

RESOLUTION NO. 11 - 138

A RESOLUTION OF THE DORAL DESIGN DISTRICT STEERING COMMITTEE OF THE CITY OF DORAL, FLORIDA RECOMMENDING THAT THE MAYOR AND CITY COUNCIL DIRECT THE CITY MANAGER TO PREPARE A WRITTEN REQUEST AND OTHER APPLICATION MATERIALS TO THE FLORIDA DEPARTMENT OF TRANSPORTATION FOR TRAILBLAZER SIGNS AT STATE ROADS 826 AND 836, IN COMPLIANCE WITH THE SIGN EVALUATION CRITERIA SET FORTH IN CHAPTER 14-51.013, FLORIDA ADMINISTRATIVE CODE.

WHEREAS, the members of the Steering Committee believe that effective branding and wayfinding enhances experiences, attracts businesses and patrons, and contributes to a sense of place; and

WHEREAS, the area defined as the Doral Design District has no existing identity. Establishing the identity of the Doral Design District through branding and signage is necessary in order to create a designation; and

WHEREAS, consistent with Chapter 7 of the Doral Design District Master Plan, the implementation of trailblazing and large vehicular signage at State Roads 826 and 836 are of the highest priority; and

WHEREAS, at the March 7, 2011 and April 18, 2011 public meetings, the Steering Committee inquired with City administration regarding the FDOT and MDX processes for implementing trailblazing signage at SR 826 and SR 836, the status of such requests, and collaborated precedent in the fact that the Miami Design District has two such trailblazing signs at SR 395; and

WHEREAS, through independent research, the Steering Committee reviewed the sign evaluation criteria for Florida's Highway Guide Sign Program, which requires a written request and satisfaction of certain criterion; and

WHEREAS, the Doral Design District Steering Committee has considered this Resolution at a public meeting following extensive discussion at several public meetings and workshops; and

NOW THEREFORE, BE IT RESOLVED BY THE DORAL DESIGN DISTRICT STEERING COMMITTEE OF THE CITY OF DORAL, FLORIDA, THAT:

Section 1. The Doral Design District Steering Committee recommends that the Mayor and City Council direct the City Manager to prepare a written request and other application materials to the Florida Department of Transportation for trailblazer signs at State Roads 836 and 826, in compliance with the sign evaluation criteria set forth in Chapter 14-51.013, Florida Administrative Code.

Section 2. This Resolution shall take effect immediately upon its adoption.

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

Mayor Juan Carlos Bermudez	Yes
Vice Mayor DiPietro	Yes
Councilman Luigi Boria	Yes
Councilman Pete Cabrera	Yes
Councilwoman Ana Maria Rodriguez	Yes

PASSED and ADOPTED this 12th day of October, 2011.



JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:



BARBARA HERRERA, CITY CLERK

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



JIMMY MORALES, CITY ATTORNEY