



**CITY OF MARTINEZ**

**CITY COUNCIL AGENDA  
June 20, 2007**

**TO:** Mayor and City Council  
**FROM:** Albert Lopez, Deputy Community Development Director  
**SUBJECT:** Application for Priority Development Area Designation  
**DATE:** June 11, 2007

**RECOMMENDATION:**

Adopt resolution authorizing submittal of application to ABAG for FOCUS program designating the Downtown Martinez Intermodal Station Area as a Priority Development Area.

**BACKGROUND:**

The attached report and resolution are presented to the City Council as an opportunity for Martinez to receive special designation as a Priority Development Area (PDA), laying the groundwork for future funding opportunities made available at the regional level. A new program, Focusing Our Vision (FOCUS) is a multi-agency, regional planning initiative spearheaded by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) in coordination with the Bay Area Air Quality Management District (BAAQMD) and Bay Conservation and Development Commission (BCDC). It builds upon regionally adopted smart growth policies and related programs and is one of several projects funded by the State's Regional Blueprint Planning Program. Regional agencies, working with local governments and partners, will create a specific and shared concept of where growth can be accommodated and what areas need protection in the region.

Designation of an area in Martinez as a PDA supports a regional effort to focus the region's growth and identify opportunities for mixed use, infill development near transit and job centers, with an emphasis on housing. Although not yet available, future funding opportunities and incentives to advance smart growth goals are forthcoming with regional entities such as ABAG and MTC taking the lead to promote selected communities and their projects. Examples of such support include MTC's Transportation for Livable Communities grants and State level funds, such as Propositions 1C and 84. With a PDA designation, the City of Martinez will have an advantage competing for these future funds.

Downtown Martinez and the recently adopted Downtown Specific Plan is a natural fit to become designated a PDA since that effort involved the community in developing a vision for Downtown Martinez as a mixed use, walkable and transit oriented downtown. It is the essence of the FOCUS program to have a well planned and transit oriented community plan. Specifically, the new land uses within ¼ mile around the Martinez Intermodal Station Area were planned for

higher density housing and mixed use, placing the City in a good position to receive the designation, and have an advantage in seeking future incentives for building infrastructure, housing and transit improvements to implement the FOCUS vision.

Although the exact nature and amount of incentives and funding are not known at this time, the designation assures the City will be poised to respond to notices of funding at the time they do become available.

Attached is a resolution requested from the FOCUS program, demonstrating the City's commitment to implementing the vision of the Downtown Specific Plan and the area around the Intermodal Station as a Priority Development Area.

**FISCAL IMPACT:**

None

**ACTION:**

Adopt resolution

**ATTACHMENTS:**

1. FOCUS program description
2. Draft Resolution
3. Draft Designation Application

**APPROVED BY:**



City Manager

**APPROVED BY:**



Department Head

# FOCUS

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## SAN FRANCISCO BAY AREA VISION

In 2002, regional agencies, local governments, and community groups in the San Francisco Bay Area created a Vision for the region to collaboratively address housing and traffic problems while improving the quality of life for all residents. The aim of the Vision is to concentrate future growth near transit and in the existing communities that surround the San Francisco Bay, enhancing existing neighborhoods and providing housing and transportation choices for all residents.

## FOCUSING OUR VISION (FOCUS)

FOCUS, short for the *Focusing Our Vision* initiative, advances the Vision. FOCUS is a regional planning initiative spearheaded by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC), in coordination with the Bay Area Air Quality Management District (BAAQMD) and the Bay Conservation and Development Commission (BCDC). It is partially funded by a Blueprint Grant from the State of California Business, Transportation, and Housing Agency.

The goals of FOCUS are to:

- Strengthen and support existing communities
- Create compact communities with a diversity of housing, jobs, activities, and services to meet the daily needs of residents
- Increase housing choices
- Improve housing affordability
- Increase transportation efficiency and choices
- Protect and steward natural habitat, open space, and agricultural land
- Improve social and economic equity
- Promote economic and fiscal health
- Conserve resources, promote sustainability, and improve environmental quality
- Protect public health and safety.

