



Downtown Martinez (Source: Kevin Murray)

2.1 | INTRODUCTION

The purpose of the Land Use Element of the General Plan is to establish the framework for the goals, policies, and implementation measures that will shape the physical form of Martinez over the next 20 years. In addition to addressing the intensity and distribution of land uses, the Land Use Element identifies those areas of the Martinez where change will be encouraged and those areas where the existing land use patterns will be maintained and enhanced.

The Land Use Element contains the following sections:

- 2.2 Regulatory Framework:** This section describes the Land Use Element’s relationship to other elements, the Zoning Ordinance, and other plans; the City’s planning boundaries and sphere of influence; and key agencies with land use relevant authority.
- 2.3 Land Use Setting:** This section describes Martinez’s population, demographics, and housing; existing land use patterns and topographic features in the city; flood prone areas; noise generators; land use subareas; and governmental facilities.
- 2.4 Land Use Density and Intensity:** This section describes the method for calculating density and intensity for residential, commercial, and mixed-use developments.

- 2.5 Land Use Designations:** This section describes the land use designations used throughout the City’s Land Use Map.
- 2.6 Land Use Map:** This section lists the major revisions that have been incorporated into the City’s new land use map.
- 2.7 Land Use Element Goals, Policies, and Measures:** This section lists the goals, policies, and implementation measures for the Land Use Element.



View of Refineries from Martinez Marshlands (Source: Kevin Murray)

2.2 | REGULATORY FRAMEWORK

California Government Code §65302(a) requires that the Land Use Element designate the proposed general distribution, general location and extent of uses of land within the City. Further, it must set standards of population density and building intensity for each of the land use designations. The Land Use Element further shall identify those areas of the General Plan that are subject to flooding as set forth in maps prepared by the Federal Emergency Management Agency (FEMA) or the Department of Water Resources. This information is

described through text and figures, which establish the blueprint for future land uses and demonstrate how these uses are integrated with other General Plan elements and policies.



Martinez Marina (Source: Kevin Murray)

Relationship to Other General Plan Elements and Plans

California Law requires the Land Use Element be consistent with all other elements in the General Plan. Land use planning dictates the proximity and relationship between different land uses, having a direct effect on the make-up and distribution of the City's housing stock, traffic and circulation, where we recreate, and availability of public amenities and how they are distributed throughout the City. Additionally, the Land Use Element influences economic vitality and helps to protect development from natural disaster-induced damage and preserve Martinez's natural beauty. Other General Plan elements and related separate plans that have an impact on the Land Use Element include:

- **Circulation Element** – This element and the related Growth Management Element address circulation capacity and alternative modes of transportation which affect land use densities and capacity.
- **Environmental Justice & Disadvantaged Communities Element** – This element addresses disadvantaged communities and affects proximity of land uses, and commercial and educational access opportunities through land use designations.

- **Historic, Cultural & Arts Element** – This element supports retention of existing historic sites and buildings which affect land use designations and impose development restrictions.
- **Housing Element** – This element addresses State and regional housing production requirements, which affects land use designations, density, and preservation policies.
- **Noise & Air Quality Element** – This element includes policies that affect siting of various land uses in proximity to noise generators or stationary pollution sources, and encourages land uses that limit air pollution either on-site or through travel.
- **Open Space & Conservation Element** – This element and the related [Climate Action Plan](#) encourage retention of existing open space areas and conservation of natural resources which in turn support land use policies that limit residential growth.
- **Parks & Facilities Element** – This element encourages retention of existing park areas and creation of additional park areas which limits land use for new development.
- **Public Safety Element** – This element sets forth policies regarding areas inappropriate for development due to susceptibility to fire, earthquakes, and landslides, which support land use designations for open space, and discourages the designation of certain areas for further development.

Together these elements, plans, and their policies define the parameters of the Land Use Element. Martinez is largely built out, and potential areas for growth are constrained by environmental characteristics that inhibit development. The collective emphasis of the various elements is to encourage land uses that limit future growth, preserve existing areas, retain the low-density character of the community, and retain the high quality of life derived from ample open space and recreation areas.



Victorian Home in Central Martinez

Relationship to the Zoning Ordinance and Specific Plans

The General Plan relies on specific plans and the Zoning Ordinance for implementation. While the Land Use Element establishes a broad policy direction, the Zoning Ordinance and Specific Plans describe property-specific guidelines to aid in meeting the General Plan goals. For example, the General Plan establishes residential areas throughout the City and describes the general character designated lands are desired to have. The Zoning Ordinance further describes the physical standards (specific height limits, uses, massing, setbacks, etc.) permitted in each area aimed at developing or maintaining that area-specific character. The specific plans in Martinez adopted in accordance with Government Code Section 65453 include the following:

Downtown Martinez Specific Plan: This specific plan was adopted by the City Council in 2006. It primarily addresses land use development policies and development standards which will guide private and public investment in the downtown business area. The Downtown Martinez Specific Plan (DSP) study area covers about 220 acres and is bounded on the north by the Radke Martinez Regional Shoreline and Martinez Waterfront Park; on the east by the PBF Refinery and a hillside residential area accessed by Miller Avenue; on the south by Susana Street; and on the west by cemeteries, Rankin Park, Talbart and Richardson Avenue, and by Thomas Hill, the bluff to the west of Berrellesa Street. The DSP identifies areas for smart and sustainable growth through increased densities that support the Downtown businesses, provide housing

opportunities for housing production goals, and are supported by existing transportation and utility infrastructure. Land use designations in the Land Use Element are discussed for their consistency with the land use designations in the DSP.

Alhambra Valley Specific Plan: Alhambra Valley is an established semi-rural community of approximately 1,000 acres located in the south-westerly portion of Martinez, within the City's sphere of influence (SOI), portions of which were annexed into the City in late 2012. As part of the annexation approval process, land use goals unique to the Alhambra Valley (which are contained in the Alhambra Valley Specific Plan, adopted by Contra Costa County in 1992) were adopted by the City and integrated into the 1973 General Plan.

Alhambra Hills Specific Area Plan: The Alhambra Hills area is in the southern portion of the City to the west of Alhambra Avenue, consisting primarily of open space hills. The specific area plan area is surrounded by local collector streets including Alhambra Avenue on the east, Reliez Valley Road on the west, Alhambra Valley Road to the north, and Horizon Drive, Webster Drive and Benham Drive to the south, encompassing approximately 594 acres. The purpose of the Alhambra Hills Specific Area Plan is to specify policies for conservation and development which will permit limited development to occur without diminishing the natural form or scenic attributes of the hills. The Alhambra Hills Specific Area Plan was adopted by the City Council in 1987 and amended in 1989.

Central Martinez Specific Area Plan: This specific area plan incorporates a large area of the historic Downtown and surrounding older residential areas, the waterfront, and the open space areas west of the Downtown. The specific area plan for Central Martinez formulates goals and policies expressly designed to guard the character of the City's older sections while guiding the evolution of the functions at the City core. Policies for major portions of the specific area plan area have subsequently been updated and supplanted with the adoption of the Downtown Specific Plan, Franklin Hills Specific Plan, Protected Open Space and Parks Overlay (POPO) designation, Housing Element, and the updated Circulation Element, and Open Space & Conservation Element.

Hidden Lakes Specific Area Plan: This specific area plan covers the area in the south eastern portion of the City bounded by Center Avenue, Contra Costa Canal, Chilpancingo Parkway, and Morello Avenue, and includes Hidden Lakes Park. The Hidden Lakes area consists of 565 acres of undeveloped pasture lands largely surrounded by subdivisions. With its natural knolls and ridges on the south and southwest and its unique "hidden valley" running through the eastern portion, the area includes open space that is preserved through a land use designation of Open Space and Recreation (OS&R).

John Muir Parkway Specific Area Plan: This specific area plan includes the area north of State Route 4 from the eastern edge of the City at Interstate 680 to approximately Howe Road on west. The area is developed with a mixture of low, medium and high density residential, commercial and open space uses. Land uses are reflected in the new categories of low, medium and high residential, and commercial and regional commercial. Open space areas are designated Open Space (OS).



Single-Family Home on Brown Street (Source: Kevin Murray)

Planning Boundaries and the Sphere of Influence

Martinez is a relatively small city in central Contra Costa County that has a total area of 13.1 square miles, of which 12.1 square miles is land and 1.0 square mile is water. In addition to the City proper, state law requires that a municipality adopt a General Plan that addresses “any land outside its boundaries which in the planning agency’s judgment bears relation to its planning (California Government Code §65300).” This includes Martinez’s Sphere of Influence (SOI), which encompasses unincorporated areas that are related to the City’s current and desired land use planning and growth. Shown on [Figure 2-1a](#), the SOI of Martinez includes all lands within the City’s jurisdiction as well as small areas within Alhambra Valley and a much larger area east of the City and north of State Route 4 that predominantly includes industrial, open space, and some residential uses (see also [Figure 2-1b](#) for a map of the Urban Limit Line).

The effective Planning Area boundary for the General Plan is coterminous with the City’s Sphere of Influence. Policy documents from the surrounding cities and the County of Contra Costa

which address areas beyond the Sphere of Influence were also considered in preparing this General Plan. Of note is the boundary for Sanitary District No. 6 (SD-6), which provides services to the City. The boundary for SD-6 includes 47 residential dwelling units (Stonehurst Subdivision) within the City limits, as well as land outside of the district. On March 31, 2015 the Contra Costa County Board of Supervisors adopted Resolution No. 2015/108 designating the Martinez City Council as the Board of Directors of Contra Costa County SD-6.

Development outside the City limits has the potential to affect Martinez neighborhoods and business districts. This is especially true in the area referred to as unincorporated Martinez, generally located to the southwest, northeast and east of the City. Many residents and businesses in these areas, including portions of the Alhambra Valley (in the southwest) and the Mt. View, Vine Hill and Blum Road areas (to the northeast and east) have Martinez addresses and use Martinez services and community facilities, yet they are not within the City limits. In addition, much of the land operated by PBF Refinery east of Downtown is within the County's jurisdiction.

The [Contra Costa County Local Agency Formation Commission \(LAFCO\)](#) which is charged with reviewing proposals for annexation within Contra Costa County. A city's SOI is defined by the California Government Code as the probable ultimate physical boundaries and service area of a city. Cities are empowered by the State to consider these areas and other unincorporated areas that bear relation to the city's future in their general plans. In theory, this provides cities with a mechanism to shape the future of areas that they may consider as future annexation areas.

While the largely industrial and residential areas east of the Interstate 680 Freeway are somewhat disassociated with Martinez city proper, the Alhambra Valley and Mt. View neighborhoods are far more linked to Martinez. These areas receive City water service and school population is serviced by the Martinez Unified School District. The Mt. View Sanitary District provides wastewater service to the Mt. View neighborhood, and the Central Contra Costa Sanitary District provides wastewater service to the Alhambra Valley neighborhood. The [Contra Costa County Fire Protection District](#) provides fire protection service to both neighborhoods. Pursuant to current LAFCO policies for the eventual annexation of out-of-area service areas, the City annexed a portion of Alhambra Valley developed in the 1990s. Future annexations will be considered at appropriate times. One area with the potential for additional development (consistent with both the City's and County's land use plans for the area), is the North Pacheco corridor of Pacheco Boulevard, just west of State Route 4.



Townhomes on Parkway Drive

Local Documents and Organizations

Contra Costa County General Plan: The City of Martinez is one of 19 incorporated cities within Contra Costa County. Contra Costa County’s unincorporated lands adjoin Martinez on its eastern and western boundaries, and Pleasant Hill and Concord border Martinez on its south-eastern border. The [Contra Costa General Plan](#) focuses on existing land uses, objectives and goals for the unincorporated areas within the County.

Neighboring Cities’ General Plans: The Cities of Pleasant Hill, Concord and Lafayette are adjacent to the Martinez planning area. Due to their locations, each of these jurisdictions’ General Plans is relevant to the Martinez General Plan. In particular, shared land use-related issues between Pleasant Hill and Martinez include shared public school acreage, fire services, water services, and open space.

Homeowners Associations: The City has many homeowners associations, some of which consist of small, loose affiliations of homeowners in a particular neighborhood, while others are larger and more formal in their structure. Many of the active associations focus on maintenance of properties within their association boundaries, considering issues such as general neighborhood character, building additions, landscaping, storage of boats and vehicles, and

similar issues. Other associations respond to issues as they arise within their particular neighborhood.

Key Land Use Regulatory Agencies

Association of Bay Area Governments: The [Association of Bay Area Governments \(ABAG\)](#) was established in 1961 to help protect local control, plan for the future, and promote cooperation on area wide issues. ABAG is the regional representative of the Bay Area, and its members consist of all cities and counties in the Bay Area. As such, state and federal governments have designated ABAG as the official Council of Governments (COG) for the Bay Area. ABAG has responsibility to issue periodic regional housing needs allocations (RHNA) for cities which set forth housing production goals for market rate and affordable housing.

