



Contra Costa County Finance Building

4.1 | INTRODUCTION

The Historic, Cultural and Arts Element is designed to establish goals, policies, and implementation measures that will help protect and enhance the City's significant historic and cultural resources and encourage art and cultural enhancements within the City to add to the rich fabric of life enjoyed by Martinez citizens. Martinez values its historic and cultural heritage and seeks to balance preservation of those interests, while encouraging economic development, fiscal sustainability, and reinvestment in the community.

The Historic, Cultural and Arts Element includes the following sections:

- 4.2 Regulatory Framework:** This section describes the state laws that apply to historic resources in Martinez.
- 4.3 Historic Resources:** This section describes Martinez's rich history. It also includes a summary of properties with state and national historic designations.
- 4.4 Culture and Art:** This section discusses the importance of culture and art to the community.

4

HISTORIC, CULTURAL & ARTS ELEMENT

- 4.5 Historic Cultural & Arts Element Goals, Policies, and Measures:** This section lists the goals, policies, and implementation measures for the Historic, Cultural & Arts Element.



Tucker House (Source: Kevin Murray)

4.2 | REGULATORY FRAMEWORK

There are several State laws (most notably the California Environmental Quality Act and the Public Resources Code) that protect historic and archaeological resources in California. Senate Bill 18, signed into law in 2004, requires all local governments to consult with Native American tribes about land use decisions that could affect cultural places, including archaeological sites. A consultation process has been established by the State of California for general plans and general plan amendments. To aid in the protection of historic resources, the State has formed the State Historical Resources Commission. The Commission conducts the State Historic Resource Inventory, maintains the [California Register of Historical Resources](#), and identifies historic landmarks and points of interest. The Commission also provides recommendations for the [National Register of Historic Places](#).

4

HISTORIC, CULTURAL & ARTS ELEMENT



Borland House

4.3 | HISTORIC RESOURCES

California’s historic resources represent the contributions and collective human experiences of a diversified population spanning 10,000-12,000 years of occupancy in California. This rich heritage is embodied in the cultural and historic landscapes of California as evidenced by archaeological remains, historic buildings, traditional customs, tangible artifacts, historic documents, and public records extant in California. All this evidence of the past contributes to the sum total of California’s history. Such historic resources provide a connection with our past and enhance our present quality of life.

Martinez’s Rich History

For the early Native Americans, the Martinez area was near the boundary between two cultural groups. The Bay Miwok lived to the east of Martinez, while the Karkin people (also called Carquin), members of the Costanoan linguistic group, resided on both sides of Carquinez Strait in the area that is now Martinez, Port Costa, and Benicia. The Martinez area was within the territory of the “estrecho de los Karquines” in 1811 when Father Abella of Mission San Francisco explored the area.

4

HISTORIC, CULTURAL & ARTS ELEMENT

Although the Spanish “discovered” and began to occupy the San Francisco Bay Area in the late 1700s, little is known about the culture of the Karkins. However, it is known that the Costanoan economy was based on fishing, gathering, and hunting, with the land and waters providing a diversity of resources including acorns, various seeds, salmon, deer, rabbits, insects, and quail. The Costanoan, like many other Native American groups in the Bay Area, likely lived in conical tulle thatch houses. The early Karkin populations were reduced by disease and relocation to Spanish missions, where many died or were consolidated with other Native American groups.



Don Ignacio Martinez family

Don Ygnacio Martinez, the early 19th century commandant of the Presidio of San Francisco, received a 17,000-acre grant from the Mexican government in the 1800s that first brought him to what is now known as the Alhambra Valley. This “Rancho El Pinole” land grant included the southern bank of the Carquinez Strait, and it is from this land grant that the City of Martinez was created. The City was named after Don Ygnacio Martinez in 1849.

The City of Martinez is one of the oldest cities in what is now California. From its beginning as a trading post in 1849 to incorporation in 1876, Martinez was a gold rush and shipping boomtown. Early settlers of the area bought, sold, and shipped their goods to Martinez. The City catered to gold searchers who arrived on the Carquinez Strait’s south shore to take Dr. Robert Semple’s horse-powered ferry boat to Benicia on their trek to the gold country.

