



Agenda Report

File #: 19-0285

**AGENDA REPORT
REQUEST FOR CITY COUNCIL ACTION**

DATE: 4/3/2019
TO: Honorable Mayor and City Council Members
FROM: Community Development Department

SUBJECT:
Public Hearing for City Council consideration of Ordinance No. 3294, first reading of an Ordinance of the City of Corona, California for ZTA2019-0001 amending Title 17 of the Corona Municipal Code amending Chapter 17.74 (Signs) to revise the regulations for parcel identification signs for commercial properties. (Applicant: City of Corona)

RECOMMENDED ACTION:
That the City Council:

1. Approve ZTA2019-0001 as recommended by the Planning and Housing Commission.
2. Introduce by title only and waive full reading for consideration of Ordinance No. 3294, first reading of an ordinance amending Chapter 17.74 of Title 17 of the Corona Municipal Code pertaining to regulations for parcel identification signs for commercial and office centers. (Applicant: City of Corona). (ZTA2019- 0001)

ANALYSIS:
ZTA2019-0001 is an application by the City of Corona to amend the city's Sign Ordinance governed by Chapter 17.74 of the Corona Municipal Code (CMC). The amendment is intended to provide more signage opportunity for tenants within commercial centers that are 10 acres and greater in addition to centers that are less than 10 acres. The amendment proposes changes to Section 17.74.130 (l) of the CMC which describes the regulations for parcel identification signs in the commercial zones, specifically the C-2 (Restricted Commercial), C-3 (General Commercial) and C-P (Professional Office) zones. In summary the amendment would make the following changes.

- Increase the number of tenants allowed on a parcel identification sign from 3 tenants to 6 tenants if the center is 10 acres and greater and to 4 tenants if the center is less than 10 acres.
- Continue to allow one parcel identification sign per street frontage but allow a second parcel

identification on the same street frontage provided the other street frontage has no parcel identification sign. The total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed.

- Increase the maximum allowed sign area from 200 square feet to 240 square feet for centers that are 10 acres and greater.
- Allow 32 square feet of sign area to be exempt from the maximum sign area to allow the name of the center to be advertised on the parcel identification sign.
- Increase the number of tenants from 2 to 3 on monument signs for multi-tenant office professional business or industrial centers.

The amendment would not change how the size of the sign is determined for a property. The city would still use a 1:1 ratio meaning one square foot of sign per lineal foot of property street frontage. The only change to the size is the maximum allowed sign area increases to 240 square feet from 200 square feet for centers 10 acres and greater. All other commercial properties would still be limited to the 200 square foot maximum sign area. The amendment does not change the height of parcel identification signs which is 15 feet but can go up to 40 feet for properties contiguous to a freeway.

Section 17.74.150 was also amended to show the applicable changes reflected in Table 1 Parcel Identification.

The language in Section 17.74.170, Non-conforming and Abandoned Signs, is also being amended to protect signs that were permitted (or grandfathered) under previously adopted regulations that may no longer exist. An existing sign that was permitted under previous regulations would be allowed to continue and altered provided that the location of the sign is protected in place. However, if the sign is relocated the current signage provisions at the time of relocation would apply.

COMMITTEE ACTION:

At the request of Councilmember Wes Speake, the city's sign ordinance was set for discussion at the Infrastructure Committee at its meeting on January 9, 2019. The discussion centered on the city's regulations for commercial center pylon signs that are not located within specific plans and governed by the city's municipal code under Chapter 17.74. The purpose of the discussion was to provide more opportunity for tenant identification signage on the freestanding pylon signs located along street frontages.

The proposed amendment was discussed at a subsequent Infrastructure Committee at its meeting on February 6, 2019. The Committee expressed a 50/50 split on the proposed changes with Councilmember Speake in support of the changes and Mayor Scott being neutral. The Mayor indicated he needed to understand visually how much bigger the pylon sign would look with the proposed changes. Exhibit B within the attached Planning and Housing Commission staff report provides a visual comparison of a parcel identification sign with three tenants and six tenants. The attached Planning and Housing Commission staff report also provides the background information on the research done for the proposed amendment.

STRATEGIC PLAN:

Not applicable.

FISCAL IMPACT:

The amendment was initiated by the city. Therefore, no application fees are associated with this amendment.

ENVIRONMENTAL ANALYSIS:

Per Section 15061 of the State Guidelines for Implementing the California Environmental Quality Act (CEQA) and Section 3.07 of the City's Local CEQA Guidelines, ZTA2019-0001 is exempt from CEQA because the text changes to the CMC will not cause a significant effect on the environment and it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. Therefore, a Notice of Exemption was prepared for the project.

PLANNING AND HOUSING COMMISSION ACTION:

At its meeting of March 11, 2019, the Planning and Housing Commission considered the subject matter and took the following action:

Motion was made, seconded (Shah/Siqueland) and carried with Vice Chair Jones and Commissioner Norton absent, that the Planning and Housing Commission recommend approval of ZTA2019-0001 to the City Council, based on the findings contained in the Staff Report. The minutes of the Planning and Housing Commission meeting are included as Exhibit 4.

PREPARED BY: JOANNE COLETTA, COMMUNITY DEVELOPMENT DIRECTOR

REVIEWED BY: KERRY D. EDEN, ASSISTANT CITY MANAGER/ADMINISTRATIVE SERVICES DIRECTOR

REVIEWED BY: MICHELE NISSEN, ACTING CITY MANAGER

Attachments:

1. Exhibit 1 - City Ordinance No. 3294.
2. Exhibit 2 - Amendments to Chapter 17.74 (Redlined Version)
3. Exhibit 3 - Planning and Commission Staff Report.
4. Exhibit 4 - Draft Minutes of the Planning and Housing Commission meeting of March 11, 2019.

APPLICANT INFORMATION

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

ORDINANCE NO. 3294

AN ORDINANCE OF THE CITY OF CORONA, CALIFORNIA, AMENDING CHAPTER 17.74 OF TITLE 17 OF THE CORONA MUNICIPAL CODE PERTAINING TO REGULATIONS FOR PARCEL IDENTIFICATION SIGNS FOR COMMERCIAL AND OFFICE CENTERS (ZTA2019-0001)

WHEREAS, signage for commercial retail and office center properties which are not located within the boundaries of a specific plan are regulated by Corona Municipal Code (“CMC”) Chapter 17.74 which limits the number of tenant spaces on freestanding pylon signs along street frontages to three tenant spaces, regardless of the size of the commercial center; and

WHEREAS, larger commercial centers governed under Chapter 17.74 are at a disadvantage since the larger commercial centers often have more than three tenants, but they are prohibited from providing signage for more than three tenants along the center’s street frontage; and

WHEREAS, the Corona City Council (“City Council”) wishes to amend the CMC to increase the number of tenant spaces per freestanding pylon sign to provide more signage opportunities for commercial centers located within the City; and

WHEREAS, staff researched the signage requirements in different cities, as well as signage regulations set forth in various specific plans within the City to ensure conformity with already established sign standards, and

WHEREAS, on March 11, 2019, the Planning and Housing Commission of the City of Corona (“Planning Commission”) conducted a duly noticed public hearing and recommended that the City Council amend various sections of Chapter 17.74 (Signs) of Title 17 (Zoning) of the CMC to increase the number of tenant spaces permitted on each pylon sign along a commercial/office center’s street frontage and to allow larger pylon signs for commercial/office centers that are 10 acres or greater (“Zone Text Amendment”); and

WHEREAS, the Planning Commission based its recommendation to adopt the Zone Text Amendment on the findings set forth below and a determination that there is no possibility that the Zone Text Amendment will have a significant effect on the environment and, thus, is exempt from the requirements of the California Environmental Quality Act; and

WHEREAS, on April 3, 2019, the City Council held a duly noticed public hearing at which all persons wishing to testify in connection with this Zone Text Amendment were heard and this Zone Text Amendment was comprehensively reviewed.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CORONA DOES ORDAIN AS FOLLOWS:

EXHIBIT 1

SECTION 1. CEQA Findings. As the decision-making body for this Zone Text Amendment, the City Council has reviewed and considered the entire record for this Zone Text Amendment, including all written and oral evidence presented to the City Council. Based upon the facts and information in the entire record, including all written and oral evidence presented to the City Council, the City Council finds that this action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the general rule 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 Ordinance is solely a Zoning Code text revision to amend the City's sign regulations related to signage at commercial centers and there is no possibility that adopting this Ordinance will have a significant effect on the environment. Therefore, no further environmental analysis is required, and staff will file a Notice of Exemption with the County of Riverside.

