

DIGITAL SUPERGRAPHICS – SIZE LIMITS

AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING CHAPTER 138, "SIGNS," ARTICLE VI, "SPECIFIC USE SIGNS," AT SECTION 138-204, "NON-COMMERCIAL GRAPHICS AND IMAGES," BY MODIFYING THE EXISTING REGULATIONS FOR ELECTRONIC GRAPHICS AND IMAGES; PROVIDING FOR CODIFICATION; REPEALER; SEVERABILITY; AND AN EFFECTIVE DATE.

WHEREAS, the American Planning Association (APA) recognizes that signs are an integral part of the character of a neighborhood, and being such, special care should be taken in the regulation and design of signs; and

WHEREAS, signs serve an important purpose in identifying businesses, commerce, buildings and sites; and

WHEREAS, when properly designed and executed, signage can also accentuate the architecture of a building or structure; and

WHEREAS, collectively, signage is a key component in place-making, giving an area a distinct feel. Signs are often times used informally as wayfinding landmarks, giving resident and visitors alike, a visual reference point to which be guided by; and

WHEREAS, substandard sign regulations and poor sign design can negatively impact a neighborhood, contribute to urban blight and deter potential quality business; and

WHEREAS, land development regulations should require appropriate signage in terms of overall size, placement and dimensions; and

WHEREAS, additionally, sign regulations should promote, not constrict, design creativity; and

WHEREAS, as noted in literature from the APA: *"Care in the design of signs- both public and private-is seen as a part of a larger effort in improving the quality of various places within a community;"* and

WHEREAS, the enforcement of sign regulations and design guidelines should be simple and straight to the point.

NOW THEREFORE, BE IT ORDAINED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA:

SECTION 1. Chapter 138 of the City Code, entitled "SIGNS," including all articles, all divisions and all sections, are hereby amended as follows:

CHAPTER 138

SIGNS

ARTICLE VI. - SPECIFIC USE SIGNS

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Sec. 138-204. - Non-Commercial Graphics and Images.

(a) Non-electronic graphics and images. Artistic murals, graphics and images, composed of paint, tile, stone, or similar, non- electronic medium, which have no commercial association, may be applied to a building or structure, if approved by the design review board or historic preservation board, as applicable, in accordance with the applicable design review or certificate of appropriateness criteria.

(b) Electronic graphics and images. Artistic murals, graphics and images, including projected or illuminated still images and/or neon banding, composed of an electronic medium, which have no commercial association, may be installed on a building or structure, if approved by the design review board or historic preservation board, as applicable, in accordance with the applicable design review or certificate of appropriateness criteria. Additionally, such electronic graphics and images shall comply with the following:

- (1) Unless moving images are approved by the design review board or historic preservation board, as applicable, only still, non-moving, murals, graphics or images shall be permitted.
- (2) The maximum number of electronic murals, graphics or images shall not exceed two (2) per property.
- (3) ~~Unless a larger size is approved by the design review board or historic preservation board, as applicable, t~~The maximum size of an electronic mural, graphic or image shall not exceed 100 square feet when facing a street or sidewalk.
- (4) All such electronic murals, graphics or images shall only be permitted in commercial or mixed-use districts and shall not be permitted to face a residential district.
- (5) A minimum distance separation of 1,500 feet shall be required from properties with electronic murals, graphics or images.
- (6) All such electronic murals, graphics or images shall either be reduced in illumination to a maximum of 250 nits or be turned off between the hours of 12:00 am and 7:00 am, seven (7) days a week.
- (7) There shall be no variances from the provisions of section 138-204(b).

SECTION 2. CODIFICATION.

It is the intention of the Mayor and City Commission of the City of Miami Beach, and it is hereby ordained that the provisions of this ordinance shall become and be made part of the Code of the City of Miami Beach, Florida. The sections of this ordinance may be renumbered or re-lettered to accomplish such intention, and, the word "ordinance" may be changed to "section", "article", or other appropriate word.

SECTION 3. REPEALER.

All ordinances or parts of ordinances in conflict herewith be and the same are hereby repealed.

SECTION 4. SEVERABILITY.

If any section, subsection, clause or provision of this Ordinance is held invalid, the remainder shall not be affected by such invalidity.

SECTION 5. EFFECTIVE DATE.

This Ordinance shall take effect ten days following adoption.

PASSED and **ADOPTED** this ____ day of _____, 2018.

Mayor

ATTEST:

City Clerk

Underline denotes additions

~~Strike through~~ denotes deletions

First Reading: December 13, 2017

Second Reading: January ____, 2018

Verified By: _____

Thomas R. Mooney, AICP
Planning Director

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