

CITY OF CORAL GABLES, FLORIDA

ORDINANCE NO. 2011-16

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.

WHEREAS, City Staff is requesting Zoning Code text amendments to allow for "Signature event signs" at museums, one screen cinemas and theaters, and public art signs for the City's current Art in Public Places Program; and

WHEREAS, after notice duly published, a public hearing was held before the Planning and Zoning Board on October 19, 2011, at which hearing all interested parties were afforded the opportunity to be heard; and

WHEREAS, the Board was presented with the text amendment to the Official Zoning Code, and after due consideration, recommended approval (vote: 5-0) of the text amendment with modifications; and

WHEREAS, after notice duly published, a public hearing for First Reading was held before the City Commission on November 8, 2011, at which hearing all interested parties were afforded the opportunity to be heard; and

WHEREAS, the City Commission was presented with a text amendment to the Zoning Code, and after due consideration and discussion, approved the amendment on First Reading (vote: 3-2);

NOW, THEREFORE, BE IT ORDAINED BY THE COMMISSION OF THE CITY OF CORAL GABLES, FLORIDA:

SECTION 1. The foregoing "WHEREAS" clauses are hereby ratified and confirmed as being true and correct and are hereby made a specific part of this Ordinance upon adoption hereof.

SECTION 2. The Official Zoning Code of the City of Coral Gables is hereby amended as follows:

ARTICLE 5. DEVELOPMENT STANDARDS

Division 19. Signs.

Section 5-1914. Signature event signs.

A. Signature event signs are permitted for "City-owned" museums, theaters or one screen cinemas within the Central Business District (CBD) to promote community based events, activities, exhibits, and shows within the facilities subject to all of the following:

1. Sponsorship. The sign may only be erected by a unit of government or cultural institution.
2. Permitted use and location. "City-owned" museums, theaters or one screen cinemas located within the CBD.
3. Maximum building sign area.
 - a. Museums and theaters. A maximum of five (5%) percent of gross surface area of each building façade that faces onto a public street.
 - b. One screen cinemas. A maximum of five (5%) percent of gross surface area of only the portion of the building façade utilized for one screen cinemas, excluding any areas of the building façade not utilized for one screen cinemas, that faces onto a public street.

See "Sign, building façade sign calculation" definition to determine building facade calculations.

4. Sign type. May include pennants, flags, cable-hung banners and vertical banners.
5. Sign content.
 - a. May include logos and/or sponsorship/corporate branding up to a maximum of twenty (20%) percent of the allowable sign area.
 - b. Shall not include a changeable copy.
 - c. Vertical lettering orientation is permitted.
 - d. Shall only advertise events, activities, exhibits, and shows contained within the facilities. Offsite advertising is prohibited.
6. Sign location and construction.
 - a. Constructed of cloth, synthetics or other flexible/pliable materials.
 - b. May hang or be mounted from a building by a pole, wire or similar supporting/mounting device.
 - c. Shall be attached to supporting structures capable of withstanding continuous wind without deflections or rotations that would cause deformation, failure or other damage to such signs and structures subject to applicable Florida Building Code requirements.

- d. Shall not be mounted or project vertically from the roof, roof structure, towers, poles or any architectural feature or appendage of the building.
 - e. Projection signage or signage that projects from the building facades or sides is prohibited.
 - f. Shall not be nailed, taped or affixed by temporary means to any building façade walls, windows, etc.
 - g. Shall not be directly illuminated.
7. Time limitations for sign placement and removal. Signs may be placed up to ninety (90) days prior to a scheduled event and during the event. All signs shall be removed within seven (7) days of completion of the event.

B. Review process.

1. Board of Architects. Applicants shall be required to secure approval from the Board of Architects prior to submittal for a building permit.
 2. Review and approval for historic properties. Applicants shall be required to secure administrative approval from the Building and Zoning Department and Historical Resources Department prior to building permit review and approval.
 3. Encroachments. Signs may encroach into the adjacent right-of-way a maximum of nine (9) inches if such sign is located a minimum of ten (10) feet above the established grade. Building permit review is only required for encroachment per these provisions. An Encroachment Agreement may be required by the Public Works Department.
- C. All other applicable provisions of Article 5, Division 6, Section 5-1902., General Design Standards that are applicable to all signs and Divisions 19, Signs shall be applicable unless indicated otherwise within these provisions.

Section 5-1915. Art in Public Places Program signs.

- A. Signs identifying artwork that is being presented as part of the City's Art in Public Places Program may be installed on or near such pieces of artwork subject to all of the following:
1. Maximum sign area. Up to a maximum of one- hundred-and-twenty-one (121) square inches may be permitted per sign.
 2. Temporary and permanent sign type(s). The Cultural Development Board (CDB) when reviewing temporary and permanent sign types shall satisfy applicable design standard provisions within Article 5, Division 6, Section 5-1902., General Design Standards that are applicable to all signs and Divisions 19, Signs.
 3. Sign quantity and content. Up to two (2) permanent signs may be permitted per permanent art piece and one (1) temporary sign per temporary art piece subject to the following:
 - a. Project name; date of creation; date of installation; artist name; construction materials; artwork title; specific donors; and/or other applicable information, and.

