Willows Planning Commission Meeting

December 1, 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/86239139715 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 October 6, 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. **Willows Food Center Signage / Sign and Design Review (File# S26-09 and DR 26-04) / 517 S. Tehama Street**
      Recommended Action: Receive the Staff Report and attachments, discuss, and upon conclusion, consider approving the Design Review 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 November 25, 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 October 6, 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**
   In the absence of Chair Corum and Vice Chair McNeil, Commissioner Nygard presided over the meeting.
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
   Commissioners Present: Commissioner Nygard, Commissioner Brott, Commissioner Powell
   Commissioners Absent: Chair Corum, Vice Chair McNeil
4. **CHANGES TO THE AGENDA**
5. **PUBLIC COMMENT & CONSENT CALENDAR FORUM**
   a. **Minutes Approval**
   Motion to approve the minutes of the September 1, 2026, Planning Commission Meeting.
   Moved/Seconded: Commissioner Powell/Commissioner Brott
   Yes: Commissioner Nygard, Commissioner Brott, Commissioner Powell
   No: None
   Absent: Chair Corum, Vice Chair McNeil
   Abstain: None
   3-0
6. **DISCUSSION & ACTION CALENDAR**
   Public Comments
   Public Comment #1: Margaret Sharkey, WWCRS
   a. WWCRS Inc. Signs / Design Review (File# DR 26-03) / 130 N. Butte Street, Suite AB
   Motion to approve the Design Review and adopt Resolution 07-2026, with additional conditions for staff to verify height requirements and to work with applicant ot achieve harmonious color design. **Moved/Seconded:** Commissioner Powell/Commissioner Brott
   Yes: Commissioner Nygard, Commissioner Brott, Commissioner Powell
   No: None
   Absent: Chair Corum, Vice Chair McNeil
   Abstain: None
   3-0
7. **COMMENTS & REPORTS**

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

Commissioner Brott also expressed concerns regarding unpermitted food trucks operating within the City and reported that Environmental Health has been issuing citations. She requested that educational information be provided to the public. Bettencourt indicated that he would coordinate with Environmental Health to develop an informational flyer for distribution on the City's Facebook page.

Commissioner Nygard commented on the City's wayfinding signs. Bettencourt provided an update, indicating that replacement signs are scheduled for installation at the intersections of Lassen and Butte Streets and Butte and Wood Streets, including a double-sided sign at the latter location.

Commissioner Powell commented on the modular home on Lassen Street. Powell inquired about the status of the Sycamore Park and Pool Beautification Project. Bettencourt provided an update, reporting that REM Construction had been awarded the contract and that a Notice to Proceed was anticipated to be issued in October. He further indicated that the pool is expected to open for the June swimming season.

b. **Staff Comments & Reports**
Community Development & Services Director Joe Bettencourt reported that staff is working with Glenn County Arts and Culture to utilize existing litter abatement grant funding to paint the skatepark as part of the ongoing beautification efforts at Sycamore Park.

Bettencourt also indicated that future design review applications presented to the Planning Commission would include physical color samples of the proposed colors to assist Commissioners in their review.

8. **ADJOURNMENT – 6:27 PM**

_____
Karleen Price, City Clerk



DISCUSSION & ACTION CALENDAR

Date: December 1, 2026

To: Planning Commission

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

Subject: Willows Food Center Signage / Sign and Design Review (File# S26-09 and DR 26-04) / 517 S. Tehama Street

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Recommendation:

Receive the Staff Report and attachments, discuss, and upon conclusion, consider approving the Design Review 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 517 S. Tehama Street and is identified as Assessor's Parcel Number: 002-301-004. The applicant is requesting Design Review approval to install red and green internally illuminated LED channel-letter signage on existing commercial building. The signage would include the name of the business "Willows Food Center", incidental signage describing goods sold at the business and one directional sign.

