DOWNTOWN CORAL SPRINGS
IDENTITY & ENVIRONMENTAL COMMUNICATIONS PROGRAM

16 December, 2002

PREPARED BY SELBERT PERKINS DESIGN COLLABORATIVE

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```coral springs proposed environmental communications program```

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OVERVIEW

situation analysis
Coral Springs was incorporated in 1963 and has experienced fast growth over the past four decades. The city offers a pleasant community that has attracted many families because of its strong schools, low crime rates and well-maintained park system. Residents view the city as a place that is welcoming, diverse, and well-managed.

logo & brand development
Our goal is to establish a distinctive logo and communications system for Downtown Coral Springs that will evoke both the current positive attributes of the city—close-knit community, small-town feel, pleasant environment—and its plans for the future. We will position Downtown Coral Springs as an attractive destination—primarily for potential residents but also for residents of the surrounding communities—that is engaging and evolving while maintaining the core values and character of the larger community.

communications masterplan
This masterplan outlines a branded identity and communications program encompassing environmental, print, electronic, merchandise communications, furniture, and amenities that are distinctive and evocative of the unique character of downtown Coral Springs.
BRAND PLATFORM

positioning
Coral Springs: The Best of Florida
A place where people want to live and raise their families in a friendly, safe, well-managed environment that offers the best in schools, public services, and amenities.

core imagery
- a true community
- family/business/resident-friendly
- suburban but with the best of urban amenities
- clean, upscale, safe, pretty
- non-tourist-oriented
- great schools, town services and public areas
- beautiful environment

core personality
- friendly/welcoming
- civic-minded
- active/engaged/energetic
- sophisticated/urbane
- diverse
The proposed logo merges distinctive ‘c’ and ‘s’ letterforms to create a ligature that creates the image of sawgrass. Bright pastel colors evoke the vibrant Downtown Coral Springs environment.

**option A color**
- PMS 306 (blue)
- PMS 109 (yellow)
- PMS 1625 (coral)

**option B black and white**
LOGO MULTI COLOR COMBINATIONS

DOWNTOWN

Coral Springs

DOWNTOWN

Coral Springs

DOWNTOWN

Coral Springs

DOWNTOWN

Coral Springs
Preliminary Logo Applications

Dear Mr. Citizen,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis ex ea commodo. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Thank You

Employee-X
ENVIRONMENTAL COMMUNICATIONS

SUMMARY OF CRITERIA AND RECOMMENDATIONS

identity
• create a distinctive and consistent city identity
• create a kit of parts (materials, colors, typography, scale) that establishes and unifies the Downtown identity
• use the kit of parts for all sign types (when possible) for roadways, parking structures, pedestrian systems, construction phase graphics and regulatory systems
• establish a clear identity hierarchy that links:
  – vehicular systems
  – pedestrian systems
• link the Downtown identity to other city features and amenities
• establish and use consistent nomenclature
• integrate whimsical elements when appropriate
• use large scale and three-dimensional elements to maximize identity, legibility and memorability

message
• establish a consistent hierarchy of sign types and messages for vehicles and pedestrians in all areas of Downtown Coral Springs and beyond
• establish consistent nomenclature throughout the Downtown
• relate messages to the Downtown identity, related features and attractions
• use a maximum of 3–4 simple messages per sign
• messages should direct people to destinations within the Downtown
• use symbols linked to messages to increase identity, understanding and memorability
• use static, variable and dynamic signs as required

circulation
• establish landmarks to help orient people
• maintain sightlines to landmarks and key buildings whenever possible
• use a minimum number of signs
• establish a trailblazer system to lead people into the Downtown and its attractions
• clearly separate bike, pedestrian and vehicular paths to ensure safety

construction
• establish a consistent kit of parts for all communication elements
• use materials, colors, etc. that will withstand the Florida climate
• illuminate signs at key entrances, arrival points, and decision points

maintenance
• establish a consistent kit of parts to facilitate maintenance, repair, replacement, storage, reprogramming, etc.

