



DOWNTOWNpomona

SPECIFIC PLAN

JUNE 2019
DRAFT

ACKNOWLEDGMENTS

Mayor and City Council

Tim Sandoval, Mayor

Rubio R. Gonzalez, Council Member, District 1

Victor Preciado, Council Member, District 2

Nora Garcia, Council Member, District 3

Elizabeth Ontiveros-Cole, Council Member, District 4

Steve Lustro, Council Member, District 5

Robert S. Torres, Council Member, District 6

Planning Commission

Dr. Kyle Brown (Mayor)

Jorge Grajeda (District 1)

Alfredo Camacho-Gonzalez (District 2)

Gwen Urey (District 3)

Dick Bunce (District 4)

Ron VanderMolen (District 5)

Kristie Kercheval (District 6)

City Staff

Anita Gutierrez, Development Services Director

Ata Khan, Senior Planner

Catherine Lin, Senior Planner (Former)

Carlos Molina, Planning Technician (Contributing Photographer)

DOWNTOWN **pomona**

SPECIFIC PLAN



PREPARED BY:



WITH SUPPORT FROM:

The Natelson Dale Group
Urban Crossroads



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CHAPTER ONE INTRODUCTION

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1.1 Context

1.1.1 Purpose

The Downtown Pomona Specific Plan is a comprehensive document that implements the vision for Downtown Pomona established by the City of Pomona General Plan. The Specific Plan was originally adopted in 1994 and has had several targeted updates. In 2017, the City of Pomona began a comprehensive update to the Specific Plan, funded by a grant from the Los Angeles County Metropolitan Transportation Authority (Metro) Round 4 Transit Oriented Development (TOD) Planning Grant Funds. The purpose of the grant is to create a regulatory environment supportive of TOD around station areas and adjacent transit corridors. TOD increases accessibility and utilization of public transportation. An additional purpose of the specific plan update is to reconcile overlapping development standards, land uses, and boundary conditions with the Pomona Corridors Specific Plan and implement the Pomona General Plan update, both adopted in March 2014.

1.1.2 Boundary

Downtown Pomona is centrally located near several freeways, including Interstate 10, State Route 60, and State Route 71. Major universities are located nearby including California Polytechnic State University, Mount San Antonio Community College, University of La Verne, the Claremont Colleges and Western University of Health Sciences. Several major regional parks and the Ontario International Airport are also located in the vicinity. The Downtown Pomona Specific Plan area is located in the heart of Pomona, as shown in **Figure 1-1, Regional Context**.



Second Street

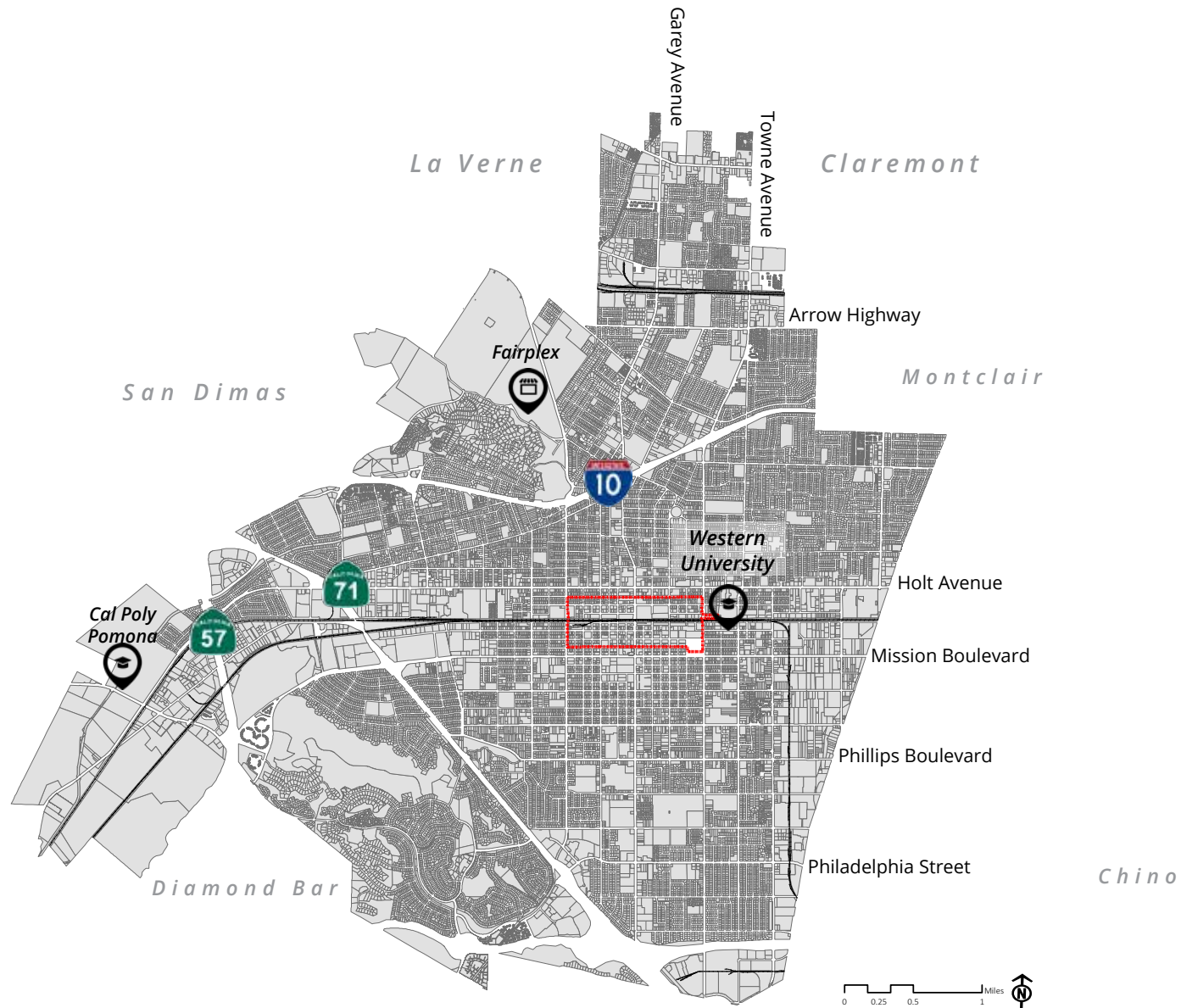


Figure 1-1, Regional Context

The Specific Plan pertains to all private and public properties that come under the purview of the Specific Plan as indicated in **Figure 1-2, Specific Plan Area**. The total acreage of the area is approximately 232 acres with approximate boundaries at Center Street to the north, Towne Avenue to the east, Fourth Street to the south, and White Avenue to the west.

1.1.3 General Plan Vision

As envisioned and described in the Pomona General Plan, Downtown is the community's center of business, culture and living. The Specific Plan area houses several assets and destinations such as the Pomona Transit Center and pedestrian bridge, the Arts Colony, Thomas Street, the Fox Theater and Western University of Health Sciences. Taking advantage of this diversity of uses, the General Plan reinforces Downtown as the mixed-use "heart of the City," placing emphasis upon its many activities and exceptional transit service. Building scale, location, and orientation foster the traditional pedestrian focus of Downtown. Likewise, streetscape and infrastructure improvements enhance walkability and the visual character of the City, helping to re-establish Pomona's identity and vitality.

Downtown will continue its renaissance as a mixed-use center enjoyed by locals and visitors alike. The greatest building heights and development intensities will be focused Downtown, paired with the Pomona Transit Center. Transit access — combined with Downtown's orientation to pedestrian use — makes it a place where people can live and work without relying on automobiles. As a result, particular emphasis will be placed on parking requirements appropriate to transit districts, strategically located shared parking facilities, and active parking management. As more people make Downtown their home, new parks and outdoor gathering spaces will make the district more livable and community-oriented.

Surrounding the activity and intensity of the Downtown core, the Downtown neighborhood will be a neighborhood with a difference. It will feature the City's widest range of contemporary housing types, and a wide mixture of uses that are compatible with the district's housing, all concentrated within walking distance of the Downtown Core's theater, shops, restaurants, cafes, nightlife, and amenities. As infill proceeds and the region continues to invest in its transit infrastructure, the neighborhood will benefit from an increasing level of service and activity generated by the Pomona Transit Center while also promoting transit ridership.

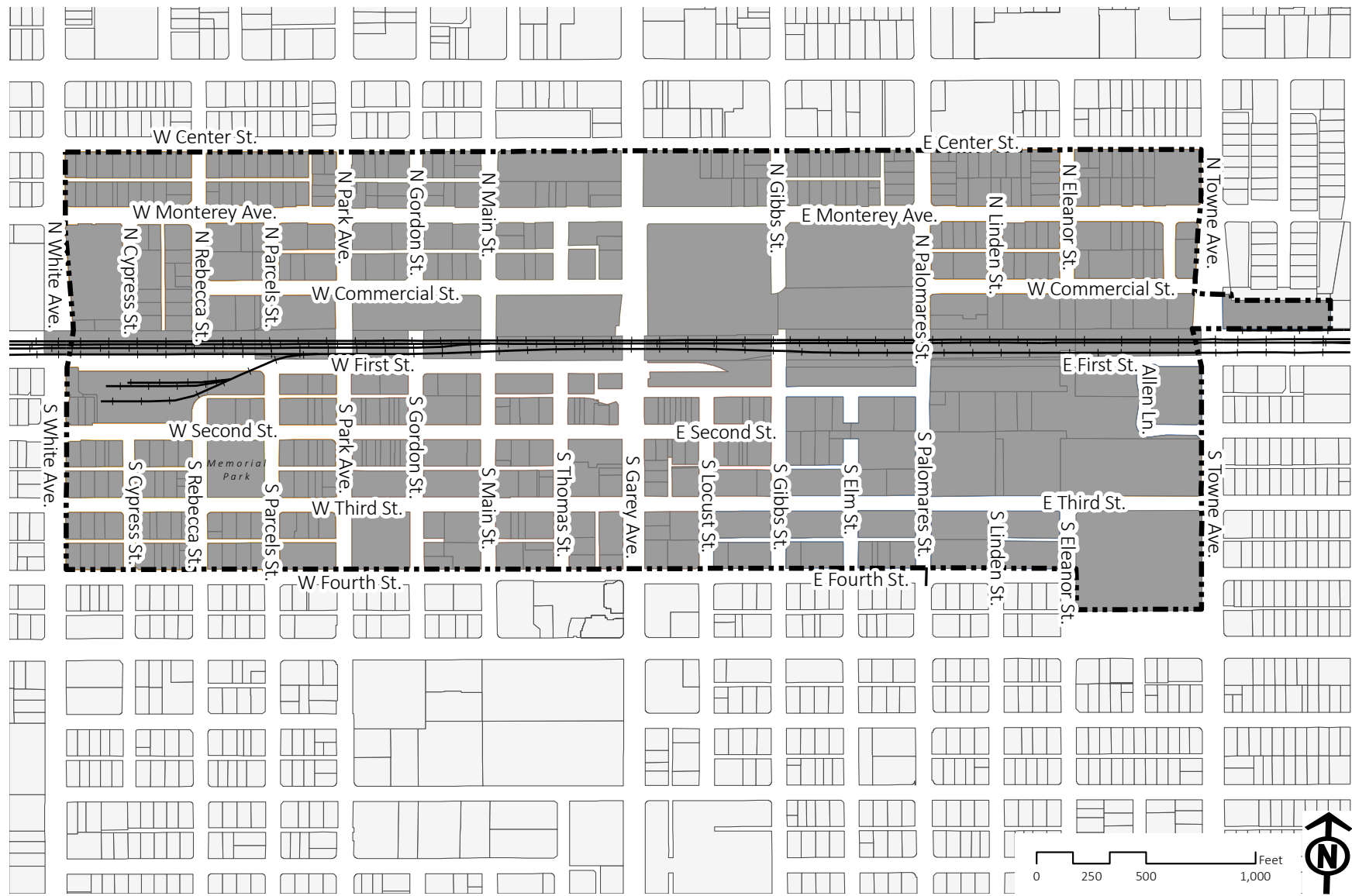


Figure 1-2, Specific Plan Area

Transit Center

The Pomona Transit Center, a facility providing both train and bus services, is located at the corner of Garey Avenue, between Commercial Street and the railroad tracks. The existing transit center has two distinct landmarks, the historic Pomona train station and the pedestrian bridge that services the station and connects to Downtown Pomona. In the immediate vicinity of the transit center, there are several sites potentially well-suited for future mixed-use development.



Pomona Transit Center

Historic Context

An important part of the Downtown Pomona Specific Plan is the preservation and enhancement of historic structures and areas. The Seventh Day Adventist Church and Fox Theater have already been designated as historic landmarks by City Council upon recommendation of the Historic Preservation Commission. There are four additional key structures identified in the original Specific Plan which were recommended to be designated as City of Pomona Historic Landmark Structures - Southern Pacific Rail Station, YMCA, Armory, and Masonic Temple. In 1986, the Edison Historic District was designated significant in the National Register of Historic Places for its contribution to architecture and engineering from 1875 through 1924. The District consists of 3.42 acres and includes eight contributing buildings located on the 500 block of West Second Street and two buildings on the 600 block of West Second Street. Edison Historic District is not listed on Pomona's Historic Register.

The Arts Colony and Antique Row run along Second Street, between Gordon and Gibbs Streets. This area is characterized by one-, two-, and three-story buildings presenting a fairly continuous scale. More than any other area in Downtown, this area maintains a feeling of a small rural California downtown Main Street with a few remaining buildings constructed of brick. Although individually none of the buildings are of significant architectural merit, the overall ambiance of the area has its own charm and should be maintained. Ideally, new buildings located within the area would complement the existing scale and character. Buildings in this area should be remodeled within the original style of each individual

building. These styles run from turn- of-the-century commercial buildings to streamline modern and 1950's styles. The small-town quality should be maintained and enhanced with additional street furniture and embellishments, such as colorful banners and flowers.

Thomas Street also contains a wide-variety of buildings including the Masonic Temple, a fine neo-classical building in brick, as well as the small, adjacent commercial structure, an example of a turn-of-the century commercial building. Thomas Street also contains excellent examples of Art Deco and Stream-Line Modern architectural styles.

Where new developments are proposed adjacent to existing buildings with unique architectural character and style(s), new development should take cues from the existing built environmental context including the definition of a clear architectural style, detailing appropriate to the chosen style, appropriate scale in relation to the existing structures, and pedestrian-orientation along Second and Thomas Streets.



Mayfair Hotel



Masonic Temple

Arts and Culture

The General Plan acknowledges the important role public art plays in relaying the story and identity of a city, district or neighborhood. Pomona has a rich and diverse culture and a variety of historic and cultural districts. Public art venues and forums create the opportunity for residents and visitors to participate in developing and sharing the City's culture and identity. The Arts Colony, originally established along Second Street, reflects the City's support and focus upon the arts and cultural expression, with its many galleries, performance venues and public murals. The Arts Colony has already moved beyond Second Street, and is envisioned to include the entirety of the Downtown Pomona Specific Plan boundary, as the arts are fundamental to Downtown's identity.

The General Plan and Specific Plan seek to further the growth of cultural and artistic awareness in the City by emphasizing public art along major transportation corridors and entryways into the City as well as within Downtown and neighborhood centers.

The enhancement of City streets, gateways and parks with public art is coupled with support for public murals and art installations throughout the City.

The Specific Plan supports integration of public art in new development and art and culture retail and service uses. It promotes the Downtown Pomona Arts Colony mission "...to make the arts inclusive and accessible, grow arts venues and organizations, nurture arts-friendly businesses, and celebrate emergent and established artists...bring communities together and revitalize the downtown with public art and festivals, exhibitions and performances, cuisine and entertainment..."



Antique Row

1.2 Community Engagement

Community engagement and analysis of opportunities and constraints informed development of key planning principles and provided the foundation for the Specific Plan.

1.2.1 Meetings and Workshops

The Specific Plan document is based on community input resulting from two community meetings, interviews with key stakeholders, Historical Preservation Commission and Vehicle Parking District Ad-Hoc Committee meetings, and the public hearing process with the Planning Commission and City Council. A brief summary of community engagement events and feedback themes is provided below.

- Key Stakeholder Meetings - January 2017
- Community Workshop - March 2017
- Community Open House - May 2019

Key themes of public comments received include:

- Economic revitalization and business friendly approaches
- Access, mobility and connectivity
- Cleaner, safer and more welcoming environment
- Address undesirable uses and homelessness
- Community character and beautification
- Mix of commercial, residential and institutional uses

- Importance of arts and education
- Family-orientation and need to accommodate all ages
- Protect historic resources
- Streamlined processes and clear policies



Community Open House

1.2.2 Planning Principles

Crafted from community input, the following planning principles shape the guidelines and standards contained in the Specific Plan.

1. ***Heart of Pomona*** - Reinforce Downtown as the historic heart of the community and enhance its unique identity.
2. ***Celebrate Arts and Culture*** - Continue and expand arts, culture and entertainment opportunities.
3. ***Historic Heritage*** - Recognize, conserve and leverage Pomona's historic heritage and resources.
4. ***Inviting and Safe*** - Foster a safe and clean downtown for residents, visitors and workers.
5. ***Expanded Mobility*** - Improve and expand the mobility network that includes public transit, bicycle facilities, pedestrian corridors and links, as well as vehicle circulation and parking strategies.
6. ***Economic Revitalization*** - Support business owners and attract key employers to invest and thrive through education, resources, and programs.
7. ***Refresh and Maintain*** - Encourage and facilitate resources for the upkeep and enhancement of properties.
8. ***Streetscape Beautification*** - Catalyze the beautification of streets and public spaces with trees, landscaping and furnishings.
9. ***Residential Opportunities*** - Create more places to live that offer a variety of options and inviting neighborhoods.
10. ***Implementation*** - Provide easy-to-use policies that are compatible with other documents and programs.



Downtown Pomona Streetscape

1.3 Document Organization

The Downtown Pomona Specific Plan is intended to be used by property owners, design professionals, developers, City staff, and review bodies to provide a clear set of policies for uses and development in the area over time. The Specific Plan consists of four chapters, briefly summarized below.

- **Chapter 1 - Introduction** – Provides an overview and context, describes the area affected, summarizes community engagement and vision, describes the relationship to other planning documents, and provides information on the administration of the specific plan.
- **Chapter 2 - Private Realm** – Provides the standards for form and property use, included permitted and prohibited land uses, area-wide and specific standards, and design guidelines describing how the area's downtown, walkable character will be maintained and improved through architectural features and building and site standards.
- **Chapter 3 - Public Realm** – Describes plans for improvements to the area's network of streets, bicycles routes, sidewalks, parking and mobility, describes placemaking efforts, and provides information on infrastructure and utilities within the specific plan area.
- **Chapter 4 - Implementation** – Provides strategies and an action plan with which to implement the concepts described within the Specific Plan, as well as a guide to funding and financing sources.
- **Appendix** – Provides background information such as a definition of terms.

1.4 Relationship to Other Planning Documents

The Specific Plan carries out and is influenced by a number of additional existing planning documents. This section briefly discusses key documents and policies considered in the formulation of the Specific Plan.

General Plan

Updated in 2014, the Pomona General Plan is the City's governance document for guiding decision making and outlines the City's visions and policies. The Downtown Pomona Specific Plan is consistent with the General Plan and provides for more precise implementation of the goals, objectives, and policies outlined within the General Plan.

Zoning Code

The City of Pomona Zoning Code is the primary regulatory document that implements the General Plan. The Zoning Code provides specific development regulations that are applicable to individual neighborhoods, districts and corridors that are consistent with the General Plan. In a case where the Specific Plan development standards and the City's Zoning Code should conflict, then the provisions and standards set forth in the Specific Plan shall prevail unless otherwise stated.

Corridors Specific Plan

Adopted concurrently with the Pomona General Plan update in March 2014, the Pomona Corridors Specific Plan provides regulations for public and private development and activities along key corridors including: Garey Avenue, Holt Avenue, and Foothill Boulevard. The Pomona Corridors Specific Plan boundary and regulations overlap with the Downtown Pomona Specific Plan, necessitating reconciliation of the boundaries and development of complementary development standards as part of the Downtown Pomona Specific Plan update.

Active Transportation Plan

Adopted in 2012, the Pomona Active Transportation Plan (ATP) provides recommendations for improving a system of bikeways connecting neighborhoods to key activity centers throughout the City, developing support facilities, such as bike parking, and education programs, and improving bicyclist safety. This document satisfies the requirements of the California Bicycle Transportation Act, granting the City eligibility for Bicycle Transportation Account (BTA) funding through the California Department of Transportation (Caltrans) improvements identified in this plan. The ATP also contains detailed recommendations for improving pedestrian safety and comfort at intersections and for prioritizing the installation of sidewalks where they do not currently exist.

Western University Master Plan

Situated in the southeastern portion of the Specific Plan, Western University of Health Sciences has developed a master plan. Western University is a private graduate school for health professionals and the Pomona campus consists of a renovated outdoor shopping center and nearby buildings. The Master Plan will address physical solutions to the future needs of the students, faculty and practitioners on campus. While not a City of Pomona document, the Western University Master Plan was considered in developing a collective vision for Downtown Pomona.



Western University

1.5 Administration

Authority and Procedure

The Specific Plan is established by the Pomona City Council in accordance with Section .584 of the Pomona Zoning Code, which establishes Specific Plans as an authorized mechanism for regulating land use and development in the City, as enabled by the State of California Government Code Title 7, Division 1, Chapter 3, Article 8, Sections 65450 through 65457. All property within the Specific Plan area is subject to the development regulations of this Specific Plan. Where the Specific Plan is silent on a topic, the Zoning Ordinance will remain in force.

A specific plan may be adopted either by ordinance or by resolution (Government Code Section 65507). Should the legislative body wish to change a proposed specific plan recommended by the Planning Commission, the change must first be referred back to the Commission for consideration (Government Code Section 65504).

Specific Plan Amendments

Specific Plan amendments or modifications shall be made as described in Section .584 of the Pomona Zoning Code.

Interpretation

This section provides the rules for resolving questions about the meaning or applicability of any part of this Specific Plan and the General Plan. The following rules are established for interpretation.

- A. Authority** – The Development Services Director shall have the responsibility and authority to interpret the meaning and applicability of all provisions and requirements of this Specific Plan.
- B. State Law Requirements** – Where the Specific Plan references applicable provisions of State law (such as the California Government Code, Subdivision Map Act, Public Resources Code), the reference shall be construed to be to the applicable State law provision as they may be amended from time to time.
- C. Conflicting Requirements** – Any conflicts between the different requirements of this Specific Plan, or between this Specific Plan and other regulations, shall be resolved as follows:
 - 1. Specific Plan Provisions** – In the event of any conflict among the provisions of this Specific Plan, the most restrictive requirement shall control.
 - 2. Specific Plans** – In the event of any conflict between the requirements of the Zoning Code and standards adopted as part of this Specific Plan, the requirements of this Specific Plan shall control.
 - 3. City Code Provisions** – In the event of a conflict between requirements of this Specific Plan and other regulations of the City, the most restrictive shall control.
 - 4. Private Agreements** – It is not intended that the requirements of this Specific Plan shall interfere with, repeal, abrogate or annul any easement, covenant, or other agreement that existed when this Specific Plan became effective. This Specific Plan applies to all land use and development regardless of whether it imposes a greater or lesser restriction on the development or use of structures or land than an applicable private agreement or restriction, without affecting the applicability of any agreement or restriction. The City shall not enforce any private covenant or agreement unless it is a party to the covenant or agreement.
- D. Land Use District Boundaries** – If there is uncertainty about the location of any land use district boundary shown on Figure 2-1, Specific Plan Districts, the following rules are to be used in resolving the uncertainty:
 - 1. Where the proposed zoning map shows any lot or area within a particular land use district, the zoning district shall extend to the centerline of any adjacent road, street, parkway or highway.
 - 2. If a district boundary divides a parcel and the boundary line location is not specified by distance printed on the zoning map, the Development Services Director shall determine the location of the boundary during project review by using the scale appearing on the zoning map.

3. Where a public street, alley, railroad, or other public right-of-way is officially vacated or abandoned, property that was within the former right-of-way shall be deemed to be included within the zoning district applicable to the property to which the abandoned right-of-way is being attached.

Severability

If any section, subsection, sentence, clause, phrase, or portion of this document, or any future amendments or additions hereto, is for any reason held to be invalid or unconstitutional by the decision of any court or competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Specific Plan document, or any future amendments or additions hereto. The City hereby declares that it would have adopted this document and each sentence, subsection, clause, phrase, or portion or any future amendments or additions thereto, irrespective of the fact that any one or more sections, subsections, clauses, phrases, portions or any future amendments or additions thereto may be declared invalid or unconstitutional.

1.6 Split Parcel

A development site that spans multiple districts shall be subject to the Substantial Conformance process as defined in Section 1.7, which shall establish the development standards for the site in a manner most consistent with the underlying districts' standards. Any use that is permitted or conditionally-permitted over a portion of such a site shall be permitted or conditionally permitted anywhere on the site.

1.7 Substantial Conformance

Purpose

The purpose of the Substantial Conformance process is to determine whether the proposed development or use substantially complies with the standards, regulations, and guidelines of the Downtown Pomona Specific Plan and to maintain a degree of flexibility with respect to the details of the development approved within the Specific Plan area. Use of the Substantial Conformance process includes, but is not limited to the following purposes:

1. Determinations regarding issues, conditions, or situations that arise that are not addressed by the Downtown Pomona Specific Plan.
2. Determinations as to whether a use not listed in the Downtown Specific Plan is similar to the uses, including temporary uses, listed in Private Realm—Land Use.

3. Approvals of modifications to the Urban Form standards and guidelines in Private Realm—Urban Form.
4. Approval of signs in Substantial Conformance with the sign provisions described in Private Realm—Signage.
5. Additions, deletions, and changes to the Specific Plan exhibits or text.
6. Determinations on applicable standards for split parcels.

Authority

The Development Services Director shall review a request for a determination of Substantial Conformance and have the discretion to approve, with or without conditions; deny or refer the request to the Planning Commission and/or City Council for action in a noticed public hearing. Additional environmental review and/or analysis will be conducted to determine the potential impact of the request, if necessary under the California Environmental Quality Act (CEQA). Determinations of Substantial Conformance shall be provided to the applicant in writing and be based on findings that the request:

1. Substantially complies with the Downtown Pomona Specific Plan.
2. Will not adversely affect public health and Safety.
3. Will not adversely affect adjacent properties.

Application

Requests for a determination of Substantial Conformance shall be submitted on forms and with information as required by the Development Services Director.

The applicant or members of the City Council may appeal decisions of the Development Services Director, or his or her designee, regarding Substantial Conformance to the Planning Commission within 15 working days of receipt of the Development Services Director, or his or her designee's written decision. Decisions of the Planning Commission may be appealed within 15 working days of receipt of the Planning Commission's written decision to the City Council and payment of a fee consistent with the current fee resolution of the City Council.

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A photograph of a city street intersection, likely in a historic downtown area. The street is paved and has several cars driving. In the background, there are multi-story buildings, including a prominent red brick building and a white building with a sign that says "HOTEL". To the right, a tall, modern building with a distinctive white lattice facade is visible. The sky is clear and blue. A red rectangular overlay is positioned in the upper right quadrant of the image, containing the chapter title in white text.

CHAPTER TWO PRIVATE REALM

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2.1 Introduction

The Private Realm chapter provides direction for development of privately-owned areas within the Specific Plan to shape the design character and built environment. It sets forth general provisions for urban form, development standards, design guidelines and details permitted land uses. The provisions contained within this chapter apply to new construction, building additions, exterior remodels, relocations, and other modifications requiring a building permit. As stated in Chapter 1, Introduction, this Specific Plan supersedes the Zoning Code within the Specific Plan boundary. Where the Specific Plan is silent on a topic, the Zoning Code will remain in force.

2.1.1 How to Use This Chapter

This chapter sets the regulatory and design framework for developers, designers, city staff, and review bodies to develop, critique, and implement projects as they proceed through the entitlement process. It is divided into three sections; Urban Form, Land Use, and Private Signage. These sections are further categorized as follows:

Area Wide Urban Form Standards - Section 2.2.3 includes standards/regulations that apply to the entire Specific Plan area. Applicants must review and incorporate all applicable requirements. Reviewers shall ensure consistency between the project and the regulations/standards as applicable.



Pomona Holy Church



Urban Form Design Guidelines - Designers should comply with the intent of the guidelines that have been provided in Section 2.2.4 of this document. Reviewers should ensure compliance with the design guidelines.

District-Specific Urban Form Standards - Section 2.2.5 include tailored standards/regulations that serve as the zoning regulations for that sub-area. Applicants must comply with all applicable regulations. Reviewers shall ensure consistency between the project and the regulations/standards as applicable.

Land Uses - Applicants should review the list of permitted uses within Section 2.3 to ensure the proposed use is allowed.

Private Signage - Section 2.4 includes tailored standards/regulations regulating private signage within the Specific Plan area. Applicants must comply with all applicable regulations. Reviewers shall ensure consistency between the project and the regulations/standards as applicable.

2.2 Urban Form

The future urban form of Downtown Pomona will be established by providing opportunities for development that adheres to the following customized context-sensitive development standards and placemaking design guidelines. Projects shall comply with the urban form standards contained within this section and the intent of the guidelines.

Standards. Standards are specifications that the community considers essential to the creation and preservation of a high quality, sustainable and coherent city. Conformance with Standards is mandatory. Such provisions are indicated by the use of the words “shall,” “must,” “is required,” and “is/is not permitted.”

Guidelines. Guidelines provide additional information to assist the designers with fulfilling the intent of the Specific Plan. Guidelines pertain to issues of visual character and aesthetics. Conformance with Guidelines is recommended, especially to ensure the swiftest possible approval. Although conformance with Guidelines is recommended, developers are permitted to propose alternative design solutions if they are able to show that such design solutions meet the overall objectives of the Specific Plan. Guidelines are indicated by the use of the words “should,” “may,” or “is/are encouraged.”

