



# Willows Planning Commission Regular Meeting

May 15, 2019  
Willows City Hall  
7:00 p.m.

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

#### PLANNING COMMISSION

Robert Griffith, Chair  
Jose Hansen, Vice Chair  
Candis Woods, Commissioner  
Peggy White, Commissioner  
Dana Owens, Commissioner

#### CITY PLANNER

Karen Mantele

#### MINUTE CLERK

Maria Ehorn

**1. CALL TO ORDER – 7:00 p.m.**

**2. PLEDGE OF ALLEGIANCE**

**3. ROLL CALL**

**4. AGENDA REVIEW (Requested Changes by Commissioners or Staff?)**

**5. PUBLIC COMMENT**

*Members of the public wishing to address the Commission on any item(s) not on the agenda may do so at this time when recognized by the Chair; however, no formal action will be taken unless a majority consensus of the Commission directs staff to place the item on a future agenda. Public is advised to limit discussion to one presentation per individual. While not required, please state your name and address for the record. (Oral communications will be limited to three minutes)*

**6. APPROVAL OF MINUTES:** Minutes of Planning Commission meeting held on and April 17, 2019

**7. NEW BUSINESS/Public Hearing(s)**

**(a) Use Permit(File#UP-19-03) Applicant/Property Owner: Gabriel Gentile/Mark & Diane Amaro/222 W. Walnut Street; APN: 002-162-006/ CC (Central Commercial) zone/ General Commercial Land Use Designation/ Use Permit to allow establishment of Bar and Cocktail Lounge**

**(b) Design Review (File# DR-04) Applicant/Property Owner: Hank Apodaca/Same/226 N. Humboldt Avenue/APN: 001-041-023/CH (Highway Commercial) zoning district/Highway Commercial Land Use Designation/ Design Review to allow a reimage/branding project to an existing commercial building (KFC)**

*Comments from the public are welcome. The Chair will allow an opportunity for comments related to Public Hearings and each action item on the agenda. Please limit comments to three minutes per topic, and one comment per person per topic. Once comments conclude, please allow the Commission the opportunity to continue its consideration of the item without interruption.*

**8. COMMISSION COMMENTARY**

**9. ADJOURNMENT**

**CERTIFICATION:** Pursuant to Government Code § 54954.2 (a), the agenda for this meeting was properly posted on or before May 10, 2019

*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](http://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. The public should contact the City Clerk's office 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.*

**ACTION MINUTES OF THE WILLOWS PLANNING COMMISSION  
REGULAR MEETING HELD APRIL 17, 2019**

*Meeting audio is available at the City of Willows website. This is not a live feature. Audio recordings are posted the succeeding business day following the scheduled Planning Commission Meeting.  
Please visit [www.cityofwillows.org](http://www.cityofwillows.org) for free PodBean recordings.*

1. Chair called the meeting to order at 7:00 p.m.
2. The meeting opened with the Pledge of Allegiance led by Commissioner Woods
3. **Roll Call:**

Commissioners Present: Griffith, Hansen, Woods, Owens

Absent: White

Staff Present: Karen Mantele, Planner; Maria Ehorn, Minute Clerk

4. **Agenda Review:** No changes.
5. **Public Comment/ Written Communications:** Doug Ross gave a brief statement.
6. **Minutes:**

Approval of minutes of the Regular Planning Commission Meeting held on March 20, 2019 with corrections as noted.

**Action:**

Motion: Commissioner Hansen/Second: Commissioner Owens

*Moved to approve the minutes of as presented above with corrections as noted.*

The motion passed unanimously 4/0 carried by the following voice vote:

AYES: Griffith, Hansen, Woods, Owens

NOES:

ABSENT: White

ABSTAIN:

7. **New Business/Public Hearing(s):**
  - a. Use Permit/Home Occupation (File #UP-19-02) Applicant/Property Owner: Joan Costaras/Plaza de las Americas Rancho Square LLC/235 N. Plumas Street; APN 002-093-003/R-1 (Low Density Residential) zone/Low Density Land Use Designation/ Use Permit to allow Home Occupation within an existing structure

Members of the public, and the applicants spoke, regarding the item above. Several neighbors had some concerns which the applicants clarified for them.

**Action:**

Motion: Commissioner Hansen/Second: Commissioner Owens

*Moved by motion to approve the next resolution in line entitled, a resolution of the planning commission of the city of Willows approving a use permit (file# up-19-02) for Joan Costaras to allow establishment of a home occupation Business (aka Sisters of The Valley Gaia's Hope) within an existing structure for property located at 235 N Plumas Street Assessors Parcel Number 002-093-003.*

The motion passed unanimously 4/0 carried by the following voice vote:

AYES: Griffith, Hansen, Woods, Owens

NOES:

ABSENT: White

ABSTAIN:

**Council/Staff Reports/Comments:**

Commissioner Reports/Comments:

- a. Commissioners gave comments/reports on activities and various meetings they attended.

**Staff Reports/Comments:**

- a. Ms. Mantele gave brief update/status of upcoming and ongoing projects. Ms. Mantele stated the next scheduled Planning Commission meeting will be May 15, 2019.

**Adjournment:**

The Meeting was adjourned at 7:43 p.m.

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**BOB GRIFFITH – Chair**

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**Maria Ehorn – Minute Clerk**

**Willows Planning Commission Agenda Report:**

**May 15, 2019**

Project/Business: New Use Permit (File#UP-19-03/ Two- Year Review/Long Way Home Saloon (aka Bubba's Place)  
Applicant/Property Owner: Gabriel Gentile/Mark & Diane Amaro  
Project Location: 222 W. Walnut Street, Willows, CA  
Parcel No: 002-162-006  
General Plan: General Commercial  
Zone: Central Commercial (CC)

**Project Description:**

The applicant desires to purchase the business at 222 W. Walnut Street, keeping it as the same use as is currently being used (Bar and Cocktail Lounge). The applicant will change the name to "Wrong Way Home" with the purchase. Hours of operation will be 1:00 pm to 2:00 am, seven days a week, and will have two full time employees and one part time employee. At the time of submittal the applicant stated the name of the business was going to be "Long Way Home". However, in going through the purchase process they were informed that they could not use this name for tax purposes, so changed it to the name stated above. All attached diagrams have been changed to reflect the name change.

**Background:**

This business was originally granted a Use Permit by the Commission in 2001 and modified in 2002 with conditions of approval requiring subsequent two-year reviews thereafter. A review was done in 2004 and 2006, however, it was discovered that no review in front of the Commission had taken place since 2006. Therefore beginning on December 19, 2012, and subsequently thereafter on January 16, 2013, January 15, 2014 and January 20, 2016 at regular Planning Commission meetings, Staff brought before the Planning Commission a Use Permit review for the Long Way Home Saloon.

At the December 2012 meeting, the Commission heard staffs' report and public comment however, continued the item until the January 16, 2013 meeting in order to garner additional information for the Commission. The concerns the Commission had were, whether the business operation was causing night disruption to the nearby neighbors and whether the business was complying with the ABC conditions placed upon their license. At the January 16<sup>th</sup> meeting the Commission reviewed the additional information and subsequently granted the extension of a Use Permit to operate the business with the condition (#2) that the *"Term of the CUP will be limited to five years from the date of approval with a review in one year from the date of approval and thereafter Commission review every two years"*.

