



Storefront Guidelines
2018  MIAMIBEACH

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Introduction

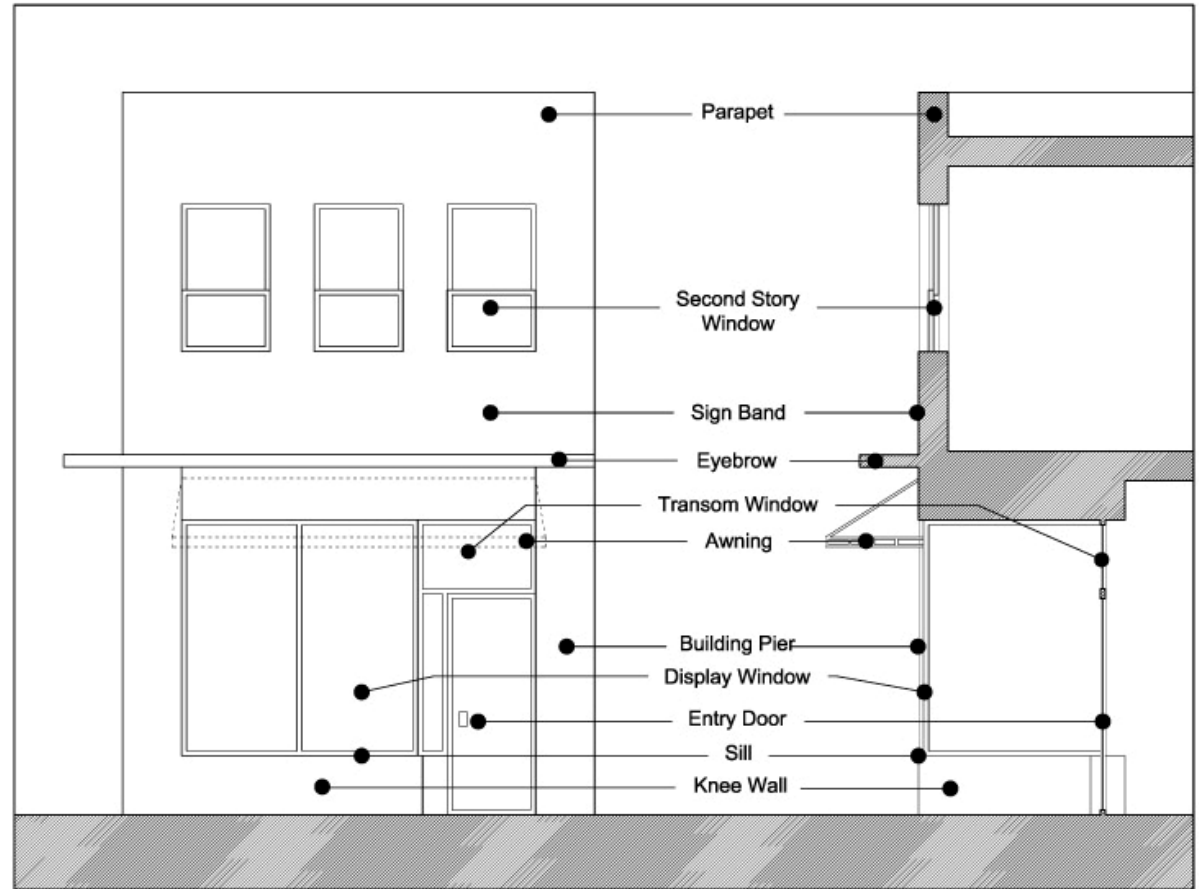
These Guidelines should be read in their entirety as, in most cases, multiple sections apply to individual design situations. The Guidelines are provided for reference only and are not intended to represent all laws and regulations. Readers should consult the City of Miami Beach Code of Ordinances Land Development Regulations, specifically Chapters 138 Signs and 142 Zoning Districts and Regulations, as well as adopted Design Guidelines for further information.

