MEMORANDUM Agenda Item No. 5(E)

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

DATE: July 19, 2011

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Governmental Facilities Hearing Application GF11-04 Amendments to the Crandon Park Master Plan Temporary Special Event Signage

The accompanying resolution was prepared by the Department of Planning and Zoning and placed on the agenda at the request of Prime Sponsor Commissioner Xavier L. Suarez.

R. A. Cuevas, Jr.
County Attorney

RAC/cp

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Memorandum

MIAMI-DADE COUNTY

Date: July 19, 2011

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

From: Alina T. Hudak
County Manager

Subject: Governmental Facilities Hearing Application
GF11-04 Amendments to the Crandon Park Master Plan
Temporary Special Event Signage

RECOMMENDATION

It is recommended that the Board of County Commissioners approve the attached resolution that would amend terms of the Crandon Park Master Plan (CPMP) to allow the placement of temporary special event signage by non-profit, charitable, health, wellness and/or participant based athletic events at Crandon Park, located at 4000 Crandon Boulevard, in compliance with Section 33-303 of the Code of Miami-Dade County. The amendments will allow the placement of temporary signage so that not for profit organizations, promoters and potentially the County can recognize sponsors of health, wellness, and participant based athletic charity events. The temporary signage will advertise sponsors and provide directions leading to and within the event. This item was prepared by the Department of Planning and Zoning at the request of the Miami-Dade Park and Recreation Department and is recommended for approval.

LOCATION	4000 Crandon Boulevard, unincorporated Miami-Dade County
COMMISSION DISTRICT:	7
COMMISSION DISTRICT IMPACTED:	Countywide
FOLIO NUMBER:	30-4232-001-0010
SIZE:	Approximately 900-acres
BACKGROUND:	In 1940, the Matheson family conveyed approximately 900 acres of property on Key Biscayne to Miami-Dade County (formerly Metropolitan Dade County) for use as a public park in exchange for the County's commitment to build a causeway to the key. The Rickenbacker Causeway was completed in 1947 and shortly thereafter, Crandon Park opened to the public.

In 1987, plans to build a professional tennis center on Crandon Park were developed and in 1990 plans for a stadium were approved. The Matheson family filed suit against the County on the premise that the commercial nature of the stadium project violated the park's deed restrictions which required that the land be used for public park purposes only.

As a resolution of litigation between the Matheson family heirs and the County over appropriate public park uses, the family and the County entered into a Settlement Agreement in 1993. The Settlement Agreement provides that any amendment to the Master Plan be approved by the Board of County Commissioners by resolution and transmitted to the Crandon Park Amendment Committee (CPAC) as established by the Settlement Agreement. Pursuant to the Settlement Agreement, on July 13, 1993, the Board of County Commissioners approved a draft Crandon Park Master Plan (Resolution No. R-861-93). On July 18, 1996 the Board passed Resolution No. R-900-96 approving the final Crandon Park Master Plan.

A Declaration of Restrictive Covenants adopting the final CPMP was executed on August 25, 2000 and recorded in the public records of the County. The Declaration of Restrictive Covenants specified that it could be enforced by a citizen of the County and that the plaintiff in any such action against the County, if successful, shall be entitled to costs and attorney's fees.

In 2004, Bruce Matheson filed a lawsuit against the County alleging that the County had violated the CPMP and the Declaration of Restrictive Covenants. The County disputed many of the alleged violations and maintained that it actually complied with the CPMP in several of these instances where a violation was alleged. In the other instances, the County maintained that the alleged non-conformance resulted from requirements that had no date certain for implementation and/or that the County simply has not had the funds to implement such requirements. Pursuant to Resolution No. 581-10, a Settlement Agreement with Mr. Matheson was approved by the Board of County Commissioners on May 18, 2010.

Resolution No. R-391-11 (adopted on May 3, 2011) directed the Mayor or the Mayor's designee to prepare an amendment to the Crandon Park Master Plan to allow advertising for one-day events sponsored by non-profits and bring it back to the Board of County Commissioners for consideration. Prior to the adoption of Resolution No.

R-391-11, staff had been researching the scope and types of special events effected by the prohibition against advertising and had developed amendment language to be reviewed by the Commission via the GF Site Review process. This language included the non-profit and charitable events as well as wellness, health and participant-based athletic events that are produced by either non-profit or for profit promoters. The health and participant-based athletic events historically conducted at Crandon Park significantly contribute the wellness of this County's residents and make our County a destination for participants travelling here from other locales.

