

**ORDINANCE No. 2026-13**

**AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, CITY OF DORAL, FLORIDA, APPROVING/DENYING A TEXT AMENDMENT TO CHAPTER 80 “SIGN REGULATIONS” OF THE CITY’S LAND DEVELOPMENT CODE, BY AMENDING SECTION 80-3, “DEFINITIONS” TO CREATE A NEW DEFINITION FOR “PUBLIC INSTITUTION”; AMENDING DIVISION 4, “PERMANENT SIGNS FOR NONRESIDENTIAL USES” OF ARTICLE V “SIGN STANDARDS AND REQUIREMENTS” BY AMENDING SECTION 80-259(A)(1), “OFFICE SIGNS”, AND SECTION 80-260(A)(1), “INDUSTRIAL SIGNS”, TO PROVIDE FOR THE INCLUSION OF A DIGITAL CHANGEABLE MESSAGE SIGN AS A DETACHED, FREESTANDING, OR MONUMENT SIGN AS AN ALLOWABLE SIGN TYPE FOR PUBLIC INSTITUTIONS; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, on August 22, 2007, the City of Doral (“City”) adopted the Land Development Code, which establishes regulations governing the placement, design, and maintenance of signs within the City in order to protect the public health, safety, and welfare and to ensure aesthetic compatibility within the community; and

**WHEREAS**, the City Council finds that governmental entities serve an important public function by providing residents, businesses, and visitors with access to governmental services, public facilities, educational services, civic programs, and other public-facing operations; and

**WHEREAS**, the City Council further finds that public institutions have a substantial need to communicate information to the public in a timely, efficient, and effective manner, including, but not limited to, emergency alerts, weather-related notices, public safety information, advisories, public meeting notices, community events, and other civic announcements; and

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**WHEREAS**, the City Council recognizes that digital changeable message signs, when appropriately limited and regulated, provide a modern and effective means for public institutions to communicate time-sensitive information to the public, including information that may directly affect the health, safety, and welfare of the community; and

**WHEREAS**, the City Council finds that facilitating the dissemination of emergency information and other important public notices promotes public awareness, encourages civic participation and engagement, and assists governmental entities in more effectively serving the public; and

**WHEREAS**, the City Council further finds that allowing a limited digital changeable message sign for public institutions, subject to the dimensional and locational restrictions set forth in the Land Development Code, advances these legitimate governmental interests while maintaining compatibility with surrounding development and the overall regulatory framework applicable to signs within the City; and

**WHEREAS**, Section 80-3, "Definitions," of the City's Land Development Code sets forth the definitions applicable to the City's Sign Regulations, and the City finds it necessary to amend said section to clarify and establish a definition for "Public Institution" to ensure consistent interpretation and implementation of the sign regulations contained therein; and

**WHEREAS**, Sections 80-259(1), "Office Signs," and 80-260(1), "Industrial Signs," currently regulate allowable sign types within such districts but do not expressly identify Digital Changeable Message Signs as an allowable sign type for Public Institutions; and

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**WHEREAS**, the City Council finds that the amendments set forth herein are intended to address that gap in the City's Land Development Code by allowing a narrowly tailored additional communication tool for public institutions, while preserving the City's authority to regulate the size, number, placement, and operation of such signage in furtherance of the public health, safety, welfare, and aesthetic interests of the community; and

**WHEREAS**, the City Council has determined that the proposed amendments are consistent with the City's Comprehensive Plan and serve the public health, safety, and welfare.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA AS FOLLOWS:**

**Section 1. Recitals.** The foregoing "WHEREAS" clauses are hereby ratified and confirmed as being true and correct and are hereby made a part of this Ordinance upon adoption hereof.

**Section 2. Amendment to Sec. 80-3 of Chapter 80 of the City Code.** That Section 80-3. "Definitions" of Article 1, "In General" of Chapter 80 of the Code of Ordinances, City of Doral, Florida, is hereby amended to read as follows:

**Sec. 80-3. Definitions.**

(a) For the purposes of this article the following words and phrases are hereby defined as provided in this section, unless the context clearly indicates otherwise. Where there is a question as to the correct classification or definition of a sign, it is the intent of this subsection to place said sign in the strictest category and/or classification.