regulatory code compliance
• meet all applicable local, state, federal and ADA codes
PRELIMINARY CRA LOCATION PLAN

identity
- downtown gateway
- district identity
- secondary identity
- street identity
- bus stop id (TBD)

direction
- vehicular
- trailblazer

information
- kiosk
- interpretive info (TBD)

regulation
- as required along each street

amenity
- primary landmark
- secondary landmark
- banner

coral springs proposed environmental communications program
PRELIMINARY SOUTHWEST QUADRANT LOCATION PLAN

identity

- district identity
- secondary identity
- street identity

direction

- vehicular

information

- kiosk

amenity

- primary landmark
- secondary landmark
- banner

regulation

- parking, stop, etc...
legend
- gateway/public art
- information kiosk
- street identity
- vehicular directional
- banners
- parking regulation
- water feature
- retail facade sign
- retail flag mount sign
- retail ceiling mount sign

intersection university/sample plan

key plan
legend

- gateway/public art
- information kiosk
- street identity
- parking regulation
- water feature
fountain plaza section
IDENTIFICATION

The identity component of the environmental communication system is used to welcome people to Downtown Coral Springs and identify locations and services. Identity elements should be reflective of the spirit of Downtown Coral Springs, highly visible, and be universally recognizable. Consistency is essential for making Downtown Coral Springs clearly identifiable.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>downtown gateway</td>
<td></td>
</tr>
<tr>
<td>district identity</td>
<td></td>
</tr>
<tr>
<td>street identity</td>
<td></td>
</tr>
<tr>
<td>bus stop ID</td>
<td></td>
</tr>
<tr>
<td>taxi stand ID</td>
<td></td>
</tr>
<tr>
<td>bicycle path ID</td>
<td></td>
</tr>
<tr>
<td>retail/commercial ID</td>
<td></td>
</tr>
</tbody>
</table>
Item: Downtown Gateway

Purpose: A Downtown gateway is used to denote a transition into Downtown Coral Springs along a primary thoroughfare. This landmark element should be exciting and evocative of the spirit of Downtown Coral Springs and should enhance and complement the architectural gateways recommended in the Urban Design Guidelines. Gateways create a portal through the use of a monumental landmark, glorifying the sense of arrival and welcoming people to Downtown Coral Springs.

Estimated Quantity: 8

Estimated Cost: $150,000–$350,000 each, including installation
**district identity**

**purpose**
A district identity is used at the gateway to districts within downtown Coral Springs. These should be located at a secondary entrances and at key locations within the area.

**estimated quantity**
10

**estimated cost**
$7,500 – $12,500 each, including installation
IDENTIFICATION, continued

item  
street identity

purpose  
Street identity signs signify that the street or intersection is within Downtown Coral Springs. Numerical designations provide additional address information.

estimated quantity  
40

estimated cost  
Type A  
$3,500 – $5,500 each with new post  
$1,000 each with existing post

Type B  
$750 – $1,500 each panel only  
installed in existing illuminated enclosure
**ITEM**

*bus stop id, taxi stand, bicycle path id*

**PurPSe**
The bus stop, taxi stand and bicycle path id should be located at the designated spots and along specified paths within Downtown Coral Springs. This signs should include international symbols to aid recognition. The bus stop sign can also include the bus company logo and schedule information.

