

Kat Galileo

From: Michael Cass
Sent: Friday, February 16, 2024 3:20 PM
To: Jill Bergman
Cc: Teresa Highsmith; Kat Galileo; Michael Chandler
Subject: FW: Public Comment for the Admin Record: Re: City Council Study Session & Regular Meeting Agendas - 2/21/2024

Hi Jill,

Public comment below on your item.

Thank you.



Michael P. Cass, he/him
Planning Manager
City of Martinez
525 Henrietta Street, Martinez, CA 94553
Direct (925) 372-3524 | Main (925) 372-3515
mcass@cityofmartinez.org | cityofmartinez.org

From: Kristin Henderson <hendersonkristin@hotmail.com>
Sent: Friday, February 16, 2024 2:58 PM
To: Dee Dee Fendley <dfendley@cityofmartinez.org>; CityClerk <CityClerk@cityofmartinez.org>; Brianne Zorn <bzorn@cityofmartinez.org>; Michael Chandler <mchandler@cityofmartinez.org>; Jay Howard <jhoward@cityofmartinez.org>; Debbie McKillop <dmckillop@cityofmartinez.org>; Mark Ross <mross@cityofmartinez.org>; Michael Cass <mcass@cityofmartinez.org>; dutyplanner <dutyplanner@cityofmartinez.org>; msatinder@cityofmartinez.org
Subject: Public Comment for the Admin Record: Re: City Council Study Session & Regular Meeting Agendas - 2/21/2024

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"Environmental Review...The informational report on the proposed 2024 Economic Development Work Plan is exempt from the requirements of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines Section 15378"

Why was not this work plan comprised PRIOR to the General Plan Update? And you are completely and knowingly false that 1000-2000 new housing units in and around downtown will not have an environmental impact greater than "studied" (which it really was not studied because the GPU EIR did not adequately identify historic resources or their characteristics that make them historic). The upcoming CC meeting study just about comes out and says because of the fine grain footprints of the buildings, only little Mom and Pop stores can exist, and so in the way of economic growth. Your CEQA analysis was inadequate in the first place, but may I remind you that potentially historic or historic resources are categorical exceptions to streamline/exemptions.

We live in an environment together and no one gets to do whatever they like with their own property, otherwise we would not need a government or zoning or.....

From: Dee Dee Fendley <dfendley@cityofmartinez.org>
Sent: Friday, February 16, 2024 1:58 PM
To: Dee Dee Fendley <dfendley@cityofmartinez.org>
Subject: City Council Study Session & Regular Meeting Agendas - 2/21/2024

This email is notification to the City Council Members & Interested Parties of the City Council Agenda.

Please follow the links below to view the City Council Study Session Agenda & City Council Regular Meeting Agenda for February 21, 2024.

[City Council Study Session Agenda](#)

[City Council Regular Meeting Agenda](#)

Thank you! 😊



Dee Dee Fendley, she/her

Administrative Aide III

City of Martinez

525 Henrietta Street, Martinez, CA 94553

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dfendley@cityofmartinez.org | cityofmartinez.org

Kat Galileo

From: Janine Sanders <sconey4@icloud.com>
Sent: Thursday, February 22, 2024 4:32 PM
To: CityClerk
Subject: PRB issues for City Council meeting Feb 21, 2024

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Meeting Clerk;

I am a 30+ year resident of Martinez and live very close to the refinery. After the leaking of caustic fumes, resulting in heavy metal dust on and around November 2022, Martinez residents were cautioned to refrain from eating vegetables or fruits that may have come in contact with the dust. Also, we were cautioned to remove soil that may be affected. In the style of the refinery, they offered free car washes. Pathetic. At the time I was so insulted to be bribed with a car wash after being exposed to potentially dangerous air from the fumes. Unfortunately, we weren't offered clean air for humans, just soap and water for our cars.

We immediately removed soil from our raised vegetable beds and planters, packaged them in bags, we threw out herbs, vegetables and other fruits growing on our property. At great expense we replaced the soil with purchased bags of soil. The loss of our garden harvest hurt as we were having to purchase these products. Food wasted and years of growing the trees to produce that wasted fruit was now garbage. Again, pathetic.

Our backyard furniture was covered in the dust and all surfaces that were affected awaited rain to wash them. This period of draught did not allow us the luxury of hosing them off. And besides, all that dust would just be introduced into the ground to later be flushed into our drains and eventually into the waste water systems. Pathetic.

Two months after, I was diagnosed with breast cancer. Is there a connection with the November fumes? Another neighbor was diagnosed with cancer several months later. Connected? These are questions that may not be answered in our lifetimes. Who knows what's next? The repeats of the refinery actions are too numerous to mention and more filthy air is present. More than pathetic. Surgery and radiation aren't fun activities.

Believe me, I would sell our house and move far from the refinery if I thought the property value would be what it was, but I doubt it. Martinez is developing a poor reputation. Proximity to a refinery that spews fumes repeatedly, allows workers to work 20 hour shifts for repeated days, (per environmental report), and refusal to replace aging equipment that could deter these fumes, doesn't add to the value of homes in our town. So, we wait for some resolution. Or we sell our home for an undervalued price and lose what we've enjoyed for many decades. Pathetic.

My questions are, what will be done to remedy the loss of health, in my case, months of radiation and recovery, loss of food from our home garden and the loss of others, which are probably out there? Unfortunately a car wash doesn't even come close. Pathetic.

Respectfully, Janine Sanders
1320 Grandview Av Martinez

2024 Measure D Five-Year Pavement Preservation Program



THE CITY OF MARTINEZ CALIFORNIA

WHAT
MEASURE D
means for *Martinez*

Ali Hatefi
Assistant City Engineer

February 21, 2024



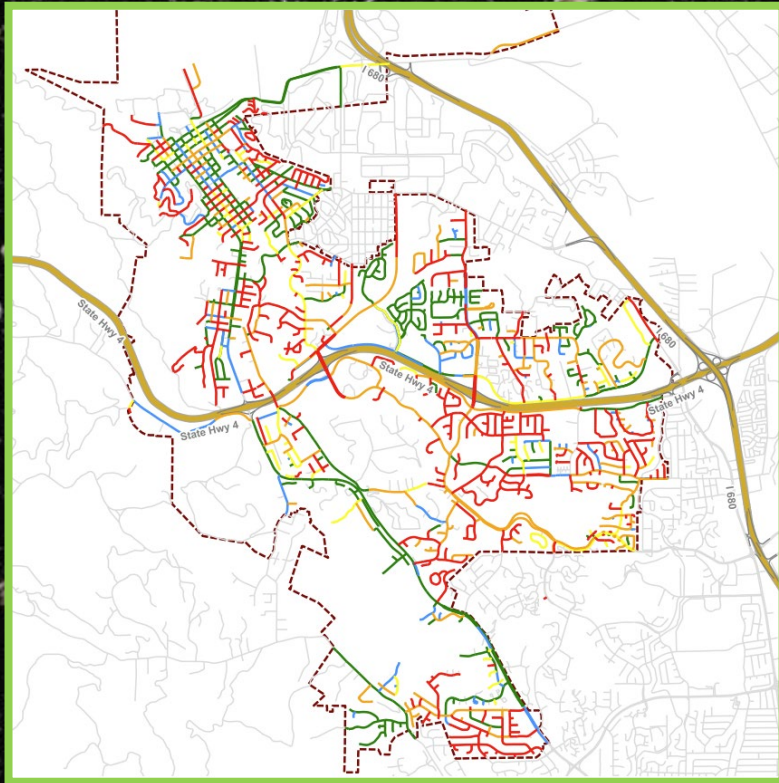
Presentation Outline

Adopt a resolution approving the proposed Fiscal Year 2024-25 Measure D Five Year Pavement Preservation Program and authorizing staff to prepare construction plans, specifics, estimates, and advertise for bids.

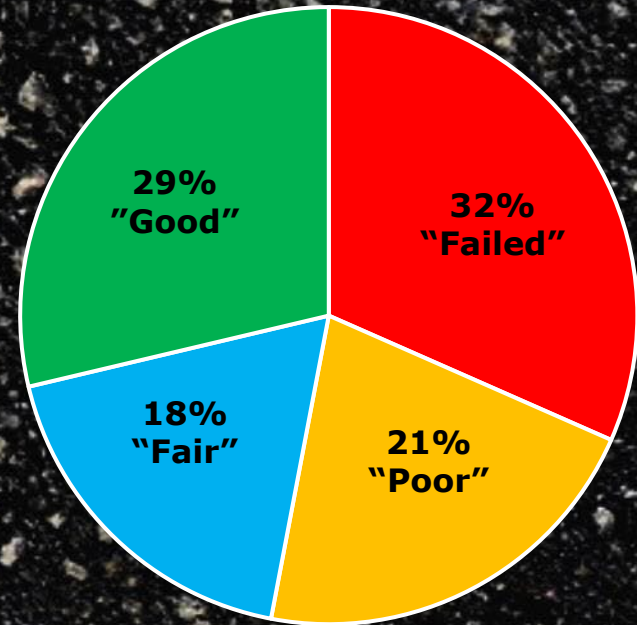
- Measure D
- Pavement Management Approach
- Existing Pavement Condition
- Five-Year Resurfacing Plan
- Next Steps



Measure D 2016 State of Pavement



121 Centerline Miles



2015 Network Pavement Condition Index (PCI) = 51 or "Poor"



Measure D

November 8, 2016 Ballot

- Half Cent Sales Tax
- 15 Year Sunset
- Citizens' Oversight Committee
- Annual Revenue = \$4.6M
- Other Annual Funding Sources
 - Measure J
 - Gas Tax (RMRA)
 - Gas Tax (HUTA)

\$6 MILLION/YEAR



Measure D

Street Selection Policy

- Hold Annual Public Workshop (January)
- Select Streets based on StreetSaver[®] Pavement Management Program (PMP)
- Use current PMP to Measure Effectiveness
- Coordinate with Roadway/Utility Projects
- Consider Paving Needs Throughout City
- Leverage Measure D for Grant Opportunities
- Accumulate to Fund Higher Cost Projects or Improve Bidding Climate
- Provide Proposed Street List to City Council



Pavement Management Approach Legal Requirements

- **Streets & Highway Code Section 2108.1**
All public agencies required to update their Pavement Management Program (PMP) inventory information to be eligible for grant funding
- **Pavement Management Program Status**
 - City typically updates PMP biannually
 - Funded with Pavement Management Technical Assistance Program (P-TAP)
 - Assigns Certified Consultant to City to Update PMP
 - City's PMP updated in 2023



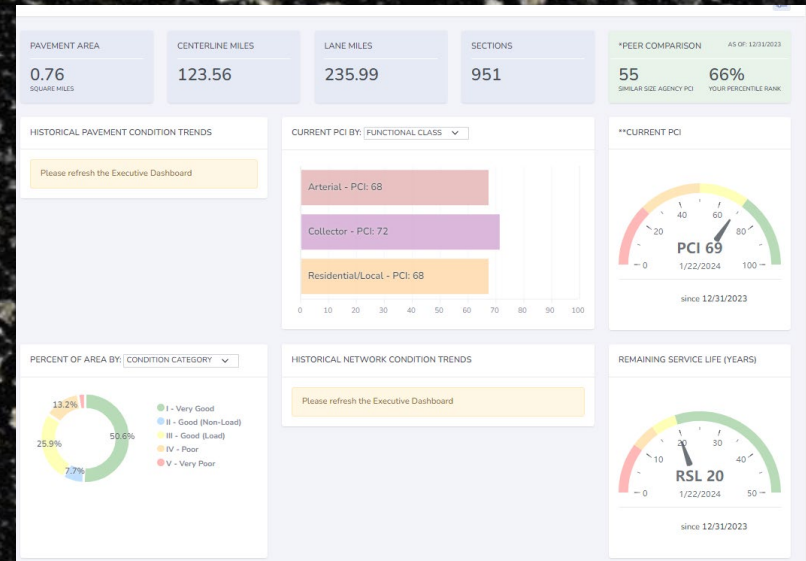
Pavement Management Approach Pavement Management Program

- Asset Management Practices
- Database of Pavement History
- Current Condition
- Cost-Effective Pavement Program
- Forecast Long-Term Trends
- Eligibility for Funding



