300 First Street
Woodland, CA 95695

# City of Woodland

## Meeting Agenda

## City Council

**Tuesday, June 7, 2016** | **6:00 PM** | **Council Chambers**

**CITY COUNCIL**
**STUDY SESSION**
**4:00PM**

**A. CALL TO ORDER**

**1.** 16-538 SUBJECT: Workshop on Affordable Housing Issues

Recommendation for Action: Staff recommends that the City Council hold a workshop on the subject of affordable housing to inform and guide direction on steps needed to best achieve affordable housing policy goals.

***Attachments:*** A - Affordable Housing Ordinance 6A

B - Survey Comparing Cities

**CITY COUNCIL**
**CLOSED SESSION**
**5:30PM OR UPON CONCLUSION OF STUDY SESSION**

**A. CALL TO ORDER**

**B. CLOSED SESSION**

**B.1 CONFERENCE WITH REAL PROPERTY NEGOTIATORS (Gov. Code § 54956.8)**
**Properties: Yolo County Assessor's Parcel Numbers 027-340-023**
**Agency Negotiators: City Manager, Community Development Director, City Engineer, City Attorney, City's Right-of-Way Agent Bender Rosenthal, Inc., and City's Project Manager**
**Negotiating Parties: T&J Rental Investments LLC**
**Under Negotiation: Price and terms of payment**

**B.2 CONFERENCE WITH LABOR NEGOTIATORS, Pursuant to Government Code Section 54957**
**Agency Designated Representatives: Paul Navazio and Sheila McShane**
**Employee Organization(s): Professional Firefighters' Association (WPFA) and Woodland City Employees' Association (WCEA)**

# JOINT REGULAR CITY COUNCIL/WOODLAND FINANCE AUTHORITY
# JUNE 7, 2016
# 6:00 P.M.

## A. CALL TO ORDER

## B. ROLL CALL

## C. PLEDGE OF ALLEGIANCE

## D. COMMUNICATIONS-PUBLIC COMMENT

*This is an opportunity for the public to speak to the Council on any item other than those listed for public hearing on this agenda. Speakers are requested to use the microphone in front of the Council and to begin by stating their name, whether they reside in Woodland and the name of the organization they represent if any. The Mayor may impose a time limit on any speaker depending on the number of people wanting to speak and time available for the rest of the agenda. In the event comments are related to an item scheduled on the agenda, speakers may be required to wait to make their comments until that item is considered.*

## E. COMMUNICATIONS-COUNCIL/STAFF STATEMENTS AND REQUESTS

*This is an opportunity for the Council Members and Staff to make comments and announcements, to express concerns, or to request Council's consideration of any items a Council Member would like to have discussed at a future Council meeting.*

16-544 SUBJECT: Long Range Calendar

Recommendation for Action: Staff recommends that the City Council receive the Long Range Calendar for informational purposes only.

***Attachments:*** Council Long Range Calendar

## F. COMMITTEE REPORTS

16-525 SUBJECT: Historic Preservation Commission Meeting Minutes

Recommendation for Action: Staff recommends that the City Council receive the minutes of the Historic Preservation Commission meetings of August 19, 2015, October 21, 2015, November 18, 2015, December 16, 2015, January 20, 2016 and March 16, 2016.

***Attachments:*** A - August 19, 2015 Meeting Minutes

B - October 21, 2015 Meeting Minutes

C - November 18, 2015 Meeting Minutes

D - December 16, 2015 Meeting Minutes

E - January 20, 2016 Meeting Minutes

F - March 16, 2016 Meeting Minutes

16-530 SUBJECT: Planning Commission Meeting Minutes

Recommendation for Action: Staff recommends that the City Council receive the minutes of the following Planning Commission meetings of February 18, 2016, March 3, 2016 and March 17, 2016.

***Attachments:*** A - February 18, 2016 Meeting Minutes
B - March 3, 2016 Meeting Minutes
C - March 17, 2016 Meeting Minutes

## G. MINUTES

**1.** 16-545 SUBJECT: Council Meeting Minutes

Recommendation for Action: Staff recommends that the City Council adopt the minutes of the Joint Regular City Council/Woodland Finance Authority meetings of May 3, 2016 and May 17, 2016.

***Attachments:*** 05-03-16 DRAFT MINUTES FOR APPROVAL
05-17-16 DRAFT MINUTES FOR APPROVAL

## H. PRESENTATIONS

**2.** 16-451 SUBJECT: Proclamation Celebrating the Woodland Senior Center Computer Club's 25th Year

Recommendation for Action: Staff recommends that the City Council adopt a Proclamation recognizing 25 years of service from the Woodland Senior Center Computer Club.

***Attachments:*** WSCCC Proclamation 2016

## I. CONSENT CALENDAR

**3.** 16-553 SUBJECT: Appointment of Library Board Member

Recommendation for Action: Staff recommends that the City Council consider and appoint a member to the Library Board as recommended by the Council Sub-Committee.

**4.** 16-519 SUBJECT: Approve the Purchase and Installation of Precast Restrooms for City, Campbell and Everman Parks

Recommendation for Action: Staff recommends that the City Council approve Resolution No. _____, authorizing the City Manager to execute a contract with Public Restroom Company for the purchase of three precast restrooms for City, Campbell and Everman Parks utilizing BuyBoard Purchasing Cooperative not to exceed $358,901.

***Attachments:*** Restroom Resolution

Bathroom Pictures

**5.** 16-521 SUBJECT: Update to Manufactured Home Fair Practices Commission Fees for Net Operating Income and Fair Return Applications

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, (1) rescinding City Council Resolutions 4342 (dated April 2, 2002) and 4429 (dated April 15, 2003) and (2) establishing Manufactured Home Fair Practices Commission Net Operating Income and Fair Return applications on a time and materials basis with minimum initial deposits of $10,000 (Net Operating Income) and Fair Return ($16,000).

***Attachments:*** CC Reso 7Jun16

**6.** 16-522 SUBJECT: Intent to Levy Assessment: Spring Lake and Gateway Lighting & Landscaping Districts

Recommendation for Action: Staff recommends that the City Council approve and adopt:
1) Resolution No. _____, to Initiate Proceedings for the Annual Levy and Collection of Assessments;
2) Resolution No. _____, to Preliminarily Approve the Engineer's Annual Levy Report and the Levy and Collection of Annual Assessments;
3) Resolution No. _____, Declaring Intention to Conduct a Public Hearing on June 21, 2016 for the Spring Lake Lighting & Landscaping Districts;
4) Resolution No. _____, to Initiate Proceedings for the Annual Levy and Collection of Assessments;
5) Resolution No. _____, to Preliminarily Approve the Engineer's Annual Levy Report and the Levy and Collection of Annual Assessments; and
6) Resolution No. _____, Declaring Intention to Conduct a Public Hearing on June 21, 2016 for the Gateway Lighting & Landscaping Districts.

***Attachments:*** Resolutions of Intent Spring Lake 2016

Spring Lake Engineer's Report 16-17

Resolutions of Intent Gateway 2016

Gateway Engineers Report 1617

**7.** 16-532 SUBJECT: Approval of Emergency Solutions Grant Application for Fourth & Hope's Emergency Shelter Services Program

Recommendation for Action: Staff recommends that the City Council take the following actions:
1. Approve the submittal of a 2016 Emergency Solutions Grant

application by Fourth and Hope for its Emergency Shelter Services Program; and

2. Direct the City Manager to sign a Certification of Local Approval for the grant application.

***Attachments:*** Certification Form

**8.** 16-540 SUBJECT: Product Durability Letter

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, supporting the Product Durability letter written on behalf of the Sustainability Committee and supporting letter be sent to local newspapers on behalf of the committee and the City Council.

***Attachments:*** Product Durability Resolution

Product Durability by John McKean

**9.** 16-542 SUBJECT: State Theatre - Disposition and Development Agreement Amendment

Recommendation for action: Staff recommends that the City Council approve Resolution No. _____, authorizing the City Manager to execute the attached Amendment to the Disposition and Development Agreement with Woodland State Theatre, LLC.

***Attachments:*** WDL Reso Approving Amendment 2 to State Theatre DDA-c2

Amendment 2 to Woodland State Theatre DDA-Extension-c2

**10.** 16-556 SUBJECT: Waste Management Delinquent Garbage/Refuse Accounts - Call for a Public Hearing

Recommendation for Action: Staff recommends that the City Council set a Public Hearing for July 5, 2016 to hear and approve the list of Delinquent Refuse Accounts and direct the Tax Collector of Yolo County to assess liens against real property to collect delinquent payments.

**11.** 16-520 SUBJECT: Treasurer’s Investment Report Quarter Ending March 31, 2016

Recommendation for Action: Staff recommends that City Council accept the quarterly Treasurer’s Investment Report for the quarter ended March 31, 2016.

***Attachments:*** Woodland Ex Summary March 31 2016

Q3 FY 2016 06.07.2016

**12.** 16-537 SUBJECT: Approve Installment Sale Agreement and Grant Water Recycling Construction Financing for the Industrial Park Recycled Water Project (CIP #15-10)

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, authorizing the City Manager to sign the Clean Water State Revolving Fund, Proposition 1 Water Recycling, California State Water Resources Control Board (SWRCB) Installment Sale Agreement and Grant Water Recycling Construction Financing - Clean Water State Revolving Fund Project No. C-06-8075-110, Agreement No. D15-01031.

***Attachments:*** A - Resolution
B - SWRCB Installment Sale Agreement & Grant Water Recylcing Const. Fin.

**13.** 16-527 SUBJECT: ASR Wells #29 and #30 Well Equipping and Building, CIP# 15-02 Approve Plans and Specifications and Authorize Bid Advertisement

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, approving plans & specifications and authorizing bid advertisement for CIP 15-02, New ASR Wells #29 and #30 Well Equipping and Building.

***Attachments:*** A - RESOLUTION

**14.** 16-546 SUBJECT: Approve Changes to the Utility Assistance Program

Recommendation for Action: Staff recommends that the City Council modify the Utility Assistance Program to decrease discount to $60/month for up to six (6) months in a rolling 12-month period.

## J. PUBLIC HEARINGS

**15.** 16-526 SUBJECT: PUBLIC HEARING - 2015 Urban Water Management Plan

Recommendation for Action: Staff recommends that the City Council conduct a public hearing and adopt Resolution No. _____, approving the 2015 Urban Water Management Plan.

***Attachments:*** reso UWMP 060716
City of Woodland Draft UWMP
City of Woodland Draft UWMP Appendicies

**16.** 16-502 SUBJECT: PUBLIC HEARING - Adopt a resolution increasing solar photovoltaic permit fees to reflect actual costs incurred by the City Building Division performing inspections and plan reviews

Recommendation for Action: Staff recommends that the City Council hold a Public Hearing and adopt Resolution No. _____, establishing solar photovoltaic permit fees to reflect actual costs incurred by the City Building Division performing inspections and plan reviews.

***Attachments:*** 1- Resolution
1A - Exhibit A
2 - Sierra Club 2011 and Study for Yolo County
3 - Staff's Internal Permit and Plan Review Cost Analysis

**17.** 16-543

SUBJECT: PUBLIC HEARING - Renewal of the 2016-2017 Annual Assessment for the Woodland Visitor Attraction District (BID)

Recommendation for Action: Staff recommends that the City Council:
1. Hold a Public Hearing to receive comments concerning the renewal of the 2016-2017 Annual Assessment for the Woodland Visitor Attraction District (BID); and
2. Adopt Resolution No. _____, confirming the 2016-2017 Annual Assessment Report; and
3. Adopt Resolution No. _____, authorizing the City Manager to sign the Administrative Agreement with Yolo County Visitors Bureau and retain a Marketing and Promotions Coordinator to implement the Woodland Visitor Attraction District.

***Attachments:*** Reso Approving Assessment June 7.2016
YCVB 2016-17 Annual Report_Woodland
YCVB Budget 2016-17
Gibson House YCVB Letter of Support
HWDBA Support Letter
Holiday Inn.Fairfield Inn YCVB Letter of Support
RESOLUTION service agmt YCV 16.17
YCVB Administration Agreement 16.17_6.7.16
Exhibit A - Scope of Work_draft 6.7.16

**18.** 16-550

SUBJECT: Digital Freeway Sign at 530 Quality Circle - Conditional Use Permit, Site Plan and Design Review, and Operating Agreement. The project includes a request by applicant Scott Vanderbeek, for approval of a Conditional Use Permit, Site Plan and Design Review application, and approval of an Operating Agreement between the applicant and the City of Woodland to allow for a 45-foot tall digital freeway sign along the southern property line of 530 Quality Circle, just north of the Interstate 5 freeway corridor and just west of the new Woodland Motors Dealership within the Industrial, Entryway Overlay Zone (I/EOZ).

Recommendation for Action: Staff recommends that the City Council:

1) Conduct the public hearing;
2) Take action to approve the Conditional Use Permit, Site Plan and Design Review application for the 530 Quality Circle sign based on preferred design, location and terms of operation and overall

community benefit, including all proposed operating deal points and provide any additional recommendations from the City Council to be negotiated by staff for inclusion in the Operating Agreement;
3) Take action to direct staff to prepare the final approval documents (Resolutions and Operating Agreement) for the digital sign application at 530 Quality Circle; and
4) Continue the item to June 21, 2016, the next regularly scheduled meeting of the City Council, to take final action to adopt the prepared Resolutions and approve the Operating Agreement for the digital freeway sign application at 530 Quality Circle.

***Attachments:*** 1 - Project Site Plan and Elevations, Photosimulations
2 - Final Project Proposal/Terms
3 - Digital Freeway Sign Application
4 - Draft Conditions of Approval
5 - CEQA Mitigated Negative Declaration
6 - CEQA Comment Letters
7 - Permitted Digital Freeway Sign Locations Map
8 - Public Comment Letters
9 - Published Public Hearing Notices for Zoning Ordinance Amendment
10 - Digital Freeway Sign Ordinance
11 - Planning Commission Resolution

**19.** 16-548 SUBJECT: Digital Freeway Sign at 2140 Freeway Drive - Conditional Use Permit, Site Plan and Design Review, and Operating Agreement. The project includes a request by applicant, P.C. Dixon I, LLC and Pacific Horizon Group, LLC, for approval of a Conditional Use Permit, Site Plan and Design Review application, and approval of an Operating Agreement between the applicant and the City of Woodland to allow for a 65-foot tall digital freeway sign at the southeast corner of 2140 Freeway Drive adjacent to (north of) Interstate 5, within the Commercial Highway, Entryway Overlay Zone (C-H/ EOZ)

Recommendation for Action: Staff recommends that the City Council:
1) Conduct the public hearing; and
2) Direct staff to prepare the Resolution for Denial for the 2140 Freeway Drive digital sign application; and
3) Continue the item to June 21, 2016, the next regularly scheduled meeting of the City Council, to take final action to adopt the resolution for denial.

***Attachments:*** 1 - Project Site Plan and Elevations, Photosimulations
2 - Final Project Proposal/Terms
3 - Digital Freeway Sign Application
4 - Draft Conditions of Approval
5 - CEQA Mitigated Negative Declaration
6 - CEQA Comment Letters
7 - Permitted Digital Freeway Sign Locations Map
8 - Public Comment Letters
9 - Published Public Hearing Notices for Zoning Ordinance Amendment
10 - Digital Freeway Sign Ordinance
11 - Planning Commission Resolution

## K. REPORTS OF THE CITY MANAGER

**20.** 16-554 SUBJECT: Measure E Renewal

Recommendation for Action: Staff recommends that the City Council:

1) Introduce Ordinance No. _____, re-authorizing and extending the City of Woodland's half-cent sales tax for general city services, programs and facilities for a period of twelve years, subject to approval by the voters at the November 8, 2016 municipal election; and

2) Provide comment on draft ballot language; and

3) Direct staff to return to Council with resolution calling for the consolidation of the election, and placing a single measure on the November 8, 2016 ballot.

***Attachments:*** WOODLAND_ Ordinance Extending General Sales Tax (Measure E)-c2

**21.** 16-557 SUBJECT: Process for Filling Council Vacancy by Appointment

Recommendation for Action: Staff recommends that the City Council receive an informational report and provide direction on initiating the process for filling the pending City Council vacancy through an appointment.

***Attachments:*** DRAFT Council Application

## L. ADJOURN

*I declare under penalty of perjury that the foregoing Agenda for the Joint Regular City Council/Woodland Finance Authority Regular Meeting of the City of Woodland scheduled for June 7, 2016 was posted on June 3, 2016 in the outside display case at City Hall, 300 First Street, Woodland, CA, and was available to the public during normal business hours.*

_____________________________

*Ana B. Gonzalez, City Clerk*

**Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by law. Any such request must be made in writing to the Office of the City Clerk of the City of Woodland. Requests will be valid for the calendar year in which the request is received, and must be renewed prior to January 1st. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the Office of the City Clerk (530-661-5806) at least 48 hours prior to the meeting.**

**File #:** 16-538, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: Workshop on Affordable Housing Issues

**Recommendation for Action:** Staff recommends that the City Council hold a workshop on the subject of affordable housing to inform and guide direction on steps needed to best achieve affordable housing policy goals.

**Staff Contact**

Cindy A. Norris, Principal Planner - (530) 661-5911, cindy.norris@cityofwoodland.org

**Report in Brief**

The goal of this evening's workshop is to examine affordable housing needs and to inform direction related to policy goals, application of program options to best achieve affordable housing objectives, and establishment of priorities for use of available affordable housing funds.

Meeting the housing needs of all segments of the community is a growing challenge facing every community in California. This is particularly true as it relates to housing serving low- to very-low income residents in light of the recent dissolution of redevelopment agency authority that provided, among other benefits, a dedicated and restricted funding stream to specifically implement affordable housing projects and programs.

Through the review of recent development projects both in Spring Lake and other parts of the City, it has become apparent that a review and evaluation of the City's affordable housing provisions is warranted. This workshop will present information on key issues and provide potential options for consideration to help City staff and the development community effectively carry out the City's policy goals related to affordable housing.

**Background**

The City's Housing Element has for many years contained policies that encourage the development of housing for all economic segments of the community, including affordable housing. The City approved an inclusionary housing ordinance (Woodland Municipal Code Ch. 6A) (the "Inclusionary Housing Ordinance") in the mid-1990s, which has traditionally been one of the key means of ensuring that affordable housing is built in Woodland. The City also adopted similar requirements for the Spring Lake development through the adoption of the Spring Lake Affordable Housing Plan ("SLAHP"). However, during the review of several recent development projects (Spring Lake Central, Cal West and Prudler) a number of concerns regarding the effectiveness of the Inclusionary Housing Ordinance and the SLAHP have been raised by staff and the community.

Rather than implementing the Inclusionary Housing Ordinance and the SLAHP directly, the City has been meeting its affordable housing goals through adoption of development agreements, which include negotiated requirements on each individual development. The focus of this discussion will be to present the concerns and suggested options to achieve a more uniform approach that provides appropriate options that will serve a broad cross section of the community need, while providing more clarity to development project applicants subject to the City's affordable housing requirements.

The report will discuss the City's affordable housing programs, focusing on the City's inclusionary housing requirements and use of development agreements to provide alternative means of advancing development of affordable housing, outline the concerns identified with the City's existing programs, and then to provide a summary of possible options to address identified issues.

## Affordable Housing Programs

### *Inclusionary Requirements - The Inclusionary Housing Ordinance and the Spring Lake Affordable Housing Plan*

The inclusionary housing requirements contained in the Inclusionary Housing Ordinance and the SLAHP are a primary tool available to the city to require the production of dwelling units that are affordable to families of very low, low and moderate income. In both the Inclusionary Housing Ordinance and the SLAHP a developer of a single family for-sale project of greater than eight units is required to make at least 10 percent of the dwelling units affordable to low-income households. The City calculates the affordable purchase price for each affordable unit based on a City-adopted formula and the developer sells the home to a low income buyer for either the affordable purchase price or the appraised/market price, whichever is less. The ordinance requires that this home be held as income restricted for a minimum of 10 years.

Since the initial application of the inclusionary provisions, a number of concerns have surfaced:

- *The formula for calculating home price as provided in the ordinance is too simplistic and does not address realistic costs*

  The formula used to determine the price of a home calculates the affordable purchase price based on the interest rate for a 30-year fixed rate mortgage and a family paying 30 percent of its gross monthly income on a principal mortgage. The formula does not take into consideration the other ongoing housing costs such as property taxes and homeowner's insurance. In a down market, the difference between the market price and a restricted income price can be nonexistent. Additionally, the costs not included in the calculation, which in many instances include added assessments and special taxes, can make the units unaffordable in terms of fixed monthly costs as a percentage of monthly income.

  For example, for an affordable unit with three bedrooms, the affordable purchase price is calculated based on an annual income of $59,300 for a low income household of four persons and assumes a 30-year fixed interest rate mortgage of 3.76 percent (HSH Financial Publishers, 5/20/16, price varies depending on interest rate). While the resulting price of $336,550.10 would be less than the appraised/market price, but still very difficult for a low income buyer to afford, when other costs of homeownership, including property taxes, special assessments, insurance, maintenance and repair costs are factored in.

- *Limited availability of state and federal funds for first time homebuyer loan assistance* - In most instances buyers of the restricted affordable units will require first time homebuyer assistance to make a down payment both in order to qualify for a loan, and to ensure the buyer's monthly mortgage payment is affordable. During the period of 2006 - 2013, the City used HOME (federal), BEGIN and CalHome (state) grants to provide first time homebuyer loans for buyers of new affordable homes (inclusionary units). To a lesser extent the City also used local Redevelopment fund and CDBG grant funds to assist first time homebuyers.

  However; these funding sources are, for the most part, no longer available. HOME first time homebuyer funds are limited and highly competitive. The State 2015 HOME funding competition included only $1,300,000 in funds for first time homebuyer loan activities for the entire state. Moreover; the City's low poverty rate relative to other communities who compete for grants puts the City at a competitive disadvantage as communities with high poverty rates achieve maximum or nearly maximum scores for the poverty rate criteria. Grant opportunities are no longer available for BEGIN and CalHome as the state funds have been exhausted. Redevelopment agencies were dissolved by the state in February 2012 and a declining or stagnant CDBG funding atmosphere makes it difficult to allocate funds for loans when there are other critical community needs such as the rehabilitation of existing affordable housing units.

  Without down payment assistance, most eligible homebuyers cannot afford the affordable units, as the cost is currently calculated. Since those funds are not available, it is difficult to find buyers for the affordable homes.

- *Serves a limited segment of the community, and does not produce a large number of units*
  Since 2006 the City has assisted approximately 70 families in the purchase of affordable units. Of these purchases, 55 required financing assistance from the City totaling $3,039,000, with the average loan assistance of approximately $55,000. During the same period the City provided gap assistance loans for three affordable rental projects (Terracina at Spring Lake, Rochdale Grange, and Mutual at Spring Lake) resulting in approximately 260 units for very low and low income families at a cost of $50,256 per unit. Of the assisted owner-occupied affordable units, there have been some instances of units being sold to other qualified buyers. In those cases where units were not sold to low income buyers or were foreclosed upon, they drop out of the City's affordable housing program and cease to be a community affordable housing resource. However, the rental projects assisted with City loans will continue to provide affordable housing for decades.

- *The units may end up being released as market rate units before 10-years*
  Once a subdivision is approved, then a developer must have an Inclusionary Housing Agreement (IHA) approved which is a negotiated agreement between the developer and staff. Based on early negotiations with Spring Lake owners, IHA's have included a marketing "time out provision" which in effect provides that a unit which has been marketed as a restricted income unit could be released from those restrictions after 210 days, if a qualified buyer has not been found. Recent examples of affordable units being lost include the Parkview and Huntington Square projects. For Parkview, one affordable unit has been sold to a low income buyer, four units have gone market rate, and two units remain. Construction of the affordable units at Huntington Square occurred during the period of 2011 - 2014 and three units were sold to low income buyers and thirteen units went market rate. Brookstone by Lennar is currently

being marketed and has 10 affordable units of which one was purchased by a low income household.

Staff feels that the possibility for loss of the initial unit should be removed from the individual agreements, or alternative requirements, such as paying the city the equity difference for the lost unit, should be imposed if a unit will be lost.

***Development Agreements***

Resolution No. 3542, adopted on May 15, 1990, established procedures for the consideration of Development Agreements in Woodland. These procedures essentially parallel the requirements of Section 65864 *et.seq*. of the Government Code. Development agreements allow the City to negotiate the vesting of certain development rights for the applicant in exchange for benefits to the City that might not otherwise be required of a developer. The City has negotiated Development Agreements with a number of developers that include requirements to provide units or funding for affordable housing. The City can use these negotiated agreements to require that developers provide support for affordable housing in different ways, outside the scope of the City's Inclusionary Housing Ordinance or the SLAHP, including the payment of "in-lieu" affordable housing fees.

**Additional Concerns Identified by the Community**

During the review of recent development projects, City staff has received comments from members of the community regarding the implementation of the City's affordable housing requirements. The concerns are outlined below.

- *Not requiring developers to do what the ordinance requires*
  At recent meetings, some commenters have asserted that the City is not requiring developers to comply with the Inclusionary Housing Ordinance because the City has instead allowed developers to use alternative means of meeting affordable requirements, including the payment of in-lieu fees. City staff has negotiated alternative approaches with developers in part based on concerns over some of the issues with the City's existing requirements, as outlined above, and in part in an effort to ensure that the City can meet the needs of more segments of the community. In-lieu fees can be used in a variety of ways to assist in the production of affordable housing, and offers the City more flexibility in meeting is goals. While some have asserted that it is easier for the developers to simply pay a fee rather than produce affordable units, City staff supports fees in appropriate instances, in part because they provide a definite source of assistance for affordable housing, while the City has lost a number of inclusionary units in recent years, as outlined above.

- *Are the fees that are charged high enough?*
  This has been the subject of some concern. Staff had felt that the baseline of $50,000 per affordable unit, as adjusted for density, was a reasonable amount. It does not provide the full cost of that unit, but provides a subsidy amount that may allow a market rate unit to be developed as affordable. Further; the $50,000 was considered similar to the average subsidy provided by the city for each restricted MF unit since 2006. Further study of fees may be undertaken and /or negotiated utilizing development agreements.

  Based on recent projects that have been approved, and discussed, approximately $2,780,000 could be generated as follows:

  - Cal West - The applicant has the option of either providing the affordable units and waiting to see if qualified buyers can be found, or paying a total of **$570,000**. This amount is based on the calculation that the project has a requirement of 19 affordable units at a fee amount of $30,000 per unit. The overall cost is then typically spread over all the units and charged at a per unit amount.

- Spring Lake Central - The fee shall be in the amount of Fifty Thousand Dollars ($50,000) per required affordable R-4 unit, Forty Thousand Dollars ($40,000) per required affordable R-5 unit, and Thirty Thousand Dollars ($30,000) per required affordable R-8 unit. This Project requires Thirteen (13) R-4 low-income single-family units, Ten (10) R-5 low-income single-family units, and Eighteen (18) R-8 low-income single-family units to be built. In lieu of constructing the affordable housing units, OWNER agrees to pay Four Thousand Two Hundred Forty Dollars ($4,240) *per unit, payable at building permit issuance for each single family unit*, for a total of One Million Five Hundred Ninety Thousand Dollars **($1,590,000**).

- Prudler - The project as proposed requires eight (8) R-5 affordable units (8 x $40,000 per unit) and ten (10) R-8 affordable units (10 x $30,000 per unit), for a total in lieu fee of $**620,000, or $3,388 per unit.**

Looking forward to possible future development projects over the next couple of years the following is possible:

- *Oyang* - A possible future development project which potentially could result in up to 36 affordable single family units with an estimated fee amount of **$1,800,000. (**Resulting in a possible total in-lieu fee amount of $4,580,000). In addition, a possible 4.5 acre land dedication site to meet the multi-family requirement is being discussed with the developer.

In-lieu fees could be used to leverage tax credits and other external funding to complete the second phase of the Mutual Housing project as well as well construct a new affordable rental project on the land dedication site.

- *Concern over use of funds that may be accumulated and how they may be used*
  The fees would be deposited into a Housing Trust Fund. Use of those fees may be evaluated further by the City Council and perhaps a priority list of needs and criteria may be determined by the Council or a subcommittee. There are multiple activities for which housing fund may be utilized including but not limited to first time homebuyer, multi-family rent restricted projects, existing homeowner rehabilitation, acquisition and rehabilitation of rental multi-family units, and special needs housing programs. Assessing community need will be an important component of determining priorities.

To address the issues over the last year staff has been negotiating on a case by case basis through the Development Agreement process. It is felt on all sides that it would be best to have a set policy that can be followed and that it should be broad enough to allow choices to suit different situations.

**Recommended Policy Options:**

It is through the strategic and combined use of local regulatory options that the city will be able to provide continued assistance to meet affordable housing needs to address a broad cross section within the community.

The inclusionary housing ordinance is a key local tool that the City has available and it is essential to make sure that it works as well and provides a broad range of choices to meet community needs.

City staff believes that the current approach set forth in the Inclusionary Housing Ordinance is too rigid, and that there are a number of issues that hinder its effective implementation. Staff believes that the ordinance should be revised to address some of the issues outlined above, including the calculation of the affordable housing price. Additionally, staff believes that both the City and the development community would benefit if the ordinance provided more flexibility in providing for affordable housing. Many communities provide for a "menu" of options that developers can use to meet affordable housing requirements, including production of units, payment of fees, land dedication, and other approaches. This provides developers with flexibility, and provides the City with additional resources to produce affordable housing, including not just units, but also funds and land that can be dedicated for construction of affordable housing. The menu of options could include:

- Applicants provide the required on-site restricted housing
- Applicants provide payment to the city for units that may "time out"
- Accept in-lieu fees that are established by the City
- Accept Land Dedication site
- Allow development on another qualified site

Staff believes these options will help the City to develop more units and serve a broader cross-section of the community, especially in light of the limited funds that are currently available for affordable housing.

**Policy Direction**

After receiving a general overview from Staff and comments on the current and potential policy directions, staff requests the City Council provide feedback regarding policy direction(s) they would like considered:

- Request for additional information or specific items on a program concept or policy that the Council would like to discuss further
- Consideration of development of funding priorities and further program development

**Conclusion**

Staff recommends that the City Council hold a workshop to receive information concerning affordable housing for the City of Woodland and to provide direction regarding possible policy and program options, including;

1. Direct staff review the City's affordable housing ordinance and prepare amendments that would offer greater flexibility to respond to community needs and market conditions,

2. Direct staff to prepare a plan to be considered with the affordable housing ordinance amendments that prioritizes the use of affordable housing funding; and

3. Confirm the City's preference, until formal amendments can be made to the ordinance, for projects to pay an in-lieu fee for required affordable for-sale units instead of constructing the units.

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**ATTACHMENTS:**
Attachment A - Affordable Housing Ordinance 6A
Attachment B - Survey of Communities

CHAPTER 6A. - AFFORDABLE HOUSING.* **

**Sections:**

Article I. - Findings and Purpose.

Sec. 6A-1-10. - Findings.

The city council finds and determines that:

(a) It is a goal of the city to achieve a balanced community with housing available for households with a range of income levels.

(b) Increasingly, persons of very low, low and moderate income who work and/or live within the city are unable to locate housing at prices they can afford and are increasingly excluded from living within the city.

(c) The high cost of newly constructed housing does not, to any appreciable extent, provide housing affordable to very low, low and moderate income families, and continued new development which does not include an affordable housing component or contribute toward lower cost housing will further aggravate the current housing problems by reducing the supply of developable land.

(d) The housing shortage for persons of very low, low and moderate income is detrimental to the public health, safety and welfare of the residents of the city.

(e) It is a public purpose of the city, and a public policy of the state as mandated by the requirements for a housing element within the city's general plan to make available an adequate supply of housing for persons of all economic segments of the community;

(f) State and federal funds to assist in the construction of new affordable housing are limited, and the city has limited resources with which to leverage these state and federal funds.

(g) In order to meet the city's share of regional housing needs for very low, low and moderate income families, the city's housing element requires that a portion of the dwelling units contained in new residential developments be affordable to very low, low and moderate income families.

(Ord. No. 1393, § 3 (part).)

Sec. 6A-1-20. - Purpose.

The purpose of this chapter is to enhance the public welfare and assure that new residential developments contribute to the attainment of the city's housing goals by increasing the production of dwelling units affordable by families of very low, low and moderate income.

(Ord. No. 1393, § 3 (part).)

Article II. - Definitions.

Sec. 6A-2-10. - Definitions.

As used in this chapter:

"Affordable" means a unit provided at an affordable rent or affordable housing cost.

"Affordable housing cost" for a purchaser means the monthly amount that is affordable to a low or moderate income household. The method for calculating affordable housing costs is included in Section 6A-5-30 of this chapter.

"Affordable housing ordinance" means Chapter 6A, Affordable Housing, of the city of Woodland's city code.

"Affordable purchase price" means the maximum sale price a qualified purchaser may be required to pay for the affordable unit, as determined in accordance with the provisions of this chapter.

"Affordable rent" means the monthly rent that is affordable to a low or very low income household. Affordable rent shall be calculated using fifty percent of Yolo County area median income for very low income households and eighty percent for low income households, adjusted for household size. The method for calculating affordable rent is included in Section 6A-4-40 of this chapter.

"Area median income" has the definition set forth in Section 50093 of the California Health and Safety Code, as that section may be amended from time to time.

"City" means the city of Woodland.

"City manager" means the Woodland city manager or his or her designee.

"Community development director" means the director of the Woodland community development department or his or her designee.

"Density bonus" means an entitlement to build a number of dwelling units in excess of that number which would otherwise be permitted under the general plan and zoning code.

"Developer" means the owner of any real property upon which a residential project is to be constructed and/or the applicant for development of any such project.

"Dwelling unit" or "unit" means one room or a suite of two or more rooms designed for, intended for or used by one household as their principal residence, which family lives, sleeps and cooks therein, and which unit has at least one kitchen or kitchenette.

"For-sale units" means those dwelling units developed as part of a residential or mixed-use project which the developer intends will be offered for individual sale or which could be offered for individual sale, including but not limited to detached homes, duplex units, condominiums and cooperatives.

"General plan" means the general plan of the city, as it may be amended from time to time.

"Inclusionary housing agreement," "regulatory agreement" or "agreement" means the agreement between the developer or owner of a residential project and the city that contains specific plans for implementing the affordable housing requirements of this chapter for the specific project.

"Inclusionary unit" means a dwelling unit developed pursuant to an inclusionary housing agreement to satisfy the requirements of this chapter, including for-sale units available at an affordable housing cost, and multifamily rental units available at an affordable rent.

"In-lieu fees" means a fee paid to the city's affordable housing fund to facilitate the construction of housing units for very low and low income households. The method for calculating in-lieu fees is included in Section 6A-5-20 of this chapter.

"Low and very low income" means those income levels determined periodically by the U.S. Department of Housing and Urban Development based on the Yolo County area median income levels adjusted for family size. A low income household shall be a household earning over fifty and less than or equal to eighty percent of the area median income, adjusted for family size. A very low income household shall be a household earning less than or equal to fifty percent of the Yolo County area median income adjusted for family size.

"Market-rate unit" means a unit not restricted to an affordable housing cost or affordable rent.

"Moderate income" means the income level determined periodically by the U.S. Department of Housing and Urban Development based on the Yolo County area median income levels adjusted for family size. A moderate income household shall be a household earning over eighty and less than or equal to one hundred twenty percent of the Yolo County area median income adjusted for family size.

"Multifamily rental units" means those dwelling units developed as part of a residential project which the developer intends will be offered for rent or which are customarily offered for rent.

"Notice of intent to sell" means the notice provided by owners of for-sale units to the city of their intent to offer their unit for sale. The covenants recorded against the property on which the unit is located shall provide that the owner shall provide a notice of intent to sell in the manner prescribed in this chapter.

"One location" means all adjacent land owned or controlled by the same owner, the property lines of which are contiguous at any point, or the property lines of which are separated only by a public or private street, road or other public or private right-of-way.

"Owner" includes a person, persons, firm, partnership, association, joint venture, corporation, or any public or private entity or entities or the owner's agent or assignee.

"Qualified purchaser" means a person or household approved for ownership of an affordable dwelling unit by the community development director in accordance with the provisions of this chapter.

"Residential lot" means any parcel of land created with the intention that it will be used for the development of a dwelling unit.

"Residential project" or "project" means any project involving the construction of two or more dwelling units at one location and requiring the issuance of a building permit, including in the aggregate all dwelling units or residential lots for which discretionary approvals have been applied for from or granted by the city.

"Special needs housing" means housing for certain disadvantaged groups, including but not limited to, seniors, disabled and homeless persons or families.

"Zoning code" means the zoning code of the city, as it may be amended from time to time.

(Ord. No. 1393, § 3 (part).)

## Article III. - General Provisions.

### Sec. 6A-3-10. - Application of affordable housing ordinance.

The requirements contained in this chapter shall apply to all new residential projects located within all existing or new areas of the city, except as noted in this section.

(a) Southeast Area Specific Plan. For residential projects located on parcels designated for residential use by the southeast area specific plan ("SEASP"), in the event of a conflict between the provisions of this chapter and the SEASP, the applicable provisions of the SEASP shall control. However, residential projects located on parcels within the SEASP that are rezoned for residential use shall be subject to all requirements and provisions of this chapter.

(b) Spring Lake Specific Plan. The affordable housing ordinance shall regulate development of affordable housing in the Spring Lake specific plan ("SLSP") except to the extent that a specific provision or regulation in the SLSP conflicts with the affordable housing ordinance. In this event, the SLSP shall control. Where the SLSP is silent or ambiguous, the provisions of this chapter shall apply directly for the purpose of interpretation, as appropriate.

(c) Publicly Subsidized Projects. For residential projects that receive local, state or federal subsidy with requirements and regulations differing from this chapter, the stricter provisions pertaining to affordability shall prevail.

(Ord. No. 1393, § 3 (part).)

Sec. 6A-3-20. - General inclusionary housing requirements.

The affordable housing ordinance specifies requirements based on unit type as follows:

(a) For-Sale Units.

(1) Ten percent of new for-sale units shall be affordable to low income households.

(2) This requirement shall apply to all for-sale projects of at least eight units in size. Calculations of required affordable units that result in a fraction of a unit shall be rounded up to the nearest whole unit.

(3) The city council may determine the need to implement an additional requirement for ten percent of new for-sale units to be affordable to moderate income households, based on prevailing conditions in the housing market. Such a finding would require an amendment to this chapter as well as an amendment to the Spring Lake specific plan and Spring Lake affordable housing plan.

(b) Multifamily Rental Units.

(1) Ten percent of all multifamily rental units shall be affordable to low income households and twenty percent shall be affordable to very low income households; or

(2) Twenty-five percent of the units shall be affordable to very low income households.

These requirements shall apply to all multifamily rental projects of at least ten units. Calculations of required affordable units that result in a fraction of a unit shall be rounded up to the nearest whole unit.

(3) For infill multifamily rental projects of less than forty units located within the redevelopment project area the city council may determine, that based on substantial evidence provided by the developer, standard application of the inclusionary requirement will make the project infeasible to develop. For projects in which such a determination is made, the following shall apply:

(A) The project shall receive at least two of the bonus incentives provided in Section 25-21-25 of the Zoning Ordinance (Bonus Incentive Projects) if the granting of such incentives will allow the developer to meet the standard level of affordability for very low and low income households required by this section.

(B) If, even with bonus incentives, the project is determined to be infeasible under the standard affordability requirements, the project shall be required to include a minimum of at least the percentages of units affordable to very low, low and moderate income households required by California Redevelopment Law, as it may be amended from time to time.

(Ord. No. 1393, § 3 (part).)

Sec. 6A-3-30. - Inclusionary housing agreements.

(a) The inclusionary housing agreement or regulatory agreement, is the means by which the city ensures that a residential project complies with the applicable affordable housing requirements. An applicant shall enter into a written inclusionary housing agreement with the city that specifically sets out the manner in which affordable housing obligations will be met under the terms of this chapter.

(b) The inclusionary housing agreement shall be executed by the applicant and the city. The applicant's proposed tentative map will be subject to the conditions of the inclusionary housing agreement. The inclusionary housing agreement shall be completed and signed prior to approval of the applicant's final map. The agreement shall contain all the applicable information identified in the agreement checklist provided in this section.

(c) This agreement must include an acknowledgment that the applicant received a copy of the affordable housing ordinance. Moreover, the agreement must obligate the applicant to provide a copy of this agreement to anyone to whom the subject residential lots or units are transferred or sold.

(d) The inclusionary housing agreement shall provide assurances satisfactory to the city attorney, community development director, housing specialist and city manager of the applicant's obligation and capacity to meet the affordable housing obligations under this chapter. The inclusionary housing agreement shall also include all applicable and necessary information and obligations including, but not limited to, those items listed in the agreement checklist below. A memorandum of the inclusionary housing agreement shall be recorded with the Yolo County recorder's office.

(1) Agreement Check List.

(A) The inclusionary housing agreement shall contain the following information:

(i) Location, zoning designation and ownership of the residential project;

(ii) The number of affordable dwelling units that the applicant is responsible to provide at each income level;

(iii) The exact location of the affordable dwelling units (i.e., identify specific lots for affordable for-sale units and site or parcel for multifamily rental projects);

(iv) The dwelling unit mix and square footage of the affordable dwelling units as compared to dwelling unit mix and square footage of the market-rate units;

(v) Term of affordability for the affordable dwelling units;

(vi) Scheduling and phasing of construction of affordable dwelling units;

(vii) Identification of applicant-funded subsidy or financial assistance, if any, for affordable for-sale units;

(viii) Affirmative marketing plan that ensures outreach to income-eligible households regarding the availability of affordable dwelling units. Such affirmative marketing shall at least include advertising in the local newspaper and sending notices to local government and nonprofit agencies that serve very low and low income persons and families. The city shall maintain an updated list of these agencies;

(ix) Specify if any or all of the affordable dwelling units will be special needs housing for seniors, disabled, homeless persons or other special needs population and, if so, the unique features or services that are appropriate for that special needs population. The city will participate in securing funding for those projects that provide special needs housing units. The city's special needs housing demand will be addressed as guided by the housing element, and based on any new information regarding increased need or demand for special needs housing as it becomes available from the census or other sources;

(x) Detailed description of for-sale affordable units, if different than market-rate units, including floor plan and list of amenities and features of the unit.

(B) In addition, the inclusionary housing agreement shall include the following terms:

(i) Assurances, to the extent feasible, that the affordable dwelling units will be constructed concurrently with, or prior to, market-rate units in the residential project. In phased developments, inclusionary units may be constructed and occupied in proportion to the number of units in each phase of the residential project. If, as approved by the city, the affordable housing obligation is proposed to be satisfied by land dedication or by a separate third party development agreement (such as an affordable housing developer) and it is not feasible to develop the affordable units prior to or concurrently with the market-rate units, the agreement must identify the specific residential lots on which the affordable units will be developed. Developers of for-sale residential projects who construct the required affordable units concurrent with their market-rate development shall receive an automatic one hundred percent waiver of all building plan check fees (not impact fees) for the affordable units (this excludes re-inspection fees);

(ii) Affordable rental dwelling units shall be dispersed throughout the residential project and shall be indistinguishable from market-rate units within any project, including identical quality and amenities as the market-rate units;

(iii) Inclusionary housing agreements for rental residential projects shall include the requirement that the project will be subject to the city's affordable housing monitoring program to ensure ongoing compliance with the affordable housing obligations set forth in this chapter and the inclusionary housing agreement, including payment of an annual monitoring fee (the amount of the fee is to be determined by the city based on estimated cost to monitor the affordable housing units, and shall be stated in the city's "Affordable Housing Monitoring Program Policies and Guidelines"). The inclusionary housing agreement for a rental residential project shall also include the provisions required by Section 6A-4-60 of this chapter;

(iv) Mechanisms for reservation, protection and disclosure of affordable lots for projects. Description of language in disclosure documents for use by real estate agents, and visible and prominent signage at residential projects advertising the availability of affordable dwelling units.

(C) If the applicant is proposing to meet the affordable housing obligation by land dedication, then the inclusionary housing agreement shall contain the following additional information:

(i) Location and description of dedicated site and the residential lot(s) contained therein;

(ii) Description of physical suitability, economic feasibility, general plan designation and zoning, infrastructure, frontage improvements and utility connections available at the dedicated site sufficient to allow for the development of the affordable dwelling units;

(iii) Number of dwelling units that may be developed on the residential lots sufficient to meet the affordable housing obligation;

(iv) Number of dwelling units at each income level (i.e., very low, low or moderate income) to meet or exceed land dedication affordability requirements.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-3-40. - Outreach and marketing requirements.

(a) Preferences. The city may choose to establish preference categories for the inclusionary units. Possible preferences could include the following:

(1) Persons who have been displaced by a project in Woodland;

(2) Persons who work for the city or for the Woodland joint unified school district;

(3) Persons who live or work within the city; and

(4) All other income-eligible persons.

(b) Outreach and Marketing.

(1) Affordable Housing Marketing Plan. Prior to marketing the inclusionary units, the developer shall submit an affordable housing marketing plan to the city for approval. The affordable housing marketing plan shall outline the developer's plan to identify qualified purchasers (in the case of for-sale projects) or renters (for rental projects) for affordable units throughout the marketing period of a residential project. Substantial evidence shall be submitted to the city that establishes, to the city's reasonable satisfaction that the developer complied with the submitted affordable housing marketing plan and affirmatively marketed the units throughout the relevant marketing period. The affordable housing marketing plan shall include, but not be limited to, the following:

(A) Advertise the availability of the affordable units by placing in newspapers of general circulation in Yolo County and the greater surrounding region no less than eight advertisements, of which no less than three shall be in the Daily Democrat and at least two shall be in a publication with a regional scope. At least one advertisement shall be in a language other than English, such as Spanish. The advertisements in the Daily Democrat shall be at least sixteen square inches. In the event these publications are defunct or space is not available, the community development director shall designate comparable alternative advertising. Advertising shall be required for each release of affordable housing units;

(B) No later than the date of issuance of a building permit for the units, provide written notice to a list of housing organizations and other agencies serving low and very low-income persons and families available from the city informing these organizations of the availability of the affordable units, and requesting that these organizations assist in publicizing the availability of the affordable units to their members and clients;

(C) Place a sign on the site of the residential project advertising the availability of the affordable units and providing contact information throughout the marketing period. This information can be integrated into the primary project sign or included on a separate stand-alone sign with comparable visibility. To the extent possible without obstructing necessary construction activity, the sign described shall be oriented, formatted and situated in such a manner that it is visible to the maximum number of pedestrians and drivers on the nearest public street;

(D) Advertise in such other mediums, such as the internet, as is reasonably necessary to affirmatively market the affordable units.

(2) Because of the high demand for affordable for-sale units, a lottery system shall be used by the city or the developer to select potential buyers.

(A) Such a lottery or alternative selection process shall be conducted in a fair, unbiased, and non-discriminatory manner, if possible by a third party agreed upon by both the city and the developer. Employees of developers and their families shall not be given preferential treatment in the marketing of the affordable units or in the selection of qualified purchasers.

(B) To enter into the lottery, the developer must ensure that the affordable units will be completed within one hundred eighty days from the contract date. Extensions may be granted by the community development director for delays beyond the control of the developer such as weather.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Article IV. - Requirements for Rental Projects.

## Sec. 6A-4-10. - Standards applicable to rental projects.

(a) Percentage of Affordable Units.

(1) Pursuant to this chapter, Section 6A-3-20, any developer of a multifamily rental project of at least ten units shall make at least twenty percent of the units on-site affordable to and occupied by very low income households and ten percent of the units affordable to and occupied by low income households. In the alternative, the developer may make twenty-five percent of the units affordable to and occupied by very low income households.

(2) As previously outlined, for infill multifamily rental projects of less than forty units located within the redevelopment project area the city council may determine, that based on substantial evidence provided by the developer, standard application of the inclusionary requirement will make the project infeasible to develop. For projects in which such a determination is made, the following shall apply:

(A) The project shall receive at least two of the bonus incentives provided in Section 25-21-25 of the Zoning Ordinance (Bonus Incentive Projects) if the granting of such incentives will allow the developer to meet the standard level of affordability for very low and low income households required by this section.

(B) If, even with bonus incentives, the project is determined to be infeasible under the standard affordability requirements, the project shall be required to include a minimum of at least the percentages of units affordable to very low, low and moderate income households required by California Redevelopment Law, as it may be amended from time to time.

(b) Term of Affordability. The affordable rental units constructed on-site shall be permanently affordable.

(c) Requirements for Construction.

(1) The affordable units in any one multifamily rental residential project shall be identical to the market-rate units in quality, amenities, size, and number of bedrooms. The affordable units shall also be visibly indistinguishable from the market-rate units and not be segregated from the market-rate units. Clustering of affordable units is allowed only if required to facilitate the construction of the project. A developer may meet the residential project's affordability obligation by either designating specific individual units as affordable units or using a system of "floating units" where the affordable units may change. However, in either option, the residential project must always contain the required number of inclusionary units. The developer shall indicate the preferred option to the city as part of the implementation of the city's affordable housing monitoring program guidelines.

(2) If a multifamily rental project has a variety of dwelling unit types with different sizes and number of bedrooms, the developer shall designate affordable units in substantially the same proportion as the market-rate units. For example, if a project has one hundred rental units in the following sizes: fifty two-bedroom, forty one-bedroom, and ten three-bedroom and twenty-five of the total number of units are affordable to very low income households (i.e., twenty-five percent), then fifty percent of the affordable units should be two-bedroom, forty percent one-bedroom and ten percent three-bedroom.

(3) The mix of the affordable dwelling units may be disproportionate to the market-rate units if the housing needs assessment in the city's current housing element supports such a mix (e.g., if there is a greater identified need for three-bedroom affordable dwelling units than two-bedroom units, then there may be a disproportionately greater share of affordable three-bedroom units in the residential project). Nevertheless, the gross number of bedrooms in affordable units may not be proportionately less than the gross number of bedrooms in market-rate units in the residential project and the floor area of the bedrooms in affordable units may not be smaller than those in the market-rate units as demonstrated in the following example:

A multifamily rental residential project has forty one-bedroom, fifty two-bedroom, and ten three-bedroom dwelling units, which equals one hundred seventy total bedrooms in the project.

If applying the twenty-five percent very low income obligation, then forty-three (.25 x 170) of the total number of bedrooms in the project must be affordable to and occupied by very low income households. In addition, the total square footage of these forty-three affordable units must not be less than twenty-five percent of the total square footage of all the bedrooms in the project combined.

(d) Criteria for Size and Design of Special Needs Units.

(1) For multifamily rental projects that include units that meet categories of special needs housing, the criteria for size and design of these units will be addressed by the city on a project-by-project basis as guided by the housing element, and based on any new information regarding increased need or demand for special needs housing as it becomes available from the census or other sources. The city will participate in securing funding for those projects that provide special needs housing units in a greater amount of special needs units than required by state or federal law.

(2) Builders of multifamily rental projects shall comply with applicable state or federal laws regarding accessible design features for persons with disabilities.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-4-20. - Incentives available to rental projects.

Density Bonus. As a matter of right for qualified projects, a developer shall be entitled to a density bonus of up to twenty-five percent as permitted under California Government Code Section 65915 for on-site construction of affordable units. See City Code Section 25-21-25 (Bonus Incentive Projects) for more information on bonus incentives.

(Ord. No. 1393, § 3 (part).)

Sec. 6A-4-30. - Land dedication for rental projects.

(a) Land Dedication Option.

(1) A developer may be allowed to make an irrevocable offer of dedication to the city or its designee of sufficient land to satisfy the affordability requirement under this section, if either:

(A) The developer demonstrates to the city council that it is not feasible to develop the affordable dwelling units on-site as part of the rental residential project; or

(B) In the judgment of the community development director, the developer's proposed land dedication would accomplish the objectives of this chapter.

(2) Dedicated sites for rental residential projects shall be a minimum of two acres unless the city agrees to a smaller site based on a special housing need. The dedicated site shall be economically feasible to develop, of sufficient size to build the required number of affordable units and physically suitable for development of the required affordable units prior to the dedication of the land. The dedicated site shall also have appropriate general plan designation and zoning to accommodate the required units, be fully improved with infrastructure, frontage improvements (i.e., curb, gutter, walk), paved street access, utility (i.e., water, gas, sewer and electric) service connections stubbed to the property lines, and other such off-site improvements as may be necessary for development of the required affordable units or as required by the city.

(3) The city may approve, conditionally approve, or reject such offer of land dedication of any specific property. If the city rejects such an offer of land dedication, the developer shall be required to meet the affordable housing obligations by other means set forth in this chapter.

(b) Density Credit. In determining the amount of land to dedicate to satisfy a developer's affordable housing obligation, the developer shall receive credit for the base density of the dedicated site (e.g., twenty units per acre if the dedicated parcel is zoned R-20).

(c) Development of Dedicated Land. Within one year from the date of conveyance of the dedicated land to the city, the city shall determine, at its discretion, whether the dedicated land will be:

   (1) Developed by the city to produce the required affordable dwelling units; or

   (2) Conveyed to an affordable housing developer approved by the city to produce the required affordable dwelling units. The city council shall determine which affordable housing developer shall be conveyed the land required to produce the affordable dwelling units.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-4-40. - Procedure for determining affordable rent.

(a) The method for calculating the affordable rent for an inclusionary unit is shown in this section. This method shall apply to both low and very low income inclusionary units. The community development department shall review these assumptions and procedures annually and make revisions as necessary.

(b) The community development department will calculate the initial affordable rents for a residential project at the time that the units will be marketed and made available for rent. The developer is to provide information on the utilities that will be included in the rent and the utilities for which the tenants will be responsible (including the specific type of service).

(c) The following procedure will be used for determining affordable rent:

   (1) Calculate Income Available for Housing.

      (A) Determine the Family Size Appropriate to the Unit. For purposes of this calculation, "family size appropriate to the unit" means adjusted for a household of one person in the case of a studio unit, two persons in the case of a one-bedroom unit, three persons in the case of a two-bedroom unit, four persons in the case of a three-bedroom unit, five persons in the case of a four-bedroom unit and six persons in the case of a five-bedroom unit.

      (B) Determine the household annual income maximum to use for the affordable rent calculation based on the appropriate household size using the current area median income figures for Yolo County as published by HUD. For a very low income unit, the figure for fifty percent of area median income shall be used. For a low income unit, the figure of eighty percent of area median income shall be used.

      (C) Calculate the amount of monthly income available for housing costs by dividing the maximum household annual income by twelve and then multiplying the maximum household monthly income figure by thirty percent. The resulting figure shall be the household monthly income available for housing costs.

   (2) Estimate Annual Housing Costs. The household allowance for utilities will be estimated based on the utility costs as shown on the current "Allowance for Tenant-Furnished Utilities and Other Services" table prepared by the Yolo County housing authority, using the applicable unit size and unit type (townhouse, garden apartment or high rise). The costs used will be based on the specifications of the particular unit and the utilities provided by the property owner, for example gas or electric for heating, gas or electric for cooking, etc. Utility tables are updated by the Yolo County housing authority every year, and shall be provided by the community development department to developers of rental residential projects in accordance with the city's affordable housing monitoring program. The maximum rental rates of affordable units shall be adjusted as necessary based on changes to these utility tables. With the approval of the community development director, a property owner may provide a utility survey, verified by the city, in place of the Yolo County housing authority's utility tables.

(3) Determine Affordable Rent. Affordable rent for an inclusionary unit is determined by subtracting applicable utility costs from the household monthly income available for housing costs. Current affordable rent levels are reviewed and, if necessary, updated by the community development department at least every year, and shall be provided to developers of rental residential projects in accordance with the city's affordable housing monitoring program requirements. The maximum rental rates of affordable units shall be adjusted as necessary based on changes to household utility allowances or Yolo County area median income levels.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-4-50. - Tenant eligibility requirements for affordable rental units.

(a) Minimum Household Size. The minimum size of any household occupying an affordable rental unit shall be no less than one person per bedroom.

(b) Maximum Income Limitation. Households renting affordable units shall have incomes that do not exceed fifty percent (very low income household) or eighty percent (low income household) of the current area median income for Yolo County as adjusted for household size.

(c) Primary Residence. Eligible households must certify that the unit will be used as a primary residence. Subletting of affordable units is not allowed.

(Ord. No. 1393, § 3 (part).)

Sec. 6A-4-60. - Monitoring and compliance requirements for rental projects.

(a) Each owner of multifamily rental residential projects shall enter into an inclusionary housing agreement (regulatory agreement) with the city for each residential project that contains units with affordability restrictions. As a provision of this chapter as well as the regulatory agreement, the community development department will be responsible for tracking and monitoring all of the city's inclusionary housing units. This includes maintaining a database of all units as well as files with the required regulatory agreements recorded against each property.

(b) Details on the city's affordable housing monitoring regulations and guidelines are outlined in the "affordable housing monitoring program policies and procedures" document, which is available from the community development department. Owners of multifamily rental residential projects that are subject to the requirements of this chapter are required to pay an annual monitoring fee (the amount of the fee is to be determined by the city based on estimated cost to monitor the affordable housing units).

(c) For residential projects that receive a state or federal housing subsidy and are, thus, subject to applicable regulatory agreements and requirements pertaining to each subsidy, these regulatory agreements shall supercede the monitoring requirements outlined in this section.

(1) Multifamily Rental Residential Project Monitoring Requirements. The monitoring requirements of each regulatory agreement between the owner and the city shall include all the rental restrictions listed in this chapter and in addition shall require the following:

(A) Owner shall affirmatively market the rental units by sending advertisements describing the affordable units to local newspapers and to the list of local nonprofit and government housing organizations and agencies that serve very low and low income persons and families;

(B) Owner shall comply with all fair housing laws and not discriminate based on race, ancestry, gender, religion, color, age, national origin, marital status, familial status, sexual orientation, source of income and disability;

(C) Owner shall not discriminate based on any government rental subsidy, including but not limited to HUD Section 8 assistance. Tenants may utilize Section 8 vouchers to assist in renting inclusionary units; however, the rent levels collected for inclusionary units occupied by tenants using Section 8 vouchers shall remain at the affordable level determined pursuant to Section 6A-4-40 of Chapter 6A of this code;

(D) Agree to Rent Affordable Units to Qualified Income-Eligible Households for a Lease Term not to Exceed One Year. At the end of each lease term, the lease may be renewed for up to one year once the owner or manager has re-certified that the household income of the affordable unit remains eligible to the restricted income level of the unit. No household shall be required to terminate its tenancy from such affordable unit absent a showing of good cause. If a very low income household increases its income so that it no longer qualifies as a very low income household during its tenancy, it shall be permitted to remain in the affordable unit as long as its income does not exceed the low income limitation (i.e., eighty percent of AMI). At vacancy, such unit shall be rented to an eligible very low income household and the affordable rent level for a very low income household, unless the affordable unit requirement has been met by renting other vacant units at the appropriate affordable rent level.

(d) Rental projects shall be monitored every year to review tenant incomes and rents. The community development department shall mail letters and forms to all property owners requesting information related to the affordable units, the rents charged, and the current tenants. The project owner is responsible for providing income certification forms (in a format either provided by or approved in advance by the city) to the applicable tenants and returning the completed forms to the city as required by the city's affordable housing monitoring program policies and procedures.

(e) The community development department reviews the information submitted for each residential project to make sure that the project is in compliance with its regulatory agreement. Staff will notify the project owner of any discrepancies and establish the best practice for bringing the residential project into compliance with the applicable requirements of its regulatory agreement in the timeliest manner possible. For example, the project owner may be required to rent out available vacant units within the residential project as affordable units, or rent out other units as they become available as affordable units, in order to meet the affordable units requirement for the residential project.

(Ord. No. 1393, § 3 (part).)

Article V. - Requirements for For-Sale Projects.

Sec. 6A-5-10. - Standards applicable to for-sale projects.

(a) Percentage of Affordable Units. Any developer of a for-sale residential project of at least eight units shall make at least ten percent of the dwelling units affordable to and occupied by low income households. Per Section 6A-3-20 of this chapter, the city council may determine the need to implement an additional requirement for ten percent of new for-sale units to be affordable to moderate income households, based on prevailing conditions in the housing market. As previously stated, such a finding would require an amendment to this chapter as well as an amendment to the Spring Lake specific plan and Spring Lake affordable housing plan.

(b) Term of Affordability. For-sale units shall be affordable for the longest feasible time but not less than ten years. This affordability requirement of at least ten years for affordable for-sale units will be reset at each transfer of title upon re-sale to a qualified low income buyer, as outlined in Section 6A-5-50 of this chapter.

(c) Requirements for Construction.

(1) Number of Bedrooms.

(A) It is the goal that the affordable units "blend in" with the market rate units, which can be achieved through providing a variety of elevations and unit mixes within the residential project. Affordable for sale units may be smaller in square footage than the market rate units in a residential project that trigger the affordable housing obligation to a minimum unit living area of eight hundred fifty square feet. However, a mix of bedroom numbers and greater square footage among for sale homes shall be implemented whenever feasible in order to accommodate larger low-income households.

Except as provided for elsewhere in this section, there shall be an average of three bedrooms provided per affordable unit, and the developer can provide more but not less than the average target, unless it can be clearly demonstrated that a different average is required in order for the units to be sold in the affordable marketplace.

(B) A developer of a for-sale residential project may request an exemption from the requirements of this subsection if, based upon substantial evidence and financial information, such a mixture would be infeasible to the satisfaction of the community development director.

(2) Affordable units shall not be clustered but be dispersed throughout the residential project and be comparable in infrastructure (including sewer, water, and other utilities) and construction quality to the market-rate units. A cluster is considered to be four or more units adjacent to each other. Duplexes shall not be allowed as the only affordable units, unless all units in the development are duplexes. The developer shall submit, along with a map review fee, proposed locations for affordable units with the tentative map for approval by the city. If the developer desires to alter the approved locations of the affordable units, the requested alterations shall be submitted, along with a map review fee, with the final map. The map review fee shall be set by resolution of the city council, as amended from time to time.

(3) Affordable units must be visibly indistinguishable from the exterior in comparison with surrounding market-rate units. Affordable for-sale units may have different interior finishes and features than market-rate units so long as the interior features are durable, of good quality, and consistent with contemporary standards for new housing.

(d) Criteria for Size and Design of Units to Meet Special Needs Housing.

(1) For residential projects that include units that meet categories of special needs housing, the criteria for size and design of these units will be addressed by the city on a project-by-project basis as guided by the housing element, and based on any new information regarding increased need or demand for special needs housing as it becomes available from the census or other sources. The city will participate in securing funding for those projects that provide special needs housing units in a greater amount of special needs units than required by state or federal law.

(2) Builders of for-sale projects shall comply with applicable state and federal laws regarding accessible design features for persons with disabilities. Homebuyers of affordable units shall be offered "universal design" or "visitability" features to be incorporated into the construction of the unit by the builder. Such modifications shall be paid for by the homebuyer, independent of and in addition to the amount calculated as the affordable purchase price of the unit. Information on "universal design" and "visitability" building features is available from the community development department upon request.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-5-20. - Possible alternatives to on-site construction of affordable for-sale units.

(a) Possible Sale or Dedication of Land to Affordable Housing Developers.

(1) In a possible alternative to on-site construction of affordable units, the developer may propose to either sell or dedicate sufficient residential lots to a nonprofit developer to satisfy its affordable for-sale housing obligation if, to the city's satisfaction, it will enable the affordable housing developer to build the for-sale units and sell them at an affordable housing cost to low-income purchasers. Such an alternative proposal shall only be accepted if the community development director determines that the proposal furthers the purpose of this chapter.

(2) At the time of sale or dedication to the affordable housing developer, the residential lots shall be economically feasible to develop, of sufficient size to build the required number of affordable units, and physically suitable for development of the required affordable units. The residential lots shall also have appropriate general plan designation and zoning to accommodate the required number of dwelling units, be fully improved with infrastructure, frontage improvements (i.e., curb, gutter, walk), paved street access, utility (i.e., water, gas, sewer, and electric) service connections stubbed to the property lines, and other such off-site improvements as may be necessary for development of the required affordable units or as required by the city. To exercise this option, the developer shall have a maximum of ninety days from the date that the residential lots are finished with the above improvements to either sell or dedicate the lots to an affordable housing developer.

(b) Land Dedication Option.

(1) If a developer provides substantial evidence to prove that it is not feasible to develop the required affordable units on-site at a residential project, that developer may make an irrevocable offer of sufficient land within the city to satisfy the affordability requirements of this chapter. The dedicated site shall be economically feasible to develop, of sufficient size to build the required number of affordable units, and physically suitable for development of the required affordable units prior to dedication of the land.

(2) The dedicated site shall also have appropriate general plan designation and zoning to accommodate the required number of units, be fully improved with infrastructure, frontage improvements (i.e., curb, gutter, walk), paved street access, utility (i.e., water, gas, sewer, and electric) service connections stubbed to the property lines, and other such off-site improvements as may be necessary for development of the required affordable units or by the city. The city may approve, conditionally approve, or reject such offer of dedication of any specific property. If the city rejects such offer of land dedication, the developer or its designee shall be required to meet the affordable housing obligations by other means set forth in this chapter.

(c) Development of Dedicated Land.

(1) The dedication of land for affordable for-sale lots must result in the development of affordable for-sale units and not multifamily rental units.

(2) Within one year from the date of conveyance of the dedicated land to the city, the city shall determine, at its discretion, whether the dedicated land will be:

(A) Developed by the city to produce the required affordable units; or

(B) Conveyed to an affordable housing developer or other third party who shall enter into an agreement with the city to produce such affordable units.

(d) In-Lieu Fees.

(1) For for-sale residential projects of less than fifty units where the city council determines that it is not feasible or suitable for the for-sale residential project to have on-site affordable units, the city and developer may agree to a contribution of in-lieu fees to satisfy the developer's affordable housing obligation. Only the city may initiate this in-lieu fee option and only where it is demonstrated based on substantial evidence that there is no feasible alternative.

(2) At the time of tentative map approval, if applicable, the city will provide the developer with an estimate of the in-lieu fees for the residential project. This in-lieu fee calculation at the time of tentative map is only an estimate and is subject to revision and verification at the time of

construction, as the estimated sales price of units in the residential project at the tentative map stage may change by the time the project is actually built.

(3) The in-lieu fee for each affordable unit for which the developer is responsible under this provision shall be sufficient to make up the gap between: (i) the affordable purchase price for a low-income household, and (ii) the market value as determined by an appraisal (i.e., the "affordability gap"), plus a fee for administration of the city's inclusionary housing program. The appraisal shall be completed no earlier than six months prior to the calculation of the in-lieu fee. The administration fee shall be assessed per unit of the residential project, and shall be based on an appropriate percentage of the "affordability gap" for affordable units. The in-lieu fee for a residential project shall be determined using the following methodology:

(A) The market value as determined by an appraisal - (minus) the affordable purchase price of a low-income household for the residential project. This amount determines the "affordability gap."

(B) Calculate the inclusionary unit amount for the residential project at ten percent of the total (fractions of a whole unit shall be rounded up).

(C) Multiply the "affordability gap" by the number of inclusionary units required for the residential project.

(4) The product of this calculation plus the administration fee per unit equals the in-lieu fee to be charged for the residential project.

(5) An example of an in-lieu fee calculation for a twenty-unit for-sale single-family residential project is as follows:

| | | |
|---|---|---|
| Market value as determined by an appraisal | = | $250,000 |
| Affordable purchase price for low-income household | = | $150,000 |
| Affordability Gap | = | $100,000 |
| Inclusionary unit requirement | = | 2 units (10% of 20 units) |
| $100,000 Affordability Gap × (times) 2 units | = | $200,000 |
| $200,000 + administrative fee | = | in-lieu fee for the residential project |

(6) If the city determines that the developer may contribute in-lieu fees, the developer must pay such fees as a lump sum prior to the issuance of the first building permit for the residential project. No building permit or certificate of occupancy shall be issued by the city until the developer provides written proof of the payment of all in-lieu fees.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-5-30. - Procedure for sale of affordable units.

(a) Initial Estimate of Affordable Purchase Prices. Prior to entering into an inclusionary housing agreement, at the request of the developer of a for-sale residential project, the community development department will assist developers in estimating the calculations of maximum affordable purchase prices based on the assumptions provided in this section. These estimations shall only be for the purpose of projecting the feasibility of the project and shall not be binding, as prevailing conditions in the housing market and fluctuations in interest rates may affect the final calculation of affordable purchase prices. The timing and procedure for final calculation of affordable purchase prices shall occur pursuant to the provisions of this section.

(b) Method for Sale of Affordable Units. The method for the sale of affordable units is shown in this subsection. The community development department shall review these assumptions and procedures annually and make revisions as necessary:

(1) Units Appraised at Fair Market Value. At the time that the unit will be marketed and made available for sale, the fair market value of the unit will be determined. This determination will be made by a qualified appraiser who will be selected by the community development director and paid for by the developer.

(2) Calculation of Affordable Maximum First Mortgage. The sale of affordable units will be implemented by a "silent second" mortgage program by the city. After the fair market value of the unit has been determined, the city will calculate the affordable maximum first mortgage amount for a qualified low income purchaser of the unit. The following procedure will be used for determining the affordable maximum first mortgage amount:

(A) Determine the family size appropriate to the unit. For purposes of this calculation, "adjusted for family size appropriate to the unit" means adjusted for a household of one person in the case of a studio unit, two persons in the case of a one-bedroom unit, three persons in the case of a two-bedroom unit, four persons in the case of a three-bedroom unit, five persons in the case of a four-bedroom unit and six persons in the case of a five-bedroom unit.

(B) Determine the household income available for the affordable maximum first mortgage calculation for a low income household based on the appropriate household size using the current HUD area median income figures for Yolo County. The calculation of available household income should be based on eighty percent of area median income for the appropriate household size.

(C) Calculate the amount of income available for housing costs by multiplying the income figure by thirty percent. For the purpose of determining the affordable purchase price, the cost of utilities, property taxes, insurance, primary mortgage insurance, maintenance and repair costs, and like expenses are not required to be included in the calculation. Homeowners' association dues may be included in the calculation of affordable purchase price if the community development department determines that such costs would place a substantial burden on the low income homeowners' ability to purchase a home and make monthly mortgage payments.

(3) Limitation of Down Payment Requirement. For purposes of this calculation, required down payments for low income purchasers shall be limited to no more than five percent of the purchase price. The developer or seller may not require a buyer to make a larger down payment but a buyer may elect to make a larger down payment in order to reduce the amount of the first mortgage. This limit to the down payment requirement is intended to provide greater flexibility for low income homebuyers who might find it difficult to provide a higher down payment amount.

(4) Calculation of "Silent Second" and Regulatory Agreement Equity Share. The "silent second" shall be in the amount of one thousand dollars. A note and deed of trust, or other appropriate document, securing the silent second will be recorded and assigned to the city at the time of sale of each affordable unit. The promissory note and deed of trust, or other designated document, will remain a lien against the property, subordinate to the first mortgage. This note will have a thirty-year due date which can be extended by the community development director. The regulatory agreement recorded against the property shall include an equity share baseline

in the amount of the difference between ninety-five percent of the purchase price (or purchase price minus down payment amount) and the amount of the affordable maximum first mortgage. The equity share shall be triggered and calculated at the sale of the affordable unit to a non-qualified purchaser or at a non-affordable price.

(c) Payoff of the Silent Second and Regulatory Agreement Equity Share. The silent second may not be prepaid during its first ten years, as long as the low-income purchaser occupies the unit as their primary residence during this period. The amount due to the city under the equity share provision of the regulatory agreement at the eventual payoff of the silent second or the sale of the affordable unit to a non-qualified purchaser or at a non-affordable price shall be the amount which bears the equal ratio to the fair market value at the time the silent second is paid off as the initial value that the equity share baseline had in relation to the original fair market sales price. For example, if the original sales price was two hundred thousand dollars and the original equity share baseline was fifty thousand dollars, the ratio would be twenty-five percent. If the fair market value at the time of payoff were four hundred thousand dollars, the amount due the city would be one hundred thousand dollars, or twenty-five percent of four hundred thousand dollars. In another case, if the property rose in value to two hundred fifty thousand dollars, the twenty-five percent ratio would dictate the payoff amount to the city to be sixty-two thousand five hundred dollars.

(d) Affordable Housing Fund. Funds received by the city through payoffs of equity share provisions of regulatory agreements will be deposited into the city's affordable housing fund. These funds may be used at the discretion of the community development director to make additional affordable housing loans to income-qualified purchasers to facilitate the purchase of homes, to subsidize affordable multifamily projects, or for any other use to promote the development of affordable housing within the city of Woodland. Up to ten percent of each year's income from the affordable housing fund may be used for administration and ongoing monitoring of loans made from the fund.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-5-40. - Homebuyer eligibility requirements for affordable units.

(a) Maximum Income Limitation. Low-income households purchasing affordable units shall have incomes that do not exceed eighty percent of the current area median income for Yolo County as adjusted for household size. In the event that the developer or owner is unable to locate a qualified low-income household purchaser within ninety days, the city shall market for sixty days to households with incomes up to one hundred percent of the area median income for Yolo County as adjusted for household size. If no qualified purchaser has been identified, the city shall then market for sixty days to households with incomes up to one hundred twenty percent of the area median income for Yolo County as adjusted for household size.

(b) Primary Residence Certification. Purchasers must certify that the home will be used as a primary residence.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-5-50. - Resale requirements for affordable units.

(a) Conditions of Owner-Occupancy Hardship.

(1) For so long as the qualified purchaser (owner) owns the unit, the unit will be occupied solely by the owner and the owner's immediate family as the owner's principal place of residency. Notwithstanding the foregoing, however, the community development director may authorize the owner to rent-out the affordable unit, for a cumulative period not to exceed one year, if the owner establishes to the community development director's reasonable satisfaction that the owner-occupancy requirement would cause hardship to the owner because of:

(A) Divorce or separation of the owner(s);

(B) The extended absence from the affordable unit by the owner because of the serious illness or disability of the owner or a member of the owner's household or immediate family;

(C) Absolute necessity for immediate relocation of the owner from the greater Sacramento area for purposes for the owners' employment; or

(D) The owner's loss of employment.

(2) The purpose of the foregoing limited exceptions to the owner-occupancy requirement is to allow the owner to recover from a temporary inability to occupy the affordable unit or to provide for the orderly disposition of the unit in cases of hardship, and is not intended to permit long-term rental of the unit. For these reasons, the term "hardship" shall be narrowly construed and a condition of hardship shall be considered to exist for the minimum possible time.

(b) Procedure for Resale of the Affordable Dwelling Unit. In order to maintain the affordability of the for-sale affordable units the city shall impose the following resale conditions. No for-sale affordable units shall be offered for resale or resold other than in the manner provided herein until the owner or purchaser has owned the house for ten years or longer:

(1) Prior to advertising the availability of the for-sale affordable unit or otherwise offering the unit for sale, the owner shall provide the city with a notice of owner's intent to sell the unit. The notice shall indicate the location of the unit and the number of bedrooms contained in the unit. The notice shall provide the city a period of thirty calendar days after receipt of such notice (resale marketing period) to either:

(A) Provide the owner with an active and current list of interested and qualified purchasers; or

(B) Determine that no interested and qualified purchaser is available.

(2) Following the receipt of such notice, the city shall either complete or require the owner to have completed an appraisal report to determine the fair market value of the unit. This appraised value will be used by the city to determine the seller's equity share provision obligation, equaling the amount which bears the same ratio to the fair market value at the time the note is paid off as the initial value that the equity share baseline had in relation to the original fair market sales price. The city will also use the appraisal of the affordable unit to determine the amount of subsidy in the form of the assumed and possibly increased equity share provision that will be required by the subsequent qualified purchaser of the affordable unit.

(3) Upon receipt of the notice of owner's intent to sell, the city shall also provide the owner with a disclosure form that must be completed by a prospective qualified purchaser and returned to the city. The primary purposes of the disclosure form shall be to:

(A) Provide the city with information that the city will need to confirm that the prospective purchaser of the unit is a qualified purchaser; and

(B) Ensure that the prospective purchaser of the unit is aware of the owner-occupancy and resale restrictions applicable to the affordable unit.

(4) Within three days after executing any contract or agreement for sale of the affordable unit, the owner shall deliver to the city a copy of the contract or agreement, together with the completed and fully executed disclosure form and evidence supporting the prospective purchaser's gross income as shown on the disclosure form. The proposed sale shall be deemed approved unless the city, within ten days after receipt of such information, provides notice to the owner either that:

(A) The proposed sale does not comply with the provisions of this chapter; or

(B) Additional information is required.

If the proposed sale is disapproved or if the city determines that additional information is required, the notification shall be accompanied by a statement of the reason(s) for that decision.

(c) Resale to a Qualified Purchaser.

(1) Each qualified purchaser shall be required to purchase the affordable unit with cash, a mortgage secured by a first deed of trust on the affordable unit, or a combination of the two.

(2) At close of escrow the owner shall assign, and the qualified purchaser shall assume, the note, or other applicable document securing the city's silent second subsidy on the property. The ten-year occupancy requirement and restrictions on re-sale applied to the original qualified purchaser of the affordable unit shall be reset to the date the note or applicable document is assumed by the subsequent qualified purchaser. The subsequent qualified purchaser shall enter into a regulatory agreement with the city which shall be recorded against the property.

(3) The city may provide an additional subsidy (if available) to increase the amount of the equity share provision of the regulatory agreement in order to allow the qualified purchaser to purchase the unit (i.e., increase the percentage of the purchase price which is represented by the equity share baseline).

