



# The Yuba County E-Note

*A Quarterly Community Development Update*

## INTRODUCTION

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The Yuba County E-Note is the first in a series of newsletters to present the successes and challenges in what has become a high-growth area in the Sacramento Region.

Significant projects include the construction of the Plumas Lake Interchange which will facilitate traffic to new residential communities and pending commercial and retail development.

Flood control issues are paramount as the County looks to provide 200-year flood protection to South county areas in the largest County financial

commitment since the construction of Bullard's Bar Dam.

The General Plan is being updated to reflect a 20-year blueprint for transportation corridors, land-use, zoning, and a variety of planning issues to support a rapidly growing population.

A successful application to the State for a new Enterprise Zone has resulted in the formation of a new 15-year zone retroactive to October 15, 2006, that covers over 100 square miles and provides a variety of tax benefit to existing and relocating businesses.

*June 6-8 Yuba County Air Show*



The Sleep Train Amphitheatre is open for business with the concert season beginning in May. The Yuba County Airport will host another Regional Fly-in and Air Show June 6, 7, and 8, 2008. Approximately 10,000 aviation fans showed up for last year's event, which included workshops, vendors, and three air shows.

## Plumas Lake Interchange Takes Shape

The first of two highway interchanges on Highway 70 in the Plumas Lake Specific Plan Area should be completed by October. The \$11.6 million Plumas Lake Boulevard interchange, which broke ground in September 2007, will serve new residents to the high-growth South County area and bisect a commercial power center proposed by Petrovich Development Company.

DeSilva Gates Construction was awarded the contract to

build the interchange.

While the frame of the overpass was being assembled, construction crews worked two shifts and rerouted traffic around the new development. A traffic light currently controls access to the southern entrance of the 13,000-home Plumas Lake plan area. Nearly one-fourth of the Plumas Lake-area houses have been constructed, spurring greater interest in commercial investment.

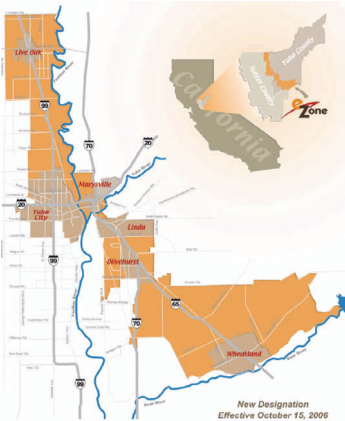
A second interchange at Highway 70 and south Feather River Boulevard could begin construction as early as 2011.



*Plumas Lake Interchange nears Completion in 2008*

### Yuba County Stats:

- 13.9%, population increase, 2000-2007
- 19th, net migration rank nationwide, Forbes, May 2007
- 31.3%, total taxable sales increase, 2001-2006
- 15.41%, greatest increase in California county retail spending, 2005-2006



More Info Online at:  
[www.yuba.org](http://www.yuba.org)

#### Board Members:

**Dan Logue, Supervisor,  
District 1**

**John Nicoletti,  
Supervisor, District 2**

**Mary Jane Griego,  
Supervisor, District 3**

**Don Schrader,  
Supervisor, District 4**

**Hal Stocker,  
Supervisor, District 5**

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## Enterprise Zone & Development Projects

Yuba County staff was successful in a competitive application process to replace the Yuba-Sutter Enterprise Zone program that ended October 14, 2006. At over 100 square miles, the new six-jurisdiction Enterprise Zone is larger and now includes the city of Wheatland. In 2007 the Enterprise Zone was one of 23 new zones approved statewide.

“We’ve benefited tremendously from having an Enterprise Zone in place since 1986,” commented Yuba County Supervisor Don Schrader. “Based on its recent success in attracting new business, I’m glad the application for a new Zone was approved.”

Businesses within the new Yuba-Sutter Enterprise Zone are eligible for substantial tax credits and benefits, including:

- \$37,440 in tax credits per eligible employee
- Tax credits for up to \$20 million in qualified equipment purchases
- Ability to expense qualified depreciable property
- Net interest deduction to Zone business lenders
- Unused tax credits applied to future tax years
- Preference points on bidding State contracts
- Net operating loss carry-forward up to 15 years

“More than 11,000 enterprise zone employee vouchers were issued to businesses with the Yuba-Sutter Enterprise Zone over the last 20 years,” notes Zone Director Mary Hansen.