In 1850, Martinez was declared the County Seat, bringing lawyers, judges and other permanent residents. The first post office in Martinez opened in 1851 and the local newspaper began operation in 1858. In 1860, Martinez played a role in the Pony Express, where riders would take the ferry from Benicia, particularly if they missed the steamer in Sacramento. By 1860, Martinez was the shipping port for grain growers from Diablo Valley to the Livermore Valley. Grain

4

HISTORIC, CULTURAL & ARTS ELEMENT

wharves lined the shoreline from Martinez to Crockett. Martinez was the commercial heart for an area stretching from Crockett to Antioch and including what is now Pleasant Hill and out to Hercules. Martinez tried to incorporate in 1850 but did not have 200 registered voters, a state mandate for incorporation. Thus, Martinez was first incorporated in 1876.



Mural in Martinez Downtown Plaza (Source: Kevin Murray)

Many of those who came in search of gold had disappointing luck and purchased farmland in the area. Merchants came to cater to the county business as well as the new farming arrivals. Many of these new arrivals were Irish and Portuguese, who tenant-farmed to save up and buy land of their own. Other arrivals to the area were the Italians, who began arriving to work the mines on Mt. Diablo. In the 1880s, Italian fishermen had begun their immigration, settling near Martinez's shoreline to fish and work in canneries. There was soon an Italian neighborhood with bakeries, groceries, and pasta factories in the city.

Martinez had a number of wineries in the 1880s period, and vineyards occupied some of the land in the area. The City was the site of the De La Salle Novitiate, the birthplace of the famous Christian Brothers Winery. The winery shipped wine from Martinez from the mid-1880s until 1932. It all began with 12 acres of grapes that the Brothers did not want to go to waste when the land was purchased to build the school.

Also, related to beverages, local legend asserts that a Martinez resident created the popular drink known as the "Martini." The Martini Monument, located at the corner of Alhambra Avenue and Masonic Street, has a plaque that reads: "In 1874, Julio Richelieo, Bartender,

4

HISTORIC, CULTURAL & ARTS ELEMENT

served up the first Martini when a miner came into his saloon with a fistful of nuggets and asked for something special. He was served a “Martinez Special.” After three or four drinks however the “Z” would get very much in the way. The drink consisted of 2/3 gin, 1/3 vermouth, a dash of orange bitters, poured over crushed ice and served with an olive.”



John Muir National Historic Site

In terms of notable figures, Martinez is the home of the [John Muir National Historic Site](#) which features the home of naturalist John Muir. Though he felt most at home in the wilderness, John Muir chose to live in the more urban environment of Martinez because his wife Louisa and her family were from Martinez. Muir’s in-laws, the Strentzel’s, finished their mansion after two years of construction in 1882. John Muir moved into the home with his wife and two girls in 1890. He lived, worked, and wrote in the home for the last 24 years of his life.

Also located on the John Muir National Historic Site property is the [Don Vicente Martinez Adobe](#), built in 1849 by the son of rancho owner, Don Ygnacio Martinez, of the Rancho El Pinole. Don Vicente Martinez lived in his adobe for only about four years. The adobe has a foundation made of rough stone and walls of adobe brick ranging in thickness from twenty-four to thirty inches. Originally, the roof was covered with shingles of either cedar or redwood.

4

HISTORIC, CULTURAL & ARTS ELEMENT



Don Vicente Martinez Adobe

Martinez is also the birthplace of Joe DiMaggio, nicknamed “Joltin’ Joe” and “The Yankee Clipper,” who played his entire 13-year major league baseball career for the New York Yankees. He was inducted into the Baseball Hall of Fame in 1955. Joe DiMaggio’s Chris Craft boat is owned by the City and was restored by a team of craftsman in 2015. The boat is currently in dry storage in the City while the City seeks a permanent home for its public display. The Martinez Museum has a small display of DiMaggio items, including his 1915 birth certificate.