The primary objective of the Crandon Park Master Plan is to ensure that park structures and uses are consistent with public park purposes, and to permit upgrades and enhancements to recreational facilities already existing in the park. Miami-Dade Park and Recreation is requesting to amend terms of the CPMP to allow temporary special events signage for not for profit charitable organizations and potentially the County to recognize sponsors of health, wellness and participant based athletic events.

ZONING: GU, Interim

JUSTIFICATION: The amendments to the CPMP will allow temporary signage so that not for profit organizations can recognize sponsors of charity events and allow promoters and potentially the County to recognize health, wellness, and participant based athletic event sponsors. The temporary signage will advertise sponsors and provide directions leading to and within the event.

PROJECT DESCRIPTION: The Master Plan would be modified to include the following language specifically stated as follows:

* * *

MASTER PLAN

General Provisions and Restrictions

1. Except on the Tennis Center Site during the Tournament Period (as hereafter defined), and during the 14-day period immediately preceding the Tournament Period and the 5-day period immediately following the Tournament Period >> during non-profit, charitable, health, wellness and/or participant-based athletic events;<< all advertising, promotion or merchandising, either expressed

or implied, including but not limited to visual, organoleptic (taste and odor), verbal or audio, shall be prohibited on exterior surfaces, and on the interior of windows if visible from any area surrounding the buildings or any areas within or over the Crandon Park Lands; and advertising, promotional, or identifying umbrellas, banners, balloons or similar devises, outdoor vending machines, or merchandise awnings, bench advertising and similar devices, shall be prohibited on the Crandon Park Lands.

* * *

16. Except on the Tennis Center Site the Tournament Period (as hereafter defined), and during the 14-day period immediately preceding the Tournament Period and the 5-day period immediately following the Tournament Period and except for Tournament ticket sales within the Tennis Stadium only during a period from August 1 through to completion of the Tournament Period >>and during non-profit, charitable, health, wellness and/or participant-based athletic events;<< all advertising or promotion of any product, service, or organization whatsoever (either express or implied) shall be prohibited on, over or within the Crandon Park Lands, including but not limited to advertising associated with graphic panels, signs, billboards, bus benches, bus shelters, banners, audio or video devices, balloons, temporary graphic displays or similar devices. No activity, feature or building shall be advertised or promoted on the Crandon Park Lands by a sign, flag or banner or any other means. All restaurant and all other advertising signs along the Crandon Boulevard frontage shall be removed within 120 days from the recording of the Declaration of Restrictions for Crandon Park incorporating this Master Plan (the "Adoption Date").

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CRANDON PARK MARINA

* * *

No umbrella, roof, awning or exterior bench may bear any advertising logo or wording. All restaurant and other advertising signs are to be removed from the Crandon Boulevard Frontage within 120 days of the Adoption Date. Each Marina building, shed or stall shall be identified by a single, attached identifying sign which shows its name and/or use. Signs shall be uniform in color, print and style (see Detailed Elements; Signage Guidelines and Standards, App. O). These buildings (i.e. restaurant,

dockmaster, dive shop, picnic shelters, restrooms) shall be constructed or remodeled to conform to the uniform South Florida Vernacular Architectural Style described and illustrated in Appendix A by no later than six years from the Adoption Date. No flag or banner identifying a building or activity shall be displayed on, above or adjacent to it. No building or activity shall be advertised elsewhere in Crandon Park by a sign, flag, banner or any other means >>except during non-profit, charitable, health, wellness and/or participant-based athletic events.<<North of the restaurant, along the waterfront, a number of boat chartering booths are grouped and covered by a long, blue and white striped awning, which is an intrusive element in the Marina's park setting. Upon the next replacement of this awning -no later than 120 days of the Adoption Date - and at the time of all future replacements of this or any other awning on the marina site, new awnings shall be a solid Park Green color. See Crandon Park Color Standards -App. A. All charter boat signage and dock box configurations shall be identical to those at the charter boat "Abracadabra" on January 14, 1993. See App. O.

* * *

APPENDIX O

CRANDON PARK SIGNAGE GUIDELINES AND STANDARDS

* * *

Except on the Tennis Center Site during a period 14 days prior to the commencement of the Tournament Period (as hereafter defined), during the Tournament Period, and during a period 5 days following the Tournament Period (see Master Plan) >>and during non-profit, charitable, health, wellness and/or participant-based athletic events;<< there shall be no signs, banners, flags, balloons, logos, vending machines, or any other means of sales or promotion visible from the outside of any structures, whether temporary or permanent.

