

# The County of Yuba

## Community Development and Services Agency

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### PLANNING COMMISSION STAFF REPORT

**MEETING DATE:** March 18, 2026

**TO:** Planning Commission

**FROM:** Alex Becerra, Planner II

**RE:** Planned Sign Permit Program PSPP-25-0002  
(County Billboard)

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**REQUEST:** A request to permit a double-sided digital billboard on County-owned property adjacent to Highway 70 in Plumas Lake. The sign will be 45 feet in height and include two 14' x 48' digital sign faces (1,344 sq ft total) arranged in a "V" configuration.

**RECOMMENDATION:** Adopt the attached Resolution approving Planned Sign Permit Program PSPP-25-0002 and make a determination the project is exempt from further environmental review pursuant to California Environmental Quality Act (CEQA) Section 15303(c) (New Construction).

**BACKGROUND/DISCUSSION:** The applicant, Yuba County, has submitted an application for a Planned Sign Permit Program (PSPP) to allow the installation of a new digital billboard on County-owned property located in Plumas Lake (APN 016-040-104). The site is designated Highway Commercial under the Plumas Lake Specific Plan and is currently vacant. Due to its proximity and visibility from Highway 70, the parcel offers a strategic location for outdoor advertising while requiring minimal site access.

The County initiated this project following a publicly noticed Request for Proposals issued in May 2025 seeking qualified firms to design, construct, and operate a revenue-generating digital billboard. After evaluating the proposals received, the County selected Lamar Outdoor Advertising as the most responsive and responsible proposer. Under a future lease agreement, Lamar would serve as the project developer and operator, responsible for all design, permitting, construction, and long-term maintenance of the billboard. This entitlement request does not include approval of the lease agreement itself.

The proposed billboard would consist of a single freestanding structure with two digital LED display panels measuring 14 feet by 48 feet arranged in a V-shaped configuration. The structure would have a maximum height of approximately 45 feet and would be constructed of durable commercial-grade materials. Digital display panels are anticipated to be manufactured by Watchfire or Daktronics. The sign would utilize a neutral color palette compatible with the visual character and design standards of the Plumas Lake community.

The digital display would operate in accordance with the Yuba County Development Code illumination standards. Brightness would be limited to no more than 0.3 footcandles above ambient lighting levels as measured at the required distance, and automatic dimming features would be incorporated to prevent glare or impacts to motorists and surrounding properties.

Billboards are generally prohibited under the standard provisions of Chapter 11.27 of the Yuba County Development Code. However, Section 11.27.130 allows for consideration of billboard proposals through a Planned Sign Permit Program (PSPP). This permit mechanism allows deviations from standard sign area and height limitations when a project demonstrates compatibility with surrounding uses and broader planning objectives. Approval of the PSPP would authorize construction of the proposed digital billboard subject to the conditions established through the review process.

In addition to County approvals, the project will require permits from the California Department of Transportation (Caltrans) due to the sign's proximity to State Route 70. The applicant will be responsible for obtaining all necessary state permits and ensuring the installation complies with applicable outdoor advertising regulations, traffic safety requirements, and right-of-way standards.

PROJECT SITE/SURROUNDING USES:

The subject property is adjacent to Highway 70 and zoned Highway Commercial (HYC), consistent with the zoning designation of the adjacent parcel to the North and East. The following table provides a summary of the site and surroundings:

	GENERAL PLAN	ZONING	EXISTING LAND USE
Subject Property	Valley Neighborhood	PLSP - HYC	Vacant
North	Valley Neighborhood	PLSP - HYC	Vacant
East	Natural Resources	AE-80	Agricultural
South	Valley Neighborhood	PLSP - MDR	Residential
West	Valley Neighborhood	PLSP - CSC	Shopping Center

GENERAL PLAN/ZONING: The project site is designated Valley Neighborhood on the Yuba County 2030 General Plan Land Use Map. This designation allows for a mix of commercial, civic, and public uses intended to support long-term community development and maintain a high quality of life for current and future residents. The proposed project is consistent with the following General Plan policies:

- 1. Policy CD5.1: Valley Neighborhoods should provide for most daily and weekly destinations, including a mix of commercial retail and services, schools, parks, and other civic uses.*

The project would provide a platform for local and regional businesses to advertise goods and services within the Plumas Lake community, thereby enhancing visibility for commercial activities that serve residents' daily and weekly needs.

