

ORDINANCE #2010-03

AN ORDINANCE OF THE MAYOR AND CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AMENDING CHAPTER X "SIGN REGULATIONS"; PROVIDING FOR REGULATIONS AND MAINTENANCE FOR OFF-PREMISE BILLBOARD SIGNS; PROVIDING FOR REGULATIONS AND MAINTENANCE FOR AUTOMATIC CHANGING SIGNS; PROVIDING FOR PERMITS AND APPROVAL PROCESS OF OFF-PREMISE BILLBOARD SIGNS; OPTING OUT OF THE MIAMI-DADE COUNTY SIGN REGULATIONS RESTRICTING PLACEMENT OF SIGNS IN PROXIMITY TO EXPRESSWAYS; PROVIDING FOR ENFORCEMENT PROCEDURES; PROVIDING FOR CONFLICTS; PROVIDING FOR INCLUSION; PROVIDING FOR SEVERABILITY AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Council of the City of Doral adopted the Sign Code which prohibited off-premise or billboard signs within the City; and

WHEREAS, it is the intent of the City Council to permit off-premise or billboard signs that existed prior to the adoption of this Ordinance and to allow for a maximum of twelve (12) additional off-premise or billboard signs to be located within the City limits in a manner that will maintain and improve the aesthetics, quality of life and safety within the City; and

WHEREAS, it is the intent of the City Council to allow for a maximum of four (4) off-premise Automatic Changing Signs to be located within the City limits in a manner that will maintain and improve the aesthetics, quality of life and safety within the City; and

WHEREAS, the City Council finds these changes to be in the best interest and welfare of the City and its residents; and

WHEREAS, Miami-Dade County (the "County") has recently amended Section 33-121.11 of the County Code of Ordinances to permit municipalities to opt out of the County regulations restricting placement of signs in proximity to expressways; and

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DORAL:

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

Section 2. Opt-out of Miami-Dade County Regulations. Pursuant to Section 33-121.11 of the Miami-Dade County Code of Ordinances, the City Council, on behalf of

the City of Doral, hereby opts out of the Miami-Dade County sign regulations restricting placement of signs in proximity to expressways.

Section 3. Billboard Ordinance. Chapter X of the City of Doral Land Development Code, entitled "Sign Regulations," shall be and is hereby amended as appropriate by the following:

Section 10.2 Purpose and Intent:

The purposes of these sign regulations are: to encourage the effective use of signs as a means of communication in the City; to maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety; to minimize the possible adverse effect of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign restrictions. This sign ordinance is adopted under the zoning authority of the City in furtherance of the more general purposes set forth in the zoning ordinance. Specifically, the City Council finds that:

(1) Proper regulation of signs is a necessary prerequisite to a peaceable, orderly and safely designed business environment.

(2) An improperly regulated sign environment imposes health and safety dangers to the public.

(3) The result of effective sign regulation will be to lessen hazardous conditions, confusion and visual clutter, caused by the proliferation, improper placement, illumination and excessive height and size of signs that compete for the attention of pedestrian and vehicular traffic, and impede vision of traffic, traffic control signs and devices.

(4) Uncontrolled and unlimited signs may result in a roadside clutter that impedes the flow of information, thereby defeating the purpose of signage and creating hazards to drivers and pedestrians.

(5) Uncontrolled and unlimited signs degrade the aesthetic attractiveness of the natural and manmade attributes of the community and thereby undermine the economic value of tourism, visitation and permanent economic growth.

(6) Through proper regulation of signs, the attractiveness and economic well being of the City of Doral will be enhanced as a place to live, work and conduct business.

(7) Signs provide an important medium through which individuals may convey a variety of noncommercial and commercial messages. However, left unregulated, signs can become a threat to public safety as well as a traffic hazard. Such signs may also

constitute an aesthetic nuisance and be a detriment to property values and the City's public welfare. The Mayor and Council intend by enacting this chapter to:

- (a) Balance the rights of individuals to convey their message through signs and the right of the public to be protected against the unrestricted proliferation of signs;
- (b) Further the objectives of the City's comprehensive plan;
- (c) Protect the public health, safety, welfare, and aesthetics of the City;
- (d) Reduce traffic and pedestrian hazards;
- (e) Maintain the City's image as one of excellence;
- (f) Protect property values by minimizing the potentially adverse effects and visual blight caused by signs;
- (g) Promote economic development; and
- (h) Ensure the fair and consistent enforcement of sign regulations.

(2) While specifically establishing regulations to control signs within the City, it is not the intent of this Chapter:

- (a) to regulate art and art symbols; or
- (b) holiday decorations and symbols.

(3) Recognizing the need for certain types of signs which facilitate the safe and orderly movement of traffic, this Chapter provides for the regulation of incidental address identification and subdivision identification signs.

(4) Recognizing the historical contribution of certain structures and places to the cultural fabric of the City and the need and desire to identify same, certain provisions are made in this Chapter to allow for the identification of those structures and places.

(5) While this Chapter prohibits certain signs from placement within the City and exempts certain signs from certain regulations of this Chapter, such exemptions are not intended to otherwise allow a sign that is prohibited.

(6) Further, the City has an obligation and a right to protect the rights of adjoining landowners to adequate light and air, to promote desirable living conditions and the sustained stability of neighborhoods, to protect property against blight and deprivation, and encourage the most appropriate use of land, buildings and other structures throughout the City.

(7) Accordingly, in consideration of the City's rights and obligations to promote traffic safety, to preserve property values, to provide for the convenience and enjoyment of public travel, to eliminate annoyance to travelers, to attract tourists, residents and industry, to serve the public health, safety and morals, to advance the general prosperity of the community, and to serve the general welfare, the City hereby imposes the regulations contained in this Chapter.

Section 10.2 Purpose:

~~The purpose of this chapter is to permit signs that will not, because of size, location, method of construction and installation, or manner of display:~~

~~Endanger the public safety; or~~

~~Create distractions that may jeopardize pedestrian or vehicular traffic safety; or~~

~~Mislead, confuse, or obstruct the vision of people seeking to locate or identify uses or premises; or~~

~~Destroy or impair aesthetic or visual qualities of City of Doral which is so essential to tourism and the general welfare; and~~

~~The purpose of this article is also to permit, regulate and encourage the use of signs with a scale, graphic character, and type of lighting compatible with buildings and uses in the area, which are effective in so as to support and complement land use objectives as set forth in the Comprehensive Plan of the City of Doral.~~

Section 10.3 Definitions:

For the purposes of this article the following words and phrases are hereby defined as provided in this section, unless the context clearly indicates otherwise. Where there is a question as to the correct classification or definition of a sign, it is the intent of this Chapter to place said sign in the strictest category and/or classification.

Abandoned Off-premise Sign: Any off-premise sign that has been discontinued for a period of one hundred eighty (180) days or more, as determined by the Building Official said sign shall be deemed abandoned. The Director of Public Works shall notify the owner of the property on which the sign is located as well as the owner of the sign, if not the same, with fifteen (15) days written notice to (1) submit documentation to the Department of Public Works to establish that the sign has not been abandoned as provided in this section or (2) remove the sign as well as any support structure; in the event the owner of an off-premise sign fails to remove the sign and any support structure as requested, a penalty in the amount of \$250 per day shall be imposed upon the record owner of the sign until the date of removal as well as any costs of removal incurred by the City.

Automatic Changing Signs ("ACS" or "digital signs"): Any characteristics of a sign that appear to have movement or that appear to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure itself, or any other component

of the sign. This includes a display that incorporates a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components. This also includes any rotating, revolving, moving, flashing, blinking or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink" or any other method or technology that allows the sign face to present a series of images or displays. Also referred to as an electronic changeable copy sign. Nothing herein shall prohibit such signs from also depicting community-oriented and civic activities, such as amber alerts, City Hall meetings and the like.

Changeable Copy sign: a sign or portion thereof which has a readerboard for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device and may be changed or re-arranged manually or mechanically with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign.

Flashing sign - a directly or indirectly illuminated sign or portion thereof that exhibits changing light or color effect by any means, so as to provide intermittent illumination that changes light intensity in sudden transitory bursts and creates the illusion of intermittent flashing light by means of animation, streaming, graphic bursts showing movement, or any mode of lighting which resembles zooming, twinkling or sparkling.

Multi-vision or Multi-Message sign (Tri-vision sign): any sign composed in whole or in part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image and when properly functioning allows on a single sign structure the display at any given time one of two or more images.

Off-Premise Sign ("Billboard Sign"): means a sign other than an on-premise sign.

On-Premise Sign: means a sign which advertises only goods, services, facilities, events, or attractions on the premises where located.

Video Display sign: a sign that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text and depicts action or a special effect to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames which give the illusion of motion, including but not limited to the illusion of moving objects, moving patterns or bands of light, or expanding or contracting shapes, that are projected images or messages with these characteristics onto buildings or other objects, also could be referred to as an electronic graphic display sign, but does not include an Automatic Changing sign.

ARTICLE I – GENERAL PROVISIONS

Section 10.15 Prohibited Signs.

- (a) No sign shall be so located as to constitute a danger to public safety.
- (b) No sign shall exhibit thereon any lewd or lascivious matter.
- (c) No sign shall be attached to trees, utility poles or any other unapproved supporting structure.
- (d) Roof signs are prohibited in all the districts.
- (e) No signs shall be erected or painted on fence and wall enclosures in residential districts. Fence and wall signs shall be prohibited in the residential districts.
- (f) Even if not classified as a sign, blinking or flashing lights, streamer lights, pennants, banners, streamers, and all fluttering, spinning or other type of attention attractors or advertising devices are prohibited except for national flags, flags of bona fide civic, charitable, fraternal and welfare organizations and further except during recognized holiday periods such attention attractors that pertain to such holiday periods may be displayed on a temporary basis during such periods. The flags permitted by this subsection shall not be used in mass in order to circumvent this subsection by using said flags primarily as an advertising device.
- (g) No revolving or rotating sign shall be permitted or erected except as a permanent sign in commercial and industrial zoning districts. Such signs shall be illuminated by internal lighting only.
- (h) Any signs which are not traffic signs as defined in Miami Dade County Code Section 33-94(b) which use the word "stop" or "danger" or present or

imply the need or requirement of stopping, or which are copies or imitations of official signs. Red, green or amber (or any color combination thereof) revolving or flashing light giving the impression of a police or caution light is a prohibited sign, whether on a sign or on an independent structure.

- (i) Portable signs unless otherwise authorized by law shall be prohibited, including those that are tied down with metal straps, chaining, or otherwise temporarily anchored to an existing structure or other similar method of anchoring.
- (j) Signs painted or affixed in any manner to any vehicle, trailer or pickup truck, van or similar transportable device and which is used to advertise a place of business or activity as viewed from a public road shall be prohibited. This shall not be interpreted to prohibit identification of commercial vehicles provided such vehicles are operational and moved and used daily for delivery or service purposes and are not used, or intended for use, as portable signs. This sign shall also not be interpreted to apply to buses, taxicabs, and similar common carrier vehicles which are licensed or certified by City of Doral or other governmental agency.
- (k) A sign that significantly covers, interrupts or disrupts the major architectural features of a building.
- (l) Abandoned signs.
- (m) All signs located on or over public property or right-of-way, except those installed by governmental agencies.
- (n) Any signs that in the opinion of the City Manager or his designee constitute a safety hazard.
- (o) Attention-getting devices
- ~~(p) Offsite signs such as Billboards~~
- (q) Pole signs
- (r) Off-premises signs except as provided for in Article III of this Ordinance
- (s) All inflatable signs such as balloons.
- (t) Sandwich or sidewalk signs except as specifically approved.
- (u) Hand held advertising signs with the exception of non-profit fund raisers, temporary and election signs.
- (v) Costumed characters or mascots

- (w) Any sign that is not specifically allowed under the provisions of this Ordinance.

ARTICLE III – OFF-PREMISE BILLBOARD SIGNS

Section 10-25. Purpose and Intent.

The purpose of this section is to promote the reasonable, orderly and effective display of Off-Premise outdoor advertising while remaining consistent with the national policy to protect the public investment in the Interstate, Federal Aid Primary highways, Expressways, State highways, and local roads; to promote the safety and recreational value of public travel; to promote and enhance the beauty, order and attractiveness of the City to residents, tourists, and visitors; to positively influence the economic prosperity of the area; and to support and complement land use objectives in the City Land Development Code. The uncontrolled use of Off-Premise Billboard Signs and their location, density, size, shape, motion, illumination, and their demand for attention can be injurious to traffic safety and to the well-being of the public and destructive to adjacent property values and objectives stated above. It is understood that these conditions can be relieved, prevented, and often eliminated through planned and properly enforced Land Development Code, thereby, resulting in the overall enhancement of the general health, safety and welfare of the people of the City of Doral.

Section 10-26. Off-Premise Billboard Signs Prohibited.

The following off-premise billboard signs shall not be allowed to remain or be erected: See also Section 10-15, Prohibited Signs.

1. Signs that are obsolete including but not limited to out-of-date political signs and advertising of defunct businesses.
2. Signs that are illegal under state or federal laws or regulations.
3. Signs that are not securely fixed upon a substantial structure as determined by the Building Official.
4. Signs that contain as part of the message mirror-like surfaces greater than two (2) square inches or any mirror-like surface that creates a traffic hazard.
5. Signs that emit smoke, vapor, particles, or odor.

