



CITY COUNCIL STUDY SESSION & REGULAR MEETING AGENDA

Mayor Brianne Zorn
Vice Mayor Debbie McKillop
Councilmember Jay Howard
Councilmember Mark Ross
Councilmember Satinder S. Malhi

DATE: October 2, 2024
TIME: 5:30 PM – Study Session
7:00 PM – Regular Session
PLACE: Council Chamber, 525 Henrietta Street, Martinez, CA 94553; and via Zoom

INFORMATION FOR THE PUBLIC

Information regarding meetings, including agenda materials, schedules and more, please visit the City's Meetings & Agendas webpage: <https://www.cityofmartinez.org/government/meetings-and-agendas>.

REMOTE PARTICIPATION

This meeting will be conducted in-person in the City Hall Council Chamber and shall be aired in real time via Zoom. The City cannot guarantee the public's access to teleconferencing technology, nor guarantee uninterrupted access as technical difficulties may occur from time to time. To attend the meeting via Zoom, you must be logged into a registered Zoom account. Click "Join Meeting" and enter the following details:

1. **Link:** <https://cityofmartinez-org.zoom.us/j/96255548549?pwd=KzdzMzFoZDQrenI2OXlsNWtTKp6UT09>
2. **Webinar ID:** 962 5554 8549
3. **Passcode:** 101010

PUBLIC COMMENTS

Public comments can be made in person at the meeting or submitted in writing. Written comments must be received by 12pm the day of the meeting. For information on how to submit written comments, please visit the City's Meetings & Agendas webpage linked above.

ADA ACCOMODATIONS

In accordance with the Americans with Disabilities Act and California law, the Council Chamber is wheelchair accessible and disabled parking is available at City Hall. If you are a person with a disability and require modifications or accommodation to attend and/or participate in this meeting, please contact the City Clerk's Office at (925) 372-3512. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility.

AGENDA CONTINUED TO PAGE 2

STUDY SESSION

CALL TO ORDER

ROLL CALL - *Councilmembers Jay Howard, Mark Ross, Satinder S. Malhi, Vice Mayor Debbie McKillop, Mayor Brianne Zorn*

SPECIAL MEETING ITEMS

1. Receive informational report on implementation of the Downtown Parking Study and provide preliminary direction to staff on goal prioritization and additional research on potential updates to parking infrastructure and rates in the downtown area.

[Staff Report - City Council Workshop Parking Study](#)

[Attachment A - Downtown Parking Study](#)

PUBLIC COMMENT - *Agenda Items Only*

ADJOURNMENT - *Adjourn to a Regular City Council Meeting on October 2, 2024, at 7:00 PM*

REGULAR SESSION

CALL TO ORDER - *Pledge of Allegiance*

ROLL CALL - *Councilmembers Jay Howard, Mark Ross, Satinder S. Malhi, Vice Mayor Debbie McKillop, Mayor Brianne Zorn*

CIVILITY STATEMENT - *As your elected Governing Board, we will treat each other and the public with patience, civility, and courtesy as a model of the same behavior we wish to reflect in Martinez for the conduct of all City business and community participation. This includes respect for everyone's First Amendment Right to voice their opinion on matters within the City's subject matter jurisdiction, even if that opinion is different from our own. The decisions made tonight will be for the benefit of the Martinez community and not for personal gain.*

PRESENTATIONS

1. Proclamation - Community Planning Month
[Proclamation - Community Planning Month](#)
2. Proclamation - Indigenous Peoples' Day
[Proclamation - Indigenous Peoples' Day](#)
3. New Staff Introductions and Internal Promotions

PUBLIC COMMENT - *Presentations and Non-Agended Items Only. Non-agenda public comment is (1) limited to matters which are not action items listed elsewhere on the agenda, and (2) are within the subject matter jurisdiction of the City Council. Public comments are typically limited to 3 minutes per*

*person. The Mayor may reduce the time limit per speaker depending upon the number of speakers and may limit the total time for public comment to facilitate the completion of business on the agenda. Comments related to items appearing in the following sections of the Agenda will be heard prior to the City Council taking action on each item: **Consent Calendar, General Business, Public Hearing, and Appointments to Commissions and/or Agencies.***

CONSENT CALENDAR

1. Motion waiving reading text of all Resolutions and Ordinances.
2. Motion to approve City Council Action Minutes for September 18, 2024.
[Action Minutes 9-18-24](#)
3. Motion approving Check Reconciliation Registers dated September 5, 2024, and September 12, 2024.
[Check Reconciliation Register 9-5-2024](#)
[Check Reconciliation Register 9-12-2024](#)
4. Motion approving the Check Reconciliation Register, dated September 19, 2024.
[Check Reconciliation Register 9-19-2024](#)
5. Adopt a resolution noticing the intent to amend the City's Conflict of Interest Code and setting a public hearing; direct the City Clerk to post a copy of this resolution and the proposed code as noted in the attached resolution.
[Staff Report - Intent to Amend Conflict of Interest](#)
[Resolution - Intent to Amend Conflict of Interest](#)
[Attachment A - Conflict of Interest Code 2023](#)
[Attachment B - Amended Conflict of Interest Code 2025 \(draft\)](#)
6. Adopt a resolution accepting the bid of Rapid Grading Services as the lowest responsive and responsible bidder and authorizing the City Manager to execute a contract and any change orders until completion of the 2024 Accessibility Project No. C1040 in accordance with the approved plans and specifications, in an amount not to exceed of \$203,761, which includes a 25% contingency of \$40,750.
[Staff Report - Award Construction Contract 2024 Accessibility Project No. C1040](#)
[Resolution - Award Construction Contract 2024 Accessibility Project No. C1040](#)
7. Adopt a resolution authorizing the City Manager to execute an agreement with Sanbell in an amount not to exceed \$225,000, for the design of the 2025 Water Main Replacement Project C7065.
[Staff Report - Sanbell Design Agreement C7065](#)
[Resolution - Sanbell Design Agreement C7065](#)
[Attachment A - Sanbell Proposal for 2025 Waterline Replacement Project](#)
8. Adopt a resolution authorizing the City Manager to execute an amendment to the Consultant Services Agreement with RHAA in an amount not to exceed \$26,775, for a total Agreement cost

of \$222,921, to provide additional design and construction support services for the Hidden Valley Park Sportcourts Project C5047.

