

# *Sign Regulations*

*Included in*

**Zoning Ordinance**

**Vilonia, Arkansas**

**Adopted by the  
Vilonia City Council  
November 20, 2012**

## **SECTION 6.7 SIGNAGE**

In order to make our town more visually appealing, The City of Vilonia wants to deter signs that compete with each other for attention, and to be certain that signs clearly and properly convey their message. The City also wants to maintain and improve the visual appearance of Vilonia by requiring future signs to be:

- Imaginative and Attractive
- Harmonious with what surrounds them
- Proper in the message they wish to convey
- Sized Proportionally

### **6.7.1 Permits Shall be Required**

For all signs that are not categorized below in the Section 6.7.2.

### **6.7.2 Permits Shall not be Required**

For the following types of signs: (Other requirements of this ordinance apply)

- (1) On premise directional or informational signs.
- (2) Political signs.
- (3) Window signs.
- (4) Incidental signs.
- (5) Historical markers.
- (6) Real Estate signs.
- (7) Construction signs.
- (8) Public signs such as safety, danger, traffic, or emergency signs.
- (9) Nameplates.
- (10) Signs made by shrubbery or landscaping.
- (11) Community service signs.
- (12) Sign face changes that do not modify the structure.
- (13) Garage/ Yard Sale signs.
- (14) Temporary banners.
- (15) Directional/informational signs as required for public facilities.

### **6.7.3 Permit Fees**

Permit fees shall be \$25.00. Applications may be made at the Vilonia City Hall.



#### **6.7.4 General Regulations**

Signs shall be designed to reflect the nature of the business or activity being signed. They shall be designed to provide clear identity for the purposes which they serve. The display of each sign will be limited to the premises that it describes. No off-premises signs will be allowed, except signs directing the way to public and municipal facilities. These shall not exceed 16 square feet.

- (1) The overall design of, and the materials used for, the sign and structure, must be compatible with the character of the area in which it is placed. A sign's design should complement the visual character of its context.
- (2) Landscaping surrounding signs is encouraged where appropriate. The landscaped strip shall be covered with grass, shrubs, stone, or other suitable materials. Curbing, railroad ties, or other similar types of materials should be used as vehicle barriers.
- (3) The top of a sign structure shall not exceed the maximum allowable sign height of 30ft. The total width of a sign structure shall not be more than one and one half the width of the sign itself. (ex. If the sign is 8 feet wide, the sign structure cannot be more than 12 feet wide) a decorative wall, fence, or planter that is not more than three feet high is not subject to this restriction.
- (4) Sign lighting is to be designed so as not to create glaring, degrading, or dangerous effects on adjacent properties, into the sky, or onto adjoining roads or highways.
- (5) All external light sources shall be shielded to prevent glare or lights from shining into motorists or pedestrians eyes. Shielding and glare elimination shall be accomplished with architectural elements, landscaping, or shields.
- (6) All signs with internal and external lighting types must be installed by a licensed electrician or sign specialist.
- (7) Signs shall be designed to maximize clarity and visibility of message.
- (8) Where applicable, signs shall conform to the provisions of the Americans with Disabilities Act of 1990, as amended. The international symbols for accessibility should be employed, and

the guidelines concerning placement and height for parking and access signs shall be followed.

- (9) Sign locations should be determined in regard to existing signs in order to allow maximum visibility for all signage in that area. An applicant for placement of a sign shall consider safety, aesthetics, and visibility issues.
- (10) A clear zone of visibility shall be required on all corner lots. The clear view zone shall be formed by an isosceles triangle. It shall be formed by the right of way lines at points which are thirty feet from the intersection of these lines. The remaining side of the triangle connects to these two points. The sign must be placed outside of this triangle.

### 6.7.5 Specific Regulations

Businesses, industries, offices, apartment complexes, public facilities, and other facilities are allowed one freestanding or directory sign. A sign may be single sided or double faced. Where necessary due to site and/or visibility issues, such as frontage on two rights of way, a second sign may be permitted. Specific regulations pertaining to these signs are as follows:

- (1) **Freestanding signs** shall be designed as part of an overall structure which relates in design to the property or project for which it is used. Signs may include planters, support structures, or posts, and an area above the signs for pediments, caps or lighting.
- (2) The **maximum allowable sign areas and heights** for free standing signs are:
  - Non-residential shall be 120 sq. feet of surface and 30 feet high.
  - Any single dimension of width or height shall not be more than five times its other dimension.
  - Setbacks and allowable areas for free standing signs:

<u>Height</u>	<u>Allowable Area</u>	<u>Setback</u>
30 feet	120 square feet	10 feet
25 feet	100 square feet	9 feet
20 feet	80 square feet	8 feet
15 feet	60 square feet	7 feet
10 feet	40 square feet	6 feet
5 feet	20 square feet	5 feet



- (3) When **multiple businesses share a site or building**, a free standing sign of one structure with one name or designation is required. A directory of businesses may be placed upon this sign. This special category shall be approved by the Planning Commission on a case by case basis.
- (4) **Wall or building mounted signs** (including canopy or projecting) are available to businesses and establishments that have their own individual building entrance. Such signs are available on a one sign per occupant basis.

