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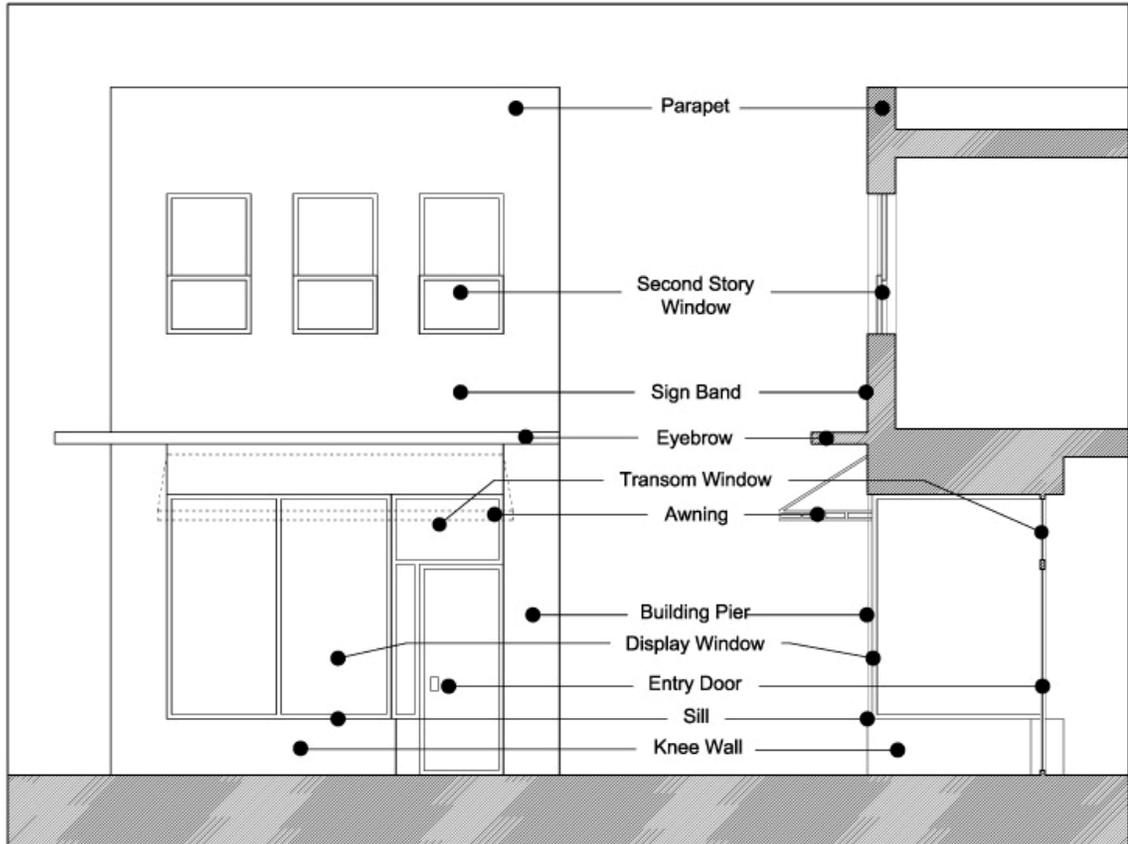
## Introduction

Miami Beach's neighborhoods reflect the city's long history of architectural innovation and progressive design. From the Art Deco hotels of South Beach to the Mediterranean Revival estates and resort hotels of Mid-Beach to the whimsical Post-War Modern buildings of North Beach, this ever-changing continuum of architectural styles is what gives the city its richly diverse character.

The City of Miami Beach encourages property owners, merchants and residents to recognize, enhance, protect and promote the City's unique character and identity.

To assist business and property owners in avoiding code violations and in improving their storefronts, the City of Miami Beach Planning Department has created this brochure.

The following pages represent a combination of selected regulations from the City of Miami Beach Code of Ordinances and adopted Design Guidelines. Rules which are in the City Code are mandatory and signified as "shall," "required," and "maximum permitted." Rules that are in adopted guidelines are subject to interpretation in the Design Review process. These are signified by the words "may," "should" and "guidelines." These regulations are used by the City of Miami Beach Planning Department staff as part of their review of applications for Design /Historic Preservation Review.



The Guidelines should be read in their entirety as, in most cases, multiple sections apply to individual design situations.

The Design Review Board and Historic Preservation Board periodically reviews and amends the Guidelines. Applicants submitting a project for review should check with Planning Department staff to determine if the Guidelines are current.

## Design Review / Permit Process

### Building Permit

#### *When is a Building Permit Required?*

- Permits are required for any alteration being performed on any commercial building. One exception to this is the installation of “stick-on” window signs and/or non-illuminated temporary banner-type signs (see Design Review Process).

