



**CITY OF YUBA CITY
PLANNING COMMISSION
STAFF REPORT**

Meeting Date: November 19, 2020
To: Chair and Members of the Planning Commission
From: Development Services Department
Presentation By: Benjamin Moody, Development Services Director

Subject: Use Permit 20-04 – application for an oversized 60-foot monument sign, and electronic message board for the Yuba Sutter Mall site.

Recommendation: Conduct a public hearing and make the necessary findings to:

1. Determine the project is categorically exempt from CEQA pursuant to CEQA Guidelines Section 15311, Accessory Structures.
2. Approve Use Permit 20-04 to allow construction of a larger and higher monument sign, as well as approve an electronic message board as part of the sign, at the Yuba Sutter Mall, subject to the Conditions of Approval.

Applicant/Owner: Ethan Conrad Properties/TPB1 LLC

Project Location: The proposed monument sign will be located at the northeast corner of State Route 20 and State Route 99 on the Yuba Sutter Mall property. Assessor's Parcel Number 51-010-040.

Project Number: Use Permit 20-04

General Plan/Zoning: General Plan: Regional Commercial
Zoning: General Commercial District, C-3

Project Proposal:

The owners of the Yuba Sutter Mall wish to install five new monument signs around the perimeter of the mall property. They propose signage of a unified design that will enhance the opportunities for the retail and service commercial stores that are located within the mall. Four of the five monument signs meet all of the City's sign standards and are considered to be permitted uses. One of the signs, proposed to be located at the southwest corner of the mall, is quite large and is required by the City's sign ordinance [Table 8-5.6309(B)(1)] to have a use permit approved by the Planning Commission before it can be constructed. This sign proposal also includes an electronic message board, which is also required to have an approved use permit (Sec. 8-5.6312). The

ordinance criteria that triggers the need for a use permit for the proposed monument sign are as follows:

Table 1: Monument Sign Ordinance Criteria		
Criteria	Permitted by Sign Ord.	As proposed
Height:	Under 20 feet is permitted. A use permit required if over 20 feet.	A 60-foot high sign is proposed.
Size:	Permitted if under 128 square feet. Use permit required if over 128 square feet.	Approximately 1,105 square foot sign is proposed.
Other criteria:	All electronic message boards require an use permit.	A 180 square foot electronic message board is proposed.

Background

Recent improvements at the Yuba Sutter Mall and associated uses consist of replacement of the older restaurant building at the southeast corner of the Mall with a new building housing Panera Restaurant, conversion of the previous Forever 21 store into several businesses, and improvements to the landscaping throughout the Mall parking area.

Regarding this proposed oversized sign, the applicant provided reasoning, as summarized below:

“Given the volatile state of retail today, Yuba Sutter Marketplace is at a crossroads as many malls are facing deteriorating centers and online competition. Our center has a unique opportunity to transform itself into a thriving environment by offering attractive entertainment, dining, and retail options.”

“... because of the transition away from traditional department store uses in a mall environment, our anchor stores will be subdivided for multiple tenants and our pylon sign must accommodate multiple, visible panels.”

“To meet their (Mall tenants) requirements, our center must provide a competitive, prominent pylon sign with maximum visibility along Colusa Avenue and Highway 99 going north and south. The existing pylon sign height does not allow for prominent signage opportunity...”

Property Description:

The Yuba Sutter Mall consists of over 400,000 square feet of building area containing numerous businesses. The primary tenants at the Mall are Sears and J.C. Penny. With Sears, relatively recently going out of business. There are many more businesses on the interior of the Mall that have no exterior visibility. There is an existing 35 -foot high monument sign at this same proposed location (to be replaced if this sign is approved and constructed). The Mall area also includes five freestanding buildings that house Bank of America, US Bank, Lumberjack, Jack-in-the-Box, and Panera Restaurants. Each of those detached businesses have their own signage. There are no unique topographic features such as rock outcroppings or heritage-type trees on the property.

Access and Public Improvements

The Yuba Sutter Mall is provided excellent access with driveways each onto SR 20 (Colusa Highway), Butte House Road, and Gray Avenue. The Mall properties are also served by a nearby

intersection at SR 20/SR 99 and a nearby SR 99 freeway interchange at Queens Avenue. By locating the sign at this corner, it attracts shoppers from both SR 20 and SR 99. The proposed 60-foot high sign would replace the existing 35-foot high monument sign at the same location. The Mall properties are provided with full City services.

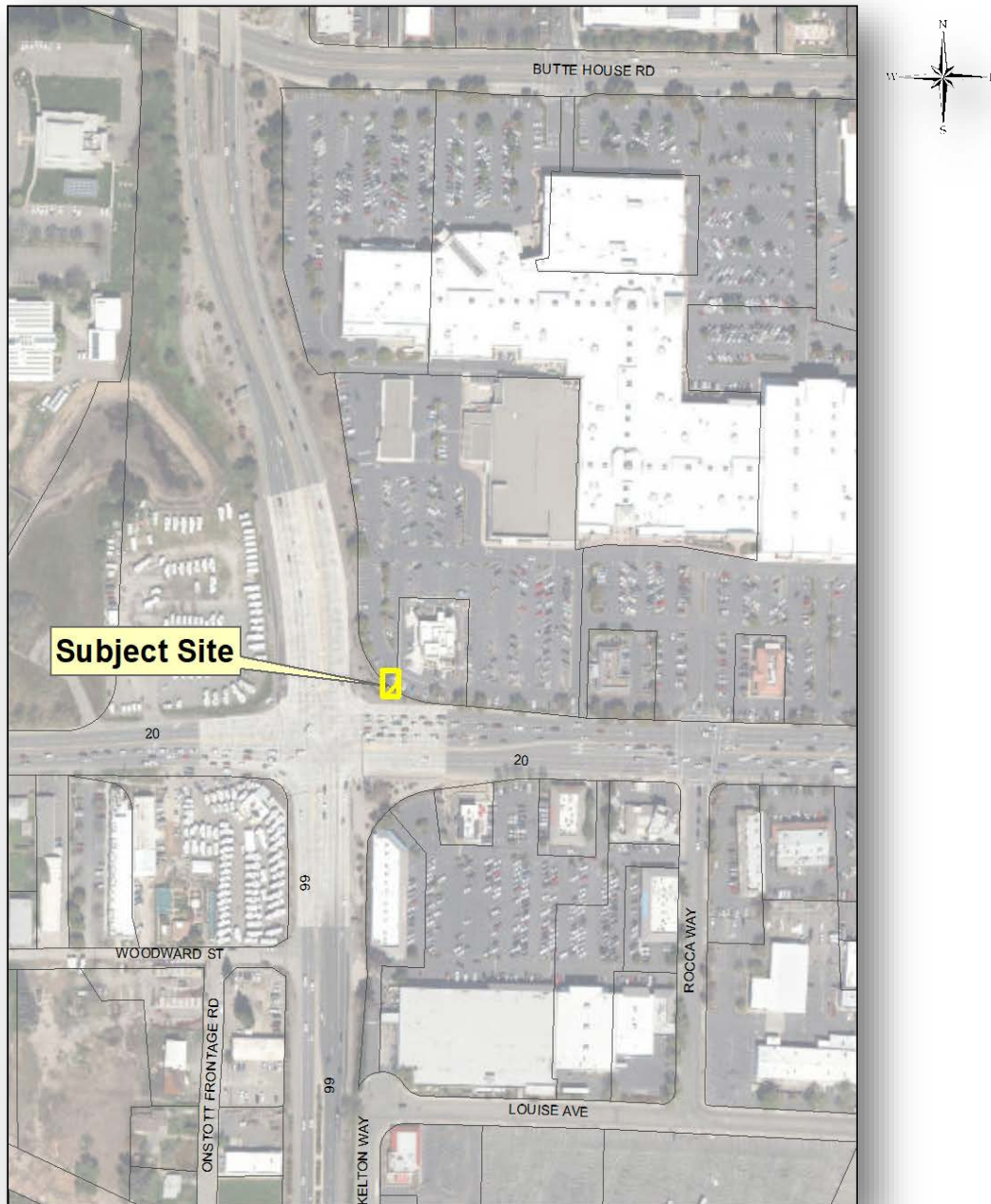


Figure 1: Proposed Yuba Sutter Mall Expanded Sign
Use permit 20-04

Adjacent Property Information:

The following table provides the General Plan land use and zoning for adjacent properties:

Table 2: Bordering Information and Uses			
	General Plan Land Use Classification	Zoning	Existing Land Use
<i>Project Site</i>	Regional Commercial (RC)	General Commercial (C-3)	Yuba Sutter Mall
<i>North</i>	RC	C-3	Target store & various smaller retail businesses
<i>East</i>	RC, Community Commercial (CC), Low Density Residential (LDR), & Neighborhood Commercial (NC)	C-3 & Neighborhood Commercial (C-1)	Various businesses
<i>West</i>	Public	----	State Route 99
<i>South</i>	RC	C-3	SR 20 and various businesses

General Plan Land Use Designation:

Land Use Element: The parcel is designated in the General Plan as Regional Commercial (RC) which provides for all types of commercial uses. As signage is part of the commercial usage, the proposed signs are consistent with the General Plan.

