

RIVER PLANT CO.



Great, Big, Graphics.
Cleveland West

29260 Clemens Rd Suite 1
Westlake, OH 44145
440.617.6461

**PRELIMINARY
DRAWINGS**

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Customer:
River Plant Co.

Address:
20161 Lake Road,
Rocky River, OH 44116

Sign Type:
72" x 22" max metal with white + black PVC

Date:
2/23/26

Signature:

Sq. Ft.
11

Approved

Approved With Changes

Revise And Resubmit

Rejected



Proposal Summary – Exterior Signage Installation

Applicant: River Plant Co.

Sign Fabricator / Installer: SpeedPro Imaging Cleveland West

Project Location: 20145 Lake Road-44116

Project Overview

This proposal outlines the installation of a new exterior storefront identification sign for River Plant Co., located at 20145 Lake Road in Rocky River, Ohio. The signage is intended to provide clear business identification for customers and visitors while maintaining a design that complements the building façade and surrounding commercial district.

The sign will be fabricated and installed by SpeedPro Imaging Cleveland West using durable **metal and PVC dimensional lettering** mounted directly to the **existing storefront fascia**. The sign will measure approximately **6 feet in height across a 27-foot storefront width**, with lettering proportionally scaled and centered across the façade.

Sign Specifications

- **Materials:** Metal and PVC dimensional letters
- **Color:** Black sign surface with white lettering
- **Mounting:** Flush-mounted directly to existing fascia
- **Illumination:** None (non-illuminated)
- **Projection:** The sign will not project outward beyond the fascia surface
- **Coverage:** Approximately 6 feet of the 27-foot storefront width

The design will be **flat-mounted**, ensuring it does not extend into the pedestrian walkway or public right-of-way. The sign will be produced in the following manner:

- The backer board will be 3mm MaxMetal (which is an aluminum composite material). We will flood that with a rich black color.
 - The frame around the border of the sign will be produced out of ½" thick black pvc and adhered to the MaxMetal backer board.
 - The die-cut white pvc letters for your business name will be produced out of ½" thick white pvc and adhered/mounted to the MaxMetal backer board.
 - This will be a one day two person install.
-

Purpose

The purpose of the proposed signage is to:

- Provide **clear identification** of River Plant Co. for customers and visitors traveling along Lake Road.
- Maintain **visual consistency** with the storefront architecture and neighboring businesses in the district.
- Create a **simple and professional storefront presence** that enhances the overall appearance of the commercial corridor.

The design intentionally uses **clean, minimal styling and neutral colors** to complement the building rather than dominate the façade.

Compliance

The proposed signage has been designed to align with the general signage standards of the City of Rocky River and to minimize any potential impact on the building or surrounding streetscape.

Key compliance considerations include:

- **Non-illuminated design:** The sign will not include external lighting, backlighting, or electrical components.
- **Flush mounting:** The sign will be mounted directly to the building fascia and will not project outward from the structure.

- **No obstruction:** The installation will not extend into sidewalks, pedestrian pathways, or the public right-of-way.
- **Appropriate scale:** The proposed sign will utilize approximately 6 feet of that width, representing approximately 22% of the total storefront frontage. According to the signage standards of the City of Rocky River, the maximum allowable sign coverage is 40% of the storefront façade area. The proposed sign therefore remains well below the allowable maximum, ensuring full compliance with city guidelines. This reduced coverage was intentionally selected to maintain a clean, proportional appearance on the building façade while minimizing visual impact along the Lake Road corridor.
- **Durable materials:** Metal and PVC construction ensures long-term durability and minimal maintenance.

This design approach ensures the sign remains **visually consistent with the character of the Lake Road business corridor while maintaining a clean and unobtrusive appearance.**



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29260 Clemens Road
Suite I
Westlake, OH 44145
(440) 617-6461

ESTIMATE EST-19998

Payment Terms: Net 15

Created Date: 2/11/2026

DESCRIPTION: New Overhead Building Sign - Die-Cut Black & White PVC 72" x 22"

Bill To: River Plant Company
20161 Lake Road
Rocky River, OH 44116
US

Pickup At: SpeedPro Cleveland West
29260 Clemens Road
Suite I
Westlake, OH 44145
US

Requested By: George Hihn
Email: george@generationsun.com

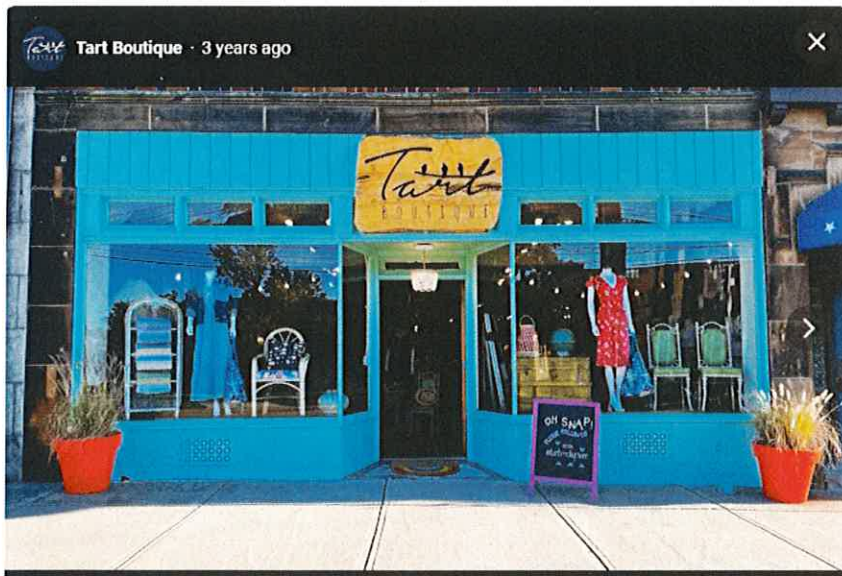
Salesperson: House SpeedPro Cleveland West
Entered By: Jeff Kolenich

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	New Overhead Sign Panel	1	\$648.66	\$648.66
1.1	Max Metal 3mm 4' x 8' Coated Two Side - Black Backer Panel on 3mm MaxMetal Part Qty: 1 Width: 72.00" Height: 22.00"			
1.2	12mm Black PVC (1/2") Clone - 1/2" Black PVC Border/Frame Part Qty: 1 Width: 72.00" Height: 22.00" Sides: 1			
1.3	12mm White PVC (1/2") - 1/2" White Die-cut PVC Logo Part Qty: 1 Width: 72.00" Height: 22.00" Sides: 1			
2	Install	1	\$480.50	\$480.50
2.1	Service -- Time - Part Qty: 1 Surfaces and Elevation - Surface: Painted/Sealed Wood - Elevation: Accessable with Ladder Service Time - Service: Installation only (no removal) - Increments: Hours - Time: 0.00 - Estimate or Firm quote: Firm Quote Location - Installation Location: Customer			

New Sign Images



Existing Store Front



New Store Front with Proposed Sign

