



**An Amendment to Article 11 Signs; Outdoor Advertising Structures
to the Unified Development Ordinance (UDO) of the
Town of Sunset Beach, North Carolina**

THAT WHEREAS, the Town has enacted a Unified Development Ordinance that control land development within both the Town’s incorporated areas and within its extraterritorial area; and

WHEREAS, in order to promote the public health, safety and general welfare and to promote the best interests of the town and community, it is necessary from time to time for the Town Council to consider appropriate revisions, modifications and additions to the town’s Unified Development Ordinance; and

WHEREAS, Town staff has initiated a text amendment requesting a review of the town’s Unified Development Ordinance concerning signage regulations for special events; and

WHEREAS, the Planning Board reviewed and deliberated the options, and reached a 5 to 0 vote to recommend to the Town Council that an amendment repealing and replacing certain portions of Sections 11.03 and 11.08 be approved; and

WHEREAS, pursuant to N. C. General Statutes and town ordinances, a public hearing, properly noticed , was held on May 2, 2016, where public comment was heard and considered by the Town Council regarding this issue; and

WHEREAS, the Planning Board and Town Council find that the proposed amendment to the Unified Development Ordinance Article 11 Signs; Outdoor Advertising Structures subsections 11.03 and 11.08 is consistent with the Sunset Beach Comprehensive Land Use Plan; and

WHEREAS, the Town Council further finds that the approval of this proposed amendment is reasonable and in the public interest in that the amendment: (i) provides for appropriate sign standards for temporary and special events in Town, (ii) works to help alleviate confusion when managing special and temporary events, and (iii) will not harm the health, safety, and welfare of the general public.

NOW, THEREFORE, BE IT ORDAINED by the Town Council of Sunset Beach that Unified Development Ordinance Article 11 Signs; Outdoor Advertising Structures is hereby amended as follows:

1. To repeal and replace Section 11.03 (A) K of Article 11 Signs; Outdoor Advertising Structures as follows:

K Temporary signs in residential districts shall be governed according to Section 11.08 (A) (11); (12)

2. To repeal and replace Section 11.08 (A) (11) of Article 11 Signs; Outdoor Advertising Structures as follows:

(11) **Temporary Event Signs**

Temporary events are defined as town-permitted, short-term events focused around activities conducted upon a specific business site or individual property that do not involve use of public facilities, staff, or the use or closing of streets. Examples of such activities include, but are not limited to, business grand openings, yard sales, fund raising events, auctions, or events sponsored by religious, charitable, or public services groups. Signage for such events are subject to the following standards.

- a) One temporary non-illuminated sign not exceeding thirty-two (32) square feet in area publicizing a specific event of general public interest is allowed per street frontage.
- b) For yard or garage sales, no more than two (2) off-site directional yard sales/garage sales signs may be permitted, only during the hours the sale is actively being conducted and each sign shall not exceed 4 sq. ft. in area.
- c) For all other temporary events as classified in this section Signs shall be allowed to be erected for up to 30 days following the initial placement of the sign. After 30 days, the signs shall be removed.
- d) No signs may be placed in the public right-of-way or on public facilities. Signs shall be placed only on private property.

3. To add Section 11.08 (A) (12) of Article 11 Signs; Outdoor Advertising Structures as follows:

(12) **Special Event Signs**

Special Events are defined as events that have a community-wide impact, usually involve the use of or closing of streets, use of Town facilities and staff, require a Town permit, or are an event not otherwise classified as a temporary event. Such events include circuses, concerts, festivals, street fairs, road races, and other such activities. Signage, for such events, is subject to the following standards.

- a) All temporary banner signs may be erected no more than 3 weeks prior to the event and shall be removed no later than 48 hours after the event has concluded, unless expressly stated in the Section. For any event lasting more than 2 consecutive days or for events that are recurring weekly up to 12 weeks, signs located on the site of the event may remain on the site for the duration of the event, but shall be placed and removed as expressed herein.
- b) No event shall display more than 200 cumulative square feet of total signage area, including all off-site and on-site signage allowed under this Section.
- c) No event shall display more than the allowable signs as detailed below.
 - i. Up to two signs may be located on the lot hosting the event for the allowable display period. This sign may be a banner sign if it is securely fastened and adequately vented to prevent uplifting. These signs shall be no larger than 32 square feet each.
 - ii. One sign may be a banner sign posted at each of the “Town of Sunset Beach” town entrance sign locations. These signs shall be no larger than 32 square feet each and shall not block the visibility of the entrance signs. These signs may be placed up to 2 weeks prior to the event and shall be removed within 48 hours of the start of the event.
 - iii. Off-site directional signs to the event may be displayed in different locations, but not in a driveway or intersection sight triangle. These signs must be of rigid construction (not banner signs) and may not exceed 6 square feet in area. These signs may be placed the day before the event and must be removed the day after the event. These signs shall only be placed for day events. The sign locations must be included in the permit application materials and be approved by the Town.
 - iv. Off-site banner signs for the event may be displayed in different locations, but not in a driveway or intersection sight triangle. Each sign shall not exceed 32 square feet in area and be located on private property.

Adopted this the _____ day of _____, 2016

Town of Sunset Beach

By: Mayor

ATTEST:

Town Clerk