Pavement Management Approach StreetSaver[®] Software

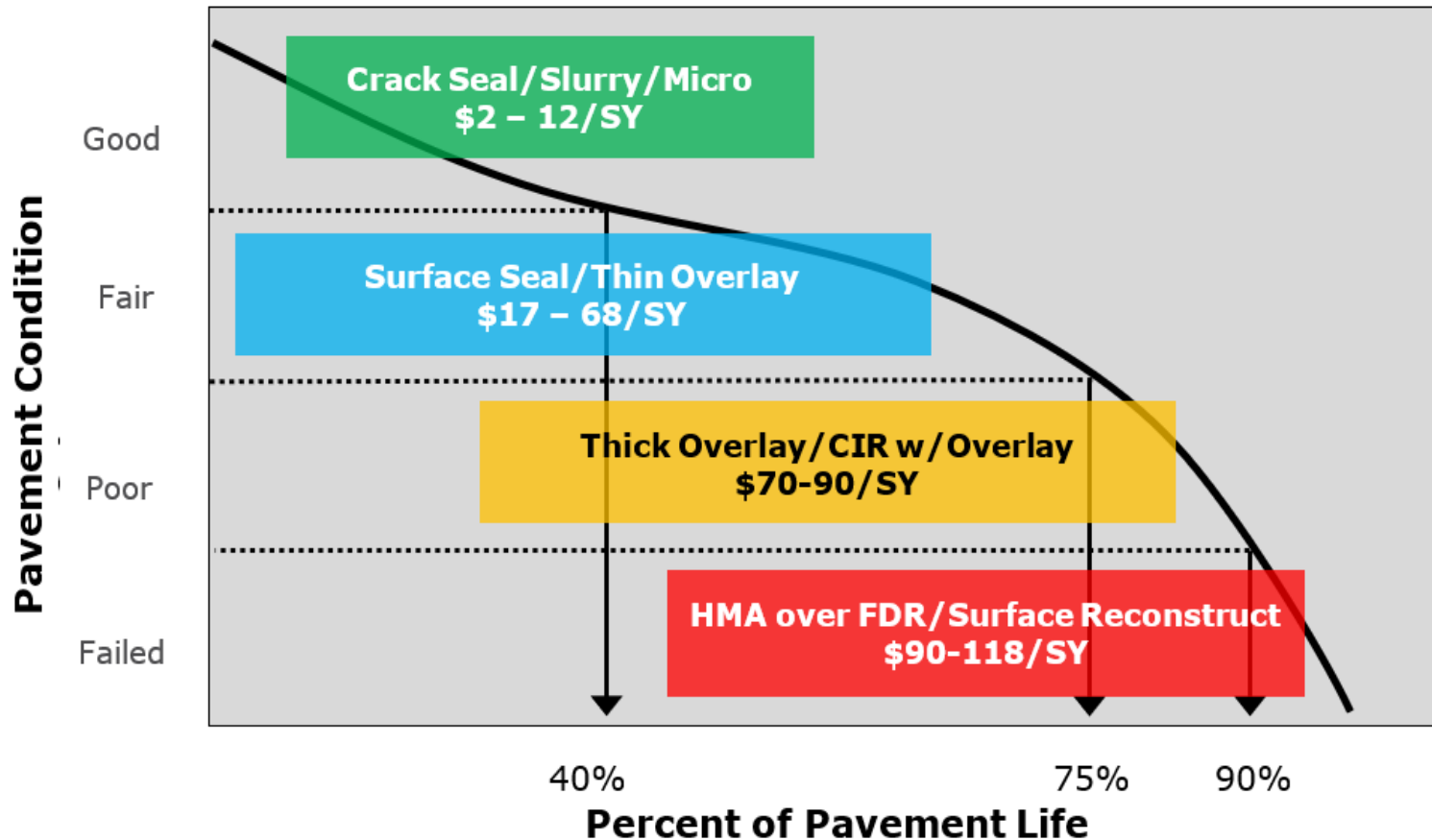
- Developed by Metropolitan Transportation Commission
- All Bay Area Cities & Counties Utilize StreetSaver[®]
- Consistent Reporting
- Regional Planning Tool





Pavement Management Approach

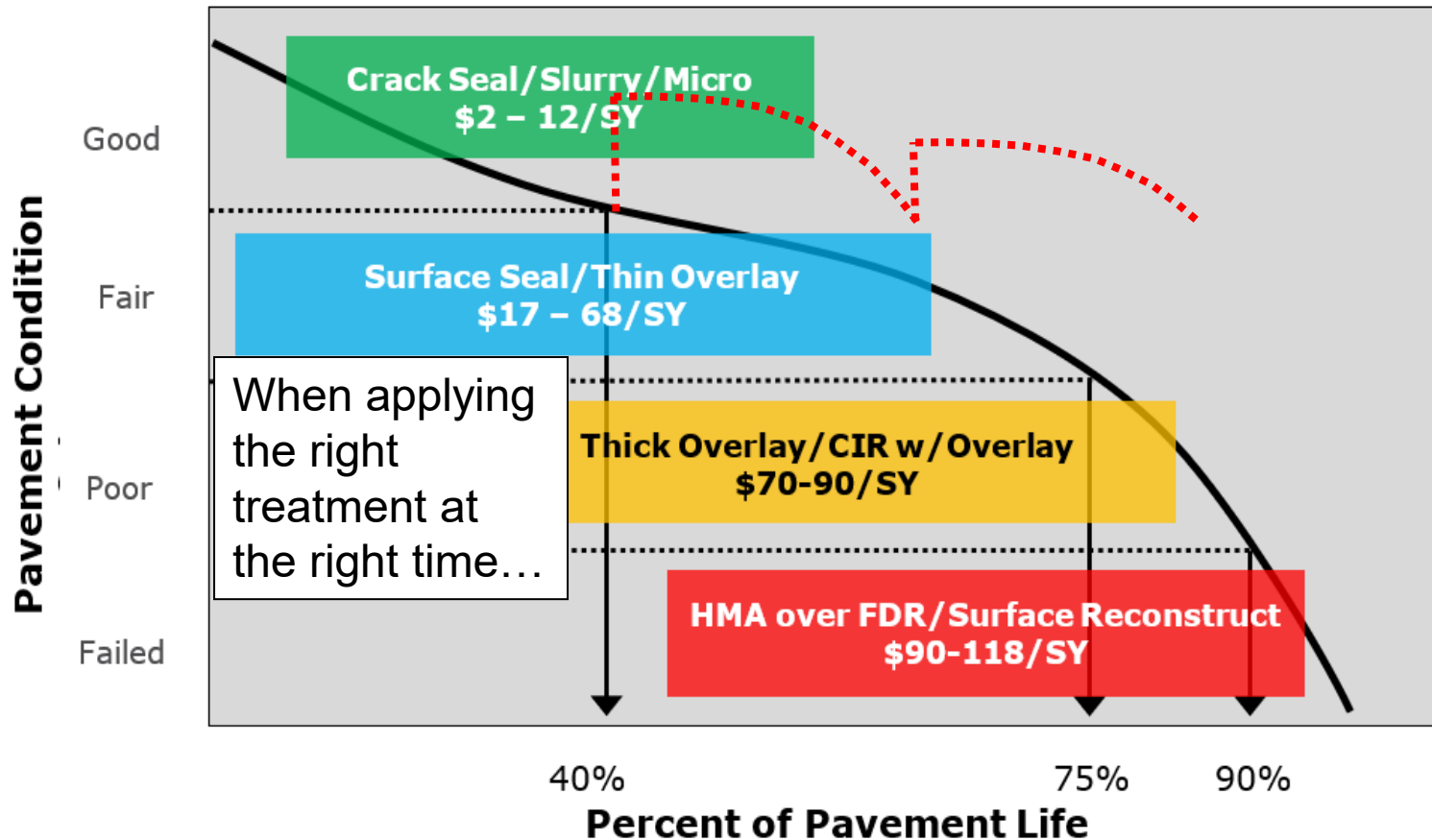
Pavement Management Philosophy





Pavement Management Approach

Pavement Management Philosophy





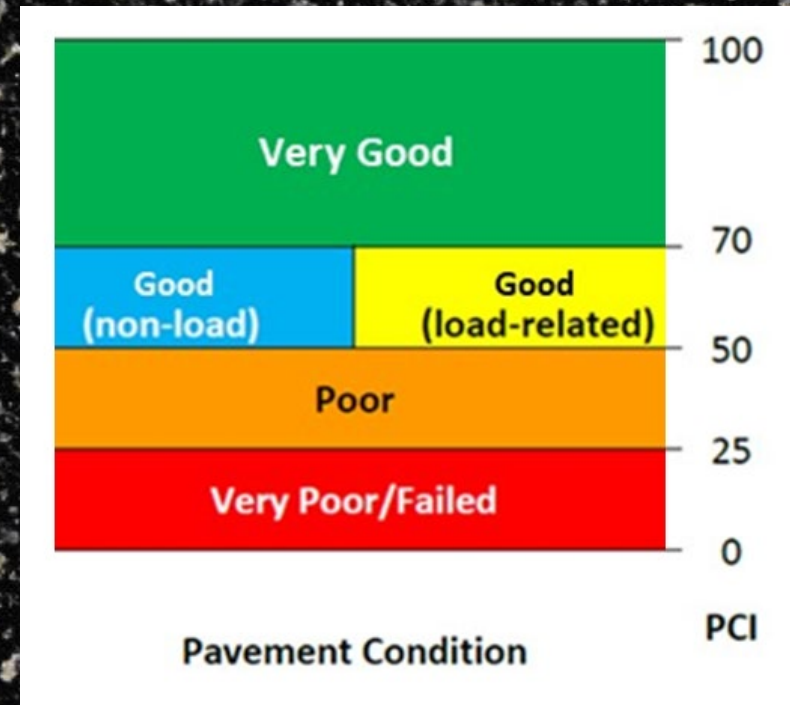
Pavement Management Approach House Analogy





Existing Pavement Condition Pavement Condition Index

- Standardized
- Observed Surface Distresses
 - 8 Types
 - 3 Severities (Low/Med/High)
 - Quantity
- Rating of Pavement Condition
 - Scale of 100 to 0
 - PCI 100 = Brand New
 - PCI 0 = Completely Failed

