

ORDINANCE NO. 4360

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF POMONA, CALIFORNIA, APPROVING A CITY-INITIATED, SPECIFIC PLAN AMENDMENT (SPA-001401-2024) TO REMOVE SECTION 2.9 “SIGNAGE REGULATIONS” IN THE POMONA CORRIDORS SPECIFIC PLAN AND REPLACE WITH SECTION .630 “SIGNS” OF THE POMONA ZONING AND DEVELOPMENT CODE.

WHEREAS, the City of Pomona has duly initiated Specific Plan Amendment (SPA-001401-2024);

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 July 9, 2025, concerning Specific Plan Amendment (SPA-001401-2024) and, after carefully considered all pertinent testimony and the staff report offered in the case as present, approved SPA-001401-2024 and recommended City Council approval (6-0-0-1);

WHEREAS, the City Council of the City of Pomona, after giving notice thereof as required by law, held a public hearing on October 6, 2025, concerning the requested Specific Plan Amendment (SPA-001401-2024);

WHEREAS, the City Council of the City of Pomona, at its regularly scheduled public meeting of October 6, 2025, approved the introduction and first reading of an Ordinance for Code Amendment (SPA-001401-2024) with a (7-0-0-0) vote; 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.G.(2), the City Council must make the following findings in order to approve Specific Plan Amendment (SPA-0001401-2024). 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 Specific Plan Amendment is consistent with the goals, policies, plans and exhibits of the General Plan; and*

The General Plan promotes the efficient use of land encourages 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.

The proposed Specific Plan Amendment would implement the vision set by the General Plan, by removing the current standards and defaulting to the sign regulations outlined in the Pomona Development Code. The signage regulations in the Pomona Development Code prohibit the erection of new auto-oriented signs and contain new sign types to enhance the pedestrian experience and street environment. Thus, improving the livability and cultural life of the community through physical design considerations. Furthermore, the signage regulations in the Pomona Development Code removed 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 Specific Plan 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 Specific Plan Amendment (SPA- 001401-2024) and as an associated action, rescind and replace Section 2.9 “Signage Regulations” with 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 20th DAY OF OCTOBER, 2025

CITY OF POMONA

Tim Sandoval
Mayor

ATTEST:

Rosalia A. Butler, MMC
City Clerk

APPROVED AS TO FORM:

Sonia Carvalho
City Attorney

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 October 6, 2025, and was adopted at second reading at a regular meeting of the City Council of the City of Pomona held on October 20, 2025, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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.

Exhibit “A”

Pomona Zoning and Development Code Section .630 “Signs”