Also in 1915, the arrival of the Shell Oil Company touched off a residential building boom in the City that eventually spread to the other younger cities of the Diablo Valley. Overall, Martinez has many old homes and business buildings located near the Downtown area. However, Downtown was affected by three fires in the 1890-1904 time periods, so most structures in the Downtown post-date that period. A number of homes located elsewhere in the City still pre-date 1880.

Today, Martinez is a City with a strong sense of history and a keen appreciation for the families that are its future. More than a dozen parks and plenty of open space are located within the city limits. The waterfront now features a fine marina and related activities, such as fishing, hiking trails, bocce ball courts, and tournament style baseball and softball fields. Youth programs and historical museums thrive here, along with the businesses that make this City a hub of activity. These newer improvements co-exist with and enhance the historic fabric of the City.

4

HISTORIC, CULTURAL & ARTS ELEMENT



The "Joltin' Joe"

Historic Designations

In terms of historic resources, there are a number of sites and buildings officially designated on either the National Register of Historic Places or the California Register of Historical Resources (California Register) in Martinez. In addition, the City adopted a [Downtown Historic Overlay District](#) to promote the preservation and rehabilitation of historic buildings in the Downtown and to provide for new infill construction consistent with the historic character of the District. Design guidelines and requirements are contained in the Downtown Specific Plan and the Zoning Ordinance.

National Register of Historic Places: Authorized under the National Historic Preservation Act of 1966, the [National Register](#) of Historic Places (National Register) is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect historic and archaeological resources. The National Register is administered by the National Park Service, which is part of the U.S. Department of the Interior. The National Register is the nation's official list of buildings, structures, objects, sites, and districts worthy of preservation because of their significance in American history, architecture, archaeology, engineering, and culture. The National Register recognizes resources of local, state, and national significance which have been documented and evaluated according to uniform standards and criteria. The City has a number of sites listed on the National Register, such as the John Muir National Historic Site and some of the older civic buildings along Court Street in Downtown. Table 4-1 shows all properties in the City listed in the National Register as of 2022.

4

HISTORIC, CULTURAL & ARTS ELEMENT



Contra Costa County Courthouse

Table 4-1: Martinez Buildings and Sites Listed in the National Register of Historic Places

Property Name	Date	Address
Borland House	1949	1005 Escobar Street
Contra Costa County Courthouse Block	1901	625 Court Street
Contra Costa County Hall of Records	1932	725 Court Street
John Muir National Historic Site	1892	4202 Alhambra Avenue
Martinez City Library	1941	740 Court Street
Martinez Downtown Post Office	1937	815 Court Street
Martinez City Hall/Grammar School Annex	1917	525 Henrietta Street
Port Chicago Naval Magazine National Memorial	Not Listed	4202 Alhambra Avenue
Tucker House	1877	110 Escobar Street
<p>Note: The property names listed above include hyperlinks to relevant documents (if available) from the National Archives Catalog.</p>		

California Historical Resources: The California Historical Resources Information System (CHRIS) is operated as a repository of contributed information regarding historic resources in California and is administered by the California Office of Historic Preservation. Historic resources are comprised of buildings, structures, objects, sites, landscapes, districts, and all manner of properties associated with past human activities. Table 4-2 shows buildings and sites listed in

4

HISTORIC, CULTURAL & ARTS ELEMENT

the [California Register of Historical Resources](#) (California Register). In addition to these resources, all resources listed in Table 4-1 are also listed in the California Register.

Table 4-2: Martinez Buildings and Sites Listed in the California Register of Historical Resources

Property Name	Date	Address
The Sharkey Building	1926	630 Court Street
Rankin Olive Grove	1887	100 Buckley Street

City Ordinances: Downtown Historic Overlay District, Chapter 22.47 of the Zoning Ordinance, was adopted in 1983 to establish a framework for treatment of structures that significantly contribute to the cultural and architectural heritage of the City. This chapter applies to all areas within Martinez city limits and addresses historic preservation and cultural resources. The Downtown Historic Overlay District’s purpose is to establish provisions for the preservation of buildings individually listed on the National and/or California Register, or buildings that become so listed in the future. In addition, it establishes advisory design review guidelines for the rehabilitation of structures and new infill construction in the historic district. It also provides owners of qualified properties, the optional, more flexible provisions of the State Historical Building Code (SHBC). The presence of a local historic district also creates the possibility for the City to establish a Mills Act program, which could provide property tax relief for owners who restore and maintain historic properties.

