



Staff Report

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**File #:** 24-0084

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**PLANNING AND HOUSING COMMISSION  
STAFF REPORT**

**DATE:** 2/26/2024

**TO:** Honorable Chair and Commissioners

**FROM:** Planning & Development Department

**APPLICATION REQUEST:**

**ZTA2024-0002:** Zone text amendment to Title 17 of the Corona Municipal Code to amend the Sign Ordinance in Chapter 17.74 to prohibit temporary signs in the public rights-of-way. (Applicant: City of Corona)

**RECOMMENDED ACTION:**

**That the Planning and Housing Commission** recommend APPROVAL OF ZTA2024-0002 to the City Council, based on the findings contained in the staff report.

**BACKGROUND**

The City's Sign Ordinance is regulated by Chapter 17.74 of the Corona Municipal Code. Section 17.74.070 (I) prohibits temporary signs in the public right-of-way except from 7:00 a.m. on Saturday to 7:00 p.m. on Sunday. Temporary signs placed in the public right-of-way during this time are required to adhere to certain criteria related to size and height, material, location, and quantity. The city does not regulate the content of the message on temporary signs, which is protected by the First Amendment.

Various entities have used temporary signs in the public right-of-way to advertise professional services, real estate open houses, special sales, and political campaigns. The following summarizes the criteria each entity must follow when placing temporary signs in the public right-of-way on Saturday and Sunday.

- **Size:** 2' x 3' and no higher than 3'.
- **Material:** Sturdy material, not single-layer cardboard, paper or bond stock, and shall be fastened to the ground on a single metal or wood support.
- **Quantity:** 3 signs per business, entity, or person on a single block.
- **Location:** No closer than 10' from the corner and prohibited within the center street median.

Most of the time, real estate agents locate temporary signs in the public right-of-way to advertise open houses on the weekend. Over time, heavily traveled streets within certain neighborhoods have regularly become inundated with temporary signs on Saturday and Sunday. The temporary signs have diminished the aesthetic appearance of the landscaped parkways along city streets, resulting in visual clutter along major thoroughfares and local streets. In many instances, certain entities would leave their temporary signs in the public right-of-way in the days following Sunday resulting in Code Compliance personnel having to remove the remaining temporary signs.

### City Council Fall Policy Workshop

The City Council at its Fall Policy Workshop on October 12, 2023, discussed possible changes to the regulations governing temporary signs in the public right-of-way. Most of the Council indicated other advertising platforms such as websites, social media and real estate websites are available instead of having temporary signs in the public right-of-way. Additionally, residents living in the city have voiced complaints regarding the large number of temporary signs in the public right-of-way on Saturday and Sunday and have expressed that the temporary signs diminish the aesthetic appearance and quality of their neighborhoods. Ultimately, most of the Council decided to prohibit temporary signs in the public right-of-way and directed staff to prepare the appropriate amendment to the sign ordinance.

### **PROPOSED AMENDMENT**

ZTA2024-0002 would add a definition for public right-of-way in Section 17.74.030 and amend Section 17.74.070 (I) to prohibit at all times temporary signs in the public right-of-way, except for those authorized by a recognized government agency. The following shows the text being amended in Sections 17.74.030 and 17.74.070 (I). Text shown in an underlined is added text with deleted text shown with a strikeout. The amendment is also provided as Exhibit 1.

### **17.74.030 Definitions.**

"Public right-of-way" means the area in, upon, above, beneath, or across any of the following that has been dedicated to the public and is under the authority of the city that is located within the city limits: streets, roadways, highways, avenues, boulevards, lanes, alleys, courts, sidewalks, pathways, medians, parkways, easements, rights-of-way, or similar public property that the city from time-to-time authorizes to be included within the definition of a public right-of-way or street.

### **17.74.070 Prohibited signs.**

(I) Signs in the public right-of-way except as authorized by a recognized government agency- ~~temporary signs including human sign twirlers maybe permitted in public rights of way from 7:00 a.m. Saturday to 7:00 p.m. Sunday. Signs shall not be posted to create a safety or litter hazard by adhering to the following criteria:~~

~~—(1) Sign shall be two feet by three feet in size and no more than three feet high from the ground; and~~

~~—(2) Sign shall be securely fastened to ground on a single metal or wood support not fixed to another sign, tree, structure, utility or mechanical equipment.~~

~~— (3) Sign shall be placed no closer than ten feet from the corner to preserve driver site visibility. Signs shall not be placed within center median unless parking is provided adjacent to the median; and~~

~~— (4) No more than three signs per business, entity, or person shall be located on a single block; and~~

~~— (5) Sign shall be constructed of substantial sturdy material, not single layer cardboard, paper or bond stock; and~~

~~— (6) Signs **placed in the public right-of-way** posted outside the criteria or times permitted, will be subject to removal by the city with the costs to remove borne by the responsible party in accordance with § [17.74.200 <https://codelibrary.amlegal.com/codes/corona/latest/corona\\_ca/0-0-0-54632>](https://codelibrary.amlegal.com/codes/corona/latest/corona_ca/0-0-0-54632).~~

### **ENVIRONMENTAL ANALYSIS:**

Per Section 15061(b)(3) of the State Guidelines for Implementing the California Environmental Quality Act (CEQA), ZTA2024-0002 is exempt from CEQA based on the common sense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This amendment solely involves text revisions to the City's Zoning Ordinance in the Corona Municipal Code, and there is no possibility that the amendment will have a significant effect on the environment. Therefore, a Notice of Exemption has been prepared for the project.