## VOLUNTARY PROCESS FOR WILLING JURISDICTIONS

In the FOCUS process, regional agencies are working together with local governments to create a specific and shared concept of where growth can best be accommodated and what areas need protection in the region. Local and regional partners will identify areas that are priorities for development and conservation and work to direct existing and future incentives to these areas. Interested local governments will have the option to apply to the regional agencies for Priority Development and Conservation Area designations. Only willing jurisdictions will receive priority area designations.

## PLATFORM FOR REGIONAL ENGAGEMENT

FOCUS serves as a platform for engaging San Francisco Bay Area local governments and stakeholders in a regional dialogue around accommodating growth and protecting natural areas. The FOCUS Technical Advisory Committee serves as the key forum supporting this regional dialogue. The Committee is comprised of representatives for each of the region's nine counties from cities and counties and stakeholder groups representing affordable housing, economic development, the environment, environmental justice, social equity, and transportation interests. Regional agencies have also held a stakeholder conference, a series of county-wide local government forums, and made presentations to a variety of interest groups. More venues for engaging the region's diverse groups will be sought and established as agreements on regional priorities take shape.

## DESIGNATION OF PRIORITY DEVELOPMENT AREAS

All local governments are invited to participate in the FOCUS process and apply to designate Priority Development Areas. An open application process will allow each jurisdiction to nominate areas that fit at least three basic criteria: 1) areas within an existing community, 2) areas near existing or planned fixed transit or served by comparable bus capacity, and 3) areas planned or in the planning process for more housing.

Applications will be available on regional agencies' websites beginning April 19, 2007. The submission deadline for the first round of applications is June 29, 2007.

After all applications are received, local and regional staff will review the development vision for these areas and ensure that the basic criteria are met. The Priority Development Areas will be presented to the ABAG General Assembly for adoption on October 26, 2007.

## DESIGNATION OF PRIORITY CONSERVATION AREAS

Regional agencies are working with the Green Vision group, a coalition of regional and local open space organizations, to identify areas that are priorities for conservation efforts. FOCUS will collaborate with local governments to determine Priority Conservation Areas, based upon local plans and the results of the Green Vision project. All local governments interested in having Priority Conservation Area Designations will have the option of applying at a later date.

## INCENTIVES

Regional agencies are working to align many existing and future financial incentives for local governments that have designated priority areas. Potential sources include future funding from MTC's Transportation for Livable Communities and Housing Incentive Program, as well as additional discretionary transportation funds from MTC's Regional Transportation Plan 2009 Update. The State is also considering aligning funding from the recently passed housing and resource bonds to regional priorities, potentially including FOCUS priority areas.

## LONG-TERM REGIONAL STRATEGY

FOCUS is a long-term strategy, and new sources of incentives are likely to arise in the future that will be available to Priority Development and Conservation Areas. The intention of FOCUS is to target areas for development and conservation incentives for the next few decades. If a city does not receive incentives in the first round, it will remain eligible for future rounds of funding as available. There will also be opportunities for other cities to apply for priority area designations if they do not participate in the first round of applications.

## ADDITIONAL ASSISTANCE

Priority areas will also be focal points for regional agency efforts. Regional agencies will offer services to assist local governments with priority area planning and development activities. These services will include technical and outreach assistance, networking assistance, and best practices information.

