

ORDINANCE NO. 3420

AN ORDINANCE OF THE CITY OF CORONA, CALIFORNIA, AMENDING SECTIONS 17.74.030, 17.74.080 AND 17.100.020 OF TITLE 17 (ZONING) OF THE CORONA MUNICIPAL CODE TO ESTABLISH REGULATIONS FOR FEATHER FLAGS AND TO AMEND THE REVIEW PROCESS FOR PROJECTS REQUIRING A CONDITIONAL USE PERMIT AND ARCHITECTURAL REVIEW BOARD APPROVAL (ZTA2025-0001).

WHEREAS, Article XI, § 7 of the California Constitution authorizes cities to make and enforce within their jurisdictional limits ordinances and regulations not in conflict with general laws to protect and promote the public health, safety, and welfare of its citizens; and

WHEREAS, Chapter 17.74 of the Corona Municipal Code (“CMC”) sets forth the general standards and regulations for signs within the City; and

WHEREAS, on July 2, 2025, the City Council directed City staff to establish regulations for feather flags and create a feather flag permit process; and

WHEREAS, Section 17.100.020 of the CMC describes projects that require review and approval by the Architectural Review Board; and

WHEREAS, staff is proposing to amend Section 17.100.020 to provide that projects requiring a conditional use permit (“CUP”), as well as review and approval by the Architectural Review Board, shall only be required to submit a CUP application in order to prevent redundant applications; and

WHEREAS, on August 11, 2025, the Planning and Housing Commission of the City of Corona (“Planning Commission”) conducted a duly noticed public hearing and recommended that the City Council amend: (a) Sections 17.74.030 (Definitions) and 17.74.070 (Flags, Banners, Pennants and Devices to Attract Attention) of Chapter 17.74 (Signs) of Title 17 (Zoning) of the CMC to establish regulations for feather flags; and (b) Section 17.100.020 (Approval Required) of Chapter 17.100 (Architectural Review Board) of Title 17 (Zoning) of the CMC to require a unified application and review process for projects that require a CUP and Architectural Review Board approval (ZTA 2025-0001) (“Zone Text Amendment”); and

WHEREAS, the Planning Commission based its recommendation to adopt the Zone Text Amendment on the findings set forth below; and

WHEREAS, on September 3, 2025, the City Council held a duly noticed public hearing at which all persons wishing to testify in connection with this Zone Text Amendment were heard and this Zone Text Amendment was comprehensively reviewed.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CORONA DOES ORDAIN AS FOLLOWS:

SECTION 1. CEQA Findings. As the decision-making body for this Zone Text Amendment, the City Council finds that this action 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 common sense 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 changes to the text of the Zoning Code to establish regulations for feather flags and to modify the review process of projects requiring a CUP and Architectural Review Board approval. This action involves no physical impacts and does not modify density or capacity. As such, there is no possibility that adopting this Ordinance will have a significant effect on the environment. Therefore, no environmental analysis is required.

SECTION 2. Zoning Findings. Based on the entire record before the City Council and all written and oral evidence presented to the City Council, the City Council hereby makes and adopts the following findings:

A. The proposed Zone Text Amendment is consistent with the General Plan and applicable specific plans for the following reason:

(i) ZTA2025-0001 supports the General Plan Goal LU-5 of creating 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. ZTA2025-0001 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.

B. The proposed Zone Text Amendment is consistent with Title 17 of the Corona Municipal Code for the following reason:

(i) ZTA2025-0001 will establish objective regulations in Chapter 17.74 for feather flags and establish a unified 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.

C. The proposed Zone Text Amendment will provide for the public health, safety and welfare for the following reason:

(i) 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.

SECTION 3. Zoning Text Amendment. ZTA2025-0001 is hereby approved.

SECTION 4. Amendment to Section 17.74.030. Section 17.74.030 (Definitions) of Chapter 17.74 (Signs) of Title 17 (Zoning) of the CMC is hereby amended to add a definition for “feather flags” and to amend the definition for “temporary sign” to read as follows:

“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.

“Temporary sign” means any sign constructed of paper, cloth, canvas, light fabric, cardboard, wallboard or other similar lightweight materials, with or without frames which is displayed for a limited period of time in accordance with an approved banner permit, **feather flag permit**, temporary use permit, special use permit or as described under § 17.74.040 and § 17.74.070(I).

SECTION 5. Amendment to Section 17.74.080. Section 17.74.080 (Flags, banners, pennants and devices to attract attention) of Chapter 17.74 (Signs) of Title 17 (Zoning) of the CMC is hereby amended in its entirety to read as follows:

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

Except as provided in §§ 17.74.220 and 17.74.230 regarding flags, banners, signs and pennants on and around city-owned light poles and sports facilities, flags, banners, pennants, festoons, valances, balloons, whirligigs and other such devices used to attract attention outdoors shall be allowed within the city only for the purpose of advertising special sales, and only upon obtaining an appropriate permit therefore subject to the following conditions:

(A) Banner permit.

(1) One banner shall be allowed per business for a period not to exceed 180 days for a special sale, grand opening or promotion in a calendar year.

(2) Banners shall not augment existing permanent signs by advertising the same message.

(3) Banners shall be placed flat against a building surface and not on the roof of a building or extend above the roof parapet.

(4) Banners shall not be placed on fences, signs, poles, vehicles or other surfaces not authorized by this section. However, businesses engaging in predominantly outdoor sales, such as the sale of automobiles, recreational vehicles, motorcycles and boats may

have a banner secured between two poles located inside the property. In this circumstance, the height of the banner shall not exceed six feet.

(5) Banners shall not exceed 50 square feet in size.

(B) Temporary use permit.

(1) Rooftop mounted balloons, pennants, spinners, tethered helium balloons, either stacked or arched, and similar devices are permitted with the issuance of a temporary use permit granted by the Zoning Administrator. If such devices are in conjunction with an event associated with a special use permit as described in § 17.98.030, the issuance of the permit shall be granted by the Board of Zoning Adjustment.

(2) Tethered helium balloons shall not be displayed on the roof or exterior surface of any building.

(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) Feather flags shall be spaced no closer than 30 feet from another feather flag on the same property.

(4) 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.

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

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

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

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

(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:

(1) Festoons. One festoon may be placed upon each light standard or pole on the premises. Festoons shall not extend into the right-of-way areas.

(2) Flags. Flags may be placed on the roof top of a building, light standard or pole on the premises. Flags shall be placed a

minimum of 15 feet apart and only on one side of the principal building on the premises.

(3) Light pole (standard) banners. Two vertical banners may be placed upon each light standard or pole on the premises. Light pole banners shall not extend into the right-of-way areas.”

SECTION 6. Amendment to Section 17.100.020. Section 17.100.020 (Approval required) of Chapter 17.100 (Architectural Review Board) of Title 17 (Zoning) of the CMC is hereby amended in its entirety to read as follows:

“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.”

SECTION 7. Official Record. The documents and materials that constitute the record of proceedings on which these findings have been based are located at the City of Corona City Hall, 400 S. Vicentia Avenue, Corona, California 92882. The custodian for these records is the Planning and Development Director of the City of Corona.

SECTION 8. Severability. If any provision or clause of this Ordinance or any application of it to any person, firm, organization, partnership or corporation is held invalid, such invalidity shall not affect other provisions of this Ordinance which can be given effect without the invalid provision or application. To this end, the provisions of this Ordinance are declared to be severable.

SECTION 9. Effective Date. The Mayor shall sign this Ordinance and the City Clerk shall attest thereto and shall within fifteen (15) days of its adoption cause it, or a summary of it, to be published in a general circulation newspaper published and circulated in the City of Corona. This Ordinance shall take effect and be in force 30 days after its adoption.

PASSED, APPROVED AND ADOPTED this 17th day of September, 2025.

Mayor of the City of Corona, California

ATTEST:

City Clerk of the City of Corona, California

CERTIFICATION

I, Sylvia Edwards, Clerk of the City of Corona, California, do hereby certify that the foregoing Ordinance was regularly introduced at a regular meeting of the City Council of the City of Corona, California duly held the 3rd day of September 2025, and thereafter at a regular meeting held on the 17th day of September, 2025, it was duly passed and adopted by the following vote:

AYES:

NOES:

ABSENT:

ABSTAINED:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Corona, California, this 17th day of September, 2025.

City Clerk of the City of Corona, California

[SEAL]

SUMMARY

On September 3, 2025, the Corona City Council will consider amending Sections 17.74.030, 17.74.080 and 17.100.020 of the Corona Municipal Code to establish regulations for feather flags and to establish a unified 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. A certified copy of the full text of this proposed ordinance amendment is posted at the City Clerk's Office.

The City Council meets at 6:00 p.m. in the Council Chambers in the Corona City Hall located at 400 South Vicentia Avenue. The City Clerk is located in Suite 115 of the City Hall near the north entrance.