

## **ARTICLE TWO DEFINITIONS**

*Sign:* Any attention gathering device, structure, balloon, festoon, fixture or placard using imagery, graphics, symbols, and/or written copy designed specifically for the purpose of advertising or identifying any establishment, product, goods or services.

*Sign, abandoned:* A sign that for at least 12 months has not identified a bona fide business such as a lessor, service, owner, product or activity.

*Sign, animated:* Any sign which incorporates in any manner mechanical movement or apparent movement achieved by electrical pulsations or other means such as sequential light phasing. Animated signs are prohibited.

*Sign, area of:* That area enclosed by one continuous line connecting the extreme points or edges of a sign. The area shall be determined using the largest sign area or silhouette visible at any one time from any one point. This area does not include the main supporting sign structure but all other ornamental attachments, inner connecting links, etc., which are not a part of the main supports of the sign, are to be included in determining sign area.

*Sign, awning:* A sign painted on, printed on, or attached flat against the surface of an awning.

*Sign, balloon:* Any display capable of being expanded by air or other gas used on a permanent or temporary basis to advertise a product or event. Balloon signs are prohibited.

*Sign, banner:* A sign made of fabric or any non-rigid material. The maximum size of a banner is 5 feet vertical and 20 feet horizontal.

*Sign, bench:* Any sign attached to or a part of a sitting bench. Bench signs are prohibited.

*Sign, changeable copy (electronic):* A sign whose alphabetic, pictographic, or symbolic informational content can be changed or altered on a fixed surface composed of electrically illuminated or mechanically driven changeable segments.

*Sign, changeable copy (manual):* A sign on which copy is changed manually in the field, e.g., reader boards with changeable letters.

*Sign, clearance:* The smallest vertical distance between the grade and the lowest point of any sign, including framework and embellishments, extending over that grade.

*Sign, construction:* A temporary sign identifying an architect, contractor, subcontractor, and/or material supplier participating in construction on the property on which the sign is located. One construction sign for each street frontage of a construction project, not to exceed 16 square feet in sign area per face in residential zones or 64 square feet in sign area in all other zones. Such signs may be erected ten days prior to beginning of construction and shall be removed ten days following completion of construction.

*Sign, directional/information:* A sign that does not exceed 2 feet square and no more than 4 feet in height, giving direction to a specific location, instructions or facility information. The sign may contain the business name or logo and an arrow for direction of travel, but no advertising or commercial copy.

*Sign, double-faced:* A sign with two faces.

*Sign, electrical:* A sign or sign structure in which electrical wiring, connections or fixtures are used.

*Sign, estate sale:* A temporary sign erected for the purposes of advertising the sale of personal property of a private estate.

*Sign face:* The area of a sign on which copy is intended to be placed.

*Sign, flashing:* A sign which contains an intermittent or sequential flashing light source used primarily to attract attention. Flashing sign does not include a changeable (electronic) copy sign, or sign which through reflection or other means, creates an illusion of flashing of intermittent light. Flashing signs are prohibited.

*Sign, freestanding:* A permanently attached sign on a freestanding pole or other support so that the bottom edge of the sign is 9 feet or greater above grade in pedestrian areas or 13 feet or greater in vehicular areas.

*Sign, government:* Any temporary or permanent sign erected and maintained by the city, county, state or federal government for traffic direction or for designation of or direction to any school, hospital, historical site, or for providing information concerning public services or events, public properties, or public facilities.

*Sign, ground mounted:* A permanently attached sign, other than a freestanding sign, in which the entire bottom of the sign is in contact with the ground or is close to the ground and is independent of any other structure.

*Signs, hanging awning:* signs that are located under an awning, oriented perpendicular to each sidewalk on which the premises have frontage, and relates to the occupancy within the building.

*Sign, height:* The vertical distance measured from the highest point of the sign, including decorative embellishments, to the grade of the adjacent street or the surface grade beneath the sign, whichever is less (compare “clearance”).

*Sign, identification:* A sign whose copy is limited to the name and address of a building; institution, or person and/or to the activity or occupation being identified.

*Sign, illegal:* A sign which does not meet the requirements of this chapter and which has not received legal nonconforming status.

*Sign, illuminated:* A sign with an artificial light source incorporated internally or externally for the purpose of illuminating the sign.

*Sign, incidental:* A sign, emblem or decal informing the public of facilities or services available on the premises, e.g., a credit card sign or a sign indicating the hours of business. Incidental signs shall not exceed 5 square feet in aggregate sign area per occupancy.

*Sign, marquee:* Any sign attached to or supported by a marquee structure. All permitted marquee signs shall have a minimum clearance of 13 feet over any vehicular use area and 9 feet over any pedestrian use area. Marquee signs shall not exceed one-third square foot of sign area per each linear foot of marquee frontage.

*Sign, nameplate:* A non-electric on-premises identification sign giving only the name, address and/or occupation of an occupant or group of occupants.

*Sign, nonconforming:* A sign which was erected legally but which does not comply with subsequently enacted sign restrictions and regulations.

*Sign, off-premises:* A sign or structure for the display of advertising an establishment, merchandise, service or entertainment, which is not sold, produced, manufactured or furnished at the property on which the sign is located, e.g., billboards or outdoor advertising.

*Sign, on-premises:* A sign which pertains to the use of the premises on which it is located.

*Sign, open house:* A temporary sign denoting that a house, apartment, or other such property which is for sale is held open for public viewing.

*Sign, pedestrian:* Any sign oriented to pedestrian or street level visibility (including window signs, awning signs, hanging signs, nameplates, and plaques).

*Sign, political:* A temporary sign used in connection with a local, state, or national election or referendum. No political sign shall be allowed to be placed within eight feet of the curb or edge of pavement on any public street except when flush mounted on a building face of a permanent building nor will they be permitted to interfere with safe sight distance for vehicle turning movement. Political signs in residential zones shall be limited in sign area to 16 square feet per face of sign.

*Sign, portable:* Any sign designed to be moved easily and not permanently affixed to the ground or to a structure or building.

*Sign, projecting:* A sign, other than a flat wall sign, which is attached to and projects from a building wall or other structure not specifically designed to support the sign.

*Sign, real estate:* A temporary sign of 16 square feet or less advertising the real estate upon which the sign is located as being for rent, lease or sale. Real estate signs must be removed 14 days following sale, rental or lease.

*Sign, roof:* Any sign erected over or on the roof of a building. Roof signs are prohibited.

*Sign, rotating:* A copy in which the sign itself or any portion of the sign moves in a revolving or similar manner. Such motion does not refer to methods of changing copy.

*Signs, sidewalk:* signs that are changeable copy “A” frame styled with printed or hand written changeable copy.

*Sign, snipe:* A temporary sign or poster affixed to a tree, telephone poles, public benches, fence, etc. or placed on public property or in the public right of way. Snipe signs are prohibited

*Sign, subdivision identification:* A ground mounted sign identifying a recognized subdivision, condominium complex, or residential development, not to exceed 32 square feet in area and 6 feet in height.

*Sign, temporary:* A sign not constructed or intended for long-term use, and not permanently attached to the ground, a building or structure.

*Sign, trailer:* Any sign that is attached to a frame with wheels (or with the wheels removed) and designed in a manner that allows it to be moved easily. Trailer signs are prohibited.

*Sign, under-canopy:* A sign suspended beneath a canopy, ceiling, roof or marquee.

*Sign, vehicular:* Any sign displayed on a parked or moving vehicle, where the primary purpose of the vehicle is to advertise a product or business or to direct people to a business or activity. Vehicular signs shall not include business logos, identification, or advertising on vehicles primarily used for other business purposes. Vehicular signs are prohibited.

*Sign, wall:* A sign attached parallel to the wall of a building. Wall signs include painted, individual letter and cabinet signs and signs on a mansard.

