



Agenda Report

File #: 19-0593

AGENDA REPORT REQUEST FOR CITY COUNCIL ACTION

DATE: 7/17/2019

TO: Honorable Mayor and City Council Members

FROM: Community Development Department

SUBJECT:

Public Hearing for City Council consideration of Ordinance No. 3298, first reading of an Ordinance of the City of Corona, California for SPA2018-0003 an application to amend the signage development standards under Section 12.9.4(H) of the El Cerrito Specific Plan (SP91-02) to allow for new signage for the Crossings at Corona shopping center located at the northeast corner of Interstate 15 and Cajalco Road due to the physical changes of the property as a result of the Cajalco Road Interchange Improvement Project. (Applicant: Scott Thayer, Castle & Cooke Corona Crossings, LLC)

RECOMMENDED ACTION:

That the City Council:

1. Approve SPA2018-0003 as recommended by the Planning and Housing Commission.
2. Introduce by title only and waive full reading for consideration of Ordinance No. 3298, first reading of an ordinance approving an amendment to the El Cerrito Specific Plan (SP91-02) to allow for new signage for the Crossings at Corona shopping center located on the northeast corner of Cajalco Road and Interstate 15 due to the physical changes of the property as a result of the Interstate 15 and Cajalco Road Interchange Improvement Project. (SPA2018-0003)

ANALYSIS:

SPA2018-0003 is a proposal by Castle & Cooke to amend the sign regulations governing the Crossings at Corona shopping center located on the northeast corner of Interstate 15 and Cajalco Road to allow for taller and larger monument and pylon signs within the center. The regulations being amended are under Section 12.9.4(H) of the El Cerrito Specific Plan. The applicant is seeking the amendment because the signage at the subject site has been impacted visually by the recent construction associated with the I-15 & Cajalco Road Interchange Improvement Project. The interchange improvements include the reconstruction of the Cajalco Road bridge over Interstate 15, an elevated I-15 northbound onramp from Cajalco Road, and the widening of Cajalco Road within

this improvement area.

Background

At the time of construction of The Crossings shopping center a total of 13 freestanding signs (10 monuments and 3 pylons) were constructed along the site's west and south perimeters adjacent to Interstate 15 and Cajalco Road to capitalize on the center's location and visibility from Interstate 15 and immediate access from Cajalco Road. Originally, the shopping center had three 6-foot high monument signs and one 35-foot high pylon sign located along the property's Cajalco Road frontage and seven 14-foot high monument signs and two 60-foot high pylon signs located along the property's Interstate 15 frontage. Construction of the Cajalco Road Interchange Improvement project has since resulted in the removal of the three monument signs along Cajalco Road and seven monument signs and one pylon sign along the frontage facing I-15. Of the existing signs on the property, two signs are being protected in place which include one existing 60-foot high pylon sign along the site's freeway frontage and one existing 35-foot high pylon sign along the Cajalco Road frontage.

Proposed Specific Plan Amendment

To mitigate the physical impacts created by the I-15/Cajalco Road interchange improvement project, Castle & Cooke is proposing to amend the El Cerrito Specific Plan to accommodate a new freestanding signage program for The Crossings and replace signage visually and physically impacted by the interchange improvement project. The following summarizes the number of signs being replaced with new signage on the property.

Current Signage (Removed)				New Signage		
Location	Number	Height	# Tenant Panels Per Sign	Number	Height	# Tenant Panels Per Sign
Cajalco Rd.	3	6 feet	2	3	14	3
I-15	7	14 feet	2	3	33.5 feet	5
I-15	1	60 feet	6	1	92 feet (62 feet exposed at street grade)	6 + Electronic Panel

The applicant's proposal includes a sign program for the center which reflects the new signs described above. The architectural style of the new signs will resemble the same style of the current signs on the property. The change is mostly reflected in the size and height of the new signage. The I-15/Cajalco interchange improvements has resulted in the widening of Cajalco Road adjacent to the shopping center which caused the monument signs in this area to be removed, an increase in the grade elevation of the street as it approaches the bridge over the I-15 and northbound on-ramp, and new retaining walls that are approximately 12 feet high along the center's I-15 frontage which has blocked the view of the existing monument signs in this area. In total, 11 signs are being removed and being replaced with 7 monument signs that are taller to provide the same number of tenant spaces that were initially available on the previous signs. The new taller signs are capable of supporting additional tenant spaces so that there is a no net loss of advertisement space along the freeway.

The amendment also introduces new center identification signage in the form of horizontal freestanding channel letters. This new sign is being placed along the freeway frontage and has a length of 105 feet and height of 15 feet with the sign support structure; however, the height of the channel letters are only 8 feet. Smaller versions of this sign would also be allowed on the other street frontages adjacent to the center. Additionally, the applicant is adding an electronic message center board on the new 92-foot high freeway pylon sign. The message board is 12' x 26' and will be in conjunction with the 6 tenant spaces also provided on the sign. The electronic message board will advertise events at the center as well as tenants. Although the overall height of the sign is 92 feet only 62 feet of the sign will be visible from the street grade due to the rise in the elevation of the street as it approaches the new northbound on-ramp for I-15.

The Crossings shopping center is the only site within the El Cerrito Specific Plan area that will be affected by the amendment proposed under Section 12.9.4(H) as this code section applies only to properties that are in the CC (Commercial Center) District and the shopping center is currently the only site with this zoning.

The proposed amendment and sign program enhance the appearance of the commercial center and requires signage to use quality materials and be architecturally compatible with the center's buildings making it consistent with General Plan Policy 2.5.8 which is for the City to work with property owners and developers of freeway-oriented commercial centers to establish an urban design program for commercial centers to enhance their aesthetic quality, image, and "fit" with adjoining land uses.

COMMITTEE ACTION:

The Infrastructure Committee at its meeting on September 5, 2018 discussed the proposed amendment and new signage program. The Committee wanted to see the applicant make proper provisions in the amendment to facilitate the re-occupation of vacancies within the shopping center with quality users that might benefit from added visibility from the street. Overall, the Committee did not object to the new signage.

STRATEGIC PLAN:

Not applicable.

FISCAL IMPACT:

The applicant paid \$5,757.00 in application processing fees for the specific plan amendment.

ENVIRONMENTAL ANALYSIS:

Per Section 15061(b)(3) of the State Guidelines for the California Environmental Quality Act (CEQA), a Notice of Exemption has been prepared for the project because Section 15061(b)(3) states that a project is exempted from CEQA if the activity is covered by the *common sense exemption* that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This amendment is solely a

text revision and there is no possibility that adopting this Ordinance will have a significant effect on the environment. Additionally, the new signage as a result of this ordinance is replacing signage that already exists in the area.

PLANNING AND HOUSING COMMISSION ACTION:

At its meeting of June 10, 2019, the Planning and Housing Commission considered the subject matter and took the following action:

Motion was made, seconded (Siqueland/Shah) and carried unanimously with Vice Chair Jones absent, that the Planning and Housing Commission recommend approval of SPA2018-0003 to the City Council based on the findings contained in the staff report and conditions of approval. The minutes of the Planning and Housing Commission meeting are included as Exhibit 4.

PREPARED BY: JOANNE COLETTA, COMMUNITY DEVELOPMENT DEPARTMENT

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

REVIEWED BY: MICHELE NISSEN, ASSISTANT CITY MANAGER

SUBMITTED BY: MITCHELL LANSDELL, ACTING CITY MANAGER

Attachments:

1. City Ordinance No. 3298.
2. Locational and Zoning Map.
3. Planning and Housing Commission Staff Report.
4. Draft Minutes of the Planning and Housing Commission meeting of June 10, 2019.

ORDINANCE NO. 3298

AN ORDINANCE OF THE CITY OF CORONA, CALIFORNIA, APPROVING AN AMENDMENT TO THE EL CERRITO SPECIFIC PLAN (SP91-02) TO ALLOW FOR NEW SIGNAGE FOR THE CROSSINGS AT CORONA SHOPPING CENTER LOCATED ON THE NORTHEAST CORNER OF CAJALCO ROAD AND INTERSTATE 15 DUE TO THE PHYSICAL CHANGES TO THE PROPERTY AS A RESULT OF THE INTERSTATE-15 AND CAJALCO ROAD INTERCHANGE IMPROVEMENT PROJECT (SPA2018-0003)

WHEREAS, on June 10, 2019, the Planning and Housing Commission of the City of Corona (“Planning Commission”) recommended that the City Council of the City of Corona (“City Council”) approve SPA2018-0003 to amend the El Cerrito Specific Plan (SP91-02) to allow for new signage for the Crossings at Corona shopping center located on the northeast corner of Cajalco Road and Interstate 15 due to physical changes to the property as a result of the Interstate-15 and Cajalco Road Interchange Improvement Project (the “Amendment”); and

WHEREAS, the Planning Commission based its recommendation to adopt this Amendment on the findings set forth below, and

WHEREAS, on July 17, 2019, the City Council held a duly noticed public hearing at which all persons wishing to testify in connection with the Amendment were heard and the Amendment was comprehensively reviewed.

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

SECTION 1. CEQA Findings. As the decision-making body for this Amendment, the City Council has reviewed and considered the information contained in the preliminary exemption assessment and the administrative records for this Amendment, including all written and oral evidence. Based upon the facts and information contained in the administrative record, including all written and oral evidence presented to the City Council, the City Council finds this action 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 common sense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action is merely a text amendment to a specific plan to permit larger monument and pylon signs in the specific plan’s commercial zone designation only and there is no possibility that adopting this ordinance will

have a significant effect on the environment. Therefore, no environmental analysis is required, and staff will file a Notice of Exemption with the County of Riverside.

SECTION 2. Zoning Findings. Pursuant to Sections 17.53.090 and 17.53.100 of the Corona Municipal Code, Section 14.5 of the El Cerrito Specific Plan, and based on the entire record before the City Council, including all written and oral evidence presented to the City Council, the City Council hereby makes and adopts the following findings:

A. SPA2018-0003 systematically implements and is consistent with the General Plan for the following reasons:

(i) This Amendment is consistent with Policy 1.11.1 of the General Plan as it encourages having a comprehensive range of retail space, service, and other commercial uses in the City that provide goods and services to meet the diverse needs of Corona's residents and businesses in accordance with the applicable land use designations and design and development policies. The proposed signage as allowed by SPA2018-0003 will help promote the Crossings at Corona shopping center and attract a variety of quality commercial tenants to the center to meet and support the diverse needs of Corona's residents, visitors, and businesses. Overall, this Amendment will contribute to the economic health of the shopping center which in turn will contribute revenue to the City to fund essential services.

(ii) This Amendment is consistent with Policy 2.5.8 of the General Plan as it establishes a sign program that enhances the appearance of the commercial center and requires implementation of signage that uses quality materials and that is architecturally compatible with the center's buildings.

B. SPA2018-0003 provides for development of a comprehensively planned project that is superior to development otherwise allowed under the conventional zoning classifications for the following reason:

(i) This Amendment provides design standards in the Commercial Center District of the El Cerrito Specific Plan which will enable the Crossings at Corona shopping center to have proper freeway-oriented identification and adequate visibility from the adjacent roadway and freeway, which could not occur otherwise under the current commercial land use sign regulations.

C. SPA2018-0003 provides for the construction, improvement, or extension of transportation facilities, public utilities and public services required by the long-term needs of the project and/or other area residents, and complements the orderly development of the City beyond the project's boundaries for the following reason:

(i) This Amendment is a specific plan text change only to allow for new signage construction within an existing commercial shopping center and does not affect the infrastructure provisions established within the General Plan or the El Cerrito Specific Plan.

D. SPA2018-0003 provides for the appropriate orientation and relationship between land uses within and adjacent to the project for the following reason:

(i) This Amendment provides advertisement opportunity for freeway frontage properties in the Commercial Center District of the El Cerrito Specific Plan in a manner that is compatible and in scale with other properties having freeway-oriented pylon signs along the Interstate 15 corridor.

E. SPA2018-0003 meets the findings of Section 14.5 of the El Cerrito Specific Plan for the following reasons:

(i) This Amendment is consistent with the General Plan because it encourages having a comprehensive range of retail service and other commercial uses in the City that provides goods and services to meet the diverse needs of Corona's residents and businesses in accordance with the applicable land use designations and design and development policies.

(ii) This Amendment is consistent with the intent of the El Cerrito Specific Plan because the Amendment will encourage and facilitate attractive and viable commercial uses along Cajalco Road and Temescal Canyon Road and will serve the community and create a more economically balanced community with the potential for employment.

(iii) This Amendment does not conflict with the Pre-annexation Policy for El Cerrito as set out in Section 2.3 of SP91-02 as the Amendment is strictly a text revision to signage standards for the sole commercial development located within the Commercial Center District.

(iv) This Amendment will allow for new signage construction within an existing commercial shopping center and will not impact circulation to, from and within the El Cerrito Specific Plan area.

(v) This Amendment will allow for new signage construction within an existing commercial shopping center and will not impact public service levels within the El Cerrito Specific Plan area.

(vi) This Amendment will allow for new signage construction within an existing commercial shopping center and will not disrupt or deplete the public and private open space system.

(vii) This Amendment is compatible with the surrounding designations, will not create future land use incompatibilities, and provides adequate buffers. The signs proposed by SPA2018-0003 are appropriate for a regional shopping center which serves multiple communities within and outside of Corona. Furthermore, the signs are proportionate and to scale with the size of the property.

(viii) This Amendment will allow for new signage construction within an existing commercial shopping center and does not constitute a land use amendment attempting to convert commercial or industrial designations to residential uses.

(viii) This Amendment only affects signage for an existing shopping center located within the Commercial Center District of the El Cerrito Specific Plan and does not jeopardize the City's ability to levy sufficient special taxes on the subject property to pay debt service on the outstanding bonds for Community Facilities District No. 2002-4 or alter the security for the payment of principal and interest on the outstanding bonds for Community Facilities District No. 2002-4.

SECTION 3. Approval of the Amendment (SPA2018-0003). The Amendment to the El Cerrito Specific Plan (SPA2018-0003) is hereby approved. The text and exhibits of the El Cerrito Specific Plan (SP91-02) is hereby amended as shown in Exhibit "A" attached to this Ordinance and incorporated herein by reference.

SECTION 4. Custodian of Records. The documents and materials that constitute the record of proceedings on which these findings are based are located at City Hall for the City of Corona, located at 400 S. Vicentia Avenue, Corona, California. Joanne Coletta, Community Development Director, is the custodian of the record of proceedings.

SECTION 5. Effective Date of Ordinance. 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 in the City of Corona. This Ordinance shall take effect and be in force on the 30th day after its adoption.

ADOPTED this 7th day of August, 2019.

Mayor, City of Corona, California

ATTEST:

City Clerk, City of Corona, California

CERTIFICATION

I, SYLVIA EDWARDS, City 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 17th day of July, 2019, and thereafter at a regular meeting held on the 7th day of August, 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 7th day of August, 2019.

City Clerk of the City of Corona,
California

EXHIBIT “A”
**AMENDMENT TO THE
TEXT AND EXHIBITS OF THE
EL CERRITO STREET SPECIFIC PLAN**

(SEE ATTACHED 4 PAGES)

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 may include freestanding channel letters, ~~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 prominent street corners or along a center's street frontage, ~~at the primary access drives to a center in the CC District, and at prominent street corners.~~ The colors of the sign shall be consistent with the colors used on the center's other signage. The number and locations of these signs shall be allowed as approved in the Comprehensive Sign Program. ~~(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).~~

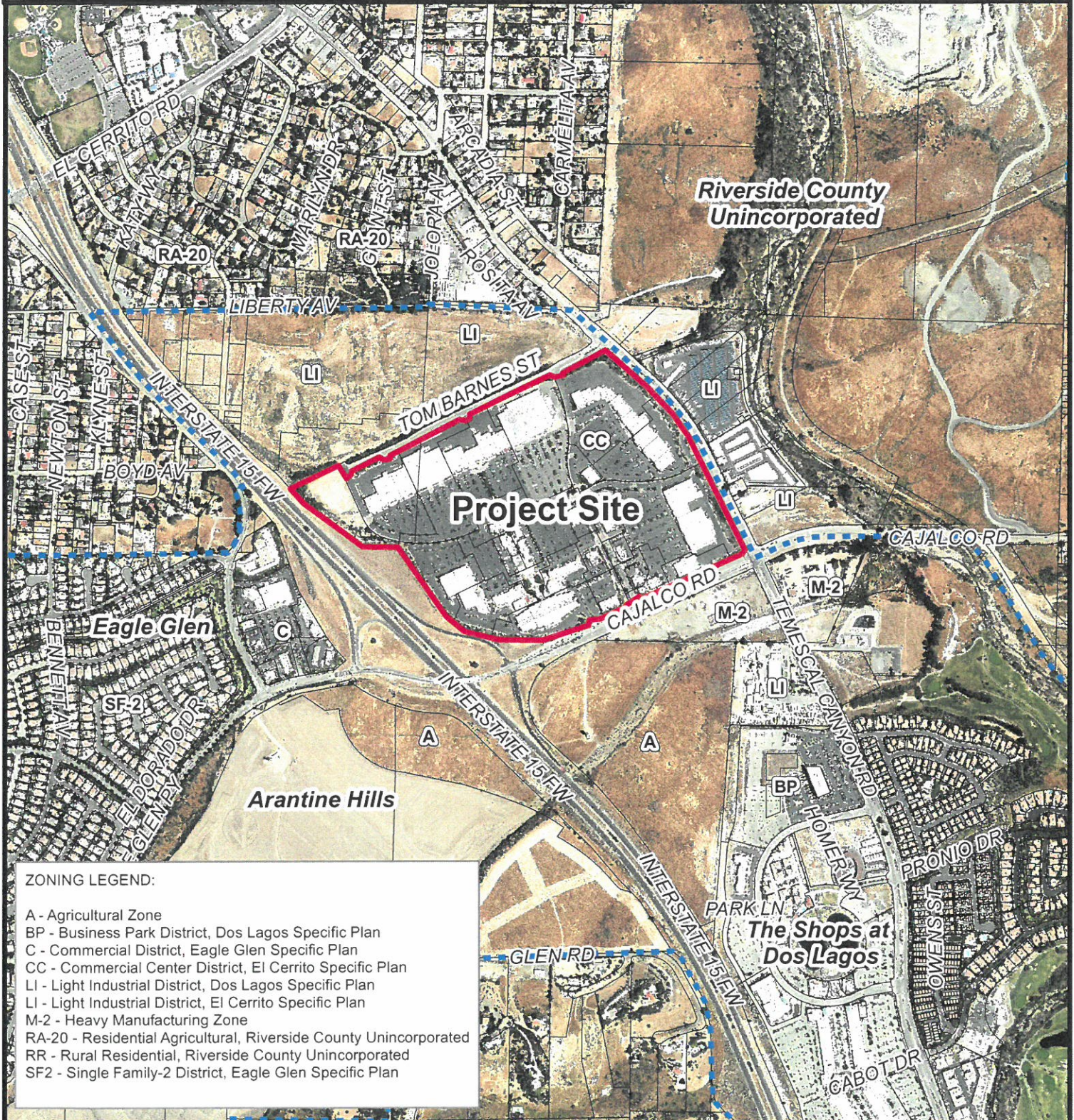
1. One freeway pylon sign may be constructed adjacent to the I-15 northbound onramp. The sign may be constructed up to a height of 92 feet, excluding architectural projections, and may have up to seven (7) tenant panels. Tenant panels do not have to be equal in size. An electronic message board may be 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. The color of the sign shall be consistent with the colors used on the center's other signage.
- € 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.

LOCATIONAL & ZONING MAP



Date: 06/04/2019

SPA2018-0003
(Castle & Cooke)



EXHIBIT 2



Agenda Report

File #: 19-0552

**PLANNING AND HOUSING COMMISSION
STAFF REPORT**

DATE: 6/10/2019

TO: Honorable Chair and Commissioners

FROM: Community Development Department

APPLICATION REQUEST:

SPA2018-0003: Proposal to amend the signage development standards under Section 12.9.4(H) of the El Cerrito Specific Plan (SP91-01) to allow for new signage for the Crossings at Corona shopping center located at the northeast corner of Interstate 15 and Cajalco Road due to the physical changes of the property resulting from the Cajalco Road Interchange Improvement Project (Applicant: Scott Thayer, Castle & Cooke Corona Crossings, LLC).

RECOMMENDED ACTION:

That the Planning and Housing Commission recommend **APPROVAL of SPA2018-0003** to the City Council, based on the findings contained in the staff report and conditions of approval.

PROJECT SITE SUMMARY

Area of Property: 113.5 acres

Existing Zoning: CC (Commercial Center), El Cerrito Specific Plan (SP91-01)

Existing General Plan: GG (General Commercial)

Existing Land Use: Commercial Center

Surrounding Zoning/Land Uses:

N: Light Industrial designation of the El Cerrito Specific Plan / Vacant land.

E: Self-storage facility, RV storage facility, and vacant land located within unincorporated Riverside County.

S: Agricultural zone / Vacant land.

W: Interstate 15 with a shopping center west of Interstate 15 / Commercial designation of the Eagle Glen Specific Plan.

BACKGROUND

SPA2018-0003 is a proposal by Castle & Cooke to amend the sign regulations governing the Crossings at Corona shopping center located on the northeast corner of Interstate 15 and Cajalco Road to allow for taller and larger monument and pylon signs within the center. The regulations being amended are under Section 12.9.4(H) of the El Cerrito Specific Plan. The applicant is seeking

the amendment because the signage at the subject site has been impacted visually by the recent construction associate with the I-15 & Cajalco Road Interchange Improvement Project. The interchange improvements include the reconstruction of the Cajalco Road overpass over Interstate 15, an elevated I-15 northbound onramp from Cajalco Road, and the widening of Cajalco Road within this improvement area.

The shopping center originally had a total of 13 freestanding signs (10 monuments and 3 pylons) constructed along the site's west and south perimeters adjacent to I-15 and Cajalco Road, respectively. Three six-foot high monument signs located along Cajalco Road were recently removed due to the widening of Cajalco Road. Seven 14-foot high monument signs and one 60-foot high pylon sign located along the freeway will need to be removed because their visibility to freeway motorists will be significantly impaired by the new Cajalco overpass and onramp. Two signs are being protected in place which include one existing 60-foot high pylon sign along the site's freeway frontage and one existing 35-foot high pylon sign along the Cajalco frontage.

In order to mitigate the impacts created by the freeway improvements, Castle & Cooke is proposing to construct the following replacement signs:

- Three (3) 14-foot high monument signs along Cajalco Road to replace the three (3) previous six-foot high monument signs that were removed.
- Three (3) 33.5-foot high monument signs along Interstate 15 to replace the seven (7) 14-foot high monument signs that are planned for removal.
- One (1) 92-foot high pylon sign adjacent to the new onramp to replace the 60-foot high pylon sign that is planned for removal.

The site plan in Exhibit C depicts the locations of the existing and proposed signs along Cajalco Road and Interstate 15. In total, 11 existing signs have been or will be impacted by the improvements. These will be replaced by seven (7) taller and larger signs. The proposed height, size, and number of tenants for the signs are being addressed by the specific plan amendment in Exhibit A. The applicant's proposal includes a sign program for the center which reflects the new signs described above. The amendment and corresponding sign program are discussed in further detail under the section **Proposed Specific Plan Amendment**.

The Crossings shopping center is the only site within the El Cerrito Specific Plan area that will be affected by the amendment proposed under Section 12.9.4(H) as this code section applies only to properties that are in the CC (Commercial Center) District and the shopping center is currently the only site with this zoning.

The amendment and sign program were initially discussed at the Infrastructure Committee meeting on September 5, 2018. The Committee wanted to see the applicant make proper provisions in the amendment to facilitate the re-occupation of vacancies within the shopping center with quality users that might benefit from added visibility from the street. Overall, the Committee did not object the new signage.

Castle & Cooke formally submitted the specific plan amendment application to the city on October 2, 2018. The application was reviewed by city staff at the Project and Environmental Review Committee meeting on October 25, 2018 where staff determined the application materials to be incomplete. The applicant over time submitted the required materials to staff with the application

finally considered complete on May 24, 2019, and cleared for public hearing before the Planning and Housing Commission on June 10, 2019.

PROPOSED SPECIFIC PLAN AMENDMENT

Section 12.9.4(H) is being amended as shown Exhibit A. New text is shown in red and underline, and existing text to be deleted is shown in strikethrough. The following describes the changes to the sign regulations for the CC District:

12.9.4(H)(5) Blade Signs

The current sign regulations allow blade signs which identify the name of the tenant to be installed under the building canopy and project 3.5 from the building face. This code section is being revised to allow blade signs to project no more than 4 feet from a building face.

12.9.4(H)(7) Monument Signs

The current sign regulations allow two types of monument signs to be installed within a commercial center - Project Identification Monument Signs and Tenant Identification Monument Signs (to be renamed Multi-Tenant Monument Signs). Project Identification Monuments Signs are allowed to advertise only the name of the center while Multi-Tenant Monument Signs are allowed to advertise tenant names. Changes are proposed to the height, length, and allowable locations for Project Identification Monument Signs. Page 13 of Exhibit J (Crossings sign program) shows three Project Identification Monuments Signs are being proposed at three different locations along the site's east perimeter adjacent to Temescal Canyon Street. Pages 27-28 of Exhibit J conceptually depict the proposed design of the sign.

Changes are also proposed to Multi-Tenant Monument Signs with respect to height, sign area, and the number of tenants that can be advertised on each sign. Two Multi-Tenant Monument Signs are proposed along the site's Cajalco Road frontage to replace the three monument signs that were removed as a result of Cajalco Road being widened. The design of the sign is depicted on page 26 of Exhibit J. Exhibit D provides a cross-section view of Cajalco Road with the existing and new monument signs. The table below summarizes the changes to both types of monument signs.

	Current Sign Regulations			Proposed Sign Regulations		
	Height	Maximum Signage Area	Number of Tenant Panels	Height	Maximum Signage Area	Number of Tenant Panels
Project Identification Monument Signs	6 ft	None, but shall not exceed 15 ft in length	N/A (center name only)	7.5 ft	None, but shall not exceed 20 ft in length	N/A (center name only)
Multi-Tenant Identification Monument Signs	5 ft	27 sq. ft.	2	14 ft	85 sq. ft.	3

12.9.4(H)(8) Project Entrance Pylon Signs

The current sign regulations allow one 35-foot high Project Entrance Pylon Sign with up to 6 tenant names to be installed at the main entrance of a commercial center. The Crossings shopping center currently has this type of pylon sign east of the main entrance on Cajalco Road as shown on the site plan in Exhibit C. The revision under this code section proposes to allow 7 tenants to be advertised on the sign instead of 6. However, there is no proposal to increase the sign area of the sign because the existing sign has two larger panels that can accommodate two tenant names each as shown on page 24 of Exhibit J.

12.9.4(H)(9) Freeway Oriented Signs

The current regulations allow commercial centers that have freeway frontage to have up to two 60-foot high freeway-oriented pylon signs. Each sign is currently allowed to advertise up to 8 tenants. The Crossings center currently has two 60-foot high pylon signs along the site's west perimeter adjacent to Interstate 15. One is located on the north end of the west perimeter and the other is located on the south end near the northbound onramp. Due to the new Cajalco overpass and raised onramp, the south pylon sign will be visually impacted from the viewshed of the northbound freeway lanes and, as such, will need to be removed. Exhibit E depicts the motorists' line of sight from the northbound freeway lanes with the raised onramp.

The revisions under this code section propose to allow for a 92-foot high pylon sign to be constructed adjacent to the onramp. This sign would replace the existing 60-foot sign. The new sign would be allowed to have up to 7 tenants plus a 12' x 26' electronic message board. A total sign area of 870 square feet, which includes the electronic message board, is proposed. Exhibit F provides a cross-section view of the 92-foot high sign next to the onramp retaining wall. This section of the retaining wall is 19 feet high; however, the wall increases up to 26 feet high at its highest point. As shown on page 23 of Exhibit J, only the upper 62 feet of the pylon sign will be visible from street view as the bottom 30-foot portion contains the structural support which will be behind the retaining wall and will not be visible from the street or freeway. Therefore, the height of the sign from the finish grade of the street is 62 feet.

The north pylon will remain on the property as this sign will not be impacted by the freeway improvements (Exhibit J, page 21). However, the maximum allowable sign area in the sign regulations for this particular sign is being revised from 300 to 640 square feet to accurately reflect the total sign area of all 6 panels on the sign. When the sign was originally permitted, the sign area was calculated based on the combined area of the tenant names (sign copy) and not the size of the panels (sign copy area), which allowed the sign to be within the 300 square foot maximum allowable sign area under the current regulations. In order to be consistent with the new sign program which is calculating the sign area for the new signs based on the size of the panels, the applicant is simply correcting the maximum allowable square footage in the sign regulations for the existing sign. No physical changes are proposed to the sign.

The revisions also propose to install a Project Identification Sign along the freeway as shown on page 26 of Exhibit J. The sign is comprised of only the name of the shopping center designed as individual channel letters that will be lit by LED uplights. The letters are 8 feet in height and will be mounted on a steel structure which will give the sign an overall height of approximately 15 feet. The overall length of the sign is 105 feet. A cross-section view of the freeway with the sign is shown in

Exhibit I.

The applicant has prepared photosimulations of the proposed signs which are attached as Exhibit K. The conditions of approval in Exhibit B ensure that the applicant obtain a permit for all new signs which will be reviewed by the respective city departments prior to issuance of a permit. Also, the new signs are required to be equipped with a dimmer for nighttime hours.

ENVIRONMENTAL ANALYSIS

Per Section 15061(b)(3) of the State Guidelines for the California Environmental Quality Act (CEQA), a Notice of Exemption has been prepared for the project because Section 15061(b)(3) states that a project is exempted from CEQA if the activity is covered by the *common sense exemption* that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This amendment is solely a text revision and there is no possibility that adopting this Ordinance will have a significant effect on the environment. The Notice of Exemption is attached as Exhibit M.

