

2025 Q3 | JULY - SEPT

# Quarterly Development Update Yuba County

Presented to the Yuba County Board of Supervisors  
October 14, 2025

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# Yuba County's Pillars of Economic Development



**STRATEGIC  
PLANNING  
& RESILIENCE**



**BUSINESS  
EXPANSION  
& RETENTION**



**ATTRACTION  
& MARKETING**



**TALENT &  
WORKFORCE  
DEVELOPMENT**



**SMALL BUSINESS  
SUPPORT**

# Yuba County's Pillars of Economic Development



**STRATEGIC  
PLANNING  
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**BUSINESS  
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**ATTRACTION  
& MARKETING**



**Retail and  
Commercial  
Updates**



**TALENT &  
WORKFORCE  
DEVELOPMENT**



**SMALL BUSINESS  
SUPPORT**



# Overview of Retail & Commercial Updates



## ICSC Engagement

- Strengthening relationships with brokers, developers, & retailers



## Capital Rivers Commercial Partnership

- Expanding reach with access to national retail data, marketing channels, & developer insights



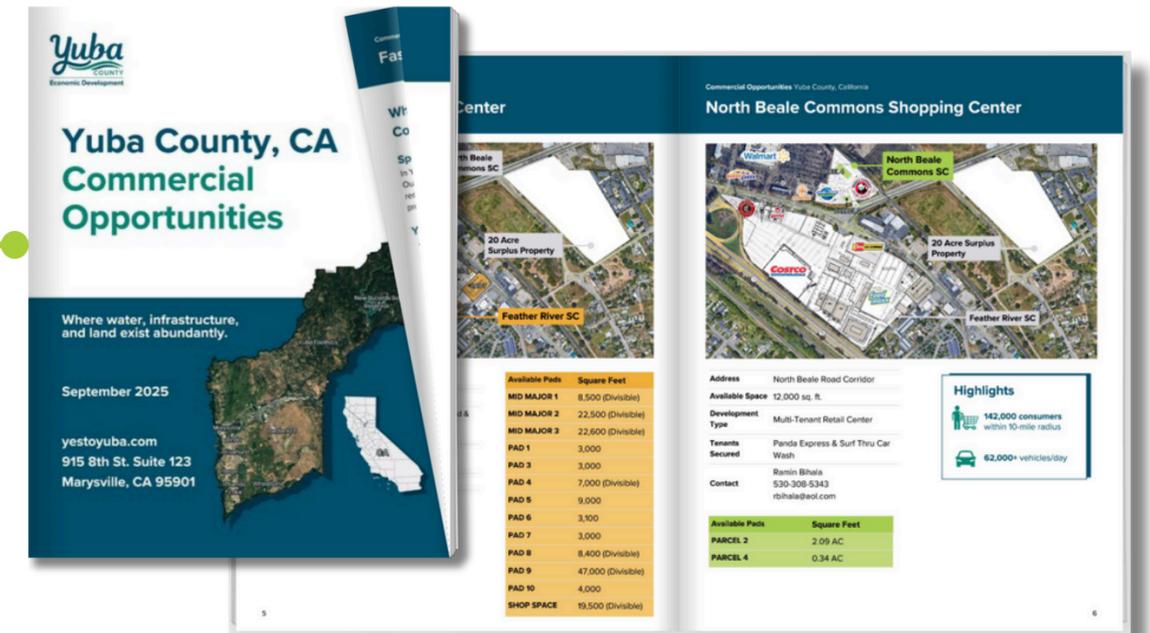
## Active Shopping Centers

- Updates on Feather River, North Beale Commons, & River Oaks Shopping Centers

# Retail Attraction

## International Council of Shopping Centers

- **30+ engagements** with retailers & developers
- **Showcased** Yuba County's *Commercial Opportunities Guide*
- **Key Takeaways**
  - Leverage the County's position within the Greater Sacramento Region & regional MSA
  - Strengthen awareness & relationships with commercial developers
  - Foster franchisee network

