

ORDINANCE No. 2023-34

AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING A TEXT AMENDMENT TO THE CITY'S LAND DEVELOPMENT CODE, BY AMENDING CHAPTER 80 "SIGN REGULATIONS", TO CREATE MEDIA AND PUBLIC SERVICE BOARD WALL SIGNS; AMENDING SECTION 80-2, "PURPOSE AND INTENT" FOR RENUMBERING PURPOSES ONLY; AMENDING SECTION 80-3, "DEFINITION" TO CREATE NEWLY DEFINED TERMS AND REDEFINE EXISTING TERMS; AMENDING SECTION 80-38, "TIME LIMITATION OF PERMITS," TO EXTEND THE LIMITATIONS ON THE PERMITTING OF SIGNS; AMENDING SECTION 80-74 "PENALTY; ENFORCEMENT;" AMENDING SECTION 80-102 "PROHIBITED SIGNS" TO PROVIDE FOR AN EXCEPTION TO THE PROHIBITION ON OFF-PREMISES SIGNS FOR MEDIA AND PUBLIC SERVICE BOARD WALL SIGNS; AMENDING SECTION 80-258 "COMMERCIAL RETAIL SIGNS" TO PROVIDE FOR MEDIA AND PUBLIC SERVICE BOARD WALL SIGNS, AND REGULATIONS FOR SAME; PROVIDING FOR INCORPORATION INTO THE CODE; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the Comprehensive Plan and Land Development Regulations of the City of Doral ("City") are intended to maintain public health, safety, and welfare of its residents and to strengthen the City's local government capability to manage growth in a sustainable and resilient manner; and

WHEREAS, the purpose and intent of the City's sign regulations contained in Chapter 80 of the City's Code of Ordinances ("Sign Regulations") are, in part, to encourage the effective use of signs as a means of communication in the City, to maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth, to improve pedestrian and traffic safety, to minimize the possible adverse effect of signs on nearby public and private property, and to enable the fair and consistent enforcement of the City's sign restrictions; and

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~strikethrough~~.

WHEREAS, the regulations of signage through the City’s Sign Regulations is based on public safety, namely guarding against signs that obstruct or interfere with pedestrian and traffic safety, aesthetic purposes, and prevent the proliferation of signs that impacts the residents’ quality of life; and

WHEREAS, the City’s Sign Regulations ensure that signage is consistent with the community vision (Comprehensive Plan and Land Development Code), federal and state laws, Florida Building Code industry acceptable guidelines, and are strategically located to create a sense of place along the commercial and industrial corridors of the City; and

WHEREAS, signs throughout the City vary widely in terms of function, size, location, and structural type; and

WHEREAS, currently, the City prohibits off-premises signs, with the exception of those category of signs that fall within Article VI, titled “Off-Premises Billboard Signs,” of the City’s Sign Regulations, that specifically pertain to billboard signs; and

WHEREAS, despite having a dedicated Article regulating billboard signage, the City’s Sign Regulations does not have a defined term for “billboard signs” nor does it provide what characteristics and qualities a sign would have to qualify as a “billboard sign”, other than that the term “off-premises sign” appeared synonymous with “billboard sign”; and

WHEREAS, the proposed text amendment seeks to revise the City’s Sign Regulations to create a new commercial retail sign, defined as a “Media and Public Service Board Wall Sign,” that allows for on-premises and off-premises advertising in the Downtown Mixed Use (“DMU”) Zoning District, and to that end, provides for an exception to the general prohibition on off-premises signage for this newly created sign type,

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~strikethrough~~.

provides for limitations and regulations of said signs (i.e., location, distance requirements, size, and time restrictions, amongst others), and further clarifies the City's Sign Regulations by providing for a defined term for "billboard signs"; and

WHEREAS, City's Planning and Zoning Department has prepared a detailed analysis of the amendments effectuated by this ordinance, and the basis thereof, which is contained in the staff report dated December 6, 2023; and

WHEREAS, on December 6, 2023, the City Council of the City of Doral at a properly advertised hearing (First Reading) received testimony and evidence related to the proposed text amendment to Chapter 80, Sign Regulations of the Land Development Code as required by state law and local ordinances, including the analysis prepared by the City's Planning and Zoning Department, contained in the staff report dated December 6, 2023; and