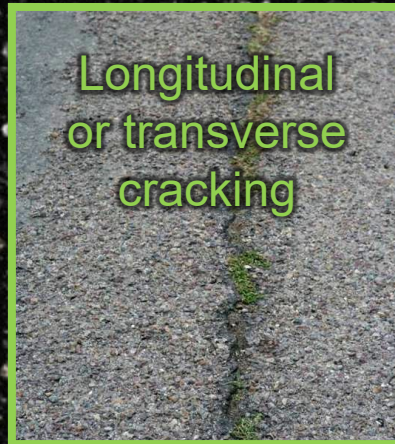


Category



Existing Pavement Condition

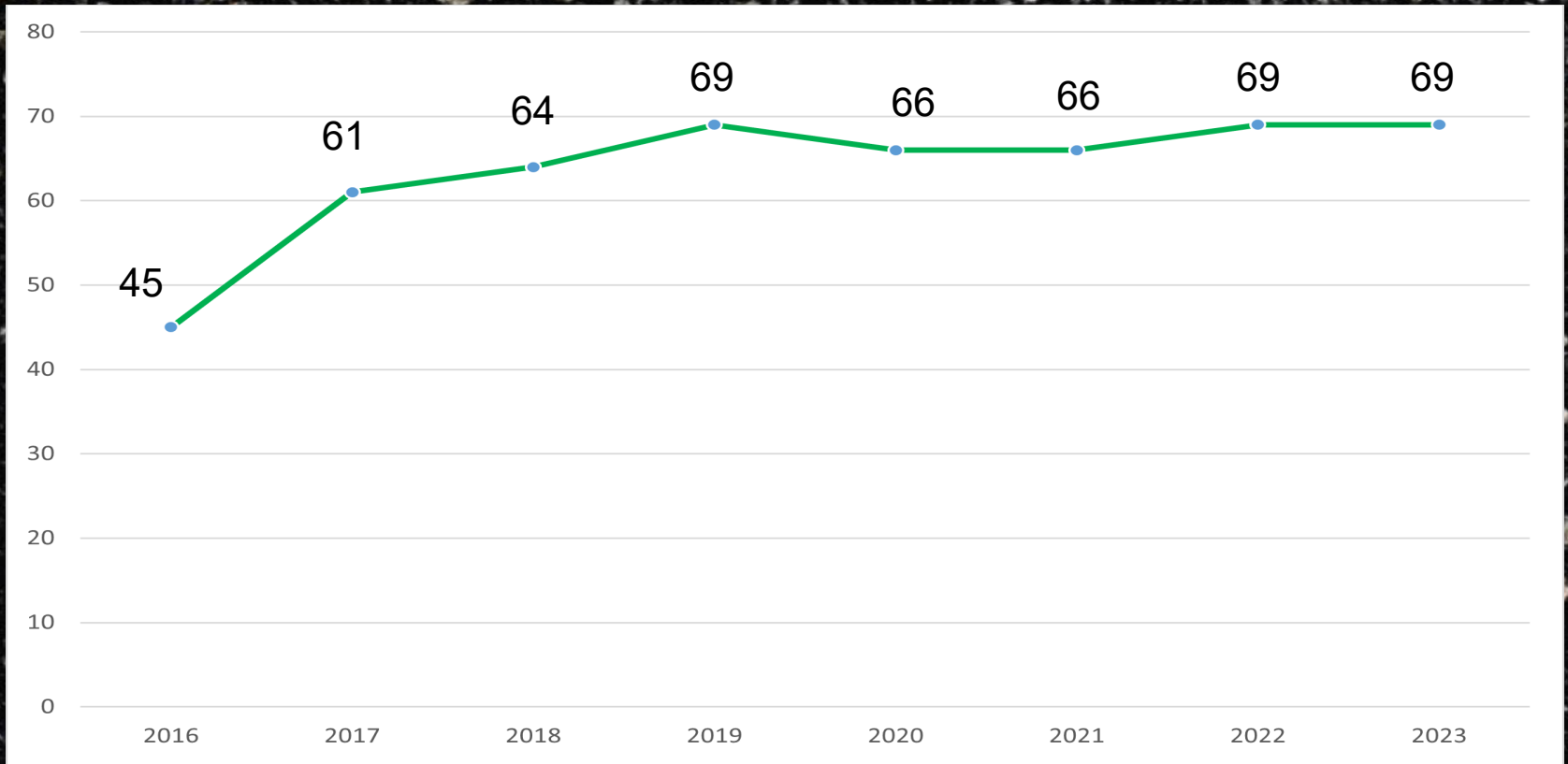
Pavement Distress Types





Existing Pavement Condition Martinez' PCI History

PAVEMENT
CONDITION INDEX



YEAR

Source: Pavement Management Program

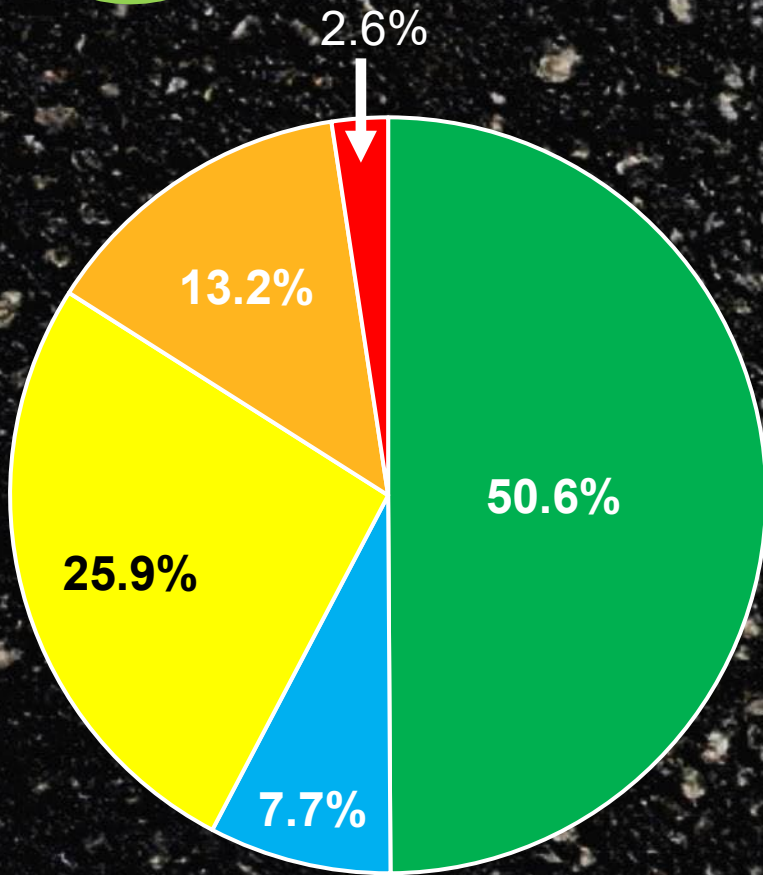


Existing Pavement Condition PCI & Condition by Functional Class

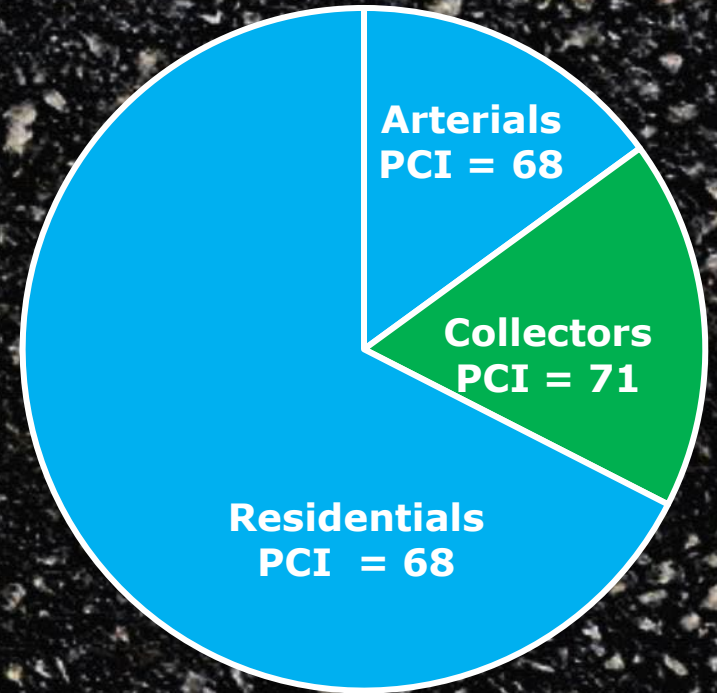
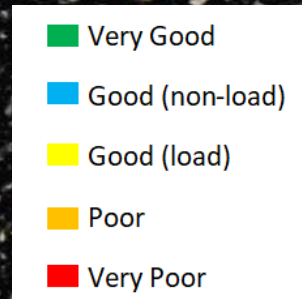
Functional Class	# of Sections	Centerline Miles	Lane Miles	Average PCI
Arterial	66	18.3	45.1	68
Collector	103	22.2	45.1	72
Residential	781	82.9	145.7	68
Total	948	123.4	235.9	69



