

**ORDINANCE NO. 4357**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF POMONA, CALIFORNIA, APPROVING ZONING CODE AMENDMENT (CODE-001403-2024) AMENDING THE POMONA ZONING AND DEVELOPMENT CODE TO REMOVE THE CURRENT SIGN SECTION .1310 AND REPLACE WITH SECTION 630. (“SIGNS”)**

**WHEREAS**, the City of Pomona has duly initiated Code Amendment (CODE-001403-2024);

**WHEREAS**, the interpretation of consistency with the 2014 General Plan shall be done through the updating of the Pomona Zoning Ordinance;

**WHEREAS**, the Planning Commission of the City of Pomona, after giving notices thereof as required by law, held a public hearing on February 12, 2025, concerning Code Amendment (CODE-001403-2024) and, after carefully considered all pertinent testimony and the staff report offered in the case as present, approved CODE-001403-2024 and recommended City Council approval (7-0-0-0);

**WHEREAS**, the City Council of the City of Pomona, after giving notice thereof as required by law, held a public hearing on March 17, 2025, concerning the requested Code Amendment (CODE-001403-2024);

**WHEREAS**, the City Council of the City of Pomona, at its regularly scheduled public meeting of March 17, 2025, approved the introduction and first reading of an Ordinance for Code Amendment (CODE-001403-2024); and

**WHEREAS**, the City Council has carefully considered all pertinent testimony and the staff report offered in the case as presented at the public hearing.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Pomona as follows:

**SECTION 1.** The City Council hereby finds that the foregoing recitals are true and correct and are incorporated herein as substantive findings of this Ordinance.

**SECTION 2.** The City Council, exercising independent judgment, finds that the project will not have an adverse impact on the environment pursuant to Section 15061(b)(3) the proposed project described above hereby meets the guidelines for 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;

**SECTION 3.** In accordance with Pomona Zoning & Development Code Section 1150.D.(2), the City Council must make the following findings in order to approve Zoning Code

Amendment (CODE-0001403-2024). Based on consideration of the whole record before it, including but not limited to, the staff report, public testimony received at the public hearing on this matter, and evidence made part of the public record, the City Council hereby finds as follows:

- a. *The proposed Zoning and Development Code Amendment is consistent with the goals, policies, plans and exhibits of the General Plan; and*

The land use and community design chapters of the General Plan place high priority on building form and places focus on design that supports public activity and strengthens safety. The reiterated goals and policies in the General Plan promote the efficient use of land that encourage walking, bicycling and transit use across all place types. To accomplish this the General Plan discusses moving away from “exclusively auto-oriented shopping and toward open-air, amenity driven formats that have both daytime and nighttime activity and are clustered at major crossroads”. Additionally, the community design chapter emphasizes the creation of more walkable & accessible street environments, strives to improve pedestrian safety, and improve the livability and cultural life of the community through physical design considerations.

To implement the vision set by the General Plan, the new sign regulations prohibits the erection of new auto-oriented signs such as animated signs, digital signs, bunting signs, and mobile signage. The Zoning Code Amendment incorporates new signage types and regulations that enhance the pedestrian experience and supports public activity. Furthermore, the new signage regulations remove all language pertaining to signage content and safeguards life, health, property and public welfare by regulating the design, quality of materials, construction, illumination, location, and maintenance of signs.

- b. *The proposed Zoning and Development Code Amendment would not be detrimental to the public interest, health, safety, convenience, or general welfare of the City.*

The proposed Zoning Code Amendment would not be detrimental to the public interest health, safety, convenience, or general welfare of the City as it will enable property owners to establish signage under new standards that implement the vision set by the General Plan.

**SECTION 4.** Based on consideration of the whole record before it, including but not limited to, the staff report, public testimony received at the public hearing on this matter, and evidence made part of the public record, the City Council hereby finds that the proposed Code Amendment is in the public interest and in the interest of the furtherance of the public health, safety, and welfare and is, as a matter of law, consistent with the Pomona General Plan pursuant to Government Code Section 65852.2(a)(1)(c).

**SECTION 5.** For the reasons set forth above, the City Council of the City of Pomona hereby approves Code Amendment (CODE- 001403-2024) and as an associated action, rescind and replace Section .1310 “Signs” with new sign regulations in Pomona Zoning and Development Code Section 630. “Signs”, attached hereto as “Exhibit A”.

**SECTION 6.** The Secretary shall certify to the adoption of this Ordinance and forward the original to the City Clerk.

**SECTION 7.** The City Clerk shall attest and certify to the passage and adoption of this Ordinance, and shall cause same to be posted as required by law and this Ordinance shall take effect thirty (30) days after its final adoption.

**SECTION 8.** If any section, subsection, sentence clause or phrase or word of this Ordinance is for any reason held to be invalid or unconstitutional by a decision of any court of competent jurisdiction or preempted by state legislation, such decision or legislation shall not affect the validity of the remaining portions of this Ordinance. The City Council of the City of Pomona hereby declares that it would have passed this Ordinance and each and every section, subsection, sentence clause or phrase or word not declared invalid or unconstitutional without regard to any such decision or preemptive legislation.

**PASSED APPROVED AND ADOPTED THIS 17<sup>TH</sup> DAY OF MARCH, 2025**

**CITY OF POMONA**

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Tim Sandoval  
Mayor

**APPROVED AS TO FORM:**

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Sonia Carvalho  
City Attorney

**ATTEST:**

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Rosalia A. Butler, MMC  
City Clerk

STATE OF CALIFORNIA )  
COUNTY OF LOS ANGELES ) ss  
CITY OF POMONA )

I, ROSALIA A. BUTLER, MMC, CITY CLERK of the City of Pomona do hereby certify that the foregoing Ordinance was introduced for first reading at a regular meeting of the City Council of the City of Pomona held on March 17, 2025, and was adopted at second reading at a regular meeting of the City Council of the City of Pomona held on April 7, 2025, by the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

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Rosalia A. Butler, MMC  
City Clerk

Pursuant to Resolution No. 76-258 of the City of Pomona, the time in which judicial review of this action must be sought is governed by California Code of Civil Procedure Section 1094.6.