Transportation Element: Streets on all four sides of the Mall are General Plan streets:

State Route 99 – Freeway

State Route 20 (Colusa Highway) – 6-lane Highway

Gray Avenue – Major Arterial

Butte House Road – Major Arterial

The addition of these signs, while intended to increase traffic to the Mall, is not expected to increase traffic to any significant level that would adversely impact traffic operations on these streets.

Zoning District Classification:

The property is in a General Commercial (C-3) Zone District, which is consistent with the Regional Commercial General Plan Land Use Designation. The C-3 Zone District references the Sign Ordinance, which guides this use permit process.

Previous Commission Action:

In July of 2001 the City Planning Commission approved UP 00-02 approving a 35-foot tall, multi-tenant monument style sign at the subject location. Additionally, several years ago, the Planning

Commission approved an use permit for a drive-through for the newly constructed Panera Bread building. There have been no other recent actions by the Planning Commission or City Council that are directly relevant to this property.

Staff Comments:

Number of permitted monument signs?

The applicant is requesting five new monument style signs at the Mall. The City's sign ordinance allows one monument sign per 300 feet of street frontage. As the Mall properties have over 5,000 feet of street frontage, up to 16 monument signs could be permitted. Counting the five existing monument signs for the existing businesses in free-standing buildings, the five proposed additional signs will increase the number to ten signs, which is within the allowed limit.

Reason for the need for a Use Permit?

There are two reasons that a Use Permit is needed for the signage. First is that if a monument sign is proposed to be taller or larger in size than allowed by the sign ordinance (both in this case) a Planning Commission approved use permit is needed. The sign ordinance requires that, prior to approving a use permit, the Planning Commission must make a finding "that the sign is needed to advertise a business(es) that have limited visibility from the adjacent roadway." The second reason for the use permit is that an electronic message board is proposed as part of the larger sign, and in order to have an electronic message board a use permit is required. No specific finding is required for that.

Logic for approving the use permit for a taller and enlarged monument sign?

Requirements for extra size and height:

The City's sign ordinance (Article 8-5. 63 of the Zoning Regulations), as relevant to the C-3 Zone District, states that the maximum allowed monument sign height is 20 feet and the maximum area is 128 square feet. Of the five proposed monument signs, four of them are proposed to be 20 feet in height and under the 128 square foot maximum size. They are permitted signs. However, one proposed sign is much higher and larger at 60 feet high and over 1,100 square feet in size. This proposed sign would replace the existing 35-foot high sign that was similarly permitted a number of years ago through the use permit process. The sign ordinance allows for larger signs, such as is proposed, following the approval of the use permit by the Planning Commission. Prior to the approval of a use permit, however, the finding must be made by the Planning Commission "that the sign is needed to advertise a business(es) that have limited visibility from the adjacent public roadway."

Another factor to consider is the overall 52-foot building height limit in the C-3 Zone District in which this property is located. This proposal is for a 60-foot high sign.

Justification for extra size and height:

As discussed earlier, the sign ordinance requires that prior to approving a use permit for a larger monument type sign, a finding must be made by the Planning Commission that "the sign is needed to advertise a business(es) that has limited visibility from the adjacent roadway. The Mall has many businesses that have no visibility outside of the Mall. This larger sign will help compensate for that. Further, in the face of increasing competition

from online retailers and from newer retailers further removed from the more central parts of the City, existing brick and mortar retailers within the more central portions of the City, particularly shopping malls, are severely challenged with maintaining existing tenants and acquiring new ones as vacancies occur. As the survival of the Yuba Sutter Mall is important to the City, the City can assist in the success of the Mall by allowing this larger sign.

Also, for southbound travelers on SR 99, the freeway is elevated, making it difficult for southbound travelers to know with some warning that the Mall is nearby.

Regarding the maximum zone district building height of 52 feet versus the proposed sign height of 60 feet. It seems that 52 feet could possibly be used as a baseline to accomplish the more distant visibility and presence that a 60-foot sign would accomplish, while not setting a precedence for others. This being a consideration for the Planning Commission.

Electronic Messaging Board

As part of the approximately 1,105 square foot sign, 180 square feet of the proposed sign will be an electronic messaging board located atop the fixed lettering. The sign ordinance (Sec. 8-5.6312) allows electronic messaging boards, subject to a list of physical and technical criteria that the message board must first meet. This includes criteria directly related the site and to operation of the sign as well. Regarding the site criteria – it has been analyzed and that information is provided below. To meet the operational criteria, a condition is included requiring the new sign to meet that criteria.

Table 3: Sign Ordinance Physical Requirements for Electronic Signs (excluding technical sign standards*)	
Standard	Result
A use permit shall be required for Electronic Message Board Signs.	This use permit, if approved meets that criteria.
All non-conforming signs shall be made to conform to the City's sign ordinance.	This criterion is met.
Signs are permitted only on developments of five acres or larger and must be located within 300 feet of SR 99 or SR 20.	This criterion is met.
New electronic monument signs must be located in enhanced landscape planter that shall be a minimum area of two times the size of the sign copy.	It is assumed the two times copy size applies only to the electronic portion of the sign, which is 180 square feet. So a 360 square foot planter around the sign base is required by ordinance.
Signs located on sites with more than five businesses cannot exceed one-third of the total sign area.	The electronic sign is 180 square feet, and the total sign area is 1,105 square feet. The electronic sign is about 16 percent of the total area, so the criterion is met.

*The technical standards are provided as an attachment to this staff report. A condition is included that requires the new sign to meet these standards, to be evidenced as part of

issuance of the building permit and for the sign's ongoing use.

Sign Design

The proposed sign package, which consists of four new monument signs that meet the City's signage standards and the one larger monument sign, will establish a hierarchy for the Yuba-Sutter Mall based on the vantage points of surrounding travelers. Also, the signs are well designed and will freshen the Mall's appearance.

Compatibility with neighboring uses:

The Mall is surrounded on three sides by other businesses, mostly retail and service commercial uses. As most of these uses also have signage, there is not a generic issue with new signage at the Mall. Regarding the larger monument sign that is requested, in addition to enhancing the attractiveness of the Mall, these signs are intended to attract more users to the Mall. This may also benefit neighboring commercial properties by attracting more shoppers to the area, thereby increasing the number of shoppers that see those off-site businesses as well. The notion is similar to putting a large anchor store in a shopping center that attracts users that will also see the smaller stores.

Precedent setting:

This particular request for a larger sign is not precedent setting for other businesses. Most businesses have their own street visibility and are allowed adequate building signage and often a monument sign, thereby providing visibility from the street. In the case of the Mall there is no legitimate way for businesses within the Mall to receive any identification on the street. This proposed added signage, even if the individual business is not identified on the sign, is intended to bring more customers into the Mall where they can see those businesses that solely depend on foot traffic for visibility.

As discussed previously, however, allowing the sign to be 60-feet high, eight feet over the zoning height limit, could be precedent setting and be weighed in the consideration.

Availability of City Services:

City water, wastewater and stormwater drainage systems serve the entire property, as well as does the Yuba City Police and Fire Departments

Environmental Determination:

Pursuant to California Environmental Quality Act (CEQA) Guidelines the project has been determined to be categorically exempt from environmental review per Section 15311 (Accessory Structures) of the Guidelines. This section, in part, consists of construction of on-premise signs, in addition to other minor improvements.

Recommended Action:

A. Adopt the following findings:

1. Environmental:

After reviewing and considering the project in its entirety, the expanded signage is categorically exempt from CEQA pursuant Section 15311 of the CEQA Guidelines (Accessory Structures) as that code specifically addresses on-premise signage as accessory to the primary use.