WHEREAS, on January 24, 2024, the City Council of the City of Doral sitting as the Local Planning Agency (LPA) at a properly advertised hearing received testimony and evidence related to the proposed text amendment to Chapter 80, Sign Regulations of the Land Development Code as required by state law and local ordinances; and

WHEREAS, on January 24, 2024, the City Council of the City of Doral at a properly advertised hearing (Second Reading) received testimony and evidence related to the proposed text amendment to Chapter 80, Sign Regulations of the Land Development Code as required by state law and local ordinances, including the analysis prepared by the City's Planning and Zoning Department, contained in the staff report dated December 6, 2023; and

WHEREAS, the Mayor and City Council find that the adoption of the text amendment to Chapter 80, Sign Regulations of the Land Development Code is in the best interest of the residents of the City.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DORAL AS FOLLOWS:

Section 1. Recitals. The foregoing “WHEREAS” clauses are hereby ratified and confirmed as being true and correct and are hereby made a part of this Ordinance upon adoption hereof.

Section 2. Code Amended. Chapter 80 of the Code of Ordinances of the City of Doral is hereby amended to read as follows:

* * *

CHAPTER 80 – SIGN REGULATIONS

ARTICLE I. IN GENERAL

Sec. 80-2. Purpose and intent

The purposes of these sign regulations are: to encourage the effective use of signs as a means of communication in the city; to maintain and enhance the aesthetic environment and the city's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety; to minimize the possible adverse effect of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign restrictions. This sign ordinance is adopted under the zoning authority of the city in furtherance of the more general purposes set forth in the zoning ordinance. Specifically, the city council finds that:

- (1) Proper regulation of signs is a necessary prerequisite to a peaceable, orderly and safely designed business environment.
- (2) An improperly regulated sign environment imposes health and safety dangers to the public.
- (3) The result of effective sign regulation will be to lessen hazardous conditions, confusion and visual clutter, caused by the proliferation, improper placement, illumination and excessive height and size of signs that compete for the

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~strikethrough~~.

- attention of pedestrian and vehicular traffic, and impede vision of traffic, traffic control signs and devices.
- (4) Uncontrolled and unlimited signs may result in a roadside clutter that impedes the flow of information, thereby defeating the purpose of signage and creating hazards to drivers and pedestrians.
- (5) Uncontrolled and unlimited signs degrade the aesthetic attractiveness of the natural and manmade attributes of the community and thereby undermine the economic value of tourism, visitation and permanent economic growth.
- (6) Through proper regulation of signs, the attractiveness and economic well being of the City of Doral will be enhanced as a place to live, work and conduct business.
- (7) Signs provide an important medium through which individuals may convey a variety of noncommercial and commercial messages. However, left unregulated, signs can become a threat to public safety as well as a traffic hazard. Such signs may also constitute an aesthetic nuisance and be a detriment to property values and the city's public welfare. The mayor and council intend by enacting this chapter to:
- a. Balance the rights of individuals to convey their message through signs and the right of the public to be protected against the unrestricted proliferation of signs;
 - b. Further the objectives of the city's comprehensive plan;
 - c. Protect the public health, safety, welfare, and aesthetics of the city;
 - d. Reduce traffic and pedestrian hazards;
 - e. Maintain the city's image as one of excellence;
 - f. Protect property values by minimizing the potentially adverse effects and visual blight caused by signs;
 - g. Promote economic development; and
 - h. Ensure the fair and consistent enforcement of sign regulations.
- ~~(2-8)~~ While specifically establishing regulations to control signs within the city, it is not the intent of this chapter:
- a. To regulate art and art symbols; or
 - b. Holiday decorations and symbols.
- ~~(3-9)~~ Recognizing the need for certain types of signs which facilitate the safe and orderly movement of traffic, this chapter provides for the regulation of incidental address identification and subdivision identification signs.
- ~~(4-10)~~ Recognizing the historical contribution of certain structures and places to the cultural fabric of the city and the need and desire to identify same, certain provisions are made in this chapter to allow for the identification of those structures and places.
- ~~(5-11)~~ While this chapter prohibits certain signs from placement within the city and exempts certain signs from certain regulations of this chapter, such exemptions are not intended to otherwise allow a sign that is prohibited.
- ~~(6-12)~~ Further, the city has an obligation and a right to protect the rights of adjoining landowners to adequate light and air, to promote desirable living conditions and the sustained stability of neighborhoods, to protect property

against blight and deprivation, and encourage the most appropriate use of land, buildings and other structures throughout the city.

