



## **Martinez General Plan Update Task Force Meeting #5 Summary**

*Wednesday, February 23, 2011*

*6:30 pm - 9:00 pm*

*City Council Chambers / Martinez City Hall*

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

Donna Allen

Scott Busby

Victor Carniglia, Chair

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

### **Task Force Members Absent**

Marshall Cochrane

Denise Sanchez Cannon

### **City Representatives and Consultant**

Mayor Rob Schroder

Phil Vince, City Manager

Terry Blount, AICP, Planning Manager

Jeffery Baird, AICP, Consultant

Joshua Abrams, AICP, Consultant

### **Meeting Purpose and Agenda**

The purposes of the meeting of the General Plan Update Task Force (GPUTF) were to: (1) hear from speakers — Mayor Rob Schroder and City Manager Phil Vance — about the importance of establishing a community vision for Martinez; (2) review comments and key findings from community outreach; (3) develop a WORKING VISION 2035 for the Martinez General Plan Update; and, (4) review the near-term schedule for the General Plan Update. Below is the agenda for the meeting.



## General Plan Update Task Force

City of Martinez General Plan Update Task Force

### AGENDA

Task Force Meeting #5

Wednesday, February 23, 2011

6:30 pm - 9:00 pm

City Council Chambers / Martinez City Hall

- Outcomes:** Hear from speakers — Mayor Rob Schroder and City Manager Phil Vince  
Review comments and key findings from community outreach  
Develop a WORKING VISION 2030 for the Martinez General Plan Update  
Review the schedule for the General Plan Update
- 6:30 pm I. Review Meeting Purpose**
- A. Review Task Force Meeting #5 Agenda
  - B. Check-in with Task Force Members (*any time constraints for the meeting*)
  - C. Other Administrative Items (*Meeting #4 Summary*)
- 6:40 pm II. Speakers — The Importance of a Community VISION**
- A. Presentation
  - B. Task Force Discussion
- 7:00 pm III. Task Force Review and Discussion in Small Working Groups of the WORKING VISION 2030 for the General Plan**
- A. Staff and Consultant Overview and Review
  - B. Task Force Break Out into Small Groups
- 8:05 pm Break for 5 Minutes**
- 8:10 pm IV. Task Force Reconvenes as Large Group to Review the Working Draft VISION 2030 for the General Plan**
- A. Staff and Consultant Review of Small Group Comments
  - B. Task Force Review and Direction
- 8:40 pm V. Review of the Schedule of Meetings**
- A. Staff and Consultant Overview
  - B. Task Force Discussion and Direction
- 8:50 pm VI. Public Comments on All Items**
- 8:55 pm VII. Summary and Next Steps**
- A. Summary of the Meeting and Review of Next Meeting Topics
  - B. Evaluation of the Meeting

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Laura Austin at (925) 372-3523, or Fax to (925) 372-0257. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodation to help insure accessibility to this meeting.

Mayor Schroder and City Manager Vince opened the meeting and discussed the importance of establishing a vision for Martinez's future. Planning Manager Terry Blount and Jeff Baird reviewed the comments from the community as contained in the Community Conversations Report #1. The Task Force then broke into two small groups to discuss key themes and a possible Working Vision 2035 for the Martinez General Plan update.

### Task Force Discussion of the Vision

The Task Force small group discussion focused on the key themes from the community outreach and review of a draft VISION prepared by City staff as a starting point for the Task Force. In addition, a map was prepared for use in identifying any geographically specific comments. Following the small group discussion each member of the Task Force was given three blue dots and one red dot to place next to the items they felt were the most important to address in the General Plan Update. A blue dot signified items that are "VERY IMPORTANT" to address and a red dot signified items that are "CRITICAL" to address. Below is a summary of Task Force comments with the dots noted in bold type bracketed in parenthesis.