SECTION 2. Zone Findings. Based on the entire record before the City Council and all written and oral evidence presented to the City Council, the City Council hereby makes and adopts the following findings:

A. The proposed Zone Text Amendment is consistent with the General Plan for the following reasons:

(i) This Zone Text Amendment will allow property owners of commercial centers the opportunity to attract tenants and new businesses that may not otherwise locate within certain centers due to lack of signage, which is consistent with General Plan Policy 1.11.4 which sets forth the City's intent to periodically monitor the retail commercial and office development market, to assess the adequacy of existing sites and existing buildings to accommodate and be adaptively re-used for community-desired commercial uses, and to adjust applicable codes and ordinances, as necessary.

(ii) This Zone Text Amendment will encourage property owners of commercial centers to invest in updated parcel identification signage if the opportunity exists to allow more tenant advertisement along a street frontage, which is consistent with General Plan Policy 1.11.5 to promote reinvestment in declining shopping centers and districts, with an emphasis on new retail uses that serve adjacent neighborhoods and contribute to the overall vitality of the centers.

B. The proposed Zone Text Amendment is consistent with Title 17 of the Corona Municipal Code for the following reason:

(i) This Zone Text Amendment is consistent with the intent of Title 17, which describes design and construction parameters for commercial properties based on the zoning of the property including the placement and size of signage and this Zone Text Amendment continues to provide regulations on the development of commercial parcel identification signage to ensure orderly development of property.

C. The proposed Zone Text Amendment will provide for the public health, safety and welfare for the following reason:

(i) This Zone Text Amendment ensures the orderly development of commercial properties and provides for public health, safety and welfare.

SECTION 3. Section 17.74.130 (Parcel identification sign regulations), Section 17.74.150 (Sign height and area tables), and Section 17.74.170 (Nonconforming or abandoned signs) of Chapter 17.74 (Signs) of Title 17 (Zoning) of the Corona Municipal Code are hereby amended to read in their entirety as set forth in Exhibit “A” attached to this Ordinance and incorporated herein by reference.

SECTION 4. Official Record. The documents and materials that constitute the record of proceedings on which these findings have been based are located at the City of Corona City Hall, 400 S. Vicentia Avenue, Corona, California 92882. The custodian for these records is the Community Development Director of the City of Corona.

SECTION 5. Severability. If any provision or clause of this Ordinance or any application of it to any person, firm, organization, partnership or corporation is held invalid, such invalidity shall not affect other provisions of this Ordinance which can be given effect without the invalid provision or application. To this end, the provisions of this Ordinance are declared to be severable.

SECTION 6. Effective Date. The Mayor shall sign this Ordinance and the City Clerk shall attest thereto and shall within fifteen (15) days of its adoption cause it, or a summary of it, to be published in a general circulation newspaper published and circulated in the City of Corona. This Ordinance shall take effect and be in force 30 days after its adoption.

PASSED, APPROVED AND ADOPTED this 17th day of April, 2019.

Mayor of the City of Corona, California

ATTEST:

City Clerk of the City of Corona, California

EXHIBIT “A”

[SEE ATTACHED FOUR (4) PAGES]

EXHIBIT "A"

TEXT AMENDMENTS TO CHAPTER 17.74 RELATED TO SIGNS

17.74.130 Parcel identification sign regulations.

The following requirements apply to parcel identification signs in commercial and industrial zones. Two types of parcel identification signs are allowed: monument and pylon signs. The maximum sign height and areas of the signs shall be subject to the provisions of § 17.74.150.

(A) Unless expressly provided for in this chapter, including but not limited to § 17.74.120, no sign shall be erected or used on any property other than the one on which the business identified is located.

(B) Sign proposals shall be submitted with the precise plan or conditional use permit applications. Signs must be complementary to the architectural design of the building. Sign proposals shall include color scheme, types of materials, typeface, and a general maintenance schedule.

(C) Signs within required building setbacks shall be located within a landscape planter subject to the provisions of CMC Chapter 17.70.

(D) No portion of the sign shall be permitted to overhang or encroach into the public right-of-way.

(E) With the exception of freeway-oriented signs, pylon signs may be oriented (perpendicular or parallel) toward the frontage on which they are installed and must be located within the one-third of the lot adjacent to the frontage. Pylon signs shall be setback 50 feet from residential properties.

(F) Pylon and monument signs may contain an address plate identifying the subject property. Numbers shall be a minimum of six inches in height and shall be clearly visible from the public right-of-way. Address plates shall not be calculated against the allowed sign area.

(G) Pursuant to § 17.99.075 (1)(2), the Zoning Administrator may issue a permit for up to an additional 30% in sign area to commercial businesses with a freeway viewshed and an increase of not more than 20% in the allowable height of pylon signs in commercial zones.

(H) Electronic message centers are allowed to be installed on parcels with freeway or major street frontage. Messages may not be changed at a rate faster than one message every four seconds, with an interval between messages of not less than one second.

(I) Parcel identification signs are allowed in the C-2 Restricted Commercial Zone, the C-3 General Commercial Zone and the C-P Professional and Office Zone subject to the following conditions:

(1) Parcel identification signs are allowed within the landscaped building setback subject to the provisions in Section 17.74.150.

(2) The number of parcel identification signs are allowed based on the following criteria:

(a) Commercial or office centers 10 acres and greater:

- (i) One parcel identification sign per street frontage.
- (ii) Centers having more than one street frontage may have no more than two parcel identification signs on one street frontage provided the other street frontage has no parcel identification sign. In this case, the total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed in Section 17.74.150.
- (iii) Each parcel identification sign may list up to six tenants.
- (iv) The name of the center, which may be included on the parcel identification sign provided that it does not exceed 32 square feet, shall not be calculated against the maximum sign area.

(b) Commercial or office centers less than 10 acres:

- (i) One parcel identification sign per street frontage.
- (ii) Centers having more than one street frontage may have no more than two parcel identification signs on one street frontage provided the other street frontage has no parcel identification sign. In this case, the total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed in Section 17.74.150.
- (iii) Each parcel identification sign may list up to four tenants.
- (iv) The name of the center, which may be included on the pylon provided that it does not exceed 32 square feet, shall not be calculated against the maximum sign area.

(3) Shall be placed perpendicular or parallel to the street and located to ensure that vehicular and pedestrian sight distances at entry driveways and sidewalks are not impaired;

(J) An individual business within a multi-tenant commercial retail center with more than one building may be permitted to have a separate parcel identification sign provided that all of the following requirements are met:

- (1) The business is in a separate structure on a separate legal lot;
- (2) The lot accommodates all of the parking needs of the business;
- (3) The lot has its own access from the street; and
- (4) The linear frontage of the parcel was not calculated as part of the sign area for the center's parcel identification sign.