Miami Beach's neighborhoods reflect the city's long history of architectural innovation and progressive design. From the Art Deco hotels of South Beach to the Mediterranean Revival estates and resort hotels of Mid-Beach to the whimsical Post-War Modern buildings of North Beach, this ever-changing continuum of architectural styles is what gives the city its richly diverse character.

The City of Miami Beach encourages property owners, merchants and residents to recognize, enhance, protect and promote the City's unique character and identity.

To assist business and property owners in avoiding code violations and in improving their storefronts, the City of Miami Beach Planning Department has created this brochure.

The following pages represent a combination of selected regulations from the City of Miami Beach Code of Ordinances and adopted Design Guidelines.



Rules which are in the City Code are mandatory and signified as "shall," "required," and "maximum permitted." Rules that are in adopted guidelines are subject to interpretation in the Design Review process. These are signified by the words "may," "should" and "guidelines." These regulations are used by the City of Miami Beach Planning Department staff as part of their review of applications for Design /Historic Preservation Review.

The Design Review Board and Historic Preservation Board periodically reviews and amends the Guidelines. Applicants submitting a project for review should check with Planning Department staff to determine if the Guidelines are current.

Design Review / Permit Process

Design Review for Building and Planning & Zoning Permits

When is Design Review required?

- A Design Review is required for any and all exterior work to be done on any commercial building. Most design reviews are conducted in conjunction with the building permit review process. The Planning Department staff is responsible for the design review.

Examples of work which requires design review:

- All Signs. *Note: vinyl "stick-on" window signs do not require a full building permit, but MUST have a design review approval PRIOR to their installation.*
- All new awnings and the recovering of existing awnings.
- All hurricane shutters and security grilles.
- All exterior painting.
- All window and door replacement.

What documentation is required to obtain design review approval?

- A third copy of any applicable site plan or survey.
- Color photographs of the entire building/lot to include adjacent storefronts. *Note: No Polaroids will be accepted, as they deteriorate rapidly in storage.*
- A color sample of all proposed exterior paint, if applicable.
- A fabric sample of any awning covering, if applicable.

Building Permit

When is a Building Permit Required?

- Permits are required for any alteration being performed on any commercial building. One exception to this is the installation of "stick-on" window signs and/or non-illuminated temporary banner-type signs (see Design Review Process).

Examples of work which requires a building permit:

- Any illuminated or non-illuminated main business sign.
- All new awnings and the recovering of existing awnings.
- All hurricane shutters and security grilles.
- All exterior painting.
- All window and door replacement.

What documentation is required to obtain a building permit?

- A complete permit application form, signed and notarized.
- Two complete sets of plans and specifications signed and sealed by an architect or engineer.
- A third copy of the plans and specifications if the project includes ANY exterior work (for the Design Review).

Planning & Zoning Permit

When is a Planning & Zoning Permit Required?

- Permits are required for

Examples of work which requires a planning & zoning permit:

- Window signs
- Awning valance signs
- Vacant store front signs
- Hanging awning signs
- Temporary banner signs
- Construction signs
- Exterior paint

What documentation is required to obtain a planning & zoning permit?

- A complete permit application form, signed and notarized.
- Two complete sets of plans and specifications signed and sealed by an architect or engineer.
- A third copy of the plans and specifications if the project includes ANY exterior work (for the Design Review).
- A fee of \$75 is required for a planning & zoning permit.

