

#568

Sponsor: McHugh
First Reading: June 21, 2024
Second Reading: July 19, 2024

**AN ORDINANCE TO AMEND CHAPTER 530 OF THE BETHANY BEACH
CODE TO ADDRESS OPEN FOR BUSINESS SIGNS**

WHEREAS, the Town Council of the Town of Bethany Beach desires to amend Chapter 530 of the Town Code to address Open For Business Signs within the Town of Bethany Beach.

WHEREAS, the proposed amendments contemplated by this ordinance are in the best interest of the Town.

BE IT HEREBY ENACTED by the Town Council of the Town of Bethany Beach, a majority thereof concurring in Council duly met that the Town Code be and hereby is amended as follows:

Section 1. Amend §530-3 Definitions (Additions are highlighted in bold below):

OPEN FOR BUSINESS SIGN

A Banner or flag sign of lightweight fabric or similar material displaying the word "OPEN." **The Banner or flag also may display the business name, business logo and/or a description of the business. Any such Banner or flag must and be limited in size to 27" x 40", or 7.5 square feet that is either hung on a building or suspended as a flag, that does not impede pedestrian traffic or line of sight, to be used only during business hours. The Banner or flag must be attached to the storefront in which the business is located.**

Section 2. Amend Section §530-4 Exempt Signs (Additions are highlighted in bold below):

M. Open for Business signs limited to one per business as defined herein.

Section 3. Amend §530-5(B) Prohibited signs and devices (Additions are highlighted in bold below):

(4) Exempt banner signs

Section 4. Amend §530-12 Permitted signs in the C-1, C-2 and CL-1 Districts (Amendments are highlighted in bold below):

F. Windblown displays, including but not limited to any banner, pennant, gas balloon or flag that is designed to inform or attract attention are prohibited (except for exempt flags **and open for business signs as defined**). However, temporary event signs, pennants, flags and banners that are used in conjunction with commercial and noncommercial events as well as in-store special sales events may be permitted, but only

upon written application to and approval by the Building Inspector and subject to the following limitations:

[Amended 6-19-2015 by Ord. No. 514]

Synopsis

The ordinance amends Chapter 530 ("Signs") to provide additional guidance and direction regarding Open for Business signs.

This shall certify that this is a true and correct copy of the ordinance duly adopted by the Town Council of the Town of Bethany Beach at a duly-noticed and convened meeting at which a quorum was present on July 19, 2024.

Attest: Raulen Mann
Town Clerk

Rosemary B. Hardie
Mayor

This shall certify that the title and synopsis of the foregoing ordinance was posted at the Town Hall on July 12, 2024 and published in Coastal Point on July 12, 2024.
So Certifies:

July 12, 2024
Date

Raulen Mann
Town Clerk

This shall certify that the title, synopsis, date of adoption, and effective date of the foregoing ordinance was published in Coastal Point on August 2, 2024 and that a copy of the foregoing ordinance was posted at the Town Hall on July 25, 2024.
So Certifies:

August 2, 2024
Date

Raulen Mann
Town Clerk