[Staff Report - RHAA Agreement Amendment](#)

[Resolution - RHAA Agreement Amendment](#)

[Attachment A - RHAA Additional Services Request](#)

9. Approve Letter of Agreement amending Article 6 Benefits and Compensation, Section 2 Compensation and Allowances, Section 2.21 Prescheduled Construction Inspection Overtime, of the Local 324 Memorandum of Understanding (MOU).

[Staff Report - Side Letter Local 324 Prescheduled Construction Inspection Overtime](#)

[Resolution - Amendment to the L324 MOU regarding Inspection Prescheduled Construction](#)

[Inspection Overtime](#)

[Attachment A - Local 324 Side Letter Agreement Regarding Prescheduled Construction Inspection Overtime \(Draft\)](#)

10. Adopt a resolution approving a Letter of Agreement Amending Article VI, Benefits and Compensation, Shift Differential, of the Memorandum of Understanding with the Martinez Police Officers' Association (MPOA).

[Staff Report - Side Letter MPOA Shift Differential](#)

[Resolution - Martinez Police Officers' Association Letter of Agreement on Shift Differential](#)

[Attachment A - Letter of Agreement](#)

11. Adopt a resolution accepting the bid of Rapid Grading Services as the lowest responsive and responsible bidder and authorizing the City Manager to execute a contract and any change orders until completion of the Alhambra Avenue Downtown Paving Project C1074 (Federal Project No. STPL-5024(028)) in accordance with the approved plans and specifications, in an amount not to exceed of \$1,081,450, which includes a 15% contingency of \$141,059, and rejecting the bid protest submitted by McGuire and Hester.

[Staff Report - Award Construction Contract Alhambra Avenue Downtown Paving Project C1074](#)

[Resolution - Award Construction Contract Alhambra Avenue Downtown Paving Project C1074](#)

12. Adopt a resolution authorizing the City Manager to execute a second amendment to the consulting services agreement with MV Cheng & Associates to provide budgeting and accounting services until June 30, 2025, with a new total contract amount not to exceed \$115,000.

[Staff Report - MV Cheng Contract Amendment No. 2](#)

[Resolution - MV Cheng & Associates Contract Amendment No. 2](#)

[Attachment A - MV Cheng & Associates Contract November 2023](#)

[Attachment B - Contract Amendment No. 1](#)

[Attachment C - Contract Amendment No. 2](#)

13. Adopt a resolution authorizing the Public Works Director to execute Master Agreements, Program Supplemental Agreements, Fund Exchange Agreements, Fund Transfer Agreements and any amendments thereto with the California Department of Transportation.

[Staff Report - Program Supplemental Agreement](#)

[Resolution - Authorizing Agreements with California Department of Transportation](#)

[Attachment A - 5024 028 Program Supplemental Agreement](#)
[Attachment B - 5024 030 Program Supplemental Agreement](#)

GENERAL BUSINESS ITEMS

PUBLIC HEARING ITEMS

1. Conduct a public hearing, waive the reading, and: 1) approve a General Plan Amendment to amend the General Plan 2035 to relocate the Floor Area Ratio standards from the General Plan to the Zoning Ordinance and 2) introduce an Ordinance approving a Zoning Text Amendment to amend the Martinez Municipal Code (“MMC”) by establishing new and amending existing regulations by a) adding Chapter 22.45 (Exceptions); b) adding Chapter 22.81 (Development Incentives and Community Benefits Program); and c) amending Chapters 22.04 (Definitions), 22.10 (Agricultural Districts), 22.12 (Residential Districts), 22.14 (PA Professional and Administrative Districts); 22.15 (Site Development Regulations), 22.16 (Commercial Districts), 22.17 (Affordable Housing Overlay District), 22.18 (Industrial Districts), 22.19 (Civic District), 22.20 (GF Government Facilities Districts), 22.22 (RI Recreational Facilities Districts), 22.23 (Downtown Shoreline District), 22.29 (Alhambra Valley District), 22.36 (Off-Street Parking and Loading Facilities), and 22.43 (Accessory Dwelling Units and Junior Accessory Dwelling Units) by adding definitions for “Community Benefit,” “Development Incentive”, and “Flexible Community Benefit”, and amending the definitions of “State Licensed Transitional Housing” and “Supportive Housing;” updating the development standards (such as density, height and stories, setbacks, floor area ratio, lot coverage, and private outdoor space) to comply with the aforementioned new Chapters; updating the permitted height to comply with the 2023-2031 Housing Element; adding Floor Area Ratio requirements; clarifying the ADU Bonus Program; permitting Accessory Dwelling Units on properties with religious institutions; and other minor amendments.

