

## Article 18. SIGNS

### Sec. 18-1 - Purpose and intent.

The regulations and requirements set forth in this article are intended to provide the following:

- (a) Regulate signage whereas each sign user has an opportunity to provide information, identification and direction to a permitted use.
- (b) Preserve the character, quality of the City's appearance, protect property values and promote safety by avoiding clutter, reduce conflicts between signs, promoting proper maintenance, requiring removal of abandoned signs, and by subjecting signs to design review.
- (c) Regulate the number, size, scale, proportions and balance of signs according to standards consistent with the type of establishments and their approved architecture.
- (d) Promote sound economic and business climate through the reinforcement and encouragement of graphic excellence.
- (e) Focus and provide incentives to encourage pedestrian scale signs.

### Sec. 18-2 - Review by the Board of Architects.

The Board of Architects shall complete design review and approval of all sign(s) except the following sign(s): Section 18-7, Temporary signs (residential and nonresidential), 18-9, 18-10, and 18-12. A permit is required as is indicated in Section 18-3.

### Sec. 18-3 - Permit required.

Before the installation, alteration, erection, painting or repainting of any sign shall be commenced, a permit therefore shall first be obtained from the Building and Zoning Department, except in the case of signs permitted under the provisions of Sections 18-7., Temporary signs (residential and nonresidential), 18-9., 18-10., and 18-12. Details and plans of any sign submitted to and approved by the Board of Architects in accordance with this ordinance shall be considered as a part of the permit issued for such sign, as if the same were fully set out therein, and all work performed under and pursuant to such permit shall be in strict conformity with, and shall not vary from, such approved plans and details

### Sec. 18-4 - Sign application.

Every application for a permit to erect, install, affix or paint any sign on any structure or awning or to alter or change any existing sign shall be accompanied by the following:

- (a) Written consent of the owner of the property on which the sign is being located or placed.
- (b) Two (2) copies of a scaled drawing showing the complete elevation of the building on which the sign is to be placed; such drawing shall include all exterior dimensions of the structure. Superimposed on this drawing shall be the proposed sign drawn to scale showing the dimensions, type and size of lettering and all colors to be used. The drawing shall be drawn to the following scale:  
 $\frac{1}{4}'' = 1'0''$  - for structures 0 to 3 stories in height.  
 $\frac{1}{8}'' = 1'0''$  - for structures more than 3 stories in height.
- (c) A separate scaled drawing of the proposed sign shall be shown at a scale of  $'' = 1' 0$ . This drawing shall also contain all dimensions, size, and color of lettering.
- (d) Color photographs shall be submitted showing the facade of the building on which the sign is to be placed, together with all existing signs on the building, as well as color photographs showing the signs on all abutting structures.
- (e) The drawing for all signs which are to be illuminated shall show the location of electrical outlets, conduits, and lighting sources. (See Section 18-6(f) and (g). The plan shall also indicate the intensity of illumination as certified by an electrical engineer, which shall not exceed the maximum specified herein, under Section 18-6(b).
- (f) The drawing shall indicate the method of fastening the sign to the building. No permit therefore shall be issued until such plan shall have been previously approved by the Board of Architects as herein provided.

### Sec. 18-5 - General design standards.

The Board of Architects in reviewing a sign application shall, in addition to other specifications provided herein, assure that the proposed sign adheres to the following design standards:

- (a) No sign shall be placed on a structure so that it will disfigure or conceal architectural features or details of a structure.
- (b) Wall signs shall be proportionate to the facade on which they are located, respecting the integrity of the architecture of the building.
- (c) Size and location of any sign shall be proportional to the scale of the existing structure and compatible with adjacent signage.
- (d) The use of lettering and sign design shall enhance the architectural character of the facade on which the sign is located.
- (e) The use of box signs, cabinet signs, diagonal lettering, vertical lettering, and exposed neon tubing shall be prohibited.
- (f) Bare bulb signs shall not be allowed in any location.

**Sec. 18-6 - Illumination.**

The following conditions and restrictions shall apply to illuminated signs:

- (a) Except as hereinafter provided in this section, 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 where channel letters or figures are used for any sign the illumination thereof may be visible if recessed within the depth of the channel.
- (b) Intensities of illumination in all cases shall be approved by the Electrical Inspector before the issuance of a sign permit for compliance with the following Maximum Illumination Intensity Levels:

**Maximum Illumination Intensity Level**

Type of illumination	Located within 200 feet and visible from a residential zone	Located within 200-500 feet and visible from a residential zone	Located beyond 500 feet of a residential zone
Direct, Internal or Backlighted	90 foot-lamberts	150 foot-lamberts	250 foot-lamberts
Indirect or Reflected Sign	10 foot-candles	25 foot-candles	50 foot-candles

- (c) Illuminated signs located within five hundred (500) feet of a residential zone, and which are visible from such residential zone, shall be turned off not later than 10:00 p.m. each night.
- (d) No intermittent or flashing illumination will be permitted.
- (e) Hanging exposed neon tubing signs will be permitted on the inside of glass show windows, provided that the size of said signs shall not exceed ten (10%) percent of the total glass area where they occur, or six-hundred (600) square inches, whichever is less. All such signs located within a distance of five (5) feet from any glass show window shall be subject to the above regulations.
- (f) All exterior electrical outlets for signs shall terminate in a galvanized box with a blank cover, which shall be flush with and not protrude beyond the finished surface of the exterior wall.
- (g) Transformer boxes, outlets, conduits, and other accessory equipment for any sign shall be placed so that they are not visible from the exterior.
- (h) Wooden signs shall not have electric lights or fixtures attached to them in any manner.

**Section 18-7 - Standards for on premise signs. (2003-16)**

The provisions contained in the following table shall be applicable within the following zoning districts:

- (a) CA Use District.
- (b) CB Use District.
- (c) CC Use District.
- (d) M-Use District.
- (e) Mixed Use Districts.
- (f) Single Family Use Districts.
- (g) Apartment Use Districts.
- (h) S-Use Districts.
- (i) X - Designations on the above use districts.

