



# City of Corona

400 S. Vicentia Ave.  
Corona, CA 92882

## Agenda

### Planning and Housing Commission

*Karen Alexander, Chair*  
*Timothy Jones, Vice Chair*  
*Mitchell Norton, Commissioner*  
*Viren Shah, Commissioner*  
*Craig Siqueland, Commissioner*

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Monday, March 11, 2019

6:00 PM

Council Chambers

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#### 1. CALL TO ORDER

#### 2. PLEDGE OF ALLEGIANCE

#### 3. ORAL COMMUNICATIONS FROM THE PUBLIC

*Persons wishing to address the Planning and Housing Commission are requested to state their name for the record. This portion of the agenda is intended for public comment. State law prohibits the Planning and Housing Commission from discussing or taking action on items not listed on the agenda. The Planning and Housing Commission will appreciate your cooperation in keeping your comments brief. Please observe a three minute limit to communications.*

#### 4. MEETING MINUTES

19-0233

[Approval of minutes for the Planning and Housing Commission meeting of February 25, 2019.](#)

Attachments:

[20190225-P&H Minutes - DRAFT](#)

#### 5. CONSENT ITEMS

#### 6. HOUSING ITEMS

*(Items listed below are not advertised as public hearings.)*

19-0206

[Consideration of the purchase of surplus property owned by Riverside County Transportation Commission \(RCTC\) located at the southeast corner of Buena Vista and Second Street \(APN 118-302-014\) and southwest corner of Buena Vista and Second Street \(APN 118-270-002 and 118-270-003\) \(Applicant: City of Corona Housing Authority\).](#)

Recommended action: That the Planning and Housing Commission:

1. Recommend that the Corona Housing Authority purchase the surplus property for future affordable housing on APNs 118-270-002 and 118-270-003; and
2. Recommend that the Corona Housing Authority purchase and

dispose of APN 118-302-014 in an effort to increase the land area of an affordable housing project (Citrus Circle Apartments) located at 211 N. Buena Vista Avenue.

**Attachments:**      [Staff Report](#)  
                                 [Exhibit 1 - Location Map](#)

## 7. PUBLIC HEARINGS

*(Items listed below are advertised as public hearings requiring review by the Planning and Housing Commission.)*

**19-0204**      [CZ2018-0002 \(CONTINUED\): An application to change the zone on 1.46 acres located at 1215 E. Ontario Avenue from C-2 \(Restricted Commercial\) to C-3 \(General Commercial\) to facilitate the development of a 4,462 sq. ft. drive-through restaurant \(Applicant: Ruben Gonzalez, PM Design Group, 38 Executive Park, Suite 310, Irvine, CA 92614\).](#)

**Recommended action:** That the Planning and Housing Commission **CONTINUE CZ2018-0002** to the Planning and Housing Commission meeting of April 8, 2019.

**Attachments:**      [Staff Report](#)

**19-0205**      [PPM2018-0011 \(CONTINUED\): Precise plan application to construct a 4,462 sq. ft. restaurant with drive-through services for Raising Cane's on 1.46 acres in the proposed C-3 \(General Commercial\) Zone located at 1215 E. Ontario Avenue \(Applicant: Ruben Gonzalez, PM Design Group, 38 Executive Park, Suite 310, Irvine, CA 92614\).](#)

**Recommended action:** That the Planning and Housing Commission **CONTINUE PPM2018-0011** to the Planning and Housing Commission meeting of April 8, 2019.

**Attachments:**      [Staff Report](#)

**19-0218**      [ZTA2019-0001: Zone text amendment to Title 17 of the Corona Municipal Code amending Chapter 17.74 \(Signs\) to revise the regulations for parcel identification signs for commercial properties. \(Applicant: City of Corona\).](#)

**Recommended action:** That the Planning and Housing Commission recommend **APPROVAL OF ZTA2019-0001** to the City Council, based on the findings contained in the staff report.

**Attachments:**[Staff Report](#)[Exhibit A1 - A3 - Relined version of Sign Ordinance \(CMC Sections 17.74.130, 17.74.150 and](#)[Exhibit B - Parcel Identification Sign Visual Example](#)[Exhibit C - Infrastructure Committee Minutes \(January 9, 2019\)](#)[Exhibit D - Infrastructure Committee Minutes \(February 6, 2019\)](#)[Exhibit E - Notice of Environmental Exemption](#)[ZTA2019-0001 Presentation](#)**8. WRITTEN COMMUNICATIONS****9. ADMINISTRATIVE REPORTS**

*Report by Director, Joanne Coletta*

**10. PLANNING AND HOUSING COMMISSIONERS' REPORTS AND COMMENTS****11. PLANNING AND HOUSING COMMISSION ORAL REPORTS AND COMMENTS REGARDING COUNCIL COMMITTEES****19-0232**[Report on the February 6, 2019 Infrastructure Committee meeting.](#)**Attachments:**[20190206 Infrastructure Committee Minutes - Final](#)**12. ADJOURNMENT**

*The next meeting of the Planning and Housing Commission is scheduled for Monday, March 25, 2019, commencing at 6:00 p.m. in the City Council Chambers, 400 S. Vicentia Avenue.*

*Corona City Hall Online, All the Time- [www.CoronaCA.gov](http://www.CoronaCA.gov)*

**NOTICE TO THE PUBLIC:**

*If you challenge any items on the agendas in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the Planning and Housing Commission at or prior to this public hearing.*

*Agendas for all Planning and Housing Commission meetings are posted at least 72 hours prior to the meeting in the entry way at City Hall. A complete agenda packet is available for public inspection during business hours at the Community Development Department. Any materials relating to an item on the agenda which are distributed to all, or majority of all, members of the Planning and Housing Commission after the posting of the agenda will also be available at the same time for public inspection during business hours at the Community Development Department.*

*Written communications from the public for the agenda must be received by the Community Development Department seven (7) days prior to the Planning and Housing Commission meeting. In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the ADA*

*Coordinator at (951) 736-2235. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.*

*MEETING IS BEING RECORDED*



# City of Corona

400 S. Vicentia Ave.  
Corona, CA 92882



## Minutes - Draft

Monday, February 25, 2019

6:00 PM

Council Chambers

## Planning and Housing Commission

*Karen Alexander, Chair*  
*Timothy Jones, Vice Chair*  
*Mitchell Norton, Commissioner*  
*Viren Shah, Commissioner*  
*Vacant, Commissioner*

Rollcall

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. RECOGNITION OF FORMER CHAIR - conducted by Chair Alexander
4. ORAL COMMUNICATIONS FROM THE PUBLIC
5. MEETING MINUTES

Approval of minutes for the Planning and Housing Commission meeting of February 11, 2019.

**Attachments:** [20190211-P&H Minutes - DRAFT](#)

A motion was made by Norton, seconded by Shah, that the Planning and Housing Commission approve the meeting minutes of February 11, 2019, with a correction to the typo on page four. The motion carried by the following vote:

6. CONSENT ITEMS
7. PUBLIC HEARINGS

**CZ2017-0101 (CONTINUED):** An application to change the zone on approximately 0.61 acres from A (Agricultural) to R1-9.6 (Single Family Residential, minimum lot size 9,600 square feet) located on the north side of Othello Lane, approximately 840 feet west of Buena Vista Avenue. (Applicant: Tim East with the Evangelical Free Church of Corona, 988 W. Ontario Avenue Corona CA 92882).

**Attachments:** [Staff Report](#)

[Aerial and Zoning Map](#)

[Exhibit A - Existing and Proposed zoning map amendment](#)

[Exhibit B - Existing General Plan and South Corona CFP exhibit](#)

[Exhibit C - Parcel Map 37357](#)

[Exhibit D - Applicant's letter dated July 12, 2017](#)

[Exhibit E - Legal Description and plat map of the change of zone project site](#)

[Exhibit F - Environmental Documentation](#)

[CZ2017-0101 PM37357 Presentation for Feb 25](#)

A motion was made by Shah, seconded by Norton, that the Planning and Housing Commission recommend adoption of the Mitigated Negative Declaration and the Mitigation Monitoring Plan and APPROVAL of CZ2017-0101 to the City Council, based on the findings contained in the staff report and conditions of approval. The motion carried by the following vote:

**PM 37357 (CONTINUED):** A parcel map application to subdivide 6.8 acres into two parcels located on the south side of Ontario Avenue and west of Buena Vista Avenue at 988 W. Ontario Avenue in the A (Agricultural) Zone and proposed R1-9.6 (Single Family Residential, minimum lot size 9,600 square feet) Zone. (PM2017-0103) (Applicant: Tim East with the Evangelical Free Church of Corona, 988 W. Ontario Avenue Corona CA 92882).

