



**City of Coral Gables
Planning Department Staff Recommendation**

Applicant:	City of Coral Gables
Applications:	Zoning Code Text Amendments - Article 5, Division 19, "Signs" and Article 8, "Definitions"
City Public Hearing Dates/Times	Planning and Zoning Board October 19, 2011, 6:00 – 9:00 p.m. City Commission, November 8, 2011, 9:00 a.m.
Location	City Commission Chambers, City Hall, 405 Biltmore Way, Coral Gables, Florida, 33134

Application Request.

The City of Coral Gables is requesting review and consideration of the following:

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.

Background Information.

This request is to amend the text of Zoning Code Article 5, Division 19, "Signs", creating new sign code provisions allowing for "Signature event signs" and "Art in Public Place signs"; and, an amendment to Article 8, creating new definitions. These new sign provisions will allow for "Signature event signs" at museums, one screen cinemas and theaters, and allow signs on public art pursuant to the City's current Art in Public Places Program. Currently no provisions exist providing signs for signature events or public art. The amendments provide limitations on size, location, content and required review processes. See Attachment A for provisions.

Planning Staff has prepared examples of the types and permitted sizes for "signature event signs" on the Coral Gables Museum, Cinema and Miracle Theatre (see Attachment B - Illustrations 1-7). These illustrations represent one of many opportunities available as to size, location and orientation of the signs on the buildings. Staff has also included an illustration identifying "signs" that are prohibited (see Attachment B - Illustration 8).

The Building and Zoning, Economic Sustainability, Historical Resources, and Planning Departments have

reviewed and endorsed the proposed changes. City Staff will present the proposed amendments at the meeting and will secure input and testimony from the Board and public.

Public Hearing Timeline.

The proposed text amendment is tentatively scheduled for 1st Reading before the City Commission on November 8, 2011.

Public Notification.

The following has been completed to provide notice of the application:

Public Notice

Type	Date
Legal advertisement	10.07.11
Posted agenda on City web page/City Hall	10.14.11
Posted Staff report on City web page	10.14.11

Staff Recommendation.

Planning staff recommends approval of the following:

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.

Respectfully submitted,

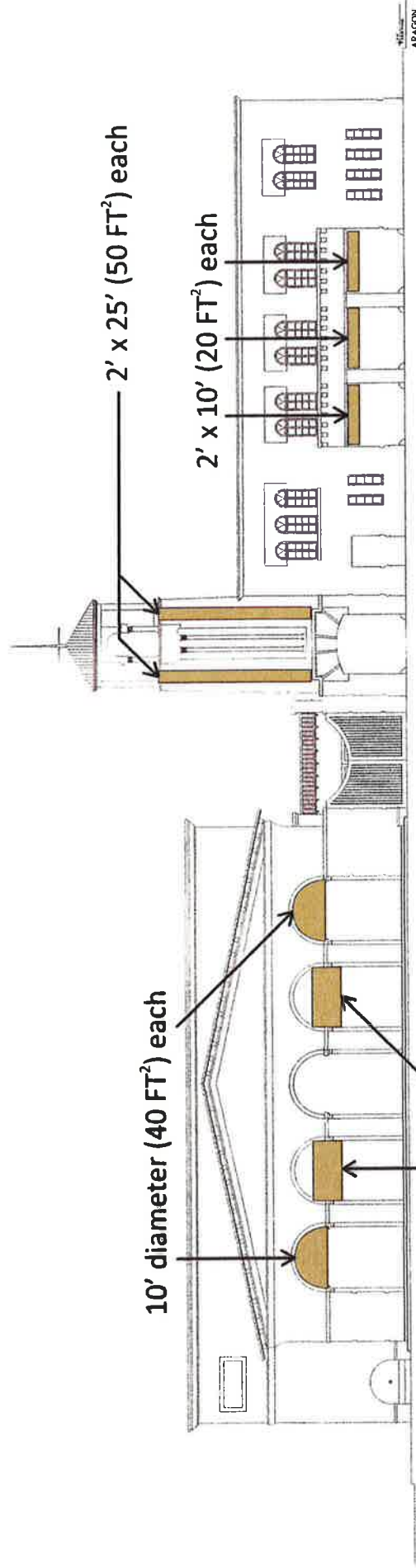


Eric Riel, Jr.
Planning Director
City of Coral Gables, Florida

Attachments.

- A.** Zoning Code text amendments in ~~striketrough~~ / underline format.
- B.** Examples of "Signature Event Signs".
- C.** Draft Ordinance.

