Willows Planning Commission Meeting

October 6, 2026
Willows City Hall
6:00 PM

Planning Commission
Keith Corum, Chair
Michael McNeil, Vice Chair
Robyn Nygard, Commissioner
Sherry Brott, Commissioner
Jesse Powell, Commissioner

City Planner
Delanie Garlick

City Clerk
Karleen Price

201 North Lassen Street
Willows, CA 95988
(530) 934-7041

Agenda

Watch online via Zoom: https://us06web.zoom.us/j/87363334186 or visit cityofwillows.org and click **Live Meetings**. Remote viewing of the Planning Commission meeting for members of the public is provided for convenience only. In the event that the remote viewing connection malfunctions for any reason, the Planning Commission reserves the right to conduct the meeting without remote viewing.

If you have documents you would like to submit to the Planning Commission, please deliver or mail them to the City Planner at 201 North Lassen Street, Willows, CA 95988 or email them to: planning@cityofwillows.org.

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **CHANGES TO THE AGENDA**
5. **PUBLIC COMMENT & CONSENT CALENDAR FORUM**
   All items on the Consent Calendar are considered routine and may be approved with a single vote unless removed for separate discussion by the Chair and Commissioners. Individuals wishing to speak on Consent items or matters not on the agenda are asked to complete a Speaker Card and submit it to the City Clerk. All remarks shall be directed to the Chair and Commissioners and are limited to three minutes. By law, the Commission cannot discuss or take action on items not listed on the posted agenda.

   a. **Minutes Approval**
      Recommended Action: Approve the minutes of the September 1, 2026 Planning Commission meeting.
      Contact: Karleen Price, City Clerk, kprice@cityofwillows.org

6. **DISCUSSION & ACTION CALENDAR**
   All matters on the Discussion & Action calendar will be discussed and acted on individually. Individuals wishing to speak on these items are asked to complete a Speaker Card and submit it to the City Clerk. Comments should be directed to the Chair and Commissioners and are limited to three minutes. By law, the Commission cannot discuss or take action on items not listed on the posted agenda.

   a. **WWCRS Inc. Signs / Design Review (File# DR 26-03) / 130 N. Butte Street, Suite AB**
      Recommended Action: Receive the Staff Report and attachments, discuss the proposed Design Review request for signage, and upon conclusion, consider approving, with or without modifications, and adopting the attached resolution (Attachment 1).

Contact: planning@cityofwillows.org

7. **COMMENTS & REPORTS**
    a. Commission Comments & Reports
    b. Staff Comments & Reports

8. **ADJOURNMENT**

This agenda was posted on September 30, 2026.

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Karleen Price, City Clerk

A complete agenda packet, including staff reports and back-up information, is available for public inspection during normal work hours at City Hall or the Willows Public Library at 201 North Lassen Street in Willows or on the City's website at www.cityofwillows.org.
In compliance with the Americans with Disabilities Act, the City of Willows will make available to members of the public any special assistance necessary to participate in this meeting. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132). The public should contact the City Clerk's office at (530) 934-7041 to make such a request. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

The City of Willows is an Equal Opportunity Provider

PUBLIC COMMENT & CONSENT CALENDAR FORUM

Willows Planning Commission Action Meeting Minutes September 1, 2026

Planning Commission
Keith Corum, Chair
Michael McNeil, Vice Chair
Robyn Nygard, Commissioner
Sherry Brott, Commissioner
Jesse Powell, Commissioner

1. **CALL TO ORDER– 6:00 PM**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
   Commissioners Present*:* Vice Chair McNeil, Commissioner Nygard, Commissioner Brott
   Commissioners Absent*:* Chair Corum, Commissioner Powell
4. **CHANGES TO THE AGENDA**
5. **PUBLIC COMMENT & CONSENT CALENDAR FORUM**
   a. **Minutes Approval**
   Motion to approve the minutes of the August 4, 2026, Planning Commission Meeting. Moved/ Seconded: Commissioner Brott/Commissioner Nygard
   Yes: Vice Chair McNeil, Commissioner Nygard, Commissioner Brott
   No: None
   Absent: Chair Corum, Commissioner Powell
   Abstain: None
6. **PUBLIC HEARING**
   Hearing Open 6:10 pm, Closed 6:14 PM
   Public Comment #1: Brian Ramos
   Public Comment #2: Doris Kessler
   Public Comment #3: Kevin Edwards
   Public Comment #4: Jason Vorhees, Architect
   Public Comment #5: Jim Mason, Contractor
   Public Comment #6: Brian Ramos

   a. Northern Valley Indian Health (NVIH) Clinic / Conditional Use Permit and Design Review (File# DR26-02 and CUP26-02) / 243 West Walnut Street
   Motion to approve the Conditional Use Permit and Design Review and adopt Resolution 06-2026, with additional conditions as discussed.
   Moved/Seconded: Commissioner Nygard/Commissioner Brott
   Yes: Vice Chair McNeil, Commissioner Nygard, Commissioner Brott
   No: None
   Absent: Chair Corum, Commissioner Powell

