



Staff Report

File #: 23-0647

PLANNING AND HOUSING COMMISSION STAFF REPORT

DATE: 08/21/2023
TO: Honorable Chair and Commissioners
FROM: Planning & Development Department

APPLICATION REQUEST:

SPA2022-0006: Specific Plan Amendment to the Northeast Corona Specific Plan amending sign regulations under Section 4.5.10(I), for Planning Area 7A in the Support Commercial Zone, to increase the maximum allowable sign area from 200 to 350 square feet, increase the maximum sign height from 50 to 70 feet, and allow for an electronic message center to be incorporated into freeway pylon signs; amend Section 4.5.10(C) to allow up to six (6) tenants to be advertised on a parcel identification sign, in lieu of the four (4) tenants allowed by the Corona Municipal Code; and amend Section 4.5.10(I) to allow a height of 55 feet for a pylon sign. (Applicant: Kerry Batres, Inland Signs Inc., 1715 S. Bon View Ave. Ontario, CA 91761, on behalf of CPI Properties, LLC).

RECOMMENDED ACTION:

That the Planning and Housing Commission find the project exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301 and recommend approval of SPA2022-0006 to the City Council, based on the findings contained in the staff report and conditions of approval.

BACKGROUND

Previous Review and Recommendation by the Planning and Housing Commission

The Specific Plan Amendment 2022-0006 (SPA2022-0006) was originally reviewed by the Planning and Housing Commission and was recommended for approval to the City Council at the June 26, 2023, Planning and Housing Commission public hearing. On July 21, 2023, the applicant submitted a subsequent request to SPA2022-0006 to allow pylon signs to have a height of 55 feet.

Aside from this latest request, there are no other changes proposed to the previously approved SPA2022-0006. SPA2022-0006 is an amendment to the signage regulations for parcel identification signs in the Northeast Corona Specific Plan (SP81-02). CPI Properties owns the Los Arcos Plaza, which is a shopping center located at 161-191 N. McKinley Street. The zoning of the property is Support Commercial (SC) and is identified as Planning Area 7A. The McKinley Grade Separation

Project currently underway will alter roadway alignment and create a solid concrete support wall for the grade separation adjacent to the site, which impacts the center's visibility from the roadways. The purpose of amending the Specific Plan is to allow CPI Properties to make improvements to the existing parcel identification signs within the center.

The minutes of the June 26, 2023, Planning and Housing Commission are provided as Exhibit 3.

Proposed Sign Plan

The applicant's sign plan for the Los Arcos Plaza is provided as Exhibit 8 of this report. Sign #2 is an off-site directional sign that the applicant is requesting approval for under a separate application, Variance 2022-0001. The proposed directional sign is not part of the request associated with the Specific Plan Amendment.

The applicant's Sign Plan proposes the following sign improvements:

1. Replace the center's existing 50-foot-tall freeway-oriented pylon sign with a new 70-foot-high freeway-oriented pylon sign and increase the sign area from 130 square feet to 338 square feet. The new sign is proposed to have a 200 square feet electronic message center (EMC), and 138 square feet of static sign area.
2. Construct one (1) new monument sign at the following location:
 - Corner of McKinley Street and Sampson Avenue. The proposed sign will be 4 feet 4 inches tall, approximately 12 square feet, and allow up to 6 tenants.
3. Construct one (1) new pylon sign at the following location:
 - New driveway entrance on Loop Road (center's west perimeter). The proposed pylon sign will be 55 feet high, approximately 90 square feet, and allow up to six tenant spaces (initially shown as a 6-foot-high monument sign per prior approval on June 26, 2023).

The applicant decided to change one of the monument signs originally proposed to a pylon sign after having the discussion on the proposed sign plan with the Planning Commission at the June 26, 2023, meeting.

With the exception of the directional sign proposed by Variance 2022-0001, the approval of the amended Sign Plan, as listed above, requires an amendment to Sections 4.5.10(I) and 4.5.10(C) of the Northeast Corona Specific Plan. The proposed amendments are as follows:

1. Increase the height of the existing freeway-oriented pylon sign from 50 to 70 feet. [Section 4.5.10 (I)]
2. Increase the maximum sign area of the freeway-oriented pylon sign from 200 to 350 square feet and allow the sign area to include a static copy and/or an electronic message center. [Section 4.5.10(I)]
3. Increase the maximum number of tenant spaces that can be advertised on a parcel identification sign, such as a pylon or monument sign, from four (4) to six (6) tenants. [Section 4.5.10(C)].
4. Establish a height of 55 feet for pylon signs (added since initial review on June 26, 2023). [Section 4.5.10 (I)].

Importantly, items 1, 2 and 4 would amend Section 4.5.10 (I), and only apply to Planning Area 7A within the Support Commercial District, which consists solely of the Los Arcos Plaza property. Item 3 would amend Section 4.5.10 (C), which applies to any commercial property in the specific plan having the Support Commercial District, or SC, designation (see Exhibit 2).

CODE REQUIREMENTS

The authority to amend a specific plan is contained within Section 65453 of the California Government Code, Corona Municipal Code Chapter 17.53, and the Northeast Corona Specific Plan Section 1.1.

An amendment to the Northeast Corona Specific Plan may be accomplished by ordinance of the City Council, based upon the criteria outlined in Chapter 17.53 of the Corona Municipal Code. The Planning & Housing Commission is required by California law to review the specific plan amendment, and to make a recommendation to the City Council. To recommend approval, the Commission must have an affirmative vote by no less than three (3) of its members.

California law requires that specific plans include specific components, which were incorporated at the time the Northeast Corona Specific Plan was adopted. City staff has confirmed that the proposed amendment retains, or in some cases, enhances these components.

PROPOSED SPECIFIC PLAN AMENDMENT

SPA2022-0006 will amend the sign regulations under Sections 4.5.10(C) and 4.5.10(I) of the Northeast Corona Specific Plan. The amendments are shown below with deleted text in red with a strike through and added text in blue and underlined. The amendment is also provided as Exhibit 7 and summarized in a table within Exhibit 10.

The applicant is proposing the following code amendments:

"Section 4.5.10 SIGNS

Signs shall be regulated and controlled as specified under Section 17.74 of the Corona Municipal Code for the SC District properties; except for modifications as herein stated:

- C. The maximum area of parcel identification sign shall be 100 square feet. and may list up to six (6) tenants, unless as specified below.*

- I. The following signage is permitted in the SC District within those portions of Planning Area 7A located east of McKinley Street, south of the Riverside Freeway and north of Sampson Avenue: 1) One (1) pylon center identification sign may be constructed along the Riverside Freeway frontage; the maximum height of the sign shall be ~~fifty (50)~~ seventy (70) feet (SPA-90-8 and SPA02-006) and shall not exceed a maximum face area of ~~200~~ 350 square feet. The sign area can be a static copy and/or electronic message center. 2) A pylon sign allowed pursuant to CMC Chapter 17.74 shall not exceed a height of fifty-five (55) feet.*

CMC Chapter 17.74 allows pylon signs up to 40 feet if the property is contiguous to the freeway. The proposed amendment would allow pylon signs to have a height of 55 feet. The applicant is requesting a height of 55 feet due to the solid concrete support wall that will be constructed on McKinley Street in front of the Los Arcos Plaza to support the grade separation over the railroad tracks.

DEPARTMENTAL, AGENCY AND PUBLIC COMMENTS

Staff circulated this application to internal Departments and Departmental Divisions, as well as external agencies such as Caltrans, allowing each entity the opportunity to review the application and determine any impacts of the proposed application relative to their services. Conditions of Approval from city staff are provided as Exhibit 4.

ENVIRONMENTAL ANALYSIS:

The project qualifies as a Class 1 categorical exemption under Section 15301 (Existing Facilities) of the California Environmental Quality Act (CEQA) and Section 3.27 of the City of Corona adopted Local Guidelines for Implementing CEQA. The project is a text amendment to the Northeast Corona Specific Plan to allow for minor alterations in the development standards for signage within an existing commercial center. The proposed changes will involve negligible expansion of use from that already authorized by the Northeast Corona Specific Plan, and therefore, there is no possibility that the proposed changes to the sign standards will have a significant effect on the environment. The Notice of Exemption is attached as Exhibit 11.

FISCAL IMPACT

The applicant has paid the applicable application processing fees for the project.

PUBLIC NOTICE AND COMMENTS

A 10-day public notice was mailed to all property owners within a 500-foot radius of the project site, as well as advertised in the Sentinel Weekly News and posted at the project site. As of the preparation of this report the Planning and Development Department has not received any response from the public regarding the proposed amendment.

STAFF ANALYSIS:

The proposed sign amendment to allow for a 70-foot-high freeway sign with up to 350 square feet of sign area, and to allow a pylon sign to have a height of 55 feet will be limited to the Support Commercial designation and just within Planning Area 7A, which consists solely of the Los Arcos Plaza. The increased freeway-oriented sign correlates with a proportionately larger sign area, both of which provide better visibility of tenant names from the freeway. While the applicant's proposed freeway sign is 70 feet tall, the 91 Freeway is elevated by approximately 27 feet from the grade of the commercial center where the sign is proposed. As such, only 43 feet of the sign's upper section will be exposed to freeway lanes. The exposed height is in scale with the surrounding freeway signs.

Staff has reviewed the regulations within other zones that have commercial centers with freeway frontage and finds the applicant's proposal to be consistent and in scale with the standards allowed for other commercial developments. The following provides a comparison with what other commercial zones permit for freeway signs.

1. Commercial Center District within the El Cerrito Specific Plan (The Crossings Center)
 - 100 feet maximum height.
 - 870 square feet maximum sign area. An EMC is allowed within the sign area.
2. Commercial District within the El Cerrito Specific Plan (Foothill Center)
 - 60 feet maximum height.
 - 250 square feet maximum sign area.
3. Commercial and Entertainment Commercial Districts within the Dos Lagos Specific Plan (The Shops at Dos Lagos)
 - 60 feet maximum height.
 - 750 square feet maximum sign area. An EMC is allowed within the sign area.
4. General Commercial District within the Arantine Hills Specific Plan (Bedford Market Place)
 - 42 feet maximum height.
 - 448 square feet maximum sign area.
5. Commercial Center District within the Eagle Glen Specific Plan (Village at Eagle Glen)
 - 40 feet maximum height.
 - 230 square feet maximum sign area.
6. Sub-Regional Shopping Center within the Northeast Corona Specific Plan (Corona Hills Plaza)
 - 50 feet maximum height.
 - 345 square feet maximum sign area.