*Abandoned off-premises sign* means any off-premises sign that has been discontinued for a period of 180 days or more, as determined by the building official said sign shall be deemed abandoned. The director of public works shall notify the owner of the property on which the sign is located as well as the owner of the sign, if not the same, with 15 days written notice to (1) submit documentation to the department of public works to establish that the sign has not been abandoned as provided in this section or (2) CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~striketrough~~.

remove the sign as well as any support structure; in the event the owner of an off-premises sign fails to remove the sign and any support structure as requested, a penalty in the amount of \$250.00 per day shall be imposed upon the record owner of the sign until the date of removal as well as any costs of removal incurred by the city.

*Aggregate Wall Sign Area Ratio* means a percentage of the total square footage of the sign area of the wall signs, including media and public service board wall signs, on a wall.

*Attraction board* means a sign or portion of a sign on which copy is changed periodically, advertising special sales, bargains, etc. Said attraction board may be incorporated into the sign permitted.

*Automatic Changing Signs ("ACS" or "digital signs")* means any characteristics of a sign that appear to have movement or that appear to change caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes a display that incorporates a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components. This also includes any rotating, revolving, moving, flashing, blinking or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink" or any other method or technology that allows the sign face to present a series of images or displays. Also referred to as an electronic changeable copy sign. Nothing herein shall prohibit such signs from also depicting community-oriented and civic activities, such as amber alerts, City Hall meetings and the like. An ACS may also be a billboard if it meets the definition of or expressly designated to be a billboard as provided herein.

*Awning, canopy, roller curtain or umbrella sign* means any sign painted, stamped, perforated, or stitched on the surface area of an awning, canopy, roller curtain or umbrella.

*Billboard* means a detached sign with a sign face no greater than 672 square feet or 50 feet in height, not including embellishments to the sign, which constitutes a principal use as opposed to an accessory use, which faces a limited access highway and which has a supporting structure that is permanently attached to the ground by a concrete foundation.

*Cantilever* means that portion of a building, projecting horizontally, whether it be on the same plane as the roof line or not.

*Cantilever sign* means any sign which is mounted on a cantilever. No cantilever sign may extend beyond the cantilever.

*Changeable copy sign* means a sign or portion thereof which has a reader board for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device and may be changed or rearranged manually or mechanically with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign.

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*Construction or development sign* means signage identifying the nature of the property's current development or construction.

*Costume characters or mascots* means individuals or persons dressed in costume to draw attention to a sales promotion or event whether with or without a sign board.

*Detached sign* means any sign not attached to or painted on a building, but which is affixed and permanently attached to the ground. The term "permanently attached," as used herein, means that the supporting structure of the sign is attached to the ground by a concrete foundation.

*Digital changeable message sign* means a sign composed of a digital, holographic, plasma, projection, LED or other format display screen which allows static messages to rotate in succession which advertise the businesses operating, goods sold, services provided or activities occurring on the premises. Nothing herein shall prohibit such sign from also depicting community-oriented and civic activities, such as amber alerts, city hall meetings and the like.

*Director* means the Director of the City Planning and Zoning Department or her/his qualified agent.

*Directional sign* means a sign which guides or directs the public and contains no advertising. The name of the facility, such as store name, which the sign is giving direction to, may be included when specified conditions are complied with.

*Entrance features* means any combination of decorative structures and landscape elements located at the entrance to a development, which identifies or draws attention to the development and/or exercises control of ingress and egress to the development. An entrance feature may include, although not necessarily be limited to, ornamental walls, fences, identifying lettering, logos, works of art, and other decorative structures, earthworks, water bodies, fountains, trees, plantings, and other landscape elements, as well as gatehouses, either similarly or in any combination thereof.

