

RESOLUTION NO. 2026-03

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CLAREMONT, CALIFORNIA, RECOMMENDING THAT THE CITY COUNCIL ADOPT AN ORDINANCE AMENDING TITLE 16 – ZONING, SECTION 16.306.010 OF THE CLAREMONT MUNICIPAL CODE TO INCLUDE CAR CAROUSEL DISPLAYS AS A PERMITTED SPECIAL USE AND TITLE 18 – SIGNS, SECTION 18.010.010(B) OF THE CLAREMONT MUNICIPAL CODE TO PROVIDE AN EXCEPTION TO PROHIBITED FORMS OF SIGNS TO ALLOW BUSINESSES IN THE COMMERCIAL FREEWAY (CF) ZONE TO PROPOSE ROTATING VEHICLE CAROUSELS TO DISPLAY PASSENGER VEHICLES FOR SALE (FILE #25-CA02). CITY INITIATED.

WHEREAS, City staff prepared a draft ordinance in accordance with the provisions of Section 65853 and 65850(b) of the California Government Code regarding changes to the City Sign Code (“Sign Code Amendment”); and

WHEREAS, the City has initiated an amendment to Title 16 – Zoning, Section 16.306.010 to include car carousel displays as a permitted use and Title 18 – Signs, Section 18.010.010(B) to introduce an exemption to the restriction against rotating, revolving, or otherwise moving signs to allow car carousel displays that feature a passenger vehicle on a rotating platform in the Commercial Freeway (CF) district only, subject to approval of a Special Use and Development Permit (SUDP) and compliance with the City's other regulations for signs and lighting (“Code Amendment”); and

WHEREAS, on December 2, 2025, the Planning Commission held a duly noticed public hearing on the proposed Code Amendment and after requesting modifications to add detail and clarity to the proposed Code Amendment, the Planning Commission voted 6-0 (one absence) to recommend the City Council approve the proposed Code Amendment with added language to limit the height of the carousels to 30 feet and the maximum number to no more than two per dealership; and

WHEREAS, on February 10, 2026, the City Council held a duly noticed public hearing regarding the proposed Code Amendment and, after discussion, referred the item back to the Planning Commission to determine the maximum number of car carousel displays to be allowed in the Commercial Freeway zone and suggested a maximum number of car carousels to be between three and six; and

WHEREAS, on April 7, 2026, the Planning Commission held a public hearing regarding the proposed Code Amendment, at which time oral and documentary evidence were introduced along with the written recommendations of the Planning Division of the City of Claremont; and

NOW THEREFORE, THE PLANNING COMMISSION OF THE CITY OF CLAREMONT DOES DETERMINE AND RESOLVE AS FOLLOWS:

SECTION 1. Incorporation of Recitals. The Planning Commission hereby finds that all the facts set forth in the recitals are true and correct and are incorporated as substantive findings of this ordinance.

SECTION 2. CEQA. The proposed Sign Code Amendment is not a project under California Environmental Quality Act (CEQA) sections 15061(b)(2) and 15061(b)(3) of the Guidelines. On its own, the proposed Sign Code Amendment will not result in a direct physical change to the environment. However, new car carousel displays would require their own analysis under CEQA. The City anticipates new car carousel displays would be categorically exempt from CEQA Guidelines under Section 15303 (New Construction or Conversion of Small Structures) and Section 15311 (Accessory Structures). Car carousel displays are minor, portable equipment that are clearly ancillary to the existing primary uses (typically auto dealerships). Car carousel displays would require approval of a Special Use and Development Permit (SUDP) and full compliance with the City's sign, banner, and nuisance light standards to ensure they do not unduly impact the character of the existing Commercial Freeway (CF) zone. Accordingly, the proposed Sign Code Amendment will not result in direct physical changes nor will it indirectly result in a significant effect on the environment and is not subject to further environmental review.

SECTION 3. Findings and Determinations. Based upon the public hearing before the Planning Commission on April 7, 2026, the Planning Commission recommends City Council approval of the Sign Code Amendment as set forth in the Exhibit, attached hereto and made a part hereof.

