

RESOLUTION NO. 2025-__

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CLAREMONT, CALIFORNIA, RECOMMENDING THAT THE CITY COUNCIL ADOPT AN ORDINANCE AMENDING TITLE 18 – SIGNS, SECTION 18.010.010(B) OF THE CLAREMONT MUNICIPAL CODE TO CLARIFY THAT CERTAIN ROTATING DISPLAYS IN THE COMMERCIAL FREEWAY (CF) ZONE ARE NOT A PROHIBITED FORM OF SIGNS (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, on December 2, 2025, 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 sections 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 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 December 2, 2025, 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 2nd day of December, 2025.

Planning Commission Chair

ATTEST:

Planning Commission Secretary

EXHIBIT

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CLAREMONT AMENDING TITLE 18 – SIGNS, SECTION 18.010.010(B) OF THE CLAREMONT MUNICIPAL CODE TO CLARIFY THAT CERTAIN ROTATING DISPLAYS IN THE COMMERCIAL FREEWAY (CF) ZONE ARE NOT A PROHIBITED FORM OF SIGNS (#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, including sign regulations, as a means of implementing the General Plan; and

WHEREAS, the City has initiated an amendment to Title 18 – Signs of the Claremont Municipal Code (CMC) to clarify that the existing restriction in Section 18.010.010(B) against rotating, revolving, or otherwise moving signs does not prohibit carousel displays on a rotating platform; rather, these carousel displays are permitted, subject to approval of a Special Use and Development Permit (SUDP) under Chapter 16.306 of the CMC; 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, remain prohibited forms of signs within the City of Claremont under Section 18.010.010(B) of the CMC; and

WHEREAS, although the proposed amendment would clarify that carousel displays on a rotating platform are permitted subject to approval of an SUDP under Chapter 16.306 (rather than outright prohibited under Section 18.010.010(B)), the proposed amendment would amend Section 18.010.010(B) to prohibit carousel displays in any district other than the Commercial Freeway (CF) zoning district; and

WHEREAS, 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 Commercial Freeway zone by attracting potential customers to the freeway-facing businesses, such as 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 on the proposed Ordinance; and

WHEREAS, notice of a public hearing before the City Council on the proposed Ordinance, was given in accordance with applicable law; and

WHEREAS, on _____, 2026, the City Council held a duly noticed public hearing on the proposed Ordinance, at which time oral and documentary evidence was introduced and the City Council received public testimony; and

WHEREAS, the City Council has considered the proposed Ordinance; and

WHEREAS, the City Council has considered the staff report and all of the information, evidence, and testimony received at the public hearing.

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. Title 18 – Signs, Section 18.010.010 (B) entitled, “Prohibited Form of Signs”, shall be amended as set forth below:

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. Notwithstanding the foregoing, car carousel displays that feature a passenger vehicle on a rotating platform are permitted in the Commercial Freeway (CF) District only, subject to approval of a Special Use and Development Permit (SUDP). Car carousel displays shall comply with all City regulations for lighting, banner signs, and off-site advertising.

SECTION 3. 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 sections 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 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 4. 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 5. 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, City of Claremont