At the January 15, 2014 meeting, the Commission heard staff's report, reviewed the police logs for the past year and unanimously voted to allow the continuation of the Use Permit for another two years (until January 2016), which at that time a two year review shall take place. A two year review took place on January 20, 2016, however no 2018 review occurred; therefore when the applicant contacted staff about the name change, they were directed to apply for a new use permit as the original five year term would have ended in 2018. Additionally as stated above, a name change is set to occur with the sale of the business.

**Current Status:**

Staff has contacted the Redding ABC (Alcoholic and Beverage Control) office to find out if there were any issues or disciplinary actions against the ABC license (Type 48) which Bubba's Place currently holds. I was told there were no violations or actions to report. This license however does expire on June 30, 2019.

Staff contacted the Glenn County Sheriff's department to obtain police reports for the past two years (2018 and most of 2019) for the business at 222 W. Walnut Street. The reports stated that three calls were made to the establishment in 2018 and four in 2019. The reports are included for the Commission's review.

**STAFF RECOMMENDATION:**

Staff recommends that the Commission review the attachments and approve the new Use Permit and determine the timeframe of the Use Permit and for any future reviews.

**PLANNING COMMISSION OPTIONS:**

- 1) Recommend approval of the Use Permit proposal and subject to Conditions of Approval as described in Attachment 3
- 2) Deny the Use Permit with appropriate findings for denial.

**Attachments:**

- 1. 2018-2019 Sheriff reports for 222 W. Walnut Avenue
- 2. 2013 Adopted PC Resolution AND Conditions
- 3. Draft conditions for this use permit
- 4. Site Plan
- 5. Floor Plan
- 6. Applicant Statement
- 7. APN map

Submitted by,

Karen Mantele  
Principal Planner

**THE APPLICANT IS REMINDED THAT THERE IS A 10 (TEN) DAY APPEAL PERIOD FOLLOWING THE PLANNING COMMISSION DECISION**

**2018-2019/Police Reports**

**GLENN COUNTY SHERIFFS OFFICE**

T CAD CALL RECORDS

ITER = DATES BETWEEN '07/26/2018' AND '04/26/2019' AND ADDRESS NUMBER CONTAINS '222' AND ADDRESS STREET(OR 2ND LINE) CONTAINS 'WALNUT' AND ADDRESS CITY CONTAINS 'WILLOW'.

REPORT TY NUMBER	DATE	CALL TYPE	AGENCY	LOCATION	UNIT/OFFICER
CAD CALL REPORT 201808200027	08/20/2018 14:10:57	DISTURBANCE/VERBAL/PHYSICAL CAL: VERBAL SYNOPSIS: 2 FEMALES WERE IN A VERBAL 415	GCSO WILLOWS CONTRACT	[NAME] BUBBAS PLACE [ADDRESS] 222 W WALNUT WILLOWS, CA 95988	[UNIT] P18 [1] GOODWIN, T 2182 [2] BARNES, C 1730
CAD CALL REPORT 201807280017	07/28/2018 12:29:40	PROPERTY LOST OR FOUND: MISSING SYNOPSIS: PHONE BLK METRO PHONE WW POP SOCKET	GCSO WILLOWS CONTRACT	[NAME] BUBBAS [ADDRESS] 222 WALNUT ST WILLOWS, CA 95988	[UNIT] 100 [1] ZZADMIN, Z 0000
CAD CALL REPORT 201807270007	07/27/2018 09:54:23	SUSP. PERSON/VEHICLE CIRC SYNOPSIS: JUVS SMOKING H&S BLUE JEANS & WHI TEA SHIRT  LONG HAIR BLK PONY TAIL SHORT BLK CURLY HAIR	GCSO WILLOWS CONTRACT	[NAME] BUBBAS PLACE [INTERSECTION]: ALLEY [ADDRESS] 222 W WALNUT WILLOWS, CA 95988	[UNIT] P12 [1] ALVES, T 2308

GLENN COUNTY SHERIFFS OFFICE

7 CAD CALL RECORDS

CRITERIA = DATES BETWEEN 07/26/2018 AND 10/26/2019 AND ADDRESS NUMBER CONTAINS '222' AND ADDRESS STREET (OR 2ND LINE) CONTAINS 'WALNUT' AND ADDRESS CITY CONTAINS 'WILLOWS'

REPORT TYPE	REPORT NUMBER	DATE	CALL TYPE	AGENCY	LOCATION	UNIT/OFFICER
CAD CALL REPORT	201903170011	03/17/2019 10:58:43	MAL MISCHIEF/VANDALISM COLD SYNOPSIS: COLD 554 TO BUSINESS OCCURED FRIDAY NIGHT	GCSO WILLOWS CONTRACT	(NAME) BUBBA'S PLACE (ADDRESS) 222 W WALNUT ST WILLOWS, CA 95988	[UNIT] P9 [1] ALVES, T 2306
CAD CALL REPORT	201903180001	03/18/2019 00:37:44	TRAFFIC VIOLATION: 23152VC SYNOPSIS: MALE SUBJECT LEFT BAR WITH BUD LIGHT ALUMNUM CAN LEFT AREA IN WHITE CHEVY TAHOE 4MBA853	GCSO WILLOWS CONTRACT	(NAME) BUBBA'S PLACE (ADDRESS) 222 W WALNUT ST WILLOWS, CA 95988	[UNIT] P8 [1] RAMIREZ, R 2163
CAD CALL REPORT	201902240001	02/24/2019 00:21:37	DISTURBANCE/VERBAL/PHYSICAL: 415PC SYNOPSIS: 9-1-1 OPEN I INF FEMALE IN BACKGROUND STATING SHE IS GOING TO PEPPER SPRAY SOMEONE	GCSO WILLOWS CONTRACT	(NAME) BUBBA'S PLACE (ADDRESS) 222 W WALNUT ST WILLOWS, CA 95988	[UNIT] P10 [1] MCINTYRE, I 2296 [UNIT] S2 [1] OWENS, J 1746 [UNIT] CHP [UNIT] AMBULANCE [1] AMBULANCE, [UNIT] FIRE [1] FIRE, [UNIT] P15 [1] GOODWIN, T 2182 [UNIT] P9 [1] RAMIREZ, R 2163
CAD CALL REPORT	201902230004	02/23/2019 06:22:55	ANIMALS: DOG BITE SYNOPSIS: DOG BITE	GLENN COUNTY SHERIFFS OFFICE ANIMAL CONTROL	(ADDRESS) 222 W WALNUT ST WILLOWS, CA 95988	

04/28/2019 06:59:35

**2013 ADOPTED PC RESOLUTION AND CONDITIONS****A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WILLOWS APPROVING THE REINSTATEMENT OF A USE PERMIT FOR THE LONG WAY HOME SALOON FOR PROPERTY LOCATED AT 222 W. WALNUT STREET, ASSESSORS PARCEL 002-162-006**