FISCAL IMPACT

The applicant paid \$5,757.00 in application processing fees for the specific plan amendment.

PUBLIC NOTICE AND COMMENTS

A 10-day public notice was mailed to all property owners within a 500-foot radius of the project site, as well as advertised in the Sentinel Weekly News and posted at the project site. As of the preparation of this report, the Community Development Department has not received any response from the public regarding the proposal.

STAFF ANALYSIS

The specific plan amendment is being proposed as a result of construction associated with the I-15 and Cajalco Road interchange that has directly impacted the visibility of the signage for the Crossings shopping center. A total of 11 monument and pylon signs located along the site's west and south perimeters adjacent to Interstate 15 and Cajalco Road, respectively, have been or will need to be removed. Although the applicant's amendment and corresponding sign program propose taller signs with larger square footages for the sign area for these frontages, the applicant is reducing the number of signs and consolidating the number of tenant panels. The amendment would enable the applicant to identify and provide adequate visibility for the businesses within the shopping center with signage that is appropriate for its location and proportionate to the size of the property.

The amendment would only affect the subject shopping center as there are no other commercial properties within the El Cerrito Specific Plan area that are zoned Commercial Center District. Finally, the applicant's proposal would contribute to the city's economy by promoting the businesses within the shopping center while at the same time attract new businesses to the center. Therefore, based on the following findings and conditions of approval attached as Exhibit B, SPA2018-0003 is recommended for approval.

FINDINGS OF APPROVAL FOR SPA2018-0003

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 SPA2018-

0003 is strictly a text amendment to the El Cerrito Specific Plan. Per Section 15061(b)(3) of the State Guidelines for the California Environmental Quality Act (CEQA), a project is exempted from CEQA if the activity is covered by the *common sense exemption* that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.

2. The proposed amendment is consistent with the General Plan for the following reasons:
 - a. *General Plan Policy 1.11.1 encourages having a comprehensive range of retail, service, and other commercial uses in the city that provide goods and services to meet the diverse needs of Corona's residents and businesses, in accordance with the applicable land use plan's designations and design and development policies. The proposed signage as allowed by SPA2018-0003 will help promote the Crossings shopping center and attract a variety of quality commercial tenants to the center to meet and support the diverse needs of Corona's residents, visitors, and businesses. Overall, the amendment would contribute to the economic health of the shopping center which in turn would contribute revenue to the city to fund essential services.*
 - b. *General Plan Policy 2.5.8 is for the City to work with property owners and developers of freeway-oriented commercial centers to establish an urban design program for commercial centers to enhance their aesthetic quality, image, and "fit" with adjoining land uses. Elements of the program may include site and entry identification by signage, landscape, or lighting, extensive on-site landscape, public art, improvements of abutting public streetscapes, and other amenities. The proposed amendment and sign program enhance the appearance of the commercial center and requires signage to use quality materials and be architecturally compatible with the center's buildings.*
3. The proposed amendment is consistent with the intent of the El Cerrito Specific Plan for the following reasons:
 - a. *The amendment will help encourage and retain attractive and viable commercial uses along Temescal Canyon Road that will serve the community and create a more economically balanced community with the potential for employment.*
 - b. *The amendment will not result in any impacts to wildlife habitat, open space land, historic sites, sensitive species, or scenic locations because the project site is already developed and the new signage simply replaces signage that previously existed on the property.*
4. The proposed amendment does not conflict with the Pre-annexation Policy for the El Cerrito community as set out in Section 2.3 of the El Cerrito Specific Plan because the amendment is strictly a text revision to the signage standards for commercial developments located within the Commercial Center District.
5. The proposed amendment will not impact the circulation to, from, and within the El Cerrito area because all signage as allowed by SPA2018-0003 for the Commercial Center District will be constructed onsite and will be located in a manner that would not impair the visibility of

drivers.

6. The proposed amendment will allow for new signage to be constructed within an existing shopping center which will not disrupt or deplete public and private open space.
7. The proposed amendment is compatible with the surrounding designations, will not create future land use incompatibilities and provides adequate buffers. The signs proposed by SPA2018-0003 are appropriate for the regional shopping center which serves multiple communities within and outside of Corona. Furthermore, the signs are proportionate and to scale with the size of the property.
8. The proposed amendment only affects signage for an existing shopping center located within the Commercial Center District of the El Cerrito Specific Plan and does not jeopardize the city's ability to levy sufficient special taxes on the subject property to pay debt service on the outstanding bonds for Community Facilities District No. 2002-4 or alter the security for the payment of principal and interest on the outstanding bonds for Community Facilities District No. 2002-4.

PREPARED BY: SANDRA YANG, SENIOR PLANNER

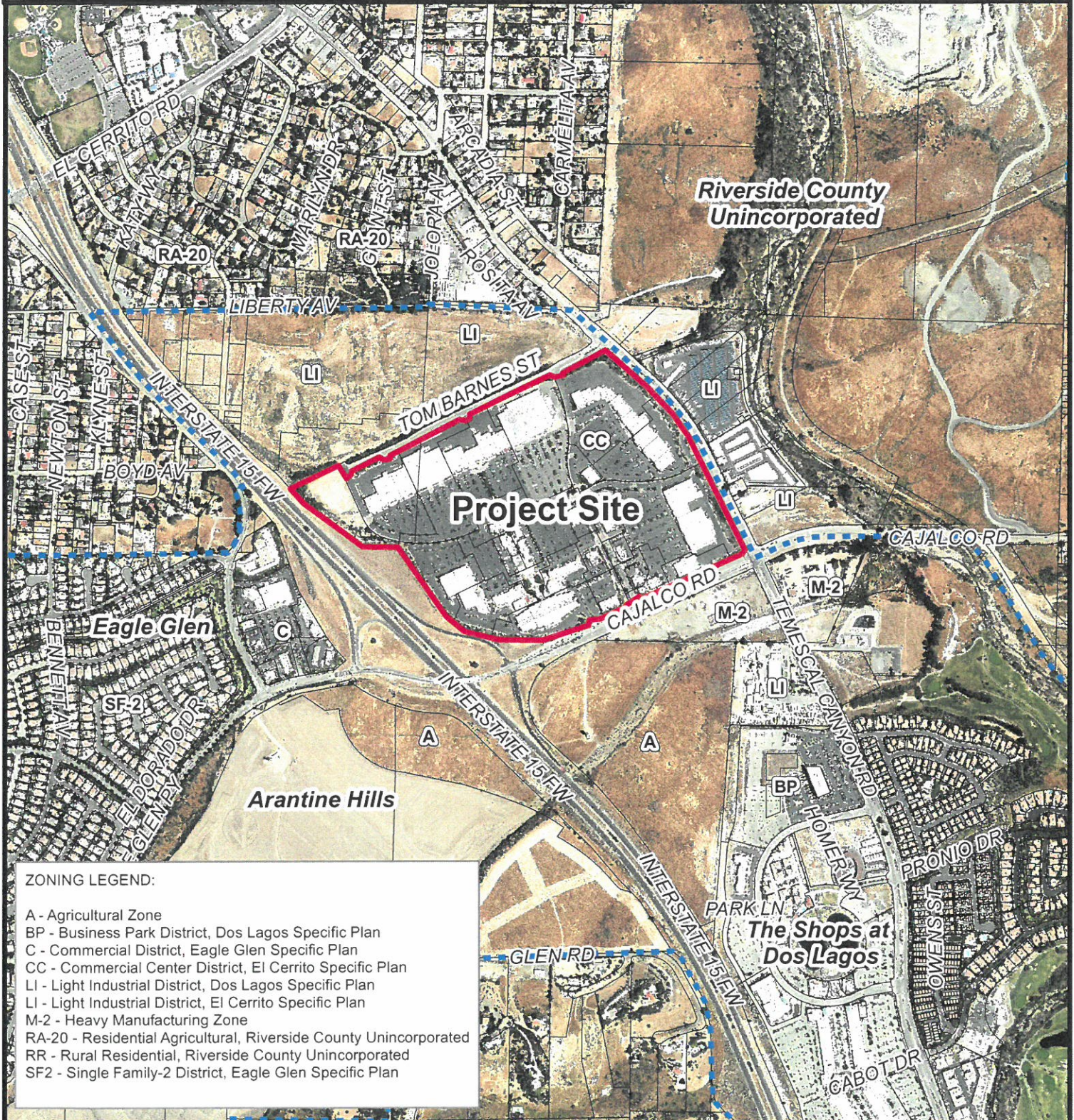
SUBMITTED BY: JOANNE COLETTA, COMMUNITY DEVELOPMENT DIRECTOR

EXHIBITS

1. Locational and Zoning Map.
2. Exhibit A - Proposed Amendment to Section 12.9.4(H)(9) of the El Cerrito S.P.
3. Exhibit B - Conditions of Approval.
4. Exhibit C - Crossings Freeway Signage Replacement Plan.
5. Exhibit D - Cross-section of Cajalco Road with new 14-foot high monument signs.
6. Exhibit E - Cross-sections of I-15 northbound onramp with existing 60-foot pylon sign to be removed.
7. Exhibit F - Cross-section of Cajalco Road/I-15 northbound onramp with new 92-foot high freeway-oriented pylon sign.
8. Exhibit G - Cross-section of I-15 northbound onramp with existing 14-foot high monument signs to be removed.
9. Exhibit H - Cross-section of I-15 northbound onramp with new 33.5-foot high monument signs.
10. Exhibit I - Cross-section of I-15 northbound onramp with new project identification sign (up-lit individual letters).
11. Exhibit J - New Sign Program for the Crossings at Corona shopping center.
12. Exhibit K - Photosimulations of signs.
13. Exhibit L - Applicant's letter dated April 4, 2019, requesting the specific plan amendment.
14. Exhibit M - Environmental Document.

Case Planner: Sandra Yang (951) 736-2262

LOCATIONAL & ZONING MAP



Date: 06/04/2019

SPA2018-0003
(Castle & Cooke)



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 may include freestanding channel letters, ~~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 prominent street corners or along a center's street frontage. ~~at the primary access drives to a center in the CC District, and at prominent street corners.~~ The colors of the sign shall be consistent with the colors used on the center's other signage. The number and locations of these signs shall be allowed as approved in the Comprehensive Sign Program. ~~(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. The color of the sign shall be consistent with the colors used on the center's other signage.
- € 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.



Project Conditions

City of Corona

Project Number: SPA2018-0003

Description: AMEND SIGNS FOR CROSSINGS CENTER DUE TO I-15 CONSTRUCTION.

Applied: 10/2/2018

Approved:

Site Address: Crossings at Corona shopping center CORONA, CA 92881

Closed:

Expired:

Status: RECEIVED

**Applicant: CASTLE & COOKE CORONA CROSSINGS, LLC
10000 STOCKDALE HIGHWAY BAKERSFIELD CA, 93311**

Parent Project:

Details: MINOR SPA FOR MODIFICATIONS TO SIGNAGE AND LOCATIONS

LIST OF CONDITIONS	
DEPARTMENT	CONTACT
BUILDING	
1. BUILDING DEPARTMENT CONDITIONS APPLICABLE AT THE TIME OF PERMIT APPLICATION: 1) Planning approval will be required for over the counter sign permits (Public works approval may be required for some signs) 2) Monument, pole, and any other type of structural signs will require plans and calculations submitted for plan check. The plans will be routed to Planning and Public works for plan check.	
PLANNING	Sandra Yang
1. The project shall comply with all applicable requirements of the Corona Municipal Code (CMC) and ordinances and the relevant Specific Plan, if any, including the payment of all required fees. 2. To the fullest extent permitted by law, the applicant shall defend, indemnify and hold the City of Corona and its directors, officials, officers, employees, volunteers and agents free and harmless from any and all claims, demands, causes of action, proceedings, costs, expenses, liabilities, losses, damages or injuries of any kind, in law or equity, in any manner arising out of, pertaining to, or incident to any attack against or attempt to challenge, set aside, void or annul any approval, decision or other action of the City of Corona, whether such approval, decision or other action was by its City Council, Planning and Housing Commission or other board, director, official, officer, employee, volunteer or agent. To the extent that Government Code Section 66474.9 applies, the City will promptly notify the applicant of any claim, action or proceeding made known to the City to which Government Code Section 66474.9 applies and the City will fully cooperate in the defense. The Applicant's obligations hereunder shall include, without limitation, the payment of any and all damages, consultant and expert fees, and attorney's fees and other related costs and expenses. The City shall have the right to retain such legal counsel as the City deems necessary and appropriate. 3. Nothing herein shall be construed to require City to defend any attack against or attempt to challenge, set aside, void or annul any such City approval, decision or other action. If at any time Applicant chooses not to defend (or continue to defend) any attack against or attempt to challenge, set aside, void or annul any such City approval, decision or other action, the City may choose, in its sole discretion, to defend or not defend any such action. In the event that the City decides not to defend or continue the defense, Applicant shall be obligated to reimburse City for any and all costs, fees, penalties or damages associated with dismissing the action or proceeding. If at any time both the Applicant and the City choose not to defend (or continue to defend) any action noted herein, all subject City approvals, decisions or other actions shall be null and void. The Applicant shall be required to enter into any reimbursement agreement deemed necessary by the City to effectuate the terms of this condition. 4. Applicant shall obtain a sign permit from the Community Development Department and a building permit from the Building Department prior to construction of the signs. 5. All new parcel identification signs (monuments and pylons) shall be equipped with dimmers for nighttime hours. 6. The specific plan amendment shall include language that will allow project identification monument signs to be placed along a center's street frontage. [Added by Planning and Housing Commission on June 10, 2019.]	



Project Conditions

City of Corona

PUBLIC WORKS

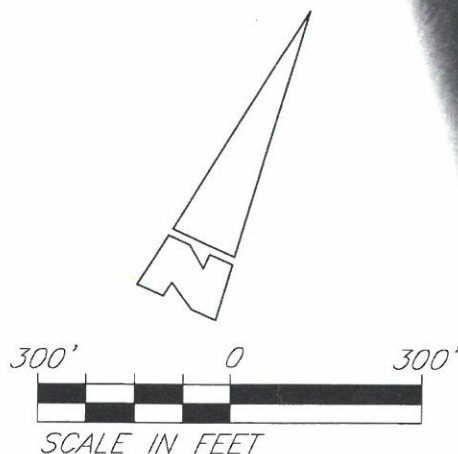
Michele Hindersinn

1. The Public Works and the Departments of Water and Power, Maintenance and Parks and Landscaping Conditions of Approval for the subject application and shall be completed at no cost to any government agency. All questions regarding the intent of the conditions shall be referred to the Public Works Department Land Development Section. Should a conflict arise between City of Corona standards and design criteria and any other standards and design criteria, City of Corona standards and design criteria shall prevail.
2. Prior to issuance of a building permit, the applicant shall demonstrate to the satisfaction of the Public Works Director that the proposed project will not unreasonably interfere with the use of any easement holder of the property.
3. The submitted site plan shall correctly show all existing easements, traveled ways, and drainage courses. Any omission or misrepresentation of these documents may require said site plan to be resubmitted for further consideration.
4. The developer shall monitor, supervise and control all construction and construction related activities to prevent them from causing a public nuisance including, but not limited to, insuring strict adherence to the following:
 - (a) Removal of dirt, debris or other construction material deposited on any public street no later than the end of each working day.
 - (b) Construction operations, including building related activities and deliveries, shall be restricted to Monday through Saturday from 7:00 a.m. to 8:00 p.m., excluding holidays, and from 10:00 a.m. to 6:00 p.m. on Sundays and holidays, in accordance with City Municipal Code 15.04.060, unless otherwise extended or shortened by the Public Works Director or Building Official.
 - (c) The construction site shall accommodate the parking of all motor vehicles used by persons working at or providing deliveries to the site.

Violation of any condition or restriction or prohibition set forth in these conditions shall subject the owner, applicant, developer or contractor(s) to remedies as noted in the City Municipal Code. In addition, the Public Works Director or Building Official may suspend all construction related activities for violation of any condition, restriction or prohibition set forth in these conditions until such time as it has been determined that all operations and activities are in conformance with these conditions.

5. Prior to issuance of a sign permit, the applicant shall provide line of sight analysis demonstrating the signs will not impact the line of sight along Cajalco Road.

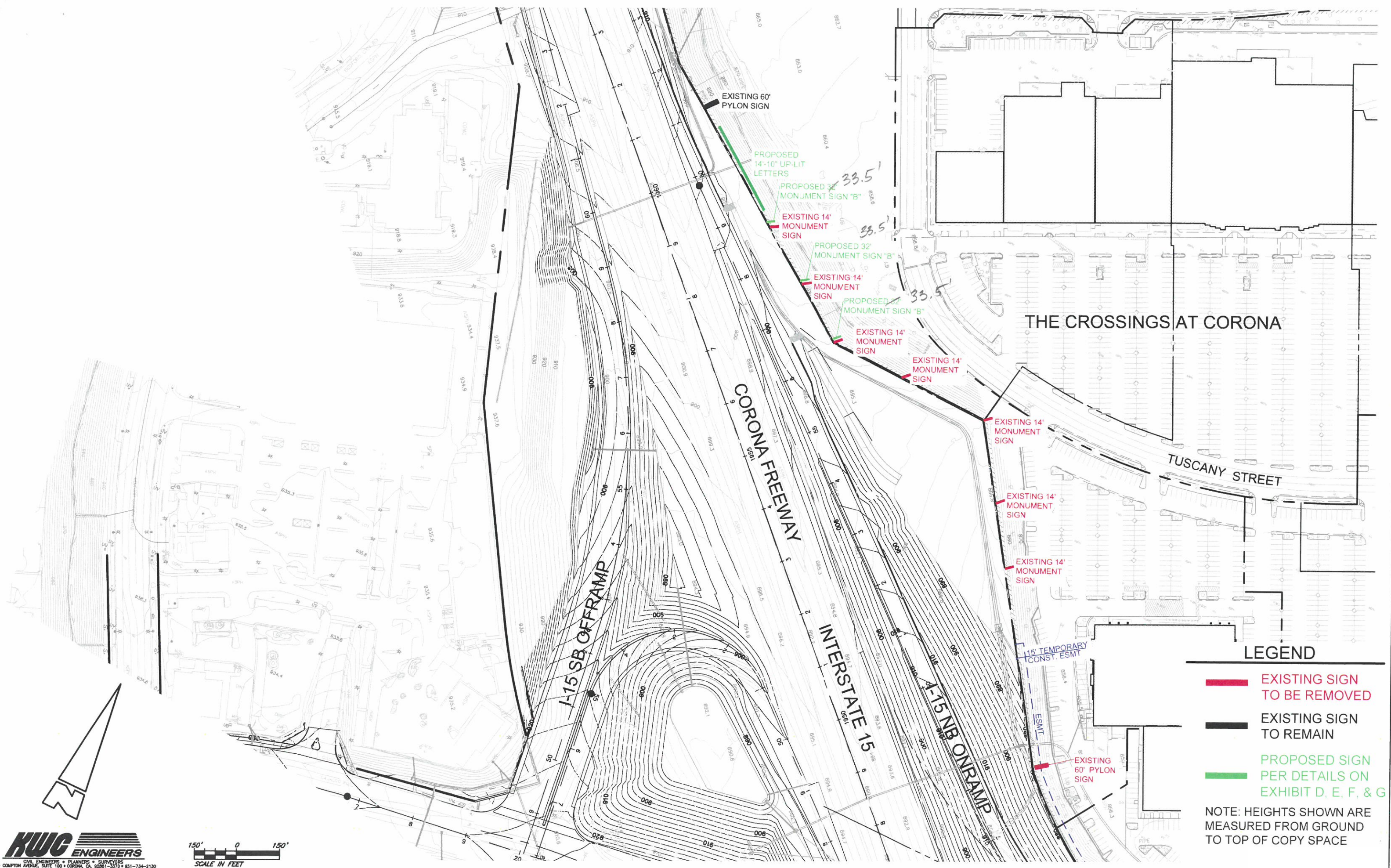
THE CROSSINGS AT CORONA I-15 FREEWAY SIGNAGE REPLACEMENT

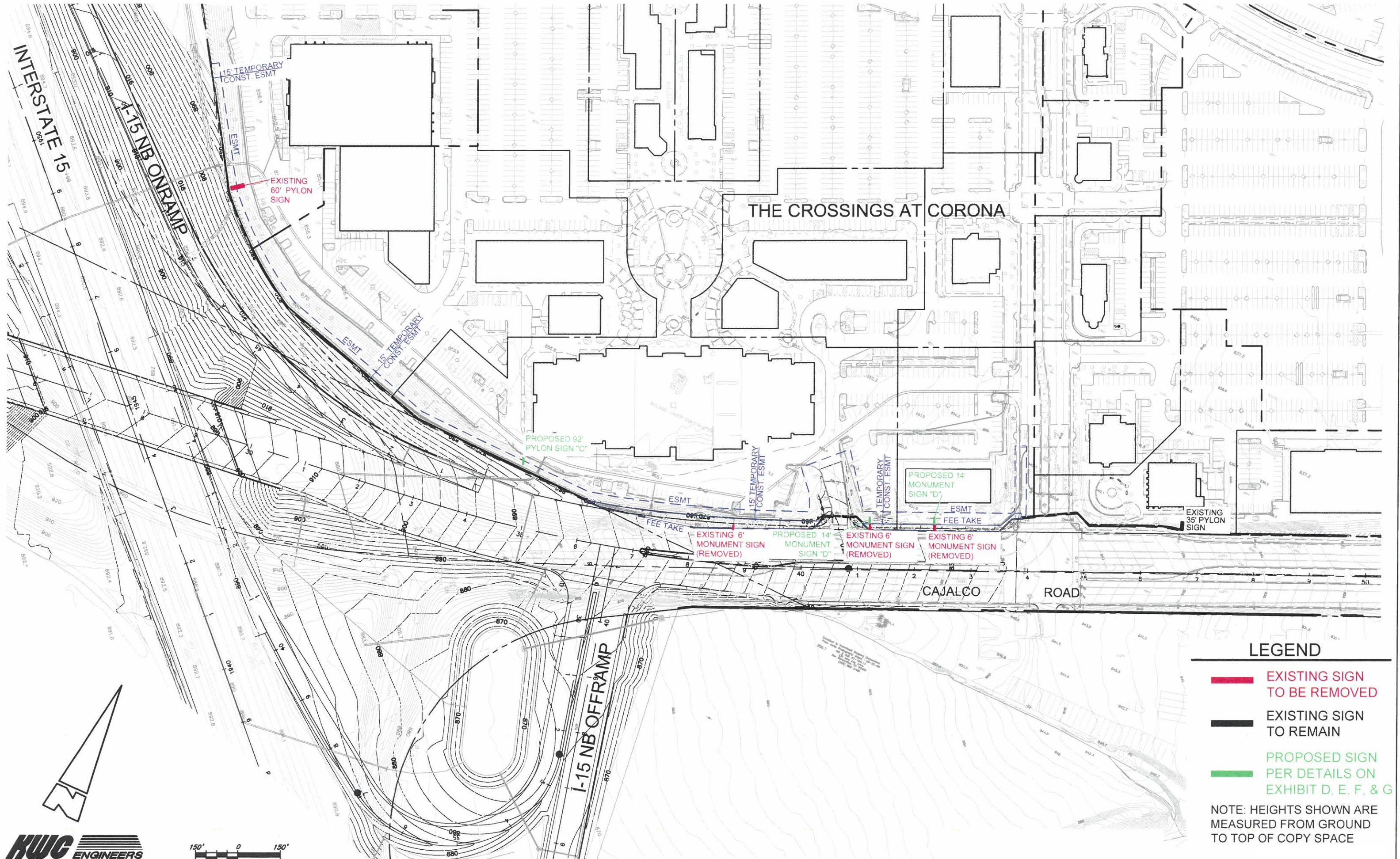


NOTE: HEIGHTS SHOWN ARE MEASURED FROM GROUND TO TOP OF COPY SPACE

EXHIBIT C

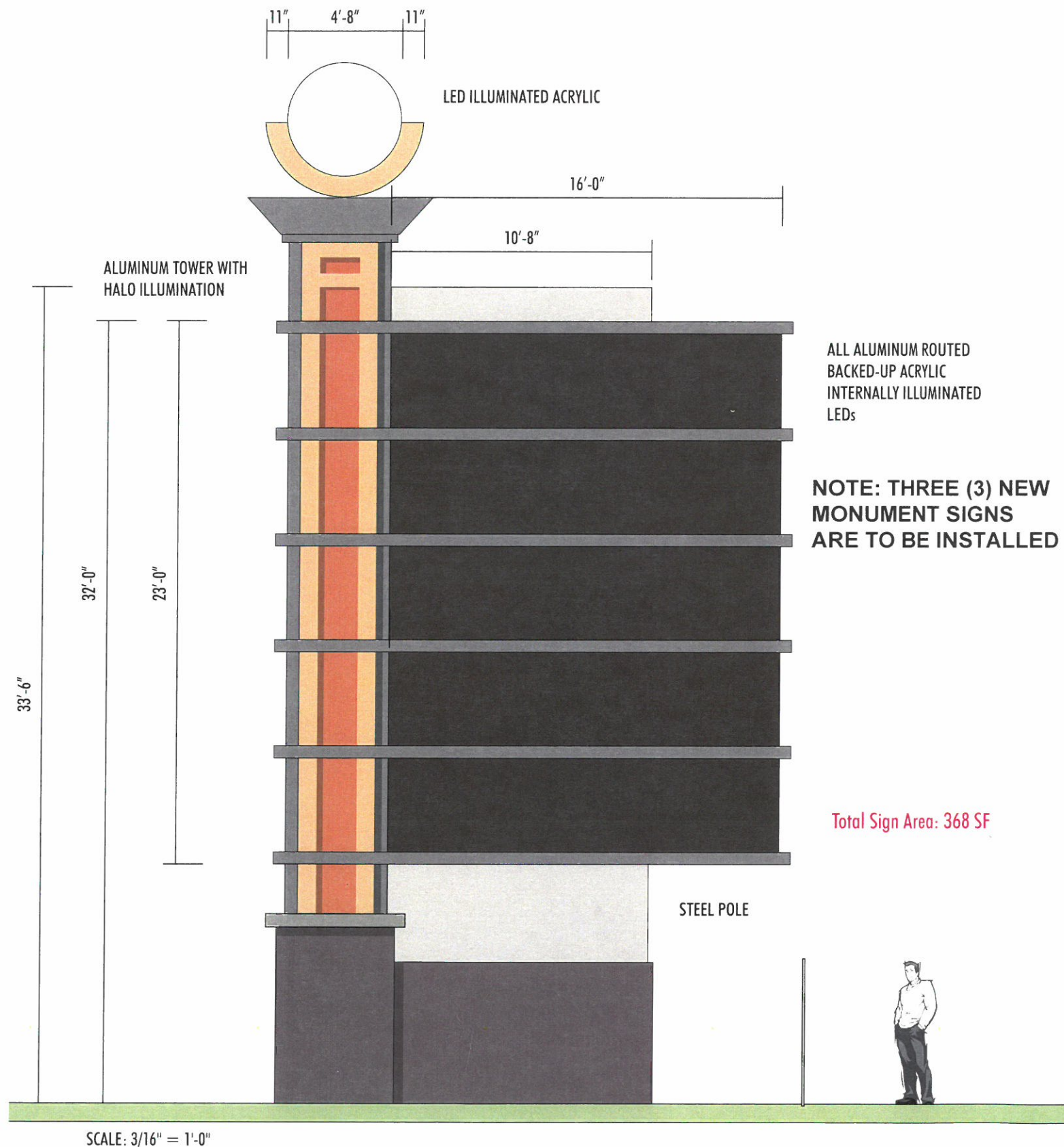
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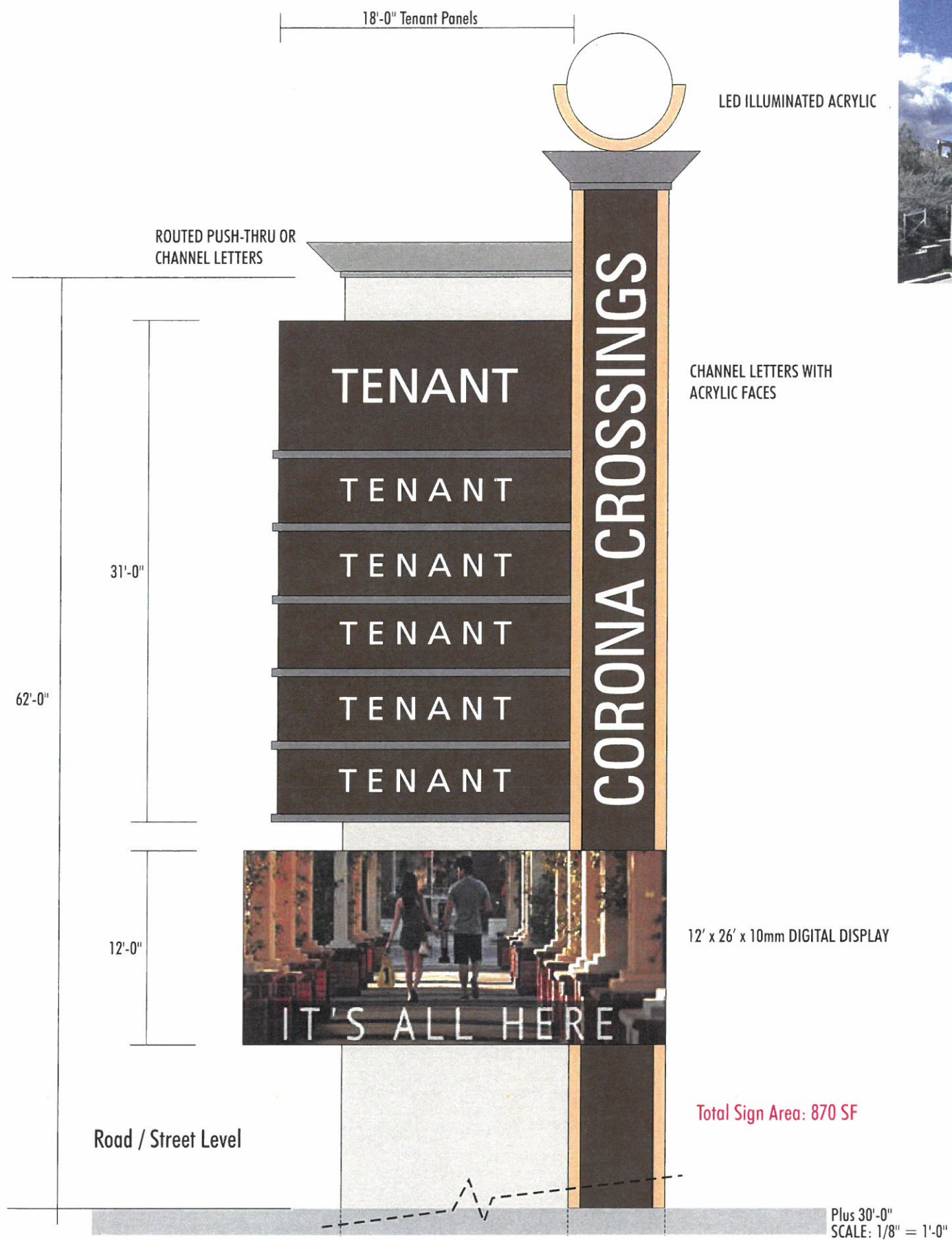