The Downtown Specific Plan: The [2006 Downtown Specific Plan](#) contains policies for historic preservation through the concurrently adopted Downtown Historic Overlay District (Chapter 22.27 of the Zoning Ordinance).

1982 Historical Resource Inventory: The City of Martinez and Martinez Historical Society prepared a historical resource inventory in 1982. The [1982 Historical Resource Inventory](#) cites structures throughout the City which are considered historically significant on a local level in terms of architecture or as sites of historical events. The Inventory is used as a means of implementing the State Historic Building Code within the City. The State Historic Building Code respects the structural and design limitations of older buildings which limit their applicability to modern building codes. The use of the State Historic Building Code allows many owners of historic structures to renovate structures that were previously restricted by modern Codes.

4

HISTORIC, CULTURAL & ARTS ELEMENT



Car Show (Source: Kevin Murray)

4.4 | CULTURE AND ART

Importance of Culture and Art

Artistic and creative expression is pursued through a variety of outlets including theatrical performances, sculptures, murals, paintings, art shows, parades, and historical displays and buildings, as well as through the less formal arts such as music events and food festivals, celebrations and informal cultural gatherings, pickup bands, and crafts groups. Together, these formal and informal, tangible and intangible, professional and amateur artistic and cultural activities constitute a community's cultural assets. These activities, which encompass a diverse set of locations, spaces, levels of professionalism and participation, products, events, consumers, creators, and critics are essential to Martinez's well-being, economic and cultural vitality, and sense of identity and heritage. Arts and culture, as a point of destination, can improve Martinez's competitive edge with other nearby cities, weaving together commerce, housing, education, and civic life, and helping to make the Downtown a vibrant place to live in and visit.

4

HISTORIC, CULTURAL & ARTS ELEMENT



Martinez 4th of July Parade (Source: Kevin Murray)

Cities that are innovative have long recognized arts and cultural experiences as important components of beautification and economic success. The City of Martinez is committed to addressing the interests and needs of the community as expressed through the cultural activities, arts, and community celebrations to provide opportunities to draw the community together and welcome visitors to share in Martinez’s unique celebrations. This section describes the City’s cultural and arts assets, provides the goals for integrating arts and culture into the City’s future, and identifies policies to address challenges and articulate opportunities to nurture arts and culture as an essential component of community life. This section also represents an important step in continuing to recognize the arts and cultural resources investment and consideration in the City’s decision-making processes.

Culture and Arts in Martinez: There is a wide variety of venues and activities available for Martinez residents and visitors to enjoy cultural and arts activities and events in Martinez. Some of these are described below.

4

HISTORIC, CULTURAL & ARTS ELEMENT



Downtown Car Show (Source: Kevin Murray)

Community Events and Activities: There are a number of community events and activities scheduled in Martinez throughout the year. The City's special events calendar, Main Street Martinez special events, Martinez Chamber of Commerce events calendar, Martinez Historical Society events, and Martinez Arts Association calendar web pages contain information about upcoming events.

Use of Parks: Groups, organizations, companies, or families may make a park reservation through the City's Park & Recreation Community Services Division. Fees for deposits and rentals vary, depending on the facility desired.

Sports Facilities: Reservations for City parks and athletic facilities for practice and organized league play are made through the City's Park & Recreation Community Services Division. Use priority is given to recognized youth sport organizations and sanctioned recreation division programs. The Rankin Aquatic Center contains a public swimming and diving complex.

Children's Art and Cultural Activities: Many activities are provided for children in Martinez, including City recreation activity classes, camps and programs, special events such as the annual Lion's Club Easter Egg Hunt, and classes and activities at the Martinez Library.

