

Appendix C – Development of this Plan

This Appendix discusses the alternative development concepts generated as part of this plan, summarizes the consultant team’s assessments of the economic, environmental and transportation consequences of each alternative, and presents the proposed urban design concept that forms the basis for the Specific Plan. This Appendix is organized as follows:

- C Development of This Plan**
- C.1 Community Participation
- C.2 Alternative Development Concepts
- C.3 Assessments of Alternative Development Concepts
- C.4 Proposed Urban Design Concept

C.1 COMMUNITY PARTICIPATION

The Downtown Specific Plan was prepared with input from a series of public workshops, where citizens provided input to the project team through a survey, group discussion, a small group map exercise, and feedback on the topics and direction of the Plan. Before each workshop, working papers prepared by the consultant team on various topics were published on the Internet and distributed at City Hall to interested parties. Much of the time at the community workshops was spent presenting, reviewing and responding to comments on these working papers. Five public workshops were held over the course of the project, with attendance ranging from 60 to 200 people, and a sixth workshop will be held to present highlights from this Draft Specific Plan and the Draft EIR.

The public workshops were advertised by notices mailed to all Martinez residents with utility bills, mailings to all property owners within the Specific Plan area, and mailings to everyone who signed in at one or more of the workshops. In addition, the consultant team met with a number of community organizations and individuals throughout the preparation of the plan; these are listed in the acknowledgments in Chapter 1.

C.1.1 Guiding Principles for Downtown Martinez

To guide the development of the Specific Plan, the consultant team distilled the following principles from the results of the survey distributed at the first community workshop. These principles were presented and discussed at the subsequent community workshops and formed the basis for the goals and policies in Chapter 2 of this Plan.

The Specific Plan seeks to create a regulatory framework for Downtown Martinez that will accomplish the following:

Principle 1. Strengthen and revitalize the Downtown economy, resulting in a greater variety of shops, businesses that allow residents and visitors to meet more of their daily needs, additional restaurants, cafes and food shops, and more businesses open in the evening and on weekends.

Principle 2. Attract more visitors, including overnight guests, to Downtown Martinez and provide them with a pleasant, safe and comfortable experience while there.

Principle 3. Support and preserve existing residential neighborhoods in and around Downtown by allowing only development which is in keeping with their scale and character.

Principle 4. Without displacing current residents, create new housing opportunities for a broad range of ages, income levels and household types that are compatible with the traditional scale of the Downtown.

Principle 5. Preserve and enhance the historic character of Downtown Martinez by encouraging appropriate building rehabilitation and restoration; making information about Martinez history available through signs, placards and other interpretive material; and encouraging historic designation for eligible sites and neighborhoods.

Principle 6. Enhance the range of cultural facilities and activities available Downtown.

Principle 7. Capitalize on past investments in infrastructure such as the Intermodal Station, Alhambra Creek improvements, the John Muir Amphitheater and the waterfront parks

Principle 8. Balance the needs of the automobile and other modes of travel (walking, biking and transit) when designing street improvements, parking facilities, and other transportation infrastructure,

Principle 9. Plan for the eventual relocation of industrial uses away from the Downtown waterfront.

Principle 10. Preserve and enhance the Martinez Regional Shoreline by establishing appropriate standards for transitional areas adjacent to the shoreline.

Principle 11. Make Alhambra Creek a major attraction and defining feature of the Downtown through restoration and improvements to the creek and its corridor.

C.2 ALTERNATIVE DEVELOPMENT CONCEPTS

Two alternative development concepts were prepared as part of this Plan. Both alternatives consider various forms of development for the 32 “opportunity sites” in the study area.

C.2.1 Opportunity Sites

The consultant team identified 32 “opportunity sites” – parcels or groups of parcels identified as presenting significant opportunity for change through private real estate development. Vacant parcels, parking lots, large-scale industrial uses, and commercial uses not in the main Downtown core were marked as potentially underutilized sites that could be available for development in the future. The consultant team then assessed each property individually in the field. Descriptions of the opportunity sites and the methodology used to identify them can be found in Strategic Economics’ September 2003 *Opportunity Sites Memorandum*, available from the City of Martinez.

The opportunity sites range in size from one-tenth of an acre to over nine acres. In total, the 32 sites represent over 35 acres. Current uses include about 18 acres in industrial use, 9.7 acres consisting of vacant lots or structures; and about 5 acres of commercial uses. Table C-1 lists the individual opportunity sites and their current uses and Figure C-1 shows the location of each site.

C.2.2 Development Concepts

Two concepts were developed in order to provide stakeholders and policy makers with a range of options to consider for the study area. The Community Workshop Concept (Figure C-2) was based on input from stakeholders who attended workshops in October and November 2003. At the October workshop, about 150 participants worked in small groups to create maps of their vision for the study area using maps and development “game pieces.” A matrix (Table C-2) showing the type of development placed on each opportunity site by each table group at the October workshop was compiled, presented and discussed at the November workshop, at which approximately 80 participants reached consensus on a single set of proposed land uses distilled from the table group input. This set of land uses for the Community Workshop Concept was recorded on butcher paper before the entire assembly.

The Community Workshop Concept was based solely on the workshop input. The type and amount of development illustrated was not constrained by the market potential for the various uses proposed nor their economic feasibility on the sites in question.

The Economic Revitalization Concept (Figure C-3) was developed by the consultant team. This concept sought to maximize the potential for revitalization in the private development market, following Strategic Economics’ market assessments of the potential for residential, retail, and office/industrial development and the Guiding Principles developed for the Specific Plan.