**WHEREAS**, business owner Jill (Johnston) Beath, had filed for a Conditional Use Permit application in January of 2001 to allow establishment of a cocktail lounge at 222 W. Walnut Street located within the Central Commercial zoning district, and;

**WHEREAS**, the Planning Commission on January 17, 2001 at a public hearing granted Ms (Johnston) Beath a Use Permit to operate a cocktail lounge at 222 W. Walnut with conditions, and;

**WHEREAS**, business owner Jill (Johnston) Beath, in October 2002, applied for a modification to the Use Permit to expand the existing cocktail lounge into the adjacent business to the east at 216 W. Walnut Street; and

**WHEREAS**, the Planning Commission on October 2, 2002 at a public hearing, granted Ms (Johnston) Beath a modification to the existing Use Permit with conditions for reviews every two years, and;

**WHEREAS**, the Planning Commission on May 5, 2004 and March 1, 2006 did review the Use Permit with no changes, and

**WHEREAS**, the Planning Commission on December 19, 2012 held a public hearing to review the Use Permit for reinstatement and considered 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 continued the item at the December 19, 2012 meeting until January 16, 2013 for further consideration, and;

**WHEREAS**, the Planning Commission on January 16, 2013 held a public hearing to review additional public comments, documents, staff reports, and all other documents and evidence which are part of the Record, and;

**WHEREAS**, the Planning Commission finds that the proposal is considered exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301, Class 1, Existing Facilities, and

**WHEREAS**, the Planning Commission does find that the proposed use is consistent with the purposes of the district in which the site is located, as cocktail lounges are allowed within the Central Commercial zoning district with an approved Use Permit from the Planning Commission, and,

**WHEREAS**, the Planning Commission does find that the proposed location of the use and the conditions under which it may be operated or maintained will not be detrimental to the public



health, safety, or welfare or materially injurious to properties or improvements in the vicinity, as the conditions of approval to allow a cocktail lounge have been included in the approval of this project to ensure the safety and welfare of the public are met; and

**WHEREAS**, the Planning Commission does find that the proposed use is in conformance with the General Plan, as service related businesses are permitted within this designation.

**NOW THEREFORE, BE IT RESOLVED**, that the Planning Commission of the City of Willows does hereby find that the reinstated Use Permit to allow a cocktail lounge is consistent with the City of Willows General Plan, the City of Willows Municipal Code, and hereby approves Use Permit, subject to the attached conditions of approval set forth in the attached EXHIBIT; and,

**IT IS HEREBY CERTIFIED** that the foregoing Resolution was duly adopted at a regular meeting of the Planning Commission of the City of Willows on Wednesday, the 16<sup>th</sup> day of January, 2013 by the following vote, to wit:

AYES : Warren, Alves, Caryle, Woods  
NOES : 0  
ABSTAIN: 0  
ABSENT: 0

APPROVED: \_\_\_\_\_  
Candis Woods, Chairperson

ATTEST: \_\_\_\_\_  
Recording Secretary

**EXHIBIT for 2013 Resolution**

**CONDITIONS OF APPROVAL FOR LONG WAY HOME SALOON  
TO OPERATE A COCKTAIL LOUNGE**

**AT 222 W. WALNUT STREET, APN: 002-162-006**

**Date of approval: January 16, 2013**

1. The applicant/business owner shall comply with all requirements of their ABC license.
  
2. Term of the CUP: The CUP will be limited to five years from the date of approval with a review in one year from date of approval and thereafter Commission review every two years.

**DRAFT RESOLUTION**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF  
WILLOWS APPROVING A USE PERMIT (#UP-19-03) FOR GABRIEL GENTILE  
FOR THE WRONG WAY HOME BAR AND COCKTAIL LOUNGE FOR  
PROPERTY LOCATED AT 222 W. WALNUT STREET, ASSESSORS PARCEL 002-  
162-006**

**WHEREAS**, business owner Gabriel Gentile, had filed for a Conditional Use Permit application to allow establishment of a cocktail lounge at 222 W. Walnut Street located within the Central Commercial zoning district, and;

**WHEREAS**, the Planning Commission on May 15, 2019 held a public hearing to review public comments, documents, staff reports, and all other documents and evidence which are part of the Record, and;

**WHEREAS**, the Planning Commission finds that the proposal is considered exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301, Class 1, Existing Facilities, and

**WHEREAS**, the Planning Commission does find that the proposed use is consistent with the purposes of the district in which the site is located, as cocktail lounges are allowed within the Central Commercial zoning district with an approved Use Permit from the Planning Commission per Section 18.55.030(3), and,

**WHEREAS**, the Planning Commission does find that the proposed location of the use and the conditions under which it may be operated or maintained will not be detrimental to the public health, safety, or welfare or materially injurious to properties or improvements in the vicinity, as the conditions of approval to allow a cocktail lounge have been included in the approval of this project to ensure the safety and welfare of the public are met; and

**WHEREAS**, the Planning Commission does find that the proposed use is in conformance with the General Plan, as service related businesses are permitted within this designation.

**NOW THEREFORE, BE IT RESOLVED**, that the Planning Commission of the City of Willows does hereby find that the Use Permit to allow a cocktail lounge is consistent with the City of Willows General Plan, the City of Willows Municipal Code, and hereby approves Use Permit, subject to the attached conditions of approval set forth in Attachment 4.

**IT IS HEREBY CERTIFIED** that the foregoing Resolution was duly adopted at a regular meeting of the Planning Commission of the City of Willows on Wednesday, the 15<sup>th</sup> day of May, 2019 by the following vote, to wit:

- AYES :
- NOES :
- ABSTAIN:
- ABSENT:

APPROVED: \_\_\_\_\_  
Robert Griffith, Chairperson

ATTEST: \_\_\_\_\_  
Maria Ehorn, Recording Secretary

CONDITION OF APPROVAL

**CONDITIONS OF APPROVAL FOR Gabriel Gentile  
TO OPERATE A COCKTAIL LOUNGE (Wrong Way Home)  
AT 222 W. WALNUT STREET, APN: 002-162-006**

**Date of approval: \_\_\_\_\_, 2019**

1. That the applicant/developer shall enter into a Pass Through Agreement with the City of Willows to pay the cost of all planning review of this development.
2. The approval of this project shall be subject to the latest adopted Ordinances, Resolutions, Policies and fees of the City of Willows.
3. The applicant/business owner shall comply with all requirements of their ABC license.
4. Term of the CUP: The CUP will be limited to five years from the date of approval with a review in one year from date of approval and thereafter Commission review every two years.
5. Regular Fire Department safety inspections shall occur annually.
6. The applicant shall apply for and obtain Sign Permit approval from the Planning Department prior to replacing the sign with the new business name.

