

ARTICLE FOURTEEN - SIGNS

Adopted by Ordinance #7697 on March 17, 2005

Amended May 11, 2009; August 24, 2009; May 24, 2010; August 9, 2010; February 28, 2011; August 26, 2013; September 9, 2013; September 22, 2014; November 23, 2015; April 25, 2016; April 23, 2018; May 29, 2018; July 23, 2018; July 22, 2019; March 14, 2022; September 26, 2022; December 22, 2025

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 – Definitions - Signs.

Section 14.3 - Penalty

It is the desire of the North Little Rock 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 North Little Rock 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 North Little Rock 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 maybe 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 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 sign(s) as of the effective date of this Article, which do not conform to the specific provisions of this Chapter may be eligible for the designation “nonconforming” provided that the sign(s) 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 22nd day of November, 2004.

- E. Maintenance of nonconforming electronic changeable copy signs. Existing electronically changeable copy signs may be maintained; provided 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.

Ref. – Ord. 8261 adopted 05-24-10

Section 14.7 -Violations

- A. When, in the judgment of the Administrative Official, a violation of this Chapter exists, the Administrative Official 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 Board of Zoning Adjustment. 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 Administrative Official 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 Administrative Official 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 Administrative Official 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 10-days of the date of the order. The owner or occupant of the premises may appeal the decision of the Administrative Official within 10-days to the Board of Zoning Adjustment.
- C. Illegal signs are public nuisances. In the event of a failure to comply with the order of the Administrative Official, 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 maybe 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 Administrative Official shall interpret the application of the provisions of this Chapter in such a way as to carry out its stated purpose and intent. The Administrative Official 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 Administrative Official 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 Board of Zoning Adjustment pursuant to Article 9 of the North Little Rock Zoning Ordinance Adopted July 13, 2020, Ordinance #9263 and amended December 14, 2020, Ordinance #9312.

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.

Ref. – Ord. 8261 adopted 05-24-10

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 North Little Rock City Council, and the Department shall file with the North Little Rock 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 the person(s) 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 Administrative Official upon a form provided by the Administrative Official 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 Administrative Official 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 Administrative Official 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 dates 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 Administrative Official upon completion of the work. The Administrative Official may require a final inspection, including an electrical inspection and inspection of footings on freestanding signs. The Administrative Official 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 (1) 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 (10) 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.

Ref. – Ord. 8261 adopted 05-24-10

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 (1) 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 (2) years. Billboard owners shall renew their permits prior to September 30 of the second year. The renewal fee shall be the same amount as the initial permit fee. The sign owner shall submit to the Administrative Official 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.

- J. 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.
- K. 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.
- L. The Administrative Official shall revoke a sign permit for failure of the holder to conform to any of the provisions of this 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 Administrative Official 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 by 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:

- 1. Any light that interferes with the safe operation of a vehicle on the public rights-of-way.
- 2. Any light that unreasonably interferes with the use and enjoyment of residential property within the municipal boundary of the City.
- 3. An exposed incandescent lamp with an external reflector and without a sunscreen or comparable diffusion.
- 4. Any exposed incandescent lamp in excess of 300 watts.
- 5. Any revolving beacon light.
- 6. Any device that allows oscillating, rotating or flashing lights.
- 7. Animation manifesting either kinetic or illusionary motion occasioned by a natural, manual, mechanical, electrical or other means.

8. 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.
9. Illumination shall not be greater than that authorized under applicable zoning restrictions as found in Sections 14.22 through 14.25.
10. The use of white light on any sign illuminated by Light Emitting Diodes, or substantially similar technology, that comprises more than 25-percent of the illuminated portion of the sign.
11. 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).

Ref. – Ord. 8261 adopted 05-24-10

Section 14.19 - Electronic Changeable Copy Signs

- A. Electronic changeable copy signs are prohibited except as specifically authorized within specified Sign Overlay Districts or as authorized by Section 14.26 herein.

