

Date: February 26, 2025

To: Community and Economic Development Subcommittee

From: Jordan Davis, Director of Community & Economic Development, Director of Pittsburg Power Company
Sara Bellafronte, Assistant to the City Manager

Re: **Item No. 3: Proposed Fiscal Year 2025/2026 Strategic Plan, Economic Development Priority Area**

#	Level	Tier	City Priority Area	Goal	Objective	Implementation Measure
A	Tier	Improvement				
A1	Priority Area		Economic Development			
A1.1	Goal			Improve the City's job-housing balance and increase the City's tax base through the retention and growth of existing and new businesses. Increase general fund revenue by 15% by 2030 and achieve a job housing balance of .8		
A1.1.1	Objective				Support hosting of 'destination' events that bring more residents and visitors to the City and further support the hospitality industry in Pittsburg.	
A1.1.1.1	Implementation Measure					Connect businesses within the hospitality industry with events taking place at Dream Courts, Premier Fields, the California Theater, and other event organizers.
A1.1.1.2	Implementation Measure					Consider allowance of short stay rentals that can provide additional hospitality options.
A1.1.2	Objective				Establish 'Economic Development Incentives Packages' that promote creation of career jobs and premium development.	
A1.1.2.1	Implementation Measure					Create a menu of incentive options for City Council consideration, including an estimate of potential revenue considerations and ROI.
A1.1.2.2	Implementation Measure					Create a one page "roadmap" for new, large industrial developments that wish to procure power from PPC.
A1.1.2.3	Implementation Measure					Promote adopted incentive package(s) to attract large employers.

A1.1.3	Objective				Further the mix of housing to include types less available in Pittsburg, such as estate-style and entry- to mid-level homes, focusing on for sale products.	
A1.1.3.1	Implementation Measure					Prioritize policies that promote housing at the "moderate-income" level.
A1.1.3.2	Implementation Measure					Establish a policy that allows developers to transfer lot size requirements or pay a parcel size reduction in lieu fee.
A1.1.3.2	Implementation Measure					Conduct a cost-benefit analysis of fee reductions for desired housing products.
A1.1.4	Objective				Continue to promote development of entertainment, family fun, and hospitality uses that enhance quality of life and add jobs in Century Plaza and Century West.	
A1.1.4.1	Implementation Measure					Work with property owner/developer of Century West to create a specific plan that identifies the 5- and 10-year program of development of the Century Corridor.
A1.1.4.2	Implementation Measure					As part of development of Century West, require infrastructure enhancements to Century Plaza.
A1.1.4.3	Implementation Measure					Establish a Century Plaza specific incentive program to attract businesses.
A1.1.4.4	Implementation Measure					Encourage development of pedestrian scale amenities that connect both sides of the Century Corridor.
A1.1.4.5	Implementation Measure					Work with the developer on a defined aesthetic at the Century Corridor entry to the City of Pittsburg.
A1.1.5	Objective				Encourage premium development for higher paying jobs.	
A1.1.5.1	Implementation Measure					Establish objective design standards for commercial and non-streamlined development in the City's design guidelines.
A1.1.6	Objective				Enhance support for businesses with less than 50 employees.	
A1.1.6.1	Implementation Measure					Expand the City's Façade Improvement Program to emphasize owners of properties at key intersections to provide larger grants.
A1.1.6.2	Implementation Measure					Establish opportunities for small businesses to leverage City resources for expanded advertising as may be appropriate.
A1.1.6.3	Implementation Measure					Expand communications efforts to highlight local businesses doing exceptional work.

A1.1.7	Objective				Leverage the Railroad Avenue Specific Plan to create a micro-cluster that includes development of jobs and housing with reduced reliance of automobiles.	
A1.1.7.1	Implementation Measure					Market the streamlined CEQA and Design Review of properties within the RASP.
A1.1.7.2	Implementation Measure					Establish a Public Art ordinance for the RASP.
A1.1.7.3	Implementation Measure					Explore creation of an In-Lieu Fee for commercial development portions of mixed-use areas which can be utilized for enhancements to other commercial areas within the RASP.
A1.2	Goal			Bring local and regional community-serving nonprofits to Pittsburg to serve the Pittsburg community		
A1.2.1	Objective				Create an incubator and/or shared workspace for micro businesses and non-profits to serve the Pittsburg community.	
A1.2.1.1	Implementation Measure					Provide space downtown for brick-and-mortar establishment
A1.2.1.2	Implementation Measure					Create a pro-forma for incubator operation and issue an RFQ.
A1.2.1.3	Implementation Measure					Identify resources
A2.3.2	Objective				Address blighted properties in residential and commercial areas in order to enhance the aesthetics of the City, increase property values, and support existing businesses.	
A2.3.2.1	Implementation Measure					Remove trash and litter at City owned waterfront locations daily
A2.3.2.2	Implementation Measure					Continue to dedicate one Code Enforcement Officer to addressing long-standing blighted properties.
A2.3.2.3	Implementation Measure					Identify one or more specific blighted areas/neighborhoods where property crimes are higher than average and go property-by-property to identify violations and send notices as needed.