Signature Event Sign Examples

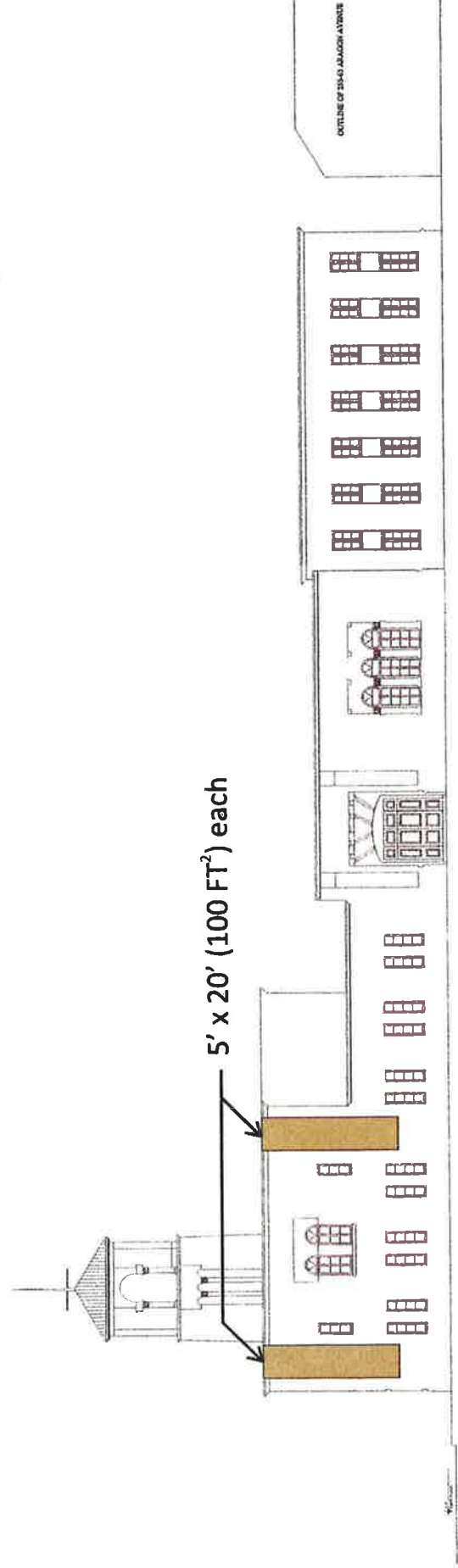


Coral Gables Museum
Salzedo Elevation

Building Facade Surface Area: 6,990 FT²
Proposed 5% Maximum Signage Area: 350 FT²

