

**Article 5, Division 19.
SIGNS**

Section 5-1901. Purpose and applicability.

- A. The purpose of this division is to:
1. Prevent the construction, installation, or continuation of signs that:
 - a. Endanger the public safety;
 - b. Create distractions that may jeopardize pedestrian or vehicle traffic safety;
 - c. Mislead, confuse, or obstruct the vision of people seeking to locate or identify uses or premises; or
 - d. Destroy or impair aesthetic or visual qualities of Coral Gables, which are essential to the City's economic, cultural and social welfare.
 2. Provide business and property owners with an opportunity to provide information, identification, and direction to a permitted use.
 3. Regulate the number, size, scale, character, proportions and balance of signs in order to preserve the character and quality of the City's appearance, protect property values, and promote public safety by:
 - a. preventing visual clutter,
 - b. reducing conflict among signs,
 - c. promoting proper sign maintenance,
 - d. requiring removal of abandoned signs, and
 - e. conducting design review of signs.
 4. Promote a sound economic and business climate in the City of Coral Gables by reinforcing and encouraging excellence in graphic design.
 5. Provide incentives to encourage pedestrian-scale signs in order to enhance the character of the City of Coral Gables as a destination.
- B. All signs are subject to approval by the City according to the standards set out in this division, pursuant to the procedures in Article 3, Division 2, except:
1. Temporary signs, which shall comply with all of the requirements of this division, but which may be installed without prior approval by the City.
 2. Detached signs in SF1, SF2, SF3, MF - 1, and MF - 2 districts that comply with the requirements of Section 5-1903, 5-1904 and 5-1907.D.
 3. Official traffic signs and sign structures, provisional warning signs, and sign structures that are erected, or are required to be erected, by a unit of government.
 4. Signs that are less than one-half of one square foot in area that are incorporated into machines or equipment and that are not prohibited by Section 5-1903..
 5. Flags that comply with Section 5-1904 and meet the following criteria:
 - a. in general:
 - i. no individual flag exceeds fifteen (15) square feet in area; and

- ii. flags that are displayed on a ground mounted flagpole do not exceed a lateral dimension (length) greater than twenty-five (25%) percent of the height of the flagpole.
 - b. in addition to the criteria in Section 5-1901B.5.a., in mixed-use, MF - 2 District, and all nonresidential districts:
 - i. the total area of all flags displayed on a building site does not exceed forty-five (45) square feet;
 - ii. no building site has more than three (3) flagpoles (which may be either vertical or mast-arm) installed; and
 - iii. no more than two (2) flags are displayed per flagpole.
 - c. in addition to the criteria in Section 5-1901B.5.a., in SF1, SF2, SF3, and MF - 1 districts:
 - i. the total area of all flags displayed on a building site does not exceed fifteen (15) square feet;
 - ii. no building site has more than one (1) flagpole (which may be either vertical or mast-arm) installed; and
 - iii. no more than two (2) flags are displayed per flagpole.
- 8. Flags that comply with Section 5-1904 and are displayed on United States and Florida holidays.
- 9. Flags that comply with Section 5-1904 and are displayed at duly licensed marinas or boat docking facilities for navigation purposes as necessary or required for the safety of boaters.
- 10. Signs that are affixed to merchandise and are not larger than six (6) square inches in area and that are not prohibited by Section 5-1903.
- 11. Signs that are not visible from public rights-of-way, public waterways, or neighboring properties.

Section 5-1902. Required signs.

- A. In order to facilitate the protection of public safety and the provision of emergency response services, and to allow for participation in state-sponsored historic preservation programs that promote the identification and recognition of historic and cultural resources, The following signs may be required as a condition of development approval:
 - 1. address signs, as follows:
 - a. visible to emergency vehicles on the adjacent public right-of-way; and
 - b. of a typeface that is easily read from adjacent public right-of-way.
 - 2. detached signs, as follows:
 - a. on the building site of vehicular use areas that are at least ten thousand (10,000) square feet in area and are operated in connection with at least one nonresidential use:
 - 1. one sign with a sign area not greater than twenty-four (24) square feet, which states that parking in the lot is provided only for customers of the related nonresidential use (e.g., "customer parking for [business name] only"); and
 - 2. no more than two (2) signs per point of ingress and/or egress, which state either "Entrance Only" or "Exit Only", have sign areas not greater than three (3) square feet, and a width not greater than two (2) feet.
 - b. directional signs that are necessary to protect the safety of motorists and pedestrians.
 - 3. wall signs at points of ingress and egress to parking garages, wall signs that state "Entrance" or "Exit," with:
 - a. a maximum lettering height of ten (10) inches; and
 - b. a maximum sign length of ten (10) feet.

4. window signs that indicate points of ingress and egress and the address of the property, and which cumulatively do not exceed a sign area of one and one-half (1½) square feet.
 5. detached signs as appropriate for participation in the Florida Historical Markers Program, administered by the Florida Department of State, Office of Cultural and Historical Programs, provided:
 - a. the sign is located on a building site of a designated historic site, building, or structure that is listed in the Florida Master Site File or at a prominent location within an historic district that is listed in the Florida Master Site File;
 - b. the copy is provided or approved by the Historic Preservation Board;
 - c. the sign face is set back at least five (5) feet from the front property line and a minimum of fifteen (15) feet from any interior property line;
 - d. on corner lots, the sign face is set back at least fifteen (15) feet of any official right-of-way line;
 - e. the sign face is perpendicular or parallel to the front property line;
 - f. the top of the sign face or support structure is not more than seven and one-half (7½) feet above finished grade; and
 - g. the sign is not illuminated, unless it is located in a Commercial; Commercial, Limited; or Industrial district and the source of illumination is shielded and not directly visible from any public right-of-way.
 6. plaques that are affixed to buildings, structures, and/or other artifacts which have been designated as historic landmarks by the Historic Preservation Board, to describe their historic significance, provided:
 - a. the plaque is designed according to established standards of the Historic Preservation Board;
 - b. the copy is provided or approved by the Historic Preservation Board;
 - c. the size of the plaque does not exceed two and one-fourth (2¼) square feet, and neither the height nor the width of the plaque exceeds one and one-half (1½) feet in dimension; and
 - d. the plaque is affixed flat against the surface of the building or structure to which it is attached.
- B. The type and location of required signs shall be determined and approved during the first to occur of the following:
1. site plan review;
 2. in the case of signs required by Section 5-2102A.5. or 6., review for a certificate of appropriateness; or
 3. upon issuance of a building permit for the use to which the required sign relates.
- C. Installation of required signs shall have no effect upon approvals for other signage permitted by this Division.

Section 5-1903. Prohibited signs and sign elements.

The following are prohibited signs and sign elements:

- A. Abandoned signs.
- B. Bare bulb signs.
- C. Box signs.
- D. Cabinet signs.

- E. Commercial signs in residential use districts that are not specifically permitted by Sections 5-1907, 5-1908, and 5-1909.
- F. Flags that are not exempted from this Division by Section 5-1901.
- G. Lettering with a diagonal or vertical orientation.
- H. Off-premises signs.
- I. Pennants, banners, streamers, balloons, streamer lights, and any other fluttering, spinning, rotating or similar type attention attractors and advertising devices.
- J. Reflective material.
- K. Vehicle signs, except:
 - 1. those attached to an operational vehicle which is:
 - a. used in the conduct of the business to which the sign relates and not used primarily to display advertisement;
 - b. affixed to the vehicle only during the normal hours of business;
 - c. not parked on public or private property with signs attached or placed on such vehicle for the purpose of calling attention to the location of a business or firm.
 - 2. those attached to an operation vehicle that relate to a candidate or issue to be decided in an election. This exception, ceases seven (7) days after the date of the subject election.
 - 3. governmental identification, markings, or insignias of a local, regional, state or federal government agency.
 - 4. those attached to public transportation vehicles.
 - 5. those attached to taxicabs.
 - 6. bumper stickers.

Section 5-1904. General sign design and location standards.

All signs shall be designed and located as follows:

- A. No sign shall be placed on a structure so that it disfigures or conceals architectural features or details of the structure.
- B. The use of lettering and sign design shall enhance the architectural character of the facade on which the sign is located.
- C. The size and location of all signs shall be proportional to the scale of the existing structure to which the sign is attached or to which it relates.
- D. Wall signs shall be proportionate to the facade on which they are located, respecting the integrity of the architecture of the building.
- E. All signs shall be compatible with adjacent signage.
- F. Sign lettering and graphics shall be permanently affixed to the sign, except as provided in Sections 5-2106 and 5-2107.C.

Section 5-1905. Illumination standards.

Illumination of signs, where permitted, is subject to the following standards:

- A. No illuminated sign shall exceed the limits on illumination intensity set out in Table 1: Maximum Illumination Intensity Level.

Table 1: Maximum Illumination Intensity Level

Type of Illumination	Proximity of sign to a boundary of a residential district and visibility of sign from said boundary		
	visible and within 200 feet	visible and 200 to 500 feet away	not visible or beyond 500 feet away
Direct or Internal light or Backlit	90 foot-lamberts	150 foot-lamberts	250 foot-lamberts
Indirect or Reflected light	10 foot-candles	25 foot-candles	50 foot-candles

- B. Illuminated signs located within five hundred (500) feet of a residential district, and which are visible from such residential district, shall be turned off not later than 10:00 p.m. every night.
- C. Illuminated signs, or illumination in show windows, display windows and displays, in or upon any building or structure, shall have the source of light concealed from view from the exterior of the building or structure, except that:
 - 1. the source of illumination for channel letters or figures may be visible if it is recessed within the depth of the channel; and
 - 2. hanging exposed neon tubing signs are permitted within a distance of five (5) feet from any glass show window if and only if:
 - a. they are located on the inside of glass show windows;
 - b. the size of the signs does not exceed ten percent (10%) of the total glass area where they are located or six hundred (600) square inches, whichever is less.
- D. Intermittent or flashing illumination is prohibited.

Section 5-1906. On premises sign standards.

The provisions contained in the Table 2: Standards for On-Premises Signs shall be applicable within the following districts:

- A. Mixed-Use District
- B. Commercial, Limited District
- C. Commercial District
- D. Industrial District

E. Downtown Overlay District

F. P District

G. S District

H. MF - 2 District

The provisions are as follows:

Table 2: Standards for On-Premises Signs

Type of sign	Maximum number permitted	Maximum sign area	Maximum sign dimensions length of sign	Maximum lettering height	Maximum/minimum height of sign * Maximum sign height / Minimum sign elevation	Projection and/or separation **	Other requirements
Awning or canopy.	One (1) per awning or canopy.	Four (4) square feet per awning. Sign to occupy no more than sixty (60%) percent of height of valance on which it is placed.	<p><u>Horizontal:</u> Fifty percent (50%) of awning or canopy.</p> <p><u>Vertical:</u> Sixty percent (60%) of height of valance on which sign is placed.</p>	Six (6) inch lettering, however, height not to exceed sixty (60%) of height of valance on which it is placed.	<p><u>Sign height:</u> Twelve (12) feet maximum.</p> <p><u>Sign elevation:</u> As provided in Florida Building Code.</p>	Minimum of three (3) feet from established inside of curb line, adjacent lease line, adjacent property line, or street r.o.w. whichever is less.	<ol style="list-style-type: none"> 1. Awning or canopy signs are prohibited if tenant signs are provided. 2. Sign lettering must be located on valance of awning or canopy. 3. Permitted text shall only include tenant name and/or logo. 4. Street level tenant names signs on awnings/canopies are only permitted for those uses located at street level. 5. Backlighting of awnings and canopies is prohibited. 6. Internal illumination of sign lettering is permitted. 7. External illumination of awnings / canopies is permitted for the purpose of only identifying the lettering, logos, or other text of the awning. The type and location of light fixture shall be included as a part of the review of the sign.

Type of sign	Maximum number permitted	Maximum sign area	Maximum sign dimensions length of sign	Maximum lettering height	Maximum/minimum height of sign * Maximum sign height / Minimum sign elevation	Projection and/or separation **	Other requirements
Directory sign.	One (1) per building entrance.	<ol style="list-style-type: none"> 1. Buildings less than 4 floors – fifteen (15) square feet. 2. Buildings 5 or more floors – twenty-five (25) square feet. 			<u>Sign height:</u> Eight (8) feet maximum. <u>Sign elevation:</u> <u>No minimum.</u>	Four (4) inch maximum projection from wall surface (A.D.A. Requirement)	<ol style="list-style-type: none"> 1. Signage locations shall be at street level to be viewed by pedestrians. 2. Logos are permitted. 3. May be freestanding if located a minimum of twenty-five (25) feet from property line or R.O.W.
Doorway entrance sign.	One (1) per street level tenant.	Five (5) square feet.		Six (6) inches.	<u>Sign height:</u> Twelve (12) feet maximum. <u>Sign elevation:</u> <u>Top of door frame</u>	4 inch maximum projection from wall surface (A.D.A. Requirement)	<ol style="list-style-type: none"> 1. Sign shall be located over doorway/entrance. 2. Internal or external illumination of sign lettering and sign is prohibited. 3. Backlighting via ambient light is permitted.