The Northeast Corona Specific Plan does not currently limit the maximum number of tenants that can be advertised on commercial signs in the Support Commercial (SC) land use designation, therefore the sign regulations fall back on the Municipal Code, which limits the number of static, tenant signs to four (4). The applicant is proposing to allow static tenant signs of up to six on the monument and pylon signs. Staff reviewed the sign regulations for various commercial zones that are regulated by the Municipal Code and specific plans, and the number of tenants that are allowed on a monument or pylon sign range vastly from 3 to 11 tenants. Staff believes the applicant's request is consistent with other commercial zones.

Maintaining the shopping center's visibility to commuters is an appropriate consideration, given that the Center is expected to be impacted by the McKinley Grade Separation Project. The amendment will also help keep the Los Arcos Plaza competitive with other shopping centers in proximity to the project site, and potentially help keep tenant vacancy low, as the amendment will increase the exposure of the Center's tenants.

The Planning and Development Department recommends approval of SPA2022-0006 subject to the findings below and the recommended Conditions of Approval in Exhibit 4.

FINDINGS OF APPROVAL FOR SPA2022-0006

1. A preliminary exemption assessment has been conducted by the City of Corona and it has shown that this project does not require further environmental assessment because the project qualifies as a Class 1 categorical exemption under the California Environmental Quality Act (CEQA) review per Section 15301 (Existing Facilities) of the State Guidelines and Section 3.27 of the City of Corona adopted Local Guidelines for Implementing CEQA. The project is a text amendment to the Northeast Corona Specific Plan to allow for minor alterations in the development standards for signage within an existing commercial center. The proposed changes will involve negligible expansion of use from that already authorized by the Northeast Corona Specific Plan, and therefore, there is no possibility that the proposed changes to the sign standards will have a significant effect on the environment.
2. SPA2022-0006 systematically implements and is consistent with the General Plan for the following reasons:
 - a. *The amendment is consistent with General Plan Policy LU-5.1 which promotes the revitalization of commercial districts that are distinguished by the physical design, image, effectiveness in nurturing community socialization and economic activity, and perception as valued places, as the proposed sign program is an improvement and architectural enhancement to the center.*
 - b. *The amendment is consistent with General Plan Policy LU-5.9 which requires adherence and implementation of specific plans, specifically as stipulated in the Support Commercial District as detailed within the Northeast Corona Specific Plan.*
3. SPA2022-0006 provides for the development of a comprehensively planned project that is superior to development otherwise allowed under the conventional zoning classifications for the following reason:
 - a. *The amendment involves development criteria for commercial center signage to ensure compatibility with development and/or structures that occupy the property.*
4. The Plan provides for the construction, improvement, or extension of transportation facilities, public utilities and public services required by the long-term needs of the project and/or other area residents, and complements the orderly development of the City beyond the project's boundaries for the following reason:
 - a. *SPA2022-0006 specifically involves an amendment to existing sign standards within the Northeast Corona Specific Plan for commercial center signage and does not affect the infrastructure that has been planned, constructed or required as part of the Northeast Corona Specific Plan.*
5. The Plan provides for the appropriate orientation and relationship between land use within and adjacent to the project for the following reason:

- a. SPA2022-0006 provides commercial center signage in a manner that is compatible in scale to other commercial centers having visibility and frontage along the City's freeway corridors.*

PREPARED BY: ROCIO LOPEZ, CONSULTING PLANNER

REVIEWED BY: SANDRA YANG, SENIOR PLANNER

REVIEWED BY: JAY EASTMAN, PLANNING MANAGER

SUBMITTED BY: JOANNE COLETTA, PLANNING & DEVELOPMENT DIRECTOR

EXHIBITS

1. Locational and Zoning Map
2. Northeast Corona Specific Plan Land Use Plan
3. Planning and Housing Commission Minutes (June 26, 2023)
4. Conditions of Approval
5. Applicant's letter (dated 8/10/22, explaining SPA request)
6. Applicant's letter (dated 7/21/23, explaining amendment to sign plan)
7. Proposed Text Amendment
8. Proposed Sign Plan
9. Existing Signs and Proposed Signs
10. Existing Sign Regulations Versus Proposed Sign Regulations
11. Environmental Documentation

Case Planner: Rocio Lopez (951) 736-2293

LOCATIONAL & ZONING MAP



Zoning Legend:

- SC: Support Commercial
- SRSC: Subregional Shopping Center
- SCF: Support Commercial Freeway
- LCI: Limited Commercial-Industrial



SPA2022-0006
LOS ARCOS PLAZA
161 N. MCKINLEY ST.



City of Corona

*400 S. Vicentia Ave.
Corona, CA 92882*

Planning and Housing Commission Minutes - Final

Monday, June 26, 2023

Council Chambers - 6:00 p.m.



**Chair Craig Siqueland
Vice Chair Bridget Sherman
Commissioner Karen Alexander
Commissioner Marie Vernon
Commissioner Matt Woody**

EXHIBIT 3

ROLLCALL

Present 5 - Chair Craig Siqueland, Vice Chair Bridget Sherman, Commissioner Karen Alexander, Commissioner Marie Vernon, and Commissioner Matt Woody

CALL TO ORDER

Chair Siqueland called the meeting to order. Commissioner Marie Vernon, appointed by Council Member Jacque Casillas, was welcomed as the newest member of the Planning and Housing Commission.

PLEDGE OF ALLEGIANCE

Commissioner Alexander led the Pledge of Allegiance.

COMMUNICATIONS FROM THE PUBLIC

None.

MEETING MINUTES

1. [23-0514](#) Approval of minutes for the Planning and Housing Commission meeting of May 22, 2023.

Attachments: [052223 - P&H Minutes - DRAFT](#)

These minutes were approved.

A motion was made by Vice Chair Sherman, seconded by Commissioner Woody, that these Minutes be approved. The motion carried by the following vote:

Aye: 5 - Chair Siqueland, Vice Chair Sherman, Commissioner Alexander, Commissioner Vernon, and Commissioner Woody

CONSENT ITEMS

None.

PUBLIC HEARINGS

2. [23-0490](#) **SPA2022-0006:** Specific Plan Amendment to the Northeast Corona Specific Plan amending sign regulations under Section 4.5.10(I), for Planning Area 7A in the Support Commercial Zone, to increase the maximum allowable sign area from 200 to 350 square feet, increase the maximum sign height from 50 to 70 feet, and allow for an electronic message center to be incorporated into freeway pylon signs; and amend Section 4.5.10(C) to allow up to six (6) tenants to be advertised on a parcel identification sign, in lieu of the four (4) tenants allowed by the Corona Municipal Code. (Applicant: Kerry Batres, Inland Signs Inc.,

1715 S. Bon View Ave. Ontario, CA 91761, on behalf of CPI Properties, LLC).

Attachments: [Staff Report](#)

[Exhibit 1 - Locational and Zoning Map](#)

[Exhibit 2 - Northeast Corona Specific Plan Land Use Plan](#)

[Exhibit 3 - Conditions of Approval](#)

[Exhibit 4 - Applicant's Letter \(dated 8-10-22, explaining Specific Plan amendment request\)](#)

[Exhibit 5 - Proposed Amendment.pdf](#)

[Exhibit 6 - Proposed Sign Plan](#)

[Exhibit 7 - Existing & Proposed Signs](#)

[Exhibit 8 - Existing Versus Proposed Sign Regulations](#)

[Exhibit 9 - Environmental Documentation](#)

Rocio Lopez, Consulting Planner, reviewed the staff report and exhibits for SPA2022-0006 and V2022-0001.

Staff addressed Commission's questions in regards to the zone designation of the Los Arcos Shopping Center location, details of the proposed amendment to the Specific Plan, and clarification of how this is separate from any change to the Corona Municipal Code.

Chair Siqueland opened the public hearing.

Speakers included two residents concerned with the impact of illumination and size of signage changes proposed by the amendment.

The applicant (owner) of Los Arcos Shopping Center, Alysia Padilla-Vaccaro, and representative for sign company were available for questions. Applicant provided information to clarify the application as submitted. Applicant addressed Commission questions regarding the negative impact McKinley Grade Separation project has had on the center's tenancy, and the goal of bringing more visibility for potential tenants through this amendment.

Staff addressed Commission questions regarding the benefit of street-level signage for navigating to the shopping center location.

Chair Siqueland closed the public hearing.

Commission made closing comments and moved for a vote.

A motion was made by Chair Siqueland, seconded by Vice Chair Sherman, that the Planning and Housing Commission find the project exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301 and recommend approval of SPA2022-0006

to the City Council, based on the findings contained in the staff report and conditions of approval. The motion carried by the following vote:

Aye: 4 - Chair Siqueland, Vice Chair Sherman, Commissioner Alexander, and Commissioner Vernon

Nay: 1 - Commissioner Woody

3. [23-0524](#) **V2022-0001:** Variance from Section 17.74.130(A) of the Corona Municipal Code to allow for an off-site pylon sign for the Los Arcos Plaza, located at 161-191 N. McKinley Street. (Applicant: Kerry Batres, Inland Signs Inc., 1715 S. Bon View Ave. Ontario, CA 91761, on behalf of CPI Properties, LLC).

Attachments: [Staff Report](#)

[Exhibit 1 - Resolution No. 2611](#)

[Exhibit 2- Locational and Zoning Map](#)

[Exhibit 3 - Proposed Off-Site Pylon Sign Map](#)

[Exhibit 4 - Applicant's Letter \(dated February 22, 2023\)](#)

[Exhibit 5 - Sign Plan](#)

[Exhibit 6 - Kimley Horn Plan - Remnant Parcel \(dated 10-24-21\)](#)

Discussion ensued between staff and Commission addressing the applied for variance and the specific location of the proposed off-site signage. Deputy City Attorney Raymond explained how the off-site sign is prohibited per Corona Municipal Code.

Chair Siqueland opened the public hearing.

Joe Morgan, resident, spoke out against the denial of the variance, referencing a neighboring gas station project. Ms. Padilla-Vaccaro referenced additional information as support for off-site directional signage.

Chair Siqueland closed the public hearing.

Ms. Joanne Coletta, Planning and Development Director, clarified that an email referenced by Ms. Padilla-Vaccaro was not reflective of the entire communication regarding this project, and if applicant chose, a new dialogue regarding directional signage could be initiated.

Chair Siqueland opened the public hearing for the applicant to respond to options, and she chose to continue item to allow for further discussion. Ms. Coletta reiterated a need for continued conversation between staff and applicant to clarify the details of the variance and other options as allowed by the definitions of the C.M.C. Commission made closing comments.

Chair Siqueland closed the public hearing.

Commission and staff discussed the continuance of the variance and a future meeting date the item could be reagendaized.

