



## CITY OF DORAL COUNCIL MEETING MEMORANDUM

### ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING A SPECIAL EXCEPTION FOR DORAL ATRIUM RETAIL INVESTMENTS, LLC TO ALLOW FOR THE APPROVAL OF TWO (2) MEDIA AND PUBLIC SERVICE BOARD WALL SIGNS, FOR THE PROPERTY LOCATED AT THE NORTHWEST CORNER OF DORAL BOULEVARD AND NW 79 AVENUE, PURSUANT TO SECTION 80-258(A)(2)(B) OF THE CITY'S LAND DEVELOPMENT CODE; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE

### DEPARTMENT RECOMMENDATION:

Approval

### BRIEF HISTORY:

Doral Atrium Retail Investments, LLC (the "Applicant") is requesting a Special Exception approval for two (2) Media and Public Service Board Wall signs for the Project pursuant to City Code Section 80-258(a)(2)(b). Specifically, the Applicant requests approval of the placement of two (2) Media and Public Service Board Wall signs on the south and east building elevations—each Media and Public Service Board Wall abutting and facing a section line road, or portion thereof (Doral Boulevard and NW 79th Avenue). Approval of this request would allow for the final two (2) of the maximum four (4) Media and Public Service Board Wall signs permissible in the Downtown Mixed Use Zoning District. A zoning workshop was held in February 2025 to present the site plan to the public, providing an opportunity for city residents to engage with the project and offer feedback.

### LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

### FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.			
2.			
Total:			
<b>Fiscal Impact Statement:</b> The proposed item has a fiscal impact on revenues and/or expenditures of \$ <u>0</u>			

**STRATEGIC PLAN ALIGNMENT:**

The proposed project is going to further the “Revenue Growth” strategic goal of the City of Doral Strategic Plan (2023), by increasing the property value, thereby adding new revenues to the city’s property tax base and fees. It is important to note that the additional tax revenues may be used to fund the infrastructure projects in the five-year capital improvement program (CIP). In addition, this project’s proposed public art in-lieu fee contribution will further the strategic initiative to “Enhance community attractiveness”.

**ATTACHMENT(S):**

- A. Exhibit A – Application and Letter of Intent
- B. Exhibit B – Site Plan
- C. Resolution



## Memorandum

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Date:	May 14, 2025
To:	Honorable Mayor and Councilmembers
From:	Zeida Sardinas City Manager
Department:	Michelle M. Lopez The Corradino Group Interim Planning & Zoning Director
Subject:	<b>Atrium – Doral Media and Public Service Board Wall Signs- Special Exception</b>

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### **Application Request**

Doral Atrium Retail Investments, LLC (the “Applicant”) is requesting approval of a Special Exception to permit two (2) “Media and Public Service Board Wall Signs” in the Doral Atrium property located at 7901 Northwest 36 Street (the “Property”), in the City of Doral, Florida (“City”), further identified by Miami-Dade County Property Appraiser by Folio No. 35-3027-076-0020. These “Media and Public Service Board Wall Signs” will be located on the northwest corner of Doral Boulevard and NW 79th Avenue pursuant to Section 80-258(a)(2)(b) of the City’s Land Development Code. A copy of the letter of intent and application is provided in “Exhibit A.”

### **Public Advertisement**

The public notice was advertised (legal advertisement) in Miami-Dade County’s designated publicly accessible website at least 14 calendar days prior to the proceeding (Council Meeting).


## Property Location



City of Doral



Legend

 Subject Property

**Planning & Zoning Department**  
**Doral Atrium DMU Media Boards Aerial Map**

### **Property Information**

Table I provides a brief overview of the subject project.

<b>Table I</b>		
<b>Doral Atrium Media and Public Service Board Wall Signs - Special Exception</b>		
<b>Property Information</b>		
	<b>General Information</b>	<b>Responses</b>
1	Project Name	Doral Atrium
2	Applicant	Doral Atrium Retail Investments, LLC
3	Acres	+/- 5.23
4	Location	7901 NW 36 ST, Doral, Florida
5	Folio Numbers	35-3027-076-0020
6	Existing Future Land Use Category	Downtown Mixed Use
7	Existing Zoning District	Downtown Mixed Use
8	Code Compliance Violation	N/A

Source: City of Doral Planning and Zoning Department (2025).