*Sign, wall painted:* A sign which is applied with paint or similar substance on the face of a wall.

*Sign, window:* A sign installed inside a window and intended to be viewed from the outside. Window signs shall not exceed 25 percent of the total window space. Incidental signs, when placed inside a window shall not be included in this 25 percent measurement.

*Sign, yard sale:* A temporary sign erected for the purposes of advertising the sale of personal property at a private residence.

*Signboard:* Any flat sign mounted or applied to a building façade.

**ARTICLE FOURTEEN  
SIGNS**

**Section 14.1 - Purpose and Intent**

- A. The purpose of this chapter is to:
1. Control and coordinate the type, placement and physical dimensions of signs within the various zoning classifications.
  2. Recognize the commercial communication requirements to all sectors of the business community.
  3. Encourage the innovative use of design.
  4. Promote both renovation and proper maintenance.
  5. Allow for special circumstances; and to guarantee equal treatment under the law through accurate record keeping and consistent enforcement.
  6. Promote public safety by assuring safe operation of motor vehicles on public rights-of-way within the planning jurisdiction of the city.
  7. Preserve, protect and enhance the value of property within the planning jurisdiction of the city by maintaining and improving the aesthetics of the community.
- B. These purposes shall be accomplished by regulation of the placement, erection, use, and maintenance of signs. The use of signs is regulated according to the zoning classification in which it is located. The placement and physical dimensions of signs are regulated primarily by type and length of street frontage. No sign shall be permitted as a main or accessory use except in accordance with the provisions of this chapter.
- C. The primary intent of this chapter is to regulate signs of a commercial nature intended to be viewed from any vehicular public right-of-way.
- D. Additional regulations on signs may be imposed by ordinances, supplemental to the Code, for specified areas, such as historic districts.

**Section 14.2 – Definitions**     See Article Two.

**Section 14.3 - Penalty**

It is the desire of the City Council that the provisions of this Sign Code be enforced in a fair and consistent manner. While the particular facts and circumstances of a situation may

dictate more drastic enforcement measures, it is the desire of the City Council that this Sign Code be enforced progressively, beginning with administrative action, followed by civil action, and if necessary, criminal action. It is envisioned by the City Council that significant education of the community will occur after passage of this chapter, and that the more severe enforcement actions will be initiated after refusal to comply with less severe measures. However, this Code may be enforced administratively, and by all civil and criminal remedies allowed under this Code and State Law.

#### **Section 14.4 -Conflicts**

If any portion of this chapter is found to be in conflict with any other provision of any section of this Code or other applicable codes or statutes, the provision which establishes the higher standard shall prevail.

#### **Section 14.5 - Exemptions**

- A. This chapter does not relate to building design.
- B. This chapter does not regulate:
  - 1. Official traffic or government signs.
  - 2. The copy and message of signs.
  - 3. Product dispensers.
  - 4. Scoreboards on athletic fields.
  - 5. Flags of any nation, government, or non-commercial organization.
  - 6. Gravestones.
  - 7. Religious symbols.
  - 8. Commemorative plaques.
  - 9. The display of street numbers.
  - 10. Any display or construction not defined as a sign.

#### **Section 14.6 - Nonconforming Signs and Sign Uses**

- A. Existing signs as of the effective date of this article which do not conform to the specific provisions of the chapter may be eligible for the designation “nonconforming” provided that the signs have a valid city permit or variance and the signs comply with all applicable laws.
- B. A nonconforming sign shall lose its designation if the sign is altered in violation of this chapter. Such signs shall be deemed illegal and removed by the sign owner pursuant to the provisions of this code or state law. This provision does not refer to change of copy or normal maintenance.
- C. The nonconforming sign is subject to all requirements of this chapter regarding safety, maintenance and repair. However, any nonconforming sign that is damaged to the extent that the cost for complete repair exceeds 50 percent of the replacement cost of the sign, such sign shall be removed by the sign owner. Owners of managed

on-premise signs may obtain a new sign permit if the sign is to be replaced as permitted and in accordance with the provisions of this chapter.

- D. The requirements of this chapter regarding animation, the illusion of movement, or the rate at which copy or content changes, shall not apply to any changeable copy sign (electronic) that has a valid city permit or variance and was lawfully erected prior to the 22<sup>nd</sup> day of November , 2004.
- E. Maintenance of nonconforming electronic changeable copy signs. Existing electronically changeable copy signs may be maintained; provided that such maintenance shall not result in relocation, physical enlargement in any way, increased brightness, or increased rate of copy change, of the electronic changeable copy sign.
- F. Replacement of nonconforming electronic changeable copy signs. Any replacement of an existing electronic changeable copy sign shall require a new permit and shall meet the requirements that are in existence at the time the permit is issued.

#### **Section 14.7 -Violations**

- A. When, in the judgment of the Administrator, a violation of this chapter exists, the Administrator shall issue a written order to the alleged violator. The order shall specify those sections of this chapter of which the person may be in violation and shall state that the person shall abate the violation within the applicable period of time set forth below or to appeal to the Housing and Building Board of Adjustment (Sign Board). If the violator fails to appeal or to correct the violation within the time allowed below by this section, the sign shall be deemed illegal and removed by the sign owner.
  - 1. For permanent signs, within 10 days of receipt of the written order.
  - 2. For temporary signs or devices, within 24 hours of receipt of the written order.
  - 3. For signs that are unsafe or insecure or otherwise constitute an immediate danger to public health and safety, within 24 hours of receipt of the written order.
  - 4. In the case of an alleged violator to whom the Administrator has issued such an order within the preceding 12-month period, the notice may require the person to abate the alleged violation within 24 hours.
- B. If upon inspection, the Administrator finds that a sign is abandoned or structurally, materially, or electrically defective, or in any way endangers the public, or is not maintained in accordance with this or other applicable codes or statutes, such signs shall be deemed illegal and the Administrator shall issue a written order to the owner of the sign and/or the occupant of the premises stating the nature of the violation and requiring the sign to be repaired in conformance with this chapter or removed within ten days of the date of the order. The owner or occupant of the premises may appeal the decision of the Administrator within 10 days to the Housing and Building Board of Adjustment (Sign Board).

- C. Illegal signs are public nuisances. In the event of a failure to comply with the order of the Administrator, the City may institute legal proceedings pursuant to this Code, including without limitation, an action to abate the sign as a nuisance. Costs incurred by the City shall be charged to the owner of the sign and/or the owner of the property on which the sign is located. The costs may constitute a lien upon the property and may be collected by any appropriate lawful means.

**Section 14.8 - Enforcement Agency**

The Code Enforcement Department shall enforce this chapter and all references herein.

**Section 14.9 - Interpretation and Variances by Enforcement Officer**

The Administrator shall interpret the application of the provisions of this chapter in such a way as to carry out its stated purpose and intent. The Administrator may review requests for variances from the literal provisions of this chapter in cases where strict enforcement of the chapter would cause undue hardship to the individual application under consideration and allow such deviation only when it is demonstrated that such action will be in keeping with the spirit and intent of this chapter. In no event shall the Administrator authorize a deviation of greater than 15 percent of height and area requirements of this chapter. Requests for variances greater than 15 percent of height of area requirements shall be made to the housing and building board of adjustments pursuant to Article 19.

**Section 14.10 - Non-commercial Message**

Every sign that is authorized under this code to display a commercial message is also authorized to display a non-commercial message.

**Section 14.11-Compliance**

It is unlawful for any person to erect, place or maintain a sign in the City except in accordance with the provisions of this chapter.