SECTION 4. The Planning Commission Chair shall sign this Resolution and the Commission Secretary shall attest and certify to the passage and adoption thereof.

PASSED, APPROVED, and ADOPTED this 7th day of April, 2026.




Planning Commission Vice Chair

ATTEST:



Planning Commission Secretary

APPROVED AS TO FORM:



City Attorney

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
CITY OF CLAREMONT)

I, Nhi Atienza, Senior Administrative Assistant of the City of Claremont, County of Los Angeles, State of California, hereby certify that the foregoing Resolution No. 2026-03 was adopted by the Planning Commission of said City of Claremont at a regular meeting of said Commission held on April 7, 2026, by the following vote:

AYES:	Commissioners:	Callaway, Emmert, Rosenbluth, Williamson
NOES:	Commissioners:	Wong
ABSTENSIONS:	Commissioners:	None
ABSENT:	Commissioner:	Davis, Rahmim



Senior Administrative Assistant
City of Claremont

EXHIBIT

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CLAREMONT AMENDING TITLE 16 – ZONING, SECTION 16.306.010 OF THE CLAREMONT MUNICIPAL CODE TO INCLUDE CAR CAROUSEL DISPLAYS AS A PERMITTED SPECIAL USE AND TITLE 18 – SIGNS, SECTION 18.010.010(B) OF THE CLAREMONT MUNICIPAL CODE TO PROVIDE AN EXEMPTION TO PROHIBITED FORM OF SIGNS TO ALLOW BUSINESSES IN THE COMMERCIAL FREEWAY (CF) ZONE TO PROPOSE ROTATING CAR CAROUSELS IN THE CF ZONE WITH APPROVAL OF A SPECIAL USE AND DEVELOPMENT PERMIT (#25-CA02)

WHEREAS, California Government Code, Section 65800 *et seq.* authorizes the City of Claremont (City) to adopt and administer zoning laws, ordinances, rules, and regulations by cities as a means of implementing the General Plan; and

WHEREAS, the City has initiated an amendment to Title 18 – Signs, Section 18.010.010(B) of the Claremont Municipal Code (CMC) to introduce an exemption to the restriction against rotating, revolving, or otherwise moving signs to allow car carousel displays that feature a passenger vehicle on a rotating platform in the Commercial Freeway (CF) district only; and

WHEREAS, rotating, revolving, or otherwise moving signs designed to attract attention by visual means through the movement or semblance of movement of the whole or any part of the sign, including rotation, special lighting, or wind-actuated devices are prohibited forms of signs within the City of Claremont; and

WHEREAS, staff believes that the proposed amendment would align with the City's long-term interest in promoting economic development, and more specifically, it will potentially provide a catalyst for the increase in commercial activity in the area by attracting potential customers for the existing and future auto dealerships within the Claremont Auto Center; and

WHEREAS, the amendment furthers Goal 3-1, Policy 3-1.5, Policy 3-2.6 and Goal 3-6 of the Economic Development/Fiscal Element of the City's General Plan; and

WHEREAS, on December 2, 2025, the Planning Commission held a duly noticed public hearing regarding the proposed Ordinance and voted via super-majority (6 ayes and 0 noes with one absence) to recommend approval by the City Council of the ordinance with amended language to limit the height of the Carousels to 30 feet and the maximum number to no more than two per property or business, whichever is less; and

WHEREAS, on February 10, 2026, the City Council held a duly noticed public hearing regarding the proposed Code Amendment and referred the item back to the Planning Commission to determine the maximum number of car carousel displays to be allowed in the Commercial Freeway Zone and suggested the maximum number to be between three and six across the entirety of the CF zone; and

WHEREAS, on April 7, 2026, the Planning Commission held a duly noticed public hearing on the proposed Ordinance and direction provided by the City Council and recommended that the City Council approve the proposed Code Amendment, as set forth in Section 3 and 4 of this Ordinance; and

WHEREAS, on May 12, 2026, the City Council held a duly noticed public hearing on the proposed Ordinance, at which time oral and documentary evidence was introduced along with the written recommendation of the Planning Commission; and

WHEREAS, the City Council has considered the proposed amended Code Amendment, the staff report, written public comments, and all other information, evidence, and testimony received at the Planning Commission's meetings on December 2, 2025 and April 7, 2026; and

THE CITY COUNCIL OF THE CITY OF CLAREMONT DOES ORDAIN AS FOLLOWS:

SECTION 1. Incorporation of Recitals. The City Council hereby finds that all of the foregoing recitals and the staff report presented herewith are true and correct and are hereby incorporated and adopted as findings of the City Council as if fully set forth herein.

