



STAFF REPORT

DATE: 08/11/2025

TO: Honorable Chair and Commissioners

FROM: Planning and Development Department

2025-296

APPLICATION REQUEST:

ZTA2025-0001: Zone text amendment to Title 17 of the Corona Municipal Code to amend Chapter 17.74 to establish regulations for feather flags, and Chapter 17.100 to amend the review process for projects that require both an Architectural Review and a Conditional Use Permit. (Applicant: City of Corona, 400 S. Vicentia Avenue, Corona, CA)

RECOMMENDED ACTION:

That the Planning and Housing Commission recommend APPROVAL of ZTA2025-0001 to the City Council, based on the findings contained in the staff report.

BACKGROUND

Feather Flags

At the City Council meeting on July 2, 2025, the City Council directed staff to establish regulations for feather flags and create a feather flag permit. A feather flag is a vertical banner attached to a single pole, temporarily staked into the ground. The banner is used as a means of advertising a product, business, or event. The City Council discussed limiting feather flags to five per property for a period not to exceed 60 days in a calendar year and restricting the use to advertising special sales, events, or grand openings.

Architectural Review

The Architectural Review application described in CMC Chapter 17.100 applies to the site plan and architecture of new buildings and structures, or the addition to buildings and structures that front, side, or rear on Grand Boulevard. The architectural review process

EXHIBIT 3

existed before the city established the Precise Plan application review process required by CMC Chapter 17.91, which is a site plan and architectural review for certain new residential developments, commercial developments, and developments located in specific plans. Decisions on architectural review and precise plan applications are discretionary by the Planning and Housing Commission (Commission). Per CMC Section 17.100.010, the Commission functions as the Architectural Review Board when deciding on architectural review applications.

The objective findings that need to be made by the Commission for granting an architectural review and precise plan are similar. Projects are required to:

- Comply with the provisions of Title 17, Zoning Code, and other applicable provisions of the Corona Municipal Code and applicable specific plan,
- Comply with objective development standards required by the zoning of the site, and
- Comply with applicable design guidelines.

The precise plan process listed in CMC Section 17.91.020(A)(2) takes into consideration that a project may also require a conditional use permit (CUP). In that event, the precise plan yields to the CUP, provided that the CUP materials and findings also address the requirements of the precise plan. This would occur when a project involves the construction of a new building or physical changes to an existing developed property exceeding 30% of the site area or building elevations. This prevents redundant applications with the same material being covered for the same project.

The architectural review process in CMC Chapter 17.100 does not consider that a property subject to architectural review may require a CUP. Therefore, ZTA2025-0001 proposes to add text similar to the text provided in CMC Section 17.91.020 (A)(2) for the precise plan process, which would allow an architectural review to yield to a CUP should a project require both an architectural review and a CUP application.

PROPOSED AMENDMENT

ZTA2025-0001 proposes to amend the following section within Title 17 of the CMC. The added text is shown in red underline. The proposed amendment is also shown in Exhibit 1.

17.74.030 Definitions.

“Feather Flag” means a temporary vertical advertising banner made from a textile or nylon material supported by a single pole temporarily staked into the ground.

17.74.080 Flags, banners, pennants and devices to attract attention.

(A) Banner permit...

(B) Temporary use permit...

(C) Feather flag permit.

(1) Feather flags are permitted with the issuance of a feather flag permit for commercial and industrial businesses, and multiple dwelling rentals containing 50 or more units.

(2) Five feather flags are allowed per premises, or for each commercial or business center where the property contains multiple tenants, for a period not to exceed a total of 60 days in a calendar year.

(3) The feather flag shall advertise a special sale, event, or grand opening and shall not be used to augment other signage for the premises or business.

(4) The feather flag shall be associated with a business on the premises where it is located.

(5) The feather flag shall not be located in the public right-of-way.

(6) The feather flag shall be maintained in good condition and shall not be torn or ragged.