**Attachments:** [Staff Report](#)

[Aerial and Zoning Map.pdf](#)

[Exhibit A - Parcel Map 37357 \(PM2017-0103\)](#)

[Exhibit B - Conditions of Approval](#)

[Exhibit C1 - Cross-Section for Othello Lane](#)

[Exhibit C2 - Map of Existing Walls Along the South Boundaryline of Parcel 2](#)

[Exhibit C3 - Street Views from Othello Lane](#)

[Exhibit D - South Corona Community Facilities Plan - Policy 6](#)

[Exhibit E - Applicant's letter dated July 13, 2018](#)

[Exhibit F - Environmental Documentation](#)

A motion was made by Norton, seconded by Shah, that the Planning and Housing Commission recommend adoption of the Mitigated Negative Declaration and the Mitigation Monitoring Plan and APPROVAL of PM 37357 to the City Council, based on the findings contained in the staff report and conditions of approval. The motion carried by the following vote:

**CZ2018-0002:** An application to change the zone on 1.46 acres located at 1215 E. Ontario Avenue from C-2 (Restricted Commercial) to C-3 (General Commercial) to facilitate the development of a 4,462 sq. ft. drive-through restaurant (Applicant: Ruben Gonzalez, PM Design Group, 38 Executive Park, Suite 310, Irvine, CA 92614).

**Attachments:** [Staff Report](#)

[Locational and Zoning Map](#)

[Exhibit A - Proposed Zoning Map Amendment](#)

[Exhibit B - Existing General Plan](#)

[Exhibit C - Site Plan for Raising Cane's restaurant](#)

[Exhibit D - Applicant's letter dated November 20, 2018 describing the scope of the project](#)

[Exhibit E - Legal Description of the change of zone project site and Parcel Map 36633](#)

[Exhibit F - Environmental Documentation](#)

[CZ2018-0002 PPM2018-0011 PP Presentation](#)

A motion was made by Norton, seconded by Shah, that the Planning and Housing Commission CONTINUE items CZ2018-0002 and PPM2018-0011 to the Planning and

Housing Commission meeting of March 11, 2019. The motion carried by the following vote:

**PPM2018-0011:** Precise plan application to construct a 4,462 sq. ft. restaurant with drive-through services for Raising Cane's on 1.46 acres in the proposed C-3 (General Commercial) Zone located at 1215 E. Ontario Avenue (Applicant: Ruben Gonzalez, PM Design Group, 38 Executive Park, Suite 310, Irvine, CA 92614).

**Attachments:** [Staff Report](#)  
[Resolution No. 2529](#)  
[Locational and Zoning Map](#)  
[Exhibit A - Site Plan](#)  
[Exhibit B - Conditions of Approval](#)  
[Exhibit C - Floor plan](#)  
[Exhibits D1 & D2 - Detailed Elevation Plans](#)  
[Exhibits E1 & E2 - Colored Elevation Plans](#)  
[Exhibits F1 & F2 - Landscape Plan](#)  
[Exhibit G - Applicant's letter dated November 20, 2018 addressing the scope of the project](#)  
[Exhibit H - Environmental Documentation](#)

## **8. WRITTEN COMMUNICATIONS**

## **9. ADMINISTRATIVE REPORTS**

## **10. PLANNING AND HOUSING COMMISSIONERS' REPORTS AND COMMENTS**

## **11. ADJOURNMENT**



Agenda Report

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File #: 19-0206

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**PLANNING AND HOUSING COMMISSION  
STAFF REPORT**

DATE: 3/11/2019

TO: Honorable Chair and Commissioners

FROM: Community Development Department

**APPLICATION REQUEST:**

Consideration of the purchase of surplus property owned by Riverside County Transportation Commission (RCTC) located at the southeast corner of Buena Vista and Second Street (APN 118-302-014) and southwest corner of Buena Vista and Second Street (APN 118-270-002 and 118-270-003) (Applicant: City of Corona Housing Authority).

**PROPERTY LOCATON:**

1. Southeast corner of Buena Vista and Second Street - APN 118-302-014.
2. Southwest corner of Buena Vista and Second Street - APNs 118-270-002 and 118-270-003.

**RECOMMENDED ACTION:**

That the Planning and Housing Commission:

1. Recommend that the Corona Housing Authority purchase the surplus property for future affordable housing on APNs 118-270-002 and 118-270-003; and
2. Recommend that the Corona Housing Authority purchase and dispose of APN 118-302-014 in an effort to increase the land area of an affordable housing project (Citrus Circle Apartments) located at 211 N. Buena Vista Avenue.

**PROJECT SITE SUMMARY**

Project Site: Southwest corner of Buena Vista and Second Street - APNs 118-270-002 and 118-270-003.

Size: 4.82 acres.

General Plan: HDR (High Density Residential, 15-36 du/ac)

Zoning: MP (Mobile Home Park) Zone.

N: State Route 91 Overpass.

E: R-3 (Multiple Family Residential) Zone/Existing apartments.

S: School Zone/Existing High School.

W: C (General Commercial) Zone/Existing shopping center.

Project Site: Southeast corner of Buena Vista and Second Street - APN 118-302-014.

Size: 7,800 square feet.  
General Plan: HDR (High Density Residential, 15-36 du/ac).  
Zoning: R-3 (Multiple Family Residential) Zone.  
N: State Route 91 Overpass.  
E: R-3 Zone/Existing Apartments.  
S: R-3 Zone/Existing Apartments.  
W: MP Zone/undeveloped.

## BACKGROUND

Prior to the construction of the State Route 91 Improvement Project, Riverside County Transportation Commission (RCTC) acquired certain properties along the freeway to accommodate the widening improvement. Now that the widening project is done, RCTC is selling surplus property along the freeway that is no longer needed. On April 27, 2018, RCTC distributed a Notice of Intent to Sell Real Property located at the southwest corner of Buena Vista Avenue and Second Street (APNs 118-270-002 and -003). On June 4, 2018, pursuant to Government Code Section 54222(f), the city submitted a written response to RCTC of its intent to purchase the surplus property through the City of Corona Housing Authority (Housing Authority). The surplus property is roughly 4.82 acres, and the Housing Authority intends to acquire the property and make the site available for affordable housing. The purchase of the property by a local agency for the intent of affordable housing is consistent with the intent of Government Code Section 54222 (f).

On July 17, 2018, RCTC distributed another Notice of Intent to Sell Real Property for property located at the southeast corner of Buena Vista Avenue and Second Street (APN 118-302-014). On August 16, 2018, the City submitted a written response to RCTC of its intent to purchase the surplus property through the Corona Housing Authority. The surplus property is 7,800 square feet and abuts the Citrus Circle Apartments, an affordable housing project consisting of 61 apartments. The Citrus Circle Apartments were developed by C & C Development, which has a partnership with the Corona Housing Authority. For this particular parcel, the Housing Authority plans on purchasing the property and immediately sell it to C & C Development to incorporate into their existing housing complex. The property has the same zoning as the existing apartments and the inclusion of this parcel into the existing development would complete this corner of the site, which is currently vacant. The intent is to expand the outdoor recreation space and parking lot of the existing complex.

For informational purposes, in 2014 Assembly Bill 2135 amended the provision of the state surplus land statute in furtherance of affordable housing efforts. Government Code Section 54227 states priority use for surplus property is affordable housing; therefore, government agencies proposing affordable housing are given priority on the purchase of property.

On September 10, 2018, the Corona Housing Authority submitted a purchase request to RCTC for both sites. Staff also discussed the potential purchase of the surplus properties in Closed Session with the City Council/Corona Housing Authority Board in October 2018, and the Housing Authority was authorized to be the negotiating party on the purchase of the properties. The following information describes the terms negotiated for the properties.

