

vocon.

Master Signage Plan

01.14.2026

*Sheiban
Jewelers*

SHEIBAN PARK
CROCKER ROAD WESTLAKE, OHIO



MASTER SIGNAGE PLAN

SUMMARY

This Sheiban Park Master Signage Plan is based on other commercial properties within Westlake to provide a current and comprehensive program for District and Tenant signage throughout the Sheiban Park District. The intent is to create an attractive and inviting center that will allow the Landlord to attract and retain quality Tenants for the benefit of the City of Westlake, OH.

A. Analysis - in Square Feet (SF)

	<u>Allowed</u>	<u>Proposed</u>
Total Monument Signage -		
(1) allowed at 40 SF and (2) at 30 SF = 100 SF	100 SF	132 SF
Total Tenant Signage (1.5 SF per LF frontage)	2,722.5 SF	1,418 SF
Total Site and Tenant Signage Combined	2,822.5 SF	1,550 SF

1. Site signage includes four Monument Signs. However, wayfinding signs are excluded from this total, as they do not count toward the maximum allowable site or tenant signage.
2. Tenant Signage is inclusive of all primary and secondary tenant signs at Buildings 1, 2, 3, 4, 5, and 6.

B. Modifications Requested

1. Site Signage

a. Monument Signs

- i. One additional 30 SF monument sign located at Area B as shown on Appendix C (total – two 30 SF monument signs at Area B).
- ii. One additional monument sign to have a sign area of 36 SF (total – one 36 SF monument sign at Area A and one 36 SF monument sign at Area C).

b. Wayfinding Signs – As a form of directional signage, wayfinding signs are excluded from the total maximum allowable site and tenant signage for the District.

2. Wall Signs – Top of Sign Height: The height of wall signs on Building 1 may exceed the maximum allowable height of 20'-0" above adjacent grade, provided the building continues to operate as a single-tenant building. Maximum height shall be measured from adjacent grade to the highest point of the sign not to exceed 33'-0".

3. The second building frontage of a corner unit shall be included in the total frontage allotment for that unit.

4. Secondary Signage: The intent is to create another level of interest through the use of smaller-scale, pedestrian-oriented signage.

a. Secondary Wall Signage – Area: The criteria allow “Major” and “Minor” Tenants an additional 0.5 SF per lineal foot of storefront frontage for secondary wall signage.

b. Freestanding (a-frame sidewalk) Signage – Area: The criteria allow “Major” and “Minor” Tenants an additional 0.1 sf per lineal foot of storefront frontage for freestanding signage.

c. Window Signage – Area: The criteria allows “Major” and “Minor” Tenants an additional 0.225 sf per lineal foot of storefront frontage for window signs.

5. Maximum Logo Letter and Brand Mark Height: For Building 1, the maximum permitted logo letter height is 5'-0” and the brand mark shall not exceed 8'-0” in height, provided that Building 1 continues to operate as a single-tenant building.

CRITERIA

A. General

1. Landlord means the applicants/owners of the District.

2. Tenant means a party leasing space from the Landlord pursuant to a separate Lease.

3. Master Signage Plan means these criteria as based upon the City of Westlake, Codified Ordinances, Chapter 1223 – Sign Regulations. Where there is variance between this Plan and the Regulations, this Plan shall govern as approved and/or amended by the Landlord and Westlake Planning Commission.

4. The Landlord has submitted a related Preliminary Development Plan Master Plan and Design Guidelines for this District separately to the Westlake Planning Commission (Planning Commission). This Master Signage Plan is intended to complement the Preliminary Development Plan Master Plan and Design Guidelines.

5. All new primary signs are subject to Planning Commission review and approval. Secondary signage is approved by the Westlake Planning Department (Planning Department); however, the decision may be referred to the Planning Commission for consideration if the Planning Director determines the proposed sign is more appropriately the responsibility of the Planning Commission.

6. Refaced signs, defined as the in-kind replacement of an existing sign with a new sign of generally the same shape, size, design, and materials in the same location as the sign approved by the Planning Commission, shall be subject to administrative review and approval by the Planning Department.

