

Planning for Sign Code Success™

Local Best Practices – Wayfinding/Code Update

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November 15, 2019

Doral, Florida



Overview

- Signage: A vehicle for economic development
- Signage: A vehicle for innovation, arts and placemaking
- Lessons Learned



Signage: A Vehicle for Economic Development

- 2015 Code Update – Amendment to Article 5, Division 15
- Clarify objectives: Market friendly, promote economic development, sustainability, aesthetics, and safety.
 - Addressed abandoned business signs - timeframe 45 days compliance
 - Define list of prohibited signs:
 - Pole signs, balloons, strings, streamers, roof top signs,
 - Signs that move, revolve, twirl, rotate, flash and multi-prism signs,
 - Signs carried or waved on public right of way
 - Nonconforming signage, including newly annexed areas
 - Created new sign variance section for height, number of signs, sign area.

Signage: A Vehicle For Innovation, Arts, Placemaking

- Establish Comprehensive Sign Program
- Allows signage to deviate from the City's sign standards (size, frequently/placement and design) to promote site identity, continuity and innovation.
- Flexibility to develop innovative, creative and effective signage and to improve the aesthetics of the City of North Miami.

Comprehensive Signage

- Comprehensive Sign Program E: 10 acre UHealth Medical Center at SoLe Mia



Comprehensive Signage

Comprehensive Sign Program Example: UHealth Medical Center

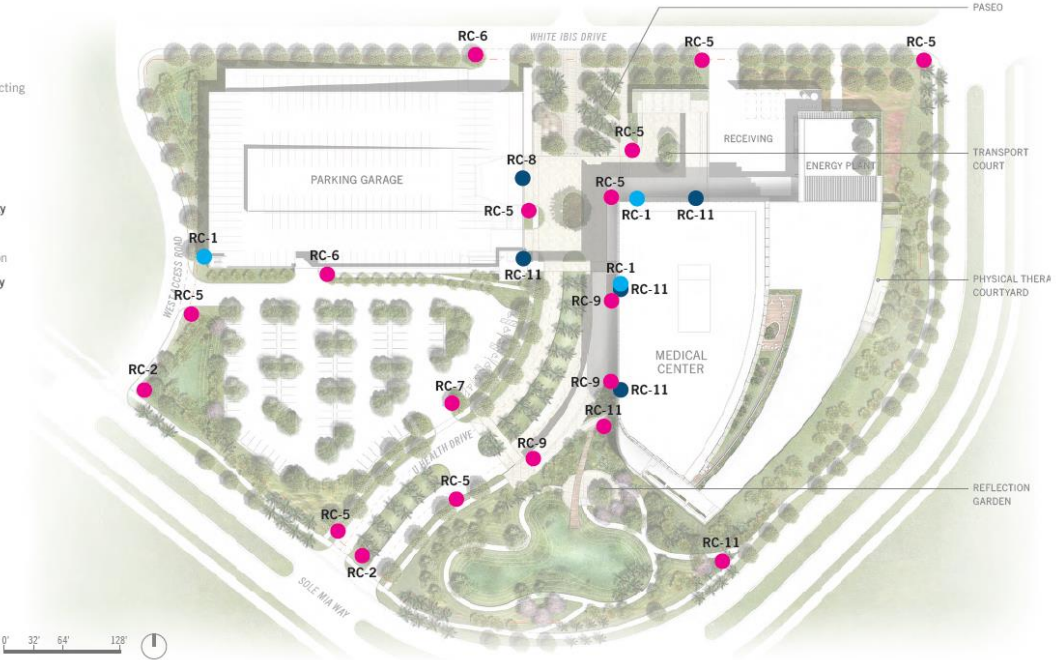


EXTERIOR SIGN LOCATION PLAN (FOLLOWING GUIDELINES FROM MARCH, 2019 SOLE MIA GUIDELINES DOCUMENT)

Any future sign design updates (for example, final project name) are anticipated to be in keeping with the 2019 SoL MIA Wayfinding Guidelines referenced herein.