2. Use Permit 20-04:

The Zoning Regulations of the Yuba City Municipal Code Section 8-5.7003(d) requires certain findings to be made prior to approving a use permit (*the required findings are in italics*). They are:

a. *The proposal is consistent with the General Plan.*

The Regional Commercial (RC) General Plan designation provides for all types of commercial uses, specifically in this case, the Mall's commercial uses. Associated with commercial uses is the provision for appropriate signage, as is being requested here. As the commercial uses are consistent, then it follows that the related business improvements, such as business signage, are consistent with the General Plan also.

b. *The site for the proposed use is adequate in size and shape to accommodate said use, public access, parking and loading, yards, landscaping and other features required by this chapter.*

The proposed monument sign has been compared to all standards contained in the adopted sign ordinance and staff has verified that the criteria is met, or that the criteria will be met, upon application of the use permit conditions as part of the building permit review process for the sign.

c. *The streets serving the site are adequate to carry the quantity of traffic generated by the proposed use.*

The Yuba Sutter Mall is surrounded on all four sides by General Plan streets, including two state highways, intended to carry large amounts of traffic. While this new signage is expected to attract more traffic to the Mall, the increase is not expected to cause a reduction of the level of service of those streets.

d. *The site design and the size and design of the building will complement neighboring facilities.*

Five new monument signs around the perimeter of the mall property with a unified design are proposed. They are expected to enhance the opportunities for the retail and service commercial stores that are located within the mall. In addition to enhancing the attractiveness of the Mall, this added signage may also benefit neighboring commercial uses. As the surrounding uses are primarily commercial uses, attracting more users to the Mall is also expected to benefit neighboring commercial properties by attracting more shoppers to the area.

e. *The establishment or operation of the use or building applied for will not be detrimental to the health, safety, peace, comfort, and general welfare of persons residing or working in the vicinity of the proposed use or be detrimental or injurious to property and improvements in the neighborhood or to the general welfare of the City.*

The proposed signage will be required to meet all building code and other City ordinances and standards. Therefore, there should be no physical threats to any person or property.

As stated in other findings, the new signs are expected to be an overall benefit to neighboring businesses, rather than being detrimental.

- f. An additional finding is required by the sign ordinance that the expanded sign is needed to advertise a business(es) that have limited visibility from the adjacent roadway.*

The Mall has many businesses that have no visibility outside of the Mall. This larger sign will help compensate for that. Further, in the face of increasing competition from online retailers and from newer retailers further removed from the more central parts of the City, existing brick and mortar retailers within the more central portions of the City, particularly this shopping mall, are challenged with maintaining existing tenants and acquiring new tenants as vacancies occur. As the survival of the Yuba Sutter Mall is important to the City, the City can assist in the success of the businesses within the Mall by allowing this larger sign.

B. Approve Use Permit 20-04, subject to the Conditions of Approval.

Attachments:

- A. Resolution PC 20-13
- B. Proposed sign elevations and locations
- C. Yuba City Municipal Code Sec. 8-5.6312 – Electronic Message Boards
- D. Conditions of Approval

ATTACHMENT A

PLANNING COMMISSION RESOLUTION NO. PC 20-13

**RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF YUBA CITY
APPROVING USE PERMIT 20-04, FOR THE YUBA SUTTER MALL, LOCATED ON
THE NORTHEAST CORNER OF STATE ROUTE 99 AND STATE ROUTE 20;
ASSESSORS PARCEL NUMBER 51-010-040.**

WHEREAS, the City received the Use Permit application for this property in 2020 to add five monument signs, one of which exceeds the standard size allowed by the Yuba City sign Ordinance, which allows larger signs if it can be found that a larger sign is needed as there are businesses within the Mall that do not have adequate visibility from nearby roadways; and which also requires that electronic message boards also have an approved use permit; and

WHEREAS, a review of the General Plan and Zoning Regulations determined that the proposed expanded monument sign is consistent with the General Plan and Zoning Regulations; and

WHEREAS, it was determined that many of the businesses within the Yuba Sutter Mall do not have visibility on any of the nearby roadways; and

WHEREAS, the Planning Commission reviewed the recommendation that the proposal is exempt from environmental review per Section 15311 (Accessory Structures) of the CEQA Guidelines. This section, in part, consists of construction of on-premise signs, in addition to other minor improvements; and

WHEREAS, the City on November 7, 2020, published a legal notice and a public hearing notice was mailed to each property owner within at least 300 feet of the project site in compliance with State law concerning the Planning Commission's consideration on November 19, 2020; and

WHEREAS, the Planning Commission held a duly noticed public hearing on November 19, 2020 and considered all of the project and environmental information presented by staff, public testimony and all of the background information.

NOW, THEREFORE, BE IT RESOLVED the Planning Commission, based upon the testimony and information presented at the hearing and upon review and consideration of the environmental documentation provided, approves the following:

1. Findings:

Environmental: After reviewing and considering the project in its entirety and all of the information provided, a determination is made pursuant to CEQA that the finding could be made regarding the environmental exemption and that the Project is categorically exempt pursuant to Section 15311 (Accessory Structures) of the CEQA Guidelines.

Use Permit 20-04: Based upon analysis of the use permit application, and subject to the applicant's compliance with the Conditions of Approval, the following required Use Permit findings of Section 8-5.7003(d) of the Zoning Regulations can be made (the required findings are in italics):

a. *The proposal is consistent with the General Plan.*

The Regional Commercial (RC) General Plan designation within which this property is located, provides for all types of commercial uses. Permitted with the commercial uses

is the provision for appropriate signage, as is being requested here. As the commercial uses are consistent, then it follows that the related business improvements, such as business signage, are consistent with the General Plan also.

- b. The site for the proposed use is adequate in size and shape to accommodate said use, public access, parking and loading, yards, landscaping and other features required by this chapter.***

The proposed monument sign has been compared to all standards contained in the adopted sign Ordinance and staff has verified that the criteria is met, or that the criteria will be met, upon application of the use permit conditions as part of the building permit review process for the sign.

- c. The streets serving the site are adequate to carry the quantity of traffic generated by the proposed use.***

The Yuba Sutter Mall is surrounded on all four sides by General Plan streets, including two state highways, intended to carry large amount of traffic. While this new signage is expected to attract more traffic to the Mall, the increase is not expected to cause a reduction of the level of service of those streets.

- d. The site design and the size and design of the building will complement neighboring facilities.***

Five new monument signs around the perimeter of the mall property with a unified design are proposed. They are expected to enhance the opportunities for the retail and service commercial stores that are located within the mall. In addition to enhancing the attractiveness of the mall, this added signage may also benefit neighboring commercial uses. As the surrounding uses are primarily commercial uses, attracting more users to the mall is also expected to benefit neighboring commercial properties by attracting more shoppers to the area.

- e. The establishment or operation of the use or building applied for will not be detrimental to the health, safety, peace, comfort, and general welfare of persons residing or working in the vicinity of the proposed use or be detrimental or injurious to property and improvements in the neighborhood or to the general welfare of the City.***

The proposed signage will be required to meet all building code and other City Ordinances and standards. Therefore, there should be no physical threats to any person or property. As stated in other findings, the new signs are expected to be an overall benefit to neighboring businesses, rather than being detrimental.

- f. An additional finding is required by the sign ordinance that the expanded sign is needed to advertise a business(es) that have limited visibility from the adjacent roadways.***

The mall has many businesses that have no visibility outside of the Mall. This larger sign will help compensate for that. Further, in the face of increasing competition from online retailers and from newer retailers further removed from the more central parts of the City, existing brick and mortar retailers within the more central portions of the City, particularly this shopping mall, are challenged with maintaining existing tenants and acquiring new ones as vacancies occur. As the survival of the Yuba Sutter Mall is important to the City, the City can assist in the success of the businesses within the

Mall by allowing this larger sign.

2. Use Permit 20-04 is hereby approved for a larger and higher monument sign and an electronic message board, subject to the Conditions of Approval provided as Attachment A to this resolution.