*Flashing sign* means a directly or indirectly illuminated sign or portion thereof that exhibits changing light or color effect by any means, so as to provide intermittent illumination that changes light intensity in sudden transitory bursts and creates the illusion of intermittent flashing light by means of animation, streaming, graphic bursts showing movement, or any mode of lighting which resembles zooming, twinkling or sparkling.

*Flat sign* means any sign attached to and erected parallel to the face of, or erected or painted on the outside wall of any building, and supported throughout its length by such wall or building.

*Height of sign* means the distance between the top of a sign and the centerline grade of the adjacent roadway, or to the centerline grade of the Florida Turnpike and the Dolphin and Palmetto Expressways if the sign is visible and within 100 from the those highways. The height of sign shall be measured to surface roads only. The height difference between the centerline for bridges, overpasses or similar elevated roads shall permit a maximum of half of the vertical distance between the top of a sign and the centerline grade.

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*Marquee* means a covered structure projecting from, and supported by the building with independent roof and drainage provisions, and which is erected over a doorway or entranceway as protection against the weather.

*Marquee sign* means any sign attached to or hung from a marquee.

*Media and Public Service Board Wall sign* means a wall sign composed of a digital, holographic, plasma, projection, LED or other format display screen which allows static messages to rotate in succession and which advertise the businesses operating, goods sold, services provided or activities occurring on or off the premises. Nothing herein shall prohibit such sign from also depicting community-oriented and civic activities, such as amber alerts, City Hall meetings and the like.

*Monument sign* means monument signs have a solid base that the sign face is installed upon. Eighty percent of the solid base shall be on the ground with gap no more than 12 inches from the base to the ground. These signs should be designed so that the style of the sign and its base are consistent with the architecture of the buildings on the site. Signs supported by poles that are built and/or designed to look like solid base as in monument signs are considered to be in compliance with this definition.

*Multi-vision or multi-message sign (tri-vision sign)* means any sign composed in whole or in part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image and when properly functioning allows on a single sign structure the display at any given time one of two or more images.

*Off-premises sign* means a sign other than an on-premises sign.

*On-premises sign* means a sign which advertises only goods, services, facilities, events, or attractions on the premises where located.

*Pole sign* means a freestanding sign attached to a pole or poles erected directly into the ground.

*Portable sign* means any sign not attached to or painted on a building and not affixed or permanently attached to the ground.

*Projecting sign* means any sign which is an independent structure, which is attached to the building wall, and which extends at any angle from the face of the wall. No projecting sign shall extend above the roof or parapet wall in any residential district.

*Public Institution* means any building or facility that is owned, operated, or directly controlled by a federal, state, county, or municipal governmental entity, and that is used primarily and predominantly for the provision of governmental services or functions to the public. The governmental or public use must constitute the principal use of the property on which the building or facility is located, and the term shall not include properties that are merely made available for periodic governmental use, including but not limited to polling locations, community meeting spaces, or similar temporary or occasional uses.

*Regional mall* means an retail mall containing a minimum of three major tenants, minimum 100,000 square feet, located on not less than 70 acres and consisting of not less than a total of 1,000,000 square feet of building area.

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*Regional mall identification sign* means a monument sign located within the property of a regional mall which identifies the mall and may identify mall tenants or products sold within the regional mall.

*Residential clubhouse:* A building used for social or recreational activities primarily by occupants of a residential community(ies). The clubhouse must serve a minimum of 798 residential units. This definition shall not include resorts and/or uses associated with hotels.

*Reverse channel letter sign* means opaque individual letter, numbers or logos that are mounted directly on the wall with lighting within the letter, number or logo so that they reflect off of the wall, i.e., reverse lighting.

*Roof sign* means any sign which is painted on, fastened to, or supported by the roof or erected over the roof.

*Sandwich or sidewalk sign* means a moveable sign not secured or attached to the ground.

*Semaphore sign* means any sign consisting of one or two-faced canvas, vinyl or vinyl-like material signs extending horizontally from a light standard.

