

Martinez General Plan Update Task Force Meeting #11 Summary

Wednesday, August 24, 2011

6:30 pm - 9:00 pm

City Council Chambers / Martinez City Hall

Task Force Members

Donna Allen

Victor Carniglia, Chair

Earl Dunivan Jr.

Rachel Ford

Jeff Keller

Linda Meza

Cindy Nuse

Leanne Peterson

Mark Thomson

George Vetek

Jenny Ward

Jan Weiss

Speakers

Dena Belzer, Strategic Economics

Corey Simon, Senior Planner

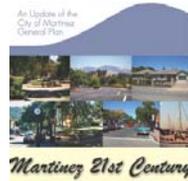
City Representatives and Consultant

Terry Blount, AICP, Planning Manager

Jeffery Baird, AICP, Consultant

Meeting Purpose and Agenda

The purposes of the meeting of the General Plan Update Task Force (GPUTF) were to: (1) Receive an update on “Downtown Matters!” planning effort; (2) receive information and discuss economic development issues and strategies; (3) review, discuss and provide direction for slope density regulations; and (4) review and confirm the next meeting agenda and the near-term schedule. It was announced that the next major meeting on “Downtown Matters!” will be held on September 20th. It is intended that the Task Force will discuss Downtown policies and strategies at the Task Force’s October meeting so there is time to digest the results from the September 20th “Downtown Matters!” meeting. Below is the agenda for the August 24, 2011 Task Force meeting. A copy of the wall-graphic recording of Task Force member comments at the meeting is included at the end of this meeting summary.



General Plan Update Task Force Meeting

City of Martinez General Plan Update Task Force (GPUTF)

A G E N D A

Task Force Meeting #11
Wednesday, August 24, 2011
6:30 pm – 9:00 pm

City Council Chambers / Martinez City Hall

- Outcomes:**
- (1) Receive an update on “Downtown Matters!”
 - (2) Receive information and discuss economic development issues and strategies
 - (3) Review, discuss and provide direction for land use regulations
 - (4) Review the near-term schedule and “working agendas” for future Task Force meetings
- 6:30 pm **I. Review Meeting Purpose**
- A. Review Task Force Meeting #11 Agenda
 - B. Check-in with Task Force Members (*any time constraints for the meeting*)
 - C. Other Administrative Items (*Meeting #10 Summary*)
- 6:40 pm **II. Review of “Downtown Matters!”**
- A. Staff Overview
 - B. Task Force Comments, Questions of Clarification and Feedback
- 6:45 pm **III. Large Group Review and Discussion of Economic Development Trends, Issues and Possible Strategies**
- A. Staff Overview
 - B. Consultant Presentation
 - C. Task Force Questions of Clarification, Discussion and Direction
- 7:45 pm **IV. Continued Land Use Discussion — Review of Slope-Density Regulations**
- A. Staff Overview (Large Group)
 - B. Task Force Discussion and Direction (Large or Small Group)
- 8:40 pm **V. Review of the Near-Term Schedule and Future Task Force Meetings**
- A. Staff and Consultant Overview
 - B. Task Force Questions of Clarification and Feedback
- 8:45 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 Agenda
 - B. Evaluation of the Meeting
- 9:00 pm **Close**

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.

Task Force Discussion of Economic Development Issues

Following a review of the meeting's purpose and agenda, Dena Belzer of Strategic Economics gave a presentation to the Task Force on what Martinez can do to enhance economic development activity to assure a successful, thriving and sustainable community. The focus of the presentation was on land use, design, public improvements and other policies/actions/topics that could be covered in the City's General Plan. A copy of the PowerPoint presentation was provided to Task Force members at the meeting.



Task Force Comments

- (1) Look at gateways to Martinez to create better entryways. Recognize that some gateways need a lot of work.
- (2) Consider the number of baby boomers that will be retiring from Contra Costa County and Shell. This will have job turnover and housing implications.
- (3) There is a rental housing market for quality rental units.
- (4) There is a market for upscale condominiums.
- (5) Design and management of affordable housing is critical to its success.
- (6) We need to educate the community about what affordable housing is, what it looks like and who lives there. We need to brand affordable housing for Martinez for the people who live and work here.
- (7) Consider a policy that "we are not going to privilege the car!"
- (8) We need to consider the safety of bikers and pedestrians.
- (9) Evaluate the bike infrastructure and transit. We need well-marked and designed biking streets.
- (10) We have an opportunity to create a place Downtown.
- (11) We need City leadership to make it happen.
- (12) There is an opportunity and need for improvements on Alhambra Avenue including where Safeway is located.
- (13) Light up streets.
- (14) Conduct a survey of City, Kaiser, Shell, and County employees to see where they live, where they want to live and what type of housing they want. This would provide data specific to Martinez.
- (15) Recognize that the homeless are noticeable in Downtown, but they would be less noticeable if there was more going on and there were more



people Downtown.