The provisions are as follows:

Type of sign	Maximum number permitted	Maximum sign area	Maximum length of sign	Maximum lettering height	Maximum/minimum height of sign *	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.	Fifty (50%) percent of awning or canopy.	Six (6) inch lettering, however, height not to exceed sixty (60%) of height of valance on which it is placed.	Twelve (12) feet maximum.	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"> <li>1. Awning or canopy signs are prohibited if tenant signs are provided.</li> <li>2. Sign lettering must be located on valance of awning or canopy.</li> <li>3. Permitted text shall only include tenant name and/or logo.</li> <li>4. Street level tenant names signs on awnings/canopies are only permitted for those uses located at street level.</li> <li>5. Backlighting of awnings and canopies is prohibited.</li> <li>6. Internal illumination of sign lettering is permitted.</li> <li>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.</li> </ol>
Directory sign.	One (1) per building entrance.	<ol style="list-style-type: none"> <li>1. Buildings less than 4 floors – fifteen (15) square feet.</li> <li>2. Buildings 5 or more floors – twenty-five (25) square feet.</li> </ol>			Eight (8) feet maximum.	Four (4) inch maximum projection from wall surface (A.D.A. Requirement).	<ol style="list-style-type: none"> <li>1. Signage locations shall be at street level to be viewed by pedestrians.</li> <li>2. Logos are permitted.</li> <li>3. May be freestanding if located a minimum of twenty-five (25) feet from property line or R.O.W.</li> </ol>
Doorway entrance sign.	One (1) per street level tenant.	Five (5) square feet.		Six (6) inches.	Twelve (12) feet maximum.	4 inch maximum projection from wall surface (A.D.A. Requirement).	<ol style="list-style-type: none"> <li>1. Sign shall be located over doorway/entrance.</li> <li>2. Internal or external illumination of sign lettering and sign is prohibited. Backlighting via ambient light is permitted.</li> </ol>

Type of sign	Maximum number permitted	Maximum sign area	Maximum length of sign	Maximum lettering height	Maximum/minimum height of sign *	Projection and/or separation **	Other requirements
Mixed-use residential buildings with ground/street level uses whereas the building contains seventy-five (75%) percent or more residential square footage.	Signage located at street/ground level is subject to applicable provisions dependent upon type of sign.				Twenty-five (25) feet maximum.	Subject to applicable provisions dependent upon type of sign.	<ol style="list-style-type: none"> <li>1. Signage identifying ground floor/street level retail and commercial uses are prohibited twenty-five (25) feet above the established grade.</li> <li>2. One wall sign shall be permitted for residential developments subject to the following: <ol style="list-style-type: none"> <li>a. Sign Area: twelve (12) square feet</li> <li>b. Maximum sign length: fifty (50%) of lineal building frontage.</li> <li>c. Maximum height of sign: twelve (12) inches or an increase in size to eighteen (18) inches if sign is design sign as provide herein.</li> <li>d. Projection: twelve (12) inches.</li> </ol> </li> </ol>
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	<ol style="list-style-type: none"> <li>1. Sign text indicating "Entrance" and "Exit " for parking garages shall be subject to the following: <ol style="list-style-type: none"> <li>a. Maximum lettering height – ten (10) inches.</li> <li>b. Maximum sign length – ten (10) feet.</li> </ol> </li> </ol>
Plaques.	One (1) per public pedestrian entrance/exit.	Four (4) square feet.	Two (2) feet.		Eight (8) feet.	Four (4) inches.	<ol style="list-style-type: none"> <li>1. Construction materials should be fabricated in a manner to complement the architecture of the building.</li> <li>2. See definition for further provisions.</li> </ol>
Projection sign (Street level).	One (1) per street level tenant. Tenants on corners of r.o.w. shall be permitted one per r.o.w.	Three (3) square feet.		Six (6) inches.	Ten (10) feet maximum.	<ol style="list-style-type: none"> <li>1. Eight (8) feet max. projection from external bldg. wall if awning/canopy exists, or</li> <li>2. Four (4) feet maximum projection from ext. bldg. wall with no awning/canopy.</li> <li>3. Five (5) feet maximum encroachment into r.o.w. to outer edge of sign is permitted</li> </ol>	<ol style="list-style-type: none"> <li>1. One sign is permitted per street level tenant.</li> <li>2. Tenants occupying a corner at two r.o.w.'s shall be permitted one additional sign.</li> <li>3. Internal or external illumination of sign lettering and sign is permitted.</li> <li>4. Sign content/text shall only include tenant name and/or logo.</li> <li>5. Wood signs are permitted.</li> <li>6. Decorative treatments and three-dimensional use of materials is encouraged.</li> <li>7. If canopies or awnings exist, the projection sign shall be located under canopy or awning with sufficient vertical clearance for the passage of pedestrians.</li> </ol>

Type of sign	Maximum number permitted	Maximum sign area	Maximum length of sign	Maximum lettering height	Maximum/minimum height of sign *	Projection and/or separation **	Other requirements
Temporary construction signs (nonresidential use districts).	One (1) per site or development.	Sixteen (16) square feet.			Eight (8) feet maximum.	Six (6) inches if attached to a building.	<p>Nonresidential zoned properties.</p> <ol style="list-style-type: none"> <li>1. Freestanding signs shall be a minimum of 10 feet from property line and/or r.o.w.               <ol style="list-style-type: none"> <li>a. Sign can be mounted on building or fence subject to all other provisions.</li> </ol> </li> <li>2. Must be removed with 72 hours of the issuance of temporary or final certificate of occupancy.</li> <li>3. If freestanding the sign shall be fastened securely to each of two supports, one on each end of the sign, installed a minimum of 3 feet below the established grade in a secure manner utilizing concrete or other suitable method.</li> <li>4. The sign text may only identify the property, the owner or agent, contractor, or professional affiliations, property address and telephone numbers who are involved in the construction of improvements on the property.</li> <li>5. The sign shall be constructed of metal, plastic, wood or pressed wood.</li> <li>6. Such sign shall be kept in good repair and shall not be illuminated or constructed of a reflective material and shall not contain any flags, streamers, movable items or like devices.</li> </ol>