*Sign* means any display of characters, letters, logos, illustrations or any ornamentation designed or used as an advertisement, announcement, or to indicate direction. Use of merchandise, products, vehicles, equipment, inflated balloons, or the like as an attention attractor or advertising device, with or without a printed or written message or advertisement, shall be considered a sign.

*Temporary signs* means any sign to be erected on a temporary basis, such as signs:

- (1) Advertising the sale or rental of the premises on which located;
- (2) Advertising a subdivision of property;
- (3) Advertising construction actually being done on the premises on which the sign is located;
- (4) Advertising future construction to be done on the premises on which located, and
- (5) For special events, such as:
  - a. Carnivals;
  - b. Concerts;
  - c. Public meetings;
  - d. Sporting events;
  - e. Political campaigns; or
  - f. Events of a similar nature.

*Video Display Sign* means a sign that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or

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may not include text and depicts action or a special effect to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames which give the illusion of motion, including but not limited to the illusion of moving objects, moving patterns or bands of light, or expanding or contracting shapes, that are projected images or messages with these characteristics onto buildings or other objects, also could be referred to as an electronic graphic display sign, but does not include an automatic changing sign. A video display sign may also be a billboard if it meets the definition of or expressly designated to be a billboard as provided herein.

*Wall* means, for sign purposes, that portion of the building's exterior, horizontal surface on the same plane, regardless of vertical or horizontal indentations, and including the surface of parapets and pylons projecting from the building. For sign purposes, there shall be considered to be only four planes to any building and it shall be the prerogative of the director of planning and zoning to determine which portion of odd-shaped buildings, such as buildings of hexagon or octagon design, to which flat signs may be affixed, with such location to be so determined as to prevent a grouping of signs which can be viewed from one direction.

*Wall sign* means any sign painted on or attached to and erected parallel to the face of, or erected and confined within the limits of, the outside wall of any building and supported by such wall or building and which displays only one advertising surface.

*Wall Sign Area Ratio* means a percentage of the total square footage of the sign area of the wall signs on a wall.

*Wallscape sign* means any mosaic, painting or graphic art technique applied, placed directly onto or attached to and erected parallel to the face of, or painted on the outside wall of a building for purposes of advertising the businesses operating, goods sold, or activities occurring therein. All such graphics shall either be framed or attached to a frame mounted to the wall.

(b) Where there is a question as to the correct classification or definition of a sign, it is the intent of this chapter to place said sign in the strictest category and classification.

**Section 3. Amendment to Division 4 of Article V of Chapter 80 of the City**

**Code.** That Sections 80-259 "Office Signs" and 80-260 "Industrial Signs" of Division 4 "Permanent Signs for Nonresidential Use" of Article V, "Sign Standards and Requirements" of Chapter 80 of the Code of Ordinances, City of Doral, Florida, is hereby amended to read as follows:

**Sec. 80-259. Office signs.**

The following signs are permitted for all authorized office uses in the city:

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(1) *Detached, freestanding or monument signs.* Detached, freestanding or monument signs where otherwise permitted, shall not be closer than 200 feet to any other previously permitted detached, freestanding or monument sign.

Approvals Necessary	Planning and Zoning, Building Departments
Number (maximum)	One for first 300 lineal feet of frontage; each additional sign for every 500 lineal feet of frontage thereafter. Subdivision of an existing building or planned building group shall not entitle the new parcels to additional monument signs.
Sign area (maximum)	40 square feet for first 50 feet of lot frontage; additional 0.75 square feet of sign area for each additional foot of street frontage; maximum area of 300 square feet
Sign height (maximum)	Eight feet
Setback (minimum)	From right-of-way line: Seven feet From side property line: 20 feet
Illumination	Externally illuminated signs or internally illuminated letters or logos only
Supplemental provisions	Logos may cover no more than 25 percent of the sign area
	Time and temperature sign authorized within total permitted sign area
Landscaping and visibility sight triangle on corner lot	See applicable provisions contained in this section
Changeable copy sign	Schools, religious and public institutions only may be permitted one changeable copy sign in lieu of the permitted monument sign. Said sign shall not exceed 48 square feet in sign area
<u>Digital changeable message sign (DCMS)</u>	<u>Only one digital changeable message sign, not exceeding 48 square feet in sign area, may be permitted for Public Institutions. If a Public Institution occupies leased premises,</u>