Type of sign	Maximum number permitted	Maximum sign area	Maximum sign dimensions length of sign	Maximum lettering height	Maximum/minimum height of sign * Maximum sign height / Minimum sign elevation	Projection and/or separation **	Other requirements
<p>Building sign, mixed-use</p> <p>Mixed-use residential buildings with ground/street level uses whereas the building contains seventy-five (75%) percent or more residential square footage.</p>	<p>Signage located at street/ground level is subject to applicable provisions dependent upon type of sign.</p>	<p>Twenty-five (25) square feet maximum.</p>	<p>Subject to applicable provisions dependent upon type of sign.</p>	<p>4. Signage identifying ground floor/street level retail and commercial uses are prohibited twenty-five (25) feet above the established grade.</p> <p>2. One wall sign shall be permitted for residential developments subject to the following:</p> <p>a.</p> <p style="padding-left: 40px;">Sign Area: twelve (12) square feet</p> <p>b.</p> <p style="padding-left: 40px;">Maximum sign length: fifty percent (50%) of lineal building frontage</p>			<p><u>The provisions for building sign, mixed-use are moved to other parts of this table.</u></p>

Type of sign	Maximum number permitted	Maximum sign area	Maximum sign dimensions length of sign	Maximum lettering height	Maximum/minimum height of sign * Maximum sign height / Minimum sign elevation	Projection and/or separation **	Other requirements
Parking garage entrance/exit identification signs in association with principal building.	One (1) Building name or business name per one (1) entrance/exit.	One hundred (100) square feet.	Twelve (12) feet.	Ten (10) inches.	Within (10) feet of top of garage opening entrance/exit.	Twelve (12) inch maximum projection from wall surface	<p>1. Sign text indicating "Entrance" and "Exit" for parking garages shall be subject to the following:</p> <p>a. Maximum lettering height ten (10) inches.</p> <p>b. Maximum sign length ten (10) feet.</p> <p><u>Comment:</u> <u>Parking garage entry/exit signs are moved to required signs.</u></p>
Plaques.	One (1) per public pedestrian entrance/exit.	Four (4) square feet.	Horizontal: Two (2) feet.		Sign height: Eight (8) feet maximum. Sign elevation: No minimum.	Four (4) inches.	<p>1. Construction materials should be fabricated in a manner to complement the architecture of the building.</p> <p>2. See definition for further provisions.</p> <p><u>Comments:</u> <u>ALL signs must complement architecture.</u></p>

Type of sign	Maximum number permitted	Maximum sign area	Maximum sign dimensions length of sign	Maximum lettering height	Maximum/minimum height of sign * Maximum sign height / Minimum sign elevation	Projection and/or separation **	Other requirements
Projection sign (Street level).	One (1) per street level tenant. Tenants on corners of r.o.w. shall be permitted one <u>projection sign</u> per r.o.w.	Three (3) square feet.		Six (6) inches.	<u>Sign height:</u> Ten (10) feet maximum. <u>Sign elevation:</u> Eight (8) feet of clearance above the sidewalk.	1. Eight (8) feet max. projection from external bldg. wall if awning/canopy exists, or 2. Four (4) feet maximum projection from ext. bldg. wall with no awning/canopy. 3. Five (5) feet maximum encroachment into r.o.w. to outer edge of sign is permitted	4. One sign is permitted per street level tenant. 2. Tenants occupying a corner at two r.o.w.'s shall be permitted one additional sign. 3.1. Internal or external illumination of sign lettering and sign is permitted. 4. Sign content/text shall only include tenant name and/or logo. 5.2. Wood signs are permitted. 6. Decorative treatments and three dimensional use of materials is encouraged. 7.3. If canopies or awnings exist, the projection sign shall be located under canopy or awning. with sufficient vertical clearance for the passage of pedestrians.

