

MEMORANDUM

Agenda Item No. 7(D)

TO: Honorable Chairman Anthony Rodriguez
and Members, Board of County Commissioners

DATE: (Second Reading: 3-3-26)
December 16, 2025

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Ordinance relating to zoning in the unincorporated area; amending section 33-284.87 of the Code; amending standard urban center district regulations to provide for certain digital point of sale signage in the Downtown Kendall Urban Center District, under certain circumstances; amending standard urban center regulations to provide for certain residential building identification signs; directing the County Mayor to take certain action, and establishing County policy, relating to revenue-sharing agreements and arrangements with respect to signage on County-owned and County-occupied properties, and establishing County policy as to how such revenue paid to the County should be used

The accompanying ordinance was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Raquel A. Regalado.



Geri Bonzon-Keenan
County Attorney

GBK/smm

MDC001

Date: March 3, 2026

To: Honorable Chairman Anthony Rodriguez
and Members, Board of County Commissioners

From: Daniella Levine Cava *Daniella Levine Cava*
Mayor

Subject: Fiscal Impact and Social Equity Statement for Ordinance Amending Section 33-284.87 of the Code of Miami-Dade County - Clarifying Standards and Procedures for Digital Sign Regulations in the Downtown Kendall Urban Center District and Establishing Revenue-Sharing County Policy

The proposed ordinance amends provisions of Chapter 33 of the Code of Miami-Dade County to modify zoning regulations governing the placement and operation of digital signs within the Downtown Kendall Urban Center District (DKUCD). The proposed ordinance establishes specific development standards, and review procedures intended to ensure that point-of-sale digital signage is compatible with surrounding land uses, while providing flexibility for modern signage technologies in designated locations.

The proposed ordinance establishes Digital Permanent Point of Sale Signs (DPSS) for eligible properties within the DKUCD, limited to one digital flat attached wall sign per qualifying site. The ordinance includes standards governing size, height, spacing, setbacks, illumination, location, and operation. DPSS may not be oriented toward the Rapid Transit System right-of-way or toward residential properties and are restricted to on-site advertising only. Certain provisions of the ordinance apply specifically to properties located within the Core Sub-District and the Center DRI Sub-District of the DKUCD. Within these sub-districts, eligibility for digital permanent point-of-sale signage is limited to properties adjacent to a transit station, expressway, or highway and development with at least 300,000 square feet of retail uses, including fitness and entertainment uses. These DKUCD specific provisions are intended to address the unique scale, intensity, and regional context of the Downtown Kendall Urban Center.

Other provisions of the ordinance apply more broadly to urban center zoning district countywide. These include regulations permitting residential building identification signage within urban centers, allowing one flat wall sign and one monument sign per residential building fronting a public street, subject to established size limitations. This agenda item also directs the County Mayor or designee to pursue revenue-sharing agreements for signage on County-owned or County-occupied properties. Where such properties are adjacent to the Underline, any signage revenue shall be dedicated to the Underline and related expenses. These policy directives apply independently of the DKUCD specific signage regulations.

The adoption of this ordinance will further the implementation of Comprehensive Development Master Plan Policy LU-7I: *Miami-Dade County will continue to review development incentives to encourage higher density, mixed use and transit-oriented development at or near existing and future transit stations and corridors, and continue to*

update its land development regulations to remove impediments and promote transit-oriented development.

Social Equity

By clearly defining the regulatory framework for digital signage in the DKUCD, the proposed ordinance promotes transparency and predictability in land use decision-making, benefiting property owners, community stakeholders, and the public. No social equity burden has been identified at this time.

Fiscal Impact

The implementation of the sign code amendments will not have a fiscal impact on Miami-Dade County, as the proposed changes will not require additional staffing resources nor generate additional operational expenses. The proposed directive for revenue sharing may result in additional funds for the County and the Underline.



