

---

# AGENDA

## COMMUNITY AND ECONOMIC DEVELOPMENT SUBCOMMITTEE

March 12, 2026  
5:30 PM

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

### Subcommittee Members

Dionne Adams, Mayor  
Jelani Killings, Councilmember

### Planning Commission Representatives on Land Use

Ivelina Popova, Commissioner  
Elissa Robinson, Commissioner

---

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

#### 2. **Fiscal Year 2026-2027 Goals.** (*Mayor Adams, Councilmember Killings*)

Staff will provide an overview of draft goals related to economic development for Fiscal Year 2026-2027. *Subcommittee feedback requested.*

#### 3. **Land Use** (*Mayor Adams, Councilmember Killings, Commissioner Popova, Commissioner Robinson*)

**Bay Walk General Plan Amendment and Rezoning.** In 2021, Integral Communities purchased approximately 1,000 acres of land along the City's waterfront. Staff will present an application update and potential next steps in the entitlement process. *Subcommittee feedback requested.*

#### 4. **Code Enforcement** (*Mayor Adams, Councilmember Killings*)

**Mobile Food Vendors.** In Fall 2025, the Code Enforcement Division provided an update on enforcement of regulations surrounding mobile food vendors. The City Council provided feedback/general direction on continued enforcement. Staff will provide an update on enforcement and education activities. *Subcommittee feedback requested.*

#### 5. **Economic Development** (*Mayor Adams, Councilmember Killings*)

**Façade Improvement Grant Modifications.** The City's Façade Improvement Grant Program has been successful is assisting over two dozen businesses/property owners to date. Staff will provide an update, and discuss options for continuing the program. *Subcommittee Feedback requested.*

#### 6. **Subcommittee and staff reports or remarks**

a. **Q4 Economic Development Updates.** Staff will provide general update on City Economic Development activities. *Informational item only.*

b. **Development Code Update Project.** Staff will provide general update on work regarding the update of the City's Development Code. *Informational item only.*

#### 7. **Adjournment**

---

Community and Economic Development Department – Planning Division

## MEMORANDUM

**Date:** March 12, 2026  
**To:** Community and Economic Development Subcommittee Members  
**From:** Kelsey Gunter, Associate Planner  
**RE:** **Item No. 3: Bay Walk General Plan Amendment and Rezoning**

---

**Background:** This item is a request for Subcommittee review and feedback regarding a project to amend the General Plan Land Use Map and Zoning Map for properties within the North Central River Subarea. The parcels within the broader project boundary total approximately 637 acres and are located at the northwest corner of the City limits, north of Willow Pass Road. The proposed General Plan Map and Zoning Map Amendments, however, apply to approximately 96.15 acres within that larger area.

On May 6, 2024, the City Council adopted the 2040 General Plan and certified the Final Environmental Impact Report (EIR) under Resolution Nos. 24-14464 and 24-14463. The proposed amendments would modify certain land use designations adopted as part of the 2040 General Plan, including areas previously designated for residential and commercial development. To ensure compliance with current CEQA Guidelines, the City would prepare an Addendum to the certified 2040 General Plan EIR to evaluate the proposed amendments.

**Proposed Amendment:** The amendment area is located within the North Central River Subarea of the 2040 General Plan. The Subarea includes the former NRG brownfield site and surrounding properties and represents one of the City’s most significant long-term revitalization opportunities.

The General Plan establishes the following overarching goal for this area:

*Goal 2-17: Transform the former NRG brownfield site into a vibrant community hub integrating river access, commercial and entertainment uses, high-quality job creation, a mix of housing types, and sustainable management of open space.*

*Key policies emphasize:*

- *Remediation and revitalization of brownfield properties to meet or exceed State and federal environmental safety standards.*
- *Development of a master-planned community that provides opportunities to work, live, and play.*
- *Creation of an economic opportunity hub focused on research and development, office, sustainable energy, advanced manufacturing, and innovation.*
- *Community-oriented recreation and waterfront access, including expansion of Riverview Park and development of a continuous public riverwalk.*
- *A strong jobs/housing balance, encouraging a ratio of at least 2.5 jobs per household.*
- *Multi-modal connectivity, including ferry service, transit connections to BART, bicycle and pedestrian facilities, and enhanced downtown connectivity.*
- *Climate resilience through green infrastructure, wetland preservation, flood adaptation strategies, and sustainable site design.*

The proposed amendments are intended to align land use and zoning designations with these adopted policies and to provide regulatory clarity for future implementation.