2. *Policy CD10.1: The County will encourage development that improves the balance between local jobs and housing, including new commercial, industrial, home-based businesses, business incubators, and other development that generates net revenues for the County and produces local jobs.*

The proposed digital billboard would generate lease revenue for the County while providing advertising opportunities for local and regional businesses. By supporting commercial activity and increasing visibility for businesses along the Highway 70 corridor, the project contributes to economic activity within the community and supports broader employment and economic development goals.

3. *Policy CD11.2: The County will focus its economic development efforts on businesses and other employers that thrive on particular local advantages, such as: Rich agricultural lands; Proximity to open space and recreational areas; Mineral resources; Railroad access; Excellent water quality and plentiful supply; Hydroelectric and other renewable energy resources; and Other local advantages.*

The project takes advantage of the site's visibility along the Highway 70 corridor, a major regional transportation route. The location provides strong exposure to passing motorists, making it well suited for outdoor advertising and allowing businesses and organizations to promote goods, services, and community information to a broad regional audience.

The proposed digital billboard is consistent with the Valley Neighborhood General Plan designation, which supports a mix of commercial, civic, and public uses that serve the surrounding community. The project would provide a highly visible advertising platform along the Highway 70 corridor, allowing local and regional businesses to promote goods and services to residents and travelers passing through the area. The sign represents a low-intensity commercial use that requires minimal site disturbance while making productive use of an otherwise underutilized parcel.

The project also takes advantage of the site's location along a major transportation corridor, where visibility and accessibility are key factors for commercial activity. By increasing visibility for businesses and services operating within the Plumas Lake area, the billboard would support local economic activity along the Highway 70 corridor and provide an advertising platform for businesses seeking to reach both local residents and regional travelers. The proposed structure is designed to comply with the County's sign regulations, including standards for height, illumination, and setbacks, ensuring that the project integrates with the surrounding development pattern while maintaining the character of the Valley Neighborhood designation.

ENVIRONMENTAL REVIEW: Staff has determined that the project is categorically exempt from environmental review per the California Environmental Quality Act (CEQA) Section 15303(c) (New Construction of Small Structures).

The proposed project is exempt from CEQA requirements when the project consists of construction and location of limited numbers of new, small facilities or structures; installation of small new equipment and facilities in small structures; and the conversion of existing small

structures from one use to another where only minor modifications are made in the exterior of the structure. This includes a store, office, restaurant or similar structure not involving the use of significant amounts of hazardous substance, and not exceeding 2,500 square feet in floor area.

If approved, the applicant will construct a 45-foot, 2-sided billboard with a floor area of 1,344 square feet. Furthermore, the proposed project is not expected to have a significant effect on the environment and the area is not environmentally sensitive.

COMMENTS: The project was circulated to various agencies and County departments for review and comment during the early consultation phase and the environmental review stages of the project. The following is a summary of comments:

- County Staff – The Public Works Department, Environmental Health Department, and Building Department have reviewed the project and provided comments and/or conditions of approval that are incorporated into the attached Conditions of Approval.
- Caltrans – Requiring a permit from the Caltrans Outdoor Advertising Program and must comply with applicable state and federal outdoor advertising regulations prior to installation.
- PG&E – No comments.
- RD784 – No comments.

FINDINGS: Projects are evaluated for consistency with the County’s General Plan, conformance with the County’s Zoning Ordinance, and potential for impacts to the health, safety and welfare of persons who reside or work in the area surrounding the project. In the case of addressing project impacts to health, safety, and welfare, specific findings need to be met for each entitlement. Section 11.27.130 of the Yuba County Development Code requires that seven findings are made in order to approve or conditionally approve a Planned Sign Permit Program. The seven findings are listed below in *italics* and are followed by an evaluation of the request in relation to each finding.

