

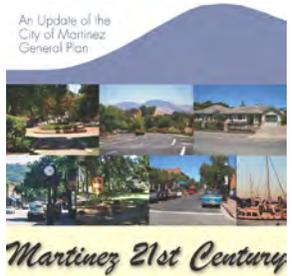


Community Conversations Report # 1

A Record of Community Comments on the Martinez General Plan Update from September, 2010 through January, 2011

- Community Workshops
- UserVoice Online Survey
- Martinez Junior High School Student Survey
- Outreach to Various Interest Groups
- Comment Sheets
- General Plan Update Task Force
- Interviews
- Neighborhood "Coffees"

Prepared February 15, 2011



Martinez City Council

Rob Schroder, Mayor
Janet Kennedy, Vice Mayor
Lara DeLaney
Michael Menesini
Mark Ross

Martinez Planning Commission

Donna Allen, Chair
Harriett Burt
Rachael Ford, Vice Chair
Kimberley Glover
Jeff Keller
Paul Kelly
Michael Marchiano
Sigrid Waggener

Martinez General Plan Update Task Force

Donna Allen
Scott Busby
Denise Sanchez Cannon
Victor Carniglia, Chair
Marshall Cochrane
Earl Dunivan, Jr.
Jenny Fitzgerald, Vice-Chair
Jeff Keller
Linda Meza
Cynthia Murdough
Cindy Nuse
Donald Pallotta
Leanne Peterson
Igor Skaredoff
Mark Thomson
George Vetek
Jenny Ward
Jan Weiss
Chris Wills

Martinez City Staff

Philip Vince, City Manager
Terry Blount, AICP, Planning Manager
Anjana Mepani
Cory Simon
Delilah Leval

Consultant

Baird + Driskell Community Planning
Jeffery Baird, AICP



Table of Contents

1 Introduction

| | | |
|---|--|---|
| A | Overview of the Community Conversations Effort | 2 |
| B | About the Martinez General Plan Update | 3 |
| C | Community Participation and Outreach | 5 |
| D | Questions Posed to the Community | 5 |

2 Community Workshops Comments

| | | |
|---|----------------------------|----|
| A | Workshops Approach | 7 |
| B | November 30, 2010 Workshop | 8 |
| C | December 2, 2010 Workshop | 9 |
| D | December 7, 2010 Workshop | 11 |
| E | December 8, 2010 Workshop | 12 |

3 UserVoice Online Survey

| | | |
|---|----------------------------------|----|
| A | Summary of Online Survey Results | 15 |
|---|----------------------------------|----|

4 Comments from Interest Groups, Neighborhood Coffees and Other Outreach

| | | |
|---|--|----|
| A | What do you like most about Martinez? | 16 |
| B | What do you like least and would like to see improved? | 21 |
| C | What is your VISION for Martinez in the year 2030? | 29 |

5 Martinez Junior High School Survey

| | | |
|---|----------------------|----|
| A | Overview and Results | 45 |
|---|----------------------|----|

6 General Plan Update Task Force Comments

| | | |
|---|---|----|
| A | Task Force Tour of Martinez | 47 |
| B | Initial Discussion of a Vision for Martinez in 2030 | 56 |

7 Interviews with City Departments and Others

| | | |
|---|--|----|
| A | Overview of the Interview Process | 59 |
| B | Listing of Issues Identified in the Interviews | 60 |

Section I Introduction

A Overview of the Community Conversations Effort

From 2010 through 2012 the City of Martinez will be updating its General Plan that will guide land use and development over the next 20 years in the City. As part of the update process an extensive outreach process was conducted with various interest groups in the city and the

community as a whole. Activities conducted between September, 2010 and January, 2011 included: community workshops held in four different parts of the City, a survey of 230 eighth-graders at Martinez junior high school, use of the city's website to pose questions and obtain responses similar to the workshops, and outreach to various stakeholder groups and neighborhood coffees conducted by General Plan Update Task Force members.



Noticing for the General Plan effort, including the workshops and the online UserVoice survey, was done using banners, ads and articles in the Martinez News-Gazette and Contra Costa Times, Martinez Patch.com, Twitter, Facebook, General Plan business cards, announcements at Planning Commission and City Council meetings, announcements and

use of the City's website, outreach through various community groups (Kiwanis, Friends of Alhambra Creek, Main Street Martinez, Alhambra Watershed Council, etc.), etc.

In total, approximately 300 people plus 230 junior high school students have participated and provided comments that are summarized in this document. About 75 people attended the four community workshops; approximately 130 people participated in the UserVoice survey available on the city's website; and an additional 100 people, including other youth participants, were part of the stakeholder groups meetings and the neighborhood coffees conducted by the Task Force members.

By adding together all those who have participated in this first round effort for the General Plan update, it is estimated about 500 people participated, with about 250 of those being youth participants.

In addition, this report summarizes the results of a tour of the City conducted by the General Plan Update Task Force, and interviews with various departments within the City. The tour and interviews did not pose the same questions, but were more intended to identify key issues of concern that could be addressed in the General Plan update.

B About the Martinez General Plan Update

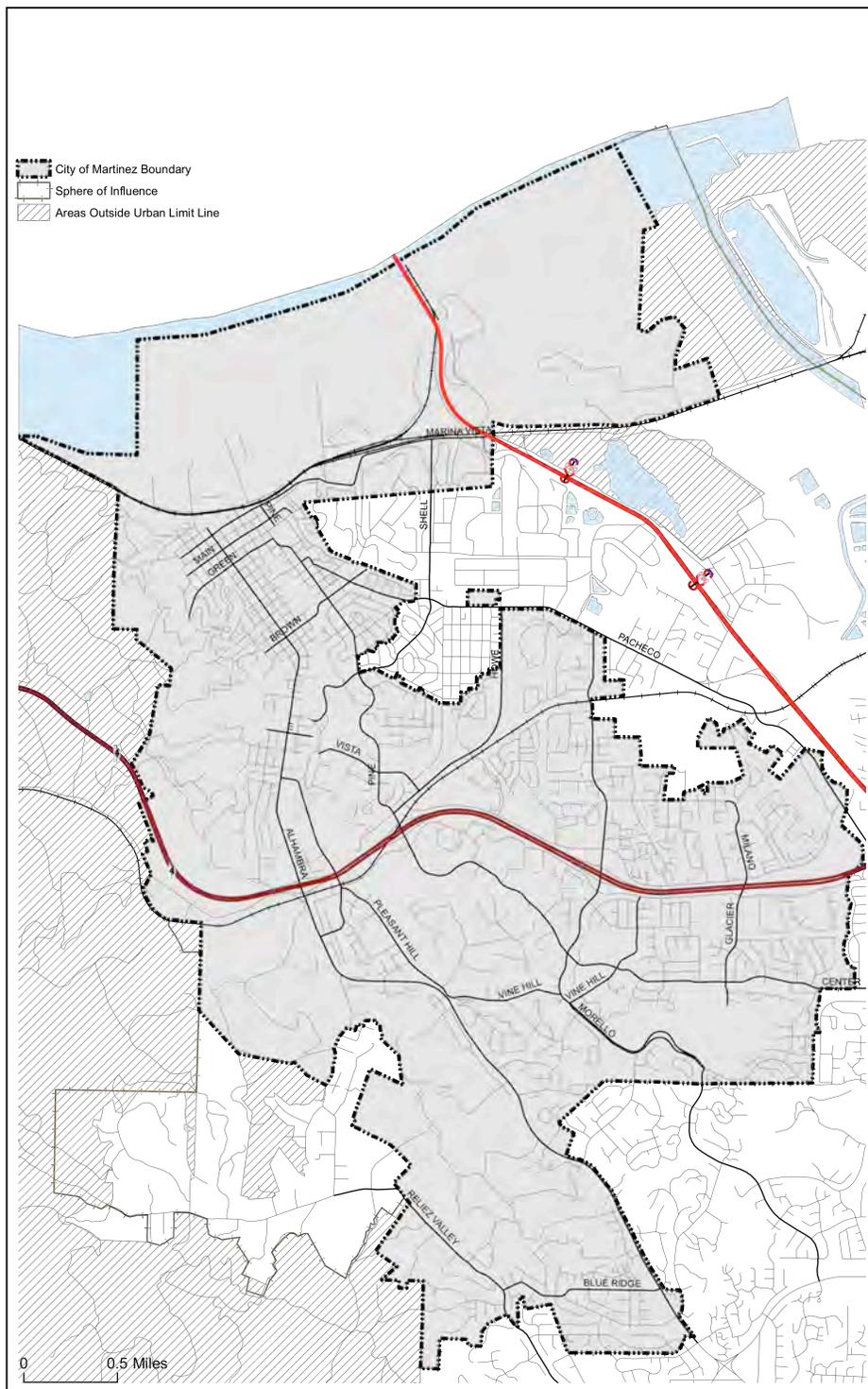


Each city (and county) in California must prepare and adopt a comprehensive, long-term general plan for the physical development of the city and of any land outside its boundaries which bears relation to planning for the future. The California Supreme Court has called the general plan the “constitution for future development.”

While there are specific topics that must be included in a general plan, the City of Martinez General Plan is intended to do much more than merely meet legal requirements. The City’s General Plan exists as our community’s statement of its fundamental values and our shared vision for future development. It is intended to articulate how we, the citizens of Martinez, view the community, now and in the future, and, most importantly, how the community intends to deal with current and future planning and development issues.

Once adopted, the General Plan provides the basis for most future decision-making. For instance, all subdivisions, zoning, capital improvements, and other land use actions must be found consistent with the General Plan. The General Plan covers such topics as land use, circulation, housing, conservation of resources, open space, noise, health and safety, culture and arts, and economic development. A map showing the City’s current planning boundaries and the area covered by the General Plan is shown on the next page.

Current City of Martinez Planning Boundaries



C Community Participation and Outreach



Martinez's General Plan is undergoing its first comprehensive update since the 1970s. Each city (and county) in California must prepare and adopt a comprehensive, long-term general plan for the physical development of the city and of any land outside its boundaries which bears relation to planning for its future.

When a city creates a general plan, hearing from the voices in the community is essential. All members of the community are encouraged to participate. Major steps in the process include:

- **Community Outreach/Workshops in Fall of 2010 and Early 2011** — Intended to identify important issues and overall goals for the General Plan update.
- **Community Outreach/Workshops in Early Fall of 2011** — Intended to provide feedback on alternative strategies and approaches to physical development issues in the City.
- **Community Outreach/Public Hearings 2012** — Review of Draft General Plan proposals and eventual adoption of the updated City of Martinez General Plan.

D Questions Posed to the Community



The questions below are part of the initial community outreach process and cover the community's VALUES (the aspects of Martinez valued by the community) and the community's VISION for the future. There will be other opportunities later on in the process next year for the community to provide their comments on possible strategies and important choices on how the community can maintain and enhance what it values about Martinez as a community, and how it can achieve its VISION for the future.

TOPIC #1 — **OUR APPRECIATIVE ASSESSMENT** — WHAT WE VALUE AND LIKE ABOUT MARTINEZ NOW AND WHAT WE WOULD LIKE TO SEE IMPROVED IN OUR COMMUNITY

The intent of this discussion is to make sure we build on successes and "best practices" to protect the qualities we like about Martinez as we plan for the future.

- (1) **What do you like most about Martinez?** FOR EXAMPLE, what are your favorite places to shop, parks or places to go or have fun in Martinez and why? What is it about the look and character of Martinez that you like most? What do you like most about Downtown

Martinez and why? And, what is special about Martinez that makes it a better place to live than other cities in Contra Costa County or the Bay Area?

- (2) **What do you like least about Martinez that you would like to see improved?** FOR EXAMPLE, what do you wish Martinez had that other cities in Contra Costa County have? What is the one special place or asset that the City should work hardest to enhance? And what problem with Martinez should be the City's highest priority to improve?

TOPIC #2 — **OUR VISION FOR MARTINEZ IN THE YEAR 2030** — MAGICALLY — You have been transported 20 years into the future and it is now the year 2030. The VISION we created for Martinez way back in the year 2010 has come true. Everything we wanted, we achieved. LETS TALK ABOUT WHAT IT'S LIKE NOW IN THE YEAR 2030 IN MARTINEZ.

- (1) **What does Martinez as a whole look and feel like in the year 2030?** FOR EXAMPLE, what is the image and reputation of Martinez in the Bay Area? Who lives here and what are our residential neighborhoods like? What does our transportation system look like and how do we get around? And, what has changed the most that makes Martinez a great community to live in the year 2030?
- (2) **What do special places in Martinez look like and what activities occur there now in the year 2030?** FOR EXAMPLE, what is Downtown Martinez like and why do people go to Downtown Martinez now, in the year 2030, as compared to 2010? What are our shopping centers like (such as Virginia Hills, Village Oaks, Muir Station, etc.) — and what kinds of stores and activities do you find there? What arts, cultural and recreational facilities and activities do you find in Martinez? And, what is the Martinez waterfront like?
- (3) **Are there any other aspects of the physical development of Martinez that you are proud that we achieved in our VISION for the year 2030?** FOR EXAMPLE, what were some of the important actions taken to achieve our planning vision for Martinez in the year 2030?

Section 2

Community Workshops Comments

A Workshops Approach



The initial round of community workshops on the General Plan were held in late November and early December 2010. A total of about 75 people attended the four workshops. Each workshop began at 6:30 pm and ended no later than 8:30 pm. Comment sheets were provided to participants to provide written comments. In addition, all comments were recorded on a large wall-graphic. Photo reductions of the wall-graphic comments from each of the workshops are included at the end of this section. Below are the comments from each of the workshops. The

format for each workshop was the same, and included the following:

- (1) Welcome, Introductions and Agenda Overview
- (2) Overview of the General Plan and General Plan Update Process
- (3) Presentation by Martinez Junior High School Students on Their Vision for Martinez
- (4) Group Discussion —
What do you like most about Martinez?
What do you like least about Martinez that you would like to see improved?
What is your VISION for Martinez in the year 2030?
- (5) Summary and Next Steps



B November 30, 2010 Community Workshop (Martinez Junior High School)

What do you like most about Martinez?

- (1) Our open space, open space to look at and use, such as the hills and the Marina.
- (2) Our support for youth, including the library, swimming pool, schools, athletic leagues, and we have a great school district.
- (3) Our civic organizations and services.
- (4) We are unique.
- (5) People make a difference and support one another.
- (6) There is a small town feel in a large metropolitan area.
- (7) People have longevity living in Martinez.
- (8) There are many cultural activities, such as the theater, opera, live music, cinema, and historic society.
- (9) The senior center adult school.
- (10) Our parks.
- (11) Lemongrass Bistro.
- (12) Our developing art community.
- (13) We have a sense of personal safety.
- (14) Creeks and creek-scape.
- (15) Muir home, Museum and the proximity to the train station.
- (16) Land trust.
- (17) Older homes and a variety of housing.
- (18) Not cookie-cutter development.
- (19) Our sense of community and connections, even though there are separate areas of town.

What do you like least about Martinez that you would like to see improved?

- (1) Downtown is a resource to the community that needs to be better used.
- (2) We need a nicer library.
- (3) Need to take advantage of resources, such as the Marina and other areas.
- (4) There are no services at the Marina.
- (5) We need better clean up around town, and there are pockets of blight.
- (6) Make downtown attractive to all ages.
- (7) Improve entryways to Martinez.
- (8) Kids go to schools outside of Martinez, this causes students to feel disenfranchised.
- (9) The school district boundaries and the cities sphere of influence should be the same.
- (10) We need more bike paths around town.
- (11) The flow of traffic cuts up the community.
- (12) Pay attention to the homeless.

- (13) Improving the city's image, including the refinery and the courthouse.
- (14) Too much money is wasted on Band-Aid work.

What is your VISION for Martinez in the year 2030?

- (1) There are no houses on ridgelines.
- (2) All open space has been maintained and enhanced.
- (3) We have reasonably priced and high quality senior housing.
- (4) There are trains to wherever you want to go, with parking for cars and bicycles.
- (5) The waterfront is a sports persons paradise.
- (6) There is a connection between downtown and the waterfront.
- (7) The downtown is thriving, there are safe hangouts, and kids want to go downtown.
- (8) There are recreational activities north of the railroad tracks, with no housing.
- (9) There is some housing along the waterfront.
- (10) We support each other.
- (11) Downtown is an attractive place to work.
- (12) We use existing buildings for new uses and they are creatively and attractively remodeled.
- (13) We are a model green city.
- (14) We are a destination for artists, including theater arts, natural areas, and festivals.
- (15) Martinez is a quaint, quality weekend destination.
- (16) Young people choose to come back to Martinez.
- (17) We embrace multi-generations and multi generational activities.
- (18) The waterfront has recreational vehicle hookups.
- (19) Carquinez Scenic Drive is open to bicycles and pedestrians.
- (20) All students go to schools within Martinez.
- (21) We have maintained the historic significance of Martinez.

C

December 2, 2010 Community Workshop (John Swett Elementary School)

What do you like most about Martinez?

- (1) The Creek, views of the Creek, it's healthiness for fish and beavers.
- (2) Open space.
- (3) The human scale of downtown including its historic character and quaintness.
- (4) The John Muir site.
- (5) We know people who work at stores and there is a friendly feeling, trust and sense of community.
- (6) We know artists in Martinez.

- (7) The farmers market.
- (8) Vineyards.
- (9) Local products.
- (10) The small town feel.
- (11) We can see the waterfront and it is a great place to walk.
- (12) Trails.
- (13) The Benicia bridge walk is nearby.

What do you like least about Martinez that you would like to see improved?