## **SURPLUS PROPERTY**

Site: APNs 118-270-002 & -003 (southwest corner of Buena Vista Avenue and Second Street).

Size: 4.82 acres (209,995 square feet)

Appraised Value: RCTC's valuation of the property was derived using sales comparison, which resulted in an assessed value of approximately \$17,000 per unit. Corona's permitted density allowed by General Plan for the HDR designation is 15 to 36 dwelling units per acre. At the highest density on the site, the assumed number of units is 151.

Negotiating Authority: Staff was given the authority to negotiate up to \$2.51 million.

Negotiating Justification: Factors affecting development and costs:

- The zoning of the property is Mobile Home Park, but the General Plan is HDR. A zone change would be required to develop the site with multi-family residential apartment buildings.
- Although up to 36 du/ac are allowed, initial site planning indicates the property would yield approximately 112 units within the building envelop of the site.
- Future public improvements are anticipated with the development of the site, such as a traffic signal at the intersection of Buena Vista and Second Street, which is estimated to be \$450,000, and storm drain upgrades estimated to be \$250,000.
- The value of the property is therefore estimated to be approximately \$1,904,000.

Site: APN 118-302-014 (southeast corner of Buena Vista Avenue and Second Street).

Size: 0.20 acres (7,800 square feet)

Appraised Value: RCTC's valuation of this property was derived using comparable sales. The values ranged from \$13.50 to \$15.30 per square foot.

Negotiating Authority: Up to \$106,000

Negotiating Justification: Factors affecting development and costs:

- The zoning of the property is R-3, but not large enough to support multiple family residential.
- The property is immediately surrounded by an apartment complex that is set aside for affordable housing and the SR-91 overpass.
- Staff's opinion is the highest and best use of the property is to incorporate it into the existing Citrus Circle Apartment complex to expand the outdoor recreation space and parking lot.

Housing Authority Offer Price: \$2,000,000 for both sites.

The Corona Housing Authority submitted an offer to RCTC to purchase both sites for \$2 million. The RCTC at its meeting in November 2018 accepted the Housing Authority's offer and provided an escrow closing date no later than June 30, 2019. Funds used to purchase the properties are from the Corona Housing Authority (Fund 291), which are non-General Fund monies to purchase sites for affordable housing.

Before a purchase agreement can be established between the Corona Housing Authority and RCTC, the Planning and Housing Commission must first act on the negotiated price reached with RCTC. After this procedural step, a future purchase and sale agreement will be presented to the City Council/Corona Housing Authority Board for execution.

## **GENERAL PLAN**

The above request is consistent with the city's General Plan Housing Element (2013-2021). The purchase of the surplus property is consistent with the Housing Element policy to *provide sites for residential development so that scarcity of land does not unduly increase the cost or decrease the availability of housing for all segments of the community*. Additionally, the General Plan designation for both sites is High Density Residential making the sites already suitable for future affordable housing.

**PREPARED BY:** CYNTHIA LARA, ADMINISTRATIVE SERVICES MANAGER II

**SUBMITTED BY:** JOANNE COLETTA, COMMUNITY DEVELOPMENT DIRECTOR

## **EXHIBIT**

1. Location Map



## LOCATIONAL MAP





Agenda Report

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File #: 19-0204

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**PLANNING AND HOUSING COMMISSION  
STAFF REPORT**

DATE: 3/11/2019

TO: Honorable Chair and Commissioners

FROM: Community Development Department

**APPLICATION REQUEST:**

**CZ2018-0002 (CONTINUED):** An application to change the zone on 1.46 acres located at 1215 E. Ontario Avenue from C-2 (Restricted Commercial) to C-3 (General Commercial) to facilitate the development of a 4,462 sq. ft. drive-through restaurant (Applicant: Ruben Gonzalez, PM Design Group, 38 Executive Park, Suite 310, Irvine, CA 92614).

**RECOMMENDED ACTION:**

That the Planning and Housing Commission **CONTINUE CZ2018-0002** to the Planning and Housing Commission meeting of April 8, 2019.

**PROJECT SUMMARY**

CZ2018-0002 is a request to change the zone on 1.46 acres located at 1215 E. Ontario Avenue from C-2 (Restricted Commercial) to C-3 (General Commercial) to facilitate the development of a new 4,462 square foot restaurant with drive-through services for Raising Cane's. CZ2018-0002 is accompanied by PPM2018-0011 which reviews the site plan layout of the project. The proposal was previously reviewed by the Planning and Housing Commission at a public hearing on February 25, 2019. At the meeting, the Commission continued the public hearing to March 11, 2019 to allow the applicant time to address concerns raised at the meeting related to the project's on-site circulation. The applicant has requested that the project be continued to the meeting of April 8, 2019 to afford the applicant additional time to address the concerns.

**PREPARED BY:** SANDRA YANG, SENIOR PLANNER

**REVIEWED BY:** TERRI MANUEL, PLANNING MANAGER

**SUBMITTED BY:** JOANNE COLETTA, COMMUNITY DEVELOPMENT DIRECTOR

Case Planner: Sandra Yang (951) 736-2262





Agenda Report

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File #: 19-0205

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**PLANNING AND HOUSING COMMISSION  
STAFF REPORT**

DATE: 3/11/2019

TO: Honorable Chair and Commissioners

FROM: Community Development Department

**APPLICATION REQUEST:**

**PPM2018-0011 (CONTINUED):** Precise plan application to construct a 4,462 sq. ft. restaurant with drive-through services for Raising Cane's on 1.46 acres in the proposed C-3 (General Commercial) Zone located at 1215 E. Ontario Avenue (Applicant: Ruben Gonzalez, PM Design Group, 38 Executive Park, Suite 310, Irvine, CA 92614).

**RECOMMENDED ACTION:**

That the Planning and Housing Commission **CONTINUE PPM2018-0011** to the Planning and Housing Commission meeting of April 8, 2019.

**PROJECT SUMMARY**

PPM2018-0011 is for the review of a new 4,462 square foot Raising Cane's restaurant with drive-through services proposed on 1.46 acres located at 1215 E. Ontario Avenue. PPM2018-0011 is accompanied by CZ2018-0002 which is a request to change the zone of the project site from C-2 (Restricted Commercial) to C-3 (General Commercial). The project was previously reviewed by the Planning and Housing Commission at a public hearing on February 25, 2019. At the meeting, the Commission continued the public hearing to March 11, 2019 to allow the applicant time to address concerns raised at the meeting related to the project's on-site circulation. The applicant has requested that the project be continued to the meeting of April 8, 2019 to afford the applicant additional time to address the concerns.

**PREPARED BY:** SANDRA YANG, SENIOR PLANNER

**REVIEWED BY:** TERRI MANUEL, PLANNING MANAGER

**SUBMITTED BY:** JOANNE COLETTA, COMMUNITY DEVELOPMENT DIRECTOR

Case Planner: Sandra Yang (951) 736-2262



Agenda Report

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File #: 19-0218

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**PLANNING AND HOUSING COMMISSION  
STAFF REPORT**

DATE: 3/11/2019

TO: Honorable Chair and Commissioners

FROM: Community Development Department

**APPLICATION REQUEST:**

**ZTA2019-0001:** Zone text amendment to Title 17 of the Corona Municipal Code amending Chapter 17.74 (Signs) to revise the regulations for parcel identification signs for commercial properties. (Applicant: City of Corona).

**RECOMMENDED ACTION:**

That the Planning and Housing Commission recommend **APPROVAL OF ZTA2019-0001** to the City Council, based on the findings contained in the staff report.

**PROJECT SITE SUMMARY**

City wide for commercial properties not governed by specific plans.