### **FISCAL IMPACT**

ZTA2024-0002 is a city-initiated application. No application fee was paid to process this request.

### **PUBLIC NOTICE**

A 10-day public notice was advertised in the Sentinel Weekly News and posted on the City's website. Staff also notified The Inland Gateway Association of Realtors (TIGAR) of the proposed change to the Sign Ordinance. A representative from TIGAR also attended the City Council Fall Policy Workshop on October 12, 2023, and was aware of the City Council's direction to prohibit temporary signs in the public right-of-way.

### **STAFF ANALYSIS**

ZTA2024-0002 implements a policy decision by the City Council to prohibit temporary signs in the public right-of-way. Over the years, city staff has had to police and enforce the rules on temporary signs, and spend time traveling around the city to pick up temporary signs that were not removed on Sunday. Temporary signs in the public right-of-way have created visual clutter along city streets, diminished the aesthetic appearance of the city's streetscape and adjacent neighborhoods, and placed a burden on city staff to regularly remove temporary signs that do not adhere to the time frame allowed in the municipal code.

The amendment will keep the city's streetscape clean of visual clutter and preserve the quality of residential neighborhoods and commercial properties.

## FINDINGS FOR APPROVAL OF ZTA2024-0002

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 amendment solely involves text revisions to the City's Zoning Code in the Corona Municipal Code, and there is no possibility that the amendment will have a significant effect on the environment.
2. The proposed amendment is consistent with the General Plan for the following reasons:
  - a. *The proposed amendment is consistent with General Plan Goal LU-5 for distinct and well-maintained neighborhoods and districts that contribute to the identity, character, and image of Corona as a livable, diverse, innovative, and environmentally sustainable community because it will prevent the visual clutter of temporary signs in the parkway and maintain the aesthetic appearance of the landscaped parkways along city streets.*
  - b. *The proposed amendment is consistent with Land Use Policy 5.9 which requires adherence to the design and development guidelines as subsequently stipulated by this plan's policies for each land use district, as well as implementing ordinances and specific plans because CMC Chapter 17.74 establishes objective development standards for signage and would specifically prohibit the placement of temporary signs in the public right-of-way.*
3. The proposed amendment is consistent with the intent of Title 17 of the Corona Municipal Code for the following reason:
  - a. *The amendment continues to enhance the city's objective development standards in Title 17 (Zoning Code) of the CMC to promote orderly development and provide well planned neighborhoods in the city.*
4. The proposed amendment will provide for the public health, safety, and welfare for the following reasons:
  - a. *The amendment will prohibit temporary signs in the public right-of-way, which will prevent visual clutter and minimize distractions for travelers along major thoroughfares and local streets.*
  - b. *The amendment will maintain the aesthetic appearance of the city's landscape parkways along city streets and enhance the quality of life for city residents and businesses.*

**SUBMITTED BY:** JOANNE COLETTA, PLANNING & DEVELOPMENT DIRECTOR

### EXHIBITS

1. Exhibit 1 - Proposed amendment.
2. Exhibit 2 - Environmental documentation.

**17.74.030 Definitions.**

"Public right-of-way" means the area in, upon, above, beneath, or across any of the following that has been dedicated to the public and is under the authority of the city that is located within the city limits: streets, roadways, highways, avenues, boulevards, lanes, alleys, courts, sidewalks, pathways, medians, parkways, easements, rights-of-way, or similar public property that the city from time-to-time authorizes to be included within the definition of a public right-of-way or street.

**17.74.070 Prohibited signs.**

The following signs are inconsistent with the purposes and standards of this chapter and are prohibited in the City of Corona.

(A) Animated or moving signs except for clocks, time and temperature displays and public service signs, and those signs that may be approved through the conditional use permit process.

(B) Portable, folding, A-frame, or similar signs.

(C) Signs emitting audible sounds, odors, or visible matter.

(D) Signs erected so that any portion of its surface or supports interfere with the free use of a fire escape, or exit, or obstruct a required ventilator, door, stairway, or window.

(E) Notices, placards, bills, posters, cards, stickers, banners, signs, advertisings, or other devices designed to attract the attention of the public that are posted or otherwise affixed upon any street furniture, right-of-way, public sidewalk, crosswalk, curb, lamppost, fencing, hydrant, tree, alley, telephone pole, public telephone, lighting system, or other public alarm or communication system; or that overhang any public lands or right-of-way.

(F) Signs that are mounted on the roof of a building, including mansard roofs, and similar architectural roof-like elements.

(G) Balloons, blimps, lighter-than-air devices, inflatable signs and objects, except as may be allowed through a temporary use permit.

