



# NOTICE OF ARCHITECTURAL COMMISSION REVIEW NEW SIGN PROGRAM 150 W. FIRST STREET (#19-S04)

**Project Description:** New sign program for the Claremont Lincoln University (CLU) building

**Meeting Location:** City Council Chamber, 225 W. Second Street, Claremont, CA 91711

**Date & Time:** Wednesday, September 25, 2019 - 7 pm

You are invited to attend an upcoming Architectural Commission meeting where a proposal for a new sign program for the Claremont Lincoln University (CLU) building, currently under construction, and the building's tenants. The proposed sign program would regulate current and future signage at the CLU-owned property and would provide for:

- Primary identification signage for CLU through two large signs located on the two tower elements located at the southwest and southeast corners of the building
- A freestanding multi-tenant monument sign located near the northwest corner of the building
- Secondary identification signage for CLU located near the building's front entrance
- Small identification signs for the building's non-CLU tenants
- Interchangeable ancillary banner signs for CLU

In total, the applicant has proposed a cumulative sign area of 284-square feet.

Sign programs are intended to provide for flexibility and creativity in how signage is provided for a building or commercial development. Signs permitted through a sign program need not conform to all requirements of Title 18 – Signs of the Claremont Municipal Code (CMC) in order to achieve aesthetic compatibility of signs within a project. The total aggregate area of the signs permitted in a sign program shall not exceed the total area of the signs otherwise permitted in the CMC.

This proposal is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15311(a) in that the proposal consists of new on-premise signage for an existing commercial building and use. Therefore, no further environmental review is necessary.

**FOR MORE INFORMATION:** The site plan, floor plan, and building elevations are on file with the Department of Community Development at City Hall, located at 207 Harvard Avenue, and are available for interested parties to review Monday through Thursday, from 7:00 a.m. to 6:00 p.m. For more information on the proposal, please contact Associate Planner, Nikola Hlady at (909) 399-5353, via email at [nhlady@ci.claremont.ca.us](mailto:nhlady@ci.claremont.ca.us), or send written comments to P.O. Box 880, Claremont, CA 91711-0880. If you would also like to be notified electronically about this project in the future, please provide your email address to the one above and your email will be added to our project file.

*Finally, in compliance with the Americans with Disabilities Act of 1990 (ADA), any person with a disability who requires modification or accommodation to participate in a City meeting should contact the City Clerk at (909) 399-5461 "VOICE" or 1-800-735-2929 "TT/TTY" at least (3) working days prior to the meeting, if possible.*