

Broward County Commercial Pilot Sign Program

Pilot Program Overview and Funding:

- Underserved and economically challenged commercial areas

Commercial districts or corridors where businesses and the surrounding community experience limited access to essential resources—such as capital, infrastructure, customer traffic, public investment, or support services—resulting in slower economic activity, reduced business stability, and constrained opportunities for growth.
- Reimbursement grant program
- Proposed Funding - \$200,000 from General Fund (OESBD / Economic Development from expiring CRA 10%)
- Up to \$10,000 per award. Minimum \$1,000
- County will provide funding to the city to match the city program 50:50 (grant application with back up documents required and once approved the County and the city will enter into an agreement)

Administration:

- Business applies with City before fabrication or installation.
- Vendor completes work (work cannot start (or contracts be signed) until after grant approval)
- Application includes two or more vendor quotes and before site photos.
- Divide grant awards equally between nine (9) Commission Districts until funds are depleted
- Outreach program in collaboration with the cities
- Program will be administered by the Office of Economic and Small Business Development

Eligibility

- Applicant Business
- Combine with City Programs if the City has a Program
 - Operating at location for at least 1 year. Executed lease required.
 - For profit; not national or regional chain or franchise.
 - County and City business license tax receipt.

- Located in underserved and economically challenged commercial areas
 - Written landlord consent
 - No home-based businesses
 - Must be a commercial property; residential is ineligible.
 - Work must be done by licensed contractors and meet local codes.
- Eligible Sign Types:
 - Consistent with code, zoning, and design standards,
 - Compatible appearance with existing signage
 - Eligible
 - Illuminated signs (channel letters, lightboxes)
 - Monument or pylon signs
 - Wall-mounted signs
 - Awning signage
 - Permanent window lettering
 - Sign lighting enhancements
 - Not Eligible Sign Types:
 - Banner or temporary signs
 - Portable signs
 - Non-identification decorative signage.
 - Vinyl
 - Interior signage
 - Businesses Not Eligible:

These types of businesses are not eligible: any private or commercial golf course, country club, religious institutions, massage parlor, adult entertainment, hot tub facility, suntan facility, racetrack or other facility used for gambling, or any store which the principal business is the sale of alcoholic beverages, tobacco, vaping devices and related products, cannabis or marijuana products, controlled substances, and any other age-restricted or federally prohibited items) or other drug for consumption off premises.

Recommended Funding Options:

- Fund cities with existing sign programs.
- Fund cities without sign programs (even if the city doesn't have a program or available funding to match county funding, but the city is willing to administer a grant program). In this case the County grant amount will be up to \$2,000 per award, minimum \$1,000.