



CITY OF MIAMI GARDENS

ZONING AGENDA MEETING

October 1, 2008

7:00 P.M.

**City Council Chambers
1515 N.W. 167th Street, Building 5, Suite 200
Miami Gardens, Florida 33169**



CITY OF MIAMI GARDENS ZONING AGENDA

Meeting Date: October 1, 2008
1515 NW 167th St., Bldg. 5, Suite 200,
Miami Gardens, Florida 33169
Phone: (305) 622-8000 Fax: (305) 622-8001
Website: www.miamigardens-fl.gov
Time: 7:00 p.m.

Mayor Shirley Gibson
Vice Mayor Barbara Watson
Councilman Aaron Campbell Jr.
Councilman Oliver Gilbert III
Councilman André Williams
Councilman Melvin L. Bratton
Councilwoman Sharon Pritchett
City Manager Danny O. Crew
City Attorney Sonja K. Dickens
City Clerk Ronetta Taylor, MMC

City of Miami Gardens Ordinance No. 2007-09-115, requires all lobbyists before engaging in any lobbying activities to register with the City Clerk and pay an annual fee of \$250.00. This applies to all persons who are retained (whether paid or not) to represent a business entity or organization to influence “City” action. “City” action is broadly described to include the ranking and selection of professional consultants, and virtually all-legislative, quasi-judicial and administrative action. All not-for-profit organizations, local chamber and merchant groups, homeowner associations, or trade associations and unions must also register however an annual fee is not required.

1. **CALL TO ORDER/ROLL CALL OF MEMBERS:**
2. **INVOCATION:**
3. **PLEDGE OF ALLEGIANCE:**
4. **APPROVAL OF MINUTES:**
4-A) Zoning Meeting Minutes – July 2, 2008
5. **AGENDA ORDER OF BUSINESS (ADDITIONS/DELETIONS/AMENDMENTS) BUSINESS (Items shall be pulled from the Consent Agenda at this time):**

6. PRESENTATION(S)

6-A) Discussion – Sign Code Amendments

7. CONSENT AGENDA

None

8. FIRST READING (ORDINANCE)/PUBLIC HEARING(S)

None

9. ORDINANCE(S) SECOND READING/PUBLIC HEARING(S)

None

10. RESOLUTION(S)/PUBLIC HEARING(S)

None

11. ADJOURNMENT

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS WHO ARE DISABLED AND WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT RONETTA TAYLOR, CITY CLERK (305) 622-8003, NOT LATER THAN 48 HOURS PRIOR TO SUCH PROCEEDING. TDD NUMBER 1-800-955-8771.

ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM MAY CONTACT RONETTA TAYLOR, CMC, CITY CLERK (305) 622-8003.

ANYONE WISHING TO APPEAL ANY DECISION MADE BY THE CITY OF MIAMI GARDENS WITH RESPECT TO ANY MATTER CONSIDERED AT SUCH MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDINGS AND, FOR SUCH PURPOSE, MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

Please turn-off all beepers and cellular telephones to avoid interrupting the council meeting.

City of Miami Gardens

1515 NW 167th Street
Miami Gardens, Florida 33169



Mayor Shirley Gibson
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Agenda Cover Page – Discussion of Sign Code Amendments

Date: October 1, 2008

Fiscal Impact: No Yes

(If yes, explain in Staff Summary)

Funding Source:

Contract/P.O. Requirement: Yes No

Sponsor Name/Department: City Manager via Planning and Zoning

Public hearing Quasi-Judicial

Ordinance Resolution

1st Reading 2nd Reading

Advertising requirement: Yes No

DISCUSSION OF SIGN CODE AMENDMENTS

SUMMARY

On February 13, 2008 the City Council adopted Ordinance No. 2008-04-140 creating the City's Sign Regulations. Since adoption, staff has:

- Transmitted almost 4,000 informational sign brochures to each business and commercial/industrial property owner in the City.
- Created application packages for Sign Plan, Sign Variance and Window Sign applications.
- Been accepting applications and working with the City's businesses to comply with the new Sign Code.
- While two weekly Sign Code Work Session meetings at 11:00 AM on Mondays and 5:00 PM on Thursdays are still scheduled, most meetings are held with individual businesses. Staff has met with the management of many shopping centers including but not limited to the following:
 - Starbucks/Chili's
 - Dolphin Center/Winn-Dixie on 27th Avenue
 - Dade Corners
 - Ives Plaza (NW corner 199th and 2nd)
 - Metrowarehouses, 2nd Ave
 - Palmetto Lakes Industrial Park, multiple sites
 - Sunshine State International (Industrial) Park, multiple sites
 - Dunkin' Donuts Plaza on w. side of 441, n. of Bank America

