



## 2019 Wheatland Community and Economic Development Action Program

### Vision

Wheatland adopted a vision with the General Plan in 2006. 12 years later that vision remains valid and useful for planning. The vision is as follows:

*Wheatland is committed to be a forward-thinking city that values its small-town feel and its agricultural historical heritage. The Community Vision of the City of Wheatland is guided by the following:*

- 1. Wheatland's strong neighborhoods are the center of community identity.*
- 2. Wheatland's historical city core is enlivened to ensure Wheatland has an identifiable sense of place.*
- 3. Open spaces within Wheatland provide visual relief from urban spaces.*
- 4. Wheatland's natural environment is continually improved through the regeneration of natural systems.*
- 5. Wheatland is connected to the world while providing energy and economic opportunities locally.*
- 6. Wheatland has many transportation options, including pedestrian, bicycle, public transit, private autos, and new transportation technologies as they become available.*
- 7. Wheatland is not dependent on continued future growth to fund current city services, operations, or liabilities.*

### Community and Economic Development Action Program

The *2019 Wheatland Community and Economic Development Action Program* (Action Program) is designed to restate the General Plan vision as achievable action steps. The program has been developed through planning sessions with the City Council and staff.

The Action Program is ambitious, and it is important not to expect accomplishment of all action steps within a single year. The Action Program is a living document, updated annually to reflect accomplishments, new opportunities, and refined priorities. It is structured in two major areas of focus: improving the community; and improving the delivery of municipal services. No action step should be considered isolated. Many steps are interrelated and dependent upon one another.

## 2019 Wheatland Community and Economic Development Action Program

Steps	Responsible Party	Implementation	Completed or Ongoing
<b>IMPROVING THE WHEATLAND COMMUNITY</b>			
<b>1. Build Strong Neighborhoods Throughout Wheatland</b>			
<i>a. Ensure application of Community Design Standards to all residential end employment development and building projects.</i>	Community Development		Ongoing
<i>b. Transition code enforcement to police department and ensure community standards are upheld</i>	WPD		
<i>c. Continue to work with development interests to reduce or defer, when possible, up-front costs that may hinder their investment in Wheatland</i>	Community Development		Ongoing
<b>2. Preserve Historic Wheatland Core</b>			
<i>a. Establish a geographic boundary for the historic city core</i>	Community Development		
<i>b. Identify appropriate location for a new Municipal Center in the historic city core</i>	Community Development		
<i>c. Preserve the water tower as an identifying feature in the historic community and consider adding art to enhance its appearance</i>	City Engineer		
<i>i. Seek funding for tower rehabilitation</i>	City Engineer		
<i>d. Develop Park and Recreation Master Plan</i>	Community Development		
<i>e. Work with UPRR to install decorative fencing behind the Front Street Park, between Main Street and 4<sup>th</sup> Street to improve safety in the historic city core</i>	City Engineer		
<i>f. Seek ways to improve appeal of the</i>	Community		

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<i>historic core and adopt public policies that create incentives for investment or remove disincentives for infill investments in the historic city core with the goal of revitalization</i>	Development		
<i>g. Develop Welcome to Wheatland monument signs on north and south approaches to the city on Highway 65 as a means of promoting awareness of the presence of the historic community</i>	Community Development		
<b>3. Promote Economic Growth</b>			
<i>a. Create City Council Economic Development Committee and appoint two (2) members of the City Council to Serve as a City Council Economic Development Committee to work with staff and regional partners on economic development proposals</i>	Community Development		
<i>b. Include Economic Development Department account in the FY 2019/2020 City Budget</i>	Finance		
<i>c. Establish strong working relationships with owners of property ideal for new business investment and work to improve the inventory of property that is properly zoned for business investment and served by utilities</i>	Community Development		Ongoing
<i>d. Complete SACOG-funded feasibility analysis of growth of employment uses in the Johnson Rancho annexation area</i>	Community Development		

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<b>Steps</b>	<b>Responsible Party</b>	<b>Implementation</b>	<b>Completed or Ongoing</b>
<i>e. Identify and remove any disincentives that may exist related to business location in existing commercial buildings</i>	Community Development		
<i>f. Continue to collaborate with Bishop's Pumpkin Farm on resolving traffic issues impacting business operations and circulation within the community</i>	WPD; City Engineer		
<i>g. Actively work to establish housing and businesses valued by Beale AFB personnel and capture current Beale personnel sales tax leakage to communities south of Wheatland</i>	Community Development		
<i>h. Seek to establish working relationship with Enterprise Rancheria and management of Hard Rock Hotel and Casino to nurture complimentary services and mitigate impacts</i>	Community Development		
<i>i. Provide public safety necessary to ensure Wheatland remains an attractive community in which to both live and work</i>	WPD; WFA		Ongoing
<b>4. Create and Protect Open Space Within the City of Wheatland</b>			
<i>a. Incorporate Class 1 bike and pedestrian facilities into new development to create visual relief from urban features and connect neighborhoods</i>	Community Development; City Engineer		
<i>b. Develop cost estimates for bike and pedestrian projects and sidewalk infrastructure</i>	Community Development		Ongoing
<i>c. Adopt Ag-Overlay Zone protecting</i>	Community		