(K) An individual business within a multi-tenant office professional business or industrial center may be identified on a separate monument sign (maximum height per § 17.74.150) identifying up to three tenants, provided that all of the following criteria are met:

- (a) The center is only identified by one monument style parcel identification sign which contains only the name of the center and the address range of the buildings;
- (b) No more than one additional monument sign shall be permitted for each building per street frontage within the center, provided that no more than one sign per public street access is provided;
- (c) Signs shall be subject to all other provisions of the Corona Municipal Code;
- (d) The aggregate total of all signs shall not exceed that which is permitted by the zone.

17.74.150 Sign height and area tables.

(A) Subject to the provisions of this section, the maximum size for parcel and building identification signs are as follows:

<i>Table 1 Parcel Identification</i>			
<i>Sign type</i>	<i>Zone/use</i>	<i>Height</i>	<i>Maximum area 1 sq. ft. per lineal foot of lot frontage up to:</i>
Monument sign	A, A-14.4, R-1, R-2 and R-G	3 feet	4 sq. ft. maximum
Monument sign	R-3, MP	6 feet (shall be located outside corner cut off areas set forth in CMC § 17.70.050, except for structures described in CMC § 17.70.040(B))	24 sq. ft. by right; 60 sq. ft. maximum
Monument sign	C-2, C-3 and C-P		32 sq. ft. by right; 200 sq. ft. maximum
Monument sign	M-1, M-2, M-3, M-4		40 sq. ft. by right; 200 sq. ft. maximum
Pylon sign	C-2, C-3 and C-P	15 feet, 40 feet for properties contiguous to a freeway In building setback: 15 feet, with minimum 8-foot clearance from bottom of sign	Commercial or office centers 10 acres and greater: 32 square feet by right; 240 sq. ft. maximum Commercial or office centers less than 10 acres: 32 square feet by right; 200 square feet maximum
Pylon sign	M-1, M-2 and M-4	40 feet. Allowed on properties with freeway frontage, subject to a minor conditional use permit pursuant to Ch. 17.92. Pylon signs shall be located on the side of the property visible from the freeway.	40 sq. ft. by right; 200 sq. ft. maximum

17.74.170 Nonconforming or abandoned signs.

(A) **Nonconforming.** Except as otherwise provided herein, any sign or other advertising structure which, though not conforming to the provisions of this chapter, has received approval prior to May 17, 2019 by both the Planning and Building Departments, the Planning Commission or City Council, as applicable, pursuant to the requirements of this chapter on the date of such approval, may continue, provided that the location of the sign is protected in place. The sign area can be altered to be consistent with the size requirement of the zone as set forth in § 17.74.150. Existing nonconforming signs that are removed or relocated on the property shall conform to the provisions of this chapter.

(1) **Change in property size or configuration.** If the size or configuration of a parcel or building is changed by the subdivision of the property, building addition or demolition, the parcel and building identification signs on the resulting properties shall be made to conform to the sign regulations applicable to the newly created parcel or building at the time such change becomes effective.

(2) **Repair and maintenance.** A nonconforming sign may be maintained or repaired to address the provisions of § 17.74.180.

(3) **Removal.** Unless otherwise approved by the Planning Director in writing, removal of nonconforming signs shall be accomplished in the following manner:

(a) **Signs painted on buildings, walls or fences.** By removal of the paint constituting the sign or by permanently painting over it in such a way that the sign shall not thereafter be or become visible; and

(b) **Other signs.** By removal of said signs, including its dependent structures and supports, or by modification, alteration or replacement thereof in conformity with the provisions of this chapter.

(B) **Abandoned signs.** When a business establishment closes, relocates, changes names or otherwise abandons any sign or structure, the owner of the property shall remove or cause to be removed, or obscure from view, or reface the sign within 30 days of the change of business. The sign structure shall be removed within six months unless new permits are obtained for the business and signage.

CERTIFICATION

I, Sylvia Edwards, Clerk of the City of Corona, California, do hereby certify that the foregoing Ordinance was regularly introduced at a regular meeting of the City Council of the City of Corona, California, duly held the 3rd day of April, 2019, and thereafter at a regular meeting held on the 17th day of April, 2019, it was duly passed and adopted by the following vote of the Council:

AYES:

NOES:

ABSENT:

ABSTAINED:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Corona, California, this 17th day of April, 2019.

City Clerk of the City of Corona, California

(SEAL)

SUMMARY

On April 17, 2019, the Corona City Council will consider amending several sections of Title 17 (Zoning) of the Corona Municipal Code to increase the maximum number of tenant sign spaces appearing on pylon signs located in commercial centers. A certified copy of the full text of this proposed ordinance amendment is posted at the City Clerk/Community Information Office.

The City Council meets at 6:30 p.m. in the Council Chambers in the Corona City Hall located at 400 South Vicentia Avenue. The City Clerk/Community Information Office is located in Suite 155 of the City Hall near the Council Chambers.

TEXT AMENDMENTS TO CHAPTER 17.74 RELATED TO SIGNS

REDLINE

17.74.130 Parcel identification sign regulations.

The following requirements apply to parcel identification signs in commercial and industrial zones. Two types of parcel identification signs are allowed: monument and pylon signs. The maximum sign height and areas of the signs shall be subject to the provisions of § 17.74.150.

(A) Unless expressly provided for in this chapter, including but not limited to § 17.74.120, no sign shall be erected or used on any property other than the one on which the business identified is located.

(B) Sign proposals shall be submitted with the precise plan or conditional use permit applications. Signs must be complementary to the architectural design of the building. Sign proposals shall include color scheme, types of materials, typeface, and a general maintenance schedule.

(C) Signs within required building setbacks shall be located within a landscape planter subject to the provisions of CMC Chapter 17.70.

(D) No portion of the sign shall be permitted to overhang or encroach into the public right-of-way.

(E) With the exception of freeway-oriented signs, pylon signs may be oriented (perpendicular or parallel) toward the frontage on which they are installed and must be located within the one-third of the lot adjacent to the frontage. Pylon signs shall be setback 50 feet from residential properties.

(F) Pylon and monument signs may contain an address plate identifying the subject property. Numbers shall be a minimum of six inches in height and shall be clearly visible from the public right-of-way. Address plates shall not be calculated against the allowed sign area.

(G) Pursuant to § 17.99.075 (1)(2), the Zoning Administrator may issue a permit for up to an additional 30% in sign area to commercial businesses with a freeway viewshed and an increase of not more than 20% in the allowable height of pylon signs in commercial zones.

(H) Electronic message centers are allowed to be installed on parcels with freeway or major street frontage. Messages may not be changed at a rate faster than one message every four seconds, with an interval between messages of not less than one second.

