



CITY OF POMONA COUNCIL REPORT

March 17, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Betty Donovanik, Development Services Director

SUBJECT: INTRODUCTION AND FIRST READING OF ORDINANCE NO. 4357, APPROVING ZONING CODE AMENDMENT (CODE-001403-2024) ESTABLISHING NEW SIGN REGULATIONS IN THE POMONA ZONING AND DEVELOPMENT CODE SECTION 630 (“SIGNS”)

RECOMMENDATION:

It is recommended that the City Council take the following actions:

- 1) Conduct a public hearing and receive public testimony;
- 2) Introduce, waive further, and give first reading to the following ordinance (Attachment 1):

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”)

EXECUTIVE SUMMARY:

On February 12, 2025, the Planning Commission unanimously recommended approval (7-0-0-0) to amend the existing sign regulations outlined in the Pomona Zoning and Development Code during a public hearing. The new sign regulations in the Pomona Zoning and Development Code Section 630. “Signs” will remove language that directly conflicts with First Amendment rights pertaining to freedom of speech and establish sign regulations compatible with the frontage standards of the new Zoning and Development Code that was adopted in July of 2024. This zoning code amendment excludes specific plans that currently have sign regulations within their respective plans. Future efforts to include specific plans will come under separate action. If adopted by the City Council, this request is expected to be in effect on May 7, 2025.

SB1439/GOVERNMENT CODE §84308 APPLICABILITY:

When this box is checked, it indicates the agenda item is subject to the Levine Act SB1439 requirements. Councilmembers are reminded to check their campaign contributions and determine whether they have received a campaign contribution of \$500 or more that would require disclosure and/or recusal from discussing or acting on this agenda item. Campaign contributions of \$500 or more made 1) by any person or entity who is identified in the agenda report as the applicant or proposer or 2) on behalf of the applicant or participant, including a parent, subsidiary or otherwise related business entity, or 3) by any person who has a financial interest in the agenda item requires a councilmember to comply with SB1439.

FISCAL IMPACT:

No Fiscal Impact at this time.

PUBLIC NOTICING REQUIREMENTS:

A public hearing notice was published in the Inland Valley Daily Bulletin on Friday, March 7, 2025 (Attachment No. 3).

PREVIOUS RELATED ACTION:

On February 12, 2024, the Planning Commission held a public hearing regarding a Zoning Code Amendment (CODE-001403-2024), a request to update Section .1310 “Signs” and replace it with new sign regulations Section 630. “Signs” (Attachment No. 2). After carefully considering all pertinent testimony and the recommendation of the Planning Division staff (Attachment No. 4), the Planning Commission unanimously recommended approval of the Zoning Code Amendment (CODE-001403-2024) on a 7-0-0-0 vote, subject to conditions.

Based on the recommendations by Planning Division staff, the Planning Commission recommended approval 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.

These revisions are reflected in the draft document which includes revisions to the sign definitions and frontage module permissions (allowed sign types).

DISCUSSION:

Overview

The proposed Zoning Code Amendment is a request to remove Section .1310. “Signs” (formerly Section .530-K) and incorporate new sign regulations in Pomona Zoning and Development Code Section 630. “Signs” (Attachment No. 2). The proposed amendment will remove language that directly conflicts with First Amendment rights pertaining to freedom of speech and establish sign regulations compatible with the frontage standards of the New Code.

This zoning code amendment will exclude specific plans that currently have sign regulations within their respective plans and include specific plans that currently defer to the Pomona Zoning and Development Code for sign regulations. Future efforts to include the excluded specific plans will come under separate action, subject to SB 18 (Government Code §6532.3(a)(1)), which requires local governments to contact, provide notice to, refer plans to, and to conduct meaningful consultation with California Native American tribes, if requested, prior to the adoption or any amendment of a general plan or specific plan. This effort is tentatively scheduled for April 2025.

Staff Analysis

(A) Applicable Code Section

Pursuant to Pomona Zoning and Development Code Section 1150.D.(2), the City Council may, by ordinance and upon written recommendation of the Planning Commission, amend, supplement, or change the ordinances codified in this Zoning and Development Code whenever the public necessity, convenience, general welfare, or good zoning practice so requires.

A Zoning Code Amendment must be acted upon by the Approving Authority based upon the information provided in the submitted application, evidence presented in the Planning Division’s written report, and testimony provided during the public hearing, only after considering and clearly establishing all of the below listed findings and giving supporting reasons for each finding. The application must be denied if one or more of the below-listed findings cannot be clearly established.

- 1) The proposed Zoning and Development Code Amendment is consistent with the goals, policies, plans and exhibits of the General Plan; and
- 2) The proposed Zoning and Development Code Amendment would not be detrimental to the public interest, health, safety, convenience, or general welfare of the City.

(B) Proposed Amendment

The proposed amendment would remove Section .1310. “Signs” (formerly Section .530-K of the Pomona Zoning Ordinance) and incorporate new sign regulations in Pomona Zoning and Development Code Section 630. “Signs”.

The new sign regulations will be incorporated into the Site chapter of the Zoning and Development Code. The Site chapter is responsible for will regulating site design, including the location and

characteristics of access, parking, landscape, and other site features. Site consists of a combination of regulations that are appropriate to a variety of contexts such as transit-oriented centers, special campuses, suburban neighborhoods, and open spaces.

While regulations will be located in the Site chapter of the Zoning and Development Code, sign permissions will be determined by the frontage module type assigned to each Zoning District as displayed in Fig.1.1. Permanent Signs – Allowed Sign Type, Frontage Module Permissions. Aligning sign types to frontage modules is a strategic approach to assure consistency with the goals and policies of the General Plan by maintaining the desired relationship to the public right-of-way.

Fig.1.1. Permanent Signs – Allowed Sign Type, Frontage Module Permissions with Planning Commission Revisions.

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	--	■	■	■	■	Sec. 630.F.2.a. Awning Sign
Canopy	--	■	■	■	■	Sec. 630.F.2.b. Canopy Sign
Painted	--	■	■	■	■	Sec. 630.F.2.c. Painted Sign
Projecting	--	■	■	■	■	Sec. 630.F.2.d. Projecting Sign
Roof	--	■	■	■	■	Sec. 630.F.2.e. Roof Sign
Wall	--	■	■	■	■	Sec. 630.F.2.f. Wall Sign
Window	--	■	■	■	■	Sec. 630.F.2.g. Window Sign
Freestanding Signs						
Monument	--	■	■	■	■	Sec. 630.F.3.a. Monument Sign
Suspended	■	■	■	■	■	Sec. 630.F.3.b. Suspended Sign
Special Signs						
Crown	--	■	■	■	■	Sec. 630.F.4.a. Crown Sign
Marquee	--	--	■	■	■	Sec. 630.F.4.b. Marquee Sign

■ = Sign type allowed ■ = Sign type allowed for RX1 or assembly uses only -- = Sign type not allowed

Frontage regulates portions of a lot and building facades that impact the public realm. Frontage modules ensure that projects respond to the public realm appropriately. Frontage Modules range from flexible standards for open space frontages with limited buildings to more robust standards for shopfront frontages where buildings need to support an active and high-quality public realm with strong associations with uses inside buildings.

(C) General Plan Conformance

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 and 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 prohibit the erection of new auto-oriented signs such as animated signs, digital signs, bunting signs, and mobile signage and incorporates new signage types such as painted signs, crown signs, and marquee signs. Additionally, the new sign regulations remove all language pertaining to sign content and safeguards life, health, property and public welfare by regulating the design, quality of materials, construction, illumination, location, and maintenance of signs (Attachment 5).

ENVIRONMENTAL IMPACT:

The California Environmental Quality Act (CEQA) requires analysis of agency approvals of discretionary “projects.” A “project,” under CEQA, is defined as “the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment” (State CEQA Guidelines Section 15378). The proposed project is considered a “project” under CEQA.

In 2014, the City of Pomona adopted a Final Environmental Impact Report (EIR) associated with the discretionary project, which analyzed the environmental impacts of the City of Pomona’s General Plan Update (GPU), Corridors Specific Plan, Active Transportation Plan, and Green Plan. In conjunction with the certification of the GPU and PCSP EIR, a Mitigation Monitoring and Reporting Program (MMRP) was adopted. The proposed project site was previously studied under this Certified Final EIR.

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.

NEXT STEPS:

Upon approval at first reading of draft Ordinance No. 4357, the City Council will conduct a second reading, and 30 days thereafter, the requested zoning code amendment will become effective. Staff tentatively expects the second reading to be held on April 7, 2025, and the effective date to be May 7, 2025.

COUNCIL PRIORITIES & GOALS:

This item is consistent with the following Council priorities and goals:

GOAL G: Create Economic Strategy for City That Reflects Current Opportunities and City Values.

Prepared by:

A handwritten signature in black ink, appearing to read 'Karina Diaz', written over a horizontal line.

Karina Diaz
Assistant Planner

ATTACHMENT(S):

Attachment No. 1 – Draft Ordinance No. 4357

Attachment No. 2 – Exhibit A: March 17, 2025, Draft Zoning & Development Code Section 630.

Attachment No. 3 – Public Hearing Noticing

Attachment No. 4 – Staff Report & Attachments of 2-12-25 Planning Commission Public Hearing

Attachment No. 5 – Staff Presentation

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 17TH DAY OF MARCH, 2025

CITY OF POMONA

Tim Sandoval
Mayor

APPROVED AS TO FORM:

Sonia Carvalho
City Attorney

ATTEST:

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:

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.