PLANNED SIGNED PERMIT PROGRAM CRITERIA:

1. *The sign program incorporates common design elements such as sign materials, colors, and/or themes that will serve to create a coherent appearance for the site;*

The proposed billboard utilizes standard commercial-grade materials and a neutral color palette designed to minimize visual contrast with the surrounding environment. The structure includes a single column with a column cover and modern digital display panels, creating a consistent and cohesive design appropriate for a freeway-oriented commercial advertising structure.

2. *The proposed signs will be visually compatible in style, scale, and character with on-site buildings and any surrounding structures;*

The project site does not contain any existing buildings or structures. The proposed billboard is designed as a standalone commercial sign consistent with other freeway-oriented advertising structures along major transportation corridors. The scale and design are typical for digital billboards and are compatible with the surrounding highway environment.

3. *Building-mounted signs will be in appropriate proportion to building façades;*

The proposed sign program is for a freestanding sign that is not attached to the building façade. Therefore, building-mounted signs are not applicable to the proposed subject sign program.

4. *Proposed signs will not adversely affect surrounding land uses or obscure adjacent conforming signs;*

The proposed billboard will be located on County-owned property adjacent to State Route 70 and oriented toward the highway corridor. Due to its placement and orientation, the sign is not expected to adversely affect surrounding land uses or obscure any existing conforming signage in the area.

5. *Future tenants will be provided adequate opportunities to construct, erect or maintain a sign for identification;*

The project site does not include tenant spaces or commercial buildings requiring identification signage. The proposed billboard is intended as an off-site advertising display.

6. *Directional signage and building addressing is adequate for pedestrian and vehicular circulation and emergency vehicle access; and*

The project does not involve buildings, tenant spaces, or public access areas requiring directional signage or building addressing.

7. *The PSPP is consistent with any adopted design guidelines or sign standards for any specific, community, or area plan covering the site.*

The project site is located within the Plumas Lake Specific Plan area and is zoned Highway Commercial. The proposed digital billboard has been designed to comply with the applicable sign standards of the Yuba County Development Code and does not conflict with the design framework of the Plumas Lake Specific Plan.

**Attachments:**

1. Resolution
2. Site Plan
3. Photo Simulations
4. Draft Conditions of Approval
5. Comment Letters

Report Prepared By:



Alex Becerra  
Planner II

**BEFORE THE COUNTY OF YUBA  
PLANNING COMMISSION**

**RESOLUTION RECOMMENDING THE )  
PLANNING COMMISSION FIND THE )  
PROJECT EXEMPT FROM ) RESOLUTION NO.: \_\_\_\_\_  
ENVIRONMENTAL REVIEW AND )  
APPROVE PSPP-25-0002; SUBJECT TO THE )  
ATTACHED CONDITIONS OF APPROVAL )**

**WHEREAS,** The applicant, County of Yuba, filed an application for a Planned Sign Permit Program to permit an outdoor advertising sign adjacent to HWY 70; for a property located at 2723 Oakley Lane in the Wheatland community at Assessor’s Parcel Number: 016-040-104; and

**WHEREAS,** the Community Development & Services Agency, Planning Department of the County of Yuba has conducted a review of the proposed project and concluded that the project is consistent with both the 2030 General Plan and Development Code and is exempt from further environmental review pursuant to Section 15303(c) (New Construction) of the California Environmental Quality Act; and

**WHEREAS,** the Community Development & Services Agency, Planning Department of the County of Yuba has provided due notice of a public hearing before the Planning Commission of the County of Yuba and the intent to find the proposed project exempt from further environmental review in accordance with the California Environmental Quality Act, as amended;

**NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:**

1. The foregoing recitals are true and correct.
2. The Planning Commission finds that the proposed project is consistent with the Land Use Element and other applicable elements of the Yuba County 2030 General Plan as well as with the Yuba County Zoning Map and Development Code.
3. The Planning Commission finds that the project site is physically suitable for the proposed type of development and the proposed density of development.
4. The Planning Commission finds that the proposed project and the conditions under which it would be developed or maintained will promote, protect and secure the public health, safety and general welfare and will result in an orderly and beneficial development of the County.

