



# Business Sign Manual

November, 2013  
CoralSprings.org



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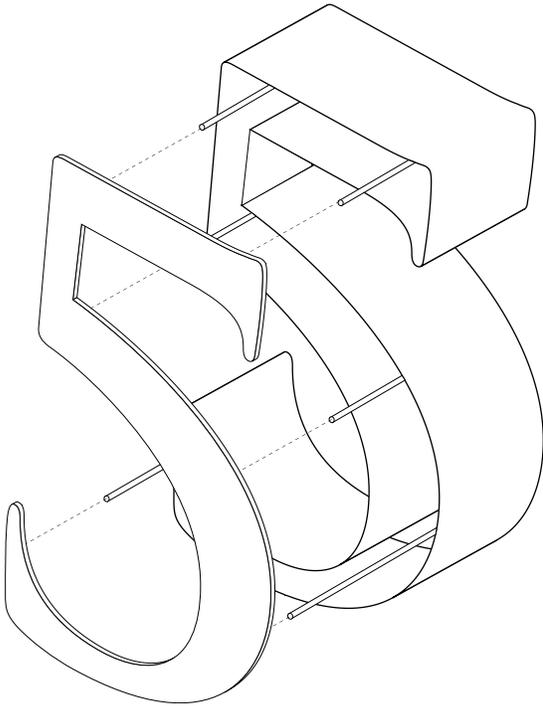
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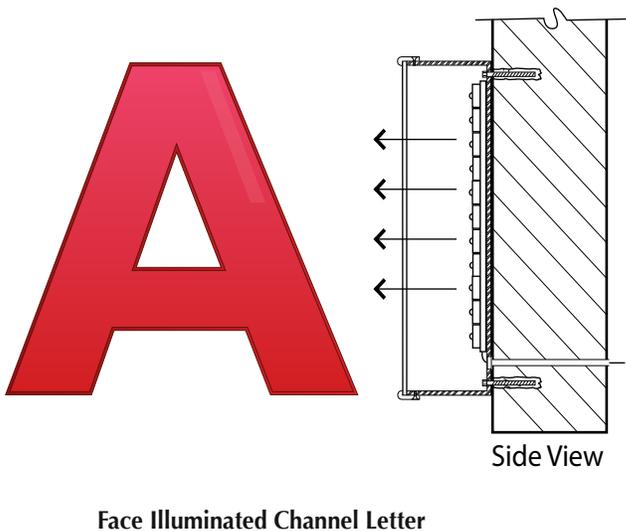
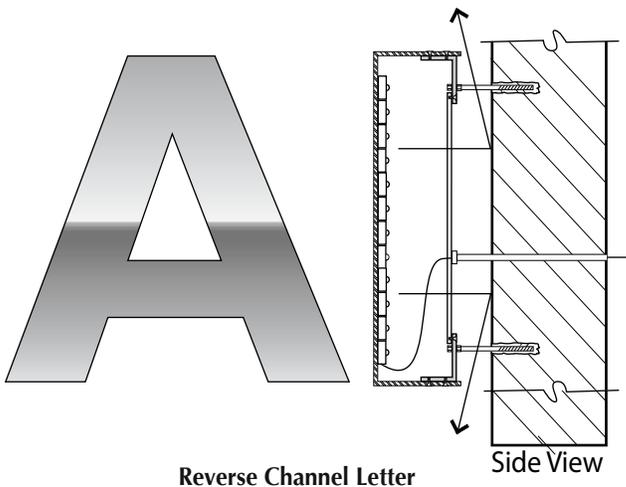
## Introduction



The City of Coral Springs has created this manual as a guide to help commercial and industrial property owners understand the sign code. In this manual, sign companies and business owners will find guidelines to explain the difference between a standard wall sign and a preferred designer sign, how to create a designer sign and how to apply for a sign permit. Furthermore, the manual also explains directory and wayfinding signage as well as temporary signs such as window signs and grand opening signs. In summarizing the sign code, some information has been left out. The complete sign code can be viewed on the City's website at [www.CoralSprings.org](http://www.CoralSprings.org) under Chapter 18 of the Land Development Code.

Usually, the first step in the sign process is to hire a professional sign manufacturing company. All permanent signs discussed in this manual require a Broward County licensed sign contractor to construct and install the signage. As with any other permit, sign permits should be submitted to the City's Building Department. For any questions relating to signage within the City of Coral Springs please contact the Community Development Department at 954-344-1040. You can also visit us at City Hall at 9530 West Sample Road.

## Standard Wall Sign Types



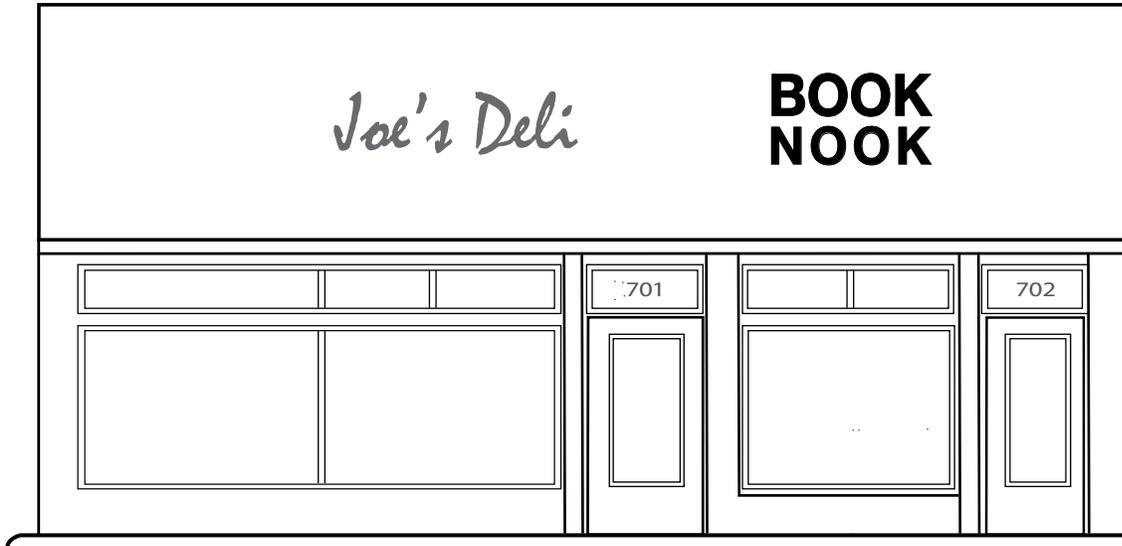
The City of Coral Springs allows two types of wall signs: The standard flush-mounted, individual channel letter sign or a designer sign. Raceways, pan type signs or light boxes are not permitted.

Most commercial plazas within the city have their own color theme- and all of their wall signs are of one color. When choosing the standard wall sign, the proposed sign must match the color and appearance of the other signs in the plaza. Font styles may differ. Logos can be three colors, one of which must be the color used for the letters. Standard wall signs may be reverse-illuminated or face-illuminated.

Letter/logo height is mostly determined by the width of the road right-of-way in which the building or tenant space faces and the distance from the tenant space to the property line. (The property line always abuts the right-of-way line.) This is further detailed in Section 1807 Basic Design Schedule Table A. However, in no instance shall wall signs exceed 70% of the height of the sign band or 70% of the width of the tenant space. (see p. 3)

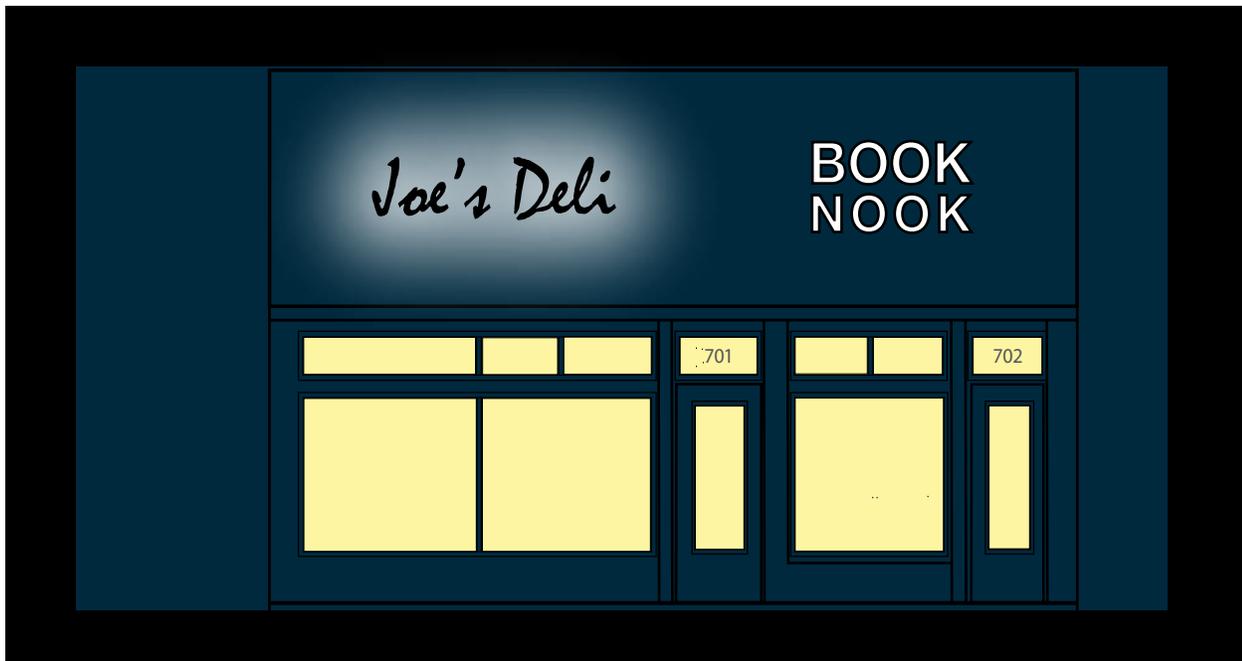
Reverse channel letters protrude from the wall with their illumination reflecting back onto the wall. Front firing, face-illuminated channel letters illuminate through the plastic face.

## Standard Wall Sign Types Day & Night Views

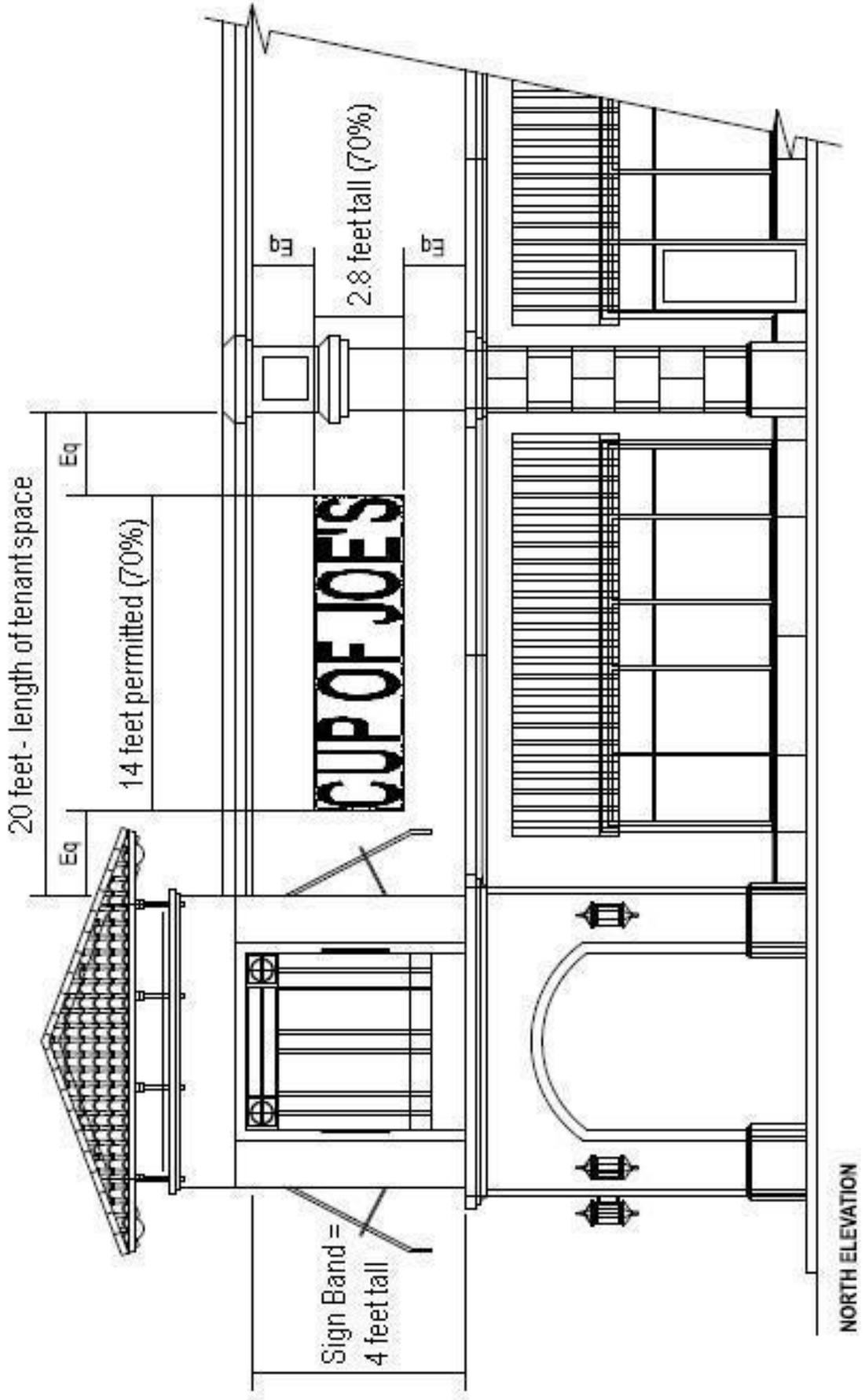


Reverse Channel Letters

Face Illuminated  
Channel Letters



Wall signage is determined by the width of the road right-of-way and the distance from the property line to the building facade. However, in no instance shall the wall sign exceed 70% of the height of the sign band or 70% of the width of the tenant space. See below.



## Designer Wall Sign Types

The alternative to the standard flush-mounted letter sign is to create a designer sign. The designer sign program was created in an effort to allow the sign owner the use of their corporate image. Furthermore, a designer sign may be *up to 30%* larger than what is permitted by code.

There is no fee required for the designer sign process, but the sign will be reviewed by staff and the City's sign consultant and will be held to higher aesthetic standards. Designer signs require that the sign is creative, uses quality materials, has a creative use of lighting and has 3-dimensionality.

The first step in creating a designer sign is to choose an experienced sign company. The sign company will then use their creativity and the ideas in this booklet to create a unique, high-quality sign that fits the building architecture. The second step is to email a rendering of the proposed designer sign to a staff member in the Community Development Department. You may need to contact the department ahead of time in order to find the contact person. Designer sign renderings must be shown on a scaled, architectural elevation of the building. The rendering of the sign itself must be in color.

Once a rendering is received by the City, it is compared against the code in terms of location and size. It is then forwarded to the City's sign consultant for comments. The sign company will then amend the rendering based on the comments.

The process is expedited as quickly as possible, but a designer sign generally takes 3-5 weeks to approve, from start to finish.

### Section 1807(14) Basic Building Wall Sign

*A sign that is deemed to be a designer sign as determined by the city manager or his designee, shall be designed in a creative or sculptural manner. The sign will show awareness of materials and methods of fabrication that are unique and/or different than the standard illuminated or non-illuminated signs typically used within the sign industry. Full use of brand identity (logo) colors may be used in this type of sign.*

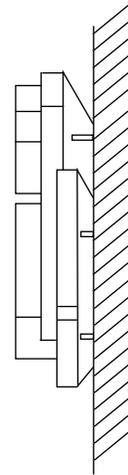
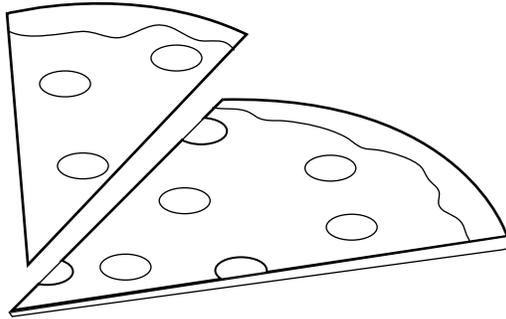
*Designed elements of the sign may include attachment bracket details, depth of letters types of illumination, decorative borders and brackets, decorative backgrounds and three-dimensional sculptural elements of the letters, logos or other sign elements. These types of signs must be something creative, artistic or distinctive. While this sign may be increased in size, as a "designer sign" the sign must fit within the size requirements of section 1807(3) of this Code as it relates to its position and location on the architectural facade of the building on which it is to be located.*



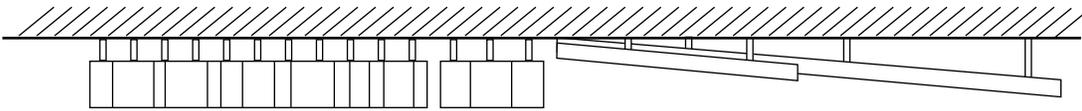
Coral Springs Charter School  
3205 University Drive, International Sign

## Examples of Designer Wall Signs

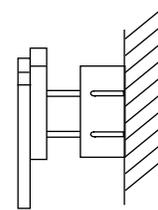
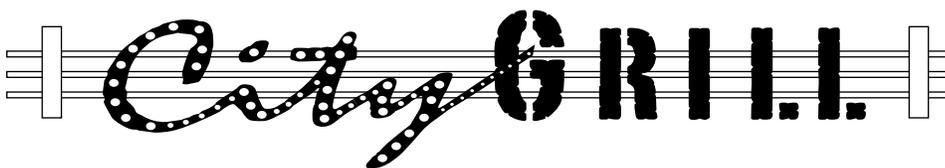
**Jones  
PIZZA**



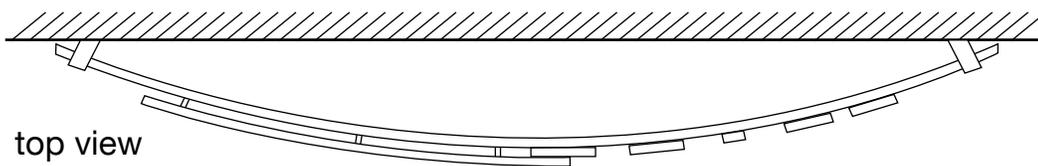
side view



top view



side view



top view

## Examples of Designer Wall Signs in Coral Springs

The following pages are of designer signs that have been approved in Coral Springs. Each of these signs displays creative means in which the characteristics described by the code were met.



4676 Coral Ridge Drive, Art Sign Co.



Use of three-dimensional elements to set sign off facade. Curved rails set letters in an arc (convex in plan) from the face of the building. Individual letters of polished stainless steel set on a curved back panel and face illuminate. Top and bottom horizontal silver rails enhance the day time look. Layering of elements to stack text. Background and logo elements enhance the three-dimensional effects.



2446 University Drive, Thomas Sign & Awning



Front lit and back lit channel letters are set off of a perforated metal backer panel. The backer panel is also set off from the wall. All of this creates a pleasing, effective, 3-dimensional wall sign that is unique, while maintaining the corporate image of the vendor.