Existing Pavement Condition



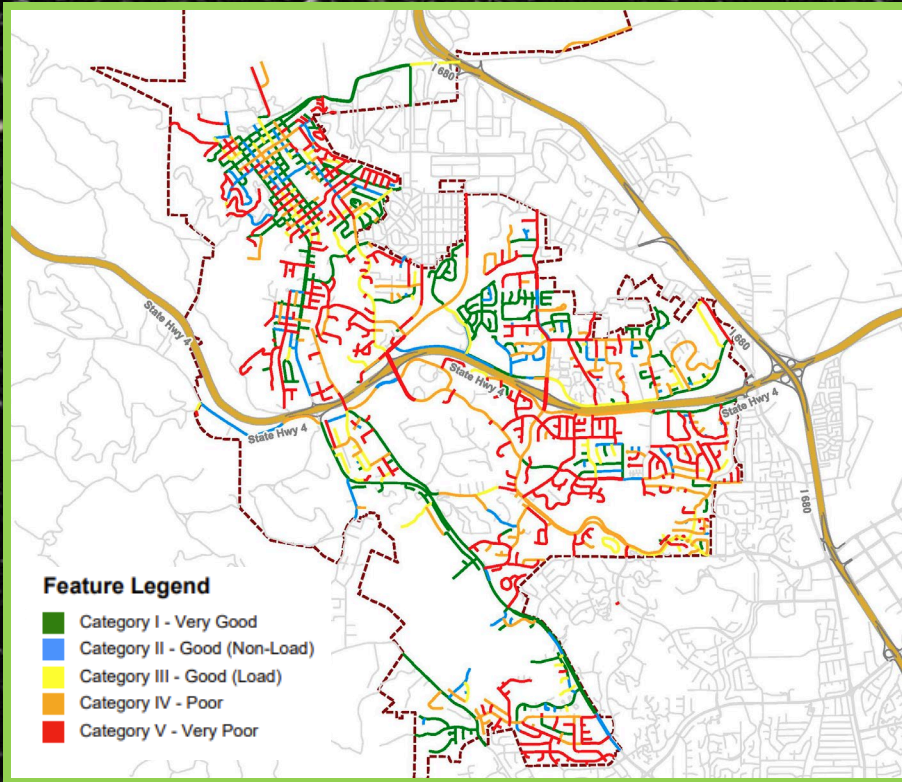
CITYWIDE CONDITION



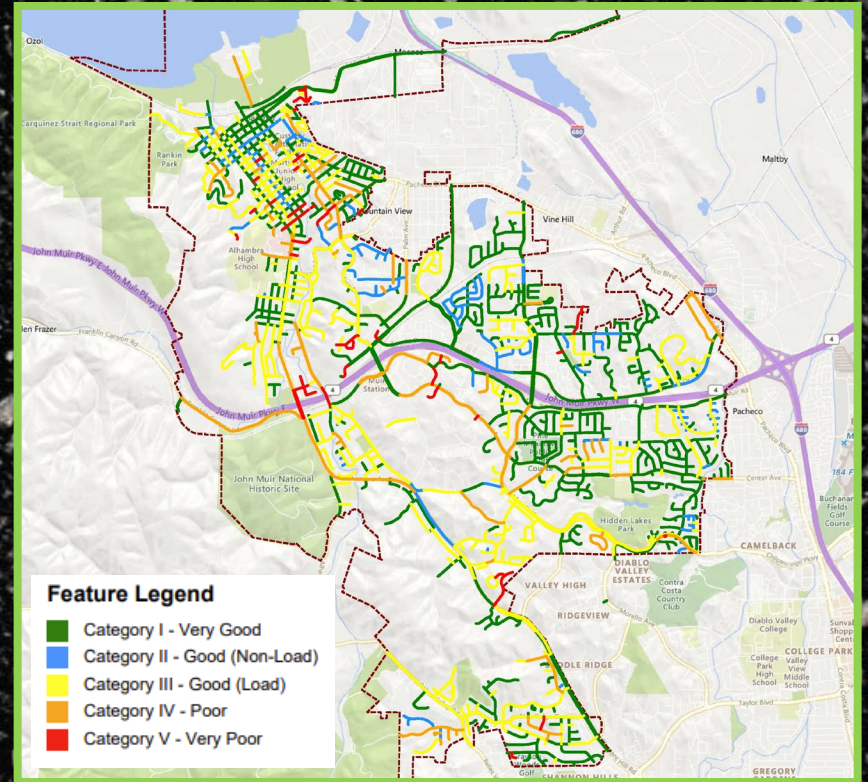
CITYWIDE NETWORK



Existing Pavement Condition Before & After Conditions Geographically



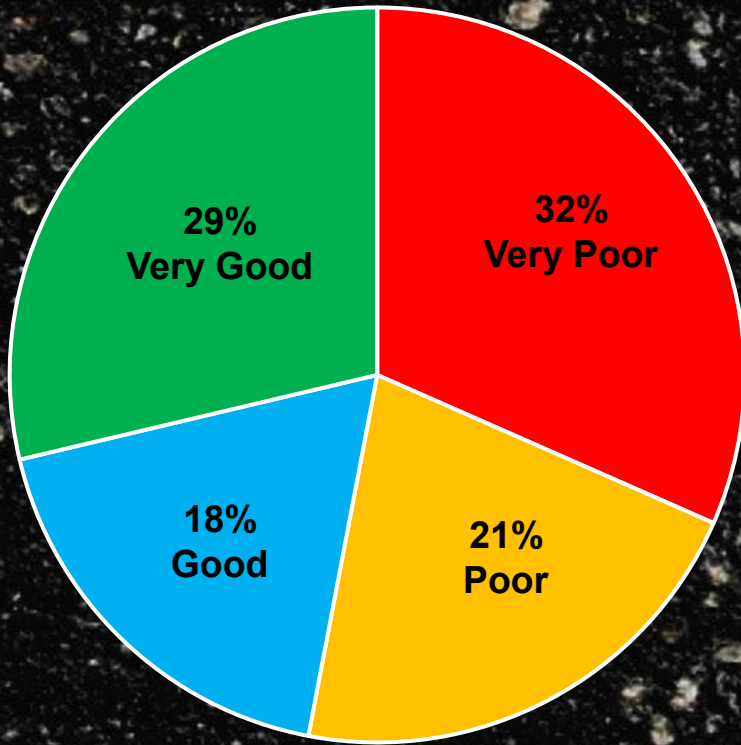
Pre-Measure D



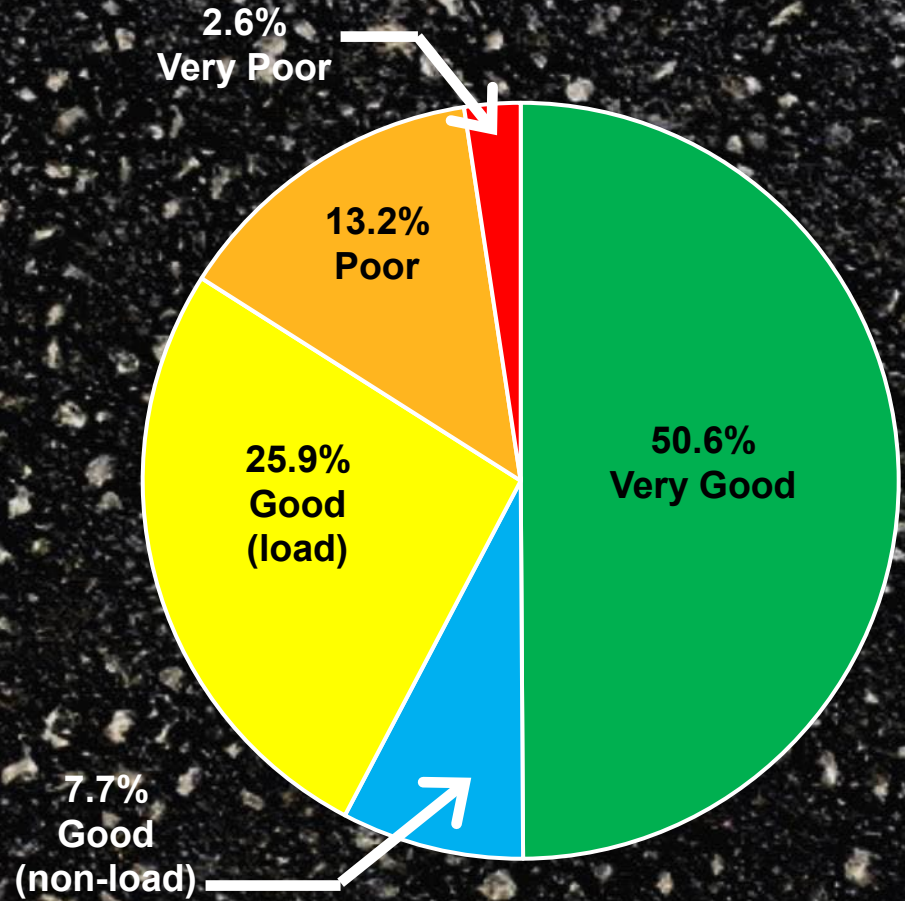
Results Today



Existing Pavement Condition Before & After Conditions Pie Charts



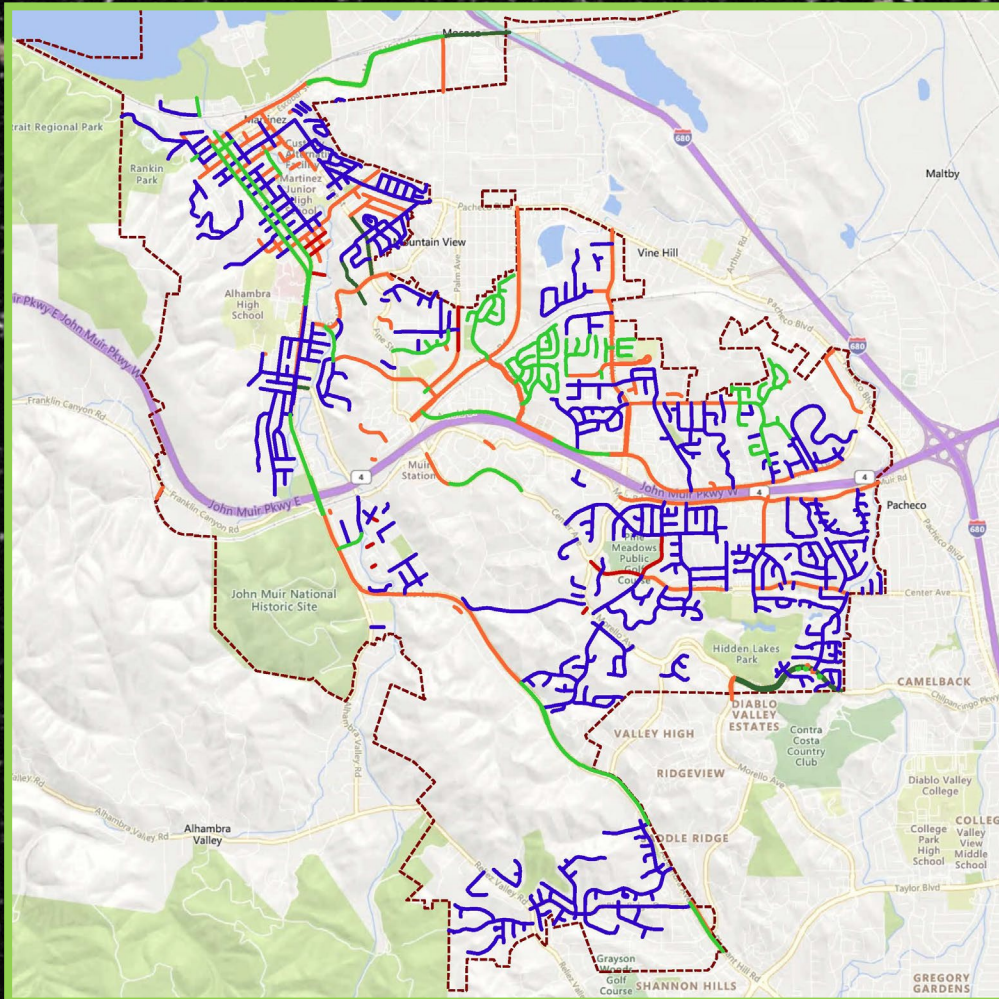
Pre-Measure D



Results Today



Existing Pavement Condition Treatment History



Treatment History

- Asphalt Rubber Cape Seal
- BASE REPAIR & CAPE SEAL
- CHIP SEAL
- DEEP PATCH
- MICROSURFACING
- MILL AND OVERLAY
- MILL AND THICK OVERLAY
- MILL AND THIN OVERLAY
- Multi-layer Surface Seal
- OVERLAY
- RECONSTRUCT SURFACE (AC)
- REMOVE AND REPLACE 4" AC OVER 15.5" AB
- REMOVE AND REPLACE 6" AC OVER 18" AB
- RUBBERIZED CAPE SEAL
- SEAL CRACKS
- SLURRY SEAL



Existing Pavement Condition Segments Completed Tabulated

Year	Completed Sections (947)	Centerline Miles (121.5 mi)	Percent of Entire City Network	PCI
2017	66	7.3	6.0%	61
2018	129	14.6	21.1%	64
2019	219	24.4	20.2%	69
2020	7	0.6	0.5%	66
2021	20	3.8	3.1%	66
2022	44	5.0	4.1%	69
2023	32	6.6	5.5%	69
Total	517	62.3	51.5%	



5-Year Resurfacing Plan Additional Guidelines

- Use previous 5-year street list as a starting point and change as needed to develop a cohesive, cost-effective and practical program
- Aggregate street treatments by neighborhoods to the extent feasible and distribute evenly throughout the City for equity
- Develop one surface seal and one rehabilitation project annually
- Allocate funding for each functional classification and treatment type based on pavement needs analyzed by StreetSaver®
- Prioritize use of Measure D funds on residential streets (including residential collectors) and grant opportunities on arterials and major collectors



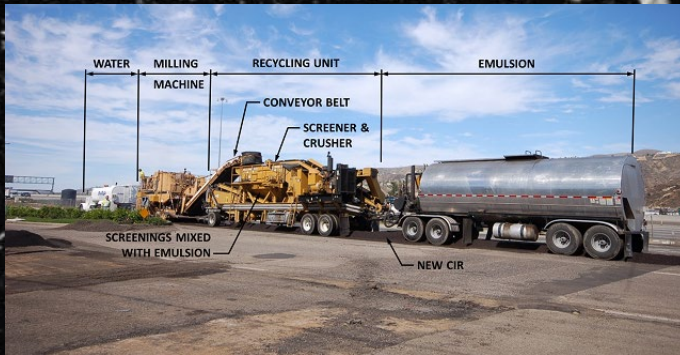
5-Year Resurfacing Plan Decision Tree

Condition Category	PCI Range	Typical Treatment	Arterial	Collector	Residential
Excellent	90-100	Crack Treatment	Crack Seal	Crack Seal	Crack Seal
Very Good	70-90	Surface Treatment	Microsurface	Microsurface	Slurry Seal
Good (Non-Load Bearing)	50-70	Heavy Maintenance	Microsurface w/3% Digouts	Microsurface w/3% Digout	Microsurface w/3% Digout
Good (Load Bearing)	50-70	Light Rehabilitation	2" Mill & RHMA Overlay w/5% Digouts	Rubber Cape Seal w/5% Digouts	Rubber Cape Seal w/5% Digouts
Poor	25-50	Heavy Rehabilitation	2.5" HMA over 4" CIR	2" Mill & RHMA Overlay w/5% Digouts	2" Mill & RHMA Overlay w/5% Digouts
Very Poor	0-25	Reconstruction	4" HMA over 12" FDR	3" HMA over 12" FDR	3" HMA over 10" FDR



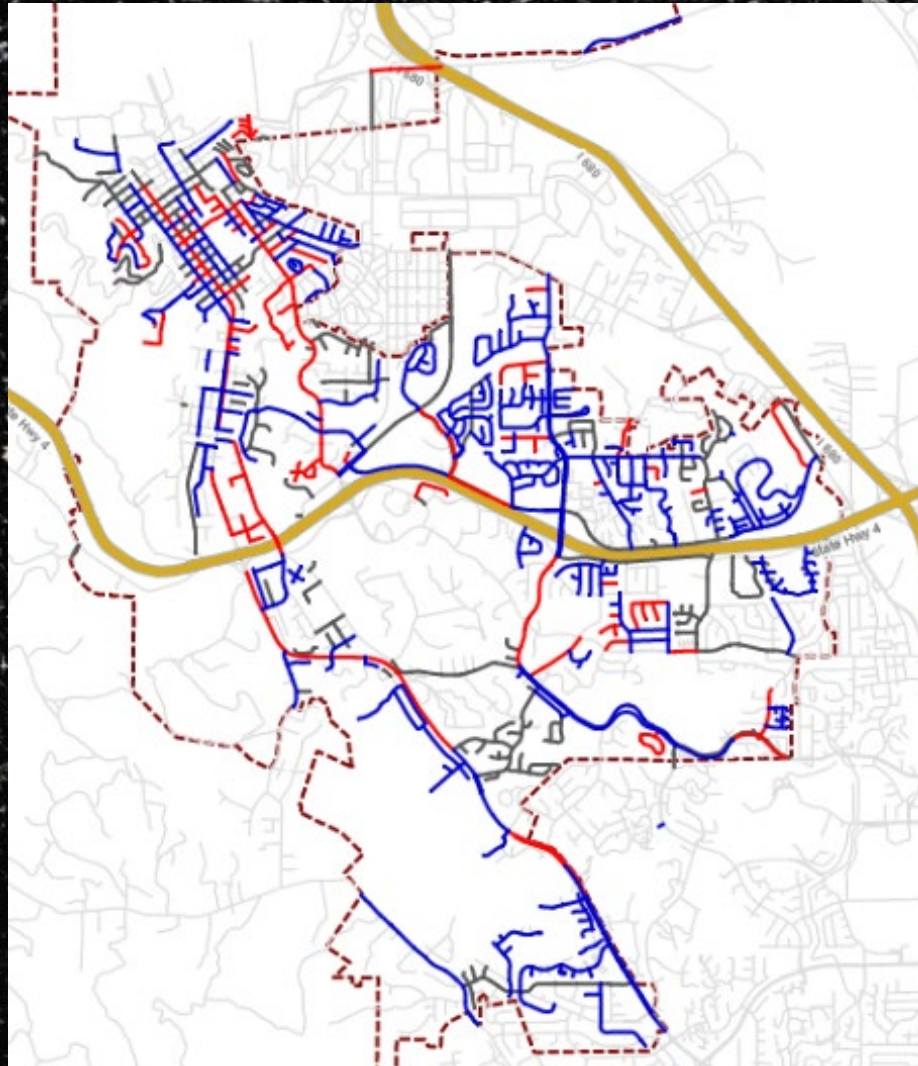
5-Year Resurfacing Plan Green Technologies

- Rubberized Cape Seals
- Rubberized Hot Mix Asphalt (RHMA)
- Cold-in-Place Recycling (CIR)
- Full Depth Reclamation (FDR)