5. The Planning Commission finds that the project, as conditioned, meets the County design and improvement standards set forth in the Yuba County Development Code.
6. The Planning Commission finds that the project, as conditioned, is in compliance with the Planned Sign Permit Program Findings listed in the Yuba County Development Code Section 11.27.130.
7. The Planning Commission finds that the project, as conditioned, is in compliance with the Yuba County Development Code.
8. The project will not cause substantial environmental damage to fish and/or wildlife and their habitats, nor have the potential for adverse effect(s) on wildlife resources or the habitat upon which wildlife depends. A Notice of Exemption will be recorded with the County Recorder.

The Planning Commission hereby finds the project exempt from further environmental review pursuant to Section 15303(c) (New Construction) of the California Environmental Quality Act adopts, incorporated herein by reference, and approves PSPP-25-0002; subject to the Exemption from Environmental Review and Conditions of Approval incorporated by reference.

**PASSED AND ADOPTED** at a regular meeting of the Planning Commission of the County of Yuba, State of California, on the \_\_\_\_\_, by the following vote.

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

\_\_\_\_\_  
**Yuba County Planning Commission  
Chairman**

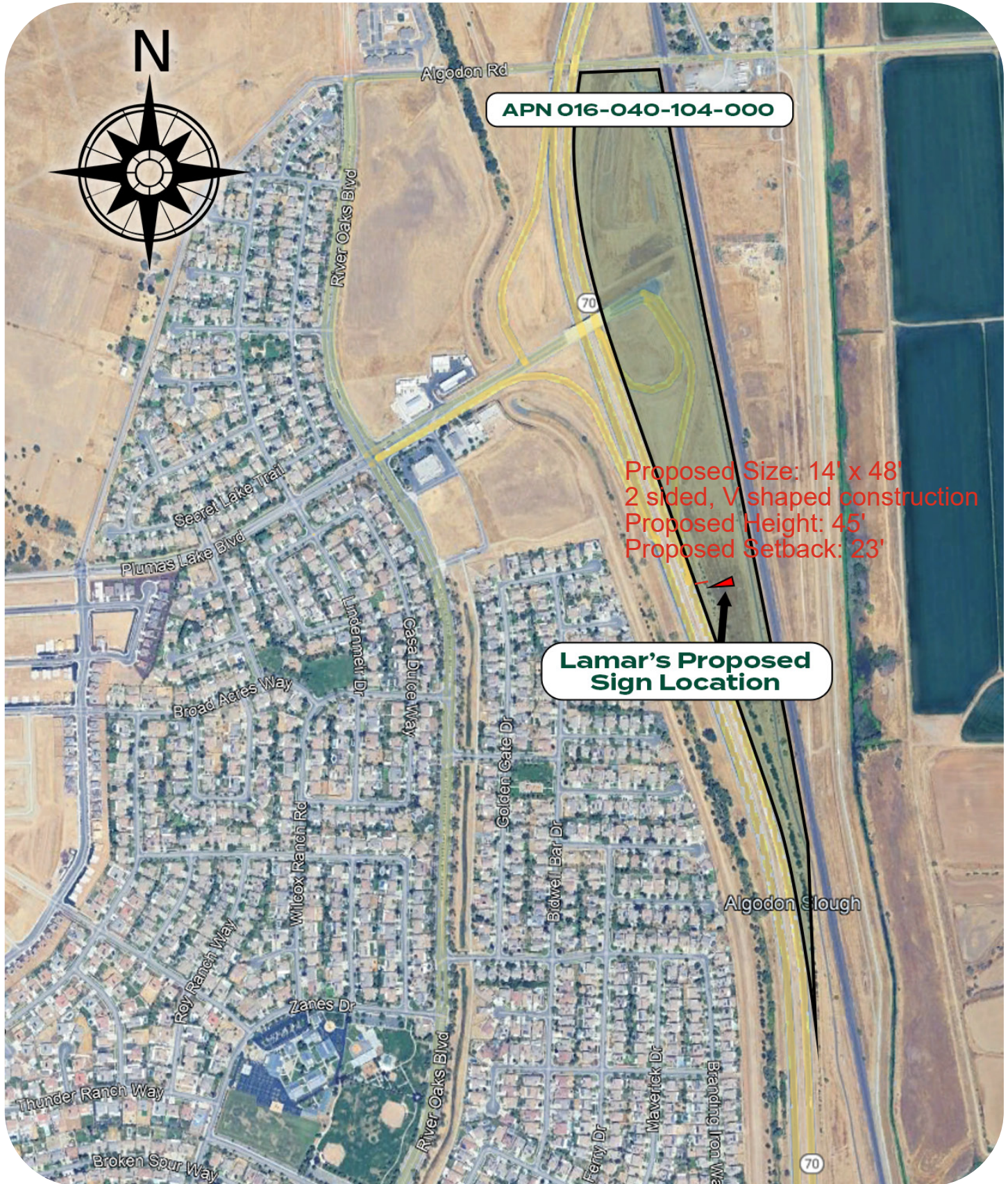
**ATTEST:**  
**Planning Commission Secretary**

