



CITY OF WHEATLAND

CITY COUNCIL MEETING STAFF REPORT

January 22, 2019

SUBJECT: Review and discuss draft 2019 City of Wheatland Community and Economic Development Action Plan

PREPARED BY: Jim Goodwin

Recommendation

Review the draft 2019 City of Wheatland Community and Economic Development Action Plan and provide comment.

Background/Discussion

On December 1 last year, Council met with the City Manager and Department Heads for a half day planning session. This draft plan was crafted based on that discussion, prior community visioning completed as part of the General Plan update, internal surveys of Council Members and staff, and the experience of the management team.

Based on comments received on this draft, the final plan will be presented to Council for adoption at the February 12 City Council meeting.

Once adopted, the plan will be used to guide action throughout the year and measure accomplishment. 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.

Attachments

- 1. Draft 2019 City of Wheatland Community and Economic Development Action Plan**

DRAFT

2019 Wheatland Community and Economic Development Action Plan

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 and 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 PLAN

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

The Action Plan is ambitious, and it is important not to expect accomplishment of all action steps within a single year. The Action Plan 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.

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

- b. Continue active code enforcement to ensure community standards are upheld
- c. Continue to work with development interests to reduce or defer, when possible, up front costs that may hinder their investment in Wheatland

2. Preserve Historic Wheatland Core

- a. Establish a geographic boundary for the historic city core
- b. Keep the City Municipal Center in the historic city core
 - i. Develop a plan for site acquisition and financing of a new Municipal Center in the historic city core
- c. Preserve the water tower as an identifying feature in the historic community and consider adding art to enhance its appearance
 - i. Seek funding for funding tower rehabilitation
- d. Develop plans for downtown parks and plazas on both the east and west sides of Highway 65 within the historic city core
- e. Work with UPRR to install decorative fencing behind Front Street Park, between Main Street and 4th Street to improve safety in historic city core
- f. Seek ways to improve appeal of the historic core and adopt public policies that create incentives for investment or remove disincentives for infill investment in the historic city core with goal of revitalization
- 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

3. Promote Economic Growth

- 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
- b. Include an Economic Development Department account in the FY 2019/2020 City Budget
- 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.
- d. Complete SACOG-funded feasibility analysis of growth of employment uses in the Johnson Rancho annexation area.
- e. Identify and remove any disincentives that may exist related to business location in existing commercial buildings
- f. Continue to collaborate with Bishop's Pumpkin Farm on resolving traffic issues impacting business operations and circulation within the community
- g. Whenever possible, acquire property that may be used for business investment purposes
- h. 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. Seek to establish working relationship with Enterprise Rancheria and management of Hard Rock Hotel and Casino to nurture complimentary services and mitigate impacts
- j. Provide public safety necessary to ensure Wheatland remains an attractive community in which to both live and work

4. Create and Protect Open Space Within the City of Wheatland

- a. Incorporate Class 1 bike and pedestrian facilities into new development to create visual relief from urban features and connect neighborhoods
- b. 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

5. Improve Transportation Infrastructure

- a. Ensure South Yuba Transportation Improvement Authority (SYTIA) includes existing Highway 65 improvements as a priority while moving forward with plans for a Wheatland bypass
- b. Educate SACOG on Wheatland street/road investment challenges and opportunities
- 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
- 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
- e. Actively develop project concepts that meet the criteria of SACOG regional and local grant programs
- f. Seek collaborative relationship with Beale AFB and Yuba County regarding improvements to Spenceville Road
- 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

6. Improve Community Infrastructure

- a. Explore alternatives for resolving current sewer capacity limitations, including discussions with Yuba County about collaboration on a regional wastewater treatment facility
- b. Actively build relationships with regional partners
- c. Complete update of Master Facilities Plan
- d. Complete update of AB 1600 Development Impact Fee analysis

7. Improve Recreational Opportunities

- a. Collaborate with levee districts on potential bike and pedestrian trails along levees
- b. Examine feasibility of using the Community Center or other community facilities for recreational programming

- c. Collaborate whenever appropriate with organizations offering recreational and community event programming in the City of Wheatland

IMPROVING THE DELIVERY OF CITY OF WHEATLAND MUNICIPAL SERVICES

8. Align Revenue and Required Services

- a. Extend ½ cent sales and use tax
 - i. Educate community through June 2020 of the importance of continuing the ½ cent sales and use tax for funding public safety and secure passage of extension of tax
- b. Maintain water and sewer utility rates at levels necessary to fund operations, debt service, and prudent reserves
 - i. Complete rate adjustments by March 26, 2019
- c. Support League of California Cities efforts to redefine sales tax distribution to remove inequities associated with online retail sales

9. Nurture an Employment Environment Attractive to Retain and Recruit Talented Employees

- a. Develop compensation and benefit programs competitive with Public Employment Retirement Service (PERS) member agencies
- b. Ensure training and professional development occur at all employment levels

10. Utilize Appropriate Technology to Improve Services

- a. Add online utility payment option to Wheatland website
- b. Evaluate options to replace antiquated accounting software
- c. Utilize technology to improve transparency and community involvement
 - i. Regularly update information on City of Wheatland website
 - ii. Consider expanding the use of social media and mobile platforms for sharing municipal information with residents