2.2.1 Applicability

Compliance with all Urban Form standards and guidelines may require review and approval of a Development Plan Review. The following thresholds require review and approval of a Development Plan Review:

1. New construction of a primary structure on a vacant or developed lot.
2. New construction of accessory structures that are greater than 25 percent of the gross floor area of the primary structure.
3. Additions to a primary structure that are greater than 25 percent of the gross floor area of the primary structure.
4. Reconstruction of a primary structure that will either a) change the façade of the existing primary structure, or b) exceed 25 percent of the gross floor area of the existing primary structure.

If a proposed project does not meet any of these four thresholds, it shall be subject to a Planning ministerial review as part of a plan check submittal to the Building and Safety Division. All nonconforming buildings and structures are subject to Section 2.3.4 of this Plan, Non-Conforming Provisions. Applicability thresholds shall not apply to legally non-conforming single-unit residential, which shall be subject to R-1-10,000 standards.

2.2.2 Review and Approval Process

1. The Director of Development Services has the authority to approve, conditionally approve, or deny a Development Plan Review. To approve a Development Plan Review, the Director of Development Services shall make the following four findings:
 - a. The project is consistent with the City of Pomona General Plan and all applicable requirements of the City of Pomona Municipal Code; and
 - b. The project will not be detrimental to the general welfare of persons working or residing in the vicinity nor detrimental to the value of the property and improvements in the neighborhood; and
 - c. The project will not adversely affect the policies contained in the Public Realm chapter of the Downtown Pomona Specific Plan; and
 - d. The project complies with the applicable regulations contained in the Private Realm chapter of the Downtown Pomona Specific Plan and all other applicable Federal, State, and local regulations.
2. All Development Plan Reviews require a public hearing before the Director of Development Services. Noticing shall be given to the general public by the applicant at least 14 calendar days prior to the day of the scheduled hearing, to be sent by physical mail to owners and occupants of

property located within a 400-foot radius of the project site boundaries. The City of Pomona may also voluntarily notice the public hearing through any other manner necessary.

3. The Director of Development Services has the authority to approve or deny a CEQA exemption, Negative Declaration, or Mitigated Negative Declaration, and to certify an Environmental Impact Report, in association with the Development Plan Review.
4. The action taken by the Development Services Director on a Development Plan Review at a public hearing is final unless appealed to the Planning Commission by either the applicant or a member of the Planning Commission within 20 calendar days of the action.
5. If a Development Plan Review is submitted in conjunction with another discretionary application, it shall be subject to review and approval by the highest applicable approving body as one item.

An approved Development Plan Review shall be valid for a period of 12 months. A maximum of two 12-month time extensions may be requested from the Director of Development Services. Such requests shall be submitted in writing by the applicant, property owner(s), and/or authorized designee at a minimum of 30 days prior to the expiration of the Development Plan Review. If the applicant has not obtained grading or building permits or consistently pursued necessary permits for construction approved under the Development Review within the approved or extended time period, the Development Plan Review shall be terminated.

2.2.3 Areawide Urban Form Standards

The following form standards apply to all districts within the Specific Plan area.

1. Site Planning

Site planning is key to quality development. The following standards promote orienting buildings toward the street, providing access for both vehicles and pedestrians, and facilitating internal pedestrian circulation.

A. Building Articulation

1. Any building over 125 feet wide shall be broken down to read as a series of buildings no wider than 75 feet each.

B. Building Orientation

1. Buildings shall be oriented and contain an entrance parallel to the primary street frontage.
2. Buildings shall be designed and oriented to minimize the visual intrusion into adjoining residential properties. Window, balcony and deck locations shall be directed away from window and private areas of adjoining residences (on-site or off-site).



Building Orientation

C. Pedestrian Access

On-site pedestrian circulation and access shall be provided according to the following standards:

1. **Internal Connections.** A system of pedestrian walkways shall connect all buildings on a site to each other, to on-site automobile and bicycle parking areas, and to any on-site open space areas or pedestrian amenities.
2. **To Circulation Network.** Regular connections between on-site walkways and the public sidewalk shall be provided.
 - A. An on-site walkway shall connect the primary building entry or entries to a public sidewalk on each street frontage.
 - B. Walkways shall be the shortest practical distance between the main entry and sidewalk, generally no more than 125 percent of the straight-line distance.
 - C. Where a required walkway crosses a driveway, parking area, or loading area, it must be clearly identifiable through the use of a raised crosswalk, a different paving material, or similar method.
 - D. Where a required walkway is parallel and adjacent to an auto travel lane, it must be raised or separated from the auto travel lane by a raised curb at least four inches (4") high, bollards or other physical barrier.

3. **To Neighbors.** Direct and convenient access shall be provided from commercial and mixed-use projects to adjoining residential and commercial areas to the maximum extent feasible while still providing for safety and security.
4. **To Transit.** Safe and convenient pedestrian connections shall be provided from transit stops to building entrances. Sidewalk "bulb-outs" or bus "pull-outs" may be required at potential bus stops serving commercial centers (building floor area over 25,000 square feet) to provide adequate waiting areas for transit users and safety for passing motorists.

E. Limitations on Curb Cuts

Curb cuts shall be minimized and located in the location least likely to impede pedestrian circulation. Curb cuts shall be located at least 10 feet from an intersection curb return or pedestrian crosswalk.

F. Landscaping

Landscaping is subject to the requirements of Section .503-J-Landscaping of the Pomona Zoning Ordinance, except for percentage minimums for parcels on residential and non-residential landscape standards.

3. Parking

The following provisions apply to parking within the Downtown Pomona Specific Plan:

A. Limitations on Location of Parking.

1. Off-street parking spaces shall be located to the rear of principal buildings whenever possible. Above ground parking may not be located within 20 feet of a street-facing property line. Exceptions may be granted where the review authority makes the following findings:
 - a. The design incorporates habitable space built close to the public sidewalk to the maximum extent feasible; and
 - b. The site is small and constrained such that underground parking or surface parking located more than 40 feet from the street frontage is not feasible.

B. Parking Regulations.

1. Parking requirements shall be calculated on the total square footage for each primary use on a site. Total square footage includes any square footage where a primary use occurs, excluding incidental spaces such as storage rooms, restrooms, kitchens, and other secondary spaces that support a primary use. Determinations on which spaces can be considered secondary shall be made by the Development Services Director.
2. Parking requirements do not apply to the first two floors of any proposed development within the MU-CBD or MU-I districts. Moreover, the first two floors of any existing development within said boundaries are also not subject to parking requirements.
3. Parking shall be located on site or provided within 1,000 feet of proposed development. However, at least 50% of total required parking shall be provided on-site. Moreover, the use of off-site parking as part of a proposed development shall require conditions of approval to ensure the ability to use such parking for an extended period of time.
4. The maximum number of parking spaces permitted does not apply to parking structures.

5. Parking structures adjacent to residential uses shall incorporate design features to minimize light or sound impacts.
6. Light fixtures within parking structures shall be designed to minimize off-site spill lighting.

C. Parking Relief

1. Provide a parking demand study, conducted by a registered traffic engineer, to substantiate a reduction in total parking requirements; studies are subject to review and approval by the Development Services Director.

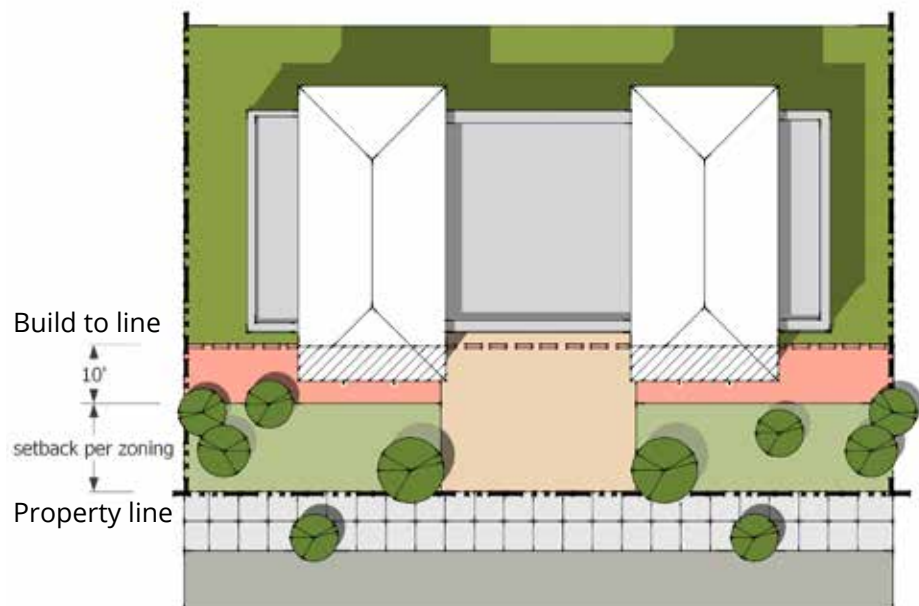
E. Parking Ratios

1. Residential Uses (per unit)
 - a. Live/Work: .5 min / .5max
 - b. Studio: .5 min / .5 max
 - c. One bedroom: 1 min / 1 max
 - d. Two bedroom: 1.5 min / 1.5 max
 - e. Additional bedrooms: .5/room
2. Public/Semi-Public Uses
 - a. One per 35 square feet of assembly area
3. Commercial (per 1,000 total square feet)
 - a. Retail: 2.5 min / 3.5 max
 - b. Eating & Drinking: 3 min / 8 max
 - c. Entertainment & Recreation: 5 min / 8 max
 - d. Office: 2.5 min / 3.5 max
 - e. Medical Office: 4 min / 5 max
4. Lodging (per guest room)
 - a. Hotel: 1 min / 1.2 max

4. Required Building Location

The following building location requirements apply in MU-CBD, HU-HDR, and MU-I districts:

- A. Build-to Line.** Buildings shall be located within 10 feet of the required setback line for at least 40 percent of the linear street frontage.



Build-to Line

- B. Corner Build Area.** Buildings shall be located within 10 feet of the required setback line within 30 feet of the street corner.

- C. Frontage Improvements.** The area between buildings and the property line shall be improved as part of a wider sidewalk, outdoor dining/seating area, or with landscaping. Paving shall be minimized.

- D. Exceptions.** These requirements may be modified or waived by the review authority upon finding that:

1. Entry courtyards, plazas, entries, or outdoor eating areas are located adjacent to the property line and buildings are built to the edge of the courtyard, plaza, or dining area; or
2. The building incorporates an alternative entrance design that creates a welcoming entry feature facing the street.

5. Building Transparency/Required Openings.

The following building transparency and opening requirements apply in MU-CBD, MU-I, and MU-HDR districts:

Exterior walls facing and within 20 feet of a front or street side lot line or pedestrian walkway shall include windows, doors, or other openings for at least 50 percent of the building wall area located between 2.5 and 7 feet above the level of the sidewalk. Such walls may run in a continuous plane for no more than 30 feet without an opening.

- A. Design of Required Openings.** Openings fulfilling this requirement shall have transparent glazing and provide views into work areas, display areas, sales areas, lobbies, or similar active spaces, or into window displays that are at least three feet deep.

- B. Exceptions for Parking Garages.** Multi-level garages are not required to meet the ground-story transparency requirement.

- C. Reductions.** The building transparency requirement may be reduced or waived by the review authority upon finding that:

1. The proposed use has unique operational characteristics with which providing the required windows and openings is incompatible, such as in the case of a cinema or theater; and
2. Street-facing building walls will exhibit architectural relief and detail and will be enhanced with landscaping in such a way as to create visual interest at the pedestrian level.



Building transparency/required openings

2.2.4 Areawide Urban Form Guidelines

The following urban form design guidelines apply to all districts within the Specific Plan area. The City should consider implementing Architectural Design Incentives for the Downtown Pomona Specific Plan to promote and preserve the historical integrity of existing visible streetscape.

1. General Guidelines

- A. The following general urban form guidelines are desirable, and should be incorporated into all project designs where most applicable:
 - 1. Significant wall articulation.
 - 2. Variation in building height on larger buildings to give appearance of distinct massing elements.
 - 3. Multi-pitched roofs.
 - 4. Durable building materials and finishes.
 - 5. Richness of surface and texture.
 - 6. Awnings and roof overhangs.
 - 7. Regular or traditional window rhythm.
 - 8. Easily identifiable entries.



Distinct massing elements



Buildings oriented towards street

9. Significant, sustainable, drought-tolerant landscape design elements arranged in a thoughtful, comprehensive manner.
 10. Enhanced paving and other elements giving attention to pedestrian scale.
 11. Adequate landscape and screening for parking areas.
- B. The following design elements are not desirable and should be avoided:
1. Large, blank, unarticulated wall surfaces.
 2. Visible outdoor storage, loading and equipment areas.
 3. Exterior security bars, gates, and grills are prohibited, unless required by the Police Department for safety purposes. If bars are required, they must be designed to be architecturally complementary to the building design.
 4. Chain link fencing is prohibited.
- C. The following design elements are encouraged only if incorporated into an architecturally interesting or artistic, unique development:
1. Unpainted, plain color concrete block walls.
 2. Highly reflective surfaces.
 3. Metal Siding.

2. Site Planning Guidelines

- A. Buildings should be oriented toward streets, plazas and open spaces to embrace intersections and surrounding neighborhoods.
- B. Buildings should be placed at the setback line(s) to define and enliven the street edge and maximize access from the public sidewalk.
- C. Buffer residential uses from incompatible commercial and office development by providing intensified landscaping, increased setbacks, appropriate building orientation, or combination thereof, where mixed use development abuts a residential use.
- D. Orient commercial and office buildings, wherever feasible, to minimize shading of adjacent residences and impairing privacy.
- E. Outdoor dining and cafes are encouraged, particularly along Second and Third Streets.
- F. Units and buildings should be sited with view opportunities to open space as much as possible.
- G. Buildings should be sited in a manner that will be compatible with other buildings in the vicinity. Long rows of garages that create a monotonous streetscape should be avoided.



Outdoor dining



Street parking along Garey Avenue

- H. Private open space should be provided adjacent to each unit, at least partially screened from adjacent common areas, to the extent feasible.
- I. Create public spaces and plazas for social gathering and activities.
- J. Provide open space and recreation areas.
- K. Buildings with ground level restaurants should have spaces for outdoor patios and sidewalk dining.
- L. Entry nodes should include low walls with signage, identification signage or monument signage, where adequate space allows for their construction.

3. Parking Guidelines

- A. Parking should not dominate street frontages and should be provided within commercial, office, and residential structures.
- B. Parking structure facades should be articulated in similar character as surrounding uses.
- C. Parking for new development should either be underground or hidden in the interior of the block, with retail, or office space on the ground level facing the sidewalks.

- D. All parking areas visible from the public right-of-way should be screened by hedges, shrubs or other plant materials. Large expanses of parking should be broken up by planting trees, particularly at the ends of and along the length of aisles.
- E. Parking lot landscaping should accent driveways, frame the major circulation aisles, and highlight pedestrian pathways.

4. Architectural Guidelines

- A. Attached residential units should include design elements to add visual interest and to avoid “box-like” appearances. Elements such as balconies, porches, arcades, dormers, and cross gables should be considered.
- B. Wall and roof planes should be varied and articulated into smaller modules that reduce the overall massing and scale of the building and add richness and variety. Long, unarticulated building facades are discouraged.
- C. Renovated buildings should retain historic architectural features of existing structures. New construction should make a strong new architectural contribution.
- D. Balconies, porches and projecting windows are encouraged to help contribute to eyes on the street.
- E. Primary building materials should include brick, brick façade, stucco, stone, stone veneer or other similar materials.



Varying building textures



Art installation

- F. Varying building textures are encouraged.
- G. Signage should be integrated into architectural design.
- H. Awnings and canopies are encouraged.
- I. Orient windows in non-residential structures to avoid direct line of sight into adjacent residential uses.
- J. All rooftop and mechanical equipment should be screened from public and pedestrian view using parapets or other architecturally acceptable methods.
- K. Trellises, pergolas, gazebos, patios/courtyards and other outdoor structures are encouraged.
- L. To the extent feasible, avoid windows facing directly onto a neighboring window or private outdoor space.
- M. Exterior window bars, grills and gates are prohibited, unless required by the Police Department for safety purposes. If bars are required, they must be designed to be architecturally complementary to the building design.
- N. Street trees, landscaping, street furniture and architecture should contribute to the human scale.
- O. Provide art in public gathering areas for visual appeal and placemaking.
- P. Provide lighting to create safe environments.
- Q. Special consideration should be given to lighting of entry areas, courtyards, and other pedestrian gathering places.

5. Landscaping Guidelines

- A. Landscape treatments should incorporate native colorful plant material and evergreen trees.
- B. The use of trees to define and enclose exterior space, and to provide physical protection from the sun and wind, is encouraged.
- C. Provide for landscape open space areas that enhance the building design and public views, provide buffers/ screening and transitions between adjacent uses.
- D. Screen undeveloped, vacant land intended for future phases with plants that prevent wind and water erosion.
- E. Existing healthy mature trees should be preserved and incorporated into the overall landscaping design, where appropriate.
- F. Use of vines and climbing plants on buildings, trellises and privately-owned perimeter walls is encouraged.
- G. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.
- H. Minimize the use of water through the selection of plants that are drought-tolerant when they are mature.



Use of vines and potted landscaping



Drought-tolerant planting

2.2.5 Districts

This Specific Plan establishes a district-based zoning approach with each district guided by a tailored set of form standards and allowable uses that support the desired future desired character and user experience. This hybrid approach combines form-based development standards with a selection of compatible uses that have been tailored for each Specific Plan District resulting in a mix of uses, whereby the desired building forms and uses dictate what is permitted, conditionally permitted, or not permitted. The form standards regulating each district constitute the constraints for a project's building envelope in which new construction or a remodel is permitted. In addition, design guidelines are provided to ensure high-quality design that reflects the area's envisioned character. Form standards and design guidelines are captured within this section, Urban Form, and allowed uses are located in the second part of this chapter, Land Use.

Individual district boundaries, **Figure 2-1 Districts Map**, within the Specific Plan have been organized by land use and zoning regulations and have been updated to reflect and reconcile the Specific Plan relationship to the Pomona Corridors Specific Plan boundaries.

The following districts have been established:

- Mixed Use - Central Business District (MU-CBD)
- Mixed Use – Institutional (MU-I)
- Mixed Use – High Density Residential (MU-HDR)
- Residential – Multifamily (R-MF)

For each district, the following sets of policies are provided:

- Vision and Character
- Purpose and Form Standards



Figure 2-1, Districts Map



Cafe in the Central Business District

1. Mixed Use – Central Business District (MU-CBD)

A. Vision and Character

The Mixed Use-Central Business District is envisioned to allow for either horizontal or vertical mixed-use development to support a vibrant, pedestrian-friendly urban environment providing a variety of employment, entertainment, cultural, and shopping opportunities for both residents and non-residents of Pomona. An influx of daily transit users and weekend visitors entering and exiting the adjacent Amtrak/MetroLink Station are envisioned to be greeted by inviting plazas and informative wayfinding signage that connect to the Central Business District through enhanced pedestrian linkages. Home to the expanding arts colony, the MU-CBD district is also intended to support arts-related uses.

New, mixed use developments reflecting the character of Pomona will cater to the pedestrian by incorporating active and articulated front facades. Cafes with outdoor dining, coffeehouses, pubs, and retail shops will be located at street-level, enlivening the district environment and providing commuters and residents access to early morning coffee and after work dining opportunities. Structured parking, located above ground and hidden from public view, will provide commuters a safe place to park their vehicles with convenient access to the nearby Amtrak/MetroLink Station.

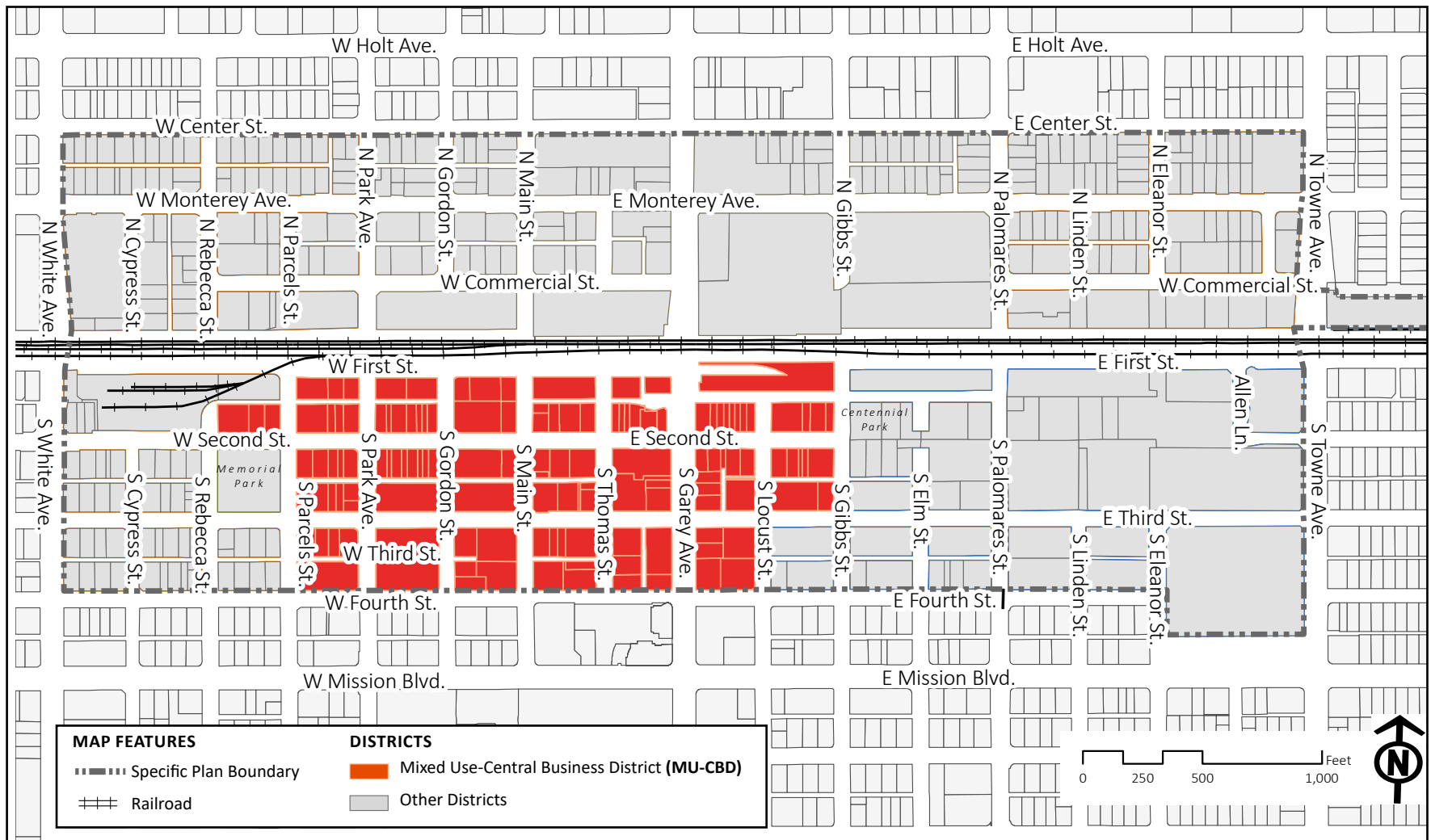


Figure 2-2, Mixed Use Central Business District (MU-CBD) Map

B. Purpose and Form Standards

1. Purpose

Projects located within the MU-CBD should strive to accomplish the following objectives:

- A. Provide for the orderly, well-planned, and balanced development of commercial and mixed-use districts;
- B. Designate adequate land for a full range of local- and regional-serving economic and cultural resources consistent with the General Plan to maintain and strengthen the city's economic resources;
- C. Provide appropriately located areas for a range of commercial uses that provide for a variety of good and services for residents, employees, and visitors;
- D. Provide opportunities for a mix of complementary uses that may combine residential and nonresidential uses or combine a variety of nonresidential uses on the same site; and
- E. Promote pedestrian-oriented, mixed-use commercial centers at appropriate locations.

2. Form Standards

Form standards provide direction for the physical form of buildings, including specifying allowed density, height, setbacks and open space. Form standards for the MU-CBD district are contained within Table 2-1.

3. Street Frontage

A minimum six-foot unobstructed walkway shall be provided between a building facade and the street/curb along any street frontage within this district. Sidewalks located within the public right-of-way may be included.

Table 2-1: Mixed-Use Central Business District (MU-CBD) Form Standards	
Standard	Requirement
Density (units/acre)	East of Park Street: 50 to over 100 maximum West of Park Street: 40 to 70
Number of Stories	3 minimum to 12 maximum
Minimum Setbacks, Residential-only Development	Subject to setbacks of the R-MF District
Minimum Setbacks, Nonresidential and Mixed-Use Development (ft)	See subclassifications below
<i>Front</i>	0
<i>Interior Side</i>	0
<i>Street Side</i>	0
<i>Rear</i>	0
Open Space (sf/residential unit)	Total/unit: 150 sf Private: minimum 50 sf for 50% of units Common: minimum 100 sf/unit

2. Mixed Use – Institutional (MU-I)

A. Vision and Character

The Mixed Use-Institutional District is intended to serve as the major governmental, educational and office spine for the Downtown while still incorporating mixed use developments with residential and retail uses. The MU-I zone is also intended to allow for higher education development and, in particular, for Western University campus expansion including classrooms and administrative offices, dormitories, other student/faculty housing, ancillary retail/service and office uses, such as a college bookstore, educational materials and supply store, tutorial services, etc. In general, single-user office buildings, and multi-tenant office buildings are encouraged in this zone with the intent of providing economic and employment base opportunities. It is projected that office and related service/support uses and ancillary development could locate in proximity to the MU-CBD zone and, thus, complement the entertainment commercial development within the “core” area as employees of MU-I zone patronize the entertainment and associated retail uses provided.



Western University

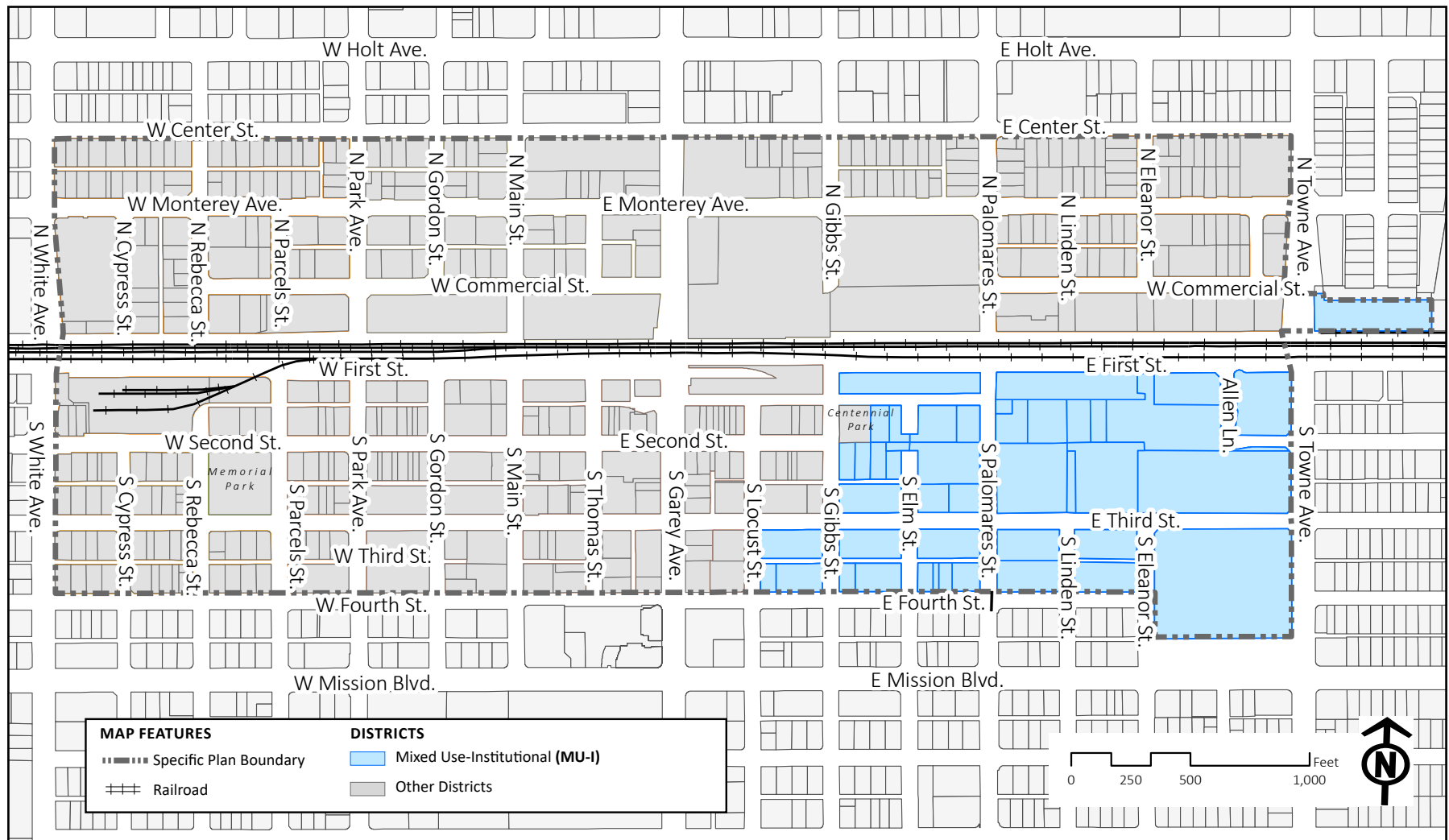


Figure 2-3, Mixed Use Institutional Map

B. Purpose and Form Standards

1. Purpose

The specific purposes of the Mixed Use-Institutional District are to:

- A. Provide areas for educational facilities, cultural and institutional uses, health services, parks and recreation, general government operations, utility and public service needs, and other similar and related supporting uses;
- B. Provide for the orderly, well-planned, and balanced development of institutional, commercial and mixed-use land uses compatible with the surrounding districts including the MU-CBD district;
- C. Provide opportunities for attached and multi-family residential development; and
- D. Promote pedestrian-oriented, mixed-use development at appropriate locations.

