
AGENDA

COMMUNITY AND ECONOMIC DEVELOPMENT SUBCOMMITTEE

August 21, 2025

5:30 PM

City Hall

First Floor Conference Room, 4B

65 Civic Avenue

Pittsburg, CA 94565

Subcommittee Members

Jelani Killings, Mayor

Dionne Adams, Vice Mayor

Planning Commission Representatives on Land Use

Ivelina Popova, Commissioner

Elissa Robinson, Commissioner

1. Public Comment for Non-Agenda Items

2. Planning *(Mayor Killings, Vice Mayor Adams, Commissioner Popova, Commissioner Robinson)*

- a. **Camden Single Family Residential Subdivision.** On April 4, 2025, Legacy Builders, Inc., submitted Planning Application No. AP-25-0026, requesting approval of four entitlements, 1) a General Plan Map Amendment, 2) a Zoning Map Amendment, 3) Major Subdivision, and 4) Design Review for Assessor's Parcel Numbers: 088-152-032; 088-152-037; and 088-152-036. *Subcommittee feedback requested.*

3. Marina *(Mayor Killings, Vice Mayor Adams)*

- a. **Marina Referral Incentive Pilot Program.** On June 12, 2024, staff presented the Marina Referral Pilot Program ("Pilot") to the Community & Economic Development Subcommittee. The program is designed to incentivize current slip renters to refer other boaters to rent at the Pittsburg Marina. Staff will provide a Pilot update. *Subcommittee feedback requested.*

4. Economic Development *(Mayor Killings, Vice Mayor Adams)*

- a. **Cielo Supermarket Incentive Package.** Staff is proposing an economic incentive to facilitate opening of a grocery store in Highlands Square. *Subcommittee feedback requested.*
- b. **Q2 Economic Development Updates.** Please see attached memo. This item is provided as information only.

5. Subcommittee and staff reports or remarks

6. Adjournment

Community and Economic Development Department – Planning Division

MEMORANDUM

Date: August 21, 2025
To: Community and Economic Development Subcommittee Members
From: Kelsey Gunter, Associate Planner
RE: **Item No. 2.A: Camden (AP-25-0026 [GP, RZ, SUBD, DR])**

Background: On April 4, 2025, Legacy Builders, Inc., submitted Planning Application No. AP-25-0026, requesting approval of four entitlements, 1) a General Plan Map Amendment, 2) a Zoning Map Amendment, 3) Major Subdivision, and 4) Design Review for Assessor's Parcel Numbers: 088-152-032; 088-152-037; and 088-152-036. A Development Agreement is not proposed by the applicant at this time, but could be determined necessary as the project is processed. These parcels are located at the northeast intersection of Commerce Place and East Leland Road, within the 'Loveridge' Subarea, as identified in the 2040 General Plan.

On April 15, 2025, Planning staff deemed the project AP-25-0026 complete for processing.

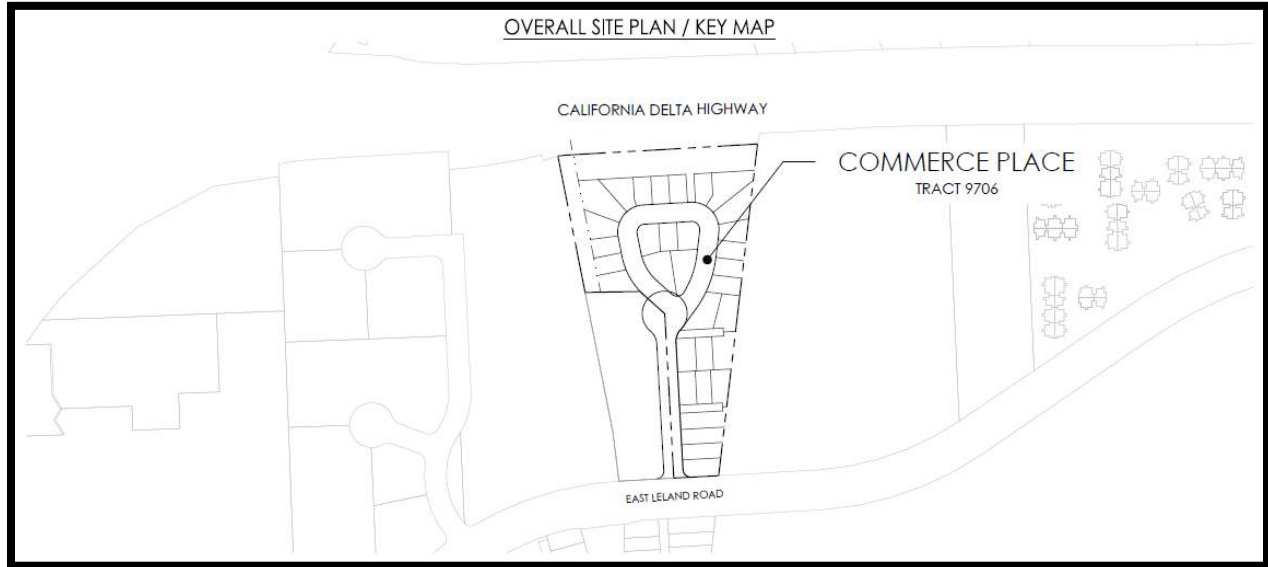
Proposed Project: The proposed project includes the submittal of a Vesting Tentative Subdivision Map to subdivide three parcels totaling approximately 5.2 acres for the development of 33 single-family residential lots. These single-family residential parcels would range in size from 3,080 square feet to 3,230 square feet. In addition to the residential lots, the subdivision will include one one-acre stormwater treatment parcel.

The application also includes a General Plan Amendment to change the current General Plan Land Use Designations from High Density Residential (HDR) to Low Density Residential (LDR). Correspondingly, a Zoning Map Amendment is also required to change the current zoning of the project site from Service Commercial (CS) to Medium Density Residential (RM), which would allow the development of single-family homes. However, to ensure consistency between the Zoning Map and the General Plan Land Use Designations, Staff recommends that the request be revised to rezone the project site from Service Commercial (CS) to Planned Development (PD), thereby allowing for the development of single-family homes at the proposed width, lot size, and square footage.

A Design Review application was filed with the proposed project to evaluate the architectural plans of the single-family residences, associated building elevations, and proposed exterior finishing materials. The Design Review application will also assess proposed landscape plans, including standard front yard layouts and landscaped common areas throughout the proposed development.

Figure No. 1, below, provides an overall site plan of Camden. Commerce Place is configured in a loop to allow for residential parcel access. Commerce Place, as proposed, would have two private driveways (“auto courts”) tiering off it.