Abstain: None

7. **COMMENTS & REPORTS**

   a. **Commission Comments & Reports**
   Vice Chair McNeil inquired about the status of the Lassen Street modular home. Community Development & Services Director Joe Bettencourt provided an update**.**

   b. **Staff Comments & Reports**
   Community Development & Services Director Joe Bettencourt announced the following future agenda item for the October 6, 2026, Planning Commission Meeting:

   - WWCRS Cannabis Sign Design Review

   Bettencourt provided updates on Sparks by Hilton and the Marval building. He also reported that the Wayfinding Signs are expected to be installed the following week.

8. **ADJOURNMENT – 6:43 PM**

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Karleen Price, City Clerk

DISCUSSION & ACTION CALENDAR

Date: October 6, 2026

To: Planning Commission

From: Amy Rossig, City Planner, Harris & Associates
Joe Bettencourt, Community Development & Services Director

Subject: WWCRS Inc. Signs / Design Review (File# DR 26-03) / 130 N. Butte Street, Suite AB

Recommendation:

Receive the Staff Report and attachments, discuss the proposed Design Review request for signage, and upon conclusion, consider approving, with or without modifications, and adopting the attached resolution (Attachment 1).

Rationale for Recommendation:

This matter is before the Planning Commission pursuant to City of Willows Municipal Code (WMC) Chapter 18.141.

Background:

The project site is located at 130 N. Butte Street, Suite AB, and is identified as Assessor's Parcel Number (APN): 003-044-005. The applicant is requesting Design Review approval to install one hanging sign and two window signs, as shown in Attachment 3.

Under the City's sign regulations, the proposed signage is eligible for administrative review because the request is associated with a single-tenant storefront and does not constitute a planned sign program or a sign package exceeding the threshold requiring a use permit. Although the request could therefore be processed administratively, staff is presenting the Design Review application to the Planning Commission due to the level of community interest and sensitivity associated with the cannabis business.

Planning Commission review is also consistent with the approach taken for Cali Love Willows, LLC, another cannabis business whose signage was considered by the Planning Commission on March 3, 2026. Bringing the current request before the Planning Commission provides an opportunity for public review and discussion and establishes a clear administrative record demonstrating that the City is evaluating cannabis-related signage under the same objective sign standards applicable to other businesses.

Discussion & Analysis:

The project site is zoned Central Commercial (CC). Pursuant to WMC Chapter 18.125.150, businesses within the CC District are permitted up to 1.5 square feet of identity signage for each linear foot of building frontage. As shown in Attachment 5, the tenant space within the Willow Walk Mall has

approximately 40 feet of frontage along N. Butte Street. Based on this frontage, the business is permitted a maximum of 60 square feet of identity signage.

The applicant proposes three signs consisting of one double-sided hanging sign and two window signs. The hanging sign would measure 48 inches by 24 inches (4 feet by 2 feet), resulting in 8 square feet of sign area per side, or 16 square feet when both sides are counted. Each window sign would measure 34 inches by 34 inches (approximately 2.83 feet by 2.83 feet), resulting in approximately 8.03 square feet per sign. Together, the two window signs would provide approximately 16.06 square feet of sign area.

Table 1. Proposed Sign Area

Sign Type	Sign Area	Quantity	Total Sign Area (in square feet)
Hanging Sign	8.00 square feet, per side	2-sided	16.00
Window Sign	8.03 square feet, per sign	2 signs	16.06
Total Proposed Sign Area			**32.06**

As shown in Table 1, the applicant proposes a total of approximately 32.06 square feet of identity signage, which is below the maximum 60 square feet permitted for the tenant space and complies with the sign area limitation established by WMC Chapter 18.125.150.

Design Review Analysis:

Design Review typically considers a variety of site planning, architectural, and design elements. Because the project is limited to the installation of signage on an existing building, the following analysis focuses on those Design Review criteria applicable to the proposed signs.