SECTION 2. CEQA The proposed Sign Code Amendment is not a project under California Environmental Quality Act (CEQA) sections 15061(b)(2) and 15061(b)(3) of the Guidelines. On its own, the proposed Sign Code Amendment will not result in a direct physical change to the environment. However, new car carousel displays would require their own analysis under CEQA. The City anticipates that new car carousel displays would be categorically exempt from CEQA Guidelines under Section 15303 (New Construction or Conversion of Small Structures) and Section 15311 (Accessory Structures). Car carousel displays are minor, portable equipment that is clearly ancillary to the existing primary uses (typically auto dealerships). Car carousel displays would require approval of a Special Use and Development Permit (SUDP) and full compliance with the City's sign, banner, and nuisance light standards to ensure they do not unduly impact the character of the existing Commercial Freeway (CF) zone. Accordingly, the proposed Municipal Code Amendment will not result in direct physical changes nor will it indirectly result in a significant effect on the environment and is not subject to further environmental review.

SECTION 3. Title 18 – Signs, Section 18.010.010 (B) entitled, “Prohibited Form of Signs”, shall be amended to provide an exemption to car carousel displays and signs as follows:

CMC Section 18.010.010.B (current)

- B. Rotating, revolving, or otherwise moving signs designed to attract attention by visual means through the movement or semblance of movement of the whole or any part of the sign, including rotation, special lighting, or wind-actuated devices.*

CMC Section 18.010.010.B (amended to read as follows):

- B. Rotating, revolving, or otherwise moving signs designed to attract attention by visual means through the movement or semblance of movement of the whole or any part of the sign, including rotation, special lighting, or wind-actuated devices, excepting car carousel displays that feature a passenger vehicle on a rotating platform in the CF District as specifically permitted in this title.

SECTION 4. Title 16 – Zoning, Section 16.306.010 shall be amended to require car carousel displays to receive approval of a Special Use and Development Permit as follows.

CMC Section 16.306.010.S (a new section S shall be added and the current section S to be re-lettered as section T):

- S. Car carousel displays within the Commercial Freeway (CF) zoning district.
 - 1. Car carousels are limited to a maximum of one per business or property. The City shall not approve more than four car carousels in the Commercial Freeway zoning district.
 - 2. Car carousels shall not exceed 30 feet in height.
 - 3. Car carousel displays shall comply with all City regulations for lighting, banner signs, and off-site advertising.
- T. Other special or temporary uses listed as permitted uses subject to a Special Use and Development Permit pursuant to District Development Standards of this title.

SECTION 5. Effective Date. This Ordinance shall take effect thirty (30) days after its adoption.

SECTION 6. Severability. If any section, subsection, subdivision, sentence, clause, phrase, or portion of this ordinance for any reason is held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance. The City Council hereby declares that it would have adopted this ordinance, and each section, subsection, subdivision, sentence, clause, phrase, or portion thereof, irrespective of the fact that any one or more sections, subsections, subdivisions, sentences, clauses, phrases, or portions thereof be declared invalid or unconstitutional.

SECTION 7. The Mayor shall sign this Ordinance and the City Clerk shall attest and certify to the passage and adoption of it, and within fifteen (15) days, publish in the Claremont Courier, a weekly newspaper of general circulation, printed, published, and circulated in the City of Claremont and thirty (30) days thereafter it shall take effect and be in full force.

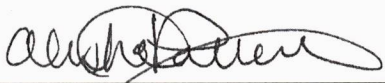
PASSED, APPROVED and ADOPTED this ____ day of _____ 20__.

Mayor, City of Claremont

ATTEST:

City Clerk, City of Claremont

APPROVED AS TO FORM:



City Attorney