**Estimated Quantity**
tbd

**Estimated Cost**
option A $2,500 – $3,500 each with installation
RETAIL/COMMERCIAL IDENTITY

Tenant signs shall be designed, fabricated, and installed by the tenant at their own expense.

criteria
- retail and commercial Tenants are encouraged to be creative with the development of environmental graphics as part of their image. Dimensional and object signs are encouraged.
- tenants are encouraged to integrate the design of their signs into the architecture. Use colors, materials, hardware, lighting that enhance the architecture and adjacent street/site. Size and location of tenant sign should relate to the scale and proportions of the building.
- use halo illumination or simple spotlights only.
- all methods of attachment, including fasteners, mounting brackets, clips, labels, lamps must be concealed from view.
- the following construction methods are encouraged, though still subject to CRA review and approval.
  - pin mounted dimensional letterforms
  - punched metal face
  - push through acrylic letterforms
- the following construction methods are not permitted
  - box channel letterforms with acrylic face
  - vacuum formed luminous letters
  - letters with exposed fastenings and unfinished edges
  - paper, cardboard, styrofoam, cloth
  - exposed neon
  - signs employing flashing, flickering, rotating or moving lights
  - signs painted directly on the storefront

RETAIL COMMERCIAL IDENTITY

retail signs
item
facade/storefront identity

purpose
retail/tenant identity

one main sign or graphic treatment is allowed at each tenant storefront. Tenants are allowed a total of 3 sq. ft. of signage per linear foot of storefront. Signs should be located above the primary tenant entrance integrated into the storefront and be between 11'-0" tp 13'-0' height above finished grade.

tenants are encouraged to use pin mounted letters on facades.

estimated quantity
TBD

estimated cost
by others
item
blade signs

purpose
retail/tenant/identity
tenants are allowed one pedestrian scaled blade sign per entrance mounted perpendicular to the storefront
tenants are encouraged to create dimensional and object signs to provide additional design character
maintain a minimum of 8’6” clearance from finished grade.

estimated quantity
tbd

estimated cost
by others
item
awnings

purpose
retail/tenant/identity

tenants are encouraged to include awnings in their storefront designs. Tenants are allowed to include their name and/or logo on awnings. Sign locations are limited to one per entrance and can be attached to the front or top of the awning.

estimated quantity
TBD

estimated cost
by others
item
window signs

purpose
retail/tenant/identity

identity signs on windows may include logos, business name, address, and hours of operation. These elements are allotted 10\%(max) of the window area.

such elements shall be non-illuminated and either etched, painted, or screen printed on window glazing.

Temporary displays and signs are permitted inside the retail space.

estimated quantity
TBD

estimated cost
by others
DIRECTION

The direction component of the environmental communications system guides people to and within Downtown Coral Springs destinations. Direction signs should include directional information, the Downtown Coral Springs identity, and any code required design constraints. Consistency of form, color, nomenclature is essential to provide clear directional information within Downtown Coral Springs and to reinforce the special nature of the district.

direction sign

trailblazer

vehicle direction
**Item**
**trailblazer**

**Purpose**
Trailblazers guide people along roadways outside of the area into Downtown Coral Springs. These signs should be easy to follow, consistently designed and be highly visible as directional signs.

**Estimated Quantity**
12

**Estimated Cost**
- **Option A**: $2,000 each, including installation on existing post
- **Option B**: $3,500 each, including installation on new post
Vehicle direction signs are used within Downtown Coral Springs to guide people to significant destinations and parking. These signs should be located at decision points. Each sign should be easily recognizable, true to the Downtown Coral Springs family of signs, and consistent in size, shape, design, materials and message.

Significant destinations include public and/or semipublic (non retail) facilities with visitation in excess of 50,000 visitors per year.

A maximum of 3 destinations should be listed on each sign.

Each vehicle direction sign shall incorporate reflective vinyl copy for nighttime illumination.