Competent Design

The business will operate under the name “I-5 Cannabis.” The proposed sign design incorporates a shield resembling an interstate highway sign, with a green cross centered within the shield. The interstate shield relates directly to the “I-5” business name and branding, while the green cross is a commonly recognized symbol identifying licensed cannabis dispensaries. Collectively, these elements provide a clear visual identity for the business without relying on detailed or excessive graphics.

The Planning Commission previously approved the business under Conditional Use Permit 25-02. Condition of Approval No. 26 states that "*no cannabis or cannabis products or graphics depicting cannabis or cannabis products shall be visible from the exterior of the business premises.*" The proposed signage does not depict cannabis leaves, cannabis products, or other prohibited imagery and is therefore consistent with this condition of approval.

Relationship between Development and Neighborhood

The project site is located within the Willows Walk Mall, an existing multi-tenant commercial center. Several existing tenants utilize window signage and other storefront signage to identify their businesses. Similar window signage is present at neighboring businesses, including House of Tattoos. The proposed

use of window signage is therefore generally consistent with the types of signage found within the shopping center.

The primary design consideration is the proposed color palette. The existing building is finished predominantly in brown and other earth tones, and surrounding storefronts within the shopping center generally utilize neutral or subdued colors. In contrast, the proposed signs incorporate a bright blue background intended to resemble a traditional interstate highway sign. Although the blue background reinforces the applicant's "I-5" branding concept, the Planning Commission may consider whether the intensity of the proposed color is visually compatible with the existing building and surrounding commercial center.

The City of Willows *Historic Downtown and Wood Street Design Guidelines* provide additional guidance regarding sign design, stating that "*sign colors should be harmonious and contrasting with the colors of the building. One or more major body colors with one lettering color should be included for each sign*" (pg. 28). Although these guidelines are not regulatory standards applicable to the project site, they provide relevant design guidance regarding the relationship between signage and the architectural character of a building. In this context, the Commission may consider whether the proposed color palette provides an appropriate degree of contrast while remaining visually compatible with the building's existing color palette.

Exterior Lighting

No additional exterior lighting is proposed as part of the Design Review application. The proposed window signs would not be internally illuminated and would not contain flashing, moving, or animated elements. Therefore, the proposed signage would not introduce a new source of exterior light or glare to the project site or surrounding properties.

Analysis Conclusion:

The proposed signage complies with the applicable sign area limitation and does not contain imagery prohibited by the conditions of approval associated with Conditional Use Permit No. 25-02. The proposed use of hanging and window signage is also generally consistent with signage found at other tenant spaces within the Willows Walk Mall.

The principal Design Review consideration is therefore the compatibility of the proposed color palette with the existing building and surrounding commercial center. As a discretionary Design Review application, the Planning Commission may consider whether the proposed signage, including its colors and overall appearance, is consistent with the applicable Design Review criteria and the character of the surrounding development.

If the Planning Commission determines that the proposed signage is compatible with the site and surrounding development, it may approve the Design Review application as proposed. Alternatively, if the Commission determines that modifications are necessary to achieve greater compatibility, it may require reasonable design revisions as a condition of approval, such as use of a more muted blue or other color adjustments that maintain the applicant's overall branding concept while better complementing the building and surrounding commercial center.

Environmental Review:

The project is categorically exempt from the preparation of environmental documentation under the California Environmental Quality Act (CEQA) pursuant to Guideline Sections 15301 (Class 1) as the signs would be installed within an existing building, no additional construction is proposed.

Consistency with Council Priorities and Goals:

The project is consistent with Priority #4: Community Engagement as the project would offer an opportunity for public input and engagement, allowing residents to share their thoughts and concerns during a public meeting.

Fiscal Impact:

There is no cost to the City associated with this application as the project has a Cost Recovery Agreement and deposit on file.

Attachments:

- Attachment 1: Resolution XX-2026
- Attachment 2: Conditions of Approval
- Attachment 3: Sign Renderings
- Attachment 4: Sign Specifications
- Attachment 5: Suite/Building Dimensions

Attachment 1

City of Willows
Resolution XX-2026

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WILLOWS GRANTING THE DESIGN REVIEW APPROVAL OF A TWO-SIDED HANGING SIGN AND TWO WINDOW SIGNS TO WWCRS INC. FOR THE PROPERTY LOCATED AT 130 N. BUTTE STREET, SUITE AB, ASSESSOR'S PARCEL NUMBER 003-044-005 WITHIN THE CENTRAL COMMERCIAL ZONE

WHEREAS, the applicant, WWCRS Inc., has submitted an application for a Design Review approval of one double sided hanging sign and two window signs; and