6. Roof Sign
7. Abandoned Sign
8. Any off-premise billboard signs that did not exist as of the date of the adoption of this Ordinance, except for an additional twelve (12) off-premises billboard signs that the City shall permit within the City limits after the adoption of this Ordinance.
9. No more than four (4) Automatic Changing Signs shall be permitted within the City after the adoption of this Ordinance.
10. Video Display Signs
11. Flashing Signs

Section 10-27. Location of Off-Premise Billboard Signs.

A permit shall be granted for an off-premise billboard sign provided such sign is located:

- a. adjacent to the right-of-way of a limited access highway, specifically SR 826 (Palmetto Expressway); SR 836 (Dolphin Expressway); and the Florida Turnpike, all billboard signs shall be located within one hundred fifty (150) feet of the edge of the limited access highways;
- b. oriented solely for advertisement to the traveling public on a limited access highway;
- c. not within one thousand (1,000) feet of a designated gateway to the City. The distance shall be measured one thousand (1,000) feet in each direction along the limited access highway leading away from the interchange in both directions, beginning from the centerline of the intersecting crossroads for the following designated gateways:
 1. Palmetto Expressway & NW 25th Street;
 2. Palmetto Expressway & NW 36th Street;
 3. The Florida Turnpike & NW 41st Street.

The distance shall be measured five hundred (500) feet in each direction along the limited access highway leading away from the interchange in both directions, beginning from the centerline of the intersecting crossroads for the following designated gateways:

1. Dolphin Expressway & 97th Avenue;
2. Dolphin Expressway & Palmetto Expressway;
3. Dolphin Expressway & NW 87th Avenue;
4. Dolphin Expressway & NW 107th Avenue;
5. Palmetto Expressway & NW 58th Street.

- d. not within two hundred (200) feet of any historic site, district or place as designated on the National, State or City Register of Historic Places;
- e. not located within five hundred (500) feet of the property line of platted lot utilized for a residential use, as that term is defined in the City of Doral Zoning Code;
- f. located on a parcel of property where the property's owner or legal representative has consented in writing for the applicant to permit and construct an off-premise sign;
- g. is located in a commercial, industrial, institutional or private parks zoning district as depicted by the official City of Doral Zoning Map, or meet the criteria of unzoned commercial/industrial property as that term is defined in Section 479.01(23), Florida Statutes;
- h. an off-premise billboard sign display face may be static, hold a Multi-vision or Multi-Message sign (Tri-vision sign), or hold an off-premise Automatic Changing Sign, as set forth in this Chapter;
- i. is not located on the north side of NW 12th Street and oriented to serve SR 836 (Dolphin Expressway).

Section 10-28. Spacing of off-premise billboard signs.

- a. A permit shall not be granted for any off-premise billboard sign unless such sign is located at least one thousand (1,000) feet from any other permitted off-premise billboard sign on the same side of the limited access highway;
- b. The minimum distance between off-premises signs for purposes of complying with this section shall be measured along the nearest edge of the pavement between points directly perpendicular to a tangent to the edge of the main-traveled way opposite the center of the off-premises signs;

- c. In order to control the frequency in which off-premise signs appear, as well as to optimize the effectiveness of each individual off-premise sign, no more than three (3) off-premise signs shall be permitted between any two designated gateways and/or interchanges of a limited access highway. This limitation shall apply separately to each side of the limited access highway.

Section 10-29. Setbacks for off-premise billboard signs.

A permit shall not be granted for any off-premise billboard sign unless no part of such sign is located at least:

- a. Two hundred (200) feet in any direction from the property line of a public park, public school, historic district;
- b. No part of the billboard sign structure, excluding the lighting mechanisms, shall be within 15 feet of any property line adjacent to the highway;

Section 10-30. Approvals and Permits – Application Process.

a. Step 1. State Approval.

A building permit from the City shall not be granted for any off-premise billboard sign without the applicant having first obtained a State of Florida Outdoor Advertising permit ("State Permit"). However, in the event of a discrepancy between the provisions of FDOT permitting requirements and this Chapter, the more restrictive regulations shall apply.

The applicant will submit an FDOT Form 575-010-04 ("FDOT Form") to the City, which will be stamped on the date received. The City's signature on FDOT Form shall constitute approval of the location of the off-premise billboard sign for the purposes of holding and maintaining spacing requirements.

All FDOT forms shall be processed within 10 business days after submittal to the City and shall be processed in the order the City received them.

b. Step 2. City Approval.

Once the applicant has received the State Permit, the applicant shall apply to the City for a building permit. The applicant shall include in its building permit application a copy of the State Permit and provide the City with signed and sealed engineered drawings of the off-premise billboard structure, and a specific

purpose survey of the property on which the sign is to be located, showing the proposed location for the off-premise billboard structure.

If the applicable building code prohibits the location of an off-premise billboard sign after the City approves the FDOT form, the applicant shall have the right to submit a revised FDOT form for another sign in a revised location.

Building permits for off-premise billboard signs shall be processed within the same manner as point of sale signs are processed.

The billboard sign structures shall be subject to the City's building permitting and inspection process for structures within the City.

Section 10-31. Billboard Design Standards.

1. Size. Billboard signs shall be limited to a display area no greater than 672 square feet per face. Embellishments may be added as temporary extensions comprising of 15 percent of the sign face, 2 feet on either side of the sign face or 1 foot below the sign face. The area of the sign face shall be measured in accordance with the established sign regulations of the City's Land Development Code.
2. Illumination. Billboard signs may be illuminated with lighting that is consistent with standard lighting used in the industry; however no sign shall be so illuminated that it interferes with the effectiveness of or obscures an official traffic sign, device or signal, nor shall the illumination interfere with drivers operation of a motor vehicle or shine directly onto adjoining property. Illuminated off-premise billboard signs shall not produce more than one foot candle of illumination four feet from the sign, when measured from the base of the sign. The illumination shall not be provided by flashing, rotating, intermittent, moving or strobe lights.
3. Noise. No billboard signs shall emit noise.
4. Shape and Height. The shape of the billboard signs shall be back-to-back or "V" shape on a monopole base, with their faces oriented in opposite directions located not more than 15 feet apart at the nearest point between two faces. Billboard signs shall have no more than two (2) sign faces. The size, shape and height of billboard signs shall be in accordance with FDOT permitting requirements and shall not exceed FDOT limitations or 50 feet in height. The ladder shall be no closer than 15 feet above the ground.
5. Message. Each sign face on a billboard shall be completely covered when a message is posted. If the message is smaller than the sign face's

dimensions, skirting or screening shall be used to cover the balance of the sign face. The advertisement display shall in no way be similar enough to be mistaken to represent a road traffic sign.

A. No advertising shall be displayed that contains material that is immoral, lascivious or obscene as defined in Section 847.001, Florida Statutes.

B. No advertising will be allowed for products containing tobacco.

C. No advertising will be allowed for alcoholic beverages within one-quarter mile of the following:

a) any type of public or private school including pre-schools, elementary schools, middle schools, high schools, colleges and universities,

b) houses of worship, including churches, synagogues, temples and mosques, or

c) hospitals or addiction treatment centers.

Alcoholic beverages shall be defined as distilled spirits and any beverage containing 0.5 percent or more alcohol by volume. The percentage of alcohol by volume shall be determined in accordance with Section 561.01, Florida Statutes.

6. Stacking:

a. Placement of an on-premise sign or another off-premise billboard sign with an off-premise billboard sign or any part thereof is prohibited.

b. Stacking and/or clustering of all other signs is prohibited.

7. Maintenance:

All signs together with all their structures and components shall be kept in good repair and be maintained in a safe condition. All signs and the site upon which they are located shall be maintained in a neat, clean and attractive condition. Signs shall be kept free from excessive rust, corrosion, peeling paint or other surface deterioration. The display surface of all signs shall be kept neatly painted or posted. No person required to obtain a sign permit under this chapter shall scatter, daub, or leave any paint, past, glue or other substance used for painting or affixing advertising matter or scatter, throw, or allow to be scattered or thrown, any bills, waste matter, paper, cloth, or materials of whatsoever kind removed from signs on any public street, sidewalk or private property.

Any and all graffiti shall be removed within five (5) days of the owner being notified by the City of its existence.

No person constructing, erecting, owning or controlling an off-premise sign shall fail, refuse or neglect to remove all weeds, rubbish or flammable waste or material within a distance of ten (10) feet on each side of the base of such structure or fail to keep the sign and its structural supports in good repair and safe condition. Failure to comply with this section may result in action by the Building Official to rescind the permit with subsequent removal of the entire structure.

All billboard signs must be maintained at all times in a safe manner in compliance with FDOT and Florida Building Code requirements that were in existence at the time the billboard was erected. Any sign that must be replaced due to damage or destruction will be re-permitted, if necessary, for the same location.

8. Color:

The structural components, support poles and any part of the sign that is not part of the display face is to be painted "Doral" blue.

Section 10-32. Regulations of Off-premises Automatic Changing Signs.

Automatic Changing Signs must meet the following standards. When an Automatic Changing Sign displays off-premise advertising, then the Automatic Changing sign shall be classified as an off-premise Automatic Changing sign.

1. Location. An off-premise Automatic Changing sign must be located on the display face of an off-premise billboard sign. Each face of an off-premise billboard sign that holds an Automatic Changing Sign shall be counted as separate Automatic Changing sign for the purposes of the maximum number of off-premise Automatic Changing sign permitted within the City;

2. Separation. Off-premise Automatic Changing signs visible to the same direction of the main travelled-way of the limited access highway must be separated from each other by at least two thousand (2,000) feet. No more than two (2) Automatic Changing signs, with no greater than two (2) sign faces, can be located between two designated gateway intersections. Automatic Changing signs will not be permitted along the Palmetto Expressway (SR 826) within Area 3, within the first 3,000 feet from the center of the interchange with the Dolphin Expressway (SR 836);except that this subsection (2) shall not apply to any off premise sign that exist on the date of the adoption of this ordinance;

3. Orientation. All parts of an off-premise Automatic Changing sign must be oriented so that no portion of the sign face is visible from an existing or permitted principal structure on that lot and so that the display is visible to only one direction of the main travelled-way of a limited access highway. In no instance shall an off-premise Automatic Changing sign obstruct the view of any traffic signal or traffic sign or be located behind a traffic signal or traffic sign or in any way be located such as to distract a driver's attention from any traffic signal or traffic sign, lane mergers, lane diverges or in the area approaching highway interchanges;

4. Duration. Any portion of the message must have a minimum duration of eight seconds and must be a static display. No portion of the message may flash, scroll, twirl, change color, fade in or out or in any manner imitate movement. The time to completely change from one message to the next is a maximum of two seconds. The change of message occurs simultaneously for the entire sign face. Any off-premise Automatic Changing sign must contain a default design that will hold the face of the display on the sign in one position if a malfunction occurs.

5. Color and Display. The color, or combination of colors, in the advertisement display shall in no way correspond to the colors or combination of colors specified for road traffic signals or traffic signs. The advertisement display shall in no way be similar enough to be mistaken to represent a road traffic sign;

6. Audio or Pyrotechnics. Audio speakers or any form of pyrotechnics are prohibited in association with an off-premise Automatic Changing sign.

Section 10-33. Vegetation Management.

It is not permitted to remove or destroy any trees, bushes, palms or vegetation for visibility reasons except for the purpose of maintaining the view of the sign as it exists at the time the permit is issued.

Section 10-34. Schedule of Fees.

A fee schedule detailing the fees charged for all examinations, re-examinations and various sign permits required by this chapter shall be passed by the City Council by resolution. A copy of the ordinance will be posted in the offices of the planning and zoning department and in the office of the city clerk.

Section 10-35. Sign Inspections.

The director or his duly authorized inspectors shall have the right to visit any site where a sign is being or has been erected, or enter any building where a sign is being or has

been constructed for installation within the City, during reasonable hours, in the discharge of their official duties, for the purpose of making any inspection necessary.

Section 10-36. Cap and Replace – Off Premise Billboard Signs.

The City Manager (or designated appointee) shall issue a maximum of thirteen (13) off-premise billboard sign permits within the City (including any off-premise billboard sign existing prior to the adoption of this ordinance) . In order that the total number of off-premise billboard sign permits and lawful off-premise billboard signs within the City is not increased, after the thirteenth (13th) off-premise billboard sign has been issued an off-premise billboard sign permit, the City Manager (or designated appointee) shall not process an application for an off-premise billboard sign permit, without the owner of a valid off-premise billboard sign permit submitting said off-premise billboard sign permit for cancellation. If the City Manager (or designated appointee) determines that the submitted off-premise billboard sign permit is equal in face area and number of sign faces to the proposed new off-premise billboard sign, the City Manager (or designated appointee) shall consider the application for an off-premise billboard sign permit. If the City Manager (or designated appointee) approves the permit application for the new off-premise billboard sign, the City Manager (or designated appointee) shall cancel the submitted off-premise billboard sign permit, and direct the applicant to remove the corresponding off-premise billboard sign. Once the off-premise billboard sign is removed, the City Manager (or designated appointee) shall complete the application process as set forth in the above section entitled Approvals and Permits – Application Process.

Section 10-37. Cap and Replace – Off-Premise Automatic Changing Signs.

