



Memorandum

To: City Commission
From: Daniel T. Keester-O'Mills, AICP, *Development Services Director*
RE: Amendments to the Code of Ordinances – Special and Promotional Events
Date: April 16, 2026

Staff has prepared an amendment to the Code of Ordinances for your consideration. This memorandum provides a brief summary of the proposed changes to the Code. The proposal seeks to modernize and streamline the special event process and codify the “promotional event” process: (a) creating a lighter regulatory path for small business promotional events, (b) maintaining stricter oversight for larger, higher-impact special events, and (c) adding clearer standards, limits, and administrative efficiency.

Specifically, the proposed changes aspire to:

1. Establish clear separation between “Special Events” and “Promotional Events”

- Introduces and formalizes “promotional events” as a distinct category with their own definition and rules.
- Clarifies that promotional events are:
 - Smaller-scale, business-focused
 - Typically on private property
 - Subject to expedited review and simplified permitting
- Establishes criteria for when a promotional event can be reclassified as a special event by the City.

2. Establish new promotional event licensing framework

- Adds a “Promotional Event License Application” separate from special event permits.
- Allows:
 - One application covering multiple events (up to 12/year)
 - One-time fee structure
- Sets 15-day submission deadline (shorter than special events).

3. Expand eligibility & restrictions for Promotional Events

- Clearly defines:
 - What promotional events can include (limited, low-impact activities)
 - What they cannot include (e.g., street closures, pyrotechnics, large structures, blocking access, etc.)
- Caps temporary structures at 500 sq. ft.

4. Amend frequency limits

- Special events:
 - Limited to 4 per year per property
 - No more than 1 every 3 months
- Promotional events:
 - Limited to 2 per month
 - Multi-event annual applications allowed
 - Only one event at a time per property

5. Provide additional application requirements

- Adds new required details, including:
 - Temporary signage plan (materials, size, placement, duration)
- Strengthens documentation and compliance expectations.

6. Add operational / performance standards

- Introduces or clarifies:
 - Noise limit: 75 dB at property line
 - Compliance with single-use plastics ordinance
- Reinforces safety, cleanup, and operational responsibilities.

7. Amend signage regulations

- Requires:
 - Planning & zoning approval for all temporary signage
 - Use of approved materials (e.g., vinyl, coroplast)
- Adds clearer standards for placement and safety.

8. Additional Procedural Clarifications

- Improves simplicity in:
 - Permit posting and enforcement
 - Application completeness and approval process
 - Authority of City Manager/designee
- Minor structural edits (renumbering, formatting fixes, typo corrections).