

CITY COUNCIL REPORT



February 2016

Current Projects

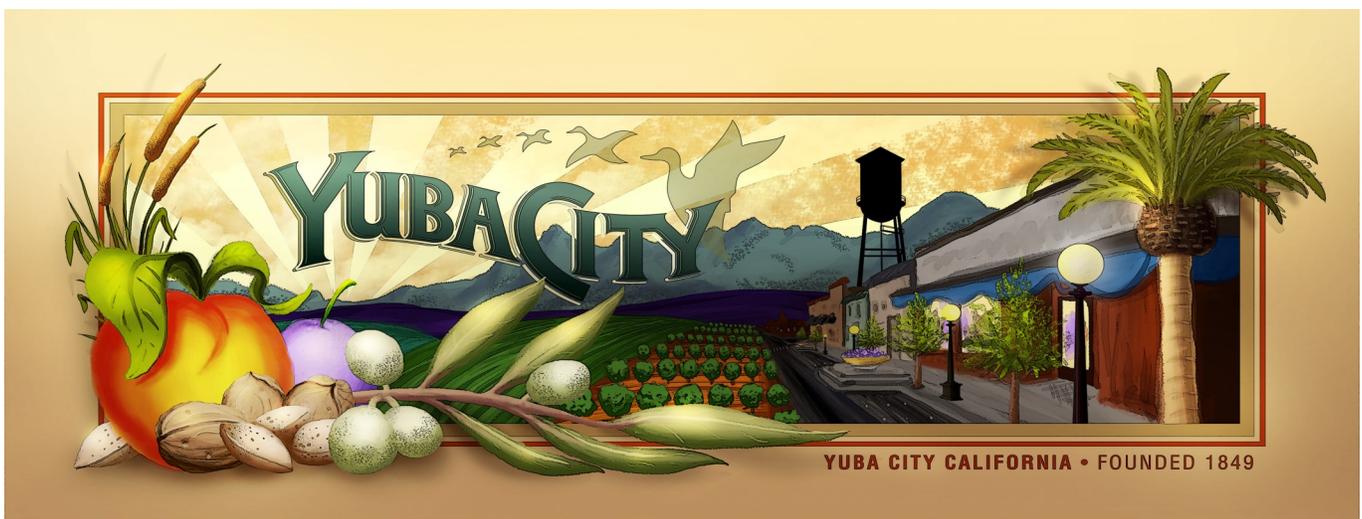
- 5th Street Bridge Replacement
- Highway 20 Median Improvements
- Bridge Street Improvements
- Highway 99 Improvements
- Development Projects
- New Park—Tierra Buena
- Major Rebuild of Website

The Mission of Yuba City is...

To anticipate and provide for the needs of the community through

Quality Service, Innovation and Leadership

for today and in the future.