The City Manager (or designated appointee) shall issue a maximum of four (4) Off-Premise Automatic Changing Sign permits within the City. In order that the total number of Off-Premise Automatic Changing Signs permits and lawful Off-Premise Automatic Changing Signs within the City is not increased, after the fourth (4th) Off-Premise Automatic Changing Signs have been issued and Off-Premise Automatic Changing Sign permits, the City Manager (or designated appointee) shall not process an application for an Off-Premise Automatic Changing Sign permit, without the owner of a valid Off-Premise Automatic Changing Sign permit submitting said Off-Premise Automatic Changing Sign permit for cancellation. If the City Manager (or designated appointee) determines that the submitted Off-Premise Automatic Changing Sign permit is equal in face area and number of sign faces to the proposed new Off-Premise Automatic Changing Sign, the City Manager (or designated appointee) shall consider the application for an Off-Premise Automatic Changing Sign permit. If the City Manager (or designated appointee) approves the permit application for the new Off-Premise Automatic Changing Sign, the City Manager (or designated appointee) shall cancel the submitted Off-Premise Automatic Changing Sign permit, and direct the applicant to remove the corresponding Off-Premise Automatic Changing Sign. Once the Off-Premise Automatic Changing Sign is removed, the City Manager (or designated

appointee) shall complete the application process as set forth in the above section entitled Approvals and Permits – Application Process.

Section 4. Transmittal to Miami-Dade County. The City Clerk is hereby authorized to transmit this Ordinance to the Miami-Dade County Director of Planning and Zoning within 15 days of adoption in accordance with the provisions of Section 33-121.11 of the Miami-Dade County Code.

Section 5. Repeal of Conflicting Provisions. To the extent any provisions of the Code conflict with this Ordinance, those provisions are repealed in its entirety.

Section 6. Severability. The provisions of this Ordinance are declared to be severable and if any section, sentence, clause or phrase of this Ordinance shall for any reason be held to be invalid or unconstitutional, such decision shall not affect the validity of the remaining sections, sentences, clauses, and phrases of this Ordinance but they shall remain in effect, it being the legislative intent that this Ordinance shall stand notwithstanding the invalidity of any part.

Section 7. Inclusion in the Code. It is the intention of the City Council, and it is hereby ordained that the provisions of this Ordinance shall become and be made a part of the Code of City of Doral, Florida; that the sections of this Ordinance may be renumbered or relettered to accomplish such intentions; and that the word "Ordinance" shall be changed to "Section" or other appropriate word.

Section 8. Effective Date. This Ordinance shall be effective upon adoption on second reading.

[Section left blank intentionally]

The foregoing Ordinance was offered by Councilman DiPietro, who moved its adoption. The motion was seconded by Councilwoman Ruiz and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Robert Van Name	Yes
Councilman Pete Cabrera	Absent
Councilman Michael DiPietro	Yes
Councilwoman Sandra Ruiz	Yes

PASSED AND ADOPTED on first reading this 13th day of January, 2010.

PASSED AND ADOPTED on second reading this 10th day of February, 2010.



JUAN CARLOS BERMUDEZ, MAYOR

ATTEST



BARBARA HERRERA, CITY CLERK

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY:

 for:

JIMMY L. MORALES, CITY ATTORNEY

CHAPTER X. SIGN REGULATIONS (*Exhibit A*)

Section. 10-1. Short title and applicability.

This article shall be known as the "Sign Code of City of Doral, Florida" and shall be applicable in the entire City.

Section 10.2 Purpose and Intent:

The purposes of these sign regulations are: to encourage the effective use of signs as a means of communication in the City; to maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety; to minimize the possible adverse effect of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign restrictions. This sign ordinance is adopted under the zoning authority of the City in furtherance of the more general purposes set forth in the zoning ordinance. Specifically, the City Council finds that:

(1) Proper regulation of signs is a necessary prerequisite to a peaceable, orderly and safely designed business environment.

(2) An improperly regulated sign environment imposes health and safety dangers to the public.

(3) The result of effective sign regulation will be to lessen hazardous conditions, confusion and visual clutter, caused by the proliferation, improper placement, illumination and excessive height and size of signs that compete for the attention of pedestrian and vehicular traffic, and impede vision of traffic, traffic control signs and devices.

(4) Uncontrolled and unlimited signs may result in a roadside clutter that impedes the flow of information, thereby defeating the purpose of signage and creating hazards to drivers and pedestrians.

(5) Uncontrolled and unlimited signs degrade the aesthetic attractiveness of the natural and manmade attributes of the community and thereby undermine the economic value of tourism, visitation and permanent economic growth.

(6) Through proper regulation of signs, the attractiveness and economic well being of the City of Doral will be enhanced as a place to live, work and conduct business.

(7) Signs provide an important medium through which individuals may convey a variety of noncommercial and commercial messages. However, left unregulated, signs can become a threat to public safety as well as a traffic hazard. Such signs may also constitute an aesthetic nuisance and be a detriment to property values and the City's public welfare. The Mayor and Council intend by enacting this chapter to:

- (a) Balance the rights of individuals to convey their message through signs and the right of the public to be protected against the unrestricted proliferation of signs;

- (b) Further the objectives of the City's comprehensive plan;
- (c) Protect the public health, safety, welfare, and aesthetics of the City;
- (d) Reduce traffic and pedestrian hazards;
- (e) Maintain the City's image as one of excellence;
- (f) Protect property values by minimizing the potentially adverse effects and visual blight caused by signs;
- (g) Promote economic development; and
- (h) Ensure the fair and consistent enforcement of sign regulations.

(8) While specifically establishing regulations to control signs within the City, it is not the intent of this Chapter:

- (a) to regulate art and art symbols; or
- (b) holiday decorations and symbols.

(9) Recognizing the need for certain types of signs which facilitate the safe and orderly movement of traffic, this Chapter provides for the regulation of incidental address identification and subdivision identification signs.

(10) Recognizing the historical contribution of certain structures and places to the cultural fabric of the City and the need and desire to identify same, certain provisions are made in this Chapter to allow for the identification of those structures and places.

(11) While this Chapter prohibits certain signs from placement within the City and exempts certain signs from certain regulations of this Chapter, such exemptions are not intended to otherwise allow a sign that is prohibited.

(12) Further, the City has an obligation and a right to protect the rights of adjoining landowners to adequate light and air, to promote desirable living conditions and the sustained stability of neighborhoods, to protect property against blight and deprivation, and encourage the most appropriate use of land, buildings and other structures throughout the City.

(13) Accordingly, in consideration of the City's rights and obligations to promote traffic safety, to preserve property values, to provide for the convenience and enjoyment of public travel, to eliminate annoyance to travelers, to attract tourists, residents and industry, to serve the public health, safety and morals, to advance the general prosperity of the community, and to serve the general welfare, the City hereby imposes the regulations contained in this Chapter.

Section 10.2 Purpose.

~~The purpose of this chapter is to permit signs that will not, because of size, location, method of construction and installation, or manner of display:~~

~~Endanger the public safety; or
Create distractions that may jeopardize pedestrian or vehicular traffic safety; or
Mislead, confuse, or obstruct the vision of people seeking to locate or identify uses or premises;
or
Destroy or impair aesthetic or visual qualities of City of Doral which is so essential to tourism and the general welfare; and~~

~~The purpose of this article is also to permit, regulate and encourage the use of signs with a scale; graphic character, and type of lighting compatible with buildings and uses in the area, which are effective in so as to support and complement land use objectives as set forth in the Comprehensive Plan of the City of Doral.~~

Section. 10-3. Definitions.

For the purposes of this article the following words and phrases are hereby defined as provided in this section, unless the context clearly indicates otherwise. Where there is a question as to the correct classification or definition of a sign, it is the intent of this Chapter to place said sign in the strictest category and/or classification.

- (a) *Sign*: Any display of characters, letters, logos, illustrations or any ornamentation designed or used as an advertisement, announcement, or to indicate direction. Use of merchandise, products, vehicles, equipment, inflated balloons, or the like as an attention attractor or advertising device, with or without a printed or written message or advertisement, shall be considered a sign.
- (b) Abandoned Off-premise Sign: Any off-premise sign that has been discontinued for a period of one hundred eighty (180) days or more, as determined by the Building Official said sign shall be deemed abandoned. The Director of Public Works shall notify the owner of the property on which the sign is located as well as the owner of the sign, if not the same, with fifteen (15) days written notice to (1) submit documentation to the Department of Public Works to establish that the sign has not been abandoned as provided in this section or (2) remove the sign as well as any support structure; in the event the owner of an off-premise sign fails to remove the sign and any support structure as requested, a penalty in the amount of \$250 per day shall be imposed upon the record owner of the sign until the date of removal as well as any costs of removal incurred by the City.
- (c) *Attraction board*: A sign or portion of a sign on which copy is changed periodically, advertising special sales, bargains, etc. Said attraction board may be incorporated into the sign permitted.
- (d) *Awning, canopy, roller curtain or umbrella sign*: Any sign painted, stamped, perforated, or stitched on the surface area of an awning, canopy, roller curtain or umbrella.
- (e) Automatic Changing Signs (“ACS” or “digital signs”): Any characteristics of a sign that appear to have movement or that appear to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes a display that incorporates a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components. This also includes any rotating, revolving, moving, flashing, blinking or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, “digital ink” or any other method or technology that allows the sign face to present a series of images or displays. Also referred to as an electronic changeable copy sign. Nothing herein shall prohibit such signs from also depicting community-oriented and civic activities, such as amber alerts, City Hall meetings and the like.

- (f) *Cantilever*: That portion of a building, projecting horizontally, whether it be on the same plane as the roof line or not.
- (g) *Cantilever sign*: Any sign which is mounted on a cantilever. No cantilever sign may extend beyond the cantilever.
- (h) Changeable Copy sign: a sign or portion thereof which has a readerboard for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device and may be changed or re-arranged manually or mechanically with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign.
- (i) *Construction and/or development sign*: Signage identifying the nature of the property's current development and/or construction.
- (j) *Costume characters or mascots*: Individuals or persons dressed in costume to draw attention to a sales promotion or event whether with or without a sign board.
- (k) *Detached sign*: Any sign not attached to or painted on a building, but which is affixed and permanently attached to the ground. Permanently attached as used herein shall mean that the supporting structure of the sign is attached to the ground by a concrete foundation.
- (l) *Digital changeable message sign*: A sign composed of a digital, holographic, plasma, projection, LED or other format display screen which allows static messages to rotate in succession which advertise the businesses operating, goods sold, services provided or activities occurring on the premises. Nothing herein shall prohibit such sign from also depicting community-oriented and civic activities, such as amber alerts, City Hall meetings and the like.
- (m) *Director*: The Director of Planning and Zoning Department or his qualified agent.
- (n) *Directional sign*: A sign which guides or directs the public and contains no advertising. The name of the facility (such as store name), which the sign is giving direction to, may be included when specified conditions are complied with.
- (o) *Entrance features*: Any combination of decorative structures and landscape elements located at the entrance to a development, which identifies or draws attention to the development and/or exercises control of ingress and egress to the development. An entrance feature may include, although not necessarily be limited to, ornamental walls, fences, identifying lettering, logos, works of art, and other decorative structures, earthworks, water bodies, fountains, trees, plantings, and other landscape elements, as well as gatehouses, either similarly or in any combination thereof.
- (p) Flashing sign - a directly or indirectly illuminated sign or portion thereof that exhibits changing light or color effect by any means, so as to provide intermittent illumination that changes light intensity in sudden transitory bursts and creates the illusion of intermittent flashing light by means of animation, streaming, graphic bursts showing movement, or any mode of lighting which resembles zooming, twinkling or sparkling.

- (q) *Flat sign*: Any sign attached to and erected parallel to the face of, or erected or painted on the outside wall of any building, and supported throughout its length by such wall or building.
- (r) *Height of sign*: The distance between the top of a sign and the centerline grade of the adjacent roadway, or to the centerline grade of the Florida Turnpike and the Dolphin and Palmetto Expressways if the sign is visible and within 100 feet from the those highways. The height of sign shall be measured to surface roads only. The height difference between the centerline for bridges, overpasses or similar elevated roads shall permit a maximum of half of the vertical distance between the top of a sign and the centerline grade.
- (s) *Marquee*: A covered structure projecting from, and supported by the building with independent roof and drainage provisions, and which is erected over a doorway or entranceway as protection against the weather.
- (t) *Marquee sign*: Any sign attached to or hung from a marquee.
- (u) *Monument sign*: Monument signs have a solid base that the sign face is installed upon. Eighty percent of the solid base shall be on the ground with gap no more than 12 inches from the base to the ground. These signs should be designed so that the style of the sign and its base are consistent with the architecture of the building(s) on the site. Signs supported by pole(s) that are built and/or designed to look like solid base as in monument signs are considered to be in compliance with this definition.
- (v) Multi-vision or Multi-Message sign (Tri-vision sign): any sign composed in whole or in part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image and when properly functioning allows on a single sign structure the display at any given time one of two or more images.
- (w) Off-Premise Sign ("Billboard Sign"): means a sign other than an on-premise sign.
- (x) On-Premise Sign: means a sign which advertises only goods, services, facilities, events, or attractions on the premises where located.
- (y) *Pole sign*: A freestanding sign attached to a pole or poles erected directly into the ground.
- (z) *Portable sign*: Any sign not attached to or painted on a building and not affixed or permanently attached to the ground.
- (aa) *Projecting sign*: Any sign which is an independent structure, which is attached to the building wall, and which extends at any angle from the face of the wall. No projecting sign shall extend above the roof or parapet wall in any residential district.
- (bb) *Regional Mall*: An retail mall containing a minimum of three major tenants (minimum 100,000 square feet), located on not less than 70 acres and consisting of not less than a total of 1,000,000 square feet of building area.
- (cc) *Regional Mall Identification Sign*: A monument sign located within the property of a Regional Mall which identifies the mall and may identify mall tenants or products sold within the Regional Mall.

