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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

**MEMORANDUM** Agenda Item No. 11(A)(6)

**TO:** Honorable Chairman Dennis C. Moss and Members, Board of County Commissioners

**DATE:** June 2, 2009

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

**SUBJECT:** Resolution directing the County Mayor or County Mayor's designee to present to the Board several options of construction sign designs to be used by all departments

**Resolution No. R-733-09**

**This resolution was amended by the Government Operations Committee on May 12, 2009, with the following amendments:**

- **The County Mayor or County Mayor's designee must present at least 4 options of sign designs to the Board of County Commissioners to consider.**
- **There must be an option that includes the ability to remove the name of the project so as to be able to reuse the sign.**

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Barbara J. Jordan.

R. A. Cuevas, Jr.
County Attorney

RAC/cp

# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Dennis C. Moss and Members, Board of County Commissioners

**DATE:** June 2, 2009

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

**SUBJECT:** Agenda Item No. 11(A)(6)

**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 Mayor'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
Veto _____
Override _____

Agenda Item No. 11(A)(6)
6-2-09

RESOLUTION NO. **R-733-09**

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO PRESENT TO THE BOARD SEVERAL OPTIONS OF CONSTRUCTION SIGN DESIGNS FOR THE BOARD TO SELECT A STANDARD CONSTRUCTION SIGN TO BE USED BY ALL DEPARTMENTS AS PART OF THE COUNTY'S BRANDING STYLE AND USAGE GUIDE

**WHEREAS**, on May 11, 2004, this Board approved Resolution #R-643-04 requiring that all County departments adhere to the graphic standards outlined in the County's Branding Style and Usage Guide when developing construction signage; and

**WHEREAS,** on November 28, 2006, this Board approved Resolution #R-1343-06 directing the County Manager to locate an informational sign in close proximity to each capital project that reflects the support and sponsorship of the District Commissioner in bold writing; and

**WHEREAS,** this Board desires to consider different options of construction sign designs in order to select the sign that the Board feels is most appropriate to ensure uniformity and a consistent message,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA,** that the County Mayor or County Mayor's designee is hereby directed to present to the Board within sixty (60) days [[~~several~~]][1] >>at least four different<< options of construction sign designs>>, including a sign

[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.

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design where the name of the project is removable so that the sign may be reused for other projects.<< for the Board to select a standard construction sign to be used by all County departments as part of the County's Branding Style and Usage Guide.

The prime sponsor of the foregoing resolution is Commissioner Barbara J. Jordan. It was offered by Commissioner **Jose "Pepe" Diaz**, who moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa** and upon being put to a vote, the vote was as follows:

Dennis C. Moss, Chairman **aye**
Jose "Pepe" Diaz, Vice-Chairman **aye**

| | | | |
|---|---|---|---|
| Bruno A. Barreiro | **aye** | Audrey M. Edmonson | **aye** |
| Carlos A. Gimenez | **aye** | Sally A. Heyman | **aye** |
| Barbara J. Jordan | **aye** | Joe A. Martinez | **absent** |
| Dorrin D. Rolle | **aye** | Natacha Seijas | **absent** |
| Katy Sorenson | **aye** | Rebeca Sosa | **aye** |
| Sen. Javier D. Souto | **aye** | | |

The Chairperson thereupon declared the resolution duly passed and adopted this 2nd day of June, 2009. 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: **DIANE COLLINS**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency. D.F.

Daniel Frastai

**MIAMI-DADE COUNTY**
**BOARD OF COUNTY COMMISSIONERS**
**OFFICE OF THE COMMISSION AUDITOR**

Legislative Notes

**Agenda Item: 11(A)6**

**File Number: 091520**

**Committee(s) of Reference:** Board of County Commissioners

**Date of Analysis:** May 18, 2009

**Type of Item:** Resolution Directing County Mayor to Develop Uniform Signage

**Prime Sponsor: Commissioner Barbara J. Jordan**

**Commission District: Countywide**

**Summary**

This resolution directs the County Mayor to present to the Board of County Commissioners (BCC) several design options of construction sign designs to be used by all departments. During the May 12, 2009 Government Operations Committee, the item was amended to direct the County Mayor to present the Board with four options of construction sign designs instead of three. The Committee also amended the resolution to state that the new sign design should include removable project names to ensure that the construction signs are reusable.

