

RESOLUTION No. 19-261

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, SITTING AS THE LOCAL PLANNING AGENCY, GOING FORWARD WITHOUT A RECOMMENDATION TO TRANSMIT TO THE LOCAL GOVERNING BODY AN AMENDMENT TO THE CITY OF DORAL LAND DEVELOPMENT CODE SECTION 80-211 “SPECIFICATIONS FOR PERMITTED TEMPORARY SIGNS”, CREATING NEW SIGN CODE PROVISIONS ALLOWING FOR “TEMPORARY IDENTIFICATION BANNERS ON HIGH RISE BUILDINGS”; PROVIDING FOR DEFINITION; PROVIDING FOR SPECIFICATION; PROVIDING FOR ENFORCEMENT; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the intent of the text amendment to Section 80-211 of the City’s Land Development Code is to establish specifications to guide the use of temporary identification banners on high-rise buildings to optimize communication while protecting the public and aesthetic character of the City; and

WHEREAS, on October 23, 2019, the Local Planning Agency (LPA) conducted a duly advertised public hearing on the amendment to the City’s Land Development Code, and has considered all evidence and comments received concerning the proposed amendment to the Land Development Code as required by state law and local ordinances.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA SITTING AS THE LOCAL PLANNING AGENCY THAT:

Section 1. The foregoing recitals are confirmed, adopted, and incorporated herein and made a part hereof by this reference.

Section 2. The Local Planning Agency hereby recommends going forward without a recommendation to the local governing body (City Council) to consider the text amendment to Section 80-211 “Specification for Permitted Temporary Signs”, creating new sign code provisions allowing for temporary identification banners on high-rise

¹Deletions are indicated by ~~strikethrough~~. Insertions are indicated by underline

buildings. The Land Development Code of the City of Doral, Florida is hereby amended to read as follows¹:

Chapter 80 – SIGN REGULATIONS

ARTICLE V. – SIGN STANDARDS AND REQUIREMENT

DIVISION 2. TEMPORARY SIGNS

Section 80-211 – Specifications for permitted temporary signs

The following temporary signs are permitted as provided in the table:

Type of Sign	Maximum Size (in square feet)	Setbacks and Earliest Installation Date (EID)	Final Removal Date	Notes and Remarks
Political signs (no permit required)	Residential—four square feet	Setback of five feet minimum from official R-O-W line	Seven days after election	One sign per candidate, race or referendum issue per private property.
	Signs shall not exceed four feet in height	EID residential—none		Signs may not be placed on public property
	Nonresidential—four square feet Sign shall not exceed six feet in height	EID nonresidential 30 days before primary, general or runoff election of referendum		No roof signs, banners or balloons
				Signs may not obstruct vision at corners, intersections, etc.
		Applicable to federal, state, county, and local elections (Ord. No. 2006-19)		

¹Deletions are indicated by ~~strikethrough~~. Insertions are indicated by underline

Free speech signs (no permit required)	Residential, six square feet	Setbacks— Residential—five feet minimum from official R-O-W line unless attached to an existing building; 15 feet from an interior side property line	None	One sign per residential dwelling or lot
				One sign per nonresidential parcel or lot
				Sign may be installed in lieu of any permitted nonresidential sign
		Setbacks— Nonresidential, as permitted by sign regulations		Signs may not be placed on public property
	Nonresidential, as permitted by sign regulations	EID—None		Signs may not be placed in public rights-of-way
			Signs may not obstruct vision at corners, intersections, etc.	
Sale: residential open house (no permit required)	Six	Setbacks—five feet minimum from official R-O-W line; 15 feet from an interior side property line	Day open house closes	
		EID—Day open house begins		
Sale of land, building, or portion of building	32	Setbacks— Residential—five feet minimum from official R-O-W line; 1five feet	five days after closing	

¹Deletions are indicated by ~~strikethrough~~. Insertions are indicated by underline

and/or open house		from an interior side property line		
Rent or lease: building	32	Setbacks— Residential—five feet minimum from official R-O-W line; 15 feet from an interior side property line.	five days after rented or leased	Signs of permanent nature (no pole signs) are required for buildings that always (year round) have vacancies to rent or lease buildings and/or portion of building. This sign can be combined with permanent signs.
Rent or Lease: Portion of Building	16	Setbacks— Residential—five feet minimum from official R-O-W line; 15 feet from an interior side property line	five days after 100 percent (100 percent) rented or leased	Signs of permanent nature (no pole signs) are required for buildings that always (year round) have vacancies to rent or lease buildings and/or portion of building. This sign can be combined with permanent signs.
Construction and/or Development Sign	64	Setbacks— Residential—five feet minimum from official R-O-W line; 15 feet	On receipt of first certificate of occupancy	One sign for every 360 feet of frontage
		EID—When property offered for sale or development order issued or day open house begins		
		EID—When building offered or development order issued		
		EID—When building offered or development order issued		