**BACKGROUND**

At the request of Councilmember Wes Speake, the city's sign ordinance was set for discussion at the Infrastructure Committee at its meeting on January 9, 2019. The discussion centered on the city's regulations for commercial center pylon signs that are not located within specific plans and governed by the city's municipal code under Chapter 17.74. The purpose of the discussion was to provide more opportunity for tenant identification signage on the freestanding pylon signs located along street frontages. Currently, regardless of the size of the commercial center, pylon signs are limited to three tenant spaces. This restriction has resulted in a hardship for owners of larger commercial centers in leasing tenant space because of the inability to provide signage along a centers frontage. Specifically, the commercial center located at the northwest corner of Magnolia Avenue and Rimpau Avenue has engaged with staff on more than one occasion to obtain additional signage space on their existing pylon sign facing Magnolia Avenue. The pylon sign currently contains three tenants and based on the city's sign ordinance, no additional signage space for tenants are permitted. The owner currently remodeled the center and has attracted interest from potential tenants to occupy the vacant in-line tenant spaces. However, before certain tenants will commit to a Letter of Intent to lease the space they are requesting that signage be guaranteed to their business along the center's street frontage.

Staff provided information at the Infrastructure Committee regarding the regulations of signs throughout the city because properties located in a specific plan will be allowed signage different from the city's sign ordinance under CMC Chapter 17.74. There are locations in the city where a specific plan allows more than three tenants on a commercial pylon sign. For informational purposes the following is a list of the specific plans that allow more than three tenants on a commercial pylon sign for neighborhood commercial centers. Regional shopping centers such as the McKinley Centers on McKinley Avenue north of State Route 91 and The Crossings on the east side of Interstate 15 at Cajalco Road were excluded because of their large size and regional draw from patrons outside the city. The signage for a neighborhood commercial center is less than a regional center because the neighborhood center serves most of the city's service population (residents and those working in the city).

#### Pylon Signs.

- North Main Street Specific Plan. Commercial centers 15 acres and greater allowed 500 square feet of sign area and 6 tenant spaces; 60-foot height limit. Commercial centers less than 15 acres allowed 220 square feet of sign area and number of tenant spaces allowed per approved sign program; 30-foot height limit.
- El Cerrito Specific Plan. Commercial centers allowed 250 square feet of signage and 4 tenant spaces; 60-foot height limit.
- Eagle Glen Specific Plan. Commercial centers allowed 230 square feet of signage and 4 tenant spaces; 40-foot height limit.
- Corona Vista Specific Plan. Commercial centers within 300 feet of Interstate 15 allowed a pylon sign up to 250 square feet of signage and 4 tenant spaces.

Staff also researched the signage requirements in the municipal codes of other cities. The research however does not include specific plans within those cities because of the volume of research required. Based on the standards in the municipal code, the following cities allow pylon signs in the following manner.

- Norco. 150 square feet for centers over 15 acres and no tenant limit; 25-foot height limit. Properties with freeway frontage are allowed 600 square feet of signage for centers over 5 acres and up to 6 tenants and centers less than 5 acres are allowed 250 square feet of signage. Sign height determined by Planning Commission.
- Riverside. 110 square feet for centers 10 acres, but no more than 25 acres with no tenant space limit; 25-foot height limit. Properties with freeway frontage are allowed 225 square feet of signage for centers 9 acres, but no more than 25 acres and no tenant space limit, and centers greater than 25 acres are allowed 500 square feet of signage and no tenant space limit. Sign heights are 40 feet and 60 feet, respectively.
- Murrieta. Properties with freeway frontage are allowed 225 square feet of signage for sites 25 acres or less and no tenant space limit and centers over 25 acres are allowed 500 square feet of signage and no tenant limit. Sign heights are 40 feet and 60 feet, respectively.

Staff decided to use signage regulations already adopted by various specific plans in the city to propose the amendment being presented for ZTA2019-0001. The proposed amendment was discussed at a subsequent Infrastructure Committee at its meeting on February 6, 2019. The

following table was provided to the Committee and shows the proposed amendment compared to the existing requirement in the municipal code. The Committee expressed a 50/50 split on the proposed changes with Councilmember Speake in support of the changes and Mayor Scott being neutral. The Mayor indicated he needed to understand visually how much bigger the pylon sign would look with the proposed changes. Exhibit B has been provided to show the visual comparison of a parcel identification sign with three tenants and six tenants. The summary minutes of the Infrastructure Committee meetings on January 9, 2019 and February 6, 2019 are provided as Exhibits C and D.

Current Pylon Sign Regulations (CMC Chapter 17.74)	Proposed Pylon Sign Regulations
Pylon signs allowed in the CP, C2 and C3 zones	No change
Pylon signs within building setback limited to a 1:1 ratio (1 square foot sign per lineal foot of property frontage) not to exceed 50 square feet.	Eliminate limit of 50 square feet and allow the sign area to be determined the same as signs located outside the setback and based on the 1:1 ratio.
Sign height: <ul style="list-style-type: none"> <li>15 feet.</li> <li>40 feet for properties contiguous to a freeway.</li> </ul>	No change.
Commercial centers allowed: <ul style="list-style-type: none"> <li>1 pylon sign per street frontage.</li> <li>Maximum of 3 tenants allowed on sign.</li> <li>Size: 1:1 ratio but shall not exceed 200 square feet.</li> </ul>	<p>Commercial or office centers <u>10 acres and greater</u>:</p> <ul style="list-style-type: none"> <li>1 pylon sign per street frontage.</li> <li>Centers with more than one street frontage may have 2 pylon signs provided the other street frontage has no pylon sign. The size of both signs shall not exceed the 1:1 of the property frontage.</li> <li>Size: 1:1 ratio but shall not exceed 240 square feet.</li> <li>Name of the center excluded from the maximum size of the sign if it does not exceed 32 square feet.</li> <li>Maximum of 6 tenants allowed on sign.</li> </ul> <p>Commercial or office centers <u>less than 10 acres</u>:</p> <p>Same as above except as follows:</p> <ul style="list-style-type: none"> <li>Size: 1:1 ratio but shall not exceed 200 square feet.</li> <li>Maximum of 4 tenants on sign.</li> </ul>

## PROPOSED AMENDMENT

ZTA2019-0001 is an application by the City of Corona to amend the city's Sign Ordinance governed by Chapter 17.74 of the Corona Municipal Code (CMC). The amendment is intended to provide more signage opportunity for tenants within commercial centers that are 10 acres and greater in addition to centers that are less than 10 acres. The amendment proposes changes to Section 17.74.130 (I) of the CMC which describes the regulations for parcel identification signs in the commercial zones, specifically the C-2 (Restricted Commercial), C-3 (General Commercial) and C-P

(Professional Office) zones. Exhibits A1-A3 shows the redlined changes to the ordinance. In summary the amendment would make the following changes.

- Increase the number of tenants allowed on a parcel identification sign from 3 tenants to 6 tenants if the center is 10 acres and greater and to 4 tenants if the center is less than 10 acres.
- Continue to allow one parcel identification sign per street frontage but allow a second parcel identification on the same street frontage provided the other street frontage has no parcel identification sign. The total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed.
- Increase the maximum allowed sign area from 200 square feet to 240 square feet for centers that are 10 acres and greater.
- Allow 32 square feet of sign area to be exempt from the maximum sign area to allow the name of the center to be advertised on the parcel identification sign.
- Increase the number of tenants from 2 to 3 on monument signs for multi-tenant office professional business or industrial centers.

The amendment would not change how the size of the sign is determined for a property. The city would still use a 1:1 ratio meaning one square foot of sign per lineal foot of property street frontage. The only change to the size is the maximum allowed sign area increases to 240 square feet from 200 square feet for centers 10 acres and greater. All other commercial properties would still be limited to the 200 square foot maximum sign area. The amendment does not change the height of parcel identification signs which is 15 feet but can go up to 40 feet for properties contiguous to a freeway.

Section 17.74.150 also shows the applicable changes reflected in Table 1 *Parcel Identification*.

The language in Section 17.74.170, Non-conforming and Abandoned Signs, is also being amended to protect signs that were permitted (or grandfathered) under previously adopted regulations that may no longer exist. An existing sign that was permitted under previous regulations would be allowed to continue and altered provided that the location of the sign is protected in place. However, if the sign is relocated the current signage provisions at the time of relocation would apply.

## **ENVIRONMENTAL ANALYSIS**

Per Section 15061 of the State Guidelines for Implementing the California Environmental Quality Act (CEQA) and Section 3.07 of the City's Local CEQA Guidelines, ZTA2019-0001 is exempt from CEQA because the text changes to the CMC will not cause a significant effect on the environment and it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. Therefore, a Notice of Exemption has been prepared for the project.