**Background and Relevant Legislation**

Prior to 2004, Miami-Dade County did not have a standard branding style that was being utilized throughout departments.

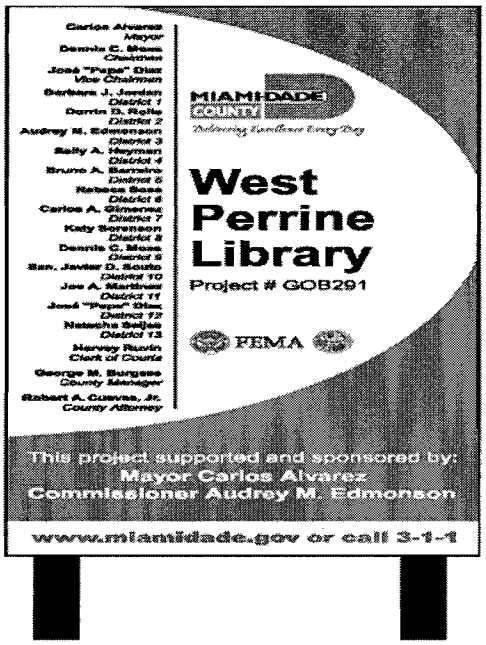
On October 9, 2003, through Resolution R-1156, the BCC directed the County Manager to recommend policy direction to brand County government services.

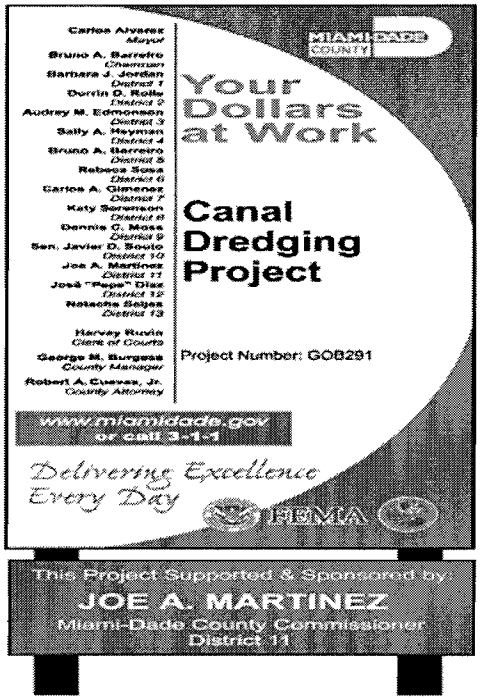
On April 23, 2004, the BCC accepted the County Manager's recommendation and adopted a refreshed County logo as the official County brand. On May 11, 2004, the BCC adopted Resolution R-643-04 directing the County Manager to implement procedures for the use of the "refreshed" County logo as the official County brand.

According to the Miami-Dade Branding Style & Guide, branding county services with a consistent identifier, increases public awareness of what the County does, builds confidence in County government and increases support for county services and programs.

All County construction projects will be identified using the Standard Construction Sign. This Construction Sign must be ordered through the General Services Department, and will include all required information. It is the responsibility of the capital Departments managing construction projects to ensure that subcontractors utilize the standard construction signage.

Attached below are samples of the construction signage; the sign on the left is what is currently being used and the sign on the right represents what was being done to incorporate changes that were approved by the BCC through Resolution R-1343-06. According to the Government Information Center Department, as a way to reduce the labor and material costs of the signs, the design was modified to conform the original, standard size of 4" x 8." The information on the separate sign showing the Mayor and Commissioner names was incorporated into the 4'x8' board.




**Policy Change and Implication**
**N/A**

**Budgetary Impact**
**N/A**

**Prepared by:**
Tiandra D. Sullivan