- b. Donor name(s); description of the artwork; artist(s) biographical information; dedication information, developer commissioned artwork information and applicable public benefit information.

The discretion for the placement of the second permanent sign shall be subject to Board of Architects review and approval. All of the above signs shall require review and approval by the CDB prior to Board of Architect review.

4. Sign location and construction.

- a. Signs may be affixed to a building, structure or mounting pedestal/base located in close proximity to the artwork.
- b. Mounting pedestals shall not exceed thirty-six (36) inches in height, and shall require review and approval by the CDB.
- c. Signs shall not be internally illuminated.
- d. Signs shall not include changeable copy.

B. Review process.

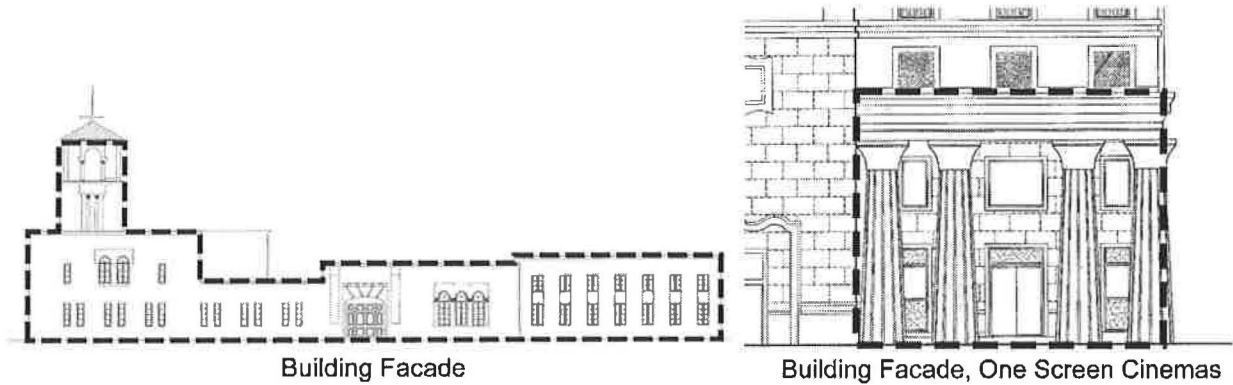
- 1. Board of Architects. Applicants shall be required to secure review and approval for both temporary and permanent signs from the Board of Architects.
- 2. Historically designated properties and districts. Art in Public Places Signage that is installed on a historically designated property shall require review and approval by the Historic Preservation Board. Artwork that is designated as a part of the historic landmark may have signage that is in compliance with Section 5-1910, "Historic Plaques" either in conjunction with Art in Public Places Signage, or in lieu of Art in Public Places Signage, subject to review and approval by the Historic Preservation Board.

C. All other applicable provisions of Article 5, Divisions 19, Signs shall be applicable unless indicated otherwise within these provisions.

ARTICLE 8. DEFINITIONS

Cultural institution is one that engages in the performing arts, visual arts, promotion of arts and historic preservation (including but not limited to music, dance, theater, art cinema, art, painting, sculpture, photography, history, etc.) or engages in cultural activities and serves the general public and has a permanent presence in the City. The institution shall be designated by the Internal Revenue Service as tax exempt pursuant to Section 501(c)(3) or (4) of the Internal Revenue Code.

Sign, building façade calculation means the portion of the surface area of a building that is viewable from the street and/or adjacent property, excluding sloped roof areas. Facilities that occupy only a portion of a building shall only utilize the portion of the front building façade that faces onto a public street to calculate the amount of allowable sign(s) permitted on the building façade. (See illustrations)



Sign, signature event is a sign placed on a “City-owned” museum, theater or one screen cinema providing for the opportunity to promote community based activities, events, exhibits, and shows within the facilities.

Sign, temporary exhibition means sign(s) identifying items in temporary exhibitions.

SECTION 3. All ordinances or parts of ordinances inconsistent or in conflict with the provisions of this Ordinance are hereby repealed.

SECTION 4. If any section, part of section, paragraph, clause, phrase or word of this Ordinance is declared invalid, the remaining provisions of this Ordinance shall not be affected.

SECTION 5. It is the intention of the City Commission that the provisions of this Ordinance shall become and be made a part of Ordinance No. 2007-01 as amended and known as the “Zoning Code” of the City of Coral Gables, Florida, which provisions may be renumbered or re-lettered and the word ordinance be changed to “section”, “article”, or other appropriate word to accomplish such intention.

SECTION 6. If the Official Zoning Code Table of Contents or other reference portions is affected by these provisions, then changes are approved as a part of this Ordinance.

SECTION 7. That this Ordinance shall become effective within ten (10) days

following the date of its passage and adoption herein.

2011. PASSED AND ADOPTED THIS THIRTEENTH DAY OF DECEMBER, A.D.,

(Moved: Anderson / Seconded: Quesada)
(Yeas: Anderson, Quesada, Cason)
(Majority: (3-2) Vote)
(Nays: Cabrera, Kerdyk)
(Agenda Item: E-5)

APPROVED:



JIM CASON
MAYOR

ATTEST:



WALTER J. FOEMAN
CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:



CRAIG E. LEEN
CITY ATTORNEY