- (1) Update the Marina to include ferry service and connection to Amtrak.
- (2) The train station is an opportunity.
- (3) Lack of City control over East Bay regional Parks District lands and the need to coordinate with EBRPD.
- (4) Beaver Festival Park trail is shabby but could be beautiful. We need better upkeep.
- (5) Overall, there is a need for better upkeep throughout Martinez.
- (6) Homeless people with special needs who are not taken care of.
- (7) Not enough diversity of stores and there are too many antique shops.
- (8) Downtown is not functioning well for residents.
- (9) Alhambra Avenue upkeep and commercial uses upkeep and appearance.
- (10) Possibly annex and improve the area along Pacheco Boulevard.
- (11) Suburban neighborhoods in Martinez lack of connection to each other and to the downtown.
- (12) School district affiliation affects sense of community.
- (13) Work with the city of Pleasant Hill.
- (14) The entire city should be in one school district.
- (15) Need for the train trestle to be painted.

What is your VISION for Martinez in the year 2030?

- (1) There's an art district in downtown, with artist activities, galleries, space for artists and actors.
- (2) There are lots of bike trails.
- (3) Martinez has a beautiful natural and functioning Creek, with native plantings, no weeds, and with trails.
- (4) Open space areas, including hills, in Martinez are significant.
- (5) And there is a beautiful restaurant at the Marina and next to the ferry terminal.
- (6) Along the waterfront there are places for water sports, kayaking, and a Delta research and educational center.
- (7) There is a 500 seat theater where the Campbell Theatre is located.
- (8) Downtown has been extended down Alhambra Avenue.
- (9) There is a fully functioning Marina with amphitheater and lighting and amenities.

- (10) There is local transit from Amtrak that circles around Martinez.
- (11) Martinez is an easily reachable destination.
- (12) We have strong suburban residential neighborhoods.
- (13) There is housing located above shopping.
- (14) All of our housing is in better condition.
- (15) We have kept the hills and waterfront free of housing.
- (16) We have established ridgeline protection.
- (17) We are free of floods.
- (18) There is a connection to the Benicia bridge, including parking, walking, and the refinery has been replaced with housing.

D December 7, 2010 Community Workshop (Morello Park Elementary School)

What do you like most about Martinez?

- (1) Hiking Briones, Carquinez Straits, and Mount Wanda.
- (2) Shoreline Regional Park.
- (3) Downtown restaurants.
- (4) You can live and work in the community.
- (5) Schools are good and getting better.
- (6) People care and have strong values.
- (7) Small-town feel. We know people, feel part of the community, know our neighbors.
- (8) Conveniently located close to other places in the Bay Area.
- (9) Martinez is the county seat, which provides business support. Historically, the downtown has been supported by county office workers and people using county services.

What do you like least about Martinez that you would like to see improved?

- (1) There is so much that could be done downtown, including more shopping, more activities, anchor stores, etc.
- (2) We need more diverse stores downtown.
- (3) More use of the amphitheater, it has become a liability.
- (4) Better relationship between the city and the county in land use and other planning.
- (5) Need for a sports center plus there are few fields.
- (6) Parking for county employees and parking for businesses.
- (7) Homeless people can be a problem, there is a need for police control and support.

What is your VISION for Martinez in the year 2030?

- (1) You can get the food you want within a 5 min. drive any time you want.

- (2) Downtown is bustling, there are shops, restaurants, and people come from out of town to be there.
- (3) We have a transportation hub, with ferry, train, and BART.
- (4) The Marina is spiffed up. It is a destination with baseball, bocce, and Marina activities.
- (5) The community has housing for elderly, low income, and special needs people.
- (6) Housing in Martinez is attractive and meets a variety of needs.
- (7) There are lots of hiking and biking trails.
- (8) There are active things for kids to do, including the library, movies, and swim center.
- (9) Martinez controls the shoreline.
- (10) There are more high-paying jobs in Martinez.
- (11) The highway 4 and highway 680 interchange works.
- (12) There are high-tech stores.
- (13) We brag about our excellent schools.

E December 8, 2010 Community Workshop (Hidden Valley Elementary School)

What do you like most about Martinez?

- (1) The historical charm and older houses, and the older buildings downtown.
- (2) Nature that surrounds the community.
- (3) There are active and passive parks and open space, which contribute to the character of the community.
- (4) The waterfront is a type of open space that is highly valued.
- (5) Hiking on trails in and around Martinez.
- (6) The small town charm.
- (7) City services, including police, parks, public works, and the CERT program.
- (8) The bus system and intermodal transit.
- (9) The charm of downtown homes.
- (10) Martinez is located near amenities.
- (11) The influence of John Muir, including activities and the Muir Heritage Land Trust.
- (12) The Creek, although we need to fix it up and make it a focal point in downtown.
- (13) Bocce courts.
- (14) Farmers market.
- (15) We know people and there is an easy familiarity of people in Martinez.
- (16) Campbell Theatre.
- (17) The closeness and togetherness of the community.
- (18) Local working business owners. We are concerned about their success and that they stay in town.
- (19) Restaurants downtown.

- (20) Music downtown.
- (21) There are fun things to do on Main Street in Martinez.

What do you like least about Martinez that you would like to see improved?

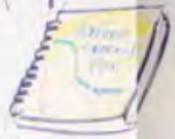
- (1) Rent out space in vacant buildings like they do in Benicia, with housing above stores and parking.
- (2) We need a Jamba Juice and hang out, including a hamburger place.
- (3) The Marina needs improvement; to be a place to take your family to a restaurant.
- (4) We need an enlarged and safe skate park.
- (5) We need a place for bikers.
- (6) There should be a beat cop, police presence, in downtown.
- (7) We need ferry service to San Francisco.
- (8) We need better road and sidewalk maintenance and improvement.
- (9) Improve Alhambra Avenue north of Highway 4 because it has a rundown appearance.
- (10) We need more shops and restaurants in downtown.
- (11) We need a destination near the Marina and downtown to bring people in after dark.
- (12) We need a quiet zone in downtown.
- (13) There is too much truck traffic downtown.
- (14) We need a plan for the reuse of vacant County buildings.
- (15) Downtown needs a facelift.
- (16) Downtown is scary with drunks and drug addicts.

What is your VISION for Martinez in the year 2030?

- (1) There is a vibrant Marina area with activities, ferry access, hotels, bed and breakfast places nearby, and places to learn for students.
- (2) The entryway to Hidden Lakes Park is inviting.
- (3) We have stocked Hidden Valley Lake with fish.
- (4) Martinez is a transportation hub.
- (5) We have a world class annual blues festival.
- (6) There is no danger from flooding.
- (7) There are many things to do including renting bicycles and kayaks.
- (8) We have pocket communities that complement each other and the area they are located in. We have provided a facelift for our community.
- (9) Alhambra Creek is more of an amenity. There is development along the Creek and viewing areas. There is seating and we have provided access and use of the Creek.
- (10) Alhambra Creek has become an important part of our community design.
- (11) We have encouraged energy efficiency and have homes built into the hills. The homes in the hills are not in view.
- (12) Bike trails provide alternative routes of transportation.

- (13) There are nearby areas to work for local workers, which saves on energy and gas, and provides more of a tax base for the community.
- (14) Historic buildings have been retrofitted yet are still affordable.
- (15) There is a camp ground over the former dump.
- (16) We have put all utilities underground.
- (17) Memorial Hill has been refurbished for veterans.
- (18) We are a youth friendly community.
- (19) We have a lively downtown with music and the arts.
- (20) There is a parking garage downtown but it is hidden and blends with shopping that is available on the first floor.
- (21) We have well-planned industrial areas. Our industrial areas are attractive and provide opportunities for research centers and other businesses.
- (22) Downtown is well lighted and there are hanging flower baskets, lots of people walking, book stores, and inviting restaurants and art galleries.
- (23) We have maintained all of our open space and have protected trees.
- (24) The refinery tanks have been painted and tall trees have been planted along Pacheco Boulevard to block views of the refinery.
- (25) We have attractive and easy to access neighborhood shopping districts. These are not strip centers, but have shops and restaurants serving local needs.

MARTINEZ 2nd CENTURY
COMMUNITY WORKSHOP
2 DEC 2010



APPRECIATIVE
KNOWLEDGE

- CREEK
VIEWS
HEALTHY W/FISH
BEAVERS
- OPEN SPACES
- HUMAN SCALE
OF DOWNTOWN
- HISTORICAL
- CHARACTER
- QUIETNESS

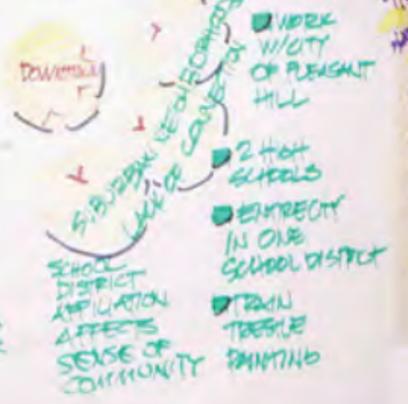
- JOHN SWETT
SITE
- KNOW PEOPLE
WHO WORK
AT STORES
- FRIENDLY
FEELING
- TRUST
- COMMUNITY
- KNOWN ARTISTS
- FARMER'S
MARKET
- VINEYARD
- LOCAL
PRODUCTS

SMALL
KINDLY
PEOPLE

- WATERPROOF
- CAN SEE
- WALKING
- TRAILS
- BENICIA BRIDGE
WALK NEARBY
- UPDATE
MARINA
- FERRY
- MARINA
- TRAIN ST.
IS AN
OPPORTUNITY
- EBARD
LANDS &
COORDINATION

- FESTIVAL
BEAVER FEEL
- SMOOBY BUT
COULD BE
BEAUTIFUL
- URBAN
- GENERAL
UPKEEP
OVERALL
- HOMELESS
PEOPLE W/
SPECIAL NEEDS
NOT BE
TAKEN CARE OF
- NOT ENOUGH
DIVERSITY OF
STORES - TOO
MANY WHOLE
SHOPS
- NOT FUNCTIONING
DOWNTOWN FOR
RESIDENTS

- DOWNTOWN
LIVES UPKEEP
& APPEARANCE
- POSSIBLY ANALYZE
& IMPROVE AREA
ALONG PRINCE BLDG.



OUR VISION OF
MARTINEZ IN
THE YEAR 2030

THERE'S AN
ARTS DISTRICT

- ARTIST
LOUNGES
- GALLERIES
- CAMPBELL
- SPACES
FOR ARTISTS
& ACTORS

LOTS OF
BIKE
TRAILS

- BEAUTIFUL
FUNCTIONAL
CREEK
- PLAYING
FIELDS
- NO WEEDS
- WITH
TRAILS

OPEN
SPACES &
HILLS

NATURAL
BEAUTIFUL
RESTAURANT
AT MARINA
VIEW TO
BAY & OAKLAND

APPROACHES
TO DOWNTOWN
ARE EASIER
EASIER

BEING
DOWN
ALONG
MARTINEZ
BUT FUNCTIONAL

STROLL
WALKING
ARTISTS

BETTER
CONDITION
OF HOUSING

WE ARE
FREE OF
FLOODS

KEEP THE
HILLS &
WATERPROOF
BASE OF
HILLS

TRAM LINES
FROM ARTIST
LOUNGES
ARTISTS
MARTINEZ

WATER
PODS

WHERE
CAMPBELL
THEATRE
IS LOCATED

KEEP THE
HILLS &
WATERPROOF
BASE OF
HILLS

VARIETY
OF ROUTES
& AFFORDABLE
PRICE

RIDGEWAYS
PROTECTION

CONVERSION
TO POLICE
EDUCATION

REPLACEMENT
IS FOR
SUSTAINABLE
ENERGY

TRAM LINES
FROM ARTIST
LOUNGES
ARTISTS
MARTINEZ

WATER
PODS

WHERE
CAMPBELL
THEATRE
IS LOCATED

KEEP THE
HILLS &
WATERPROOF
BASE OF
HILLS

VARIETY
OF ROUTES
& AFFORDABLE
PRICE

RIDGEWAYS
PROTECTION

CONVERSION
TO POLICE
EDUCATION

REPLACEMENT
IS FOR
SUSTAINABLE
ENERGY

TRAM LINES
FROM ARTIST
LOUNGES
ARTISTS
MARTINEZ

WATER
PODS

WHERE
CAMPBELL
THEATRE
IS LOCATED

KEEP THE
HILLS &
WATERPROOF
BASE OF
HILLS

VARIETY
OF ROUTES
& AFFORDABLE
PRICE

RIDGEWAYS
PROTECTION

CONVERSION
TO POLICE
EDUCATION

REPLACEMENT
IS FOR
SUSTAINABLE
ENERGY

TRAM LINES
FROM ARTIST
LOUNGES
ARTISTS
MARTINEZ

WATER
PODS

WHERE
CAMPBELL
THEATRE
IS LOCATED

KEEP THE
HILLS &
WATERPROOF
BASE OF
HILLS

VARIETY
OF ROUTES
& AFFORDABLE
PRICE

RIDGEWAYS
PROTECTION

CONVERSION
TO POLICE
EDUCATION

REPLACEMENT
IS FOR
SUSTAINABLE
ENERGY

Photo Reduction of the Wall-Graphic of Participant Comments at the Thursday, December 2, 2010 Community Workshop on the General Plan Conducted at John Swett Elementary School

CITY OF KAPINEZ
GENERAL PLAN UPDATE
COMMUNITY WORKSHOP
12.7.10

THINGS WE LIKE

WHAT WE WANT TO SEE IMPROVED

- SO MUCH THAT CAN BE DONE DOWNTOWN
 - MORE SHOPPING
 - MORE ACTIVITIES
 - MORE SPACES
- NEED FOR A SPORTS CENTER - FEW FIELDS
- PARKING & COUNTY EMPLOYEES & PARKING & BUSINESSES
- HOMELESS CAN BE A PROBLEM - POLICE CONTROL & SUPPORT
- MORE DIVERSE SPACES DOWNTOWN
- NEEDS USE OF LAND THEATRE - BECOME A LIABILITY
- BETTER RELAT BETWEEN CITY & COUNTY - PLANNING

- HIKING
 - BRIONES
 - CAPER STRAIGHTS
 - MT. WAKUDA
- SCHOOLS
 - GETTING BETTER
- COUNTY SEAT
 - BUSINESS SUPPORT
- PEOPLE CARE & STRONG VALUES
- SMALL TOWN FEEL
- CLOSE TO OTHER PLACES IN BAY AREA (CONVENIENT)
- SHORELINE REG'L. PARK
- BRIDES KNOW PEOPLE FEEL PART OF THE COMMUNITY NEIGHBORS
- DOWNTOWN RESTAURANTS
- CAN LIVE & WORK IN THE COMMUNITY

DOWNTOWN SUPPORTED BY COUNTY HISTORIC CALL!!

OUR VISION 2030

YOU CAN GET THE FEEL YOU WANT WITH SMALL DRIVE AT ANY TIME!!

- DOWNTOWN IS BEING TRANSFORMED INTO A HUB
- MARKINA IS SPREADING UP!!
- DESTINATION
- MARINA
- BASKETBALL
- BOGGS
- FERRY
- TRAIN
- B&R.F.
- SHOPS
- RESTAURANTS
- PEOPLE COME FROM OUT OF TOWN

- DIFFERENT AREAS OF CITY
- AGENDA/TIMELINE
- RECORD KEEPING
- USE PEOPLES WORDS

COMMUNITY THAT HAS HOUSING FOR ELDERLY HANDICAPPED LOW INCOME

- LOTS OF BIKES TO RIDE
- WALKING TO KIDS
- WALKING TO KIDS TO DO
- SKATEPARK
- SPORTS CENTER
- SWIM CENTER
- MOVIES
- LIBRARY

PARIS HAS ALL BEEN RENOVATED

MORE HIGH PAYING JOBS IN MARINE

MARINE CONTROLS THE SHORELINE

HWY 680 (INTERCHANGE) WORKS

HIGH-TECH STORES

WE BRAG ABOUT OUR EXCELLENT SCHOOLS

Photo Reduction of the Wall-Graphic of Participant Comments at the Thursday, December 7, 2010 Community Workshop on the General Plan Conducted at Morello Park Elementary School

MARTINEZ GENERAL PLAN UPDATE
COMMUNITY WORKSHOP
12.8.10

THINGS WE LIKE ABOUT MARTINEZ

- HISTORICAL CHARM & OLDER HOUSES / OLDER BLDGS. DOWNTOWN
- NATURE SURROUNDINGS
- ACTIVE & PASSIVE PARKS & OPEN SPACE
CHARACTER OF COMM.
- WATERFRONT IS A TYPE OF OPEN SPACE
- HIKING ON TRAILS IN/AROUND MARTINEZ