YUBA CITY CALIFORNIA • FOUNDED 1849

Yuba City Crate Label



Fifth Street Bridge Replacement Project

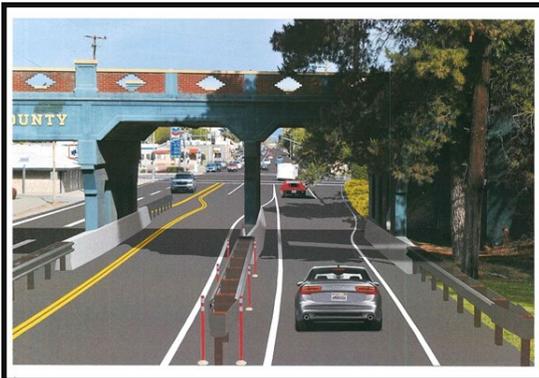
Regional Effort

City of Marysville

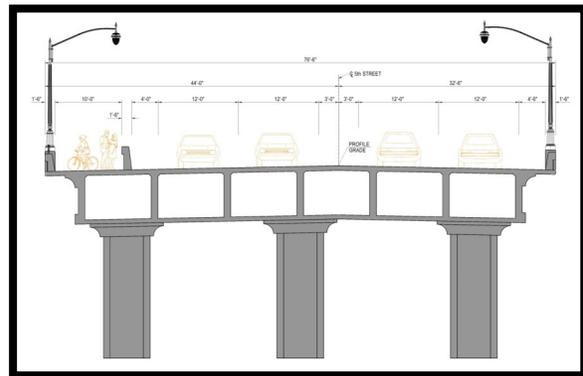
Yuba County

Sutter County

City of Yuba City



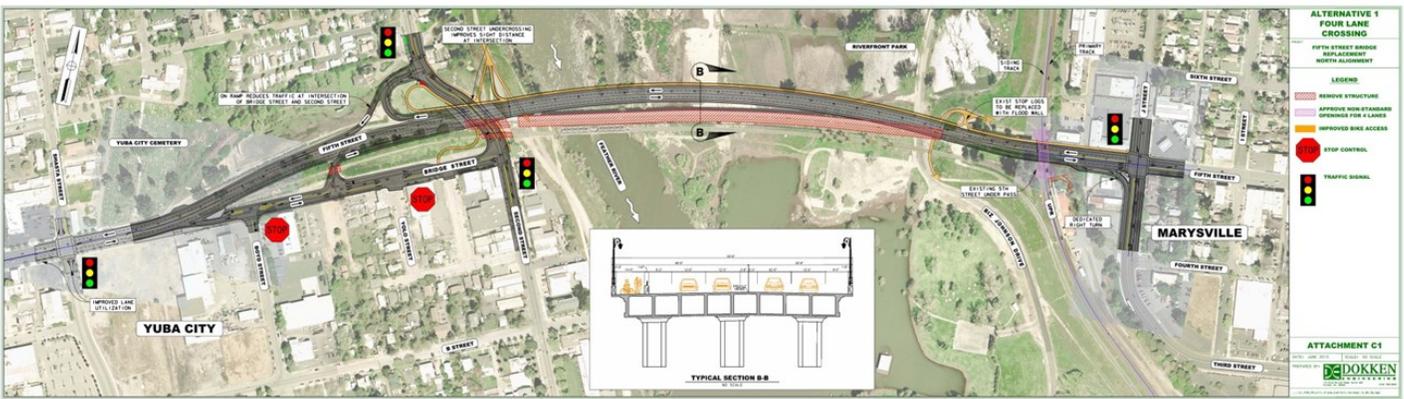
Into Marysville



Typical Section

Funding

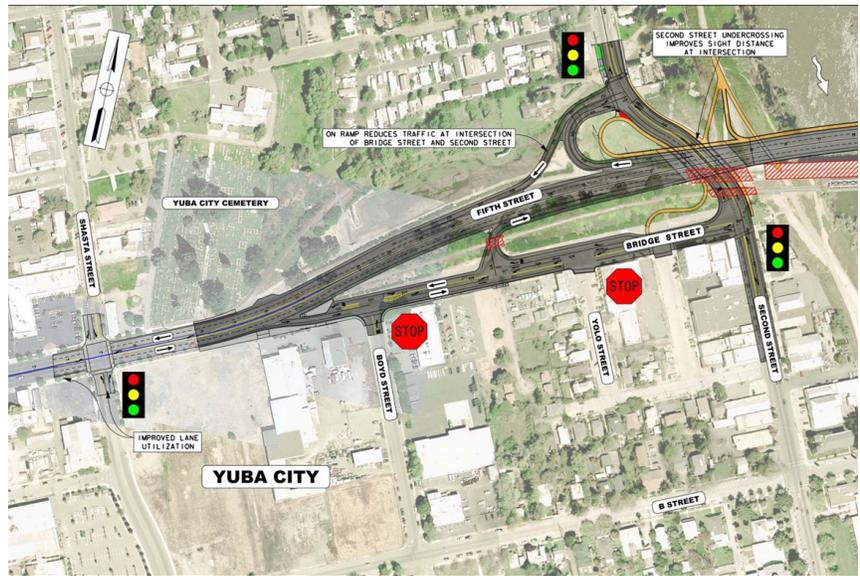
Funding Source	Amount
Highway Bridge Program	\$46,400,000
Regional Surface Transportation Program	\$3,200,000
Regional Improvement Program/ State Transportation Improvement Program	\$17,400,000
Local Funds	\$2,600,000
Total:	\$69,600,000



Alignment

Next Steps

- Execution of High Cost Project Agreement – Fall 2016
- Design Complete – November 2016
- Right-of-Way Certified – December 2016
- 2 Years to Complete
- Currently anticipated to start July 2017 with completion in October 2019
- Advance work will begin this Fall