At the time of all events, temporary directional signs may be set up not sooner than the day before the event and these signs must be removed not later than the day after the last day of the event. [[~~Such signs shall not include the names of sponsors except as the event itself may bear the sponsor's name in block letters maximum height 6" (i.e. "The Lipton International Tennis Tournament" or "The Royal Caribbean Golf Tournament"). No logos shall be~~

~~used on these signs.]]~~ They shall not be placed in such a manner that they obscure any permanent signs and they shall in no case be nailed or otherwise fastened to any tree. They shall not include any electric lighting, any reflectors or any moving parts. The temporary directional signs shall be placed below the regular sign.

Except on the Tennis Center Site during a period 14 days prior to the commencement of the Tournament Period (as hereafter defined), during the Tournament Period, and during a period 5 days following the Tournament Period (see Master Plan), there shall be no umbrella >>(except during non-profit, charitable, health, wellness and/or participant-based athletic events),<< roof, awning, exterior bench or bus shelter which bears or refers to any advertising, logo or promotional wording.

Except on the Tennis Center Site during a period 15 days prior to the commencement of the Tournament Period (as hereafter defined), during the Tournament Period, and during a period 5 days following the Tournament Period (see Master Plan) >>and during non-profit, charitable, health, wellness and/or participant-based athletic events;<< there shall be no advertising activity or commercial product advertising or promotional signs, logos or similar devices or appendages displayed or voiced inside or outside of any structure.

* * *

DEVELOPMENT: If approved by the Crandon Park Master Amendment Committee, temporary signage will be allowed during nonprofit charitable events.

FUNDING: Not applicable, special event sponsor would be responsible for providing funding for the temporary signage.

SITE REVIEW COMMITTEE: The committee's task is to review projects subject to 33-303 of the Code of Miami-Dade County with regard to the public need for the proposed facility, its impact upon the surrounding community, and other similar considerations. The committee reviewed this project on June 22, 2001.

PUBLIC HEARING: Section 33-303 of the Code of Miami-Dade County provides that, prior to the construction, erection or operation of a government facility in the unincorporated areas of Miami-Dade County, a favorable public hearing before the Board of County Commissioners (BCC) is required. The BCC may only authorize the use,

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construction, erection and operation of such facilities after considering, among other factors, the public need for the facility, the type of function involved, existing land use patterns in that area and the nature of the impact of the facility on surrounding properties. The attached report from the Miami-Dade County Site Review Committee addresses these factors.

This government facilities application is subject to further approval by the Crandon Park Amendment Committee before the Crandon Park Master Plan can be amended. Pursuant to the 1992 Settlement Agreement between Miami-Dade County and the Matheson family, an amendment to the Crandon Park Master Plan will be effective upon the Miami-Dade County Board of County Commissioner's approval and the Crandon Park Amendment Committee's approval. If the amendment committee fails to approve this proposed amendment, the Crandon Park Master Plan will continue to be enforced as it was previously in effect.

MONITOR: Gilberto Blanco, Principal Planner

DELEGATED AUTHORITY: The attached resolution would approve the amendments to the Crandon Park Master Plan to allow temporary special event signage at Crandon Park.

Assistant County Manager

Memorandum

MIAMI-DADE COUNTY

Date: July 19, 2011

To: Alina T. Hudak
County Manager

From: Miami-Dade County Site Review Committee

Subject: Governmental Facilities Hearing Application
GF11-04 Amendments to the Crandon Park Master Plan
Temporary Special Events Signage

RECOMMENDATION

It is recommended that the Board of County Commissioners approve the attached resolution to amend the Crandon Park Master Plan (CPMP) to allow the placement of temporary special event signage by non-profit charitable, health, wellness and participant based athletic events at Crandon Park, located at 4000 Crandon Boulevard, in compliance with Section 33-303 of the Code of Miami-Dade County. This item was prepared by the Department of Planning and Zoning at the request of the Miami-Dade Park and Recreation Department. The Miami-Dade Site Review Committee's task is to review projects subject to Section 33-303 of the Code of Miami-Dade County with regard to the public need for the facility, its impact upon the surrounding community, and other similar considerations. All committee members recommend approval of the amendments to the Crandon Park Master Plan.