“That represents a substantial investment in our local business community.”

Industrial-based businesses that have relocated or expanded recently within Yuba County’s portion of the Yuba-Sutter Enterprise Zone include Placer Waterworks, Inc., Hastie’s Sand & Gravel and a new Cal-Trans soils-testing laboratory. Pending commercial businesses include a full-service Rite-Aid retail chain on Olivehurst Avenue and proposed shopping centers will be constructed at the new Plumas Lake interchange and Erle Road across from Edgewater. Settler’s Village retail center in Wheatland is filling 45,000 SF of space.

*More information on the Yuba-Sutter Enterprise Zone can be provided at 530-741-6463 or at [www.yubasutterez.com](http://www.yubasutterez.com).*

## Tourism and Entertainment

The first concert event booked for the 2008 concert season at the Sleep Train Amphitheatre is Brad Paisley on June 21. Also slated to show are the Police and John Mayer.

Since opening its doors in 2000, the Amphitheatre has drawn approximately 1.4 million concert-goers attending over 128 events. Artists have included Aerosmith, Britney Spears, Dave Matthews and country-based Brooks and Dunn.

Originally dubbed the Sacra-

mento Valley Amphitheatre, the venue briefly became Auto West before morphing into the Sleep Train Amphitheatre, due to a multi-year advertising contract with the Sacramento-based mattress retailer.

Constructed by San Francisco-based Bill Graham Presents, the Amphitheatre is currently owned by Live Nation, Inc., which listed the property for sale with CB Richard Ellis in 2007.

The Economic Development Office for Yuba County over-

sees tourism attraction activities, including the creation of pocket Yuba-Sutter Hotel/Restaurant and Recreation Guides over the years that are distributed by a tourism team at the Sleep Train Amphitheatre, Golden West Air Show, and at additional fairs and festivals throughout the region.

*If you are interested in volunteering to serve as a tourism volunteer during the 2008 concert season, please call 530-741-6280 or contact [jfleming@yubacounty.org](mailto:jfleming@yubacounty.org).*

## General Plan Update

Yuba County is about one year into a comprehensive update to the County General Plan. This is a major undertaking and takes coordination and commitment from all sectors of the County.

The General Plan is a community's vision and guide for its future physical, economic, and social development and a long-range policy document covering a period of 20 to 30 years. The General Plan contains goals, policies, and action statements that guide decisions, such as how the County grows and looks in the future, where to put houses and businesses, which lands to preserve for agriculture and natural habitat and where to put new roads or expand existing roads. The General Plan seeks to assure that all of these decisions are consistent with the community's stated vision.

The General Plan was last updated in 1996. In the time since that Plan was prepared,

there have been many changes in Yuba County and the surrounding region, especially related to increasing residential development in the southern half of the County. The current General Plan may not reflect the public's desire for Yuba County to grow in a more sustainable manner and preserve those aspects of the community that residents cherish. For example, residents may desire that the County consider ways to:

Encourage more compact development

- Revitalize older neighborhoods
- Preserve agriculture & open space
- Encourage pedestrians & bicycle travel
- Build on the County's industrial base
- Improve connections among neighborhoods
- Increase retail and services to residents

Starting in December, 2007,

staff has held a series of workshops with the Board of Supervisors, once per month, to discuss various issues regarding the updated General Plan. They have ranged from the amount of growth Yuba County should plan for, what types of transportation improvements are needed, to how the County can address economic development. The next, and last, workshop will be held on Thursday, April 24, 2008 at 2 p.m.

The next step in the process is the development of a set of alternative land use diagrams for the Board of Supervisors to choose as a "Preferred Alternative." Prior to that, staff will be holding another series of public workshops to gather feedback on the set of alternative land use diagrams. These are anticipated to be held during the month of June. We look forward to hearing from everyone on this exciting step in the process.

## Linda Touts Growing Motel Cluster

Linda's new motel is the result of a name change from the AmeriHost Inn, constructed in 2000, to the Baymont Inn and Suites. Ownership of the 2-story 62 room motel remains the same.

"There are only a few Baymont Inns as a franchise within California," says owner Aman Dhillon. "National travelers recognize the name for its value and quality."

