



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

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**Date:** February 28, 2024  
**To:** Chair and Members of the Planning Commission  
**From:** Development Services Department  
**Presentation by:** Ashley Potočnik, Development Liaison

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**Subject:** City Welcome Sign – Ad Hoc Committee

**Recommendation:** Designate one member of the Planning Commission to the City's sign Ad Hoc Committee.

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**Project Description:**

Yuba City has two welcome signs located at the southwest intersection of Township Road / State Route 20 and approximately 1,100 feet southeast of the Bogue Road / Hwy 99 intersection. Due to disrepair, the signs were removed. Based on direction from Council, a two-part design process was implemented.

1. Design Concept Competition (Call for Artists)
2. Request for Proposals (final design, fabrication, and installation)

**Background:**

On December 4, 2023, the Call for Artists was distributed in coordination with the Yuba Sutter Arts Council, Yuba Sutter Chamber of Commerce, and Yuba City Unified School District. The Call for Artists outlined the design competition process and submission details (See Attachment 1). On February 2, 2024, the competition was closed. Staff received ten (10) design concept submissions.

On February 20, 2024, the City Council established the City Welcome Sign Ad Hoc committee. Councilmembers Kirchner and Pasquale were designated to steer the committee. The committee will also include a Commissioner from each City Commission – Planning Commission, Senior Commission, Parks & Recreation Commission, and the Youth Commission. The Committee will coordinate with staff to facilitate the meetings, identify necessary staff to participate in each meeting (if needed), and coordinate the preparation of a report with recommendations applicable to the entire City Council.

**Recommended Action:**

Designate one member of the Planning Commission to the City's sign Ad Hoc Committee.

**Attachments:**

1. Call for Artists, published December 4, 2023

## ATTACHMENT 1

CALL FOR

# ARTISTS

[WWW.YUBACITY.NET](http://WWW.YUBACITY.NET)

YUBA CITY

THE CITY OF YUBA CITY IS  
CURRENTLY SEEKING  
PASSIONATE AND VISIONARY  
ARTISTS TO DESIGN THE NEW  
CITY "WELCOME" SIGN!

**SUBMISSION DEADLINE EXTENDED:**

~~January 15, 2024, 11:59 p.m.~~

**February 1, 2024, 11:59 p.m.**

**HOW TO APPLY:**

Visit [www.yubacity.net](http://www.yubacity.net) for detailed guidelines.

Complete the entry form.

Submit your "Welcome" sign concept.

HAVE ANY QUESTIONS? CALL ASHLEY POTOČNIK



**(530) 822-5195**

**DEADLINE  
EXTENDED TO  
FEBRUARY 1ST**

# CALL FOR ARTISTS: CITY OF YUBA CITY “WELCOME” SIGNS

**SUBMISSION DEADLINE EXTENDED TO FEBRUARY 1, 2024!**

The City of Yuba City (“City”) is seeking local artist to design new “Welcome” Signs for the City. The old City Welcome Signs are shown in *Attachment 2*.

## PROJECT BACKGROUND

Yuba City has two welcome signs located at the southwest intersection of Township Road / State Route 20 and approximately 1,100 feet southeast of the Bogue Road / Hwy 99 intersection. The existing monument sign masonry style base will likely remain. The design concept being requested in this “Call for Artists” is for a new sign that can be mounted to the existing masonry style base and electrical source. It is possible that the existing masonry style base may not be useable, so feel free to design a concept without the existing base if desired.

The design concept should reflect the City’s broad diversity, cultural history, and align with the City brand (*Attachment 3*). Through grant funds awarded by Sacramento Area Council of Governments (SACOG), the winning design concept will be utilized in the design and construction of the new “Welcome” sign(s). The winner will receive \$200.