Sec. 630. Signs

Attachment No. 2

630.A. General

1. Purpose and Intent

The regulations set forth in this Section contain the primary tools for implementing the sign policies, standards, and regulations of the City pursuant to the provisions of the State Outdoor Advertising Act (BPC Section 5200 et seq.), and other applicable state and local requirements, and prescribe standards for the type, placement, size, number, height, and illumination of signs in order to achieve the following purposes:

- a. To promote orderly display of signs to provide reasonable protection to the visual environment of the City;
- b. To enhance the City's ability to attract economic development; and
- c. To safeguard life, health, property and public welfare by regulating the design, quality of materials, construction, illumination, location, and maintenance of signs.

2. Applicability

All signs erected, installed, structurally altered, or otherwise modified after the effective date of this Code, except for signs within a specific plan, which are regulated by a specific plan. Nonconforming signs are subject to the provisions of Sec. 11100.L.2. (Sign Exceptions).

3. Sign Permits

Unless specifically exempted in Sec. 630.B. (Signs Not Requiring a Permit), a Sign Permit must be obtained prior to erection, installation, display, structural alteration, or change of any sign pursuant to Sec. 1170.C. (Ministerial Permit). Building and electrical permits must also be obtained, where required by the Uniform Building Code and National Electrical Code.

630.B. Signs Not Requiring a Permit

Signs that do not require a permit are not considered in determining the allowable number or size of signs on a lot. A permit is not required for the following types of signs, provided all applicable provisions of this Section are met.

1. Official Notices

Any sign, posting, notice or other indication used exclusively to display official notices, notices of any court or public office, or posted by a public officer in the performance of a public duty, or required by a public entity in carrying out its responsibility to protect the public health, safety or welfare, or otherwise required by law.

2. Street and Traffic Control Signs

Official street or traffic signs erected by a governmental agency, including signs required by law, directional signs, informational signs, street name signs, traffic control signs, public utility signs, railroad crossing signs, or other emergency warning signs.

3. Signs Not Visible

Any sign internal to a site not visible from the public right-of-way or neighboring property. This does not include signs for drive-through facilities, as defined in Sec. 11100.K.1.b..

4. Flags

Any loose fabric or membrane secured to a pole or rod, which flutters and moves with air or wind movement. Freestanding flag poles are not regulated under this Section, and require a building permit.

Flags must meet the following standards:

- a. A maximum of 3 flags are permitted per lot; and

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- b. The flag area cannot exceed 1.5 times the height of the pole, or at least a 15 square foot flag, whichever is greater. For example, a 40-foot tall flag pole yields a maximum 60 square foot flag.

5. Sidewalk Signs

Any sign placed on a sidewalk that is movable, wholly independent of a building for support, and not permanently secured or attached to the ground. Includes a-frame signs, sandwich board signs, and signs on wheels.

Sidewalk signs must meet the following standards:

- a. The sign cannot exceed 6 square feet in area, 3 feet in height and 2 feet width;
- b. The sign must be placed along a building facade with an entrance to a tenant space;
- c. The sign cannot be placed more than 12 feet from the building facade;
- d. One sidewalk sign is permitted for each street facing entrance, and no more than one may be placed per business on the same street face;
- e. The sign must not be illuminated;
- f. The sign must be removed and placed indoors at the close of each business day; and
- g. The sign must not impair the ability of pedestrians to use the sidewalk, with a minimum of 6 feet of clear distance of sidewalk at all times.

6. Small Signs

Any sign with a sign area of 6 square feet or less.

1. Small Signs must meet the following standards in order to be considered exempt: Maximum individual sign area of 6 square feet.
2. Maximum number of small signs on a lot is unrestricted.
3. May not be internally or externally illuminated.

7. Historic Building Plaque

A commemorative or identification plaque to identify designated historic properties (local, state, or national level) which are constructed of bronze or other nonflammable material.

~~8. Public Art~~

~~*Any message that meets the standards of Sec. 1330. (Original Artwork Murals (Formerly .5809-25)).*~~

9. Search Lights and Laser Displays

a. Special Frontage Modules

In a zoning district with a Special Frontage Module, search lights and laser displays are allowed and must meet the following standards.

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. 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.

8. Digital Signs

Any electronic sign that displays video or multimedia content or text.

9. Fence Signs

Any sign attached to or painted onto a freestanding fence.

A sign attached to or painted onto a freestanding wall is considered a monument sign and is subject to the standards of Sec. 630.F.10. (Monument Sign).

10. Inflatable Signs

Any form of inflatable device that is displayed, printed or painted on the surface of an inflatable background. An inflatable sign is not considered a balloon.

11. Mobile Signs

Any sign mounted, attached, affixed, or painted upon any surface of a motor vehicle, trailer, or similar conveyance parked on public or private property. This includes mobile signs that are digital or animated.

12. Off-Site Advertising Signs (Billboards)

Any sign structure or billboard, whether freestanding or mounted on an existing building, built for the purpose of advertising an establishment, product or service which is not available on the property upon which the sign is located at the time the sign structure was erected.

a. Proposition "L"

As approved in a special municipal election held on November 2, 1993 (Proposition "L"), and which cannot be modified without a vote of the people:

1. No new or structurally altered off-site billboards will be permitted within the City of Pomona. In technical words conveying the same meaning, off-site advertising signs must not be constructed, relocated, or structurally altered in any zoning district.
2. Noncommercial advertising by the property owner or by another with their consent is permitted on any advertising sign for on-site advertising, whether the message concerns activity at the property or not.

13. Pennants

Any device made of flexible materials, such as cloth, paper or plastic, which may or may not contain copy and designed to be attached securely to a pole or post.

14. Pole Signs

Any freestanding sign that is wholly independent of a building for support, permanently affixed to the ground using one or more poles or posts.

15. Unofficial Traffic Signs

Any sign which simulates in color, size or design, any traffic control sign or signal, or which make use of words, symbols or characters in such a manner as to interfere with, mislead, or confuse pedestrian or vehicular traffic.

16. Snipe Signs

Any sign or poster that is installed within public or private property on structures such as lampposts, traffic signs, street signs, building walls, fences, and similar structures.

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.

- f. Following the removal of any signage and/or prior to the installation of any signage, all visual trace of the previous sign must be removed, including any residue. Where discoloration occurs upon removal or exists prior to installation, all surfaces must be painted to match the existing color of the structure.

6. Sign Removal

- a. The following signs will be removed immediately by the property owner:
 1. Nonconforming signs changed or altered in any way beyond maintenance and repair other than change of copy as defined in Sec. 11100.X. (Nonconforming Signs).
 2. Prohibited signs as defined in Sec. 630.C. (Prohibited Signs).
- b. Where a sign is removed, all visual trace of the previous sign must be removed, including any residue. Where discoloration occurs upon removal all surfaces must be painted to match the existing color of the structure.

630.E. Large Temporary Signs

Any sign with an area greater than 10 square feet which is not designed or intended to be placed permanently.

Large temporary signs must meet the following standards.

1. Large temporary signs must be rectangular in shape.
2. Large temporary signs are not permitted in zoning districts with a Neighborhood Yard frontage module, except for an assembly use or with a RX1 use module.
3. Large temporary signs must not exceed 45 square feet.
4. One large temporary sign is permitted per building and/or tenant street frontage at any time.
5. Large temporary signs may be used for a period not exceeding 30 consecutive days, up to 2 times per any 12 month period. Additional posting time may be allowed by the Zoning Administrator, provided a temporary activity on the site is continuing or an emergency circumstance warrants the additional sign duration for a public purpose.
6. Materials used for temporary signs must be durable and capable of withstanding the weather.
7. Temporary signs must be attached to a building or structure.

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

2. Building Signs

Any permanent on-site sign attached to or painted on a primary or accessory building or structure. Building signs include awning, canopy, painted, projecting, roof, wall, and window sign types.

For the purposes of this Code, crown and marquee signs are considered special signs as defined in *Sec. 630.F.2.C. (Special Signs)*.

a. Awning Sign



1. DEFINITION

A building sign where graphics or symbols are painted, printed, sewn, or otherwise adhered to the material of an awning as an integrated part of the awning itself

2. GENERAL STANDARDS

- i. Any awning containing a sign must be located over ground-story doors or windows.
- ii. Any awning 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 awning containing a sign must not be internally illuminated.
- iv. Any awning containing a sign may be externally illuminated pursuant to *Sec. 630.D.3. (Illumination)*.

3. NUMBER OF SIGNS

Maximum of 1 per awning.