Type of sign	Maximum number permitted	Maximum sign area	Maximum sign dimensions length of sign	Maximum lettering height	Maximum/minimum height of sign * Maximum sign height / Minimum sign elevation	Projection and/or separation **	Other requirements
Tenant signage (street level)	One (1) per street level tenant per street right-of-way frontage.	Twenty-five (25) square feet per tenant.	Horizontal: Fifty (50 %) percent of lineal tenant frontage.	Twelve (12) inches or an increase in size to eighteen (18) inches if sign is a design sign as provided herein.	Sign height: Twenty-five (25) feet maximum. Sign elevation: No minimum.	1. Twelve (12) inch maximum projection from wall surface. 2. The maximum projection may be exceeded for design signs.	Tenant signage is prohibited if awning or canopy signage is provided. <u>Moved from building sign, mixed-use</u>
Wall mounted building signs for buildings 45.0 feet or less in height.*	<u>Buildings with linear facades:</u> One (1) per street right-of way frontage. <u>Buildings with one or more curvilinear facades:</u> One (1) per building	1. 0.75 square foot per lineal feet of primary street frontage not to exceed one hundred-fifty (150) sq. ft. 2. 0.25 square feet per lineal feet of side street frontage.	Horizontal: Fifty percent (50%) of lineal building frontage.	Eighteen (18) inches.	Sign height: Twenty-Five (25) feet maximum. Sign elevation: No minimum	Twelve (12) inch maximum projection from wall surface.	1. Building sign or one curvilinear building name sign is permitted. Only one sign of the above options is permitted. 2. Building sign content/text may include up to two different items of information (names, tenants, etc.) 3. No off-premises sponsors or advertising signs permitted.

Type of sign	Maximum number permitted	Maximum sign area	Maximum sign dimensions length of sign	Maximum lettering height	Maximum/minimum height of sign * Maximum sign height / Minimum sign elevation	Projection and/or separation **	Other requirements
Wall mounted <u>building</u> signs for buildings 45.1 to 97.0 feet.*	One (1) per street right-of way frontage.	<ol style="list-style-type: none"> 1. 0.75 square foot per lineal feet of primary street frontage not to exceed one hundred-fifty (150) sq. ft. 2. 0.25 square feet per lineal feet of side street frontage. 	<u>Horizontal:</u> Fifty (50 %) percent of lineal building frontage.	Twenty- four (24) inches.	<ol style="list-style-type: none"> 1.— <u>Sign height:</u> Ninety-seven (97) feet maximum. 2.— <u>Sign elevation:</u> Minimum thirty-five (35) feet. 	Twelve (12) inch maximum projection from wall surface.	<ol style="list-style-type: none"> 1.— Building sign or one curvilinear building name sign is permitted. Only one sign of the above options is permitted. 2.— Building sign content/ text may include up to two different items of information (names, tenants, etc.) 3.— No off-premises sponsors or advertising signs permitted.
Wall mounted <u>building</u> sign for buildings 97.1 feet or more in height. *	Two (2) per building.	<p>Dependent upon location of the one sign the following standards shall apply:</p> <ol style="list-style-type: none"> 1. 1.0 square foot per lineal feet of primary street frontage not to exceed <u>two</u>-hundred (200 sq. ft.) 2. 0.50 square feet per lineal feet of side street frontage or building façade frontage on buildings not fronting on a street frontage not to exceed one hundred-<u>fifty</u> (150) sq. ft. 	<u>Horizontal:</u> Fifty (50 %) percent of lineal building frontage.	Thirty (30) inches.	<ol style="list-style-type: none"> 1.— <u>Sign height:</u> Maximum of twenty-five (25) feet above the ceiling of the top floor. 2.— <u>Sign elevation:</u> Minimum ninety-seven (97) feet. 	Twelve (12) inch maximum projection from wall surface.	<ol style="list-style-type: none"> 1.— Building sign or one curvilinear building name sign is permitted. 2.— Building sign content/ text may include up to two different items of information (names, tenants, etc.) 3.— No off-premises sponsors or advertising signs permitted.

Type of sign	Maximum number permitted	Maximum sign area	Maximum sign dimensions length of sign	Maximum lettering height	Maximum/minimum height of sign * Maximum sign height / Minimum sign elevation	Projection and/or separation **	Other requirements
Wall mounted building signs in S District.	One (1) sign.	Twelve (12) sq. ft.	<u>Horizontal:</u> Fifteen (15) feet.	Ten (10) inches.	Sign height: Twelve (12) feet maximum. Sign elevation: <u>No minimum.</u>	Six (6) inches.	<ol style="list-style-type: none"> 1. Sign shall be subject to the following: <ol style="list-style-type: none"> a. Shall include no illumination. b. Must be attached to principal building 2. No other signage is permitted.
Window sign.	<u>No maximum.</u>	<u>Combined area of all window signs not to exceed</u> ten (10%) percent maximum of street level total window area or twenty (20) sq. ft., maximum , whichever is less.		Six (6) inch maximum.	Sign height: <u>Top of first floor.</u> Sign elevation: <u>No minimum.</u>		<ol style="list-style-type: none"> 1. Permitted only on primary and side street level frontages. 2. Window signage above the first floor is prohibited. 3. The following text shall be exempt from the sign area calculations: enter; exit and similar decals as indicated below; and, property address of building. 4. Maximum of 1.5 square feet of decal signs is permitted to include the following: entrance; exit; credit card advertising or other decals as approved by the Building and Zoning Department. Physical property address signs shall be subject to these limitations. 5. Window signs must be applied to the window in a <u>permanent and</u> professional manner. 6. The name of the establishment may only be permitted once. One additional establishment name is permitted subject to design review approval. The additional name shall be the same text, lettering style/height, color, etc for both signs.

