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COALINGA COUNCIL CALLS FOR CLEANUP TO ATTRACT BUSINESS



By [Francisco Ramirez Jr](#)

March 30, 2025 | Coalinga, CA

During the March 20th City Council meeting, Coalinga officials sent a clear message to local property owners: **if we want to grow, we've got to clean up.**

In a pointed but constructive discussion, council members expressed frustration over the state of visible properties along Coalinga's main roads—many of which are cluttered with weeds, trash, or poorly maintained storefronts. The conversation arose during the council's "Future Agenda Items" portion, but quickly evolved into a broader call for accountability and pride in place.

"We're trying to bring new businesses into town," said one councilmember. "But if we don't take care of what people see when they drive through, it's going to be tough to make a strong first impression."



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Why It Matters

As Coalinga prepares to **attend the ICSC Western Retail Conference in Monterey**, where city leaders will pitch the [community](#) to potential developers and retailers, the stakes are high. The city wants to show it's **ready for investment**, but image matters.

Councilmembers emphasized that improving curb appeal is not just a cosmetic issue—it's an **economic development strategy**.

“I keep my property clean,” one member added. “There’s no reason others can’t do the same. This town needs to be marketable.”

What's Being Considered

While no formal [ordinance was introduced at this meeting](#), the council expressed interest in developing **clearer language or updated policies** to motivate property owners to maintain their spaces. Some ideas floated included:

- Strengthened **code enforcement** on neglected lots
- Possible **incentives or assistance** for small business owners to beautify storefronts
- A **public awareness campaign** on property maintenance expectations

Staff acknowledged the direction and will likely return with potential strategies at a future



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meeting.

A Matter of Pride

For the council, the message was about more than rules—it was about pride in the community. Several members pointed out that **small actions like trimming weeds or painting a storefront** can dramatically improve the town's image.

“If you're not at the table, you're on the menu,” said Mayor Vosburgh. “We want to be at the table when it comes to business and development—and that starts with how we present ourselves.”

What's Next

City staff is expected to explore options for code updates, public outreach, or incentives aimed at encouraging clean, attractive commercial corridors. The conversation also ties into broader city efforts, including strategic planning, infrastructure improvements, and economic outreach at the regional level.

Do you think property owners should be held to higher standards to help Coalinga grow?