



## Florida Atlantic Research and Development Authority

Title: Sign and Exterior Aesthetic Specifications Policy  
Date Adopted: October 14, 2015  
Effective Date: October 1, 2015  
Amended: August 26, 2020

**Purpose** – To adopt a Sign and Exterior Aesthetic Specifications Policy (“Sign Policy”) This document serves as an outline of the acceptable design standards and the review and approval process.

Applicants with proposed changes to property within the boundaries of Research Park are required to schedule a meeting with the President to discuss the proposed plans.

The Authority oversees all signage associated with the Research Park and either approves or denies each proposal following the President’s recommendation(s). All new signage must be consistent with the sign specifications outlined in this document. These design specifications do not affect prior offenses, rights, or acts committed or established before the creation of this document. This policy accounts for administrative, legal and accounting costs associated with the Authority’s obligation to review and process signage requests forwarded to it by the President

The Approval Policy is hereby adopted, to wit:

- A. Scope** – The Sign Policy shall apply to all tenants of any current or future campuses of the Research Park, on or after the Effective Date, but shall not have any retroactive effect.

## **B. Definitions -**

### **Billboard**

A sign which directs attention to a business, profession, commodity, service or entertainment conducted, sold or offered outside the boundaries of Research Park. Signs larger than 50 square feet in overall area are considered to be billboards with the exception of temporary construction signs and building façade signs.

### **Exterior Directory sign**

An exterior sign which lists all tenants within a multiple tenant structure or structures available at a single site or location.

### **Directional sign**

Any sign which provides information relative to safely identifying vehicular entrances and exits to parking lots or traffic circulation areas for activities. Directional signs may include logo, symbols or a business name.

### **Façade sign**

A sign that is attached to the exterior wall of a structure with the display surface of the sign approximately parallel to the building wall.

### **Monument sign**

A permanent sign where the entire bottom of the sign is affixed to the ground, not to a building. A sign that serves to identify the name of the building, address, and logo is approved.

### **Right-of-Way (ROW)**

The strip of land between the site and the paved road that has been dedicated for the purpose of maintaining the road and the installation and maintenance of utilities, drainage, sidewalks and other facilities. No permanent signs are permitted in the ROW.

### **Sign area**

The area defined on the sign depicting the extreme limits of the lettering, logo, trademark, or other graphic representation used to differentiate the sign from the background against which it is placed.

### **Temporary sign**

A sign that temporarily provides information regarding an event on the premises displayed no longer than 1 day.

### **Tenant**

A party to whom one or more Sites has been leased or to whom space within Research Park has been leased.

## **C. Purpose and Application**

### **Review and Approval Process**

All requests to remodel or alter the property or the exterior of the building must be discussed with the President before any further actions are made. All signage plans are required to be submitted to the President upon the submittal of associated building plans, or in the event of new or improved signage requests, at the time of initial design. The President will make an initial determination within ten (10) business days.

Approval will be based upon conformity and harmony of external design with the design standard specifications outlined in this document. Improvements or alterations of any site will not commence prior to compliance with the review process and submittal requirements outlined herein.

Once all required documentation has been collected and the President has reviewed each proposal, the tenant shall submit nine (9) copies of all material to the President for the Authority to review. The applicant is responsible for the safety, structural and electrical (if applicable) quality of the proposal and must show verification by a licensed professional that the final design meets all design requirements, including wind load requirements set forth in the City's Code as well as in the Florida Building Code. It is also the responsibility of the applicant to obtain all necessary permits needed before construction can be initiated.

### **Design Specifications and Requirements**

The objective of this section is to ensure conformity with design, construction and placement of all future building related signage within Research Park to create and maintain a uniformed appearance. This document provides guidance of standards for the fabrication, erection, and use of signs, symbols, and marking devices within Research Park. The design specifications apply to all building sign proposals.

### **General On-Site Sign Guidelines**

- 1) The full logo of the Research Park at Florida Atlantic University centered at the top of the sign to ensure uniformity and place identity and be of a size appropriate to the rest of the sign, to be approved by the President.
- 2) Only signs indicating the name of the building or tenant and the persons or entities occupying the building shall be permitted.
- 3) Building façade signs shall generally be placed on the outside wall or walls of the building but shall not extend above the line of the roof line or extend beyond the sides of the building.
- 4) No sign shall be placed or externally illuminated in such a manner as to cast a glare on neighboring sites or in such a manner as to impede the safe movement of traffic.
- 5) All signs shall be designed, erected, altered, moved and maintained in accordance with plans and specifications submitted to and approved by the Authority.

- 6) Exterior colors and materials used for the design and construction of the monument signs should be stucco like or consistent with the building materials used on the associated building.
- 7) Billboards or other advertising signs are prohibited. Signs larger than 50 square feet in overall area are considered to be billboards with the exception of temporary construction signs and building façade signs.