Type of sign	Maximum number permitted	Maximum sign area	Maximum length of sign	Maximum lettering height	Maximum/minimum height of sign *	Projection and/or separation **	Other requirements
Temporary signs (residential use districts).	One (1) per site or development.	Forty (40) square inches.			Six (6) feet maximum.		<p>Residential zoned properties. A property owner may erect one temporary sign, which may include only one of the following: real estate sign, temporary construction sign or professional affiliation sign. Real Estate signage shall be regulated via the provisions contained in Section 18-9, titled Real estate, for sale, lease or rental of property or buildings. Construction signs and professional affiliation signage may be permitted subject to the following provisions:</p> <ol style="list-style-type: none"> <li>1. The sign may identify the property, the owner or agent and the address and telephone number of the agent of work completed to the premises upon which the sign is located.</li> <li>2. The sign shall be constructed of metal, plastic, wood or pressed wood.</li> <li>3. If freestanding, the sign shall be fastened to a supporting member constructed of angle iron not exceeding one inch by one inch or two (2) inch by two (2) inch wooden post. The supporting member shall be all white or all black in color and have no letters/ numbers upon it.</li> <li>4. The supporting member shall be driven into the ground to provide that the top of the face of such sign shall not be more than four (4) feet above the finished grade of the ground.</li> <li>5. All such signs shall be lettered professionally. Sign shall not require permit issuance or Board of Architects approval.</li> <li>6. Such sign shall be so erected or placed that its centerline is parallel or perpendicular to the front property line.</li> <li>7. Such sign shall not be erected or placed closer than five (5) feet to the front property line unless the main part of the building is less than five (5) feet from the front property line, in which case the sign may be placed in or upon a front or side door, window or elevation of the building.</li> </ol>

Type of sign	Maximum number permitted	Maximum sign area	Maximum length of sign	Maximum lettering height	Maximum/minimum height of sign *	Projection and/or separation **	Other requirements
							<p>8. Nothing contained herein shall be construed as prohibiting the same wording from being on both the front and back of the sign.</p> <p>9. Where such sign is suspended from an arm of the support, such arm shall not exceed a length of sixteen (16) inches.</p> <p>10. All such signs shall be erected on a temporary basis.</p> <p>11. Such sign shall be kept in good repair and shall not be illuminated or constructed of a reflective material and shall not contain any flags, streamers, movable items or like devices.</p> <p>12. The sign must be removed with 72 hours of the issuance of temporary or final certificate of occupancy for the property or as determined by the Building and Zoning Department.</p>
Tenant signage (street level).	One (1) per street level tenant per street right-of-way frontage.	Eighteen (18) square feet per tenant.	Fifty (50 %) percent of lineal tenant frontage.	Twelve (12) inches or an increase in size to eighteen (18) inches if sign is design sign as provided herein.	Eighteen (18) feet maximum.	<p>1. Twelve (12) inch maximum projection from wall surface.</p> <p>2. The maximum projection may be exceeded for design signs, subject to Board of Architect review and approval.</p>	<p>1. Tenant signage is prohibited if awning or canopy signage is provided.</p> <p>2. Street level tenant names signs are permitted for those uses located at street level.</p> <p>3. Permitted text shall only include tenant name and/or logo.</p>
Wall mounted signs for buildings 45.0 feet or less in height.*	One (1) per street right-of way frontage.	1. 0.75 square foot per lineal feet of primary street frontage not to exceed one-hundred-fifty (150) sq. ft.	Fifty (50 %) percent of lineal building frontage.	Eighteen (18) inches.	Twenty-Five (25) feet maximum.	Twelve (12) inch maximum projection from wall surface.	<p>1. Building sign or one curvilinear building name sign is permitted. Only one sign of the above options is permitted.</p> <p>2. Building sign content/ text may include up to two names, tenants, etc.</p> <p>3. No off premises sponsors or advertising signs permitted.</p>

Type of sign	Maximum number permitted	Maximum sign area	Maximum length of sign	Maximum lettering height	Maximum/minimum height of sign *	Projection and/or separation **	Other requirements
		2. 0.25 square feet per lineal feet of side street frontage.					
Wall mounted signs for buildings 45.1 to 97.0 feet.*	One (1) per street right-of way frontage.	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.	Fifty (50 %) percent of lineal building frontage.	Twenty-four (24) inches.	1. Ninety-seven (97 feet) maximum. 2. Minimum thirty-five (35) feet.	Twelve (12) inch maximum projection from wall surface.	1. Building sign or one curvilinear building name is sign is permitted. Only one sign of the above option permitted. 2. Building sign content/ text may include up to two names, tenants, etc. 3. No off premises sponsors or advertising signs permitted.

Type of sign	Maximum number permitted	Maximum sign area	Maximum length of sign	Maximum lettering height	Maximum/minimum height of sign *	Projection and/or separation **	Other requirements
Wall mounted sign for buildings 97.1 feet or more in height. *	Two (2) per building.	Dependent upon location of the one sign the following standards shall apply: 1 1.0 square foot per lineal feet of primary street frontage not to exceed to-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 (150)sq. ft.	Fifty (50 %) percent of lineal building frontage.	Thirty (30) inches.	1. Maximum of twenty-five (25) feet above the ceiling of the top floor. 2. Minimum ninety-seven (97) feet.	Twelve (12) inch maximum projection from wall surface.	1. Building sign or one curvilinear building name sign is permitted. 2. Building sign content/ text may include up to two names, tenants, etc. 3. No off premises sponsors or advertising signs permitted.
Wall mounted signs for S-Use Districts.	One (1) sign.	Twelve (12) sq. ft.	Fifteen (15) feet.	Ten (10) inches.	Twelve (12) feet maximum.	Six (6) inches.	1. Sign shall be subject to the following: a. Shall include no illumination. b. Must be attached to principal building 2. No other signage is permitted.