WHEREAS, City of Willows Municipal Code Chapter 18.125.150 establishes signage requirements; and

WHEREAS, the Planning Commission, on October 6, 2026, held a public meeting to consider all public oral and written comments, letters and documents, staff reports, and all other documents and evidence which are a part of the Record; and

WHEREAS, the Planning Commission does find that the proposed project qualifies as a Categorical Exemption under Section 15301 (Class 1) pursuant to the California Environmental Quality Act (CEQA); and

NOW THEREFORE, BE IT RESOLVED, that the Planning Commission of the City of Willows does hereby find that the Design Review to allow a two-sided hanging sign and two window signs are consistent with the City of Willows Municipal Code and General Plan, and findings incorporated, and hereby approves Design Review File # 26-03, subject to the attached conditions of approval.

PASSED, APPROVED, AND ADOPTED by the Planning Commission of the City of Willows this 6th day of October 2026, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

APPROVED: ATTESTED:

Keith Corum, Chair

Karleen Price, City Clerk

Conditions of Approval
Design Review (File #DR26-03)
WWCRS Inc. Sign
130 N. Butte Street, Suite AB / APN: 003-044-005
Planning Commission Approval Date: October 6, 2026

GENERAL

1. The Architectural Design Review approval shall expire in one (1) year unless otherwise stipulated by the Planning Commission. The applicant may apply to the City for an extension of not more than one (1) year from the original date of expiration, if found that there has been no substantial change in the factual circumstances surrounding the originally approved design. Substantial changes and any further extension beyond one (1) year shall require Planning Commission approval.

2. The applicant shall adhere to the design and specification of the Architectural Design Review approval.

3. The approval of this project shall be subject to the latest adopted Ordinances, Resolutions, Policies and fees of the City of Willows.

4. All contractors/sub-contractors doing work on the project shall obtain a City business license prior to commencing operation. Facility shall operate in accordance with local laws.

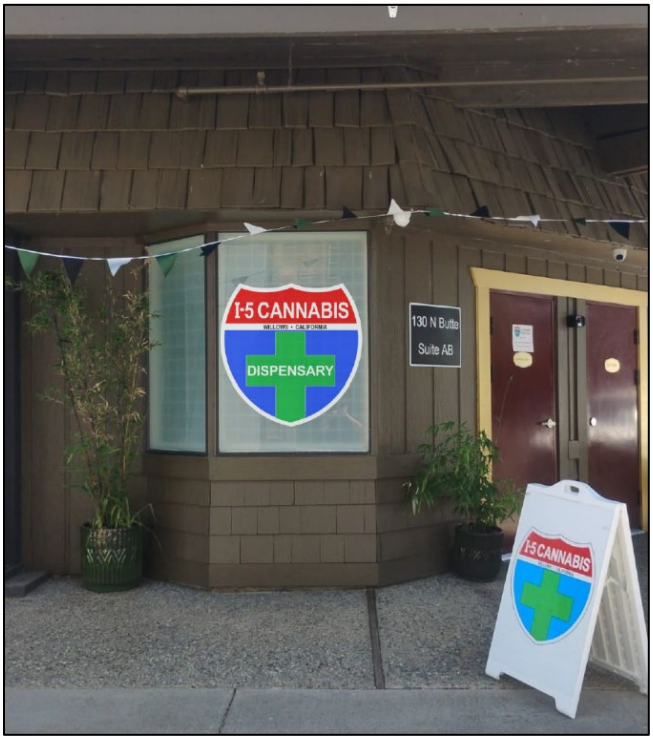
Attachment 3

SIGN RENDERINGS

Hanging sign

South side window

West side window



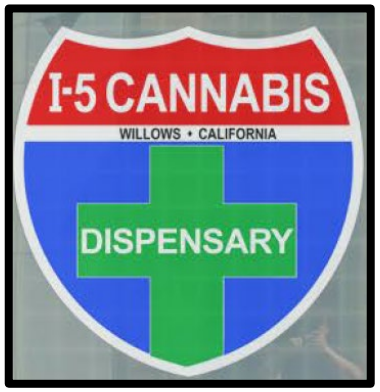
Attachment 4

SIGN SPECIFICATIONS

Hanging Sign

Specification	Detail
Material	Digital Print
Size	48 inches by 24 inches
Background colors:	Red and Blue
Letter Color	White
3D?	No
Attachment Method	Hung by iron rods
Frame	Metal (painted black)
Quantity	1 double sided