- (dd) *Reverse channel letter sign*: Opaque individual letter, numbers or logos that are mounted directly on the wall with lighting within the letter, number or logo so that they reflect off of the wall, i.e., reverse lighting.
- (ee) *Roof sign*: Any sign which is painted on, fastened to, or supported by the roof or erected over the roof.
- (ff) *Sandwich or sidewalk sign*: A moveable sign not secured or attached to the ground.
- (gg) *Semaphore sign*: Any sign consisting of one or two -faced canvas, vinyl or vinyl-like material signs extending horizontally from a light standard.
- (hh) *Temporary signs*: Any sign(s) to be erected on a temporary basis, such as signs advertising the sale or rental of the premises on which located; signs advertising a subdivision of property; signs advertising construction actually being done on the premises on which the sign is located; signs advertising future construction to be done on the premises on which located, and special events, such as carnivals, concerts, public meetings, sporting events, political campaigns or events of a similar nature.
- (ii) Video Display sign: a sign that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text and depicts action or a special effect to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames which give the illusion of motion, including but not limited to the illusion of moving objects, moving patterns or bands of light, or expanding or contracting shapes, that are projected images or messages with these characteristics onto buildings or other objects, also could be referred to as an electronic graphic display sign, but does not include an Automatic Changing sign.
- (jj) *Wall*: For sign purposes, that portion of the building's exterior, horizontal surface on the same plane, regardless of vertical or horizontal indentations, and including the surface of parapets and pylons projecting from the building. For sign purposes, there shall be considered to be only four (4) planes to any building and it shall be the prerogative of the Director to determine which portion of odd-shaped buildings, such as buildings of hexagon or octagon design, to which flat signs may be affixed, with such location to be so determined as to prevent a grouping of signs which can be viewed from one (1) direction.
- (kk) *Wall sign*: Any sign painted on or attached to and erected parallel to the face of, or erected and confined within the limits of, the outside wall of any building and supported by such wall or building and which displays only one (1) advertising surface.
- (ll) *Wallscape Sign*: Any mosaic, painting or graphic art technique applied, placed directly onto or attached to and erected parallel to the face of, or painted on the outside wall of a building for purposes of advertising the businesses operating, goods sold, or activities occurring therein. All such graphics shall either be framed or attached to a frame mounted to the wall.

ARTICLE I GENERAL PROVISIONS

Section 10-4. Interpretation.

Only those signs that are specially authorized by this sign code shall be permitted. Those that are not listed or authorized shall be deemed prohibited.

Section 10-5. Permits required.

- (a) *Applications and permits.* No sign, unless excepted by this article, shall be erected, constructed, posted, painted, altered, maintained, or relocated, except as provided in this article and until a building permit has been issued. Before any permit is issued, an application for such permit shall be filed together with three (3) sets of drawings and/or specifications (one (1) to be returned to the applicant) as may be necessary to fully advise and acquaint the issuing department with the location, method of construction, type of materials, manner of illumination, method of erection, securing or fastening, number and type of signs applied for, and advertisement to be carried. All signs which are electrically illuminated by neon or any other means shall require a separate electric permit and inspection.
- (b) *Consent of property owner.* No sign shall be placed on any property unless the applicant has the written consent of the owner and lessee, if any, of the property.
- (c) *Calculating sign area.* The area of a sign face shall be calculated by the number of square feet of the smallest rectangles within which a sign face can be enclosed. The sign face shall include entire area of sign, including letters, numbers, characters, logos, emblems, information, or other display including materials or colors, utilized to differentiate the sign from the backdrop or structure on which it is placed, including all materials to form the cabinet or other structural members of the sign. Sign area shall not include any supporting framework, bracing, or decorative fences or wall when such wall is consistent with the requirements of this Code. The Director shall have the discretion of determining the area of any sign and may be guided by calculations as made by a licensed, registered engineer when same are shown on the drawing.
- (d) *Sign area of multi-faced signs.* Sign area for multi-faced signs shall be calculated as indicated below:
 - (1) The area of double faced sign with sign faces that are parallel or the interior angle of the two faces is 15 degrees or less shall be calculated using the area of only one sign face.
 - (2) The area of a double faced sign with sign faces having an interior angle of more than 15 degrees, the area of both sign faces shall be added together to determine total area of a sign.
 - (3) The sign area of multi-faced signs is calculated based on the principle that all sign elements that can be seen at one time or from one vantage point should be considered in measuring that particular sign face.

Section 10-6. Nonconforming signs.

- (a) All future changes to any of the following existing nonconforming signs will require conformity to this section:

- (1) All signs that are damaged and need repair which is in excess of 50% of the value of the sign due to natural calamities.
 - (2) All signs that are being repaired or upgraded substantially at the cost of with more than 50% of the value of the sign.
- (b) The following nonconforming signs that existed when the sign code ordinance became effective may be continued, although it does not conform to all the provisions hereof, provided that no text or structural alterations are made thereto and that all such nonconforming signs shall be completely removed from the premises or made to conform by May 15, 2012:
- (1) Residential uses - All permanent ground signs that are not monument or decorative wall signs.
 - (2) Non-Residential uses - All permanent ground signs that are not monument, pylon or decorative wall signs.

Section 10-7. Compliance with codes.

- (a) All signs shall conform to the requirements of the building, electrical, and other applicable technical codes, except as may be otherwise provided herein.
- (b) *Advertising conflicting with zoning rules.* No sign shall be erected or used to advertise any use or matter which would conflict with the regulations for the district in which it is located or be in conflict with the use permitted under the certificate of use or occupancy for the property.

Section 10-8. Qualification and certification of erector.

Where the erection of any sign requires compliance with any City of Doral's technical code, the erector of the sign shall qualify with the respective examining board.

Section 10-9. Fees required.

No sign, where a permit is necessary, shall be exhibited unless the required permit fees are paid.

Section. 10-10. Time limitation of permits.

All signs shall be erected on or before the expiration of ninety (90) days from the date of issuance of the permit. If the sign is not erected within said ninety (90) days, the permit shall become null and void, and a new permit required; provided, however, that the Director may extend such permit for a period of ninety (90) days from the date of the expiration of the permit if written application for such extension is received and approved by the Director prior to the expiration date of the initial permit and provided that the proposed sign complies with all requirements in effect at the date of such renewal.

Section 10-11. Identification of permit holder on sign.

Each sign requiring a permit shall carry the permit number and the name of the person or firm placing the sign on the premises; such marking shall be permanently attached and clearly visible from the ground.

Section 10-12. Responsibility for sign.

The owner and/or tenant of the premises, and the owner and/or erector of the sign shall be held responsible for any violation of this chapter; provided, however, that when the sign has been erected in accordance with this chapter, the sign company shall be relieved of further responsibility as to the City after final approval of the sign.

Section 10-13. Inspection.

No sign shall be approved for use, unless the same shall have been inspected by the Department issuing the permit, and no sign shall be erected or used unless it complies with all the requirements of this chapter and applicable technical codes. The holder of a permit for a sign shall request inspections of a sign as follows:

- (a) Foundation inspection (this shall include method of fastening to building or other approved structure).
- (b) Shop inspection (electrical and/or structural where indicated on the permit and/or approved plan).
- (c) Final inspection (this shall include structural framing, electrical work identification of permit number and erector of sign, etc.).
- (d) Any additional inspections which may be specified on the permit and/or approved plans.

Section 10-14. Signs permitted without a sign permit.

- (a) Temporary signs not exceeding six (6) square feet in area and not electrically illuminated will not require a sign permit, but must otherwise comply with this article and applicable technical codes.
- (b) Traffic signs, provisional warnings and signs indicating danger, are exempt from this chapter. Such exempted signs shall not contain any commercial advertisement.
- (c) Awning, canopy, roller curtain, umbrella signs shall be limited to eight-inch letters in height, and shall not exceed a total coverage of twenty-four (24) square feet. Any such sign shall be limited to the identification of the occupant and/or use of the property. No sign permit shall be required for the awning, canopy, roller curtain or umbrella sign, but the same shall comply with applicable technical codes.

- (d) Disabled or handicapped parking signs. Signs required by State law or County ordinance for parking spaces reserved for disabled or handicapped persons shall not require a sign permit.
- (e) Signs not exceeding one and one-half (1 $\frac{1}{2}$) square feet in area and bearing only property street numbers, post box numbers, or name of occupant of premises.
- (f) Flags and insignia of any government, except when displayed in connection with commercial promotion.
- (g) Legal notices, identification, information, or directional signs erected by or on behalf of governmental bodies.
- (h) Integral decorative and architectural features of buildings except letters, logos, trademarks, moving parts or moving lights.
- (i) Signs within enclosed buildings or structures which are so located that they are not visible from public or private streets or adjacent properties such as signs in interior areas of malls, commercial buildings, ball parks, stadiums and similar structures or uses, providing said signs are erected in such a manner as not to be hazardous. If illuminated, the necessary electrical permits shall be obtained.
- (j) Temporary holiday decorations provided said decorations carry no advertising matter and further provided that such decoration is not up more than sixty (60) days for a single holiday and is removed within twenty one (21) days after the holiday ends.
- (k) "Danger," "No Parking," "Post No Bills," "Bad Dog," and similar warning signs, provided such signs do not exceed an area of one (1) and one-half (1.5) square feet.
- (l) Banners and other decorative materials in conjunction with an event conducted pursuant to a dedication or a grand opening, are permitted without a sign permit. Such banners and decorative materials are not to be posted more than thirty (30) days preceding the event, and are to be removed within seven (7) days following the grand opening day of the event.
- (m) The City Manager, or designee, shall be permitted to post banners promoting park activities, special events and sponsorships relating to same, provided (i) such banners are posted in the City of Doral where the activity or special event will occur; (ii) that each banner shall be limited in size to no more than thirty (30) square feet; (iii) that the banner shall not be posted more than sixty (60) days preceding the activity or event and shall be removed within seven (7) days following the activity or event. Banners complying with the conditions specified in this subsection shall be permitted without a sign permit.
- (n) Signs required by law.
- (o) Baby stroller parking signs. Signs required for parking spaces reserved for persons transporting young children and strollers shall not require a sign permit.
- (p) "No Trespassing" signs, provided such signs do not exceed an area of three (3) square feet and are consistent with state law.

- (q) Semaphore signs no greater than four (4) feet in width and seven (7) feet in length. Maximum two (2) signs per light pole.

Section 10.15 Prohibited Signs.

- (a) No sign shall be so located as to constitute a danger to public safety.
- (b) No sign shall exhibit thereon any lewd or lascivious matter.
- (c) No sign shall be attached to trees, utility poles or any other unapproved supporting structure.
- (d) Roof signs are prohibited in all the districts.
- (e) No signs shall be erected or painted on fence and wall enclosures in residential districts. Fence and wall signs shall be prohibited in the residential districts.
- (f) Even if not classified as a sign, blinking or flashing lights, streamer lights, pennants, banners, streamers, and all fluttering, spinning or other type of attention attractors or advertising devices are prohibited except for national flags, flags of bona fide civic, charitable, fraternal and welfare organizations and further except during recognized holiday periods such attention attractors that pertain to such holiday periods may be displayed on a temporary basis during such periods. The flags permitted by this subsection shall not be used in mass in order to circumvent this subsection by using said flags primarily as an advertising device.
- (g) No revolving or rotating sign shall be permitted or erected except as a permanent sign in commercial and industrial zoning districts. Such signs shall be illuminated by internal lighting only.
- (h) Any signs which are not traffic signs as defined in Miami Dade County Code Section 33-94(b) which use the word "stop" or "danger" or present or imply the need or requirement of stopping, or which are copies or imitations of official signs. Red, green or amber (or any color combination thereof) revolving or flashing light giving the impression of a police or caution light is a prohibited sign, whether on a sign or on an independent structure.
- (i) Portable signs unless otherwise authorized by law shall be prohibited, including those that are tied down with metal straps, chaining, or otherwise temporarily anchored to an existing structure or other similar method of anchoring.
- (j) Signs painted or affixed in any manner to any vehicle, trailer or pickup truck, van or similar transportable device and which is used to advertise a place of business or activity as viewed from a public road shall be prohibited. This shall not be interpreted to prohibit identification of commercial vehicles provided such vehicles are operational and moved and used daily for delivery or service purposes and are not used, or intended for use, as portable signs. This sign shall also not be interpreted to apply to buses, taxicabs, and similar common carrier vehicles which are licensed or certified by City of Doral or other governmental agency.

- (k) A sign that significantly covers, interrupts or disrupts the major architectural features of a building.
- (l) Abandoned signs.
- (m) All signs located on or over public property or right-of-way, except those installed by governmental agencies.
- (n) Any signs that in the opinion of the City Manager or his designee constitute a safety hazard.
- (o) Attention-getting devices
- ~~(p) Offsite signs such as Billboards~~
- (q) Pole signs
- (r) Off-premises signs except as provided for in Article III of this Ordinance
- (s) All inflatable signs such as balloons.
- (t) Sandwich or sidewalk signs except as specifically approved.
- (u) Hand held advertising signs with the exception of non-profit fund raisers, temporary and election signs.
- (v) Costumed characters or mascots
- (w) Any sign that is not specifically allowed under the provisions of this Ordinance.

Section 10-16. Illumination.

Except as provided in Section 15 above, signs illuminated by flashing, moving, intermittent, chasing or rotating lights are prohibited. Signs may be illuminated by exposed bulbs, fluorescent tubes, interior lighting, or by indirect lighting from any external source. Indirect lighting, such as floodlights, shall not shine directly on adjacent property, motorists or pedestrians. Illumination shall be such that it will provide reasonable illumination, no spillage, and eliminate glare and intensity which might pose safety hazards to drivers and pedestrians. Revolving and rotating signs shall be illuminated by internal lighting only.