[www.bayareavision.org/focus](http://www.bayareavision.org/focus)  
510.464.7994



*FOCUS is a regional planning initiative spearheaded by the Association of Bay Area Governments and the Metropolitan Transportation Commission, in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a Blueprint Grant from the State of California Business, Transportation, and Housing Agency.*

RESOLUTION NO. -07

RESOLUTION AUTHORIZING SUBMITTAL OF APPLICATION TO FOCUS PROGRAM  
DESIGNATING THE DOWNTOWN MARTINEZ INTERMODAL STATION AREA A  
PRIORITY DEVELOPMENT AREA

**WHEREAS**, the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and Bay Conservation and Development Commission (collectively, the "regional agencies") are undertaking a regional planning initiative called FOCUS; and

**WHEREAS**, FOCUS program goals support a future regional development pattern that is compact and connected; and

**WHEREAS**, the regional agencies seek local government partners to create a specific and shared concept of where growth can be accommodated (priority development area) and what areas need protection (priority conservation area) in the region; and

**WHEREAS**, a priority development area must meet all of the following criteria: (a) within an existing community, (b) near existing or planned fixed transit (or served by comparable bus service) and (c) is planned, or is planning, for more housing; and

**WHEREAS**, local governments in the nine county San Francisco Bay Area are eligible to apply for designation of an area within their community as a priority development area; and

**WHEREAS**, the regional agencies are committed to securing incentives and providing technical assistance to designated priority development areas so that positive change can be achieved in communities working to advance focused growth.

**NOW THEREFORE BE IT RESOLVED**, the City Council of the City of Martinez authorizes submitting an application to designate the Downtown Martinez Intermodal Station within the City of Martinez a priority development area.

\* \* \* \* \*

**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 20<sup>th</sup> day of June, 2007 by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK  
CITY OF MARTINEZ

Enter information in the spaces provided. E-mail this completed application form and attachments requested in this application form to [FOCUS@abag.ca.gov](mailto:FOCUS@abag.ca.gov) by Friday, June 29, 2007.

<b>Part 1 - APPLICANT INFORMATION &amp; AREA DETAILS</b>	
<i>Attach</i> resolution showing local support for involvement in FOCUS	
a. Lead Applicant -City/County	City of Martinez
Contact Person	Albert Lopez
Title	Deputy Community Development Director
Department	Community Development
Street Address	525 Henrietta Street
City	Martinez
Zip Code	94553
Phone Number	(925) 372-3534
Fax Number	(925) 372-0257
Email	alopez@cityofmartinez.org
b. Area Name and Location	Downtown Martinez Intermodal District
c. Area Size <i>(recommended minimum acreage = 100)</i>	110 acres- 1/4 mile from Intermodal, not including area north of railroad tracks (not zoned residential as part of 2006 Downtown Martinez Specific Plan)
d. Public Transit Serving the Area	Amtrak, Capital Corridor, Bus.

<b>Part 2 – AREA INFORMATION</b>		
	CURRENT CONDITIONS	FUTURE GOAL (Horizon Year: 2035)
a. Types of Zoning in Priority Area (land uses and densities)	Mixed Use, High Density Residential (to 43 units per acre), Commercial	Same
b. Total Housing Units (Best Estimate)	430	930
c. Total Jobs (Best Estimate)	250	500

<b>Part 3 – ADDITIONAL AREA INFORMATION</b>		
	Yes	No
a. Is the proposed priority area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the priority area? Note: If yes, please <u>attach</u> brief list of individual planning efforts and date completed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

#### Part 4 – MAP OF PRIORITY DEVELOPMENT AREA

Attach a map showing the proposed boundaries of the potential priority area and any other relevant information for land uses, transit, etc. Photos of current conditions in the priority area are optional.

#### Part 5 – NARRATIVE

*Type below or attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.*

- What is the overall vision for this area?
- What has to occur in order to fully realize this vision? What has occurred there recently (past 5 years)? Describe relevant planning processes, and how the needs of community members were addressed.
- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

The overall vision for the project area was recently formalized in the adoption of the Downtown Martinez Specific Plan, a plan that seeks to revitalize Downtown Martinez by encouraging more mixed use development using the principles of "Smart Growth". Martinez has been struggling with a sagging downtown for decades, and the adopted plan identifies the need for a consumer base in the downtown to attract additional retail, luring additional residents and visitors to visit, shop, eat and recreate in Downtown Martinez. The provision of new housing units is the main vehicle to attract additional downtown residents, as well as providing more cultural activities, development of the Martinez Marina, and the proximity to regional transit.