**Section 14.12 - Business License**

- A. No person shall engage in the business of installing, erecting, or maintaining any sign, nor contract for the performance of such service, without a business license to do so.
- B. The business license of any sign contractor may thereafter be canceled for cause by the Revenue/Fiscal Control Department. When any sign contractor has, within two calendar years, been found guilty of three separate violations of this chapter or the building code by any court of record, whether such judgment by appealed or not, the Revenue/Fiscal Control Department shall cancel the license. The license of any person which has been canceled shall not be renewed until all past violations have been corrected, and any application for renewal of the license shall be made to the

City Council, and the department shall file with the City Council a report stating whether or not all previous violations have been corrected.

**Section 14.13 - Same-Bond or Insurance**

No person shall engage in the business of installing, or erecting or maintaining any sign or medium of display or advertising, electric or otherwise, within the City until he has filed with the City Collector a bond or certificate of liability and property damage insurance in the sum of \$500,000.00 with such surety thereon as may be approved by the City Clerk. Such bond or certificate of liability and property damage insurance shall be conditioned for the installation, erection, and maintenance of signs in accordance with the ordinances of the City and laws of the state, and shall provide for the indemnification of the City and the purchaser or lessee of such signs, for damages or liabilities which may accrue by reason of faulty installation, erection, maintenance, demolition, repair, removal, or defects in, or collapse of any sign so serviced by or under the direction of the maker of such bond, or certificate of liability of property damage insurance. Such bond or certificate of liability and property damage insurance shall provide for the indemnification of any person who, while upon public property or in any public place, incurs damages for which the principal named in the bond or certificate of liability property damage insurance is legally liable.

**Section 14.14 - Prohibited Signs and Sales Promotion Devices**

The following type signs are prohibited in all districts unless otherwise noted:

- A. Abandoned signs.
- B. Pennants, festoons, searchlights.
- C. Signs imitating or resembling official traffic or government signs or signals.
- D. Snipe signs.
- E. Vehicular signs.
- F. Trailer signs.
- G. Roof signs.
- H. Bench signs.
- I. Flashing signs.
- J. Animated signs.
- K. Rotating signs.
- L. Balloons.

**Section 14.15 - Abandoned Signs and Sign Structures**

All abandoned signs and sign structures not removed by owner after due notice may be removed by the City. Upon completion of the work the City shall file and have a lien upon real estate for the cost of removing the sign.

**Section 14.16 - Permit**

- A. Unless otherwise provided by this chapter, all signs shall require permits and payment of fees as described in this section. No permit is required for the maintenance of a sign or for a change of copy on manual changeable copy signs.
- B. The following signs are exempted from permit requirements but must be in conformance with all other requirements of this chapter:
  - 1. Construction signs.
  - 2. Directional/information signs.
  - 3. Nameplates.
  - 4. Political signs.
  - 5. Public signs or notices.
  - 6. Real estate signs.
  - 7. Incidental signs.
  - 8. Governmental signs.
  - 9. Any sign relating to an emergency.
- C. Application for a permit for the erection, alteration or relocation of a sign, when allowed by this chapter, shall be made to the Administrator upon a form provided by the Administrator and shall include the following information:
  - 1. The sign owner's name, address and telephone number; and (if different) the name of the person in possession of the premises where the sign is located or to be located;
  - 2. The name, address and telephone number of the person who will be performing the work requested;
  - 3. The location and zoning description of the parcel in which the sign is or will be located;
  - 4. The type of sign or sign structure as defined in this chapter;
  - 5. Specifications and scale drawings showing the materials, design, dimensions, structural supports and electrical components of the proposed sign;
  - 6. The cost to construct the sign and any alteration expenses;
  - 7. Any other information the administrator shall require to ensure compliance with this and all other applicable city ordinances.
  - 8. Accompanying each application for a sign permit shall be a detailed drawing or drawings, all of which are to be to scale and legible. All existing structures and proposed structures along with proposed sign locations will be indicated. Building or structure elevation drawings shall be submitted when applications are for building-mounted signs.
- D. Accompanying each application for a sign permit for an existing sign shall be:

1. A completed application form stating all necessary facts concerning each sign, signed by the owner certifying to the facts in the application.
  2. Photographs of the sign and its locations.
- E. All applications for permits filed with the Administrator shall be accompanied by a payment of the initial permit fee for each sign according to the following schedule. All signs shall be permitted and tagged for which a fee shall be paid in accordance with an adopted permit schedule.
- F. If a permit is denied, the permit fee will be refunded to the applicant. If any sign is installed or placed on any property prior to receipt of a permit, the specified permit fee shall be doubled. However, payment of the doubled fee shall not relieve the responsible party of any other requirements or penalties prescribed in this chapter. The Mayor or his designee may accept requests for refunds or unused sign fees when a lease has been terminated or the sign has been destroyed. In the event a lease has been terminated or a sign has been destroyed, the Mayor or his designee may refund a portion of the sign permit fee based on the amount of time remaining between the date the lease was terminated or the sign was destroyed and the date the permit expires.
- G. Any person installing, altering or relocating a sign for which a permit has been issued shall notify the Administrator upon completion of the work. The Administrator may require a final inspection, including an electrical inspection and inspection of footings on freestanding signs. The Administrator may require in writing upon issuance of a permit that he be notified for inspection prior to the installation of certain signs.
- H. Duration of permits.
1. Permits for on-premise signs, other than electronic changeable copy signs, shall be issued for a period of one year. All sign owners shall renew their sign permits every year prior to January 31 of the year. Any sign not permitted within the month of January of the year shall be classified as abandoned. On-premise signs with expired permits are illegal and shall be removed by the sign owner at his expense. Permits shall be transferable to any subsequent owner of the property on which the sign is located. Sign permits may be renewed annually by submission of the appropriate fee with renewal of a city privilege (or business) license.
  2. Permits for electronic changeable copy signs shall be issued for a period of up to ten years, as requested by the owner. No permit for an electronic changeable copy sign may be renewed unless, at the time of renewal, the sign complies with all applicable rules, regulations, and ordinances of the City. On-premise signs with expired permits are

illegal and shall be removed by the sign owner at his expense. Permits shall be transferable to any subsequent owner of the property on which the sign is located.

- I. All off-premise sign permits which are valid on the effective date of this article are hereby revoked. The fees paid for such permits shall be prorated, rounded to the nearest \$10.00 and applied toward the new permit fees. Each billboard site shall require one off-premise sign permit. Notwithstanding any other provision for the application and issuance of permits, owners of all existing billboards shall obtain a new permit for each billboard within 60 days of the passage of this article. Billboard permits shall be issued for a period of two years. Billboard owners shall renew their permits prior to September 30th of the second year. The renewal fee shall be the same amount as the initial permit fee. The sign owner shall submit to the Administrator any changes in the information contained in the original permit. Any sign not permitted by the due date shall be classified as abandoned. Such signs are illegal and shall be removed by the sign owner at his expense.
  - A. Off-premise sign permits issued for new signs prior to the effective date of this article are hereby revoked provided the permit holder has not commenced actual construction under the permit resulting in a tangible erection of the sign structure. The permit fee for such signs shall be refunded by the city upon application of the owner.
  - B. The issuance of a sign permit shall in no instance be construed as waiving any provision of the chapter. If any person commences work on a sign before obtaining the necessary permit, or if a permit issued despite the violation of any provision of this chapter, or if the location or specifications of the sign vary from the approved design or location, the person shall be subject to the penalty prescribed in this code and the sign shall be removed as an illegal sign.
  - C. In addition, the Administrator shall revoke a sign permit for failure of the holder to conform to any of the provisions of the chapter. All rights and privileges acquired under the provisions of this chapter, or any amendment thereto are mere licenses revocable at any time.

#### **Section 14.17-Maintenance**

- A. All signs and the premises surrounding the same shall be maintained by the owner thereof in a clean, sanitary, and inoffensive condition, and free and clear of all obnoxious substances, rubbish and weeds.
- B. All signs shall be properly maintained at all times. Exposed surfaces shall be clean and painted if paint is required. Defective parts shall be replaced.