The foregoing Resolution was duly and regularly introduced, passed and adopted by the Planning Commission of the City of Yuba City at a regular meeting thereof held on November 19, 2020, by the following vote:

AYES:

NOES:

ABSENT:

Dale Eyeler, Planning Commission Chair

ATTEST:

Benjamin Moody, Secretary to the Planning Commission

Attachment:

- A. Conditions of Approval

ATTACHMENT B

YUBA SUTTER MALL

SITE LOCATION:

LOCAL SIGN CODE RESEARCH:

PRESENTED BY:



COLOR LEGEND	
	SW 7018 DOVETAIL -MEDIUM STUCCO TEXTURE
	ALUMINUM PAINTED MAP BRUSHED ALUMINUM
	TO MATCH AEPSPAN COOL OLD TOWN GRAY - MEDIUM STUCCO TEXTURE
	TO MATCH NICHIIA TUFFBLOCK: STEEL - MEDIUM STUCCO TEXTURE

***NOTE: REVERSED CHANNEL LETTERS SHOWN ON SIDE DETAILS - STANDARD CHANNEL LETTERS WILL FLUSH MOUNT

ALL TENANT COPY TO BE EITHER STANDARD REVERSED OR STANDARD PAN CHANNEL LETTERS/LOGO

REVERSED PAN CHANNEL LETTERS W/PAINTED BLACK RETURNS AND FACES - WHITE LED HALO LIGHTING (STUD MOUNT 2" FROM BACKGROUND PANEL

ALUMINUM PAINTED MAP BRUSHED ALUMINUM - CABINETS TO CONCEAL ALL WIRING AND TRANSFORMERS (4" x 4" SQUARE TUBE FRAMES)

ALUMINUM PAINTED MAP BRUSHED ALUMINUM

.080 ALUMINUM MEDIUM STUCCO TEXTURE POLE SKIRT - SW7018 DOVETAIL (4" x 4" SQUARE TUBE FRAME)

TO MATCH NICHIIA TUFFBLOCK - STEEL MEDIUM STUCCO TEXTURE

TO MATCH AEPSPAN PRESTIGE SERIES 2" REVEAL - COOL OLD TOWN GRAY MEDIUM STUCCO TEXTURE

D/F FREESTANDING SIGN - SIDE A - FACE VIEW

SCALE: 3/32"=1'

1 REQUIRED - MANUFACTURE AND INSTALL

1300 SQ FT

***NOTE: ALL LED LIGHTING TO BE PRINCIPAL LED'S

SIDE B - FACE VIEW

SCALE: 3/32"=1'

***NOTE: FOUNDATION AND FOOTINGS TBD PER ENGINEERING

SIDE VIEW A SCALE: 3/32"=1'

SIDE VIEW B SCALE: 3/32"=1'



THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN



SIGN(S) TO BE MANUFACTURED TO U.L. SPECIFICATIONS AND WILL BEAR THE U.L. LABEL(S). INSTALL IN ACCORDANCE WITH NATIONAL ELECTRIC CODES.

FILE NAME: Yuba Sutter

DATE: 02-17-2019

CLIENT: Yuba Sutter Mall

ADDRESS:

ACCOUNT MANAGER:

REVISIONS:

DATE:

APPROVALS:

DATE:

CLIENT: _____

LANDLORD: _____

ACCOUNT MGR: _____

PLEASE NOTE: ALL COLORS DEPICTED IN THIS DESIGN ARE FOR PRESENTATION PURPOSES ONLY - ACTUAL COLOR SAMPLES MAY BE OBTAINED BY YOUR CCS REPRESENTATIVE



D/F FREESTANDING SIGN - SIDE A - FACE VIEW
1 REQUIRED - MANUFACTURE AND INSTALL
***NOTE: ALL LED LIGHTING TO BE PRINCIPAL LED'S

SCALE: 3/32"=1'
1300 SQ FT



SIDE B - FACE VIEW
***NOTE: FOUNDATION AND FOOTINGS TBD PER ENGINEERING

SCALE: 3/32"=1'

SIDE VIEW A
SCALE: 3/32"=1'

SIDE VIEW B
SCALE: 3/32"=1'

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 AINOR SIGNS INC.	<p>THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN</p> <div><p>SIGN(S) TO BE MANUFACTURED TO U.L. SPECIFICATIONS AND WILL BEAR THE U.L. LABEL(S). INSTALL IN ACCORDANCE WITH NATIONAL ELECTRIC CODES.</p></div>	<p>FILE NAME: Yuba Sutter</p> <p>DATE: 02-17-2019</p> <p>CLIENT: Yuba Sutter Mall</p> <p>ADDRESS:</p> <p>ACCOUNT MANAGER:</p>	<p>REVISIONS:</p> <p>DATE:</p>	<p>APPROVALS:</p> <p>CLIENT: _____</p> <p>LANDLORD: _____</p> <p>ACCOUNT MGR: _____</p> <p>DATE: _____</p>	PAGE 3
	PLEASE NOTE: ALL COLORS DEPICTED IN THIS DESIGN ARE FOR PRESENTATION PURPOSES ONLY - ACTUAL COLOR SAMPLES MAY BE OBTAINED BY YOUR CCS REPRESENTATIVE				

PYLON A - EMC DETAILS

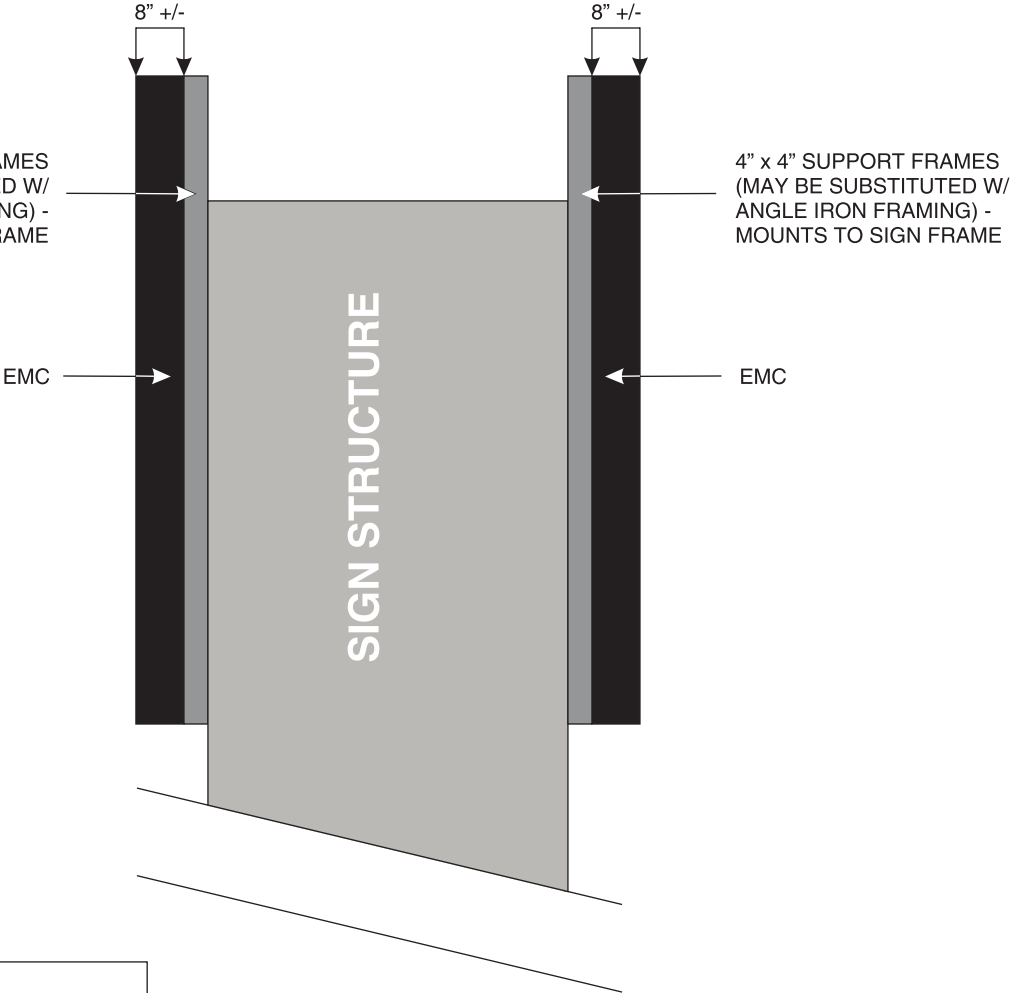
FULL COLOR EMC (ELECTRONIC MESSAGE CENTER) W/WIRELESS REMOTE AND CONNECTION PITCH SIZE TBD



D/F FREESTANDING SIGN - EMC SECTION
 SCALE: 3/8"=1'

***NOTE: EMC NEEDS VENTILATION PORTS

4" x 4" SUPPORT FRAMES (MAY BE SUBSTITUTED W/ ANGLE IRON FRAMING) - MOUNTS TO SIGN FRAME



4" x 4" SUPPORT FRAMES (MAY BE SUBSTITUTED W/ ANGLE IRON FRAMING) - MOUNTS TO SIGN FRAME

SIDE VIEW
 SCALE: 3/8"=1'

ACTUAL SIGN SHOWING PROPOSED EMC



Specifications

***NOTE: PITCH SIZE TBD - CHOSEN BY CLIENT

Specifications	6mm	8mm	10mm
Pixel Pitch	6.35mm SMD	8.47mm SMD	10.16mm SMD
Minimum Viewing Distance	14' or greater	19' or greater	23' or greater
Character Height	1.75" or larger	2.3" or larger	2.8" or larger
Live Video Capability	Available on XVS models	Available on XVS models	Available on XVS models
Whole-Sign Color Calibration	Standard on XVS models	Standard on XVS models	Standard on XVS models
On-Demand Diagnostics	Included	Included	Included
Module Dimensions	12" x 12"	12" x 12"	12" x 12"
Matrix Configuration	48 x 48 pixels	36 x 36 pixels	30 x 30 pixels
Video Frame Rate (XVS model)	Up to 60 frames/second	Up to 60 frames/second	Up to 60 frames/second
Video Frame Rate (W model)	Up to 30 frames/second	Up to 30 frames/second	Up to 30 frames/second

Watchfire LED sign products are UL 48 & CUL 48 listed, FCC compliant and UL Energy Efficiency Certified.