Type of sign	Maximum number permitted	Maximum sign area	Maximum length of sign	Maximum lettering height	Maximum/minimum height of sign *	Projection and/or separation **	Other requirements
Window sign.		Ten (10%) percent maximum of street level total window area or twenty (20) sq. ft., maximum, whichever is less.		Six (6) inch maximum.			<ol style="list-style-type: none"> <li>1. Permitted only on primary and side street level frontages.</li> <li>2. Window signage above the first floor is prohibited.</li> <li>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.</li> <li>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.</li> <li>5. Window signs must be applied to the window in professional manner.</li> <li>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.</li> </ol>

\*Height is measured from the established grade.

\*\*Including all appendages of sign.

All signs attached to a building shall be fastened directly to the walls by well-secured metal anchors in such a manner as to withstand a wind pressure load equal to one-hundred-fifty (150) miles per hour for a one-hour period. No signs shall be erected so as to obstruct any door, window, or fire escape and any building or structure, or so as to obstruct the visibility of any traffic control sign or traffic control signal.

### Sec. 18-8 – Detached Signs.

The purpose of this section is to permit signs that will not, because of size, location, method of construction, or manner of display.

- (a) Endanger the public safety; or
- (b) Create distractions that may jeopardize pedestrian or vehicle traffic safety; or
- (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.

Detached signs are subject to the following provisions:

- (a) Advertising or other signs detached from and not affixed to or being a part of a building or structure, shall be permitted as provided in this Article. Such signs may advertise or describe or refer to a business or operation conducted upon the building site or premises upon which the sign is erected, and only one such sign shall be permitted upon any one such building site or premises. The design of all such signs, other than signs erected upon premises during construction of a building thereon [See Section 18-7., Temporary signs (residential and nonresidential)] and signs permitted by Section 18-10 shall be required to be approved by the Board of Architects prior to the erection of such signs. The advertising matter upon or contents of such signs shall be limited to permanent letters or numerals. Any such sign, except signs erected upon premises during construction of a building thereon, may be illuminated, but, if illuminated, the source of light shall be concealed from the exterior of the sign unless recessed within the depth of the channel which make-up

the letters or numerals. No intermittent or flashing illumination will be permitted.

- (b) Specific locations. Except as provided for under Sections 18-8(c) and 18-10 detached signs will be permitted only upon premises zoned for commercial or industrial use and facing, abutting and fronting upon U.S. Highway 1, (also known as South Dixie Highway) or upon Southwest Eighth Street, subject to the following conditions and restrictions:

1. The face of any such sign shall not exceed thirty-two (32) square feet in area; and the top of the face of such sign shall not be more than six (6) feet above the finished grade of the ground, except that,

a. Detached signs, the top of the face thereof being not more than eleven (11) feet above the finished grade of the ground, shall be permitted at the following locations:

- (1) Upon premises abutting and fronting upon Southwest Eighth Street and lying east of LeJeune Road and upon premises lying west of LeJeune Road; and,
- (2) Fronting upon Southwest Eighth Street, where such premises extend as an entity from street to street measured in an east and west direction; and where the building on such premises, or some portion thereof, is at least two (2) stories in height.

Detached signs, the top of the face thereof, being not more than twelve (12) feet above the finished grade of the ground, shall be permitted upon premises facing, abutting and fronting upon U.S. Highway 1 (also known as South Dixie Highway).

2. Foundations shall be of masonry; supporting members shall be of metal or masonry construction; the sign itself shall be metal, masonry or plastic construction; each sign shall be constructed so as to withstand winds of one-hundred-fifty (150) miles per hour, subject to the approval of a structural engineer.

3. The face of any such sign shall be set back at least five (5) feet from the front or any side property line, except in the case of such signs erected upon premises abutting and fronting upon Southwest Eighth Street east of LeJeune Road, and upon premises abutting and fronting upon Southwest Eighth Street west of LeJeune Road which meet conditions and requirements described in Section 18-8(a) where no front setback shall be required; the sign shall be so set and placed that its centerline is at a normal to, or is parallel with, the front property line; and both faces of the sign, or the face and the back thereof, shall be parallel to each other.
  4. Each such sign shall be landscaped as approved or required by the Building and Zoning Department.
- (c) Specific cases. Subject to the applicable regulations and requirements of this article, detached signs shall be permitted in the following cases, subject to the conditions and restrictions as noted:
1. Apartment buildings, apartment-hotel buildings and hotel. Detached signs the face thereof not exceeding six (6) square feet in area, shall be permitted to be erected upon premises of an apartment building, apartment/hotel building and hotel, but no more than one such sign shall be permitted in connection with any such building or with any group of such buildings operated together as an entity. Such detached sign shall be placed on a standard with cross arms, and the height thereof shall not exceed nine (9) feet from the finished grade of the ground to the top of the standard or post, except, however, that the height of detached signs upon premises of an apartment building, apartment hotel building and hotel facing, abutting and fronting upon U. S. Highway 1 (also known as South Dixie Highway), shall not exceed a height of twelve (12) feet from the finished grade of the ground to the top of the standard or post.
  2. Service stations. Service stations dispensing products of companies which have a standard trademark sign shall be permitted to erect one such detached trademark sign on the premises of the station, such sign to be of a height and size as in accord with the standard height and size of similar signs of other stations handling the same products, subject to all requirements of the South Florida Building Code and ordinances of this City. Signs which advertise the price of gasoline dispensed at a service station shall be permitted to be affixed or otherwise attached to the detached trademark sign pole subject to the following conditions and restrictions:
    - a. The face of any such sign shall not be larger than a maximum of three (3) feet wide or a maximum of three (3) feet high or larger overall than a total of eight and one-half (8½) square feet, and shall be surrounded by a one-inch aluminum or galvanized iron pipe frame.
    - b. The lettering and context of such signs shall be limited and restricted to the following:
      - (1) The words "Self Serve".
      - (2) The grade and price of not more than three (3) gasoline grades.
    - c. The type style of the letters and numbers shall be Helvetica and the height of the letters and numbers of such signs shall not exceed the following:
      - (1) The words "Self Serve" in upper case letters-three (3) inches.
      - (2) The letters designating the "Grade"-five and one-half (5½) inches.
      - (3) The dollars and cents numbers-eight and one-half (8½) inches.
      - (4) The tenths cent numbers-five and one-half (5½) inches.
    - d. The color scheme of such signs shall be as follows:
      - (1) Letters and numbers-white.

