

12.9 CC-COMMERCIAL CENTER

12.9.4 Development Standards

H. Signage: All project signage in the CC District shall comply with the City of Corona Municipal Code Chapter 17.74 (Signs), except as otherwise specified below.

1. **Comprehensive Sign Program Required:** A Comprehensive Sign Program shall be submitted to the City for review and approval in conjunction with the Precise Plan for any new development within the CC District. The Sign Program shall include the following information for each sign: site plan locations, dimensions of the sign area and structure, building materials, typical color pallet, and sketches and elevations of the signs to scale, showing the architectural detail and overall size of the structure. The Planning Director may approve the final design details, and any modifications to the sign program, provided that the signs are in substantial conformance to the Comprehensive Sign Program approved with the Precise Plan. The approved sign program for The Crossings commercial development within the CC District is included as Appendix B of this Specific Plan.
2. **Signage Materials:** Proposed freestanding sign structures shall incorporate the design theme, materials, colors and elements of the center's architecture. Signs shall be constructed of high-quality, durable materials and professionally prepared and installed. Plexiglas "can" signs are not allowed as free-standing signs or on the building elevations. Channel letters, neon, externally lit signs, 3-dimensional cabinet signs and similar designs are permitted for tenant wall-mounted signs. See Appendix B for examples of permitted sign styles, materials and colors for the CC District.
3. **Directional Kiosk Signs:** Commercial centers shall install tenant directional kiosk signs at principal entry points and intersections within the development to guide the public to tenants. The exact location and number of the directional signs shall be approved by the Planning Director. The message area for directional signs shall be a maximum of five (5) feet in height and twenty-five (25) square feet in area. Signs shall be set in a decorative architectural base, consistent with the design theme and materials used in the center.
4. **Wall/Building Mounted or Enterprise Signs:** Each business or center tenant shall be permitted one wall mounted sign per lease area building face, on up to three sides of the building. For major tenants of over 50,000 square feet, secondary signs indicating specific service areas are also allowed, provided that the total sign area on the building face does not exceed the maximum sign area allotment. For all tenants, a maximum of 1.25 square feet of sign area for each linear foot of building or tenant space frontage, (1.25:1 ratio) is permitted. Wall-mounted movie or theatre marquee signs identifying the names and times of the movies or events being shown will not be counted towards the maximum sign area, however, such signage shall

be in proportion to the building and permitted as part of the Precise Plan.

5. **Blade Signs:** Blade signs are tenant identification signs oriented towards the pedestrian. These signs may be installed under the building canopy, or perpendicular to the building face. One blade sign per tenant space may be installed. The size of the sign shall relate to the size of the tenant space, however, no sign shall be more than three feet in height and a maximum of eight square feet in area. Blade signs shall project no more than 3'6" 4' from the building face, and the vertical clearance from the underside of the sign to the walkway or paving shall be a minimum of 7'6". The materials, design and color combinations on the blade signs shall be consistent with the design theme established for the center. See Appendix B for the sign design criteria regarding blade signs.
6. **Decorative Banners:** Decorative banners are permitted to be installed on light standards or projecting from buildings in order to add interest and color to pedestrian spaces and focal points within large retail centers and entertainment areas in the CC District. The banners shall be of a consistent design and color theme, and complement the overall center. Decorative banners are intended to set a theme or mood for the entire center, and are to be installed by the master developer/owner, not individual tenants. Banners shall be kept clean and in good condition.
7. **Monument Signs:** Two types of street-oriented monument signs are permitted in the CC District, as described below:
 - A. **Project Identification Monument Signs:** These monument signs shall contain only the name of the center, ~~and be incorporated into the project entry walls.~~ Signs shall be externally illuminated. The overall monument structure shall not exceed ~~six (6)~~ seven feet, six inches (7.5) feet in height, and ~~fifteen (15)~~ twenty (20) feet in length. Project Identification Monuments may be located at the ~~primary~~ secondary access drives to a center in the CC District, and at prominent street corners. ~~(See Sign A in Appendix B for a diagram of the Project Identification Monument Signs for The Crossings development.)~~
 - B. **Tenant Identification Multi-Tenant Monument Signs:** ~~Tenant Identification~~ Multi-Tenant Monument Signs are permitted adjacent to major arterials streets, and may identify up to ~~two (2)~~ three (3) onsite tenants per sign. The message area of the sign shall not exceed ~~27~~ 85 square feet, and be set in an architectural base not to exceed ~~five (5)~~ fourteen (14) feet in ~~overall~~ height excluding architectural projections. The number and location of Tenant Identification Signs shall be in proportion to street frontage and center size as approved in the Comprehensive Sign Program. ~~(See Sign D in Appendix B for a diagram of the Tenant Identification Monument Signs for The Crossings development.)~~