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EXISTING



PROPOSED





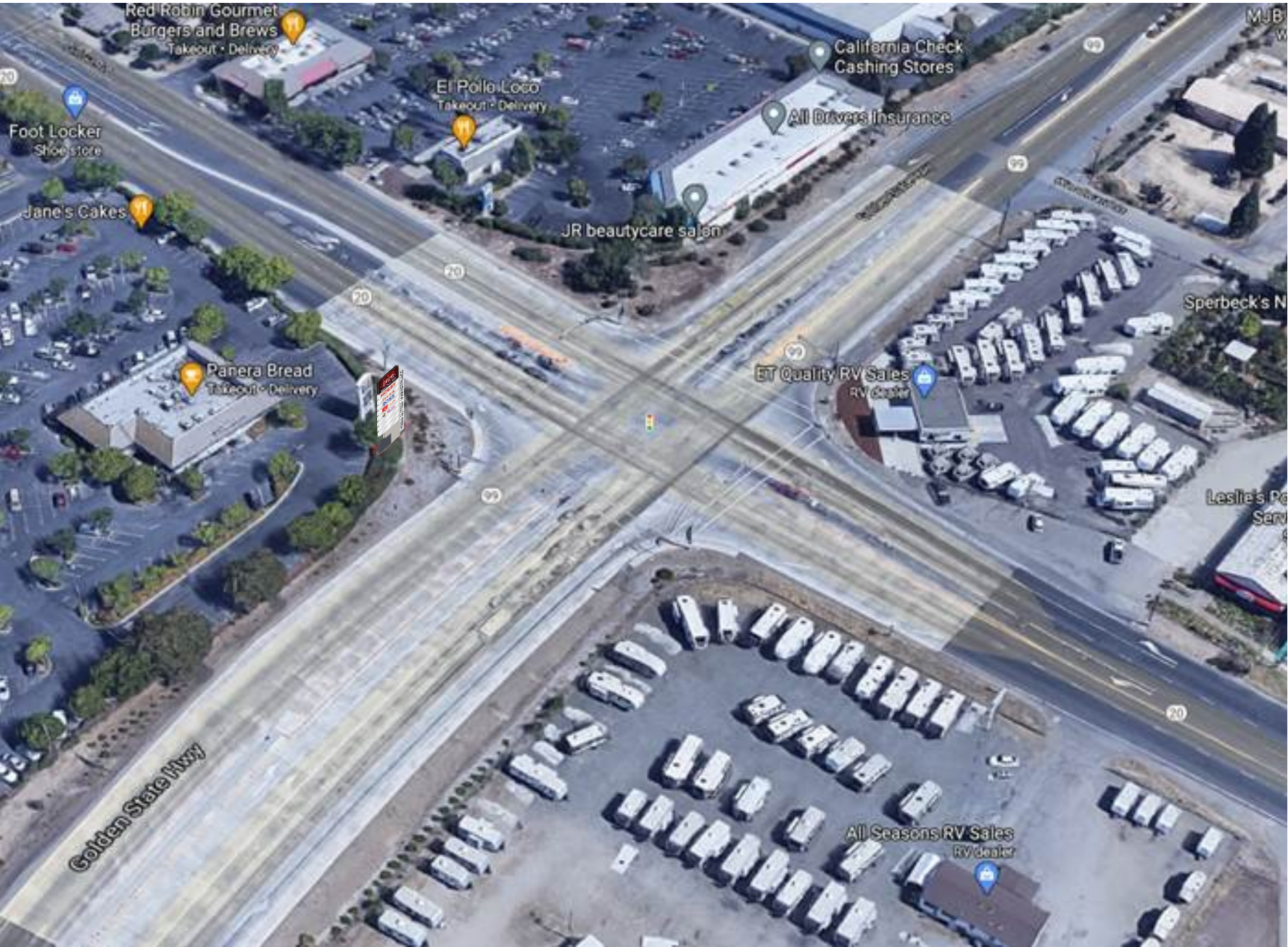
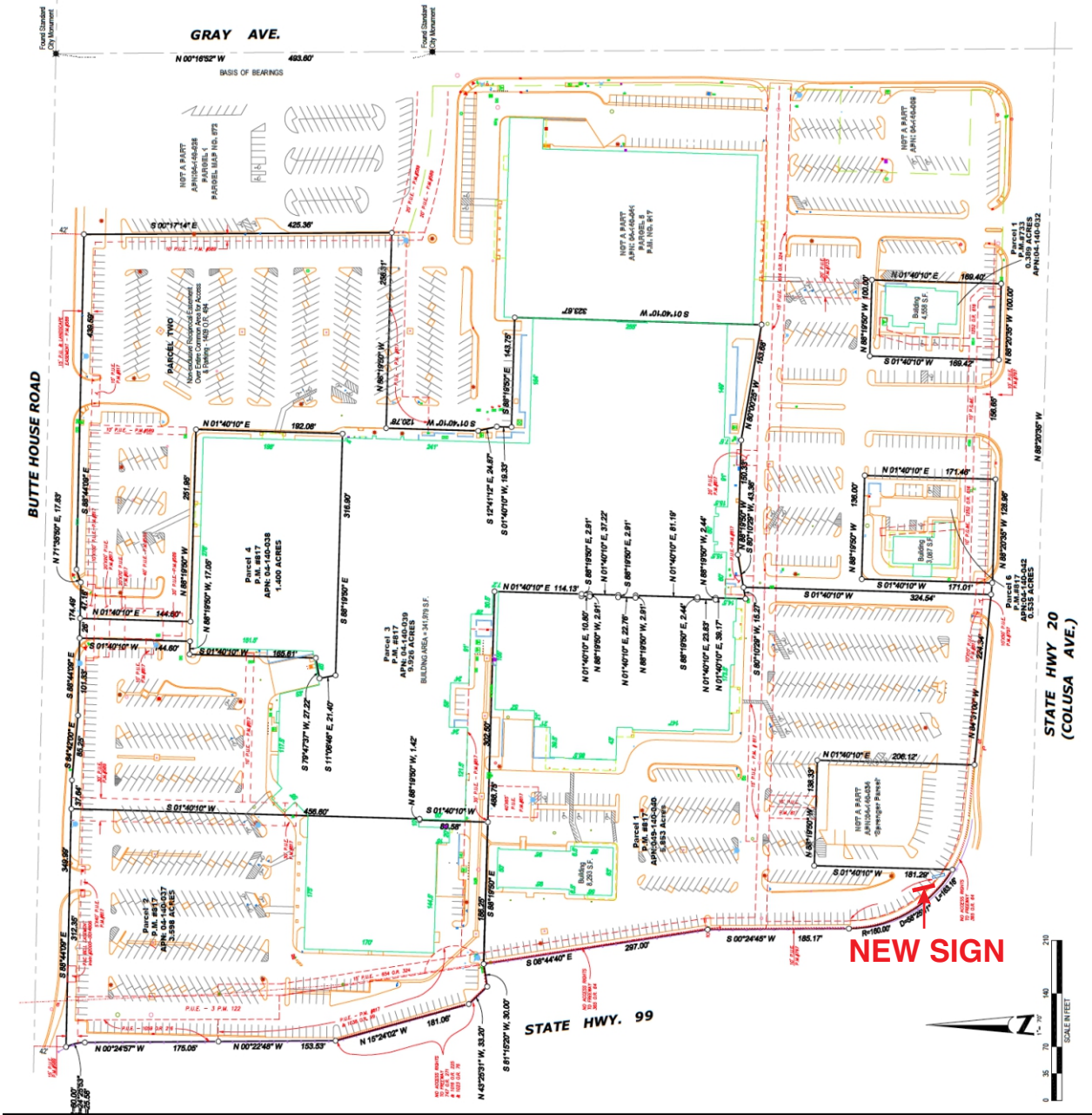
NIGHT VIEW