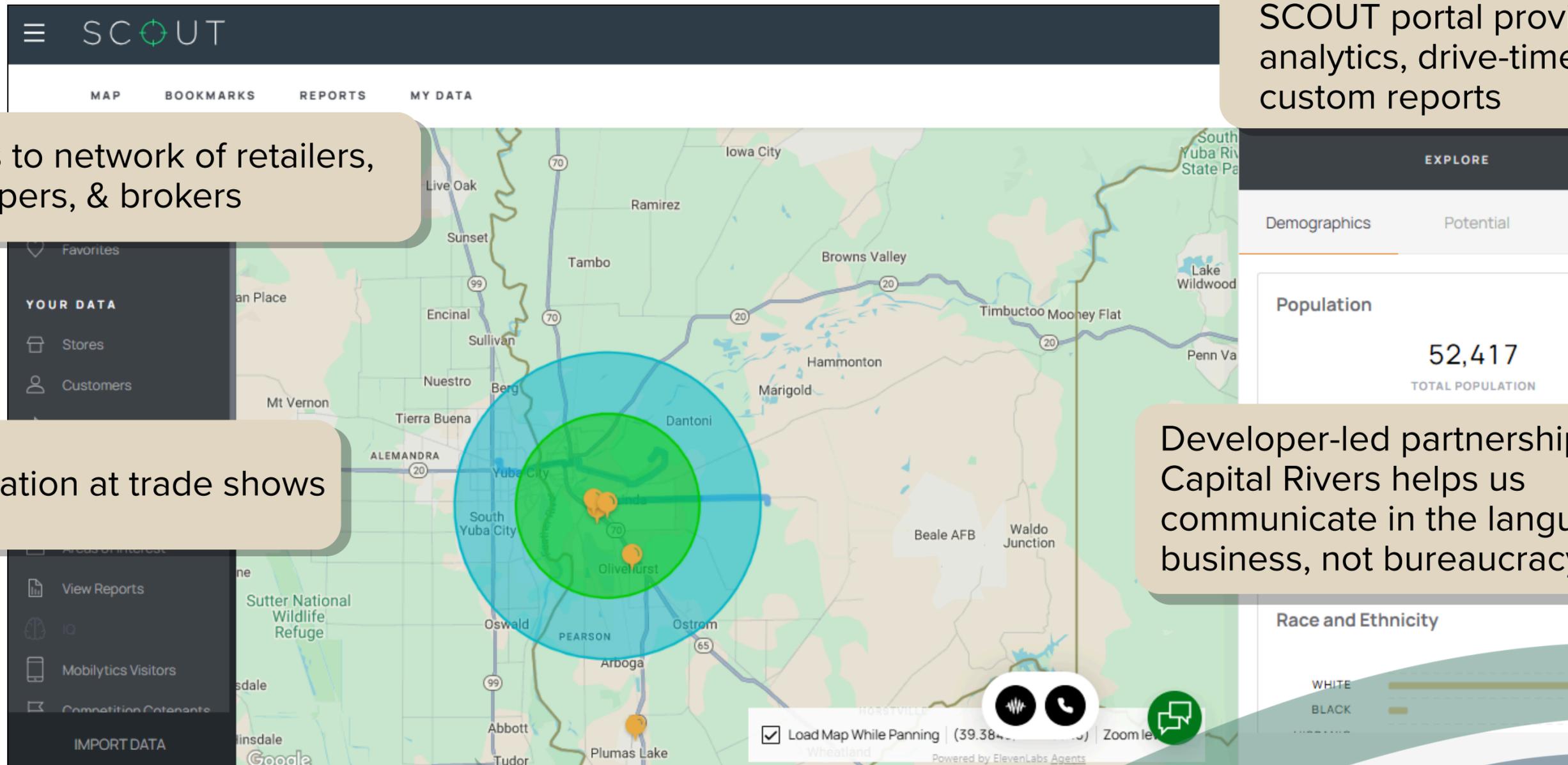


**SCAN FOR  
THE GUIDE**



# Retail Attraction

## Collaboration with Team California & Capital Rivers Commercial



SCOUT portal provides retail analytics, drive-time data, & custom reports

Access to network of retailers, developers, & brokers

Representation at trade shows

Developer-led partnership: Capital Rivers helps us communicate in the language of business, not bureaucracy



