

CITY OF MARTINEZ ABOUT ECONOMIC CENTERS

Why Economic Centers are Important

Economic Centers are the foundation for understanding what is driving economic activity, employment, job creation, investment and revenue generation in the city. The dynamics of an economic center are driven by one of three economic drivers which create different economic activity:

TRADED SECTOR BUSINESSES



Those businesses providing goods and services to customers outside of the region, typically part of an industry supply chain either as a producer or a supplier, such as, refinery.

POPULATION DRIVEN BUSINESSES



Those businesses that provide goods and services to the local residents, such as, medical care, grocery stores, dry cleaners.

VISITOR POTENTIAL BUSINESSES



In many areas visitor spending (tourism) can be quite substantial in boosting the local economy and supporting local businesses.

The economic driver of each center is identified by an icon in the Economic Center Summary Chart.

Initial Outcomes and Observations

A key part of the economic center profile work was “listening” to businesses and key stakeholders which provided initial take-aways in building strong relationships with local businesses and programs in addition to identifying opportunities within the Economic Centers:

1. Appreciation of the City’s forward-thinking action to create a point person for business, new Economic Development Coordinator, the personal outreach, vision for an Economic Development Action Plan.
2. Input for potential tools and resources that could be beneficial to businesses.
3. Identified potential “at-risk” businesses.
4. Acted upon “low-hanging fruit,” needs that could be immediately addressed.
5. Identified that attracting new business would be a challenge given the limited space for industrial, commercial, and residential growth. Business development may initially focus on existing business retention/expansion with strategic site and/or building marketing.
6. Brokers, property owners and managers gave high marks about doing business with the City.
7. Positive communication story lines.

MARTINEZ ECONOMIC CENTER PROFILES

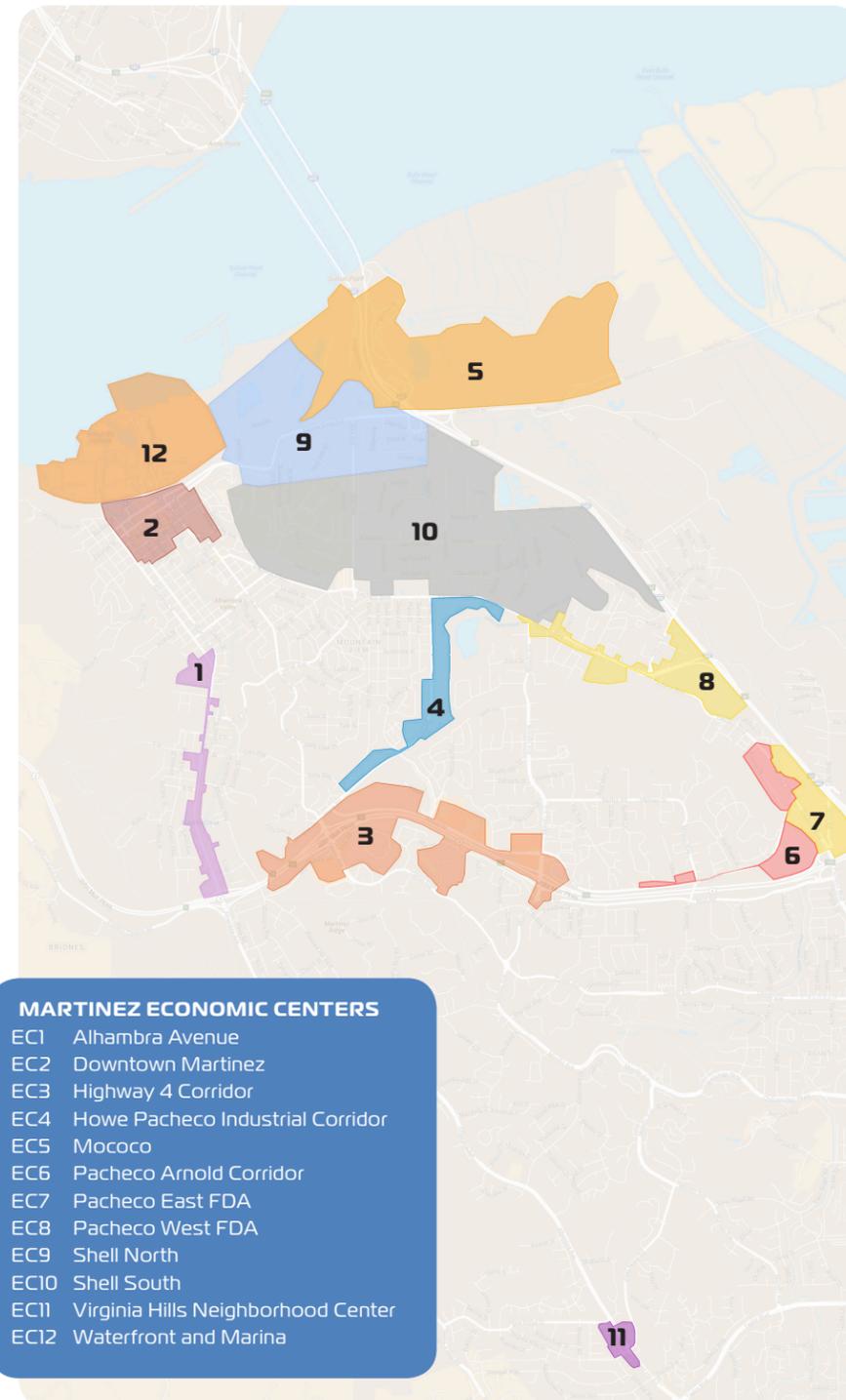
A City of Martinez, Department of Community & Economic Development, Economic Development Initiative

