

## **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 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 northwest corner of Cajalco Road 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 general rule that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This 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, Chapter 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 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.

(ix) 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 30<sup>th</sup> day after its adoption.

**ADOPTED** this 7th day of August, 2019.

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Mayor, City of Corona, California

**ATTEST:**

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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 an adjourned 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.

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City Clerk of the City of Corona, California

**EXHIBI “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 100 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.