

SIGNAGE FOR EVENTS

The Symphony Society uses signage for events in order to indicate street directions, specific locations, parking, advertising and more. The purpose is to enhance efficient traffic flow, directions to specific areas and to increase public awareness of the Society and events, among other purposes.

Signs, banners, flags and posters are used at most events. Signs and banners can be instrumental in increasing public attendance at bigger events. Directional signs can assist people in traffic with directions to the event. Signage for parking can assist drivers; handicapped spaces should also be provided. Signage can help direct traffic within event space such as the Designer Showcase homes. Most events should have the event name and the Southwest Florida Symphony displayed in a strategic place for the public viewing. Posters and signs can also be displayed at various business locations around town with the business's permission. (A permit is not required in this case.)

Some signs and banners need clearance by Lee County, particularly when displayed on roadways and country property. There are laws, fees and specific requirements regulating their display.

A special event permit is required for any event with over 1,000 expected attendees.

Application for a permit is available through the Lee County Permitting Department, (239) 533-8329). A \$75 fee may be required. **Signs must be temporary and removable.**

2015 – SWFLSS –Signage for Events

Topic 6-A, Page 1 of 1