



AGENDA

COMMUNITY AND ECONOMIC DEVELOPMENT SUBCOMMITTEE

Wednesday, May 8, 2023
5:00 PM

City Hall
First Floor Conference Room, 4B
65 Civic Avenue
Pittsburg, CA 94565

Subcommittee Members

Jelani Killings, Vice Mayor
Dionne Adams, Councilmember

Planning Commission Representatives on Land Use

Ivelina Popova, Commissioner
Elissa Robinson, Commissioner

1. **Public Comment for Non-Agenda Items**

2. **Fiscal Year 2023-2024 Goals Update.** Staff will present progress on achievement of the division's Fiscal Year 2023-2024 goals. *Informational item only.*

Waterfront Development (*Vice Mayor Killings, Councilmember Adams*)

3. **Environmental Services Programs and Events.** Staff will present updates on the ongoing Multifamily Organics Pilot and the Adopt-a-Spot Programs, as well as the 2024 Civic Pride Day event. *Subcommittee feedback requested.*

Land Use/Planning (*Vice Mayor Killings, Councilmember Adams, Commissioner Popova, Commissioner Robinson*)

4. **Wayfinding Signage Project.** Staff will present a preliminary report on wayfinding signage to be placed along highly traveled roadways and freeway exits. *Subcommittee feedback requested.*
5. **Housing Element Update.** Staff will provide an update on amendments to the City's Adopted Housing Element pursuant to requests by the California Department of Housing and Community Development. *Subcommittee feedback requested.*

Economic Development (*Vice Mayor Killings, Councilmember Adams*)

6. **Economic Development Updates.** *Informational item only.*
7. **Subcommittee and Staff Reports or Remarks**
8. **Adjournment**



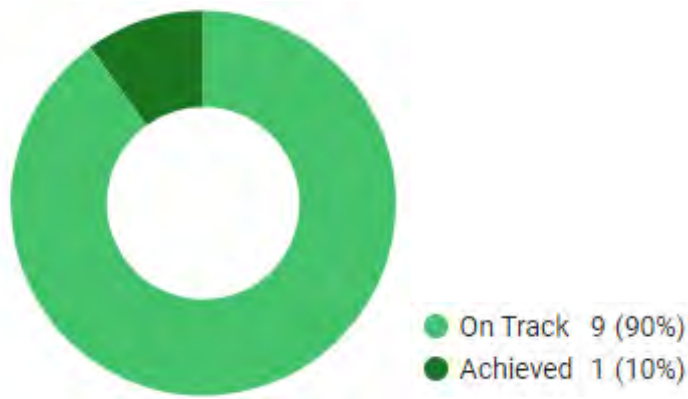
MEMORANDUM

Date: May 8, 2024

To: Community and Economic Development Subcommittee

From: Sara Bellafronte, Assistant to the City Manager





Re: **Agenda Item No. 2: Fiscal Year 2023-2025 Goals Update**







The two Environmental Services Division goals are on track for achievement by June 30, 2024. See table 1 below for details.

Table 1

Goal 1: Increase access to the Delta for the Pittsburg Community	
Implementation Measures	Implementation Status

<p>IM 1.1: Increase attendance at Environmental Services events (including marina and waterfront) by 5% through increased marketing, an additional event, and improved event activities</p> 	<p>Completed FY 2024 Events:</p> <ul style="list-style-type: none"> • July 4th Fireworks • Pittsburg Fishing Derby <ul style="list-style-type: none"> ○ 110 Participants in 2022 ○ 55 Participants in 2023 (registration affected by new sturgeon laws) • Diamond Classic Derby <ul style="list-style-type: none"> ○ 210 Participants (89 kids) in 2023 ○ 205 Participants (51 kids) in 2024 • Civic Pride Day <ul style="list-style-type: none"> ○ 40 Participants in 2023 ○ 57 Participants in 2024 <p>Planned FY 2024 events:</p> <ul style="list-style-type: none"> • Green Footprint Festival (June 2) • National Marina Day (June 24)
<p>IM 1.2: Provide 4 annual Delta and watershed educational opportunities</p> 	<p>Fall 2023: Parkside Elementary, 80+ students on 11/3</p> <p>Spring 2024: Heights Elementary, 91 students planned for 5/14</p>
<p>IM 1.3: Upgrade 1 waterfront park and associated infrastructure.</p> 	<p>\$3.5M grant awarded spring 2023 100% design final comments being compiled with goal to advertise construction bid in June 2024 and award in July 2024.</p> <p>Construction to start August/Sept 2024</p> <p>Restrooms have arrived</p>
<p>IM 1.4: In alignment with the Planning Department's Waterfront Visioning Project, pursue opportunities for waterfront revenue generation and climate resiliency that will foster and protect unique and new recreational experiences at the waterfront.</p> 	<p>The Waterfront Visioning project has completed: Initial Concept Development, Technical Advisory Committee Review, CED Review, and 95% of the Charrettes/Community Engagement /Business Outreach. THIs stage will be completed on May 9 at the Business Mixer. Upcoming milestones include Planning Commission/City Council Review and implementation.</p> <p>In addition, staff is working on climate resilience planning partnerships focused on the waterfront including the California Governor's Office of Planning and Research Integrated Climate Adaptation and Resiliency Program, Adaptation Planning Grant to help prepare the Contra Costa Resilient Shoreline Plan (CCRS) with the County's Contra Costa Sea Level Rise Coalition.</p>