Section 10-17. Maintenance of signs.

- (a) All signs shall be properly maintained in a safe and legible condition at all times. In the event that a use having a sign is discontinued for a period of forty-five (45) days, all signs identifying the use are to be removed from the site or in the case of a painted sign, painted out. Sign removal shall be the responsibility of the owner of the property.
- (b) *Latticework, painting, etc.* Where the rear of any sign is visible from a street, park or residence, or from a Residential or Business zoning district, the exposed structural members of such sign shall be either concealed by painted latticework, slats or be suitably

painted or decorated, and such back screening shall be designed, painted and maintained to the satisfaction of the Director of Planning & Zoning Department.

- (c) *Removal of dilapidated signs.* The Director of Planning & Zoning Department may cause to be removed any sign which shows neglect or becomes dilapidated or where the area around such sign is not maintained as provided herein after due notice has been given. The owner of the sign and/or the property shall be financially responsible for the removal of the sign.

ARTICLE II SIGN STANDARDS REQUIREMENTS AND CHARTS

Section 10-18. Generally.

The following charts indicate the physical standards and requirements applicable to signs and the districts in which they are permitted. The following standards are subject to other applicable technical code requirements.

Section 10-19. Temporary signs.

- (a) *Permitted Temporary Signs.* Temporary signs allowed within the city are listed in the Table at the end of this section.
- (b) *Approval.* All temporary signs shall be approved by the City unless otherwise provided in this chapter. Signs not approved by the City are subject to immediate removal by the city, at the expense of the owner. All temporary signs shall comply with the following standards:
 - (1) *Illumination:* Temporary signs shall not be illuminated.
 - (2) *Setbacks:* 5 feet minimum from official r-o-w line unless attached to an existing building; 15 feet from an interior side property line.
 - (3) *Maximum height:* Maximum height shall not exceed 10 feet measured from the grade to top of the sign unless otherwise provided in this section.
 - (4) All temporary signs shall be placed in such a manner not to interrupt the line of sight for vehicles at the intersections.
 - (5) All temporary signs shall be pre-painted and/or printed. No handwritten signs shall be permitted.

Type of Sign	Maximum Size (Square Feet)	Setbacks & Earliest Installation Date (EID)	Final Removal Date	Notes and Remarks
<i>Political Signs (no permit required)</i>	<ul style="list-style-type: none"> •Residential – 4 sq.ft. Signs shall not exceed 4 ft. in height. •Nonresidential – 4 sq.ft. Sign shall not exceed 6 ft in height. 	<p>Setbacks – 5 feet minimum from official r-o-w line .</p> <p>EID -</p> <ul style="list-style-type: none"> •Residential – none •Nonresidential-30 days before primary, general or runoff election of referendum. 	7 days after election.	<ul style="list-style-type: none"> •One (1) sign per candidate or issue per private property unless it is on a corner lot, in which 2 signs per candidate, measure of issue may be placed. •Signs may not be placed on public property; •No roof signs, banners or balloons •Signs may not obstruct vision at corners, intersections, etc.; •Applicable to federal, state, county, and local elections. (See Doral Ordinance 2006-19)
<i>Free Speech Signs (no permit required)</i>	<ul style="list-style-type: none"> •Residential- 6 sq.ft. •Nonresidential – as permitted by sign regulations. 	<p>Setbacks – Residential - 5 feet minimum from official r-o-w line unless attached to an existing building; 15 feet from an interior side property line.</p> <p>Non-Residential – As permitted by sign regulations.</p> <p>EID - None</p>	None	<ul style="list-style-type: none"> •1 sign per residential dwelling or lot; •1 sign per nonresidential parcel or lot; •Sign may be installed in lieu of any permitted nonresidential sign; •Signs may not be placed on public property; •Signs may not be placed in public rights-of-way; •Signs may not obstruct vision at corners, intersections, etc.

Type of Sign	Maximum Size (Square Feet)	Setbacks & Earliest Installation Date (EID)	Final Removal Date	Notes and Remarks
<i>Sale: Residential Open House (no permit required)</i>	6	<p><i>Setbacks-</i> 5 feet minimum from official r-o-w line; 15 feet from an interior side property line.</p> <p><i>EID -</i> Day open house begins .</p>	Day open house closes	
<i>Sale of Land, Building, or Portion of Building and/or open house.</i>	32	<p><i>Setbacks –</i> Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line.</p> <p><i>EID -</i> When property offered for sale or development order issued or day open house begins</p>	5 days after closing	
<i>Rent or Lease: Building</i>	32	<p><i>Setbacks –</i> Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line.</p> <p><i>EID -</i> When building offered or development order issued</p>	5 days after rented or leased	Signs of permanent nature (no pole signs) are required for buildings that always (year round) have vacancies to rent or lease buildings and/or portion of building. This sign can be combined with permanent signs.
<i>Rent or Lease: Portion of Building</i>	16	<p><i>Setbacks –</i> Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line.</p> <p><i>EID -</i> When building</p>	5 days after 100 percent (100%) rented or leased	Signs of permanent nature (no pole signs) are required for buildings that always (year round) have vacancies to rent or lease buildings and/or portion of building.

Type of Sign	Maximum Size (Square Feet)	Setbacks & Earliest Installation Date (EID)	Final Removal Date	Notes and Remarks
		offered or development order issued		This sign can be combined with permanent signs.
<i>Construction and/or Development Sign</i>	64	<p><i>Setbacks –</i> Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line.</p> <p><i>EID -</i> When complete development order application filed with city</p>	On receipt of first certificate of occupancy	One sign for every 360 feet of frontage.
<i>Project Suppliers/trades</i>	32	<p><i>Setbacks –</i> Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line.</p> <p><i>EID -</i> Issuance of building permit</p>	On receipt of final certificate of occupancy	32 sq.ft is total for all suppliers/trades.
<i>Signage on construction barrier/ fence</i>	10% of the total barrier area	<p>Setbacks and EID as required for construction barriers.</p> <p>Signage may exceed 2 feet above the height of the construction barrier.</p>	Same as the construction barrier.	•Signage identifying the nature of the property's current development, contractor's information, leasing information, corporate logos and renditions of the future development.
<i>Murals and other decorative elements on the construction barriers/ fence</i>	15% of the total barrier area	Setbacks and EID as required for construction barriers.	Same as the construction barrier.	<ul style="list-style-type: none"> •Letters, logos and numbers are prohibited •May not contain any rendition of the proposed development or element of the

Type of Sign	Maximum Size (Square Feet)	Setbacks & Earliest Installation Date (EID)	Final Removal Date	Notes and Remarks
				proposed development.
<i>Grand Opening/ Project Opening/ New Businesses</i>	32	<i>Setbacks –</i> Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line. <i>EID - <u>30</u></i> 7-days before event	40 <u>7</u> days after opening or event	•Special event approval is required prior to sign approval.
<i>Outparcel/Phase Opening</i>	32	<i>Setbacks –</i> Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line. <i>EID -</i> 7 days before event	10 days after opening	
<i>Special Event/Sale Not for Profit</i>	16	<i>Setbacks –</i> Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line. <i>EID -</i> 7 days before sale/event	1 day after sale/event	•Not for profit/nonprofit organization only. •Special event approval is required prior to sign approval.
<i>Special Event/sale for Profit</i>	16	<i>Setbacks –</i> Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line. <i>EID -</i> 7 days before event	1 day after sale/event	•Special event approval is required prior to sign approval.
<i>Golf Event Sign</i>	16	<i>Setbacks/requirements –</i>	1 day after event	•Banner must include reference to

Type of Sign	Maximum Size (Square Feet)	Setbacks & Earliest Installation Date (EID)	Final Removal Date	Notes and Remarks
		Banner affixed to the building or tenant unit. <i>EID</i> - 7 days before event		the golf event.
<i>Special event - School/Day Care/Nursery</i>	32	<i>Setbacks</i> – Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line. <i>EID</i> - Allowed for a maximum of 30 days for every special event.	Allowed for a maximum of 30 days for every special event.	
<i>Garage Sale</i>	4	<i>Setbacks</i> – Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line. <i>EID</i> - 1 Day before sale	Day of sale	1 sign for the sale
<i>Outside Sales/Sites Without Buildings</i>	16	<i>Setbacks</i> – Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line. <i>EID</i> - Day before sale	1 day after sale	Must comply with council-approved administrative policy.
<i>Special Event Direction Signage</i>	4	<i>Setbacks</i> – Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line.	1 day after event	•Special event approval is required prior to sign approval.

Type of Sign	Maximum Size (Square Feet)	Setbacks & Earliest Installation Date (EID)	Final Removal Date	Notes and Remarks
		EID - Day before event		
Construction Entrance	16	Setbacks – Residential - 5 feet minimum from official r-o-w line; 15 feet from an interior side property line. EID - Issuance of land clearing, land alteration, or building permit	On receipt of final certificate of occupancy	

Section 10-20. Permanent signs for Residential uses.

(a) *Residential permanent signs.* The following signs are authorized for all Residential uses:

- (1) *Development identification sign.* Permitted only for (i) multifamily buildings with more than five units; (ii) single-family developments with more than five units. Where multifamily dwellings are part of a larger development, there shall be only one development identification sign on each public street frontage of the development.

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	One monument sign (or sign mounted on perimeter wall) per street frontage indicating the name and address of the complex, except two are permitted where attached to wall of symmetrical entrance feature.
Sign area (maximum):	40 square feet for each sign
Sign height (maximum):	Eight feet from grade to top of the sign
Setback (minimum):	5 feet from right-of-way, 5 feet from interior side property line
Illumination:	Externally illuminated signs only

- (2) *Directional.*

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
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Number:	To be approved as part of site plan. If not approved as part of site plan, separate permits required
Sign area (maximum):	Four square feet each sign
Sign height (maximum):	Three feet
Other restrictions:	No advertising copy. Logos may cover no more than 25 percent of the sign area

Section 10-21. Permanent signs non-residential uses.

(a) *Commercial retail signs.* Following signs are authorized for all authorized commercial/retail uses in the City:

- (1) Detached, freestanding or monument signs where otherwise permitted, shall not be closer than 200 feet to any other previously permitted detached, freestanding or monument sign. Only ten percent of this signs could contain changeable copy in the entire city except for signs fronting on Doral Boulevard and within 1000' of Doral Blvd.

TABLE INSET:

	Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):		One for first 300' lineal feet of frontage; each additional sign for every 500' lineal feet of frontage thereafter. Except for gasoline station parcels where a 40 square foot sign shall be permitted notwithstanding the street frontage or distance separation of the parcel occupied by the gasoline station. (Subdivision of an existing building or planned building group shall not entitle the new parcels to additional monument signs)
Sign area (maximum):		40 square feet for first 50' of lot frontage; additional 0.75 sq.ft of sign area for each additional foot of street frontage; maximum area of 300 sq.ft.
Sign height (maximum):		Eight feet; twelve feet for gas stations.
	Setback (minimum):	Setback from the street r.o.w.'s is 7 feet for a sign not exceeding 40 square feet; thereafter additional setback of 0.8125 feet for each 10 square feet of sign (calculated to the nearest 1/2 foot). Interior side setback is a minimum of 3 1/2 feet for a sign not exceeding 40 square feet; thereafter the interior side setback shall be increased by 10 percent of the calculated street frontage up to 100 lineal feet and by 20 percent of the calculated street frontage where the same exceeds 100 lineal feet but does not exceed 200 lineal feet; then increases by 30 percent of the calculated street frontage above the 200 lineal feet.

From side property line:	20 feet
Illumination:	Externally illuminated signs or internally illuminated letters or logos only
Supplemental provisions:	
Logos may cover no more than 25 percent of the sign area.	
Time and temperature sign authorized within total permitted sign area.	
Landscaping and visibility sight triangle on corner lot.	See applicable provisions contained in this section
Changeable copy sign:	Schools, religious and public institutions only may be permitted one changeable copy sign in lieu of the permitted monument sign. Said sign shall not exceed 48 square feet in sign area
Digital changeable message sign	The digital changeable message sign shall not exceed 48 square feet in sign area

- (2) Wall sign. (Permitted only on buildings where the majority of the floor area is in retail use. In the case of a multi-tenant center, wall signs are permitted on walls that face an access drive or internal courtyard.)

TABLE INSET:

	Approvals	Planning and Zoning, Building Departments
Type:		
Number (maximum):		One per ground or second floor establishment which has its own frontage and entrance facing a public street. (If the parcel frontage requirement for a monument sign precludes an office building from having a monument sign, one building identification wall sign that otherwise meet the wall sign standards is authorized). Corner or through store locations may have an additional wall sign. Such second sign shall be limited to 50 percent of the square footage of the primary sign. Individual use buildings, may have multiple signs not to exceed the sign area requirements.
Sign area (maximum):		1.25 square feet for each one lineal foot of tenant frontage.
Illumination:		See definition of reverse or channel letter sign

- (3) Canopy sign.

TABLE INSET:

	Approvals necessary	Planning and Zoning, Building Departments
Number (maximum):		One per canopy
Sign area (maximum):		Four square feet

Minimum clearance above ground:	Eight feet
Must be rigidly attached.	

(4) Awning sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	One per awning
Logo:	Maximum of six square feet

(5) Directory sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	One per multi-tenant center, in addition to other permitted signs
Sign area (maximum):	32 square feet. Complex name and /or address shall not exceed 50 percent of base height
Location:	On building wall (or freestanding within internal courtyard)
Illumination:	Externally or internally illuminated signs

(6) Window sign (permanent).