- C. The Administrator shall have the right to order the repair or removal of any sign which is defective, damaged, substantially deteriorated or presents a public hazard, as defined in the edition of the Standard Building Code in force in the City.

#### **Section 14.18-Illegal Lighting**

Unless otherwise specified by this chapter, all signs may be illuminated. However, no sign regulated by this chapter may utilize:

- A. Any light that interferes with the safe operation of a vehicle on the public rights-of-way.
- B. Any light that unreasonably interferes with the use and enjoyment of residential property within the municipal boundary of the City.
- C. An exposed incandescent lamp with an external reflector and without a sunscreen or comparable diffusion.
- D. Any exposed incandescent lamp in excess of 300 watts.
- E. Any revolving beacon light.
- F. Any device that allows oscillating, rotating or flashing lights.
- G. Animation manifesting either kinetic or illusionary motion occasioned by a natural, manual, mechanical, electrical or other means.
- H. The illusion of movement by means of a preprogrammed (repetitious or sequential) switching action in which illuminated elements of the sign are turned off or on to visually simulate the impression of motion characteristic of chasing, running, blinking, oscillating, twinkling, scintillating, or expanding and contracting light patterns.
- I. Illumination shall not be greater than that authorized under applicable zoning restrictions as found in Sections 14.22 through 14.25.
- J. The use of white light on any sign illuminated by Light Emitting Diodes, or substantially similar technology, that comprises more than twenty-five per cent (25%) of the illuminated portion of the sign.
- K. Any sign illuminated by Light Emitting Diodes, or substantially similar technology, shall not emit light greater than the level authorized under Section 14.19(D)(1)(a).

#### **Section 14.19 - Electronic Changeable Copy Signs**

- A. Electronic changeable copy signs are prohibited except as specifically authorized within specified sign overlay districts.

B. Sign overlay districts which allow Electronic Changeable Copy Signs may be created from time to time upon determination by the City Council that the signs may be generally regulated in such a manner that is consistent with the public interest in protecting traffic safety, upholding aesthetic appearance, minimizing the intrusion of light into residential homes, and other important interests. Sign overlay districts permitting Electronic Changeable Copy Signs shall only be considered along minor or principal arterial streets, and interstate – freeways, where:

1. little or no residential property is present;
2. few traffic accidents regularly occur;
3. no historic site, property, or district is present; and
4. the installation of electronic changeable copy signs is consistent with the aesthetic goal for the area.

C. Sign overlay districts permitting the installation of Electronic Changeable Copy Signs shall regulate both sides of a street and may specifically regulate height, width, mass, brightness, setback, spacing, orientation, rate of change or other characteristics relevant to the particular district. No district shall be established, repealed or modified for the purpose of authorizing or banning a single sign.

D. Electronic Changeable Copy Signs located within a sign overlay district shall comply with the standards listed within the applicable district. Electronic Changeable Copy Signs shall also comply with the standards listed below to the extent that they do not conflict with the standards of the applicable district.

1. Display Characteristics

- a. Light Emissions. The light emitted by an electronic changeable copy sign shall not increase area illumination by more than 0.3 foot candles above ambient levels as measured by a foot candle meter at the distance and using the method described in this section. Existing signs shall not be exempt from the requirements of this subsection or entitled to variance from the same by Section 14.6.

The reading should be taken with the meter aimed directly at the digital sign at the appropriate pre-set distance. Measurement distance criteria shall be as follows:

<b>Size of Sign</b>	<b>Approximate distance between sign and measurement device</b>
0 – 350 square feet	150 feet
351-650 square feet	200 feet
651-100 square feet	250 feet
Over 1000 square feet	350 feet

Measurements of ambient light and sign output may be taken at any time. Nighttime measurements shall be taken no less than 30 minutes past sunset and no more than 30 minutes prior to sunrise.

Ambient light shall be determined using a foot candle meter at the appropriate distance as indicated in this section while the electronic changeable copy sign is off or displaying all black copy. Increased ambient light caused by the electronic changeable copy sign shall be determined by using the same meter at the same location after causing the electronic changeable copy sign to show full white copy. If the difference in the two readings is greater than 0.3 foot candles, then the light emitted by the electronic changeable copy sign exceeds the level authorized by this section.

- b. Movement. The illusion of movement by means of a preprogrammed (repetitious or sequential) switching action in which illuminated elements of the sign are turned off or on to visually simulate the impression of motion characteristic of chasing, running, blinking, oscillating, twinkling, scintillating, or expanding and contracting light patterns, is prohibited.
  - c. Rate of Change. No electronic changeable copy sign shall change copy more frequently than once during any fifteen (15) second interval, unless the rules in the applicable overlay district provide for a slower rate of change, in which case the rate of change that provides for fewer changes in copy shall prevail. Electronic changeable copy signs that only display the time, temperature, or both the time and the temperature, may change at real time.
2. Physical Characteristics. Electronic changeable copy signs shall have the following physical characteristics in addition to all construction specifications and location restrictions applicable to other signs (See Sections 14.20 through 14.25):
- a. Electronic changeable copy signs that are located on streets with two vehicular traffic lanes.
    - i. Ground Mounted Signs (Monument). No freestanding (pole) signs or wall signs permitted.
    - ii. Height. Signs shall be limited to a maximum of six (6) feet in height.
    - iii. Square footage. Signs shall be limited to a maximum of 32 square feet. The area of the electronic changeable copy portion of the sign shall not exceed 75 percent of the total square footage.
    - iv. Location. Signs shall be located a minimum of five (5) feet and maximum of ten (10) feet from a property line along a vehicular traffic

lane. No electronic changeable copy sign may be located closer than 150 feet to any residence.

- v. Orientation. Signs shall be perpendicular to the right-of-way.
  - vi. Number of signs. Electronic changeable copy signs shall be limited to one per property.
- b. Electronic changeable copy signs that are located on streets with four vehicular traffic lanes.
- i. Ground Mounted Signs (Monument). No freestanding (pole) signs or wall signs permitted.
  - ii. Height. Signs shall be limited to a maximum of six (6) feet in height.
  - iii. Square footage. Signs shall be limited to a maximum of 48 square feet. The area of the electronic changeable copy portion of the sign shall not exceed 75 percent of the total square footage.
  - iv. Location. Signs shall be located a minimum of five (5) feet and maximum of ten (10) feet from a property line along a vehicular traffic lane. No electronic changeable copy sign may be located closer than 200 feet to any residence.
  - v. Orientation. Signs shall be perpendicular to the right-of-way.
  - vi. Number of signs. Electronic changeable copy signs shall be limited to one per property.
- c. Electronic changeable copy signs that are located on streets with four vehicular traffic lanes with a median greater than 30 feet in average width.
- i. Ground Mounted Signs (Monument). No freestanding (pole) signs or wall signs permitted.
  - ii. Height. Signs shall be limited to a maximum of ten (10) feet in height.
  - iii. Square footage. Signs shall be limited to a maximum of 64 square feet. The area of the electronic changeable copy portion of the sign shall not exceed 75 percent of the total square footage.
  - iv. Location. Signs shall be located a minimum of five (5) feet and maximum of ten (10) feet from a property line along a vehicular traffic lane. No electronic changeable copy sign may be located closer than 250 feet to any residence.