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	<p><u>the DCMS shall automatically terminate upon the cessation of the Public Institution use, including expiration or termination of the lease, and the sign shall thereafter be removed or brought into compliance with this Code. The DCMS shall not be shared with, incorporated into, or used for any other tenant or use on the property.</u></p>
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**Sec. 80-260. Industrial signs.**

The following signs are permitted for all authorized industrial uses in the city:

- (1) *Detached, freestanding or monument signs.* Detached, freestanding or monument signs where otherwise permitted, shall not be closer than 200 feet to any other previously permitted detached, freestanding or monument sign as follows:

Approvals Necessary	Planning and Zoning, Building Departments
Number (maximum)	One for first 300 lineal feet of frontage; each additional sign for every 500 lineal feet of frontage thereafter. (Subdivision of an existing building or planned building group shall not entitle the new parcels to additional monument signs)
Sign area (maximum)	40 square feet for first 50 feet of lot frontage; additional 0.75 square feet of sign area for each additional foot of street frontage; maximum area of 300 square feet
Sign height (maximum)	Eight feet
Setback (minimum)	From right-of-way line: Seven feet
	From side property line: 20 feet
Illumination	Externally illuminated signs or internally illuminated letters or logos only

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Supplemental provisions	Logos may cover no more than 25 percent of the sign area
	Time and temperature sign authorized within total permitted sign area
Landscaping and visibility sight triangle on corner lot	See applicable provisions contained in this section
Changeable copy sign	Schools, religious and public institutions only may be permitted one changeable copy sign in lieu of the permitted monument sign. Said sign shall not exceed 48 square feet in sign area
<u>Digital changeable message sign (DCMS)</u>	<u>Only one digital changeable message sign, not exceeding 48 square feet in sign area, may be permitted for Public Institutions. If a Public Institution occupies leased premises, the DCMS shall automatically terminate upon the cessation of the Public Institution use, including expiration or termination of the lease, and the sign shall thereafter be removed or brought into compliance with this Code. The DCMS shall not be shared with, incorporated into, or used for any other tenant or use on the property.</u>

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**Section 4. Codification.** It is the intention of the City Council and it is hereby ordained that the provisions of this Ordinance shall become and made part of the City of Doral Code; that the sections of this Ordinance may be renumbered or re-lettered to accomplish such intentions; and that the word “Ordinance” shall be changed to “Section” or other appropriate word.

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**Section 5. Severability.** That if any section, subsection, sentence, clause, phrase, work or amount of this Ordinance shall be declared unconstitutional or invalid by competent authority, then the remainder of the Ordinance shall not be affected thereby and shall remain in full force and effect.

**Section 6. Conflicts.** All ordinances or parts of ordinances inconsistent or in conflict with the provisions of this Ordinance are hereby repealed.

**Section 7. Effective Date.** This Ordinance shall be effective immediately upon passage by the City Council on second reading.

The foregoing Ordinance was offered by \_\_\_\_\_, who moved its adoption. The motion was seconded by \_\_\_\_\_ upon being put to a vote, the vote was as follows:

Mayor Christi Fraga	_____
Vice Mayor Digna Cabral	_____
Councilman Rafael Pineyro	_____
Councilwoman Maureen Porras	_____
Councilwoman Nicole Reinoso	_____

PASSED AND ADOPTED on FIRST READING this 10 day of June, 2026.

PASSED AND ADOPTED on SECOND READING this \_\_\_ day of \_\_\_\_\_, 2026.

\_\_\_\_\_  
CHRISTI FRAGA, MAYOR

ATTEST:

\_\_\_\_\_  
CONNIE DIAZ, MMC  
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY  
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:

\_\_\_\_\_  
LORENZO COBIELLA  
GASTESI, LOPEZ, MESTRE & COBIELLA, PLLC  
CITY ATTORNEY

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