[Staff Report - General Plan Amendment and Zoning Text Amendment](#)

[Ordinance - Zoning Text Amendments](#)

[Resolution - General Plan Amendments](#)

[Attachment A - Strikethrough and Underline Version of Proposed General Plan Amendments](#)

[Attachment B - Strikethrough and Underlined Version of Proposed Zoning Text Amendments](#)

2. Conduct a public hearing, waive the reading, and introduce an Ordinance approving a Zoning Text Amendment to amend the Martinez Municipal Code (“MMC”) by: 1) adding Chapters 22.58 (Lot Consolidation Incentives) and 22.59 (Project Phasing Facilitation Measures); 2) amending Chapter 22.36 (Off-Street Parking and Loading Facilities) to comply with Assembly Bill (“AB”) 894 regarding shared parking, to comply with AB 2097 regarding minimum parking requirements within one-half mile of public transit, and to update restaurant parking requirements; and 3) amending the definition of “Home Occupation” in Chapter 22.04 (Definitions).

[Staff Report - Lot Consolidation Incentives and Project Phasing Facilitation Measures](#)

[Ordinance - Lot Consolidation Incentives and Project Phasing Facilitation Measures](#)

[Attachment A - Strikethrough and Underline Version of Proposed Code Amendments](#)

CHIEF OF POLICE

1. Comments and Updates

CITY MANAGER

1. Comments and Updates

APPOINTMENTS TO COMMISSIONS AND/OR AGENCIES

SUBCOMMITTEE REPORTS

CITY COUNCIL

1. Comments and Updates

ADJOURNMENT - *Adjourn to a Special City Council Meeting on October 9, 2024, at 6:00 PM*

On September 27, 2024, a true and correct copy of this agenda was posted on the City Hall Kiosk, located at 525 Henrietta Street, Martinez, CA 94553, and on the City website at www.cityofmartinez.org.

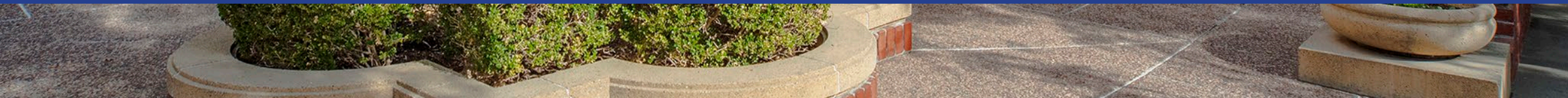
/s/ Kat Galileo, Assistant City Clerk



Zoning Text Amendments – Lot Consolidation & Project Phasing

City Council

October 2, 2024



What's in the Proposed Ordinance?

1. Create new chapter for Lot Consolidation Incentives
2. Create new chapter for Project Phasing Facilitation Measures
3. Amend Off-Street Parking and Loading Facilities Chapter including:
 1. Add requirements for Shared Parking Agreements, to comply with AB 894
 2. Eliminate parking requirements within one-half mile of public transit, to comply with AB 2097
 3. Modify required parking ratio for restaurants
4. Amend the definition of Home Occupation to comply with Microenterprise Home Kitchen Operations ("MEHKOs") and Cottage Food Operations ("CFOs")



Lot Consolidation and Project Phasing



Lot Consolidation Incentives

- The City Council held a Special Study Session on lot consolidation on June 26, 2024, and endorsed offering the following incentives:

Lot Consolidation Incentives
1. Waiver of Planning Division's Lot Merger Fee (\$675)
2. Expedited review of planning entitlement application – 90 days for residential projects with fewer than 75 units or for nonresidential projects measuring less than 50,000 square feet and 120 days for residential projects with 75 units or greater or for nonresidential projects measuring 50,000 square feet or greater
3. Reduction in required private outdoor space, up to a maximum of 25 percent beneath the minimum requirement
4. Allowance for up to 10 percent of all required off-street parking spaces to be converted to long-term bicycle and motorcycle parking spaces, rather than automobile off-street parking spaces
5. Allowance for up to 50 percent of all required off-street parking spaces to be compact parking spaces

Project Phasing Facilitation Measures

- The City Council held a Special Study Session on project phasing on June 26, 2024, and endorsed offering the following facilitation measures:

Project Phasing Facilitation Measures

1. An initial two-year duration for all planning entitlements for any phased project, rather than one year, except for projects approved subject to the Subdivision Map Act, which shall receive an initial three-year duration for all planning entitlements
2. The proportioning of impact fees by project phase, rather than paying all impact fees at the onset of the project

- Timelines imposed on projects that take advantage of project phasing:
 - Projects with two phases would have a maximum of six years to complete all phases
 - Projects with three or four phases would have a maximum of eight years to complete all phases
 - Projects with five or more phases would have a maximum of 10 years to complete all phases



Parking Regulations Amendments



Parking Regulations Amendments

Shared Parking Regulations

- Assembly Bill 894 required cities to allow entities with underutilized parking to share such parking with existing or future developments if those entities submit a shared parking agreement
- This means that a project under development could enter into a shared parking agreement with a neighboring entity that has surplus parking to fulfill the project's parking requirements, without constructing new parking onsite
- The proposed regulations include a procedure for reviewing and approving a shared parking agreement

Parking Regulations Amendments

Parking Requirements Within One-Half Mile of Public Transit

- To comply with State law (AB 2097), language is proposed to be added to the Off-Street Parking and Loading Facilities chapter to reflect the prohibition on requiring parking for new developments within one-half mile of public transit
- Event centers, hotels, motels, break and breakfast inns, or other transient lodging are excluded from this parking exemption
- Public transit is defined as a passenger train station or a ferry terminal

Parking Regulations Amendments

Commercial Parking Requirements

- The parking standard for restaurants is proposed to be reduced to one space per 100 square feet from the previous standard of one space per 100 square feet plus one space per three employees
- This standard was overly restrictive and posed issues with verification and monitoring
- One parking space per 100 square feet is the same standard as the cities of Benicia, Lafayette, and Concord
- The change is being proposed to ensure the parking requirement can be readily enforced by the City, and to maintain Martinez's competitiveness for attracting new restaurants