7. The Planning Commission may adjust the sign area allocated to an individual Tenant, provided that the total sign area for the individual building frontage does not exceed:

- a. 1.5 sq. ft. per linear foot of frontage for primary signs.
- b. 0.5 sq. ft. per linear foot of frontage for secondary signs.

B. Tenant Signs*

1. Tenant signs shall be constructed, installed, and located in general compliance with the areas indicated on Building Elevations as submitted with the related Development Plan. Signage is not permitted on the rear facades of Buildings 5 and 6, except that instructional signage permitted under the Westlake Zoning Code Section 1223.02 (b)(6) may be placed on rear service doors.

2. Primary Tenant signs shall be centered vertically on the building façade or entrance façade element as appropriate.

3. Primary Tenant sign area shall be apportioned as determined by the Landlord and Planning Commission up to the maximum allowed by regulations for each individual Tenant space. The maximum area of Primary signage is determined based upon 1.5 SF per lineal foot of storefront frontage.

* See Appendix A

4. Secondary Tenant Signage:

- a. Secondary Wall Signage – Area: “Major” and “Minor” Tenants are allowed 0.5 SF per lineal foot of storefront frontage for secondary wall signage.
- b. Freestanding (a-frame sidewalk) Signage – Area: “Major” and “Minor” Tenants are allowed 1 freestanding sign at 3 sf per side. The size of the freestanding sign may be increased provided its size does not exceed 0.1 sf per lineal foot of storefront frontage with a maximum size of 8 sf per side.
- c. Window Signage: Area: “Major” and “Minor” Tenants are allowed 0.225 sf per lineal foot of storefront frontage for window signage. The combined area of all window signs in any one window at one time shall not exceed fifteen percent (15%) of the area of that window.

5. Given the setback distances from Crocker Road and the scale of the building facades, the top of the signs in Building 1 shall be allowed to 33'-0" above grade, provided the building continues to operate as a single-tenant building.

C. Site Signs*

1. Wayfinding signs

- a. No maximum number.
- b. Monument or post and panel style ground signs listing building tenants.

2. Monument Signs

- a. Two Monument Signs may include up to 36 SF of sign area.
- b. Two may include up to 30 SF of sign area.
- c. The general locations of monument signs are identified on the site plan in Appendix C.

* See Appendix B and C

D. Other Critical Requirements

1. Tenant signs and Monument signs are to be:
 - a. Individually illuminated channel letters, either face-lit or halo lit, mounted directly to the building facade or sign wall.
 - i. Acrylic face of the letter forms must have a matte finish to avoid reflections in the letter face when not illuminated.
 - ii. Maximum logo letter height is 5'-0" for Building 1 while it remains a single-tenant building, and 4'-0" for tenants in all other buildings. If Building 1 is subdivided into more than one tenant, its maximum logo letter height shall be 4'-0".
 - iii. Brand mark shall not exceed 8'-0" in height for Building 1. If Building 1 is subdivided into more than one tenant, the maximum brand mark height shall be 4'-0".
2. Major Tenants or future Major Tenants as designated by the Landlord are permitted to have individual letters or logo elements attached to a non-illuminated backer board.
3. Minor Tenants are limited to individual letters or logos attached directly to the building fascia or capsule signs.
4. Fluorescent lights are not permitted in signs for either Major or Minor Tenants.
5. Signs shall be of good quality construction and installation, maintained and illuminated by the Tenant throughout the lease term.
6. All installation methods must comply with applicable building, electrical and zoning codes and meet "UL" approval.
7. PK housings to remote transformers are required.
8. All signs shall have concealed attachment devices, clips, wiring, transformers, lamps, tubes and ballasts.
9. Site Signage colors and designs shall be uniform and harmonious.
10. The manufacturer or installer may not install any promotional decals or labels that are visible to the public other than those required by the City of Westlake.

11. Tenant agrees to remove all signs installed by Tenant and repair/repaint all damage caused by such removal.

12. Holes in the facades or walls shall be accurately drilled to minimum diameters. Caulk all penetrations, including fasteners to be watertight.