**Proposed IL-O Zoning Designation:** The proposed Zoning Map Amendment would allow for the IL-O (Limited Industrial with a Limited Overlay) Zoning District across parcels that were not previously intended for industrial uses. Existing zoning districts include residential and commercial zones. IL-O Zoning District Overlay would allow for applicable base district uses and Employment Center Industrial (ECI) uses, including uses such as data centers, technology, and innovation developments, battery storage facilities, and clean energy uses and infrastructure.

**Proposed ECI General Plan Designation:** The proposed General Plan Map Amendment would amend the parcels from previous designations of *Residential* and *Commercial* to the *Industrial* land use designation. Properties within the *Industrial* land use designation are intended to provide sites for manufacturing, wholesale, warehousing and distribution, commercial and business services, research and development, storage uses, agricultural, food and drug, and industrial processing; small restaurant and ancillary commercial uses are permitted subject to design standards.

**Purpose of the Amendments:** City goals express a strong interest in revitalizing the waterfront and activating the site with a mix of uses. At the same time, visioning workshops have emphasized the importance of maintaining Pittsburgh's historic industrial identity and economic base.

The proposed General Plan Map and Zoning Map Amendments seek to:

1. Strengthen opportunities for employment-generating and industrially oriented uses consistent with Pittsburgh's historic economic base
2. Support long-term economic development, including high-quality job-generating uses consistent with the City's industrial heritage
3. Preserve opportunities for waterfront access, recreation, and community gathering spaces
4. Reassess the extent and location of residential land uses within the subarea
5. Facilitate future mixed-use and employment-focused development that can adapt to market conditions over time
6. Maintain flexibility to attract innovative industries while supporting public access to the waterfront and expansion of Riverview Park

The amendments are not tied to a specific development proposal. Rather, they establish a regulatory framework to guide future projects consistent with the 2040 General Plan vision.

**Request for Feedback:** Staff requests Subcommittee feedback on the proposed General Plan Map and Zoning Map Amendments affecting approximately 96.15 acres within the 637-acre North Central River Subarea. Subcommittee input will guide refinement of the amendments and completion of the CEQA Addendum prior to formal public hearings.

**Attachments:** Map Exhibit – City Initiated General Plan Map and Zoning Map Amendment

---

## General Plan Map and Zoning Map Amendment

---

The proposed General Plan Map and Zoning Map Amendment project area totals approximately 637 acres and are within the North Central River Subarea, located at the northwest corner of the City limits, north of Willow Pass Road.

The proposed project includes a General Plan Map Amendment from Very High Density Residential, Employment Center Industrial, Marina Commercial, Medium Density Residential, Park, Open Space, Utility/ROW to Park, Open Space, Employment Center Industrial, Utility/ROW.

The proposed project also includes a Zoning Map Amendment from Governmental and Quasipublic (GQ); Open Space, Waterfront Commercial with a Limited Overlay (CW-O); Limited Industrial with a Limited Overlay (IL-O); High Density Residential with a Limited Overlay (RH-O) to Open Space (OS); Governmental and Quasipublic (GQ); Limited Industrial with a Limited Overlay (IL-O)

IL-O Zoning District Overlay would allow for applicable base district uses and Employment Center Industrial (ECI) uses, including uses such as data centers, technology, and innovation developments, battery storage facilities, and clean energy uses and infrastructure. OS and GQ Zoning Districts would follow the Pittsburg Municipal Code for applicable regulations.

Details specific to the proposed General Plan Map and Zoning Map Amendment, including existing and proposed Zoning and General Plan designations, parcel sizes, and locations can be found in the tables below.

