

# PLANNING DEPARTMENT DISCUSSION ITEM REPORT



Date: September 12, 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.

In August, the Board reviewed possible amendments for the on-site signage. These included an updated time frame for long-term events and when on-site signage could be posted for these types of events.

## 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

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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 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

There are many aspects of this amendment that need consideration. First and foremost is determining if moving forward with these amendments will have any bearing on all signs in general when updating the entire article to comply with content neutral signage requirements of the higher courts. Second, while updating the time frame for on-site sign display, how will off-site be treated?

The Board does feel that allowing the off-site signs to go up for as long is reasonable with restricted locations. Presently off-premise signs are allowed at the town entrances, but the Board suggested using the island gazebo as the only location, as it is the in-practice location presently. To that end, below is more language proposed for amendment taking this into account.

### 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

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to the on-site signage. These are possible amendments to Section 11.08(12)(a) and 11.08(12)(c). These possible amendments reflect previous discussions by the Board.

### 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.

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.

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. **This does not apply for any event lasting more than 2 consecutive days or for events that recur weekly.**

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. **If this off-site sign is for any event lasting more than 2 consecutive days or for events that recur weekly, it may only be placed at the island gazebo for the duration of the event and only one is permissible.**

### 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.