Roy Coley
Chief Utilities and Regulatory Services Officer



MEMORANDUM
(Revised)

TO: Honorable Chairman Anthony Rodriguez
and Members, Board of County Commissioners

DATE: March 3, 2026

FROM: 
Gen Bonzon-Keenan
County Attorney

SUBJECT: Agenda Item No. 7(D)

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**
- Statement of social equity required**
- Ordinance creating a new board requires detailed County Mayor’s report for public hearing**
- No committee review**
- Applicable legislation requires more than a majority vote (i.e., 2/3’s present ____, 2/3 membership ____, 3/5’s ____, unanimous ____, majority plus one ____, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) ____, CDMP 2/3 vote requirement per 2-116.1(3) (h) or (4)(c) ____, CDMP 9 vote requirement per 2-116.1(4)(c) (2) ____) 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. 7(D)

3-3-26

ORDINANCE NO. _____

ORDINANCE RELATING TO ZONING IN THE UNINCORPORATED AREA; AMENDING SECTION 33-284.87 OF THE CODE OF MIAMI-DADE COUNTY, FLORIDA; AMENDING STANDARD URBAN CENTER DISTRICT REGULATIONS TO PROVIDE FOR CERTAIN DIGITAL POINT OF SALE SIGNAGE IN THE DOWNTOWN KENDALL URBAN CENTER DISTRICT, UNDER CERTAIN CIRCUMSTANCES; AMENDING STANDARD URBAN CENTER REGULATIONS TO PROVIDE FOR CERTAIN RESIDENTIAL BUILDING IDENTIFICATION SIGNS; DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO TAKE CERTAIN ACTION, AND ESTABLISHING COUNTY POLICY, RELATING TO REVENUE-SHARING AGREEMENTS AND ARRANGEMENTS WITH RESPECT TO SIGNAGE ON COUNTY-OWNED AND COUNTY-OCCUPIED PROPERTIES, AND ESTABLISHING COUNTY POLICY AS TO HOW SUCH REVENUE PAID TO THE COUNTY SHOULD BE USED; PROVIDING SEVERABILITY, INCLUSION IN THE CODE, AND AN EFFECTIVE DATE

WHEREAS, chapter 33, article VI, of the Code of Miami-Dade County, Florida (the "Code"), includes zoning regulations for signs and, among other things, establishes minimum standards for signs; and

WHEREAS, the Downtown Kendall Urban Center District ("DKUCD") is an urban center with regulations generally set forth in Chapter 33, article XXXIII(I), of the Code; and

WHEREAS, section 33-284.63 of the Code provides that signage within the DKUCD shall be governed by section 33-284.87, entitled "Signs," which includes various provisions and allowances related to signage and is part of the County's standard urban center sign regulations; and

WHEREAS, the Core Sub-District of the DKUCD includes two Metrorail stations, which together may serve over 10,000 transit riders per day, and is an area of relatively intense development; and

WHEREAS, the Center DRI Sub-District of the DKUCD is also an area of relatively intense development within the DKUCD; and

WHEREAS, within these areas of the DKUCD, properties with a significant amount of square footage of retail uses may benefit from additional point of sale signage; and

WHEREAS, this ordinance would provide for one additional point of sale sign per eligible property in the DKUCD, which would be limited to a digital flat attached (wall) sign; and

WHEREAS, Policy LU-7I of the County’s Comprehensive Development Master Plan (“CDMP”) provides that the County “will continue to review development incentives to encourage higher density, mixed use and transit-oriented development at or near existing and future transit stations and corridors”; and

WHEREAS, the Board wishes to provide for this additional, limited allowance of point of sale wall signage within the DKUCD for properties that meet certain parameters; and

WHEREAS, in addition, this ordinance provides for certain residential building identification signs within urban centers; and

WHEREAS, this ordinance provides for minimum spacing, location, size, and setback requirements, among other regulations, for such additional point of sale signage, and such regulations are designed to maintain and ensure overall compatibility with the area,

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

Section 1. The foregoing recitals are adopted and incorporated herein.

Section 2. Section 33-284.87 of the Code of Miami-Dade County, Florida, is hereby amended to read as follows:¹

Sec. 33-284.87. – Signs.

Except as provided herein, the definitions set forth in Section 33-84 of this chapter shall apply. In the event of a conflict, the provisions of this section shall govern. Non-commercial signs shall be allowed wherever commercial signs are allowed.

* * *

C. *Permanent Point of Sale Signs.* Permanent point of sale signs (Class B) shall be permitted as follows:

1. The following permanent point of sale signs are permitted in all Sub-districts in conjunction with permitted business and industrial uses: flat attached, hanging, awning, cantilever, projecting, and monument. No other detached sign shall be permitted except monument signs.
 - a. Projecting signs shall be mounted and perpendicular to the building.
 - b. The copy of an awning sign shall only be located on the valance of the awning.
 - c. The bottom of a hanging sign shall be located at a minimum height of eight (8) feet from the finished floor.
 - d. Monument signs, which are freestanding, 2-faced signs, shall have a base at least seventy-five (75) percent of the horizontal width of the sign and located directly on the ground or a maximum of twelve (12) inches above grade.
 - e. Cantilever signs are mounted on those portions of the building that project horizontally.