Public Art, Music, and Theatre: Various forms of public art, including murals and some sculptures, can be found throughout Martinez. Additionally, private music venues and performance theaters are located in Downtown such as the [Martinez Campbell Theater](#).

4

HISTORIC, CULTURAL & ARTS ELEMENT

Martinez’s approach to integrating the arts, music and cultural resources into the community has helped to contribute to liveability and has fostered a civic environment where the arts are appreciated.



Martinez Residents at the Downtown Makers Market (Source: Kevin Murray)

Senior Community Center: The objective of the Martinez Senior Community Center is to promote educational, recreational, and social activities as well as provide services that meet the needs of the senior citizens of Martinez and surrounding cities. A membership at the Martinez Senior Center entitles seniors 50 years of age or over to receive a monthly newsletter of all Center activities, tours and special events.

Martinez Library: The Martinez library, completed in 1941, is located in Downtown near the County Civic buildings. Hanging in the library are portraits of Dr. and Mrs. John Strentzel, painted by John Muir’s friend and noted California artist William Keith. The library houses a small historical collection that includes works by many famous local and State figures, including Martinez resident John Muir.

Contra Costa County Historical Society: The [Contra Costa County Historical Society](#) is in Downtown Martinez. Its stated mission is “to preserve, protect, and provide public access to the records and heritage of Contra Costa County. The Society’s collection consists of records

4

HISTORIC, CULTURAL & ARTS ELEMENT

and artifacts concerning the history of Contra Costa County. A large part of the collection includes early county court and probate records, naturalization records, supervisor records, tax assessor records, maps, photographs, newspapers and newspaper clippings, and special collections of some prominent local government officials and historians.



Mural at Troy Greek Cuisine (Source: Kevin Murray)

Martinez Historical Society: The Martinez Historical Society was created in 1973 to save the Borland House at 1005 Escobar Street, which was built in 1890, as a repository where papers, documents, photographs and artifacts could be housed. Over the years, the Martinez Historical Society has developed a comprehensive County history library and newspaper clipping file for researchers. Some of the items have included maps, the Martinez property assessment books from 1884 to the late 1940s, a large collection of historic photographs, artifacts from the City and County, and the County census from 1860 - 1920.

Martinez Arts Association: The Martinez Arts Association was founded in 1968 by a small group of local artists. The Association sponsors and participates in local art and music festivals. In 1969, they held the first Art in the Park event, which has been an annual event for over 40 years. In May 2007, several local artists from the Association formed a cooperative to open an art gallery in Downtown Martinez. The gallery houses a variety of artwork, from painting, photography, and ceramics to woodworking, jewelry, and fabric art. The gallery not only showcases the work of experienced artists, but benefits developing artists as well. The

4

HISTORIC, CULTURAL & ARTS ELEMENT

Association also sponsors frequent exhibits to showcase the talents of children and teenagers, troubled youth, and special-education adults.

4.5 | HISTORIC, CULTURAL & ARTS ELEMENT GOALS, POLICIES AND MEASURES



Martinez Historical Society promoting 2013 Home Tour (Source: Kevin Murray)

GOAL HCA-G-1: Foster protection, preservation, and rehabilitation of Martinez’s historic and cultural heritage.

Policy HCA-P-1.1: Promote and provide outreach for community and visitor appreciation for the history of Martinez.

Measure HCA-I-1.1a: Using the design review process, encourage reuse and rehabilitation of historic buildings in accordance with the Secretary of the Interior’s Standards for the Preservation of Historic Structures.

Measure HCA-I-1.1b: Require compliance with the State Historical Building Code where applicable.

4

HISTORIC, CULTURAL & ARTS ELEMENT



John Muir Mural (Source: Kevin Murray)

Measure HCA-I-1.1c: Put in place permanent conservation easements or other interests in real property with culturally appropriate management criteria for the purpose of preserving and protecting the resource or place.