(I) ~~No pylon Parcel identification signs are allowed shall be erected within the designated building setback with the exception that~~ in the C-2 Restricted Commercial Zone, and the C-3 General Commercial Zone, and the C-P Professional and Office Zone ~~one parcel identification sign may be erected within the designated building setback~~ subject to the following conditions:

(1) Parcel identification signs are allowed within the landscaped building setback subject to the provisions in Section 17.74.150. ~~Shall be limited to one square foot per lineal foot of frontage not to exceed 50 square feet;~~

EXHIBIT 2

(2) ~~Shall have a minimum clearance of eight feet from the highest grade elevation to the bottom of the sign and a maximum overall height of 15 feet; The number of parcel identification signs are allowed based on the following criteria:~~

~~(a) Commercial or office centers 10 acres and greater:~~

~~(i) One parcel identification sign per street frontage.~~

~~(ii) Centers having more than one street frontage may have no more than two parcel identification signs on one street frontage provided the other street frontage has no parcel identification sign. In this case, the total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed in Section 17.74.150.~~

~~(iii) Each parcel identification sign may list up to six tenants.~~

~~(iv) The name of the center, which may be included on the parcel identification sign provided that it does not exceed 32 square feet, shall not be calculated against the maximum sign area.~~

~~(b) Commercial or office centers less than 10 acres:~~

~~(i) One parcel identification sign per street frontage.~~

~~(ii) Centers having more than one street frontage may have no more than two parcel identification signs on one street frontage provided the other street frontage has no parcel identification sign. In this case, the total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed in Section 17.74.150.~~

~~(iii) Each parcel identification sign may list up to four tenants.~~

~~(iv) The name of the center, which may be included on the pylon provided that it does not exceed 32 square feet, shall not be calculated against the maximum sign area.~~

(3) Shall be placed perpendicular or parallel to the street and located to ensure that vehicular and pedestrian sight distances at entry driveways and sidewalks are not impaired;

~~(J) Each business center shall be permitted one parcel identification sign per street frontage. Each sign shall identify the center and up to a maximum of three tenants within the center.~~

~~(JK)~~ An individual business within a multi-tenant commercial retail center with more than one building may be permitted to have a separate parcel identification sign provided eding that all of the following requirements are met:

(1) The business is in a separate structure on a separate legal lot;

(2) The lot accommodates all of the parking needs of the business; ~~and~~

(3) The lot has its own access from the street; and

(4) The linear frontage of the parcel was not calculated as part of the sign area for the center's parcel identification sign.

(~~KL~~) An individual business within a multi-tenant office professional business or industrial center may be identified on a separate monument sign (maximum height per § 17.74.150) identifying up to ~~two~~three tenants, provided that all of the following criteria are met:

(a) The center is only identified by one monument style parcel identification sign which contains only the name of the center and the address range of the buildings;

(b) No more than one additional monument sign shall be permitted for each building per street frontage within the center, provided that no more than one sign per public street access is provided;

(c) Signs shall be subject to all other provisions of the Corona Municipal Code;

(d) The aggregate total of all signs shall not exceed that which is permitted by the zone.

17.74.150 Sign height and area tables.

(A) Subject to the provisions of this section, the maximum size for parcel and building identification signs are as follows:

Table 1 Parcel Identification			
Sign type	Zone/use	Height	Maximum area <i>1 sq. ft. per lineal foot of lot frontage up to:</i>
Monument sign	A, A-14.4, R-1, R-2 and R-G	3 feet	4 sq. ft. maximum
Monument sign	R-3, MP	6 feet (shall be located outside corner cut off areas set forth in CMC § 17.70.050, except for structures described in CMC § 17.70.040(B))	24 sq. ft. by right; 60 sq. ft. maximum
Monument sign	C-2, C-3 and C-P		32 sq. ft. by right; 200 sq. ft. maximum
Monument sign	M-1, M-2, M-3, M-4		40 sq. ft. by right; 200 sq. ft. maximum
Pylon sign	C-2, C-3 and C-P	15 feet, 40 feet for properties contiguous to a freeway *In building setback: 15 feet, with minimum 8-foot clearance from bottom of sign	32 sq. ft. by right; 200 sq. ft. maximum *50 sq. ft. maximum if in building setback <u>Commercial or office centers 10 acres and greater: 32 square feet by right; 240 sq. ft. maximum</u> <u>Commercial or office centers less than 10 acres: 32</u>

			<u>square feet by right; 200 square feet maximum</u>
Pylon sign	M-1, M-2 and M-4	40 feet. Allowed on properties with freeway frontage, subject to a minor conditional use permit pursuant to Ch. 17.92. Pylon signs shall be located on the side of the property visible from the freeway.	40 sq. ft. by right; 200 sq. ft. maximum

17.74.170 Nonconforming or abandoned signs.

(A) **Nonconforming.** Except as otherwise provided herein, any sign or other advertising structure which, though not conforming to the provisions of this chapter, has received approval prior to [**INSERT EFFECTIVE DATE OF ORDINANCE HERE**] by both the Planning and Building Departments, ~~or had received approval prior to the effective date of this ordinance from~~ the Planning Commission or City Council, as applicable, pursuant to the requirements of this chapter on the date of such approval, may continue, provided that the location of the sign's, height, display square footage, or the integrity of the original approval of the sign has not been altered in any way. is protected in place. The sign area can be altered to be consistent with the size requirement of the zone as set forth in § 17.74.150. Existing nonconforming signs that are removed or relocated on the property - In the event of structural change or alteration of such sign except for reface, the sign shall conform to the provisions of this chapter.

(1) **Change in property size or configuration.** If the size or configuration of a parcel or building is changed by the subdivision of the property, building addition or demolition, the parcel and building identification signs on the resulting properties shall be made to conform to the sign regulations applicable to the newly created parcel or building at the time such change becomes effective.

(2) **Repair and maintenance.** A nonconforming sign may be maintained or repaired to address the provisions of § 17.74.180.

(3) **Removal.** Unless otherwise approved by the Planning Director in writing, removal of nonconforming signs shall be accomplished in the following manner:

(a) **Signs painted on buildings, walls or fences.** By removal of the paint constituting the sign or by permanently painting over it in such a way that the sign shall not thereafter be or become visible; and

(b) **Other signs.** By removal of said signs, including its dependent structures and supports, or by modification, alteration or replacement thereof in conformity with the provisions of this chapter.

(B) **Abandoned signs.** When a business establishment closes, relocates, changes names or otherwise abandons any sign or structure, the owner of the property shall remove or cause to be removed, or obscure from view, or reface the sign within 30 days of the change of business. The sign structure shall be removed within six months unless new permits are obtained for the business and signage.



Agenda Report

File #: 19-0218

**PLANNING AND HOUSING COMMISSION
STAFF REPORT**

DATE: 3/11/2019

TO: Honorable Chair and Commissioners

FROM: Community Development Department

APPLICATION REQUEST:

ZTA2019-0001: Zone text amendment to Title 17 of the Corona Municipal Code amending Chapter 17.74 (Signs) to revise the regulations for parcel identification signs for commercial properties. (Applicant: City of Corona).

RECOMMENDED ACTION:

That the Planning and Housing Commission recommend **APPROVAL OF ZTA2019-0001** to the City Council, based on the findings contained in the staff report.

PROJECT SITE SUMMARY

City wide for commercial properties not governed by specific plans.

BACKGROUND

At the request of Councilmember Wes Speake, the city's sign ordinance was set for discussion at the Infrastructure Committee at its meeting on January 9, 2019. The discussion centered on the city's regulations for commercial center pylon signs that are not located within specific plans and governed by the city's municipal code under Chapter 17.74. The purpose of the discussion was to provide more opportunity for tenant identification signage on the freestanding pylon signs located along street frontages. Currently, regardless of the size of the commercial center, pylon signs are limited to three tenant spaces. This restriction has resulted in a hardship for owners of larger commercial centers in leasing tenant space because of the inability to provide signage along a centers frontage. Specifically, the commercial center located at the northwest corner of Magnolia Avenue and Rimpau Avenue has engaged with staff on more than one occasion to obtain additional signage space on their existing pylon sign facing Magnolia Avenue. The pylon sign currently contains three tenants and based on the city's sign ordinance, no additional signage space for tenants are permitted. The owner currently remodeled the center and has attracted interest from potential tenants to occupy the vacant in-line tenant spaces. However, before certain tenants will commit to a Letter of Intent to lease the space they are requesting that signage be guaranteed to their business along the center's street frontage.