4. TOTAL SIGN AREA

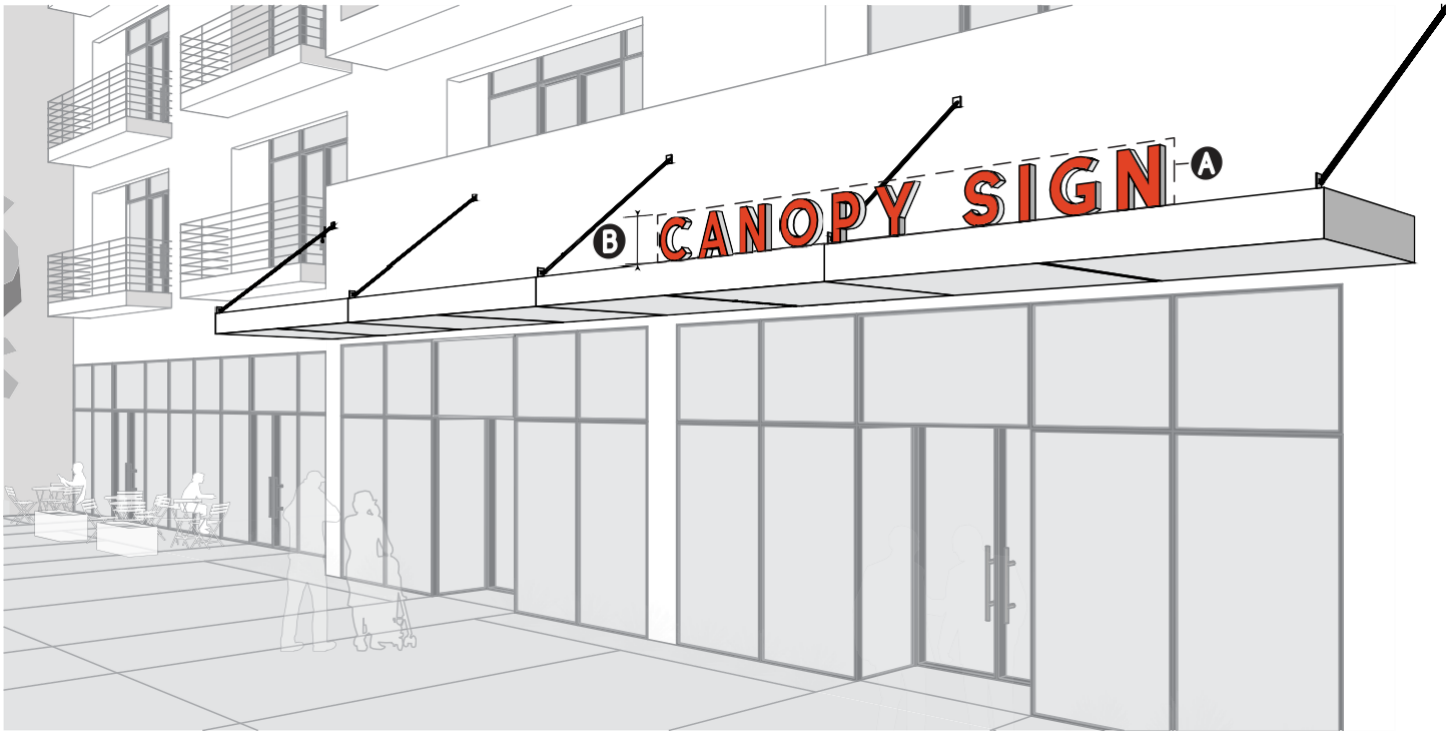
1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater

Combined area of all building signs (max)

5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	20 SF
B Sign display height (max)	1'
C Width (max)	60% of the awning

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'

c. Painted Sign



1. DEFINITION

A building sign painted on the exterior wall of a building or structure.

2. GENERAL STANDARDS

- i. Any painted sign must be professionally executed by a licensed commercial sign painter.
- ii. Any painted signs located within a mural that is located on public property, within a public easement, or which received funding from the City must be approved by the Cultural Arts Commission.
- iii. If a painted sign is located within a mural, only areas including text count toward the sign area.
- iv. Any painted sign may be externally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 1 per lot or 30' of building frontage, whichever is greater.

4. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
---	---

5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	
Ground story	50 SF
Upper story	100 SF

d. Projecting Sign



1. DEFINITION

A building sign attached approximately perpendicular to the exterior wall of a building or structure, typically extending 12 inches or more from the wall

2. GENERAL STANDARDS

- i. A projecting sign must be at least 15 feet from any other projecting sign.
- ii. A projecting sign must not extend above the top of the building roof line or parapet.
- iii. Any projecting sign may be externally or internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 1 per building entrance.

4. TOTAL SIGN AREA

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

5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	30 SF
B Projection width (max)	3.5
C Clear height above parking area or driveway	14'

e. Roof Sign



1. DEFINITION

A building sign erected on a roof of a building consisting of channel letters, graphic segments, open lighting elements, or other open forms affixed to a non-solid panel sign support structure.

2. GENERAL STANDARDS

- i. Any roof sign must be located on the roof of a building.
- ii. Any roof sign must be at least 15 feet from any other roof sign.
- iii. The plane of the roof sign face must be approximately parallel to the face of the building.
- iv. The roof sign must consist of open channel lettering or graphic segments. Box and cabinet signs are not allowed.

3. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
---	---

- v. Any roof sign may be externally illuminated in accordance with Sec. 630.D.3. (Illumination).

4. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	80 SF
B Height (max)	3'

f. Wall Sign



1. DEFINITION

A building sign attached flat and parallel to the exterior wall of a building or structure, extending no more than 12 inches from the wall.

2. GENERAL STANDARDS

- i. Any wall sign must not extend above the top of the building roof line or parapet.
- ii. Any wall sign must be located below the window sills of the second story on a multi-story building.
- iii. Any wall sign must only be located on facades that include a customer entrance or display window.
- iv. Any wall sign must not cover, cross, or hide any building balcony, column, belt course, or other decorative architectural feature.
- v. Any wall sign may be externally or internally

3. NUMBER OF SIGNS

Maximum of 1 per lot or 30' of building frontage, whichever is greater.

4. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
---	---

illuminated in accordance with *Sec. 630.D.3. (Illumination)*.

5. INDIVIDUAL SIGN DIMENSIONS

A	Area (max)	50 SF
---	------------	-------



g. Window Sign



1. DEFINITION

A building sign which is painted on, applied to, attached to, or projected upon the glass area of a building facade, including doors, or located within 12 inches of the interior of a window.

2. GENERAL STANDARDS

- i. Any window sign must only be displayed in ground floor windows.
- ii. No combination of temporary and permanent window signs may cover more than 50% of any window panel.

3. NUMBER OF SIGNS

Maximum of 2 per lot or per 30' of building frontage, whichever is greater.

4. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
---	---

5. INDIVIDUAL SIGN DIMENSIONS

Area per sign with an	
A opaque background (max)	10 SF
Area per sign with no background (max)	None
Area per internally illuminated or exposed neon sign (max)	4 SF

3. Freestanding Signs

Any permanent on-site sign placed on a site but is not attached to or painted onto a primary or accessory building or structure. Freestanding signs include monument and suspended sign types.

a. Monument Sign



1. DEFINITION

A freestanding sign which has a solid base and is attached to the ground along its entire length.

2. GENERAL STANDARDS

- i. Any monument sign structure must be incidental to the size of the monument sign itself.
- ii. Any monument sign must not encroach upon any public right-of-way or sidewalk.
- iii. Any monument sign must be setback a minimum of 3 feet from the public right-of-way.
- iv. Any monument sign must be setback a minimum of 10 feet from a driveway entrance.
- v. Any monument sign must not be placed within 10 feet of a common lot line.
- vi. Any monument sign must be at least 100 feet from any other monument sign.
- vii. All letters included in any monument sign must have a minimum height of 9 inches.
- viii. Any monument sign may be illuminated with a shielded spot light located at the base of the sign in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Number of monument signs (max)	1 per lot
Combined number of freestanding signs (max)	1 per street frontage

4. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	32 SF
B Width (max)	6'

b. Suspended Sign



1. DEFINITION

A freestanding sign comprised of a vertical pole, a horizontal decorative sign support, and a suspended sign face.

2. GENERAL STANDARDS

- i. Any suspended sign must not encroach upon any public right-of-way or sidewalk.
- ii. Any suspended sign may be illuminated with a shielded spot light located at the base of the sign in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Combined number of freestanding signs (max)	1 per street frontage
---	-----------------------

4. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	12 SF
B Height (max)	8'

4. Special Signs

Special signs include crown and marquee sign types.

a. Crown Sign



1. DEFINITION

A building sign painted on, or attached flat and parallel to, the exterior wall of a building or structure that is located at the top of a building facade. The display surface of which does not extend more than 2 feet from the outside wall of the building or structure.

2. GENERAL STANDARDS

- i. Any crown sign must be located on the upper-most story of a building with at least 3 stories.
- ii. Any crown sign must be hand-painted, consist of channel letters, or have lettering and details which extend no more than 2 inches from the surface of the building facade.
- iii. Any crown sign may be externally or internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 2 per lot and 1 per building facade

4. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	
3-4 stories	200 SF
5+ stories	350 SF

b. Marquee Sign



1. DEFINITION

A building sign attached to a marquee, including a reader-board.

2. GENERAL STANDARDS

- i. Any marquee sign must not extend above or below the marquee.
- ii. Any marquee sign must not be attached to any portion of the marquee except on the periphery.
- iii. Any marquee sign may be internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. TOTAL SIGN AREA

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

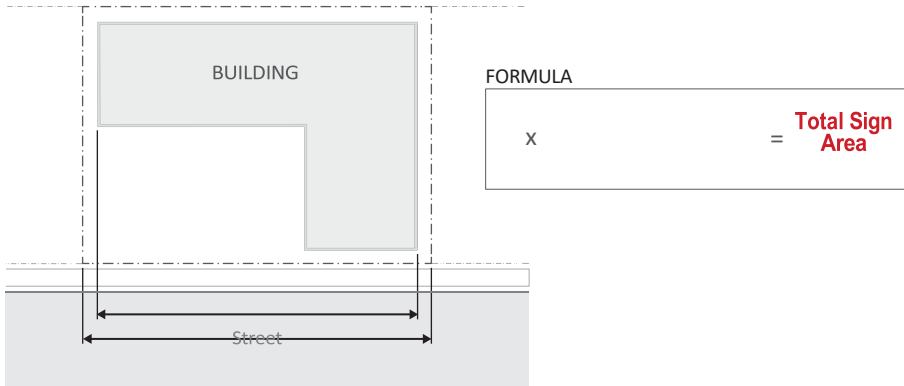
4. INDIVIDUAL SIGN DIMENSIONS

A Area, all faces (max)	60 SF
B Height above bottom of marquee (max)	5'

630.G. Measurement

1. Sign Area

- a. Per linear foot of building frontage is calculated by measuring the total linear feet of all street-facing building facades. For the measurement of street-facing building facade, see *Sec. 1200.D.2. (Street Lot Line-Facing Facades)*.