2. Form Standards

Form standards provide direction for the physical form of buildings, including specifying allowed density, height, setbacks and open space. Form standards for the MU-I district are contained within Table 2-2.

Table 2-2, Mixed Use-Institutional District (MU-I) Form Standards	
Standard	Requirement
Maximum Density (units/acre)	West of Palomares: 40 to 100 East of Palomares: 40 to 80
Number of Stories	3 minimum to 6 maximum
Minimum Setbacks, Residential-only Development	Subject to setbacks of the R-MF District
Minimum Setbacks, Nonresidential and Mixed-Use Development (ft)	See subclassifications below
<i>Front</i>	0
<i>Interior Side</i>	0
<i>Street Side</i>	0
<i>Rear</i>	0
Open Space (sf/residential unit)	Total/unit: 150 Private: minimum 50 sf for 50% of units Common: minimum 100 sf/unit



Surrounding the activity and intensity of the Downtown core, the Downtown neighborhood will be a neighborhood with a difference. It will feature the City's widest range of contemporary housing types, and a wide mixture of uses that are compatible with the district's housing, all concentrated within walking distance of the Downtown Core's theater, shops, restaurants, cafes, nightlife, and amenities.

-Pomona General Plan

3. Mixed Use-High Density Residential (MU-HDR)

A. Vision and Character

This Mixed Use-High Density Residential District includes residential, retail, service and office uses and is intended to function as a pedestrian precinct complementing the Downtown area. One of the Specific Plan objectives is to provide housing opportunities for households of varying economic means and social needs. To allow for variations in the marketplace, the land use plan has been designed with flexibility allowing shifts in residential densities and housing types, including housing for artists, educators, and work-live units, in addition to assuring a range of choices in price and lifestyle for future residents. This will result in a greater mixing of residents, incomes and lifestyles and a less insular neighborhood identity. With the location of the transit center within the MU-HDR district, this area is envisioned as a pedestrian friendly, high-density commuter residential neighborhood with ancillary retail, service and office uses. Residential products in this area will be a mix of lofts, apartments, town homes and condominiums at a variety of medium to high densities.

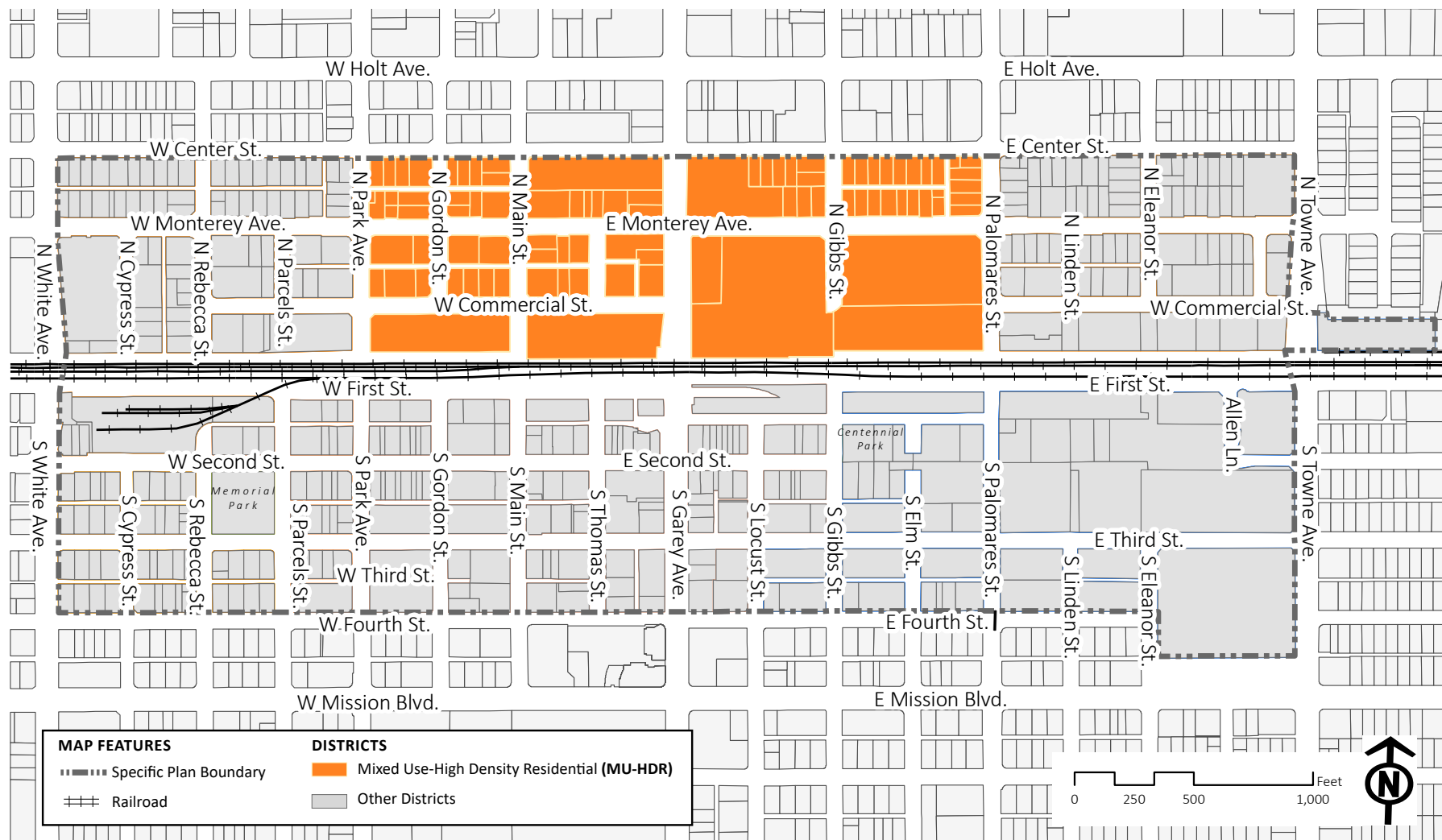


Figure 2-4, Mixed Use High Density Residential Map

B. Purpose and Form Standards

1. Purpose

The specific purposes of the Mixed Use - High Density Residential District are to:

- A. Provide for the orderly, well-planned, and balanced development of commercial, residential and mixed-use districts;
- B. Designate adequate land for a full range of local- and regional-serving retail and commercial services consistent with the General Plan to maintain and strengthen the city's economic resources;
- C. Provide appropriately located areas for a range of commercial uses that provide for a variety of good and services for residents, employees, and visitors;
- D. Provide opportunities for a mix of complementary uses that may combine residential and nonresidential uses or combine a variety of nonresidential uses on the same site; and
- E. Promote pedestrian-oriented, mixed-use commercial centers at appropriate locations.

Table 2-3, Mixed Use-High Density Residential Form Standards

Standard	Requirement
Density (units/acre)	40 to 100
Number of Stories	3 minimum to 6 maximum
Minimum Setbacks, Residential-only Development	Subject to setbacks from R-MF district
Minimum Setbacks, Nonresidential and Mixed-Use Development (ft)	See subclassifications below
<i>Front</i>	0
<i>Interior Side</i>	0
<i>Street Side</i>	0
<i>Rear</i>	0
Open Space (sf/residential unit)	Total/unit: 150 Private: minimum 50 sf for 50% of units Common: minimum 100 sf/unit

2. Form Standards

Form standards provide direction for the physical form of buildings, including specifying allowed density, height, setbacks and open space. Form standards for the MU-HDR district are contained within Table 2-3.

4. Residential Multifamily (R-MF)

A. Vision and Character

The Residential Multifamily District allows multifamily dwellings at densities that range between 70-80 maximum dwelling units per acre. The R-MF District is intended to provide areas for a wide variety of medium to high-density residential development. Housing types emphasize multiple units and include townhouses, condominiums, and apartment buildings. This district also provides for uses such as schools, daycare centers, parks, and community facilities that may be appropriate in a higher-density residential environment.



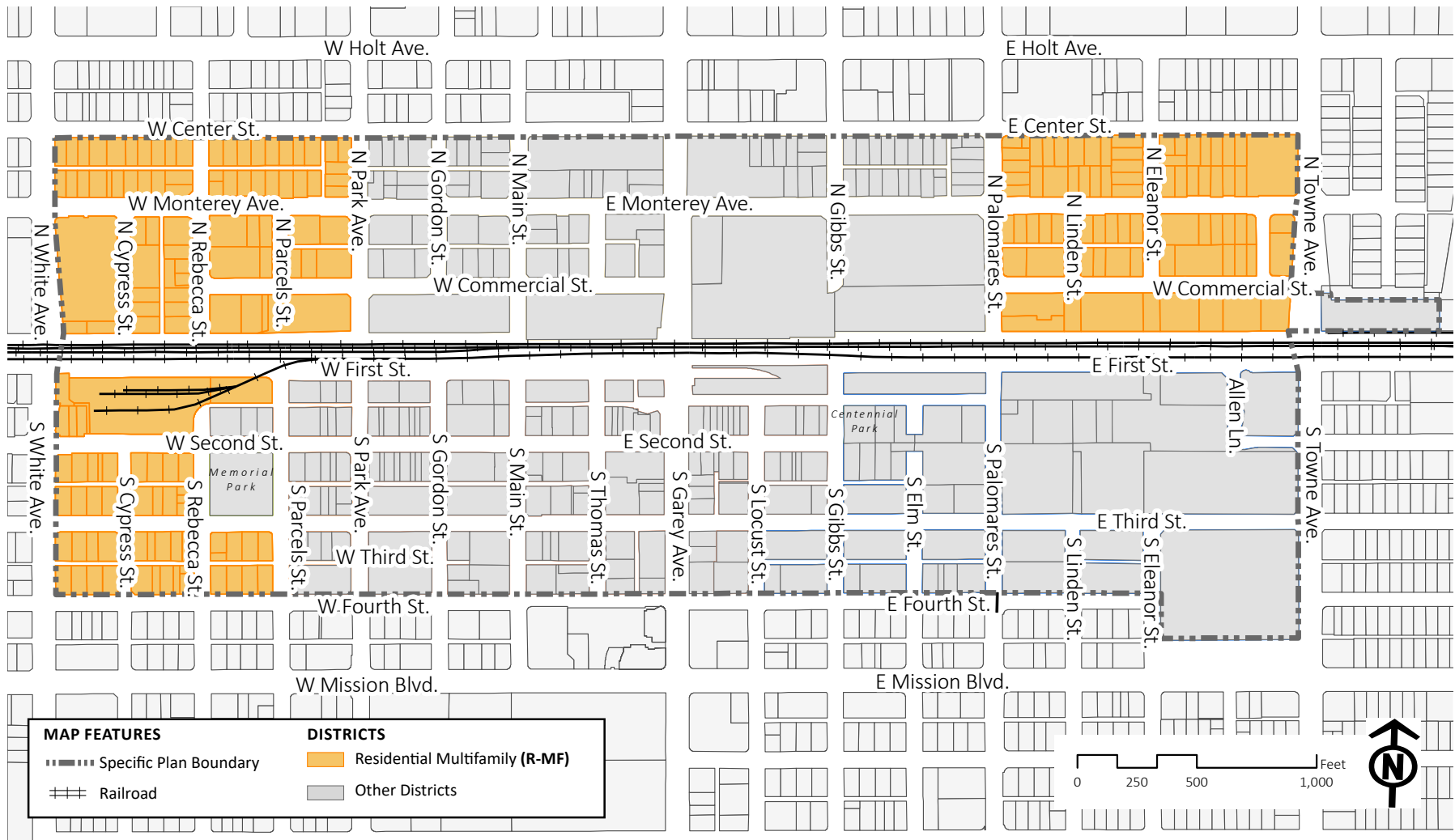


Figure 2-5, Residential Multifamily Map

B. Purpose and Form Standards

1. Purpose

The purposes of the Residential Multifamily District are to:

- A. Provide for a full range of multi-unit housing types consistent with the General Plan;
- B. Preserve, protect, and enhance the character of the City's different residential neighborhoods and the quality of life of City residents.
- C. Ensure adequate light, air, privacy, and open space for each dwelling.
- D. Ensure that the scale and design of new development and alterations to existing structures are compatible with surrounding homes and appropriate to the physical characteristics of the site and the area where the project is proposed.
- E. Provide sites for public and semi-public land uses such as parks, schools, daycare, and other uses that will serve City residents and will complement surrounding residential development.

2. Form Standards

Form standards provide direction for the physical form of buildings, including specifying allowed density, height, setbacks and open space. Form standards for the R-MF district are contained within Table 2-4.

Table 2-4, Residential Multifamily Form Standards	
Standard	Requirement
Maximum Density (units/acre)	South of Railroad Corridor: 40 to 70 North of Railroad Corridor 40 to 80
Number of Stories	South of Railroad Corridor: 4 maximum North of Railroad Corridor 6 maximum
Minimum Setbacks (ft.)	For attached single-unit dwellings, required setbacks apply to the ends of rows of the dwellings
Front	0
Interior Side	10
<i>Street Side</i>	10
<i>Rear</i>	10
Minimum Building Separation	See subclassifications below
<i>Between Residential Buildings</i>	15
<i>Between Residential Building and Accessory Building</i>	6
<i>Between Accessory Building</i>	6
Open Space (sf/unit)	Total/unit: 150 Private: minimum 50 sf for 50% of units Common: minimum 100 sf/unit

3. Incentives

A. Affordable Artist Work/Live Units

Developers that voluntarily provide affordable artist work/live units for new development within the Downtown Pomona Specific Plan may take advantage of development concessions that are intended to make such projects more financially viable.

- i. To qualify, the proposed work/live unit must:
 - a. At least 25% of all residential units must meet the standards of the Work/Live ordinance of the City of Pomona, including unit size and operations.
 - b. Work/Live units must be rented at fair market value, to be recorded against the property through a housing covenant.
- i. Upon qualifying as an affordable artist work/live unit, the following development concessions shall be granted:
 - a. A 50% reduction in total parking demand for proposed development.
 - b. A 25% reduction in required square footage of common open space for proposed development.

B. Privately Owned Public Open Space (POPOS)

Developers that voluntarily provide privately owned public open space (POPOS) as part of new development within the Downtown Pomona Specific Plan may take advantage of development concessions that will aid the City of Pomona in providing accessible public open space across Downtown Pomona.

To qualify, the proposed POPOS must:

- i. Be accessible to the general public.
 - a. For open plazas that do not require entry through a building, public access shall be 24 hours a day.
 - b. For public open spaces that require entry through a building or gate, public access shall be from sunrise to one hour after sunset.
 - c. For all proposed public open spaces, alternative hours requested by a private property owner are subject to review and approval by the Director of Development Services.
- ii. Follow the design guidelines for POPOS as indicated in 3.2.2—Downtown Placemaking Standards and Guidelines.

Upon qualifying as privately owned public open space, the following development concessions shall be granted:

- i. A 75% reduction in total common space requirements for proposed development.
- ii. POPOS will be considered common open space.

2.3 Land Use

An important component of this Specific Plan process is the provision of a mix of land uses that reflect the intended vision for each District. The uses shown in Table 2-5 as Permitted (P) are acceptable anywhere in the land use designation in which they are located. They will not require special conditions when developed in accordance with this Specific Plan. Several uses are shown as Conditionally Permitted (CUP) as a result of potentially incompatible characteristics. Conditional uses require special consideration so they may be properly located with respect to their effects on surrounding properties. This may be because of their hours of operation or their potential nuisance aspects such as light, odors, glare, or noise. Conditional Use Permits are subject to public review and require a public hearing before the Planning Commission.

2.3.1 Applicability and Thresholds

1. Applicability

Any use to be established on a property located within the Downtown Pomona Specific Plan is subject to the provisions of this section. All nonconforming uses are subject to Section 2.3.4 of this Plan, Non-Conforming Provisions

When a use is not specifically listed in the Land Use Matrix it shall be assumed that such uses are expressly prohibited. Proposed uses that are not explicitly listed in the Land Use Matrix may be permitted through the Substantial Conformance process, see Section 1.7.

2. Building Use Regulations

Table 2-5 specifies the various land uses that are allowed within each of the land use districts of the Downtown Pomona Specific Plan. The letter in the columns beneath the district designations describe the allowed uses category described as follows:

- P:* The use is permitted by right within the specified district (i.e., no discretionary application required).
- P2:* The use is permitted only in upper story levels, lower levels/basement or in the rear of a ground-floor building subject to the following provisions:
- In no event shall the rear use occupy more than 65% of the ground story area.
- M:* The use is only allowed within the specified district with the approval of a Minor Conditional Use Permit consistent with applicable provisions of the DPSP and Pomona Zoning Code.
- CUP:* The use is only allowed within the specified district with the approval of a Conditional Use Permit consistent with applicable provisions of the DPSP and Pomona Zoning Code.
- N/A:* Not Allowed in this zone district. A symbol of " - " also indicates a not-allowed use.

3. Review and Approval Process

A. Minor Conditional Use Permit

- i. Uses subject to a Minor Conditional Use Permit shall be approved, approved with conditions, or disapproved by the Planning Division. To approve a use, the Planning Division shall make the same findings as for a Conditional Use Permit as contained in the Pomona Zoning Ordinance. The Planning Division may impose conditions deemed reasonable and necessary to ensure that these findings are met.
- ii. An application for a Minor Conditional Use Permit shall not require a public hearing.
- iii. The action taken by the Planning Division is final unless appealed to the Planning Commission by either the applicant or a member of the Planning Commission within 20 calendar days of the action.

B. Conditional Use Permit

- i. Uses subject to a Conditional Use Permit shall be approved, approved with conditions, or disapproved by the Planning Commission, and are subject to the regulations and procedures pertaining to Conditional Use Permits contained in Section .580 of the Pomona Zoning Code.



Pomona Fish Market

2.3.2 Land Use Matrix

Table 2-5, Land Use Matrix				
	MU-CBD	MU-I	MU-HDR	R-MF
Residential Uses				
Single-Unit Dwelling, Detached	-	-	-	-
Single-Unit Dwelling, Attached	-	-	-	P
Two-Unit Dwelling	-	-	-	-
Multi-Unit Development	P	P	P	P
Work/Live Units	P	P	P	P
Family Day Care				
<i>Small</i>	P	P	P	P
<i>Large</i>	-	-	-	M
Group Residential	-	-	M	M
Residential Care Facility				
<i>Small</i>	P	P	P	P
<i>Large</i>	-	-	M	M
Residential Facility, Assisted Living	-	-	M	M
Supportive Housing	Transitional and supportive housing constitute a residential use and are subject only to those restrictions that apply to other residential uses of the same type in the same district.			
Transitional Housing				

Table 2-5, Land Use Matrix				
	MU-CBD	MU-I	MU-HDR	R-MF
Public/Semi-Public Uses				
Colleges and Trade Schools	C	C	-	-
Convention Center	-	C	-	-
Cultural Institutions	M	M	M	M
Day Care Centers	M	M	M	M
Government Offices	P2	P	-	-
Hospitals and Clinics				
<i>Hospitals</i>	-	C	-	-
<i>Clinics</i>	-	P	P	-
Instructional Services	M	M	M	M
Park and Recreational Facilities	P	P	P	P
Parking Lots and Structures	M	M	M	-
Performing Arts, Fine Arts, Dinner Theater	M	C	C	-
Public Assembly	C	C	C	C
Public Safety Facilities	C	C	C	C
Schools	C	C	C	C
Social Service Facilities	M	M	M	M
Tutoring Facilities	P	P	P	-

Table 2-5, Land Use Matrix

	MU-CBD	MU-I	MU-HDR	R-MF
Commercial Uses				
Alcohol Sales (On-sale only)	M	M	M	-
Alcohol Sales (Off-sale only)	C	C	C	-
Animal Care, Sales, and Services				
<i>Animal Sales and Grooming</i>	P	P	P	-
<i>Veterinary Services</i>	-	P	P	-
Art Sales and Services				
<i>Art Gallery</i>	P	P	P	P
<i>Artist Studio</i>	P	P	P	P
<i>Artisanal Manufacturing</i>	M	M	M	M
<i>Artist Cooperative (Co-op)</i>	P	P	P	P
Banks and Financial Institutions	P2	P	-	-
Commercial Entertainment and Recreation				
<i>Cinema/Theaters</i>	P	P	P	-
<i>Indoor Sports and Recreation</i>	P	P	P	-

Table 2-5, Land Use Matrix

	MU-CBD	MU-I	MU-HDR	R-MF
Eating and Drinking Establishments				
<i>Bars/Night Clubs/Lounges</i>	M	M	M	-
<i>Restaurant, Full Service</i>	P	P	M	-
<i>Restaurant, Limited Service</i>	P	P	P	-
<i>Restaurant, Take-Out Only</i>	P	P	M	-
<i>Drive Through</i>	-	-	-	-
<i>Outdoor Dining & Eating</i>	P	P	P	-
Food and Beverage Manufacturing (Small Scale)	P	P	-	-
Hotels	C	C	C	-
Maintenance and Repair Services	-	-	-	-
Nurseries and Garden Center	-	-	-	-
Offices				
<i>Business, Professional, and Technology</i>	P2	P2	P	-

Table 2-5, Land Use Matrix				
	MU-CBD	MU-I	MU-HDR	R-MF
<i>Medical and Dental</i>	P2	P2	P	-
<i>Walk-In Clientele</i>	-	P	P	-
<i>General Personal Services</i>	P	P	P	-
Private Garden	P	P	P	P
Recharging Station	P	P	P	P
Retail Sales				
<i>Convenience Markets</i>	P	P	P	-
<i>Food and Beverage Sales</i>	P	P	P	-
<i>General Retail</i>	P	P	-	-
Solar Energy Systems	P	P	P	P

2.3.3 Temporary Uses

1. Intent

The Downtown Pomona Specific Plan recognizes that a diversity of land uses and activity will contribute towards making Downtown Pomona a vibrant destination to live, work, and play. The purpose of this section is to encourage a variety of temporary uses on private property in Downtown Pomona while also establishing conditions to ensure that such temporary uses do not adversely affect the public health, safety, and welfare, are compatible with surrounding land uses, protect the rights of adjacent residents and land owners, and minimize any adverse effects on surrounding properties and the environment. This section will supersede any temporary use provisions in the Pomona Zoning Code for all parcels located within the Downtown Pomona Specific Plan. This section does not apply to any publicly-owned property, which is subject to a Special Event Permit.

2. Authority

The Development Services Director is authorized to approve, conditionally approve or to deny a Temporary Use Permit application. The Development Services Director may establish conditions and limitations to minimize detrimental effects on surrounding properties, including but not limited to hours of operation, provision of parking areas, signing, lighting, and traffic circulation access. A business license shall also be obtained.

3. Application

The property owner or the owner's authorized representative shall file an application for a Temporary Use Permit with the Planning division at least 30 days prior to the date the proposed use takes place. Non-profit organizations or other organizations with verifiable tax-exempt status are not subject to any fees associated with a Temporary Use Permit. For reoccurring temporary uses, the property owner or the owner's authorized representative shall file a single application for a Temporary Use Permit with the Planning Division with the predetermined dates at least ten days prior to the first predetermined date of the proposed use to take place. All reoccurring temporary uses may be approved for predetermined dates for up to three calendar months.

The Development Services Director may request additional documentation, such as traffic studies, operation plans, or other data necessary to adequately review a Temporary Use Permit application.

4. Approval

To approve a Temporary Use Permit application, the Development Services Director shall make the following findings:

- A. The proposed temporary use will be located, operated, and maintained in a manner consistent with the policies of the General Plan and the provisions of the Downtown Pomona Specific Plan.
- B. Approval of the application will not be detrimental to property or improvements in the surrounding area or to the public health, safety or general welfare.
- C. The proposed temporary use complies with the various provisions of this ordinance.
- D. All building, electric, plumbing, fire, encroachment or other permits required by city ordinances shall be obtained.

5. Permitted Uses

The following temporary uses are allowed on all private property located within the boundaries of the Downtown Pomona Specific Plan:

- A. Pop-up restaurant and retail. The temporary use permit shall be subject to the following conditions:
 - i. Limited to one restaurant or retail use for a 60-day day period.
 - ii. The sale of alcohol may be permitted subject to approval by Alcoholic Beverage Control (ABC).
 - iii. The proposed use shall obtain all necessary permits with the Planning and Building and Safety Divisions for interior tenant improvements proposed for the restaurant or retail use. Restaurant uses shall also obtain all necessary healthy and safety permits.
 - iv. The proposed signage shall abide by the Temporary Sign Permit regulations, with the exception to duration. The proposed signage shall be limited to the period approved for the temporary use permit.
- B. Other temporary uses which meet the required findings for Substantial Conformance.

2.3.4 Non-Conforming Provisions

1. Uses that legally exist and are permitted prior to the adoption of this plan, shall be classified as legal, non-conforming uses and are allowed to continue operation provided they do not cause any adverse health, safety, or aesthetic related impact(s) on the community. These uses are not allowed to expand to additional sites, locations or addresses in a zone where the use is not specified as a permitted use except as allowed herein and as approved by the Planning Commission under a Conditional Use Permit.

A legal non-conforming business may be sold or have a change of management, including a new building occupant or tenant with the same use as previously existed without having to revert to a use that is permitted by the applicable zone.

A legal non-conforming use may close for renovations that are approved by the City through a building permit or other discretionary permit, provided the closure does not last more than 120 days or as provided for by the City under the conditions of approval of a discretionary permit.

2. Commercial or residential use. When a legal non-conforming use closes (a cessation of regular business activity or residential occupancy of more than 180 days (6 months), or changes to a conforming use, or the lost or expiration of a business license, or the relocation of the business to another location or address, or the

suspension of utility services to the site, or the revocation of a conditional use permit for the use by the City, or the closure of the use is ordered by a public agency) the land use must revert to a use that is permitted by the applicable zone unless a continuation or reestablishment of that commercial or residential nonconforming use is approved by the Planning Commission under a Conditional Use Permit within three years of its closure as noted herein and said use is shown to be a use that will not create or produce adverse physical or aesthetic impacts to the site, adjoining properties or the surrounding area as a whole.

A revocation hearing will be held for a legal non-conforming use that displays a pattern of code violations or which create a public nuisance and if the use is revoked, it is deemed “closed” and must revert to a use that is permitted by the applicable zone. The continuation or re-establishment of a revoked non-conforming use may be allowed if it is shown, to the satisfaction of the Planning Commission under review of a Conditional Use Permit within three years of its revocation hearing, to have been sold or have a change of management, including a new building occupant and/or tenant, and that such continued or re-established use will not create or produce adverse physical or aesthetic impacts to the site, adjoining properties or the surrounding area as a whole as had lead to the original revocation.

3. Residential structures. When a legal nonconforming, residential structure(s) is/are demolished, deemed unfit for human occupation by a public agency, or otherwise destroyed or removed, the land use at that location must revert to a use permitted by the applicable zone. Where a legal nonconforming, residential structure is deemed to be unfit for human occupation by a public agency, the property owner may, within three years of the date deemed unfit and provided such structure has not become a public or attractive nuisance, rehabilitate said structure to a safe and sanitary condition as provided within the Uniform Codes, upon the Planning Commission's approval of a Conditional Use Permit and issuance of a Building Permit. A revocation hearing will be held for a legal non-conforming residential use that displays a pattern of code violations or creates a public nuisance and if the use is revoked, it is deemed "closed" and must revert to a use that is permitted by the applicable zone. The re-establishment of a revoked legal non-conforming residential use may be allowed if it is shown, to the satisfaction of the Planning Commission under review of a Conditional Use Permit within three years of its revocation hearing, to have been sold or have a change of management and that such re-established residential use will not create or produce adverse physical or aesthetic impacts to the site, adjoining properties or the surrounding area as a whole as had lead to the original revocation. Applicability thresholds shall not apply to legally nonconforming single-unit residential, which shall be subject to R-1-10,000 standards.
4. Commercial or residential use within a nonconforming structure. When a legal nonconforming use closes (a cessation of regular business activity or residential occupancy of more than 180 days (6 months), or changes to a conforming use, or the lost or expiration of a business license, or the relocation of the business or residence to another location or address, or the suspension of utility services to the site, or the revocation of a conditional use permit for the use by the City, or the closure of the use is ordered by a public agency) the land use must revert to a use that is permitted by the applicable zone, except that the same or substantially the same use may be re-established or established within said non-conforming structure within three years of its closure as noted herein when that structure was specifically designed and built for, and historically occupied by, the same or substantially the same type of use.
5. Non-conforming structures. When a structure that was built to all applicable standards and codes at the time of construction and under an appropriately issued Building Permit becomes nonconforming due to a change(s) to the development standards of the Downtown Pomona Specific Plan (including setbacks, height limits, landscaping, parking, architecture, equipment screening, storage, fencing, etc.), said structure may continue to be occupied or may be re-occupied by a use permitted within the underlying applicable zone which required the same standards consistent with those for the structure as it was originally constructed. Said occupation or reoccupation may occur at any time provided that the structure has been maintained in a safe and sanitary condition, has not become a public

or attractive nuisance, has not been physically altered in a manner that would reduce conformance to the original development standards at the time of original construction and upon approval of a Conditional Use Permit by the Planning Commission. Legal non-conforming structures may be sold or have a change of management, including a new building occupant or tenant with the same or substantially similar use as historically existed without having to physically alter or modify the structure or site to conform to the current development standards of the underlying applicable zone. When a legal non-conforming structure is deemed unfit for human occupation by a public agency, or otherwise destroyed or removed, any future structure(s) at that location must conform to the development standards of the underlying applicable zone. Where a legal non-conforming structure is deemed to be unfit for human occupation by a public agency, the property owner may, within three years of the date deemed unfit and provided such structure has not become a public or attractive nuisance, rehabilitate and re-occupy (with the same or substantially similar use) said structure to a safe and sanitary condition as provided within the Uniform Codes, upon the Planning Commission's approval of a Conditional Use Permit and issuance of an appropriate Building Permit.