- v. Orientation. Signs shall be perpendicular to the right-of-way.
  - vi. Number of signs. Electronic changeable copy signs shall be limited to one per property.
- d. Electronic changeable copy signs that are located on interstates and access roads to interstates.
- i. Height. Freestanding signs are permitted to a maximum height of eighteen feet (18').
  - ii. Square footage. Signs shall be limited to a maximum of 84 square feet.
  - iii. Location. Signs shall be located a minimum of five (5) feet and maximum of ten (10) feet from a property line along a vehicular traffic lane. No electronic changeable copy sign may be located closer than 300 feet to any residence.
  - iv. Number of signs. Electronic changeable copy signs shall be limited to one per property.
  - v. Rate of Change. No electronic changeable copy signs shall change copy more frequently than once during any thirty (30) second interval.
- E. No new electronic changeable copy sign may be illuminated until it has been inspected by an appropriate city official and certified to be in compliance with City ordinances. A violation of this section shall be deemed continuous in nature and punishable by a fine of not less than fifty dollars (\$50) nor more than five hundred dollars (\$500) per day. This section shall not apply to such illumination that is reasonably necessary to verify proper installation, proper function, or compliance with City ordinances.

**Section 14.20- Construction specifications**

- A. Compliance with building, electrical, and traffic codes. All electrical signs or equipment and devices used in electrical signs shall bear the label of Underwriters Laboratories, Inc., or other recognized independent testing laboratory approved by the building official. Disconnect switches shall be located in a safe and secure location for each electrical sign and shall be located within 25 feet of such sign. Each disconnect switch shall be located so as to be readily accessible and shall be properly identified stating what sign it controls. All materials and methods used for installation shall comply with the current adopted electrical code. Specific application shall be made for approval of these signs and/or devices by the building official and/or chief electrical inspector of the city, building codes section. Such review shall be accomplished utilizing standard application and permit procedures established by the city.

- B. Anchoring. No sign shall be suspended by non-rigid attachments that will allow the sign to swing in a wind. All freestanding signs shall have self-supporting structures erected on or permanently attached to concrete foundations, or erected with pilings or other methods approved by the administrator.
- C. Wind loads. All signs shall be designed to withstand a wind of 60 miles per hour.
- D. Additional construction specifications. No signs shall be erected, constructed or maintained so as to obstruct any fire escape, required exit, window or door opening used as a means of egress. No sign shall be attached in any form, shape or manner which will interfere with any opening required for ventilation, except that signs that may be erected in front of any building may cover transom windows when not in violation of the provisions of the edition of the Standard Building Code or Fire Prevention Code. Signs shall be located in such a way as to maintain horizontal and vertical clearance of the overhead electrical conductors in accordance with all ordinances, depending on voltage concerned. However, in no case shall a sign be installed closer than 24 inches horizontally or vertically from any conductor or public utility guy wire. Electrical connections to any sign must be made with overhead or underground connections. Construction and placement of all signs must conform to the applicable traffic codes of the city and in no way restrict the safe and efficient movement of traffic.
- E. All signs constructed shall have design that will allow the sign to be removed at or near the base.

**Section 14.21-Signs permitted in all zones**

The following signs are permitted in all zones:

- A. All signs not requiring permits.
- B. One construction sign for each street frontage of a construction project. Signs shall not be placed within a sight triangle.
- C. One non-illuminated real estate sign and/or garage sale sign per lot or premises. Signs shall not be placed within a sight triangle.
- D. One attached nameplate sign.
- E. Political signs. Signs shall not be placed within a sight triangle.
- F. Two directional/information signs. Signs shall not be placed within a sight triangle.
- G. One company or organizational flag that can be displayed from a permanently mounted flag pole.
- H. Governmental signs.

**Section 14.22-Signs permitted in R-0, R-1, R-2, R-3, R-6 and RT-1 zones**

- A. The following signs shall be permitted in residential R-0, R-1, R-2, R-3, R-6 and RT-1 zones:
  - 1. All signs as permitted in Section 14.21, excluding 14.21.F and 14.21.G.
  - 2. Real estate signs and garage sale signs limited to 2x3 feet in size.
- B. For permitted nonresidential uses, including churches and synagogues, one ground mounted sign and one wall sign shall be permitted.
- C. All permitted wall signs shall face required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant. Wall signs shall not exceed 24 square feet in sign area.
- D. All permitted ground mounted signs shall not to exceed 24 square feet in sign area. Ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any public right-of-way, measured from the closest edge of the sign. Signs shall not be placed within a sight triangle.
- E. Illumination of permitted signs shall not be greater than 50 foot candles luminance.

**Section 14.23 - Signs permitted in R-4 and R-5 zones**

- A. The following signs shall be permitted in R-4 and R-5 zones:
  - 1. All signs as permitted in Section 14.21, excluding 14.21.F and 14.21.G.
  - 2. Real estate signs and garage sale signs are limited to 2x3 feet in size.
  - 3. One ground mounted subdivision identification sign per neighborhood, subdivision or development.
  - 4. One ground mounted identification sign per apartment or condominium complex.
- B. For permitted nonresidential uses, including churches and synagogues, one ground mounted sign and one wall sign shall be permitted.
- C. All permitted wall signs shall face required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant. Wall signs shall not exceed 24 square feet in sign area.
- D. All permitted ground mounted signs shall not to exceed 24 square feet in sign area. Ground mounted signs shall have a maximum height limit of 6 feet and shall have a

setback of 5 feet from any public right-of-way, measured from the closest edge of the sign. Signs shall not be placed within a sight triangle.

E. Illumination shall not be greater than 100-foot candles of luminance.

**Section 14.24 - Signs Permitted in I-1, I-2 and I-3 Zones**

A. The following signs shall be permitted in I-1, I-2 and I-3 zones:

1. All signs as permitted in Section 14.21.
2. One freestanding or ground mounted sign per premise.
3. Window signs.
4. In addition to the allowed signs above, the owner may use one of the following:
  - a. Wall or mansard signs.
  - b. One awning sign.

B. Where a building is on a corner and has more than one main street frontage, one additional wall sign and one additional freestanding or ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted wall and freestanding or ground mounted signs.

C. All permitted freestanding signs shall have a maximum height limit of 30 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Freestanding signs shall have a minimum clearance of 13 feet over any vehicular use area and 9 feet over any pedestrian use area. Freestanding signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.

D. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not to exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.

E. All permitted wall signs shall not to exceed ten percent in aggregate sign area for that occupancy's façade area. Wall signs must face required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant.

F. All permitted awning signs shall have a minimum clearance of 13 feet over any vehicular use area and 9 feet over any pedestrian use area. Awning signs shall not exceed 25 percent of the surface area of an awning.

- G. Where a lot has in excess of 150 linear feet of street frontage, one additional on-premise freestanding or ground mounted sign will be allowed for each additional 150 linear feet of main street frontage. Such signs shall be subject to the size and height limitations of the first allowed freestanding or ground mounted sign and may be placed no closer than 150 linear feet from any other freestanding or ground mounted sign located on the same property.
- H. Sign heights for all freestanding on-premises signs located on properties immediately adjacent to and contiguous to an expressway or freeway may be measured from the elevation of the centerline of the traffic lanes (excluding frontage roads) adjacent to subject property to the top of the sign structure. It shall be the responsibility of the sign owner to submit all necessary information when this approach is used. A survey may be required as proof of elevations.
- I. Illumination shall not be greater than 300 foot candles of luminance.

**Section 14.25 - Signs Permitted in C-1, C-2, C-3, C-4, C-5 and C-6 Zones**

- A. The following signs are permitted in C-3, C-4, C-5 and C-6 zones:
  - 1. All signs as permitted in Section 14.21.
  - 2. One freestanding or ground mounted sign per premises.
  - 3. Window signs.
  - 4. In addition to the allowed signs above, the owner may use one of the following:
    - a. Wall or mansard signs.
    - b. One under-canopy sign.
    - c. One projecting sign.
    - d. One awning sign.
- B. Where a building is on a corner and has more than one main street frontage, one additional wall sign and one additional freestanding or ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted wall and freestanding or ground mounted signs.
- C. All permitted freestanding signs shall have a maximum height limit of 36 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Freestanding signs shall have a minimum clearance of 13 feet over any vehicular use area and 9 feet over any pedestrian use area. Freestanding signs shall not to exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 120 square feet. Signs shall not be placed in a sight triangle.
- D. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge

of the sign. Ground mounted signs shall not to exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 120 square feet. Signs shall not be placed in a sight triangle.