EXECUTIVE SUMMARY

In 2017 the City of Martinez identified economic development as an important activity of community development, establishing the Department of Community & Economic Development and Economic Development Coordinator position. The role of economic development involves encouraging and facilitating economic growth with both existing and new businesses, as well as understanding and navigating economic shifts, trends and opportunities.

As a first step to developing an Economic Development Action Plan (EDAP), the City embarked on efforts to understand those areas throughout the city, and adjacent county areas, that were currently generating economic activity. A primary objective of the EDAP is to identify and prioritize Economic Centers’ catalyst opportunities and economic contribution to guide City’s future investment, time and resources.

Twelve geographic areas with clusters of employment and economic activity in retail, commercial, manufacturing and/or refinery operations were identified, called Economic Centers. The Economic Center Profiles report defines individual centers, each center’s economic driver, current uses, strengths, challenges and opportunities.



Next Steps

The Economic Center Profiles provide the foundation for the City to finalize an EDAP for maximizing economic potential short-term and long-term, and leveraging other city assets and resources.

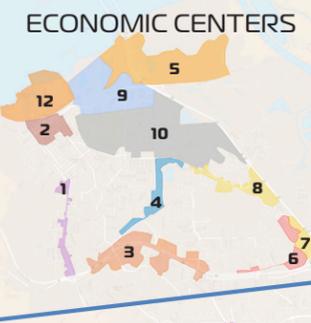
- ▶ Prioritize the Economic Centers based on a set of criteria set by Council.
- ▶ Further evaluate the Priority Centers’ one or two opportunities (cost, staff capacity, partnerships, alignment with other City department and timelines).
- ▶ Define the EDAP core services and programs as well as action steps for the priority Economic Centers.
- ▶ Recommend EDAP to Council.