A motion was made by Commissioner Alexander, seconded by Vice Chair Sherman, that the Planning and Housing Commission CONTINUE V2022-0001 to the July 24, 2023 Planning and Housing Commission meeting. The motion carried by the following vote:

Aye: 5 - Chair Siqueland, Vice Chair Sherman, Commissioner Alexander, Commissioner Vernon, and Commissioner Woody

WRITTEN COMMUNICATIONS

None.

ADMINISTRATIVE REPORTS

None.

PLANNING AND HOUSING COMMISSIONERS' REPORTS AND COMMENTS

Chair Siqueland stated that elections for the offices of Chair and Vice Chair will be held at the next meeting on July 10, 2023. Commissioners discussed participation in the upcoming 4th of July Parade. A warm welcome and thanks was given to Commissioner Vernon for participating in this first meeting.

FUTURE AGENDA ITEMS

ADJOURNMENT

Chair Siqueland adjourned the meeting at 7:47p.m. to the Planning and Housing Commission meeting of Monday, July 10, 2023, commencing at 6:00 p.m. in the City Hall Council Chambers.



Project Conditions

City of Corona

Project Number: SPA2022-0006

Description: **Amendment to allow a digital reader board pylon sign**

Applied: **8/10/2022**

Approved:

Site Address: **161 N MCKINLEY ST CORONA, CA 92879**

Closed:

Expired:

Status: **RECEIVED**

Applicant: **INLAND SIGNS INC / KERRY BATRES
1715 S BON VIEW AVENUE ONTARIO CA, 91761**

Parent Project:

Details:

LIST OF CONDITIONS

DEPARTMENT	CONTACT
BUILDING	Dana Andrews
1. At time of plan submittal, construction documents shall be prepared in accordance with current applicable Codes & Standards.	
PLANNING	
1. The project shall comply with all applicable requirements of the Corona Municipal Code (CMC), ordinances and the Northeast Corona Specific Plan (SP-81-2), including the payment of all required fees.	
2. To the fullest extent permitted by law, the applicant shall defend, indemnify and hold the City of Corona and its directors, officials, officers, employees, volunteers and agents free and harmless from any and all claims, demands, causes of action, proceedings, costs, expenses, liabilities, losses, damages or injuries of any kind, in law or equity, in any manner arising out of, pertaining to, or incident to any attack against or attempt to challenge, set aside, void or annul any approval, decision or other action of the City of Corona, whether such approval, decision or other action was by its City Council, Planning and Housing Commission or other board, director, official, officer, employee, volunteer or agent. To the extent that Government Code Section 66474.9 applies, the City will promptly notify the applicant of any claim, action or proceeding made known to the City to which Government Code Section 66474.9 applies and the City will fully cooperate in the defense. The Applicant's obligations hereunder shall include, without limitation, the payment of any and all damages, consultant and expert fees, and attorney's fees and other related costs and expenses. The City shall have the right to retain such legal counsel as the City deems necessary and appropriate.	
3. Nothing herein shall be construed to require City to defend any attack against or attempt to challenge, set aside, void or annul any such City approval, decision or other action. If at any time Applicant chooses not to defend (or continue to defend) any attack against or attempt to challenge, set aside, void or annul any such City approval, decision or other action, the City may choose, in its sole discretion, to defend or not defend any such action. In the event that the City decides not to defend or continue the defense, Applicant shall be obligated to reimburse City for any and all costs, fees, penalties or damages associated with dismissing the action or proceeding. If at any time both the Applicant and the City choose not to defend (or continue to defend) any action noted herein, all subject City approvals, decisions or other actions shall be null and void. The Applicant shall be required to enter into any reimbursement agreement deemed necessary by the City to effectuate the terms of this condition.	
4. Applicant shall obtain Planning approval and building permit prior to the construction of any signs.	
5. The EMC sign along SR-91 Riverside Freeway shall be automatically dimmed during the nighttime hours.	

EXHIBIT 4



1715 S. Bon View Ave
Ontario, Ca 91761
Bus: 909-923-0006
Fax: 909-923-0037
Website: Inlandsigns.com

August 10, 2022

City of Corona
400 S. Vicentia Ave.
Corona, CA 92882
Attn: Planning & Housing Commission

**RE: Proposed Specific Plan Amendment to the Northeast Corona Specific Plan (SP81-2) /
Minor Text Amendment to Sign Regulations: Los Arcos Plaza - 161-191 N McKinley St.**

On behalf of CPI Properties, Inland Signs Inc. proposes an amendment to the sign regulations in the Northeast Corona Specific Plan (SP81-2). Specifically, the proposal is to amend the sign regulations for the Support Commercial (SC) District in Planning Area 7A under Section 4.5.10 (Signs) of the Specific Plan.

The current freeway-oriented pylon sign, located south of the 91 freeway, is 50 feet in height and has a small display of the center name "Los Arcos Plaza" in addition to three tenant spaces. Two of the tenants (Denny's and Outback Steakhouse) have recently left the center due to the demolition of their restaurants as a result of the new McKinley grade separation project which extends from the 91 freeway to Magnolia Ave. As a result, CPI Properties is seeking to modernize the freeway-oriented pylon sign in order to better advertise their shopping center, existing and future tenants and to remain competitive with other retailers.

The Specific Plan Amendment proposes to amend Section 4.5.10 (Signs) as follows:

1. Increase the height of the existing freeway-oriented pylon sign from 50 to 70 feet.
2. Increase the maximum sign area of the freeway-oriented pylon sign from 200 to 350 square feet, and allow the sign area to include static copy and/or an electronic message center.
3. Increase the maximum number of tenant spaces that can be advertised on a parcel identification sign such as a pylon or monument sign from four (4) to six (6) tenants.

CPI Properties hopes that this change will help advertise multiple businesses within the shopping center, as well as allow for higher freeway visibility for drivers along the 91 freeway.

Please feel free to reach out should you have any additional questions.

Sincerely,

Kerry Batres – (909) 923-0006

EXHIBIT 5



INLAND SIGNS

I N C O R P O R A T E D

**1715 S. Bon View Ave
Ontario, Ca 91761
Bus: 909-923-0006
Fax: 909-923-0037
Website: Inlandsigns.com**

July 21, 2023

City of Corona
400 S. Vicentia Ave.
Corona, CA 92882

Attn: Planning & Housing Commission

**RE: Proposed Amendment to SPA2022-0006.
Regulations: Los Arcos Plaza - 161-191 N McKinley St.**

On behalf of CPI Properties, Inland Signs Inc. proposes an amendment to SPA2022-0006 which was recommended for approval to the city Council by the Planning and Housing Commission on June 26, 2023.

We are proposing the following changes to sign#3 from a 6-foot high, 6 tenant monument sign to a 55-foot high, 6-tenant on-site pylon sign. SPA2022-0006 would amend the sign regulations in the SC zone (PA-7A) of the Northeast Corona Specific Plan, allowing one (1) pylon sign up to 55 feet in height for properties contiguous to a freeway. Other free-standing signs shall be regulated by the CMC.

CPI Properties hopes that this change will help advertise multiple businesses within the shopping center, as well as allow for more visibility for drivers along the new McKinley bridge.

Please feel free to reach out should you have any additional questions.

Sincerely,
Kerry Batres – (909) 923-0006

EXHIBIT 6

SEC. 4.5.10 SIGNS

Signs shall be regulated and controlled as specified under Section 17.74 of the Corona Municipal Code for the SC District properties; except for modifications as herein stated:

- A. No signs or sign constructed or maintained in the SC District shall be constructed or maintained on the roof of any buildings.
- B. Signs shall contain only such subject matter which refers to the name of the establishment or to the goods and services sold on the premises on which the sign is located.
- C. The maximum area of parcel identification sign shall be 100 square feet and may list up to six tenants.
- D. The maximum area of enterprise identification sign shall be 100 square feet.
- E. The illumination of the parcel identification and enterprise sign shall be by indirect or diffused methods of lighting.
- F. Signs which move, or which have moving parts or flashing lights, shall not be permitted in the SC District.
- G. A single, pylon center identification sign may be constructed on the McKinley Street frontage of Planning Area 8B that has a maximum area per face of 200 square feet. The sign may include text advertising of the center and up to two tenants. Signage along Magnolia Avenue shall be limited to a single illuminated monument sign not to exceed 3 feet in height or 24 square feet in area per face (SPA-88-8)
- H. A single pylon center identification sign may be constructed adjacent to the freeway frontage of Planning Area 5D that has a maximum per face area of 200 s.f. The sign may include text advertising the center and up to three tenants. Signage along the McKinley Street shall be a single pylon with a maximum per face area of 300 s.f. identifying the center and up to seven (7) tenants (SPA-93-10) (Exhibit I4b)

Signage along Griffin Way shall be limited to one single illuminated monument sign with maximum allowable area of fifty s.f. and 24 s.f of copy per sign face. A single 100 s.f. per face maximum freestanding parcel identification sign may remain on Parcel 2 of PM 25502 (The Country Side Inn). Monument signs, except for structures described in CMC Section 17.70.040(B), shall be located outside corner cut-off areas set forth in CMC Section 17.70.050 and shall not exceed a height of 6 feet (SPA11-003).

Two (2) freestanding six s.f. tenant directory signs may be located within the center provided that no logos or unique identifying features are included which would constitute advertising as opposed to information (SPA-93-10) (Exhibit 14a). No other freestanding signs shall be permitted in Planning Area 5D (SPA-90-2).

- I. The following signage is permitted in the SC District within those portions of Planning Area 7A located east of McKinley Street, south of the Riverside Freeway and north of Sampson Avenue: 1) One (1) pylon center identification sign may be constructed along the Riverside Freeway frontage; the maximum height of the sign shall be ~~fifty (50)~~ **seventy (70)** feet (~~SPA 90-8 and SPA02-006~~) and shall not exceed a maximum face area of 200 **350** square feet. **The sign area can be static copy and/or electronic message center. 2) A pylon sign allowed pursuant to CMC Chapter 17.74 shall not exceed a height of fifty-five (55) feet.**
- J. The following signage is permitted in the SC District within those portions of Planning Area 7C south of the Riverside Freeway and north of Sampson Avenue: A maximum of three (3) pylon center identification signs may be constructed for development sites with freeway frontage in excess of 1,000 feet. The maximum overall height of each sign shall not exceed thirty (30) feet. One square foot of sign area per one linear foot of freeway frontage is permitted up to a maximum sign area of 200 square feet per sign. Each sign may identify the name of the center and a maximum of four (4) tenants.