Ref. – Ord. 9723, adopted 12-09-24

- B. Sign Overlay Districts, which allow Electronic Changeable Copy Signs may be created from time to time upon determination by the North Little Rock 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.
- b. The reading shall be taken with the meter aimed directly at the digital sign at the appropriate pre-set distance. Measurement distance criteria shall be as follows:

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

- c. 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.
 - d. 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 (2) 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.
 - e. 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.
 - f. 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 (2) vehicular traffic lanes.
 - i. Ground Mounted Signs (Monument). No freestanding (pole) signs or wall signs are 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 of sign area. 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 5-feet and maximum of 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 (1) per property.
- b. Electronic changeable copy signs that are located on streets with four (4) vehicular traffic lanes.
- i. Ground Mounted Signs (Monument). No freestanding (pole) signs or wall signs are 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 of sign area. 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 5-feet and maximum of 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 (1) per property.
- c. Electronic changeable copy signs that are located on streets with four (4) 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 are permitted.
 - ii. Height. Signs shall be limited to a maximum of 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 5-feet and maximum of 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 (1) 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 18-feet.
 - ii. Square footage. Signs shall be limited to a maximum of 84-square feet.

- iii. Location. Signs shall be located a minimum of 5-feet and maximum of 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 (1) per property.
 - v. Rate of Change. No electronic changeable copy signs shall change copy more frequently than once during any 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 50-dollars nor more than 500-dollars 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.

Ref. – Ord. 8190 adopted 08-24-09; Ord. 8261 adopted 05-24-10

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 to be readily accessible and shall be properly identified stating which 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 Administrative Official.
- 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 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 in force

by the City. Signs shall be located in such a manner 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 person 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 (1) construction sign for each street frontage of a construction project. Signs shall not be placed within a sight triangle.
- C. One (1) 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 (2) directional/information signs. Signs shall not be placed within a sight triangle.
- G. One (1) company or organizational flag that can be displayed from a permanently mounted flagpole.
- H. Governmental signs.

Section 14.22-Signs permitted in R0, R1, R2, R3, R6 and RT1 zones

- A. The following signs shall be permitted in residential R0, R1, R2, R3, R6 and RT1 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 2-feet by 3-feet in size.
- B. For permitted nonresidential uses, including churches and synagogues, one (1) ground mounted sign and one (1) 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 R4 and R5 zones

- A. The following signs shall be permitted in R4 and R5 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 two-feet by three-feet in size.
 - 3. One (1) ground mounted subdivision identification sign per neighborhood, subdivision or development.
 - 4. One (1) ground mounted identification sign per apartment or condominium complex.
- B. For permitted nonresidential uses, including churches and synagogues, one (1) ground mounted sign and one (1) 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 I1, I2 and I3 Zones

- A. The following signs shall be permitted in I1, I2 and I3 zones:
 - 1. All signs as permitted in Section 14.21.
 - 2. One (1) 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 (1) awning sign.
- B. Where a building is on a corner and has more than one (1) main street frontage, one (1) additional wall sign and one (1) 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 10-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 (1) additional on-premises 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 C1, C2, C3, C4, C5 and C6 Zones

- A. The following signs are permitted in C3, C4, C5 and C6 zones:
 - 1. All signs as permitted in Section 14.21.
 - 2. One (1) freestanding or ground-mounted sign per premises.
 - 3. Window signs.
 - 4. In addition to the allowed signs above, the owner may use one (1) of the following:

- a. Wall or mansard signs.
 - b. One (1) under-canopy sign.
 - c. One (1) projecting sign.
 - d. One (1) awning sign.
- B. Where a building is on a corner and has more than one (1) main street frontage, one (1) additional wall sign and one (1) 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 Extraterritorial 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 C4, I1, I2, I3, or Con 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 (1) 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 200-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 9-months 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.

Ref. – Ord. 8261 adopted 05-24-10

- E. Along Interstate 30, between the Broadway Exit and the Arkansas River Bridge, electronic changeable copy billboard signs are allowed as long as the billboards and locations meet the then-existing requirements of the Arkansas Department of Transportation, including spacing or distance requirements and subject to the following conditions:
 - 1. The sign may have two panels (one on each side).
 - 2. No video/motion shall be allowed on the electronic changeable copy sign. The sign may only display static images that will change no more frequently than every eight seconds with the exception of those giving public service information such as time, date, temperature, and weather and/or similar information as approved by the Planning Department.
 - 3. Each panel shall be limited to no more than eight different rotating images at any one time.
 - 4. The sign will have an automated meter that will measure the ambient light levels and adjust the brightness to meet local ordinances.
 - 5. The owner of sign will monitor the sign 24 hours per day, 7 days per week.
- F. That within thirty (30) days of the installation of any electronic changeable copy billboard sign in accordance with Subsection E above, the following signs will be permanently removed, the permits for each sign will be voided, and the permits will be permanently removed from the City's off-premises or billboard sign permit bank:
 - 1. Panel #1094 (I-40S/.4 mi US67-167)
 - 2. Panel #1096 (I-40S/.2 mi US67-167)
 - 3. Panel #71143 (I-30E/112 Locust St.)
 - 4. Panel #89011a (Pike Ave roundabout)
 - 5. Panel #89011b (Pike Ave roundabout)