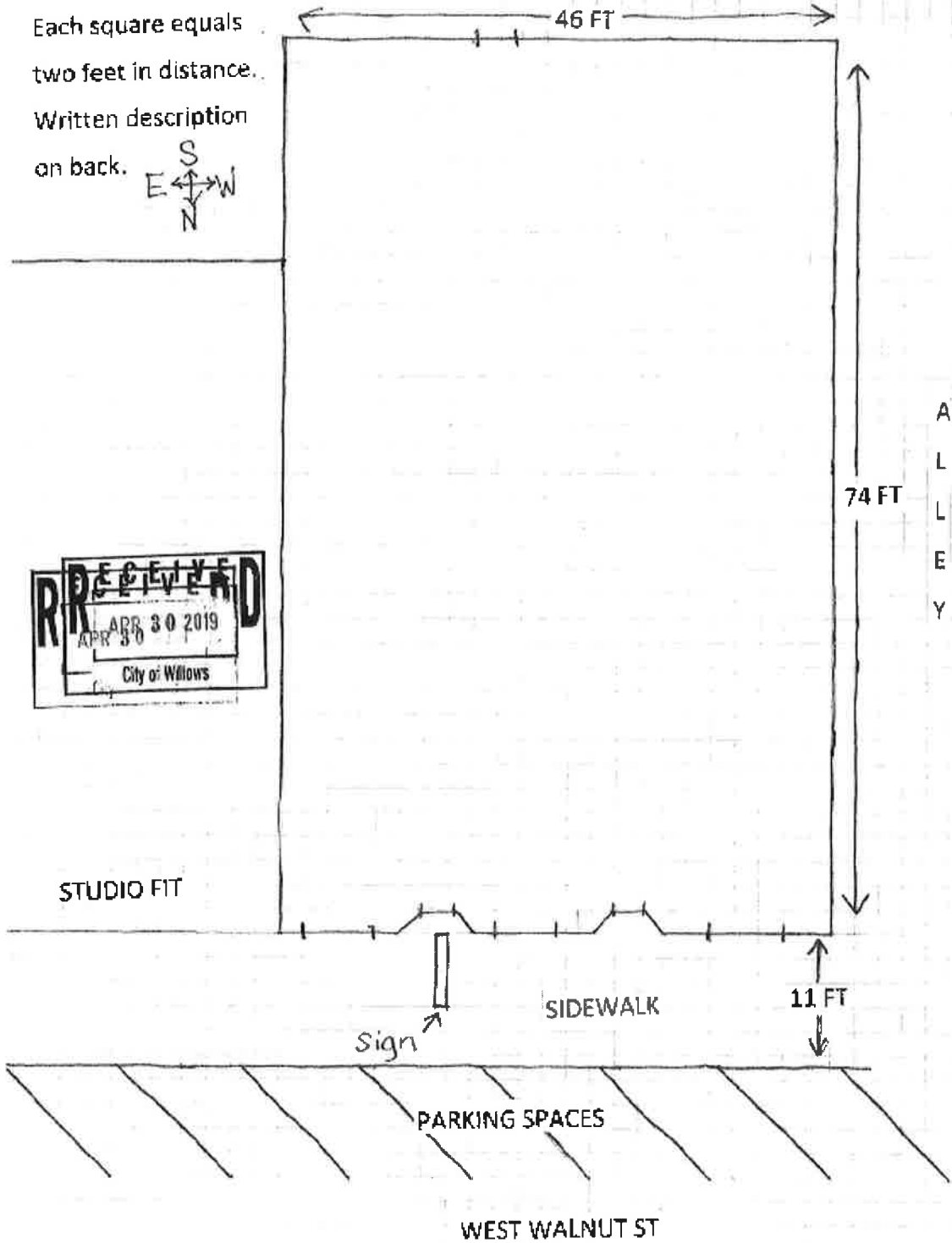
SITE PLAN

~~WRONG~~  
SITE PLAN FOR LONG WAY HOME 222 WEST WALNUT ST

LEGEND:

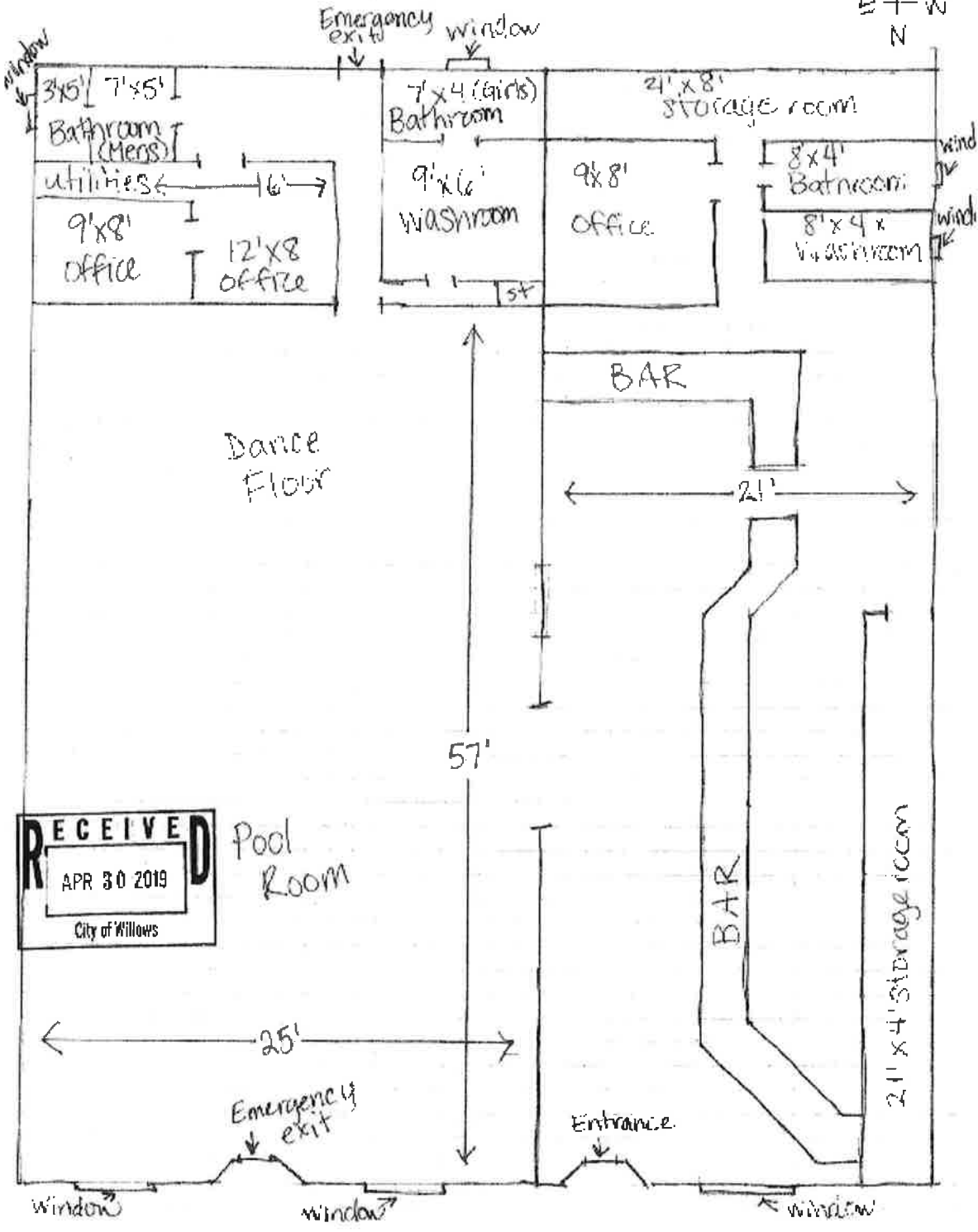
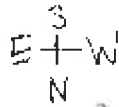
Each square equals  
two feet in distance.