***Please read the instructions for submission guidelines below and submit your proposals by 11:59 pm on ~~January 15, 2024~~ February 1, 2024.***

## SUBMISSION GUIDELINES

- **Location(s):** The existing masonry bases are located southwest of the intersection of Township Road / State Route 20 and approximately 1,100 feet southeast of the Bogue Road / Hwy 99 intersection.
- **Project Intent/Theme:** Must follow theme and branding established by the City of Yuba City. The general themes are as follows:
  - Yuba City’s natural beauty including the Feather River, Sutter Buttes, and local wildlife
  - Yuba City’s early agricultural settlement, history, and ethnic diversity
- **Open to:** Competition is open to all.
- **Artist Award:** The winning artist shall be awarded \$200 and recognition from the City Council.
- **Application Process:**
  - Complete the “Design Competition Entry Form” (*Attachment 1*)
  - Submit up to three (3) sign concept submissions (original drawings or digital images are acceptable).
  - Submissions may be mailed or dropped off at the City Hall at 1201 Civic Center Blvd., Yuba City, CA 95991, attention Ashley Potočník, or emailed to [apotocnik@yubacity.net](mailto:apotocnik@yubacity.net), subject “Yuba City Welcome Sign.”
- **Additional Design Requirements:** Provide a design of the monument sign which meets or exceeds the following City sign requirements:



- Multi faced sign incorporating something along the lines of “Welcome to Yuba City” and “Thank you for visiting” on either side.
- Architectural elements such as columns, pilasters, cornices, trellises, and similar details shall provide design interest and frame the sign.
- Signs shall be constructed of materials and colors consistent with the City brand. The State Route (SR) 20 Master Plan includes several design concepts for City brand and signage along Hwy 99 and SR 20. This document can be used as needed (*Attachment 4*).
- Monument signs shall have an encasing constructed of brick, stone, synthetic material, or masonry. An aluminum and/or sheet metal encasing is not an acceptable material.
- Embellishment, either structural or decorative elements of a sign incorporating representations of the significant architectural features of the associated building or development may be included.
- **Integration/Original Artwork:** Artists submitting artwork for consideration will assure the following:
  - The artwork is solely the result of the artistic effort of the artist.
  - An original artwork design that considers the site, its purpose, and visitors. The design will be community focused, with a unique eye on creating a community sense of self through art.
  - Artwork must have qualities considered to be pleasant, uplifting, and inspirational; reflective of the themes established by the City of Yuba City and illustrated with visual interest, inventiveness, and uniqueness.
- **Selection Process:** The judging and selection of submissions will be conducted by the City of Yuba City, with final selection by City Council. All decisions will be final. The selected artist(s) will be notified by telephone or e-mail. Public announcement of the selections will be posted by the City of Yuba City on social media and a presentation will be made to City Council.
- **Submission Deadline** ~~EXTENDED: 11:59 pm on January 15, 2024~~ **February 1, 2024**
- **Selection Announcement:** ~~February 20, 2024~~ **March 5, 2024**

Questions? Call Ashley Potočník at 530-822-5195.

## Attachments:

1. Design Competition Entry Form
2. Previous City Sign
3. City Brand Logo + Colors
4. State Route 20 Master Plan

## Attachment 1: Entry Form

# Design Competition Entry Form

Fill out this form and submit one with each entry. **All competition submissions are due by 11:59 pm on February 1, 2024.** Submissions may be mailed or dropped off at the address below or emailed to [apotocnik@yubacity.net](mailto:apotocnik@yubacity.net), subject "Yuba City Welcome Sign."

City of Yuba City  
Attn: Ashley Potočnik  
1201 Civic Center Blvd.  
Yuba City, CA 95993

\_\_\_\_\_  
Name of Artist:

\_\_\_\_\_  
Email Address:

\_\_\_\_\_  
School (if applicable):