**APPROVED AS TO FORM:**  
**County Counsel**

**BY:** \_\_\_\_\_

**BY:**  \_\_\_\_\_

# Overhead Map

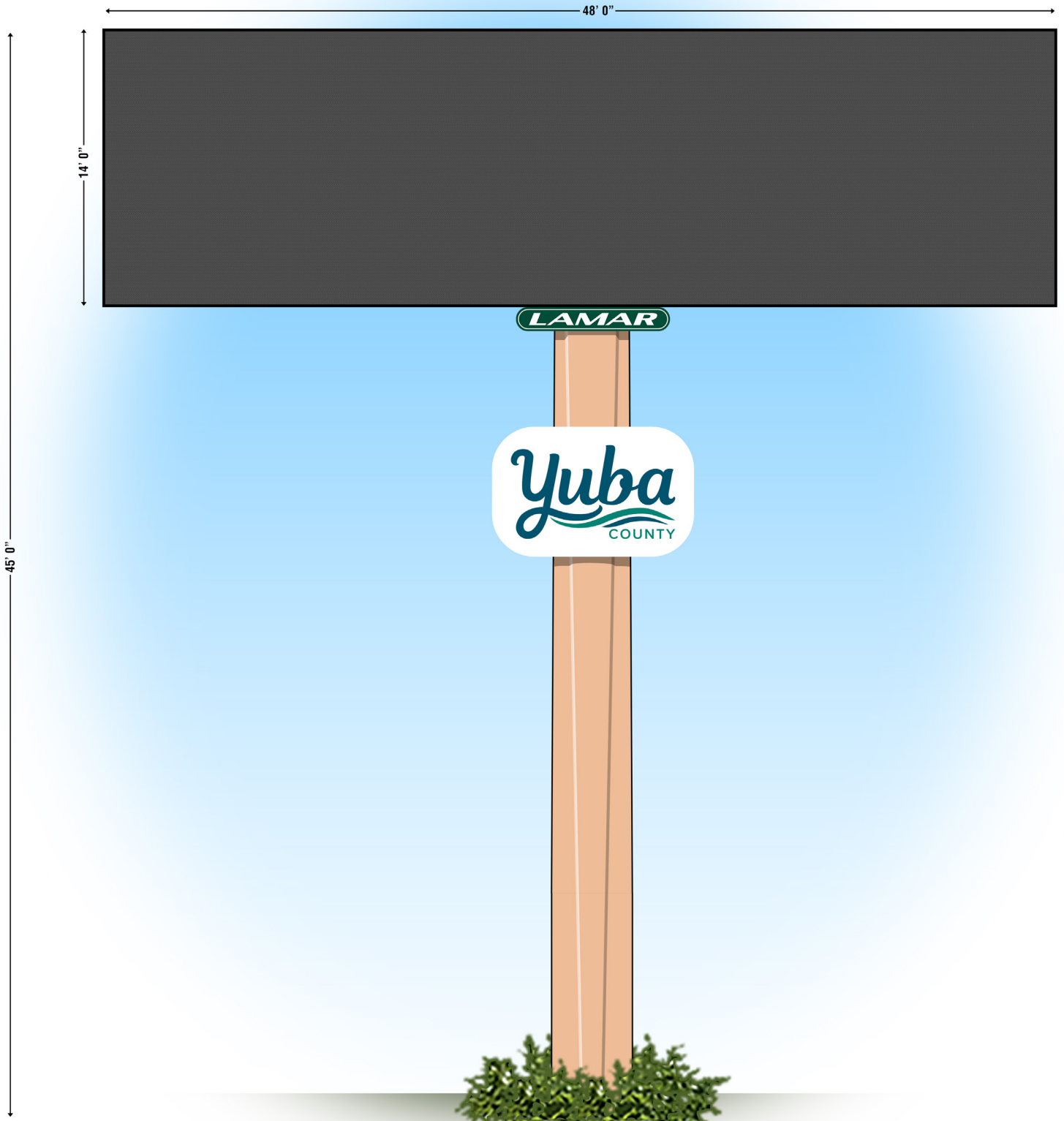


APN 016-040-104-000

Proposed Size: 14' x 48'  
2 sided, V shaped construction  
Proposed Height: 45'  
Proposed Setback: 23'

Lamar's Proposed Sign Location

# Conceptual Sign Design



# Photo Simulations

**Hwy 70 Southbound, North Face**



**Hwy 70 Northbound, South Face**



**DRAFT CONDITIONS OF APPROVAL  
YUBA COUNTY PLANNING COMMISSION**

**Applicant/Owner: County of Yuba  
APN: 016-040-104**

**Case Number: PSPP-25-0002  
Public Hearing Date: March 18, 2026**

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**ACTIONS FOR CONSIDERATION:** Staff recommends the Planning Commission take the following actions:

- I. After review and consideration, make a determination the project is exempt from environmental review pursuant to California Environmental Quality Act (CEQA) Section 15303(c) (New Construction).
- II. Approve Planned Sign Permit Program PSPP-25-0002 subject to the conditions below, or as may be modified at the public hearing, making the findings made in the Staff Report, pursuant to County of Yuba Title XI Section 11.27.130.

**GENERAL CONDITIONS:**

- 1) Unless specifically provided otherwise herein or by law, each condition of these Conditions of Approval shall be completed to the satisfaction of the County prior to Building Permit Final.