Bridge Street Improvements

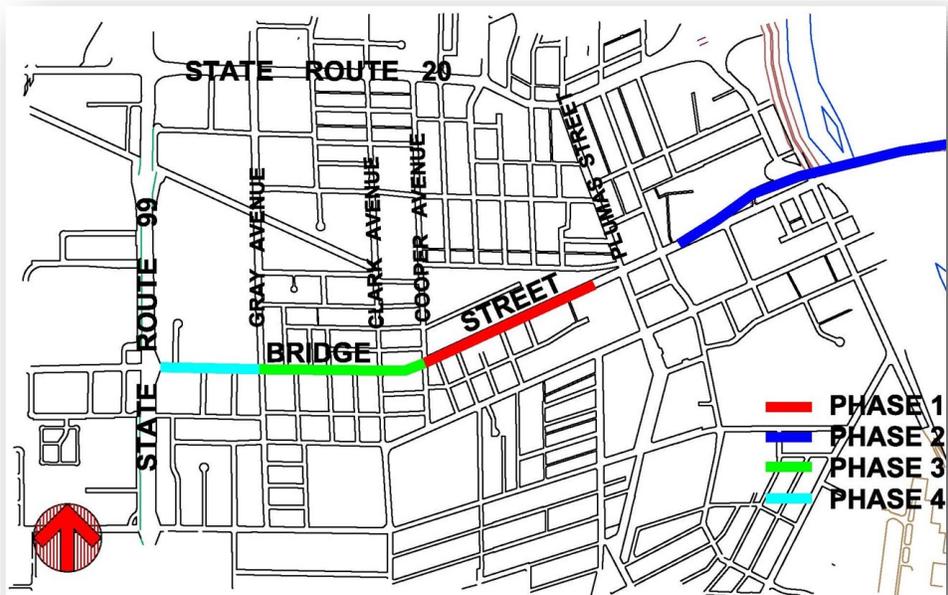
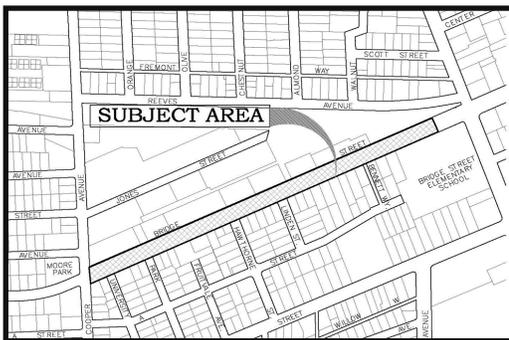
Bridge Street roadway improvements were identified as a high priority by the City Council to repair and coordinate with future adjacent work with the 5th Street Bridge, and the Bridge St. widening project.

Phase 1 of the project will reconstruct the roadway from back of sidewalk to back of sidewalk beginning at Cooper Avenue to Plumas Street. Additionally, the project work includes the installation of landscaped medians, and new water and storm drain utility improvements.

The total estimated Phase 1 project cost is \$3.9 million. Construction has recently begun and is expected to be complete by early summer.

Phase	Description	Anticipated Completion Date
1	Cooper Avenue to Plumas Street	Summer 2016
2	Fifth Street Bridge	October 2019
3	Gray Avenue to Cooper Avenue	To be finished with the Completion of the bridge
4	SR 99 to Gray Avenue	TBD