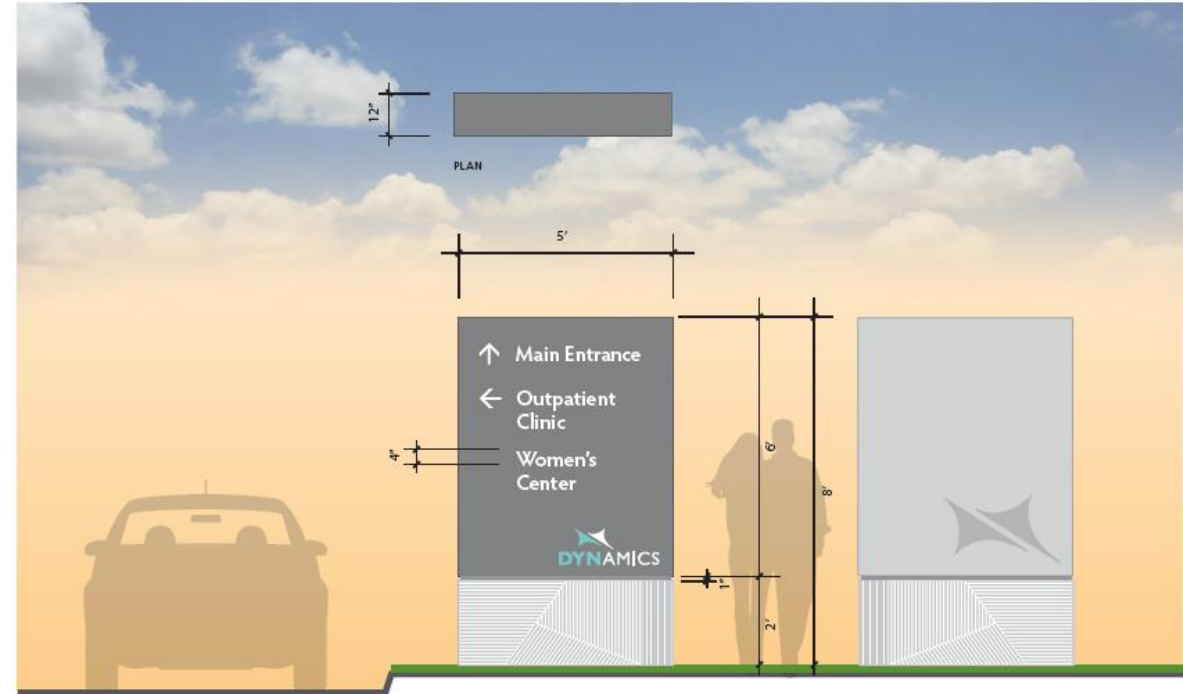
- SIGN TYPES:**
- RC-1 Building Identity Wall
 - RC-2 Freestanding Identity
 - RC-3 Under Canopy & Projecting
 - RC-4 Canopy & Awning
 - RC-5 Vehicular Directional
 - RC-6 Parking Directional
 - RC-7 Parking Lot Identity
 - RC-8 Parking Garage Identity
 - RC-9 Pedestrian Directional
 - RC-10 Pedestrian Orientation
 - RC-11 Pedestrian Regulatory

- Ground-Mounted
- Building-Mounted: upper level
- Building-Mounted: canopy or lower level



