



Attachment
No. 5

SPECIFIC PLAN AMENDMENT (SPA-001401-2024)

Pomona Corridors Specific Plan – Section 2.9 “Signage Regulations”



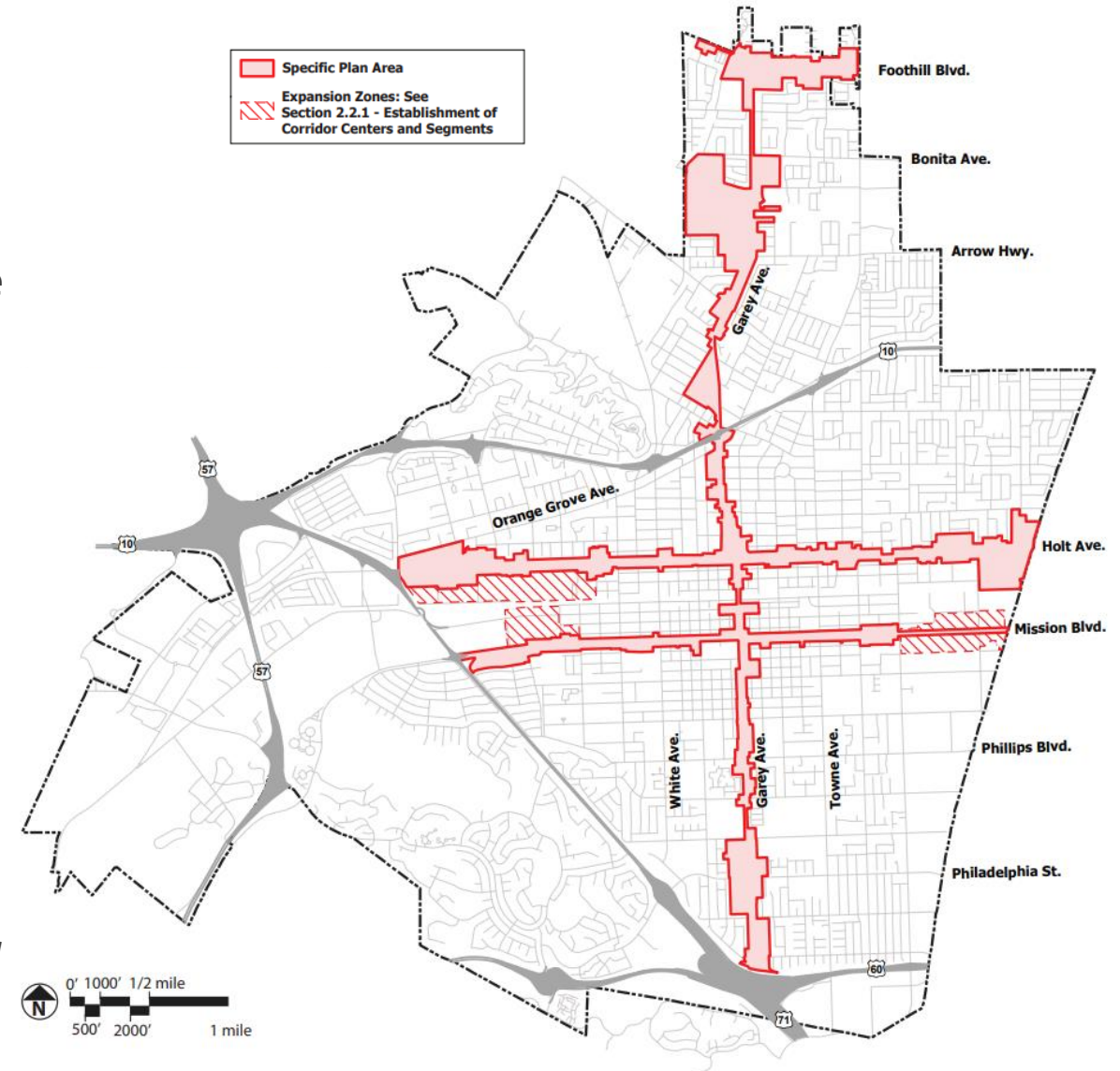
REQUEST

- Amend the Pomona Corridors Specific Plan (PCSP) Section 2.9 "Signage Regulations" to remove this section and require all signs in the PCSP to comply with the sign regulations outlined in the Pomona Zoning and Development Code Section 630. "Signs".