#### *Examples of work which requires a building permit:*

- Any illuminated or non-illuminated main business sign.
- All new awnings and the recovering of existing awnings.
- All hurricane shutters and security grilles.
- All exterior painting.
- All window and door replacement

#### *What documentation is required to obtain a building permit?*

- A complete permit application form, signed and notarized.
- Two complete sets of plans and specifications signed and sealed by an architect or engineer.
- A third copy of the plans and specifications if the project includes ANY exterior work (for the Design Review).

### Design Review

#### *When is a Design Review Required?*

- A Design Review is required for any and all exterior work to be done on any commercial building. Most design reviews are conducted in conjunction with the building permit review process. The Planning Department staff is responsible for the design review.

#### *Examples of work which requires a design review:*

- All Signs. *Note: vinyl “stick-on” window signs do not require a full building permit, but MUST have a design review approval PRIOR to their installation.*
- All new awnings and the recovering of existing awnings.
- All hurricane shutters and security grilles.
- All exterior painting.
- All window and door replacement.

#### *What documentation is required to obtain design review approval?*

- A complete design review application form.
- A third copy of any applicable Shop Drawings showing all details and dimensions of the proposed work.
- A third copy of any applicable site plan or survey.
- Color photographs of the entire building/lot to include adjacent storefronts. *Note: No Polaroids will be accepted, as they deteriorate rapidly in storage.*
- A color sample of all proposed exterior paint, if applicable.
- A fabric sample of any awning covering, if applicable.
- A separate design review fee is also required. The fees range from \$20 for paint, \$50 for a sign or awning, and \$100 for storefront/façade replacement.

### For Additional Information:

**Building Permit:** Contact the City of Miami Beach Building Department at 305.673.7610

**Design Review:** Contact the City of Miami Beach Planning Department at 305.673.7550

Application forms may be obtained online at: [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

# Signage

## Main Business Sign

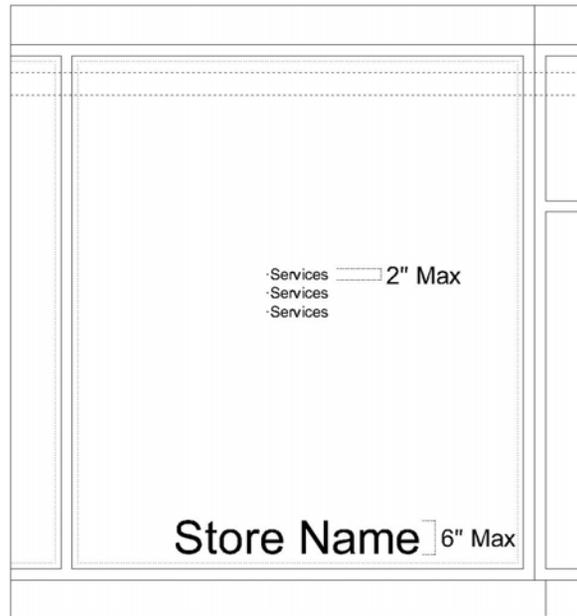
- Every licensed main business is permitted one main business sign per street frontage.
- Size: Wall signs are permitted to be 20 square feet for the first 25 feet of linear frontage, plus one square foot for every 3 feet of linear frontage over 25 feet up to a maximum of 30 square feet.
- Signs should be constructed of individual channel letters. All signs should be flush mounted, with no visible raceway. Plastic panels or other types of background devices, including the use of paint, are generally not permitted.



Example of a Typical Storefront

## Window Signs

- The address, phone number, hours of operation and commercial services are permitted to be displayed only once, on a door or window.
- The maximum size for the numerals within the address = 6" in height.
- The maximum size for the numerals and letters within the phone number, hours of operation and services = 2" in height.
- Window signs shall consist of individual letters and numerals without the use of any background.



Example of a Store Window

- When there are no other signs associated with the business, the main permitted sign is permitted to be located on the window with a total area not to exceed 20 square feet.
- One "Open/Closed" sign is permitted. This sign shall not exceed 2 square feet, and the letters shall not exceed 12" in height.
- The business name may be repeated more than once, if approved by the Planning Department. The maximum size of the letter = 6" in height. The total area of these signs shall not exceed 5% of the total window area.



Example of a Store Entrance

## Signage

### Temporary Business Signs

- There shall be a maximum of 2 temporary sign permits for each business location within one calendar year.
- Temporary business signs may identify a specific activity, service, product or sale of limited duration.
- The sign area for temporary window signs shall not exceed 10% of the total window area.
- The sign area for temporary signs, not on a window, shall not exceed 15 square feet.
- Temporary business signs are permitted be erected and maintained for a period not to exceed 30 days.
- Temporary business signs shall be located only upon the lot in which the special use, activity, service, product or sale is to occur.
- All temporary signs require a design review approval from the Planning Department.