# Feather River Shopping Center

## North Beale Rd - Linda

- Anchored by major retailers: Costco, FoodMaxx, & Wendy's
- Traffic improvements support long-term success
- Under construction: **Chipotle**
- **Grading permit in review** for site work between Costco & FoodMaxx



# North Beale Commons

## North Beale Rd - Linda

- Adjacent to **major retailers** including Walmart
- **Surf Thru & Panda Express** permits issued
- Two remaining parcels **currently listed for sale &** open for development



# River Oaks Shopping Center

## River Oaks Blvd - Plumas Lake

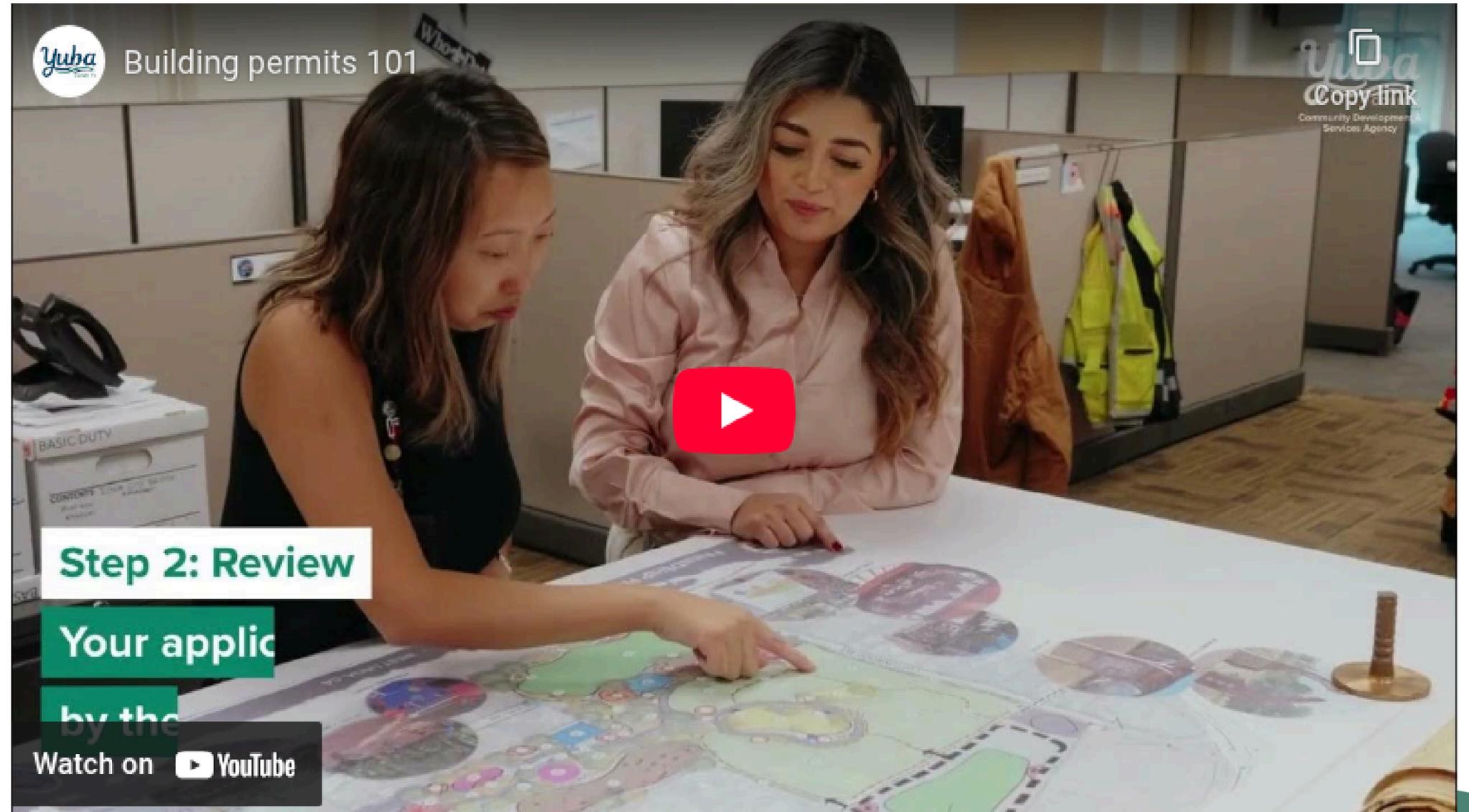
- Anchored by **Holiday Market** - currently under construction
- **Phase One:** Holiday Market + Shops 1 & 2
- **McDonald's** in design review



# Customer Service Updates

## Technology Improvements - *Coming Soon!*

- **New Building Permit 101** Video
- **Environmental Health + Tyler Technologies** integration for permits
- **Tyler Payments:** online payment system in final implementation stage



# Public Works

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## 2025 Construction

- North Beale Road Complete Streets Phase III
- Feather River Blvd State of Good Repair
- Loma Rica Rd & S. Beale Rd State of Good Repair
- Countywide Signal System Upgrade
- Gold Village Groundwater Improvement
- Doolittle Gate Curve Correction Project
- Roadside Fuel Reduction Project
- North Beale Road High Friction Surface Treatment

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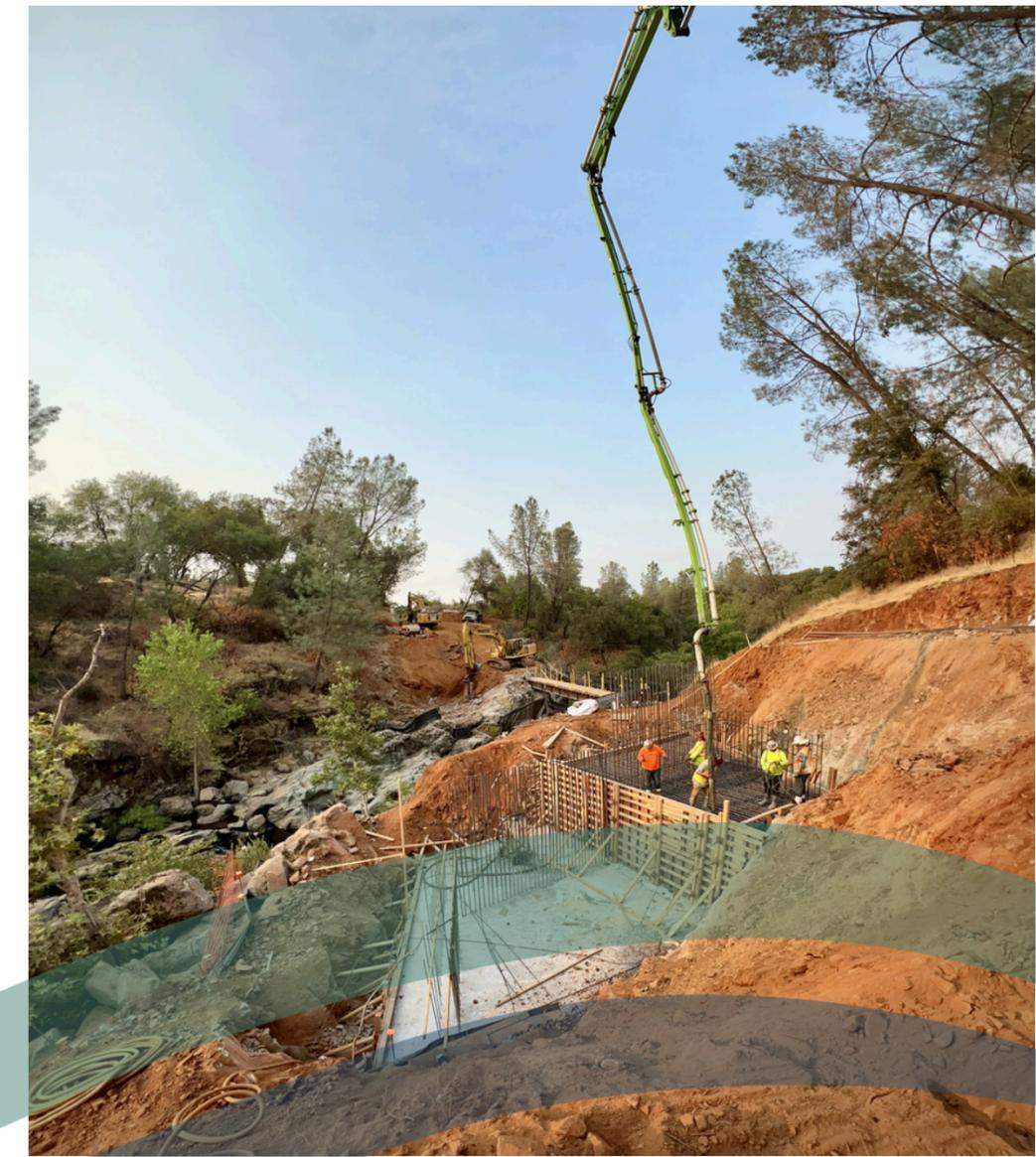
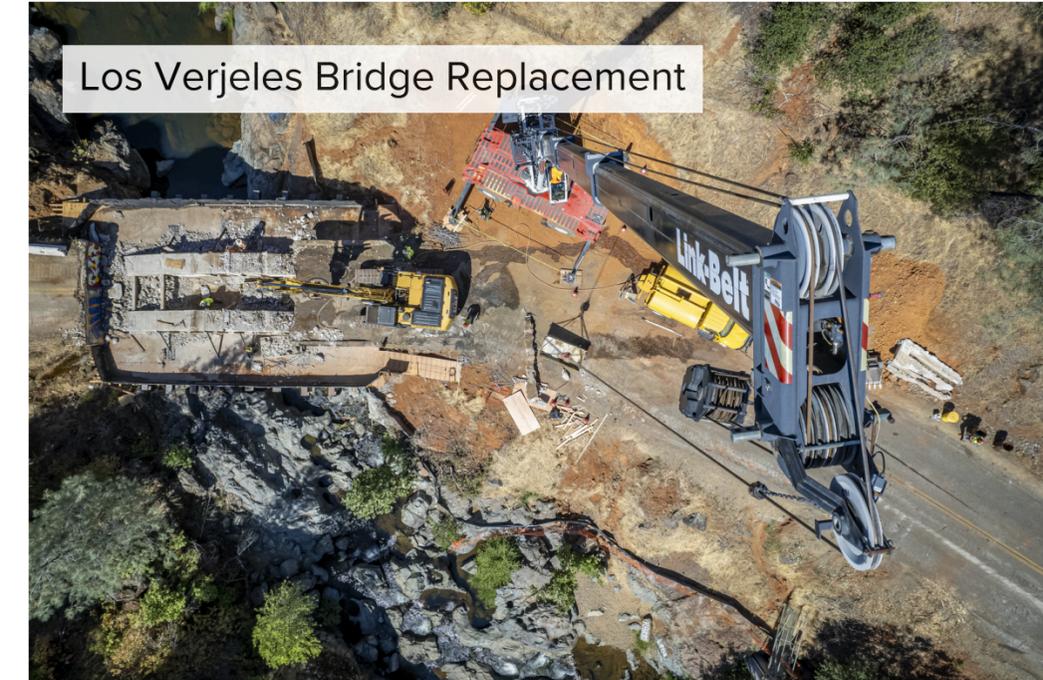
## Recently Completed

- Garden Ave Safe Routes to School Project
- Los Verjeles Bridge Replacement
- Hammonton-Smartsville Rd Shoulder Widening
- N. Beale Rd @ Hammonton- Smartsville Rd Curb Return

