

THE CITY OF WHEELER, OREGON COMPREHENSIVE PLAN
Statement of Goals and Policies

GOAL 9: ECONOMIC DEVELOPMENT

INTRODUCTION:

Supporting a vital economy is one of the top priorities listed in the Vision. In order for Wheeler to sustain a vibrant and successful economy business owners, the City, staff, and, citizens need to come together to create a downtown revitalization plan. Such a plan would allow the community to set the direction and focus to realize the recommendations of the vision, seek funding, increase the number of businesses, events, and undertake other efforts that would attract visitors and provide a sustainable foundation for Wheeler.

While developing new industries and businesses in Wheeler, the City also needs to make decisions that allow the existing businesses to thrive and be sustainable. And while recreation and tourism industries are a cornerstone of our economy, Wheeler needs to explore what kind of economic drivers our community needs and wants and how we can sustain those endeavors once they are in place.

For instance, to address the needs of our aging population, the City should support movement towards creating housing, services and living arrangements that provide care and support to our citizens aging in place, thus adding vital jobs that are essential to our economy.

Providing support for economic development, as part of a land use plan, encumbers the City to implement policies that ensure opportunities for the building of multi-family, affordable, and accessible housing necessary to support both local workers and home based businesses.

GOAL: To provide a variety of economic opportunities vital to the health, welfare, and prosperity of Wheeler.

POLICIES:

1. Economic development shall contribute to a stable and healthy economy for the City of Wheeler.
2. The economic land resource of Wheeler shall be developed in a manner which encourages beneficial long-term use.
3. Commercial and industrial development in any zone shall be subject to design review by the Planning Commission.
4. The City will strengthen and enhance business by appropriately zoning designated urban areas.
5. Economic development shall be compatible with existing and allowable uses.

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6. The City will encourage low-impact home-based businesses, occupations, and cottage industries that do not disrupt and are not detrimental to the neighborhood
7. The City will designate the required public facilities and services necessary to support proposed economic development.
8. The City shall seek input from local businesses and consider the economic impacts of proposed programs, regulations, and decisions.
9. The City supports new business and the expansion and increased productivity of existing businesses as a means to strengthen the local and regional economy.
10. The City supports and will coordinate with volunteer, private, and governmental bodies operating in the planning area that carry out local economic plans and programs.
11. The City shall designate sites of suitable size, type, location, and service levels to meet economic development opportunities and needs.
12. When considering economic development opportunities the City will assess the social, environmental, energy, and economic impacts upon the resident population.
13. Planning, conservation, and development actions within the planning area shall not exceed the carrying capacity of air, land, and water resources.
14. The City may support strengthening economic opportunities through such methods as:
 - (a) Appointment of an economic opportunities committee or other such ad hoc committees established by the city council.
 - (b) Preparation of economic opportunities analyses or plans.
 - (c) Tax incentives and disincentives.
 - (d) Land use controls and ordinances.
 - (e) Capital improvement.
 - (f) Fee and less than fee acquisition technique.