



CITY OF POMONA COUNCIL REPORT

April 7, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Gutierrez, City Manager

Submitted By: Betty Donovanik, Development Services Director

SUBJECT: SECOND READING AND ADOPTION 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 adopt the following ordinance (Attachment No. 1 and Attachment No. 2):

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”)

DISCUSSION:

On February 12, 2025, the Planning Commission unanimously recommended approval to amend the existing sign regulations outlined in the Pomona Zoning and Development Code during a public hearing (7-0-0-0) (Attachment No. 3).

On March 17, 2025, the City Council unanimously approved the introduction and first reading of Ordinance No. 4357 without modification (7-0-0-0) (Attachment No. 4). 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.

Upon approval for the second reading, the Ordinance will take effect 30 days after its adoption on May 7, 2025.

Prepared by:

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

Karina Diaz
Assistant Planner

Attachment No. 1 – Draft Ordinance No. 4357

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

Attachment No. 3 – February 12, 2025 Planning Commission Staff Report & Attachments

Attachment No. 4 – March 17, 2025 City Council First Reading Staff Report & Attachments