### Temporary Banners

- There shall be a maximum of one banner per structure, per calendar year.
- The size of the banner shall be determined by the City of Miami Beach Planning Department staff through the design review process.
- Temporary banners shall be erected and maintained for a period not to exceed 14 days.
- Temporary banners shall not be used for construction signs.
- Balloon or inflatable temporary signs are not permitted.
- No temporary banner or sign shall be illuminated.
- All temporary banners require a design review approval from the Planning Department.

### Prohibited Signs

- No sign shall be constructed or maintained so as to display intermittent lights, to move or revolve.
- No sign shall be attached to trees, utility poles, bus benches, trash receptacles, or any other unapproved structures.
- Pole signs and roof signs are not permitted, except for pole signs which are associated with filling stations. Legal nonconforming roof and pole signs may be repaired only, see section 138-10 of the Miami Beach Code.
- Freestanding or sandwich board signs shall not be located outside of the building.
- No general advertising sign shall be constructed or maintained within the city.
- The display of signs or advertisement on vehicles is prohibited, see section 138-74 of the Miami Beach Code for exceptions.
- Signs with flashing or scrolling lights or text are prohibited.

## Signage

### Menu Board

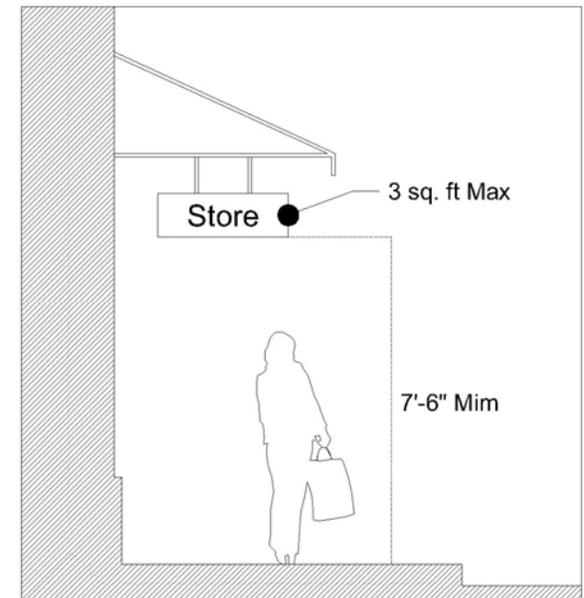
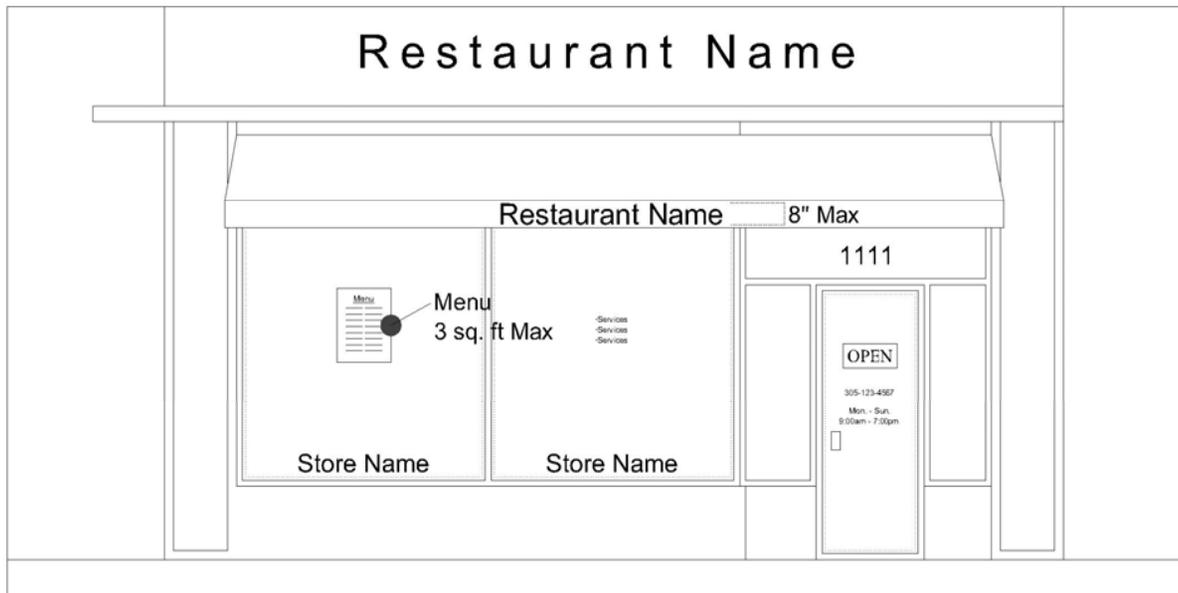
- Restaurants may have one menu board in addition to other signs permitted.
- When a menu board is affixed to a window, it shall be a maximum of 3 square feet.
- When a menu board is affixed to a building wall, it shall be a maximum of 4 square feet.