Staff provided information at the Infrastructure Committee regarding the regulations of signs throughout the city because properties located in a specific plan will be allowed signage different from the city's sign ordinance under CMC Chapter 17.74. There are locations in the city where a specific plan allows more than three tenants on a commercial pylon sign. For informational purposes the following is a list of the specific plans that allow more than three tenants on a commercial pylon sign for neighborhood commercial centers. Regional shopping centers such as the McKinley Centers on McKinley Avenue north of State Route 91 and The Crossings on the east side of Interstate 15 at Cajalco Road were excluded because of their large size and regional draw from patrons outside the city. The signage for a neighborhood commercial center is less than a regional center because the neighborhood center serves most of the city's service population (residents and those working in the city).

Pylon Signs.

- North Main Street Specific Plan. Commercial centers 15 acres and greater allowed 500 square feet of sign area and 6 tenant spaces; 60-foot height limit. Commercial centers less than 15 acres allowed 220 square feet of sign area and number of tenant spaces allowed per approved sign program; 30-foot height limit.
- El Cerrito Specific Plan. Commercial centers allowed 250 square feet of signage and 4 tenant spaces; 60-foot height limit.
- Eagle Glen Specific Plan. Commercial centers allowed 230 square feet of signage and 4 tenant spaces; 40-foot height limit.
- Corona Vista Specific Plan. Commercial centers within 300 feet of Interstate 15 allowed a pylon sign up to 250 square feet of signage and 4 tenant spaces.

Staff also researched the signage requirements in the municipal codes of other cities. The research however does not include specific plans within those cities because of the volume of research required. Based on the standards in the municipal code, the following cities allow pylon signs in the following manner.

- Norco. 150 square feet for centers over 15 acres and no tenant limit; 25-foot height limit. Properties with freeway frontage are allowed 600 square feet of signage for centers over 5 acres and up to 6 tenants and centers less than 5 acres are allowed 250 square feet of signage. Sign height determined by Planning Commission.
- Riverside. 110 square feet for centers 10 acres, but no more than 25 acres with no tenant space limit; 25-foot height limit. Properties with freeway frontage are allowed 225 square feet of signage for centers 9 acres, but no more than 25 acres and no tenant space limit, and centers greater than 25 acres are allowed 500 square feet of signage and no tenant space limit. Sign heights are 40 feet and 60 feet, respectively.
- Murrieta. Properties with freeway frontage are allowed 225 square feet of signage for sites 25 acres or less and no tenant space limit and centers over 25 acres are allowed 500 square feet of signage and no tenant limit. Sign heights are 40 feet and 60 feet, respectively.

Staff decided to use signage regulations already adopted by various specific plans in the city to propose the amendment being presented for ZTA2019-0001. The proposed amendment was discussed at a subsequent Infrastructure Committee at its meeting on February 6, 2019. The

following table was provided to the Committee and shows the proposed amendment compared to the existing requirement in the municipal code. The Committee expressed a 50/50 split on the proposed changes with Councilmember Speake in support of the changes and Mayor Scott being neutral. The Mayor indicated he needed to understand visually how much bigger the pylon sign would look with the proposed changes. Exhibit B has been provided to show the visual comparison of a parcel identification sign with three tenants and six tenants. The summary minutes of the Infrastructure Committee meetings on January 9, 2019 and February 6, 2019 are provided as Exhibits C and D.

Current Pylon Sign Regulations (CMC Chapter 17.74)	Proposed Pylon Sign Regulations
Pylon signs allowed in the CP, C2 and C3 zones	No change
Pylon signs within building setback limited to a 1:1 ratio (1 square foot sign per lineal foot of property frontage) not to exceed 50 square feet.	Eliminate limit of 50 square feet and allow the sign area to be determined the same as signs located outside the setback and based on the 1:1 ratio.
Sign height: <ul style="list-style-type: none"> • 15 feet. • 40 feet for properties contiguous to a freeway. 	No change.
Commercial centers allowed: <ul style="list-style-type: none"> • 1 pylon sign per street frontage. • Maximum of 3 tenants allowed on sign. • Size: 1:1 ratio but shall not exceed 200 square feet. 	Commercial or office centers <u>10 acres and greater</u> : <ul style="list-style-type: none"> • 1 pylon sign per street frontage. • Centers with more than one street frontage may have 2 pylon signs provided the other street frontage has no pylon sign. The size of both signs shall not exceed the 1:1 of the property frontage. • Size: 1:1 ratio but shall not exceed 240 square feet. • Name of the center excluded from the maximum size of the sign if it does not exceed 32 square feet. • Maximum of 6 tenants allowed on sign. Commercial or office centers <u>less than 10 acres</u> : Same as above except as follows: <ul style="list-style-type: none"> • Size: 1:1 ratio but shall not exceed 200 square feet. • Maximum of 4 tenants on sign.

PROPOSED AMENDMENT

ZTA2019-0001 is an application by the City of Corona to amend the city's Sign Ordinance governed by Chapter 17.74 of the Corona Municipal Code (CMC). The amendment is intended to provide more signage opportunity for tenants within commercial centers that are 10 acres and greater in addition to centers that are less than 10 acres. The amendment proposes changes to Section 17.74.130 (I) of the CMC which describes the regulations for parcel identification signs in the commercial zones, specifically the C-2 (Restricted Commercial), C-3 (General Commercial) and C-P

(Professional Office) zones. Exhibits A1-A3 shows the redlined changes to the ordinance. In summary the amendment would make the following changes.

- Increase the number of tenants allowed on a parcel identification sign from 3 tenants to 6 tenants if the center is 10 acres and greater and to 4 tenants if the center is less than 10 acres.
- Continue to allow one parcel identification sign per street frontage but allow a second parcel identification on the same street frontage provided the other street frontage has no parcel identification sign. The total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed.
- Increase the maximum allowed sign area from 200 square feet to 240 square feet for centers that are 10 acres and greater.
- Allow 32 square feet of sign area to be exempt from the maximum sign area to allow the name of the center to be advertised on the parcel identification sign.
- Increase the number of tenants from 2 to 3 on monument signs for multi-tenant office professional business or industrial centers.

The amendment would not change how the size of the sign is determined for a property. The city would still use a 1:1 ratio meaning one square foot of sign per lineal foot of property street frontage. The only change to the size is the maximum allowed sign area increases to 240 square feet from 200 square feet for centers 10 acres and greater. All other commercial properties would still be limited to the 200 square foot maximum sign area. The amendment does not change the height of parcel identification signs which is 15 feet but can go up to 40 feet for properties contiguous to a freeway.

Section 17.74.150 also shows the applicable changes reflected in Table 1 *Parcel Identification*.

The language in Section 17.74.170, Non-conforming and Abandoned Signs, is also being amended to protect signs that were permitted (or grandfathered) under previously adopted regulations that may no longer exist. An existing sign that was permitted under previous regulations would be allowed to continue and altered provided that the location of the sign is protected in place. However, if the sign is relocated the current signage provisions at the time of relocation would apply.

ENVIRONMENTAL ANALYSIS

Per Section 15061 of the State Guidelines for Implementing the California Environmental Quality Act (CEQA) and Section 3.07 of the City's Local CEQA Guidelines, ZTA2019-0001 is exempt from CEQA because the text changes to the CMC will not cause a significant effect on the environment and it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. Therefore, a Notice of Exemption has been prepared for the project.

