



# CITY OF WHEATLAND

## CITY COUNCIL MEETING STAFF REPORT

February 25, 2020

**SUBJECT:** 2020 City of Wheatland Community and Economic Development Action Program

**PREPARED BY:** Jim Goodwin

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### **Recommendation**

Adopt 2020 City of Wheatland Community and Economic Development Action Program.

### **Background/Discussion**

In 2019 the City Council adopted the first Community and Economic Development Action Program.

On December 7 last year, Council met with the City Manager and Department Heads for a half day planning session. The purpose was to plan for 2020. The 2019 program was then updated based on that discussion.

A draft of the 2020 program was distributed to each of you for review and comment on January 30. Much of the content remains unchanged from last year, with minor text changes. New additions include:

- 2.a. Form an Ad-hoc Committee to explore strategies for improving the historic Wheatland community as the community grows and expands. Strategies should include both capital improvements and policy considerations.
- 2.d Focus code enforcement efforts on long-term problem sites.
- 5.b Complete Pavement Management Plan.
- 6.a Work with a City Council Ad-hoc Committee to negotiate a feasible, regional wastewater treatment option.
- 7.c Work through Pool Ad-hoc Committee to meet 7-year timeline for Establishing a community pool in Wheatland
- 8.b Complete departmental 10-year Capital Improvement Plan to plan better For major expenditures.

Projects completed in 2019 and removed from the plan include:

- Transition code enforcement to Wheatland Police Department
- Create City Council Economic Development Committee
- Include Economic Development Department in City Budget
- Complete utility rate adjustments

Other edits include:

- Remove 3.f regarding traffic issues associated with Bishop's Pumpkin Farm. Based on Council direction, staff will continue to implement the current event management plan in effect until such time as Main Street traffic related to Bishop's Pumpkin Farm exceeds design capacity.
- Remove 5.c as it refers to a Caltrans/SACOG project that has not moved forward and is outside of city control.

Once adopted, the program will be used to guide action throughout 2020. It is designed to be flexible and adaptable to changing conditions within the City. Staff will provide an update to Council on implementation in late summer and a final report near the end of the year.

This program does not qualify as a project under CEQA.

### **Attachments**

- 1. 2020 City of Wheatland Community and Economic Development Action Program**



## 2020 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 *Wheatland Community and Economic Development Action Program (Action Program)* is designed to restate the General Plan vision, along with other identified priorities, as achievable action steps. The Action Program was developed first in 2019 and is maintained through annual 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 as many steps are interrelated and dependent upon one another.

**2020 Wheatland Community and  
Economic Development Action Program**

<b>Steps</b>	<b>Responsible Party</b>	<b>Implementation</b>	<b>Status</b>
<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. 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. Form an Ad-hoc Committee to explore strategies for improving the historic Wheatland community as the community grows and expands. Strategies should include both capital improvements and policy considerations.</i>	Community Development		
<i>b. Preserve the water tower as an identifying feature in the historic community and consider adding art to enhance its appearance</i>	City Engineer		
<i>c. 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>d. Focus code enforcement efforts on long-term problem sites.</i>	Police Department		
<i>e. 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		

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<b>Steps</b>	<b>Responsible Party</b>	<b>Implementation</b>	<b>Status</b>
<b>3. Promote Economic Growth</b>			
a. <i>Economic Development Committee of the City Council will meet 2 – 4 times as a means of fostering collaboration with other economic development service providers in the region and for setting priorities for use of Wheatland Economic Development Fund.</i>			
b. <i>Work to improve the inventory of property that is properly zoned for business investment and served by utilities</i>	Community Development		Ongoing
c. <i>Complete SACOG-funded feasibility analysis of growth of employment uses in the Johnson Rancho/Hop Farm annexation area</i>	Community Development		
d. <i>Actively work to establish housing and services valued by Beale AFB personnel and capture current Beale personnel sates tax leakage.</i>	Community Development		
e. <i>Work with management of Hard Rock Hotel and Casino to nurture complimentary services and mitigate impacts</i>	Community Development		
f. <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>			
a. <i>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		

**2020 Wheatland Community and  
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<b>Steps</b>	<b>Responsible Party</b>	<b>Implementation</b>	<b>Status</b>
b. <i>Adopt Ag-Overlay Zone protecting 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>	Community Development		Ongoing
c. <i>Complete Parks and Recreation Master Plan funded through Prop 68</i>	Community Development		
<b>5. Improve Transportation Infrastructure</b>			
a. <i>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
b. <i>Complete pavement management plan</i>	City Engineer		
c. <i>Actively develop project concepts that meet the criteria of SACOG regional and local grant programs</i>	Community Development; City Engineer		Ongoing
d. <i>Complete FLAP application in collaboration with Beale AFB and Yuba County for completion of improvements to Spenceville Road</i>	City Engineer; Public Works		
e. <i>Complete SACOG-funded preliminary engineering for First Street/Wheatland Road complete streets improvements</i>	City Engineer		
f. <i>Complete Hooper Street improvements</i>	City Engineer		

**2020 Wheatland Community and  
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<b>Steps</b>	<b>Responsible Party</b>	<b>Implementation</b>	<b>Status</b>
<b>6. Improve Community Infrastructure</b>			
<i>a. Work with a City Council Ad-hoc Committee to negotiate a feasible, regional wastewater treatment option</i>	Community Development; City Engineer		
<i>b. Complete update of Master Facilities Plan and Capital Improvement Plan</i>	Community Development; City Engineer; Public Works		
<i>c. Complete update of AB 1600 Development Impact Fee analysis</i>	Community Development		
<i>d. Seek funding to complete Wheatland Comprehensive Water Project</i>	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 along levees</i>	Community Development		
<i>b. Collaborate whenever appropriate with organizations offering recreational and community event programming in the City of Wheatland.</i>	Community Development; Public Works		Ongoing
<i>c. Work through Pool Ad-hoc Committee to meet 7-year timeline for establishing a community pool in Wheatland.</i>	City Manager		
<b>IMPROVING THE DELIVERY OF CITY OF WHEATLAND MUNICIPAL SERVICES</b>			
<b>8. Align Revenue and Required Services</b>			
<i>a. Educate community of the importance of continuing the 1/2 cent sales and use tax for funding local services and consider placing extension of tax on the ballot in November.</i>	All Departments		

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<b>Steps</b>	<b>Responsible Party</b>	<b>Implementation</b>	<b>Status</b>
<i>b. Complete departmental 10-year Capital Improvement Plan to plan better for major expenditures.</i>			
<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 as may be necessary and feasible to maintain competitive talent in the Wheatland workforce</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 transparency and community involvement</i>			Ongoing
<i>i. Regularly update information on City of Wheatland website</i>	City Clerk		Ongoing
<i>ii. Use City Facebook pages regularly to convey information to the public</i>	City Clerk; Police Department		Ongoing