5-Year Resurfacing Plan

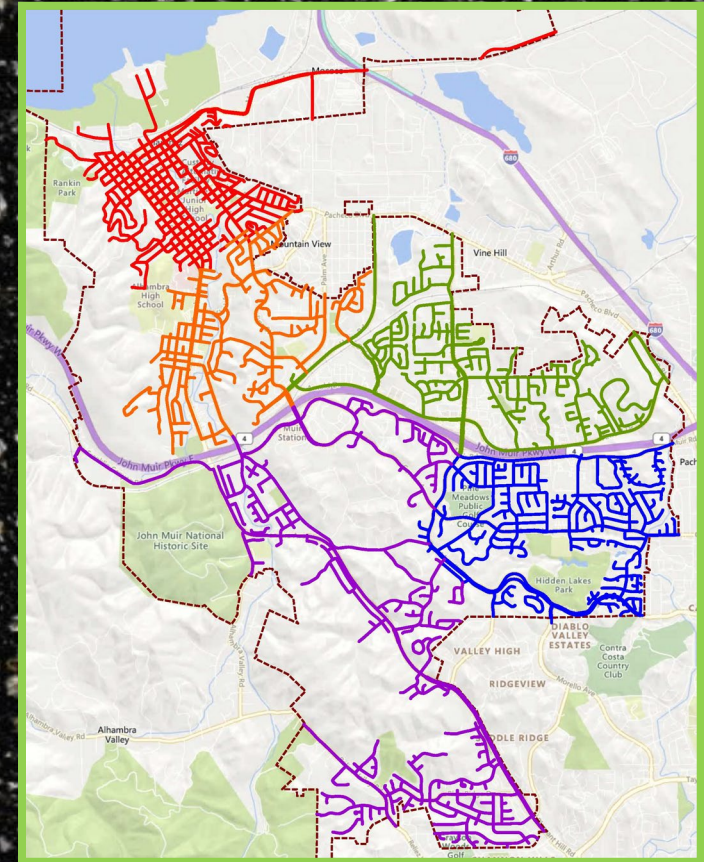


Surface Seal Rehabilitation 2019-2023 Projects



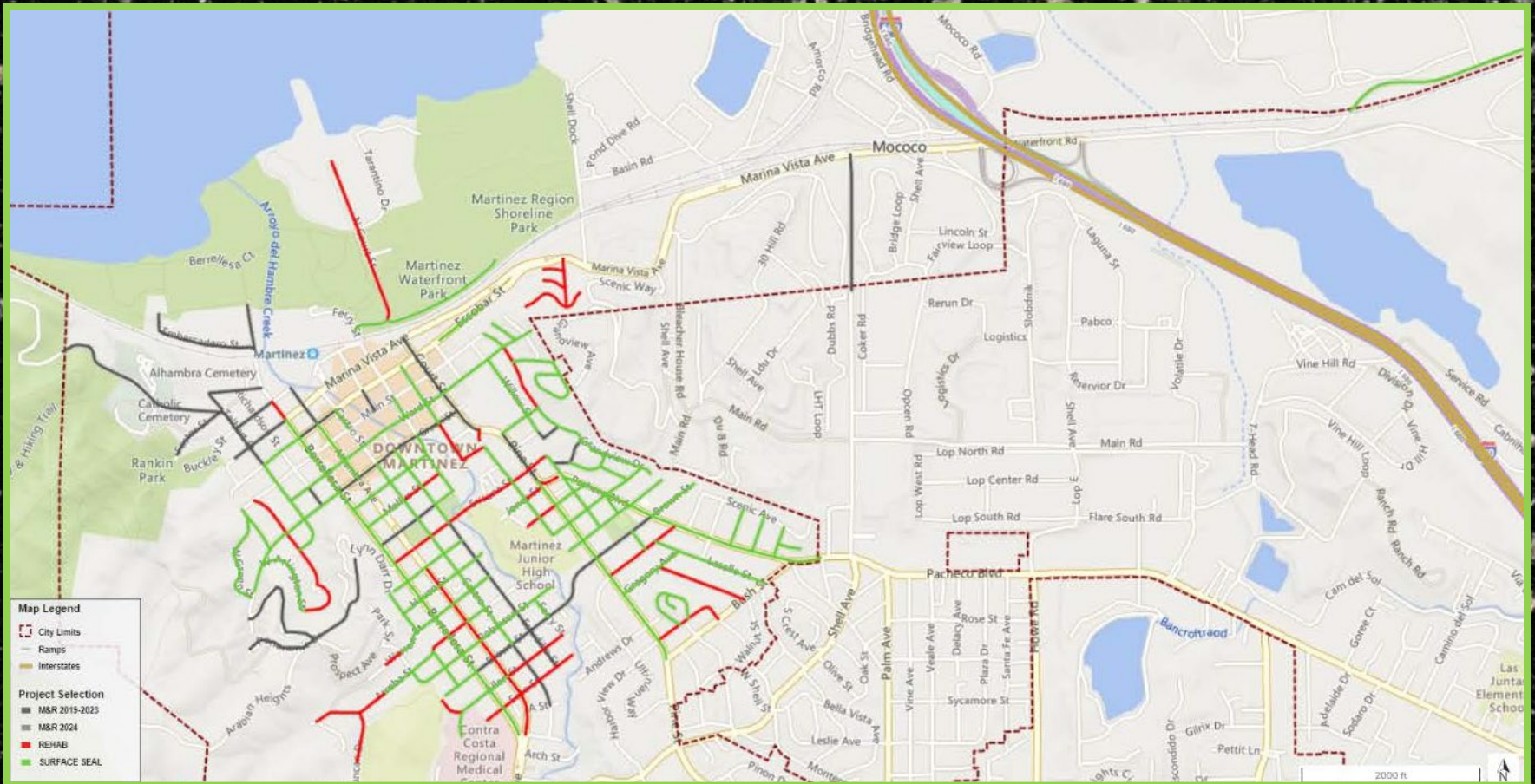
5-Year Resurfacing Neighborhood Paving Benefits

- The 5-year resurfacing plan distributes evenly throughout the City for equity
- Limits impacts to area groupings to once every 5 years
- Residents will be to anticipate construction
- Cost effective bid packages that reduce mobilization and bid prices by grouping treatments geographically
- Logical and predictable maintenance program that is easier to manage





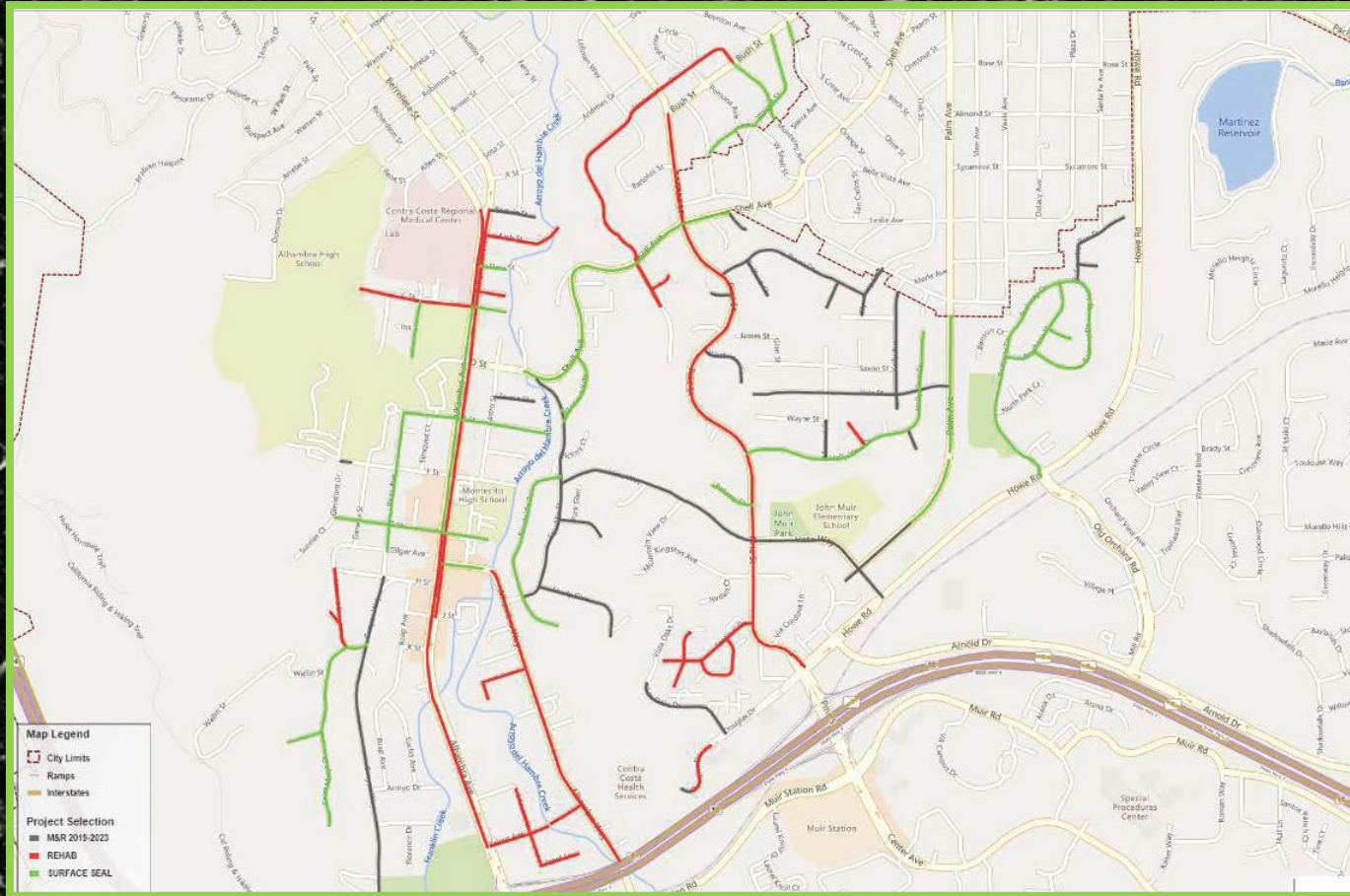
5-Year Resurfacing Plan Organized by Neighborhood



FY 24-25 Surface Seal FY 24-25 Rehabilitation
2019-2023 Projects



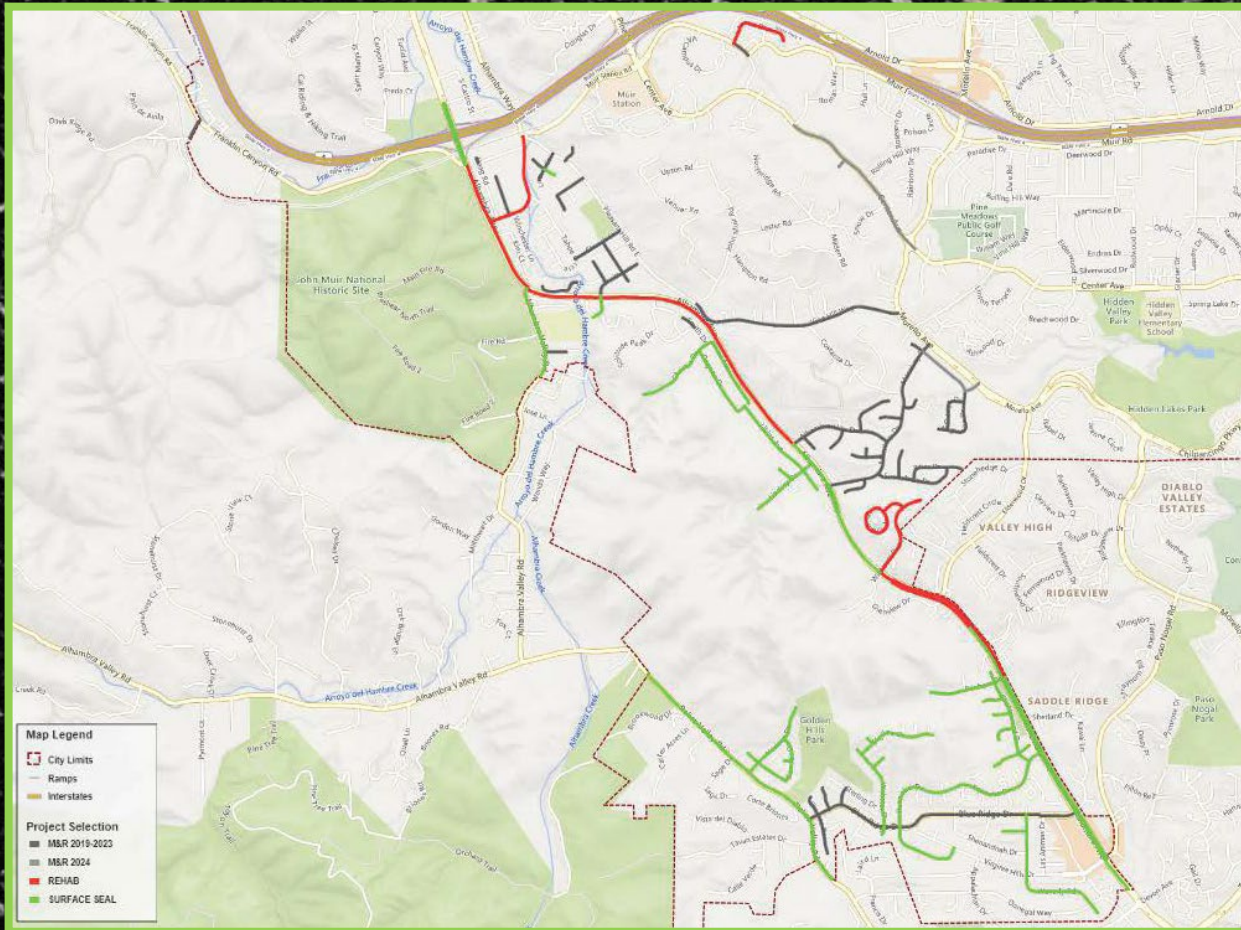
5-Year Resurfacing Plan Organized by Neighborhood