## **FISCAL IMPACT**

The amendment was initiated by the city. Therefore, no application fees are associated with this amendment.

## **PUBLIC NOTICE**

A 10-day public notice was advertised in the Sentinel Weekly News.



## STAFF ANALYSIS

The proposed amendment considers changes occurring in the market with respect to commercial retail enterprises. The amendment continues to support the investment in storefront commercial shopping centers to ensure their sustainability in a changing economy and provides an opportunity for businesses to be visible from a street frontage. Additionally, the amendment allows a property owner more flexibility in providing signage for their tenants along certain street frontages that may have a higher volume of pass-by traffic. The amendment continues to cap the overall size of signs on a property and maintains the city's use of the 1:1 ratio to ensure the size of the sign is proportional to the size of the property. Therefore, the additional square footage being allowed for the larger commercial centers that are 10 acres and greater is still controlled by the 1:1 ratio so that signage does not overwhelm the frontage of the property. Therefore, based on the following findings, ZTA2019-0001 is recommended for approval.

## FINDINGS FOR APPROVAL OF ZTA2019-0001

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 the text changes to the CMC will not cause a significant effect on the environment and it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.
2. The proposed amendment is consistent with the General Plan for the following reasons:
  - a. *The amendment allows property owners of commercial centers the opportunity to attract tenants and new businesses that may not otherwise locate within certain centers due to lack of signage, which is consistent with General Plan Policy 1.11.4 to periodically monitor the market for retail commercial and office development, assessing the adequacy of existing sites to accommodate and capability of existing buildings to be adaptively re-used for community-desired commercial uses and adjust applicable codes and ordinances as necessary.*
  - b. *The amendment would encourage property owners of commercial centers to invest in updated parcel identification signage if the opportunity exists to allow more tenant advertisement along a street frontage, which is consistent with General Plan Policy 1.11.5 to promote reinvestment in declining shopping centers and districts, with an emphasis on new retail uses that serve adjacent neighborhoods and contribute to the overall vitality of the centers.*
3. The proposed amendment is consistent with intent of Title 17 of the Corona Municipal Code for the following reason:
  - a. *Title 17 of the CMC describes design and construction parameters for commercial properties based on the zoning of the property including the placement and size of signage and the proposed amendment continues to provide regulations on the development of commercial parcel identification signage to ensure orderly development of property.*



4. The proposed amendment will provide for the public health, safety, and welfare for the following reasons:

- a. The commercial parcel identification signage regulations being proposed by this zone text amendment ensure orderly development of commercial properties to provide for public health, safety and welfare.*

**PREPARED & SUBMITTED BY: JOANNE COLETTA, COMMUNITY DEVELOPMENT DIRECTOR**

**EXHIBITS**

1. Exhibit A1 - A3 - Redlined version of Sign Ordinance (CMC Sections 17.74.130, 17.74.150 and 17.74.170)
2. Exhibit B - Parcel Identification Sign Visual Example
3. Exhibit C - Infrastructure Committee Minutes (January 9, 2019).
4. Exhibit D - Infrastructure Committee Minutes (February 6, 2019).
5. Exhibit E - Notice of Environmental Exemption.

#### 17.74.130 Parcel identification sign regulations.

The following requirements apply to parcel identification signs in commercial and industrial zones. Two types of parcel identification signs are allowed: monument and pylon signs. The maximum sign height and areas of the signs shall be subject to the provisions of § 17.74.150.

(A) Unless expressly provided for in this chapter, including but not limited to § 17.74.120, no sign shall be erected or used on any property other than the one on which the business identified is located.

(B) Sign proposals shall be submitted with the precise plan or conditional use permit applications. Signs must be complementary to the architectural design of the building. Sign proposals shall include color scheme, types of materials, typeface, and a general maintenance schedule.

(C) Signs within required building setbacks shall be located within a landscape planter subject to the provisions of CMC Chapter 17.70.

(D) No portion of the sign shall be permitted to overhang or encroach into the public right-of-way.

(E) With the exception of freeway-oriented signs, pylon signs may be oriented (perpendicular or parallel) toward the frontage on which they are installed and must be located within the one-third of the lot adjacent to the frontage. Pylon signs shall be setback 50 feet from residential properties.

(F) Pylon and monument signs may contain an address plate identifying the subject property. Numbers shall be a minimum of six inches in height and shall be clearly visible from the public right-of-way. Address plates shall not be calculated against the allowed sign area.

(G) Pursuant to § 17.99.075 (1)(2), the Zoning Administrator may issue a permit for up to an additional 30% in sign area to commercial businesses with a freeway viewshed and an increase of not more than 20% in the allowable height of pylon signs in commercial zones.

(H) Electronic message centers are allowed to be installed on parcels with freeway or major street frontage. Messages may not be changed at a rate faster than one message every four seconds, with an interval between messages of not less than one second.

(I) ~~No pylon Parcel identification signs are allowed shall be erected within the designated building setback with the exception that in the C-2 Restricted Commercial Zone, and the C-3 General Commercial Zone, and the C-P Professional and Office Zone one parcel identification sign may be erected within the designated building setback~~ subject to the following conditions:

(1) ~~Parcel identification signs are allowed within the landscaped building setback subject to the provisions in Section 17.74.150. Shall be limited to one square foot per lineal foot of frontage not to exceed 50 square feet;~~

(2) ~~Shall have a minimum clearance of eight feet from the highest grade elevation to the bottom of the sign and a maximum overall height of 15 feet; The number of parcel identification signs are allowed based on the following criteria:~~

(a) Commercial or office centers 10 acres and greater:

(i) One parcel identification sign per street frontage.

(ii) Centers having more than one street frontage may have no more than two parcel identification signs on one street frontage provided the other street frontage has no parcel identification sign. In this case, the total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed in Section 17.74.150.

(iii) Each parcel identification sign may list up to six tenants.

(iv) The name of the center, which may be included on the parcel identification sign provided that it does not exceed 32 square feet, shall not be calculated against the maximum sign area.

(b) Commercial or office centers less than 10 acres:

(i) One parcel identification sign per street frontage.

(ii) Centers having more than one street frontage may have no more than two parcel identification signs on one street frontage provided the other street frontage has no parcel identification sign. In this case, the total sign area for both signs combined on one street frontage shall not exceed the maximum sign area allowed in Section 17.74.150.

(iii) Each parcel identification sign may list up to four tenants.

(iv) The name of the center, which may be included on the pylon provided that it does not exceed 32 square feet, shall not be calculated against the maximum sign area.

(3) Shall be placed perpendicular or parallel to the street and located to ensure that vehicular and pedestrian sight distances at entry driveways and sidewalks are not impaired;

~~(J) Each business center shall be permitted one parcel identification sign per street frontage. Each sign shall identify the center and up to a maximum of three tenants within the center.~~

(JK) An individual business within a multi-tenant commercial retail center with more than one building may be permitted to have a separate parcel identification sign provided~~ed~~ that all of the following requirements are met:

(1) The business is in a separate structure on a separate legal lot;

(2) The lot accommodates all of the parking needs of the business; ~~and~~

(3) The lot has its own access from the street; ~~and~~

(4) The linear frontage of the parcel was not calculated as part of the sign area for the center's parcel identification sign.