(7-13) Accordingly, in consideration of the city's rights and obligations to promote traffic safety, to preserve property values, to provide for the convenience and enjoyment of public travel, to eliminate annoyance to travelers, to attract tourists, residents and industry, to serve the public health, safety and morals, to advance the general prosperity of the community, and to serve the general welfare, the city hereby imposes the regulations contained in this chapter.

Sec. 80-3. Definitions.

(a) For the purposes of this article the following words and phrases are hereby defined as provided in this section, unless the context clearly indicates otherwise. Where there is a question as to the correct classification or definition of a sign, it is the intent of this subsection to place said sign in the strictest category and/or classification.

Abandoned off-premises sign means any off-premises sign that has been discontinued for a period of 180 days or more, as determined by the building official said sign shall be deemed abandoned. The director of public works shall notify the owner of the property on which the sign is located as well as the owner of the sign, if not the same, with 15 days written notice to (1) submit documentation to the department of public works to establish that the sign has not been abandoned as provided in this section or (2) remove the sign as well as any support structure; in the event the owner of an off-premises sign fails to remove the sign and any support structure as requested, a penalty in the amount of \$250.00 per day shall be imposed upon the record owner of the sign until the date of removal as well as any costs of removal incurred by the city.

Aggregate Wall Sign Area Ratio means a percentage of the total square footage of the sign area of the Wall Signs, including Media and Public Service Board Wall signs, on a Wall.

Attraction board means a sign or portion of a sign on which copy is changed periodically, advertising special sales, bargains, etc. Said attraction board may be incorporated into the sign permitted.

~~*Automatic changing signs*~~ *Changing Signs* ("*ACS*" or "*digital signs*") means any characteristics of a sign that appear to have movement or that appear to change caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes a display that incorporates a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components. This also includes any rotating, revolving, moving, flashing, blinking or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink" or any other method or technology that allows the sign face to present a series of images or displays. Also referred to as an electronic changeable copy sign. Nothing herein shall prohibit such

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as strikethrough.

signs from also depicting community-oriented and civic activities, such as amber alerts, City Hall meetings and the like. An ACS may also be a Billboard if it meets the definition of or expressly designated to be a Billboard as provided herein.

Awning, canopy, roller curtain or umbrella sign means any sign painted, stamped, perforated, or stitched on the surface area of an awning, canopy, roller curtain or umbrella.

Billboard means a detached sign with a sign face no greater than 672 square feet or 50 feet in height, not including embellishments to the sign, which constitutes a principal use as opposed to an accessory use, which faces a limited access highway and which has a supporting structure that is permanently attached to the ground by a concrete foundation.

Cantilever means that portion of a building, projecting horizontally, whether it be on the same plane as the roof line or not.

Cantilever sign means any sign which is mounted on a cantilever. No cantilever sign may extend beyond the cantilever.

Changeable copy sign means a sign or portion thereof which has a ~~readerboard~~ reader board for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device and may be changed or re-arranged manually or mechanically with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign.

Construction or development sign means signage identifying the nature of the property's current development or construction.

Costume characters or mascots means individuals or persons dressed in costume to draw attention to a sales promotion or event whether with or without a sign board.

Detached sign means any sign not attached to or painted on a building, but which is affixed and permanently attached to the ground. The term "permanently attached," as used herein, means that the supporting structure of the sign is attached to the ground by a concrete foundation.

Digital changeable message sign means a sign composed of a digital, holographic, plasma, projection, LED or other format display screen which allows static messages to rotate in succession which advertise the businesses operating, goods sold, services provided or activities occurring on the premises. Nothing herein shall prohibit such sign from also depicting community-oriented and civic activities, such as amber alerts, city hall meetings and the like.