FISCAL IMPACT

The amendment was initiated by the city. Therefore, no application fees are associated with this amendment.

PUBLIC NOTICE

A 10-day public notice was advertised in the Sentinel Weekly News.

STAFF ANALYSIS

The proposed amendment considers changes occurring in the market with respect to commercial retail enterprises. The amendment continues to support the investment in storefront commercial shopping centers to ensure their sustainability in a changing economy and provides an opportunity for businesses to be visible from a street frontage. Additionally, the amendment allows a property owner more flexibility in providing signage for their tenants along certain street frontages that may have a higher volume of pass-by traffic. The amendment continues to cap the overall size of signs on a property and maintains the city's use of the 1:1 ratio to ensure the size of the sign is proportional to the size of the property. Therefore, the additional square footage being allowed for the larger commercial centers that are 10 acres and greater is still controlled by the 1:1 ratio so that signage does not overwhelm the frontage of the property. Therefore, based on the following findings, ZTA2019-0001 is recommended for approval.

FINDINGS FOR APPROVAL OF ZTA2019-0001

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 text changes to the CMC will not cause a significant effect on the environment and it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.
2. The proposed amendment is consistent with the General Plan for the following reasons:
 - a. *The amendment allows property owners of commercial centers the opportunity to attract tenants and new businesses that may not otherwise locate within certain centers due to lack of signage, which is consistent with General Plan Policy 1.11.4 to periodically monitor the market for retail commercial and office development, assessing the adequacy of existing sites to accommodate and capability of existing buildings to be adaptively re-used for community-desired commercial uses and adjust applicable codes and ordinances as necessary.*
 - b. *The amendment would encourage property owners of commercial centers to invest in updated parcel identification signage if the opportunity exists to allow more tenant advertisement along a street frontage, which is consistent with General Plan Policy 1.11.5 to promote reinvestment in declining shopping centers and districts, with an emphasis on new retail uses that serve adjacent neighborhoods and contribute to the overall vitality of the centers.*
3. The proposed amendment is consistent with intent of Title 17 of the Corona Municipal Code for the following reason:
 - a. *Title 17 of the CMC describes design and construction parameters for commercial properties based on the zoning of the property including the placement and size of signage and the proposed amendment continues to provide regulations on the development of commercial parcel identification signage to ensure orderly development of property.*

4. The proposed amendment will provide for the public health, safety, and welfare for the following reasons:

- a. *The commercial parcel identification signage regulations being proposed by this zone text amendment ensure orderly development of commercial properties to provide for public health, safety and welfare.*

PREPARED & SUBMITTED BY: JOANNE COLETTA, COMMUNITY DEVELOPMENT DIRECTOR

EXHIBITS

1. Exhibit A1 - A3 - Redlined version of Sign Ordinance (CMC Sections 17.74.130, 17.74.150 and 17.74.170)
2. Exhibit B - Parcel Identification Sign Visual Example
3. Exhibit C - Infrastructure Committee Minutes (January 9, 2019).
4. Exhibit D - Infrastructure Committee Minutes (February 6, 2019).
5. Exhibit E - Notice of Environmental Exemption.

17.74.130 Parcel identification sign regulations.

The following requirements apply to parcel identification signs in commercial and industrial zones. Two types of parcel identification signs are allowed: monument and pylon signs. The maximum sign height and areas of the signs shall be subject to the provisions of § 17.74.150.

(A) Unless expressly provided for in this chapter, including but not limited to § 17.74.120, no sign shall be erected or used on any property other than the one on which the business identified is located.

(B) Sign proposals shall be submitted with the precise plan or conditional use permit applications. Signs must be complementary to the architectural design of the building. Sign proposals shall include color scheme, types of materials, typeface, and a general maintenance schedule.

(C) Signs within required building setbacks shall be located within a landscape planter subject to the provisions of CMC Chapter 17.70.

(D) No portion of the sign shall be permitted to overhang or encroach into the public right-of-way.

(E) With the exception of freeway-oriented signs, pylon signs may be oriented (perpendicular or parallel) toward the frontage on which they are installed and must be located within the one-third of the lot adjacent to the frontage. Pylon signs shall be setback 50 feet from residential properties.

(F) Pylon and monument signs may contain an address plate identifying the subject property. Numbers shall be a minimum of six inches in height and shall be clearly visible from the public right-of-way. Address plates shall not be calculated against the allowed sign area.

(G) Pursuant to § 17.99.075 (1)(2), the Zoning Administrator may issue a permit for up to an additional 30% in sign area to commercial businesses with a freeway viewshed and an increase of not more than 20% in the allowable height of pylon signs in commercial zones.

(H) Electronic message centers are allowed to be installed on parcels with freeway or major street frontage. Messages may not be changed at a rate faster than one message every four seconds, with an interval between messages of not less than one second.

(I) ~~No pylon Parcel identification signs are allowed shall be erected within the designated building setback with the exception that in the C-2 Restricted Commercial Zone, and the C-3 General Commercial Zone, and the C-P Professional and Office Zone one parcel identification sign may be erected within the designated building setback~~ subject to the following conditions:

(1) ~~Parcel identification signs are allowed within the landscaped building setback subject to the provisions in Section 17.74.150. Shall be limited to one square foot per lineal foot of frontage not to exceed 50 square feet;~~

(2) ~~Shall have a minimum clearance of eight feet from the highest grade elevation to the bottom of the sign and a maximum overall height of 15 feet; The number of parcel identification signs are allowed based on the following criteria:~~

(a) ~~Commercial or office centers 10 acres and greater:~~

(i) One parcel identification sign per street frontage.

(ii) Centers having more than one street frontage may have no more than two parcel identification signs on one street frontage provided the other street frontage has no parcel identification sign. In this case, the total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed in Section 17.74.150.

(iii) Each parcel identification sign may list up to six tenants.

(iv) The name of the center, which may be included on the parcel identification sign provided that it does not exceed 32 square feet, shall not be calculated against the maximum sign area.

(b) Commercial or office centers less than 10 acres:

(i) One parcel identification sign per street frontage.

(ii) Centers having more than one street frontage may have no more than two parcel identification signs on one street frontage provided the other street frontage has no parcel identification sign. In this case, the total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed in Section 17.74.150.

(iii) Each parcel identification sign may list up to four tenants.

(iv) The name of the center, which may be included on the pylon provided that it does not exceed 32 square feet, shall not be calculated against the maximum sign area.

(3) Shall be placed perpendicular or parallel to the street and located to ensure that vehicular and pedestrian sight distances at entry driveways and sidewalks are not impaired;

~~(J) Each business center shall be permitted one parcel identification sign per street frontage. Each sign shall identify the center and up to a maximum of three tenants within the center.~~

~~(JK)~~ An individual business within a multi-tenant commercial retail center with more than one building may be permitted to have a separate parcel identification sign provided~~ing~~ that all of the following requirements are met:

- (1) The business is in a separate structure on a separate legal lot;
- (2) The lot accommodates all of the parking needs of the business; ~~and~~
- (3) The lot has its own access from the street; ~~and~~

(4) The linear frontage of the parcel was not calculated as part of the sign area for the center's parcel identification sign.

~~(KL)~~ An individual business within a multi-tenant office professional business or industrial center may be identified on a separate monument sign (maximum height per § 17.74.150) identifying up to ~~two-three~~ tenants, provided that all of the following criteria are met:

(a) The center is only identified by one monument style parcel identification sign which contains only the name of the center and the address range of the buildings;

(b) No more than one additional monument sign shall be permitted for each building per street frontage within the center, provided that no more than one sign per public street access is provided;

(c) Signs shall be subject to all other provisions of the Corona Municipal Code;

(d) The aggregate total of all signs shall not exceed that which is permitted by the zone.