TABLE INSET:

Approvals necessary:	Planning and Zoning Department
Number (maximum):	One per establishment
Sign area (maximum):	Four square feet
Illumination:	Prohibited

(7) Directional sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning Department
Number:	To be approved as part of site plan; if not approved as part of site plan, permit required
Sign area (maximum):	Four square feet
Height (maximum):	Three feet
Other restrictions:	No advertising copy. Logos may cover no more than 50 percent of the sign area

(b) *Office signs.* Following signs are authorized for all authorized office uses in the City:

- (1) Detached, freestanding or monument signs where otherwise permitted, shall not be closer than 200 feet to any other previously permitted detached, freestanding or monument sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	One for first 300' lineal feet of frontage; each additional sign for every 500' lineal feet of frontage thereafter. (Subdivision of an existing building or planned building group shall not entitle the new parcels to additional monument signs)
Sign area (maximum):	40 square feet for first 50' of lot frontage; additional 0.75 sq.ft of sign area for each additional foot of street frontage; maximum area of 300 sq. ft.
Sign height (maximum):	Eight feet
Setback (minimum):	
From right-of-way line:	Seven feet
From side property line:	20 feet
Illumination:	Externally illuminated signs or internally illuminated letters or logos only
Supplemental provisions:	
Logos may cover no more than 25 percent of the sign area.	
Time and temperature sign authorized within total permitted sign area.	
Landscaping and visibility sight triangle on corner lot.	See applicable provisions contained in this section
Changeable copy sign:	Schools, religious and public institutions only may be permitted one changeable copy sign in lieu of the permitted monument sign. Said sign shall not exceed 48 square feet in sign area

- (2) Wall sign. (In the case of a multi-tenant center, permitted on walls that face an access drive or internal courtyard.)

TABLE INSET:

Approvals	Planning and Zoning and Building Departments
Number (maximum):	One per ground or second floor establishment which has its own frontage and entrance facing a public street. (If the parcel frontage requirement for a monument sign precludes an office

	building from having a monument sign, one building identification wall sign that otherwise meet the wall sign standards is authorized). Corner or through office locations may have an additional wall sign. Such second sign shall be limited to 50 percent of the square footage of the primary sign. <u>Individual use buildings may have multiple signs not to exceed the sign area requirements.</u>
Sign area (maximum):	1.25 square feet for each one lineal foot of tenant frontage.
Illumination:	See definition of reverse or channel letter sign

- (3) Wall sign. (Permitted only on office and hotel buildings with signs located one to five stories high.)

TABLE INSET:

Approvals necessary:	Planning and Zoning and Building Departments
Number (maximum):	One wall sign per building
	Corner or through store locations may have an additional wall sign. Such second sign shall be limited to 50 percent of the square footage of the primary sign. Such second sign shall not be placed on the same building elevation as the primary sign
Sign area (maximum):	One square foot for each one lineal foot of building frontage
Location:	No wall sign shall be installed on a building elevation that faces an adjacent residentially zoned property located within 300 feet of the elevation
Illumination:	See definition of reverse or channel letter sign

- b. Wall sign. (Permitted only on office and hotel buildings with signs located six to ten stories high.)

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	Two wall signs per building, with one wall sign only per building elevation
Sign area (maximum):	One and one-half square foot for each one lineal foot of building frontage
Location:	No wall sign shall be installed on a building elevation that faces an adjacent residentially zoned property located within 300 feet of the elevation
Illumination:	See definition of reverse or channel letter sign

- c. Wall sign. (Permitted only on office and hotel buildings with signs located 11 to 15 stories high.)

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	Two wall signs per building, with one wall sign only per building elevation
Sign area (maximum):	One and three-quarters square feet for each one lineal foot of building frontage
Location:	No wall sign shall be installed on a building elevation that faces an adjacent residentially zoned property located within 300 feet of the elevation
Illumination:	See definition of reverse or channel letter sign

- d. Wall sign. (Permitted only on office and hotel buildings with signs located 16 to 20 stories high.)

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	Two wall signs per building, with one wall sign only per building elevation
Sign area (maximum):	Two (2) square feet for each one (1) lineal foot of building frontage
Location:	No wall sign shall be installed on a building elevation that faces an adjacent residentially zoned property located within 300 feet of the elevation
Illumination:	See definition of reverse or channel letter sign

- (3) Directory sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	One per multi-tenant center, in addition to other permitted signs
Sign area (maximum):	32 square feet. Complex name and /or address shall not exceed 50 percent of base height
Location:	On building wall (or freestanding within internal courtyard)
Illumination:	Externally or internally illuminated signs

(4) Directional sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning Department
Number:	To be approved as part of site plan; if not approved as part of site plan, permit required
Sign area (maximum):	Four square feet
Height (maximum):	Three feet
Other restrictions:	No advertising copy. Logos may cover no more than 25 50 percent of the sign area

(c) *Industrial signs.* Following signs are authorized for all authorized industrial uses in the City:

- (1) Detached, freestanding or monument signs where otherwise permitted, shall not be closer than 200 feet to any other previously permitted detached, freestanding or monument sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	One for first 300' lineal feet of frontage; each additional sign for every 500' lineal feet of frontage thereafter. (Subdivision of an existing building or planned building group shall not entitle the new parcels to additional monument signs)
Sign area (maximum):	40 square feet for first 50' of lot frontage; additional 0.75 sq.ft of sign area for each additional foot of street frontage; maximum area of 300 sq.ft.
Sign height (maximum):	Eight feet
Setback (minimum):	
From right-of-way line:	Seven feet
From side property line:	20 feet
Illumination:	Externally illuminated signs or internally illuminated letters or logos only
Supplemental provisions:	
Logos may cover no more than	

25 percent of the sign area.	
Time and temperature sign authorized within total permitted sign area.	
Landscaping and visibility sight triangle on corner lot.	See applicable provisions contained in this section
Changeable copy sign:	Schools, religious and public institutions only may be permitted one changeable copy sign in lieu of the permitted monument sign. Said sign shall not exceed 48 square feet in sign area

(2) Wall sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	Individual use buildings, may have multiple signs not to exceed the sign area requirements; however, one for each tenant unit.
	Corner or through store locations may have an additional wall sign. Such second sign shall be limited to 50 percent of the square footage of the primary sign. Such second sign shall not be placed on the same building elevation as the primary sign. <u>Individual use buildings may have multiple signs not to exceed the sign area requirements.</u>
Sign area (maximum):	One square foot for each one lineal foot of building frontage
Location:	No wall sign shall be installed on a building elevation that faces an adjacent residentially zoned property located within 300 feet of the elevation
Illumination:	See definition of reverse or channel letter sign

(3) Directory sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):	One per multi-tenant center, in addition to other permitted signs
Sign area (maximum):	32 square feet. Complex name and /or address shall not exceed 50 percent of base height
Location:	On building wall (or freestanding within internal courtyard)
Illumination:	Externally or internally illuminated signs

(4) Directional sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning Department
Number:	To be approved as part of site plan; if not approved as part of site plan, permit required
Sign area (maximum):	Four square feet
Height (maximum):	Three feet
Other restrictions:	No advertising copy. Logos may cover no more than 50 percent of the sign area

- (d) *Regional Mall signs.* The following signs are authorized in all regional malls located within the City

(1) *Detached, Mall Identification Sign*

TABLE INSET:

Approval necessary:	Planning and Zoning, Building Departments
Number (maximum):	One per regional mall
Sign area (maximum):	Maximum of 800 square feet of sign area with up to 50% of maximum area as digital changeable message sign; on each side of monument.
Calculation:	The square footage shall be calculated based only on the side/area having copy and not include any side without copy on architectural features or shaped sign such as cubes, squares or other geometric shapes or any base or structure around, above or under the sign area.
Sign height (maximum):	40 ft.
Setback (minimum):	15 ft.
Illumination:	External or internal illumination of letters and logos only
Digital Changeable Message Sign:	Maximum of 400 square feet per screen; maximum two screens.

- (2) Detached, freestanding monument signs may be located at each entry drive onto the regional mall property from any abutting public right-of-way.

TABLE INSET:

Approval necessary:	Planning and Zoning, Building Departments
Number (maximum):	One per access drive
	One per each establishment which is located adjacent to the public right-of-way or internal roadway

Sign area (maximum):	300 square feet of sign area.
Calculation:	The square footage shall be calculated based only on the side/area having copy and not include any side without copy on architectural features or shaped sign such as cubes, squares or other geometric shapes. On individual access drives, up to two signs are permitted that do not exceed combined area of 300 square feet.
Freestanding establishment:	See non-residential sign requirements
Sign height (maximum):	20 feet
Setback (minimum):	Six feet
Illumination:	External or internal illumination of letters and logos only

- (3) *Wall Signs.* Wall signs are only permitted on the three exterior walls of each of the major tenants of not less than 100,000 square feet that face the exterior regional mall property. Other tenants larger than 10,000 square feet or that provide direct pedestrian access from the mall property such as major restaurants or theaters, may also have wall signs.

TABLE INSET:

Approval necessary:	Planning and Zoning, Building Departments
Number (maximum):	One for each exterior wall for a tenant of at least 10,000 square feet, facing the exterior mall premises. Such sign may only be located on the exterior wall of the specific tenant space identified.
Sign area (maximum):	500 Square feet per wall for major tenants; 750 square feet total for minor tenants unless they have only one wall, in which they will be limited to 500 square feet.
Major tenants (minimum 100,000 square feet of floor area):	Lettering not over 12 inches located on a wall, overhang or canopy which designates specific uses of a 100,000 square feet tenant shall not constitute a sign for purposes of this section.
Minor tenants (minimum 10,000 square feet of floor area):	Lettering not over 12 inches located on a wall, overhang or canopy which designates specific uses of a 10,000 square feet tenant shall not constitute a sign for purposes of this section.
Exterior access tenants (under 10,000 square feet of floor area):	75 square feet
Illumination:	Reverse or channel letters or external illumination

- (4) *General mall signage.* General mall signage may be placed on the exterior elevations of the mall in addition to the aforementioned provisions.

	Approval necessary:	Planning and Zoning and Building Departments
Type:		
Wallscape Signs		Maximum sign area of 575 square feet; lettering not over 12 inches; Logos not more than 50 percent of the sign area. Maximum 2 signs to be used on exterior walls of mall and adjacent to mall common area entrances.
Wall mall identification signs:		300 square feet; Maximum 2 signs to be used at any exterior wall except on exterior walls serving major tenants over 100,000 square feet of floor area
Illumination:		External illumination
Mall Expansion:		In the event the mall expands (including the addition of new freestanding structures/buildings), signage for expansions shall be approved in conjunction with the site plan approval of those structures/buildings. A sign program shall be submitted which indicates the type, style, material, size and location of the proposed signs, both freestanding and wall mounted.

(5) Canopy sign.

TABLE INSET:

	Approvals necessary:	Planning and Zoning, Building Departments
Number (maximum):		One per establishment
Sign area (maximum):		Four square feet
Minimum clearance above ground:		Eight feet
Construction:		Must be rigidly attached.

(6) Awning sign.

TABLE INSET:

	Approvals necessary:	Planning and Zoning and Building Department
Number (maximum):		One per Awning
Lettering and Logo:		50-percent of the awning surface area

(7) Window sign.

TABLE INSET:

Approvals necessary:	Planning and Zoning Department; no building permit necessary
Number (maximum):	One per establishment
Sign area (maximum):	Four square feet
Illumination:	Internal or external illumination

(8) Directional signs.

TABLE INSET:

Approvals necessary:	Planning and Zoning Department; no building permit necessary
Number:	Approval as part of a site plan; if not approved as part of a site plan, permit required. Such signs may be located as part of the internal road system as needed to insure traffic flow and circulation
Sign area:	100 square feet
Height:	Ten feet
Other restrictions:	Only 10,000-square feet tenant identification, name and/or logos allowed. A maximum of 10 panels permitted per sign fascia
	Logos may cover no more than 50 percent of the sign area

Since mall areas are by nature public access areas, necessary precautions must be taken for the public safety, and permits will be required and processed in the usual fashion for any sign installation in the mall area; the processing shall include usual requirements for plans showing construction, method of installation, location, size and height above the pedestrian pathway. Interior wall, window, awning, canopy signs and interior mall directory signs will be permitted and shall not be calculated as one of the signs permitted under the sign section. Any non-conforming, legally permitted signs that existed at the time this section became effective may be continued, although it does not conform to all the provisions hereof, provided that no structural alterations are made thereto except for change of copy.

The courtyard area may have entry signs and logos to identify the courtyard area but shall not specify tenants. Such signs may be mounted on a wall, entry structure or other decorative feature. Such entry signage (lettering) shall be limited to 75 square feet.

Signage internal to the enclosed structure or courtyard of a regional mall shall not be required to conform to these regulations. However, a building permit shall be required for installation of all such signs.

Directional signs without advertising throughout the parking garage are exempt from this limitation.

(e) Supplemental Regulations.

(1) *Regional Mall alternative sign graphics criteria.* The owner of a Regional Mall, or its authorized representative, may choose to comply with the standards for Regional Mall district signs or, alternatively, apply for approval of alternative sign graphics criteria as described below.

(a) The owner shall submit to the City Manager a written statement of the uniform sign graphics criteria (the "criteria"). The City Manager shall review the criteria, make a recommendation and submit the criteria, along with the recommendation, to the City Council for final approval. Once the criteria have been approved, they shall apply to the entire Regional Mall, as well as to each individual occupant, and shall remain in effect for as long as the Regional Mall center exists, regardless of any change in ownership or management, unless and until the owner obtains approval to amend the criteria or revert to the standards contained herein from the City Council. The criteria for each Regional Mall shall include, but not be limited to, colors, type of signs, style of letters, size of letters (maximum or minimum) and size of signs.