- 2) As a condition for project approval, Owner or an agent of Owner acceptable to County shall defend, indemnify, and hold harmless the County and its agents, officers, and employees from any claim, action, or proceeding, against the County or its agents, officers, and employees; including all costs, attorneys' fees, expenses, and liabilities incurred in the defense of such claim, action, or proceeding to attack, set aside, void or annul an approval by the County, Planning Commission, Development Review Committee, or other County advisory agency, appeal board, or legislative body concerning the conditional use permit. County shall promptly notify owner of any such claim, action, or proceeding and shall cooperate fully in the defense of said claim, action, or proceeding.
- 3) Owner(s), Owner's agent(s) or Applicant shall comply with all applicable federal, state, and local laws, ordinances, and regulations.
- 4) The Planned Sign Permit may be effectuated at the end of the ten (10) day appeal period which is March 30, 2026. Planned Sign Permit Program PSPP-25-0002 shall be designed and operated in substantial conformance with the approved conditional use permit as outlined in the approved site plan filed with the Community Development & Services Agency and as conditioned or modified below. No other expansion of uses is authorized or permitted by this use permit.
- 5) This Planned Sign Permit approval shall be effectuated within a period of twenty-four (24) months from this approval date and if not effectuated shall expire on March 18, 2028. Prior to said expiration date, the applicant may apply for an extension of time, provided, however, this approval shall be extended for no more than ninety (90) days from March 18, 2028.
- 6) Minor modifications to final configuration of the Planned Sign Permit may be approved by the Community Development and Services Agency Director.