3205 University Drive, International Sign



Background has been handled in three dimensional layers with light effects that enhance the three-dimensional effect at night.

## Examples of Designer Wall Signs in Coral Springs



4707 N. State Road 7, Atlas Sign



The sign is set onto a creatively designed shaped background, (concave in plan), with the logotype text both face illuminated in color and back illuminated white to float the letters at night for a three-dimensional effect. Background sets off the color of the letters and has a stainless steel trim to enhance the look during the daytime.



3301 University Drive, Art Sign Co.



The background panel behind the sign was designed to look like a pop out panel of the building wall panel itself. Panel stands off the wall and is back illuminated at night to enhance the effect. Text, logos and lettering are both front illuminated and reverse/back illuminated for a three-dimensional effect.



4400 N. State Road 7, Sign Craft



The sign is floated off a horizontal triangular grid pattern that enhances the architecture and lifts the sign off the face of the building. The sign text and bull's eye logo face illuminate red at night and back illuminate white at night to create a floating effect at night.

## Examples of Designer Wall Signs in Coral Springs Cont'd



9715 W. Sample Road, International Sign



Three-dimensional use of the “Wagon” logo with three-dimensional overlay of typographical elements. Letters both front illuminated and back illuminated in color and back illuminated white to float the letters at night for a three-dimensional effect. Background sets off the color of the letters and has a stainless steel trim to enhance the look during the day time.



9711 W. Sample Road, BR Signs



The sign is set on a horizontal set of rails that floats off the wall (convex in plan). Each individual letter front face illuminates as well as back illuminates creating a halo. Individual letters are staggered in depth so faces are not flush but go in and out of the plane of the sign. The Salad Bowl is an actual half of a bowl with a graphic that appears to be salad “tossed” into the air.



4701 N. State Road 7, McNeill Sign



The sign is placed on a convex (in plan view) set of horizontal rails with individual letters illuminated. Individual letters are face illuminated.

## Pre-Review Process and Sign Submittal

In an effort to save the business owner/tenant time, the City of Coral Springs offers preliminary discussion of designer sign concepts. It is strongly recommended that the applicant speak with Community Development Division staff prior to the submittal of the required building permit to ensure a timely submittal process. This effort will encourage more efficient communication on what it takes to obtain sign approval.

**Note:** Applicant understands that the property owner must agree to the proposed designer signage and ultimately sign off on the building permit.

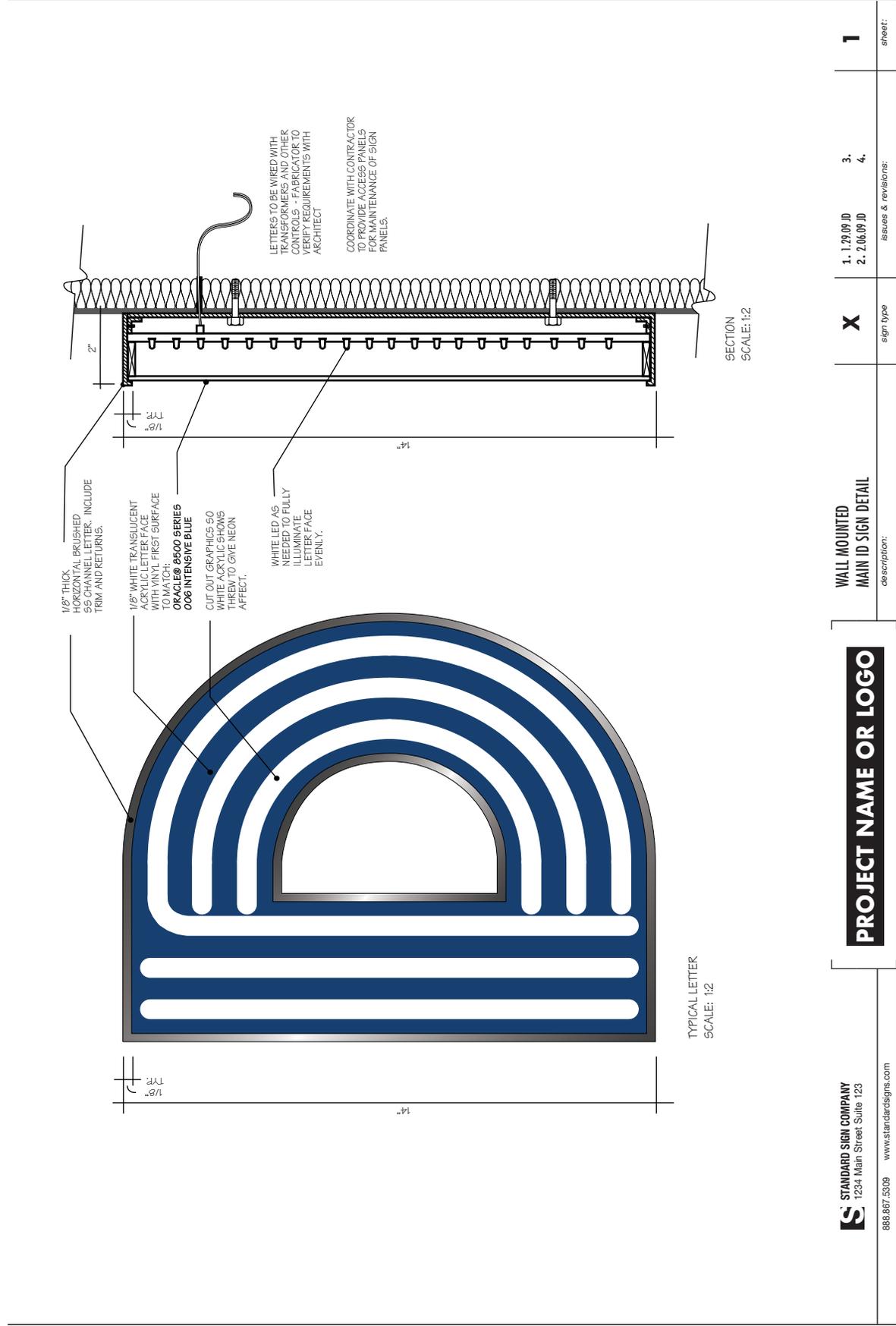
### Required Items for Permit Submittal of a Designer Wall Sign:

1. A color photo of area where the sign is to be installed, with sign superimposed.
2. Architectural elevation drawing “to scale” of the sign and sign area (minimum 1/2” = 1’-0” scale) with dimension of sign and sign parts, color specifications, materials and specifications for sign fabricator, (the drawing should be in color). (see p. 3)
3. Cross-section drawing “to scale” (minimum 1-1/2” = 1’0” scale), showing materials and construction of the sign and sign parts. (see p. 11)
4. Letters of approval from building or shopping center owner/manager stating that the proposed sign meets the building master sign program or the building standards.