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## In Design

- Friendship Park Beautification
- West Linda ATP – Safe Routes to School
- Olivehurst Roadway Climate Resiliency
- East Linda Gateway: Lindhurst Corridor Revitalization - *awarded design contract*



# Planning – Approved Projects

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## Land Use + Zoning

### Homebased Businesses

- **The Copper Kettle Co.** - 13368 Yuba Nevada Rd, Dobbins - *Cottage Food Bakery*
- **Little Cottage Cupcakes** - 5515 Silverwood St, Linda - *Cottage Food Bakery*
- **Pick Your Party, LLC** - 1728 River Run Dr, Linda - *Home Based Party Rentals*
- **Spark FR LLC** - 1637 Maryclair Dr, Olivehurst *Home Based Administration Office*

### Conditional Use Permit

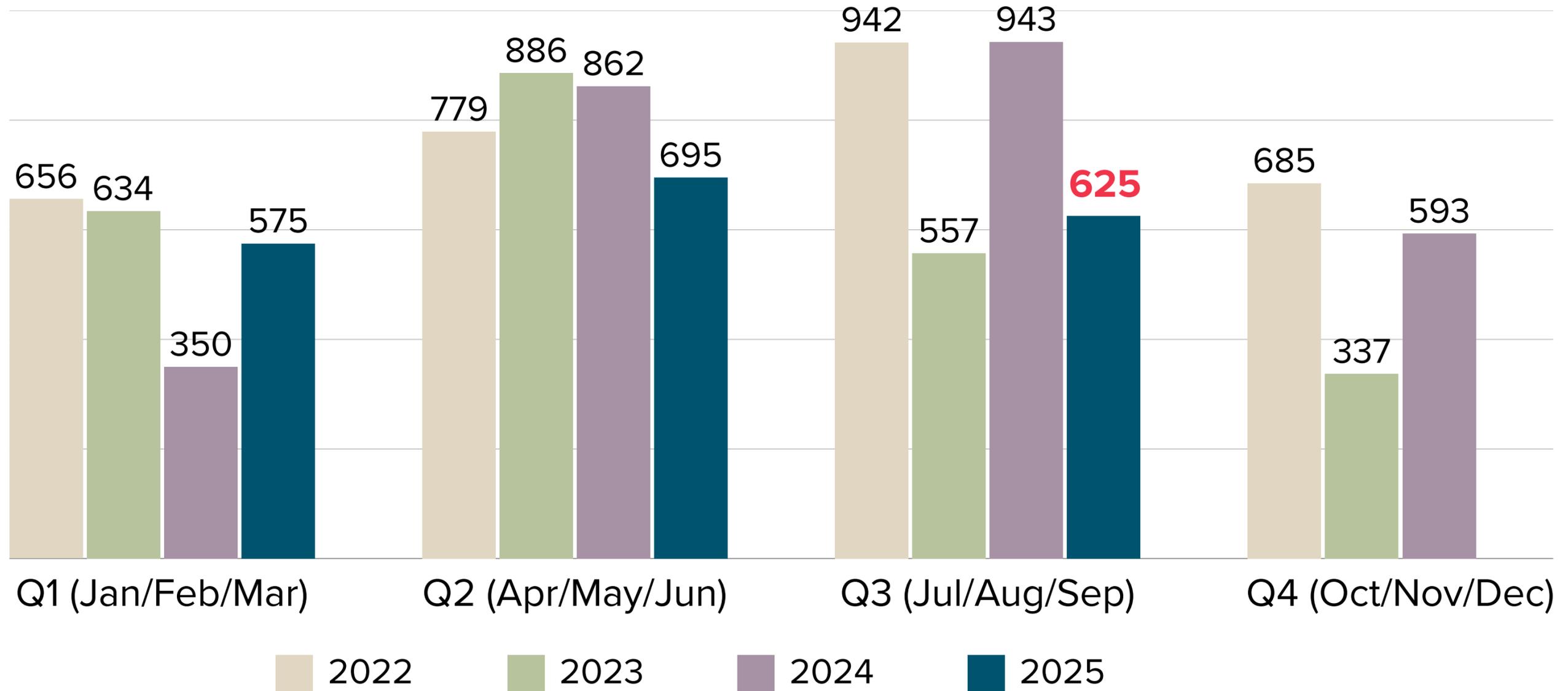
- Truck & Trailer Repair, 5073 Arboga Rd, Olivehurst

