

RESOLUTION NO. 2025-**A RESOLUTION OF THE ARCHITECTURAL AND PRESERVATION COMMISSION OF THE CITY OF CLAREMONT, CALIFORNIA, APPROVING SIGN REVIEW FILE #25-S04, FOR A PROPOSED SIGN PROGRAM FOR BUILDING MOUNTED HOTEL SIGNS AND A TWO-TENANT MONUMENT SIGN TO BE LOCATED AT 701-721 SOUTH INDIAN HILL BOULEVARD. APPLICANT - SUSHIL CAPITAL, LLC**

WHEREAS, on August 18, 2025, the applicant filed a request for City approval of a new sign program, including up to three new signs, to be located at the above-referenced address; and

WHEREAS, the subject property, a 3.45-acre site fronting to both Indian Hill Boulevard and San Jose Avenue, has a General Plan land use designation of Commercial Freeway with a Specific Plan Overlay and zoning designation of Specific Plan 12 – Southwest San Jose Specific Plan (“Specific Plan”); and

WHEREAS, on October 16, 2025, notice of the public hearing was mailed to owners of properties in a 500-foot radius of the site and other interested parties; and

WHEREAS, the Architectural and Preservation Commission held a public hearing on October 29, 2025, at which time all persons wishing to testify in connection with said proposal were heard and said proposal was fully studied.

NOW THEREFORE, THE CLAREMONT ARCHITECTURAL AND PRESERVATION COMMISSION DOES HEREBY RESOLVE:

SECTION 1. The Architectural and Preservation Commission has determined that the project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15311 (a), which exempts construction of minor structures accessory to existing commercial facilities including on-premises signs. Therefore, no further environmental review is necessary.

SECTION 2. The Architectural and Preservation Commission makes the following findings, required under Claremont Municipal Code Section 18.025.120.D for approval of sign programs:

- A. The proposed revised sign program is consistent with the intent of the sign regulations set forth in Chapter 18.000 of the Claremont Municipal Code (“CMC”) in that the proposed signs will utilize high-quality, durable materials with coordinated colors and subtle illumination designed to minimize visual clutter and coordinate with the architecture of the newly constructed hotel and future buildings on the site. While the monument sign is 18 inches taller than the permitted height, the sign is designed to be visible from Indian Hill Boulevard to guide hotel guests to the primary entry drive, which is located more than 350 feet to the west.

- B. The sign program meets the general sign design criteria of Section 18.000.010.B of the CMC in that the signs are complementary to the architecture and color palette of the existing buildings, while providing a sophisticated and harmonious design, color, and illumination palette that reflects the upscale corporate character of the site once the hotel and possible second hotel are completed. Furthermore, the signage is intended to help provide appropriate visibility of the commercial center to both the Interstate 10 Freeway as well as Indian Hill Boulevard.
- C. The proposed signage meets the design criteria of CMC Section 18.025.120.B – Sign Program Standards in that the commercial site is eligible for a sign program, consists of signs with common materials, sizes, colors, and illumination, and is designed to harmonize with the colors and architectural design for the site.
- D. The proposed signage will not create a negative impact on other nearby properties, in that the signs are designed to serve the identification needs of the commercial center without obstructing vehicle or pedestrian sight lines needed for safety, and by not obstructing views to adjacent signs or buildings. In addition, the lighting proposed for the signs is subtle and limited only to the copy identifying the businesses by name. In addition, illumination is oriented to streets and the Interstate 10 Freeway and not towards nearby residential uses. In addition, the applicant will be required to address any issues that might occur through a 30-day lighting level review process once the signs are installed.
- E. The sign program is consistent with the General Plan in that it has been carefully designed to provide signage that is appropriate for a freeway-oriented commercial center while also providing a good transition to nearby residential uses.
- F. The proposed sign program does not constitute a granting of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which such property is located in that the sign program covers nearly the entirety of the area contained in the Specific Plan area and the proposed signs are much smaller and subtly designed than nearby Commercial Freeway properties, which tend to have much taller, brighter and colorful signage.

SECTION 3. The Architectural and Preservation Commission finds that the general design review criteria of Section 16.300.060.A of the Claremont Municipal Code can be met in regard to the above-described project as follows:

- A. **Conformity with Development Standards** – The proposed development is in conformity with all development standards of the Southwest San Jose Specific Plan described in the staff report and as follows:

1. **Sign Area:** The proposed signs will have an aggregate area of 180 square feet, which is less than the maximum permitted aggregate sign area of 204 square feet.
 2. **Sign Height:** At approximately 7 feet, 6 inches in height, the proposed monument sign is taller than the maximum six-foot height permitted in the Specific Plan sign regulations; however, the additional height can be approved by the Architectural Commission within a sign program as it is a two-tenant sign and as the additional height appears to be appropriate given the need for this sign to be seen from Indian Hill Boulevard, which is located approximate 350 feet to the east.
- B. **General Plan Consistency** – The proposed signs are consistent with the following goals and policies of the Claremont General Plan:
1. Establish thresholds and entryways to our neighborhoods and streets that make positive impressions of our neighborhoods (Goal 2-8) – as the signs present subtle and attractive signage to identify the hotel(s) and direct patrons traveling through the City while also respecting the proximity of the subject property to residential areas.
 2. Maintain design and development standards for signs in all areas of the City that recognize the main purpose of signs is to identify the establishment on the site (Policy 2-12.5) – as the signs are sufficiently lit and are limited only to the names of the businesses being identified.
 3. General Plan Goal 2-7 calls for creating distinctive gateways at all entry points into Claremont. The previous dilapidated budget motel was a poor gateway to the City and is not visible from the freeway except for the aging freeway pole-mounted sign. The new signage will provide visual interest and a subtle, upscale look at this important entry to the City.
 4. General Plan Policy 3-4.1 calls for expanding lodging choices in the City by attracting and retaining high-quality facilities desired by visitors to our community. The new signs will identify the new hotel and provide a high-quality appearance that will attract new visitors to this area of the City.
- C. **Compatibility of Form with Surrounding Development** – The sign designs will be compatible with surrounding uses and structures in that they provide distinct, attractive, and subtle signage that identify the business without being out of scale with surrounding development.
- D. **Compatibility of Quality with Surrounding Development** – The proposed signs are constructed of high-quality materials, are equipped with appropriate illumination, and will blend well with the architecture of the site and its surroundings.

