



City of Coral Gables  
CITY COMMISSION MEETING  
January 9, 2023

**ITEM TITLE:**

**Ordinance on First Reading.**

An Ordinance of the City Commission of Coral Gables, Florida providing for a text amendment to the City of Coral Gables Official Zoning Code, amending Article 11 "Signs," Section 11-107 "Real estate, for sale, lease or rental of property or buildings," to apply same regulations to signs pertaining to the sale, lease, or rental of property or buildings in any use district; providing for severability, repealer, codification, and an effective date. (Sponsored by Commissioner Fernandez)

**BRIEF HISTORY:**

While the City of Coral Gables recognizes that signs provide information, the unique character and quality of the City's appearance is essential to its economic, cultural, and social welfare and the City has an interest in avoiding visual clutter.

Section 11-107 of the Zoning Code permits signs pertaining to the sale, lease, or rental of property or buildings in any use district, subject to certain conditions and restrictions. Specifically, such signs in SFR, MF1, MF2, MF3, and MF4 districts shall not be larger than forty (40) square inches, but such signs in MX1, MX2, AND MX3 districts shall not be larger than two hundred and fifty (250) square inches.

Consistent with the purposes set forth in Section 11-101 of the Zoning Code and specifically to preserve the City's unique character and quality of its appearance which is essential to its economic, cultural, and social welfare, the proposed Ordinance provides that such signs pertaining to the sale, lease or rental of property or buildings in any use district shall not exceed forty (40) square inches.

If approved on First Reading, the proposed ordinance will be presented to the Planning & Zoning Board before Second Reading.

**ATTACHMENT(S):**

1. Draft Proposed Ordinance

**FINANCIAL INFORMATION:**

No.	Amount	Account No.	Source of Funds
1.	n/a	n/a	n/a

Total:		
<b>Fiscal Impact:</b> None anticipated.		

**BUSINESS IMPACT:**

The direct economic impact of the proposed ordinance on private, for-profit businesses in the City will depend on any change in costs incurred by owners, real estate agents, and/or property managers of properties located in MX districts that use signs pertaining to sale, lease or rental resulting from having to use signs of a different size than previously allowed. Such costs may actually decrease, given that the signs allowed would be a smaller size. The proposed ordinance does not impose any new charge or fee and there are no anticipated changes in the City's regulatory costs.

The number of businesses likely to be impacted will depend on how many businesses are users of such real estate signs.