



Citywide Sign Regulations

Update to the Pomona Zoning & Development Code to Section .1310. "Signs"

Zoning Code Amendment (CODE-001403-2024)



Request

Code Amendment (CODE-001403-2024)

Request to amend the Pomona Zoning & Development Code to remove Section .1310. "Signs" and incorporate new sign regulations in Pomona Zoning and Development Code Section 630. "Signs".

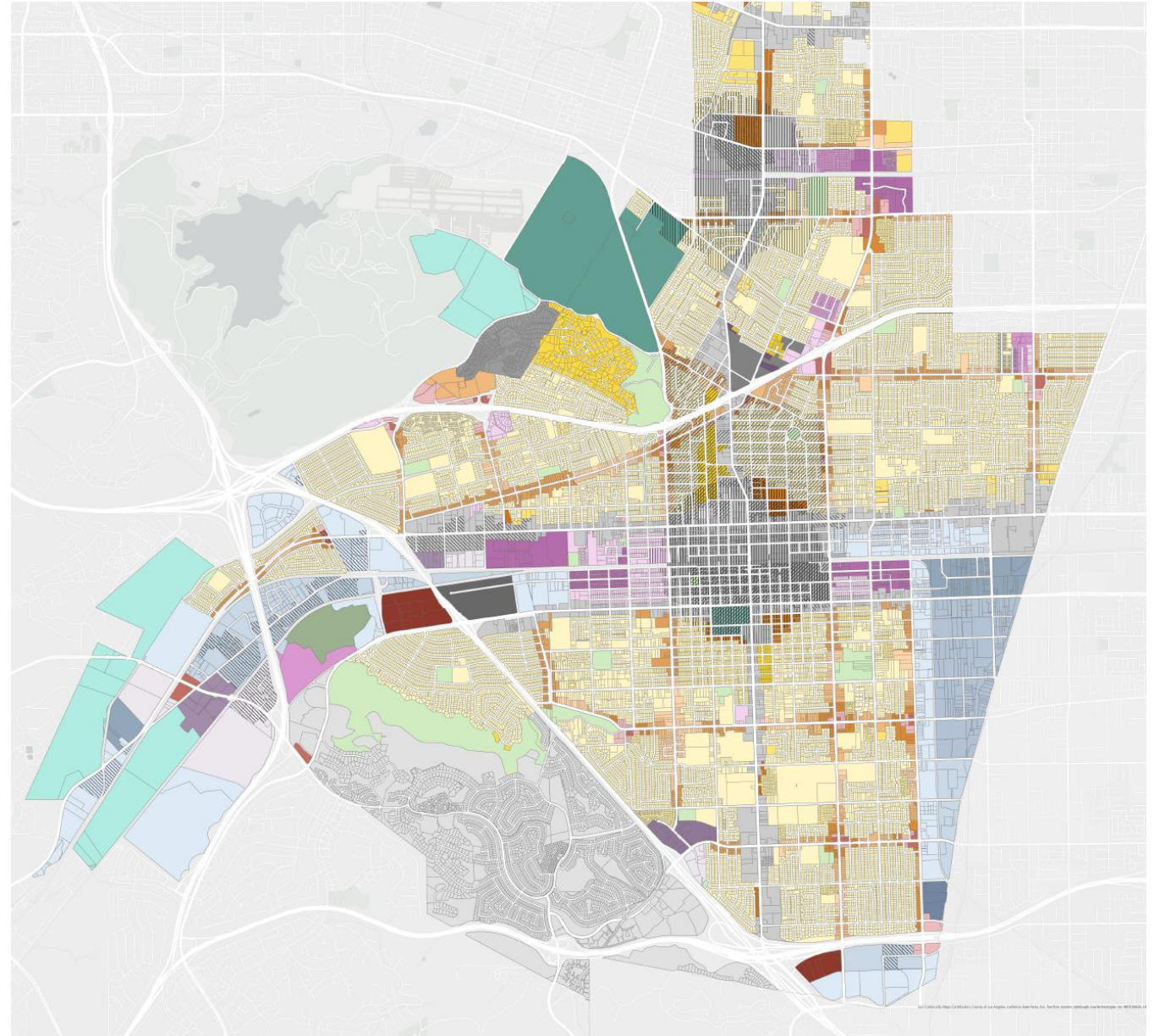


Location

+ Citywide

+ Excludes:

- Downtown Pomona Specific Plan
- Pomona Corridors Specific Plan
- Phillips Ranch Specific Plan
- Mission 71 Business Park





Amendment

Replace

Euclidean zoning sign regulations with content neutral sign regulations that align with the adopted modular zoning framework

Establish

objective design standards and incorporate diagrams

Improve

legal and procedural use of the sign code



Previous Action

On February 12, 2024, the Planning Commission approved on a 7-0-0-0 vote, a request to update Section .1310 "Signs" and replace it with new sign regulations Section 630. "Signs" , Zoning Code Amendment (CODE-001403-2024) with the following conditions:

- 1) Remove all permanent sign allowances in the Neighborhood Yard frontage module with the exception of Suspended Signs (originally proposed with special exemptions based on use for sign permissions). This revision would address concerns related to constitutional free speech protections.
- 2) Based on feedback from the City Attorney's office, the Planning Commission directs Staff to revise the definitions for "Building Signs," "Street and Traffic Control Signs," and "Original Artwork Murals" to ensure that these terms are not unconstitutionally vague.