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<i>existing agricultural activity within the Wheatland city limits, supporting agricultural related business investment in the city and providing a meaningful interface between agricultural and other land uses within the city</i>	Development		
<b>5. Improve Transportation Infrastructure</b>			
<i>a. Ensure South Yuba Transportation Improvement Authority (SYTIA) includes <b>EXISTING</b> Highway 65 improvements as a priority while moving forward with plans for a Wheatland bypass</i>	Community Development; City Engineer		Ongoing
<i>b. Educate SACOG on Wheatland street/road investment challenges and opportunities</i>	Community Development; City Engineer		Ongoing
<i>c. If project is funded, ensure Wheatland interests are well-represented in Yuba-Sutter planning project to align highway infrastructure projects to support growth in tradable goods sector employment</i>	Community Development; City Engineer		
<i>d. Set up regular meetings with Caltrans to discuss Highway 65 traffic management issues and future improvements including improved signal timing, signal coordination, design features, emergency vehicles, special events traffic and facilitating cross-town traffic</i>	City Engineer		Ongoing
<i>e. Actively develop project concepts that</i>	Community		Ongoing

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<b>Steps</b>	<b>Responsible Party</b>	<b>Implementation</b>	<b>Completed or Ongoing</b>
<i>meet the criteria of SACOG regional and local grant programs</i>	Development; City Engineer		
<i>f. Seek collaborative relationship with Beale AFB and Yuba County regarding improvements to Spenceville Road</i>	City Engineer; Public Works		
<i>g. Seek funding for construction of sidewalks and safety measures that provide safe railroad crossings for pedestrians with! an emphasis on routes used by school children</i>	City Engineer		
<b>6. Improve Community Infrastructure</b>			
<i>a. Explore alternatives for resolving current sewer capacity limitations, including discussions with Yuba County about collaboration on a regional wastewater treatment facility</i>	Community Development; City Engineer		
<i>b. Actively build relationships with regional partners</i>	Community Development; City Engineer		Ongoing
<i>c. Complete update of Master Facilities Plan</i>	Community Development; City Engineer; Public Works		
<i>d. Complete update of AB 1600 Development Impact Fee analysis</i>	Community Development; finance		
<i>e. Seek funding to prepare a comprehensive General Plan Update</i>	Community Development		
<b>7. Improve Recreational Opportunities</b>			
<i>a. Explore with levee districts the potential for bike and pedestrian trails</i>	Community Development		

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<i>along levees</i>			
<i>b. Collaborate whenever appropriate with organizations offering recreational and community event programming in the City of Wheatland</i>	Community Development; Public Works; Finance		Ongoing
<b>IMPROVING THE DELIVERY OF CITY OF WHEATLAND MUNICIPAL SERVICES</b>			
<b>8. Align Revenue and Required Services</b>			
<i>a. Educate community through June 2020 of the importance of continuing the 1/2 cent sales and use tax for funding public safety and secure passage of extension of tax</i>	All Departments		
<i>b. Maintain water and sewer utility rates at levels necessary to fund operations, debt service, and prudent reserves</i>	Finance		
<i>c. Complete rate adjustments by March 26, 2019</i>	Finance		
<b>9. Nurture an Employment Environment Attractive to Retaining and Recruiting Talented Employees</b>			
<i>a. Develop compensation and benefit programs competitive with Public Employment Retirement Service (PERS) member agencies</i>	City Manager; Finance		Ongoing
<i>b. Ensure training and professional development occur at all employment levels</i>	All Departments		Ongoing
<b>10. Utilize Appropriate Technology to Improve Services</b>			
<i>a. Add online utility payment option to Wheatland website</i>	Finance		
<i>b. Evaluate options to replace antiquated accounting software</i>	Finance		
<i>c. Utilize technology to improve</i>			Ongoing

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<b>Steps</b>	<b>Responsible Party</b>	<b>Implementation</b>	<b>Completed or Ongoing</b>
<i>transparency and community involvement</i>			
<i>i. Regularly update information on City of Wheatland website</i>	City Clerk		Ongoing
<i>ii. Consider expanding the use of social media and mobile platforms for sharing municipal information with residents</i>	City Clerk		Ongoing