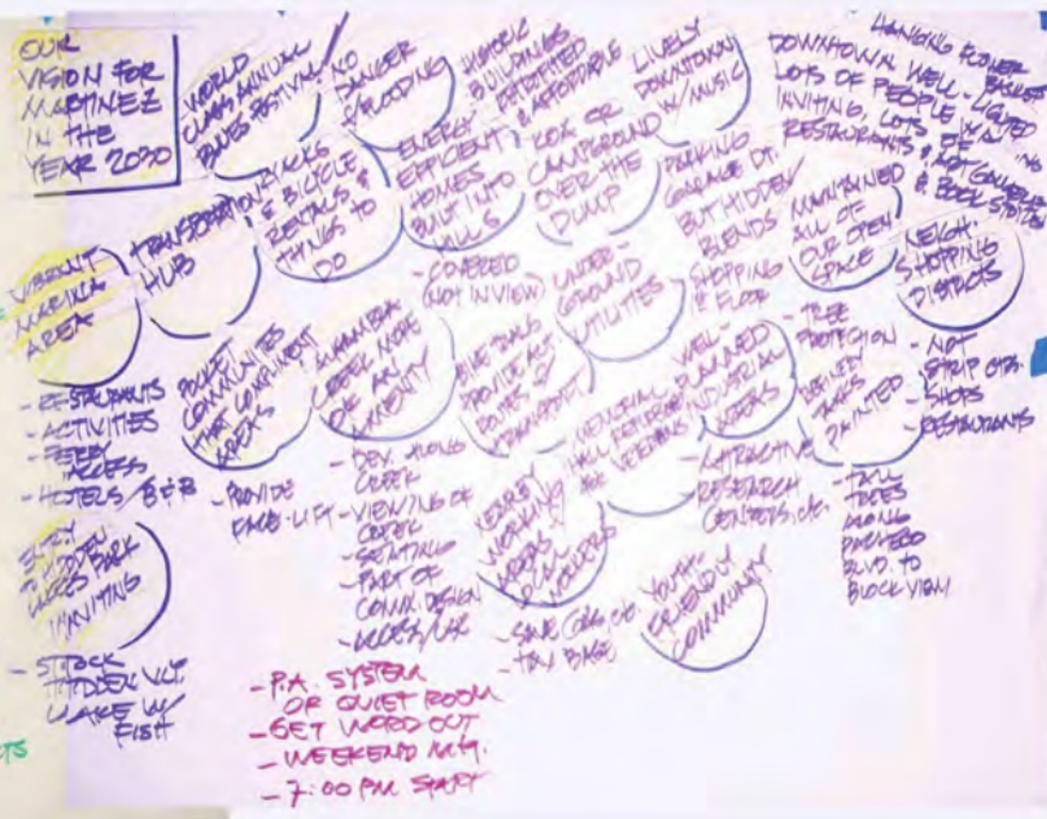
- BUS SYSTEM, INTER-MODAL TRANSPORT
- CHARM OF DOWNTOWN HOMES
- NEAR TO ACTIVITIES AMENITIES
- INFLUENCE OF JOHN MUIR - ACTIVITIES - HERITAGE
- CREEK - FIX UP - MAKE FOCAL PT. IN DOWNTOWN

- SMALL TOWN CHARM (1/4M / 1 HS)
- CITY SERVICES - POLICE - FIRE - PARKS - CERT. PROGRAM
- POLICE COVERS
- FINEST NOT ABOVE HOUSES

- KNOW PEOPLE - FAMILIARITY
- CAMPBELL THEATRE
- CLOSENESS / TOGETHERNESS
- LOCAL WORKING BUS OWNERS - CONCERN ABOUT SUCCESS/STAYS IN TOWN
- RESTAURANTS DOWNTOWN - MUSIC
- MAIN ST. MARTINEZ - FUN THINGS TO DO

- THINGS WE WANT TO SEE IMPROVED**
- REST OUT E.G. VALENT BLDGS
 - JAMBA JUKE & WALKOUT GARDEN/PLAZA
 - MAD U.A. N. - BE ABLE TO WALK - SAFE FAMILY FRIENDLY RESTAURANT - SAFETY OF SKATE PARK (EVALUATE) - PLACE FOR BIKERS
 - POLICE PRESENCE DOWNTOWN - BEAT COP
 - FERRY SERVICE TO SF
 - ROAD & SIDEWALK MAINTENANCE & IMPROVEMENT
 - ALVARADO AVE. NORTH OF HWY. 4 RUN DOWN
 - MORE SHOPS + RESTAURANTS DOWNTOWN
 - PLACE NEAR MARIANA & DOWNTOWN TO BRING PEOPLE (RESTAURANT) AFTER DARK
 - JUST EDGE DT. - TOO MUCH TRUCK TRAFFIC DOWNTOWN
 - COUNTY VALENT BLDGS. (PARKING RE-USE)
 - FACE-LIFT DOWNTOWN
 - SCARY - DRINKS & DRUGS AFFECTS IMPROVEMENT

OUR VISION FOR MARTINEZ IN THE YEAR 2020



UserVoice Online Community Survey

A Summary of Online Survey Results



The City's online survey, UserVoice, has been a unique effort for the General Plan Update. The City of Martinez was one of three California cities to receive an online public engagement grant to set up a web-based questionnaire as part of the public outreach and involvement associated with the first phase of the General Plan Update. The web-based program asks the user a series of questions that mirror those that were asked at the community workshops. The grant was awarded by Common Sense California at the Davenport Institute for Public Engagement and Civic Leadership (Pepperdine School of Public Policy). The purpose of Common Sense California is to

help solve California's public problems by promoting citizens' participation in governance. They work with city governments, school districts, regional governance associations, and non-profit organizations to both support and promote legitimate civic involvement.

The following pages contain a summary of the "voting" for the various ideas and thoughts provided by respondents in the UserVoice survey.

What do you like most about Martinez?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|---|--|--------------|
| The beautiful setting, with surrounding green hills and trees | Martinez, is blessed with being located in a beautiful environment. We have verdant, green (and sometime brown) hills, and a unique waterfront location. | 71 |
| It's potential to be a safe, clean, quaint, enjoyable destination for residents and visitors alike. | Everyone knows Martinez has great potential, it just needs a little more "life." and not necessarily more residents. If we clean it up, keep it safe, and add more fun things to see and do downtown (shop, dine/eat, walk, rest, view, hear, play, etc.). People will want to be here and come to Martinez. People will talk about Martinez and all the great things it has to offer. | 68 |
| Small town atmosphere | | 49 |
| Alhambra Creek, Waterfront, Open Space, John Muir site | Alhambra Creek, Waterfront, Open Space, John Muir Site Native Garden | 39 |
| Regional Shoreline Park is a wonderful jewel | | 32 |
| Historic downtown | | 25 |
| It's different from other homogenized towns & less crowded. | | 25 |
| The people | | 23 |
| Waterfront park | | 19 |
| I love the unique nature of our small city, including small businesses, history, natural areas. | | 18 |
| It's different personalities. Like micro-climates, we have micro-communities. | | 15 |
| Small town life but close to everything. Beautiful waterfront, John Muir site, | | 14 |

What do you like most about Martinez?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|--|---|--------------|
| The open space that is part of Martinez. Let's keep our open space and even add to it. | | 14 |
| Readily accessible by Intermodel Mass Transit. | | 13 |
| City listens to it's residents, and welcomes diverse views | | 7 |
| I love the 24 hour fitness center downtown, Leah's Closet, the Magic Theater, and the Caberet. | I wish more business' like these would come to our town. And I wish more people frequented downtown | 4 |
| Open space throughout the city; historic, small-town character; land-use and architectural variety | | 4 |
| More restaurants and businesses | | 2 |
| When the summer winds come blowin in from the northeast and the refinery smell prevails. | | 1 |
| Martinez Museum | I like the Martinez Museum, its exhibits and related activities. | 1 |
| Main Street Martinez | I like that there is a Main Street program to assist in the revitalization of our downtown business district. | 1 |

What do you like least about Martinez that you would like to see improved?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|--|--|--------------|
| Downtown area | The downtown area has been the same, with very little in the way of appealing stores or destinations, forever. What is the status of the Redevelopment Agency? | 37 |
| No Redevelopment Agency in Martinez. It would be a giveaway to big property owners and developers. | | 29 |
| Oil Refinery | | 29 |
| Homeless folks and panhandlers that make it feel unsafe to walk around downtown at night | Martinez has some great areas, such as the creek, but it seems to attract undesirables that make it uncomfortable (and maybe dangerous) to walk around after dark. Especially downtown, and especially around the train station, and portions of waterfront park. This keeps people away and prevents the downtown from thriving like it should. | 26 |
| Downtown is depressing, old stores, owners against redevelopment, drugged street people, refinery | | 25 |
| City gov't. ignoring repeated opposition to re-development and attempt to impose their agenda. | | 22 |
| City government does not appreciate the different personalities and separate geographies. | Martinez is unique in its geographical boundaries unlike Pleasanton, Livermore, Concord, Fremont, San Jose, etc. | 17 |
| City council removed. Replaced by people who represent the citizens | | 15 |
| I LOVE the downtown area which is why I would like to see it improved like what Benecia has done | | 14 |
| 651 Pine Street | Lets rebuild a new county building before ALL of the employees leave. | 14 |

What do you like least about Martinez that you would like to see improved?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|--|---|--------------|
| Roadways that are unsafe for pedestrians | Not all roadways need frontage improvements like curb, gutter or sidewalk. But areas absolutely need to have safe pedestrian travel. Vine Hill way between Center and Morello is an example of how to do this right. Muir Station Road between PH Road and the Nob Hill shopping center is a dangerous example of where attention is needed. Not a sidewalk, but a separate path next to the road. Alhambra Valley Road (in the soon-to-be annexed area) is another area needing pedestrian attention. County put in a ped bridge over the creek, but the path literally only goes 100'. Extend it! | 11 |
| Strip malls that are not pedestrian friendly | All the attention is on the downtown, but Martinez has many other shopping areas, such as the Walmart / Home Depot center, Virginia Hills, etc. These were understandably developed with 100% focus on cars. They're very unpleasant places to be on a bike or on foot. By 2030, these will undoubtedly be reworked, and they should include better pedestrian connections to their neighborhoods to allow and encourage local residents to walk to the store, or to the coffee shop, etc. | 10 |
| The refineries, crime, marijuana sales, unsavory characters. | | 7 |
| Path btw Beaver Park around Creek needs attention, need more native plantings | | 6 |
| The continued failure of the City Council to listen to the will of the residents. | | 5 |
| Lack of commitment to open space, historic preservation, and quality of life for average residents | | 4 |

What do you like least about Martinez that you would like to see improved?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|--|---|--------------|
| County Administration Building (651 Pine Street) | I dislike this 12-story green International Style building which is totally incompatible with the rest of downtown. The County should proceed with the plan that it developed (currently in limbo) to tear down this obsolete, seismically unsafe structure and replace it with a 4-story building that has a larger footprint. | 4 |
| The waterfront park | | 4 |
| Bail Bond Shops | The presence of bail bond establishments with their neon lights ablaze after dark scares visitors arriving in town after dark to attend the theatre or eat in our restaurants. | 3 |
| Marijuana Dispensaries | The City Council's seems set to welcome the marijuana dispensaries that Pacheco closed down because of the public nuisance that these businesses and their customers became. | 3 |
| Pet pickup areas | It would be a good idea to have more pet pickup facilities, especially right by the community garden area adjacent to the Hidden Valley School on Glacier. | 2 |
| change the anti animal ordinances and harassment of animal rescuers..especially of cats | | 1 |
| Overhaul the balance of power in the City by curbing the unchecked abuses by unelected functionaires | | 1 |

What does Martinez as a whole look and feel like in the year 2030?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|--|--|--------------|
| A thriving downtown with business drawing people to visit. | | 43 |
| Hills and river are still visible. Marina has been maintained. Aquatic center is open all year. | | 39 |
| Walking trails throughout Martinez with Native plants: A decent waterfront eating spot. Redevelopmen | | 34 |
| Single level quality housing with waterfront views, ferry, city shuttle, no need for a car | | 23 |
| Walkable community, pedestrians connections to transit and commerce | Martinez is much more than the downtown. Need to have care and focus on the other areas too. Need to work with previous '1970s & 1980s' sprawl neighborhoods where many of us live. | 19 |
| Bike friendly | | 19 |
| Vibrant downtown residential neighborhoods filled w/ owner occupied homes raising families. | I imagine a thriving downtown surrounded by stable residential neighborhoods and crystal meth is a scourge of the past. | 17 |
| Bike and walking trails with native flora and fauna from Amtrak to Muir Site | | 16 |
| The Waterfront should include ferry service, restaurant, kayak and boating services, trails, culture | | 15 |
| Hidden Lakes Nature Area supports diverse wildlife and recreation opportunities | Hidden Lakes continues as one of many Martinez jewels. The lakes are healthy and support a self-sustaining fishery. The oaks continue to regenerate. The ball fields, play grounds, and picnic areas are used regularly. Children romp and play throughout the park. | 12 |

What does Martinez as a whole look and feel like in the year 2030?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|---|--|--------------|
| We have gotten rid of the current city council and made Martinez into a beautiful vibrant destination | | 8 |
| The streets are well paved, the neighborhoods have character, the business districts are thriving | The streets are well paved and lit. Each neighborhood has its own feel and character. Our parks and public spaces are irrigated and regularly maintained. Our commercial districts support a mix of large retailers and small, family owned businesses. | 8 |
| Historic Preservation | This historic look of downtown (i.e. the historic streetscape) will be maintained and improved -- because of facade restoration projects. The historic buildings will largely remain because they have been seismically retrofitted. There will be a public program to underwrite loans to property owners who could not otherwise raise the capital to preserve their historic buildings. | 7 |
| Martinez is a Cultural Center | Downtown Martinez will become even more of a destination for those who wish to attend the theatre, a magic show, a museum, an art gallery, a night club, an aquarium, an operatic production and the like. Martinez will also be seen as a place to dine and explore interesting shops (boutique retail). | 7 |
| Waterfront Restaurant | A restaurant will be re-established on the Waterfront and once again become a destination for visitors to Martinez. | 6 |
| Add murals to other side of Hwy 4 bridge on Alhambra, Welcome and Thanks for Visiting on overpass. | | 5 |
| County offices have left the downtown, but high-tech high-pay rail-commute jobs buoy the downtown | | 4 |

What does Martinez as a whole look and feel like in the year 2030?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|-----------------|---|--------------|
| Old Train Depot | The old Train Depot will be restored to its lovely Victorian appearance and will be open to the public because it houses a transportation museum. | 3 |

What do special places in Martinez look like and what activities occur there now in the year 2030?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|---|--|--------------|
| Martinez is a hub for culture and art. It's reputation has changed. | It is no longer known as the "refinery city", It is always referred to as the "City of John Muir". There are many art galleries and the theaters are an astounding success. | 57 |
| A revitalized Waterfront, indoor bocce courts, a convention center | The waterfront is our hidden jewel. If we bring people businesses will come. How do we bring people? Build a convention center/hotel in the old Waters Moving area. Where in town can you have a wedding reception for over 250? And with a beautiful setting? It's time to do this for the community... | 42 |
| Aquatic park is used year round by community. Restaurant like Skates (Berkeley) sits on Marina. | | 33 |
| The hills surrounding Martinez remain as open space | The hills surrounding Martinez are held in public or non-profit trust for the enjoyment of the people, habitat for plants and animals, and create a sense of open character. The land is managed to maximize diversity, reduce fire risk, and protect endangered species. | 23 |
| Community gatherings like Santa's visit, and the 4th of July | These types of events always take City sponsorship, and aren't cheap, but they pay off in community pride. Cities like Lafayette and Walnut Creek (with larger budgets, I know) do an especially good job of this and are an example for us to follow. | 23 |
| Carquinez Scenic Dr connects Martinez to Crocket for Bicycles and Pedestrians | Carquinez Scenic Dr is restored to allow for pedestrian, bicycle, and horse traffic (no cars). This creates an important gateway between central county and west county. Martinez becomes a bicycle hub. | 18 |

What do special places in Martinez look like and what activities occur there now in the year 2030?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|---|---|--------------|
| Alhambra Creek is open to the public, home in flood plans have been removed, salmon in creek | | 12 |
| Hidden Lakes remains a sanctuary of nature, play, and community gathering | Hidden Lakes is a sanctuary for wildlife and people seeking nature. Children are safe to explore the woods or fish in the lakes. Soccer, baseball, softball, cross country meets, and pick-up basketball games occur regularly. Parents take their children to the safe and state of the art playgrounds. Family and friends gather at picnic areas for BBQs. | 9 |
| Flying cars | | 6 |
| Muir Oaks Neighborhood remains unchanged | Muir Oaks rural residential zoning should stay as it is (same with Alhambra Valley). Muir Oaks private roads should remain that way in 2030 without streetlights or frontage improvements. Traffic levels are low enough that walking on the roadway there is safe. | 6 |
| This beautiful small city invites special events, such as weddings, culture and art-based shows | | 5 |
| Waterfront/marina has been preserved, arts community flourishes; lodging and benches for visitors | | 4 |

Are there any other aspects about the future physical development of Martinez that you would like to add?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|--|--|--------------|
| Continue to work on perserving our open space. | Part of the charm of Martinez is our respect toward our natural habit, surrounding hills and wild life. Our parks are beautiful and keeping them up will benefit our whole community. | 60 |
| High speed ferry | | 47 |
| Do away with all above ground utilities. | | 41 |
| 1800's fisherman's village | Since Martinez is considered an historic town created by italian and portugese fisherman, an 1800's themed fishermans village at the waterfront complete with period restaurants and stores would work perfectly in not only creating a historic tourist attraction but bringing in much needed money to the town. The potential for tourism dollars and business expansion is huge. Not unlike what was done in willimsburg va. on a large scale. | 36 |
| IN 2030, I'd like to still be able to catch a train to somewhere | Martinez, is unique that it has a great, new train station. In 2030, the station won't be new, but hopefully it still will be well maintained, and I can catch a train to Sacramento, Reno, or beyond! | 35 |
| Refineries and other industrial companies are creating clean energy, all pollutants gone | | 30 |
| Gateways and streetscapes we can be proud of | Chilpancingo / Morello is a unique, landscaped split roadway as it passes by Hidden Lakes park. Out of town visitiors always comment on how unique and 'cool' this is. It was built to contour to the land, and minimize grading and retaining walls. City should consider more roadways like this. | 24 |

Are there any other aspects about the future physical development of Martinez that you would like to add?

| <i>Title</i> | <i>Description</i> | <i>Votes</i> |
|--------------|---|--------------|
| | All of the refineries are gone because wind and solar generated energy provide a clean environment. | 24 |
| | World class nightlife and music venues in downtown open late | 12 |
| | All of the refineries are gone because wind and solar power are providing clean energy. | 12 |
| | Reduce the level of heavy industry, clean the water and air. Rely on wind, hydro, electric power. | 9 |
| | Sidewalk sandwich-board signs are not allowed | 7 |
| | Newspaper boxes not allowed | 4 |
| | Have a community run advisory committee/ombudsman to deal with development effects on wildlife/pets | 4 |
| | Downtown industrial area becomes commutable high-tech incubator; downtown real estate values soar | 4 |
| | Past City Councils stopped borrowing so now Martinez is the most celebrated debt-free city! | 3 |

Section 4

Comments from Interest Groups, Neighborhood Coffees and Other Outreach

The comments below come from a variety of sources, including returned comment sheets from the community workshops, additional comments provided for the UserVoice survey online, outreach to various stakeholder and special interest groups, neighborhood “coffees” conducted by General Plan Update Task Force members, and emails received by the City. Comments on the City website (UserVoice) that were personal in nature or not related to the City’s General Plan update have not been included. Those items mentioned by more than one person are noted with a “++” depending on how many mentions.