EXHIBIT 7

LOS ARCOS PLAZA

SIGN#1
D/F ILLUMINATED
PYLON SIGN

SIGN#3
55' PLYON SIGN;
L-SHAPED

SIGN#4
S/F ILLUMINATED
MONUMENT SIGN

SIGN#2
D/F ILLUMINATED
"V-SHAPED"
DIRECTIONAL SIGN



NEW DEVELOPMENT RENDER; NTS

EXISTING RETAIL CENTER
REPOSITIONING;
MCKINLEY ST & SAMPSON AVE
CORONA, CA



VICINITY MAP; NTS



NEW DEVELOPMENT
PLOT PLAN;
PROPERTY LINES

SIGN#2
SUBJECT TO
SEPARATE APPROVAL

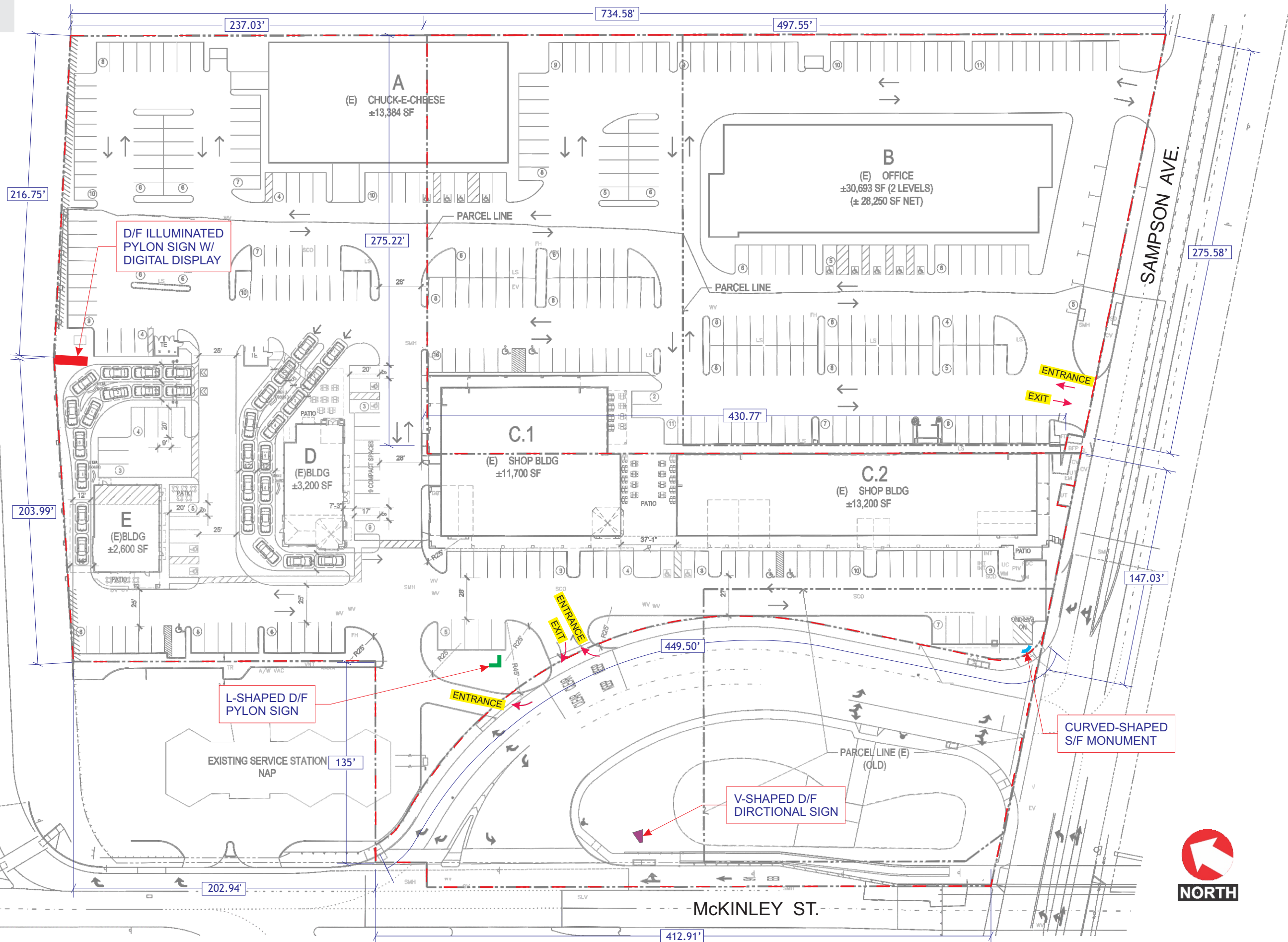


NORTH

AERIAL PHOTO / SITE PLAN - CORNER OF MCKINLEY ST. & SAMPSON AVE.

NOT TO SCALE

LOS ARCOS PLAZA



LEGEND

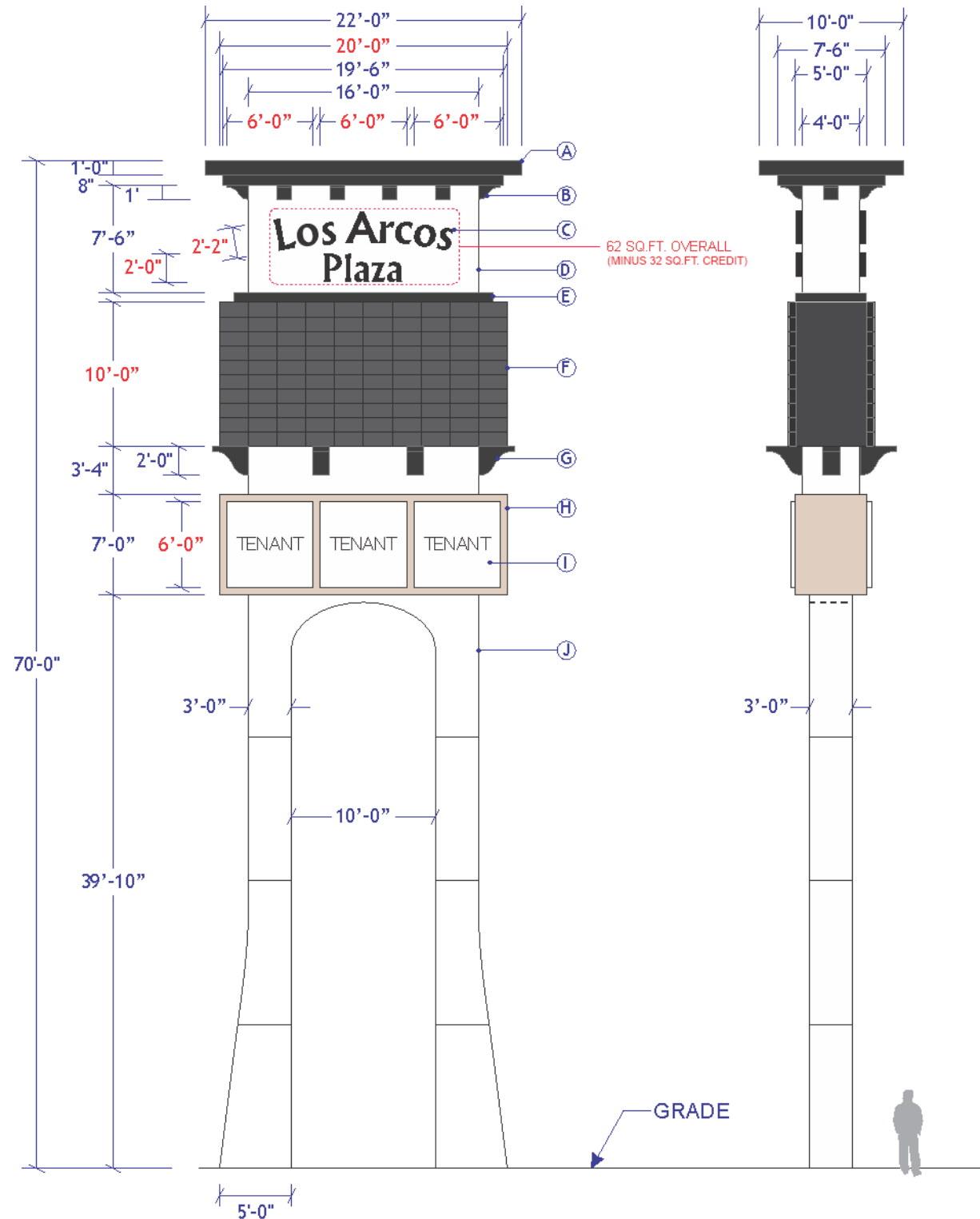
- PROPERTY LINE
- DOUBLE FACED PYLON SIGN W/ DIGITAL DISPLAY
- 55' PYLON SIGN L-SHAPED
- V-SHAPED DOUBLE FACED DIRECTIONAL SIGN
- CURVED SHAPED SINGLE FACED MONUMENT SIGN



PLOT PLAN

SCALE: 1/64" = 1'-0"