Written description  
on back.



**FLOOR PLAN**

**WRONG WAY HOME**  
**FLOOR PLAN FOR LONG WAY HOME 222 WEST WALNUT ST**



APPLICANT STATEMENT

April 27, 2019

Gabriel G. Gentile  
1030 West 1<sup>st</sup> Ave  
Willows Ca, 95988  
(530)517-2233

To whom it may concern,

I, Gabriel Gentile, am purchasing the bar currently known as Bubba's Place. This business is located at 222 West Walnut street in Willows Ca.

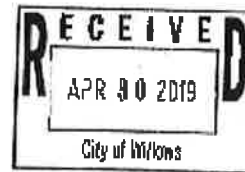
Upon my purchase of said establishment, i. will continue to operate as a bar. I do not intend to make any substantial changes to the business, except for the name. The new name will be *Wrong Way Home*. We will be open to the public from the hours of one o'clock pm (1:00pm) until two o'clock am (2:00 am), seven (7) days a week. We will have two full time employees and one part time employee.

The bar will serve beer, wine, and cocktails. It will continue to have various bar games such as pool, darts, and shuffle board. There will also be themed nights multiple times a month and live music once a month. My intention is to build an establishment where the people of willows can come, hang out with friends and neighbors, and have a good time.

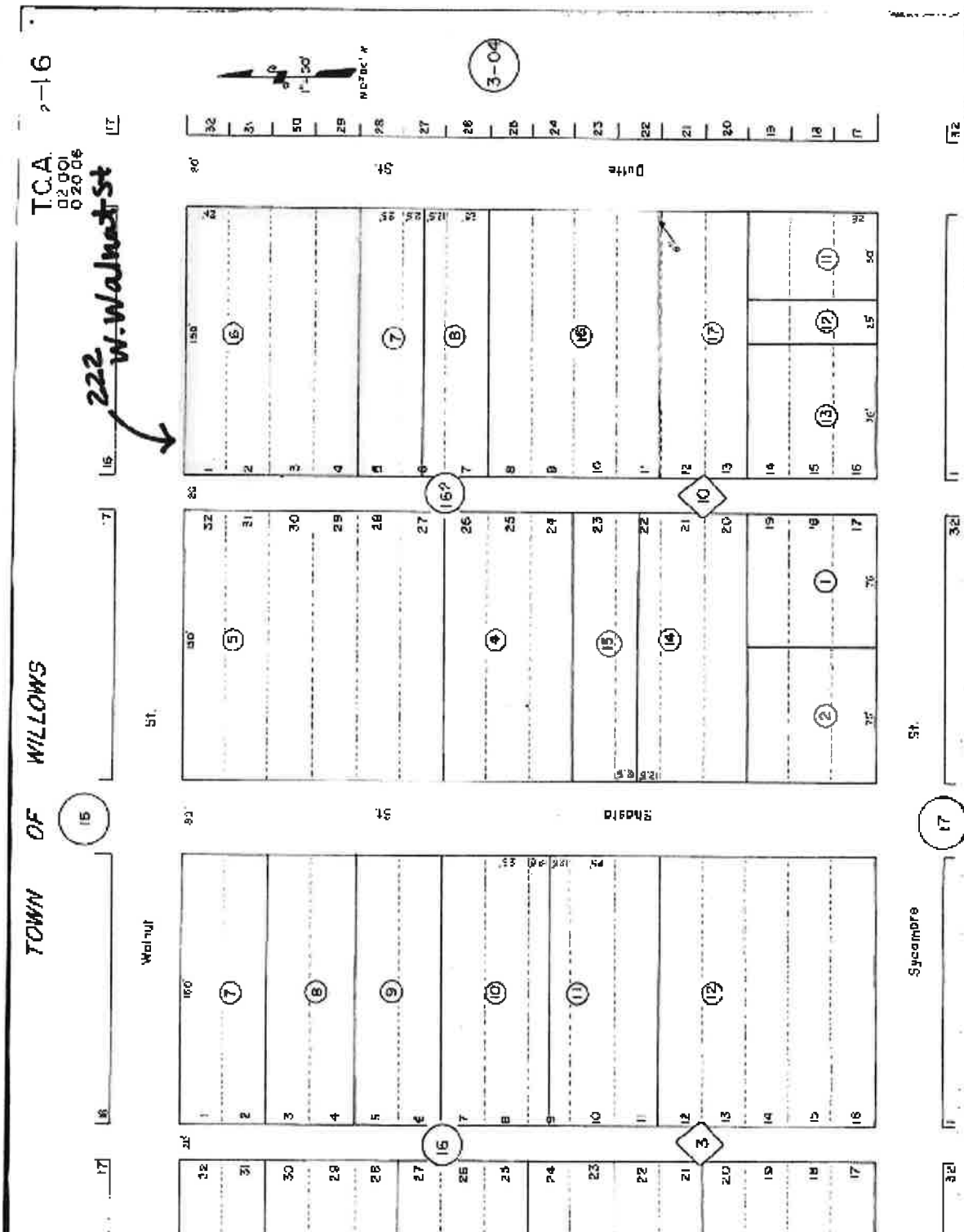
Thank you for your time.

Sincerely,

*Gabriel G. Gentile*  
Gabriel G. Gentile



APN MAP





**Planning Commission Agenda Report:**

**May 15, 2019**

Project: Design Review (File# DR-19-04) Reimage Branding to existing commercial building  
Applicant/Owner: Hank Apodaca/same  
Project Location: 226 N. Humboldt Avenue  
Parcel No: 001-041-022  
Zoning: Highway Commercial (CH)  
General Plan Highway Commercial

This matter is before the Planning Commission pursuant to Section 2.45 of the Willows Municipal Code

**Project Description:**

The applicant, Hank Apodaca, owner of the KFC fast food restaurant, is requesting approval to implement a reimage branding project to the existing commercial building at 226 N. Humboldt Avenue. The reimagining will consist of new branding to the signage, new paint finishes, and new lighting fixtures. Additionally an interior renovation of the dining area for is planned, however interior renovations are not subject to Design Review approval; but will require building permit oversight. It is anticipated that kitchen and the drive-through areas will remain in operation during the interior and exterior remodeling process.

**Zoning/General Plan**

The project site is located in the Highway Commercial Zone, which is intended to provide necessary services for the traveling public. Several highway oriented businesses are located along Humboldt Street with most having pole signs to advertise their business to the traveling public.

The General Plan designation for this parcel is designated as Highway Commercial, which provides for commercial uses that primarily serve travelers traveling along Interstate 5. Allowed uses include: service stations, restaurants, motels, convenience stores and offices.