## Recorded Maps

- **4** Parcel Maps
- **7** Subdivision Maps (*New Record!*)

# Building – All Issued Building Permits

Total in Q3 2025: **625 Building Permits**



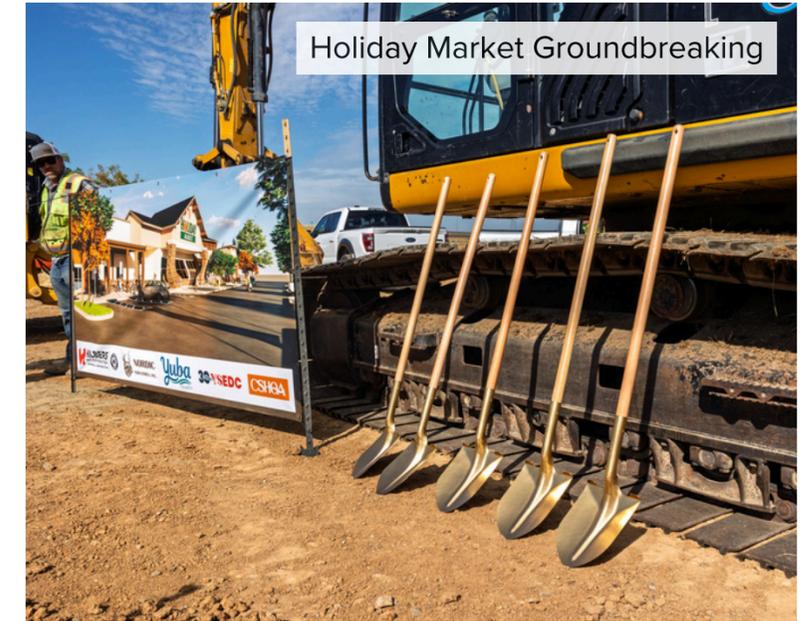
# Building – Commercial Permits

## In Review

- **Dutch Bros**, Linda - Drive-thru Coffee Shop
- **Holiday Market**, Plumas Lake - Grocery Store
- **Plumas Lake Preschool**, Plumas Lake - New Commercial Preschool

## Issued

- **Panda Express**, Linda - New Restaurant
- **Surf Thru**, Linda - New Car Wash
- **Chipotle**, Linda - New Restaurant
- **Hop Riot**, City of Wheatland - New Bar (Old Walker's Building)