(7) The feather flag shall not be placed in the corner cut-off areas described in § 17.70.050.

~~(C-D)~~ **Permitted by right.** The devices listed below shall be allowed for businesses engaging in predominantly outdoor sales such as the sale of autos, recreational vehicles, motorcycles and boats provided they are maintained in a clean and orderly fashion and not torn or faded subject to the following conditions:.....

Chapter 17.100

Architectural Review Board

17.100.020 Approval required.

(A) Prior to the issuance of a building permit, approval of an architectural review shall be required for any of the following:

(1) Any new building or structure, addition to an existing building, building moving permit, or pylon sign which are or will be located so as to have a front or side or rear on either side of East and West Grand Boulevard in the city.

(2) Any new building or structure or any addition to an existing building where architectural review under this chapter is required by this Title 17 or any applicable specific plan.

(B) This chapter shall not abrogate the requirement for Board approval and determination as provided in other provisions of the code.

(C) In the event that a major conditional use permit (CUP) is required according to the procedures in Chapter 17.92 in addition to the architectural review, only the CUP application need be filed, provided that the application materials and findings also address the requirements of this chapter.

ENVIRONMENTAL ANALYSIS

Pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action involves minor text changes to the Zoning Code regarding certain regulations for feather flags and the process for architectural review applications. This action involves no physical impact. As such, there is no possibility that the amendment to the city's Zoning Code will have a significant effect on the environment. Therefore, a notice of exemption was prepared.

FISCAL IMPACT

ZTA2025-0001 is a city-initiated application. No application fee was paid to process this request.

PUBLIC NOTICE AND COMMENTS

A 20-day public notice was advertised in the Sentinel Weekly News and posted on the city's website. As of the preparation of this report, no correspondence has been received regarding the proposed amendment.

STAFF ANALYSIS

The amendment establishes regulations for feather flags. The regulations are intended to control the excessive use of feather flags on properties to reduce visual clutter and maintain an orderly and clean appearance along the city's streets.

The amendment also proposes to establish the same process used for precise plan applications to architectural review applications by allowing only the CUP applications to be filed when a project requires both an architectural review and CUP. The CUP will include the same information required by the architectural review application and will prevent redundant applications for the same project.

FINDINGS FOR APPROVAL OF ZTA2025-0001

1. Pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action involves minor text changes to the Zoning Code regarding certain regulations for feather flags and the process for architectural review applications. This action involves no physical impact. As such, there is no possibility that the amendment to the city's Zoning Code will have a significant effect on the environment. Therefore, a notice of exemption was prepared.
2. ZTA2025-0001 is consistent with the General Plan for the following reason:
 - a. *ZTA2025-0001 supports the General Plan Goal LU-5 of distinct and well maintained neighborhoods and districts that contribute to the identity and image of Corona as a livable, diverse, and innovative community because it implements General Plan Policy LU-5.9 by requiring adherence to design and development guidelines as well as implementing ordinances because it establishes regulations for feather flags to control the over-saturation of temporary freestanding advertising signs on private property; and maintains the practice of requiring architectural review for certain projects without having redundant project applications.*
3. ZTA2025-0001 is consistent with the intent of Title 17 of the Corona Municipal Code for the following reason:
 - a. *ZTA2025-0001 will establish objective regulations in the Sign Ordinance for feather flags and establish a review process for new development that requires both an architectural review and a conditional use permit to eliminate redundancy in the number of applications for the same project.*
4. The proposed amendment will provide for the public health, safety, and welfare for the following reason:
 - a. *ZTA2025-0001 establishes regulations for feather flags and projects that require architectural review, which are intended to promote the orderly development of property and protect the public health, safety, and welfare of the general public.*

PREPARED AND SUBMITTED BY: JOANNE COLETTA, PLANNING AND DEVELOPMENT DIRECTOR

Exhibits:

1. Proposed Amendment
2. Environmental Documentation

Chapter 17.74 Signs

17.74.030 Definitions.

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(~~E~~D) Permitted by right. The devices listed below shall be allowed for businesses engaging in predominantly outdoor sales such as the sale of autos, recreational vehicles, motorcycles and boats provided they are maintained in a clean and orderly fashion and not torn or faded subject to the following conditions:.....