Goal 2: Increase Participation in the Adopt-A-Spot Program	
	
Implementation Measures	Implementation Status
<p>I.M. 2.1: Increase advertisement of existing Adopt-A-Spot program logistics and benefits to the community and environment.</p> 	<p>Provided program brochures and registration sheets at the August 2023 National Night Out event, November 2023 Fishing Derby, and April 2024 Civic Pride Day.</p> <p>CEDD adopted a spot and conducted a cleanup.</p> <p>Planned:</p> <ul style="list-style-type: none"> • Biweekly "What is Adopt-A-Spot" social media postings • Working with the PUSD and LMC clubs and classes to adopt spots
<p>IM 2.2: Provide free bags, grabbers and gloves to each adopter.</p> 	<p>Achieved</p>
<p>IM 2.3: Increase frequency at which current Adopt-A-Spot participants tend to their adopted spots</p> 	<p>Staff continues to create a periodic and routine communication calendar to invite current adopters to celebrate their locations. Working to develop a tracking system to include pounds of trash removed annually.</p> <p>Updated program guidelines to increase required cleanup/maintenance days from 4 to 6 times/year. Communicated this update with adopters.</p>



MEMORANDUM

Date: May 8, 2024

To: Community and Economic Development Subcommittee

From: Sara Bellafronte, Assistant to the City Manager

Re: **Agenda Item No. 3: Environmental Services Programs and Events**

Item No. 3: Environmental Services Programs and Events

Multifamily Organics Pilot Program: prompted by Subcommittee feedback, Environmental Services and MDRR staff initiated a program to provide in-person organics recycling education to residents and property managers of multifamily developments in Pittsburg.

- Hosted March 2024 demonstrations and offered green kitchen pail at:
 - Beacon Villas (10 participants)
 - Columbia Manor (20 attendees)
- Up next: Mosaic Apartments

Adopt-a-Spot Program: also prompted by Subcommittee feedback, Environmental Services staff bolstered Adopt-a-Spot program efforts including recruitment of participants, online presence, and engagement with existing partners to encourage more frequent cleanups.

- 5 new participants in fiscal year 2023-2024 bringing total to 15 adopters..
- Developing a system to track clean-ups completed this fiscal year and the volume of trash collected.

2024 Civic Pride Day Event: On April 20, 2024 the City hosted a community trash cleanup day at Highlands Elementary and Buchanan Park.

- Number of Participants: 57 (64 including City and PUSD staff)



MEMORANDUM

DATE: May 8, 2024

TO: Community and Economic Development Department Subcommittee

FROM: Kelsey Gunter, Associate Planner

RE: **Agenda Item No. 4: City of Pittsburg Wayfinding Signage Project**

Background:

The Wayfinding Signage Project is underway and is intended to encourage economic investment and development in the City while directing community members and visitors to key economic destinations, parks, amenities, and attractions such as Old Town Pittsburg and the Pittsburg Marina.

The City, along with the landscape consulting firm “oliver john”, worked to identify ideal locations for directional and informational wayfinding signage. The signage is intended to be strategically located throughout the City and aid in guiding residents and visitors to key attractions and destination points. Key destination points identified with this project include City Hall, Pittsburg Branch Court house, City Park, Pittsburg Marina, Marina Community Center, Old Town Pittsburg, Buchanan Park, and Los Medanos Community College. Guidance to these destinations formed the basis for drafting the attached draft Wayfinding Signage Exhibit.