BACKGROUND

In 1940, the Matheson family conveyed approximately 900 acres of property on Key Biscayne to Miami-Dade County (formerly Metropolitan Dade County) for use as a public park in exchange for the County's commitment to build a causeway to the key. The Rickenbacker Causeway was completed in 1947 and shortly thereafter, Crandon Park opened to the public.

In 1987, plans to build a professional tennis center on Crandon Park were developed and in 1990 plans for a stadium were approved. The Matheson family filed suit against the County on the premise that the commercial nature of the stadium project violated the park's deed restrictions which required that the land be used for public park purposes only.

As a resolution of litigation between the Matheson family heirs and the County over appropriate public park uses, the family and the County entered into a Settlement Agreement in 1993. The Settlement Agreement provides that any amendment to the Master Plan be approved by the Board of County Commissioners by resolution and transmitted to the Crandon Park Amendment Committee (CPAC) as established by the Settlement Agreement. Pursuant to the Settlement Agreement, on July 13, 1993, the Board of County Commissioners approved a draft Crandon Park Master Plan (Resolution No. R-861-93). On July 18, 1996 the Board passed Resolution No. R-900-96 approving the final Crandon Park Master Plan.

A Declaration of Restrictive Covenants adopting the final CPMP was executed on August 25, 2000 and recorded in the public records of the County. The Declaration of Restrictive Covenants specified that it could be enforced by a citizen of the County and that the plaintiff in any such action against the County, if successful, shall be entitled to costs and attorney's fees.

In 2004, Bruce Matheson filed a lawsuit against the County alleging that the County had violated the CPMP and the Declaration of Restrictive Covenants in no less than 33 different ways. The County disputed many of the alleged violations and maintained that it actually complied with the CPMP in several of these instances where a violation was alleged. In the other instances, the County maintains that the alleged non-conformance results from requirements that have no date certain for implementation and/or that the County simply has not had the funds to implement such requirements. Pursuant to Resolution No. 581-10, a Settlement Agreement with Mr. Matheson was approved by the Board of County Commissioners on May 18, 2010.

The primary objective of the Crandon Park Master Plan is to ensure that park structures and uses are consistent with public park purposes, and to permit upgrades and enhancements to recreational facilities already existing in the park. Miami-Dade Park and Recreation is requesting to amend terms of the CPMP to allow temporary special events signage for not for profit charitable organizations and potentially the County to recognize sponsors of health, wellness and participant based athletic events.

PROJECT DESCRIPTION

The Miami-Dade Park and Recreation Department proposes to amend the Crandon Park Master Plan to allow temporary special events signage for nonprofit charitable, health, wellness and participant based athletic events.

COMPREHENSIVE DEVELOPMENT MASTER PLAN

The subject property is designated as **"Parks and Recreation"** and **"Environmentally Protected Parks"** on the Comprehensive Development Master Plan (CDMP) Adopted 2015-2025 Land Use Plan (LUP) map.

Land Use Element

The proposed amendments will further the following policies of the Land Use Element:

Policy LU-9B

Miami-Dade County shall continue to maintain, and enhance as necessary, regulations consistent with the CDMP which govern the use and development of land and which, as a minimum, regulate: vii) Signage.

Recreation & Open Space Element

The proposed amendments will further the following policies of the Recreation and Open Space Element:

Policy ROS-3E

The Park and Recreation Department shall seek to increase public awareness of available recreation opportunities through education and information programs and signage on roadways, at park entrances, and within large parks.

IMPACT OF FACILITY ON SURROUNDING LAND USE

Crandon Park Marina is an existing metropolitan park and the proposed amendments will not have any impact on the surrounding land use. The proposed amendments will allow temporary special events signage during nonprofit charitable, health, wellness and participant based athletic events.

STAFF RECOMMENDATIONS

The **Department of Planning and Zoning** has reviewed the application, recommends approval and provides the following comments:

The Department of Planning and Zoning recommends approval of this application. The proposed amendments to the Crandon Park Master Plan will allow for the placement of temporary special event signage for nonprofit charitable, health, wellness and participant based athletic events and as such Crandon Park remains **consistent** with the adopted 2005 and 2015 Comprehensive Development Master Plan.

CONDITIONS:

1. That the applicant shall comply with all applicable conditions and requirements of the Site Review Committee.

2. That the applicant shall comply with all applicable conditions and requirements of the Crandon Park Amendment Committee.