Metropolitan Transportation Commission: The [Metropolitan Transportation Commission \(MTC\)](#) was established as a Metropolitan Planning Organization, and supports the region's network of streets, roads, highways, public transit systems, airports and other transportation resources, including the movement of goods through ports and freight rail lines. MTC works with cities and counties to establish short- and long-term goals and provides resources to help them reach these goals. MTC planning focuses on reducing greenhouse gas emissions, making safer streets that work for multiple forms of transportation, and ensuring equal access to transportation resources. MTC provides funding to local governments to support transportation planning and infrastructure improvements. The regional plan that guides MTC and ABAG planning efforts is the [Plan Bay Area 2050](#).

One of the local planning area designations that assist with regional growth and transportation is the Priority Development Area program. By bringing transit, jobs and housing together in downtowns, along main streets and around rail stations, Priority Development Areas (PDAs) help the Bay Area reduce greenhouse gas emissions and address the region's housing crisis. Martinez applied for and received PDA status for the Downtown area as it is within one half mile of a rail station with bus service. The PDA designation makes the area eligible for state and federal funding distributed through MTC. The objectives of the PDA program are consistent with the transportation, mixed-use, infill development policies of the City's Downtown Specific Plan, and the transportation improvement policies of the [Downtown Community-Based Transportation Plan](#), which in turn inform the policies of the General Plan Land Use Element.

Bay Area Air Quality Management District: The [Bay Area Air Quality Management District \(BAAQMD\)](#) regulates air quality within the nine San Francisco Bay Area counties. Among its responsibilities are preparation and implementation of air quality regulations and plans intended to reduce air pollutants. BAAQMD regulations are reflected in the policies of the General Plan Noise & Air Quality Element.

California Department of Transportation: The [California Department of Transportation \(Caltrans\)](#) is responsible for interregional transportation services, including highways, railways and associated structures. In the Martinez planning area, Caltrans maintains Interstate 680 and State Route 4, also known as the John Muir Parkway. Direct interface occurs with Caltrans for the operation of intersections of local roads and freeway interchanges.

California Public Utilities Commission: The [California Public Utilities Commission \(CPUC\)](#) regulates privately-owned electric, telecommunications, natural gas, water and transportation companies.



Martinez Marina (Source: Kevin Murray)

California State Lands Commission: The [State Lands Commission \(SLC\)](#) manages all lands owned and entrusted to the State of California. These include the beds of many rivers, sloughs, and lakes, as well as coastline and granted lands. The SLC issues permits and leases for use of State lands. In September 2014, the City was granted all right, title and interest in the Martinez Marina and the associated landside parcels. The SLC requires that the City of Martinez submit by January 1, 2020 a trust land use plan (referred to as the [Marina and Waterfront Land Use Plan](#) in this General Plan document). The plan was drafted and is under review by the SLC. The draft Marina and Waterfront Trust Land Use Plan will describe any proposed development, preservation, recreation, or other use of the property, and requires the State Lands Commission Board approval.

Regional Water Quality Control Board: The [Regional Water Quality Control Board \(RWQCB\)](#) regulates surface water pollution (wastewater discharge and stormwater runoff), dredging, and filling. RWQCB issues permits and requires monitoring for all activities that could impair the beneficial use of receiving waters. RWQCB regulations are reflected in the Open Space & Conservation Element.

Federal Emergency Management Agency: [Federal Emergency Management Agency \(FEMA\)](#), through the Federal Insurance Administration, administers the National Flood Insurance Program (NFIP). FEMA produces Flood Insurance Rate Maps (FIRMs) for the communities participating in the NFIP, which identify flood hazard areas and restrict development in these areas. FEMA mapping is included in this element and flood prevention measures are included in the Public Safety Element.

California Department of Fish and Wildlife: The [California Department of Fish and Wildlife \(CDFW\)](#) is responsible for the conservation, protection and management of wildlife, native plants, and habitat of the State that are necessary to maintain biologically sustainable populations. It acts as advisor to other permitting agencies and enforces its own regulations. Permits issued to development projects by the California Department of Fish and Wildlife include Incidental Take Permits, for the taking of threatened and endangered species, and Streambed Alteration Agreements. The Department also has regulatory authority over discharges into water bodies that impact aquatic life. CDFW regulations are reflected in the policies of the Open Space & Conservation Element and will also be reflected in the Marina and Waterfront Trust Land Use Plan.

U.S. Army Corps of Engineers: The [U.S. Army Corps of Engineers \(USACE\)](#) enforces the Clean Water Act and the Rivers and Harbors Acts. The Corps regulates the dredging and filling of the nation's navigable waters and wetlands. The Corps is the primary federal agency responsible for making wetland determinations and issuing permits for wetlands or water fill. On-going dredging of the Marina to maintain its usability requires Corps permits.

U.S. Fish and Wildlife Service: The [U.S. Fish and Wildlife Service \(USFWS\)](#) regulates impacts to federally-listed endangered species and their habitats. Like the California Department of Fish and Wildlife, the USFWS primarily acts as advisor to other permitting agencies, but also enforces its own regulations, including an ability to issue incidental take permits. USFWS regulations will inform the policies of the Marina and Waterfront Trust Land Use Plan.



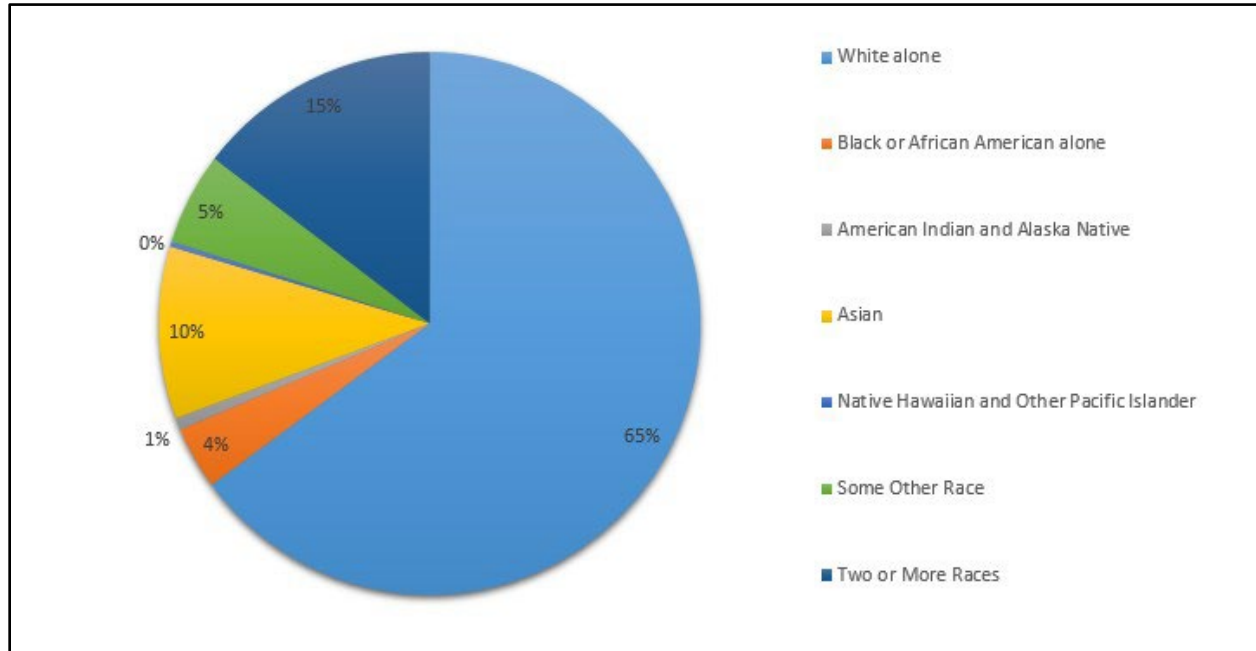
Martinez Residents (Source: Kevin Murray)

2.3 | LAND USE SETTING

Population, Demographics, and Housing

According to the U.S. Census Bureau, Martinez had a population of 37,287 as of 2020 (data from US Census Bureau). In January of 2020, the California Department of Finance reported that there were 15,256 housing units within the City, of which 9,572 (63%) were single-family detached homes. Major economic sectors within the city include government, retail, education, medicine, and petroleum.

Over the next 20 years (2020-2040), Plan Bay Area 2040 forecasted Martinez's population will add 3,375 people between 2020 and 2040, a 9% increase. The population is expected to age considerably, echoing regional and national trends. Therefore, it is important to balance the needs of the young families the City hopes to attract, as well as seniors who have, in many cases, long considered Martinez home. Additional information on housing and demographics can be found in the 2015-2023 [General Plan Housing Element](#).

Figure 2-2: Demographics

Land Use Pattern

The City's residential and commercial areas represent a wide variety of land uses, from the intermingling of residential and commercial uses Downtown, to the rich design quality and character of older neighborhoods adjacent to the Downtown, and the more prevalent twentieth-century suburban-type land use patterns separating the City's commercial centers. The City provides many advantages of urban living, while at the same time maintaining a connected feeling in its residential neighborhoods along with a distinctive downtown. Careful planning and community involvement regarding development in the City and the surrounding area has preserved important physical features, such as ridgelines, hillsides, and natural areas, while providing for necessary services, employment, and a diversity of housing opportunities.

Although Martinez was virtually built out by the mid-1980s, the City continues to change and evolve. New businesses replace old businesses, and homes are expanded and remodeled every day. Martinez is dynamic; its look and feel is constantly being reshaped. The potential for change may increase in the future as the Bay Area rethinks its historic growth patterns. Today, concerns about congestion and urban sprawl are creating more pressure on older cities and suburbs to make more efficient use of land. There is a growing push to reinvest in the region's established communities. This trend will potentially have an impact on Martinez during the next few decades.



Martinez Youth Volunteers (Source: Kevin Murray)

As a mature community, it is critical that Martinez think strategically about how and where reinvestment should occur and where it is appropriate for limited new development to take place. The overarching goal is to conserve those parts of the City that have value the way they are and to direct redevelopment to areas where land may currently be underutilized.

Martinez is a city of neighborhoods, corridors, and centers that are framed by surrounding open areas, hillsides, and water. Martinez was developed over a relatively long time span; as a result of this long evolution, development in Martinez embodies a unique character. The rich heritage of the community, historic growth patterns related to commerce, housing demand and governance, combined with different architectural styles representative of varying eras define the community's character. Principal among these is the richness and potential of its traditional Downtown with retail, restaurant, office, residential, and civic uses.

Natural Topographic Features

The City is surrounded on all four sides by water and four regional parks. In various areas of the City, although most prominently to the west, there are defining hillsides, major open space areas and visually significant lands. The unique topography of natural and naturalistic hillsides

defines the community and provides the visual frame for the more urbanized areas of the community.

Natural topography is often preferred as open space and can be property owned by the City or other public agencies (i.e. East Bay Regional Park District, National Park Service, etc.) for the purpose of public recreation and/or preservation of scenic and natural resources, or it may be private lands with land use regulations or easements restricting use to open space. Examples of unique natural areas include the waterfront; City/East Bay Regional Park District lands at Franklin Hills and Shoreline; wetland areas; Mt. Wanda; Schaefer Memorial Open Space; and Hidden Lakes and Roanoke (Virginia Hills) open space areas. These defining natural topographic features may include private lands that have either extreme constraints to development, such as steep slopes or scenic resources to preserve.



View east of former Granger's Wharf

Flood Prone Areas

The natural topography of the city consisting of valleys surrounded by natural hillside areas creates water drainage patterns that flow to the Carquinez Strait. The most significant waterway in Martinez is Alhambra Creek which flows through the length of the City. Heavy winter rains may cause flooding along the creek and the City's waterfront area as shown in [Figure 2-3](#). The waterfront area is also subject to potential flooding from sea level rise. Most of

the flood prone areas along the creek are already developed, so measures to avoid damage from flooding are primarily safety oriented rather than land use oriented. Additional information and policies for the avoidance and minimization of flooding impacts are found in the Public Safety Element. Policies to avoid impacts of flooding from sea level rise as well as precipitation will also be incorporated into the Marina and Waterfront Trust Land Use Plan.

Noise Generators

The major noise generators within or near the City are the two freeways (State Route 4 and Interstate 680); the train tracks and operations within the Downtown area and near State Route 4; and vehicle traffic from major arterials such as Alhambra Avenue. Minor noise is experienced from the nearby Buchanan Field Airport. Detailed information about the level and reach of noise generated from these sources (noise contours), and policies to address noise impacts are discussed in the Noise & Air Quality Element. For the older portions of the City in or near the Downtown that were developed before the City's first General Plan was adopted in 1973, proximity of noise sensitive uses to noise generators was not focused on to the degree it is for current planning efforts. Reducing the impacts of existing noise generators on existing uses in close proximity is addressed by policies in the Noise & Air Quality Element for retrofitting existing structures to comply with current building codes for noise abatement. Since the major opportunity for additional growth is within the Downtown area (which is in proximity to the Union Pacific train operations) policies for reducing interior noise levels for new development through appropriate building materials and construction methods are appropriate, and are addressed in the Noise & Air Quality Element.