(H) Except as provided in § [17.74.220](#) (regarding flags, banners, and pennants on city-owned light poles) and in § [17.74.120](#) (regarding kiosk signs), flags, banners, pennants, festoons, off-premises and outdoor advertising signs (billboards). However, notwithstanding any other provision of this chapter, and consistent with the California Business & Professions Code Outdoor Advertising provisions, new outdoor advertising signs (billboards), including electronic message centers, electronic message boards, and changeable message boards, may be considered and constructed as part of a relocation agreement requested by the city and entered into between the city and a billboard and/or property owner. The replacement of a static billboard face with an electronic message center, electronic message board, or changeable message board pursuant to a billboard relocation agreement shall be considered a relocation for purposes of this section. The execution of a relocation agreement shall not operate to change the status of any billboard as a nonconforming use for purposes of this code.

Such billboard relocation agreements may be approved by the City Council within its sole and absolute discretion and upon terms that are acceptable in its sole and absolute discretion; provided, however, that at a minimum the following conditions shall apply:

(1) A billboard may be relocated from a parcel with surface street frontage to a parcel with freeway frontage only if the following occur as part of such relocation:

(a) At least three billboards are removed in exchange for the one relocated billboard; and

(b) The total combined square footage of the relocated billboard is less than the total combined square footage of the three removed billboards, with each panel or billboard face being counted toward the total square footage.

(2) A billboard may be relocated from a parcel with surface street frontage to another parcel with surface street frontage only if the following occur as part of such relocation:

(a) The surface street on which the relocated billboard is located must be the same surface street on which the removed billboard had been located; and

(b) The total combined square footage of the relocated billboard is less than the total combined square footage of the removed billboard, with each panel or billboard face being counted toward the total square footage.

(3) A billboard may be relocated from a parcel with freeway frontage to another parcel with freeway frontage only if the total combined square footage of the relocated billboard is less than the total combined square footage of the removed billboard, with each panel or billboard face being counted toward the total square footage.

(4) A billboard located on a parcel with freeway frontage may not be relocated to a parcel with surface street frontage.

(5) For all billboard relocations, the total square footage of the relocated billboard must be less than the total combined square footage of the removed billboard, with each panel or billboard face being counted toward the total square footage.

(I) Signs in the public right-of-way except as authorized by a recognized government agency. ~~temporary signs including human sign twirlers maybe permitted in public rights-of-way from 7:00 a.m. Saturday to 7:00 p.m. Sunday. Signs shall not be posted to create a safety or litter hazard by adhering to the following criteria:~~

~~—(1) Sign shall be two feet by three feet in size and no more than three feet high from the ground; and~~

~~—(2) Sign shall be securely fastened to ground on a single metal or wood support— not fixed to another sign, tree, structure, utility or mechanical equipment.~~

~~—(3) Sign shall be placed no closer than ten feet from the corner to preserve driver site visibility. Signs shall not be placed within center median unless parking is provided adjacent to the median; and~~

~~—(4) No more than three signs per business, entity, or person shall be located on a single block; and~~

~~—(5) Sign shall be constructed of substantial sturdy material, not single layer cardboard, paper or bond stock; and~~

~~—(6) Signs placed in the public right-of-way posted outside the criteria or times permitted,~~ will be subject to removal by the city with the costs to remove borne by the responsible party in accordance with § [17.74.200](#).

(J) Signs placed on stationary vehicles/trailers in the public right-of-way for the purpose of advertising businesses, services, or products.



## NOTICE OF EXEMPTION

<p>TO:</p> <p><input checked="" type="checkbox"/> Office of Planning and Research P. O. Box 3044, Room 113 Sacramento, CA 95812-3044</p>	<p>FROM: Name: City of Corona, Planning &amp; Development Department (Public Agency)</p> <p>Address: 400 S. Vicentia Ave., Suite 120, Corona, CA 92882</p> <p>Telephone: 951-736-2434</p>
<p><input checked="" type="checkbox"/> Clerk of the Board of Supervisors or County Clerk (Riverside) Address: 4080 Lemon Street, Riverside, CA 92501</p>	

1. Project Title:	<b>ZTA2024-0002</b>
2. Project Applicant:	<b>City of Corona</b>
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):	<b>City wide</b>
4. (a) Project Location – City: Corona	(b) Project Location – County: Riverside
5. Description of nature, purpose, and beneficiaries of Project:	City of Corona
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:	City of Corona
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 type="checkbox"/> Categorical Exemption. State type and section number:	



(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 checked="" type="checkbox"/> Other. Explanation:	State CEQA Guidelines § 15061(b)(3).
9. Reason why project was exempt:	A project is exempt from CEQA if the activity is covered by the common sense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action involves minor text changes to the Zoning Code that establishes regulations for temporary signs in the public right of way. This action involves no physical impact. As such, there is no possibility that the amendment to the city's Zoning Code will have a significant effect on the environment. Therefore, no environmental analysis is required

10. Lead Agency Contact Person: Telephone:	Joanne Coletta, Director 951-736-2267
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: <a href="#">Click to enter date</a>	

\_\_\_\_\_  
Signature

Date: [Click to enter date](#)

Sylvia Edwards

Title: City Clerk

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.