The two concepts were similar in many respects: both encouraged new housing development on industrial land south of the train tracks (Sites 3, 4, and 5) and underutilized commercial sites west of Alhambra Creek. Both concepts anticipated industrial development relocating away from the waterfront.

The Economic Revitalization Concept proposes about twice as many new residential units as the Community Workshop Concept. This is primarily because it included some three-

story mixed use buildings in the commercial core and showed residential development on Sites 1 and 2, the industrial properties north of the railroad tracks. In the Community Workshop Concept, only two-story buildings would be allowed in the Downtown core, areas east of Alhambra Creek would be reserved for commercial uses, and the industrial sites north of the tracks would be converted to open space or recreational uses.

The consultant team generated schematic site plans for each alternative to arrive at an estimated build-out program if every opportunity site were to be developed. A full itemization of the type and amount of development illustrated on each site is included in Table C-3 (Community Workshop Concept) and Table C-4 (Economic Revitalization Concept). The net change in the number of various types of residential units (single-family, townhouse, and multi-family) and in retail, office and industrial space (in square feet) under each of the two alternatives is as follows:

Alternative:	SF res.	TH res.	MF res.	Retail (sf)	Office (sf)	Ind. (sf)
Community Workshop	38	70	385	35,000	-15,000	-218,000
Economic Revitalization	25	171	827	-33,000	9,000	-218,000

The total number of additional dwelling units illustrated in the development concepts thus ranged from approximately 500 to approximately 1,000. This is less than some previous planning processes proposed. For example, the City’s 2002 Downtown and Waterfront Revitalization Plan proposed that this Specific Plan consider adding 1,500 to 3,000 additional housing units. The Specific Plan consultant team found that such a high range was not feasible given the opportunity sites analysis, market assessments for various types of housing, and community desires for a low-rise Downtown.

It should also be noted that full build-out of every opportunity site according to the land use policies of either development concept represents an upper limit to the amount of development that could realistically be expected under those policies. This is because some owners do not wish to sell or develop their property and because market conditions or individual site constraints may lead owner and developers to build smaller or fewer structures than contemplated in the development concepts. Also, during the course of the planning process, one opportunity site (Site 10, La Beau’s restaurant at Marina Vista and Ferry Streets) was rebuilt after a fire as a one-story restaurant, making it unlikely to be further developed in the timeline of this Plan. During the course of the planning process, development proposals were discussed for several other sites, thus confirming that at least some of the sites were of interest to private developers.

C.3 ASSESSMENTS OF ALTERNATIVE DEVELOPMENT CONCEPTS

Summaries of the economic, environmental, and transportation assessments of the alternatives conducted by the consultant team follow. The full memos from each consultant are available from the City.

C.3.1 Economic Assessment

The economic assessment considered the potential, in the private development market, for the different types of new development shown in each alternative.

Single-family housing has strong market potential only on the relatively inaccessible Opportunity Site 31 (the vacant, 3.5-acre Arana property at the western end of Dineen Street) where both alternatives showed single-family detached housing. In the remainder of the study area, new single-family development has low market potential. This includes the industrial site at Buckley and Richardson (Site 4) and the vacant lots at Richardson and Ward (Site 16), where the Community Workshop Alternative showed new single-family housing but current zoning allows multifamily development. Current land values are high enough that changing land use regulations to allow only single-family residential development on industrial sites would not provide a sufficient economic incentive for the current landowner to sell or develop new units in the private development market.

Townhouses, shown in both alternatives, have very strong market potential. Land prices for this type of development provide incentives for owners and developers to revitalize opportunity sites. Small, owner-occupied units in Downtown Martinez are in high demand by first-time homebuyers, young couples without children, and older households looking to downsize to a more manageable unit. This places Downtown Martinez in a strong position to build smaller for-sale units such as townhouses, which cater to the types of households already looking to live in the Downtown. While developers are building large, four-bedroom homes throughout the rest of Martinez in a much higher price range, the Downtown's opportunity sites offer an environment that is more conducive to the development of smaller, one-, two- and three-bedroom units to fill this strong, relatively untapped market.

Multifamily residential has strong market potential as for-sale condominiums. The current market for rental multifamily is weaker, but shows signs of strengthening within the time frame of Specific Plan. Land prices for multifamily development provide incentives for owners and developers to revitalize opportunity sites. As with townhouses, new ownership multifamily such as condominiums or lofts would serve the market demographic that is currently seeking housing in the Downtown. Within the timeframe of the Specific Plan there will be a new trend towards the development of rental units. The persistent housing shortage in the region and rising interest rates will strengthen the demand for rental units, and developers will respond with a surge in the supply of units. The strong demand for multifamily units provides incentive for landowners and developers to convert Downtown opportunity sites to this use. If Downtown sites are designated for development as multifamily sites, the existing market forces in the area will ultimately lead to the transition and revitalization of these sites.

Retail Development: The Economic Revitalization Alternative, which proposes consolidation of retail space in the existing Downtown Core, provides a more comprehensive plan for increasing the market demand for retail space and attracting new retail tenants. The Community Workshop Alternative proposes more additional space than

the residents of the Downtown can support, according to the buying power analysis in the full economic assessment. In the private development market, it is thus unlikely that property owners or developers would construct this much additional retail space. Such an increase could lead to an overall weakening in the market for retail space, and does not support the revitalization of the Downtown commercial core.

