

CITY OF RIO VISTA GENERAL PLAN UPDATE

GPWG MEETING #23 / MARCH 7, 2024



MEETING AGENDA

- ➔ Draft Economic Development Element
- ➔ Next Steps
- ➔ Information Items



Draft Economic Development Element Chapter



Economic Development Element

- ➔ The Economic Development Element provides an overview of Rio Vista's economic opportunities, challenges, and key considerations
- ➔ Provides future land use and economic development opportunities in the downtown area and city-wide
- ➔ The Element also provides a discussion of the potential changes that may occur with the development of California Forever

Economic Development Strategic Plan

- ➔ The Economic Development Strategic Plan (EDSP) is a detailed roadmap to guide City economic development efforts.
- ➔ The EDSP and the Economic Development Element have been prepared in a coordinated manner with intent of consistency.
- ➔ City Council approved the EDSP on March 5th with final revisions that included:
 - ➔ Identify California Vegetable Specialties and Bank of Stockton as important local businesses.
 - ➔ Emphasize the importance of the School District in economic development, including sports event participants and spectators.

Economic Development Element

GOALS

Goal ED-1: A vibrant community that serves and attracts visitors, residents, and businesses.

Goal ED-2: A business climate that enables and promotes the expansion of existing businesses and the attraction of new businesses.

Goal ED-3: Increased employment in Rio Vista, and an educated, skilled, and competitive workforce in line with current future jobs in the City.



Economic Development Element

POLICIES

Policy ED-1: Pursue economic development and growth through actions that are responsible, steady, and continuous.

Policy ED-2: Actively support and encourage the success and growth of existing local businesses and the attraction of new businesses.

Policy ED-3: Actively promote establishment and expansion of commercial businesses that increase local spending within Rio Vista and provide needed goods and services to residents and businesses.



Economic Development Element

Policy ED-4: Actively support and encourage hotels to locate in Rio Vista, especially full-service hotels with conference facilities or other amenities, but also bed-and-breakfast and other hotel options that will attract more tourism to Rio Vista.

Policy SE-5: Partner with other agencies and organizations to achieve the City's economic goals.

Policy SE-6: Pursue economic development at the local, regional, state and federal level, leveraging relationships and seeking partners to promote economic development in Rio Vista.



Economic Development Element

Policy ED-7: Encourage and support efforts of the River Delta Unified School District to increase investment in both vocational and academic school programs and facilities.

Policy ED-8: Pursue economic development across all types of businesses, including commercial/retail, tourism, professional services, industrial and agriculture.

Policy ED-9: Support and encourage public/private partnerships for strategic projects that align with the City's economic and community development goals.



Economic Development Element

Policy ED-10: Explore projects that can increase tourism in Rio Vista.

Policy ED-11: Support private efforts to create art in public places (i.e. murals, statues, etc.) as a means of placemaking.

Policy ED-12: Promote improvements and investment on the current Highway 12 route through Rio Vista that create a more inviting character for travelers passing through Rio Vista.



Economic Development Element

Implementation Programs

Program ED-1: Adopt, regularly update, and implement a Rio Vista Economic Development Strategy Plan (the “Strategy Plan”). Present an annual report to the City Council describing past year efforts, achievements, and proposed activities for the next year. Annual updates will be compiled as appendices to the Strategy Plan.

Program ED-2: Refine and implement branding of Rio Vista that conveys and creates an identity for tourists visiting the community and commuters passing through Rio Vista.

Program ED-3: Support and facilitate events in Rio Vista that attract residents and visitors/tourists to Downtown Rio Vista. Consider specific themes/types of events that could become signature events for Rio Vista.



Economic Development Element

Program ED-4: Implement programs to enhance the appearance and aesthetics of the Downtown and the Waterfront. Such programs should consider both the public realm (streets, sidewalks, public waterfront areas) and the private realm (storefronts, open lots).

Program ED-5: Complete an inventory of vacant and underutilized properties in the City and prepare a plan for utilizing and leveraging such properties to support economic development.

Program ED-6: Work with the River Delta Unified School District, local employers and training/educational institutions to provide youth training and vocational programs that develop employment skills.



Economic Development Element

Program ED-7: Continue to monitor industry trends and evaluate and identify the industries, including emerging industries, that are best suited for Rio Vista.

Program ED-8: Maintain a tool kit of potential economic development funding sources and mechanisms, including those offered through regional, state and federal agencies.

Program ED-9: Conduct a review of the zoning code and City permit processing procedures. Update policies, procedures, and regulations to promote a business-friendly atmosphere and a high-quality environment that is attractive to residents and businesses.



Economic Development Element

Program ED-10: Coordinate with and support the Solano Economic Development Corporation, the Rio Vista Downtown Association, Chamber of Commerce, and other groups working to promote Rio Vista's economic development.

Program ED-11: Coordinate with local businesses and organizations to promote Rio Vista's strengths and tourist attractions in regional and statewide media to expand tourism.

Program ED-12: Consider development of a transient (visitors') dock to encourage Delta boaters to visit Rio Vista. Uses surrounding such a facility should serve and encourage boating visitors.



Economic Development Element

Program ED-13: Investigate and pursue opportunities to promote the availability of high-speed broadband internet services throughout the City, possibly including “free Wi-Fi” zones in select locations in the City.

Program ED-14: Encourage commercial and industrial development by ensuring the availability of suitable sites for development and providing zoning that facilitates such uses.

Program ED-15: Evaluate the costs and benefits of relocating City Hall to allow development of the current City Hall property for tourism and commercial uses.

Economic Development Element

Program ED-16: Implement strategies to improve the character and appearance of the current Highway 12 route through Rio Vista, potentially including:

- Review of zoning regulations to promote retail development along the corridor, including development standards and allowed uses.
- Review and amend as appropriate sign regulations for the Highway Commercial zoning district.
- Seek grant funds to promote beautification of the Highway 12 corridor.
- Establish a stronger connection from Highway 12 to Downtown Rio Vista through street and frontage improvements and signage.



Economic Development Element

Program ED-17: Evaluate the staffing requirements to effectively implement the City's economic development programs and secure adequate staffing, through City employees, contracted professionals, and volunteers as determined appropriate.



Next Steps/Information Items

- ➔ GPWG meeting – April 4, 2024
 - ➔ Discuss Administrative Draft General Plan Document

- ➔ Discuss Community Workshop
 - ➔ Format and Potential Date



THANK YOU!

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