



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
March 19, 2014**

TO: Mayor and City Council
FROM: Anna Gwyn Simpson, Interim City Manager
SUBJECT: Northern Waterfront Initiative Resolution of Support
DATE: March 12, 2014

RECOMMENDATION:

Adopt a resolution supporting the efforts of the Northern Waterfront Initiative, and direct the Interim City Manager to assign staff to continue participation in the regional collaborative work group.

BACKGROUND:

In early 2013, the Contra Costa Board of Supervisors launched an initiative and commissioned a study to examine the current and future economic prospects of the Northern Waterfront, the 55 miles of shoreline stretching from Hercules to Oakley. The Northern Waterfront region is home to 60% of the industrial designated land in Contra Costa County. Approximately 26% of the Northern Waterfront region is designated for industrial uses and approximately 35% of the area is protected open space, wildlife preserves, and park land.

A group of stakeholders from the public and private sectors representing the Northern Waterfront have been meeting regularly to provide input, exchange ideas, and discuss the emerging trends and issues affecting the waterfront with a focus on opportunities to attract companies from emerging and growth industries. Staff has been participating in this collaborative work group that includes representatives from the County and the other five cities along the Northern Waterfront. The Work Group formulated a Request for Proposal and participated in the interview process to engage a consultant that prepared a market assessment, opportunities and constraints analysis, and a goods movement overview.

On January 10, 2014, the Contra Costa County Board of Supervisors and EC2 hosted a forum to discuss the final report and promote the economic revitalization of the Northern Waterfront. The forum was well received and attended by approximately 375 people representing residents, public agencies, and private companies. The final report was distributed and balanced discussions were held regarding the finding. While Martinez does not have many sites available for new industrial growth, the existing industries along the Martinez waterfront are an important component of the analysis and Martinez plays an important role as part of a comprehensive regional approach.

To continue the efforts of this initiative, the County and all six of the cities along the Northern Waterfront are considering similar resolutions to carry on this work to develop a framework for strategic actions and an implementation plan to transform the Northern Waterfront into a 21st century economic asset.

FISCAL IMPACT:

There is no fiscal impact associated with this action.

ACTION:

Motion adopting a resolution supporting the efforts of the Northern Waterfront Initiative, and direct the Interim City Manager to assign staff to continue participation in the regional collaborative work group.

Attachment: Resolution

RESOLUTION NO. -14

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARTINEZ IN
SUPPORTING CONTINUING REGIONAL COLLABORATION EFFORTS ON THE
NORTHERN WATERFRONT ECONOMIC DEVELOPMENT INITIATIVE

WHEREAS, the Northern Waterfront region covers approximately 50-miles of shoreline from Hercules to Oakley; and

WHEREAS, the Northern Waterfront region is home to 60% of the industrial designated land in Contra Costa County; and

WHEREAS, approximately 26% of the Northern Waterfront region is designated for industrial uses and approximately 35% of the area is protected open space, wildlife preserves, and park land; and

WHEREAS, the Northern Waterfront enjoys several key assets, including: vacant and under-utilized designated heavy industrial parcels; rail-served by two class 1 railroads; deepwater wharfs; and water and energy sources; and

WHEREAS, a Northern Waterfront Work Group was established, comprised of appointed representatives from the County and the six (6) cities within the Northern Waterfront region to provide input and advice for the study effort; and

WHEREAS, the Northern Waterfront Work Group, in a collaborative effort, developed a survey questionnaire to gain a better understanding of industry's needs, along with current issues and emerging trends affecting industrial development in the Northern Waterfront region; formulated a Request for Proposal and participated in the interviewing process to engage a consultant to prepare a market assessment, opportunities/constraints analysis, and goods movement overview; and, reviewed Northern Waterfront Atlas materials and consulting technical memos; and

WHEREAS, the Northern Waterfront Work Group consisting of the six (6) cities and the County worked collaboratively to develop information to be shared at the January 10, 2014, Northern Waterfront Forum; and

WHEREAS, the January 10th Northern Waterfront Forum was well received and attended by approximately 375 people representing residents, public agencies, and private companies where information was distributed and balanced discussions were held.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Martinez that the City of Martinez will continue to participate in a regional collaborative effort with Contra Costa County, and the Cities of Hercules, Concord, Pittsburg, Antioch, and Oakley in the Northern Waterfront Work Group to revitalize the Northern Waterfront region by providing information and assistance, as deemed appropriate by the Interim City Manager, to develop a framework for strategic actions and an implementation plan to transform the Northern Waterfront into a 21st century economic asset.

* * * * *

I HEREBY CERTIFY that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 19th day of March, 2014, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK
CITY OF MARTINEZ