Please note, the Structural and Electrical trades of the Building Division will also review the sign permit as required by the Florida Building Code. Once constructed, each discipline will also perform an inspection of the sign. You can track your permit online at [CoralSprings.org](http://CoralSprings.org).

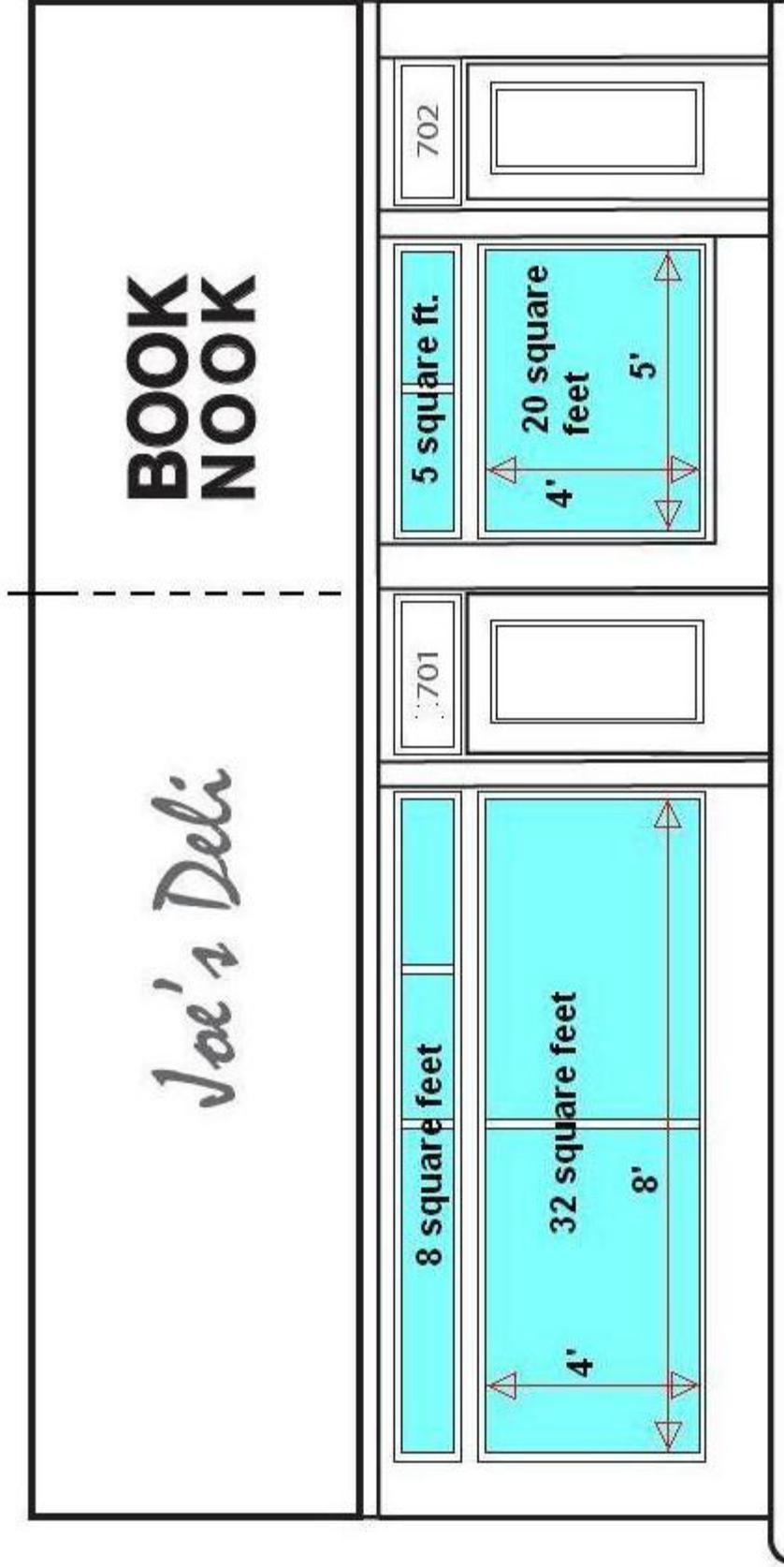


# Cross-Section Drawing



# Window Signage

Window signage cannot exceed 15% of the total window area, but in no case shall the window sign area exceed 19 1/2 square feet. Letters or logos on window signs cannot exceed 9 inches tall. Window signage cannot be illuminated and cannot display a dollar amount.



**40 square feet of total window area**  
**15% = 6 square feet of window signage permitted**

**25 square feet of total window area**  
**15% = 4 square feet of window signage permitted**

## Directory Signage

### Section 1805 (c)(8)

#### Vehicular Wayfinding Ground Signs

Large shopping plazas, such as Coral Square Mall and Maplewood Plaza, are permitted to have up to 2 vehicular wayfinding ground signs. These signs may display up to 6 tenant names with directional arrows, in text less than 5 inches tall. The ground signs cannot exceed 4 feet tall or 6 square feet of sign face area. The signs may be double-faced. They are not meant to be viewed from the street, but rather from within the plaza as additional guidance. The signs should generally be the same color as the building. No logos or graphics are permitted on these signs. (see pictures below)



1805 (c)(8)



### Section 1805 (e)(7)

#### Directional or Information Ground Signs

For banks, places of worship and certain non-commercial properties, smaller directional or information ground signs are permitted. These signs may not exceed 30 inches tall and must have less than 3 square feet of sign face area. The signs must be set back at least 5 feet from any property line and must be generally the same color as the building. They are not meant to be viewed from the right-of-way. The number of signs permitted per property is at the discretion of the Community Development Director or their designee. (see picture below)