A What do you like most about Martinez?

Community Image, Character, People, Gathering Places, and Overall Quality of Life

- (1) People return to raise families.++
- (2) Martinez is an excellent place to raise children.
- (3) The cost of living is better in Martinez — probably lower than in adjacent cities.
- (4) The small-town atmosphere and feel.+++++
- (5) Martinez is located near the river.
- (6) Rural feel near town.
- (7) John Muir’s heritage.
- (8) The “scale of Martinez” and accessible political scale.
- (9) Physical placement of Martinez — nestled next to hills and next to Straits — it’s geographic uniqueness.
- (10) I like Martinez as it is.+
- (11) It has a quality of life reflected in its buildings, parks and shopping areas.
- (12) Martinez is not built around a freeway.
- (13) Historic, small-town feel.
- (14) Attainable quality of life.
- (15) I enjoy the Marina and downtown antique shops because of the uniqueness that reminds me of an easier time.
- (16) Martinez is quite large and most people think only of downtown, but there are many new developments.
- (17) I like that we are right by the river and the Bay which keeps the temperature mild.



- (18) As one of the oldest cities in the county, Martinez has lots of interesting history. Lots of people have lived here a long time and enjoy sharing their knowledge of history.
- (19) Unique nature.
- (20) Diversity.
- (21) Character and charm, the old and the new. Martinez has a hometown feel.
- (22) Martinez is not part of the rat race, it is more laid back with a slower lifestyle and setting.
- (23) Martinez is less dense, less crowded, more small-town and country feel.
- (24) The small-town feel and the historic feel of a traditional Main Street.
- (25) The lack of a subdivision feel.
- (26) Martinez has a great ambience to raise a family.
- (27) The city's potential to improve but also maintain its small-town atmosphere.
- (28) Its potential to be a great city.
- (29) John Muir influence.
- (30) History of Martinez.
- (31) If I want to walk through crowds of people, I will go to Walnut Creek or the Mall. I like having some breathing room and besides all of my shopping is done on the internet.
- (32) Martinez is unique in it's geographical boundaries unlike Pleasanton, Livermore, Concord, Fremont, San Jose, etc.

Downtown

- (1) There are good restaurants downtown.++++
- (2) The historic downtown feel is not like Pleasant Hill and it should be kept that way.
- (3) The area around Starbucks is a destination.
- (4) The layout of downtown keeps it small.
- (5) Character of homes and shops in downtown.
- (6) Revitalization of downtown.
- (7) Main Street revitalization seems to be going well, there are nice places to go to watch an event or just hang out.
- (8) The charm of Main Street, although too bad there are no places to shop although some restaurants are good.
- (9) The potential in downtown.
- (10) The historic nature of downtown.
- (11) I like the cafés and antique shops, and farmers market. Although I would like to see Main Street closed to vehicular traffic, and I wish there were more bike paths.
- (12) The historic look of Main Street.+
- (13) Main Street, but it needs to be spruced up.
- (14) Downtown has a charm that I wish would extend to evenings and weekends. The small restaurants and bars are nice.
- (15) A defined downtown.
- (16) You can walk to just about everything in downtown.

- (17) Armando's.
- (18) Love the mostly intact, old, Main Street business district.

Waterfront and Marina

- (1) Waterfront, Marina and park.+++++++
- (2) The waterfront, although it needs access improvement.
- (3) The Marina, but it is dirty and not too user friendly.
- (4) I like the Marina for walking.
- (5) I love the Marina but I wish there was more dog paths available, although of course we need to protect the birdlife.
- (6) The trails in the Marina and the signage about the history of the area and the burned out Schooner.
- (7) Waterfront activities.
- (8) Open space and walking trails along the shoreline.
- (9) I love going down to the Marina for walks.
- (10) The outdoor theater by the waterfront.
- (11) I love the Marina and open space that surrounds us, especially the hills.

Community Cultural Activities and Events, Historic Resources and the Arts

- (1) There are events from the farmers market and parades.
- (2) EBRPD /National Historic Site in town.
- (3) The John Muir Historic Site's native garden.
- (4) The "historic look." Martinez is an historic community.++
- (5) Jazz club.
- (6) The peddlers fair is fun, but there are not enough places to eat.
- (7) Parades and community connection.
- (8) Farmer's market is really nice, and craft fairs.++++
- (9) John Muir site run by the National Park Service.++
- (10) Fireworks.
- (11) Three theaters, including the California Magic Theater.
- (12) Support of culture and the arts.
- (13) Historic preservation that is reasonable and not totally restrictive.
- (14) Willows Campbell Theater.
- (15) Art.

Land Use, Design, Housing and Economic Development

- (1) There are reasonable shopping areas such as Walmart and Home Depot.
- (2) Virginia Hills shopping center area has everything.
- (3) There is adequate grocery shopping and gift shops.
- (4) There are good antique shops.+

- (5) There is a wide range of restaurants.
- (6) The small to medium building scale.
- (7) Rents are cheap!
- (8) County seat.+
- (9) The neighborhood shopping center around the Bank of America is very nice.
- (10) Virginia Hills shopping area.+
- (11) Redevelopment area downtown.
- (12) Main Street Martinez.++
- (13) Chamber of Commerce.
- (14) The small stores.
- (15) Reasonable commercial districts.
- (16) Historic agricultural areas.
- (17) Mom and pop stores.
- (18) Architecture.
- (19) Nob Hill shopping center and Virginia Hills shopping center.+
- (20) Nice well-kept neighborhoods.
- (21) Sense of history and quaint buildings that have been kept up.
- (22) Most neighborhoods are quiet with neighborhood parks.
- (23) I like that there are few chains like McDonald's in downtown.
- (24) Housing in Martinez is more affordable.

Open Space, Scenery, Sustainability and the Environment

- (1) There is easy access to regional parks and open space.
- (2) Open hilltops — there are no buildings on hilltops.++
- (3) The beavers and their habitat.++
- (4) I love the way Martinez protected the beaver family.
- (5) Open space.+
- (6) Amtrail – native plant trail from Amtrak to Muir House.
- (7) Creek running through town.
- (8) Open space with few houses on hilltops.
- (9) The nearby hills and open space.
- (10) Open space and parks.
- (11) Reasonable restrictions on hilltop development.
- (12) Open space is abundant and the scenery is beautiful.
- (13) All of the open space and rolling hills and wildlife, such as deer, cranes, raccoons, etc.
- (14) I like the areas of green in the hills, and the horse area in Muir Oaks off Alhambra.
- (15) Briones is wonderful and it must remain natural for people and dogs and horses to explore.
- (16) What I like best about Martinez are the parks and open areas. Hidden Lake Park is very nice and it has good open space. I also liked the part down by the Marina.

- (17) No development on ridges.
- (18) Beautiful backroads, orchards, farms, and access to Briones.
- (19) Keep the open space, it is beautiful!
- (20) A Creek advisory group.
- (21) The Creek and waterfront and undeveloped hills.
- (22) Open-space and environmental protection.
- (23) Some of my favorite places are Mt. Wanda, the rainbow bridge at the waterfront, the rich and valuable plant life of the marshes, the footpaths overlooking Carquinez Strait, the John Muir National Historic Site, hills of the Alhambra Creek watershed.

Public Health and Safety

- (1) I like that we have medical facilities right in town.
- (2) Veterans Administration hospital.

Transportation, Biking and Trails

- (1) Like the trains. ++
- (2) Close to other transit.
- (3) Bike lane on Alhambra Avenue.
- (4) Bike lanes and trails.
- (5) Biking and hiking around Carquinez Straits.
- (6) The train station is nice and modern. Nice job on the train station.++++++
- (7) Lack of traffic.
- (8) There are trails that aren't used too much which are enjoyable.
- (9) One-way streets.
- (10) Streets are maintained well.
- (11) Virginia Hills is a fantastic walking neighborhood.
- (12) Old Port Costa Road is a unique feature.
- (13) Port Costa Road is unique for walking.
- (14) Hiking on Mount Wanda.
- (15) Walking in the wharf area.
- (16) Walking areas such as Hidden Lakes and the waterfront.
- (17) The shoreline walk to Port Costa.

Facilities and Services (Parks, Recreation, Cultural, etc.)

- (1) Senior center.++
- (2) We have a good, small school district and lots of parent involvement — the community supports all schools including ESA.++++++
- (3) Easy access to hiking trails.
- (4) Martinez Recreation Department.
- (5) Bocce.+++

- (6) I like the clean parks and the small-town feel.
- (7) Fairs, culture, and events in Martinez.
- (8) There is easy access to regional and national parks and historic sites, Such as ocean areas and Mount Wanda.
- (9) Bike riding, racing events, farmers markets, fairs tend to be well thought out and we should have more.
- (10) Schools are good and they are safe.
- (11) Gorden Hills Park.
- (12) There is a great museum downtown.+
- (13) Alhambra High School.
- (14) Hidden Lakes Park.

Public Involvement, Coordination and Decision-Making

- (1) We have a small city government and an open forum for discussion.
- (2) The small city government with open forums.
- (3) People are very willing to volunteer their time.
- (4) Fiscal responsibility.

B What do you like least about Martinez that you would like to see improved?

Community Image, Character, People, Gathering Places, and Overall Quality of Life

- (1) Downtown is depressing, old stores, owners against redevelopment, drugged street people, refinery.
- (2) The presence of bail bond establishments with their neon lights ablaze after dark scares visitors arriving in town after dark to attend the theatre or eat in our restaurants.
- (3) Fragmentation of communities.
- (4) Having two different school districts in the same town divides the community.
- (5) The refinery.
- (6) Too many vagrant and homeless characters.
- (7) It appears the town is always under construction.
- (8) The negative image of Martinez.
- (9) Do not want Martinez to become another Concord.
- (10) The negative image of Martinez.



- (11) The refineries, crime, marijuana sales, unsavory characters.
- (12) The north of Highway 4 versus south of Highway 4 feeling.
- (13) People from nearby cities seem to think downtown Martinez is dangerous.
- (14) The refineries, bail bonds and jury duty give Martinez a bad image.

Downtown

- (1) The downtown area has been the same, with very little in the way of appealing stores or destinations, forever. What is the status of the Redevelopment Agency?
- (2) I never go to downtown because I live close to Pleasant Hill and there's more to do there. My impression of downtown Martinez is that there are a lot of antique shops which I do not frequent.
- (3) One other comment. Recently, I was in Hartselle, AL and they have lots of antique stores. They were very nice, everything was displayed wonderfully, and dusted. While I know most Martinez store owners take pride, I would love for all the stores in Martinez to take pride in their business with a clean and inviting atmosphere. This will ultimately help the whole downtown.
- (4) The general look of the downtown/waterfront. Shell oil needs to beautify their property someday. I love the new welcome arch on Marina Vista and would like to see one on Pacheco and Alhambra. The vacant stores need attention... maybe this would be a way to display art or have volunteer organizations choose a vacant window to promote Martinez and the people who live here.
- (5) Want to see the "downtown area" made into a viable business center but definitely don't want the traffic congestion of WC. Do not support giving property owners downtown a free ride - they have gotten tax write offs for years on their properties and have put little or nothing into most of it so If redevelopment agency will get things moving great but the owners need to be "assessed" at least 50% of the cost of bringing these buildings up to par.
- (6) I agree that Martinez has so much potential for greatness!! I look at what has been done to Pleasant Hill over the years...it's amazing. Why couldn't we be a little Sausalito with great restaurants on the waterfront and nice shops to visit. We need people with a vision. In cities that growth has been beneficialyesyou will have large downtown property owners benefit but don't we all benefit if the city is "THE CITY" that people frequent. Don't we want our downtown merchants to prosper and to draw others in? Nothing has changed in downtown because of us not coming together as a community and embracing what Martinez could be versus what it was 50 years ago.
- (7) There's so much potential for the downtown and Marina area. Personally, I'd love to see lots of development on/near/around the Marina. It would be so cool to have a restaurant overlooking the water/bridge etc... I hate going to WC for any kind of "fun" or food. I'd much rather stay here. Please allow development. Let's get this city growing up!

- (8) I'm very worried that the City Council is allowing the downtown area to decay so they can use it as a pretext to inflict a Redevelopment Agency on its citizenry. We have said no to this 7 times in the last 50 years, and for good reason. I have absolutely no reason to expect that our current City Council could affect positive change with a Redevelopment Agency. Large downtown property owners and developers stand to benefit greatly from a Redevelopment Agency. The rest of us face the possible legacy of Antioch or Hercules. Remember, a Redevelopment Agency can last decades.
- (9) I would also like to see the downtown area redeveloped. This was voted in many years ago. Many other cities in Contra Costa County have used redevelopment agencies, and they have much more traffic, appealing stores, nice restaurants, movie theatres, etc. Nothing in downtown Martinez has changed in years - with the exception of more vacant buildings.
- (10) It would be great to have a more viable downtown area.
- (11) Homeless folks and panhandlers that make it feel unsafe to walk around downtown at night.
- (12) Martinez has some great areas, such as the creek, but it seems to attract undesirables that make it uncomfortable (and maybe dangerous) to walk around after dark. Especially downtown, and especially around the train station, and portions of waterfront park. This keeps people away and prevents the downtown from thriving like it should.
- (13) The downtown is badly in need of a facelift! Years ago an artist painted her rendition of what the City itself could look like. It was lovely with its cobbled stone streets and European flair. We have a jewel in Martinez that has not been developed yet. We could look like a mini Sausalito. I'm not saying we need the extra traffic but we need others revenue. Why should PHill and Walnut Creek garner so much?
- (14) I LOVE the downtown area which is why I would like to see it improved like what Benicia has done.
- (15) I love Main Street area also and shop there often. Favorite stores are Quilt Shop, Main Street Sweets, Legal Grounds and the Art Gallery. To improve like at Benecia, would suggest making vacant storefronts more appealing.
- (16) County Administrative Building (651 Pine Street). Lets rebuild a new county building before ALL of the employees leave. I dislike this 12-story green International Style building which is totally incompatible with the rest of downtown. The County should proceed with the plan that it developed (currently in limbo) to tear down this obsolete, seismically unsafe structure and replace it with a 4-story building that has a larger footprint.
- (17) Unkempt empty buildings downtown.
- (18) Remove the county 12 story building.
- (19) Too much vacant space.
- (20) Too many vacant stores on Main Street.
- (21) Too many bail bond businesses, mainly on Main Street.

- (22) The downtown area needs to be made more attractive to draw in outside evening traffic and commerce. Some areas need more police presence, such as around the hospital and courthouse area.
- (23) Lack of a defined redevelopment plan for downtown. Either go for it or not!
- (24) Nighttime does not feel safe and we need to improve the nightlife in downtown, including restaurants and nightclubs.
- (25) I do not like how some buildings in downtown Martinez look unused and falling apart.
- (26) We need more activities downtown. There is no place to shop and there are too many biker bars.
- (27) Get the beggars and derelicts off the streets.
- (28) Make downtown more upscale with nicer shops, boutiques, and more to do.
- (29) The biker bars and the noise they create.
- (30) Improve downtown. The odd antique shops need to go. There are too many. Need nicer shops, storefronts, cafés, like the Claremont area in Berkeley.
- (31) The downtown area could use an upgrade and modernization. Parts of it look rundown.
- (32) We need a wider variety of stores in downtown to attract more shoppers. There should be more varied shops downtown or around like downtown Livermore.+
- (33) The 12 story cream-colored County administrative building at 651 Pine St. We need to replace the building with a broader four-story building.
- (34) Vacant storefronts with unattractive windows.
- (35) Lack of some basic businesses downtown, such as a supermarket, pharmacy, hardware store, and big box stores that could be disguised as smaller buildings.
- (36) A thriving downtown would be a great improvement. There should be more housing downtown and a redevelopment agency, including an influx of property owner dwellers downtown.
- (37) Fewer vacancies on Main Street.
- (38) Downtown needs a place for kids and families.
- (39) Downtown should be open past 6 PM on the weekends for adults.
- (40) Parking and specialty shopping are lacking.

Waterfront and Marina

- (1) I agree, this would be a nice area to fix up, with a fine restaurant and bar would be nice to go to after shopping all day downtown. I haven't seen the bathrooms at the Marina, but allowing people to camp for free in the parking lot, I'm sure doesn't help.
- (2) I would love to see that developed more. The Marina Building is nice. The benches around the park and lake look terrible. What about condos or a really nice restaurant, hotel, some sort of development. It looks junkie down there. Big piles of land fill, bricks, cement in the parking lot. I would like to see it be a place that is very popular and a destination. You can ride your bike along the bridges what about through the Marina!
- (3) The park is underutilized and the bathrooms unkempt.

- (4) We don't have any signature events; not enough big events to utilize our downtown Marina, parks, amphitheater. We need sporting or music events.
- (5) The waterfront needs improvement.
- (6) The wharf area is very underdeveloped and could be made to attract many visitors.
- (7) The Marina still looks abused and old.
- (8) The Marina has a ton of potential but needs to be cleaned up.
- (9) There is no restaurant in the Marina.
- (10) Parts of the Marina need modernization.

Community Cultural Activities and Events, Historic Resources and the Arts

- (1) Lack of participation to put on big events.
- (2) Need more cultural attractions highlighting Martinez rich history.
- (3) People say they want art and culture but they don't support them, especially if there is a cost to attend.