Disclaimer: Dimensions estimated

Signature Event Sign Examples

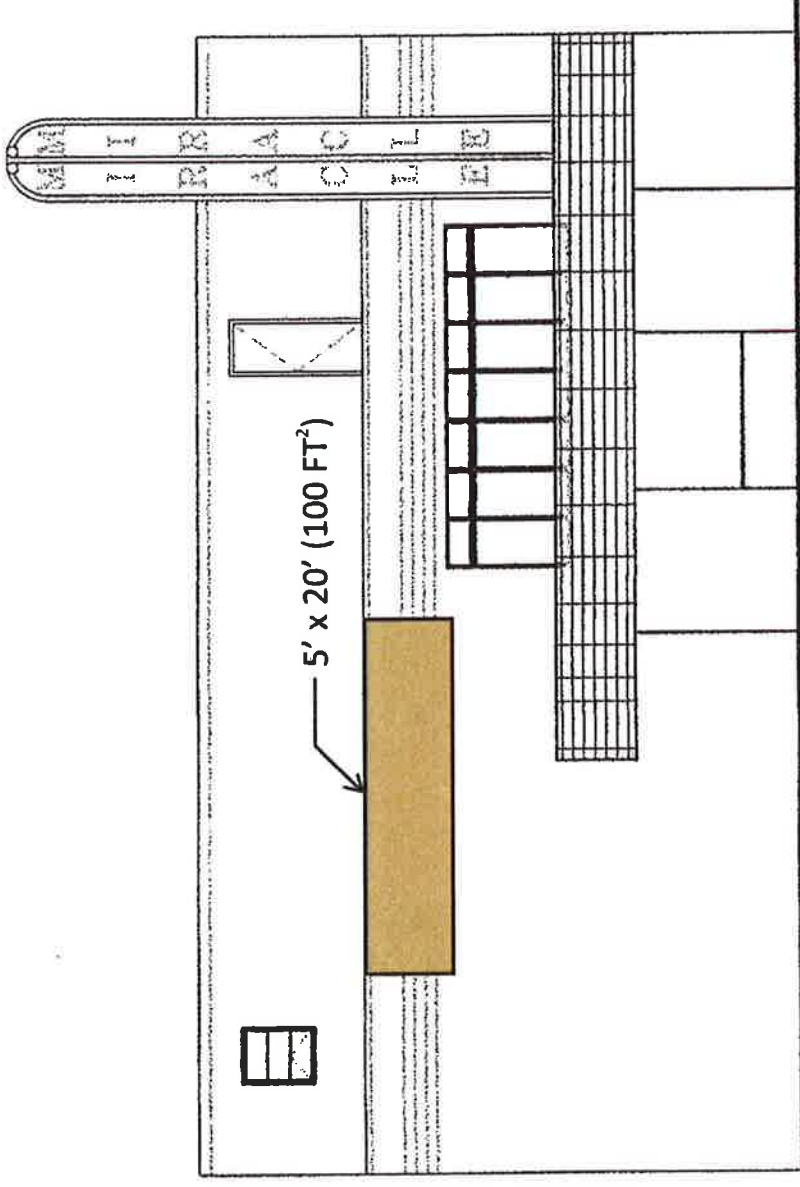


Coral Gables Museum
Aragon Elevation

Building Facade Surface Area: 3,980 FT²
Proposed 5% Maximum Signage Area: 199 FT²

Disclaimer: Dimensions estimated

Signature Event Sign Examples

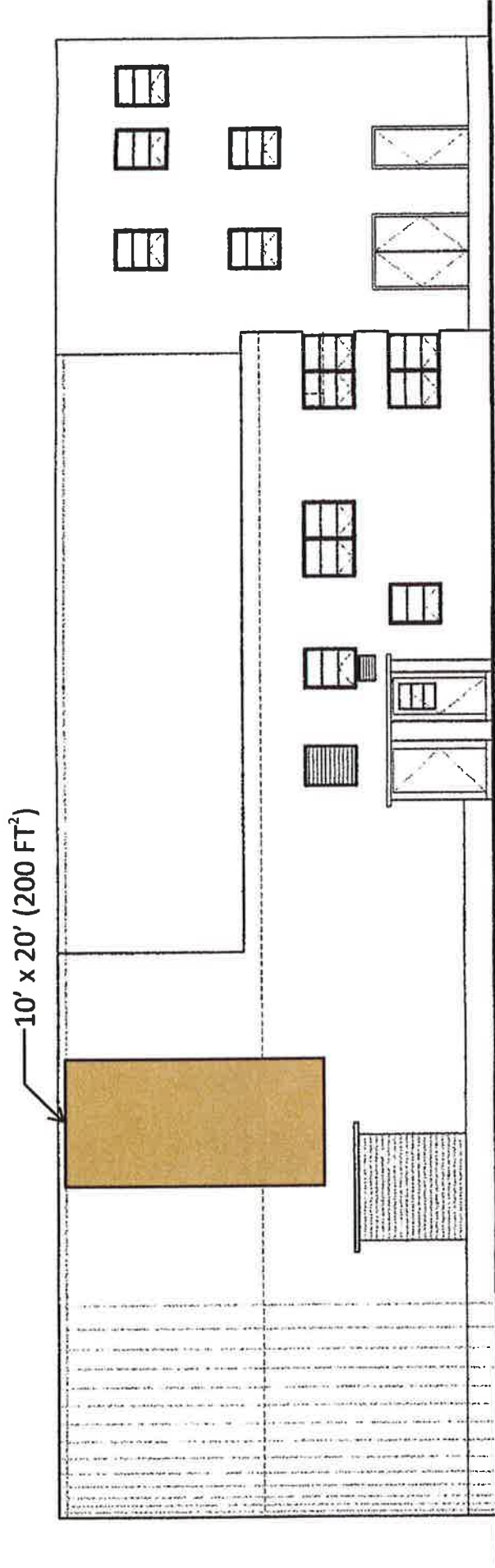


Miracle Theatre
Miracle Mile Elevation

Building Facade Surface Area: 2,040 FT²
Proposed 5% Maximum Signage Area: 102 FT²