The full economic assessment memo provides a thorough description of the dynamics of retail space in the Downtown, including a discussion of desired uses such as a drugstore, hardware store, specialty food store, restaurants, and bed and breakfast inns. The conclusions relevant to this discussion are:

- Downtown Martinez requires significant residential growth to attract desired neighborhood services such as food stores and pharmacies.
- The Community Workshop Alternative does not propose adding enough residential units to support the proposed net additional retail space.
- The Downtown does not currently accommodate the types of retail tenants that would attract significant business from visitors, or even from residents of other parts of Martinez. The Downtown plan must add a significant number of residents to attract these types of tenants. Additional residential growth must occur for retail revitalization to occur.

Office/Employment: Both development concepts propose scaling back the area devoted solely to office space Downtown in order to stimulate the demand for remaining space and encourage its owners to upgrade their properties. The Economic Revitalization Development concept replaces some existing office space in a more efficient and sustainable pattern, including mixed-use, office-over-retail buildings in the commercial core. While the regional office market does not currently support the construction of new office space, this market is likely to improve in the Downtown as the proposed revitalization development concept is implemented. Replacing the space removed on opportunity sites could help the Downtown retain its daytime employee population, which would encourage revitalization.

Fiscal Impacts: The economic assessment projects that the residential development added by either the Community Workshop alternative or the Economic Revitalization alternative would provide a net fiscal benefit to the City. The Economic Revitalization Alternative would provide more than twice as much net benefit (about \$135,000 annually, compared to about \$62,000 for the Community Workshop Alternative). The greatest increase in costs is the addition of additional police officers, which is necessary to ensure the safety of the additional residential population.

The Community Workshop alternative proposed the conversion of about 11 acres of industrial properties north of the railroad tracks to passive park or recreational use. The economic assessment estimated a minimum of \$7 million would be needed for acquisition, demolition, and minimal improvement of these sites. These costs do not include wetlands restoration, potential remediation of site contamination, or new community facilities. Funding for a passive park could be sought from city funds, funds from the East Bay

Regional Parks District, and environmental grants or loans. The successful acquisition of funds would hinge upon the ability of park proponents to convince organizations or grant providers of the need for such a park, and of its benefit to the environment, the city, and the regional public. While Martinez may need additional active recreation space, the existing network of bayside trails and the hundreds of acres of existing open space in the Martinez Regional Shoreline leaves some doubt about the city or region's need for additional passive park acreage in this location.

C.2.2 Transportation Assessment

Using conservative assumptions, traffic modeling showed that the Economic Revitalization Alternative would not result in any significant transportation impacts that would require mitigation. The City of Martinez Level of Service (LOS) threshold for intersections in the Downtown is LOS D. All of the intersections affected by the development in the Economic Revitalization Alternative would operate at LOS C or better at peak hours.

A comparison of the auto trip generation between the alternatives indicates that the peak hour traffic volumes generated by the Community Workshop Alternative would be significantly less than the peak hour traffic volumes of the Economic Revitalization Alternative. This difference ranges from 37 percent for the PM peak hour to 53 percent for the AM peak hour. Thus it could be assumed that the Community Workshop alternative would also not produce any significant transportation impacts that would require mitigation.

C.3 LAND USE POLICY ISSUES

The two alternatives and key conclusions from the assessments were presented and discussed at the fifth community workshop for the Specific Plan in April, 2004. Following the workshop, the City was asked to give the consultants direction, via the City Manager and staff, regarding the direction of land use policy issues for the Specific Plan.

The consultant team identified five key issues of land use policy that differed significantly among the two alternatives and the current land use regulations and sought direction from the city on the following issues in order to develop a proposed approach:

Issue C.3.1 Residential Development North of Railroad Tracks. In the Draft Specific Plan, shall the industrial lands north of the Union Pacific Railroad tracks be designated for multifamily residential use, with appropriate buffering and other measures to protect the Martinez Regional Shoreline? Existing industrial uses could remain indefinitely as nonconforming uses but would be limited in their ability to expand or rebuild. An implementation strategy for necessary infrastructure improvements would be detailed in the Specific Plan, and environmental mitigation measures, including requirements for further project-specific environmental analysis, would be detailed in the EIR. The alternative would be to leave these lands in an industrial designation until such time as

funding and political support enables their acquisition for a public use, such as park land, community facilities or Intermodal parking.

Public input during the Specific Plan process did not result in consensus on the desirable land uses for the portion of the Downtown Shoreline District north of the tracks. Some participants felt strongly that these more northerly industrial areas should be publicly acquired and converted to passive open space or cultural uses. Other stakeholders felt equally strongly that well-designed residential development was desirable in these areas, given the very limited supply of land for development Downtown and the need for additional housing to promote economic revitalization.

Because the public process did not lead to consensus on this issue, the question of how to treat the area north of the tracks in the Specific Plan was referred by Community & Economic Development staff to the Downtown Subcommittee of the City Council, which was unable to agree and referred it to the full City Council. The Council voted to direct the consultant team to prepare the Draft Specific Plan and Draft EIR to analyze the impacts of the more intensive development in order to evaluate what the maximum environmental impacts could be. This will allow policy makers to make an informed decision regarding the impacts of proposed land use regulations for this area before adopting the Final Specific Plan.

Issue C.3.2. Residential Development in Other Industrial Areas. In the Draft Specific Plan, shall the industrial lands south of the Union Pacific Railroad tracks be designated for multifamily residential use? Existing industrial uses could remain indefinitely as nonconforming uses but would be limited in their ability to expand or rebuild. The Specific Plan would include standards for site development to limit conflicts between industrial and residential development. The alternatives would be 1) to leave these lands in an industrial designation or 2) to acquire them at public expense for another use, such as single-family housing, that would not be economically viable for a private landowner.

Community development staff directed the consultants to prepare the Draft Specific Plan and Draft EIR to analyze the impacts of the more intensive development in order to evaluate what the maximum environmental impacts could be.