EXHIBIT 1

Chapter 17.100
Architectural Review Board

17.100.020 Approval required.

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(B) This chapter shall not abrogate the requirement for Board approval and determination as provided in other provisions of the code.

(C) In the event that a major conditional use permit (CUP) is required according to the procedures in Chapter 17.92 in addition to the architectural review, only the CUP application need be filed, provided that the application materials and findings also address the requirements of this chapter.



NOTICE OF EXEMPTION

<p>TO:</p> <p><input checked="" type="checkbox"/> Land Use and Climate Innovation P. O. Box 3044, Room 113 Sacramento, CA 95812-3044</p> <p>Sent via online: https://ceqanet.lci.ca.gov/</p>	<p>FROM: Name: City of Corona, Planning & Development Department (Public Agency)</p> <p>Address: 400 S. Vicentia Ave., Suite 120, Corona, CA 92882</p> <p>Telephone: 951-736-2434</p>
<p><input checked="" type="checkbox"/> Clerk of the Board of Supervisors or County Clerk (Include County name) Address: 4080 Lemon Street, Riverside, CA 92501</p>	

1. Project Title:	ZTA2025-0001
2. Project Applicant:	City of Corona
3. Project Location – Identify street address and cross streets or attach a map showing project site (preferably a USGS 15' or 7 1/2' topographical map identified by quadrangle name):	City wide
4. (a) Project Location – City: Corona	(b) Project Location – County: Riverside
5. Description of nature, purpose, and beneficiaries of Project:	Amendment to Chapter 17.74 to establish regulations for feather flags, and Chapter 17.100 to amend the review process for projects that require both an Architectural Review and a Conditional Use Permit.
6. Name of Public Agency approving project:	City of Corona
7. 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
8. Exempt status: (check one)	
(a) <input type="checkbox"/> Ministerial project.	(Pub. Resources Code § 21080(b)(1); State CEQA Guidelines § 15268)
(b) <input type="checkbox"/> Not a project.	
(c) <input type="checkbox"/> Emergency Project.	(Pub. Resources Code § 21080(b)(4); State CEQA Guidelines § 15269(b),(c))

(d) <input type="checkbox"/> Categorical Exemption. State type and section number:	
(e) <input type="checkbox"/> Declared Emergency.	(Pub. Resources Code § 21080(b)(3); State CEQA Guidelines § 15269(a))
(f) <input type="checkbox"/> Statutory Exemption. State Code section number:	
(g) <input checked="" type="checkbox"/> Other. Explanation:	(Public Resources Code § 21080 (a); State CEQA Guidelines §15061(b)(3))
9. Reason why project was exempt:	Pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action involves minor text changes to the Zoning Code regarding certain regulations for feather flags and the process for architectural review applications. This action involves no physical impact. As such, there is no possibility that the amendment to the city's Zoning Code will have a significant effect on the environment. Therefore, a notice of exemption was prepared.

10. Lead Agency Contact Person: Telephone:	Joanne Coletta, Director 951-736-2434
11. If filed by applicant: Attach Preliminary Exemption Assessment (Form "A") before filing.	
12. Has a Notice of Exemption been filed by the public agency approving the project? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
13. Was a public hearing held by the Lead Agency to consider the exemption? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, the date of the public hearing was: Click to enter date	

Signature

Date: [Click to enter date](#)

Sylvia Edwards
Name

Title: City Clerk

☒ Signed by Lead Agency

☐ Signed by Applicant

Date Received for Filing: [Click to enter date](#)

(Clerk Stamp Here)

Authority cited: Sections 21083 and 21110, Public Resources Code.
Reference: Sections 21108, 21152, and 21152.1, Public Resources Code.