Figure No.1



Discussion of Key Issues:

Zoning Map and General Plan Map Amendment

The proposed project represents a shift in land use policy by converting envisioned high-density residential designated land into low-density designated residential land, altering the intent of the General Plan and goals of the Loveridge Subarea. While the project contributes toward meeting the City’s regional housing allocation and the project would be required to provide for inclusionary housing under the PMC, the shift to low-density development introduces several potential consequences: high-density residential zoning typically allows for a broader mix of housing types, such as apartments, townhomes, and affordable multi-family units, offering greater affordability and accessibility for a range of income levels and family size. Converting this land to low-density use may limit those opportunities, resulting in reduced housing diversity and potentially higher per-unit housing costs. Additionally, the proposed zoning map amendment may also compromise the City's ability to meet long-term sustainability and equity objectives that are more effectively supported by compact, higher-density residential development. However, Pittsburg does currently have a higher than Contra Costa average of for rent units within the City, and a for-sale product would help address this balance.

Lot Size and Open Space

The project’s proposed lot sizes (ranging from 3,080 square feet to 3,230 square feet) are small by traditional single-family standards. The City of Pittsburg currently requires newly developed residential lots to be a minimum of 4,000 to 6,000 square feet, unless a 'Planned Development District' is proposed. Smaller parcels offer limited private open space for residents, which may reduce overall livability, especially for families. The

compact configuration raises concerns about privacy, potential parking congestion, and limited backyard usability.

The proposed developments of Camden do not include public parks, trails, or similar facilities that typically support neighborhood cohesion and quality of life. Without these, residents may have to rely heavily on surrounding infrastructure, much of which is commercial or industrial in nature, and not designed for residential use. Amenities such as parks and trails are located great distances away from the proposed project site. The absence of such public amenities could place strain on existing public services and negatively impact the future residents.

Traffic and Circulation

Although the proposed residential development project involves a modest increase in the number of single-family homes, the increase in vehicle trips associated with this new residential development project can still contribute to localized traffic impacts, particularly during peak hours. The introduction of new driveways, curb cuts, and turning movements on to Commerce Place may affect the flow of traffic onto East Leland Road, especially if those roads are already near capacity or serve as school or commuter routes. Particular concern for the project should be reviewed for traffic flows, as Los Medanos Community College is located within close proximity to the project area. Further, consistent with General Plan Policy 2-P-2.2, new neighborhoods include a mix and distribution of land uses, including parks and services, that reduce auto trips and support walking, biking, and transit use.

A detailed traffic impact analysis, consistent with General Plan Action 3-A-1.d, shall be conducted to assess these impacts, identify necessary mitigation measures, and ensure consistency with the 2040 General Plan

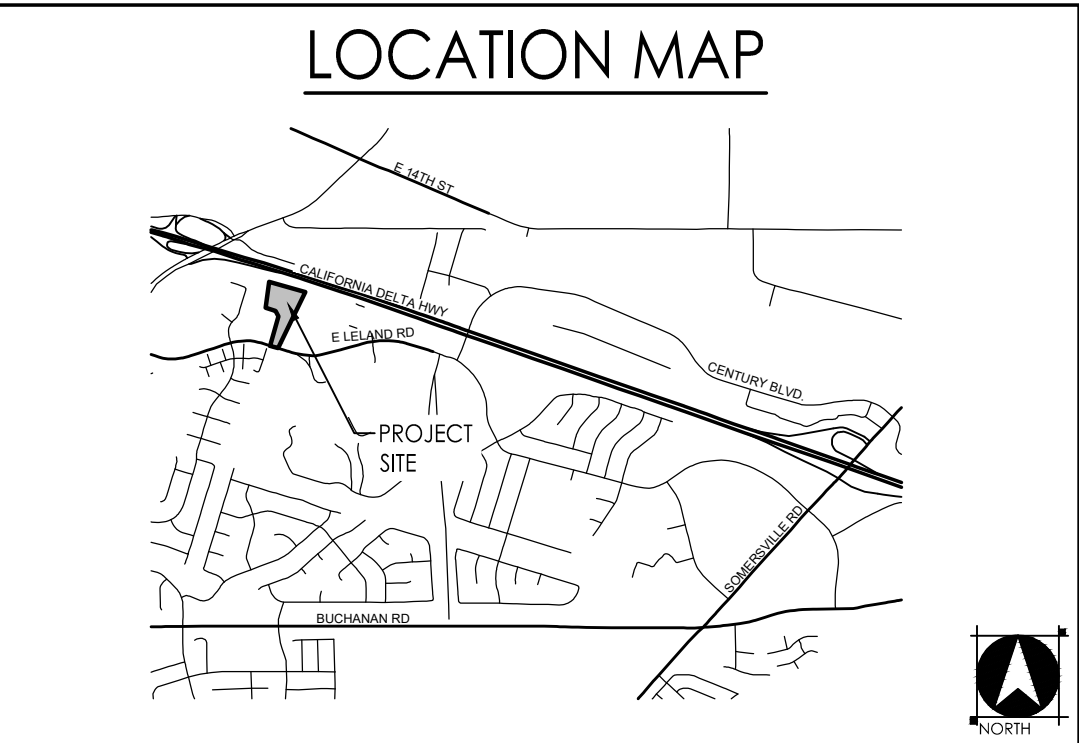
Next Steps:

Planning staff will incorporate feedback from the subcommittee members regarding potential project highlights and concerns into the ongoing processing of Camden, AP-25-0026.