## Belinda Capilla

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**From:** Geoff Chatham <geoffchatham@gmail.com>  
**Sent:** Wednesday, February 21, 2024 5:19 PM  
**To:** Belinda Capilla  
**Subject:** Letter Regarding: Corona Directional Signs

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

You don't often get email from geoffchatham@gmail.com. [Learn why this is important](#)

**[CAUTION]** DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

I am a Realtor who lives in Corona and I am in favor of removing all signs from Corona. They offer nothing of value and turn our beautiful city into tacky advertising. People who need a realtor (or any other business) can find us online just like every other service out there. As for Open House signs, a very small amount of people actually rely on the Open House signs to look at homes, and if they do look at a home because of seeing a random Open House sign they are never a good fit anyway. If they want to look at open houses they can, again, find them online.

Leave the ads online, keep our streets clean.

Geoff Chatham

**Public correspondence received after  
Planning & Housing agenda was posted.**

## Belinda Capilla

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**From:** Dave Clark <dave@kwcorona.com>  
**Sent:** Wednesday, February 21, 2024 5:53 PM  
**To:** Belinda Capilla  
**Subject:** Opposition Letter Regarding: Corona Directional Signs

**Follow Up Flag:** Follow up  
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Dear City of Corona,

I have been an agent here in Corona for close to 30 years. I have always adhered to and abided by the rules and regulations outlines in the Sign Ordinance Codes. I have put literally hundreds of buyers and helped sellers in Corona and work hard to promote our city. Please consider that we, as Real Estate agents are your #1 ambassadors to promote the City and encourage people to move here. There's an argument that has been made that signs are not needed because we now have smart phones and GPS and people can find our open houses without signs. Although it may be true to a point, I still ask people at my open houses how they found the houses and there's still a large number of people who are just driving the area and follow the signs, unaware it was advertised on social media. For those who may disagree, I'd encourage you to accompany me at an open house on a Saturday or Sunday and see for yourself.

I want to state that I am not in favor of "advertising signs" that are placed for pure advertising purposes. I only put out signs when I do an open house. However, as Broker of the largest Real Estate office in Corona, I have agents in my office who do advertising signs. This became popular during COVID when we couldn't do open houses and it hasn't stopped since. If there was a way to only "ban" those signs without getting in trouble for it, I'd support it. But I understand that's not possible due to cases that have gone to the Supreme Court.

I would ask the Planning Commission and City Council to please consider the plan that we as a Government Affairs Committee at TIGAR have placed before you.

You have my word and support as Broker of Keller Williams Corona that I will talk to each and every agent who places signs on the weekends and do my best to control this plan. Please support it.

I cannot attend the meeting on 2/26 as I will be attending the Keller Williams annual Family Reunion with 18,000 other KW agents in Las Vegas, but wish to ask that you do not vote for a Total Ban at this time.

Sincerely,  
Dave Clark  
Broker Of Record, Keller Williams Corona

**Dave Clark**  
**Broker Of Record**



**Keller Williams Corona**

4160 Temescal Canyon Rd #500

Corona, CA 92883

[dave@kwcorona.com](mailto:dave@kwcorona.com)

Office: Phone: 951-338-0200 / DRE: 01406566

Personal: Phone: 951-283-8787 / DRE: 01068074

## Belinda Capilla

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**From:** Jennifer Cucchetti <newhomebyjennifer@gmail.com>  
**Sent:** Thursday, February 22, 2024 6:13 AM  
**To:** Belinda Capilla  
**Subject:** Opposition Letter Regarding: Corona Directional Signs

**Follow Up Flag:** Follow up  
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## Belinda Capilla

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**From:** Nikki Pelley <homes4ubynikki@gmail.com>  
**Sent:** Thursday, February 22, 2024 12:33 PM  
**To:** Belinda Capilla  
**Subject:** signs

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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Belinda,

THE PROBLEM IS NOT THE OPEN HOUSE SIGNS.

The problem is the advertising signs that you allow Realtors ( and others) to put up on the weekends that actually **interfere** with **our** Open House signs on the weekends and cause confusion to the residents and would be residents to find the actual open houses.

Please do not prohibit the Open House signs, but prohibit the advertising signs.

I have called the office about this problem before and I believe I sent an email in the past about this problem, including photos of others who use the advertising signs.