Phase 1 -Bridge Street Concept



Bridge Street Phasing

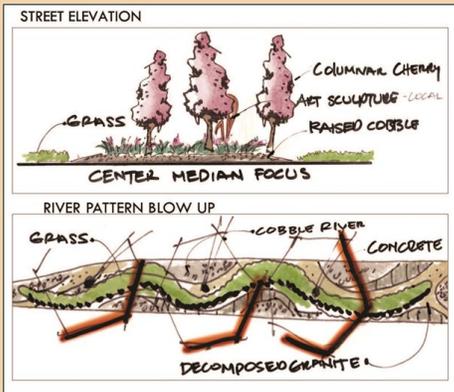
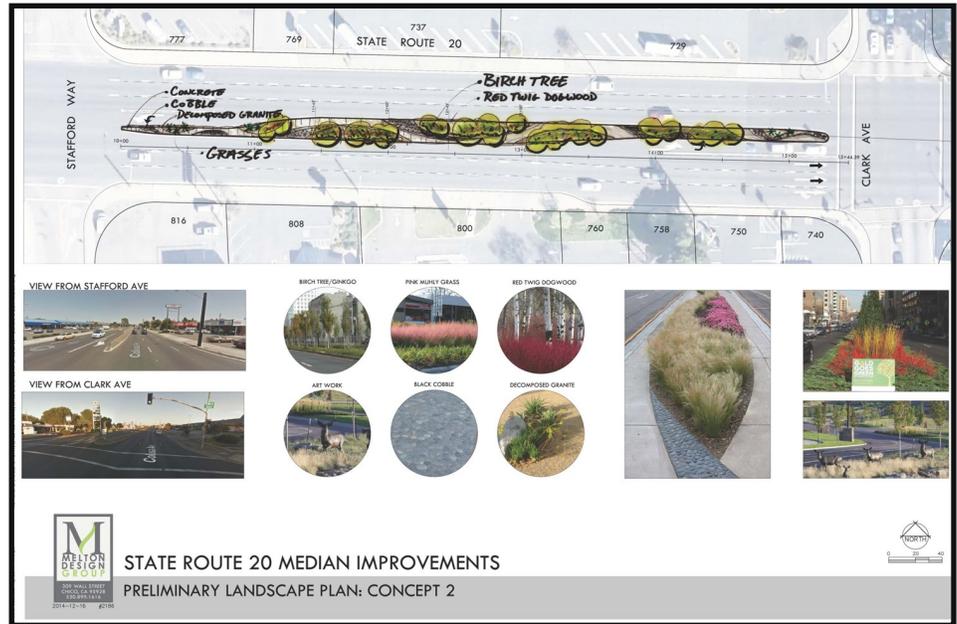
Highway 20 Revitalization Project

Phase 1

Stafford Way to Clark Avenue

Phase 2

Preliminary Design – SR 99 to 10th Street Bridge including SR 20/SR 99 gateway enhancements



Highway 20 Design - Stafford to Clark

Highway 20 Median Improvements

The City Council prioritized improving the Highway 20 corridor to create an attractive environment by implementing improvements. Staff worked with a landscape architect, Melton Design Group of Chico, CA, to prepare a concept design for the segment between Stafford Way and Clark Avenue as Phase 1.

Funding for the final design of the segment is being provided through a SACOG Community Design grant, which the City has previously obtained. The City has recently applied for additional funding through SACOG and coordinated with Caltrans to potentially obtain State funding. With the previously received SACOG funds and the local dollars programed in the City's Capital Improvement Budget, staff anticipates moving forward with the construction of the median improvements and completing the 30% design plans for the corridor in year 2016.

Designer Greg Melton describes the concept as follows:

"The design is meant to capture the flavor of the river and bring it west. The meandering hardscape brings the river cobble and meandering materials through the median, creating an attractive yet drought tolerant landscape.

Trees, both in the median and in the parkway will create needed shade over the corridor, while accenting the drive and view into the shopping centers with red, orange and yellow fall colors.

An accent of columnar cherries, centered in the median, connects our local farming heritage to the corridor, while providing the spring bloom. Landscape plantings include grasses and sedges that will flow with the meandering hardscape and sway with the wind and flow of vehicles.

This east west concept can be used on other avenues and boulevards to enhance the Yuba City driving experience."

Highway 99 Operational Improvements

Caltrans Project

⇒ Operational improvements—SR 20 to Bogue Road

Need:

Peak period traffic condition monitoring shows steady increases in both the duration and length of congestion on the Yuba City SR 99 corridor

Purpose:

- Improve safety
- Efficiently manage traffic operations
- Reduce congestion
- Decrease peak hours of delay

