

City of Coral Gables

# Commercial Signage Handbook

Planning and Zoning Division  
Development Services Department

October 2013



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## Awning or Canopy Sign

### From Article 8. Definitions:

**Sign, awning** means a sign incorporated into, attached, affixed to, stamped, perforated, stitched or otherwise applied or painted on a structure made of cloth, canvas, metal or similar material that is affixed to a building and projects. Such signs may or may not be fixed or equipped with a mechanism for raising and holding an awning in a retracted position against the building, an awning or canopy. The sign shall only be permitted on the valance of the awning.

### From Section 5-1904. Standards for on-premise signs:

| Type of sign      | Maximum number permitted      | Maximum sign area  | Maximum length of sign                   | Maximum lettering height  | Maximum/minimum height of sign* | Projection and/or separation**   | Other requirements  |
|-------------------|-------------------------------|--|--|---|---------------------------------|--|---|
| Awning or canopy. | One (1) per awning or canopy. | Four (4) square feet per awning. Sign to occupy no more than sixty (60%) percent of height of valance on which it is placed. | Fifty (50%) percent of awning or canopy. | Six (6) inch lettering, however, height not to exceed sixty (60%) percent of height of valance on which it is placed. | Twelve (12) feet maximum.       | Minimum of three (3) feet from established inside of curb line, adjacent lease line, adjacent property line, or street R.O.W. whichever is less. | <ol style="list-style-type: none"> <li>1. Awning or canopy signs are prohibited if tenant signs are provided.</li> <li>2. Sign lettering must be located on valance of awning or canopy.</li> <li>3. Permitted text shall only include tenant name and/or logo.</li> <li>4. Street-level tenant names signs on awnings/canopies are only permitted for those uses located at street-level.</li> <li>5. Backlighting of awnings and canopies is prohibited.</li> <li>6. Internal illumination of sign lettering is permitted.</li> <li>7. External illumination of awnings/canopies is permitted for the purpose of only identifying the lettering, logos, or other text of the awning. The type and location of light fixture shall be included as a part of the review of the sign.</li> </ol> |

\*Height is measured from the established grade.  
 \*\*Including all appendages of sign.

See Zoning Code Article 5, Development Standards; Division 3. Awnings and Canopies for additional provisions.

### Examples of Awning or Canopy Signs:



## Detached Sign

### From Article 8. Definitions:

**Sign, detached** means a sign not attached to or painted on a building, but which is affixed to the ground. Sign, detached also includes signs attached to surfaces such as fences and walls that are not part of a building.

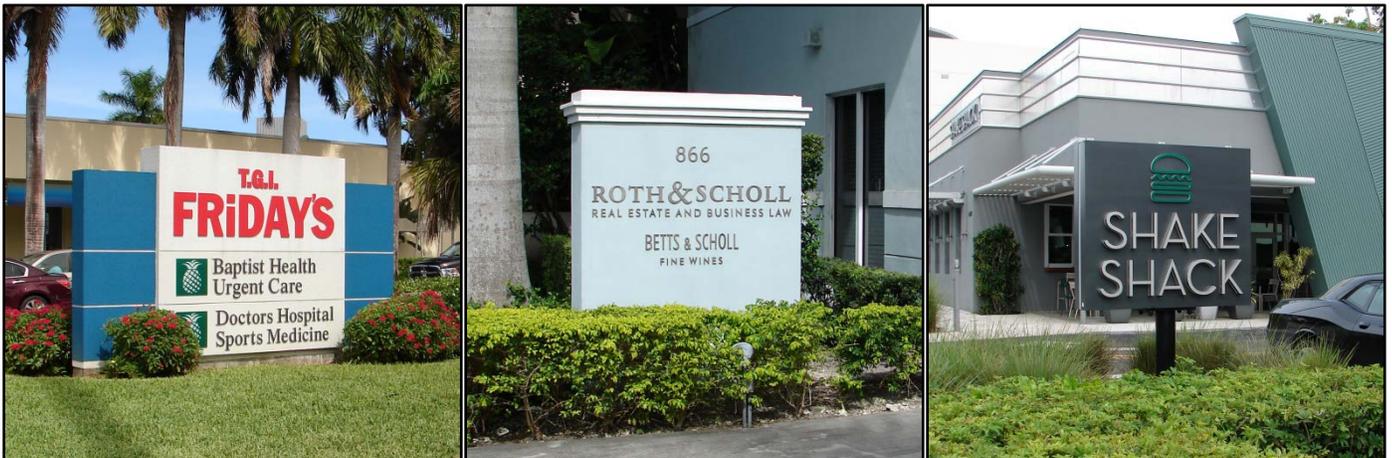
### From Article 5. Development Standards; Section 5-1905. Detached Signs:

Detached signs are subject to the following provisions:

- A. Specific locations. Except as provided for under Sections 5-1905(B) and 5-1907, detached signs will be permitted only upon premises zoned for commercial or industrial use and facing, abutting and fronting upon U.S. Route 1, (also known as South Dixie Highway) or upon Southwest Eighth Street, subject to the following conditions and restrictions:
  1. The face of any such sign shall not exceed thirty-two (32) square feet in area; and the top of the face of such sign shall not be more than six (6) feet above the finished grade of the ground, except that:
    - a. Detached signs, the top of the face thereof being not more than eleven (11) feet above the finished grade of the ground, shall be permitted at the following locations:
      - i. Upon premises abutting and fronting upon Southwest Eighth Street and lying east of LeJeune Road and upon premises lying west of LeJeune Road; and
      - ii. Fronting upon Southwest Eighth Street, where such premises extend as an entity from street to street measured in an east and west direction; and where the building on such premises, or some portion thereof, is at least two (2) stories in height.
    - b. Detached signs, the top of the face thereof, being not more than twelve (12) feet above the finished grade of the ground, shall be permitted upon premises facing, abutting and fronting upon U.S. Route 1 (also known as South Dixie Highway).
  5. A monument sign may contain up to three (3) building tenant names subject to the discretion of the Board of Architects and the following conditions and limitations:
    - a. Monument sign structure shall not exceed six (6) feet in height.
    - b. Monument signs shall not exceed thirty-two (32) square feet in total area.
    - c. Monument signs shall be landscaped subject to the discretion to the Board of Architects.
    - d. Monument signs shall be located a minimum of five (5) feet from any right-of-way, sidewalk or driveway.
    - e. Only one (1) such sign shall be permitted on any one (1) premises.
    - f. No monument shall be placed or constructed in such a manner as to produce an unsafe visual clearance at any intersection or driveway location.

See Zoning Code Article 5, Development Standards; Section 5-1905. Detached signs for additional provisions.

### Examples of Detached Signs:



## Directory Sign

### From Article 8. Definitions:

**Sign, directory** means a sign, other than an identification sign, listing the names, uses, or locations of the various businesses or activities conducted within a building or group of buildings that is attached to a building or freestanding and is centrally located to provide on-site directions. A directory sign is intended to direct people to destinations on the building site and does not contain advertising copy.

### From Section 5-1904. Standards for on-premise signs:

| Type of sign    | Maximum number permitted       | Maximum sign area  | Maximum length of sign | Maximum lettering height | Maximum/minimum height of sign* | Projection and/or separation**   | Other requirements   |
|-----------------|--------------------------------|--|------------------------|--------------------------|---------------------------------|--|--|
| Directory sign. | One (1) per building entrance. | 1. Buildings less than four (4) floors-fifteen (15) square feet.<br>2. Buildings five (5) or more floors-twenty-five (25) square feet. |                        |                          | Eight (8) feet maximum.         | Four (4) inch maximum projection from wall surface (A.D.A. Requirement). | 1. Signage locations shall be at street-level to be viewed by pedestrians.<br>2. Logos are permitted.<br>3. May be freestanding if located a minimum of twenty-five (25) feet from property line or R.O.W. |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Directory Signs:



## Doorway Entrance Sign

### From Article 8. Definitions:

**Sign, doorway** means a sign attached, affixed to or mounted above an entrance doorway with the intent of identifying the pedestrian entrances/exits to buildings and structures.