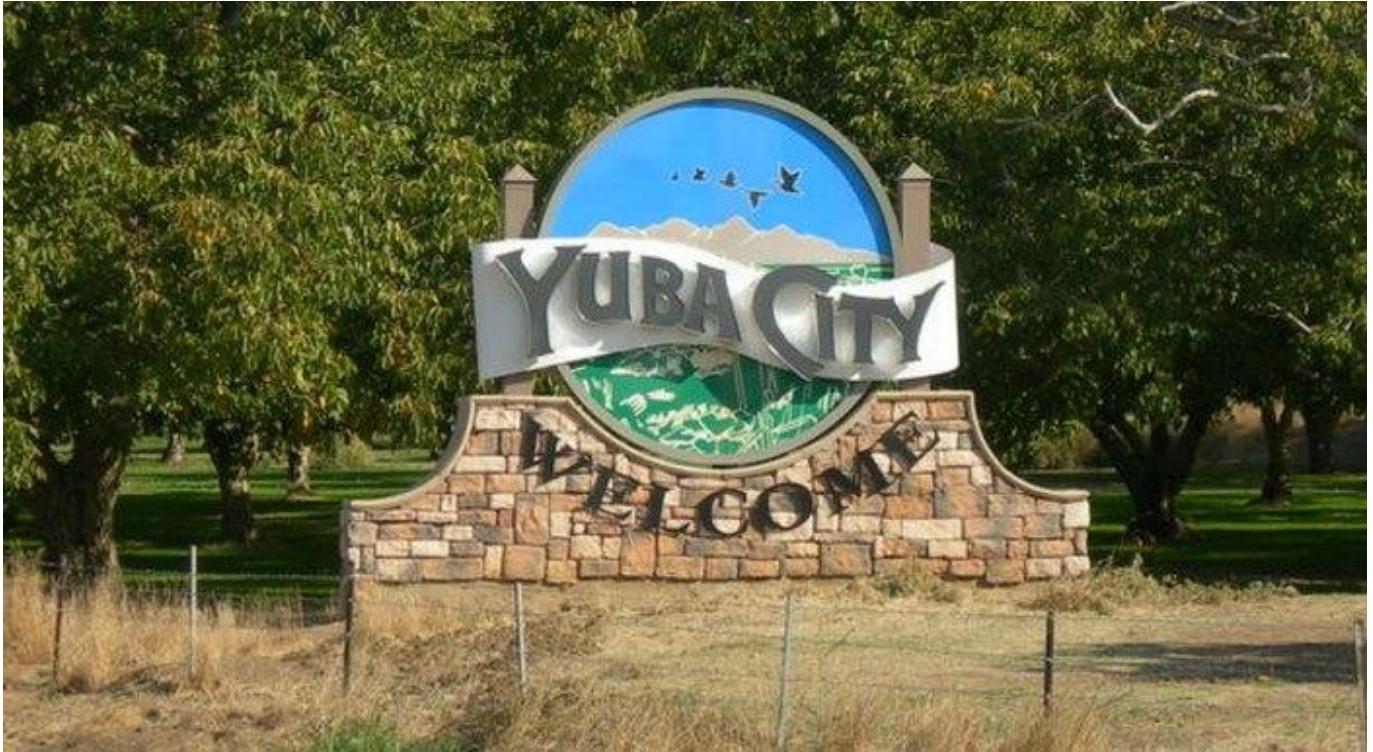
\_\_\_\_\_  
Grade (if applicable):

\_\_\_\_\_  
Tell us a little about your design:

\_\_\_\_\_



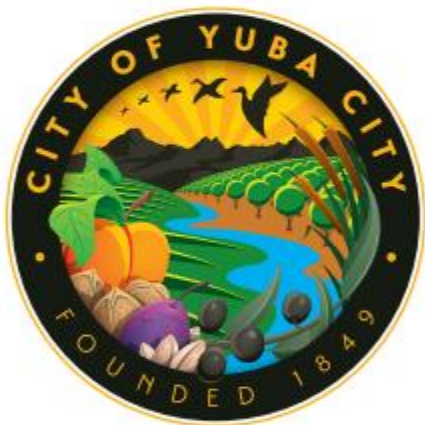
**Attachment 2: Previous City Sign**







Attachment 3: City Brand Logo + Colors



Primary Colors



**DRAKE**

CMYK: C75 M35 Y90 K25  
Spot (Pantone): 7734 C/U

RGB: R66 G109 B61  
Hex (Web): #426d3d



**WET SOIL**

CMYK: C50 M50 Y60 K25  
Spot (Pantone): 411 C/U

RGB: R114 G102 B88  
Hex (Web): #726658

Secondary Colors



**FIELD DUCK**

CMYK: C60 M25 Y90 K25  
Spot (Pantone): 7742 C/U

RGB: R94 G125 B60  
Hex (Web): #5e7d3c

Accent Colors



**SUNNY**

CMYK: C0 M25 Y85 K0  
Spot (Pantone): 1224 C/U

RGB: R254 G195 B64  
Hex (Web): #fec340



**ALMOND**

CMYK: C0 M5 Y15 K20  
Spot (Pantone): 7527 C/U

RGB: R210 G199 B181  
Hex (Web): #d2c7b5



**PLUM**

CMYK: C75 M100 Y30 K40  
Spot (Pantone): 2627 C/U

RGB: R69 G20 B77  
Hex (Web): #45144d

## Attachment 4: SR 20 Master Plan

View online here - <https://www.yubacity.net/cms/one.aspx?pagelId=3051556>