**Background:**

On August 1, 2007, Mr. Apodaca first came before the Planning Commission requesting Tentative Map, Design Review, and Conditional Use Permit approval for a two parcel land division and development of one of the parcels to construct a new Kentucky Fried Chicken restaurant. Mr. Apodaca applied for a Use Permit at that time as he was requesting additional pylon pole height and additional signage for the new building. The Commission approved all of the applications including the Conditional Use Permit, which approved an 80 foot high pole sign, and an additional 103.18 square feet of both identity and incidental signage.

On January 28, 2008, Mr Apodaca submitted a Use Permit application to request from the Commission 175.18 additional square feet of incidental signage. The Use Permit was approved at that meeting.

**Design Review/Project Analysis (pursuant to Section 2.45.060):**

**Competent Design:** The proposal is to change the exterior appearance of the restaurant by adding new lighting fixtures, a change of signage, new window and door awnings, and new building paint colors. One of the features of the current building is a striped cupola, which is proposed to be removed. This proposed exterior change is in keeping with the rebranding efforts that Mr. Apodaca desires to do to the building. Rebranding of corporate businesses such as fast food restaurants, occur approximately every ten years per Mr. Apodaca.

**Relationship between Structures within the Development and between Structures and Site:**

This is an existing stucco structure built in 2007-2008. This structure was built as a fast food restaurant. The surrounding development to the subject parcel are include a multi-family apartment complex to the south, with commercial uses to the north and west, and vacant land to the east.

**Materials and Colors Used:** The applicant proposes to change the look of the restaurant by adding a bold Exotic Red color to the upper portion of the building on the east side, and paint the same color on the corner portions of the west, and south corners, and additionally add a red striped banner element to other areas of the building on the south, and north sides, including the KFC tower.

Section 2.45.060(4) states *that soft and muted colors in earthtone and wood tone range and natural materials are preferred and generally should predominate. Other colors and materials may be accepted if the applicant can demonstrate that they are appropriate to the style, are appropriate accent colors and are harmonious with the site or compatible with the character of the neighborhood.* As stated earlier, this is a rebranding project which most fast food restaurants desire to implement every ten years or so. Other fast food restaurants in the area which have brought reimage projects forward to the Commission have requested staying with the corporate colors of the fast food chain. KFC is known for having the color red within their advertising logos and signs. This proposed change to the look of the building is keeping the red color but adding a darker color, as the bottom of the building is proposed to be painted a darker color; Black Horizon, with areas not painted the red color, to be a lighter color called Wedding Veil. The proposed project includes removal of the striped red and white awnings and replace them with metal louvered awnings above the windows and entryways; to be the Exotic Red color as used on the building. The bollard(s) will be repainted, as well as the trash enclosure and pylon pole sign, in order to complete a clean look for the project.

**Signage:** Some new signage is proposed with the project; however will not add any new square footage, but rather reduce the amount of signage on the building. The addition of the stencil lettering “World Famous Chicken and Stars” is some of the new signage proposed. See chart with details of existing and proposed signage.

Colonel Face logo ( <i>south side of building</i> )	35	Remove this one and replace with <b>KFC lettering</b>
Colonel Face logo ( <i>west side of building</i> )	35	<b>Keep logo</b> <b>35</b>
<b>KFC lettering</b> ( <i>south side of building</i> )	10	<b>14</b>
KFC lettering ( <i>south side of building</i> )	10	Replace lettering with “ <i>World Famous Chicken</i> ” wording <b>18</b>
Expression panels (6 total) ( <i>north and south side of building</i> )	144	Removal of all expression panels
New – logo ( <i>north side of building</i> )	0	<b>22.6</b>
New lettering above drive thru window	0	<b>3</b>
Pylon Pole sign	189 ( <i>double sided</i> )	Keep same <b>189</b>
Menu Board	36.5	<b>36.5</b>
Preview Board	16.26	<b>16.26</b>
<b>TOTAL</b>	<b>475.76</b>	<b>334.36</b>

**ITEM**

**EXISTING SF**

**PROPOSAL/SF**

What is not included within this proposal are the usual “current advertised specials” that all fast food restaurants are encouraged to place in the windows. No discussion has taken place with Mr. Apodaca about his future desire to put up these specials. Other fast food restaurants in the area all seem to add these “special signs” after Design Review approvals, and become a follow up issue by Staff. These types of signs could fall under the Incidental signage allowance of 60 square feet, however some of the current KFC signage already falls under that category (i.e. menu board and preview board which total approximately 52.76 SF).



**Lighting:** New exterior lighting (arm lights), new light packs (above the doorways), and new sconce fixtures will be installed on the building, with the removal of the existing lighting fixtures. All lighting installed shall be installed as to not throw glare onto adjacent properties.

**Wall, Fences or Screening:** No fencing, walls or screening is being proposed with the project.

**Surface Water Drainage:** Water drainage will not be an issue with this project as it only entails exterior and interior modifications.

**Drives, Parking and Circulation:** The proposed project will not alter the drives, parking or circulation of the site.

**Landscaping:** The project will not include any new landscaping or removal of existing landscaping.

**Environmental Review**

The project has been reviewed pursuant to the California Environmental Quality Act (CEQA). Staff has determined that the proposal is exempt from further CEQA pursuant to CEQA Section 15301, Class 1, Existing Facilities.

**Staff Recommendation:**

That the Planning Commission adopt by motion the resolution entitled "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WILLOW GRANTING DESIGN REVIEW APPROVAL TO HANK APODACA FOR THE EXTERIOR REIMAGE/BRANDING PROJECT FOR THE COMMERCIAL BUILDING LOCATED AT 226 N HUMBOLDT STREET ASSESSORS PARCEL NUMBER 001-041-022" with attached Conditions of Approval

**PLANNING COMMISSION OPTIONS:**

- 1) Recommend approval of the Design Review proposal and subject to Conditions of Approval as described in Attachment 3
- 2) Deny the Design Review application with appropriate findings for denial

**Attachments:**

1. Draft Planning Commission Resolution
2. Exterior elevations
3. Proposed Conditions of Approval

Submitted by:



Karen Mantele/Principal Planner

**EXISTING BUILDING**



**DRAFT RESOLUTION**

PC RESOLUTION NO. \_\_\_\_\_-2019

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WILLOWS  
GRANTING DESIGN REVIEW APPROVAL TO HANK APODACA FOR THE EXTERIOR  
REIMAGE/BRANDING PROJECT FOR THE COMMERCIAL BUILDING LOCATED AT 226  
N. HUMBOLDT AVENUE ASSESSORS PARCEL NUMBER 001-041-022**

**WHEREAS**, the applicant, Hank Apodaca has submitted a Design Review application for approval of an exterior reimage/branding project to include new painting, new awnings, new signage, new lighting, and removal of cupola to the existing commercial building located at 226 N. Humboldt Avenue; and

**WHEREAS**, WMC Section 2.45.030(1) requires Design Review approval for any exterior physical changes to a commercial building, and

**WHEREAS**, the Planning Commission did, on May 15, 2019, 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 has reviewed all evidence submitted in connection with the application, including public testimony, staff report, supporting documentation, City codes and regulations, and all other relevant documents and evidence which are part of the record of proceedings; and,

**WHEREAS**, the Planning Commission finds that the proposal is considered exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301, Class 1, Existing Facilities.