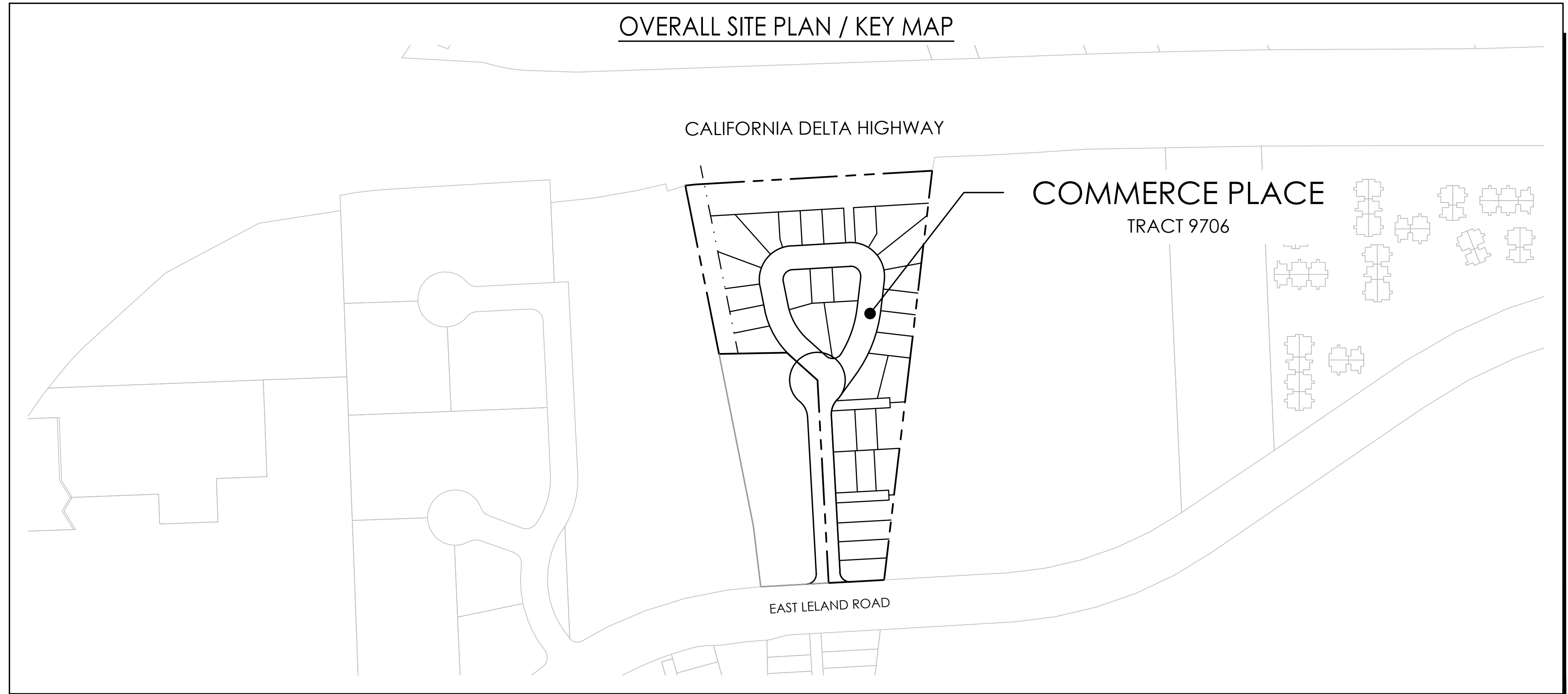
Attachments:

1. Proposed Vesting Tentative Map Plan Set
2. Proposed Architectural Plan Set
3. Aerial View Project Map

VESTING TENTATIVE MAP COVER SHEET TRACT 9706 CITY OF PITTSBURG, CALIFORNIA MARCH 25, 2025 TM0.0



SHEET INDEX	
Sheet Number	Sheet Title
TM0.0	COVER SHEET
TM0.1	TYPICAL STREET SECTIONS & HOUSE PLOTTING
#####	#####
TM1.0	EXISTING CONDITIONS - TRACT 9706
TM1.1	LOTING PLAN - TRACT 9706
TM1.2	PRELIMINARY SITE PLAN - TRACT 9706
TM1.3	PRELIMINARY PHASING PLAN - TRACT 9706
TM1.4	PRELIMINARY GRADING AND DRAINAGE PLAN - TRACT 9706
TM1.5	PRELIMINARY UTILITY PLAN - TRACT 9706
TM1.6	PRELIMINARY STORMWATER CONTROL PLAN - TRACT 9706
TM1.7	FIRE ACCESS PLAN - TRACT 9706

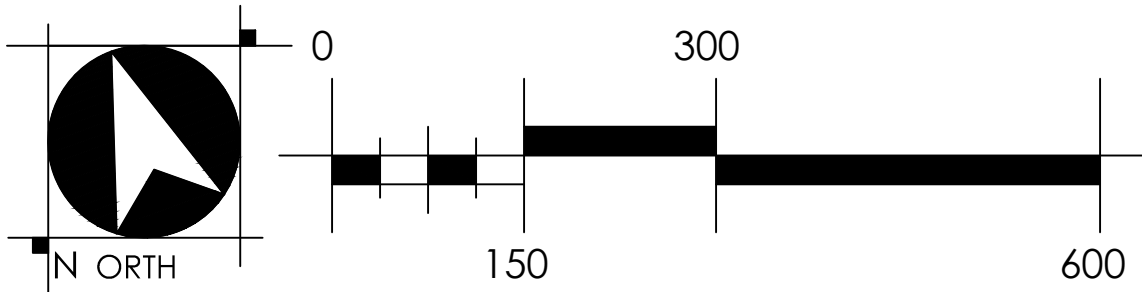


PROJECT NOTES	
OVERALL PROJECT AREA 5.2± ACRES TOTAL	
OVERALL PROJECT UNIT COUNT 33 UNITS TOTAL	
OVERALL PROJECT DENSITY 6.3 D.U./AC.	
EXISTING STRUCTURES ALL EXISTING ONSITE STRUCTURES TO BE REMOVED. ALL EXISTING ONSITE UTILITIES TO BE REMOVED UNLESS OTHERWISE NOTED.	
EXISTING TREES ALL EXISTING ONSITE TREES TO BE REMOVED.	
WATER CITY OF PITTSBURG	
SANITARY SEWER CITY OF PITTSBURG	
GAS PG&E	
ELECTRIC PG&E	
STORM DRAIN CITY OF PITTSBURG	
FLOOD ZONES ZONE X, ZONE AH (FEMA MAP NUMBERS: 06013C0138G, 06013C0139G)	
TELEPHONE AT&T	
BASIS OF BEARINGS THE BEARING NORTH 72°19'57" WEST BETWEEN FOUND MONUMENTS ON CENTURY BLVD. AS SHOWN ON THE PARCEL MAP FILED NOVEMBER 29, 2005 IN BOOK 195 OF PARCEL MAPS AT PAGES 17 WAS USED AS THE BASIS OF BEARINGS FOR THIS MAP. THE BEARING IS BASED ON CALIFORNIA STATE PLANE ZONE 3 COORDINATES	
BENCHMARK THE BENCHMARK FOR THIS SURVEY IS A BRASS DISK STAMPED LS7789 IN A MONUMENT WELL AT THE INTERSECTION OF CENTURY WAY AND CENTURY COURT.	
DATUM NAVD88 ELEVATION 57.85' WR POINT# 506	
NOTES 1. SUBDIVIDER RESERVES THE RIGHT TO FILE MULTIPLE FINAL MAPS. 2. THIS IS AN APPLICATION FOR A DEVELOPMENT PERMIT. 3. PURSUANT TO SECTION 66434(g) OF THE SUBDIVISION MAP ACT, EASEMENTS TO BE ABANDONED ARE MARKED ON THE MAP. 4. THE AERIAL TOPOGRAPHY SHOWN HEREON WAS FLOWN ON MAY 1, 2021. BY VERTICAL MAPPING RESOURCES	