- (16) Focus on streets adjacent to Alhambra Avenue and the highway for routes for bikes.
- (17) Connect biking trails to areas outside of Martinez.
- (18) Refresh the Downtown Specific Plan.
- (19) Strive to implement a vision for the community and for Downtown that supports economic development and fiscal goals.
- (20) There is a need for catalyst/critical mass projects.
- (21) The pent up housing demand should focus on Downtown.
- (22) We need the political will to move forward.

Task Force Discussion of Slope-Density Regulations

Background material on slope density regulations was provided in the Task Force's packet. Corey Simon, Senior Planner, provided the staff presentation at the meeting.

Task Force Comments

- (1) Identify the number of properties that slope density requirements might apply to if they developed. Evaluate the Master's and Riggs' properties, and talk to the property owners.
- (2) Evaluate how strict the Martinez slope density ordinance is compared to other communities.
- (3) We need to protect ridges and the steepest areas.
- (4) Evaluate whether properties are worthy as a "scenic ridge line" designation. Consider the visibility of the site and avoid precluding any development.
- (5) Consider the grading ordinance along with the slope density ordinance.
- (6) Provide better guidance in the General Plan to minimize visual impacts.
- (7) Define what we value, such as ridgelines, steeper slopes, etc.
- (8) Establish criteria to evaluate projects.
- (9) Avoid punishing property owners.
- (10) Define density and consider allowing alternative sites for housing.
- (11) Use the General Plan to define what we value and the character of what we want, and to establish policies and criteria. Establish standards and specific rules in the city's ordinances and regulations.



**CITY OF MARTINEZ
GENERAL PLAN UPDATE
TASK FORCE #11
24 AUG 2011**

DOWNTOWN MATTERS

- LOOK AT GAREWATY'S (SOME NEED WORK)

ECONOMIC DEVELOPMENT

- BABY BOOMERS RETIRING FROM CC COUNTY / SHERIDAN
- JOB TURN-OVER & HSNIG IMPLICATIONS
- RENTAL MARKET (QUALITY)
- UPSCALE CONDOS ARE TREND
- DESIGN IS CRITICAL & MANAGEMENT
- EDUCATE ABOUT WHAT GPP HSNIG IS / LOOKS LIKE

"KOBUDA 21"

- WE'RE NOT GOING TO PRIVILEGE THE CAR
- SAFETY OF BIKES/WALKING

SURVEY ON MARKETPLACE IMPROVEMENTS

- LIGHT UP STREETS
- SURVEY OF CITY: KAMMER, GHEU, CO EMPLOYEES WHERE THEY WOULD WANT TO LIVE ETC.
- HOMERLESS ARE NOT CELEBRATED IN DOWNTOWN
- FOCUS ON STREETS EQUIVALENT TO MURPHY AVE. & HWY 4 TUNNEL FOR BIKES
- CONNECT BIKES TO OTHER AREAS

BIKE INFRASTRUCTURE

- TRANSPORT
- RANDE ECON OPPORT.
- NEED CITY LEADERSHIP
- PUBLIC SAFETY COSTS INCREASING

IMPROVE DTPP REQUEST

- IMPROVEMENTS & VISION SUPPORTS ECON. / FISCAL GOALS
- NEED FOR CATALYST / CRITICAL MASS PROJECTS
- PORT-UP HSNIG. DEMAND SHOULD FOCUS ON DOWNTOWN
- POLITICAL WILL TO MOVE FORWARD.

SLOPE-DENSITY

- HOW MANY PROPERTIES WOULD IT APPLY TO?
- HOW STRICT IS MAX. SLOPE-DENSITY CFD COMPARED TO OTHER COMMUNITIES?
- PROTECT RIDGES & STEEPEST SLOPES
- ARE THESE WORTHY OF A "SCENIC-RIDGELINE" DESIGNATION?
- DON'T PRECLUDE DEV
- CONSIDER VISIBILITY
- CONSIDER GRADING ORDINANCE

PROVIDE BETTER GUIDANCE TO MINIMIZE VISUAL IMPACT

- DEFINE WHAT WE VALUE - RIDGELINE - STEEPEST SLOPES

HOW MANY PROPERTIES?

- "MASTERS" (48 AC)
- "RIGGS" (15 AC)
- ESTABLISH CRITERIA
- DON'T FINISH PROP OWNERS!!
- DEFINE DENSITY
- STATEMENT TO ALLOW ALTERNATIVE HOUSING SITES

DEFINE WHAT WE VALUE

- CHARACTER OF WHAT WE WANT
- GP POLICY
- CRITERIA
- STUDY / RULES

BRAND APP HSNIG FOR MARTINEZ WHO LIVES HERE

DATA APPLICABLE TO MARTINEZ

NEED TO BE AVOIDED - DON'T WANT TO LIVE SLOPES

Wall-Graphic Recording of Comments from the August 24, 2011 Martinez General Plan Update Task Force Meeting