Issue C.3.3. Residential Development in Outer Commercial Areas. In the Draft Specific Plan, shall multifamily and single-family attached housing be allowed as-of-right in the commercial areas encircling the Downtown retail core, with no requirement for ground-floor commercial uses except on Main Street and Ferry Street? Commercial uses would continue to be allowed as well. The Specific Plan would include standards for site development and building design guidelines intended to ensure that new development would be compatible with the historic character of the Downtown.

Community development staff directed the consultants to proceed under an affirmative assumption for this issue and to prepare the Draft Specific Plan and Draft EIR to analyze the impacts of the more intensive development, in order to evaluate what the maximum environmental impacts could be.

Issue C.3.C. Building Height. In the Draft Specific Plan, shall three-story buildings be allowed in the areas currently zoned industrial and commercial? The Specific Plan would include standards for site development and building design guidelines intended to ensure that new development would be compatible with the historic character of the Downtown, possibly including setback requirements for upper floors to minimize their visibility from the street. Structures within the historic district (see #5) could have different standards.

Community development staff directed the consultants to proceed under an affirmative assumption for this issue, and to prepare the Draft Specific Plan and Draft EIR to analyze the impacts of the more intensive development, in order to evaluate what the maximum environmental impacts could be.

Issue C.3.5. Historic District. In the Draft Specific Plan, shall a local historic district be designated, centered around Court Street, Main Street and Ferry Street? The district boundaries would be drawn to include sites or structures listed on or eligible for listing on the National Register of Historic Places, as well as other structures that contribute to the historic character of the Downtown core. The consultant team would work with City staff, Main Street Martinez and the Martinez Historical Society to refine these boundaries, document individual properties, and develop appropriate standards and guidelines for the rehabilitation of buildings within the historic district. As part of the implementation strategy for the Specific Plan, we would identify opportunities for coordination with and assistance from the National Trust for Historic Preservation.

Community development staff directed the consultants to proceed under an affirmative assumption for this issue.

C.4 PROPOSED URBAN DESIGN CONCEPT

The policies, standards and guidelines of this Plan and the analysis in the associated Environmental Impact Report are based on the Economic Revitalization Concept. Because this concept would have greater impacts than the Community Workshop Concept, in addition to being more feasible in the private development market, City policy makers and staff directed the consultant team to proceed in this manner.

The proposed urban design concept reinforces and enhances the traditional mixed-use pattern of a small-town Downtown. At the heart of Downtown, set between hills, town and waterfront, lies an active Downtown core. Two historic retail “Main Streets,” a grand street of civic landmarks, and a creekside trail are the major pedestrian routes linking the Downtown core to the adjacent waterfront park, civic district, and surrounding neighborhoods. Within the core lie a broad range of residential, commercial and even small-scale light industrial uses, often very close to one another—a traditional pattern that provides a living record of over 150 years of Martinez history.

Throughout Downtown, a mix of older and newer buildings display a variety of architectural styles, reflecting the buildings’ use and historic character. New buildings have thematic ties to historic Downtown buildings through building materials, roof forms, and architectural detailing. Wrapping around the core and civic district are the Downtown neighborhood districts, where a variety of housing types share a common vocabulary of traditional small-town residential architecture and pleasant, treelined streets.

C.4.1 Downtown Districts

As illustrated in Figure 3-1, the heart of Downtown is focused around two adjacent Land Use Districts: the Downtown Core, with its unique commercial and mixed-use environment; and the Civic District, with its concentration of county administrative, judicial and correctional facilities. These Districts are described in detail in Chapters 4 and 5. Daytime activity in the Downtown Core is generated in part by the large employment base in the Civic District through supportive and complementary land uses, attractive streetscapes, and pedestrian connection to link the two Districts. The 1,200 or so employees in the County complex represent one of the important market segments for restaurants, shops and new residential units in the Downtown Core.

Surrounding the Downtown Core and Civic Districts are lower intensity Land Use Districts composed of historic neighborhoods and industrial areas transitioning to residential use. The strong residential component of the districts and the proximity to the Downtown Core also provides market support for more activity-generating retail uses in the Downtown.

C.4.2 Downtown Circulation System

The historic street grid in Downtown Martinez, with its small blocks and relatively narrow streets, forms a pedestrian-friendly framework for the overall circulation system. The