Land Use Sub Areas

Martinez is comprised of several distinct areas each with their own unique character. In general, these areas can be described as follows:

Marina and Waterfront Area: The waterfront area consists multiple uses and facilities. Much of the area consists of the Radke Martinez Regional Shoreline under the control of the [East Bay Regional Park District \(EBRPD\)](#), as well as several natural marsh and wetland areas that support wildlife. Other uses are recreation oriented and include the Martinez Marina, Ferry Point picnic area and fishing pier, Joe DiMaggio Ballfields, a bocce ball complex, and a soccer field. Historic uses included commercial fishing and canneries.



Ken Bothée Bocce Courts at the Martinez Bocce Courts Complex (Source: Kevin Murray)

The majority of the area is owned by the State of California Trust Land Commission (SLC). The SLC has granted control over various parts of the waterfront to EBRPD and the City. Per State law, use of public trust lands is generally limited to water-dependent or water-related uses, including commerce, fisheries, and navigation, environmental preservation, and recreation. Recognized Public Trust uses include, among others, public access, ports, marinas, docks and wharves, buoys, hunting, fishing, bathing, swimming, and boating. Ancillary or incidental uses—uses that are not independently Public Trust-consistent but that are supportive and necessary for trust use, or that accommodate the enjoyment of Public Trust lands—are also permitted; examples include facilities to serve visitors, such as hotels and restaurants, shops, parking, and restrooms. Other examples of acceptable ancillary uses are commercial or industrial facilities that provide support to water-dependent uses that must be located on or directly adjacent to the water, such as warehouses, container cargo storage, and facilities for the transfer of oil and gas products through marine oil terminals. Public Trust lands may also be kept in their natural state for habitat, wildlife refuges, scientific study, or use as open space. These State use limitations inform the land use policies of the Martinez General Plan for the waterfront area.

The trust use grant of four waterfront parcels to the City included a requirement for the City to prepare a Trust Land Use Plan. This plan, which will be entitled the “Marina and Waterfront Trust Land Use Plan,” will incorporate the allowed uses described above as well as a long-term plan for financial stability of the Marina operations. Land use policies in the Marina and Waterfront Trust Land Use Plan will need to be consistent with State land use limitations and

the Land Use Element. It will also include policies to avoid and mitigate impacts from sea level rise as discussed in the Public Safety Element.



Martinez Marina

Downtown Core: The Downtown Core is the cultural and historic heart of Martinez. The quality of Downtown's heritage creates an historic urban fabric unparalleled in Contra Costa County. The positive image of Downtown is strongly influenced by this character. The Downtown Core is an essential part of ensuring Martinez's future economic health and growth. The Downtown Core encourages a concentration of uses that generate activity during weekdays, evenings, and weekends. The retail uses in this area are intended to serve the needs of Downtown residents and employees, as well as the specialty shopping needs of city-wide residents, regional shoppers, and tourists.

Today, the Downtown includes a mix of retail, office, residential, governmental, entertainment and visitor-serving uses. The Downtown Core area includes mixed use activities that include commercial, office and second-story residential along Main and Ferry streets, and north of Ward Street. The area also includes the County Civic Center at Escobar and Court Streets, other existing government institutions and supporting uses, and the Intermodal Transit Station. The area between the Station and the retail core is an excellent development opportunity for retail, entertainment, office and residential uses.



Downtown Martinez

Transit access and Downtown's pedestrian accessibility creates a place where people can live and work without relying heavily on automobile transportation. Outdoor gathering spaces can serve to make Downtown community oriented. As change occurs and Downtown revitalizes, maintaining Downtown's pedestrian orientation, preserving the heritage of the community and historic character, and maximizing the benefits of transit accessibility is essential for continuing and enhancing the Downtown Core. The Downtown Core area has been designated a Priority Development Area (PDA) through the regional planning agencies ABAG and MTC. PDAs are recognized in Plan Bay Area 2040 as areas that will encourage transit-oriented growth, and may be eligible for federal funding for transit-oriented planning and infrastructure improvements.

New housing is desired to add vitality to the Downtown. Increasing the residential population in the Downtown will benefit businesses by increasing the number of people living, working and recreating in the Downtown. In turn, the increased market demand may encourage business owners to extend their hours of operation and expand upon commercial activities currently available. Encouraging new Downtown housing will also assist the City in meeting its ABAG regional housing production goals as set forth in the 2015-2023 [Housing Element](#).



Contra Costa County Administration Building in Downtown

Downtown Shoreline: The portion of the Downtown Shoreline north of the railroad contains two distinct sub-areas: 1) the existing residential Granger’s Wharf neighborhood along Berrellesa Street and 2) the industrial uses along Embarcadero Street. The Granger’s Wharf area retains its historic character from the Italian Fishing Village that existed before commercial fishing was banned along the Carquinez Strait in 1957. The established residential uses and character of Granger’s Wharf should be maintained, although expansion of East Bay Regional Park District’s facilities, as the access into the wetlands portion to the Radke Martinez Regional Shoreline, may be considered. Limited recreation oriented commercial uses may also be possible in the Granger’s Wharf area.

In contrast with Granger’s Wharf, the Embarcadero Street properties have little character and have been used as service yards for various industrial purposes and may be well suited for alternate uses that better relate to the shoreline setting, such as waterfront-oriented commercial uses.

In 2016, the City constructed a second point of vehicular access to the Downtown Shoreline area north of the railroad by erecting a bridge that provides access to additional intermodal overflow parking areas to the east. This new vehicular access helped to remove a barrier to development intensification of this area.



View of Franklin Hills (Source: Kevin Murray)

Downtown Neighborhoods: This area surrounding the Downtown Core is defined by the presence of existing older service commercial/industrial and eclectic uses. It is an area in transition and, as such requires balancing retention of current uses, while encouraging the ultimate replacement of such uses with a variety of more intense uses which can better define a traditional mixed-use urban environment and encourage the introduction of more residential uses as outlined in the 2006 [Downtown Specific Plan](#).

Traditional Central Neighborhoods: The south-of-Downtown area is one of Martinez’s oldest neighborhoods; the portion nearest to Alhambra Avenue is part of Martinez’s Original Survey from the mid-1800s and the area between Pacheco Boulevard and the PBF Refinery dates to the early 1900s. The Central Neighborhoods are primarily residential with very limited neighborhood commercial, and office uses located along Alhambra Avenue and Pacheco Boulevard, along with several churches and schools.

While most of the housing units in the Central Neighborhoods are single-family homes, there are a wide variety of bungalow courts, duplexes, fourplexes, and small apartment complexes throughout the area. Most housing in the Central Neighborhoods is over 50 years old, and some may predate the City’s zoning regulations.

Most of the units built in the area south of Downtown since the 1950s are multi-family, as the City's first and subsequent land use regulations designated this area for intensification of residential density, given its proximity to Downtown. The style of these in-fill units from the 1950s-1970s are typically in strong contrast to their older pre-war neighbors, with open carports and minimal detailing common to such mid-century modern construction. With the area stabilizing recently, most construction activity has been slow but there have been steady improvements to the existing housing units, especially to the older single-family homes.

This Central Neighborhoods have distinct characteristics – they have quaint visual appeal, are within walking distance to Downtown, and have the defining pattern of 20,000-square-foot blocks historically platted with 5,000-square-foot lots with a historically established pattern of higher density buildings on corner lots.

Suburban and Hillside Neighborhoods: These neighborhoods are located to the south and east of the older parts of Martinez. These are newer areas with more of a suburban feel, similar in many ways to contemporary suburban developments. These areas include single-family and multi-family developments, offices, medical facilities, schools, commercial centers, isolated open space, and other uses that have a contemporary suburban character and feel.

Alhambra Avenue Corridor: The Alhambra Avenue corridor is a geographically distinct sub-area of the larger Alhambra Valley, defined by the Franklin Hills to the west, Pine Street area ridgeline to the east, the train trestle/Highway 4 to the south, and the Downtown area to the north. Alhambra Avenue is the focal point of this area and contains a variety of residential, commercial, and institutional uses. The corridor is visually distinct from the older Downtown area north of the Berrellesa Street one-way street split near the Contra Costa County Regional Medical Center. The geography of the corridor, its larger scale institutional uses, and the width of Alhambra Avenue itself all define an area with an identity distinct from the Downtown to the north. The use of alphabet street names, A through K is also a unifying element of the corridor.

Within this corridor there are distinct northern and southern halves. The northern half is located between the Contra Costa County Regional Medical Center and Alhambra Way, and the southern half is located below Alhambra Way, south to State Route 4. The northern half evolved between the 1900s and 1940s as a residential extension of the older City. The southern half did not exist until the 1950s. Prior to the 1950s, Alhambra Avenue was part of Canyon Avenue and served as an extension of Franklin Canyon Road. In the mid-1950s, Alhambra Avenue was extended south through the middle of the area, between Alhambra and Franklin Creeks, and commercial development soon filled the spaces between the new road and the creeks.

Many uses along this portion of Alhambra Avenue include auto service/sales or retail, fast food restaurants, gas stations, and motels. Starting in the mid-1960s and possibly coinciding with the Federal government acquisition of the [John Muir Historical Site](#), the City began to implement guidelines to improve the corridor's appearance. Design guidelines were initially adopted in 1966 and strengthened in the mid-1990s, requiring new construction to consist of higher quality architecture and landscaping. Over the years, public works improvements have included the undergrounding of utilities, adding a landscaped median and landscaping at the freeway off-ramp. But since the 1950s, the land uses themselves have remained primarily unchanged, with some general retail sites having been recently replaced with additional auto-oriented businesses.

Pacheco Boulevard Corridor: This area is the southern frontage along Pacheco Boulevard and includes the Martinez Reservoir. There is an eclectic land use pattern along the corridor and it is also one of several entrances to the City. This section of Pacheco Boulevard contains a variety of uses including light industrial, commercial, and residential uses. Further, the area was annexed into the City from Contra Costa County in 1992. As part of the annexation, the City kept the County's existing zoning designations for consistency and orderly jurisdictional transition.

Regional Commercial: The State Route 4 corridor serves the region with larger commercial enterprises and national chains. The regional shopping center located along the corridor was originally approved in 1985 and has had various anchor tenants. The center's visibility from the highway results in its ability to capture the regional commercial market.

Neighborhood Commercial Centers: There are three existing neighborhood shopping centers in Martinez. Each includes a grocery store as an anchor tenant. First, the Village Oaks Shopping Center (at Arnold Drive/Morello Avenue) was constructed in the early 1980s and consists of approximately 126,500 sq. ft. of space. The Village Oaks Shopping Center is unique from the other shopping centers in Martinez because it was developed with a pedestrian walkway directly connecting the shopping center to the Village Oaks neighborhood located behind the Center. Second, the Muir Station Shopping Center (at Center Avenue/Muir Station Road) was built in 1988 and includes approximately 118,000 sq. ft. of commercial space. It is located close to State Route 4 and the intersection of Center Avenue and Muir Station Road. The Muir Station Shopping Center is in a mixed-use area that contains multi-family housing, commercial activities, offices and medical facilities. The shopping center is linked to the government offices by a pedestrian crosswalk on Center Avenue and is serviced by the County Connection buses. Lastly, the construction of the main part of the Virginia Hills Shopping Center (at Alhambra Avenue/Virginia Hills Drive) dates to the mid-1960s and late 1970s. The Center contains approximately 66,000 sq. ft. of space and provides essential services to the neighborhoods south of State Route 4.

Heavy Industrial Area: The heavy industry descriptor is typified by the petroleum industry. This includes the northeast quarter of the City near Interstate 680 which contains petroleum industry and equivalent uses. Other uses in this area include light industrial uses, landscape contractor yards, and manufacturing companies.



Muir Station Shopping Center

Government Facilities

Educational Facilities: The City is served by two school districts: the [Martinez Unified School District](#) for a majority of the City, and the [Mount Diablo Unified School District](#) for a portion of the City. Educational facilities were added over time as the city grew, and the city is now served by five elementary schools, one junior high school and one high school. These public schools are supplemented by one private school. Due to the limited additional forecasted population growth, new educational facilities are not anticipated. Property with educational facilities are designated in the General Plan Land Use Map as “Public and Quasi Public Institutions”. Information and policies concerning joint use of educational facilities for recreation is discussed in the Parks and Recreation Element.

Solid and Liquid Waste Disposal Facilities: Allied Waste, now doing business as [Republic Services](#) of Contra Costa County, is responsible for the collection and disposal of solid waste and

recyclable items. It operates both the Contra Costa Transfer Station and the Keller Canyon Landfill, which is projected to be capped in 2030. The company offers weekly curbside commercial and residential pick-up services as well as a drop-off service for a limited variety of household hazardous waste materials.

As a joint effort, [Central Contra Costa Sanitary District](#) and [Mt. View Sanitary District](#) operate the Household Hazardous Waste Collection Facility. All hazardous waste materials can be dropped off for free by residents or for a small fee by businesses.

Wastewater services are provided by Central Contra Costa Sanitary District (CCCSD) and Mt. View Sanitary District (MVSD). CCCSD treats about two-thirds of the wastewater generated within Martinez. MVSD treats the central eastern portion of the City.

In 1992, Contra Costa Sanitation District No. 6 (SD-6) was formed to provide sanitary sewer to the Stonehurst subdivision in the Alhambra Valley area. On March 31, 2015 the Contra Costa County Board of Supervisors adopted Resolution No 2015/108 designating the Martinez City Council as the Board of Directors of Contra Costa County Sanitation District No.6.