- Dunkin Donuts on e. side of 441
- Tony’s Pizza shopping center on 441
- Tropical Market Shopping Center at NE corner of 183rd and 27th
- Palmetto plaza, south side of Palmetto on 167th, includes GrandsMart Furniture
- Roma Boutique Hotel (formerly El Palacio at 12th and 167th)
- Developed public information materials: General Sign Brochure and Window Sign Brochure
- Held several Training Sessions with Code Enforcement Officers; developed training materials for same.
- As of August 28, sign permit activities were as follows:
 - (Master) Sign Plan Permit: 15 (5 completed - 10 in process)
 - Sign Variance Permit: 1 completed
 - Temp. Sign Permit: 7 (2 completed - 5 in process)
 - Window Sign: 8 (3 completed - 5 in process)
 - Totals: 31 (10 completed – 20 in process)

At the City Council’s May 28, 2008 meeting it was decided that several additional modifications should be considered and that they should be taken together. This memorandum provides a discussion outline for the Council’s consideration. The following items are presented for consideration and direction from the Council.

Costume, Mascot, Figurine Signs

At the Code’s February adoption, language referencing such signs was removed. Alternatives are outlined below. Request Council’s direction on the following alternatives:

1. **Permit Such Signs Per An Agreed-upon Basis:** Allow costume/mascot/figurine signs one (1) time per calendar year for up to thirty (30) days, or another agreed-upon timeframe.
2. **Prohibit Such Signs:** Insert definition and listing under “Prohibited Sign” section.

Open House/Real Estate

As directed, staff drafted regulations after consultation with the real estate agent who was present at the February adoption hearing. Those provisions are summarized and recommended as follows:

1. Residential real estate sign regulations would allow one (1) “For Sale” sign and up to three (3) “Open House” signs;
2. “For Sale” signs are reduced from six (6) square feet to four (4) square feet in size and no more than five (5) feet in height;
3. “Open House” signs can be up to three (3) square feet and no more than two (2) feet in height; “open house” signs are prohibited in the rights-of-way, and permission must be obtained for placement on private property;
4. “Open House” signs are limited to be displayed only during the hours of 9am on Fridays to 10pm Sundays, with an exception to extend hours on holidays;
5. No sign permit is required.

Wall Signs - Proposal for Local/Minor Streets

Based on discussions with owners, especially with industrial and warehouse uses, more flexibility for off-the-major-road wall signage for less visible buildings, and for specifically for industrial use buildings is desired. The recommended revisions would:

- Maintain Channel Lettering Requirement for the City’s Major Thoroughfares, i.e., designated Arterials and Collectors on the map (attached)
- Still requires Sign Plan
- Still requires uniform signage for each site
- Still prohibits paint-on wall signs

The following is recommended:

1. Arterials and Collectors – maintain channel lettering
2. Local Streets; Internal Private Streets –allow various signs types as approved by a Sign Plan, such as cabinet and or face plate types.
3. Allow additional signs specific to industrial uses, i.e. “shipping and receiving”; tenant directories; dock numbers and names; etc.

See Exhibit “A” for examples

Monument Signs – Proposal to Allow Existing Monument Signs for Local/Minor Streets

Based on inspections and discussions with the business owners, especially with industrial and warehouse uses, the existing freestanding signs are uniform in many instances but do not meet the new definition of a monument sign. In addition, due to road widenings or previous permitting requirements many of the freestanding signs are located within the required 7.0’ setback area.

The following is recommended:

1. Allow freestanding signs to lawfully remain providing they are within the size and height requirements of the new Sign Code regulations.
2. Require the signs to be landscaped and repaired accordingly.

See Exhibit “B” for examples

Wall Signs – Proposal to Allow Three instead of Two Lines of Copy

The current code allows up to two lines per wall sign. A suggestion by at least one shopping center tenant/business owner requests that three lines be permitted.

The adopted two (2) lines of copy is a standard set by most communities since it tends to reduce the clutter and over wording of wall signs. Wall signs are intended to identify the business name and primary products or services. In some cases, it may not be possible to get the business name and the primary products and services onto two lines due to space restraints on the façade.

The following is recommended:

1. Allow up to three (3) lines of copy, one of the lines should be proportionally smaller in height than the other two lines.
2. One of the lines to be limited to a maximum height of 50% of the other lines.

See Exhibit “C” for examples

Window Signs - Proposal to Allow Colored Lettering

The code requires white lettering for window signs. Colored logo’s are permitted such as credit cards and other copyrighted logos. A shopping center tenant/business owner has requested that colored lettering be allowed. Many businesses have colored lettering that is generally consistent with the professional look that the City is encouraging.

The following is recommended:

1. Removing the white color lettering only requirement, and allow colors. The regulation of up to 20% of the window area still remains in effect.