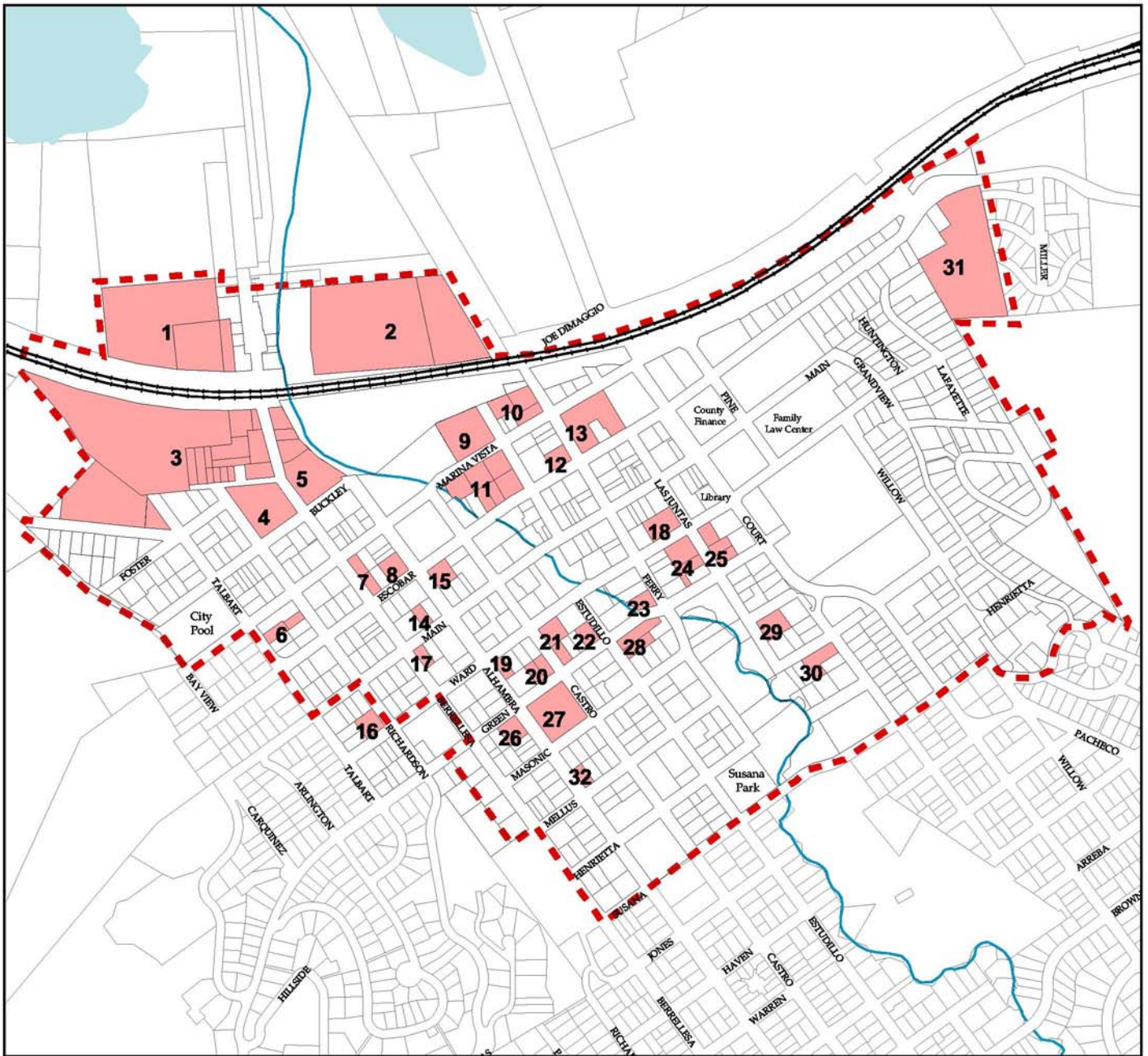
circulation concept, discussed in Chapter 13, focuses on clarifying the circulation for various modes, including autos, transit, bicycles and pedestrians.

C.4.3 Strategic Parking Sites

A key to preserving the historic structures and urban fabric of the Downtown Core, as well as enhancing the pedestrian experience of Downtown and achieving economic revitalization, is the location of a strategically placed, user-friendly parking structure. This structure should be located to serve as many different uses as possible, including the Intermodal Station, shops and restaurants on Main and Ferry Streets, and cultural uses such as the proposed Willows Theater. Siting the structure centrally will make it safer and more efficient to operate by ensuring daytime, weekend and nighttime use. Accommodating Intermodal parking in a shared structure could provide additional opportunities for funding through transportation agencies.

The capacity of the central structure will be constrained by the small scale of Martinez blocks and the desired building height. In order to serve the Downtown Core, the central Downtown parking structure should be located south of the railroad tracks and as close as possible to the Intermodal Station and the pedestrian retail spines of Main and Ferry Streets. While potential exists for joint City/County use of a single parking structure, careful consideration should be given to desired capacity, security and adjacency. If the County desires a large increase in parking supply immediately adjacent to its facilities, adding a second deck to one of its existing large surface parking fields may be more appropriate than sharing a Downtown structure with the City.

Three potential sites for a parking structure that are strategically located to serve the Downtown Core District and have the potential for redevelopment are identified in Figure 12-1. Standards for parking are discussed in Chapter 12.



LEGEND

-  Study Area
-  Alhambra Creek
-  Rail Road
-  Opportunity Sites

* Due to boundary adjustment, Opportunity Site 16 was removed from the final Specific Plan Area.