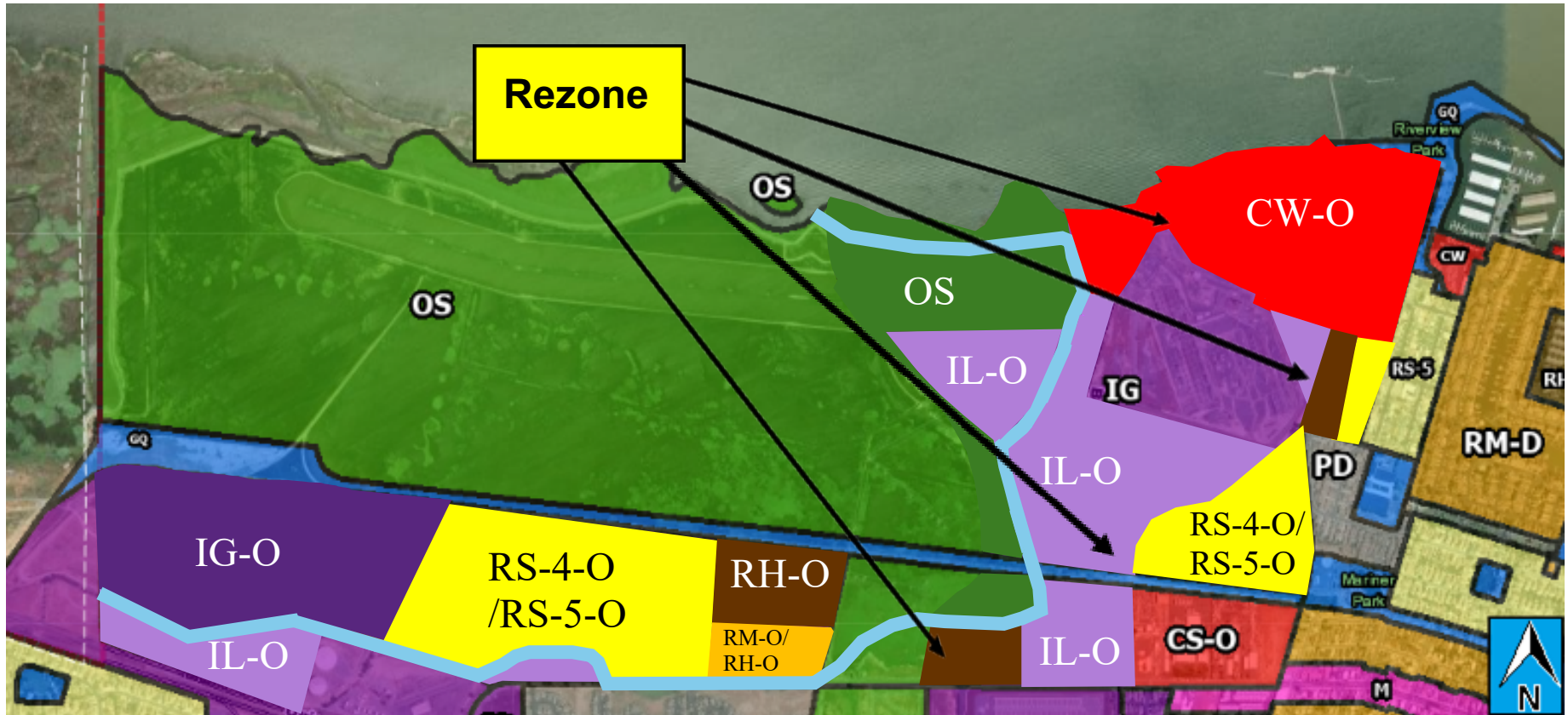
## General Plan Map and Zoning Map Amendment