Thank you,

Sincerely,  
Nikki Pelley  
Realtor  
951-202-6677

## Belinda Capilla

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**From:** Eileen Wilcott <eileensellshomes@gmail.com>  
**Sent:** Thursday, February 22, 2024 1:07 PM  
**To:** Belinda Capilla  
**Subject:** Opposition Letter Regarding: Corona Directional Signs

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### Why Directional Signs Should Not be Eliminated:

- Standard, temporary directional signs pointing members of the public to a current open house are, by all indications, not the problem that the city is attempting to solve. Resident complaints are focused entirely on general advertising signs placed by local businesses. Every effort should be made to address the problem that the city has identified before adopting an overreaching that no other city in the region has considered.
- The first step to properly regulating a problem with signage should not be an all-out ban. Beginning with the final step is an overreaction to any problem. Governments should begin with protecting the responsible actions of local businesses and residents and moving to more extreme measures if those prove inadequate. This proposal begins with extreme measures and rejects the type of approaches that dozens of cities in our region have successfully adopted in recent years.
- While home buyers increasingly turn to technology and mapping, standard open houses continue to generate foot traffic and sales. Often, a home offered for sale may not fit within the search criteria of a buyer. However, while exploring a desired neighborhood, home shoppers often will follow open house signs to an available property. This process remains in place, even in a world of smartphones and GPS.
- The median age of a homeowner is now 59 in California. Home buyers, particularly in move-up markets such as Corona, are generally existing homeowners who blend an approach of new technology with old habits, such as physically exploring a neighborhood where they wish to make a potential lifetime investment.
- REALTORS® have been able to responsibly display and remove open house signs for decades. TIGAR has every confidence that through the ingrained spirit of

cooperation that members rely upon to manage every transaction, we will be able to continue to do this sensibly.

THANKS,

*Eileen*



**kw CORONA**  
KELLERWILLIAMS. REALTY



Eileen Wilcott  
Realtor®  
Keller Williams Realty  
DRE # 01418643  
<https://eileensellshomes.kw.com>  
<https://www.facebook.com/mysuperherorealtor>  
4160 Temescal Canyon Rd.  
Suite 500 Corona - CA, 92883

HOME IS  
WHERE YOUR  
HEART IS!

CALL ME  
714-889-8899



## Belinda Capilla

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**From:** Gene Pucelli <genepucelli@gmail.com>  
**Sent:** Friday, February 23, 2024 11:28 AM  
**To:** Belinda Capilla  
**Subject:** Corona Open House Sign Ordinance

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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Hi Belinda,  
Gene Pucelli with Keller Williams Realty Corona here.

I understand the city of Corona is considering a ban on ALL open house signs throughout the city. I completely understand the citizens complaints as I see the sign pollution on the weekends. As a real estate agent I believe the following guidelines would work for all parties.

1. Open House signs ONLY. No "area expert" signs allowed.  
The signs MUST lead to an actual open house.
2. Friday night to Sunday night allowed for placement of the signs.
3. A limit of 4 signs per corner ( as there are 4 corners in an intersection)  
So this would mean 1 sign per actual corner.

Please submit these recommendations and let me know if you have any questions.

Thanks !

### ***Gene Pucelli***

**Pucelli Realty Group**  
**Associate Broker-Realtor**  
**Keller Williams**

**Corona Market Center**  
CA dre #01337824/#01406566

**Arizona Living Realty**  
AZ dre #SA692233000 /#LC625316000

**909-499-7262**

www.genepucellisells.com

## Belinda Capilla

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**From:** Sean Carroll <sean@oscartortolagroup.com>  
**Sent:** Sunday, February 25, 2024 2:08 PM  
**To:** Belinda Capilla  
**Subject:** Opposition Letter Regarding: Corona Directional Signs

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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Dear Belinda,

I hope this email finds you well. I am writing to express my concerns regarding the City of Corona's proposal to implement a full ban on open house directional signs, as part of a broader restriction on temporary signs within the public right-of-way.

While I understand the city's intention to address aggressive marketing practices by certain businesses, particularly in the real estate sector, I believe a complete ban on open house directional signs may be an overreach. These signs serve as a valuable and practical tool for prospective homebuyers navigating the city, providing essential information about property locations during open house events.

Rather than a blanket ban, I suggest exploring alternative solutions that target specific issues related to aggressive marketing while preserving the ability for businesses, including real estate agencies, to use directional signs responsibly. Collaborative efforts between the city and local businesses could help strike a balance that addresses concerns without adversely affecting those who rely on these signs for their operations.

I appreciate your consideration of these points and hope for a thoughtful and measured approach in addressing the challenges posed by aggressive marketing practices.

Thank you for your time and attention to this matter.

Sincerely,



*Sean*

**Sean Carroll**

REALTOR® • DRE #02140884

**951.858.9227**

[Sean@OscarTortolaGroup.com](mailto:Sean@OscarTortolaGroup.com)

1973 Foothill Parkway #111

Corona, CA 92881

[www.HomesByVeronicaAndSean.com](http://www.HomesByVeronicaAndSean.com)

## Belinda Capilla

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**From:** HAYAT MOORE <hayatmoore@yahoo.com>  
**Sent:** Monday, February 26, 2024 7:26 AM  
**To:** Belinda Capilla  
**Subject:** signs

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

[You don't often get email from hayatmoore@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

[CAUTION] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Good morning,

I live and work in Corona. I think the signs out over the weekend are getting insanely out of hand. That being said, I put out 4 (literally just 4) in my neighborhood every weekend and I don't believe to be a part of the problem. I believe something should be done to minimize the amount of signs a realtor puts out.....I know a handful of agents who abuse the system and use over 50 signs. I think anything over 15 signs is excessive.