- (2) Background-black.
  - (3) Pipe frame-black.
  - e. The sign may be so designed that the letters and/or numbers can be readily removed and replaced.
  - f. Not more than one price sign shall be permitted to be erected for any one service station. This provision, however, shall not preclude the sign from having a front and back as set forth herein in subparagraph (g).
  - g. Such price sign shall be so attached or erected on the detached sign pole that the face of such sign is perpendicular to, or parallel with the front property line and both faces of the sign or the face and back thereof, shall be parallel to each other.
  - h. No such signs shall be located or placed at a corner intersection of a street in such a manner that it would block or obscure the visibility at the street intersection.
  - i. No illumination shall be permitted for such sign.
  - j. The structural design and method of attachments of such sign shall be subject to approval of the Structural Engineer.
  - k. Such sign shall initially be subject to approval by the Board of Architects and shall not be installed or erected without a permit, however, subsequent changes of the letters and/or numbers shall not require a permit and shall not be required to be submitted to the Board of Architects for approval, provided, however, that all such changes shall be professionally lettered.
  - l. The Code Enforcement Officer shall cause to be removed any such signs not conforming with the provisions of this section.
3. Parking lots. Detached signs may be erected upon off-street parking lots

of ten-thousand (10,000) square feet or more in area, which are operated in connection with stores or other places of business. Prior to the erection of any such sign, the operator of such place of business furnishing off-street parking facilities primarily for the customers of that place of business, shall make written application including a sketch, in duplicate, of the proposed sign to the Board of Architects who shall either grant or reject such application and, if granted, shall designate the size, location, lettering and like matters in connection therewith. Wording on the sign shall be limited to the name of the business and may include the words "Customer Parking Only" or any combination thereof. Only one such sign, not larger than twenty-four (24) square feet, shall be permitted on any one such parking lot. Any necessary entrance or exit signs will be permitted with a limit of two (2) signs to each entrance and exit with a maximum area of three (3) square feet and maximum width of two (2) feet, and location must be approved by the Board of Architects. Only the words "Exit Only" or "Entrance Only" shall be permitted on said entrance and exit signs.

4. Motels. Detached signs, the face thereof not exceeding thirty-two (32) square feet in area, shall be permitted to be erected upon the premises of a motel. Only one such detached sign shall be permitted on the motel premises. The height of such detached sign shall not exceed nine (9) feet from the finished grade of the ground to the top of the sign, provided, however, that the height of detached signs upon premises of a motel facing, abutting and fronting upon Southwest Eighth Street and upon U.S. Highway 1 (also known as South Dixie Highway) may be erected to a height not to exceed the height limits permitted by Section 18-8. (b) hereof for such streets. The words Motel or Motor Court or similar designation of any motel, as defined herein, shall not be used to

- designate any building or facility except in a C or M-Use District, even though the area of living units within such building meet the minimum requirements for motels under the Zoning Code.
5. Historical markers. Whenever any building, structure, site or artifact has been designated as a historic landmark by the Historic Preservation Board, a detached historical marker shall be permitted to be erected upon the site, subject to the following conditions and restrictions:
    - a. The size and design of such historical marker shall be in accordance with the historical markers cast for the State of Florida's Bureau of Historical Sites and Properties as if the same were fully set forth herein.
    - b. The historical marker and the letters on such historical marker shall be of cast aluminum or cast bronze.
    - c. The supporting member of such marker shall be of metal imbedded in a masonry foundation.
    - d. The marker may describe events, people, places, ideas and identify the sponsor, but the text on the marker shall be subject to approval of the Historic Preservation Board.
    - e. The letters on such marker shall be painted in gold leaf, but the color of the background of such marker shall be subject to approval of the Historic Preservation Board.
    - f. The face of any such marker erected on private property shall be set back a minimum of five (5) feet from the front property line and a minimum of fifteen (15) feet from any interior property line.
    - g. On corner intersections no such marker shall be placed within fifteen (15) feet of any official right-of-way line.
    - h. Any such historic marker on private property shall be so erected that its face is perpendicular to or is parallel with the front property line.
    - i. The top of such marker shall not be more than seven and one-half (7½) feet above the finished grade of the ground.
    - j. The location of the historical marker on private property shall be subject to approval of the Historic Preservation Board.
    - k. The location of historical markers on public property shall be subject to approval by the City Commission upon recommendation from the Historic Preservation Board.
    - l. Historical markers erected in C or M-Use Districts may be illuminated, provided, however, that the source of illumination be shaded and not directly visible from any public right-of-way.
  6. Portable signs. Signs painted or affixed in any manner to any vehicle, vessel, trailer or pick up truck, van or similar transportation device as viewed from a public road shall be prohibited. This section shall not apply to:
    - a. Any vehicle or vessel which displays an advertisement or business notice of its owner, so long as such vehicle or vessel is engaged in the usual business or regular work of the owner, and not used merely, mainly or primarily to display advertisement.
    - b. Public buses.
    - c. Taxicabs.
    - d. Bumper stickers.

**Sec. 18-9 - Advertising in residential districts.**

Except as provided for under Section 18-7 and except for signs herein otherwise permitted upon building sites during construction of a building thereon, no advertising sign, exposed to view from any public street, highway,

thoroughfare, waterway or public place shall be erected, used or maintained upon any lot or parcel of land which is, by the terms of a deed or contract for deed still in force, restricted to purposes of improvements or occupation for residential purposes, or which is now or may hereinafter be zoned by ordinance for residence purpose only, whether such residence purpose be single-family, duplex or multiple-family unless the same shall conform in construction, location, size and type to the provisions of this ordinance.