**estimated quantity**

a) 12

**estimated cost**

a) $3,500 each with installation (on new post)  
b) $2,000 each with installation (on existing post)
INFORMATION

The information component of the environmental communications program provides information regarding retail and office tenants, events, attractions and a map of downtown noting key locations within Downtown Coral Springs. Each Kiosk should be consistent in design to aid recognition. Placed at key pedestrian circulation decision points, these signs will reinforce the pedestrian information and direction systems. Information signs may also utilize electronic technologies to increase flexibility and to create a more interactive system.

information kiosk
(includes logo, map & information)
item
information kiosk

purpose
An information kiosk provides map/directory information to pedestrians in Downtown Coral Springs. The kiosk can display news, events, attractions, tours, etc., by displaying traditional media as well as integrating an electronic display component that can be synchronized with other Downtown Coral Springs kiosks via wireless technology. This sign should be instantly recognizable, true to the Downtown Coral Springs family of signs, and consistent in its messaging.

estimated quantity
6

estimated cost
$7,500 – $15,000 each with installation
Amenities should be reflective of the spirit of Downtown Coral Springs, highly visible and easily recognizable. These elements are used to increase visibility and awareness of the area and provide practical/functional elements for pedestrians. A consistent set of standards should be followed to ensure the Downtown Coral Springs identity and character is reinforced.

- **Interpretive Elements**: materials to be determined
- **Sculpture/Public Art**: fountain
- **Water Features**: plan view (optional)
- **Lighting Features**: DOWNTOWN CORAL SPRINGS
- **Banners**: DOWNTOWN CORAL SPRINGS
- **Furniture**: DOWNTOWN CORAL SPRINGS

*coral springs proposed environmental communications program*
item
interpretive and storytelling elements

purpose
Interpretive and storytelling elements help to orient people to key locations, while providing functional and aesthetic value. These landmarks can also enhance the Downtown Coral Springs identity, and provide a memorable attraction for visitors.

estimated quantity
tbd

estimated cost
$10,000–$25,000 each with installation
**item**

**sculpture/public art (design tbd)**

**purpose**

Sculpture and public art help to orient people to key locations, while providing functional and aesthetic value. These public art landmarks can also enhance the Downtown Coral Springs identity, increasing awareness for the public. All public art should be site specific and reflect the character, spirit, and stories of Coral Springs. May be provided in response to Broward County “Art in Public Places” program per Broward County Code. (see Public Art pages 32, 33 for more information)

**estimated quantity**

tbd

**estimated cost**

$10,000 – $75,000 each
item
water features

purpose
Water features provide a refreshing attraction for all visitors. Dynamic water features provide functional and aesthetic value and will provide a welcome counterpoint to the hardscape plazas.

estimated quantity
tbd

estimated cost
$200,000 – $1,000,000 each
item
lighting features (design tbd)

purpose
Amenity lighting components are used to enhance the identity, visibility and excitement of Downtown Coral Springs. This supplementary lighting system will help to animate the primary landmarks, buildings, and thoroughfares within the district.

estimated quantity
tbd

estimated cost
$10,000 – $25,000 each with installation
**item**

**banners**

**purpose**
Banner programs increase awareness for the Downtown Coral Springs identity, enhance the streetscape environment, and provide information about local events and programs. The Downtown Coral Springs logo should always be visible within the banner system. Sponsor names can be added to provide advertising and to help fund the program.

**estimated quantity**
60

**estimated cost**
$1,500 – $3,500 each with installation
item
furniture: benches, litter baskets, bus shelters (design tbd)

purpose
To build well branded spaces that increase awareness of Downtown Coral Springs, all the elements in the built environment should be considered for enhancing the brand. Street furniture, such as benches and trash receptacles, can be designed to support the Downtown Coral Springs identity. Bus shelters can be designed to enhance the Coral Springs environment and integrate bus company identity, and provide for advertising if required.

estimated quantity
tbd

estimated cost
benches – $5,000 – $7,500 each with installation
litter baskets – $3,500 – $5,000 each with installation
bus shelter – $TBD
item
furniture: benches (design tbd)

purpose
Benches are recommended in all pedestrian oriented streetscape and plaza areas. Recommended materials include wood, metal, and recycled plastics. Seats should be wood or other non-heat conducting materials.

estimated quantity
tbd

estimated cost
benches – $5,000 – $7,500 each with installation
item
furniture: bus shelters (design tbd)

purpose
Bus shelters should protect the user from the elements (sun, rain), and provide seating. Materials may include wood, metal, glass, and recycled plastics. Bus company identity schedules and advertising can be integrated into each shelter. GPS systems can be also added to locate arriving buses.