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.

2. Maximum size, location, and number of signs shall be as follows:

Sign Type	Size	Number of Signs
Flat Attached, Cantilever, Projecting*	10% of wall area**	Not limited
Hanging, Awning	6 sq. ft.	Not limited
Monument	25 sq. ft. maximum for first 50 feet of street frontage plus .75 sq. ft. for each additional foot of street frontage to a maximum of 40 sq. ft. per sign face.	One per street frontage

* Each side of a projecting sign with multiple faces shall count toward the maximum permitted sign area.

** Where a building may be occupied by multiple tenants, the permitted sign area that results from the percentage of wall area is shared among all tenants. A sign survey shall be required at time of permitting to demonstrate compliance with the maximum sign area permitted. In all Sub-districts, for flat attached signs only, up to thirty (30) percent of the sign may be illuminated using digital technology.

3. Illumination/lighting shall comply with the following:

- a. All signs shall be static and shall not include digital technology, except as expressly provided for in this article. Signs illuminated by flashing, moving, intermittent, chasing or rotating lights are prohibited. Signs may be illuminated by exposed bulbs, fluorescent tubes, interior lighting, or by indirect lighting from any external source. Indirect lighting, such as floodlights, shall not shine directly on adjacent property, motorists or pedestrians. Illumination shall be such that it will provide reasonable illumination and eliminate glare and intensity which might pose safety hazards to drivers and pedestrians. Revolving and rotating signs shall be illuminated by internal lighting only.
- b. Where digital technology is allowed, it shall be provided in compliance with the following:
 - i. No auditory message or mechanical sounds shall be emitted from the sign.
 - ii. The sign shall not display any illumination that moves, appears to move, blinks, fades, rolls, dissolves, flashes, scrolls, shows animated movement, or changes in intensity during the static display period.
 - iii. All digital signs shall be modulated so that, from sunset to sunrise, the brightness shall not be more than 500 Nits. Sunset and sunrise times are those times established by the Miami office of the National Weather Service. At all other times, the maximum brightness levels shall not exceed 5,000 Nits. All digital signs

shall have installed ambient light monitors and at all times shall allow such monitors to automatically adjust the brightness level of the sign based on ambient light conditions.

- iv. The message display shall not change more often than once each eight seconds, with all moving parts or illumination moving or changing simultaneously.
- v. Any digital sign that malfunctions, fails, or ceases to operate in its usual or normal programmed manner shall immediately revert to a black screen and shall be restored to its normal operation conforming to the requirements of this section within 24 hours.

4. Maximum heights shall be as follows:

- a. Six (6) feet above grade to top of sign for monument signs; except, for signs associated with nonconforming structures located on corner parcels fronting major or minor roads identified on the Land Use Plan, one monument sign may be constructed at a maximum height of twelve (12) feet above grade to top of sign in lieu of two six-foot signs;
- b. No height limits for flat attached, cantilever, or projecting signs;
- c. For signs painted on the facade of a building or on the valance of an awning, the copy shall not exceed one (1) foot.

5. No setback is required for any sign. Cantilever, projecting, and awning signs may encroach into any required setback. Awning signs and projecting signs attached to awnings may encroach into the right-of-way. Where a zero (0) foot setback is permitted, cantilever and projecting signs may encroach into the right-of-way up to three (3) feet. Signs encroaching into the right-of-way shall be a minimum of eleven (11) feet above the sidewalk.