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		DATE: 02-17-2019					
		CLIENT: Yuba Sutter Mall					
		ADDRESS:		PLEASE NOTE: ALL COLORS DEPICTED IN THIS DESIGN ARE FOR PRESENTATION PURPOSES ONLY - ACTUAL COLOR SAMPLES MAY BE OBTAINED BY YOUR CCS REPRESENTATIVE			
		ACCOUNT MANAGER:					







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PLEASE NOTE: ALL COLORS DEPICTED IN THIS DESIGN ARE FOR PRESENTATION PURPOSES ONLY - ACTUAL COLOR SAMPLES MAY BE OBTAINED BY YOUR CCS REPRESENTATIVE

PYLON B

COLOR LEGEND

- | | |
|---|---|
|  | SW 7018 DOVETAIL -MEDIUM STUCCO
TEXTURE |
|  | ALUMINUM PAINTED MAP
BRUSHED ALUMINUM |
|  | TO MATCH AEPSPAN COOL
OLD TOWN GRAY - MEDIUM STUCCO
TEXTURE |
|  | TO MATCH NICHIBA TUFFBLOCK:
STEEL - MEDIUM STUCCO TEXTURE |

**ALL TENANT COPY
TO BE EITHER STANDARD
REVERSED OR STANDARD
PAN CHANNEL LETTERS/LOGO**

REVERSED PAN
CHANNEL LETTERS
W/PAINTED BLACK
RETURNS AND
FACES - WHITE LED
HALO LIGHTING
(STUD MOUNT 2"
FROM BACKGROUND
PANEL

ALUMINUM PAINTED MAP
BRUSHED ALUMINUM - CABINETS
TO CONCEAL ALL WIRING
AND TRANSFORMERS (4" x 4"
SQUARE TUBE FRAMES)

ALUMINUM PAINTED MAP
BRUSHED ALUMINUM

.080 ALUMINUM MEDIUM STUCCO TEXTURE
POLE SKIRT - SW7018 DOVETAIL (4" x 4"
SQUARE TUBE FRAME)

TO MATCH NICHHA TUFFBLOCK - STEEL
- MEDIUM STUCCO TEXTURE

TO MATCH AEPSPAN PRESTIGE SERIES 2"
REVEAL - COOL OLD TOWN GRAY
- MEDIUM STUCCO TEXTURE

[illegible]

20'-0" OAH

HOBBY

Fashion

ROSS

jcpenny

planet fitness

AVAILABLE

AVAILABLE

AVAILABLE

YUBA SUTTER MARKETPLACE

*****NOTE: REVERSED CHANNEL LETTERS SHOWN ON SIDE
DETAILS - STANDARD CHANNEL LETTERS WILL FLUSH MOUNT**

D/F FREESTANDING SIGN - SIDE A - FACE VIEW

SCALE: 1/4"=1'

SIDE B - FACE VIEW

SCALE: 1/4"=1'

SIDE VIEW A **SCALE: 1/4"=1'**

SIDE VIEW B SCALE: 1/4"=1'

NOTE: ALL LED LIGHTING TO BE PRINCIPAL LED'S

175.4 SQ FT

NOTE: FOUNDATION AND FOOTINGS TBD PER ENGINEERING

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SIGN(S) TO BE MANUFACTURED
TO U.L. SPECIFICATIONS AND
WILL BEAR THE U.L. LABEL(S).
INSTALL IN ACCORDANCE WITH
NATIONAL ELECTRIC CODES.

FILE NAME: Yuba Sutter

DATE: 02-17-2019

CLIENT: Yuba Sutter Mall

ADDRESS:

ACCOUNT MANAGER:

REVISIONS:

DATE:

APPROVALS:

DATE:

CLIENT: _____

LANDLORD: _____

ACCOUNT MGR: _____

***NOTE: REVERSED CHANNEL LETTERS SHOWN ON SIDE DETAILS - STANDARD CHANNEL LETTERS WILL FLUSH MOUNT

COLOR LEGEND

SW 7018 DOVETAIL -MEDIUM STUCCO TEXTURE

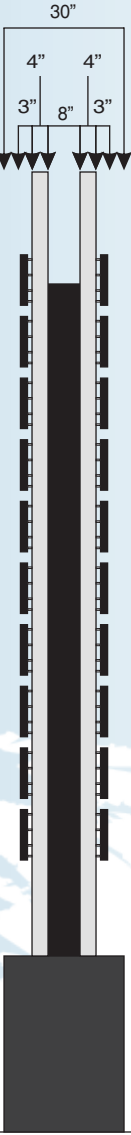
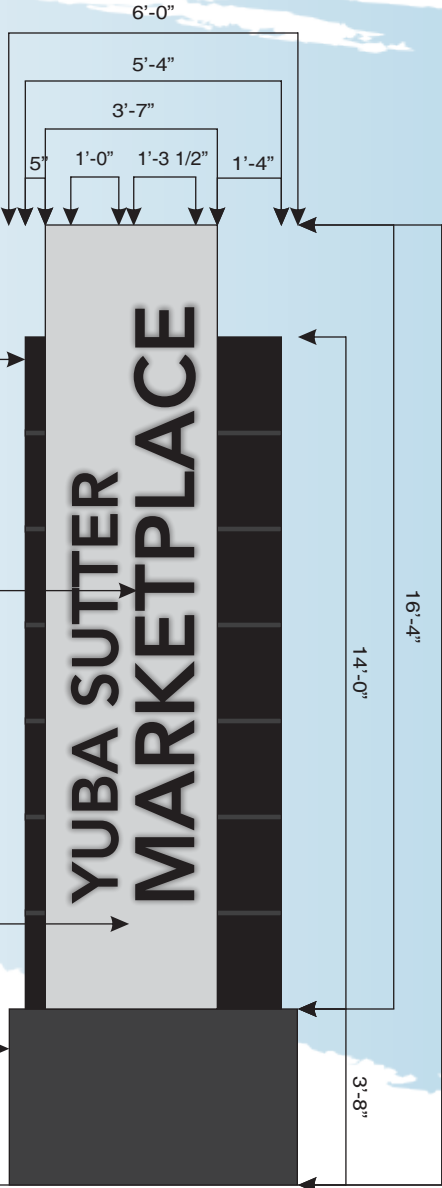
ALUMINUM PAINTED MAP BRUSHED ALUMINUM

TO MATCH AEPSPAN COOL OLD TOWN GRAY - MEDIUM STUCCO TEXTURE

TO MATCH NICHHA TUFFBLOCK: STEEL - MEDIUM STUCCO TEXTURE

- ALUMINUM POWDER COATED PRISMATIC POWDERS: BLACKBOARD SOLID TONE W/RECESSED ACCENTS TO MATCH BUILDING
- REVERSED PAN CHANNEL LETTERS W/PAINTED BLACK RETURNS AND FACES - WHITE LED HALO LIGHTING (STUD MOUNT 2" FROM BACKGROUND PANEL
- ALUMINUM PAINTED MAP BRUSHED ALUMINUM - CABINETS TO CONCEAL ALL WIRING AND TRANSFORMERS (4" x 4" SQUARE TUBE FRAMES)
- TO MATCH NICHHA TUFFBLOCK - STEEL -MEDIUM STUCCO TEXTURE