The adoption process was a full planning exercise involving a myriad of interest groups, sometimes putting at odds those wanting more controlled growth with those wanting to see more change at a faster pace. Most of the concern was the perceived threat to existing historic buildings and architectural resources, as those are qualities most agree is the attraction of Downtown Martinez. The needs of community members were addressed through discussion and deliberation at lengthy Planning Commission and City Council public hearings, where all voices were heard and considered. Ultimately, the plan was approved unanimously by the City Council in June of 2006. The plan included a full environmental impact report as required by CEQA, identifying all environmental impacts. Overall, the Specific Plan made possible the construction of 700 additional dwelling units.

Since the adoption of the Downtown Specific Plan there have been several projects proposed, including a four-story mixed use building with ground level retail and residential units above. Also, an eight unit townhome project was approved and is currently under construction. Generally, interest in the downtown area has increased since the adoption of the Specific Plan, and notwithstanding the current downturn in the home buying market, city leaders are optimistic that this interest will continue and lead to more units being constructed in the downtown core. As the market improves, the City anticipates the larger available sites to become "in play".

As a mid-ring suburb of the larger Oakland-San Francisco bay area, Martinez can be a leader in the creation of transit villages and walkable downtowns with nearby transit, emerge as a shining example of "Smart Growth", and influence new residents and future elected officials in seeing the benefits of creating a human scaled downtown with access to goods, services and employment centers.

**Part 6 – POTENTIAL ASSISTANCE REQUESTED (check all that apply)**

Note: Assistance is not being offered at this time. This information will aid the development of a tools and incentives package for designated areas.

TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS*
<input checked="" type="checkbox"/> Assistance with policies to implement existing plan <input checked="" type="checkbox"/> Assistance with photo-simulations to depict future conditions <input type="checkbox"/> Assistance with local workshops and tours <input type="checkbox"/> Other:	<input type="checkbox"/> Funding for new area-wide specific plan or precise plan <input type="checkbox"/> Funding to update existing area-wide specific plan or precise plan <input type="checkbox"/> Funding for EIR to implement existing area-wide plan <input checked="" type="checkbox"/> Other: Urban Design	<input checked="" type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle) <input checked="" type="checkbox"/> Funding for housing projects <input type="checkbox"/> Funding for water/sewer capacity <input checked="" type="checkbox"/> Funding for parks/urban greening <input checked="" type="checkbox"/> Funding for streetscape improvements <input type="checkbox"/> Other: <i>* If any box checked, Part 7 applies.</i>

**Part 7 – INFRASTRUCTURE BUDGET FOR PRIORITY AREA  
(If applicable and feasible)**

If you are interested in capital grants as a potential incentive, please attach a budget that details the types of infrastructure improvements that will be needed in order to realize the vision for the priority area. This budget can include transportation, housing, road repairs, water/sewer capacity, parks and other critical amenities. A sample budget is provided for guidance.