Ref. – Ord. 9723, adopted 12-09-24

Section 14.27 - Temporary Special Event Banners or Devices

One (1) temporary special event banner or device per business as allowed by the Administrative Official 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 valid for 30-days.

- A. The banner or device shall be secured by a method approved by the Administrative Official to ensure safety and stability and are not permitted off-premise.
- B. The maximum size for the banner or device shall be 5-feet by 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 (1) freestanding banner or device shall be permitted per premise or lot. One (1) 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 Planning Office 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
- N. JFK Blvd North Sign Overlay District – See Section 14.113
- O. Locust Street Sign Overlay District – See Section 14.114
- P. Highway 391 Sign Overlay District – See Section 14.115
- Q. Collins Industrial Sign Overlay District – See Section 14.116
- R. South Landers Sign Overlay District – See Section 14.117
- S. Main Street Sign Overlay District — See Section 14.118

Ref. – Ord. 9838 adopted 12-22-25

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 (1) main street frontage, one (1) 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. No variances of this section shall be permitted.

Ref. – Ord. 8329 adopted 02-28-11

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 and
 2. Remount Road between Camp Robinson Road and Maryland and
 3. Pike Avenue between 33rd and 34th 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 (1) main street frontage, one (1) 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.

Ref. – Ord. 8261 adopted 05-24-10

Section 14.102 – JFK Boulevard Sign Overlay District

A. Purpose. The purpose of this Overlay District is to improve the appearance of John F Kennedy (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 (1) main street frontage, one (1) 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. No variances of this section shall be permitted.

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 (1) main street frontage, one (1) 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 (1) 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.

Ref. – Ord. 8261 adopted 05-24-10

Section 14.104 – Downtown Sign Overlay District

- A. Purpose. The purpose of this Overlay District is to improve the appearance of the 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 and between North Broadway 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 and between Poplar and Cedar Streets 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.

Ref. – Ord. 8261 adopted 05-24-10; Ord. 8276 adopted 08-09-10

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 Roads 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 Roads 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 (1) main street frontage, one (1) 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 (1) 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 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 East McCain Boulevard 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 (1) main street frontage, one (1) 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 (1) 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 (1) main street frontage, one (1) 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 (1) 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.

Ref. – Ord. 8261 adopted 05-24-10

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 limits of North Little Rock.
- 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 (1) main street frontage, one (1) 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 (1) electronic changeable copy sign may be located on any single lot.
 - 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-feet 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 limits of North Little Rock.
- 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 (1) main street frontage, one (1) 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 (1) electronic changeable copy sign may be located on any single lot.
 - 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-feet 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 John F Kennedy (JFK) 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 (1) main street frontage, one (1) 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 (1) 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.

Ref. – Ord. 8681 adopted 09-22-14

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 limits of North Little Rock.
- 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, except that no more than one (1) electronic changeable copy sign may be located on any single lot.
 - 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-

feet from the property line that abuts Highway 165.

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

Ref. – Ord. 8778 adopted 11-23-15

Section 14.113 – JFK Boulevard North Sign Overlay District

- A. Purpose. The purpose of this Overlay District is to improve the appearance of the northern section of John F Kennedy (JFK) 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 (approximately 150-feet from the right of way) on the north side of JFK Boulevard between the city limits, Osage Drive, and properties (approximately 150-feet from the right of way) on the south side of JFK Boulevard between Indian Hills Drive and the city limits.
- 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 (1) main street frontage, one (1) 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 (1) electronic changeable copy sign may be located on any single lot.
 - 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-feet from the property line that abuts JFK Boulevard.

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

Ref. – Ord. 8808 adopted 04-25-16; Ord. 8996 adopted 04-23-18

Section 14.114 – Locust Street Sign Overlay District Section

A. Purpose. The purpose of this Overlay District is to improve the appearance of North Locust Street by providing 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 the east side of Locust Street and located between Bishop Lindsey Avenue and Monroe Street.