### **Neighborhood Analysis**

Table II provides an overview of the land-uses surrounding the property.

<b>Table II</b>				
<b>Atrium Media and Public Service Board Wall Signs - Special Exception</b>				
<b>Adjacent Land Uses and Zoning Districts Matrix</b>				
Area	Adjacent Uses	Future Land Use Categories	Zoning Districts	Overlay
North	Residential	DMU & High Density Residential	DMU & Multi-Family Residential	Urban Central Business District
South	Bank / Gas Station/ Restaurant	Business	Commercial Corridor & Industrial Commercial	None
East	Offices/ Retail/ Hotel	Business	Commercial Corridor	None
West	Hotel / Restaurant	Office Residential	Office-3	Urban Central Business District

Source: City of Doral Planning and Zoning Department (2025).



## **Existing**



*Northwest view*



*Northeast view*

## **Proposed**



*Northwest view with proposed Media & Public Service Wall Signs*

## **Background**

In June 2015, the City Council approved Ordinance No. 2015-1. The Ordinance adopted the Pattern Book and authorized the execution of the Master Development Agreement.

In November 2017, the City Council approved the site plan for Doral Atrium consistent with the site plan review requirements and standards set forth in Section 53-184 (3) of the Land Development Code. The Applicant proposed to redevelop the property with approximately 290,000 square feet of retail use and 215,000 square feet of office and ancillary uses, which was designed in accordance with the Pattern Book, Downtown Mixed Use (DMU) district regulations, and Creative Excellence standards.

In June 2023, the “Doral Atrium – Master Signage Plan & Criteria” (the “Signage Plan”) which was designed in accordance with the Pattern Book, was approved by the City Planning and Zoning Department.

In 2024, the Mayor and the City Council approved a text amendment to the City of Doral (the “City”) Land Development Code (the “LDC”), Chapter 80, “Sign Regulations,” to provide for an exception to the prohibition on off-premises signs for a new type of commercial retail sign, to be defined therein as a “Media and Public Service Board Wall Sign”. The exception would only apply to properties located in the Downtown Mixed Use (DMU) Zoning District that meet the requirements set forth in the proposed ordinance.

## **Staff Analysis**

The “Sign Code of City of Doral, Florida” is codified in Chapter 80 of the City’s Code of Ordinances (“Sign Ordinance”) and is based upon public safety, namely guarding against signs that obstruct or interfere with pedestrian and traffic safety and prevent the proliferation of signs that impacts the residents’ quality of life. City Code Section 80-258(2)(b) permits Media and Public Service Board Wall Signs” as amended via Ordinance 2025-05, which are classified Commercial Retail Signs.

The purpose of the new commercial retail sign, defined as a “Media and Public Service Board Wall Sign,” is to allow for on-premises and/or off-premises advertising only in the DMU Zoning District that meet the requirements set forth in the proposed ordinance to enhance the economic activities in one of the two gateways to the city’s commercial center or downtown area along Doral Boulevard. This type of sign will also create an opportunity for future commercial developments to consider the Media and Public Service Board Wall Sign as an alternative to the more traditional signs.

The intent of the proposed “Media and Public Service Board Wall Signs” requested by the Applicant is to advertise the businesses, goods, services provided at Doral Atrium or activities occurring on or off premises as well as community-oriented and civic activities, such as, but not limited to, amber alerts, and City Hall meetings. The Applicant has agreed to dedicate at least 10% of each sign operation to the city for public announcements every day. In addition, the Applicant has voluntarily agreed “to accept or impose restrictions prohibiting political or

campaign messages, or signs or advertisement related thereto, on the proposed Media and Public Service Board Wall signs to be erected on the Property. Said prohibition will be in the form of a condition for approval or declaration of restrictive covenants, in a form to be approved by the Planning and Zoning Director and City Attorney.”

