



**City of Coral Gables  
CITY COMMISSION MEETING  
January 22, 2013**

**ITEM TITLE:**

Board of Architects Appeal – Application No. AB 12-11-0424

Mr. Jorge Alvarez, representing Dade Medical College, the applicant, has filed an appeal to the Coral Gables City Commission, from a decision of the Board of Architects at its regular meeting of November 29, 2012, wherein the Board denied Application No. AB 12-11-0424, in connection with a building sign (Dade Medical College) located above the sixth floor of the building located at 95 Merrick Way.

**SUMMARY OF APPEAL:**

The Dade Medical College sign (illustrated below, on the left) was presented to the Board of Architects at three separate meetings. During the meetings, there was extensive discussion about the aesthetic features of the proposed sign and the impact the sign would have on the appearance of the building.

After considering all the facts presented to them, the Board made several suggestions, including the alternative layout illustrated below (on the right), and an alternative location along Galiano Street. The applicant did not accept the Board’s suggestions and instead chose to resubmit the original design during the third and final meeting. The design was unanimously rejected.

Therefore, the applicant has appealed the decision of the Board of Architects to the City Commission, as provided by the City of Coral Gables Zoning Code (Article 3, Division 6, Section 3-605).

DMC requested signage location



Signage location suggested by Board of Architects



## **BACKGROUND:**

The Board of Architects considered the application for the proposed sign for Dade Medical College during three separate meetings.

On November 15, 2012, the sign was presented to the Board for the first time by a representative of King Signs and Mr. Jorge Alvarez, representing the College. The design submitted at that time was the same design under review in this appeal. It is located on the Merrick Way façade of the building.

Several members of the Board of Architects expressed concerns about the following issues:

- The sign location was not appropriate, because the center bay of the façade projects forward. Thus, the sign would not be placed on a flat wall, a feature that detracts from its design integrity.
- The design of the sign did not complement the architecture of the building in terms of the overall length, spacing of the letters, and color.
- There are alternative locations where a sign would be more compatible with the architecture of the building.

The Board made several suggestions, in an effort to enhance the aesthetic quality of the sign. The following alternative options were recommended:

- Locate the sign on the Galiano Street façade (instead of Merrick Way).
- Group the three words and logo and locate the entire sign on the central tower element of the building.

Prior to the second Board of Architects meeting, City staff met with the applicant in an effort to facilitate the incorporation of the comments and recommendations expressed by the members of the Board.

On November 21, 2012, during the second meeting, the applicant presented the first of these alternate solutions to the Board of Architects. The Board approved this design. However, after further consideration, the applicant decided not to pursue this option, and resubmitted the original design.

On November 29, 2012, during the third meeting, the original design was reviewed again by the Board of Architects. The applicant explained that although the suggestions from the members of the Board had been considered, the proposed design best satisfied their desire for visibility from a distance.

During the meeting, the members of the Board of Architects and the applicant discussed the Board members' concerns about the aesthetics of the sign, in an effort to find a solution that would be more compatible with the architecture of the building. The applicant expressed a preference to keep the original design and that if the application was denied by the Board of Architect, the decision would be appealed.

The Board of Architects voted unanimously to deny the application.

Board of Architects Rejection Stamp:

Project: DADE MEDICAL COLLEGE

CITY OF CORAL GABLES  
RECEIVED BY THE  
OFFICE OF THE CITY CLERK  
2012 DEC 10 AM 8:38

47'

WWW.KINGSIGNSMIAMI.COM  
PLEASE VISIT OUR WEBSITE  
OR YOU CAN FIND US ON:

BOARD OF ARCHITECTS  
DEFERRED   
REJECTED

SIGN DESIGN DOES NOT RELATE TO  
EXISTING FACADE -- RE-STUDY

DADE MEDICAL COLLEGE

30"  
75"  
24"  
95'

CHAIRPERSON  
DATE  
11-29-12  
11-29-12

KING SIGNS  
WWW.KINGSIGNSMIAMI.COM  
305-295-2072 • 1784-486-0880  
13872 SW 112 AVE MIAMI FL 33165

CESAR ELECTRIC  
EC0002787  
3534 SW 112 AVE  
MIAMI FL 33165

DADE MEDICAL COLLEGE

DATE: 03/04/2012  
PROJECT: DADE MEDICAL COLLEGE  
SALESMAN: Manny Sagol, Sales Manager  
DRAWING BY: Manny Sagol, Graphic Designer

On December 10, 2012, the applicant filed an Application for Appeal from the Board of Architects at the Office of the City Clerk.

Exhibit A is the Notice of Public Hearing. Exhibit B is the Application.

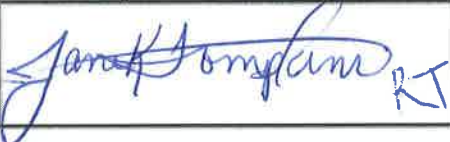


**BOARD OF ARCHITECTS ACTION(S):**

Date	Comments (if any)
11.15.2012	Applicant appeared at the BOA and received suggestions from the Board to install the sign on the façade of the building that was continuous (Galiano Street elevation). A second suggestion was to lower the location of the sign to an area below the “balcony openings” of the central tower element. The project was then rescheduled to appear the following week.
11.21.2012	The project was presented with drawings showing the sign located on the Galiano Street façade. This was then reviewed by a full Board and APPROVED.
11.29.2012	The applicant requested the full Board to review again the original proposal (Merrick Way elevation) as the applicant had indicated this was the only acceptable solution for visibility of the sign. The project was reviewed by a full board and REJECTED.
12.10.2012	Applicant placed an application with the Office of the City Clerk to appeal the Board of Architects rejection.

**PUBLIC NOTIFICATION(S):**

Date	Form of Notification
01.11.2013	Miami Daily Business Review

**APPROVED BY:**

Department Director	City Attorney	City Manager
		

**EXHIBIT(S):**

- A. Notices of Public Hearing.
- B. Application for Appeal from Board of Architects filed at Office of the City Clerk.