See Exhibit “D” for examples

Window Signs – Proposal to Allow Illumination

The adopted Sign Code prohibits illuminated signs in the window and neon type signs. It is common to most businesses to have an illuminated “open” sign, that serves an important function in identifying if the business is open for business or not.

The following is recommended:

1. Remove the restriction and allow one (1) illuminated sign up to two (2) square feet in size.
2. Copy for the single illuminated sign shall be limited to an “open” sign or a single trademarked logo such as the Florida Lotto.

See Exhibit “E” for examples

Window Signs - Proposal to Allow Prices

The code prohibits pricing for window signs. A shopping center tenant/business owner has requested that pricing be permitted. Pricing for sales is common for fast food restaurants and many other franchise businesses. The current code reads: “Pricing shall be prohibited, except when provided on a displayed restaurant menu.” If pricing were allowed, the 20% of window sign size restriction will prevent excessive window signage.

The following is recommended:

1. Allow pricing within the 20% maximum area of window signs.

See Exhibit “F” for examples

Banners - Proposal to Allow Temporarily for Business Promotion and Sales to Respond to Economic Downturn

In response to the overall downturn in the economy property owners have voiced need to have temporary banners to promote sales events and specials on a less restrictive manner than currently permitted. The adopted Sign Code currently allows banners for the use of “grand opening” type events.

The following is recommended:

1. Banners for promotion and sales events
2. Two banners per year; for up to 30 days each
3. Sunset in 2 years (24 months)
4. May be located on building walls; and within property only.
5. Minimum spacing between banner signs shall be 100 feet.

Additional recommendations

1. Require a Permit – existing code does not require a permit for banner signs; this requirement is suggested to be permanent for banners; it will allow the city to keep track of the length of time that banners are up, something that would benefit enforcement.
2. Fees – recommend \$10 charge

Banner Signs - Proposal to Allow as Temporary Businesses Signs

Many new businesses put up illegal banner signs, some as a temporary measure while applying for a permanent sign which can take time due to fabricate and permit, as well as due to uncertainty of continued business/location. The following is recommended:

1. Alternative – Permit a temporary banner sign for up to 60 days. Size must not exceed size as may be permitted for the wall sign.
2. Require submission of building permit for permanent sign prior to issuing temporary banner sign permit in order to insure the intent to establish a permanent sign is accomplished.

Banner Signs - Proposal to Allow Banners for Nonresidential and Multiple Family Real Estate Lease and Sale Signs

Adopted Sign Code requires that banner signs for real estate purposes require public hearing approval. The current 2’ x 3’ (six square feet) limit on wall signs is too small to be seen from major highways. The current maximum of up to 44 square foot for “freestanding” real estate sign, at a maximum 8’ in height, does not allow adequate exposure for larger buildings setback from major roadways; Such signs are often difficult to see above 6’ walls and required landscape.

Due to the economic downturn and timely manner of going to public hearing, the following is recommended:

1. Allow such rent/lease/sale signs to be mounted on building wall.
2. Allow such signs to be banners. Banners are the medium of choice that businesses utilize today.
3. Develop size standards as a percentage of the building face area.
4. Require permitting of the sign, as a renewable permit every 12 months.
5. Develop a fee based on square footage.

Attachments:

Exhibit "A" - Wall Signs - Proposal for Local/Minor Streets

Exhibit "B" - Monument Signs - Proposal to Allow Existing Monument Signs for
Local/Minor Streets

Exhibit "C" - Wall Signs - Proposal to Allow Three instead of Two Lines of Copy

Exhibit "D" - Window Signs - Proposal to Allow Colored Lettering

Exhibit "E" - Window Signs - Proposal to Allow Illumination

Exhibit "F" - Window Signs - Proposal to Allow Prices

Exhibit "G" - Functional Roadway Classification Map

Exhibit “A” - Wall Signs - Proposal for Local/Minor Streets



EXHIBIT "A" - WALL SIGNS LOCAL STREETS
• Example of Wall Signs Non-Channel Lettering



EXHIBIT "A" - WALL SIGNS AND OTHER
SIGNS ON LOCAL STREETS
•Example of industrial area signs

Exhibit “B” - Monument Signs - Proposal to
Allow Existing Monument Signs for
Local/Minor Streets



EXHIBIT "B" - MONUMENT SIGNS

- Example of Existing Monument Signs
 - Local Streets
- Shall meet new height and area requirements
 - Require landscaping and repair