- E. **Internal Consistency of Design** – All elevations of the proposed signs are architecturally treated in a consistent manner and include high-quality materials. Each sign respects the architectural character of the site as well as reflecting the use(s) of the commercial center.
- F. **Privacy** – The proposed new signs are not anticipated to have an impact on the privacy of nearby buildings or on the privacy of nearby residential neighborhoods.
- G. **Internal Circulation** – The proposed signs are designed to help visitors and guests navigate from the freeway to the main entry(ies) of the Residence Inn and future hotel, encouraging efficient circulation to and from the site.
- H. **Sustainability** – The proposed signs include high-efficiency LED illumination to minimize energy use at the facility.
- I. **Tree Preservation** – The signs will not impact existing trees on the site.
- J. **Light and Air** – The proposed project will not unreasonably impinge on neighbors' existing access to light or use of prevailing winds for natural ventilation, nor will it cast a shadow over an existing solar energy system (active or passive), in that the project entails the construction of signs mounted to existing buildings or a 7 foot, 6 inch monument sign near San Jose Avenue in the middle of the site; none of which are capable of significantly impacting access to light and air for surrounding properties.
- K. **Environmental Protections** – The proposed development has been reviewed pursuant to the requirements of the California Environmental Quality Act (CEQA), and meets the environmental protective standards of the Claremont Municipal Code Chapter 16.154 for the reasons stated above in Section A.
- L. **Health and Safety** – The project will not be detrimental to the public interest, health, safety, convenience, or welfare. The signs meet development standards, meet the intent of the Specific Plan, and are designed to be consistent with the architecture and colors of the existing buildings at the subject property. In addition, all new signs will be mounted securely to allow adequate visibility for cars and pedestrians in the area. The potential for unsafe levels of glare for drivers will be minimized through the imposition of a 30-day lighting level review.

SECTION 4. The Architectural and Preservation Commission hereby approves Sign Review (File #25-S04), based on the findings outlined in Sections A through E above, and subject to the following conditions of approval:

- A. This approval is for a proposed sign program allowing two types of signs: building mounted major identification signs, including freeway-oriented signs, and a two-tenant monument sign to be placed along San Jose Avenue near the

middle of the site, which is the existing commercial center located at 701 to 721 South Indian Hill Boulevard. Construction of all signs shall be in substantial compliance with the plans approved by the Architectural and Preservation Commission.

- B. This approval is valid for two years from the date of the Architectural and Preservation Commission action. If building permits to install the approved signs are not issued or a time extension has not been granted during this time frame, this architectural approval shall automatically expire without further action by the City. The Community Development Director is hereby authorized to grant a one-year extension upon a written request from the applicant that there were unavoidable delays.
- C. Noise sources associated with construction activities shall not exceed the noise levels as set forth in Chapter 16.154 of the Municipal Code. In addition, construction activities shall be limited to weekdays and Saturdays between the hours of 7:00 AM and 8:00 PM.
- D. The applicant shall notify staff when illumination for the signs becomes functional so that the City may commence a thirty-day lighting level review. If illumination levels, glare, or other applicable issues are found to be excessive, the applicant will be directed to modify the lighting as necessary to be at an acceptable level.
- E. Noncompliance with any condition of this approval shall constitute a violation of the City's Municipal Code. Violations may be enforced in accordance with the provisions of the administrative fines program of Chapter 1.14 of the Municipal Code.
- F. The applicant/owner, by utilizing the benefits of this approval, shall thereby agree to defend at its sole expense any action against the City, its agents, officers, and employees because of the issues of such approval. In addition, the applicant/owner shall reimburse the City et al for any court costs and attorney fees that the City may be required to pay as a result of such action. The City may, at its sole discretion, participate at its own expense in the defense of any such action, but such participation shall not relieve the applicant/owner of its obligation hereunder.
- G. Failure to comply with any of the conditions set forth above or as subsequently amended in writing by the City may result in failure to obtain a building final and/or a certificate of occupancy until compliance is reached. The City's requirement for full compliance may require minor corrections and/or complete demolition of a non-compliant improvement regardless of costs incurred where the project does not comply with design requirements and approvals that the applicant agreed to when permits were pulled to construct the project.

SECTION 5. The Architectural and Preservation Commission Chair shall sign this Resolution and the Commission Secretary shall attest and certify the passage and adoption thereof.

PASSED, APPROVED, AND ADOPTED this 29th day of October, 2025.

Architectural and Preservation Commission Chair

ATTEST:

Architectural and Preservation Commission Secretary