SIGN "B" (3 signs)

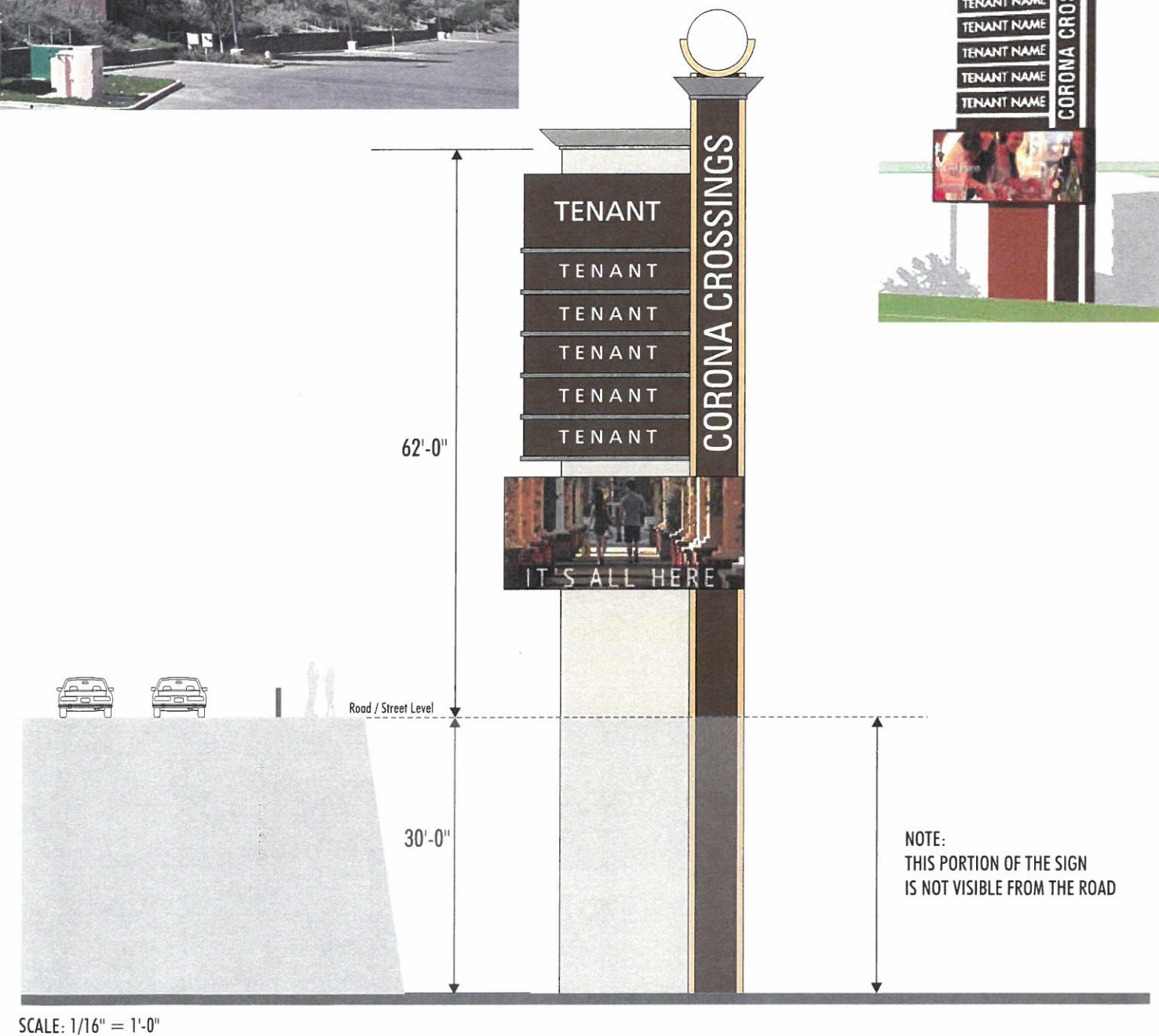
NOTE: EXISTING SEVEN
(7) 14' MONUMENT
SIGNS ARE TO BE
REMOVED





NOTE: THIS EXISTING 60' PYLON AND SEVEN 14' MONUMENTS ARE TO BE REMOVED

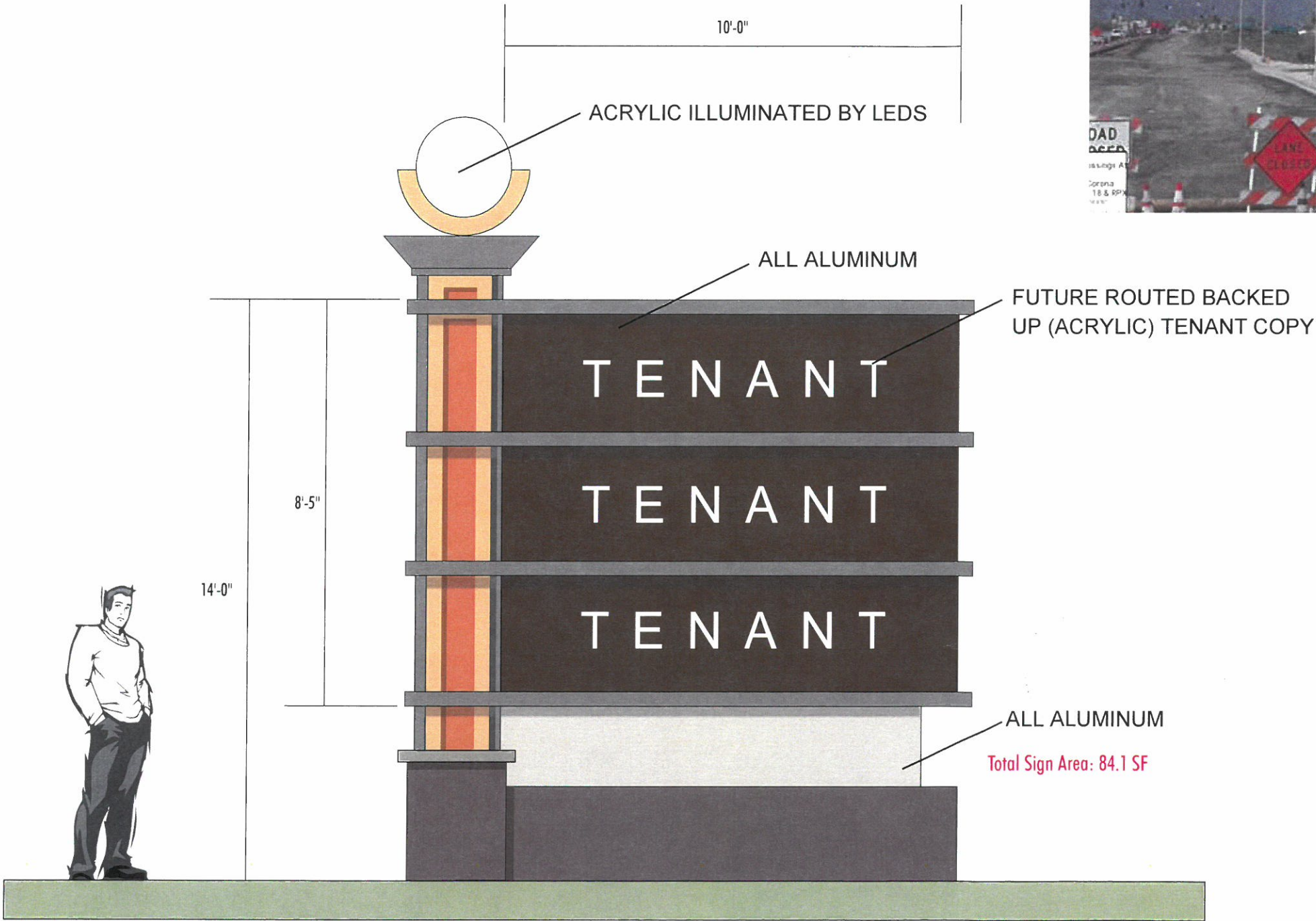
(OP) ONRAMP PYLON



SIGN "C"

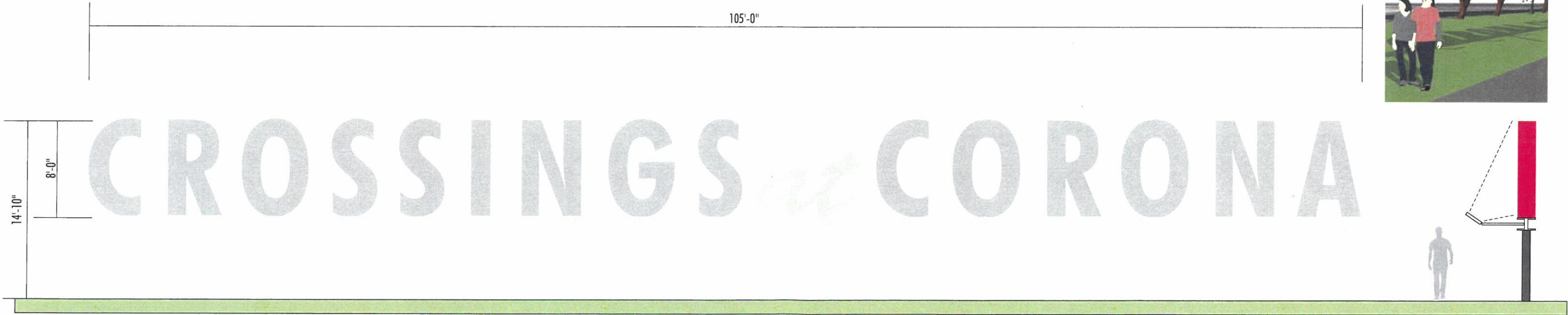
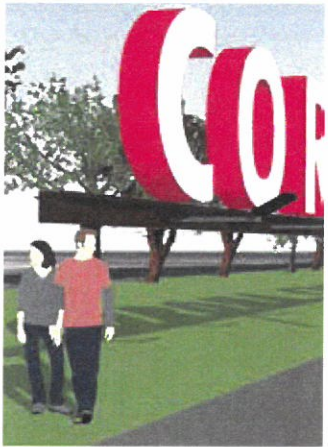
SIGN "D"

(CM) CAJALCO MULTI-TENANT MONUMENT SIGNS





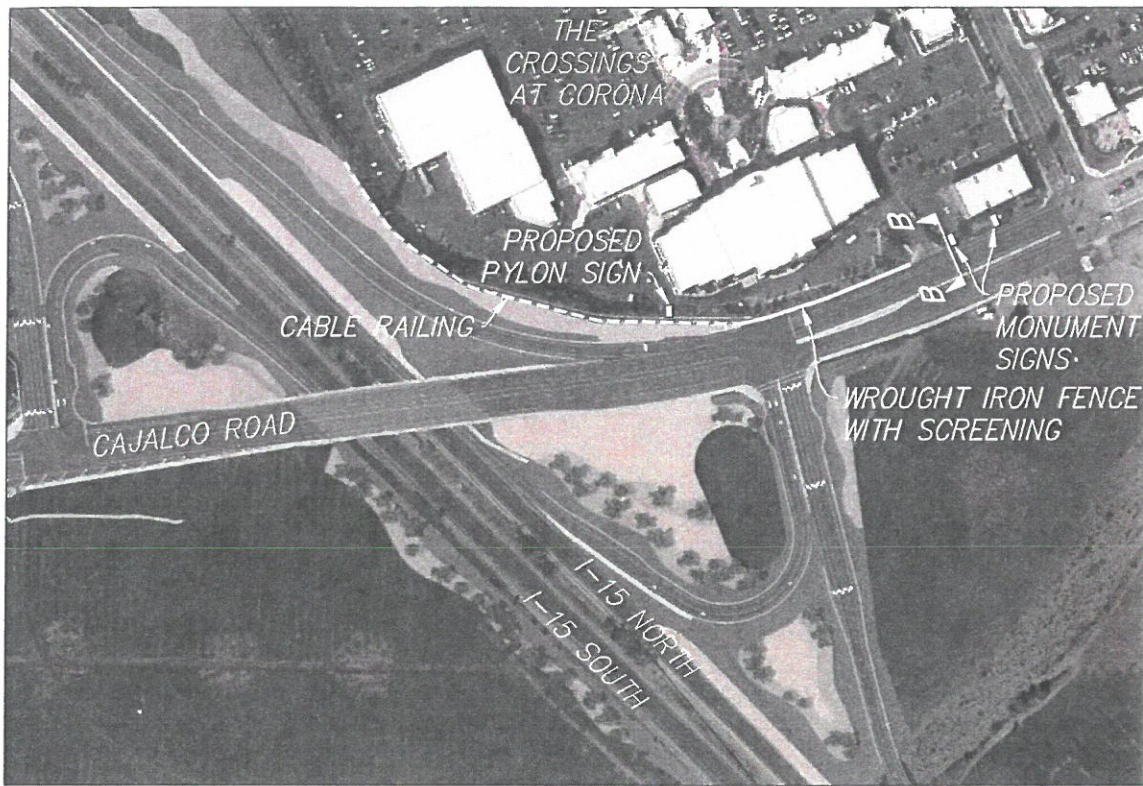
NOTE: FACE OF LETTERS TO BE WHITE
RETURNS TO BE CONTRASTING COLOR



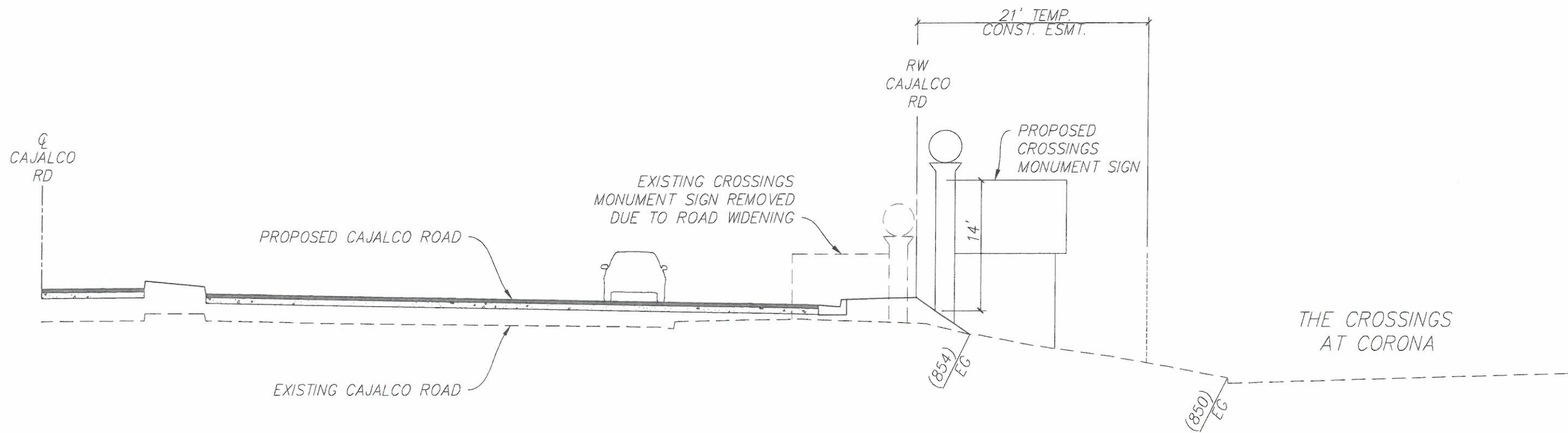
SCALE: 1/8" = 1'-0"

MOUNTED TO STEEL UPRIGHTS AND I-BEAM
FABRICATED OUT OF ALUMINUM
ILLUMINATION: HIGH OUTPUT LED UPLIGHTS

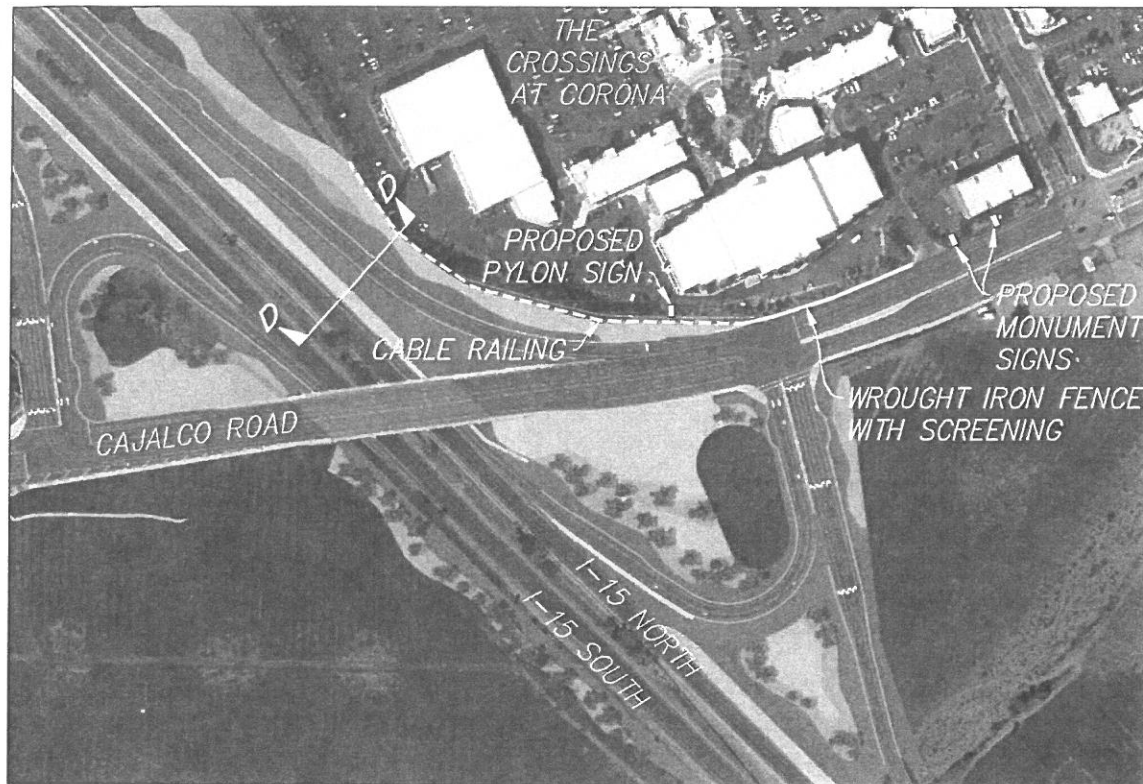
Total Sign Area: 840 SF



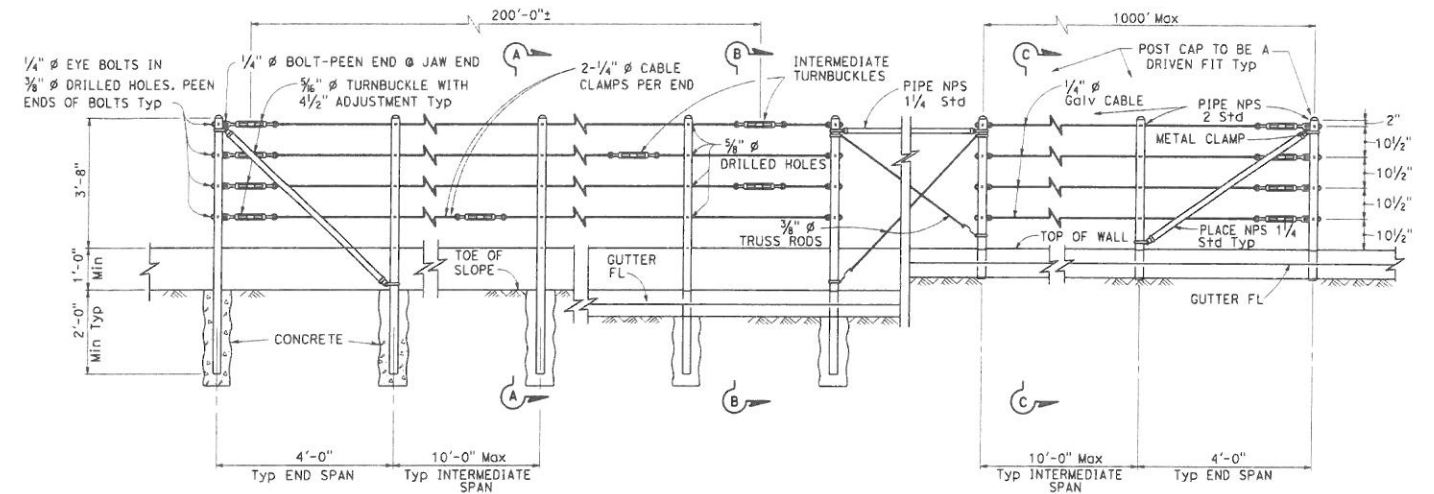
VICINITY MAP
N.T.S.



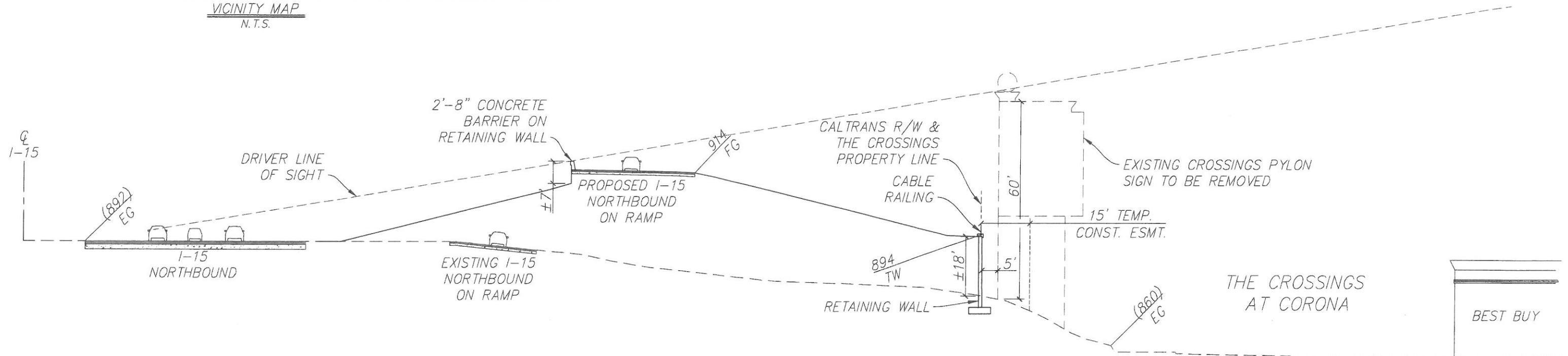
**WEST BOUND CAJALCO ROAD
MONUMENT SIGN RELOCATION
SECTION B-B**



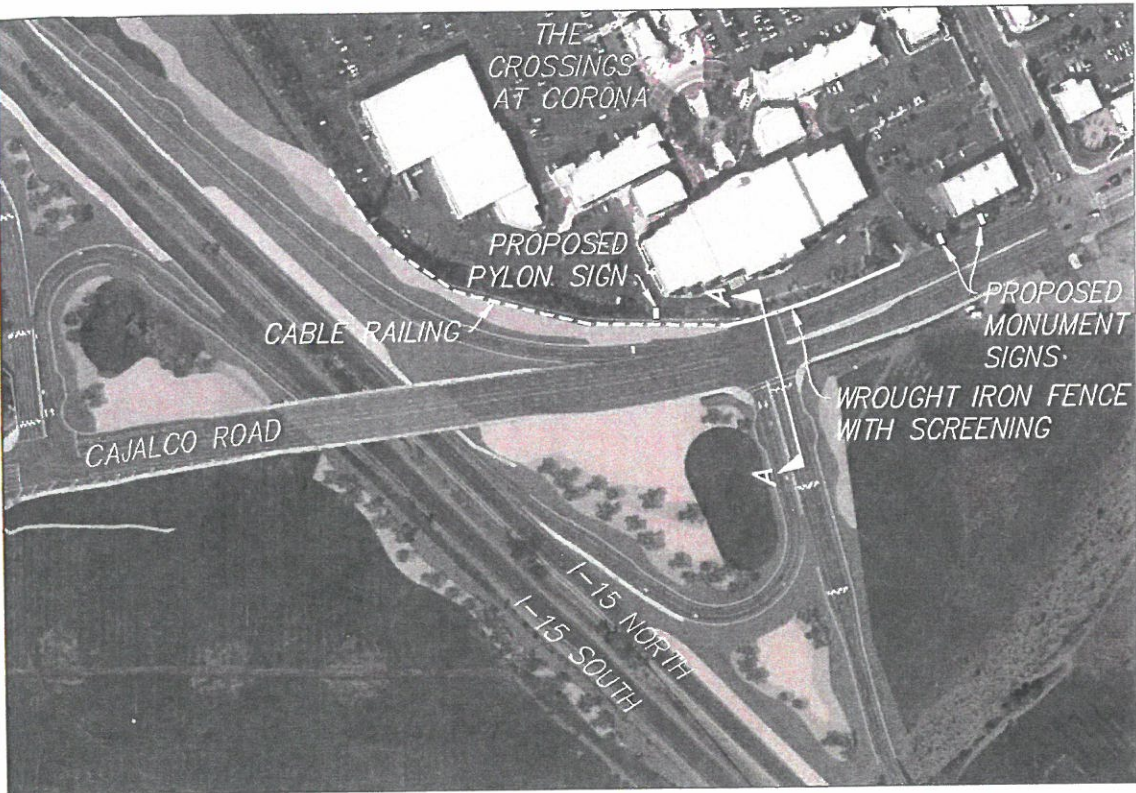
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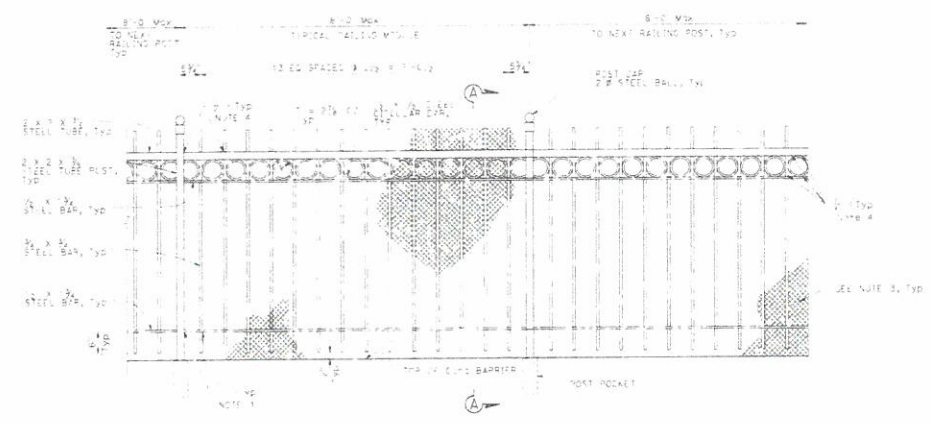
CABLE RAILING DETAIL



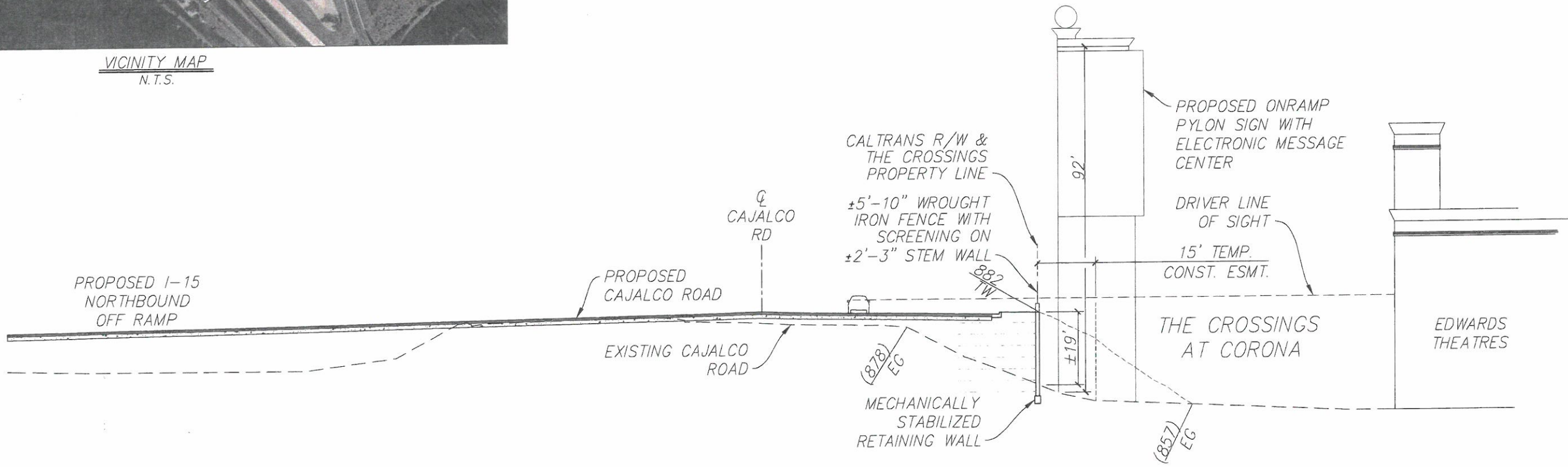
NORTH BOUND ON RAMP AT THE
CROSSINGS EXISTING SOUTH PYLON SIGN
SECTION D-D



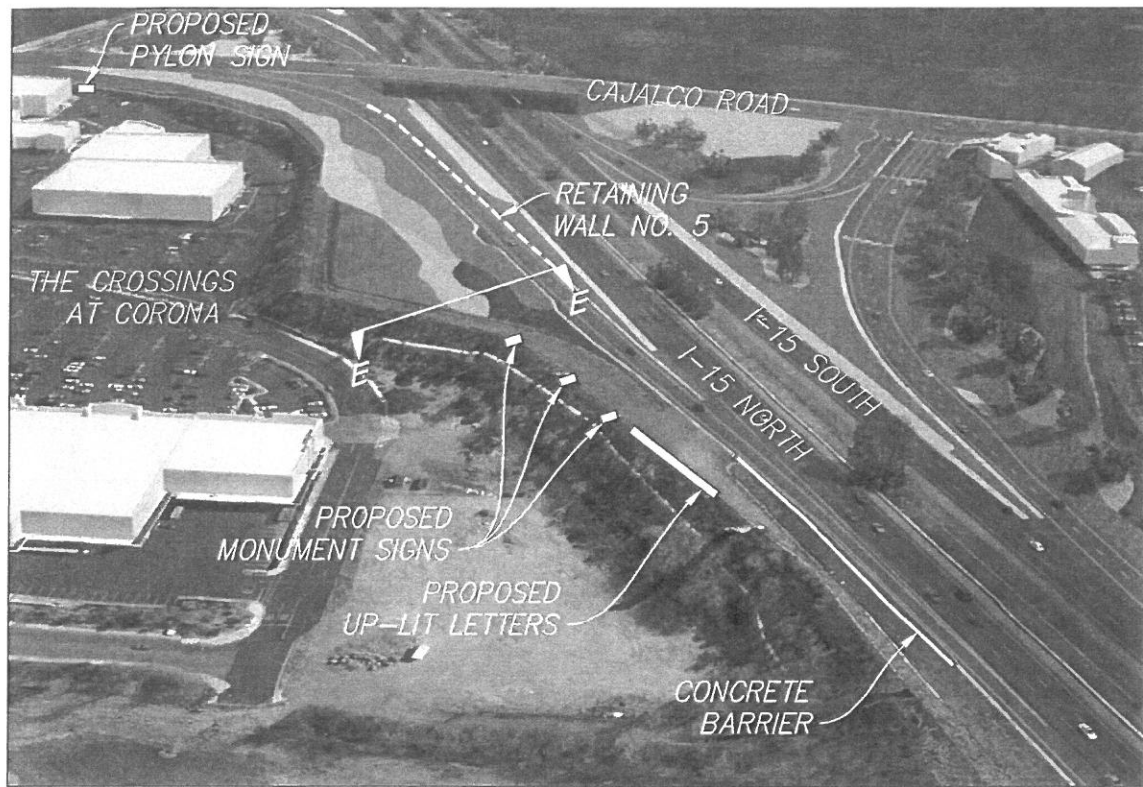
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N.T.S.