Exhibit “C” - Wall Signs - Proposal to Allow Three instead of Two Lines of Copy



EXHIBIT "C" - WALL SIGNS
•Example of Three Lines of Copy

Exhibit “D” - Window Signs - Proposal to Allow Colored Lettering



EXHIBIT "D" - WINDOW SIGNS

- Example of Existing Window Signs with Color



Exhibit “E” - Window Signs - Proposal to Allow Illumination



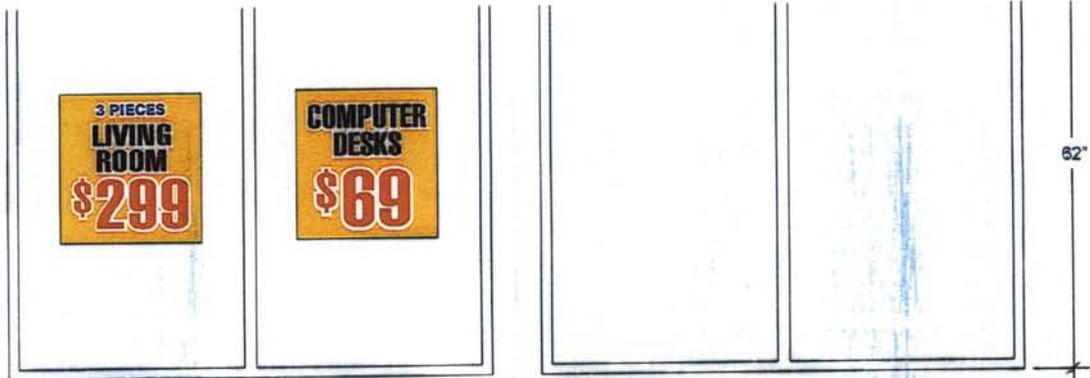
EXHIBIT "E" - WINDOW SIGNS

- Example of Neon Illuminated Sign
- Example of Colored Lettering and Logo

Exhibit “F” - Window Signs - Proposal to Allow Prices



EXHIBIT "F" – WINDOW SIGNS
• Example of Pricing and Color

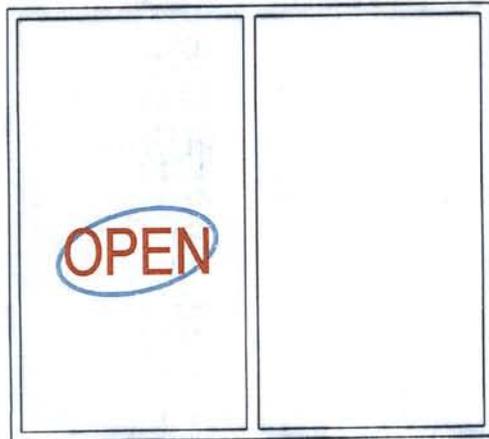


WINDOW SIGN #1

WINDOW SIGN #2

WINDOW SIGN #3

WINDOW SIGN #4



WINDOW SIGN #5

WINDOW SIGN #6



WINDOW SIGN #7

WINDOW SIGN #8

 PRO SIGNS & LIGHTING, INC. 4900 N.W. 145 St. • Miami Gardens, FL 33054 Phone/Fax: 305.627.0099 E-mail: prosigns@bellsouth.net	GRANDMART FURNITURE PROPOSED WINDOW SIGNS		07-861	1 - 1	
	4745 N.W. 147th Street Miami Gardens, Florida 33054	File # DRAWING BY: Charlie			
	SCALE: N/A	TOTAL STORE FRONTAGE AREA: TOTAL STOREFRONT SIGNAGE AREA:			
	DATE: November 8, 2007				
THIS IS AN ORIGINAL UNPUBLISHED SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY PRO SIGNS & LIGHTING, INC. IT IS NOT TO BE REPRODUCED, EXHIBIT OR FABRICATED IN ANY FASHION WITHOUT PERMISSION FROM AN AUTHORIZED OFFICER OF PRO SIGNS & LIGHTING, INC.					

EXHIBIT "F" - WINDOW SIGNS

- Example of Color
- Prices and Illumination

Exhibit “G” - Functional Roadway Classification Map



City of Miami Gardens

Future Land Use & Functional Classification of Roadways

Future Land Use

- Land Use**
- Commerce (2,686 ac)
 - Neighborhood (6,328 ac)
 - Preservation (727 ac)

Functional Classifications

Roads

- Principal Arterial
- Minor Arterial
- Collector

Arterial Intersection in Commerce Areas

- Proposed Metrorail Station
- SR-7 Fast Bus Stop
- Other Arterial Intersection



Prepared by:
Development Services Department
Planning & Zoning Division
JANUARY 2006

DISCLAIMER:
Every attempt has been made to ensure the accuracy of this map. This map is not to be construed as a survey instrument. The City of Miami Gardens does not assume liability arising from the use of this map. There is no warranty, express or implied, of information provided on this map.