estimated quantity
tbd

estimated cost
bus shelter – $TBD
item
furniture: litter baskets (design tbd)

purpose
Litter baskets should be located in high use areas. Materials may include wood, metal, and recycled plastics. Baskets should be simple to maintain.

estimated quantity
tbd

estimated cost
litter baskets – $3,500 – $5,000 each with installation
AMENITY, continued

FURNITURE

<table>
<thead>
<tr>
<th>item</th>
</tr>
</thead>
<tbody>
<tr>
<td>tree grates and tree guards</td>
</tr>
<tr>
<td>planters</td>
</tr>
<tr>
<td>fences</td>
</tr>
<tr>
<td>mosaic tile furniture</td>
</tr>
</tbody>
</table>
REGULATION

Regulation signs should also be considered when improving the aesthetic value of Downtown Coral Springs. These signs can be enhanced to better integrate into the overall system of environmental communications. Design guidelines documents will provide a clear code for commercial tenants and artists. These guides will provide a reference to manage the process and development of future signs.

<table>
<thead>
<tr>
<th>item</th>
</tr>
</thead>
<tbody>
<tr>
<td>stop signs, etc.</td>
</tr>
<tr>
<td>parking signs</td>
</tr>
<tr>
<td>tenant guidelines</td>
</tr>
<tr>
<td>public art guidelines</td>
</tr>
</tbody>
</table>
item
stop, yield, do not enter, speed limit, etc.

purpose
Creating a special and consistent system of regulatory signs within Downtown Coral Springs will enhance the aesthetic appearance of the district, increasing public awareness of the district’s unique identity.

estimated quantity
40

estimated cost
$750 – $2,500 each with post, including installation
item
parking signs

purpose
Creating a special and consistent system of regulatory signs within Downtown Coral Springs is another opportunity to enhance the identity and aesthetic appearance of the district, increasing public awareness.

estimated quantity
60

estimated cost
$1,500 – $2,500 each including installation
item

**tenant guidelines manual**

**purpose**
Tenant guidelines ensure that environmental communications for commercial and retail spaces remain consistent with the overall theme, and character of Downtown Coral Springs. Guidelines will provide a clear ‘code’ for environmental communications for downtown. The guidelines will provide specifications for size, image, color, material, lighting, mounting methods, animation etc.

**estimated quantity**
500 copies

**estimated cost**
$30,000 plus printing
TEMPORARY SYSTEMS

item
temporary systems

purpose
Areas under construction should have a branded construction fence to buffer construction zones from the public. These fences should reinforce the project identity as well as the downtown Coral Springs visual language. These fences can also provide dynamic visual storytelling information to the public. Project identity and advertising should be limited to 25% of total surface area of panels.

estimated quantity
NA

estimated cost
by others
PUBLIC ART

Public art enriches the environmental experience of Coral Springs. A public art program will contribute to the Downtown’s economic draw and can be an ongoing educational tool for the community. Ultimately, the communities a richer place for residents and visitors, and its image in the world is more unique.

FURNITURE

artworks

guidelines
item
public art

purpose
To inform, educate, and entertain residents and visitors. Artworks can include, but not limited to: murals, sculpture, graphic arts, tile, mosaics, photography, earthworks, environmental installations and decorative arts.

Criteria for site selection include:
- locations that are easily viewed by the public
- locations and artwork that express a thought relevant to the identity of Coral Springs, its people, places and
- criteria for art should include: responsiveness and relevance to the site (its history, architecture, environment, people, places, and stories)
- locations where artwork will not contribute to visual clutter

estimated quantity
tbd

estimated cost
tbd
Public Art, continued

Item
public art guidelines manual

Purpose
Public art guidelines invite and coordinate local participation in public space enhancements, ensure that public art installations remain consistent with the overall theme of Downtown Coral Springs, and outline a public approval process for the installations. Guidelines should outline the criteria and public process for selecting locations, art, and artists. The Broward County Code includes an “Art in Public Places” requirement that may be applicable to Downtown Coral Springs.