ABBREVIATIONS			
ABAN	ABANDONED	MAX	MAXIMUM
AB	AGGREGATE BASE	MIN	MINIMUM
AC	ACREAGE	N.T.S	NOT TO SCALE
AC	ASPHALT CONCRETE	OH	OVERHEAD
APN	ASSESSOR'S PARCEL NUMBER	OR	OFFICIAL RECORD
BLVD	BOULEVARD	PCC	PORTLAND CEMENT CONCRETE
BNDY	BOUNDARY	P.R.U.E	PRIVATE UTILITY EASEMENT
CA	CALIFORNIA	P.U.E	PUBLIC UTILITY EASEMENT
C&G	CURB AND GUTTER	PE	PROFESSIONAL ENGINEER
CL	CENTERLINE	PG&E	PACIFIC GAS AND ELECTRIC
CT	COURT	PL	PROPERTY LINE
DMA	DRAINAGE MANAGEMENT AREA	ROW, R/W	RIGHT-OF-WAY
DR	DRIVE	SD	STORM DRAIN
DTL	DETAIL	S.D.E.	STORM DRAIN EASEMENT
ELEC	ELECTRIC	SF	SQUARE FOOT
ESMT.	EASEMENT	SS	SANITARY SEWER
EX.	EXISTING	STD	STANDARD
FM	FORCE MAIN	TI	TRAFFIC INDEX
I.E.E	INGRESS AND EGRESS EASEMENT	TM	TENTATIVE MAP
IMP	IMPERVIOUS	TYP.	TYPICAL
INC	INCORPORATED	W	WATER
L	LENGTH		

LEGEND		
PROPOSED		EXISTING
	PROJECT BOUNDARY	
	EASEMENT LINE	
	RIGHT-OF-WAY	
	LOT LINE	
	CENTER LINE	
	HINGE LINE	
	CURB & GUTTER	
	SANITARY SEWER LINE	
	SANITARY SEWER MANHOLE	
	STORM DRAIN LINE	
	STORM DRAIN MANHOLE	
	CATCH BASIN	
	WATER MAIN	
	FIRE HYDRANT	
	BIORETENTION BASIN	
	CONCRETE	
	AC PAVEMENT	
	OVERLAND RELEASE	

PROJECT CONTACTS	
APPLICANT/OWNER LEGACY BUILDERS, INC. 4021 PORT CHICAGO HIGHWAY CONCORD, CA 94520 CONTACT : JOHN ARCIDIACONO PHONE: (925) 602-7260	
PLANNER/CIVIL ENGINEER WOOD RODGERS, INC. 3875 HOPYARD ROAD, SUITE 345 PLEASANTON, CA 94588 CONTACT: PAUL MEUSER/COLT ALVERNAZ, PE PHONE: (925) 847-1549/(925) 393-2811	
ARCHITECT LEGACY DESIGN GROUP, LLC 4021 PORT CHICAGO HWY CONCORD, CA 94520 CONTACT: DANA OWYOUNG PHONE: (925) 671-7711	



J:\Users\4502_CommerceCentury\CommerceCentury-0A\Planning\Exhibits\Tentative Map - PD\CAMDEN\TM0.0-COVR-0A.dwg 3/27/2025 3:00 PM Sarah Butler