8. **Project Entrance Pylon Sign:** One Project Entrance Pylon Sign may be permitted at the main entrance to a commercial center in this district. The sign shall not exceed thirty-five (35) feet in height, excluding architectural projections and may have up to ~~six (6)~~ seven (7) tenants and the name of the center displayed on the sign. The sign pylon and base shall be consistent with the architectural design theme and materials used in the center. (~~See Sign G in Appendix B for a conceptual design of the Project Entrance Pylon Sign for the Crossings development~~).

9. **Freeway Oriented Signs:**

- A. Centers located adjacent to the freeway right-of-way, are allowed to have up to a maximum of two (2) freeway-oriented pylon signs subject to the following criteria: ~~The pylon signs shall be a maximum of sixty (60) feet in height, and are allowed one (1) square foot of sign area for each linear foot of freeway frontage, up to a maximum of three hundred (300) square feet of message area, excluding the name of the center. A maximum of eight (8) tenants are permitted to be displayed on the pylon sign. (See Sign B in Appendix A for a diagram of the freeway pylon sign for The Crossings development). (See Sign B in Appendix A for a diagram of the freeway pylon sign for The Crossings development).~~

1. One freeway pylon sign may be constructed adjacent to the I-15 northbound onramp. The sign may be constructed up to a height of 92 feet, excluding architectural projections, and may have up to seven (7) tenant panels. Tenant panels do not have to be equal in size. An electronic message board may be included on the pylon sign. The overall sign area, including the electronic message board, shall not exceed 870 square feet.
2. The second freeway pylon sign may be constructed up to a maximum of sixty (60) feet in height, excluding architectural projections, and have up to eight (8) tenant panels. Tenant panels do not have to be equal in size. The overall sign area shall not exceed six hundred and forty (640) square feet.

- B. Centers having an excess of one thousand (1,000) linear feet of freeway frontage may also be permitted to have freeway-oriented monument signs. The total number of freeway-oriented monument signs permitted shall be approved in conjunction with the comprehensive sign program for the center, which shall be proportional to the freeway frontage and the overall size of the center. The monument signs shall be limited to a maximum of ~~two (2)~~ five (5) tenant spaces per sign. The total message area of the monument sign shall not exceed ~~seventy (70)~~ 368 square feet and shall be set in an architectural base. The overall sign height ~~of the copy face on the monument sign~~ shall not exceed ~~fourteen (14)~~ thirty-four (34) feet, excluding architectural projections.

- C. Centers having an excess of one thousand (1,000) linear feet of freeway frontage are allowed to have one Project Identification Sign advertising only the name of the center and shall consist of individual channel letters. The sign may be internally or externally lighted and shall have an automatic dimmer during evening hours. The sign shall not exceed a height of 15 feet and a length of 105 feet.
- € D. All freeway-oriented signs shall incorporate the architectural elements of the center, and utilize channel letters. Internally illuminated “can signs” are not permitted. The locations of all freeway-oriented signage shall be determined in association with Precise Plan approval.