Disclaimer: Dimensions estimated

Signature Event Sign Examples

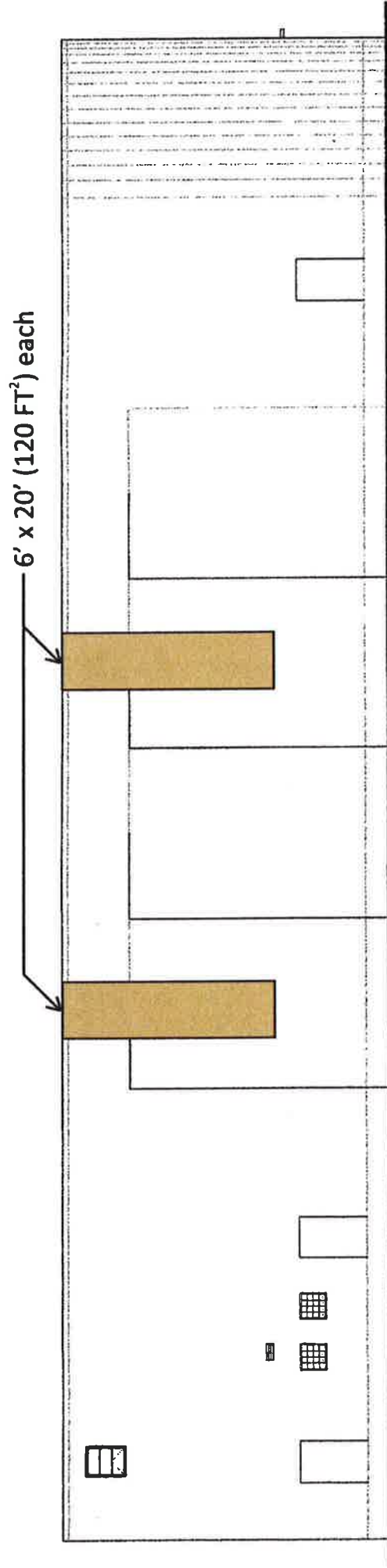


Miracle Theatre
Andalusia Ave Elevation

Building Facade Surface Area: 4,250 FT²
Proposed 5% Maximum Signage Area: 212 FT²

Disclaimer: Dimensions estimated

Signature Event Sign Examples



Miracle Theatre
Salzedo St Elevation

Building Facade Surface Area: 5,440 FT²
Proposed 5% Maximum Signage Area: 272 FT²