Systemwide, aging infrastructure is of far greater concern than increased demands due to population growth. Pipes are routinely damaged by vegetation root intrusion, grease buildup, and structural deterioration. In coming years, the single most significant project will be CCCSD's replacement of nearly 2,000 feet of pipeline along Alhambra Avenue that is, at peak usage time, reaching 130% capacity. Additionally, MVSD plans to replace several hundred miles of pipeline and retrofit infrastructure to better withstand seismic activity.

Policies regarding matching future growth with the capacity of solid and liquid waste facilities are set forth in the utilities section of the Circulation Element. Policies regarding water conservation and recycled water are discussed in the [2020 Urban Water Management Plan](#).

2.4 | LAND USE DENSITY AND INTENSITY

State law requires that land use designations be accompanied by standards that establish the density or intensity of development permitted within each general plan land use designation. For the purposes of this General Plan, development density and intensity shall be regulated and measured differently based on the type of development. The methods that shall be used for calculating density and intensity for residential, commercial, and mixed-use developments are described below.



Medium Density Housing west of Downtown Martinez

Residential Development

Residential developments shall be regulated by an allowed density range measured in “dwelling units per acre.” The maximum possible residential density pursuant to this General Plan is to be calculated on the acreage of the parcel(s) at the time of development application submittal, not including existing adjacent public streets or drainage channels. Areas for newly proposed streets and/or private drives (within the parcel of the subject application) shall be counted toward the maximum permitted allowable density. The maximum allowable number of dwelling units shall be calculated by multiplying the project area size (as defined above) by the maximum allowable density for the applicable land use designation and rounding to the nearest whole number.

Population Density: In addition to residential density, State law requires the General Plan to include a statement of population density for the various land use categories. Population density is determined by multiplying the average household size, as determined by the latest decennial U.S. Census, by the number of dwelling units in a land use category. For example, the average household size in Martinez was 2.60 persons in 2019 (U.S. Census Estimate). The population density in the Residential Low (RL) land use designation (1.1 – 6.0 units per acre) is therefore 2.9 to 15.6 persons per acre.

Commercial and Industrial Development

Commercial and industrial uses shall be regulated by a maximum floor area ratio (FAR) standard. FAR refers to the ratio of building floor space compared to the square footage of the site. FAR shall be calculated by dividing the floor area of all buildings on the site by the total square footage of the site. For example, a 12,500 square foot building on a 25,000 square foot site has a FAR of 0.5. The maximum FAR standard limits the overall size of development on a property. As an example, a maximum FAR of 0.75 would allow 75,000 square feet of building floor area on a 100,000 square foot lot. The 75,000 square feet could be provided in one building or divided between multiple buildings. When calculating FAR, the building square footage shall include finished interior spaces and exclude parking garages, structured parking levels, and exterior open space, such as courtyards, roof gardens, and balconies.

Mixed-Use Development

The density and intensity of mixed-use developments that include both commercial and residential uses are regulated by both the maximum residential density (dwelling units per acre) and the maximum FAR standard for the land use designation. As an example, a one-acre site containing 43,560 square feet with a maximum FAR of 1.0 and an allowed density range of 19 to 30 units per acre could be developed with 43,560 square feet of total building space. The 43,560 square feet could be divided into a combination of commercial space and residential space. Up to 30 units would be allowed within the 43,560 square feet.

2.5 | LAND USE DESIGNATIONS

The City of Martinez has identified numerous land use designations to describe typical land uses accommodated within the City. The designations in this section of the Land Use Element are used to define the type, intensity, general distribution and general location of land uses envisioned in this General Plan. While each designation identifies the intended range of land uses, the Zoning Ordinance identifies allowable, conditionally allowable, and prohibited uses, and establishes development standards. Table 2-1 below compares the listed density and intensity standards for each designation described in this section.

Table 2-1: Summary of General Plan Land Use Designations

Downtown	Density	FAR
Downtown Core (DC)	29.0 to 43.0	2.0 to 4.0
Downtown Government (DG)	29.0 to 43.0	3.0 to 4.0
Downtown Shoreline (DS)	17.0 to 35.0	2.0 to 4.0
Downtown Transition (DT)	19.0 to 30.0	Up to 1.5

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LAND USE ELEMENT

General Residential		
	Density	FAR
Residential Very Low (RVL)	Up to 1.0	Up to 0.25
Residential Low	1.1 to 6.0	Up to 0.2
Residential Medium (RM)	6.1 to 12.0	Up to 0.25
Residential High (RH)	12.1 to 20.0	Up to 0.25
Residential Very High (RVH)	20.1 to 30.0	Up to 0.25
Central Residential Single-Family Designations		
	Density	FAR
Central Residential Low-A (CRL-A)	Up to 6.0	Up to 0.4
Central Residential Low-B (CRL-B)	Up to 9.0	Up to 0.4
Central Residential Mixed Single-Family and Multifamily		
	Density	FAR
Central Residential Low-C (CRL-C)	Up to 17.0	Up to 0.4
Central Residential Medium (CRM)	Up to 30.0	Up to 0.4
Central Residential High (CRH)	Up to 35.0	Up to 0.4
Alhambra Valley		
	Density	FAR
Alhambra Valley Estate Residential – Very Low (AV-ERVL)	Up to 1.0	Up to 0.2
Alhambra Valley Estate Residential – Low (AV-ERL)	1.1 to 2.0	Up to 0.2
Alhambra Valley Agricultural Lands (AV-AL)	5 acres/du	Up to 0.1
Alhambra Valley Open Space (AV-OS)	N/A	N/A
Commercial and Mixed-Use		
	Density	FAR
General Commercial (GC)	Up to 30.0	Up to 1.0
Neighborhood Commercial (CN)	Up to 9.0	Up to 0.5
Commercial Light Industrial (CLI)	N/A	Up to 0.8
Regional Commercial (CR)	N/A	Up to 1.0
Business Park and Office Professional (BPO)	N/A	Up to 1.0
Industrial and Manufacturing (IM)	N/A	Up to 0.4
Parks, Recreation, and Open Space Preservation		
	Density	FAR
Environmentally Sensitive Land (ESL)	See note	N/A
Neighborhood Park (NP)	See note	N/A
Open Space (OS)	See note	N/A
Open Space and Recreation, Permanent (OS&R)	See note	N/A
Open Space 30% Slopes (OS-S)	See note	N/A
Open Space Private (OS-P)	See note	N/A
Open Space Conservation Use Land (CUL)	See note	N/A
Parks and Recreation (P&R)	See note	N/A
Parks and Recreation, Public Permanent Open Space (PPOS)	See note	N/A
Other Designations		
	Density	FAR
Marina and Waterfront (MW)	N/A	Up to 1.0
Public and Quasi-Public Instructions Designation	N/A	Up to 1.0

Note: The Protected Open Space and Parks Overlay (POPO) applies to the Parks, Recreation, and Open Space Preservation designations. Development on POPO properties are subject to Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2l. Density ranges noted for other designations are in dwelling units per acre (du/ac).

Protected Open Space and Parks Overlay (POPO) Designation

The Martinez Open Space and Park Protection Initiative (Measure I) was passed by voters on June 5, 2018. According to the language in Measure I, the purpose of the initiative was to increase protections for open space, park and outdoor recreation land in the City by requiring approval by Martinez voters for any General Plan amendment to change allowable uses or land use designations for such land. The Initiative was also intended to help ensure that those lands and their valued uses are not changed to uses associated with more intensive development without approval by Martinez voters. The full text of Measure I is included as Land Use Element [Appendix LU-A](#). On September 18, 2019, the City Council adopted Resolution 115-19 approving a General Plan amendment to clarify Measure I. A copy of Resolution 115-19 is included as Land Use Element [Appendix LU-B](#).

[Figure 2-4](#) shows the properties where the POPO designation applies. Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2l apply to each property in the city with the POPO designation. The POPO designation applies to all properties in city limits with the following General Plan land use designations:

- Alhambra Valley Open Space (AV-OS)
- Environmentally Sensitive Land (ESL)
- Neighborhood Park (NP)
- Open Space (OS)
- Open Space and Recreation, Permanent (OS&R)
- Open Space 30% Slopes (OS-S)
- Open Space, Parks and Recreation (OS/P&R)
- Open Space Private (OS-P)
- Open Space Conservation Use Land (CUL)
- Parks and Recreation (P&R)
- Parks and Recreation, Public Permanent Open Space (PPOS)

Downtown Land Use Designations

The traditionally defined Downtown area is generally a mixed-use area of commercial, government, and residential uses. This area has the greatest potential for added density and intensity, especially near the Intermodal Transit Station. The following Downtown designations

are designed to encourage and recognize the desired enhancement of the existing retail core; current and continuing presence of County and City government facilities; and presence of existing older service commercial/industrial uses (generally north of the retail core). The applicable Downtown General Plan land use designations generally allow existing uses to remain and function either as an allowable use or as a legal non-conforming use, but encourage the ultimate replacement of such uses with a variety of more intense uses which can better define a traditional mixed-use urban environment as outlined in the 2006 Downtown Specific Plan.

Downtown Core (DC)

This designation is intended for the mixed-use areas at the center of Downtown, with an emphasis on a pedestrian-scale mixture of residential, specialty commercial, tourist, restaurants, cultural, and civic uses. It promotes a mix of residential and commercial uses where ground floor commercial uses are enhanced with residential uses above creating a vibrant commercial core. In addition to rehabilitation and adaptive reuse of historic buildings, development in this area should emphasize new and infill construction that is compatible with the historic structures that give Downtown its unique identity. This area is part of the Downtown Specific Plan area.

Development Density:

From 29.0 to 43.0 dwelling units per acre

Floor Area Ratio:

Up to 2.0; Up to 4.0 on the sites denoted as “Downtown Residential Opportunity Area” on the Land Use Map in Figure 4.2 of the Land Use Element.

Height:

Up to 40 feet, or 3 stories. Taller buildings may be approved by the Planning Commission with a use permit.

Downtown Government (DG)

This designation is intended for the two Downtown areas with government facilities. The eastern area consists of existing federal, state, and county facilities centered at Court and Pine Streets at Main Street, and is designated as “Civic” in the Downtown Specific Plan. The core of this designation is the county and state court campus, and the intent of this designation is to provide a center for the existing functions and future expansion of the Contra Costa County government, including administrative, judicial and correctional facilities and for federal, state and local civic facilities. The northern area consists of the Intermodal Transit Station (Amtrak station) at Marina Vista on the south side of the railroad tracks, and the intermodal parking lot on the north side of the tracks connected by a pedestrian bridge. This area is designated as “Downtown Core” and “North Downtown Shoreline” in the Downtown Specific Plan.

Density:

29 to 43 dwelling units per acre

Floor Area Ratio:

Up to 3.0; Up to 4.0 on the sites denoted as “Downtown Residential Opportunity Area” on the Land Use Map in Figure 4.2 of the Land Use Element.

Height:

Up to 40 feet, or 3 stories on properties south of the UP Railroad. Up to 30 feet, or two stories on properties north of the UP Railroad. Taller buildings may be approved by the Planning Commission with a use permit for properties south of the Union Pacific railroad.

Downtown Shoreline (DS)

This designation is intended to guide the transformation of a primarily industrial and service commercial area in the north westerly portion of Downtown into a predominantly residential neighborhood, with the potential for waterfront oriented commercial uses (such as restaurants and hotels) and limited neighborhood serving commercial uses. The prior General Plan land use designation was Study Area. The Downtown Shoreline designation removes the Study Area designation and establishes a new land use designation for the General Plan that is consistent with the Downtown Martinez Specific Plan. Although currently zoned Industrial, industrial uses are no longer consistent with this designation, and they may remain as set forth in the City's non-conforming use ordinance.

Density:

From 17.0 to 35.0 dwelling units per acre

Floor Area Ratio:

Up to 2.0; Up to 4.0 on the sites denoted as "Downtown Residential Opportunity Area" on the Land Use Map in Figure 4.2 of the Land Use Element.

Height:

Up to 40 feet, or 3 stories on properties south of the UP Railroad. Up to 30 feet, or two stories on properties north of the UP Railroad. Taller buildings may be approved by the Planning Commission with a use permit for properties south of the UP Railroad.

Downtown Transitional (DT)

This designation is intended to maintain the character of this traditionally mixed-use area immediately south of the areas designated "Downtown Core" and "Downtown Government", and north of the residential neighborhoods beyond. This area will continue to contain small scale and locally serving service commercial uses, as well as office and residential uses. New development is envisioned to be primarily multi-family residential. This area spans two land use categories in the Downtown Martinez Specific Plan: "Downtown Core" and "Downtown Neighborhood".

Development Density:

From 19.0 to 30.0 dwelling units per acre

Floor Area Ratio:

Up to 1.5

General Residential Designations

Residential Very Low (RVL)

This designation is typified by the rural residential neighborhoods that were developed under the County's jurisdiction, such as Muir Oaks and Franklin Canyon. Development within these areas is limited to single-family homes and related accessory uses that have low intensity characteristics.

