Envision Pittsburg General Plan Update

Visioning Workshop #3
May 13, 2019
Workshop Overview

- Welcome & Introductions
- What is the General Plan?
- Why is the Update Important?
- Community Engagement Process
- Workshop Activities
- Wrap Up & Next Steps
Welcome & Introductions
Community Vision

The General Plan serves as the City’s ‘playbook’ for land use and planning decisions relative to:

- **Land Uses** (residential, commercial, industrial, business parks, open space, etc.)
- **Infrastructure Planning** (roads, water, sewer, etc.)
- **Public Services** (police, fire, parks, libraries, cultural activities, etc.)
- **Resource Conservation** (clean air, sensitive habitat, waterways, groundwater, etc.)

- City staff, elected and appointed officials, business owners, developers, and citizens can reference the General Plan for guidance on what Pittsburg values and its priorities.
It’s Our Future

Mobility
Youth & Recreation
Shopping
Housing
Safety
Jobs
Growth
Why do we Need an Update?

- Changes to demographics and market conditions since 2001
- Address land use changes and opportunities
- New requirements in State law to address mobility, climate change, and environmental justice
- Opportunity to connect with the community to confirm values and priorities
Purpose of the Update

- Define a long-term vision for growth and resource management
- Reflect community goals and values
- Build on past successes
- Balance growth, conservation, and quality of life
- Address State law
### What is in a General Plan?  

<table>
<thead>
<tr>
<th><strong>Required Topics</strong></th>
<th><strong>Optional Topics</strong></th>
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<tbody>
<tr>
<td>Land Use</td>
<td>Urban Design</td>
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<tr>
<td>Transportation</td>
<td>Downtown</td>
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<td>Open Space</td>
<td>Community Health and Wellness</td>
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<td>Conservation</td>
<td>Public Facilities</td>
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<td>Safety</td>
<td>Youth and Recreation</td>
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<td>Noise</td>
<td>Economic Development</td>
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<td>Housing</td>
<td>Growth Management</td>
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</table>
Addressing Big Picture Questions

- Sustainable Growth
- Infrastructure
- Education
- Jobs-Housing Balance
- Complete Neighborhoods
- Traffic Reduction
- Walking and Biking
- Community Health
- Affordable Housing
- Homelessness
- Open Space Conservation
- Climate Adaptation
- Others?
Update Process

Workshop #1
Community Vision

Workshop #2
Transportation & Mobility

Workshop #3
Land Use & Design

Pop-Up Events
Stakeholder Interviews

Vision & Opportunities Report
Existing Conditions Report

Community Open Houses
City Council/Planning Commission Study Sessions
Community Priorities
Land Use Alternatives
Policy Review

Land Use & Capacity Report
Draft General Plan Elements

General Plan & Land Use Map
Fall 2019/Spring 2020

Scoping Meeting
Notice of Preparation – EIR

Community Review
Draft General Plan
Draft EIR

City Council/Planning Commission Hearings
Final General Plan

CEQA & Final General Plan
Fall/Winter 2020
## Community Engagement

### Outreach Events:

<table>
<thead>
<tr>
<th>Event</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Kick-off with City Council</td>
<td>1</td>
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<tr>
<td>Community-Wide Visioning Workshops</td>
<td>3</td>
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<tr>
<td>City Council and Planning Commission Study Sessions/Briefings</td>
<td>12</td>
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<tr>
<td>Community Workshops and Pop-up Events</td>
<td>6+</td>
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<tr>
<td>Stakeholder Coordination Meetings</td>
<td>12</td>
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<tr>
<td><strong>Online Presence</strong> - website, online surveys/polls, newsletters, social media, etc.</td>
<td><strong>Ongoing</strong></td>
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<tr>
<td>EIR Scoping Meeting</td>
<td>1</td>
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<tr>
<td>Planning Commission Hearings</td>
<td>2</td>
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<tr>
<td>City Council Hearings</td>
<td>2</td>
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Short-term Schedule

City Council Kick-off/Visioning Workshops
- April–May 2019

Existing Conditions Report & Market Analysis
- May/June 2019

General Plan Audit Memo
- April 2019

Land Use Alternatives & Capacity Report
- November 2019

General Plan Policy Sets
- June–November 2019
• The California Department of Finance projects that Contra Costa County will add 407,600 people between now and 2060.

