



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

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:

Anita D. Gutierrez, AICP
Acting Development Services Director

Alex Jimenez & Alina Barron
Assistant Planners

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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PC RESOLUTION NO. 19-019

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF POMONA, RECOMMENDING CITY COUNCIL APPROVAL OF ZONING CODE AMENDMENT (CODE 11576-2019) TO MODIFY POMONA ZONING ORDINANCE SECTIONS “.503. K. B. SIGNS DEFINITIONS,” “.503. K. E. EXEMPTED SIGNS,” AND “.503. K. F. PROHIBITED SIGNS,” TO INCLUDE WAYFINDING SIGNS TO THE MUNICIPAL CODE.

THE PLANNING COMMISSION OF THE CITY OF POMONA DOES RESOLVE AS FOLLOWS:

WHEREAS, the City of Pomona has duly initiated Code Amendment (CODE 11576-2019);

WHEREAS, there are certain development standards required by the City of Pomona Zoning Ordinance for signs within the City boundaries;

WHEREAS, the Pomona Zoning Ordinance Section 503. K. B. provides definitions for sign types;

WHEREAS, the Pomona Zoning Ordinance Section 503. K. E. exempts certain signs from the permit requirements of such section, provided they conform with the standards contained in such section;

WHEREAS, the Pomona Zoning Ordinance Section 503. K. F. provides types of signs and devices that are prohibited;

WHEREAS, the City of Pomona duly initiated Code Amendment (CODE 11576-2019) to establish a definition and standards for wayfinding signs, and to allow wayfinding signs as an exempted sign type that may serve as off-street advertising.;

WHEREAS, the proposed Code Amendment (CODE 11576-2019) will provide a definition for wayfinding signs;

WHEREAS, the proposed Code Amendment (CODE 11576-2019) will include wayfinding signs as an exempted sign type;

WHEREAS, the proposed Code Amendment (CODE 11576-2019) will not prohibit wayfinding signs as off-site advertising signs;

WHEREAS, the Planning Commission of the City of Pomona, after giving notice thereof as required by law, held a public hearing on March 27, 2019, concerning Code Amendment (CODE 11576-2019) and carefully considered all pertinent testimony and the staff report offered in the case as presented; and

WHEREAS, the Planning Commission has duly considered the proposed changes to the Pomona Zoning Ordinance as well as finding consistency with the General Plan of the City.

NOW, THEREFORE, BE IT HEREBY RESOLVED:

SECTION 1. The Planning Commission exercising independent judgment finds that Code Amendment (CODE 11576-2019) is exempt from further review under the State Guidelines to Implement the California Environmental Quality Act (CEQA), Section 15060(c)(2) and 15060(c)(3). These sections 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. Therefore, Code Amendment (CODE 11576-2019) is not subject to CEQA in that the proposed code amendment is not defined as a project.

SECTION 2. The Planning Commission recommends City Council approval of Code Amendment (CODE 11576-2019) amending Zoning Ordinance Section .503. K. B pertaining to the definitions of sign types in the zoning ordinance to read as follows:

.503. K. B.

“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.

SECTION 3. The Planning Commission recommends City Council approval of Code Amendment (CODE 11576-2019) amending Zoning Ordinance Section .503. K. E pertaining to exempted sign types in the zoning ordinance to read as follows:

.503. K. E

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. Wayfinding 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.

SECTION 4. The Planning Commission recommends City Council approval of Code Amendment (CODE 11576-2019) amending Zoning Ordinance Section .503. K. F pertaining to prohibited sign types in the zoning ordinance to read as follows:

.503. K. F

10. Off-Site Advertising Signs (billboards), except as permitted herein. (Ord. No. XX-XX).

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

APPROVED AND PASSED THIS 27TH DAY OF MARCH 2019.

DR. KYLE BROWN
PLANNING COMMISSION CHAIRPERSON

ATTEST:

ANITA D. GUTIERREZ, AICP
PLANNING COMMISSION SECRETARY

APPROVED AS TO FORM:

MARCO A. MARTINEZ
INTERIM ASSISTANT CITY ATTORNEY

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)
CITY OF POMONA)

AYES: Brown, Camacho-Gonzales, Urey, Bunce, Kercheval.
NOES: Grajeda.
ABSTAIN: None.
ABSENT: VanderMolen.

"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 Sec. 1094.6 C.C.P."

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. Wayfinding 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.

NOTICE OF PUBLIC HEARING

Project Title: Code Amendment to the City of Pomona Zoning Ordinance (PZO) pertaining to wayfinding signs.

Project Applicant: Development Services Department, Planning Division

Project Location: Citywide

Project Description: Code Amendment (CODE 11576-2019) is a City-initiated request to amend Section .503.K.B. ("Definitions") and Section .503.K.E. ("Exempted Signs") of the PZO as they pertain to wayfinding signs. This Code Amendment will include a definition for wayfinding signs and will include wayfinding signs as an exempted sign type.

Lead Agency: City of Pomona, Development Services Department, Planning Division.

Public Hearing Date & Location/Time: The public hearing is scheduled for Wednesday, March 27, 2019 at 7:00 p.m. in the City of Pomona City Council Chambers located at 505 S. Garey Avenue in the City of Pomona.

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. Therefore, no further environmental review is required. This environmental determination will be considered by the Planning Commission at the public hearing for this project scheduled for March 27, 2019.

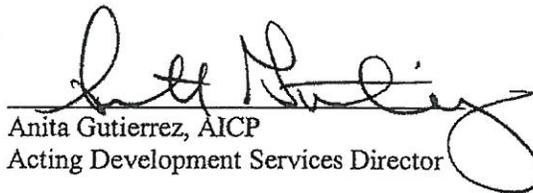
Public Hearing Notice

Any interested individual may appear in person or by agent at the Planning Commission hearing and be heard on any matter relevant to such proceedings. The staff report on this matter will tentatively be available in the Planning Division on March 21, 2019. Please call the Planning Division at (909) 620-2191 with any questions you may have regarding this matter.

PLEASE NOTE: If you challenge this matter in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Pomona, Planning Division at, or prior to, the public hearing.

Para Información en Español, llame (909) 620-2191.

Date: March 13, 2019


Anita Gutierrez, AICP
Acting Development Services Director

Publication Date: March 16, 2019

Rosalia Butler
City Clerk