Type of sign	Maximum number permitted	Maximum sign area	Maximum sign dimensions length of sign	Maximum lettering height	Maximum/minimum height of sign* Maximum sign height / Minimum sign elevation	Projection and/or separation**	Other requirements
Changeable copy sign.	One	Six (6) square feet.	Horizontal: Two (2) feet Vertical: Three (3) feet.		Sign height: <u>Seven (7) feet maximum.</u> Sign elevation: <u>No minimum.</u>	Four (4) inches.	<ol style="list-style-type: none"> 1. Sign must be located within ten (10) feet of main entrance. 2. Sign must be permanently affixed to a wall. 3. Framing must be made of wood, brass, or aluminum. 4. Color of framing must blend in and be consistent with the color of the facade on which it is placed. 5. Sign copy must be behind a sliding or hinged glass door with an operational key lock. 6. Backdrop night lighting may be incorporated if integrated within the sign and shielded to reduce glare. <p><u>Comment:</u> <u>This row is the existing Section 18-21. Seven (7) ft. max. height (new) reflects intent of menu signs.</u></p>

*Height is measured from the established grade.

**Including all appendages of sign.

Section 5-1907. Detached signs, permanent.

Detached signs are permitted as provided in this Section.

- A. Detached signs are permitted in commercial and industrial use districts if the building site fronts on U.S. Highway 1 (a.k.a. South Dixie Highway) or Southwest Eighth Street, provided:
1. There is no more than one detached sign per building site.
 2. The sign area of the detached sign does not exceed thirty-two (32) square feet.
 3. Sign height does not exceed:
 - a. twelve (12) feet if the building site fronts on U.S. Highway 1 (a.k.a. South Dixie Highway); and
 - b. eleven (11) feet if the building site fronts on Southwest Eighth Street.
 4. The sign face of the detached sign is set back at least five (5) feet from front and side property lines, except that no setback is required for building sites that front on Southwest Eighth Street.
 5. The detached sign is located and oriented such that its centerline is at a normal to or parallel to the front property line.
 6. If the detached sign has two sign faces, it is designed so that the sign faces are parallel to each other. If the detached sign has one sign face, it is designed so that the sign face is parallel with the back of the sign.
 7. Landscaping is provided around the base of the detached sign as follows:
 - a. a landscaped area extends at least three (3) feet in each direction from the base of the sign; and
 - b. the landscaped area is planted with ornamental grasses or shrubs that will reach a height of two (2) feet within three (3) months of installation.
- B. Detached signs are permitted in SF1, SF2, SF3, MF - 1, and MF - 2 districts, provided:
1. One such sign is permitted per frontage per building site.
 2. The sign area does not exceed sixty-three (63) square inches, plus an additional six (6) square inches for every additional residential or overnight accommodations unit that is located on the same parcel as the sign.
 3. The sign is constructed of metal or plastic.
 4. If the sign is sixty-three square inches in area or less, the sign is fastened to a supporting member constructed of metal that does not exceed one-inch in diameter or square. If the sign is larger than sixty-three (63) square inches in area, the sign is designed such that it is placed on a standard with cross arms.
 5. The sign support is uniformly white or black in color.
 6. Sign height does not exceed:
 - a. twelve (12) feet if the building site fronts on U.S. Highway 1 (a.k.a. South Dixie Highway); or
 - b. in all other areas, three (3) feet plus three (3) feet per floor above the second floor, not to exceed nine (9) feet.
 7. The sign is lettered professionally.