Fig. C-1 OPPORTUNITY SITES

Downtown Martinez Specific Plan

Martinez, California



0 350 700 1050 Feet



Calthorpe
ASSOCIATES
URBAN DESIGNERS
PLANNERS
ARCHITECTS
Berkeley, California

City of Martinez, California

Table C-1

Profile of Opportunity Sites

Site	Acres	No. of parcels	No. of owners	Existing Use(s)	Estimated Existing Square Footage*			
					Total	Industrial	Ret/Comml.	Office
1	4.7	3	2	vacant/industrial	8,263	8,263		
2	6.4	2	1	industrial	111,890	111,890		
3	9.1	16	6	refinery	33,940	33,940		
4	1.0	1	1	industrial	477	477		
5	1.4	4	3	corp. yd/industrial/auto service	24,513	24,513		
6	0.2	2	1	vacant	-	-		
7	0.2	2	1	commercial/parking	3,900	-	3,900	
8	0.2	1	1	vacant	-	-		
9	0.9	1	1	commercial	11,723	-	11,723	
10	0.6	3	1	commercial	5,753	-	5,753	
11	1.2	6	2	commercial/industrial	31,023	31,023		
12	0.2	1	1	commercial	3,343	-	3,343	
13	0.9	1	1	parking lot	-	-		
14	0.1	1	1	vacant	-	-		
15	0.2	1	1	auto service	6,315	-	6,315	
16	0.2	1	1	vacant	-	-		
17	0.1	1	1	vacant	-	-		
18	0.3	1	1	commercial/parking	6,500	-	6,500	
19	0.1	1	1	parking lot	-	-		
20	0.2	2	1	med./dental office/parking lot	1,507	-		1,507
21	0.3	2	2	office/parking lot	3,082	-		3,082
22	0.2	1	1	medical/dental office	3,103	-		3,103
23	0.2	1	1	auto service	697	-	697	
24	0.5	2	2	parking lot/industrial	7,573	7,573		
25	0.4	3	1	parking lot	-	-		
26	0.2	1	1	auto service (vacant)	1,009	1,009		
27	0.9	1	1	commercial	26,550	-	26,550	
28	0.4	2	1	vacant/residential (vacant)	3,577	3,577		
29	0.3	1	1	sheriff's dept	3,871	-		3,871
30	0.3	1	1	sheriff's dept	3,500	-		3,500
31	3.3	1	1	vacant	-	-		
32	0.1	1	1	auto service (vacant)	879	879		

* Existing square footages are from assessor's records and are not verified.

223,144

64,781

15,063

Fig. C-2 COMMUNITY WORKSHOP CONCEPT

Downtown Martinez Specific Plan
Martinez, California



LEGEND

- - - Study Area Boundary
- Property Lines
- ~ Alhambra Creek
- Pending Projects (Source: City of Martinez)
- ISLAND HILL** Historic Neighborhoods (Source: Martinez - A Handbook of Houses and History (1998) by Charlene McRae Perry)
- H Historic Buildings (Source: Martinez Historical Society's "Historical Highlights - A Walking Tour of Martinez, California")
- * Buildings that are eligible, have been determined eligible, or appearing eligible for listing in the National Register of Historic Places
- * Buildings that may become eligible for listing in the National Register of Historic Places (Source: California Office of Historic Preservation's "Directory of Properties in the Historic Property Data File and the Revised Historic Resources Inventory, Contra Costa County, California - Contra Costa County Planning Department, 1989")

PROPOSED NEW LAND USE

- Mixed Use (Residential over Retail)
- Commercial
- Civic
- Multi Family Residential
- Live Work Townhouse
- Townhouse
- Single Family Residential
- Garages
- New Roads / Alleys
- Parks / Open Space

*Due to a boundary adjustment, Opportunity Site 16 was removed from the final Specific Plan Area

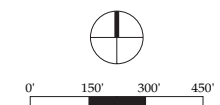


Table C-2: Community Workshop Table Input

Site	Table 9	Table 10	Table 4	Table 14	Table 12	Table 3	Table 2	Table 11	Table 15	Table 8	Table 5	Table 6	Table 13	Table 1	Table 7
	"The Don Ygnacio Martinez Vision"		"DESTINATION MARTINEZ"	"MUIR TOWN"	"Small Town for the 21st Century"										
1	Hedges/ Trees + Neighborhood Green	Wetlands	Marine Science Center (Exploratorium) Regional Shoreline Education Center + Elevated Riverview restaurant	Open Space (one person wants Single Family)	Open Space - no structures camping	Open Space/ Picnic Area	Back to Parkland	Neighborhood Green / Park	Open Space + Parks (No Housing: no gated communities, no sound walls)						
2	Children Playland + Pedestrian Bridge + Hedges/ Trees	Park + Farmer's Mkt + Rec Center + façade improvements	Ice Arena/ Community Center/ Farmers' /flea Market	Open Space	Conference Center + Parking Structure	Ped Bridge + Recreational + Environmental Center + Greenhouse + Community Center	Parks, recreation or non-profit ("Ft. Mason")	Neighborhood Green / Park	Rec. Facilities + Park & Trail Parking + No Hsg.	Street Trees + Art Gallery (Kite Shop) + Art Gallery	Parking: ferry + amphitheater + inter-modal		Residential/retail Multi-story + Underground pkg.		
3	Courtyard Apts. + Green Courts + Single Family + Promenade/ Bicycle Path	Bed & Breakfast + Monument + Art Gallery + Art Store + Single Family	Parking for Ferry + Parking for Ferry / Shuttle Stop	Green Courts A + Street Trees + Youth Center + Single Family		PEDESTRIAN BRIDGE at North-East corner + Parking + Shuttle Stop	Light Industrial	Industrial + Art College + Art Store + Adult Ed.	2-story Green Courts + Live work + single-family				3-story Housing over Retail + 2-4 Plex + 4-8 Plex + multi-storied		2 STORY Apt / Condos
4	Promenade/ Bicycle Path	Promenade/ Bicycle Path + Single Family	Single Family	Single Family	Single Family (architecturally appropriate)	Single Family	Townhomes	Specialty Market	Single Family			Single Family	Townhomes		
5	2 story Apt/ Condo	Creek Enhancement + Historic	Senior Housing Complex / Single Family	Green Courts	Arts Colony / Gallery + Live work + Loft Housing + Art Store	Townhomes / Creek Enhancement	Townhomes + Neighborhood Green		100' buffer at Creek	Live work + Courtyard Apts.	Art Gallery + Art Store + Condos	Single Family	2-story Housing over Retail + Restaurant/Cafe/ Deli + shops + Bookstore + Nightclub + Art Gallery		Live work (ART/ Creative Community)
6	Neighborhood Green	Single Family	Landscaping				Single Family		Single Family						
7	4-8 Plex	Single Family	Courtyard Apts. (Senior)		Single Family	Townhomes					Specialty Market				
8	Bed & Breakfast	Neighborhood Green			Restaurant	2- story Housing over Retail									
9	Green Courts + 2 Story Apt./ Condos + Restaurant	Parking lot, Not Structure	Restaurant	Green Courts (A or B)	2-story Office over Retail	Restaurant/ Retail Shops	Parking	Art Gallery/ Museum		Hedges/ Trees + Plaza + 2-story Housing over Retail + Courtyard Apts.			4-story Housing over Retail + Hotel (based on view)		
10	Live Work + 2-story Apt./Condo	Façade Improvements	Café/ Coffee shop	Library		NO CHANGE	NO CHANGE	Playground + Café/ Coffee Shop	Live work	Restaurant					
11	Live Work + Specialty Market	Restaurant + Plaza + Live work	Night Club	Green Courts (A or B)	2-story Office over Retail	Retail Shops	Parking Kiosk	Art Gallery + Retail Shops + Nightclub (Live music: Jazz, Blue, Blue grass, no rock)		Assisted Living + Courtyard Apts. (retirement)	Day-care	2-story Housing / retail + Drug/dollar store			
12	Community Center	Parking		Community Garden	Retail Shops	NO CHANGE		Restaurant		Shuttle Stop	Day-care				
13	Art Gallery + Bookstore + Library + Neighborhood Green	Willows Theater	NO CHANGE		Parking over Retail	Restaurant/ Retail Shops	Bed & Breakfast + Retail shops	Willows Theater			Parking Structure	Parking Structure			
14	2-4 Plex	Single Family			Townhomes	4-8 Plex	2-4 Plex								
15	Restaurant	NO CHANGE	Restaurant + Delicatessen/ Bakery	Townhomes	Retail Shops	NO CHANGE		Nightclub		Retail Shops	NO CHANGE				
16	Community Garden	Single Family		Bed & Breakfast	Single Family		Single Family	Community Garden	Single Family	Neighborhood Green					

Site	Table 9	Table 10	Table 4	Table 14	Table 12	Table 3	Table 2	Table 11	Table 15	Table 8	Table 5	Table 6	Table 13	Table 1	Table 7
	"The Don Ygnacio Martinez Vision"		"DESTINATION MARTINEZ"	"MUIR TOWN"	"Small Town for the 21st Century"										
17	Café/ Coffee Shop	Single Family	Hedges/Trees	Grocery Store	Townhomes	4-8 Plex / street lighting	2-4 Plex			2-story Housing over Retail	Community Center				
18	2-story Parking Structure	2-story Housing over Retail	Specialty Market	Drugstore	Drugstore	Neighborhood Green / Picnic Area		Drugstore	2-Story Loft Housing	2-story Housing over Retail					
19	2-4 Plex	2-story Housing over Retail			2-story Housing over Retail		2-story Housing over Retail								
20	Bed & Breakfast	2-story Housing over Retail	Hardware Store	Community Center			Dedicated Parking		Library			Townhomes			
21	Art Gallery + Art Store + Community Green	2-story Housing over Retail	Willow's Theater + Parking	Restaurant	Restaurant	Willow's Theater + Shuttle Stop	Neighborhood Green + Cloth business/ boutiques				Restaurant			Specialty Market + Café	
22	Willows Theater (1000 seat)	2-story Housing over Retail	Fountain				Landscaping	Café/ Coffee Shop			Theater			Delicatessen	
23	Coffee Shop (adaptive reuse)	2-story Housing over Retail	Picnic Area	Restaurant	Neighborhood Green				2-4 Plex Senior Housing		Theater			Playground	
24	Townhomes (seniors)	2-story Housing over Retail	Theater + Parking	Small Cinema	Library	Library		Parking over Retail							
25	Community Garden + Townhomes	Parking Structure	Parking Structure	Restaurant		Playground		Plaza		Library + Hedges/Trees		Neighborhood Green			
26	2-story Apt./Condos	Single Family	Courtyard Apts. (Seniors)	Single Family	2-story Apt/ Condo	Townhomes	2-story Housing over Retail			(Shuttle Stop)					
27	2-story Apts./Condos	Façade Improvements	2-story Housing over Retail	Trader Joe's Specialty Market	Bookstore/ Retail Shops/ Delicatessen/ Bakery	Specialty Market/ Drugstore	Specialty Market (TJ's and others)	Single Family Units + Landscaping	2-story Housing over Retail	Grocery Store	3-story Office/Hsg over Retail + Convenience Store/ Movie rental + Parking Structure	Specialty Market			Library
28	Townhomes	Single Family	Open Space	Bed & Breakfast	Community Center				2-4 Plex	Green Courts	NO CHANGE				
29	Courtyard Apts.	Façade Improvements		Day Care		Townhomes	NO CHANGE		2- Story Single Family		Drug Store / Convenience Store			Courtyard Apartments	
30	Courtyard Apts.	Façade Improvements	Library	2-story Apt/ Condo		Townhomes	NO CHANGE		2- Story Single Family					Townhomes	
31		Single Family	Single Family	Single Family					2- Story Single Family						Single Family (High end)
Note: Table numbers are ordered by the number of sites on which new uses were proposed (from greatest to least)															

