

# PLANNING DEPARTMENT DISCUSSION ITEM REPORT



Date: August 3, 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. Discussion occurred at the July 20, 2017 Planning Board meeting. The result of this discussion was the desire to see that the ordinances be updated to reflect the practices of the Town.

As special events are allowed to exceed the timeframe of the ordinances, the signs have been staying up longer than code allows. Therefore, the codes are proposed to reflect the longer time frame to an extent.

The Board also expressed a desire to limit the time off-site banners were allowed up. Though on-site event signage may stay the duration of the event, a lesser time off-site is to be explored.

## 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.

## DEPARTMENT OF PLANNING AND INSPECTIONS

- (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 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 agrees that the language needs to be updated. While exploring options for language amendments for off-site signage is expected to take a little longer, the easier on-site fix of extending the time has been prepared. See the Possible Amendment section for this language.

Moving back to the off-site language, there are some things to consider when drafting this part – duration and frequency. As for duration, how long is the off-site sign displayed for? Is it cumulative or a one-off? As for frequency, can they apply for multiple durations during the extended event period? Are they limited to once, twice, thrice, etc.?

These are just two items to consider. Size and location are already addressed, but do they need to be revisited? We can leave this for future discussion or move into it as the Board desires.

### POSSIBLE AMENDMENTS

Below is language for a possible amendment for special event signage which recognizes that some events have expanded past the duration listed in the ordinances. This amendment relates to the on-site signage. These are possible amendments to Section 11.08(12)(a) and 11.08(12)(c)i. These possible amendments use 25 weeks as a number for example purposes only. This number is also up for discussion.

**SECTION 11.08 EXEMPTIONS**

**(12) Special Event Signs.**

(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~~ **25** 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.

(c) No event shall display more than the allowable signs as detailed below.

**[Option 1]** i. Up to two signs may be located on the lot hosting the event for the allowable display period. **The display period shall be 3 weeks prior to the event and the duration of the event up to 25 weeks.** 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.

**[Option 2]** i. Up to two signs may be located on the lot hosting the event for the allowable display period. **The display period shall be the duration of the event as permitted not to exceed 25 weeks.** 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.

**[Option 3]** i. Up to two signs may be located on the lot hosting the event for the **allowable display period duration of the event plus 3 weeks prior to the event.** 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.

**WHAT'S NEXT?**

The Planning Board should discuss these items and others as they see fit regarding special event signs. Based on how these possible amendments are perceived we may continue with further review or prep for a future text amendment.