



**CITY OF MARTINEZ**

**CITY COUNCIL AGENDA  
October 17, 2012**

**TO:** Mayor and City Council  
**FROM:** Mitch Austin, Contract Recreation Manager  
Phil Vince, City Manager  
**SUBJECT:** Park and Marina Land Master Planning  
**DATE:** October 10, 2012

**RECOMMENDATION:**

Approve resolution authorizing \$125,000 of Assigned Marina Project funds to update the Park Master Plan and the Marina Land Master Plan.

**BACKGROUND:**

Staff is proposing to update the Park Master Plan and Marina Master Plan, and in addition, identify unmet needs, opportunities and constraints for development of these areas to best serve the community. The Master Plans governing these Parks and Marina lands are out of date. It is recommended best practice per The Trust for Public Lands, “Excellent City Park System” report that Cities develop master plans governing Parks and public spaces. Additionally there are funding sources available to assist with refurbishing dilapidated structures and improving roadways and landscaping. Funds such as Measure WW, Developer Impact Fees and possible grant funds can add over \$2 million dollars to improve public infrastructure.

There has been much attention given to completing plans to improve the City’s downtown and parks in the past couple years and as well as to update the City’s General Plan. There is one area, the Marina lands (Attachment A) that still needs to be woven into the bigger picture to meet the recreational, beatification, safety and economic development needs of the City which has not yet been addressed. The “Marina” lands include:

- Ferry Point Park
- Public fishing pier
- John Muir Amphitheater
- Kenny Building
- Yacht Club
- Sea Scouts
- Eagle Marina facility
- Boat Trailer Parking Lots
- An undeveloped lot

While Waterfront Park and Ferry Point Park are addressed in the Park Master Plan, they have not been considered and planned in conjunction of the Marina land mentioned above.

In order to evaluate what recreational elements or amenities that might be placed on the Marina lands an update of the Park Master Plan is being recommended. The Park Master Plan which was completed in 2008 has expired. Updating the plan will allow for the improvements planned under Measure H to be included and to assess what unmet needs remain and whether the use of Marina land to meet those needs is appropriate.

Additionally, there is a need to include the Marina land along with Waterfront Park in the General Plan. As shown in a map from the General Plan Update (Attachment B), there is an area called the North Downtown Shoreline which includes the sports centers and future Amtrak parking area expansion. Waterfront Park and the Marina lands are not shown as an area on the map. If included on the map it might be called the “North East Downtown Shoreline Area”. Staff is proposing that this area be master planned and included as an element of the General Plan to guide the use and development of those areas relative to the goals of the City.

In the Downtown Matters Survey the Marina was identified as the second highest priority area of Downtown to improve in conjunction with other recommended improvements. The marina and waterfront areas are seen as a draw to bring people into the downtown and stimulate the business and the economy. Specifically the Downtown Matters recommendations included:

*“Link/connect Downtown retail core to Marina, Shoreline Park, Intermodal Station, County civic center; continue effort for ferry service, new uses such as restaurants.”*

The careful planning of the Marina lands is a critical element of working with the future success of the Martinez Marina as well. There is a synergy north of the tracks that exists with the various elements of sports activities, festivals and events, Marina, fishing pier, Regional Shoreline Park, amphitheater that if developed further in conjunction with private elements such as a restaurant and/or a hotel/conference center could generate the funds to maintain all the recreational amenities and facilities on the marina lands including the Martinez Marina.

The master planning efforts would include:

- Analyze current conditions and unmet recreational needs.
- Identify opportunities and constraints in relation to current and proposed uses.
- Incorporate public input and community recreational needs as warranted.
- Investigate and identify opportunities for public private partnership that enhance the overall use of the Marina land and compliment the City’s economic development goals.
- Formulate a phased implementation plan based within City funding.
- Identify funding sources to execute the planned capital improvements.
- Scope of proposed public/private partnership development opportunities.
- Vet the Marina land use plan with authorizing agencies including, but not limited to the East Bay Regional Park District, San Francisco Bay Conservation and Development Commission, State Lands Commission.

The City Council Marina Subcommittee supports expenditure of the Assigned Marina Project funds to update the Parks and Marina Master Plans

**FISCAL IMPACT:**

The proposed funding of \$125,000 for the study would come from the Assigned Marina Project funds which as of the most recent CAFR report has \$350,000 in available funds. The investment of these funds into this study has the potential to yield future cash flow on the Marina land in the form of increased sales tax, transient occupancy tax and land lease payments from the private public elements of the plan. This increased cash flow can help stabilize the City's payments to the State for marina improvement loans, fund the capital maintenance needs of the marina such as dredging and maintenance for other amenities such as the fishing pier and amphitheater.

**NEXT STEPS:**

The City will continue on several paths in order to address key issues surrounding the marina and develop options for the City Council's consideration. Staff plans on returning after talks with the Department of Boating and Waterways with a strategic plan to increase cash flow for the upland marina lands, maximize marina operational efficiency and stabilize revenue cash flow from the marina and project future dredging costs and associated funding options.

**ACTION:**

Adopt resolution authorizing \$125,000 of Assigned Marina Project funds to an update the Park Master Plan and Marina Land Master Plan.