A legal non-conforming structure may close for renovations that are approved by the City through a building permit or other discretionary permit, provided the closure does not last more than 120 days or as provided for by the City under the conditions of approval of a discretionary permit.

2.4 Signage

2.4.1 Intent

The signage regulations contained in this section are intended to promote the orderly development of new signage within the Downtown Pomona Specific Plan and to encourage the community to recognize, enhance, protect and promote Downtown Pomona's unique character and identity. The purpose of this section is to promote public safety and welfare by regulating signs with the following stated objectives:

1. Prioritize the pedestrian environment within the Downtown Pomona Specific Plan.
2. Encourage high quality sign design.
3. Assure that signs are sized and arranged to minimize clutter and prevent unsafe conditions.
4. Assure that signs harmonize with the underlying urban design district where they are located.
5. Assure that signs and their message are of sufficient size and design to be legible and easily read by the intended viewer.
6. Encourage creative and innovative approaches to signs within the context of Downtown Pomona.

7. Ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather than to serve primarily as general advertising for a business.
8. Ensure that signs on the façades of buildings reinforce the existing character and are integrated into the architectural scheme of the building.
9. Promote cohesiveness among signs on a single building.
10. Ensure that new signs on historical structures are sensitive to the historic character of the structure.

2.4.2 Applicability

The sign requirements in this section apply to all new signage within the boundaries of the Downtown Pomona Specific Plan. Where the provisions of this section conflict with Section .503-K or any other provisions of the Zoning Code, the Downtown Pomona Specific Plan shall prevail. Where this section is silent regarding signs, the Zoning Code of the City of Pomona shall be reviewed by the Planning staff to determine the applicability of the development standards in the Zoning Code.

2.4.3 Application Procedure

Except as exempted in Section .503-K of the Zoning Ordinance, all new signs, reconstructed signs, and sign alterations, except change of copy, require approval of a sign permit from the City of Pomona Planning Division, with permit types defined in Table 2-6. Building permits and/or electrical permits shall be obtained as required in accordance with the Uniform Building Code and/or National Electrical Code.



Pomona Fish Market Neon Sign

Table 2-6, Permit Types, Applicability, and Review

Type of Sign Permit	Applicability	Review Body	Apellant Body
Sign Permit	All new primary, secondary, and portable signs; repurposed signs; and alterations to existing signs beyond like-for-like replacement or repair.	Planning Division	Planning Commission
Master Sign Plan	As defined in .503-K C. 4	Planning Division	Planning Commission
Creative Sign Permit	Any new creative sign that cannot meet standards due to innovative features	Planning Commission	City Council
Minor Certificate of Appropriateness	All new signs on a registered historic landmark or district, as defined in .5809-13 (Historic Preservation)	Planning Division	Historic Preservation Commission
Temporary Sign Permit	All new temporary signs	Planning Division	Planning Commission

2.4.4 Sign Categories and Types

Commercial signage generally falls into one of the following four categories:

1. **Primary sign.** A business with one building frontage shall have only one primary sign, typically a wall sign, unless another type of sign is approved under a Creative Sign Permit. In cases where a Creative Sign Permit has been approved for a sign, that sign shall be designated as the primary sign. A business with multiple building frontages may have one primary sign on each building frontage.
2. **Secondary sign.** Secondary signs are usually installed in addition to the primary building sign. Typically they include awning signs, projecting signs and under-canopy signs; and are generally intended to be viewed by pedestrians. A business may have one secondary sign per storefront for the business.
3. **Portable sign.** Intended to be viewed by the pedestrian, portable signs are intended to be placed on the sidewalk in front of a business. They include sandwich board signs and "A"-frame signs. A maximum of one per business is permitted during hours of business operation only and is not counted as either a primary or secondary sign.
4. **Repurposed sign.** A repurposed sign may advertise a business no longer in existence and/or is a sign that has been preserved for use in a new location for the purpose

of improving the aesthetic quality of the location. Historic signs can add value to the Downtown area by providing artifacts of visual interest along building frontages.

5. **Historic sign.** A historic sign is one that is proposed to be located on a building that is registered as a federal, state, or local historic landmark. Such signs require a Minor Certificate of Appropriateness.
6. **Creative sign.** A creative sign cannot meet standards contained in this section due to innovative or creative elements unique to the sign. A creative sign, when approved, will take the place of a Primary sign for that respective building frontage. Creative signs are subject to approval by the Planning Commission.
7. **Temporary sign.** Usually meant for a special purpose and are used for short periods. Only one per tenant is permitted and is not counted as either a primary or secondary sign.

2.4.5 Permitted Signs

The following types of signs are permitted within the DPSP area provided they are consistent with the stated criteria and have an approved sign permit. When the word "shall" is used or specific standards are given, the criteria are considered standards. If the words "may" or "should" are used, the criteria is a guidelines and compliance is strongly recommended unless a suitable alternative can be substituted that achieves the same purpose.

1. A-frame Signs (Sandwich Board)

- A. A-frame signs shall not obstruct or interfere with pedestrian traffic on the sidewalk.
- B. A-frame signs shall be removed from the sidewalk when the business it is advertising is closed.
- C. Maximum area is 12 square feet per sign face.
- D. Maximum size is four feet high by three feet wide.
- E. A-frame signs shall not be permanently affixed to any object, structure or the ground.
- F. A-frame signs shall be professionally constructed using one of the following materials: plastic, wood or metal suspended from a wire frame, wooden A-frame signs with open bases, or shaped silhouette signs made of plywood, metal, or similar wood-like material that can withstand various weather conditions.
- G. Glass, breakable materials, paper, laminated paper, vinyl, plastic, PVC pipe frames, or illumination are not permitted materials for A-Frame Signs.

2. Awning and Canopy Signs

- A. Lettering shall be permitted only on the valance and shall not exceed six inches in height.
- B. Awnings with a solid color that is compatible with the building colors are preferred.
- C. Striped awnings may be appropriate for buildings without ornamental facades. Striped awnings with highly contrasting, bright colors may be visually blaring and are inappropriate.
- D. Only permanent signs that are an integral part of the awning shall be permitted.
- E. Awning signs shall be permitted only for first floor tenants.
- F. Awnings shall not be lighted from under the awning (back-lit) so that the awning appears internally lit. Lighting directed downwards that does not illuminate the awning is allowed.
- G. Awning and canopy materials are limited to matte finish canvas, glass, or metal.
- H. Translucent fabric and plastic are not permitted as awning or canopy material.

- I. Awnings shall be installed in a location that does not obscure transom windows, grillwork, piers, pilasters and other ornamental features. In openings with transoms, awnings shall be installed below the transom on the horizontal frame separating the storefront window from the transom.
- J. Shed awnings without end panels are the preferred awning style. Convex-shaped awnings may be appropriate for rounded arched window and door openings.
- K. Awnings should have simple horizontal valances. Scalloped or decorative valances are discouraged.

3. Building Edge Signs

- A. Building edge signs are permitted on buildings located on street corners.
- B. Edge signs shall include a graphic image relating to the business being advertised.

4. Exposed Neon Tube Signs

- A. Exposed neon signs are signs where the neon is exposed with or without a backing.
- B. Neon lighting shall not exceed 30 milliamps.

5. Hanging (under canopy) Signs

- A. Hanging signs shall only be used at ground floor locations and placed in front of the business frontage which it is advertising.
- B. Maximum area for a single face of a hanging sign is three square feet.
- C. The sign shall be a minimum of seven feet above the sidewalk.
- D. A maximum of one tenant per sign is permitted.

6. Low-Profile Monument Signs

- A. A low-profile monument sign shall have a base and sign face area above it.
- B. Use of architectural details such as cornices and materials that complement or reflect those on the building is required.
- C. Lettering shall consist of individual letters in a style and material that is consistent with the business use and/or the architectural style of the on-site building.
- D. Maximum height of the sign, including the base and sign face, shall be limited to four feet.
- E. Illumination shall consist of either external fixtures designed to complement the sign's appearance or halo-lighting.

- F. A maximum of one low-profile monument sign is permitted per property.
- G. The area around the base of the sign shall be covered with a minimum width of two feet of landscaping, rock, or other aesthetic material to soften the appearance of the sign.
- H. Low-profile monument signs may be located within any land use district in the Downtown Pomona Specific Plan, but are limited to properties where the main building is set back a minimum of ten feet from the front property line.
- I. Low profile signs shall only be used when other types of signage would not provide adequate identification.

7. Over-Sized Projecting Signs

Over-sized projecting signs shall only be permitted on buildings over two stories in height with approval of a Creative Sign Permit. Over-sized projecting signs shall be consistent with the following

- A. Project no more than two feet from a wall to which it is attached.
- B. Minimum of 10 feet above grade.
- C. One over-sized projecting sign is permitted per ground floor business with building frontage on a public street.
- D. Over-sized projecting signs shall be located directly in front of the business which it is advertising.

- E. Located no higher than the height of the finished floor level of the fourth floor of the building.

8. Projecting Signs

- A. The total area of a sign face of a projecting sign shall not exceed 3.5 square feet.
- B. The bottom of a projecting signs shall be seven feet above the surface over which it projects.
- C. Projecting signs shall not project more than four feet into a public right-of-way and shall not project closer than two feet from a curb.
- D. Projecting signs shall have a minimum thickness of 18 inches.
- E. Internally lit projecting signs shall have opaque face panels so that only the letters, logos, numbers or symbols appear to be lit.
- F. Projecting signs shall be a minimum of 15 feet from another projecting sign and 5 feet from an interior property line or line dividing two separate business frontages.
- G. Projecting signs shall hang from decorative metal brackets of a size and design appropriate to the sign and the architectural character of the building. The design of the sign bracket shall not distract or compete with the design of the sign.

9. Restaurant Menu Signs

- A. Must be a permanently mounted display box or freestanding display box on one or two poles where the menu is placed within a display box. The sign shall be located outside adjacent to the main entrance of the restaurant.
- B. Freestanding restaurant menu signs shall be removed from the exterior located when the restaurant closes.
- C. High quality materials and artistic designs shall be used in the construction of menu signs.
- D. Menu signs are not included in the total allowable square footage for a business.
- E. Maximum allowable sign area is six square feet.
- F. Menu signs shall be appropriate in size, location and design to the character and architectural detail of the building as well as the restaurant.
- G. Only one menu sign is permitted per restaurant.

10. Roof Signs

- A. Roof signs may be permitted under a Creative Sign Permit with the following restrictions:
 - i. Such signs shall only be located on buildings six floors or higher.
 - ii. Location. Permitted on non-local streets.

11. Temporary Banner Signs

- A. Temporary banners signs in the Downtown Pomona Specific Plan area shall be consistent with the following:
 - i. A Temporary Banner sign shall be permitted for a maximum of 180 days per calendar year for each business storefront.
 - ii. Maximum size of a temporary banner is no more than 45 square feet in area.
 - iii. Shall require approval of a Temporary Sign Permit.
 - iv. Temporary Banner Signs shall be continuously maintained. Banners shall be replaced if tattered or worn.

12. Tenant Directory Signs

- A. Tenant directory signs shall be constructed and oriented to the pedestrian.
- B. Maximum height is seven feet.
- C. Sign copy shall include only the building or project name, project logo, address, business tenant names, and suite numbers or letters.
- D. The letter size of the building name, project name, or logo shall not exceed four inches in height. All other copy shall not exceed two inches in height.
- E. Tenant Directory signs should be constructed out of materials that compliment both the building structure and its use.

13. Wall Signs

- A. Wall signs shall be located only on a primary or secondary building frontage and shall not extend above an eave or parapet.
- B. Wall signs shall have individual letters and may be either internally (except as cabinet signs) or externally lit.
- C. Maximum area of a wall sign is limited to 1.5 square feet per linear foot of building frontage.
- D. Wall signs are only permitted for businesses located on the first floor of a building and businesses located on the other floors when limited to one square foot per lineal foot of building frontage.
- E. Wall signs should be designed to create a clearly defined edge, provide shadow relief, and a substantial appearance. This effect is generally difficult to achieve by painting the sign directly on the building. For this reason, painted signs are discouraged.
- F. Wall signs shall be designed to be compatible with the storefront in scale, proportions, and color.
- G. Wall signs shall be mounted flush and fixed securely to a building wall, projecting no more than 12 inches from the face of a building wall, and not extending sideways beyond the building face or above the highest line of the building to which it is attached.

14. Window Signs

Window signs shall be consistent with the following criteria:

- A. Permitted for ground floor commercial throughout the mixed use districts within the specific plan area.
- B. Placement is limited to ground floor storefront windows.
- C. Window signs above the first floor are prohibited.
- D. Maximum of 20 percent of the window area of each window on front of building occupied by business displaying signs.
- E. Sign copy shall not exceed eight inches in height.
- F. Window signs should be created from high-quality materials such as paint, gold-leaf, or neon. Appropriate techniques for application of window signs include sandblasting or etching.
- G. Window signs shall be applied directly to the interior surface of the window or hung inside the window, such that all mounting hardware and equipment is concealed. Window signs shall not be more than 12 inches from the window surface.

15. Prohibited Signs

- A. Cabinet signs
- B. Pole signs
- C. Off-site signs, except where otherwise permitted
- D. Inflatable signs
- E. Internally lit awnings
- F. Statues, sculptures, large three dimensional props and parked vehicles or vehicle trailers used specifically for advertising
- G. Telephone numbers
- H. Captive balloon
- I. Roof signs except as approved under a Creative Sign Permit
- J. Super graphics, except as approved under a Creative Sign Permit

- K. Electronic center displays, except time and temperature signs
- L. Electronic Signs
- M. LED signs
- N. Freestanding banner signs
- O. Spinners

2.4.6 General Criteria

1. Sign Illumination

The following types of sign illumination are permitted within the DPSP:

1. A projecting light source is recommended for signs within the DPSP area. Use of small, unobtrusive fixtures for external (projection) lighting is encouraged. Avoid use of oversized fixtures that are out of scale with the sign and structure. Light sources shall be shielded and directed away from adjacent residential uses.
2. Back-lit signs, also referred to as halo-lit signs, consisting of opaque individually cut letters installed directly on a building.
3. Neon signs

2. Electrical Raceways and Conduits

Use of electrical raceways and conduits shall be consistent with the following:

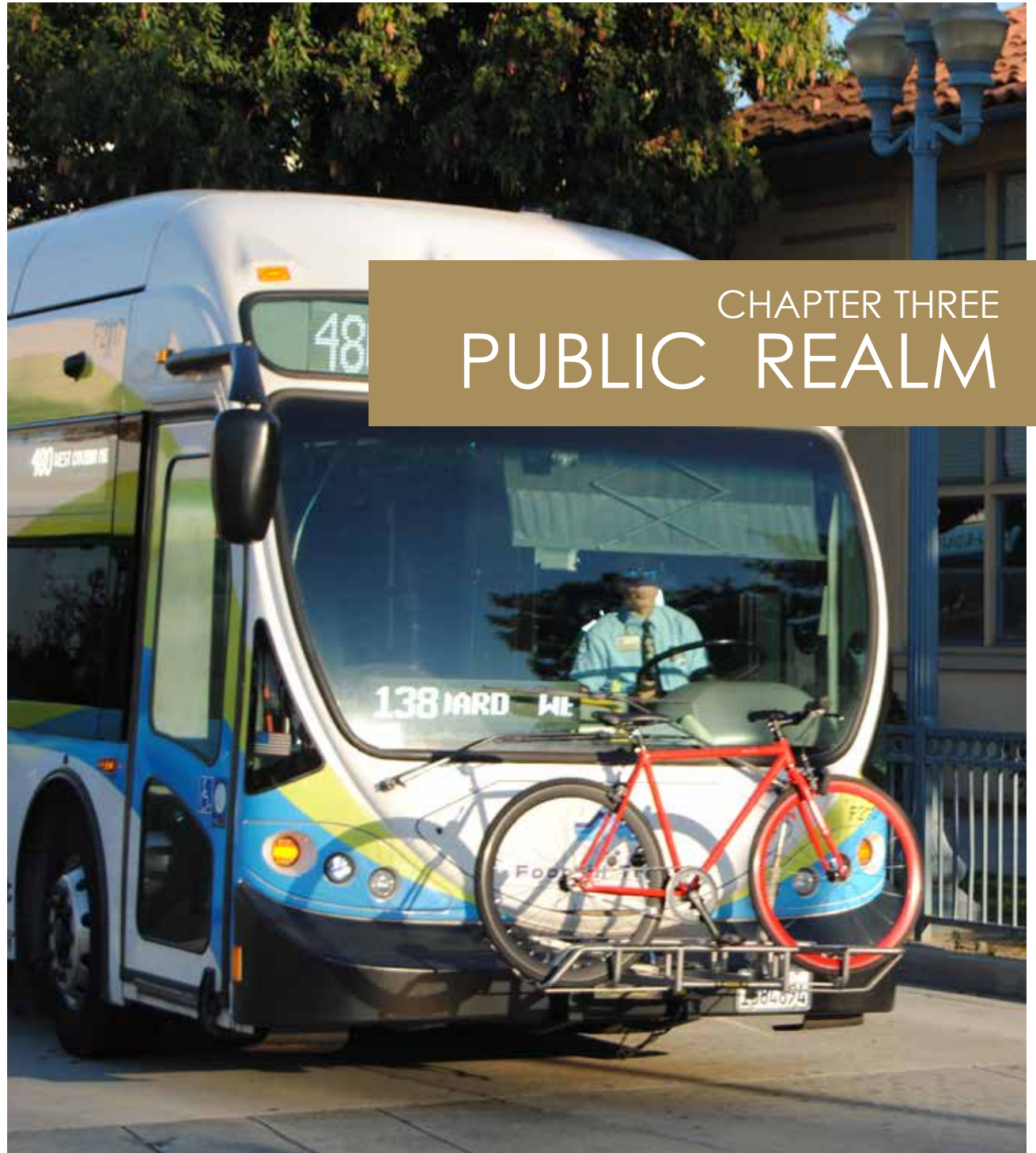
1. Electrical transformer boxes and raceways are required to be concealed from public view.
2. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway shall be finished to match the background wall or integrated into the overall design of the sign.
3. If a raceway is necessary, it should be as thin and narrow as possible and should never extend in width or height beyond the area of the sign's lettering or graphics.
4. All exposed conduit and junction boxes shall also be concealed from public view.

3. Sign Placement

Wall signs should be placed in the area of the façade historically used for this purpose such as the sign band between the storefront and the upper facade. Where no sign band exists, a wall sign shall be placed immediately above the storefront. For new construction, a sign panel should be included on the façade of the building directly above each storefront.

2.4.7 Nonconforming Signs

Minor repairs, maintenance, and upkeep of legal nonconforming signs are permitted but in no case shall the sign be modified or altered that would result in an increase of non-conformity. All signs that advertise a business that is no longer on site shall be considered abandoned and shall be removed within 60 days of the opening of a new establishment, unless the sign is approved under a repurposed sign permit. Any legal nonconforming sign destroyed by natural causes may be restored to its original state.



CHAPTER THREE PUBLIC REALM

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3.1 Introduction

The Public Realm chapter provides direction for external spaces that are publicly accessible within the Specific Plan. The public realm should complement land uses and buildings (regulated by Chapter 2 – Private Realm) and consists of the ‘everyday spaces’ that are used by people to socialize, play, work, shop, traverse and use for range of activities and social opportunities. The provisions contained within this chapter apply where improvements are proposed in public rights of way as well as publicly accessible spaces. This chapter addresses a range of topics including mobility, placemaking, and infrastructure and utilities. The mobility section emphasizes providing a range of transportation options including pedestrian improvements, bicycle network enhancements, vehicular circulation considerations, and transit services as well as parking strategies. The placemaking section envisions an inviting and functional public realm and includes guidance relating to historical landmarks, art in public places, parklets and plazas, pedestrian amenities, streetscapes, lighting and wayfinding. Lastly, the infrastructure and utilities section addresses public services and systems that provide backbone support for a successful downtown.



3.2 Mobility

3.2.1 Intent

One of the central directives of the Specific Plan is to create beautiful yet functional streets that include integrated transportation systems, provide pedestrian and bicycle links, and improve overall vehicular circulation. The beautification and mobility improvements for Downtown Pomona will strengthen the City's identity and move residents, visitors, goods, and services more efficiently. This chapter is organized into circulation, bicycle, pedestrian and transit networks followed by parking strategies.

3.2.2 Mobility Goals

Informed by the community engagement process, the mobility goals guide future multimodal transportation improvements.

- 1 Accommodate an effective public transportation system.
- 2 Improve accessibility for persons with disabilities.
- 3 Provide connectivity and accessibility to the Commuter Rail Station from Downtown areas.
- 4 Ensure an adequate supply of convenient parking for emerging development projects.
- 5 Provide for parking and circulation of bicycles.
- 6 Promote a pedestrian scale environment with enhanced pedestrian areas.



3.2.3 Circulation Network

Downtown Pomona is characterized by a traditional street system grid. The circulation network consists of streets (divided into arterial, collector and local classifications) that provides access to and from regional and local facilities and accommodates travel by various modes of transportation (automobiles, trucks, public transit, bicycles and walking). As shown in **Figure 3-1, Circulation Network**, streets are categorized using a hierarchical system of classification based on function, location, and design, and are assigned a classification based on the following descriptions.

Arterial

Arterial streets are generally high speed/high capacity roads that connect to major regional transportation facilities, such as the expressway system, and serve relatively long trips. Some designated arterials in Pomona are medium speed/medium capacity roads for intracommunity travel, usually providing direct connections from one side of the City to the other. Within Pomona high capacity roads are designated as “major” arterials and medium capacity roads are designated as “minor” arterials. Within the Specific Plan area, Holt Avenue is a prominent major arterial and Garey Avenue is considered a minor arterial.

Collector

Collectors are the ‘bridge’ between access and mobility in the functional classification system. These streets generally feature lower speeds and volumes than arterials and provide for circulation between neighborhoods (and not just within them). Their main function is to provide access for short trips and distribution to the arterial network.

Local

Local streets are low speed and low volume roadways that provide direct access to abutting land uses. Driveways to individual units, on-street parking, and pedestrian access are allowed.

The street grid system network supports convenient access to transit, with the Pomona Transit Center located centrally in the Specific Plan area. In addition, the downtown area benefits from lower speeds on arterial roadways. While the lower speeds reduce overall roadway capacity for vehicular traffic, lower speeds also provide an opportunity to increase the on-street parking supply and enhance the streetscape. Posted speed limits within the Specific Plan area range from 25 mph to 40 mph.

The Union Pacific Railway runs east-west through the Specific Plan area and can provide a barrier in the area. To address this challenge, an undercrossing is provided for Garey Avenue, White Avenue and Towne Avenue, while at-grade crossings are provided at Park Avenue, Main Street, and Palomares Street. A pedestrian bridge crosses the railway west of Garey Avenue near the Pomona Transit Center.

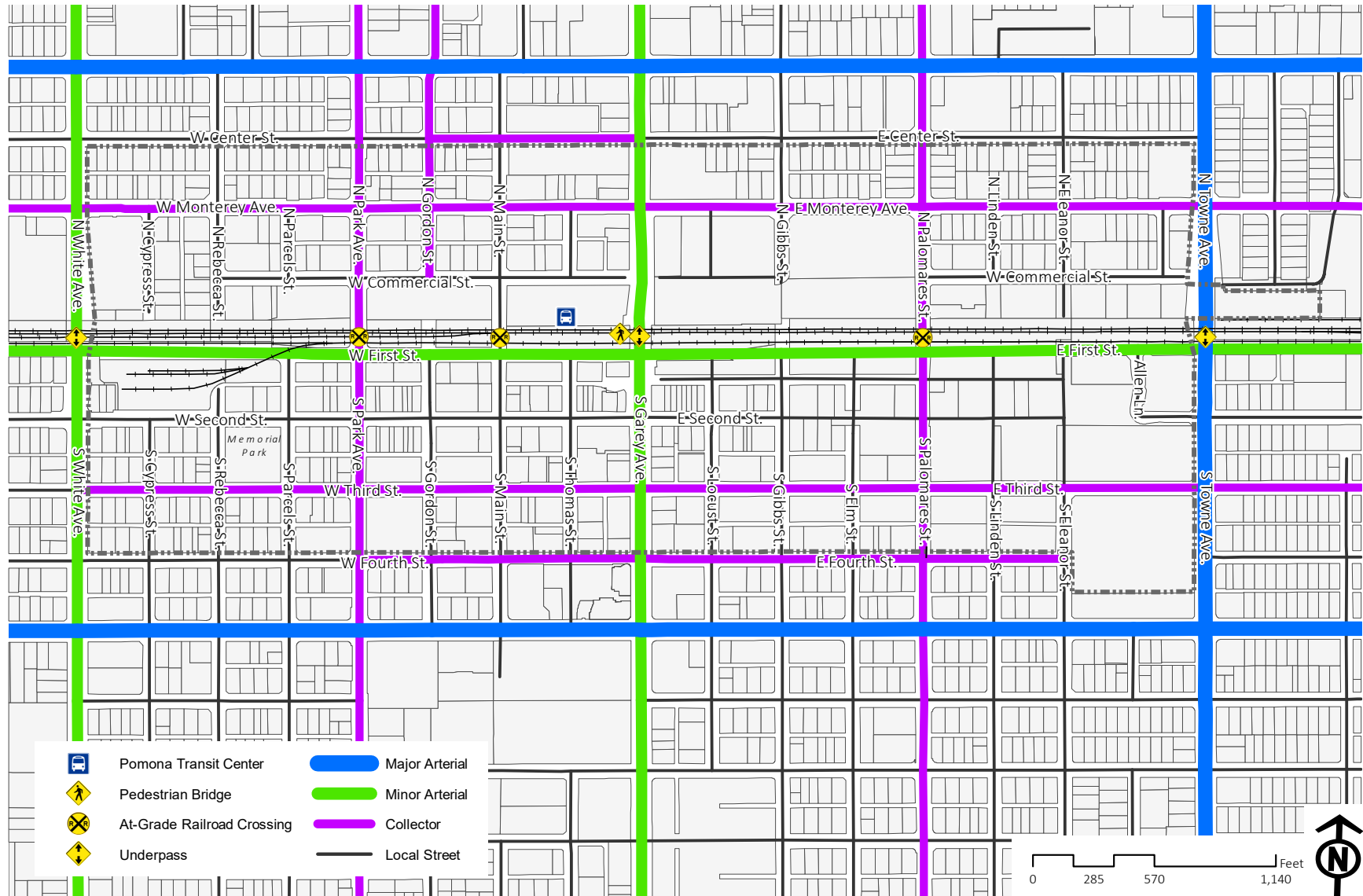


Figure 3-1, Circulation Network

A review of the Specific Plan area revealed a total of 409 driveway locations as shown in **Figure 3-2, Driveway Locations**. This includes one-way and two-way inbound and outbound driveway locations. Driveways create conflicts between vehicles entering or leaving a street and bicyclists and pedestrians riding or walking along the street. When possible, new driveways should be minimized and old driveways should be eliminated or consolidated. In addition, reducing the number of driveway locations will reduce conflicts and increase on-street parking opportunities. For this reason, the Specific Plan limits the maximum number of driveways/curb cuts with a single building along all streets to one two-lane curb cut or two one-lane curb cuts.

Public Realm Improvements

Streetscape Improvements

The City plans to implement phased streetscape improvements that will contribute significantly to the enhancement of the visual appeal and identity of key areas of the Downtown Pomona Specific Plan. Streetscape improvements have been designed to promote the type of change envisioned by the community by providing attractive and compatible environments for the desired types of new development, as well as for highly valued existing development.

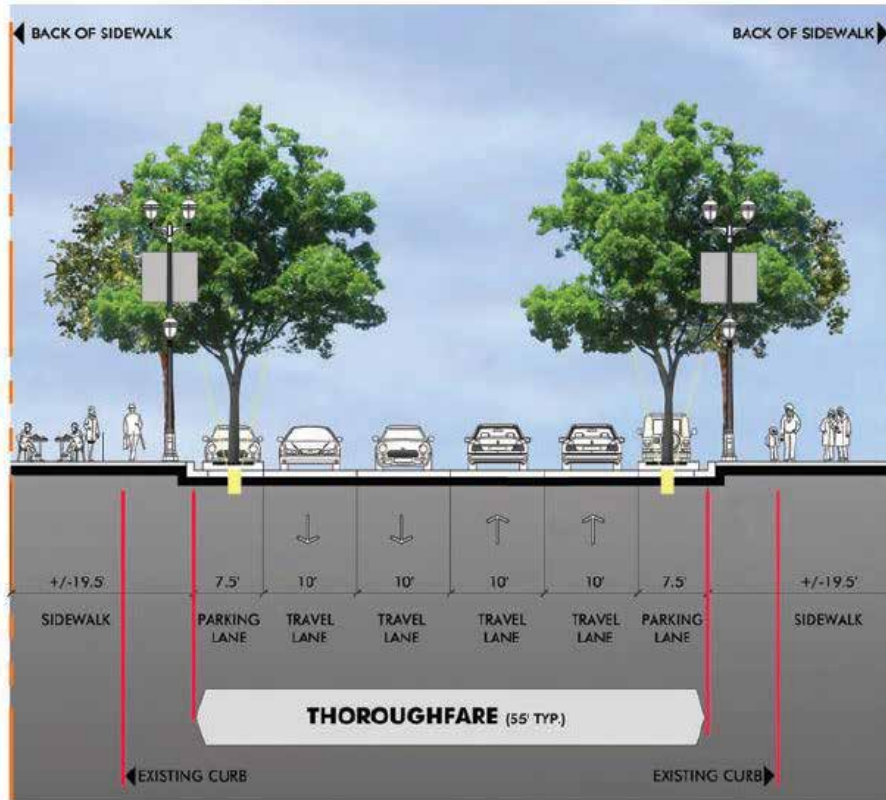
Implementation

Streetscape improvements will be installed and paid for by a combination of public and private investment. New private development in the Downtown Pomona Specific Plan boundaries will include the installation of sidewalk and landscaping improvements between property line and curb. Private investors will also provide payment for the costs of installing public improvements to the street centerline.