(b) Any applications to erect any sign (except for those signs defined herein which do not require a permit) for any portion of a Regional Mall shall include and comply with the criteria established for the Regional Mall, a sketch of the proposed sign and the written consent of the owner of the multi-tenant center for the proposed sign.

(2) *Landscaping of detached, monument, and freestanding signs.* Unless otherwise provided in this Code, all detached, monument, and freestanding signs shall be placed in a planting bed with landscaping surrounding the sign on all sides. This bed shall contain shrubs, flowers or other ground cover, and shall be shown on a site plan or survey submitted for approval in conjunction with a sign permit application.

Section 10-22. Street signs.

All street sign materials, poles, base and mountings shall comply to the following specifications, design and to be in compliance with FDOT, County and City specifications with the greater of the three taking precedence.

(a) ALUMINUM - All aluminum components are to be 6061T6 as FDOT specified with certificates available.

(1) Frangible 3" pole OD NCHRP 530 approved - 10' length with pre-drilled holes for mounting brackets for blades to post.

(2) Finial is #319 cast aluminum with certificate available.

(3) Medallion for finial .125 laser cut sheet 11.25" diameter.

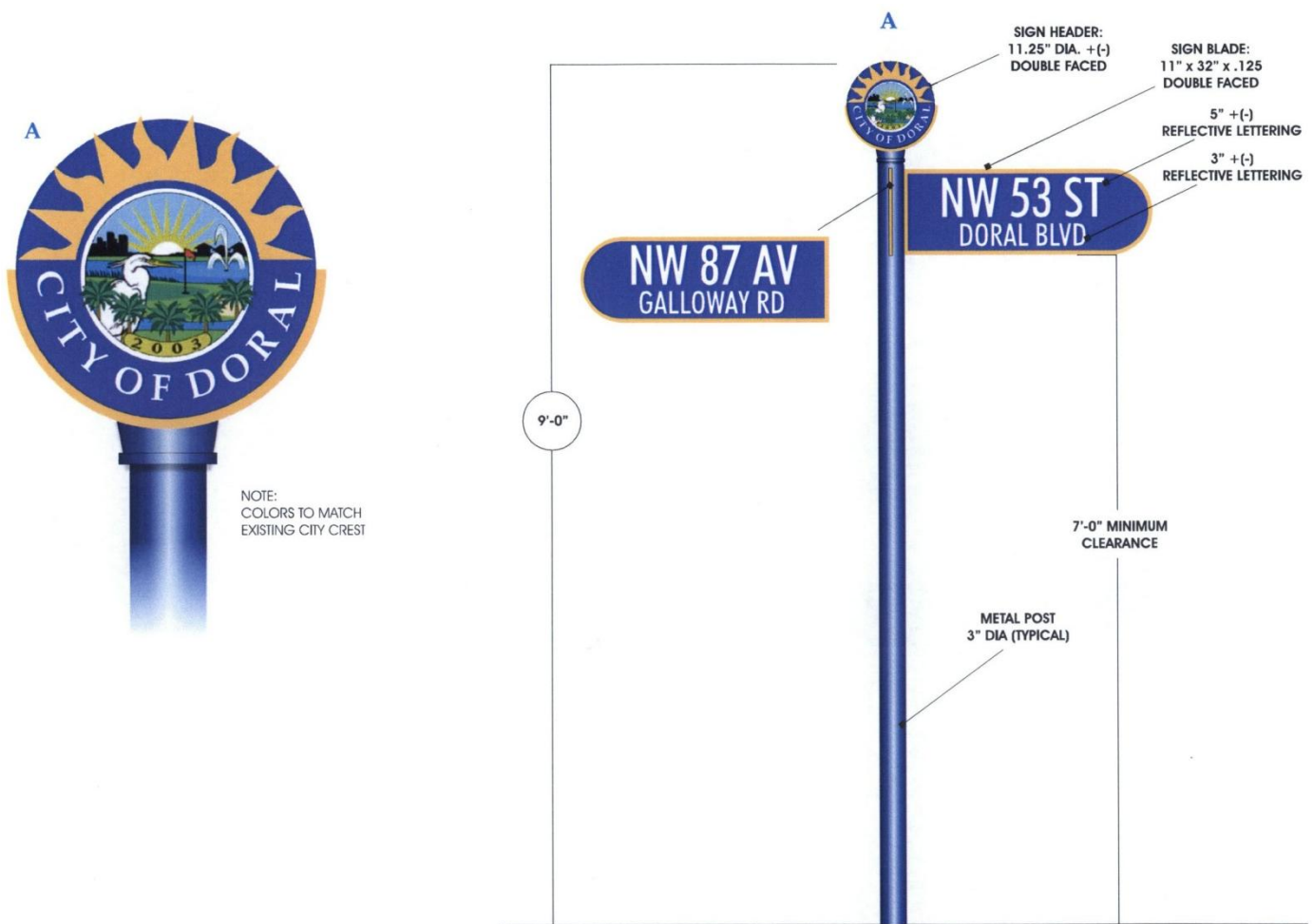
(4) Installation sleeve 3'4"L x 3/16" x 3-1/16" ID (base) with 3' in ground.

(5) Vandal proof securing mechanism to secure 3.5 post to base with pre-drilled holes in sleeve and post.

- (6) Back plate/bracket for sign unit with 'STOP' sign.
 - (7) Nuts, bolts, attachment unit. All to comply with FDOT, County and City specifications.
 - (8) Pre-drilled hole locations to be distributed at pre-construction meeting.
- (b) COATINGS - Paint Coatings will be 10 year warranty against loss of gloss and color PPG Coroflan Brand or equal.
- (c) REFLECTIVE FILM
- (1) 3M BRAND.
 - (2) Street signs Hi Intensity #3870 (FDOT guideline specified).
 - (3) Medallion is to be engineer grade #680-10.
 - (4) Overlay film (all printed units) will be 8519 Lustre with UV protection.
- (d) WARRANTY - General Sign Unit Warranty (normal wear) will be eighteen months on sign unit.

Related secondary warranty and specification:

- (e) SIGN COMPONENTS - All basic sign components and materials will comply with FDOT, County and City standards. All aluminum components will meet or exceed FDOT requirements. Aluminum Sign Pole will be frangible in design and approved by FDOT.



(f) Metal type, general specifications, projected durability will be:

- (1) Finial (aluminum 15 years).
- (2) Pole (aluminum 15 years).
- (3) Installation Sleeve (Base) (aluminum 15 years).
- (4) Sign Structure (aluminum 15 years).
- (5) Metal type, general specifications, projected durability.
- (6) Sign Substrate (substrate and legends materials 5 years)
Metal type, general specifications, projected durability.
- (7) Sign Legend Materials, Overlay Film and Inks
3M materials (engineer grade and hi intensity) identified overlay
type, compatible inks with reflective sheeting 5-7 years projected.
- (8) Fasteners, nuts, bolts, washers (aluminum 5-7 years projected durability)
All fasteners will be aluminum with manufacturers cut sheets and specifications
provided.
- (9) Paints (10 year warranty against loss of gloss and color
PPG Coroflan Brand or equal
Specialty (auto body) paint reference manufacturers' specification.
- (10) Anodized items (projected life only) Specialty reference manufacturers'
specification

Section 10-23. Entrance Features.

Notwithstanding any other provision of this article, entrance features in compliance with each of the standards enumerated below shall be permitted:

- (a) Entrance features that are placed on private property shall be continually and properly maintained by the owners. To assure the proper maintenance of entrance features:
 - (1) An executed covenant, stating that all structures shall be maintained in good condition and repair and that all landscaping shall likewise be so maintained, shall be delivered to the Department for review and, upon approval, shall be duly recorded prior to the issuance of any permits.
- (b) Entrance features may be placed within public rights-of-way provided:
 - (1) Prior approval is granted by the City of Doral Public Works Department; and
 - (2) A bond is submitted to the Public Works Department in an amount to cover the removal of said features if deemed necessary at a later date by the Public Works Department. The bond shall have an initial ten-year life and shall be renewed for five-year periods thereafter; and
 - (3) An executed covenant, stating that all structures shall be maintained in good condition and repair and that all landscaping shall likewise be so maintained, shall be delivered to Public Works Department for review and, upon approval, shall be duly recorded prior to the issuance of any permits.
- (c) Entrance features shall be placed so as not to encroach upon utility lines or traffic control devices whether such lines or devices be located overhead or underground; and where a conflict is indeed encountered, the developer or designated property owner shall be responsible for the removal or relocation of the said features or a part thereof.
- (d) Entrance features shall be placed so as not to cause a visual obstruction and thereby create a traffic hazard, and should the use of illumination be incorporated in said features, such illumination shall be placed so as to be unobtrusive to moving traffic lanes or adjacent properties.
- (e) The character and scale of entrance features shall be of a design such that said features are complementary to the identified development and compatible with the immediate neighborhood insofar as its overall impact is concerned.
- (f) All structures within entrance features shall meet all standards of the South Florida Building Code and any other applicable standards, and all water bodies with depths greater than eighteen (18) inches shall meet all applicable standards of this chapter, applicable to reflecting pools and water features, standards.
- (g) Applications for permits for entrance features shall be made by the fee owner of the property in question and shall be submitted to the Department. Applications shall include an accurately dimensioned plot use plan identifying all structures and landscaping incorporated in said features and identifying all setbacks and elevations of the same.

(h) Upon receipt of all necessary information, the City's plat division shall review the same, and in turn, the joint directors of the City's plat division shall review the information, including staff's report, and render a decision either approving, modifying, or denying the request. A copy of said decision shall be published in a newspaper of general circulation. All approvals or modifications shall not be effective until fifteen (15) days after the directors' decision is published in a newspaper of general circulation. The decision of the directors shall be recorded on the official zoning map of City of Doral.

(i) The applicant, or any aggrieved property owner in the area, may appeal the decision of the joint directors to the City Council, in the manner provided for appeals of administrative decision of the Code of City of Doral.

Section 10-24. Penalty; Enforcement.

(h) *Violation; prohibitions.* Any sign which is not in compliance with the provisions of this chapter shall constitute a violation. Any such sign which has been erected, or is being maintained in violation of the provisions of this chapter, shall be removed by the sign owner, or by the property owner, lessee, their agents or persons having the beneficial use of the property on which the commercial sign is displayed, upon notice of said violation by the Code Compliance Department. The City Manager or his designee shall cause the removal of any commercial advertising sign which is in violation of this chapter, in accordance with the procedures set forth in the Code Compliance Ordinance. Notwithstanding the above, the City Manager or his designee may cause the sign to be made safe as an alternative to removal. Violation of any provision of this code will results in enforcement action being taken by the Code Compliance Department in accordance with the Code Compliance procedures and ordinance adopted by the Mayor and City Council.

ARTICLE III – OFF-PREMISE BILLBOARD SIGNS

Section 10-25. Purpose and Intent.

The purpose of this section is to promote the reasonable, orderly and effective display of Off-Premise outdoor advertising while remaining consistent with the national policy to protect the public investment in the Interstate, Federal Aid Primary highways, Expressways, State highways, and local roads; to promote the safety and recreational value of public travel; to promote and enhance the beauty, order and attractiveness of the City to residents, tourists, and visitors; to positively influence the economic prosperity of the area; and to support and complement land use objectives in the City Land Development Code. The uncontrolled use of Off-Premise Billboard Signs and their location, density, size, shape, motion, illumination, and their demand for attention can be injurious to traffic safety and to the well-being of the public and destructive to adjacent property values and objectives stated above. It is understood that these conditions can be relieved, prevented, and often eliminated through planned and properly enforced Land Development Code, thereby, resulting in the overall enhancement of the general health, safety and welfare of the people of the City of Doral.

Section 10-26. Off-Premise Billboard Signs Prohibited.

The following off-premise billboard signs shall not be allowed to remain or be erected: See also Section 10-15, Prohibited Signs.

1. Signs that are obsolete including but not limited to out-of-date political signs and advertising of defunct businesses.
2. Signs that are illegal under state or federal laws or regulations.
3. Signs that are not securely fixed upon a substantial structure as determined by the Building Official.
4. Signs that contain as part of the message mirror-like surfaces greater than two (2) square inches or any mirror-like surface that creates a traffic hazard.
5. Signs that emit smoke, vapor, particles, or odor.
6. Roof Sign
7. Abandoned Sign
8. Any off-premise billboard signs that did not exist as of the date of the adoption of this Ordinance, except for an additional twelve (12) off-premises billboard signs that the City shall permit within the City limits after the adoption of this Ordinance.
9. No more than four (4) Automatic Changing Signs shall be permitted within the City after the adoption of this Ordinance.
10. Video Display Signs
11. Flashing Signs

Section 10-27. Location of Off-Premise Billboard Signs.

A permit shall be granted for an off-premise billboard sign provided such sign is located:

- a. adjacent to the right-of-way of a limited access highway, specifically SR 826 (Palmetto Expressway); SR 836 (Dolphin Expressway); and the Florida Turnpike, all billboard signs shall be located within one hundred fifty (150) feet of the edge of the limited access highways;
- b. oriented solely for advertisement to the traveling public on a limited access highway;
- c. not within one thousand (1,000) feet of a designated gateway to the City. The distance shall be measured one thousand (1,000) feet in each direction along the limited access highway leading away from the interchange in both directions, beginning from the centerline of the

intersecting crossroads for the following designated gateways:

1. Palmetto Expressway & NW 25th Street;
2. Palmetto Expressway & NW 36th Street;
3. The Florida Turnpike & NW 41st Street.