Attachments:

Resolution

Attachment A –Marina Lands Map

Attachment B- General Plan, Downtown Map

**APPROVED BY:**



City Manager

RESOLUTION NO. -12

**AUTHORIZING \$125,000 OF ASSIGNED MARINA PROJECT FUNDS TO UPDATE  
THE PARK MASTER PLAN AND MARINA LAND MASTER PLAN**

**WHEREAS**, the City of Martinez operates and maintains the Park throughout the City and amenities located on Marina land; and

**WHEREAS**, these master planning documents for these area our out of date or expired; and

**WHEREAS**, there is \$350,000 of available funding in the Marina Project Fund to pay for the full costs of the Park Plan and the Marina Land Master Plan; and

**WHEREAS**, there is a desire on the part of the City Council to update these documents and align them with the General Plan and Downtown Matters planning documents; and

**WHEREAS**, these planning documents will guide the policy decisions and capital improvement programs to best meet the needs of the residents of the City of Martinez.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Martinez, that \$125,000 be authorized from the City's Assigned Marina Project funds to update the Park Master Plan and Marina Master Plan.

\* \* \* \* \*

**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 17th day of October, 2012 by the following vote:

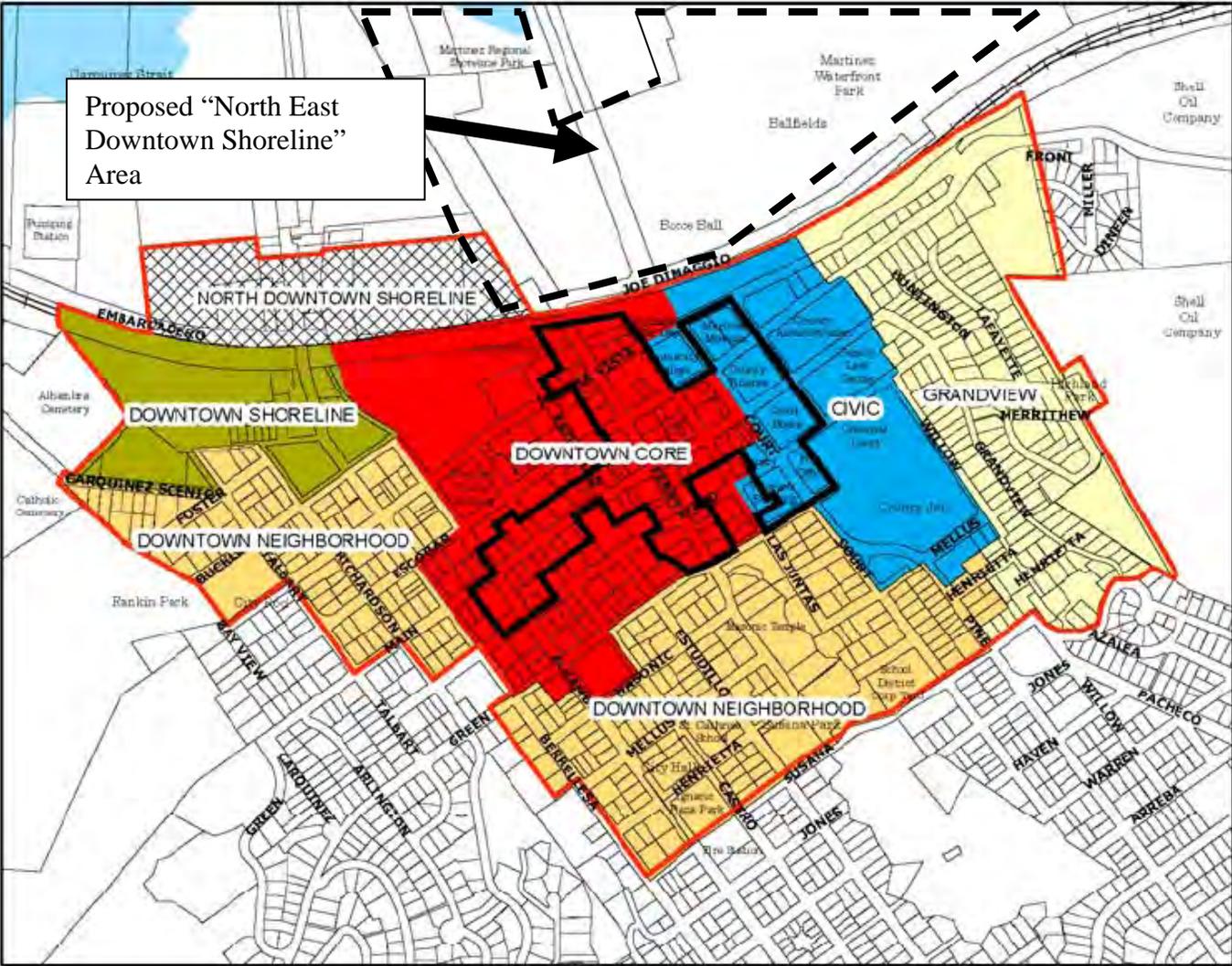
AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK  
CITY OF MARTINEZ

**Attachment B**



Attachment A