FY 25-26 Surface Seal FY 25-26 Rehabilitation
2019-2023 Projects



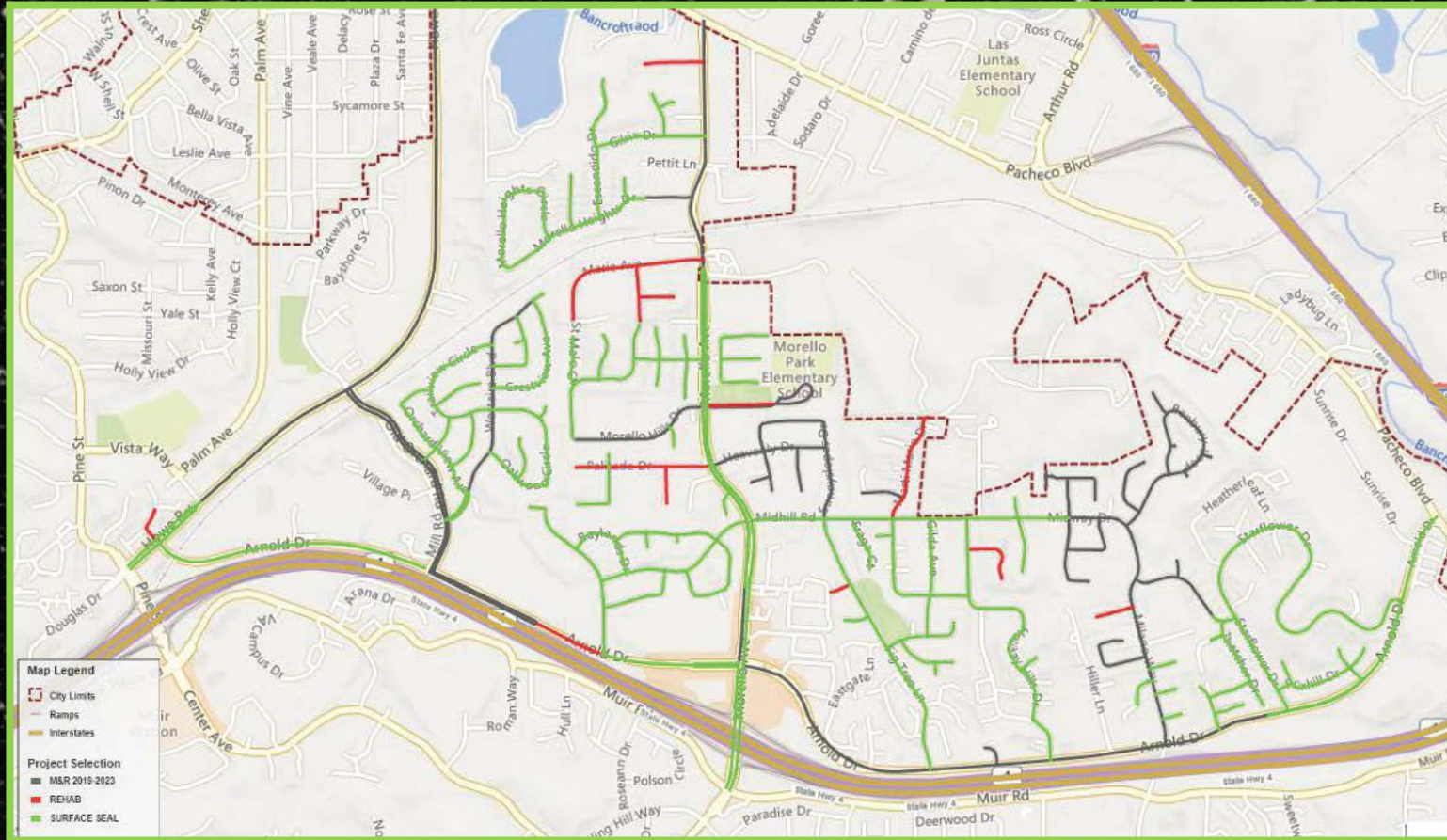
5-Year Resurfacing Plan Organized by Neighborhood



FY 26-27 Surface Seal FY 26-27 Rehabilitation
2019-2023 Projects



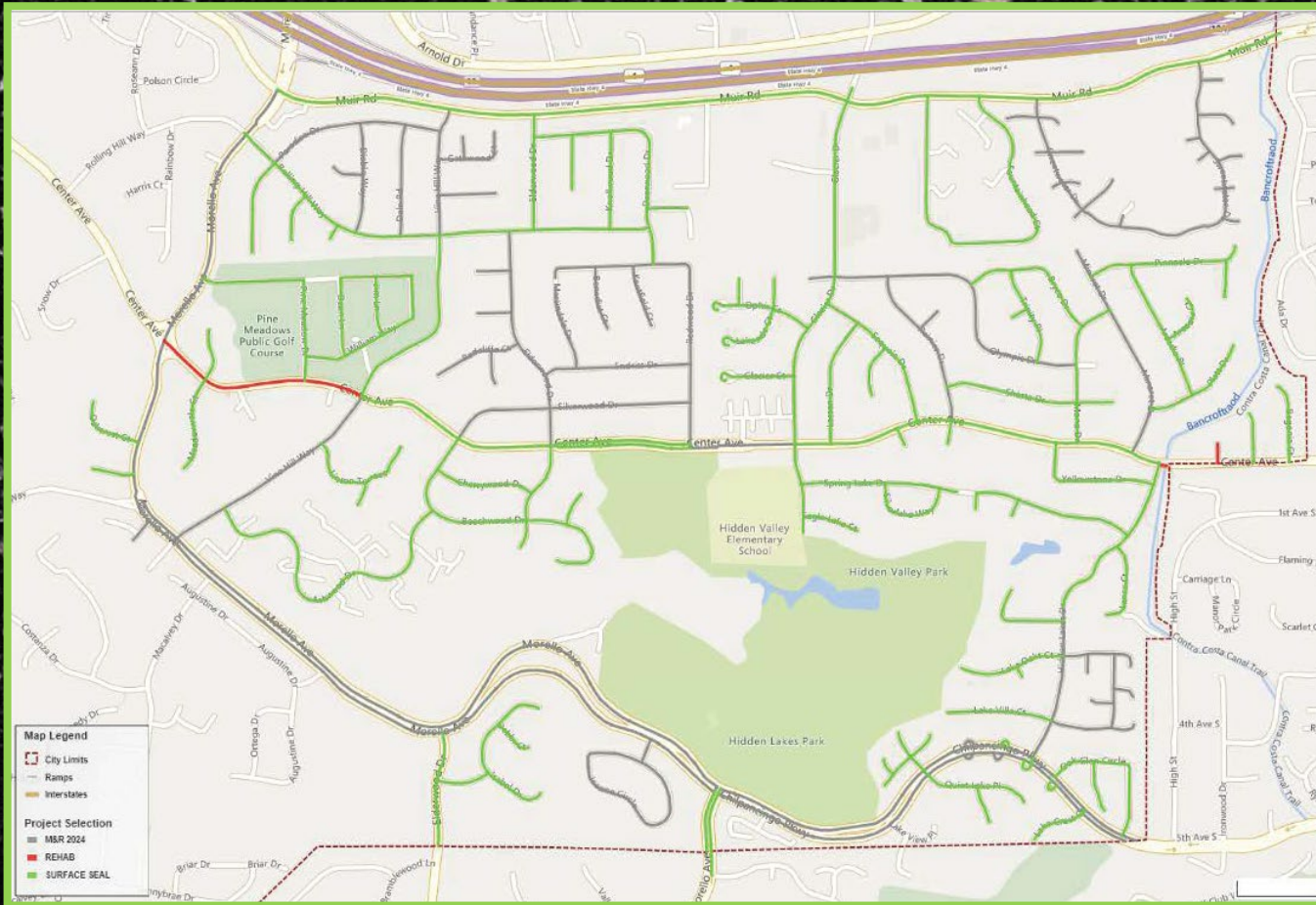
5-Year Resurfacing Plan Organized by Neighborhood



FY 27-28 Surface Seal FY 27-28 Rehabilitation
2019-2023 Projects



5-Year Resurfacing Plan Organized by Neighborhood

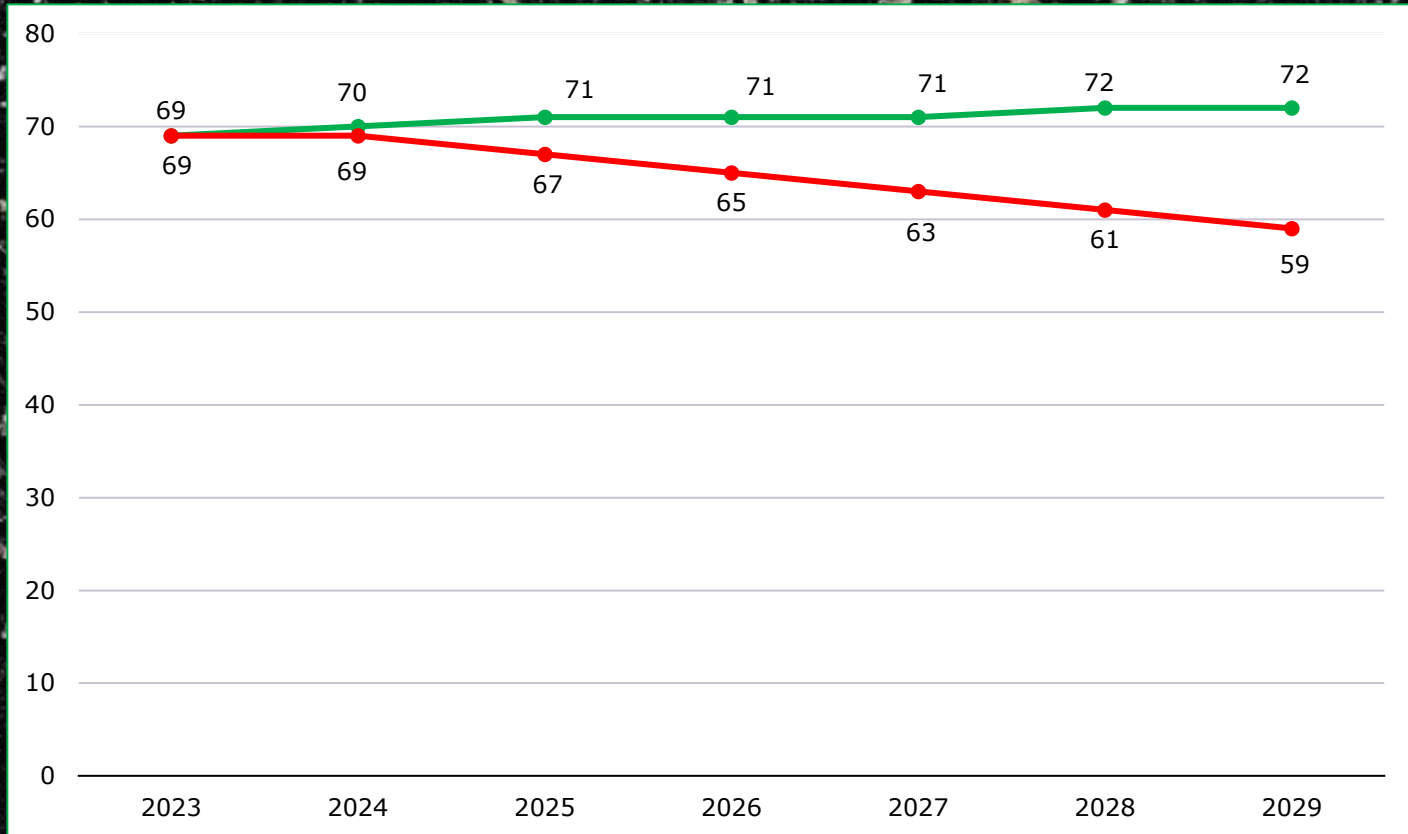


FY 28-29 Surface Seal FY 28-29 Rehabilitation
2019-2023 Projects



5-Year Resurfacing Plan Projected PCI Ratings

PAVEMENT
CONDITION INDEX



YEAR





5-Year Resurfacing Plan FY24-25 Rehabilitation List

Street Name	Beg Location	End Location
ALHAMBRA AVE	BERTOLA ST	JONES ST
ALLEN ST	ALHAMBRA	FERRY
ARLINGTON WAY	MAIN	980 FT S/O TALBART
ARREBA ST	ALHAMBRA	RICHARDSON
ARREBA ST	700 FT W OF RICHARDSON	HILLMER
BERRELLESA ST	BUCKLEY	MARINA VISTA
BOYNTON AVE	BUSH	GREGORY AVE
DINEEN ST	EAST END	WEST END
DUNCAN DR	ARREBA	END
FRONT ST	MILLER	END
GRANDVIEW AVE	WARD	MELLUS
HARBOR VIEW DR	PINE	BUSH
HAVEN ST	PINE	END
ILENE ST	ALLEN	END
JONES ST	COURT	PACHECO
LANG ST	MILLER	END
LAS JUNTAS ST	GREEN	MELLUS
MELLUS ST	CASTRO	FERRY
MELLUS ST	LAS JUNTAS	N. END
MILLER AVE	DINEEN	MARINA VISTA
NORTH COURT ST	JOE DIMAGGIO	END (FERRY POINT)
SOTO ST	BERRELLESA	END
SUSANA ST	BERRELLESA	ALHAMBRA
SUSANA ST	CASTRO	WILLOW
ULFINIAN WAY	PINE	PACHECO
WARREN ST	PROSPECT	225 FT W OF PROSPECT