Additional recommendations:

- 1) Landscaping around monument signage is permitted as long as the landscaping is sensitive to the context and ties into the surrounding scheme or design. No landscaping surrounding the perimeter of the monument sign shall extend more than 18 inches above the footer/base of the sign.

### **Priority of Signs**

Where the location of two or more signs conflicts under the requirements of this article, the sign meeting the requirements of this article and having the earliest dated permit for its erection shall have priority over other signs in conflict. If multiple types of signs are to be located in close proximity of one another the monument sign's location will take priority over the other types of signs proposed for that particular site. President shall render a decision to tenant on signage approval within ten (10) business days.

### **Standards and Specifications for On-Site Monument and Building Façade Signs**

Monument signs and building façade signs shall be allowed subject to the limitations in this document. Detailed drawings of these specifications are illustrated in below. The drawings in this document are not to be used for construction and shall only be used for illustrative purposes.

#### Monument Sign Height

The maximum height of all monument signs should not exceed 6'2", measuring from the top of the signs crown to the bottom of the base where it meets the ground plane. Refer to Illustrations below. The alteration of the existing grade in an effort to increase the overall monument height is prohibited.

#### Monument Sign Size

Monument signs should not exceed the dimensions illustrated on the sign standard diagrams provided in this document. Sign sizes and dimensions can be seen in the illustrations below.

#### Monument Sign Illumination

Monument signs may be externally illuminated after proper approval by the Authority. No sign shall be illuminated in such a manner as to cast a glare on neighboring sites or in such a manner as to impede the safe movement of traffic. The following lighting is not permitted for use within Research Park:

1. Flash or strobe lighting
2. Neon lighting

### Sign Placement

Only one monument sign and one building façade sign shall be allowed for each premise. Lots that have frontage on more than one street, under the discretion of the Authority may install additional signage after approval has been made by the Authority.

- 1) Setback
  - a. Monument signs shall not be placed within any right-of-way or easement requirements on any site. Signs shall be visible to traffic but must not interrupt the safe movement of traffic by obstructing sightline views.
- 2) Building Façade signs
  - a. May not project more than 12 inches from the building wall to which they are attached.
  - b. May not exceed past the top of the roof or be mounted on the roof in any way or extend beyond the sides of the wall.

### Signs for Multiple Tenants within a Building

Where a single building or a complex of buildings on a site contains two or more separate tenants, such buildings shall be permitted one monument sign to display the building name(s). Directory signs shall be used to display the name and location of all tenants located within the appropriate buildings.

### Options for Displaying Company/Building Name or Logo

There are three (3) options for displaying the company/building name or logo within the designated sign area on a monument sign. All options must be displayed within the designated sign display area. This area depicts the extreme limits of the lettering, logo, trademark, or other graphic representation used to differentiate the sign from the background against which it is placed.

#### 1) Block Text Lettering

Companies choosing to use standard block text lettering for their monument sign to display their company name shall follow the font style detailed below and shall be mounted no more than 3/16" off the face of the sign. Material used to attach the lettering as well as the type of material used for the lettering must also be detailed.

- a. Company name lettering shall be at minimum 2" high but shall not exceed a maximum of 6" high. All signage text shall be located within its designated display area. See below for appropriate positioning requirements for lettering.

#### 2) Company name and/or logo

Companies choosing to use their logo in conjunction with or in place of the solid

block text lettering must provide design drawings to scale illustrating the logo placement and size on the sign. Material used to attach the logo as well as the type of material used for the logo must also be detailed. Refer to Figure 1B for appropriate positioning requirements for lettering. The placement of the logo is not limited to the placement illustrated in Figure 1B but it must fit within the designated sign display area as described above.

- a. A single plaque, 6'4" x 1'8" may be used to display company information and logo. The plaque is to be centered vertically and horizontally with a 2" space around the perimeter of the plaque and placed within the designated area illustrated in Figure 1C. Plaques must be constructed using a durable material suitable for outdoor use. Wood plaques or other non-durable materials that require continual upkeep maintenance are not allowed.
- 3) Building Name

This option may be used for buildings with multiple tenants. The monument sign display area will display the building name and directory signs will be used to display the building's tenant company names. Refer to Directory Signs for further details.

#### Address Font Size and Mounting Standards

- 1) The standard address text font style shall be Optima, black.
- 2) The address can be displayed as either a full address, which includes the building number and street name or a partial address which consist of only the building number.
- 3) A standard font size for the full or partial address shall be 4" high. See below for placement of address on the monument.
- 4) Material used for the block lettering must be approved prior to its installation and shall be mounted no more than 3/16" off the face of the sign.

Exterior directory signs are suggested, but not required for sites with multiple buildings or tenants that are located in close proximity to each other, sharing either the same parking facilities or main entrance. These signs shall be made visible to visitors walking from the surrounding parking facilities, directing them to the desired company or building's main entrance. The following are the standards required for approval of directory signs.