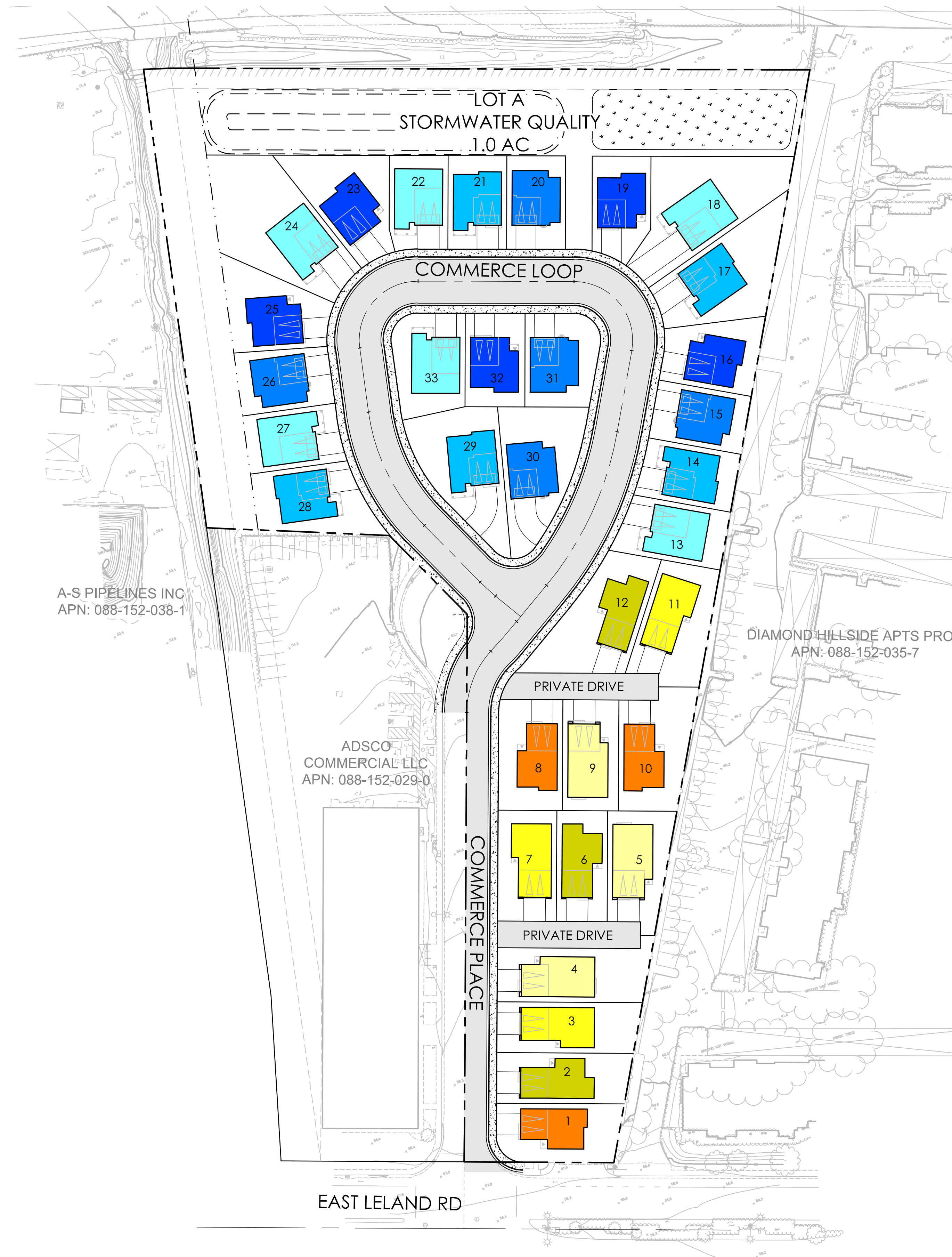
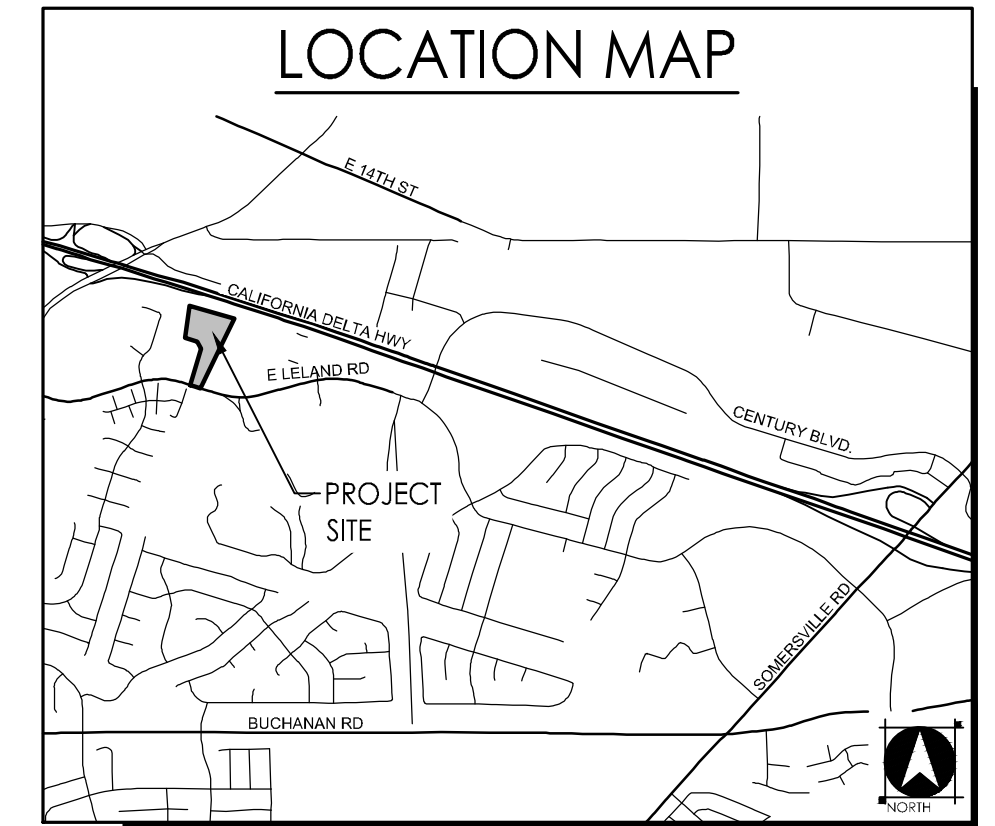
VESTING TENTATIVE MAP

SITE PLAN - PA3

CAMDEN

CITY OF PITTSBURG, CALIFORNIA

MARCH 25, 2025
TM1.2

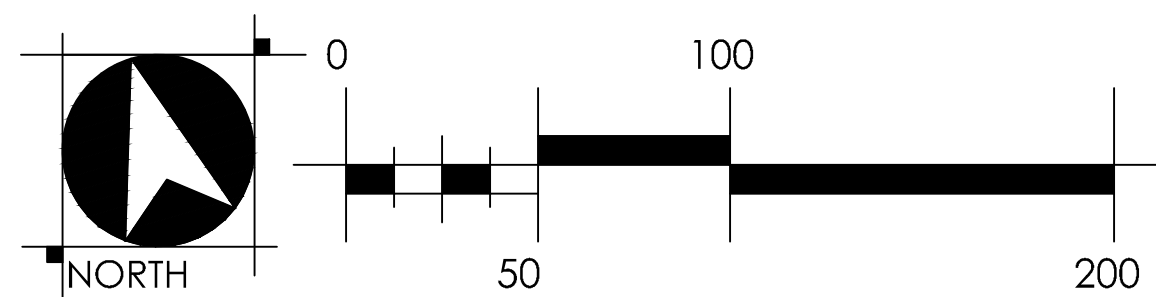


UNIT MIX SUMMARY

44'x70' LOTS				
PLAN TYPE	UNIT COUNT	BUILDING AREA (S.F.)	BUILDING AREA TOTAL (S.F.)	LOT COVERAGE (%)
PLAN 1	5	2,610	13,050	53%
PLAN 2	5	2,691	13,455	54%
PLAN 3	5	2,855	14,275	59%
PLAN 4	6	3,018	18,108	62%
SUBTOTAL:	21	-	58,888	-
38'x85' LOTS				
PLAN TYPE	UNIT COUNT	BUILDING AREA (S.F.)	BUILDING AREA TOTAL (S.F.)	LOT COVERAGE (%)
PLAN 1	3	2,480	7,440	50%
PLAN 2	3	2,647	7,941	52%
PLAN 3	3	2,852	8,556	56%
PLAN 4	3	3,095	9,285	59%
SUBTOTAL:	12	-	33,222	-
TOTAL:	33	-	92,110	-

PARKING SUMMARY

44'x70' LOTS		
PARKING TYPE	REQUIRED PARKING (18,78,040 SCHEDULE A)	PROVIDED PARKING
GARAGE (2 SPACES/UNIT)	21 SPACES (1 COVERED SPACE/UNIT)	42 SPACES
DRIVEWAY (2 SPACES/UNIT)	42 SPACES (2 SPACES/UNIT)	42 SPACES
SUBTOTAL:	63 SPACES	84 SPACES
38'x85' LOTS		
PARKING TYPE	REQUIRED PARKING (18,78,040 SCHEDULE A)	PROVIDED PARKING
GARAGE (2 SPACES/UNIT)	12 SPACES (1 COVERED SPACE/UNIT)	24 SPACES
DRIVEWAY (2 SPACES/UNIT)	24 SPACES (2 SPACES/UNIT)	24 SPACES
SUBTOTAL:	36 SPACES	48 SPACES
TOTAL:	99 SPACES	132 SPACES



WOOD RODGERS
BUILDING RELATIONSHIPS ONE PROJECT AT A TIME
3875 HOPYARD ROAD STE 345 TEL 925.847.1556
PLEASANTON, CA 94588 FAX 925.847.1557



Commerce Place

Lot Size: 38' x 83'

City of Pittsburg, CA
Legacy Builders, Inc.