**Sec. 18-10 - Real estate, for sale, lease or rental of property or buildings.**

Signs pertaining to the sale, lease, or rental of property or buildings shall be permitted in any use district subject to the following conditions and restrictions: (2803)

- (a) The sign may identify the property, the owner or agent and the address and telephone number of the owner or agent relative to the premises upon which the sign is located. In C and M-Use Districts, signs may also contain information concerning building description, price, terms and availability.
- (b) The face surface of such sign shall not be larger than forty (40) square inches, in R, D, and A-Use Districts, provided, however, that it shall be permissible to attach thereto one of the following additional signs not exceeding forty (40) square inches and containing the wording or information:
  - "By Appointment Only"
  - "Open"
  - "Sold"
  - "Listing Agent Name And Telephone Number"

In C and M-Use districts, the face surface of such signs shall not be larger than two hundred and fifty (250) square inches. (3083)

- (c) The sign shall be constructed of metal, plastic, wood or pressed wood. In R, D and A-Use Districts, said signs shall be fastened to a supporting member constructed of angle iron not exceeding one inch by one inch or two (2) inch by two (2) inch wooden post. Provided that said supporting member shall be all white or all black in color and have no letters or numbers upon it. In C and M-Use Districts, the same criterion applies for

signs requiring a supporting member. (2604, 2678, 2803)

- (d) The supporting member shall be driven into the ground to provide that the top of the face of such sign shall not be more than four (4) feet above the finished grade of the ground.
- (e) All such signs shall be lettered professionally, but such signs shall not be required to be submitted to the Board of Architects for approval and no permit shall be required for the installation or erection of such signs.
- (f) Only one such sign shall be permitted on any one premises, provided, however, that where the property abuts a waterway or golf course, a sign may also be placed or erected to be visible from such waterway or golf course with such sign having a setback from the waterway or golf course of not less than five (5) feet.
- (g) Such sign shall be so erected or placed that its center line is parallel or perpendicular to the front property line.
- (h) Such sign shall not be erected or placed closer than five (5) feet to the front property line unless the main part of the building is less than five (5) feet from the front property line, in which case the sign may be placed in or upon a front or side door, window or elevation of the building.
- (i) Nothing contained herein shall be construed as prohibiting the same wording from being on both the front and back of the sign.
- (j) Where such sign is suspended from an arm of the support, such arm shall not exceed a length of sixteen (16) inches.
- (k) All such signs shall be erected on a temporary basis.
- (l) Such sign shall be kept in good repair and shall not be illuminated or constructed of a reflective material and shall not contain any flags, streamers, movable items or like devices.
- (m) Any such sign shall be removed within five (5) days from the date a binding agreement is entered into for the sale, lease or rental of the property or immediately upon the removal of the property from the market, whichever occurs first.
- (n) Any Code Enforcement Officer may cause to be removed any such sign not conforming to the provisions of this section.

**Sec. 18-11 - Temporary.**

Paper or other temporary signs may be affixed or otherwise attached to or displayed within glass display windows of commercial establishments and stores, without the requirements of a permit being obtained therefore and without such signs having to be submitted to and approved by the Board of Architects, provided, however, that not more than one such sign shall be permitted within or upon any one display window and not more than two (2) signs shall be permitted in any one business establishment and provided further that no such sign shall exceed two hundred fifty (250) square inches in size.

Temporary signs announcing or advertising a licensed going-out-of-business sale shall also be permitted to be displayed within glass display windows of such business establishments, subject to the following conditions and restrictions:

- (a) No sign permit or approval by the Board of Architects shall be required.
- (b) Such sign shall not be larger than two (2) feet by three (3) feet.
- (c) Not more than one such sign shall be permitted within any one display window and in no event shall be more than two (2) such signs be displayed in any one business establishment.
- (d) Such signs shall not be pasted or attached to the window glass but shall be displayed within the display window.

**Sec. 18-12 - Location in show windows, display windows, door or other windows.**

No sign of any kind which is visible from the exterior of the building shall be located or displayed in or from any show window, display window, or door or other window when such sign is so designed or displayed so as to attract attention from the exterior of the building providing that: (2992)

- (a) Temporary paper signs will be permitted as provided under Section 18-11.
- (b) Permanent signs shall be permitted to be installed or affixed to or painted upon any show window, display window, or door or other window as provided for elsewhere in this article as shall be approved by the Board of Architects.
- (c) The foregoing shall not prohibit the use of bona fide price tags when such tags are

affixed to or attached to merchandise displayed for sale, providing that the size and number of such signs shall be aesthetically in keeping with the building as shall be approved by the Board of Architects.

**Sec. 18-13 - Campaign.**

Campaign signs shall be permitted subject to the following conditions: (3002)

- (a) Campaign signs may only be attached to the face of any building located in a C or M-Use District which is the authorized campaign headquarters for the candidate in question.
- (b) Campaign signs may be permitted no earlier than six (6) months prior to the date of election.
- (c) The sign shall be of temporary nature and shall not exceed an overall height of four (4) feet and a length of fourteen (14) feet. The wording on the face of the sign must include the words Campaign Headquarters which shall be clearly visible at street level.
- (d) The top of the face of the campaign sign shall not be more than twelve (12) feet above the ground.
- (e) Only one such sign shall be permitted on the campaign headquarters.
- (f) No permit shall be required for such sign; however, the person in charge of the headquarters or the company erecting the sign shall submit a letter to the Building and Zoning Director requesting approval prior to erection of the sign. The letter shall further state that they will be responsible for removing the sign and such a sign shall be removed within seven (7) days after the election.
- (g) No candidate signs or placards shall be permitted to be erected or placed upon parkways, vacant lots, utility poles, trees, etc.
- (h) Failure to comply with the provisions of this Section shall cause any non-complying sign to be immediately impounded by the City.