NOTE: ALL LED LIGHTING TO BE PRINCIPAL LED'S



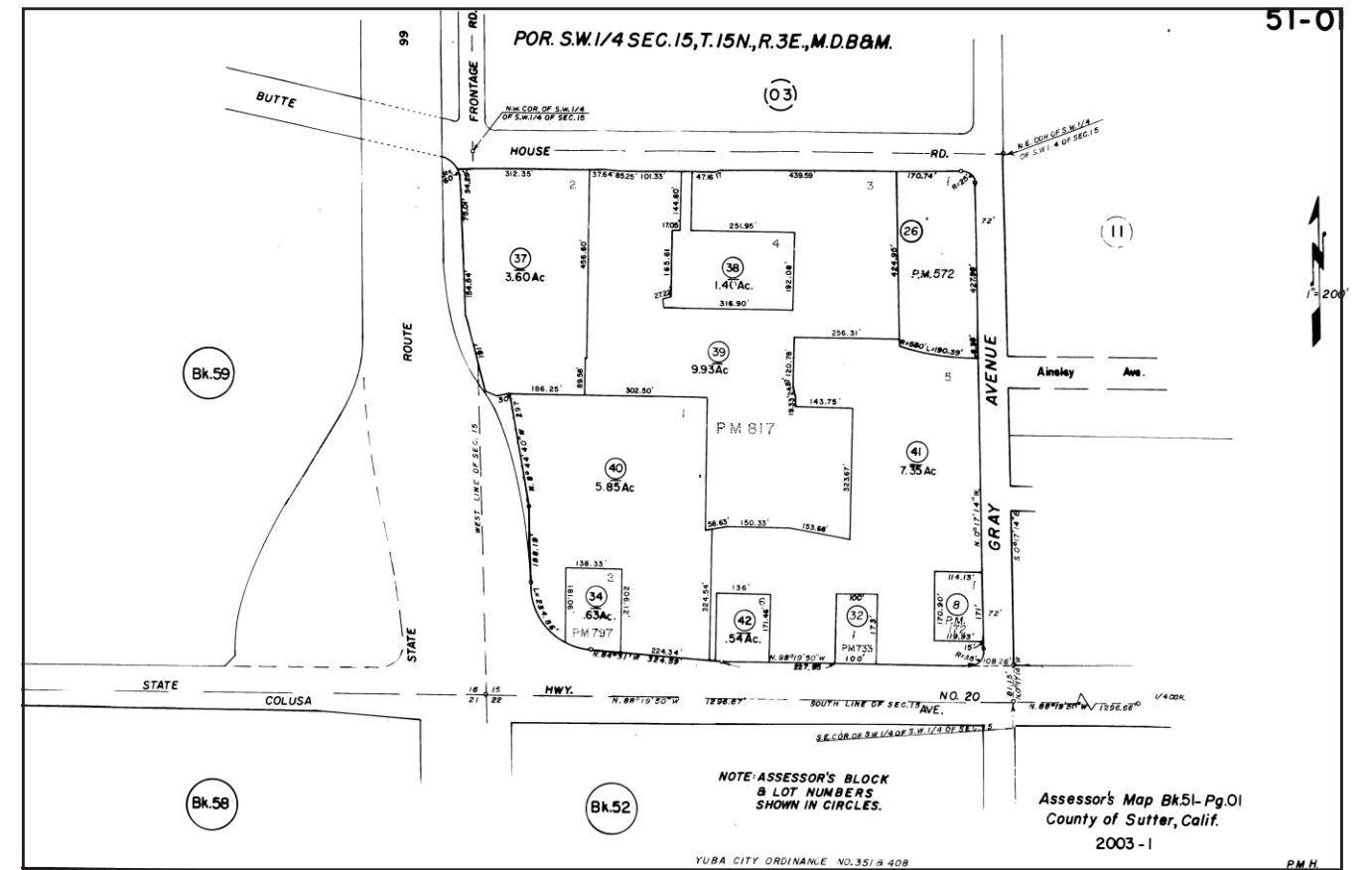
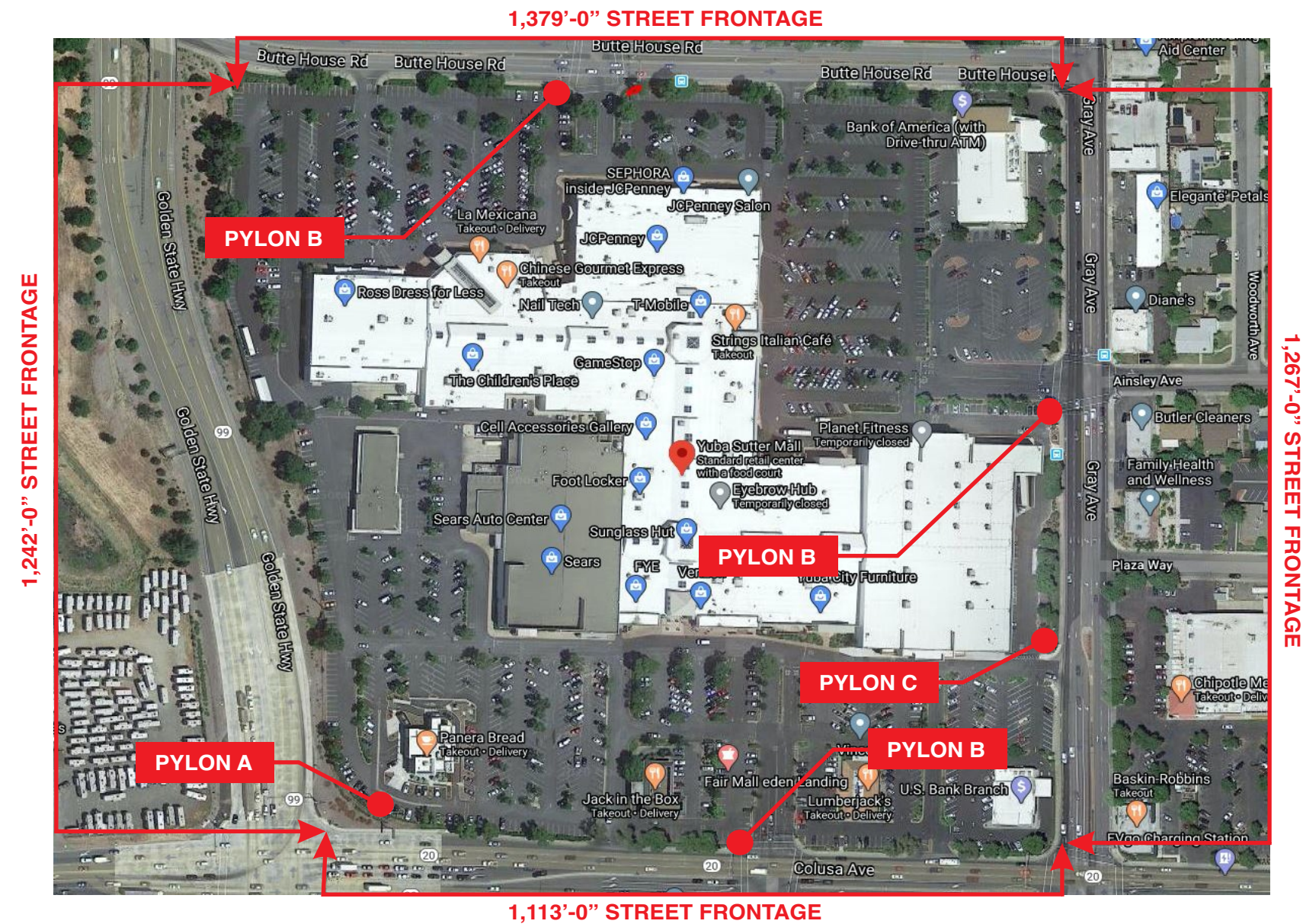
D/F FREESTANDING SIGN - SIDE A - FACE VIEW
1 REQUIRED - MANUFACTURE AND INSTALL
SCALE: 1/4"=1'
120.0 SQ FT

SIDE B - FACE VIEW
SCALE: 1/4"=1'

SIDE VIEW A
SCALE: 1/4"=1'
NOTE: FOUNDATION AND FOOTINGS TBD PER ENGINEERING

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SITE PLAN



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CLIENT: _____

LANDLORD: _____

ACCOUNT MGR: _____

PAGE
14

ATTACHMENT C

Sec. 8-5.6312. - Electronic message board signs.