For Additional Information:

Building Permit: Contact the City of Miami Beach Building Department at 305.673.7610

Planning & Zoning Permit: Contact the City of Miami Beach Planning Department at 305.673.7550

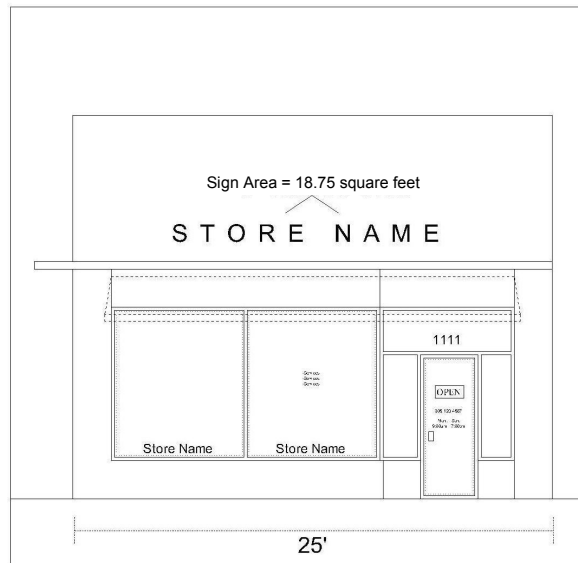
Application forms may be obtained online at: www.miamibeachfl.gov/planning.

For a complete list of regulations refer to Chapter 138 of the City of Miami Beach Land Development Regulations found on www.municode.com.

Signage

Main Business Signs

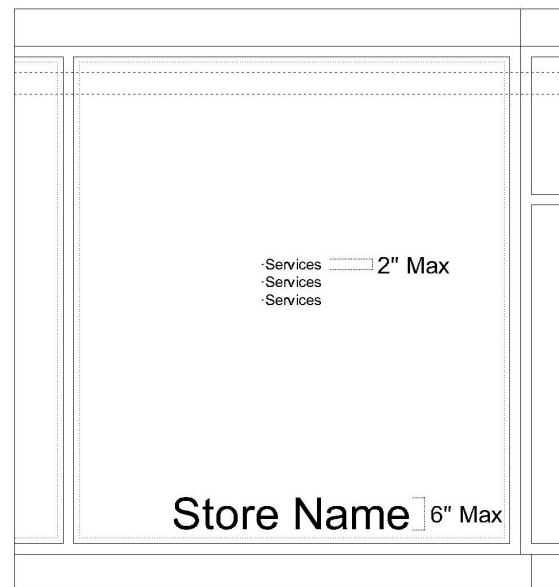
- Every licensed main business is permitted one main business sign per street frontage.
- Size: Wall signs in the CD (1-3), C-PS (1-4), I-1, MXE, TC (1-2), RM-3, HD, and MR districts are permitted to be 0.75 square feet for every foot of linear frontage, with a maximum of 100 square feet. In the RM (1-2), R-PS (1-4), RO, TC-3, RM-PS1, TH, and WD (1-2) districts, wall signs are permitted to be 0.33 square feet for every foot of linear frontage, with a maximum of 30 square feet.
- Signs should be constructed of individual channel letters. All signs should be pin-mounted or flush mounted, with no visible raceway. Plastic panels or other types of background devices, including the use of paint, are generally not permitted.



Example of a Typical Storefront in CD (1-3) Zoning Districts

Window Signs

- The address, phone number, hours of operation and commercial services are permitted to be displayed only once, on a door or window.
- The maximum size for the numerals within the address = 6" in height.
- The maximum size for the numerals and letters within the phone number, hours of operation and services = 2" in height.
- Window signs shall consist of individual letters and numerals without the use of any background.
- The sign area for temporary window signs shall not exceed 5% of the total window area.



Example of a Store Window

- When there are no other signs associated with the business, the main permitted sign is permitted to be located on the window with a total area not to exceed 20 square feet.
- One "Open/Closed" sign is permitted. This sign shall not exceed 2 square feet, and the letters shall not exceed 12" in height.
- The business name may be repeated more than once, if approved by the Planning Department. The maximum size of the letter = 6" in height. The total area of these signs shall not exceed 5% of the total window area.



Example of a Store Entrance

Signage

Temporary Business, real estate, construction and election/free speech signs

- There shall be a maximum of 2 temporary sign permits for each business location within one calendar year.
- Temporary business signs may identify a specific activity, service, product or sale of limited duration.
- Temporary business signs are permitted be erected and maintained for a period not to exceed 30 days.
- Temporary business signs shall be located only upon the lot in which the special use, activity, service, product or sale is to occur.
- All temporary signs require a design review approval from the Planning Department.
- There shall be a maximum of one temporary sign per street frontage, with the exception of election/free speech signs. which shall not exceed one temporary sign per residential or commercial unit.

Temporary Business, real estate, construction and election/free speech signs

- Size, single-family. The sign area for single-family signs shall not exceed four square feet.
- size, multifamily. The sign area for a multifamily zoning district shall not exceed 16 square feet.
- Size, all other districts. The sign area for all other districts shall not exceed one square foot per three linear feet of street frontage, not to exceed 75 square feet.

Temporary Banners

- There shall be a maximum of one banner per structure, per calendar year.
- The size of the banner shall be determined by the City of Miami Beach Planning Department staff through the design review process.
- Temporary banners shall be erected and maintained for a period not to exceed 14 days.
- Temporary banner area shall not exceed 100 square feet.
- Temporary banners shall not be used for construction signs.
- Balloon or inflatable temporary signs are not permitted.
- No temporary banner or sign shall be illuminated.
- All temporary banners require a design review approval from the Planning Department.

Prohibited Signage

- No sign shall be constructed, erected, used, operated or maintained so as to provide a background of colored lights blending with the traffic signals to the extent of confusing a motorist when viewed from a normal approaching position of a vehicle at a distance of 25 to 300 feet.
- No sign shall be attached or otherwise applied to trees, utility poles, bus benches, trash receptacles, or any other unapproved supporting structures.
- No sign attached to a vehicle may be illuminated when such vehicle is parked in the public right-of-way.
- Signs which are not securely affixed to the ground, or otherwise affixed in a permanent manner to an approved supporting structure, are prohibited.
- Pole signs and roof signs are not permitted, except for pole signs which are associated with filling stations as provided in section 138-56 of the Miami Beach code.
- No sign indicating the presence of an accessory commercial use in a hotel, apartment-hotel, or apartment building located in a residential district shall be constructed, erected, used, operated, or maintained so as to be visible from a public street, walk, or other public way, unless otherwise permitted.
- Freestanding or sandwich signs shall not be located outside of a building.
- Signs on umbrellas, tables, chairs and any other furniture or fixtures associated with outdoor cafes or sidewalk cafes are prohibited, see subsection 138-5(l) of the Miami Beach Code for exceptions.
- Televisions or similar devices, displaying images of any kind are not permitted to be located within the first ten feet of a storefront.
- No sign shall conflict with the corner visibility clearance requirements of section 142-1135 of the Miami Beach Code.
- No general advertising sign shall be constructed, erected, used, operated or maintained in the city.
- Pennants, banners, streamers, and all other fluttering, spinning or similar type signs and advertising devices are prohibited, see sections 138-137 and 138-139, and subsection 82-411(d) of the Miami Beach Code for exceptions.
- No sign shall be constructed, erected, used, operated, or maintained so as to display intermittent lights, to move or revolve.
- No sign shall be constructed, erected, used, operated or maintained which uses the word "Stop" or "Danger" or presents or implies the need or requirement for stopping, or the existence of danger, or which is a copy or imitation of an official sign. See subsection 138-5(d) of the Miami Beach Code for exceptions.

Signage

Menu Board

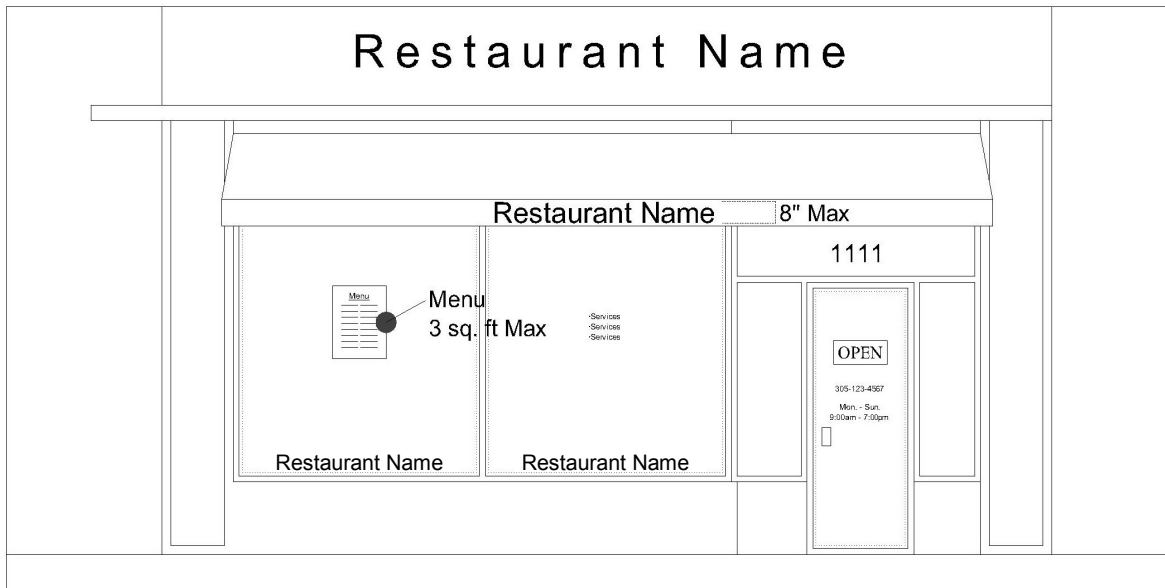
- Restaurants may have one menu board in addition to other signs permitted.
- When a menu board is affixed to a window, it shall be a maximum of 3 square feet.
- When a menu board is affixed to a building wall, it shall be a maximum of 4 square feet.

Awning Valance Sign

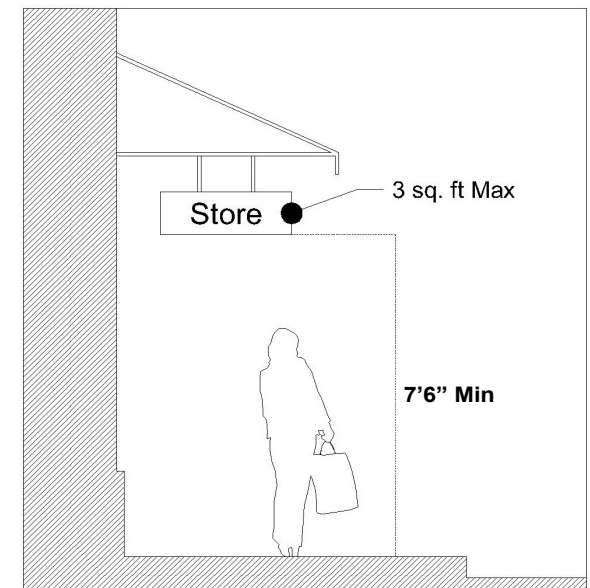
- One sign on the valance of an awning may be permitted in addition to other permitted signs.
- The length of such sign shall not exceed 25% of the length of the single awning up to a maximum of 10 square feet.
- The letters shall not exceed 8" in height. Signs on continuous awnings shall be placed centered on the portion of the awning which corresponds to the individual storefront and be a uniform color.

Hanging Awning Sign

- In addition to other signs, one non-illuminated sign may hang from the underside of an awning.
- Such sign shall not exceed 3 square feet.
- The letters shall not exceed 6" in height.
- A minimum clearance of 7'6" from grade to the bottom of the sign is required.