5-Year Resurfacing Plan FY24-25 Surface Seal List

Street Name	Beg Location	End Location
ALLEN ST	ALHAMBRA	END
ARREBA ST	RICHARDSON	700 FT W OF RICHARDSON
ARREBA ST	ALHAMBRA	CASTRO
ARREBA ST	PACHECO	WEST END
AZALEA AVE	WARREN	SUSANA ST
AZALEA CT	GRANDVIEW	SUSANA
BERRELLESA ST	MARINA VISTA	BERTOLA
BROWN ST	PACHECO	END
BROWN ST	WEST END	BERRELLESA
CARQUINEZ WAY	GREEN	MAIN
CASTRO ST	ESCOBAR	MAIN
CASTRO ST	GREEN	BROWN
CEDAR ST	PACHECO	SCENIC
COURT ST	WARREN	MELLUS
DATE ST	SCENIC	PACHECO
ELM ST	PACHECO	SCENIC
ESCOBAR ST	BERRELLESA ST	TALBART ST
ESCOBAR ST	70 FT E/O PINE	455 FT E/O PINE
ESTUDILLO ST	SUSANA	GREEN
FERRY ST	BROWN	ROBINSON
FERRY ST	MAIN	WARD
FERRY ST	GREEN	HENRIETTA
GRANDVIEW AVE	MELLUS	END
GRANDVIEW AVE	MAIN	WARD
GREEN ST	BERRELLESA	75 FT E/O W. GREEN
GREGORY AVE	PINE	LA SALLE
HAVEN ST	RICHARDSON	EAST END
HAVEN ST	PINE	PACHECO
HENRIETTA ST	ESTUDILLO	FERRY

Street Name	Beg Location	End Location
HIGHLAND AVE	MERRITHEW	GRANDVIEW
HUNTINGTON CT	WARD	END
JOE DIMAGGIO	FERRY ST	EAST END
JONES ST	CASTRO	END
JONES ST	COURT	END
LA SALLE ST	ARREBA	PACHECO
LA SALLE ST	BUSH	BROWN
LAS JUNTAS ST	ESCOBAR	GREEN
MASONIC ST	BERRELLESA	FERRY
MELLUS ST	BERRELLESA	CASTRO
MELLUS ST	PINE	GRANDVIEW
MERRITHEW DR	HIGHLAND	MERRITHEW
PACHECO BLVD	PINE ST	POTTER ST
PINE ST	BUSH	JONES
PROSPECT AVE	WARREN	END
RICHARDSON ST	WARREN	END
RICHARDSON ST	ARREBA	BROWN
RIDGE WAY	ELM	450' E/O ELM
ROBINSON ST	ARREBA	END
TALBART ST	ESCOBAR	ARLINGTON
VALENTE CIR	HARBOR VIEW	HARBOR VIEW
VALENTE CT	VALENTE	END
W. GREEN ST	GREEN	CARQUINEZ
WARD ST	LAFAYETTE	TALBART
WARREN ST	PROSPECT	ESTUDILLO
WARREN ST	COURT	GRANDVIEW
WATERFRONT RD	WEST CITY LIMIT	EAST CITY LIMIT
WEST ARLINGTON WY	980 FT S/O TALBART	GREEN
WILLOW ST	SUSANA	ARREBA



Next Steps

- Street Selection Workshop Held on January 31
- Adopt Proposed FY 2024-25 to FY 2028-29 Rolling Pavement Preservation Street List (5-year Paving Plan)
- Start design for FY 2024-25 Paving Projects in March 2024
- Construction in Spring/Summer for 2025
 - Good Weather
 - Favorable Bids

Questions



THE CITY OF MARTINEZ CALIFORNIA

WHAT
MEASURE D
means for *Martinez*

City of Martinez – City Council

February 21, 2024



**City of Martinez
City Council
Lunch Wagon Regulations Update**

February 21, 2024



Background

- Existing Regulations:
 - Conditionally Permitted Use in Commercial, Industrial, and Professional and Administrative zoning districts
 - Prohibited in the Downtown
- The City Council and Economic Development Subcommittee started exploring an update to these regulations in early 2022



Background

- The previous direction was:
 - Lunch wagons should be renamed “mobile vendors.”
 - Mobile vendors should be allowed in the downtown area.
 - Mobile vendors should be restricted to private property.
 - Mobile vendors should have a permit that is renewed annually.
 - There should be no limit on the number of permits.
 - There should be no restrictions on the days or hours of operation.
 - There should be no limit on the number of mobile vendors permitted at any one location.



Proposed Regulations

- Staff seeks to revisit this past direction and solicit feedback from the Council on the proposed regulatory framework for mobile vendors.
- Staff proposes a regulatory framework that allows mobile vendors to operate in Martinez through a Temporary Use Permit (“TUP”) process.
- TUP vs. CUP:
 - TUPs don’t run with the land
 - TUPs are time-limited
 - TUPs are processed administratively



Proposed Regulations

- The proposed framework would require the adoption of a Temporary Use Permit chapter in the Municipal Code.
- TUPs are a common practice in other jurisdictions throughout California, and would benefit the City by allowing us to more properly permit certain uses. For example:
 - Seasonal sales
 - Seasonal events
 - Temporary uses, like construction storage
 - Outdoor events for existing businesses



Proposed Regulations

- **Location:** private property, City-owned parking lots, public plazas, public parks, and legal parking spaces on public streets.
- *The City cannot prohibit mobile vendors from operating in legal parking spaces, except for reasonable time, place, and manner restrictions that have a health and safety rationale.*
- Staff recommends the City Council consider several time, place, and manner restrictions for mobile vendors operating in legal parking spaces.



Proposed Regulations

- Restrictions for mobile vendors in legal parking spaces:
 - Time: 7:00 A.M. to 10:00 P.M.
 - Must provide a waste receptacle.
 - Cannot operate on streets where speed limit is greater than 35 mph.
 - For mobile vendors operating longer than one hour in a parking space:
 - Must maintain a minimum 100 ft. distance from nearest mobile vendor.
 - Must operate within 200 ft. of readily-available restroom facilities.



Proposed Regulations

- Other requirements (apply to all mobile vendors):
 - Require approval of City or property owner.
 - Require all applicable State/local permits.
 - Require a City business license.
 - Require annual reporting of sales tax figures.
 - Minimize noise from generators.
 - Potentially: limit operations to 52 days per year, not including Mondays and Tuesdays (*note: this would not apply to mobile vendors in parking spaces*).



Feedback

Staff seeks feedback from the City Council on the following:

- Is there support for the TUP approach?
- Is there support for limiting mobile vendors, other than those operating in legal parking spaces, to 52 days per year?
- Are there any further recommendations for the proposed framework?



Next Steps

- Staff is working on a comprehensive update to Permitted Uses and Conditional Uses, and the updated lunch wagon regulations will be included in that effort.
- Planning Commission: March/April (tentative)
- City Council: April/May (tentative)

Lunch Wagons Regulations Update



Questions?



City of Martinez Commercial Cannabis Regulations

February 21, 2024



Background

- On February 7, 2024, the City Council conducted a public hearing and continued the matter to February 21, 2024, to allow staff to make the following amendments:
 - Require a minimum of one roving security person and a maximum of two security personnel on-site after business hours, subject to review and approval by the Chief of Police.
 - Specify the video surveillance shall include live monitoring of cameras with talk-down feature and detection analytics.
 - Eliminate colleges and universities as proposed buffer requirements as they do not exist in Martinez. Specify a 900-foot buffer from sensitive uses.



Other Non-Substantive Modifications to the Proposed Regulations

- Clarifying any decision by the Chief of Police regarding site security is final and may not be appealed, as the security plan shall be held in a confidential file.
- Delegating authority of the security plan just to the Chief of Police, consistent with all other safety measures.
- Clarifying weapons and firearms are prohibited on the premises, unless requested by the proposer or applicant as part of their confidential Security Personnel Staff Plan and authorized by the Chief of Police.



Recommendation

Conduct a public hearing, waive the reading, and introduce the Ordinance approving an Amendment to the Martinez Municipal Code by amending Chapter 5.29 (COMMERCIAL CANNABIS) to:

1. modify site security regulations;
2. require applicants to include specific diversity, equity, and inclusion measures in their applications;
3. prohibit cannabis advertising on billboards within City limits;
4. prohibit temporary cannabis events;
5. require the posting of on-site health information;



Recommendation (continued)

6. prohibit on-site consumption of cannabis;
7. modify the required sensitive uses and distance buffers;
8. require any delivery business operating in Martinez to have a Commercial Cannabis Operating Permit issued by the City; and
9. prohibit deliveries from terminating at parks, playgrounds, daycare centers, residences located on a school campus, workplaces involving trucking or transportation, and transit centers.



City Council Study Session Economic Development Overview

February 21, 2024

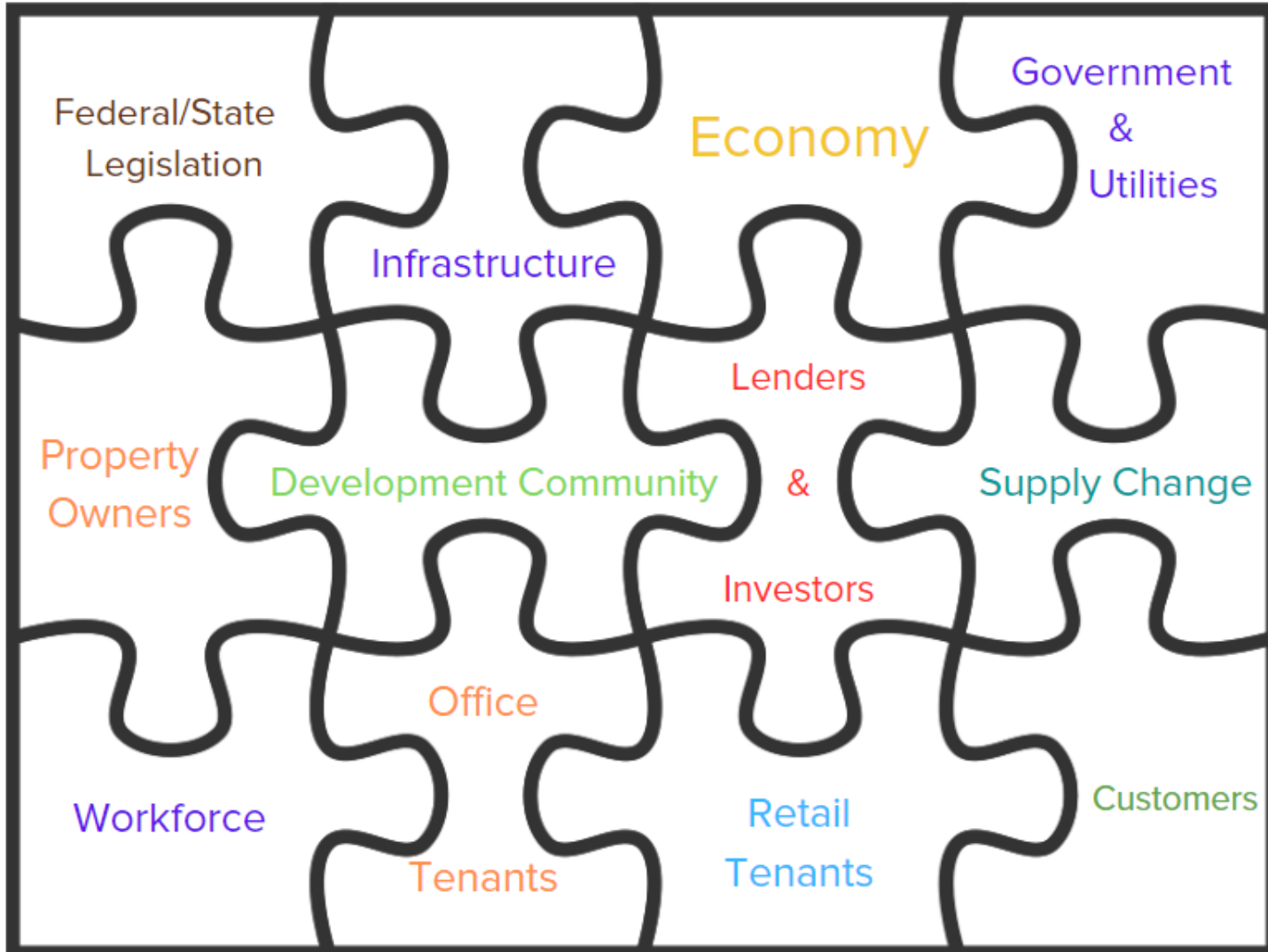


AGENDA

- Presentation Overview
- The Economic Ecosystem
- Components to build a healthy ecosystem
- Martinez's assets and challenges
- What is the City's overall strategy & action plan to promote economic development?
- Specific economic development initiatives that will begin implementation in 2024
- Presentation on Retail Development by TRI Commercial



Economic Development Ecosystem



Healthy Ecosystem

Economic Developers find the missing pieces in the puzzle and build from there...