13. The storefront sign shall be connected to a time clock, which will automatically turn the sign on at the start of the business day. It is required that all storefront signage be illuminated during the stores hours of operation and additionally during standard shopping center hours if Tenant is permitted under the Lease to operate on non-standard hours.

14. The Tenant shall be required to identify its premises with signage in accordance with this Master Signage Plan. Such signage shall be installed prior to Tenant opening for business in the premises. Tenant shall seek Landlord and City of Westlake approval prior to any sign installation.

15. All proposed Tenant signs require written approval by the Landlord, which approval shall be given or denied in accordance with the criteria set forth herein.

- a. Existing Tenants may reinstall their existing signs on redeveloped building façades with approval from the Landlord and issuance of a sign permit by the Building Department. If such approval is not granted, new signs complying with these criteria shall be installed.

16. If applicable, the Tenant shall restore the sign location for the premises to like-new condition prior to installing signage.

17. Tenant shall, at its own risk and expense, erect such sign(s) (including electrical connections), as are required under this Master Signage Plan, and shall maintain such sign(s) in a good state of repair. Tenant hereby agrees to indemnify Landlord with respect to the erection, maintenance, existence, or removal of any such sign(s), and further agrees to repair any damage that may be caused by the erection, maintenance, existence, or removal of any such sign(s). Upon vacating the premises, Tenant agrees to remove all signs and repair the sign band to “as new” condition.

18. Although signing practices of the Tenant will be considered, such practices will not be controlling. Landlord will not consider any other shopping center signage, not conforming to this Master Signage Plan, in reviewing Tenant’s signage proposal.

19. Tenant shall be required to identify its rear service door (if provided) with one identification sign in accordance with the criteria set forth by Landlord and Westlake Sign Regulations.

20. The area of a sign shall be computed as including the entire surface area within a regular, geometric form, or combination of regular, geometric forms, comprising all of the display area of the sign and including all of the elements of the matter displayed together with any material or color used to differentiate the sign from the environment or surroundings in which it is placed.

21. Temporary Signs.

- a. Includes “Opening”, “Coming Soon”, “Sale”, etc.
- b. All temporary banners must be approved by Landlord and obtain permits from the City of Westlake.
- c. All temporary banners must be properly secured. Any damage or holes made in securing temporary banners must be repaired properly and returned to like-new condition.
- d. Temporary banners are only allowed to be installed for 30 days or as approved by the City of Westlake and the Developer-Landlord Property Manager and obtaining permits from the City of Westlake.

22. Prohibited Signs subject to Landlord’s Approval.

- a. Signs as prohibited by 1223.12.
- b. The following sign types or components will not be permitted for any part of Tenant’s storefront sign or as interior signage within the front 4’-0” of the Leased Premises.
 - i. Moving, rotating or flashing signs.
 - ii. Painted and/or non-illuminated signs.
 - iii. Video/TV screens in or behind storefront system.
 - iv. Cloth, wood, paper, or cardboard signs, stickers, or decals around or on exterior surfaces, doors, and windows of the premises.
 - v. Noise-making devices and components.
 - vi. Letters, symbols, or identification of any nature painted directly on exterior surfaces, doors, and windows of the premises, except for 2 SF of operational information such as open hours.
 - vii. Rooftop signs.
 - viii. Cabinet-type storefront signs.

- ix. Temporary or promotional type signs in the storefront windows will only be permitted with prior written Landlord approval and only for a specific period of time.
- x. Window film or graphics on the exterior of the building.
- xi. Flashing signs are not permitted if visible from the exterior of the Tenant space.

23. Administrative Procedures

a. Landlord

- i. Approval of store design drawings or working drawings and specifications for Tenant's premises does not constitute approval of any sign work. Within 15 days of signing a Lease, Tenant shall submit to the Landlord one set of prints for all its proposed sign work. Drawings shall clearly show the following:
 - 1. The location of the proposed storefront sign drawn to scale on the storefront elevation.
 - 2. The sign letters and graphic elements drawn to scale and dimensioned, using the proposed fonts and colors.
 - 3. The construction details and sections of the actual sign, including attachment methods and construction materials.
- ii. Landlord shall return to the Tenant the sign drawings, with any comments and/or corrections. Sign fabricator shall not be allowed to begin fabrication or to install any sign without having, in his possession, a written approval and authorization from the Landlord.
- iii. Landlord reserves the right in Landlord's sole discretion to permit exceptions to this Master Signage Plan with Planning Commission approval.