The new Signs regulations will be located in the **SITE** chapter with sign permissions to be determined by the **FRONTAGE** module type assigned to each Zoning District.

Aligning sign types to frontage modules is a strategic approach to assure consistency with the goals & policies of the general plan by maintaining the desired relationship to the public right-of-way.

630.F. Permanent Signs

1. Frontage Module Permissions

The following signs are allowed by frontage module.

Sign Type	Frontage Module					Standards
	Neighborhood Yard	Multi-Unit	General	Shopfront	Special	
Building Signs						
Awning	--	■	■	■	■	<i>Sec. 630.F.2.a. Awning Sign</i>
Canopy	--	■	■	■	■	<i>Sec. 630.F.2.b. Canopy Sign</i>
Painted	--	■	■	■	■	<i>Sec. 630.F.2.c. Painted Sign</i>
Projecting	--	■	■	■	■	<i>Sec. 630.F.2.d. Projecting Sign</i>
Roof	--	■	■	■	■	<i>Sec. 630.F.2.e. Roof Sign</i>
Wall	--	■	■	■	■	<i>Sec. 630.F.2.f. Wall Sign</i>
Window	--	■	■	■	■	<i>Sec. 630.F.2.g. Window Sign</i>
Freestanding Signs						
Monument	--	■	■	■	■	<i>Sec. 630.F.3.a. Monument Sign</i>
Suspended	■	■	■	■	■	<i>Sec. 630.F.3.b. Suspended Sign</i>
Special Signs						
Crown	--	■	■	■	■	<i>Sec. 630.F.4.a. Crown Sign</i>
Marquee	--	--	■	■	■	<i>Sec. 630.F.4.b. Marquee Sign</i>

■ = Sign type allowed -- = Sign type not allowed



Signage allowance will be regulated similarly to that of the existing code and include definitions, regulations on dimension, number of signs, and location of both temporary and permanent signage.

Sec. .503-K SIGNS

"Political Sign" means any temporary sign installed which advertises a political candidate, a political party, or a political issue.

"Portable sign" means any sign not permanently attached to, mounted upon or affixed to a building, structure or the ground. Such signs include, but are not limited to, "A"-frame signs, sandwich board signs and signs on wheels.

"Projecting Sign" means a sign, the sign surface of which is not parallel to the face of the supporting wall and which is supported wholly by such wall. This definition shall include "V" or wing-type signs.

"Project Sign" means a temporary sign advertising a planned future development project on a property. Such sign typically has a rendering of the proposed project in addition to a brief description of it.

"Real Estate Sign" means a temporary sign indicating that the premises on which the sign is located is for sale, lease or rent. Such signs typically include "Rider" Signs that describe amenities such as swimming pools and spas, "Open House" Signs, "Subdivision" Signs and "Off- Site Directional" Signs.

"Roof Sign" means a sign erected, constructed, and attached to and/or maintained upon or above any roof or portion of a roof of any building, including a mansard roof. For the purposes of this section, a mansard roof is any roof or parapet wall with roofing material for siding, that slopes from thirty (30) degrees to ninety (90) degrees and does not have a ridge line.

"Sign" means any object or device which is designed, intended, used or located so as to be visible by the public from outdoors for the purpose of advertising the property, establishment or enterprise, including goods and services.

"Sign Copy" means any words, letters, logos, numbers, figures, design or other symbolic representation incorporated into a sign.

"Snipe Sign" means a temporary sign or poster that advertises shows and events, and which is installed within public or private property on structures such as lamposts, traffic signs, street signs, building walls, fences, and similar structures.

"Temporary Sign" means a sign which is designed or intended to be temporarily mounted or displayed and which is not intended for permanent or long term use.

"Under-Canopy Sign" means any sign suspended under a canopy, marquee or arcaded walk in front of a building.

"Vehicle For-Sale Sign" means any sign painted or affixed onto vehicles for sale, which are kept in vehicle display areas of new and used car dealership lots.



Like our existing sign code, our new sign code will include definitions and contain similar prohibitions on sign types.

