



CITY OF POMONA

PLANNING COMMISSION REPORT

DATE: March 27, 2019

TO: Chairperson and Members of the Planning Commission

FROM: Planning Division

SUBJECT: **CODE AMENDMENT (CODE 11576-2019) PERTAINING TO WAYFINDING SIGNS:** A request to amend Zoning Ordinance Section .503.K.B. ("Definitions"), Section .503.K.E. ("Exempted Signs"), and Section .503.K.F. ("Prohibited Signs") as they pertain to wayfinding signs. This proposed code amendment will establish a definition and standards for wayfinding signs, and will include wayfinding signs as an exempted sign type that may serve as off-street advertising.

STAFF RECOMMENDATION

The Planning Division recommends that the Planning Commission adopt the attached Resolution recommending City Council approval of Code Amendment (CODE 11576-2019). (Attachment 1)

PROJECT/APPLICANT INFORMATION

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|---------------------------------------|--|
| Address | Citywide |
| Assessor's Parcel Number (APN) | N/A |
| City Council District | Citywide |
| Applicant | City of Pomona, Development Services, Planning Division |
| Property Owner | N/A |

PROJECT BACKGROUND & DESCRIPTION

The Pomona Zoning Ordinance (PZO) currently allows for a range of sign types that are processed through the Planning Division as Sign Permits or if applicable, are exempt from the process (Attachment 2). The PZO does not include a definition or standards for wayfinding signs. Additionally, the PZO prohibits off-site advertising signs, with no exceptions. The intent of this section is to establish a definition and standards for wayfinding signs, and to include wayfinding signs as an exempted sign type that may serve as off-street advertising.

The examples of sign types that are identified and exempt in the City's zoning ordinance include directional signs, official flags, political signs, project signs, vehicle for sale signs, etc. Although multiple sign types are defined and exempted, the issue of wayfinding signs is not addressed. Furthermore, sign types that are exempt from permit provisions, do not include signs permitted on City property or City right-of-way that may be considered off-site advertising. There are instances in the zoning ordinance where sign types are exempt from permit procedures and are subject to individual standards contained in their respective subsection. Examples include directional signs, exclusively for on-site directional aid and subject to a maximum size, and project signs that are not permitted in the public right-of-way, only on the subject site street frontage, and among additional standards.

ISSUES ANALYSIS

The Planning Division staff is recommending a minor change to the PZO to include definition and standards for wayfinding signs that will be placed exclusively by or on behalf of the City for the purposes of identifying or promoting historical sites, economic development efforts, or significant commercial enterprises or significant residential projects. As proposed wayfinding signs may be placed on private property with the consent of the owner(s) or on City property and/or right-of-way. The sign copy of wayfinding signs will be subject to the review and approval of the Development Services Director, with a maximum size and height of twenty-four square feet and ten feet respectively.

The intent of this proposed zoning text amendment is not to allow for an array of wayfinding signs that will serve as off-street advertising, but for allowance of wayfinding signs that are intended for directional and informational purposes on private property, or City property and/or right-of-way. There have been significant economic development efforts by the City and significant commercial enterprises and residential projects proposed to the City that would benefit from off-street wayfinding signs and better inform the community. Equally, there are existing historical sites in the City that would benefit from an off-site wayfinding sign. Planning staff will ensure that proposed wayfinding signs are reviewed by the Development Services Director, the City Public Works Department, and that they obtain all necessary encroachment permits.

PUBLIC NOTICING

A copy of the public hearing notice was published on March 16, 2019 in the Inland Valley Daily Bulletin (Attachment 3). As of the date of this report, staff has not received any comments in support or in opposition to the proposed ordinance.

ENVIRONMENTAL REVIEW

Pursuant to the provisions of the California Environmental Quality Act (CEQA)-Public Resources Code, Sections 15060(c)(2) and 15060(c)(3) which pertain to activities that will not result in a direct or reasonably foreseeable indirect change to the environment and that are not defined as a project under Section 15378. Accordingly, Code Amendment (CODE 11576-2019) is not subject to CEQA in that the proposed code amendment is not defined as a project.

CONCLUSION

Staff believes that the proposed code amendment will allow for wayfinding signs that highlight the historical sites, economic development efforts, significant commercial enterprises or significant residential projects developed in the City of Pomona, providing a benefit for the community. Once adopted, these code amendments are anticipated to contribute to the improvement of identification and recognition of these sites in the City.

Respectfully Submitted:

Prepared By:

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PC ATTACHMENTS:

- 1) Draft PC Resolution for Code Amendment (CODE 11576-2019)
- 2) Proposed Zoning Ordinance Section .503.K Signs
- 3) Public Hearing Notice

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