Public implementation of streetscape improvements will be staged over time, and as financial resources allow. Public implementation of streetscape improvements within the Downtown Pomona Specific Plan will provide improvements between curbs as well as improvements along public frontage areas of properties that have not yet been improved per the standards contained in this section.

Design

The design of specific streetscape improvements is integrated within the overall vision of Public Realm improvements within the Downtown Pomona Specific Plan. The integration of street design with building disposition and site improvements will result in the emergence of an increasingly cohesive and iconic Downtown Pomona.



Typical Downtown Boulevard Configuration

The following specific streetscape improvements shall be applicable to new development:

1. **Garey Avenue**—improvements along Garey Avenue between Fourth Street and Center Street.
2. **Second Street**—improvements to the portion of Second Street between South Main and Gibbs Streets.

Garey Avenue Public Realm Improvements

1. **Streetscape.** Street improvements will feature an approximately 19.5 foot wide widened sidewalk with no planter strip. Infill street trees are planted in individual tree wells.
2. **Street Lighting.** Double-head/arm pendant boulevard-scale street lighting with double-head/arm post-top pedestrian-scale luminaires located at sidewalks, with a spacing of approximately 56 feet on-center, centered between street trees. The boulevard-scale light source should be located 25-30 feet above finished grade, with double-arms perpendicular to the street centerline; the pedestrian-height luminaires are mounted on double-arms parallel to the street centerline, located 12-14 feet above finished grade, with double-arms parallel to the street centerline.

Streetlight poles shall contain pairs of banner arms with wind relief mounting devices.

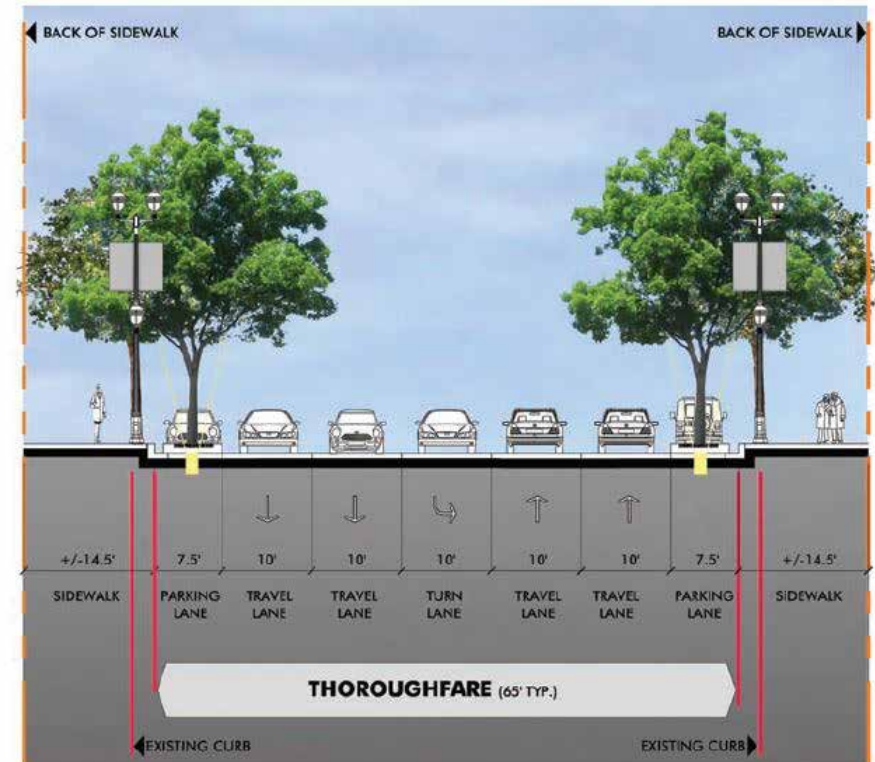
Where needed to supplement intersection lighting, single-arm pendant boulevard-scale street lighting located within the planter strip, at a sidewalk corner, or atop a traffic signal pole. Light source should be located 25-30 feet above finished grade.

Trees within parking lanes on curbed islands are each uplit from both front and rear with in-grade fixtures, on times to shut off after a late night hour designated by the City.

3. **Street Trees.** At sidewalk tree wells, trees are planted 28 feet on-center.

Parking lane trees are planted in curbed islands between every two parking stalls, within the parking lane at approximately 56 feet on center. Curbed islands are 6.5 feet wide by 8 feet long, offset from the existing face of curb by 12 inches to enable passage of existing drainage. Street tree trunks are asymmetrically positioned within the 8-foot length to allow for dissimilar front and rear parked vehicle overhangs, with the tree trunk centerline set back from face of curb by 3.5 feet at the vehicle front overhang and by 4.5 feet at the vehicle rear overhang.

4. **Transit Stops.** Special configuration of the streetscape at transit stops will require coordination with bus transit agencies for concept and final design.



Downtown Boulevard Configuration with Turn Lane



Antique Row on Second Street

Second Street Public Realm Renewal (South Main to South Gibbs)

These four core blocks represent less than half the length of the original nine blocks of the historic 1962 pedestrian mall streetscape improvements. They represent only an initial phase associated with recommended improvements on Garey Avenue.

Improvements are intended only to renew the appearance and physical integrity of the current streetscape and are limited to: refurbishment of existing street lighting, tree uplifting, and ornamental street signs; addition of benches; infill of damages or missing street trees and associated irrigation and planting beds; and rehabilitation of worn, exposed paving or planter wall surfaces. The configuration of existing lanes, parking, paving and drainage will remain unchanged.

1. **Street Lighting.** Three-head, post-top pedestrian-scale decorative street lighting assemblies with luminaires, arms, and accessories to match boulevard fixtures, to replace existing 3-head decorative luminaires and arms at existing poles—or to also replace existing poles if required, at present locations. The luminaire shall be of a cutoff type with opaque cap, shall have a large prismatic globe lens to diffuse and mitigate glare, and feature capability for interchangeable convention or LED light sources. Paint color applied to metal finishes to match existing streetlight paint color.

Where needed to supplement intersection lighting, single-head/arm pendant boulevard-scale street lighting located at a sidewalk corner or atop a traffic signal pole. Light source should be located 25-30 feet above finished grade.

Existing street trees within raised concrete planters (historic) within parking lane are each uplit by uplight fixtures from within the planters at both front and rear, on timers to shut off after a late night hour designated by the City.

2. **Furnishings.** Benches with arms may be mounted on the sidewalk-facing side of existing concrete planters. Refurbish and repaint existing decorative street name signs within existing raised concrete planters.
3. **Pavement Surfaces and Planter Wall Surfaces.** At sidewalk, parking, and travel lane surfaces –replace existing surfaces in disrepair with same materials, or as closely matched as is feasible. Existing exposed vertical planter walls and fountain walls—repair and refurbish cracked, chipped or water materials and surfaces.
4. **Street Trees.** Where existing street trees within raised planters are damaged or missing, infill with replacement trees of the original species at the largest practical size. Amend or repair planting pits, tree supports, soil media, and irrigation function as required.



Existing street furnishings

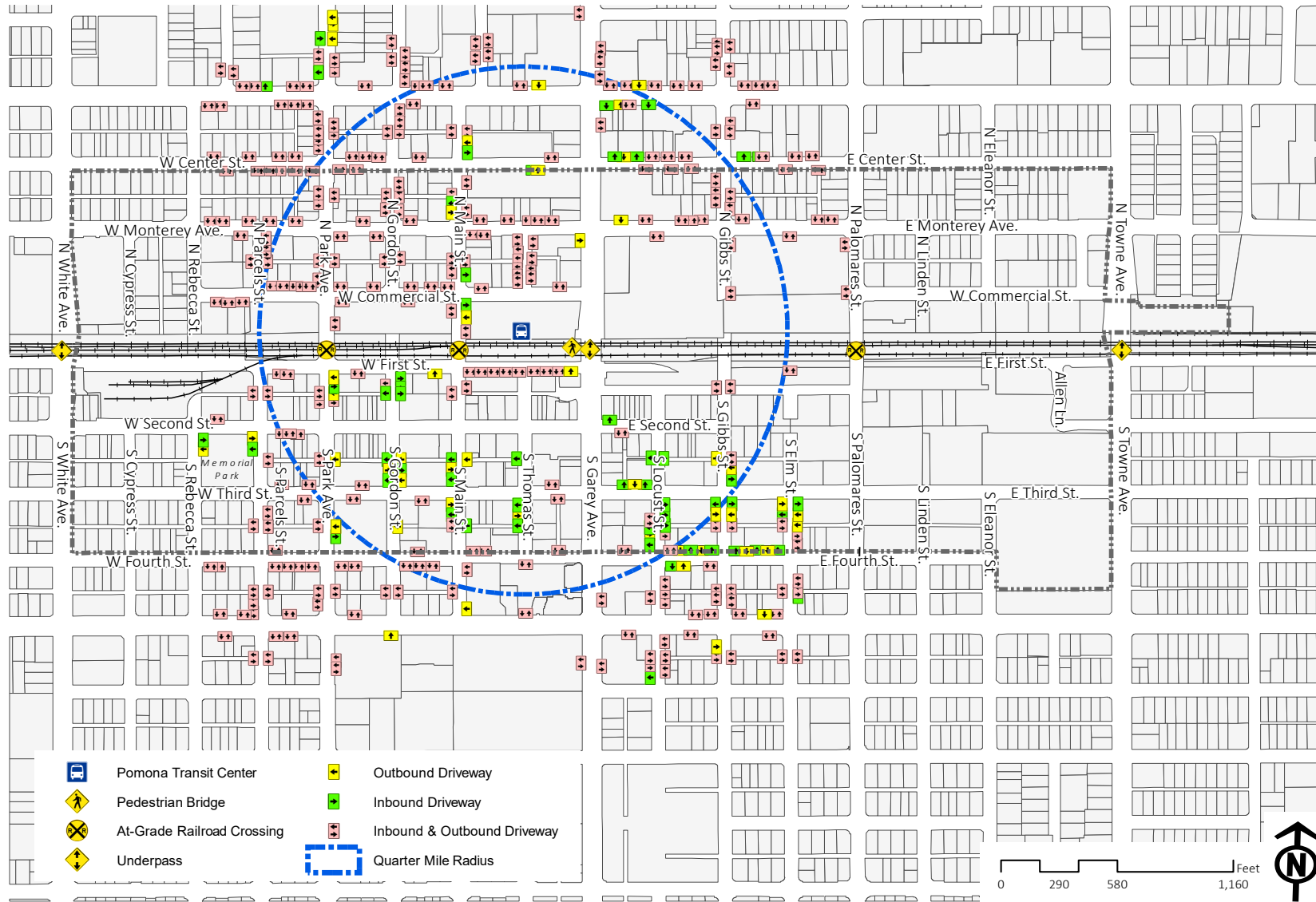


Figure 3-2, Driveway Locations

Circulation Policies

- 3.2.1 Retain the grid circulation system.
- 3.2.2 Accommodate citywide/regional traffic on Holt Avenue, White Avenue and Towne Avenue.
- 3.2.3 Draw citywide/regional traffic into Downtown along Garey Avenue.
- 3.2.4 Provide appropriate pedestrian, bicyclist, and automobile circulation within and between Specific Plan Districts.
- 3.2.5 Accommodate the current pattern of bus stops on Holt Avenue, Garey Avenue, White Avenue and Towne Avenue.
- 3.2.6 Provide landscaped medians to reduce the scale of existing major arterials and other significant roads such as Towne Avenue and White Avenue, as appropriate.
- 3.2.7 Reduce the number of driveway locations. When possible, new driveways should be minimized and old driveways should be eliminated or consolidated.
- 3.2.8 Promote ridesharing opportunities by encouraging the use of drop-off/loading zones.



3.2.4 Bicycle Network

The size, topography and climate of Pomona make it an ideal setting for bicycling with a significant portion of the community within a 10-minute ride from Downtown, as demonstrated in the Mobility and Access Component of the Pomona General Plan where policies are provided for existing and planned bicycle facilities. In addition, the Pomona Active Transportation Plan (ATP) describes detailed direction on how to continue progress toward a better bicycling and walking environment. The ATP does this by proposing a system of bikeways to connect neighborhoods to key activity centers throughout the City, developing support facilities such as bike parking, and education programs, and by identifying recommendations for improving bicyclist safety.

Bicycle facilities are typically divided into three distinct types as described below:

Class I (Bicycle Paths): Class I bikeways are completely separated from motor vehicle traffic, as in the case of an off-street path along a river or railroad corridor. Class I bikeways have varying widths, generally between 8 and 12 feet. Pedestrians are allowed on Class I paths.

Class II (Bicycle Lanes): Class II bicycle lanes are located on streets and allow bicyclists to utilize a separate lane of travel, usually five to six feet wide, separated from motor vehicle traffic by a six-inch white stripe.

Class III (Bicycle Route): Class III bikeways are designated by signs only. Cyclists share the travel lane with motor vehicle traffic on these routes. Some Class III routes have a wide outer curb lane while others carry low volumes of motor vehicle traffic, making a separate bicycle lane or wide curb lane unnecessary.

Class IV (Separated Bikeway/Cycle Track): Class IV separated bikeways are often referred to as cycle tracks or protected bike lanes. Class IV facilities provide for the exclusive use of bicycles, and are separated from vehicular traffic by a physical barrier such as flexible posts, inflexible barriers, or parking.

Planned bicycle facilities are shown in **Figure 3-3, Bicycle Network**, and are proposed on the following streets:

North-south:

- Palomares Street

East-west:

- Second Street

**CLASS I BIKE PATH****CLASS II BIKE LANE****CLASS III BIKE ROUTE****CLASS IV CYCLE TRACK**



Bicycle facility

Recommended Bicycle Facility Treatments

The following bicycling-friendly treatments may be considered along bicycle routes. These treatments are described in detail in Chapter 8 (Design Guidelines) of the ATP.

- Five to six-foot bicycle lanes
- Physically separated bicycle lanes with buffer
- Colored bicycle lanes
- Sharrows
- Accommodation at large intersections and freeway interchanges
- Signage and wayfinding



Figure 3-3, Bicycle Network

To support bicyclists and the use of the bicycle network, establishing a bicycle rack program for the installation of bicycle parking facilities at key locations such as transit facilities, civic uses, and other bicycle generators. This strategy is recommended to complement private development bicycle parking requirements established in Chapter 2, Land Use and Urban Form. Identified locations for bicycle parking include:

- Pomona Transit Center
- Pomona Post Office (580 W. Monterey Avenue)
- The Glass House/Fox Theater
- Western University

It is recommended that the City enhance the accessibility of transit to bicyclists by installing secure short-term bicycle parking in the form of additional bicycle racks and long-term bicycle parking in the form of bicycle lockers. Bicycle lockers allow potential transit patrons to ride to a transit station and board transit service without needing to take their bicycle along. These should be acquired and established at the Downtown Pomona Metrolink station. In addition, support facilities such as restrooms, showers, and changing facilities should be provided at this location to further facilitate bike commuter comfort and willingness to bicycle to and from these facilities.

As plans become more fully developed for bicycle facilities improvements, coordination with programs (such as Safe Routes to School) and interested stakeholders (such as Pomona Valley Bicycle Coalition and Pomona Police Department) should be facilitated.



Figure 3-4, Bicycle parking locations

Bicycle Network Policies

3.2.9 Design and build recommended bicycle facilities:

- Park Avenue – Bike Route (north of 3rd Street), Bike Lane (south of 3rd Street)
- Palomares Street – Bike Lane
- Monterey Avenue – Bike Route
- 2nd Street – Bike Route (east of Gibbs Street), future facility type to be determined (between Gibbs and Towne Avenue)

3.2.10 Provide additional bicycle racks at the following locations:

- Pomona Transit Center
- Pomona Post Office (580 W. Monterey Avenue)
- The Glass House/Fox Theater
- Western University

3.2.11 Consider bicycle lockers and supporting restrooms, showers, and changing facilities at the Pomona Transit Center.



Bicycle parking

3.2.5 Pedestrian Network

Creating an inviting and safe environment for walking in Downtown Pomona is an important community goal. The pedestrian network is addressed in this section and is complemented by public realm recommendations under Section 3.3 Placemaking, that describe streetscape design and amenities to support pedestrian activity.

Sidewalks and crosswalks are the primary facilities for pedestrian travel in the Specific Plan area. An inventory of existing gaps in the sidewalk network is included in the Pomona Active Transportation Plan (ATP) and is graphically shown in **Figure 3-5, Pedestrian Network**. Existing improvements include current sidewalks and the pedestrian bridge over the railroad tracks by the Pomona Transit Center just west of N. Garey Avenue.

Crosswalks are typically located at intersection locations controlled by stop signs and traffic signals, additionally shown in **Figure 3-5, Pedestrian Network**. Existing crosswalks are present by law at all intersections, whether marked or unmarked, unless the pedestrian crossing is specifically prohibited. Application of marked crosswalks is inconsistent and includes a combination of unmarked, marked, textured and ladder style crosswalk pavement markings. Consistent with the recommendations in the Pomona ATP, improvements such as zebra-stripe crosswalks, advanced stop bars, high-visibility continental or diagonal crosswalk marking patterns should aim to increase pedestrian visibility and driver awareness. Typical intersection improvements are illustrated in **Figure 3-6, Typical Intersection Improvements**.



Sidewalks to accommodate pedestrians, dining, and bicycle parking



Landscaped medians



Figure 3-5, Pedestrian Network, Source: Urban Crossroads

Typical Intersection Improvements

Potential enhancements to intersections include the following elements to be further tailored based on individual intersection needs:

- Zebra-stripe crosswalks to all crossings
- Pedestrian countdown signals to all crossing
- Audio signals to all crossings
- Advanced stop bars
- Advanced yield markings
- Advanced yield signs
- Bulbouts

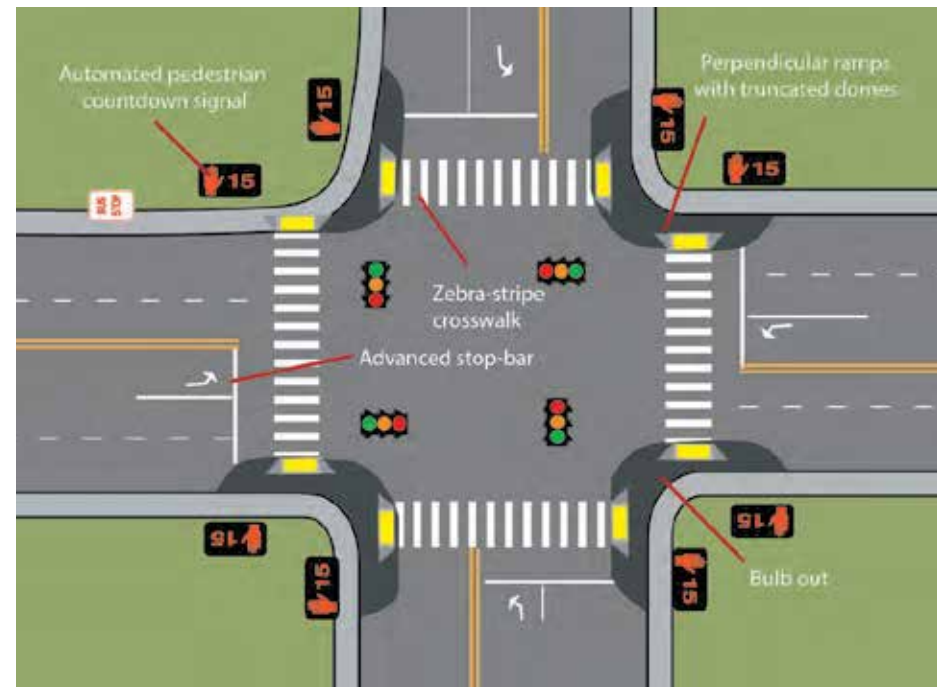


Figure 3-6, *Typical Intersection Improvements* , Source: Urban Crossroads

Pedestrian Network Policies

- 3.2.12 Construct missing sidewalk segments through the City's Capital Improvement Program and/or developer requirements.
- 3.2.13 Provide sidewalks with adequate widths (10-foot minimum on primary pedestrian corridors, 8-foot minimum on secondary pedestrian corridors and narrower sidewalks where it is required to be consistent with historic sidewalks) to allow for pedestrian travel, dining and auto transitional zones.
- 3.2.14 Upgrade crosswalks treatments with zebra-stripe crosswalks, advanced stop bars, high-visibility continental crosswalk marking patterns. Priority intersections include:
 - Pomona Transit Center
 - 2nd Street and Garey Avenue
 - 3rd Street and Garey Avenue
 - 4th Street and Garey Avenue
- 3.2.15 Provide pedestrian links and continuity between public gathering areas and other areas of interest, parking areas and attractions.

3.2.6 Transit Network

Public transportation in Downtown Pomona consists of both bus and rail service and can be characterized as the most transit-rich environment in the city. The Pomona Transit Center, centrally located within the Specific Plan area, provides a unique opportunity to promote transit-oriented development and land uses that benefit from access to regional transit service. The overall transit goal is to provide greater opportunity for residents and visitors to use public transit options by incorporating appropriate infrastructure in development plans to support transit as well as amenities to make these options appealing to users.

Regarding bus transit service, Foothill Transit, Omnitrans, and Los Angeles County MTA buses all operate within the City. Since the Pomona Transit Center is located centrally within Downtown Pomona, the Specific Plan area enjoys access to regional transit service from approximately ten routes according to schedules from Foothill Transit and Omnitrans. MTA operates two bus routes within Pomona connecting Downtown Pomona, Cal Poly Pomona, and the Lanterman Developmental Center with Downtown Los Angeles, Union Station, Cal State Los Angeles, and Mount San Antonio College. Refer to **Figure 3-7, Transit Network**, illustrating existing transit routes and bus stops within the Specific Plan area.

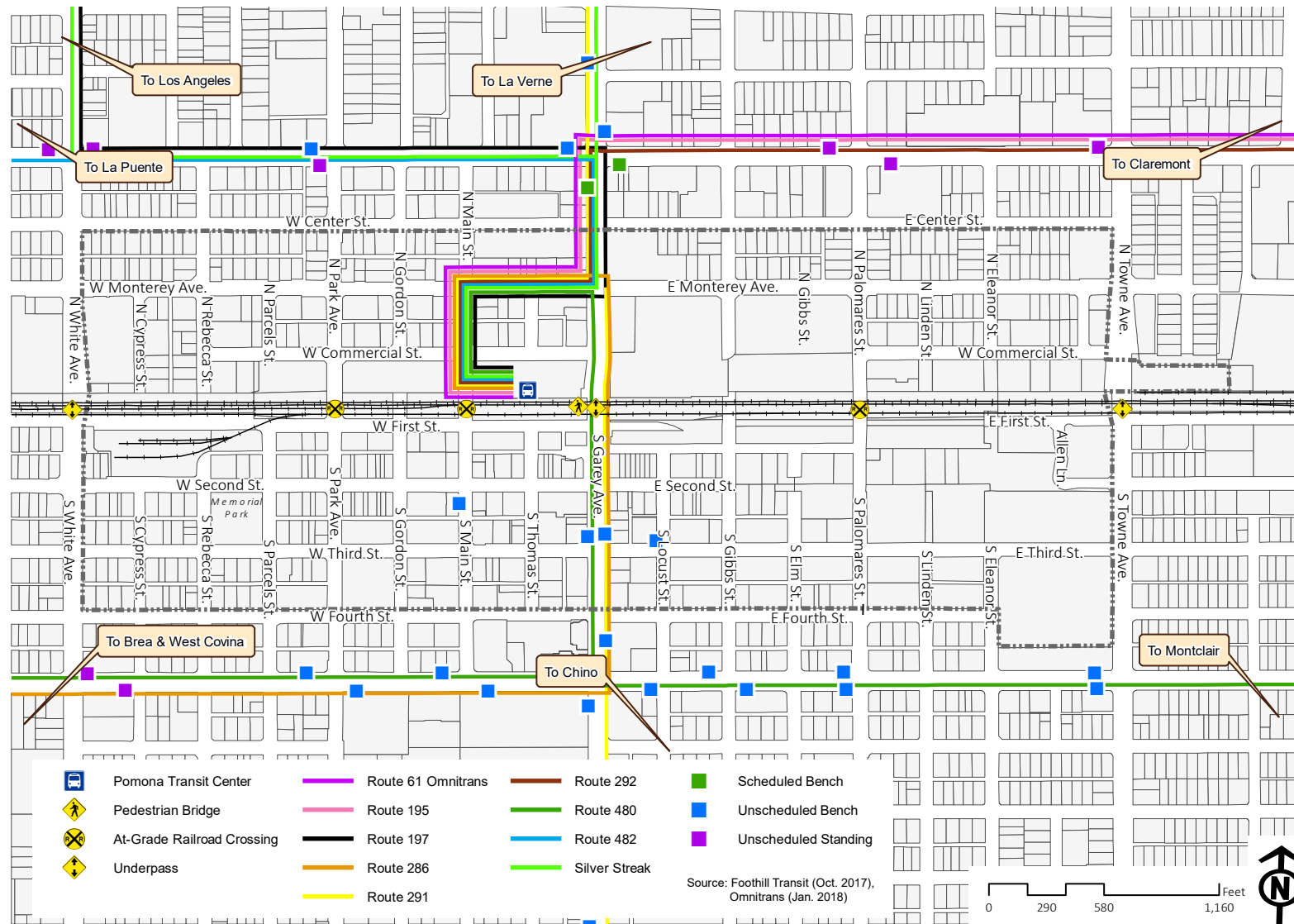


Figure 3-7, Transit Network, Source: Urban Crossroads

In addition to the transit services described above, the Pomona Valley Transportation Authority offers transportation programs to the area including the Pomona Valley Get About program for seniors and disabled and the Pomona Group Service which is open to the general public and available to groups of six or more rides. Further, Access Paratransit provides regional paratransit services in Los Angeles County for all locations within $\frac{3}{4}$ of a mile of an active bus line. This includes the entire City of Pomona.

In addition to the bus service described above, the Pomona Transit Center is served by rail service from Metrolink and Amtrak. The Metrolink Riverside line serves the Pomona Transit Center with destinations between Downtown Los Angeles and Riverside. Six trains stop in Pomona daily, with trains arriving every 30 minutes during the peak hour and peak direction, but there is virtually no “off-peak” service. No weekend trains currently operate on the Riverside line. Amtrak trains that stop at the Pomona Transit Center include the Sunset Limited and the Texas Eagle with service three times weekly in each direction. Providing rail service between Los Angeles and New Orleans, and between Los Angeles and Chicago, respectively.

Future transit infrastructure and service expansions are envisioned in the City’s General Plan and by the transit agencies that serve the City. The MTA Long Range Transportation Plan envisions an expanded regional transit system that may help sustain the increasing mode share of transit in Pomona. By providing greater frequencies and better transit access to regional destinations, transit use may become a viable option for travel. Better coordination between bus and existing Metrolink rail service also offers the opportunity to improve the appeal of transit in Pomona.

Planning for future transit services for Downtown Pomona requires an understanding of existing services, those that are planned, and those that could be developed, and integrating those services with the anticipated land use patterns. The primary role of the Specific Plan is to establish the planned land use/development pattern in support of existing and future transit services. As transit service planning and implementation is ultimately the responsibility of transit agencies and other regional planning organizations, a detailed transit plan is beyond the scope of the Specific Plan. However, identifying goals and strategies for encouraging transit use and mandating the consideration or inclusion of significant elements is appropriate for the Specific Plan and can help regional service providers maximize service potential within Downtown Pomona.

The following section provides guidance in developing services that integrate existing and new transit services with redevelopment in the Specific Plan area. Transit recommendations for adjacent Holt Avenue (where future Bus Rapid Transit may be made available) are addressed in the Pomona Corridors Specific Plan. Flexibility in implementation is provided in order to adapt to changes in potential services and development scenarios.



Transit Network Policies

- 3.2.16 Incorporate transit stops and amenities into the public frontage areas along primary corridors (such as Garey Avenue) and within development along secondary arterials such as White Avenue and Towne Avenue. Certain transit services, such as bus rapid transit or express service may necessitate including a very limited number of stops within the mainline section of Holt or Garey Avenue to meet performance specifications for the individual service point at the Downtown Metrolink station and transit center.
- 3.2.17 Consider expansion of the Pomona Transit Center should increase service require it.
- 3.2.18 Continue to coordinate with local transit agencies to maintain a high level of bus (or equivalent) service running along Garey Avenue and connecting to the North Metrolink station and the Downtown Pomona Transit Center.

3.2.7 Parking Strategies

Parking Setting

Parking for the Downtown is either self-contained or located within parking facilities that serve groups of buildings. The majority of the Downtown area south of First Street, including Western University, has shared parking provided in public parking facilities with additional on-street parking accommodations. Chapter 2, Land Use and Urban form, establishes parking requirements for individual developments, while this section describes public parking strategies. The Specific Plan allows for the conversion of parking lots in this area into structured parking where appropriate.

Figure 3-8 depicts existing public parking lots in and near the Specific Plan area. Additional spaces can be provided by increasing the heights of existing parking structures or converting parking lots to structured parking as the parking demand grows over time.



Future Considerations

Changing economic and demographic conditions will continue to influence future parking needs. Self-driving cars, parking guidance, peer-to-peer vehicle sharing, telecommuting, transportation network companies and other forward-looking technologies will continue to shape future parking demands.