(Ord. 2958 § 1 (part), 2008; Ord. 2729 § 4, 2004.)

17.74.150 Sign height and area tables.

(A) Subject to the provisions of this section, the maximum size for parcel and building identification signs are as follows:

<i>Table 1 Parcel Identification</i>			
<i>Sign type</i>	<i>Zone/use</i>	<i>Height</i>	<i>Maximum area 1 sq. ft. per lineal foot of lot frontage up to:</i>
Monument sign	A, A-14.4, R-1, R-2 and R-G	3 feet	4 sq. ft. maximum
Monument sign	R-3, MP	6 feet (shall be located outside corner cut off areas set forth in CMC § 17.70.050, except for structures described in CMC § 17.70.040(B))	24 sq. ft. by right; 60 sq. ft. maximum
Monument sign	C-2, C-3 and C-P		32 sq. ft. by right; 200 sq. ft. maximum
Monument sign	M-1, M-2, M-3, M-4		40 sq. ft. by right; 200 sq. ft. maximum
Pylon sign	C-2, C-3 and C-P	15 feet, 40 feet for properties contiguous to a freeway *In building setback: 15 feet, with minimum 8-foot clearance from bottom of sign	32 sq. ft. by right; 200 sq. ft. maximum *50 sq. ft. maximum if in building setback <u>Commercial or office centers 10 acres and greater: 32 square feet by right; 240 sq. ft. maximum</u> <u>Commercial or office centers less than 10 acres: 32 square feet by right; 200 square feet maximum</u>
Pylon sign	M-1, M-2 and M-4	40 feet. Allowed on properties with freeway frontage, subject to a minor conditional use permit pursuant to Ch. 17.92. Pylon signs shall be located on the side of the property visible from the freeway.	40 sq. ft. by right; 200 sq. ft. maximum

17.74.170 Nonconforming or abandoned signs.

(A) **Nonconforming.** Except as otherwise provided herein, any sign or other advertising structure which, though not conforming to the provisions of this chapter, has received approval prior to ~~[**INSERT EFFECTIVE DATE OF ORDINANCE HERE**]~~ by both the Planning and Building Departments, ~~or had received approval prior to the effective date of this ordinance from the Planning Commission or City Council,~~ as applicable, pursuant to the requirements of this chapter on the date of such approval, may continue, provided that the location of the sign's, height, display square footage, or the integrity of the original approval of the sign has not been altered in any way, is protected in place. The sign area can be altered to be consistent with the size requirement of the zone as set forth in § 17.74.150. Existing nonconforming signs that are removed or relocated on the property - ~~In the event of structural change or alteration of such sign except for reface, the sign~~ shall conform to the provisions of this chapter.

(1) **Change in property size or configuration.** If the size or configuration of a parcel or building is changed by the subdivision of the property, building addition or demolition, the parcel and building identification signs on the resulting properties shall be made to conform to the sign regulations applicable to the newly created parcel or building at the time such change becomes effective.

(2) **Repair and maintenance.** A nonconforming sign may be maintained or repaired to address the provisions of § 17.74.180.

(3) **Removal.** Unless otherwise approved by the Planning Director in writing, removal of nonconforming signs shall be accomplished in the following manner:

(a) **Signs painted on buildings, walls or fences.** By removal of the paint constituting the sign or by permanently painting over it in such a way that the sign shall not thereafter be or become visible; and

(b) **Other signs.** By removal of said signs, including its dependent structures and supports, or by modification, alteration or replacement thereof in conformity with the provisions of this chapter.

(B) **Abandoned signs.** When a business establishment closes, relocates, changes names or otherwise abandons any sign or structure, the owner of the property shall remove or cause to be removed, or obscure from view, or reface the sign within 30 days of the change of business. The sign structure shall be removed within six months unless new permits are obtained for the business and signage.

(Ord. 2770 § 1 (part), 2005; Ord. 2729 § 4, 2004.)

Parcel Identification Sign
Visual Examples



6 Tenant Spaces @ approximately 240 square feet



3 Tenant Spaces @ 200 square feet

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.

Ms. Kim Mabon, Resident, is looking forward to the completed project and inquired about the current office building privately owned at the Corona Mall North in which the developer shared that there are no immediate plans at this time to purchase the office space.

The Committee expressed their satisfaction and thanked the Lab Holding representatives for the presentation.

Item 19-0115 was taken out of order.

- B.** 19-0114 Update on proposed revisions to the city's Sign Ordinance (CMC Chapter 17.74) regarding parcel identification signage.
(Community Development Department)
Action: Information & Discussion

Ms. Joanne Coletta, Community Development Director, updated the Committee on proposed revisions to the city's Sign Ordinance regarding parcel identification signs in the C-P, C-2, and C-3 commercial zones. The amendment originated from a commercial center located on the northwest corner of Rimpau Avenue and Magnolia Avenue whose owner had been seeking additional signage space on the center's existing pylon sign. The proposed revisions would create two separate categories with different criteria - one for commercial or office centers that are 10 acres or greater in size, and one for commercial or office centers that are less than 10 acres. The revisions would eliminate the current 50 square foot sign area limitation for pylon signs. Instead, the sign area would be based on a ratio of one square foot of sign area per one lineal foot of lot frontage up to 200 square feet maximum for centers less than 10 acres and 240 square feet maximum for centers 10 acres and greater. Also, for centers that are 10 acres and greater, pylon signs would be able to advertise up to a maximum of six tenants. For centers less than 10 acres, a maximum of four tenants would be permitted. The revisions would also permit a center that has multiple street frontages to have up to two signs per street frontage, provided that the other street frontage has no pylon sign.

Council Member Speake commended the revisions stating that they offer flexibility without resulting in excessive signage.

Mayor Scott requested to see visual exhibits depicting the different sign areas before commenting on the sign revisions.

- D.** 19-0112 Discussion about Traffic Control for Alcoa Dike: Traffic Modeling
(Public Works Department)
Action: Information & Discussion

Mr. Nelson Nelson, Public Works Director, introduced the item explaining



CITY OF CORONA

**PRELIMINARY EXEMPTION ASSESSMENT
(Certificate of Determination When attached to Notice of Exemption)**

Name, Description and Location of Project:

Zone text amendment to Title 17 of the Corona Municipal Code amending Chapter 17.74 (Signs) to revise the regulations for parcel identification signs for commercial properties. (Applicant: City of Corona).