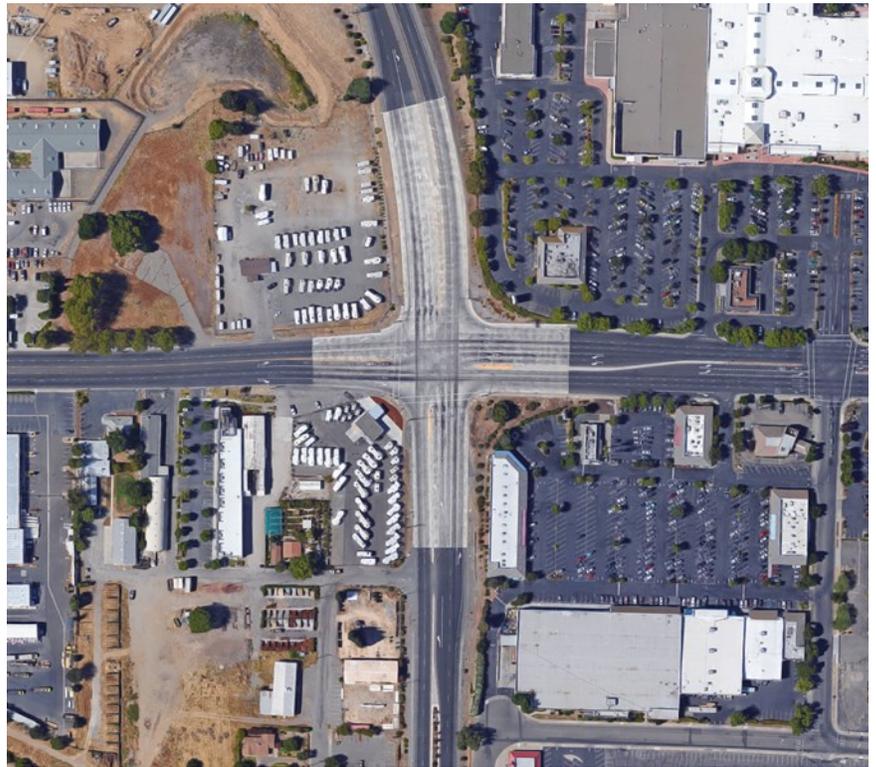
Scope of Work

- Install traffic signal at Hunn Road
- Extend right-turn lanes
 - ◇ Northbound SR99 to eastbound SR20
 - ◇ Northbound SR99 to eastbound Bridge Street
- Install overhead changeable message signs
 - ◇ Southbound near Pease Road
 - ◇ Northbound between Franklin and Bridge Street
- Upgrade communication systems, vehicle sensors, curb ramps and pedestrian sensors and signals between Lincoln Road and SR20

Cost and Schedule

- Cost estimate = \$2,500,000
- Project completion by October 2017

Future Interchange at SR 99/SR 20



Future Interchange at SR20/Pease Road



What is the General Plan?

- State law requires each of the 482 cities and 58 counties to adopt a “comprehensive long-term general plan for its physical development
- Establishes the long range vision of the City
- Identifies the location of housing, business, industry, roads, parks, etc.
- Protects public from noise, environmental hazards, conserves natural resources
- Provides direction for physical development & infrastructure improvements
- Implemented through zoning, subdivision, and other ordinances
- Distinct from zoning, General Plans set standards for density, intensity and distribution of land uses
- A Specific Plan must be consistent with the General Plan and is often described as the implementation document



Intersection of HWY 99 and HWY 20

Development Services

El Margarita Master Plan

Staff is in the process of developing a work schedule for the completion of the plan. Outstanding issues include the location of a community park and drainage within the plan area.

Newkom Ranch Master Plan

Currently outside the City’s Sphere of Influence. Conceptual land uses include a mix of residential, a community park, approximately 35 acres of commercial, and 8 acres of business park., and consideration of some light industrial along the southernmost portion of the plan area.