(4) The city shall subordinate its lien to any commercial lender providing a loan to enable the qualified purchaser to purchase the affordable unit, providing the amount of such loan does not exceed the purchase price for the affordable unit plus the qualified purchaser's actual share of closing costs and other related expenses.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-5-60. - Limited exceptions to resale requirements.

(a) Inability to Identify a Qualified Purchaser.

(1) In the event the owner or the city is unable to identify a qualified purchaser who is able to purchase the unit within the resale marketing period in compliance with the sales timelines of this chapter and the regulatory agreement, the city shall have the right to purchase the unit at the affordable purchase price. If the city decides not to purchase the unit, the owner may, with the prior written consent of the city, sell the unit to a non-qualified purchaser without regard to the purchaser's income. The owner's request to the city to sell to a non-qualified purchaser shall be accompanied by evidence establishing that the owner has actively and in good faith attempted to identify a qualified purchaser for the unit throughout the resale marketing period using affirmative marketing measures. "Affirmative marketing" means that the owner shall have continuously listed the property on the multiple listing service and shall have acted in good faith in responding to inquiries and offers from qualified purchasers.

(2) In the event of an approved resale to a non-qualified purchaser due to the seller's and the city's inability to identify a qualified purchaser within the ten-year occupancy requirement, the seller shall be required to pay off the equity share provision of the regulatory agreement to the city at the close of escrow. The amount due to the city shall be the amount which bears the equal ratio to the fair market value at the time the equity share provision is paid off as the initial value that the equity share baseline had in relation to the original fair market sales price.

(b) Resale Necessitated by Hardship.

(1) The owner may sell the unit to a non-qualified purchaser during the ten-year affordability period and pay off the equity share provision of the regulatory agreement to the city in full if the community development director reasonably determines that the sale of the unit to a non-qualified purchaser is necessary due to circumstances of hardship, or "excluded transfers," which may include:

(A) Financial hardship causing risk of default of the owner's first mortgage;

(B) A transfer resulting from the death of the owner;

(C) A transfer to the owner and his or her spouse as joint tenants;

(D) A transfer resulting from a decree of dissolution of marriage or legal separation or from a property settlement agreement incident to such decree.

(2) No excluded transfer shall be effective unless the city has received a written request to approve the excluded transfer not less than thirty days prior to the proposed date of transfer. Any such request shall be accompanied by documentation supporting the basis for the excluded transfer.

(3) In the event of an approved resale to a non-qualified purchaser necessitated by the seller's circumstance of hardship within the ten-year occupancy requirement, the seller shall be required to pay off the equity share provision of the regulatory agreement to the city at the close of escrow. As previously stated, the amount due to the city shall be the amount which bears the equal ratio to the fair market value at the time the equity share provision is paid off as the initial value that the equity share baseline had in relation to the original fair market sales price.

(4) The city may record a default notice on any affordable unit. In the event of default, the city, in its discretion, may purchase the unit. In the event the city purchases an affordable unit pursuant to this subsection or subsection (a)(1), the city shall take reasonable steps necessary to maintain the affordability of the unit and identify a qualified purchaser. The city shall not maintain ownership and rent the affordable unit.

(c) Resale after Close of Ten-Year Occupancy Requirement.

(1) The resale restrictions for affordable units shall be removed after a qualified purchaser has occupied the unit as their primary residence for at least ten years. However, the silent second note will remain with the property secured by the deed of trust or other applicable document until either: (A) the unit is sold; or (B) the silent second becomes amortized and payable after thirty years per the provisions of this chapter, unless extended by the community development director.

(2) In the event that the affordable unit is resold at fair market value, the equity share provision of the regulatory agreement is due in full at the close of escrow. Again, the amount due to the city shall be the amount which bears the equal ratio to the fair market value at the time the equity share provision is paid off as the initial value that the equity share baseline had in relation to the original fair market sales price.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-5-70. - Monitoring and compliance requirements for for-sale units.

Single-Family Residential Project Monitoring Requirements. Affordable for-sale units will be monitored to make sure that the owners are complying with the occupancy requirement and are not subleasing the property. Certified or return-receipt mailings will be sent to the owners of affordable for-sale units at least once every two years with a form requesting the required certifications. In addition, the mailing should restate the restrictions regarding sale or refinancing of the property.

(Ord. No. 1393, § 3 (part).)

Article VI. - Administration.

Sec. 6A-6-10. - Administration of inclusionary housing program.

The community development department shall be responsible for the implementation of this chapter. Guidelines implementing this chapter shall be maintained by the community development department. Revisions to the guidelines necessary to comply with local, state and federal law may be approved by the community development director. Any other substantive revisions to the administration of the plan shall be made with the approval of the city council affordable housing subcommittee.

(Ord. No. 1393, § 3 (part); Ord. No. 1487, § 3 (part).)

Sec. 6A-6-20. - Administrative review of adverse determinations.

(a) Any applicant or other person who contends that his or her interests have been adversely affected by a determination in regard to this chapter or the guidelines prepared by the community development department for the implementation of this chapter may appeal such determination to city council by filing a written appeal with the city clerk within ten calendar days after the determination or requirement is made. Said appeal shall be accompanied by a filing fee as prescribed by city council resolution. At its next regular meeting after the filing of such appeal, the city council shall set a date for a public hearing on the matter and shall mail notice of the hearing at least ten calendar days prior to said hearing.

(b) The city council may reverse or modify any such determination if it finds that the action under appeal does not conform to the provisions of this chapter or to the guidelines prepared by the community development department for the implementation of this chapter.

(Ord. No. 1393, § 3 (part).)

Sec. 6A-6-30. - Judicial review.

Nothing in this chapter shall in any way preclude or limit any aggrieved party from seeking judicial review after such person has exhausted the administrative remedies provided by this chapter. However, it shall be conclusively presumed that a litigant has not exhausted his or her administrative remedies as to any issue which is not raised in the administrative proceedings authorized in this chapter.

(Ord. No. 1393, § 3 (part).)

Sec. 6A-6-40. - Penalties and enforcement.

(a) Any person violating any provision or failing to comply with any of the requirements of this chapter shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punishable for each offense by a fine, or by imprisonment in the county jail, or by both fine and imprisonment. Such person shall be deemed to be guilty of a separate offense for each and every day during any portion of which any violation of this chapter is commenced, continued or permitted and shall be punished as provided in this chapter.

(b) In lieu of or in addition to the penalties prescribed above, the city may institute such other legal proceedings as it deems necessary and proper for the enforcement of the terms of this chapter, including but not limited to actions for specific performance, injunctive relief, or such other legal or equitable remedies as may be available under state or federal law.

(Ord. No. 1393, § 3 (part).)

# Inclusionary Housing - City Comparison Table

June 2016

| City | Inclusionary Requirements | In-Lieu Fee | Other Alternatives to On-Site Construction | # of Years Units are Required to be Affordable? | Miscellaneous Notes | Reference |
|---|---|---|---|---|---|---|
| **Woodland** | For sale (projects with at least 8 units) - 10% of units shall be affordable to low income households<br><br>Mutlifamily rental units (projects with at least 10 units) - 10% affordable to low income and 20% affordable to very low income, or 25% affordabl to very low income | In-lieu fee: for projects with less than 50 units where city council detemines it is not feasible or suitable to require on-site affordable units, the city and developer can agree to a contribution of in-lieu fees instead. | Developer can propose to sell or dedicate sufficient residential lots to a nonprofit developer to satisfy its obligation or to dedicate appropriate off-site land, subject to approval by Community Development Director. | Rental - units shall be permanently affordable. | | Chapter 6 A of Municipal Code |
| **Elk Grove** | No % requirement, just a fee requirement. | In-lieu fee calculated based on square feet. For interior remodels, calculated based on square feet of new land use minus square feet of existing land use.<br>3,858 per single family unit, $2,314 per multi-family unit.<br>$0.64 - 1.87 per building square foot depending on commercial use (retail, manufacturing, warehouse, hotel). | N/A | N/A | Nexus study prepared by David Rosen<br>Provisions for establishment and use of affordable housing fund (16.89.030)<br><br>Most of the funds are used as gap financing to help private/non-profit developers create affordable units. Technically they are loans with very small payments and no interest. 1,600 affordable units have been developed in the past 13 years, and they have leveraged $64 million over this period. | Chapter 16.88, and 16.89 |
| **Roseville** | 10% of units | Not allowed to provide an in-lieu fee. | Must provide units either on-site or within same Specific Plan area. | | | Housing Element |
| **Davis** | For market rate single-family detached units on lots bigger than 5,000 sq/ft - 25% shall be affordable.<br><br>For market rate single-family detached units on lots smaller than 5,000 sq/ft - 15% shall be affordable.<br><br>For market rate single-family attached units - 10% shall be affordable.<br><br>Ownership Units shall be priced to accommodate income ranges from 80%-100% of area median income.<br><br>Separate requirements for inclusionary % requirement for rental housing developments (Section 18.050.060). | $75,000 per required affordable housing unit (fee schedule). In-lieu fees are subject to city council review based on project size, net density, projected housing costs, and other local objectives (such as smart growth).<br><br>For projects totalling 201 units or more:<br>In-Lieu fees for no more than 50% of the affordable hosuing obligation (if approved)<br><br>For small developments of 15 or fewer units, they shall either meet a construction subsidy or a comination of onsite construction and in-lieu fees. | Acquisition and recordation of permanent affordability restrictions on existing housing units within the city, can count towards requirement subject to city council discretion.<br><br>Land dedication shall be of an irrevocable offer of sufficient land that will accommodate the affordable housing requirement (no less than 2 acres) and have complete public works infustructure already present | Units shall be maintained perpetutity as affordable units | Residential developments consisting of fewer than 5 units are exempt from affordable housing requirments.<br><br>Residential components of a vertical mixed use development are exempt from these requirments.<br><br>"Affordable Housing" is calculated as 35% of gross monthly income.<br><br><u>On Site Construction</u><br>-City can award a density bonus<br>-Developer must provide mix of two- and three-bedromm units w/ a minimum of 50% units as three-bedroom<br>-Community development director shall determine maximum sale price for these units annually | Chapter 18, Article 18.05 |
| **West Sacramento** | Rental Units<br>10% of all rental units in a residential project shall be made afforable to very low income and low income households. 5% shall be affordable to very low income households and 5% shall be affordable to lower income households.<br><br>For-Sale units:<br>10% shall be afforable to low income households. | Housing Trust Fund Program<br>Developers can satisfy all or part of the requirement with a $5,640 per unit in-lieu fee. These funds are used for gap financing loans, infrastructure improvements and studies. | Acquisition, Rehabilitation, and Conversion of exisiting market rate units to inclusionary units.<br><br>Off-site onstruction<br><br>Preservation of At-Risk Units:<br>City manager must determine that the units subject to be acquired are currently affordable units and bare the risk of converting to market rate units within the next 5 years | Rental units - 55 yrs<br><br>For-sale units - 45 yrs | The city shall permit substituition of rental units for for-sale units (to meet all or a portion of the inclusionary obligation) | Chapter 15.40 |

| City | Inclusionary Requirements | In-Lieu Fee | Other Alternatives to On-Site Construction | # of Years Units are Required to be Affordable? | Miscellaneous Notes | Reference |
|---|---|---|---|---|---|---|
| **Sacramento** | Residential project that does not exceed 100 gross acres in size = owner shall pay housing impact fee on all newly constructed market rate dwelling units<br><br>Residential project that does exceed 100 gross acres in size = owner pays the housing impact fee as well as must obtain a city council approval that the development will comply with the the variety of income types listed in the housing element policy.<br><br>**Housing impact fee is subject to city council discussion, and all fees collected shall be placed in low income housing fund<br><br>Development projects in which at least 10% of units are affordable | In-lieu fee for commercial based on square footage and ranges $0.60 to $2.47 per square foot based on type of use (https://www.cityofsacramento.org/layouts/Corporate/FC_Search/GetAttachment.aspx?filename=21000123137982006-02-07Housing_Trust_Fund_Fees.pdf). | Land dedication (must be approved by the Sacramento Housing and Redevelopment Agency). Land dedications must have all site improvements completed.<br><br>Construction of affordable housing units (must be more than 400 feet away from another multi-unit affordable housing dwelling complex). | Development projects with at least 10% affordable units must remain affordable for at least 30 years | Maximum number of affordable dwelling units in any multi-unit dwelling developments shall not exceed 150<br><br>Exemptions from affordable housing obligation include: mobilehome parks, development project adopted prior to October 3, 2000, | Section 17.712.030 |
| **Folsom** | For-sale development projects and rental projects (receiving funding assisitamce from the city) with 10 or more units shall have 10% inclusionary housing units.<br><br>This 10 % shall be 3% very low income units and 7% low income units<br><br>When 4 or fewer inclusionary units are required, the inclusionary units shall be:<br>1 inclusionary unit - one low income unit<br>2 inclusioanry units - one low income unit and one very low income unit<br>3 inclusionary units - two low income units and one very low income unit<br>4 inclusionary units - three low income units and one very low income unit | In-Lieu Fee: must satisfy all of the inclusionary housing requirments: multiply one percent of the lowest priced for-sale residential unit in the proposed subdivision by the total number of for-sale residential units in the proposed subdivision. For custom lot subdivisions where only lots will be sold, multiply one-half percent of the estimated cost of the least expensive homes anticipated for the proposed subdivision by the total number of for-sale lots in the proposed subdivision. | Land Dedication: must be at least the same number of units and infustructure as what the developer needed to provide onsite.<br><br>Off-site Construction: must be within the city limits of Folsom<br><br>Acquisition, Rehabilitation, and Conversion of Market Rate Units: Must be at or above affordable rent rates and then converted into affordable for-sale housing units.<br><br>Conversion of Market Rate Units: developer may convert existing market rate units in Folsom which do noit require rehabilitation and are at or above existing affordable rents to affordable for-sale housing developments<br><br>Open interpretation Alternatives: Developer can propose a different strategy but it must be approved by the city | Rental units - 30 yrs | Inclusionary Housing Unit Size - should accomadate a variety of family sizes and include a mixture of studio, one-, two-, or three-bedroom units<br><br>Projects less than 40 residential units are exempt from unit size requirements. | Chapter 17.104 |
| **Rancho Cordova** | No set requirement for an inclusionary % or an in-lieu fee. They do it on a case-by-case basis throught the Development Agreement process since they have not prepared a nexus study yet. They use Elk Grove's nexus study as a starting point. They are potentially looking at having a nexus study done to include requirements for non-residential projects and to the requirement for residential projects more explicit. | | | | | |

Legislation Text

**File #:** 16-544, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: Long Range Calendar

**Recommendation for Action:** Staff recommends that the City Council receive the Long Range Calendar for informational purposes only.

Staff Contact

Ana Gonzalez, City Clerk - (530) 661-5806, ana.gonzalez@cityofwoodland.org

Background

This calendar is being provided for planning purposes only and is intended to keep the Council apprised of upcoming agenda items and better plan for upcoming Council items.

Prepared by: Ana Gonzalez, City Clerk

Paul Navazio, City Manager

Attachment

# COUNCIL LONG RANGE CALENDAR
# Items subject to removal and/or rescheduling

**JUNE 21ST** — **REGULAR MEETING**

**Committee Reports**
Parks and Recreation Committee Minutes

**Consent Calendar**
Measure E Ballot Measure – 2nd Reading of Ordinance
Contract Award - Well #24 and #26 Water Main Project, CIP #16-09
Final Acceptance and Notice of Completion for Water Trans Main West, CIP #12-05
Approve Review Conflict of Interest Code
City's First Time Homebuyer Loan Program - approval of updated home purchase price limits
Public Utilities Easement at 1000 Kentucky Ave
New / Revised Job Descriptions
Westucky Water System Project - MOU with Yolo County

**Public Hearing**
Gibson Ranch L&L
North Park L&L
West Wood L&L
Streng Pond L&L
Gateway and Spring Lake L&L Public Hearings
2016/17 CDBG Block Grant Allocations
Water Conservation Ordinance Update
Prudler Subdivision (tentative)

**RegularCalendar**
Ballot Measure Language and Resolution Consolidating Election with November General Election
Approve Urban Flood Risk Reduction Program Grant Agreement with DWR, CIP #09-15
FY2016/17 Budget Adoption

**JULY 5TH** — **REGULAR MEETING**

**Minutes**
City Council Minutes of June 7th and June 21st

**Consent Calendar**
SL Park N3 Project, CIP 15-05 Plans and Specifications – Authorize Bid Advertisement

**Public Hearing**
Waste Management Liens

**FUTURE AGENDA ITEMS – DATE TO BE DETERMINED:**
JPA Housing Agreement
Update/Revision of Development Impact Fees
Zoning Ordinance Update – Medical Clinics (Referral)
Beamer/CR 102 Property – ENA
Approve Urban Flood Risk Referral (UFRR) Agreement with DWR
Library Makerspace – Bids and Specs

**FUTURE STUDY SESSIONS (TBD):**
Lower Cache Creek Flood Control Feasibility Study
General Plan Update

300 First Street
Woodland, CA 95695

## Legislation Text

**File #:** 16-525, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: Historic Preservation Commission Meeting Minutes

**Recommendation for Action:** Staff recommends that the City Council receive the minutes of the Historic Preservation Commission meetings of August 19, 2015, October 21, 2015, November 18, 2015, December 16, 2015, January 20, 2016 and March 16, 2016.

**Staff Contact**

Debbie Flemmer, Administrative Clerk, Community Development Department

Paul Navazio, City Manager

**ATTACHMENTS:**
A - August 19, 2015 Meeting Minutes
B - October 21, 2015 Meeting Minutes
C - November 18, 2015 Meeting Minutes
D - December 16, 2015 Meeting Minutes
E - January 20, 2016 Meeting Minutes
F - March 16, 2016 Meeting Minutes

# City of Woodland

## Meeting Minutes - Final

## Historic Preservation Commission

Historic Preservation Commission
c/o Community Development Department
300 First Street
Woodland, CA 95695
(530) 661-5820

**Wednesday, August 19, 2015** | **6:00 PM** | **Council Chambers**

## A. Call to Order

*Meeting was called to order at 6:05 pm*

*Staff Present:*
*Cindy Norris, Principal Planner*
*Erika Bumgardner, Senior Planner*

## B. Roll Call

*Present 4:*
*Chairman Christine Casey, Vice Chairman Cheryl Brookshear, Commissioner Robert Orlins and Commissioner Mark Aulman*

*Absent 1:*
*Commissioner Tabatha Chavez*

## C. Approval of Minutes

16-051 SUBJECT: Historic Preservation Commission Minutes

RECOMMENDATION: Staff recommends that the Historic Preservation Commission adopt the minutes of the Historic Preservation Commission meeting of June 17, 2015.

***Attachments:*** June 17, 2015 Meeting Minutes.pdf

*A motion was made by Commissioner Orlins and seconded by Vice Chairman Brookshear to approve the minutes of June 17, 2015. The motion was carried by the following vote:*
*Ayes: Chairman Christine Casey, Vice Chairman Cheryl Brookshear, Commissioners Orlins and Aulman.*

## D. Secretary's Report

*Erika Bumgardner provided comments.*

## E. Public Comment

*No comments received.*

## F. Communications

*Commissioners Brookshear and Aulman provided comments*

## G. Presentations

## H. New Business

16-069 SUBJECT: General Plan 2035 Update and Progress Report
DATE: August 19, 2015

RECOMMENDATION:
Staff recommends that the Historical Preservation Commission:
1) Receive an update and progress report on the General Plan 2035; and
2) Provide comment for consideration as part of the review process.

***Attachments:*** 1 - February 2013 Staff Report
2 - Current and New Land Use Correspondence Table

## I. Old Business

16-055 SUBJECT: Clark Field Historical Preservation Award Plaque
DATE: August 19, 2015

RECOMMENDATION:
Staff recommends that the Historical Preservation Commission review and consider making findings to support the awarding of an 8 ½" x 11," bronze plaque (see Exhibit A) to Clark Field, a City owned park site, in recognition of the preservation efforts completed at the park by the Clark Field Restoration Committee.

***Attachments:*** Exhibit A - Awards Certificate/Plaque Design

*Commissioner Orlins made a motion to support presenting a plaque to recognize the Historic importance of Clark Field. Motion amended by Chairman Casey to include recognition of Clark Field as a "2015 Historic Presentation Award nominee and recipient," and that the plaque will be presented in recognition of the award. Motion seconded by Commissioner Brookshear. Motion was carried by the following vote:*
*Ayes: Chairman Casey, Vice Chairman Brookshear and Commissioner Orlins*
*Abstention: Commissioner Aulman*

## J. Adjournment

*Meeting was adjourned at 7:55 pm*

# City of Woodland

## Meeting Minutes - Final

## Historic Preservation Commission

Historic Preservation Commission
c/o Community Development Department
300 First Street
Woodland, CA 95695
(530) 661-5820

**Wednesday, October 21, 2015** | **6:00 PM** | **Council Chambers**

## A. Call to Order

*Meeting was call to order at 6:00 pm*

*Staff Present:*
*Erika Bumgardner, Senior Planner*

## B. Roll Call

*Present 3:*
*Chairman Christine Casey, Vice Chairman Cheryl Brookshear and Commissioner Mark Aulman*
*Absent 2:*
*Commissioner Tabatha Chavez and Commissioner Robert Folker*

## C. Approval of Minutes

16-137 SUBJECT: Historic Preservation Commission Minutes

RECOMMENDATION: Staff recommends that the Historic Preservation Commission adopt the minutes of the Historic Preservation Commission meeting of August 19, 2015.

***Attachments:*** A - August 19, 2015 Meeting Minutes

*A motion was made by Commissioner Aulman and seconded by Vice Chairman Brookshear to approve the minutes of August 19, 2015. The vote was carried by the following votes:*
*Ayes: Chairman Casey, Vice Chairman Brookshear and Commissioner Aulman*

## D. Secretary's Report

*Erika Bumgardner provided comments.*

## E. Public Comment

*No public comments received.*

## F. Communications

## G. Presentations

## H. New Business

16-166 SUBJECT: Appointment of a Historical Preservation Commission Subcommittee

DATE: October 21, 2015

RECOMMENDATION:
Staff recommends the appointment of a Historical Preservation Commission (HPC) Subcommittee to develop the HPC 2015/2016 Work Program and Provide Recommendations to the full commission on the potential reallocation of HPC funds.

***Attachments:*** 1 - Sample Work Program

*A motion was made by Commissioner Aulman and seconded by Vice Chairman Casey to approve the recommendation to create a Historical Preservation Commission (HPC) Subcommittee. The motion was carried by the following votes: Ayes: Chairman Casey, Vice Chairman Brookshear and Commissioner Aulman*

*Members of the HPC Subcommittee to be appointed next meeting.*

## I. Old Business

16-171 SUBJECT: Survey of Post-World War II Housing Tracts in Woodland

DATE: October 21, 2015

RECOMMENDATION:
The Historical Preservation Commission is asked to review and take action to approve the Survey of Post-World War II Housing Tracts in Woodland student thesis project (Attachment 1), and direct the project ad hoc subcommittee to proceed with the project and take the necessary steps to select prospective students to undertake this survey effort.

A detailed description of the draft project proposal will be presented to the commission at its meeting on October 21st for review and consideration.

***Attachments:*** 1- Draft Project Proposal

*Vice Chairman Brookshear made a motion to accept the proposal as amended to remove the last sentence of the third paragraph regarding a project stipend, seconded by Commissioner Aulman. The motion was carried by the following votes: Ayes: Chairman Casey, Vice Chairman Brookshear and Commissioner Aulman*

*Commissioner Aulman motioned to approve the Committee to use the proposal to solicit educational institutions and outside sources of funding for the project;*

*seconded by Vice Chairman Brookshear. The motion was carried by the following votes:*
*Ayes: Chairman Casey, Vice Chairman Brookshear and Commissioner Aulman*

## J. Adjournment

*Meeting was adjourned at 6:30 pm*

# City of Woodland

## Meeting Minutes - Final

## Historic Preservation Commission

Historic Preservation Commission
c/o Community Development Department
300 First Street
Woodland, CA 95695
(530) 661-5820

**Wednesday, November 18, 2015** | **6:00 PM** | **Council Chambers**

### A. Call to Order

*Meeting was call to order at 6:00pm*

*Staff Present:*
*Erika Bumgardner, Senior Planner*

### B. Roll Call

*Present 4:*
*Chairman Christine Casey, Vice Chairman Cheryl Brookshear, Commissioner Tabatha Chavez and Commissioner Robert Folker*
*Absent 1:*
*Commissioner Mark Aulman*

### C. Approval of Minutes

16-211 SUBJECT: Historic Preservation Commission Minutes

RECOMMENDATION: Staff recommends that the Historic Preservation Commission adopt the minutes of the Historic Preservation Commission meeting of October 21, 2015.

***Attachments:*** A - October 21, 2015 Meeting Minutes

*A motion was made by Vice Chairman Brookshear and seconded by Commissioner Chavez to approve the minutes of October 21, 2015. The vote was carried by the following votes:*
*Ayes: Chairman Casey, Vice Chairman Brookshear and Commissioners Folker and Chavez*

### D. Secretary's Report

### E. Public Comment

### F. Communications

### G. Presentations

### H. New Business

## I. Old Business

16-201 SUBJECT: Historical Resource Study of 1001 and 1017 Main Street, Woodland

DATE: November 18, 2015

RECOMMENDATION:
Staff recommends that the Historical Preservation Commission (HPC) review the Historical Resource Study of 1001 and 1017 Main Street. Planning Staff will take questions regarding the study at the November 18th meeting and will review any specific modifications to the study proposed by the Commission with the historic resource consultant to determine if changes to the study are needed.

***Attachments:*** 1 - Historical Resource Analysis Study

*Vice Chairman Brookshear provided comments on the Historic Resource Study for consideration.*

16-200 SUBJECT: Appointment of Members to the Historical Preservation Commission Subcommittee

DATE: November 18, 2015

RECOMMENDATION:
Staff recommends that the Chairman of the Historical Preservation Commission (HPC) appoint one to two members of the commission to serve on the HPC Subcommittee created at its last meeting, on October 21, 2015, to develop the HPC 2015/2016 Work Program and Provide Recommendations to the full commission on the potential reallocation of HPC funds.

***Attachments:*** 1 - Sample Work Program

*A motion was made by Vice Chairman Brookshear and seconded by Commissioner Folker to nominate and appoint Commissioners Aulman and Chavez to the HPC Subcommittee to develop the 2015/2016 Work Program of the Historic Preservation Commission. The motion was carried by the following vote:*
*Ayes: Chairman Casey, Vice Chairman Brookshear and Commissioners Folker and Chavez*

## J. Adjournment

*Meeting was adjourned at 6:30 pm*

Historic Preservation Commission
c/o Community Development Department
300 First Street
Woodland, CA 95695
(530) 661-5820

# City of Woodland

## Meeting Minutes - Final

## Historic Preservation Commission

**Wednesday, December 16, 2015** **6:00 PM** **Council Chambers**

## A. Call to Order

*Meeting was called to order at 6:05 pm*

*Staff Present:*
*Cindy Norris, Principal Planner*
*Erika Bumgardner, Senior Planner*

## B. Roll Call

*Present 4:*
*Chairman Christine Casey, Vice Chairman Cheryl Brookshear, Commissioner Mark Aulman and Commissioner Robert Folker*
*Absent 1:*
*Commissioner Tabatha Chavez*

## C. Approval of Minutes

16-267 SUBJECT: Historic Preservation Commission Minutes

RECOMMENDATION: Staff recommends that the Historic Preservation Commission adopt the minutes of the Historic Preservation Commission meeting of November 18, 2015.

***Attachments:*** Novemer 18, 2015 Meeting Minutes

*A motion was made by Vice Chairman Brookshear and seconded by Commissioner Folker to approve the minutes of November 18, 2015. The motion was carried by the following votes:*
*Ayes: Chairman Casey, Vice Chairman Brookshear, Commissioners Folker and Aulman*

## D. Secretary's Report

*Senior Planner, Erika Bumgardner provided comments and Principal Planner, Cindy Norris provided an update of the 2035 General Plan progress.*

## E. Public Comment

## F. Communications

## G. Presentations

## H. New Business

16-259 SUBJECT: Historic Renovation of the Commercial Facade of the Meier Auto Building located at 427-433 College Street

DATE: December 16, 2015

RECOMMENDATION:
Staff recommends that the Historical Preservation Commission:
1) review the 2009 Historical Resource Survey prepared for the Meier Auto Building;
2) review proposed elevations for 427 to 433 College street; and
3) approve the proposed façade renovation and remodel of the commercial space.

***Attachments:*** ATT A - Downtown Districts Map Figure 3.3.pdf
ATT B1 - October 26, 2009 Historic Evaluation for 427-433 College St.pdf
ATT B2- October 2009 Proposed Elevations for 427-433 College St.pdf
ATT C - Dec 3, 2015 Proposed Elevations for 427-433 College Street.pdf

*A motion was made by Vice Chairman Brookshear and seconded by Commissioner Folker to approve the following recommendations:1)review the 2009 Historical Resource Survey prepared for the Meier Auto Building; 2) review proposed elevations for 427 to 433 College street; and 3) approve the proposed façade renovation and remodel of the commercial space for the Historic Renovation of the Commercial Facade of the Meier Auto Building located at 427-433 College St. The motion was carried by the following votes:*
*Ayes: Chairman Casey, Vice Chairman Brookshear, Commissioners Folker and Aulman*

## I. Old Business

## J. Adjournment

*Meeting was adjourned at 6:38 pm*

# City of Woodland

Historic Preservation Commission
c/o Community Development Department
300 First Street
Woodland, CA 95695
(530) 661-5820

## Meeting Minutes - Final

## Historic Preservation Commission

**Wednesday, January 20, 2016** **6:00 PM** **Council Chambers**

## A. Call to Order

*Meeting was called to order at 6:00 pm*

*Staff Present:*
*Cindy Norris, Principal Planner*
*Erika Bumgardner, Senior Planner*

## B. Roll Call

*Present 4:*
*Chairman Christine Casey, Commissioner Mark Aulman, Commissioner Tabatha Chavez and Commissioner Robert Folker*
*Absent 1:*
*Vice Chairman Cheryl Brookshear*

## C. Approval of Minutes

16-303 SUBJECT: Historic Preservation Commission Minutes

RECOMMENDATION: Staff recommends that the Historic Preservation Commission adopt the minutes of the Historic Preservation Commission meeting of December 16, 2015.

***Attachments:*** A - December 16, 2015 Meeting Minutes

*A motion was made by Commissioner Aulman and seconded by Commissioner Folker to approve the Historic Preservation Commission Meeting minutes of December 16, 2015. The motion carried by the following vote:*
*Ayes: Chairman Casey and Commissioners Aulman, Chavez and Folker*

## D. Secretary's Report

## E. Public Comment

## F. Communications

## G. Presentations

## H. New Business

16-297

SUBJECT: Historic Renovation of the Commercial Facade of the Diggs Building located at 514-518 Main Street

DATE: January 20, 2016

RECOMMENDATION:
Staff recommends that the Historical Preservation Commission:
1) Review proposed elevations for 514-518 Main Street; and
2) Approve the proposed façade renovation and remodel of the commercial space.

***Attachments:*** A - Downtown Specific Plan Districts Map
B - Relevant Historic Survey Information
C - Applicant Statement and Proposed Elevations/Plan Set

*A motion was made by Commissioner Aulman and seconded by Commissioner Chavez to approve the proposed façade renovation and remodel of the commercial space of the Diggs Building at 514-518 Main Street. The motion was carried by the following vote:*
*Ayes: Chairman Casey and Commissioners Aulman, Chavez and Folker*

16-298

SUBJECT: Review and Comment by the Historic Preservation Commission concerning Historic Preservation Goals and Policies in the 2002 General Plan

DATE: January 20, 2016

RECOMMENDATION:
Staff recommends that the Historical Preservation Commission review the goals and policies contained in the 2002 General Plan regarding Historic Preservation and provide comments for consideration in the 2035 General Plan Update.

***Attachments:*** A - Table of Goals and Policies from the 2002 GP Re: Historic Preservation
B - Chapter 6 from the 2002 GP

*Staff gave a brief presentation and informational report. The Historical Preservation Commission may review the goals and policies contained in the 2002 General Plan regarding Historic Preservation and provide comments for consideration in the 2035 General Plan Update.*

## I. Old Business

## J. Adjournment

*Meeting was adjourned at 7:18 pm*

# City of Woodland

Historic Preservation Commission
c/o Community Development Department
300 First Street
Woodland, CA 95695
(530) 661-5820

## Meeting Minutes - Final

## Historic Preservation Commission

**Wednesday, March 16, 2016** | **6:00 PM** | **Council Chambers**

## A. Call to Order

*Meeting was called order at 6:05 pm*

*Staff Present:*
*Cindy Norris, Principal Planner*
*Erika Bumgardner, Senior Planner*

## B. Roll Call

*Present 3:*
*Vice Chairman Cheryl Brookshear, Commissioner Robert Folker, Commissioner Tabatha Chavez*
*Absent 2:*
*Chairman Christine Casey, Commissioner Mark Aulman*

## C. Approval of Minutes

16-406 SUBJECT: Historic Preservation Commission Minutes

RECOMMENDATION: Staff recommends that the Historic Preservation Commission adopt the minutes of the Historic Preservation Commission meeting of January 20, 2016.

***Attachments:*** A - January 20, 2016 Meeting Minutes

*This item has been continued to the next meeting as there were not enough eligible members present to vote.*

## D. Secretary's Report

## E. Public Comment

## F. Communications

## G. Presentations

## H. New Business

16-407 SUBJECT: Renovation of the Commercial Facade at 702 Main

Street

DATE: March 16, 2016

RECOMMENDATION:
Staff recommends that the Historical Preservation Commission:
1) Review proposed elevations for 702 Main Street; and
2) Approve the proposed façade renovation and remodel of the commercial space.

***Attachments:*** A - Downtown Specific Plan Districts Map

B - Relevant Historic Survey Information

C - Applicant Statement and Proposed Site Plan, Floor Plans and Elevations

*A motion was made by Commissioner Folker and seconded by Commissioner Chavez to approve the proposed façade renovation and remodel of the commercial space at 702 Main Street. The motion was carried by the following vote:*
*Ayes: Vice Chairman Brookshear and Commissioners Folker and Chavez*

## I. Old Business

## J. Adjournment

*Meeting was adjourned at 6:35 pm*

# City of Woodland

300 First Street
Woodland, CA 95695

## Legislation Text

**File #:** 16-530, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: Planning Commission Meeting Minutes

**Recommendation for Action:** Staff recommends that the City Council receive the minutes of the following Planning Commission meetings of February 18, 2016, March 3, 2016 and March 17, 2016.

**Staff Contact**

Debbie Flemmer, Administrative Clerk, Community Development Department

Paul Navazio, City Manager

**ATTACHMENTS:**

Attachment A - February 18, 2016 Meeting Minutes
Attachment B - March 3, 2016 Meeting Minutes
Attachment C - March 17, 2016 Meeting Minutes

# City of Woodland

## Meeting Minutes - Final

## Planning Commission

City of Woodland Planning Commission
c/o Community Development Department
300 First Street
Woodland, CA 95695

530-661-5820

**Thursday, February 18, 2016** | **6:30 PM** | **Council Chambers**

## A. Call to Order

*Meeting was called to order at 6:32 pm*

*Staff Present:*

*Cindy Norris, Principal Planner*
*Erika Bumgardner, Senior Planner*

## B. Roll Call

*Present 6:*
*Chairman Kirby Wells, Vice Chairman Chris Holt, Commissioner Steve Harris, Commissioner Marco Lizarraga, Commissioner Fred Lopez and John Murphy*
*Absent 1:*
*Commissioner Elodia Ortega-Lampkin*

## C. Pledge of Allegiance

## D. Staff and Commissioner Comments

## E. Subcommittee Reports

## F. Communications from the Public

## G. Approval of Minutes

16-353 SUBJECT: Planning Commission Minutes

RECOMMENDATION: Staff recommends that the Planning Commission adopt the minutes of the Planning Commission meeting of January 7, 2016, January 21, 2016 and February 4, 2016

***Attachments:*** A - January 7, 2016 Meeting Minutes
B - January 21, 2016 Meeting Minutes
C - February 4, 2016 Meeting Minutes

*A motion was made by Commissioner Lizarraga and seconded by Commissioner Holt to approve the Planning Commission Meeting minutes of January 7, 2016. The motion was carried by the following vote:*
*Ayes: Chairman Wells, Vice Chairman Holt and Commisioners Harris, Lizarraga and Lopez.*
*Abstained: Commissioner Murphy*

*A motion was made by Commissioner Lizarraga and seconded by Commissioner Holt to approve the Planning Commission Meeting minutes of January 21, 2016. The motion was carried by the following vote:*
*Ayes: Chairman Wells, Vice Chairman Holt and Commisioners Harris, Lizarraga and Murphy.*
*Abstained: Commissioner Lopez*

*A motion was made by Commissioner Lizarraga and seconded by Commissioner Holt to approve the Planning Commission Meeting minutes of February 4, 2016. The motion was carried by the following vote:*
*Ayes: Chairman Wells, Vice Chairman Holt and Commisioners Harris, Lopez and Murphy.*
*Abstained: Commissioner Lizarraga*

## H. Public Hearing

16-351

Alphabet Soup Childcare Center Conditional Use Permit. Request for consideration of a Conditional Use Permit for Alphabet Soup Childcare, an existing child daycare center in Woodland, to relocate to 1210 Commerce Avenue, Suite 4, in the East Street Corridor Specific Plan Area, Zone I-Industrial. The daycare center will occupy an approximately 5,487 square foot tenant space within an existing, approximately 22,000 square foot, multi-tenant office/light industrial building.

Location: 1210 Commerce Avenue, Suite 4, Woodland, CA

Applicant/Owner: Kari Rohwer Powell, Alphabet Soup Childcare, Owner/Director

Environmental Report: Categorical Exemption - Class 1 Existing Facilities

APN: 063-102-052-000

Project Planner: Erika Bumgardner, Senior Planner

Staff Recommendation: Recommend Planning Commission Approval with Conditions

***Attachments:*** 1 - Planning Commission Resolution
2 - General Application Form and Project Justification Statement

*A motion was made by Commissioner Lizarraga and seconded by Vice Chairman*

*Holt to approve the request of a Conditional Use Permit for Alphabet Soup Childcare, an existing child daycare center in Woodland, to relocate to 1210 Commerce Avenue, Suite 4, in the East Street Corridor Specific Plan Area, Zone I-Industrial. The motion was carried by the following vote:*
*Ayes: Chairman Wells, Vice Chairman Holt and Commissioners Harris, Lizarraga, Lopez and Murphy*

## I. Business Items

16-366

SUBJECT: Review of public art proposal for the California Produce Market Building, 1490 E. Main Street

DATE: February 18, 2016

RECOMMENDATION:
Staff recommends that the Planning Commission
1. Review the proposed modifications and information provided regarding the proposed public art sculpture titled “Global Nutrition”, and
2. Approve the public art concept proposal subject to conditions as provided in Resolution PC #16-______, as provided in Attachment A.

***Attachments:*** A - PC Resolution
B - Public Art Application and Exhibit
C - Site Plan
D - Material Specifications
E - USDA FAQ Sheet

*A motion was made by Commissioner Lizarraga and seconded by Vice Chairman Holt to approve proposed modified public art sculpture titled "Global Nutrition", subject to conditions that the center disc be double sided and that the indemnity statement be specific to the copyright concern. The motion was carried by a 4-2 vote:*
*Ayes: Chairman Wells, Vice Chairman Holt and Commissioners Harris and Lizarraga*
*Nos: Commissioner Lopez and Commissioner Murphy*

## J. Staff or Commissioner Comments

## K. Adjournment

*Meeting was adjourned at 7:18 pm*

**The Planning Commission of the City of Woodland encourages all parties interested in a matter scheduled to be reviewed, discussed and acted on at a meeting, to participate in the public discourse, which may include the submission of written comments and materials. The Planning Commission notifies the public that those materials received less than 24 hours before a meeting date and time may not be able to be considered completely. Further, the Planning Commission encourages interested parties to attend the meeting to discuss any matter of concern and to explain their comments more fully.**

City of Woodland Planning Commission
c/o Community Development Department
300 First Street
Woodland, CA 95695

530-661-5820

# City of Woodland

## Meeting Minutes - Final

## Planning Commission

**Thursday, March 3, 2016** **6:30 PM** **Council Chambers**

## A. Call to Order

*Meeting was called to order at 6:29 pm*

*Staff Present:*
*Cindy Norris, Principal Planner*
*Jeff Ballantine, Associate Planner*

## B. Roll Call

*Present 6:*
*Chairman Kirby Wells, Vice Chairman Chris Holt, Commissioner Steve Harris, Commissioner Marco Lizarraga, Commissioner Fred Lopez and Commissioner Elodia Ortega Lampkin*
*Absent: Commissioner John Murphy*

## C. Pledge of Allegiance

## D. Staff and Commissioner Comments

## E. Subcommittee Reports

## F. Communications from the Public

## G. Approval of Minutes

## H. Public Hearing

## I. Business Items

16-377 RECOMMENDATION: Staff recommends that the Planning Commission:

1. Review and approve the proposed conceptual residential designs for Lennar; The Crossing at Spring Lake

***Attachments:*** 1 - General Application
2 - Residential Design Booklet
3 - Subdivision Map 5075.pdf

*A motion was made by Commissioner Lizarraga and seconded by Commissioner Harris for a continuance to the March 17, 2016 Planning Commission Meeting allowing the submittal and review of a complete package for the entire subdivision instead of just phase I to be presented for approval of proposed conceptual residential designs for Lennar; The Crossing at Spring Lake. The motion was carried by the following vote:*
*Ayes; Chairman Wells, Vice Chairman Holt and Commissioners Harris, Lizarraga, Lopez and Ortega-Lampkin*

16-373 SUBJECT: Long Range Calendar

Recommendation for Action: Staff recommends that the Planning Commission receive the Long Range Calendar for informational purposes only.

***Attachments:*** A - PC Long Range Calendar Prepared February 19, 2016

*Staff gave a brief presentation and informational report.*

## J. Staff or Commissioner Comments

## K. Adjournment

*Meeting adjourned at 7:30 pm*

**The Planning Commission of the City of Woodland encourages all parties interested in a matter scheduled to be reviewed, discussed and acted on at a meeting, to participate in the public discourse, which may include the submission of written comments and materials. The Planning Commission notifies the public that those materials received less than 24 hours before a meeting date and time may not be able to be considered completely. Further, the Planning Commission encourages interested parties to attend the meeting to discuss any matter of concern and to explain their comments more fully.**

# City of Woodland

## Meeting Minutes - Final

## Planning Commission

City of Woodland Planning Commission
c/o Community Development Department
300 First Street
Woodland, CA 95695

530-661-5820

**Thursday, March 17, 2016** | **6:30 PM** | **Council Chambers**

## A. Call to Order

*Meeting was called to order at 6:38 pm*

*Staff Present:*
*Cindy Norris, Principal Planner*

## B. Roll Call

*Present 5:*
*Vice Chariman Chris Holt, Commissioner Steve Harris, Commissioner Marco Lizarraga and Commissioner Elodia Ortega-Lampkin; Commissioner Fred Lopez arriving after Staff Comments*
*Absent 2:*
*Chairman Kirby Wells and Commissioner John Murphy*

## C. Pledge of Allegiance

## D. Staff and Commissioner Comments

## E. Subcommittee Reports

## F. Communications from the Public

## G. Approval of Minutes

16-405 SUBJECT: Planning Commission Minutes

RECOMMENDATION: Staff recommends that the Planning Commission adopt the minutes of the Planning Commission meeting of February 18, 2016 and March 3, 2016.

***Attachments:*** A - February 18, 2016 Meeting Minutes
B - March 3, 2016 Meeting Minutes

*A motion was made by Commissioner Lizarraga and seconded by Commissioner Harris to approved the Planning Commission Meeting minutes of February 18, 2016 with a request to change the minutes regarding the motion taken for (16-351);*

*Alphabet Soup Child Care CUP item, including the requested addition of bollards to the north and south sides of the playground and that the matter of the dumpster enclosure be mentioned; however these conditions were not included in the original motion of approval on February 28, 2016 and therefore can not be added or stated as minutes. The motion was carried by the following vote:*
*Ayes: Vice Commissioner Holt and Commissioners Harris, Lizarraga and Lopez*
*Abstained: Commissioner Ortega-Lampkin*

*A motion was made by Commissioner Lopez and seconded by Commissioner Ortega-Lampkin to approve the Planning Commission Meeting minutes of March 3, 2016. The motion was carried by the following vote:*
*Ayes: Vice Commissioner Holt and Commissioners Harris, Lizarraga, Lopez and Ortega-Lampkin*

## H. Public Hearing

16-344 Spring Lake Central Tentative Parcel Map No. 5104

***Attachments:*** A - Resolution
B - Tentative Parcel Map No 5104

*A motion was made by Commission Lizarraga and seconded by Commissioner Lopez to approve the proposed Woodland Spring Lake Partnership Tentative Parcel Map no. 5104, by adopting PC Resolution (16-07), based on the findings of fact and conditions of approval contained therein. The motion was carried by the following vote:*
*Ayes: Vice Chairman Holt and Commissioners Harris, Lizarraga, Lopez and Ortega-Lampkin*

## I. Business Items

16-404 SUBJECT: Long Range Calendar

Recommendation for Action: Staff recommends that the Planning Commission receive the Long Range Calendar for informational purposes only.

***Attachments:*** A - Planning Commission Long Range Calendar Prepared March 9, 2016

*Staff gave a brief presentation and informational report.*

16-408 SUBJECT: Public Art Ordinance Framework - Artist Definition/Qualifications
DATE: April 7, 2016

RECOMMENDATION:
Staff recommends that the Planning Commission review and provide input concerning the draft definition and qualification criteria of a qualified artist in context of a proposed public art ordinance framework.

*A motion was made by Vice Commissioner Holt and seconded by Commissioner Lopez to move item to the Planning Commission meeting of April 7, 2016. The motion was carried by the following vote:*
*Ayes: Vice Chairman Holt and Commissioners Harris, Lizarraga, Lopez and Ortega-Lampkin*

16-409 SUBJECT: Design Review Submittal for the Crossings at Spring Lake - Request for Continuance

DATE: March 17, 2016

RECOMMENDATION:
Staff recommends that the Planning Commission receive the applicant's request for continuance to April 7, 2016

***Attachments:*** A - Letter Requesting Continuance
B - Map of Phase I and the Cal West Subdivision

## J. Staff or Commissioner Comments

## K. Adjournment

*Meeting was adjourned at 7:18 pm*

**The Planning Commission of the City of Woodland encourages all parties interested in a matter scheduled to be reviewed, discussed and acted on at a meeting, to participate in the public discourse, which may include the submission of written comments and materials. The Planning Commission notifies the public that those materials received less than 24 hours before a meeting date and time may not be able to be considered completely. Further, the Planning Commission encourages interested parties to attend the meeting to discuss any matter of concern and to explain their comments more fully.**

300 First Street
Woodland, CA 95695

# City of Woodland

## Legislation Text

1.

**File #:** 16-545, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: Council Meeting Minutes

**Recommendation for Action:** Staff recommends that the City Council adopt the minutes of the Joint Regular City Council/Woodland Finance Authority meetings of May 3, 2016 and May 17, 2016.

**Staff Contact**

Ana Gonzalez, City Clerk - 530-661-5806, ana.gonzalez@cityofwoodland.org

Paul Navazio, City Manager

Attachments

# City of Woodland

*300 First Street*
*Woodland, CA 95695*

## Meeting Minutes - Draft

**Tuesday, May 3, 2016**

**6:00 PM**

**Council Chambers**

## City Council

## CITY COUNCIL
## CLOSED SESSION
## 5:45 P.M.

## A. CALL TO ORDER

## B. CLOSED SESSION

**B.1 CONFERENCE WITH LEGAL COUNCIL - ANTICIPATED LITIGATION. Initiation of litigation pursuant to Government Code section 54956.9(d)(4) 1 case**

## JOINT REGULAR CITY COUNCIL/WOODLAND FINANCE AUTHORITY
## MAY 3, 2016
## 6:00 P.M.

## A. CALL TO ORDER

## B. ROLL CALL

**Present:** 5 - Council Member Jim Hilliard, Council Member Sean Denny, Council Member Angel Barajas, Mayor Tom Stallard and Mayor Pro Tem William Marble

## C. PLEDGE OF ALLEGIANCE

**Pledge of Allegiance led by Terry Bassett, Executive Director of the Yolo County Transportation District.**

## D. COMMUNICATIONS-PUBLIC COMMENT

**None.**

## E. COMMUNICATIONS-COUNCIL/STAFF STATEMENTS AND REQUESTS

**Verbal updates provided by Council Members/Staff.**

16-486 SUBJECT: Long Range Calendar

Recommendation for Action: Staff recommends that the City Council receive the Long Range Calendar for informational purposes only.

## F. COMMITTEE REPORTS

16-479 SUBJECT: Commission on Aging Meeting Minutes for March 17, 2016

Recommendation for Action: Staff recommends that the City Council receive the March 17, 2016 Commission on Aging Minutes that were approved on April 21, 2016.

**Received Commission on Aging Meeting Minutes of March 17, 2016.**

16-487 SUBJECT: Parks & Recreation Commission Meeting Minutes for March 28, 2016

Recommendation for Action: Staff recommends that the City Council receive the March 28, 2016 Parks & Recreation Commission Minutes that were approved on April 25, 2016.

**Received Parks & Recreation Commission Meeting Minutes of March 28, 2016.**

## G. MINUTES

16-467 SUBJECT: Council Meeting Minutes

Recommendation for Action: Staff recommends that the City Council adopt the minutes of the Joint Regular City Council/Woodland Finance Authority meetings of April 5, 2016 and April 19, 2016.

**On a motion by Council Member Denny, seconded by Mayor Pro Tem Marble and carried unanimously, Council adopted the Joint Regular City Council/Woodland Finance Authority meetings of April 5, 2016 and April 19, 2016.**

**Ayes:** 5 - Council Member Hilliard, Council Member Denny, Council Member Barajas, Mayor Stallard and Mayor Pro Tem Marble

## H. PRESENTATIONS

**2.** 16-484 SUBJECT: Older Americans Month Proclamation

Recommendation for Action: Staff recommends that the City Council adopt a Proclamation declaring May 2016 as Older Americans Month.

**Council Member Barajas presented the proclamation to Heidi Wheeler and Melody Parker, Commission on Aging Members.**

**1.** 16-466 SUBJECT: Proclamation of Recognition of and Appreciation for National Police Week 2016

Recommendation for Action: Staff recommends that the City Council approve and proclaim May 15-21, 2016 as National Police Week, and Sunday, May 15, 2016, as Peace Officers' Memorial Day in Woodland.

**Council Member Hilliard presented the proclamation to Officer Parveen Lal and Sergeant Ted Ruiz.**

**On a motion by Mayor Pro Tem Marble, seconded by Council Member Denny and carried unanimously, Council Members adopted the proclamations.**

**Ayes:** 5 - Council Member Hilliard, Council Member Denny, Council Member Barajas, Mayor Stallard and Mayor Pro Tem Marble

## I. CONSENT CALENDAR

**3.** 16-448 SUBJECT: 2015 Water Quality Report

Recommendation for Action: Staff recommends that the City Council receive and review the 2015 Water Quality Report.

**Received and accepted the 2015 Water Quality Report.**

**4.** 16-482 SUBJECT: Annual Maintenance for Advanced Metering Infrastructure (AMI) Report

Recommendation for Action: Staff recommends that the City Council:
1. Receive the Annual Maintenance for Advanced Metering Infrastructure (AMI) Report; and
2. Approve Resolution No. _____, Approving an Agreement with Sensus for Software Licensing.

**Adopted Resolution No. 6621, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND APPROVING AN AGREEMENT WITH SENSUS FOR SOFTWARE LICENSING.**

**5.** 16-436 SUBJECT: Adopt Resolutions Accepting the Public Improvements for Subdivision Final Maps 5019, 5029, 5030 and Approving Amendments to Reimbursement Agreements for Subdivisions 5019, 5029, and 5030 with Lennar Homes of California.

Recommendation for Action: Staff recommends that the City Council:
1. Adopt Resolution No. _____, a Resolution of the City Council of the City of Woodland Accepting the Public Improvements For Subdivision Final Maps 5019, 5029, 5030 by Lennar Homes of California; and
2. Adopt Resolution No. _____, a Resolution of the City Council of the City of Woodland Approving Amendments to Reimbursement Agreements for Subdivisions 5019, 5029, and 5030 with Lennar Homes of California.

**Adopted Resolution No. 6622, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND ACCEPTING THE PUBLIC IMPROVEMENTS FOR SUBDIVISION FINAL MAPS 5019, 5029, 5030 BY LENNAR HOMES OF CALIFORNIA and Resolution No. 6623, A RESOLUTION OF THE CITY COUNCIL**

**OF THE CITY OF WOODLAND APPROVING AMENDMENTS TO REIMBURSEMENT AGREEMENTS FOR SUBDIVISIONS 5019, 5029, AND 5030 WITH LENNAR HOMES OF CALIFORNIA.**

**Ayes: 5 - Council Member Hilliard,Council Member Denny, Council Member Barajas, Mayor Stallard and Mayor Pro Tem Marble**

## J. REPORTS OF THE CITY MANAGER

**6.** 16-489 SUBJECT: Receive Presentation and Provide Comments on the Woodland Transit Study

Recommendation for Action: Staff recommends that the City Council:
1) Receive and accept presentation of the Woodland Transit Study and,
2) Provide comments and direction to staff on study recommendations.

**Received a presentation of the Woodland Transit Study by Terry Bassett, Executive Director of the Yolo County Transportation District and provided comments and direction to staff on the study recommendations.**

**9.** 16-494 SUBJECT: Ballot Measure to Replace Measure E 1/2 Cent Sales Tax - Continued Discussion

Recommendation: Staff recommends that the City Council provide direction to staff for drafting initial ballot measure language.

**Council Members agreed to receive Items No. 9 and 10 (after Item No. 6) so that Mayor Pro Tem is able to particiapte prior to leaving the meeting for a scheduled conference call.**

**Received a brief presentation related to a ballot measure to replace Measure E 1/2 cent sales tax. Council gave direction to staff to go ahead and draft the initial ballot measure language.**

**Ayes:** 5 - Council Member Hilliard, Council Member Denny, Council Member Barajas, Mayor Stallard and Mayor Pro Tem Marble

**10.** 16-492 SUBJECT: City Council's Options for Filling Vacancy in Office

Recommendation for Action: Staff recommends that the City Council:
1) Receive an informational report regarding procedural issues and options stemming from the anticipated vacancy on the City Council; and
2) Provide direction to staff on next steps.

**Received an informational report regarding procedural issues and options arising from the anticipated vacancy on the City Council and provided directiont to staff on the next steps.**

**Mayor Pro Tem Marble announced that his anticipated resignation date is July 4, 2016. He is in favor of the appointment process to fill the remainder of the**

**at-large vacancy term. As for the Mayor Pro Tem and Mayor he stated that the rotation sysem is appropriate.**

**Council Member Denny confirmed with staff that the Council has options to fill the vacancy and would like Mayor Pro Tem Marble to participate in the process. City Attorney Kara Ueda will take a look as to whether the Mayor Pro Tem can particiapte in the process.**

**Council Members Hilliard also stated his preference to fill the Council vacancy by appointment. As for the Mayor Pro Tem, he would like Council to make a decision as soon as possible and immediately change ove to the one-year rotation for Mayor.**

**Council Member Barajas also prefers the appointment process to fill vacancy. His preference is to appoint someone in July and bring that person up to speed on current City issues. He would like staff to provide Council with two to three options. As for the Mayor position, he would like to stick with the original ordinance. Changing the Mayor to a one-year term would also mean changing the ordinance.**

**Mayor Stallard prefers the election process to fill the vacancy. Believes the process is cleaner and more democratic.**

**Staff will return in June with some different processes that willl work for the Council and they can decide.**

**7.** 16-493 SUBJECT: Report from Council's Economic Development Sub-Committee

Recommendation: Staff recommends that the Council receive a presentation from the Council's Economic Development Sub-committee to include progress made on the FY2014-2016 workplan and anticipated priorities for FY2016-2018.

**Received a presentation from the Council's Economic Development Sub-committee to include progress made on the FY2014-2016 workplan and anticipated priorities for FY2016-2018.**

**8.** 16-496 SUBJECT: State Legislative Update

Recommendation for Action: Staff recommends that the City Council:
(1) Receive a report on pending State legislation; and
(2) Adopt City position on selected bills; and
(3) Authorize the City Manager, under prescribed circumstances, to respond to requests for City positions on pending legislation.

**Received a report on pending State legislation, adopting City position on selected bills and authorizing the City Manager, under prescribed circumstances to respond to reuqest for City postions on pending legislation.**

**Mayor Stallard indicated that due to the City's size and staffing, he understands that we are not able to follow every issue and ought to be selective in those that the City engages in. Updates and briefings are lways advisable as time permits.**

**K. Mayor Stallard congratulated Jesse Salinas on his new appointment as the Yolo County Clerk-Recorder/Assessor/Registrat of Voters.**

**ADJOURNED AT 8:13 PM**

# City of Woodland

*300 First Street*
*Woodland, CA 95695*

## Meeting Minutes - Draft

**Tuesday, May 17, 2016**

**6:00 PM**

**Council Chambers**

## City Council

**CITY COUNCIL**
**CLOSED SESSION**
**5:30 P.M.**

## A. CALL TO ORDER

## B. CLOSED SESSION

### B.1 CONFERENCE WITH REAL PROPERTY NEGOTIATORS

**(Gov. Code § 54956.8)**
**Properties: Yolo County Assessor's Parcel Numbers 027-340-030, 027-340-011, 027-340-020, 005-720-023, 005-720-005, 005-750-003, 005-692-054, 005-692-002, 005-750-001, 027-340-015, 027-340-017, 027-340-021, 027-340-023, 027-340-025, 027-340-029**
**Agency Negotiators: City Manager, Community Development Director,**
**City Engineer, City Attorney, City's Right-of-Way Agent Bender Rosenthal,**
**Inc., and City's Project Manager**
**Negotiating Parties: Pioneer Self Storage, Syar, Bunge Milling, Thomas W.**
**Canevari & Joan E. Canevari, Nick Canevari & Dorothy Canevari, Elizabeth**
**J. Crum & Elizabeth J Crum Revocable Trust, Devinder Sahota & Susvir**
**Sahota, Elizabeth Crum, Mark Milton, ICH Inc., North Kentucky Partners II,**
**T&J Rental Investments LLC**
**Under Negotiation: Price and terms of payment**

### B.2 CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION

**(Gov. Code § 54956.9(d)(1))**
**1. City of Woodland v. Mark D. Milton, et al., Yolo County Superior Court**
**Case No. ED 16-557**
**2. City of Woodland v. Elizabeth J. Crum, et al., Yolo County Superior Court**
**Case No. ED 16-558**

**JOINT REGULAR CITY COUNCIL/WOODLAND FINANCE AUTHORITY**
**MAY 17, 2016**
**6:00 P.M.**

## A. CALL TO ORDER

## B. ROLL CALL

**Present:** 5 - Council Member Jim Hilliard, Council Member Sean Denny, Council Member Angel Barajas, Mayor Tom Stallard and Mayor Pro Tem William Marble

## C. PLEDGE OF ALLEGIANCE

**Pledge of Allegiance led by former Mayor Gary Sandy.**

## D. COMMUNICATIONS-PUBLIC COMMENT

**None.**

## E. COMMUNICATIONS-COUNCIL/STAFF STATEMENTS AND REQUESTS

**Verbal updates provided by Council Members/Staff.**

16-515 SUBJECT: Long Range Calendar

Recommendation for Action: Staff recommends that the City Council receive the Long Range Calendar for informational purposes only.

## F. PRESENTATIONS

**1.** 16-514 SUBJECT: Commission on Aging Annual Report Presentation

Recommendation for Action: Staff recommends that the City Council receive the annual report from the Commission on Aging including a summary of 2015 activities and proposed 2016 activities.

**Commission on Aging member Regan Overholt presented the annual report on the Commisson on Aging which included a summary of the 2015 activities and proposed 2016 activities.**

## G. CONSENT CALENDAR

**2.** 16-465 SUBJECT: Main Street/Cleveland Street Signal Intersection Improvement Project, CIP 11-27; Award Construction Contract

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. ______, to award the construction contract in the amount of $272,959.00 to Pacific Excavation Inc. for the Main Street/Cleveland Street Signal Intersection Improvement Project, CIP 11-27 and authorize a 20% contingency, not to exceed $54,592.00.

**Pulled from Consent Calendar for discussion.**

**3.** 16-485 SUBJECT: Final Acceptance and Notice of Completion for WPCF 2015 Phase III Improvement Project-Pond System Enhancements, CIP #10-11

Recommendation for Action: Staff recommends that the City Council approve Resolution No. _____, accepting the WPCF 2015 Phase III Improvement Project-Pond System Enhancements, CIP #10-11, as complete and authorizing the City Clerk to file a Notice of Completion.

**Adopted Resolution No. 6625, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND TO ACCEPT THE WPCF 2015 PHASE III IMPROVEMENT PROJECT-POND SYSTEM ENHANCEMENTS, CIP 10-11, CONSTRUCTION CONTRACT AS COMPLETE AND AUTHORIZE THE CITY CLERK TO FILE A NOTICE OF COMPLETION.**

**4.** 16-488 SUBJECT: Lower Cache Creek Flood Feasibility Study, CIP 09-15; Approve Contract Amendment for Consulting Services

Recommendation for Action: Staff recommends that the City Council approve Resolution No. _____, authorizing the City Manager to execute Amendment #2 to the consultant services agreement with Downey Brand LLP (DB) for the Lower Cache Creek Feasibility Study, CIP 09-15, for an additional amount up to $30,000.

**Adopted Resolution No. 6626, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND APPROVING AN AGREEMENT WITH DOWNEY BRAND LLP FOR LEGAL CONSULTING SERVICES.**

**5.** 16-491 SUBJECT: Proclamation - Public Works Week - May 15- 21, 2016

Recommendation for Action: Staff recommends that the City Council proclaim May 15-21, 2016 as “Public Works Week.”

**Mayor Stallard presented the Proclamation to Public Works employees present at the Council meeting.**

**6.** 16-495 SUBJECT: Request for Project Funding from the Water Resources Association of Yolo County

Recommendation for Action: Staff recommends that the City Council approve Resolution No. _____, authorizing staff to submit a project fund request of $15,000 to the Water Resources Association of Yolo County for Fiscal Year 2016/17 to fund a Multi-Family Residential Large Landscape Water Audit Pilot Program with the Cities of Davis and West Sacramento.

**Adopted Resolution No. 6627, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND APPROVING THE SUBMISSION OF AN APPLICATION TO THE WATER RESOURCES ASSOCIATION OF YOLO COUNTY FOR $15,000 IN FISCAL YEAR 2016/17 FUNDS FOR A PILOT PROJECT TO CONDUCT MULTIFAMILY LARGE LANDSCAPE WATER AUDITS.**

**7.** 16-499 SUBJECT: Approval of Funds for Supportive Housing Rehabilitation and Countywide Homeless Coordination Projects

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, approving the following appropriations and amending the FY 2015/16 budget as necessary:
(1) an additional $8,000 in Community Development Block Grant funds (Fund 320) for Yolo Community Care Continuum's Supportive Housing Rehabilitation Project for a total appropriation of $1,060,332 in Fund 320; and
(2) an additional $18,103 in Housing Trust Funds (Fund 326) for the City's FY 2015/16 participation in the Countywide Homeless Coordination Project for a total appropriation of $31,255 in Fund 326.

**Adopted Resolution No. 6628, RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND APPROPRIATING CDBG FUNDS OF $8,000 FOR A SUPPORTIVE HOUSING REHABILITATION PROJECT AND $18,103 IN HOUSING TRUST FUNDS FOR PARTICIPATION IN THE COUNTYWIDE HOMELESS COORDINATION PROJECT.**

**8.** 16-503 SUBJECT: Public Safety Department (Police and Fire) Quarterly Status Report for the period of January 2016 through March 2016

Recommendation for Action: Staff recommends that the City Council accept the Public Safety Department Quarterly Status Report for January 2016 through March 2016.

**Accepted the Public Safety Department Quarterly Status Report fro the period of January 2016 through March 2016.**

**9.** 16-505 SUBJECT: Approval of the Woodland Visitor Attraction District ("District") Annual Assessment Report for Fiscal Year 2016-2017, Adoption of Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2016-2017 and Scheduling of Public Hearing

Recommendation for Action: Staff recommends that the City Council take the following actions:
1. Approve the Visitor Attraction District Annual Assessment Report for FY 2016-2017; and
2. Adopt a Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2016-2017 within the Woodland Visitor Attraction District; and
3. Schedule a Public Hearing for June 7, 2016 to consider any written or oral protests to the levy of the assessment.

**Adopted Resolution No. 6629, A RESOLUTION OF INTENTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND TO LEVY AN ASSESSMENT FOR IMPROVEMENTS AND ACTIVITIES FOR FISCAL YEAR 2016-2017 WITHIN THE WOODLAND VISITOR ATTRACTION DISTRICT.**

**10.** 16-506

SUBJECT: Approval of Management Agent Selection for the Leisureville Community Association

Recommendation for Action: Staff recommends that the City Council approve the selection of Berkley Management as the new management agent for the Leisureville Community Association (LCA).

**Approved the selection of Berkley Management as the new management agent for the Leisureville Community Association (LCA).**

**11.** 16-507

SUBJECT: Intent to Levy Assessment: Gibson Ranch Lighting & Landscaping; North Park Lighting &Landscaping; West Wood Lighting &Landscaping; and Streng Pond Maintenance Districts

Recommendation for Action: Staff recommends that the City Council approve eight Resolutions No. _____ through No. _____ to Initiate Proceedings for the Annual Levy and Collection of Assessments; Preliminarily Approve the Engineer's Annual Levy Report and Declare its Intention to Levy and Collect Annual Assessments for the Gibson Ranch, West Wood, North Park Lighting and Landscaping Districts, and Streng Pond Maintenance District; and Call for a public hearing on June 21, 2016.

**Adopted Resolution No. 6630, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND, CALIFORNIA, INITIATING PROCEEDINGS FOR THE ANNUAL LEVY AND COLLECTION OF ASSESSMENTS FOR THE GIBSON RANCH LANDSCAPING AND LIGHTING DISTRICT, FISCAL YEAR 2016/2017; Resolution No. 6631, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND, CALIFORNIA, PRELIMINARILY APPROVING THE ENGINEER'S ANNUAL LEVY REPORT, AND DECLARING ITS INTENTION TO LEVY AND COLLECT ANNUAL ASSESSMENTS FOR THE GIBSON RANCH LANDSCAPING AND LIGHTING DISTRICT, FISCAL YEAR 2016/2017; Resolution No. 6632, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND, CALIFORNIA, INITIATING PROCEEDINGS FOR THE ANNUAL LEVY AND COLLECTION OF ASSESSMENTS FOR THE NORTH PARK LIGHTING AND LANDSCAPING DISTRICT, FISCAL YEAR 2016/2017; Resolution No. 6633, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND, CALIFORNIA, PRELIMINARILY APPROVING THE ENGINEER'S ANNUAL LEVY REPORT, AND DECLARING ITS INTENTION TO LEVY AND COLLECT ANNUAL ASSESSMENTS FOR THE NORTH PARK LIGHTING AND LANDSCAPING DISTRICT, FISCAL YEAR 2016/2017; Resolution No. 6634, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND, CALIFORNIA, INITIATING PROCEEDINGS FOR THE ANNUAL LEVY AND COLLECTION OF ASSESSMENTS FOR THE STRENG POND LANDSCAPING MAINTENANCE DISTRICT, FISCAL YEAR 2016/2017; Resolution No. 6635, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND, CALIFORNIA, PRELIMINARILY APPROVING THE ENGINEER'S ANNUAL LEVY REPORT, AND DECLARING ITS INTENTION TO LEVY AND COLLECT ANNUAL ASSESSMENTS FOR THE STRENG POND LANDSCAPING MAINTENANCE DISTRICT, FISCAL YEAR 2016/2017; Resolution No. 6636, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND, CALIFORNIA, INITIATING PROCEEDINGS FOR THE ANNUAL LEVY AND COLLECTION OF ASSESSMENTS FOR THE WEST**

**WOOD UNIT NO. 1 LANDSCAPING AND LIGHTING DISTRICT, FISCAL YEAR 2016/2017 and Resolution No. 6637, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND, CALIFORNIA, PRELIMINARILY APPROVING THE ENGINEER'S ANNUAL LEVY REPORT, AND DECLARING ITS INTENTION TO LEVY AND COLLECT ANNUAL ASSESSMENTS FOR THE WEST WOOD UNIT NO. 1 LANDSCAPING AND LIGHTING DISTRICT, FISCAL YEAR 2016/2017.**

**Council Member Denny asked that Council remove Item No. 2 from the Consent Calendar for discussion.**

**On a motion by Council Member Hilliard, seconded by Mayor Pro Tem Marble and carried unanimously Council Members approved Consent Calendar Items No. 3 through 11.**

**Ayes: 5 - Council Member Hilliard, Council Member Denny, Council Member Barajas, Mayor Stallard and Mayor Pro Tem Marble**

**Mayor Stallard presented Item No. 5, Public Works Week Proclamation to Greg Meyer, Roberta Childers and Jordan Powers and all Public Works employees not present at the Council meeting.**

**On a motion by Council Member Hilliard, seconded by Council Member Barajas and carried on a 4-1 vote, Council Members adopted Resolution No. 6624, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND APPROVING AN AGREEMENT WITH PACIFIC EXCAVATION FOR THE MAIN STREET/CLEVELAND STREET SIGNAL INTERSECTION IMPROVEMENT PROJECT, CIP 11-27.**

**Ayes: 4 - Council Member Hilliard, Council Member Barajas, Mayor Stallard and Mayor Pro Tem Marble**
**Noes: 1 - Council Member Denny**

## H. PUBLIC HEARINGS

**12.** 16-500

SUBJECT: Digital Freeway Sign at 2140 Freeway Drive - Conditional Use Permit, Site Plan and Design Review, and Operating Agreement. The project includes a request by applicant, P.C. Dixon I, LLC and Pacific Horizon Group, LLC, for approval of a Conditional Use Permit, Site Plan and Design Review application, and approval of an Operating Agreement between the applicant and the City of Woodland to allow for a 65-foot tall digital freeway sign at the southeast corner of 2140 Freeway Drive adjacent to (north of) Interstate 5, within the Commercial Highway, Entryway Overlay Zone (C-H/ EOZ).

Recommendation for Action: Staff recommends that the City Council:
1) Conduct the public hearing; and
2) Direct staff to prepare the final approval documents (Resolutions and Operating Agreement) based on the preferred digital sign proposal; and
3) Continue the item to June 7, 2016, the next regularly scheduled

meeting of the City Council, to take final action on the project.

**13.** 16-501 SUBJECT: Digital Freeway Sign at 530 Quality Circle - Conditional Use Permit, Site Plan and Design Review, and Operating Agreement. The project includes a request by applicant Scott Vanderbeek, for approval of a Conditional Use Permit, Site Plan and Design Review application, and approval of an Operating Agreement between the applicant and the City of Woodland to allow for a 45-foot tall digital freeway sign along the southern property line of 530 Quality Circle, just north of the Interstate 5 freeway corridor and just west of the new Woodland Motors Dealership within the Industrial, Entryway Overlay Zone (I/EOZ).

Recommendation for Action: Staff recommends that the City Council:
1) Conduct the public hearing; and
2) Direct staff to prepare the final approval documents (Resolutions and Operating Agreement) based on the preferred digital sign proposal; and
3) Continue the item to June 7, 2016, the next regularly scheduled meeting of the City Council, to take final action on the project.

**Both Public Hearing Items No. 12 and 13 were conducted as one public hearing. Council directed staff to bring this item back on the June 7th council meeting. City Attorney Kara Ueda will look at content issue related to the digital freeway signs.**

## I. REPORTS OF THE CITY MANAGER

**14.** 16-504 SUBJECT: General Plan Update Progress Report

Recommendation for Action: Staff recommends that the City Council receive progress report #6 regarding the General Plan Update Project

**Received progress report #6 regarding the General Plan Update Project.**

**15.** 16-512 SUBJECT: Report from Council's Downtown Sub-Committee

Recommendation: Staff recommends that the Council receive a presentation from the Council's Downtown Sub-committee to include progress made on the FY2014-2016 workplan and anticipated priorities for FY2016-2018.

**Received a presentation from Council's Downtown Sub-committee to include progress made on the FY 2014-2016 workplan and anticipated priorities for FY 2016-2018.**

**At 8:50PM, Mayor Stallard requested that a motion be made to extend the Council meeting beyond 9:00PM. On a motion by Council Member Hilliard, seconded by Council Member Barajas and carried on a 4-1 vote, Council approved extending the Council meeting beyond 9:00PM.**

**Ayes: 4 - Council Member Hilliard, Council Member Denny, Council Member Barajas and Mayor Stallard**
**Noes: 1 - Mayor Pro Tem Marble**

**16.** 16-421 SUBJECT: Fourth Amendment to the Ground Lease with Love Ride Inc. - Velocity Island Park

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, authorizing the City Manager to execute the Fourth Amendment to the Ground Lease with Love Ride Inc. for the Velocity Island Park facility.

**Adopted Resolution No. 6638, RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND AUTHORIZING THE CITY MANAGER TO EXECUTE THE FOURTH AMENDMENT TO GROUND LEASE AGREEMENT WITH LOVE RIDE, INC.**

**Ayes:** 5 - Council Member Hilliard, Council Member Denny, Council Member Barajas, Mayor Stallard and Mayor Pro Tem Marble

**17.** 16-498 SUBJECT: Transfer of Well 18 to 40th District Agricultural Association

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, authorizing the City Manager to execute a Well Transfer Agreement and Bill of Sale for the transfer of ownership of City Well #18 to the 40th District Agricultural Association.

**Adopted Resolution No. 6639, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND AUTHORIZING THE CITY MANAGER TO EXECUTE A WELL TRANSFER AGREEMENT AND BILL OF SALE FOR THE TRANSFER OF OWNERSHIP OF CITY WELL #18 TO THE 40TH DISTRICT AGRICULTURAL ASSOCIATION.**

**18.** 16-513 SUBJECT: Presentation of FY2016/17 Proposed Budget

Recommendation for Action: Staff recommends that the City Council receive a presentation of the City Manager's FY2016/17 Proposed Budget.

**Received a presentation by City Manager Paul Navazio regarding the proposed budget for FY2016/17.**

## J. ADJOURNED AT 9:20PM

**Respectfully submitted,**

**Ana B. Gonzalez, City Clerk**

Legislation Text

2.

**File #:** 16-451, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: Proclamation Celebrating the Woodland Senior Center Computer Club's 25th Year

**Recommendation for Action:** Staff recommends that the City Council adopt a Proclamation recognizing 25 years of service from the Woodland Senior Center Computer Club.

Staff Contact

Dallas Tringali, Community Services Program Manager - 661-2005, dallas.tringali@cityofwoodland.org

Background

The Woodland Senior Center Computer Club formed to stimulate an interest and provide resources at a reasonable cost to adults in the knowledge and operation of computers. The Club helps people experience a new challenge and develop skills needed in the computerized world.

Conclusion

Staff recommends that the City Council adopt a Proclamation recognizing 25 years of service from the Woodland Senior Center Computer Club.

Prepared by: Dallas Tringali, Community Services Program Manager

Reviewed by: Christine Engel, Community Services Director

Paul Navazio

Paul Navazio, City Manager

Attachment: Woodland Senior Center Computer Club proclamation

# CITY OF WOODLAND PROCLAMATION OF APPRECIATION HONORING THE WOODLAND SENIOR CENTER COMPUTER CLUB

**WHEREAS,** In June of 1991, eleven community members and participants of the Woodland Senior Center recognized the need for seniors to be able to use personal computers and wanted to begin offering computer classes; and

**WHEREAS,** These eleven community members formed the Woodland Senior Center Computer Club to develop and enhance the technical skills of the aging population; and

**WHEREAS,** For the past quarter century, the Computer Club has provided numerous classes and presentations available to seniors on computer technology, software applications, and navigating the internet; and

**WHEREAS,** The City of Woodland and the Computer Club have sustained a long positive relationship with the shared goal of providing useful programs to older adults.

**NOW THEREFORE,** be it resolved that the City Council of the City of Woodland does hereby recognize the Woodland Senior Center Computer Club for helping Woodland's seniors to operate and appreciate the evolving technology of our world for the last 25 years.

PASSED AND ADOPTED this 7th day of June, 2016

________________________________________

Tom Stallard, Mayor

William L. Marble, Mayor Pro Tem    Sean Denny, Council Member

Jim Hilliard, Council Member    Angel Barajas, Council Member

Legislation Text

3.

**File #:** 16-553, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: Appointment of Library Board Member

**Recommendation for Action:** Staff recommends that the City Council consider and appoint a member to the Library Board as recommended by the Council Sub-Committee.

Staff Contact

Ana Gonzalez, City Clerk - ana.gonzalez@cityofwoodland.org; (530)661-5806

Background

A vacancy on the Library Board was created when Board Member Edgar Lampkin resigned. Mr. Lampkin's board term runs through June 30, 2017.

Two applications were received from community members interested in serving on the Library Board. Applicants were scheduled for interviews, with a current member of the Library Board invited to participate in conducting the interviews.