LOCATION

- Applicability:
 - Amendment applies to all parcels within the Pomona Corridors Specific Plan Area
- Excludes:
 - Downtown Pomona Specific Plan
 - Phillips Ranch Specific Plan
 - Mission 71 Business Park

** All parcels within the Expansion Zone are currently a part of the base code.*





PREVIOUS ACTION

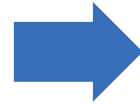
Phase I:
July 1, 2024

- Updated Pomona Zoning and Development Code adopted



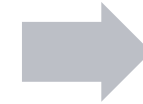
Phase II:
May 7, 2025

- Zoning Code Signs Amendment Adopted
- Implemented new Sign Regulations (Section .630)
- Specific Plans Excluded (separate action)



Specific
Plan: July
9, 2025

- Specific Plan Amendment taken to PC
- Planning Commission approved request with a 6-0-0-1 vote.
- No revisions from PC



Specific
Plan:
October 6,
2025

- Introduction and First Reading of Ordinance No. 4360 SPA to CC



- Request to remove the existing sign regulations in the PCSP under Section 2.9 “Signage Regulations” and require signs to comply with Section .630 of the Pomona Zoning and Development Code

2.9 Signage Regulations	<div>2.9 SIGNAGE REGULATIONS</div> <p>This Section contains standards and guidelines for signage to ensure that signs installed in the Plan Area are consistent with the overall quality and character of new development anticipated for the corridors. Regulations include permitted sign types as well as sign size, number, location, materials, illumination, color, and design.</p> <p>2.9.1 NUMBER OF SIGNS</p> <p>A. Definition</p> <ol style="list-style-type: none">Number of signs is how many signs are permitted for each property, building, and/or business establishment/tenant.Street Frontage is the length of the back-of-sidewalk line along a street. (see figure 2.9.1 Street Frontage) <p>B. Regulation</p> <p>The number of each sign type permitted shall be as follows:</p> <ol style="list-style-type: none">Auto Oriented Signs<ol style="list-style-type: none">One (1) Pole or Pylon Sign along each street frontage of at least three hundred (300) feet or two (2) Pole or Pylon Signs along each street frontage of at least six hundred (600) feet located a minimum of two hundred (200) feet apart.One (1) Monument or Ground Sign along each street frontage of at least two hundred (200) feet or two (2) Monument or Ground Signs along each street frontage of at least six hundred (600) feet located a minimum of one hundred (100) feet apart.Exceptions<ol style="list-style-type: none">Assembly and their accessory uses: Only one (1) Monument, Ground, or Wall Sign per assembly use.Fast Food locations: One (1) Monument, Ground, or Wall Sign per drive-thru lane as a menu board sign in addition to the Monument or Ground Sign per above.Special Signs<ol style="list-style-type: none">One (1) Grand Projecting or Marquee Sign per establishment.Two (2) Building Identification Signs on buildings at least three (3) stories tall.Number of Grand Wall Signs permitted shall be determined by the Community Development Director on a case by case basis.	<p>5. Wall Signs</p> <ol style="list-style-type: none">There are no limits on the total Wall Sign Area Per Tenant <p>2.9.2 WALL SIGN AREA PER TENANT</p> <p>A. Definition</p> <ol style="list-style-type: none">Wall Sign Area Per Tenant is the total sign area for each business establishmentTenant Frontage is the length of the building frontage (Tenant Frontage) <p>B. Regulation</p> <ol style="list-style-type: none">Wall Signs are permitted for a maximum of one floor (or second floor) entranceThe total wall sign area permitted shall be one and one-half (1 ½) square feet per linear foot of frontageEach tenant and façade shall be limited to one sign per establishment or façadeA tenant's total sign area on all street facing façades shall be limited to a maximum of 100 square feetAll wall signs shall count toward the total sign area noted below.Exceptions<ol style="list-style-type: none">Assembly and their accessory uses: total sign area shall be allowed on the building, up to a maximum of 100 square feetWall-mounted Directory SignsMenu, Menu Case, and Drive-thru signs facing toward Total Sign Area.



- The sign regulations are located in the **SITE** chapter of the Zoning & Development Code.
- Responsible for regulating site design, including the location and characteristics of access, parking, landscape, and other site features.
- Consists of regulations that are appropriate to a variety of contexts such as transit-oriented centers, special campuses, suburban neighborhoods, and open spaces.