**Sec. 18-14 - Historical plaques.**

Historical plaques may be installed upon buildings, structures and/or artifacts which have been designated as historic landmarks by the

Historic Preservation Board, subject to the following conditions and restrictions: (3154)

- (a) The Historic Preservation Board shall establish a standard for an historical marker, which will include its design, material, color, and text.
- (b) The size of such plaque shall not exceed eighteen (18) inches in width by eighteen (18) inches in height.
- (c) Such plaque shall be erected flat against the surface of building, structure or artifact.

**Sec. 18-15 – Exemptions.**

The following signs shall be exempt from the provisions of this article:

- (a) Official municipal information signs designed and installed by the City.
- (b) Official traffic signs and sign structures, provisional warning signs and sign structures when erected or required to be erected by a legally constituted governing body.
- (c) Decorative flags and bunting for city-wide celebrations, conventions and commemorations when authorized by the City Commission for a prescribed period of time.
- (d) Signs incorporated on machinery or equipment at the manufacturer's or distributor's level, which identify or advertise only the product or service dispensed by the machine or equipment, such as signs customarily affixed to vending machines, newspaper racks, telephone booths, gasoline pumps, etc.
- (e) Signs reading entrance and/or exit to parking lots and parking garages. See Section 18-7 for applicable parking garage provisions. Such exempted signs, however, shall not contain any commercial advertisements.

**Sec. 18-16 - Vehicles.**

Signs attached to or placed on a vehicle (including trailers) that is parked on public or private property shall be prohibited. This prohibition, however, shall not apply in the following cases:

- (a) Identification of a firm or its principal products on a vehicle operating during the normal hours of business, provided, however, that no such vehicle shall be parked on public or private property with

signs attached or placed on such vehicle for the purpose of advertising a business or firm or calling attention to the location of a business or firm.

- (b) Automobiles carrying advertising signs dealing with the candidacy of individuals for elected office. This exemption, however, shall cease seven (7) days after the date of the election in which the person was finally voted upon.
- (c) Automobiles carrying advertising signs, advertising propositions to be submitted and voted upon by the people. This exemption, however, shall cease seven (7) days after the date of the election in which the proposition advertised was finally voted upon.
- (d) Passenger automobiles which require governmental identification, markings or insignias of a local, state or federal government agency. (3082)

**Sec. 18-17 - Pennants, banners, streamers, balloons, blinking lights, flashing lights, flags and similar devices.**

Pennants, banners, streamers, balloons, blinking and flashing lights, streamer lights, flags except those set forth under Section 2-108 herein and any other fluttering, spinning, rotating or similar type attention attractors and advertising devices shall be prohibited.

**Sec. 18-18 - Removal upon vacation of premises.**

Any owner or lessee identification signs advertising a commodity or service associated with a premise shall be removed from the premises by the owner or lessee not later than sixty (60) days from the date the premises are vacated and such activity has ceased to exist on the premises.

**Sec. 18-19 - Compliance with sign regulations. (2551, 3106)**

- (a) Any sign lawfully existing as of February 26, 1985, may be continued provided such sign shall not be replaced or structurally altered unless such sign is made to comply with the provisions of this ordinance [see also Article VII Section 7-1(g)].
- (b) If a sign is removed from a wall or facade of a building in order to renovate, enlarge,

and/or structurally alter such wall or facades, such sign shall not be replaced unless it is made to comply with the provisions of this ordinance; providing, however, that this provision shall not prevent routine maintenance or repair to either the sign or the wall on which it is mounted.

- (c) See Section 18-26, Nonconforming signs for additional provisions.

**Sec. 18-20 - Encroachments over public rights-of-way.**

Signs which encroach over public right-of-way shall be subject to the following conditions and restrictions: (2697)

- (a) The property owner shall execute a restrictive covenant prepared by the City Attorney, which shall run with the title of the land, agreeing to provide public liability insurance coverage for the encroachment in the minimum limits required by the City, and naming the City as additional insured under the policy.
- (b) An executed copy of the restrictive covenant, together with certificate of required insurance, shall be presented to the Building Official, prior to the issuance of any permits for such work.
- (c) Signs must be in accordance with the provisions of this section and the South Florida Building Code, and maintained in good condition at all times at the property owner's expenses.
- (d) The City of Coral Gables reserves the right to remove, add, maintain or have the owner remove any sign within the right-of-way at the owner's expense.

**Sec. 18-21 - Restaurant menu boards. Restaurant establishments may install one permanent outdoor menu board subject to the following restrictions: (2958)**

- (a) Restaurant menu boards shall be located within ten (10) feet of that establishment's main entrance.
- (b) Restaurant menu boards shall be permanently wall-mounted, maintained in good condition and contain current menus.
- (c) Restaurant menu boards shall not exceed 36 (height) x 24 (width) x 4 (depth).
- (d) Framing materials (other than fasteners) for menu boards shall be made of wood,

brass or aluminum, and shall blend in and be consistent with the color of the building façade.

- (e) All restaurant menu boards shall be required to have a sliding or hinged glass door, and must have an operational key lock.
- (f) Backdrop night lighting may be incorporated but must be integrated within the menu board and shielded to reduce glare.
- (g) Information displayed on the menu board shall be limited to the specific restaurant's menus and the restaurant's hours of operation.

**Sec. 18-22 - Security and alarm system signs.**

Free-standing signs identifying the presence of security and alarm systems shall be permitted in any R, D and A-Use districts subject to the following conditions and restrictions: (3008)

- (a) Printed information on the sign shall be limited to a warning message and manufacturer and/or installer's name, address and telephone number.
- (b) The face surface of such sign shall not be larger than sixty-three (63) square inches in size.
- (c) The sign shall be constructed of metal or plastic and said signs shall be fastened to a supporting member constructed of metal not exceeding one-inch diameter or square. Said supporting member shall be all white or all black in color and have no letters or numbers upon it.
- (d) The overall height of the sign shall not exceed three (3) feet above finished grade of the ground.
- (e) All such signs shall be lettered professionally, but shall not be required to be submitted to the Board of Architects for approval and no permit shall be required for the installation or erection of such signs.
- (f) Only two (2) such signs shall be permitted per property with no more than one per side.
- (g) Such sign shall not be erected or placed closer than five (5) feet to the front property line unless the main part of the building is less than five (5) feet from the property line, in which case the sign may be placed in or upon the front or side door, window or elevation of the building.