Based on a review of the applications as well as the interviews conducted, the two Council members who serve as liaisons on the Library 2x2 Sub-Committee (Marble / Barajas) recommend that the full Council appoint Ellen Burriss to the Library Board to serve out the remaining term (June 30, 2017) of the board seat vacated by the resignation of Edgar Lampkin.

Prepared by: Ana Gonzalez, City Clerk

Paul Navazio, City Manager

Attachment

300 First Street
Woodland, CA 95695

Legislation Text

4.

**File #:** 16-519, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: JUNE 7, 2016
SUBJECT: Approve the Purchase and Installation of Precast Restrooms for City, Campbell and Everman Parks

**Recommendation for Action:** Staff recommends that the City Council approve Resolution No. _____, authorizing the City Manager to execute a contract with Public Restroom Company for the purchase of three precast restrooms for City, Campbell and Everman Parks utilizing BuyBoard Purchasing Cooperative not to exceed $358,901.

Staff Contact

Robert Sanders, Public Works Deputy Director, 661-5959, robert.sanders@cityofwoodland.org

Council Goal

To maintain our parks in a manner that promotes safety and enhances quality of life.

Fiscal Impact

The purchase of the restrooms will be funded by a State Housing-Related Parks Program grant awarded to the City last year in the amount of $524,400.

Background

City, Campbell and Everman Parks are some of our oldest neighborhood parks. They are medium volume facilities that have various play areas and recreational courts. Unfortunately, over time, the restrooms at these sites have become almost undesirable for the various user groups and visitors of the parks. Most of this can be attributed to age, ADA issues, vandalism, high volume of use and lacking resources to perform needed upgrades and repairs. As such, staff submitted these sites in a grant application with the State for facility improvements.

The City Council approved the submittal of a Housing Related Parks Program grant application on January 20, 2015, a projects list for the grant on May 5, 2015 that included new restrooms for City, Everman and Campbell Parks, and an appropriation of $400,000 for equipment purchases funded through the grant on October 20, 2015.

Discussion

The City was awarded a State Housing-Related Parks Program grant last year in the amount of $524,400 from the State, of which $358,901 will be used for restroom improvements to City, Campbell and Everman Parks.

The scope of work for the restroom purchase includes the delivery of the restroom structures to the City's Municipal Service Center, foundation work and remobilizing for the final placement of the structures after City staff has installed the required utilities to the designated locations.

Staff is recommending that the procurement of the equipment be done through BuyBoard Purchasing Cooperative. This program offers a wide variety of commodities and services at prices which have been assessed to be fair, reasonable and competitive. The use of these contracts is available to state and local government agencies. By utilizing BuyBoard, the City will not only receive competitive pricing, it will also reduce staff time associated with the project and speed up procurement and the installation process as well.

Public Restroom Company is a well-established provider of high quality restrooms that has been used successfully in the past at Camarena Field and is a BuyBoard participant. By utilizing Public Restroom Company as our selected vendor, the City not only benefits from their competitive pricing, but also their commitment to quality and customer service that we have received in previous interactions.

Commission/Committee Recommendation

Supports the recommendation to use this grant to purchase and install the precast restrooms at City, Campbell and Everman Parks.

Conclusion

Staff recommends that the City Council approve Resolution No. _____, authorizing the City Manager to execute a contract with Public Restroom Company for the purchase of precast restrooms utilizing BuyBoard Purchasing Cooperative pricing not to exceed $358,901.

Prepared by: Robert Sanders, Public Works Deputy Director

Reviewed by: Gregor G Meyer, Public Works Director

Paul Navazio, City Manager

Attachments: Resolution and Restroom Pictures

**RESOLUTION NO. _____**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT WITH PUBLIC RESTROOM COMPANY UTILIZING BUYBOARD PURCHASING COOPERATIVE PRICING IN THE AMOUNT NOT TO EXCEED $358,901**

***WHEREAS***, the City of Woodland strives to maintain our parks in a manner that promotes safety and enhances quality of life; and

***WHEREAS***, Public Restroom Company, a precast restroom supply company, provides quality restroom facilities to municipalities throughout the Country; and

***WHEREAS***, the proposed contract results in a onetime cost of $358,901 for the purchase of precast restrooms for City, Campbell and Everman Parks; and

***WHEREAS***, utilizing BuyBoard Purchasing Cooperative ensures a competitively bid pricing; and

***WHEREAS***, funding in support of this contract is provided by a State housing-related parks program grant in the amount of $524,400 of which $358,901 will be used for this purchase.

***NOW, THEREFORE, BE IT RESOLVED***

**SECTION 1.** That the City Council hereby authorizes the City Manager to execute a contract with Public Restroom Company for the purchase of three precast restrooms for City, Campbell and Everman Parks utilizing BuyBoard Purchasing Cooperative in an amount not to $358,901.

**PASSED AND ADOPTED** by the City Council this 7th day of June, 2016, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

______________________________
Tom Stallard, Mayor

**ATTEST:**

______________________________
Ana B. Gonzalez, City Clerk

**APPROVED AS TO FORM:**

______________________________
Kara K. Ueda, City Attorney

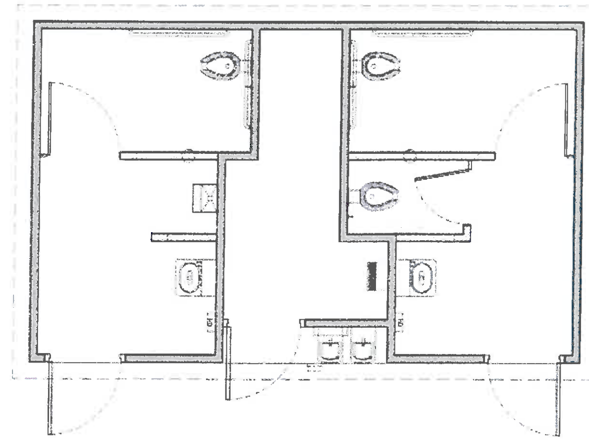
PUBLIC
RESTROOM
COMPANY
Building Better Places To Go.℠
2587 BUSINESS PARKWAY
MINDEN NEVADA 89423

P: 888-888-2060
F: 888-888-1448

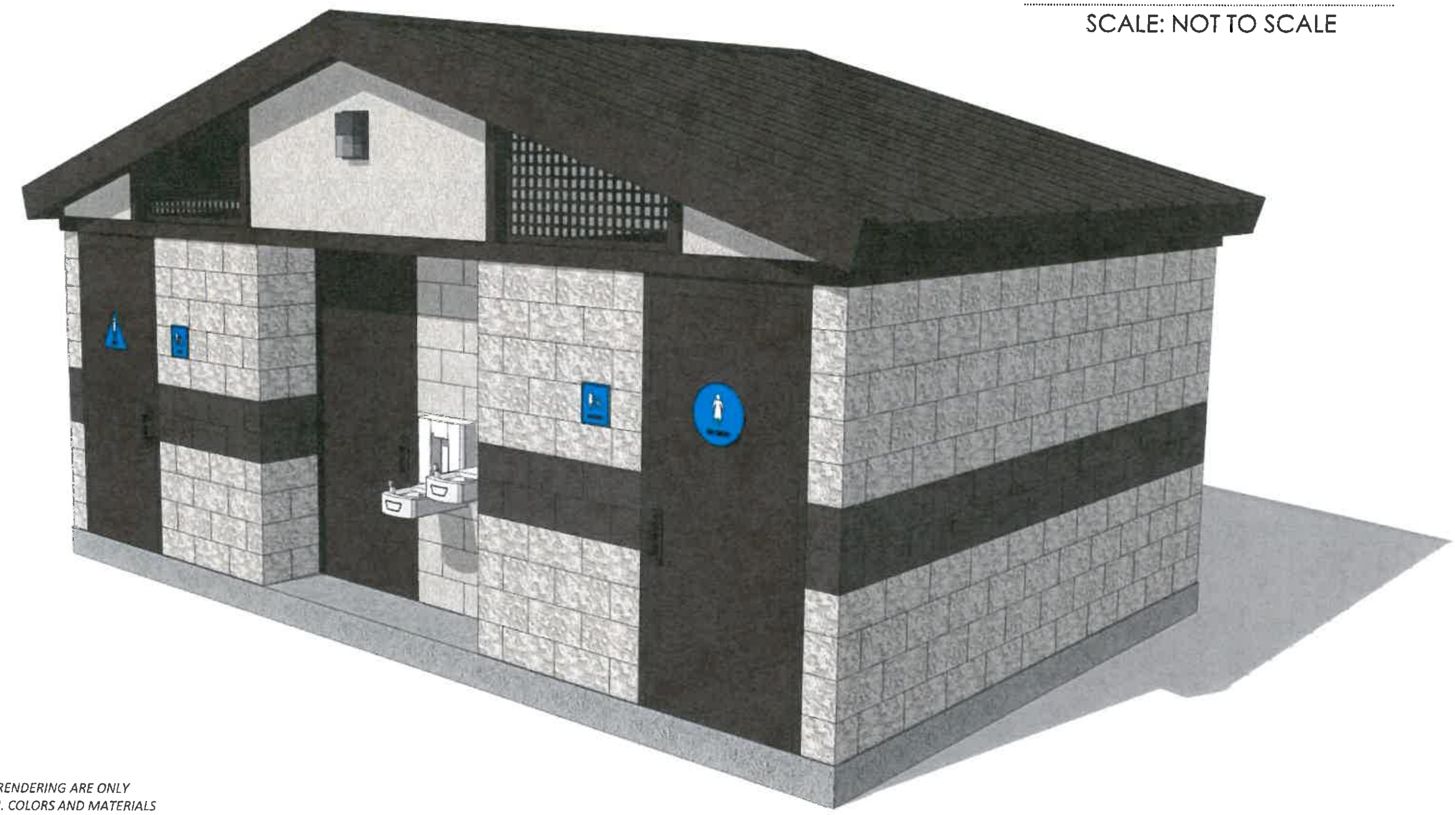
City Park

PROJECT REF#: 9917-4/19/2016-0

CITY PARK - WOODLAND
WOODLAND, CA
RESTROOM BUILDING



**FLOOR PLAN**
SCALE: NOT TO SCALE



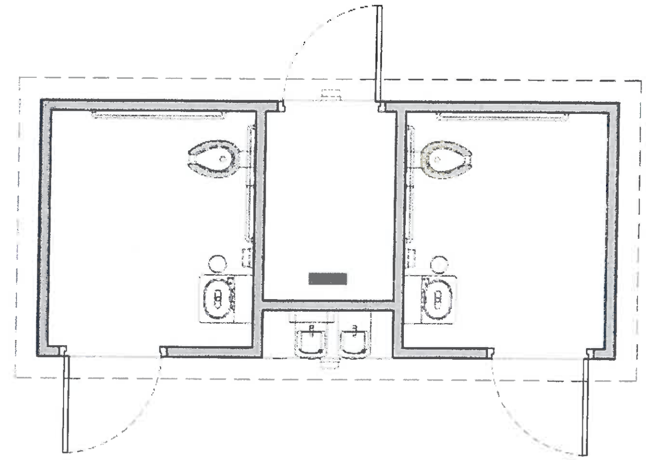
*ARTIST IMPRESSION:*
*ENTOURAGE AND 3D RENDERING ARE ONLY*
*FOR REPRESENTATION. COLORS AND MATERIALS*
*ARE SUBJECT TO CHANGE*

PUBLIC RESTROOM COMPANY
Building Better Places To Go.℠
2587 BUSINESS PARKWAY
MINDEN NEVADA 89423

P: 888-888-2060
F: 888-888-1448

# Campbell & Everman Parks

PROJECT REF#: 9916-4/19/2016-0



**FLOOR PLAN**

SCALE: NOT TO SCALE

EVERMAN & CAMPBELL - WOODLAND
SAN BRUNO, CA
RESTROOM BUILDING

*ARTIST IMPRESSION:
ENTOURAGE AND 3D RENDERING ARE ONLY
FOR REPRESENTATION. COLORS AND MATERIALS
ARE SUBJECT TO CHANGE*

Legislation Text

5.

**File #:** 16-521, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: Update to Manufactured Home Fair Practices Commission Fees for Net Operating Income and Fair Return Applications

**Recommendation for Action:** Staff recommends that the City Council adopt Resolution No. _____, (1) rescinding City Council Resolutions 4342 (dated April 2, 2002) and 4429 (dated April 15, 2003) and (2) establishing Manufactured Home Fair Practices Commission Net Operating Income and Fair Return applications on a time and materials basis with minimum initial deposits of $10,000 (Net Operating Income) and Fair Return ($16,000).

Staff Contact

Dan Sokolow, Senior Planner - (530) 661-5927

Fiscal Impact

The proposed actions will not result in a fiscal impact and are intended to ensure that the City's costs are fully covered for the processing of Net Operating Income and Fair Return applications.

Background

The City Council approved the Manufactured Home Space Rent Control Ordinance (Chapter 16B of the Woodland City Code) in 2001 and the ordinance went into effect the following year. The purpose of the ordinance is to protect the owners and residents of manufactured homes from unreasonable space rental increases while simultaneously recognizing and providing for the need of park owners to receive a just and reasonable return on their property. The ordinance also established a commission, the Manufactured Home Fair Practices Commission, to review all proposed rent increases for mobile home spaces subject to the rent control provisions of the ordinance.

The Municipal Code specifies a process for increasing space rent and specifies a formula for the maximum permissible adjustment. If, after receiving the maximum permissible adjustment, a park owner does not believe it received a just and reasonable return on the park property, the park owner may file an application with the Manufactured Home Fair Practices Commission for an initial adjustment of the space rent ceiling. The park owner shall be entitled to an adjustment in order to permit the park owner's base year net operating income (NOI) to be increased by a rate specified in the Municipal Code.

Additionally, if a park owner believes that such adjustment still does not result in a just and reasonable return for a particular year, the owner may apply for an additional adjustment. Following submittal of the application, the Commission shall consider the application at a public hearing referred to as a fair return hearing. Thus, the

City has a separate process for submittals of Net Operating Income and Fair Return applications.

Discussion

The City Council approved Net Operating Income and Fair Return application fees in 2002 and 2003, respectively. The two fees ($5,900 for Net Operating Income and $10,300 for Fair Return) were based on estimated hours needed by staff and legal counsel and the hourly costs to review and process the applications, including attendance at hearings before the Manufactured Home Fair Practices Commission. Because the estimates are more than ten years old, they no longer reflect current costs. Moreover, the extensive documentation required for Net Operating Income and Fair Return applications, the significant time needed to review the documentation, and the complexity of the application issues under consideration do not support a fee system based on highly variable estimates.

Requiring an initial deposit for the submittal of a Net Operating Income or Fair Return application is similar to setting up a liability account for a planning project. The deposit covers the hours worked by staff, legal expenses, and other costs directed related to the processing of the application. These costs are tracked on a regular and consistent basis. A minimum liability account balance may be required on case-by-case basis to ensure City costs are covered in the event the application is withdrawn.

Public Contact

Posting of the City Council agenda.

Conclusion

Staff recommends that the City Council adopt Resolution No. _____, (1) rescinding City Council Resolutions 4342 (dated April 2, 2002) and 4429 (dated April 15, 2003) and (2) establishing Manufactured Home Fair Practices Commission Net Operating Income and Fair Return applications on a time and materials basis with minimum initial deposits of $10,000 (Net Operating Income) and Fair Return ($16,000).

Prepared by: Dan Sokolow
Senior Planner

Reviewed by: Christine Engel
CSD Director

Paul Navazio, City Manager

**Attachment:**
Resolution

**RESOLUTION NO. _______**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND RESCINDING RESOLUTIONS NO. 4343 AND 4429 FOR NET OPERATING AND FAIR RETURN APPLICATIONS OF THE MANUFACTURED HOME FAIR PRACTICES COMMISSION AND INSTEAD CHARGING FEES BASED ON A TIME AND MATERIALS BASIS TO MORE ACCURATELY REFLECT ACTUAL COSTS**

**WHEREAS**, the City Council approved the Manufactured Home Space Rent Control Ordinance (Chapter 16B of the Woodland Municipal Code) in 2001, and the ordinance went into effect the following year; and

**WHEREAS**, the City Council approved Manufactured Home Fair Practices Commission Net Operating Income and Fair Return application fees in 2002 and 2003, respectively, in the amounts of $5,900 (Net Operating Income) and $10,300 (Fair Return) based on the estimated hours at the time that were needed by staff and legal counsel to review and process the applications, including attendance at hearings before the Manufactured Home Fair Practices Commission; and

**WHEREAS**, the current application fees, adopted in 2002 and 2003, are based on highly variable estimates that do not reflect current costs or take into consideration the complexity of the issues presented by each application; and

**WHEREAS**¸ the City Council finds that charging applicants on a time and materials basis is a more accurate way to ensure that the City is able to recover its costs.

**NOW THEREFORE, BE IT RESOLVED**, as follows:

1. The City Council does hereby rescind City Council Resolution 4343, adopted by the City Council on April 2, 2002, which established a $5,900 fee for a Net Operating Income application.

2. The City Council does hereby rescind City Council Resolution 4429, adopted by the City Council on April 15, 2003, which established a $10,300 fee for a Fair Return application.

3. The City Council authorizes City staff to use the City's current reimbursement procedure (also termed a liability account) for the processing of Net Operating Income and Fair Return applications. That procedure requires an applicant to enter into a reimbursement agreement with the City and to pay for the City's costs on a time and materials basis to enable the City to recover its actual costs and for the applicant to pay the exact cost of service. City staff shall also be authorized to collect a deposit of Ten Thousand Dollars ($10,000.00) for a Net Operating Income application and Sixteen Thousand Dollars ($16,000.00) for a Fair Return application, which City staff has determined is a reasonable approximation of the costs it incurs in processing typical application. Any funds deposited but not spent shall be returned to the applicant.

**PASSED, APPROVED AND ADOPTED** this 7th day of June, 2016 by the following vote:

**AYES:**
**NOES:**
**ABSENT:**
**ABSTAIN:**

Tom Stallard, Mayor

**ATTEST**:

Ana Gonzalez, City Clerk

**APPROVED AS TO FORM:**

Kara K. Ueda, City Attorney

Legislation Text

6.

**File #:** 16-522, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: Intent to Levy Assessment: Spring Lake and Gateway Lighting & Landscaping Districts

Recommendation for Action**:** Staff recommends that the City Council approve and adopt:
1) Resolution No. _____, to Initiate Proceedings for the Annual Levy and Collection of Assessments;
2) Resolution No. _____, to Preliminarily Approve the Engineer's Annual Levy Report and the Levy and Collection of Annual Assessments;
3) Resolution No. _____, Declaring Intention to Conduct a Public Hearing on June 21, 2016 for the Spring Lake Lighting & Landscaping Districts;
4) Resolution No. _____, to Initiate Proceedings for the Annual Levy and Collection of Assessments;
5) Resolution No. _____, to Preliminarily Approve the Engineer's Annual Levy Report and the Levy and Collection of Annual Assessments; and
6) Resolution No. _____, Declaring Intention to Conduct a Public Hearing on June 21, 2016 for the Gateway Lighting & Landscaping Districts.

Staff Contact

Adam Devlin, Senior Accountant, (530)661-5835, adam.devlin@cityofwoodland.org

Fiscal Impact

If approved, the Spring Lake District would generate $1,122,595 in revenues to offset costs of District maintenance. The proposed assessment for the Gateway District would generate $131,209 in revenues, which is consistent with the FY2015/16 assessment.

The following table shows a comparison, by zoning type, of the maximum assessment, the FY15/16 actual assessment and the proposed FY16/17 assessment:

| Zoning | Maximum Levy | FY16/17 Proposed Levy | FY15/16 Levy |
|---|---|---|---|
| **SPRING LAKE L&L DISTRICT** | | | |
| Single Family Developed Residential R3 | $ 1,395.55 | $ 617.99 | $ 614.38 |
| Single Family Developed Residential R4 | $ 1,200.23 | $ 540.62 | $ 540.38 |
| Single Family Developed Residential R5 | $ 1,083.04 | $ 494.20 | $ 495.98 |
| Single Family Developed Residential R8 | $ 907.26 | $ 424.58 | $ 429.37 |
| Single Family Developed Residential R15 | $ 593.35 | $ 297.46 | $ 304.03 |
| Single Family Developed Residential R20 | $ 554.28 | n/a | n/a |
| Single Family Developed Residential R25 | $ 530.85 | $ 272.70 | $ 280.35 |
| Neighborhood Commercial Per Acre | $ 14,387.38 | $ 3,640.73 | $ 429.37 |
| **GATEWAY L&L DISTRICT** | | | |
| Per Acre | $ 3,746.52 | $ 2,546.76 | $ 2,235.13 |

## Background

The Landscaping and Lighting Act of 1972 ("the Act") authorizes cities to impose assessments on benefitted properties to finance construction of street landscaping, street lighting, traffic signals, parks, street trees, sidewalk repair, recreational improvements; as well as maintenance and servicing of any of these improvements. In accordance with Act, the City formed the Spring Lake and Gateway L&L Districts. A brief description of each District is as follows:

- Spring Lake L&L: All property located in the Spring Lake Specific Plan area, which is located in the southeast portion of the City, generally bounded to the north by Gibson Road, to the east by County Road 102, to the south by County Road 25A and generally to the west by County Road 101. There is a portion of the District immediately north of the extension of County Road 24A that extends west of State Highway 113. The District was formed in 2005 and is currently being assessed at well below the maximum assessment amount. This District formation report included an annual CPI escalator, which can continue indefinitely.

- Gateway L&L: Located in the southeast portion of the City, generally bounded to the north by Interstate 5, to the east by County Road 102, to the south by Bronze Star Drive and generally to the west by the City boundaries. The District was formed in 2008 and is currently being assessed below the maximum assessment amount. This District formation report included an annual CPI escalator, which can continue indefinitely.

## Discussion

An annual Engineer's Report is required for each District, which describes the District boundaries and the proposed improvements to be assessed to the property owners located within the District. The Report also shows a calculation of a Maximum Assessment and a Proposed Assessment. The Maximum Assessment is equal to the initial assessment determined at District formation, adjusted each year for inflation; the Maximum Assessment is calculated independent of the District's annual budget and proposed annual assessment. The Proposed Assessment is calculated based on the City's operating budget and estimation of maintenance operations required for the fiscal year. The District Engineer's Reports were prepared by Koppel & Gruber Public Finance and are attached for Council's review.

The assessments between FY2015/16 and 2016/17 are fairly consistent. Although the annual operating budget of the District has increased for Spring Lake due to increasing water and landscaping costs, these increases were offset by additional development that occurred during FY2015/16.

State regulations require a two part process to complete the annual levy. The first part of the process requires Council to take action to initiate proceedings for the levy, preliminarily approve the Engineer's Reports and call for a public hearing. A public hearing is required to complete the levy process. This public hearing is scheduled for June 21, 2016. Following the public hearing, Council may direct changes to the Engineer's Reports or to the levy, but may not increase the levy beyond the maximum approved amount.

## Conclusion

Staff recommends that the City Council approve and adopt:

1) Resolution No. _____, to Initiate Proceedings for the Annual Levy and Collection of Assessments;
2) Resolution No. _____, to Preliminarily Approve the Engineer's Annual Levy Report and the Levy and Collection of Annual Assessments;
3) Resolution No. _____, Declaring Intention to Conduct a Public Hearing on June 21, 2016 for the Spring Lake Lighting & Landscaping Districts;
4) Resolution No. _____, to Initiate Proceedings for the Annual Levy and Collection of Assessments;
5) Resolution No. _____, to Preliminarily Approve the Engineer's Annual Levy Report and the Levy and Collection of Annual Assessments; and
6) Resolution No. _____, Declaring Intention to Conduct a Public Hearing on June 21, 2016 for the Gateway

Lighting & Landscaping Districts.

Prepared by: Adam Devlin
Senior Accountant

Reviewed by: Kim McKinney
Finance Officer

Paul Navazio, City Manager

Attachments: Resolutions
Spring Lake Lighting & Landscaping District Engineer's Report
Gateway Lighting & Landscaping District Engineer's Report

**File #:** 16-532, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: Approval of Emergency Solutions Grant Application for Fourth & Hope's Emergency Shelter Services Program

Recommendation for Action**:** Staff recommends that the City Council take the following actions:

1. Approve the submittal of a 2016 Emergency Solutions Grant application by Fourth and Hope for its Emergency Shelter Services Program; and
2. Direct the City Manager to sign a Certification of Local Approval for the grant application.

Staff Contact

Dan Sokolow, Senior Planner - (530) 661-5927, dan.sokolow@cityofwoodland.org

Fiscal Impact

There is no impact to the City.

Background

The State Department of Housing and Community Development (HCD) administers the funding for the Emergency Solutions Grant (ESG) program in California. ESG is funded at the federal level through the McKinney-Vento Homeless Assistance Act. Previously known as the Emergency Shelter Grants Program, the program's name was changed in 2009 to reflect the program's focus and the Federal goal of ensuring that individuals and families who become homeless return to permanent housing. ESG funds may be used for the following homeless-related activities: street outreach, emergency shelters, homeless prevention, rapid re-housing assistance, homeless management information systems, and administrative activities (local grant administration).

Fourth and Hope received a 2014 ESG award in the amount of $150,000 for its Emergency Shelter Services (ESS) Program. The City has provided Fourth and Hope with $11,000 in CDBG funds (FY 2015/16) for its ESS Program and $10,000 from separate funds for the same program (FY 2015/16) through the City's participation in the Countywide Homeless Coordination Project.

Discussion

Fourth and Hope plans to apply for 2016 ESG funds in the amount of $200,000 for its ESS Program over a two-year period. The ESS Program offers dormitory style shelter for up to 73 individuals daily (including families). The 90-day program requires accountability and offers daily breakfasts, packed lunches, dinner meals, counseling, mailbox services, showers, laundry facilities, employment training, a literacy program, substance abuse education groups and case management, including access to benefits and job and housing search assistance. Guests are required to attend life skills, health, employment and housing readiness classes and make progress on their personal development plan to stay in the shelter.

One of the submittal requirements for ESG applicants includes a "Certification of Local Approval" which must be completed by a city (or county if the proposed ESG project is located in an unincorporated area).

Public Contact

Posting of the City Council agenda.

Conclusion

Staff recommends that the City Council take the following actions:

1. Approve the submittal of 2016 Emergency Solutions Grant application by Fourth & Hope for its Emergency Shelter Services Program; and
2. Direct the City Manager to sign a Certification of Local Approval for the grant application.

Prepared by: Dan Sokolow
Senior Planner

Reviewed by: Christine Engel
CSD Director

Paul Navazio, City Manager

**Attachment:**
Certification of Local Approval Form

<u>**ATTACHMENT C**</u>

**EMERGENCY SHELTER**
**CERTIFICATION OF LOCAL GOVERNMENT APPROVAL**
(Private Non-Profits Only)

**Instructions**:

If the Emergency Shelter is located in a city, the Certification of Local Approval must be completed by the city. If the Project is located in the unincorporated area of a county, the Certification must be from the county.

I, Paul Navazio, City Manager, duly Authorized to act on behalf of City of Woodland, hereby approve of the operation of the following Emergency Shelter(s) (see list below) proposed by Fourth & Hope which is/are to be located/operated in City of Woodland.

| CERTIFICATION OF LOCAL APPROVAL | |
|---|---|
| **Paul Navazio**<br>PRINTED NAME OF CITY/COUNTY OFFICIAL | **City Manager**<br>TITLE |
| CITY/COUNTY OFFICIAL SIGNATURE<br><br>______<br>DATE | |

Fourth & Hope's Emergency Shelter is located at 207 Fourth Street, Woodland, CA 95695.

300 First Street
Woodland, CA 95695

City of Woodland

# Legislation Text

8.

**File #:** 16-540, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: Product Durability Letter

**Recommendation for Action:** Staff recommends that the City Council adopt Resolution No. _____, supporting the Product Durability letter written on behalf of the Sustainability Committee and supporting letter be sent to local newspapers on behalf of the committee and the City Council.

Staff Contact

Reyna Piñon, Conservation Coordinator - 530-661-2063, reyna.pinon@cityofwoodland.org

Fiscal Impact

This action will have no fiscal impact.

Discussion

Planned obsolescence of products is the practice of producing consumer goods that become obsolete or damaged relatively soon after they are purchased, thus requiring frequent replacement due to the use of nondurable materials and/or frequent changes in design. The environmental impact of planned obsolescence is seen as landfills are filled with products disposed of due to obsolescence and/or because they are not reusable or recyclable.

The Sustainability Committee recognizes the impact of planned obsolescence on the environment and the importance of supporting product durability efforts to reduce waste.

On behalf of the Sustainability Committee, a letter was written by committee attendee John McKean regarding Product Durability in relation to waste reduction concerns. The Sustainability Committee supports the Product Durability letter and furthermore supports sending the letter to local newspapers on behalf of the committee and the City Council.

Conclusion

Staff recommends that the City Council adopt Resolution No. _____, supporting the Product Durability letter written on behalf of the Sustainability Committee and supporting letter be sent to local newspapers on behalf of the committee and the City Council.

Prepared by: Reyna Piñon, Conservation Coordinator

Reviewed by: Gregor G. Meyer, Public Works Director

Paul Navazio, City Manager

Attachments: Resolution and letter

**RESOLUTION NO. ___**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND IN SUPPORT OF PRODUCT DURABILITY**

**WHEREAS,** the Sustainability Committee makes recommendations to the City Council on a variety of sustainability issues; and

**WHEREAS**, the issue of product durability and planned obsolescence was raised and discussed in relation to waste reduction concerns at the Sustainability Committee meetings on March 8, 2016 and April 12, 2016; and

**WHEREAS**, the Sustainability Committee recognizes the impact of planned obsolescence on the environment and the importance of product durability; and

**WHEREAS**, Sustainability Committee attendee John McKean prepared the attached letter in support of product durability on behalf of the Sustainability Committee; and

**WHEREAS**, the Sustainability Committee asks that Council support the Product Durability letter written on behalf of the Sustainability Committee; and

**WHEREAS**, the Sustainability Committee asks that the Council support that the Product Durability letter be sent to local newspapers on behalf of the committee and the City Council.

**NOW, THEREFORE, BE IT RESOLVED THAT:** The City Council of the City of Woodland supports the Product Durability letter written on behalf of the Sustainability Committee and supports that the letter be sent to local newspapers on behalf of the Sustainability Committee and the City Council.

**PASSED AND ADOPTED** this 7th day of June 2016, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

______________________________
Tom Stallard, Mayor

APPROVED AS TO FORM:

______________________________
Kara Ueda, City Attorney

ATTEST:

______________________________
Ana B. Gonzalez, City Clerk

# PRODUCT DURABILITY

In the Fifties and Sixties, in Europe, there was a message “Buy Quality, Buy for Life!” We now live in a consumer/consumption-driven society in which approximately 70% of our GDP depends on consumerism.

When our TV quit after five years, I was suspicious. Two months later, the four-year-old refrigerator stopped working. The repairman told us that the $300.00 thermostat used to be made of copper, but now is made out of an inferior metal. Printer ink cartridges quit before they are empty. I wonder how long the water heater will last? Are manufacturers deliberately shortening the life of appliances and electronic equipment?

Our Federal Trade Commission is charged with protecting consumers from fraud but has little to say about “planned obsolescence”. Some scholarly articles on the issue are a better source for discussion, such as Joseph Guiltinan’s “Creative Destruction and Destructive Creations: Environmental Ethics and Planned Obsolescence,” Journal of Business Ethics (2009) 89: 19-28.

The French Government and the European Union are both taking legislative steps to hold companies responsible for deliberately shortening the life of appliances like printers and TVs. In France, manufacturers are required to tell customers how long their appliances are intended to last. If they want to avoid a potential fine of 15,000 euros, manufacturers must also notify buyers how long spare parts will be available for each product. After the product release date, and from 2016, manufacturers will be required to repair or replace, free of charge, any defective product within two years of its original purchase date. (“French government tackles planned obsolescence,” New Electronics (August, 2015).)

This is the time to speak out and tell consumers how long a product should reasonably last and to hold companies accountable for early product failure. The system we use for tires is what I’m thinking of. I can choose to purchase a 70,000-mile tire and pay $200 or I can choose a 30,000-mile tire for $100. Either way, a warranty goes with the tire so that I’m covered for premature failure of the product.

The point is, as consumers we ought to have the option to purchase a durable product with a label indicating expected lifetime and if that product is deficient, then the producer should be expected to either assist in the repair or to replace it. Many warranties are limited warranties and cover a period of two years or less. One would expect major appliances to have longer warranties and last longer than two years.

A fast product turnover is a way to boost the economy but in the longer term strains consumer budgets, and accelerates the depletion of resources by putting pressure on our environment. I’m thinking of our growing landfill.

In California, the CalRecycle Program speaks to waste reduction as a preferred approach, stating: “Waste that never gets created doesn’t have waste management costs.” (www.calrecycle.ca.gov/ReduceWaste/)

The California Senate Standing Committee on Business, Professions and Economic Development may also play a role in hearing consumer concerns regarding built-in obsolescence, and the impact on the environment. The chief consultant for this committee is Bill Gage. The committee can be contacted at State Capitol, Room 2053, Sacramento, CA 95814, by phone at (916) 651-4104, or by fax at (916) 266-9343.

For our economy to be sustainable, we need durable products. Labeling life expectancy might help. Planned obsolescence is bad for the environment and hard on consumers with budget limitations.

John McKean, member of the City of Woodland Sustainability Committee.

# Legislation Text

9.

**File #:** 16-542, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: State Theatre - Disposition and Development Agreement Amendment

Recommendation for action: Staff recommends that the City Council approve Resolution No. _____, authorizing the City Manager to execute the attached Amendment to the Disposition and Development Agreement with Woodland State Theatre, LLC.

Staff Contact

Ken Hiatt, Community Development Director, (530) 661-5930, ken.hiatt@cityofwoodland.org

Fiscal Impact

No fiscal impact.

Background

On June 17, 2014, the City Council approved the Disposition and Development Agreement (DDA) with the Woodland State Theatre, LLC for the sale, renovation, and expansion of the State Theatre as part of a first class, state-of-the-art, 10-screen multiplex theater project. Section 504 of the DDA included a provision requiring construction completion of the project to occur on or before December 31, 2015. Pursuant to Section 803.6 of the DDA, a time extension was approved to June 28, 2016.

Due to a variety of factors including time needed to process the building permits for the Project, unanticipated extra work encountered by the developer in the State Theatre building, and weather delays associated with the general contractor performing work on the addition to the theater the schedule has been further delayed. The project is now projected to be completed near the end of the year. The attached addendum would extend the project completion date referenced in the DDA to December 31, 2016. All other provisions of the DDA remain unchanged including the ability for mutual agreement for an additional extension if needed.

Woodland State Theatre, LLC recently executed a contract with DesCor Builders who will be completing the construction of the theater. Noticeable progress will be made over the next several months as the exterior walls and roof of the theater additional are completed.

Conclusion

Staff recommends the City Council approve Resolution No. _____, authorizing the City Manager to execute the attached Amendment to the Disposition and Development Agreement with Woodland State Theatre, LLC.

Paul Navazio, City Manager

Attachments:

1. Resolution
2. Disposition and Development Agreement Amendment

**RESOLUTION NO. ______**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND APPROVING AND AUTHORIZING THE CITY MANAGER TO EXECUTE AN AMENDMENT NO. 2 TO DISPOSITION AND DEVELOPMENT AGREEMENT WITH WOODLAND STATE THEATRE, LLC**

**WHEREAS**, the City and Woodland State Theatre, LLC, a California limited liability company ("**Developer**") entered into a Disposition and Development Agreement, dated as of June 18, 2014, and Amendment No. 1 to Disposition and Development Agreement, dated for reference purposes as of December 31, 2015 (collectively, the "**DDA**"), providing for the sale of certain property (the "**Site**") to the Developer for development of a multi-screen movie theater and restaurant (the "**Project**"); and

**WHEREAS**, the Developer has acquired the Property, and has been pursuing the development of the Project pursuant to the DDA; and

**WHEREAS,** Section 504 of the DDA, as previously extended by Amendment No. 1 to the DDA, requires that construction of the Project be completed by June 30, 2016; and

**WHEREAS,** due to extra time that was needed to process the building permits for the Project, unanticipated extra work encountered by the Developer in the State Theatre building, and weather delays, the Developer has requested an extension of the time period for completion of the construction of the Project to December 31, 2016; and

**WHEREAS,** the City is agreeable with such extension, and has prepared a proposed Amendment No. 2 to Disposition and Development Agreement ("Amendment No. 2") to provide for such extension;

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Woodland hereby approves the Amendment No. 2, and authorizes the City Manager to execute the Amendment No. 2 in substantially the form attached hereto as Exhibit A and incorporated herein by reference, subject to any minor, clarifying and conforming changes as may be approved by the City Attorney.

**PASSED AND ADOPTED** by the City Council of the City of Woodland this ________ day of ____________, 2016, by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

______________________________
Tom Stallard, Mayor

ATTEST:

______________________________
Ana B. Gonzalez
City Clerk

APPROVED AS TO FORM:

______________________________
Kara K. Ueda
City Attorney

**EXHIBIT A**

**AMENDMENT NO. 2 TO**
**DISPOSITION AND DEVELOPMENT AGREEMENT**

**AMENDMENT NO. 2 TO**
**DISPOSITION AND DEVELOPMENT AGREEMENT**

This Amendment No. 2 to Disposition and Development Agreement ("Amendment") is entered into as of __________________, 2016, by and between the CITY OF WOODLAND, a municipal corporation ("City") and WOODLAND STATE THEATRE, LLC, a California limited liability Company ("Developer"). The City and Developer entered into that certain Disposition and Development Agreement, dated as of June 18, 2014, and an Amendment No. 1 to Disposition and Development Agreement, dated for references purposes as of December 31, 2015 (collectively, the "DDA") providing for the sale of certain property (the "Property") to the Developer for development of a multi-screen movie theater and restaurant (the "Project"). Due to current circumstances, and the further planning and decisions of the parties, the parties desire to enter into this Amendment to extend the time period for completion of construction of the Project set forth in Section 504 of the DDA.

1. The third paragraph of Section 504 of the DDA (as previously modified by Amendment No. 1) requires that construction of the Project shall be completed no later than June 30, 2016. The City and the Developer hereby agree to further extend the date for completion of the Project, as set forth in Section 504 of the DDA, to December 31, 2016.

2. Except as specifically modified by this Amendment, in all other respects the DDA is hereby affirmed and remains in full force and effect.

3. This Amendment may be executed in one or more counterparts.

IN WITNESS WHEREOF, the undersigned have executed this Amendment as of the date first set forth above.

**CITY**:

Date: ___________________, 2016

CITY OF WOODLAND,
a municipal corporation

By:___________________________
Paul Navazio,
City Manager

ATTEST:

By: _________________________
Ana Gonzalez,
City Clerk

APPROVED AS TO FORM:

By: __________________________
City Attorney

82093.00006\24630384.1

**DEVELOPER:**

Date: ____________________, 2016

WOODLAND STATE THEATRE, LLC, a California limited liability company

By____________________________
David Corkill,
Managing Manager

Legislation Text

10.

**File #:** 16-556, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: Waste Management Delinquent Garbage/Refuse Accounts - Call for a Public Hearing

**Recommendation for Action:** Staff recommends that the City Council set a Public Hearing for July 5, 2016 to hear and approve the list of Delinquent Refuse Accounts and direct the Tax Collector of Yolo County to assess liens against real property to collect delinquent payments.

Staff Contact

Ana B. Gonzalez, City Clerk - (530) 661-5806, ana.gonzalez@cityofwoodland.org

Fiscal Impact

There is little to no fiscal impact to the City to maintain the current process, other than time constraints for processing and releasing the liens. The fees for the recordings are attached to the total amount liened so the property owner assumes that cost.

Report in Brief

This action requests that the City Council set a date for the annual adoption of a Resolution to lien local properties for failure to pay for their Waste Management services.

Staff recommends that the City Council set a Public Hearing for July 5, 2016 to hear and approve the list of Delinquent Refuse Accounts and direct the Tax Collector of Yolo County to assess liens against real property to collect delinquent payments.

Background

In 1989 the City negotiated a new Franchise Agreement for garbage/yard refuse service with Waste Management of Woodland. One of the changes to the prior Agreement was that Waste Management would assume the billing responsibilities for refuse services to Woodland customers. At that time, Waste Management requested, and permission was granted, to file property liens to recover delinquent accounts. Before filing a lien with the County, a Public Hearing needs to be held to allow protests of the proposed liens.

Conclusion

Staff recommends that the City Council set a Public Hearing for July 5, 2016 to hear and approve the list of Delinquent Refuse Accounts and direct the Tax Collector of Yolo County to assess liens against real property to collect delinquent payments.

Prepared by: Ana B. Gonzalez
City Clerk

Paul Navazio, City Manager

## Legislation Text

11.

**File #:** 16-520, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: Treasurer's Investment Report Quarter Ending March 31, 2016

**Recommendation for Action:** Staff recommends that City Council accept the quarterly Treasurer's Investment Report for the quarter ended March 31, 2016.


Staff Contact
Adam Devlin, Senior Accountant, (530)661-5835, adam.devlin@cityofwoodland.org


Fiscal Impact

There is no impact on the City funds in association with the information contained herein. This report is for informational purposes only.

Background

The City manages its investment portfolio in accordance with the guidelines established by the Council via the adopted investment policy. The City primarily invests in the Local Agency Investment Fund (LAIF) and federal agency obligations because these are generally considered low risk investments. The City's securities are held in custodial care by U.S. Bank N.A., Custody Treasury Division, located in Minneapolis, MN and administered by its Sacramento office. U.S. Bank N.A. provides monthly statements to the City of Woodland. The source of valuations for the securities is marked to market by U.S. Bank N.A.

In determining placements of investments, safety is the number one priority which is followed by liquidity and finally yield on investments.

Each quarter staff is required to provide the City Council with a report form the City Treasurer on the status of investments. The purpose of this report is to provide the Council with information regarding liquidity, monthly cash flow and expected cash disbursements.

Discussion

Over the past year staff has been working with the investment firm of Cantor Fitzgerald L.P. to develop an investment strategy with the objective to increase yield and generate additional investment earnings while, at the same time, ensure that the portfolio's primary goal of providing safety and liquidity is preserved. This work effort has included an analysis of the City's historical cash flow and liquidity requirements. This analysis reviewed the last three years of monthly cash inflow and outflows to determine an appropriate level of cash to retain in the easily accessible LAIF accounts, and the amount of cash available for investment in various forms approved in the Investment Policy. Beginning in April 2015, staff began purchasing investments in accordance with the investment plan. The implementation of this strategy is reflected in the current and attached quarterly reports.

As of March 31, 2016 the City treasury consisted of investments with a total book value of $80,897,465. The largest portion of the City's portfolio continues to be invested in pooled investment funds (LAIF), but with the diversification efforts undertaken during the last year, the portfolio now includes federal agencies and corporate securities that help to increase portfolio returns while maintaining compliance with the City's adopted Investment Policy.

The City Investment Policy has established a benchmark equal to the 90-day U.S. Treasury bill which for the quarter ending March 2016 was 0.21%. The yield on the Local Agency Investment Fund (LAIF) balances for the quarter ending March 2016 was 0.51%, the average yield on the City of Woodland's investments as of March 31, 2016 was 1.82%; the overall portfolio yield, combining all investments and LAIF was 0.95%. The City has therefore met its goal of obtaining a rate of return greater than the established U.S. Treasury benchmark.

The City's investment plan goal is to maintain 40% of our investment portfolio in highly liquid or readily available funds (such as LAIF). Additionally, the plan goal is to distribute investments across both short and longer term timeframes to achieve an overall effective duration of investments of eighteen months. Finally, the goal of the investment plan is to achieve an investment return of 0.75% based on the parameter of allowable investments. For the quarter ended March 31, 2016, 47.55% of the City's investments are in LAIF, overall duration of investments is fourteen months, and the rate of return was 0.95%. The City will continue to implement the investment strategy, which will reduce the large portfolio balance currently in LAIF, and will also result in longer duration of the portfolio. To date, the City has been exceeding the overall investment yield goal. The attached Investment Plan Executive Summary shows a graphical representation of the City's investment plan goals versus actual investments.

The investment analysis will refer to "Market Value" of investments; this is a constantly changing amount that is based on the current value of the investment, whereas "Book Value" is what we paid for the security. If there is a difference between the two, there will either be a calculated gain or loss. It should be noted that the City intends to hold securities until maturity and that calculated gains or losses within a quarter are not necessarily an issue.

The attached report also provides a summary of the City's current investments and includes the investment interest rates as they have matured and current rates for new investments. All activities comply with the existing Investment Policy approved by City Council. Additionally, a report entitled "Cash with Fiscal Agent" is included which lists the most recent information available regarding investments for the assessment districts/bond reserve fund dollars. The source of this information is monthly reports from the various district/bond Trustees.

Conclusion

Staff recommends that City Council accept the quarterly Treasurer's Investment Report for the quarter ended March 31, 2016.

Prepared by: Adam Devlin
Senior Accountant

Reviewed by: Kimberly McKinney
Finance Officer/Treasurer

Paul Navazio, City Manager

Attachments

# Investment Plan Executive Summary: Woodland-20160331 (03/31/16 Data)

**CASH: 47.55% | Tsy:0.00% | AgyBlt:8.66% | AgyStep:13.57% | AgyClbl:12.34% | Corp:17.89%**

**Par Amount ($000): $80,573.96 | Mkt Vlu ($000): $81,129.03 | Gain/Loss ($000) Using Amort Cost: $77.15**

**Years To Maturity: 1.79 | Modified Duration: 1.67 | Effective Duration: 1.18 | Effective Convexity: (0.73)**

**Primary Liquidity 18.87%**

Port: $38,573.96M 47.55%
Plan: $32,451.61M 40.00%
Var: $6,122.35M
Var(%): 7.55%

**Secondary Liquidity 0.00%**

Port: $0.00M 0.00%
Plan: $0.00M 0.00%
Var: $0.00M
Var(%): 0.00%

**Total Liquidity 18.87%**

Port: $38,573.96M 47.55%
Plan: $32,451.61M 40.00%
Var: $6,122.35M 7.55%
Investable: $6,122.35M 7.55%

**Effective Duration (21.00%)**

Port: 1.185
Plan: 1.50
Var: (0.315)
Var(%): (21.00%)

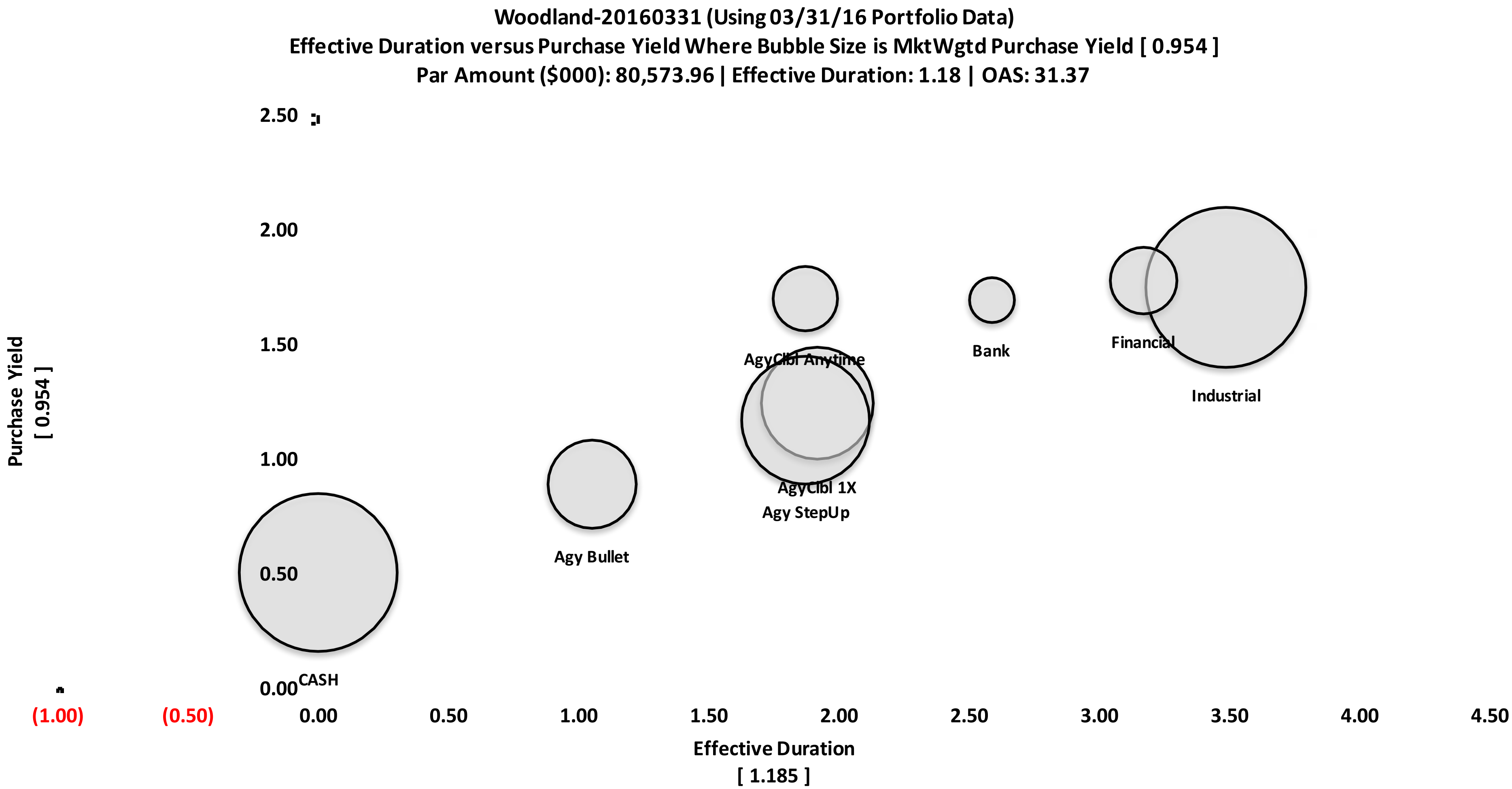
**Composite Credit Rating 10.79%**

Port: AA1
Plan: AA3
Var: 1.9 Notches
Var(%): 10.79%

**Market Rate of Return 28.01%**

Port: 0.954
Plan: 0.745
Var: 0.209
Var(%): 28.01%

The analysis is provided for informational purposes and the accuracy is not guaranteed. Market prices are indications only and subject to change. Market values include accrued interest.




The analysis is provided for informational purposes and the accuracy is not guaranteed. Market prices are indications only and subject to change. Market values include accrued interest.

# Called-Matured Forecast Heat Matrix

***Portfolio:*** ***Woodland-20160331***

## Forecasted Calls Par Amounts ($000)

| | 3Mo | 6Mo | 9Mo | 12Mo |
|---|---|---|---|---|
| **+200bp** | 0.00 | 0.00 | 0.00 | 0.00 |
| **+100bp** | 0.00 | 0.00 | 0.00 | 0.00 |
| **+50bp** | 0.00 | 0.00 | 0.00 | 2,000.00 |
| **Unchng** | 0.00 | 7,000.00 | 15,000.00 | 19,000.00 |
| **-50bp** | 7,000.00 | 19,000.00 | 19,000.00 | 19,000.00 |
| **-100bp** | 7,000.00 | 19,000.00 | 19,000.00 | 19,000.00 |

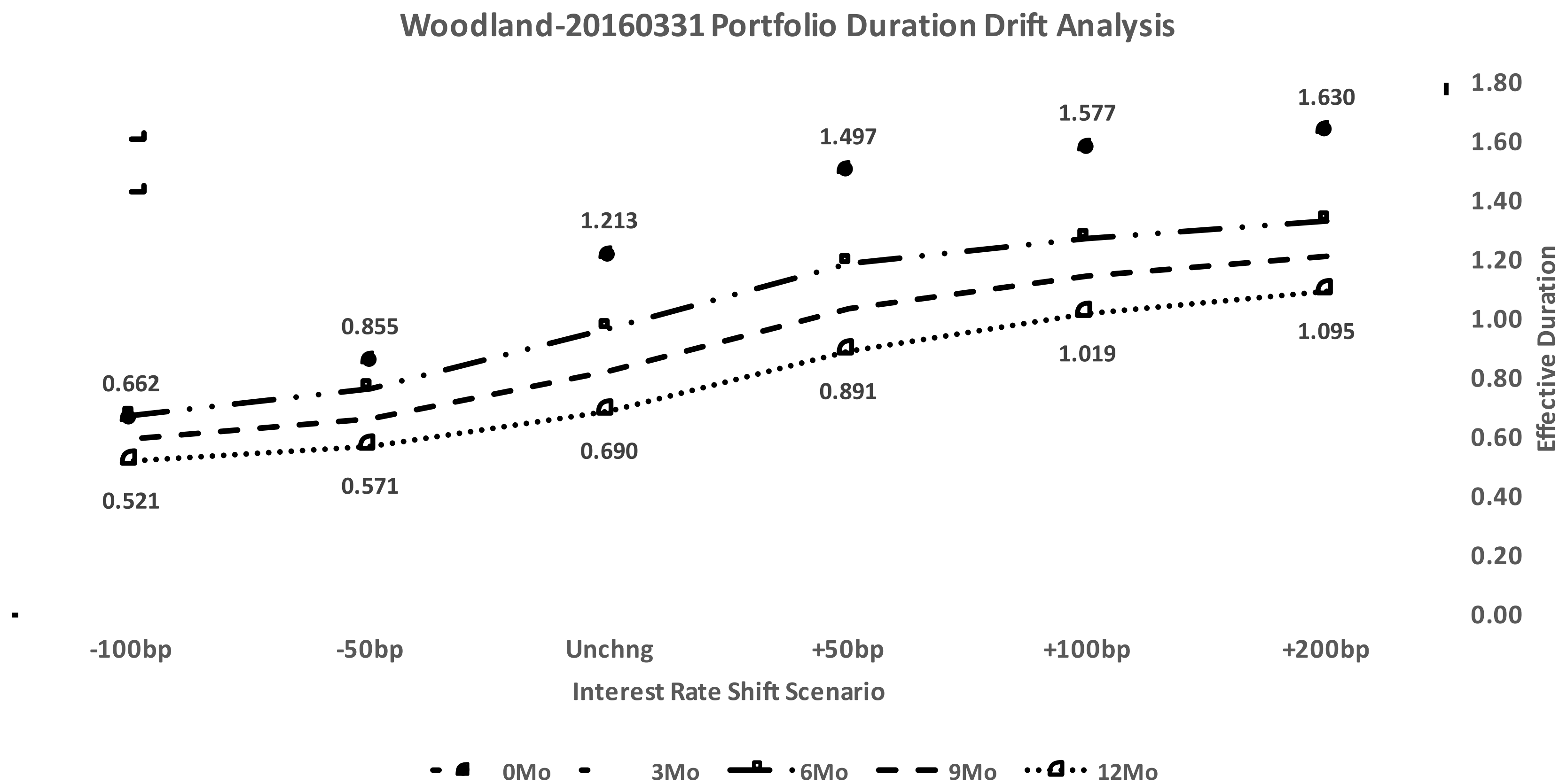
## Forecasted Maturities Par Amounts ($000)

| | 3Mo | 6Mo | 9Mo | 12Mo |
|---|---|---|---|---|
| **+200bp** | 0.00 | 0.00 | 0.00 | 0.00 |
| **+100bp** | 0.00 | 0.00 | 0.00 | 0.00 |
| **+50bp** | 0.00 | 0.00 | 0.00 | 0.00 |
| **Unchng** | 0.00 | 0.00 | 0.00 | 0.00 |
| **-50bp** | 0.00 | 0.00 | 0.00 | 0.00 |
| **-100bp** | 0.00 | 0.00 | 0.00 | 0.00 |

## Forecasted Calls+Maturities Par Amounts ($000)

| | 3Mo | 6Mo | 9Mo | 12Mo |
|---|---|---|---|---|
| **+200bp** | 0.00 | 0.00 | 0.00 | 0.00 |
| **+100bp** | 0.00 | 0.00 | 0.00 | 0.00 |
| **+50bp** | 0.00 | 0.00 | 0.00 | 2,000.00 |
| **Unchng** | 0.00 | 7,000.00 | 15,000.00 | 19,000.00 |
| **-50bp** | 7,000.00 | 19,000.00 | 19,000.00 | 19,000.00 |
| **-100bp** | 7,000.00 | 19,000.00 | 19,000.00 | 19,000.00 |

The analysis is provided for informational purposes and the accuracy is not guaranteed. Market prices are indications only and subject to change. Market values include accrued interest.




***Portfolio:*** ***Woodland-20160331***

**Portfolio Duration Drift Analysis**

| | 0Mo | 3Mo | 6Mo | 9Mo | 12Mo |
|---|---|---|---|---|---|
| **+200bp** | 1.63 | 1.45 | 1.33 | 1.21 | 1.09 |
| **+100bp** | 1.58 | 1.40 | 1.27 | 1.14 | 1.02 |
| **+50bp** | 1.50 | 1.31 | 1.19 | 1.04 | 0.89 |
| **Unchng** | 1.21 | 1.05 | 0.97 | 0.82 | 0.69 |
| **-50bp** | 0.85 | 0.77 | 0.77 | 0.66 | 0.57 |
| **-100bp** | 0.66 | 0.64 | 0.67 | 0.60 | 0.52 |

The analysis is provided for informational purposes and the accuracy is not guaranteed. Market prices are indications only and subject to change. Market values include accrued interest.

# Woodland-20160331 Holdings X-Ray Analysis (Using 03/31/16 Portfolio Data)

| | |
|---|---|
| *Portfolio:* | *Woodland-20160331* |
| *Minimum YrsToMat:* | |
| *Maximum YrsToMat:* | *5.000* |
| *Ticker Filter:* | |
| *Structure Filter:* | *All* |
| *Composite Rating Filter:* | |
| *Minimum Effective Duration:* | |
| *Maximum Effective Duration:* | |
| *Forecasted Matured/Called Bonds:* | *No Forecast Filter* |

| Treasury Curve 03/31/16 | Tsy CMT Yield | 1 Mo Chng(bp) | 1 Yr Chng(bp) | Mod Duration | Slope(bp) | Sprd to 3Mo(bp) |
|---|---|---|---|---|---|---|
| Fed Funds Effective Rate: | 0.250 | (4.000) | 19.000 | 0.000 | | |
| 3MoTsyCMT: | 0.210 | (12.000) | 18.000 | 0.250 | 0 | 0 |
| 6MoTsyCMT: | 0.390 | (10.000) | 25.000 | 0.499 | 18 | 18 |
| 1YrTsyCMT: | 0.590 | (3.000) | 33.000 | 0.996 | 20 | 38 |
| 2YrTsyCMT: | 0.730 | (5.000) | 17.000 | 1.982 | 14 | 52 |
| 5YrTsyCMT: | 1.210 | (1.000) | (16.000) | 4.838 | 48 | 100 |
| 10YrTsyCMT: | 1.780 | 4.000 | (16.000) | 9.123 | 57 | 157 |
| 30YrTsyCMT: | 2.610 | 0.000 | 7.000 | 20.714 | 83 | 240 |

| Bond # | Bond Description | Settlement Date | Offer Price | Yield To Convention | Yield To Maturity | Issuer Info | Step Schedule | Effective Duration | OAS |
|---|---|---|---|---|---|---|---|---|---|
| 1 | 38.574MM CASHLAIF: CASH | 01/01/04 | 0.506 | 0.506 | 0.506 | CASH<br>\|\| | | 0.00 | |
| 2 | 1.000MM 3137EADH: FHLMC1.00 06/29/17 (1.25Yrs) | 03/29/16 | 100.36 | 0.712 | 0.712 | Agy Bullet<br>Aaa\|AA+\|AAA | | 1.235 | 9.703 |
| 3 | 1.000MM 3135G0MZ: FNMA0.875 08/28/17 (1.41Yrs) | 03/29/16 | 100.158 | 0.762 | 0.762 | Agy Bullet<br>Aaa\|AA+\|AAA | | 1.399 | 12.344 |
| 4 | 1.000MM 3137EADL: FHLMC1.00 09/29/17 (1.5Yrs) | 03/29/16 | 100.313 | 0.759 | 0.759 | Agy Bullet<br>Aaa\|AA+\|AAA | | 1.486 | 10.711 |
| 5 | 1.000MM 3130A6LZ: FHLB0.625 10/26/17 (1.57Yrs) | 03/29/16 | 99.71 | 0.777 | 0.777 | Agy Bullet<br>Aaa\|AA+\| | | 1.558 | 11.493 |
| 6 | 1.000MM 3137EADX: FHLMC1.00 12/15/17 (1.71Yrs) | 03/29/16 | 100.231 | 0.773 | 0.773 | Agy Bullet<br>\|AA+\|AAA | | 1.689 | 9.260 |
| 7 | 0.500MM 40428HPH: HSBC1.625 01/16/18 | 05/14/15 | 100.639 | 1.754 | 1.754 | Bank<br>A2\|A\|AA-<br>5Yr Def %: N/A<br>EqyBuyHld%: | | 1.759 | 105.834 |
| 8 | 0.500MM 037833AJ: AAPL1.00 05/03/18 (2.09Yr IND-AA1) | 05/14/15 | 99.592 | 0.897 | 0.897 | Industrial<br>Aa1\|AA+\| | | 2.059 | 16.489 |
| 9 | 2.000MM 3136G2HV: FNMA1.10 05/25/18 (2.15YrsNc1.83Mo-1x) | 05/27/15 | 100.00 | 1.238 | 1.238 | AgyClbl 1X<br>Aaa\|AA+\|AAA | | 1.423 | 49.263 |
| 10 | 0.500MM 166764AE: CVX1.718 06/24/18 (2.23Yr IND-AA2) | 06/26/15 | 100.764 | 1.285 | 1.30 | Industrial<br>Aa2\|AA-\|<br>5Yr Def %: 1.12<br>EqyBuyHld%: 100.0 | | 2.148 | 53.477 |
| 11 | 2.000MM 3134G8KX: FHLMC1.00 08/24/18 (2.4YrsNc4.8Mos-1x) | 02/24/16 | 100.00 | 1.231 | 1.231 | AgyClbl 1X<br>Aaa\|AA+\|AAA | | 1.912 | 44.874 |
| 12 | 0.500MM 02665WAC: HNDA2.125 10/10/18 (2.53Yr FIN-A1) | 10/30/15 | 102.094 | 1.437 | 1.437 | Financial<br>A1\|A+\|<br>5Yr Def %: N/A<br>EqyBuyHld%: | | 2.438 | 64.816 |
| 13 | 2.000MM 3130A52E: FHLB1.15 10/29/18 (2.58Yrs)-CALLED | 04/29/15 | 100.00 | 1.144 | 1.144 | Agy Bullet<br>Aaa\|AA+\| | | 0.00 | 28.440 |
| 14 | 0.500MM 191216BF: KO1.65 11/01/18 (2.59Yr IND-AA3) | 04/21/15 | 102.072 | 0.909 | 0.909 | Industrial<br>Aa3\|AA-\|A+<br>5Yr Def %: 0.59<br>EqyBuyHld%: 92.9 | | 2.522 | 11.088 |

# Woodland-20160331 Holdings X-Ray Analysis (Using 03/31/16 Portfolio Data)

| | |
|---|---|
| *Portfolio:* | *Woodland-20160331* |
| *Minimum YrsToMat:* | |
| *Maximum YrsToMat:* | *5.000* |
| *Ticker Filter:* | |
| *Structure Filter:* | *All* |
| *Composite Rating Filter:* | |
| *Minimum Effective Duration:* | |
| *Maximum Effective Duration:* | |
| *Forecasted Matured/Called Bonds:* | *No Forecast Filter* |

| Treasury Curve 03/31/16 | Tsy CMT Yield | 1 Mo Chng(bp) | 1 Yr Chng(bp) | Mod Duration | Slope(bp) | Sprd to 3Mo(bp) |
|---|---|---|---|---|---|---|
| Fed Funds Effective Rate: | 0.250 | (4.000) | 19.000 | 0.000 | | |
| 3MoTsyCMT: | 0.210 | (12.000) | 18.000 | 0.250 | 0 | 0 |
| 6MoTsyCMT: | 0.390 | (10.000) | 25.000 | 0.499 | 18 | 18 |
| 1YrTsyCMT: | 0.590 | (3.000) | 33.000 | 0.996 | 20 | 38 |
| 2YrTsyCMT: | 0.730 | (5.000) | 17.000 | 1.982 | 14 | 52 |
| 5YrTsyCMT: | 1.210 | (1.000) | (16.000) | 4.838 | 48 | 100 |
| 10YrTsyCMT: | 1.780 | 4.000 | (16.000) | 9.123 | 57 | 157 |
| 30YrTsyCMT: | 2.610 | 0.000 | 7.000 | 20.714 | 83 | 240 |

| Bond # | Bond Description | Settlement Date | Offer Price | Yield To Convention | Yield To Maturity | Issuer Info | Step Schedule | Effective Duration | OAS |
|---|---|---|---|---|---|---|---|---|---|
| **15** | **0.500MM 68389XAQ: ORCL2.375 01/15/19 (2.79Yr IND-A1)** | **10/30/15** | **102.946** | **1.07** | **1.07** | **Industrial<br>A1\|AA-\|A+<br>5Yr Def %: 0.84<br>EqyBuyHld%: 90.5** | | **2.70** | **24.695** |
| **16** | 0.500MM 46625HJR: JPM2.35 01/28/19 (2.83Yr FIN-A2) | 04/27/15 | 102.095 | 1.66 | 1.66 | Financial<br>A3\|A-\|A+ | | 2.728 | 83.147 |
| **17** | **2.000MM 3134G7KN: FHLMC1.375 01/28/19 (2.83YrsNc3.93Mos-1x)** | **07/28/15** | **100.00** | **1.119** | **1.345** | **AgyClbl 1X<br>Aaa\|AA+\|AAA** | | **1.257** | **34.714** |
| **18** | 0.500MM 17275RAR: CSCO2.125 03/01/19 (2.92Yr IND-AA3) | 11/12/15 | 101.472 | 1.135 | 1.135 | Industrial<br>A1\|AA-\|<br>5Yr Def %: 0.87<br>EqyBuyHld%: 97.5 | | 2.831 | 29.722 |
| **19** | **0.500MM 037833AQ: AAPL2.10 05/06/19 (3.1Yr IND-AA1)** | **10/20/15** | **102.621** | **1.188** | **1.188** | **Industrial<br>Aa1\|AA+\|<br>5Yr Def %: 0.86<br>EqyBuyHld%: 96.0** | | **2.983** | **31.667** |
| **20** | 0.500MM 25468PDA: DIS1.85 05/30/19 (3.17Yr IND-A2) | 03/27/15 | 101.087 | 1.178 | 1.178 | Industrial<br>A2\|A\|A | | 3.061 | 29.350 |
| **21** | **0.500MM 68389XAX: ORCL2.25 10/08/19 (3.52Yr IND-A1)** | **10/20/15** | **102.488** | **1.352** | **1.352** | **Industrial<br>A1\|AA-\|A+<br>5Yr Def %: 0.84<br>EqyBuyHld%: 90.5** | | **3.363** | **38.514** |
| **22** | 0.500MM 48127HAA: JPM2.20 10/22/19 (3.56Yr FIN-A2) | 10/20/15 | 101.267 | 1.775 | 1.775 | Financial<br>A3\|A-\|A+<br>5Yr Def %: 2.13<br>EqyBuyHld%: 97.3 | | 3.396 | 79.942 |
| **23** | **0.500MM 90331HML: USB2.125 10/28/19** | **06/26/15** | **100.507** | **1.68** | **1.69** | **Bank<br>A1\|AA-\|AA<br>5Yr Def %: 1.66<br>EqyBuyHld%: 97.2** | | **3.398** | **70.027** |
| **24** | 0.500MM 36962G6P: GE2.10 12/11/19 (3.7Yr IND-AA2) | 03/27/15 | 102.257 | 1.472 | 1.472 | Industrial<br>Aa3\|AA+\|<br>5Yr Def %: 1.52<br>EqyBuyHld%: 100.0 | | 3.546 | 46.484 |
| **25** | **0.500MM 22160KAF: COST1.70 12/15/19 (3.71Yr IND-A1)** | **11/12/15** | **99.902** | **1.237** | **1.237** | **Industrial<br>A1\|A+\|A+<br>5Yr Def %: 0.57<br>EqyBuyHld%: 100.0** | | **3.587** | **22.621** |
| **26** | 0.500MM 17275RAH: CSCO4.45 01/15/20 (3.79Yr IND-AA3) | 11/12/15 | 109.747 | 1.474 | 1.474 | Industrial<br>A1\|AA-\| | | 3.509 | 45.463 |

The analysis is provided for informational purposes and the accuracy is not guaranteed. Market prices are indications only and subject to change. Market values include accrued interest.

