



CITY OF POMONA COUNCIL REPORT

October 20, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Betty Donovanik, Development Services Director

**SUBJECT: SECOND READING AND ADOPTION OF ORDINANCE NO. 4360,
APPROVING SPECIFIC PLAN AMENDMENT (SPA-001401-2024) TO
ESTABLISH NEW SIGN REGULATIONS IN THE POMONA
CORRIDORS SPECIFIC PLAN**

RECOMMENDATION:

It is recommended that the City Council adopt the following ordinance (Attachment No.1):

**ORDINANCE NO. 4360 – AN ORDINANCE OF THE CITY COUNCIL OF
THE CITY OF POMONA, CALIFORNIA, APPROVING SPECIFIC PLAN
AMENDMENT (SPA-001401-2024) TO REMOVE EXISTING SECTION 2.9
“SIGNAGE REGULATIONS” IN THE POMONA CORRIDORS SPECIFIC
PLAN AND REPLACE WITH SECTION .630 “SIGNS” OF THE POMONA
ZONING AND DEVELOPMENT CODE**

DISCUSSION:

On October 6, 2025, the City Council unanimously approved the Introduction and First Reading of Ordinance No. 4360 (7-0) (Attachment No. 3). The new sign regulations in the Pomona Corridors Specific Plan (“Specific Plan”) will require all signs in the Specific Plan to comply with the sign regulations outlined in the newly adopted standards from the Pomona Zoning and Development Code (“PZDC”). This amendment request will remove language that directly conflicts with First Amendment rights pertaining to freedom of speech and establish sign regulations for the parcels within the Specific Plan that are compatible with the frontage standards of the PZDC.

The Ordinance would go into effect on November 20, 2025, 30 days after its adoption.

Prepared by:

A handwritten signature in black ink, appearing to read 'Karina', followed by a large, stylized circular flourish and a trailing line.

Karina Diaz
Assistant Planner

Attachment No. 1 – Draft Ordinance No. 4360

Attachment No. 2 – Exhibit A: Zoning Code Section .630 “Signs”

Attachment No. 3 – October 6, 2025, City Council First Reading Staff Report & Attachments