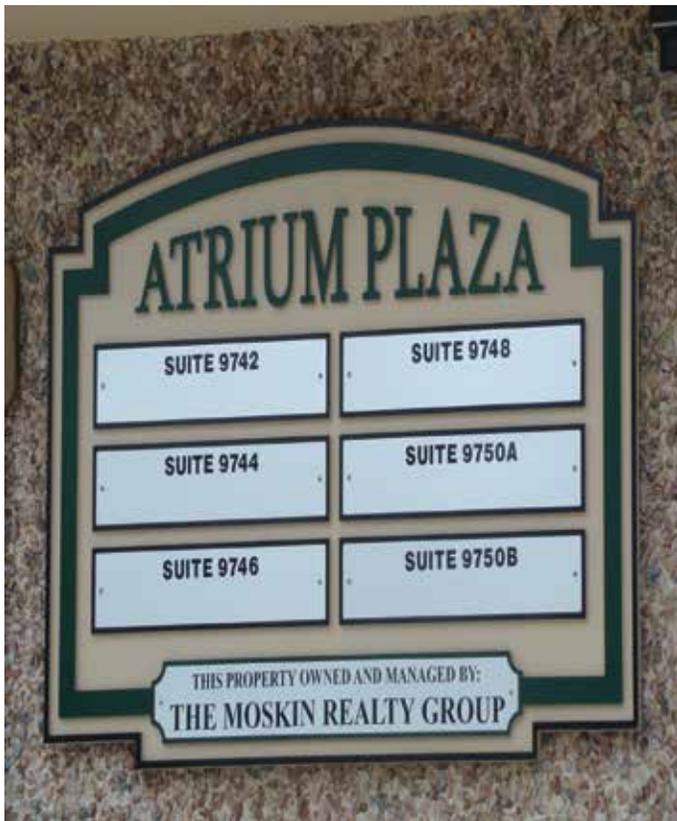
1805 (e)(7)

## Pedestrian Signage

### Section 1805 (c)(5) – Permanent Signs

The City of Coral Springs allows wall directory signage for the purpose of way-finding in all commercial districts. Wall directory signs may be permitted at each entrance to a building. Limitations to the overall height of each business activity is limited to one and one-half (1 1/2) inches.

*One (1) wall building directory sign shall be permitted at each entrance to a complex. Sign face designating the complex name and/or address shall not exceed fifty (50) per cent of the base letter height and sign face area limitations as delineated in section 1807, Basic design schedule. Sign faces designating use, a business activity, or service shall not exceed one (1) square foot in sign area and letters shall not exceed one and one-half (1 1/2) inches in height*



1805 (c)(5)



## Grand Opening Signage

New businesses in the City of Coral Springs are allowed to announce their Grand Opening with a banner and/or a temporary ground sign.

### Banners:

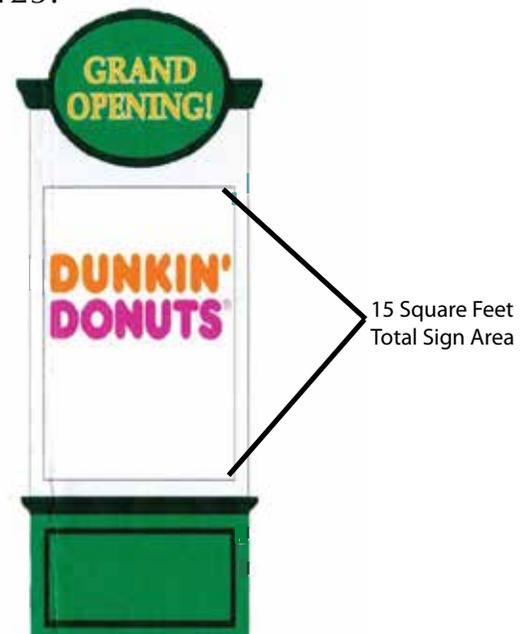
One temporary grand opening banner is allowed without permit, provided that the banner is no larger than forty (40) square feet. The banner may not be displayed for longer than 14 consecutive days. The banner can only be displayed within sixty (60) calendar days from the day the business receives its occupational license. On the first day that the banner is displayed, the store manager is required mark the date on the bottom right hand corner of the banner.



### Temporary Grand Opening Sign:

Effective October 18, 2011, the pilot program was extended by the City Commission in which new businesses are allowed to have a temporary grand-opening ground sign. With this program, the City will install a nine-foot tall plywood sign that states "Grand Opening" at the top. This sign allows for a 15 square foot area in which the business can advertise on both sides of the panel. The City will work with the business on the correct location for the ground sign, considering underground utilities. The ground sign must be oriented perpendicular to the roadway.

The cost for the temporary ground sign is \$500. The ground sign will be displayed for 30 consecutive days. A business must have received their business tax license within the past six months to be eligible for this program. To apply for a temporary grand opening ground sign, please contact the Community Development Division at 954-344-1123.



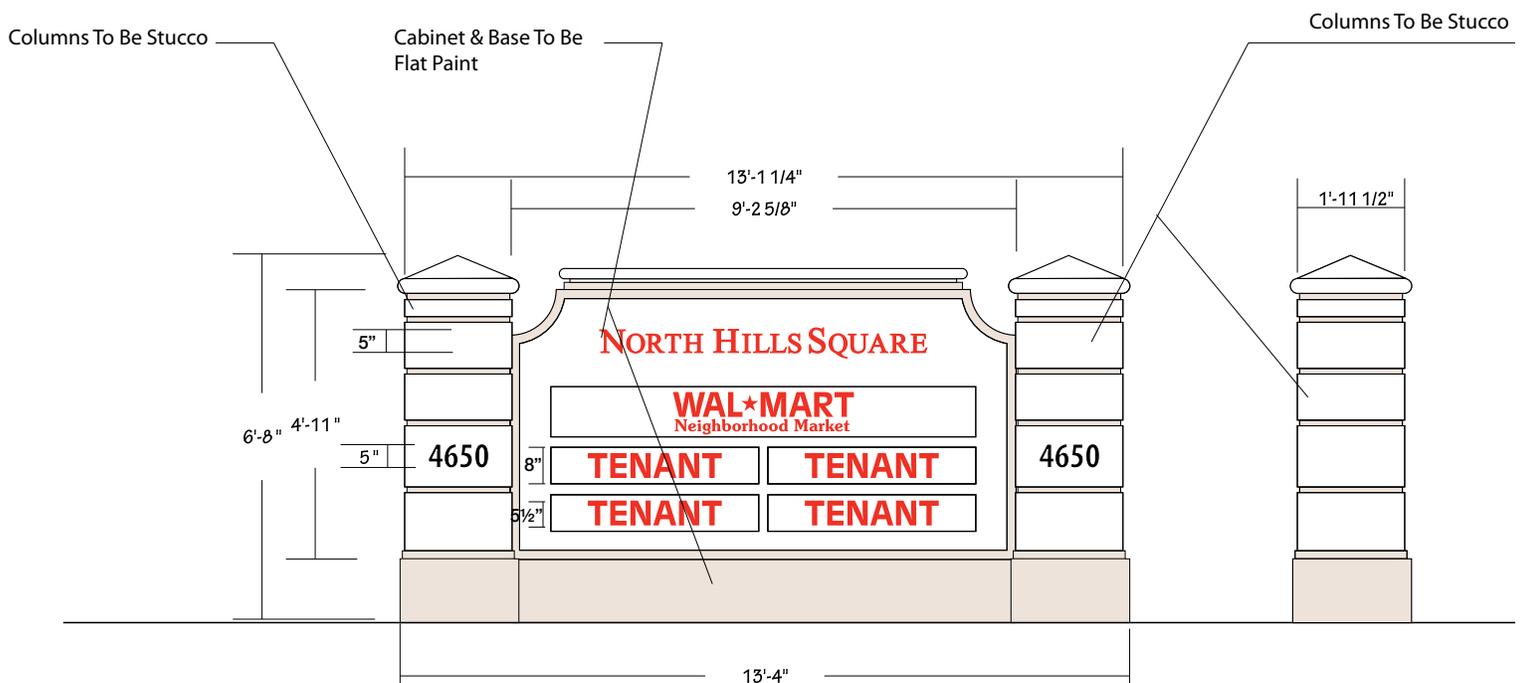
## Prototype Multi-Tenant Monument Signage