# Woodland-20160331 Holdings X-Ray Analysis (Using 03/31/16 Portfolio Data)

| | |
|---|---|
| *Portfolio:* | *Woodland-20160331* |
| *Minimum YrsToMat:* | |
| *Maximum YrsToMat:* | *5.000* |
| *Ticker Filter:* | |
| *Structure Filter:* | *All* |
| *Composite Rating Filter:* | |
| *Minimum Effective Duration:* | |
| *Maximum Effective Duration:* | |
| *Forecasted Matured/Called Bonds:* | *No Forecast Filter* |

| Treasury Curve 03/31/16 | Tsy CMT Yield | 1 Mo Chng(bp) | 1 Yr Chng(bp) | Mod Duration | Slope(bp) | Sprd to 3Mo(bp) |
|---|---|---|---|---|---|---|
| Fed Funds Effective Rate: | 0.250 | (4.000) | 19.000 | 0.000 | | |
| 3MoTsyCMT: | 0.210 | (12.000) | 18.000 | 0.250 | 0 | 0 |
| 6MoTsyCMT: | 0.390 | (10.000) | 25.000 | 0.499 | 18 | 18 |
| 1YrTsyCMT: | 0.590 | (3.000) | 33.000 | 0.996 | 20 | 38 |
| 2YrTsyCMT: | 0.730 | (5.000) | 17.000 | 1.982 | 14 | 52 |
| 5YrTsyCMT: | 1.210 | (1.000) | (16.000) | 4.838 | 48 | 100 |
| 10YrTsyCMT: | 1.780 | 4.000 | (16.000) | 9.123 | 57 | 157 |
| 30YrTsyCMT: | 2.610 | 0.000 | 7.000 | 20.714 | 83 | 240 |

| Bond # | Bond Description | Settlement Date | Offer Price | Yield To Convention | Yield To Maturity | Issuer Info | Step Schedule | Effective Duration | OAS |
|---|---|---|---|---|---|---|---|---|---|
| **27** | **2.000MM 3136G2XT: FNMA1.05 02/26/20 (3.91YrsNc4.87Mos-DqSu)** | **02/26/16** | **100.00** | **1.042** | **1.927** | **Agy StepUp Aaa\|AA+\|AAA** | **8/26/2017 1.05 2/26/2018 1.25 8/26/2018 2 2/26/2019 2.5** | **1.582** | **(8.362)** |
| 28 | 0.500MM 30231GAG: XOM1.912 03/06/20 (3.93Yr IND-AAA) | 10/30/15 | 101.696 | 1.615 | 1.621 | Industrial Aaa\|AAA /*-\| 5Yr Def %: 0.93 EqyBuyHld%: 77.8 | | 3.774 | 55.180 |
| **29** | **2.000MM 3136G2GR: FNMA1.50 04/28/20 (4.08YrsNc1.08Yrs-1x)** | **04/28/15** | **100.00** | **1.646** | **1.646** | **AgyClbl 1X Aaa\|AA+\|AAA** | | **3.078** | **42.552** |
| 30 | 0.500MM 459200HM: IBM1.625 05/15/20 (4.13Yr IND-AA3) | 11/12/15 | 98.087 | 1.545 | 1.545 | Industrial Aa3\|AA-\|A+ | | 3.973 | 45.152 |
| **31** | **0.500MM 747525AD: QCOM2.25 05/20/20 (4.14Yr IND-A1)** | **08/25/15** | **99.374** | **1.627** | **1.627** | **Industrial A1\|A+\|** | | **3.935** | **53.438** |
| 32 | 0.500MM 002824AW: ABT4.125 05/27/20 (4.16Yr IND-) | 11/12/15 | 108.758 | 1.829 | 1.829 | Industrial A2 /*-\|A+ /*-\|A /*- 5Yr Def %: 0.93 EqyBuyHld%: 100.0 | | 3.814 | 74.314 |
| **33** | **0.500MM 17275RAX: CSCO2.45 06/15/20 (4.21Yr IND-AA3)** | **11/04/15** | **102.339** | **1.54** | **1.54** | **Industrial A1\|AA-\| 5Yr Def %: 0.87 EqyBuyHld%: 97.5** | | **3.993** | **43.832** |
| 34 | 0.500MM 931142CU: WMT3.625 07/08/20 (4.27Yr IND-AA2) | 10/30/15 | 109.108 | 1.479 | 1.479 | Industrial Aa2\|AA\|AA 5Yr Def %: 0.81 EqyBuyHld%: 93.5 | | 3.973 | 37.548 |
| **35** | **0.500MM 931142CU: WMT3.625 07/08/20 (4.27Yr IND-AA2)** | **11/12/15** | **108.167** | **1.479** | **1.479** | **Industrial Aa2\|AA\|AA 5Yr Def %: 0.81 EqyBuyHld%: 93.5** | | **3.973** | **37.548** |
| 36 | 0.500MM 458140AQ: INTC2.45 07/29/20 (4.33Yr IND-A1) | 11/12/15 | 101.693 | 1.648 | 1.648 | Industrial A1\|A+\|A+ 5Yr Def %: 0.90 EqyBuyHld%: 93.3 | | 4.111 | 53.151 |
| **37** | **0.500MM 751212AB: RL2.625 08/18/20 (4.38Yr IND-A2)** | **08/25/15** | **100.573** | **1.979** | **1.99** | **Industrial A2\|A\|** | | **4.12** | **85.391** |
| 38 | 1.000MM 3130A67C: FHLB1.25 08/26/20 (4.41YrsNc1.87Mo-DqSu) | 08/26/15 | 99.75 | 1.375 | 2.306 | Agy StepUp Aaa\|AA+\| | 8/26/2017 1.25 8/26/2018 1.5 | 1.61 | 10.730 |
| **39** | **0.500MM 828807CU: SPG2.50 09/01/20 (4.42Yr FIN-A2)** | **10/20/15** | **101.835** | **2.089** | **2.111** | **Financial A2\|A\|A** | | **4.127** | **95.045** |

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# Woodland-20160331 Holdings X-Ray Analysis (Using 03/31/16 Portfolio Data)

| | |
|---|---|
| *Portfolio:* | *Woodland-20160331* |
| *Minimum YrsToMat:* | |
| *Maximum YrsToMat:* | *5.000* |
| *Ticker Filter:* | |
| *Structure Filter:* | *All* |
| *Composite Rating Filter:* | |
| *Minimum Effective Duration:* | |
| *Maximum Effective Duration:* | |
| *Forecasted Matured/Called Bonds:* | *No Forecast Filter* |

| Treasury Curve 03/31/16 | Tsy CMT Yield | 1 Mo Chng(bp) | 1 Yr Chng(bp) | Mod Duration | Slope(bp) | Sprd to 3Mo(bp) |
|---|---|---|---|---|---|---|
| Fed Funds Effective Rate: | 0.250 | (4.000) | 19.000 | 0.000 | | |
| 3MoTsyCMT: | 0.210 | (12.000) | 18.000 | 0.250 | 0 | 0 |
| 6MoTsyCMT: | 0.390 | (10.000) | 25.000 | 0.499 | 18 | 18 |
| 1YrTsyCMT: | 0.590 | (3.000) | 33.000 | 0.996 | 20 | 38 |
| 2YrTsyCMT: | 0.730 | (5.000) | 17.000 | 1.982 | 14 | 52 |
| 5YrTsyCMT: | 1.210 | (1.000) | (16.000) | 4.838 | 48 | 100 |
| 10YrTsyCMT: | 1.780 | 4.000 | (16.000) | 9.123 | 57 | 157 |
| 30YrTsyCMT: | 2.610 | 0.000 | 7.000 | 20.714 | 83 | 240 |

| Bond # | Bond Description | Settlement Date | Offer Price | Yield To Convention | Yield To Maturity | Issuer Info | Step Schedule | Effective Duration | OAS |
|---|---|---|---|---|---|---|---|---|---|
| 40 | 0.500MM 053015AD: ADP2.25 09/15/20 (4.46Yr IND-AA2) | 11/04/15 | 101.428 | 1.634 | 1.645 | Industrial Aa3\|AA\| 5Yr Def %: 0.61 EqyBuyHld%: 91.3 | | 4.235 | 49.614 |
| **41** | **0.500MM 191216BT: KO1.875 10/27/20 (4.58Yr IND-AA3)** | **11/04/15** | **99.547** | **1.502** | **1.502** | **Industrial Aa3\|AA-\|A+ 5Yr Def %: 0.59 EqyBuyHld%: 92.9** | | **4.368** | **34.844** |
| 42 | 2.000MM 3134G7S4: FHLMC1.25 10/29/20 (4.58YrsNc3.97Mos-DqSu) | 10/14/15 | 100.00 | 1.408 | 2.235 | Agy StepUp Aaa\|AA+\|AAA | 10/29/2018 1.25 4/29/2019 1.5 10/29/2019 2 4/29/2020 4 | 1.951 | 14.825 |
| **43** | **2.000MM 3134G7S7: FHLMC1.125 10/29/20 (4.58YrsNc3.97Mos-DqSu)** | **10/14/15** | **99.925** | **1.363** | **2.21** | **Agy StepUp Aaa\|AA+\|AAA** | **10/29/2017 1.125 10/29/2018 1.25 4/29/2019 1.5 10/29/2019 2** | **2.058** | **11.692** |
| 44 | 2.000MM 3130A6KG: FHLB1.00 10/29/20 (4.58YrsNc3.97Mos-DqSu) | 10/29/15 | 99.95 | 1.369 | 2.253 | Agy StepUp Aaa\|AA+\| | 4/29/2017 1 4/29/2018 1.25 10/29/2018 1.5 4/29/2019 1.75 | 2.049 | 12.459 |
| **45** | **2.000MM 3130A6N5: FHLB1.70 10/29/20 (4.58YrsNc1.1Mo-Cc)** | **10/29/15** | **100.00** | **1.782** | **1.782** | **AgyClbl Anytime Aaa\|AA+\|** | | **1.871** | **26.136** |
| 46 | 2.000MM 3134G76K: FHLMC1.25 11/24/20 (4.65YrsNc1.8Mo-DqSu) | 11/24/15 | 100.00 | 1.426 | 2.073 | Agy StepUp Aaa\|AA+\|AAA | 11/24/2017 1.25 11/24/2018 1.75 5/24/2019 2 11/24/2019 2.25 | 1.852 | 11.332 |

# Matrix Cross Sectional Analysis

| | | | | | |
|---|---|---|---|---|---|
| *Starting Yrs-Edur:* | *0.000* | *Yrs-Edur Bucket Size:* | *0.250* | *Maximum Yrs-Edur:* | *5.000* |
| *Portfolio:* | *Woodland-20160331* | *Portfolio:* | *Woodland-20160331* | *Portfolio:* | *Woodland-20160331* |

| Using Custom Buckets | All Par($000) | | All % MktVlu | | All SubSet Pyld | | *All Weighted SubSet Pyld* | |
|---|---|---|---|---|---|---|---|---|
| **Yrs-Edur Bucket** | **Years To Maturity** | **Effective Duration** | **Years To Maturity** | **Effective Duration** | **Years To Maturity** | **Effective Duration** | **Years To Maturity** | **Effective Duration** |
| **0.000 - 0.250** | 38,573.96 | 40,573.96 | 47.546 | 50.024 | 0.506 | 0.538 | ***0.241*** | ***0.269*** |
| **0.250 - 0.500** | 0.00 | 0.00 | 0.00 | 0.00 | | | | |
| **0.500 - 0.750** | 0.00 | 0.00 | 0.00 | 0.00 | | | | |
| **0.750 - 1.000** | 0.00 | 0.00 | 0.00 | 0.00 | | | | |
| **1.000 - 1.250** | 1,000.00 | 1,000.00 | 1.24 | 1.24 | 0.71 | 0.71 | ***0.009*** | ***0.009*** |
| **1.250 - 1.500** | 2,000.00 | 6,000.00 | 2.473 | 7.413 | 0.776 | 1.084 | ***0.019*** | ***0.08*** |
| **1.500 - 1.750** | 2,000.00 | 5,000.00 | 2.474 | 6.174 | 0.837 | 1.03 | ***0.021*** | ***0.064*** |
| **1.750 - 2.000** | 500.00 | 8,500.00 | 0.617 | 10.483 | 1.38 | 1.305 | ***0.009*** | ***0.137*** |
| **2.000 - 2.250** | 3,000.00 | 5,000.00 | 3.712 | 6.173 | 1.165 | 1.138 | ***0.043*** | ***0.07*** |
| **2.250 - 2.500** | 2,000.00 | 500.00 | 2.454 | 0.633 | 1.00 | 1.397 | ***0.025*** | ***0.009*** |
| **2.500 - 2.750** | 3,000.00 | 1,500.00 | 3.742 | 1.904 | 1.175 | 1.417 | ***0.044*** | ***0.027*** |
| **2.750 - 3.000** | 3,500.00 | 1,000.00 | 4.38 | 1.273 | 1.482 | 1.502 | ***0.065*** | ***0.019*** |
| **3.000 - 3.250** | 1,000.00 | 2,500.00 | 1.272 | 3.10 | 1.46 | 1.516 | ***0.019*** | ***0.047*** |
| **3.250 - 3.500** | 0.00 | 1,500.00 | 0.00 | 1.904 | | 1.822 | | ***0.035*** |
| **3.500 - 3.750** | 2,500.00 | 1,500.00 | 3.168 | 1.953 | 1.758 | 1.783 | ***0.056*** | ***0.035*** |
| **3.750 - 4.000** | 3,000.00 | 3,500.00 | 3.781 | 4.559 | 1.298 | 1.908 | ***0.049*** | ***0.087*** |
| **4.000 - 4.250** | 4,000.00 | 2,000.00 | 5.05 | 2.535 | 1.816 | 2.147 | ***0.092*** | ***0.054*** |
| **4.250 - 4.500** | 4,000.00 | 500.00 | 5.118 | 0.631 | 1.842 | 1.971 | ***0.094*** | ***0.012*** |
| **4.500 - 4.750** | 10,500.00 | 0.00 | 12.971 | 0.00 | 1.313 | | ***0.17*** | |
| **4.750 - 5.000** | 0.00 | 0.00 | 0.00 | 0.00 | | | | |

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CITY OF WOODLAND
INVESTMENT REPORT

March-16

## SUMMARY OF INVESTMENTS

| TYPE OF INVESTMENT | AMOUNT | TOTAL |
|---|---|---|
| Local Agency Investment Fund (LAIF) | 38,573,964 | 47.7% |
| Federal National Mortgage Association | 7,001,580 | 8.7% |
| Federal Home Loan Bank | 7,993,603 | 9.9% |
| Federal Home Loan Mortgage Corp | 13,007,543 | 16.1% |
| Corporate Securities | 14,320,775 | 17.7% |
| TOTAL | 80,897,465 | 100.0% |

| | *Maturity Date* | *Interest* | *Call Date* | *PAR Amount* | *Principal Amount* | Current Market Value | *Security I* |
|---|---|---|---|---|---|---|---|
| Federal Home Loan Mortgage Corp | 6/29/2017 | 1.00 | 6/29/2017 | **1,000,000** | **1,003,600** | **1,003,635** | 3137EADH9 |
| Federal National Mortgage Association | 8/28/2017 | 0.88 | 8/28/2017 | **1,000,000** | **1,001,580** | **1,001,919** | 3135G0MZ3 |
| Federal Home Loan Mortgage Corp | 9/29/2017 | 1.00 | 9/29/2017 | **1,000,000** | **1,003,130** | **1,003,112** | 3137EADL0 |
| Federal Home Loan Bank | 10/26/2017 | 0.63 | 10/26/2017 | **1,000,000** | **997,103** | **998,116** | 3130A6LZ8 |
| Federal Home Loan Mortgage Corp | 12/15/2017 | 1.00 | 12/15/2017 | **1,000,000** | **1,002,313** | **1,003,368** | 3137EADX4 |
| Federal National Mortgage Association | 5/25/2018 | 1.10 | 5/25/2016 | **2,000,000** | **2,000,000** | **1,997,108** | 3136G2HV2 |
| Federal Home Loan Mortgage Corp | 8/24/2018 | 1.00 | 8/24/2016 | **2,000,000** | **2,000,000** | **1,999,570** | 3134G8KX6 |
| Federal Home Loan Bank | 10/29/2018 | 1.15 | 4/29/2016 | **2,000,000** | **2,000,000** | **2,000,084** | 3130A52E8 |
| Federal Home Loan Mortgage Corp | 1/28/2019 | 1.38 | 7/28/2016 | **2,000,000** | **2,000,000** | **2,005,170** | 3134G7KN0 |
| Federal National Mortgage Association | 2/26/2020 | 1.05 | 8/26/2016 | **2,000,000** | **2,000,000** | **2,000,816** | 3136G2XT9 |
| Federal National Mortgage Association | 4/28/2020 | 1.50 | 4/28/2017 | **2,000,000** | **2,000,000** | **2,006,746** | 3136G2GR2 |
| Federal Home Loan Bank | 8/26/2020 | 1.38 | 8/26/2016 | **1,000,000** | **997,500** | **1,001,261** | 3130A67C5 |
| Federal Home Loan Mortgage Corp | 10/29/2020 | 1.25 | 4/29/2016 | **2,000,000** | **2,000,000** | **2,000,186** | 3134G7S4 |
| Federal Home Loan Mortgage Corp | 10/29/2020 | 1.13 | 4/29/2016 | **2,000,000** | **1,998,500** | **2,000,112** | 3134G7S7 |
| Federal Home Loan Bank | 10/29/2020 | 1.00 | 4/29/2016 | **2,000,000** | **1,999,000** | **1,999,184** | 3130A6KG1 |
| Federal Home Loan Bank | 10/29/2020 | 1.70 | 7/29/2016 | **2,000,000** | **2,000,000** | **2,000,012** | 3130A6N52 |
| Federal Home Loan Mortgage Corp | 11/24/2020 | 1.25 | 5/24/2016 | **2,000,000** | **2,000,000** | **2,000,524** | 3134G76K2 |
| **Total Agency Investments** | | | | 28,000,000 | 28,002,726 | 28,020,923 | |
| HSBC USA Inc | 1/16/2018 | 1.38 | N/a | **500,000** | **503,200** | **498,983** | 40428HPH9 |
| Apple Inc | 5/3/2018 | 1.14 | N/a | **500,000** | **497,961** | **500,632** | 037833AJ9 |
| Chevron | 6/24/2018 | 1.45 | N/a | **500,000** | **503,822** | **504,473** | 166764AE0 |
| Honda | 10/10/2018 | 2.13 | N/a | **500,000** | **510,470** | **508,100** | 02665WAC5 |
| Coca-Cola Co | 11/1/2018 | 1.05 | N/a | **500,000** | **510,360** | **509,619** | 191216BF6 |
| Oracle | 1/15/2019 | 2.38 | N/a | **500,000** | **514,730** | **518,459** | 68389XAQ8 |
| JP Morgan Chase & Co | 1/28/2019 | 1.77 | N/a | **500,000** | **510,478** | **508,790** | 46625HJR2 |
| Cisco | 3/1/2019 | 2.13 | N/a | **500,000** | **507,360** | **514,121** | 17275RAR3 |
| Apple Inc | 5/6/2019 | 2.10 | N/a | **500,000** | **513,105** | **513,132** | 037833AQ3 |
| Walt Disney Company | 5/30/2019 | 1.58 | N/a | **500,000** | **505,430** | **509,903** | 25468PDA1 |
| Oracle | 10/8/2019 | 2.25 | N/a | **500,000** | **512,440** | **515,055** | 68389XAX3 |
| JP Morgan Chase & Co | 10/22/2019 | 2.20 | N/a | **500,000** | **506,335** | **507,904** | 48127HAA7 |
| US Bank Cincinnati | 10/28/2019 | 2.00 | N/a | **500,000** | **502,535** | **508,385** | 90331HML4 |
| General Electric Cap Corp | 12/11/2019 | 1.60 | N/a | **500,000** | **511,285** | **511,081** | 36962G6P4 |
| Costco | 12/15/2019 | 1.70 | N/a | **500,000** | **499,510** | **507,808** | 22160KAF2 |
| Cisco | 1/15/2020 | 4.45 | N/a | **500,000** | **548,733** | **553,322** | 17275RAH5 |
| Exxon | 3/6/2020 | 1.91 | N/a | **500,000** | **508,480** | **504,773** | 30231GAG7 |
| IBM | 5/15/2020 | 1.63 | N/a | **500,000** | **490,433** | **501,267** | 459200HM6 |
| Qualcomm Inc | 5/20/2020 | 2.39 | N/a | **500,000** | **496,870** | **511,255** | 747525AD5 |
| Abbott | 5/27/2020 | 4.13 | N/a | **500,000** | **543,790** | **545,644** | 002824AW0 |
| Cisco | 6/15/2020 | 2.45 | N/a | **500,000** | **511,695** | **518,090** | 17275RAX0 |
| Wal-Mart | 7/8/2020 | 3.63 | N/a | **500,000** | **545,540** | **544,537** | 931142CU5 |
| Wal-Mart | 7/8/2020 | 3.63 | N/a | **500,000** | **540,835** | **544,537** | 931142CU5 |
| Intel | 7/29/2020 | 2.45 | N/a | **500,000** | **508,463** | **515,970** | 458140AQ3 |
| Ralph Lauren Corp | 8/18/2020 | 2.50 | N/a | **500,000** | **502,865** | **514,727** | 751212AB7 |
| Simon Property Group | 9/1/2020 | 2.50 | N/a | **500,000** | **509,175** | **508,248** | 828807CU9 |
| Automated Data Processing (ADP) | 9/15/2020 | 2.25 | N/a | **500,000** | **507,140** | **513,150** | 053015AD5 |
| Coca-Cola Co | 10/27/2020 | 1.88 | N/a | **500,000** | **497,735** | **506,816** | 191216BT6 |
| **Total Corporate Investments** | | | | 14,000,000 | 14,320,775 | 14,418,775 | |

| | |
|---|---|
| **Total of LAIF Funds & Investments Detail** | 80,897,465 |
| Check Total (Should be zero) | - |

CITY OF WOODLAND
INVESTMENT REPORT

CASH ACCOUNTS as of 3/31/16

| | |
|---|---|
| Bank Accounts with U.S. Bank | $2,668,386 |
| Petty Cash | ***$3,290*** |
| Cash with Fiscal Agent | *$5,841,143* |

INTEREST SUMMARY

| | |
|---|---|
| Prior Quarters Interest Earned - Investments | $189,130 |
| Prior Quarters Interest Earned - LAIF | $69,506 |
| Total Interest Received | $258,636 |
| Interest Received from January 1, 2016 to March 31, 2016 | $136,024.14 |
| Total Fiscal Year-to-Date Interest Received | **$394,661** |

The interest received does not always represent the interest earned. LAIF records interest on a quarterly basis but does not report it until the 15th of the month following the end of the quarter. The interest received on Treasury Notes is received every six months either on the 15th or the last day of the month. Bond interest is posted every six months to the date of settlement.

## CITY OF WOODLAND
### ACTIVITY REPORT

| DATE | DESCRIPTION | DEBIT | CREDIT | DEBITS |
|---|---|---|---|---|
| **LAIF** | **TREASURER** | | | |
| 01/01/16 | Month Beginning Balance | | | **32,038,206** |
| 01/05/16 | Deposit to LAIF | 3,500,000 | | **35,538,206** |
| 01/14/16 | Quarterly Interest | 35,758 | | **35,573,964** |
| 02/03/16 | Deposit to LAIF | 14,000,000 | | **49,573,964** |
| 02/22/16 | Withdrew fr LAIF | | 5,000,000 | **44,573,964** |
| 02/25/16 | Withdrew fr LAIF | | 3,000,000 | **41,573,964** |
| 03/28/16 | Withdrew fr LAIF | | 3,000,000 | **38,573,964** |
| 03/31/16 | Month End Balance | | | **38,573,964** |

**TRANS bond proceeds in Guaranteed Investment Contract**

**Bonds and Other Investments**

| | | | | |
|---|---|---|---|---|
| 1/1/2016 | BEGINNING BALANCE | | | **34,327,621** |
| 2/24/2016 | Federal Home Loan Mortgage Company 3134G8KX6 | 2,000,000 | | **36,327,621** |
| 2/26/2016 | Federal National Mortgage Association 3136G2XT9 | 2,000,000 | | **38,327,621** |
| 3/29/2016 | Federal Home Loan Mortgage Company 3137EADH9 | 1,003,600 | | **39,331,221** |
| 3/29/2016 | Federal National Mortgage Association 33135G0MZ3 | 1,001,580 | | **40,332,801** |
| 3/29/2016 | Federal Home Loan Mortgage Company 3137EADL0 | 1,003,130 | | **41,335,931** |
| 3/29/2016 | Federal Home Loan Bank 3130A6LZ8 | 997,103 | | **42,333,033** |
| 3/29/2016 | Federal Home Loan Mortgage Company 3137EADX4 | 1,002,313 | | **43,335,347** |
| 3/31/2016 | Sold - Morgan Stanley 6174468B8 | | 507,366 | **42,827,981** |
| 3/31/2016 | Sold - Pfizer 717081DL4 | | 504,480 | **42,323,501** |
| 3/31/2016 | Month End Balance | | | **42,323,501** |

| | |
|---|---|
| **END OF MONTH TOTAL DEBITS** | 80,897,465 |
| Check Total (Should be Zero) | - |

| | |
|---|---|
| Transactions w/LAIF | 6 |
| Purchase of New Bonds | 7 |
| Bonds Called | 0 |
| Purchase of New CD | 0 |
| CD Matured | 0 |
| Bonds Sold | 0 |
| Bonds Matured | 0 |
| Purchase of Corp Securities | 0 |
| Sale of Corp Securities | 2 |

| | | | | | |
|---|---|---|---|---|---|
| **1992 Wastewater** | | | | | |
| reserve fund | $0.00 | AIG-Notes, Mortgages, etc | $0.00 | Cash Management-Fidelity | |
| interest fund | $0.00 | | $0.00 | Cash Management-Fidelity | 24.27 |
| Revenue Fund | $9.43 | | 9.43 | Cash Management-Fidelity | 9.43 |
| interest fund | $0.00 | | 0.00 | Cash Management-Fidelity | 0.00 |
| Reserve fund | $937,952.49 | | $937,952.49 | Cash Management-Fidelity | 74.31 |
| **CFD - Gibson Ranch** | | | | | |
| 94-1 | | | | | |
| Spc tax debt svc | $0.00 | | $0.00 | Cash Mgmt-1st Am Treasury | 0.00 |
| reserve acct | $0.00 | | $0.00 | Cash Mgmt-1st Am Treasury | 0.00 |
| Spc tax debt svc | $0.00 | | $0.00 | Cash Mgmt-1st Am Treasury | 0.00 |
| Series 2001 Acct | $0.00 | | $0.00 | Cash Mgmt-1st Am Treasury | 0.00 |
| 2004 Refunding spc tax | $0.00 | | $0.00 | Cash Mgmt-1st Am Treasury | 0.00 |
| 2004 Refunding spc tax | $0.00 | | $0.00 | Cash Mgmt-1st Am Treasury | 0.00 |
| 2004 refund spc tax rsv | $0.00 | | $0.00 | Cash Mgmt-1st Am Treasury | 0.00 |
| 2004 Subordinate (Incl Reserve) | $226,307.50 | | $226,307.50 | Cash Mgmt-1st Am Treasury | 0.00 |
| **Spring Lake 2013** | | | | | |
| Reserve Fund | $2,134,550.23 | | $2,134,550.23 | Cash Mgmt-1st Am Prime Obligation | 10.23 |
| *Revenue Anticipation Notes* | | | | | |
| **Water Revenue Bonds 2011** | | | | | |
| revenue acct. | $104.97 | | $104.97 | US Bank Mmkt 5 -Ct | 0.02 |
| Interest acct. | $0.00 | | $0.00 | | |
| reserve acct. | $1,324,577.50 | | $1,324,577.50 | US Bank Mmkt 5 -Ct | 104.95 |
| proceeds acct | $0.00 | | $0.00 | US Bank Mmkt 5 -Ct | 0.00 |
| **ARRA 2011** | | | | | |
| Principal and Interest account | $355,356.79 | | $355,356.79 | US Bank Mmkt 5 -Ct | 2.54 |
| Reserve fund | $129,879.11 | | $129,879.11 | US Bank Mmkt 5 -Ct | 0.56 |
| ***Bond Anticipation Notes*** | | | | | |
| **2007 RDA TABS** | | | | | |
| Tax Revenue Fund | $110.78 | | $110.78 | Cash Mgmt - Ist Am Treasury Oblig | 0.01 |
| Interest Account | $0.68 | | $0.68 | Cash Mgmt - Ist Am Treasury Oblig | 0.00 |
| Principal Account | $0.88 | | $0.88 | Cash Mgmt - Ist Am Treasury Oblig | 0.00 |
| reserve account - 2007 A | $483,177.56 | | $483,177.56 | Cash Mgmt - Ist Am Treasury Oblig | 38.28 |
| reserve account - 2007 B | $110,910.78 | | $110,910.78 | Cash Mgmt - Ist Am Treasury Oblig | 8.79 |
| CDBG Account | | | | | |
| *Savings Account* | $138,204.50 | | $138,204.50 | Bank of America - Quarterly Bank Statement | 0.00 |
| *Checking account* | $0.00 | | $0.00 | Bank of America - Monthly Bank Statement | |
| TOTAL | $5,841,143.20 | | | | |
| Check Summary Total (Should be zero) | $0.00 | | | | |

Legislation Text

12.

**File #:** 16-537, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: Approve Installment Sale Agreement and Grant Water Recycling Construction Financing for the Industrial Park Recycled Water Project (CIP #15-10)

**Recommendation for Action:** Staff recommends that the City Council adopt Resolution No. _____, authorizing the City Manager to sign the Clean Water State Revolving Fund, Proposition 1 Water Recycling, California State Water Resources Control Board (SWRCB) Installment Sale Agreement and Grant Water Recycling Construction Financing - Clean Water State Revolving Fund Project No. C-06-8075-110, Agreement No. D15-01031.

Staff Contact

Tim Busch, Principal Utilities Civil Engineer, 530-661-5963, tim.busch@cityofwoodland.org

Fiscal Impact

This project is included in the Capital Budget (Project # 15-10) with $6,550,000 approved by Council on June 16, 2015. The overall project cost is estimated at approximately $6,000,000 through construction of the project. The City has applied for and received a drought grant funding through the Westside Integrated Water Management Plan (IRWM) for Proposition 84 funds. The IRWM (Prop 84) grant is for $2,000,000 and covers construction costs only.

The SWRCB, Proposition 1, SRF loan and grant agreement includes a project financing amount of $4,500,000 and covers costs associated with initial design and permitting through construction. The SRF loan and grant agreement includes both a loan and a grant component. The grant component is $1,890,000 and the loan component is $2,610,000. The recycled water SRF loan program offers loans at 1.0% interest for 30 years. The SRF loan and grant agreement includes an eligibility date of April 22, 2016, which means that construction costs incurred after this date are eligible for coverage under the agreement. Construction costs from the contractor were not incurred before this date.

It is anticipated that between the IRWM (Prop 84) grant and the SRF Proposition 1 loan and grant agreement, nearly all project costs are covered. The cost allocations between each funding program is covered in the agreements. Contracted sales agreements have been completed with the initial users of the Industrial Park Recycled Water Project and staff are working to add additional customers. The initial customers are industrial and landscape irrigation.

There is no impact to the General Fund.

Background

The City of Woodland's Water Pollution Control Facility (WPCF) currently produces Title 22 tertiary treated effluent which is suitable for a wide variety of uses including certain industrial processes, landscape irrigation, and agricultural irrigation. A few large industrial and irrigation water customers have expressed interest in recycled water as a means to reduce costs. Utilizing recycled water for certain industrial and irrigation uses matches water quality to the best use of that water and reduces demands on the potable water system. As a result of the drought, the State of California is advocating for the use of recycled water and the State Water Resources Control Board (SWRCB) has streamlined the permitting process for recycled water systems in addition to providing grants and low interest financing.

The Industrial Park Recycled Water Project will provide recycled water for industrial and landscape irrigation uses. The initial project includes installing recycled water pumps at the WPCF effluent wetwell and a backbone pipeline to serve portions of the industrial area of the City. The pipeline is approximately 4 miles in length and will include connections to industrial customers and landscape irrigation along the alignment. Future project extensions would expand recycled water availability within the industrial area.

Project Delivery

The current Industrial Park Recycled Water Project schedule contemplates:

- Prop 84 IRWM Grant approval, June 17, 2015
- Bid Award, February 16, 2016
- Construction start, May 1, 2016
- Industrial Park Recycled Water Project construction May 2016 - December 2016.

Discussion

The Industrial Park Recycled Water Project will improve potable water supply sustainability and drought resilience by reducing demands on the potable water system. The availability of recycled water to the Industrial Park allows for the use of water to best match the water quality with the best use of that water and would also be an economic development tool for new businesses.

Project costs, including 10% construction contingency and soft costs, are in the range of $6,000,000. The estimated project costs fit within the financing plan with the Prop 84 grant and the SWRCB Prop 1 loan and grant agreement. The contracted rate structure covers the cost of loan repayment along with operations and maintenance costs and permit fees.

Permitting work for the new recycled water utility is completed including:

- Permitting through the Regional Water Quality Control Board for the City to create a recycled water utility and sell recycled water
- Permitting through the State Water Quality Control Board for the WPFC to deliver recycled water
- Division of Water Rights permit to reduce WPFC effluent discharges to the Tule Canal
- Construction and environmental permitting for construction.

Conclusion

Staff recommends that the City Council adopt Resolution No. _____, authorizing the City Manager to sign the Clean Water State Revolving Fund, Proposition 1 Water Recycling, California State Water Resources Control Board (SWRCB) Installment Sale Agreement and Grant Water Recycling Construction Financing - Clean Water State Revolving Fund Project No. C-06-8075-110, Agreement No. D15-01031.

Prepared by: Tim Busch, Principal Utility Civil Engineer

Reviewed by: Brent Meyer, City Engineer
Ken Hiatt, Community Development Director

Paul Navazio, City Manager

**ATTACHMENTS:**
Attachment A - Resolution
Attachment B - California State Water Resources Control Board (SWRCB) Installment Sale Agreement and Grant Water Recycling Construction Financing Clean Water State Revolving Fund Project No. C-06-8075-110, Agreement No. D15-01031

**RESOLUTION NO. ______**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND APPROVING THE INSTALLMENT SALE AGREEMENT AND GRANT – RECYCLED WATER CONSTRUCTION FINANCING FOR THE INDUSTRIAL PARK RECYCLED WATER PROJECT CIP # 15-10.**

**WHEREAS**, the City of Woodland wishes to proceed with the Industrial Park Recycled Water Project CIP # 15-10; and,

**WHEREAS**, the City of Woodland wishes to authorize the City Manager to sign the Clean Water State Revolving Fund, Proposition 1 Water Recycling, California State Water Resources Control Board (SWRCB) Installment Sale Agreement and Grant Water Recycling Construction Financing - Clean Water State Revolving Fund Project No. C-06-8075-110, Agreement No. D15-01031.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WOODLAND THAT:**

Section 1. The City Council further authorizes the City Manager to sign the Clean Water State Revolving Fund, Proposition 1 Water Recycling, California State Water Resources Control Board (SWRCB) Installment Sale Agreement and Grant Water Recycling Construction Financing - Clean Water State Revolving Fund Project No. C-06-8075-110, Agreement No. D15-01031. The City Attorney is hereby authorized to make clarifying and confirming changes so long as the total dollar amount authorized in the Agreement does not change.

Section 2. A copy of the Agreement is attached and made a part of this Resolution.

**PASSED AND ADOPTED** this ________ day of ___________ 2016, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

______________________________
Tom Stallard, Mayor

ATTEST:

______________________________
Ana B. Gonzalez, City Clerk

82093.00001\8555510.2

**California Clean Water SRF Payment Schedule**

Project No. 8075-110 - Woodland, City of

Agreement: D1501031 - based on Actual + Projected Disbursements

City of Woodland Industrial Park Recycled Water Project

**Principal is paid over: 30 Years**

**Interest rate: 1.00000%**

| Ref Num | Due Date | Date Received | Principal Payment | Interest Rate % | Interest Payment | Total P and I Payment | Total Payment | Ending Balance | CPI Interest |
|---|---|---|---|---|---|---|---|---|---|
| 1 | 2/1/2018 | | 51,122.74 | 1 | 11,395.84 | 62,518.58 | 62,518.58 | 1,567,077.26 | 0.00 |
| 2 | 2/1/2019 | | 80,570.02 | 1 | 21,348.97 | 101,918.99 | 101,918.99 | 2,478,307.24 | 0.00 |
| 3 | 2/1/2020 | | 77,135.92 | 1 | 24,783.07 | 101,918.99 | 101,918.99 | 2,401,171.32 | 0.00 |
| 4 | 2/1/2021 | | 77,907.28 | 1 | 24,011.71 | 101,918.99 | 101,918.99 | 2,323,264.04 | 0.00 |
| 5 | 2/1/2022 | | 78,686.35 | 1 | 23,232.64 | 101,918.99 | 101,918.99 | 2,244,577.69 | 0.00 |
| 6 | 2/1/2023 | | 79,473.21 | 1 | 22,445.78 | 101,918.99 | 101,918.99 | 2,165,104.48 | 0.00 |
| 7 | 2/1/2024 | | 80,267.95 | 1 | 21,651.04 | 101,918.99 | 101,918.99 | 2,084,836.53 | 0.00 |
| 8 | 2/1/2025 | | 81,070.62 | 1 | 20,848.37 | 101,918.99 | 101,918.99 | 2,003,765.91 | 0.00 |
| 9 | 2/1/2026 | | 81,881.33 | 1 | 20,037.66 | 101,918.99 | 101,918.99 | 1,921,884.58 | 0.00 |
| 10 | 2/1/2027 | | 82,700.14 | 1 | 19,218.85 | 101,918.99 | 101,918.99 | 1,839,184.44 | 0.00 |
| 11 | 2/1/2028 | | 83,527.15 | 1 | 18,391.84 | 101,918.99 | 101,918.99 | 1,755,657.29 | 0.00 |
| 12 | 2/1/2029 | | 84,362.42 | 1 | 17,556.57 | 101,918.99 | 101,918.99 | 1,671,294.87 | 0.00 |
| 13 | 2/1/2030 | | 85,206.04 | 1 | 16,712.95 | 101,918.99 | 101,918.99 | 1,586,088.83 | 0.00 |
| 14 | 2/1/2031 | | 86,058.10 | 1 | 15,860.89 | 101,918.99 | 101,918.99 | 1,500,030.73 | 0.00 |
| 15 | 2/1/2032 | | 86,918.68 | 1 | 15,000.31 | 101,918.99 | 101,918.99 | 1,413,112.05 | 0.00 |
| 16 | 2/1/2033 | | 87,787.87 | 1 | 14,131.12 | 101,918.99 | 101,918.99 | 1,325,324.18 | 0.00 |
| 17 | 2/1/2034 | | 88,665.75 | 1 | 13,253.24 | 101,918.99 | 101,918.99 | 1,236,658.43 | 0.00 |
| 18 | 2/1/2035 | | 89,552.41 | 1 | 12,366.58 | 101,918.99 | 101,918.99 | 1,147,106.02 | 0.00 |
| 19 | 2/1/2036 | | 90,447.93 | 1 | 11,471.06 | 101,918.99 | 101,918.99 | 1,056,658.09 | 0.00 |
| 20 | 2/1/2037 | | 91,352.41 | 1 | 10,566.58 | 101,918.99 | 101,918.99 | 965,305.68 | 0.00 |
| 21 | 2/1/2038 | | 92,265.93 | 1 | 9,653.06 | 101,918.99 | 101,918.99 | 873,039.75 | 0.00 |
| 22 | 2/1/2039 | | 93,188.59 | 1 | 8,730.40 | 101,918.99 | 101,918.99 | 779,851.16 | 0.00 |
| 23 | 2/1/2040 | | 94,120.48 | 1 | 7,798.51 | 101,918.99 | 101,918.99 | 685,730.68 | 0.00 |
| 24 | 2/1/2041 | | 95,061.68 | 1 | 6,857.31 | 101,918.99 | 101,918.99 | 590,669.00 | 0.00 |
| 25 | 2/1/2042 | | 96,012.30 | 1 | 5,906.69 | 101,918.99 | 101,918.99 | 494,656.70 | 0.00 |
| 26 | 2/1/2043 | | 96,972.42 | 1 | 4,946.57 | 101,918.99 | 101,918.99 | 397,684.28 | 0.00 |
| 27 | 2/1/2044 | | 97,942.15 | 1 | 3,976.84 | 101,918.99 | 101,918.99 | 299,742.13 | 0.00 |
| 28 | 2/1/2045 | | 98,921.57 | 1 | 2,997.42 | 101,918.99 | 101,918.99 | 200,820.56 | 0.00 |
| 29 | 2/1/2046 | | 99,910.78 | 1 | 2,008.21 | 101,918.99 | 101,918.99 | 100,909.78 | 0.00 |
| 30 | 2/1/2047 | | 100,909.78 | 1 | 1,009.10 | 101,918.88 | 101,918.88 | 0.00 | 0.00 |
| | | | **2,610,000.00** | | **408,169.18** | **3,018,169.18** | **3,018,169.18** | | **0.00** |

5/6/2016

Legislation Text

13.

**File #:** 16-527, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: ASR Wells #29 and #30 Well Equipping and Building, CIP# 15-02 Approve Plans and Specifications and Authorize Bid Advertisement

**Recommendation for Action:** Staff recommends that the City Council adopt Resolution No. _____, approving plans & specifications and authorizing bid advertisement for CIP 15-02, New ASR Wells #29 and #30 Well Equipping and Building.

Staff Contact

Ed Wisniewski, Associate Civil Engineer, 530-661-5975, ed.wisniewski@cityofwoodland.org

Fiscal Impact

This project is included in the approved Capital Improvement Program Budget with a total project budget of $9,000,000, funded from the Water Enterprise Fund. The project is included in the State Revolving Fund (SRF) loan secured by the City for the local improvements to bring treated surface water into the City's water distribution system. The California State Water Resources Control Board SRF loan was approved by Council on May 13, 2014 for an amount of $31,503,088. The ASR wells are one of the five identified projects covered by the SRF loan, including the Southwest Tank, Well #28, East Transmission Main, and West Transmission Main.

The Engineer's estimate for the well equipping project at both well sites is approximately $6,000,000 and is approximately $1,500,000 higher than the original pre-design estimate. The higher costs are likely due to a variety of factors including: more accurate estimate as the project is now designed, improving economy, higher electrical component costs, unsuitable subgrade below the buildings, and a more sophisticated control system. However; due to cost savings on the East and West Transmission Main Projects, the overall cost of the five projects is expected to remain well under the $31,503,088 maximum SRF loan amount.

Background

The City of Woodland has planned several projects as part of the improvements to the City's water supply portfolio, including participation in the Woodland-Davis Clean Water Agency (WDCWA) Regional Water Treatment Facility. The local projects include: 3.0 million gallon southwest tank, Well #28, East Transmission Main, West Transmission Main, and aquifer storage and recovery (ASR) Wells. The ASR program will use treated drinking water to inject into the aquifer for subsequent extraction and use. The overall program envisions up to 5 ASR wells to meet the City's needs. Well #28 is an ASR well that has already been constructed, and this project will bring the number of ASR wells in the City to three. The ASR wells are also needed to assist with compliance with the new California chromium VI Maximum Contaminant Limit (MCL) regulation.

The ASR project involves the construction of two new municipal ASR capable wells near the site of the existing Well #4 (Christiansen Park) and Well #11 (Ferns Park) on City owned property. The project breaks down to 3 phases of construction, further described below:

- **Phase 1 (Sonic Coring Investigation):** Utilizing sonic drilling techniques, undisturbed core samples were collected from the anticipated screened interval at the site of proposed ASR Well #30. Collection of the core samples via sonic drilling method provide undisturbed mineral samples of the aquifer layer to which we intend to inject treated surface water for storage. Yellow Jacket Drilling Services, Inc. completed the work in September, and the samples were used to select the filter pack gradation (Sili Beads) for the ASR wells. In addition, the samples were evaluated for geochemical information on how the treated surface water will react with the aquifer minerals. As a result of the findings from the geochemical analysis, additional testing procedures are being developed to further analyze treated surface water reactions with aquifer material at Well #28 once the city is on 100% surface water (August 2016).

- **Phase 2 (Well Drilling):** This work is nearing completion, and includes drilling and construction of one monitoring well and one ASR well at each location (Well 29 - Christiansen Park; Well 30 - Ferns Park). The contract was awarded to Zim Industries, Inc. on July 21, 2015. The two ASR wells and two Monitor wells have been completed and tested. Council acceptance is scheduled for July. Remaining items in the contract include site clean-up/park restoration, conversion of Well #11 to a park irrigation well, and destruction of Well #4. All contract work is expected to be completed in June.

- **Phase 3 (Well Building & Equipping):** Includes construction of ASR well sites 29 and 30, including installation and construction of new well pumps, discharge piping and valves, masonry block buildings, gates and fences, generator at site 30, demolition of existing wells at well sites 4 and 11, HVAC for individual rooms inside the buildings, electrical lineups, instrumentation, underground piping connecting the existing distribution system, storm drain system, and sewer system to the well sites, pavement and vehicle travel surface placement, monitor wells, sample analyzers for chlorine and conductivity, chemical storage tanks and dosing systems, security systems and lighting, associated electrical items and other miscellaneous appurtenances.

<u>Discussion</u>

The sites of the existing Wells #4 and #11 were chosen for use as new ASR wells for several reasons. Both wells are in need of replacement due to age and water quality concerns in the upper aquifer zones. The sites are ideally located for the development of a large pool of stored drinking water beneath the City and retaining that stored water within City limits. The intent is to inject water in the winter when City demand is reduced and supply from the Sacramento River is higher and then utilize some of the water to meet peak summer demands while storing significant amounts of water to supplement the City's water needs during future droughts. With the new chromium VI MCL, the ASR wells are planned to have an important role in both storage of surface water and in water supply to meet summer peak demands.

Plans and specifications for the well building and equipment are complete and ready to be advertised for bid. Staff has planned an 8-week advertisement period in order to meet the requirements of the SRF loan, with an anticipated bid opening date in early-August and award shortly thereafter.

Conclusion

Staff recommends that the City Council adopt Resolution No. _____, approving plans & specifications and authorizing bid advertisement for CIP 15-02, New ASR Wells #29 and #30 Well Equipping and Building.

Prepared by: Ed Wisniewski, P.E., Associate Civil Engineer

Reviewed by: Tim Busch, P.E., Principal Utilities Civil Engineer
Brent Meyer, P.E., City Engineer
Ken Hiatt, Community Development Director

Paul Navazio, City Manager

ATTACHMENTS:
Attachment A - Resolution

**RESOLUTION NO. ______**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND APPROVING THE PLANS AND SPECIFICATIONS AND AUTHORIZING ADVERTISEMENT FOR BIDS FOR THE NEW ASR WELLS #29 AND #30 WELL EQUIPPING AND BUILDING PROJECT, CIP 15-02.**

**WHEREAS**, the City of Woodland wishes to approve the plans and specifications, and authorize advertisement for bids for the New ASR Wells #29 and #30 Well Equipping and Building Project, CIP 15-02; and

**WHEREAS,** the replacement of existing City wells are covered under a Categorical Exemption under CEQA. The Woodland Davis Clean Water Agency's Environmental Impact Report covers ASR operations; and

**WHEREAS** the City Council approved the Capital Improvement Budget on June 16, 2015 for the above project.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WOODLAND AS FOLLOWS**:

Section 1. The City Council hereby approves the plans and specifications, and authorizes advertisement for bids for the New ASR Wells #29 and #30 Well Equipping and Building Project, CIP 15-02.

**PASSED AND ADOPTED** by the City Council this 7th day of June, 2016, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

______________________________
Tom Stallard, Mayor

**ATTEST:**

______________________________
Ana B. Gonzalez, City Clerk

**APPROVED AS TO FORM:**

______________________________
Kara K. Ueda, City Attorney

Legislation Text

14.

**File #:** 16-546, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: Approve Changes to the Utility Assistance Program

**Recommendation for Action:** Staff recommends that the City Council modify the Utility Assistance Program to decrease discount to $60/month for up to six (6) months in a rolling 12-month period.

Staff Contact

Lynn Johnson, Senior Management Analyst - 530-661-5979, lynn.johnson@cityofwoodland.org

Fiscal Impact

The Utility Assistance Program is funded with Measure J (MSJ) revenue. There is 5% of the anticipated revenue, $124,627, appropriated for the program in FY2016/17. Making these program changes will not impact the budget, but will allow the program to serve up to 347 households.

Background

Proposition 218 prohibits the subsidy of any utility (water/sewer) rates from being financed by utility funds collected by established rates. When the 2009 water rates were adopted, Council requested that staff identify funding for and create a utility rate assistance program to assist low-income households with their utility bills. The requested program was funded by Community Development Block Grant (CDBG) funds with an initial allocation of $15,000 for FY2011. The original program provided $15/month for up to three consecutive months within a 12-month period for qualifying applicants. The three (3) month participation limit was due to a CDBG requirement. To qualify, customers must own the property at which they live, and they must provide proof of enrollment in PG&E's California Alternative Rates for Energy (CARE) program.

The City continued to seek CDBG funds each consecutive year allocating approximately $28,000 over a four year period. Although there were press releases and utility bill inserts promoting the program, the City had very few applicants. In June 2013, staff recommended a change to the program, increasing the monthly amount to $58.75/month for a maximum of three months per year. The intent of the change was to encourage more people to apply for the program and to assist customers with both the increased water rates and the increase in the sewer rates. With the enhanced program, all of the CDBG funding was depleted within three (3) months, yet demand remained. Given the continued interest in the program, staff sought an alternative funding source.

In June 2014, voters passed MSJ and approved an advisory ballot measure, Measure N. The combination of these voter initiatives provides up to 5% of MSJ revenues annually to support a water and sewer utility ratepayer assistance program for low-income residents. For FY 2015, the City appropriated $75,000 of MSJ revenue for the Utility Assistance Program. Staff chose to leave the program criteria the same for FY 2015 to determine customer demand given the increased funding availability. Unfortunately, there were only 159 participants and we used 37% of the budget that fiscal year. Given the underutilization of the program, staff felt the need to review program options to increase participation.

In October 2015, the Water Utility Advisory Committee (WUAC) reviewed the program and recommended changes to increase participation and reach more of our customers. The program was modified to offer $75/month for up to six (6) months on a rolling 12-month basis. The revisions to the program and enhanced outreach increased the demand for the program and funding was depleted very quickly. Due to the large volume of applicants, Council authorized almost $50,000 in FY 2015 carry-over for the program and added an additional $50,000 of funds with the mid-year budget adjustments. This brought funding to almost $200,000 for FY 2016. With this amount of money we were able to fund 435 applications.

## Discussion

As we move into the new fiscal year, the Utility Assistance Program only has a budget of $124,627 so there is no way that we can serve the number of households as this past year.

Staff developed several program modifications for the WUAC to consider including keeping the program the same and other options that reduce the monthly discount amount and reduce the maximum number of months of participation. The WUAC members are divided on how best to move forward. Some members are in favor of keeping the program the same to provide consistency and fairness. Other members are in favor of reducing the program to $60/month for up to 6 months to reach more households. After review of both options, we are recommending reducing the monthly credit to $60/month for six-months in a rolling 12 month period. This will allow up to 347 households to participate. Allowing more households to utilize the discount is consistent with the intent of the original program goals. Program qualification will continue to require proof of enrollment in PG&E's CARE program and will continue to only serve customers that own the property at which they live.

With Council's approval, staff will make the program changes effective with the new fiscal year beginning July 1st.

## Commission/Committee Recommendation

The recommendation presented tonight is based on review and discussion via e-mail with the WUAC. The Committee reviewed several different options for program changes with some members preferring to leave the existing program as is and some members preferring to reduce the monthly credit to $60 to serve more households. Their input was not unanimous and therefore, staff has chosen this alternative as being the most consistent with the original intent of the program, to help as many low and very-low income households as possible with their monthly utility bill.

## Conclusion

Staff recommends that the City Council modify the Utility Assistance Program to decrease discount to $60/month for up to six (6) months in a rolling 12-month period.

Prepared by: Lynn Johnson, Senior Management Analyst

Paul Navazio, City Manager

**File #:** 16-526, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: PUBLIC HEARING - 2015 Urban Water Management Plan

**Recommendation for Action:** Staff recommends that the City Council conduct a public hearing and adopt Resolution No. _____, approving the 2015 Urban Water Management Plan.

Staff Contact

Tim Busch, Principal Utilities Civil Engineer - 661-5963, tim.busch@cityofwoodland.org

Background

Over the last several years, Urban Water Management Plans (UWMPs) have assumed a very important role in water supply planning and management for communities in California. UWMPs have become the foundational documents which cities and water agencies use to develop water supply assessments and other key water supply reliability documents in support of providing water service to existing customers and future development in accordance with adopted General Plans and established Spheres of Influence.

With the current unprecedented water supply conditions in California, development of the 2015 UWMPs comes at a pivotal time. Current drought conditions have resulted in unprecedented State mandates for water conservation and have led to the passage of the Sustainable Groundwater Management Act of 2014. These actions will impact all water suppliers and all water users in the State. With the improving economy statewide, the need for reliable water supplies to serve existing customers, as well as new development, is more critical than ever. Also, 2015 is the first compliance year for the interim water use targets required by the Water Conservation Act of 2009 (SB X7-7).

As described in this 2015 UWMP, the City of Woodland (City's) residents and businesses have responded positively to the call for water conservation and the City continues to be committed to the implementation of good water management practices to ensure that adequate, reliable water supplies are available to meet existing and projected demands. The City has met its interim 2015 per capita water use target and is well positioned to meet the final 2020 water use target per capita water demand.

Public Notification

Public notice advertising for the public hearing on this project was prepared by the Community Development Department in accordance with notification procedures set forth in the City of Woodland's Municipal Code and State Planning Law. Two methods of public notice were used:

- Legal notice was published in the Woodland Daily Democrat.

- Notices were mailed to nearby water agencies.

Copies of the UWMP for the proposed project have been on file at City Hall and online at www.cityofwoodland.org <http://www.cityofwoodland.org> since May 24, 2016.

Discussion

The Urban Water Management Planning Act (UWMP Act) requires water suppliers that provide over 3,000 acre-feet per year or have over 3,000 connections to prepare and submit to the State Department of Water Resources (DWR) an Urban Water Management Plan every 5 years.

The UWMP Act has been modified over the years in response to the State's water shortages, droughts and other factors. A significant amendment was made in 2009, after the 2007 to 2009 drought, and as a result of the Governor's call for a statewide 20 percent reduction in urban water use by the year 2020. This was the Water Conservation Act of 2009, also known as SB X7-7. This act required agencies to establish water use targets for 2015 and 2020 that would result in statewide water savings of 20 percent by 2020.

The primary objective of the UWMP Act is to direct "urban water suppliers" to develop an UWMP which provides a framework for long-term water supply planning and documents how urban water suppliers are carrying out their long-term resource planning responsibilities to ensure adequate water supplies are available to meet existing and future water demands.

In 2015, the City supplied approximately 8,650 acre-feet of water to approximately 15,467 residential and non-residential connections located within its water service area. The City is therefore considered an urban water supplier and is required to submit an UWMP. This 2015 UWMP describes the City water system, historical and projected water use, water supply sources, and a comparison of projected water supply to water demands during normal, single-dry, and multiple-dry years in five-year increments from 2020 to 2040. As required by SB X7-7, this 2015 UWMP also confirms the City's 2015 and 2020 water use targets, verifies the City's compliance with the interim 2015 water use target, and describes the City's implementation plan for meeting the City's final 2020 water use target.

The City's 2015 UWMP (or Plan) has been prepared in accordance with the UWMP Act, as defined by the California Water Code, Division 6, Part 2.6, Sections 10610 through 10656 (Urban Water Management Planning), and the Water Conservation Act of 2009 (WC Act, also known as SB X7-7), as defined by California Water Code, Division 6, Part 2.55, Section 10608 (Sustainable Water Use and Demand Reduction

Changes to the UWMP Act were made by the State Legislature in 2015. Some highlighted changes include:

- Demand Management Measures: Address the nature and extent of each water demand management measure implemented over the past 5 years in narrative form.
- 2015 UWMP Submittal Date to DWR: Changed from December 31, 2015 to July 1, 2016.

- Water Loss: Requires water suppliers to quantify and report on distribution system water loss using the AWWA Water Audit methodology.
- Voluntary Reporting of Passive Savings due to new water codes and requirements.
- Voluntary Reporting of Energy Intensity: Describe the water/energy nexus.
- Defining Water Features: Water Shortage Contingency Plans must distinguish between water features that are artificially supplied with water (including ponds, lakes, waterfalls, and fountains) and swimming pools and spas.

Conclusion

Staff recommends that the City Council conduct a public hearing and adopt Resolution No. _____, approving the 2015 Urban Water Management Plan.

Prepared by: Tim Busch, Principal Utilities Civil Engineer

Reviewed by: Brent Meyer, City Engineer
Ken Hiatt, Community Development Director

Paul Navazio, City Manager

**ATTACHMENTS:**
Attachment A - Resolution
Attachment B - Urban Water Management Plan

**RESOLUTION NO. ______**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND TO ADOPT THE URBAN WATER MANAGEMENT PLAN, CIP 14-09**

**WHEREAS**, In accordance with the Urban Water Management Planning Act (California Water Code Section 10610 et seq.), the City of Woodland is required to update its Urban Water Management Plan (UWMP) to meet the California Department of Water Resources (DWR) requirements for a 2015 UWMP. The City's last UWMP was adopted in July 2011; and

**WHEREAS**, the Plan shall be periodically reviewed at least once every five years, and that the City shall make any amendments or changes to its plan which are indicated by the review; and

**WHEREAS**, the Plan must be adopted by July 1, 2016, after public review and hearing, and filed with the California Department of Water Resources within thirty days of adoption; and

**WHEREAS**, the City has therefore, prepared and circulated for public review a draft Urban Water Management Plan, and a properly noticed public hearing regarding said Plan was held by the City Council on June 7, 2016, and

**WHEREAS**, the City of Woodland will file said Plan with the California Department of Water Resources within 30 days of adoption;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WOODLAND AS FOLLOWS**:

Section 1. The 2015 Urban Water Management Plan is hereby adopted and ordered filed with the City Clerk; the City Manager is hereby authorized and directed to file the 2015 Urban Water Management Plan with the California Department of Water Resources within 30 days after this date;

Section 2. A copy of the UWMP is attached and made a part of this Resolution.

**PASSED AND ADOPTED** this 7th day of June 2016, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

______________________________
Tom Stallard, Mayor

ATTEST:

______________________________
Ana B. Gonzalez, City Clerk

**File #:** 16-502, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: PUBLIC HEARING - Adopt a resolution increasing solar photovoltaic permit fees to reflect actual costs incurred by the City Building Division performing inspections and plan reviews

**Recommendation for Action:** Staff recommends that the City Council hold a Public Hearing and adopt Resolution No. _____, establishing solar photovoltaic permit fees to reflect actual costs incurred by the City Building Division performing inspections and plan reviews.

Staff Contact

Paul Siegel, Chief Building Official - (530) 661-5819; paul.siegel@cityofwoodland.org

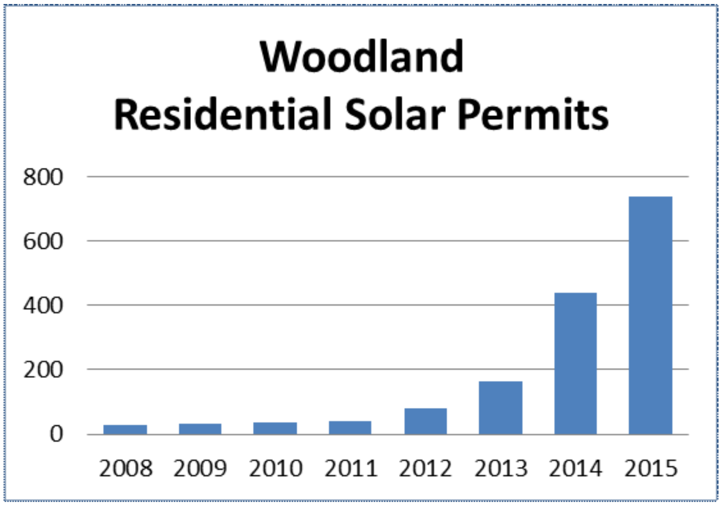
Fiscal Impact

Approval of the updated solar fees will allow the City to recover 100% of the direct costs for the Building Division's fee supported activities. If the rates and fees collected for solar permits by the Building Division remain at the current FY16 levels, General Funds that could be used for other City Council priorities must be used instead to support development-related services related to this permit type. The new solar residential permit fees would increase by approximately $180 for a 3 to 5 kW system and $150 for a 5 to 10 kW system. The overall fiscal year revenue increase based upon current levels of permit issuance would be approximately $100,000 for residential solar permits. Commercial solar permit fees would be increased by approximately 100%; but due to the small number of commercial solar permits issued each year, only a slight increase in revenue would be anticipated. The updated fees will more accurately reflect actual charges incurred by the Building Division for solar permit inspections and plan reviews.

Background

The current City of Woodland building fees were last updated in 2008. The focus at that time was to help incentivize photovoltaic solar installations by having a very low cost permit. In late 2012, solar installation companies started to go public and created the lease option for homeowners. Additionally, the federal government provided a 30% tax break for solar installations. Then the AB2188 required cities to adopt ordinances that required building departments to expedite the permit issuance process for residential solar installations rated 10kW or less. Combined, these growth drivers have dramatically increased the number of solar installations and, as a consequence, the number of permits issued by the Building Division.

Because of the rapid growth of solar installations and the need to commit more staff time to solar plan review and inspections, it is necessary to change the direction of assistance from lower fees to increase priority in processing of permits and maintaining next day inspections. Feedback from solar installers consistently confirms that timely plan reviews and inspections are more important than incentives in the form of lower fees.




Discussion

Permit activity relating to solar installations has increased dramatically over the last few years as the economy recovers and building activity picks up. Staff anticipates a continued growth in solar PV permit activity because of the extension of the solar tax credit, the large corporations involved in the installation of roof top systems, and the incorporation of solar into new residential construction.

A 2011 survey and report by the Sierra Club on the solar permit process and fees charged revealed wide variation in permit fees applied for commercial and residential rooftop PV energy systems by municipalities in Yolo County. The report provided suggestions to the municipalities to eliminate inconsistency and make solar permit fees accurately represent the cost of plan review and inspection. The report provided useful information to staff on determining an appropriate level for cost recovery for solar permit fees; the range of proper fees for typical installations was between $300 to $485 for residential systems and $1328 to $2,565 for commercial systems. (Attachment 2, “Sierra Club Solar Electric Permit Fees for Commercial & Residential Installations in Yolo County”).

In 2012, the Sierra Club sponsored a California Senate bill to more accurately determine appropriate cost recovery by building departments and set limits on permit fees charged for residential and commercial solar installations. SB1222 set an upper limit on what a jurisdiction could charge for roof top systems. The requirements of this law is include as reference point (see below) for determining an appropriate amount to charge for residential and commercial solar PV inspections and plan checks.

Permit Fee Limits for PV based on SB 1222

| **Residential** | | **Commercial** | |
|---|---|---|---|
| 15 kW or less | $500 | 50 kW or less | $1000 |

| | | | |
|---|---|---|---|
| More than 15 kW | $500 + $15 per kW above 15 kW | 50 kW to 250 kW | $1000 + $7 per kW above 50 kW |
| | | More than 250 kW | $2400 + $5 per kW above 250 kW |

In reviewing what most other cities are charging for solar permits all of them now use the guidelines adopted by SB 1222. The cities surveyed were consistently under these recommended limits with ranges for residential systems below 15 kW from $250 to $325; ranges for commercial varied considerably but were below the ranges from the above table. Therefore, staff considered the information in the Sierra Club's report, the upper limits set by SB1222, reviewed the current fees that neighboring jurisdictions apply to solar permits; and also conducted an internal solar permit fee analysis to determine applicable residential and non-residential solar PV permit fees based upon the average time spent by City of Woodland staff in performing these plan reviews and inspections. Attachment 3 has the results of Staff's internal analysis.

City of Woodland's current residential fee for a 3 kW rooftop solar installation is $86.00. This fee was designed for <u>less</u> than 100% cost recovery to reduce the impact of fees on the cost of solar installations and thereby encourage the installation of solar systems. The City of Woodland's commercial fee for a 131 kW system is $167.08 plus consultant plan review costs. Consultant review costs vary by size of project, but average about $400 to $600.

### City of Woodland Current Fee Schedule

| **Residential** | | **Commercial** | |
|---|---|---|---|
| Fee Schedule Per kW | $9 | $0.50 per kW & | $32.50 min Plan review or 65% of Inspection fee |
| Permit Issuance | $59 | Permit Issuance | $59 |
| Consultant Review | N/A | | $300 |
| Permit Fee for 3 kW | $86.00 | 131 kw | $167.08 |
| Total | $86.00 | | $467.08 |

The proposed residential fee will be easily calculated and administered, will be within the guidelines of SB 1222, and will recoup 100% of costs incurred by the City for solar permit plan reviews and inspections. The Sierra Club's recommendation was to have a flat fee of $305 for a solar residential system of 10kW or less, and SB1222 reset the maximum fee to $500 for 15 kW or less. However, staff is recommending a flat fee of $280 for systems up to15 kW based on actual inspection times and plan review costs as determined by staff's fee analysis (see Attachment 3). The fee will be applicable for 98% of all residential permits issued. Installations above 15 kW would be charged $10 per kW plus the base rate of $280.

The proposed commercial Solar PV Permit fee will be $600 for up to 50 kW with an additional $4.10 for each kW from 51 kW to 250 kW and $2.50 for each kW above 250. Calculating the fee using this methodology brings the City's fee *below* the Sierra Club research documented in SB 1222. The main basis for the proposed commercial fee was staff's internal analysis of actual projects and time spent by staff in completing them and the cost of consultant review for these types of projects. Therefore, the new commercial fee would calculate a 131kW system as $932.10; this fee includes consultant costs.

### City of Woodland Proposed Solar Fee Schedule

| **Residential** | **Commercial** |
|---|---|

| | | | |
|---|---|---|---|
| 15 kW or less | $280 | 50 kW or less | $600 |
| Permit Issuance | Included | 51 kW to 250 kW | $600 + $4.10 per kW above 50 kW |
| 3 kW | $280 | More than 250 kW | $1500 + $2.50 per kW above 250 kW |

Other types of solar installations were also analyzed and included in the fee table (see Exhibit "A" incorporated within the resolution). The calculated fee for other types of solar installations, such as ground mounted systems, is to include, along with the standard fee, a consultant structural plan check. This fee is based on actual cost. Ground mounted systems require site-specific review and cannot be standardized for the mounting system.

Though SB 1222 allows the City to set fees higher than what is recommend by staff for the City of Woodland, it is important to understand that these recommended guidelines, along with reviewing other jurisdiction's permit fees, help in determining appropriate levels of solar permit fees; but they are not meant to be used as a fee. Because the City of Woodland's current solar fees were lower than the parameters set by the Sierra Club's research and SB 1222 it was beneficial to perform an internal analysis to calculate the correct level for the City based upon a reasonable estimate of the actual time spent in order to accomplish the task. The proposed fees now are within the parameters established by the Sierra Club and SB 1222, making them reasonable for the level of work performed by staff and will help ensure timely plan reviews and inspections.

Conclusion

Staff recommends that the City Council adopt Resolution No. _____, establishing solar photovoltaic permit fees to reflect actual costs incurred by the City Building Division performing inspections and plan reviews.

Prepared by: Paul Siegel, Chief Building Official

Reviewed by: Ken Hiatt, CDD Director

Paul Navazio

Paul Navazio, City Manager

**ATTACHMENTS:**
Attachment 1 - Resolution with Exhibit "A"
Attachment 2 - Sierra Club 2011 Survey and Study for Yolo County
Attachment 3 - Staffs Internal Permit and Plan Review Cost Analysis

# RESOLUTION NO. _________

## A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND INCREASING THE BUILDING PERMIT SOLAR FEE

**WHEREAS,** the City Council of the City of Woodland last approved a solar building permit fee change in 2008;and

**WHEREAS,** since 2008, the Building Division has experienced considerable changes in staffing, additional code requirements from the adoption of the 2013 California Building Codes, and rapid changes in the number of permits issued for solar photovoltaic rooftop systems; and

**WHEREAS,** the City Council of the City of Woodland wishes to prescribe a schedule of fees sufficient to pay 100% of the costs incurred in the plan review, permit issuances, and inspection of solar photovoltaic systems; and

**WHEREAS,** the City Council of the City of Woodland wishes to provide a nexus between the level of work required and the fee imposed and to that end prepared an analysis of the time required to process and issue a solar building permit fee, which is attached to the staff report for this item and incorporated herein; and

**WHEREAS**¸ the increased fee is consistent with the requirements of Government Code section 66015, as adopted by SB 1222 in 2012; and

**WHEREAS**¸ the fees provided for in Exhibit A, attached hereto and incorporated herein, were considered by the City Council of the City of Woodland on June 7, 2016, during an open and public hearing during which oral or written presentations could be made by any member of the public; and

**WHEREAS**¸ notice of the June 7, 2016 public hearing was provided for pursuant to publication in the Daily Democrat, consistent with all applicable law, and also provided to all interested parties who had filed a written request with the City for mailed notice of the hearing on new or increased fees or service charges; and

**WHEREAS**¸ the data upon which the increased permit fee was based has been available to the public for review at least ten days prior to the date of the meeting; and

**WHEREAS,** the City Council of the City of Woodland wishes to help ensure timely plan review and inspections for solar installation projects.

**NOW, THEREFORE, BE IT RESOLVED**

**SECTION 1.** That the schedule of building solar permit fees for the City of Woodland is hereby established to be as shown in Exhibit "A," attached hereto and incorporated herein.

**SECTION 2.** That the solar fee schedule will be incorporated into the current City of Woodland Comprehensive Fee Schedule and shall replace the existing Building Division Solar Fee schedule.

**SECTION 3.** That the Building Official of the City of Woodland shall administer the fee schedule.

**SECTION 4.** That the provisions of this Resolution shall become effective sixty (60) days after the date of this Resolution.

**PASSED AND ADOPTED** this ________ day of ____________, 2016 by the following vote:

**AYES:**
**NOES:**
**ABSENT:**
**ABSTAIN:**

___________________________________
Tom Stallard
Mayor

**ATTEST:**

___________________________________
Ana Gonzalez
City Clerk

**APPROVED AS TO FORM:**

___________________________________
Kara K. Ueda
City Attorney

# EXHIBIT A

# SOLAR ENERGY PERMIT FEES

## Community Development Department

Office (530) 661-5820

*Effective Date August 8, 2016*

| Fee Type | How Determined | Rate |
|---|---|---|
| Permit Processing Charge | Included in fee type | Included in fee |
| Residential Plan Review & Inspection Fee | Solar Photovoltaic rooftop systems 15 kW or less<br>➢ Each additional kW or fraction of kW | $280<br>$10 |
| Residential Plan Review & Inspection Fee | Solar Photovoltaic Ground Mount or other systems[1]:<br>➢ 15 kW or less<br>➢ Each additional kW or fraction of kW | <br>$280<br>$10 |
| Commercial Plan Review & Inspection Fee | Solar Photovoltaic rooftop systems 50 kW or less<br>➢ Each additional kW or fraction of kW 50 kw to 250 kW<br>➢ Each additional kW or fraction of kW 250 kW and over | $600<br>$4.10<br>$2.50 |
| Commercial Plan Review & Inspection Fee | Solar Photovoltaic Ground Mount or other systems[1]:<br>➢ 50 kW or less<br>➢ 50 kW to 250kW: Per kW or fraction of kW<br>➢ 250 kW and over: Per kW or fraction of kW | <br>$600<br>$4.10<br>$2.50 |
| Commercial Plan Review | Solar Photovoltaic Ground Mount or other non rooftop systems | Consultant Services Cost |

[1]Ground Mounted system or other non rooftop system will require consultant plan review, in addition to the fees listed above, for the structural review of the mounting system. Consultant permit fee is actual cost of review.

# Attachment 2

## Sierra Club 2011 Solar Fee Survey Results for Yolo County

**Solar Fees for Woodland (Lowest in the County)**

In early 2008 the Building Division completely revised its fee schedule. During the review for that revision, serious attention was paid to the solar permitting process and the fees charged for work in plan review and inspection of residential and commercial solar installations. State Law had been changed (AB 1407 & AB 2473 (Wolk—2004)) to require consistent standards for review and approval of solar energy systems. The Building Division responded to this legislation and the expressed goals of the City Council and citizens comments and revised its fees to be some of the lowest in the State. The following survey, performed by the Sierra Club in September of 2011, confirms that Woodland is very serious about encouraging and promoting the use of solar energy.

Below is a table of the results of the Sierra Club's survey for Yolo County (cities and county). What is not represented in the survey is that the Building Division also expedites the review process and for residential systems can typically issue permits within one day.

Attached to this Council Weekly are the files sent by the Sierra Club.

PV Permit Fees, 3 kW **Residential** Systems, Yolo County as of 9/30/11

| Ranked by Fee Municipality | 3 kW Fee |
|---|---|
| Yolo County^ | $499 |
| Winters# | $466 |
| West Sacramento# | $288 |
| Davis# | $187 |
| **Woodland#** | **$86** |
| Average # | $305 |

| Alphabetic Rank Municipality | 3 kW Fee | Changes from 2007 |
|---|---|---|
| Davis# | $187 | Reduced from $196 |
| West Sacramento# | $288 | Reduced from $330 |
| Winters# | $466 | Reduced from $1,298 |
| **Woodland#** | **$86** | Reduced from $395 |
| Yolo County^ | $499 | Increased from $6 |
| Average # | $305 | Reduced from $445 |

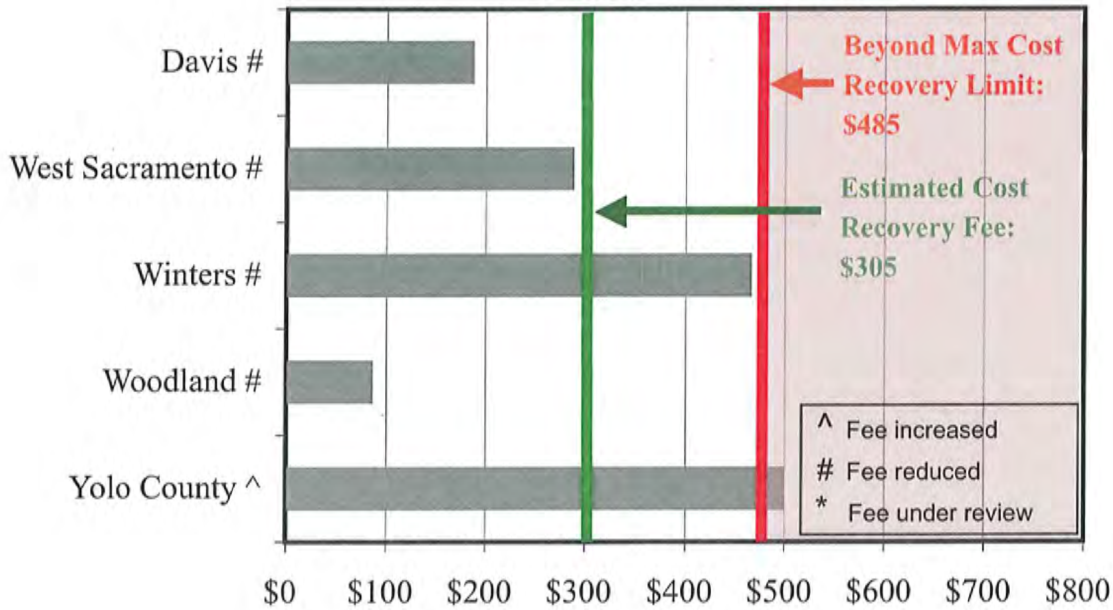
**PV Permit Fees, 131 kW Commercial Systems, Yolo County as of /30/11**

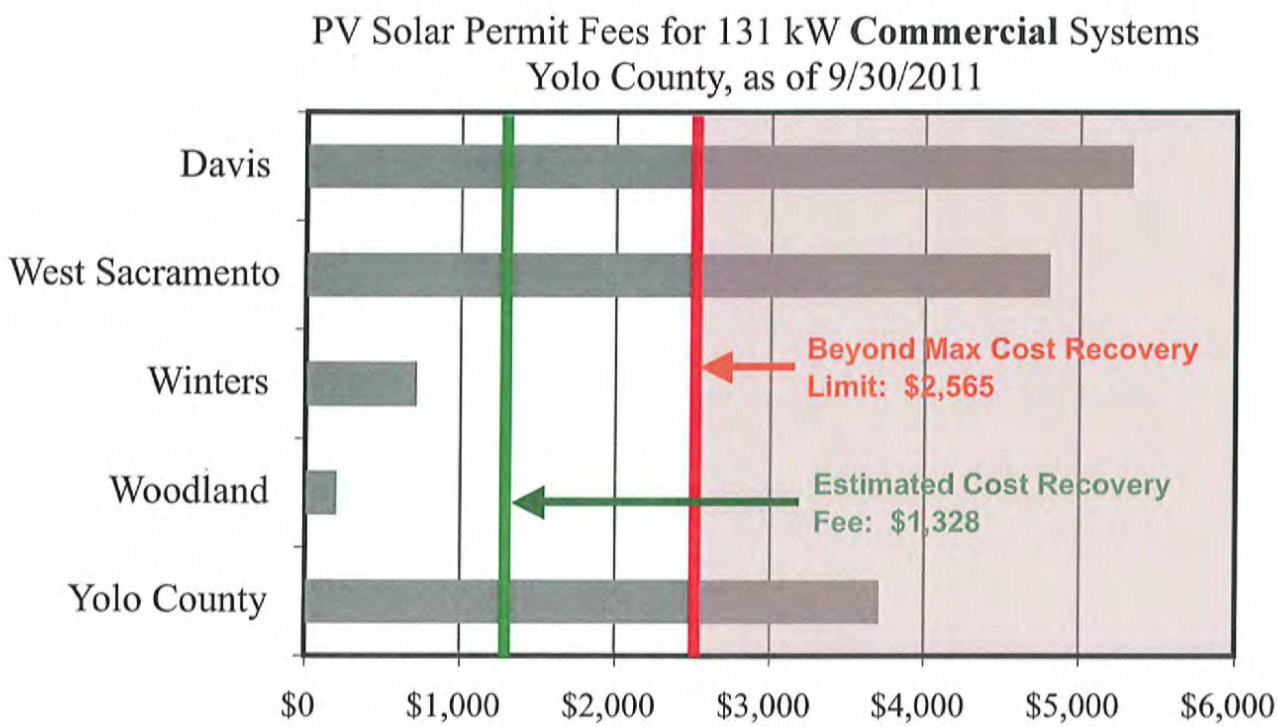
| Ranked by Fee Municipality | 131 kW Fee |
|---|---|
| Davis | $5,330 |
| West Sacramento | $4,801 |
| Yolo County | $3,706 |
| Winters | $712 |
| **Woodland** | **$194** |
| Average | $2,949 |

| Alphabetic Rank Municipality | 131 kW Fee | |
|---|---|---|
| Davis | $5,330 | |
| West Sacramento | $4,801 | |
| Winters | $712 | |
| **Woodland** | **$194** | |
| Yolo County | $3,706 | |
| Average | $2,949 | |

**# Fees reduced from 2007 survey**
**^ Fees increased from 2007 survey**

PV Solar Permit Fees for 3 kW **Residential** Systems
Yolo County, as of 9/30/2011




PV Solar Permit Fees for 131 kW **Commercial** Systems
Yolo County, as of 9/30/2011
Davis
West Sacramento
Winters
Woodland
Yolo County
Beyond Max Cost Recovery Limit: $2,565
Estimated Cost Recovery Fee: $1,328
$0
$1,000
$2,000
$3,000
$4,000
$5,000
$6,000

# *Building Division- Time and Materials Survey for Solar Photovoltaic Systems* **Attachment # 3**

| Service/Application | Plans Examiner | Senior Building Inspector | Building Inspector II | Community Development Tech (40%) | Administrative Clerk II - 5% Time | Adm. Secretary - 5% Time | Fully Burdened Rate [2] Fee | Fully Burdened Rate [2] Notes | Permit Issuance Fee | Full Cost Recovery Fee [3] | Current Fee | Current Fee Notes | Subsidy / Overcharge | Subsidy% |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FB Hourly Rates [1]** | 131.02 | 118.63 | 88.36 | 95.87 | 75.23 | 68.45 | | | | | | | | |
| **Per Minute rate** | 2.18 | 1.98 | 1.47 | 1.60 | 1.25 | 1.14 | | | | | | | | |
| **ADMINISTRATIVE AND MISC. FEES** | | | | | | | | | | | | | | |
| For Issuing Each Permit | | | | | | | **INCLUDED IN FEE** | | $ - | $ - | | | PROCESSING FEE INCLUDED IN FEE | |
| **Solar Photovoltaic Roof/Ground Mount** | | | | | | | Actural cost of consultant plan review | | | $ - | | | Ground mounted systems require structural plan review on mounting system; fee shown is for solar PV system only | |
| Solar Photovoltaic (<=15KW) | 45 | 5 | 60 | 30 | 30 | 0 | $ 282.07 | | n/a | $ 280.00 | $ 149.00 | | Subsidy: $131.00 | 46.79% |
| Solar Photovoltaic (per KW) >15 | 90 | 10 | 80 | 30 | 30 | 0 | $ 419.67 | $10 per kW | n/a | $ 420.00 | $ 328.00 | | Subsidy: $92.00 | 21.90% |
| Solar Photovoltaic (per KW) Commercial Rate less than 50kW | 150 | 10 | 120 | 30 | 30 | 0 | $ 609.61 | | n/a | $ 600.00 | $ 140.50 | | Subsidy: $459.50 | 76.58% |
| Solar Photovoltaic (per KW) Commercial Rate 51 to 250kW | 420 | 10 | 270 | 30 | 30 | 0 | $ 1,420.12 | $4.10 per kW | n/a | $ 1,420.00 | $ 264.25 | | Subsidy: $1,155.75 | 81.39% |
| Solar Photovoltaic (per KW) Commercial Rate 250kW and above | 570 | 10 | 480 | 30 | 30 | 0 | $ 2,056.95 | $2.50 per kW | n/a | $ 2,050.00 | $ 470.50 | | Subsidy: $1,579.50 | 77.05% |

[1] FB Hourly Rates

[2] Provided by the City.

[3] Derived by multiplying each position's FB Hourly Rate by the number of minutes spent on each service.

**File #:** 16-543, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: PUBLIC HEARING - Renewal of the 2016-2017 Annual Assessment for the Woodland Visitor Attraction District (BID)

Recommendation for Action**:** Staff recommends that the City Council:

1. Hold a Public Hearing to receive comments concerning the renewal of the 2016-2017 Annual Assessment for the Woodland Visitor Attraction District (BID); and
2. Adopt Resolution No. _____, confirming the 2016-2017 Annual Assessment Report; and
3. Adopt Resolution No. _____, authorizing the City Manager to sign the Administrative Agreement with Yolo County Visitors Bureau and retain a Marketing and Promotions Coordinator to implement the Woodland Visitor Attraction District.

Staff Contact

Wendy Ross, Economic Development Manager-530 661-5921, wendy.ross@cityofwoodland.org

Council Goal

*Strengthen Downtown*-create opportunities to increase events, attractions and promote Historic Woodland as a destination point for visitors.

*Economic Development*-market Woodland as a destination location to various groups. Provides an opportunity to market the various attractions and events to visitors and residents, as well as increase Transient Occupancy Tax, a significant contributor to the city's General Fund.

**Fiscal Impact**

There is minimal direct fiscal impact on the City. Hoteliers submit a 1.5% assessment to the City along with their ten percent (10%) Transient Occupancy Tax (TOT). As approved by Council on September 2, 2014, the Council adopted Ordinance 1568, which authorizes the City to increase the assessment from 1% to 1.5%. The City processes the .75% assessment as a "pass through" to the Yolo County Visitor's Bureau ("YCVB"), the remaining .75% is retained by the City (on behalf of the District) for the purpose of performing Woodland specific marketing and promotions.

Over the period of time including 2Q2015-1Q2016, the District received approximately $192,344 in assessments; $96,172 of which has been passed through to the YCVB per the Administrative Agreement. The remaining fees of $96,172 were received and retained by the District to fund the general promotion of business activities and visitor-oriented programs within the District.

Revenues received by the YCVB are primarily generated from the assessment contributed from partner jurisdictions. The estimated overall budget has been modified to reflect the increased contribution in the City of Davis annual assessment from 1% to 2% per annum. Additional services provided to partner cities is provided on a “fee for service” basis. The proposed revised budget is attached.

Annual staff costs for the pass through of funds are estimated to be approximately $1,500 and considered an in-kind contribution to the YCVB as part of the City’s economic development program in a continued effort to market Woodland and strengthen the City’s economic viability.

Background

Visitor Attraction District. On July 6, 2004, the City Council unanimously supported the adoption of a Resolution of Intention to establish the Woodland Visitor Attraction District (“District”) pursuant to the Parking and Business Improvement Area Law of 1989. On July 27, 2004, Council held a public hearing to approve Ordinance No. 1404 establishing the District. Ordinance No. 1404 authorized the levying of a 1% assessment on room occupancy, in addition to the Transient Occupancy Tax (TOT), upon all hotel/motels establishments in the City of Woodland. Council has annually adopted the Renewal of the District since that time.

On September 2, 2014, the City Council adopted Ordinance No. 1568, amending Section 23-92 of the Woodland Municipal Code relating to the computation of the visitor-oriented programs which increased the historic assessment from 1% to 1.5% and allowing for the City to retain a portion of the funds (.75%) for the benefit of specifically marketing and promoting Woodland. This was supported by Woodland hoteliers who continue to be supportive of the District and have held regular meetings since the increase became effective October 2, 2014.