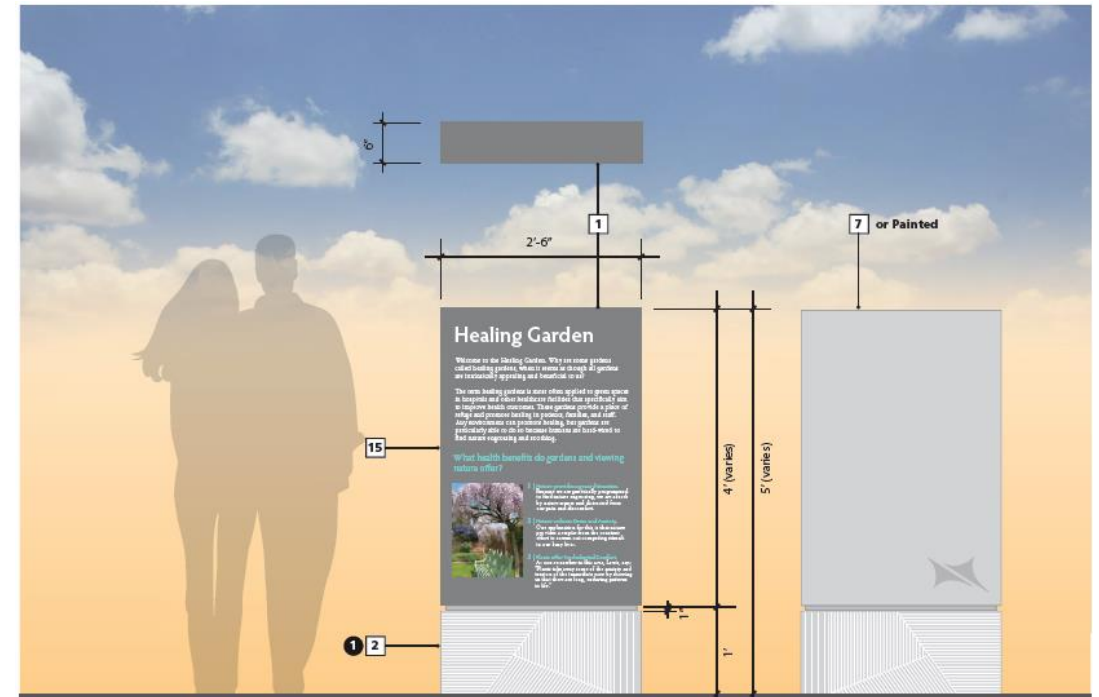
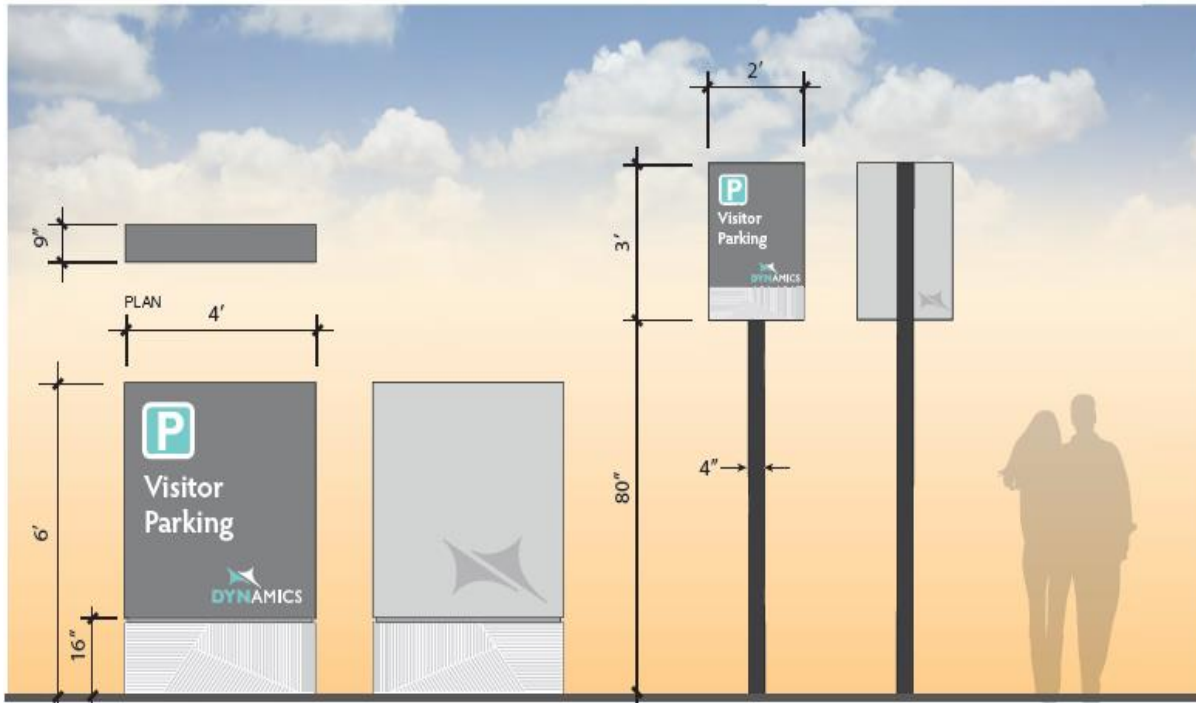
Comprehensive Signage

- Comprehensive Signage Program Example: UHealth Medical Center



Comprehensive Signage

- Comprehensive Sign Program Example: UHealth Medical Center



Innovative Signage

LED Electronic Message Center:

- A light-emitting diode (LED) sign allowed in all non-residential districts on major corridors and not facing local streets.
- Allows display of illuminated static images for a period of at least eight (8) seconds at a time.