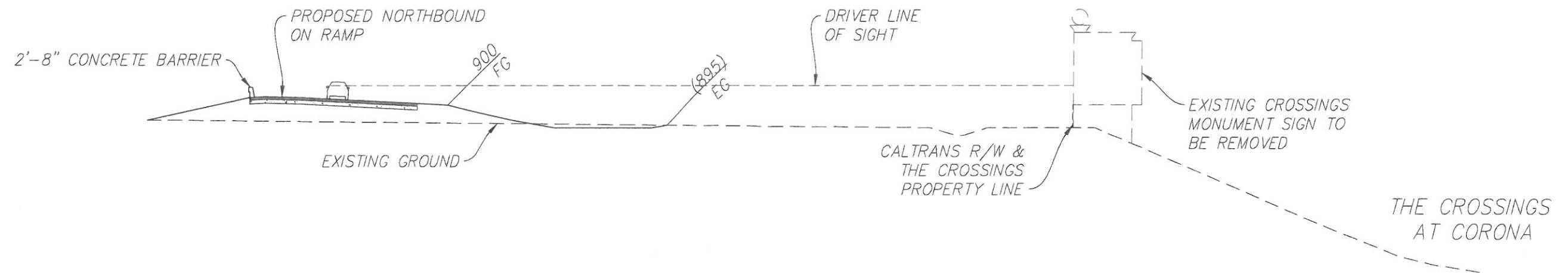
WROUGHT IRON FENCE DETAIL



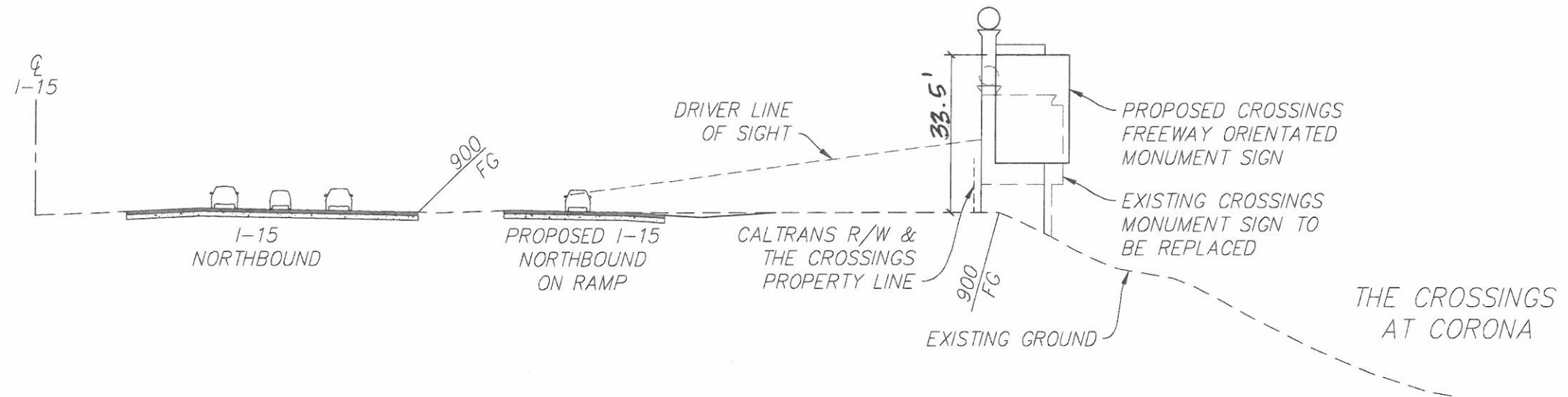
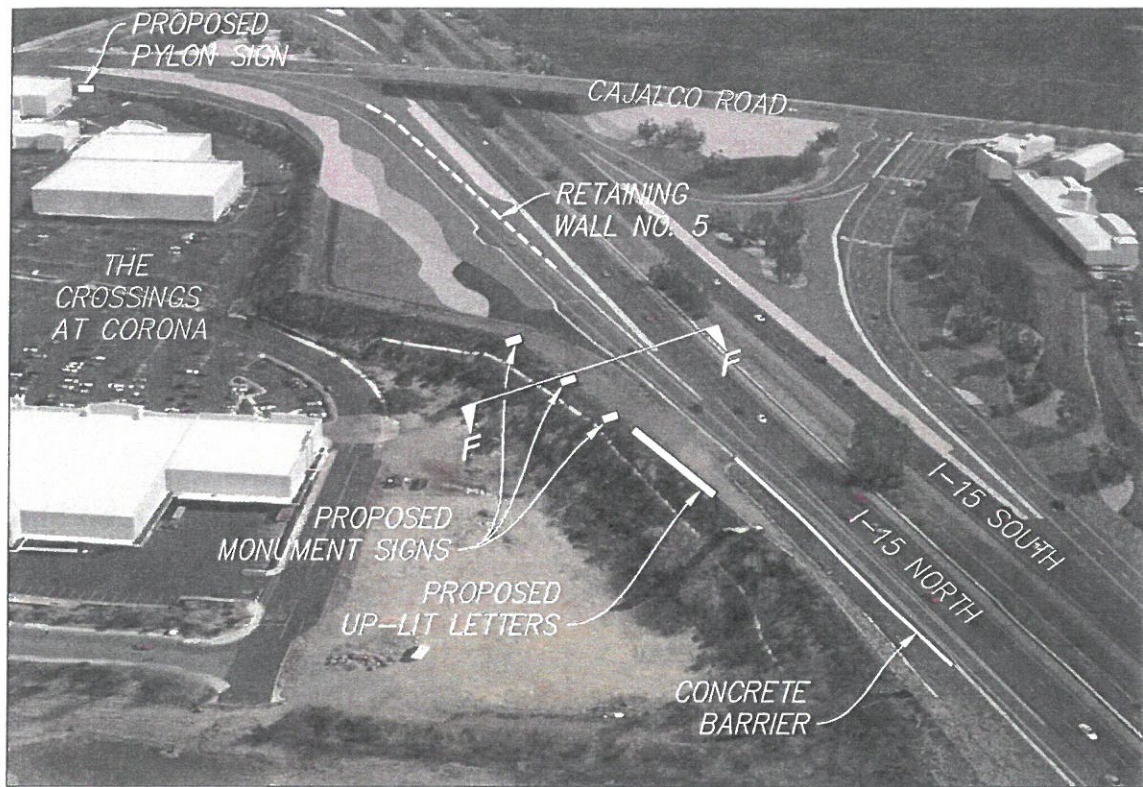
WEST BOUND CAJALCO ROAD AT
NORTHBOUND I-15 OFF RAMP
SECTION A-A



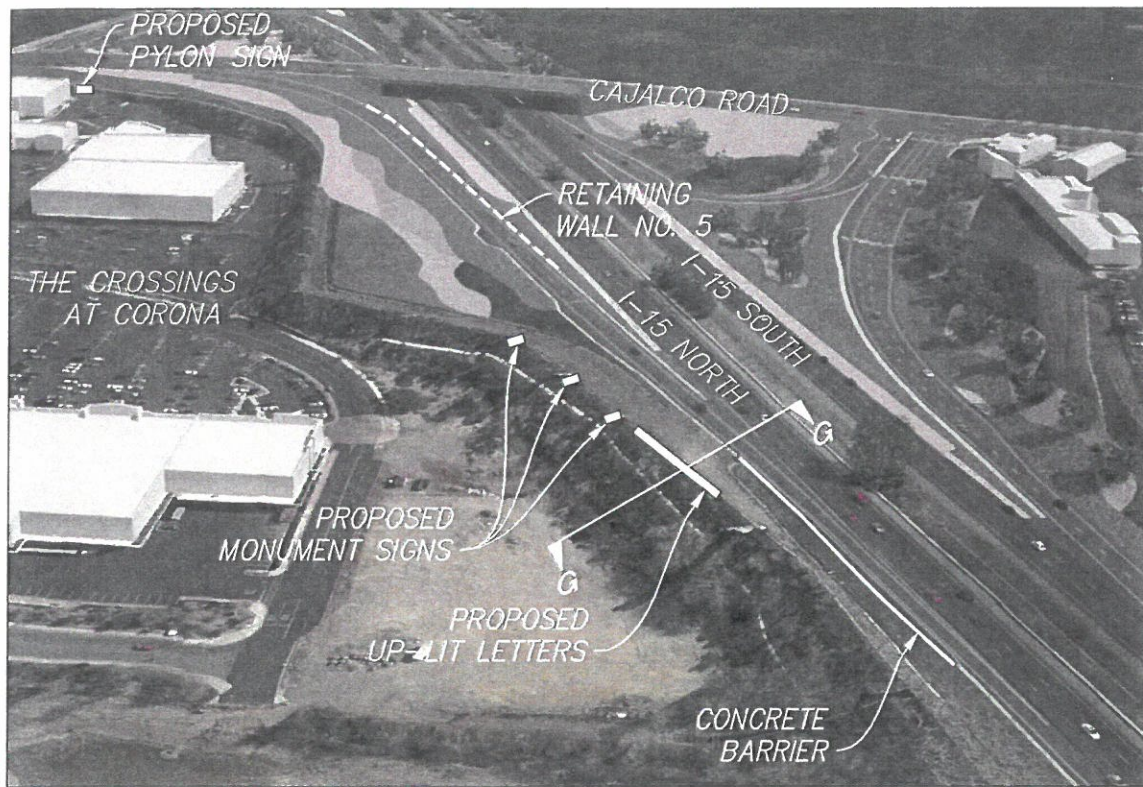
VICINITY MAP
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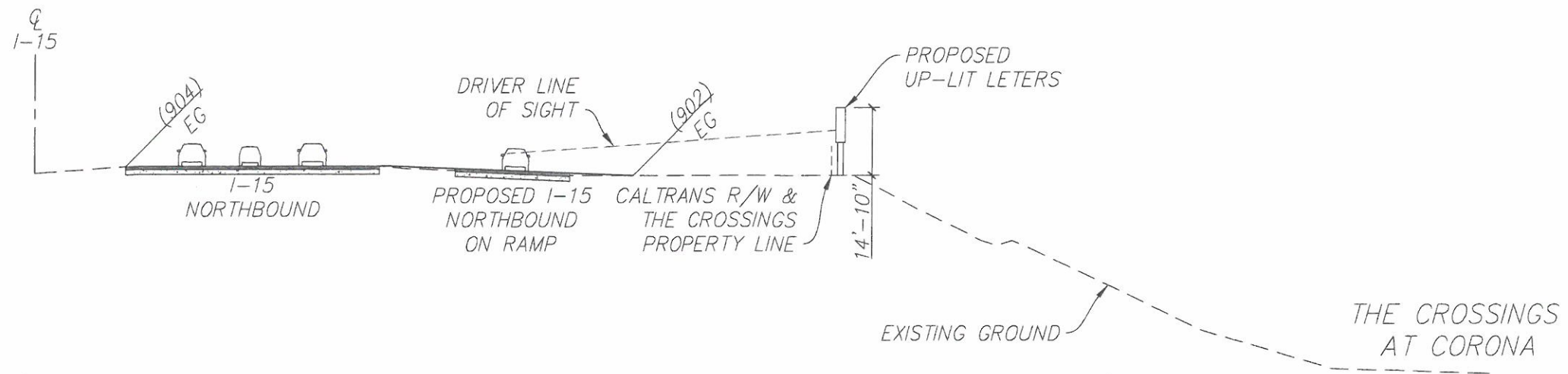
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OF RETAINING WALL NO. 5
SECTION E-E



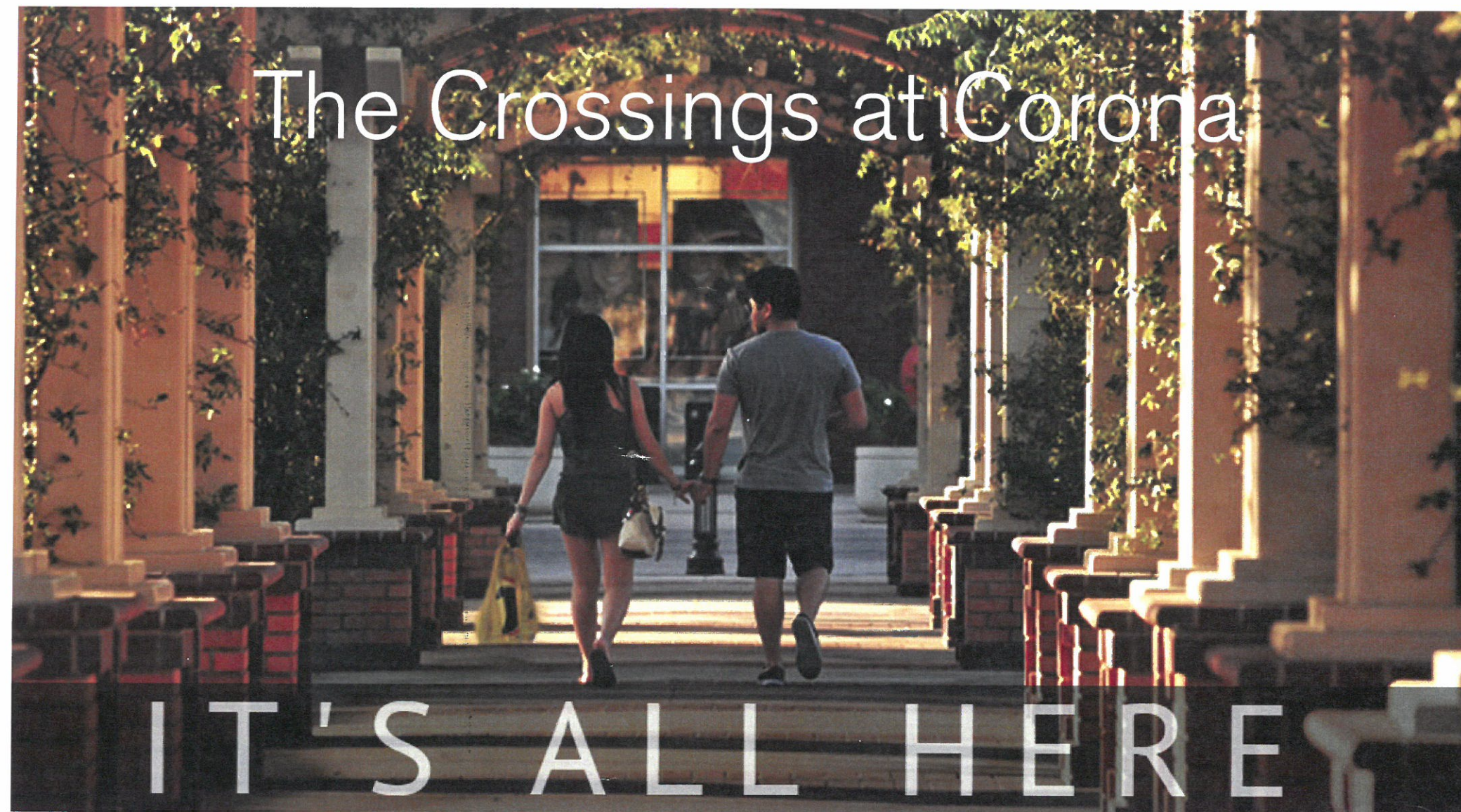
NORTH BOUND ON RAMP AT THE
CROSSINGS MONUMENT SIGN
SECTION F-F



VICINITY MAP
N.T.S.



NORTH BOUND ON RAMP AT THE
PROPOSED UP-LIT LETTERS
SECTION G-G



CORONA CROSSINGS SIGN PROGRAM

I-15 & Cajalco Road
Corona, CA 92881

By



DRAFT Version 5
DATE: 05.08.19

ARCHITECTURAL DESIGN & SIGNS | 1160 RAILROAD STREET CORONA, CA 92882 | 5470 WYNN ROAD #600 | LAS VEGAS, NV 89118 | WWW.AD-S.COM

EXHIBIT J

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PROPERTY OWNER

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10000 Stockdale Hwy
Suite 300
Bakersfield, CA 93311
T: 661.664.6500

SIGN DESIGNER

AD/S | Architectural Design & Signs
1160 Railroad St.
Corona, CA 92882
www.ad-s.com
T: 1.800.862.3202
Contact Name: Jamie Murdock
E: jmurdock@ad-s.com
Contact Name: Milton Solomon
E: msolomon@ad-s.com

OBJECTIVE

The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout this project. This criteria is also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord, and the project's graphic design consultant. Signage at Corona Crossings in Corona, CA is an integral part of the center's image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation.

OVERVIEW

The overview of this criteria is to assist the Landlord/Tenant and City relationship. The Landlord will be responsible to:

- a. Provide base building design and construction information requested by Tenant's sign design consultant.
- b. Review, comment and approve Tenant sign submission.

In return, the Tenant will be responsible for:
Design, fabrication, permitting and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to the shell building approved by the Landlord.

PROPERTY SIGNAGE

FP FREEWAY PYLON SIGNS

One (1) multi-tenant pylon sign, not to exceed eight (8) tenant panels. Vertical tower with halo lighting and internally illuminated beacon with white acrylic faces. Sign area not to exceed 637.5 square feet.

FM FREEWAY MONUMENT SIGNS

Three (3) multi-tenant freeway monument signs, with aluminum tenant panels and routed backed-up acrylic copy, internally LED illuminated. Sign area not to exceed 368 square feet.

OP ONRAMP PYLON SIGN

One (1) pylon sign not to exceed seven (7) tenant panels, with routed push-thru or channel letter copy. The digital reader board is in addition to the seven (7) tenant panels. Sign area not to exceed 870 square feet.

MP MULTI-TENANT PYLON SIGN

One (1) multi-tenant pylon sign, not to exceed seven (7) tenant panels. Vertical tower with halo lighting and internally illuminated beacon with white acrylic faces. Sign area not to exceed 198.3 square feet.

CM CAJALCO MULTI-TENANT MONUMENT SIGNS

Two (2) double-sided monument signs with three (3) tenant panels. Sign area not to exceed 84.1 square feet.

PI PROJECT IDENTIFICATION SIGN

One (1) project identification sign with aluminum letters mounted to steel uprights and I-beam, illuminated with high output LED uprights. Sign area not to exceed 840 square feet.

PM PROJECT IDENTIFICATION MONUMENT

Three (3) project identification monument signs. Option for cabinet with 1" push-thru letters, or trim-capless channel letters with acrylic push-thru. Sign area not to exceed 30 square feet.

VD INTERNAL VEHICULAR DIRECTIONAL / WAYFINDING

Eight (8) double-sided directional pole signs. Sign area not to exceed 48 square feet.

PD PEDESTRIAN ORIENTED DIRECTIONAL

Five (5) double-sided directional pole signs with two (2) painted aluminum panels. Sign area not to exceed 28 square feet.

BUILDING ADDRESS NUMBERS

- 10" tall (minimum) address numbers per building.
- Address numbers shall be fabricated out of 1/2" deep painted acrylic and pin mounted into fascia.
- Color to be contrasting to the fascia it is installed on.
- (Note: stroke of number may not be less than 1/2" in accordance to CBC section 501.2)

TENANT SIGNAGE

WALL SIGNS

- Sign area allowed for each Tenant shall be calculated as follows: One and one-quarter (1.25) square feet of sign area per each linear foot of store frontage.
- Should mixed media and three-dimensional elements be incorporated with the Tenant's identification signs, the Landlord may at his or her discretion and with the approval of the City of Corona, allow an increase of twenty percent (20%) to the maximum sign square footage.
- One or two lines of copy is permitted and may consist of upper and/or lower case letters.
- Signage is permitted on three elevations, provided that the allowable sign area is not exceeded.
- Secondary sign copy is permitted but shall not exceed the total square footage of sign area permitted by the Tenant's leased storefront, and will be included as part of the overall allowable sign area.
- The maximum width of any Tenant's storefront sign may not exceed seventy-five percent (75%) of the Tenant's leased storefront.
- In no case may a sign extend beyond the roof parapet or adjacent building eave line unless specifically approved by the City and the Landlord. Signs are not permitted on or against any roof structures.
- All signs shall be measured for area by drawing a shape (rectangular or other) around each element of the individual signs. For example, measure the area of letters and area of icon and/or logo separately. The sign height shall be the total height of all letter and graphics combined. Ascenders and descenders will not be calculated in the overall sign area except capital letters.

Deviation from requirements:

When it is found that the strict or literal interpretation of the provisions set forth in this criteria would cause undue difficulties and unnecessary hardship inconsistent with the purpose and intent of this criteria, a minor deviation may be granted subject to specific requirements and findings as set forth below.

- The sign is in proportion to the structure or use to which it relates.
- The sign's external features are in balance and unity, and present a harmonious appearance.
- The sign is consistent with the objectives of the overall general plan.

CALCULATING SIGN AREA:



WALL SIGN STYLES

Creative and imaginative signage is strongly encouraged and will be the standard for Landlord review/approval of all sign design submittals.

There are many acceptable sign treatments, however a Mixed Media * three-dimensional approach combining several different fabrication and lighting techniques is preferred. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of the size and placement.

* Mixed Media signs are signs employing two or more illumination and fabrication methods.

For example: Halo lit reverse channel letters with exposed neon accents.

Also, although simple rectangular cabinet signs are not allowed, mixed media signs may be composed of elements, one of which may be a panel or cabinet. However, the panel / cabinet sign should not exceed 50% of the total sign area.

With the Landlord's approval, complex shaped (i.e Polyhedron) sign cabinets which is part of a national logo, may be used alone if they incorporate dimensional elements such as push-through letters.

Acceptable sign styles include:

1. Standard front-illuminated channel letters.
2. Trim-capless channel letters.
3. Trim-capless channel letters with push-thru acrylic.
4. Halo-illuminated channel letters, 3" deep minimum.
5. Halo-illuminated channel letters with countour cabinet.
6. Halo-illuminated, reverse channel letters.
7. Mixed media / dimensional signs using images, icons, logos, etc.
8. Signs mounted to hard canopies, eyebrows, or other projecting architectural elements.
9. Exposed neon if used as an accent, subject to approval by the Landlord and the City of Corona, California as applicable.

TYPE/FONT STYLES & LOGOS

The use of logos and distinctive type styles is encouraged for all Tenant signs. Sign lettering may be combined with other graphics and or dimensional elements denoting the type of business.

The Tenant may adapt established styles, logos and/or images that are in use on similar buildings operated by the Tenant in California, provided that these images are architecturally compatible and approved by the Landlord.

The typeface may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Landlord in the review process.

LIGHTING

Tenant signs should be creatively illuminated using a variety of lighting techniques. One or more of the following are allowed:

1. Light Emitting Diodes (LED's)
2. Cove Lighting (Indirect Illumination)
3. Incandescent light bulb

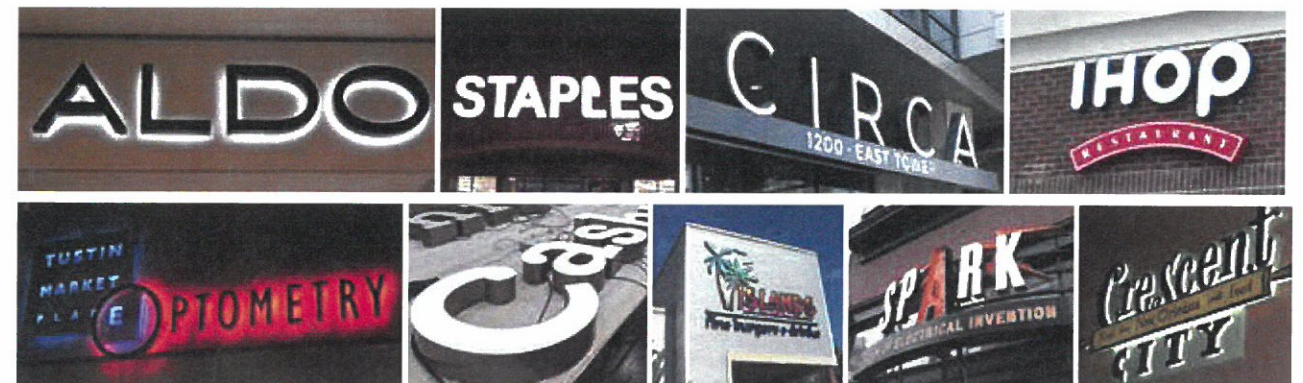
If it is determined by Landlord at any time that the primary lighting of Tenant's wall sign or blade sign is too intense, the Landlord may require at Tenant's expense to install a dimmer switch.

COLORS

The following guidelines are for selecting colors of Tenant's signage.

The project and the individual building facade will consist of a variety of colors and materials. The Landlord encourages the tenant to consider these colors when choosing sign colors.

- Signs may incorporate regionally and nationally recognized logo colors.
- Sign colors should be selected to provide sufficient contrast against building background colors.
- Sign colors should be compatible with and complement building background colors.
- Sign colors should provide variety, sophistication and excitement.
- Neon accent colors should complement related signage elements.