Land Use, Design, Housing and Economic Development

- (1) I'm afraid that the town will be over developed like Walnut Creek and Concord.
- (2) No Redevelopment Agency in Martinez. It would be a giveaway to big property owners and developers.
- (3) Make sure an Redevelopment Agency contains requirements for property owners to financially contribute to the upgrading of their property (at least 50%) after years of tax write offs with no investment in their buildings other than the legal minimums. The old store fronts don't give us character they look rundown and trashy.
- (4) At this point an RDA ends up taking money away from our schools and firefighters. I don't think that is a wise course of action. There are other ways to fund our downtown revitalization.
- (5) All the attention is on the downtown, but Martinez has many other shopping areas, such as the Walmart / Home Depot center, Virginia Hills, etc. These were understandably developed with 100% focus on cars. They're very unpleasant places to be on a bike or on foot. By 2030, these will undoubtedly be reworked, and they should include better pedestrian connections to their neighborhoods to allow and encourage local residents to walk to the store, or to the coffee shop, etc.
- (6) The City Council seems set to welcome the marijuana dispensaries that Pacheco closed down because of the public nuisance that these businesses and their customers became.
- (7) Variances are granted too easily, undermining the intent of the General Plan and corresponding zoning.
- (8) The County building without getting city input (acting like they're above the rules).
- (9) There are not enough family functions and things to do in Martinez.
- (10) No night life whatsoever.
- (11) Not enough luster for businesses and more retail business needed.

- (12) Too many whining merchants.
- (13) Owners need to promote their business, not the city.
- (14) The sewer to Briones Road is of no value.
- (15) Specific plans are not being followed.+
- (16) We need sustainable growth.
- (17) High density orientation of new development.
- (18) Increasing the density of the City is a mistake. We will lose the small town feel.
- (19) The prison is a big eyesore.
- (20) Marina Vista looks bad coming into Martinez from 680.
- (21) Some older buildings look abandoned and shoddy.
- (22) Dislike the Alhambra fast food zone.
- (23) Martinez should ensure that new architecture is controlled including height and the ambience of the building to fit the ambience of downtown.
- (24) Lack of good shopping.
- (25) Many businesses and apartment buildings in Martinez need tender loving care and beautification.
- (26) We need a low interest loan program for building owners for infrastructure improvements.

Oil Refinery

- (1) People should remember that the refinery has been there for a long time - long before any of today's development existed so if you want to blame someone blame the Planning Commission who allowed building too close without creating a buffer zone. During the 15 years we have lived in Martinez Shell has done an exemplary job of being a good corporate citizen - might not have always been that way but it appears it is now. Wonder if Shell could make better use of their land by using all the vacant space that appears to exist along Shell Avenue and in the interior.
- (2) I would like to see the City and Shell erect a facade that could, at least, hide the refinery from Pacheco Blvd. One person stated that Shell is a good citizen but seeing the albatross on a constant basis, not to mention the smell and smoke, is a definite thorn in Martinez's side.
- (3) Shell Oil is a very good corporate citizen.
- (4) I'd rather do with less tax income and jobs than this eye sore, health risk and monstrosity in a heavily populated area.
- (5) The refinery has pollution and safety issues.
- (6) Refinery is ugly.+++
- (7) The refinery sometimes creates an odor that is an air quality issue.
- (8) The refinery is the first thing people see in Martinez.

Open Space, Scenery, Sustainability and the Environment

- (1) The creek at the center of town needs help. It isn't pretty to look at. Can't we work on cleaning that up? I saw the City washing down that area yesterday.
- (2) Lack of commitment to open space, historic preservation, and quality of life for average residents.
- (3) Change the anti animal ordinances and harassment of animal rescuers, especially of cats.
- (4) Threat of houses on ridge line.
- (5) Destruction of trees.
- (6) The "taking" of trees by county against local Martinez ordinance.
- (7) Creek (not enough respect) It needs enhancements: Access to floodplain, weeding /trash removal, needs space to meander, public access (trails like San Luis Obispo?) , more visibility from street level.
- (8) Don't like that the creek is walled off by buildings.
- (9) Beavers and habitat gets the City could press.
- (10) We need to embrace the beavers more.

Public Health and Safety

- (1) A lot of people walk their dogs in the open area between Hidden Lakes Park and Hidden Valley Park.
- (2) It would be a good idea to have more pet pickup facilities, especially right by the community garden area adjacent to the Hidden Valley School on Glacier.
- (3) Flooding in downtown is a real problem.+
- (4) Personal safety is a concern around the older parts of the City.
- (5) We should address potential crime issues due to jail inmates being released and where they are released.
- (6) Concern for safety at night as it is not a good place for families too many bars and drugs.
- (7) Dislike the air quality due to the refinery.
- (8) Flooding on old Berrelesa from Bay.

Transportation, Biking and Trails

- (1) Path between Beaver Park around Creek needs attention, need more native plantings.
- (2) Not all roadways need frontage improvements like curb, gutter or sidewalk. But areas absolutely need to have safe pedestrian travel. Vine Hill Way between Center and Morello is an example of how to do this right. Muir Station Road between PH Road and the Nob Hill shopping center is a dangerous example of where attention is needed. Not a sidewalk, but a separate path next to the road. Alhambra Valley Road (in the soon-to-be annexed area) is another area needing pedestrian attention. County put in a pedestrian bridge over the creek, but the path literally only goes 100'. Extend it!
- (3) Poorly marked one-way streets.

- (4) Lack of road maintenance.
- (5) Bike lanes are too narrow.
- (6) Not enough busses (too infrequent).
- (7) Martinez needs more and better maintained trails.
- (8) Arthur Road, areas adjacent to Pacheco Boulevard, and the refinery.
- (9) There are parts of Martinez that are rural with no sidewalks, need for better roads, no street lights, and no public transit.
- (10) Access to downtown.
- (11) Truck traffic uses of Alhambra Valley to avoid weigh machines. There are many heavy commercial haulers.
- (12) Alhambra Valley used for commute traffic.
- (13) Road conditions need improvement. More roads need to be resurfaced.+
- (14) The railroad tracks on Marina Vista are dangerous for cyclists.
- (15) City roads to the Valley are terrible and city road maintenance has to be improved.
- (16) We need a bike lane on Alhambra Valley near John Swett school.
- (17) Road conditions on Reliez Valley Road from Blue Ridge towards the Valley is in horrible condition.
- (18) Road conditions and railway track by Shell is dangerous for bikers.
- (19) The use of residential streets for commercial trucking.
- (20) We need safer access to schools and bike lanes at schools.
- (21) A connection to the Pleasant Hill BART station is lacking. We need a better system.
- (22) Alhambra Avenue is too narrow.
- (23) We need more parking downtown.
- (24) Bus service needs to connect to BART.
- (25) Narrow streets.
- (26) There seems to be only one way into Martinez, why not have a nicer access from 680 and the bridge.
- (27) Lack of parking, especially free parking.
- (28) Many City streets need repaving.
- (29) Parking for the County offices. Jury duty makes it difficult to park.

Facilities and Services (Parks, Recreation, Cultural, etc.)

- (1) Mosquitoes at outdoor theater.
- (2) We should move the Martinez Museum.
- (3) Cleanup parts of the waterfront between the bocce ball courts and the Marina.
- (4) Halfway houses and the homeless.
- (5) Improve the maintenance of Hidden Lake Park. The paved trails are crumbling and there is too much litter around the lake.
- (6) The homeless encampments near the train station and Marina need to be removed.
- (7) We should do something about the homeless and vagrants. It is a problem.

Public Involvement, Coordination and Decision-Making

- (1) Without being uncompassionate toward others we need a willingness to move forward. Martinez could be a real jewel and the closeness of the water keeps us much cooler most summer days than Concord or Pleasant Hill. Some major facelifting is in order but let's be smart about it. If business owners and property owners want profit they need to be willing to move ahead and not stay with the status quo.
- (2) The problem with Martinez is to gain the trust of its citizens.
- (3) The political climate is difficult.
- (4) There is a pro-development, urbanization focus.
- (5) There is gerrymandering of the current city limits.+
- (6) Adversarial political climate.
- (7) Get everyone together on the direction for the city. There is too much divisiveness in this town.
- (8) Lack of collaboration, cooperation and goodwill among community stakeholders to improve our town.
- (9) We need a newspaper that reports news in an unbiased manner.
- (10) We need to promote the city better.
- (11) In these (2011) hard economic times the City should refrain from borrowing. Funds should be derived by saving and not by issuing bonds. City budgets should be based on actual funds in the City Treasury. There should be no deficits in the retirement fund or any other fund.

C What is your VISION for Martinez in the year 2030?

Community Image, Character, People, Gathering Places, and Overall Quality of Life

- (1) Martinez has kept its small-town charm.
- (2) Martinez is a lovely place to live with its hills, oak trees, creeks, marshes, estuary, river, and climate.
- (3) Favorite places include Mount Wanda, the rainbow bridge at the waterfront, the rich and valuable plant life of the marshes, the foot paths overlooking Carquinez Straight, the John Muir national historic site, and the hills of the Alhambra Creek watershed.
- (4) Special places and amenities of Martinez have been preserved and protected for all time.
- (5) Hills and river are still visible. Aquatic center is open all year.
- (6) Walking trails throughout Martinez with native plants.



- (7) The streets are well paved, the neighborhoods have character, the business districts are thriving.
- (8) The streets are well paved and lit. Each neighborhood has its own feel and character. Our parks and public spaces are irrigated and regularly maintained. Our commercial districts support a mix of large retailers and small, family owned businesses.
- (9) Martinez' history is expressed in the appearance of the town and this acts as draw for visitors.
- (10) Young people who grow up in Martinez stay or return to make their livelihoods and homes here.
- (11) I also want to continue to see the hills and mountains, have a great marina, the arts, restaurants, and shops, a ferry to San Francisco, bike paths throughout the area. By then, I would hope that Shell Oil would have invested tons of money in getting rid of smoke stacks, beautify tanks or completely get rid of them with state of the art new products.
- (12) Martinez is a hub for culture and art. It's reputation has changed.
- (13) It is no longer known as the "refinery city", it is always referred to as the "City of John Muir".
- (14) A must and we have a lot better area to do it with than say Concord - no slight to Concord it is just a different personality. I really enjoy the summer concerts in Todos Santos Park in Concord - Make amphitheater area capable of supporting the same idea by expanding to the development and making it more of a draw and usable. Definitely need a nightlife - one that supports a walking, strolling, relaxing environment.
- (15) Time for a reputation change. Let's take out the "Tin-E" in Martinez!
- (16) I love the history, art, landscape, restaurants and shops. The people of this town are great with huge hearts! When I was looking for a town to settle/buy a home, the FIRST thing I did was drive through the downtown and it was then I saw tons of potential and knew I wanted to live here!
- (17) 1800's fisherman's village.
- (18) Since Martinez is considered an historic town created by Italian and Portuguese fisherman, an 1800's themed fisherman's village at the waterfront complete with period restaurants and stores would work perfectly in not only creating a historic tourist attraction but bringing in much needed money to the town. The potential for tourism dollars and business expansion is huge. Not unlike what was done in Williamsburg, Va. on a large scale.
- (19) We have much better summer weather than in Williamsburg even without the colonial character.
- (20) Martinez to remain a small town like it is, keep affordable to lease and live here, painted murals on the refinery tanks, safe and sound, busy downtown with diversification, theaters, restaurants with retail.

- (21) Operating ferry, lots of arts and crafts, urban farms with vineyards and orchards and urban vegetable plants and gardens.
- (22) We still recognize Martinez and we have not become Walnut Creek or Concord.
- (23) in 2030, Martinez is as it presently is a charming city with an infrastructure that fills the needs of the community.
- (24) Martinez continues to be a bedroom community.+
- (25) We have kept the small town, open space and historical attributes of the City.
- (26) We have maintained the historical character of Martinez but developed shopping, restaurants and created an art colony and waterfront attractions.
- (27) We have focused on daytime and local users, and separated out those things to attract nighttime and outside visitors.
- (28) Martinez is a thriving, welcoming community with something for everyone: family friendly shops, parks and open space, easy access to public transportation that is affordable, safe and entertaining spots for adults to eat and attend events, and safe places for young people to gather.
- (29) We have preserved the historical aspect of Martinez with a more diverse population and multi-age residential area downtown.
- (30) Martinez is a safe place that attracts people to go to great restaurants, accessible parks, and shops.
- (31) We will continue to have our small town charm but with more shopping and eateries.
- (32) Martinez is now a mix of blue and white collar workers.
- (33) The City's rich and long history can be seen everywhere and is preserved and maintained through historic homes and buildings, museums, signs and flyers about historic spots to visit or see from trails.
- (34) Martinez has remained small and not grown too much more.
- (35) Martinez has modernized but not grown too much.
- (36) People from all over find Martinez an interesting, safe place to visit with good restaurants.
- (37) Martinez is a safe and clean city with lots of activities for families.
- (38) In 2030 Martinez is still a small town. We still have a unique look that is unlike other communities.
- (39) What has changed the most is that not much has changed, making this an extremely unique community in the Bay Area.
- (40) We have grown organically and not through planned redevelopment.
- (41) My son can afford to live and Martinez if he chooses to live here.
- (42) Special places are preserved, conserved, including historical places. If they are removed they cannot be brought back.
- (43) Not much has changed and we still have lots of open space, and walkable/bikable areas.
- (44) Martinez is still a quiet place to live and we don't have the hustle bustle that you find elsewhere.

Downtown

- (1) Downtown is more viable.
- (2) There are fewer antique shops.
- (3) A thriving downtown with business drawing people to visit.
- (4) Vibrant downtown residential neighborhoods filled with owner occupied homes raising families.
- (5) I imagine a thriving downtown surrounded by stable residential neighborhoods and crystal meth is a scourge of the past.
- (6) Downtown has turned into a beautiful, vibrant destination.
- (7) This historic look of downtown (i.e. the historic streetscape) will be maintained and improved -- because of facade restoration projects. The historic buildings will largely remain because they have been seismically retrofitted. There will be a public program to underwrite loans to property owners who could not otherwise raise the capital to preserve their historic buildings.
- (8) Downtown Martinez will become even more of a destination for those who wish to attend the theatre, a magic show, a museum, an art gallery, a night club, an aquarium, an operatic production and the like. Martinez will also be seen as a place to dine and explore interesting shops (boutique retail).
- (9) A variety of shops and restaurants in downtown (locally owned and independent).
- (10) A thriving downtown with business drawing people to visit - lights, restaurants, etc.
- (11) Businesses that are worth my time to come down, visit and purchase merchandise from and not have to run out to the malls or on the internet to find gifts.
- (12) Upscale, eclectic shops and restaurants continuing with lots of different entertainment/art. While still maintaining the history, the stores have their own personality. Please check out Waynesville, NC, I was just there during the holidays and it was the kind of town that I could see for Martinez.
- (13) Bring some restaurants and nightlife and people will follow. Make it a fun night time experience for residents and out of towners alike.
- (14) Would love to see some new restaurants and small businesses downtown.
- (15) I think that Leah's Closet should give a course on how to decorate store fronts. Whoever does them should be given a medal. They are always changing and it makes you want to go in and see what they have!
- (16) Love the great shops downtown.
- (17) World class nightlife and music venues in downtown open late.
- (18) Use the old downtown to become a pedestrian only area every Friday through Sunday with open storefronts, open container permitted (think a California Beale St or red brick district Dallas).
- (19) There is a revitalized a reasonable downtown and it is a community for residents.
- (20) There is some life in downtown, but not too much life.
- (21) Downtown has nice shops rented and is thriving.

- (22) It seemed to me that all the ideas for General Plan (and other) improvements came down to two things: make the downtown more viable, and I definitely agree with the kids that there are too many antique shops!!
- (23) A revitalized yet reasonable downtown that caters to the needs of its citizens. We are not a tourist attraction or shopping destination like Walnut Creek.
- (24) There are nice, reasonable restaurants.
- (25) The theater and arts in downtown are a draw for many.
- (26) Leave Main Street alone.
- (27) Blending of smaller redevelopment for downtown.
- (28) There are more residents in the downtown core.
- (29) We have specialty food stores, art galleries downtown.
- (30) There is more variety in downtown stores and the antique stores do not dominate.
- (31) We have fewer bars.
- (32) The jail has been relocated away from downtown.
- (33) There are eclectic stores which are encouraged as well as the usual brand outlets.
- (34) There's a thriving theater and dinner life downtown.
- (35) We have kept the quaint architecture but bring in technology too.
- (36) There is wireless available everywhere in downtown.
- (37) Downtown is vibrant and wonderful place to stroll and shop in boutiques and have lunch in cafés.
- (38) People go to downtown to shop in unique and locally owned shops, with Berkeley as a good example. People enjoy casual and upscale restaurants and cafés.
- (39) There is a movie theater that draws people in the evenings and a museum.
- (40) The train depot is the center of many other activities to celebrate industry in Martinez.
- (41) There is a new movie theater that completes the ambience of downtown, as does the new live theater of the Willows.
- (42) There are more restaurants that line the street to bring more business, yet it is quieter than Walnut Creek.
- (43) There is a used bookstore and coffeehouse.
- (44) The old downtown buildings which now house the poor have been renovated or replaced.
- (45) Building more homes has come to a stop unless it is to replace the unusable.
- (46) The downtown has been modernized but still has character.
- (47) The downtown looks old but not rundown.

Waterfront and Marina

- (1) The marina has been maintained and greatly improved.+++
- (2) A decent waterfront eating spot.
- (3) The waterfront should include ferry service, restaurant, kayak and boating services, trails, culture.