- b. For building signs consisting of freestanding letters or logos, sign area is calculated as the total area of the rectangle, circle or square that fully encloses the letters or images as shown below. Images, logos or text greater than 12 inches apart are calculated as separate signs for the purposes of calculating individual sign area.

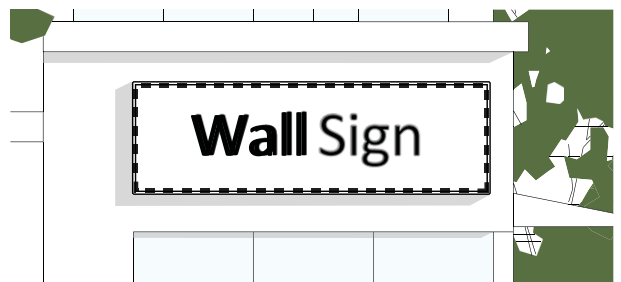
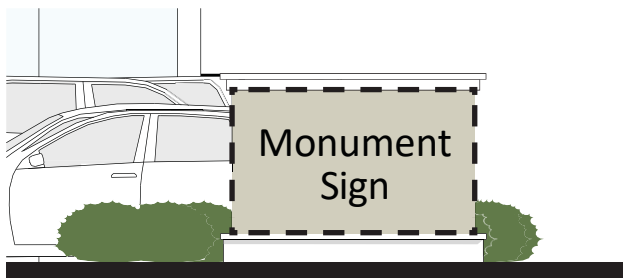
One Sign



Two Signs



- c. For signs on a background, the entire area of the background is calculated as sign area, including any material or color forming the sign face and the background used to differentiate the sign from the structure on which it is mounted. Includes the face of the structure that the message is affixed to, not including any supports, bracing or street number.



- d. For a sign that is 2-sided, back-to-back or V-type, only the area of the largest sign face is calculated as part of the sign area. If the sign face angle on a V-type sign is more than a 60 degrees, sign area is calculated by adding together the area of all sign faces.

2. Sign Height

The height of a freestanding sign is measured from the highest point of the sign or supporting structure to the top of the nearest sidewalk or crown of the road when no sidewalk exists.



630.H. Relief

A deviation from a sign standard may be allowed as a variance in accordance with *Sec. 1160.F. Variance...*



INTERIM AD DRAFT

This is the proof of your ad scheduled to run in **Daily Bulletin-LA** on the dates indicated below. If changes are needed, please contact us prior to deadline at **(909) 987-6397**.

Notice ID: XibmSFrNlyjPOh1jN8Bz | **Proof Updated: Mar. 04, 2025 at 12:58pm PST**
Notice Name: Zoning Code Amendment (Signs) - Karina | Publisher ID: 0011723126

See Proof on Next Page

FILER	FILING FOR
Miroslava PourSanae miroslava.poursanae@pomonaca.gov (909) 620-2354	Daily Bulletin-LA
Columns Wide: 4	Ad Class: Legals
03/07/2025: City Notices	461.04
	Subtotal \$461.04
	Tax % 0
	Total \$461.04

Public Hearing Notice : The City of Pomona is noticing for a public hearing regarding a request to amend Pomona Zoning & Development Code Section .1310. "Signs" (formerly Section .530-K of the Pomona Zoning Ordinance). The proposed Zoning Code Amendment will remove Section .1310. "Signs" and incorporate new sign regulations in Pomona Zoning and Development Code Section 630. "Signs". The Applicant is the City of Pomona. The City case file is CODE-001403-2024. The public hearing will take place at the regular meeting for City Council on March 17, 2025, at 7:00 p.m., in-person at the City Council Chambers located at 505 S. Garey Avenue, Pomona, CA 91766. The City of Pomona, as lead agency, has conducted an environmental review on the proposed project per the California Environmental Quality Act (CEQA). Pursuant to the provisions of CEQA (Public Resources Code, Section 21084 et. seq.), the guidelines include a list of classes of projects which have been determined not to have a significant effect on the environment and which shall, therefore, be exempt from the provisions of CEQA. The City Council will consider adopting a Categorical Exemption in compliance with Section 15061(b)(3) 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 to incorporate new sign regulations, 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. You may view the agenda for the meeting related to this public hearing at <https://pomona.legistar.com/Calendar.aspx>, by selecting City Council and the date of the public hearing. The agenda will be posted on the website at least six (6) days prior to the meeting date and time. Written comments may be submitted to DevServicesComments@pomona.ca.gov, by 5:30 p.m. the day of the hearing. Please title your email "City Council Public Comment 03-17-2025". Comments received via email will be made a part of the official record of the meeting. Please direct questions about this matter to Karina Diaz at karina.diaz@pomona.ca.gov or (909) 620-2446. Please note that if you challenge this matter in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Pomona, Planning Division at, or prior to, the public hearing. Para información en Español, llame (909) 620-2446.

Inland Valley Daily Bulletin
Published: 3/7/25




Planning Commission

Planning Division Staff Report

DATE: February 12, 2025

TO: Chairperson and Members of the Planning Commission

FROM: Karina Diaz, Assistant Planner 
Alina Barron, Senior Planner 

SUBJECT: **Zoning 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".

EXECUTIVE SUMMARY

On July 1, 2024, the City of Pomona adopted Ordinance No. 4345, approving a comprehensive update to the Pomona Zoning and Subdivision Ordinances. The new Zoning & Development Code ("New Code") successfully implements the goals and policies of the 2014 Pomona General Plan ("General Plan") and meets the grant objectives set by the California Department of Housing and Community Development in its SB 2 and LEAP programs for permit streamlining to accelerate housing production. The update of the New Code began in July 2021 and took approximately three years to complete. It was written collaboratively with the community and involved multiple public discussions with the Planning Commission, community meetings, pop-up events, and one-on-one stakeholder meetings.

The comprehensive zoning code update was proposed to occur in two phases:

Phase I (*Complete*): Updated Zoning & Development Code establishing

- + new zoning framework implementing the General Plan place types, land use goals and policies through Zoning Districts, each with form, frontage, use modules, and site standards;
- + objective design standards consistent with State Law;
- + improved legal and procedural use of the code in a refined Administrative Chapter.

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Phase II (*In Progress*): Updated Signs & Landscaping establishing

- + new sign regulations within Site standards and removal of the previous sign regulations
- + and new landscaping regulations within Site standards consistent with State Law.

Revisions to Sign regulations and Landscape regulations were proposed to come forth as two separate amendments following the adoption of the New Code as a Phase II of the update.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission approve PC Resolution No. 25-001 recommending approval to City Council of Zoning Code Amendment (CODE-001403-2024), subject to conditions (**Attachment 1**).

REQUEST

The proposed Zoning Code Amendment is a request to remove Section .1310. "Signs" (formerly Section .530-K) and incorporate new sign regulations in Pomona Zoning and Development Code Section 630. "Signs" (**Attachment 2**). The proposed amendment will remove language that directly conflicts with First Amendment rights pertaining to freedom of speech and establish sign regulations compatible with the frontage standards of the New Code.

This zoning code amendment will exclude specific plans that currently have sign regulations within their respective plans and include specific plans that currently defer to the Pomona Zoning & Development Code for sign regulations. .

Specific Plans (SP)

Included:

- + Mountain Meadows SP
- + Pomona Valley Hospital
Medical Center SP

Excluded:

- + Downtown Pomona SP
- + Mission 71
Business Park SP
- + Pomona Corridors SP
- + Phillips Ranch SP

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Future efforts to include the excluded specific plans will come under separate action, subject to SB 18 (Government Code §6532.3(a)(1)), which requires local governments to contact, provide notice to, refer plans to, and to conduct meaningful consultation with California Native American tribes, if requested, prior to the adoption or any amendment of a general plan or specific plan. This effort is tentatively scheduled for February 2024.

STAFF ANALYSIS

A. Applicable Code Section

Pursuant to Pomona Zoning & Development Code Section 1150.D.(2), the City Council may, by ordinance and upon written recommendation of the Planning Commission, amend, supplement, or change the ordinances codified in this Zoning and Development Code whenever the public necessity, convenience, general welfare, or good zoning practice so requires.

A Zoning Code Amendment must be acted upon by the Approving Authority based upon the information provided in the submitted application, evidence presented in the Planning Division's written report, and testimony provided during the public hearing, only after considering and clearly establishing all of the below-listed findings, and giving supporting reasons for each finding. The application must be denied if one or more of the below-listed findings cannot be clearly established.

1. The proposed Zoning and Development Code Amendment is consistent with the goals, policies, plans and exhibits of the General Plan; and
2. The proposed Zoning and Development Code Amendment would not be detrimental to the public interest, health, safety, convenience, or general welfare of the City.

B. Proposed Amendment

Summary

The proposed amendment would remove Section .1310. "Signs" (formerly Section .530-K of the Pomona Zoning Ordinance) and incorporate new sign regulations in Pomona Zoning and Development Code Section 630. "Signs". There are two major changes to the sign code. First, we altered the regulations to ensure that they are content neutral, and therefore, will not

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interfere with First Amendment rights pertaining to freedom of speech. The second major change is that we added sign types that are not in the existing sign code. The new code is also much more visual, keeping the visual nature of the overall zoning code. The actual size restrictions, dimensions, etc. are similar to the regulations currently in the sign code.