Discussion & Analysis:

The project site is zoned General Commercial (CG). Pursuant to WMC Chapter 18.125.150, businesses in the CG District are permitted three types of signs:

Table 1. Proposed Signage

Sign Type	Definition	Allowed Signage Amount
Identity	Identifies the name of the business	1.5 square feet per linear foot
Incidental	Advertises goods, prices, products, and services which available on the premises	60 square feet
Directional	Directs pedestrian or vehicular circulation on the premises	Excluded from total sign area calculations

The applicant proposes to install signage on three building elevations, as described below.

Northern Elevation:
The northern elevation, fronting Birch Street, would contain approximately 60 square feet of identity signage displaying the business name. Up to 225 square feet of signage is allowed on this elevation. Therefore, the proposed signage is below the maximum amount allowed.

Eastern Elevation:
The eastern elevation, fronting S. Tehama Street, would contain one 13-square-foot sign displaying the word "Welcome" above the entrance. The square footage of this sign is not calculated into the total sign area allowed as it is a directional sign.

Southern Elevation:
The southern elevation, fronting the parking lot and Cedar Street, would include approximately 25 square feet of identity signage reading "Willows Food Center", below the permitted maximum of 225 square feet. Proposed incidental signage listing "Grocery", "Meat", "Produce", "Tortilleria", "Bakery" and "Taqueria" totals 67 square feet, exceeding the 60-square-foot limit. A condition of approval would require the applicant to reduce incidental signage to 60 square feet or less before building permit approval.

Table 2. Proposed Sign Area Summary

Building Elevation	Identity Signage	Incidental Signage	Directional Signage
Northern – Birch Street	60 square feet	-	-
Eastern – Tehama Street	-	-	13 square feet
Southern – Parking / Cedar Street	25 square feet	67 square feet*	-
Total	**85 square feet**	**67 square feet***	**13 square feet**

*Pursuant to WMC Section 18.125.150, incidental signage shall not exceed 60 square feet. As a condition of approval, the applicant shall revise the plans to meet this limit prior to building permit approval.

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 proposed signage consists of internally illuminated channel lettering, a design commonly utilized by commercial businesses to provide clear identification and visibility during both daytime and evening hours. The proposed lettering would incorporate bright green and red colors that contrast with the neutral cream-colored exterior of the existing building. This contrast is intended to enhance the visibility and legibility of the signage while maintaining the existing architectural character of the building.

The proposed sign design, materials, and method of illumination are consistent with conventional commercial signage and are generally appropriate for the commercial character of the site and surrounding development. However, as part of the discretionary Design Review process, the Planning Commission may evaluate whether the proposed color scheme is compatible with the architectural character of the existing building and surrounding commercial development. Should the Planning Commission determine that greater compatibility is warranted under the applicable Design Review criteria, it may require reasonable modifications to the proposed color palette while maintaining the applicant's overall branding and sign legibility.

Exterior Lighting

Each individual channel letter would be internally illuminated using LED lighting. The proposed signage would not contain flashing, moving, or animated elements. Illumination would be limited to the individual sign letters rather than directed outward through external lighting fixtures. Given the scale and method of illumination, the proposed signage is not anticipated to generate excessive glare or result in substantial light spillover onto surrounding properties. Accordingly, the proposed illuminated signage is anticipated to be compatible with the surrounding commercial development.

Environmental Review

The project is categorically exempt from the preparation of environmental documentation under the California Environmental Quality Act (CEQA) pursuant to Guideline Section 15301(g) which allows for new copy of on and off-premise signs.

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.

The project is also consistent with Priority #2: Economic Development. As it is a new development within the City, it has the potential to contribute to economic growth. By creating jobs and attracting new businesses, the project can play a significant role in contributing to the local economy.

