

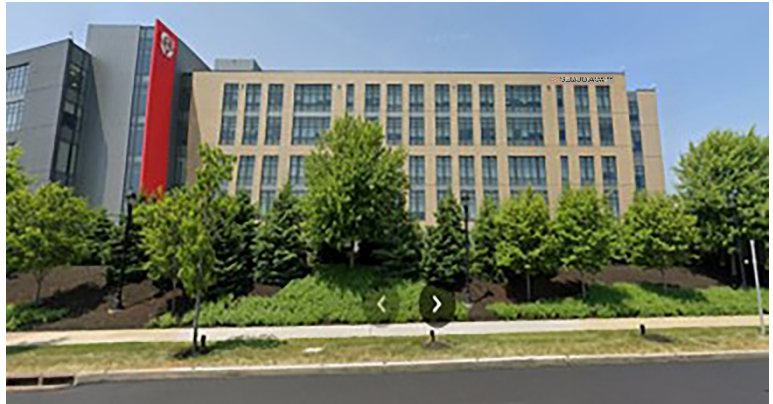
**WESTLAKE PLANNING COMMISSION
STAFF REPORT
5/7/26**

PART I GENERAL INFORMATION

Sequoia Financial Group sign plan, 1 American Blvd., PP# 21129005, Ward 5

PART II PROJECT SUMMARY/MSP

The purpose of this request is to obtain approval for a new wall sign for a major office tenant (>4,000 s.f. gross leased area) Sequoia Financial Group:



- Located above the fifth floor of the east façade of the American Greetings Building centered on the brick parapet just above the windows and balanced symmetrically about the three windows at the building corner.
- Pursuant to Section 1.3 of the Crocker Park Master Signage Plan (MSP), office tenants are allowed wall signs along this frontage.
- The maximum allowable signage area at the proposed location is 100 square feet with one sign per floor (MSP – Section 11.5).
- As this is a multi-story building, one office tenant sign is permitted on this side on this floor. Since no other office tenant signage exists here, the proposal is acceptable.
- Design
 - Logo & Letters: reverse lit channel letters with aluminum faces in corporate colors.
 - Illumination: Internal white LEDs, 2700K.
 - Mounting: Pin-mounted to fascia.
 - Dimensions: 98 SF (see drawing).
- Compliance – the proposal aligns with the Crocker Park Master Sign Plan (MSP), and no waivers or zoning modifications are required.

Formula Matrix for Major Office and Hotel Tenants within the Crocker Park PUD Only		
<small>*Major Office and hotel Tenants* shall be defined as office and hotel tenants of greater than 4,000 square feet in gross leased area and no larger than 79,999 square feet in gross leased area.</small>		
<small>Total maximum allowable signage per major office and hotel tenant is not to exceed 1 square foot per lineal foot of building facade for Type A-Fascia Wall Sign and as specified below for Primary Identification Signage, and 0.5 square feet per lineal foot of "tenant frontage" (dimension along the outside of the actual tenant's occupied space) for Secondary Identification Signage. Primary Identification Signage is not to exceed a total of 200 square feet. Secondary Identification Signage is not to exceed 75 square feet. Maximum letter/logo height allowed is 4 feet unless otherwise approved.</small>		
Sign Type - Description	Formula for Determining Sign Area / Quantity	Max. Allowable Individual Sign Area
PRIMARY IDENTIFICATION SIGNAGE		
Type A - Fascia Wall Sign	1 square foot per lineal foot of building facade. This calculation is not affected by the number of building floors; only one floor total is counted toward this calculation.	100 square feet; each building facade shall be allowed one (1) sign per floor, and each tenant will be permitted to have no more than one (1) fascia sign per building facade.

PART III DRAFT FINDINGS/MOTION

Draft Findings of Fact

1. The proposed sign conforms to Crocker Park’s approved sign type, design standards, and permitted materials.
2. No waivers or zoning modifications are necessary.

Draft Motion¹

If the Planning Commission can approve, the following motion is advised:

Based upon the findings of fact, I move to approve the Sequoia Financial Group sign plan.

¹ This is suggested language only and not a recommendation for or against the approval of this request.