- (4) A restaurant will be re-established on the waterfront and once again become a destination for visitors to Martinez.+
- (5) Restaurants and other amenities at the marina.
- (6) A fully developed and active Carquinez Straits Science Center.
- (7) The marina is viable and a draw for visitors to Martinez.
- (8) Waterfront/marina has been preserved, arts community flourishes; lodging and benches for visitors.
- (9) A revitalized waterfront, indoor bocce courts, a convention center
- (10) The waterfront is our hidden jewel. If we bring people businesses will come. How do we bring people? Build a convention center/hotel in the old Waters Moving area. Where in town can you have a wedding reception for over 250? And with a beautiful setting? It's time to do this for the community.
- (11) Other cities are understandably jealous of our waterfront and waterfront park that's maintained by the East Bay Regional Park District (EBRPD), not even our own tax dollars. That's a bonus. Other taxpayers pay for 'our' great park. Thumbs up for the idea to revitalize the waterfront, which just builds on the good things at that park.
- (12) The marina is a gem for the City but businesses are needed to help maintain the wharf. Offering a couple of high quality but affordable restaurants that would stir the masses. Besides, transportation is fairly simple and we could provide train travelers with a lovely option.
- (13) I too would love to see a great restaurant happen serving breakfast also on weekends.
- (14) I love the waterfront park. I love going there for walks, watching the fishermen, kayaking, picnics, bocce, etc. It would be nice to have a restaurant down there again. I think putting condos there would ruin it.
- (15) The marina and waterfront are destinations by water, like San Juan Islands and areas on the East Coast.
- (16) There are great restaurants on old Snake Road or on the lower side of Nantucket and Deadfish.
- (17) There are shops and restaurants at the marina.
- (18) I see the marina area with at least one more restaurant bocce ball and the Park are still in place.
- (19) We have developed the marina so it is a destination place for boaters and sailors.
- (20) There is better access to the marina and the shoreline for walking, hiking, and biking.
- (21) We have made better use of the marina and it has become a destination.
- (22) We have a state-of-the-art marina with access to restaurants, stores, and park areas. Again, the marina has become a destination.
- (23) The waterfront is clean and beautiful.
- (24) The Marina area has been developed with condominiums and restaurants.
- (25) There is a trolley from downtown to the marina.

- (26) There are more businesses and a thriving Marina with shops and restaurants and ferry service.
- (27) The marina is cleaned up and more user-friendly, and there is a restaurant at the Marina.
- (28) The waterfront has been developed and you can go there for great views, relaxation, a restaurant, and other activities.
- (29) The waterfront is where everyone congregates and there are more public concerts and there's an outdoor theater.
- (30) The marina has better parking and more places to eat.
- (31) The marina has been improved and has ferry service to San Francisco and/or Stockton.
- (32) Another park, of the quality of Hidden Lakes Park, is installed down by the river.
- (33) A swimming beach is open down by the river.

Community Cultural Activities and Events, Historic Resources and the Arts

- (1) Martinez is a cultural center.
- (2) Add murals to other side of Highway 4 bridge on Alhambra — “Welcome and Thanks for Visiting” on the overpass.
- (3) Thriving arts/culture and music scene.
- (4) More murals.
- (5) Martinez has a thriving arts community with multiple venues and resident artists and groups.
- (6) An institute of higher learning such as a branch campus of a college is located in Martinez
- (7) Place based learning is widespread in Martinez.
- (8) There are many art galleries and the theaters are an astounding success.
- (9) Bring back (and support) the John Muir festival with the biographical play in the amphitheater. That was a high point for the area, but the area seems disused now. Would bring folks from out of town to the amphitheater, waterfront and downtown.
- (10) Community gatherings like Santa's visit, and the 4th of July
- (11) These types of events always take City sponsorship, and aren't cheap, but they pay off in community pride. Cities like Lafayette and Walnut Creek (with larger budgets, I know) do an especially good job of this and are an example for us to follow.
- (12) This beautiful small city invites special events, such as weddings, culture and art-based shows.
- (13) Cultural events, sporting events, and musical events are lively and attract tourists.
- (14) There is continued growth and strength in Martinez schools.
- (15) We have enhanced events like the John Muir Festival and others.
- (16) There are more cultural activities in Martinez such as jazz clubs, small cafés, etc.
- (17) Martinez has a central cultural an arts center to bring more people downtown.
- (18) There is an arts program for our use, and places for young people to go after school.
- (19) We involve businesses in the arts programs similar to Livermore and Pleasanton arts.

- (20) The arts in Martinez has grown with small schools teaching how to cultivate natural talents for those underprivileged.
- (21) There might be a sports Festival at Hidden Lakes Park.
- (22) There is a venue for large groups to have meetings and meals with modern kitchen and audio/video technology.
- (23) Martinez has become an eclectic art and cultural destination with lots of unique artists and craftspeople. It resembles communities like that in Grass Valley, Livermore, etc. and people come for all the fun seasonal events known in the Bay Area that draw thousands.
- (24) There are murals and sculptures everywhere, and painted bus shelters.
- (25) A cultural destination similar to Ashland, Oregon, possibly with the John Muir theme.
- (26) A good spectrum of theaters and other entertainment venues, restaurants and dining, boutique and specialty retail.

Land Use, Design, Housing and Economic Development

- (1) Redevelopment.
- (2) Single level quality housing with waterfront views, ferry, city shuttle, no need for a car.
- (3) Martinez is much more than the downtown. We have care and focus on the other areas too and have worked with previous 1970's and 1980's sprawl neighborhoods where many of us live.
- (4) County offices have left the downtown, but high-tech high-pay rail-commute jobs buoy the downtown.
- (5) The old Train Depot will be restored to its lovely Victorian appearance and will be open to the public because it houses a transportation museum.
- (6) Industrial area looks like a high-tech business park –
- (7) Attractive modern buildings in industrial areas.
- (8) Railroad trestle over Alhambra Avenue is painted.
- (9) A new city government center (could include county offices as well).
- (10) Similar to civic center plan of about 10-15 years ago.
- (11) 11-story building replaced with more appropriate scale.
- (12) A college campus is in town.
- (13) Higher density mixed use in downtown that is compatible with the community's character.
- (14) Martinez supports a viable and sustainable economic model which generates the revenue to support the attractive nature of the community. Some members advocated for a Redevelopment Agency as a component of this economic model, others contended that RDA was not necessary, and that economic viability could be achieved without and RDA. All agreed that a viable and sustainable economic model is essential.
- (15) Martinez is attractive to jurors who contribute to the economy and find reasons to return.
- (16) Businesses have sufficient space to operate successfully.
- (17) Muir Oaks neighborhood remains unchanged

- (18) Muir Oaks rural residential zoning should stay as it is (same with Alhambra Valley). Muir Oaks private roads should remain that way in 2030 without streetlights or frontage improvements. Traffic levels are low enough that walking on the roadway there is safe.
- (19) It's different from other homogenized towns & less crowded.
- (20) It's so nice to have a variety of non-chain businesses in Martinez. All towns have begun to look and feel the same, just the same set of chain stores & businesses as everywhere else. Martinez still has personality and a good vibe. It's so nice to come home and not be fighting crowds for everything.
- (21) Do away with all above ground utilities.
- (22) Keeping older neighborhoods viable keeps everyone's property values up and contributes the appeal of Martinez.
- (23) Put telephone poles, all wires underground.
- (24) Newspaper boxes not allowed. Many are empty and haven't been attended to for months. Should be removed. They're a sign of blight. But on the sad side, there probably won't be any paper newspapers in 2030!. I hate them and they seem to multiply like crazy.
- (25) No bail bond businesses.
- (26) No law firms, lots of businesses, hustle and bustle downtown, full of people, shopping.
- (27) Remove all bail bond businesses off Main Street or off any thoroughfares, thriving businesses, no room for bail bonds, nice beautiful natural marina, large operating amphitheater built on to the shoreline, condos on the shoreline like painted ladies from San Francisco.
- (28) All buildings are retrofitted.
- (29) There are incentives for small business that creates additional jobs.
- (30) Alhambra Valley is the same rural community.+
- (31) Our rural areas stay rural and we continue to be a bedroom community.
- (32) Our historic areas remain historic and quaint.
- (33) There is support for small business development.
- (34) There is reasonable growth in Martinez which values and maintains the character of the community and the environment.
- (35) The City has taken over the Pine Meadow golf course.
- (36) Upgrade the Pine Meadow golf course restaurant.
- (37) All unused office space is utilized for education or the arts.
- (38) Development along the highway.
- (39) There are special rates and considerations for senior citizens. For example, in Portland, Oregon seniors are called "honored citizens" and for them public transportation is free, and every merchant offers discounted prices for "honored citizens."
- (40) Each shopping center should have a unique style and character to avoid the cookie-cutter Anytown, USA look.
- (41) Basic services should be easily accessible to the various neighborhoods to keep consumer dollars local.

- (42) There are more trees and flowers in public areas.
- (43) We have minimized the impact of the refinery on views.
- (44) There are more small businesses, bed and breakfasts, and art stores, and Martinez has an artist colony.
- (45) The old buildings that are falling apart now are gone. Buildings with history have been improved.
- (46) There is landscaping everywhere.
- (47) There is a well developed historical site and more buildings are built to the John Muir House concept.
- (48) The historic buildings have been preserved because they are an important asset in the community. We show them off by maintaining them as interesting and unique shops and restaurants and places for children and families.
- (49) The County offices have moved to Concord or Walnut Creek so it is more peaceful in downtown Martinez.
- (50) We have used zoning to remove the bail bond establishments from Main Street, Court Street and Pacheco Boulevard. There are no other businesses catering to people in trouble with the law.
- (51) A safe, environmentally sound and diverse community with and exciting, vibrant, thriving downtown that is alive with culture but maintains its small-town feeling.
- (52) There are more individually owned businesses and homes.
- (53) There are murals on the Shell oil tanks.

Open Space, Scenery, Sustainability and the Environment

- (1) We continue to appreciate that our wild, natural land affects the air we breathe, mature forest and woodland stores carbon, intact watersheds keep the creeks flowing in dry spells, protect us from erosion, protect us from flooding, and our reservoirs of biodiversity. These are mentioned by John Muir that everything is linked together; and Aldo Leopold mentions saving all the pieces.
- (2) We are constantly learning of more connections in nature.
- (3) We are becoming aware that large, connected parcels of natural land are needed to maintain a balance and if we do not heed these connections the whole system can collapse.
- (4) We are becoming aware of nature deficit disorder and how it affects our children. Natural land and its ecological services are our children's heritage. Perhaps the most important thing we achieved for Martinez in the year 2030 and beyond is to protect its self sustaining heritage.
- (5) Hidden Lakes nature area supports diverse wildlife and recreation opportunities.
- (6) Attractive landscaping with drought-tolerant native plants.
- (7) Drought-tolerant landscaping with native plants used in public spaces and encouraged in private spaces throughout City.

- (8) Sustainable energy facilitated by zoning and permitting processes.
- (9) Leadership on Energy and Environmental Design (LEED) standards encouraged by incentives.
- (10) Good jobs based on clean technology.
- (11) Creek is part of a central community design.
- (12) Creek is integrated into the City and the urban landscape.
- (13) Creek is seen as an amenity to the area, and policies/ordinances in place to bring this about.
- (14) Buildings along creek purchased to allow for riparian corridor.
- (15) Open space and ridgelines are protected and enhanced.+
- (16) Green roofs are common and encouraged by the permitting and regulatory climate.
- (17) Solar is promoted by the permitting and regulatory climate and is commonly used.
- (18) Carquinez Strait is not polluted from Martinez sources.
- (19) Fishing access enhanced.
- (20) Martinez is not contributing to pollution (air, water, soil).
- (21) Fish barriers in Alhambra Creek are removed and habitat and water quality are enhanced.
- (22) A viable salmon/steelhead run in Alhambra Creek Watershed (habitat is enhanced to support this).
- (23) Views, hills/ridgelines, trails and open space are preserved.
- (24) Martinez is a sustainable community, using renewable energy, composting, recycling and is a City of gardens.
- (25) The creek corridor is restored to natural function and salmon return to the watershed.
- (26) Trees and soil are preserved.
- (27) Habitat for salmon and wildlife is restored and preserved.
- (28) Clean energy is widely used.
- (29) Energy (gasoline) is cheap.
- (30) Community uses native plants widely.
- (31) Invasive plants are controlled.
- (32) The hills surrounding Martinez remain as open space.
- (33) The hills surrounding Martinez are held in public or non-profit trust for the enjoyment of the people, habitat for plants and animals, and create a sense of open character. The land is managed to maximize diversity, reduce fire risk, and protect endangered species.
- (34) Alhambra Creek is open to the public, home in flood plans have been removed, salmon in creek.
- (35) All buildings in floodplains have been removed, the creeksides have been restored to native beauty and we have a fresh fish market downtown with fish from local waterways that is safe to eat.
- (36) The open space that is part of Martinez. Let's keep our open space and even add to it.

- (37) Open space is an essential part of any community, and one of the reasons I chose Martinez. We must not only preserve what open space exists, but must seek to add more land to the open space designation. Allowing property owners to change zoning and open space designations for financial gain must not be tolerated with this General Plan revision.
- (38) Open space is essential for the quality of life for both the citizens of Martinez and the wildlife that shares our spaces. We need to keep our open spaces open for all to share. Let's not allow our beautiful hills and open spaces to become crowded with houses and people.
- (39) We've got wonderful open space. It's something that defines Martinez is a positive way. Let's keep what we have and see what opportunities we have to add to the existing inventory of open space.
- (40) Continue to work on preserving our open space.
- (41) Part of the charm of Martinez is our respect toward our natural habit, surrounding hills and wild life. Our parks are beautiful and keeping them up will benefit our whole community.
- (42) We have pretty much set aside as much land as we need to keep Martinez different from Concord or Walnut Creek. We must connect the Open Spaces so that wildlife can migrate from area to area as population, food, water, and weather dictate. Those passing lanes could also include walking and bicycle paths for human users and keep the wildlife from suffocating with starvation and over population while contributing significantly to our environment and lifestyle. Everyone benefits!
- (43) Open space can be preserved, but cannot be recreated once developed and paved over. We can do better than sprawl. Need to have good trail connections between neighborhoods and open space. In 2030, I'd like to be able to walk along the ridges, and along the creek and have a natural experience.
- (44) Refineries and other industrial companies are creating clean energy, all pollutants gone.
- (45) No more smoke stacks, industrial section looks more like a tech park with native meadow grasses and forbs. Good jobs available in Martinez.
- (46) Where, in the area, the country, yes, the world, could we find a place to live as lovely with its hills, oaks, creeks, marshes, estuary, river, and climate, as Martinez? I look forward to seeing these places preserved and protected for all time. Our wild, natural land affects the air we breathe, mature forest and woodland stores carbon, intact watersheds keep the creeks flowing in dry spells, protect us from erosion, protect us from flooding, are reservoirs of biodiversity. John Muir mentions everything linked together. Aldo Leopold mentions saving all the pieces. We are constantly learning of more connections in nature. We are becoming aware that large, connected parcels of natural land are needed to maintain a balance. Our not heeding these connections can allow whole systems to collapse.

- (47) We are becoming aware of Nature Deficit Disorder and how it affects our children. Natural land and its ecological services are our children's heritage. Perhaps the most important thing we can do for Martinez in 2030 and far, far beyond, is to protect this self-sustaining heritage.
- (48) There is lots of open space.++
- (49) There continue to be open hilltops and we have protected ridge tops.++
- (50) The open spaces preserved and cared for and enjoyed by families all over the county.
- (51) People love Alhambra Creek and the waterfront park enough to stop littering.

Public Health and Safety

- (1) Buildings in flood plain removed.
- (2) All buildings are made earthquake safe.
- (3) There are no gangs and there was a very low crime rate.
- (4) Martinez has an excellent emergency response team.

Transportation, Biking and Trails

- (1) Martinez is a walking community, with pedestrian connections to transit and commerce.
- (2) We are bike friendly.
- (3) Bike and walking trails with native flora and fauna from Amtrak to Muir Site - Walking/biking trail from Amtrak to John Muir House – both on and off street-- with native plant communities.+
- (4) A ferry terminal with services to San Francisco and other parts of the Bay Area.
- (5) A bridge over the railroad tracks to provide unimpeded access to north side of tracks.
- (6) More bike trails (off street!) – commonly used as alternative transport to destinations.
- (7) Martinez has more & better maintained trails – both walking and biking that are safe from auto traffic, that are visible & well lighted for public safety and used as a mainstream mode of transportation.
- (8) Convenient and highly utilized public transportation.
- (9) Accessible and convenient parking for jurors and others downtown (garage with shops).
- (10) Streets are safe and clean.
- (11) Foot traffic is increased in the community.
- (12) Really like the shuttle idea so people can park and walk, ride to various areas.
- (13) Carquinez Scenic Drive connects Martinez to Crocket for Bicycles and Pedestrians.
- (14) Carquinez Scenic Drive is restored to allow for pedestrian, bicycle, and horse traffic (no cars). This creates an important gateway between central county and west county. Martinez becomes a bicycle hub.
- (15) high speed ferry definitely to SF!

- (16) Definitely appealing - what a great way to keep vehicles off the road - make sure fares do not go crazy like Bay Area Rapid Transit (BART). It would be great to take a ferry to San Francisco, Discovery Kingdom in Vallejo or to Sausalito for the day and they could come here. The getting there could be as much of an adventure as the destination itself.
- (17) Gateways and streetscapes we can be proud of.
- (18) Chilpancingo / Morello is a unique, landscaped split roadway as it passes by Hidden Lakes park. Out of town visitors always comment on how unique and 'cool' this is. It was built to contour to the land, and minimize grading and retaining walls. City should consider more roadways like this.
- (19) Also make it possible to access marina and downtown when it is a dining, entertainment, shopping mecca other than down Alhambra or Pacheco.
- (20) Waterfront Road coming in through Shell is another example of a streetscape we can be proud of. Also Alhambra Ave north of Highway 4. Medians look great, and always well maintained. Need more of these.
- (21) In 2030, I'd like to still be able to catch a train to somewhere
- (22) Martinez, is unique that it has a great, new train station. In 2030, the station won't be new, but hopefully it still will be well maintained, and I can catch a train to Sacramento, Reno, or beyond!
- (23) Let's really use this new train station to benefit Martinez!
- (24) Laughing and spending time, no cars, all bicycles, pedestrians, nice marina, a ferry from Martinez to a AT& Park, high-speed rail.
- (25) We have pleasurable walking areas.
- (26) There is a safe bike access to downtown and all schools.
- (27) We have interconnecting biking and hiking trails with links around the City, like in Davis. There is a connection to Iron Horse Trail.
- (28) We have a trail system that connects Martinez with nearby cities, including bicycle paths.
- (29) We are bike and hiking friendly with lots of bike lanes and greenbelts.
- (30) Martinez is a destination with water access.
- (31) A have improved access to downtown.
- (32) We have easy access to key downtown areas.
- (33) It is pleasurable to stroll along the downtown area.
- (34) We have safe bicycle access to downtown and all schools.
- (35) We have provided safer trails and access for bikers, skaters and walkers that are off the main roads in Martinez these include greenbelt bikeways and paths that have become a major asset of the community.
- (36) There is a green belt bikeway throughout the City to get from downtown to the marina, etc.
- (37) The ferry service has expanded to Martinez.
- (38) There is better bus service.
- (39) We have improved the freeway exit from 680 and the water edge parkway to downtown.