¹Deletions are indicated by ~~strikethrough~~. Insertions are indicated by underline

		from an interior side property line		
		EID—When complete development order application filed with city		
Project Suppliers/trades	32	Setbacks— Residential—five feet minimum from official R-O-W line; 15 feet from an interior side property line	On receipt of final certificate of occupancy	32 square feet is total for all suppliers/trades
		EID—Issuance of building permit		
Signage on construction barrier/fence	Ten percent of the total barrier area	Setbacks and EID as required for construction barriers	Same as the construction barrier.	Signage identifying the nature of the property's current development, contractor's information, leasing information, corporate logos and renditions of the future development
		Signage may exceed 2 feet above the height of the construction barrier		
Murals and other decorative elements on the construction barriers/fence	15 percent of the total barrier area	Setbacks and EID as required for construction barriers	Same as the construction barrier	Letters, logos and numbers are prohibited
				May not contain any rendition of the proposed development or element of the

¹Deletions are indicated by ~~strikethrough~~. Insertions are indicated by underline

				proposed development
Grand opening/project opening/new businesses	32	Setbacks— Residential—five feet minimum from official R-O-W line; 15 feet from an interior side property line	Seven days after opening or event	Special event approval is required prior to sign approval
		EID—30 days before event		
Outparcel/phase opening	32	Setbacks— Residential—five feet minimum from official R-O-W line; 15 feet from an interior side property line	Ten days after opening	
		EID—7 days before event		
Special event/sale not for profit	16	Setbacks— Residential—five feet minimum from official R-O-W line; 15 feet from an interior side property line	One day after sale/event	Not for profit/nonprofit organization only
		EID—7 days before event		Special event approval is required prior to sign approval
Special event/sale for profit	16	Setbacks— Residential—five feet minimum from official R-O-W line; 15 feet	One day after sale/event	Special event approval is required prior to sign approval

¹Deletions are indicated by ~~strikethrough~~. Insertions are indicated by underline

		from an interior side property line		
		EID—7 days before event		
Golf event sign	16	Setback requirements—Banner affixed to the building or tenant unit	One day after event	Banner must include reference to the golf event
		EID—7 days before event		
Special event— School/day care/nursery	32	Setbacks—Residential—five feet minimum from official R-O-W line; 15 feet from an interior side property line	Allowed for a maximum of 30 days for every special event.	
		EID—Allowed for a maximum of 30 days for every special event.		
Garage sale	4	Setbacks—Residential—five feet minimum from official R-O-W line; 15 feet from an interior side property line	Day of sale	One sign for the sale
		EID—One day before sale		
Outside sales/sites without buildings	16	Setbacks—Residential—five feet minimum from official R-O-	One day after sale	Must comply with council-approved

¹Deletions are indicated by ~~strikethrough~~. Insertions are indicated by underline

		W line; 15 feet from an interior side property line		administrative policy
		EID—Day before sale		
Special event direction signage	4	Setbacks—Residential—five feet minimum from official R-O-W line; 15 feet from an interior side property line	One day after event	Special event approval is required prior to sign approval
		EID—Day before event		
Construction entrance	16	Setbacks—Residential—five feet minimum from official R-O-W line; 15 feet from an interior side property line	On receipt of final certificate of occupancy	
		EID—Issuance of land clearing, land alteration, or building permit		
<u>Temporary leasing banners on high-rise buildings (height greater than 100 feet)</u>	<u>Banners shall not exceed; three hundred twenty (320) square feet for high-rise buildings over one-hundred (100) feet in height.</u> <u>Banner size is calculated as gross square footage</u>	<u>Banners shall be affixed flush to the building façade wall surface.</u> <u>EID: At time that building construction is topped off per plans on file.</u>	<u>90 days after issuance of Temporary Certificate of Occupancy</u>	<u>Maximum of two (2) banners per building and one (1) permitted banner per cardinal direction of building façade elevation.</u> <u>Banners shall not extend or project off</u>

¹Deletions are indicated by ~~strikethrough~~. Insertions are indicated by underline

	<p><u>from edge to edge of the banner including all logos, type, and blank space within the physical banner dimensions.</u></p>			<p><u>the primary wall surface.</u></p> <p><u>Banners shall not be illuminated, lighted, 3-D, electronic, lighted or illuminated.</u></p> <p><u>Maximum duration of temporary banner shall not exceed a one-time installation of 6 months total.</u></p> <p><u>Banners are static fixed copy and non-changeable. Any changes would require a new permit and does not extend the maximum length of permitted time allowed.</u></p>
--	---	--	--	---

- (a) Temporary leasing banners on high-rise buildings. Permit fees will be assessed based on the amount of time that the banner will be visible, with a maximum of six (6) continuous months and no extensions. Full permit fees shall be paid at the time of application. The fee shall be \$1,000 per month. Any violations for illegal banners shall be subject to an amount equal to 2x the monthly fee per month (\$2,000) assessed on the first day of each month that violation occurs.

Section 3. Effective Date. This Resolution shall become effective immediately upon its adoption by the Local Planning Agency (LPA).

¹Deletions are indicated by ~~strikethrough~~. Insertions are indicated by underline

The foregoing Resolution was offered by Vice Mayor Mariaca who moved its adoption. The motion was seconded by Councilmember Cabral and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Claudia Mariaca	Yes
Councilwoman Digna Cabral	Yes
Councilman Pete Cabrera	Absent/Excused
Councilwoman Christi Fraga	Yes

TRANSMITTED WITHOUT A RECOMMENDATION TO THE LOCAL GOVERNING BODY (CITY COUNCIL) THIS 23 DAY OF OCTOBER, 2019.



JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:



CONNIE DIAZ, MMC
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:



LUIS FIGUEREDO, ESQ.
CITY ATTORNEY