Restaurant Menu Board and Awning Valance Sign



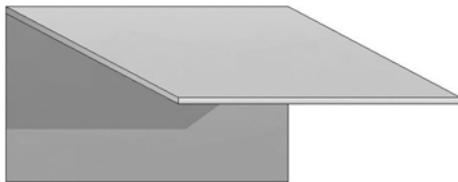
Hanging Awning Sign

Awnings and Canopies

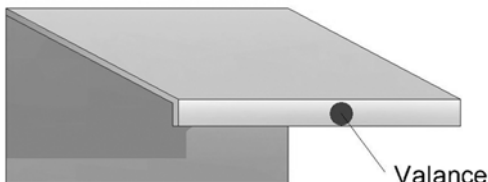
(Refer to Chapter 142 of the City of Miami Beach Code)

Awnings

- Awnings attached to and supported by a building wall shall be permitted to be placed over doors and windows only.
- Awnings shall not cover or interfere with architectural features and embellishments; therefore, continuous canopy along the sidewalk may require openings.
- Fabric awnings are preferred, while vinyl and plastic awnings are discouraged.
- Clear space between grade and awning valance shall be a minimum of 7'6".
- Awning valances should be finished with a straight edge; scalloped awnings are discouraged.
- Awnings shall not project closer than 3' to any lot line, except when located over the entrance door, when it may project to the street line.
- Awnings may extend over a public sidewalk if the building presents a flush façade on the sidewalk.
- Solid colors are preferred and patterns should be avoided.



Open Sided



Open Sided with Valance

Canopies

- A canopy is permitted to extend from an entrance door to the street line.
- Canopies shall not exceed 15' in length, and 12' in height.
- Canopies shall not be screened or enclosed in any manner.
- Clear space between grade and canopy valance shall be a minimum of 7'6".
- Fabric is preferred over vinyl, and the canopy should not interfere with any architectural detailing of the building.



Windows, Lighting, & Security Guidelines

Window Displays

- The merchandise selected for window display is a sample of what can be found in the store. It is not necessary to display all available merchandise in the window at one time.
- Merchandise may be displayed within the interior of a store in front of windows.
- Transparency should be retained from the sidewalk into the store.
- All display platforms should be designed to be at or beneath the sill.
- Signs in window displays shall be consistent with the Sign guidelines and zoning regulations.
- Banners or general advertising in window displays are not permitted.

Lighting

- Within the storefront, signs, entrances, window displays, and the interior may need illumination. The illumination levels for each of these should be different.
- It is unnecessary to provide intense, glaring light to attract attention to the storefront. Indirect lighting and hidden spotlights are encouraged.
- Many buildings possess attractive architectural features which can be enhanced with discreet lighting.
- Backlighting of awnings is strongly discouraged.
- Lighting on buildings should generally be white. The use of colored lighting may be permitted, through the design review process if it complements and enhances the architecture of the building rather than overpowering it.

Shutters and Security Grilles

- Roll-up or accordion security grilles are permitted on the ground floor when constructed of a see-through, non-solid material. The casing shall be painted to match the building and shall not damage or obscure architectural detailing.
- Security bars are discouraged, but may be installed on the inside of windows and painted to match the mullion pattern.
- Only removable hurricane shutters with removable tracks are permitted on the ground floor of commercial buildings, when fronting a street.
- Shutters, grilles and their casings and tracks shall be painted to match the building.

Example of an Inappropriate Storefront

Remember to Avoid:

- Opaque panels behind signs
- Box-type signs
- Display of merchandise outside
- Brand names and logos
- Too many signs, as they cause confusion
- Signs or window treatments which prevent views into the store.
- Air conditioning units in any part of storefront.
- Curved or back-lit awnings.
- Awnings which cover architectural features
- Installation of temporary signage without an approved Design Review application.
- Solid materials or walls behind the storefront, which block views into the store.

Property Maintenance:

- Remove trash or dirt build-up at the sidewalk, windows or sill.
- Repair faded or ripped awnings or canopies
- Fix broken signs, lighting, fixtures.
- Remove all trash from alleys, curbs, swale areas and grass strips.
- Sweep adjoining sidewalks as often as necessary to keep the area clean.



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