The new sign regulations will be incorporated into the Site chapter of the Zoning & Development Code. The Site chapter is responsible for will regulating site design, including the location and characteristics of access, parking, landscape, and other site features. Site consists of a combination of regulations that are appropriate to a variety of contexts such as transit-oriented centers, special campuses, suburban neighborhoods, and open spaces.

While regulations will be located in the Site chapter of the Zoning & Development Code, sign permissions will be determined by the frontage module type assigned to each Zoning District as display in Fig.1.1. Permanent Signs – Allowed Sign Type, Frontage Module Permissions. 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.

Fig.1.1. Permanent Signs – Allowed Sign Type, Frontage Module Permissions

**Zoning Code Amendment
(CODE-001403-2024)**

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	■	■	■	■	■	Sec. 630.F.2.a. Awning Sign
Canopy	■	■	■	■	■	Sec. 630.F.2.b. Canopy Sign
Painted	■	■	■	■	■	Sec. 630.F.2.c. Painted Sign
Projecting	■	■	■	■	■	Sec. 630.F.2.d. Projecting Sign
Roof	--	■	■	■	■	Sec. 630.F.2.e. Roof Sign
Wall	■	■	■	■	■	Sec. 630.F.2.f. Wall Sign
Window	■	■	■	■	■	Sec. 630.F.2.g. Window Sign
Freestanding Signs						
Monument	■	■	■	■	■	Sec. 630.F.3.a. Monument Sign
Suspended	■	■	■	■	■	Sec. 630.F.3.b. Suspended Sign
Special Signs						
Crown	--	■	■	■	■	Sec. 630.F.4.a. Crown Sign
Marquee	--	--	■	■	■	Sec. 630.F.4.b. Marquee Sign

■ = Sign type allowed ■ = Sign type allowed for RX1 or assembly uses only -- = Sign type not allowed

Frontage regulates portions of a lot and building facades that impact the public realm. Frontage modules ensure that projects respond to the public realm appropriately. Frontage Modules range from flexible standards for open space frontages with limited buildings to more robust standards for shopfront frontages where buildings need to support an active and high-quality public realm with strong associations with uses inside buildings.

C. General Plan Conformance

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

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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 and incorporates new signage types such as painted signs, crown signs, and marquee signs. Additionally, 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.

D. Environmental Review

The California Environmental Quality Act (CEQA) requires analysis of agency approvals of discretionary "projects." A "project," under CEQA, is defined as "the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment" (State CEQA Guidelines Section 15378). The proposed project is considered a "project" under CEQA.

In 2014, the City of Pomona adopted a Final Environmental Impact Report (EIR) associated with the discretionary project, which analyzed the environmental impacts of the City of Pomona's General Plan Update (GPU), Corridors Specific Plan, Active Transportation Plan, and Green Plan. In conjunction with the certification of the GPU and PCSP EIR, a Mitigation Monitoring and Reporting Program (MMRP) was adopted. The proposed project site was previously studied under this Certified Final EIR.

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.

PUBLIC LEGAL NOTIFICATION

City Staff conducted required legal notification for the processing a formal Zoning Code Amendment by publishing a public hearing notice in the Inland Valley Daily Bulletin, the local

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paper of circulation, on November 29, 2024 (**Attachment 3**) citing a public hearing on December 11, 2024. During the Planning Commission regularly scheduled meeting on December 11, 2024, the item was continued to a date certain, January 22, 2025. To allow for further discussion with stakeholders, during the Planning Commission regularly scheduled meeting on January 22, 2025, the item was continued to a date certain, February 12, 2025, thus renoticing was not required.

ACTIVE PROJECTS AFFECTED BY THE ZONING CODE AMENDMENT

All sign applications currently under review will be subject to Section 100.E(5) of the Pomona Zoning and Development Code, which establishes the applicability of projects in process with the enactment of the Zoning & Development Code, or any subsequent Zoning Code Amendments.

NEXT STEPS

Upon Planning Commission approval of a recommendation, the New Code will be brought forward to the City Council for a first reading, tentatively scheduled for Monday, March 3, 2025, with an anticipated second reading on Monday, March 17, 2024.

Attachments

- 1) Draft PC Resolution No. 25-001
- 2) Draft Zoning & Development Code Section 630. Signs, Exhibit A
- 3) Proof of Legal Public Noticing

PC RESOLUTION NO. 25 – 001

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF POMONA, CALIFORNIA RECOMMENDING CITY COUNCIL APPROVAL OF A CITY-INITIATED, ZONING CODE AMENDMENT (CODE-001403-2024) AMENDING THE ZONING AND DEVELOPMENT CODE TO REMOVE SECTION .1310. “SIGNS” AND INCORPORATE NEW SIGN REGULATIONS IN SECTION 630. “SIGNS”.

WHEREAS, the City of Pomona has duly initiated Zoning 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 Pomona Zoning and Development Code implements the 2014 Pomona General Plan, 2022 Housing Element (2021-2029 Sixth Cycle) and the 2012 Pomona Green Plan and 2012 Active Transportation Plan;

WHEREAS, on May 22, 2024, the Planning Commission of the City of Pomona, approved CODE-000698-2024 and recommended City Council approval (7-0-0-0) of the updated Zoning & Development Code;

WHEREAS, on June 17, 2024 City Council of the City of Pomona, after giving notice thereof as required by law, held a public hearing concerning the requested Code Amendment (CODE-000698-2024);

WHEREAS, on July 1, 2024 City Council of the City of Pomona, approved (5-1-0-0) the updated Zoning & Development Code (CODE-000698-2024);

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 Zoning Code Amendment (CODE 001403-2024) and carefully considered all pertinent testimony and the staff report offered in the case as present;

NOW, THEREFORE, BE IT RESOLVED by the Planning Commission of the City of Pomona as follows:

SECTION 1. The Planning Commission hereby finds that the foregoing recitals are true and correct and are incorporated herein as substantive findings of this Resolution.

SECTION 2. The Planning Commission, 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

SECTION 3. In accordance with Pomona Zoning & Development Code Section 1150.D.(2), the Planning Commission must make 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 Planning Commission 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 Planning Commission 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).

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SECTION 5. The Planning Commission of the City of Pomona hereby recommends the City Council approve Zoning Code Amendment (CODE-0001403-2024) 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". attached hereto as "Exhibit A".

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

APPROVED AND ADOPTED THIS 12TH DAY OF FEBRUARY, 2025

ALFREDO CAMACHO
PLANNING COMMISSION CHAIRPERSON

ATTEST:

GEOFFREY STARNES, AICP, AIA, LEED AP
PLANNING COMMISSION SECRETARY

APPROVED AS TO FORM:

MARCO A. MARTINEZ
DEPUTY CITY ATTORNEY

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss

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CITY OF POMONA)

AYES:
NOES:
ABSTAIN:
ABSENT:

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.

Sec. 630. Signs

EXHIBIT A

630.A. General

1. Purpose and Intent

The regulations set forth in this Section contain the primary tools for implementing the sign policies, standards, and regulations of the City pursuant to the provisions of the State Outdoor Advertising Act (BPC Section 5200 et seq.), and other applicable state and local requirements, and prescribe standards for the type, placement, size, number, height, and illumination of signs in order to achieve the following purposes:

- a. To promote orderly display of signs to provide reasonable protection to the visual environment of the City;
- b. To enhance the City's ability to attract economic development; and
- c. To safeguard life, health, property and public welfare by regulating the design, quality of materials, construction, illumination, location, and maintenance of signs.

2. Applicability

All signs erected, installed, structurally altered, or otherwise modified after the effective date of this Code, except for signs within a specific plan, which are regulated by a specific plan. Nonconforming signs are subject to the provisions of Sec. 11100.L.2. (Sign Exceptions).

3. Sign Permits

Unless specifically exempted in Sec. 630.B. (Signs Not Requiring a Permit), a Sign Permit must be obtained prior to erection, installation, display, structural alteration, or change of any sign pursuant to Sec. 1170.C. (Ministerial Permit). Building and electrical permits must also be obtained, where required by the Uniform Building Code and National Electrical Code.

630.B. Signs Not Requiring a Permit

Signs that do not require a permit are not considered in determining the allowable number or size of signs on a lot. A permit is not required for the following types of signs, provided all applicable provisions of this Section are met.

1. Official Notices

Any sign, posting, notice or other indication used exclusively to display official notices, notices of any court or public office, or posted by a public officer in the performance of a public duty, or required by a public entity in carrying out its responsibility to protect the public health, safety or welfare, or otherwise required by law.

2. Street and Traffic Control Signs

Street name and traffic control signs, directional signs, informational signs of a public or semi-public nature, historical markers placed by a governmental or non-profit organization, and railroad crossing, danger, or other emergency warning signs.

3. Signs Not Visible

Any sign internal to a site not visible from the public right-of-way or neighboring property. This does not include signs for drive-through facilities, as defined in Sec. 11100.K.1.b..

4. Flags

Any loose fabric or membrane secured to a pole or rod, which flutters and moves with air or wind movement. Freestanding flag poles are not regulated under this Section, and require a building permit.

Flags must meet the following standards:

- a. A maximum of 3 flags are permitted per lot; and

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- b. The flag area cannot exceed 1.5 times the height of the pole, or at least a 15 square foot flag, whichever is greater. For example, a 40-foot tall flag pole yields a maximum 60 square foot flag.

5. Sidewalk Signs

Any sign placed on a sidewalk that is movable, wholly independent of a building for support, and not permanently secured or attached to the ground. Includes a-frame signs, sandwich board signs, and signs on wheels.