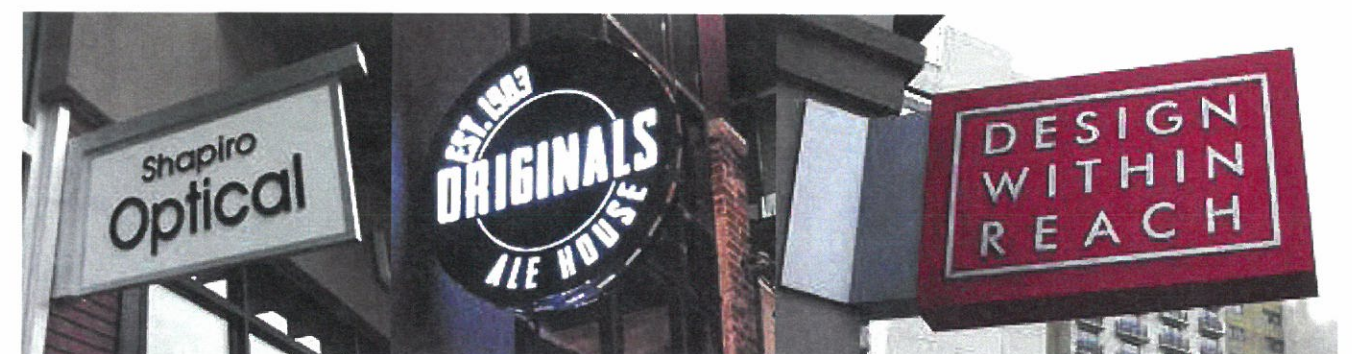
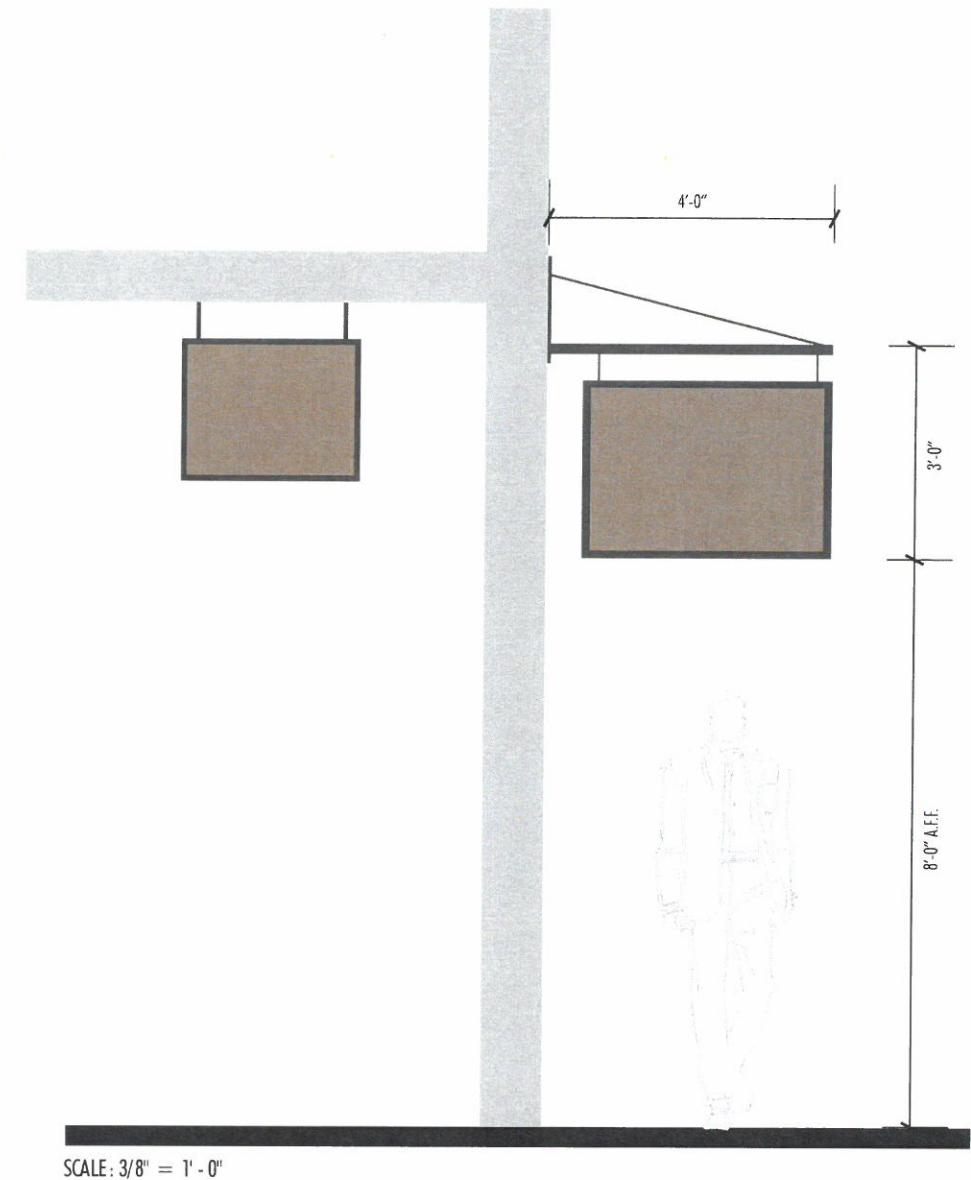
PROJECTING BLADE / UNDER CANOPY SIGN

Each tenant is permitted one (1) blade / under canopy sign per tenant space.

The blade sign program requires that each Tenant's graphic identity be transformed into a dimensional double-faced sign. The Landlord encourages the Tenant to propose blade / under canopy sign designs, which enrich the pedestrian environment with a creative use of color and material combined with a strong store name identification.

- Blade / under canopy signs may be illuminated or non-illuminated. Illuminated signs may have an internal or external light source. The blade sign may use creative shapes and be three-dimensional.
- Blade / under canopy signs shall project no more than 4'-0" from the building face and shall be no more than three feet (3'-0") in height, with a maximum of ten (10) square feet of area for each face. Clearance from the underside of the blade sign to the finished common area paving shall be a minimum of eight (8'-0") feet.
- Proposals for blade / under canopy sign designs will be reviewed at the time of the Tenant's overall sign design submission. It is the responsibility of the Tenant to ensure that his or her fabrication and installation contractor includes adequate support for the blade sign and all required electrical services and connections.
- The blade sign may not be the Tenant's primary store identification sign and will not be included in the calculation for the overall sign area permitted.

Note: Tenant reserves the right to choose blade sign style but not location. Each location to be determined by Landlord.



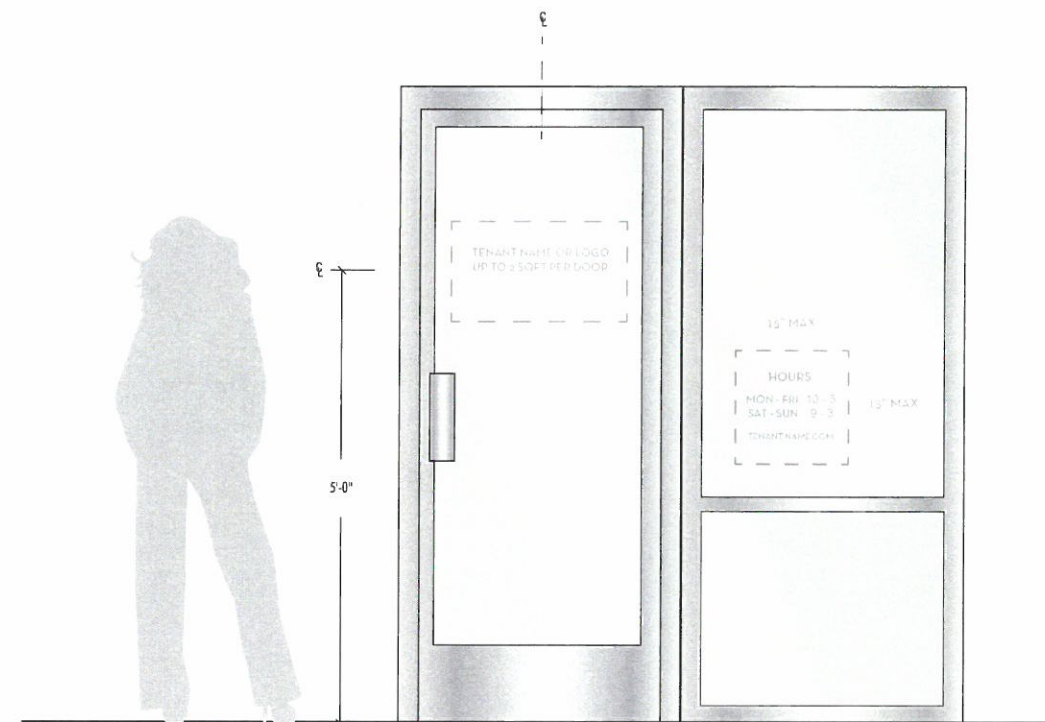
WINDOW DISPLAY GRAPHICS

Each Tenant is allowed a limited amount of window signage on their storefront windows and doors.

1. Two (2) square feet of company vinyl name and/or logo on the storefront window
Note: Exposed neon is not permitted in windows
2. 1.5 square feet of company store hours, to be white vinyl non lit copy.
3. Second surface vinyl graphics on storefront windows permitted, subject to Landlord approval.
4. No more than twenty-five percent (25%) of a window shall be used for any type of signage
5. Alcohol & tobacco advertisements will not be permitted, unless specifically approved by Landlord.

NOTE: All of the above requires approval from the Landlord and the content will be at the sole discretion of the Landlord.

County Health Cards are to be displayed on an interior wall rather than a window, unless required by Health Code.



REAR ENTRY SIGNS

4" tall vinyl address numbers

2" tall vinyl tenant name

2 square feet maximum sign area

Vinyl to be applied to door and to be contrasting to door color.

THE FOLLOWING SIGNS AND ELEMENTS ARE PROHIBITED

1. A sign that consists of only an unadorned rectangular cabinet sign with translucent or opaque faces.
2. Temporary wall signs, pennants, sale /promotional banners, inflatable displays or sandwich boards, unless with specific prior approval from Landlord and in accordance with City of Corona, California as applicable.
3. Signs erected in a manner that a portion of its surface or supports will interfere in any way with the free use of a fire escape, exit, or standpipe or obstruct a required ventilator, door, stairway, or window above the first story.
4. Gold leaf treatments on windows, box signs and exposed neon window displays without Landlord's written approval. Note: Approval is at Landlord's discretion. Off the shelf signs are discouraged.
5. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
6. Signs using trim-cap retainers that do not match the color of the letter and logo returns (polished gold, silver or bronze trim caps are NOT permitted).
7. Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.
8. Paper, cardboard, or Styrofoam signs, stickers, or decals hung around or behind storefronts (Except those required by governmental agencies).
9. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
10. Simulated materials such as wood grained plastic laminates or wall coverings.
11. Flashing, oscillating, animated lights or other moving sign components.
12. Rooftop signs or signs projecting above roof lines or parapets.
13. Signs on mansard roofs or equipment screens.
14. Advertising or promotional signs on parked vehicles.
15. Sign company decals in full view (limit to one placement only).
16. Painted signs.
17. Portable and A-frame signs, unless with specific approval of Landlord.
18. Wind-activated and balloon signs.
19. Outdoor advertising structures (billboards).
20. Abandoned and/or dilapidated signs and sign structures.
21. Obscene or offensive signs.
22. Signs emitting audible sounds, odors, or visible matter.
23. Signs on public property or projecting within the public right-of-way, except with an encroachment permit issued by the City of Corona.
24. Noncompliant signs are to be removed immediately upon request.

APPROVAL PROCESS

The Landlord has engaged the services of a sign consultant for the entire project who will assist in the review and approval of tenant sign submissions and ensure their conformance to the project's overall Sign Criteria.

At least thirty (30) days prior to the Landlord's scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review.

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

- Store Name;
- Store Logo (in color with colors identified);
- Store interior materials, colors and finishes.

Allowing reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrication, Tenant shall submit for Landlord's approval, three (3) sets of complete and fully dimensioned shop drawings of the Tenant's sign to the Landlord's designated representative.

Shop drawings shall include at least the following:

- Tenant's entire building facade elevation, showing the proposed sign, in color drawing to scale of 1/4" - 1'-0".
- A site plan with the marked locations of the proposed sign(s).
- Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenant's proposed sign.
- Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.
- Color and material samples together with a photograph (if possible) of a similar installation.

Within thirty (30) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Landlord's comments and re-submit within fourteen (14) calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt of final sign approval, Tenant may submit the proposed sign to the governing agency for review for consistency with the Sign Program and the required fabrication and installation permits.

Tenant is required to provide one (1) set of the Landlord approved drawings to the City of Corona, California when submitting for planning approval and building and electrical permits.

FABRICATION

The Tenant must ensure that his or her sign fabricator and installer understand their responsibilities before they begin the sign fabrication. The Tenant's sign contractor is responsible for the following:

1. Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
2. Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals.
3. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will NOT be permitted.
4. Colors, materials, finishes shall exactly match those submitted to and approved by the Landlord.
5. Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
6. No fasteners, rivets, screws or other attachment devise shall be visible from any public vantage point.
7. Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.

INSTALLATION

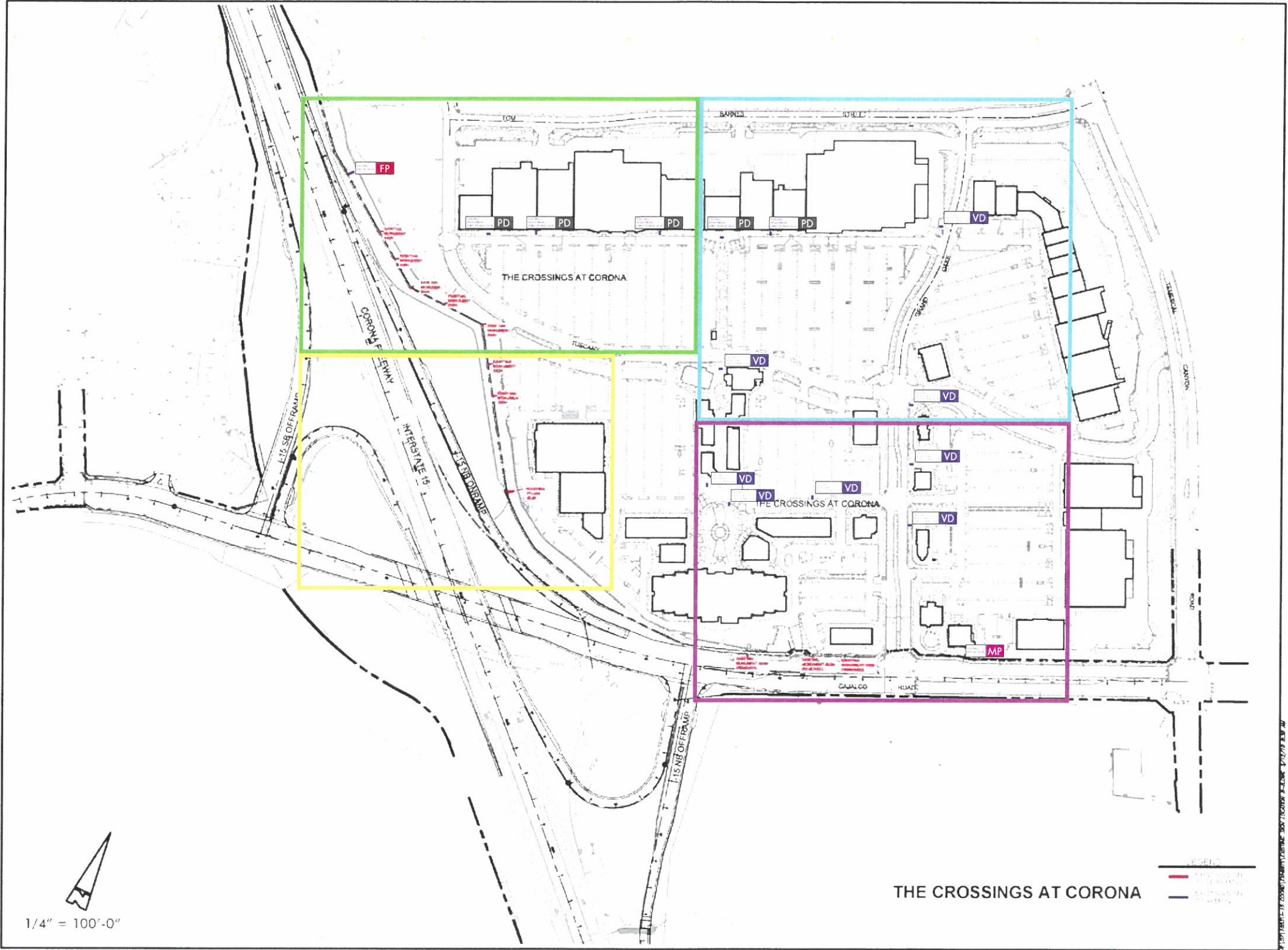
The Tenant's sign installer will provide the following:

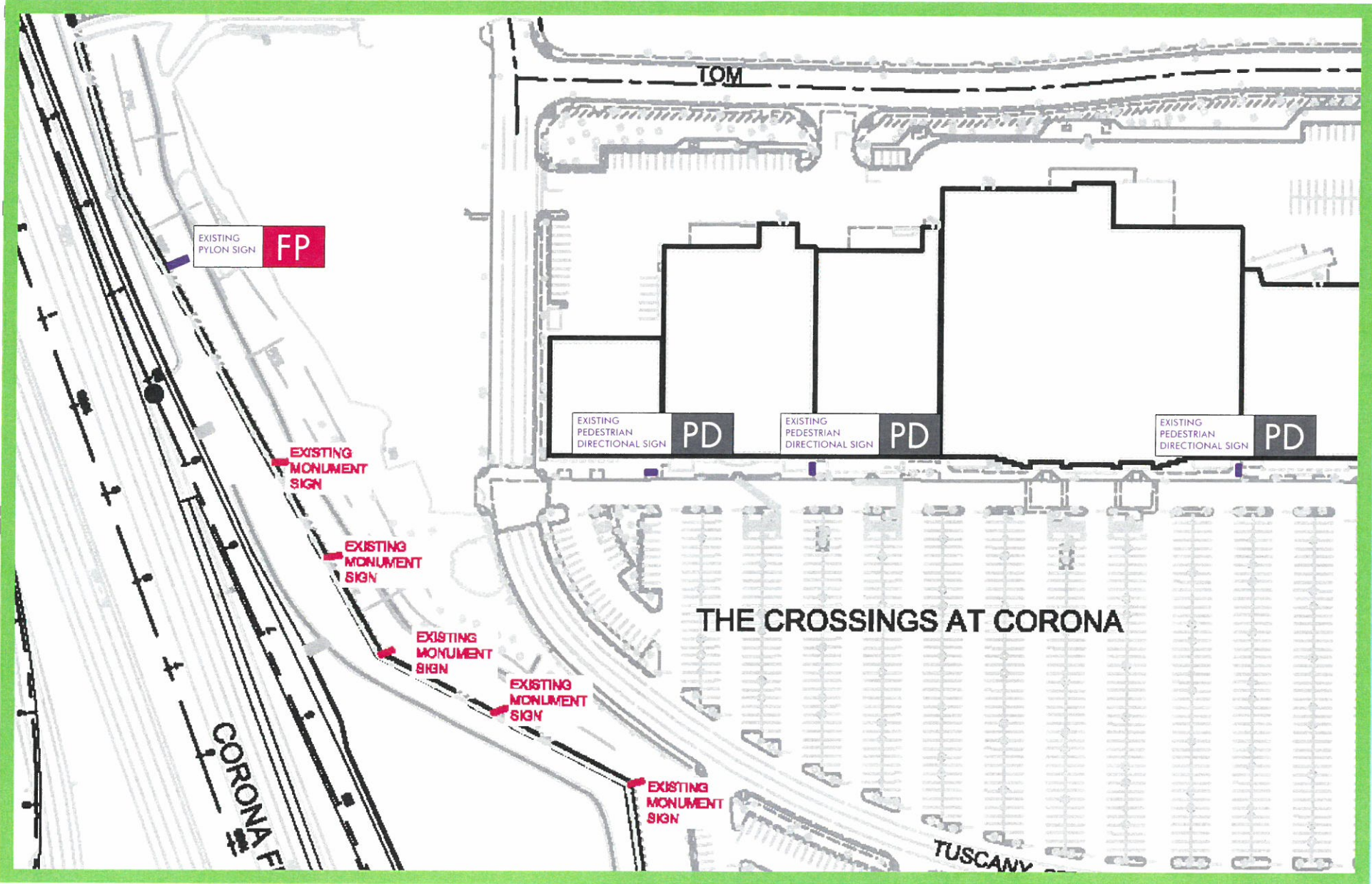
1. Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in an amount required by Landlord.
2. Obtain all required sign permits from the City of Corona, California as applicable: and deliver copies to the Landlord before installing the sign(s).
3. Keep a Landlord approved set of sign drawings on site when installing the sign(s).
4. Warrant the sign(s) against latent defects in materials and workmanship for a minimum of one (1) year.

MAINTENANCE OF THE SIGN

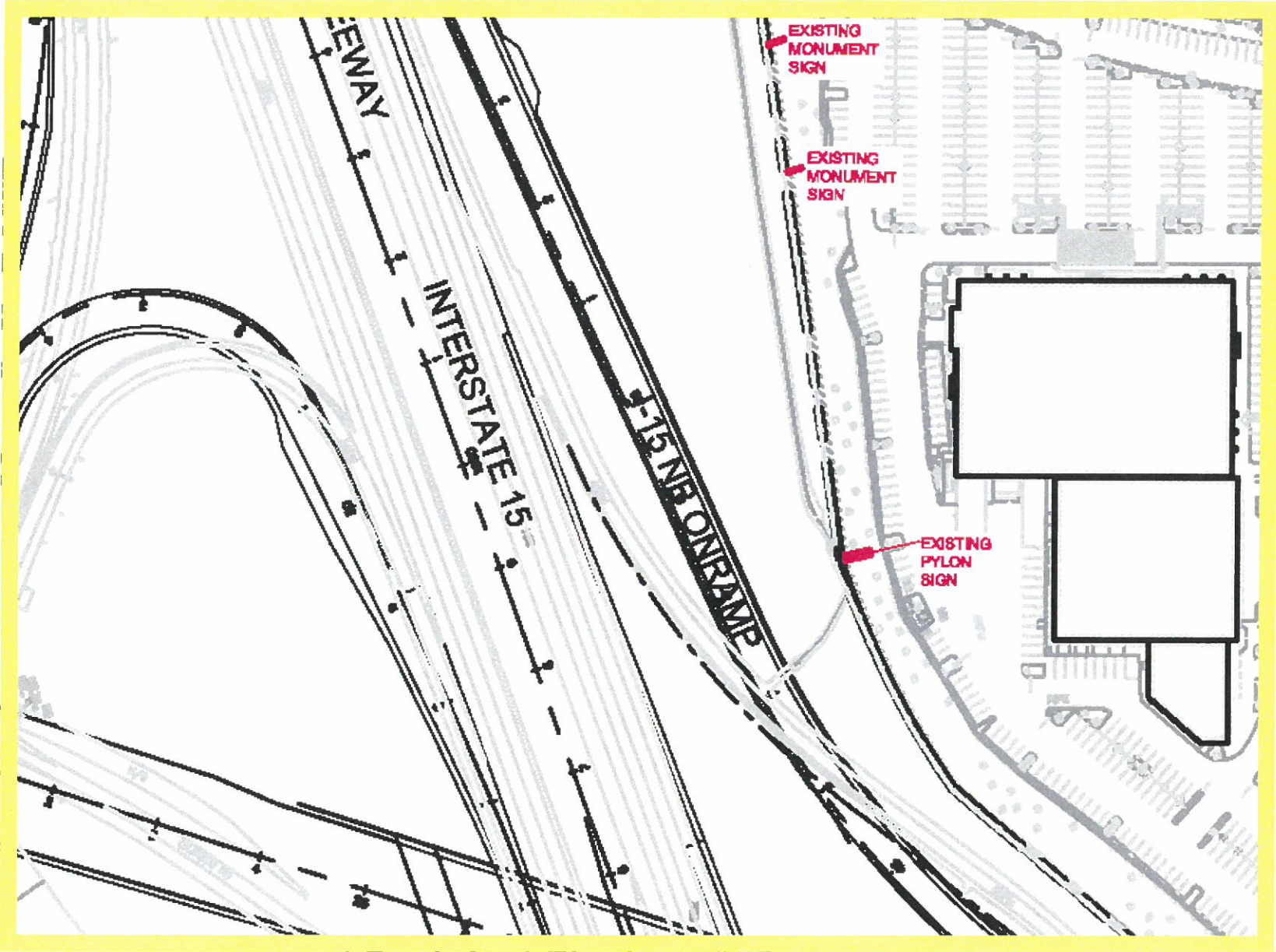
The Tenant shall employ professional sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept. The Tenant will abide by all provisions, guidelines and criteria contained within this "Corona Crossings" Sign Program.

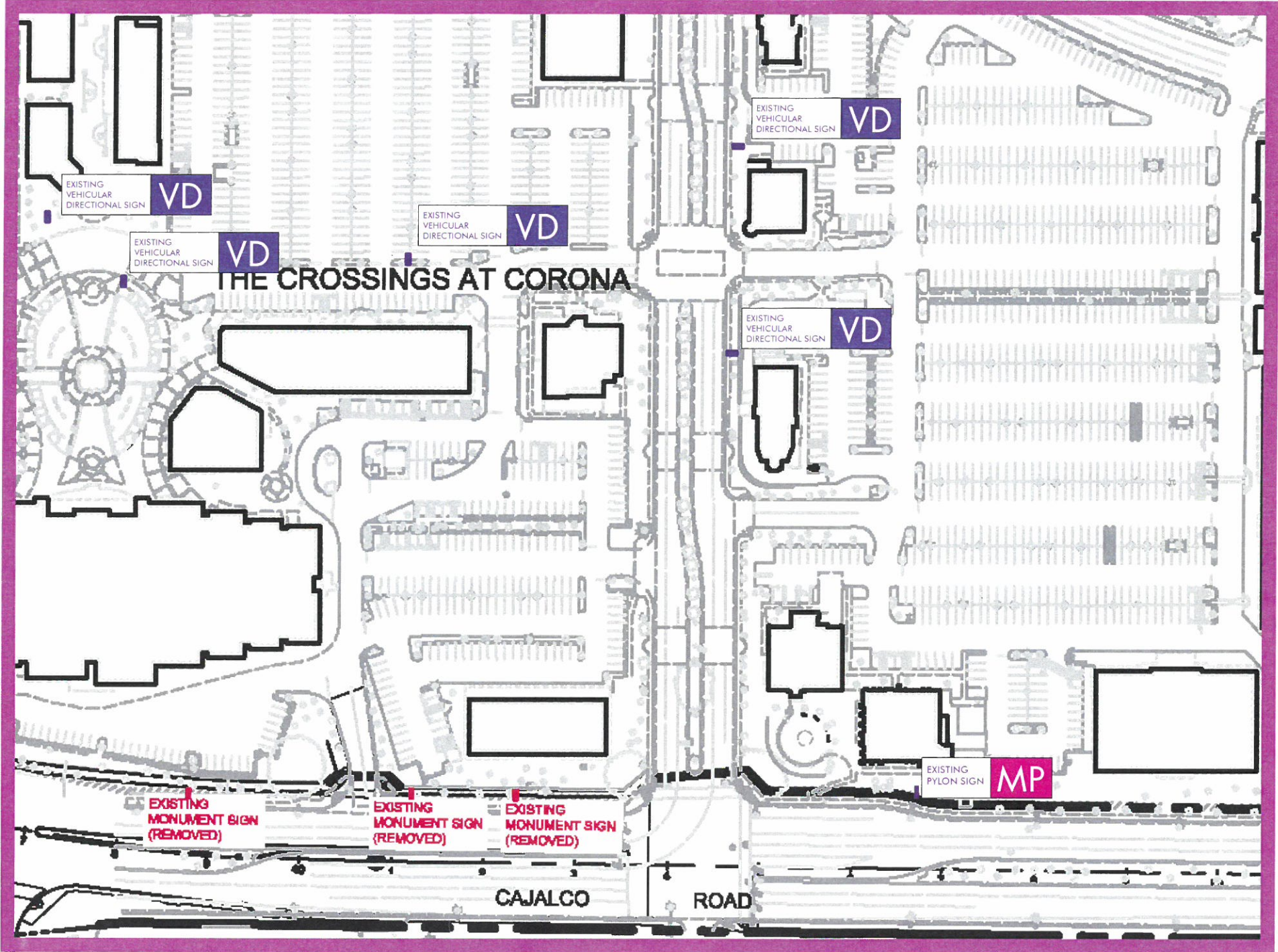
Only those sign types provided for and specifically approved by the Landlord in Tenant's sign submission documents will be allowed. The Landlord may, at his discretion and at the Tenant's expense and after proper notice to Tenant, replace or remove any sign that is installed without Landlord's written consent, or that is not executed in conformance with the approved submission. Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation. It will be the responsibility of the Tenant to remove its storefront sign and/or blade sign and to satisfactorily repair and patch holes of their storefront sign area should they vacate the premises.