# Building – Residential Building Permits

## Single Family Production Homes

### Key Observations

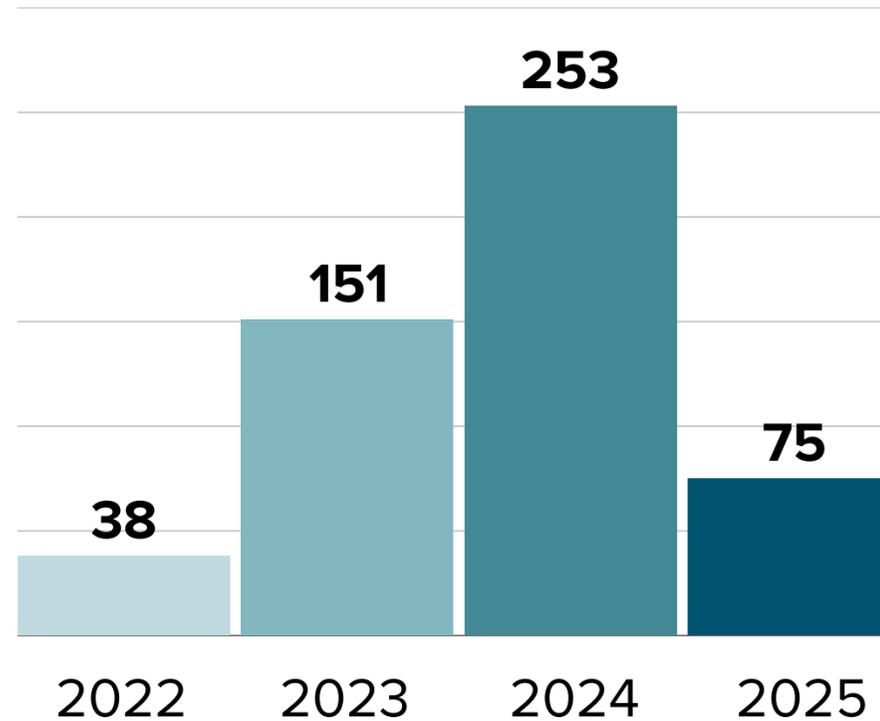
**75**

permits were **issued** in Q3, slightly below average due to seasonal slowdowns and ongoing project timing.

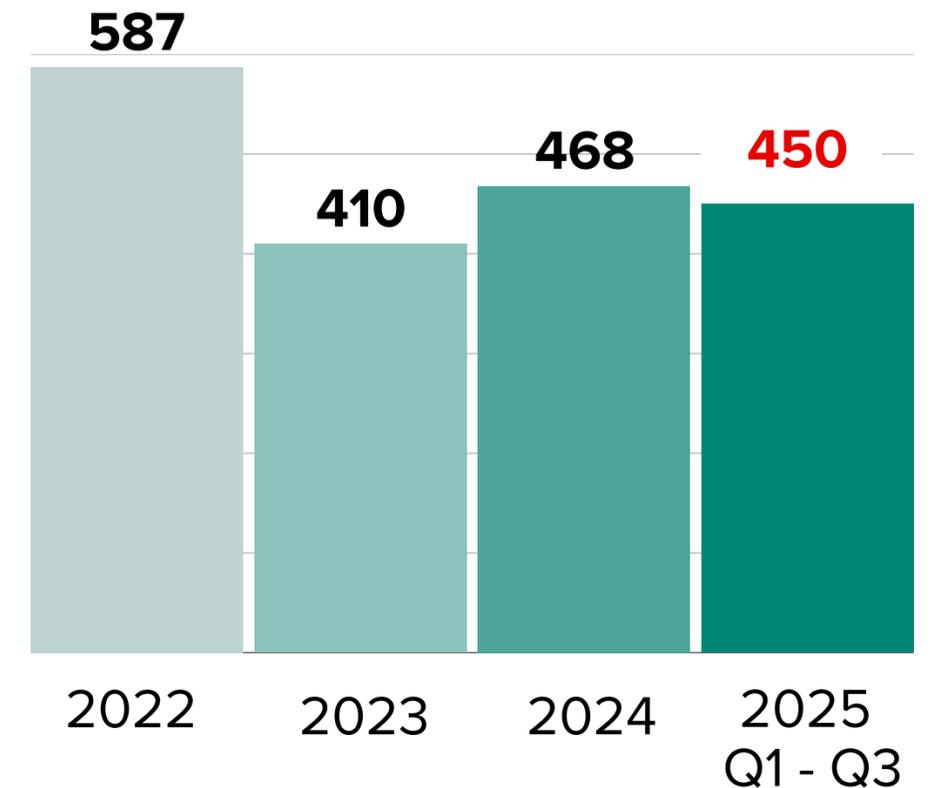
**450+**

final occupancy permits issued, marking the **7th consecutive year** with over 400 permits annually.

### Permits Issued in Q3



### Final Occupancy Permits to Date



# Team Effort One Mission

While we represent Economic Development, the projects we've shared today span across **multiple departments** within **Community Development**.

It takes a full **team** to deliver. This is **Yes to Yuba** in action.





**Thoughts,  
Comments, Questions?**