• ABAG predicts new growth in Pittsburg:
  • 7,980 households by 2040
  • 5,610 jobs by 2040

Source: California Department of Finance, 2017; Association of Bay Area Governments, 2013
Countywide, the median age increased from 38 in 2010 to 39 in 2017.

Between now and 2060, Contra Costa County’s population will age significantly, with the largest age group shifting from the 26-54 year old cohort (38% in 2020) to the 55+ cohort (42% in 2060).

Pittsburg’s median age increased from 31 in 2010 to 35 in 2017.

Source: US Census American Community Survey, 2010 and 2017; California Department of Finance, 2017
Pittsburg is becoming more diverse:

Source: US Census American Community Survey, 2010 and 2017; California Department of Finance, 2017
Incomes are rising:

• Pittsburg’s median income increased from $57,828 in 2010 to $66,739 in 2017

• Contra Costa County’s median income increased from $78,385 in 2010 to $88,456 in 2017

Source: US Census American Community Survey, 2010 and 2017; California Department of Finance, 2017
Pittsburg Median Home Sales Price (2019): $437,000

- Median home values in Pittsburg increased 53 percent from 2015 to now from about $285,000 to $437,000
- A homeowner needs to make about $96,000 per year to “afford” the median home value in Pittsburg (debt-to-income ratio of 36%, good credit, 10% down payment)

Pittsburg Average Multifamily Monthly Rent (2019): $1,905

- A renter needs to make about $76,200 per year to “afford” the average multifamily rent in Pittsburg

Lack of WORKFORCE HOUSING could negatively impact the City’s economic competitiveness and future prosperity

Source: Zillow, 2019; rentcafe.com, 2019
Activity #1: Guiding Principles
Guiding Principles - Vision

- High quality of life
- Diverse and inclusive community
- Vibrant Downtown/Old Town
- Safe, maintained, updated schools and parks
- Affordable housing
- More bikeable and walkable streets and locations
- Homeless issues addressed
- Hillside preservation
- More types of parks and recreation facilities
- Green spaces and trees
- Youth programs and activities
- Strong economic environment
- Local-serving businesses and industries that provide jobs for residents
Activity #2:

Vision Statement
The General Plan Update should be guided by a Vision Statement. The Vision Statement should be concise and clear, and should articulate the overarching goals of the community. For example:

“A mosaic of diverse people and thriving unified neighborhoods joined together by beautiful, accessible open spaces and well-landscaped roadways offering enhanced mobility for people and goods; safe place to live, work and play; quality educational opportunities; engaging gathering places; world class entertainment; recreational, spiritual, and cultural amenities available for all; and, a variety of economic opportunities for its workforce.”

Working as a group, please develop a Vision Statement for Envision Pittsburg. Your Vision Statement should be 1-3 sentences long, and should reflect your group’s most important guiding principles.
Activity #3
Land Use, Design, and Great Places
The “built environment” – buildings, parks, public spaces, and transportation – strongly influences people’s decisions and lifestyle choices, including what to eat, how to get places, and where to play, socialize, and be physically active.

What makes a community a great place? How can Pittsburg make sure that it is, and remains, a great place to live?
Great Places and Focus Areas

“Lessons learned” from iconic placemaking can be applied at the local level—it’s not about the scale, it’s about the quality.

Street as places for people

Create a clear identity

Provide activities for all ages

Include a range of activities and use color and material to invite people to use the space

Design buildings to support placemaking
Great Places and Focus Areas

• What are the **key landmarks** within the City? How could these areas be improved?