Sidewalk signs must meet the following standards:

- a. The sign cannot exceed 6 square feet in area, 3 feet in height and 2 feet width;
- b. The sign must be placed along a building facade with an entrance to a tenant space;
- c. The sign cannot be placed more than 12 feet from the building facade;
- d. One sidewalk sign is permitted for each street facing entrance, and no more than one may be placed per business on the same street face;
- e. The sign must not be illuminated;
- f. The sign must be removed and placed indoors at the close of each business day; and
- g. The sign must not impair the ability of pedestrians to use the sidewalk, with a minimum of 6 feet of clear distance of sidewalk at all times.

6. Small Signs

Any sign with a sign area of 6 square feet or less.

1. Small Signs must meet the following standards in order to be considered exempt: Maximum individual sign area of 6 square feet.
2. Maximum number of small signs on a lot is unrestricted.
3. May not be internally or externally illuminated.

7. Historic Building Plaques

The names of buildings and dates of erection and dedicatory, memorial or historical plaques, which are constructed of bronze or other nonflammable material.

8. Public Art

Works of public art do not contain any commercial message. A commercial message is any message that advertises a business conducted, services rendered, or goods produced or sold. Any public art is subject to the standards of Sec. 1330. (Original Artwork Murals (Formerly .5809-25)).

9. Search Lights and Laser Displays

a. Special Frontage Modules

In a zoning district with a Special Frontage Module, search lights and laser displays are allowed and must meet the following standards.

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.

8. Digital Signs

Any electronic sign that displays video or multimedia content or text.

9. Fence Signs

Any sign attached to or painted onto a freestanding fence.

A sign attached to or painted onto a freestanding wall is considered a monument sign and is subject to the standards of Sec. 630.F.10. (Monument Sign).

10. Inflatable Signs

Any form of inflatable device that is displayed, printed or painted on the surface of an inflatable background, and is primarily installed outside a building to attract attention to or advertise a business, a business location, a service, a product, or an event. An inflatable sign is not considered a balloon.

11. Mobile Signs

Any sign mounted, attached, affixed, or painted upon any surface of a motor vehicle, trailer, or similar conveyance parked on public or private property for the purpose of advertising a business. This includes mobile signs that are digital or animated.

12. Off-Site Advertising Signs (Billboards)

Any sign structure or billboard, whether freestanding or mounted on an existing building, built for the purpose of advertising an establishment, product or service which is not available on the property upon which the sign is located at the time the sign structure was erected.

a. Proposition "L"

As approved in a special municipal election held on November 2, 1993 (Proposition "L"), and which cannot be modified without a vote of the people:

1. No new or structurally altered off-site billboards will be permitted within the City of Pomona. In technical words conveying the same meaning, off-site advertising signs must not be constructed, relocated, or structurally altered in any zoning district.
2. Noncommercial advertising by the property owner or by another with their consent is permitted on any advertising sign for on-site advertising, whether the message concerns activity at the property or not.

13. Pennants

Any device made of flexible materials, such as cloth, paper or plastic, which may or may not contain copy and designed to be attached securely to a pole or post.

14. Pole Signs

Any freestanding sign that is wholly independent of a building for support, permanently affixed to the ground using one or more poles or posts.

15. Unofficial Traffic Signs

Any sign which simulates in color, size or design, any traffic control sign or signal, or which make use of words, symbols or characters in such a manner as to interfere with, mislead, or confuse pedestrian or vehicular traffic.

16. Snipe Signs

Any sign or poster that is installed within public or private property on structures such as lampposts, traffic signs, street signs, building walls, fences, and similar structures.

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.

- f. Following the removal of any signage and/or prior to the installation of any signage, all visual trace of the previous sign must be removed, including any residue. Where discoloration occurs upon removal or exists prior to installation, all surfaces must be painted to match the existing color of the structure.

6. Sign Removal

- a. The following signs will be removed immediately by the property owner:
 1. Nonconforming signs changed or altered in any way beyond maintenance and repair other than change of copy as defined in Sec. 11100.X. (Nonconforming Signs).
 2. Prohibited signs as defined in Sec. 630.C. (Prohibited Signs).
- b. Where a sign is removed, all visual trace of the previous sign must be removed, including any residue. Where discoloration occurs upon removal all surfaces must be painted to match the existing color of the structure.

630.E. Large Temporary Signs

Any sign with an area greater than 10 square feet which is not designed or intended to be placed permanently.

Large temporary signs must meet the following standards.

1. Large temporary signs must be rectangular in shape.
2. Large temporary signs are not permitted in zoning districts with a Neighborhood Yard frontage module, except for an assembly use or with a RX1 use module.
3. Large temporary signs must not exceed 45 square feet.
4. One large temporary sign is permitted per building and/or tenant street frontage at any time.
5. Large temporary signs may be used for a period not exceeding 30 consecutive days, up to 2 times per any 12 month period. Additional posting time may be allowed by the Zoning Administrator, provided a temporary activity on the site is continuing or an emergency circumstance warrants the additional sign duration for a public purpose.
6. Materials used for temporary signs must be durable and capable of withstanding the weather.
7. Temporary signs must be attached to a building or structure.

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 allowed for RX1 or assembly uses only -- = Sign type not allowed

2. Building Signs

Any permanent on-site sign attached to or painted on a primary or accessory building or structure. Building signs include awning, canopy, painted, projecting, roof, wall, and window sign types.

For the purposes of this Code, crown and marquee signs are considered special signs as defined in *Sec. 630.F.2.C. (Special Signs)*.

a. Awning Sign



1. DEFINITION

A building sign where graphics or symbols are painted, printed, sewn, or otherwise adhered to the material of an awning as an integrated part of the awning itself.

2. GENERAL STANDARDS

- i. Any awning containing a sign must be located over ground-story doors or windows.
- ii. Any awning 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 awning containing a sign must not be internally illuminated.
- iv. Any awning containing a sign may be externally illuminated pursuant to *Sec. 630.D.3. (Illumination)*.

3. NUMBER OF SIGNS

Maximum of 1 per awning.

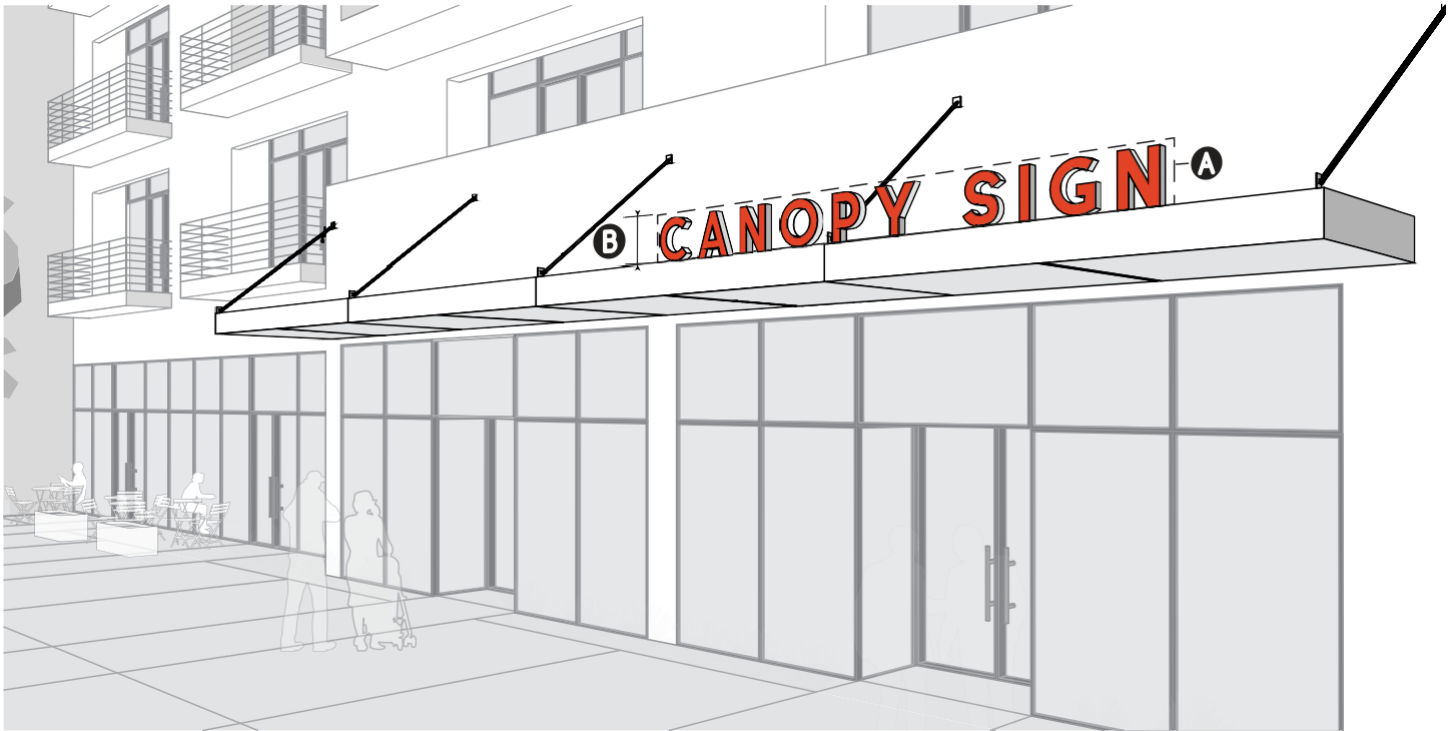
4. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
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5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	20 SF
B Sign display height (max)	1'
C Width (max)	60% of the awning

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
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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'

c. Painted Sign



1. DEFINITION

A building sign painted on the exterior wall of a building or structure.