The recent rise in popularity of Transportation Network Companies (TNCs) such as Uber and Lyft, has the potential to significantly change the future parking demands in the Downtown. The TNC model, in which users can request rides through their smartphones, provides on-demand transportation in personal vehicles with direct point-to-point trips. The use rather than ownership model of TNCs may over time substantially reduce the need for dedicated parking. In addition, on-demand transportation increases the need to promote accessible drop-off and pick-up areas at key locations in the Downtown.

TNCs represent only one technology that is changing traditional parking demands. Other smart parking technologies will allow the City to better manage parking availability, occupancy and enforcement. Using smart vehicle detection sensors, smart parking management systems are available allowing the City to actively manage parking resources real-time. This smart parking management approach streamlines enforcement and reduces traffic congestion related to vehicles searching for available parking.

The City will prepare a parking management plan to create a long-term strategy that will address future parking needs within the Specific Plan area. The parking management plan should also prioritize TNC accessible drop-off and pick-up areas. To facilitate better utilization of existing parking facilities, parking strategies should include wayfinding improvements and application of smart parking technologies to inform users of available spaces and pricing.

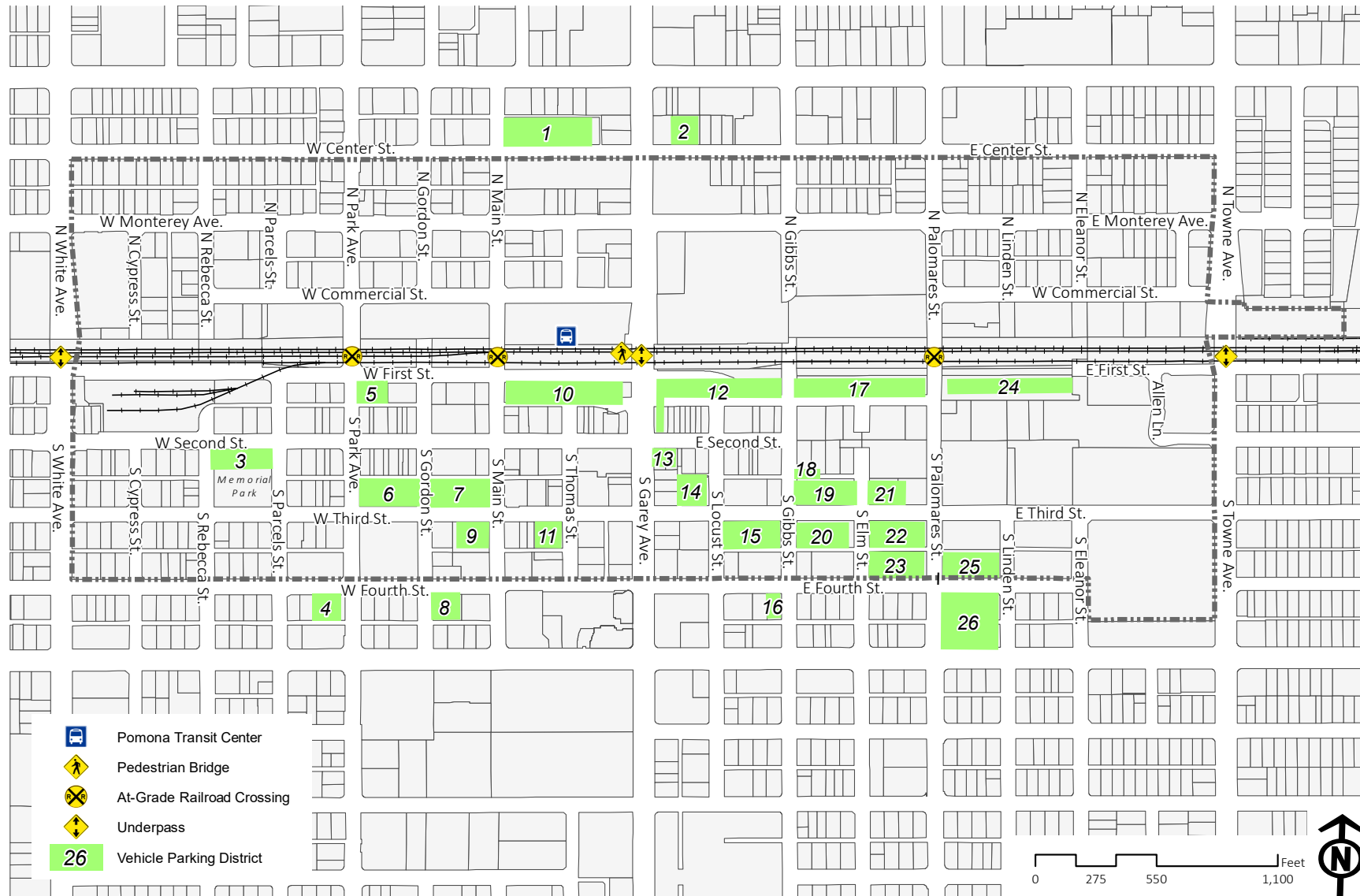


Figure 3-8, Public Parking, Source: Urban Crossroads



Street parking

Parking Policies

- 3.2.19 Prepare parking management strategy for Downtown.
- 3.2.20 Incorporate improved wayfinding and technology to optimize utilization of existing parking supply.
- 3.2.21 Periodically evaluate funding sources and mechanisms for expanded/updated parking facilities or parking structures.
- 3.2.22 Evaluate parking lot design and parking lot management to ensure continued security for users.
- 3.2.23 Pursue the expansion of on-street parking throughout Downtown Pomona.

3.3 Placemaking

3.3.1 Vision

Downtown Pomona possesses a distinct identity within the larger landscape of the City of Pomona. It will serve as a diverse and dense hub of activity for businesses, families, and visitors that also embraces and encourages public art opportunities and preserves historic and cultural resources. Defining what makes Downtown Pomona unique is inherently a collective activity that involves the feedback and participation of many stakeholders. To that end, the process of placemaking, which establishes connections between people, community assets and public space, serves as a useful vehicle in establishing Downtown Pomona as a unique destination where people want to work, live, and play.

The vision of this section is twofold: first, to illustrate existing pathways and recommend new ones for stakeholders designing and pursuing placemaking strategies in Downtown Pomona; second, to provide guidelines and standards regarding historic preservation, temporary uses, privately owned public open space, and streetscapes in the Downtown Pomona Specific Plan.



*Second Street*

The Downtown Pomona Specific Plan area is generally geographically divided into northern and southern sections by the Union Pacific Railroad right-of-way and into eastern and western sections by Garey Avenue. Historically, a relationship between bridging these portions of Downtown has not been established. In exploring placemaking strategies, the City of Pomona and stakeholders should consider improving key north-south connections, including at-grade crossings along Park Street, Main Street, and Palomares Street, underpass crossings at Garey, White, and Towne Avenues, and east-west connections running between Garey, White, and Towne Avenues, including Center, Monterey, First, Second, Third, and Fourth Streets. Activating these connections will allow for a more cohesive, connected Downtown Pomona.

3.3.2 Downtown Placemaking Standards & Guidelines

Historic Landmarks

Downtown Pomona includes several designated historic landmarks and the Edison Historic District and in general is home to a wealth of historic and cultural features with distinct architecture and streetscapes. Future development of mixed-use, high density uses must remain sensitive to existing historic resources and should be designed to highlight those attributes when feasible. Parcels located within the Downtown Pomona Specific Plan will be subject to the standards and guidelines of Pomona Zoning Code Section .5809-13, Historic Preservation. **Figure 3-9, Historic Areas and Landmark Structures** illustrates historic resources in and near the Specific Plan.



Fox Theater



Renovated YMCA

Historic preservation within Downtown Pomona should consider the following guidelines:

1. Proposed demolition of pre-1945 structures that are identified as “contributing” in the City of Pomona historic resources surveys may require the preparation of a historic survey conducted by a certified architectural historian, at the discretion of the Development Services Director.
2. The City of Pomona should consult local historic groups and other interested stakeholders in establishing a list of historic resources that should be incorporated into a broader placemaking vision for Downtown Pomona.
3. The design of new development located in Downtown Pomona neighborhoods with existing, historic housing stock should consider incorporating the architectural principles of these houses.
4. Whenever possible, existing historic landmarks within Downtown Pomona should be opened up to the general public through events and activities that increase community exposure to unique landmarks and history.
5. Placemaking strategies involving historic resources should be diverse and inclusive and represent the history and heritage of all people.

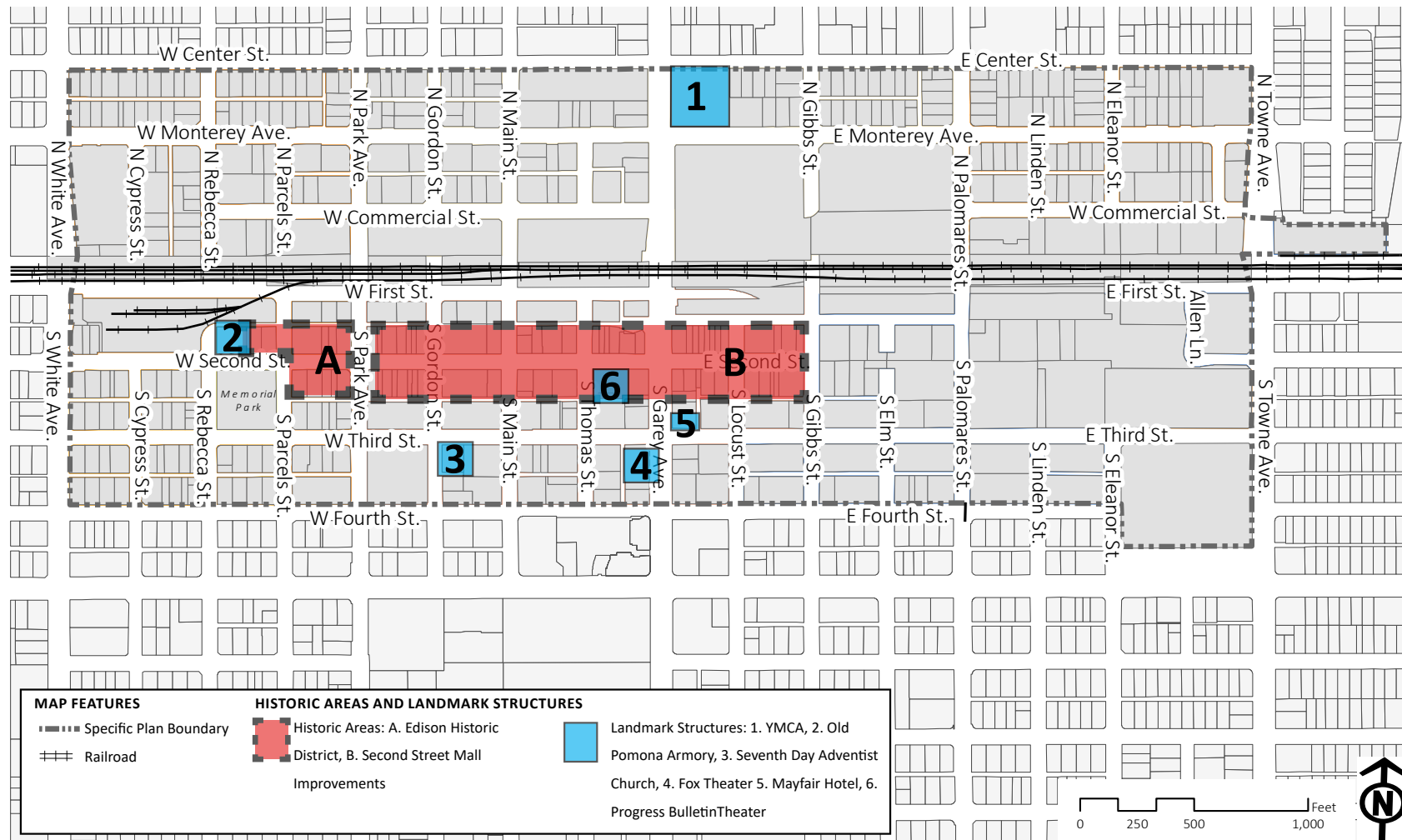


Figure 3-9, Historic Areas and Landmark Structures

Art in Public Places Program

The City of Pomona's Art in Public Places Program, adopted in 2011, encourages the development of public art citywide. As indicated in the Art in Public Places Manual, the mission of this program is to "increase citizens' appreciation of art, to improve the quality of life, and to enhance and identify Pomona as a unique community." The following principles should guide public art strategies in Downtown Pomona:

1. The vision of the Arts Colony which established Downtown Pomona as a place for the cultural arts extends to the entire boundary of the Downtown Pomona Specific Plan.
2. The Cultural Arts Commission and its Citizen's Advisory Committee, in conjunction with Development Services, should establish a strategic vision for implementing public art within Downtown Pomona, including identifying appropriate sites for the placement of murals and other public art.
3. The Art in Public Places program should increase understanding and enjoyment of art in Downtown Pomona and encourage interaction among residents, business owners, art patrons, and visitors across all socioeconomic and ethnic groups.
4. Downtown Pomona should serve as a destination that actively encourages an environment for artistic creativity and expression, which includes events, activities, and other initiatives.
5. All future development projects in Downtown Pomona should be encouraged to pursue public art on site that is accessible and visible. Development projects that also include a privately owned public space requirement should be designed in coordination with any Art in Public Places requirement.



Figure 4-6, *Examples of Public Art*

Public Property and Right-of-Way

The City of Pomona currently provides two pathways for stakeholders to activate public spaces in the city. The first is a Special Event Permit, issued by the Community Services Department for any event or activity taking place on public property or in the public right-of-way. The second is an Outdoor Dining Permit, issued by the Public Works Department for any restaurant that wishes to provide outdoor dining in the public right-of-way.

In an effort to further activate the public realm in Downtown Pomona and provide stakeholders additional opportunities to make use of unutilized or neglected spaces, the following uses are encouraged across all public property and public right-of-way within the Downtown Pomona Specific Plan boundary:

1. **Parklets.** A mini-park within the street right-of-way which extends the sidewalk, usually created by eliminating one or two parking spaces. May include a variety of uses including seating, tables, planting, and play elements.
2. **Temporary Pedestrian Plazas.** Temporary public open space created by closing a portion of the street to vehicular traffic and introducing street furniture and programming.
3. **Street Furniture.** Chairs, tables, and benches placed on sidewalks or other public right-of-way. Placement can be temporary or permanent, fixed or movable, depending on location and use. Businesses with active storefronts, such as restaurants or cafes, can sometimes place seats and tables in the public realm outside of their business as part of an outdoor dining permit.
4. **Active Alleys.** An alley comfortable for pedestrians and people on bicycles, as well as for vehicles. A green alley is built with materials and features that capture stormwater, reduce heat, and provide a more comfortable and aesthetically pleasing environment.
5. **Pop Up Music.** Concerts and other musical activities to enliven spaces for transit riders and pedestrians.

The City should consider implementing a series of **Public Realm Activation Guides and Applications for the Downtown Pomona Specific Plan** to establish new pathways for stakeholders to activate public property and public right-of-way.



Figure 4-5, Primary Streetscape Furnishings

Privately Owned Public Open Space (POPOS)

In addition to the City's parks and recreations facilities, privately owned public open space (POPOS) may be provided through development projects pursuing a development incentive (as defined in Urban Form—Incentives, Section 2.2.5.4.3). The following guidelines shall apply to all cases in which a development includes POPOS:

1. POPOS refers to spaces dedicated to public use and enjoyment that are also owned and maintained by private property owners.
2. POPOS should be open and inviting and visible to the general public, with clear sightlines and paths connecting to the public right-of-way.
3. POPOS should be located at the same elevation as the sidewalk and enhance pedestrian circulation, or, if at a higher elevation, provide visible access from the ground floor.
4. POPOS should be safe and secure with easily accessible paths for ingress and egress and sufficient lighting.
5. POPOS should be comfortable and engaging through the provision of amenities such as well-designed, comfortable seating, greenery and trees, and open areas.

Streetscapes

Streetscapes refer to the natural and built fabric of the street with a focus on the design quality of the public realm and its visual effect. The following components should be considered in the design and implementation of streetscape improvements carried out by Public Works. If streetscape improvements are proposed by stakeholders, it shall be subject to review and approval of the Public Works Department in coordination with Development Services.

Lighting & Furnishings

Site furnishings create a more comfortable and inviting pedestrian experience, and lighting improves safety and pedestrian circulation. Proposed lighting and furnishings should incorporate the following principles:

1. Outdoor furniture and hardscape such as trellises, planters, benches, bicycle racks, trash receptacles, etc., shall be provided within the public realm, and shall be coordinated in terms of colors, materials and design to reinforce a cohesive project identity.
2. Outdoor furniture shall be provided in public gathering spaces to encourage pedestrian activity. Design of materials and colors of outdoor furniture and hardscape elements shall complement surrounding building architecture.

3. Illumination shall be provided for entrances of buildings, in storefronts, parking areas, and pedestrian walkways to promote convenient, safe and easy identification.
4. Pedestrian-scale decorative light fixtures are encouraged. Lighting should highlight architectural elements and details.
5. The use of a variety of different lighting types and intensities at entries, public gathering areas, parking lots and other areas where evening activity occurs will help to create an exciting nighttime environment.
6. Public street lights should follow the adopted antique street light policy.

Tree Palette

A major unifying element of the Downtown design theme is the pattern of street trees. As part of the development of a City of Pomona Street Tree Planting Plan, the Public Works Department, in conjunction with the Parks and Recreation Commission, should develop specific tree palettes for major and minor streets in Downtown Pomona.

Intersections & Crossings

Areas where multiple modes of travel mix, including pedestrians, cyclists, and automobiles. In designing or improving intersections and crossings in Downtown Pomona, the following examples should be considered, among other best practices:

1. Provide crosswalk markings that identify a safe path for pedestrians to cross while also signaling to motorists to prepare to yield or stop.
2. Provide decorative pavement materials using different colors, textures, and patterns to distinguish crosswalk markings in different environments, which also helps to identify unique places within Downtown.
3. Provide raised crosswalks where feasible to provide pedestrian walkways at the same level of sidewalks, and which allows for traffic calming.
4. Provide corner bulbouts as curb extensions at intersection corners which improves vehicular turning movement safety and shortens pedestrian crossings.
5. Provide bicycle pavement markings to alert bicyclists and motorists of each other's presence as they approach intersections.

Wayfinding

Public signage in the right-of-way that helps orient pedestrians, cyclists, and automobiles around Downtown Pomona. Wayfinding initiatives should incorporate the following principles:

1. Signage should “explain the environment” around an individual and provide clear and accurate information to navigate.
2. Signage should only contain information that is relevant to the context of the area and not overburden an individual with unnecessary information.
3. Signage should be provided for local resident and transit rider experiences by providing information on “first mile-last mile” solutions, such as proximity to Metrolink, a bus station, bicycle stations, or other modes of public transit, as well as historic and cultural landmarks.
4. Signage should also be provided for visitor and tourist experiences by providing information on businesses, parking areas, and notable landmarks.
5. Signage should relate in design to adjacent streetscape improvements such as site furnishings and lighting.

The City of Pomona should consider implementing a Complete Streets Manual for the Downtown Pomona Specific Plan which provides strategies for implementing best practices in streetscape design. Two examples of streetscapes that should be considered for improvements include First Street between White and Towne Avenues, which lacks critical pedestrian and bicycling networks and building frontages facing the railroad, and Second Street between South Main and South Gibbs, which reflects the original 1962 pedestrian mall and the historic origins of the Arts Colony.

3.4 Infrastructure and Utilities

3.4.1 Introduction

Infrastructure and public services are essential to the success of the Downtown Pomona Specific Plan. Topics include water, wastewater, storm drainage, and dry utilities as well as public services including police protection, fire protection, schools, parks and recreation, and solid waste. This chapter describes infrastructure and public services and relevant policies that support the Specific Plan area.

3.4.2 Water

Water service within the City is provided by the Pomona Public Works Department with supply sources including groundwater, treated surface water, imported water and water conservation. Groundwater is the primary source of water supply for the City, supplemented by imported water from the Metropolitan Water District of Southern California (Metropolitan) via the Three Valleys Municipal Water District (TVMWD), local surface water from the San Antonio and Evey Canyon watersheds, and a small percentage of non-potable, recycled water.

Regarding water conservation, the City is signatory to the Memorandum of Understanding (MOU) regarding Urban Water Conservation in California and is a member of the California Urban Water Conservation Council (CUWCC). As a signatory, the City has pledged to implement 14 conservation Best Management Practices (BMPs). These BMPs include: water survey programs, residential

plumbing retrofit, system water audits, landscape conservation programs, public and school education programs, conservation pricing, and a low-flush toilet replacement program. In addition to the BMPs that are part of the MOU, the City plans to implement additional conservation programs to further discourage water waste and overuse.

Water Policies

- 3.4.1 Reduce water consumption through a program of water conservation measures, such as use of recycled water, water-saving features, and drought-tolerant landscaping.
- 3.4.2 Require that water saving devices, as required by the California Plumbing Code, be installed in all residential, commercial, industrial and institutional facilities within the Specific Plan area. Such devices are capable of reducing the amount of water used indoors, resulting in substantial wastewater flow reductions.
- 3.4.3 Explore opportunities to provide recycled water to irrigate all parks, plazas, community facilities, linear parks, landscaped front yards and buffer zones. Where reasonable and feasible, commercial uses, schools and non-residential mixed-use developments should provide with dual plumbing to enable indoor recycled water use for non-potable uses to the extent feasible.

The City's 2010 Urban Water Management Plan indicates that, due to its existing water rights and groundwater storage agreements, an adequate supply of water should be available, with normal conservation efforts, for projected demands through 2035. As individual development projects are initiated within the Specific Plan area, localized improvements to the water system would be required as part of project design and review.



Recycled water used for irrigation

3.4.3 Sanitary Sewer

Wastewater service within Pomona is provided by the City's Public Works Department, and collected wastewater is treated by the Los Angeles County Sanitation Districts (LACSD). The LACSD is a conglomerate of 23 independent special districts responsible for collecting, treating and recycling, and disposing of wastewater and industrial wastes. The City's wastewater is treated and disposed of at the LACSD Pomona Water Reclamation Plant located at 295 Humane Way in Pomona.

LACSD has adopted ordinances over time establishing legal mechanisms to protect and finance operations and facilities, including the Industrial Wastewater Discharge Permit, Connection Fee, and Discharge Programs. The Connection Fee Program requires all new uses of the LACSD sewerage system, as well as existing uses that significantly increase the quantity or strength of their wastewater discharge, to pay their fair share of costs for providing additional conveyance, treatment, and disposal facilities.

Implementation of the potential development allowed under the Specific Plan was addressed in the 2014 Pomona General Plan and EIR. Existing treatment plant capacity and infrastructure can accommodate planned future growth. As individual development projects are initiated within the Specific Plan area, localized improvements to the wastewater system would be required as part of the project design and review.

3.4.4 Storm Drainage

The Specific Plan area, as well as the majority of the City of Pomona, lies within the eastern boundary of the San Gabriel River Watershed. Because Pomona is largely built out, water quality is mainly affected by the City's storm drain system which is comprised of gutters and storm drains designed to prevent flooding by moving rain water away from city streets and directly into local rivers (which flow to the ocean). The southern portion of the City (which includes the Specific Plan area) discharges to San Antonio Creek/Chino Creek which is a tributary to the Santa Ana River. Pomona does not lie within a 100- or 500-year floodplain, as delineated by the Federal Emergency Management Agency (FEMA).

The primary regulatory control for the protection of water quality is the Federal National Pollution Discharge Elimination System (NPDES) permit administered by the State Water Resources Control Board (SWRCB). Further, Pomona is within the jurisdiction of the Los Angeles Regional Water Quality Control Board (RWQCB). The SWRCB and Los Angeles RWQCB establish requirements prescribing the quality of point sources of discharge and establish water quality objectives. In addition, the City of Pomona protects water resources by reducing the impact of pollutants from urban runoff through implementation of its Storm Water Pollution Prevention Program as required by the NPDES permit program. Further, the Pomona Municipal Code, Chapter 18 (Environment), Division 3 (Discharge Regulations and Requirements) sets forth regulations associated with stormwater.



Flow-through planters collect stormwater and filter sediment and pollutants

Development envisioned under the Specific Plan is primarily infill in nature. Therefore, only an incremental expansion in the quantity of net new impervious surfaces is expected as a part of future development. In compliance with federal, state, regional and local requirements, contractors constructing new development or redevelopment projects are required to implement best management practices (BMPs). As individual development projects are initiated within the Specific Plan area, localized improvements to addressing storm water and water quality would be required as part of the project design and review.

Storm Drainage Policies

- 3.4.4 Provide storm drain infrastructure to adequately serve new development and meet City standards.
- 3.4.5 Coordinate site design and building systems to remove pollutants from stormwater runoff prior to discharge to the storm drain system or receiving waters by creating a project that attempts to mimic a natural hydrologic regime through the use of site design and treatment strategies including, but not limited to:
 - Landscaped Setback Area/Open Space
 - Detention Basin/Pond
 - Retention Basin/Pond
 - Vegetated Swale/Strip
 - Rain Garden
 - Landscaped Tree Well
 - Grated Tree Well
 - Permeable/Pervious Paving
 - Waterscape
 - Rainwater Harvesting/Vault

3.4.5 Dry Utilities

Electricity Service

Southern California Edison provides electric service in the Specific Plan area. The current transmission and distribution system is anticipated to meet the demands of the proposed land uses. The City requires undergrounding of utilities pursuant to Chapter 62 – Utilities of the Municipal Code (Section 62-31. – Undergrounding of Lines).

Natural Gas

The Southern California Gas Company provides natural gas service for the Specific Plan area. SoCal Gas has facilities in the area and service would be provided in accordance with SoCal Gas policies and extension rules on file with the California Public Utilities Commission at the time contractual arrangements are made (project-by-project basis). In addition, energy conservation measures required by applicable energy conservation regulations (e.g. the California Green Building Code) will improve efficiency of long-term energy use for the Specific Plan area.

Telecommunications

Telephone service is provided by Verizon and internet/cable service is provided by Frontier Communications in the Specific Plan area. The existing system is anticipated to meet the demands of the proposed land uses.

3.4.6 Police Protection

The City of Pomona Police Department (PPD) provides local police services for Pomona. The PPD provides services in crime investigation, offender apprehension, community awareness programs, traffic control, and other services. Seven facilities provide police services in Pomona. Of these facilities, three provide first-response services and include the Main Station at 490 W. Mission Boulevard, the Traffic Bureau at 100 W. Commercial, and the Aero Bureau at 1905 McKinley. Implementation of the potential development allowed under the Specific Plan was addressed in the 2014 Pomona General Plan and EIR where policies are provided to reduce crime and ensure law enforcement as the City experiences future growth.

Police Policies

- 3.4.6 Consider public safety in the design of new development and public spaces by promoting the integration of Crime Prevention Through Environmental Design (CPTED) principles for new development and public spaces. The three key principles of CPTED are: Natural Surveillance, Natural Access Control, and Territorial Reinforcement.

3.4.7 Fire Protection

Fire protection services are provided by the Los Angeles County Fire Department (LACFD) and include fire, rescue, and hazardous materials prevention and emergency services. The LACFD uses national guidelines for response time targets which consist of five minutes for the first arriving unit for fires and basic life support and eight minutes for advanced life support (paramedic) in urban areas. Pomona is part of the LACFD Division III and the nearest fire department facility is Station 181 – Division and Battalion Headquarters located at 590 S. Park Avenue near the southern boundary of the Specific Plan area.

Any new development that would occur with the Specific Plan area would be required to comply with all applicable federal, state, and local regulations governing the provision of fire protection services, including adequate fire access, fire flows, and number of hydrants. LACFD has adopted the 2016 California Fire Code with certain local amendments. These project-specific requirements include construction standards in new structures and remodels, road widths and configurations designed to accommodate the passage of fire trucks and engines, and requirements for minimum fire flow rates for water mains.

3.4.8 Schools

The Specific Plan area is located within the Pomona Unified School District (PUSD) boundaries. Existing facilities include elementary, middle and high schools as well as opportunities for higher-level education. In the Specific Plan area, additional educational institutions range from The School of Arts and Enterprise (a charter school located at 375 S. Main Street and 925 N. Garey Avenue) and Western University of Health Sciences located in the southeastern quadrant of the Specific Plan area. Implementation of the potential development allowed under the Specific Plan was addressed in the 2014 Pomona General Plan and EIR where policies are provided to address potential increases in student generation, including payment of the State Department of Education Development fee in conformance with AB 2926, which was enacted to provide for school facilities construction, improvements, and expansion.

3.4.9 Parks and Recreation

The City of Pomona owns and operates a number of developed parks within the City. Two parks are located in the Specific Plan area: Centennial Park and Memorial Park. Pomona Civic Center Park is located just south of the Specific Plan area and several planned additions to this facility are identified in the General Plan Open Space Network.

As indicated in the 2014 General Plan, the City is striving to achieve a target of three acres of parkland per 1,000 residents. Municipal Code Section 70.69 Parks and Recreation Improvement requires dedication of park lands or payment of in-lieu fees, or a combination thereof, for the construction of new dwelling units. Funds collected are solely for the construction of park improvements. In addition, the Parks and Recreation Division in the Community Services Department provides recreation programs and services to the citizens of Pomona. As the City is largely built out, creative approaches are needed to increase available park space and improve the existing parkland system.

Policies provided below will support expansion of parks, recreation and public spaces within the Specific Plan area. Please refer to Section 3.3, Placemaking for additional discussion and policies regarding park space in the Downtown area.



Thomas Plaza

Parks and Recreation Policies

- 3.4.7 Support the development network of multi-purpose facilities to house visual and performing arts activities, such as exhibition, studio/class, performance, and theater/lecture space.
- 3.4.8 Consider allowing in-lieu fee payments based on the size of a project in higher intensity districts (such as Downtown) or for small developments.
- 3.4.9 Explore opportunities for adaptive reuse of historic or existing structures for performing and visual arts venues, as exemplified by the recently restored Fox Theater.