Fig.C-3 ECONOMIC REVITALIZATION ALTERNATIVE

Downtown Martinez Specific Plan

Martinez, California



LEGEND

- - - Study Area Boundary
- Property Lines
- ~ Alhambra Creek
- Pending Projects (Source: City of Martinez)
- **ISLAND HILL** Historic Neighborhoods (Source: Martinez-A Handbook of Houses and History (1998) by Charlene McRae Perry)
- Historic Buildings (Source: Martinez Historical Society's 'Historical Highlights-A Walking Tour of Martinez, California')
- Buildings that are eligible, have been determined eligible, or appearing eligible for listing in the National Register of Historic Places
- Buildings that may become eligible for listing in the National Register of Historic Places (Source: California Office of Historic Preservation's Directory of Properties in the Historic Property Data File and the Revised Historic Resources Inventory, Contra Costa County, California-Contra Costa County Planning Department, 1989)

PROPOSED NEW LAND USE

- Office
- Commercial
- Multi Family Residential
- Live Work Townhouse
- Townhouse
- Single Family Residential
- Garages
- New Roads/ Alleys
- Parks/Open Space

*Due to a boundary adjustment, Opportunity Site 16 was removed from the final Specific Plan Area

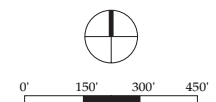


Table C-3: Development Program for Community Workshop Concept

Site	Acres	Existing Use(s)	Estimated Existing Square Footage*			Proposed Uses						
			Total	Ret/Comml.	Office	SF units	TH units	MF units	Ret/Com. SF	Office SF	Parking sp.*	Other
1	4.72	vacant/industrial	8,263									Open Space
2	6.41	industrial	111,890									10 Civic/Rec/Open Space
3	9.06	industrial (Telfer)	33,940									367 0.5 acre green
4	1.03	industrial	477			9	24	272				18
5	1.38	corp. yd./industrial	24,513									52
6	0.21	vacant	-			2						4
7	0.22	commercial/parking	3,900	3,900								16
8	0.23	vacant	-									18
9	0.86	commercial	11,723	11,723								38
10	0.57	commercial	5,753	5,753								25
11	1.16	commercial/industrial	31,023									58
12	0.18	commercial	3,343	3,343								
13	0.91	parking lot	-									no change
14	0.12	vacant	-									4
15	0.23	auto service	6,315	6,315								9
16	0.23	vacant	-			2						4
17	0.11	vacant	-									2
18	0.34	commercial/parking	6,500	6,500								10
19	0.11	parking lot	-									4
20	0.22	med./dental office/parking lot	1,507		1,507							10
21	0.34	office/parking lot	3,082		3,082							9
22	0.16	medical/dental office	3,103		3,103							4
23	0.15	auto service	697	697								Park/playground
24	0.46	parking lot/industrial	7,573									173 Pkg. str. w/ retail
25	0.36	parking lot	-									Library
26	0.23	auto service (vacant)	1,009									12
27	0.91	commercial	26,550	26,550								48
28	0.39	vacant/residential (vacant)	3,577									13
29	0.28	sheriff's dept	3,871		3,871							14
30	0.28	sheriff's dept	3,500		3,500							5
31	3.34	vacant	-			25						50
32	0.11	auto service (vacant)	879									4
TOTAL			302,988	64,781	15,063	38	70	385	100,150			981
Total Additional Housing Units								493				
Estimated Change in Retail/Commercial SF:									35,369			
Estimated Change in Office SF:										(15,063)		

Table C-4: Development Program for Economic Revitalization Concept

Site	Acres	Existing Use(s)	Estimated Existing Square Footage*			Proposed Uses								
			Total	Ret/Comml.	Office	SF Units	TH units	MF units	Live Work	Retail/Com SF	Office SF	Parking sp.*	Other	
1	4.72	vacant/industrial	8,263				57	45				102		
2	6.41	industrial	111,890				84	52				136		
3	9.06	industrial (Telfer)	33,940				24	272				367	0.5 acre green	
4	1.03	industrial	477				21					42		
5	1.38	corp. yd./industrial	24,513						26			52		
6	0.21	vacant	-					6				6		
7	0.22	commercial/parking	3,900	3,900			7					14		
8	0.23	vacant	-					9				9		
9	0.86	commercial	11,723	11,723				64		2,600		69		
10	0.57	commercial	5,753	5,753				35				38		
11	1.16	commercial/industrial	31,023					54				54		
12	0.18	commercial	3,343	3,343				9				9		
13	0.91	parking lot	-									190	Pkg. str.	
14	0.12	vacant	-					14				14		
15	0.23	auto service	6,315	6,315			5					12		
16	0.23	vacant	-					9				9		
17	0.11	vacant	-					4				4		
18	0.34	commercial/parking	6,500	6,500						12,000		12		
19	0.11	parking lot	-					4				4		
20	0.22	med./dental office/parking lot	1,507		1,507		5					13		
21	0.34	office/parking lot	3,082		3,082		9					13		
22	0.16	medical/dental office	3,103		3,103		4					8		
23	0.15	auto service	697	697									Green	
24	0.46	parking lot/industrial	7,573							15,000		15		
25	0.36	parking lot	-							16,000		16		
26	0.23	auto service (vacant)	1,009					9				9		
27	0.91	commercial	26,550	26,550				18		10,000		34		
28	0.39	vacant/residential (vacant)	3,577				7					14		
29	0.28	sheriff's dept	3,871		3,871		6					17		
30	0.28	sheriff's dept	3,500		3,500		5					5		
31	3.34	vacant	-				25					50		
32	0.11	auto service (vacant)	879					4				4		
Allowance for Main Street rehabilitation/infill								75						
TOTAL			302,988	64,781	15,063		25	234	683	26	10,000	45,600	1,341	
Total Additional Housing Units									968					
Estimated Change in Retail/Commercial SF:										(54,781)				
Estimated Change in Office SF:											30,537			