



## **Martinez General Plan Update Task Force Meeting #3 Summary**

*Wednesday, October 27, 2010*

*6:30 pm - 9:00 pm*

*Meeting in the City Council Chambers / Martinez City Hall*

### **Task Force Members in Attendance**

Donna Allen

Scott Busby

Victor Carniglia, Chair

Marshall Cochrane

Jenny Fitzgerald, Vice-Chair

Jeff Keller

Linda Meza

Cindy Nuse

Donald Pallotta

Leanne Peterson

Denise Sanchez Cannon

Igor Skaredoff

George Vetek

Jenny Ward

Jan Weiss

Chris Wills

### **Task Force Members Absent**

Earl Dunivan Jr.

Cynthia Murdough

Mark Thomson

### **City Representatives and Consultant**

Terry Blount, City Staff

Jeffery Baird, Consultant

### **Meeting Purpose and Agenda**

The purposes of the third meeting of the General Plan Update Task Force (GPUTF) were to: (1) review the approach for the community outreach and the workshops agenda; (2) pre-test “Community Outreach Kit” —Developing a WORKING VISION 2030; (3) identify “Partner Groups;” and, (4) review the near-term schedule for the General Plan Update.

## Task Force Comments

Task Force members discussed three topic areas that will be covered in the community workshops — (1) appreciative assessment of Martinez; (2) aspects of the community that need to be improved; and (3) the Task Force's possible vision for the year 2030. Below is a summary of comments organized by topics.

### Appreciative Assessment (What Task Force Members Like About Martinez)

- (1) The Amtrak station.
- (2) How well the road system works.
- (3) The bungalow architecture that is non-tract housing.
- (4) Waterfront Park, pier and Briones Regional Park.
- (5) The waterfront and arena including the pier and bocce courts.
- (6) The availability of small destination places.
- (7) Open space and parks.
- (8) Bike riding paths.
- (9) The fact that the merchants downtown know your name.
- (10) The history and age of Martinez.
- (11) Contra Costa Regional Medical Center, Veterans Administration, and Kaiser.
- (12) The country feel and small town character which is very unique to Martinez.
- (13) The theater and specialty retail.
- (14) The community feel; you are not lost in a crowd and the community is not too crowded.
- (15) John Muir (the history).
- (16) Tradition of events and gatherings, such as homecoming, street events, farmers market, peddlers fair, etc.
- (17) The unique architecture and history of downtown.
- (18) We value schools and the community gives to schools and provides for children.
- (19) The vibrant nature of downtown during the day.

### What Task Force Members Would Like to See Improved

- (1) Provide better access to downtown.
- (2) Provide signage from the freeway to downtown.
- (3) Remove refinery odors.
- (4) Improve the overall image of Martinez in people's minds (the jail, police cars, etc.).
- (5) Improve the cleanliness, such as graffiti tags.
- (6) Recognize that there is a geographic division within Martinez and a different feel in different areas of the community.
- (7) Provide a better connection to downtown.
- (8) Undertake downtown improvements.
- (9) The lack of city control over key areas, such as the waterfront.
- (10) Recognize the need for a self sustaining downtown.
- (11) Dependence on the County.

**Task Force's "First-Cut" at a Vision for Martinez in the Year 2030**

- (1) There is a vibrant, self-contained downtown.
  - a. Lots of people are living in the downtown.
  - b. There is ferry service access to Martinez.
  - c. Transit brings people and revenue from outside.
  - d. There are Internet companies.
  - e. There is an arts colony.
  - f. The Downtown Specific Plan area is built out.
  - g. There is upscale, single-level housing north of the railroad tracks.
  - h. There is a world-class seafood restaurant.
  - i. There are theaters and shops that bring people to downtown.
  - j. There are multistory buildings on Main Street.
  - k. There are live/work opportunities in the downtown with shops below and apartments above.
  - l. There is an environmental center for students.
- (2) The Creek is celebrated.
- (3) There is active use of transportation to downtown.
  - a. The train is attractive and easy to use.
  - b. You can easily travel from the train to fun destinations in Martinez.
  - c. There is a shuttle bus from the train and ferry to activities and lodging.
  - d. We have eliminated the need to use cars in downtown and to get to downtown.
- (4) We capitalize on John Muir and the image he represents.
- (5) Martinez is a green city.
- (6) There are many bike paths and bike sharing opportunities.
- (7) There is a strong connection to the outdoors and the environment.
  - a. There are trails everywhere.
  - b. The waterfront is attractive and easy to get to.
  - c. There is lots of open space.
  - d. There is space for sports of all kinds.
  - e. There is a thriving Marina.
- (8) We have "hidden" the refinery from view.
- (9) Pacheco has been upgraded where it passes along the refinery.
  - a. Housing transitions to non-residential uses.
  - b. The quality of the area has improved.
  - c. There is no residential next to the refinery.
- (10) Martinez is a destination where parents take their kids to do fun things. There is something different about Martinez that people find unique and attractive.
- (11) We have achieved one community and are not as divided geographically and from a community standpoint as we are now. There are bike paths that connect the community and people from all neighborhoods to go downtown to have dinner.
- (12) The golf course is a community center.
- (13) The housing along the freeway is attractive.

- (14) We have enhanced and renovated entrances to Martinez and to the downtown including the Alhambra Avenue commercial strip.
- (15) There is a streetcar that carries people along Alhambra Avenue.



Photo Reduction of the Wall-Graphic Recording of Comments  
 October 27, 2010 Martinez General Plan Task Force Meeting