The YCVB, which is governed by a Board of Directors that include hoteliers from Woodland, is a non-profit entity. It serves Woodland, Davis, and Winters, although it also highlights many attractions of interest to visitors throughout the County. In Woodland, city staff estimates the assessment will generate more than $200,000 for the 2016-2017 fiscal year due to an increase in the annual assessment to 1.5% and the addition of 66 rooms in 2015 and 72 rooms in 2016 to Woodland’s hotel inventory, increasing the number of available rooms to 729 citywide. Fifty percent of the assessment revenues of approximately $97,000 will be passed through to the YCVB, and $97,000 will be retained by the City for Woodland marketing and promotions. The remaining projected revenues will provide the City with a significant budget to dedicate to marketing and promoting Woodland hotels, events and attractions to business and leisure visitors.

The following hotels are currently part of the District:

| | |
|---|---|
| America’s Best Value | Best Western Shadow Inn |
| Budget Inn | Comfort Inn |
| Days Inn | Econolodge |
| Fairfield Inn & Suites | Hampton Inn & Suites |
| Holiday Inn Express | Motel 6 |
| Quality Inn & Suites | Valley Oaks |

The City Council passed Resolution No. 6629 (Intent to Levy an Assessment) on May 17, 2016. Notice of the Public Hearing has been published and letters noting the renewal and the Notice of Public Hearing have been sent via email to all affected parties (in this case, all hotel owners/operators) notifying parties of the pending Public Hearing scheduled for June 7, 2016.

If written protests are received from businesses which pay 50% or more of the assessments to be levied, no further proceedings to levy the assessment may be taken for a period of one year from the date of the finding of the majority protest by the City Council. If the majority protest concerns only the furnishing of specified types of activities within the District, only those types of activities must be eliminated. No protests have been received by the City at the time of submittal of this staff report, and staff recommends renewal of the assessment.

Discussion

Use of the BID Funds. The YCVB is the designated recipient of 50% of the BID funds generated in Woodland. The YCVB's primary purposes are to market the community, assist with citywide events to attract visitors and maintain and increase overnight hotel stays in the city, thereby stabilizing and/or increasing the transient occupancy tax to the city's General Fund. The YCVB maintains a website (www.yolocvb.org) that provides information about and links to local hotels and visitor attractions.

The Council accepted the 2016-2017 Visitor Attraction Annual Assessment Report and proposed budget on May 17, 2016. Both documents have been included as attachments to this report for reference. The YCVB has developed the budget using their own estimates; projects and products will be adjusted if actual revenues differ from the proposed budget. The YCVB's Board will approve a final budget in early July.

Over the period of time including 2Q2015-1Q2016, the District received approximately $192,344 in assessments; $96,172 of which has been passed through to the YCVB per the Administrative Agreement. The remaining fees of $96,172 were received and retained by the District to fund the general promotion of business activities and visitor-oriented programs within the District, including the development of program materials, visitor guides and the creation of linkages with event sponsors to support additional conferences and events; the promotion of and participation in conferences, activities and public events which are to take place on or in public places within the District; the furnishing of music in any public place within the District, and the decoration of any public place within the District.

As committed, the City is making reimbursement payments for marketing and promotional activities carried out by the YCVB on behalf of Woodland's tourism marketing efforts. During fiscal year 2015-2016 the City reimbursed the YCVB for Airport marketing, San Francisco Chronicle marketing and Woodland's share of "Heart of Yolo County Tour" in addition to other incidentals as a pass-through for the City. The City will also provide a "true up" payment of approximately $500 from its economic development budget to the YCVB as committed to with adoption of the increased assessment in 2014. In addition to the pass through expenses, the City also commissioned the following: started up the www.visitwoodland.org <http://www.visitwoodland.org> website, developed an updated Downtown Dining Guide that is circulated throughout the City's hotels and retail business establishments.

Revenues received by the YCVB are primarily generated from the assessment contributed from partner jurisdictions. The estimated overall budget has been modified to reflect the increased contribution in the City of Davis annual assessment from 1% to 2% per annum. Additional services provided to partner cities is provided on a "fee for service" basis. The proposed revised budget is attached.

Transient Occupancy Tax. The BID parallels Transient Occupancy Tax ("TOT"), which has surpassed its pre-2009 assessment values. The TOT is based on the cost of a room night, so fluctuations in TOT are results of overall costs for rooms and the degree to which those rooms are occupied. With the use of the submittal forms collected for the quarterly TOT and Assessments, the City began collecting overnight stay data from the hotels in October 2014 and now has a better understand of the trends for each Woodland hotel. This will be useful in future years as the city works with the YCVB and partner marketing professions to forecast occupancy based on scheduled events and contracts with construction teams and their construction work patterns in the Woodland area. Although it is sometimes difficult to determine the tangible benefit of the work performed by the YCVB, staff continues to believe that the establishment of the District and the presence and products of the YCVB have been beneficial to the hotel community and Woodland's tourism as a whole.

The list below shows the transient occupancy tax for the past five years, as well as estimates for
this fiscal year and next (net revenue to the city after payments are made to the County and YCVB, etc).

| | |
|---|---|
| 2009-2010 | $776,207 |
| 2010-2011 | $835,019 |
| 2011-2012 | $830,001 |
| 2012-2013 | $894,877 |
| 2013-2014 | $ 984,737 (revised) |
| 2014-2015 | $1,096,704 |
| 2015-2016 | $1,323,203 (estimated) |

Why Renew Assessment? The hoteliers have voted to assess themselves in order to fund an entity, in this case the YCVB, and Woodland Marketing and Promotions Coordinator, to assist in marketing Woodland as a good place to visit and to stay overnight. And, effective in 2014-2015, the city and hoteliers opted to retain a portion of the funds to be managed by the City to specifically market and promote Woodland hotels, events and attractions. The YCVB continues to produce and enhance promotional materials, utilize social media to share information about Woodland and its attractions (see Yolo County Visitors Bureau on Facebook or Twitter for information on local attractions and events).

Administration Agreement with Yolo County Visitors Bureau.
The City and YCVB, with the assistance of the YCVB 2x2 subcommittee and hoteliers subcommittee, have committed to developing a more robust and comprehensive marketing and promotions program to visitors of Woodland. Recent accomplishments include:

### *Highlighted Woodland Marketing Accomplishments: July 2015-June 2016:*

- Designed and developed updated "Dine in Downtown Woodland" dining guide
- Continued regular meetings with key stakeholders including the City of Woodland, Woodland Hoteliers and the YCVB regarding marketing and promotion efforts
- Work closely with city hoteliers and city representatives to develop strategies to increase room night stays
- Acting as liaison between Velocity Island Park and local hotels to establish relationships and develop packages for park passes and hotel night stays.
- Launched Visit Woodland Website www.visitwoodland.org <http://www.visitwoodland.org>, which

promotes Woodland while maintaining a distinct feeling of the Woodland community and historical roots for a more accurate representation

- Create a Visit Woodland Facebook page to compliment the website and drive traffic to website
- Contract with Clear Channel for Sacramento International Airport marketing
- Contract for use of billboard on I-5, north of Woodland
- Draft PSA's, promotional webpages, and other social media outreach, as needed

***Economic and Marketing/Advertising Campaign for fiscal year 2016-2017:***

- Maintain a Visit Woodland Facebook page to compliment the website and drive traffic to website
- Continue to build relationships with local businesses and organizations to explore opportunities for collaboration and room night stays.
- Continue to build relationships with event and venue staff
- In consultation with YCVB staff, city staff, and Woodland hoteliers solicit editorial coverage from the media
- In early 2016 the YCVB we created the new position of Events & Marketing Coordinator and hired Mo Stoycoff to fill the position. Among her many duties will be directing the efforts to make our big event happen in the spring of 2017. (It is envisioned by the YCVB that an annual event featuring the best that Yolo County has to offer will take place in 2017and ultimately this event will lead to the creating of a new visitor center where guests can sample and buy our products as well as where to travel to the places they are made.)
- Inaugural Woodland Events:
    - Woodland's *Dinner on Main* (celebrating all foods of Yolo County by Yolo County during the annual Regional Farm to Fork Event in 2016
    - *California Honey Festival* in 2017
    - Woodland support for "*Taste of Yolo*" inaugural event in 2017

In order to ensure the funds from the BID are utilized appropriately, the City maintains a formal agreement with the YCVB. This agreement spells out the roles and responsibilities of both parties. Staff recommends the Council authorize the City Manager to sign the agreement.

<u>Conclusion</u>

Staff recommends that the City Council:

1. Hold a Public Hearing to receive comments concerning the renewal of the 2016-2017 Annual Assessment for the Woodland Visitor Attraction District (BID); and
2. Adopt Resolution No. _____, confirming the 2016-2017 Annual Assessment Report; and
3. Adopt Resolution No. _____, authorizing the City Manager to sign the Administrative Agreement with Yolo County Visitors Bureau and retain a Marketing and Promotions Coordinator to implement the Woodland Visitor Attraction District.

Prepared by: Wendy Ross, Economic Development Manager

Reviewed by: Ken Hiatt, Community Development Director

Paul Navazio, City Manager

**ATTACHMENTS:**

1. Resolution Confirming Assessment Report and Approving the Levy of an Assessment for the Visitor Attraction District Pursuant to the Parking and Business Improvement Area of 1989.
2. 2016-2017 Annual Assessment Report and Budget
3. Letters of Support
4. Resolution Authorizing City Manager to Execute Agreement
5. Agreement between City and Yolo County Visitor's Bureau and Scope of Work

**RESOLUTION NO. ____**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND CONFIRMING THE ASSESSMENT REPORT AND APPROVING THE LEVY OF AN ASSESSMENT FOR THE VISITOR ATTRACTION DISTRICT FOR FISCAL YEAR 2016-2017 PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989**

**WHEREAS,** the Parking and Business Improvement Area Law of 1989, California Streets & Highways Code section 36500 et seq., authorizes cities to levy assessments through a business improvement district;

**WHEREAS,** on September 7, 2004, the City Council of the City of Woodland adopted Ordinance No. 1404 establishing a Woodland Visitor Attraction District (“District”) and levying assessments;

**WHEREAS**, on September 2, 2014, the City Council adopted Ordinance 1568, amending Section 23-92 of the Woodland Municipal Code relating to the computation of the visitor-oriented programs;

**WHEREAS,** the Parking and Business Improvement Area Law of 1989 requires the City to renew the levy of the assessment for each fiscal year;

**WHEREAS,** the City Council approved the Visitor Attraction District (BID) Assessment Report for Fiscal Year 2016-2017 and a resolution of intention to levy the assessment by Resolution No. 6629 on May 17, 2016;

**WHEREAS,** the City provided notice of a public hearing to be held by causing the resolution of intention to levy the assessment to be published in the *Daily Democrat* not less than seven (7) days prior to the public hearing;

**WHEREAS,** the City Council conducted a public hearing on the Visitor Attraction District (BID) Assessment Report for Fiscal Year 2016-2017 pursuant to the Parking and Business Improvement Area Law of 1989, on June 7, 2016; and

**WHEREAS,** the City Council has found no majority protest as defined by Section 36525 of the California Streets & Highways Code.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WOODLAND DOES HEREBY RESOLVE AS FOLLOWS:**

**Section 1. Assessment Report**

The City Council confirms its adoption of the Visitor Attraction District (BID)

Assessment Report for Fiscal Year 2016-2017, which identifies the assessment to be levied and collected to pay the costs of improvements and activities described in the report, in the same form as adopted on May 17, 2016.

**Section 2. Levy of Assessment**

Pursuant to the Parking and Business Improvement Area Law of 1989, the adoption of this resolution shall constitute the levy of the assessment for the Visitor Attraction District for fiscal year 2016-2017.

**PASSED AND ADOPTED** this 7th of June, 2016 by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

______________________________
Tom Stallard, Mayor

ATTEST:

______________________________
Ana Gonzalez, City Clerk

APPROVED AS TO FORM:

______________________________
Kara K. Ueda, City Attorney

# 2016 – 2017 Annual Assessment Report

*Prepared for*

## The City of Woodland

*April 29, 2016*

Yolo County Visitors Bureau
132 E Street, Suite 200 • Davis, CA 95616 • (530) 297-1900 • www.visityolo.com

# Yolo County Visitors Bureau
# 2016 – 2017 Annual Assessment Report

*Our Mission: To enrich the lives of our citizens by stimulating the economic activity of Davis, Woodland, Winters and unincorporated Yolo County businesses and organizations; to promote cultural, athletic, and educational events and programs that build upon the strengths of our region and the quality of our community life; and to enhance the visitors experience by facilitating the integration of the community and regional resources and assets.*

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To accomplish our mission, the Yolo County Visitors Bureau is committed to these core objectives:

- To market the region in a way that maximizes the visitor experience while respecting the exceptional quality of life and environment we enjoy
- To compete aggressively with destinations throughout the region in attracting visitors
- To offer – and encourage – outstanding customer service
- To be a regional destination marketing organization that emphasizes partnerships, productivity, and maximum return on investment
- To share expertise on industry issues, trends, and product development with customers and stakeholders
- To measure and report the effectiveness of the organization in generating economic benefits for the community

*Our Vision: Yolo County is recognized as an exciting, welcoming destination for leisure tourism as well as for professional events and meetings, tapping the great economic potential of our amenities and attractions and enhancing the lives of our fellow citizens.*

The Yolo County Visitors Bureau (YCVB) markets the cities of Davis, Woodland, Winters, Clarksburg, and Capay Valley as prime tourist destinations for events and activities, dining and food-related pursuits, arts and entertainment, meetings, recreation, and overnight stays. The YCVB is the recognized leader of an integrated and influential destination marketing organization, working in close collaboration with numerous other agencies to achieve mutual goals. The YCVB provides a full range of information services to tourists and event planners through its website (www.visityolo.com) and a series of informative brochures and publications.

We strive to create desire for people to be here.




# Tourism Overview

According to the latest California Travel Impacts report (April 2016) in 2015, total direct travel spending in California reached $122.5 billion, an increase of 3.4% over 2014. Travel-generated local tax revenue was $4.6 billion in 2015, a 7.8% increase over 2014, primarily driven by robust lodging sales. Travel-generated employment exceeded 1 million jobs statewide, a 3.7% increase; travel-related employment has grown every year since 2009, encompassing jobs in lodgings, arts and entertainment, transportation, information, and retail industries among others.

In Yolo County, travel generated $8.1 million in local tax revenue and $17.4 million in state tax revenue, for a total of $25.5 million—the equivalent of $340 per household. This came as a result of $317 million in tourism-related sales countywide, also up 3.4% over 2014. Tourism is responsible for 3,950 jobs in Yolo County, which in 2015 represents a one-year increase of 6.2%, well ahead of the state average. Tourism has contributed importantly to the decline in Yolo County's unemployment rate—from 9.2% in January 2014 down to 6.1% in April 2015.

In Yolo County, agriculture is king but tourism is undeniably part of the royal court. Clearly tourism continues to create more jobs and bring in more tax revenues, to the gain of our communities. Hotels, restaurants, event and entertainment venues all benefit. But it's not just about those sectors. As visitors get a taste of what our farmers produce—from incredible organic vegetables and fruits to outstanding wine, nuts, honey, and olive oil—our farming community gains new customers and new sales to help sustain their operations. Tourism works for everyone in Yolo County, in harmony with the goals and values we all hold dear.

# Summary of 2015/ 2016 Operations

The YCVB continued to expand its programs and initiatives to market the county. Besides continuing efforts running for several years now, we spend considerable sums in print advertising, including *Sunset* and *VIA* magazines among others; we also invested significantly in online and social media ad campaigns. We successfully linked to the third annual Sacramento Farm to Fork campaign, gaining more exposure to our events, venues, products, and ag-tourism-friendly culture. We attended the Travel & Adventure Shows in both Los Angeles and Santa Clara, and Sunset Magazine Celebration Weekend for the third time. We redesigned our website and christened it with a new url: www.visityolo.com. And we led the effort to publish two special travel sections about Yolo County in *the San Francisco Chronicle* – the first one, in September 2015, becoming the largest such section that the *Chronicle* has published thanks to great support in our community.

Our proactive leadership remains firmly committed to engaging our many partners, in order to maintain the momentum and spirit of cooperation that has marked our continuing success, and as always to bring more visitors to our doors.

Organizational Goals:

- Collaborate with local groups, businesses, and venues to provide attractions for visitors
- Explore partnerships with mutual interest in developing tourism for our region
- Aggressively promote our attractions and events to visitors
- Provide services that support local organizations in their tourism efforts
- Serve as the leading resource for travel industry perspective and knowledge
- Maintain a professional organization
- Always be positive and respectful in our work

Strategies:

- Maintain a Board of Directors that represents different areas and types of attractions but operates for the good of the whole region
- Build and enhance cooperation with local entities
- Pursue creative promotion of hotels
- Take an active role in helping to plan and promote events that draw visitors
- Participate in events and use our display booth as well as distribute publications
- Provide a Visitors Center with abundant resources
- Produce and distribute visitor publications
- Maintain a website and social media platforms that promote all regional attractions and events
- Pursue a vigorous program of outreach to generate press coverage
- Maintain association and seek active cooperation with other tourism organizations

# 2015 / 2016 Accomplishments

In addition to our work mentioned above, other major achievements for the year included continuing promotion for our website and social media channels, gaining significant press coverage, and exhibiting at various public events. We also participated in a number of committees and meetings focused on tourism and economic development, including the Yolo County Historical Museum/Gibson House, the Historic Woodland Downtown Business Association, Davis Downtown, Capay Valley Vision, YoloArts, Roots to Wine, and others

We organized and led what we billed as the "Heart of Yolo County Tour," a three-day familiarization trip with 14 journalists from the Bay Area and Los Angeles. Held May 5-8, 2016, the tour was based in the new Woodland hotels and took in numerous new venues as well as signature events such as First Friday Art Walk and Woodland Street Cruisers. We also developed a voucher system for dining, allowing multiple Woodland restaurants to play culinary host to our guests and thus strengthen Woodland's growing identity as a foodie mecca.

We kept a regular series of meetings with Woodland hoteliers and City Staff to discuss marketing efforts specifically geared to benefit Woodland. Efforts included advertising in the baggage claim areas of the Sacramento International Airport, billboard signage on Interstate 5, and distribution of the *Woodland Guide & Map* at the San Francisco Ferry Building. We also brought to the table proposals for Search Engine Marketing campaigns and advertorial section options in Via Magazine.

We launched our third year running the Bak2Sac program, encouraging Sacramento-area bicyclists to ride to Davis, visit a participating business, and get a voucher for a free train ride back to Sacramento from the Davis station, adding new train times and growing the number of businesses working with us. To date, we have exchanged nearly 800 vouchers. We will seek to partner with viable Woodland businesses in the coming year to expand the program's reach.

Selected Active Event Support and Participation

- First Friday Art Walk
- Annual Stroll Through History
- Yolo Microbrew Fest
- Yolo County Fair
- Woodland Christmas Parade
- Annual Woodland Tomato Festival
- Woodland Dynamite Chili Cook-Off
- Annual Woodland Scottish Festival and Games

- Tour de Cluck events
- Davis Farmers Market events
- Transmedia Art Walk
- Second Friday ArtAbout
- Davis Music Festival
- May Is Bike Month activities
- U.S. Bicycling Hall of Fame Induction Ceremony
- Davis Shakespeare Ensemble performances
- Holiday Christmas Tree Lighting
- Yolo County Booth at the California State Fair
- Winters Fourth Friday Feast
- Winters Annual Youth Day
- Winters Outdoor Quilt Fest
- Winters Summer Concert Series
- Winters Earthquake Festival
- Winters Ag Tours
- Festival de la Comunidad and Carnitas Cook-Off
- Fall for Winters Festival and Family Holiday Festival
- Capay Valley Almond Festival
- Annual Mill-In (Yolo Wool Mill), Hoes Down (Fully Belly Farm) and many others

## Distribution of Publications

The YCVB produces and distributes comprehensive visitor guide/maps for Woodland, Davis/UC Davis, Yolo County, and Winters. Our guide to county wineries, *Wines of Yolo County*, was updated and expanded and received widespread distribution, including at the San Francisco Travel Visitor Information Center as well as SFTA kiosks in Moscone Convention Center. The Visitor Center makes numerous other publications, directories, and promotional materials available to visitors. We also continued to distribute our *Yolo County Guide & Map* at the San Francisco Ferry Building, and added the *Woodland Guide & Map* as well. We also began to distribute the Woodland guide at California Welcome Centers in San Francisco, Redding, and Merced.

Points of distribution include:

- *Woodland City Offices*
- *Woodland Chamber of Commerce*
- *California Agriculture Museum*
- *Davis City Offices*
- *Davis Amtrak Station*
- *Davis Chamber of Commerce*
- *Davis Downtown Business Association*
- *UC Davis Welcome Center, Conference Center, and other locations on campus*
- *San Francisco Travel Association Visitor Information Center (downtown San Francisco) and literature kiosks in Moscone Center and other locations*
- *San Francisco Ferry Building*
- *YCVB Visitor Center*
- *Various local places: restaurants, hotels, shops, attractions, galleries*
- *Yolo County Offices*
- *Yolo County Fairgrounds*
- *Winters City Offices*
- *Winters Visitor Center & Chamber of Commerce*
- *Various tradeshows*
- *Sacramento Convention & Visitors Bureau offices*

www.visityolo.com

In September 2015 we debuted our completely redesigned website with the new url visityolo.com. This is a vital tool in effectively influencing consumers to visit Yolo County. We updated the graphic design to have more photographic and visual impact and streamline navigation for end-user ease. Some of the newly added features to our website include a landing page for each city specifically showcasing their best assets, a blog that hosts articles about things to explore in Yolo County, and feature pages for wine and beer events including places to taste.

We contracted with Kelly Newsom of visitwoodland.com to repost original content from that platform onto the YCVB website, as fresh blog posts with additional social media posts to drive readership. This significantly broadens the reach of visitwoodland.com content and over time will continue to boost Woodland's online visibility and appeal.

In October 2015 we initiated Search Engine Marketing and Search Engine Optimization programs, working with Hearst Media as part of our involvement with the *San Francisco Chronicle* team. The SEO portion helped raise our visibility on the major search engines; however, we had some difficulties with the overall drive of traffic to the website, and we soon made the decision to terminate this agreement and retrench.

Our website features:

- Specific content on home page and landing pages with original content for all of our coverage areas
- Special landing pages to promote specific events or activities, and to highlight understood visitor preferences
- Our promotional video
- Events calendar, as well as our "Submit Your Event" online tool
- Listings, photographs, and links for all hotels
- Easy to use hooks for our social media outlets
- Listings for all restaurants – expanded and fully searchable by destination and cuisine
- "Things to Do" pages, including pages for bicycle rides throughout the county and within the region
- Details for every attraction
- New pages for craft beer locations and events
- Search function that covers the entire site
- A "Send Me Information" tab for visitors to request guide maps
- A travel blog, providing fresh reading content for visitors on a number of venues, topics, and people in Yolo County
- Comprehensive information and links for wedding venues and meeting places

## YCVB Public Relations

We have had a very productive year that included seeing the launch of our newly designed website, partnering with the *San Francisco Chronicle*, the launch of a new publication titled "Yolo County Craft Beer Map & Guide," an increase in our social media engagement, numerous successful partnership endeavors with Visit California and San Francisco Travel Association, and the upcoming launch of our new mobile website.

We are members of the Bay Area Travel Writers and the International Wine, Food, & Travel Writers Association. We continue to leverage their active membership to promote our events and attractions.

We continued our official YCVB Partners newsletter, directed to all of our hotels, attractions, city staff, and city council partners in Yolo County. This newsletter focuses on updating our partners on what's happening at the YCVB, upcoming events, and short articles related to the tourism industry.

We continued our monthly newsletter geared towards our travel writers and press contacts. This monthly publication highlights featured events, and discusses new and interesting story ideas and pitches. Currently there are approximately 500 press contacts receiving this targeted email blast.

We launched a newsletter dedicated to the consumer travel market. This newsletter is designed specifically to provide information on events and festivals, driving traffic to our website and our partners' websites.

We leveraged our partnership with Visit California to gain key market placement in their marketing channels. Some notable achievements include: inclusion in their *What's New* publication, travel story features in their key travel publication *Visit California Magazine* and *California Road Trips*. Our "Beer-Muda Triangle" beer tasting story idea was picked up and featured predominantly on Visit California's website and social media platforms. They also named Yolo County as one of the Top 10 bicycling areas in California.

On behalf of the city/county members the YCVB partnered with the *San Francisco Chronicle* to produce two special publications on Yolo County in September 2015 and March 2016. Between these two publications we saw 23 new and original articles detailing attractions and events in Yolo County. These stories were widely circulated by *San Francisco Chronicle* and YCVB in print, web and social media platforms, and visitwoodland.org website and facebook pages, resulting in increased web and social media traffic. SFgate.com website analytics reports show a total of 600,000 impressions specific to YCVB between these two marketing endeavors.

The YCVB secured more than $300,000 in press coverage this past year. We worked with national and regional print magazines on their coverage of our area. We secured coverage in publications such as *California Meetings & Events Magazine*, *Huffington Post*, *Via Magazine*, *SacTown Magazine*, *Association News Magazine*, *California Heartland*, *Examiner.com*, *San Francisco Chronicle*, *Sacramento Bee*, *Thrillist*, *Destination Magazine*, *San Jose Mercury News*, and local newspapers. We also worked closely with *News10*, *Fox40* and *Good Day Sacramento* to secure numerous segments on Yolo County events and attractions.

Our efforts on behalf of local events produced results. Noted below is the coverage generated through our program:

- TV segments – 20. Outlets include: *News 10*, *NBC Sacramento*, *Good Day Sacramento*, *KCRA*, *Fox 40*, and *Sac & Co*
- Website Articles or Event Listings – 55. Sites include: *SFgate*, *San Jose Mercury News*, *Sacramento Biz Journal Online*, *Examiner*, *SacTown Magazine Online*, *LA Times Travel Calendar*, and *Offmetro.com*
- Website Third Party Listings: approximately 500
- Magazine Articles or Event Listings – 20. Publications include: *California Meetings & Events Magazine*, *Comstock's*, *Sacramento Biz Journal*, *Sunset*, *Via Magazine*, *Sacramento Magazine*, *SacTown*, *Destination Magazine* and *Association News*

- Newspaper Articles or Event Listings – 75. Newspapers include: *San Francisco Chronicle, San Jose Mercury News*, *Sacramento Bee*, *Daily Democrat*, *Davis Enterprise*, *Vacaville Reporter,* and *Contra Costa News*

Continuing outreach efforts for the coming year include:
- Continue to execute ongoing press release and news of events to keep media up to date
- Leverage our website, www.visityolo.com to our target demographic to increase consumer travel to Yolo County
- Investigate key consumer and trade publications for feature articles about Yolo County and its communities
- Attend or exhibit at travel media group conferences (Society of American Travel Writers, United States Travel Association, Travel & Adventure, International Pow Wow)
- Continue to host individual media and media groups (ex: BATW) with customized "fam tour" itineraries throughout the year
- Look to collaborate with neighboring bureaus (such as Visit California and SCVB) and member communities for opportunities to gain exposure via various platforms and events (example, "Sacramento Farm to Fork Capital of America," the inaugural Woodland's Dinner on Main Event, the 20th anniversary of the Woodland Farmer's Market and Woodland Tomato Festival, ag tours, wine-tasting events, and the inaugural California Honey Festival)
- Look to make additional public and group presentations (Rotary, etc.) about YCVB activities and initiatives
- Continue to work closely with California Travel & Tourism to promote our county through their numerous publications and programs

Social Media
In terms of travel, more than 68% of people used social media for travel planning; more than 50% of people considered user-generated reviews of hotels, destinations, and restaurants.

The YCVB is active on social media platforms such as Facebook, Twitter, Pinterest, and Instagram. We actively use these platforms to drive awareness/brand messaging, post news, events and information, and to help support the businesses of our partners. A cornerstone of our social media strategy is to conduct proactive advertising campaigns across our social media channels to increase brand awareness and drive traffic to our website. We allocated more than $5,000 dollars to be spent to boost specific posts that engage more readers. We have engineered our efforts and tailored them to time, mode (mobile vs desktop), other geographic and demographic parameters, ensuring our message is delivered to our key demographic. As a result of those efforts during the past year we have seen an increase in organic followers across all platforms and average a monthly reach of 100,000 impressions.

Social Media Followers:
- Facebook: 4,015 (followers have doubled in the past year)
- Twitter: 1067
- Instagram: 410

We launched the Wines of Yolo County Facebook page this year to showcase the wineries and wine tasting opportunities in Yolo County. We currently have 1,570 followers for the specific Wines of Yolo page.

We will continue to leverage our position and increase exposure through targeted advertising and "engagement" campaigns, including contests and sweepstakes.

Other activities included the following:

- Attended Visit CA Media Day in San Francisco
- Travel Adventure Shows ~ Los Angeles and Bay Area (Santa Clara)
  - YCVB had a booth at both shows as well as speaking engagements on the Savvy Traveler and Destination Theater stages.
- Hosted two group press trips with a dozen press members each.
- Involvement in San Francisco Travel Association
- Had features in Visit California's *What's New* publication
- Press Releases sent out on Woodland's behalf:
  - Tomato Festival
  - Yolo MicroBrew Fest
  - Stroll Through History
  - Holiday Parade
  - Swirl & Slice
  - Food Truck Mania
  - Zombie Train
  - Woodland Art Walk
  - Scottish Festival & Games
  - Sac River Train
  - Hot Summer Nights
  - May Festival
  - Yolo County Fair
  - First Friday Art Walk
- Features in Destination Magazine included: Food Truck Mania, Last Call Car Show, Zombie Train, Scottish Games and Festival, Yolo Microbrew Festival, and Stroll Through History

## Continuing Vital Engagements

We enjoy excellent working relationships, and serve in various capacities, with: the cities of Woodland, Davis, and Winters; the Chambers of Commerce for Davis, Woodland, and Winters; Historic Woodland Downtown Business Association; Davis Downtown Business Association (Board Liaison); Esparto Regional Chamber of Commerce; Yolo County Historical Museum (Board Director); Davis Arts Alliance; Central Valley Tourism Association (CVTA); and YoloArts. We also enhanced our relationships with Visit California, California Travel Association, San Francisco Travel Association, California Travel Association, and others.

Through our partnership with the San Francisco Travel Association, the YCVB receives listings on their website, plus listing in their online and print *Visitor Planning Guide*, *Travel Planner's Guide*, and *Meeting Planner's Guide*. We also distribute our press releases through their offices; have *Wines of Yolo County* displayed at their facilities; gain opportunities for media events; and get referrals to visiting travel writers for on-site tours here.

The YCVB also engaged the Sacramento Convention & Visitors Bureau's "Farm to Fork" initiative (Sacramento claiming to be "the farm to fork capital of America"). This involved a number of marketing strategies, culminating with a public fair on Capital Mall—the YCVB led the coordination of 70-feet of active displays and food tastings for a crowd of 50,000. Believing that Yolo County *is* the farm to Sacramento's fork, the YCVB took a leadership role in organizing the county's participation, with meetings, website and newsletter communications, and a core planning/outreach committee.

We also serve as Tourism Organization representative on the Davis Sports Complex Task Force, a commission created by the Davis City Council to research the feasibility of creating a sports park.

In the spring of 2016, the YCVB participated in a series of County sponsored meetings to discuss opportunities and challenges in agritourism. These meetings were prompted as part of a review of current codes and regulations overseen by the Board of Supervisors. In addition, the YCVB sought input from various parties involved in the issue, from long-time Yolo production farmers to newly arrived B&B operators. The YCVB Board ultimately approved the following position statement, which was submitted to the County as part of its official record:

*Yolo County Visitors Bureau Statement Regarding Agritourism*

*The Yolo County Visitors Bureau recognizes the primacy of agriculture in our economy. Agriculture and all that derives from it form the backbone of our identity, and supporting agricultural enterprise is the cornerstone of County policy.*

*Agricultural activity includes agritourism, as enshrined and encouraged in the General Plan and elsewhere in County and city codes.*

*Agritourism supports agriculture in many ways, as we have collectively discussed. It also does present challenges, but with a spirit of accommodation on both sides of the plow, we can overcome these, as we have many times past and certainly will in the future.*

*Without a doubt, visitors to Yolo County want opportunities to discover our countryside, connect with our land, taste and buy our products, participate in our events, and enjoy all of the activities they can find here—including having direct experience of true agricultural operations in all of their gritty, romantic, bucolic charm. That particular charm is part of what makes us so attractive, and so real. Yolo County agritourism affords a unique, genuine, and enriching experience and should be allowed to continue blossoming.*

*The Yolo County Visitors Bureau believes that the County has solid, credible policies, codes, and oversight mechanisms to properly and fairly govern developments that fall under this category. These rules include comprehensive review processes that work, and we encourage the County to continue to allow them to work, in order to foster economic growth, informed consent among our neighbors, and right-minded decisions that contribute to the greater good.*

# YCVB 2016 / 2017 Goals

During the last year, we have had numerous meetings to develop a more inclusive county-wide brand and work toward creating a new, Yolo-specific "farm to fork" event with the working title "This Is Yolo County!" We engaged the consulting firm Half-a-Bubble Out to help in crafting the bedrock values and message themes that we can pursue in the future, including the tagline "Yolo County – Always in Season" to help anchor our work.

In 2016, we created the new position of Events & Marketing Coordinator and hired Mo Stoycoff to fill the position. Among her many duties will be directing the efforts to make our big event happen in the spring of 2017. We envision an annual event featuring the best that Yolo County has to offer and ultimately lead to the creating of a new visitor center where guests can sample and buy our products as well as where to travel to the places they are made.

Additional General Goals:

- Increase collaborative efforts with particular emphasis on:
  - Local hoteliers, collaborating on promotions, culinary tours, and multi-night stays
  - Area art assets and museums and art-related events – First Friday Art Walk, YoloArts-sponsored events, Second Friday ArtAbout, Transmedia Art Walk, Free Museum Day
  - Gaining exposure to multi-purpose venues (such as Woodland Community Center, Vets Memorial Center, Hotel Woodland, Old Sugar Mill, and others) for event planner market
  - Winery associations: Roots to Wine and Clarksburg Wine Growers Association
  - Sacramento CVB to leverage their national reach via the Farm to Fork Capitol program
  - Work with willing partners in bringing travel journalists to the region for tours that will generate press coverage

- Take an active role in planning events and initiatives:
  - Woodland Restaurant Week
  - Woodland's Dinner on Main
  - California Honey Festival
  - Stroll Through History working with hotels for "Stroll & Stay" packages
  - US Bicycling Hall of Fame Induction Weekend
  - Yolo County Booth at the California State Fair
  - Yolo County events relating to Farm to Fork
  - Continued development of Gibson House as an event venue
  - Marketing of relocated Woodland Farmer's Market 20th Anniversary at the Library on First
  - Annual Tomato Festival on Heritage Plaza
  - Thursday night Music and Beer in the Plaza (June)

- Maintain the existing website with timely events updates and tourism-focused features and travel blog; work with willing partners to enhance content and design

- Continue to enhance new Visitors Center and provide service to partner venues

- Increase public relation efforts: leverage new opportunities through Visit California

- Increase use of social media: includes continued generation of targeted ad sets for events, restaurants, and family friendly activities

- Develop and maintain best practices for the organization

## YCVB Board of Directors

Reed Youmans, President
Owner, Hallmark Inn Hotel
Davis CA

Doneice Woody, Vice President
Bull Frog Bees Honey
Winters CA

Randii MacNear, Secretary
Executive Director, Davis Farmers Market
Davis CA

Maria Lara, Treasurer
General Manager, Royal Guest Hotels
Davis CA

Wayne Ginsburg, Past President
Woodland Chamber of Commerce
Woodland CA

Vinod Patel
Owner, Holiday Inn Express
Woodland CA

Christy Hayes
Kitchen 428/Mojo's Lounge & Bar
Woodland CA

Kristy Lyn Levings
ChowDown Farm
Esparto CA

Chris Hart
Sacramento RiverTrain
Davis CA

Megan Curry
Winters Chamber of Commerce
Winters CA

Dan Flynn
Director, Olive Oil Center
Mondavi Institute for Wine and Food Science
UC Davis

Brett Gardenhire
InterSect Performance
West Sacramento CA

Al Eby
Blue Wing Gallery
Woodland CA

Colleen Maley
Clarksburg Wine Growers and Vintners
Association
Clarksburg CA

## YCVB Staff


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Mo Stoycoff
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| YCVB 2016-2017 Forecast and Budget | Forecast | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BALANCES** | | | | | | | | | | | | | |
| **YCVB Cash Reserves (est.)** | $ 50,000 | $ 50,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| **YCVB Strategic Fund** | $ 20,500 | $ 20,500 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| | $ 70,500 | | | | | | | | | | | | |
| **REVENUE** | | | | | | | | | | | | | |
| **Woodland BID** | $ 107,500 | $ - | **$ 26,500** | **$ -** | **$ -** | **$ 31,000** | **$ -** | **$ -** | **$ 25,000** | **$ -** | **$ -** | **$ 25,000** | $ - |
| **Davis BID** | $ 295,500 | $ - | $ - | $ 76,000 | $ - | $ - | $ 77,500 | $ - | $ - | $ 67,000 | $ - | $ - | $ 75,000 |
| **City of Woodland -- visitwoodland.com** | $ 9,600 | $ 2,400 | $ - | $ - | $ 2,400 | $ - | $ - | $ 2,400 | $ - | $ - | $ 2,400 | $ - | $ - |
| **City of Woodland Clear Channel Ad** | $ 13,140 | $ 3,285 | $ - | $ - | $ 3,285 | $ - | $ - | $ 3,285 | $ - | $ - | $ 3,285 | $ - | $ - |
| **City of Woodland Video Production** | $ 4,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 4,000 | $ - | $ - | $ - |
| **City of Davis** | $ 2,000 | $ - | $ - | $ 1,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,000 | $ - | $ - |
| **Yolo County** | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| **City of Winters** | $ 7,000 | $ 7,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| **Winters Chamber of Commerce** | $ 1,750 | $ 1,000 | $ - | $ 750 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| **This Is Yolo County Event Sponsorships** | $ 20,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 20,000 | $ - |
| **This Is Yolo County Event Exhibitors** | $ 15,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 15,000 | $ - |
| **Other** | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| **TOTAL REVENUE** | $ 475,490 | $ 13,685 | $ 26,500 | $ 77,750 | $ 5,685 | $ 31,000 | $ 77,500 | $ 5,685 | $ 25,000 | $ 71,000 | $ 6,685 | $ 60,000 | $ 75,000 |
| | | | | | | | | | | | | | |
| **MARKETING** | | | | | | | | | | | | | |
| **Publications & Outreach** | | | | | | | | | | | | | |
| Davis Map & Guide | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Winters Map & Guide | $ 1,500 | $ - | $ - | $ 1,500 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Woodland Map & Guide | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Yolo County Map & Guide | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Wines of Yolo County | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Craft Beer Guide & Map | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Davis Arts Alliance | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| visitwoodland.com | $ 9,600 | $ 800 | $ 800 | $ 800 | $ 800 | $ 800 | $ 800 | $ 800 | $ 800 | $ 800 | $ 800 | $ 800 | $ 800 |
| Graphic Design and Production | $ 3,600 | $ - | $ 200 | $ 200 | $ - | $ 100 | $ - | $ 1,000 | $ 1,000 | $ 1,000 | $ - | $ 100 | $ - |
| Video Production | $ 6,000 | $ - | $ 1,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ 4,000 | $ 1,000 | $ - | $ - |
| Localist | $ 6,000 | $ - | $ - | $ 6,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Gift Baskets | $ 600 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 |
| Hospitaltiy | $ 3,150 | $ 250 | $ 250 | $ 300 | $ 300 | $ 250 | $ 150 | $ 250 | $ 300 | $ 250 | $ 300 | $ 300 | $ 250 |
| Mileage | $ 3,100 | $ 250 | $ 250 | $ 250 | $ 250 | $ 250 | $ 150 | $ 250 | $ 300 | $ 300 | $ 300 | $ 300 | $ 250 |
| FAM Tour (Heart of Yolo County) | $ 2,000 | $ - | $ - | $ - | $ 1,000 | $ - | $ - | $ - | $ - | $ - | $ 1,000 | $ - | $ - |
| **Advertising** | $ 45,500 | $ 2,500 | $ 2,500 | $ 2,500 | $ 2,500 | $ 2,000 | $ 2,000 | $ 2,000 | $ 5,000 | $ 6,500 | $ 7,500 | $ 8,000 | $ 2,500 |
| **Advertising -- Woodland (Reimbursed)** | $ 13,140 | $ 3,285 | $ - | $ - | $ 3,285 | $ - | $ - | $ 3,285 | $ - | $ - | $ 3,285 | $ - | $ - |
| **Web Site Updates / Maintenance** | $ 1,000 | $ 250 | $ - | $ - | $ 250 | $ - | $ - | $ 250 | $ - | $ - | $ 250 | $ - | $ - |
| **SF Ferry Building** | $ 2,700 | $ 225 | $ 225 | $ 225 | $ 225 | $ 225 | $ 225 | $ 225 | $ 225 | $ 225 | $ 225 | $ 225 | $ 225 |
| **CA Welcom Centers** | $ 732 | $ 61 | $ 61 | $ 61 | $ 61 | $ 61 | $ 61 | $ 61 | $ 61 | $ 61 | $ 61 | $ 61 | $ 61 |
| **New Website Development** | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| **Email Marketing Services** | $ 480 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 |
| **Outside Content Development** | $ 4,500 | $ 500 | $ 500 | $ 500 | $ 500 | $ - | $ - | $ 500 | $ 500 | $ 500 | $ 500 | $ 500 | $ - |
| **SEO/SEM Programs** | $ 13,332 | $ 3,333 | $ 3,333 | $ 3,333 | $ 3,333 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| **STRS Reports** | $ 1,300 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,300 | $ - | $ - |
| **Web Site Hosting** | $ 300 | $ 25 | $ 25 | $ 25 | $ 25 | $ 25 | $ 25 | $ 25 | $ 25 | $ 25 | $ 25 | $ 25 | $ 25 |
| **Domain Names** | $ 250 | $ - | $ - | $ - | $ - | $ - | $ - | $ 125 | $ - | $ - | $ 125 | $ - | $ - |
| **Other Initiatives** | $ 1,200 | $ 100 | $ 100 | $ 100 | $ 100 | $ 100 | $ 100 | $ 100 | $ 100 | $ 100 | $ 100 | $ 100 | $ 100 |
| **Total Marketing Expense** | $ 119,984 | $ 11,669 | $ 9,334 | $ 15,884 | $ 12,719 | $ 3,901 | $ 3,601 | $ 8,961 | $ 8,401 | $ 13,851 | $ 16,861 | $ 10,501 | $ 4,301 |
| | | | | | | | | | | | | | |
| **Membership Organizations** | | | | | | | | | | | | | |
| Central Valley Tourism Assoc. | $ 400 | $ 400 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| California Travel Assoc. | $ 600 | $ 600 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| DMA West | $ 700 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 700 |
| San Francisco Travel Assoc. | $ 850 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 850 |
| Bay Area Travel Writers | $ 150 | $ - | $ - | $ - | $ - | $ - | $ - | $ 150 | $ - | $ - | $ - | $ - | $ - |
| Int'l Travel, Food & Wine Writers Assoc. | $ 275 | $ - | $ - | $ - | $ 275 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Esparto Regional Chamber | $ 100 | $ - | $ - | $ - | $ - | $ - | $ - | $ 100 | $ - | $ - | $ - | $ - | $ - |
| Capay Valley Vision | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Davis Chamber | $ 160 | $ - | $ - | $ - | $ 20 | $ - | $ - | $ 100 | $ 20 | $ - | $ - | $ 20 | $ - |
| Davis Downtown | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Woodland Chamber | $ 140 | $ - | $ - | $ 20 | $ - | $ - | $ - | $ 100 | $ - | $ - | $ 20 | $ - | $ - |
| Historic Woodland Downtown Business Ass | $ 100 | $ - | $ - | $ - | $ - | $ - | $ - | $ 100 | $ - | $ - | $ - | $ - | $ - |
| Gibson House / Yolo County Historical Muse | $ 60 | $ - | $ - | $ - | $ - | $ - | $ - | $ 60 | $ - | $ - | $ - | $ - | $ - |
| Winters Chamber | $ 110 | $ 10 | $ 10 | $ 10 | $ 10 | $ 10 | $ - | $ 10 | $ 10 | $ 10 | $ 10 | $ 10 | $ 10 |
| Roots to Wine | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| YoloArts | $ 100 | $ - | $ - | $ - | $ - | $ - | $ - | $ 100 | $ - | $ - | $ - | $ - | $ - |
| Undesignated | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| **Total Membership Organizations** | $ 3,745 | $ 1,010 | $ 10 | $ 30 | $ 305 | $ 10 | $ - | $ 720 | $ 30 | $ 10 | $ 30 | $ 30 | $ 1,560 |
| | | | | | | | | | | | | | |
| **Professional Staff** | | | | | | | | | | | | | |
| Employee Expense | | | | | | | | | | | | | |
| Payroll (Staff) Net | $ 145,160 | $ 10,990 | $ 10,990 | $ 10,990 | $ 16,480 | $ 10,990 | $ 10,990 | $ 10,990 | $ 10,990 | $ 11,500 | $ 11,500 | $ 17,250 | $ 11,500 |
| Payroll Taxes (employer, Federal) | $ 43,548 | $ 3,297 | $ 3,297 | $ 3,297 | $ 4,944 | $ 3,297 | $ 3,297 | $ 3,297 | $ 3,297 | $ 3,450 | $ 3,450 | $ 5,175 | $ 3,450 |
| Payroll Taxes (employer, State) | $ 7,258 | $ 550 | $ 550 | $ 550 | $ 824 | $ 550 | $ 550 | $ 550 | $ 550 | $ 575 | $ 575 | $ 863 | $ 575 |
| Insurance (Work Comp) | $ 1,300 | $ - | $ 1,300 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Parking Permits | $ 285 | $ - | $ - | $ - | $ - | $ - | $ - | $ 285 | $ - | $ - | $ - | $ - | $ - |
| Employee Coverage | $ - | | | | | | | | | | | | |
| Medical Insurance | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Dental Insurance | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| **Total Employee Expense** | $ 197,551 | $ 14,837 | $ 16,137 | $ 14,837 | $ 22,248 | $ 14,837 | $ 14,837 | $ 15,122 | $ 14,837 | $ 15,525 | $ 15,525 | $ 23,288 | $ 15,525 |
| | | | | | | | | | | | | | |
| **Administration** | | | | | | | | | | | | | |
| Bank Fees | $ 480 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 | $ 40 |
| Bookeeper | $ 1,800 | $ 150 | $ 150 | $ 150 | $ 150 | $ 150 | $ 150 | $ 150 | $ 150 | $ 150 | $ 150 | $ 150 | $ 150 |
| Computer Maintenance | $ 800 | $ - | $ - | $ 200 | $ - | $ - | $ 200 | $ - | $ - | $ 200 | $ - | $ - | $ 200 |
| Computer Equipment | $ 2,000 | $ - | $ - | $ 500 | $ - | $ - | $ 500 | $ - | $ - | $ 500 | $ - | $ - | $ 500 |
| Tax Preparation | $ 1,300 | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,300 | $ - | $ - | $ - | $ - | $ - |
| Property Tax | $ 230 | $ - | $ 130 | $ - | $ 100 | $ - | | $ - | $ - | $ - | $ - | $ - | $ - |
| Taxes/Tax Filing Fees | $ 20 | $ - | $ - | $ - | $ - | $ - | $ - | $ 20 | $ - | $ - | $ - | $ - | $ - |
| Insurance (D&O) | $ 1,725 | $ 114 | $ 114 | $ 345 | $ 128 | $ 128 | $ 128 | $ 128 | $ 128 | $ 128 | $ 128 | $ 128 | $ 128 |
| Insurance (Liability) | $ 3,309 | $ 207 | $ 207 | $ 825 | $ 230 | $ 230 | $ 230 | $ 230 | $ 230 | $ 230 | $ 230 | $ 230 | $ 230 |
| Legal Council | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Printing | $ 500 | $ - | $ - | $ - | $ 250 | $ - | $ - | $ - | $ - | $ 250 | $ - | $ - | $ - |
| Office Supplies & Furnishing | $ 900 | $ 75 | $ 75 | $ 75 | $ 75 | $ 75 | $ 75 | $ 75 | $ 75 | $ 75 | $ 75 | $ 75 | $ 75 |
| Payroll Services | $ 913 | . | $ 83 | $ 83 | $ 83 | $ 83 | $ 83 | $ 83 | $ 83 | $ 83 | $ 83 | $ 83 | $ 83 |
| Postage & Delivery (postage) | $ 1,000 | $ 500 | $ - | $ - | $ - | $ - | $ - | $ 500 | $ - | $ - | $ - | $ - | $ - |
| Postage & Delivery (equipment) | $ 400 | $ - | $ - | $ 200 | $ - | $ - | $ - | $ - | $ - | $ 200 | $ - | $ - | $ - |
| Professional Consultation | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Rent | $ 24,332 | $ 2,019 | $ 2,019 | $ 2,019 | $ 2,019 | $ 2,019 | $ 2,019 | $ 2,019 | $ 2,019 | $ 2,045 | $ 2,045 | $ 2,045 | $ 2,045 |
| Office Utilities and Upkeep Fee | $ 5,100 | $ 425 | $ 425 | $ 425 | $ 425 | $ 425 | $ 425 | $ 425 | $ 425 | $ 425 | $ 425 | $ 425 | $ 425 |
| Office Security System | $ 650 | $ - | $ - | $ - | $ - | $ - | $ - | $ 650 | $ - | $ - | $ - | $ - | $ - |
| Software Licenses | $ 360 | $ 30 | $ 30 | $ 30 | $ 30 | $ 30 | $ 30 | $ 30 | $ 30 | $ 30 | $ 30 | $ 30 | $ 30 |
| Telephone, Internet | $ 4,500 | $ 375 | $ 375 | $ 375 | $ 375 | $ 375 | $ 375 | $ 375 | $ 375 | $ 375 | $ 375 | $ 375 | $ 375 |
| TBID Reorganization | $ 40,000 | $ 5,000 | $ 5,000 | $ 5,000 | $ 5,000 | $ 5,000 | $ 5,000 | $ 5,000 | $ 5,000 | $ - | $ - | $ - | $ - |
| Uncategorized Expenses | $ 600 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 | $ 50 |
| **Total Administration Expense** | $ 90,919 | $ 8,985 | $ 8,698 | $ 10,317 | $ 8,955 | $ 8,605 | $ 9,305 | $ 11,075 | $ 8,605 | $ 4,781 | $ 3,631 | $ 3,631 | $ 4,331 |
| | | | | | | | | | | | | | |
| **Conferences, Trade Shows, Events** | | | | | | | | | | | | | |
| Bay Area Travel & Adventure Show 2017 | $ 1,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,000 | $ - | $ - | $ - | $ - |
| BATA 2018 Signup | $ 3,200 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 3,200 | $ - | $ - | $ - | $ - |
| Visit California Media Days | $ 1,200 | $ - | $ - | $ - | $ 1,200 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| UCD Vendor Showcase | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| California Travel Summit | $ 1,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,000 | $ - |
| DMA West Tech Summit | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| DMA West CEO Forum | $ 1,300 | $ 1,300 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| DMA West Annual Meeting | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Hotel Data Conference | $ 2,000 | $ - | $ - | $ 2,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| US Travel Association ESTO | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Sunset Magazine Celebration Weekend | $ 2,250 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,500 | $ 750 | $ - |
| Sacramento Farm to Fork Festival | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Davis Ceramics Conference | $ 1,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 1,000 | $ - | $ - |
| UC Davis Vendor Showcase | $ 350 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 350 | $ - | $ - | $ - | $ - |
| Davis Music Festival | $ 400 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 400 |
| Davis Jazz & Beat Festival | $ 1,000 | $ - | $ - | $ 1,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Woodland Tomato Festival | $ 500 | $ - | $ 500 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Woodland Restaurant Week | $ 500 | $ 500 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| Woodland's Dinner on Main | $ 500 | $ - | $ - | $ 500 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| California Honey Festival (Woodland) | $ 500 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 500 | $ - | $ - |
| SFTA Media Events | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| This Is Yolo County! Festival | $ 50,000 | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ 50,000 | $ - |
| Undetermined Events | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - |
| **Total Conferences (reg, trav, exp)** | $ 66,700 | $ 1,800 | $ 500 | $ 3,500 | $ 1,200 | $ - | $ - | $ - | $ 4,550 | $ - | $ 3,000 | $ 51,750 | $ 400 |
| | | | | | | | | | | | | | |
| **Total Revenue** | $ 475,490 | $ 13,685 | $ 26,500 | $ 77,750 | $ 5,685 | $ 31,000 | $ 77,500 | $ 5,685 | $ 25,000 | $ 71,000 | $ 6,685 | $ 60,000 | $ 75,000 |
| **Total Expense** | $ 478,899 | $ 38,301 | $ 34,679 | $ 44,568 | $ 45,427 | $ 27,353 | $ 27,743 | $ 35,878 | $ 36,423 | $ 34,167 | $ 39,047 | $ 89,200 | $ 26,117 |

Yolo County Historical Museum
512 Gibson Rd.
Woodland, CA 95695

May 10, 2016

Woodland City Council
Woodland City Hall
300 1st Street
Woodland, CA 95695

Dear City Councilmembers,

This is a letter of support for the Yolo County Visitors Bureau. As the Executive Director of the Yolo County Historical Museum—also known as the Gibson House—I strongly urge you to renew the agreement between the YCVB, the City, and our hoteliers, so that the YCVB can continue its important work for Woodland and Yolo County.

The YCVB has been a great help to the Museum. Alan Humason, the YCVB Executive Director, has been on our Board of Directors for three years. Besides weighing in on policy and strategic matters, he has contributed greatly to our understanding and use of social media and online marketing to create more visibility for our venue. He also contributed significantly to our major fundraising events, which of late have been major successes. Having the head of the county visitor bureau have such a hands-on approach has been truly beneficial.

The YCVB as an organization has helped promote the Museum as a wedding venue, and as a result our business continues to grow. It is important to note that weddings help to increase hotel room nights as well as provide cash flow for the Museum. In addition, this past year we have booked several large events by families outside the Yolo County area (i.e., the Bay Area), along with tours that eat in Woodland restaurants. Having the YCVB's involvement benefits everyone.

The YCVB has been a strong supporter of the Gibson House, which of course is one of the most iconic and important landmarks in Woodland and Yolo County. Please support them as well.

Sincerely,

*David Flory*

David Flory
Executive Director

HISTORIC
WOODLAND
DOWNTOWN BUSINESS ASSOCIATION
DOWNTOWNWOODLAND.ORG

May 10, 2016

Mayor Tom Stallard and Woodland City Council Members
City of Woodland
300 First Street
Woodland, CA 95695

Dear Mayor Stallard and Members of the City Council,

On behalf of the Historic Woodland Downtown Business Association, I am submitting this letter of support for the Yolo County Visitors Bureau (YCVB). The YCVB has helped to promote downtown Woodland events, venues, and businesses through its extensive and outreach campaigns, helping with our efforts to reinvigorate our community. Most recently, the YCVB brought a group of travel writers to town, housing them in Woodland hotels and ensuring this group spend significant time enjoying shopping, dining, First Friday Art Walk, and the Woodland Street Cruisers event.

They are also dedicating new staff and resources to our endeavors; their new Events & Marketing Coordinator has joined our new Events Committee, which will help our creation and marketing of our planned Restaurant Week, Tacoberfest, and other activities.

We appreciate their willingness to work with us and we look forward to having robust and successful collaborations for the coming year.

Thank you for your time and interest. Please contact me if you have any questions.

Sincerely,

Ron Caceres
President, HWDBA

Holiday Inn Express Hotel
Marriott Fairfield Inn & Suites

American Hospitality Services

Mayor Tom Stallard and Woodland City Council Members May 10, 2016
City of Woodland
300 First Street
Woodland, CA 95695

Dear Mayor Stallard and Members of the City Council,

This is a letter of support for the Yolo County Visitors Bureau. As a member of the YCVB Board of Directors, and as a Woodland hotelier, I am highly aware of the bureau's activities. The YCVB has my unwavering support and I believe the working agreement with the City of Woodland should definitely be renewed.

The YCVB works closely and effectively with stakeholders in Woodland – certainly including other hoteliers like me – to help craft and deliver the best possible message about Woodland as a great place for events, dining, shopping, and overnight stays. The YCVB holds Woodland as a vital partner to extend and deepen the Yolo County brand, all the while keeping news about Woodland front and center in its efforts. The YCVB has done more to promote Woodland as a destination than any other organization here.

With limited staff and funding, the YCVB runs a vast website plus three Facebooks pages along with Instagram and Pinterest social media sites, all of which are used daily to promote Woodland. In addition, they publish a monthly travel newsletter that always features Woodland content; distribute press releases across a broad spectrum of media; maintain a robust calendar of events; work collaboratively with the Woodland Chamber, HWDBA, YoloArts, WFM, Cal Ag Museum, and other organizations to promote venues and events; communicate with travel writers and bloggers on a regular basis; bring travel writers to Woodland to see the facilities and attractions; make intelligent decisions in spending thousands of dollars to advertise Woodland happenings, in print and online; and ably represent Woodland and Yolo County in many other ways to help our local businesses.

In short, the YCVB is essential to Woodland's continued increasing visibility and growth as a destination, and no doubt will continue to help deliver increasing room night to our hotels.

If you have any questions about my experience with or support of the YCVB, please do not hesitate to contact me.

Sincerely, *Vinod Patel*

Vinod Patel, Partner/COO

**RESOLUTION NO.**
**RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE ADMINISTRATIVE AGREEMENT WITH YOLO COUNTY VISITORS BUREAU FOR FISCAL YEAR 2016-2017**

**WHEREAS**, the City of Woodland wishes to promote visitor attraction and seeks assistance with citywide events that attract visitors; and

**WHEREAS**, the Yolo County Visitors Bureau has been designated as the recipient of the Visitor Attraction District funds and is positioned to assist the District with visitor attraction.

**NOW, THEREFORE, BE IT RESOLVED** that the Woodland City Council authorizes the City Manager to execute an Administration Agreement (Exhibit A) with the Yolo County Visitors Bureau for provision of visitor attraction services and to administer a portion of the Visitor Attraction District funds.

**PASSED AND ADOPTED** by the City Council of the City of Woodland this 7th day of June, 2016 by the following vote:

AYES:

NOES:

______________________________
Tom Stallard, Mayor

ATTEST:

______________________________
Ana Gonzalez
City Clerk

**Woodland Visitor Attraction District**
**Administration Agreement**

This agreement is made and entered into between the CITY OF WOODLAND, a municipal corporation, hereinafter called CITY, and the YOLO COUNTY VISITORS BUREAU, a California non-profit corporation, hereinafter called YCVB.

WHEREAS, there was formed and established by the City a Visitor Attraction District, hereinafter call District, pursuant to Ordinance 1404, "An Ordinance of the City Council of the City of Woodland Establishing a Business Improvement District Pursuant to the Parking and Business Improvement Law of 1989", and subsequently Ordinance 1568 amending the Annual Assessment Computation, and

WHEREAS, the District includes all hotels, motels and bed and breakfast establishments located within the boundaries of the City of Woodland; and

WHEREAS, under the terms of the said Ordinance(s), a fee is levied on the businesses within the District for the following purposes:

(a) Promotion of business activities and visitor-oriented programs within the District;
(b) Promotion of public events which are to take place on or in public places within the District;
(c) Furnishing of music in any public place in the District;
(d) Decoration of any public place in the District;
(e) Promotion and participation in conferences, activities and sporting events at the Community Center and sporting facilities to promote visitor attraction within the District.

WHEREAS, it is the desire of the City that the primary uses of the revenues reflect the point of view of the businesses within the Visitor Attraction District; and

WHEREAS, the City finds that the YCVB and City or its designee will cooperatively determine the preference of the District businesses to administer the expenditure of the District revenues, the City Council has directed preparation of a contract for administration of the revenue proceeds of the Visitor Attraction District by the YCVB for fifty percent (50%) of the revenues collected, and the City will identify marketing and promotions activities or select consultant to perform tasks specific to the interest of Woodland as agreed upon with the use of the remaining fifty percent (50%); and

WHEREAS, the City has considered and approved recommended budget for use of the estimated revenues to be allocated to the YCVB from the District for annual operations beginning July 1, 20164. The city portion of funds allocation will be determined on an annual basis via consultation with Woodland establishments.

NOW, THEREFORE, in consideration of the mutual covenants and promises herein contained, the parties hereto agree as follows:

1. City agrees that it will provide the YCVB in writing an estimate of anticipated fee revenues expected to be collected from the Visitor Attraction District for the 2016-2017 fiscal year, July 1 through June 30.

2. YCVB agrees that based on such estimate it shall prepare and submit to the City a report setting forth in general terms the planned activities, programs and events, promotions and the budget for estimated expenditures therefore, for the ensuing year. After approval of said report and projected budget by the City Council, the City agrees to disburse receipts collected from the Visitor Attraction District to the YCVB as hereinafter set forth for the purposes of data collection and reporting.

3. YCVB agrees that the report shall include the actual and projected balance of expenditures and activities for the preceding budget year and a description of activities, events and promotions completed for the preceding budget year.

4. YCVB and City agree that each party will develop, implement, promote and administer programs within the purposes authorized by the said Ordinance(s) and consistent with the attached Scope of Work for the benefit of the said Visitor Attraction District.

5. YCVB agrees to meet with the City of Woodland and selected consultant, if applicable, on a regular basis to coordinate on the execution of the activities outlined within the Scope of Work.

6. City and YCVB have agreed to a scope of work for the Coordinator, which is attached to this First Amendment as **Exhibit 1** and incorporated herein. YCVB shall be solely responsible for managing Coordinator's payroll and benefits. Coordinator shall work out of office space provided by the Chamber of Commerce, which has entered into a separate agreement with the YCVB.

7. A.YCVB agrees to keep all necessary books and records in connection with the services performed under this Agreement, and agrees to make them available to a designated representative of the City at all reasonable times for audit purposes.

   B. If applicable, YCVB shall compensate the Coordinator at an hourly rate of twenty Dollars $20.00) per hour and expects the Coordinator to work approximately twenty-Four (24) hours per week. YCVB shall be responsible for paying Coordinator every two weeks and shall also provide all necessary supplies, including technical support, to Coordinator. YCVB shall also reimburse Coordinator for work-related mileage and other work-related expenses. YCVB shall submit a quarterly invoice to City for payroll, supplies, and reimbursement.

8. If applicable, the term of this Agreement shall be for one year, from July 1, 2016 through June 30, 2017 (term) and thereafter shall be subject to renewal for additional one-year terms upon approval of the City Council, unless one of the parties gives written notice to the

other of its desire not to renew at least thirty (30) days before the end of the term. Provided, however, that the Agreement may be terminated by either party after sixty (60) days written notice to the other. In the event of such termination, YCVB shall account to the City no later than thirty (30) days prior to the termination date, and simultaneously therewith remit to the City any unexpended funds in its possession.

9. City shall coordinate with YCVB for the assessment funds retained by the City.

IN WITNESS THEREOF, the parties hereto have executed this agreement on the date set forth opposite their respective signatures.

Date: ______________________________

City of Woodland
By:_________________________________
Paul Navazio
City Manager

Date: ______________________________

Yolo County Visitors Bureau

By:_________________________________
Alan Humason
Executive Director

## ***Scope of Work***

Woodland Visitor Attraction District
2016-2017 Scope of Work
Draft 6.1.16

Yolo County Visitors Bureau Scope of Work: Below are initiatives and continuing efforts the Yolo County Visitors Bureau (Bureau) will undertake in partnership with the City of Woodland to promote the City of Woodland during FY 16/17.

New initiatives:

- The Yolo! Blog (to include visits to people, places, events, dining out, uniquely Woodland attractions)
- Yolo Visitor Newsletter (to include events news, hotel discount offers or other specials, spotlight attractions, video links)
- Visit Yolo.com webpage
- VisitWoodland.org webpage
- Search Engine Marketing (SEM) campaign with specific landing pages to events and locations
- "Weddings" category on YCVB website: listing of venues, services, contact information, photos
- Advertising: Sunset Magazine Travel Directory, Via Magazine Wine County (possibly other co-op), Visit California Road Trips, Visit California Annual Visitor Guide, Bicycling Magazine, other targeted publications (electronic and hard copy)
- Videos: professional production and new technology (example: Vidiolicious application (App))on locations, to post to website, social media; press release distribution for each new work

Venues Promotion:

- California Agriculture History Center (venue and public events)
- Woodland Opera House (venue and events)
- Gibson House Mansion / Museum
- Woodland Farmers Market (in season)
- Woodland Senior/Community Center (as location for events and meetings)
- Woodland Sports Park and Community Parks and Ballfields
- Brooks Pool
- Antique Shops of Downtown Woodland
- "Now Open for Business": as they occur (example: Poppies)
- Velocity Island Park -wakeboard cable park promotions as a destination
- Dead Cat Alley Historic Tour
- Nor Cal Indoor Sports events and activities (Roller Derby)
- Reiff's Gas Station

Events Promotion:

*Rock'n"Stroll Event-*

- First Friday Art Walk (and other art related events/venues)
- Woodland's Dinner on Main
- Woodland Restaurant Week
- Woodland's Cruise on Main
- Woodland Slice and Swirl and Foodtruck Mania events
- Luna Vista Rotary Woodland Microbrewfest (replacing Oktoberfest)Historic Stroll Through History
- Yolo County Fair (and other fairgrounds events as they occur)
- Historic Woodland Gibson Mansion Mayfest
- 
- Woodland (Farmer's Market) Tomato Festival
- Sacramento Area Free Museum Day
- 
- Yolo County Fair
- Woodland Chamber of Commerce Holiday Parade

- Dynamite Chili Cook-Off
- Annual Scottish Festival and Games
- Reiff's Street Bash
- Mojo's/Kitchen428 events as they occur
- June Music in the Plaza in Downtown Woodland
- 4th of July celebrations
- Antique & Die-Cast Toy Show
- Annual Rhythm & Ribs benefit
- Halloween Pumpkin Smash and 2nd Saturday events (Heidrick)
- Woodland Tree Foundation Arbor Day
- Waterwise Landscape Tour
- Proposed Heritage Plaza performances by Yolo Arts

Promotional engagements:

- Bay Area Travel Writers monthly meeting (invite to Heidrick and tour of Woodland)
- Farm To Fork (F2F) representation: Cal Ag Museum, citydining guide, antique store guide, other venues
- CA Film Commission: listing locales for possible commercial and film production
- San Francisco Travel Association FAM (staff exposure, part of "Beyond the City" education)

Revenue Enhancement

The Bureau will work with City of Woodland staff to develop strategies for enhancing revenues for tourism promotion; assess needs; develop plans for more extensive marketing of Woodland hotel properties; include engagement with other key stakeholders while growing the Bureau's involvement in Woodland promotions.

Potential Other Collaborative Projects:

- Historic audio walking tour (modeled on Oroville program)
- nextbook digital visitor guide to Woodland (http://www.nxtbookmedia.com/)
- Woodland Hotelier Roundtable ~ including dialog with new leadership of HWDBA
- YCVB - HWDBA – Chamber co-sponsored seminars: social media, press releases, requested topics
- Research: what is the visitor experience in Woodland? What is the visitor's perception of Woodland?
- Feasibility study: a Main Street wine-tasting venue; perhaps a co-op of local vintners (Simas, Route 3, Marr, Satiety) and others in region
- Develop "The Beer-Muda Triangle" ~ Black Dragon, Sudwerk, Berryessa Gap (bike map, t-shirts, etc.)
- Return of "Combines, Bovines, and Fine Wines" tour: Heidrick, Yolo Land & Cattle, local winery (suggest Route 3)
- Woodland Tree Foundation "Downtown Tree Walk" self-guided tour and map
- Participation in conception and creation of additional new events
- Increased presence of Bureau commitment to success of Woodland

**File #:** 16-550, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: **Digital Freeway Sign at 530 Quality Circle - Conditional Use Permit, Site Plan and Design Review, and Operating Agreement.** The project includes a request by applicant Scott Vanderbeek, for approval of a Conditional Use Permit, Site Plan and Design Review application, and approval of an Operating Agreement between the applicant and the City of Woodland to allow for a 45-foot tall digital freeway sign along the southern property line of 530 Quality Circle, just north of the Interstate 5 freeway corridor and just west of the new Woodland Motors Dealership within the Industrial, Entryway Overlay Zone (I/EOZ).

**Recommendation for Action:** Staff recommends that the City Council:

1) Conduct the public hearing;
2) Take action to approve the Conditional Use Permit, Site Plan and Design Review application for the 530 Quality Circle sign based on preferred design, location and terms of operation and overall community benefit, including all proposed operating deal points and provide any additional recommendations from the City Council to be negotiated by staff for inclusion in the Operating Agreement;
3) Take action to direct staff to prepare the final approval documents (Resolutions and Operating Agreement) for the digital sign application at 530 Quality Circle; and
4) Continue the item to June 21, 2016, the next regularly scheduled meeting of the City Council, to take final action to adopt the prepared Resolutions and approve the Operating Agreement for the digital freeway sign application at 530 Quality Circle.

**Staff Contact**

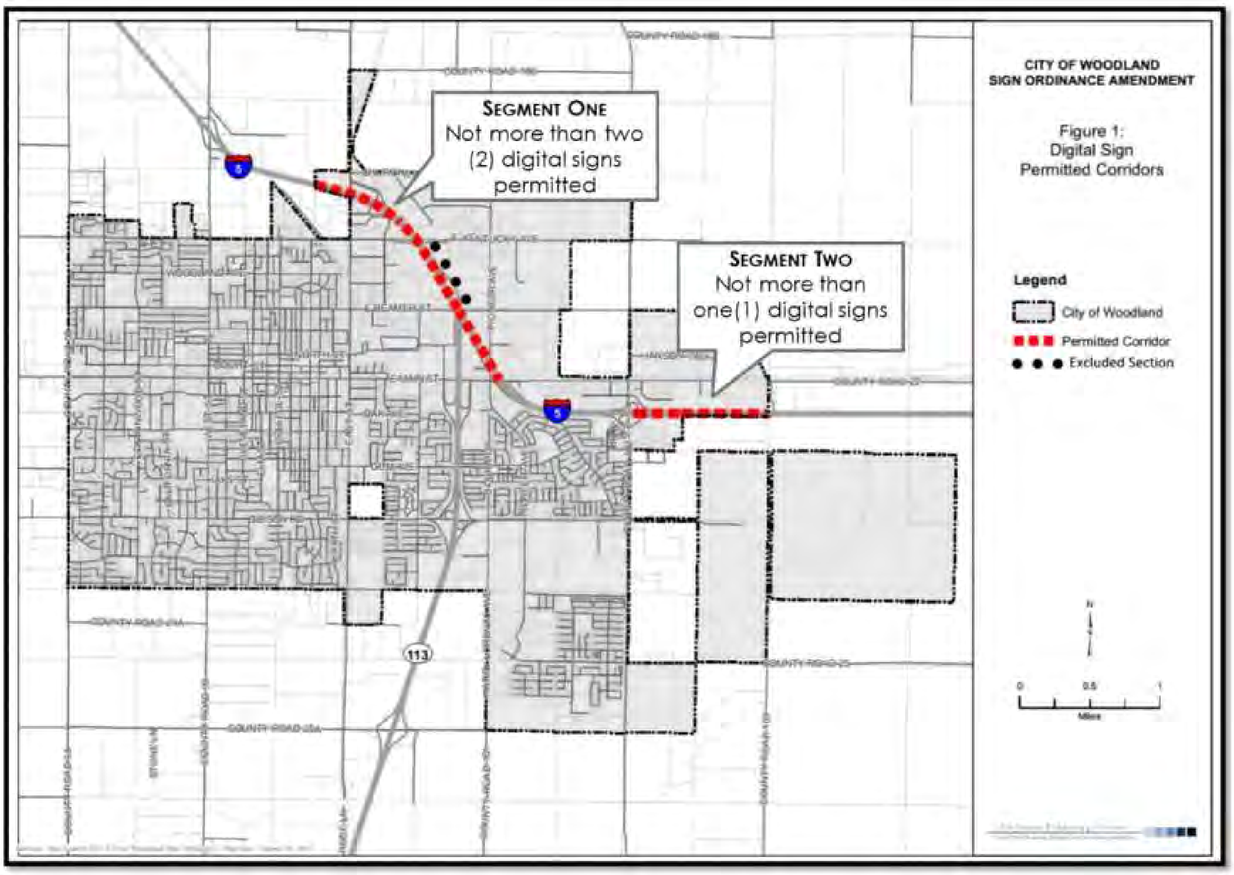
Erika Bumgardner, Senior Planner - (530) 661-5886, Erika.Bumgardner@cityofwoodland.org

**Fiscal Impact**

The applicant has paid for processing costs associated with this application. The applicant is proposing a "monthly fee" payment to the City of $3,000 (or $36,000 annual) or ten percent (10%) of annual gross revenue, whichever is greater, to allow the City to share in the increased revenue potential of the sign over time. The proposal includes a 3% escalator on the monthly fee payment. Over the term of a 25 year (industry standard) operating agreement, the monthly fee payments to the City would total no less than $1,312,533. Consistent with the Digital Sign Ordinance, Section 25-24-30(2)(D), the monthly fee payment is proposed as an alternative means of providing the community benefit that would otherwise be achieved through strict adherence to the ordinance as described in detail below (see "Project Proposal"). Additionally, the applicant proposes to provide the City at no cost three “clicks” in the advertising rotation for first five years and two “clicks” thereafter. The value of this advertising has an imputed value of $25,000 to $75,000 annually, and if used to promote community events and activities could yield substantial additional revenue to the city in the form of indirect sales and transient occupancy taxes. As well, commercial advertising by Woodland business on the sign would induce additional business activity that would generate additional tax revenue.

**Report in Brief**

The City Council is being asked to consider two separate digital freeway sign applications with proposed sign locations along the north side of the I-5 freeway, within approximately 500 feet of each other. The Digital Freeway Sign Ordinance (Attachment 10) adopted in December 2015, permits digital freeway signs along two specific segments of the I-5 corridor as shown in the map below.




Both sign proposals are located within permitted “Segment Two;” however not more than one digital freeway sign may be located along this stretch of the Interstate, between County Road 102 to the west and the City/County boundary to the east. As such, the City Council, after conducting a public hearing and considering public testimony, is being asked to consider the relative merits of both signs and ultimately take action to approve one of the two signs and deny the second sign application.

At its June 7, 2016 meeting, the City Council is being asked to direct staff to prepare the final approval documents, including the project Resolutions and the Operating Agreement based on the preferred digital sign proposal and to continue the item to the next regularly scheduled City Council meeting for final action. At its subsequent June 21, 2016 meeting, the City Council is asked to make specific findings (for approval and denial) to support its recommendation and adopt the applicable project Resolutions and Operating Agreement.

The City Council's individual actions and recommendations shall be based on an overall review of the applications submitted and shall take into account sign design, location, and adherence to the City's Digital Freeway Sign Ordinance and/or proposed alternative "community benefit." The City Council shall approve that sign application which the Council finds will best serve and benefit the City of Woodland based on these evaluation criteria.

**Additional Project Information and Background**

This report presents a request for a Conditional Use Permit, Site Plan and Design Review approval and approval of an Operating Agreement to allow for a digital freeway sign at 530 Quality Circle, located within the Digital Sign Ordinance "Segment Two," and represents one of the two original digital sign application submittals.

On April 21, 2016, the Planning Commission held a public hearing to consider the two proposed digital freeway sign applications; one located at 2140 Freeway Drive, the other located at 530 Quality Circle. After conducting the public hearing and receiving testimony from the project applicants, the Planning Commission adopted a resolution recommending City Council approve the digital sign located at 2140 Freeway Drive, as described above including approval of a Conditional Use Permit, Site Plan and Design Review application, on a vote of 5-1, with one member absent.

Both applications were then presented at a public hearing on May 17, 2016 before the Woodland City Council. Based on new information (new project terms) presented at the May 17th hearing and based on concerns received from members of the public regarding the installation of digital freeway signs in Woodland, the City Council voted to continue the items to allow staff time to review the newly proposed project terms for consistency with the Zoning Ordinance and to allow for additional time for public comment.

As of the date this staff report was prepared (June 2, 2016), staff has received one additional public comment communication that is attached. All public comment letters received on or prior to the May 17th City Council meeting are attached (Attachment 8). Specific concerns raised by members of the public at the May 17th hearing are addressed below (see Responses to Public Comment below).

Final Project Proposals/Terms:

Final project proposals/terms were provided by each applicant on Friday, May 27th at the request of staff for incorporation into the project staff reports. The applicants were informed that staff would no longer accept project modifications after 5pm on May 27th. Final terms, as submitted by applicant Scott Vanderbeek, for 530 Quality Circle follow:

> "City revenue payment: Base Payment of $36,000 annually versus a Percentage Payment of 10% of Gross Sales, whichever is greater. Base Payment escalates annually at a fixed 3% rate.

City advertising for Community Benefit: City will receive 3 advertising spots for the initial 5 years, then 2 advertising spots thereafter. Each sign face will initially show 8 advertising spots which will run sequentially in a continuous loop, each 8 second spot repeating every 64 seconds. City's dedicated spots are within the loop and will run continuously during operation of the sign.