CITY OF MARTINEZ ECONOMIC CENTER PROFILES

USES / DRIVERS	STRENGTHS	CHALLENGES	STRATEGIC OPPORTUNITIES
EC1 / Alhambra Avenue			
37 businesses Primarily Retail 	Major thoroughfare Aesthetically pleasing Strong anchors John Muir historic site	Auto-oriented Dated shopping centers Few available sites	<ul style="list-style-type: none"> ▶ May be potential to increase resident density, thereby increasing Alhambra Avenue and Downtown customer markets. ▶ Located close to downtown in the heart of this commercial center are underutilized commercial sites to explore for redevelopment.
EC2 / Downtown			
245 businesses Retail, Prof'l  	Investment activity Amtrak Station Employment anchors are courts, government	Employee parking No wayfinding signage Ground floor vacancies Potential constraints	<ul style="list-style-type: none"> ▶ Programs exist to generate funds for Downtown improvements, e.g. Parking Benefits District, Property-based Business Improvement District (PBID), Tourism Business Improvement District (TBID), and Business Improvement Areas (BIA). ▶ Housing is widely identified as a critical opportunity that would spur additional retail development. ▶ Demand for new hotel rooms and amenities. ▶ Downtown is ripe for a focused business development strategy that matches available properties with best uses.
EC3 / Highway 4			
158 businesses Retail, Services 	Strong retail anchors Good tenant mix Access and visibility	Highway disconnects shopping areas Congested parking	<ul style="list-style-type: none"> ▶ Additional retail could be supported if sites were available. ▶ Opportunities may exist to expand medical opportunities, via support services, suppliers.
EC4 / Howe Pacheco			
37 businesses Retail, Industrial  	Light industrial Several office complexes	Industrial uses intruding on residential Disconnected physically	<ul style="list-style-type: none"> ▶ Businesses interested in opportunities for networking and connections. ▶ Potential for the existing construction-industry cluster supply chain to be expanded.
EC5 / Mococo			
7 businesses Heavy Industrial 	Strong economic and employment center	Essentially built-out Appearance a detriment	<ul style="list-style-type: none"> ▶ Provide business assistance services, business retention/expansion visits.
EC6 / Pacheco Arnold			
14 businesses Industrial 	Sunrise Drive attractive Few vacancies	No unifying theme Potential impact from CalTrans plans at I-680	<ul style="list-style-type: none"> ▶ Property owner outreach may reveal opportunities to intensify business and industrial uses.
EC7 / Pacheco East FDA*			
Mix of uses and business types  	Pleasant industrial areas The Villages Long-term potential	Undefined theme Unattractive areas near new residential areas	<ul style="list-style-type: none"> ▶ Redevelop or Master Plan the area beginning at the Pacheco Boulevard and Blum Road split and extending about 1,500 feet north. This would begin to make the area more economically vibrant and a thriving commercial center serving residents at The Village and other neighborhoods and workers in the area. ▶ Consider CalTrans' planned Highway intersection improvements in any redevelopment plans.

USES / DRIVERS	STRENGTHS	CHALLENGES	STRATEGIC OPPORTUNITIES
EC8 / Pacheco West FDA*			
Largely industrial, some retail  	Most areas are attractive Long-term potential Highway commercial mix	Residential development inhibits revenue and job-generating uses	<ul style="list-style-type: none"> ▶ Redevelop or Master Plan the 2,000-foot expanse from Morello Avenue south into complementary uses. This would begin to make the area more economically vibrant and a commercial center that serves the area's neighborhood residents and workers.
EC9 / Shell North			
5 businesses Industrial, Service 	Strong economic center Interest in using local businesses/vendors	Basis for refinery city reputation Unattractive view from highway	<ul style="list-style-type: none"> ▶ Identify local vendors and suppliers that could potentially receive contracts with Shell; i.e. caterers. ▶ Capture spending occurring during Turnarounds, including hotel rooms, transient occupancy tax, and up to \$75/day in per diem allowances for 1,500 people, four weeks—estimate \$3.15 million each turnaround. ▶ Acknowledge and embrace the refinery legacy.
EC10 / Shell South*			
Refinery, Port Facilities, Mfg 	Strong economic center Major employer	In county jurisdiction Very little development potential	<ul style="list-style-type: none"> ▶ Identify local vendors and suppliers that could potentially receive contracts with Shell; i.e. caterers. ▶ Capture spending occurring during Turnarounds, including hotel rooms, transient occupancy tax, and up to \$75/day in per diem allowances for 1,500 people, four weeks—estimate \$3.15 million each turnaround. ▶ Acknowledge and embrace the refinery legacy.
EC11 / Virginia Hills Center			
31 businesses Primarily Retail 	Active center serving neighborhood 24-hour Safeway	Outdated façade Retail on west side only No buildable land	<ul style="list-style-type: none"> ▶ An approximate one-half acre site adjacent to shopping center is being actively promoted for commercial development by broker who is receiving interest. ▶ There is likely demand for additional convenience and dining retail to serve the residential area.
EC12 / Waterfront & Marina			
19 businesses Primarily Retail  	Unique community asset Used by residents Visitor draw from baseball, bocce, recreation	No food concessions Multiple owners Restricted uses Requires major investment	<ul style="list-style-type: none"> ▶ Demand for amenities, i.e. restaurants, food trucks, or some type of food concessions to serve boaters and users of the park and other facilities. ▶ Potential for a suitable site for hotel/restaurant development.

* County jurisdiction.



ECONOMIC DRIVERS

-  TRADED SECTOR
-  POPULATION
-  VISITOR

Find Us

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