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# CITY OF POMONA COUNCIL REPORT

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May 6, 2019

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted By: Anita D. Gutierrez, AICP, Development Services Director

**SUBJECT: APPROVAL OF CODE AMENDMENT NO. 11576-2019, AMENDING THE  
POMONA ZONING ORDINANCE PERTAINING TO WAYFINDING  
SIGNS**

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## **RECOMMENDATION:**

It is recommended that the City Council introduce and give first reading to the following ordinance (Attachment No. 1):

**ORDINANCE NO. 4260 - AN ORDINANCE OF THE CITY COUNCIL OF  
THE CITY OF POMONA, CALIFORNIA, AMENDING THE CITY OF  
POMONA ZONING ORDINANCE (PZO) SECTION 503-K ("SIGNS"):  
SUBSECTION B ("DEFINITIONS"), SUBSECTION E ("EXEMPTED  
SIGNS"), AND SUBSECTION F ("PROHIBITED SIGNS") AS THEY  
PERTAIN TO WAYFINDING SIGNS**

**EXECUTIVE SUMMARY:** The proposed code amendment will establish a definition and standards for wayfinding signs, and will include wayfinding signs as an exempted sign type. The Pomona Zoning Ordinance (PZO) currently does not include this type of sign. All proposed wayfinding signs will be placed exclusively by or on behalf of the City, on City property and/or right-of-way, or on private property with consent from the owner(s).

**FISCAL IMPACT:** This ordinance will not result in an impact to the General Fund. All costs associated with the creation, installation and maintenance of wayfinding signs shall be the responsibility of the applicant. Any City initiated project would provide its own funding source analysis.

**PUBLIC NOTICING REQUIREMENTS:** Pursuant to Section .571(D) of the Zoning Ordinance, a notice of public hearing is required to be published in a newspaper of local circulation, at least ten days prior to the date of the public hearing. A notice was published in the Inland Valley Daily Bulletin on Thursday, April 25, 2019 (Attachment No. 2).

**PREVIOUS RELATED ACTION:** On March 27, 2019, the Planning Commission reviewed Code Amendment No. 11576-2019. The Planning Commission voted 5-1-1 (with Commissioner Grajeda voting no, and Commissioner VanderMolen being absent), adopting Resolution No. 19-019, to recommend City Council approval of Code Amendment No. 11576-2019. A copy of the Planning Commission staff report and resolution are provided for Council consideration (Attachment No. 3).

**ENVIRONMENTAL IMPACT:** 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 No. 11576-2019 is not subject to CEQA in that the proposed code amendment is not defined as a project.

**DISCUSSION:** Code Amendment No. 11576-2019 was reviewed and analyzed by the Planning Commission, on March 27, 2019, and questions were answered by staff and a representative of the Building Industry Association. During the Commission discussion, one Commissioner expressed interest in requiring initial or reoccurring periodic fees from applicants when submitting for wayfinding signs, in addition to the applicant producing and paying all necessary permits. The majority of the Commission disagreed and found that the production and installation was sufficient to require from an applicant, as the wayfinding signs would be placed exclusively by or on behalf of the City, with compliance of specific standards.

When recommending approval to Council, the Commission did make a change in the proposed code language brought forth to the Planning Commission. The proposed wayfinding signs definition attempted to create and include specific categories of signs that would be considered wayfinding signs. The definition included these categories to emphasize, promote, and identify historical sites, economic development efforts, and significant residential projects. However, the Commission opined that the definition would better served if it was broader and more encompassing, in order to potentially include wayfinding signs that could address parks, walkability distances, and approximate time arrivals. This led to omitting specific categories from the proposed definition to allow for a broader definition of wayfinding signs placed exclusively by or on behalf of the City, which is the code language presented for the Council's consideration.

Additionally, the Commission discussed the potential of these signs serving as off-street advertising, however, staff reiterated that the PZO prohibits any signage that would serve as off-street advertising, even if said signage is placed exclusively by or on behalf of the City. The code amendments are anticipated to contribute to the improvement of identification and recognition of a wide range of sites in the City.

**APPLICABLE CODE SECTION:** Pursuant to Sections .570 of the Pomona Zoning Ordinance, which establishes criteria for a Code Amendment, approval by the City council is required to modify the Zoning Ordinance to include a definition and standards for wayfinding signs, and to include wayfinding signs as an exempted sign type.

Prepared by:

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Anita D. Gutierrez, AICP  
Development Services Director

**ATTACHMENTS:**

Attachment No. 1 – Draft City Council Ordinance for Code Amendment No. 11576-2019

Attachment No. 2 – Public Hearing Notice

Attachment No. 3 – Planning Commission Public Hearing Report (with attachments) and Draft Resolution 19-019 dated March 27, 2019