



Martinez General Plan Update Task Force Meeting #13 Summary

Wednesday, October 26, 2011

6:30 pm - 9:00 pm

Martinez Senior Community Center

818 Green Street, Martinez

Task Force Members

Donna Allen

Jim Blair

Victor Carniglia, Chair

Earl Dunivan Jr.

Jenny Fitzgerald, Vice-Chair

Rachel Ford

Jeff Keller

Linda Meza

Cynthia Murdough

Cindy Nuse

Leanne Peterson

Denise Sanchez Cannon

Mark Thomson

George Vetek

Jenny Ward

Jan Weiss

Chris Wills

Speaker

Susan Moeller, Consultant for the "Downtown Matters!" Project

City Representatives and Consultant

Terry Blount, AICP, Planning Manager

Jeffery Baird, AICP, Consultant

Meeting Purpose and Agenda

The primary purpose of the Martinez General Plan Update Task Force meeting conducted on October 26, 2011 at the Martinez Senior Community Center was to receive an update on "Downtown Matters!" and discuss possible strategies and directions for the downtown based on the "Downtown Matters!" process and community comments and directions. Susan Moeller, consultant for the "Downtown Matters!" project, provided an extensive overview of the meetings and key findings of the effort. The Task Force also reviewed the near-term schedule and "working agendas" for future Task Force meetings. Below is the agenda for the October 26, 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 #13
Wednesday, October 26, 2011
6:30 pm – 9:00 pm
Martinez Senior Community Center

- Outcomes:**
- (1) Review strategies and policies for the Downtown
 - (2) Review the near-term schedule for future Task Force meetings

- 6:30 pm **I. Review Meeting Purpose**
 - A. Review Task Force Meeting #13 Agenda
 - B. Check-in with Task Force Members (*any time constraints for the meeting*)
 - C. Other Administrative Items (*Meeting #12 Summary*)

- 6:45 pm **II. Larger Group Overview of Possible Strategies for the Downtown and Questions of Clarification**
 - A. Staff and Consultant Overview and Directions from “Downtown Matters!”
 - B. Questions of Clarification

- 7:45 pm **III. Task Force Discussion and Direction for Downtown**
 - A. Staff Overview
 - B. Discussion and Direction

- 8:40 pm **IV. Review of the Near-Term Schedule for Future Task Force Meetings**
 - A. Staff and Consultant Overview
 - B. Task Force Questions of Clarification and Feedback

- 8:45 pm **V. Public Comments on All Items**

- 8:55 pm **VI. 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.

Downtown Matters! Making it Happen, Making it Real!

You're invited to a series of workshops and tours designed to "reboot" the vision for Downtown Matters. This series is part of the General Plan update process and will identify the vision, make life, policies and strategic actions required to progress in the 21st century.

We need your voice to help reboot Downtown Matters from being the place with "no real identity" to the community destination that we hope to see become. Without your participation, Downtown can't reach its goals. Please join us for one or more of these workshops and tours so that our leadership can hear your input and a community vision can be created to be the real heartbeat of the city.

Friday, June 17th 2:00pm to 8:00pm
TOUR of Downtown (Headed City, including CONZERT in Courthouse Square, Meet at City Hall, 525 Nevada St.)

Wednesday, June 22nd 7:00pm to 9:00pm
WORKSHOP 1 - Transformation Between Generations: What's possible? Inspirational case studies of transformation, highlighting challenges, opportunities, solutions for housing regeneration near Theatre & Coffee will be served. Wilcox Cabaret Theatre, 638 Ward St.

Wednesday, June 29th 7:00pm to 9:00pm
WORKSHOP 2 - New Realities in the 21st Century: How do downtowns achieve and sustain prosperity in view of global competition for business and resources. Best market trends, climate change, heavy impacts, personal mobility choices and the message of housing and transportation, changing demographics. Pastries & Coffee will be served. Wilcox Cabaret Theatre, 638 Ward St.

Saturday, July 16th 9:00am to 5:00pm
TOUR of Downtown (Overlook and Downtown Lido, Lunch included, Meet at City Hall, 525 Nevada St.)