Commercial properties in the City may be permitted to have a monument sign that identifies the name of the shopping center and up to six businesses. In order to qualify for a monument sign, a commercial property must have a minimum of 400 lineal feet of street frontage or 40,000 square feet of building floor area. Contiguous commercial properties under the same ownership or control may be allowed one monument sign provided that their combined frontage exceeds 400 lineal feet. The ownership and maintenance of the sign must be under the same management. Monument signs must be placed next to an entrance to the property.

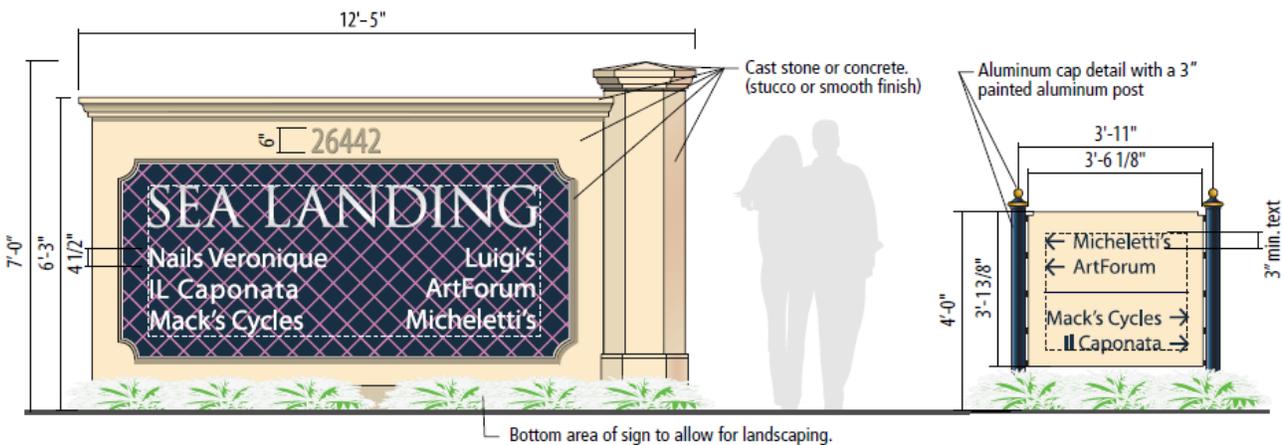
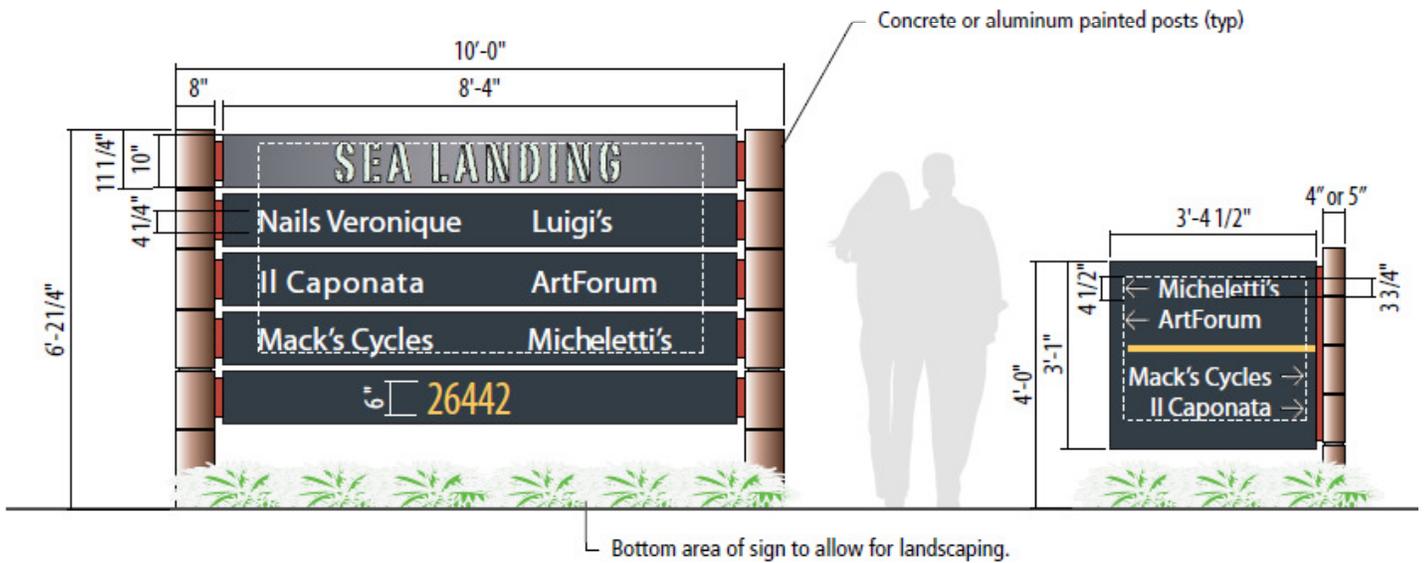
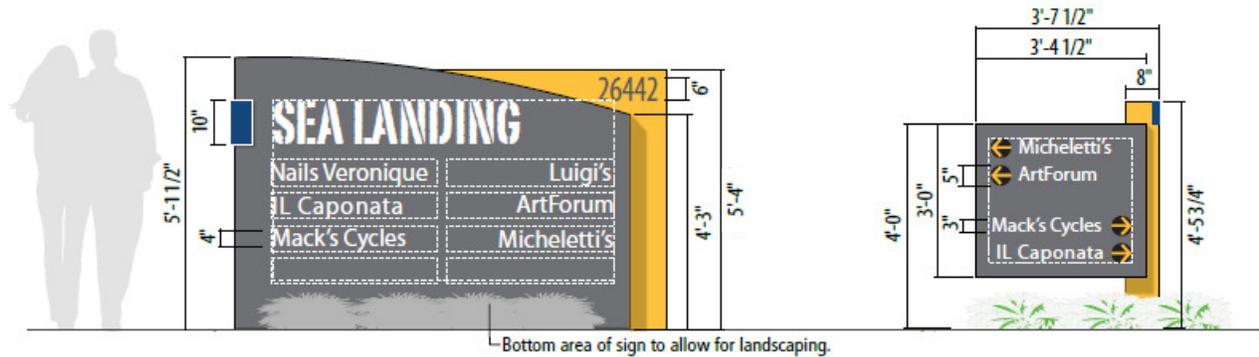
Multi-tenant monument signs in commercial districts must have a minimum setback of 5 feet to the right