MEHKOs and CFOs



MEHKOs and CFOs

MEHKOs

- A MEHKO is a food facility that is operated by a resident in a private home
- Cooks prepare, cook, and serve food to consumers on the same day either through delivery, take-out, or dine-in the home
- MEHKOs are limited to selling no more than 30 meals per day and 90 meals per week, and no more than \$100,000 in gross annual sales
- MEHKOs are allowed to operate in jurisdictions where the County has opted into the law and has created a permitting structure – Contra Costa began issuing MEHKO permits on July 1, 2024
- To comply with State law, the City needs to update several requirements relating to Home Occupations so that MEHKOs are a permissible Home Occupation

MEHKOs and CFOs

CFOs

- Cottage food operations allow a home cook to prepare and sell a specific list of nonpotentially hazardous foods directly or indirectly to the consumer, such as dried fruits, seasonings, candies, honey, nuts, and vinegars
- Cottage food operations have been allowed pursuant State law which became effective on January 1, 2013
- CFOs are also limited in their annual sales – either \$75,000 or \$150,000, depending on the type of CFO permit
- To comply with State law, the City needs to update several requirements relating to Home Occupations so that CFOs, like MEHKOs, are a permissible Home Occupation

Recommendation

Conduct a public hearing and introduce an Ordinance, approving a Zoning Text Amendment by:

1. adding Chapters 22.58 (Lot Consolidation Incentives) and 22.59 (Project Phasing Facilitation Measures);
2. amending Chapter 22.36 (Off-Street Parking and Loading Facilities) to comply with Assembly Bill (“AB”) 894 regarding shared parking, to comply with AB 2097 regarding minimum parking requirements within one-half mile of public transit, and to update restaurant parking requirements; and
3. amending the definition of “Home Occupation” in Chapter 22.04 (Definitions) of the Martinez Municipal Code.

Thank You!



Questions?

Community & Recreation Services

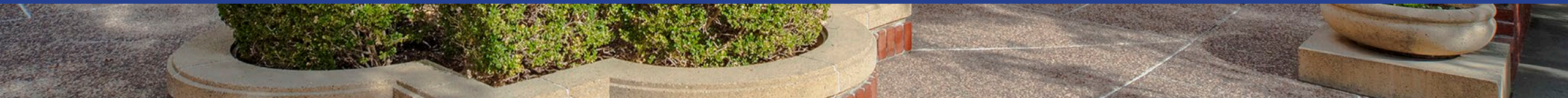




General Plan and Zoning Text Amendments – Development Incentives and Community Benefit Program, Exceptions, Height, Floor Area Ratio, and Accessory Dwelling Units

City Council

October 2, 2024



Proposed Scope of Work

1. Zoning Text Amendment to create new chapter for Exceptions
2. Zoning Text Amendment to revise residential building height standards
3. General Plan and Zoning Text Amendment to relocate Floor Area Ratio standards from the General Plan to the Zoning Ordinance
4. Zoning Text Amendments to permit Accessory Dwelling Units on religious institutional sites and clarify requirements of the Bonus Program
5. Zoning Text Amendment to create new chapter for Development Incentives and Community Benefits Program

Background (Why All the Amendments?)

The 2023-2031 Housing Element and 2024 Planning Division Work Plan both include several programs requiring updates to the General Plan 2035 and Municipal Code.

These programs include:

- 2023-2031 Housing Element
 - Program 11: Zoning Ordinance Amendments
 - Program 13: Adequate Sites for Lower Income Households
 - Program 15: Access to Opportunities, Density Bonus, and Incentives
- 2024 Planning Division Work Plan
 - Task 4: ADUs and Junior Accessory Dwelling Units (“JADUs”)
 - Task 15: Development Incentives

1. Exceptions

- Alternative pathway compared to variance/conditional use permit
- Administrative approval process
- Would allow the following minor development standard deviations:

Type of Exception	Maximum Deviation Permitted with Minor Exception
Required setbacks	Up to a maximum of 5 feet or 25 percent
Floor area ratio ("FAR")	Up to a maximum of 0.1 FAR or 500 square feet
Lot coverage	Up to a maximum of 10 percent or 500 square feet
Distance between structures	Up to a maximum of zero feet separation
Lot size, width or depth	Up to a maximum of 10 percent below
Sign size	Up to a maximum of 20 percent above
Building height	Up to five feet above the maximum permitted height
Fence or wall height	Up to a maximum of two feet above the existing limitation, and all portions of fence or wall taller than six feet must be lattice or similar open style of material

2. Residential Building Height

- Revise R-1.5, R-2.5, and R-3.5 zoning districts' height standards to be based on unit density
- Current:
 - R-1.5, R-2.5 and R-3.5: Two stories or a maximum of 25 feet
- Proposed (based on HCD's direction):
 - Up to 29.5 du/ac: Two stories or a maximum of 25 feet above the 100-year flood plain
 - 30.0 to 39.5 du/ac: Three stories or a maximum of 36 feet above the 100-year flood plain
 - 40.0 to 50.0 du/ac: Four stories or maximum of 48 feet above the 100-year flood plain
- Required by HCD as they identified height as an impediment to residential development.