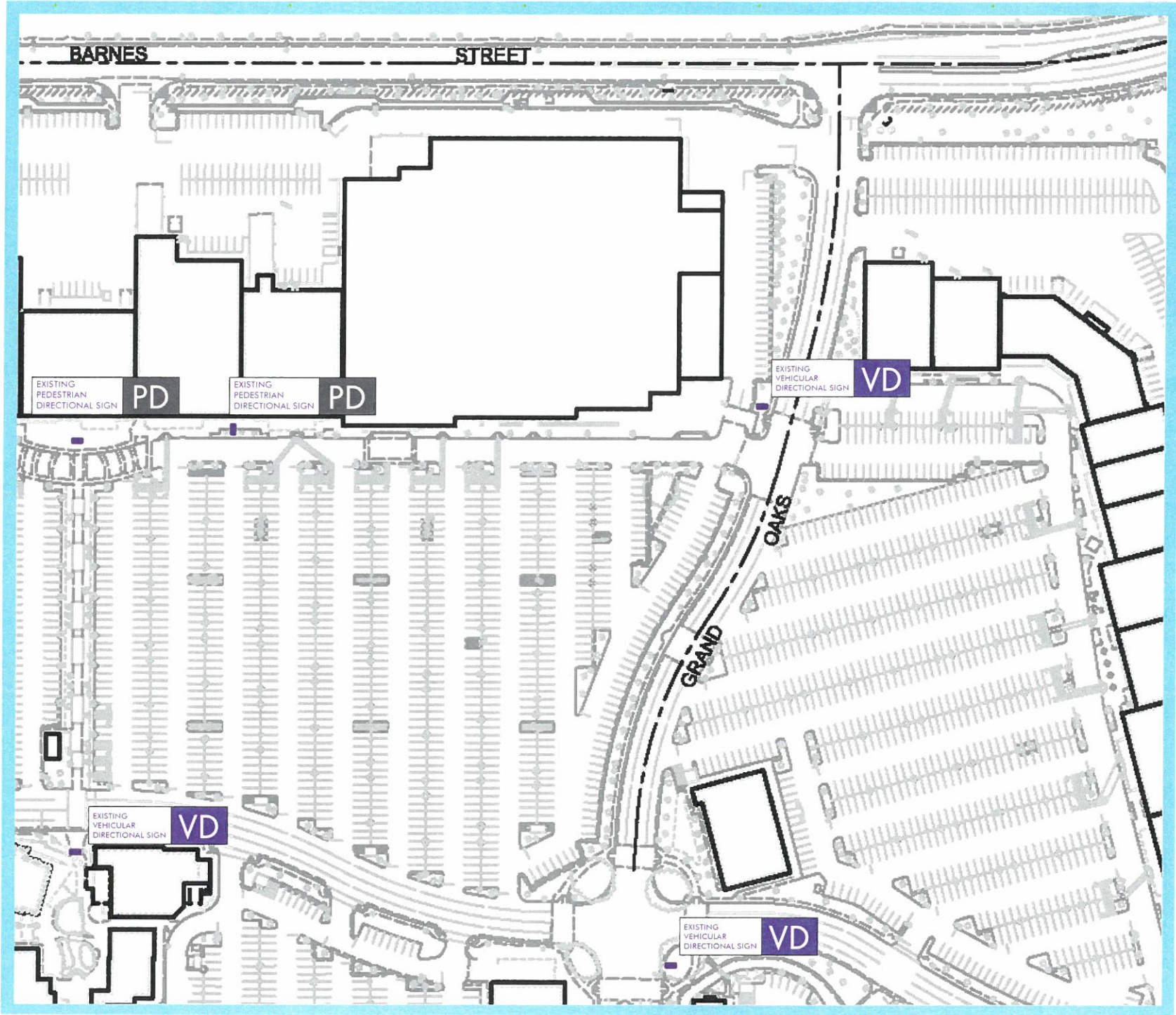


ENLARGED SITE PLAN - EXISTING SIGNS
(NOT TO SCALE)



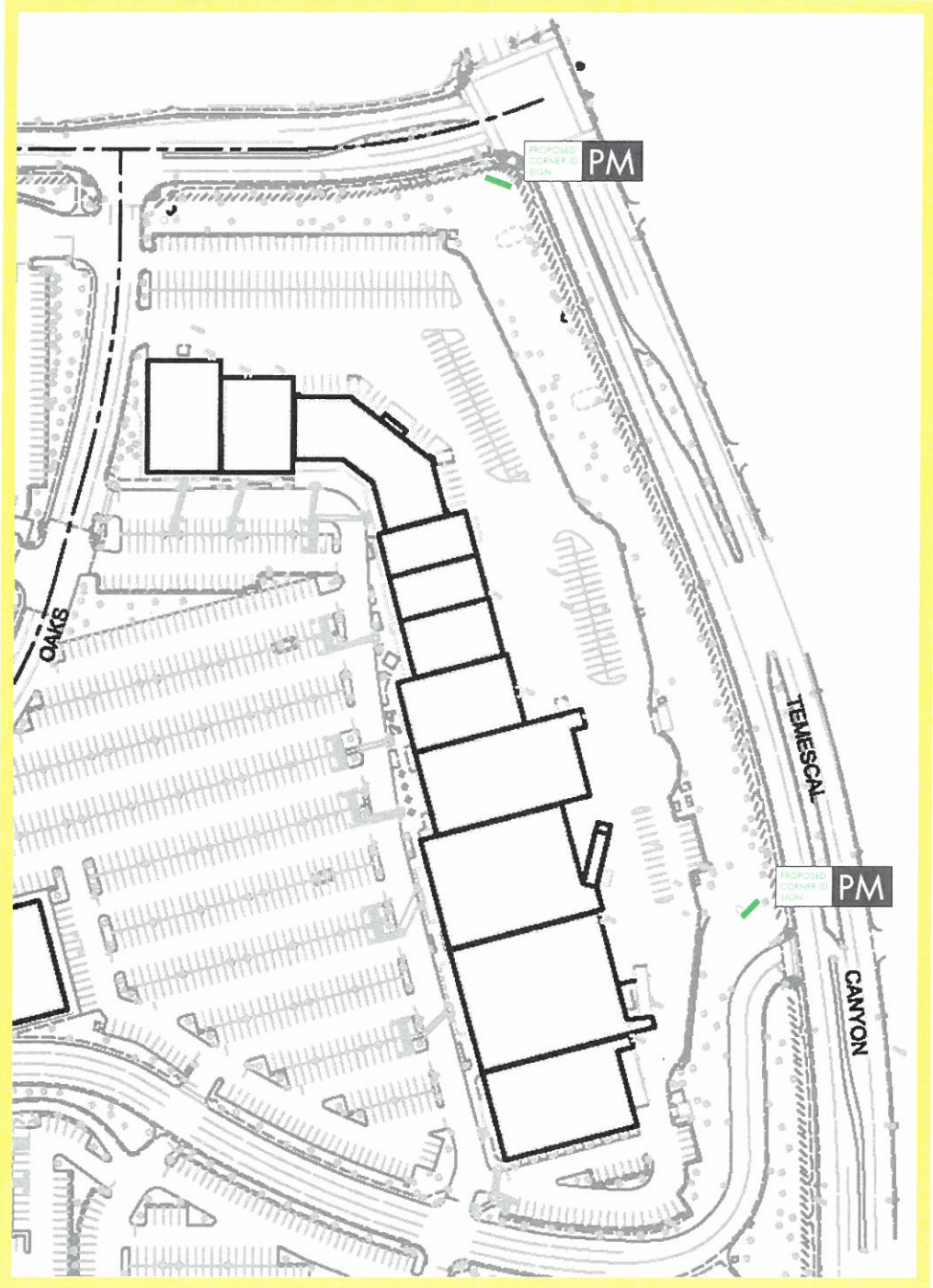
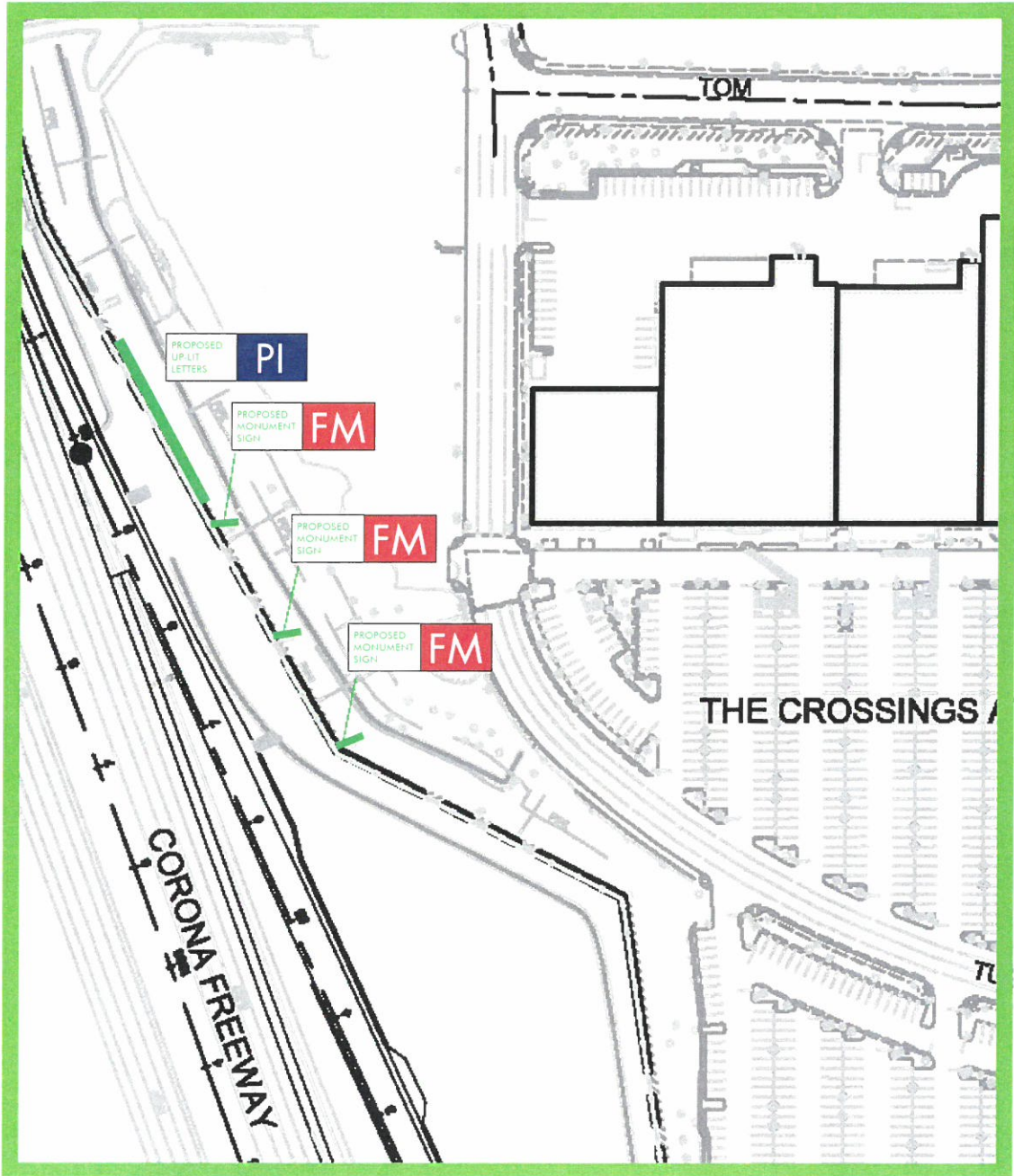


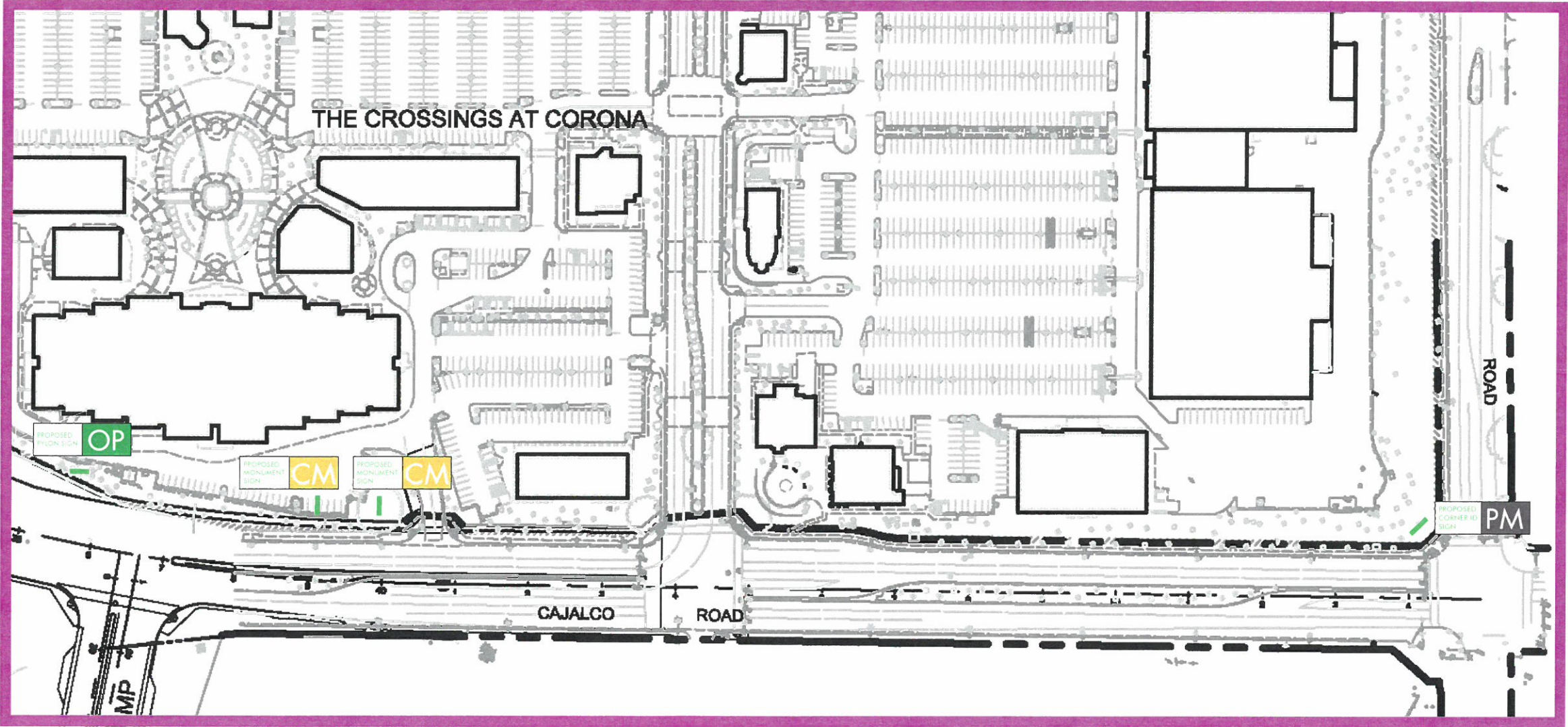
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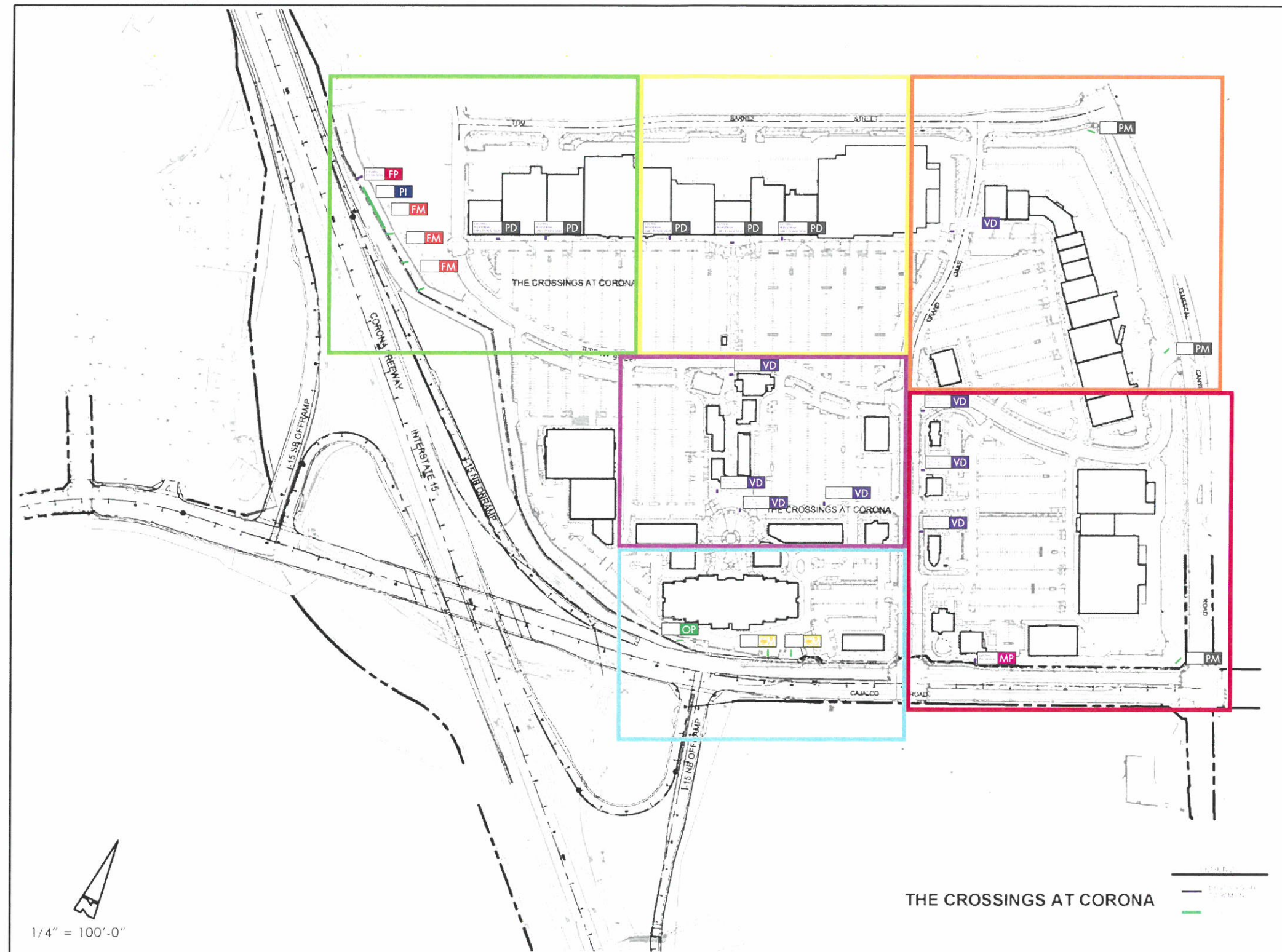


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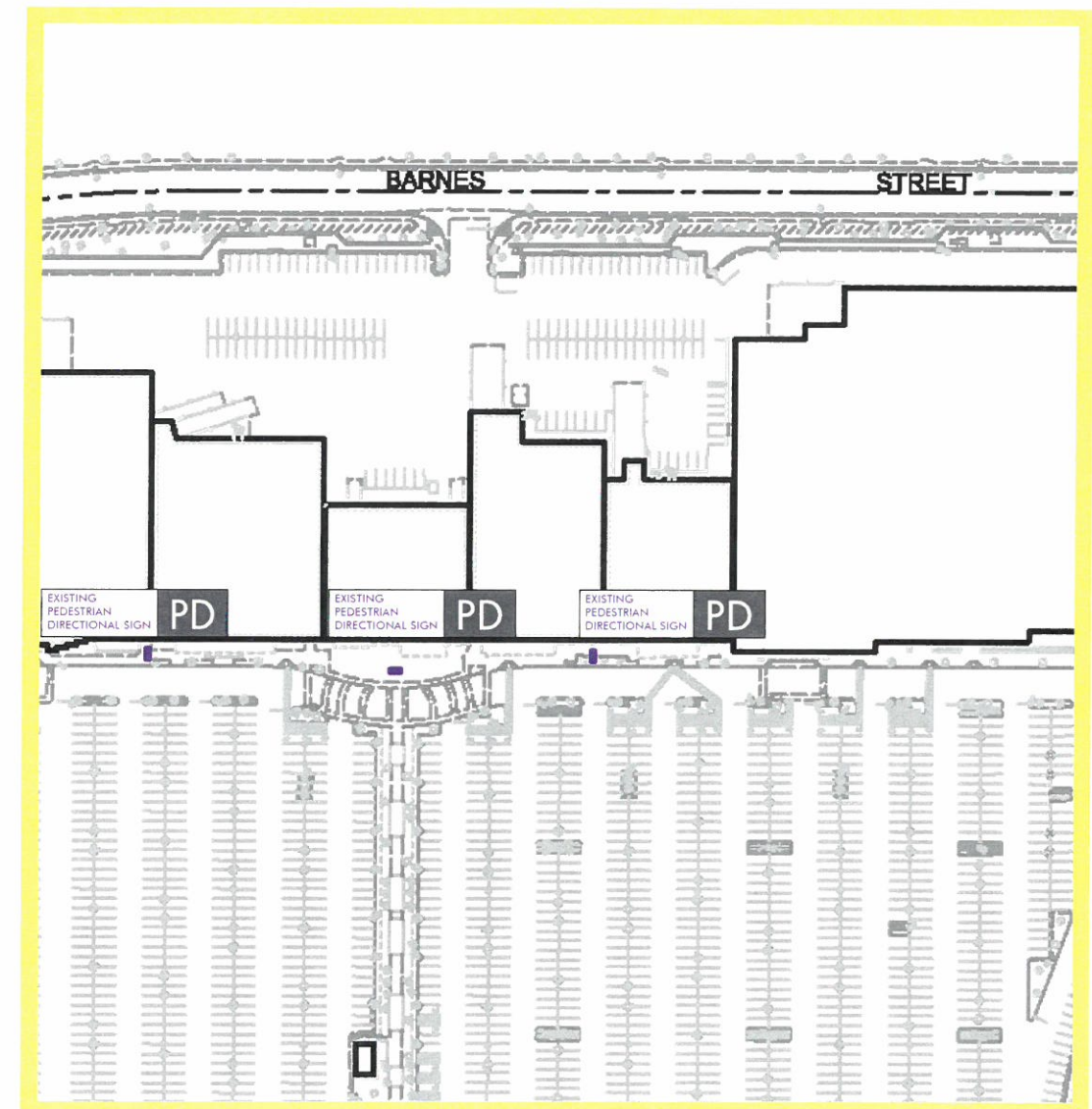
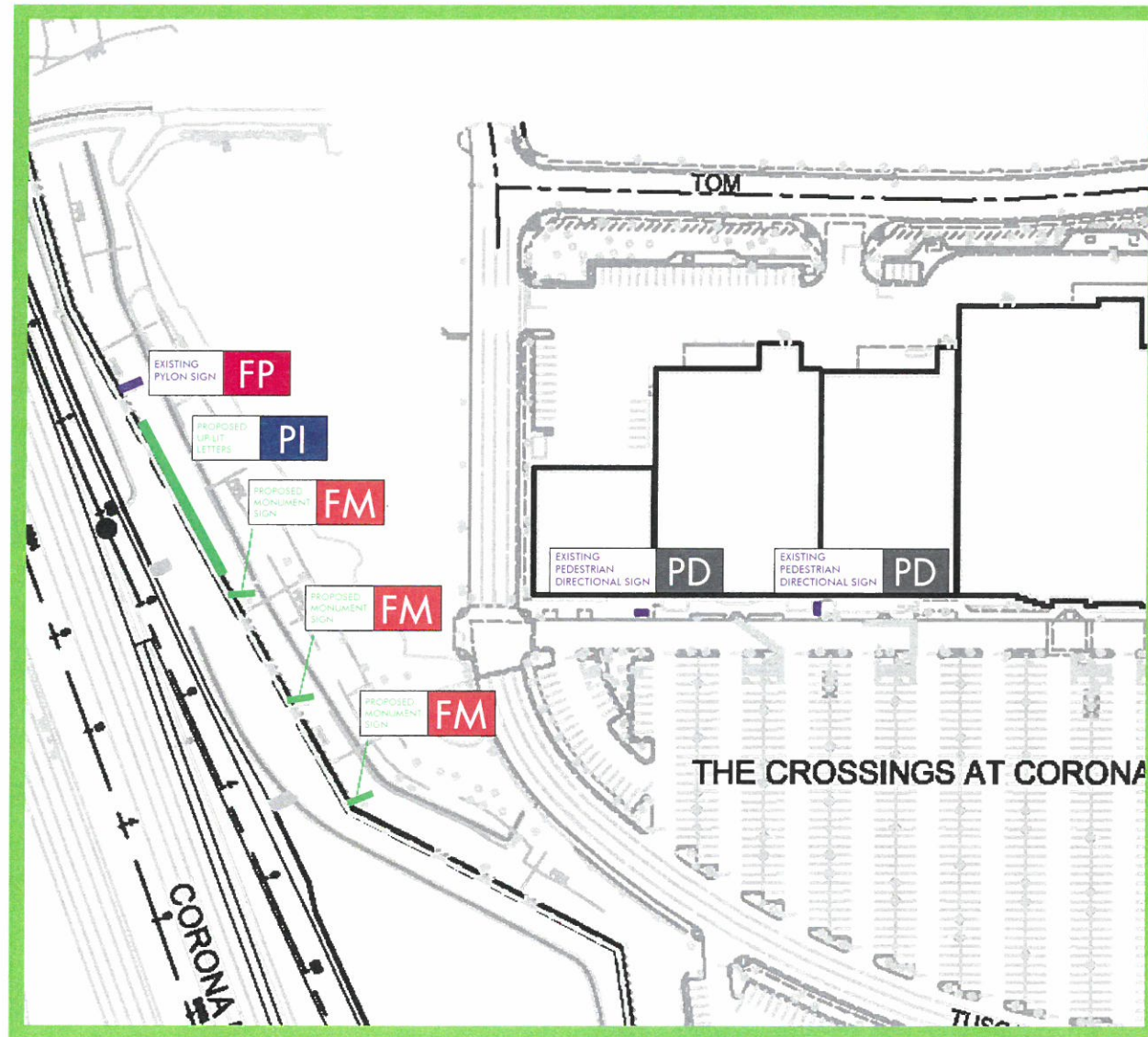




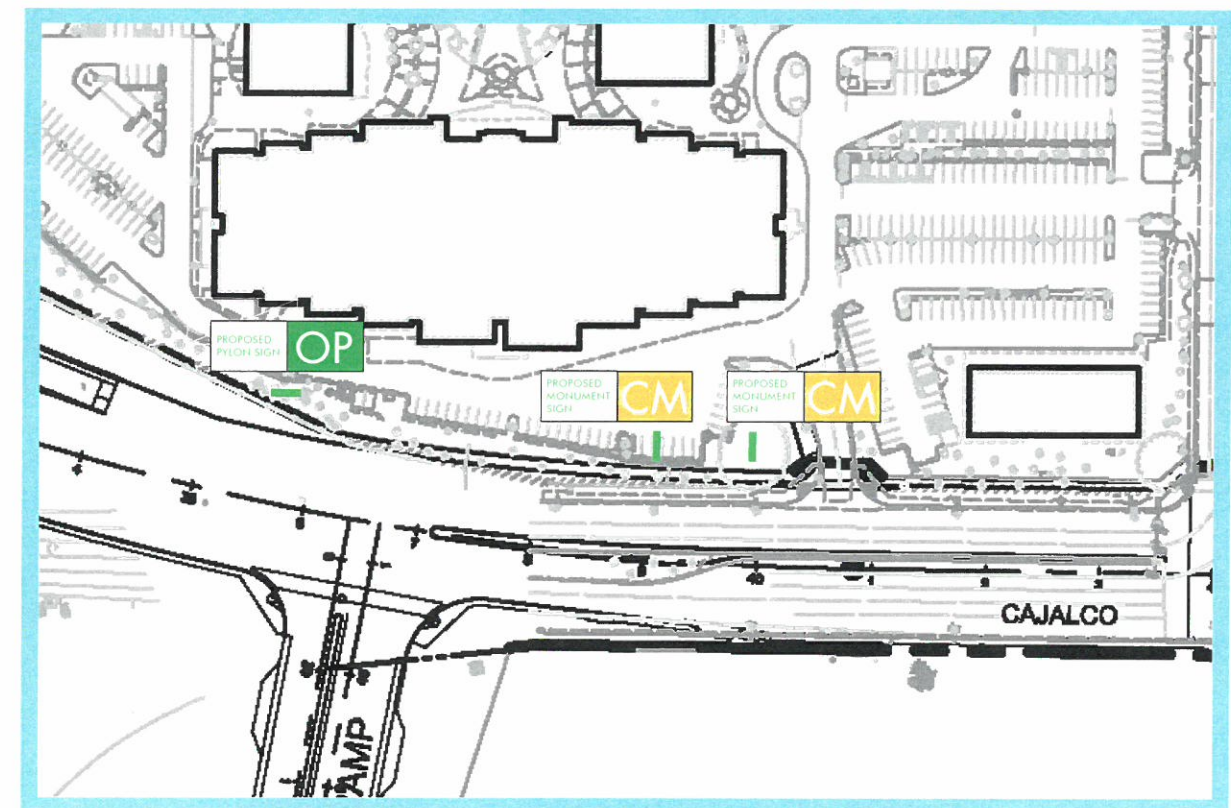
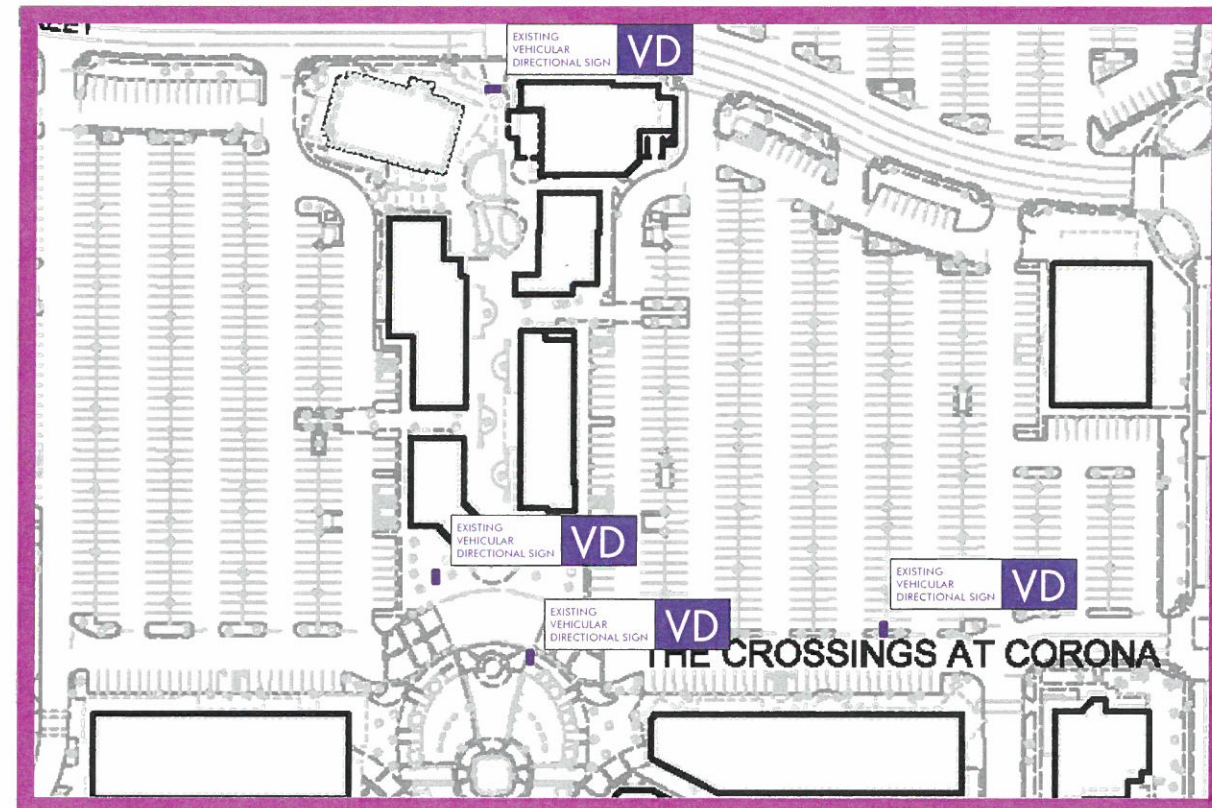
SITE PLAN - EXISTING TO STAY & PROPOSED