C. Wall mounted, under canopy, projecting and awning signs are permitted as allowed in Article 14.

D. Electronic Changeable Copy Signs, Electronic changeable copy signs are permitted within this District according to the regulations found below:

1. Electronic changeable copy signs may be either ground mounted or freestanding signs, but may not be used as wall signs.
2. Height. Signs are permitted to a maximum height of 18-feet.
3. Square footage. Signs shall be limited to a maximum of 84-square feet.
4. Location. Signs shall be located a minimum of 5-feet and maximum of 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.
5. Number of signs. Electronic changeable copy signs shall be limited to one (1) per property.
6. Rate of Change. No electronic changeable copy signs shall change copy more frequently than once during any 30-second interval.

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

Ref. – Ord. 9012 adopted 05-29-18

Section 14.115 – Hwy 391 Sign Overlay District Section

A. Purpose. The purpose of this Overlay District is to improve the appearance of Highway 391 by providing 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 Highway 391 from Highway 70 to the

intersection of Maybelline/Valentine Roads, the properties on the south side of Maybelline Road for approximately 1500-feet, and the properties on the south side of Valentine Road for approximately 1900-feet.

- C. Wall mounted, under canopy, projecting and awning signs are permitted as allowed in Article 14.
- D. Electronic Changeable Copy Signs, Electronic changeable copy signs are permitted within this District according to the regulations found below:
 - 1. Electronic changeable copy signs may be either ground mounted or freestanding signs, but may not be used as wall signs.
 - 2. Height. Signs are permitted to a maximum height of 18-feet.
 - 3. Square footage. Signs shall be limited to a maximum of 84-square feet.
 - 4. Location. Signs shall be located a minimum of 5-feet and maximum of 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.
 - 5. Number of signs. Electronic changeable copy signs shall be limited to one (1) per property.
 - 6. Rate of Change. No electronic changeable copy signs shall change copy more frequently than once during any 30-second interval.
 - 7. 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.
- E. Variances. No variances of this section shall be permitted.

Ref. - Ord. 9033 adopted 07-23-18

Section 14.116 – Collins Industrial Sign Overlay District

- A. Purpose. The purpose of this Overlay District is to improve the appearance of Collins Industrial Place 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. Collins Industrial Place.
- 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 (1) main street frontage, one (1) 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). Electronic Changeable Copy Signs shall be located perpendicular to Collins Industrial Place.

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

Ref. – Ord. 9440 adopted 03-14-22

Section 14.117 – South Landers Sign Overlay District

- A. Purpose. The purpose of this Overlay District is to improve the appearance of Landers Road by reducing visual clutter caused by electronic changeable copy 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 Landers Road south of McCain Blvd and within the city limits of North Little Rock.
- C. Wall mounted, freestanding, under-canopy, projecting and awning signs are permitted as allowed in Article 14.
- D. Design Standards for Electronic Changeable Copy (ECC) signs located within the South Landers sign overlay district:
 1. Freestanding ECC signs shall be prohibited.
 2. ECC signs shall not be used as wall signs.
 3. Ground mounted ECC 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.
 4. Ground mounted ECC signs shall not exceed a maximum of 84 square feet.

5. Signs shall not be placed in a sight triangle.
6. No more than one (1) ECC sign may be located on any single lot.
7. No ECC sign shall change copy more frequently than once during any 30 second interval.
8. Illumination shall not violate restrictions found in Section 14.18.

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

Ref. – Ord. 9508 adopted 09-26-22

Section 14.118 –Main Street Sign Overlay District

- A. Purpose. The purpose of this Overlay District is to improve the appearance of Main Street 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 located one-half block east and west of North Main Street between East and West 20th Street and East and West 21st Street, and within the city limits of North Little Rock.
- 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 (1) main street frontage, one (1) 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 (1) electronic changeable copy sign may be located on any single lot.
 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)(b) based upon the street classification where the sign is located. Electronic Changeable Copy Signs shall be located perpendicular to Main Street.
- G. Image/Wording on Sign. Change once every two (2) weeks.
- H. Variances. No variances of this section shall be permitted.

Ref. – Ord. 9838 adopted 12-22-25