Any electronic message board signage to be used must be high-quality resolution and shall comply with the following design standards:

- (a) A use permit shall be required for electronic message board signs. A use permit shall not be required for static fuel price signs.
- (b) Signs may be allowed for use in the project's monument signage.
- (c) Signs are permitted only on parcels or unified developments of at least five acres in area and a minimum frontage of at least 300 feet along State Route 99 or State Route 20 (Colusa Highway).
- (d) All nonconforming signs shall be made to conform to the strict requirements of this sign ordinance. Should a nonconforming monument, freestanding, and/or pole signs exist on the property, or in the case of a unified shopping center, all the parcels, all signs shall be brought into compliance with the strict application of this article as part of the use permit process.
- (e) Electronic message boards may only advertise establishments and/or products available on-site.
- (f) Electronic message boards shall be available for emergencies, such as distressed conditions (e.g., flood, natural disaster, etc.), law enforcement emergencies (e.g., Amber Alert), or issues of Statewide concern (e.g. drought conditions) at the request of the City. Time allocated for City requested messages shall not exceed 15%, unless determined to be an emergency by the City.
- (g) All electronic signage shall display static images only.
- (h) Message duration. Signs may only change their static images once every ten seconds.
- (i) Transitions from one static image to the next shall appear instantaneous without the use of animation, swipes, flashing, or frame effects.
- (j) Such signs shall come equipped with automatic dimming technology which automatically adjusts the brightness of the sign in direct correlation with ambient light conditions (i.e., daytime, nighttime, cloudy conditions).
- (k) Signs shall be constructed of high quality pixel pitch resolution. The pixel pitch resolution shall not exceed 14 mm.
- (l) Signs shall be full color digital displays. No monochrome displays.
- (m) Signs shall be comprised of high definition, light emitting diodes (LED).
- (n) Signs shall not be illuminated between 10:00 p.m. and sunrise when located within 150 feet of a residential zone district.
- (o) Electronic message boards shall not exceed a brightness level of 0.3 foot-candles above ambient light.
- (p) The owner of any illuminated sign shall arrange for a certification by an independent contractor showing compliance with brightness standards at the request of the City. The results of the inspection shall be provided within 14 days of the request by the City.
- (q) Default display. In the case of malfunction, digitally-illuminated signs shall contain a default design to freeze the sign message in one position.
- (r) Each automatic changeable copy sign shall be operated with monitoring and methods in place that shall either turn off the display, or show a full black image on the display, in the event of a malfunction that affects more than 50% of the sign face.
- (s) New electronic monument signs shall be located in an enhanced landscape planter within the project boundaries. The enhanced landscape planter shall be a minimum area of two times the size of the sign copy.

- (t) Signs located on a project site with four or less business, no more than one-half of the monument sign shall be designed with electronic messaging.
- (u) Signs located on project sites with more than five businesses, no more than one-third of the monument sign shall be designed with electronic messaging.

([Ord. No. 006-16](#), § 2(Att. A), 5-17-2016)

ATTACHMENT D

**CITY OF YUBA CITY
CONDITIONS OF APPROVAL
USE PERMIT 20-04
NOVEMBER 19, 2020**

**YUBA SUTTER MALL
APN: 56-030-054**

NOTICE TO PROJECT APPLICANT

In accordance with the provisions of Government Code Section 66020(d)(1), the imposition of fees, dedication, reservations or exactions for this project are subject to protest by the project applicant at the time of approval or conditional approval of the development or within ninety (90) calendar days after the date of imposition of fees, dedications, reservation, or exactions imposed on the development project. This notice does not apply to those fees, dedications, reservations, or exactions which were previously imposed and duly noticed; or, where no notice was previously required under the provisions of Government Code Section 66020(d)(1) in effect before January 1, 1997.

IMPORTANT: PLEASE READ CAREFULLY

Please note that this project is subject to a variety of discretionary conditions of approval. These include conditions based on adopted City plans and policies, those determined through the use permit review and environmental assessment essential to mitigate adverse effects on the environment including the health, safety, and welfare of the community, and recommended conditions for development that are not essential to health, safety, and welfare, but would on the whole enhance the project and its relationship to the neighborhood and environment.

Discretionary conditions of approval may be appealed. All code requirements, however, are mandatory and may only be modified by variance, provided the findings can be made.

All discretionary conditions of approval will ultimately be deemed mandatory unless appealed by the applicant to the City Council within 10 days after the decision by the Planning Commission. In the event you wish to appeal the Planning Commission's decision or discretionary conditions of approval, you may do so by filing a written appeal with the City Clerk. The appeal shall state the grounds for the appeal and wherein the Commission failed to conform to the requirements of the zoning ordinance. This should include identification of the decision or action appealed and specific reasons why you believe the decision or action appealed should not be upheld.

Approval of this use permit shall be considered null and void in the event of failure by the applicant and/or the authorized representative, architect, engineer, or designer to disclose and delineate all facts and information relating to the subject property and the proposed development.

Approval of this use permit may become null and void in the event that development is not completed in accordance with all the conditions and requirements imposed on this use permit, the zoning ordinance, and all City standards and specifications. This use permit is granted, and the conditions imposed, based upon the application submittal provided by the applicant, including any operational statement. The application is material to the issuance of this use permit. Unless the conditions of approval specifically require operation inconsistent with the application, a new

or revised use permit is required if the operation of this establishment changes or becomes inconsistent with the application. Failure to operate in accordance with the conditions and requirements imposed may result in revocation of the use permit or any other enforcement remedy available under the law. The City shall not assume responsibility for any deletions or omissions resulting from the use permit review process or for additions or alterations to any construction or building plans not specifically submitted and reviewed and approved pursuant to this use permit or subsequent amendments or revisions. These conditions are conditions imposed solely upon the use permit, and are not conditions imposed on the City or any third party. Likewise, imposition of conditions to ensure compliance with federal, state, or local laws and regulations does not preclude any other type of compliance enforcement.

These conditions are applicable to any person or entity making use of this use permit, and references to “developer” or “applicant” herein also include any applicant, property owner, owner, leasee, operator, or any other person or entity making use of this use permit.

CONDITIONS OF APPROVAL

1. The approved project is a 60-foot high monument sign that is approximately 1,105 square feet in size, of which approximately 180 square feet may be utilized as an electronic message board. The project shall be constructed as shown on the Planning Commission approved site plan and elevations attached to this report, as modified by these conditions of approval.
2. Approval of this use permit may become null and void in the event that development is not completed in accordance with all the conditions and requirements imposed on this special permit, the Zoning Ordinance, and all Public Works Standards and Specifications. The City shall not assume responsibility for any deletions or omissions resulting from the permit review process or for additions or alterations to construction plans not specifically submitted and reviewed and approved pursuant to this use permit or subsequent amendments or revisions.
3. The applicant/property owner agrees to defend, indemnify and hold harmless the City, its officers, agents and employees, from any and all claims, damages, liability or actions arising out of or connected with this Agreement, except to the extent such liabilities are caused by actions of the City.
4. Approval of Use Permit 20-04 shall be null and void without further action if either the project has not been substantially commenced within two years of the approval date of the Use Permit or that a request for an extension of time, pursuant to Section 8-5.7106 of the Yuba City Municipal Code has been submitted to the City prior to the two-year expiration date.
5. The existing 35-foot high monument sign at this location shall be removed prior to the new sign construction being finalized.
6. As required by Sec. 8-5.6312(S) of the zoning regulations, a 360 square foot area around the monument sign shall be landscaped prior to issuance of a final building permit for the sign. The landscaping shall be consistent with the Highway 20 Gateway Streetscape Master Plan and shall be approved by the Development Services Director prior to its installation.
7. The electronic message board shall not exceed 180 square feet in size and shall meet all of the criteria at all times provided in the Electronic Message Board section of the Zoning

Regulations (8-5.6312), as amended. As part of the building permit application, provide sign design information that such criteria will be met.

8. The electronic message board shall be available for any City public messaging at no cost, as requested by the City, not to exceed 15 percent of the time per day between the hours of 7:00 a.m. and 11:00 p.m., in accordance with Caltrans requirements.
9. In the event that previously undetected cultural materials (i.e. prehistoric sites, historic features, isolated artifacts, and features such as concentrations of shell or glass) or human remains are discovered during construction, work in the immediate vicinity should immediately cease and be redirected to another area until a qualified archaeologist that meets the Secretary of the Interior's Professional Qualifications Standards in prehistoric or historic archaeology inspects and assesses the find. The City shall consider further recommendations as presented by the professional and implement additional measures as necessary to protect and preserve the particular resource. Such measures may include avoidance, preservation in place, excavation, documentation, curation, data recovery, or other appropriate measures.
10. Per Caltrans Business & Professions Codes 5272 and 5274, the proposed screen should only advertise tenants businesses within the same property of Yuba Sutter Mall. If display shows ads that is not within the property, then tenant is required to apply for a Caltrans Outdoor Advertising (ODA) permit.
 - **Business & Professions Codes 5272:**
http://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=BPC§ionNum=5272
 - **Business & Professions Codes 5274:**
http://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=BPC§ionNum=5274
11. Per Caltrans Business & Professions Code 5403, displays may not have any flashing or moving lights and should not impair the vision of travelers. If any illumination shall impair the vision of travelers on adjacent highways, illuminations shall be considered vision impairing when its brilliance exceeds the values set forth in Section 21466.5 of the Vehicle Code.
 - **Business & Professions Codes 5403:**
http://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=BPC§ionNum=5403
 - **Vehicle Code, Section 21466.5:**
http://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=VEH§ionNum=21466.5#:~:text=21466.5.,of%20drivers%20upon%20the%20highway