Estimated Quantity
500 copies

Estimated Cost
$25,000 plus printing
## Preliminary Schedule and Cost Estimate

**Phase I October 2002 – March 2003**

<table>
<thead>
<tr>
<th>Category</th>
<th>Item</th>
<th>Quantity</th>
<th>Fabrication Unit Cost</th>
<th>Fabrication Total Cost</th>
<th>Design Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>Street Identity</td>
<td>40</td>
<td>$750 – $5,500ea</td>
<td>$50,000 – $220,000</td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td>Trailblazer</td>
<td>12</td>
<td>$2,000 – $3,500ea</td>
<td>$24,000 – $42,000</td>
<td>$7,500</td>
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<tr>
<td></td>
<td>Banner Program</td>
<td>60</td>
<td>$1,500 – $3,500ea</td>
<td>$90,000 – $210,000</td>
<td>$20,000</td>
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<tr>
<td>Regulatory</td>
<td>Signs</td>
<td>100</td>
<td>$750 – $2,500ea</td>
<td>$75,000 – $250,000</td>
<td>$20,000</td>
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<tr>
<td>Print</td>
<td>Logo Guidelines</td>
<td>1</td>
<td>$500</td>
<td>$500</td>
<td>$5,500</td>
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<tr>
<td></td>
<td>Stationery</td>
<td>5000/Item</td>
<td>$5,000</td>
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<tr>
<td></td>
<td>Pocket Folder</td>
<td>2,500</td>
<td>$7,500</td>
<td>$7,500</td>
<td>$2,500</td>
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<tr>
<td>Electronic</td>
<td>Website</td>
<td>1</td>
<td>$500</td>
<td>$500</td>
<td>$10,000</td>
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<tr>
<td>Merchandise</td>
<td>Apparel (T-shirt)</td>
<td>2,500/Item</td>
<td>$5.00 - $7.50</td>
<td>$15,000 – $18,750</td>
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<tr>
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<td>2,500/Item</td>
<td>$3.00</td>
<td>$7,500</td>
<td>$2,500</td>
</tr>
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### Preliminary Schedule and Cost Estimate

**Phase II April 2003 – Sept 2003**

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Item</th>
<th>Quantity</th>
<th>Fabrication Unit Cost</th>
<th>Fabrication Total Cost</th>
<th>Design Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>Downtown</td>
<td>8</td>
<td>$150,000 – $300,000</td>
<td>$300,000 – $2,800,000</td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td>Gateway</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vehicle</td>
<td>Direction</td>
<td>12</td>
<td>$2,000 – $3,500</td>
<td>$24,000 – $42,000</td>
<td>$25,000</td>
</tr>
<tr>
<td></td>
<td>Bus stop ID</td>
<td>TBD</td>
<td>$2,500 – $3,500</td>
<td>TBD</td>
<td>$20,000</td>
</tr>
<tr>
<td>Print</td>
<td>Tenant</td>
<td>500</td>
<td>$5.00 ea</td>
<td>$2,500</td>
<td>$30,000</td>
</tr>
<tr>
<td></td>
<td>Guidelines</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Art</td>
<td>Guidelines</td>
<td>500</td>
<td>$5.00 ea</td>
<td>$2,500</td>
<td>$25,000</td>
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<tr>
<td>Electronic</td>
<td>Website</td>
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### Coral Springs Proposed Environmental Communications Program

**Coral Springs Preliminary Schedule and Cost Estimate**  
**Phase III Jan 2004 – March 2004**

<table>
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<tr>
<th>Category</th>
<th>Item</th>
<th>Quantity</th>
<th>Fabrication Unit Cost</th>
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