Thank you for your time- Hayat.

## Belinda Capilla

---

**From:** Paul Herrera - TIGAR <tigargad@gmail.com>  
**Sent:** Monday, February 26, 2024 12:11 PM  
**To:** Belinda Capilla  
**Subject:** TIGAR Letter re: Item 4 for Planning Commission  
**Attachments:** TIGAR Letter Signage Planning Commission 2.26.24.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

You don't often get email from tigargad@gmail.com. [Learn why this is important](#)

**[CAUTION]** DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Attached is a letter from our association and the undersigned members and residents for the planning commission.

Thank you. Please let me know if there are any questions or concerns.

-Paul.

--

Paul Herrera  
Government Affairs Director  
The Inland Gateway Association of REALTORS(R)

951.500.1222 (mobile)  
[paul@tigar.org](mailto:paul@tigar.org)



321 E. Sixth Street, Corona, CA 92879 | Ph: 951.735.5121 | Fax: 951.735.0335 | [www.tigar.org](http://www.tigar.org)

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

Dear Chairman Woody and Members of the Planning Commission:

On behalf of The Inland Gateway Association of REALTORS® and our more than 2,300 members, I write to respectfully ask the planning commission to reject the proposal to eliminate all temporary signs, including those used to direct the public to open houses.

More than 100 of our members have asked to join this letter over the past few days. Most of those members are also residents of Corona and all of them conduct business in our city. Others have volunteered to send letters of their own or speak at tonight's planning commission meeting in person or online.

Even in an age of GPS-based apps, standard open house directional signs continue to help homeowners effectively market their homes and drive more interest from buyers. These signs, which are not the focus of the concerns that have led to the proposed ban, help Corona homeowners and homebuyers every week to connect to one another.

Connecting home sellers and home buyers is what we do as REALTORS®. We help home sellers find a market and, in so doing, maximize the value for the biggest investment most households will ever have. Eliminating basic open house signs takes a marketing tool away from home sellers and reduces their visibility.

If that results in even a 1 percent reduction in the offers for a home, the cost to the average Corona homeowner will be about \$7,500. That would be the conservative price of enacting an ordinance that isn't about open house signs in the first place.

It's important to note that no other city in our region is considering a blanket ban such as this one. We have worked with great success to develop thoughtful, nuanced ordinances in cities throughout the Inland Empire. In each case, through a mix of cooperation and balanced enforcement, we have avoided the problems that have been raised in Corona. We believe that the same is likely here if proper regulation is allowed.

Even in Corona, REALTORS® have responsibly organized open houses and the handful of directional signs associated with them since at least the founding of our association more than 60 years ago.

We don't believe that Corona is uniquely incapable of solving these issues through the same type of tailored ordinances used in dozens of other cities. That's why we have offered to negotiate any and all options to help the city achieve its goals without harming Corona homeowners when it comes time to sell their homes.

We regret that these options were rejected and that we, instead, have arrived at something near an all-or-nothing approach that we see today. We remain open to working on a resolution and hope that today's meeting results in more discussion in the near future and an effort to negotiate policy that addresses concerns that we share with the city while allowing open houses to continue to benefit homeowners across the city.

Sincerely,

Sarah Oswald  
President  
The Inland Gateway Association of REALTORS®

*The following pages include residents and business owners who have consented to have their names added to this letter.*