Entity or Person Undertaking Project:

- A. Public Agency: City of Corona, 400 S. Vicentia Avenue, Corona, CA 92880 / (951) 736-2262.
- B. Other (private)

Staff Determination:

The City's staff, having undertaken and completed a preliminary review of this project in accordance with the City's Resolution entitled "Local Guidelines of the City of Corona Implementing the California Environmental Quality Act (CEQA)" has concluded that this project does not require further environmental assessment because:

- A. The proposed action does not constitute a project under CEQA.
- B. The project is a Ministerial Project.
- C. The project is an Emergency Project.
- D. The project constitutes a feasibility` or planning study.
- E. The project is categorically exempt: Applicable Exemption Class: ****
- F. The project is a statutory exemption. Code section number:
- G. The project is otherwise exempt on the following basis:
ZTA2019-0001 is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the general rule 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 amends language in the municipal code, and there is no possibility that adopting this Ordinance will have a significant effect on the environment.
- H. The project involves another public agency which constitutes the lead agency. Name of Lead Agency:

Date: _____

Joanne Coletta, Community Development Director
Lead Agency Representative



NOTICE OF EXEMPTION

TO: CLERK OF THE BOARD OF
SUPERVISORS COUNTY OF RIVERSIDE

FROM: CITY OF CORONA
COMMUNITY DEVELOPMENT DEPT.
400 S. VICENTIA AVE, SUITE 120
CORONA, CA 92882

1. Project title: ZTA2019-0001
2. Project location (specific): N/A – City wide
3.
 - a. Project location - City of Corona
 - b. Project location - County of Riverside
4. Description of nature, purpose and beneficiaries of project:
ZTA2019-0001: Zone text amendment to Title 17 of the Corona Municipal Code amending Chapter 17.74 (Signs) to revise the regulations for parcel identification signs for commercial properties. (Applicant: City of Corona).
5. Name of public agency approving project: City of Corona
6. 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
7. Exempt Status (check one):
 - a. Ministerial Project (Pub. Res. Code § 21080(b)(1); State CEQA Guidelines § 15268).
 - b. Not a project.
 - c. Emergency project (Pub. Res. Code § 21080(b)(4); State CEQA Guidelines § 15269(b),(c)).
 - d. Categorical Exemption. State type and class number: *****
 - e. Declared Emergency (Pub. Res. Code § 21080(b)(3); State CEQA Guidelines § 15269(a)).
 - f. Statutory Exemption. State code section number
 - g. Other: See below explanation.
8. Reasons why the project is exempt:
ZTA2019-001 is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the general rule 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 amends language in the municipal code, and there is no possibility that adopting this Ordinance will have a significant effect on the environment.
9. Contact Person/Telephone No.: Joanne Coletta / (951) 736-2434
10. Attach Preliminary Exemption Assessment (Form "A") before filing.

Date received for filing: _____

Signature: _____
Joanne Coletta, Community Development Director

City of Corona

400 S. Vicentia Ave.
Corona, CA 92882



Minutes - Draft

Monday, March 11, 2019

6:00 PM

Council Chambers

Planning and Housing Commission

Karen Alexander, Chair
Timothy Jones, Vice Chair
Mitchell Norton, Commissioner
Viren Shah, Commissioner
Craig Siqueland, Commissioner

EXHIBIT 4

Rollcall

1. CALL TO ORDER

Chair Alexander called the meeting to order.

2. PLEDGE OF ALLEGIANCE

Commissioner Siqueland led the Pledge of Allegiance.

3. ORAL COMMUNICATIONS FROM THE PUBLIC

None.

4. MEETING MINUTES

Approval of minutes for the Planning and Housing Commission meeting of February 25, 2019.

Attachments: 20190225-P&H Minutes - DRAFT

A motion was made by Shah, seconded by Siqueland, that the Planning and Housing Commission approve the meeting minutes of February 25, 2019. The motion carried by the following vote:

5. CONSENT ITEMS

None.

6. HOUSING ITEMS

Consideration of the purchase of surplus property owned by Riverside County Transportation Commission (RCTC) located at the southeast corner of Buena Vista and Second Street (APN 118-302-014) and southwest corner of Buena Vista and Second Street (APN 118-270-002 and 118-270-003) (Applicant: City of Corona Housing Authority).

PROPERTY LOCATION:

1. Southeast corner of Buena Vista and Second Street - APN 118-302-014.
2. Southwest corner of Buena Vista and Second Street - APN 118-270-002 and 118-270-003.

Attachments: Staff Report

Exhibit 1 - Location Map

At the request of Chair Alexander, Cynthia Lara, Administrative Services Manager, reviewed the staff report for the purchase of surplus property

owned by Riverside County Transportation Commission (RCTC). At the conclusion of her presentation, Ms. Lara offered to answer any questions of the Commission.

Commissioner Siqueland asked if the recommended action proposed by staff would limit the development.

Ms. Lara explained that the draft sales agreement would have terms and conditions that could include specific information.

Commissioner Shah asked for more information on the funding for the development of the project.

Ms. Lara explained that the Corona Housing Authority will collaborate with a private developer, who will most likely use tax credits as a funding source.

A motion was made that this Report be accepted. The motion carried by the following vote:

7. PUBLIC HEARINGS

CZ2018-0002 (CONTINUED): An application to change the zone on 1.46 acres located at 1215 E. Ontario Avenue from C-2 (Restricted Commercial) to C-3 (General Commercial) to facilitate the development of a 4,462 sq. ft. drive-through restaurant (Applicant: Ruben Gonzalez, PM Design Group, 38 Executive Park, Suite 310, Irvine, CA 92614).

Attachments: Staff Report

PPM2018-0011 (CONTINUED): Precise plan application to construct a 4,462 sq. ft. restaurant with drive-through services for Raising Cane's on 1.46 acres in the proposed C-3 (General Commercial) Zone located at 1215 E. Ontario Avenue (Applicant: Ruben Gonzalez, PM Design Group, 38 Executive Park, Suite 310, Irvine, CA 92614).

Attachments: Staff Report

A motion was made by Siqueland, seconded by Shah, that the Planning and Housing Commission CONTINUE items CZ2018-0002 and PPM2018-0011 to the Planning and Housing Commission meeting of April 8, 2019. The motion carried by the following vote:

ZTA2019-0001: Zone text amendment to Title 17 of the Corona Municipal Code amending Chapter 17.74 (Signs) to revise the regulations for parcel identification signs for commercial properties. (Applicant: City of Corona).

Attachments: Staff Report

Exhibit A1 - A3 - Relined version of Sign Ordinance (CMC Sections 17.74.130, 17.74.150 and 17.74.170)

Exhibit B - Parcel Identification Sign Visual Example

Exhibit C - Infrastructure Committee Minutes (January 9, 2019)

Exhibit D - Infrastructure Committee Minutes (February 6, 2019)

Exhibit E - Notice of Environmental Exemption

ZTA2019-0001 Presentation

At the request of Chair Alexander, Joanne Coletta, Director, reviewed the staff report for ZTA2019-0001. At the conclusion of her presentation, Ms. Coletta offered to answer any questions of the Commission.

Discussion ensued between the Commissioners and Ms. Coletta regarding the regulations for parcel identification signs for commercial properties including size, signage space, provisions, remodeled signs, and sign permit process.

A motion was made by Shah, seconded by Siqueland, that the Planning and Housing Commission recommend APPROVAL of ZTA2019-0001 to the City Council, based on the findings contained in the staff report. The motion carried by the following vote:

8. WRITTEN COMMUNICATIONS

None.

9. ADMINISTRATIVE REPORTS

Ms. Coletta stated the City Council approved the two telecommunication facilities that were presented and approved by the Planning and Housing Commission. Also, there is a special City Council meeting this Thursday, March 14 at 4:30 p.m.

10. PLANNING AND HOUSING COMMISSIONERS' REPORTS AND COMMENTS

Chair Alexander stated at the March 6, 2019 Infrastructure Committee meeting there was discussion about the Pavement Preservation schedule for 2019 and 2020 by the Public Works Department.

11. PLANNING AND HOUSING COMMISSION ORAL REPORTS AND COMMENTS REGARDING COUNCIL COMMITTEES

Report on the March 6, 2019 Infrastructure Committee meeting.

Attachments: 20190206 Infrastructure Committee Minutes - Final

12. ADJOURNMENT

Chair Alexander adjourned the meeting at 6:35 p.m. to the Planning and Housing Commission meeting of Monday, March 25, 2019, commencing at 6:00 p.m. in the City Hall Council Chambers.