LOS ARCOS PLAZA



ILLUMINATED; D/F PYLON SIGN

338 SQ.FT.

SIDE VIEW

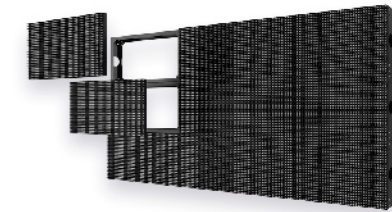
SCALE: 3/32" = 1'-0"
SIGN #1



EXISTING CONDITION

PROPOSED; COLOR SCHEDULE

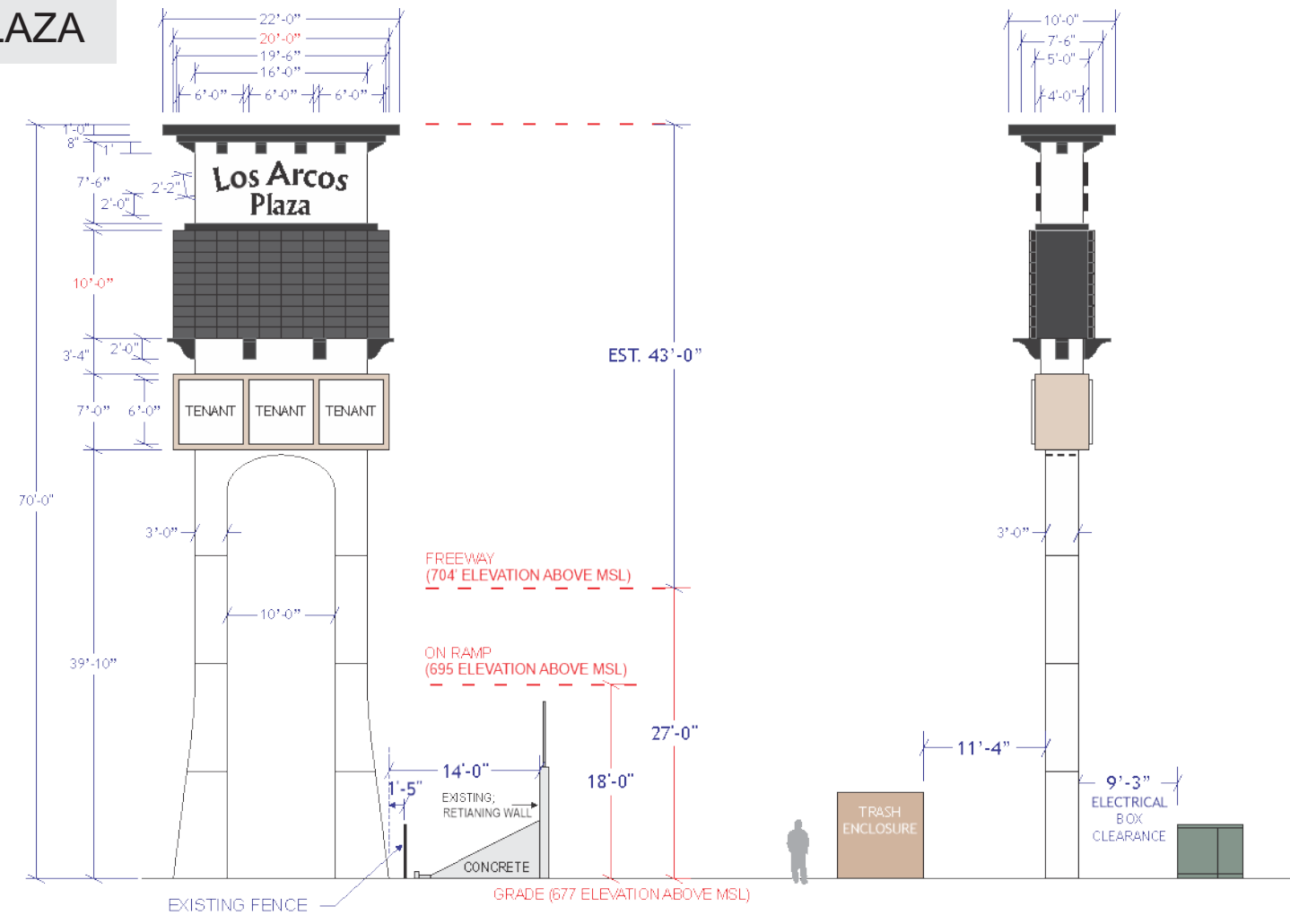
- BLACK MAGIC SW 6991
- RIVERS EDGE SW 7517
- WHITE



PRODUCT MODULAR ARCHITECTURE N.T.S.

- A. ALUMINUM TOPPER; CLADDING PAINTED TO MATCH BUILDING ACCENTS. (COLOR TBD)
- B. ALUM CORNICE ACCENTS; CLADDING PAINTED TO MATCH BUILDING ACCENTS. (COLOR TBD)
- C. FRONT-LIT INTERNALLY ILLUMINATED CHANNEL LETTERS. WHITE ACRYLIC FACES DECORATED W/ 3M TRANSLUCENT VINYL FILM; COLOR TBD.
- D. ALUMINUM CABINET; CLADDING PAINTED TO MATCH BUILDING COLOR. (COLOR TBD).
- E. ALUMINUM ACCENTS; PAINTED TO MATCH.
- F. CIRRUS LEDs DISPLAY MODULES; MOUNTED TO ALUMINUM FRAME SUPPORTS - BLACK.
- G. ALUM CORNICE ACCENTS; CLADDING PAINTED TO MATCH BUILDING ACCENTS. (COLOR TBD)
- H. ALUMINUM CABINETS; PAINTED TO MATCH BUILDING ACCENTS; COLOR TBD.
- I. ALUMINUM TENANT PAN FACES; 4" DEEP W/ ROUTED OUT TENANT COPY W/ 1/2" TRANSLUCENT WHITE PUSH-THRU ACRYLIC LETTERS. DECORATED W/ 3M TRANSLUCENT VINYL. (COLOR TBD.)
- J. ALUMINUM CLADDING; POLE COVERS. PAINTED TO MATCH BUILDING ACCENT. COLOR TBD.

LOS ARCOS PLAZA



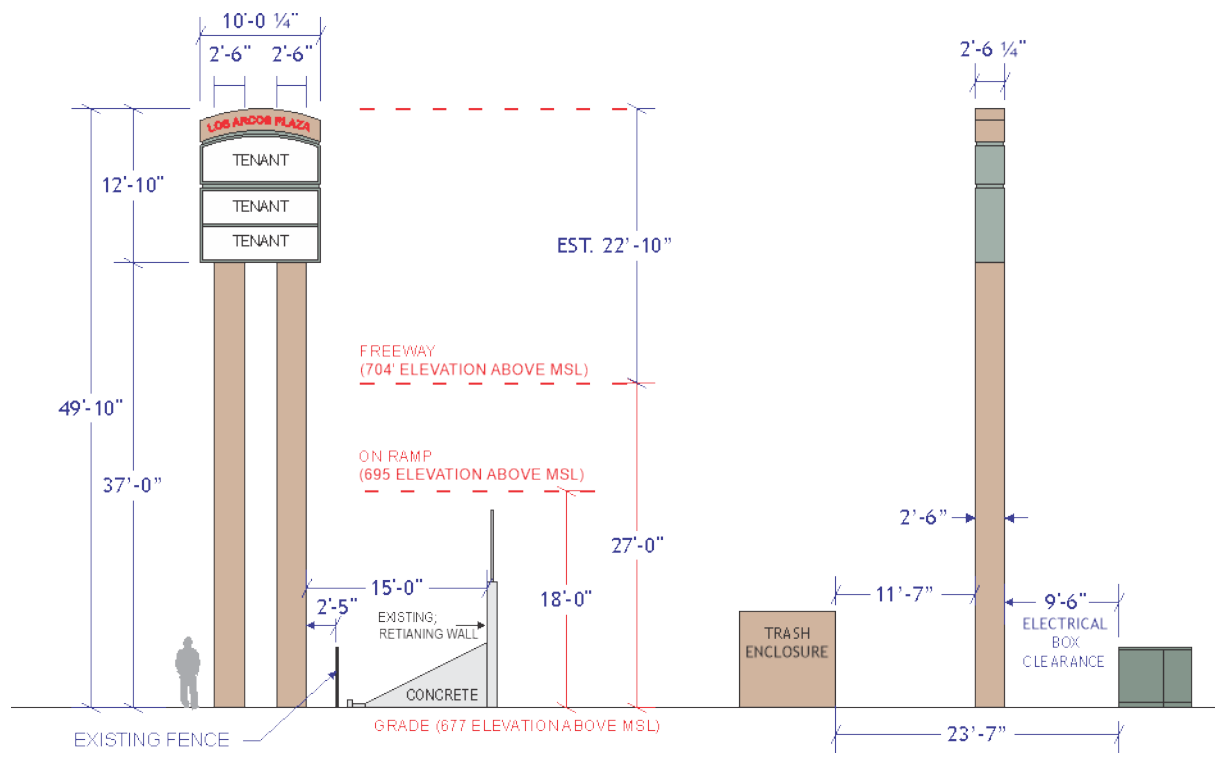
PROPOSED; D/F PYLON SIGN #1 **338 SQ.FT.**

SIDE VIEW



SCALE: 1/16" = 1'-0"

PLOT PLAN; 1/16" = 1'-0"



EXISTING D/F PYLON SIGN

SIDE VIEW

SCALE: 1/16" = 1'-0"
SIGN #1



PROPOSED SIGN; WEST ELEVATION FROM 91 FWY ON-RAMP - NOT TO SCALE

LOS ARCOS PLAZA



PROPOSED SIGN; WEST ELEVATION FROM 91 FWY - NOT TO SCALE



PROPOSED SIGN; EAST ELEVATION FROM 91 FWY - NOT TO SCALE



SOUTH ELEVATION



WEST ELEVATION



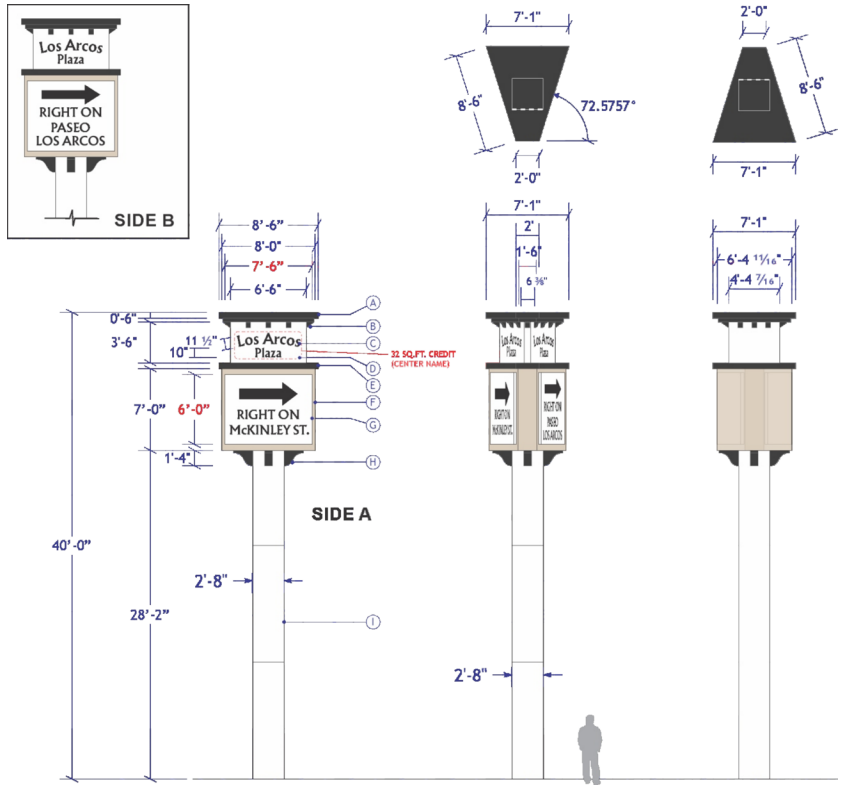
NORTH ELEVATION; FWY ON-RAMP STREET VIEW



