

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:**

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.