

COMMISSION MEMORANDUM

TO: Mayor Philip Levine and
Members of the City Commission
Jimmy L. Morales, City Manager

FROM: Commissioner Ricky Arriola

DATE: July 6, 2016

SUBJECT: Referral to Planning Board

I am seeking a referral to Planning Board to analyze and provide the City Commission a recommendation relating to an additional modification to the Sign Code. The Planning Board previously received a referral to review the Sign Code and will be conducting its review this summer. This request would supplement the original referral to the Board.

The draft language is intended to provide a synergy between cultural institutions, various governmental sites, and perhaps certain key private locations in the City, which facilities would have space available to facilitate signage that would spread the news of community events, or holiday greetings to the community at large.

Upon referral, the City Attorney's office will review the proposed ordinance to ensure compliance with US Supreme Court precedent.

Proposed language:

Sec. 138-204. - Artistic or super graphics.

Artistic or super graphics and/or neon banding that have no commercial association are permitted, and may or may not face a street, with the approval of the design review board. If they are located in a local historic district or upon a historic site then it shall be reviewed by the joint design review and historic preservation board pursuant to chapter 118, article II. **Projected or illuminated artistic or super graphics with changing or moving images are permitted following conceptual public hearing approval. Any image or video used in such display must be consistent with the conceptual approval. Artistic or super graphics may include text, images, and video promoting City-sponsored community fairs, festivals, or events, otherwise providing public information, or incorporating material from a recognized cultural/educational center of excellence based or domiciled in Miami-Dade County including any other cultural facilities from around the world that have an agreement to share content with one of the before mentioned recognized**

Cultural/educational centers. Any artistic or super graphic promoting a specific event must be removed within one (1) day of the end of the event.

For any further information, please contact my aide, Erick Chiroles, at extension 6274.