of way. The size of each ground sign and tenant panels depends on the prototype. Multi-tenant monument signs are required to also identify the name and address of the shopping center. The maximum letter height for the shopping center name shall be 13 inches. In addition, two on-site directory signs are required with the installation of a multi-tenant monument sign.

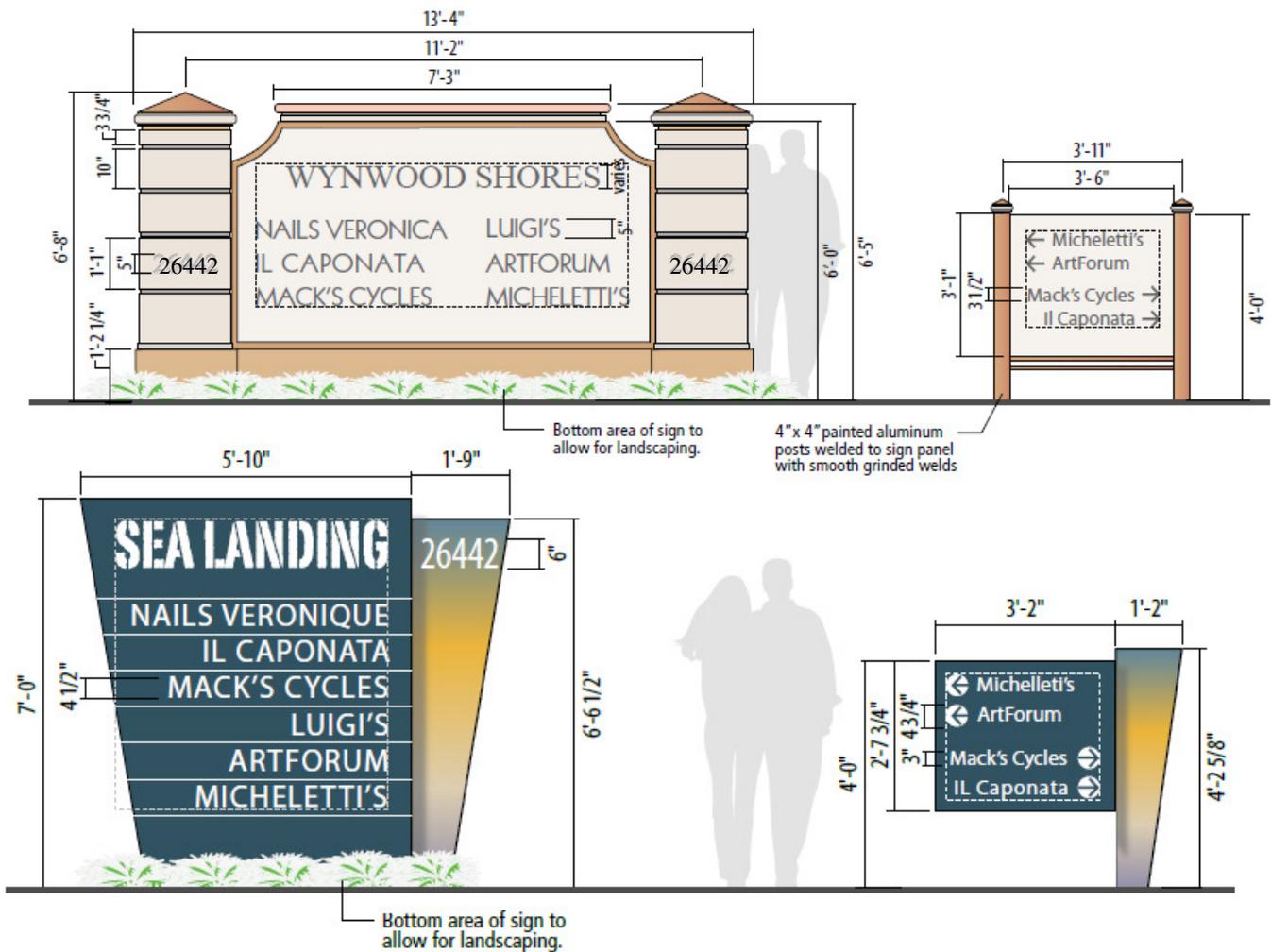
Five monument sign prototypes have been developed to streamline the approval process and provide a variety of architectural styles. Please note that the standard prototype monument sign utilizes a uniform font and color for the tenant names, as well as the name/address of the eligible commercial property. The following pages illustrate design concepts created by the City's sign consultant:



# The Five Prototype Multi-Tenant Monument Signs



# The Five Prototype Multi-Tenant Monument Signs



## Designer Multi-Tenant Monument Signage

In an effort to encourage creativity, property/business owners also have the option of submitting a designer monument sign instead of selecting one of the prototypes. A designer monument sign is a more creative approach to signage design and allows the full use of brand identity. The designer monument sign format should loosely follow the layout and dimensions of the six prototypes.

The design should involve creative use of lighting and materials that result in a sculptural, three-dimensional monument sign that compliment its surroundings and the architecture within the overall shopping center. The process of reviewing a designer monument sign is similar to that of a designer wall sign. The following is an example of a designer monument sign:



*Prepared by*  
**City of Coral Springs**  
**Community Development Division**

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**Office Hours:**

Monday to Friday  
8 a.m. to 5 p.m.

**For more information:**

[CoralSprings.org/communitydevelopment](http://CoralSprings.org/communitydevelopment)  
or  
[CoralSprings.org/code](http://CoralSprings.org/code)