It will carry over prohibitions on items like aerial signs, animated signs, balloons, inflatable signs, and portable signs and updates definitions to capture more modern signs.

It also defines and prohibits new types of signs that are not seen in today's code like aerial roof signs, and digital signs.

1. Such devices must be focused away from ground level areas, residential areas, pedestrian areas, and vehicular traffic areas.
2. The level of illumination must not cause any unnecessary direct or reflected glare onto surrounding neighborhoods.

b. All Other Frontage Modules

In a zoning district without a Special Frontage Module, search lights and laser displays are not allowed.

630.C. Prohibited Signs

The following signs and devices are prohibited. Any sign type not listed in this *Sec. 630. (Signs)* is considered prohibited.

1. Abandoned Signs

Any sign remaining in place or not maintained for a period of 90 days which no longer advertises or identifies an ongoing business, product or service available on the business premise where the sign is located.

2. Aerial Roof Signs

Any sign that is mounted, attached, affixed, or painted on the surface of a roof that is visible from the air or an elevation vantage point higher than the roof.

3. Aerial Signs

Any sign or device that is either floating or flying in the air but is secured to a building or to the ground by strings or cables, and is primarily installed to attract attention to or advertise a business, a business location, a service, a product, or an event. A blimp is considered an aerial sign.

4. Animated Signs

Any sign which uses movement or changes of lighting to depict action or create a special effect or scene.

5. Balloons

Any inflatable airtight bag that, when in multiple numbers can be strung together and displayed to attract attention to a business location. A balloon is not be considered an inflatable sign.

6. Bunting

Any decoration made out of fabric, synthetic material, sheet metal, or any thin pliable material that is securely attached to at least two ends of a rigid frame attached to a pole or projecting from a building.

7. Can Signs (Box Signs)

Any sign on the outside face of a metal box with or without internal illumination.



The new sign code alters some of these definitions to be content neutral to reduce free speech concerns of unconstitutionally vague terminology.

1. Such devices must be focused away from ground level areas, residential areas, pedestrian areas, and vehicular traffic areas.
2. The level of illumination must not cause any unnecessary direct or reflected glare onto surrounding neighborhoods.

b. All Other Frontage Modules

In a zoning district without a Special Frontage Module, search lights and laser displays are not allowed.

630.C. Prohibited Signs

The following signs and devices are prohibited. Any sign type not listed in this Sec. 630. (Signs) is considered prohibited.

1. Abandoned Signs

Any sign remaining in place or not maintained for a period of 90 days which no longer advertises or identifies an ongoing business, product or service available on the business premise where the sign is located.

2. Aerial Roof Signs

Any sign that is mounted, attached, affixed, or painted on the surface of a roof that is visible from the air or an elevation vantage point higher than the roof.

3. Aerial Signs

Any sign or device that is either floating or flying in the air but is secured to a building or to the ground by strings or cables, and is primarily installed to attract attention to or advertise a business, a business location, a service, a product, or an event. A blimp is considered an aerial sign.

4. Animated Signs

Any sign which uses movement or changes of lighting to depict action or create a special effect or scene.

5. Balloons

Any inflatable airtight bag that, when in multiple numbers can be strung together and displayed to attract attention to a business location. A balloon is not be considered an inflatable sign.

6. Bunting

Any decoration made out of fabric, synthetic material, sheet metal, or any thin pliable material that is securely attached to at least two ends of a rigid frame attached to a pole or projecting from a building.

7. Can Signs (Box Signs)

Any sign on the outside face of a metal box with or without internal illumination.



The new sign code also includes new regulations on sign removal, installation, and maintenance, where the existing code is silent.

630.D. General Signs Requirements

1. Building and Electrical Code Compliance

The structural components of a sign (including, without limitation, lighting fixtures) must be constructed, installed and maintained in accordance with the requirements of the current Uniform Building Code and National Electrical Code.

2. Setbacks and Encroachments

- a. Building setback requirements, as defined in *Sec. 370.C. (Building Setbacks)*, do not apply to signs.
- b. Any awning, canopy, marquee, and projecting signs may encroach (subject to an encroachment permit) up to 42 inches over a public right-of-way provided that:
 1. The sign does not encroach within a vertical plane measured 2 feet from the back of the curb; and
 2. The bottom edge of the sign maintains a clearance of at least 8 feet from the finish grade level below the sign.

3. Illumination

- a. Where exposed lamps are used to illuminate signs, gooseneck reflectors and lights must be provided with proper lenses and guards to concentrate illumination on the area of the sign in order to prevent glare on the street or adjacent property.
- b. Neon lighting must not exceed 30 milliamps. All other types of sign illumination are subject to the standards of *Sec. 640.A. (Outdoor Lighting)*.

4. Display of Noncommercial Message

Any sign authorized in this Section may display a noncommercial message in lieu of other text.