(KL) An individual business within a multi-tenant office professional business or industrial center may be identified on a separate monument sign (maximum height per § 17.74.150) identifying up to ~~two~~ three tenants, provided that all of the following criteria are met:

(a) The center is only identified by one monument style parcel identification sign which contains only the name of the center and the address range of the buildings;



### 17.74.150 Sign height and area tables.

(A) Subject to the provisions of this section, the maximum size for parcel and building identification signs are as follows:

<i>Table 1 Parcel Identification</i>			
<i>Sign type</i>	<i>Zone/use</i>	<i>Height</i>	<i>Maximum area 1 sq. ft. per lineal foot of lot frontage up to:</i>
Monument sign	A, A-14.4, R-1, R-2 and R-G	3 feet	4 sq. ft. maximum
Monument sign	R-3, MP	6 feet (shall be located outside corner cut off areas set forth in CMC § 17.70.050, except for structures described in CMC § 17.70.040(B))	24 sq. ft. by right; 60 sq. ft. maximum
Monument sign	C-2, C-3 and C-P		32 sq. ft. by right; 200 sq. ft. maximum
Monument sign	M-1, M-2, M-3, M-4		40 sq. ft. by right; 200 sq. ft. maximum
Pylon sign	C-2, C-3 and C-P	15 feet, 40 feet for properties contiguous to a freeway  *In building setback: 15 feet, with minimum 8-foot clearance from bottom of sign	<del>32 sq. ft. by right; 200 sq. ft. maximum</del>  <del>*50 sq. ft. maximum if in building setback</del> <u>Commercial or office centers 10 acres and greater: 32 square feet by right; 240 sq. ft. maximum</u>  <u>Commercial or office centers less than 10 acres: 32 square feet by right; 200 square feet maximum</u>
Pylon sign	M-1, M-2 and M-4	40 feet. Allowed on properties with freeway frontage, subject to a minor conditional use permit pursuant to Ch. 17.92. Pylon signs shall be located on the side of the property visible from the freeway.	40 sq. ft. by right; 200 sq. ft. maximum

#### 17.74.170 Nonconforming or abandoned signs.

(A) **Nonconforming.** Except as otherwise provided herein, any sign or other advertising structure which, though not conforming to the provisions of this chapter, has received approval prior to [\*\*INSERT EFFECTIVE DATE OF ORDINANCE HERE\*\*] by both the Planning and Building Departments, ~~or had received approval prior to the effective date of this ordinance from the Planning Commission or City Council, as applicable, pursuant to the requirements of this chapter on the date of such approval,~~ may continue, provided that the location of the sign's, height, display square footage, or the integrity of the original approval of the sign has not been altered in any way, is protected in place. The sign area can be altered to be consistent with the size requirement of the zone as set forth in § 17.74.150. Existing nonconforming signs that are removed or relocated on the property - In the event of structural change or alteration of such sign except for reface, the sign shall conform to the provisions of this chapter.

(1) **Change in property size or configuration.** If the size or configuration of a parcel or building is changed by the subdivision of the property, building addition or demolition, the parcel and building identification signs on the resulting properties shall be made to conform to the sign regulations applicable to the newly created parcel or building at the time such change becomes effective.

(2) **Repair and maintenance.** A nonconforming sign may be maintained or repaired to address the provisions of § 17.74.180.

(3) **Removal.** Unless otherwise approved by the Planning Director in writing, removal of nonconforming signs shall be accomplished in the following manner:

(a) **Signs painted on buildings, walls or fences.** By removal of the paint constituting the sign or by permanently painting over it in such a way that the sign shall not thereafter be or become visible; and

(b) **Other signs.** By removal of said signs, including its dependent structures and supports, or by modification, alteration or replacement thereof in conformity with the provisions of this chapter.

(B) **Abandoned signs.** When a business establishment closes, relocates, changes names or otherwise abandons any sign or structure, the owner of the property shall remove or cause to be removed, or obscure from view, or reface the sign within 30 days of the change of business. The sign structure shall be removed within six months unless new permits are obtained for the business and signage.

(Ord. 2770 § 1 (part), 2005; Ord. 2729 § 4, 2004.)



## Parcel Identification Sign

### Visual Examples



6 Tenant Spaces @ approximately 240 square feet



3 Tenant Spaces @ 200 square feet

and that it cannot be used as a reason to deny a project but urged the committee to listen to their concerns and for the project proponent to find an alternate location for the telecommunications facility.

Council Member Speake noted that a property south of Foothill Parkway next to the nursery is currently in escrow and encouraged the project proponent to reach out to the property owner and explore the site for viability. Mayor Scott asked staff to reach out to RCFC to find out if the agency would be interested in having a telecommunications facility at the basin site and for the project proponent to provide staff with information on all alternative sites that were explored and reasons that each one had to be dismissed as viable.

**D. 19-0019**

Discussion on the city's sign ordinance, specifically the number of tenants allowed on pylon signs (previously discussed at the Infrastructure Committee on June 6, 2018).  
(Community Development Department)  
Action: Information & Discussion

Ms. Joanne Coletta, Community Development Director, presented to the Committee a request by the owner of an existing commercial center located on the northwest corner of Rimpau Avenue and Magnolia Avenue seeking additional signage space on an existing pylon sign located on the center's Magnolia Avenue frontage. The sign is currently restricted to advertising a maximum of three tenants with a maximum sign area of 200 square feet per the site's C-3 zone. Such a change would require an amendment to city's sign ordinance in the Corona Municipal Code.

Ms. Jamie Murdoch of ADS Signs stated that commercial tenants in general are asking for more signage opportunities and presented some conceptual sign exhibits to the committee to show different options for redesigning the center's existing pylon sign. One of the options included enhancing the sign with a more uniform look (i.e. same copy and color for all tenant names) but would allow for more signage.

Mr. Eugene Montanez of Allegra Marketing Print Mail informed the committee that the center's owner's desire is to be able to have the sign advertise up to four tenants, but if there is flexibility for more than four tenants, then the owner would be willing to have the entire sign be redesigned to be more uniform. He would like to avoid having to process a variance for such a request.

Council Member Speake inquired if there would be restrictions on copy and logos. Ms. Coletta responded that the City is required by law to be content neutral when it comes to regulating signs, and therefore, the City does not have the right to control sign content including logos.

Mayor Scott asserted that he does not favor excess signs such as that on Sixth Street.

Council Member Speake asked the committee to consider how they want to see the City in the future to avoid having to come back to amend the sign ordinance again. Mr. Montanez stated that if the City allows for a sign to advertise four tenants, there is the potential for future requests to have more tenants which would require additional amendments to the sign ordinance. Therefore, he suggests that the City should limit the sign based on square footage and let the property owner decide which tenants will be advertised on the sign. The committee indicated they do not want to see signs cluttered with a bunch of tenants and encouraged a more uniform look. The committee also wanted signs to be proportional to the size of the property to prevent an overly large sign on a property with a narrow frontage.

Ms. Coletta suggested that the sign regulations can be amended to allow centers that have more than one street frontage to give up a street frontage if they want to have two pylon signs on a single street frontage. This would allow more signage opportunity on the street side most heavily traveled. This would be similar to the Eagle Glen Specific Plan, which allows this option. Ms. Coletta also clarified that the sign face would be limited to a ratio of one square foot of sign area for each one lineal foot of lot frontage. As such, not all centers would be able to have 200 square feet of sign area.

City Manager Darrell Talbert cautioned that if the committee wants staff to revise the sign ordinance the new sign regulations should be written in a way that would offer flexibility for everyone in order to treat everyone similarly.

The committee expressed no objections to proceeding forward with an amendment.

- E.     19-0016     Establishment of the Infrastructure Committee Meeting Schedule for 2019.  
                          (Management Services)  
                          Action: Information & Discussion
- Copies of the 2019 Infrastructure Committee schedule were distributed and accepted by committee.

#### 4. Adjournment

The meeting was adjourned at 10:00 a.m.



Ms. Kim Mabon, Resident, is looking forward to the completed project and inquired about the current office building privately owned at the Corona Mall North in which the developer shared that there are no immediate plans at this time to purchase the office space.

The Committee expressed their satisfaction and thanked the Lab Holding representatives for the presentation.

**\*Item 19-0115 was taken out of order.\***

**B. 19-0114**

Update on proposed revisions to the city's Sign Ordinance (CMC Chapter 17.74) regarding parcel identification signage.  
(Community Development Department)  
Action: Information & Discussion

Ms. Joanne Coletta, Community Development Director, updated the Committee on proposed revisions to the city's Sign Ordinance regarding parcel identification signs in the C-P, C-2, and C-3 commercial zones. The amendment originated from a commercial center located on the northwest corner of Rimpau Avenue and Magnolia Avenue whose owner had been seeking additional signage space on the center's existing pylon sign. The proposed revisions would create two separate categories with different criteria - one for commercial or office centers that are 10 acres or greater in size, and one for commercial or office centers that are less than 10 acres. The revisions would eliminate the current 50 square foot sign area limitation for pylon signs. Instead, the sign area would be based on a ratio of one square foot of sign area per one lineal foot of lot frontage up to 200 square feet maximum for centers less than 10 acres and 240 square feet maximum for centers 10 acres and greater. Also, for centers that are 10 acres and greater, pylon signs would be able to advertise up to a maximum of six tenants. For centers less than 10 acres, a maximum of four tenants would be permitted. The revisions would also permit a center that has multiple street frontages to have up to two signs per street frontage, provided that the other street frontage has no pylon sign.