Disclaimer: Dimensions estimated

Signature Event Sign Examples

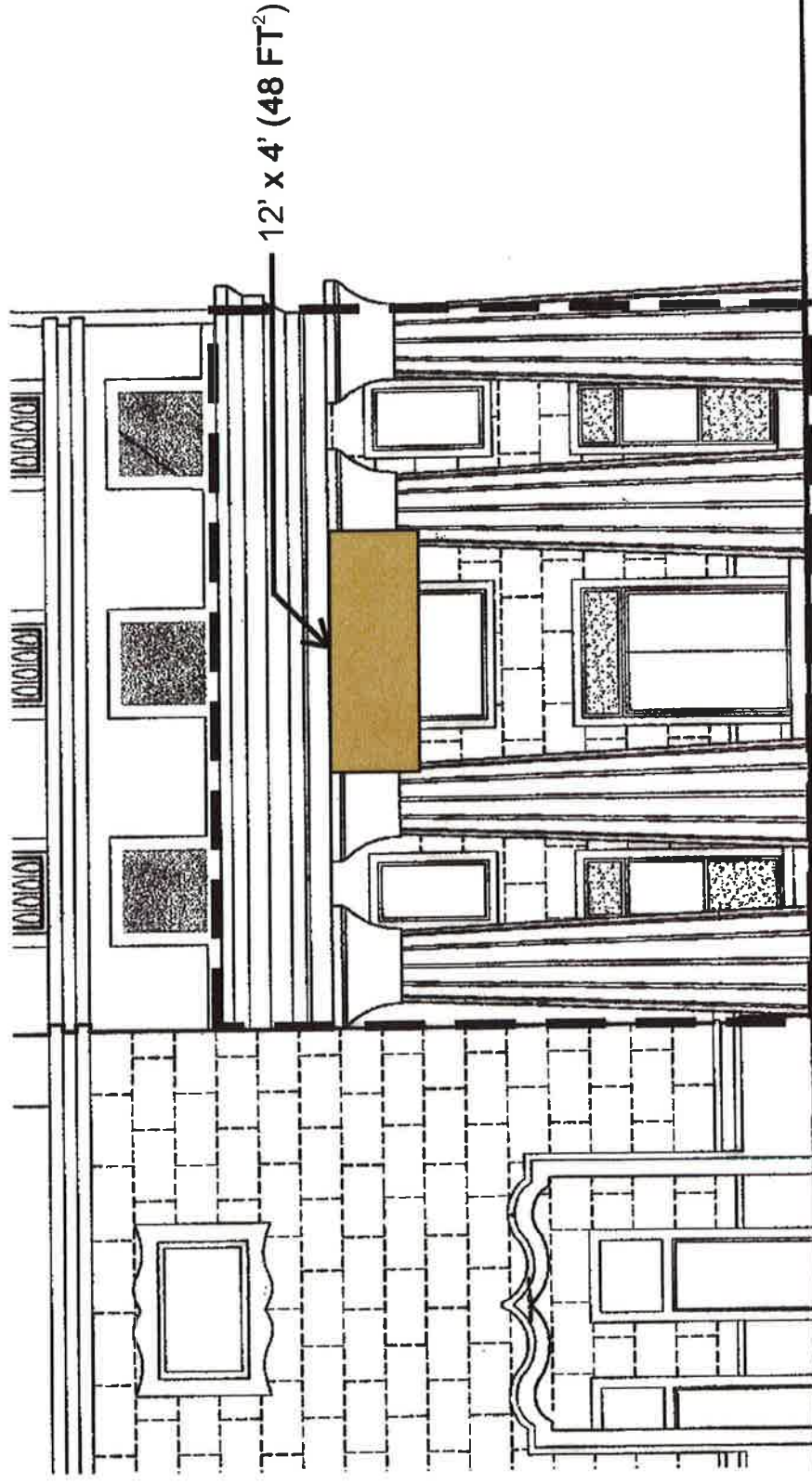


Coral Gables Art Cinema

Building Facade Surface Area: 978 FT²
Proposed 5% Maximum Signage Area: 49 FT²

Disclaimer: Dimensions estimated

Signature Event Sign Examples

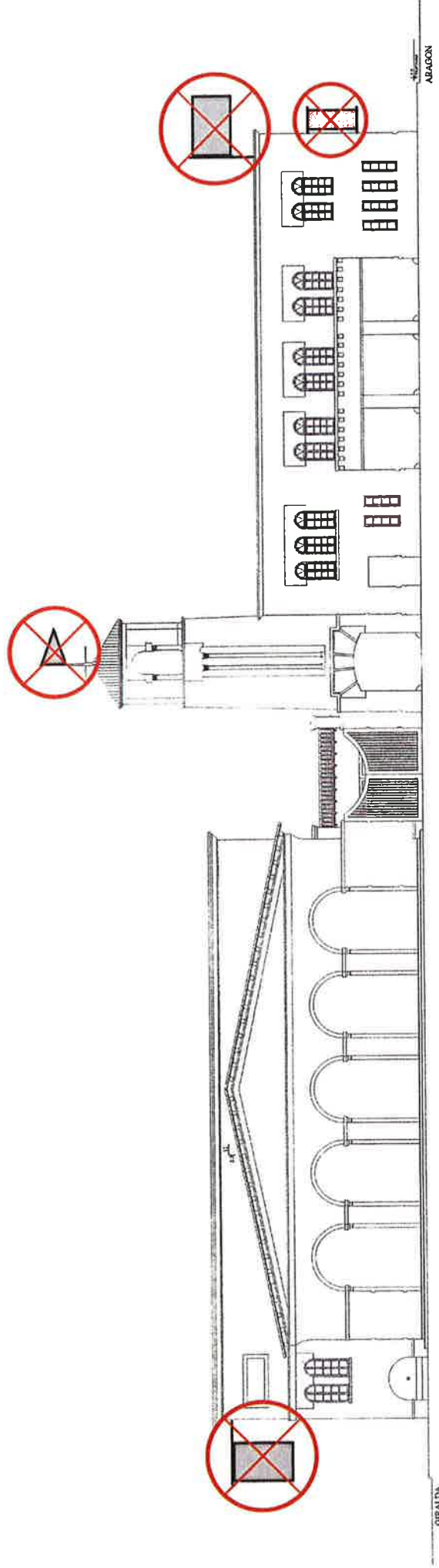


Coral Gables Art Cinema

Building Facade Surface Area: 978 FT²
Proposed 5% Maximum Signage Area: 49 FT²

Disclaimer: Dimensions estimated

Example of Prohibited Signature Event Signs



Coral Gables Museum
Salzedo Elevation