EAST ELEVATION

EXISTING D/F PYLON SIGN; CURRENT CONDITON AND SURROUNDING AREA OF SIGN
NOT TO SCALE

LOS ARCOS PLAZA



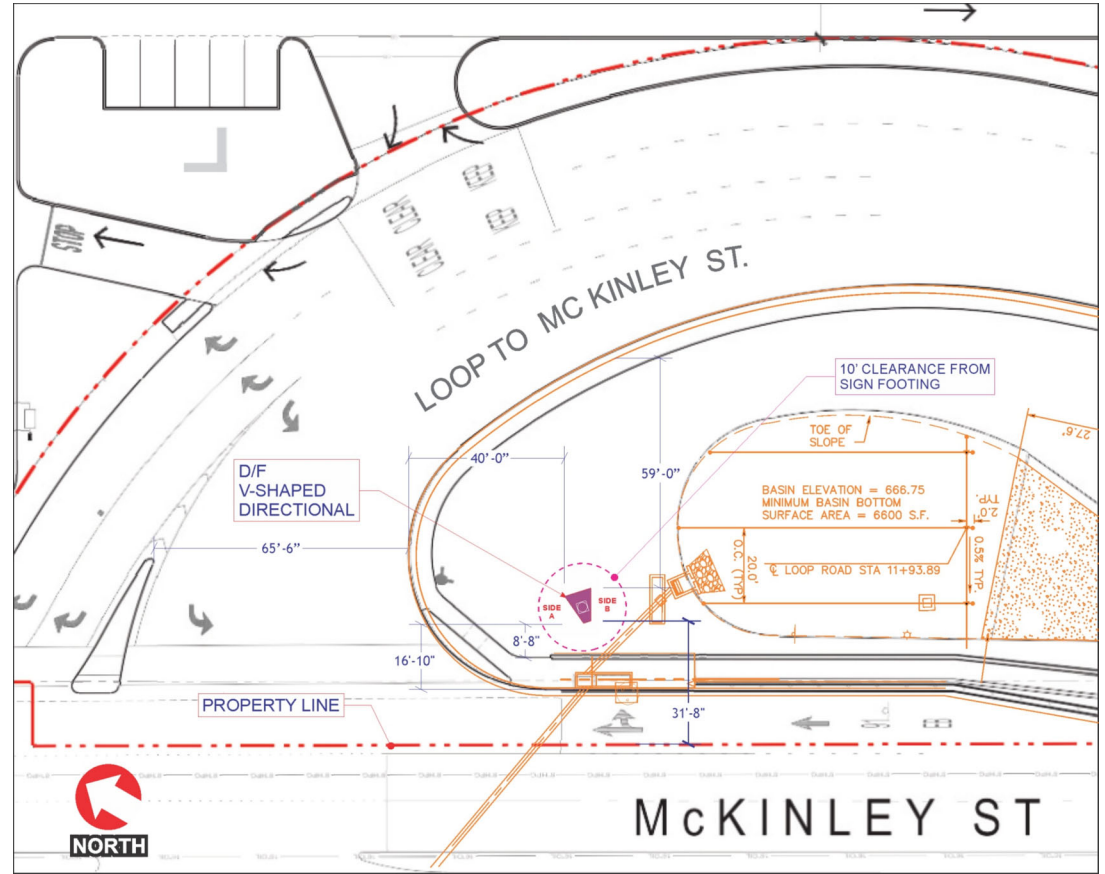
ILLUMINATED; D/F DIRECTIONAL SIGN 45 SQ.FT. FRONT VIEW BACK VIEW

SCALE: 3/32" = 1'-0"
SIGN #2

- A. ALUMINUM TOPPER; CLADDING PAINTED TO MATCH BUILDING ACCENTS. (COLOR TBD)
- B. ALUM. CORNICE ACCENTS; CLADDING PAINTED TO MATCH BUILDING ACCENTS (COLOR TBD)
- C. FRONT-LIT INTERNALLY ILLUMINATED CHANNEL LETTERS. WHITE ACRYLIC FACES DECORATED W/ 3M TRANSLUCENT VINYL FILM; (COLOR TBD.)
- D. ALUMINUM CABINET; CLADDING PAINTED TO MATCH BUILDING COLOR.(COLOR TBD).
- E. ALUMINUM ACCENTS; PAINTED TO MATCH.
- F. ALUMINUM CABINETS; PAINTED TO MATCH BUILDING ACCENTS; (COLOR TBD.)
- G. ALUMINUM PAN FACES; 4" DEEP W/ ROUTED OUT DIRECTIONAL COPY W/ 1/2" TRANSLUCENT WHITE PUSH-THRU ACRYLIC LETTERS. DECORATED W/ 3M TRANSLUCENT VINYL. (COLOR TBD.)
- H. ALUM. CORNICE ACCENTS; CLADDING PAINTED TO MATCH BUILDING ACCENTS (COLOR TBD)
- I. ALUMINUM CLADDING; POLE COVERS. PAINTED TO MATCH BUILDING ACCENT. COLOR TBD.

***NOTE; DIRECTIONAL SIGN SIDE A IS GRABBING THE ATTENTION OF THE VEHICLES EXISTING THE EAST BOUND FREEWAY OFF RAMP**

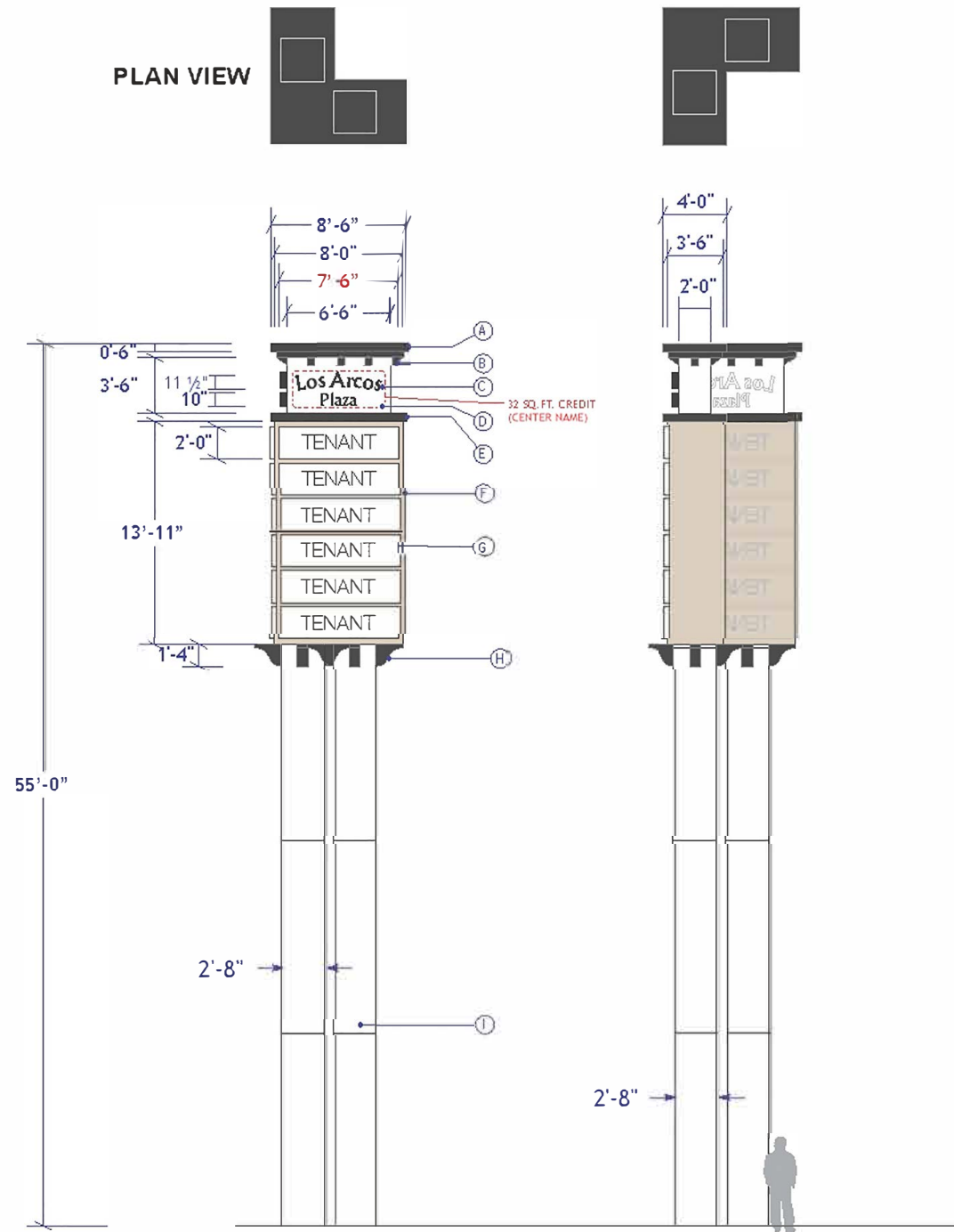
SIGN #2 UNDER A SEPARATE APPLICATION AND SUBJECT TO SEPARATE APPROVAL



SCALE: 1/32" = 1'-0"