3. FAR Regulations

- Before the adoption of General Plan 2035 in November 2022, no properties in the City were subject to FAR
- General Plan 2035 added FAR standards
- Propose to:
 - Relocate FAR standards from the General Plan to the Zoning Ordinance
 - Revise FAR standards to better equate with existing conditions

General Plan Designation	General Plan FAR	Comparable Zoning Classification	Proposed Zoning FAR
Residential Very High ("RVH")	0.25	R-1.5 Multifamily Residential District ("R-1.5")	2.0
Commercial Light Industrial ("CLI")	0.8	Light Industrial ("L-I")	2.0
Neighborhood Commercial ("NC")	0.5	Neighborhood Commercial ("NC")	1.5
Business Park and Office Professional ("BPO")	1.0	Professional and Administrative Office ("PA")	2.0

4. ADUs

1. Permit up to two ADUs on religious institutional facilities, similar to the City of Walnut Creek
2. Clarify requirements of the ADU Bonus Program



5. Development Incentives and Community Benefits Program



What is this about?

Allows developers to exceed certain development standards (such as height and setbacks) in exchange for community benefits, such as improvements that wouldn't otherwise be required, or payment of in-lieu fee.

Required to have a program, per our Housing Element for residential properties, but flexible how implemented.



Program Framework (how does this program work?)

- Program is voluntary
- Applies to multi-family, non-residential, and mixed-use projects
 - Excluding open space, agricultural, civic, and government facilities
- Create new “bonus” tier for development standards only available to projects opting into the program:
 - Height and Stories
 - Setbacks
 - Floor Area Ratio
 - Lot Coverage
 - Private Outdoor Space
 - Parking Requirements (for residential projects)

Zoning District	Height	Setbacks	FAR	Lot Coverage	Outdoor Space	Parking
R-1.5	Up to 29.5 du/ac: Two stories or a maximum of 25 feet	Front: 10' Rear: 25'	2.0	40%	400 sf per unit	Chpt. 22.36
<u>R-1.5 (with Development Incentive)</u>	<u>Up to 29.5 du/ac: Three stories or a maximum of 37 feet</u>	Front: <u>0'</u> Rear: <u>15'</u>	<u>2.5</u>	<u>50%</u>	<u>100 sf per unit</u>	<u>SDBL Standards</u>

Program Framework (how does this program work?)

- Applicants would have the opportunity to select which of the individual development incentives they would like to use
- Based on the **quantity** of the requests, a corresponding number of community benefits will need to be provided at a **1:1 ratio**
- **Example:**
 - Applicant requests **3 development incentives:**
 1. Height and story increase
 2. Setback reduction
 3. Floor Area Ratio increase
 - Applicant must provide equivalent of **3 community benefits**

Community Benefits (what's it cost to applicants?)

Contribution to City Funded-Programs	On-Site Benefits	Off-Site Benefits	Flexible Benefits
5% of construction valuation as payment into City funding program	3% of construction valuation incorporated as project feature: <ol style="list-style-type: none"> 1. Historic rehabilitation 2. Sustainability Certification 3. Public open space 4. Public parking 5. Trail or open space easements 6. Public art 7. Universal design 	3% of construction valuation incorporated as non-project feature: <ol style="list-style-type: none"> 1. Right-of-way improvements 2. Façade improvements 3. Utility undergrounding 	Other potential community benefits not provided in the standard menu of options: <ul style="list-style-type: none"> • Tied to construction valuation • Requires more rigorous approvals

Development Incentives in Action

1

Assumptions

Wants to opt into program for use of the following development incentives:

- 1) Height
- 2) Setbacks
- 3) FAR

2

Request #1: Height

Applicant reviews community benefit menu and elects to provide 3% construction valuation for an on-site improvement.

3

Request #2: Setbacks

Applicant reviews community benefit menu and elects to provide 3% construction valuation for an on-site improvement.

4

Request #3: FAR

Applicant reviews community benefit menu and elects to provide 5% construction valuation as contribution to City's Affordable Housing Fund.

5

Summary

City determines construction valuation.

Applicant provides 6% construction valuation as an on-site improvement.

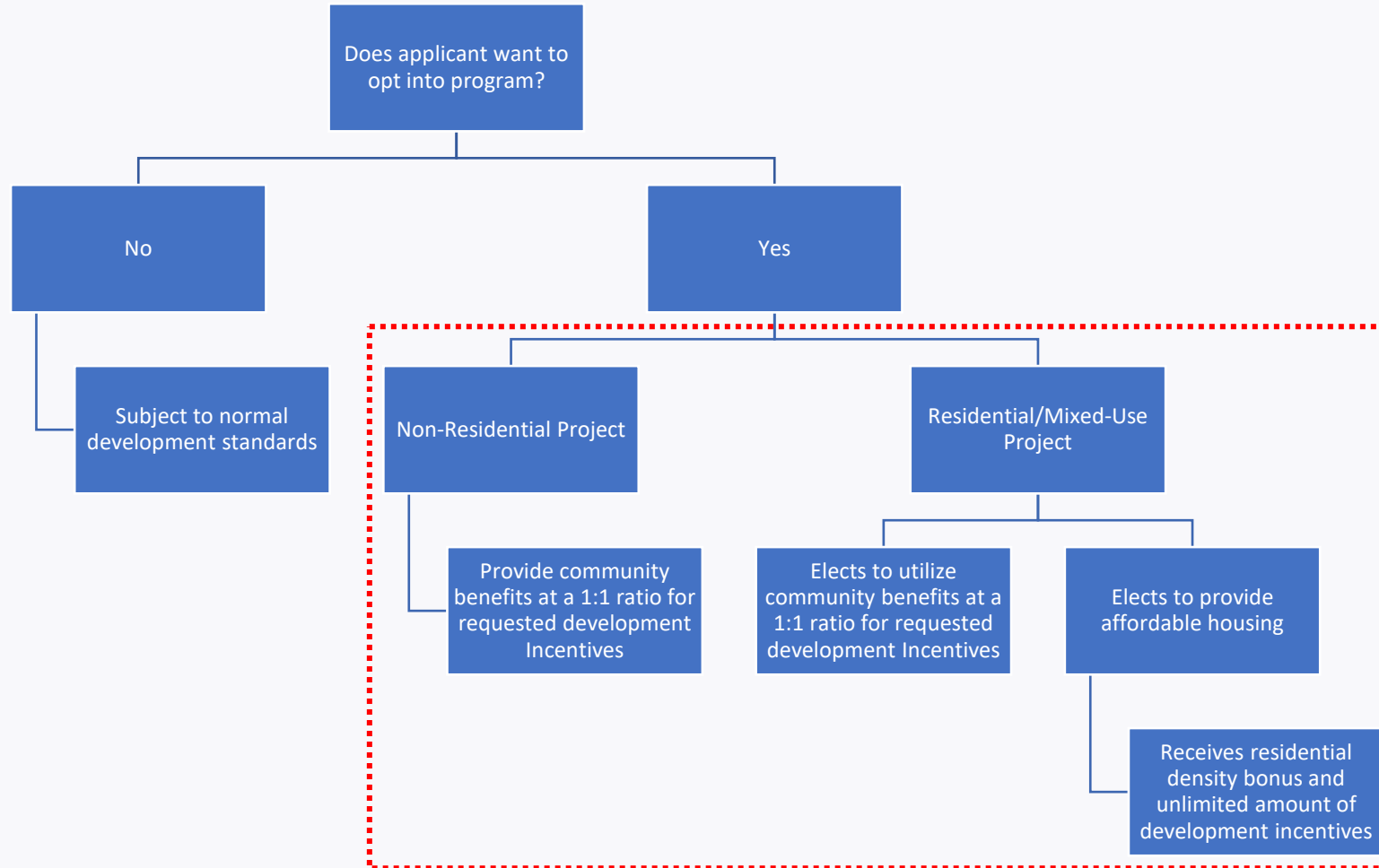
Provides 5% as cash towards City's Affordable Housing Fund.