The **Public Works Department – Right of Way Division** has reviewed the application and has no objections.

The **Public Works Department – Highway Engineering Division** has reviewed the application and provides the following comments:

- Currently, PWD has no proposed roadway project adjacent to the subject site in the 2011 Transportation Improvement Program (TIP), nor in the 2035 Long Range Transportation Plan (LRTP).

- All signs intended for use for traffic must be submitted to PWD for approval, both as to sign design and placement. Please submit plans to PWD Traffic Engineering Division for review.

- Please be advised that a PWD permit will be required for this project. Please contact the PWD Permit Section, at (305) 375-2142, for more information.

Should you have any questions, please contact Javier Heredia, P.E., Section Head, Highway Planning, at (305) 375-1901.

The **Public Works Department – Land Development Division** has reviewed the application and has no objections.

The **Fire Rescue Department** has reviewed the application, has no objections and provides the following comments:

- Although Miami-Dade Fire Rescue does not object to the temporary signage on Crandon Park, it is required that all temporary signage be installed in a manner that will not impede emergency vehicle visibility or access.

- It is recommended that prior to the placement of temporary signage, an illustration depicting the size and location of the particular sign be prepared by the Parks Department and reviewed by the Fire Water & Engineering Bureau to assure compliance with the Florida Fire Prevention Code (FFPC) and National Fire Protection Association (NFPA) standards.

If you need additional information, please contact Carlos Heredia, Planning Section Supervisor, at (786) 331-4544.

The **Miami-Dade Water & Sewer Department (M-DWASD)** has reviewed the application, has no objection and provides the following comment:

- Please be advised that if the temporary special events signage need a foundation close to any water and sewer underground facility, a detailed plan will be required.

The **General Services Administration** has reviewed the application and has no objections.

The **Department of Environmental Resources Management (DERM)** has reviewed the subject application and has determined that it meets the minimum requirements of Chapter 24 if the Code of Miami-Dade County, Florida (the Code). Accordingly, DERM may approve the application, and the same may be scheduled for public hearing.

Potable Water Supply and Wastewater Disposal
Public water and public sanitary sewers can be made available to the subject property. Therefore, connection of the proposed development to the public water supply system and sanitary sewer system shall be required in accordance with Code requirements.

Existing public water and sewer facilities and services meet the Level of Service (LOS) standards set forth in the Comprehensive Development Master Plan (CDMP). Furthermore, the proposed development order, if approved, will not result in a reduction in the LOS standards subject to compliance with the conditions required by DERM for this proposed development order.

Notwithstanding the foregoing, in light of the fact that the County's sanitary sewer system has limited sewer collection, transmission, and treatment capacity, no new sewer service connections can be permitted, unless there is adequate capacity to handle the additional flows that this project would generate. Consequently, final development orders for this site may not be granted if adequate capacity in the system is not available at the point in time when the project will be contributing sewage to the system. Lack of adequate capacity in

the system may require the approval of alternative means of sewage disposal. Use of an alternative means of sewage disposal may only be granted in accordance with Code requirements, and shall be an interim measure, with connection to the public sanitary sewer system required upon availability of adequate collection/transmission and treatment capacity.

Stormwater Management
The proposed Master Plan amendment to allow placement of temporary special event signs will not affect the existing stormwater management system. Therefore, DERM Water Control Section has no pertinent comments.

Coastal Resources
No signs shall be installed or placed within coastal wetlands or in tidal waters of Miami-Dade County. No mangroves shall be cut, trimmed or altered in order to install or place any signs.

The applicant is advised to contact the Coastal Resources Section of DERM at (305)372-6575 if further information is required.

Natural Forest Communities
Portions of folio 30-4232-001-0010 contain county designated Natural Forest Community (NFC). Natural Forest Communities (NFC's) are upland natural areas that, meet one or more of the following criteria: the presence of endangered, threatened, rare or endemic species; low percentage of site covered by exotic plant species; high overall plant diversity; wildlife habitat values; and geological features.

Section 24-49.2 of the Code generally requires that trees and other vegetation, including shrubs and groundcover plants, in or outside of the NFC's boundaries must be preserved. A permit is required for any work within a NFC, and permits may only be issued for limited clearing consistent with the detailed standards in Section 24-49.2 (I)(1)(a)of the Code. Section 24-49.3 (2)(a) of the Code states "If it is determined that the proposed development site is within natural forest community, the standards set forth in Section 24-49.2 shall apply. Proposed site actions that are not in accordance with said standards shall receive a recommendation of denial from the Department."