**NOW THEREFORE, BE IT RESOLVED**, that the Planning Commission of the City of Willows does hereby find that the proposed exterior change to an existing commercial structure located at 226 N. Humboldt Avenue is consistent with the General Plan, and the City of Willows Municipal Code; and hereby approve Design Review File# DR-19-04 subject to the attached conditions of approval set forth in Attachment 3, and exterior elevations (Attachment 2);

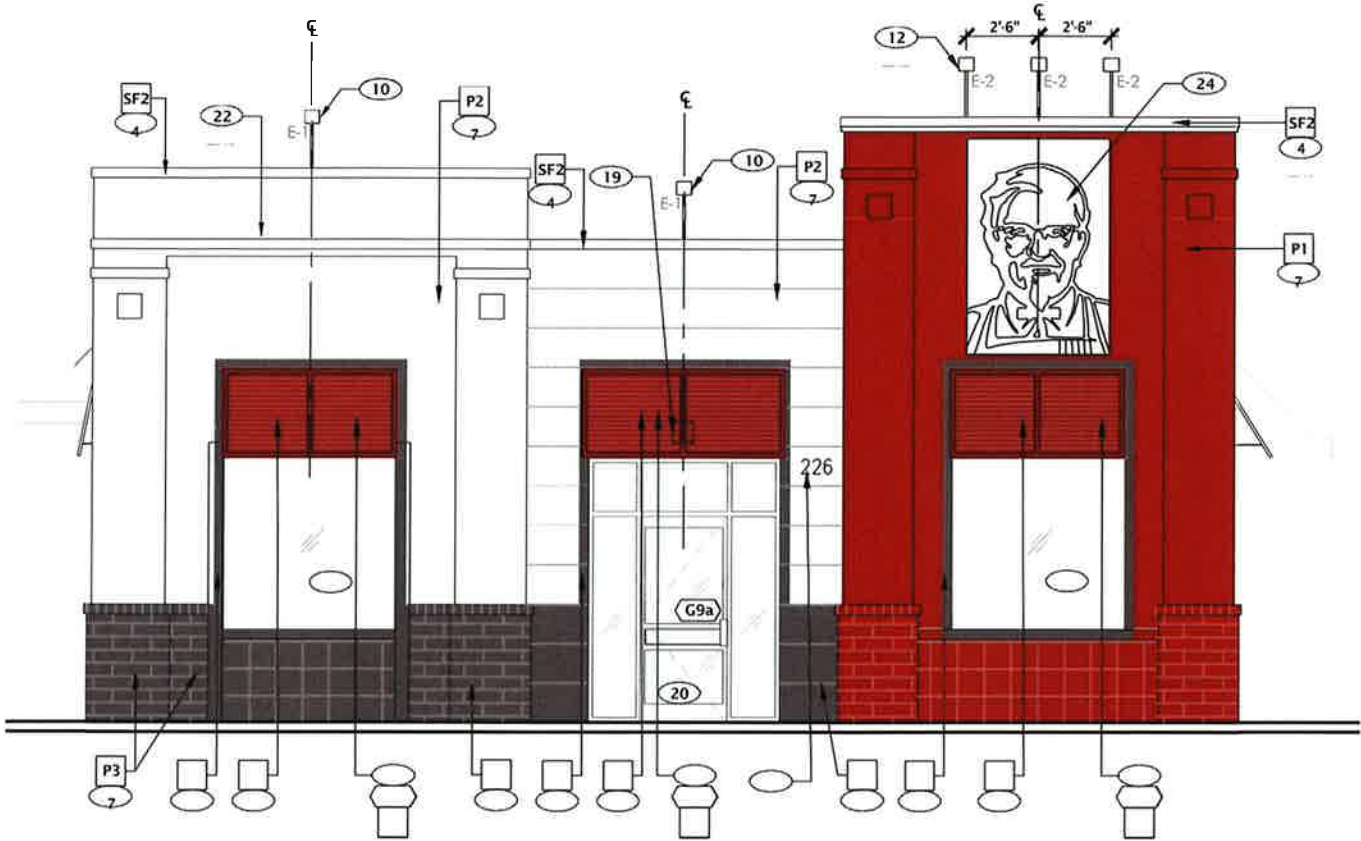
**IT IS HEREBY CERTIFIED** that the foregoing Resolution was duly adopted at a regular meeting of the Planning Commission of the City of Willows on the 15<sup>th</sup> day of May, 2019, by the following vote, to wit:

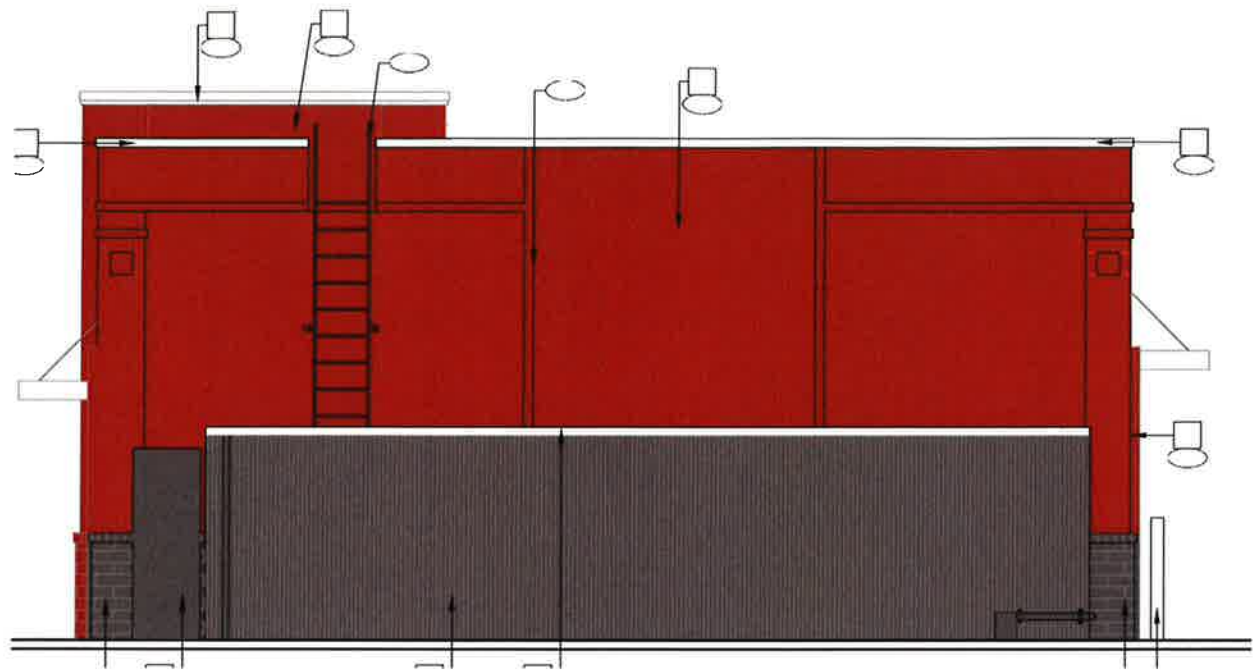
AYES \_\_\_\_\_  
NOES \_\_\_\_\_  
ABSTAIN \_\_\_\_\_  
ABSENT \_\_\_\_\_