APN	Total Approximate Acreage	Existing Zoning	Proposed Zoning	Current Use
096-100-032	497	Open Space (OS); Governmental and Quasipublic (GQ); Waterfront Commercial with a Limited Overlay (CW-O); Limited Industrial with a Limited Overlay (IL-O)	Open Space (OS); Governmental and Quasipublic (GQ); Limited Industrial with a Limited Overlay (IL-O)	Cooling water canal and three cooling towers (not in use); is the western portion of former Power Plant industrial area.
096-100-033	24	Waterfront Commercial with a Limited Overlay (CW-O); Limited Industrial with a Limited Overlay (IL-O)	Limited Industrial with a Limited Overlay (IL-O)	Formerly used as the Power Plant industrial area. Industrial structures exist on site.
096-100-034	116	Governmental and Quasipublic (GQ); Waterfront Commercial with a Limited Overlay (CW-O); Limited Industrial with a Limited Overlay (IL-O); Single Family Residential 4,000 - 5,000 square foot minimum lot size with a Limited Overlay (RS-4-O/RS-5-O); High Density Residential with a Limited Overlay (RH-O)	Governmental and Quasipublic (GQ); Limited Industrial with a Limited Overlay (IL-O)	Formerly used as a tank farm.

APN	Total Approximate Acreage	Existing General Plan	Proposed General Plan	Current Use
096-100-032	497	Marina Commercial, Open Space, Employment Center Industrial	Open Space, Employment Center Industrial	Cooling water canal and three cooling towers (not in use); is the western portion of former Power Plant industrial area.
096-100-033	24	Marina Commercial, Open Space, Employment Center Industrial	Open Space, Employment Center Industrial	Formerly used as the Power Plant industrial area. Industrial structures exist on site.
096-100-034	116	Very High Density Residential, Employment Center Industrial, Marina Commercial, Medium Density Residential, Park, Open Space, Utility/ROW	Park, Open Space, Employment Center Industrial, Utility/ROW	Formerly used as a tank farm.