- E. All permitted wall signs shall not to exceed ten percent in aggregate sign area for that occupancy's façade area. Wall signs must face required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant.
- F. All permitted awning signs shall have a minimum clearance of 13 feet over any vehicular use area and 9 feet over any pedestrian use area. Awning signs shall not exceed 25 percent of the surface area of an awning.
- G. All permitted under canopy signs shall have a minimum clearance of 13 feet over any vehicular use area and 9 feet over any pedestrian use area. Under canopy signs shall not exceed 15 square feet in sign area.
- H. All permitted projecting signs shall have a minimum clearance of 13 feet over any vehicular use area and 9 feet over any pedestrian use area. Projecting signs shall not exceed 15 square feet in sign area.
- I. Where a lot has in excess of 150 linear feet of street frontage, one additional on-premise freestanding or ground mounted sign shall be allowed for each additional 150 linear feet of main street frontage. Such signs shall be subject to the size and height limitations of the first allowed freestanding or ground mounted sign and may be placed no closer than 150 linear feet from any other freestanding or ground mounted sign located on the same property.
- J. Illumination shall not be greater than 300-foot candles of luminance.

#### **Section 14.26 - Off-premise Signs**

- A. No new off-premises or billboard signs shall be erected within the city limits, as well as the City's extra-territorial planning jurisdiction, subsequent to the adoption of this ordinance except as provided herein. This prohibition against new off-premises or billboard signs shall apply to all areas within the City limits and the City's extra-territorial planning jurisdiction, including those areas regulated by the Federal Highway Beautification Act (23 U.S.C. 131) or the Arkansas Highway Beautification Act (Ark. Code Ann. §27-74-101 et seq.).
- B. Any existing off-premises or billboard sign located on Interstate 30, Interstate 40, Interstate 440, or Highway 67/167 that is required to be removed or relocated for any reason, may only be replaced with an off-premises or billboard sign located on a site along Interstate 30, Interstate 40, Interstate 440, or Highway 67/167 as long as the site meets all of the following requirements.

1. That the site is zoned C-4, I-1, I-2, I-3, or Cons-1 and the off premise or billboard sign, including the facing and support structure, meets all required building setbacks;
  2. That the off-premise or billboard sign is not greater than 800 square feet and shall not contain more than more than one advertising sign per facing;
  3. That the off-premises or billboard sign will be separated by not less than 1000 feet from another off-premise or billboard sign. Said distance shall be measured along the nearest edge of the pavement between points directly opposite the center point of the signs. Each side of the Interstate or Highway shall be considered separately on Interstates or Highways with a median: and
  4. That the maximum height for the off-premise or billboard sign shall not exceed 45 feet above grade level except that off-premises or billboard signs located within two hundred feet of a Highway or Interstate may be elevated a maximum of 45 feet above the level of the Highway or Interstate at the point of the Highway or Interstate that is perpendicular to the center of the sign.
- C. There is hereby created an off-premises or billboard sign permit bank whereby the city planning department shall maintain a permit on file for the replacement of off-premises or billboard signs as allowed under Section 14.26.B. In order for a sign owner to be eligible to have an off-premises or billboard sign permit within said permit bank, the owner must file a notice of intent to replace an existing off-premises or billboard sign with the planning department within 30 days after the original off-premises or billboard sign has been removed.
- D. No off-premises or billboard sign, or any portion thereof, shall be an electronic changeable copy sign.

#### **Section 14.27 - Temporary Special Event Banners or Devices**

One temporary special event banner or device per business as allowed by the administrator for special events or grand openings. Special event banners or devices shall only be utilized for nonresidential uses or nonresidential zoning districts. For these events, the banner or device may be erected for a maximum of 30 days per permit, not to exceed 4 permits in a calendar year. Special event permits are good for 30 days.

- A. The banner or device shall be secured by a method approved by the administrator to ensure safety and stability and are not permitted off premise.
- B. The maximum size for the banner or device shall be 5 feet x 20 feet.
- C. The banner or device shall not be tied, secured, mounted or affixed in any manner to a tree, landscaping, screening wall or fence. The placement of the banner or device may be pole mounted or on a building provided there are no encroachments onto a public right-of-way.

- D. A special events permit shall be obtained by an owner or operator of a site, which will allow the user to structure the number of events and days per year desired. The permit shall be submitted for review and approval as set forth in Section 14.16.
- E. Maintenance shall be as provided in Section 14.17.
- F. For purposes of mixed use development with multiple businesses or buildings on a lot or tract of land, only one freestanding banner or device shall be permitted per premise or lot. One wall mounted banner per business shall be permitted.
- G. Banners or devices shall not be placed in a sight triangle.
- H. Banners shall face required street frontage.

**Section 14.28 – Temporary Open House, Estate Sale, and Yard Sale Signs**

The following signs may be placed in the periphery of the public right-of-way provided the following conditions are met:

- A. Yard Sale Signs and Estate Sale Signs
  1. The maximum allowable size shall be 4 square feet.
  2. These signs shall not be attached to any tree, telephone pole, fence, public bench, etc.
  3. These signs shall not obstruct the view of motorists or otherwise interfere with safe vehicle operation or be placed in a sight triangle.
  4. Such signs shall not be erected more than 24 hours prior to the day of the event.
  5. These signs shall be removed within 24 hours following the event.
  6. All signs not removed within 24 hours of the event shall be deemed illegal and the owner of said sign shall be subject to immediate action to abate the nuisance, including removal and/or legal action.
  7. All signs not meeting these criteria are subject to immediate removal and disposal.
- B. Open House Signs
  1. Signs shall not exceed 6 square feet in area.
  2. Signs are permitted only when the realtor, seller, or agent is in attendance at the property and the property is available for viewing.
  3. Signs shall not obstruct the view of motorists or otherwise interfere with safe vehicle operation or be placed in a sight triangle.
  4. Such signs shall not be erected more than 24 hours prior to the day of the event.
  5. All signs not removed within 24 hours of the event shall be deemed illegal and the owner of said sign shall be subject to immediate action to abate the nuisance, including removal and/or legal action.

6. All signs not meeting these criteria are subject to immediate removal and disposal.

**Section 14.29 – Community Event Advertising**

- A. Signs may be placed within the city parks subject to prior approval of the Parks and Recreation Commission or its designee.
- B. Signs may be placed on city property subject to prior approval by the Mayor or the Mayor’s designee.

**Section 14.30 – Sponsor Signs at Public Facilities**

- A. Public Facilities are permitted to place signs indicating to the public the name of its sponsors.
- B. Signs must be in compliance with the standards set by the Zoning Ordinance and the North Little Rock Municipal Code.
- C. Any government entity wishing to have a sponsorship sign shall have a policy on file with the office of Community Planning before obtaining a permit for said sign.
- D. There shall be no fee for the sign permit.
- E. In no event shall a public facility be allowed to place a billboard on its premises.