Council Member Speake commended the revisions stating that they offer flexibility without resulting in excessive signage.

Mayor Scott requested to see visual exhibits depicting the different sign areas before commenting on the sign revisions.

**D. 19-0112**

Discussion about Traffic Control for Alcoa Dike: Traffic Modeling  
(Public Works Department)  
Action: Information & Discussion

Mr. Nelson Nelson, Public Works Director, introduced the item explaining



## CITY OF CORONA

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

#### Name, Description and Location of Project:

Zone text amendment to Title 17 of the Corona Municipal Code amending Chapter 17.74 (Signs) to revise the regulations for parcel identification signs for commercial properties. (Applicant: City of Corona).

#### Entity or Person Undertaking Project:

☒ A. Public Agency: City of Corona, 400 S. Vicentia Avenue, Corona, CA 92880 / (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:  
ZTA2019-0001 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 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 amendment amends language in the municipal code, 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: \_\_\_\_\_

Joanne Coletta, Community Development Director  
Lead Agency Representative

30



## 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: ZTA2019-0001
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:  
**ZTA2019-0001**: Zone text amendment to Title 17 of the Corona Municipal Code amending Chapter 17.74 (Signs) to revise the regulations for parcel identification signs for commercial properties. (Applicant: City of Corona).
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:  
ZTA2019-001 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 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 amendment amends language in the municipal code, and there is no possibility that adopting this Ordinance will have a significant effect on the environment.
9. Contact Person/Telephone No.: Joanne Coletta / (951) 736-2434
10. Attach Preliminary Exemption Assessment (Form "A") before filing.

Date received for filing: \_\_\_\_\_

Signature: \_\_\_\_\_  
Joanne Coletta, Community Development Director

# ZONE TEXT AMENDMENT 2019-0001



- Amendment to Title 17 of the Corona Municipal Code
- Chapter 17.74 – Sign Ordinance
- Revision to parcel identification signs for commercial centers.

# BACKGROUND RESEARCH

## Infrastructure Committee

January and February 2019

## Specific Plans

Staff reviewed specific plans adopted in the city.

## Other Cities

Staff reviewed municipal codes in other cities, but not specific plans.

Current Pylon Sign Regulations (CMC Chapter 17.74)	Proposed Pylon Sign Regulations
Pylon signs allowed in the CP, C2 and C3 zones	No change
Pylon signs within building setback limited to a 1:1 ratio (1 square foot sign per lineal foot of property frontage) not to exceed 50 square feet.	Eliminate limit of 50 square feet and allow the sign area to be determined the same as signs located outside the setback and based on the 1:1 ratio.
Sign height: <ul style="list-style-type: none"> <li>• 15 feet.</li> <li>• 40 feet for properties contiguous to a freeway.</li> </ul>	No change.
Commercial centers allowed: <ul style="list-style-type: none"> <li>• 1 pylon sign per street frontage.</li> <li>• Maximum of 3 tenants allowed on sign.</li> <li>• Size: 1:1 ratio but shall not exceed 200 square feet.</li> </ul>	Commercial or office centers <u>10 acres and greater</u> : <ul style="list-style-type: none"> <li>• 1 pylon sign per street frontage.</li> <li>• Centers with more than one street frontage may have 2 pylon signs provided the other street frontage has no pylon sign. The size of both signs shall not exceed the 1:1 of the property frontage.</li> <li>• Size: 1:1 ratio but shall not exceed 240 square feet.</li> <li>• Name of the center excluded from the maximum size of the sign if it does not exceed 32 square feet.</li> <li>• Maximum of 6 tenants allowed on sign.</li> </ul> Commercial or office centers <u>less than 10 acres</u> : Same as above except as follows: <ul style="list-style-type: none"> <li>• Size: 1:1 ratio but shall not exceed 200 square feet.</li> <li>• Maximum of 4 tenants on sign.</li> </ul>







# City of Corona

400 S. Vicentia Ave.  
Corona, CA 92882

## Minutes - Final

### Infrastructure Committee

**MAYOR JASON SCOTT**  
**COUNCIL MEMBER WES SPEAKE**

**ADVISORY MEMBER**  
**PLANNING & HOUSING COMMISSIONER**

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Wednesday, February 6, 2019

8:00 AM

Council Board Room

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\*\* Updated Agenda - Attachments added to item 3A on February 5, 2019. \*\*

#### 1. Call To Order

The meeting was called to order by Mayor Jason Scott at 8:01 a.m. In addition to the Committee Members, the following individuals were in attendance:

Darrell Talbert, City Manager	Kerry Eden, Asst. City Mgr. /Admin Svcs. Dir.
Michele Nissen, Asst. City Magr.	Joanne Coletta, Com. Dev. Dir.
Nelson Nelson, Public Works Dir.	Dennis Ralls, Program Mgr.
Terri Manuel, Planning Manager	Sandra Yang, Senior Planner
Kimberly Davidson, Economic Development Manager	
Ryan Cortez, Economic Development Coordinator	
Naomi Ramirez, Management Svcs. Asst.	

#### **Others Present:**

Chris Bowen, GF Services	Rick Neugebauer, RTN Development
Ned Ibrahim, NI Associates	Roman Ciuni, LAB
Chris Bennett, LAB	Cary Bellaflor, Resident
Michael Shay, Resident	Kim Mabon, Resident
Violet Shay, Resident	Laura Seltzer, Resident
Don Fuller, Resident	Matt Olsen, Resident
Tony Finaldi, Resident	Tom Richins, Resident
Joe Morgan, Resident	

#### 2. Public Comments

36



None.

### 3. Agenda Items

- A. [19-0113](#) Discussion regarding a potential zone change from Agriculture to Commercial on 17 acres located on the south side of Foothill Parkway, west of Trudy Way (APNs 275-050-014 & 275-080-041).  
(Community Development Department)  
Action: Information & Discussion

**Attachments:** [Foothill Pkwy Locational](#)  
[1847 CONCEPTUAL GRADING PLAN-CONC GRADE01-30-19 \(004\)](#)  
[Item 19-0113 Presentation](#)

Ms. Joanne Coletta, Community Development Director, presented to the Committee a conceptual proposal by RTN Development to develop approximately 17 acres for a commercial development located on the south side of Foothill Parkway, west of Trudy Way. The site was part of the Skyline Heights annexation that was annexed into the city approximately one year ago and is currently zoned Agricultural with a General Plan designation of Low Density Residential. A commercial use on the site would require a change of zone and an amendment to the General Plan. The developer has not submitted an application to the city yet as he is currently in the stage of completing his due diligence. As such, the site plan and renderings that were presented to the Committee are conceptual and have not been reviewed comprehensively by staff.

Mr. Rick Neugebauer of RTN Development, provided an overview of the company's background and the proposal. RTN Development is a commercial development company based in the city of Temecula. The proposal consists of five buildings totaling approximately 134,000 square feet of building area with 586 on-site parking spaces. The uses include a three-story Class A office building, service station with a drive-through coffee shop, grocery store, and various retail and commercial service type uses. The conceptual site plan that was presented, depicted the center having three main pads with a single point of entry located on Foothill Parkway that lines up with Chase Drive. Two of the pads are located near Foothill Parkway and would be occupied by the service station and three-story office building. The third pad is located towards the rear of the center and would be occupied by the grocery store, restaurants, and retail and service shops. The center would also include a weekday farmer's market and an open patio area that would allow for outdoor events. Mr. Neugebauer stated his hope is to have the outdoor events pull in Skyline Trail visitors during the weekends to help relieve the parking congestion along Foothill Parkway. Renderings for the center depicted the buildings with an architectural style reminiscent of a packing house. The buildings

had a brick exterior finish with metal accent.