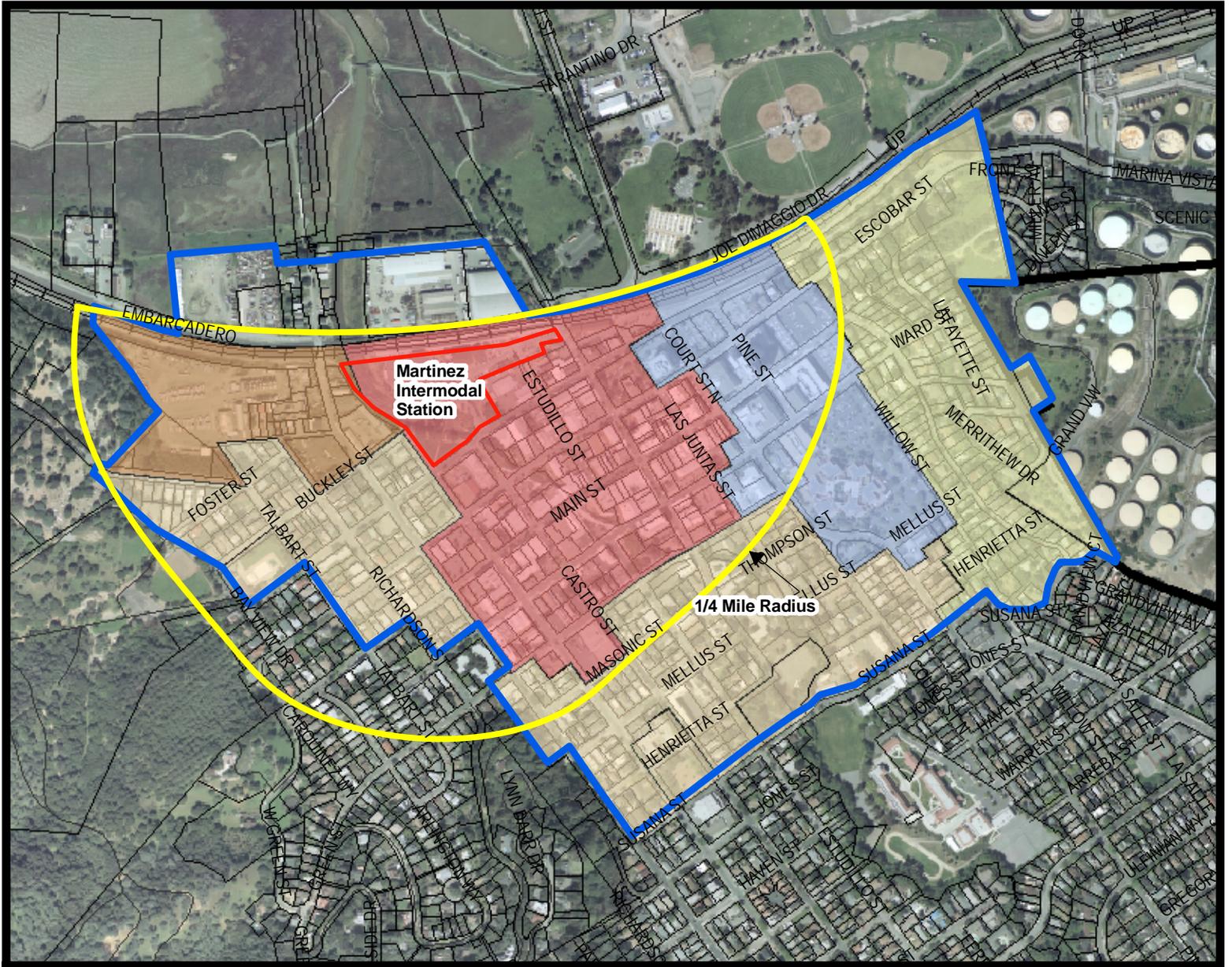
If submitting an infrastructure budget is not feasible at this time, please note why: Under development

In addition to electronic submission, mail one hard copy of this application and attachments requested in this application form to the following address:

Association of Bay Area Governments  
 Metropolitan Transportation Commission  
 Bay Area Air Quality Management District  
 Bay Conservation and Development Commission  
 P.O. Box 2050  
 Oakland, CA 94604-2050  
 Attn: Jaqueline Guzman

For questions regarding the application, please contact Jaqueline Guzman, ABAG Regional Planner, at [JackieG@abag.ca.gov](mailto:JackieG@abag.ca.gov) or 510.464.7994 or Doug Johnson, MTC Transportation Planner, at [djohnson@mtc.ca.gov](mailto:djohnson@mtc.ca.gov) or 510.817.5846.

# Priority Development Area City of Martinez



## Legend

- Intermodal Station Area
- 1/4 Mile Station Radius
- Downtown Specific Plan Boundary
- Downtown Core 29-43 Units/Acre
- Downtown Neighborhood 12-35 Units/Acre
- Downtown Shoreline 17-35 Units/Acre
- Civic - County Offices, Courts and Public Uses
- Grandview 7-17 Units/Acre