Miguel Aguirre  
Corona Resident

Guillermo Altamirano  
Corona Resident

Alexis M. Baier  
Corona Resident

Glenn Baier  
Corona Resident

Frank Baldwin  
Corona Resident

Sherry Baldwin  
Corona Resident

Vince Baldwin  
Corona Resident

Gary Ballou  
Corona Resident

Jill Barnett  
Corona Resident

Christine Bati  
Corona Resident

Ernst Borno  
Corona Resident

Karen Bowley  
Corona Resident

Rosanna Brattain  
Corona Resident

Angela Brown  
Corona Resident

Maggie Brown  
Corona Resident

Steve Bussman  
Corona Resident

Arlene Byerly  
Corona Resident

Michael Cahill  
Corona Resident

Julia Calderon  
Corona Resident

Kimberley Carde  
Corona Resident

Sean Carroll  
Corona Resident

Ran Cho  
Corona Resident

Dave Clark  
Corona Resident

Greg Clark  
Corona Resident

Carla DietzLedford  
Corona Resident

Shahrzad Elmi  
Corona Resident

David Englin  
Corona Resident

Debra Erickson-Hribik  
Corona Resident

Armanda Fallon  
Corona Resident

Lisa Favorite  
Corona Resident

Taraneh Finn  
Corona Resident

Tania Flores  
Corona Resident

Raquel Flower  
Corona Resident

Heidi Franklin  
Corona Resident

Kashmira Garje  
Corona Resident

Bob Garland  
Corona Resident

Ed Garland  
Corona Resident

Danyell Gill  
Corona Resident

Kim Hancock  
Corona Resident

Sabrina Hernandez  
Corona Resident

Linda Hilbert  
Corona Resident

Tammy Horsley  
Corona Resident

Melisa Jalilian  
Corona Resident

Stephanie Janeshak  
Corona Resident

Elizabeth Jimenez  
Corona Resident

Scott Kafoury  
Corona Resident

Shelly Larez  
Corona Resident

Dave Larsen  
Corona Resident

Donna Lorenz  
Corona Resident

Flor Martinez  
Corona Resident

Manuel Martinez  
Corona Resident

Tina McKay  
Corona Resident

Doreen Mendoza  
Corona Resident

Julie Morgan-Hernandez  
Corona Resident

Lisa Musgraves  
Corona Resident

Adriana Nagel  
Corona Resident

Alma Necoechea  
Corona Resident

Alejandro Necoechea ii  
Corona Resident

Tiffany Nyiri  
Corona Resident

Venislava Parvanova  
Corona Resident



Julie Pearson  
Corona Resident

Jacqueline Pederson  
Corona Resident

Diana Perez  
Corona Resident

Frances Perez  
Corona Resident

Anna Pisani  
Corona Resident

M.J. Porchas  
Corona Resident

Rizwana Qadir  
Corona Resident

Linda Rocha  
Corona Resident

Cynthia Romero  
Corona Resident

Sankalan Sarkar  
Corona Resident

George Saucedo  
Corona Resident

Cassandra Scubla  
Corona Resident

Avel Soto  
Corona Resident

Gabriel Stewart  
Corona Resident

Nauman Syed  
Corona Resident

John Valdez  
Corona Resident

Yungchu Yi  
Corona Resident

Leslie West  
Corona Resident

Robert Arrietta  
Corona Business

Jackie Barndollar  
Corona Business

Donna Bell  
Corona Business

Jennifer Cucchetti  
Corona Business

Leslie Garcia  
Corona Business

Stephen George  
Corona Business

Tara Glatzel  
Corona Business

Yolanda Gomez  
Corona Business

Wendy Gonzalez  
Corona Business

Jeannie Hallgrimson  
Corona Business

Shantel Hendrix  
Corona Business

Paul Herrera  
Corona Business

Steven Johnson  
Corona Business

Larry Kleasner  
Corona Business

Alejandra Labastida  
Corona Business

Anthony Lara  
Corona Business

Felicia Marks  
Corona Business

Veronica Martinez  
Corona Business

Esther Mata  
Corona Business

Bruce McNaughton  
Corona Business

Adella MONTOYA  
Corona Business

Sarah Oswald  
Corona Business

Nikki Pelley  
Corona Business

Orlando Pino  
Corona Business

Marisel Polizzo  
Corona Business

Traci Poor  
Corona Business

Gene Pucelli  
Corona Business

Bunker Rayner  
Corona Business

Robert Russo  
Corona Business

Maricela Smith  
Corona Business

John Vasconcellos  
Corona Business

Ann Vickers  
Corona Business

Eileen Wilcott  
Corona Business

Jennifer Zuniga  
Corona Business

## Belinda Capilla

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**From:** Karen Alexander  
**Sent:** Monday, February 26, 2024 3:06 PM  
**To:** Belinda Capilla  
**Subject:** Fwd: File #: 24-0084- Public Hearing - Sign Ordinance

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Not sure if all commissioners got this  
K

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**From:** Jami Merchant <jlynshep@gmail.com>  
**Sent:** Monday, February 26, 2024 1:09:04 PM  
**To:** Matt Woody <Matt.Woody@CoronaCA.gov>  
**Subject:** File #: 24-0084- Public Hearing - Sign Ordinance

You don't often get email from jlynshep@gmail.com. [Learn why this is important](#)

**[CAUTION]** DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Good afternoon,

I am writing to express my support for the proposed updated sign ordinance, particularly advocating for the prohibition of signs in public right-of-way areas.

As a professional Realtor and with experience in political campaigns, I firmly believe that the presence of signs in public spaces does not serve any significant purpose. In today's digital age, home buyers predominantly rely on the internet and various apps to search for properties and open houses. Similarly, there are numerous alternative methods such as mail and online platforms to engage voters during elections.

Moreover, the proliferation of signs in our communities often contributes to visual clutter and can detract from the aesthetic appeal of our neighborhoods. The subsequent need for city resources to regularly remove and maintain these signs further burdens municipal budgets.

Therefore, I fully endorse the implementation of the new ordinance to prohibit signs in our community's public right-of-way areas. This measure aligns with modern trends in communication and promotes a cleaner, more visually pleasing environment for residents and visitors alike.

Thank you for considering my perspective on this matter.

All the best,

Jami Merchant

[jmerchant@kw.com](mailto:jmerchant@kw.com)

Realtor DRE # 02077819

Keller Williams Corona

951-818-3142

## Belinda Capilla

---

**From:** Joe Giehm <geemer@yahoo.com>  
**Sent:** Monday, February 26, 2024 4:41 PM  
**To:** Belinda Capilla  
**Subject:** Planning commission meeting 2/26/2024

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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Ms. Capilla,

I am unable to attend tonight's subject meeting. I want to be on the record in support of item #4 Corona Municipal Code to amend the Sign Ordinance. I am in favor of this ordinance as temporary signs have negatively affected the appearance of our public streets and neighborhoods. It's not just the realtor signs, but restaurant signs, landscaping signs, solar signs etc. Several decades ago these signs were necessary, but with today's technology, realtors and other businesses have more effective ways to promote their businesses.