- 1) Overall size of the directional sign shall not exceed 5' in height or 4'6" wide (width includes both side poles measuring 3" in diameter)
- 2) Information shall be displayed within the designated 4' x 3'10" area of the sign.
- 3) It is the responsibility of the tenant to whom the Site has been leased to keep all tenant information up to date and maintained on the directory sign(s).
- 4) No information shall be placed outside of the designated area (illustrated in Figure 4).
- 5) These exterior signs shall be located close to the main entrance of the corresponding buildings, visible to the surrounding parking facilities from approaching automobile

and pedestrian traffic.

### **Standards for Temporary Signs**

#### Temporary Signs for Public and Semipublic Events or Functions

A non-illuminated temporary sign announcing an event to be held at a location in the Research Park may be allowed on the site of the sponsoring institution and on the site of the event. Temporary directional signs may be placed near the right-of-way, upon approval by the President.

- 1) Standard size for temporary signs shall be 18"x 24" in size and shall not exceed three (3) feet in height. Signs needing to be larger than the standard size must get approval from President before posting.
- 2) Temporary signs can be displayed on the day of the event (one day) without formal approval from the President. Signs needing to be displayed longer than one day must be approved by the President.
- 3) Political and campaign signs are not permitted within Research Park.

#### Temporary For Sale or Lease Signs

Signs designed and intended to advertise and promote the sale, rental or lease of lots and/or structures within Research Park shall be permitted as follows:

- A. Signs shall not exceed 32 square feet in area and shall not exceed six (6) feet in height.
- B. Signs shall not be placed within the right-of-way of any site and shall not obstruct the visibility of permanent signs (i.e. monument, auxiliary, directory).
- C. Such signs shall be permitted only within the confines of the site being advertised, unless permission to install additional signs has been approved by the President.

#### Temporary Signs for Construction

One temporary construction sign shall be allowed per site where construction is taking place. The sign may include the identification of the new building and the names of persons and firms performing services or labor or supplying materials to the premises. Such signs must be removed within 30 days of the issuance of a certificate of occupancy or certificate of completion.

#### Temporary Signs for New Tenant or Name Change

A new business or a business relocating to a new location with no permanent signs may obtain approval through the President to erect a temporary sign to display tenant information for a period of not more than 60 days or until installation of permanent sign, whichever shall occur first. A temporary ground sign shall not exceed four (4) feet in height and have a display area no larger than 6 ½' x 2' in area.

- D. If the President determines that a signage proposal requires Authority approval, the applicant will be required to pay a \$500 fee to account for administrative, legal and accounting costs associated with the Authority's obligation to review and process the

signage request.

## **Nonconforming**

- 1) All nonconforming permanent on-site signage permitted before the effective date of this article are exempt from the regulations with the following exception:
  - a. Nonconforming permanent on-site signs may be maintained and repaired but shall not be structurally or mechanically extended or altered to further the nonconformance except as required by the building official in cases where it has been determined that there exists imminent danger to the public safety.
- 2) The following signs shall be removed or made to conform to this document:
  - a. Any nonconforming permanent on-site sign which is destroyed or damaged to the extent of 50 percent or more of its replacement value shall not be repaired or rebuilt except in conformity with this article, unless a variance is granted by the Authority.

Upon failure to comply within the time specified, the Authority is hereby authorized to cause removal of such sign and any expense shall be paid by the lessee of said sign or of the property upon which the sign is located.

### **Standards for flag poles**

Any single tenant building within the Research Park may erect and maintain up to three (3) flag poles within a thirty (30') feet span. Any multi-tenant building may erect and maintain one (1) flagpole.

- 1) No flagpole shall be taller than thirty-five feet (35');
- 2) If flags are to be flown during hours of dark, each pole must be illuminated, with permitted electrical installations;
- 3) If a flagpole is to fly the U.S. flag it must be at least one foot (1') taller than any other flagpole associated with the building in question.
- 4) Flag poles erected prior to the enactment of this policy are grandfathered in.

## **C. Variances**

Any tenant desiring to make use of their site, or any portion thereof, other than in strict accordance with the restrictions and specifications set forth in this Building Sign Specifications document may apply to the Authority for a variance.

The Authority shall not approve any application for a variance unless it finds that denial of the application would result in an undue hardship upon the applicant and that the grant of variance will be in harmony with the general intent of the Building Sign Specifications document.

#### **D. Maintenance**

It shall be the responsibility of the tenants within Research Park to keep their respective Building Signs, in a safe, clear, orderly and aesthetically pleasing condition. In the event of tenant's failure to properly discharge its responsibilities for maintenance, the Authority shall send Property Owner written notice giving thirty (30) business days to perform said maintenance otherwise the Authority reserves the right to perform any necessary repairs and maintenance at the expense of the tenant and the Authority shall have the right of access to the Sites for such purpose.

**ADOPTED THIS 14<sup>th</sup> DAY OF OCTOBER 2015**  
**AMENDED THIS 26<sup>TH</sup> DAY OF AUGUST 2020**