Placement of any temporary sign shall not require the removal, effective destruction or any other negative impacts to County designated NFC or any other native vegetation located within the subject site.

Tree Preservation
The subject property contains specimen-sized (trunk diameter 18 inches or greater) trees. Section 24-49.2(II) of the Code requires that specimen trees be preserved whenever reasonably possible. Be advised that if the proposed sign impacts any tree resources on the site, a Miami-Dade County Tree Removal Permit will be required prior to the removal or relocation of any tree that is subject to the Tree Preservation and Protection provisions of the Code. Said Tree Removal Permit shall meet the requirements of Sections 24-49.2 and 24-49.4 of the Code.

The applicant is required to comply with the above tree permitting requirements. DERM's approval of the subject application is contingent upon inclusion of said tree permitting requirements in the resolution approving this application.

The applicant is advised to contact DERM staff for additional information regarding tree permitting procedures and requirements prior to site development.

Concurrency Review Summary
DERM has conducted a concurrency review for this application and has determined that the same meets all applicable LOS standards for an initial development order, as specified in the adopted CDMP for potable water supply, wastewater disposal, and flood protection. Therefore, the application has been approved for concurrency subject to the comments and conditions contained herein.

This concurrency approval does not constitute a final concurrency statement and is valid only for this initial development order, as provided for in the adopted methodology for concurrency review.

Additionally, this approval does not constitute any assurance that the LOS standards would be met by any subsequent development order applications concerning the subject property.

This memorandum shall constitute DERM's written approval, as required by the Code.

If you have any questions concerning the comments, or wish to discuss this matter further, please contact Christine Velazquez at (305) 372-6764.

MIAMI-DADE COUNTY SITE REVIEW COMMITTEE

APPLICATION GF11-04

MIAMI-DADE PARK AND RECREATION DEPARTMENT
CRANDON PARK

Esther Calas, Director
Public Works Department

Marc C. LaFerrier, AICP, Director
Department of Planning and Zoning

Karls Paul-Noel, Interim Director
Miami-Dade Fire Rescue Department

Jose Gonzalez, P.E., Assistant Director
Department of Environmental
Resource Management

for
Sergio Garcia, Plans Review Manager
Plans Review Section
Water and Sewer Department

Wendi J. Norris, Director
General Services Administration

MEMORANDUM

(Revised)

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

DATE: July 19, 2011

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Agenda Item No. 5(E)

Please note any items checked.

_____	**"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**
_____	**Ordinance creating a new board requires detailed County Manager's report for public hearing**
✓	**No committee review**
_____	**Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous _____) to approve**
_____	**Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor

Veto _____

Override _____

Agenda Item No. 5(E)
7-19-11

RESOLUTION NO. _____

RESOLUTION APPROVING AMENDMENTS TO THE CRANDON PARK MASTER PLAN TO ALLOW FOR TEMPORARY SPECIAL EVENT SIGNAGE FOR NON-PROFIT CHARITABLE, HEALTH, WELLNESS, AND PARTICIPANT BASED ATHLETIC EVENT SPONSORS AT CRANDON PARK LOCATED AT 4000 CRANDON BOULEVARD, IN COMPLIANCE WITH SECTION 33-303 OF THE CODE OF MIAMI-DADE COUNTY, SUBJECT TO THE APPROVAL OF THE CRANDON PARK AMENDMENT COMMITTEE; DIRECTING SUBSEQUENT RECORDATION IN PUBLIC RECORDS AND MODIFICATION TO OFFICIAL COPIES OF CRANDON PARK MASTER PLAN OF ALL AMENDMENTS TO DATE

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandums, copies of which are incorporated herein by reference, and has conducted a public hearing in compliance with the provisions of Section 33-303 of the Code of Miami-Dade County, Florida,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. This Board hereby finds and declares that amending the terms of the Crandon Park Master Plan to allow for temporary special event signage for non-profit, charitable, health, wellness, and/or participant based athletic events at Crandon Park, located at 4000 Crandon Boulevard, more specifically described as follows:

SEE ATTACHED EXHIBIT A

will not have a significant new impact on the current use of Crandon Park Lands, and in so finding has considered, among other factors, the type of function involved, the public need

thereof, the land use pattern in the area, and the nature of the impact on the surrounding area.