Joe Giehm  
1485 Mountain Vista Dr.  
Corona CA 92881

[Sent from Yahoo Mail for iPad](#)

## Belinda Capilla

---

**From:** Sylvia Edwards  
**Sent:** Monday, February 26, 2024 5:35 PM  
**To:** Olivia Sanchez; Belinda Capilla  
**Cc:** City Clerk  
**Subject:** FW: Sign Ordinance-February 26th Planning Commisison Topic

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good afternoon Ladies – please see written comments below.

---

**From:** Bob Livingston <boblivingston119@gmail.com>  
**Sent:** Monday, February 26, 2024 5:33 PM  
**To:** City Clerk <CityClerk@coronaca.gov>; Wes Speake <Wes.Speake@CoronaCA.gov>  
**Subject:** Sign Ordinance-February 26th Planning Commisison Topic

**[CAUTION]** DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Greetings,

I understand that there is a planning commission meeting this evening regarding this topic. I have already sent an e-mail regarding this topic, but wanted to reiterate what I had sent in the past.

I received the information regarding Temporary Signs in the Public Rights of Way Changes to Regulations. This is my response to the dilemma.

I like the proposed changes, but is it enough?

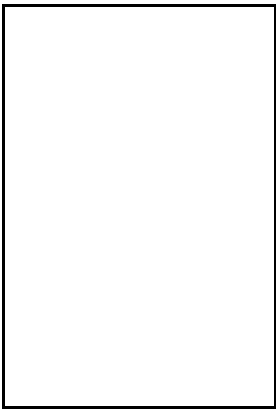
I would recommend the following supplements:

As a result of all businesses abusing the sign ordinance, the city looks like a ghetto, this is not just limited to Green River area, but S. Corona along Foothill Parkway, Ontario Ave. and Eagle Glen, but also the McKinley area.

- Realtors Can put up no more than 10 signs for an open house. Currently, there are some who run 100 Open House signs from one side of the city to the other. This is not to guide people to an open house, but more so to get free advertising. People who want to get to an open house will see it on their smart phone and will find it without a sign.
- Signs should be registered at a cost of \$5 per sign and a tag assigned for each month (Issued by the city so that code enforcement may see the tab, if no tab, the signs will be picked up and the person is fined heavily). Color coding is the easiest way to manage this for enforcement.

- The reality is, if something isn't done to manage the lunacy, abolishing all signs in Public Rights of Way like in other sister cities may be the only option

Respectfully Submitted.



**Bob Livingston**  
**Realty World Main Street**  
**Cal Bre 01445313**  
**951-235-5113**

Proud Father of Clark and Devon-Devout Husband  
Master Estate Home and Luxury Home Listing Specialist  
**Top 1% Multi-Million Dollar Producing Sales Agent**  
San Fernando Homicide Detective/Sgt. (Retired)

<http://the-livingston-clark-team-realty-world-main.business.site/>**Error! Filename not specified.**<https://www.linkedin.com/in/bob-livingston-48536432>

<https://www.zillow.com/profile/LivingstonClarkTeam/>

<https://www.facebook.com/LivingstonClarkTeam/>

<https://www.instagram.com/boblivingston119/>



## Belinda Capilla

---

**From:** Sylvia Edwards  
**Sent:** Monday, February 26, 2024 6:37 PM  
**To:** Belinda Capilla; Olivia Sanchez  
**Subject:** Fwd: Limiting signs

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

FYI

Sent from my iPhone

Begin forwarded message:

**From:** Jonathan Machado <jonathanmachado@yahoo.com>  
**Date:** February 26, 2024 at 6:16:40 PM PST  
**To:** Sylvia Edwards <Sylvia.Edwards@coronaca.gov>  
**Subject: Limiting signs**  
**Reply-To:** Jonathan Machado <jonathanmachado@yahoo.com>

You don't often get email from jonathanmachado@yahoo.com. [Learn why this is important](#)

**[CAUTION]** DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

I am in favor of limiting signs in Corona especially since businesses and realtors are taking advantage with too many signs to advertise their business.

Cordially,  
Jonathan Machado  
2351 Mangular Ave  
Corona CA 92882

[Sent from Yahoo Mail on Android](#)

## Belinda Capilla

---

**From:** Sylvia Edwards  
**Sent:** Tuesday, February 27, 2024 3:38 PM  
**To:** Olivia Sanchez; Belinda Capilla  
**Subject:** FW: Support the ban on temporary signs

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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**From:** Claudia Zuniga <claudiazunilove@gmail.com>  
**Sent:** Tuesday, February 27, 2024 1:51 PM  
**To:** City Clerk <CityClerk@coronaca.gov>  
**Subject:** Support the ban on temporary signs

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I support the ban on temporary signs on public areas.

Thank you,  
Claudia Zuniga