Development Density:

Up to 1.0 dwelling unit per acre

Floor Area Ratio:

Up to 0.25

Residential Low (RL)

This designation is the single most predominant land use within the City's jurisdiction. This designation allows single family homes, semi-rural neighborhoods developed under the County's jurisdiction, and neighborhoods of custom and semi-custom homes, on subdivision lots typically ranging from 5,000 square feet to 20,000 square feet. Paired and attached single family housing units may be possible as part of a planned unit development with common open space areas. Very limited non-residential uses are supported within this designation, subject to the applicable zoning regulations.

Density:

From 1.1 to 6.0 dwelling units per acre

Floor Area Ratio:

Up to 0.2

Residential Medium (RM)

This designation allows for “small lot/cluster” single-family residential within planned unit developments and townhomes and other multi-family housing. Very limited non-residential uses are supported within this designation, subject to the applicable zoning regulations.

Density:

From 6.1 to 12.0 dwelling units per acre

Floor Area Ratio:

Up to 0.50

Residential High (RH)

This designation allows for townhomes and other multi-family housing, such as apartments and condominiums units. Very limited non-residential uses are supported within this designation, subject to the applicable zoning regulations.

Density:

From 12.1 to 20.0 dwelling units per acre

Floor Area Ratio:

Up to 0.75

Residential Very High (RVH)

This designation allows for multi-family housing, such as apartments and condominiums units, at a higher density. Very limited non-residential uses are supported within this designation, subject to the applicable zoning regulations.

Density:

From 20.1 to 30.0 dwelling units per acre

Floor Area Ratio:

Up to 1.0

Central Residential Single-Family Designations

The predominantly residential areas adjoining Downtown have an established pattern of variable densities and configurations (e.g., single-family, duplex, and fourplex buildings), with mostly older structures built prior to the imposition of zoning regulations. Locally serving commercial and office uses are located on the major streets (Alhambra Avenue and Pacheco Boulevard), as well as various religious and educational facilities which add to the traditional character of the area. The Central Residential land use designations are intended to guide the maintenance of this eclectic area's character, provide flexibility to upgrade nonconforming structures and encourage new single and multi-family construction, where such construction will be in keeping with the area's established character.

Martinez values the qualitative visual experience of the Central Residential area's diversity. Much of the valued historic character of the Central Residential area is due to the wide variety of residential densities and styles that are interspersed and integrated throughout the area. This visual diversity is relatively unique within the larger central Contra Costa County context, where housing types and densities are typically segregated by the uniform application of density limitations and structures are located with consistent minimum yards. While topography and the era of development has led to some distinct patterns of density separation in the Central Residential area, there are neighborhoods that are almost made up of exclusively single-family homes and are envisioned to remain predominately single-family residential. There are other areas within the Central Residential area intended for infill and multifamily housing opportunities.

Central Residential Low-A (CRL-A)

This designation is intended to continue the established character of this portion of the Central Residential area's pre-WWII hillside residential areas, where streets are generally steep and winding, and home placement was largely dictated by the steep topography. New development is limited to new single-family dwellings on the few remaining vacant lots.

Density:

Up to 6.0 dwelling units per acre

Floor Area Ratio:

Up to 0.4

Central Residential Low-B (CRL-B)

This designation is intended to maintain the established single-family character of this portion of the Central Residential area's outlying neighborhoods, where most all homes were built prior to World War II (WWII) on 5,000-square-foot lots from the original 1800s survey for "The Town of Martinez," or as part of subsequent pre-WWII subdivisions.

Density:

Up to 9.0 dwelling units per acre

Floor Area Ratio:

Up to 0.4

Central Residential Mixed Single-Family and Multifamily Designations

The mixed density neighborhoods of the three "Central Residential Mixed Single-Family and Multifamily" designations are mostly within the original 1800s survey of "The Town of Martinez" which created 20,000-square-foot blocks, each containing eight 5,000-square-foot lots. Traditionally, residential construction developed prior to the evolution of density regulation does not contain sites and buildings with a uniform number of units per acre. Instead, the number of units built on a parcel had more to do with the location of the parcel than just its size, i.e., 5,000-square-foot corner lots (with typically three times the street frontage) comfortably accommodated a greater number of units than an interior lot of the same size. Likewise, a double lot of 10,000 sq. ft. could accommodate more units than two 5,000 sq. ft. lots developed independently. Additionally, in traditional single-family areas, two, as opposed to one, homes were built on 5,000-square-foot corner lots. Multifamily bungalow courts containing several units were built on double 10,000-square-foot lots, while the surrounding 5,000-square-foot interior lots were used for single-family homes or duplexes.

The three "Central Residential Mixed Single Family and Multifamily" designations are intended to acknowledge that the assignment of maximum permitted density in the Central Residential area needs to be as much a factor of the project site's location and configuration as the project site's size. Thus, in the Central Residential areas closest to Downtown, the maximum possible density is larger for project sites where the additional street frontage or efficiency of lot merger can better accommodate such density and still maintain the neighborhood's contextual character.

Central Residential Low-C (CRL-C)

This designation is the largest in area of the three “Central Residential Mixed Single-Family and Multifamily” designations. The designation most typifies the traditional pattern of development in the area, with single family homes on the 5,000-square-foot interior lots and either duplexes or individual “split lots” (2,500 sq. ft. each) at the 5,000-square-foot corner lots. This designation encourages the continuation of adding new contextually appropriate single-family and duplex in-fill housing.

Density:

Up to 17.0 dwelling units per acre

Floor Area Ratio:

Up to 0.4

Central Residential Medium (CRM)

This designation applies to the residential areas closer to Martinez City Hall and the Downtown. The areas with this designation are the most eclectic of the “Central Residential Mixed Single-Family and Multifamily” designations. Single-family homes, duplexes, and apartments buildings are interspersed throughout these areas. As with all three “Central Residential Mixed Single-Family and Multifamily” designations, it is at the corner and relatively larger lots where a higher density building can most effectively be integrated into what was historically a single-family context. Many of the existing houses and apartment buildings in the areas with this designation are in a poor state of repair; therefore rehabilitation and/or new construction is very desirable. While the retention and addition of new single-family homes is permitted, this designation encourages the construction of new duplexes and multi-family buildings on suitable sites.

Density:

Up to 30.0 dwelling units per acre

Floor Area Ratio:

Up to 0.4

Central Residential High (CRH)

This designation includes the residential areas closest to the Downtown and is envisioned to have the highest housing density of the three “Central Residential Mixed Single-Family and Multi-family” land use designations.

Density:

Up to 35.0 dwelling units per acre

Floor Area Ratio:

Up to 0.4

Alhambra Valley Land Use Designations

The Alhambra Valley is an established semi-rural community of approximately 1,000 acres located in the south-westerly portion of Martinez, which is entirely located within the City of Martinez SOI, portions of which were annexed in 2012. As part of the annexation approval process, land use categories unique to the Alhambra Valley were adopted by the City.

The Alhambra Valley is characterized by its natural creeks and hillsides and the perception of the many scenic vistas and areas of significant topographic variation of the landscape seen throughout the Alhambra Valley. Views of ridgelines and hills form the backdrop for most of the Alhambra Valley. These views help reinforce the rural residential feeling of the Alhambra Valley and provide an important balance between the rural atmosphere and low-density residential areas within and just outside the valley.

The City acknowledges the rural residential character of the Alhambra Valley and actively supports the continuation of agricultural activities within the portion of the Alhambra Valley within the City’s jurisdiction. The City fully encourages the retention and maintenance of existing agricultural uses if they prove to be viable economic pursuits, while acknowledging potential land use conflicts with nearby or adjacent urban uses. Four land use designations unique to the Alhambra Valley were originally added to the 1973 General Plan in 2010 as part of the City’s process to complete an annexation within the Alhambra Valley area.

Alhambra Valley Estate Residential – Very Low Density (AV-ERVL)

The primary land use envisioned for this designation is detached single-family homes on lots typically one acre or larger, with the keeping of a limited number of livestock, consistent with a rural or semi-rural lifestyle.

Density:

Up to 1.0 dwelling unit per acre

Floor Area Ratio:

Up to 0.2

Alhambra Valley Estate Residential – Low Density (AV-ERL)

The primary land use envisioned in this designation is detached single-family homes on lots typically one-half acre or larger.

Density:

From 1.1 to 2.0 dwelling units per acre

Floor Area Ratio:

Up to 0.2

Alhambra Valley Agricultural Lands (AV-AL)

The only area within the city limits with an agricultural land use designation is the western hills area designated “Alhambra Valley Agricultural Lands (AV-AL)”. This land use designation includes privately owned rural lands, generally in hilly areas that are used for grazing livestock or dry grain farming. The primary purposes of the “Alhambra Valley Agricultural Lands” designation is to: a) preserve and protect lands capable of and generally used for the production of food, fiber and plant materials; and b) provide opportunities for rural residential single family homes.

Density:

Maximum density equivalent to a minimum 5 acres per dwelling unit

Floor Area Ratio:

Up to 0.1

Alhambra Valley Open Space (AV-OS)

This designation includes publicly-owned open space lands and includes, without limitation, areas of significant ecological resources or geologic hazards that are unique to the Alhambra Valley community. The “Alhambra Valley Open Space” designation also includes privately-owned properties for which future development rights have been deeded to a public or private agency or which have been designated as open space. For example, significant open space areas within planned developments identified as being owned and maintained by a homeowners association fall under this designation. Also included within this designation are the steep, unbuildable portions of approved subdivisions which may be deeded to agencies such as the East Bay Regional Park District but which have not been developed as park facilities.

Note:

The Protected Open Space and Parks Overlay (POPO) applies to the AV-OS land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2l shall apply to lands within city limits designated AV-OS.

Commercial and Mixed-Use Land Use Designations

Six commercial land use designations are established in this General Plan to recognize the predominantly non-residential areas outside of Downtown that contain the various scale and scope of commercial resources needed for retail, office, and industrial uses.

General Commercial (GC)

This land use designation is applied to areas appropriate for a broad range of retail, service, amusement, wholesale and office uses. Areas with this designation include the City’s two aging commercial strips: Alhambra Avenue (between F Street and State Route 4); and Pacheco Boulevard (between Palm Avenue and Interstate 680). Residential use is allowed on upper floors subject to the applicable zoning regulations.

Density:

Up to 30.0 dwelling units per acre

Floor Area Ratio:

Up to 1.0

Neighborhood Commercial (CN)

This designation is intended for retail and other services which meet the day-to-day needs of residents. Allowed uses include businesses typically found in convenience and neighborhood shopping centers. Residential uses are allowed on upper floors subject to the applicable zoning regulations.

Density:

Up to 9.0 dwelling units per acre

Floor Area Ratio:

Up to 0.5

Commercial Light Industrial (CLI)

This designation is intended to provide sites for commercial businesses that are not appropriate in other areas because of high volumes of vehicle traffic and potential impacts on other uses. This designation allows small-scale commercial and industrial uses that provide goods and services to employees, residents, and visitors. It includes automotive sales and services; building materials; warehouses; distribution and personal storage located on major arterial streets; and retail uses, services, and small offices.

Floor Area Ratio:

Up to 0.8

Regional Commercial (CR)

This designation, distinct from the “Neighborhood Commercial” designation, denotes areas with buildings and parking lots of larger scale, intended to serve businesses with a regional focus. The General Plan Land Use Map in [Figure 2-4](#) identifies the two clusters of regionally serving retail along the John Muir Parkway.

Floor Area Ratio:

Up to 1.0

Business Park and Office Professional (BPO)

This designation denotes areas of generally non-retail commercial activity, primarily containing office, research and development, and light manufacturing in a well-landscaped, “business park” setting without outdoor storage. Incidental retail serving a primary use may be permitted, subject to the applicable zoning regulations.

Floor Area Ratio:

Up to 1.0

Industrial and Manufacturing (IM)

This designation allows primary manufacturing, refining, and similar heavy industrial uses. This designation also supports activities involving refining, storing and transporting petroleum products. Ancillary office uses as well as other manufacturing and warehousing may be permitted, subject to the applicable zoning regulations. No retail uses are allowed.

Floor Area Ratio:

Up to 0.4

Parks, Recreation, and Open Space Preservation Land Use Designations

There are eleven different designations of areas designated for parks, recreation, and open space. The different designations provide for a variety of open space areas that either prohibit development or allow for very low-density development.

A unique category has been created to correspond to approximately 500 acres of hillside land within the Alhambra Hills Specific Plan, which are generally to be preserved as open space, but does allow for a very limited number of “remote homesites” pursuant to that Specific Plan. The general location of these remote homesites is shown on the Land Use Map in [Figure 2-4](#). This is the Alhambra Valley Open Space (AV/OS) designation discussed in the residential land use section above.

Environmentally Sensitive Land (ESL)

This designation applies to areas that are environmentally sensitive due to a variety of factors including steep terrain, soils instability, earthquake susceptibility, wildlife habitat and wildfire risk. These areas are suitable for open space, agriculture, parks and recreation, trails, and very low density residential.

Note:

The Protected Open Space and Parks Overlay (POPO) applies to the ESL land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2l shall apply to lands within city limits designated ESL.