- (h) Such sign shall be kept in good repair and shall not be illuminated or constructed of a reflective material.
- (i) Any Code Enforcement Officer may cause to be removed any such sign not conforming with the provisions of this section.

**Sec. 18-23 - Sign review as a part of the site plan review for new developments.**

Site plan reviews. Applicants requesting site plan review from the Planning Department may request review of signage as a part of the required site plan review process. The Planning Director may require applicants undergoing site plan review to secure sign review and approval in association with site plan review. This shall be applicable to the following reviews:

- (a) Developments of Regional Impact (DRI).
- (b) Mixed use developments.
- (c) Planned Area Developments (PAD).
- (d) S-Use Districts.
- (e) Conditional Uses, and,
- (f) Subdivisions for residential uses with a minimum of fifty (50) homes and five (5) acres.

Review process. Applicants shall apply to the Planning Department for review as a total signage package for such developments. Such applications shall require design review and recommendation before the Planning and Zoning Board and final approval by the City Commission.

Review criteria. In reviewing an application, the Planning Department, Planning and Zoning Board and the City Commission shall review the application to determine if the request satisfies all of the following criteria:

- (a) The design, type, size, number, lettering, logos, construction, materials, type of illumination, and location of the proposed signage are in conformance with the architecture and character of the building, development, etc.
- (b) The potential use of the signs for advertising instead of identification, informational, or directional purposes.
- (c) The visibility and impact of the design, type, size, number, lettering, logos, construction, materials, type of illumination, and location of the proposed signs has on adjoining properties.

- (d) The proposed signage is within the intent and provisions of the current Sign Code provisions.
- (e) If the proposed signage is consistent and not in conflict with the intent of the Zoning Code, Comprehensive Land Use Plan and City Code.

Signage not permitted as part of the Sign Code shall not be permitted.

Application requirements. The Planning Department shall determine the application submission requirements as provided within the Department's Development Review Procedures Handbook.

**Sec. 18-24 - Sign review for larger existing developments.**

Sign review. Applicants requesting signage for existing developed properties for the below listed may request sign review.

- (a) S-Use Districts; and,
- (b) Subdivisions for residential uses with a minimum of fifty (50) homes and five (5) acres.

Review process. Applicants shall apply to the Building and Zoning Department for review. Such applications shall require design review and final approval before the full membership five (5) or more members of the Board of Architects.

Review criteria. In reviewing an application, the Building and Zoning Department and the Board of Architects shall review the application and determine if the request satisfies all of the following criteria:

- (a) The design, type, size, number, lettering, logos, construction, materials, type of illumination, and location of the proposed signage are in conformance with the architecture and character of the building, development, etc.
- (b) The potential use of the signs for advertising instead of identification, informational, or directional purposes.
- (c) The visibility and impact of the design, type, size, number, lettering, logos, construction, materials, type of illumination, and location of the proposed signs has on adjoining properties.

- (d) The proposed signage is within the intent and provisions of the current Sign Code provisions.
- (e) If the proposed signage is consistent and not in conflict with the intent of the Zoning Code, Comprehensive Land Use Plan and City Code.

Signage not permitted as part of the Sign Code shall not be permitted.

Application requirements. The Building and Zoning Department shall determine the application submission requirements.

**Sec. 18-25 - Variances.**

In the event that a building, buildings or property exhibits special circumstances, the property owner can submit an application for a variance to the provisions of this Article-

The Building and Zoning Department and Board of Adjustment in its review for justification of a variance shall determine if the request satisfies the following criteria:

- (a) That special conditions and circumstances exist which are peculiar to the land, structure or building involved and which are not applicable to other lands, structures or buildings in the same zoning district.
- (b) That the special conditions and circumstances do not result from the actions of the applicant.
- (c) That granting the variance requested will not confer on the applicant any special privilege that is denied by this Ordinance to other lands, buildings or structures in the same zoning district.
- (d) That literal interpretation of the provisions of the Zoning Code would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of the Zoning Code and would work unnecessary and undue hardship on the applicant (see also definition of necessary hardship).
- (e) That the variance granted is the minimum variance that will make possible the reasonable use of the land, building or structure.
- (f) That granting the variance will not change the use to one that is different from other land in the same district.

- (g) That the granting of the variance will be in harmony with the general intent and purpose of the Zoning Code and that such variance will not be injurious to the area involved or otherwise detrimental to the public welfare.

**Sec. 18-26 - Nonconforming signs.**

All signs issued sign permits, or that were otherwise lawfully existing at the time of adoption of this Article, but which are not in conformance, may continue as non conforming signs, subject to the following:

- (a) No such nonconforming sign shall be enlarged, increased, relocated, nor extended to occupy a greater area than was occupied at the effective date of adoption or amendment of this Article.
- (b) If any such use for which the sign ceases for any reason for a period of more than 12 months, any subsequent sign shall conform to the regulations specified herein.
- (c) Nonconforming signs that are damaged by any cause may be repaired if the cost of the repair does not exceed fifty (50%) percent of the current replacement value of the sign. Such repairs shall be limited to routine painting, repair and replacement of electrical components. Change of copy shall not be permitted.
- (d) Signs that were installed at the time of a buildings or structures initial construction, but were removed or altered, and such building or structure is classified as contributing historic structure may be restored or replicated subject to Historic Preservation Department and Historic Preservation Board review and approval.
- (e) The City Commission may require a nonconforming sign to be brought into immediate conformity with all or part of the provisions contained herein or be removed when evidence is presented by City Staff, which indicates the sign to be hazardous to the public or to have been abandoned by its owners. All costs associated may be assessed to the current property owner of record.

**Sec. 18-27 - Miscellaneous.**

Where discrepancies exist between sections and other sections of the Code, the most stringent standards shall apply.