Section 2. This Board hereby recommends approval of the amendment modifications to the Crandon Park Master Plan as stated herein, and that the following modifications be incorporated into the Crandon Park Master Plan as approved on July 18, 1996 (Resolution 900-96). The Master Plan would be modified to include substantially the following language stated as follows:1

* * *

MASTER PLAN

General Provisions and Restrictions

1. Except on the Tennis Center Site during the Tournament Period (as hereafter defined), and during the 14-day period immediately preceding the Tournament Period and the 5-day period immediately following the Tournament Period >>and during non-profit, charitable, health, wellness and/or participant-based athletic events;<< all advertising, promotion or merchandising, either expressed or implied, including but not limited to visual, organoleptic (taste and odor), verbal or audio, shall be prohibited on exterior surfaces, and on the interior of windows if visible from any area surrounding the buildings or any areas within or over the Crandon Park Lands; and advertising, promotional, or identifying umbrellas, banners, balloons or similar devises, outdoor vending machines, or merchandise awnings, bench advertising and similar devices, shall be prohibited on the Crandon Park Lands.

* * *

16. Except on the Tennis Center Site the Tournament Period (as hereafter defined), and during the 14-day period immediately preceding the Tournament Period and the 5-day period immediately following the Tournament Period and except for Tournament ticket sales within the Tennis Stadium only during a period from August 1 through to completion of the Tournament Period >>and during non-profit, charitable, health, wellness and/or participant-based athletic events;<< all advertising or promotion of any product, service, or organization whatsoever (either express or implied) shall be prohibited on, over or within the Crandon Park Lands, including but not limited to advertising associated with graphic panels, signs, billboards, bus benches, bus shelters, banners, audio or video devices, balloons, temporary graphic displays or similar devices. No activity, feature or building shall be advertised or

[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.

promoted on the Crandon Park Lands by a sign, flag or banner or any other means. All restaurant and all other advertising signs along the Crandon Boulevard frontage shall be removed within 120 days from the recording of the Declaration of Restrictions for Crandon Park incorporating this Master Plan (the "Adoption Date").

* * *

CRANDON PARK MARINA

* * *

No umbrella, roof, awning or exterior bench may bear any advertising logo or wording. All restaurant and other advertising signs are to be removed from the Crandon Boulevard Frontage within 120 days of the Adoption Date. Each Marina building, shed or stall shall be identified by a single, attached identifying sign which shows its name and/or use. Signs shall be uniform in color, print and style (see Detailed Elements; Signage Guidelines and Standards, App. O). These buildings (i.e. restaurant, dockmaster, dive shop, picnic shelters, restrooms) shall be constructed or remodeled to conform to the uniform South Florida Vernacular Architectural Style described and illustrated in Appendix A by no later than six years from the Adoption Date. No flag or banner identifying a building or activity shall be displayed on, above or adjacent to it. No building or activity shall be advertised elsewhere in Crandon Park by a sign, flag, banner or any other means >>except during non-profit, charitable, health, wellness and/or participant-based athletic events.<< North of the restaurant, along the waterfront, a number of boat chartering booths are grouped and covered by a long, blue and white striped awning, which is an intrusive element in the Marina's park setting. Upon the next replacement of this awning -no later than 120 days of the Adoption Date -and at the time of all future replacements of this or any other awning on the marina site, new awnings shall be a solid Park Green color. See Crandon Park Color Standards -App. A. All charter boat signage and dock box configurations shall be identical to those at the charter boat "Abracadabra" on January 14, 1993. See App. O.

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APPENDIX O

CRANDON PARK SIGNAGE GUIDELINES AND STANDARDS

* * *

Except on the Tennis Center Site during a period 14 days prior to the commencement of the Tournament Period (as hereafter defined), during the Tournament Period, and during a period 5 days following the Tournament Period (see Master Plan) >>and during non-profit, charitable, health, wellness and/or participant-based athletic events;<< there shall be no signs, banners, flags, balloons, logos, vending machines, or any other means of sales or promotion visible from the outside of any structures, whether temporary or permanent.

At the time of all events, temporary directional signs may be set up not sooner than the day before the event and these signs must be removed not later than the day after the last day of the event. [[~~Such signs shall not include the names of sponsors except as the event itself may bear the sponsor's name in block letters maximum height 6" (i.e. "The Lipton International Tennis Tournament" or "The Royal Caribbean Golf Tournament"). No logos shall be used on these signs.~~]] They shall not be placed in such a manner that they obscure any permanent signs and they shall in no case be nailed or otherwise fastened to any tree. They shall not include any electric lighting, any reflectors or any moving parts. The temporary directional signs shall be placed below the regular sign.