The proposed Media and Public Service Board Wall signs each have a sign area of 208 square feet, equivalent to the allowable maximum sign area of 1.25 square feet for each one lineal foot of street frontage and within the maximum threshold for the aggregate sign area ratio (as defined in the proposed Code text). Since corner parcels providing for two signs on a single multi-tenant building may utilize the greater of the two frontages along a section line road for purposes of providing symmetrical signage on both sides of the building, the proposed sign area was calculated using the lineal frontage of 419 feet on the south elevation. The addition of the proposed Media and Public Service Board Wall signs will result in a combined 416 square feet of sign area (1.05% of total wall area). Overall, the delta between the aggregate wall sign area ratio (including Media and Public Service Board Wall signs) and the Project’s existing wall sign area ratio results in an increase of less than 1.06% where 1.4% is allowed, in compliance with the intent of the Code.

Additionally, the proposed sign placement is more than 2,000 feet from another permitted Media and Public Service Board Wall Sign. Specifically, the approved Media and Public Service Board Wall signs at Doral Square are 3,256 feet away, when measured to the edge of the Property line along the Doral Boulevard commercial corridor between NW 87 Avenue and NW 79 Avenue. Moreover, the proposed sign placement is 404 feet from the nearest residential development.

Below is an explanation of the methodology used to calculate the size of the proposed Media and Public Service Board Wall Signs.

Building Total Wall Area	Max. Allowed Wall Sign Area Ratio	Aggregate Wall Sign Area Ratio (including Media Boards)	Delta between Aggregate Wall Sign Area Ratio and Max. Wall Sign Area Ratio	
			Proposed	Allowed*
39,328 SF	4.35%  Max. allowed Tenant Sign Area (1,712 SF) / Bldg. Total Wall Area (39,328 SF)	5.41% Allowed Tenant Sign Area (1,712 SF) + Proposed Media and Public Service Board Wall Sign Area (416 SF) = (2,128 SF) / Bldg. Total Wall Area (39,328 SF)	1.06% (5.41% - 4.35%)	1.4%

\*Per Sec. 80-258(2)(b)



Section 80-258(2)(b), Media and Public Service Board Wall sign. The requirements for the Media and Public Service Board Wall sign(s) permitted in this section are as follows:

1. **Number:** The Media and Public Service Board Wall Sign(s) shall be located solely on property zoned Downtown Mixed Use and along Doral Boulevard from NW 87th Avenue to NW 79th Avenue (i.e., Central Business District). There shall be no more than four (4) Media and Public Service Board Wall Sign(s) allowed in the Downtown Mixed Use Zoning District. Of the four (4) maximum allowable Media and Public Service Board Wall Sign(s) no more than two (2) may be located on a single multi-tenant building, in addition to other permitted signs, and each Media and Public Service Board Wall Sign must abut and face a section line road.

Staff Analysis: The proposed Media and Public Service Board Wall signs comply with this requirement.

2. **Minimum Distance Requirements:** No Media and Public Service Board Wall Sign shall be located less than 2,000 feet in each direction from another permitted Media and Public Service Board Wall Sign. (See: Figure 1). For purposes of measuring the minimum distance requirements set forth herein, the minimum distance between Media and Public Service Board Wall Signs shall be measured from the edge of the sign where an existing Media and Public Service Board Wall Sign is located to the edge of the property line where the proposed Media and Public Service Board Wall Sign is to be located, along the Doral Boulevard commercial corridor between NW 87 Avenue and NW 79 Avenue. The Media and Public Service Board Wall Sign shall not be located within 250 feet of a residential development. The residential development distance from the Media and Public Service shall be measured from the sign location to the closest residential unit(s).

Staff Analysis: The proposed Media and Public Service Board Wall signs comply with this requirement. The sign placement is 3,256 feet away from the nearest permitted Media and Public Service Board Wall Sign and 404 feet from the nearest residential development.