Director means the ~~director~~ Director of planning and zoning department ~~the City Planning and Zoning Department~~ or her/his qualified agent.

Directional sign means a sign which guides or directs the public and contains no advertising. The name of the facility, such as store name, which the sign is giving direction to, may be included when specified conditions are complied with.

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as strikethrough.

Entrance features means any combination of decorative structures and landscape elements located at the entrance to a development, which identifies or draws attention to the development and/or exercises control of ingress and egress to the development. An entrance feature may include, although not necessarily be limited to, ornamental walls, fences, identifying lettering, logos, works of art, and other decorative structures, earthworks, water bodies, fountains, trees, plantings, and other landscape elements, as well as gatehouses, either similarly or in any combination thereof.

Flashing sign means a directly or indirectly illuminated sign or portion thereof that exhibits changing light or color effect by any means, so as to provide intermittent illumination that changes light intensity in sudden transitory bursts and creates the illusion of intermittent flashing light by means of animation, streaming, graphic bursts showing movement, or any mode of lighting which resembles zooming, twinkling or sparkling.

Flat sign means any sign attached to and erected parallel to the face of, or erected or painted on the outside wall of any building, and supported throughout its length by such wall or building.

Height of sign means the distance between the top of a sign and the centerline grade of the adjacent roadway, or to the centerline grade of the Florida Turnpike and the Dolphin and Palmetto Expressways if the sign is visible and within 100 from the those highways. The height of sign shall be measured to surface roads only. The height difference between the centerline for bridges, overpasses or similar elevated roads shall permit a maximum of half of the vertical distance between the top of a sign and the centerline grade.

Marquee means a covered structure projecting from, and supported by the building with independent roof and drainage provisions, and which is erected over a doorway or entranceway as protection against the weather.

Marquee sign means any sign attached to or hung from a marquee.

Media and Public Service Board Wall sign means a wall sign composed of a digital, holographic, plasma, projection, LED or other format display screen which allows static messages to rotate in succession and which advertise the businesses operating, goods sold, services provided or activities occurring on or off the premises. Nothing herein shall prohibit such sign from also depicting community-oriented and civic activities, such as amber alerts, City Hall meetings and the like.

Monument sign means monument signs have a solid base that the sign face is installed upon. Eighty percent of the solid base shall be on the ground with gap no more than 12 inches from the base to the ground. These signs should be designed so that the style of the sign and its base are consistent with the architecture of the buildings on the site. Signs supported by poles that are built and/or designed to look like solid base as in monument signs are considered to be in compliance with this definition.

Multi-vision or multi-message sign (tri-vision sign) means any sign composed in whole or in part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image and when properly functioning allows on a single sign structure the display at any given time one of two or more images.

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as strikethrough.

Off-premises sign ("~~billboard sign~~") means a sign other than an on-premises sign.

On-premises sign means a sign which advertises only goods, services, facilities, events, or attractions on the premises where located.

Pole sign means a freestanding sign attached to a pole or poles erected directly into the ground.

Portable sign means any sign not attached to or painted on a building and not affixed or permanently attached to the ground.

Projecting sign means any sign which is an independent structure, which is attached to the building wall, and which extends at any angle from the face of the wall. No projecting sign shall extend above the roof or parapet wall in any residential district.

Regional mall means an retail mall containing a minimum of three major tenants, minimum 100,000 square feet, located on not less than 70 acres and consisting of not less than a total of 1,000,000 square feet of building area.

Regional mall identification sign means a monument sign located within the property of a regional mall which identifies the mall and may identify mall tenants or products sold within the regional mall.

Residential clubhouse: A building used for social or recreational activities primarily by occupants of a residential community(ies). The clubhouse must serve a minimum of 798 residential units. This definition shall not include resorts and/or uses associated with hotels.

Reverse channel letter sign means opaque individual letter, numbers or logos that are mounted directly on the wall with lighting within the letter, number or logo so that they reflect off of the wall, i.e., reverse lighting.

Roof sign means any sign which is painted on, fastened to, or supported by the roof or erected over the roof.

Sandwich or sidewalk sign means a moveable sign not secured or attached to the ground.