Permission granted to a Tenant to deviate from the strict requirements of this Master Signage Plan shall not entitle any other Tenant similar treatment.

b. City of Westlake

- i. Tenant shall make inquiry at the Planning Department for determination of level of review and approval required for proposed sign(s).
- ii. Tenant shall make appropriate submittal of application and signage drawings per review requirements.

24. If any of the following limitations, restrictions or criteria are found to be invalid under any ordinance, regulation or law to the extent that such limitations, restrictions or criteria is invalid as aforesaid, then the Landlord, at its sole discretion, may modify such limitations, restrictions or criteria to comply with such local ordinance, regulation or law. In no case shall the invalidity of any one of the foregoing limitations, restrictions or criteria invalidate this Master Signage Plan or a related Lease.

25. Tenant shall obtain all applicable permits from the City of Westlake.

26. All other Westlake Sign Regulations shall apply unless described or modified by the Master Signage Plan.

27. The Landlord seeks to maintain all “Major” Tenant criteria should the leasing configuration change in the future and no “Major” Tenant is defined at that time but may be established at a later date.

Appendix A

Tenant Signage

Tenant Signage shall be scaled appropriately to the storefront, maintaining clear legibility at the pedestrian level while complementing the overall architectural character of the building. A variety of sign types—including blade signs and wall-mounted signs —are permitted, provided they are well-integrated with the storefront design and use high-quality, durable materials. Creative expression is encouraged, but signage must avoid visual clutter and maintain consistency with the District’s cohesive and elevated aesthetic.

1. Maximum logo letter height shall not exceed 5’-0” for Building 1 and 4’-0” for all other Buildings. If Building 1 is subdivided into more than one tenant, its maximum logo letter height shall be 4’-0”.
2. The overall height of wall signs shall not exceed 5’-0”. There shall be no limit to the width of wall signs.
 - a. Wall signs representing a brand mark shall not exceed 8’-0” in height for Building 1. If Building 1 is subdivided into more than one tenant, the maximum brand mark height shall be 4’-0”.
3. Blade signs shall not protrude more than 4’-0” and shall be mounted with the bottom of the sign at 8’-0” above the sidewalk.
4. No moving or chasing lights are permitted.
5. Signage or logos that have different requirements may be submitted for review and consideration by property management and the Planning Commission.



Examples of Tenant Signage

Appendix B

Wayfinding Signage

1. Wayfinding signage shall be strategically placed at key decision points to clearly direct both vehicular and pedestrian traffic throughout the District.
2. Signage design must be consistent in typography, materials, and color palette, reflecting the overall identity of the District while ensuring high visibility and readability.
3. All wayfinding elements shall be appropriately scaled to their context—vehicular signs large enough for safe navigation, and pedestrian signs positioned for easy access and intuitive guidance.
4. These signs are permitted to be a maximum height of 3'-6" inclusive of a 6" base with a maximum sign area of 18 SF, excluding base.
5. Locations are to be determined along with approval of the Development Plan. They are permitted to be single-sided and/or double-sided.
6. When LED digital media is used, the images must be "static" or not visible from Crocker Road.

Appendix C

Monument Signage

Signage Location Area “A” at the intersection of Crocker Road and Corporate Circle will serve to announce the District along Crocker Road. The signage will be an illuminated Monument Sign lit with either grade level spot lighting or internally illuminated letters. Tenant signage may be incorporated in the main District signage.

Signage location Area “B” will function as a gateway and threshold to the District off of Corporate Circle. The two signs at each end of the entrance will be illuminated with either grade level spot lighting or internally illuminated letters.

Signage location Area “C” is a Monument Sign that may include tenant signage.



Figure 1



Examples of site signage



vocon.