

Memorandum



Date: May 17, 2005

To: Honorable Chairman Joe A. Martinez and Members
Board of County Commissioners

From: 
George M. Burgess
County Manager

Agenda Item No. 4(H)

Subject: Ordinance Amending Section 33-94 of the Code of Miami-Dade County
to allow Park and Recreation Department Banners

RECOMMENDATION

It is recommended that the Board adopt the attached ordinance amending Section 33-94 of the Code of Miami-Dade County to allow the Miami-Dade Park and Recreation Department to utilize banners in its parks, to promote park activities, special events and sponsorship of events. This ordinance will be in compliance with Article 6J of the Miami-Dade County Charter relating to advertising in connection with sponsorship of events or facilities in parks.

BACKGROUND

The Park and Recreation Department has numerous events and activities in its facilities for public enjoyment and recreational entertainment. One critical method of marketing these activities is to utilize canvas or vinyl banners in the park for promotion of upcoming events and other activities. The banners are of a temporary nature and are a relatively inexpensive means of informing the public, particularly those who may already be patrons of the facility or travel adjacent roadways.

While banners have traditionally been used on park property, Team Metro recently brought to the Department's attention that zoning rules regarding signs limit the size, number, and duration for the use of banners at parks. The Department consulted with Team Metro and the Zoning Department and a consensus was reached to amend the Zoning Ordinance allowing for the Department's customary use of banners on park property. Additionally, the amendment establishes guidelines for the size of the banners at a maximum square footage of thirty (30) square feet. The proposed ordinance also establishes that these banners may be in place up to sixty (60) calendar days prior to the event or activity, and must be removed within seven (7) calendar days after the end of the event or activity.

This ordinance pertaining to zoning amending Section 33-94 will have no fiscal impact on Miami-Dade County; however, this change is intended to assist in the increased participation in park activities, programs and events.

Attachment



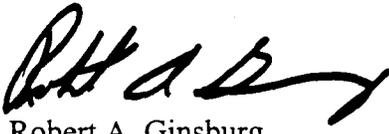
Alex Munoz
Assistant County Manager



MEMORANDUM

(Revised)

TO: Honorable Chairman Joe A. Martinez **DATE:** May 17, 2005
and Members, Board of County Commissioners

FROM: 
Robert A. Ginsburg
County Attorney

SUBJECT: Agenda Item No. 4(H)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required.
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved _____ Mayor

Agenda Item No. 4 (H)

Veto _____

05-17-05

Override _____

ORDINANCE NO. _____

ORDINANCE RELATING TO ZONING; AMENDING SECTION 33-94 OF THE CODE OF MIAMI-DADE COUNTY, FLORIDA; PERTAINING TO SIGNS PERMITTED WITHOUT A SIGN PERMIT; PROVIDING SEVERABILITY, INCLUSION IN THE CODE AND AN EFFECTIVE DATE

BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA:

Section 1. Section 33-94 of the Code of Miami-Dade County, Florida is hereby amended as follows:¹

Sec. 33-94. Signs permitted without a sign permit.

* * *

>>(g) The Director of the Miami-Dade County Park and Recreation Department, or designee, shall be permitted to post banners promoting park activities, special events and sponsorships relating to same, provided (i) such banners are posted on the Miami-Dade County park property where the activity or special event will occur; (ii) that each banner shall be limited in size to no more than thirty (30) square feet; (iii) that the banner shall not be posted more than sixty (60) days preceding the activity or event and shall be removed within seven (7) days following the activity or event. Banners complying with the conditions specified in this subsection shall be permitted without a sign permit.<<

¹ Words stricken through and/or [[double bracketed]] shall be deleted. Words underscored and/or >>double arrowed<< constitute the amendment proposed. Remaining provisions are now in effect and remain unchanged.

Section 2. If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 3. It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance, including any sunset provision, shall become and be made part of the Code of Miami-Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section," "article," or other appropriate word.

Section 4. This ordinance shall become effective ten (10) days after the date of enactment unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

PASSED AND ADOPTED:

Approved by County Attorney as
to form and legal sufficiency:



Prepared by:



John McInnis