Date: November 1, 2024
Legacy Design Group, LLC.



**Elevation A
Mediterranean**

EXTERIOR MATERIALS:

- A: CONCRETE 'S' TILE ROOFING
GABLE & HIP ROOFS
STUCCO BODY
STUCCO TRIM
STONE VENEER
MOCK TILE VENTS
FOAM CORBELS
ROLL-UP GARAGE DOORS
- B: FLAT CONCRETE TILE ROOFING
GABLE ROOFS
STUCCO BODY
STUCCO TRIM
WOOD TRIM
MOCK WOOD SHUTTERS
CORBELS
STONE VENEER S
HAKE SIDING
ROLL-UP GARAGE DOORS
- C: FLAT CONCRETE TILE ROOFING
STANDING METAL SEAM
BOARD & BATTEN
STUCCO BODY
STUCCO TRIM
WOOD TRIM
CORBELS
STONE VENEER
ROLL-UP GARAGE DOORS



**Elevation B
Modern Craftsman**



**Elevation C
Modern Farmhouse**



Commerce Place

Lot Size: 38' x 83'
City of Pittsburg, CA

Date: November 1, 2024
Legacy Design Group, LLC.



**Elevation A
Mediterranean**

EXTERIOR MATERIALS:

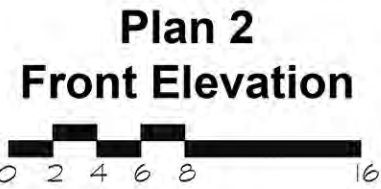
- A: CONCRETE 'S' TILE ROOFING
GABLE ROOFS HIP ROOFS
STUCCO BODY
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MOCK TILE VENTS
MOCK WOOD SHUTTERS
FOAM CORBELS
STONE VENEER
ROLL-UP GARAGE DOORS
- B: FLAT CONCRETE TILE
ROOFING GABLE & HIP ROOFS
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WOOD TRIM
MOCK WOOD SHUTTERS
CORBELS
STONE VENEER
HORIZONTAL SIDING
ROLL-UP GARAGE DOORS
- C: FLAT CONCRETE TILE
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BOARD & BATTEN
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**Elevation B
Modern Craftsman**



**Elevation C
Modern Farmhouse**



Commerce Place

Lot Size: 38' x 83'

City of Pittsburg, CA

Date: November 1, 2024

Legacy Design Group, LLC.



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 MOCK WOOD SHUTTERS
 ROLL-UP GARAGE DOORS

B: FLAT CONCRETE TILE ROOFING
 GABLE & HIP ROOFS
 STUCCO BODY
 STUCCO TRIM
 WOOD TRIM
 MOCK WOOD SHUTTERS
 CORBELS
 STONE VENEER
 HORIZONTAL SIDING
 ROLL-UP GARAGE DOORS

C: FLAT CONCRETE TILE ROOFING
 STANDING METAL SEAM
 BOARD & BATTEN
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 STUCCO TRIM
 WOOD TRIM
 STONE VENEER
 ROLL-UP GARAGE DOORS

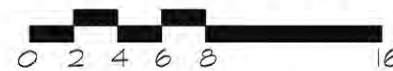


**Elevation B
Modern Craftsman**



**Elevation C
Modern Farmhouse**

**Plan 3
Front Elevation**



Commerce Place

Lot Size: 38' x 83'

City of Pittsburg, CA

Date: November 1, 2024

Legacy Design Group, LLC.



**Elevation A
Mediterranean**

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- A: CONCRETE 'S' TILE ROOFING
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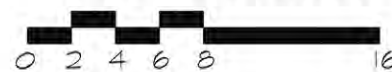


**Elevation B
Modern Craftsman**



**Elevation C
Modern Farmhouse**

**Plan 4
Front Elevation**



Commerce Place

Lot Size: 38' x 83'

City of Pittsburg, CA

Date: November 1, 2024

Legacy Design Group, LLC.



**Elevation A
Mediterranean**

EXTERIOR MATERIALS:

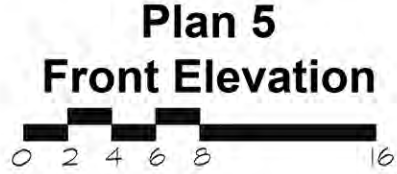
- A: CONCRETE 'S' TILE ROOFING
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MOCK TILE VENTS
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FOAM CORBELS
STONE VENEER
ROLL-UP GARAGE DOORS
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ROOFING GABLE ROOFS
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STUCCO TRIM
WOOD TRIM
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ROLL-UP GARAGE DOORS



**Elevation B
Modern Craftsman**



**Elevation C
Modern Farmhouse**



Commerce Place

Lot Size: 38' x 83'
City of Pittsburg, CA

Date: November 1, 2024
Legacy Design Group, LLC.



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**Elevation B
Modern Craftsman**