5. Sign Installation and Maintenance

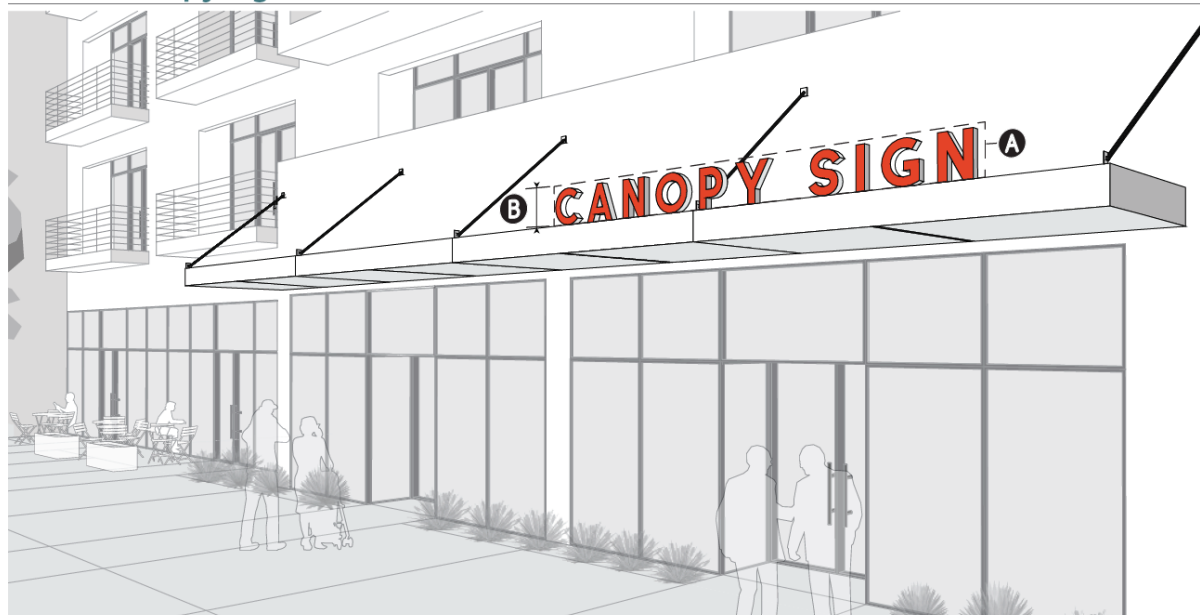
All signs must be installed and maintained in proper working order at all times and meet the following provisions for maintenance.

- a. The display surfaces of all signs must be kept clean and legible at all times.
- b. All non-functioning bulbs or damaged sign faces or panels must be replaced or repaired within 30 days.
- c. All sign copy must be maintained securely on the sign face or panel and all missing copy must be replaced within 30 days.
- d. Sign structures, frameworks, and poles must be structurally sound.
- e. The rear of any sign face or cabinet visible to the public must be provided with a flat-surfaced cover to obscure structural elements from public view.



Additionally, the new sign regulation has some updates, including new types of signage.

b. Canopy Sign



1. DEFINITION

A building sign attached to a canopy with a display surface parallel to the plane of the building facade.

2. GENERAL STANDARDS

- i. Any canopy containing a sign must be located over ground-story doors or windows.
- ii. Any canopy containing a sign must not extend above the height of the bottom sill of any second story window of the building facade to which it is attached.
- iii. Any canopy sign may be externally or internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 1 per canopy.

4. TOTAL SIGN AREA

Combined area of all building signs (max)	1 SF per linear foot of building frontage or at least 32 SF, whichever is greater
---	---

5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	1 SF per linear foot of canopy, or at least 20 SF, whichever is greater
B Height (max)	3'
Clear height above parking area or driveway (min)	14'



Noticing

Code Amendment (CODE-00698-2024)

- + A public hearing notice in the Inland Valley Daily Bulletin, the local paper of circulation.
- + All notification for the processing of a Code Amendment was completed as required by law.



Environmental Review

- + The City of Pomona, as lead agency, has conducted an environmental review on the proposed project per the California Environmental Quality Act (CEQA).
- + In compliance with Section 15061(b)(3), the proposed project is covered by the general rule exemption which exempts activities that can be seen with certainty to have no possibility for causing a significant effect on the environment. The project may be considered for the general rule exemption in that the proposed project only includes the amendment of text of an adopted document previously studied in the 2014 Pomona GPU Final EIR. The proposed project described above hereby meets the guidelines. Therefore, no further environmental review is required.



Staff Recommendation

Staff recommends that City Council move to approve first reading and draft Ordinance No. 4357 for recommend Zoning Code Amendment (CODE-001403-2024) with the recommended revisions.



Next Steps