Innovative Signage

Murals Permitted in Arts Overlay District:

- Display of art or graphics on buildings and walls within certain commercial and special arts overlay districts
- Funds generated through the permitting process are utilized to ensure quality of life and prevention of visual clutter or blight.



Innovative Signage

Mural Example: North Miami Alley, NE 125th Street between NW 7th and 8th Avenue (Augmented Reality, Climate Change Messaging)



Citywide Comprehensive Signage

- The Old
- A thousand words



Citywide Comprehensive Signage



Citywide Comprehensive Signage

- New Master Plan
- Adopted 5/2014

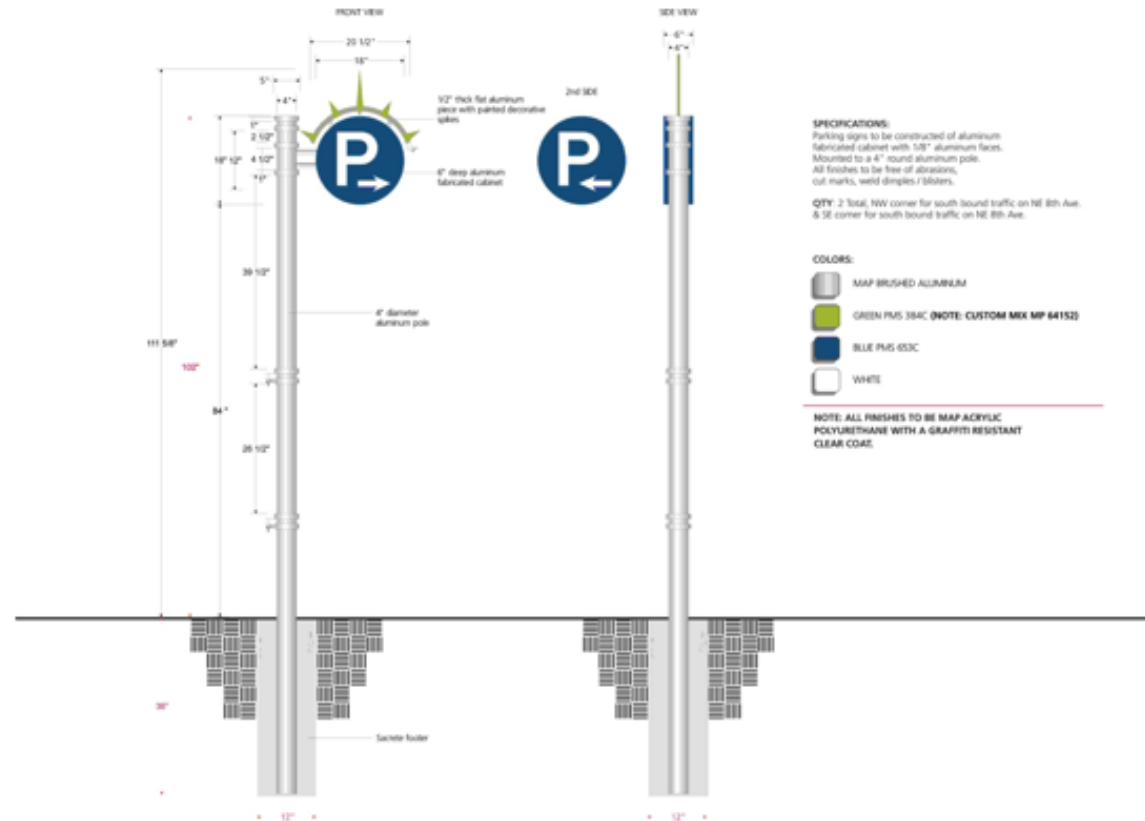
MASTER SIGN TEMPLATE

Figure 1



Lessons Learned

G PARKING "P" SIGNS



Lessons Learned

- Conduct regular code assessments and updates
- Shift paradigm – view signage as a community development tool
- Keep pace with market trends and technology
- Public Engagement – Keep businesses and residents engaged
- Be bold!



“A city is not
an accident but
the result of coherent
visions and aims.”

- Leon Krier, *The Architecture of Community*