Semaphore sign means any sign consisting of one or two-faced canvas, vinyl or vinyl-like material signs extending horizontally from a light standard.

Sign means any display of characters, letters, logos, illustrations or any ornamentation designed or used as an advertisement, announcement, or to indicate direction. Use of merchandise, products, vehicles, equipment, inflated balloons, or the like as an attention attractor or advertising device, with or without a printed or written message or advertisement, shall be considered a sign.

Temporary signs means any sign to be erected on a temporary basis, such as signs:

- (1) Advertising the sale or rental of the premises on which located;
- (2) Advertising a subdivision of property;

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as strikethrough.

- (3) Advertising construction actually being done on the premises on which the sign is located;
- (4) Advertising future construction to be done on the premises on which located, and
- (5) For special events, such as:
 - a. Carnivals;
 - b. Concerts;
 - c. Public meetings;
 - d. Sporting events;
 - e. Political campaigns; or
 - f. Events of a similar nature.

~~Video display sign~~ Display Sign means a sign that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text and depicts action or a special effect to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames which give the illusion of motion, including but not limited to the illusion of moving objects, moving patterns or bands of light, or expanding or contracting shapes, that are projected images or messages with these characteristics onto buildings or other objects, also could be referred to as an electronic graphic display sign, but does not include an ~~automatic changing sign~~ Automatic Changing Sign. A Video Display Sign may also be a Billboard if it meets the definition of or expressly designated to be a Billboard as provided herein.

Wall means, for sign purposes, that portion of the building's exterior, horizontal surface on the same plane, regardless of vertical or horizontal indentations, and including the surface of parapets and pylons projecting from the building. For sign purposes, there shall be considered to be only four planes to any building and it shall be the prerogative of the director of planning and zoning to determine which portion of odd-shaped buildings, such as buildings of hexagon or octagon design, to which flat signs may be affixed, with such location to be so determined as to prevent a grouping of signs which can be viewed from one direction.

Wall sign means any sign painted on or attached to and erected parallel to the face of, or erected and confined within the limits of, the outside wall of any building and supported by such wall or building and which displays only one advertising surface.

Wall Sign Area Ratio means a percentage of the total square footage of the sign area of the wall signs on a Wall.

Wallscape sign means any mosaic, painting or graphic art technique applied, placed directly onto or attached to and erected parallel to the face of, or painted on the outside wall of a building for purposes of advertising the businesses operating, goods sold, or activities occurring therein. All such graphics shall either be framed or attached to a frame mounted to the wall.

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as strikethrough.

- (b) Where there is a question as to the correct classification or definition of a sign, it is the intent of this chapter to place said sign in the strictest category and classification.

ARTICLE II. ADMINISTRATION

DIVISION 1. GENERALLLY

DIVISION 2. PERMIT

Sec. 80-38. Time limitation of permits.

~~All signs shall be erected on or before the expiration of 90 days from the date of issuance of the permit. If the sign is not erected within said 90 days, the permit shall become null and void, and a new permit required; provided, however, that the director may extend such permit for a period of 90 days from the date of the expiration of the permit if written application for such extension is received and approved by the director of planning and zoning prior to the expiration date of the initial permit and provided that the proposed sign complies with all requirements in effect at the date of such renewal~~

All sign permit applications are valid for 180 days from the date of acceptance by the Building Department, with two (2) 90-day extensions at the discretion of the Building Official. An issued sign permit is valid for 180 days from issuance and each approved inspection. An Applicant can request an extension prior to the expiration date for a fee, to extend the permit another 180 days.

ARTICLE III. ENFORCEMENT

Sec. 80-74. Penalty; enforcement.

Any sign which is not in compliance with the provisions of this chapter shall constitute a violation. Any ~~Unless otherwise stated in this chapter, any~~ such sign which has been erected, or is being maintained in violation of the provisions of this chapter, shall be removed by the sign owner, or by the property owner, lessee, their agents or persons having the beneficial use of the property on which the commercial sign is displayed, upon notice of said violation by the code compliance department. The city manager or his designee shall cause the removal of any commercial advertising sign which is in violation

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as strikethrough.

of this chapter, in accordance with the procedures set forth in chapter 56, code compliance. Notwithstanding the requirements of this section, the city manager or his designee may cause the sign to be made safe as an alternative to removal. Violation of any provision of this Land Development Code will result in enforcement action being taken by the code compliance department in accordance with the code compliance procedures and ordinance adopted by the mayor and city council.