# General Plan Map and Zoning Map Amendment

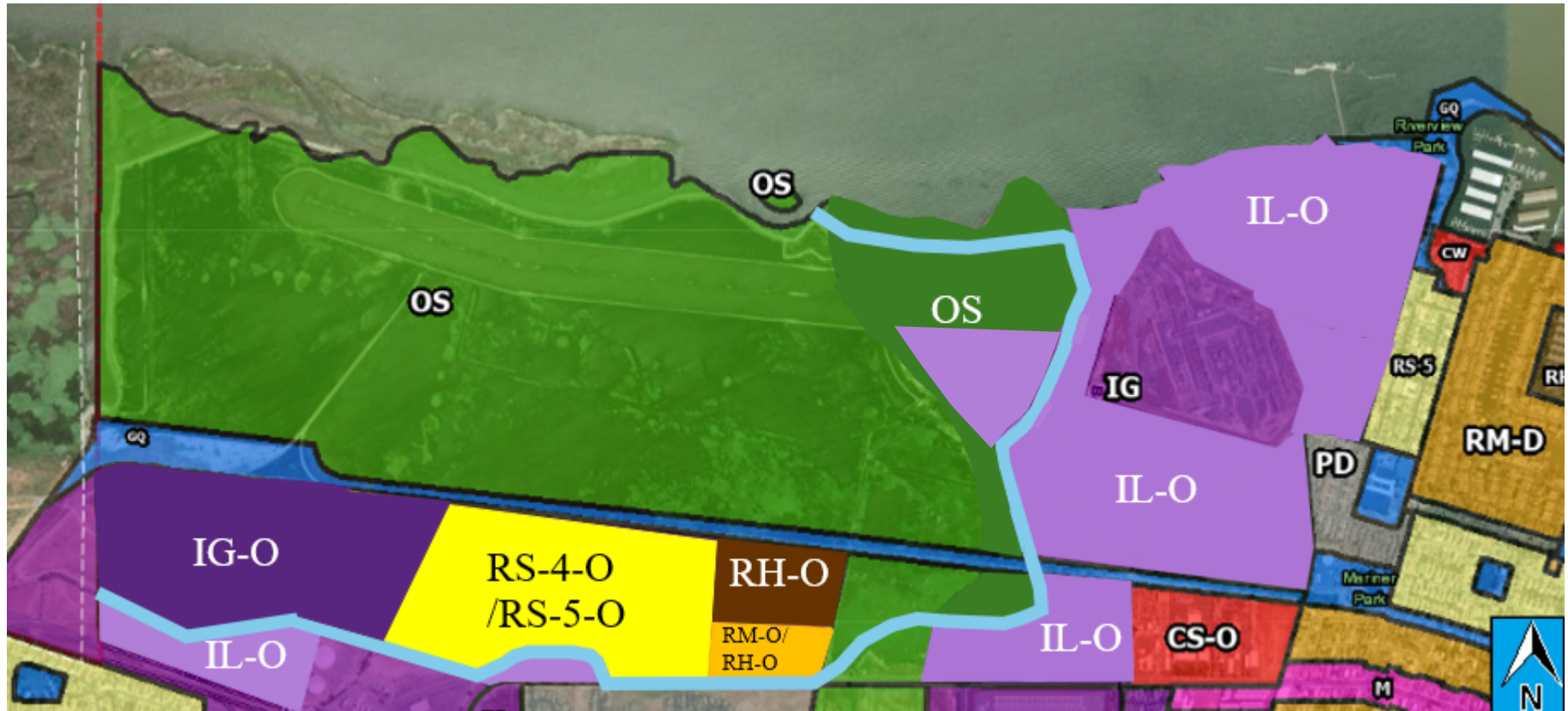
Fig. 1: Existing Zoning Districts



- OS – Open Space
  GQ - Governmental & Quasipublic
  RH-O High Density Residential with a Limited Overlay
- RS-4-O/RS-5-O Single-Family Residential, 4,000 - 5,000 square foot lot minimum
- IL-O – Limited Industrial with a Limited Overlay
  IG-O – General Industrial with a Limited Overlay
- CW-O – Waterfront Commercial with a Limited Overlay
  Willow Creek
- RM-O/RH-O – Medium to High Density Residential with a Limited Overlay
  IG – General Industrial

## General Plan Map and Zoning Map Amendment

**Fig. 2: Proposed Zoning Districts**



- |   |   |   |
|---|---|---|
| <span style="display: inline-block; width: 20px; height: 15px; background-color: #4CAF50; border: 1px solid black; margin-right: 5px;"></span> OS – Open Space  | <span style="display: inline-block; width: 20px; height: 15px; background-color: #2196F3; border: 1px solid black; margin-right: 5px;"></span> GQ - Governmental & Quasipublic                  | <span style="display: inline-block; width: 20px; height: 15px; background-color: #795548; border: 1px solid black; margin-right: 5px;"></span> RH-O High Density Residential with a Limited Overlay |
| <span style="display: inline-block; width: 20px; height: 15px; background-color: #FFEB3B; border: 1px solid black; margin-right: 5px;"></span> RS-4-O/RS-5-O Single-Family Residential, 4,000 - 5,000 square foot lot minimum |   |   |
| <span style="display: inline-block; width: 20px; height: 15px; background-color: #9C27B0; border: 1px solid black; margin-right: 5px;"></span> IL-O – Limited Industrial with a Limited Overlay                               | <span style="display: inline-block; width: 20px; height: 15px; background-color: #4F6078; border: 1px solid black; margin-right: 5px;"></span> IG-O – General Industrial with a Limited Overlay |   |
| <span style="display: inline-block; width: 20px; height: 15px; background-color: #F44336; border: 1px solid black; margin-right: 5px;"></span> CS-O – Service Commercial with a Limited Overlay                               | <span style="display: inline-block; width: 20px; height: 15px; background-color: #00BCD4; border: 1px solid black; margin-right: 5px;"></span> Willow Creek                                     |   |
| <span style="display: inline-block; width: 20px; height: 15px; background-color: #FFC107; border: 1px solid black; margin-right: 5px;"></span> RM-O/RH-O – Medium to High Density Residential with a Limited Overlay          | <span style="display: inline-block; width: 20px; height: 15px; background-color: #4F6078; border: 1px solid black; margin-right: 5px;"></span> IG – General Industrial                          |   |