PROPOSED;
COLOR SCHEDULE

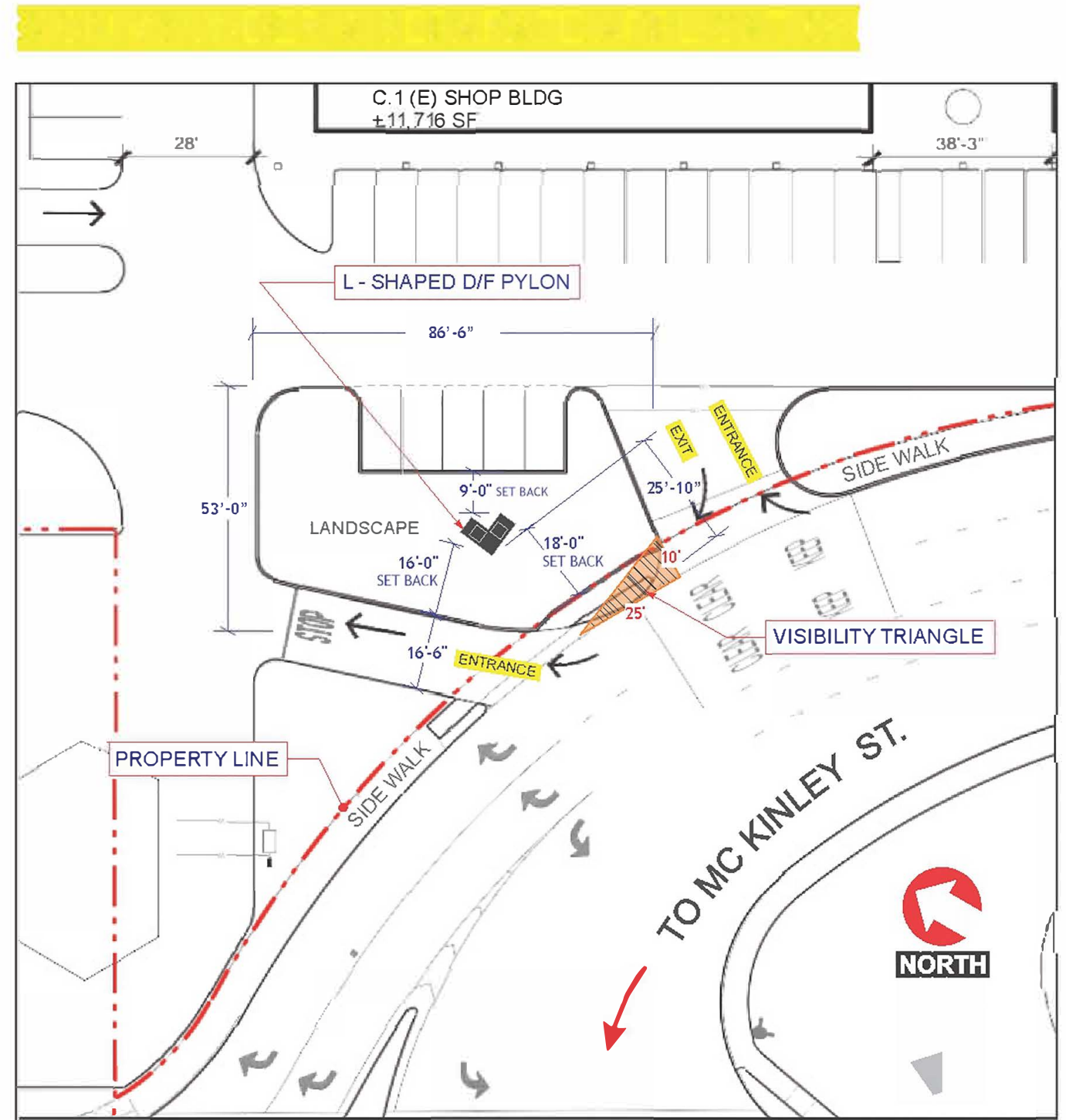
BLACK MAGIC SW 6991	RIVERS EDGE SW 7517	WHITE
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ILLUMINATED; D/F PYLON SIGN 90 SQ.FT. **SIDE VIEW** 3

SCALE: 3/32" = 1'-0"
SIGN #3

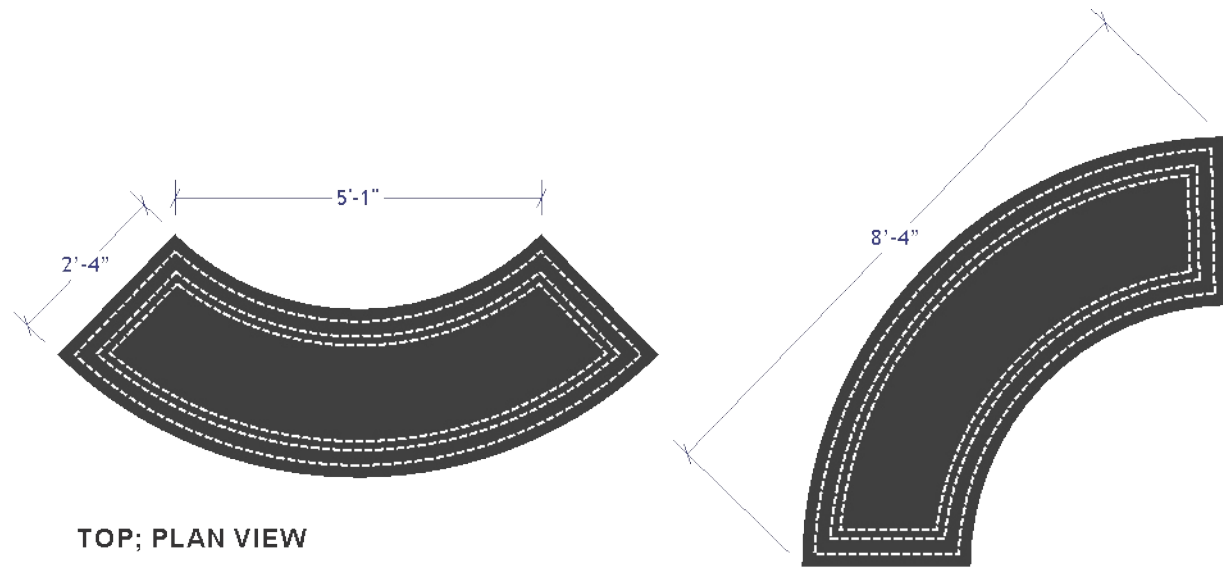
- A. ALUMINUM TOPPER; CLADDING PAINTED TO MATCH BUILDING ACCENTS. (COLOR TBD)
- B. ALUM. CORNICE ACCENTS; CLADDING PAINTED TO MATCH BUILDING ACCENTS (COLOR TBD)
- C. FRONT-LIT INTERNALLY ILLUMINATED CHANNEL LETTERS. WHITE ACRYLIC FACES DECORATED W/ 3M TRANSLUCENT VINYL FILM; (COLOR TBD.)
- D. ALUMINUM CABINET; CLADDING PAINTED TO MATCH BUILDING COLOR (COLOR TBD).
- E. ALUMINUM ACCENTS; PAINTED TO MATCH.
- F. ALUMINUM CABINETS; PAINTED TO MATCH BUILDING ACCENTS; (COLOR TBD)
- G. ALUMINUM TENANT PAN FACES; 4" DEEP W/ ROUTED OUT TENANT COPY W/ 1/2" TRANSLUCENT WHITE PUSH-THRU ACRYLIC LETTERS. DECORATED W/ 3M TRANSLUCENT VINYL. (COLOR TBD)
- H. ALUM. CORNICE ACCENTS; CLADDING PAINTED TO MATCH BUILDING ACCENTS (COLOR TBD)
- I. ALUMINUM CLADDING; POLE COVERS. PAINTED TO MATCH BUILDING ACCENT. COLOR TBD.



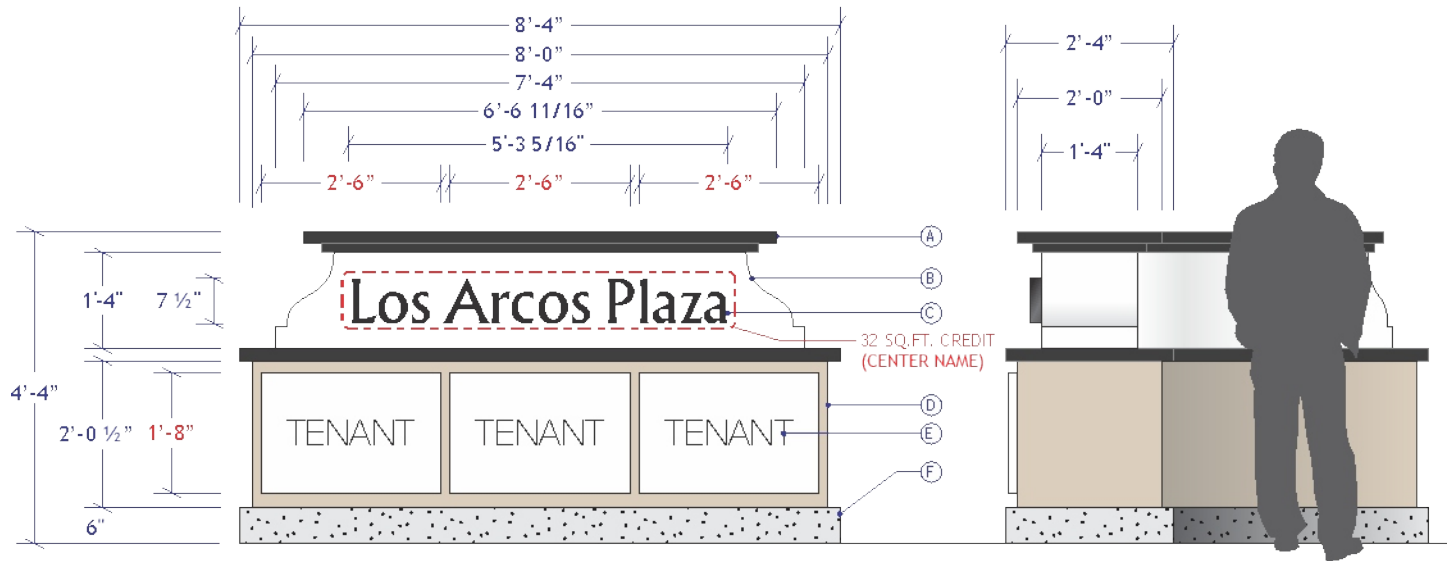
SCALE: 1/32" = 1'-0"