* * *

ARTICLE IV. REGULATIONS

DIVISION 1. GENERALLY

Sec. 80-102. Prohibited signs.

The following signs are prohibited:

- (1) No sign shall be so located as to constitute a danger to public safety.
- (2) No sign shall exhibit thereon any lewd or lascivious matter.
- (3) No sign shall be attached to trees, utility poles or any other unapproved supporting structure.
- (4) Roof signs are prohibited in all the districts.
- (5) No signs shall be erected or painted on fence and wall enclosures in residential districts. Fence and wall signs shall be prohibited in the residential districts.
- (6) Even if not classified as a sign, blinking or flashing lights, streamer lights, pennants, banners, streamers, and all fluttering, spinning or other type of attention attractors or advertising devices are prohibited except for national flags, flags of bona fide civic, charitable, fraternal and welfare organizations and further except during recognized holiday periods such attention-attractors that pertain to such holiday periods may be displayed on a temporary basis during such periods. The flags permitted by this subsection shall not be used in mass in order to circumvent this subsection by using said flags primarily as an advertising device.
- (7) No revolving or rotating sign shall be permitted or erected except as a permanent sign in commercial and industrial zoning districts. Such signs shall be illuminated by internal lighting only.
- (8) Any signs which are not traffic signs as defined in section 33-94(b) of the Miami-Dade County Code which use the term "stop" or "danger" or present or imply the need or requirement of stopping, or which are copies or imitations of official signs. Red, green or amber or any color combination thereof

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~striketrough~~.

revolving or flashing light giving the impression of a police or caution light is a prohibited sign, whether on a sign or on an independent structure.

- (9) Portable signs unless otherwise authorized by law shall be prohibited, including those that are tied down with metal straps, chaining, or otherwise temporarily anchored to an existing structure or other similar method of anchoring.
- (10) Signs painted or affixed in any manner to any vehicle, trailer or pickup truck, van or similar transportable device and which is used to advertise a place of business or activity as viewed from a public road shall be prohibited. This shall not be interpreted to prohibit identification of commercial vehicles provided such vehicles are operational and moved and used daily for delivery or service purposes and are not used, or intended for use, as portable signs. This sign shall also not be interpreted to apply to buses, taxicabs, and similar common carrier vehicles which are licensed or certified by the city or other governmental agency.
- (11) A sign that significantly covers, interrupts or disrupts the major architectural features of a building.
- (12) Abandoned signs.
- (13) All signs located on or over public property or right-of-way, except those installed by governmental agencies.
- (14) Any signs that in the opinion of the ~~city manager~~ City Manager or her/his designee constitute a safety hazard.
- (15) Attention-getting devices.
- (16) Pole signs.
- (17) Off-premises signs, ~~except as provided for~~ Media and Public Service Board Wall Signs and such other signs allowed as specified in article III through article V of this chapter.
- (18) All inflatable signs such as balloons.
- (19) Sandwich or sidewalk signs except as specifically approved.
- (20) Handheld advertising signs with the exception of nonprofit fund raisers, temporary and election signs.
- (21) Costumed characters or mascots.
- (22) Any sign that is not specifically allowed under the provisions of this chapter.

ARTICLE V. SIGN STANDARDS AND REQUIREMENTS

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~strikethrough~~.

DIVISION 1. – GENERALLY

DIVISION 4. PERMANENT SIGNS FOR NONRESIDENTIAL USES

Sec. 80-258. Commercial retail signs.

(a) *Permitted.* The following signs are permitted as provided in this section for all authorized commercial and retail uses in the city:

(1) *Detached, freestanding or monument signs.* Detached, freestanding or monument signs where otherwise permitted, shall not be closer than 200 feet to any other previously permitted detached, freestanding or monument sign. Only ten percent of this signs could contain changeable copy in the entire city except for signs fronting on Doral Boulevard and within 1,000 feet of Doral Boulevard.