• Where are your **major activity nodes, destinations and gathering places**? Where should new ones be located?

• What distinguishes **individual neighborhoods/districts** in Pittsburg?

• What are the City's **defining viewsheds**?

• Which **corridors or intersections** need special attention?

• Where are the City's **major gateways**?
1) Where does Pittsburg need either great places for the community to gather or better design and land use solutions to improve a community area or neighborhood?

   Mark the top four locations that need City attention on the large Land Use Plan and number 1 through 4 (1, 2, 3, 4).

2) Discuss each focus area your group identified. How do you envision each of these in 20 years? What uses are needed to achieve the vision? Are the current uses appropriate, but attention is needed to design and amenities?

   Place the appropriate mix of stickers in each focus area worksheet to identify placemaking, design, and land use actions needed to achieve your vision for the area vision.
Mapping Activity

Identify four focus areas. Use the stickers to identify desired placemaking and design treatments and land uses for each area.

<table>
<thead>
<tr>
<th>Placemaking &amp; Design</th>
<th>Land Uses</th>
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<tr>
<td>Identification</td>
<td>Low Density Residential</td>
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<td>Streetscapes</td>
<td>Affordable and Special Needs Housing</td>
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<td>Community Amenities</td>
<td>Retail and services</td>
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<td>Distinctive Design</td>
<td>Mixed Use</td>
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<td>Restore and Renovate</td>
<td>Office</td>
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<td></td>
<td>Industrial</td>
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<td>Public Facility</td>
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Summary:
What We Have Heard
Stay Involved

- Visit the General Plan website: pittsburg.generalplan.org
- Survey
What’s New

**Visioning Workshops:** All Visioning Workshops will be held at the Council Chambers in City Hall, 65 Civic Avenue

- **Workshop #1:** Saturday, April 13, 2019 - 10:00 am to Noon
- **Workshop #2:** Monday, April 22, 2019 - 6:00 pm to 8:00 pm
- **Workshop #3:** Monday, May 13, 2019 - 6:00 pm to 8:00 pm

Read the 1st Newsletter!

Welcome

Founded in 1839 and incorporated in 1903, Pittsburg is one of Contra County’s oldest communities. For over 100 years, our community has had a strong industrial base, starting with fishing and canning industries, followed by the opening of Columbia Steel in 1906. In 1911, the name was changed to Pittsburg—a reference to the eastern birthplace of the steel industry. The opening of the Camp Stoneman, in 1942, had a tremendous impact on the City, with the camp serving as a major staging facility during World War II and the Korean War. Today, Pittsburg is home to over 72,000 residents, with a growing business and manufacturing community, and we continue to celebrate our deep-rooted heritage.

Each city in California is required to have a General Plan which serves as a guiding document for the City’s long-term growth and development. Pittsburg’s previous general plan dates back to 2001, and a lot has changed. Pittsburg is struggling into the future, each day more prosperous than the one before. New homes, renovated older homes, new businesses, a historic district being revived are all signs of even better times to come. Pittsburg’s local government has expanded the parks system, improved the roads, increased commerce and employment, expanded the Marine, and built a modern Civic Center to take us into the 21st century.

The General Plan addresses a range of important community topics like land use, housing, economic development, transportation, parks and recreation, public safety, and more. City staff, elected and appointed officials, business owners, developers, and citizens can reference the General Plan for guidance on what the community values and its priorities.

This General Plan Update is a way for you to share your vision for the future of Pittsburg. We need your help in order to make the General Plan a success. What do you love about Pittsburg? What opportunities and challenges do you think face Pittsburg as it grows over the next 10, 15, or 20 years? What new technologies will change how we live, work, and play? Weighting-in on the Envision Pittsburg General Plan process at workshops and online will help make sure that the updated General Plan conveys the values and priorities of all its citizens.

Together, we can Envision Pittsburg.