

**City of Coral Gables City Commission Meeting
Agenda Item E-6
November 8, 2011
City Commission Chambers
405 Biltmore Way, Coral Gables, FL**

City Commission

Mayor Jim Cason

Vice Mayor William H. Kerdyk, Jr.

Commissioner Maria Anderson

Commissioner Rafael “Ralph” Cabrera, Jr.

Commissioner Frank Quesada

City Staff

City Manager, Patrick Salerno

City Attorney, Craig E. Leen

City Clerk, Walter J. Foeman

Deputy City Clerk, Billy Urquia

Planning Director, Eric Riel

Public Speaker(s)

E-6 [Start: 11:40:14 a.m.]

Zoning Code Text Amendment. An Ordinance of the City Commission of Coral Gables, Florida providing for text amendments to the City of Coral Gables Official Zoning Code, Article 5, “Development Standards”, Division 19, “Signs”, creating new sign code provisions allowing for “Signature event signs” and “Art in Public Place signs” and Article 8, “Definitions”, creating new definitions; and providing for severability, repealer, codification, and an effective date. (PZB recommended approval with modifications, vote: 5-0)

Mayor Cason: Item E-6.

City Attorney Leen: An Ordinance of the City Commission of Coral Gables, Florida providing for text amendments to the City of Coral Gables Official Zoning Code, Article 5, “Development Standards”, Division 19, “Signs”, creating new sign code provisions allowing for “Signature

event signs” and “Art in Public Place signs” and Article 8, “Definitions”, creating new definitions; and providing for severability, repealer, codification, and an effective date.

Mr. Riel: Again, very briefly. These are two new sign codes provision for two new types of signs. Signature event signs basically its allowing banners and the sort at the City Museum, the Cinema and the Miracle Theater. As you know, last month I think you all approved a banner up on the museum; this basically allows that to happen to go through the Board of Architects and the Historic Preservation Board. The second new sign provision is Art in Public Places, basically allowing signage on that art; there are no provisions in the Code again. The Planning Board did make one change to this provision, they did reduce the size of the sign from about 300 square inches down to about 121, they also asked for some additional clarification that we put into the provisions. So basically, these are new provisions that are in the Code, provide more flexibility in terms of signage, and the Planning Board did review this and recommend 5-0 as well.

Vice Mayor Kerdyk: Talk to me a little bit about the banners real quickly, how long they can stay up?- you said its 5 percent of the mass of the building.

Mr. Riel: Correct.

Vice Mayor Kerdyk: How long can they stay up?

Mr. Riel: Regarding just on the size just as an example, the banners that are up there right now are pretty much what would be allowed in terms of the maximum size.

Vice Mayor Kerdyk: That’s on the museum.

Mr. Riel: Yes, on the museum. The only exception would be the side on Salzedo, those ones that are on the columns, if you’d been out there you would be able to put maybe two or three times more than that. In terms of the timeframe it’s during the entire event that the banner.

Vice Mayor Kerdyk: So it could hang up there six months?

Mr. Riel: Conceivably what would happen is probably you will have banners on those facilities, they continually have events.

Vice Mayor Kerdyk: Explain to me how you measure where the cinema is?- since that’s part of the parking garage, so how big is their banner?

Mr. Riel: It’s very specific; if you look at the definition there is an illustration that clarifies that, it does not include the façade of the parking garage.

Vice Mayor Kerdyk: Do you think this is starting any kind of precedent that if we provide this to two of these structures here?

Mr. Riel: Well it's only available to the City and cultural organizations, if it does we can certainly remove the provisions, but in my opinion it has to go through Board of Architects and Historic Preservation.

Vice Mayor Kerdyk: Yes, but once you get the foundation of the overall ordinance; it's going to be implemented. I'm not going to support it; I think it's too much; I'm very conservative as far as signage goes. I understand allowing it to exist for time certain, I don't like this into perpetuity, I'm just not supporting this, I don't think it's a good policy decision for the City.

Mayor Cason: I understood that this was – for example, if this was for the movie this would be for the movie, not for the theater, is that correct?- this would be event related, there was something going on, because they are getting a permanent sign, I understand, they are going through the process, but these would just be to say there is something excited happening this particular.

Mr. Riel: And that's why when you look at the limitation on zoning 5 percent, you look we did illustrations, and again, these illustrations they don't show what the entire signage is, it's just examples. If you look at the illustrations on each of these it doesn't mean that all of these signs are going up, it kind of gives you an idea of what type of signs.

Vice Mayor Kerdyk: Essentially what you pointed out, you are going to have signs on those facilities all the time, so it's going to have a banner there at all times, and if that's OK with you then vote for it, but it's not OK for me.

Mayor Cason: Any discussion?- Maria?

Commissioner Anderson: Whenever you are ready I'll make a motion.

Mayor Cason: We have to close the public hearing again and do I have a motion?

Commissioner Anderson: I'll move it.

Mayor Cason: Commissioner Anderson makes a motion, is there a second?

Commissioner Quesada: I'll second.

Mayor Cason: OK, a motion by Commissioner Anderson second by Commissioner Quesada.

City Clerk

Commissioner Anderson: Yes

Commissioner Cabrera: No

Vice Mayor Kerdyk: No

Commissioner Quesada: Yes

Mayor Cason: Yes
(Vote: 3-2)

[End: 11:45:00 a.m.]