3.4.10 Solid Waste

The City of Pomona Public Works Department provides trash, recycling and special pickup services for the single-family residences, duplexes, triplexes and some fourplexes. Community cleanups coordinated by the City provide periodic neighborhood drop-off of bulky items for residents only. Franchise commercial waste haulers provide trash and recycling service for most fourplexes, all apartments with five or more units, as well as all commercial, governmental, and industrial facilities. Commercial haulers have non-exclusive, competitive franchise agreements and currently authorized franchise haulers include Athens Services, Burrtec Waste Industries, Valley Vista Services, and Waste Management.

Solid Waste Policies

- 3.4.10 All new development shall participate to the maximum extent practical in solid waste source reduction and diversion programs.



CHAPTER FOUR IMPLEMENTATION

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4.1 Introduction

This chapter outlines the implementation program for the Specific Plan. The implementation program includes the following components:

- An overview of the ways the Downtown Specific Plan can facilitate economic investment in the plan area;
- A review of existing economic conditions influencing current and future development potentials in Downtown Pomona;
- A summary of the types of new development that are likely to be successful in the Downtown area;
- Recommended high-priority action items for Specific Plan implementation;
- A review of potential funding sources/mechanisms for implementation of key Specific Plan initiatives;
- An overview of the State of California's Community Revitalization and Investment Authority legislation. This legislation provides local jurisdictions with many of the development tools previously associated with redevelopment agencies and may be a useful mechanism for implementation of the Specific Plan; and
- Identification of methods to leverage Opportunity Zone legislation and incentives.

Note that within this chapter there are numerous strategies and other entries that are universally applicable to many different communities. However, the ways in which they are ultimately adapted to Pomona will be somewhat unique and will depend on numerous specific conditions including available resources, the interrelationship of various programs, preferences of the applicable stakeholder groups, and other considerations. The City should consider implementing Architectural Design Incentives for the Downtown Pomona Specific Plan to promote and preserve the historical integrity of existing visible streetscape.



4.2 Attracting Private Investment and Providing Public Benefits

Effective implementation of a development plan typically involves both the public and private sectors. Whereas development of envisioned land uses is often “kick started” by various public sector initiatives, the ultimate goal of this type of planning effort is to attract desired private investment. Broadly speaking, there are two major ways that a municipality can facilitate private development:

1. By creating a “conducive development environment” that is consistent with prevailing market demand for various land uses. This may include the following types of actions or policies:
 - a. Zoning, design guidelines, etc. that are responsive to market needs at the individual-establishment level, while maintaining the overall character of the area that preserves and enhances its general marketability;
 - b. Information about the concepts, intent, etc. of the plan area to prospective investors/tenants;
 - c. Streamlined permitting and entitlement processes (i.e., minimizing the need for discretionary approval processes);
 - d. Area-wide “amenity” investments, including landscape and streetscape improvements;
 - e. Focusing of available resources to address critical issues (e.g., homelessness) that would otherwise serve as impediments to attracting businesses and consumers to the plan area;
 - f. Marketing programs to enhance the area’s identity and recognition among consumers;
 - g. Marketing efforts to attract targeted development and business types;
 - h. Coordinating or supporting placemaking initiatives at the neighborhood level, as part of an overall branding effort; and
 - i. Clearinghouse roles (e.g., coordination of funding resources and dissemination of information related to investment in the plan area).
2. By providing focused development support to area businesses, property owners, and key development projects. This can involve the following types of initiatives:
 - a. Facilitating financing of area-wide and/or project specific infrastructure requirements;
 - b. Facilitating the use of supplemental financing mechanisms to support needed services (e.g., security, landscape maintenance, etc.) in the plan area;
 - c. Assembling land for key “opportunity sites”; and
 - d. Providing loans and/or grants for various business and property improvement purposes such as building façade renovations.

4.3 Economic Conditions Influencing Development Potentials in Downtown Pomona

Downtown Pomona has made impressive progress since the original DPSP was adopted in 1994. Through growth of the Arts Colony – which was a prominent theme in the 1994 Plan – the area has developed a notable market niche for “nightlife” activities (attracting over one million visitors per year) and has experienced visible reinvestment in historic buildings. These accomplishments notwithstanding, the area has a number of remaining challenges to address. The area’s key strengths and challenges from a market perspective are identified below.

4.3.1 Strengths

- Excellent “institutional” anchors, including:
 - Western University of Health Sciences – a graduate school for the health professions offering degrees in osteopathic medicine, dental medicine, optometry, podiatric medicine, nursing, physician assistant studies, physical therapy, pharmacy, biomedical sciences and veterinary medicine;
 - The School of Arts and Enterprise – a public, charter high school focused on visual and performing arts;
 - The Pomona Transit Center – located in the heart of downtown (100 W. First Street), serving as a multi-modal Metrolink, Amtrak, Foothill Transit, and Omnitrans station;
 - Fox Theater – an architectural landmark that was completely renovated in 2009 (after being mostly closed since 1977) to provide a state-of-the-art facility for concerts, cinema, performances, and parties.
- An eclectic mix of arts/entertainment oriented businesses, which have helped to position the downtown as a regional destination for nightlife and special events.
- An organized business community, spearheaded by the Downtown Pomona Owners Association (DPOA), which effectively coordinates marketing, special events, enhanced security, and public realm beautification for a portion of the downtown area.
- An emerging “urban residential” market (most notably the highly successful Monterey Station apartment community located at the southeast corner of Holt Avenue and Garey Avenue).
- Additional planned private investment (residential, movie theater, retail), which will potentially serve as an effective catalyst for accelerated development in the plan area.

4.3.2 Challenges

- The area's "daytime economy" is limited, making it difficult to attract and retain quality retail businesses.
- The historic Antique Row, which also featured prominently in the 1994 DPSP, has long struggled to remain viable and is currently in a state of decline.
- Local business stakeholders recognize a longstanding need to diversify the retail tenant mix (to complement the evening-oriented arts/entertainment businesses).
- The limited (but gradually growing) housing stock in the immediate vicinity of the downtown limits the demographic potential for supporting additional neighborhood-oriented retail uses.
- Despite the progress made in terms of revitalization of key buildings, overall beautification (including almost-instant graffiti removal), and improved public safety, much remains to be done on the cleanup of vacant and underutilized properties and addressing larger social issues such as homelessness.

This section of the Implementation chapter describes several potential funding sources and financing mechanisms that may be important tools for implementation of the Specific Plan.

4.3.3 Reauthorization and Expansion of Property and Business Improvement District (PBID)

In California, there are two separate laws that authorize the formation of a Business Improvement District (BID): The Parking and Business Improvement Area Law of 1989 and the Property and Business Improvement District Law of 1994. Both laws enable a city, county, or joint powers authority (made up of cities and/or counties only) to establish a BID and levy annual assessments on businesses within its boundaries. Improvements which may be financed include parking facilities, parks, fountains, benches, trash receptacles, street lighting, and decorations. Services that may be financed include promotion of public events, furnishing music in public places and promotion of tourism. In addition to the above, the 1994 Act also allows financing of streets, rehabilitation or removal of existing structures, and security facilities and equipment.

The 1989 Act allows financing of marketing and economic development, and various supplemental municipal services such as security and sanitation. Neither law allows bonds to be issued by the BIDs.

Downtown Pomona has existing Property and Business Improvement District (PBID). The Downtown Pomona Owners Association (DPOA) and its associated funding mechanism – the PBID – have been instrumental in the significant progress the Downtown has made since the adoption of the original DPSP in 1994. Critical activities spearheaded by DPOA (and funded by the PBID) include:

- Marketing and special events;
- Maintenance of public areas (pocket parks, streetscape, etc.);
- A highly-effective graffiti removal program; and
- Private security patrols (to supplement City police services).

The existing PBID was established in 2004 and will need to be reauthorized by 2019. The existing PBID covers only a portion of the Specific Plan area. The DPOA is currently investigating options for expanding the area covered by the PBID as part of the reauthorization process. Alternatively, a new (separate) PBID could be established to cover the Downtown areas not included in the existing PBID. In either case, expanded PBID coverage will be a crucial element of implementing the updated DPSP.

4.3.4 Enhanced Infrastructure Financing Districts

Senate Bill No. 628, creating enhanced infrastructure financing districts (EIFDs) took effect on January 1, 2015. EIFDs are designed to fund infrastructure development and community revitalization, through issuing bonds, establishing a public financing authority, and adopting an infrastructure financing plan. EIFDs include a provision for using tax increment financing. A broad range of community development and revitalization projects can be funded through this mechanism. Given the limitations on PBIDs related to funding major infrastructure (since PBIDs cannot issue bond), an EIFD could provide an important means of funding Downtown infrastructure projects that are beyond the means of the City's General Fund and normal Capital Improvement Program.

Along with the EIFD, the bill allows a city/county to adopt an infrastructure financing plan and issue bonds upon approval of 55% of the voters. As excerpted from the Bill's text, the bond funds would be used to "finance public facilities or other specified projects of communitywide significance, including, but not limited to, brownfield restoration and other environmental mitigation; the development of projects on a former military base; the repayment of the transfer of funds to a military base reuse authority; the acquisition, construction, or rehabilitation of housing for persons of low and moderate income for rent or purchase; the acquisition, construction, or repair of industrial structures for private use; transit priority projects; and projects to implement a sustainable communities strategy." Prior to the adoption of an EIFD and infrastructure financing plan, the bill requires the legislative body to establish a public financing authority, which would be comprised of members of the legislative body of the participating entities and of the public. In addition, the bill would require the adoption of a "resolution of intention" that, among others would include the following:

- District boundaries
- Description of the proposed public facilities/development that would be financed or assisted by the EIFD
- Need for the EIFD and goals to achieve

The infrastructure financing plan, along with agreement from affected taxing agencies, would provide the mechanism to fund infrastructure projects through tax increment financing. Specifically, the bill authorizes the creation of an EIFD for up to 45 years from the date on which the issuance of bonds is approved. In addition, the bill would authorize a city, county, or special district that contains territory within an EIFD to loan moneys for projects/activities that are listed in the infrastructure financing plan. Finally, the city/county, through its infrastructure financing plan, could choose to allocate any portion of its net available revenue to the EIFD.

4.3.5 What is allowed

An EIFD can finance only public capital facilities or other specified projects of communitywide significance that provide significant benefits to the district or the surrounding community, including, but not limited to, all of the following:

1. Highways, interchanges, ramps and bridges, arterial streets, parking facilities, and transit facilities.
2. Sewage treatment and water reclamation plants and interceptor pipes.
3. Facilities for the collection and treatment of water for urban uses.
4. Flood control levees and dams, retention basins, and drainage channels.
5. Child care facilities.
6. Libraries.
7. Parks, recreational facilities, and open space.
8. Facilities for the transfer and disposal of solid waste, including transfer stations and vehicles.
9. Brownfield restoration and other environmental mitigation.
10. The development of projects on a former military base.
11. The repayment of the transfer of funds to a military base reuse authority pursuant to Section 67851 that occurred on or after the creation of the district.
12. The acquisition, construction, or rehabilitation of housing for persons of low and moderate income, as defined in Section 50093 of the Health and Safety Code, for rent or purchase.
13. Acquisition, construction, or repair of industrial structures for private use
14. Transit priority projects, as defined in Section 21155 of the Public Resources Code, that are located within a transit priority project area.
15. Projects that implement a sustainable communities strategy, when the State Air Resources Board, pursuant to Chapter 2.5 (commencing with Section 65080) of Division 2 of Title 7, has accepted a metropolitan planning organization's determination that the sustainable communities strategy or the alternative planning strategy would, if implemented, achieve the greenhouse gas emission reduction targets.

4.3.6 What is not allowed

Restrictions on EIFDs include the following:

1. An EIFD can only be created after the City/County after the specified conditions related to the wind down of the former redevelopment agency (if one was created by the city/county) have been satisfied.
2. Cannot divert property tax revenue from schools or from any non-consenting tax entity – any taxing entity contributing tax increment must consent and opt into the EIFD.
3. A district may not finance routine maintenance, repair work, or the costs of an ongoing operation or providing services of any kind.

Table 4-1, Differences between EIFD and IFD		
Category	EIFD	IFD
Created	Adopt infrastructure financing plan - city/county legislative body	2/3 vote of the electorate
Issue of bonds based on tax increment financing	55% vote of the electorate	2/3 vote of the electorate
Eligible projects	Broader range – e.g., transit, lmi housing, sustainable communities strategies, environmental remediation, etc., in addition traditional infrastructure projects	Public capital facilities (more limited)
Financing authority	Can dedicate more revenue sources to the funding of infrastructure – e.g., can devote portions of their periodic distributions from the Redevelopment Property Tax Trust Fund, funds received from the Mello-Roos Community Facilities Act of 1982 and funds from the Benefit Assessment Act of 1982, among others	More limited
Longevity	45 years from date bonds are issued or loans are approved	30 years from initial formation
Eminent Domain	Can exercise eminent domain powers under the Polanco Redevelopment Act associated with the cleanup of environmentally impacted properties	Not available

Source: Holland & Knight. <http://www.hklaw.com/Publications/Enhanced-Infrastructure-Financing-Districts-SB-628-Beall-11-12-2014/> (accessed on 5/20/15)

4.3.7 Landscaping and Light Act

The Landscaping and Lighting Act of 1972 created a flexible tool used by local government agencies to pay for landscaping, lighting and other improvements and services in public areas. As a form of benefit assessment, it is based on the concept of assessing only those properties that benefit from improvements financed, either directly, or indirectly through increased property values. Because it is considered a benefit assessment, a 1972 Act assessment is not subject to Proposition 13 limitations. The City of Pomona has several existing Landscaping and Lighting Districts (including, in the vicinity of the Specific Plan area, the South Garey Maintenance District).

4.3.8 Local Funding Opportunities Administered by the Los Angeles County Metropolitan Transit Authority.

The Specific Plan's focus on transit and transportation infrastructure provides an important nexus to potential funding opportunities administered by the Los Angeles County Metropolitan Transit Authority. Key funding programs are summarized in Table 6-2, Los Angeles County Metropolitan Transit Authority Key Funding Programs.

Table 4-2, Los Angeles County Metropolitan Transit Authority Key Funding Programs	
Funding Source	Eligible Uses Potentially Relevant to DPSP
Proposition A – voter enacted (1980) ½-cent sales tax in Los Angeles County. DPSP-relevant component: <ul style="list-style-type: none"> Local return program (25%) funds are distributed to cities on a per capita basis for public transit uses. 	Exclusively to benefit public transit (including fare subsidy programs).
Proposition C – voter enacted (1990) ½-cent sales tax in Los Angeles County. DPSP-relevant components: <ul style="list-style-type: none"> Commuter Rail/Transit Centers/Park-n-Ride (10% allocated on a call for projects basis) Local return program (20%) funds are distributed to cities on a per capita basis 	Capital costs of transit centers including facilities, access improvements, landscaping, bike lockers, rehabilitation, and other amenities. Commuter bikeways and bike lanes; fare subsidy programs.
Measure R – voter enacted (2008) ½-cent sales tax in Los Angeles County. DPSP-relevant component: Local return program (15%) funds are distributed to cities on a per capita basis for public transit uses.	Major street resurfacing, rehabilitation and reconstruction; pothole repair; left turn signals; bikeways; pedestrian improvements; streetscapes; signal synchronization; and transit.
Measure R – voter enacted (2016) ½-cent sales tax in Los Angeles County (increasing to one cent in 2039, at the expiration of Measure R). DPSP-relevant component: Local return program (16%) funds are distributed to cities on a per capita basis for public transit uses.	Major street resurfacing, rehabilitation and reconstruction; pothole repair; left turn signals; bikeways; pedestrian improvements; streetscapes; signal synchronization; and transit.
Transportation Development Act (TDA) – a Local Transportation Fund (LTF) for each county derived from ¼ cent of the 7/25 statewide retail sales tax. DPSP-relevant component: TDA Article 3 (2% allocation for bicycle and pedestrian facilities), distributed to cities based on a population formula.	Bicycle and pedestrian facilities.

Measure A was passed by Los Angeles County voters in November 2016 and will replace funding under Proposition A passed in the 1990's. The measure adds a parcel tax of one-and-a-half cent per square foot of developed property. The measure is projected to raise \$94 million annually. The funds will go directly to cities and local communities to protect, enhance and maintain neighborhood parks, open space, trails, beaches, natural habitat and rivers, creeks and streams.

4.3.9 State of California, Active Transportation Program (ATP)

- Increase the proportion of trips accomplished by biking and walking;
- Increase safety and mobility for non-motorized users;
- Advance the active transportation efforts of regional agencies to achieve greenhouse gas (GHG) reduction goals;
- Enhance public health;
- Ensure that disadvantaged communities fully share in the benefits of the program; and
- Provide a broad spectrum of projects to benefit many types of active transportation users.

4.3.10 Community Development Block Grant (CDBG) Funds

Federal Community Development Block Grant (CDBG) funds are allocated to local public jurisdictions through HUD to provide opportunities for low-to-moderate income persons and areas. CDBG funds support: 1) development of viable urban communities, 2) preservation of existing housing stock, 3) the elimination of slums and blight, and 4) expanding economic opportunities for eligible persons. The CDBG program requires that funds be targeted at households that earn less than 80% of the area median income. Eligible activities include infrastructure improvements, rehabilitation, economic development programs, code enforcement, administration, fair housing and public services.

4.4 Overview of Community Revitalization and Investment Authorities

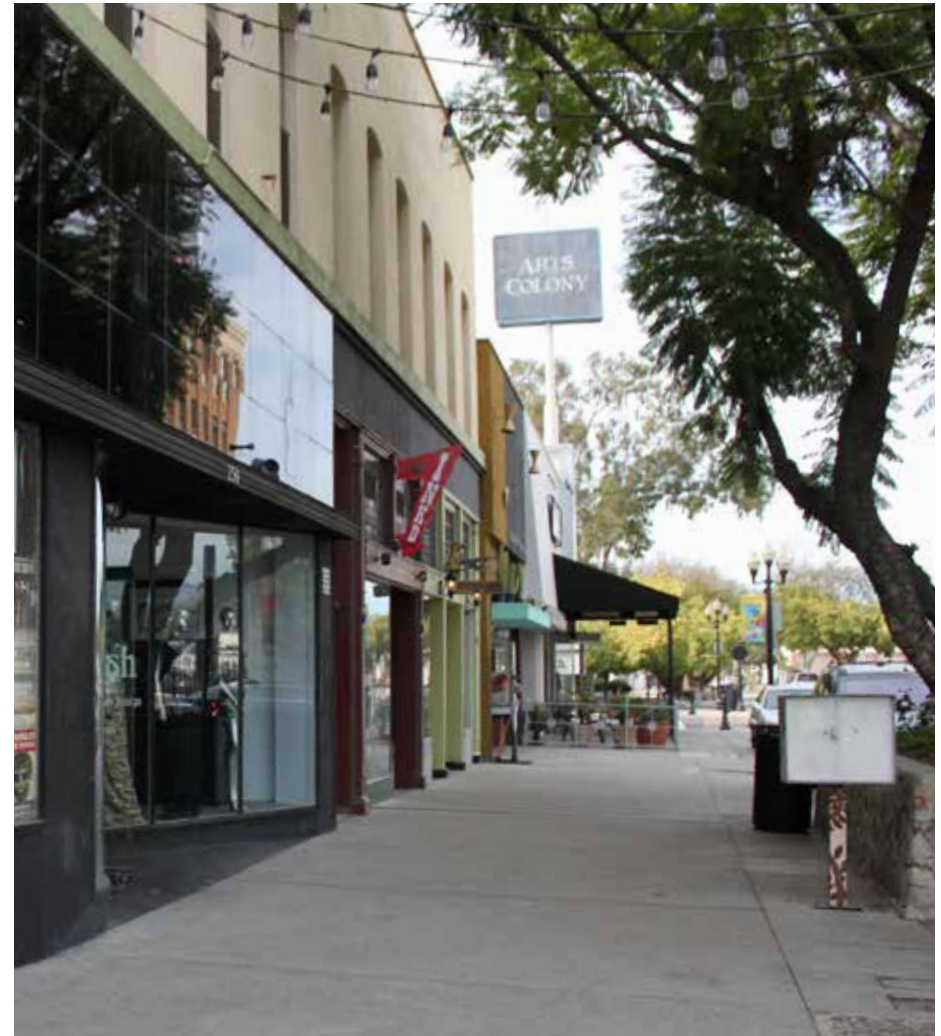
State legislation adopted in 2015 (amended in 2016) authorizes the formation of Community Revitalization and Investment Authorities (CRIAs). The CRIA legislation is intended to allow local government agencies to address the effects of blight, in effect addressing the role that was previously fulfilled by redevelopment agencies in California.

1. Acquire and transfer real property. The authority shall retain controls and establish restrictions or covenants running with the land sold or leased for private use for such periods of time and under such conditions as are provided in the plan. The establishment of such controls is a public purpose under the provisions of this part.
2. Issue bonds.
3. Borrow money, receive grants, or accept financial or other assistance or investment from the state or the federal government or any other public agency or private lending institution for any project or within its area of operation, and may comply with any conditions of the loan or grant.
4. Adopt a community revitalization and investment plan.
5. Make loans or grants for owners or tenants to improve, rehabilitate, or retrofit buildings or structures within the plan area.
6. Construct foundations, platforms, and other like structural forms necessary for the provision or utilization of air rights sites for buildings to be used for residential, commercial industrial, or other uses contemplated by the revitalization plan.
7. Provide direct assistance to businesses within the plan area in connection with new or existing facilities for industrial or manufacturing uses, except as specified in this division.

4.4.1 Criteria

One of the key general provisions is the requirement to implement a community revitalization plan within a community revitalization and investment area. As required by the Bill, the area is required to meet the following conditions:

1. An annual median household income that is less than 80 percent of the statewide annual median income.
2. Three of the following four conditions:
 - A. Nonseasonal unemployment that is at least 3 percent higher than statewide median unemployment, as defined by the report on labor market information published by the Employment Development Department in January of the year in which the community revitalization plan is prepared.
 - B. Crime rates that are 5 percent higher than the statewide median crime rate, as defined by the most recent annual report of the Criminal Justice Statistics Center within the Department of Justice, when data is available on the California Attorney General's Internet Web site.
 - C. Deteriorated or inadequate infrastructure such as streets, sidewalks, water supply, sewer treatment or processing, and parks.
 - D. Deteriorated commercial or residential structures.



4.4.2 Overview

As excerpted from the Bill's summary, the CRIA legislation authorizes a local agency to form a CRIA "within a community revitalization and investment area, as defined, to carry out provisions of the Community Redevelopment Law in that area for purposes related to, among other things, infrastructure, affordable housing, and economic revitalization. The bill would provide for the financing of these activities by, among other things, the issuance of bonds serviced by tax increment revenues, and would require the authority to adopt a community revitalization and investment plan for the community revitalization and investment area that includes elements describing and governing revitalization activities. The bill would also provide for periodic audits by the Controller. The bill would also require the Department of Housing and Community Development, advised by an advisory committee appointed by the Director of Housing and Community Development, to periodically review the calculation of surplus housing under these provisions. The bill would require certain funds allocated to the authority to be deposited into a separate Low and Moderate Income Housing Fund and used by the authority for the purposes of increasing, improving, and preserving the community's supply, as specified. The bill would, if an authority failed to expend or encumber surplus funds in the Low and Moderate Income Housing Fund, require those funds to be disbursed towards housing needs. The bill would require an authority to make relocation provisions for persons displaced by a plan and replace certain dwelling units that are destroyed or removed as part of a plan. The bill would authorize an authority to acquire interests in real property and exercise the power of eminent domain, as specified."

4.4.3 Authorized Actions

As indicated in Bill, an authorized Authority can do the following:

1. Provide funding to rehabilitate, repair, upgrade, or construct infrastructure.
2. Provide for low- and moderate-income housing.
3. Remedy or remove a release of hazardous substances pursuant to the Polanco Redevelopment Act.
4. Provide for seismic retrofits of existing buildings in accordance with all applicable laws and regulations.

4.4.4 Key Differences from Community Redevelopment Agencies

Although Authorities created under this law will function in a similar role compared to redevelopment agencies, which were previously authorized under Community Redevelopment Law, some of the key differences include the following:

- **Public Members.** Along with the three members of a legislative body of the city, county, or joint city-county that created the authority, the authority is required to include two public members who live or work in the plan area. Supporters contend that this requirement improves transparency.
- **Low- and moderate-income housing.** A minimum of 25% of the funds in a plan area are required to be set aside for affordable housing, compared to 20% under the previous redevelopment system.
- **Tax increment.** Previous redevelopment law “shifted” property tax increment from special districts (such as schools, fire districts, etc.) in effected plan areas. The existing Bill requires cities, counties, and special districts to agree to contribute a share of property tax increment to fund proposed improvements.
- **Dissolution Mechanism.** At 10-year intervals the public could stop the Authority’s operations by filing a petition and putting the plan to a public vote.

4.5 Leveraging the City of Pomona's Opportunity Zones

The Opportunity Zone (OZ) program – a new federal tax incentive for real estate and business investment in economically-distressed areas – represents a significant and time-sensitive opportunity to catalyze implementation of the Downtown Specific Plan. The program has the potential to be a “game changer” in terms of enhancing the investment attractiveness of designated areas; virtually all development/business types are eligible to utilize the benefits (only “sin” businesses are excluded).

4.5.1 What are Opportunity Zones?

The Tax Cuts and Jobs Act of 2017 established Opportunity Zones as a mechanism to provide substantial tax incentives for investment in designated census tracts. Investments made by individuals through special funds in these zones are allowed to defer or eliminate federal taxes on capital gains.

An Opportunity Zone is an economically-distressed community where new investments, under certain conditions, may be eligible for preferential tax treatment. Localities qualify as Opportunity Zones if they have been nominated for that designation by the State and that nomination has been certified by the Secretary of the U.S. Treasury and the Internal Revenue Service.

An Opportunity Zone provides a new tool for investors, fund managers and communities by utilizing privately sourced funds into eligible economic development and community reinvestment projects.

4.5.2 Opportunity Zones in the City of Pomona and the Downtown Specific Plan Area

A total of 879 of the designated Opportunity Zones (census tracts) are in California. Of the 879 zones statewide, four census tracks (covering approximately 1,608 acres) are in the City of Pomona. One of Pomona's four census tracts overlaps into the Downtown Specific Plan Area.

City's Potential Roles in Maximizing Benefits of Opportunity Zones

In defining potential City actions to maximize the benefits of the OZ program to Pomona, it is important to recognize the following aspects of the program:

- Local governments are not directly involved in OZ administration. The actual OZ program, being part of the federal tax code, is administered by the U.S. Department of the Treasury. Participation in the program (by developers and investors) does not require interface with local governments. In some communities, investments in Opportunity Zones are already occurring absent any local effort to promote them. However, to fully maximize the advantages associated with having Opportunity Zones in a community, local jurisdictions can play a vital role in raising awareness of the program and, especially, in aggressively promoting investment-ready development and business opportunities in their designated zones.
- The clock is running on the availability of OZ tax benefits. The designated OZ census tracts were certified by the U.S. Treasury on April 9, 2018. Their certification is valid for ten years (i.e., through 2028), regardless of when qualifying investments are made. Investments initiated in 2019 will enjoy the full 10 years of tax benefits from the program. Investments made in subsequent years will be able to utilize the tax benefits for a reduced number of years. From the community's perspective, it will be critical to act fast in order to fully leverage the program benefits (in terms of attracting development and investment). Appropriately, the City of Pomona has already begun promoting its Opportunity Zones. The time-sensitivity of the program applies not only to marketing of opportunities but also to the need for the City to facilitate expedited development approvals in order for projects to be developed in time to take maximum advantage of tax benefits.
- "Opportunity Funds" are efficient vehicles for attracting investors. Private "Opportunity Funds" have been established throughout the U.S. in anticipation of the implementation of the OZ program. These funds provide a mechanism for qualified investors to pursue roll-overs of investment gains (e.g., from stocks or real estate) into Opportunity Zone investments, thereby taking advantage of the OZ program in terms of reductions in capital gains taxes. Opportunity Funds are not only efficient from the investor's standpoint, but also serve as a convenient marketing target for communities attempting to attract investment to their zones.

4.5.3 OZ Action Plan for Pomona Downtown Specific Plan

The following specific steps are recommended for near-term action as part of the City's implementation of the Downtown Specific Plan:

1. Showcase market-feasible, investment-ready development opportunities. Within the OZ census tract that overlaps with the Downtown Specific Plan area, identify specific development and investment opportunities that can be immediately marketed to prospective developers, investors and Opportunity Funds. The Downtown opportunities should be included in a larger list of OZ opportunities in the City (i.e., the list should also include development opportunities for the three census tracts not in the Downtown area).
2. Fast-track approval processes. For the listed opportunity sites/projects, determine current entitlement status and identify any additional measures the City could take to expedite/ streamline development projects on these sites.
3. Prioritize infrastructure investments. Within the Downtown Specific Plan area, prioritize infrastructure and other public investments that would most directly enhance developability of prospective OZ projects/sites.
4. Prepare marketing materials. Market-based opportunities and supporting City policies/ programs should be succinctly summarized in print and online media. As part of the marketing materials, the City should consider developing an "OZ Prospectus" which makes a specific case (via a simple pro forma financial analysis) for investing in Pomona's OZ-designated census tracts.
5. Network through OppSites.com. This evolving platform provides a forum for communities with Opportunity Zones to connect and interact with prospective developers and investors. The City of Pomona should consider listing its development opportunities on this website.