**Elevation C
Modern Farmhouse**



Commerce Place

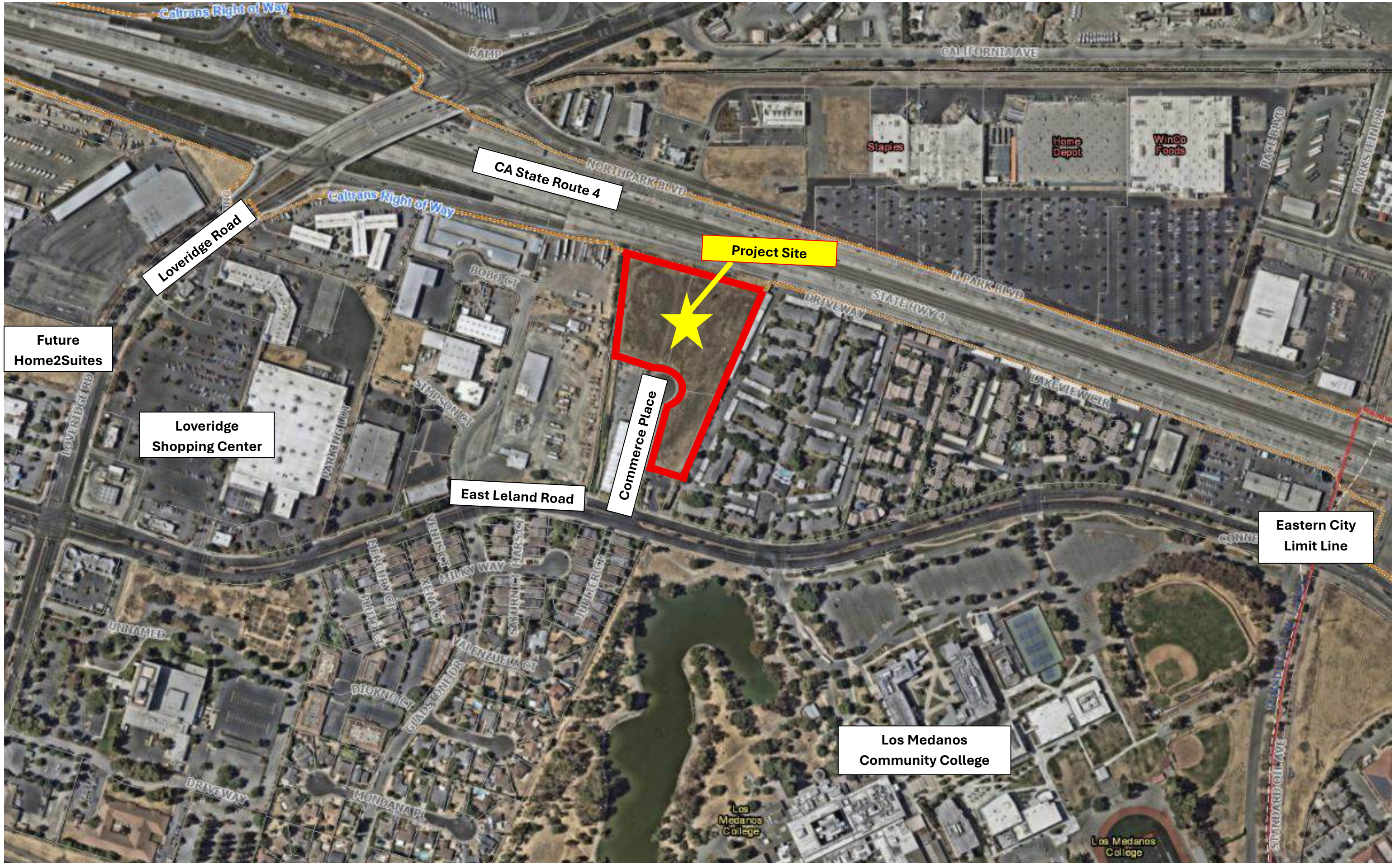
Lot Size: 38' x 83'

City of Pittsburg, CA

Date: November 1, 2024

Legacy Design Group, LLC.

CEDD Attachment 3 – Camden Development – Aerial Map



Future Home2Suites

Loveridge Shopping Center

East Leland Road

Commerce Place

CA State Route 4

Project Site

Eastern City Limit Line

Los Medanos Community College

Caltrans Right of Way

Caltrans Right of Way

CALIFORNIA AVE

NORTH PARK BLVD

Staples

Home Depot

WinCo Foods

PAGE BLVD

MARSHFIELD

BOBO CT

SIMPSON CT

DRIVEWAY

STATE HWY 4

N PARK BLVD

LAKEVIEW CIR

CONNELLY

UNNAMED

REDFIELD

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

WILSON

DRIVEWAY

MONDANAP

Los Medanos College

Los Medanos College

STANDARD OIL AVE

Marina Operations

MEMORANDUM

Date: August 21, 2025
To: Community and Economic Development Subcommittee Members
From: Olivia Ortega, Harbor Master

RE: Item No. 3.A: Marina Referral Incentive Pilot Program

On June 12, 2024, staff presented the Marina Referral Pilot Program (“Pilot”) to the Community & Economic Development Subcommittee. The program is designed to incentivize current slip renters to refer other boaters to rent at the Pittsburg Marina. Every renter who made a referral that resulted in a new slip rental received a one-time \$200 credit on their account. The Pilot was published in the *Yachtsman’s Magazine* and the *Pittsburg Marina Current Newsletter* to reach the target audience.

Seven new customers participated in the Pilot; all but one remain customers at the Pittsburg Marina. The table below shows the gross and net revenues generated by this Pilot through June 30, 2025. If the remaining six new customers generated under this Pilot stay for 12 months, total increase in Marina revenue in that 12 months would be \$24,294.

Referral Date	Months as Customer	Gross Monthly Revenue	One-time Credit	Net Program Revenue
8/6/2024	11	\$426.40	\$200	\$4,490.40
9/25/2024	8	\$307.20	\$200	\$2,257.60
9/27/2025	8	\$192.00	\$200	\$1,336.00
9/27/2024	4	\$243.62	\$200	\$774.48
10/12/2024	7	\$281.60	\$200	\$1,771.20
4/30/2025	2	\$374.40	\$200	\$548.80
6/1/2025	1	\$478.40	\$200	\$278.40
Total:		\$2,304	\$1,400	\$11,457

In the past 12 months, the Marina has seen a net increase of 12 rented slips, over half of which can be attributed to this Pilot. A net increase of 12 customers constitutes a 3.7% occupancy increase.

Date	Number of Slips Rented (519 Total)	Percentage of Slips Rented
06/01/24	323	62.2%
06/20/25	335	64.5%

Staff is looking to receive Subcommittee feedback for continuance of the Pilot.

Community and Economic Development Department

MEMORANDUM

Date: August 21, 2025
To: Community and Economic Development Subcommittee Members
From: Robert Hicks-Carrera, Economic Development Manager
Re: **Item No. 5.A: Proposed Incentive Agreement to Cielo Supermarket**

The 55,000+ square foot grocery store space at the Highland Square Shopping Center has long been vacant since the closure of Food Source in 2019. This closure came at the inflection point when the COVID pandemic hit and businesses of all shapes and sizes felt its impact. One of the residual impacts that came out of this is large-scale businesses looking to reduce their overhead costs by reducing their location footprint, leaving many large spaces in the region vacant. Other examples include the former K-Mart store in Concord, CA and the former Fry's Electronics store in Fremont, CA, to name a few. Property owners of these spaces have recently found success in demising these large spaces into smaller spaces to allow for tenants to move into these spaces with much less overhead costs. Recent examples of this successful model include the joint Ross/DD's Discount store in Concord, CA and the recent Five Below in Pittsburg. This model is working once again with Cielo Supermarket looking to lease approximately 25,000 square feet of the Highland Square Shopping Center to open their second grocery store in the region.