Incentivize Affordable Housing through Density Bonus

Affordable Requirement	Density Bonus	Development Incentives
10% Moderate	10%	Unlimited credits
20% Moderate	20%	
5% Very-Low	25%	
10% Low	25%	
30% Moderate	30%	
10% Very-Low	35%	
20% Low	40%	
15% Very-Low	55%	
24% Low	55%	

- Automatically awarded residential density bonus and set amount of development incentives
- Affordable housing projects meeting minimum envisioned density and affordability at Housing Element Opportunity Sites have access to all development incentives

Program Flow Chart



Process (how will this work in the entitlement process?)

- Requested development incentives and community benefits to be approved by respective review authority
- Flexible benefits require City Council approval
- Fees paid prior to issuance of a Building Permit
- Waiver of rights to State Density Bonus Law

Recommendation

Conduct a public hearing, waive the reading, and introduce an Ordinance approving:

1. General Plan Amendment to amend the General Plan 2035 to relocate the Floor Area Ratio standards from the General Plan to the Zoning Ordinance and
2. Zoning Text Amendment to amend the Martinez Municipal Code (“MMC”) by establishing new and amending existing regulations by
 - a. adding Chapter 22.45 (Exceptions);
 - b. adding Chapter 22.81 (Development Incentives and Community Benefits Program); and
 - c. amending Chapters 22.04 (Definitions), 22.10 (Agricultural Districts), 22.12 (Residential Districts), 22.14 (PA Professional and Administrative Districts); 22.15 (Site Development Regulations), 22.16 (Commercial Districts), 22.17 (Affordable Housing Overlay District), 22.18 (Industrial Districts), 22.19 (Civic District), 22.20 (GF Government Facilities Districts), 22.22 (RI Recreational Facilities Districts), 22.23 (Downtown Shoreline District), 22.29 (Alhambra Valley District), 22.36 (Off-Street Parking and Loading Facilities), and 22.43 (Accessory Dwelling Units and Junior Accessory Dwelling Units) by:

Recommendation (continued)

- i. adding definitions for “Community Benefit,” “Development Incentive”, and “Flexible Community Benefit;”
- ii. updating the development standards (such as density, height and stories, setbacks, floor area ratio, lot coverage, and private outdoor space) to comply with the aforementioned new Chapters;
- iii. updating the permitted height to comply with the 2023-2031 Housing Element;
- iv. adding Floor Area Ratio requirements; clarifying the ADU Bonus Program;
- v. permitting Accessory Dwelling Units on properties with religious institutions; and
- vi. other minor amendments.



Thank you!

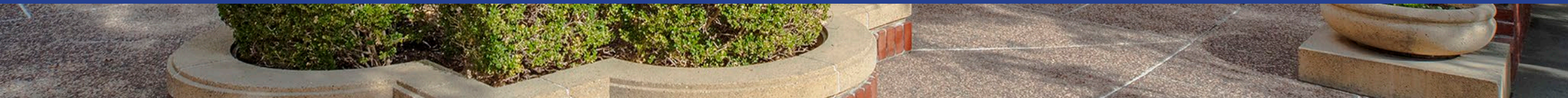




Downtown Parking Infrastructure and Rates Workshop

City Council

October 2, 2024





Background



Downtown Parking Study

Numerous previous parking studies.

The City conducted a Downtown Parking Study in 2022.

The study suggests Martinez has enough parking capacity but needs to implement strategies to rebalance demand along certain streets.

Three of the study's key recommendations were to:

1. Adjust parking rates and limits along the most popular streets in Downtown;
2. Deploy innovative technologies as the City replaces its parking meters; and
3. Improve parking wayfinding to guide drivers to "right-fit" parking options.

MTC Parking Grant

To fund the implementation of these goals, the City applied for a grant from the Metropolitan Transportation Commission (“MTC”).