(2)(a). *Wall sign.* Wall signs are permitted only on buildings where the majority of the floor area is in retail use. In the case of a multi-tenant center, wall signs are permitted on walls that face an access drive or internal courtyard.

(2)(b). *Media and Public Service Board Wall sign.* The requirements for the *Media and Public Service Board Wall sign(s)* permitted in this section are as follows:

The following includes the Planning and Zoning Department recommended proposed revisions submitted to the Mayor and Council during the first reading:

<u>Approvals Necessary</u>	<u>By special exception subject to City Council Approval</u>
<u>Number (maximum)</u>	<u>The Media and Public Service Board Wall Sign(s) shall be located solely on property zoned Downtown Mixed Use and along Doral Boulevard from NW 87th Avenue to NW 79th Avenue (i.e., Central Business District). There shall be no more than four (4) Media and Public Service Board Wall Sign(s) allowed in the Downtown Mixed Use Zoning District. Of the four (4)</u>

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~strikethrough~~.

	<p><u>maximum allowable Media and Public Service Board Wall Sign(s) no more than two (2) may be located on a single multi-tenant building, in addition to other permitted signs, and each Media and Public Service Board Wall Sign must abut and face a section line road.</u></p> <p>There shall be a distance of 500 lineal feet between properties with Media and Public Service Board Wall Signs.</p>
<p><u>Minimum Distance Requirements</u></p>	<p><u>No Media and Public Service Board Wall Sign shall be located less than 2,000 feet in each direction from another permitted Media and Public Service Board Wall Sign. (See: Figure 1). For purposes of measuring the minimum distance requirements set forth herein, the minimum distance between Media and Public Service Board Wall Signs shall be measured from the edge of the sign where an existing Media and Public Service Board Wall Sign is located to the edge of the property line where the proposed Media and Public Service Board Wall Sign is to be located, along the Doral Boulevard commercial corridor between NW 87 Avenue and NW 79 Avenue.</u></p> <p><u>The Media and Public Service Board Wall Sign shall not be located within 250 feet of a residential development. The residential development distance from the Media and Public Service shall be measured from the sign location to the closest residential unit(s).</u></p>
<p><u>Sign area (maximum)</u></p>	<p><u>1.25 square feet for each one lineal foot of street frontage, except that corner parcels providing for two (2) signs on a single multi-tenant building may utilize the greater of the two (2) frontages along a section line road for purposes of providing symmetrical signage on both sides of the building. Notwithstanding the foregoing, the Aggregate Wall Sign Area Ratio shall not result in an increase of more than 1.1% from</u></p>

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~strikethrough~~.

	<p><u>the total allowable Wall Sign Area Ratio, pursuant to Section 80-258(a)(2)(a).</u></p>
<p><u>Illumination</u></p>	<p><u>Media and Public Service Board Wall Sign(s) may illuminate the entirety of their faces with any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink" or any other method or technology that allows the sign face to present a series of images or displays.</u></p> <p><u>Media and Public Service Board Wall Sign(s) shall be modulated so that, from sunset to sunrise, the brightness shall not be more than 500 Nits. Sunset and sunrise times are those times established by the Miami office of the National Weather Service. the brightness shall be 500 Nits or greater, as established by a Nits study, conducted by the Applicant, to determine the appropriate Nits (the degree of brightness that a viewer's eye can see from a screen) levels for the proposed Media and Public Service Board Wall Sign without impacting the drivers, businesses, and the public.</u></p> <p><u>Brightness from sunset to midnight shall not exceed the recommended Nits levels.</u></p>
<p><u>Hours of operation</u></p>	<p><u>The maximum hours of operation shall be as follows: Monday - Thursday from sunrise to midnight, Friday - Sunday and Holidays from sunrise to 2:00 a.m.</u></p>

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~strikethrough~~.