The newly renamed motel has a presence online at [www.marysvilleinn.com](http://www.marysvilleinn.com).

In 2005 the Comfort Suites Inn opened up across the street from the Baymont Inn with 65 rooms on three floors. Along with the existing Super 8 and recently renovated Royal Motel, Linda's available motel rooms have swelled to 241.

Supporting activities at Yuba Community College, Beale Air

Force Base, and a growing tourism industry, these motels along with Yuba County recreational events and activities can be found at [www.visitubasutter.com](http://www.visitubasutter.com).

### Building Department Spotlight

Yuba County's Building Department customer satisfaction ranked 5th in the Sacramento Region in March 2008, according to Business Journal research. The survey is based on opinions provided by builders, architects, developers and engineers.



Plumas Lake Golf Course

"The General Plan contains goals, policies, and action statements that guide decisions such as how the County grows and looks in the future..."



## Yuba County E-Note

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## New Business. . .

Rite Aid breaks ground in Olivehurst at Power Line and Olivehurst Avenue in April, 2008



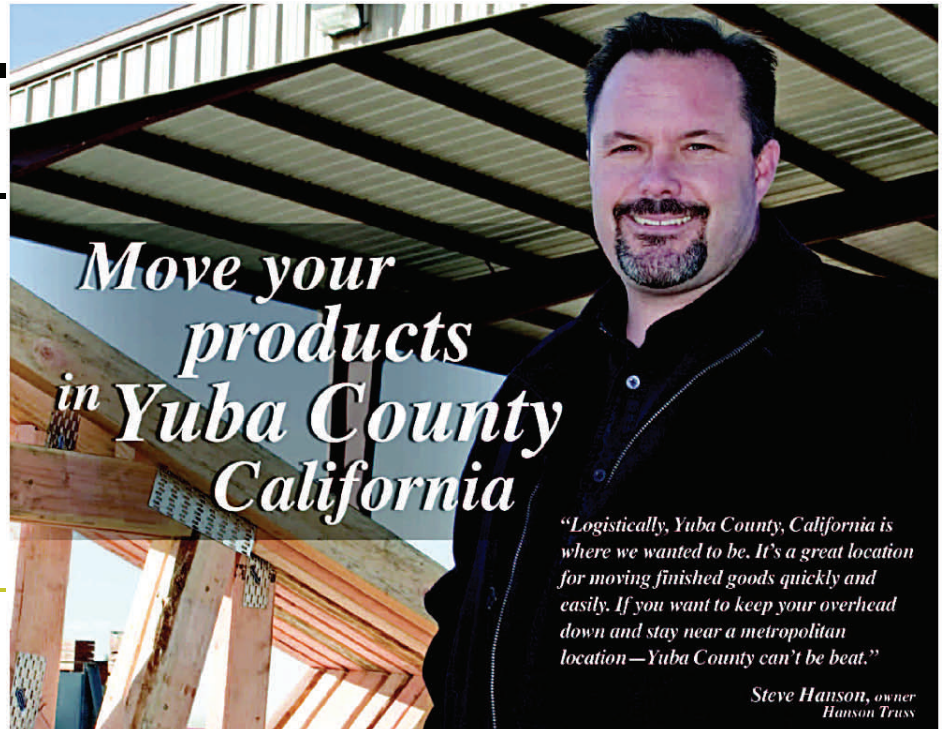
## A Natural Resource. . .



## Yuba County, California

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Steve Hanson, owner  
Hanson Truss

## Demographics

Yuba County's population grew 13.9% from January 2000 to 2007 and experienced a 4.8% growth rate between July 2005 and 2006 that made it the fastest growing county in California and 14th fastest growing county nationwide.

Demand for additional retail sales outlets is ranked a "1" according to the Eureka Group's 2006 Retail Survey, and a 2007 CSU Chico study indicates sales tax leakage of over \$192 million annually in the south County area. The Buxton Report indicated households in Yuba County having the greatest California

county percentage increase in retail dollars spent between 2005 and 2006 at 15.41%.

It is projected that an average 1,000 homes will be built annually in Yuba County through 2020, representing a 50% in-

crease in the current population of the unincorporated areas. Yuba County issued 4,990 single-family residential home permits between 2004 and 2007; 645 permits were issued in 2007.

Single Family Residential (SFR) Permits Issued:  
2000 - 2007