The City was awarded a total grant amount of \$1,269,000 along with \$164,541 of matching funds.

Because of MTC grant requirements, any parking infrastructure funded by this grant must be American-made.

The City’s grant application committed the City to using the funds to implement a comprehensive update to the downtown parking payment infrastructure, including updates to wayfinding signage.

Recent State Legislation

AB 413

- Approved October 10, 2023
- Requires "daylighting" near crosswalks
- Prohibits parking within 20 feet of any marked or unmarked crosswalk for pedestrian safety reasons
- Reduce parking capacity in the downtown

AB 2097

- Approved September 22, 2022
- Parking not required when a residential, commercial, or other development project is located within one half mile of public transit
- Parking may be required for event centers, hotels, motels, bed and breakfast inns, or other transient lodging



Parking Infrastructure



Parking Technology Options

- There are three main options for updating the parking technology the City uses, each offering different pros and cons:



Parking Kiosks



Updated Parking Meters



ParkMobile

Parking Kiosks

Pros:

- Reduces the amount of infrastructure the City must maintain, reducing costs.
- Allows innovative payment options like adding time to your meter through your phone (not to exceed time limits).
- Increases parking meter revenue by increasing compliance, such as providing more payment options, typically resulting in a revenue increase between 30 and 100 percent as experienced by cities like Fresno and Sacramento.
- Reduces sidewalk obstructions and increases sidewalk area for other uses.
- Allows for changing of parking rates remotely and by individual kiosk, allowing for dynamic pricing.
- Integrates with text-to-pay, increasing compliance.
- Includes technology to allow waiving parking fees for a designated time (i.e., first hour free).

Cons:

- Increases software costs. Parking kiosks require subscription management software, costing approximately \$2,000 per month plus \$55 per kiosk per month.
- Requires users to potentially walk up to half a block to reach a pay station, as kiosks are typically installed mid-block.
- Users may need to wait in line for centralized meter if congestion in the downtown increases.
- Equipment failure would result in substantial revenue loss compared to an individual malfunctioning meter.
- Requires technology upgrades to the existing police vehicles to enforce parking, which can no longer be efficiently enforced by foot patrol.
- Pay stations subject to vandalism that can result in more significant impact to operations than damage to a single meter.

Updated Parking Meters

Pros:

- Increases revenue by accepting payment by credit card and phone, increasing compliance.
- Provides real-time usage data to aid with enforcement.
- Reduces installation costs as the City can repurpose existing meter poles with newer meters.
- Integrates with text-to-pay, increasing revenue by increasing compliance.
- Allows for a simple enforcement process by observing unpaid meters with vehicles.
- Impacts to or failure of an individual meter only impacts revenue collection for that space.

Cons:

- Does not provide a substantial improvement to the user experience, as the City's meters already accept credit cards (though not phone payments).
- Provides possibility for increased revenue through better enforcement with the use of the sensor technology. However, usage sensors require subscription software, increasing monthly expenses. Sensors also add additional infrastructure, increasing maintenance costs.
- Obstructs the sidewalk.
- Attracts vandalism.

ParkMobile

Pros:

- Reduces the City's parking infrastructure maintenance costs dramatically by eliminating physical parking meter infrastructure. All necessary informational signage is also provided by ParkMobile and replaced for free as necessary.
- Recovers real estate in the right-of-way by removing all physical parking meter infrastructure, improving the appearance of the streetscape.
- Increases compliance by offering text-to-pay.
- Offers an alternative way to pay even with kiosks or meters present, as ParkMobile can also be used as an "overlay" with other parking technologies.

Cons:

- Requires technology upgrades to the existing police vehicles to enforce parking, which can no longer be efficiently enforced by foot patrol.
- Increases the cost to the public marginally, as ParkMobile imposes a 40 cents per transaction charge on all parking payments.
- Lacks physical payment infrastructure, potentially posing compliance concerns (though 97 percent of U.S. adults own a mobile phone).
- Poses potential aesthetic issues with posting of signs throughout the parking area.