- (40) Traffic moves easily and parking is available.
- (41) We have closed off one of the streets downtown and have a “gaslight” area like San Diego.
- (42) There is a parkway into Martinez from the bridge.
- (43) Some of downtown streets have turned into a pedestrian mall.
- (44) We have ferry service to San Francisco, Benicia, and Marin County.
- (45) We have provided handicap accessible sidewalks, especially on the corner of Chilpancingo and Lake Ridge.
- (46) We have a reliable bus system and well-planned bike paths.
- (47) We have an easy way to get to BART from the Martinez train station.
- (48) Bike trails connect residential areas with parks and the downtown.
- (49) The roads are kept nicely paved.
- (50) The Amtrak Station is even busier.
- (51) A ferry service has been established.+
- (52) There are parking structures in place in downtown.

Facilities and Services (Parks, Recreation, Cultural, etc.)

- (1) Hidden Lakes continues as one of many Martinez jewels. The lakes are healthy and support a self-sustaining fishery. The oak trees continue to regenerate. The ball fields, play grounds, and picnic areas are used regularly. Children romp and play throughout the park.
- (2) New library.
- (3) New, larger Senior Center.
- (4) New John Muir Historic Site Visitors Center.
- (5) Sports parks are lighted to increase their usage in a way that does not create a nuisance for the neighborhood.
- (6) Martinez has an ice rink.
- (7) Policing is stronger.
- (8) Playgrounds are safe and clean and well-lighted.
- (9) Hidden Lakes remains a sanctuary of nature, play, and community gathering.
- (10) Hidden Lakes is a sanctuary for wildlife and people seeking nature. Children are safe to explore the woods or fish in the lakes. Soccer, baseball, softball, cross country meets, and pick-up basketball games occur regularly. Parents take their children to the safe and state of the art playgrounds. Family and friends gather at picnic areas for BBQs.
- (11) There is a sports complex for use that draws from other areas for tournaments.
- (12) There is an indoor soccer arena for kids and adult leagues.+
- (13) We have an afterschool arts center open to young people.
- (14) We have an Olympic swimming pool.
- (15) Martinez is a small town with many family-friendly activities. There is a children’s museum that is been built and a train museum near the Depot.

- (16) Hidden Lakes Park is a favorite hiking place for families who can enjoy the scenic lake, fish and visit the playgrounds.
- (17) We provide facilities for help for the homeless.
- (18) There is a dog park.
- (19) The homeless have shelter so the streets are now clean and uncluttered.
- (20) The one public golf course we have is upgraded.
- (21) The John Swett Ranch becomes a public park with its two historic homes.

Public Involvement, Coordination and Decision-Making

- (1) The new Martinez General Plan is be supported by ordinances and policies that promote the desirable features described here, and not is not just a “wish list.”
- (2) The Martinez community is unified, rather than fragmented as it was earlier, in particular the division between north and south of Highway 4 is bridged.
- (3) Good ideas from the previous General Plan and other community planning efforts are incorporated into the new General Plan.
- (4) Scope of planning includes all of Martinez, including areas served by College Park High and Mt Diablo School District.
- (5) City Government is responsive to the whole spectrum ideas from the whole community.
- (6) The City listens to it's residents, and welcomes diverse views
- (7) Martinez has a completed plan where all parties work for improvement where possible.
- (8) We have better media including newspaper and magazines.

Section 5

Martinez Junior High School Survey

A Overview and Results

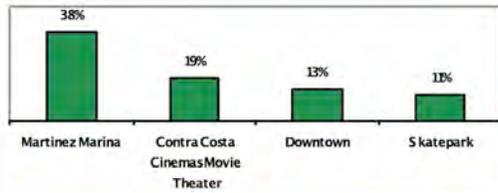


Under the direction of their advisor, instructor Carol Caroompas, and the City's intern, Dalilah Leval, a group of top academic performers at Martinez Junior High School surveyed 230 8th graders. The students participated in forming the questions, distributing the survey, and tabulating the results. They also prepared presentation materials and groups of 3 students provided a presentation at each of the four community workshops. The presentation shared the survey conclusions, and their ideas from a youth perspective.

The questions, similar to those asked at the community workshops, covered favorite places, least favorite places, and the students' ideas on what they would like to see changed, added or improved. Below is a summary of the results of the survey.

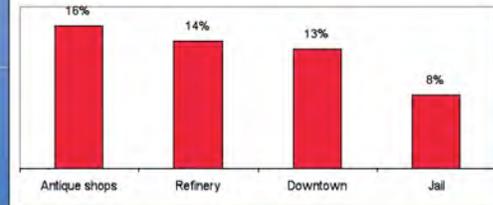


Favorite Places in Martinez



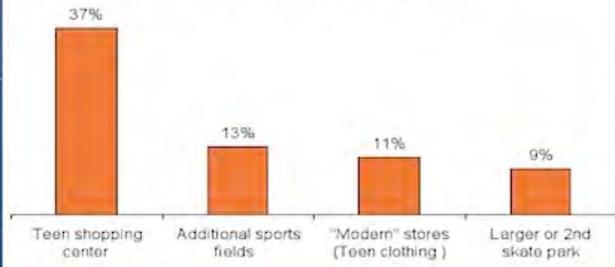
- Hangout spots
- Affordable Food and Clothes
- Outdoor Activities & Sporting Events
- Convenient Locations
- Teen-friendly Places

Least Favorite Places/Features



- Antique shops not interesting to the youth
- Dangerous pollution from refinery / health hazards
- Few attractions for teens
- Difficult to walk and unsafe

Most Popular Ideas for Martinez



- Teen shops keep tax dollars in Martinez
- Sports fields gets kids involved and healthy
- Larger skate park would meet high demand

Other Ideas

More SIDEWALKS and crosswalks, to make walking safer.

More SPORTS FIELDS / courts or 2nd or larger skate park is top desire.

Alternatives to the Boys And Girls Club (INDOOR climbing, trampolines, etc).

The MARINA and PARKS deserve further investment / improvement / attention.

REDUCING the negative effects of the refinery and jail are a top priority.

Section 6

General Plan Update Task Force Comments

A Task Force Tour and Debriefing

At its second meeting (June 30, 2010) the Task Force conducted a tour of Martinez and provided comments and observations. A “Tour Booklet” provided preliminary background information and space for Task Force members to write down notes on the tour. The pages corresponded to the route of the tour — located by numbered stations — with a map of the tour route contained in the booklet. Stops or points of interest along the tour included: 1 City Hall; 2 Alhambra Avenue Corridor; 3 Former “Masters Property”; 4 Virginia Hills Shopping Center; 5 Pine Meadow Golf Course; 6 Glacier Drive/Center Avenue; 7 Village Oaks Shopping Center; 8 Muir Station Shopping Center; 9 Howe Road; 10 “Bisio Property”; and 11 “Zocchi Property.” The map on the next page shows the tour route.

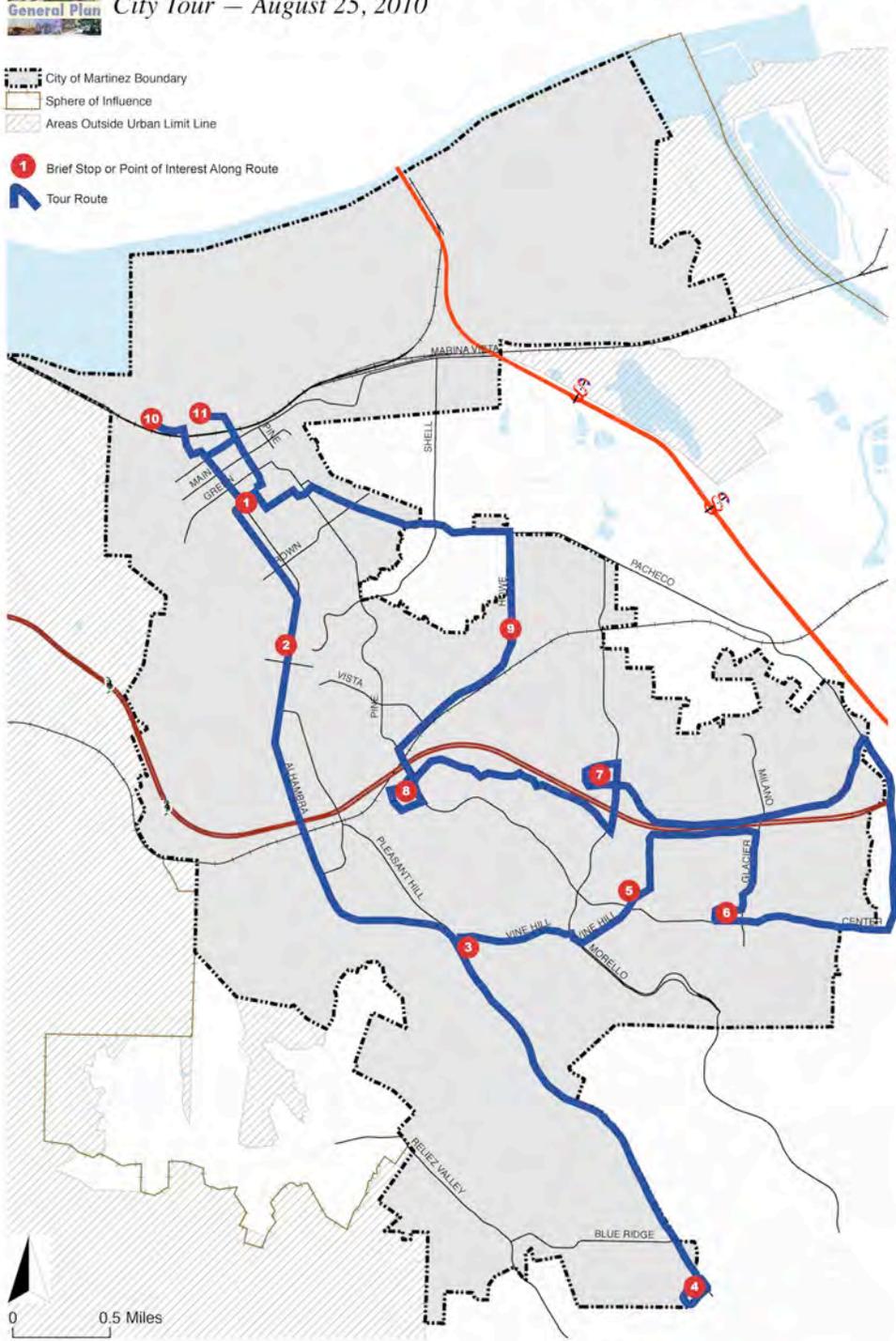


Martinez General Plan Update Task Force Meeting City Tour — August 25, 2010

- City of Martinez Boundary
- Sphere of Influence
- Areas Outside Urban Limit Line

- Brief Stop or Point of Interest Along Route
- Tour Route

- 1** City Hall
- 2** Alhambra Avenue Corridor
- 3** Former "Masters Property" (under new ownership)
- 4** Virginia Hills Shopping Center
- 5** Pine Meadow Golf Course
- 6** Glacier Drive/Center Avenue
- 7** Village Oaks Shopping Center
- 8** Muir Station Shopping Center
- 9** Howe Road
- 10** "Bisio Property"
- 11** "Zocchi Property"



Task Force members were given several weeks to complete their comments on the challenges and opportunities that might be addressed in the General Plan update. Below is a summary of comments organized by topics.

Community Image and Character

- (1) Balance visual and aesthetic goals with the engineering, geology, geography goals of the plan (both should be respected).
- (2) Consider that Martinez is identified with the downtown area, and the image of the City is dependant on the appearance of that area. Without enough critical mass to attract more people to the area, and easy and attractive access the commercial downtown cannot thrive.
- (3) Recognize that the development of outlying areas do not affect the image of the city as a whole. That image, for better or worse, is tied to the downtown area.
- (4) Make Martinez into a destination that attracts visitors from the surrounding areas. Martinez possesses many qualities that other cities have capitalized on for economic success.
- (5) Balance the needs of preservation of Martinez' attractive features with development of housing and economic infrastructure.
- (6) Get rid of the concept that Martinez is a "refinery town."
- (7) Enhance streetscape views (signage, sandwich boards, free paper dispensers, landscaping, public art) that are cleaner and fresher.
- (8) Capitalize on Martinez as an environmental and educational community (John Muir, John Swett, the creek and straits/delta).
- (9) Enhance the character we have and do not resort to developments that look like every other project (such as Kohl's in Pleasant Hill).
- (10) Enhance the tired looking business's located north of Highway 4 down to where Alhambra Way intersects with Alhambra Avenue with new signage and updating the look of the buildings would help to improve the first impression of the City when coming off the freeway.
- (11) Create gathering places in the community.

Land Use and Housing

- (1) Provide live/work space. Consider loft style (Emeryville example) or Two Worlds (Pleasant Hill).
- (2) Recognize that most of the residential neighborhoods of Martinez are in relatively good shape. There is continual change, but not much need for changes in the General Plan to encourage that.
- (3) Improve the viability of the downtown commercial district by increasing the density of housing in the area, similar to the Glacier and Center area and the new building on Haven Street, or by adding something that will attract additional people to the area.

- (4) Recognize that there are numerous sites in the downtown that would be appropriate for additional housing, similar to the Haven Street site.
- (5) Consider that we have a limited amount of land that is available for development, and ask — “How does the City balance the density that it requires to attract developers?”
- (6) What plans does the County have for the old jail?
- (7) What will the County do with the vacant office space if all employees from north wing move out?
- (8) Plan for more high-end housing (possibly with water views).
- (9) Consider alternative access sites to property north of the railroad right-of-way.
- (10) Evaluate Shell Avenue and plan for improvements.
- (11) Make use of the existing Zocchi buildings as soon as possible for first phase with a plan for improved development for the future.
- (12) Consider sites for hotel/conference center near train station and possible Delta Research Center. (Possibly Zocchi, Bissio, City corporation yard or the Telfer site).
- (13) Locate alternative sites for light industrial and trucking uses (possibly outside of the City but within the sphere of influence and perhaps another annexation).
- (14) Turn the “Zocchi” property into a transit village with high density living, park, water views, and pedestrian bridge to capitalize on the Amtrak station (see Emeryville or Benicia for transit and water views).
- (15) Recognize the “Zocchi” property as a prime location for a larger development that would attract others to the area. Because of it’s location across the railroad tracks from all services, residential development is not appropriate for this site, but a wide range of commercial development could be appropriate here.
- (16) Consider that the “Bisio” site has even worse access than the “Zocchi” property and do not put anything on the site that would increase the number of people on site.
- (17) Create a “government center” with County contributing to County parking needs.
- (18) Recognize that our biggest opportunity is the waterfront, be it views of, activities near, etc.
- (19) Evaluate ultimate annexation of all properties within the sphere of influence including the Shell Refinery (or at least the office).
- (20) Establish a community center.
- (21) Identify creative uses/reuse of the Lairds building.
- (22) Encourage infill development potential (such as the old Paul’s Restaurant site) with increased densities for quality design. Not seeing garage doors or overhead wires is a major development improvement.
- (23) Allow increased building where commercial properties have adequate parking, preferably smaller street front buildings.
- (24) Invite property owners of selected parcels to come and discuss with the Task Force what they would like to see done on their property.
- (25) Identify the parking lot across from VA building as an opportunity site. We should decide

- what type of use would be good there and aggressively seek potential users.
- (26) Master plan the Downtown Shoreline area (with property owners, including the City, developers, etc.) so development could be expedited.
 - (27) Plan for alternative access to the north of the railroad right-of-way and free-up the creekside for up-scale development.
 - (28) Provide more information on the physical potential for development at the north end of town.
 - (29) Consider the Boys & Girls Club for the possibility to have cluster homes on the site.
 - (30) Recognize that vast improvement has been made on Alhambra Avenue. Most of the businesses North of Highway 4 are dependent on residence living in the area as well as those traveling into town to come to work at the hospital or county offices. The high school and adult school also help to support the fast food restaurants in this area. Some of the older buildings could be torn down and replace with cluster homes or perhaps two story units with living space above stores.
 - (31) Consider the former "Masters Property" if it were left as open space and recreational area who would pay for improvements? Right now it is just an open space not being used. Sometimes there is the mentality of "not in my back yard." Allow some development on the relatively level ridge line after EIR Reports, keeping some of the land as permanent open space and have the developer improve the area with hiking trails or a park area.
 - (32) Recognize Glacier Classic homes as a great example of how a parcel can be used for the highest and best use. It also helps to provide affordable housing; more of this type of subdivision can possibly be built in Martinez.
 - (33) Assess whether the owner of the Pine Meadows Golf Course wants to sell and whether the City can purchase the property for the right price. Keep as open space and perhaps build a clubhouse for the City where people could hold large events and the clubhouse could be rented out for a fee (similar to a community center).
 - (34) Create more housing opportunities by the waterfront as well a large restaurant that would attract people to our City.
 - (35) Address outlying areas issues such as how to handle infill development that could occur on the former "Masters Property" and Pine Meadows Golf Course. These are important to the immediate neighborhood and should be handled appropriately in zoning.
 - (36) Include the entire sphere of influence under the General Plan.