**Section 14.31 – Sign Overlay Districts.**

- A. East Broadway Sign Overlay District – See Section 14.100
- B. Camp Robinson/Pike/Remount Sign Overlay District – See Section 14.101
- C. JFK Sign Overlay District – See Section 14.102
- D. Maumelle Boulevard Sign Overlay District – See Section 14.103
- E. Downtown Sign Overlay District – See Section 14.104
- F. Landers/Warden Road Sign Overlay District – See Section 14.105
- G. MacArthur Drive Sign Overlay District – See Section 14.106
- H. East McCain Sign Overlay District – See Section 14.107
- I. North Hills Sign Overlay District – See Section 14.108
- J. Crystal Hill Road Sign Overlay District – See Section 14.109
- K. Highway 161 Sign Overlay District – See Section 14.110
- L. North Hills II Sign Overlay District – See Section 14.111
- M. Highway 165 Sign Overlay District – See Section 14.112

**Section 14.32-14.9 – Reserved**

**Section 14.100 – East Broadway Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of East Broadway by reducing visual clutter caused by freestanding signs.
- B. District Boundaries. Properties one-half block north and south (approximately 150 feet from right-of-way) of East Broadway and between Cedar Street and Highway 161 South.
- C. All wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14.
- D. Design Standards for Signs.
  - 1. Freestanding signs are prohibited.
  - 2. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  - 3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs.
  - 4. Illumination shall not be greater than 300-foot candles of luminance.
- E. Conformance of existing Signs.
  - 1. Where a change of business occurs on a single occupant freestanding sign, the sign shall become a ground mounted sign conforming to the district standards.
  - 2. When a change in location of a freestanding sign occurs, this shall require a ground mounted sign conforming to the district standards.
  - 3. If an existing freestanding sign is destroyed, a newly permitted sign shall conform to the district standards.
  - 4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require a ground mounted sign conforming to the district standards.
- F. Variances. All requests for a variance of the East Broadway Sign Overlay District will be to the Housing and Building Board of Adjustment (Sign Board).

**Section 14.101 –Camp Robinson/Pike/Remount Road Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of Camp Robinson Road, portions of Remount Road, and portions of Pike Avenue by

reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City's interests of safety, aesthetic appearance, and protection of residential properties.

- B. District Boundaries. Properties that abut:
  - 1. Camp Robinson Road,
  - 2. Remount Road between Camp Robinson Road and Maryland,
  - 3. Pike Avenue between 33<sup>rd</sup> and 34<sup>th</sup> Streets
- C. All wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14. Electronic changeable copy signs may not be used as wall signs.
- D. Design Standards for Signs.
  - 1. Freestanding signs are prohibited.
  - 2. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  - 3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs.
  - 4. Illumination shall not be greater than 300-foot candles of luminance.
- E. Conformance of existing Signs.
  - 1. Where a change of business occurs on a single occupant freestanding sign, the sign shall become a ground mounted sign conforming to the district standards.
  - 2. When a change in location of a freestanding sign occurs, this shall require a ground mounted sign conforming to the district standards.
  - 3. If an existing freestanding sign is destroyed, a newly permitted sign shall conform to the district standards.
  - 4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require a ground mounted sign conforming to the district standards.
- F. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this district according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(a) or (b) based upon the street classification where the sign is located.

G. Variances. No variances of this section shall be permitted.

**Section 14.102 – JFK Boulevard Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of JFK Boulevard by reducing visual clutter caused by freestanding signs.
- B. District Boundaries. Properties that abut JFK Boulevard between Interstate 40 and North Hills Boulevard.
- C. All wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14.
- D. Design Standards for Signs.
  - 1. Freestanding signs are prohibited.
  - 2. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  - 3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs.
  - 4. Illumination shall not be greater than 300-foot candles of luminance.
- E. Conformance of existing Signs.
  - 1. Where a change of business occurs on a single occupant freestanding sign, the sign shall become a ground mounted sign conforming to the district standards.
  - 2. When a change in location of a freestanding sign occurs, this shall require a ground mounted sign conforming to the district standards.
  - 3. If an existing freestanding sign is destroyed, a newly permitted sign shall conform to the district standards.
  - 4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require a ground mounted sign conforming to the district standards.
- F. Variances. All requests for a variance of the JFK Boulevard Sign Overlay District will be to the Housing and Building Board of Adjustment (Sign Board).

## **Section 14.103 – Maumelle Boulevard Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of Maumelle Boulevard by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City's interests of safety, aesthetic appearance, and protection of residential properties.
- B. District Boundaries. Properties that abut Maumelle Boulevard within the City limits of North Little Rock.
- C. Wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14. Electronic changeable copy signs may not be used as wall signs.
- D. Design Standards for all Signs.
  - 1. Freestanding signs are prohibited.
  - 2. All permitted ground mounted signs shall have a maximum height limit of 10 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  - 3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs, except that no more than one electronic changeable copy sign may be located on any single lot.
  - 4. Illumination shall not violate restrictions found in Section 14.18.
- E. Conformance of all existing Signs.
  - 1. Where a change of business occurs on a single occupant freestanding sign, the sign shall require removal of the freestanding sign which may only be replaced with a ground mounted sign conforming to the district standards.
  - 2. When a change in location of a freestanding sign occurs, it may only be replaced with a ground mounted sign conforming to the district standards.
  - 3. If an existing freestanding sign is destroyed, it may only be replaced with a newly permitted ground mounted sign conforming to the district standards.
  - 4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require removal of the freestanding sign which may only be replaced with a ground mounted sign conforming to the district standards.

F. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this district according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(c).

G. Variances. No variances of this section shall be permitted.

**Section 14.104 – Downtown Sign Overlay District**

A. Purpose. The purpose of this overlay district is to improve the appearance of Downtown area by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City’s interests of safety, aesthetic appearance, and protection of residential properties.

B. District Boundaries. All properties located:

1. south of West Broadway street and between North Broadway Street and Cedar Street that abut principal arterial streets and Interstate-Freeways (as defined in the North Little Rock Master Street Plan) and access roads parallel to Interstate 30, excluding such parcels that lie, in part or in whole, within the Argenta Historic District, and
2. north of West Broadway street and between Poplar and Cedar Street that abut principal arterial streets and Interstate-Freeways (as defined in the North Little Rock Master Street Plan) and access roads parallel to Interstate 30, excluding such parcels that lie, in part or in whole, within the Argenta Historic District.

C. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this district according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(b) or (d) based upon the street classification where the sign is located.

D. Variances. No variances of this section shall be permitted.

E. Wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14. Electronic changeable copy signs may not be used as wall signs.

**Section 14.105 – Landers/Warden Road Sign Overlay District**

A. Purpose. The purpose of this overlay district is to improve the appearance of Landers and Warden road by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City’s interests of safety, aesthetic appearance, and protection of residential properties.

- B. District Boundaries. All properties abutting Landers or Warden Road that lie North of McCain Boulevard within the City limits of North Little Rock.
- C. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this district according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(d).
- D. Variances. No variances of this section shall be permitted.
- E. Wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14. Electronic changeable copy signs may not be used as wall signs.

**Section 14.106 – MacArthur Drive Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of MacArthur Drive by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City’s interests of safety, aesthetic appearance, and protection of residential properties.
- B. District Boundaries. Properties that abut MacArthur Drive within the City limits of North Little Rock.
- C. Wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14. Electronic changeable copy signs may not be used as wall signs.
- D. Design Standards for all Signs.
  - 1. Freestanding signs are prohibited.
  - 2. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  - 3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs, except that no more than one electronic changeable copy sign may be located on any single lot.
  - 4. Illumination shall not violate restrictions found in Section 14.18.
- E. Conformance of all existing Signs.

1. Where a change of business occurs on a single occupant freestanding sign, the sign shall require removal of the freestanding sign which may only be replaced with a ground mounted sign conforming to the district standards.
  2. When a change in location of a freestanding sign occurs, it may only be replaced with a ground mounted sign conforming to the district standards.
  3. If an existing freestanding sign is destroyed, it may only be replaced with a newly permitted ground mounted sign conforming to the district standards.
  4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require removal of the freestanding sign which may only be replaced with a ground mounted sign conforming to the district standards.
- F. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this district according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(a) or (b) based upon the street classification where the sign is located.
- G. Variances. No variances of this section shall be permitted.