>>6. Digital Permanent Point of Sale Signs in the Downtown Kendall Urban Center District. Digital permanent point of sale signs (“DPSSs”) shall be permitted in the Core Sub-District and the Center DRI Sub-District of the Downtown Kendall Urban Center District, provided that any such signs are limited to digital flat attached (wall) signs and are in accordance with all of the following:

- a. Applicable Property. A DPSS shall only be permitted on a property that meets all of the following: (i) the property is within the Core Sub-District of the Downtown Kendall Urban Center District or within the Center DRI Sub-District of the Downtown Kendall Urban Center District; (ii) the respective property is adjacent to a transit station or an expressway or highway; and (iii) the respective property is developed with at least 300,000 square feet of retail (including fitness and entertainment) uses.
- b. Size. A DPSS shall be permitted to be a maximum size of ten percent of the wall area of the façade on which the sign is placed.
- c. Height. Notwithstanding any provision in sections 33-121.10 through 33-121.17, a DPSS shall have a maximum height of 50 feet above the highest elevation of the crown of the main-traveled way to which the sign is oriented.
- d. Setbacks and Spacing. The outer edge of a DPSS shall be no closer than five feet from any right-of-way or any side or rear property line. A DPSS shall not be placed closer than 1,000 feet to another DPSS.
- e. Location and Orientation. Notwithstanding the restrictions in sections 33-121.13(b) and 33-121.23 related to the location of Class B signage, or any other provision in sections 33-121.10 through 33-121.17, a DPSS shall be permitted on any portion of a building within the Core Sub-District of the Downtown Kendall Urban Center District or within the Center DRI Sub-District of the Downtown Kendall Urban Center District, subject to the limitations in this section. Notwithstanding any provision in this section, however, no DPSS shall be erected or oriented to serve the Rapid Transit System Right-of-Way, and furthermore, no DPSS shall be erected or oriented to serve any residential property.

- f. Number. Only one DPSS shall be permitted per eligible property. Such DPSS shall be in addition to, and shall not reduce the number of, other types of signs that may be permitted on the respective property.
- g. Illumination. DPSS may be entirely illuminated with digital technology, provided that such illumination complies with the provisions of subsection (C)(3) above and section 33-96(c).
- h. Onsite Sign Only. The DPSS shall be limited to an onsite sign, as referenced in section 33-84.1(b), which shall be limited to advertising or depicting goods that are both sold and physically available for pick up at a storefront on the respective property, or services that are sold and available at a storefront on the respective property. In addition, as stated above in this section 33-284.87, non-commercial signs shall be allowed wherever commercial signs are allowed.
- i. Compliance with Other Law. All DPSS shall comply with all applicable provisions of federal and state law, including chapter 479, Florida Statutes, as may be amended. Any DPSS that is not in full compliance with state and federal law shall be removed or modified in order to fully comply with all state and federal law.<<

* * *

- G. >>Residential Building Identification Signs. A multi-family development may have a flat building identification sign on one wall elevation. The chosen elevation must be fronting a street, and the size of the sign cannot be larger than 5% of wall area. In addition to the one flat wall sign, each building that is fronting a street may have one monument building identification sign in accordance with the size set forth under Sec. 33-284.87(c)(2).

H.<< *Prohibited Signs.* The following types of outdoor signs shall be prohibited:

1. Revolving, rotating, and other moving signs.
2. Backlit signs of any type.
3. Banners.
4. Roof signs.
5. Balloon signs.
6. Class C commercial signs or other outdoor advertising, except those within bus shelters and kiosk signs as provided herein.

* * *

Section 3. For County-owned or County-occupied properties, including properties outside the boundaries of the DKUCD, the County Mayor or the County Mayor’s designee is directed to pursue efforts to seek revenue-sharing agreements and arrangements with respect to signage that may be proposed by a lessee or otherwise undertaken by a lessee on such County-owned or County-occupied properties. Furthermore, this Board hereby establishes a County policy that for any such revenue-sharing agreements or arrangements related to County-owned or County-occupied properties that are adjacent to the Underline, any such revenue paid to the County shall be used for the Underline and Underline-related expenses.

In addition, for County-owned or County-occupied properties, this Board hereby establishes a County policy to avoid, to the extent possible and legally permissible, having signage on such County-owned or County-occupied properties that is lewd or lascivious.

The provisions of this Section 3 shall not affect the current term of existing contracts. For all contract extensions, contract renewals, and new contracts for County-owned or County-occupied properties, the County Mayor or County Mayor’s designee is directed, to the extent feasible and legally permissible, to negotiate and include provisions related to revenue sharing of signage and avoiding lewd or lascivious signage, in such respective contract extensions, contract renewals, and new contracts.

Section 4. 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 5. 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 a 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 6. 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:



Abbie Schwaderer-Raurell
Christopher J. Wahl

Prime Sponsor: Commissioner Raquel A. Regalado