Mr. Vanderbeek's commitment for a charitable contribution to Woodland area beneficiaries from sign proceeds.

Content Restriction: We agree to a content restriction wherein Tobacco products will not be advertised. We will also agree to a limitation on Hard Alcohol, but permitting beer and wine advertising. In conjunction with the foregoing, we are willing to commit to having any beer or wine advertising include "Don't Drink and Drive" advertising components in their programming, such as a don't drink and drive ad showing every 5th or 6th rotation of their spot.

Operating Hours: We are not aware of any jurisdiction in the region imposing this requirement. If imposed, it would need to be a limited time, such as 1 AM to 4:30 AM. Advertisers look for consistency in the packages they buy. Exceptions to the market just make the sales aspect more difficult. As discussed with staff, the sign will not exceed the current lighting levels from the dealership lot. If the sign is turned off the dealership lights will remain.

It is also important to note that this sign will be selling advertising to all interested parties. Somehow the message is being disseminated that Woodland merchants and businesses will be excluded. Nothing is further from the truth.

We are willing to consider additional goals/requests of the Council and work with staff to incorporate any additional recommendation from Council into the Operating Agreement."

(See also, Attachment 2 for a copy of the applicant's letter submitted to staff.)

Responses to Public Comment:

At the May 17th City Council meeting, three members of the public provided comments regarding the installation of digital freeway signs in Woodland, expressing concern regarding the appropriateness of digital freeway signs in the community, public noticing of the items, the brightness of the signs, sign aesthetics, hours of operation, advertising content (specifically alcohol and tobacco products), and traffic safety. Staff provides the following information regarding these areas of concern:

**Zoning Ordinance Amendment to Allow Digital Freeway Signs and Public Noticing.** Prior to approval of the zoning ordinance amendment allowing for the installation of digital freeway signs, research was conducted regarding best practices for digital sign installation and the city held two, noticed public hearings to provide the community an opportunity to comment on the appropriateness of digital signs within the city and to address any questions. On October 15, 2015, the Planning Commission held a public hearing to consider amendments to the city's Zoning Ordinance to allow for a limited number of digital freeway signs along the I-5 corridor. Approximately 185 public notices of the hearing were mailed to owners and occupants of properties located along the I-5 corridor adjacent to segments of the corridor where digital signs could be permitted as well as to owners of properties within 300 feet of where the specific sign proposals were proposed. A 1/4th page notice was also published in the Woodland Daily Democrat prior to the hearing (see Attachment 9).

Seven letters of support were received for the installation of digital signs from local businesses. Four members of the public spoke at the Planning Commission hearing, three of whom owned and resided at residential properties adjacent to one of the segments of I-5 proposed for a limited number of digital signs. The residents were not opposed to digital freeway signs, but were concerned with potential proximity of the signs to their home, particularly in relation to light impacts.

In response to these concerns, staff incorporated additional language into the proposed ordinance prior to the subsequent public hearing at City Council, prohibiting digital signs along the stretch of freeway adjacent their house (between East Beamer and East Main Street), or within 1,200 feet of any existing residential property in existence at the time of adoption of the digital freeway signs standards, unless it can be demonstrated that the proposed sign installation cannot be viewed from the residential property. The current proposed digital freeway signs at Freeway Drive and Quality Circle are approximately 1,900 and 2,400 feet from the nearest residential property, respectively.

The fourth member of the public to comment expressed his support for digital freeway signs, but requested consideration of the potential impact removing the existing, lower cost static billboard signs along East and Main Street would have on local businesses that could not afford to advertise on a digital freeway sign.

The Planning Commission recommended City Council approval of the Zoning Ordinance amendment to allow digital freeway signs on a vote of 5-1 with one member absent.

A subsequent public hearing was held by the City Council on November 17, 2015. Again, 185 public hearing notices were mailed and a 1/8$^{th}$ page notice was published in the Woodland Daily Democrat prior to the hearing. No additional comment letters were received prior to the hearing. One member of the public spoke at the hearing, again representing the residential properties adjacent to the I-5 corridor. The resident, Mrs. Conroy, relayed her support for staff's proposed ordinance modifications to restrict the proximity of digital signs to residential properties.

A Second Reading of the proposed amendment was held December 1, 2015. The City Council unanimously approved the proposed amendment, which then went into effect on December 31, 2015 allowing for the individual sign applications to move forward.

**Limitations on "Brightness."** The illumination and "brightness" levels of digital signs was considered by the Planning Commission and City Council during the zoning ordinance amendment process to allow for digital freeway signs within the city. The lighting standards ultimately adopted by Council (outlined below in italics) are consistent with current best practices to minimize and control digital sign light levels within the context of ambient light levels. The 0.3 foot-candle is equivalent to approximately one third of the light that would be generated from a lit candle this is one foot away. The level would be perceptible at the low end to the human eye, over ambient light, on a surface, similar to average residential street illumination provided by low wattage street lights. Both digital freeway applications comply with this standard.

> *Illumination Standard. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot -candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create*

*minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas. The Applicant shall fund field testing by a qualified independent contractor or city staff trained in the use of a handheld photometer to demonstrate continued compliance.*

**Sign Aesthetics.** Sign aesthetics were also considered during the zoning ordinance amendment process. Specific regulations regarding the design of proposed digital freeway signs were included in the zoning ordinance to address height, size, location, pole cladding, distancing requirements, illumination standards, ad rotations/display time, and maintenance. Each of these points, addressed in detail below (see **Staff Analysis** section), were established to ensure digital signs located along the I-5 corridor are attractive, are constructed with high quality materials and finishes, fit well within the context of their surroundings and are not overwhelming in appearance or frequency. Each of the sign applicants has expressed their willingness to incorporate design recommendations of the City Council and to continue to work with staff on final design features.

**Limitations on Hours of Operation.** As stated above, the project applicant for the 2140 Freeway Drive sign is willing to negotiate reasonable hours in which their sign would be turned off, stating that the normal accepted "go-dark" practice is from 12-5AM. Agreed upon terms would be included in the project Operating Agreement.

**Limitations on Ad Content (Tobacco and Alcohol).** As stated above, alcohol ads are standardly accepted throughout the markets but cigarette ads are illegal under federal law. The project applicant for the 530 Quality Circle sign has agreed to a limitation on hard alcohol, but permit beer and wine advertising. The applicant has agreed to preclude tobacco advertisement on the sign. Agreed upon terms would be included in the project Operating Agreement.

**Traffic Safety.** Traffic safety was considered during the zoning ordinance amendment process and the following installation standard was adopted by the City Council:

*The digital sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign shall not reduce required on-site parking availability and shall not interfere with on-site vehicular circulation.*

The applicant has demonstrated through site plans, elevations and photo-simulations that the proposed digital freeway signage will not obscure driver visibility along or near the proposed sign location, including but not limited to obstruction of traffic related directional or informational signage.

Furthermore; the Federal Highway Administration (FHWA), in agreement with the California Department of Transportation (Caltrans), has addressed various issues related to signage along highway corridors to ensure continued driver safety. The FHWA prohibit signs that obstruct or physically interfere with an official traffic sign, signal, or device, or that obstruct or physically interfere with the vision of drivers in approaching, merging or intersecting traffic. These provisions may be enforced by the FHWA, but an agreement with the State of California also requires Caltrans to enforce these provisions. All digital freeway sign applicants are required to obtain permitting from Caltrans prior to sign installation. The 2014 edition of the Outdoor Advertising Act provides the framework for review and permitting of signs by Caltrans.

The adopted digital sign ordinance exceeds the requirements enforced by Caltrans, including requiring an 8-second minimum message display time, a 2,500 foot minimum spacing between digital signs along the I-5 corridor, and a 0.3 foot-candle lighting minimum, including technology that adjusts the light level of the sign as it relates to the changing ambient light level surrounding the signs. Through state law, Vehicle Code and the city's adopted ordinance, digital freeway signs are prohibited from displaying flashing lights or images (see also **Advertising/Messaging** section below).

Both digital freeway sign applications comply with the above listed traffic safety requirements.

**Staff Analysis**

The following discussion provides analysis of how the digital freeway sign proposed for 530 Quality Circle complies with the standards outlined in Zoning Code Section 25-24-30, "Digital Freeway Signs" and with the goals and policies of the General Plan:

**Zoning Code Section 25-24-30, "Digital Freeway Sign" Standards**

**Sign Location**

Location**.** *Digital freeway signs shall be located within five-hundred (500) feet of the freeway right-of-way. No digital freeway sign shall be located within 2,500 feet of another digital freeway sign on the same or opposite side of the freeway, subject to the maximum number of digital freeway signs permitted within Segments "One" and "Two" as described above.*

The proposed digital freeway sign meets this requirement based on existing conditions. There are no existing digital freeway signs located within the City.

The proposed sign is located within close proximity to the new Woodland Motors dealership located on the same parcel.

Distance Between Signs**.** *No digital freeway sign shall be located within 2,500 feet of any other digital freeway sign within the city limits and no closer than 250 feet to any other freeway oriented sign over 30 feet in height on the same side of the freeway. No more than two freeway oriented signs over 30 feet in height shall be permitted on a single parcel or multiple parcels developed as a single retail, office, or industrial center. One sign shall not directly or substantially impede the view of another sign for any prolonged length of travel time of a passing driver on Interstate 5.*

The proposed distancing requirements are intended to prevent "sign clutter" along Interstate 5, taking into account both digital freeway signs and static signage ("multi-tenant" signs) for businesses located along the freeway.

The California Department of Transportation (Caltrans) requires a minimum distance of 1,000 feet between digital freeways signs on the same side of the freeway and 500 feet between a digital freeway sign and a static off-site sign (billboard) on the same side of the freeway. The City's adopted ordinance is more stringent requiring a minimum separation of 2,500 feet between digital signs. However, not more than one digital sign is permitted within the subject segment of interstate frontage associated with this report. Therefore the distancing requirement between digital signs is not applicable.

The 250 foot distancing requirement between digital signs and other freeway oriented signs over 30 feet in height is applicable to this proposal. The proposed digital freeway sign would be located approximately 1,200 feet from the nearest freeway oriented sign over 30 feet in height, which is located in front of the Holiday Inn Express and includes signage for Jack In the Box, Chevron, Holiday Inn Express, and Hampton Inn. Therefore the proposed digital freeway sign exceeds the distancing requirement based on existing conditions.

Traffic Safety**.** *The digital sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign shall not reduce required on-site parking availability and shall not interfere with on-site vehicular circulation.*

The applicant has demonstrated through site plans, elevations and photo-simulations that the proposed digital freeway signage will not obscure driver visibility along or near the proposed sign location, including but not limited to obstruction of traffic related directional or informational signage.

Furthermore, the Federal Highway Administration (FHWA), in agreement with the California Department of Transportation (Caltrans), has addressed various issues related to signage along highway corridors to ensure continued driver safety. The FHWA prohibit signs that obstruct or physically interfere with an official traffic sign, signal, or device, or that obstruct or physically interfere with the vision of drivers in approaching, merging or intersecting traffic. These provisions may be enforced by the FHWA, but an agreement with the State of California also requires Caltrans to enforce these provisions. All digital freeway sign applicants are required to obtain permitting from Caltrans prior to sign installation. The 2014 edition of the Outdoor Advertising Act provides the framework for review and permitting of signs by Caltrans.

Restrictions on digital signs contained within the Outdoor Advertising Act and enforced by Caltrans regulate many of the conditions that have been identified as relevant to traffic safety. Caltrans regulates the location of each proposed digital sign through its application process, and the distance between such signs is also regulated. California statutory provisions regulate brightness of displays.

The adopted digital sign ordinance exceeds the requirements enforced by Caltrans, including requiring an 8-second minimum message display time, a 2,500 foot minimum spacing between digital signs along the I-5 corridor, and a 0.3 foot-candle lighting minimum, including technology that adjusts the light level of the sign as it relates to the changing ambient light level surrounding the signs. Through state law, Vehicle Code and the city's adopted ordinance, digital freeway signs are prohibited from displaying flashing lights or images (see also **Advertising/Messaging** section below).

The proposed digital freeway sign complies with the above listed traffic safety requirements.

**Sign Appearance**

Height**.** *Heights of digital freeway signs shall be established relative to topography and setting so as to provide the best balance between the sign's purpose of effectively communicating a visual message, the setting (including topography and surrounding architecture), and freeway traffic safety. However, in no case shall the digital freeway sign (including structure) exceed a maximum height of 68 feet as measured from the finished grade of the center line of the nearest freeway to the top of the digital freeway sign face or structure, as applicable. Project applicants shall provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met.*

The proposed height of the digital freeway sign, including structural elements, is 45 feet as measured from the finished grade of the center line of I-5. The application shall be required to provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met.

Sign Area**.** *The maximum area of each digital display area shall not exceed 672 square feet per sign face.*

Six hundred and seventy-two (672) square feet is the industry standard for digital freeway signs which allows for an approximately 14 foot by 48 foot (14’ x 48’) display (“sign face”). The proposed digital freeway sign is in compliance with this standard.

Sign Structure and Pole Cladding**.** *Structure, style, and architectural detailing shall be subject to Planning Commission review and approval. Decorative pole covering is required for newly constructed digital freeway signs as well as any existing traditional billboard that is converted to a digital freeway sign. Such covering shall be high quality in material and finish and shall be subject to Planning Commission review and approval.*

The applicant proposes a relatively streamlined sign structure consisting of an 8’ x 4’ x 30’ base cover, with an outer panel wrap. The base cladding is broken up by 3” tall reveals. (See Elevations, Attachment 1.)

The Planning Commission may request alternative design details, however, staff generally supports a more streamlined structure as proposed, to minimize distraction and sign clutter. The project includes a Condition of Approval (COA #9) requiring the applicant to continue to work with Planning staff and the Planning Commission Design Review liaison to finalize the design details of the base structure and ensure high quality materials and finished.

Illumination. *Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas. The Applicant shall fund field testing by a qualified independent contractor or city staff trained in the use of a handheld photometer to demonstrate continued compliance.*

The proposed brightness level requirement is consistent with current best practices to minimize and control digital sign light levels within the context of ambient light levels. The 0.3 foot-candle is equivalent to approximately one third of the light that would be generated from a lit candle this is one foot away. The level would be perceptible at the low end to the human eye, over ambient light, on a surface, similar to average residential street illumination provided by low wattage street lights.

The proposed digital sign is in compliance with this standard.

Quality and Maintenance Plan. *The applicant shall demonstrate that the proposed digital sign display consists of the latest and best technology available and tested; that which provides high resolution, clear* *graphic display and consistent reliability and durability. The applicant must establish a quality and maintenance plan to ensure implementation of all above-listed development standards and to assure the proper maintenance and repair of the digital freeway sign as needed.*

The Maintenance Plan will be adopted as part of an approved Operating Agreement between the applicant and the city and will ensure a high quality appearance is maintained over time and to swiftly and effectively address any lighting or display errors and streamline routine maintenance and repair approvals, if applicable. The Maintenance Plan will be presented at the City Council hearing, however, the Planning Commission is encouraged to provide its comments and recommendations regarding any specific maintenance concerns it would like to see addressed in the plan.

**Advertising/Messaging**

Message Display. *Digital freeway signs shall display static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign. No static message shall include flashing or scintillating lighting, or varying light intensity. Digital freeway signs shall be operated with systems and monitoring in place to either turn the display off or show a "full black" image on the display in the event of a malfunction.*
(See Traffic Safety analysis above.)

The proposed digital freeway sign shall operate in compliance with this standard.

Minimum Display Time. *Each message or image on the sign shall be displayed for a minimum of eight (8) consecutive seconds. Transition or blank screen time between one still message or image and the next may not exceed one (1) second.*

These standards represent industry best practices to minimize driver distraction. The proposed 8 second minimum message display time is double that enforced by Caltrans and is the recommended advertisement display duration recommended by the Federal Highway Administration. The FHWA also recommends that transition between messages is between 1 and 2 seconds.

The proposed digital freeway sign shall operate in compliance with this standard.

**Community Benefit**

Community Messaging. *The City shall be provided with access to a minimum of five percent (5%) of the total available display time to allow the City to present messages of community interest. This access shall also include access for other appropriate agencies for the purpose of displaying public safety messages such as "Amber Alert" messages and emergency-disaster communications. The city shall retain sole discretion regarding the content and prioritization of messages displayed on the city's behalf, subject to specific standards of individual sign companies for displayed material.*

The applicant has guaranteed the City three (3) advertising spots for an initial five (5) year period, then two (2) advertising spots thereafter. Each sign face will initially show 8 advertising spots which will run sequentially in a continuous loop, each 8 second spot repeating every 64 seconds. City's dedicated spots are within the loop and will run continuously during operation of the sign. The applicant has also committed to providing the City with additional advertising space on a "space available" basis (i.e. unsold advertising spots). The commitment will be recorded in an Operating Agreement approved by the City Council should the Conditional Use Permit application be approved.

Billboard Removal. *For every one square foot of digital message display area installed, the applicant must permanently remove at least two square feet of legally existing non-digital billboard display area within the city limits prior to operation of the digital freeway sign. An existing billboard being refurbished as a digital freeway sign may count toward the required permanent removals.*

> This requirement is proposed to aide in the reduction of the overall square footage of off-premise, billboard displays throughout the city. Existing off-premise billboard signage shall be removed at a ratio of 2 square feet for every 1 square foot of digital signage (digital display/face) proposed. In other words; assuming a digital freeway sign with two display faces measuring the maximum permitted 672 square feet each is approved, a total of 2,688 square feet of static billboard signage must be removed. This might include the removal of a single, large, double-sided billboard along I-5, or several smaller "poster" sized billboards along East or Main Street.
>
> In-lieu of this requirement, the applicant is proposing a "monthly fee" payment to the City of $3,000 (or $36,000 annual) or ten percent (10%) of annual gross revenue, whichever is greater. This will allow the City to share in the success of the sign over time as revenues increase. Consistent with the Digital Sign Ordinance, Section 25-24-30(2)(D), the monthly fee payment is proposed as an alternative means of providing the community benefit that would otherwise be achieved through strict adherence to the ordinance (see "*Operating Agreement*" section below).

**Review/Permitting**

Conditional Use Permit, Site Plan and Design Review. *Digital freeway signs are conditionally permitted only as billboard relocations or as conversions of an existing billboard in place. Digital freeway signs that meet all location and development standards established in this section shall be subject to the granting of a conditional use permit, site plan, and design review approval by the Planning Commission.*

> All digital freeway way signs shall be required to obtain a Conditional Use Permit and Site Plan and Design Review approval by the Planning Commission. The applicant may request a deviation from the development standards outlined in the digital freeway sign section of the zoning code, subject to review and consideration by the Planning Commission and subject to final approval of an Operating Agreement by the Woodland City Council as described below. The City Council may only approve deviations from the standards as typically required if it can be found that an alternative community benefit can be achieved that is equal to or greater than that which would have been achieved through strict compliance with the code requirements. If deviation from the standards is requested, the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application as well. Due to competing sign interests, this Conditional Use Permit, Site Plan and Design Review application has been elevated to the City Council for final review and consideration.

Operating Agreement. *The city and applicant shall enter into an operating agreement in conjunction with the issuance of a conditional use permit for a digital freeway sign. The city and applicant may use the operating agreement, on a case-by-case basis, to deviate from the development standards in subsection (i)(2) of this section or reduce the required billboard removals under subsection (i)(2)(C) of this section. The City Council will only approve an operating agreement if it determines that the operating agreement achieves community benefits that are equivalent or greater to those that would be achieved through strict compliance with subsection (i)(2) or (i)(2)(C) of this section. If deviation from the standards is requested, the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application as well.*

The Operating Agreement shall outline the specific terms of use, including those operational requirements as outlined above, maintenance and repairs provisions and any other provisions agreed to by the applicant and the city regarding the appearance and operation of the sign. If any specific provision as outlined in the ordinance cannot be met, the applicant may request a modification to the standard or a deviation from the standard, provided an alternative community benefit of equal or greater value or a lesser impact (visual, aesthetic, etc.) is achieved.

The project applicant is requesting a modification to the ordinance requirement pertaining to static billboard removal and is proposing an annual fee payment to the City as an alternative community benefit as described above. If Council supports approval of this sign proposal, a formal Operating Agreement will be prepared and brought back to the City Council for review and approval concurrently with the findings and conditions of approval of the Conditionally Use Permit and Site Plan and Design Review application.

### General Plan Consistency

The following General Plan policies are applicable to freeway oriented signage:

Goal 1.K *To maintain and enhance the quality of Woodland's major corridors, city entrances, landscape, and streetscape.*

Policy 1.K.10 *The City shall promote efforts to improve the visual quality of entrances to Woodland and to Downtown. Development of these areas should include enhanced landscaping and site amenities that create pleasing gateways. Items that detract from the gateway image, such as attention-getting devices, outside storage and off-premise signs should not be allowed.*

The sign ordinance was amended in December 2015 to allow for a limited number of digital freeway signs along the Interstate 5 corridor as a means of potentially removing existing, dilapidated static billboards along both the Interstate 5 corridor and along major corridors internal to the city, including East and Main Streets. Currently nine (9), two-sided, static billboards are located along the I-5 corridor within the Woodland city limits. Eleven (11) static billboards with a total of 18 display faces are located along the East and Main Street corridors, which lead into Woodland's historic downtown.

The ordinance does allow for applicants to propose an alternative community benefit if certain specific provisions of the ordinance cannot be met, including the removal of existing static billboards. The application is proposing a fee payment to the City as an alternative community benefit in-lieu of static sign removal, but has expressed a willingness to continue to pursue static billboard removal based on the preferences of the Planning Commission and City Council.

Staff feels that the 530 Quality Circle sign location and design fits better in the context of the existing and planned development pattern along this corridor. Its location is less visually "cluttered" and aesthetically superior due to its lesser height (45' vs. 65') as compared to the Freeway Drive sign.

Goal 9.D. *To promote the growth of tourism by enhancing the city's potential to attract tourists through preservation of historic resources, promotion, development of visitor attractions and provision of a variety of overnight accommodations.*

Policy 9.D.5 *The city shall consider the development of regular tourism programming on local cable television to provide information about cultural activities and other events for both tourists and residents.*

The installation of a limited number of digital freeway signs along the I-5 corridor will provide local businesses, hotels and organizations an opportunity to advertise along a major Interstate corridor. The city has received several letters from local businesses as well as from the Historic Downtown Business Association and the Woodland Farmer's Market in support of digital freeway signs. The Historic Woodland Downtown Business Association, in its letter, states that, "An electronic sign at the entrance to Woodland would bring many travelers to the downtown area instead of passing us by. This would attract new customers into Historic Downtown Woodland to visit shops and restaurants instead of solely stopping at the big box stores and mall in the area. [and]…that the economic value to the city of Woodland would be tremendous…"

Through the proposed dedication of "community messaging" display time, local city-sponsored events can be advertised to a broader, regional audience.

## Public Notification

Public notice advertising for the public hearing on this project was prepared by the Community Development Department in accordance with notification procedures set forth in the City of Woodland's Municipal Code and State Planning Law. Two methods of public notice were used:

- A legal notice was published in the Woodland Daily Democrat.
- Notices were mailed to all property owners within 300 feet of the specific project sites.

Copies of the factual staff report for the proposed project have been on file at City Hall since June 3, 2016.

## Environmental Assessment Status

A Mitigated Negative Declaration/Initial Study was prepared for the proposed digital freeway sign installation and circulated for public review from September 2, 2015 through October 2, 2015, for interested individuals and public agencies to submit written comments on the documents.

The Mitigated Negative Declaration/Initial Study for the sign installation did not identify any possible significant environmental impacts that would result from the project. Mitigation measures have been incorporated to identify onsite soil conditions and identify any site-specific engineering measures to be implemented during the construction of structure foundations and subsurface utilities. Minor revisions have been made to the proposed digital sign application since the Initial Study was prepared. However, the minor revisions do not change or alter the conclusions contained in the IS/MND in any way, and would not result in any potential environmental impacts beyond those analyzed in the Public Draft IS/MND.

Comment letters were received during the public review period from the State of California Department of Transportation (Caltrans), from the Central Valley Regional Water Quality Control Board and from the U.S. Army Corps of Engineers. The comment letters reiterate the existing standards and permit requirements from the agencies. Compliance with Caltrans, the Central Valley Water Board, and the Army Corps standards will be confirmed through the building permit process for the project, as applicable. The letters did not identify any possible significant impacts resulting from the project nor do any comments change the conclusions that were reached within the Mitigated Negative Declaration/Initial Study for the sign installation. No further environmental review of the project is required at this time.

## Commission/Committee Recommendation

Planning Commission

On April 21, 2016, the Planning Commission held a public hearing to consider the two proposed digital freeway sign applications. After conducting the public hearing and receiving testimony from the project applicants, the Planning Commission adopted a resolution (Attachment 11) recommending City Council deny the digital sign located at 530 Quality Circle, on a vote of 5-1, with one member absent, with the following findings of denial:

a) In consideration of the merits of two digital freeway sign applications and with the understanding that only one digital freeway sign is permitted along the Interstate 5 corridor between County Road 102 and the City/County boundary to the east, the Planning Commission recommends that the City Council support the sign that provides the greatest value to the community in terms of location, design, and overall benefit to the City.

b) The proposed digital freeway sign at 530 Quality Circle provides less value to the City in terms of overall benefit to the community because it does not result in the removal of existing static billboard signage within the city limits as spelled out in the Zoning Ordinance.

c) In light of the above, the proposed use is not desirable for the public convenience and would be detrimental to the general public welfare.

The Planning Commission also adopted a resolution recommending City Council approve the digital sign located at 2140 Freeway Drive, as described above including approval of a Conditional Use Permit, Site Plan and Design Review application, on a vote of 5-1, with one member absent, with the following findings of approval:

a) The proposed Conditional Use Permit, Site Plan and Design Review application allowing for the installation and operation of a digital freeway sign at the southeast corner of 2140 Freeway Drive conforms to the City of Woodland General Plan and applicable provisions of the Zoning Ordinance, in that the use shall be conditionally permitted in its proposed location along the Interstate 5 freeway corridor between County Road 102 and the City/County boundary to the east, and appropriate conditions have been made part of the approval.

b) The site for the intended use is adequate in size, shape, topography, accessibility, and other physical characteristics to accommodate the use and required provisions of the Zoning Ordinance and satisfies all minimum physical standards required under the City's Zoning Ordinance for similar type uses.

c) The proposed location of the digital freeway sign is appropriate and beneficial to the City, is the preferred location for a digital sign along the Interstate 5 freeway and will not detract from existing businesses or other signage within immediate proximity to the proposed location or obscure existing directional signage along this stretch of the Interstate 5 corridor.

d) The proposed dedication of a minimum of five percent (5%) of advertising time on the digital sign for City use, including a minimum of one "click" on each display face is consistent with the Digital Freeway Sign Ordinance Section 25-24-30(2)(B)(ix), "Development Standards, Community

Messaging."

e) The proposed removal of a minimum of 2,688 square feet of existing static billboard signage within the City along Main and East Streets is consistent with the Digital Freeway Sign Ordinance Section 25-24-30(2)(C).

Hoteliers Meeting

On April 20, 2016, staff attended a meeting of the local hoteliers and provided an update regarding the digital sign applications. At the meeting, the hoteliers expressed unanimous support for the digital sign proposed at 530 Quality Circle, and at the same time expressing significant concern with the alternative location of the proposed digital freeway sign at 2140 Freeway Drive given the sign's proximity to the hotels located along Freeway Drive including the Hampton Inn and Suites, Holiday Inn Express, Comfort Suites, and the Fairfield Inn and Suites. The Hoteliers were very concerned that a sign located at 2140 Freeway Drive would potentially block views of their businesses, of the existing hotel signage and/or detract from the hotel's ability to gain driver attention and notice. The hotelier's also favored the Quality Circle sign proposal as it would provide earlier exposure for northbound travelers in advance of the off-ramp of RD102.

Staff Recommendation

It was staff's original intent to remain neutral with regard to the individual sign applications, with the primary goal of providing a clear description of each of the digital freeway sign proposals for review and consideration by the Planning Commission and City Council. However, based partially on the opinions expressed by the adjacent hoteliers, as described above, and the potential resulting impacts to their guests and businesses, staff is recommending approval of the sign proposed at 530 Quality Circle which is approximately 500 feet further from the nearest hotel. The following is a list of additional location and design factors that informed staff recommendation.

The 530 Quality Circle sign is:

- 20 feet shorter
- less visible from the nearest residential property west of County Road 102 both in terms of height and distance
- approximately 750 feet from the entrance to the County Road 102, I-5 off-ramp providing northbound drivers additional time to safely exit the freeway after viewing the sign and would provide southbound drivers additional time to view the sign once they pass the County Road 102 overpass.
- in a less visually "crowded" location with fewer developed buildings and freeway oriented signage (even with taking into consideration the eventual buildout of the vacant lot west of the new Woodland Motors dealership).

**Conclusion**

Staff recommends the City Council take the following actions:

1) Conduct the public hearing;
2) Take action to approve the Conditional Use Permit, Site Plan and Design Review application for the 530 Quality Circle sign based on preferred design, location and terms of operation and overall community benefit, including all proposed operating deal points and provide any additional recommendations from the City Council to be negotiated by staff for inclusion in the Operating

Agreement;

3) Take action to direct staff to prepare the final approval documents (Resolutions and Operating Agreement) for the digital sign application at 530 Quality Circle; and
4) Continue the item to June 21, 2016, the next regularly scheduled meeting of the City Council, to take final action to adopt the prepared Resolutions and approve the Operating Agreement for the digital freeway sign application at 530 Quality Circle.

Prepared by: Erika Bumgardner, Senior Planner

Reviewed by: Cindy Norris, Principal Planner
Ken Hiatt, Community Development Director

Paul Navazio, City Manager

## ATTACHMENTS:

Attachment 1 - Project Site Plan and Elevations, Photosimulations
Attachment 2 - Final Project Proposal/Terms
Attachment 3 - Digital Freeway Sign Application
Attachment 4 - Draft Conditions of Approval
Attachment 5 - CEQA Mitigated Negative Declaration
Attachment 6 - CEQA Comment Letters
Attachment 7 - Permitted Digital Freeway Sign Locations Map
Attachment 8 - Public Comment Letters
Attachment 9 - Published Public Hearing Notices for Zoning Ordinance Amendment
Attachment 10 - Digital Freeway Sign Ordinance
Attachment 11 - Planning Commission Resolution

City of Woodland

Legislation Text

19.

**File #:** 16-548, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: **Digital Freeway Sign at 2140 Freeway Drive - Conditional Use Permit, Site Plan and Design Review, and Operating Agreement.** The project includes a request by applicant, P.C. Dixon I, LLC and Pacific Horizon Group, LLC, for approval of a Conditional Use Permit, Site Plan and Design Review application, and approval of an Operating Agreement between the applicant and the City of Woodland to allow for a 65-foot tall digital freeway sign at the southeast corner of 2140 Freeway Drive adjacent to (north of) Interstate 5, within the Commercial Highway, Entryway Overlay Zone (C-H/ EOZ)

**Recommendation for Action:** Staff recommends that the City Council:

1) Conduct the public hearing; and
2) Direct staff to prepare the Resolution for Denial for the 2140 Freeway Drive digital sign application; and
3) Continue the item to June 21, 2016, the next regularly scheduled meeting of the City Council, to take final action to adopt the resolution for denial.

**Staff Contact**

Erika Bumgardner, Senior Planner - (530) 661-5886, Erika.Bumgardner@cityofwoodland.org

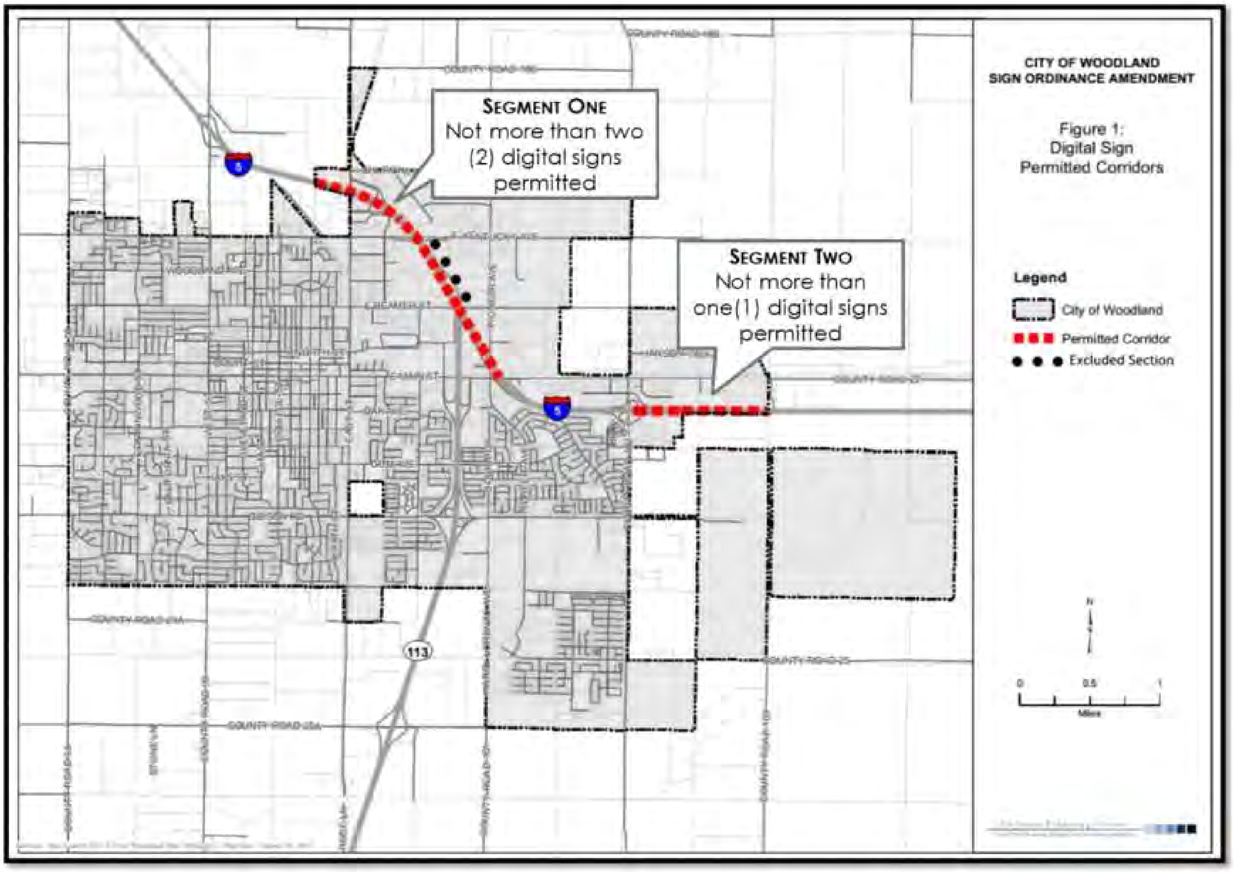
**Fiscal Impact**

The applicant has paid for processing costs associated with this application. The applicant is proposing to remove static billboards consistent with the requirement of the ordinance but has offered as an alternative, the payment of an annual fee of $50,000. Consistent with the Digital Sign Ordinance, Section 25-24-30(2)(D), the monthly fee payment is proposed as an alternative means of providing the community benefit that would otherwise be achieved through strict adherence to the ordinance as described in detail below (see "Project Proposal"). If the City Council were to determine that financial payment was preferred based on community benefit over billboard removal, then over the term of a 25 year (industry standard) operating agreement, the annual fee payments to the City would total $1,250,000.

Additionally, the applicant proposes to provide the City, at no cost, two "clicks" in the advertising rotation. The value of this advertising has an imputed value of $25,000 to $75,000 annually, and if used to promote community events and activities could yield substantial additional revenue to the city in the form of indirect sales and transient occupancy taxes. As well, commercial advertising by Woodland business on the sign would induce additional business activity that would generate additional tax revenue.

**Report in Brief**

The City Council is being asked to consider two separate digital freeway sign applications with proposed sign locations along the north side of the I-5 freeway, within approximately 500 feet of each other. The Digital Freeway Sign Ordinance (Attachment 10) adopted in December 2015, permits digital freeway signs along two specific segments of the I-5 corridor as shown in the map below.




Both sign proposals are located within permitted "Segment Two;" however not more than one digital freeway sign may be located along this stretch of the Interstate, between County Road 102 to the west and the City/County boundary to the east. As such, the City Council, after conducting a public hearing and considering public testimony, is being asked to consider the relative merits of both signs and ultimately take action to approve one of the two signs and deny the second sign application.

At its June 7, 2016 meeting, the City Council is being asked to direct staff to prepare the final approval documents, including the project Resolutions and the Operating Agreement based on the preferred digital sign proposal and to continue the item to the next regularly scheduled City Council meeting for final action. At its subsequent June 21, 2016 meeting, the City Council is asked to make specific findings (for approval and denial) to support its recommendation and adopt the applicable project Resolutions and Operating Agreement.

The City Council's individual actions and recommendations shall be based on an overall review of the applications submitted and shall take into account sign design, location, and adherence to the City's Digital Freeway Sign Ordinance and/or proposed alternative "community benefit." The City Council shall approve that sign application which the Council finds will best serve and benefit the City of Woodland based on these evaluation criteria.

**Additional Project Information and Background**

This report presents a request for a Conditional Use Permit, Site Plan and Design Review approval and approval of an operating agreement to allow for a digital freeway sign at 2140 Freeway Drive, located within the Digital Sign Ordinance "Segment Two," and represents one of the two original digital sign application submittals.

On April 21, 2016, the Planning Commission held a public hearing to consider the two proposed digital freeway sign applications; one located at 2140 Freeway Drive, the other located at 530 Quality Circle. After conducting the public hearing and receiving testimony from the project applicants, the Planning Commission adopted a resolution recommending City Council approve the digital sign located at 2140 Freeway Drive, as described above including approval of a Conditional Use Permit, Site Plan and Design Review application, on a vote of 5-1, with one member absent.

Both applications were then presented at a public hearing on May 17, 2016 before the Woodland City Council. Based on new information (new project terms) presented at the May 17th hearing and based on concerns received from members of the public regarding the installation of digital freeway signs in Woodland, the City Council voted to continue the items to allow staff time to review the newly proposed project terms for consistency with the Zoning Ordinance and to allow for additional time for public comment.

As of the date this staff report was prepared (June 2, 2016), staff has received one additional public comment communication that is attached. All public comment letters received on or prior to the May 17th City Council meeting in support of the sign proposed for 530 Quality Circle are attached (Attachment 8). Specific concerns raised by members of the public at the May 17th hearing are addressed below (see Responses to Public Comment below).

Final Project Proposals/Terms:

Final project proposals/terms were provided by each applicant on Friday, May 27th at the request of staff for incorporation into the project staff reports. The applicants were informed that staff would no longer accept project modifications after 5pm on May 27th. Final terms, as submitted by applicant P.C. Dixon I, LLC and Pacific Horizon Group, LLC, for 2140 Freeway Drive follow:

> **"Billboard Removal** - In keeping with the spirit of the existing sign ordinance, and in trading "like for like" as the zoning ordinance intended, we are willing and able to remove up to 2688 SF of billboards on East Street and/or Main Street that are owned by our billboard partner, Outfront Media. As an alternative, if it determined that the city would prefer an in-lieu fee, we are willing to provide a fee of $50,000 per year to the city, in lieu of removing these billboards. If the city chooses billboard removal, we would suggest a time period of 12 to 24 months be given for the removal of structures to be removed to allow the small businesses in the area to find other means of advertising. This was done with both digital signs built in Rancho Cordova. This would allow small business advertisers to continue advertising at lower costs for an agreed upon period of time. We would also offer discounts to those advertisers wishing to go from static billboards to our digital freeway sign.

**Community Messaging -** We are willing to guarantee 2 “clicks” which is 12.5% of the available time on the sign, but not less than 10% of all available time, to be donated to the city to use to advertise non-profits and city initiatives. The time would be available to advertise morning, noon and night basis with no restrictions, and as part of a regular 8 “click” rotation. The city may run multiple PSA advertisements in those clicks as needed for their events. We would also offer the city free additional time to advertise, on a space available basis (any unsold/unused time).

**“Go Dark” provision -** our proposal includes the ability to turn the sign off during late night and early morning hours. We would be willing to negotiate reasonable hours in which our sign would be turned off (normal accepted practice is 12-5 am).

**Professional Operation and Management -** Our digital sign will be managed by Outfront Media, a leader in operating digital signs. As part of our proposal, Outfront will also manage the advertising for the City of Woodland at no charge. Outfront currently manages all of the PSA for the County of Sacramento and the City of Rancho Cordova on the signs that they own in their respective areas.

**Managing content -** We are willing to negotiate the content that we advertise on the sign, and restrict certain content. Outfront Media has set prohibited advertising that they have agreed to and operated under for years, with no issues, at Cal Expo (State of California) and for almost a year with the County of Sacramento for their sign at Calvine Road in Sacramento. In general, alcohol ads are standardly accepted throughout the markets but cigarette ads are illegal under federal law. We will be happy to address this in our operating agreement with the city.

**Hotel advertising -** As a part of our commitment to assist the city, we are willing to offer a special advertising promotion for hotels. We would offer the hotels free advertising, on a space available basis during the first 18 months of sign operation, as well as a 50% discount on advertisements for a 2-year period. We feel this will result in more hotel stays and thereby increase the hotel tax revenue that the city receives each year.

**Aesthetics/Design -** Our proposal offers a streamlined design of the billboard pole and structure. We will continue to work with the city on an acceptable design, as well as offer a location for a “Welcome to Woodland” or city logo on the actual sign structure, if the city so desires.

**Local Partners -** Two of the parties involved in the sign reside in Yolo County (Chuck Krouse and Ron Caceres) and one of those partners lives in Woodland. Ron Caceres has lived in Woodland for over 25 years and has demonstrated a history of improving downtown Woodland and of community involvement. Mr. Caceres owns several buildings downtown and has a vested interest in seeing Woodland thrive. Once completed, his proposed “Treehouse” music venue will be a frequent advertiser on the digital freeway sign. We lease the land under the proposed sign from the Tresner Family (Steve Tresner and his daughter Holly Arnold) who have owned and operated Fitness Systems in Woodland for over 10 years.

In conclusion, we are also willing to consider additional goals/requests of the City Council and work with staff to incorporate any additional recommendations from Council into the Operating Agreement. We feel strongly that our proposal offers the most community benefits to the city, and to the citizens of Woodland.”

(See also, Attachment 2 for a copy of the applicant’s letter submitted to staff.)

Responses to Public Comment:

At the May 17th City Council meeting, three members of the public provided comments regarding the installation of digital freeway signs in Woodland, expressing concern regarding the appropriateness of digital freeway signs in the community, public noticing of the items, the brightness of the signs, sign aesthetics, hours of operation, advertising content (specifically alcohol and tobacco products), and traffic safety. Staff provides the following information regarding these areas of concern:

**Zoning Ordinance Amendment to Allow Digital Freeway Signs and Public Noticing.** Prior to approval of the zoning ordinance amendment allowing for the installation of digital freeway signs, research was conducted regarding best practices for digital sign installation and the city held two, noticed public hearings to provide the community an opportunity to comment on the appropriateness of digital signs within the city and to address any questions. On October 15, 2015, the Planning Commission held a public hearing to consider amendments to the city's Zoning Ordinance to allow for a limited number of digital freeway signs along the I-5 corridor. Approximately 185 public notices of the hearing were mailed to owners and occupants of properties located along the I-5 corridor adjacent to segments of the corridor where digital signs could be permitted as well as to owners of properties within 300 feet of where the specific sign proposals were proposed. A 1/4th page notice was also published in the Woodland Daily
Democrat prior to the hearing (see Attachment 9).

Seven letters of support were received for the installation of digital signs from local businesses. Four members of the public spoke at the Planning Commission hearing, three of whom owned and resided at residential properties adjacent to one of the segments of I-5 proposed for a limited number of digital signs. The residents were not opposed to digital freeway signs, but were concerned with potential proximity of the signs to their home, particularly in relation to light impacts.

In response to these concerns, staff incorporated additional language into the proposed ordinance prior to the subsequent public hearing at City Council, prohibiting digital signs along the stretch of freeway adjacent their house (between East Beamer and East Main Street), or within 1,200 feet of any existing residential property in existence at the time of adoption of the digital freeway signs standards, unless it can be demonstrated that the proposed sign installation cannot be viewed from the residential property. The current proposed digital freeway signs at Freeway Drive and Quality Circle are approximately 1,900 and 2,400 feet from the nearest residential property, respectively.

The fourth member of the public to comment expressed his support for digital freeway signs, but requested consideration of the potential impact removing the existing, lower cost static billboard signs along East and Main Street would have on local businesses that could not afford to advertise on a digital freeway sign.

The Planning Commission recommended City Council approval of the Zoning Ordinance amendment to allow digital freeway signs on a vote of 5-1 with one member absent.

A subsequent public hearing was held by the City Council on November 17, 2015. Again, 185 public hearing notices were mailed and a 1/8th page notice was published in the Woodland Daily Democrat prior to the hearing. No additional comment letters were received prior to the hearing. One member of the public spoke at the hearing, again representing the residential properties adjacent to the I-5 corridor. The resident, Mrs. Conroy, relayed her support for staff's proposed ordinance modifications to restrict the proximity of digital signs to residential properties.

A Second Reading of the proposed amendment was held December 1, 2015. The City Council unanimously approved the proposed amendment, which then went into effect on December 31, 2015 allowing for the individual sign applications to move forward.

**Limitations on "Brightness."** The illumination and "brightness" levels of digital signs was considered by the Planning Commission and City Council during the zoning ordinance amendment process to allow for digital freeway signs within the city. The lighting standards ultimately adopted by Council (outlined below in italics) are consistent with current best practices to minimize and control digital sign light levels within the context of ambient light levels. The 0.3 foot-candle is equivalent to approximately one third of the light that would be generated from a lit candle this is one foot away. The level would be perceptible at the low end to the human eye, over ambient light, on a surface, similar to average residential street illumination provided by low wattage street lights. Both digital freeway applications comply with this standard.

> *Illumination Standard. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot -candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas. The Applicant shall fund field testing by a qualified independent contractor or city staff trained in the use of a handheld photometer to demonstrate continued compliance.*

**Sign Aesthetics.** Sign aesthetics were also considered during the zoning ordinance amendment process. Specific regulations regarding the design of proposed digital freeway signs were included in the zoning ordinance to address height, size, location, pole cladding, distancing requirements, illumination standards, ad rotations/display time, and maintenance. Each of these points, addressed in detail below (see **Staff Analysis** section), were established to ensure digital signs located along the I-5 corridor are attractive, are constructed with high quality materials and finishes, fit well within the context of their surroundings and are not overwhelming in appearance or frequency. Each of the sign applicants has expressed their willingness to incorporate design recommendations of the City Council and to continue to work with staff on final design features.

**Limitations on Hours of Operation.** As stated above, the project applicant for the 2140 Freeway Drive sign is willing to negotiate reasonable hours in which their sign would be turned off, stating that the normal accepted "go-dark" practice is from 12-5AM. Agreed upon terms would be included in the project Operating Agreement.

**Limitations on Ad Content (Tobacco and Alcohol).** As stated above, alcohol ads are standardly accepted throughout the markets but cigarette ads are illegal under federal law. The project applicant for the 2140 Freeway Drive sign is willing to negotiate the content that is advertised on the sign, and restrict certain content. Agreed upon terms would be included in the project Operating Agreement.

**Traffic Safety.** Traffic safety was considered during the zoning ordinance amendment process and the following installation standard was adopted by the City Council:

> *The digital sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign shall not reduce required on-site parking availability and shall not interfere with on-site vehicular circulation.*

The applicant has demonstrated through site plans, elevations and photo-simulations that the proposed digital freeway signage will not obscure driver visibility along or near the proposed sign location, including but not limited to obstruction of traffic related directional or informational signage.

Furthermore; the Federal Highway Administration (FHWA), in agreement with the California Department of Transportation (Caltrans), has addressed various issues related to signage along highway corridors to ensure continued driver safety. The FHWA prohibit signs that obstruct or physically interfere with an official traffic sign, signal, or device, or that obstruct or physically interfere with the vision of drivers in approaching, merging or intersecting traffic. These provisions may be enforced by the FHWA, but an agreement with the State of California also requires Caltrans to enforce these provisions. All digital freeway sign applicants are required to obtain permitting from Caltrans prior to sign installation. The 2014 edition of the Outdoor Advertising Act provides the framework for review and permitting of signs by Caltrans.

The adopted digital sign ordinance exceeds the requirements enforced by Caltrans, including requiring an 8-second minimum message display time, a 2,500 foot minimum spacing between digital signs along the I-5 corridor, and a 0.3 foot-candle lighting minimum, including technology that adjusts the light level of the sign as it relates to the changing ambient light level surrounding the signs. Through state law, Vehicle Code and the city's adopted ordinance, digital freeway signs are prohibited from displaying flashing lights or images (see also **Advertising/Messaging** section below).

Both digital freeway sign applications comply with the above listed traffic safety requirements.

Staff Analysis

The following discussion provides analysis of how the digital freeway sign proposed for 2140 Freeway Drive complies with the standards outlined in Zoning Code Section 25-24-30, "Digital Freeway Signs" and with the goals and policies of the General Plan:

**Zoning Code Section 25-24-30, "Digital Freeway Sign" Standards**

Location**.** *Digital freeway signs shall be located within five-hundred (500) feet of the freeway right-of-way. No digital freeway sign shall be located within 2,500 feet of another digital freeway sign on the same or opposite side of the freeway, subject to the maximum number of digital freeway signs permitted within Segments "One" and "Two" as described above.*

> The proposed digital freeway sign meets this requirement based on existing conditions. There are no existing digital freeway signs located within the City.
>
> The proposed sign is located within close proximity to the existing Fitness System gym building located

on the same parcel.

Distance Between Signs**.** *No digital freeway sign shall be located within 2,500 feet of any other digital freeway sign within the city limits and no closer than 250 feet to any other freeway oriented sign over 30 feet in height on the same side of the freeway. No more than two freeway oriented signs over 30 feet in height shall be permitted on a single parcel or multiple parcels developed as a single retail, office, or industrial center. One sign shall not directly or substantially impede the view of another sign for any prolonged length of travel time of a passing driver on Interstate 5.*

The proposed distancing requirements are intended to prevent "sign clutter" along Interstate 5, taking into account both digital freeway signs and static signage ("multi-tenant" signs) for businesses located along the freeway.

The California Department of Transportation (Caltrans) requires a minimum distance of 1,000 feet between digital freeways signs on the same side of the freeway and 500 feet between a digital freeway sign and a static off-site sign (billboard) on the same side of the freeway. The City's adopted ordinance is more stringent requiring a minimum separation of 2,500 feet between digital signs. However; not more than one digital sign is permitted within the subject segment of interstate frontage associated with this report. Therefore the distancing requirement between digital signs is not applicable.

The 250 foot distancing requirement between digital signs and other freeway oriented signs over 30 feet in height is applicable to this proposal. The proposed digital freeway sign would be located approximately 750 feet from the nearest freeway oriented sign over 30 feet in height, which is located in front of the Holiday Inn Express and includes signage for Jack In the Box, Chevron, Holiday Inn Express, and Hampton Inn. Therefore the proposed digital freeway sign exceeds the distancing requirement based on existing conditions.

Traffic Safety**.** *The digital sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign shall not reduce required on-site parking availability and shall not interfere with on-site vehicular circulation.*

The applicant has demonstrated through site plans, elevations and photo-simulations that the proposed digital freeway signage will not obscure driver visibility along or near the proposed sign location, including but not limited to obstruction of traffic related directional or informational signage.

Furthermore; the Federal Highway Administration (FHWA), in agreement with the California Department of Transportation (Caltrans), has addressed various issues related to signage along highway corridors to ensure continued driver safety. The FHWA prohibit signs that obstruct or physically interfere with an official traffic sign, signal, or device, or that obstruct or physically interfere with the vision of drivers in approaching, merging or intersecting traffic. These provisions may be enforced by the FHWA, but an agreement with the State of California also requires Caltrans to enforce these provisions. All digital freeway sign applicants are required to obtain permitting from Caltrans prior to sign installation. The 2014 edition of the Outdoor Advertising Act provides the framework for review and permitting of signs by Caltrans.

The adopted digital sign ordinance exceeds the requirements enforced by Caltrans, including requiring an 8-second minimum message display time, a 2,500 foot minimum spacing between digital signs along the I-5 corridor, and a 0.3 foot-candle lighting minimum, including technology that adjusts the light level of the sign as it relates to the changing ambient light level surrounding the signs. Through state law, Vehicle Code and the city's adopted ordinance, digital freeway signs are prohibited from displaying flashing lights or images (see also **Advertising/Messaging** section below).

The proposed digital freeway sign complies with the above listed traffic safety requirements.

**Sign Appearance**

Height**.** *Heights of digital freeway signs shall be established relative to topography and setting so as to provide the best balance between the sign's purpose of effectively communicating a visual message, the setting (including topography and surrounding architecture), and freeway traffic safety. However, in no case shall the digital freeway sign (including structure) exceed a maximum height of 68 feet as measured from the finished grade of the center line of the nearest freeway to the top of the digital freeway sign face or structure, as applicable. Project applicants shall provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met.*

The proposed height of the digital freeway sign, including structural elements, is 65 feet as measured from the finished grade of the center line of I-5. The application shall be required to provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met.

Sign Area**.** *The maximum area of each digital display area shall not exceed 672 square feet per sign face.*

Six hundred and seventy-two (672) square feet is the industry standard for digital freeway signs which allows for an approximately 14 foot by 48 foot (14' x 48') display ("sign face"). The proposed digital freeway sign is in compliance with this standard.

Sign Structure and Pole Cladding**.** *Structure, style, and architectural detailing shall be subject to Planning Commission review and approval. Decorative pole covering is required for newly constructed digital freeway signs as well as any existing traditional billboard that is converted to a digital freeway sign. Such covering shall be high quality in material and finish and shall be subject to Planning Commission review and approval.*

The applicant proposes a relatively streamlined sign structure consisting of a 5' x 5' x 38' tall pole cover, with an outer skin painted "brushed aluminum," satin finish. The pole cladding is broken up by ½" tall reveals painted the same color as the pole. The digital display face will be enclosed within a narrow frame painted the same color as the pole. (See Elevations, Attachment 1.)

The City Council may request alternative design details, however, staff generally supports a more streamlined structure as proposed, to minimize distraction and sign clutter. The project includes a Condition of Approval (COA #9) requiring the applicant to continue to work with Planning staff and the Planning Commission Design Review liaison to finalize the design details of the base structure and ensure high quality materials and finished.

Illumination. *Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast* *between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas. The Applicant shall fund field testing by a qualified independent contractor or city staff trained in the use of a handheld photometer to demonstrate continued compliance.*

The proposed brightness level requirement is consistent with current best practices to minimize and control digital sign light levels within the context of ambient light levels. The 0.3 foot-candle is equivalent to approximately one third of the light that would be generated from a lit candle this is one foot away. The level would be perceptible at the low end to the human eye, over ambient light, on a surface, similar to average residential street illumination provided by low wattage street lights.

The proposed digital sign is in compliance with this standard.

Quality and Maintenance Plan. *The applicant shall demonstrate that the proposed digital sign display consists of the latest and best technology available and tested; that which provides high resolution, clear graphic display and consistent reliability and durability. The applicant must establish a quality and maintenance plan to ensure implementation of all above-listed development standards and to assure the proper maintenance and repair of the digital freeway sign as needed.*

The Maintenance Plan will be adopted as part of an approved Operating Agreement between the applicant and the city and will ensure a high quality appearance is maintained over time and to swiftly and effectively address any lighting or display errors and streamline routine maintenance and repair approvals.

**Advertising/Messaging**

Message Display. *Digital freeway signs shall display static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign. No static message shall include flashing or scintillating lighting, or varying light intensity. Digital freeway signs shall be operated with systems and monitoring in place to either turn the display off or show a "full black" image on the display in the event of a malfunction.*

(See Traffic Safety analysis above.)

The proposed digital freeway sign shall operate in compliance with this standard.

Minimum Display Time. *Each message or image on the sign shall be displayed for a minimum of eight (8) consecutive seconds. Transition or blank screen time between one still message or image and the next may not exceed one (1) second.*

These standards represent industry best practices to minimize driver distraction. The proposed 8 second minimum message display time is double that enforced by Caltrans and is the recommended advertisement display duration recommended by the Federal Highway Administration. The FHWA also recommends that transition between messages is between 1 and 2 seconds.

The proposed digital freeway sign shall operate in compliance with this standard.

**Community Benefit**

Community Messaging. *The City shall be provided with access to a minimum of five percent (5%) of the total available display time to allow the City to present messages of community interest. This access shall also include access for other appropriate agencies for the purpose of displaying public safety messages such as "Amber Alert" messages and emergency-disaster communications. The city shall retain sole discretion regarding the content and prioritization of messages displayed on the city's behalf, subject to specific standards of individual sign companies for displayed material.*

The applicant has guaranteed two permanent advertising spots or "clicks" - one on each digital display face - with a minimum of ten percent (10%) advertising time on the sign. The time would be available to advertise on a morning, noon and night basis with no restrictions, and as part of a regular 8 "click" rotation. The city may run multiple PSA advertisements in those clicks as needed for their events. We would also offer the city free additional time to advertise, on a space available basis (any unsold/unused time). The commitment will be recorded in an Operating Agreement approved by the City Council should the Conditional Use Permit application be approved.

Billboard Removal. *For every one square foot of digital message display area installed, the applicant must permanently remove at least two square feet of legally existing non-digital billboard display area within the city limits prior to operation of the digital freeway sign. An existing billboard being refurbished as a digital freeway sign may count toward the required permanent removals.*

This requirement is proposed to aide in the reduction of the overall square footage of off-premise, billboard displays throughout the city. Existing off-premise billboard signage shall be removed at a ratio of 2 square feet for every 1 square foot of digital signage (digital display/face) proposed. In other words, assuming a digital freeway sign with two display faces measuring the maximum permitted 672 square feet each is approved, a total of 2,688 square feet of static billboard signage must be removed. This might include the removal of a single, large, double-sided billboard along I-5, or several smaller "poster" sized billboards along East or Main Street.

The applicant is guaranteeing the removal of a minimum of 2,688 square feet of static billboards within the City, consistent with ordinance requirements, including the removal of:

- two (2) static billboard sign poles located on Main Street, with four billboard faces measuring 12ft x 25ft;
- four (4) static, 12ft x 25ft, sign faces locating on East Street; and
- most of the remaining smaller signage along East Street.

As an alternative, if it determined that the city would prefer an in-lieu fee, the applicant is willing to provide a fee of $50,000 per year to the city, in lieu of removing these billboards. If the city chooses billboard removal, it is suggested by the applicant that a period of 12 to 24 months be given for the removal of structures to allow the small businesses in the area to find other means of advertising. This would allow small business advertisers to continue advertising at lower costs for an agreed upon period of time. The applicant would also offer discounts to those advertisers wishing to go from static billboards to our digital freeway sign.

**Review/Permitting**

Conditional Use Permit, Site Plan and Design Review. *Digital freeway signs are conditionally permitted only as billboard relocations or as conversions of an existing billboard in place. Digital freeway signs that meet all location and development standards established in this section shall be subject to the granting of a conditional use permit, site plan, and design review approval by the Planning Commission.*

All digital freeway way signs shall be required to obtain a Conditional Use Permit and Site Plan and Design Review approval by the Planning Commission. The applicant may request a deviation from the development standards outlined in the digital freeway sign section of the zoning code, subject to review and consideration by the Planning Commission and subject to final approval of an Operating Agreement by the Woodland City Council as described below. The City Council may only approve deviations from the standards as typically required if it can be found that an alternative community benefit can be achieved that is equal to or greater than that which would have been achieved through strict compliance with the code requirements. If deviation from the standards is requested, the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application as well. Due to competing sign interests, this Conditional Use Permit, Site Plan and Design Review application has been elevated to the City Council for final review and consideration.

Operating Agreement. *The city and applicant shall enter into an operating agreement in conjunction with the issuance of a conditional use permit for a digital freeway sign. The city and applicant may use the operating agreement, on a case-by-case basis, to deviate from the development standards in subsection (i)(2) of this section or reduce the required billboard removals under subsection (i)(2)(C) of this section. The City Council will only approve an operating agreement if it determines that the operating agreement achieves community benefits that are equivalent or greater to those that would be achieved through strict compliance with subsection (i)(2) or (i)(2)(C) of this section. If deviation from the standards is requested, the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application as well.*

The Operating Agreement shall outline the specific terms of use, including those operational requirements as outlined above, maintenance and repairs provisions and any other provisions agreed to by the applicant and the city regarding the appearance and operation of the sign. If any specific provision as outlined in the ordinance cannot be met, the applicant may request a modification to the standard or a deviation from the standard, provided an alternative community benefit of equal or greater value or a lesser impact (visual, aesthetic, etc.) is achieved. In all cases, the Operating Agreement shall be reviewed and approved by the City Council.

At this time, the applicant's proposal meets all provisions of the Digital Sign Ordinance.

## General Plan Consistency

The following General Plan policies are applicable to freeway oriented signage:

Goal 1.K *To maintain and enhance the quality of Woodland's major corridors, city entrances, landscape, and streetscape.*

Policy 1.K.10 *The City shall promote efforts to improve the visual quality of entrances to Woodland and to Downtown. Development of these areas should include enhanced landscaping and site amenities that create pleasing gateways. Items that detract from the gateway image, such as attention-getting devices, outside storage and off-premise signs should not be allowed.*

The sign ordinance was amended in December 2015 to allow for a limited number of digital freeway signs along the Interstate 5 corridor as a means of potentially removing existing, dilapidated static billboards along both the Interstate 5 corridor and along major corridors internal to the city, including East and Main Streets.

Currently nine (9), two-sided, static billboards are located along the I-5 corridor within the Woodland city limits. Eleven (11) static billboards with a total of 18 display faces are located along the East and Main Street corridors, which lead into Woodland's historic downtown.

The applicant has guaranteed the removal of a minimum of 2,688 square feet of static billboard located along Main and East Streets, internal to the City, including the removal of over eight large (12ft x 25ft) static display faces.

Goal 9.D. *To promote the growth of tourism by enhancing the city's potential to attract tourists through preservation of historic resources, promotion, development of visitor attractions and provision of a variety of overnight accommodations.*

Policy 9.D.5 *The city shall consider the development of regular tourism programming on local cable television to provide information about cultural activities and other events for both tourists and residents.*

The installation of a limited number of digital freeway signs along the I-5 corridor will provide local businesses, hotels and organizations an opportunity to advertise along a major Interstate corridor. The city has received several letters from local businesses as well as from the Historic Downtown Business Association and the Woodland Farmer's Market in support of digital freeway signs (see Attachment 8). The Historic Woodland Downtown Business Association, in its letter, states that, "An electronic sign at the entrance to Woodland would bring many travelers to the downtown area instead of passing us by. This would attract new customers into Historic Downtown Woodland to visit shops and restaurants instead of solely stopping at the big box stores and mall in the area. [and]…that the economic value to the city of Woodland would be tremendous…"

Through the proposed dedication of "community messaging" display time, local city-sponsored events can be advertised to a broader, regional audience.

## Public Notification

Public notice advertising for the public hearing on this project was prepared by the Community Development Department in accordance with notification procedures set forth in the City of Woodland's Municipal Code and State Planning Law. Two methods of public notice were used:

- A legal notice was published in the Woodland Daily Democrat.
- Notices were mailed to all property owners within 300 feet of the specific project sites.

Copies of the factual staff report for the proposed project have been on file at City Hall since June 3, 2016.

## Environmental Assessment Status

A Mitigated Negative Declaration/Initial Study was prepared for the proposed digital freeway sign installation and circulated for public review from September 2, 2015 through October 2, 2015, for interested individuals and public agencies to submit written comments on the documents.

The Mitigated Negative Declaration/Initial Study for the sign installation did not identify any possible significant environmental impacts that would result from the project. Mitigation measures have been incorporated to identify onsite soil conditions and identify any site-specific engineering measures to be implemented during the construction of structure foundations and subsurface utilities. Minor revisions have been made to the proposed digital sign application since the Initial Study was prepared. However, the minor revisions do not change or alter the conclusions contained in the IS/MND in any way, and would not result in any potential environmental impacts beyond those analyzed in the Public Draft IS/MND.

Comment letters were received during the public review period from the State of California Department of Transportation (Caltrans), from the Central Valley Regional Water Quality Control Board and from the U.S. Army Corps of Engineers. The comment letters reiterate the existing standards and permit requirements from the agencies. Compliance with Caltrans, the Central Valley Water Board, and the Army Corps standards will be confirmed through the building permit process for the project, as applicable. The letters did not identify any possible significant impacts resulting from the project nor do any comments change the conclusions that were reached within the Mitigated Negative Declaration/Initial Study for the sign installation. No further environmental review of the project is required at this time.

**Commission/Committee Recommendation**

Planning Commission

On April 21, 2016, the Planning Commission held a public hearing to consider the two proposed digital freeway sign applications. After conducting the public hearing and receiving testimony from the project applicants, the Planning Commission adopted a resolution (Attachment 11) recommending City Council approve the digital sign located at 2140 Freeway Drive, as described above including approval of a Conditional Use Permit, Site Plan and Design Review application, on a vote of 5-1, with one member absent, with the following findings of approval:

a) The proposed Conditional Use Permit, Site Plan and Design Review application allowing for the installation and operation of a digital freeway sign at the southeast corner of 2140 Freeway Drive conforms to the City of Woodland General Plan and applicable provisions of the Zoning Ordinance, in that the use shall be conditionally permitted in its proposed location along the Interstate 5 freeway corridor between County Road 102 and the City/County boundary to the east, and appropriate conditions have been made part of the approval.

b) The site for the intended use is adequate in size, shape, topography, accessibility, and other physical characteristics to accommodate the use and required provisions of the Zoning Ordinance and satisfies all minimum physical standards required under the City's Zoning Ordinance for similar type uses.

c) The proposed location of the digital freeway sign is appropriate and beneficial to the City, is the preferred location for a digital sign along the Interstate 5 freeway and will not detract from existing businesses or other signage within immediate proximity to the proposed location or obscure existing directional signage along this stretch of the Interstate 5 corridor.

d) The proposed dedication of a minimum of five percent (5%) of advertising time on the digital sign for City use, including a minimum of one "click" on each display face is consistent with the Digital Freeway Sign Ordinance Section 25-24-30(2)(B)(ix), "Development Standards, Community Messaging."

e) The proposed removal of a minimum of 2,688 square feet of existing static billboard signage within the City along Main and East Streets is consistent with the Digital Freeway Sign Ordinance Section 25-24-

30(2)(C).

The Planning Commission also adopted a resolution recommending City Council deny the digital sign located at 530 Quality Circle, on a vote of 5-1, with one member absent, with the following findings of denial:

a) In consideration of the merits of two digital freeway sign applications and with the understanding that only one digital freeway sign is permitted along the Interstate 5 corridor between County Road 102 and the City/County boundary to the east, the Planning Commission recommends that the City Council support the sign that provides the greatest value to the community in terms of location, design, and overall benefit to the City.

b) The proposed digital freeway sign at 530 Quality Circle provides less value to the City in terms of overall benefit to the community because it does not result in the removal of existing static billboard signage within the city limits as spelled out in the Zoning Ordinance.

c) In light of the above, the proposed use is not desirable for the public convenience and would be detrimental to the general public welfare.

<u>Hoteliers Meeting</u>
On April 20, 2016, staff attended a meeting of the local hoteliers and provided an update regarding the digital sign applications. At the meeting, the Hoteliers expressed significant concern with the location of the proposed digital freeway sign at 2140 Freeway Drive given the sign's proximity to the hotels located along Freeway Drive including the Hampton Inn and Suites, Holiday Inn Express, Comfort Suites, and the Fairfield Inn and Suites. The Hoteliers were concerned that a sign located at 2140 Freeway Drive would potentially block views of their businesses, of the existing hotel signage and/or detract from the hotel's ability to gain driver attention and notice.

The Hoteliers expressed their support for a digital freeway sign and their interest in advertising on a digital sign in Woodland, but expressed strong preference for the digital sign proposed at 530 Quality Circle, located further east from the existing hotel businesses. The hotelier's also favored this more easterly sign as it would provide earlier exposure for northbound travelers in advance of the off-ramp of RD102.

<u>Staff Recommendation</u>
It was staff's original intent to remain neutral with regard to the individual sign applications, with the primary goal of providing a clear description of each of the digital freeway sign proposals for review and consideration by the Planning Commission and City Council. However, based partially on the opinions expressed by the adjacent hoteliers, as described above, and the potential resulting impacts to their guests and businesses, staff is recommending approval of the sign proposed at 530 Quality Circle which is approximately 500 feet further from the nearest hotel. The following is a list of additional location and design factors that informed staff recommendation.

The 2140 Freeway Drive sign is:

- 20 feet taller
- more visible from the nearest residential property west of County Road 102 both in terms of height and distance
- only 250 feet from the entrance to the County Road 102, I-5 off-ramp providing northbound drivers

limited time to safely exit the freeway after viewing the sign and would provide southbound drivers limited time to view the sign once they pass the County Road 102 overpass.
- in a more visually "crowded" location with more buildings and freeway oriented signage in close proximity.

The City's Ordinance only permits a single digital freeway sign along this segment of I-5. Given the recommendation for approval for the 530 Quality Circle sign, staff recommendation is for denial of the digital sign at 2140 Freeway Drive.

**Conclusion**

Staff recommends that the City Council:

1) Conduct the public hearing;
2) Direct staff to prepare the Resolution for Denial for the 2140 Freeway Drive digital sign application; and
3) Continue the item to June 21, 2016, the next regularly scheduled meeting of the City Council, to take final action to adopt the resolution for denial.

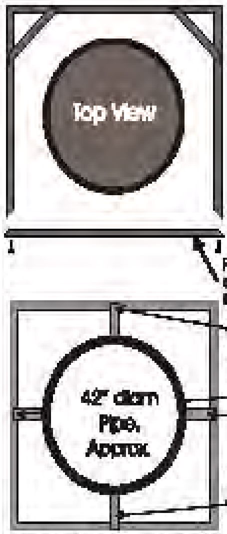
Prepared by: Erika Bumgardner, Senior Planner

Reviewed by: Cindy Norris, Principal Planner
Ken Hiatt, Community Development Director

Paul Navazio, City Manager

**ATTACHMENTS:**

Attachment 1 - Project Site Plan and Elevations, Photosimulations
Attachment 2 - Final Project Proposal/Terms
Attachment 3 - Digital Freeway Sign Application
Attachment 4 - Draft Conditions of Approval
Attachment 5 - CEQA Mitigated Negative Declaration
Attachment 6 - CEQA Comment Letters
Attachment 7 - Permitted Digital Freeway Sign Locations Map
Attachment 8 - Public Comment Letters
Attachment 9 - Published Public Hearing Notices for Zoning Ordinance Amendment
Attachment 10 - Digital Freeway Sign Ordinance
Attachment 11 - Planning Commission Resolution

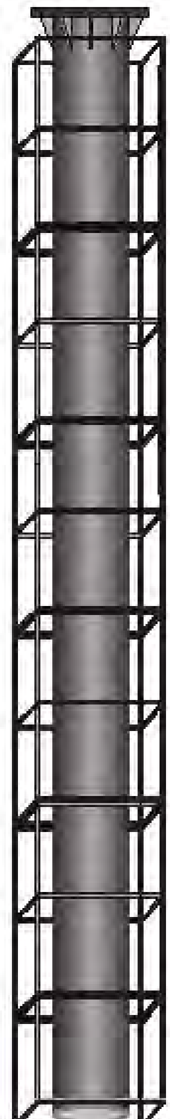



Fabricate and install one 5' x 5' x 38' tall pole cover
for new billboard.
Internal angle to be 1-1/2" x 1/1/2" x 3/16".

Outer skin to be .090 aluminum.
Painted Mathews "Brushed Aluminum". Satin finish.
¼" tall inset reveals painted same color as pole cover.

CBS copy on both sides to be routed out of aluminum and backed
with blue acrylic. 4" deep light box pan with white LED's mounted
behind routed opening. 20" x 44" overall.

Pole cover to be welded to pipe as noted in diagram.

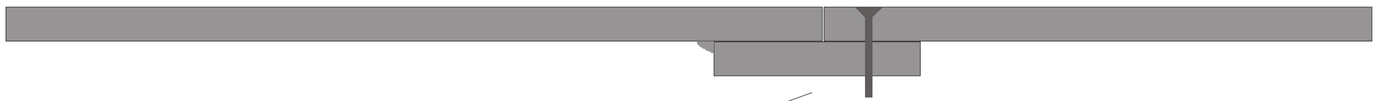



EQUITY
SIGN GROUP

CBS
OUTDOOR
ADDRESS
DATE 7-30-13
DRAWING NUMBER CBS 7-30-14

perimeter accent bars to be 1/8" thick plate aluminum. To include full perimeter of sign.
9" tall x 49'-6" long across top.
Continuous aluminum back channel bracing with vertical aluminum bracing to be bolted to existing horizontal stringers.

All to be painted Matthews "Brushed Aluminum". Satin finish.



Sections join together with overlap/backup strip.
Welded to one end and screwed together with countersunk flat-head screws at the joint.

Simulated view showing top only attached

Approx 6' long

Simulated view from back angle

EQUITY SIGN GROUP
FULL SERVICE - DESIGN, MANUFACTURE, INSTALL

CBS OUTDOOR

**ADDRESS** Calvine & Hwy 99
**DATE** 7-30-13
**DRAWING NUMBER** CBS 7-30-14


TOMATO


TOMATO


EMC
LOCATION
ROAD
102
Interstate 5
TARGET
COSTCO
Google earth
1993
38°40'25.81" N 121°43'30.36" W elev 42 ft eye alt 3324 ft

2140 - Freeway Drive, Woodland, CA

Exhibit "A"

**RESOLUTION NO. PC 16-09**

**RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WOODLAND RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A CONDITIONAL USE PERMIT, SITE PLAN AND DESIGN REVIEW APPLICATION ALLOWING FOR A 65-FOOT TALL DIGITAL FREEWAY SIGN AT THE SOUTHEAST CORNER OF 2140 FREEWAY DRIVE WITHIN THE COMMERCIAL HIGHWAY, ENTRYWAY OVERLAY ZONE**

**WHEREAS**, P.C. Dixon I, LLC and Pacific Horizon Group, LLC, submitted an application to the City of Woodland for the installation and operation of a digital freeway sign at the southeast corner of 2140 Freeway Drive within the Commercial Highway, Entryway Overlay Zone; and

**WHEREAS,** on December 1, 2015, the City Council adopted Ordinance No. 1594, which amended Section 25-24-15, 25-24-20, and 25-24-30 of Article 24 of Chapter 25 of the Woodland Municipal Code (the Zoning Code) to permit digital freeways signs within the City of Woodland and to add requirements and regulations regarding digital freeways signs along specific sections of the Interstate 5 freeway corridor; and

**WHEREAS,** the City's Municipal Code provides that not more than one digital freeway sign shall be permitted along Interstate 5 between County Road 102 and the City/County boundary to the east, and no digital freeway sign shall be located within 2,500 feet of any other digital freeway sign within the city limits as stated in Article 24 of Chapter 25 of the Woodland Municipal Code; and

**WHEREAS,** the proposed digital freeway sign at 2140 Freeway Drive is located within a segment of the Interstate 5 freeway corridor (between County Road 102 and the City/County boundary to the east) that permits one digital freeway sign, and no other digital freeway signs currently exist within that freeway segment nor within 2,500 feet of the proposed sign location; and

**WHEREAS,** the City received two separate digital freeway sign applications for the stretch of the Interstate 5 freeway corridor between County Road 102 and the City/County boundary to the east and must therefore consider the relative merits of both proposed signs and recommend one of the two signs for City Council approval; and

**WHEREAS,** an Initial Study analyzed the proposed digital freeway sign at 2140 Freeway Drive for potential impacts to the environment pursuant to the provisions of the California Environmental Quality Act (CEQA), and it was determined that the project would not result in any significant impacts; and

**WHEREAS**, based on the Initial Study, a Mitigated Negative Declaration was prepared for this project pursuant to CEQA; and

**WHEREAS**, on September 2, 2015, an Initial Study and proposed Mitigated Negative Declaration were completed and distributed to agencies and interested parties for a 30-day public review period for review and comment on the Mitigated Negative Declaration, and a notice of the public review period was published in the general circulation newspaper pursuant to CEQA; and

**WHEREAS**, the Woodland Planning Commission held a duly noticed public hearing on April 21, 2016, to review and consider recommending to the City Council approval of the proposed digital freeway sign at the southeast corner of 2140 Freeway Drive within the Commercial Highway, Entryway Overlay Zone; and

**WHEREAS**, proper notice of this public hearing was given in all respects as required by law; and

**WHEREAS,** all persons who desired to submit written or oral public comment before or during the public hearing were provided with an opportunity to do so; and

**WHEREAS**, the Planning Commission has reviewed all written evidence and oral testimony presented to date.

**NOW, THEREFORE, BE IT RESOLVED**, that the Planning Commission of the City of Woodland, based on substantial evidence in the administrative record of proceedings and pursuant to its independent review and consideration, does hereby make the following findings, determinations, and recommendations with respect to the proposed Conditional Use Permit, Site Plan and Design Review application for a digital freeway sign at 2140 Freeway Drive:

1) The Planning Commission, in recommending to the City Council approval of the installation and operation of a digital freeway sign at the southeast corner of 2140 Freeway Drive within the Commercial Highway, Entryway Overlay Zone, hereby makes the following findings:

   a) The proposed Conditional Use Permit, Site Plan and Design Review application allowing for the installation and operation of a digital freeway sign at the southeast corner of 2140 Freeway Drive conforms to the City of Woodland General Plan and applicable provisions of the Zoning Ordinance, in that the use shall be conditionally permitted in its proposed location along the Interstate 5 freeway corridor between County Road 102 and the City/County boundary to the east, and appropriate conditions have been made part of the approval.

   b) The site for the intended use is adequate in size, shape, topography, accessibility, and other physical characteristics to accommodate the use and required provisions of the Zoning Ordinance and satisfies all minimum physical standards required under the City's Zoning Ordinance for similar type uses.

   c) The proposed location of the digital freeway sign is appropriate and beneficial to the City, is the preferred location for a digital sign along the Interstate 5 freeway and will not detract from existing businesses or other signage within immediate proximity to the proposed location or obscure existing directional signage along this stretch of the Interstate 5 corridor.

d) The proposed dedication of a minimum of five percent (5%) of advertising time on the digital sign for City use, including a minimum of one "click" on each display face is consistent with the Digital Freeway Sign Ordinance Section 25-24-30(2)(B)(ix), "Development Standards, Community Messaging."

e) The proposed removal of a minimum of 2,688 square feet of existing static billboard signage within the City along Main and East Streets is consistent with the Digital Freeway Sign Ordinance Section 25-24-30(2)(C).