### Awning Valance Sign

- One sign on the valance of an awning may be permitted in addition to other permitted signs.
- The length of such sign shall not exceed 25% of the length of the single awning up to a maximum of 10 square feet.
- The letters shall not exceed 8" in height. Signs on continuous awnings shall be placed centered on the portion of the awning which corresponds to the individual storefront.

### Hanging Awning Sign

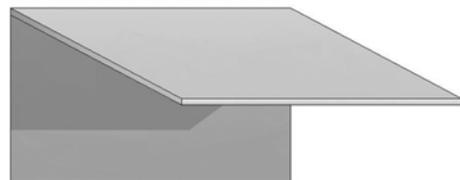
- In addition to other signs, one, non-illuminated, sign may hang from the underside of an awning.
- Such sign shall not exceed 3 square feet.
- The letters shall not exceed 6" in height.
- A minimum clearance of 7'6" from grade to the bottom of the sign of is required.



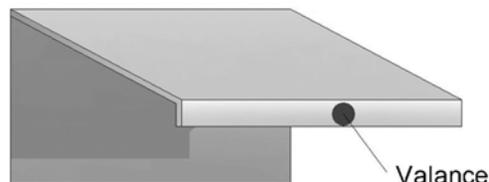
## Awnings and Canopies

### Awnings

- Awnings attached to and supported by a building wall shall be permitted to be placed over doors and windows only.
- Awnings shall not cover or interfere with architectural features and embellishments; therefore, continuous canopy along the sidewalk may require openings.
- Fabric awnings are preferred, while vinyl and plastic awnings are discouraged.
- Clear space between grade and awning valance shall be a minimum of 7'6".
- Awning valances should be finished with a straight edge; scalloped awnings are discouraged.
- Awnings shall not project closer than 3' to any lot line, except when located over the entrance door, when it may project to the street line.
- Awnings may extend over a public sidewalk if the building presents a flush façade on the sidewalk.
- Solid colors are preferred and patterns should be avoided.



Open Sided



Open Sided with Valance

### Canopies

- A canopy is permitted to extend from an entrance door to the street line.
- Canopies shall not exceed 15' in length, and 12' in height.
- Canopies shall not be screened or enclosed in any manner.
- Clear space between grade and canopy valance shall be a minimum of 7'6".
- Fabric is preferred over vinyl, and the canopy should not interfere with any architectural detailing of the building.



## Windows, Lighting & Security

### Window Displays

- The merchandise selected for window display is a sample of what can be found in the store. It is not necessary to display all available merchandise in the window at one time.
- Merchandise may be displayed within the interior of a store in front of windows.
- Transparency should be retained from the sidewalk into the store.
- All display platforms should be designed to be at or beneath the sill.
- Signs in window displays shall be consistent with the Sign guidelines and zoning regulations.
- Banners or general advertising in window displays are not permitted.

### Lighting

- Within the storefront, signs, entrances, window displays, and the interior may need illumination. The illumination levels for each of these should be different.
- It is unnecessary to provide intense, glaring light to attract attention to the storefront. Indirect lighting and hidden spotlights are encouraged.
- Many buildings possess attractive architectural features which can be enhanced with discreet lighting.
- Backlighting of awnings is strongly discouraged.
- Lighting on buildings should generally be white. The use of colored lighting may be permitted, through the design review process if it complements and enhances the architecture of the building rather than overpowering it.

### Shutters and Security Grilles

- Roll-up or accordion security grilles are permitted on the ground floor when constructed of a see-through, non-solid material. The casing shall be painted to match the building and shall not damage or obscure architectural detailing.
- Security bars are discouraged, but may be installed on the inside of windows and painted to match the mullion pattern.
- Only removable hurricane shutters with removable tracks are permitted on the ground floor of commercial buildings, when fronting a street.
- Shutters, grilles and their casings and tracks shall be painted to match the building.

## Example of an Inappropriate Storefront

Remember to Avoid:

- Opaque panels behind signs
- Box-type signs
- Display of merchandise outside
- Brand names and logos
- Too many signs, as they cause confusion
- Signs or window treatments which prevent views into the store.
- Air conditioning units in any part of storefront.
- Curved or back-lit awnings.
- Awnings which cover architectural features
- Installation of temporary signage without an approved Design Review application.
- Solid materials or walls behind the storefront, which block views into the store.

Property Maintenance:

- Remove trash or dirt build-up at the sidewalk, windows or sill.
- Repair faded or ripped awnings or canopies
- Fix broken signs, lighting, fixtures.
- Remove all trash from alleys, curbs, swale areas and grass strips.
- Sweep adjoining sidewalks as often as necessary to keep the area clean.



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