Tuesday, July 19th 6:30pm to 8:30pm
WORKSHOP 3 - The Art and Science of Place-making: Creating places where people want to be and community happens. A discussion of the relationship of public and city form, the relationship and connectivity of the pieces of a city, making livable places, waterfront relationships and opportunities, regional roles and opportunities, customer trends, resident to tourist services, welcome walking tour of downtown and a "quality of place" evaluation. Pastries & Coffee will be served. Visit coordination for a short tour near Wilcox Cabaret Theatre, 638 Ward St.

Tuesday, Sept. 20th 6:30pm to 8:30pm
WORKSHOP 4 - Moving it Forward: New Opportunities for Downtown Matters. Review of current and upcoming implementation bills. Case study of Little Italy in San Diego and guide reader comments, in light of the new realities, what should be the priorities for downtown to achieve sustained and engaging, prospering? Interactive priority setting session. Pastries & Coffee will be served. Wilcox Cabaret Theatre, 638 Ward St.

Please RSVP to: City of Martinez (925) 372-3523 or email Lausting@cityofmartinez.org



Review of Downtown Matters!

Following a review of the meeting's purpose and agenda, Susan Moeller, consultant to the "Downtown Matters!" work effort, provided an overview of the workshops conducted for Downtown Matters! The presentation, in PowerPoint, provided the Task Force and the audience with the key findings from each of the four work sessions. Part of the presentation also covered information on the possible benefits of forming an Economic Development Corporation, a potential financing tool to implement improvements in the downtown.

Task Force and Community Discussion of Downtown Directions

During the presentation and after there were a number of comments about the recommendations and ideas generated from "Downtown Matters!" There was general support for the recommendations, although a number of questions were raised about some of the recommendations. Below are the comments generated at the Task Force meeting.

General Comments

- (1) Build community credibility, support and trust for the recommendations for downtown.
- (2) Provide an open community process that includes community education and the development of a community vision for downtown.
- (3) Look to little solutions as well as major improvements. We need some short-term fixes that can enhance community trust building.
- (4) We need to address the people who have a fear of change in downtown. Identify ways to allow for people to air their worst-case fears and put their concerns out on the table.
- (5) Look at the successful dynamics of downtown and what will make it successful and not just doing more building.
- (6) Listen to people in the community.
- (7) Use the City's website as a way to provide for community input.
- (8) Identify ways we can attract jobs to downtown so that people will be able to live and work in the downtown area.
- (9) Identify the linkage between housing and population and sustaining downtown retail.
- (10) Identify how much we have to build and where we need to build it in downtown. Answer the question how big does it have to get?
- (11) More information on the results from Workshop #4 so they can better be understood.
- (12) Consider the mix of high income and affordable housing options in the downtown.
- (13) Consider other options and not just take high density housing as a given solution.

Comments on the Possibility of Forming an Economic Development Corporation (EDC)

- (1) Adopt the General Plan first before going forward with implementing the vision for downtown.
- (2) Recognize that it is premature to look at forming an Economic Development Corporation (EDC) right now before the General Plan is adopted.
- (3) The General Plan will provide a vision for downtown, or at least a starting point for the vision for downtown.
- (4) Evaluate whether the EDC must be a combination public and private entity. It is generally recognize that with public involvement an EDC works more effectively.
- (5) Provide examples of successful EDCs.
- (6) A major issue will be how the board for the EDC is selected. We need to have accountability.
- (7) Look at other options to forming an EDC, such as bonds and other funding mechanisms.

Task Force Review of the Near-Term Schedule

The approach to the upcoming meetings provides a logical connection between all of the Task Force's discussion and direction to date with review and discussion of Downtown, including Task Force consideration of the recommendations from "Downtown Matters!" effort. It was decided that the next Task Force meeting would be a December meeting on Wednesday, December 14th on the Land Use section of the updated General Plan. The Task Force also requested that the materials for the meeting be distributed to the Task Force 10 days prior to the meeting so everyone has a chance to review it before the meeting. The Task Force would also review an approach for covering the Draft General Plan at the December meeting.



Wall-Graphic Recording of Comments from the October 26, 2011 Martinez General Plan Update Task Force Meeting