The distance shall be measured five hundred (500) feet in each direction along the limited access highway leading away from the interchange in both directions, beginning from the centerline of the intersecting crossroads for the following designated gateways:

1. Dolphin Expressway & 97th Avenue;
2. Dolphin Expressway & Palmetto Expressway;
3. Dolphin Expressway & NW 87th Avenue;
4. Dolphin Expressway & NW 107th Avenue;
5. Palmetto Expressway & NW 58th Street.

- d. not within two hundred (200) feet of any historic site, district or place as designated on the National, State or City Register of Historic Places;
- e. not located within five hundred (500) feet of the property line of platted lot utilized for a residential use, as that term is defined in the City of Doral Zoning Code;
- f. located on a parcel of property where the property's owner or legal representative has consented in writing for the applicant to permit and construct an off-premise sign;
- g. is located in a commercial, industrial, institutional or private parks zoning district as depicted by the official City of Doral Zoning Map, or meet the criteria of unzoned commercial/industrial property as that term is defined in Section 479.01(23), Florida Statutes;
- h. an off-premise billboard sign display face may be static, hold a Multi-vision or Multi-Message sign (Tri-vision sign), or hold an off-premise Automatic Changing Sign, as set forth in this Chapter;
- i. is not located on the north side of NW 12th Street and oriented to serve SR 836 (Dolphin Expressway).

Section 10-28. Spacing of off-premise billboard signs.

- a. A permit shall not be granted for any off-premise billboard sign unless such sign is located at least one thousand (1,000) feet from any other permitted off-premise billboard sign on the same side of the limited access highway;

- b. The minimum distance between off-premises signs for purposes of complying with this section shall be measured along the nearest edge of the pavement between points directly perpendicular to a tangent to the edge of the main-traveled way opposite the center of the off-premises signs;
- c. In order to control the frequency in which off-premise signs appear, as well as to optimize the effectiveness of each individual off-premise sign, no more than three (3) off-premise signs shall be permitted between any two designated gateways and/or interchanges of a limited access highway. This limitation shall apply separately to each side of the limited access highway.

Section 10-29. Setbacks for off-premise billboard signs.

A permit shall not be granted for any off-premise billboard sign unless no part of such sign is located at least:

- a. Two hundred (200) feet in any direction from the property line of a public park, public school, historic district;
- b. No part of the billboard sign structure, excluding the lighting mechanisms, shall be within 15 feet of any property line adjacent to the highway;

Section 10-30. Approvals and Permits – Application Process.

a. Step 1. State Approval.

A building permit from the City shall not be granted for any off-premise billboard sign without the applicant having first obtained a State of Florida Outdoor Advertising permit ("State Permit"). However, in the event of a discrepancy between the provisions of FDOT permitting requirements and this Chapter, the more restrictive regulations shall apply.

The applicant will submit an FDOT Form 575-010-04 ("FDOT Form") to the City, which will be stamped on the date received. The City's signature on FDOT Form shall constitute approval of the location of the off-premise billboard sign for the purposes of holding and maintaining spacing requirements.

All FDOT forms shall be processed within 10 business days after submittal to the City and shall be processed in the order the City received them.

b. Step 2. City Approval.

Once the applicant has received the State Permit, the applicant shall apply to the City for a building permit. The applicant shall include in its building permit application a copy of the State Permit and provide the City with signed and sealed engineered drawings of the off-premise billboard structure, and a specific purpose survey of the property on which

the sign is to be located, showing the proposed location for the off-premise billboard structure.

If the applicable building code prohibits the location of an off-premise billboard sign after the City approves the FDOT form, the applicant shall have the right to submit a revised FDOT form for another sign in a revised location.

Building permits for off-premise billboard signs shall be processed within the same manner as point of sale signs are processed.

The billboard sign structures shall be subject to the City's building permitting and inspection process for structures within the City.

Section 10-31. Billboard Design Standards.

1. Size. Billboard signs shall be limited to a display area no greater than 672 square feet per face. Embellishments may be added as temporary extensions comprising of 15 percent of the sign face, 2 feet on either side of the sign face or 1 foot below the sign face. The area of the sign face shall be measured in accordance with the established sign regulations of the City's Land Development Code.
2. Illumination. Billboard signs may be illuminated with lighting that is consistent with standard lighting used in the industry; however no sign shall be so illuminated that it interferes with the effectiveness of or obscures an official traffic sign, device or signal, nor shall the illumination interfere with drivers operation of a motor vehicle or shine directly onto adjoining property. Illuminated off-premise billboard signs shall not produce more than one foot candle of illumination four feet from the sign, when measured from the base of the sign. The illumination shall not be provided by flashing, rotating, intermittent, moving or strobe lights.
3. Noise. No billboard signs shall emit noise.
4. Shape and Height. The shape of the billboard signs shall be back-to-back or "V" shape on a monopole base, with their faces oriented in opposite directions located not more than 15 feet apart at the nearest point between two faces. Billboard signs shall have no more than two (2) sign faces. The size, shape and height of billboard signs shall be in accordance with FDOT permitting requirements and shall not exceed FDOT limitations or 50 feet in height. The ladder shall be no closer than 15 feet above the ground.
5. Message. Each sign face on a billboard shall be completely covered when a message is posted. If the message is smaller than the sign face's dimensions, skirting or screening shall be used to cover the balance of the sign face. The advertisement display shall in no way be similar enough to be mistaken to represent a road traffic sign.
 - A. No advertising shall be displayed that contains material that is immoral, lascivious or obscene as defined in Section 847.001, Florida Statutes.

B. No advertising will be allowed for products containing tobacco.

C. No advertising will be allowed for alcoholic beverages within one-quarter mile of the following:

- a) any type of public or private school including pre-schools, elementary schools, middle schools, high schools, colleges and universities,
- b) houses of worship, including churches, synagogues, temples and mosques, or
- c) hospitals or addiction treatment centers.

Alcoholic beverages shall be defined as distilled spirits and any beverage containing 0.5 percent or more alcohol by volume. The percentage of alcohol by volume shall be determined in accordance with Section 561.01, Florida Statutes.

6. Stacking:

- a. Placement of an on-premise sign or another off-premise billboard sign with an off-premise billboard sign or any part thereof is prohibited.
- b. Stacking and/or clustering of all other signs is prohibited.

7. Maintenance:

All signs together with all their structures and components shall be kept in good repair and be maintained in a safe condition. All signs and the site upon which they are located shall be maintained in a neat, clean and attractive condition. Signs shall be kept free from excessive rust, corrosion, peeling paint or other surface deterioration. The display surface of all signs shall be kept neatly painted or posted. No person required to obtain a sign permit under this chapter shall scatter, daub, or leave any paint, past, glue or other substance used for painting or affixing advertising matter or scatter, throw, or allow to be scattered or thrown, any bills, waste matter, paper, cloth, or materials of whatsoever kind removed from signs on any public street, sidewalk or private property.

Any and all graffiti shall be removed within five (5) days of the owner being notified by the City of its existence.

No person constructing, erecting, owning or controlling an off-premise sign shall fail, refuse or neglect to remove all weeds, rubbish or flammable waste or material within a distance of ten (10) feet on each side of the base of such structure or fail to keep the sign and its structural supports in good repair and safe condition. Failure to comply with this section may result in action by the Building Official to rescind the permit with subsequent removal of the entire structure.

All billboard signs must be maintained at all times in a safe manner in compliance with FDOT and Florida Building Code requirements that were in existence at the time the billboard was erected. Any sign that must be replaced due to damage or destruction will be re-permitted, if necessary, for the same location.

8. Color:

The structural components, support poles and any part of the sign that is not part of the display face is to be painted "Doral" blue.

Section 10-32. Regulations of Off-premises Automatic Changing Signs.

Automatic Changing Signs must meet the following standards. When an Automatic Changing Sign displays off-premise advertising, then the Automatic Changing sign shall be classified as an off-premise Automatic Changing sign.

1. Location. An off-premise Automatic Changing sign must be located on the display face of an off-premise billboard sign. Each face of an off-premise billboard sign that holds an Automatic Changing Sign shall be counted as separate Automatic Changing sign for the purposes of the maximum number of off-premise Automatic Changing sign permitted within the City;

2. Separation. Off-premise Automatic Changing signs visible to the same direction of the main travelled-way of the limited access highway must be separated from each other by at least two thousand (2,000) feet. No more than two (2) Automatic Changing signs, with no greater than two (2) sign faces, can be located between two designated gateway intersections. Automatic Changing signs will not be permitted along the Palmetto Expressway (SR 826) within Area 3, within the first 3,000 feet from the center of the interchange with the Dolphin Expressway (SR 836);except that this subsection (2) shall not apply to any off premise billboard sign that existed on the date of the adoption of this ordinance;

3. Orientation. All parts of an off-premise Automatic Changing sign must be oriented so that no portion of the sign face is visible from an existing or permitted principal structure on that lot and so that the display is visible to only one direction of the main travelled-way of a limited access highway. In no instance shall an off-premise Automatic Changing sign obstruct the view of any traffic signal or traffic sign or be located behind a traffic signal or traffic sign or in any way be located such as to distract a driver's attention from any traffic signal or traffic sign, lane mergers, lane diverges or in the area approaching highway interchanges;

4. Duration. Any portion of the message must have a minimum duration of eight seconds and must be a static display. No portion of the message may flash, scroll, twirl, change color, fade in or out or in any manner imitate movement. The time to completely change from one message to the next is a maximum of two seconds. The change of message occurs simultaneously for the entire sign face. Any off-premise Automatic Changing sign must contain a default design that will hold the face of the display on the sign in one position if a malfunction occurs.

5. Color and Display. The color, or combination of colors, in the advertisement display shall in no way correspond to the colors or combination of colors specified for road traffic signals or traffic signs. The advertisement display shall in no way be similar enough to be mistaken to represent a road traffic sign;

6. Audio or Pyrotechnics. Audio speakers or any form of pyrotechnics are prohibited in association with an off-premise Automatic Changing sign.

Section 10-33. Vegetation Management.

It is not permitted to remove or destroy any trees, bushes, palms or vegetation for visibility reasons except for the purpose of maintaining the view of the sign as it exists at the time the permit is issued.

Section 10-34. Schedule of Fees.

A fee schedule detailing the fees charged for all examinations, re-examinations and various sign permits required by this chapter shall be passed by the City Council by resolution. A copy of the ordinance will be posted in the offices of the planning and zoning department and in the office of the city clerk.

Section 10-35. Sign Inspections.

The director or his duly authorized inspectors shall have the right to visit any site where a sign is being or has been erected, or enter any building where a sign is being or has been constructed for installation within the City, during reasonable hours, in the discharge of their official duties, for the purpose of making any inspection necessary.

Section 10-36. Cap and Replace – Off Premise Billboard Signs.

The City Manager (or designated appointee) shall issue a maximum of thirteen (13) off-premise billboard sign permits within the City (including any off-premise billboard sign existing prior to the adoption of this ordinance). In order that the total number of off-premise billboard sign permits and lawful off-premise billboard signs within the City is not increased, after the thirteenth (13th) off-premise billboard sign has been issued an off-premise billboard sign permit, the City Manager (or designated appointee) shall not process an application for an off-premise billboard sign permit, without the owner of a valid off-premise billboard sign permit submitting said off-premise billboard sign permit for cancellation. If the City Manager (or designated appointee) determines that the submitted off-premise billboard sign permit is equal in face area and number of sign faces to the proposed new off-premise billboard sign, the City Manager (or designated appointee) shall consider the application for an off-premise billboard sign permit. If the City Manager (or designated appointee) approves the permit application for the new off-premise billboard sign, the City Manager (or designated appointee) shall cancel the submitted off-premise billboard sign permit, and direct the applicant to remove the corresponding off-premise billboard sign. Once the off-premise billboard sign is removed, the City Manager (or designated appointee) shall complete the application process as set forth in the above section entitled Approvals and Permits – Application Process.

Section 10-37. Cap and Replace – Off-Premise Automatic Changing Signs.

The City Manager (or designated appointee) shall issue a maximum of four (4) Off-Premise Automatic Changing Sign permits within the City. In order that the total number of Off-Premise Automatic Changing Signs permits and lawful Off-Premise Automatic Changing Signs within the City is not increased, after the fourth (4th) Off-Premise Automatic Changing Signs have been issued and Off-Premise Automatic Changing Sign permits, the City Manager (or designated appointee) shall not process an application for an Off-Premise Automatic Changing Sign permit, without the owner of a valid Off-Premise Automatic Changing Sign permit submitting said Off-Premise Automatic Changing Sign permit for cancellation. If the City Manager (or designated

appointee) determines that the submitted Off-Premise Automatic Changing Sign permit is equal in face area and number of sign faces to the proposed new Off-Premise Automatic Changing Sign, the City Manager (or designated appointee) shall consider the application for an Off-Premise Automatic Changing Sign permit. If the City Manager (or designated appointee) approves the permit application for the new Off-Premise Automatic Changing Sign, the City Manager (or designated appointee) shall cancel the submitted Off-Premise Automatic Changing Sign permit, and direct the applicant to remove the corresponding Off-Premise Automatic Changing Sign. Once the Off-Premise Automatic Changing Sign is removed, the City Manager (or designated appointee) shall complete the application process as set forth in the above section entitled Approvals and Permits – Application Process.