**Section 14.107 – East McCain Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of East McCain by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City’s interests of safety, aesthetic appearance, and protection of residential properties.
- B. District Boundaries. Properties that abut East McCain and lie between North Hills Boulevard and Forrester Road within the City limits of North Little Rock.
- C. Wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14. Electronic changeable copy signs may not be used as wall signs.
- D. Design Standards for all Signs.
  1. Freestanding signs are prohibited.
  2. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not

to exceed the size limitations of other permitted ground mounted signs, except that no more than one electronic changeable copy sign may be located on any single lot.

4. Illumination shall not violate restrictions found in Section 14.18.

E. Conformance of all existing Signs.

1. Where a change of business occurs on a single occupant freestanding sign, the sign shall require removal of the freestanding sign which may only be replaced with a ground mounted sign conforming to the district standards.
2. When a change in location of a freestanding sign occurs, it may only be replaced with a ground mounted sign conforming to the district standards.
3. If an existing freestanding sign is destroyed, it may only be replaced with a newly permitted ground mounted sign conforming to the district standards.
4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require removal of the freestanding sign which may only be replaced with a ground mounted sign conforming to the district standards.

F. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this district according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(b); however, no electronic changeable copy sign shall be located within 225 feet of any traffic signaling device.

G. Variances. No variances of this section shall be permitted.

**Section 14.108 – North Hills Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of North Hills Boulevard by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City's interests of safety, aesthetic appearance, and protection of residential properties.
- B. District Boundaries. Properties that abut North Hills Boulevard and lie between McCain Boulevard and Crestwood Road within the City limits of North Little Rock.
- C. Wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14. Electronic changeable copy signs may not be used as wall signs.
- D. Design Standards for all Signs.
  1. Freestanding signs are prohibited.

2. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs, except that no more than one electronic changeable copy sign may be located on any single lot.
  4. Illumination shall not violate restrictions found in Section 14.18.
- E. Conformance of all existing Signs.
1. Where a change of business occurs on a single occupant freestanding sign, the sign shall require removal of the freestanding sign which may only be replaced with a ground mounted sign conforming to the district standards.
  2. When a change in location of a freestanding sign occurs, it may only be replaced with a ground mounted sign conforming to the district standards.
  3. If an existing freestanding sign is destroyed, it may only be replaced with a newly permitted ground mounted sign conforming to the district standards.
  4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require removal of the freestanding sign which may only be replaced with a ground mounted sign conforming to the district standards.
- F. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this district according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(b); however, no electronic changeable copy sign shall be located within 225 feet of any traffic signaling device.
- G. Variances. No variances of this section shall be permitted.

**Section 14.109 –Crystal Hill Road Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of Crystal Hill Road by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City’s interests of safety, aesthetic appearance, and protection of residential properties.
- B. District Boundaries. Properties that abut Crystal Hill Road between I-430 and I-40, and within the City of NLR.

- C. All wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14.
- D. Design Standards for Signs.
  - 1. Freestanding signs are prohibited.
  - 2. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  - 3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs.
  - 4. Illumination shall not be greater than 300-foot candles of luminance.
- E. Conformance of existing Signs.
  - 1. Where a change of business occurs on a single occupant freestanding sign, the sign shall become a ground mounted sign conforming to the district standards.
  - 2. When a change in location of a freestanding sign occurs, this shall require a ground mounted sign conforming to the district standards.
  - 3. If an existing freestanding sign is destroyed, a newly permitted sign shall conform to the district standards.
  - 4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require a ground mounted sign conforming to the district standards.
- F. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this district within 100' of Crystal Hill Road according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(a) or (b) based upon the street classification where the sign is located.
- G. Variances. No variances of this section shall be permitted.

**Section 14.110 –Highway 161 Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of Highway 161 by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent

with the City's interests of safety, aesthetic appearance, and protection of residential properties.

- B. District Boundaries. Properties that abut Highway 161 between I-40 and Bethany Road, and within the City of NLR.
- C. All wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14. Electronic changeable copy signs may not be used as wall signs.
- D. Design Standards for Signs.
  - 1. Freestanding signs are prohibited.
  - 2. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  - 3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs.
  - 4. Illumination shall not be greater than 300-foot candles of luminance.
- E. Conformance of existing Signs.
  - 1. Where a change of business occurs on a single occupant freestanding sign, the sign shall become a ground mounted sign conforming to the district standards.
  - 2. When a change in location of a freestanding sign occurs, this shall require a ground mounted sign conforming to the district standards.
  - 3. If an existing freestanding sign is destroyed, a newly permitted sign shall conform to the district standards.
  - 4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require a ground mounted sign conforming to the district standards.
- F. Electronic Changeable Copy Signs.
  - 1. Electronic changeable copy signs are permitted within this district according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(a) or (b) based upon the street classification where the sign is located.

2. Electronic changeable copy signs may be located up to a distance not to exceed 100' from the property line that abuts Highway 161.

G. Variances. No variances of this section shall be permitted.

**Section 14.111 – North Hills II Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of North Hills Boulevard by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City's interests of safety, aesthetic appearance, and protection of residential properties.
- B. District Boundaries. Properties that abut North Hills Boulevard and lie between JKK Boulevard and Oak Ridge Road within the City limits of North Little Rock.
- C. Wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14. Electronic changeable copy signs may not be used as wall signs.
- D. Design Standards for all Signs.
  1. Freestanding signs are prohibited.
  2. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs, except that no more than one electronic changeable copy sign may be located on any single lot.
  4. Illumination shall not violate restrictions found in Section 14.18.
- E. Conformance of all existing Signs.
  1. Where a change of business occurs on a single occupant freestanding sign, the sign shall require removal of the freestanding sign which may only be replaced with a ground mounted sign conforming to the district standards.
  2. When a change in location of a freestanding sign occurs, it may only be replaced with a ground mounted sign conforming to the district standards.

3. If an existing freestanding sign is destroyed, it may only be replaced with a newly permitted ground mounted sign conforming to the district standards.
  4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require removal of the freestanding sign which may only be replaced with a ground mounted sign conforming to the district standards.
- F. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this district according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(b); however, no electronic changeable copy sign shall be located within 225 feet of any traffic signaling device.
- G. Variances. No variances of this section shall be permitted.

### **Section 14.112 –Highway 165 Sign Overlay District**

- A. Purpose. The purpose of this overlay district is to improve the appearance of Highway 165 by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City's interests of safety, aesthetic appearance, and protection of residential properties.
- B. District Boundaries. Properties that abut the south right-of-way of Highway 165 between 11200 and 12506 Highway 165 and within the City of NLR.
- C. All wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14. Electronic changeable copy signs may not be used as wall signs.
- D. Design Standards for Signs.
1. Freestanding signs are prohibited.
  2. All permitted ground mounted signs shall have a maximum height limit of 6 feet and shall have a setback of 5 feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2 square feet in sign area for each linear foot of main street frontage up to a maximum of 64 square feet. Signs shall not be placed in a sight triangle.
  3. Where a building is on a corner and has more than one main street frontage, one additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs.
  4. Illumination shall not be greater than 300-foot candles of luminance.
- E. Conformance of existing Signs.

1. Where a change of business occurs on a single occupant freestanding sign, the sign shall become a ground mounted sign conforming to the district standards.
2. When a change in location of a freestanding sign occurs, this shall require a ground mounted sign conforming to the district standards.
3. If an existing freestanding sign is destroyed, a newly permitted sign shall conform to the district standards.
4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require a ground mounted sign conforming to the district standards.

H. Electronic Changeable Copy Signs.

1. Electronic changeable copy signs are permitted within this district according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(a) or (b) based upon the street classification where the sign is located.
2. Electronic changeable copy signs may be located up to a distance not to exceed 100' from the property line that abuts Highway 161.

I. Variances. No variances of this section shall be permitted.