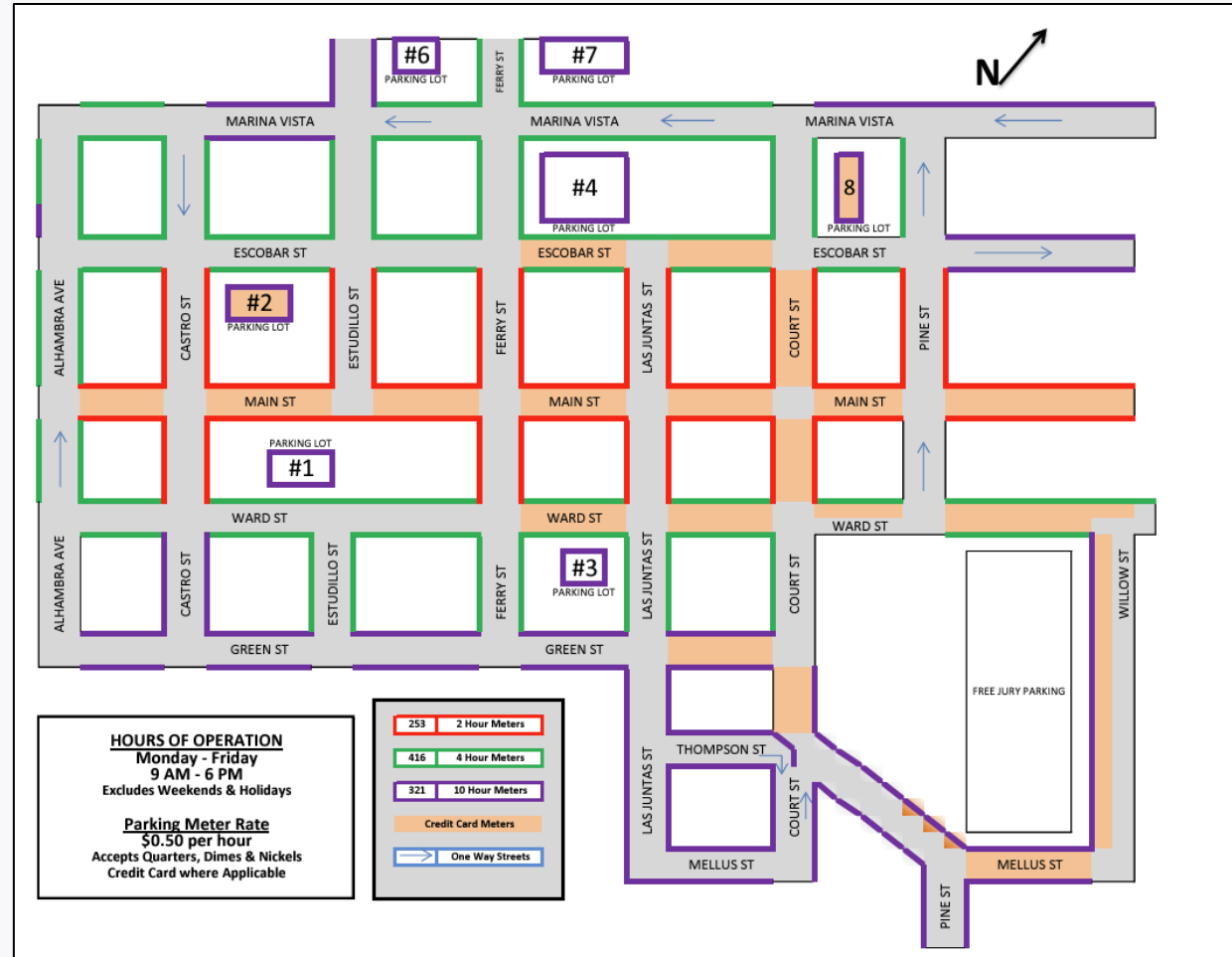
Parking Rates



Parking Rates

- Martinez has two-hour, four-hour, and 10-hour paid parking zones.
- Uniform rate of 50 cents per hour.
- Enforced Monday through Friday, 9:00 A.M. to 6:00 P.M.
- Rates for two-hour and four-hour meters were last updated in 1999, when rates were raised from 10 cents per hour to 50 cents per hour.
- Rates were last updated in 2013, when the rates for 10-hour meters were raised from 25 cents per hour to 50 cents per hour, matching the rates for two-hour and four-hour meters.

Parking Rates



Parking Rates

Jurisdiction	On-Street Rate	Off-Street Rate	Meter Hours
Martinez	\$0.50/hr.	\$0.50/hr.	9:00 A.M.-6:00 P.M., Monday-Friday
Walnut Creek	\$2.00/hr. for up to 3 hours in downtown core \$1.00/hr. for up to 10 hours in surrounding areas	\$1.25/hr.	10:00 A.M.-8:00 P.M., Monday-Sunday
San Rafael	\$1.50/hr.	\$1.00/hr. (garages), \$0.75/hr. (lots)	8:00 A.M.-6:00 P.M., Monday-Saturday
Lafayette	\$2.00/hr.*	Ranges from free to \$6.00/day	9:00 A.M.-6:00 P.M., Monday-Saturday
Sacramento	\$1.75/hr. (short term), \$3 or \$6 for 10 hrs. (long-term, based on zone)	\$1.25/hr. (generally)	8:00 A.M.-6:00 P.M., Monday-Saturday (later for downtown areas)
Redwood City	\$1.00/hr. (downtown core), \$0.50/hr. (periphery)	\$1.50/hr. for first 1-2 hours, then \$2.00/hr. (generally)	8:00 A.M.-8:00 P.M., Monday-Saturday

Jurisdictions with No Parking Fees

Staff also looked at the following jurisdictions, which have no paid public parking facilities:

- Concord
- Hercules
- Pittsburg
- Pleasant Hill
- Benicia

Parking Rates

Martinez's parking rates differ from neighboring and comparable jurisdictions in several important ways:

1. Parking rates between on-street spaces and off-street spaces are not differentiated (generally, off-street parking is less expensive than on-street parking in other jurisdictions);
2. At 50 cents per hour, parking costs half as much (or less) than in neighboring jurisdictions; and
3. Martinez does not enforce paid parking on Saturday, when most other jurisdictions do (and some enforce seven days a week)

Parking Goals

The choice of parking technology depends on the primary goals the City Council wishes to achieve with this project, which may include:

- Decreased maintenance;
- Improved streetscape appearance;
- Real-time data collection;
- Enhanced user experience;
- Improved compliance and turnover;
- Increased revenue collection;
- Increased enforcement efficiency;
- Innovation and future-proofing;
- Flexibility and scalability; and/or
- Other priority?

Parking Update: Questions

1. What are your top three goals for the parking update project?
2. What additional information is needed regarding the technology options?
3. What additional information is needed regarding the potential parking rate changes?

Parking Update: Next Steps

Based on today's feedback, City staff will work on developing specific technology scenarios, supplemented by maps and cost/revenue analyses.

City staff will also develop a proposal for a potential update to the parking meter rates.

City staff will share the options with Downtown Martinez & Co., the Chamber of Commerce, and downtown businesses and property owners before bringing it back to the City Council for review at a future meeting.

Staff is also working with the GNU Group to develop a wayfinding sign program for the downtown.



Questions?

