



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
July, 16, 2014**

TO: Mayor and City Council
FROM: Anna Gwynn Simpson, Interim City Manager
PREPARED BY: Dina Tasini, Planning Manager
SUBJECT: Submittal of a Grant Proposal to Contra Costa Transportation Authority to complete a Marketing and Fiscal Analysis of the Priority Development Area
DATE: July 9, 2014

RECOMMENDATION:

Adopt a resolution supporting the submittal of a grant proposal to Contra Costa Transportation Authority to complete a marketing and fiscal analysis of the Priority Development Area (PDA).

BACKGROUND:

In response to a funding opportunity from Contra Costa Transportation Authority (CCTA), staff is preparing an application to complete our analysis of the Priority Development Area (PDA) to study the existing uses and structures demographics, market demand, fiscal constraints and land use alternatives within the PDA.

The Downtown Specific Plan was adopted in 2006 and subsequently the PDA was designated in 2007. Since the adoption of the Downtown Specific Plan and the designation of a PDA, staff has initiated and completed both the Downtown Martinez Community Based Transportation Plan (2009) and The Downtown Infrastructure Plan (2011). Staff continues to envision the revitalization of Martinez, but still needs assistance in identifying existing conditions and collecting data to understand the barriers to development.

The availability of funding to further study the PDA provides staff with an opportunity to identify the socioeconomic conditions in the area by conducting a market and fiscal analysis of the PDA. Additional analysis provides the City with information to begin assisting in the marketing of available properties for development of both residential and commercial properties within the PDA and to gather information regarding viable financing options for development.

Staff will submit a grant application for a total of \$200,000 to complete the study and any required CEQA analysis. The grant does require an 11.47 percent match that could be fulfilled through an in-kind match of staff time. Once awarded staff will return with an award letter.

FISCAL IMPACT:

No fiscal impact is anticipated to the General Fund, as all staff time that would be associated with this program is already allocated in the budget.

ACTION:

Motion adopting a resolution supporting the submittal of a grant proposal to Contra Costa Transportation Authority to complete a marketing and fiscal analysis of the Priority Development Area (PDA).

Attachment:
Resolution

APPROVED BY: 
Interim City Manager

RESOLUTION NO. -14

**SUPPORTING THE SUBMITTAL OF A GRANT PROPOSAL TO CONTRA COSTA
TRANSPORTATION AUTHORITY TO COMPLETE A MARKETING AND FISCAL
ANALYSIS OF THE PRIORITY DEVELOPMENT AREA**

WHEREAS, on July 24, 2006, the Council adopted the Downtown Specific Plan; and

WHEREAS, the Downtown Specific Plan Area was designated a Priority Development Area (PDA) in 2007; and

WHEREAS, the Downtown Martinez Community Based Transportation Plan was completed in 2009 and the Downtown Infrastructure Planning and Design Study was completed in 2011; and

WHEREAS, the Metropolitan Transportation Commission(MTC) has allocated \$2,745,000 in federal Surface Transportation Program (STP) funds to Contra Costa Transportation Authority (CCTA) to assist local jurisdictions to plan and implement their PDAs. The funds will be available for a period of three years; and

WHEREAS, the City of Martinez desires to study, develop and market activity within the PDA. It is deemed in the best interest of the public and the City to submit a grant application for an estimated \$200,000 to complete the study and any required CEQA review; and

WHEREAS, upon award, staff will return to City Council for acceptance of the grant funding and allocation of the required local match.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Martinez supports the submittal of a grant proposal by City Staff to CCTA for the completion of a market and fiscal analysis of the PDA and directs the City Manager or designee to sign applications and submittal letters.

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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 16th day of July, 2014, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK
CITY OF MARTINEZ