

PLANNING DEPARTMENT DISCUSSION ITEM REPORT



Date: July 5, 2017

General Description: Special Event Sign Discussion

Town Council Initiated Planning Board Initiated Staff Initiated

DISCUSSION OVERVIEW:

The Planning Board has noted some concerns regarding signage for special events, particularly regarding the duration of signs displayed for the weekly market at the park. The desire is to review the Town's ordinances for special event signs and see if there is need for updating.

EXISTING ORDINANCE TEXT

SECTION 11.08 EXEMPTIONS

(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 are 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.

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- ii. One sign may be a banner sign posted at each of the “Town of Sunset Beach” town entrance 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.
(Am. Ord. 05/02/15)

STAFF COMMENTARY

Staff has little commentary at this time without further discussion to determine to what extent the Board and the Council would like to see come of this topic. However, at this point Staff sees one clear change that may need to be considered. Simply extend the timeframe from the twelve weeks to something longer like sixteen weeks, or set up seasonal periods such as May to September.

WHAT'S NEXT?

The Planning Board should discuss these items. Based on their ideas, Staff will provide commentary. Once there is a consensus on how [or if] special event signs should be amended, we may begin the text amendment process.