2. GENERAL STANDARDS

- i. Any painted sign must be professionally executed by a licensed commercial sign painter.
- ii. Any painted signs located within a mural that is located on public property, within a public easement, or which received funding from the City must be approved by the Cultural Arts Commission.
- iii. If a painted sign is located within a mural, only areas including text count toward the sign area.
- iv. Any painted sign may be externally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 1 per lot or 30' of building frontage, whichever is greater.

4. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
---	---

5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	
Ground story	50 SF
Upper story	100 SF

d. Projecting Sign



1. DEFINITION

A building sign attached approximately perpendicular to the exterior wall of a building or structure, typically extending 12 inches or more from the wall.

2. GENERAL STANDARDS

- i. A projecting sign must be at least 15 feet from any other projecting sign.
- ii. A projecting sign must not extend above the top of the building roof line or parapet.
- iii. Any projecting sign may be externally or internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 1 per building entrance.

4. TOTAL SIGN AREA

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

5. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	30 SF
B Projection width (max)	3.5
C Clear height above parking area or driveway	14'

e. Roof Sign



1. DEFINITION

A building sign erected on a roof of a building consisting of channel letters, graphic segments, open lighting elements, or other open forms affixed to a non-solid panel sign support structure.

2. GENERAL STANDARDS

- i. Any roof sign must be located on the roof of a building.
- ii. Any roof sign must be at least 15 feet from any other roof sign.
- iii. The plane of the roof sign face must be approximately parallel to the face of the building.
- iv. The roof sign must consist of open channel lettering or graphic segments. Box and cabinet signs are not allowed.

3. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
---	---

- v. Any roof sign may be externally illuminated in accordance with Sec. 630.D.3. (*Illumination*).

4. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	80 SF
B Height (max)	3'

f. Wall Sign



1. DEFINITION

A building sign attached flat and parallel to the exterior wall of a building or structure, extending no more than 12 inches from the wall.

2. GENERAL STANDARDS

- i. Any wall sign must not extend above the top of the building roof line or parapet.
- ii. Any wall sign must be located below the window sills of the second story on a multi-story building.
- iii. Any wall sign must only be located on facades that include a customer entrance or display window.
- iv. Any wall sign must not cover, cross, or hide any building balcony, column, belt course, or other decorative architectural feature.
- v. Any wall sign may be externally or internally

3. NUMBER OF SIGNS

Maximum of 1 per lot or 30' of building frontage, whichever is greater.

4. TOTAL SIGN AREA

<p>Combined area of all building signs (max)</p>	<p>1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater</p>
<p>illuminated in accordance with <i>Sec. 630.D.3. (Illumination).</i></p>	

5. INDIVIDUAL SIGN DIMENSIONS

A	Area (max)	50 SF
---	------------	-------



g. Window Sign



1. DEFINITION

A building sign which is painted on, applied to, attached to, or projected upon the glass area of a building facade, including doors, or located within 12 inches of the interior of a window.

2. GENERAL STANDARDS

- i. Any window sign must only be displayed in ground floor windows.
- ii. No combination of temporary and permanent window signs may cover more than 50% of any window panel.

3. NUMBER OF SIGNS

Maximum of 2 per lot or per 30' of building frontage, whichever is greater.

4. TOTAL SIGN AREA

Combined area of all building signs (max)	1.5 SF per linear foot of building frontage or at least 32 SF, whichever is greater
---	---

5. INDIVIDUAL SIGN DIMENSIONS

Area per sign with an	
A opaque background (max)	10 SF
Area per sign with no background (max)	None
Area per internally illuminated or exposed neon sign (max)	4 SF

3. Freestanding Signs

Any permanent on-site sign placed on a site but is not attached to or painted onto a primary or accessory building or structure. Freestanding signs include monument and suspended sign types.

a. Monument Sign



1. DEFINITION

A freestanding sign which has a solid base and is attached to the ground along its entire length.

2. GENERAL STANDARDS

- i. Any monument sign structure must be incidental to the size of the monument sign itself.
- ii. Any monument sign must not encroach upon any public right-of-way or sidewalk.
- iii. Any monument sign must not extend within 2 feet of a street right-of-way.
- iv. Any monument sign must not be placed within 10 feet of a common lot line.
- v. Any monument sign must be at least 100 feet from any other monument sign.
- vi. All letters included in any monument sign must have a minimum height of 9 inches.
- vii. Any monument sign may be illuminated with a shielded spot light located at the base of the sign in accordance with *Sec. 630.D.3. (Illumination)*.

3. NUMBER OF SIGNS

Number of monument signs (max)	1 per lot
Combined number of freestanding signs (max)	1 per street frontage

4. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	32 SF
B Width (max)	6'

b. Suspended Sign



1. DEFINITION

A freestanding sign comprised of a vertical pole, a horizontal decorative sign support, and a suspended sign face.

2. GENERAL STANDARDS

- i. Any suspended sign must not encroach upon any public right-of-way or sidewalk.
- ii. Any suspended sign may be illuminated with a shielded spot light located at the base of the sign in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Combined number of freestanding signs (max)	1 per street frontage
---	-----------------------

4. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	12 SF
B Height (max)	8'

4. Special Signs

Special signs include crown and marquee sign types.

a. Crown Sign



1. DEFINITION

A building sign painted on, or attached flat and parallel to, the exterior wall of a building or structure that is located at the top of a building facade. The display surface of which does not extend more than 2 feet from the outside wall of the building or structure.

2. GENERAL STANDARDS

- i. Any crown sign must be located on the upper-most story of a building with at least 3 stories.
- ii. Any crown sign must be hand-painted, consist of channel letters, or have lettering and details which extend no more than 2 inches from the surface of the building facade.
- iii. Any crown sign may be externally or internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. NUMBER OF SIGNS

Maximum of 2 per lot and 1 per building facade

4. INDIVIDUAL SIGN DIMENSIONS

A Area (max)	
3-4 stories	200 SF
5+ stories	350 SF

b. Marquee Sign



1. DEFINITION

A building sign attached to a marquee, including a reader-board.

2. GENERAL STANDARDS

- i. Any marquee sign must not extend above or below the marquee.
- ii. Any marquee sign must not be attached to any portion of the marquee except on the periphery.
- iii. Any marquee sign may be internally illuminated in accordance with Sec. 630.D.3. (Illumination).

3. TOTAL SIGN AREA

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

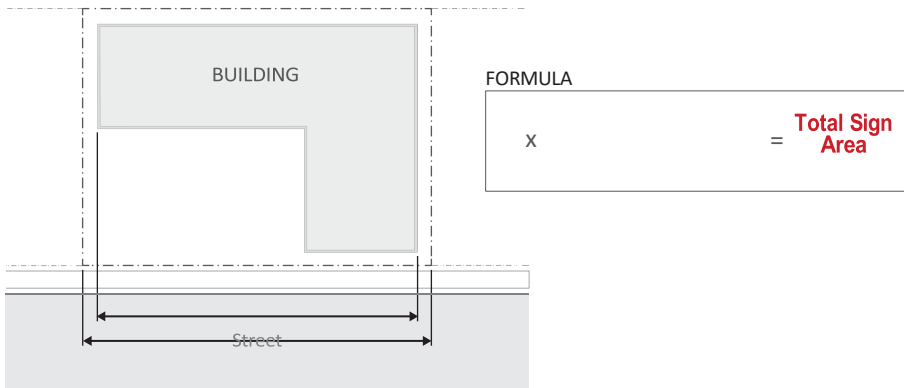
4. INDIVIDUAL SIGN DIMENSIONS

A Area, all faces (max)	60 SF
B Height above bottom of marquee (max)	5'

630.G. Measurement

1. Sign Area

- a. Per linear foot of building frontage is calculated by measuring the total linear feet of all street-facing building facades. For the measurement of street-facing building facade, see *Sec. 1200.D.2. (Street Lot Line-Facing Facades)*.



- b. For building signs consisting of freestanding letters or logos, sign area is calculated as the total area of the rectangle, circle or square that fully encloses the letters or images as shown below. Images, logos or text greater than 12 inches apart are calculated as separate signs for the purposes of calculating individual sign area.

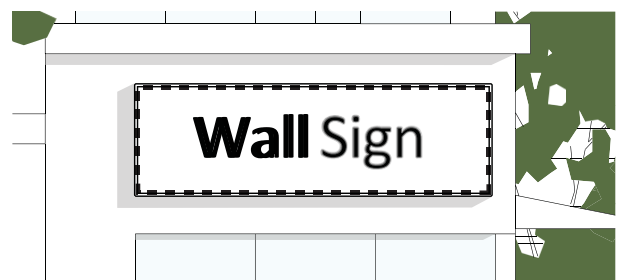
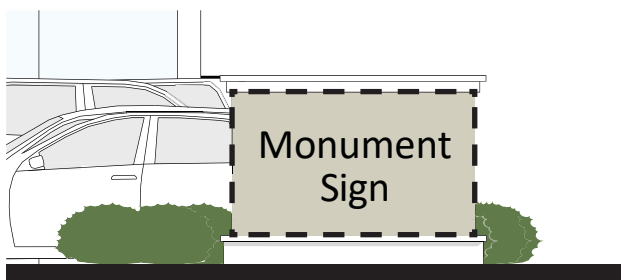
One Sign



Two Signs



- c. For signs on a background, the entire area of the background is calculated as sign area, including any material or color forming the sign face and the background used to differentiate the sign from the structure on which it is mounted. Includes the face of the structure that the message is affixed to, not including any supports, bracing or street number.



