

# Scenic Watch



News  
Alert

Nov 2022

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## NEWS ALERT!

Giant 1800 square foot billboards slated for parks and other government properties in Miami.

Resident's start a petition drive



Illustration via Change.org using original photo credit on Miami New Times - Richard Cavalleri

[change.org](https://www.change.org)

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## Backgrounder from Press:

"Miami targets even larger billboards throughout urban core"

"While a city board has caused a major delay to the Miami City Commission's plan to allow outdoor advertising signs in some of the city's premier waterfront parks, the commission followed with a vote advancing an even more aggressive measure allowing large digital ad signs on city property.

Before the commission Oct. 13 were two related items: The final reading of an amendment to the sign ordinance to allow advertising signs in three bayfront parks, sponsored by Joe Carollo; and the first reading of an amendment to the sign ordinance allowing larger digital advertising signs at numerous city-owned

properties, sponsored by Alex Diaz de la Portilla.

Mr. Carollo's proposal could not move forward because on Oct. 11 the Planning, Zoning and Appeals Board (PZAB) voted to defer the legislation 90 days.

After discussion of the proposal and the rights and authority of PZAB, the commission voted to withdraw Mr. Carollo's proposal. It had passed unanimously on first reading Sept. 22.

Mr. Carollo's legislation would allow advertising signs up to 20 by 20 feet in Bayfront Park, Maurice A. Ferré Park, and Virginia Key Beach Park.

The original advertising sign ordinance allows outdoor advertising signs at three city-owned sites: James L. Knight Center, Olympia Theater and Building/Gusman Center for the Performing Arts, and Miami Children's Museum.

Mr. Diaz de la Portilla's proposal would add Bayfront Park; Perez Art Museum Miami (PAMM); Adrienne Arsht Center for the Performing Arts of Miami-Dade County; Maurice A. Ferré Park; and 'Any government-owned location within the Omni or SEOPW CRAs (Southeast Overtown/Park West Community Redevelopment Agency).'

The following locations would be deemed Digital Free Standing Sign Sites: Bayfront Park; PAMM; and Maurice A. Ferré Park. Signs up to 1,800 square feet would be allowed.

The purpose of both amendments to the city sign ordinance notes, '... the City of Miami seeks to bring in necessary revenue to maintain and improve government-owned properties within the City.'

City Attorney Victoria Méndez explained that state law requires these types of signs be reviewed by the PZAB before commission can grant final approval.

Per city code, the PZAB can defer an item for up to 90 days, and provisions allow two additional deferrals up to 45 days each.

Mr. Diaz de la Portilla was not happy hearing this and eventually asked Ms. Mendez to draft an amendment stripping authority of PZAB by only allowing one deferral to its next meeting, which must be within 30 days. If PZAB does not hear a matter, it would constitute a denial and move on to city commission.

City Manager Art Noriega wanted both proposals withdrawn, but Mr. Diaz de la Portilla fought for a vote on first reading for his proposal.

Mr. Diaz de la Portilla said, I want to move forward with it. It's first reading. Mr. Carollo had his item, and he had first reading. He has a vision for what he wants to

do, I have my vision for what's to happen in the Omni CRA area ... and also some of the Allapattah and Health District areas...

Manolo Reyes again voiced concerns about the impact of large lighted signs on city residents. He was the lone no vote to approve Mr. Diaz de la Portilla's proposal on first reading."

-- John Charles Robbins, Miami Today

[Read entire article](#)

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Resident's petition including updates on the evolving situation, please visit to Change.org by clicking on the red button below!



Link in text format:

<https://www.change.org/p/stop-mega-led-billboards-bayfront-park-maurice-ferré-park-virginia-key-park/u/31076179>

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