

PC RESOLUTION NO. 25-010

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF POMONA, CALIFORNIA, RECOMMENDING CITY COUNCIL APPROVAL OF A SPECIFIC PLAN AMENDMENT (SPA-001401-2024) AMENDING THE POMONA CORRIDORS SPECIFIC PLAN TO REQUIRE ALL SIGNS IN THE POMONA CORRIDORS SPECIFIC PLAN AREA TO COMPLY WITH THE SIGN REGULATIONS OUTLINED IN THE POMONA ZONING AND DEVELOPMENT CODE SECTION .630. “SIGNS”.

WHEREAS, the City of Pomona has duly initiated Specific Plan Amendment (SPA-001401-2024), a request to amend Pomona Corridor Specific Plan (PCSP) Section 2.9 “Sign Regulations” to require all signs in the PCSP area to comply with the sign regulations outlined in the Pomona Zoning and Development Code Section .630. “Signs”;

WHEREAS, on April 7, 2025, the City Council adopted Ordinance No. 4357, approving a city-initiated, Zoning Code Amendment (CODE-001403-2024) amending the Zoning and Development Code to updating the Sign Regulations, Section .630;

WHEREAS, Planning Division staff has contacted the California Native American Heritage Commission and offered consultation on the proposed Specific Plan Amendment in accordance with Senate Bill 18 (Burton 2004);

WHEREAS, none of the of California Native American Tribes requested consultation regarding the proposed Specific Plan Amendment;

WHEREAS, the Planning Commission of the City of Pomona, at its regularly scheduled public meeting on July 9, 2025, conducted a public hearing to consider Specific Plan Amendment (SPA 001401-2024);

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 significant effect on the environment;

SECTION 3. In accordance with Section 1150.G.(2) of the Pomona Zoning and Development Code, the Planning Commission must make findings in order to recommend approval of Specific Plan Amendment (SPA-001401-2024). 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:

- 1) *The proposed Specific Plan, or amendment thereto, is consistent with the goals, policies, plans and exhibits of the General Plan;*

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 Specific Plan 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.

- 2) *The proposed Specific Plan, or amendment thereto, would not be detrimental to the public interest, health, safety, convenience, or general welfare of the City;*

The proposed Specific Plan 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.

- 3) *In the case of an application affecting specific property(ies), the proposed Specific Plan, or amendment thereto, will not adversely affect the harmonious relationship with adjacent properties and land uses; and*

The proposed Specific Plan Amendment is not property specific and will be executed within the entirety of the Specific Plan Area. The proposed Specific Plan Amendment will not adversely affect the harmonious relationship between properties.

- 4) *In the case of an application affecting specific property(ies), the subject site is physically suitable, including, but not limited to, parcel size, shape, access, and availability of utilities, for the request and anticipated development.*

The proposed Specific Plan Amendment is not property specific and will be executed within the entirety of the Specific Plan Area. The proposed Specific Plan Amendment sign standards are physically suitable with the existing Specific Plan regulations.

SECTION 3. 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 Specific Plan 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 4. The Planning Commission of the City of Pomona hereby recommends the City Council approve Specific Plan Amendment (SPA-001401-2024).

SECTION 5. The Secretary shall certify to the adoption of this Resolution and forward the original to the City Clerk.

PASSED, APPROVED AND ADOPTED THIS 9TH DAY OF JULY, 2025

MARCOS MOLINA
PLANNING COMMISSION CHAIRPERSON

ATTEST:

APPROVED AS TO FORM:

GEOFFERY STARNS
PLANNING COMMISSION SECRETARY

MARCO A. MARTINEZ
ASSISTANT CITY ATTORNEY

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
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.