# General Plan Map and Zoning Map Amendment

Fig. 3: Existing General Plan Designations



# General Plan Map and Zoning Map Amendment

Fig. 4: Proposed General Plan Designations



---

Community and Economic Development Department

## MEMORANDUM

Date: March 12, 2026  
To: Community and Economic Development Subcommittee  
From: Robert Hicks-Carrera, Economic Development Manager  
Re: **Item No. 5: Possible Façade Improvement Grant Amendments for FY 26-27**

---

The Façade Improvement Grant Program was established to support small businesses by providing grants for exterior improvements that enhance curb appeal, encourage private reinvestment, and strengthen the appearance of commercial corridors. Grant recipients were awarded up to \$10,000 in no-match funds to conduct their approved improvements. Since the program's inception, the City has awarded \$315,000 across multiple business types and locations. Total project costs are valued at \$372,000, which is more than 18% above the awarded amount, demonstrating the private investment leveraged through the program.

The following lists the businesses that were awarded grants under this program.

- Luton Bahay
- La Veranda
- East County Glass and Window, Inc
- TJW Property Management
- Hair Sophistication LLC
- Bello's Barbershop Pittsburg
- Nine Ten Group
- Doctorbird Market
- Veritel Homes, LLC
- S Khan Food, Inc. dba Ihop
- Todo Loco Mexican Antojitos
- Railroad Center LLC
- El Dorado Taqueria
- Paulo Sausage Company
- Blue Saigon
- Capangan
- Promax Investment Gp LLC
- Touch Of Soul
- Flawless Collective
- Lumpys
- Coat's Barbershop
- Rosie Perkins
- Tiscareno Realty
- Anonymouslyme Boutique LLC
- Payback Brazilian Jiu Jitsu LLC
- Nicks Sandwiches LLC And Pan Dulce Balery Inc

As the City prepares for the upcoming fiscal year, staff recommends modifying the program structure to improve impact and better align with community needs. Specifically, staff is proposing a transition from a high-volume, smaller-award model to fewer but larger grants of up to \$25,000 each, as well as implement a competitive scoring process to evaluate and rank applications received during designated proposal periods. Staff believes that adopting this scoring process will strengthen program transparency, incentivize higher-quality projects, and ensure grant funding is directed toward improvements with the greatest community benefit. Staff seeks the feedback from this subcommittee on the proposed scoring matrix.

Staff is seeking preliminary feedback on the proposed changes.

---

Community and Economic Development Department

## MEMORANDUM

Date: March 12, 2026  
To: Community and Economic Development Subcommittee  
From: Robert Hicks-Carrera, Economic Development Manager  
Re: **Item No. 6a: Quarter 4, Calendar Year 2025 Economic Development Updates**

---

### 1. Façade Improvement Grant Program

Since the last quarterly report, staff has awarded \$37,500 in Façade Improvement Grant Funds to four projects, all of which are in the Old Town:

**Property Address:** 25 East 5<sup>th</sup> Street  
**Business Name:** Anonymously Me Boutique  
**Scope of Work:** Replace existing storefront window, door, and frames  
**Estimated Total Project Cost:** \$9,907  
**Grant Amount Received:** \$9,907

**Property Address:** 583 West 10<sup>th</sup> Street  
**Business Name:** Payback Brazilian Jiu  
**Scope of Work:** New non-lighted storefront signage.  
**Estimated Total Project Cost:** \$2,061  
**Grant Amount Received:** \$2,061

**Property Address:** 755-765 Railroad Avenue  
**Business Name:** La Flor de Mexico and Nick's Sandwiches  
**Scope of Work:** New awning, stucco repair, paint the top portion of the storefront, new signage  
**Estimated Total Project Cost:** \$13,342  
**Grant Amount Received:** \$13,342