3. **Sign area (maximum):** 1.25 square feet for each one lineal foot of street frontage, except that corner parcels providing for two (2) signs on a single multi-tenant building may utilize the greater of the two (2) frontages along a section line road for purposes of providing symmetrical signage on both sides of the building. Notwithstanding the foregoing, the Aggregate Wall Sign Area Ratio shall not result in an increase of more than 1.4% from the total allowable Wall Sign Area Ratio, pursuant to Section 80-258(a)(2)(a).

Staff Analysis: The proposed Media and Public Service Board Wall signs comply with this requirement. The subject site is a corner parcel providing for two signs on a single

multi-tenant building may utilize the greater of the two frontages along a section line road for purposes of providing symmetrical signage on both sides of the building, the proposed sign area was calculated using the lineal frontage of 419 feet on the south elevation. Each sign will have an area of 208 square feet, equivalent to the allowable maximum sign area of 1.25 square feet for each one lineal foot of street frontage and within the maximum threshold for the aggregate sign area ratio.

The addition of the proposed Media and Public Service Board Wall signs will result in a combined 416 square feet of sign area (1.05% of total wall area). Overall, the delta between the aggregate wall sign area ratio (including Media and Public Service Board Wall signs) and the Project's existing wall sign area ratio results in an increase of less than 1.06% where 1.4% is allowed, in compliance with the intent of the Code.

4. **Illumination:** Media and Public Service Board Wall Sign(s) may illuminate the entirety of their faces with 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. Media and Public Service Board Wall Sign(s) shall be modulated so that the brightness shall be 500 Nits or greater, as established by a Nits study, conducted by the Applicant, to determine the appropriate Nits (the degree of brightness that a viewer's eye can see from a screen) levels for the proposed Media and Public Service Board Wall Sign without impacting the drivers, businesses, and the public. Brightness from sunset to midnight shall not exceed the recommended Nits levels.

Staff Analysis:

5. **Hours of operation:** The maximum hours of operation shall be as follows: Monday—Thursday from sunrise to midnight, Friday—Sunday and Holidays from sunrise to 2:00 a.m.

Staff Analysis:

### **Supplemental provisions**

1. Each sign shall make available to the City a minimum of 10 percent (10%) of its daily operating time dedicated to the City for public service announcements on a daily non-accrual basis. Media and Public Service Board Wall sign(s) may be equipped with such technology to allow changing copy or light shows on the wall space. Media and Public Service Board Wall Sign(s) are authorized for on and off-premises display and are not prohibited pursuant to Sections 80-102, 80-302, and 80-303 nor regulated pursuant to Section 80-308 of this Code.

2. Media and Public Service Board Wall Signs message must have a minimum duration of eight (8) seconds and must be a static display. No portion of the message may flash, scroll, swirl, change color, fade in or out or in any manner imitate movement. The time to completely change from one message to the next is a maximum of two (2) seconds. The change of message occurs simultaneously for the entire sign face. The Media and Public Service Board Wall Signs automatic changing sign must contain a default design that will hold the face of the display on the sign in one (1) position if a malfunction occurs.
3. The Media and Public Service Board Wall Signs color, or combination of colors, in the advertisement display shall in no way correspond to the colors or combination of colors specified for road traffic signals or traffic signs. The advertisement display shall in no way be similar enough to be mistaken to represent a road traffic sign.
4. Audio speakers or any form of pyrotechnics are prohibited in association with the Media and Public Service Board Wall Signs.
5. The Media and Public Service Board Wall Signs shall not advertise materials that is immoral, lascivious, or obscene as defined in Chapter 847.001, Florida Statutes.
6. Media and Public Service Board Wall Signs shall not advertise tobacco products.
7. The Media and Public Service Board Wall Signs shall not advertise alcoholic beverages as defined in Chapter 561.01, Florida Statutes within one-quarter mile of the following:
  - a. Any type of public or private school including pre-schools, elementary schools, middle schools, high schools, colleges and universities
  - b. Houses of worship, including churches, synagogues, temples and mosques.
  - c. Hospitals or addiction treatment centers.

