

POMONA ZONING ORDINANCE

Sec. .503. K. SIGNS

B. Definitions . In addition to the definitions contained elsewhere in the Zoning Ordinance for the purpose of this chapter, the following words or phrases shall be defined as follows, unless it is apparent from the context that another meaning is intended:

“Wall sign” ...

“Wayfinding Sign” means a sign intended for directional and informational purposes that is placed by or on behalf of the City on City property and/or right-of-way that is used to identify and promote historical sites, economic development efforts, significant commercial enterprises or significant residential projects developed in the City of Pomona.

For purposes of this subsection the term "significant commercial enterprises or significant residential development projects" shall be defined as a grouping of similarly situated commercial land uses with an integrated commercial or economic development theme and major residential projects containing a minimum of 50 units or dwellings. For the purposes of this subsection the term “historical sites” shall be defined as Nationally or State Registered Historic sites and/or Locally Designated Historic sites.

...“Window Sign”

E. Exempted Signs. The following classes of signs are exempt from the permit requirements of this section, provided they conform with the standards contained herein.

9. Search lights and displays ...

10. Wayfinding Signs. All Wayfinding signs shall be subject to the following requirements:

- a. Sign Copy. Wayfinding signs shall be subject to the review and approval of the Development Services Director.
- b. Size and Height. Wayfinding Signs shall not exceed twenty-four (24) square feet in total sign area with a maximum height of ten (10) feet from grade.
- c. Placement. Off-Site Directional and Wayfinding Signs may be placed in the following locations:
 - a. Private property with the consent of the owner(s).
 - b. City Property and/or right-of-way.
 - i. Exact sign locations shall be subject to review and approval by the Development Services Director and the City Public Works Department prior to the installation of the signs. Applicant (if other than City) shall obtain an encroachment permit from the City Public Works Department prior to installation of any wayfinding sign structure in the public right-of-way. No wayfinding sign shall be placed within the visibility area as determined by Public Works.

- d. Maintenance and Replacement. Wayfindings signs shall comply with the following maintenance and replacement requirements:
- a. Wayfinding signage shall be maintained within a six foot radius and remain clear of all obstructions that may inhibit its visibility, including vegetation.
 - b. Individual panels on all wayfinding signage that has been damaged due to theft, vandalism, graffiti, fading or any other damage shall be repaired, replaced, or removed within 48 hours of notification.
 - c. Kiosk signs or other structures associates with wayfinding signage that have been damaged due to theft, vandalism, graffiti, fading or any other damage shall be repaired, replaced, or removed within 10 days of notification.

F. Prohibited Signs. The following types of signs and devices shall be specifically prohibited:

- 1. Abandoned Signs.
- 2. Aerial Signs or Aerial Devices.
- 3. Animated Signs, except "Message Center Display Signs" and "On-Premise Signs in Redevelopment Areas."
- 4. Banners, except as permitted herein.
- 5. Balloons and Blimps, except as permitted herein.(Ord. No. 3878, § 8 (part).)
- 6. Fence Signs.
- 7. Inflatable Signs, except as permitted herein. (Ord. No. 3878, § 8 (part).)
- 8. Light Bulb Strings, except for holiday decorations.
- 9. Mobile Signs.
- 10. Off-Site Advertising Signs (billboards), except as permitted herein. (Ord. No. XX-XX).
- 11. Paper or Cloth Signs on the exterior of the building, or any matter or similar material, except only those signs located inside a building as part of window signage which meet all other provisions of this Section.
- 12. Pennants, except as permitted herein.
- 13. Portable Signs.
- 14. Roof or Fin Signs.
- 15. Signs which simulate 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.
- 17. Temporary Signs, except as otherwise permitted herein.