8. All parts of the sign are set back as follows:
 - a. from adjacent property: five (5) feet.
 - b. from public rights-of-way: five (5) feet, unless a significant portion of a building on the building site is located closer to the right-of-way, in which case the temporary sign may be affixed to the building.
9. The sign is not illuminated.
10. If the sign is greater than four (4) square feet in area, landscaping is provided around the base of the sign as follows:
 - a. a landscaped area extends at least three (3) feet in each direction from the base of the sign; and
 - b. the landscaped area is planted with ornamental grasses or shrubs that will reach a height of two (2) feet within three (3) months of installation.

Section 5-1908. Temporary signs, 45-day.

Temporary signs that meet the following criteria may be displayed on a building site for a period not to exceed forty-five (45) days:

- A. The total sign area of all temporary signs on the building site that are permitted by this Section 5-2108 does not exceed:
 1. In the SF1; SF2; SF3; and MF - 1 Districts: 6¼ square feet for the display of noncommercial messages, of which 80 square inches may be used for the display of on-premises commercial messages (e.g., advertising the building site for sale).
 2. In the MF - 2; Mixed Use; Commercial, Limited; Commercial, Industrial, Downtown Overlay, P, and S Districts: 6¼ square feet for the display of noncommercial messages, of which 250 square inches may be used for the display of on-premises commercial messages (e.g., advertising the building site for sale).
- B. Sign height does not exceed four (4) feet.
- C. All parts of the temporary sign are set back as follows:
 1. from adjacent property: five (5) feet.
 2. from public rights-of-way: five (5) feet, unless a significant portion of a building on the building site is located closer to the right-of-way, in which case the temporary sign may be affixed to the building.
- D. Structural supports, if provided, are constructed as follows:
 1. Vertical support is provided by a single 2 inch x 2 inch wood post or 1 inch x 1 inch angle iron rod.
 2. If the structural support provides an arm upon which a sign is affixed or hung, the arm does not extend more than sixteen (16) inches from the vertical support.
 3. All components of the structural support are uniformly white or black.
- E. Signs that display on-premises commercial messages are constructed of metal, plastic, wood, or pressed wood.
- F. Signs are professionally lettered.

- G. Signs are configured so that their sign face is parallel or perpendicular to the front property line.
- H. Signs are not illuminated.
- I. Signs do not include any elements that are prohibited by Section 5-2103.
- J. Signs are kept in good repair.
- K. Signs are removed upon the earliest of:
 1. The expiration of forty-five (45) days from the date of installation;
 2. Five days after the termination of a temporary activity or an event to which the sign relates (*e.g.*, an election, sale of property); or
 3. The day the sign falls into disrepair.

Section 5-1909. Temporary signs, 120-day.

Temporary signs that meet the following criteria may be displayed on a building site for a period not to exceed one hundred-twenty (120) days:

- A. The building site is in the MF - 2; Mixed Use; Commercial, Limited; Commercial, Industrial, Downtown Overlay, P, or S District.
- B. The total sign area of all temporary signs on the building site that are permitted by this Section 5-2109 does not exceed sixteen (16) square feet.
- C. Sign height does not exceed eight (8) feet.
- D. All parts of the sign are set back as follows:
 1. from adjacent property: ten (10) feet.
 2. from public rights-of-way: ten (10) feet, unless a significant portion of a building on the building site is located closer to the right-of-way, in which case the sign may be affixed to the building.
- E. Structural support is provided by one or two 2 inch x 2 inch vertical wood posts or 1 inch x 1 inch angle iron rods, which are installed to a depth of at least (3) feet below grade and anchored either in concrete or in another manner which provides a comparable degree of support. Vertical supports may be connected by horizontal braces constructed of the same material as the vertical supports.
- F. Signs are constructed of metal, plastic, wood, or pressed wood.
- G. Signs are professionally lettered.
- H. Signs are configured so that their sign face is parallel or perpendicular to the front property line.
- I. Signs are not illuminated.
- J. Signs do not include any elements that are prohibited by Section 5-2103.
- K. Signs are kept in good repair.
- L. Signs are removed upon the soonest of:
 1. The expiration of one hundred-twenty (120) days from the date of installation;

2. Five days after the termination of a temporary activity or an event to which the sign relates (*e.g.*, an election, sale of property); or
3. The day the sign falls into disrepair.

Section 5-1910. Temporary window signs, 14-day.