**PUBLIC WORKS DEPARTMENT:**

- 7) The Public Works Director may reasonably modify any of the Public Works conditions contained herein.

**DRAFT CONDITIONS OF APPROVAL  
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- 8) All existing or proposed driveway encroachments onto Algodon Road shall conform to the current Yuba County Standards for a rural driveway (Drawing No. 127 & 128) under an encroachment permit issued by the Department of Public Works.

**ENVIRONMENTAL HEALTH DEPARTMENT:**

No conditions.

**BUILDING DEPARTMENT:**

- 10) All new/proposed buildings and structures shall obtain a building permit prior to construction.
- 11) All new/proposed development must meet applicable requirements of most current adopted version of the California Code of Regulations, Title 24, and Yuba County Ordinance Code Title X, which includes, but is not limited to: Building, Plumbing, Electrical, Mechanical, Accessibility and Fire Code requirements.

**CODE ENFORCEMENT DEPARTMENT:**

- 12) No person or entity while making use of their special agricultural entitlement shall cultivate marijuana or hemp in violation of the Yuba County Ordinance Code. Violations related to marijuana or hemp shall have a daily Administrative Penalty imposed immediately upon the issuance of an Order to abate the public nuisance.
- 13) No person or entity shall cause, permit, maintain, conduct or otherwise allow a public nuisance to exist upon any property within the unincorporated area of the County as defined by the Yuba County Ordinance Code.

**PLANNING DEPARTMENT:**

- 14) The proposed outdoor advertising sign shall be designed and operated in substantial conformance with the approved Planned Sign Permit Program as described in the project description and the proposed site plan filed with the Community Development and Services Agency. No other expansion of uses is authorized or permitted by this use permit.
- 14) Major modifications, including increasing the overall height or footprint of the outdoor advertising sign, shall require an amendment to the Planned Sign Permit Program.
- 15) Any relocation or rearrangement of any existing PG&E facilities to accommodate this project will be at the developer's/applicant's expense or as agreed by PG&E. There shall be no building of structures under or over any PG&E facilities or inside any PG&E easements that exist within the subject area without PG&E's approval.
- 16) All physical improvements associated with this Planned Sign Permit Program shall be maintained to the standards specified in these Conditions of Approval set forth for this use permit. Failure to

**DRAFT CONDITIONS OF APPROVAL  
YUBA COUNTY PLANNING COMMISSION**

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maintain said physical improvement(s) in said manner may be used as grounds for revocation of this use permit.

- 17) Operator shall meet all requirements of the Feather River Air Quality Management District.
- 18) The proposed outdoor advertising sign shall comply with the requirements of Section 11.27.130 (Planned Sign Permit Program) of the Yuba County Development Code, including the billboard criteria for approval listed below:
  - a) Shall be digital, non-static.
  - b) Shall not advertise tobacco or marijuana, “gentlemen’s clubs,” or sexually explicit messages.
  - c) The billboard sign face and its supporting structure shall be properly maintained and kept free of graffiti at all times. Failure to perform the required maintenance within seven (7) days may result in fines and/or removal of the billboard sign.
  - d) Shall include an enhanced base treatment and Yuba County Logo.
  - e) Shall provide advertising space free of charge to the County for general public announcements and promotion of civic events and services. Messages included in this public benefit will be coordinated through the County’s designate a point of contact. Upon written request to Owner with at least ten (10) days advance notice, the County shall receive at least one (1) rotation every five (5) minutes on each sign for a dedicated period of time. Any County public service announcements displaced on the Signage shall not contain private advertisement displays.
  - f) Shall be prohibited within a three-mile radius of each other. If a new billboard is proposed within three miles of an existing billboard, the applicant shall remove two existing non-conforming or static billboards.
  - g) The erection of a new digital billboard shall require the removal of one existing nonconforming or static billboard. Qualifying billboards to be removed are permitted by CalTrans and can be found at <https://dot.ca.gov/> or otherwise approved by CDSA director or designee.
- 19) The Planned Sign Permit shall be reviewed in twenty years (20) years, or March 18, 2046, at which time the CDSA Department may require the sign owner to renew its permit. The sign shall be removed consistent with state law unless a mutually agreed upon permit renewal is approved by the CDSA Director.