Cielo Supermarket

Cielo Supermarket first opened its doors in 2021 at 1818 A Street in Antioch, filling a much-needed void in grocery amenities in the area. While the opening of that store was recent, the owners of Cielo Supermarket, Hector and Fabiola Gomez, are not new to grocery store ownership. Their family, the Gomez-Ayala family, have over 30 years of experience in the grocery business. Their family started in 1991 with Manuel and Elba Gomez selling from the back of their truck. In 1993, they opened their first storefront. Since then, with their hard work and the help of their children, including Hector, and their spouses, they grew that brand into what is known today as the Las Montanas brand of supermarkets, with four locations across the Bay Area. Cielo is the next step of that journey that Hector and Fabiola are pursuing in their entrepreneurial journey, with the dream of opening a second location here in Pittsburg.

With Cielo Pittsburg, their vision is to transform a long-vacant space into a vibrant, community-centered grocery store. They aim to provide local families with access to fresh, affordable food, excellent service, and a shopping experience that reflects the diversity and character of Pittsburg. Their goal is not just to operate a store, but to become a trusted neighborhood partner.

The proposed project is currently estimated at approximately \$6.2 million dollars and their timeline to opening is by Summer of 2026.

Proposed Incentive Agreement

Staff is proposing an incentive package that totals \$120,000. This includes a \$77,500 building permit fee waiver and a \$42,500 sales tax rebate, remitted at 50% of quarterly tax receipts once the store opens. The owners have stated that the proposed incentive package would be of significant benefit to ensuring that the store fully-stocked, functional, and community-ready. Specifically, they stated that with the \$120,000 in savings, they would apply it towards the following:

- Commercial refrigeration and cold storage equipment
- Tenant improvements and storefront upgrades
- Startup costs, including inventory and initial operations

Analysis

In supporting this project, the City is set to significantly benefit in terms of adding a grocery store amenity; activating a long vacant space; bringing in 70 full-time jobs, 20 part-time jobs, and 65 temporary construction jobs; and opportunities for community partnerships and local engagement.

The proposed incentive agreement would have little impact on General Fund revenue and a quick turnaround on investment return. The proposed fee waiver would require no transfer of funds, with the only General Fund cost resulting from the lack of expected revenue. The sales tax rebate would be remitted at 50% of quarterly receipts. This ensures that the City will collect revenues immediately upon opening, that the benefit to the business lasts longer, and that the return on investment (ROI) is quicker. Based upon review of Cielo's sales tax revenue figures and discussion with Finance staff, a current ROI of the \$42,500 sales tax rebate within a two-year timeframe of the business opening is deemed highly likely.

Next Steps

Staff is seeking feedback from members of the subcommittee on this proposed agreement. Staff will consider the feedback and make revisions necessary. Based on the feedback received, staff plans to bring this item forth to City Council on September 15th for their consideration and approval.

Community and Economic Development Department – Economic Development Division

MEMORANDUM

Date: August 21, 2025
To: Community and Economic Development Subcommittee Members
From: Robert Hicks-Carrera, Economic Development Manager
Re: **Item No. 5: Quarter 2, Calendar Year 2025 Economic Development Updates**

Façade Improvement Grant Program

For Fiscal Year (FY) 2026, the City Council has allocated \$70,000 of Business Improvement District (BID) funds for grants of up to \$10,000 to fund improvements to the public facing exteriors of brick-and-mortar buildings. Currently, there are three applications under review by staff.

The Woulf and Ury building at 485 Railroad Avenue has undergone a historical assessment to ensure the proposed restoration meets the historical characteristics of the building. The property owner has applied for building permits, and expects the construction timeframe to complete the primary elements of the project, which includes window removal and replacement, stucco removal and replacement, and exterior painting, to be four months.

To date, the City has awarded over \$237,000 to 19 applicants as part of this program.

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	\$1.98 (- \$.02)	\$2.02 (- \$.02)	\$2.68 (- \$.03)
Vacancy Rate	6.0% (- 0.6%)	5.4% (+ 0.3%)	5.7% (+ 0.2%)
12 Month Net Absorption SF	32,935	14,036	405,749
Available SF	147,842 (- 14,143)	798,648 (+ 36,120)	7,452,790 (+ 91,562)
Inventory SF	2.5 million	13 million	122 million

Table 1: Quarter 2, Calendar Year 2025 Retail Market (% or # Change from Previous Quarter) [Source: CoStar]

	Pittsburg	East County	East Bay
Market Asking Rent per SF	\$0.90 (- \$0.01)	\$1.04 (- \$0.01)	\$1.45 (\$0)
Vacancy Rate	7.6% (+ 0.2%)	5.3% (+ 1.1%)	9.0% (+ 0.6%)
12 Month Net Absorption SF	- 85,356	- 140,845	- 809,263
Available SF	264,658 (+ 7,850)	590,248 (+ 212,132)	28,838,037 (+ 2,176,422)
Inventory SF	7.2 million	14.5 million	279 million

Table 2: Quarter 2, 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)	\$2.46 (\$0)	\$3.11 (+ \$0.01)
Vacancy Rate	1.9% (+ 0.3%)	6.7% (+ 0.5%)	15.7% (+ 0.4%)
12 Month Net Absorption SF	- 1,240	- 18,018	-1,202,034
Available SF	11,498 (+ 1,722)	140,264 (- 18,681)	20,502,015 (- 503,993)
Inventory SF	618,000	2.8 million	117 million

Table 3: Quarter 2, Calendar Year 2025 Office Market (% or # Change from Previous Quarter) [Source: CoStar]

Quarter 2, Calendar Year 2025 New Businesses

During Q2, 68 new business license applications were approved. Of those 68, 15 were storefront businesses and 53 were home-based businesses. During that same time period, 20 business licenses were closed, equaling a net gain of 48 home-based and storefront business licenses during the quarter.

There were a number of notable business openings in the community that held ribbon cutting ceremonies, hosted by our partners at the Pittsburg Chamber of Commerce. These included the openings of Touch of Soul at 2227 Railroad Avenue, Cold Stone Creamery and Sprouts Farmers Market at the Shoppes at San Marco, AIM Moda Menswear at 710 Railroad Avenue, and Bakery & Bites at 510 Garcia Ave, Suite D.

Pittsburg Mural and Public Art Initiative

The City and its mural partner, Local Edition Creative, recently completed a mural on the north most side of 3712-3748 Railroad Avenue. This is the fourth mural under our partnership with Local Edition Creative, and the first one done outside of Old Town. In addition to that, Bello’s Barbershop completed their mural on the south portion of the same building using a Façade Improvement Grant that they were awarded by the City. The murals have brought new vibrancy to these buildings and to the commercial corridor south of Railroad.