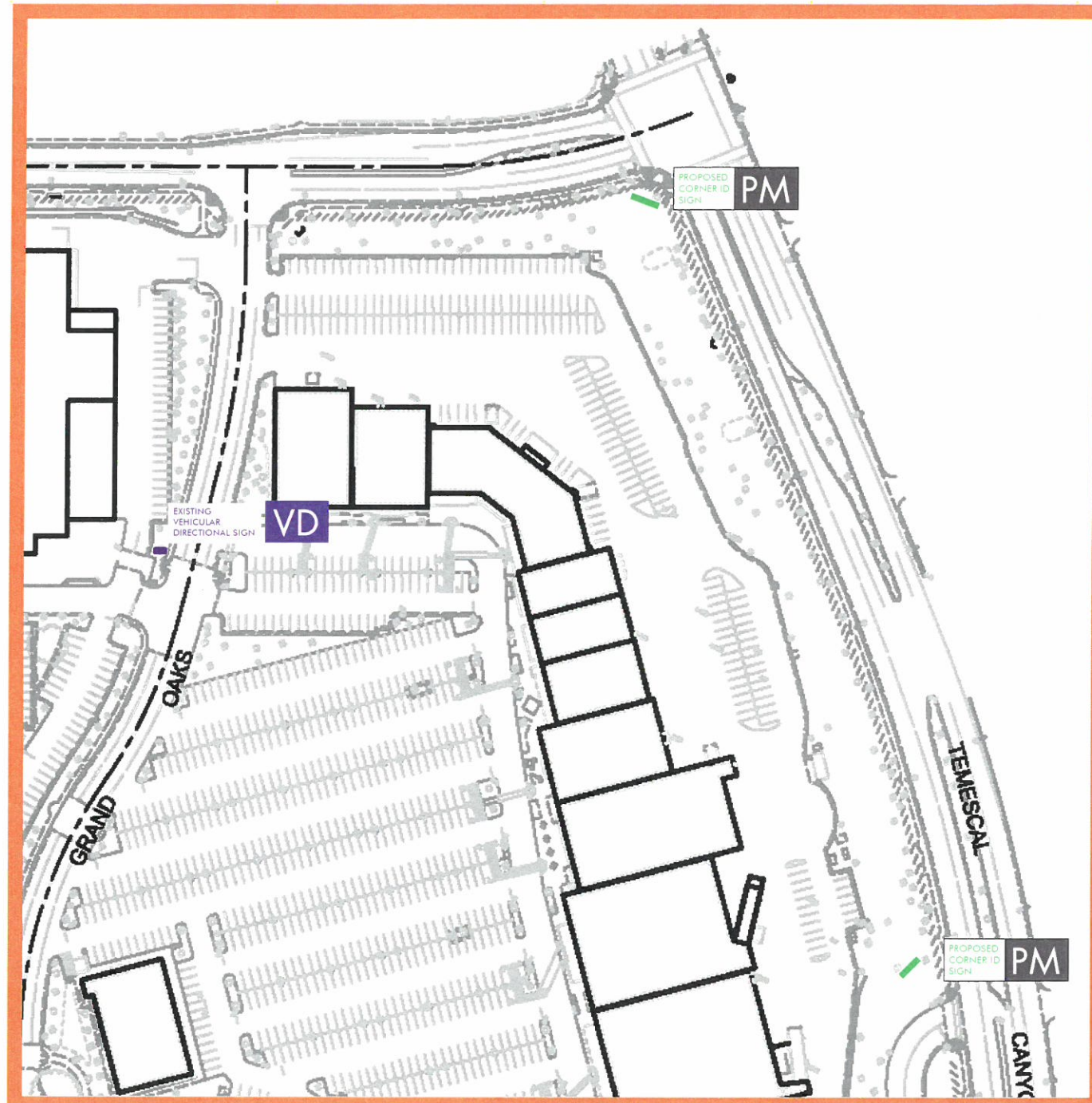
ENLARGED SITE PLAN - EXISTING TO STAY & PROPOSED (NOT TO SCALE)



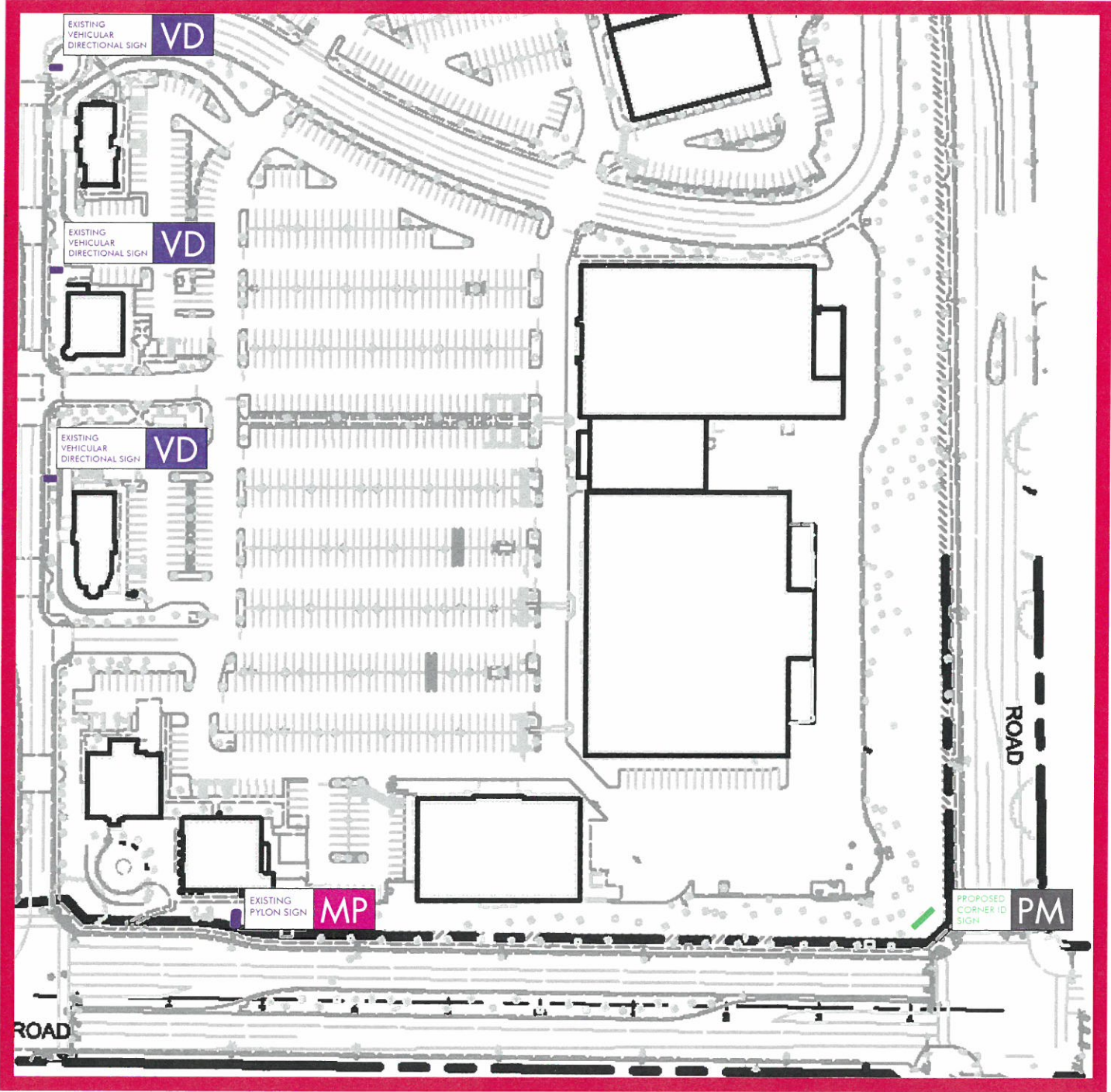
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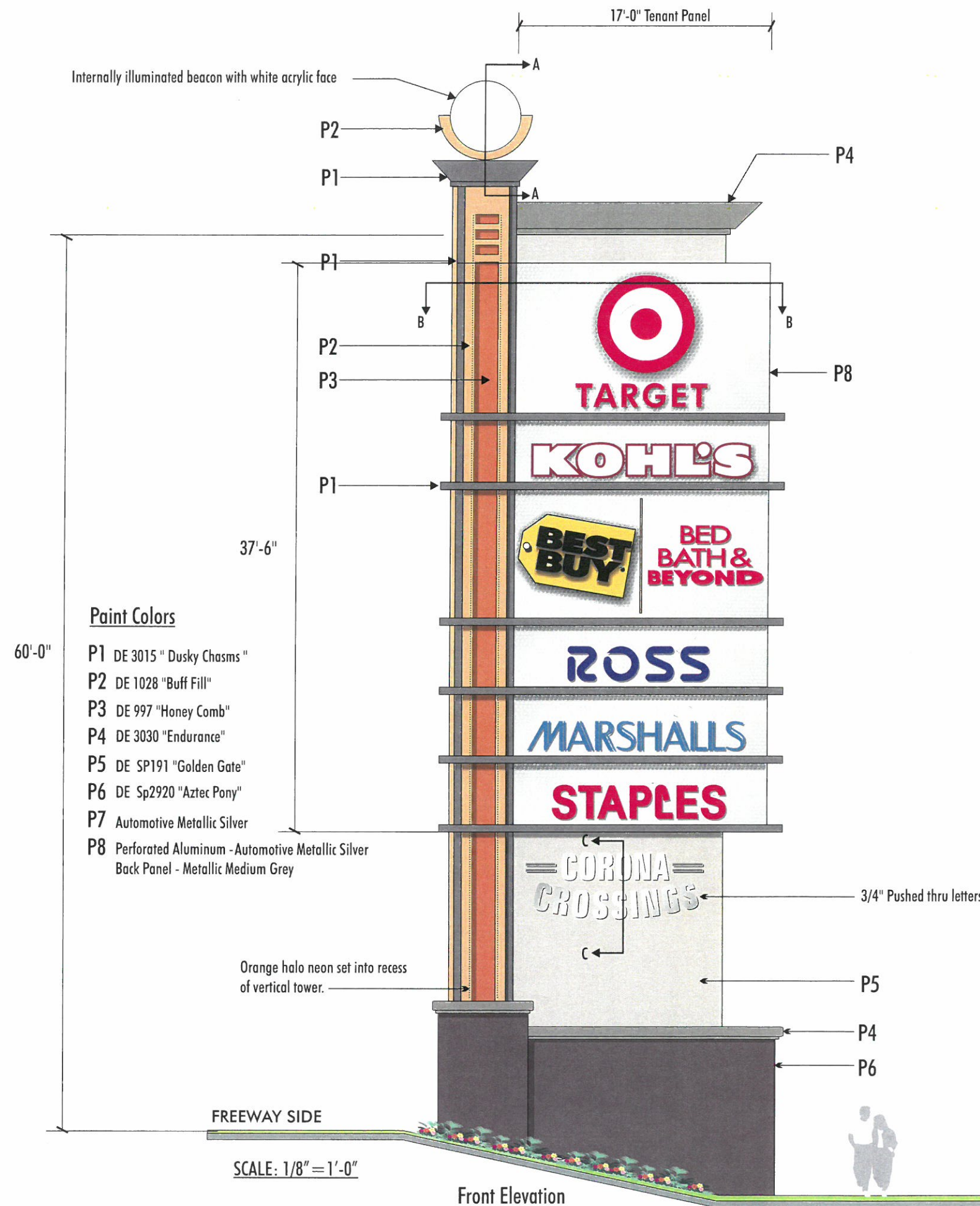
**ENLARGED SITE PLAN - EXISTING TO STAY & PROPOSED
(NOT TO SCALE)**



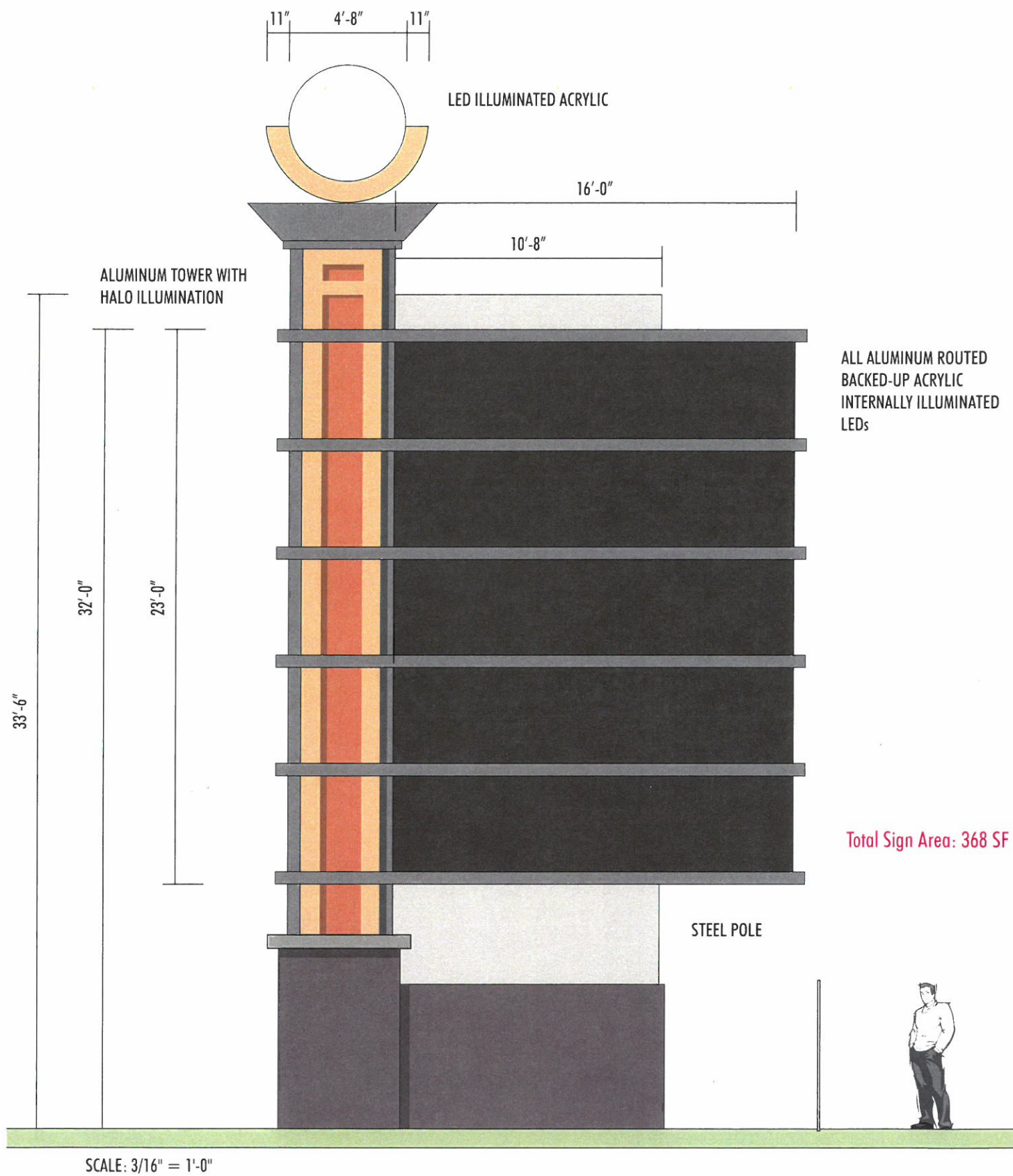
ENLARGED SITE PLAN - EXISTING TO STAY & PROPOSED
(NOT TO SCALE)



(FP) FREEWAY PYLON

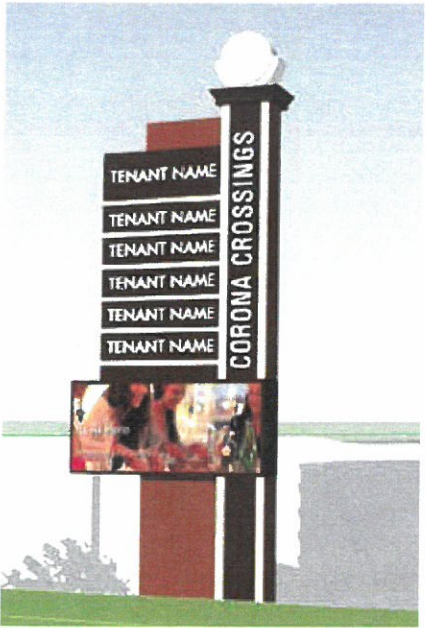
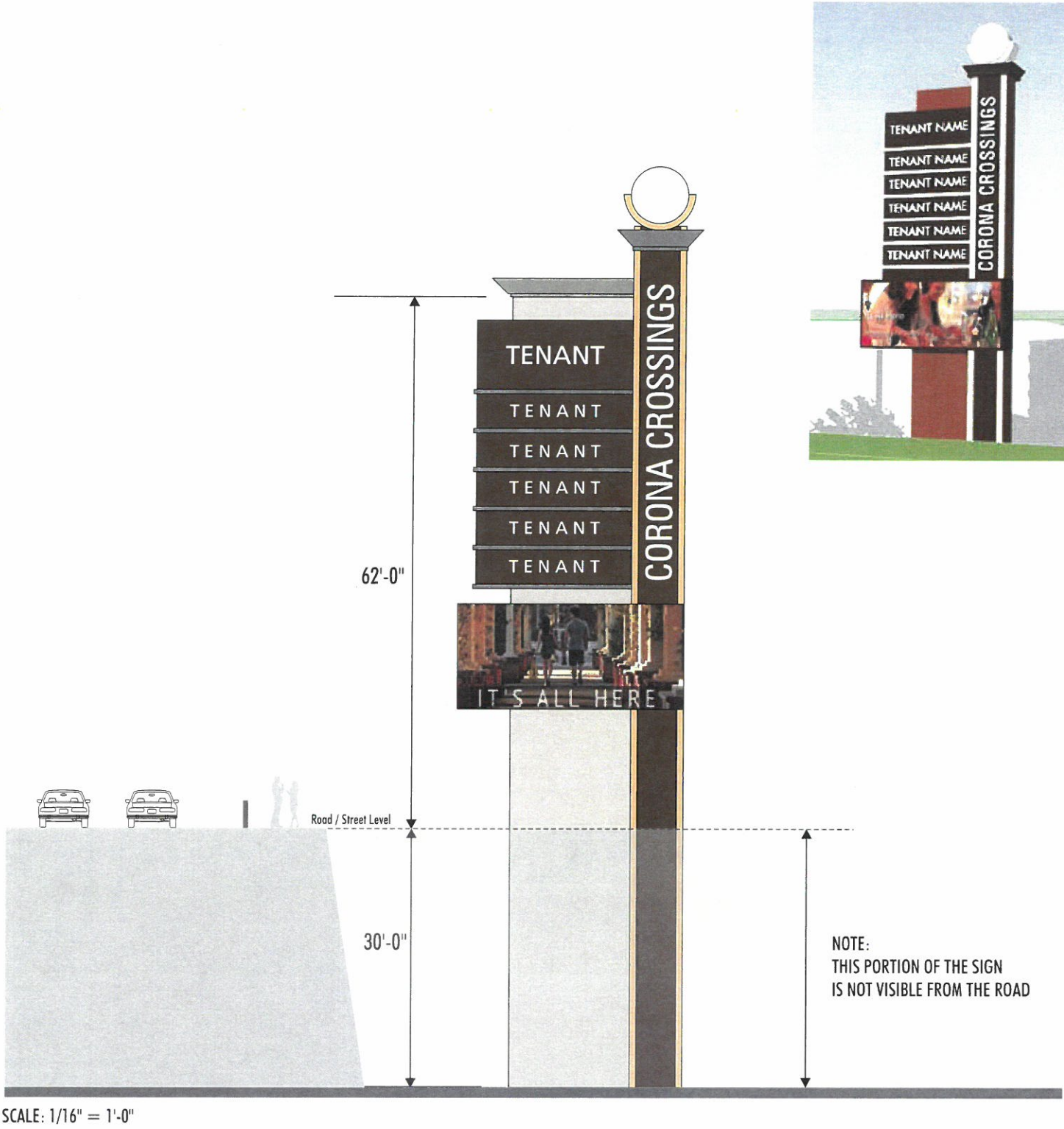
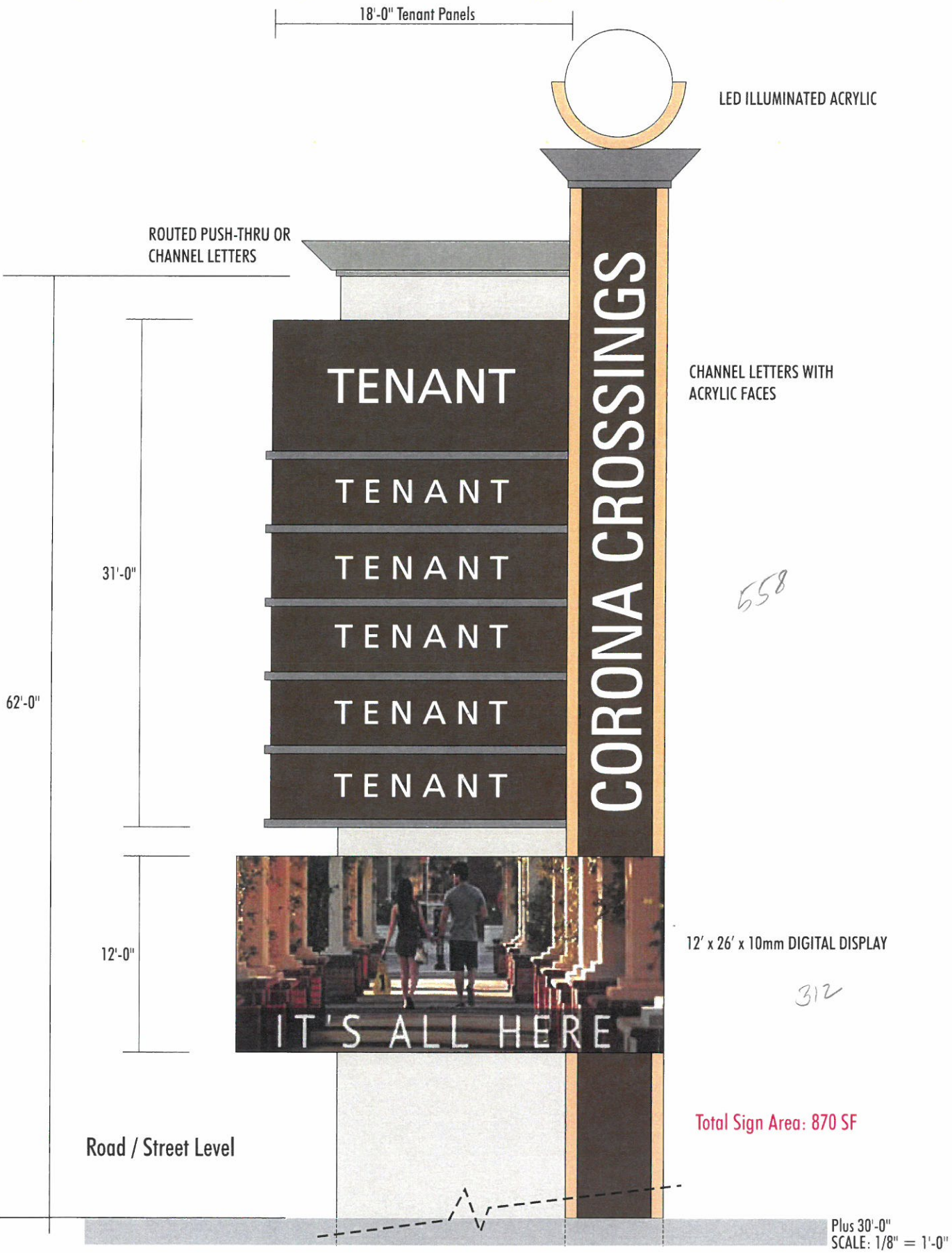