### From Section 5-1904. Standards for on-premise signs:

| Type of sign           | Maximum number permitted         | Maximum sign area     | Maximum length of sign | Maximum lettering height | Maximum/ minimum height of sign* | Projection and/or separation**   | Other requirements   |
|------------------------|----------------------------------|-----------------------|------------------------|--------------------------|----------------------------------|--|--|
| Doorway entrance sign. | One (1) per street-level tenant. | Five (5) square feet. |                        | Six (6) inches.          | Twelve (12) feet maximum.        | Four (4) inch maximum projection from wall surface (A.D.A. Requirement). | <ol style="list-style-type: none"> <li>1. Sign shall be located over doorway/entrance.</li> <li>2. Internal or external Illumination of sign lettering and sign is prohibited. Backlighting via ambient light is permitted.</li> <li>3. Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.</li> </ol> |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Doorway Entrance Signs:



## Parking Garage Entrance/Exit Sign

### From Section 5-1904. Standards for on-premise signs:

| Type of sign  | Maximum number permitted  | Maximum sign area              | Maximum length of sign | Maximum lettering height | Maximum/minimum height of sign*                              | Projection and/or separation**                         | Other requirements  |
|---|---|--------------------------------|------------------------|--------------------------|--|--|---|
| Parking garage entrance/exit identification signs in association with principal building. | One (1) building name or business name per one (1) entrance/exit. | One-hundred (100) square feet. | Twelve (12) feet.      | Ten (10) inches.         | Within ten (10) feet of top of garage opening entrance/exit. | Twelve (12) inch maximum projection from wall surface. | <ol style="list-style-type: none"> <li>Sign text indicating "Entrance" and "Exit" for parking garages shall be subject to the following:                             <ol style="list-style-type: none"> <li>Maximum lettering height: Ten (10) inches.</li> <li>Maximum sign length: Ten (10) feet.</li> </ol> </li> <li>Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.</li> </ol> |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Parking Garage Entrance/Exit Signs:



## Plaque Sign

### From Article 8. Definitions:

**Sign, plaque** means a flat plate, slab, or disk that is ornamented or engraved for mounting on a wall or a monument to provide noncommercial information.

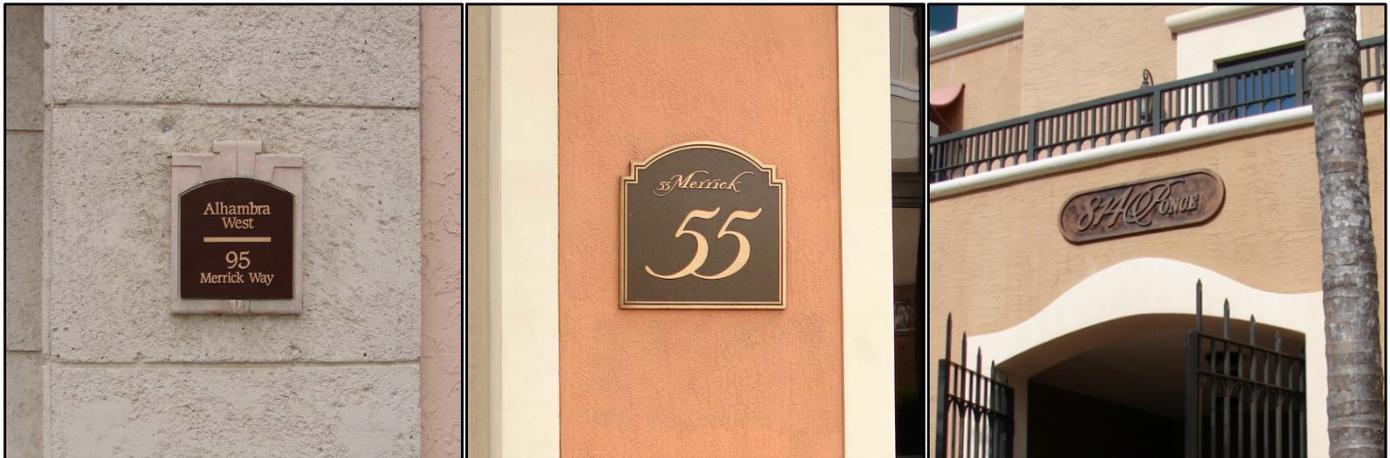
### From Section 5-1904. Standards for on-premise signs:

| Type of sign | Maximum number permitted                     | Maximum sign area     | Maximum length of sign | Maximum lettering height | Maximum/minimum height of sign* | Projection and/or separation** | Other requirements   |
|--------------|--|-----------------------|------------------------|--------------------------|---------------------------------|--------------------------------|--|
| Plaque.      | One (1) per public pedestrian entrance/exit. | Four (4) square feet. | Two (2) feet.          |                          | Eight (8) feet maximum.         | Four (4) inches.               | 1. Construction materials should be fabricated in a manner to complement the architecture of the building. |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Plaque Signs:



## Projection Sign

### From Article 8. Definitions:

**Sign, projection** means a sign, which projects from and is supported by a wall or parapet of a building with the sign face perpendicular or approximately perpendicular to the wall or parapet. The use of logos, raised lettering and three-dimensional features or three-dimensional signs is encouraged and permitted.

### From Section 5-1904. Standards for on-premise signs:

| Type of sign                    | Maximum number permitted  | Maximum sign area      | Maximum length of sign | Maximum lettering height | Maximum/minimum height of sign* | Projection and/or separation**  | Other requirements  |
|---------------------------------|---|------------------------|------------------------|--------------------------|---------------------------------|---|---|
| Projection sign (Street-level). | One (1) per street-level tenant. Tenants on corners of R.O.W. shall be permitted one (1) per R.O.W. | Three (3) square feet. |                        | Six (6) inches.          | Ten (10) feet maximum.          | <ol style="list-style-type: none"> <li>Eight (8) feet maximum projection from external building wall if awning / canopy exists; or</li> <li>Four (4) feet maximum projection from external building wall with no awning/ canopy.</li> <li>Five (5) feet maximum encroachment into R.O.W. to outer edge of sign is permitted.</li> </ol> | <ol style="list-style-type: none"> <li>One sign is permitted per street-level tenant.</li> <li>Tenants occupying a corner at two (2) R.O.W.'s shall be permitted one (1) additional sign.</li> <li>Internal or external illumination of sign lettering and sign is permitted.</li> <li>Sign content/text shall only include tenant name and/or logo.</li> <li>Wood signs are permitted.</li> <li>Decorative treatments and three-dimensional use of materials is encouraged.</li> <li>If canopies or awnings exist, the projection sign shall be located under canopy or awning with sufficient vertical clearance for the passage of pedestrians.</li> </ol> |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Projection Signs:



## Temporary Construction Sign

### From Article 8. Definitions:

**Sign, temporary construction sign (non-residential zoning districts)** means a sign indicating a construction and/or renovation of a building and/or structure identifying architects, engineers, contractors, tradesman and/or others engaged in work completed on the premises. Such signage shall satisfy all applicable building and life safety code requirements.

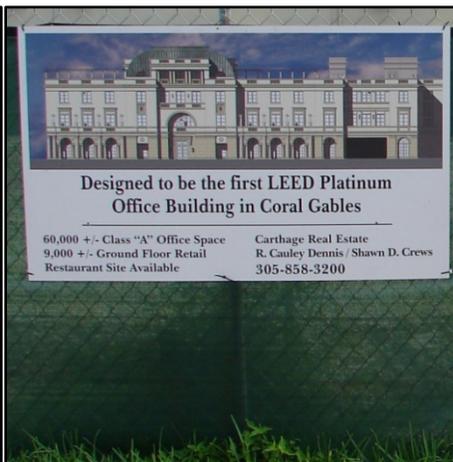
### From Section 5-1904. Standards for on-premise signs:

| Type of sign                  | Maximum number permitted         | Maximum sign area         | Maximum length of sign | Maximum lettering height | Maximum/minimum height of sign* | Projection and/or separation**            | Other requirements  |
|-------------------------------|----------------------------------|---------------------------|------------------------|--------------------------|---------------------------------|---|---|
| Temporary construction signs. | One (1) per site or development. | Sixteen (16) square feet. |                        |                          | Eight (8) feet maximum.         | Six (6) inches if attached to a building. | <ol style="list-style-type: none"> <li>1. Applies to nonresidential-zoned properties.</li> <li>2. Freestanding signs shall be a minimum of ten (10) feet from property line and/or R.O.W.</li> <li>3. Sign can be mounted on building or fence subject to all other provisions.</li> <li>4. Must be removed within seventy-two (72) hours of the issuance of temporary or final certificate of occupancy.</li> <li>5. If freestanding, the sign shall be fastened securely to each of two (2) supports, one (1) on each end of the sign, installed a minimum of three (3) feet below the established grade in a secure manner utilizing concrete or other suitable method.</li> <li>6. The sign text may only identify the property, the owner or agent, contractor, or professional affiliations, property address and telephone numbers of those involved in the construction of improvements on the property.</li> <li>7. The sign shall be constructed of metal, plastic, wood or pressed wood.</li> <li>8. Such sign shall be kept in good repair and shall not be illuminated or constructed of a reflective material and shall not contain any flags, streamers, movable items or like devices.</li> </ol> |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Temporary Construction Signs:



## Tenant Sign

### From Section 5-1904. Standards for on-premise signs:

| Type of sign                   | Maximum number permitted  | Maximum sign area                     | Maximum length of sign                         | Maximum lettering height   | Maximum/minimum height of sign* | Projection and/or separation**  | Other requirements   |
|--------------------------------|---|---------------------------------------|--|--|---------------------------------|---|--|
| Tenant signage (street-level). | One (1) per street-level tenant per street right-of-way frontage. | Eighteen (18) square feet per tenant. | Fifty (50%) percent of lineal tenant frontage. | Twelve (12) inches or an increase in size to eighteen (18) inches if sign is design sign as provided herein. | Eighteen (18) feet maximum.     | <ol style="list-style-type: none"> <li>Twelve (12) inch maximum projection from wall surface.</li> <li>The maximum projection may be exceeded for design signs, subject to Board of Architect review and approval.</li> </ol> | <ol style="list-style-type: none"> <li>Tenant signage is prohibited if awning or canopy signage is provided.</li> <li>Street-level tenant names signs are permitted for those uses located at street-level.</li> <li>Permitted text shall only include tenant name and/or logo.</li> </ol> |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Tenant Signs:



## Wall Sign (buildings 45' or less in height)

### From Article 8. Definitions:

**Sign, wall** means a sign painted or attached on the outside of a building/structure, or attached to, and erected parallel to the face of a building and supported throughout its length by such building/structure.

### From Section 5-1904. Standards for on-premise signs:

| Type of sign   | Maximum number permitted                  | Maximum sign area   | Maximum length of sign                           | Maximum lettering height | Maximum/minimum height of sign* | Projection and/or separation**                         | Other requirements  |
|--|---|---|--|--------------------------|---------------------------------|--|---|
| Wall-mounted signs for buildings 45.0 feet or less in height.* | One (1) per street right-of-way frontage. | 1. 0.75 square feet per lineal foot of primary street-frontage not to exceed one hundred-fifty (150) square feet.<br>2. 0.25 square feet per lineal foot of side street-frontage. | Fifty (50%) percent of lineal building frontage. | Eighteen (18) inches.    | Twenty-Five (25) feet maximum.  | Twelve (12) inch maximum projection from wall surface. | 1. Building sign or one (1) curvilinear building name sign is permitted. Only one (1) of the above options is permitted.<br>2. Building sign content/text may include up to two (2) names, tenants, etc.<br>3. No off-premises sponsors or advertising signs permitted.<br>4. Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building. |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Wall Signs on buildings 45' or less in height:



## Wall Sign (buildings 45.1' to 97' in height)

### From Article 8. Definitions:

**Sign, wall** means a sign painted or attached on the outside of a building/structure, or attached to, and erected parallel to the face of a building and supported throughout its length by such building/structure.

### From Section 5-1904. Standards for on-premise signs:

| Type of sign   | Maximum number permitted                  | Maximum sign area   | Maximum length of sign                           | Maximum lettering height | Maximum/minimum height of sign*   | Projection and/or separation**                         | Other requirements   |
|--|---|---|--|--------------------------|---|--|--|
| Wall-mounted signs for buildings 45.1 to 97.0 feet.* | One (1) per street right-of-way frontage. | <ol style="list-style-type: none"> <li>0.75 square feet per lineal foot of primary street frontage not to exceed one hundred-fifty (150) square feet.</li> <li>0.25 square feet per lineal foot of side street frontage.</li> </ol> | Fifty (50%) percent of lineal building frontage. | Twenty-four (24) inches. | <ol style="list-style-type: none"> <li>Ninety-seven (97) feet maximum.</li> <li>Minimum thirty-five (35) feet.</li> </ol> | Twelve (12) inch maximum projection from wall surface. | <ol style="list-style-type: none"> <li>Building sign or one (1) curvilinear building name sign is permitted. Only one (1) sign of the above option permitted.</li> <li>Building sign content/text may include up to two (2) names, tenants, etc.</li> <li>No off-premises sponsors or advertising signs permitted.</li> <li>Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building.</li> </ol> |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Wall Signs on buildings 45.1' to 97' in height:



## Wall Sign (buildings 97.1' or more in height)

### From Article 8. Definitions:

**Sign, wall** means a sign painted or attached on the outside of a building/structure, or attached to, and erected parallel to the face of a building and supported throughout its length by such building/structure.

### From Section 5-1904. Standards for on-premise signs:

| Type of sign  | Maximum number permitted | Maximum sign area   | Maximum length of sign                           | Maximum lettering height | Maximum/minimum height of sign*   | Projection and/or separation**                         | Other requirements  |
|---|--------------------------|---|--|--------------------------|---|--|---|
| Wall-mounted sign for buildings 97.1 feet or more in height.* | Two (2) per building.    | Dependent upon location of the sign the following standards shall apply:<br>1. 1.0 square foot per lineal foot of primary street frontage, not to exceed two-hundred (200) square feet.<br>2. 0.50 square feet per lineal foot of side street frontage or building façade frontage on buildings not fronting on a street frontage, not to exceed one hundred and fifty (150) square feet. | Fifty (50%) percent of lineal building frontage. | Thirty (30) inches.      | 1. Maximum of twenty-five (25) feet above the ceiling of the top floor.<br>2. Minimum ninety-seven (97) feet. | Twelve (12) inch maximum projection from wall surface. | 1. Building sign or one (1) curvilinear building name sign is permitted.<br>2. Building sign content/text may include up to two (2) names, tenants, etc.<br>3. No off-premises sponsors or advertising signs permitted.<br>4. Sign shall be proportionate to the facade on which it is located, respecting the integrity of the architecture of the building. |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Wall Signs on buildings 97.1' or more in height:



## Window Sign

### From Article 8. Definitions:

**Sign, window** means any display of lettering, text, words, graphics, symbols, pictorial presentation, numerals, trademarks, numbers, logos, crests, emblems, or any part or combination or other devices used to attract attention, or to identify, or as an announcement that is posted, painted, placed, or attached to or projected upon a window exposed to public view or is visible to persons outside the building. This shall include signs visible or located within ten (10) feet of the interior of a glass area with the intent of being visible from the exterior portions of the building. This does not include merchandise displays or similar fixtures.

**Sign, window area** means the total area of the glass either transparent or non-transparent that occupies a building face. This includes all areas of glass including but not limited to windows, doors, sidelights, transoms (fixed or operable), etc.

### From Section 5-1904. Standards for on-premise signs:

| Type of sign | Maximum number permitted | Maximum sign area   | Maximum length of sign | Maximum lettering height | Maximum/minimum height of sign* | Projection and/or separation** | Other requirements  |
|--------------|--------------------------|---|------------------------|--------------------------|---------------------------------|--------------------------------|---|
| Window sign. |                          | Ten (10%) percent maximum of street-level total window area or twenty (20) square feet, maximum, whichever is less. |                        | Six (6) inch maximum.    |                                 |                                | <ol style="list-style-type: none"> <li>1. Permitted only on primary and side street-level frontages.</li> <li>2. Window signage above the first floor is prohibited.</li> <li>3. The following text shall be exempt from the sign area calculations: enter, exit and similar decals as indicated below, and, property address of building.</li> <li>4. Maximum of one and a half (1 ½) square feet of decal signs is permitted to include the following: entrance, exit, credit card advertising or other decals as approved by the Building and Zoning Department. Physical property address signs shall be subject to these limitations.</li> <li>5. Window signs must be applied to the window in professional manner.</li> <li>6. The name of the establishment may only be permitted once. One (1) additional establishment name is permitted subject to design review approval. The additional name shall be the same text, lettering style/height, color, etc for both signs.</li> </ol> |

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

### Examples of Window Signs:

