CITY OF WHEATLAND

CITY COUNCIL MEETING
STAFF REPORT

March 8, 2022

SUBJECT: Draft 2022 City of Wheatland Community and Economic Development Action Program

PREPARED BY: Jim Goodwin

Recommendation

Review 2022 City of Wheatland Community and Economic Development Action Program and provide comment. No action required. The final program will be before the City Council on March 22 for adoption.

Background/Discussion

In 2019, the City Council adopted the first Community and Economic Development Action Program. The program was updated in 2020. Due to the COVID 19 Pandemic, the City Council did not conduct annual planning sessions in December 2020 or December 2021. As a result, the program was not updated at all in 2021.

The updates included in the draft 2022 plan are the result of removing completed projects from prior programs and including new projects that have been identified. The program's formatting has also changed to allow better tracking of target completion dates and progress.

Projects completed since adoption of the original program include:

- Installation of decorative safety fencing at Front Street Park between Main Street and Fourth Street.
- Completion of Employment Zone Feasibility Analysis for Johnson Rancho/Hop Farm annexation area. Funding provided by SACOG.
- Installation of Hooper Street Improvements fronting Wheatland Elementary School.
- Successful Passage of Measure O to extend our local ½ transaction tax for 10 years. The measure was supported by 80% of Wheatland's voters.
- Addition of online utility payment option to our city website.
- Completed modernization of outdated utility billing and accounting software. Funding provided by Yuba Water Agency and California Department of Water Resources (DWR).
- Launched City of Wheatland FB site and eNEWS.

New projects or updated projects included in the 2022 program include:

- Review lot size standards in the community.
- Develop plans to celebrate Wheatland's 2024 Sesquicentennial (150-year anniversary).
- Collaborate with Bishop's Pumpkin Farm to ease impacts and celebrate the connection to Wheatland's agricultural roots.
- Complete SACOG-funded zoning update
- Work to improve the inventory of property properly zoned for business investment and served by utilities, including land available for industrial and/or light manufacturing uses.
- Site UC/USAF research site in Wheatland.
- Seek opportunities to locate new, local sales and/or TOT producing businesses in Wheatland.
- Complete updated Drainage Master Plan with focus on joint-use park and drainage facilities where appropriate.
- Construct new signal at McDevitt/Highway 65.
- Complete General Plan update.
- Complete comprehensive zoning code update.
- Complete Prop-68 funded improvements at Park Place neighborhood park on McDevitt.
- Complete redesign of city website.

Once all comments are received on this draft, the final document will be presented to the City Council for adoption on March 22. When adopted, the program will be used to guide action throughout 2022 and beyond. The program 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. **Draft 2022 City of Wheatland Community and Economic Development Action Program**

Draft 2022 Wheatland Community and Economic Development Action Program

Vision

Wheatland adopted a vision with the General Plan in 2006. 16 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.

1

2022 Wheatland Community and Economic Development Action Program

	Steps	Responsible Party	Implementation	Target Completion Date	Status Date
			IMPROVING THE WHEATLAND COMMUNITY		
			1. Build Strong Neighborhoods Throughout Wheatland		
a.	Ensure application of Community Design Standards to all residential and employment development and building projects.	Community Development		Ongoing	
b.	Continue to work with development interests to reduce or defer, when possible, up-front costs that may hinder their investment in Wheatland	Community Development		Ongoing	
c.	Review lot size standards with the goal of ensuring a variety of single-family home price points within the community.	Community Development		2022	
			2. Connect Wheatland's History and Future		
a.	Work with commercial property owners to explore strategies for improving the historic Wheatland community as the community grows and expands. Strategies should include both capital improvements and policy considerations.	Community Development		Ongoing	
b.	Preserve the water tower as an identifying feature in the historic community and consider adding art to enhance its appearance.	City Engineer		2022	
c.	Develop and implement plans to celebrate Wheatland's Sesquicentennial in 2024	City Manager		2024	

2022 Wheatland Community and Economic Development Action Program

	Steps	Responsible Party	Implementation	Target Completion Date	Status Date
d.	Continue efforts to collaborate with Bishop's Pumpkin Farm to ease impacts and celebrate the connection to Wheatland's agricultural roots	City Manager/Community Development		Ongoing	
3. Promote Economic Growth					
a.	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	City Manager		Ongoing	
b.	Complete SACOG-funded Town Center Zoning Project.	Community Development		2023	
c.	Work to improve the inventory of property that is properly zoned for business investment and served by utilities, including land available for industrial and/or light manufacturing uses.	Community Development		Ongoing	
d.	Actively work to establish housing and services valued by Beale AFB personnel and capture current Beale personnel sales tax leakage.	Community Development		Ongoing	
e.	Continue efforts to site a UC/USAF research site in Wheatland	Community Development		Ongoing	

2022 Wheatland Community and Economic Development Action Program

Steps	Responsible Party	Implementation	Target Completion Date	Status Date
f. Provide public safety necessary to ensure Wheatland remains an attractive community in which to both live and work	WPD; WFA		Ongoing	
g. Seek opportunities to locate new, local sales tax and/or TOT producing businesses in Wheatland	City Manager/Community Development		Ongoing	
4. Create and Protect Open Space Within the City of Wheatland				
a. Complete updated Drainage Master Plan with focus on joint-use park and drainage facilities where appropriate	Community Development; City Engineer		Pending Identification of Funding	
b. Complete Parks and Recreation Master Plan	Community Development		Pending Identification of Funding	
5. Improve Transportation Infrastructure				
a. Adopt and implement pavement management plan	City Engineer		Ongoing	
b. Actively develop project concepts that meet the criteria of SACOG regional and local grant programs	Community Development; City Engineer		Ongoing	
c. Complete SACOG-funded preliminary engineering for First Street/Wheatland Road complete streets improvements	City Engineer; Public Works		2023	

2022 Wheatland Community and Economic Development Action Program

Steps	Responsible Party	Implementation	Target Completion Date	Status Date
d. Construct new signal at McDevitt/Highway 65	City Engineer		2026	
6. Improve Community Policies and Infrastructure				
a. Work with a City Council Ad-hoc Committee to negotiate a feasible, regional wastewater treatment option	City Manager; Community Development; City Engineer		2025	
b. Complete update of Master Facilities Plan and Capital Improvement Plan	Community Development; City Engineer; Public Works		Pending Identification of Funding	
c. Complete update of AB 1600 Development Impact Fee analysis	Community Development		2022	
d. Complete implementation of Comprehensive Water Project Funded by DWR and YWA	Community Development; finance		2022	
e. Complete a General Plan Update	Community Development		Pending Identification of Funding	
f. Complete comprehensive zoning code update	Community Development		Pending Identification of Funding	
7. Improve Recreational Opportunities				
a. Collaborate with YWA on development of the potential for bike and pedestrian trails along levees	Community Development		Ongoing	
b. Collaborate whenever appropriate with organizations offering recreational and community event programming in the City of Wheatland and maximize use of	City Manager		Ongoing	

2022 Wheatland Community and Economic Development Action Program

Steps	Responsible Party	Implementation	Target Completion Date	Status Date
City-owned facilities for recreational programing				
c. Work through Pool Ad-hoc Committee to meet 7-year timeline for establishing a community pool in Wheatland.	City Manager		2024	
d. Complete Parks and Recreation Master Plan.	Community Development; Public Works; Finance City Manager		Pending Identification of Funding	
e. Complete Prop 68-funded park improvements at Park Place neighborhood park (McDevitt).	City Manager/Public Works		2022	
IMPROVING THE DELIVERY OF CITY OF WHEATLAND MINICIPAL SERVICES				
8. Align Revenue and Required Services				
a. Complete departmental 10-year Capital Improvement and Staffing Plan to better anticipate major expenditures.	All Departments		2022	
9. Nurture an Employment Environment Attractive to Retaining and Recruiting Talented Employees				
a. Develop and maintain 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	City Manager; Finance		Ongoing	
b. Ensure training and professional development occur at all employment levels	All Departments		Ongoing	

2022 Wheatland Community and Economic Development Action Program

Steps	Responsible Party	Implementation	Target Completion Date	Status Date
10. Utilize Appropriate Technology to Improve Services				
a. *Utilize technology to improve transparency and community involvement*	City Clerk		Ongoing	
i. *Complete re-design of City of Wheatland website*	City Clerk		2022	
ii. *Continue monthly eNEWS publication*	City Clerk		Ongoing	
iii. *Use City Facebook pages regularly to convey information to the public*	City Clerk; Police Department		Ongoing	