### **Comprehensive Plan Consistency Review**

The Applicant's proposed special exception to Chapter 80, Sign Regulations of the Land Development Code is not inconsistent with the City's Comprehensive Plan overall goals, objectives, and policies since the comprehensive plan is silent on the implementation of the city's sign ordinance. However, the Applicant's commitment to partnering with the city on the use of the board for public announcements will further the intent of the following policy in the comprehensive plan.

- Policy 7.1.9. Encourage an increased sense of community by providing and promoting cultural activities such as arts and crafts fairs, international festivals, and green markets.

### **Land Development Code Consistency Review**

The Applicant's proposed special exception request for a Media and Public Service Board Wall signs is consistent with Chapter 80, Sign Regulations of the Land Development Code. This type of signs is only limited to the DMU because the advertisement and public messages (on-premises

or off-premises) will reach a wider audience of individuals that live, work, or visit the city central business district commercial corridor in comparison to other locations in the city where the business and pedestrian activities are not as concentrated in a specific area as the city center. Furthermore, in the city center there is sufficient distance between commercial developments and other uses along the Doral Boulevard commercial corridor from NW 87<sup>th</sup> Avenue to NW 79 Avenue to prevent the proliferation of these boards and ensure compliance with the 2000-foot distance requirements between boards.

### **Recommendation**

The Planning and Zoning Department finds that the proposed special exception is not in violation of the City's Comprehensive Plan or City Charter, and if implemented in the manner proposed, it is consistent with the City's Land Development Code. Therefore, staff are not opposing the application. However, to mitigate the potential impacts of the proposed Media and Public Service Board Wall signs for Doral Atrium, the Planning and Zoning Department recommend the following conditions as stated in the Resolution:

1. The Applicant voluntarily agrees to accept or impose restrictions prohibiting political or campaign messages, or signs or advertisement related thereto, on the proposed Media and Public Service Board Wall signs to be erected on the Property. Said prohibition will be in the form of a condition for approval or declaration of restrictive covenants, in the form to be approved by the Planning and Zoning Director and City Attorney within thirty (30) days after the approval of the Media and Public Service Board Wall signs special exception by the City Council.
2. Brightness shall be 500 Nits or greater, as established by a Nits study, conducted by the Applicant, to determine the appropriate Nits (the degree of brightness that a viewer's eye can see from a screen) levels for the proposed Media and Public Service Board Wall Sign without impacting the drivers, businesses, and the public.
3. The Media and Public Service Board Wall Signs shall not operate past midnight from Sunday through Wednesday; and from Thursday through Saturday, including State and Federal holidays until 2:00 AM. on any day. Furthermore, brightness from sunset to midnight shall not exceed the recommended Nits levels.
4. Media and Public Service Board Wall Signs message must have a minimum duration of eight seconds and must be a static display. No portion of the message may flash, scroll, twirl, change color, fade in or out or in any manner imitate movement. The time to completely change from one message to the next is a maximum of two seconds. The change of message occurs simultaneously for the entire sign face. The Media and Public Service Board Wall Signs automatic changing sign must contain a default design that will hold the face of the display on the sign in one position if a malfunction occurs.

5. The Media and Public Service Board Wall Signs color, or combination of colors, in the advertisement display shall in no way correspond to the colors or combination of colors specified for road traffic signals or traffic signs. The advertisement display shall in no way be similar enough to be mistaken to represent a road traffic sign.
6. Audio speakers or any form of pyrotechnics are prohibited in association with the Media and Public Service Board Wall Signs.
7. The Media and Public Service Board Wall Signs shall not advertise content that is immoral, lascivious, or obscene as defined in Chapter 847.001, Florida Statutes.
8. No advertising will be allowed for tobacco products.
9. The Media and Public Service Board Wall Signs shall not advertise alcoholic beverages as defined in Chapter 561.01, Florida Statutes if the following uses exist within one-quarter mile of Doral Atrium:
  - a. Any type of public or private school including pre-schools, elementary schools, middle schools, high schools, colleges and universities.
  - b. Houses of worship, including churches, synagogues, temples and mosques.
  - c. Hospitals or addiction treatment centers.