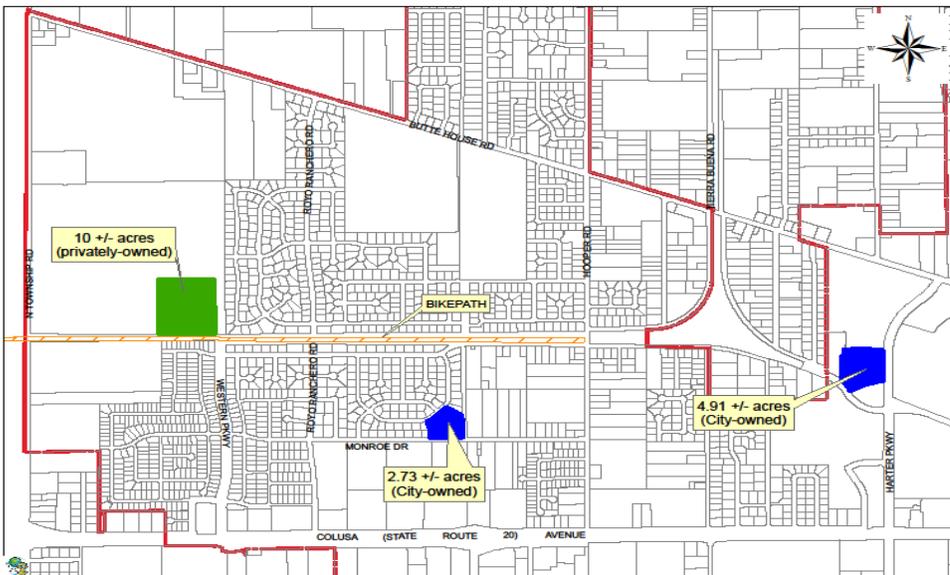
Harter Specific Plan

The project applicant has proposed modifications to the Financing Plan component of the plan. Staff is in process of reviewing their proposal and will be providing the project applicant with feedback. A City Council Workshop will be scheduled in the near future to discuss updates to the Specific Plan.

Currently in Building Plan Review

- Sephora Cosmetic Counter (within JC Penney)
Location: 1199 Colusa Ave
- Cell Phone Tower—disguised as a 65 ft. pine tree
Location: 1133 Butte House Road
- Northpointe Veterinarian Hospital
Location: 800 Onstott Road
- Tower Market—4,500 sf grocery store
Location: 1050 Western Parkway

UNDERSERVED AREA



No-Smoking Ordinance

On October 20, 2015, the City Council adopted an amendment to the City's No-Smoking Ordinance to include "electronic-cigarettes" or "vaping".

Requested by the Substance Abuse Steering Coalition, the Yuba City Parks and Recreation Commission recommended that the Council amend the current tobacco-free ordinance include the prohibition of all electronic nicotine delivery devices.

There are over 74 other jurisdictions with the state of California who have enacted similar ordinances prohibiting e-cigarettes

Outdoor smoking ordinances are designed to be self-enforcing.

Proposed Park Options

New Park—Tierra Buena

At their Goals and Priorities Workshop in March 2015, the City Council identified the need for parks in underserved areas. The Yuba City Parks and Recreation Commission subsequently met and identified the Tierra Buena neighborhood as an underserved area to focus the process of building a park.

Possible Funding:

- Proceeds from sale of property north of Northridge Park—\$600,000
- Development Impact fees from Sutter County—approx. \$340,000
- Calif. Dept. of Parks and Recreation Grant

Next Steps

February 2016

Yuba City Parks and Recreation Commission will consider the park components desired to complete the application for funding through the California Department of Parks and Recreation Water Conservation Fund .

The Commission will send a recommendation to the City Council to adopt a resolution authorizing the submission of the application for the Park Grant.



Park Sign

Website Rebuild

Improved Digital Service Delivery

The City of Yuba City is re-designing and enhancing the function of our current website (www.yubacity.net) in order to better serve our residents and best represent Yuba City as a thriving community and agricultural hub. Our new website will maximize the latest technology available to both grow and engage our audience.

Project Objectives

- Improve communication and citizen engagement
- Highlight City services and community events
- Attract new residents and businesses in our area

We want the City’s website to be a user-friendly resource that residents and visitors visit frequently to access information and interface with City staff. Because the website is the digital face of our community, the design needs to reflect the welcoming, friendly vibe of our community. Our city logo and local imagery will be tastefully represented throughout the site and convey our rich heritage of agriculture and diversity.

yc311 at your service

As part of the unveiling of our new website, the City is launching a new citizen engagement portal that will be user friendly and will offer more options than our current portal, including: links to newsletters, alerts, and paying your utility bill. yc311 will be a real time mobile civic engagement platform that provides a free, simple, and intuitive tool to identify civic issues and report for resolution. It will be available for smartphone, android and through the website.

Customer Service Pledge

Our pledge is simple: Service Excellence

The City of Yuba City is dedicated to providing excellent service to the citizens of Yuba City and our community. We pledge to always...

- Be Courteous
- Give Respect
- Respond Quickly
- Listen Patiently
- Offer Solutions
- Solicit Feedback

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**Customer Service**  
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