Neighborhood Park (NP)

Neighborhood parks are areas in public or private ownership that are for open space and recreation purposes, including picnic areas, sports fields, and playgrounds. They may include ancillary uses supporting active recreation including parking lots, concession stands, small storage structures, and restrooms. They are not intended for residential or commercial development.

Note:

The Protected Open Space and Parks Overlay (POPO) applies to the NP land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2l shall apply to lands within city limits designated NP."

Open Space (OS)

This designation is for public and private lands preserved as scenic or environmental resources, either by public or common interest ownership, or through dedication of scenic open space or other easements or through conditions of development approval or previous designation and zoning action. While alteration of such properties for active recreation is typically not envisioned, naturalistic and agricultural plantings, and trails, may be possible if consistent with the intent of preserving the intended scenic resource and as may be permitted by any easements.

Note:

The Protected Open Space and Parks Overlay (POPO) applies to the OS land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2l shall apply to lands within city limits designated OS.

Open Space and Recreation, Permanent (OS&R)

This designation is for areas permanently dedicated to open space, trails, and active recreation uses such as sports fields. Hidden Lakes Park is an example of this combination of uses.

Note:

The Protected Open Space and Parks Overlay (POPO) applies to the OS&R land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2l shall apply to lands within city limits designated OS&R.

Open Space 30% Slopes (OS-S)

Hilly areas that have slopes exceeding 30% are designated open space as they are inappropriate for development at their steepest points due to lack of access, soils instability, earthquake susceptibility, wildlife habitat, and wildfire risk. Areas with this designation are within the Alhambra Hills Specific Plan and may be partially developable in conformance with the specific plan. The balance is dedicated for open space.

Note:

The Protected Open Space and Parks Overlay (POPO) applies to the OS-S land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2l shall apply to lands within city limits designated OS-S.

Open Space, Parks and Recreation (OS/P&R)

This designation is for areas that serve as open space, or recreation facilities, or areas adjacent to Alhambra Creek, within residential and commercial areas near or in the Downtown.

Note:

The Protected Open Space and Parks Overlay (POPO) applies to the OS/P&R land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2l shall apply to lands within city limits designated OS/P&R."

Open Space Private (OS-P)

This category of open space applies primarily to the open space created pursuant to the Hidden Lakes Specific Plan. These are smaller open space areas created as part of residential subdivision and are in private ownership. This is passive open space for visual benefits.

Note:

The Protected Open Space and Parks Overlay (POPO) applies to the OS-P land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2I shall apply to lands within city limits designated OS-P.

Open Space Conservation Use Land (CUL)

Open space areas with this designation are located in the southwestern portion of the city and are appropriate for agricultural uses, parks/recreation, and very low density residential. Large parcels with limited residential development are intended to conserve natural resources and respect environmental constraints including terrain, soils and habitat.

Note:

The Protected Open Space and Parks Overlay (POPO) applies to the CUL land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2I shall apply to lands within city limits designated CUL."

Parks and Recreation (P&R)

This designation is applied to areas suitable for parks, playgrounds and other recreational uses and may include homeowners association community facilities and private recreation areas.

Notes:

The Protected Open Space and Parks Overlay (POPO) applies to the P&R land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2I shall apply to lands within city limits designated P&R.

Parks and Recreation, Public Permanent Open Space (PPOS)

This designation includes areas within the Alhambra Hills Specific Plan area as well as open space areas in the north-western portion of the city near Downtown. Most of the area near Downtown is composed of slopes that exceed a 30% grade and are either too steep for development or would require extensive study and careful design to ensure safe development. Ridge areas of less than 30% slope are either isolated from reasonable street access or are of major visual importance to the Downtown. Limited low density residential may be appropriate where access can be established that meets the policies in the Public Safety Element, and in areas that have geologic stability, in the Downtown adjacent areas, or are consistent with the Alhambra Hills Specific Plan for the Alhambra areas.

Note:

The Protected Open Space and Parks Overlay (POPO) applies to the PPOS land use designation; therefore, Land Use Element Policy LU-1.2 and Implementation Measures LU-I-1.2a through LU-I-1.2l shall apply to lands within city limits designated PPOS.

Waterfront Recreation and Marina Land Use Designation

Martinez's waterfront is a natural asset which can play a significant role as a major recreation and conservation area for residents and the region. By continuing the restoration and revitalization efforts that begin in the 1960s with the development of the Marina and in the 1970s with the development of EBRPD's Radke Martinez Regional Shoreline, the waterfront can realize its full potential and the City can re-establish a focal point of historical importance to the community and provide an impetus for a range of civic improvement projects. In September 2014 the Governor approved Senate Bill No. 1424 granting the City of Martinez all right, title and interest in the Marina and the associated landside parcels. The bill requires that the City of Martinez adopt a trust lands use plan which must also be approved by the State Lands Commission. The Marina and Waterfront Trust Land Use Plan shall describe any proposed development, preservation or other use of the property, and requires the State Lands Commission approval for any amendments. This is a separate plan from the General Plan and will provide more detailed objectives and implementation measures that are consistent with the General Plan.

Marina and Waterfront (MW)

The marina and waterfront area are comprised of the Marina and launch ramp, dry storage areas south of the Marina, and other uses historically established for supporting commercial and social organization facilities. The areas in this designation may also contain marina support services such as restaurants, and commercial boating and fishing activities.

Floor Area Ratio:

Up to 1.0



(Source: Kevin Murray)

Public and Quasi-Public Institutions Designation

Public and Quasi-Public Institutions (PI)

This designation refers to areas currently used for public benefit, including local and county government facilities, public and private schools, hospitals, and medical facilities.

Floor Area Ratio:

Up to 1.0



Contra Costa County District Attorney's Office

2.6 | LAND USE MAP

The City of Martinez General Plan Land Use Map is shown on [Figure 2-4](#). The Land Use Map identifies the location, distribution, and extent of all land uses within the Planning Area and corresponds to the land use designations described in the previous section.

The General Plan Land Use Map revises the last adopted map updated in September 2013, and revisions adopted by the City Council on April 18, 2018, per Resolution 011-17. Major revisions incorporated into the new map include the following:

- A new Downtown Core (DC) use is established which replaces the Commercial, Professional, Administrative and Retail designation for most of the Downtown blocks.
- The prior Government (G) designation is replaced by two new categories of Downtown Government (DG) for government facilities in the Downtown, and Public and Quasi Public Institutions (PI) for government and non-recreational public facilities outside of the Downtown.
- A new Downtown Shoreline (DS) designation replaces a portion of the medium residential area on the south side of the UPRR rail tracks at the western edge of the Downtown.
- A new Downtown Transition (DT) category is established which replaces Medium Density Residential (RM) for a portion of the Downtown, and Commercial, Professional, Administrative and Retail for a portion.
- A new designation of Residential Very Low (RVL) allowing no more the one unit per acre replaces the prior category of R 0-0.5.
- A new designation of Residential Low (RL) replaces R 0-6.
- A new designation of Residential Medium (RM) replaces R 6-12 and R 7-12.
- A new designation of Residential High (RH) replaces R 12 and Over, and R 13-18
- A new designation of Residential Very High (RVH) replaces R up to 29.
- The residential designations of groups one through four which modified underlying low to medium residential in the Downtown area and surrounding older residential areas,

have been replaced by a set of central residential categories from low to high densities: CR-A, CR-B, CR-C, CRM and CRH.

- A new General Commercial (CG) designation replaces Commercial, Professional & Administrative, Retail and Services.
- A new Neighborhood Commercial (CN) replaces Commercial, Professional & Administrative, Retail and Services for smaller sites on arterials in residential neighborhoods with lower density limitations than GC.
- A new Regional Commercial (CR) replaces Commercial, Professional & Administrative, Retail and Services for sites that are larger, and parkway or freeway oriented.
- A new designation of Business Park and Office Professional (BPO) replaces Office, Office Commercial, and Mixed Research and Development Commercial, and Research and Development.
- The new designation of Industrial Manufacturing (IM) replaces the categories of Light Industrial and Industrial.
- The Protected Open Space and Parks Overlay (POPO) designation is added to the open space categories.
- The former Pine Meadows Golf Course has two designations for different portions of the site: Open Space and Recreation (OS&R), and Residential Low (RL).
- A new designation of Marina and Waterfront (MW) is created for the waterfront area and applied to an area previously designated open space. This area consists of City Trust Land Use Parcels exempt from the restrictions of the Measure I POPO overlay district. The Marina and waterfront areas are changed from Special Study Area (SSA) to three different land uses: Marina and Waterfront (MW), Parks and Recreation (P&R) and Downtown Government (DG).
- A new designation of Public and Quasi-Public Institutions (PI) is established to replace Governmental (outside of Downtown), High School, Hospital, Junior High School, Public Institution, and Public Institutions and Schools.

2.7 | LAND USE ELEMENT GOALS, POLICIES, AND MEASURES

GOAL LU-G-1: Promote a balanced land use pattern, a mix of which enhances community character and serves the needs of existing and future residents. Encourage land use development to occur in an orderly fashion and in pace with the expansion of public facilities. Provide appropriate transitions between single family neighborhoods and higher intensity uses. Preserve open space and historic structures.

Policy LU-P-1.1: Maintain and implement the General Plan Land Use Map ([Figure 2-4](#)) that provides a description and location of land uses. Only permit development that is consistent with the General Plan. Require all projects to meet density, floor area ratio, and all other standards applicable to individual land use designations.

Measure LU-I-1.1a: Amend the Zoning Ordinance to apply zoning districts consistent with new or amended General Plan land use designations to ensure consistency with the General Plan. As part of the Housing Element Update, consider allowing multi-family residential uses within the Public and Quasi-Public Institutions (PI) land use designation to create opportunities for teacher and affordable workforce housing.

Policy LU-P-1.2: Implement the provisions established by the Martinez Open Space and Park Protection Initiative (Measure I) for the properties in the Protected Open Space and Parks Overlay (POPO) designation.

LU-I-1.2a: For all property in the POPO designation, approval by Martinez voters shall be required to change the General Plan land use designations or allowable uses in effect on January 1, 2017, or to permit uses not consistent with the General Plan designation in effect on that date, except as otherwise provided for in Measure I. This implementation measure addresses the provisions in Subsection 5(a) (Approval by Martinez Voters) of Measure I.

Measure LU-I-1.2b: The Martinez General Plan applies the POPO designation to all lands within the Martinez City Limits designated for open space, park, and outdoor recreation use as of January 1, 2017, with the exception of the areas of the Martinez marina and harbor waterfront governed by Senate Bill 1424 (Statutes 2014, Chapter.628) and further described in Land Use Implementation Measure LU-1.2i. The POPO designation shall be automatically applied to any land later designated in the General Plan for open space,

park, and outdoor recreation use. This implementation measure addresses the provisions in Subsection 5(b) (Protected Open Space and Parks Overlay Established) of Measure I.

Measure LU-I-1.2c: Allowable uses on open space lands designated POPO shall be as follows: 1) nature conservation or study; 2) ecosystem, habitat, and watershed preservation; 3) hiking trails and outdoor open space recreation; 4) agricultural use; 5) forestry use; 6) grazing lands; and 7) other similar uses consistent with the purpose and intent of Measure I.

Allowable uses on park and recreation lands designed POPO shall be as follows: 1) park use; 2) outdoor recreation and sports uses – including but not limited to playing fields, outdoor swimming facilities, golf course, outdoor courts for sport use (e.g., tennis, basketball, bocce ball, pickleball, volleyball, etc.); 3) historic site preservation; 4) stables and riding facilities; 5) picnic areas; 6) playgrounds; 7) dog parks; 8) recreation trails; and 9) other similar uses consistent with the intent of Measure I.

Except as provided for in Measure I, residential or commercial uses shall not be allowed on lands designated POPO. This implementation measure addresses the provisions in Subsection 5(c) (Open Space, Park and Outdoor Recreation Uses) of Measure I.

Measure LU-I-1.2d: In addition to the uses allowable under LU-I-1.2c, other ancillary uses may be allowed on lands designated POPO, so long as the ancillary use is subsidiary and is customarily associated with a use allowed on the POPO designated land.

Examples of ancillary uses that may be allowed on POPO designated land include: 1) rest rooms for open space, park, or outdoor recreation uses; 2) changing rooms, showers, vending machines and/or a snack bar or a small concessionaire structure in association with permitted park and outdoor recreation uses; 3) smaller indoor recreational facilities associated with a primarily outdoor recreation facility; 4) facilities for the processing, storage, or retail sale of agricultural products where necessary for agricultural use of contiguous open space land; 5) buildings or parking areas for storage of equipment or vehicles where the vehicles or equipment are intended for use in and/or in association with open space, park, and outdoor recreation use; and 6) administrative facilities if necessary for the associated open space, park, and outdoor recreation uses. This implementation measure addresses the provisions in Subsection 5(d) (Ancillary Uses) of Measure I.

Measure LU-I-1.3e: Uses on any one or more categories of open space, park and recreation land may be changed to allow more development-oriented uses and land use designations than those in LU-I-1.2d and LU-I-1.2e, including commercial and residential

uses, but any such change of uses shall be approved by Martinez voters. This implementation measure addresses the provisions in Subsection 5(e) (Development-Intensive Uses Allowed if Approved by Martinez Voters) of Measure I.”

