



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

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)(I), "OFFICE SIGNS", AND SECTION 80-260(A)(I), "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

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

The proposed text amendment seeks to modify Chapter 80 of the Land Development Code ("LDC") by amending Section 80-3, "Definitions," to establish a definition for "Public Institution"; amending Sections 80-259(a)(I), "Office Signs," and 80-260(a)(I), "Industrial Signs," to allow Digital Changeable Message Signs as an allowable detached, freestanding, or monument sign type for qualifying Public Institutions, subject to applicable regulations and standards; and to provide an additional communication mechanism to facilitate dissemination of emergency information, public safety notices, civic announcements, and other time-sensitive information while maintaining consistency with the City's existing sign regulations and protecting public health, safety, welfare, and community aesthetics.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments
6/10/2026	Resolution No. 26- XXX	LPA

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
Total:	\$0		

STRATEGIC PLAN ALIGNMENT:

The proposed text amendment supports the City's Strategic Plan by enhancing communication methods available to Public Institutions for dissemination of emergency notifications, public safety information, civic announcements, and other time-sensitive information, thereby promoting public health, safety, and welfare

ATTACHMENT(S):

A. Ordinance



Memorandum

Date: August 12, 2026

To: Honorable Mayor and Councilmembers

Via: Zeida Sardinas
City Manager

From: Alexander J. Magrisso, Esq.
Planning and Zoning Director

Subject: **Digital Signs for Public Institutions Land Development Code Text Amendment**

Introduction

The Planning and Zoning Department is requesting that the Mayor and City Council approve the proposed text amendment to Chapter 80 of the City of Doral (the “City”) Land Development Code (the “LDC”), amending Section 80-3, “Definitions,” to establish a definition for “Public Institution”; amending Sections 80-259(a)(1), “Office Signs,” and 80-260(a)(1), “Industrial Signs,” to allow Digital Changeable Message Signs as an allowable detached, freestanding, or monument sign type for qualifying Public Institutions, subject to applicable regulations and standards; and to provide an additional communication mechanism to facilitate dissemination of emergency information, public safety notices, civic announcements, and other time-sensitive information while maintaining consistency with the City’s existing sign regulations and furthering the protection of public health, safety, welfare, and community aesthetics.

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). A copy of the legal advertisement is provided in “Attachment A.”

Background

On August 22, 2007, the City adopted the Land Development Code, establishing regulations governing land use and development standards, including signage requirements intended to protect public health, safety, welfare, and preserve the aesthetic character of the community.

The City recognizes that governmental entities and public institutions serve a significant public purpose by providing access to governmental services, educational facilities, civic programming, public facilities, and related public-facing operations. These institutions frequently require effective methods to communicate important information to residents, businesses, and visitors.

Public institutions routinely disseminate information regarding emergency notifications, weather-related updates, public safety advisories, public meetings, civic events, operational changes, and other community announcements. Existing sign regulations do not expressly permit Digital Changeable Message Signs as an allowable sign type for Public Institutions under applicable Office and Industrial district sign standards.

As technology and communication methods continue to evolve, digital signage has become an increasingly effective mechanism for conveying time-sensitive information to the public. The proposed amendment seeks to address this regulatory gap by authorizing Digital Changeable Message Signs for Public Institutions in a limited and regulated manner.

Staff Analysis

The proposed ordinance amends Chapter 80 of the Land Development Code to establish provisions allowing Digital Changeable Message Signs for Public Institutions, subject to applicable standards and limitations. Specifically, the ordinance amends Sections 80-3, 80-259(a)(1), and 80-260(a)(1) of the Land Development Code.

The proposed amendment to Section 80-3 (Definitions) establishes a definition for “Public Institution” to provide clarity and consistency in the interpretation and administration of the City’s sign regulations. The addition of this defined term is intended to identify governmental entities and public-serving institutions eligible to utilize the proposed signage provisions, thereby ensuring uniform application and implementation of the amended regulations.

Additionally, the proposed amendments to Sections 80-259(a)(1) and 80-260(a)(1) modify allowable sign types within Office and Industrial zoning districts to expressly permit Digital Changeable Message Signs for qualifying Public Institutions as detached, freestanding, or monument signs, subject to all applicable dimensional, operational, illumination, and locational requirements established within the Land Development Code.

The proposed amendments do not alter or remove existing regulations governing sign size, placement, maintenance, operational standards, or compatibility requirements. Rather, the amendments create a limited additional communication mechanism intended to address the operational needs of Public Institutions while preserving the City’s authority to regulate signage in furtherance of public health, safety, welfare, and aesthetic objectives.

The proposed amendments are supported by several legitimate governmental interests and policy considerations, including:

- Enhancing the ability of Public Institutions to communicate emergency notifications, public safety information, and other time-sensitive alerts in an efficient and effective manner;
- Improving dissemination of weather advisories, emergency notices, public meeting announcements, community events, civic programming, and other public information;
- Facilitating public awareness and encouraging civic engagement and participation;
- Supporting governmental operations and the delivery of public services; and
- Providing modern communication tools while maintaining compatibility with surrounding development and the City's existing sign regulations.

The City Council has recognized that Digital Changeable Message Signs, when appropriately limited and regulated, serve an important public purpose by improving access to critical information that may directly affect the health, safety, and welfare of residents, businesses, and visitors.

Staff finds that the proposed amendments strike an appropriate balance between facilitating timely public communication and preserving the City's established regulatory framework governing signage. Through continued application of existing dimensional, operational, and locational standards, the amendments advance legitimate governmental interests while maintaining consistency with community character, aesthetic considerations, and the overall intent of the Land Development Code. Furthermore, Staff finds that the proposed amendments are consistent with the City's Comprehensive Plan and serve to promote the public health, safety, and welfare.

Comprehensive Plan Consistency Review

The proposed text amendment is consistent with the following Comprehensive Plan, Future Land Use Element Goals, Objectives, and Policies:

Goal: *Transform Doral's Future Land Use Plan into a clear and creative visionary blueprint to effectively guide the City's residents, businesses and civic leaders in the important on-going challenge of shaping Doral into THE premier place to live, work and play in Southeast Florida.*

Policy 2.1.1: *Doral's future development goal is to be a premier place to live, work and play, and to accomplish that the City is dedicated to maintaining and developing extraordinary community features and facilities associated with "#1 Great Cities" around the world including outstanding place and building design, plentiful parks, excellent schools and community education opportunities, beautiful streets, interesting cultural and artistic venues, smart technology, environmental conservation, efficient government services, and easily-accessible vehicular and personal mobility. All land use amendments shall contribute to the enhancement of these '#1 Great City' features and facilities.*

Objective 2.2: *Land Development Code Maintain, and revise as necessary, an effective Land Development Code (LDC) that clearly implements the goals, objectives and policies of this Element, and the adopted Comprehensive Plan as a whole, and regulates development quality and impacts.*

The proposed amendment will not adversely affect the City of Doral Comprehensive Plan, including applicable goals, objectives, and policies related to public health, safety, welfare, governmental services, and orderly development. Furthermore, the proposed amendments advance legitimate governmental interests by enhancing the dissemination of information that may directly affect public health, safety, and welfare, while preserving the City's authority to regulate signage in a manner that protects community aesthetics, ensures compatibility with surrounding development, and minimizes potential adverse impacts. Accordingly, Staff finds that the proposed amendments are consistent with the City's Comprehensive Plan and further its goals, objectives, and policies related to effective governmental services, public communication, community welfare, and orderly development patterns.

Land Development Code Consistency Review

The following is a consistency review of the criteria established in Section 53-213(c) of the Land Development Code for considering text amendments to the Land Development Code.

- (1) Consistency with the comprehensive plan, or in the case of a plan amendment, consistency with the remainder of the plan and its goals, objectives, and policies.

The proposed amendments support Comprehensive Plan objectives promoting effective governmental operations, public safety, community engagement, and access to public information by facilitating improved communication methods for governmental entities and public-serving institutions. Additionally, because the amendments maintain existing regulatory standards governing sign placement, size, operation, and compatibility, they continue to uphold the Comprehensive Plan's policies regarding orderly development, compatibility with surrounding land uses, and protection of community character.

Furthermore, the proposed amendments advance legitimate governmental interests by improving dissemination of information that may directly affect public health, safety, and welfare, while preserving the City's ability to regulate signage in a manner that protects aesthetic quality and minimizes potential adverse impacts.

Accordingly, Staff finds that the proposed amendments are consistent with the Comprehensive Plan and further the Plan's goals, objectives, and policies related to public services, community welfare, compatible development patterns, and preservation of the City's overall character.

- (2) Consistency with applicable sections of this Land Development Code.

The proposed amendments do not eliminate or reduce existing requirements related to sign size, location, illumination, operational standards, maintenance, or compatibility with surrounding development. Rather, the amendments incorporate an additional, narrowly tailored sign type while maintaining compliance with all applicable standards and restrictions established within the Land Development Code.

Furthermore, the amendments are consistent with the intent and purpose of the City's sign regulations by continuing to promote orderly development patterns, preserving community aesthetics, minimizing potential adverse impacts associated with signage, and protecting the public

health, safety, and welfare. The proposed amendments also support effective communication by Public Institutions while preserving the City's authority to regulate signage in a manner consistent with existing development standards.

Accordingly, Staff finds that the proposed amendments are consistent with the applicable provisions, intent, and overall framework of the Land Development Code.

(3) Additionally, as to rezoning amendments:

- a. Whether justified by changed or changing conditions.
- b. Whether adequate sites already exist for the proposed district uses.
- c. Whether specific requirements of this Land Development Code are adequate to ensure compatibility with adjoining properties as required by the comprehensive plan.

This review criteria do not apply to the proposed text amendment. This review criteria are only applicable to rezoning applications.

Recommendation

Staff requests that the Mayor and City Council approve the proposed text amendment to Chapter 80 of the Land Development Code to amend Section 80-3, "Definitions," to establish a definition for "Public Institution"; amend Sections 80-259(a)(1), "Office Signs," and 80-260(a)(1), "Industrial Signs," to allow Digital Changeable Message Signs as an allowable detached, freestanding, or monument sign type for qualifying Public Institutions.