

and that it cannot be used as a reason to deny a project but urged the committee to listen to their concerns and for the project proponent to find an alternate location for the telecommunications facility.

Council Member Speake noted that a property south of Foothill Parkway next to the nursery is currently in escrow and encouraged the project proponent to reach out to the property owner and explore the site for viability. Mayor Scott asked staff to reach out to RCFC to find out if the agency would be interested in having a telecommunications facility at the basin site and for the project proponent to provide staff with information on all alternative sites that were explored and reasons that each one had to be dismissed as viable.

D. 19-0019

Discussion on the city's sign ordinance, specifically the number of tenants allowed on pylon signs (previously discussed at the Infrastructure Committee on June 6, 2018).
(Community Development Department)
Action: Information & Discussion

Ms. Joanne Coletta, Community Development Director, presented to the Committee a request by the owner of an existing commercial center located on the northwest corner of Rimpau Avenue and Magnolia Avenue seeking additional signage space on an existing pylon sign located on the center's Magnolia Avenue frontage. The sign is currently restricted to advertising a maximum of three tenants with a maximum sign area of 200 square feet per the site's C-3 zone. Such a change would require an amendment to city's sign ordinance in the Corona Municipal Code.

Ms. Jamie Murdoch of ADS Signs stated that commercial tenants in general are asking for more signage opportunities and presented some conceptual sign exhibits to the committee to show different options for redesigning the center's existing pylon sign. One of the options included enhancing the sign with a more uniform look (i.e. same copy and color for all tenant names) but would allow for more signage.

Mr. Eugene Montanez of Allegra Marketing Print Mail informed the committee that the center's owner's desire is to be able to have the sign advertise up to four tenants, but if there is flexibility for more than four tenants, then the owner would be willing to have the entire sign be redesigned to be more uniform. He would like to avoid having to process a variance for such a request.

Council Member Speake inquired if there would be restrictions on copy and logos. Ms. Coletta responded that the City is required by law to be content neutral when it comes to regulating signs, and therefore, the City does not have the right to control sign content including logos.

Mayor Scott asserted that he does not favor excess signs such as that on Sixth Street.

Council Member Speake asked the committee to consider how they want to see the City in the future to avoid having to come back to amend the sign ordinance again. Mr. Montanez stated that if the City allows for a sign to advertise four tenants, there is the potential for future requests to have more tenants which would require additional amendments to the sign ordinance. Therefore, he suggests that the City should limit the sign based on square footage and let the property owner decide which tenants will be advertised on the sign. The committee indicated they do not want to see signs cluttered with a bunch of tenants and encouraged a more uniform look. The committee also wanted signs to be proportional to the size of the property to prevent an overly large sign on a property with a narrow frontage.

Ms. Coletta suggested that the sign regulations can be amended to allow centers that have more than one street frontage to give up a street frontage if they want to have two pylon signs on a single street frontage. This would allow more signage opportunity on the street side most heavily traveled. This would be similar to the Eagle Glen Specific Plan, which allows this option. Ms. Coletta also clarified that the sign face would be limited to a ratio of one square foot of sign area for each one lineal foot of lot frontage. As such, not all centers would be able to have 200 square feet of sign area.

City Manager Darrell Talbert cautioned that if the committee wants staff to revise the sign ordinance the new sign regulations should be written in a way that would offer flexibility for everyone in order to treat everyone similarly.

The committee expressed no objections to proceeding forward with an amendment.

- E. 19-0016 Establishment of the Infrastructure Committee Meeting Schedule for 2019.
 (Management Services)
 Action: Information & Discussion
- Copies of the 2019 Infrastructure Committee schedule were distributed and accepted by committee.

4. Adjournment

The meeting was adjourned at 10:00 a.m.