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 1

City of Willows
Resolution XX-2026

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WILLOWS GRANTING THE SIGN AND DESIGN REVIEW APPROVAL OF WILLOWS FOOD CENTER TO BAYMARK SIGNS FOR THE PROPERTY LOCATED AT 517 S. TEHAMA STREET, ASSESSOR'S PARCEL NUMBER 002-301-004 WITHIN THE GENERAL COMMERCIAL ZONE

WHEREAS, the applicant, Baymark Signs, on behalf of the property owner, Mushtaq Yenya of the Willows Food Center, has submitted an application for a Sign and Design Review approval to install red and green internally illuminated LED channel-letter signage; and

WHEREAS, City of Willows Municipal Code Chapter 18.141 requires all new commercial buildings and physical improvements to obtain Design Review approval; and

WHEREAS, the Planning Commission did, on December 1, 2026, hold a public hearing 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(g) (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 Sign and Design Review to install red and green internally illuminated LED channel-letter signage with the business name, directional and incidental signage is consistent with the City of Willows Municipal Code and General Plan, and findings incorporated, and hereby approves the Sign and Design Review, File # S26-09 and DR 26-04, subject to the attached conditions of approval.

PASSED, APPROVED AND ADOPTED by the Planning Commission of the City of Willows this 1st day of December 2026, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

APPROVED: ATTESTED:

Keith Corum, Chair Karleen Price, City Clerk

Conditions of Approval
Sign and Design Review (File# S26-09 and DR 26-04)
Willows Food Center
517 S. Tehama Street / APN: 002-301-004
Planning Commission Approval Date: December 1, 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 of the Architectural Design Review approval.

3. Prior to building permit approval, the incidental signage, listing “Grocery”, “Meat”, “Produce”, “Tortilleria”, “Bakery” and “Taqueria”, shall not exceed 60 square feet in size.

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

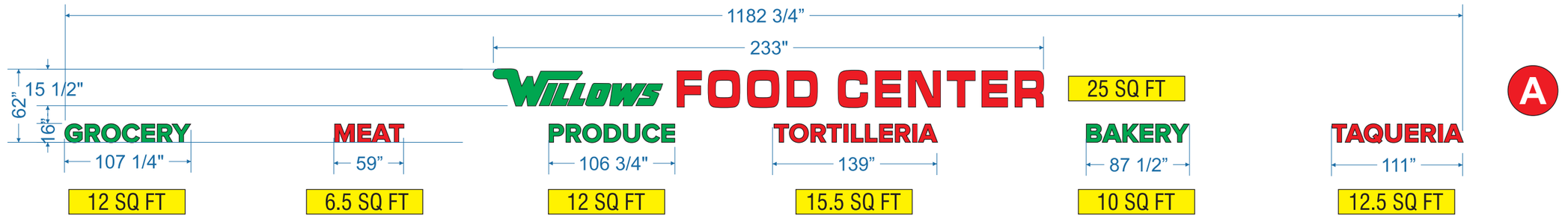
5. All contractors/sub-contractors doing work on the project shall obtain a City business license prior to commencing operation. Facility shall operate in accordance with local laws.

150’ FRONTAGE



1 SOUTH ELEVATION — A

Scale: 1/8” = 1’



2 LED Illuminated Channel Letters - DETAILS

Scale: 1/8” = 1’

TOTAL: 92 SQ FT

150 FT FRONTAGE

Baymark SIGN COMPANY
45499 INDUSTRIAL PC
FREMONT, CA 94538
510-677-8554

Customer: WILLOWS FOOD CENTER

Project Description: LED-ICL

REVISIONS:

No.	Date	Designer

Designer: M.Albiar

Customer / Landlord Signature and Date

Signature indicates approval of this design and data as is, and client assumes theresponsibility of any and all incorrect information shown in this pposal. Please review contents carefully.

Design & layout Disclaimer

It is unlawful to distribute this drawing to competing sign companies. If this document is secured, do not print, copy or distribute to anyone outside of your company or firm. We will prosecute to the fullest extent of the law to protect our work if we discover our design being used in completed form.

This rendering is computer generated. Drawings are to scale using actual colors but images may appear slightly different on your monitor or printer depending on the model. We have made every effort to make this to your specifications, but please take a moment and make sure we have it right. This is an art proof that is designed to meet the approval of the customer, once approval is granted, we (San Jose Signs) are no longer liable for typographical and/or design layout errors. Please do not give approval until it meets your requirements.

You will be held financially responsible for this order when we receive your approval.

