

Main Street South Plaza Specific Plan
6.0 Development Standards

6.1.8 Loading and Storage Areas

- a. All loading and storage areas shall be shielded from view from commercial streets and residential uses by containment within a building or in an area enclosed by a wall a minimum of five feet in height. Materials and colors shall be consistent with that used for the principal structure.
- b. All loading activities in Sub District Six shall be oriented away from the adjacent residential neighborhood and internally oriented within the commercial center.
- c. All building operating mechanical equipment shall be screened from view.
- d. The provisions of Chapter 17.79 (Trash Enclosures) shall apply.

6.1.9 Signage

Signs shall be regulated and controlled as specified under Section 17.74 of the Corona Municipal Code, except for the following modifications. (Also see Section 7.5 of the Design Guidelines.)

- a. Signs shall contain only such subject matter which refers to the name of the establishment or to the goods and services (no brand names) sold on the premises on which the sign is located.
- b. The following sign types are permitted in the Specific Plan Area:
 - Projecting signs. Maximum area 4 square feet. Projecting signs must be at least 8 feet above walking surfaces.
 - Awning valence signs.
 - Window signs.
 - Monument signs. See Paragraph 6.1.9(c) below
- c. A monument sign identifying a shopping center group of shops shall be permitted along the parcel frontage adjacent to a public street. Monument signs are permitted within building setbacks. The signs shall not be located in a public right-of-way or on the Focus Drive, except at the entrances and shall meet the corner cut-off area provisions of CMC Section 17.70.050. Monument signs shall not exceed a height of 6 feet.

With Sub-District 1, a commercial center may install two monument signs not to exceed 9.5 feet in height, with a maximum area of 50 square feet per sign face; and one monument sign not to exceed 12 feet in height, with a maximum sign area of 75 square feet per sign face. The center name shall be placed on the sign, and up to three principal users may be advertised on each sign. A free standing building located on an individual parcel may utilize a single tenant monument sign not exceeding six feet in height and shall be located outside corner cut-off areas set forth in CMC Section 17.70.050. Additional monument signs may be approved by the Planning Commission in conjunction with a precise plan application.

Within Sub District 2-4, the maximum area of the sign message shall not exceed ~~32~~ 40 square feet per face and ~~may~~ shall contain ~~on~~ the name of the center and up to five tenants. Monument signs, except for structures