Measure HCA-I-1.1d: Prepare a historic context for Downtown Martinez and other historic areas of the City like the former Italian Fishing Village along Berrellesa Street north of the railroad tracks. Utilize the contexts to update the 1982 Historic Resource Inventory and develop surveys for areas outside of the Downtown. Use the surveys to identify structures that may be eligible for local, state and national historic resource designation.

Measure HCA-I-1.1e: Continue to work with and support the Martinez Historical Society in their efforts to help preserve Martinez's history.

4

HISTORIC, CULTURAL & ARTS ELEMENT

Measure HCA -I-1.1f: Avoid or mitigate to the maximum feasible extent impacts of development on Native American archaeological and cultural resources.

Measure HCA-I-1.1g: Require a historical, cultural and archaeological survey prior to approval of any project where a known historic, archaeological, or other cultural resource is located, where there is a structure more than 50 years old, which would require excavation in an area that is known to be sensitive for cultural or archaeological resources, or is on land that has not been significantly disturbed previously. If significant cultural or archaeological resources, including historic and prehistoric resources, are identified, appropriate measures identified by a qualified professional shall be implemented, such as avoidance, capping of the resource site, or documentation and conservation, to reduce adverse impacts to the resource.

Measure HCA-I-1.1h: Require all new development, infrastructure, and other ground-disturbing projects to comply with the following conditions in the event of an inadvertent discovery of cultural resources, archaeological resources, or human remains:

a) If construction or grading activities result in the discovery of significant historic or prehistoric archaeological artifacts or unique paleontological resources, all work within 100 feet of the discovery shall cease, the City shall be notified, and the resources shall be examined by a qualified archaeologist, palaeontologist, or historian for appropriate protections and preservation measures. Work may only resume when appropriate protections recommended by the qualified professional are in place and have been approved by the City.

b) If human remains are discovered during any ground disturbing activity, work shall stop until the City and the Contra Costa County Coroner have been contacted and, if the remains are determined to be of Native American origin, consult with the Native American Heritage Commission for applicable State laws and codes, including identifying the most likely descendants for consultation on appropriate measures and special circumstances. Work may only resume when appropriate measures have been taken and approved by the City.

Measure HCA-I-1.1i: Update the Historic, Cultural & Arts Element to discuss Martinez's periods of significance based on information in the Multiple Property Submission (MPS) Covers on the National Park Service's National Register Database and Research website.

Measure HCA-I-1.1j: Update the Historic, Cultural & Arts Element to discuss the history and experience of all racial and ethnic groups in Martinez.

4

HISTORIC, CULTURAL & ARTS ELEMENT

Measure HCA-I-1.1k: Establish a Mills Act Program to provide economic incentives for the restoration and preservation of qualified historic buildings by private property owners. Explore other economic incentives and programs that may be available such as New Market Tax Credits.

Measure HCA-I-1.1l: Develop and maintain a webpage listing Martinez’s historic resources and documents associated with each resource.

Measure HCA-I-1.1m: Conduct periodic workshops to educate officials and Community Development Department staff about historic resources and policies. Utilize these forums to clarify which existing codes relate to historic resources and whether they are being adequately enforced.

Measure HCA-I-1.1n: Develop an outreach program to communicate information on programs, services, requirements and incentives related to the protection and preservation of historic resources. Provide information for homeowners, contractors and City staff regarding the California Historic Building Code, Mills Act Program, historic preservation tax credits, available grants and other preservation incentives.”

Policy HCA-P-1.2: Strengthen and enhance the historic, natural, and cultural character of Martinez to help support economic development in the Downtown and other areas with historic value.

Policy HCA-P-1.3: Encourage relocation of older buildings for preservation and restoration, rather than demolition, pursuant to the California Historical Building Code (Section 18950 of the Health and Safety Code).

Policy HCA-P-1.4: Recognize the importance of protecting significant historic and archaeological resources by identifying, when possible, historic and archaeological resources and potential impacts on such resources by consulting the Martinez Historical Society and their Historic Resource Inventory, and the State Office of Historic Preservation’s California Historic Resources Information System (CHRIS).