SUBPART 6B. SITE RULES

Sec. 610. Parking and Access	6-8
610.A. Vehicle Access	6-8
610.B. Pedestrian Access	6-15
610.C. Automobile Parking	6-24
610.D. Motor Vehicle Use Areas	6-35
610.E. Bicycle Parking	6-38
Sec. 620. Landscaping and Screening	6-42
620.A. Parking Lot Landscaping	6-42
620.B. Transition Buffers	6-44
620.C. Frontage Screens	6-51
620.D. Structural Screens	6-57
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620.F. Planting Standards	6-65
620.G. Retaining Walls	6-70
Sec. 630. Signs	6-72
Sec. 640. Environmental Protection	6-72
640.A. Outdoor Lighting	6-72
640.B. Recycling and Solid Waste Disposal	6-76
640.C. Floodplains	6-78
640.D. Operational Performance Standards	6-78



- Sign permissions are determined by the **FRONTAGE** module type assigned to each Zoning District.
- Aligning sign types to frontage modules assures consistency with the goals & policies of the General Plan by maintaining the desired relationship to the public right-of-way.

Permanent Signs

Part 6 | Site

630.F. Permanent Signs

1. Frontage Module Permissions

The following signs are allowed by frontage module.

	Frontage Module					
	Neighborhood Yard	Multi-Unit	General	Shopfront	Special	
Sign Type						Standards
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 not allowed

Adopted July 1, 2024

Pomona, California | Zoning & Development Code

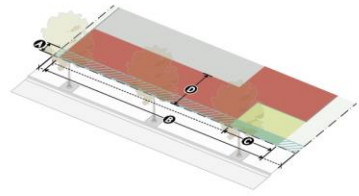
6-79

- **FRONTAGE** regulates portions of a lot and building facades that impact the public realm and ensure that projects respond appropriately.
- These 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.


Shopfront 1 (SH1)
Part 4 | Frontage

450.A. **Shopfront 1 (SH1)**

1. **STREET ORIENTATION**



2. **STREET-FACING FACADE**



	Primary Street	Side Street
BUILD-TO	<i>Sec. 470.</i>	
Applicable stories (min)	All	All
A Build-to depth (max)	5'	10'
B Build-to width (min)	90%	60%
C Pedestrian amenity allowance	20%	10%
D Active depth (min)	20'	15'
PARKING LOCATION	<i>Sec. 480.</i>	
Parking between building and street	Not allowed	Not allowed
LANDSCAPING	<i>Sec. 490.</i>	
Frontage planting area (min)	30%	30%
Frontage yard fence and wall type allowed	Type A1	Type A1

	Primary Street	Side Street
TRANSPARENCY	<i>Sec. 4100.</i>	
E Ground story transparency	60%	40%
F Upper story transparency	30%	30%
G Active wall spacing (max)	15'	15'
ENTRANCES	<i>Sec. 4110.</i>	
H Street-facing entrance	Required	Required
I Entrance spacing (max)	50'	75'
Required Entry feature	Required	No
Options	<ul style="list-style-type: none"> • Recessed Entry • Covered Entry • Storefront Bay • Market Stall 	
GROUND STORY	<i>Sec. 4120.</i>	
J Ground story-height		
Residential (min)	16'	16'
Non-residential (min)	16'	16'
K Ground-story elevation		
Residential (min/max)	0'/2'	0'/2'
Non-residential (min/max)	0'/2'	0'/2'

Adopted July 1, 2024
Pomona, California | Zoning & Development Code 4-23



APPLICABLE MODULE

- Parcels located within the PCSP will be assigned to the **“General Frontage Module”** for sign permissions.

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APPLICABLE MODULE

- PCSP and General Frontage Module contain similar General Plan Designations, such as:
 - Urban Neighborhood
 - Transit Oriented Development
- PCSP and General Frontage both contemplate the same development goals for housing density and mix-use development

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PUBLIC NOTICING

- A public hearing notice was published in the Inland Valley Daily Bulletin on Friday, September 5, 2025.
- All notification for the processing of the Specific Plan Amendment was completed as required by law.
- No comments were received.



STAFF RECOMMENDATION

- 1) Conduct a public hearing and receive public testimony; and
- 2) Introduce, waive further, and give first reading to Ordinance No. 4360.



NEXT STEPS