Economic Development Components



- Local Business **Support**
- Local and Regional **Partnerships**
- Marketing, **Events** & Culture
- **Planning & Analysis**
- Downtown Vibrancy
- Citywide Commercial Districts
- **Engagement** with Developers & Property Owners
- Permit **Streamlining**
- **Infrastructure**
- Housing Development
- Website & Social Media
- **Workforce** Development
- Retail Development
- Industrial Development
- Hotels & Tourism
- **Waterfront**

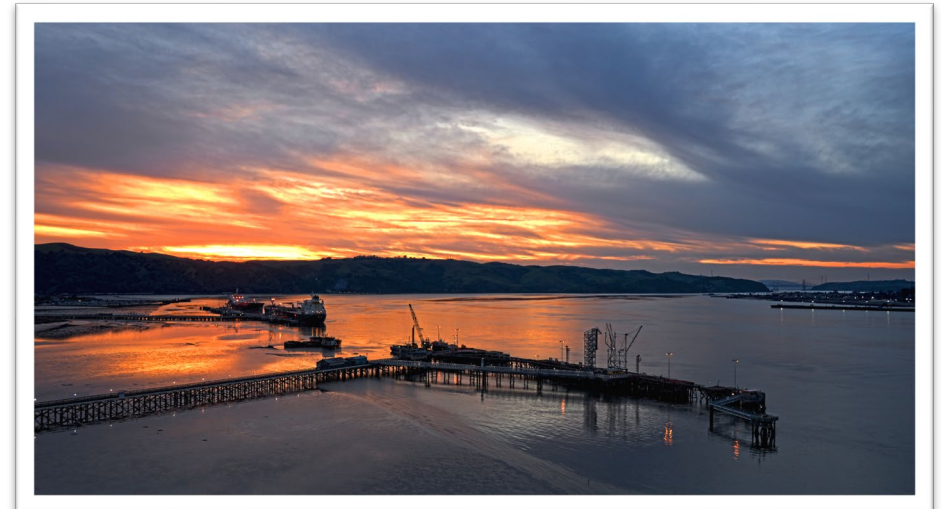


Economic Development Assets



- **Historic Downtown** with vibrant existing food & retail
- Popular regional **events & local arts/music scene**
- **Spectacular waterfront marina** & open space
- Central East Bay location connected by **Amtrak, BART, freeways, executive airport**

- Existing industrial base & **emerging tech businesses**
- Seven local **universities & colleges** within 15-mile radius
- Friendly neighborhoods and **family-friendly recreation**
- **County administrative HQ** & other major employers
- Vast amount of recreational **openspace**
- **History** – John Muir, Joe D'Maggio, and so much more



Economic Development Challenges



- **Access** & Geography Limitation
- Regional **Competition**
- **Limited** Population Growth
- Unfamiliarity with Martinez
- **Deficiency** of Large Private Sector Employers
- **Aging** Public and Private **Infrastructure**

Economic Development Initiatives 2024



- Business Attraction and Marketing
- Support Businesses & Entrepreneurs City-wide
- Strategic Planning, Analysis & Long-term “Placemaking”



Business Attraction and Marketing

- **Engagement** with local developers, brokers & property owners
- **Targeted marketing** at industry events (ICSC, etc.)
Improvements to the City's economic development website, social media, and online presence
- **Brochures** and other **collateral material**
- Short- and long-term **media strategies**
- Identify opportunities to improve/**streamline permits** & other government **processes**
- Explore opportunities for **tourism** and **hotel development**
- **Regional Partnerships** (County, SBDC, etc.)





Support Businesses & Entrepreneurs City-wide

- **Visits to local businesses** to **build relationships**, gather data & identify potential issues/opportunities
- Linking local businesses & start-ups to **financial resources and technical assistance**
- **Marketing, events and supporting local**
- **Partnerships** with the Chamber of Commerce, Downtown Martinez & Co., SBDC, etc.
- Facilitate **problem-solving** on permits or other issues.
- Free **consulting and business seminars**



Strategic Planning, Analysis & Long-term “Placemaking”



- **Use market data & analysis** to support the City's overall planning efforts
- Site preparations, and other activities to develop/rehab the **Old Train Depot**
- **Develop short- and long-term goals** to improve the city's economic vitality, investment, high quality jobs, economic justice & public image
- **Zoning amendments** to facilitate business attraction in **key industries**
- Help integrate **economic development** into the General Plan & other guiding documents
- Support **housing** development, **infrastructure** planning, **workforce** development, etc.



Business Attraction: Target Industries



Current and Short Term:

- Full & limited-service restaurants
- Electrical, plumbing & mechanical
- Residential construction
- Food & beverage manufacturing
- Energy, chemical, petroleum & related industries
- General government, public health, legal & related government sectors
- Healthcare (including medical office, clinics, physical therapy, dental, etc.)
- Fitness & personal care services
- Child day care

Aspirational and Medium-Term:

- Advanced material & diversified manufacturing
- Cleantech (renewable energy, energy efficiency products, remediation services, waste & wastewater technologies, recycled materials & products, etc.)
- Medical device, diagnostics, and other biomedical business sectors
- Hotel & tourism
- Educational support
- Mixed Use – Commercial and Housing



Questions & Council Discussion

Next Up:

Commercial Study and Analysis Presentation



Analysis of Opportunities for Strategic Retail Development

CITY OF MARTINEZ - CITY COUNCIL STUDY SESSION

FEBRUARY 21, 2024

PREPARED BY: TRI COMMERCIAL REAL ESTATE SERVICES

**Retail Development
is part of the City's
Comprehensive
Approach to
Economic
Development**

Local Business Support

Marketing, Events & Culture

Planning & Analysis

Downtown

Citywide Commercial Districts

Engagement with Developers & Property Owners

Permit Streamlining

Infrastructure

Housing Development

Website & Social Media

Workforce Development

Retail Development



Industrial Development

Hotels & Tourism

Regional Partnerships

Waterfront

TRI Commercial Real Estate Services

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- ▶ Unique expertise in retail and all aspects of commercial development
- ▶ Deep understanding of current trends & real estate dynamics
- ▶ Demonstrated track record of successful retail transactions throughout the East Bay, SF Bay Area, & Northern California
- ▶ Combines international resources with local perspective
- ▶ Consulting services/studies provided for Antioch, Walnut Creek, Concord, Hayward, and Benicia
- ▶ Active in major SF Bay Business Associations – Bay Area Council, EDA, EBLC, ULI, ICSC, and various chambers of commerce

Strategic Retail Development is different from Simple Retail Attraction

Retail Attraction: ↓	Strategic Retail Development: ↓
Top priority is to maximize current Sales Tax revenue	Top priority is to attract specific stores/restaurants/commercial that will – over time – achieve the most high-quality shopping, quality of life, regional reputation, increased sales tax revenue and fiscal stability for the City
Short-term perspective	Long-term perspective
Retail is a tool for tax revenue	New retail can support: <ul style="list-style-type: none"> - Jobs (including “first jobs” for youth) - Amenities to help attract office & industrial workers - Neighborhood identity & prosperity - Opportunities to improve the City’s reputation - Synergy and enhancement with existing retail

How do retailers pick which city to locate?

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- ▶ What is the population in the City & surrounding “trade area”
 - ▶ How large? Growing?
 - ▶ What are the age groups? What is the income level?
- ▶ How is the freeway access & visibility of the retail areas?
- ▶ Does the retailer already have stores in the trade area? Does their competition?
- ▶ What “symbiotic” stores already exist & how do they perform?
- ▶ Is the permit process clear, fast & easy?
- ▶ Are the existing retail areas attractive, modern & well-maintained?
- ▶ What are potential sales per square foot?
- ▶ Will their store make a net profit in the proposed location?

TRI analyzed Martinez as a retail destination: including strengths, weaknesses & opportunities

- ▶ In-depth void analysis of 160 retail categories
- ▶ Additional analysis based on current market intelligence & emerging real estate trends
- ▶ Coordination with City Planning, HdL, and prior city studies
- ▶ Interviews with industry stakeholders & retail representatives
- ▶ Researched site location parameters for retailers

Key Findings: Demographics

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Residents

528,800

within a 10-mile radius

Core Age Demographics

45.1%

of residents are age 25-55

Family Demographics

31.0%

of households include an individual younger than age 18

Businesses

1,388

Major employers include: Siemens, Kaiser Permanente, Contra Costa County, EUV Tech, Marathon Petroleum, ExThera Medical, Jacobs Engineering, Dawson Electric

Employees

20,176

Businesses and the county employ a healthy, large daytime population

Household Income Figures

\$176,243

projected in 2028 for the Trade Area

Key Findings: Strengths

- ▶ Family-friendly community with compelling historic & authentic cultural scene
- ▶ Potential for Downtown Marina & Mobility Hub
- ▶ Existing retail includes some stores with regional draw
- ▶ Retail activity increased 91% in the first year after COVID
- ▶ Strong industrial sales tax generators
- ▶ Analysis identified 30+ retail categories that can be targeted for attraction: discount department stores, wine, restaurants, groceries, etc.
- ▶ Potential for Downtown Marina & Mobility Hub

Key Findings: Constraints & Challenges

- ▶ Highly competitive region for shopping & dining
- ▶ City's population has stagnant growth & needs more young families
- ▶ More housing is needed to support more retail → 1,000+ new units in Downtown
- ▶ Lack of major employers
- ▶ Lack of industrial sites to attract advanced manufacturing and advanced food manufacturers
- ▶ Downtown & other shopping areas are hard to access from freeway
- ▶ Underdeveloped marina
- ▶ Lack of developable sites with zoning for commercial

Recommendations: Retail Attraction

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Creating a Vibrant Downtown & Other Commercial Areas

- ▶ Grocery
- ▶ Convenience
- ▶ Restaurants
- ▶ Coffee shops
- ▶ Women's apparel
- ▶ Auto-related
- ▶ Hotels
- ▶ Retail bakeries
- ▶ Equipment rentals
- ▶ EV charging, repair & maintenance
- ▶ Experiential
- ▶ Ice cream parlors
- ▶ Beauty salons & barbers
- ▶ Boutique fitness, yoga & dance
- ▶ Specialty wine, beer & bottle shops
- ▶ Breweries & distilleries
- ▶ Sporting goods
- ▶ Discount department stores
- ▶ Books
- ▶ Furniture
- ▶ Shoes
- ▶ Jewelers
- ▶ Maritime-related
- ▶ Bank branches

Recommendations: Retail Attraction

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Creating a Vibrant Downtown & Other Commercial Areas

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- ▶ Maritime-related
- ▶ Bank branches

Policy Recommendations

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Policy changes necessary to attract more retailers and employers:

These recommendations are critical to achieve the desired economic development goals

- ▶ 1,000+ housing units in West Downtown – to increase foot traffic
- ▶ Mobility Hub enhancement
- ▶ Sporting & entertainment destination events, i.e. sports, theater, music, festivals, etc.
- ▶ Streamline approval process – create a city edge
- ▶ Collaboration with business and industry

What is the edge for City of Martinez relative to other cities in the region/state?

Future City Support

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- ▶ Identify & assess available retail sites
- ▶ Outreach to brokers, tenants, developers, property owners, etc.
- ▶ Other marketing, planning & technical assistance
- ▶ Help City to prepare for ICSC retail conference
- ▶ Advise City and assist on further policy recommendations

Thank You!



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