4.6 Implementation Action Plan

The vision and goals presented in the Specific Plan are supported by actions outlined in Table 6.3, Implementation Action Plan Matrix. The action plan provides a summary of the key Specific Plan recommendations and is presented in a table format. The table is organized by topic, listing regulatory actions in the first section and improvements and programs in the second section. For each action item, the lead and support department at the City of Pomona is listed under the responsibility heading followed by an indication of priority of the action and funding sources that would be most closely associated with the activity. Outside agencies and organizations are identified as well where appropriate. It is intended that this list of public actions be incorporated in the City's annual budget setting process and included in the Capital Improvement Plan for execution.

Table 4-3, Implementation Action Plan Matrix

Action Item	Timing	Responsibility		Potential Funding Sources
		Lead	Support/Coordination	
<i>Timing:</i> 1 = Early Implementation (1-3 years) 2 = Near Term Implementation (4-10 years) 3 = Long Term Implementation (10-20 years) <i>Funding Source Acronyms:</i> PBID – Property and Business Improvement District (existing and/or expanded). Metro – various local funding opportunities administered by the Los Angeles County Metropolitan Transit Authority, including Proposition A, Proposition C, Measure R, Measure M, and the Transportation Development Act (TDA). EIFD – potential Enhanced Infrastructure Financing District. LLD – Landscape and Lighting District (new district or existing South Garey Maintenance District). ATP – local funding opportunities through the State’s Active Transportation Program. VPD – Vehicle Parking District (existing district focused on parking maintenance and capital improvements in the Downtown business area). CRIA – potential Community Revitalization and Investment Authority. Measure A – Los Angeles County funding source (successful November 2016 ballot initiative) for local parks and open space. CDBG – Community Development Block Grant funds. PUC – Public Utilities Commission.				
Regulatory Actions				
Downtown Pomona Specific Plan: Adopt Specific Plan Update	1	Development Services	Public Works, Economic Development	Metro Grant
Pomona Corridors Specific Plan: Amend Specific Plan map for identified parcels.	1	Development Services		General Fund

Table 4-3, Implementation Action Plan Matrix

Action Item	Timing	Responsibility		Potential Funding Sources
		Lead	Support/Coordination	
Development Code: Amend Zoning Map for identified parcels.	1	Development Services		General Fund
Expand Property and Business Improvement District: Expand geographic scope of the existing Property Business Improvement District (PBID) administered by the Downtown Pomona Owners Association (DPOA). As an option to expanding the existing PBID, consider establishing a separate PBID that covers the portions of Downtown not covered by the existing PBID.	1	Economic Development	Development Services, Downtown Business Improvement District, Chamber of Commerce	General Fund, PBID
Community Revitalization and Investment Authority: Investigate options for establishing a Community Revitalization and Investment Authority (CRIA) as a potential mechanism for economic development initiatives in the Downtown area.	1	Economic Development	PBID	General Fund
Enhanced Infrastructure Financing District: Investigate options for establishing an Enhanced Infrastructure Financing District (EIFD) as a potential funding mechanism for capital improvements in the Downtown area.	1	Economic Development	PBID	General Fund
Opportunity Zones: Develop marketing materials and related incentives/support policies to maximize developer/investor interest in the City's OZ-designated census tracts.	1	Economic Development	Development Services	General Fund
Improvement Projects/Programs				
Public Realm Activation Guides and Applications for the Downtown Pomona Specific Plan: Series of guides to establish new pathways for stakeholders to activate public property and public right-of-way.	3	Development Services	Public Works	General Fund, PBID

Table 4-3, Implementation Action Plan Matrix

Action Item	Timing	Responsibility		Potential Funding Sources
		Lead	Support/Coordination	
Landscaped Medians: Install landscape medians on major arterials to reduce scale, including Towne Avenue and White Avenue.	1,2	Public Works	Development Services	Metro, EIFD, LLD
Ridesharing Service: Develop program for coordination and location of ridesharing services (such as Uber, Lyft, Bird).	1	Public Works	Development Services	PBID
Transit/Bus Stops: Continue to coordinate with transit providers to ensure adequate number and location of transit stops.	Ongoing	Public Works, Development Services	Omnitrans	Omnitrans, Metro
Pomona Transit Center Expansion: Evaluate expansion of the Pomona Transit Center to adjacent properties if warranted by service increases.	Ongoing	Public Works	Metrolink, Omnitrans	Metro, Omnitrans, EIFD
Bicycle Facilities: Implement bicycle facilities along Second Street and Palomares Street.	1, 2	Public Works	Development Services	ATP, Metro
Bicycle Parking: Install bicycle parking facilities as recommended in the Active Transportation Plan for the following locations: Pomona Transit Center, Pomona Post Office, The Glass House/Fox Theater, Western University, Pomona Public Library/Superior Courthouse.	1, 2	Public Works	Development Services	ATP, Metro, Private Development
Intersections: Install pedestrian improvements the following intersections pursuant to Active Transportation Plan recommendations: Pomona Transit Center, 2nd Street/Garey Avenue, 3rd Street/Garey Avenue, 4th Street/Garey Avenue.	1, 2	Public Works		ATP, Metro, Private Development, EIFD

Table 4-3, Implementation Action Plan Matrix

Action Item	Timing	Responsibility		Potential Funding Sources
		Lead	Support/Coordination	
Sidewalks: Install missing sidewalks segments along N. Parcels Street, N. Gibbs Street, N. Linden Street, N. Eleanor Street, W. Commercial Street, E. Commercial Street, S. Elm Street.	1, 2	Public Works	Development Services	EIFD, Private Development
Parking Management Strategy: Prepare parking management Strategy for Downtown including incorporation of updated wayfinding and newer technologies to optimize utilization of parking supply.	1	Public Works	Development Services	VPD, PBID
Metrolink Parking/Amenities: Coordinate with Metrolink to ensure adequate parking supply and supporting amenities such as information kiosks and directories.	Ongoing	Public Works, Economic Development	Metrolink	Metro
Transit Technology: Implement transit operator and transit user ITS and technology advancements to improve transit/rideshare operations and user convenience	2	Omnitrans, Metrolink	Public Works	Omnitrans, Metro
Parking Lot Design/Management: Evaluate parking lot design and parking lot management to ensure continued security for users.	Ongoing	Public Works		VPD, PBID
Parking Funding: Periodically evaluate funding mechanisms for expanded/updated parking facilities and parking structures.	Ongoing	Public Works		VPD, PBID
Branding Package: Develop a branding package including message, themes, and graphics	1	Economic Development	Chamber of Commerce	General Fund, PBID, CDBG, CRIA
Wayfinding and Gateway Program: Prepare a comprehensive wayfinding and gateway program serving motorists, bicyclists and pedestrians	1	Economic Development, Public Works	Development Services	PBID, PVD

Table 4-3, Implementation Action Plan Matrix				
Action Item	Timing	Responsibility		Potential Funding Sources
		Lead	Support/Coordination	
Primary Gateway – Garey Avenue Entry Corridor: Design and install gateway treatment.	1	Economic Development, Public Works	Development Services	EIFD, PBID
Secondary Gateways: Design and install gateway treatment at Garey Avenue/Monterey Avenue, Towne Avenue/Third Street, Second Street/White Avenue.	2	Economic Development, Public Works	Development Services	EIFD, PBID
Pedestrian Street – Second Street: Design and install refurbishment improvements between Park Avenue and Gibbs Street.	1	Public Works	Development Services	EIFD, PBID
Pedestrian Street – Locust Street: Between Mission Boulevard and Second Street design and install pedestrian-oriented improvements with limited vehicular access.	3	Public Works	Development Services	EIFD, PBID
Memorial Park: Design and install enhancements to existing park.	2	Community Services/ Parks and Recreation	Development Services	Measure A, EIFD
New Park: Design and install new park west of Eleanor Street between Third Street and Second Street.	3	Community Services/ Parks and Recreation	Development Services	Measure A, EIFD
Streetscape Amenities: In areas adjacent to sidewalks provide sidewalks, bicycle racks, benches and other street furniture.	1, 2	Public Works	Development Services	Private Development, Metro

Table 4-3, Implementation Action Plan Matrix				
Action Item	Timing	Responsibility		Potential Funding Sources
		Lead	Support/Coordination	
Specific Street Tree Palette: Develop specific tree palettes for major and minor streets in Downtown Pomona as part of the development of a City of Pomona Street Tree Planting Plan.	1	Public Works	Community Services/ Parks and Recreation	General Fund, Grants, CIP, CRIA, PBID
Pedestrian Lighting: Install pedestrian-scale lighting.	2	Public Works	Development Services	EIFD, Private Development, LLD
Business Incentives: Develop a menu of business incentives such as streamlined application review or waive/defer fees	2	Economic Development, Development Services	Business Improvement District, Chamber of Commerce	General Fund, CDBG, CRIA
Underground Utilities: Replace existing overhead utilities with underground utilities where practical.	3	Public Works	Utility Providers	PUC (Rule 20), Private Development
Public Realm Activation Guides: Develop a series of public realm activation guides and applications to establish new pathways for stakeholders to activate public property and public right-of-way.	1, 2	Development Services	Public Works	General Fund, CRIA, PBID, Private Development
Complete Streets Manual: Prepare a manual with strategies for implementing best practices in streetscape design.	2, 3	Development Services	Public Works	General Fund, CRIA, PBID, Private Development

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APPENDIX



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A.1 Definitions

Land Uses

Residential Uses

Single-Unit Dwelling, Detached. A dwelling unit that is designed for occupancy by one household with private yards on all sides. This classification includes individual manufactured housing units.

Single-Unit Dwelling, Attached. A dwelling unit that is designed for occupancy by one household located on a separate lot from any other unit (except a second dwelling unit, where permitted), and is attached through common walls to one or more dwellings on abutting lots. An attached single-unit dwelling is sometimes called a “townhouse” or a “condominium”.

Two-Unit Dwelling. A residential building containing two dwelling units, both of which are located on a single parcel (also referred to as a “duplex” or “two-flat”.) The dwelling units are attached and may be located on separate floors or side-by-side.

Multi-Unit Development. Three or more attached or detached dwelling units on a single lot. Types of multi-unit residential include townhouses, multiple detached residential units, and apartment buildings.

Work/Live Units. An area comprised of one or more rooms or floors in a new building or in one originally designed for industrial or commercial occupancy which has been or will be remodeled or altered, which includes cooking space and sanitary facilities, sleeping space, and working space reserved for persons residing therein.

Family Day Care. A day care facility licensed by the State of California, located in a residential unit where resident of the dwelling provides care and supervision for children under the age of 18 for periods of less than 24 hours a day.

Small. A facility that provides care for eight or fewer children, including children who reside at the home and are under the age of 10.

Large. A facility that provides care for seven to 14 children, including children who reside at the home and are under the age of 10.

Residential Care Facilities. A facility licensed by the state of California to provide living accommodations, 24-hour care for persons requiring personal services, supervision, protection, or assistance with daily tasks. Amenities may include shared living quarters, with or without a private bathroom or kitchen facilities. This classification includes those both for and not-for-profit institutions, but excludes Supportive Housing and Transitional Housing.

Small. A facility that is licensed by the state of California to provide care for six or fewer persons.

Large. A facility that is licensed by the state of California to provide care for more than six persons.

Residential Facility, Assisted Living. A facility that provides a combination of housing and supportive services for the elderly or functionally impaired, including personalized assistance, congregate dining, recreational, and social activities. These facilities may include medical services. Examples include assisted living facilities, retirement homes, and retirement communities. These facilities typically consist of individual units or apartments, with or without kitchen facility, and common areas and facilities. The residents in these facilities require varying levels of assistance.

Supportive Housing. Dwelling units with no limit on length of stay, that are occupied by the target population as defined in subdivision (d) of Section 53260 of the California Health and Safety Code, and that are linked to onsite or offsite services that assist the supportive housing resident in retaining the housing, improving his or her health status, and maximizing his or her ability to live and, where possible, work in the community.

Transitional Housing. Transitional housing is housing that has a predetermined end point in time, and operated under a program that requires the termination of assistance, in order to provide another eligible program recipient to the service. The program length is usually no less than six months.

Public/Semi-Public Uses

Colleges and Trade Schools. Institutions of higher education providing curricula of a general, religious, or professional nature, granting degrees and including junior colleges, business and computer schools, management training, technical and trade schools, however excluding personal instructional services such as music lessons.

Convention Center. A facility accommodating large gatherings of people and used for any combinations of the following: conventions, conferences, seminars, product displays, recreational activities, entertainment functions, and accessory uses such as food preparation and service for on-site consumption.

Cultural Institutions. An institution and/or associated facility engaged in activities to promote aesthetic and educational interest among the community that are open to the public on a regular basis. This classification includes performing arts centers for performances and events; spaces for display or preservation of objects of interest in the arts or sciences; libraries; museums; historical sites; aquariums; art galleries; and zoos and botanical gardens, all of which are public or private. This does not include schools or institutions of higher education providing curricula of a general nature.

Day Care Centers. Establishments providing non-medical care for persons on a less than 24-hour basis other than Family Day Care. This classification includes nursery schools, preschools, and day care facilities for children or adults, and any other day care facility licensed by the State of California.

Government Offices. Administrative, clerical, or public contact offices of a government agency, including postal facilities and courts, along with the storage and maintenance of vehicles. This classification excludes corporation yards, equipment service centers, and similar facilities that require maintenance and repair services and storage facilities for related vehicles and equipment (see Public Utilities).

Hospital and Clinics. State-licensed facilities providing medical, surgical, psychiatric, or emergency medical services to sick or injured persons. This classification includes facilities for inpatient or outpatient treatment, including substance-abuse programs, as well as training, research, and administrative services for patients and employees. This classification excludes veterinaries and animal hospitals (see Animal Care, Sales, and Services).

Hospitals. A facility providing medical, psychiatric, or surgical services for sick or injured persons, primarily on an inpatient basis, and including supplementary facilities for outpatient and emergency treatment, diagnostic services, training, research, administration, and services to patients, employees, or visitors. The institutions are to be licensed by the state of California to provide surgical and medical services.

Clinic. A facility providing medical, psychiatric, or surgical service for sick or injured persons exclusively on an out-patient basis including emergency treatment, diagnostic services, administration, and related services to patients who are not lodged overnight. Services may be available without a prior appointment. This classification includes licensed facilities offering substance abuse treatment, blood banks and plasma centers, and emergency medical services offered exclusively on an out-patient basis. This classification does not include private medical and dental offices that typically require appointments and are usually smaller scale.

Instructional Services. Establishments that offer specialized programs in personal growth and development such as music, martial arts, vocal, fitness and dancing instruction.

Park and Recreation Facilities. Parks, playgrounds, recreation facilities, trails, wildlife preserves, and related open spaces, all of which are noncommercial. This classification includes playing fields, courts, gymnasiums, swimming pools, picnic facilities, tennis courts, golf courses, and botanical gardens, as well as related food concessions or community centers within the facilities.

Parking Lots and Structures. Surface lots and structures offering parking for a fee when such use is not incidental to another on-site activity.

Performing Arts, Fine Arts, Dinner Theater. Facilities for public assembly and group entertainment that provides on-stage theatrical and musical performances.

Public Assembly. A facility for public or private meetings or assembly, including community centers, banquet halls, union halls, meeting halls, religious facilities, and membership organizations. Included in this classification is the use of functionally related facilities for the use of members and attendees such as kitchens, offices, multi-purpose rooms, classrooms and storage.

Public Safety Facilities. Facilities providing public-safety and emergency services, including police and fire protection and emergency medical services, with incidental storage, training and maintenance facilities.

Schools. Facilities for primary or secondary education, including public schools, charter schools, and private and parochial schools having curricula comparable to that required in the public schools of the State of California.

Social Service Facilities. Facilities providing a variety of supportive services for disabled and homeless individuals and other targeted groups on a less than 24-hour basis. Examples of services provided are counseling, meal programs, personal storage lockers, showers, instructional programs, television rooms, and meeting spaces. This classification is distinguished from licensed day care centers (see Day Care Facility), clinics, and emergency shelters providing 24-hour care (see Emergency Shelter).

Tutoring Facilities. Facilities offering academic instruction to individuals or to groups in a classroom setting where an adult accompanies a minor. Facilities where minors are not accompanied by adults are classified as Day Care Centers.

Commercial Uses

Animal Care, Sales, and Services. Retail sales and services related to the boarding, grooming, and care of household pets including:

Animal Sales and Grooming. Retail sales of animals and/or services, including grooming, for animals on a commercial basis. Typical uses include dog bathing and clipping salons, pet grooming shops, and pet stores and shops. This classification excludes dog walking and similar pet care services not carried out at a fixed location, and excludes pet supply stores that do not sell animals or provide on-site animal services.

Veterinary Services. Veterinary services for small animals. This classification allows 24-hour accommodation of animals receiving medical services but does not include kennels.

Art Sales and Services.

Art Gallery. Retail sales and display of pieces of art such as paintings, sculptures, ceramics, crafts and other works of visual art. Art pieces may be made on site.

Artist Studio. Space primarily used as a work room for at least one artist that may be open to the public for demonstrations, classes, and retail sales and may involve the use of hand tools or small mechanical equipment. Examples include acting, dance, design, furniture restoration, film and animation, jewelry, screen printing, painting, photography, recording, sculpture. This does not include artist-related activities that involve heavy mechanical equipment, which are defined under "Artisanal Manufacturing".

Artisanal Manufacturing. Any establishment primarily engaged in on-site production of goods which involves the use of heavy mechanical equipment and the incidental direct sale to consumers of only those goods produced on site. Includes large format ceramic studios, carpentry, decorative ironworks, glassworks, printing, and woodworking.

Artist Cooperative (Co-Op). An organization or association jointly owned or controlled by its membership that provides professional facilities and services for artists, including studios, workshops, equipment, exhibition galleries, and educational resources.

Banks and Financial Institutions. Financial institutions providing retail banking services. This classification includes only those institutions serving walk-in customers or clients, including banks, savings and loan institutions, check-cashing services, and credit unions.

Cinema/Theaters. Any facility for the indoor display of films and motion pictures on single or multiple screens. This classification may include incidental food and beverage service to patrons as well as auditoriums within buildings.

Commercial Entertainment and Recreation. Provision of participant or spectator entertainment to the general public. These classifications may include restaurants, snack bars, and other incidental food and beverage services to patrons.

Indoor Sports and Recreation. Establishments providing predominantly participant sports, indoor amusement and entertainment services conducted within an enclosed building, including coin-operated electronic amusement centers. Typical uses include bowling alleys, billiard parlors, card rooms, health clubs, ice and roller skating rinks, indoor racquetball courts, athletic clubs, and physical fitness centers.

Eating and Drinking Establishments. Businesses primarily engaged in serving prepared food and/or beverages for consumption on or off the premises.

Bars/Night Clubs/Lounges. Businesses serving beverages for consumption on the premises as a primary use and including on-sale service of alcohol including beer, wine, and mixed drinks. This use includes micro-breweries where alcoholic beverages are sold and consumed on site and any food service is subordinate to the sale of alcoholic beverages.

Restaurant, Full Service. Restaurants providing food and beverage services to patrons who order and are served while seated and pay after eating. Take-out service may also be provided.

Restaurant, Limited Service. Establishments where food and beverages are consumed on the premises, taken out, or delivered, but where limited table service is provided. This classification includes cafes, cafeterias, coffee shops, delicatessens, fast-food restaurants, sandwich shops, limited-service pizza parlors, self-service restaurants, and snack bars with indoor or outdoor seating for customers. This classification includes bakeries that have tables for on-site consumption of products as well as bakery product plants. It excludes catering services that do not sell food or beverages for on-site consumption.

Restaurant, Take-Out Only. Restaurants where food and beverages are prepared on a customer-demand basis and can be taken out or delivered, but are not consumed on the premises. No seating or other facilities for on-premises dining are provided.

Drive-Through Facility. A motor vehicle drive-through facility which is a commercial building or structure or portion thereof which is designed or used to provide goods or services to the occupants of motor vehicles. It includes, but is not limited to, banks and other financial institutions, fast food establishments, and film deposit/pick-up establishments, but shall not include drive-in movies, service stations, or car-wash operations.

Outdoor Dining & Eating. The use of a public sidewalk and public right-of-way for the placement of tables, chairs, benches, planters, umbrellas, and related items for the purpose of serving food and/or beverages in conjunction with and adjacent to an eating establishment or food court.

Food and Beverage Manufacturing (Small Scale). A small scale food and beverage products manufacturing that must include a retail sales component. It is characterized by local or regional products, specialty or artisanal foods. Examples include small coffee roasters, micro-breweries, micro-distilleries, wine manufacturing, meat or fish processing, and wholesale bakeries.

Hotels. An establishment providing overnight lodging to transient patrons. These establishments may provide additional services, such as conference and meeting rooms, restaurants, bars, or recreation facilities available to guests or to the general public.

Maintenance and Repair Services. Establishments engaged in the maintenance or repair of office machines, household appliances, furniture, and similar items. This classification excludes maintenance and repair of motor vehicles (see Automotive/Vehicle Sales and Services) and personal apparel (see General Personal Services).

Nurseries and Garden Center. Any establishment(s) primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves. This classification includes commercial and wholesale greenhouses and nurseries offering plants for sale.

Offices. Offices of firms, organizations, or public agencies providing professional, executive, management, administrative or design services, such as accounting, architectural, computer software design, engineering, graphic design, interior design, investment, insurance, and legal offices, excluding banks and savings and loan associations with retail banking services (see Banks and Financial Institutions). This classification also includes offices where medical and dental services are provided by physicians, dentists, chiropractors, acupuncturists, optometrists, and similar medical professionals, including medical/dental laboratories within medical office buildings, but excludes clinics or independent research laboratory facilities (see Research and Development) and hospitals.

Business, Professional, and Technology. Offices of firms, organizations, or agencies providing professional, executive, management, administrative, financial, accounting, or legal services, but excluding those that primarily provide direct services to patrons that visit the office (see Offices, Walk-In Clientele).

Medical and Dental. Offices providing consultation, diagnosis, therapeutic, preventive, or corrective personal-treatment services by doctors and dentists; medical and dental laboratories that see patients; and similar practitioners of medical and healing arts for humans licensed for such practice by the State of California. Incidental medical and/or dental research within the office is considered part of the office use if it supports the on-site patient services.

Walk-In Clientele. Offices providing direct services to patrons or clients without prior appointments. This use classification includes employment agencies, insurance agent offices, real estate offices, travel agencies, utility company offices, and offices for elected officials. It does not include banks or check-cashing facilities, which are separately classified and regulated (see Banks and Financial Institutions).

General Personal Services. An establishment providing non-medical services to individuals as a primary use, of personal convenience, as opposed to products that are sold to individual consumers, or from/by companies. Personal services include barber and beauty shops, massage establishments, shoe and luggage repair, photographers, laundry and cleaning services and pick-up stations, copying, repair and fitting of clothes, and similar services.

Retail Sales.

Convenience Markets. Establishments primarily engaged in the provision of frequently or recurrently needed small personal items or services for residents within a reasonable walking distance. These include various general retail sales and personal services of an appropriate size and scale to meet the above criteria. Typical uses include neighborhood grocery stores, convenience markets, and drugstores.

Food and Beverage Sales. Retail sales of food and beverages for off-site preparation and consumption. Typical uses include food markets, groceries, liquor stores, and retail bakeries.

General Retail. The retail sale or rental of merchandise not specifically listed under another use classification. This classification includes retail establishments with 25,000 square feet or less of sales area; including department stores, clothing stores, furniture stores, pet supply stores, small hardware stores (with 10,000 square feet or less of floor area), and businesses retailing the following goods: toys, hobby materials, handcrafted items, jewelry, cameras, photographic supplies and services (including portraiture and retail photo processing), medical supplies and equipment, pharmacies, electronic equipment, sporting goods, kitchen utensils, hardware, appliances, antiques, art galleries, art supplies and services, paint and wallpaper, carpeting and floor covering, office supplies, bicycles, video rental, and new automotive parts and accessories (excluding vehicle service and installation). Retail sales may be combined with other services such as office machine, computer, electronics, and similar small-item repairs.

Private Garden. A private food-producing garden that is accessory to the primary use of the site.

Recharging Station. A public or private parking space that is served by battery charging station equipment that has as its primary purpose the transfer of electric energy (by conductive or inductive means) to a battery or other energy storage device in an electric vehicle.

Solar Energy System. Roof- or building-mounted solar energy systems attached to the top of a building or structure, generally secured using racking systems that minimize impacts and is mounted either level with the roof or tilted toward the sun. Does not include ground-mounted or freestanding solar energy systems.

Signs

A-Frame (sandwich board) sign: A temporary sign that is moveable and not secured or attached to the ground and that is constructed so as to form an "A" or tent-like shape, hinged or not hinged at the top with each face held at an appropriate distance by a supporting member.

Architectural ledge sign: A sign with individual letters, numbers, symbols, etc. which stand on top of a horizontal projection from a building wall that forms a narrow shelf or architectural projection.

Animated Sign: A sign that uses movement or change of lighting to depict action or create a special effect or scene.

Awning sign: A sign that is printed on or attached to an awning valence.

Building edge sign: Sign placed on the corner of a building that is located at the intersection of two public streets (excluding alleys).

Building frontage: The building elevation that faces a street or major parking area, and that is roughly parallel to it.

Cabinet sign: Sign that contains all the text and/ or logo symbols within a single enclosed cabinet and may be illuminated.

Canopy: A protective roof-like covering, often of canvas, mounted on a frame over a walkway or projecting from a wall over a door or window.

Canopy sign: A sign that is printed on or attached to a canopy typically located above a building entrance or store window.

Captive balloon sign: Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

Channel letters: Individually cut three-dimensional letters, numbers or graphics that can be either illuminated or non-illuminated or solid backlit (reverse channel letters).

Commercial signage: Any non-residential signage.

Commercial use: A land use or other activity involving the sale of goods or services.

Directional sign: A freestanding on-site sign designed to direct or guide pedestrians or vehicular traffic that is non-advertising in nature, except for logo.

Electronic message center: A sign with a changing display/ message display: A sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

Freestanding banner sign: A sign that is supported by a base that rests on the ground and is not supported by or attached to a building.

Halo or halo-type sign. A sign where the light source is concealed behind an opaque face and the rays of illumination are projected outwards toward the edge of the sign forming a “halo” effect around the exterior of the sign. Light does not pass through the face of a halo sign.

Hanging sign (also under-canopy sign): Hanging signs are similar to projecting signs except that they are suspended below a marquee or under a canopy. Hanging signs are generally smaller than projecting signs due to their lower mounting height.

Historical sign: Sign listed on the DPSP register of historical signs.

Historical structure: Any building or structure located in the DPSP that is designated as a historic landmark, a contributor to a designated historic district, or identified in the DPSP as a potential historic landmark.

Inflatable sign: A sign that is a cold air inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the device. Inflatable devices are restrained, attached, or held in place by a cord, rope, cable or similar method. The term inflatable device shall not include any object that contains helium, hot air or a lighter-than-air substance.

LED (light emitting diode) sign: A sign that uses LEDs to display an image or sign copy.

Marquee sign: A sign that is attached to or made part of any permanent roof-like structure projecting beyond a building or extending along a wall of a building.

Monument sign: A low-profile freestanding sign constructed on or supported solely by a pedestal base, or similar ground structure, and that has a horizontal dimension equal to or greater than its vertical dimension.

Nonconforming sign: A sign lawfully constructed and/or installed before the adoption of this Sign Guide that does not conform to the requirements of the Sign Guide.

Off-site signs: A sign advertising uses, facilities, products, or services, not located or sold on the premise on which the sign is located.

Over-Sized Projecting Sign: Vertically oriented projecting sign with curvilinear silhouettes faced with painted graphics and visible neon. These signs are double-sided and project from a building wall a portion of which may extend above the building roof. Sign copy is stacked vertically rather than horizontally. These types of signs were historically located on buildings built from the 1920s through the 1940s.

Painted wall sign: A sign that is painted or silk screened onto a building wall or freestanding structure.

Pedestrian sign: A sign near street or sidewalk level that is oriented and scaled to the pedestrian rather than the motorist. Projecting and under canopy signs are examples of pedestrian signs.

Permanent banner sign: Vertically oriented sign that hangs from projecting metal brackets.

Pole sign: A freestanding sign that is built or attached to one or more poles or posts that does not meet the requirements of a monument sign.

Principal building façade: The front or main part of a building facing a street or public space, especially one with enhanced architectural treatment.

Projecting sign: A sign attached to a building and extending from the wall at right angles to the wall.

Restaurant menu sign: A freestanding or wall sign that incorporates a menu for the restaurant on the same site.

Sans serif: Term used to describe typeface fonts without serifs. Serifs are small horizontal lines extending from the tops and bottoms of a typeface letter.

Sign: Any device (including, but not limited to, letters, words, numerals, figures, emblems, pictures or any part of combination) that is designed, intended, used or located so as to be attract the attention of the public.

Sign area: Area of the sign included within the outer dimensions of a sign face display area including all portions not part of the necessary supporting structure and excluding frame and supports. For wall signs that do not have a frame or separate background or discernable boundary, the area shall be calculated by measuring the area enclosed by straight lines drawn to enclose the extremities of the letters, numbers, symbols, graphics, symbols, background material, designs, and pictures that area part of the advertisement including those areas between letters, words intended to be read together and any device intended to draw attention to the sign message included in the computation of the sign area.

Temporary Sign. A category of signs intended to be displayed for a limited time.

Tenant directory Sign: The tenant directory sign is used to identify multi-tenant buildings and businesses that may not have direct frontage on a public street.

Under-Canopy Sign. See definition for hanging sign.

Wall Sign: A sign attached to or painted on a wall of a building or structure such that the wall is the supporting structure for or forms the background surface of the sign and which does not project more than 12 inches from the building or structure.

Window Signs: Interior signs that are painted, posted, displayed or etched on an interior transparent surface, including windows or doors, and that are located within two feet of a window.

Window Graphic Signs: Interior signs painted on vinyl or similar material that are attached to the back of a storefront window and that cover no more than 20% of the window.