2) The Planning Commission does hereby recommend to the City Council approval of Application No. PLNG 16-00062 including approval of the Conditional Use Permit, Site Plan, and Design Review application subject to the conditions of approval included in "Exhibit 1," allowing for the installation and operation of a digital freeway sign at the southeast corner of 2140 Freeway Drive within the Commercial Highway, Entryway Overlay Zone.

**PASSED AND ADOPTED** by the Planning Commission of the City of Woodland at a regular meeting on the 21st day of April, 2016, by the following vote:

| | |
|---|---|
| AYES: | Holt, Lizarraga, Murphy, Ortega-Lampkin, Wells |
| NOES: | Lopez |
| ABSTAIN: | none |
| ABSENT: | Harris |

Chairperson

**ATTEST:**

Cindy Norris

Cindy Norris, Principal Planner

## EXHIBIT 1

## CONDITIONS OF APPROVAL

### PLANNING

1. The approved project is described in the staff report and exhibits for the ____________ City Council meeting to allow the construction and operation of a 65 foot tall, double-sided digital freeway sign located at the southeast corner of the property at 2140 Freeway Drive. The sign will include a standard 14' x 48' message center. The sign would be located alongside the I-5 freeway westbound traffic lane. The project shall be constructed as depicted on the attached elevations (Exhibit A).

2. Approval and implementation of the Conditional Use Permit (CUP) is contingent upon approval and execution of an Operating Agreement between the City of Woodland and the project applicant/sign owner.

3. The digital freeway sign shall be installed, operated, and maintained in a manner that is consistent with the City's Digital Freeway Sign Ordinance as adopted by City Council on December 1, 2015 by Ordinance No. 1954, unless otherwise specified in these conditions of approval or as described in the project staff report prepared for the ____________ City Council meeting.

4. The applicant shall defend, indemnify, and hold harmless the City of Woodland, its agents, officers or employees from any claim, action, or proceeding against the City or its agents, officers or employees to attack, set aside, void, or annul an approval of the subject application by the City, its legislative body, advisory agencies, or administrative officers. The City will promptly notify the applicant of any such claim, action, or proceeding against the City and the applicant will undertake defense of the matter with counsel reasonably acceptable to City.

5. The applicant shall secure approval and satisfy requirements of all agencies that have jurisdiction including Cal Trans. Applicant shall provide the City with a copy of Caltrans approval prior to issuance of any building permit.

6. Final Plan Set: Prior to the issuance of building permits, the applicant shall include a Final plan set, with all conditions of approval incorporated or clearly listed on the plans. The conditions shall be printed on a full-size plan sheet(s).

7. The CUP must be exercised within one year of issuance, or it shall be null and void without further action; except that the Community Development Director may extend the approval of a CUP for one (1) additional year, with the same conditions of approval, if circumstances have not changed. The request in writing must be received prior to the expiration of the use permit.

8. At the time of submittal for building permit, Site Plan Review shall be performed by the Planning Division to ensure substantial compliance with the approved set of plans, pursuant to the requirements of Section 25-21-60 of the Zoning Ordinance.

9. Prior to Building Permit submittal and/or issuance of any building permit, applicant shall work with Planning Division staff and the Planning Commission Design Review Liaison to finalize the design of the sign structure, which may include a more decorative base structure but shall generally maintain a streamlined appearance.

10. The colors and materials of construction of the new structures shall be reviewed and approved by the Planning Division prior to building permit issuance. Colors and materials shall be consistent with the plan elevations and approved project description, unless otherwise approved by the Community Development Director.

11. Any ground mounted equipment shall be adequately screened from view from all public right-of-ways. Proposed screening may include fencing, a solid block wall and/or landscaping and shall be submitted for review and approval prior to issuance of any building permit.

12. Any replacement and/or upgrade of the digital sign structure or digital display face/screen shall be submitted for review and approval by the Community Development Department prior to installation and/or prior to issuance of any building permit.

13. No signs, other than warning and safety signage, shall be located on the structure or ancillary facility.

14. Prior to final inspection, applicant shall provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that the sign does not exceed the maximum allowed height for the sign as measured from the centerline of Interstate 5.

15. If the operation of this use does not comply with the Conditions of Approval or the General Plan or Zoning this conditional use permit may be subject to all applicable proceedings by the City to ensure compliance with the Conditions of Approval and all applicable laws.

**DEVELOPMENT ENGINEERING DIVISION**

16. Prior to construction, applicant shall obtain an encroachment permit from the City for any work within the right-of-way. Applicant shall be responsible for all encroachment permit fees including; plan check, traffic control, inspection of improvements, and inspections of existing facilities and repair of same. All repairs shall be done by a qualified licensed contractor subject to the approval of the City.

17. Applicant shall maintain a safe and secure job site at all times and shall provide a 24 hour emergency contact to the City prior to start of construction.

## BUILDING

18. This project must meet all criteria and mandates for these City adopted codes or the most current code:

    A. 2013 California Building Code
    B. 2013 California Plumbing Code
    C. 2013 California Mechanical Code
    D. 2013 California Electrical Code
    E. 2013 Building Energy Efficiency Standards
    F. 2013 California Green Building Code
    G. The Code of the City of Woodland

19. Other City and County Agencies (Health, Fire, Public Works, and Planning, Air Resources Board) may be required to approve the project prior to a building permit being issued.

20. Any deferred submittals that are not a part of the initial permit application must be listed on the cover sheet of the plan at the time of application for the project.

21. All plans, computations, and specifications to be prepared and designed by an architect or engineer licensed by the state of California.

22. A licensed architect or licensed engineer shall be responsible for reviewing and coordinating all submittal documents prepared by others, including deferred submittal items, for compatibility with the design of the building and project area.

23. FEMA Flood Certificate for final project electrical systems shall be at or above Base Flood Elevation.

    NOTE: Site is located within the Special Flood Hazard Area. Determination of exact flood elevation will be required for this project.

24. Prior to the issuance of any building permit, a subsurface geotechnical investigation must be performed to identify onsite soil conditions and identify any site-specific engineering measure to be implemented during the construction of structure foundations and subsurface utilities. Applicant to submit for review a geotechnical soils report and subsurface investigation with construction documents.

## PG&E

25. The relocation of any existing PG&E facilities shall be done at the applicant's sole cost and expense. The applicant shall contact USA at (800) 227-2600 to locate existing facilities prior to digging.

## EXHIBIT A

**[Approved Site Plan and Elevations]**

## DIGITAL FREEWAY SIGN ORDINANCE

(adopted by City Council on December 1, 2015)

"(2) Digital Freeway Signs. Digital freeway signs are conditionally permitted only as billboard relocations or as conversions of an existing billboard in place. Digital freeway signs that meet all location and development standards established in this section shall be subject to the granting of a conditional use permit, site plan, and design review approval by the Planning Commission, as set forth in Section 25-27-30 (Planning Commission action). Such procedures are in lieu of the zoning administrator approval set forth in Section 25-40-50.

(A) Location.

i. Notwithstanding anything in Chapter 25, digital freeway signs are permitted along two specific segments of the Interstate 5 (I-5) Corridor as described below:

a. Segment One: The first permitted section of the I-5 corridor begins where the city boundary bisects the I-5 corridor to the north and runs south along I-5 to the East Main Street freeway underpass, excluding the section of frontage on the north side of I-5 between the East Beamer Street underpass and the East Kentucky Avenue overpass. Not more than two digital freeway signs (including up to two digital display areas/faces each sign) are permitted within this segment. (The signs may be located on the same side of the freeway, or one on each side of the freeway, but not more than two, total.)

b. Segment Two: The second permitted section along I-5 begins at County Road 102 and runs east along I-5 to the eastern boundary of the city. Not more than one digital freeway sign (including up to two digital display areas/faces) shall be permitted within this segment.

Digital freeway signs shall be located within five-hundred feet of the freeway right-of-way. No digital freeway sign shall be located within 2,500 feet of another digital freeway sign on the same or opposite side of the freeway, subject to the maximum number of digital freeway signs permitted within a segment as described above. No digital freeway signs outside of these two specific areas shall be permitted.

The location of digital freeway signs shall be verified by the City Engineer to ensure no conflict exists between the location of the proposed sign and the Interstate 5/State Route 113 direct connect interchange project as identified in the Cal Trans Project Report dated April 6, 2000 or as otherwise amended or updated by Cal Trans or the City. Updates shall include the development of project plans. When reviewing for conflicts, the City Engineer will review for physical conflicts as well as visual conflicts.

ii. Proximity to Residential Uses. No Digital Freeway Signs shall be located between E. Main Street and E. Beamer Street or within 1,200 feet of any existing residential property in existence at the time of adoption of the digital freeway signs standards, unless it can be demonstrated by the applicant, that the proposed sign installation cannot be viewed from the residential property. A "balloon test" (or similar) may be required and shall be paid for by the applicant to determine visual impacts of a proposed digital freeway sign display and to demonstrate that the proposed sign cannot be viewed from a residential property.

(B) Development Standards. Any new off-premise digital freeway sign or a legally existing billboard refurbished to become a digital freeway sign shall be subject to the development standards below and issuance of a conditional use permit.

i. Number of Faces. A digital freeway sign may consist of, at most, two digital display areas, each positioned to be visible only by opposing directions of traffic. Double-faced signs shall not have an interior angle between the face of the panels greater than 20 degrees, unless a visibility study is provided showing that a greater angle is necessary to achieve reasonable sign visibility, up to a maximum of 45 degrees.

ii. Height. Heights of digital freeway signs shall be established relative to topography and setting so as to provide the best balance between the sign's purpose of effectively communicating a visual message, the setting (including topography and surrounding architecture), and freeway traffic safety. However, in no case shall the digital freeway sign (including structure) exceed a maximum height of 68 feet as measured from the finished grade of the center line of the nearest freeway to the top of the digital freeway sign face or structure, as applicable. Project applicants shall provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met.

iii. Area. The maximum area of each digital display area shall not exceed 672 square feet per sign face.

iv. Distance Between Signs. No digital freeway sign shall be located within 2,500 feet of any other digital freeway sign within the city limits and no closer than 250 feet to any other freeway oriented sign over 30 feet in height on the same side of the freeway. No more than two freeway oriented signs over 30 feet in height (e.g. a digital freeway sign plus one additional freeway oriented, multi-tenant monument sign above 30 feet in height) shall be permitted on a single parcel or multiple parcels developed as a single retail, office, or industrial center. One sign shall not directly or substantially impede the view of another sign for any prolonged length of travel time of a passing driver on Interstate 5.

v. Sign Structure. Structure, style, and architectural detailing shall be subject to Planning Commission review and approval.

vi. Pole Cladding. Decorative pole covering is required for newly constructed digital freeway signs as well as any existing traditional billboard that is converted to a digital freeway sign. Such covering shall be high quality in material and finish and shall be subject to Planning Commission review and approval.

vii. Message Display. Digital freeway signs shall display static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign, except that static images may be changed at the frequency set forth in subsection (viii), below. No static message shall include flashing or scintillating lighting, or varying light intensity. Digital freeway signs shall be operated with systems and monitoring in place to either turn the display off or show a “full black” image on the display in the event of a malfunction.

viii. Minimum Display Time. Each message or image on the sign shall be displayed for a minimum of eight (8) consecutive seconds. Transition or blank screen time between one still message or image and the next may not exceed one (1) second.

ix. Community Messaging. The City shall be provided with access to a minimum of five percent (5%) of the total available display time to allow the City to present messages of community interest. This access shall also include access for other appropriate agencies for the purpose of displaying public safety messages such as “Amber Alert” messages and emergency-disaster communications. The City shall retain sole discretion regarding the content and prioritization of messages displayed on the City’s behalf, subject to specific standards of individual sign companies for displayed material.

x. Illumination. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas.

The applicant shall demonstrate through field testing compliance with a 0.3 footcandle increase, or less, over ambient light at a distance of 250 feet during nighttime conditions upon initial start-up, again at 6 months of operation and at the reasonable request of the City for the life of the sign. The Applicant shall fund field testing by a qualified independent contractor or City staff trained in the use of a handheld photometer to demonstrate continued compliance.

If increases in ambient light are found to be above the 0.3 footcandle level, the dimming level shall be adjusted until this level can be demonstrated.

This must be completed and demonstrated through follow-up field testing within 24 hours or the billboard shall not be operated until the lighting levels can be brought into compliance.

xi. Traffic Safety. The digital sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign shall not reduce required on-site parking availability and shall not interfere with on-site vehicular circulation.

xii. Future Technologies. There may be alternate, preferred, or superior technology available in the future to illuminate digital freeway signs. These alternate technologies may be incorporated into existing legally permitted digital freeway signs in the future without additional permissions from the Planning Commission or City Council so long as (i) the requisite maximum brightness standards are met and (ii) no substantial exterior physical change to the digital display area will occur. The owner shall be responsible for obtaining any required ministerial permits for technology improvements as required by applicable code standards. The city shall expedite any such required approvals for technology that is superior in energy efficiency over previous generations or types.

xiii. Quality and Maintenance Plan. The applicant shall demonstrate that the proposed digital sign provides high resolution, clear graphic display and consistent reliability and durability. The applicant must establish a quality and maintenance plan to ensure implementation of all above-listed development standards and to assure the proper maintenance and repair of the digital freeway sign as needed.

(C) Billboard Removal. For every one square foot of digital message display area installed, the applicant must permanently remove at least two square feet of existing legal conforming or nonconforming billboard display area within the city limits prior to operation of the digital freeway sign. An existing billboard display area being converted to a digital freeway sign may count toward the required permanent removals.

(D) Operating Agreement. The city and applicant shall enter into an operating agreement, subject to City Council approval, in conjunction with the issuance of a conditional use permit for a digital freeway sign. The city and applicant may use the operating agreement, on a case-by-case basis, to deviate from the development standards in subsection (i)(2) of this section or reduce the required billboard removals under subsection (i)(2)(C) of this section. The city council will only approve an operating agreement if it determines that the operating agreement achieves community benefits that are equivalent or greater to those that would be achieved through strict compliance with subsection (i)(2) or (i)(2)(C) of this section. If deviation from the foregoing development standards is requested, the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application.

(E) Compliance with Applicable Laws and Regulations. The owner of the digital freeway sign shall comply with all applicable federal, state, or local laws, including the Highway Beautification Act of 1965 (23 United States Code Section 131), the Outdoor Advertising Act (California Business and Professions Code Section 5200 *et seq*.), and this chapter, when constructing, operating, improving, maintaining, repairing, and removing the digital billboard."

Date: May 27, 2016

To: Erika Bumgardner
City of Woodland
Planning Division

From: Ron Caceres (For Applicant – P.C. Dixon I, LLC, Pacific Horizon Group, LLC and Outfront Media)

Re: Billboard Proposal for 2140 Freeway Drive, Woodland, CA

Pursuant to your request, please find enclosed our proposal for your consideration at the June 7, 2016 City Council Meeting. Our proposal would include the following elements:

1. **Billboard Removal** – In keeping with the spirit of the existing sign ordinance, and in trading "like for like" as the zoning ordinance intended, we are willing and able to remove up to 2688 SF of billboards on East Street and/or Main Street that are owned by our billboard partner, Outfront Media. As an alternative, if it is determined that the city would prefer an in-lieu of fee, we are willing to provide a fee of $50,000 per year to the city, in lieu of removing these billboards. If the city chooses billboard removal, we would suggest a time period of 12 to 24 months be given for the removal of the structures to be removed to allow the small businesses in the area to find other means of advertising. This was done with both digital signs built in Rancho Cordova. This would allow small business advertisers to continue advertising at lower costs for an agreed upon period of time. We would also offer discounts to those advertisers wishing to go from static billboards to our digital freeway sign.

2. **Community Messaging** – We are willing to guarantee 2 "clicks" which is 12.5% of the available time on the sign, but not less than 10% of all available time, to be donated to the city to use to advertise non-profits and city initiatives. The time would be available to advertise morning, noon and night basis with no restrictions, and as part of a regular 8 "click" rotation. The city may run multiple PSA advertisements in those clicks as needed for their events. We would also offer the city free additional time to advertise, on a space available basis (any unsold/unused time).

3. **"Go Dark" provision** – Our proposal includes the ability to turn the sign off during late night and early morning hours. We would be willing to negotiate reasonable hours in which our sign would be turned off (normal accepted practice is 12-5 am).

4. **Professional Operation and Management** – Our digital sign will be managed by Outfront Media, a leader in operating digital signs. As part of our proposal, Outfront will also manage the advertising for the City of Woodland at no charge. Outfront currently manages all of the PSA for the County of Sacramento and the City of Rancho Cordova on the signs that they own in their respective areas.

5. **Managing content** - We are willing to negotiate the content that we advertise on the sign, and restrict certain content. Outfront Media has set prohibited advertising that they have agreed to and operated under for years, with no issues, at Cal Expo (State of California) and for almost a year with the County of Sacramento for their sign at Calvine Road in Sacramento. In general, alcohol ads are standardly accepted throughout the markets, but cigarette ads are illegal under federal law. We will be happy to address this in our operating agreement with the city.

6. **Hotel advertising** – As a part of our commitment to assist the city, we are willing to offer a special advertising promotion for hotels. We would offer the hotels free advertising, on a space available basis during the first 18 months of sign operation, as well as a 50% discount on advertisements for a 2-year period. We feel this will result in more hotel stays and thereby increase the hotel tax revenue that the city receives each year.

7. **Aesthetics/Design** – Our proposal offers a streamlined design of the billboard pole and structure. We will continue to work with the city on an acceptable design, as well as offer a location for a "Welcome to Woodland" or city logo on the actual sign structure, if the city so desires.

8. **Local Partners** – Two of the parties involved in the sign reside in Yolo County (Chuck Krouse and Ron Caceres) and one of those partners lives in Woodland. Ron Caceres has lived in Woodland for over 25 years and has demonstrated a history of improving downtown Woodland and of community involvement. Mr. Caceres owns several buildings downtown and has a vested interest in seeing Woodland thrive. Once completed, his proposed "Treehouse" music venue will be a frequent advertiser on the digital freeway sign. We lease the land under the proposed sign from the Tresner Family ( Steve Tresner and his daughter Holly Arnold) who have owned and operated Fitness Systems in Woodland for over 10 years.

In conclusion, we are also willing to consider additional goals/requests of the City Council and work with staff to incorporate any additional recommendations from Council into the Operating Agreement. We feel strongly that our proposal offers the most community benefits to the city, and to the citizens of Woodland.

City of Woodland

**Community Development Department**
300 First St, Woodland CA 95695
(530) 661-5820 Fax (530) 406-0832
www.cityofwoodland.org

# General Application Form

## 1. Owner/Applicant

**PROPERTY OWNER:** WOODLAND FITNESS, LLC
**MAILING ADDRESS:** 2140 FREEWAY DRIVE
**CITY STATE ZIP CODE:** WOODLAND, CA 95776
**PHONE NUMBER:** (530) 668-1200
**E-MAIL ADDRESS:**

**PROJECT APPLICANT** P.C. DIXON I, LLC & PACIFIC HORIZON GROUP, LLC
**MAILING ADDRESS:** 1207 CLEVELAND ST.
**CITY STATE ZIP CODE:** WOODLAND, CA 95695
**PHONE NUMBER:** (916) 417-7774
**E-MAIL ADDRESS:** roncaceres@sbcglobal.net

## 2. Application Requested

- ☐ General Plan Petition
- ☒ Zoning Amendment ~~5038~~ ~~3028~~ 5503
- ☐ General Plan Amendment
- ☐ Tentative Subdivision Map
- ☐ Tentative Parcel Map
- ☐ Lot Line Adjustment
- ☐ Site Plan Review
- ☐ Design Review
- ☐ Sign Design Review
- ☒ Conditional Use Permit (CUP)
- ☐ Zoning Administrator Permit
- ☐ Variance 1624
- ☐ Public Convenience or Necessity
- ☒ Other Comp Sign & Zoning Amendment

Is this request part of another application? ☐ Yes ☐ No If so, what? Liabily act

## 3. Project Description

**Project Name:** ELECTRONIC MESSAGE CENTER (PORTION OF) +/1.99 ACRE SITE

**Site address or location:** 2140 FREEWAY DRIVE

**Total Acres or Square Feet** +/- 1.99 ACRES - (PORTION OF)

**Assessor's Parcel Number:** 027-851-011-000

Is Your Project Located in a Flood Zone? ☒ Yes ☐ No

Does this request include signage? ☒ Yes ☐ No

## 4. Justification for Request

☞ <u>On a separate sheet, explain in detail your request and why you believe your request is justified.</u>

2140 FREEWAY DR, PLNG14-00062
WOODLAND FITNESS -
ZONE CHANGE/COMP SIGN

## 5. General Plan Amendment

| Existing General Plan Designation | Gross Acres | Proposed General Plan Designation | Gross Acres |
|---|---|---|---|
| HIGHWAY COMMERCIAL | +/- 1.99 | | |

## 6. Zoning Amendment

| Existing Land Use Zone | Gross Acres | Proposed Land Use Zone | Gross Acres |
|---|---|---|---|
| | | | |

## 7. Residential Development N/a

**No. of residential units are being requested?** ____

Single Family ____ Half-plex ____

Duplex ____ Apartments ____

Condominiums ____ Other ____

Townhomes ____ **Total Units** ____

**No. of lots will be created by this project?** ____

Do you intend to market the units for sale?

☐ YES ☐ No

Do you intend to market the units for rent?

☐ YES ☐ No

## 8. Commercial/Industrial Development

**Indicate the type of commercial/industrial development proposed:**

FREEWAY BILLBOARD SIGN

**Indicate the gross and leasable square footage for each type of development:**

____

## 9. Authority to File Application

**Check one:**

☐ Property Ownership ☐ Power of Attorney*

☐ Contract to Purchase* ☒ Other

Specify LEASEHOLD INTEREST

*Attach Evidence of Authority

Date Recived Stamp Here

I hereby certify that the above information and accompanying documents are true and accurate to the best of my knowledge and acknowledge that the processing of this application may require additional fees and expenses for the preparation of necessary environmental documentation and planning studies. I certify that I have reviewed the current Hazardous Waste and Substances Site List, developed pursuant to AB 3750, and found that my project is not on the list.

**APPLICATION WILL NOT BE ACCEPTED WITHOUT SIGNATURE OF LEGAL OWNER OR OFFICIAL AGENT**

[signature] 9/2/14

**Applicant:** **Date**

[signature] 09/2/2014

**Legal Owner:** **Date**

**Legal Owner:** **Date**

### DEPARTMENT USE ONLY

Amount Paid: ____ Project No: ____

Amount Due:: ____ Logged by: ____ Date: ____

GP / Zoning Designation: ____ Planner: ____ Date: ____

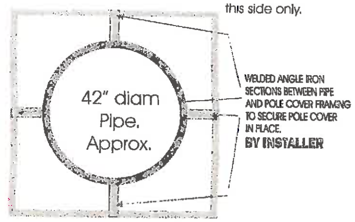
N:\ComShare\DEPARTMENTS\PLANNING DEPT\FORMS\AAAA APPLICATION FORM October 2012.doc

## STATEMENT OF JUSTIFICATION

The City of Woodland has no digital billboard or electronic message centers (EMC's). If it did, as many cities do, it could inform highway traffic, Woodland residents and commuters as to community events and activities happening within Woodland. The ownership of the sign will donate a minimum of five percent (5%) of the time, and up to ten percent (10%) on a space available basis, for non-profit and public service messages. The Downtown Business Association, Farmer's Market and City of Woodland, for example, can utilize the space. It could also convey public service messages, Which can be changed instantly, to convey "amber alerts" or major traffic issues. With the standard sized 14' x 48' message center, that is also double-sided, it will be very visible to both northbound and southbound travelers along Interstate 5.

The location, adjacent to Interstate 5 Northbound traffic lane, is ideal. It is located just south of the first Woodland exit on Interstate 5 (at Road 102) and allows for a long sightline for northbound travelers coming from Sacramento. It would be the first electronic message center they would see upon driving north from the airport or Natomas. Additionally, it would be the last message seen upon leaving Woodland, traveling southbound along Interstate 5.

Besides off-premises advertising, the City of Woodland businesses will derive a community benefit from this electronic message center. Woodland car dealerships, not visible to I-5 traffic can also use this electronic message board, making them more competitive, and in turn increasing sales that lead to additional sales tax, jobs, and helps promote business retention.

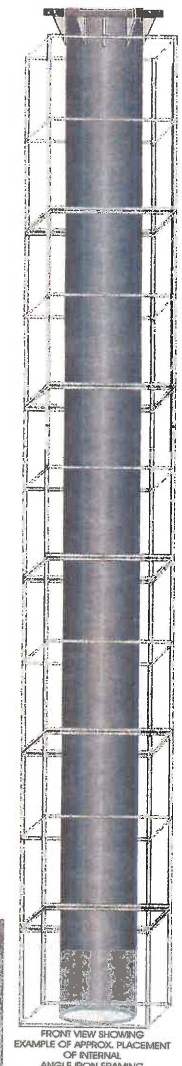



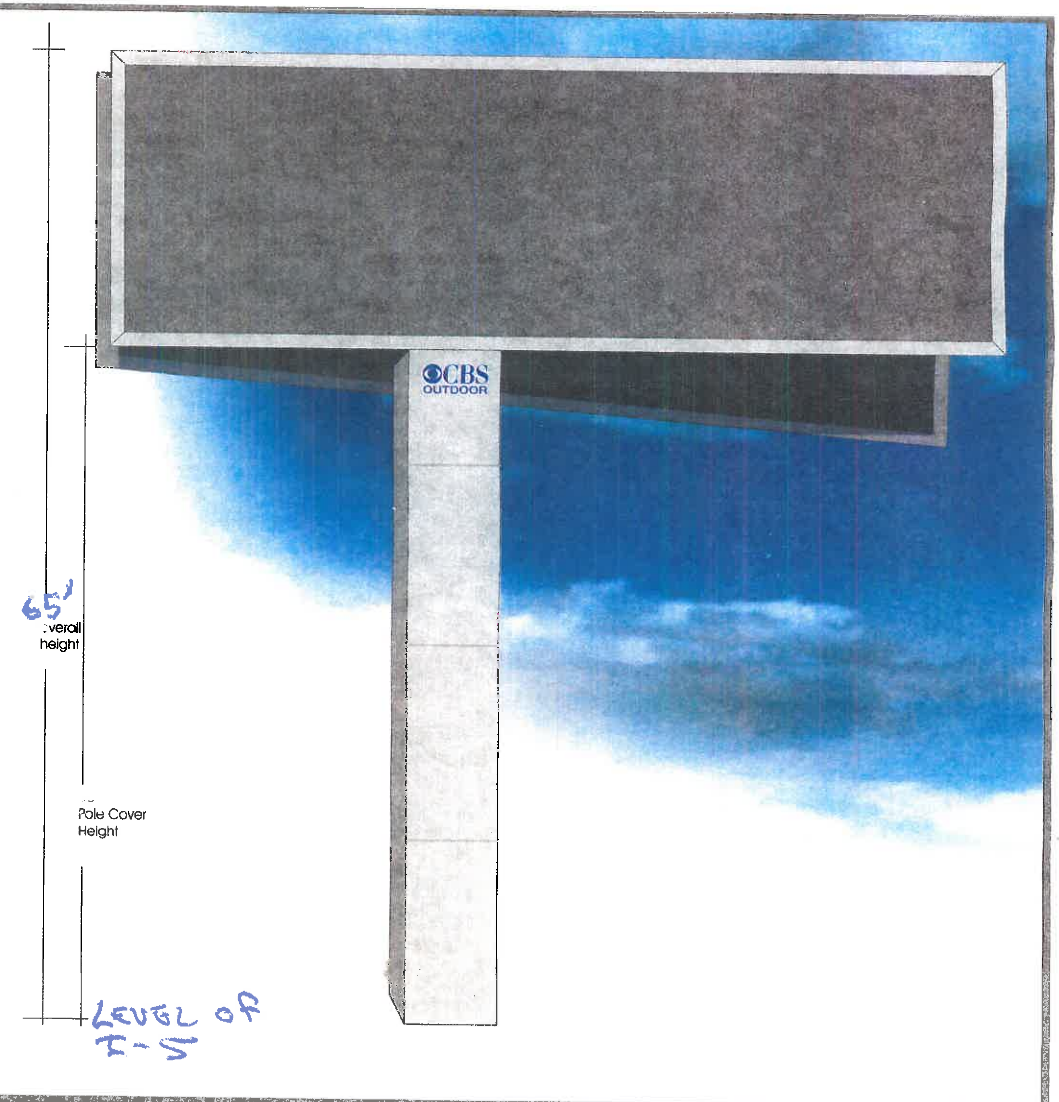

Fabricate and install one **5' x 5' x 38'** tall pole cover for new billboard.
Internal angle to be 1-1/2" x 1/1/2" x 3/16".

Outer skin to be .090 aluminum.
Painted Mathews "Brushed Aluminum". Satin finish.
½" tall inset reveals painted same color as pole cover.

CBS copy on both sides to be routed out of aluminum and backed with blue acrylic. 4" deep light box pan with white LED's mounted behind routed opening. 20" x 44" overall.

Pole cover to be welded to pipe as noted in diagram.




**EQUITY SIGN GROUP**
FULL SERVICE - DESIGN, MANUFACTURE, INSTALL

CBS OUTDOOR
ADDRESS
DATE 7-30-13
DRAWING NUMBER CBS 7-30-14


2140-
Freeway Drive, Woodland CA

Exhibit "A"

**- DRAFT -**
**CONDITIONS OF APPROVAL**

## PLANNING

1. The approved project is described in the staff report and exhibits for the ______________ City Council meeting to allow the construction and operation of a 65 foot tall, double-sided digital freeway sign located at the southeast corner of the property at 2140 Freeway Drive. The sign will include a standard 14' x 48' message center. The sign would be located alongside the I-5 freeway westbound traffic lane. The project shall be constructed as depicted on the attached elevations (Exhibit A).

2. Approval and implementation of the Conditional Use Permit (CUP) is contingent upon approval and execution of an Operating Agreement between the City of Woodland and the project applicant/sign owner.

3. The digital freeway sign shall be installed, operated, and maintained in a manner that is consistent with the City's Digital Freeway Sign Ordinance as adopted by City Council on December 1, 2015 by Ordinance No. 1954, unless otherwise specified in these conditions of approval or as described in the project staff report prepared for the ______________ City Council meeting.

4. The applicant shall defend, indemnify, and hold harmless the City of Woodland, its agents, officers or employees from any claim, action, or proceeding against the City or its agents, officers or employees to attack, set aside, void, or annul an approval of the subject application by the City, its legislative body, advisory agencies, or administrative officers. The City will promptly notify the applicant of any such claim, action, or proceeding against the City and the applicant will undertake defense of the matter with counsel reasonably acceptable to City.

5. The applicant shall secure approval and satisfy requirements of all agencies that have jurisdiction including Cal Trans. Applicant shall provide the City with a copy of Caltrans approval prior to issuance of any building permit.

6. Final Plan Set: Prior to the issuance of building permits, the applicant shall include a Final plan set, with all conditions of approval incorporated or clearly listed on the plans. The conditions shall be printed on a full-size plan sheet(s).

7. The CUP must be exercised within one year of issuance, or it shall be null and void without further action; except that the Community Development Director may extend the approval of a CUP for one (1) additional year, with the same conditions of approval, if circumstances have not changed. The request in writing must be received prior to the expiration of the use permit.

8. At the time of submittal for building permit, Site Plan Review shall be performed by the Planning Division to ensure substantial compliance with the approved set of plans, pursuant to the requirements of Section 25-21-60 of the Zoning Ordinance.

9. Prior to Building Permit submittal and/or issuance of any building permit, applicant shall work with Planning Division staff and the Planning Commission Design Review Liaison to finalize the design of the sign structure, which may include a more decorative base structure but shall generally maintain a streamlined appearance.

10. The colors and materials of construction of the new structures shall be reviewed and approved by the Planning Division prior to building permit issuance. Colors and materials shall be consistent with the plan elevations and approved project description, unless otherwise approved by the Community Development Director.

11. Any ground mounted equipment shall be adequately screened from view from all public right-of-ways. Proposed screening may include fencing, a solid block wall and/or landscaping and shall be submitted for review and approval prior to issuance of any building permit.

12. Any replacement and/or upgrade of the digital sign structure or digital display face/screen shall be submitted for review and approval by the Community Development Department prior to installation and/or prior to issuance of any building permit.

13. No signs, other than warning and safety signage, shall be located on the structure or ancillary facility.

14. Prior to final inspection, applicant shall provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that the sign does not exceed the maximum allowed height for the sign as measured from the centerline of Interstate 5.

15. If the operation of this use does not comply with the Conditions of Approval or the General Plan or Zoning this conditional use permit may be subject to all applicable proceedings by the City to ensure compliance with the Conditions of Approval and all applicable laws.

**DEVELOPMENT ENGINEERING DIVISION**

16. Prior to construction, applicant shall obtain an encroachment permit from the City for any work within the right-of-way. Applicant shall be responsible for all encroachment permit fees including; plan check, traffic control, inspection of improvements, and inspections of existing facilities and repair of same. All repairs shall be done by a qualified licensed contractor subject to the approval of the City.

17. Applicant shall maintain a safe and secure job site at all times and shall provide a 24 hour emergency contact to the City prior to start of construction.

**BUILDING**

18. This project must meet all criteria and mandates for these City adopted codes or the most current code:

    A. 2013 California Building Code
    B. 2013 California Plumbing Code
    C. 2013 California Mechanical Code
    D. 2013 California Electrical Code
    E. 2013 Building Energy Efficiency Standards
    F. 2013 California Green Building Code
    G. The Code of the City of Woodland

19. Other City and County Agencies (Health, Fire, Public Works, and Planning, Air Resources Board) may be required to approve the project prior to a building permit being issued.

20. Any deferred submittals that are not a part of the initial permit application must be listed on the cover sheet of the plan at the time of application for the project.

21. All plans, computations, and specifications to be prepared and designed by an architect or engineer licensed by the state of California.

22. A licensed architect or licensed engineer shall be responsible for reviewing and coordinating all submittal documents prepared by others, including deferred submittal items, for compatibility with the design of the building and project area.

23. FEMA Flood Certificate for final project electrical systems shall be at or above Base Flood Elevation.

    NOTE: Site is located within the Special Flood Hazard Area. Determination of exact flood elevation will be required for this project.

24. Prior to the issuance of any building permit, a subsurface geotechnical investigation must be performed to identify onsite soil conditions and identify any site-specific engineering measure to be implemented during the construction of structure foundations and subsurface utilities. Applicant to submit for review a geotechnical soils report and subsurface investigation with construction documents.

**PG&E**

25. The relocation of any existing PG&E facilities shall be done at the applicant's sole cost and expense. The applicant shall contact USA at (800) 227-2600 to locate existing facilities prior to digging.

# PUBLIC DRAFT
# INITIAL STUDY AND MITIGATED NEGATIVE DECLARATION

FOR THE

# DIGITAL FREEWAY SIGN AT 2140 FREEWAY DRIVE PROJECT

AUGUST 31, 2015

*Prepared for:*

City of Woodland
Community Development Department
300 First Street
Woodland, CA 95695

*Prepared by:*

De Novo Planning Group
1020 Suncast Lane, Suite 106
El Dorado Hills, CA
(916) 949-3231

De Novo Planning Group

A Land Use Planning, Design, and Environmental Firm

# PUBLIC DRAFT
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# INITIAL STUDY

## PROJECT TITLE

Digital Freeway Sign at 2140 Freeway Drive

## LEAD AGENCY NAME AND ADDRESS

City of Woodland Community Development Department
300 First St.
Woodland, CA 95695

## CONTACT PERSON AND PHONE NUMBER

Erika Bumgardner, Senior Planner
City of Woodland
Community Development Department
(530) 661-5820

## PROJECT SPONSOR'S NAME AND ADDRESS

Ronald S. Caceres
1207 Cleveland St.
Woodland, CA 95695
(916) 417-7774

## PURPOSE OF THE INITIAL STUDY

An Initial Study (IS) is a preliminary analysis that is prepared to determine the relative environmental impacts associated with a proposed project. It is designed as a measuring mechanism to determine if a project will have a significant adverse effect on the environment, thereby triggering the need to prepare an Environmental Impact Report (EIR). It also functions as an evidentiary document containing information that supports conclusions that the project will not have a significant environmental impact or that the impacts can be mitigated to a "Less Than Significant" or "No Impact" level. If there is no substantial evidence, in light of the whole record before the agency, that the project may have a significant effect on the environment, the lead agency shall prepare a Negative Declaration (ND). If the IS identifies potentially significant effects, but: (1) revisions in the project plans or proposals would avoid the effects or mitigate the effects to a point where clearly no significant effects would occur, and (2) there is no substantial evidence, in light of the whole record before the agency, that the project as revised may have a significant effect on the environment, then a Mitigated Negative Declaration (MND) shall be prepared.

This Initial Study has been prepared consistent with CEQA (California Environmental Quality Act) Guidelines Section 15063, to determine if the proposed digital freeway sign located at 2140 Freeway Drive in the City of Woodland (Project) may have a significant effect upon the environment. Based upon the findings and mitigation measures contained within this report, a Mitigated Negative Declaration (MND) will be prepared.

## BACKGROUND

The City of Woodland is in the process of considering certain amendments to Article 24 of Chapter 25 of the City's Municipal Code (the Zoning Code) that would allow for a limited number of digital freeway signs within the City. The amendments would provide an allowance for a small number of digital freeway signs along select segments along the I-5 freeway corridor, as long as they comply with all requirements that are specified by the Code amendment. A list of development standards have been included in the amendment that provide for specific limitations, including limits to the size, type, number, and placement of signs. There are also strict limits to the level of light, glare, and messaging technologies that are allowed. Additionally, the Code amendment would require the removal of two (2) square feet of existing freeway billboard signage for every one (1) square foot of new digital freeway signage constructed.

## PROJECT LOCATION AND SETTING

### *PROJECT LOCATION*

The Project site is located in the eastern portion of the City of Woodland, along the Interstate 5 (I-5) freeway corridor. The site exists in a grassy area in the southeast corner of the 1.99-acre commercial lot located at 2140 Freeway Drive. The 2140 Freeway Drive address includes a 2-story commercial building and a parking lot that wraps around the building. The Project site has Yolo County Assessor's Parcel Number 027-851-011. Its geographic position would be approximately latitude 38.6741 and longitude -121.7227.

The proposed Project's location within the City is shown in Figure 1 (Location Map). Figure 2 (Vicinity Map) shows an aerial view of the proposed Project's location and surrounding land uses. Additionally, Figure 3 (Proposed Site Improvements) provides a close-up view of the Project site and the proposed improvements.

### *EXISTING SITE USES*

The Project site is currently a grassy area adjacent to the commercial building at 2140 Freeway Drive.

### *SURROUNDING LAND USES*

The site is surrounded by commercial uses to the north and south. A large shopping center, which includes a Costco Wholesale Store, a Starbucks outlet, other varied commercial uses, and a large parking lot, exists just beyond the I-5 freeway to the south. Vacant lots containing ruderal grasses exist to the northwest and northeast of the Project site, with additional vacant land to the southeast of the site, on the opposite side of I-5. Further north and east, industrial land uses predominate beyond the adjacent commercial uses.

## GENERAL PLAN AND ZONING DESIGNATIONS

The Project site is designated as Highway Commercial by the City of Woodland General Plan Land Use Map and is zoned Highway Commercial Zone (C-H).

## PROJECT DESCRIPTION

The proposed Project is an application for a Conditional Use Permit (CUP) for the installation and operation of a double-sided digital freeway sign at 2140 Freeway Drive (#PLNG14-00062). The digital freeway sign would utilize digital message technology and may include one or more dynamic digital display areas.

The sign would include a standard 14' x 48' message center. The sign would be located alongside the I-5 freeway westbound traffic lane, which allows for a long sight-line for westbound travelers coming from Sacramento. The sign's owner would donate a minimum of 5% of the time, and up to 10% on a space available basis, for non-profit and public service messages.

## REQUESTED ENTITLEMENTS AND OTHER APPROVALS

The City of Woodland is the Lead Agency for the proposed Project, pursuant to the State Guidelines for Implementation of the California Environmental Quality Act (CEQA), Section 15050.

This document will be used by the City of Woodland to take the following actions:

- Adoption of the Mitigated Negative Declaration (MND)
- Approval, with certain conditions, of the digital freeway sign proposed by the Project applicant

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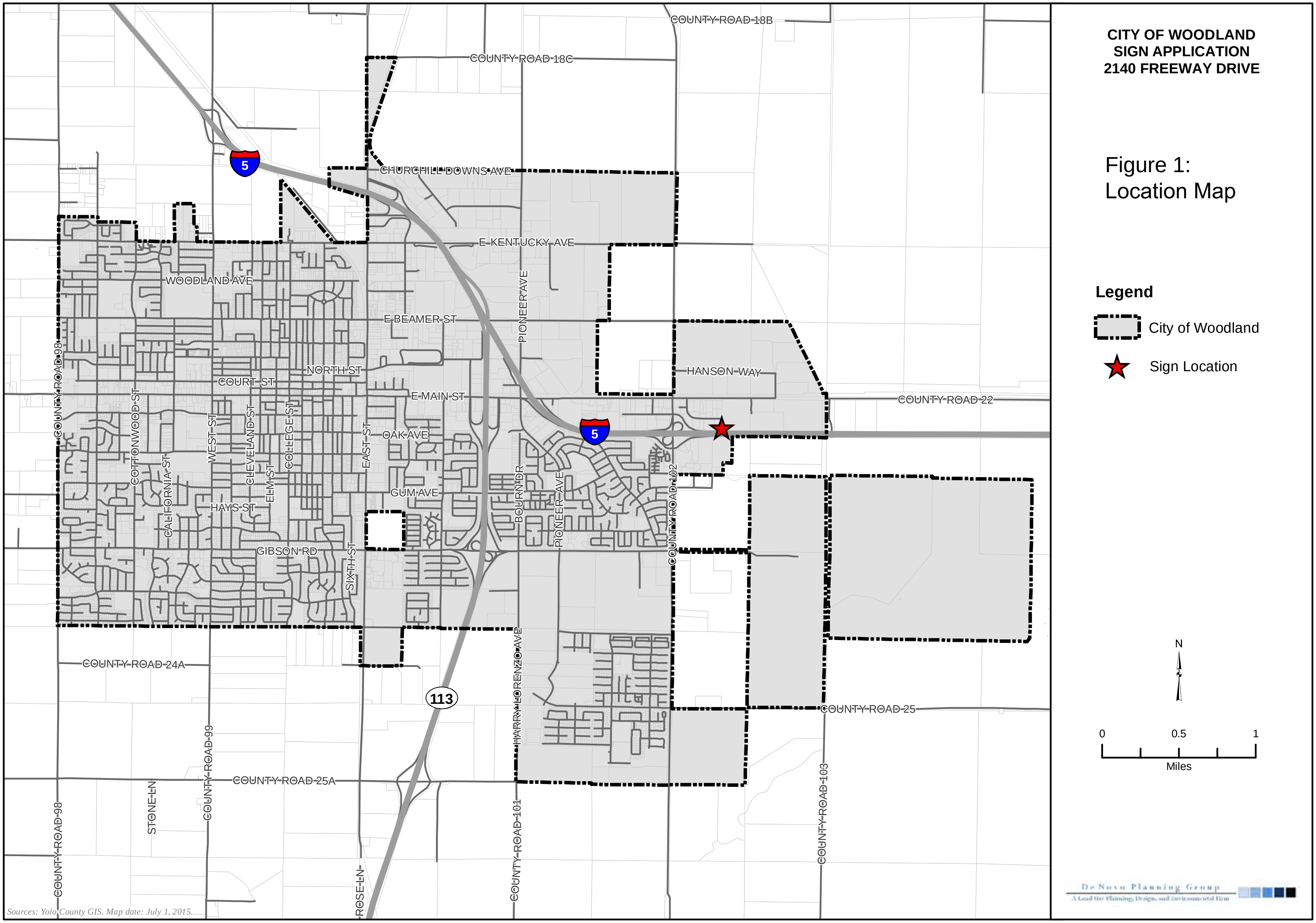
CITY OF WOODLAND
SIGN APPLICATION
2140 FREEWAY DRIVE
Figure 1:
Location Map
Legend
City of Woodland
Sign Location
N
0
0.5
1
Miles
COUNTY ROAD 18B
COUNTY ROAD 18C
CHURCHILL DOWNS AVE
E KENTUCKY AVE
WOODLAND AVE
E BEAMER ST
PIONEER AVE
HANSON WAY
NORTH ST
COURT ST
E MAIN ST
COUNTY ROAD 22
OAK AVE
GUM AVE
HAYS ST
GIBSON RD
COUNTY ROAD 98
COTTONWOOD ST
CALIFORNIA ST
WEST ST
CLEVELAND ST
ELM ST
COLLEGE ST
EAST ST
SIXTH ST
BOURN DR
COUNTY ROAD 102
COUNTY ROAD 24A
HARRY LORENZO AVE
COUNTY ROAD 25
COUNTY ROAD 25A
STONE LN
COUNTY ROAD 99
ROSE LN
COUNTY ROAD 101
COUNTY ROAD 103
5
5
113
Sources: Yolo County GIS. Map date: July 1, 2015.
De Novo Planning Group

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**CITY OF WOODLAND**
**SIGN APPLICATION**
**2140 FREEWAY DRIVE**

Figure 2:
Vicinity Map


**Legend**

Proposed Sign Location

N

0 150 300
Feet

De Novo Planning Group
A Land Use Planning, Design, and Environmental Firm

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Sources: ArcGIS Online BING Map Aerials. Map date: July 1, 2015.

**CITY OF WOODLAND**
**SIGN APPLICATION**
**2140 FREEWAY DRIVE**

Figure 3:
Proposed Site Improvements

**Legend**

- Parcel Boundaries
- Easement Area - Base of Sign
- Electrical Transformer

N

0 37.5 75
Feet

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## ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:

The environmental factors checked below would be potentially affected by this Project, involving at least one impact that is a "Potentially Significant Impact" as indicated by the checklist on the following pages.

| | | | | | |
|---|---|---|---|---|---|
| | Aesthetics | | Agriculture and Forest Resources | | Air Quality |
| | Biological Resources | | Cultural Resources | | Geology/Soils |
| | Greenhouse Gasses | | Hazards and Hazardous Materials | | Hydrology/Water Quality |
| | Land Use/Planning | | Mineral Resources | | Noise |
| | Population/Housing | | Public Services | | Recreation |
| | Transportation/Traffic | | Utilities/Service Systems | | Mandatory Findings of Significance |

## DETERMINATION:

On the basis of this initial evaluation:

| | |
|---|---|
| | I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared. |
| X | I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared. |
| | I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required. |
| | I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed. |
| | I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required. |

Signature Date

# EVALUATION INSTRUCTIONS:

1) A brief explanation is required for all answers except "No Impact" answers that are adequately supported by the information sources a lead agency cites in the parentheses following each question. A "No Impact" answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e.g., the project falls outside a fault rupture zone). A "No Impact" answer should be explained where it is based on project-specific factors as well as general standards (e.g., the project will not expose sensitive receptors to pollutants, based on a project-specific screening analysis).
2) All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
3) Once the lead agency has determined that a particular physical impact may occur, then the checklist answers must indicate whether the impact is potentially significant, less than significant with mitigation, or less than significant. "Potentially Significant Impact" is appropriate if there is substantial evidence that an effect may be significant. If there are one or more "Potentially Significant Impacts" when the determination is made, an EIR is required.
4) "Negative Declaration: Less Than Significant With Mitigation Incorporated" applies where the incorporation of mitigation measures has reduced an effect from "Potentially Significant Impact" to "Less Than Significant Impact." The lead agency must describe the mitigation measures and briefly explain how they reduce the effect to a less than significant level (mitigation measures from Section XVII, "Earlier Analyses," may be cross-referenced).
5) Earlier analyses may be used where, pursuant to tiering, a program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR or negative declaration. CEQA Guideline Section 15063(c)(3)(D). In this case, a brief discussion should identify the following:
   a) Earlier Analysis Used. Identify and state where it is available for review.
   b) Impacts Adequately Addressed. Identify which effects from the above checklist were within the scope of, and adequately analyzed in, an earlier document pursuant to applicable legal standards, and state whether such effects were addressed by mitigation measures based on the earlier analysis.
   c) Mitigation Measures. For effects that are "Less than Significant with Mitigation Measures Incorporated," describe the mitigation measures that were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.
6) Lead agencies are encouraged to incorporate into the checklist references to information sources for potential impacts (e.g., general plans, zoning ordinances).

Reference to a previously prepared or outside document should, where appropriate, include a reference to the page or pages where the statement is substantiated.

7) Supporting Information Sources: A source list should be attached, and other sources used or individuals contacted should be cited in the discussion.
8) This is only a suggested form, and lead agencies are free to use different formats; however, lead agencies should normally address the questions from this checklist that are relevant to a project's environmental effects in whatever format is selected.
9) The explanation of each issue should identify:
    a) The significance criteria or threshold, if any, used to evaluate each question; and
    b) The mitigation measure identified, if any, to reduce the impact to less than significance

## EVALUATION OF ENVIRONMENTAL IMPACTS:

In each area of potential impact listed in this section, there are one or more questions that assess the degree of potential environmental effect. A response is provided to each question using one of the four impact evaluation criteria described below. A discussion of the response is also included.

- Potentially Significant Impact. This response is appropriate when there is substantial evidence that an effect is significant. If there are one or more "Potentially Significant Impacts", upon completion of the Initial Study, an EIR is required.
- Less than Significant With Mitigation Incorporated. This response applies when the incorporation of mitigation measures has reduced an effect from "Potentially Significant Impact" to "Less Than Significant Impact." The Lead Agency must describe the mitigation measures and briefly explain how they reduce the effect to a less than significant level.
- Less than Significant Impact. A less than significant impact is one that is deemed to have little or no adverse effect on the environment. Mitigation measures are, therefore, not necessary, although they may be recommended to further reduce a minor impact.
- No Impact. These issues were either identified as having no impact on the environment, or they are not relevant to the Project.

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# ENVIRONMENTAL CHECKLIST

This section of the Initial Study incorporates the most current Appendix "G" Environmental Checklist Form, contained in the CEQA Guidelines. Impact questions and responses are included in both tabular and narrative formats for each of the 18 environmental topic areas.

## *I. AESTHETICS -- WOULD THE PROJECT:*

| | *Potentially Significant Impact* | *Less Than Significant with Mitigation Incorporation* | *Less Than Significant Impact* | *No Impact* |
|---|---|---|---|---|
| a) Have a substantial adverse effect on a scenic vista? | | | | X |
| b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway? | | | | X |
| c) Substantially degrade the existing visual character or quality of the site and its surroundings? | | | X | |
| d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area? | | | X | |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b): No Impact.** The proposed Project is located in the eastern portion of the City of Woodland, along the I-5 freeway corridor. The City of Woodland, which is located in eastern Yolo County, is an urban environment, particularly along the freeway corridor in the vicinity of the Project site. There are no scenic vistas, scenic resources, or State designated scenic highways within the City boundaries or near to the proposed Project site. Therefore, there is not expected to be a substantial adverse effect on a scenic vista or substantial damage to scenic resources. There is **no impact**.

**Response c): Less than Significant.** The Project site is in a highly disturbed area zoned for commercial uses adjacent to the I-5 freeway. The proposed location of the sign is near the southeast corner of the existing building that is located at the 2140 Freeway Drive property. The area of the sign would not impact the operations of the existing building. Furthermore, the proposed sign would be located along a freeway within the City limits in an area zoned for highway commercial uses, away from sensitive receptors. In addition, in order to satisfy the anticipated City Municipal Code requirements, the proposed Project would require the removal of two square feet of existing billboard sign area for every one square foot of Project digital sign area installed. Therefore, the proposed Project is not expected to cause a significant impact to the existing visual character of quality of the site and its surroundings, and there would be a net decrease in the square footage of freeway signs within the City as a result of Project approval.

Compliance with the development standards, as proposed to be established by Article 24 of Chapter 25 of the City of Woodland Municipal Code,, including the 65-foot maximum height limitation, a limit of two display areas per sign, a limit of 672 square feet per sign face, a minimum distance of 2,500 feet between digital freeway signs, and a pole cladding requirement would ensure that the new proposed digital freeway sign installed and operated at the Project site would not substantially degrade the existing visual character of the Project site. Therefore, this is a **less than significant** impact, and no mitigation is required.

**Response d): Less than Significant.** The Project site is located within a heavily lit urban area with many existing sources of light and glare, including building lighting, parking lot lighting, street lighting, and traffic lights. The proposed sign would contribute to a slight increase in light and glare to passing motorists on the I-5 Freeway and adjacent properties. However, the amount of additional light and glare would contribute to already-affected view sheds in this urban environment. An advantage of LED sign technology is that the sign brightness can be adjusted automatically depending on ambient lighting and weather conditions.

Existing nighttime lighting in the Project area includes building lighting, parking lot lighting, freeway lighting, traffic lights, and significant volumes of vehicle headlights generated from the I-5 corridor in the Project area vicinity.

Existing sources of glare in the Project area include vehicle windshields from vehicles travelling along the I-5 corridor and local surface streets in the Project area vicinity and building windows, roofs, and exterior treatments throughout the Project area.

The City of Woodland has taken into account these issues by proposing to incorporate strict development standards that affect the level of light and glare allowed from digital freeway signs. These Development Standards, which reduce the impact of light and glare, are found in the Municipal Code, as it is proposed to be amended, in Section 25-24-20,(i)(2)(B) and read as follows:

> *x. Illumination. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas.*
>
> *The applicant shall demonstrate through field testing compliance with a 0.3 footcandle increase, or less, over ambient light at a distance of 250 feet during nighttime conditions upon initial start-up, again at 6 months of operation and at the request of the City for the life of the sign. The Applicant shall fund field testing by a qualified independent contractor or City staff trained in the use of a handheld photometer to demonstrate continued compliance.*
>
> *If increases in ambient light are found to be above the 0.3 footcandle level, the dimming level shall be adjusted until this level can be demonstrated. This must be completed and*

*demonstrated through follow-up field testing within 24 hours or the billboard shall not be operated until the lighting levels can be brought into compliance.*

The Development Standards described above provide for a limit to the allowed increase in illumination that is equivalent to approximately one third of the light that would be generated from a lit candle that is one foot away (0.3 footcandle). This allowed increase would not adversely affect day or nighttime views in the area.

In addition, any digital sign constructed or operated that is visible from a California highway is required to obtain a Department of Transportation Outdoor Advertising Permit from Caltrans. As a condition of that permit, Caltrans typically requires the sign to comply with the brightness requirements outlined in the Outdoor Advertising Act in that the illumination thereon shall not be of such brilliance or so positioned as to blind or dazzle the vision of travelers on adjacent highways. The standard used by the California Department of Transportation (Caltrans) for enforcing sign brightness is as follows:

*The brightness reading of an objectionable light source shall be measured with a 1/2-degree photoelectric brightness meter placed at the driver's point of view. The maximum measured brightness of the light source within 10 degrees from the driver's normal line of sight shall not be more than 1,000 times the minimum measured brightness in the driver's field of view, except that when the minimum measured brightness in the field of view is 10 foot-lamberts or less, the measured brightness of the light source in foot-lambert shall not exceed 500 plus 100 times the angle, in degrees, between the driver's line of sight and the light source (California Vehicle Code Section 21466.5).*

The Caltrans standard ensures that no digital freeway sign causes an increase in apparent brightness greater than 1,000 times the minimum level of brightness in the driver's field of view. This standard is also sufficient to reduce any impact to area views, as it has been established to ensure limited driver distraction, imposed for traffic safety reasons. The resulting controls effectively regulate light and glare to ensure that the operation of any digital sign does not create a substantial new source of light or glare. The effect of the applicable City of Woodland Development Standards and Caltrans regulations reduce this impact to **less than significant**.

## *II. AGRICULTURE AND FOREST RESOURCES: WOULD THE PROJECT:*

| | *Potentially Significant Impact* | *Less Than Significant with Mitigation Incorporation* | *Less Than Significant Impact* | *No Impact* |
|---|---|---|---|---|
| a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use? | | | | X |
| b) Conflict with existing zoning for agricultural use, or a Williamson Act contract? | | | | X |
| c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 1222(g)) or timberland (as defined in Public Resources Code section 4526)? | | | | X |
| d) Result in the loss of forest land or conversion of forest land to non-forest use? | | | | X |
| e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b), e): No impact.** The proposed Project is located in an urbanized area of the City, adjacent to the I-5 corridor, as shown in Figure 1. There are no existing agricultural operations on the Project site or in the immediate Project vicinity. The Project site does not include any designated farmlands and is zoned for highway commercial uses. As such, the Project would have no impact on converting Prime Farmland, Unique Farmland, or Farmland of Statewide Importance, as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use. Furthermore, the City's General Plan does not include provisions for agricultural uses on the Project site or the Project vicinity in the future. Therefore, no impacts to agricultural resources would occur with implementation of the proposed Project. There is **no impact**.

**Responses c) and d): No impact.** There are no forest or timberland lands within the City's boundaries or near to the proposed Project site. Therefore the proposed Project would not conflict with existing zoning for, or cause rezoning of, forest land, timberland, or timberland zoned Timberland Production. There is **no impact**.

## III. AIR QUALITY -- WOULD THE PROJECT:

| | Potentially Significant Impact | Less Than Significant with Mitigation Incorporation | Less Than Significant Impact | No Impact |
|---|---|---|---|---|
| a) Conflict with or obstruct implementation of the applicable air quality plan? | | | | X |
| b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation? | | | X | |
| c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)? | | | X | |
| d) Expose sensitive receptors to substantial pollutant concentrations? | | | | X |
| e) Create objectionable odors affecting a substantial number of people? | | | X | |

### RESPONSES TO CHECKLIST QUESTIONS

**Response a): No impact.** The proposed Project is not anticipated to conflict with or obstruct implementation of the applicable air quality plan. The proposed Project is located in the Sacramento Valley Air Basin (SVAB), under the jurisdiction of the Yolo-Solano Air Quality Management District (YSAQMD). The YSAQMD is the regional agency responsible for air quality regulations within the Yolo and Solano Counties, and is responsible for enforcing the California Ambient Air Quality Standards (CAAQS) and implementing strategies to improve air quality and to mitigate effects from new growth. The YSAQMD, in association with the California Air Resources Board (CARB) and the Sacramento Area Council of Governments (SACOG), is responsible for preparing the Air Quality Attainment Plan (AQAP) that details how the region intends to attain or maintain the state and federal ambient air quality standards.

The California Clean Air Act (CCAA) requires areas to attain state ambient air quality standards for ozone, carbon monoxide, sulfur dioxide, nitrogen dioxide, and particulate matter (PM). Areas that do not meet these standards must prepare plans to demonstrate how they will reach attainment for these standards by the earliest practicable date. The YSAQMD has attained each of these standards with the exceptions of ozone and PM. The District's Governing Board adopted its AQAP in February 1992 pursuant to CCAA requirements and identified feasible emission control measures to provide expeditious progress towards attaining the state ozone standard. This plan was submitted to the California Air Resources Board and was approved in May 1992. The proposed Project would not directly generate any operational air quality emissions, and would not increase vehicle traffic in such a manner as to increase mobile source emissions. As such, the Project would not conflict with the implementation of the YSAQMD AQAP, and there is **no impact**.

**Responses b), c): Less than Significant.** Short-term air quality impacts can be anticipated from construction activities, although the proposed Project does not anticipate violating any air quality standard or contribute substantially to an existing or projected air quality violation. All construction equipment is required to comply with CARB regulations, and construction activity is subject to the YSAQMD regulations. The California Clean Air Act, signed into law in 1988, established the CAAQS; and all areas of the state are required to achieve and maintain the CAAQS by the earliest practicable date. Regions of the state that have not met one or more of the CAAQS are known as nonattainment areas, while regions that meet the CAAQS are known as attainment areas. The YSAQMD area is designated as a state nonattainment area for ozone and PM; and in attainment or unclassified for carbon monoxide, sulfur dioxide, and nitrogen dioxide. The YSAQMD publishes thresholds of significance for these pollutants. Since the proposed Project is a digital freeway sign and would have a minimal footprint, the proposed Project would require a minimal amount of construction activity that would not be expected to exceed any applicable air quality standards or result in a cumulatively considerable net increase in any criteria air pollutant.

Significant air quality impacts are not anticipated from the associated operational characteristics of the proposed Project. Project operations are limited to periodic maintenance two to six times per year and would not involve grading, trenching, or other activities that would cause fugitive dust emissions. The digital sign copy would be changed remotely and not require any on-site work other than maintenance. Maintenance of the proposed sign would occur as needed and would likely consist of a boom lift, one pickup/utility truck, and a three-person work crew. Equipment would be brought to the site the day of installation and removed the following day. Additional less than significant impacts can be assumed over a period of time from repainting the sign, resulting in emissions from the evaporation of solvents contained in paints, varnishes, primers, and other surface coatings as part of maintenance, and from the vehicular trips associated with maintenance vehicles. Based on the minimal operational emissions of the proposed sign, the proposed Project's operational emissions are not anticipated to exceed the YSAQMD’s thresholds of significance. This is a **less than significant** impact.

**Response d): No impact.** Sensitive receptors include day care centers (adult & child), schools, hospitals, churches, rehabilitation centers, and long-term care facilities (i.e. assisted living facilities). A review of the area indicates that there are no sensitive receptors within ¼ mile of the Project site. As such, **no impact** is anticipated.

**Response e): Less than Significant.** During installation of the sign and periodic maintenance, there would be minimal emissions as described in responses b) and c) above. In addition, digital signs are not known to create objectionable odors, and as such, this is a **less than significant** impact.

## *IV. BIOLOGICAL RESOURCES -- WOULD THE PROJECT:*

| | *Potentially Significant Impact* | *Less Than Significant with Mitigation Incorporation* | *Less Than Significant Impact* | *No Impact* |
|---|---|---|---|---|
| a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service? | | | X | |
| b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Game or US Fish and Wildlife Service? | | | | X |
| c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means? | | | | X |
| d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites? | | | X | |
| e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance? | | | | X |
| f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Response a): Less than Significant.** Full buildout of the proposed Project would allow for the installation of a digital freeway sign. Given that the proposed Project has a minimal physical footprint, there would not be any substantial adverse effect on any candidate, sensitive, or special status species. In addition, the digital freeway would be installed in an area adjacent to I-5 that has a low likelihood of containing sensitive biological resources. This is **a less than significant** impact.

**Response b): No impact.** The proposed Project site does not consist of riparian habitat or other sensitive natural community identified in local or regional plans, policies, and regulations or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service. There is **no impact**.

**Response c): No impact.** There are no federally protected wetlands as defined by Section 404 of the Clean Water Act identified on or near to the proposed Project site. **No impact** would occur.

**Response d): Less than Significant.** The footprint of the proposed Project would be minimal, and therefore the proposed Project would not be expected to interfere substantially with the movement of species, or impede the use of native nursery sites. This is a **less than significant** impact**.**

**Response e): No impact.** The footprint of the proposed Project would be minimal, and the proposed Project would not conflict with any local policies or ordinances protecting biological resources. **No impact** would occur.

**Response f): No impact.** The proposed Project allows for the installation of a digital freeway sign with a minimal footprint, and therefore would not conflict with the any adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan, including the adopted Yolo Habitat Conservation Plan/Natural Community Conservation Plan (HCP/NCCP). **No impact** would occur.

## V. CULTURAL RESOURCES -- *WOULD THE PROJECT:*

| | *Potentially Significant Impact* | *Less Than Significant with Mitigation Incorporation* | *Less Than Significant Impact* | *No Impact* |
|---|---|---|---|---|
| a) Cause a substantial adverse change in the significance of a historical resource as defined in '15064.5? | | | | X |
| b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to '15064.5? | | | | X |
| c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature? | | | | X |
| d) Disturb any human remains, including those interred outside of formal cemeteries? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Response a): No Impact.** There are no known historical resources on the site. Any resources that may have existed on the site at one time are likely to have been displaced or damaged and, as a result, the overall sensitivity of the site with respect to buried resources is low. Additionally, limited excavation into soils is expected to occur, which would further limit the potential for resources to be encountered with implementation of the proposed Project. Notwithstanding this, there is no known event in history that occurred at the site that would qualify it for historical preservation. Therefore, the Project would have no impact on historical resources as defined in CEQA Guidelines Section 15064.5. There is **no impact**.

**Response b): No Impact.** The Project site is previously disturbed, and there are no known archeological resources on the site. The Project would have no impact on the significance of an archaeological resource pursuant to CEQA Guidelines Section 15064.5. Notwithstanding this, should any be discovered on the site, the applicant is required to comply with the provisions set forth in CEQA Guidelines Section 15064.5 regarding archaeological sites. There would be **no impact**.

**Response c): No Impact.** The Project site is previously disturbed, and there are no known paleontological resources on the site. The proposed sign would not directly or indirectly destroy a unique paleontological resource or site or unique geologic feature. Notwithstanding this, should any be discovered on the site, the applicant is required to comply with the provisions set forth in CEQA Guidelines Section 15064.5 regarding paleontological sites.

**Response c): No Impact.** The Project is not expected to disturb any human remains. Notwithstanding this, should any be discovered on the site, the applicant is required to comply with the provisions set forth in CEQA Guidelines Section 15064.5 regarding human remains sites. There is **no impact**.

## VI. GEOLOGY AND SOILS -- WOULD THE PROJECT:

| | Potentially Significant Impact | Less Than Significant with Mitigation | Less Than Significant Impact | No Impact |
|---|---|---|---|---|
| a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving: | | | | |
| i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42. | | | X | |
| ii) Strong seismic ground shaking? | | | X | |
| iii) Seismic-related ground failure, including liquefaction? | | | X | |
| iv) Landslides? | | | | X |
| b) Result in substantial soil erosion or the loss of topsoil? | | | | X |
| c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse? | | | | X |
| d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property? | | X | | |
| e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water? | | | | X |

### RESPONSES TO CHECKLIST QUESTIONS

**Responses a.i), a.ii), a.iii): Less than Significant.** The City of Woodland is not located within an Alquist-Priolo Earthquake Fault Zone, nor is it expected to be exposed to strong seismic ground shaking or seismic-related ground failure, including liquefaction. Construction of a sign would not involve significant changes in topography, and minimal earthwork would be involved at the Project site as described in the project description. This is a **less than significant** impact.

**Response a.iv): No Impact.** Topographically, the property is essentially planar. Elevation of the Project site is at approximately sea level. The City of Woodland has a relatively flat topography, and the possibility of landslides is unlikely. The proposed Project site is not within a potential earthquake-induced landslide hazard zone, and due to the low gradient of the site, seismically induced landsliding is nil. Implementation of the proposed Project would not result in the exposure of people or structures to the risk of landslides during a seismic event. There is **no impact**.

**Response b): No Impact.** The proposed Project would not result in substantial soil erosion or the loss of topsoil. The potential for soil erosion on the Project site is low due to the existing topography of the Project site and the limited construction activities that would disturb the existing surface conditions. Construction activities are subject to the best management practices established by the YSAQMD, which would reduce the potential for windborne soil erosion during construction activities. Therefore, there would be **no impact** related to soil erosion or the loss of topsoil.

**Response c): No Impact.** The proposed Project is geologically and geotechnically feasible. The Project site is not located on a geologic unit or soil that is unstable, or that would become unstable as a result of the Project and is unlikely to result in on-or off-site landslide, lateral spreading, subsidence, liquefaction or collapse. The site is underlain by Pescadero silty clay. The Pescadero series consists of very deep, poorly drained soils that formed in alluvium from sedimentary rocks. This clay is not considered unstable. Therefore, there is **no impact** related to unstable soils.

**Response d): Less than Significant with Mitigation.** The Project could potentially be located on expansive soil, as defined in the California Building Code, creating substantial risks to life or property. Expansive soils are typically composed of certain types of silts and clays that have the capacity to shrink or swell in response to changes in soil moisture content. Pescadero silty clay is a poorly drained soil that has a high linear extensibility percent (lep), which is a measure of the soil's expected shrink-swell capacity. Shrinking or swelling of foundation soils can lead to damage to foundations and engineered structures including tilting and cracking. Mitigation Measure 1 below would ensure that the proposed Project would comply with current City Code and California Building Code (CBC) requirements, to ensure that the Project would not affect foundations or result in other structural or engineering modifications that could increase exposure of people or structures to risk associated with expansive soils. There is a **less than significant impact with mitigation**.

### *Mitigation Measures*

**Mitigation Measure 1**: *Prior to the development of the Project site, a subsurface geotechnical investigation must be performed to identify onsite soil conditions and identify any site-specific engineering measures to be implemented during the construction of structure foundations and subsurface utilities.*

**Responses e): No Impact.** The proposed Project would not generate any wastewater and would not involve the installation of a septic system. There is no **impact**.

## *XII. GREENHOUSE GAS EMISSIONS – WOULD THE PROJECT:*

| | *Potentially Significant Impact* | *Less Than Significant with Mitigation Incorporation* | *Less Than Significant Impact* | *No Impact* |
|---|---|---|---|---|
| a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment? | | | X | |
| b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gasses? | | | X | |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b): Less than Significant**. Greenhouse gas (GHG) emissions contribute, on a cumulative basis, to the significant adverse environmental impacts of global climate change. The combination of GHG emissions from past, present, and future projects contributes substantially to the phenomenon of global climate change and its associated environmental impacts and as such is addressed only as a cumulative impact. Implementation of the proposed Project would not substantially contribute to increases of GHG emissions that are associated with global climate change. Estimated GHG emissions attributable to the proposed Project are minimal and would be primarily associated with increases of carbon dioxide ($CO_2$) from mobile sources associated with Project construction and minimal, periodic maintenance. There are no permanent sources of GHG emissions involved with the proposed Project.

Emissions of $CO_2$ typically constitute a majority of total mobile-source GHG emissions commonly associated with development projects. To a lesser extent, other GHG pollutants, such as methane ($CH_4$), largely generated by natural-gas combustion, and nitrous oxide ($N_2O$), would typically have a minor contribution to overall GHG emissions. These pollutants are not associated with this type of development. The YSAQMD does not have an adopted threshold of significance for construction-related or operational-related GHG emissions for nonindustrial facilities. However, as described in the Air Quality section above, the proposed Project is well below the YSAQMD's screening thresholds for projects that would emit significant emissions, including $CO_2$. The proposed Project could generate GHG emissions from vehicle exhaust (i.e., trucks, cherry picker/lift(s), and construction worker commuting) associated with the installation of the proposed sign, and periodic maintenance activities. Additionally, purchased electricity necessary to operate the sign would cause indirect GHG emissions. Digital signs are powered by electricity, the production of which may generate emissions of $CO_2$. For purposes of this analysis, the operation of the proposed sign is conservatively assumed to consume approximately 10,000 kilowatts at full power per month. Assuming that it operated at full power 24 hours per day, approximately 120,000 kilowatt-hours per year (kWh/year) would be consumed. According to the U.S. EPA's Greenhouse Gas Equivalencies Calculator, this would result in the generation of approximately 82 metric tons of $CO_2$ equivalents ($MTCO_2e$) per year. For comparative purposes, the City's Climate Action Plan (2014) includes the 2005 city-wide baseline emissions of GHGs, which was 544,000 $MTCO_2e$. The GHG emissions from electricity consumption from future digital freeway signs would be negligible. As technology is refined, the sign could be updated with more efficient technology, and a reduction in overall electricity usage would be likely to occur.

While Project approval may alter the electrical usage and result in additional carbon emissions temporarily from construction vehicles and the generation of power needed for the sign, the installation of the proposed sign would not have a significant environmental effect related to greenhouse gas emissions or climate change. Given the small size of this Project, GHG emissions associated with the Project would be minimal and would not exceed any threshold were one adopted. Since there are no established thresholds of significance against which to measure the impacts, the quantitative assumption is that the proposed Project's contribution to global warming is very minimal and considered not significant. The Project also includes light sensor controls and the ability to immediately respond to technology improvements, which are beneficial.

Additionally, the proposed Project does not conflict with the City of Woodland Climate Action Plan. The Climate Action Plan contains goals and policies that will help the City reduce its 2005 baseline greenhouse gas emissions by the year 2020. The proposed Project would not conflict with any applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of greenhouse gases. Implementation of the proposed Project would not impair the City's efforts to reduce GHG emissions levels through implementation of the Climate Action Plan. For these reasons, impacts related to greenhouse gas emissions would be **less than significant**.

## *VIII. HAZARDS AND HAZARDOUS MATERIALS -- WOULD THE PROJECT:*

| | *Potentially Significant Impact* | *Less Than Significant with Mitigation Incorporation* | *Less Than Significant Impact* | *No Impact* |
|---|---|---|---|---|
| a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials? | | | | X |
| b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment? | | | | X |
| c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school? | | | | X |
| d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment? | | | | X |
| e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area? | | | | X |
| f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area? | | | | X |
| g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan? | | | | X |
| h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b), c), d), e), f), g), h): No impact.** The proposed Project would allow for the installation of a digital freeway sign. The proposed Project would not create any hazards to the public, emit hazardous emissions, be located on a site which is included in list of hazardous materials sites, be located near an airport, impair any emergency response plan or emergency evacuation plan, or expose people to risk of wildland fires. As provided in the California Department of Toxic Substances Control Envirostar database, the closest toxic cleanup site is a State Response site, located approximately 0.5 miles to the northwest of the proposed Project site, at 1962 Hays Lane. There is **no impact**.

## IX. HYDROLOGY AND WATER QUALITY -- WOULD THE PROJECT:

| | Potentially Significant Impact | Less Than Significant with Mitigation Incorporation | Less Than Significant Impact | No Impact |
|---|---|---|---|---|
| a) Violate any water quality standards or waste discharge requirements? | | | | X |
| b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)? | | | | X |
| c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site? | | | | X |
| d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site? | | | | X |
| e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff? | | | | X |
| f) Otherwise substantially degrade water quality? | | | | X |
| g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map? | | | | X |
| h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows? | | | | X |
| i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam? | | | | X |
| j) Inundation by seiche, tsunami, or mudflow? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b), c), d), e), f): No Impact**. The agency with jurisdiction over water quality within the project area is the Central Valley Regional Water Quality Control Board (CVRWQCB). The Clean Water Act (CWA) prohibits the discharge of pollutants to waters of the United States from any point source unless the discharge is in compliance with a National Pollutant Discharge Elimination System (NPDES) permit. In accordance with the CWA, the proposed sign, as with all construction within the City of Woodland, is required to comply with the NPDES, if applicable. The Project involves construction of a new digital freeway sign in compliance with all applicable NPDES requirements, and as such would not cause any violations associated with water quality standards or water discharge requirements.

Construction and operation of the proposed Project would not involve dewatering and, thus, would not deplete groundwater supplies. Implementation of the proposed Project would not substantially deplete groundwater supplies or interfere substantially with groundwater recharge, and, as such, no impacts would occur.

The proposed Project also would not materially change the amount of impervious surfaces at the Project site or otherwise alter existing drainage patterns or surface water runoff quality or quantities on the Project site. Operation of the proposed sign does not involve the use of water or generation of wastewater. As such, implementation of the proposed Project would not result in significant impacts on surface water quality. There is **no impact**.

**Responses g), h): No Impact**. Pursuant to Flood Insurance Rate Map, Flood Zone Map No. 06113C0465H, as revised on May 12, 2012, the Project site lies within the boundaries of 100- and 500-year flood zones. However, due to the nature of the proposed Project, which involves constructing and operating a sign structure over a small area of the property, it is not anticipated to impede or redirect flood flows within the area. The proposed Project also does not involve the construction of housing. Therefore, no impacts resulting from the placement of housing or other structures within a 100-year flood hazard area would occur. There is **no impact**.

**Responses i): No Impact**. The Project site lies within the boundaries of a 100-year flood zone. However, the proposed Project involves constructing and operating a sign structure, and removal and/or replacement of four existing billboards signs within the City. No impact is anticipated on flooding as a result of the failure of a levee or dam. Therefore, no impacts due to the exposure of people or structures to a risk of loss, injury, or death involving flooding as a result of the failure of a levee or dam would occur. There is **no impact**.

