

# CITY COUNCIL REPORT



**November 2015**

## Current Projects

- Highway 20 Median Improvements
- Bridge Street Improvements
- Development Projects
- New Park—Tierra Buena
- Major Rebuild of Website
- Customer Service Survey

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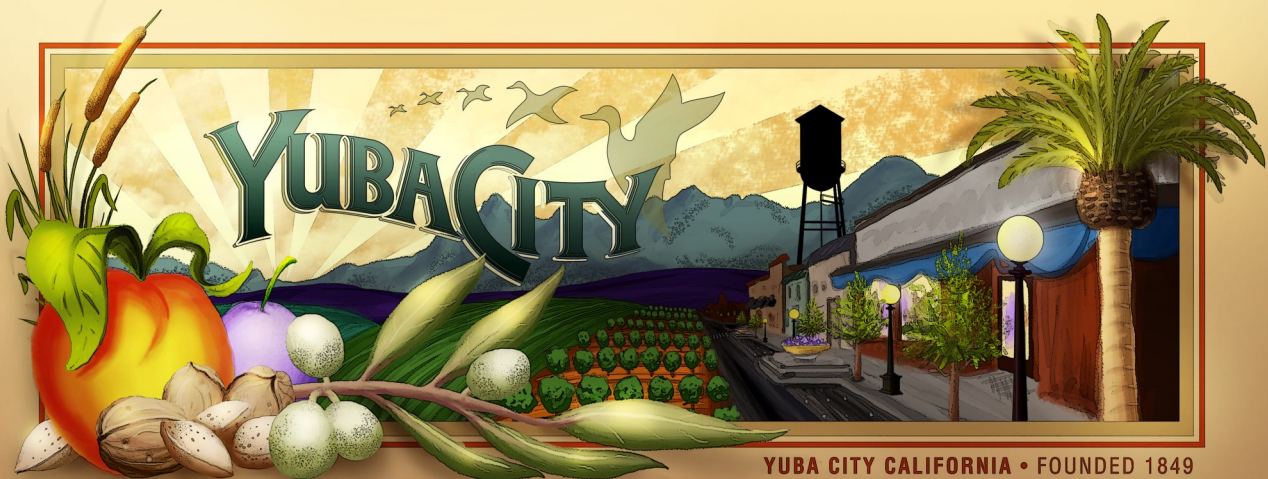
### ***The Mission of Yuba City is...***

*To anticipate and provide for the needs of the community through*

*Quality Service, Innovation and Leadership*

*for today and in the future.*

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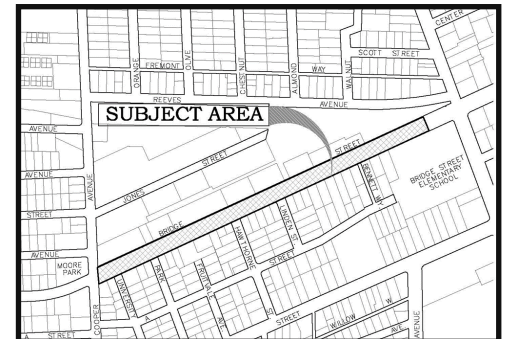


# Bridge Street Improvements

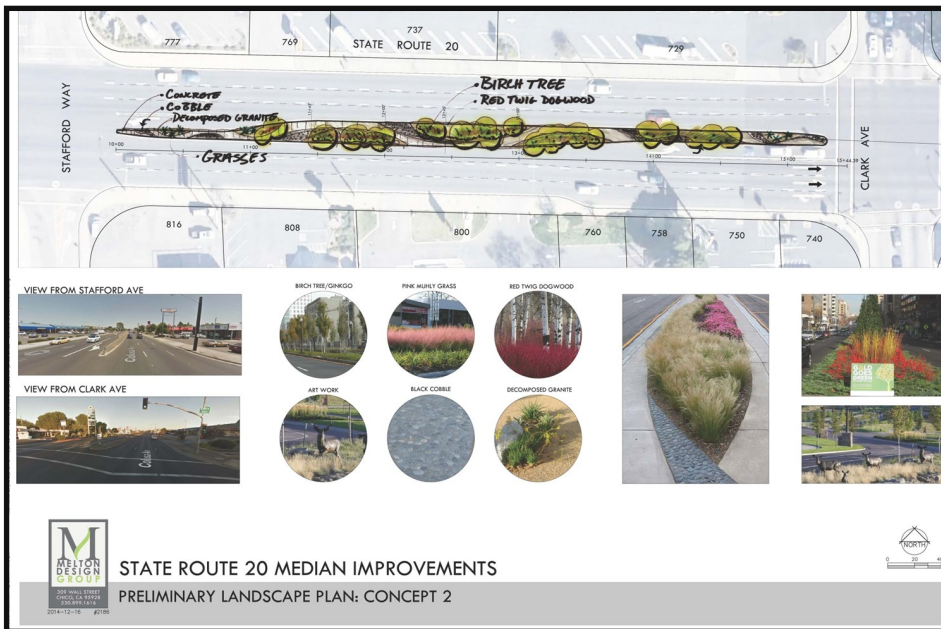
Bridge Street roadway improvements have been identified as a high priority by the City Council to repair and coordinate with future, adjacent work with the 5<sup>th</sup> Street Bridge, and the Bridge St. widening project.