<p><u>Supplemental provisions</u></p>	<p><u>Each sign shall make available to the City a minimum of 10 percent (10%) of its daily operating time dedicated to the City for public service announcements on a daily non-accrual basis. Media and Public Service Board Wall sign(s) may be equipped with such technology to allow changing copy or light shows on the wall space. Media and Public Service Board Wall Sign(s) are authorized for on and off-premise display and are not prohibited pursuant to Sections 80-102, 80-302, and 80-303 nor regulated pursuant to Section 80-308 of this Code.</u></p>
	<p><u>Media and Public Service Board Wall Signs message must have a minimum duration of eight (8) seconds and must be a static display. No portion of the message may flash, scroll, twirl, change color, fade in or out or in any manner imitate movement. The time to completely change from one message to the next is a maximum of two (2) seconds. The change of message occurs simultaneously for the entire sign face. The Media and Public Service Board Wall Signs automatic changing sign must contain a default design that will hold the face of the display on the sign in one (1) position if a malfunction occurs.</u></p>
	<p><u>The Media and Public Service Board Wall Signs color, or combination of colors, in the advertisement display shall in no way correspond to the colors or combination of colors specified for road traffic signals or traffic signs. The advertisement display shall in no way be similar enough to be mistaken to represent a road traffic sign.</u></p>
	<p><u>Audio speakers or any form of pyrotechnics are prohibited in association with the Media and Public Service Board Wall Signs.</u></p>

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~strikethrough~~.

	<p><u>The Media and Public Service Board Wall Signs shall not advertise materials that is immoral, lascivious, or obscene as defined in Chapter 847.001, Florida Statutes.</u></p>
	<p><u>Media and Public Service Board Wall Signs shall not advertise tobacco products.</u></p>
	<p><u>The Media and Public Service Board Wall Signs shall not advertise alcoholic beverages as defined in Chapter 561.01, Florida Statutes within one-quarter mile of the following:</u></p> <ul style="list-style-type: none"> A. <u>Any type of public or private school including pre-schools, elementary schools, middle schools, high schools, colleges and universities.</u> B. <u>Houses of worship, including churches, synagogues, temples and mosques.</u> C. <u>Hospitals or addiction treatment centers.</u>

- a. In the event of a violation of this Section, the City will give the violator written notice that states: 1) the nature of the purported violation, and 2) unless the violation is cured within 15 days of said notice, the City will hold an administrative hearing before a special magistrate to consider the matter within 30 days of the date of said notice or within the minimum time necessary to provide public notice under the applicable City Code. If the violation cannot be cured in 15 days, upon a showing of the violator’s diligent good faith efforts to cure the violation within that period, the City shall have the discretion to hold an administrative hearing before a special magistrate on the matter, give 15 days’ notice to the violator requiring the discontinued use or removal of the sign by the sign owner, or by the property owner, lessee, their agents or persons having the beneficial use of the property on which the commercial sign is displayed, until proof of curative action.

Section 3. Codification. It is the intention of the City Council and it is hereby

ordained that the provisions of this Ordinance shall become and made part of the City of

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~striketrough~~.

Doral Code; that the sections of this Ordinance may be renumbered or relettered to accomplish such intentions; and that the word “Ordinance” shall be changed to “Section” or other appropriate word.

Section 4. Severability. That if any section, subsection, sentence, clause, phrase, work or amount of this Ordinance shall be declared unconstitutional or invalid by competent authority, then the remainder of the Ordinance shall not be affected thereby and shall remain in full force and effect.

Section 5. Conflicts. All ordinances or parts of ordinances inconsistent or in conflict with the provisions of this Ordinance are hereby repealed.

Section 6. Effective Date. This Ordinance shall be effective immediately upon passage by the City Council on second reading.

The foregoing Ordinance was offered by Councilmember Pineyro who moved its adoption. The motion was seconded by Councilmember Cabral upon being put to a vote, the vote was as follows:

Mayor Christi Fraga	Yes
Vice Mayor Oscar Puig-Corve	Yes
Councilwoman Digna Cabral	Yes
Councilman Rafael Pineyro	Yes
Councilwoman Maureen Porras	Yes

PASSED AND ADOPTED on FIRST READING this 6 day of December, 2023.

PASSED AND ADOPTED on SECOND READING this 24 day of January, 2024.



CHRISTI FRAGA, 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:



VALERIE VICENTE, ESQ. for
NABORS, GIBLIN & NICKERSON, P.A.
CITY ATTORNEY

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~strikethrough~~.