Kick-off:

On April 8, 2024, the Wayfinding Signage Project began with a kick-off meeting to discuss the need and intent of the signage, followed by site visits to key points, observing the entry and exit points to the City. As part of the analysis of the City, gaps were identified in existing City wayfinding signage, as it is mostly outdated, and lacks conveyance to the City key economic drivers. Heavily trafficked routes throughout the City present a key opportunity to guide commuters, visitors, and community members to the City of Pittsburg’s unique destinations.

The City of Pittsburg is one of the few cities in Contra Costa County with direct access to the waterfront. Its Old Town area is well distinguished with historical charm and has been a key focus area of City staff, community members, and appointed and elected officials

alike to reinvigorate and reimagine this as a major commercial, economically prosperous, and pedestrian friendly district.

In tandem with City's Economic Development Strategic Plan, one of the main goals of the wayfinding signage project is to increase economic reinvestment, economic development, and pedestrian activity in Old Town Pittsburg and center on making Pittsburg a regional attraction for arts, marina activities, and sporting events. With the upcoming addition of the Dream Courts athletic facility and new hotels this wayfinding project will also help introduce visitors to additional amenities that Pittsburg has to offer (i.e. restaurants, parks, shopping, watersports, and fine dining).

Also, this project will help guide residents located in newer residential developments, such as San Marco, to visit Pittsburg's marina and waterfront and to further activate Downtown Pittsburg and the Pittsburg Marina into major economic corridors and help increase pedestrian activity and economic development.

As part of this project and one of the main deliverables is the draft wayfinding signage exhibit. This exhibit will guide City staff in the final installation of the signs. This wayfinding signage project is one of the City's first initiatives to create a more unique, identifiable, and accessible community. A well-designed wayfinding and signage program functions as the common thread throughout a visitors and residents experience to new areas in the City. Signage will be intentionally and strategically placed to guide residents and visitors to predetermined, key destinations. While an effective wayfinding program may go unnoticed, an ineffective program will almost certainly cause confusion and frustration.

Discussion Topic:

City staff is requesting feedback from the Community and Economic Development Department Subcommittee Members on the proposed wayfinding signage exhibit, locations, and destination points proposed.

Attachment:

1. Draft Wayfinding Signage Exhibit; April 2024

Prepared by: Kelsey Gunter, Associate Planner

City of Pittsburg Wayfinding Location Exhibit

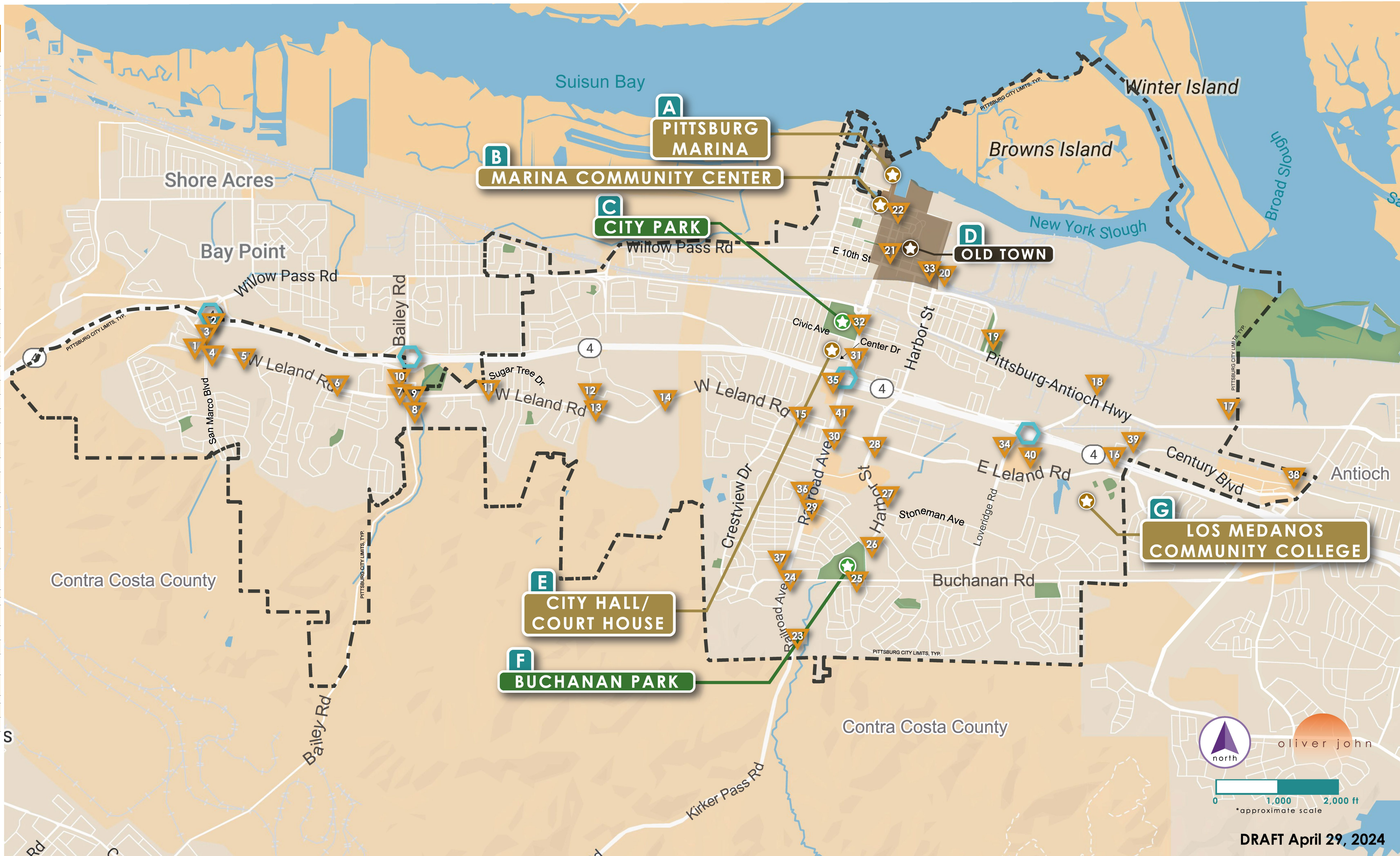
WAYFINDING LEGEND

Sign Number	Location (see Exhibit for recommended placement)	Destinations Served By Sign	Single (S) / Double (D) Sided Sign	Conceptual Sign Size (S/M/L)
1	W. Leland Rd. Two streetlights west of San Marco Blvd. Attach to streetlight.	A,B,C,D,E,F,G	S	M
2	San Marco Blvd. Two streetlights south of Hwy 4 on-ramp. Attach to streetlight.	A,B,C,D,E	S	M
3	San Marco Blvd. Freestanding in median between Hwy 4 and W. Leland Rd. (facing north).	"Welcome to Pittsburg", A,B,C,D,E,F,G	S	L
4	San Marco Blvd. Two streetlights south of W. Leland. Attach to streetlight.	A,B,C,D,E,F,G	S	M
5	W. Leland Rd. On streetlight halfway between traffic signals of San Marco Blvd and Aves Ranch Rd. Attach to streetlight.	A,B,C,D,E,F,G	S	M
6	W. Leland Rd. On streetlight between Woodhill Dr. and Southwood Dr. Attach to streetlight.	A,B,C,D,E,F,G	S	M
7	W. Leland Rd. One streetlight west of Bailey Rd. Attach to streetlight.	A,B,C,D,E,F,G	S	M
8	Bailey Rd. Freestanding in planter.	"Welcome to Pittsburg"	S	M
9	Bailey Rd. Freestanding adjacent to power pole with streetlight, adjacent to 751 Bailey Rd.	A,B,C,D,E,F,G	S	M
10	Bailey Rd. north of W. Leland Rd. at streetlight next to bus stop. Attach to streetlight.	A,B,C,D,E,F,G	S	M
11	W. Leland Rd. across from Sugar Tree Dr. Attach to streetlight with existing bus stop sign.	A,B,C,D,E,F,G	S	M
12	W. Leland Rd. Freestanding across from Stoneman Park exit.	A,B,C,D,E,F,G	S	M
13	W. Leland Rd. One streetlight after Stoneman Park sign. Attach to streetlight.	A,B,C,D,E,F,G	S	M
14	W. Leland Rd. One streetlight before Dover Way. Attach to streetlight with flashing speed check sign.	A,B,C,D,E,F,G	S	M
15	W. Leland Rd. Attach to streetlight just past Cecilia Way.	A,B,C,D,E,F,G	S	M
16	E. Leland Rd. Freestanding.	"Welcome to Pittsburg", C	S	M
17	Pittsburg-Antioch Hwy. Freestanding.	"Welcome to Pittsburg", A,B,C,D,E	S	L
18	Pittsburg-Antioch Hwy. Freestanding before Loveridge Rd.	A,B,C,D,E,G	S	M
19	Pittsburg-Antioch Hwy. Freestanding adjacent to Central Park Soccer Field.	A,B,C,D,E	S	M
20	Pittsburg-Antioch Hwy. Two streetlights east of Harbor St. Attach to streetlight.	A,B,C,D,E	S	M
21	Pittsburg-Antioch Hwy. Freestanding in planter east of Railroad Ave.	A,B,C,D,E	S	M
22	Railroad Ave. Three streetlights south of E. 3rd St. Attach to streetlight.	A	S	M
23	Railroad Ave. Freestanding.	"Welcome to Pittsburg", A,B,C,D,E,F,G	S	L
24	Railroad Ave. Two streetlights south of Buchanan Rd. Attach to streetlight.	A,B,C,D,E,F,G	S	M
25	Buchanan Rd. Freestanding west of Harbor St.	F	S	M
26	Harbor St. Freestanding in PUE at Highlands Elementary across from Buchanan Park entry/exit.	A,B,C,D,E	S	M
27	Harbor St. Freestanding in planter north of Stoneman Ave.	A,B,C,D,E	S	M
28	Harbor St. Freestanding south of E. Leland Rd. within PUE at Camp Stoneman Memorial.	A,B,C,D,E,G	S	M
29	Railroad Ave. Decorative streetlight in front of Lutong Bahay restaurant. Attach to streetlight.	A,B,C,D,E	S	M
30	Railroad Ave. Two decorative streetlights south of E. Leland. Attach to streetlight.	A,B,C,D,E,G	S	M
31	Railroad Ave. Streetlight at Bart Pittsburg Center Station. Attach to streetlight.	A,B,C,D,E	S	M
32	Existing Old Town directional sign.	--	--	--
33	Existing Old Town directional sign.	--	--	--
34	Loveridge Rd. Freestanding in median; two streetlights north of E. Leland Rd. (facing north).	A,B,C,D,E,G	S	M
35	Railroad Ave. One streetlight north of Bliss Ave. Attach to streetlight.	F	S	M
36	3774 Railroad Ave. Attach to streetlight.	F	S	M
37	Railroad Ave. Three streetlights north of Buchanan Rd. at bus stop. Attach to decorative streetlight.	F	S	M
38	Century Blvd. Freestanding. Replace existing City sign at Dunkin Donuts.	"Welcome to Pittsburg", A,B,C,D,E,F,G	S	L
39	Century Blvd. Attach to streetlight.	A,B,C,D,E,F,G	S	M
40	E. Leland Rd. Freestanding in parkway strip at New Destiny Church.	A,B,C,D,E,F	S	M
41	E. Leland Rd. Freestanding at PUE/planter of Spectrum Center.	A,B,C,D,E,F	S	M

This Wayfinding Location Exhibit is intended to graphically depict anticipated locations of future signage to be designed and detailed (layout, text, font, colors, arrows, etc.), fabricated, and installed by the City of Pittsburg.

For this Exhibit, "freestanding" means a sign not attached to existing infrastructure (ex. streetlight). Freestanding signs are signs installed on new metal poles, preferably powder-coated black.

- Wayfinding Sign Location
- Key Destinations
- Key Highway Access Points



0 1,000 2,000 ft
*approximate scale

oliver john



Memorandum

MEMO: May 8, 2024

TO: Community and Economic Development Subcommittee Members

FROM: Maurice Brenyah-Addow, Senior Planner

RE: **Agenda Item No. 5: Revised Draft 6th Cycle Housing Element Update for the 2023-2031 Reporting Period - AP-23-0021 (GP)**

Background:

As required by State Law, every City and County in California must prepare and submit an updated Housing Element to the State Department of Housing and Community Development (HCD). The City is currently within the 6th Cycle reporting period from 2023-2031.

As such, the Draft 6th Cycle Housing Element was released in the Spring of 2023 and several public meetings and workshops were held to publicize and receive comments. The City revised the Draft 6th Cycle Housing Element to address the comments received. This Draft 6th Cycle Housing Element was adopted by the City Council on May 22, 2023, and submitted to the HCD for review and comment.

HCD reviewed the Draft 6th Cycle Housing Element and had comments regarding the City's Affirmatively Furthering Fair Housing initiatives and projected residential development during the 6th Cycle. Staff and our consultant DeNovo Planning has reviewed HCD's comments and has updated and incorporated the recommended changes and will be submitting the Revised Draft 6th Cycle Housing Element to HCD for final approval.