**Exceptions:**

- When different building facades are visible from opposite directions one wall mounted sign per occupant may be permitted for each side.
  - When total allowable sign area exceeds 100 square feet, two signs per occupant may be permitted; or
  - When total allowable sign area exceeds 200 square feet, three signs per occupant shall be allowed.
- (5) **Canopy, awning, or marquee signs** shall be included within the maximum allowable area for wall mounted signs. Projecting or perpendicular signs shall be held away from the wall upon which they are mounted by four feet from the wall or one third the width of the sidewalk that directly abuts the building.
- (6) **Roof mounted signs** shall not exceed 75 percent of the height from the top of the building's exterior wall to the top of the peak of the roof where they are to be installed. Such signs cannot extend beyond the front wall of the building. On flat roofed buildings, signs shall be located within a defined sign band and shall not extend above the parapet wall. The sign area for roof mounted signs shall be the same as the maximum allowable area for building mounted signs
- (7) **Store window signs** shall not exceed more than 25% of the total window square footage. They shall be calculated as part of the total allowable sign area for building or wall mounted signs.
- (8) **A home occupation sign** shall be permitted one non-illuminated identification sign. It shall not exceed two square feet. This sign shall be placed in the window or flat against a

wall or door of the principal building. No advertising signs will be allowed.

- (9) **A banner** (quantity of one) is allowed for a business for temporary advertising. It is allowed for only three months per year. Banners must be affixed to building walls, existing freestanding signs, or with their own support system.
- (10) **Construction signs** showing the project title, contractor, architect, engineer and other like information shall be non-illuminated. The sign shall be placed upon the property or project to which it relates. Signs shall not exceed thirty two square feet per face and shall not have more than two faces. Such signs shall be removed either within the first month of complete occupancy of the site or building, or after the erection of a permanent sign, whichever comes first.
- (11) **Signs advertising the sale of real estate** may be displayed on site, subject to the following:
- **Non-Residential areas:** Signs must be no larger than twelve square feet. This includes structure elements, frames or panels.
  - **Signs in all zoning districts:** Are permitted up to four square feet.
  - **Removal of signs:** Shall be within one week after the sale or lease of the property.
  - **Signs placed in windows:** That advertise the sale or lease of real estate are limited in size to a maximum of three square feet.
- (12) **Signs announcing an auction, sale, specified product or special event** shall adhere to the following:
- Be located on the premises where the event is taking place.
  - Not exceed sixteen square feet in area.
  - Not be displayed for more than thirty consecutive days.
- (13) **Flags** used for advertising shall be considered signage under this ordinance. No portion of any flag, when fully unfurled, shall extend into the road right of way.
- (14) **Political signs** shall not be erected more than 60 days prior to election or referendum date, and must be removed by 10 days following the election. When possible they should be placed on



private property and only with the property owner's approval. Under no condition will any political sign be allowed to be placed within eight feet of the curb or edge of pavement on any public street. They may be flush mounted on the face of a permanent building, but must never interfere with safe sight distance for vehicles in movement.

(15) **Portable signs** may be used by businesses or establishments to advertise special events, but only on a temporary basis of thirty consecutive days or less.

(16) **Signs for subdivisions** shall be allowed on the property that they represent. They may be placed at each entrance to the subdivision. A scale drawing of said sign shall be presented to the Planning Commission for approval.

(17) **Signs that are exempt** from the provisions within this section; and that do not require permits are the following:

- Signs located on common carriers provided that carrier is not regularly parked near a highway, whereby it becomes the equivalent of a prohibited non-conforming sign.
- Signs on registered motor vehicles except those determined by The Enforcement Officer to be circumventing, the intent of these provisions.
- Street and directional signs indicating street names, block numbers, and public facility locations.
- Traffic and safety signs.
- Small on-premises incidental signs without advertising, no more than two square feet in size, displayed for the direction, instruction, or convenience of the public. This includes signs which identify rest rooms, freight entrances, parking areas, or the like.
- Memorial signs or tablets, which include the names of buildings and dates of erection that are either cut into stones or masonry surfaces or constructed of bronze or other materials, that are permanently affixed to the building and do not exceed six square feet in total area.
- A sign not exceeding one square foot in surface size is permitted which announces the name and/or address of the occupant of the
  - premises on which the sign is located.
  - Sponsorship banners at athletic facilities and ballparks.

(18) **Non conforming signs** must be removed at owner's expense or brought into conformance if the following occurs:

- The sign size or height is altered or if it is relocated.
- The sign is over 50% damaged or destroyed.
- The sign does not advertise a bonafide business, lessor, owner, product, activity conducted, or product available for a period of ninety days or more on the premises where such sign is displayed. This is considered an abandoned sign.
- The use of the property where the sign resides changes, or the property is rezoned.
- The sign is in disrepair. This includes, but is not limited to: chipped and peeling paint on the sign or sign support; letters that are peeling off or are no longer legible; when sign repair equals or exceeds 50% of the value of the sign.
- Owners of signs that are judged to be in disrepair will have 90 days, from the time of notification, to make the necessary adjustments before a fine will be levied. That fine will be \$50.00 per day until the repairs are made.

(19) **Involuntary relocation** (any relocation caused by street widening or other city, state, federal, or utility company activity) does not require a sign to be brought into conformance.

(20) **Garage/Yard Sale Signs**

- Shall be no larger than 6 square feet.
- Allowed (1) sign on the property where the sale occurs.
- Plus (1) pointer sign at an intersection.
- Signs must be staked.
- Signs cannot be attached to utility poles, street signs, fences or trees.
- Must be removed by 7:00 PM the day of the sale.