**Responses j): No Impact**. The City of Woodland is relatively flat and is not located near a dam, lake, or ocean, and therefore, inundation by seiche, tsunami, or mudflow is not anticipated. Moreover, tsunamis and seiches do not pose hazards due to the inland location of the site and lack of nearby bodies of standing water. There is **no impact**.

## *X. LAND USE AND PLANNING - Would the project:*

| | ***Potentially Significant Impact*** | ***Less Than Significant with Mitigation Incorporation*** | ***Less Than Significant Impact*** | ***No Impact*** |
|---|---|---|---|---|
| a) Physically divide an established community? | | | | X |
| b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect? | | | | X |
| c) Conflict with any applicable habitat conservation plan or natural community conservation plan? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Response a): No Impact.** The construction and operation of the proposed sign on the Project site would not physically divide an established community, as it is being placed on the southeast corner of the current site at 2140 Freeway Drive and would not block access to the surrounding sites. The Project would not disrupt or divide the physical arrangement of an established community. There is **no impact**.

**Response b): No Impact.** The Project would not conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the Project adopted for the purpose of avoiding or mitigating an environmental effect. The Project is consistent with the current General Plan and zoning designations. According to Woodland Municipal Code Section 25-24-20,(i)(2)(A), as proposed to be amended, digital freeway signs are permitted along specific sections of I-5, including the section that begins at County Road 102 and runs east along the I-5 corridor to the eastern boundary of the City. The proposed Project would be consistent with all applicable land use plans, policies, and regulations, including the City Municipal Code. There is **no impact**.

**Response c): No Impact.** There is no applicable habitat conservation plan or natural community conservation plan. Therefore, the Project would not conflict with any applicable habitat conservation plan or natural community conservation plan, as there are no applicable conservation plans.

## *XI. MINERAL RESOURCES -- WOULD THE PROJECT:*

| | ***Potentially Significant Impact*** | ***Less Than Significant with Mitigation Incorporation*** | ***Less Than Significant Impact*** | ***No Impact*** |
|---|---|---|---|---|
| a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state? | | | | X |
| b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b): No impact.** The Project would not result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state or of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan. There are no known mineral resources on the site. Therefore, the proposed Project would not affect access to or the availability of valued mineral resources. There is **no impact**.

## XII. NOISE -- WOULD THE PROJECT RESULT IN:

| | Potentially Significant Impact | Less Than Significant with Mitigation Incorporation | Less Than Significant Impact | No Impact |
|---|---|---|---|---|
| a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies? | | | X | |
| b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels? | | | X | |
| c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project? | | | X | |
| d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project? | | | X | |
| e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels? | | | | X |
| f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels? | | | | X |

### RESPONSES TO CHECKLIST QUESTIONS

**Responses a), b), c), d): Less than Significant.** Digital signs are not known to emit noise or sound. During the short period of construction of the Project, however, there may be increased noise levels or vibration. Construction activities are regulated by the City of Woodland Municipal Code. These impacts would be temporary and are considered less than significant. Construction and implementation of the proposed Project would not result in a substantial temporary or permanent increase in ambient noise levels, nor would it expose persons to generation of noise levels in excess of standards or excessive groundborne vibration or noise. The proposed Project involves installation of one new sign. It is located at a property that is zoned for commercial uses and adjacent to a busy freeway (I-5) with many existing sources of noise and a high level of existing ambient noise. Installation of the proposed sign and periodic maintenance, which would involve the use of equipment such as trucks and cherry picker/lifts, would not generate noise in excess of the City's noise ordinance, nor would it result in a substantial temporary increase in ambient noise levels.

With regard to roadway noise associated with construction traffic on area roads, traffic volumes on roads with good operating conditions (i.e., Level of Service of B or better) would have to increase at more than a three-fold rate to reach the City's threshold of significance of a 5 dBA increase and would need to increase even more on roads with poor operating conditions (i.e., Level of Service C or worse). Given the limited scope of construction activities (installation and removal of signs), only a small amount of construction traffic would occur, and this would not result in a noise level increase that would exceed the threshold of significance.

Operation of the proposed Project would not generate any noise with the exception of periodic maintenance activities as discussed above. Additionally, the proposed Project would not result in an increase in noise generating activities such as traffic. Therefore, this is a **less than significant impact.**

**Responses e), f): No impact.** The Project site is not located within an airport land use plan, within two miles of a public airport or public use airport, or within the vicinity of a private airstrip. Therefore, there is **no impact**.

## XIII. POPULATION AND HOUSING -- *WOULD THE PROJECT:*

| | Potentially Significant Impact | Less Than Significant with Mitigation Incorporation | Less Than Significant Impact | No Impact |
|---|---|---|---|---|
| a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)? | | | X | |
| b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere? | | | | X |
| c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Response a): Less than Significant.** The proposed sign would not induce substantial population growth in an area. The proposed Project involves installation and operation of one new digital freeway sign and does not include residential development. The proposed improvement would not increase existing long-term employment. With no increase in long-term employment, and no new homes proposed, the proposed Project would not induce substantial population growth. Furthermore, the Project site is located within a developed area, and no new roads or extensions of existing roads or other growth-accommodating infrastructure are proposed. Therefore, the proposed Project would not be expected to directly or indirectly induce substantial population growth through extension of roads or other infrastructure. This is a **less than significant** impact.

**Response b): No impact.** The proposed sign would not displace substantial numbers of existing housing. There are no existing residential properties on the Project site. Implementation of the proposed Project would not displace housing. Therefore, no impacts on housing would occur. There is **no impact**.

**Response c): No impact.** The proposed sign would not displace substantial numbers of people, as it would be located on a currently unutilized portion of a commercial site at 2140 Freeway Drive. There is **no impact**.

## XIV. PUBLIC SERVICES

| | *Potentially Significant Impact* | *Less Than Significant with Mitigation Incorporation* | *Less Than Significant Impact* | *No Impact* |
|---|---|---|---|---|
| Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services: | | | | |
| a) Fire protection? | | | | X |
| b) Police protection? | | | | X |
| c) Schools? | | | | X |
| d) Parks? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b), c), d): No impact.** The proposed sign would not result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for fire protection, police protection, schools, parks, or other public facilities. The proposed Project entails placement of one new digital freeway sign. The proposed Project would comply with all applicable City and State codes, ordinances and regulations. The proposed sign would be made of noncombustible materials approved by both the Fire Department and Building Department. It would not add new buildings or increase long-term employment. Therefore, no impacts on fire or police protection services are expected with implementation of the proposed Project. Further, no impacts to, or need for, new school facilities, parks or other public facilities would occur. There is **no impact**.

## XV. RECREATION

| | *Potentially Significant Impact* | *Less Than Significant with Mitigation Incorporation* | *Less Than Significant Impact* | *No Impact* |
|---|---|---|---|---|
| a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated? | | | | X |
| b) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Response a): No impact.** The proposed Project would not create new households that could increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated. The proposed Project does not include development of recreational facilities nor does it include residential development that would increase demand for recreational facilities. The proposed Project would not increase long-term employment such that increased demand for neighborhood and regional parks or other recreational facilities would occur. Therefore, the proposed Project would not result in substantial physical deterioration of existing area recreational facilities or require the construction or expansion of recreational facilities. No impact would occur. There is **no impact**.

**Response b): No impact.** The Project does not include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment. There is **no impact**.

## XVI. TRANSPORTATION/TRAFFIC -- WOULD THE PROJECT:

| | Potentially Significant Impact | Less Than Significant with Mitigation Incorporation | Less Than Significant Impact | No Impact |
|---|---|---|---|---|
| a) Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (i.e., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio on roads, or congestion at intersections)? | | | X | |
| b) Exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways? | | | X | |
| c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks? | | | | X |
| d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)? | | | X | |
| e) Result in inadequate emergency access? | | | | X |
| f) Result in inadequate parking capacity? | | | | X |
| g) Conflict with adopted policies, plans, or programs supporting alternative transportation (e.g., bus turnouts, bicycle racks)? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b): Less than Significant.** The proposed Project would not conflict with applicable plans, ordinances or policies establishing measures of effectiveness for the performance of the circulation system, and traffic created during construction and operational activities is expected to be minimal. Construction of the proposed Project would generate a minimal amount of traffic associated with workers traveling to and from the site. Given the limited construction and operational activities (installation of one new digital freeway sign and maintenance of approximately two to six visits annually), these vehicle trips would not be sufficient to result in noticeable traffic impacts on the local roadway system or exceed any level of service standard established by the county congestion management agency for designated roads or highways. All roads would be kept clear and unobstructed at all times during sign installation and operation and thereby would not create a significant impact.

While it is possible that new digital freeway signs could redirect regular freeway traffic to specific locations within the City as a result of effective advertisements on future signs, this would not result in an overall increase in local or regional traffic, and would not result in impacts to levels of service on any local or regional roadways. Additionally, the City would require that before any applicant could install a new digital freeway sign, the applicant would have to remove four existing billboard signs, reducing the total number of billboard signs within the City. This is a **less than significant** impact.

**Response c): No impact.** The proposed sign would not result in a change in air traffic patterns. There is **no impact**.

**Response d): Less than Significant.** As digital sign technology has evolved, the issue has been raised as to whether digital signs themselves, regardless of compliance with such operating restrictions, present a distraction to drivers and thereby create conditions that could lead to accidents. A digital sign allows for periodic changes in displayed advertising messages electronically, and primary concerns regarding their impacts center around driver safety and distraction. The proposed sign as described in the project description above includes a number of features that would ensure compliance with the State of California's Outdoor Advertising Act (Business and Professions Code Section 5200 *et seq*.), and all current best practices for digital signs. During construction and operational activities, all necessary equipment and vehicles would be required to use local roadways; however, this is not anticipated to create a safety hazard. In addition, a number of technical studies demonstrate that the proposed digital sign is not anticipated to substantially increase hazards due to its design features[1] [2]. These studies show that there are no differences in the overall glance patterns between digital billboards, conventional billboards, comparison events, and baseline events. Furthermore, one study found that digital billboards "have no statistically significant relationship with the occurrence of accidents."[3]

In addition to these studies, the Federal Highway Administration (FHWA) has also addressed signage issues in general, and digital signs in particular. As part of its agreement with various states pursuant to the Highway Beautification Act, for example, it has confirmed that no sign is allowed that imitates or resembles any official traffic sign, and that signs may not be installed in such a manner as to obstruct, or otherwise physically interfere with an official traffic sign, signal, or device, or to obstruct or physically interfere with the vision of drivers in approaching, merging or intersecting traffic. While these provisions may be enforced by the FHWA, through agreement with the State of California, they are typically enforced by Caltrans.

Furthermore, the City is in the process of considering amendments to its Zoning Code to regulate digital freeway signs. The proposed modifications to the Code include specific development standards that limit the amount of light and glare that can be emitted from a digital freeway sign. These standards also require the message display to have static messages only, and limit the illumination of the digital freeway sign to safe levels, as written in Section 25-24-20,(i)(2)(B), as proposed to be amended:

> *x. Illumination. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance*

[1] Driving Performance and Digital Billboards, Virginia Tech Transportation Institute. March 2007.
[2] A study of the relationship between Digital Billboards and Traffic Safety, Tantala Associates. August 2010.
[3] A study of the relationship between Digital Billboards and Traffic Safety, Tantala Associates. August 2010 p.3.

*of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas.*

*The applicant shall demonstrate through field testing compliance with a 0.3 footcandle increase, or less, over ambient light at a distance of 250 feet during nighttime conditions upon initial start-up, again at 6 months of operation and at the request of the City for the life of the sign. The Applicant shall fund field testing by a qualified independent contractor or City staff trained in the use of a handheld photometer to demonstrate continued compliance.*

*If increases in ambient light are found to be above the 0.3 footcandle level, the dimming level shall be adjusted until this level can be demonstrated. This must be completed and demonstrated through follow-up field testing within 24 hours or the billboard shall not be operated until the lighting levels can be brought into compliance.*

*viii. Minimum Display Time. Each message or image on the sign must be displayed for a minimum of eight (8) consecutive seconds. Transition or blank screen time between one still message or image and the next may not exceed one (1) second.*

Given the aforementioned studies, Federal regulations, and local Development Standards, the proposed sign would not pose a significant risk of hazards due to design features. This is a **less than significant** impact.

**Response e): No impact.** The proposed Project would be located outside travelled portions of the roadway and would present no obstacle to emergency access. The proposed sign would also have the capacity to display official messages regarding emergencies and could perform as part of the emergency response system. The Project would not result in inadequate emergency access. There is **no impact**.

**Response f): No impact.** The proposed Project involves the installation and operation of one new sign. It would not conflict with, nor hinder performance of policies, plans, or programs regarding alternative forms of transportation. There is **no impact**.

## XVII. UTILITIES AND SERVICE SYSTEMS -- WOULD THE PROJECT:

| | *Potentially Significant Impact* | *Less Than Significant with Mitigation Incorporation* | *Less Than Significant Impact* | *No Impact* |
|---|---|---|---|---|
| a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board? | | | | X |
| b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects? | | | | X |
| c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects? | | | | X |
| d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed? | | | | X |
| e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the projects projected demand in addition to the providers existing commitments? | | | | X |
| f) Be served by a landfill with sufficient permitted capacity to accommodate the projects solid waste disposal needs? | | | | X |
| g) Comply with federal, state, and local statutes and regulations related to solid waste? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a), b), c), d), e), f), g): No impact.** The proposed Project would not generate any wastewater or require a supply of potable water. Construction and operation of the sign would not require other utility services (water, wastewater, storm water drainage, or landfill facilities), and no impact to these services would occur. The proposed Project would not increase existing employment or otherwise affect water use or wastewater generation. The Project also does not materially change the amount of permeable surface areas, drainage patterns, or affect storm water drainage systems. Periodic replacement of the LED lights on the digital display signs would also be required. Although LED lights cannot be recycled, their disposal requires no particular procedure unlike other fluorescent light bulbs. The solid waste generated from replacing signage and lighting would be minimal. In addition, no inert solid waste is anticipated to be generated as a result of the proposed Project. The digital freeway sign would require electrical service (conservatively assumed to be approximately 10,000 kilowatts per month). Providing such service through extension of existing electrical services in the vicinity would not result in any significant impacts. There is **no impact**.

## *XVIII. MANDATORY FINDINGS OF SIGNIFICANCE --*

| | *Potentially Significant Impact* | *Less Than Significant with Mitigation Incorporation* | *Less Than Significant Impact* | *No Impact* |
|---|---|---|---|---|
| a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory? | | | | X |
| b) Does the project have the potential to achieve short-term, to the disadvantage of long-term, environmental goals? | | | | X |
| c) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)? | | | | X |
| d) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly? | | | | X |

### *RESPONSES TO CHECKLIST QUESTIONS*

**Responses a): No Impact.** As described throughout the preceding checklist sections, the proposed Project would not degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory. There is **no impact**.

**Responses b): No impact.** Based on the analysis contained within this Initial Study, the proposed Project is not anticipated to create impacts that are individually limited, but cumulatively considerable. There is **no impact**.

**Responses c): No impact.** Based on the analysis contained within this Initial Study, the proposed Project would not have environmental effects that would cause substantial adverse effects on human beings, either directly or indirectly. There is **no impact**.

## REFERENCES


- An Ordinance of the City Council of the City of Woodland Amending Article 24 of the Woodland Municipal Code Relating to Signs. July 2015.
- California Department of Transportation (Caltrans) California Scenic Highways Program. Available at: http://www.dot.ca.gov/hq/LandArch/scenic_highways/scenic_hwy.htm
- CEQA Guidelines (BAAQMD, 2011). May 2011.
- City of Woodland Climate Action Plan. July 2014. Available online at: http://www.cityofwoodland.org/gov/depts/pw/areas/enviro/climate/capdetails/default.asp
- City of Woodland General Plan EIR. February 1996. Available online at: http://www.cityofwoodland.org/gov/depts/cd/divisions/planning/online/general_plan.asp
- City of Woodland General Plan Update. May 2002. Available at: http://www.cityofwoodland.org/gov/depts/cd/divisions/planning/online/general_plan.asp
- Department of Toxic Substances Control (DTSC) Envirostar. Accessed on July 7, 2015. Accessed on July 7, 2015. Available online at: http://websoilsurvey.sc.egov.usda.gov/App/WebSoilSurvey.aspx
- U.S. EPA Greenhouse Gas Equivalencies Calculator. Available online at: http://www.epa.gov/cleanenergy/energy-resources/calculator.html
- USDA Web Soil Survey. Accessed on July 7, 2015. Available at: http://websoilsurvey.sc.egov.usda.gov/App/WebSoilSurvey.aspx

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**DEPARTMENT OF TRANSPORTATION**
DISTRICT 3—SACRAMENTO AREA OFFICE
2379 GATEWAY OAKS DRIVE, SUITE 150
SACRAMENTO, CA 95833
PHONE (916) 274-0679
FAX (916) 274-0602
TTY 711
www.dot.ca.gov

*Serious drought.*
*Help save water!*

September 23, 2015

032015-YOL-0040
03-YOL-5 PM 5.226
SCH#2015092009

Ms. Erika Bumgardner
City of Woodland
300 First Street
Woodland, CA 95695

**Digital Freeway Sign at 2140 Freeway Drive – Mitigated Negative Declaration (MND)**

Dear Ms. Bumgardner:

Thank you for including the California Department of Transportation (Caltrans) in the application review process for the Digital Freeway Sign at 2140 Freeway Drive MND. Caltrans' new mission, vision, and goals signal a modernization of our approach to California's transportation system. We review this local development for impacts to the State Highway System in keeping with our mission, vision and goals for sustainability/livability/economy, and safety/health. We provide these comments consistent with the State's smart mobility goals that support a vibrant economy, and build communities, not sprawl.

The proposed project is an application for a Conditional Use Permit for the installation and operation of a double-sided digital freeway sign at 2140 Freeway Drive. This project is located in the eastern portion of the City of Woodland, along I-5. The digital freeway sign would utilize digital message technology and may include one or more dynamic digital display areas. The sign would include a standard 14' X 48' message center. The sign would be located alongside I-5 freeway westbound traffic lane, which allows for a long sight-line for westbound travelers coming from Sacramento. The sign's owner would donate a minimum of 5% for the time, and up to 10% on space available basis, for non-profit and public service massages. The following comments are based on the MND received.

**Outdoor Advertising**

An Outdoor Advertising (ODA) License as well as an ODA Permit may be required. Sign plans for any proposed outdoor advertising should be provided to Caltrans for review and, depending on proposed sign location, approval. The plans should depict the layout, roadway setback, orientation, glare intensity, and sign size. More information can be found by calling the Office of Outdoor Advertising telephone line at (916) 654-6473 or by visiting the following website: http://www.dot.ca.gov/oda/

**Encroachment Permit**

The proposed location of the sign is close to State owned right of way (ROW). State owned ROW is 100' from centerline of alignment. Please note that access control fencing does not delineate the bounds of the 100' feet from centerline. The structure as well as its footings must not encroach onto State ROW.

Furthermore, this sign is described as being placed on the southwest corner of APN: 027-851-011; however, the latitude and longitude coordinates given would place the sign at the southeast corner of the parcel. The applicant needs to provide more detail in regard to the exact placement of both signs.

Please be advised that any work or traffic control that would encroach onto the State ROW requires an encroachment permit that is issued by Caltrans. The encroachment permit application can be found at the following website:
http://www.dot.ca.gov/hq/traffops/developserv/permits/

For additional information, please contact Charles Laughlin, Office Chief for District 3 Encroachment Permits, at (530) 741-4408.

If you have any questions regarding these comments or require additional information, please contact Emily Mraovich, Intergovernmental Review Coordinator at (916) 263-1625 or by email at: emily.mraovich@dot.ca.gov.

Sincerely,

JEFFERY MORNEAU, Chief (Acting)
Office of Transportation Planning—South

c: Scott Morgan, State Clearinghouse

CALIFORNIA
Water Boards



EDMUND G. BROWN JR.
GOVERNOR

MATTHEW RODRIQUEZ
SECRETARY FOR
ENVIRONMENTAL PROTECTION

Central Valley Regional Water Quality Control Board

24 September 2015

Erika Bumgardner
City of Woodland
300 First Street
Woodland, CA 95695

CERTIFIED MAIL
91 7199 9991 7035 8420 5105

**COMMENTS TO REQUEST FOR REVIEW FOR THE MITIGATED NEGATIVE DECLARATION, DIGITAL FREEWAY SIGN AT 2140 FREEWAY DRIVE PROJECT, SCH# 2015092009, YOLO COUNTY**

Pursuant to the State Clearinghouse's 2 September 2015 request, the Central Valley Regional Water Quality Control Board (Central Valley Water Board) has reviewed the *Request for Review for the Mitigated Negative Declaration* for the Digital Freeway Sign at 2140 Freeway Drive Project, located in Yolo County.

Our agency is delegated with the responsibility of protecting the quality of surface and groundwaters of the state; therefore our comments will address concerns surrounding those issues.

## I. Regulatory Setting

**Basin Plan**

The Central Valley Water Board is required to formulate and adopt Basin Plans for all areas within the Central Valley region under Section 13240 of the Porter-Cologne Water Quality Control Act. Each Basin Plan must contain water quality objectives to ensure the reasonable protection of beneficial uses, as well as a program of implementation for achieving water quality objectives with the Basin Plans. Federal regulations require each state to adopt water quality standards to protect the public health or welfare, enhance the quality of water and serve the purposes of the Clean Water Act. In California, the beneficial uses, water quality objectives, and the Antidegradation Policy are the State's water quality standards. Water quality standards are also contained in the National Toxics Rule, 40 CFR Section 131.36, and the California Toxics Rule, 40 CFR Section 131.38.

The Basin Plan is subject to modification as necessary, considering applicable laws, policies, technologies, water quality conditions and priorities. The original Basin Plans were adopted in 1975, and have been updated and revised periodically as required, using Basin Plan amendments. Once the Central Valley Water Board has adopted a Basin Plan amendment in noticed public hearings, it must be approved by the State Water Resources Control Board (State Water Board), Office of Administrative Law (OAL) and in some cases, the United States Environmental Protection Agency (USEPA). Basin Plan amendments only become effective after they have been approved by the OAL and in some cases, the USEPA. Every three (3) years, a review of the Basin Plan is completed that assesses the appropriateness of existing standards and evaluates and prioritizes Basin Planning issues.

For more information on the *Water Quality Control Plan for the Sacramento and San Joaquin River Basins*, please visit our website: http://www.waterboards.ca.gov/centralvalley/water_issues/basin_plans/.

**Antidegradation Considerations**

All wastewater discharges must comply with the Antidegradation Policy (State Water Board Resolution 68-16) and the Antidegradation Implementation Policy contained in the Basin Plan. The Antidegradation Policy is available on page IV-15.01 at: http://www.waterboards.ca.gov/centralvalleywater_issues/basin_plans/sacsjr.pdf

In part it states:

> *Any discharge of waste to high quality waters must apply best practicable treatment or control not only to prevent a condition of pollution or nuisance from occurring, but also to maintain the highest water quality possible consistent with the maximum benefit to the people of the State.*
>
> *This information must be presented as an analysis of the impacts and potential impacts of the discharge on water quality, as measured by background concentrations and applicable water quality objectives.*

The antidegradation analysis is a mandatory element in the National Pollutant Discharge Elimination System and land discharge Waste Discharge Requirements (WDRs) permitting processes. The environmental review document should evaluate potential impacts to both surface and groundwater quality.

## II. Permitting Requirements

**Construction Storm Water General Permit**

Dischargers whose project disturb one or more acres of soil or where projects disturb less than one acre but are part of a larger common plan of development that in total disturbs one or more acres, are required to obtain coverage under the General Permit for Storm Water Discharges Associated with Construction Activities (Construction General Permit), Construction General Permit Order No. 2009-009-DWQ. Construction activity subject to this permit includes clearing, grading, grubbing, disturbances to the ground, such as stockpiling, or excavation, but does not include regular maintenance activities performed to restore the original line, grade, or capacity of the facility. The Construction General Permit requires the development and implementation of a Storm Water Pollution Prevention Plan

(SWPPP).

For more information on the Construction General Permit, visit the State Water Resources Control Board website at:
http://www.waterboards.ca.gov/water_issues/programs/stormwater/constpermits.shtml.

**Phase I and II Municipal Separate Storm Sewer System (MS4) Permits[1]**

The Phase I and II MS4 permits require the Permittees reduce pollutants and runoff flows from new development and redevelopment using Best Management Practices (BMPs) to the maximum extent practicable (MEP). MS4 Permittees have their own development standards, also known as Low Impact Development (LID)/post-construction standards that include a hydromodification component. The MS4 permits also require specific design concepts for LID/post-construction BMPs in the early stages of a project during the entitlement and CEQA process and the development plan review process.

For more information on which Phase I MS4 Permit this project applies to, visit the Central Valley Water Board website at:
http://www.waterboards.ca.gov/centralvalley/water_issues/storm_water/municipal_permits/.

For more information on the Phase II MS4 permit and who it applies to, visit the State Water Resources Control Board at:
http://www.waterboards.ca.gov/water_issues/programs/stormwater/phase_ii_municipal.shtml

**Industrial Storm Water General Permit**

Storm water discharges associated with industrial sites must comply with the regulations contained in the Industrial Storm Water General Permit Order No. 2014-0057-DWQ.

For more information on the Industrial Storm Water General Permit, visit the Central Valley Water Board website at:
http://www.waterboards.ca.gov/centralvalley/water_issues/storm_water/industrial_general_permits/index.shtml.

**Clean Water Act Section 404 Permit**

If the project will involve the discharge of dredged or fill material in navigable waters or wetlands, a permit pursuant to Section 404 of the Clean Water Act may be needed from the United States Army Corps of Engineers (USACOE). If a Section 404 permit is required by the USACOE, the Central Valley Water Board will review the permit application to ensure that discharge will not violate water quality standards. If the project requires surface water

[1] Municipal Permits = The Phase I Municipal Separate Storm Water System (MS4) Permit covers medium sized Municipalities (serving between 100,000 and 250,000 people) and large sized municipalities (serving over 250,000 people). The Phase II MS4 provides coverage for small municipalities, including non-traditional Small MS4s, which include military bases, public campuses, prisons and hospitals.

drainage realignment, the applicant is advised to contact the Department of Fish and Game for information on Streambed Alteration Permit requirements.

If you have any questions regarding the Clean Water Act Section 404 permits, please contact the Regulatory Division of the Sacramento District of USACOE at (916) 557-5250.

**Clean Water Act Section 401 Permit – Water Quality Certification**

If an USACOE permit (e.g., Non-Reporting Nationwide Permit, Nationwide Permit, Letter of Permission, Individual Permit, Regional General Permit, Programmatic General Permit), or any other federal permit (e.g., Section 10 of the Rivers and Harbors Act or Section 9 from the United States Coast Guard), is required for this project due to the disturbance of waters of the United States (such as streams and wetlands), then a Water Quality Certification must be obtained from the Central Valley Water Board prior to initiation of project activities. There are no waivers for 401 Water Quality Certifications.

**Waste Discharge Requirements – Discharges to Waters of the State**

If USACOE determines that only non-jurisdictional waters of the State (i.e., "non-federal" waters of the State) are present in the proposed project area, the proposed project may require a Waste Discharge Requirement (WDR) permit to be issued by Central Valley Water Board. Under the California Porter-Cologne Water Quality Control Act, discharges to all waters of the State, including all wetlands and other waters of the State including, but not limited to, isolated wetlands, are subject to State regulation.

For more information on the Water Quality Certification and WDR processes, visit the Central Valley Water Board website at:
http://www.waterboards.ca.gov/centralvalley/help/business_help/permit2.shtml.

**Regulatory Compliance for Commercially Irrigated Agriculture**

If the property will be used for commercial irrigated agricultural, the discharger will be required to obtain regulatory coverage under the Irrigated Lands Regulatory Program. There are two options to comply:

1. **Obtain Coverage Under a Coalition Group.** Join the local Coalition Group that supports land owners with the implementation of the Irrigated Lands Regulatory Program. The Coalition Group conducts water quality monitoring and reporting to the Central Valley Water Board on behalf of its growers. The Coalition Groups charge an annual membership fee, which varies by Coalition Group. To find the Coalition Group in your area, visit the Central Valley Water Board's website at: http://www.waterboards.ca.gov/centralvalley/water_issues/irrigated_lands/app_approval/index.shtml; or contact water board staff at (916) 464-4611 or via email at IrrLands@waterboards.ca.gov.

2. **Obtain Coverage Under the General Waste Discharge Requirements for Individual Growers, General Order R5-2013-0100**. Dischargers not participating in a third-party group (Coalition) are regulated individually. Depending on the specific site conditions, growers may be required to monitor runoff from their property, install monitoring wells, and submit a notice of intent, farm plan, and other action plans regarding their actions to comply with their General Order. Yearly costs would include State administrative fees (for example, annual fees for farm sizes from 10-100 acres are currently $1,084 + $6.70/Acre); the cost to prepare annual monitoring reports; and water quality monitoring costs. To enroll as an Individual Discharger under the Irrigated Lands Regulatory Program, call the Central Valley Water Board phone line at (916) 464-4611 or e-mail board staff at IrrLands@waterboards.ca.gov.

**Low or Limited Threat General NPDES Permit**

If the proposed project includes construction dewatering and it is necessary to discharge the groundwater to waters of the United States, the proposed project will require coverage under a National Pollutant Discharge Elimination System (NPDES) permit. Dewatering discharges are typically considered a low or limited threat to water quality and may be covered under the General Order for *Dewatering and Other Low Threat Discharges to Surface Waters* (Low Threat General Order) or the General Order for *Limited Threat Discharges of Treated/Untreated Groundwater from Cleanup Sites, Wastewater from Superchlorination Projects, and Other Limited Threat Wastewaters to Surface Water* (Limited Threat General Order). A complete application must be submitted to the Central Valley Water Board to obtain coverage under these General NPDES permits.

For more information regarding the Low Threat General Order and the application process, visit the Central Valley Water Board website at:
http://www.waterboards.ca.gov/centralvalley/board_decisions/adopted_orders/general_orders/r5-2013-0074.pdf

For more information regarding the Limited Threat General Order and the application process, visit the Central Valley Water Board website at:
http://www.waterboards.ca.gov/centralvalley/board_decisions/adopted_orders/general_orders/r5-2013-0073.pdf

If you have questions regarding these comments, please contact me at (916) 464-4684 or tcleak@waterboards.ca.gov.

Trevor Cleak
Environmental Scientist

cc: State Clearinghouse unit, Governor's Office of Planning and Research, Sacramento

DEPARTMENT OF THE ARMY
U.S. ARMY CORPS OF ENGINEERS, SACRAMENTO DISTRICT
1325 J STREET
SACRAMENTO CA 95814-2922

REPLY TO
ATTENTION OF

September 30, 2015

Regulatory Division SPK-2015-00852

City of Woodland
Attn: Ms. Erika Bumgardner
300 First Street
Woodland, California 95695

Dear Ms. Bumgardner:

We are responding to your August 31, 2015 request for comments on the Digital Freeway Sign at 2140 Freeway Drive project. The project site is located in the eastern portion of the City of Woodland, along the Interstate 5 freeway corridor, Latitude 38.6742°, Longitude -121.7226°, Woodland, Yolo County, California.

The Corps of Engineers' jurisdiction within the study area is under the authority of Section 404 of the Clean Water Act for the discharge of dredged or fill material into waters of the United States. Waters of the United States include, but are not limited to, rivers, perennial or intermittent streams, lakes, ponds, wetlands, vernal pools, marshes, wet meadows, and seeps. Project features that result in the discharge of dredged or fill material into waters of the United States will require Department of the Army authorization prior to starting work.

To ascertain the extent of waters on the project site, the City of Woodland should prepare a wetland delineation, in accordance with the "Minimum Standards for Acceptance of Preliminary Wetlands Delineations" and “Final Map and Drawing Standards for the South Pacific Division Regulatory Program” under "Jurisdiction" on our website at the address below, and submit it to this office for verification. A list of consultants that prepare wetland delineations and permit application documents is also available on our website at the same location.

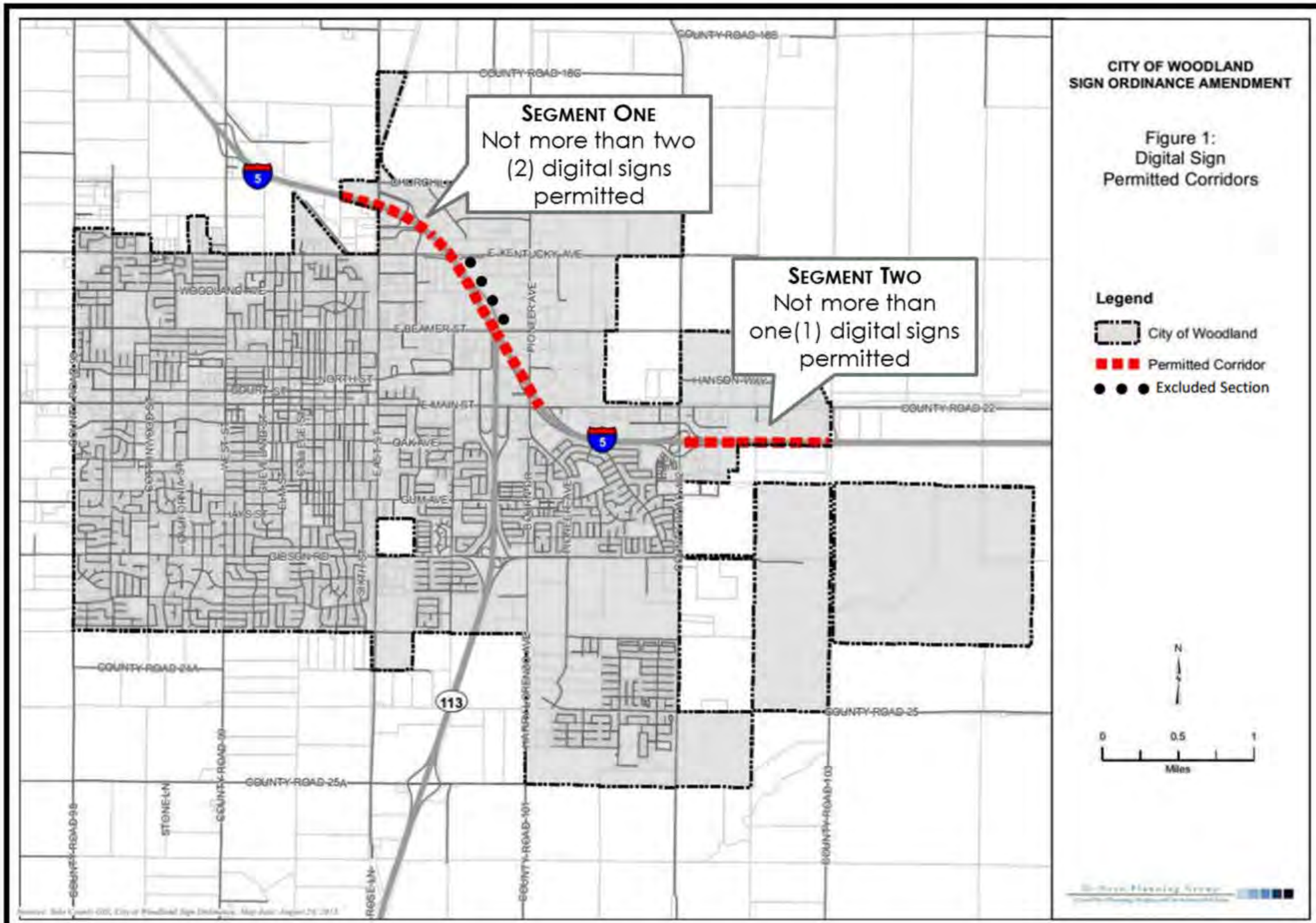
The range of alternatives considered for this project should include alternatives that avoid impacts to wetlands or other waters of the United States. Every effort should be made to avoid project features which require the discharge of dredged or fill material into waters of the United States. In the event it can be clearly demonstrated there are no practicable alternatives to filling waters of the United States, mitigation plans should be developed to compensate for the unavoidable losses resulting from project implementation.

RECEIVED
OCT 02 2015
City of Woodland
Community Development

Please refer to identification number SPK-2015-00852 in any correspondence concerning this project. If you have any questions, please contact Lee Ann Bowers by email at *Lee.A.Bowers@usace.army.mil*, or telephone at 916-557-5254. For more information regarding our program, please visit our website at *www.spk.usace.army.mil/Missions/Regulatory.aspx*.

Sincerely,

Kathleen A. Dadey, PhD
Chief, California South Branch
Regulatory Division


CITY OF WOODLAND
SIGN ORDINANCE AMENDMENT
Figure 1:
Digital Sign
Permitted Corridors
SEGMENT ONE
Not more than two (2) digital signs permitted
SEGMENT TWO
Not more than one(1) digital signs permitted
Legend
City of Woodland
Permitted Corridor
Excluded Section
0
0.5
1
Miles
N
113
5
COUNTY ROAD 22
COUNTY ROAD 25
COUNTY ROAD 24A
COUNTY ROAD 25A
E KENTUCKY AVE
E BEAMER ST
E MAIN ST
PIONEER AVE
HANSON WAY
WOODLAND AVE
NORTH ST
COURT ST
OAK AVE
GUM AVE
GIBSON RD
STONE LN
ROSE LN

Yolo County Visitors Bureau

May 10, 2016

City of Woodland
The Honorable Tom Stallard, Mayor of Woodland
300 First Street
Woodland, CA 95695

Dear Mayor Stallard,

On behalf of the Yolo County Visitors Bureau, I am writing in support of the installation of an electronic billboard to be placed along Interstate 5, east of the Road 102 Exit to Woodland, at Freeway Drive. This billboard is intended to help bring many visitors to the downtown area, in effect supplementing other existing billboard advertising on I-5 north of town. The billboard would sell advertising as well as promote such events such the Tomato Festival, Stroll Through Woodland, Halloween, Movies on Main, Christmas Tree Lighting, Carriage Rides, and numerous others in the downtown area.

An electronic sign at the entrance to Woodland would help attract new customers into Historic Downtown Woodland to visit shops and restaurants instead of stopping at the big box stores and mall right at the exit. The owners of the sign would donate 5-10% of the billboard time to non-profits wishing to advertise their events, a huge benefit to local organizations that are always strapped for cash.

The potential economic value to the city of Woodland is considerable, giving businesses, service organizations, and local fundraising an exciting way to spread their message about upcoming activities and offers.

I trust that you will carefully consider this proposal and find ample reason to support it.

Many thanks,

Alan Humason
Executive Director

**Yolo County Visitors Bureau** • 132 E St., Suite 200, Davis CA 95616 • (530) 297-1900 • **www.visityolo.com**

May 17, 2016

City of Woodland
The Honorable Tom Stallard, Mayor
300 First Street
Woodland CA 95695

Dear Mayor Stallard,

I am writing in regard to my letter to you of May 10, 2016, expressing support for an electronic billboard sign along Interstate 5 in Woodland. The YCVB is still strongly in support of such a project, for all of the reasons I offered in my letter.

I thought I was offering support for a location that was the consensus selection among *all* parties in the discussion, including the Woodland hoteliers whose properties are in the vicinity of this proposed sign. It is now my understanding that that is not in fact the case. It seems to me that most consideration should be given to the opinion of those businesses who would be most impacted by this sign.

Again, we support the creation of a billboard that will attract more visitors to Woodland. Where specifically it should be located, I believe should be left to the best judgment of the people of Woodland and their representatives.

Thank you again for your consideration,

Alan Humason

Alan Humason
Executive Director

Yolo County Visitors Bureau • 132 E St., Suite 200, Davis CA 95616 • (530) 297-1900 • www.visityolo.com

Cinema West

May 15, 2016

Mayor Tom Stallard
City of Woodland
300 1st Street
Woodland, CA 95695

Re: Freeway Drive Digital Billboard

Dear Mayor Stallard:

I'm writing in support of the proposal to locate a digital billboard at the above referenced location.

As Woodland grows, it is important to maintain a balance between the community's various commercial areas. We support a high profile billboard providing that is maintained for the purpose of being made available to all local advertisers as opposed to a primary user.

The Freeway Drive proposal offers an outlet for all local advertisers, such as the upcoming State Theatre and Multiplex, as well as other businesses in both the downtown and other local commercial areas.

We appreciate your consideration.

Sincerely,

David Corkill

P.O. Box 750595, Petaluma, CA 94975 * Voice 707-762-0990 * Fax 707-762-3969

Historic Woodland
DOWNTOWN

November 21. 2014

City of Woodland
The Honorable Tom Stallard, Mayor of Woodland
300 First Street
Woodland, CA 95695

Dear Mr. Stallard,

I am writing this letter to voice support for the installation of an electronic billboard to be placed along Interstate 5, east of the Road 102 Exit to Woodland. As president of the Historic Woodland Downtown Business Association, this billboard would bring many visitors to the downtown area. The billboard would sell advertising as well as promoting events such as: Tomato Festival, Tree Lighting, Small Business Saturday, Carriage Rides, Halloween, Movies on Main, Stroll Through Woodland, etc., in the downtown area.

An electronic sign at the entrance to Woodland, would bring many travelers to the downtown area instead of passing us by. This would attract new customers into Historic Downtown Woodland to visit shops and restaurants instead of solely stopping at the big box stores and mall in the area. The owners of the sign would donate 5-10% of the billboard time to non-profits wishing to advertise their events. The only cost to the non-profits would be their artwork.

The Board of the Historic Downtown Woodland Business Association feels that the economic value to the city of Woodland would be tremendous, giving businesses, service organizations, and local fundraising an exciting way to get the word out about upcoming activities and offers.

I speak for the board of the Historic Woodland Downtown Business Association that we are in total support of the electronic billboard. We hope that you will strongly consider this proposal.

Sincerely,

George Rowland, President
Historic Woodland Downtown Business Association

34077 CR 25 Woodland, CA 95695 • (530) 666-2626

The Woodland Farmer's Market

www.TheWoodlandFarmersMarket.org

11-23-14

My name is Sonia Mora and I am the President of The Woodland Farmers Market Board of Directors as well as The Woodland Farmers Market manager.

I am writing to show my support of the digital billboard sign that is being proposed by Ron Caceres of RCI Development, Inc., at the I-5 location by Road 102. This sign will allow the farmers market to advertise and promote our local market and will bring more people to our historic downtown location. This sign will also be a great asset for the annual Woodland Tomato Festival that happens the second Saturday of every August and is hosted by The Woodland Farmers Market.

The Woodland Tomato Festival has grown every year and more people are aware of this event happening in Woodland because of the exposure we have received in the VIA and Sunset magazines as well as through the local television stations. We are always looking for more creative ways to advertise our market and festival and this sign would be an awesome opportunity for us. This digital sign will allow others driving up and down I-5 to see what events are happening in the Woodland area and will possibly encourage them to stop in Woodland to see what we have to offer. The advantage of the digital sign is that it can be updated with current events more often and will allow non profits, like The Woodland Farmers Market, a reasonable advertising venue that will be seen by thousands of people on a daily basis.

Woodland officials need to consider the advantages of this proposal and support RCI Development Inc. in making this happen.

Sincerely,

Sonia Mora

Sonia Mora
President and Market Manager
of The Woodland Farmers Market
sonia@woodlandfarmersmarket.com

HOBLIT
Jeep THERE'S ONLY ONE
333 Main Street • Woodland, CA 95695 • (530) 662-4667 • (888) 88-DODGE • FAX (530) 666-7992

Mr. Paul Navazio
City Manager
City of Woodland
300 First Street
Woodland, CA 95695

Dear Mr. Navazio,

I am writing as a downtown Woodland auto retailer voicing my support for the proposed Electronic Reader Board to be located on Freeway Drive as well as the revisions to your zoning code and sign ordinance allowing for this reader board.

The location of the sign is ideal, just north of the Road 102 exit, which will allow potential customers to be made aware of our dealership downtown and give them ample time to exit at Main Street. It is very important that we get the visibility on the freeway for our business as our location downtown without representation along the freeway prevents awareness that we are even here. Many of our new customers and even local residents continue to comment how they never knew there was a Dodge Dealership downtown.

Other auto malls in other cities have these digital signs, putting us at a competitive disadvantage. This sign, which would not be owned by another dealership or freeway business, would allow us to purchase advertising along the freeway directing people to our dealership downtown. We strongly urge you to support this project as additional sales by us will generate higher sales taxes for the City of Woodland.

Sincerely,

Chad Hoblit

Chad Hoblit
Dealer & Vice President
Hoblit Chrysler Jeep Dodge Ram
333 Main St
Woodland, Ca 95695
(530) 662-4667

ELM FORD

346 MAIN STREET • WOODLAND, CA 95695
P.O. BOX 2175 • WOODLAND, CALIFORNIA 95776-2175
530-662-2817

November 22, 2014

Mr Paul Navazio
City Manager
City of Woodland
300 First St
Woodland, CA 95695

Dear Mr Navazio,

We are an auto dealership that has been in operation in downtown Woodland for 44 years. We are writing this letter in strong support for a zoning change and sign ordinance amendment that would allow the digital reader board along Freeway Drive.

Being a downtown car dealership, we would greatly benefit from the proposed sign. Because auto malls in other cities have these signs, we are at a competitive disadvantage without one. The sign's proposed location on Interstate 5 is ideal, as it would allow Elm Ford to advertise and capture customers that may be unaware that we are located downtown. It would also allow us to compete favorably with other freeway oriented auto business that may locate in Woodland in the future.

We feel the proposed sign will benefit business in the downtown area and would urge the city council to approve this project. It would be an asset to our community.

Sincerely,

William E Landis
President

Ghai Management Services, Inc
A FRANCHISEE OF BURGER KING CORPORATION

1904 Via Di Salerno,
Pleasanton CA 94566
Telephone: (510) 573 5905
Facsimile: (510) 490 5001
E mail: sunny@ghaimanagement.com

---

November 19, 2014

City of Woodland
c/o Tom Stoddard, Mayor
City of Woodland
300 First Street
Woodland, California 95695

Dear Mayor Stoddard:

I am writing as an Owner of two Burger Kings and one Taco Bell in Woodland in voicing my support for the revisions to the Woodland Sign Ordinance to now allow an "Electronic Reader Board".

The position of this sign at I-5 ahead of the Road 102, on the Woodland Fitness property, will allow potential customers to know we exist prior to the Road 102 exit, so they can exit the highway rather then passing Woodland and our three restaurants. This is very important to Burger King, as our fixed name on the existing sign behind the Home Depot, does not give customers enough notice to exit 5 to find us.

Quick serve restaurants are utilizing "Electronic Reader Board" in other surrounding towns, putting us in an inferior position to these other restaurants. This "Electronic Reader Board", if approved at the Woodland Fitness location is an advertising outlet, we plan to utilize and we strongly urge you to approve it, as with additional sales by us, will generate more jobs and taxes to be utilized by the City of Woodland.

Sincerely,

Sunny Ghai

Yours Truly,

Sunny Ghai, President

Woodland Lodging LLC
Woodland, CA 95776

November 19, 2014

City of Woodland
c/o Tom Stoddard, Mayor
City of Woodland
300 First Street
Woodland, California 95695

Dear Mayor Stoddard:

I am writing as a Woodland Hotel Owner in voicing my support for the revisions to the Woodland Sign Ordinance to now allow an "Electronic Reader Board".

The position of this sign at I-5 ahead of the Road 102, on the Woodland Fitness property, will allow potential customers to know we exist prior to the Road 102 exit, so they can exit the highway rather than passing our facility. This is very important to Holiday Inn Express and our new Fairfield Inn and Suites, as our fixed name on the existing sign, does not give customers enough notice to exit 5 safely.

Hotels are utilizing "Electronic Reader Board" in other surrounding towns, putting us in an inferior position to these other lodging facilities. This "Electronic Reader Board", if approved at the Woodland Fitness location is an advertising outlet, we plan to utilize and we strongly urge you to approve it, as with additional sales by us, will generate additional TOT tax to be utilized by the City of Woodland.

Sincerely,

Rohit Ranchhod

Rohit Ranchhod

*8799 White Peacock Way, Elk Grove, California 95624*
*Tel: (916) 685-6823 Cell: (916) 761-5602 Fax: (916)405-3589*

Woodland Hospitality, LLC
2070 FREEWAY DRIVE, WOODLAND, CA 95776

November 19, 2014

City of Woodland
c/o Tom Stoddard, Mayor
City of Woodland
300 First Street
Woodland, California 95695

Dear Mayor Stoddard:

I am writing as a Woodland Hotel Owner in voicing my support for the revisions to the Woodland Sign Ordinance to now allow an "Electronic Reader Board".

The position of this sign at I-5 ahead of the Road 102, on the Woodland Fitness property, will allow potential customers to know we exist prior to the Road 102 exit, so they can exit the highway rather than passing our facility. This is very important to Holiday Inn Express and our new Fairfield Inn and Suites, as our fixed name on the existing sign, does not give customers enough notice to exit 5 safely.

Hotels are utilizing "Electronic Reader Board" in other surrounding towns, putting us in an inferior position to these other lodging facilities. This "Electronic Reader Board", if approved at the Woodland Fitness location is an advertising outlet, we plan to utilize and we strongly urge you to approve it, as with additional sales by us, will generate additional TOT tax to be utilized by the City of Woodland.

Sincerely,

Rohit Ranchhod

*8799 White Peacock Way, Elk Grove, California 95624*
*Tel: (916) 685-6823 Cell: (916) 761-5602 Fax: (916)405-3589*

**From:** Tom Stallard [mailto:tstallard@legintent.com]
**Sent:** Monday, May 16, 2016 1:46 PM
**To:** Ken Hiatt; Cindy Norris
**Subject:** FW: attached staff report re: Digital Freeway Sign

fyi

**From:** Debra Gonella [mailto:debragonella@gmail.com]
**Sent:** Monday, May 16, 2016 11:26 AM
**To:** tom.stallard@cityofwoodland.org
**Subject:** attached staff report re: Digital Freeway Sign

sorry, I forgot to attache this staff report from San Diego County that does a wonderful job of summarizing many issues.
thanks, debra

---

**From:** Tom Stallard [mailto:tstallard@legintent.com]
**Sent:** Monday, May 16, 2016 1:46 PM
**To:** Ken Hiatt; Cindy Norris
**Subject:** FW: Proposed Digital Freeway Sign

fyi

**From:** Debra Gonella [mailto:debragonella@gmail.com]
**Sent:** Monday, May 16, 2016 11:20 AM
**To:** tom.stallard@cityofwoodland.org
**Subject:** Proposed Digital Freeway Sign

Good Morning,

I am very concerned about the proposed Digital Freeway Sign on I-5.

I would encourage you and the City Council to inform citizens who live adjacent to I-5 between Road 102 and Main Street Exit of the proposed sign before a decision is made. These signs are a huge blight to the environment. The lights can been seen from a 1/2 mile away.

Does this type of sign have a place in our community? What does it add to our historic character? Is this the entrance we want to welcome our visitors and residents?

Who benefits from this digital sign? The ad company benefits the most. A token percentage of ad time is being offered to nonprofits. This allocated ad time or "public service announcements" will run when it suits the Ad Company not the local nonprofits.

Providing this "benefit" to the community and nonprofits is a strategy used by advertising companies to win approval and sway local support.

In addition, as more communities throughout California and the United States construct these signs, more evidence is growing that the bright lights are changing the migration patterns of native birds. (An issue not included in the CEQA negative declaration).

Before the digital freeway sign is considered, please weigh the impacts to our local community.

I recommend that the Council request that Planning Staff develop proposed amendments to the zoning ordinance to place reasonable restrictions on the size, location, design and content of these signs.

In particular, the Council should direct staff to consider:

1) lighting time limitations.

- Project must conform to specified levels of brightness from sunset to 11:00pm and extinguished from 11:00pm until sunset.

2) limit height and overall size. The proposed sign is 65 feet tall and will dominate the landscape.

3) Prohibit alcohol and tobacco advertising (commercial speech can be regulated)

In the meantime, the Council should hold off on taking action on the CUP application. Once these standards are in place, they should apply to the current application. Because the applicant needs a use permit, there is ample time to work out these details and perform outreach to those neighborhoods that will be affected before approving a sign that will change the entryway to our town.

Thank you for your time and consideration,

debra gonella

530-304-1504

**CHRISTOPHER HOLT**

530-867-6611
Chris.Holt2
@cityofwoodland.org

167 First Street
Woodland, CA 95695

May 19, 2016

Council Members
City of Woodland
300 First Street
Woodland, CA 95695

Honorable Members of the City Council,
I am writing you this letter after watching the recent City Council meeting held on Tuesday May 17, 2016. My letter is in regards to public hearing items 16-500 and 16-501 which are the two digital freeway signs proposed along I-5 at 2140 Freeway Drive and 530 Quality Circle respectively. As a Planning Commissioner, Architect, and Resident I have been deeply involved in the item before you and hope that I will be able to provide some history and insight to aid in the decision you will soon make. I am taking the step of writing a letter to you because I have grave concerns for the direction we are headed and the precedent we may be inadvertently setting.

## HISTORY

The Electronic billboard ordinance began its life in the zoning subcommittee after the two proposed applications were submitted. The Zoning Subcommittee met twice on the proposed language for the zoning ordinance. During the first meeting staff presented information gathered from adjacent municipalities regarding their sign regulations. Some of these communities included the City of Sacramento, County of Sacramento, and the City of Roseville. The subcommittee was split (2-1) on the need to allow digital freeway signs. We requested that staff gather additional information for our next meeting, which was completed in a timely fashion. At the end of the second subcommittee meeting it was decided that while the split remained unchanged, the language that was developed was sufficient to take forward to the full Planning Commission.

The Planning Commission heard the issue of the digital freeway signs as item number #16-140 on October 15th, 2015 and the City Council heard the ordinance as item #16-217 on November 17th, 2015. Links to the videos are located below for your convenience:

Planning Commission (http://cityofwoodland.granicus.com/MediaPlayer.php?view_id=2&clip_id=580) starting at 25:00

City Council (http://cityofwoodland.granicus.com/MediaPlayer.php?view_id=2&clip_id=590) conveniently bookmarked, but starts at 1:18:08

In both presentations, Senior Planner Erika Bumgardner points out that there are two sign proposals within segment two of I-5 just east of the health club and west of the proposed Woodland Motors dealership. She also states that only one sign can be located within this segment.

In her presentation at both meetings she introduced the two public benefit provisions that are key to the ordinance:

1. Community access with a minimum of 5% of time available (free of charge) to the City of Woodland for promotion of their events.
2. Removal of static billboards within the city limits, focused on the Main Street and East Street corridor.

In both presentations it is mentioned that if the applicant cannot provide removal of signs within the city limits, they can propose an alternate provision that creates significant community benefit.

## COMMENTARY

In reviewing the tape of the Council meeting from November 17th there was one quote that caught my attention. While making her presentation Erika states and I quote *"the second and more important point regards removal of billboards along main street and east street….".* This is a very important statement, as we consider the development and adoption of our future General Plan documents. In addition to strategic expansion of the city, we have focused the majority of our infill development activities along these two main corridors. It is important that our decisions going forward actually support the vision we have for the future of our community. In my opinion, that is why the removal of signs along our major mixed-use corridors will be critical.

Coincidentally, during the ordinance presentation at both meetings the comments and questions from the commission and council were varied, and well thought out. However, none of the questions contemplated an 'In Lieu' fee, it was simply never discussed.

## PLANNING COMMISSION MEETING - SIGN APPLICATIONS

At the April 21st Planning Commission meeting we heard both of the digital freeway sign applications in one hearing (Item #16-430 and #16-432). As you know, the base proposals are very similar. Both of the signs are 672 sf, both of them have roughly the same aesthetic quality, and so this was always going to be a difficult decision.

In my deliberations I considered two main points:

> Does the application meet our (very recently adopted) ordinance?
>
> If it does not, what is the 'significant community benefit' that is proposed?

Item #16-430 2140 Freeway Drive - Ron Caceres

The application met all of the provisions of our ordinance completely. The amount of community time is above our minimum threshold and they will be removing an appropriate number of signs along main street and east street.

Item #16-432 530 Quality Circle - Scott Vanderbeek

The application from Scot Vanderbeek requesting an exception. The community time was above our minimum, however they were unable to secure sign removal so they proposed an in-lieu fee instead.

In my judgement, the amount of the fee and the structure of the fee failed to meet what I would consider a 'significant community benefit'. Please see below for my analysis:

In 2015-2016 the City of Woodland Adopted budget considers a General Fund amount of **$43,961,913**. The proposed In-Lieu fee of **$2500/mo.** or **$30,000/year** provides a very small augmentation to the general fund on a yearly basis. In fact, while $30,000 is a large sum of money for you or me, it represents less than

**0.068%** of the current General Fund allocation. Furthermore, the fact that this money is going directly to the General Fund without any guidance toward a specific community program provides an avenue for this money to be utilized for something that does not constitute a significant benefit.

As a secondary point, I would like to add some perspective to the matter of the sign heights and proximity to the off ramp. while traveling on the freeway at a high rate of speed, the difference of 20' in height between the signs will be all but imperceptible from the distances that you will be viewing them from (roughly 1500'). The height difference becomes more evident as you are within around 500' of the sign, but by that time you are already scanning further down the road and the signs are not part of your view. Additionally, when traveling at 70 miles an hour the difference in location provides about 5 seconds of additional time to make your decision. However, if you have been able to see and read the sign for the distance of roughly 1500' (15 secs) and have seen the majority of the adds you have probably made your decision. you then have two offramps available to exit the freeway. Neither of these differences constituted a significant reason to deviate from our adopted ordinance.

We are asked to make judgements based on the information available to us and the standards and rules that we create. In this instance, it was pretty clear to me that I needed to vote for the application that met the current ordinance without a need for a variance or exception.

## CITY COUNCIL MEETING (05/17/2016)

I have reviewed the tape of the meeting from 05/17 and would like to make a few comments and express my concerns. Our Planning Commission had significant discussions regarding Items 16-430 and 16-432, our decision was resolute, albeit not unanimous. There are two conditions that occurred between the Planning Commission Meeting and the Council Meeting that I am quite disturbed by.

1. Staff support of the sign at 530 Quality Circle

This position was not conveyed to the Planning Commission during or after our meeting. The Planning Commission decision of 5-1 represented a very strong consensus, by taking this stand after the vote of our body we have introduced the air of indecision and ambiguity to developers. This is a dangerous precedent, the only elements that have changed in the applications are the pieces that were brought to ‘sweeten the pot’, which brings me to my second point.

2. Last minute revisions to applications

After the Planning Commission meeting additional provisions were added to the applications which aimed to change the balance of the decision. While this is technically allowed, I find it in bad taste and an attempt to subvert the process we have in place. Furthermore, the changes or additions to the sign at 530 Quality Circle were provided on Tuesday 05/17, which is the same day as your hearing. These last minute provisions (or manipulations) serve the sole purpose to create confusion and muddy our judgements. This presents very real challenge for staff and may cause them to take a position that is not in our best interest as a community, which is exactly what happened on Tuesday night. As the primary decision making bodies of this community, we should take a stand and not put staff in the awkward position to have to make decisions like this at the last minute. In this specific condition the other applicant should have been notified of the impending changes and given enough warning to revise their offer if that made sense to them, lest we open ourselves up to litigation. The Planning Commission has recently faced a similar situation at our March 7th meeting. Lennar Homes brought a tentative subdivision map and design review application forward, but then during the meeting wanted us to approve the entire subdivision based on the information in front of us. In my opinion, this type of last minute change is disruptive to our decision making process and it can significantly change the nature of the proposal and may cause us to be in violation of our public notice laws. I want to commend you for taking the steps to continue the item and to request that these manipulations be appropriately quantified and studied. While I don’t think this was a coordinated and deliberate attempt to subvert our decision making system, it sends a bad message to applicants and sets a tone that we can be manipulated and divided. The only suggestion I would like to make is that when these items are revised on the day of the meeting we should immediately continue the item, without commentary or debate.

In closing, we all make difficult decisions, we are asked to get through volumes of reports and exhibits, in addition to our independent research that we do to be informed at our meetings. I serve at the pleasure of the council, and would like to extend an offer to meet each of you for coffee or lunch to further discuss this very important item, before your next meeting.

Sincerely yours,

Christopher Holt, AIA

Planning Commission Vice-chair

Zoning Ordinance subcommittee member

Staff Design Liaison

Legislation Text

20.

**File #:** 16-554, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016
SUBJECT: Measure E Renewal

Recommendation for Action**:** Staff recommends that the City Council:

1) Introduce Ordinance No. _____, re-authorizing and extending the City of Woodland's half-cent sales tax for general city services, programs and facilities for a period of twelve years, subject to approval by the voters at the November 8, 2016 municipal election; and

2) Provide comment on draft ballot language; and

3) Direct staff to return to Council with resolution calling for the consolidation of the election, and placing a single measure on the November 8, 2016 ballot.

Background

The City currently receives supplemental sales tax revenue through two voter-approved measures authorizing transaction and use taxes of ½ cent (Measure E) and ¼ cent (Measure J) respectively. Measure E, which generates approximately $4.5 million annually to the General Fund, was approved in June 2006, for a twelve-year period expiring in September 2018.

As a general purpose tax measure, an extension of Measure E can only be presented to the voters on the same ballot when members of the City Council are elected. Thus, as discussed in several recent Council presentations, the last election when Measure E can be renewed prior to its expiration is on the November 2016 ballot.

The City Council has consistently re-affirmed the importance of the extension of Measure E as a key component of the city's long-term financial plan and, at its meeting of May 3, 2016, directed staff to prepare the required ordinance and resolutions necessary to have the renewal of Measure E presented to the voters on the November 2016 ballot.

Discussion

This agenda item seeks Council approval of the introduction of the required ordinance extending the city's existing ½-cent sales tax. In addition, the report provides an initial draft of the ballot language that would appear on the November ballot. Formal adoption of the ballot language will occur at the Council's next meeting via a resolution that will also serve to call the municipal election and consolidate the election with the November general election.

*Ongoing Support for Critical Program Areas*

Measure E currently provides critical funding in support of several important areas, consistent with the advisory measures that accompanied the 2006 renewal of the city's ½ cent sales tax. These include street and road maintenance, parks facility capital improvements (including Community & Senior Center and Sports Park), and the Woodland Public Library.

Through the current budget process staff has identified several priority funding needs that speak to the imperative that the extension of Measure E be presented to the voters in November. Chief among these is ongoing support for street and road maintenance, park facility capital improvements and public safety. Measure E is currently the only discretionary city funding that supports our street maintenance program providing between $1.0 and $1.5 million per year. Measure E has also been the source of local matching funds for state and federal funds secured for larger street reconstruction projects. Funding from an extension of the ½ -cent sales tax is critical to ongoing support of our street maintenance program, and it is proposed that a larger portion of revenues derived from the extension of the measure be allocated for this purpose.

Measure E sales tax revenues also provide for park facility capital improvement needs, including securing the ongoing debt service on the Community and Senior Center and Sports Park. A portion of the debt service on the bonds used to construct the Community and Senior Center runs through 2025, and while development impact fees from the current housing starts has reduced the amount of Measure E funds needed to cover the debt service, absent this funding source, the city would need to implement cuts in other discretionary general fund programs or risk defaulting on the bonds. On a positive note, assuming continued strength in housing construction, revenues from the extension of Measure E will provide a source of funds for other needed park improvement projects across the entire city, to include restroom renovations, upgrade and replacement of play structures and other amenities.

Finally, staff has prioritized unmet needs in public safety as an additional area that could begin to be addressed through extension of Measure E. To this end, the renewal measure is proposed to highlight the needs to be supported by the sales tax revenues while at the same time provide the Council with some level of flexibility to address priority needs consistent with the discretionary nature of General fund revenue sources.

*Ballot Measure Re-Authorizing Quarter-Cent Sales Tax:*

At this time, it is recommended that the City Council approve the introduction of an ordinance to re-authorize the half-cent sales tax for an additional eight years, from 2018 through 2030, subject to approval by the voters at the November 8, 2016 municipal election.

In addition, the following draft ballot language is proposed for the measure to be put forth on the November 2016 ballot. Formal action on the specific ballot language will occur via a resolution to appear on the agenda for the Council meeting of June 21st.

*MEASURE ___: Shall Ordinance No. _____, which would authorize the City of Woodland to continue to collect for a period of twelve years an existing one-half cent sales tax for general city services, including but not limited to, street maintenance, park facility capital project, and public safety, be adopted?*

<u>Conclusion</u>

It is recommended that the City Council:

1) Adopt Ordinance No. _____, re-authorizing and extending the City of Woodland's half-cent sales tax for general city services, programs and facilities for a period of twelve years, subject to approval by the voters at the November 8, 2016 municipal election; and

2) Provide comment on the draft ballot language proposed for this purpose; and

3) Direct staff to return to Council with a resolution formally calling an election and directing the consolidation of the election, and placing a measure on the November 8, 2016 ballot.

Prepared by: Paul Navazio, City Manager

Attachments:

1) Ordinance Re-Authorize and Extending Existing Half -Cent Sales Tax

**ORDINANCE NO. ___________**

**AN ORDINANCE OF THE CITY OF WOODLAND AMENDING SECTION 23-73 OF ARTICLE V OF CHAPTER 23 OF THE WOODLAND MUNICIPAL CODE TO EXTEND THE 1/2% TRANSACTIONS AND USE TAX FOR GENERAL PURPOSES, WHICH SHALL CONTINUE TO BE ADMINISTERED BY THE STATE BOARD OF EQUALIZATION**

WHEREAS, pursuant to California Revenue and Taxation Code Section 7285.9, the City of Woodland (the "City") has the authority to levy a Transactions and Use Tax for general purposes; and

WHEREAS, a majority of the voters voting on the measure (Measure E) in the City approved a one-half of one percent (0.5%) Transactions and Use Tax at an election held on June 6, 2006; and

WHEREAS, the City's Transactions and Use Tax Ordinance is found in Article V of Chapter 23 of the City's Municipal Code; and

WHEREAS, Section 23-73 of Article V sets forth a "Termination Date" of September 30, 2018, at which time Article V of Chapter 23 will be repealed unless an extension or re-authorization is approved by the voters of the City at an election called for that purpose; and

WHEREAS, an extension or re-authorization of the City's Transactions and Use Tax will be submitted to the voters to extend the "Termination Date" of Article V of Chapter 23 to December 31, 2030; and

WHEREAS, approval of this Ordinance by the voters of the City of Woodland would not raise taxes but would extend an existing tax.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WOODLAND DOES HEREBY ORDAIN AS FOLLOWS:

**Section 1. Authority.** The City Council enacts this ordinance in accordance with the authority granted to cities by Article XI, Section 7 of the California Constitution.

**Section 2. Amendment.** The definition of "Operative date" and "Termination date" in Section 23-73 of Article 5 of Chapter 23 of the City's Municipal Code is hereby amended to read as follows:

<u>23-73 Definitions</u>

“Operative date” means the first day of the first calendar quarter commencing more than one hundred ten days after the later of the adoption of this article and the approval by the voters of the city of a measure approving the imposition of a transaction and use tax; provided that, if the city shall not have entered into a contract with the State Board of Equalization as required by Section 23-75 of this article prior to such date, the operative date shall be the first day of the first calendar quarter following the execution of such a contract. If this amendment is approved on June 21, 2016, and the measure is approved by a majority of the voters voting on the measure at the November 8, 2016 election, the operative date shall be October 1, 2018.

Termination date” means December 31, 2030, unless this Ordinance is extended or repealed by the voters at a subsequent election.

**Section 3. Spending Plan**. The City shall prepare a detailed spending plan and report regarding the expenditure of any proceeds from the taxes collected pursuant to Article V of Chapter 23 of the Woodland Municipal Code. The spending plan and report shall be presented to the public and published in the newspapers.

**Section 4. Approval by the Voters**. This Ordinance relates to the levying and collecting of transactions and use taxes, shall be submitted to the voters at an election to be held on November 8, 2016, and shall take effect only if approved by a majority of the voters voting on the measure at the November 8, 2016 General Municipal Election. The Ordinance shall then become effective in accordance with Section 23-73. Upon approval by a majority of the voters of the City voting on this Ordinance, the Transactions and Use Tax set forth in Article V of Chapter 23 of the City's Municipal Code shall be re-authorized and extended through and including December 31, 2030. The City Clerk is hereby directed to publish this Ordinance at least once, within fifteen (15) days of its adoption, in a newspaper of general circulation published and circulated in the City of Woodland.

**PASSED AND ADOPTED** this 7th day of June, 2016, by a two-thirds vote of the City Council, by the following vote:

AYES:
NOES:
ABSENT:

____________________________
Tom Stallard, Mayor

ATTEST:

____________________________
Ana B. Gonzalez, City Clerk

APPROVED AS TO FORM:

____________________________
Kara K. Ueda, City Attorney

Legislation Text

21.

**File #:** 16-557, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: June 7, 2016

SUBJECT: Process for Filling Council Vacancy by Appointment

**Recommendation for Action:** Staff recommends that the City Council receive an informational report and provide direction on initiating the process for filling the pending City Council vacancy through an appointment.

Staff Contact

Paul Navazio, City Manager, 661-5802, paul.navazio@cityofwoodland.org

Fiscal Impact

This is an informational report and as such does not result in any direct fiscal impact.

Background

Mayor Pro Tempore Bill Marble has informed the City that he will be relocating out of the country in early July 2016 and as a result leaving the City Council. Government Code section 36512(b) provides that a vacancy on a local governing board must be filled by either a) an appointment or b) the calling of a special election within 60 days of the vacancy occurring.

At the May 3rd Council meeting, a majority of the Council expressed a preference for the vacated seat to be filled through an appointment process as provided in state statute. The City Council has broad discretion to establish the process it wishes to follow in making an appointment. That said, the Council encountered a similar situation in 2010, when an earlier Council vacancy was filled through a Council-established appointment process, which appropriately serves as a starting point for consideration of the process for filling the upcoming vacancy upon Dr. Marble's resignation.

Discussion

As a general matter, when filling a Council vacancy by appointment, the process is initiated by soliciting applications from interested, eligible Woodland residents. At the conclusion of a prescribed application period, those applicants deemed most qualified would advance to an interview process. The initial review of applications as well as applicant interviews could be conducted by either the City Council as a whole, or by an ad hoc sub-committee formed specifically for this purpose. If the City Council, as a body, interviews the applicants, those interviews must be conducted in open session. The Brown Act does not permit a closed session for this purpose.

Qualifications of Candidates for the City Council
Government Code section 36502 provides that a person is eligible to be a City Council member for an at-large seat if he or she is an elector of the city at the time of assuming office. An "elector" is any person who is a United States citizen and is 18 years old or older and is a resident of an election precinct at least 15 days prior to an election. Elections Code § 321(a). The City Council member must remain a resident of the City of Woodland for the duration of his or her term. Otherwise, the City Council seat is immediately vacated.

Even though the City is converting to district elections in November, the Council members (Marble and Barajas) serving until November 2018 will continue to hold at-large seats. Thus, anyone who meets the minimum qualifications throughout the entire City will be eligible to be appointed or elected to fill out the remainder of an at-large term; however, a person who is appointed or elected from Districts 2, 4, or 5 would not be able to run for a seat in November 2018 unless he or she changed residency prior to the November 2018 election.

2010-11 Council Appointment Process

In November 2010, Council member Jeff Monroe resigned from the City Council. An application process was initiated by the remaining Council members, spearheaded by the formation of a sub-committee. An application questionnaire was established (see Attachment A) as well as a formal applicant evaluation form. After an application period of roughly three weeks (December 28th - January 15th) a total of 26 applicants were received.

The Council sub-committee reviewed and scored all of the applicants based on pre-established criteria, and selected six applicants for further consideration. These six candidates then participated in a Council Candidate Forum sponsored by the League of Women Voters (February 3rd) and then were interviewed by the Council sub -committee (February 7th).

Following the candidate forum and interviews, the Council sub-committee advanced two finalists for consideration by the full Council. At the meeting of February 15, 2011 the regular Council agenda provided for a final round of interview questions for the two finalists after which motions were entertained to select the Council appointee through a majority vote of the four seated Council members.

Two weeks later, on March 1, 2011, Council member Tom Stallard was sworn in as a member of the Woodland City Council to serve out the remaining term of the seat vacated by Council member Monroe.

Guidance on 2016 Appointment Process

Establishing clarity on process steps and timelines is highly encouraged. On the other hand, the Council may wish to retain a degree of flexibility throughout the process - for example, the number of applicants that submit applications could determine whether a sub-committee is helpful to screen initial applications, or whether a small number of applicants would suggest a shorter timeline.

Using the process established by the Council in 2010 as a foundation, the following elements may warrant consideration in developing the appointment process for the council seat being vacated by Mayor Pro Tempore Marble.

- Revise / Update Council Candidate Application Materials

  - Applicant Information
  - Applicant Questionnaire

- Start / End Date for Applications Period for Interested Individuals

- Process for initial review/ranking of applicants
  - Full Council
  - Council Sub-Committee
  - (May depend on number of applications received)

- Potential for conducting Candidate Forum through League of Women Voters

- Selection of Applicant Pool to be considered by the full Council
  - All applicants
  - Sub-set of applicants
  - Finalists Only

- Structure of Interviews before the full Council
  - Publicly noticed meeting (per Brown Act)
  - Ground rules
  - Q&A Format
  - Opening / Closing Statements

- Final Council candidate selection process
  - Requires ¾ vote of the sitting Council (4 current members)
  - Timing
  - Voting process (one member one vote vs. preferential voting)
    - Working toward Council majority for preferred candidate

- Avoiding Impasse on Council Appointment

Timeline(s)

For several reasons, it may be difficult to establish a hard timetable for the appointment process, other than the timetable dictated by statute for a formal appointment to occur within 60 days of the occurrence of the vacancy. It should be recognized that the Council calendar calls for two Regular Meetings in July ($5^{th}$ and $19^{th}$) before the summer recess, with Regular meetings resuming on August $23^{rd}$. That said, it is likely that one or more special meetings may be scheduled during the recess specific to other time-sensitive business matters such as the General Plan Update.

| | Date | (days) |
|---|---|---|
| Mayor Pro Tempore Marble's Last Council Meeting | June 21st | |
| Effective Date of Vacancy | July 4th (tentative) | 0 |
| Application Period for Interested Candidates | June 27th – July 15th | + 11 |
| Last City Council Meeting before Summer Recess | July 19th | + 15 |
| Initial Review of Applications | by July 29th | + 25 |
| Council Candidate forum | ????? | |
| Interviews (sub-committee or Full Council) | Week of August 8-12 | + 39 |
| Selection of Appointment - Regular Meeting | August 23 | + 50 |
| Statutory Deadline | September 2nd | + 60 |

## Conclusion

Staff recommends that the City Council receive this informational report and provide direction on desired appointment process.

Paul Navazio, City Manager

Attachment: DRAFT Council Application

City of Woodland
City Clerk 300 First Street Woodland, California 95695 (530) 661-5806
FAX (530) 661-5813

FOR CITY COUNCIL APPLICANTS

PUBLIC CONTACT FORM
(Please submit as an electronic file or print)

Name:

Address:

Home/Contact Telephone Number:

Work Telephone Number:

E-Mail Addresses:

Should a member of the public desire to contact you concerning your application for the City Council, the City Clerk may release the following information (please mark an "X" for those that apply):

| | |
|---|---|
| Home Address ( ) | Work Phone Number ( ) |
| Home Phone Number ( ) | Work Address ( ) |
| E-Mail Address | Please do not release any of this information |



FOR STAFF USE ONLY

Date Council Member Interview Scheduled for:

Confirmed with Ad-Hoc Committee:

City of Woodland

City Clerk 300 First Street Woodland, California 95695 (530) 661-5806
FAX (530) 661-5813

CITY COUNCIL APPLICATION INFORMATION

(Please submit as an electronic file or print)

Name of applicant:

I have business connections and/or investments that may result in possible conflict of interest. Yes ( ) No ( )

I reside within the City limits of the City of Woodland. Yes ( ) No ( )

Do you serve or have you served on a City Board or Commission? Yes ( ) No ( )

If yes, please state the Board or Commission and the dates you served:

Please attach a resume that includes the following information:

- Employment experience
- Organization, community and service experience
- Educational background and other training
- Honors and Awards

Please provide a separate document a biographical statement summarizing your background, interest and qualifications for service as a member of the Woodland City Council that would be made available to the public. As examples, you might review biographies for Council Members listed on city websites including Woodland.

CITY COUNCIL APPLICATION QUESTIONS

(Please submit as an electronic file or as a separate typewritten sheet)

Please answer the following questions regarding your interest in seeking appointment to the vacant City Counci seat.  Your answers may be as brief or as detailed as you believe is necessary to respond.

What motivates you to serve in this position?

What do you think are the top three issues facing the City the next year and why?

Describe an issue that the City is currently facing which you feel passionate about.

In thepast year, describe a decision or action that the Woodland City Council has taken that you have disagreed with and why.

If selectged to serve on the Woodland City Council, what would be your top three goals and what new direction would you seek?

---

Please provide information on three personal or professional references:

| Name | Address | Phone No. |
| --- | --- | --- |

Date Submitted:

Please return application to:

Office of the City Clerk
City Hall
300 First Street
Woodland, CA  95695
Email:  Ana.Gonzalez@cityofwoodland.org
Note:  Staff will contact you to schedule an interview with the City Council's Ad-Hoc Committee.