Chris Bowen of GF Services described the concept of the commercial center as a destination place with views of the Cleveland National Forest where residents of Corona and nearby cities could gather. The uses within the center such as the coffee shop could also serve hikers of the Skyline Trail. Mr. Bowen noted that as part of his research, he has been seeking input from the public from several social media websites including Facebook and various trail websites.

Council Member Wes Speake appreciated the community outreach that has been conducted so far but expressed concerns regarding lighting and sound traveling from the outdoor events to the nearby residents. Mr. Neugebauer responded that some sound is expected to travel, but a soundwall would be constructed if necessary, and a light study would be conducted for the center.

Mayor Jason Scott inquired if there has been feedback from the public regarding the gas station. Mr. Bowen indicated that the concerns raised from the public have included crime, traffic, and how the use would impact their quality of life.

Council Member Speake inquired with staff about the connectivity of the Skyline Trail to the project as it would provide the neighborhood with amenities and reduce traffic on the Skyline Trail. Ms. Coletta confirmed that the trail route will be incorporated into the site design of the project and, if necessary, can be re-routed to keep the connectivity.

Several residents attended the meeting to express their general support for the project but raised concerns regarding potential lighting and glare from the gas station, gas station signage, sound from outdoor events, businesses that would be opened 24 hours, fast food uses, and architecture of the buildings.

Council Member Speake asked that the development take into consideration the area's mining history. Mayor Scott expressed his support for the project, but community outreach needs to be conducted with the residents within the Orchard Glen community and Chase Drive area. In addition, the architecture and signage for the center, especially for the service station, should blend in with the area.

Overall, the Committee was receptive to the proposal, but would like the proposal to be brought back before the Committee for an update after the developer has had an opportunity to refine the details of the project.

- C. [19-0115](#) Update and discussion of Corona Mall conceptual masterplan.  
(Management Services Department)  
Action: Information & Discussion

**Attachments:** [Item 19-0115 Presentation](#)

Mr. Roman Ciuni, Project Manager for Lab Holding, LLC, gave opening remarks discussing the history and establishment of the LAB Holding company and provided the Committee with examples of several other projects owned and managed by Lab Holding. Mr. Ciuni made note that Lab Holding is an acronym that stands for Little American Business and noted that they do not typically sign lease agreements with large corporate retailers. Mr. Ciuni completed his introduction and passed the presentation to Mr. Chris Bennett, Director of Development, for Lab Holding.

Mr. Bennett gave a presentation on the proposed project tentatively named "Union". Mr. Bennett shared the project principles which included districtwide planning, layered experience, park as place, a music venue and the repurpose of local structures. Mr. Bennett shared that proposed project will largely use the existing structures and the goal is to represent the best of what Corona is. Mr. Bennett shared a proposed phasing plan that would be complete in four phases. He continued to go through each phase and the proposed work each phase would consist of. Phase one would be the south mall, phase two is the north mall, phase three included the east parking lot and the final phase would include expansion of the development for a larger district. Mr. Bennett provided the Committee with a project concept to create a shade structure over the common area Breezeways.

Mayor Scott provided feedback on the concept and design. He noted that the shaded breezeway was an excellent idea, especially for hot summer days.

Council Member Speake provided feedback on the design and noted that he would like to see community involvement and outreach to surrounding neighborhoods. Council Member Speake is looking forward to the completion of this project as it will be a highlight for the community.

Mr. Joe Morgan, Resident, is in favor of the project and noted that he likes the idea of the incorporating the existing buildings into the new design.

Mr. Tony Finaldi, Resident, made comment to the architectural style and shared his uncertainty with the renderings. Mr. Finaldi inquired about the construction time line. Applicants responded that they hope to start phase one within the year.

Ms. Kim Mabon, Resident, is looking forward to the completed project and inquired about the current office building privately owned at the Corona Mall North in which the developer shared that there are no immediate plans at this time to purchase the office space.

The Committee expressed their satisfaction and thanked the Lab Holding representatives for the presentation.

**\*Item 19-0115 was taken out of order.\***

**B. [19-0114](#)**

Update on proposed revisions to the city's Sign Ordinance (CMC Chapter 17.74) regarding parcel identification signage.  
(Community Development Department)  
Action: Information & Discussion

Ms. Joanne Coletta, Community Development Director, updated the Committee on proposed revisions to the city's Sign Ordinance regarding parcel identification signs in the C-P, C-2, and C-3 commercial zones. The amendment originated from a commercial center located on the northwest corner of Rimpau Avenue and Magnolia Avenue whose owner had been seeking additional signage space on the center's existing pylon sign. The proposed revisions would create two separate categories with different criteria - one for commercial or office centers that are 10 acres or greater in size, and one for commercial or office centers that are less than 10 acres. The revisions would eliminate the current 50 square foot sign area limitation for pylon signs. Instead, the sign area would be based on a ratio of one square foot of sign area per one lineal foot of lot frontage up to 200 square feet maximum for centers less than 10 acres and 240 square feet maximum for centers 10 acres and greater. Also, for centers that are 10 acres and greater, pylon signs would be able to advertise up to a maximum of six tenants. For centers less than 10 acres, a maximum of four tenants would be permitted. The revisions would also permit a center that has multiple street frontages to have up to two signs per street frontage, provided that the other street frontage has no pylon sign.

Council Member Speake commended the revisions stating that they offer flexibility without resulting in excessive signage.

Mayor Scott requested to see visual exhibits depicting the different sign areas before commenting on the sign revisions.

**D. [19-0112](#)**

Discussion about Traffic Control for Alcoa Dike: Traffic Modeling  
(Public Works Department)  
Action: Information & Discussion

Mr. Nelson Nelson, Public Works Director, introduced the item explaining

that the Army Core of Engineers' Alcoa Dike Project will require hauling dirt which will require traffic control at the entrance to the Municipal Airport on Butterfield Drive, a flagged crossing on Rincon west of Smith, and a crossing on Auburndale requiring the daytime closure of Auburndale. An encroachment permit application was received by the Public Works Department for these activities. Before approving this permit, at a previous Infrastructure Committee meeting, Councilmember Speake asked for a traffic modeling to be performed by staff to determine the level of impacts on Rincon during the flagging operation.

Mr. Dennis Ralls, Public Works Program Manager, explained that the traffic modeling used recent counts to show the worst-case scenario for the current morning conditions and applied techniques to simulate how flagging operations on Rincon would impact traffic flow on Rincon. The simulation showed that there would be a 200 to 500-foot increase in queue length resulting in an increased travel time increase of 2 to 5 minutes. Mr. Ralls also simulated the afternoon peak traffic with current and flagging operations indicating no significant impact. Mr. Ralls explained that he believed the impacts of the flagging operation on Rincon would be minor having the greatest impact during the morning commute.

Council Member Speake confirmed with Mr. Ralls that the traffic volumes used in the model assumed worse case traffic volumes which included school traffic and volumes that were measured after the completion of the 91 projects. Council Member Speake asked Mr. Ralls how the increased delay in the morning compares to the current delay on Rincon.

Mr. Ralls indicated that the travel time is currently about 10 minutes and that the flagging operation is expected to increase 2 to 5 minutes more. Council Member Speake confirmed with Mr. Ralls the peak hours' time periods for morning and afternoon peaks. Council Member Speake then discussed the idea of pushing the flagging operation back one hour starting at 8 a.m.

Mr. Nelson indicated that these simulations show a possible worst-case scenario and offered that staff would monitor the operation and would make any necessary adjustments .

Councilmember Speake expressed concern for school traffic. Mr. Morgan suggested we set a maximum queue length that would trigger the flagging operation to stop for a moment to allow the excess queue to clear. Mr. Ralls offered the bridge on Rincon as an easy landmark for that purpose.

Mr. Nelson explained that we could direct the contractor to clear queues if it reached a specific point but explained that the all-way stop at Smith Ave. would prevent a large amount of queue to clear. In conclusion, Mr. Nelson



said that they will issue the permit for the project letting the contractor know that there will be queue length thresholds and the potential to move back their start time should their impacts be too significant.

#### **4. Adjournment**

The meeting was adjourned at 9:54 a.m.