The project includes reconstructing 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 project cost is \$3.9 million. Pending weather conditions, construction is anticipated to begin in November and continue through spring of next year.



**Bridge Street Concept**



**Highway 20 Design - Stafford to Clark**

## Highway 20 Median Improvements

The City Council has prioritized improving the Highway 20 corridor to create an attractive environment by implementing improvements. Staff has 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."

## 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

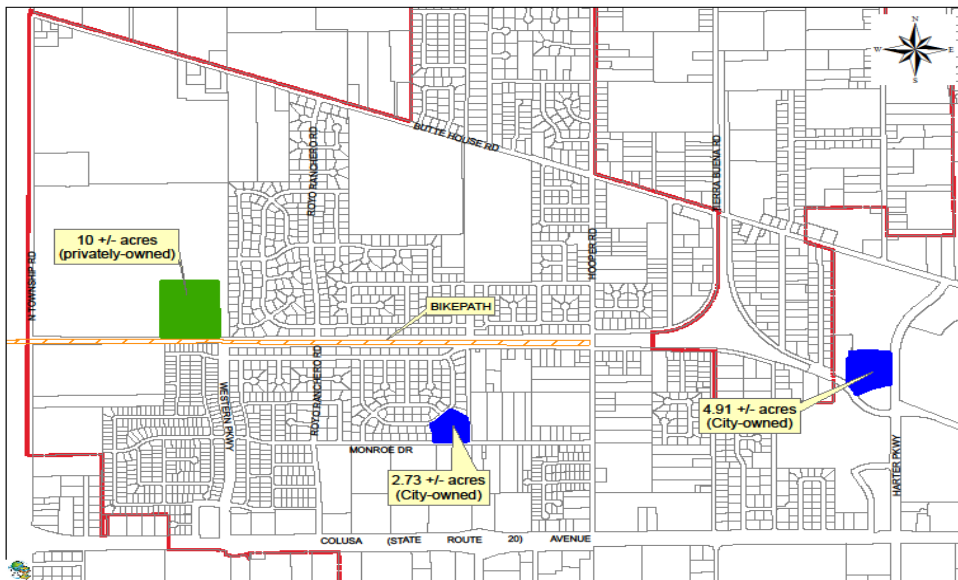
The project applicant has proposed modifications to the Financing Plan component of the plan. Staff is in process of reviewing their proposal and will be providing the project applicant with feedback. A City Council Workshop will be scheduled in the near future to discuss updates to the Specific Plan.

### Currently in Building Plan Review

- Millennium Center—Family Entertainment Center  
Location: 901 Spiva 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



#### 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

#### November

- Public Participation: Senior and Youth Commission Meetings
- Public Participation: Neighborhood Meeting at Tierra Buena School

#### December

- City Council considers adopting a Resolution

#### January

- Public Participation: Parks & Recreation, Senior and Youth Commissions

#### February

- Submit application for funding through the California Department of Parks & Recreation Water Conservation Fund

## 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.



#### Park Sign

## Website Rebuild

### Improved Digital Service Delivery

The City of Yuba City is working to re-design and enhance the function of our current website ([www.yubacity.net](http://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.

## Customer Service Survey

The City of Yuba City is committed to providing quality service to our citizens and the community. We asked our citizens to tell us how we're doing by taking a short survey. Almost 1,000 responses were received and staff is currently reviewing all the suggestions and comments. Some recommendations for improvement have already been implemented and staff will continue to assess what other improvements can be made.

Participants in the survey were entered into a drawing for two bikes. The winners were chosen at random from all entrants.

## 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

## Contact Us

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**Customer Service**  
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