517 S Tehama St, Willows, CA 95988

CES
Capital Electric & Sign Co.
Shop: 44865 Fremont Blvd. Unit #8
Office: 408-892-6744
E-mail: capitalelectricnsign@gmail.com
Lic. C-45 1054817 Exp. 6/30/2021



1 EAST ELEVATION — B

Scale: 1/4” = 1’



2 LED Illuminated Channel Letters - DETAILS — B

Scale: 1/2” = 1’

13 SQ FT

Baymark SIGN COMPANY
45499 INDUSTRIAL PC
FREMONT, CA 94538
510-677-8554

Customer: WILLOWS FOOD CENTER

Project Description: LED-ICL

REVISIONS:

No.	Date	Designer

Designer: M.Albiar

Customer / Landlord Signature and Date

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1 NORTH ELEVATION

Scale: 1/8” = 1’



2 LED Illuminated Channel Letters - CONCEPT

Scale: 1/4” = 1’

60 SQ FT

150 FT FRONTAGE

Baymark SIGN COMPANY
45499 INDUSTRIAL PC
FREMONT, CA 94538
510-677-8554

Customer: WILLOWS FOOD CENTER

Project Description: LED-ICL

REVISIONS:

No.	Date	Designer

Designer: M.Albiar

Customer / Landlord Signature and Date

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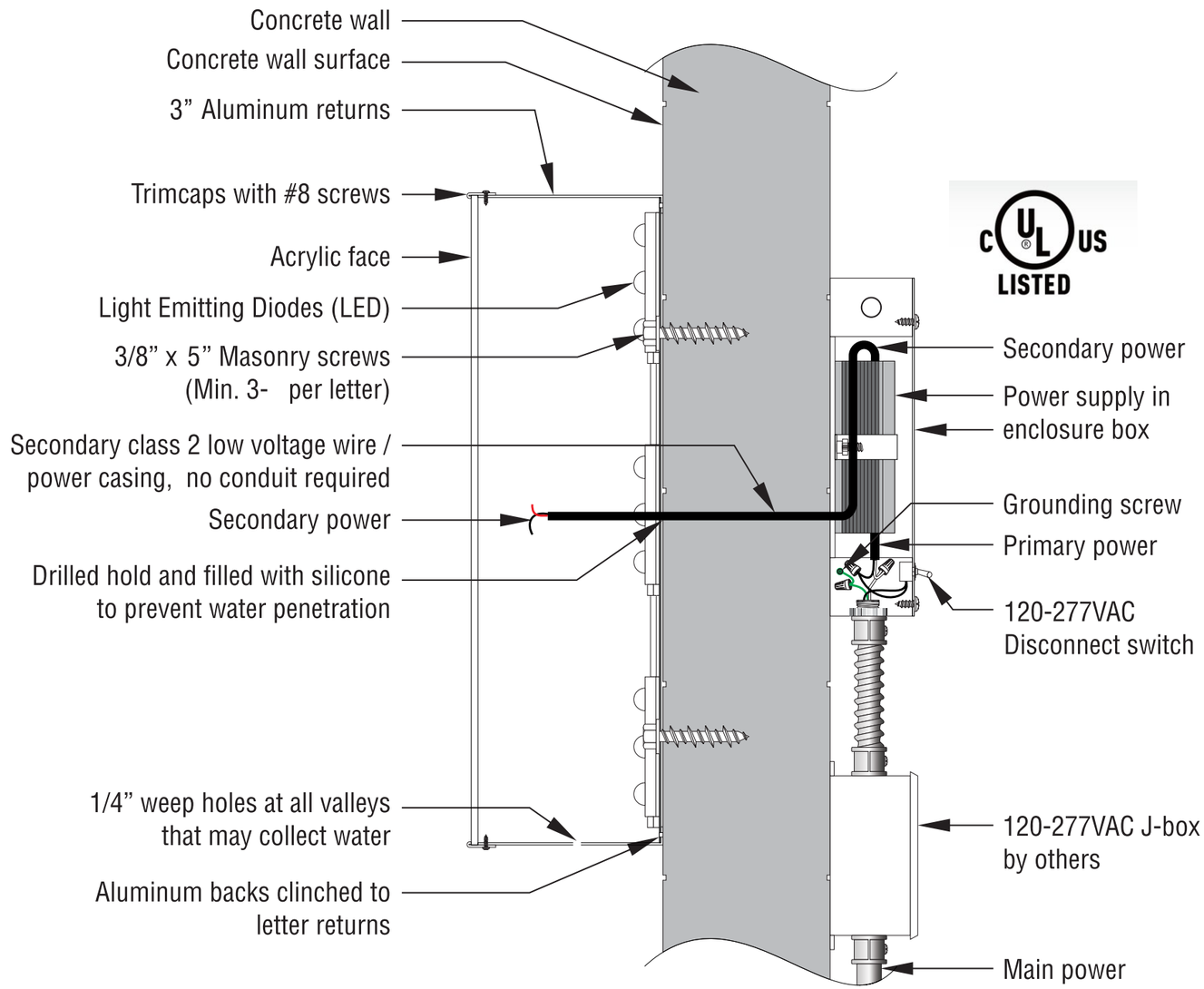