**CALIFORNIA DEPARTMENT OF TRANSPORTATION:**

- 20) Prior to issuance of any building or sign permits, the applicant shall obtain all required approvals and permits from the California Department of Transportation (Caltrans) Outdoor Advertising Program (ODA) for the proposed billboard visible from the State Highway System. The applicant shall demonstrate that the proposed billboard location complies with the Outdoor Advertising Act and applicable state and federal regulations, including requirements related to location eligibility and proximity to qualifying commercial or industrial activities. Documentation of Caltrans approval shall be provided to the Yuba County Planning Department prior to permit issuance.

**DRAFT CONDITIONS OF APPROVAL  
YUBA COUNTY PLANNING COMMISSION**

**Applicant/Owner: County of Yuba  
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*Alex Becerra*

Alex Becerra  
Planner II

## California Department of Transportation

OFFICE OF THE DISTRICT 3 DIRECTOR  
703 B STREET | MARYSVILLE, CA 95901-5556  
(530) 741-4545 | FAX (530) 741-4245 TTY 711  
[www.dot.ca.gov](http://www.dot.ca.gov)



July 23, 2025

GTS # 03-YUB-2025-00345

Alex Becerra  
Planner I  
Yuba County  
915 Eighth Street, Suite 123  
Marysville, CA 95901

### PSPP-25-0002 County Billboard

Dear Mr. Becerra:

Thank you for including the California Department of Transportation (Caltrans) in the review process for the project referenced above. We reviewed this local development for impacts to the State Highway System (SHS) in keeping with our mission, vision, and goals, some of which includes addressing equity, climate change, and safety, as outlined in our statewide plans such as the California Transportation Plan, Caltrans Strategic Plan, and Climate Action Plan for Transportation Infrastructure.

The proposed project is located along the east side of State Route 70 (SR 70), approximately 0.3 mile south of the Plumas Lake Boulevard Interchange in Plumas Lake, California. The proposed project is requesting to install a new double-sided digital billboard consisting of two 14 feet by 48 feet digital sign faces in a V-shaped build, with a maximum height of 45 feet. Based on the Planned Sign Permit Program Application provided, Caltrans provides the following comments:

#### Traffic Operations – Outdoor Advertising

All outdoor advertising displays visible from the SHS are subject to the provisions of the Outdoor Advertising Act and will require a permit from the Caltrans Outdoor Advertising Program (ODA), for more information on how to obtain an ODA Permit please visit our website at: <https://dot.ca.gov/programs/traffic-operations/oda> or contact us by phone at (916) 654-6473 or email at [ODA@dot.ca.gov](mailto:ODA@dot.ca.gov).

Based on a review of the provided documentation, it appears the location may possibly be considered nonconforming due to being beyond 1,000 feet from a

Alex Becerra, Planner I  
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qualifying business activity, pursuant to Business and Professions Code Section 5408 and 5205, and due to improper zoning as the location appears to be spot zoned pursuant to Title 23, Code of Federal Regulations Section 750.708. The applicant may consider applying for a preliminary determination to confirm if the proposed display would be permissible, the application form can be found on our website listed above.

Please provide our office with copies of any further actions regarding this proposal. We would appreciate the opportunity to review and comment on any changes related to this development.

Thank you again for including Caltrans in the environmental review process. Should you have any questions regarding this letter, or for future notifications and requests for review of new projects, please contact Robynn Spence, Local Development Review Coordinator by phone at (530) 812-6874 or via email at [D3.local.development@dot.ca.gov](mailto:D3.local.development@dot.ca.gov).

Sincerely,

*Alexander Fong*

ALEXANDER FONG, Acting Branch Chief  
Local Development Review and Complete Streets  
Division of Planning, Local Assistance, and Sustainability  
California Department of Transportation, District 3