Measure LU-I-1.2f: If uses are currently legal and already existing or are vested on POPO designated land, but are not permitted under Measure I on POPO land when Measure I took effect, they may continue unaffected by the Measure I restrictions; but such uses may not be expanded except as allowed under Measure I. This implementation measure addresses the provisions in Subsection 5(f) (Existing Legal Uses are Permitted) of Measure I.

Measure LU-I-1.2g: The City Council may further restrict, through zoning or other legal means, permitted uses on any category of POPO designated land. This implementation measure addresses the provisions in Subsection 5(g) (City Council Can Increase Restrictions) of Measure I.

Measure LU-I-1.2h: Measure I did not change the amount of housing that is allowed on POPO designated land. The 1973 General Plan explicitly allowed a certain amount of residential development on privately owned open space. To maintain continuity and provide fairness to those private property owners, those allowances were re-adopted by Measure I. The requirements in the 1973 General Plan (as part of the Central Martinez Specific Area Plan, as incorporated into the General Plan) limiting environmental impacts of any such residential use in the Franklin Hills sub-area were also readopted by Measure I. Accordingly, the following provisions that were contained in the 1973 General Plan shall apply to lands designated POPO:

1) Appropriate private open space uses include agricultural, grazing, open space recreational uses such as camp facilities, or residential uses where such uses and related facilities such as roads and parking areas constitute less than two percent of the entire land area where the balance of the land is retained in a natural state or agricultural state.

2) On Open Space/Conservation Use or Environmentally Sensitive Lands within the Alhambra Creek Watershed, a density of 0 to 1 dwelling units/gross acre shall be allowed. The required site area per dwelling unit shall be 40,000 square feet per unit or greater with larger site area requirements typical of the zone, unless otherwise specified in a Specific Plan.

3) On Open Space/Conservation Use or Environmentally Sensitive Lands outside the Alhambra Creek Watershed, a density of 0 to 2 dwelling units/gross acre shall be allowed. The required site area per dwelling unit shall be 20,000 square feet per unit or greater.

4) The Franklin Hills sub-area, extending from the Carquinez Straits to California State Highway Route 4 between urban Martinez and the western edge of the area, are designated Environmentally Sensitive Lands or Public Permanent Open Space. In this area limited residential development on an individual site basis may be appropriate if certain environmental impacts can be mitigated. Each application for residential development shall be accompanied by the following items:

- Applications for rezoning and development plan approval shall be processed concurrently. Each application shall contain documentation by the appropriate professionals hired by the applicant that each and every significant environmental impact (including cumulative impacts) identified in the Franklin Hills Environmental Impact Report (EIR) has been thoroughly investigated for the site in question and can be mitigated to an insignificant level. Site-specific and cumulative mitigation measures shall be designed in sufficient detail to allow preliminary cost estimates to be also included in the application.
- Prior to the acceptance of the application as complete, all portions of this application shall be reviewed for completeness and accuracy by City staff and appropriate City consultants. The cost of this review shall be paid by the applicant.
- No application shall be accepted for a proposal which exceeds a density of one unit per half-acre of land under 30% slope and under 350 ft. elevation, and one unit per ten acres over 350 feet elevation. A slope density map meeting Zoning Ordinance requirements shall be submitted with each application.
- No application shall be accepted for a site which does not have, or provide as part of the development proposal, access to a fully improved public street meeting all City requirements including those relating to length and number of lots served by a cul-de-sac.

This implementation measure addresses the provisions in Subsection 5(h) (Readoption of Historic 1973 General Plan Provisions) of Measure I.

Measure LU-I-1.2i: Notwithstanding any provision of Measure I, because a high level of protection is already mandated by State law, and because the City must have flexibility to prepare and submit a trust land use plan to the State Lands Commission no later than January 1, 2020 (a draft copy of which was sent by the City in November 2019 to the State Lands Commission), Measure I does not apply to the areas of the Martinez marina and harbor waterfront governed by the Public Trust. These areas of the Martinez marina and

harbor waterfront are governed by Senate Bill 1424 (Statutes 2014, Chapter. 628) and are shown as the shaded areas marked as, “2A, 2B, 2C, and 2D” in Measure I. This implementation measure addresses the provisions in Subsection 5(i) (Marina and Harbor Area Public Trust Lands Excluded) of Measure I.

Measure LU-I-1.2j: Development on POPO designated land for residential use shall be allowed to the extent it is specifically necessary to satisfy a residential development requirement under State law and on the condition that the requirements cannot otherwise be satisfied; provided, however, that such development shall only be allowed to the extent specifically required, and that the area involved in such development shall be the minimum so required. This implementation measure addresses the provisions in Subsection 5(j) (Residential Use Required by State Housing Law) of Measure I.

Measure LU-I-1.2k: If a court of competent jurisdiction rules that the application of Measure I to a specific proposed use or project would deprive a person of Constitutional rights or privileges, or if the City Council makes the initial determination that application of Measure I to a specific proposed use or project would be contrary to Federal or State law, Measure I shall not apply to the extent required to allow that use or project. This explicit limitation on applicability is to make certain that the provisions do not infringe any person’s legal rights or privileges, violate the law in any respect, or subject the City to legal liability. This implementation measure addresses the provisions in Subsection 5(k) (Protection of Constitutional Rights) of Measure I.

Measure LU-I-1.2l: Nothing in Measure I, including but not limited to Subsections 5(a), or subsections 5(b), 5(c), 5(d) and 5(f), imposes any new limitation, restriction or voter approval requirement on the type or intensity of uses that were, as of January 1, 2017, permissible on lands now designated as POPO. Nor does Measure I remove any limitations or restrictions on the type or intensity of uses that were applicable to such lands as of that date. Subsections 5(c) and 5(d) describe uses that the City Council may, without requiring a vote of the people, permit to occur on POPO designated lands (including through amendment of the General Plan). Subsection 5(f) allows the continuance of legal, but non-conforming, existing or vested uses as of the date of adoption of the Initiative (June 6, 2018). If a type or intensity of use was, as of the date of adoption of Measure I, permissible on land now designated as POPO, such type and intensity of use remains permissible irrespective of whether such use is existing or vested. This implementation measure addresses the provision in Subsection 5(l) (Effect on Allowable Uses) of the Measure I.

Policy LU-P-1.3: Encourage the use of energy-efficient features in new development.

Measure LU-I-1.3a: Require compliance with the California Green Building Standards Code – Part 11, Title 24, California Code of Regulations (known as CALGreen). In 2007, the California Building Standards Commission developed green building standards to meet the goals of California’s landmark initiative AB 32, which established a comprehensive program of cost-effective reductions of greenhouse gases (GHG) to 1990 levels by 2020.

Policy LU-P-1.4: Consider development of design guidelines that include standards to protect and enhance historic structures, wherever feasible.

Measure LU-I-1.4a: Consider revision of the Zoning Ordinance to discourage demolition of older homes by encouraging conversion to multi-family occupancy or alternative uses such as bed and breakfasts, offices, and commercial uses where appropriate. Consider the application of this measure on a site-by-site basis to ensure that housing production goals in the Housing Element are not impeded.

Policy LU-P-1.5: Continue current design review process for all new development, renovation, and remodeling to preserve the existing character of individual neighborhoods.

Measure LU-I-1.5a: Consider the adoption of design guidelines and residential objective design standards as part of the Zoning Ordinance to assist with review of new development and encourage neighborhood compatibility.

GOAL LU-G-2: Preserve and strengthen the City’s overall image and create development that enhances the existing character and preserves the natural resources, residential neighborhoods, commercial areas, and small-town historic character of Downtown Martinez to the maximum extent feasible.

Policy LU-P-2.1: Support land use patterns and mixed-use infill development in the City’s Downtown Priority Development Area (PDA) that will attract and serve riders of public transit.

Measure LU-I-2.1a: Continue implementation of the Downtown Martinez Specific Plan to guide new mixed-use infill development.

Policy LU-P-2.2: Support the transformation of Downtown Martinez into a pedestrian-oriented commercial and mixed-use district with a mix of office, retail, government, high

and mid-density residential, cultural, and entertainment land uses, designed to create an active lively streetscape and a sense of place.

Measure LU-I-2.2a: Pursue implementation of the transportation improvement policies in the Downtown Community Based Transportation Plan.

Measure LU-I-2.2b: Support development of housing opportunity sites set forth in the Housing Element in and near Downtown to meet housing goals, utilize existing transportation facilities, and strengthen Downtown commercial businesses.

Measure LU-I-2.2c: Ensure that new development in Downtown Martinez will continue to recognize the Downtown as an important historic resource.

Policy LU-P-2.3: Consider new infill and development projects within the Downtown that are consistent with the City's Land Use Map and compatible with surrounding uses.

Policy LU-P-2.4: Acknowledge the unique historic character of the Central Residential areas and facilitate maintenance and upgrading of existing structures that are currently seen as nonconforming by conventional zoning standards. Traditional design elements, such as covered front porches, should be encouraged.

Measure LU-I-2.4a: Consider modifying the zoning ordinance regulations to encourage investment in existing structures in the Central Residential areas, including possible modification of the standard minimum front yard requirements to encourage compatibility with historic character and permit more traditional design elements.

Policy LU-P-2.5: New multi-family residential development should be visually and functionally integrated and consistent in scale, mass, and character when located within an existing residential neighborhood.

Measure LU-I-2.5a: Provide high quality design review and inspection services throughout the Downtown Specific Plan area for all development activities.

GOAL LU-G-3: Protect environmentally and visually sensitive sites, hillsides, and natural resources wherever feasible.

Policy LU-P-3.1: Protect perennial and intermittent streams, creeks, and watercourses from pollution which can be caused by such activity as dumping sewage, landscape runoff, pesticides, seepage, siltation, or other discharges.

Measure LU-I-3.1a: Consider zoning ordinance amendments to require all new development along a creek or adjacent to a natural watercourse to prepare a creek/watercourse preservation and protection plan.

Measure LU-I-3.1b: Consider the formulation of regulations to include required setbacks from the streams, creeks, and watercourses to protect the resource, habitat, and any recreation value associated therewith.

Measure LU-I-3.1c: Require development plans to include urban water runoff plans that protect adjacent waterways.

Measure LU-I-3.1d: No construction, development, structure, street, alley or landscaping shall be permitted within 100 feet of any marshlands or creeks within the Radke Martinez Regional Shoreline. This marshland setback area shall be undisturbed and used as a vegetative buffer to the marshland. The setbacks shall be to the nearest marsh area and if the nearest marsh area is more than 100 feet from the property line then no set back shall be necessary.

Policy LU-P-3.2: Consider flood safety when approving any new development in areas prone to flooding.

Measure LU-I-3.2a: Consider the adoption and maintenance of flood safety regulations to protect floodplain environments and restrict development in flood areas.

Policies

Policy LU-P-3.3: To the extent possible, retain channels, floodplains, and riparian corridors (including suitable setbacks from top of bank), such as Alhambra Creek and its tributaries, as significant open space areas. These areas should be maintained in their natural state to function as appropriate open space areas and to support a riparian habitat where feasible. Require, where possible, development within the Creek watersheds to preserve watershed integrity, including natural vegetation, soil and slope stability, water quality, scenic values, and potential archaeological resources.

Policy LU-P-3.4: Continue to uphold and maintain hillside development regulations that reduce the environmental risks associated with the grading of steep slopes by reducing

the maximum permitted density of sloping sites, and generally prohibiting new development on very steep sites, such as those over 30%.

Measure LU-I-3.4a: Ensure that new development complies with the Hillside Development Regulations Ordinance of the Zoning Code for hillside properties with any areas of 10% or above slope, and generally prohibiting development on areas with slopes exceeding 30%.

Measure LU-I-3.4b: Consider amendments to the Zoning Ordinance establishing suitable setbacks and potential open space areas for channels, floodplains, and riparian corridors. Ordinance amendments should consider regulations to protect riparian habitat, preserve watershed integrity, natural vegetation, soil and slope stability, water quality, scenic values, and potential archaeological resources.

Policy LU-P-3.5: Slope stability shall be a primary consideration in the ability of land to be developed. Allow no development in landslide areas unless the area is stabilized through high-quality engineering design and construction as approved by the City.

Measure LU-I-3.5a: Require design review of plans to ensure that each proposed development has been designed in a sensitive manner to the existing natural terrain.

Measure LU-I-3.5b: Consider an ordinance that restricts development in environmentally sensitive areas such as constrained sites, hillsides, and natural resources, thereby protecting the scenic beauty and natural terrain. To the extent development is allowed, consider an ordinance amendment that establishes requirements and standards to ensure that new development complements the existing environment in terms of form, scale, and physical appearance. Such requirements and standards shall be aimed at ensuring that structures shall complement the existing topography to the greatest extent possible and reducing visual impacts of such development using landscaping, screening, and siting techniques.

Policy LU-P-3.6: Review all development proposals, planning projects, and infrastructure projects to ensure that open space and scenic resource impacts are reduced by maximizing design features that preserve a sense of open space and by minimizing off-site and night sky impacts of outdoor lighting. The review should include the construction and operation of the project.