**Property Address:** 430 West 10<sup>th</sup> Street  
**Business Name:** West Coast Auto Body Shop  
**Scope of Work:** Remove existing wooden auto-access door and replace with steel roll-up door  
**Estimated Total Project Cost:** \$10,708  
**Grant Amount Received:** \$10,000

In addition to these four projects, Flawless Collective, which was tentatively awarded a grant in FY 24/25 contingent upon meeting conditions, was fully approved on September 24<sup>th</sup> when their Use Permit was approved by the Planning Commission the day prior. With these awards, the Façade Improvement Grant Program budget of \$70,000 for Fiscal Year 2025-2026 has been fully allocated. Interested parties are still able to submit applications, however no awards can be issued unless future funds are allocated to the program.

**2. Pittsburg Real Estate Market Snapshot**

The following figures assess the overall health of Pittsburg’s commercial markets as they compare to the greater surrounding region. For the purposes of this report, ‘East County’ refers to the sub-market of the East Bay that includes the Cities of Pittsburg, Antioch, Oakley, and Brentwood, and unincorporated areas of the county ranging from Bay Point to the west to Discovery Bay in the East. ‘East Bay’ refers to the East Bay Market which encompasses the East County sub-market and other major markets such as Oakland, Fremont, Pleasanton, Livermore, Dublin, San Ramon, Walnut Creek, Concord, and more. The acronym SF represents square foot in this report.

	Pittsburg	East County	East Bay
Market Asking Rent per SF	\$2.04 (+ \$0.02)	\$2.10 (+ \$0.02)	\$2.76 (\$0)
Vacancy Rate	9.0% (+ 2.5%)	6.1% (+ 0.4%)	5.8% (+ 0.1%)
12 Month Net Absorption SF	33,594	159,391	222,205
Available SF	216,126 (- 6,782)	766,112 (- 24,345)	7,699,439 (- 50,093)
Inventory SF	2.5 million	13.2 million	123 million

Table 1: Quarter 4, Calendar Year 2025 Retail Market (% or # Change from Previous Quarter) [Source: CoStar]

	Pittsburg	East County	East Bay
Market Asking Rent per SF	\$0.92 (- \$0.01)	\$1.03 (- \$0.01)	\$1.45 (- \$0.01)
Vacancy Rate	7.1% (- 0.7%)	6.0% (+ 0.7%)	9.1% (0%)
12 Month Net Absorption SF	- 40,139	- 328,553	- 2,960,142
Available SF	103,391 (- 98,789)	1,046,605 (+ 342,635)	29,012,289 (- 435,635)
Inventory SF	7.4 million	14.9 million	279 million

Table 2: Quarter 4, Calendar Year 2025 Industrial Market (% or # Change from Previous Quarter) [Source: CoStar]

	Pittsburg	East County	East Bay
Market Asking Rent per SF	\$2.28 (\$0)	\$2.43 (\$0)	\$3.12 (\$0)
Vacancy Rate	1.7% (+ 0.1%)	6.3% (- 0.3%)	16.1% (- 0.1%)
12 Month Net Absorption SF	- 1,006	- 6,162	-821,101
Available SF	14,382 (+ 699)	177,386 (- 16,767)	20,579,842 (- 127,817)
Inventory SF	618,000	2.8 million	116 million

Table 3: Quarter 4, Calendar Year 2025 Office Market (% or # Change from Previous Quarter) [Source: CoStar]

**3. 2026 East Bay Innovation Awards**

Under a new nominating format by the East Bay Economic Development Alliance, the City of Pittsburg was able to select two nominees for recognition at the 13<sup>th</sup> annual East Bay Innovation Awards. The award ceremony recognizes businesses and non-profits in the East Bay region that exemplify the spirit of innovation and entrepreneurship. The City nominated Bishop Wisecarver and Blue Planet Systems. Both of these innovative Pittsburg companies will be recognized at the ceremony, which will take place on Thursday, March 26, 2026, at the Henry J. Kaiser Center for the Arts in Oakland.

**4. Quarter 4, Calendar Year 2025 New Business Licenses**

24 storefronts  
34 home-based