A B C

SECTION VIEW – TYPICAL

Baymark SIGN COMPANY
45499 INDUSTRIAL PC
FREMONT, CA 94538
510-677-8554

Customer: WILLOWS FOOD CENTER

Project Description: LED-ICL

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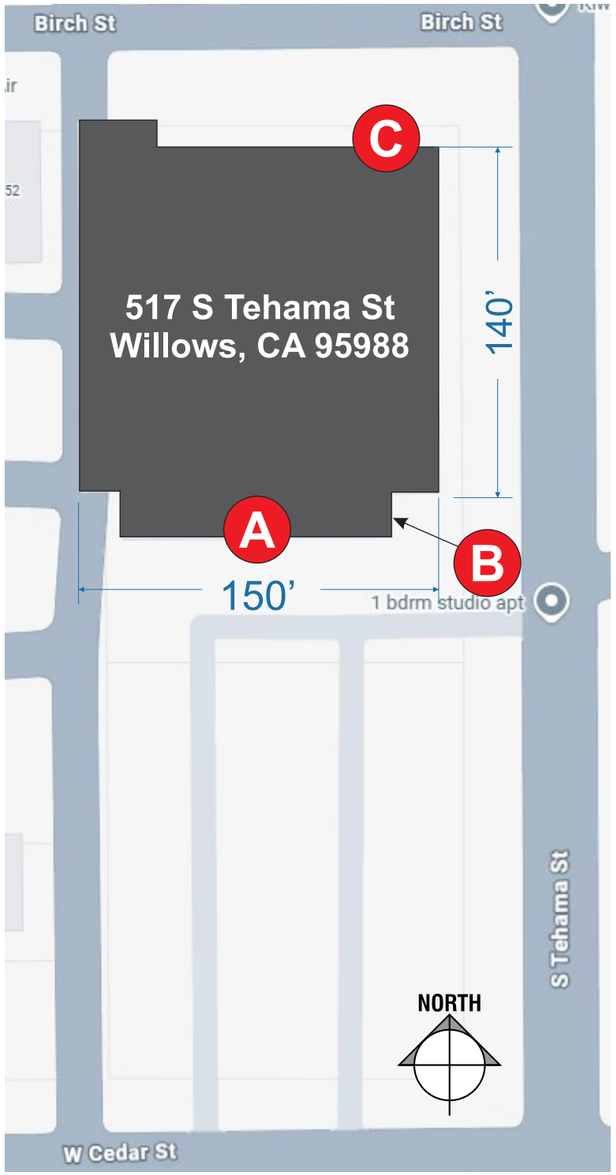

1 SITE PLAN

Scale: 1/64” = 1’

Baymark SIGN COMPANY
45499 INDUSTRIAL PC
FREMONT, CA 94538
510-677-8554

Customer: WILLOWS FOOD CENTER

Project Description: LED-ICL

REVISIONS:

No.	Date	Designer

Designer: M.Albiar

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COMMENTS AND REPORTS