Shopping Centers

- (1) Facilitate shopping areas that optimally provide services needed / wanted by the local area citizens.
- (2) Recognize that shopping centers should reflect the character of their area and that older centers could use new "faces," including Virginia Hills.

- (3) Provide outdoor seating at restaurants to liven up the center – several small restaurants in Virginia Hills center could be helped by this – Starbucks already has this and makes the surroundings seem friendlier.
- (4) Consider that we visited three successful neighborhood shopping centers, a site where a neighborhood shopping center failed and was replaced by housing, two commercial strips; one primarily retail, the other primarily light industrial and two parcels at the edge of the waterfront park that are currently underutilized.
- (5) Consider why some shopping centers make it and others don't. There was some discussion of landscaping and signage on the trip, but I think those are secondary issues. The primary issues are whether the shopping center provides the needs of potential customers and how many potential customers have easy access to the shopping center.
- (6) Recognize that all of the successful shopping centers had a major chain grocery store, a drug store, and other shops and restaurants. The one at Glacier Drive and Center had a smaller, non-chain grocery store and a couple of smaller shops. That combination didn't have the "critical mass" to attract enough customers. Glacier Drive and Center also doesn't have as good access as the other sites, all of which are on major streets or intersections near freeway off-ramps.
- (7) Provide each of these sites the benefits from large numbers of people passing by on their way to or from work or on other errands.
- (8) Use the empty lot at Virginia Hills for parking and use part of the central parking area to extend sidewalk area out and to add outdoor seating.
- (9) Connect Baskin Robbins area to Lucky's at Village Oaks by decorative walking strip and then use walking strips to break up the parking lot.
- (10) Add more trees for shaded areas in shopping areas.
- (11) Enhance the ability to attract business to come to Virginia Hills. Safeway is the big draw here. Can't compare to the Crossroads Shopping Center in Pleasant Hill, there is not freeway access to attract large key anchors to come here. Attract a large sit down restaurant in the vacant lot which would bring people in from north and south of Highway 4 as well as Pleasant Hill and Lafayette.
- (12) Keep the existing business in the shopping center at Muir Station Shopping Center; Carrow's, CRV and Raley's are the big draw. They did a nice job of providing a new building to house Starbucks, which is a big draw for locals as well as offices and businesses in the area. The movie theater across the street brings in people to shop as well and eat. In the future there might be a need for adding on a second story.
- (13) Identify the market area for shopping centers and potential leakage of shopping dollars.
- (14) Recognize that people are busy and that shopping centers reflect peoples' needs.
- (15) Improve the aesthetics of shopping centers.
- (16) Recognize that a key challenge at Village Oaks is traffic and getting into the shopping center as well and exiting is a problem. Some how control traffic making it better to enter and leave the shopping center. It's a problem now.

Economic Development

- (1) Coordinate new commercial services with the surrounding cities of Pleasant Hill and Concord, as well as the County.
- (2) Recognize that the corner of Center Avenue and Glacier was a failed shopping center, and it illustrates that housing at certain densities can succeed as a sustainable land use.
- (3) Take into consideration our current economic state and future changes.
- (4) Consider that the economy in Martinez may struggle to grow for years to come, which will be an important consideration for the General Plan.
- (5) Recognize the outlying, relatively successful commercial development in Martinez, but the focus still comes back to what to do about the downtown area.
- (6) Plan for improving access to the downtown area. Increasing the number of people who live in the immediate area would also help the development of a commercial district, as would additional businesses that would attract customers who don't live in the immediate area.
- (7) Recognize that if a commercial downtown is not a key goal, the downtown area could change in much the same way that the shopping center at Glacier and Center has, with development of relatively dense housing.
- (8) Attract more people to make the downtown more of a viable commercial district, but the trade-off is more traffic.
- (9) Consider that the court system draws non-residents into the downtown area every day. This is a unique opportunity to market the downtown area to people who may not otherwise visit Martinez.
- (10) Promote infill housing and fulfill the need for a downtown parking structure so we can attract new businesses to our community.
- (11) Increase the customer base in downtown and show some type of growth so that businesses have the potential to prosper and grow.
- (12) Market our community with a strong and aggressive economic outreach plan.
- (13) Promote economic growth.
- (14) Identify ways to keep County employees/departments from moving out of downtown.
- (15) Develop incentives to attract retail in an economic element (this could also be long-term).

Parks and Open Space

- (1) Get a copy of the existing hillside/slope density ordinances to understand the preservation measure the City has in place.
- (2) Identify total open space by type, identifying City-owned properties, dedicated open space, assumed private open space, etc. (a draft plan has been prepared).
- (3) Evaluate how to use existing open land and whether to designate it as permanent open space.

- (4) Analyze use of city parks -- would they be better served by more or updated play structures, for instance?
- (5) Get a copy of the current City of Martinez Open Space map and location of all parks.

Public Health and Safety

- (1) Consider that a hydrogen pipeline can be both an opportunity and a challenge. Opportunity will be in way of high paying blue collar jobs. Challenges will be location and projects suitable for development. In the event the pipeline becomes a reality I wouldn't recommend anything other than light industrial projects nearest to the pipeline. San Bruno should serve as a cautionary tale of what can go wrong in extreme circumstances.
- (2) Consider geological factors.
- (3) Pursue a "quiet zone" in Martinez.
- (4) Look at all areas of the City where development is going to take place and consider the Bay Area Management Air Quality Plan and how to combat pollution.
- (5) Address flooding issues.
- (6) Identify "at risk" properties.

Sustainability and the Environment

- (1) Maintain natural resources while allowing for growth and improvement.
- (2) Develop a coherent policy for managing the Alhambra Creek Watershed
- (3) Manage flooding and erosion issues while protecting the natural habitat values of the creek.
- (4) Make use of the Alhambra Creek Watershed Management Plan as a basis for watershed-related plans, policies and decisions.
- (5) Use state-of-the art hydrologic and geo-morphological and geotechnical technical science as the primary basis for making watershed management decisions.
- (6) Develop a long-range comprehensive plan that would address the issues coherently and not in a piecemeal manner.
- (7) Develop agreements and cooperative relationships with property owners and agencies that manage the parts of the watershed outside the City limits. Land-use decisions upstream of the City have a direct effect on how the creek responds inside the City.
- (8) Develop a long-range plan and set of policies that accommodate the natural function of the creek without unduly impacting economic interests.
- (9) Adopt a set of building codes that address the issues of erosion, peak flow, pollution and treatment of surface runoff, ground-water recharge/depletion, rainwater harvesting, and bio-filtration.

Transportation

- (1) Consider that the downtown area will not support a ferry service at current demographic mix/levels. The area is already overrun with low income properties and the typical ferry rider profile is mid to upper level managers/professionals with incomes greater than \$65,000 annually. Challenges will be in overcoming the perception of low income labels.
- (2) Make shopping areas pedestrian and cycling friendly. Encourage neighbors to walk to shopping areas and provide visual aesthetics to get them to stay and shop.
- (3) Provide an opportunity for mixed use infill projects close to transportation, incorporating living, restaurants and shopping/professional services.
- (4) Recognize that at some point in the future more buses or, at some point, trolleys will be demanded and used more by the population as gas becomes more and more expensive (such as between Downtown and Pleasant Hill BART, for example).
- (5) Provide enough easy access so that commercial districts can thrive.
- (6) Improve access to the Martinez downtown area by improving the flow of traffic and the appearance of the Alhambra Avenue corridor from Highway 4 as well as the Marina Vista and Pacheco Blvd corridors from Highway 680. It's been said many times that the Martinez downtown is handicapped because it's a cul-de-sac, but the route through downtown from Highway 4 and Alhambra to the Benicia Bridge is only 4 miles, versus 7 miles on Highways 4 and 680. If that short-cut could be made attractive and easy to follow, it's possible that more people would pass through downtown.
- (7) Recognize there are various existing bike and walking trails and paths throughout the City. Link these existing paths into a trail system, and encourage development of new links, can have multiple purposes. In addition to family recreation, a trail system can promote community through gathering places, provide draw to business and recreation areas, and reduce vehicular traffic.
- (8) Improve public transportation.
- (9) Provide internal citywide transportation (including up Pine Street) in smaller (20 passenger) buses.
- (10) Consider alternative public transportation (ride-share, segways, others)
- (11) Consider a Transportation Management Plan with the County (possible shuttle) to move employees to various county sites as well as downtown and other lunch spots (reduce traffic, pollution, etc)
- (12) Establish a transit hub connecting the ferry, train station and BART.

Facilities and Services (Parks, Recreation, Cultural, etc.)

- (1) Understand projected population growth over next 20 years in order to think about what the needs will be, such as for expanding older population (boomers) need expanded medical facilities.
- (2) Establish a long-term program to underground all utilities in the entire City, say over the next 15 years might be considered as a way to make areas visually more attractive.

- (3) Require infrastructure to be in place to support Martinez as a local destination.
- (4) Maintain existing public improvements (parks, streets, etc.) and water quality.
- (5) Collect information about the state of the sewers in the City.

Howe Road Industrial Area

- (1) Leave the Howe Road area “as is” because there is no point in spending money in this location. Every City needs an industrial area, although the street is a mess.
- (2) Consider pleasing fencing that is at least 6 feet high.
- (3) Provide better signage and off-road parking for the industrial area on Howe Road to make it look better.
- (4) Keep this area an industrial, there are a lot of business there owned by Martinez Residents who also employ those who live in our City. A lot of these business support Shell as well as the other refinery’s in the city.
- (5) Improve signage in the Howe Road area, the signage is very poor and there is no organization. Perhaps a sign when entering off Pacheco Blvd. announcing the industrial park area and as well as a having a sign when coming in from the other end at the start of the industrial area. Also not allowing off street parking for the business would help to improve the visual character of the area.

B Initial Discussion of a Vision for Martinez in 2030



At its October 25, 2010 meeting, the General Plan Update Task Force pre-tested the questions for the community workshops, and identified the following as their initial discussion of the items by topic.

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 land.

- (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) The County Hospital, 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.
- (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 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 and 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 go to 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.

Section 7

Interviews with City Departments and Others

A Overview of the Interview Process



Between February and September 2010, City Planning staff held a series of outreach ‘conversations’ with members of the City Council, Planning Commission, Parks, Recreation, Marina & Cultural Commission, General Plan Update Task Force, Administrative Services, Engineering, Public Works, Police, Fire, Recreation, Finance, Planning, Water, Martinez Chamber of Commerce, Main Street Martinez, and the Contra Costa County Planning Department to solicit initial thoughts on possible key issues for the Martinez General Plan.

Participants were asked about City successes, what issues need to be addressed in the General Plan update (challenges and opportunities), and how best to involve the community in the project. Specific questions posed in the ‘conversations’ included:

- (1) What do you consider to be the major successes that the City and/or your Department (organization) has achieved over the past five years that you would like to continue on into the future?
- (2) What do you consider to be special challenges we face as a City as a whole and, specifically, for your Department (organization) in the future (short-and long-term) that could be addressed in the General Plan Update?
- (3) What do you consider to be possible opportunities for the City as a whole and specifically your Department (organization) in responding to future challenges (short-and long-term) that could be addressed in the General Plan Update?
- (4) Are there any other specific issues of concern or topics you would like to make sure are covered in the General Plan Update?
- (5) How can we best involve your Department (organization) in the general plan update and who would be the primary contact person/people?

The intent of this initial summary is to better identify important issues of concern early on in the process of the update to help focus community discussion on important topics affecting the City's future. This is by no means an exhaustive list, since it has been supplemented through outreach to partner groups and through the community outreach process (workshops and City website outreach, etc.). However, several preliminary themes have emerged from the conversations: encouraging increased activities in the downtown, waterfront uses, housing, business viability, connection between various areas of the City, and quality of life issues.

B Listing of Issues Identified in the Interviews



Below is an initial listing of issues from discussions with various City departments, organizations, and decision-makers. The issues are organized by topic. *Please note that not all topics are appropriately covered in a general plan, but could be addressed in the updated Zoning Ordinance or through other means.*

Community Image and Character

- (1) Define what Martinez is as a community
- (2) Quality of future development must be high
- (3) City image
- (4) Less emphasis of the refinery
- (5) Code enforcement
- (6) Rehabilitation housing needs
- (7) Martinez seen as a progressive community
- (8) Connect the areas south of Highway 4 to be more a part of the City
- (9) Design quality of new development and community acceptance of higher density
- (10) Protect historical buildings
- (11) Undergrounding utilities
- (12) 'Marketing' Martinez
- (13) Maintain the quality of existing established neighborhoods

Public Information, Coordination, Decision-Making and Quality of Life

- (1) Public information, perceptions and involvement in community decision-making
- (2) Application review process
- (3) Linkages and adequacy of City policy documents
- (4) Linkage of General Plan with the Capital Improvements Program (CIP)
- (5) Coordination with Contra Costa County
- (6) Annexation policies
- (7) Inter-departmental review procedures for application review
- (8) Linking and involving all parts of the City in the process
- (9) Information sharing
- (10) Coordinate with other agencies
- (11) Linkage of the General Plan with the Zoning Ordinance (need for update to Zoning)
- (12) Quality of life standards
- (13) Maintain the General Plan as a living strategic document
- (14) Establish performance standards for reviewing new development
- (15) Implement the recently adopted Downtown Specific Plan
- (16) Assure a legally adequate General Plan linked with the Zoning Ordinance
- (17) Possible 'wi-fi' downtown
- (18) Involve all areas of the City in participation
- (19) Establish common terminology and definitions for clarity
- (20) Collaboration with National Parks, East Bay Regional Park, Contra Costa County, schools, Martinez Historical Society, etc.

Land Uses, Housing and Economic Development

- (1) Waterfront uses and marina
- (2) Implementation of the Downtown Specific Plan
- (3) Economic development and fiscal health of the City
- (4) Linkage with Measure C and Measure J
- (5) Economic development north of the railroad tracks
- (6) Consider creation of a Redevelopment Agency
- (7) Land use in the Pacheco corridor and Pacheco/Howe Road
- (8) How to attract businesses
- (9) Affordable housing
- (10) Housing Element implementation and monitoring
- (11) Aging population needs

- (12) Encouraging tourism and Martinez as a regional destination
- (13) Incubation for green jobs
- (14) Housing in downtown
- (15) Uses and development along the Alhambra Avenue corridor
- (16) Future uses of potential change areas (former Master's property, Pine Meadow Golf Course, etc.)
- (17) Uses at neighborhood shopping centers (Virginia Hills, Village Oaks, Muir Station)
- (18) Howe Road light industrial uses
- (19) Establish performance criteria for reviewing project proposals
- (20) Contra Costa County buildings and plans for the future
- (21) Implementation of economic development strategies (downtown and key locations)
- (22) Promoting growth
- (23) Promote higher density infill housing
- (24) Attract new businesses
- (25) Consider height limits and upper story development in downtown and other key areas
- (26) Restaurant and other draws to the waterfront
- (27) Upgrading shopping areas
- (28) Martinez market area and leakage to surrounding areas
- (29) Link to County facilities as a draw to the downtown

Public Health and Safety

- (1) Implement the Climate Action Plan
- (2) Rise in sea level impacts
- (3) Clean water programs
- (4) Flood control
- (5) Community health and wellness
- (6) Seismic retrofit of unreinforced masonry buildings (UMB)
- (7) Pipeline safety
- (8) Clean air
- (9) Safety access balanced with environmental goals
- (10) Petrochemical hazards
- (11) Urban/open land interface
- (12) Air Quality plans and requirements
- (13) Creek protection and flood protection
- (14) State of the art geotechnical and hydrological review

- (15) Establishing standards of environmental significance for Environmental Impact Reports (EIR)

Sustainability and the Environment

- (1) City Green Initiatives
- (2) Open space planning, maintenance, and liability
- (3) Implement the City's Climate Action Plan
- (4) Address AB32 and SB375 requirements (next round of Housing Element)
- (5) Continue to implement the Hillside Ordinance
- (6) Map open space

Transportation

- (1) Regional congestion
- (2) Parking downtown
- (3) Traffic calming
- (4) Traffic mitigation fees
- (5) Speed of traffic/slow traffic
- (6) Establish level of service and design capacity for major streets
- (7) Continue pavement management system program
- (8) Bicycle trails improvements
- (9) Street lighting
- (10) Upgrading sidewalks and pedestrian linkages
- (11) Signage for parking
- (12) Pedestrian friendly
- (13) Internal transit system
- (14) Access to shopping areas
- (15) Improved access to the downtown
- (16) Bay-Ridge trail connections

Facilities and Services (Parks, Recreation, Cultural, etc.)

- (1) Level of programs and services (recreation)
- (2) Public knowledge of costs and choices in service levels
- (3) Maintenance costs for City parks and recreation facilities
- (4) Passage if Measure H (new recreational/community facilities and upgrades)
- (5) Need for community center and maintenance of parks

- (6) Sources of funding and costs of services and facilities
- (7) Electrical grid downtime
- (8) Level of City services as a whole
- (9) Possible festival center
- (10) Fishing destination
- (11) Waterfront Park
- (12) Need for improved corporation yard
- (13) Costs of services (what is free and what is charged)
- (14) Youth facilities
- (15) Link service needs and enhancements with adequate funding for operations and maintenance
- (16) Water issues
- (17) Clean water program
- (18) Planning for 20% reduction in water use (State requirement)
- (19) Urban Water Management Plan
- (20) City Water Master Plan
- (21) Drought measures
- (22) Maintaining aging infrastructure
- (23) Source of water (Delta)
- (24) Cultural draws to Martinez
- (25) Use of City parks