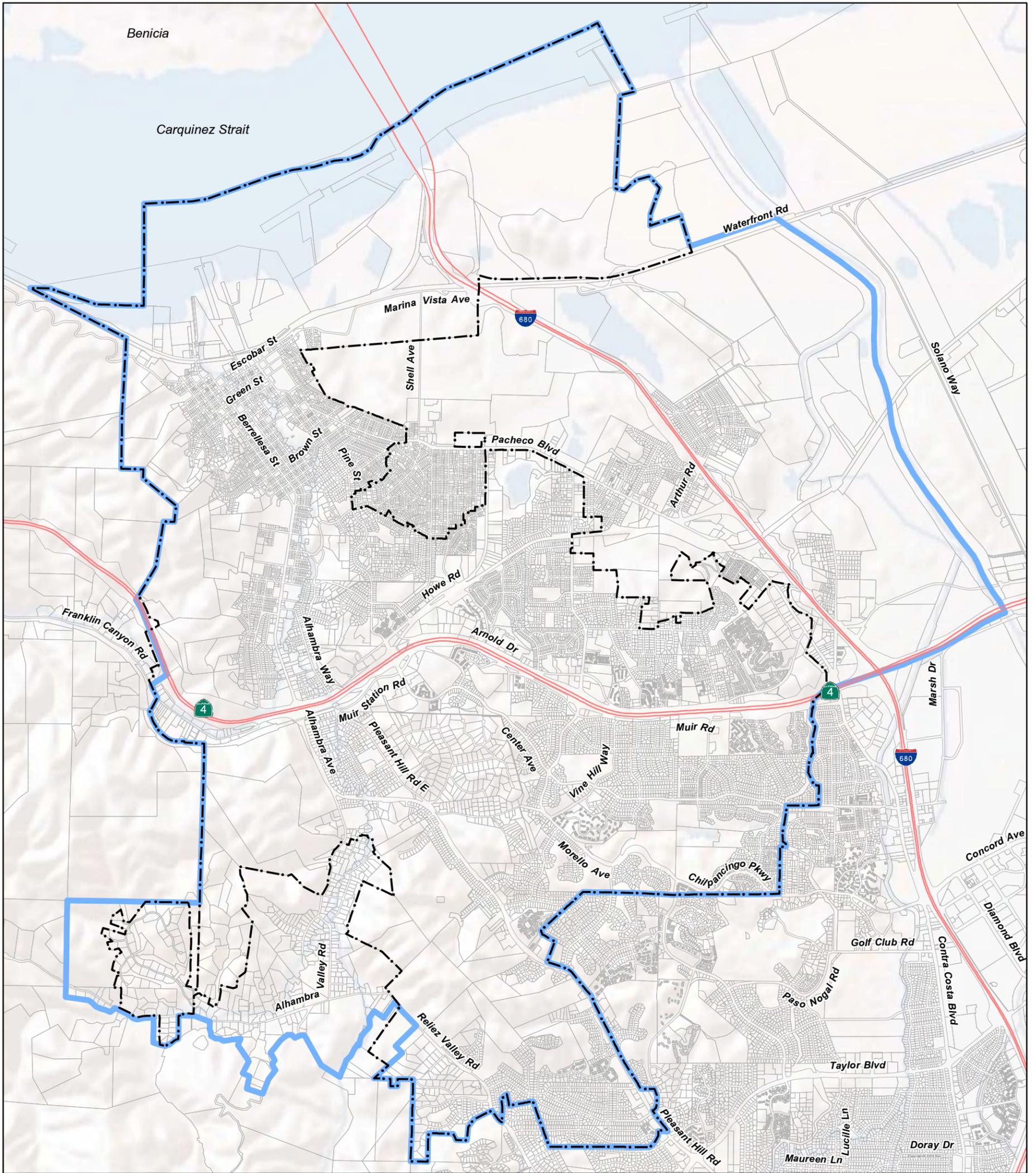
- AG - Agricultural Lands

Alhambra Valley

- AV/ER-VL - Alhambra Valley Estate Residential - Very Low Density 1/AC
- AV/ER-L - Alhambra Valley Estate Residential - Low Density 1-2/AC
- AV/AL - Alhambra Valley Agricultural Lands
- AV/OS - Alhambra Valley Open Space

- City Limits
- Sphere of Influence
- Urban Limit Line
- Rail Lines
- Special Areas
- Commercial Frontage
- Alhambra Hills Access Path
- Alhambra Hills Remote Homesites

Sphere of Influence - Figure 2.1



Martinez California Planning Department

Sphere of Influence 2015

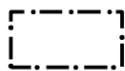


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Map Legend

-  City Limits
-  Sphere of Influence