Temporary window signs that meet the following criteria may be displayed for a period of not more than fourteen (14) days:

- A. The building is located in the MF - 2; Mixed Use; Commercial, Limited; Commercial, Industrial, Downtown Overlay, P, or S District.
- B. The total sign area of all temporary window signs that are permitted by this Section 5-2310 does not exceed six (6) square feet per tenant.
- C. Signs are displayed only in first-floor windows.
- D. Signs are not affixed to the window.
- E. Only one sign is displayed per window frame.
- F. Signs are professionally lettered.
- G. Signs are not illuminated.
- H. Signs do not include any elements that are prohibited by Section 5-2103.
- I. Signs are kept in good repair.
- J. Signs are removed upon the soonest of:
 1. The expiration of fourteen (14) days from the date of installation;
 2. Five (5) days after the termination of a temporary activity or an event to which the sign relates; or
 3. The day the sign falls into disrepair.

Section 5-1911. Temporary window signs, 30-day.

Temporary window signs that meet the following criteria may be displayed for a period of not more than thirty (30) days:

- A. The building is located in the MF District - 2; Mixed Use; Commercial, Limited; Commercial, I, Downtown Overlay, PAD, P, or S district.
- B. The total sign area of all temporary window signs that are permitted by this Section 5-2311 does not exceed two hundred-fifty (250) square inches per tenant.
- C. Signs are displayed only in first-floor windows.
- D. Signs are affixed to the window.
- E. Signs are professionally lettered.
- F. Signs are not illuminated.

- G. Signs do not include any elements that are prohibited by Section 5-2103.
- H. Signs are kept in good repair.
- I. Signs are removed upon the soonest of:
 - 1. The expiration of thirty (30) days from the date of installation;
 - 2. Five (5) days after the termination of a temporary activity or an event to which the sign relates; or
 - 3. The day the sign falls into disrepair.

Section 5-1912. Temporary substitutes for permanent signs.

A temporary sign may be installed as a substitute for any permanent sign for a period not to exceed six (6) months, provided:

- A. The temporary sign satisfies the dimensional, lettering, location, and height requirements of Section 5-2106, except that in no case shall sign height exceed fifteen (15) feet.
- B. One or more of the following reasons for the substitution of temporary signage for permanent signage is present:
 - 1. Permanent signage has not yet been installed, or reinstalled following off-site repair;
 - 2. The building or structure upon which permanent signage is to be attached is being renovated, and the permanent signage has been removed in conjunction with the renovations; or
 - 3. The use to which the temporary sign relates is temporary in nature, such that permanent signage will not be installed in conjunction with it.
- C. The temporary sign is constructed of materials that are durable and colorfast, such that the sign will not fall into disrepair during the expected period of use.
- D. If the temporary sign is installed over an existing sign, the existing sign is completely covered by the temporary sign from all public vantage points.
- E. The temporary sign is removed upon the soonest of:
 - 1. The expiration of six (6) months from the date of installation;
 - 2. Five (5) days after the termination of a temporary activity or an event to which the sign relates; or
 - 3. The day the sign falls into disrepair.

Section 5-1913. Encroachments over public rights-of-way.

Signs that are permitted to encroach into the public right-of-way by this division 23 may only do so if the property owner executes and submits a restrictive covenant approved by the City Attorney, which:

- A. runs with the land;
- B. obligates the property owner and its successors in title to provide public liability insurance coverage for the encroachment in the minimum limits required by the City, and naming the City as an additional insured under the policy;
- C. obligates the property owner to maintain the sign in good condition at all times at the property owner's expenses; and

D. reserves the right of the City of Coral Gables to, at the owner's expense:

1. remove the sign;
2. maintain the sign if it is apparent that the property owner is not doing so; and
3. require the owner remove the sign, or any portion of the sign that is in the public right-of-way.

Section 5-1914. Severability.

If any section, subsection, paragraph, subparagraph, part, phrase, or word of this Article 5, Division 19 is adjudicated to be invalid or unconstitutional by a court of competent jurisdiction, it is the intent of the City Council of the City of Coral Gables that the section, section, subsection, paragraph, subparagraph, part, phrase, or word be severable, and that the balance of Article 5, Division 19 and these land development regulations shall remain in full force and effect, such that signs continue to be regulated according to the terms hereof, less the invalidated provision. If any exemption or portion of an exemption provided in this Article 5, Division 19 is adjudicated to be invalid or unconstitutional by a court of competent jurisdiction, it is the intent of the City Council of the City of Coral Gables that any sign that was subject to the invalidated exemption or portion of an exemption will be considered under this Article 5, Division 19 as if the invalidated exemption or portion of the exemption had not been enacted.