

**ORDINANCE NO. 2026-**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CLAREMONT, CALIFORNIA 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 (#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 as a means of implementing the General Plan; 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**, 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 Code 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 new car automobile dealerships within the Commercial Freeway (CF) district; and

**WHEREAS**, the proposed Code 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 Code Amendment and after requesting a number of 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; and

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

**WHEREAS**, on February 10, 2026, the City Council held a duly noticed public hearing on the proposed Code Amendment, at which time oral and documentary evidence were introduced, and the City Council received public testimony; and

**WHEREAS**, the City Council has considered the proposed Code Amendment; 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, CALIFORNIA 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 Code Amendment is not a project under California Environmental Quality Act (CEQA) sections 15061(b)(2) and 15061(b)(3) of the Guidelines. The proposed code amendment will not result in a direct physical change to the environment, but the change to sign regulations may result in a reasonably foreseeable indirect physical change in the environment as it would allow for additional signage in the form of a small number of car carousels. However, new signs would require separate analysis under CEQA and are generally categorically exempt from CEQA Guidelines under sections 15303 (New Construction or Conversion of Small Structures) and section 15311 (Accessory Structures). The proposed Code Amendment would allow freestanding structures on a parcel of three acres or more, or within a center or development complex, or group of parcels totaling 17.5 acres or more. Although there is some potential for additional car carousels to be installed, these small structures that are most similar to that of a medium-sized sign are only allowed in a small area of the city with fewer than five (5) parcels that meet the requirements for such structures. In addition, each new car carousel will require approval of Special Use and Development Permit to ensure that it does not unduly impact the character of the existing, commercial zone and may be subject to further environmental review. Accordingly, the proposed 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 16 – Zoning, Section 16.306.010 entitled, “Uses and developments permitted with special use and development permits” and 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:

*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.

CMC Section 16.306.010.S. (to read as follows with a new section S 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 two per business or property, whichever is less.
  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 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 a summary 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 force.

**PASSED, APPROVED and ADOPTED** this    day of February, 2026.

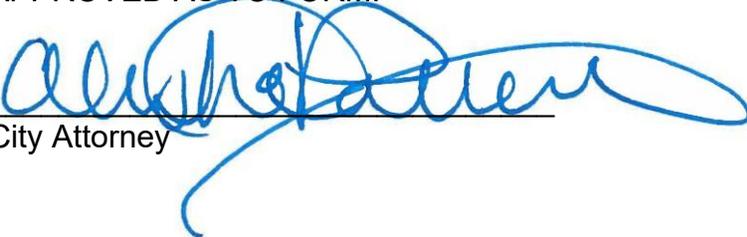
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Mayor, City of Claremont

ATTEST:

\_\_\_\_\_  
City Clerk, City of Claremont

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney