



Meeting Name: Town Council Meeting
Meeting Date: September 25, 2024
Prepared By: Isabella Hickey
Item Title: Special Event Request – North Pole Christmas Tree Event

BACKGROUND:

Staff received a request for a special event by Mr. Brandon Helfer, President of Proper Seasonal Businesses, that would take place at 13951 U.S. Highway 1, just west of the Thirsty Turtle restaurant on the vacant grass area. This Off-Site Special Event is proposed to last more than 4 consecutive days and is subject to a suitable, appropriate fee established by the Town Council. During last year’s event, the Town Council charged a \$5,000 fee for this event. **This event is a recurring event that has taken place in Town at the same location for over the past 25 years, which is why it is on the Consent Agenda.**

DISCUSSION:

The special event requested is for profit and is a seasonal decor/tree market event. Under the fee schedule for special events, the Town Council may apply an appropriate permit fee subject to the impact of the event on the Town. Various permitting and staff involvement will be necessary to keep up with the event. As indicated, the applicant will be required to obtain various outside agency and department approvals during the application process should the Town Council approve the event.

The event is proposed to take place from November 7th through December 30th, and to be open for business from 9:00 am to 9:00 pm. Based on documents submitted with the request, it appears as though the area of the event is not setback a specific distance from adjacent residential neighborhood to the south, however last year it was approved at 300’ from the existing residential properties to the south of the subject site. Therefore, Staff will be requiring the same condition with the approval of this event, along with other permit requirements, during the special event permit approval process. The event includes various tree and craft tents, as well as other temporary structures – some will require permits, along with temporary electric permits.

RECOMMENDATION:

Staff recommends that the Town Council consider the request for special event proposed in Juno Beach as stated above with a \$5,000 permit fee, subject to the applicant being responsible for the application process of the special event and all conditions and requirements following said application, including any additional agency reviews/approvals/fees.