Policy HCA-P-1.5: Avoid damaging effects to any tribal cultural resource when feasible.

Policy HCA-P-1.6: Treat any Native American and human remains with cultural dignity when discovered during development or otherwise.

4

HISTORIC, CULTURAL & ARTS ELEMENT

Policy HCA-P-1.7: Encourage new development to be compatible with adjacent historic structures in scale, massing, building materials, and general architectural treatment.

Policy HCA-P-1.8: Through the design review process, encourage the adaptation and compatible reuse of historic buildings to preserve the historic resources that are a part of Martinez's heritage.

Policy HCA-P-1.9: Encourage upkeep, restoration, rehabilitation, and reconstruction of private historic structures to conserve the integrity of the buildings with respect to the character of the buildings and their settings, in the best possible condition when possible and feasible.

Policy HCA-P-1.10: Comply with State and federal laws to preserve and protect archaeological resources by complying with assessment and recovery of the resources.

Policy HCA-P-1.11: Coordinate and encourage historic preservation activities and historic preservation groups, community groups, non-profits, and grassroots efforts to educate the community and visitors through tours, special events, and commemorative art.

4

HISTORIC, CULTURAL & ARTS ELEMENT



Polish Festival (Source: Kevin Murray)

GOAL HCA-G-2: Strengthen community appreciation and cohesiveness by enhancing cultural and art resources.

Policy HCA-P-2.1: Continue to support and increase the promotion of the arts and cultural activities throughout the City and regionally for the benefit of residents, visitors and tourists.

Measure HCA-I-2.1a: Consult with the Parks, Recreation, Marina and Cultural Commission (PRMCC) on any programs or projects that relate to the Commission's purview.

Measure HCA-I-2.1b: Develop a program to promote cultural and historic resources in Martinez, especially in Downtown Martinez. Collaborate with PRMCC, downtown businesses, Main Street Martinez, and the Chamber of Commerce, where appropriate, to develop and implement the program.

Measure HCA-I-2.1c: Explore the potential for defining focal areas or districts in Downtown as cultural, historic or arts-related, with the PRMCC acting in an advisory role.

4

HISTORIC, CULTURAL & ARTS ELEMENT

Measure HCA-I-2.1d: Consider adopting an Art in Public Places Policy/Ordinance. Any such policy/ordinance would have the input of the PRMCC.

Measure HCA-I-2.1e: Consider working with the State Office of Historic Preservation to conduct periodic workshops to educate the community and City staff about historic resources and policies whenever possible.

Policy HCA-P-2.2: Encourage the formation of relationships between the public, artists, schools, and private entities to create and preserve art for the benefit of the community.

Policy HCA-P-2.3: Encourage community art projects that create a greater understanding and appreciation of art and artists throughout the community. Encourage activities, entertainment, and events that reflect Martinez’s diverse ethnic and cultural heritage, inter-cultural understanding, and a greater sense of community.

Policy HCA-P-2.4: Strategically invest in community arts and cultural facilities to enhance community quality of life and achieve economic prosperity.



(Source: Kevin Murray)

Policy HCA-P-2.5: Continue to host, promote, enhance and coordinate community cultural and arts components and public events like Earth Day, Children’s Light Parade, and the 4th of July Parade & Celebration throughout the year, as appropriate and as funding permits. Include celebrations and events for underserved and underrepresented

4

HISTORIC, CULTURAL & ARTS ELEMENT

ethnic groups, including disadvantaged communities identified in the Environmental Justice Element.

Policy HCA-P-2.6: When feasible, support and coordinate the development and maintenance of public and private cultural facilities to meet the growing and changing needs of the community as part of an overall framework for arts and cultural resources planning.

Policy HCA-P-2.7: Require public and private participation in the support of arts and cultural events by promoting the inclusion of arts spaces and facilities in private development. Continue to expand and develop existing partnerships and forge new innovative public-private partnerships to foster and promote opportunities for maximizing funding, maintaining long-term viability of programs, and creating new opportunities for enhancing arts education and cultural programming in the community.