- d. For a sign that is 2-sided, back-to-back or V-type, only the area of the largest sign face is calculated as part of the sign area. If the sign face angle on a V-type sign is more than a 60 degrees, sign area is calculated by adding together the area of all sign faces.

2. Sign Height

The height of a freestanding sign is measured from the highest point of the sign or supporting structure to the top of the nearest sidewalk or crown of the road when no sidewalk exists.



630.H. Relief

A deviation from a sign standard may be allowed as a variance in accordance with *Sec. 1160.F. Variance...*



OFFICIAL AD PROOF

This is the proof of your ad scheduled to run in **Inland Valley Daily Bulletin - LA** on the dates indicated below. If changes are needed, please contact us prior to deadline at **(909) 987-6397**.

Notice ID: KC1b14vxAfW6VYWdmh70 | **Proof Updated: Nov. 26, 2024 at 10:06am PST**
Notice Name: Amendment to Zoning Code: Signs - Karina | Publisher ID: 0011705243

See Proof on Next Page

FILER	FILING FOR
Miroslava PourSanae miroslava.poursanae@pomonaca.gov (909) 620-2354	Inland Valley Daily Bulletin - LA
Columns Wide: 3	Ad Class: Legals
11/29/2024: City Notices Notice	465.80
	Subtotal \$465.80
	Tax % 0
	Total \$465.80

Public Hearing Notice: The City of Pomona is notifying for a public hearing regarding a request to amend Pomona Zoning & Development Code Section .1310. "Signs" (formerly Section .530-K of the Pomona Zoning Ordinance), the proposed Zoning Code Amendment will remove Section .1310. "Signs" and incorporate new sign regulations in Pomona Zoning and Development Code Section 630. "Signs". The Applicant is the City of Pomona. The City case file is CODE-001403-2024. The public hearing will take place at the regular meeting of Planning Commission on December 11, 2024, at 7:00 p.m., in-person at the City Council Chambers located at 505 S. Garey Avenue, Pomona, CA 91766. The City of Pomona, as lead agency, has conducted an environmental review on the proposed project per the California Environmental Quality Act (CEQA). Pursuant to the provisions of CEQA (Public Resources Code, Section 21084 et. seq.), the guidelines include a list of classes of projects which have been determined not to have a significant effect on the environment and which shall, therefore, be exempt from the provisions of CEQA. The Planning Commission will consider adopting a Categorical Exemption in compliance with Section 15061(b)(3) 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 to incorporate new sign regulations, 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. You may view the agenda for the meeting related to this public hearing at <https://pomona.legistar.com/Calendar.aspx>, by selecting the Planning Commission and the date of the public hearing. The agenda will be posted on the website at least six days prior to the meeting date and time. Written comments may be submitted to DevServicesComments@pomonaca.gov, by 6:00 p.m. the day of the hearing. Please title your email "PC Public Comment 12-11-24". Comments received via email will be made a part of the official record of the meeting. Please direct questions about this matter to Karina Diaz at karina.diaz@pomonaca.gov or (909) 620-2446. Please note that if you challenge this matter in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Pomona, Planning Division at, or prior to, the public hearing. Para Información en Español, llame (909) 620-2446.

Inland Valley Daily Bulletin
Published: 11/29/24



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".

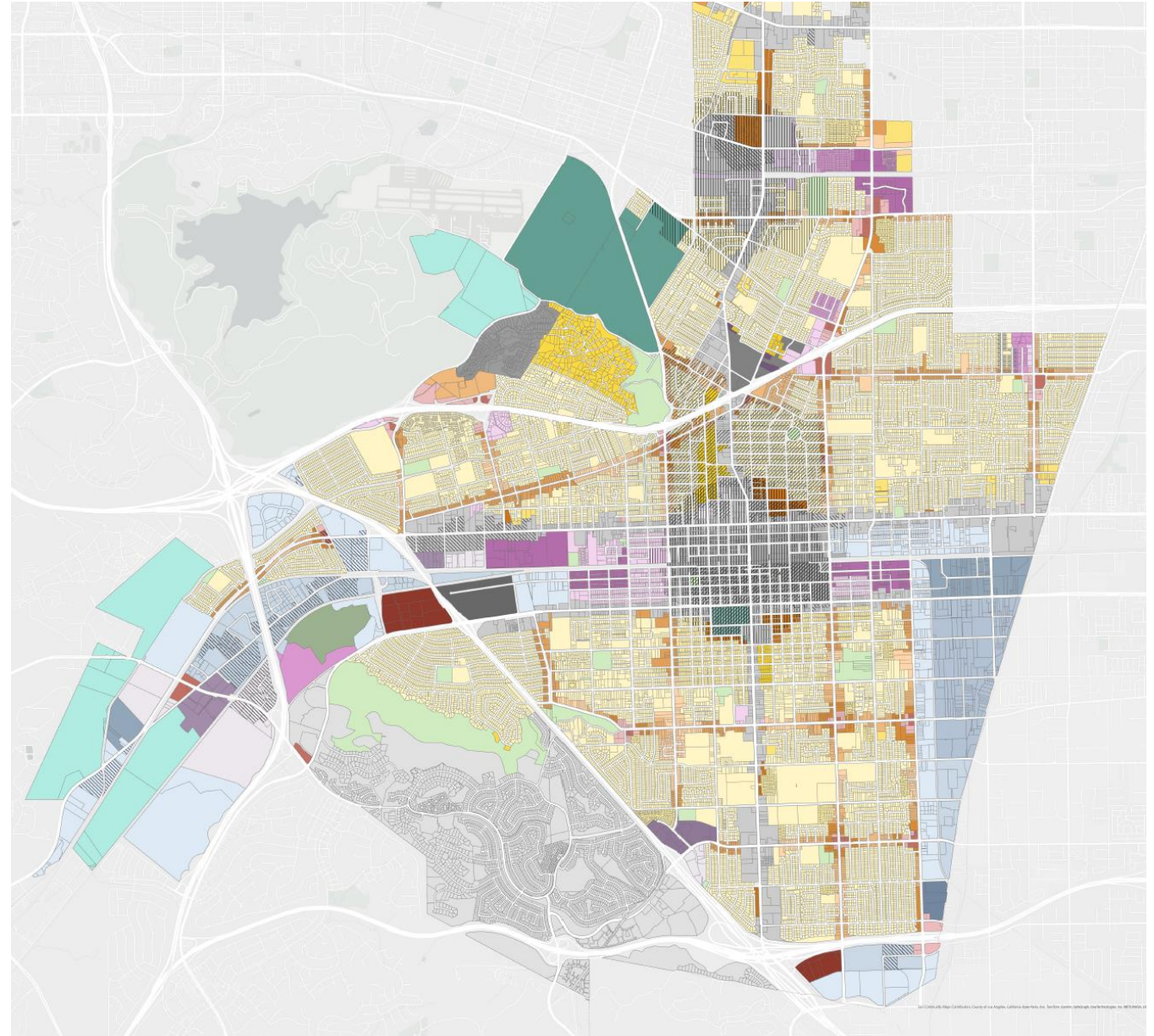


Location

+ 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 lampposts, 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.

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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

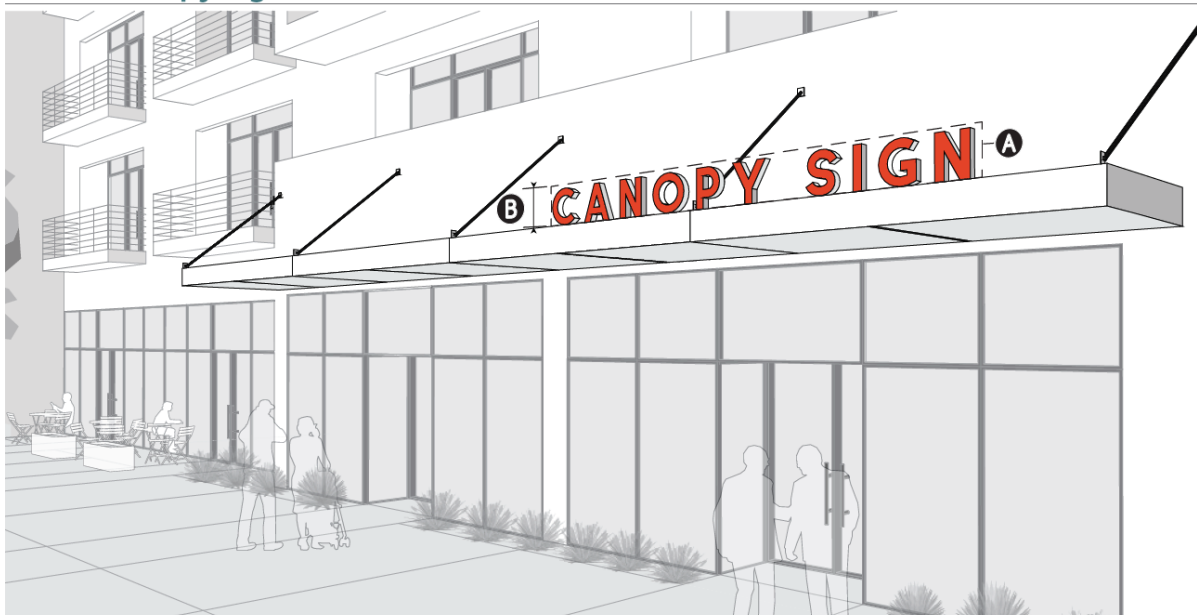
All signs must be installed and maintained in proper working order at all times and meet the following provisions for maintenance.

- 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
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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

