

# City of Corona

400 S. Vicentia Ave.  
Corona, CA 92882



## Minutes - Final

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** 1 - 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.

Commissioner 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.