Next Steps/Required Approvals:

The 6th Cycle General Plan Update is scheduled for consideration by the Planning Commission on May 28, 2024, and by the City Council for readoption on June 17, 2024. Once the City Council readopts the Revised Draft 6th Cycle Housing Element, staff will submit the document to HCD for final certification.



MEMORANDUM

To: Community and Economic Development Subcommittee

From: Robert Carrera, Economic Development Manager

Re: **Agenda Item No. 6: Economic Development Updates**

This following update are on some of the notable economic development activities that have occurred recently, both in the community and by City staff.

Quarter 1 Calendar Year 2024 Notable New Businesses

The following are some notable businesses that opened business licenses during the quarter of January 1st to March 31st of 2024.

All Star Mobile Entertainment

<http://www.allstarmobileentertainment.com/>

All Star Mobile Entertainment provides video game truck parties. This business includes a hosted, luxury video game playing experience on a variety of gaming consoles and provides the convenience of bringing the party space to the client's residence or business without the need to travel to a rented venue.

Thrillers, Fillers, & Spillers

<https://thrillersfillersandspillers.com/>

Thrillers, Fillers, & Spillers offers comprehensive container gardening services. Whether it's coordinating and hosting "planting parties," conducting container gardening tutorials, or providing expert consultations for ornamental gardens, this company equips clients with the knowledge and assistance necessary for flourishing gardens.

Keep Pushin' LLC

<https://keep-pushin-llc.square.site/>

Keep Pushin' LLC delivers essential life support CPR classes tailored for individuals with minimal to no medical background, as well as healthcare professionals. Successful completion of these courses leads to official CPR certification for students.

Aerial Easel

Aerial Easel provides drone-based photography. They specialize in offering top-notch aerial photos of events, asset protection services for both residential and commercial properties, and comprehensive mapping solutions including Orthomosaic and 3D mapping in the Bay Area.

Poison Apple Productions

<https://poisonapple.org/>

Poison Apple Productions, a non-profit 501(c)(3) family-run theater company, is a professional children's theater training program and production company, emphasizing imagination and collaboration. Their mission involves enriching the community through storytelling in theater spaces and at community events.

Façade Improvement Grant Program

Since the launch of the program on February 1st, the program has received significant interest and inquiry from the business community. As of this writing, the City has received six complete applications from eligible business. Out of those six, three have been approved and have signed grant agreements with the City. They are as follows:

Property Address: 441 East Tenth Street

Business Name: East County Glass and Window, Inc.

Proposed Scope of Work: Applicant proposes to repaint front exterior of the building. Work includes power washing, application of caulking and primer as needed, repair to stucco walls, and application of two coats of Sherwin Williams or Dunn Edwards paint.

Estimated Total Project Cost: \$12,200

Grant Amount Received: \$10,000

Property Address: 3811 Railroad Avenue

Business Name: Lutong Bahay

Proposed Scope of Work: Applicant proposes to purchase and install new awning, new exterior painting, repair the front door, buy signage and welcome banners, and buy a gazebo with LED lights, planters, outdoor tables, and outdoor chairs.

Estimated Total Project Cost: \$9,034.90

Grant Amount Received: \$9,300

Property Address: 446 Railroad Avenue

Business Name: 446 Railroad Avenue LLC

Proposed Scope of Work: Applicant proposes to replace five awnings along the exterior of the building.

Estimated Total Project Cost: \$15,536.40

Grant Amount Received: \$10,000

Downtown/Marina Sign Program

The Downtown/Marina Sign Program was established in 2022 to help downtown and marina businesses by providing them with free signage for the exterior of their businesses. The businesses work with the City to pick out a bracket sign and sign blank to their liking. The City in return prints the sign, provides it to the businesses, and also provides the sign permit application packet with instructions, all at no cost to the business. To date, the City has provided 13 businesses with signage through this program. Some of the latest to receive a sign include the newly-opened Downtown Café and the Pittsburg Historical Society.

Pittsburg EATS Program

The City and its program partner, NorCal SBDC, are wrapping up their services with the first cohort through this program by collecting program documentation from the participants on their eligible grant expenses. NorCal SBDC will also provide the City with a program recap report that will be presented to City Council.

On April 26, the City invited the Pittsburg EATS cohort to participate in a ceremony where they received large checks to signify their \$10,000 grants, and they had their photographs taken to be used for promotional purposes of the program and of themselves. Those members of the cohort that were not in attendance will be visited by City staff to have their checks personally delivered to them and to have their photograph taken.