Total Sign Area: 637.5 SF

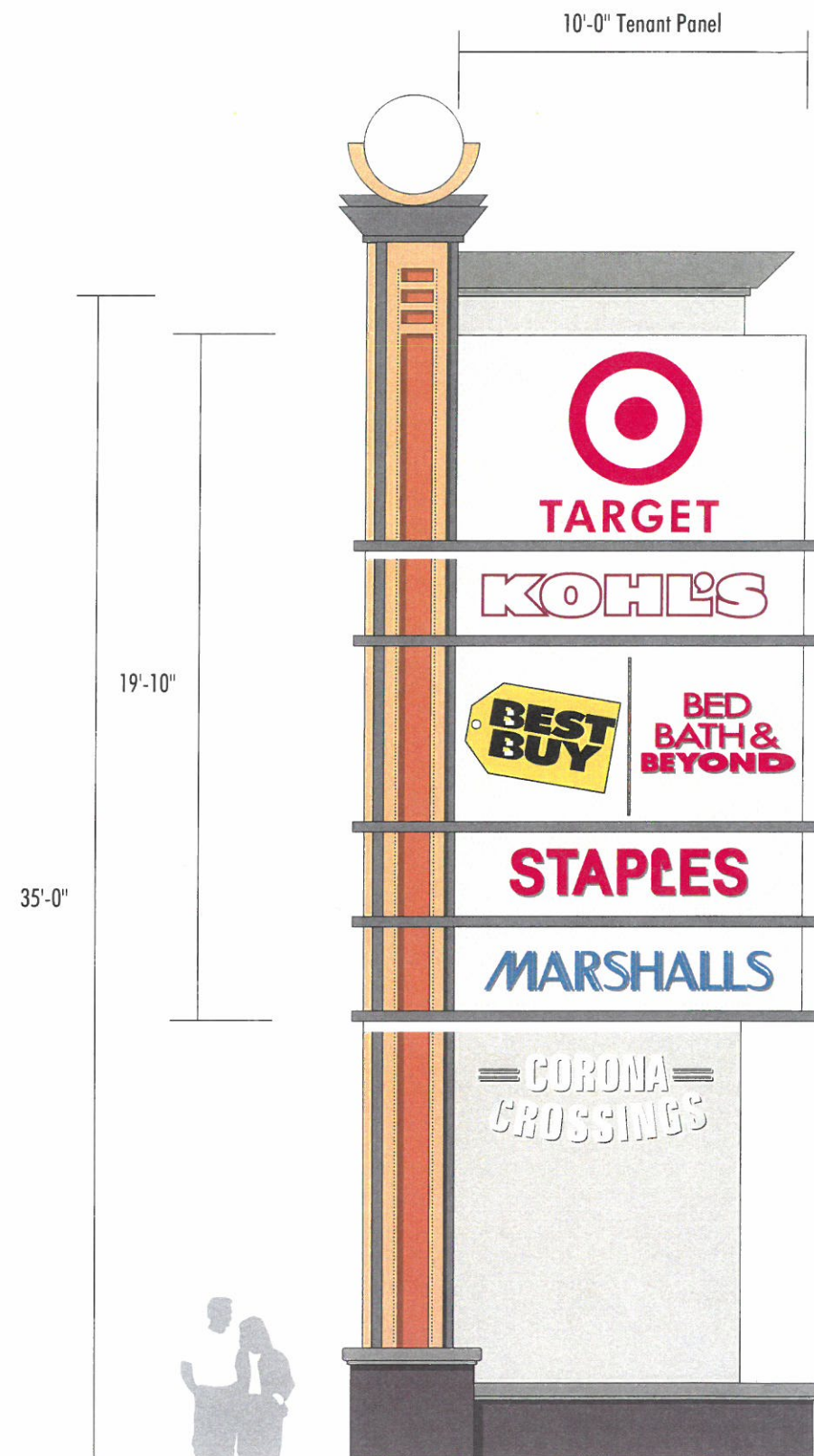


THREE NEW FIVE (5) TENANT FREEWAY PYLONS TO REPLACE THE SEVEN EXISTING MONUMENTS

(OP) ONRAMP PYLON

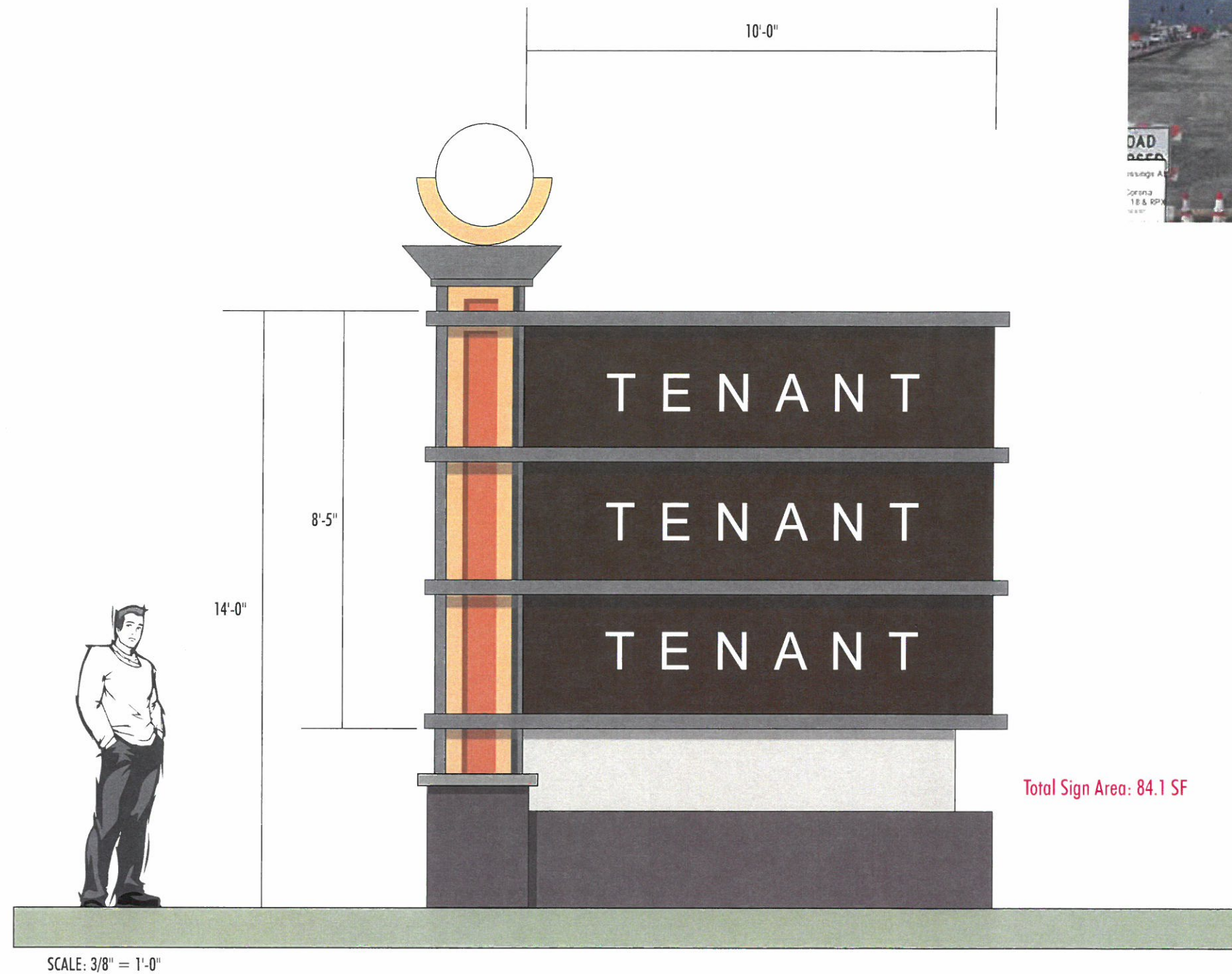


(MP) MULTI-TENANT PYLON



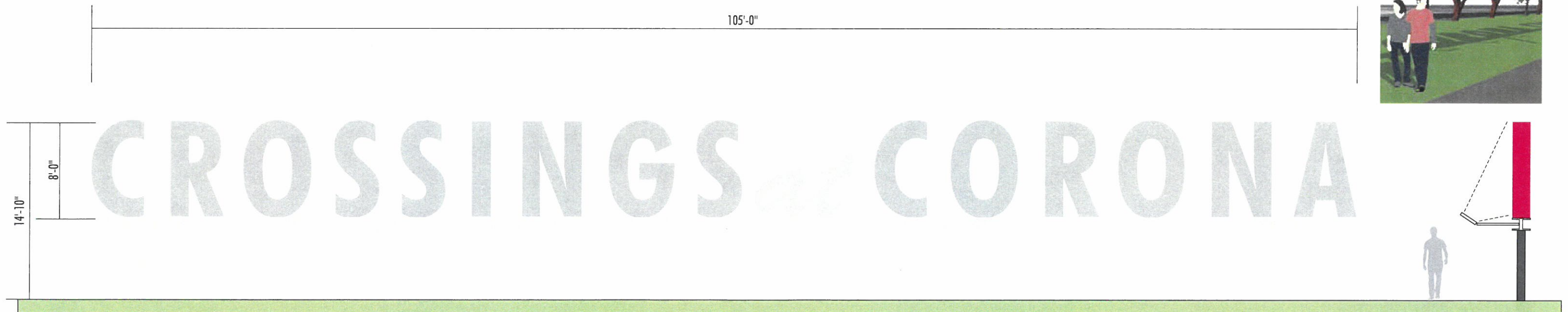
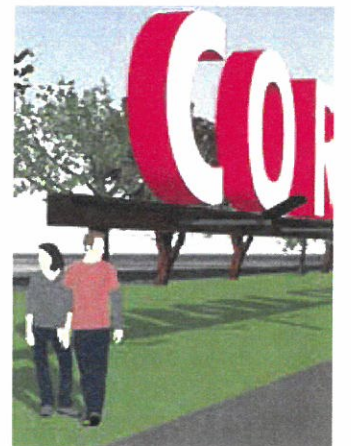
Total Sign Area: 198.3 SF

(CM) CAJALCO MULTI-TENANT MONUMENT SIGNS





NOTE: FACE OF LETTERS TO BE WHITE
RETURNS TO BE CONTRASTING COLOR



SCALE: 1/8" = 1'-0"

Total Sign Area: 840 SF

MOUNTED TO STEEL UPRIGHTS AND I-BEAM
FABRICATED OUT OF ALUMINUM
ILLUMINATION: HIGH OUTPUT LED UPLIGHTS

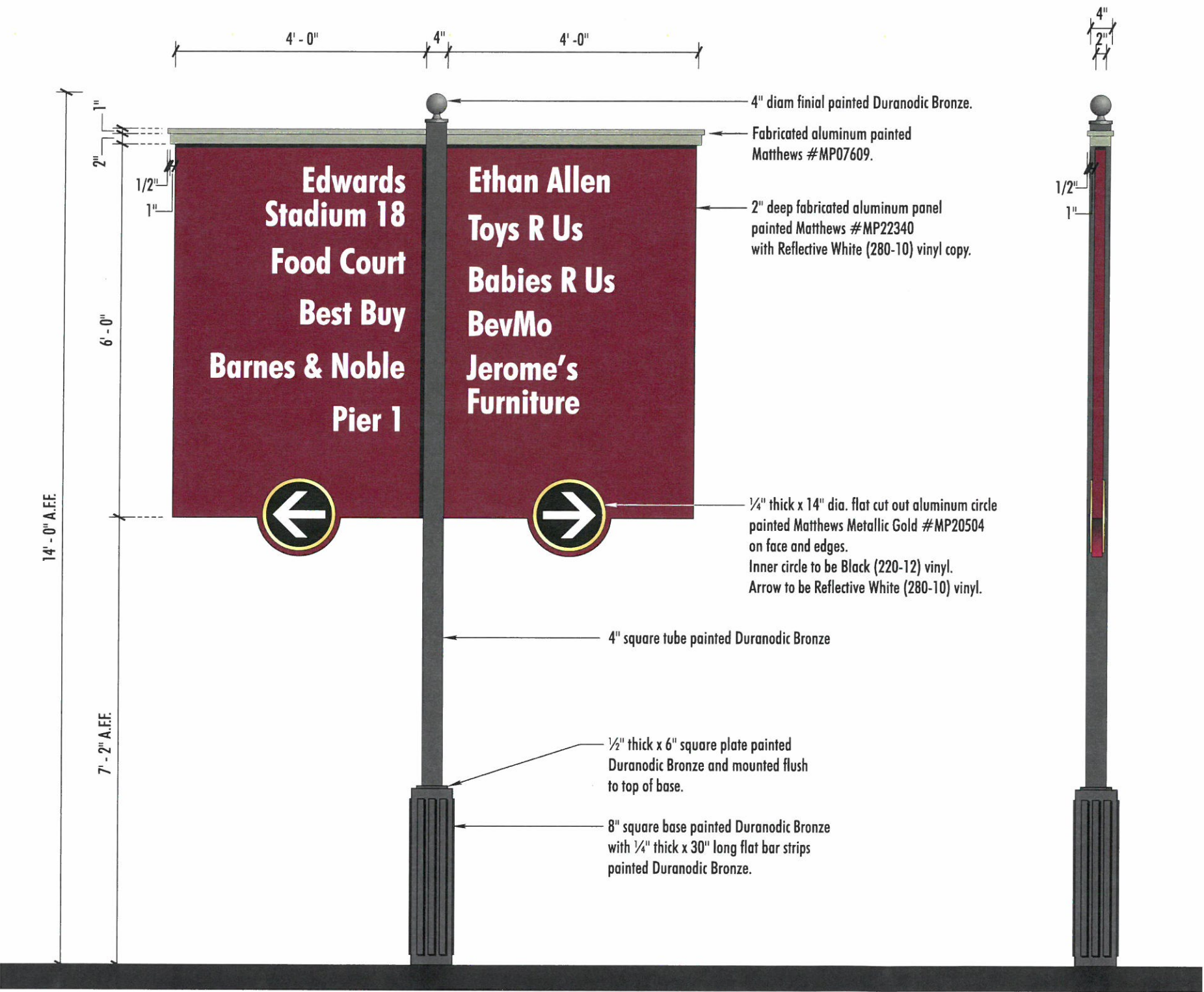


SCALE: 1/4" = 1'-0"

Total Sign Area: 30 SF

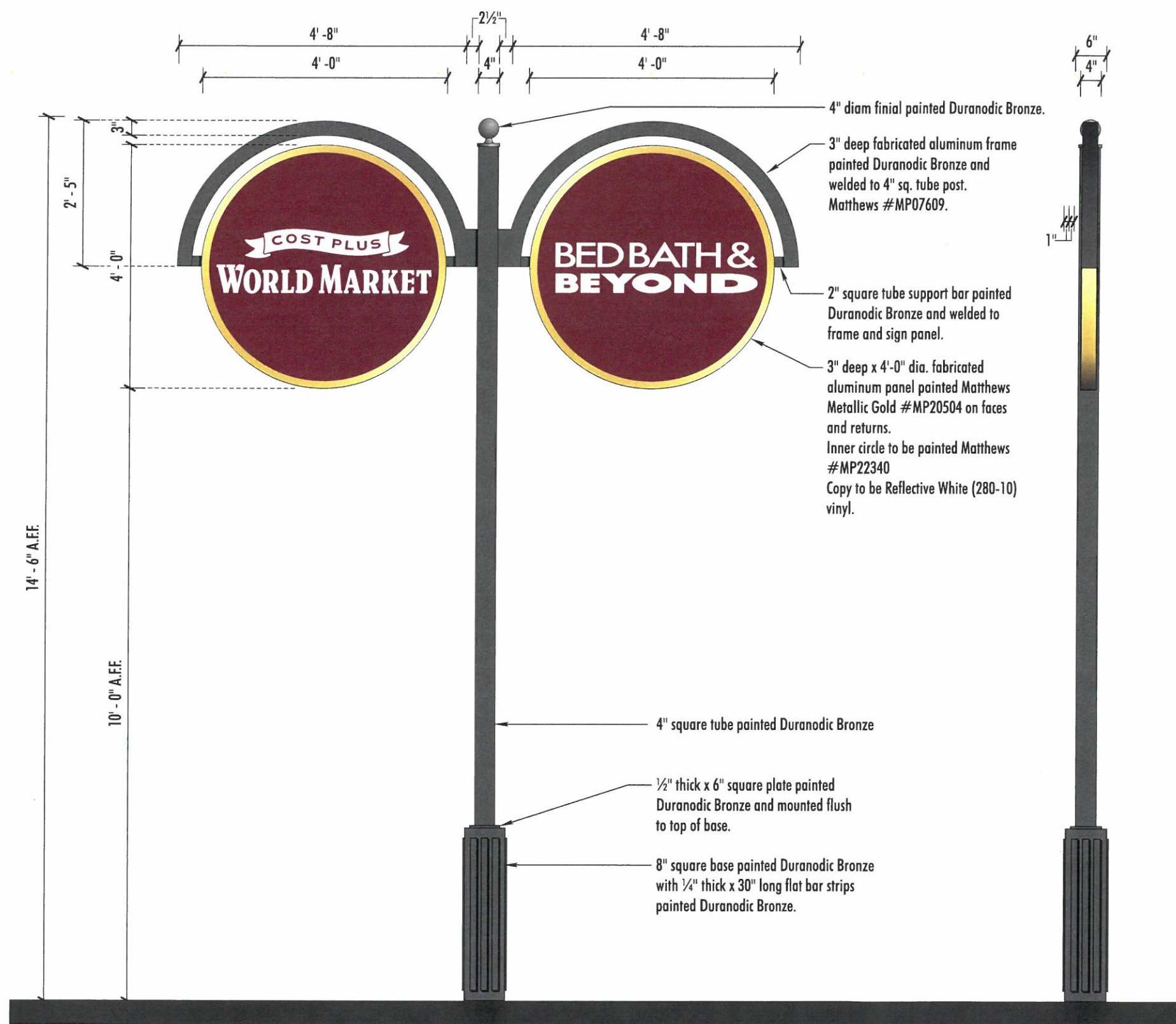


SCALE: 1/4" = 1'-0"
Total Sign Area: 36 SF



Total Sign Area: 48 SF



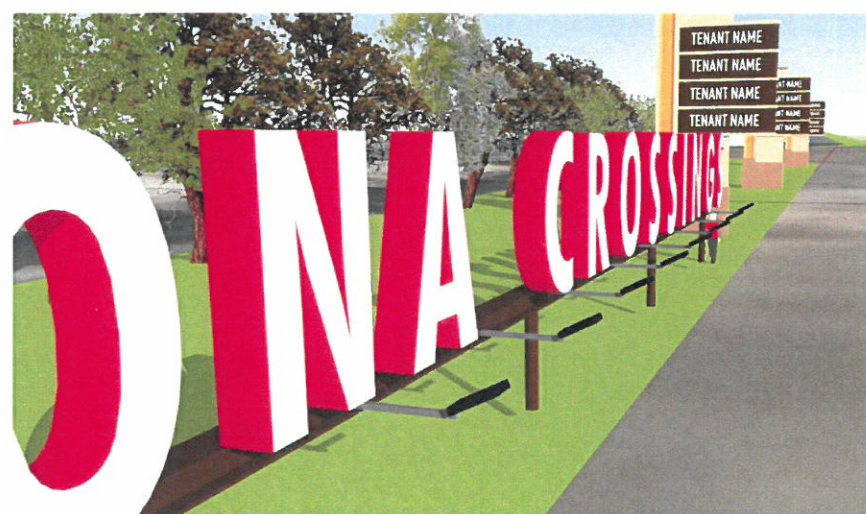


Total Sign Area: 28 SF



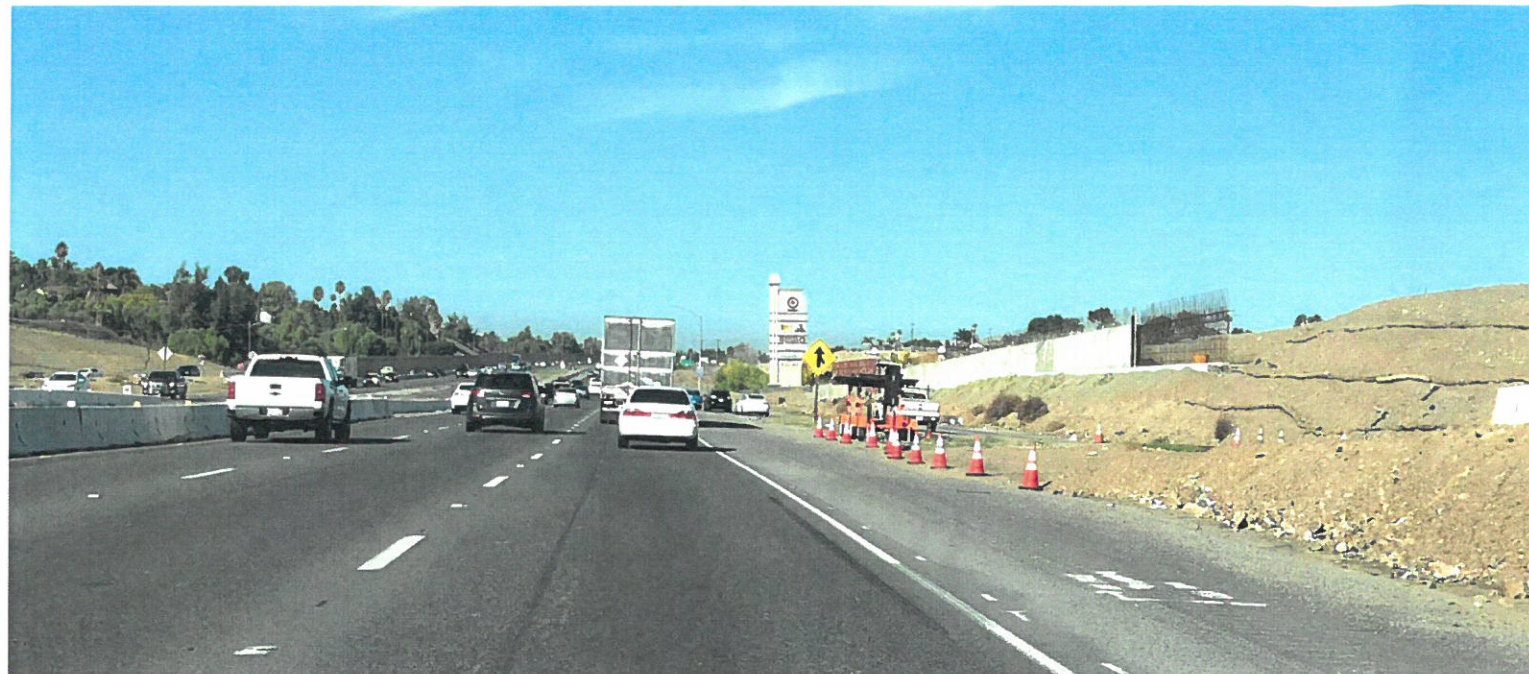
OVERVIEW OF THE "CROSSINGS AT CORONA" FREEWAY SIGNAGE







VIEW OF PROJECT FROM THE I-15 TRAVELING NORTH



VIEW OF PROJECT FREEWAY SIGNS FROM THE I-15 TRAVELING NORTH
HAVING JUST TRAVELED UNDER THE CAJALCO OVERPASS





VIEW OF PROJECT FREEWAY SIGNS FROM THE I-15 TRAVELING NORTH



VIEW OF PROJECT FREEWAY SIGNS FROM THE I-15 TRAVELING SOUTH



VIEW OF PROJECT FREEWAY SIGNS FROM THE I-15 TRAVELING SOUTH

April 4, 2019

Attention: Sandra Yang

Reference: SPA 2018-0003 – The Crossings at Corona

Dear Ms. Yang,

As you are aware Castle & Cooke has been significantly impacted by the recent construction by the I-15 and Cajalco Road Freeway improvements. The success of this shopping center is due in part to its proximity to the freeway, and ability to advertise to passing motorists. The Crossings at Corona currently has a number of signs along Cajalco Road and I-15 advertising retailers located within the shopping center. Construction of a new Cajalco Road overpass, and a higher I-15 northbound onramp at Cajalco Road will impact the ability of motorists to see many of these signs from the freeway. A total of seven (7) monument signs and one (1) of two (2) pylon signs along the Caltrans right-of-way will be visually impacted by the new construction. Three (3) additional monument signs are required to be relocated due to the widening of Cajalco Road east of the freeway.

In order to mitigate against these unintended consequences, Castle & Cooke will need to remove and dispose of the seven (7) monument signs and the southerly pylon sign; and replace with three (3) larger monument signs and a significantly taller pylon sign. Combined, the three (3) monument signs will advertise potentially up to 15 tenants as compared to existing seven monument signs advertising 14 tenants. The pylon sign is being relocated farther to the south along the freeway and is proposed to be at least 100 feet tall.

Details regarding the size, type, and location of the existing signs are determined by the Crossings Sign Program as part of the El Cerrito Specific Plan. Due to impacts from the freeway improvements, the owners of the Crossings at Corona are seeking an amendment to the Specific Plan to allow for new, taller signs, which will maintain driver's ability to see the signage from the freeway. We have included several exhibits for you to

review in this matter, including: revised Crossings Sign Program with photo simulations of the new signs from the perspective of the I-15 freeway; exhibits showing the existing and proposed sign locations, proposed sign dimensions, materials, and finishes; and a response to the Project and Environmental Review Committee's comments on the initial submittal made by KWC Engineers in October, 2018.

Upon your review should you have any questions or comments please do not hesitate to call me directly at (951) 808-7311. Thank you for your consideration in this matter.

Sincerely,
KWC ENGINEERS



Brandon M. Barnett, P.E., P.L.S.
President
P: 951-734-2130 x203
C: 951-808-7311
Brandon.Barnett@kwcengineers.com



CITY OF CORONA

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

Name, Description and Location of Project:

Specific Plan Amendment 2018-0003 (SPA2018-0003) is a proposal to amend the signage development standards under Section 12.9.4(H) of the El Cerrito Specific Plan (SP91-01) to allow for new signage for the Crossings at Corona shopping center located at the northeast corner of Interstate 15 and Cajalco Road due to the physical changes of the property resulting from the Cajalco Road Interchange Improvement Project

Entity or Person Undertaking Project:

☒ A. Public Agency: City of Corona, 400 S. Vicentia Avenue, Corona, CA 92882 / (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:

SPA16-007 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 *common sense exemption* that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This amendment amends language in the El Cerrito Specific Plan, 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: _____

Sandra Yang, Senior Planner
Lead Agency Representative

EXHIBIT M



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: SPA2018-0003
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:

Specific Plan Amendment 2018-0003 (SPA2018-0003) is a proposal to amend the signage development standards under Section 12.9.4(H) of the El Cerrito Specific Plan (SP91-01) to allow for new signage for the Crossings at Corona shopping center located at the northeast corner of Interstate 15 and Cajalco Road due to the physical changes of the property resulting from the Cajalco Road Interchange Improvement Project

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: SPA16-007 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 *common sense exemption* that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This amendment amends language in the El Cerrito Specific Plan, and there is no possibility that adopting this Ordinance will have a significant effect on the environment.
9. Contact Person/Telephone No.: Sandra Yang / (951) 279-3553
10. Attach Preliminary Exemption Assessment (Form "A") before filing.

Date received for filing: _____

Signature: _____
Sandra Yang, Senior Planner

City of Corona

400 S. Vicentia Ave.
Corona, CA 92882



Minutes - Draft

Monday, June 10, 2019

6:00 PM

Council Chambers

Planning and Housing Commission

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

ROLLCALL

Present 3 - Commissioner Viren Shah, Chair Karen Alexander, and Commissioner Craig Siqueland

Absent 2 - Commissioner Mitchell Norton, and Vice Chair Tim Jones

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

19-0554 Approval of minutes for the Planning and Housing Commission meeting of May 6, 2019

Attachments: 20190506-P&H Minutes - DRAFT

A motion was made by Commissioner Siqueland, seconded by Commissioner Shah, that the Planning and Housing Commission approve the meeting minutes of May 6, 2019. The motion carried by the following vote:

Aye: 3 - Commissioner Shah, Chair Alexander, and Commissioner Siqueland

19-0555 Approval of minutes for the Planning and Housing Commission meeting of May 20, 2019

Attachments: 20190520-P&H Minutes - DRAFT

A motion was made by Commissioner Shah, seconded by Commissioner Siqueland, that the Planning and Housing Commission approve the meeting minutes of May 20, 2019. The motion carried by the following vote:

Aye: 3 - Commissioner Shah, Chair Alexander, and Commissioner Siqueland

5. CONSENT ITEMS

None.

6. PUBLIC HEARINGS

19-0552 SPA2018-0003: Proposal to amend the signage development standards under Section 12.9.4(H) of the El Cerrito Specific Plan (SP91-01) to allow

for new signage for the Crossings at Corona shopping center located at the northeast corner of Interstate 15 and Cajalco Road due to the physical changes of the property resulting from the I-15 and Cajalco Road Interchange Improvement Project (Applicant: Scott Thayer, Castle & Cooke Corona Crossings, LLC).

Attachments: Staff Report

Locational & Zoning Map

Exhibit A - Proposed Specific Plan Amendment to Section 12.9.4(H) of the El Cerrito Specific Plan.

Exhibit B - Conditions of Approval

Exhibit C - Crossings Freeway Signage Replacement Plan.

Exhibit D - Cross-section of Cajalco Road with new 14-foot high monument signs.

Exhibit E - Cross-section of of I-15 northbound onramp with existing 60-foot pylon sign to be removed.

Exhibit F - Cross-section of of I-15 northbound onramp with new 92-foot freeway-oriented pylon sign.

Exhibit G - Cross-section of of I-15 northbound onramp with existing 14-foot high monument signs to be removed.

Exhibit H - Cross-section of of I-15 northbound onramp with new 33.5-foot high monument signs.

Exhibit I - Cross-section of of I-15 northbound onramp with new project identification sign (up-lit individual letters).

Exhibit J - New Sign Program for the Crossings at Corona shopping center.

Exhibit K - Photosimulations of signs.

Exhibit L - Applicant's letter dated April 4, 2019 requesting the specific plan amendment.

Exhibit M - Environmental Document.

SPA2018-0003 PP Presentation

At the request of Chair Alexander, Joanne Coletta, Community Development Director, reviewed the staff report for SPA2018-0003. At the conclusion of her presentation, Ms. Coletta offered to answer any questions of the Commission.

Commissioner Shah asked if the Corona Municipal Code included this type of electronic message board.

Ms. Coletta responded yes, these types of boards are allowed within the city along certain street.

Commissioner Shah asked if there are any size restrictions for electronic signs.

Ms. Coletta responded yes and explained the size restrictions, which is generally a 1:1 ratio meaning 1 square foot of signage per lineal foot of

property frontage.

Commissioner Shah asked if this electronic sign will be aligned with the new freeway off-ramp.

Ms. Coletta responded yes, it will be placed across from the north bound off ramp at Cajalco Road and visible to those drivers exiting.

Commissioner Shah asked if the city has concern with the electronic sign distracting motorist.

TOM KOPER, ASSISTANT PUBLIC WORKS DIRECTOR, responded he does not believe the electronic sign would be a distraction to the motorist.

Commissioner Siqueland expressed his concern with the Corona Crossing project identification sign not being consistent with other surrounding signage [in the center].

Ms. Coletta explained the letters of the signage is different because of the type of style proposed by the developer.

Commission Shah asked if the project identification signage language is included in the amendment.

Ms. Coletta responded yes, and she explained where in the amendment exhibit it is included.

Commissioner Shah asked if the three signs on Temescal Canyon Road could coordinate with the same font size and color scheme as the Corona Crossing signage along the freeway.

Ms. Coletta responded that project identification signage is proposed for other locations. She explained the font and color scheme is consistent with the freeway sign, but the base on the sign is different.

SCOTT THAYER, REPRESENTING CASTLE & COOKE, spoke briefly on the history of the current signage and the importance of the new signage for the tenants in the center due to the changes that have occurred along the freeway and along the center's street frontage.

Commissioner Siqueland asked if the total project [signage] could have a common look.

Mr. Thayer responded that their main focus is drawing attention to drivers.

Commissioner Siqueland asked if the existing sign that will remain will be modernized to match the new signs.

Mr. Thayer answered yes, it will be modernized [fresh color] to match the new signs.

Commissioner Shah asked if the project identification signage located along the freeway can also be placed along a center's street frontage.

Mr. Thayer answered yes, it can be added.

A discussion ensued among the Commissioners regarding project identification signage to be allowed along the center's street frontage.

Chair Alexander shared that she spoke with some tenants of the center and they are pleased with the new signage.

A discussion ensued among the Commissioners and the applicant regarding the color scheme and font of the signage.

MILTON SOLOMON, REPRESENTING ARCHITECT DESIGN & SIGNS (AD/S), explained the color scheme of the signs and ensured the Commission that the color scheme will be consistent on all the signs.

Commissioner Shah asked if the new signs would be enough signage for the center.

Mr. Thayer responded he is pleased with the proposal that has been presented.

Chair Alexander opened the public hearing.

Chair Alexander closed the public hearing.

Commissioner Siqueland thanked the applicant for addressing the color scheme.

Commissioner Shah added he wanted to make sure the applicant has the ability to add the additional project identification sign to match the freeway sign at the center entrance.

Ms. Coletta replied that new language for the project identification signage along the center's street frontage can be added to the specific plan amendment before moving forward to City Council.

Chair Alexander expressed her concern about the brightness of the digital sign and suggested a dimmer switch be placed on the sign.

Ms. Coletta responded that the sign is designed to have automatic dimmer based on the time of day.

A motion was made by Commissioner Siqueland, seconded by Commissioner Shah, that the Planning and Housing Commission recommend **APPROVAL** of SPA2018-0003 to the City Council, with the added condition to include language in the specific plan that will allow project identification monument signs to be placed along a center's street frontage, in addition to the findings contained in the staff report and subject to the conditions of approval. The motion carried by the following vote:

Aye: 3 - Commissioner Shah, Chair Alexander, and Commissioner Siqueland

7. WRITTEN COMMUNICATIONS

None.

8. ADMINISTRATIVE REPORTS

Ms. Coletta reported that the City Council denied the appeal for Renegade Towers at the June 5, 2019 meeting.

9. PLANNING AND HOUSING COMMISSIONERS' REPORTS AND COMMENTS

None.

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

19-0556 Report by on the May 1, 2019 Infrastructure Committee meeting.

Attachments: 20190501 Infrastructure Committee Minutes - Final

11. ADJOURNMENT

Chair Alexander adjourned the meeting at 6:44 p.m. to the Planning and Housing Commission meeting of Monday, June 24, 2019, commencing at 6:00 p.m. in the City Hall Council Chambers.