PROPOSED:
COLOR SCHEDULE

BLACK MAGIC SW 6991	RIVERS EDGE SW 7517	WHITE
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TOP; PLAN VIEW



ILLUMINATED; S/F MONUMENT SIGN

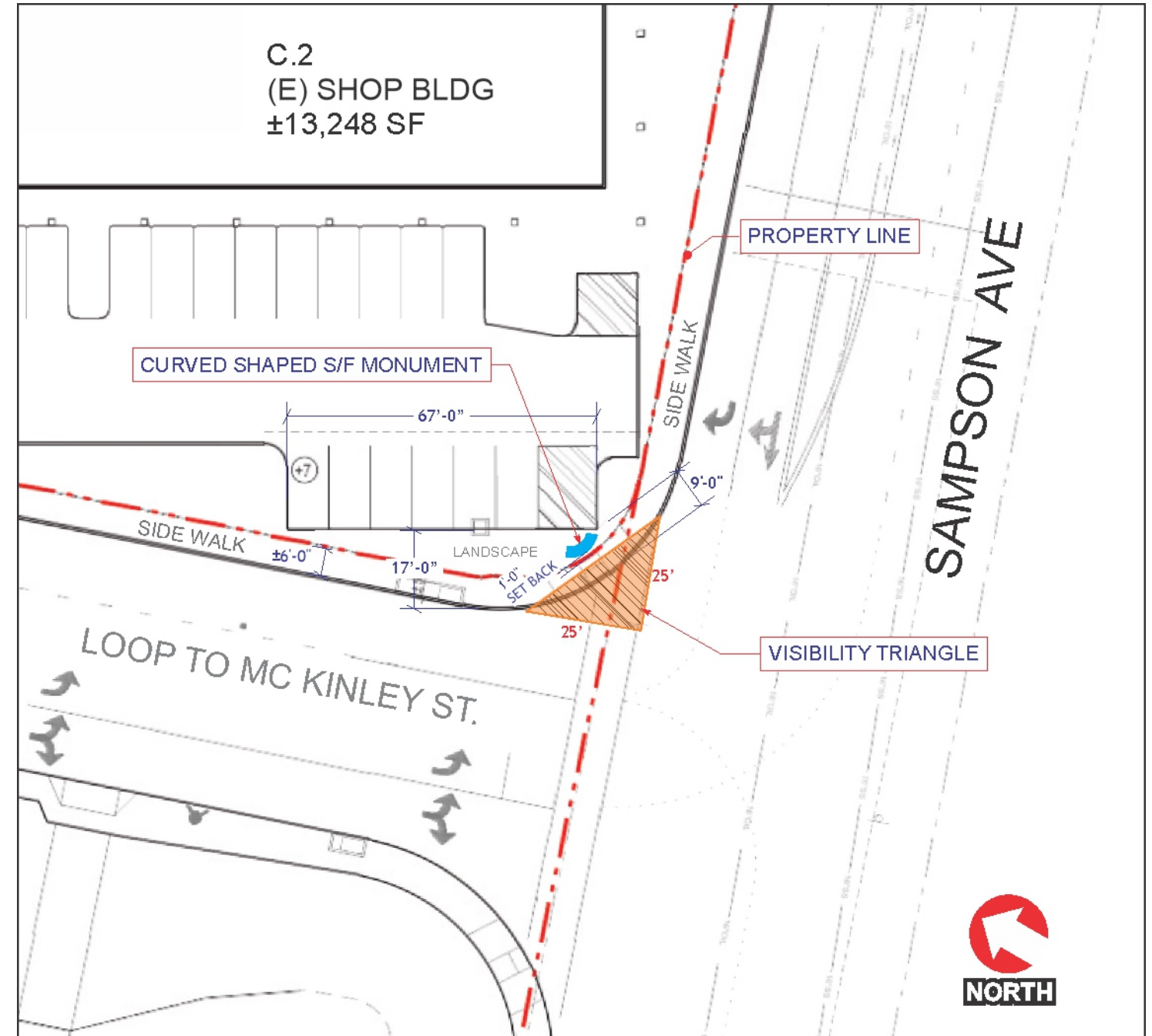
11.3 SQ.FT.

SIDE VIEW

3

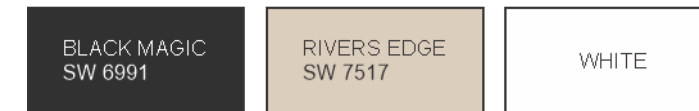
SCALE: 3/8" = 1'-0"
SIGN #3

- A. ALUMINUM TOPPER; CLADDING PAINTED TO MATCH BUILDING ACCENTS. (COLOR TBD)
- B. ALUMINUM CABINET; CLADDING PAINTED TO MATCH BUILDING COLOR. 3" DEEP RECESSED ARCH PAINTED TO MATCH; (COLOR TBD).
- C. FRONT-LIT INTERNALLY ILLUMINATED CHANNEL LETTERS. WHITE ACRYLIC FACES DECORATED W/ 3M TRANSLUCENT VINYL FILM; COLOR TBD.
- D. ALUMINUM CABINET; PAINTED TO MATCH BUILDING ACCENTS; COLOR TBD.
- E. ALUMINUM TENANT PAN FACES; 1 1/2" DEEP W/ ROUTED OUT TENANT COPY. BACKED UP W/ WHITE TRANSLUCENT FACES. DECORATED W/ 3M TRANSLUCENT VINYL. COLOR TBD.
- F. 6" HIGH CONCRETE MOW STRIP.



SCALE: 1/32" = 1'-0"

PROPOSED;
COLOR SCHEDULE



LOS ARCOS PLAZA



SOUTH ELEVATION



WEST ELEVATION



NORTH ELEVATION



EAST ELEVATION

D/F V-SHAPED PYLON SIGN#2 PROPOSED PLACEMENT; CURRENT CONDITION AND SURROUNDING AREA FOR SIGN



SOUTH ELEVATION



WEST ELEVATION



NORTH ELEVATION



EAST ELEVATION

D/F L-SHAPED MONUMENT SIGN#3 PROPOSED PLACEMENT; CURRENT CONDITION AND SURROUNDING AREA FOR SIGN



SOUTH ELEVATION



WEST ELEVATION



NORTH ELEVATION



EAST ELEVATION

S/F CURVED MONUJMENT SIGN#4 PROPOSED PLACEMENT; CURRENT CONDITION AND SURROUNDING AREA FOR SIGN

Existing & Proposed Signs

EXISTING SIGNS			
SIGN	LOCATION	SIZE	SIGN HEIGHT ¹
Pylon (Double sided)	SR-91 Freeway	Static Sign Area: 130 s.f.	50 feet
Pylon (Double sided)	McKinley Street	Static Sign Area: 100 s.f.	35 feet
PROPOSED SIGNS			
SIGN	LOCATION	SIZE	SIGN HEIGHT ¹
Pylon (Double sided)	SR-91 Freeway	Static Sign Area: 138 s.f. EMC: 200 s.f. Total Sign Area: 338 s.f.	70 feet
Pylon (Double sided)	Loop Road	Static Sign Area: 90 s.f. 6 tenant panels	55 feet
Monument (double sided)	Corner of Sampson Ave. & McKinley St.	Static Sign Area: 11.3 s.f. 3 tenant panels	4 feet – 4 inches

Notes:

1. The height is measured to the top of the structure
2. Proposed Sign Plan is attached as Exhibit 8 of the SPA2022-0006 staff report.

EXHIBIT 9

Existing Versus Proposed Sign Regulations

SIGN TYPE	EXISTING CODE ALLOWANCE				PROPOSED CODE AMENDMENT PER SPA2022-0006			
	QUANTITY	SIGN AREA	TENANT SPACES	SIGN HEIGHT	QUANTITY	SIGN AREA	TENANT SPACES	SIGN HEIGHT
Pylon (Freeway Oriented)	1	Total Sign Area: 200 s.f. maximum overall.	N/A	50 ft.	1	Total Sign Area: 350 s.f. maximum overall May include an EMC not to exceed 350 s.f.	N/A	70 ft.
Monument	1	100 s.f.	4	6 ft.	2	100 s.f.	6	6 ft.
Pylon	Per CMC Chapter 17.74	100 s.f.	4	40 ft. for properties contiguous to a freeway	Per CMC Chapter 17.74	100 s.f.	6	55 ft.

EXHIBIT 10



NOTICE OF EXEMPTION

<p>TO:</p> <p><input type="checkbox"/> Office of Planning and Research P. O. Box 3044, Room 113 Sacramento, CA 95812-3044</p>	<p>FROM: Name: City of Corona (Public Planning and Development Agency) Department</p> <p>Address: 400 S. Vicentia Avenue</p> <p>Telephone: (951) 736-2262</p>
<p><input checked="" type="checkbox"/> Clerk of the Board of Supervisors or County Clerk (Include County name)</p> <p>Address: 2724 Gateway Drive Riverside, CA 92507</p>	

1. Project Title:	Specific Plan Amendment - SPA2022-0006
2. Project Applicant:	Kerry Batres, Inland Signs Inc. (for CPI Properties, LLC), 1715 S. Bon View Ave. Ontario, CA 91761
3. Project Location – Identify street address and cross streets or attach a map showing project site (preferably a USGS 15’ or 7 1/2’ topographical map identified by quadrangle name):	Los Arcos Plaza located at the northeast corner of McKinley Street and Sampson Avenue (APNs: 172-420-002; 004 and 005)
4. (a) Project Location – City: Corona	(b) Project Location – County: Riverside
5. Description of nature, purpose, and beneficiaries of Project:	Specific Plan Amendment application to amend the sign regulations under Section 4.5.10 of the Northeast Corona Specific Plan (SP-81-2) for a freeway-oriented pylon sign and two parcel id signs for a 4.4 acre commercial center.
6. Name of Public Agency approving project:	City of Corona
7. Name of Person or Agency undertaking the project, including any person undertaking an activity that receives financial assistance from the Public Agency as part of the activity or the person receiving a lease, permit, license, certificate, or other entitlement of use from the Public Agency as part of the activity:	Kerry Batres, Inland Signs Inc. (for CPI Properties, LLC), 1715 S. Bon View Ave. Ontario, CA 91761
8. Exempt status: (check one)	
(a) <input type="checkbox"/> Ministerial project.	(Pub. Resources Code § 21080(b)(1); State CEQA Guidelines § 15268)
(b) <input type="checkbox"/> Not a project.	
(c) <input type="checkbox"/> Emergency Project.	(Pub. Resources Code § 21080(b)(4); State CEQA Guidelines § 15269(b),(c))

(d) <input checked="" type="checkbox"/> Categorical Exemption. State type and section number:	Class 1 categorical exemption under Section 15301 (Existing Facilities) of the State Guidelines for the California Environmental Quality Act (CEQA) and Section 3.27 (Class 1: Existing Facilities) of the City of Corona adopted Local Guidelines for Implementing CEQA.
(e) <input type="checkbox"/> Declared Emergency.	(Pub. Resources Code § 21080(b)(3); State CEQA Guidelines § 15269(a))
(f) <input type="checkbox"/> Statutory Exemption. State Code section number:	
(g) <input type="checkbox"/> Other. Explanation:	
9. Reason why project was exempt:	The project is a text amendment to the Northeast Corona Specific Plan (SP) to allow for minor alterations in the development standards for signage, which will accommodate new digital copy signage to an existing on-premise pylon sign and new parcel id signs for commercial centers. The proposed changes will involve negligible expansion of use from that already authorized by the SP, and therefore, there is no possibility that the proposed changes to the sign standards will have a significant effect on the environment.

10. Lead Agency Contact Person: Telephone:	Rocio Lopez, Consulting Planner (951) 736-2293
11. If filed by applicant: Attach Preliminary Exemption Assessment (Form "A") before filing.	
12. Has a Notice of Exemption been filed by the public agency approving the project? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
13. Was a public hearing held by the Lead Agency to consider the exemption? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, the date of the public hearing was: August 21, 2023	

Signature

Date:

Rocio Lopez
Name

Title: Planning Consultant

Signed by Lead Agency

Signed by Applicant

Date Received for Filing: [Click to enter date](#)

(Clerk Stamp Here)

Authority cited: Sections 21083 and 21110, Public Resources Code.
Reference: Sections 21108, 21152, and 21152.1, Public Resources Code.