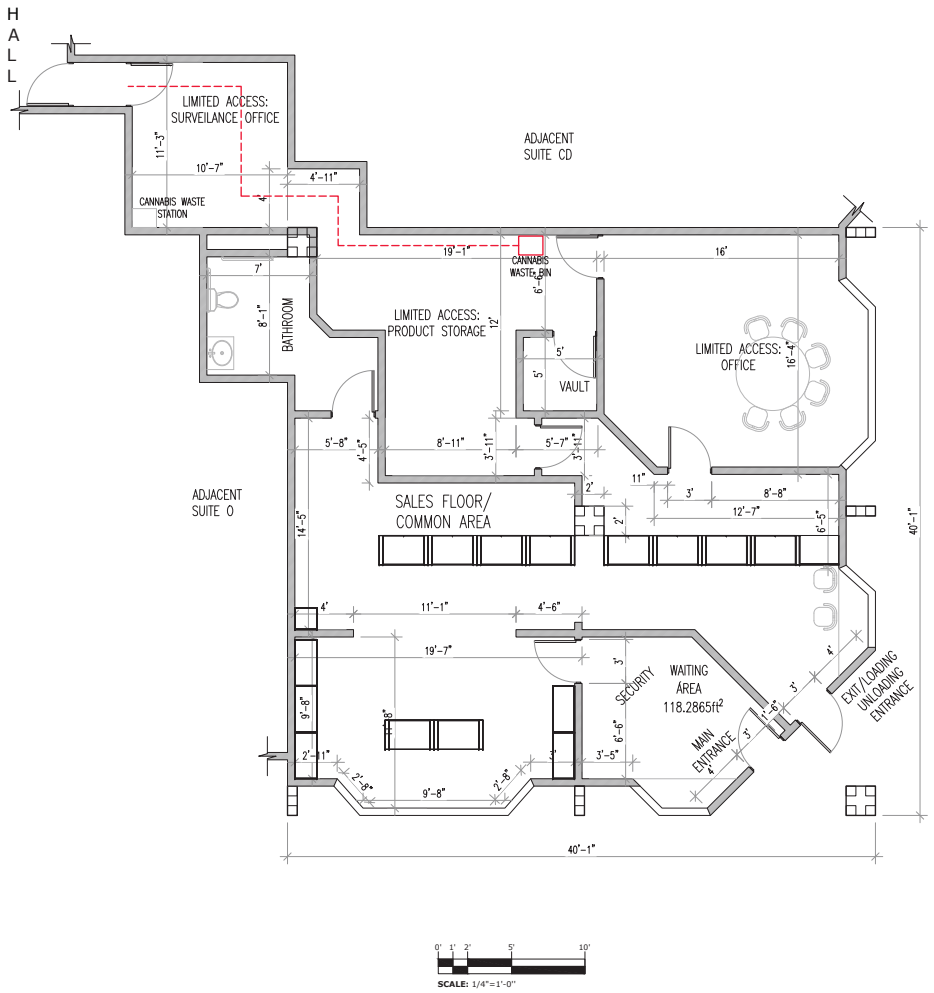
Window Signs



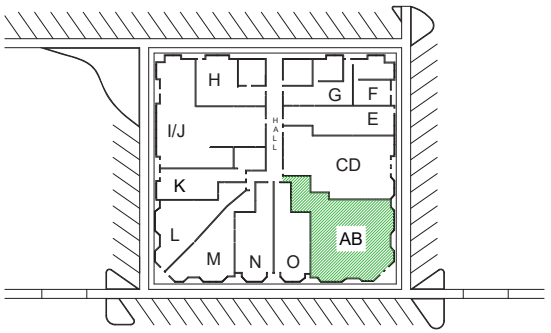
Specification	Detail
Material	Digital Print
Size	34 inches by 34 inches
Background colors:	Red and Blue
Letter Color	White
3D?	No
Attachment Method	Window adhesive
Frame	None
Quantity	Two

Willow Walk Mall - Suite A-B FLOOR PLAN

130 N BUTTE STREET
SUITE AB
WILLOWS, CA 95822
APN 003-044-005-000
FLOOR AREA = 1803.3446FT^2
DATE: APRIL 4, 2025
PROJECT: FLOOR PLAN
SCALE- AS NOTED



SITE PLAN



CLIENT
Homar Crespo &
Margaret Sharkey
Vallejo, California

PROJECT
130 N. BUTTE ST.
SUITE A/B
WILLOWS, CA 95988

SCALE
1/4"=1'-0"

A

F-01

COMMENTS AND REPORTS