APPROVED: \_\_\_\_\_  
Robert Griffith, Chairperson

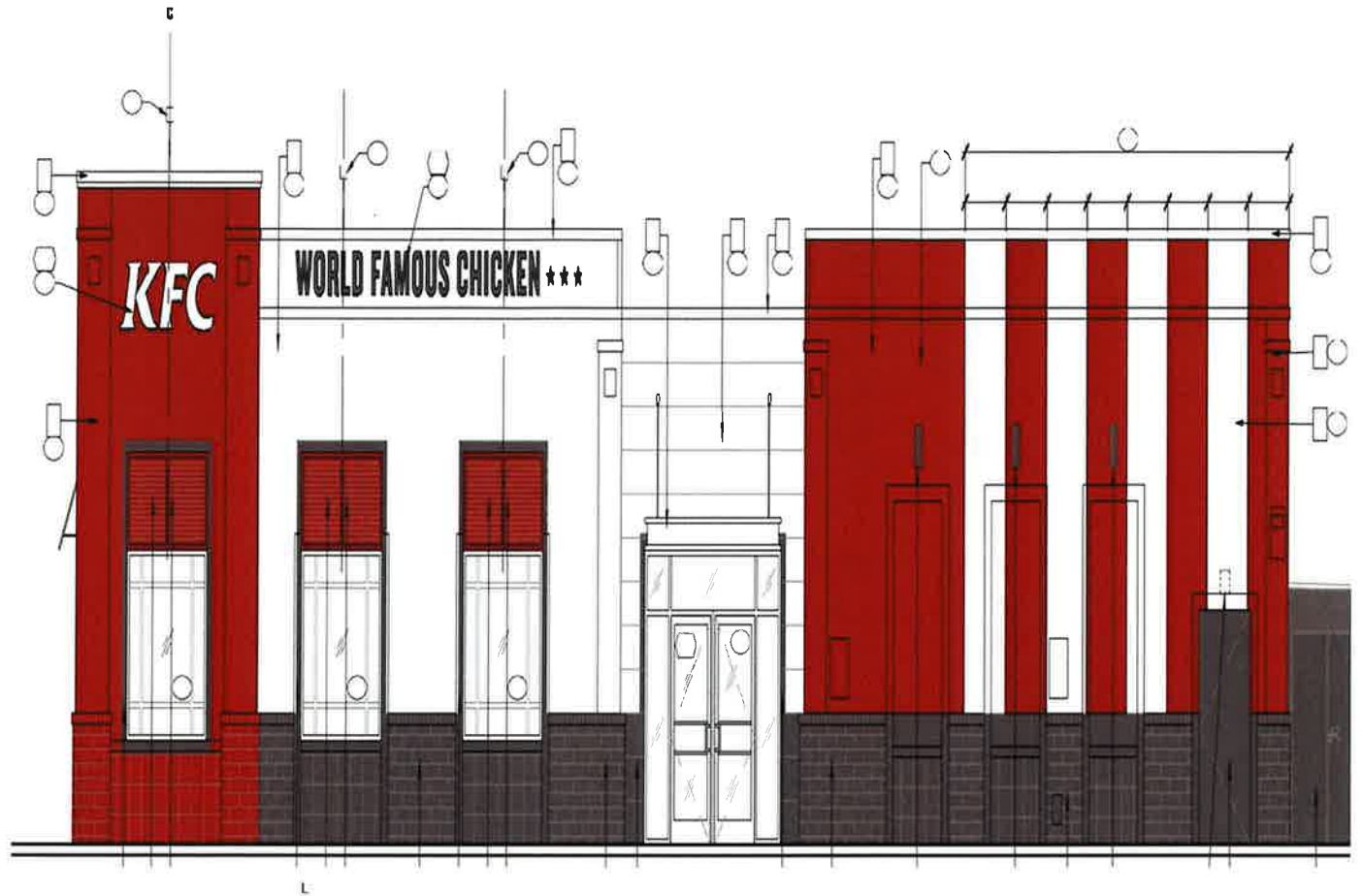
ATTEST: \_\_\_\_\_  
Maria Ehorn, Recording Secretary

EXTERIOR ELEVATIONS









**DESIGN REVIEW CONDITIONS OF APPROVAL FOR  
KFC REIMAGE/BRANDING PROJECT  
FOR PROPERTY LOCATED AT 226 N. Humboldt Avenue  
APN: 001-041-022**

**PC approval date: \_\_\_\_\_, 2019**

**General**

1. That the applicant/developer shall enter into a Pass-Through Agreement with the City of Willows to pay the cost of all planning review, plan checking and field inspection of this development.
2. The approval of this project shall be subject to the latest adopted Ordinances, Resolutions, Policies and fees of the City of Willows.
3. The developer shall adhere to the design and specification of the Architectural Design Review approval which grants the applicant new branding elements to an existing commercial building to include new painting, new awnings, new signage, new lighting, and removal of the existing cupola, as submitted with application plans.
4. The Architectural Design Review approval shall expire in one year unless otherwise stipulated by the Planning Commission. The applicant may apply to the City for an extension of not more than one year from the original date of expiration, if he finds that there has been no substantial change in the factual circumstances surrounding the originally approved design. Substantial changes and any further extension beyond one year shall require Planning Commission approval.
5. All contractors/sub-contractors doing work on the project shall obtain a City business license prior to commencing operation. (Contact Finance Department).
6. All lighting building mounted and site lighting shall be shielded lights, down lights, and or full cut off lights so that the bulb is not visible from off-site and light does not create glare or hazard onto adjoining properties/streets. Cut sheets shall be submitted with building plans. All lighting must meet the City Standards.
7. The project falls within the zone where impact fees are applicable. The applicant/owner shall be responsible for the payment of impact fees.
8. Working hours shall be restricted to the hours of 7:00 a.m. to 6 p.m., Monday through Friday.

**Building Department**

9. The applicant shall submit a completed building permit application, including appropriate plan check review deposit fees paid at the time of building permit/plan submittal.

10. The applicant shall submit 3 complete sets of plans, calculations and specifications to the building department for review.
11. The plans and the project shall comply with all Federal, State and Local codes and ordinances and be shown on the plans submitted for review.
12. Conditions of Approval shall be shown on plans submitted for review.
13. All existing awnings and canopies shall be properly disposed of.
14. The building shall keep the premises and surrounding area free from accumulation of waste materials or rubbish caused by the operations. At the completion of the project, removal of all waste materials, rubbish, tools, construction equipment, machinery and surplus materials from the project shall be completed.