Measure LU-I-3.6a: Amend the Zoning Ordinance to require that light or glare from interior or exterior lighting, industrial, mechanical, or chemical processes, or from

reflective materials used or stored on a site, be shielded or modified to prevent emission of light or glare beyond the property line as feasible. The amendment shall address placement of exterior light sources to eliminate spill over illumination or glare in the night sky and onto adjoining properties to the maximum extent feasible, and not interfere with the normal operation or enjoyment of adjoining properties.

Measure LU-I-3.6b: Consider amendments to the Zoning Ordinance to address minimum open space requirements in new development.

GOAL LU-G-4: Preserve historic character throughout the City of Martinez by preserving the distinctive character of residential and commercial districts.

Policy LU-P-4.1: Continue to encourage and support the design review process for residential and commercial projects to ensure compatibility with the existing historic character.

Measure LU-I-4.1a: Consider Zoning Ordinance and/or Specific Plan amendments to strengthen design guidelines within the Downtown Martinez Specific Plan area to preserve, enhance, and complement the existing character in Downtown Martinez and other historical commercial and residential areas.

Measure LU-I-4.1b: The Planning Commission should continue to review and provide design recommendations for development proposals in the Downtown.

Policy LU-P-4.2: Protect the character of single-family residential neighborhoods through the preservation and improvement of their character-defining features. Such features include but are not limited to tree-lined streets, building orientation, sidewalks, and architectural scale and quality.

Policy LU-P-4.3: Allow the conversion of older single-family homes for commercial uses within commercially zoned areas of the Downtown and along commercially zoned corridors where residential use is no longer desirable. This will encourage adaptive reuse as opposed to demolition, helping achieve some preservation of historic character.

GOAL LU-G-5: Maintain and encourage existing waterfront recreation opportunities and water-oriented visitor commercial and social activities that are compatible with the Marina’s primary recreational focus, and support Marina operations, such as grocery and bait shops, water-related activities, membership clubs, restaurants, and lodging.

Policy LU-P-5.1: Consider enhancements to the fishing pier, including but not limited to the addition of bathrooms and shade structures.

Policy LU-P-5.2: Should future resources limit the City’s ability to maintain the Marina in its current configuration, a reduction in number of berths and/or enlarging the launch ramp may be considered as alternatives to retaining the current water-orientated recreational focus, which may include the creation of naturalized and/or restored wetlands.

Policy LU-P-5.3: For the safety and convenience of users of waterfront lands and the continuity of a regional trails system, elevated crossing of the railroad for pedestrians, equestrians, bicyclists, and emergency vehicles should be considered.

Policy LU-P-5.4: Create policies and land use regulations in the Marina and Waterfront Trust Land Use Plan that support expansion of recreational opportunities and financial stability for Marina operations.

Measure LU-I-5.4a: Develop the Marina and Waterfront Trust Land Use Plan for the waterfront area as required by Senate Bill No. 1424, which granted the City of Martinez all right, title, and interest in the Marina and the associated landside parcels. Include in the Marina and Waterfront Trust Land Use Plan proposed development, preservation, or other use of the property. Consideration should be given to including in the plan uses proposed and appropriate for the marina and landside areas, including possible water-oriented recreation opportunities, and should analyze revenue sources to maintain fiscal stability of the marina. The plan will include information and policies regarding the effects of sea level rise on existing and proposed uses. The plan requires the State Lands Commission approval for the initial plan and any amendments.

Measure LU-I-5.4b: Establish a new land use category for the Marina and waterfront area on the Land Use Map called “Marina and Waterfront” with allowed uses consistent with State trust law described in Section 2.3 of this Land Use Element.

Measure LU-I-5.4c: Upon completion of the Marina and Waterfront Trust Land Use Plan, adopt appropriate zoning for implementation of the Marina and Waterfront General Plan Land Use designation.

GOAL LU-G-6: Create an environmentally just city with an equitable distribution of public facilities and services and a safe and healthy environment for all community members.

Policy LU-P-6.1: Consider environmental justice issues related to potential adverse health impacts associated with land use decisions, including exposure to hazardous materials, industrial activity, vehicle exhaust, and other sources of pollution, on residents regardless of age, culture, gender, race, socioeconomic status, or geographic location.

Measure LU-I-6.1a: Review all development proposals, planning projects, and infrastructure projects to ensure that potential adverse impacts to disadvantaged communities, such as exposure to pollutants, including toxic air contaminants, and unacceptable levels of noise and vibration are reduced to the extent feasible and that measures to improve quality of life, such as connections to bicycle and pedestrian paths, community services, schools, and recreation facilities, access to healthy foods, and improvement of air quality are included in the project. The review shall address both the construction and operation phases of the project.

Measure LU-I-6.1b: Conduct outreach to disadvantaged and low-income communities to encourage participation in the formulation and review of policies, new development, and City operations and activities, especially in neighborhood level planning.

Measure LU-I-6.1c: Ensure private development project approvals, and public facility location and design decisions, implement the policies of the Environmental Justice Element, including equitable access to food, transportation, education, affordable housing, and avoidance of proximity to waste and noise generators.

Policy LU-P-6.2: Consider environmental justice issues related to the equitable provision of desirable public amenities such as parks, recreational facilities, community gardens, and other uses that improve the quality of life.

Policy LU-P-6.3: Ensure that affected residents can participate in decisions that impact their health.

GOAL LU-G-7: Preserve and enhance both the natural and man-made environment in Alhambra Valley.

Policy LU-P-7.1: Structures shall be designed to blend into, rather than dominate, the natural setting, especially on ridgelines. The massing of new dwellings should be compatible with the natural setting.

Measure LU-I-7.1a: Strengthen design guidelines to require development proposals to include an environmentally superior design alternative as part of the environmental review process.

Policy LU-P-7.2: Only allow development which is sensitive to available natural resources and features. New development shall generally conform to natural contours and avoid excessive grading.

Policy LU-P-7.3: Hilltop ridges, rock outcroppings, mature stands of trees, and other natural features shall be preserved to the greatest extent possible in the design of new projects.

GOAL LU-G-8: Encourage the preservation of existing agricultural businesses and minimize and resolve conflicts between agricultural and urban uses within and adjacent to the Alhambra Valley semi-rural residential community.

Policy LU-P-8.1: Agriculture shall be protected to maintain the semi-rural atmosphere and to retain a balance of land uses in Alhambra Valley.
Implementation Measures

Measure LU-I-8.1a: Consider the adoption and maintenance of regulations for new development in and adjacent to agricultural areas that ensure its compatibility with agricultural uses. Consideration should be given to appropriate setbacks for structures located within or adjacent to cultivated agricultural lands.

Measure LU-I-8.1b: Consider information brochures or handouts that inform and educate prospective home buyers in or near agricultural areas regarding the incompatibility and hazards associated with nearby agricultural practices.

GOAL LU-G-9: Preserve areas of high scenic value and the rural-residential atmosphere in the area within Alhambra Valley.

Policy LU-P-9.1: To the extent feasible, scenic features should be protected or maintained, either through land dedication to a public agency or through the granting of scenic or conservation easements.

Measure LU-I-9.1a: Consider the adoption and maintenance of regulations that restrict the use of solid fencing and encourage the use of low, open rail type fencing.

Measure LU-I-9.1b: Consider the adoption and maintenance of regulations and design standards for new residential development to preserve the rural residential atmosphere in Alhambra Valley.

Measure LU-I-9.1c: Maintain standards through the review and approval process for development of hillsides to protect slopes and minimize visual impacts.

Policy LU-P-9.2: High quality engineering of slopes shall be required to avoid soil erosion, downstream flooding, slope failure, loss of vegetative cover, high maintenance costs, property damage, and damage to visual quality.

Policy LU-P-9.3: In order to conserve the scenic beauty of Alhambra Valley, developers shall generally be required to restore the natural contours and vegetation of the land after grading and other land disturbances. Public and private projects shall be designed to minimize damage to significant trees and other visual landmarks.

Policy LU-P-9.4: Extreme topographic modification, such as filling in canyons or removing hilltops shall be avoided. Clustering and planned development approaches to development shall be encouraged. All future development plans, whether large-scale or small-scale, shall be based on identifying safe and suitable sites for buildings, roads, and driveways.

Policy LU-P-9.5: The construction of new structures on the top of scenic ridges or within 50 feet of the ridgeline shall be discouraged.

Policy LU-P-9.6: Enhance and protect access to established scenic routes through the development of trails and other facilities.

Policy LU-P-9.7: New projects shall be designed to blend in with the rural setting of Alhambra Valley as much as possible. The use of fire-resistant materials shall be encouraged.

Policy LU-P-9.8: The use of scenic easements shall be encouraged to protect agricultural and park lands which abut land with urban land use designations such as residential and commercial uses.

Policy LU-P-9.9: Preserve the visually open character of Alhambra Valley and Reliez Valley Roads.

GOAL LU-G-10: Ensure that new public service facilities, which are needed to provide adequate levels of service within Alhambra Valley, are sensitive to the natural setting.

Policy LU-P-10.1: Dedication of public roads in unstable hillside areas shall generally not be accepted by the City. Consideration may be given to acceptance where stability can be assured and where such roads are fully developed and provide through access to other existing development.

Measure LU-I-10.1a: Improvement plans shall require new development to provide on-site storm water and drainage facilities which accommodate full build out and consider a range of design alternatives.

Policy LU-P-10.2: Control erosion in natural watercourses where creek capacity and bank stability necessitate, as per applicable creek preservation and improvement plan.



Downtown Martinez Nightlife (Source: Kevin Murray)

GOAL LU-G-11: Promote retention of existing businesses and attract new businesses.

Policy LU-P-11.1: Promote business assistance services, including seminars, linking local businesses to financial and technical resources, supporting local business promotion, and networking.

Measure LU-I-11.1a: Continue to work with the Chamber of Commerce and the Downtown property owners on Downtown events, marketing materials for promotion of the City and its attractions, and dissemination of information to businesses about access to State and Federal technical assistance and funding sources for business loans and workforce development.

Measure LU-I-11.1b: Support local businesses with permit assistance and access to high functioning infrastructure including fiber-optic cable.



Small Business at Martinez Farmer's Market (Source: Kevin Murray)

Policy LU-P-11.2: Promote City marketing and branding efforts and support similar coordinated private business efforts.

Policy LU-P-11.3: Target marketing to key industries and trade associations. Include the following industries and business types for targeted marketing:

- a) Advanced materials & manufacturing Biomedical
- b) Child Day Care
- c) Clean Tech
- d) Construction
- e) Support Electrical/Plumbing/Mechanical Energy/Chemical Food/Beverage
- f) Manufacturing Government/Public Health/Legal Health Care
- g) Hospitality
- h) Personal Care & Fitness Restaurants; and Visual & Performing Arts

Measure LU-I-11.3a: Add to a future Zoning Code update, ministerial approval of targeted industries in the appropriate zoning districts and review the development requirements

for the target industries to ensure there are no conflicts with the revised Zoning Ordinance.

Policy LU-P-11.4: Continue collaborating with regional partners to implement the Northern Waterfront Economic Development Initiative Strategic Plan. The Strategic Plan envisions building an environmentally sustainable regional economy and communities with equitable access to quality job opportunities and economic participation for all residents. The Strategic Plan identifies five goals addressing: 1) Business Environment & Competitiveness, 2) Talent Development, 3) Business Vitality/Cluster Development, 4) Entrepreneurship & Innovation, and 5) Target Industry Attraction.



(Source: Kevin Murray)

GOAL LU-G-12: Promote activities and development for a vibrant Downtown area.

Policy LU-P-12.1: Build Downtown's image and identity as a center for dining, craft beverages, arts, crafts, and culture in a historic, authentic architectural district.

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LAND USE ELEMENT

Policy LU-P-12.2: Focus infill development on the east and west edges of the Downtown including the Downtown Core, Downtown Government and Downtown Shoreline areas, utilizing the County offices and the Amtrak Station as anchors that support fine-grained rehabilitation and small retail and restaurant business attraction, on the central shopping streets in between.

Policy LU-P-12.3: Attract an upscale hotel to the Downtown or waterfront area.

Policy LU-P-12.4: Establish the Downtown area as a premier location for remote work.

Policy LU-P-12.5: Identify appropriate parcels and support mixed use residential development with ground floor retail where feasible, to build customers for the small retail and restaurants on the central shopping streets.

Policy LU-P-12.6: Develop a plan for pedestrian connections in the Downtown such as plazas and paseos.



Martinez Nightlife (Source: Kevin Murray)

GOAL LU-G-13: Support transformation and revitalization of key commercial corridors and industrial areas.

Policy LU-P-13.1: Consider preparing a specific plan for the Alhambra Avenue corridor (State Route 4 to F Street), including commercial and residential land use and economic analysis, business attraction, and streetscape improvements to evolve the area into a vibrant mixed-use district.

Policy LU-P-13.2: Support modernization and repositioning of the Shell/Mococo lands as a regional center for renewable energy and technology.

Policy LU-P-13.3: Support retail attraction and repositioning of key shopping centers, including physical improvements and new tenants.

Policy LU-P-13.4: Promote Biomedical, CleanTech, Advanced Materials and other emerging industries along the Pacheco Commercial/Industrial Corridor.