Except on the Tennis Center Site during a period 14 days prior to the commencement of the Tournament Period (as hereafter defined), during the Tournament Period, and during a period 5 days following the Tournament Period (see Master Plan), there shall be no umbrella >>(except during non-profit, charitable, health, wellness and/or participant-based athletic event),<< roof, awning, exterior bench or bus shelter which bears or refers to any advertising, logo or promotional wording.

Except on the Tennis Center Site during a period 15 days prior to the commencement of the Tournament Period (as hereafter defined), during the Tournament Period, and during a period 5 days following the Tournament Period (see Master Plan) >> and during non-profit, charitable, health, wellness and/or participant-based athletic events; <<there shall be no advertising activity or commercial product advertising or promotional signs, logos or similar devices or appendages displayed or voiced inside or outside of any structure.

* * *

Section 3. Subject to the approval of the Crandon Park Amendment Committee, this Board further directs the subsequent recordation of the amendment in the public records of Miami-Dade County and the modification to the official copies of the Crandon Park Master Plan available to the public of all amendments to date.

The foregoing resolution was offered by Commissioner , who moved its adoption. The motion was seconded by Commissioner and upon being put to a vote, the vote was as follows:

Joe A. Martinez, Chairman
Audrey M. Edmonson, Vice Chairwoman

Bruno A. Barreiro	Lynda Bell
Esteban L. Bovo, Jr.	Jose "Pepe" Diaz
Sally A. Heyman	Barbara J. Jordan
Jean Monestime	Dennis C. Moss
Rebeca Sosa	Sen. Javier D. Souto
Xavier L. Suarez	

The Chairperson thereupon declared the resolution duly passed and adopted this 19th day of July, 2011. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By:_____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Monica Rizo

MIAMI-DADE COUNTY
BOARD OF COUNTY COMMISSIONERS
NOTICE OF PUBLIC HEARING

The BOARD OF COUNTY COMMISSIONERS of Miami-Dade County, Florida will meet Tuesday 19th day of July 2011 9:30 a.m. in the County Commission Chambers, Second Floor, Stephen P. Clark Center, 111 N.W. First Street, Miami, Florida, to consider the following request:

Application:	CRANDON PARK
Number:	GF11-04
Applicant:	MIAMI-DADE PARK AND RECREATION DEPARTMENT
Location:	4000 Crandon Boulevard, incorporated Miami-Dade County
Size:	900- acres
Request:	Approval of the proposed amendments to the Crandon Park Master Plan.
Legal Description:	FOLIO: 30-4234-001-0010

Matheson Estate as shown in Plat Book 34, Page 34 of the Public Records of Miami-Dade County, Tracts 2 & 3 including island west of same and northern 1,790 feet of Tract 1 Crandon Park and Rickenbacker Causeway less beginning S/L of Crandon Park and C/L of Crandon Boulevard in 32-54-42, then west 400 feet, north 700 feet, east 750 feet, southwesterly 783 feet to the point of beginning.

OBJECTIONS MAY BE MADE IN PERSON AT THE HEARING OR FILED IN WRITING PRIOR TO THE HEARING DATE. MAIL OBJECTIONS AT LEAST FIVE BUSINESS DAYS PRIOR TO THE HEARING TO THE DEPARTMENT OF PLANNING AND ZONING, ATTENTION: Gilberto Blanco, 111 NW 1 STREET, 12 FLOOR, MIAMI, FLORIDA 33128. SIGN LANGUAGE INTERPRETERS ARE AVAILABLE UPON REQUEST. PLEASE CALL (305)670-9099 AT LEAST FOUR DAYS IN ADVANCE.

EXHIBIT "A"

MIAMI-DADE COUNTY CRANDON PARK

Legal Description

Matheson Estate as shown in Plat Book 34, Page 34 of the Public Records of Miami-Dade County, Tracts 2 & 3 including island west of same and northern 1,790 feet of Tract 1 Crandon Park and Rickenbacker Causeway less beginning S/L of Crandon Park and C/L of Crandon Boulevard in 32-54-42, then west 400 feet, north 700 feet, east 750 feet, southwesterly 783 feet to the point of beginning.