



PUBLIC INFORMATION

ITEM NO. 23.

DATE OF MEETING: February 21, 2012

REQUESTED BY: Kyle M. Breuer, Director, Planning and Community Development Department

SHORT TITLE: Presentation of Temporary Signage Enforcement Program

BACKGROUND: Due to documented increases in temporary sign violations throughout the county and direction from the Board of Commissioners, staff set out to develop a solution to achieve compliance with Ordinance requirements. The current standards allow for a business to utilize a temporary sign ten (10) days per calendar month, this language renders enforcement extremely difficult, if not impossible. Following a presentation given to the Board in August 2011, Staff began to reach out to the business community via local Chambers of Commerce as well as professional contacts throughout the county to communicate an equitable solution to the non-compliance of temporary sign standards.

The solution in which staff has developed is to require zoning approval to place a temporary sign advertising a business establishment on-site. This standard will allow for the placement of a temporary sign ten (10) consecutive days per calendar month.

With assistance from the Pender County ITS Department, a website has been established to generate a zoning approval by entering information based off of the proposed standards. The website will be able to assist in tracking compliance. The enforcement aspect of the program will grant civil penalty authority in the form of a direct civil penalty for violations of the proposed standards.

Staff will present to the Board, the planned processes, educational outreach and warning system that is being proposed to resolve the compliance challenges of our department. A presentation and overview of the developed website will also be presented.

The text amendment necessary to develop this program was taken to the Planning Board on February 7, 2012, in which they voted unanimously to recommend approval of the revised language. Following input from the Board of Commissioners, Staff will present the text amendment portion at your March 19, 2012 meeting for the Boards consideration.