

Commercial Sign Guide

Design, Approvals and Permits



Department of Planning & Development
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Architectural Board of Review
The City of Lakewood
Adopted August 2010



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Introduction to signs in Lakewood

Lakewood is a great place to do business; its density, diversity and location attract a variety of people to enjoy an afternoon of shopping, an evening of quality dining, a night on the town and everything in between.

We recognize that our businesses are key to keeping Lakewood vibrant and unique. A good sign is one of the best tools for a business to market itself. A great sign puts a business one step ahead of its competitors. Great signs build great brands for business and contribute to the character of our city.

The City of Lakewood regulates the type, design, size, location, illumination and maintenance of signs to help local business achieve, and enhance the appearance, function and personality of the community. Great businesses build great communities; your sign is as important to the city as it is your business.

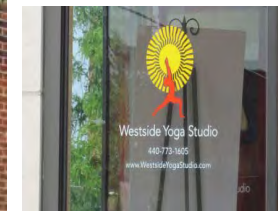
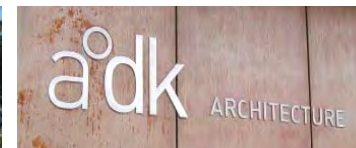


Purpose of this Guide

This resource is intended to help you to hit the ground running by providing a clear, concise overview of appropriate sign design and the City approval process. The guide is to help you get a feel for the kinds of signs that meet the criteria set by the Architectural Board of Review and have been successfully reviewed and approved by that board. If you are considering a new sign for your business or are opening a new business please contact the Planning and Development Department at 216.529.6630 or www.onelakewood.com to discuss your signage options.

All signs are subject to the City of Lakewood Building Code under Signs, Chapter 1329, which can also be found on the City's website.

Well Designed Signs – Well Crafted, Creative, Cost Effective and Good for Business



Good Sign Design

- ❑ Well Crafted
- ❑ High Quality Materials
- ❑ Individual Letters
- ❑ External Illumination
- ❑ Consistent appearance
- ❑ Well Maintained
- ❑ Good Visibility
- ❑ Creative
- ❑ Durable
- ❑ Appropriate to the Building Type

Poorly Designed and Prohibited Signs— Bad Signs are Bad for Business



Bad Sign Design

- Poorly Crafted
- Cheap Materials
- Temporary Appearance
- Window Clutter
- Illegible
- Poorly Maintained
- Not Appropriate to the Building Type

Prohibited Signs

- Lighter than Air
- Wind Signs
- Portable Signs
- Pole Signs

Process – From Idea to Installation

It is recommended to always use licensed, registered and experienced contractors for the design and installation of your sign. To obtain a list of contractors registered with the City, please contact the Building Department at 216.529.6279.

1. Contact the Department of **Planning and Development** and consult with staff about sign options and requirements. **Phone: 216.529.6630** or planning@lakewoodoh.net
2. Architectural Board of Review application. All signs must be reviewed by the ABR prior to receiving a permit and prior to installation. ABR meets on the second Thursday of each month at 5:30 in the City Hall Auditorium. Applications and meeting schedules can be obtained by contacting the **Planning** or **Building Departments**, or at www.onelakewood.com. Please note application deadlines, and please provide all of the following with your application:
 - Proposed design and layout, with the total area of signs, size, height, character, materials, colors and type of lettering or other symbols
 - If the sign will be illuminated, the number and types of lights
 - The exact location of the sign on the building and/or property
 - Details and specifications for construction, erection and attachment
3. Approval by ABR – once you receive ABR approval, you may apply for a building permit from the Building Department. Please note that if you are also doing any electrical work in association with your sign, you will be required to obtain an electrical permit. **The Building Department may be contacted at 216.529.6279.**
4. Once you have obtained your permits, you may commence work and install your new sign. The Building Department will do a follow-up inspection to insure the sign was installed per the building code. Planning and Development will do a follow up inspection to confirm that the installed sign matches the design approved by the Architectural Board of Review.

Please feel free contact either the Planning or Building Departments at any time in the process if you have questions.

www.onelakewood.com

