

ECONOMIC DEVELOPMENT



Introduction

The Economic Development Element establishes goals, policies, and implementation programs aimed at improving Patterson's economy by focusing on attracting desired businesses and industries, achieving a desirable jobs-to-housing ratio, maintaining an adequate land supply to meet demand, and investing in the further education of city residents. A key factor in the health of Patterson's economy will be the continued development of the West Patterson Business Park and the retention of its tenants, and the expansion of retail sales.

This symbol denotes a policy that contributes to sustainability and/or sustainable practices.



Goals and Policies

Promoting the Local Economy

Goal ED-1: To establish and maintain a supportive business climate and a healthy, sustainable economy.

Policies

ED-1.1 **City image.** The City shall promote Patterson as a livable community and an excellent place to do business.

ED-1.2 **Economic development strategy.** The City shall implement and maintain an economic development strategy to support the business community's prosperity and fiscal competitiveness.

ED-1.3 **Opportunity areas.** The City shall continue to strategically market its business/industrial park opportunity areas including the West Patterson Business Park.

ED-1.4 **Small businesses.** The City shall provide incentives for the establishment of small businesses, including minority- and women-owned businesses.

ED-1.5 **Economic sustainability.** The City shall work to attract and retain long-term, economically sustainable businesses.



ED-1.6 **Evaluate fiscal impacts.** The City shall evaluate the fiscal impacts of new development to encourage a pattern

of growth that will allow the City to provide high standards of public services, facilities, and infrastructure.

ED-1.7 **Grants.** The City shall investigate and actively pursue grant funding for programs and projects to increase the quality of life for its residents.

ED-1.8 **Regional cooperation.** The City shall work with other cities, Stanislaus County, and local and regional economic development entities to expand and improve the economic sustainability of the region.

Training the Workforce

Goal ED-2: To prepare and acquire an educated and skilled workforce to match the needs of the local and regional economies.

Policies

ED-2.1 **Higher education.** The City shall work with Modesto Junior College and other post-secondary, vocational, and adult education institutions to explore and actively encourage further development of learning and technology centers.

ED-2.2 **Retention of graduates.** The City shall encourage and actively support efforts by schools, businesses, and public agencies to retain local high school and college graduates into the community and regional workforce.

ED-2.3 **Education and business.** The City shall work with local organizations in developing relationships between primary, secondary, and post-secondary education providers and local businesses to develop programs in line with Patterson's economic future.

ED-2.4 **Quality of life.** The City shall work to improve the quality of life in Patterson to attract and retain skilled workers and their families.

Balancing Jobs and Housing

Goal ED-3: To promote a diverse and balanced mix of employment and housing opportunities.

Policies

ED-3.1 **Jobs-to-housing ratio.** The City shall maintain an adequate retail, business, and industrial land supply to meet a jobs-to-housing ratio of at least 1.0.



ED-3.2 **Workplace alternatives.** The City shall encourage the use of alternative workplaces by making land use designations and zoning ordinances compatible with qualified home-based businesses and telecommuting.

ED-3.3 **Housing choices.** The City shall provide for and encourage a range of housing choices—including live/work units—through land use designations and zoning ordinances.

Promoting Downtown Businesses

Goal ED-4: To preserve, enhance, and expand the existing downtown area as the community's primary economic focal point.

Policies

ED-4.1 **Central Business District.** The City and/or its Redevelopment Agency shall continue efforts to revitalize the Central Business District as the main retail, business, and entertainment district for Patterson.



ED-4.2 Infill development. The City and/or its Redevelopment Agency shall encourage infill development that promotes downtown revitalization.

ED-4.3 Parks. The City and/or its Redevelopment Agency shall continue to improve the parks in and near downtown to foster an environment that supports businesses that depend on pedestrian activity.

Implementation Measures							
No.	Implementation Measure	Policies	Responsibility	Timeframe			
				Near - Term	Mid-Term	Long-Term	Ongoing
ED-1	The City shall continue to implement the Economic Development Strategic Plan and strategies of marketing itself for the location of desirable businesses and industries. The active promotion of its Business Park and the support of minority- and women-owned small businesses shall be a part of this strategy.	ED-1.1 ED-1.2 ED-1.3 ED-1.4 ED-1.5 ED-4.1	City Council Community Development Dept. Public Works Dept.	¢			
ED-2	The City shall continue to seek grants.	ED-1.7	Community Development Dept.				¢
ED-3	The City shall ensure that its current zoning ordinance adequately accommodates live/work units.	ED-3.2 ED-3.3	City Council Community Development Dept.	¢			
ED-4	The City and/or Redevelopment Agency shall continue efforts to revitalize the Central Business District.	ED-4.1	City Council Community Development Dept. Redevelopment Agency				¢
ED-5	The City shall, in conjunction with an incentive-based program, remove ameliorate blight in the downtown area by removing old signs, billboards, shacks, structures no longer in use or beyond repair, and overhead power lines.	ED-4.1	Community Development Dept. Redevelopment Agency				¢

Near-Term = Within 5 Years
 Mid-Term = Within 10 Years
 Long-Term = 10 Years and Beyond