- (1) Assure that Martinez has a kid friendliness, which includes activities for kids. **(3 blue dots)**
- (2) Establish criteria for future decision-making.
- (3) Criteria for future decision-making: Does this promote a sense of community?
- (4) Criteria for future decision-making: Does this protect against catastrophes, such as fire, flood, etc.?
- (5) Criteria for future decision-making: Does it facilitate connections to our natural world?
- (6) Criteria for future decision-making: Does it respect private property rights versus community values? **(2 blue dots)**
- (7) Criteria for future decision-making: Does it promote economic viability?
- (8) We need to promote health and safety themes, including community health.
- (9) We are free of flooding from Alhambra Creek. **(1 blue dot)**
- (10) We promote green living, such as in Portland, Oregon. **(2 blue dots)**
- (11) We have good access to downtown for economic development purposes. **(1 blue dot)**
- (12) We interact with surrounding cities and the County and we have a relationship with all nearby jurisdictions. **(1 blue dot)**
- (13) We have an art and cultural identity and promote that identity, including art shows and other events.
- (14) We support agriculture, including vineyards and the slow food movement. **(2 blue dots)**
- (15) We need to understand the economic impact of various policy choices including the fiscal relationship to services and how to support what we have. How does population growth, whether it is a maximum of 40,000 people or 50,000 people, relate to the fiscal health of the city? **(6 blue dots; 2 RED dots)**
- (16) We value our schools and the quality of education.
- (17) We are the green city of the future. **(1 RED dot)**

- (18) We work with Shell Oil Company in developing alternative fuels.
- (19) Question: What will happen to the 12 story building downtown?
- (20) People who work here can live here and people who live here can work here. (1 blue dot)
- (21) We have good working plans for the future.
- (22) We welcome people from outside Martinez. (1 blue dot)
- (23) There is a connection between neighborhoods and the downtown.
- (24) The Marina is a diamond of the city. (1 RED dot)
- (25) We provide recreation and sports facilities and services. (1 RED dot)
- (26) We need to evaluate the loss of county employees and their support for downtown businesses.
- (27) We need to make sure we cover the Martinez Sphere of influence and planning area in our planning documents.
- (28) The Marina plan is 17 years old. (1 blue dot)
- (29) We should promote themes in downtown such as Martinez being the new art colony or Martinez is a John Muir community.
- (30) We should support university and college connections.
- (31) We need to fill in the specifics of our vision.
- (32) Provide a balance downtown of pedestrian circulation and access for cars.
- (33) We need to promote industry and business. (3 blue dots)
- (34) We need to provide a base of users from people who live downtown.
- (35) We need to emphasize and beautify the Marina.
- (36) Recognize the importance that all strategies to improve downtown include residential, retail, and office uses.
- (37) Recognize that the Downtown Specific Plan is not enough to bring about change and improvements in downtown.
- (38) We should consider intensification of uses in downtown.
- (39) Connect more with the Muir House.
- (40) Establish strategies to capture more sales revenue.
- (41) There is easy access to downtown and the Marina via multiple modes of transportation.
- (42) There are more people living in downtown. (1 RED dot)
- (43) We have attractive entryways to Martinez and the downtown. (1 blue dot)
- (44) Identify the unused areas on the Shell property within the City limits as being not used and a potential location for “green” industry.
- (45) Evaluate waterfront possibilities and consider what Benicia has done.
- (46) Consider the Alhambra Avenue corridor for more residential development and some increases in density. (1 blue dot; 1 RED dot)
- (47) Keep the Alhambra Avenue corridor attractive as an entryway to Martinez.
- (48) Consider hotels as a concern since they can go bad.
- (49) Enhance the downtown area. (1 blue dot; 2 RED dots)
- (50) We value our history and special places like the downtown, the marina and waterfront, as focal points of the community. (2 blue dots; 3 RED dots)
- (51) We have a high level of community services, safety, and important recreational, cultural and arts activities and resources. (1 blue dot)
- (52) We make sure we have fiscal resources to support the revenue needed for services. (1 blue dot)



- (53) We treasure our open space and environmental resources. **(1 blue dot)**
- (54) We can get around the community easily and connect to regional destinations. **(1 blue dot; 1 RED dot)**
- (55) We sustain the diversity of the local economy and we want to maintain housing choices and support services for all. **(3 blue dots)**

### **Task Force Discussion of the Process**

The Task Force reviewed the proposed schedule and topics for future meetings. Concern was expressed over the pace of meetings and number of topics being covered at each meeting. There were also questions about who the speakers might be at future meetings. It was agreed to review the schedule at each meeting and check-in on the Task Force's progress and level of comfort with the topics being discussed. It was also agreed that a speaker list would be developed by staff for review with the Task Force at the next meeting.