

ORDINANCE NO. 2020 - 09

AN ORDINANCE TO AMEND THE SIGN ORDINANCE OF THE CITY OF PARAGOULD, ARKANSAS AS CODIFIED IN CHAPTER 30 OF THE CODE OF ORDINANCES AND FOR OTHER PURPOSES

WHEREAS, the City of Paragould has codified sign regulations in the City of Paragould as Chapter 30 of the Code of Ordinances; and

WHEREAS, the City Council has determined that certain updates are necessary to Chapter 30 to clarify various items; and

WHEREAS, the City Council believes that this amendment is in the best interest of the citizens of Paragould.

BE IT ORDAINED BY THE CITY COUNCIL, THE CITY OF PARAGOULD, ARKANSAS AS FOLLOWS:

Section 1: That Chapter 30 – SIGNS of the Code of Ordinances, City of Paragould, Arkansas is amended and replaced in its entirety by the following:

**Chapter 30
SIGNS**

Sec. 30-1. Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

“Abandoned sign” means a sign no longer identifies or advertises a bona fide business, lessor, service, owner, product, or activity, or for which no legal owner can be found.

“Awning sign” means the use of an awning attached to a building for advertisement, identification, or promotional purposes, provided that only that portion of the awning which bears graphics, symbols and/or written copy shall be construed as being a sign.

“Billboard” means an outdoor advertising sign or poster panel which advertises products, businesses, and/or services not connected with the site on which the sign is located, and which sign is a substantial permanent structure with display services of a type which are customarily leased for commercial purposes.

“Building official” as defined by the Uniform Building Code or his designated representative and/or the City Inspector.

“Changeable copy sign” means a sign whose information can be changed or altered

(without changes of altering the sign frame, sign supports or electrical parts) by manual or electric. A sign on which the message changes more than 8 times within a day is considered an electronic message sign.

“Directional sign” means a single-faced or double-faced sign not exceeding two feet x three feet (six square feet) in surface area per side designed to guide or direct pedestrian or vehicular traffic to an area, place, or convenience on the premises upon which the sign is located, i.e., entrance and exit signs and/or other similarly worded signs when used for the sole purpose of controlling mobile and pedestrian traffic.

Sec. 30-2. Regulation of signs.

All signs hereafter erected on any lot in any district, except official, traffic and street signs, shall conform to the provisions of this chapter, unless otherwise provided.

Sec. 30-3. General Restrictions.

Unless provided in this Code, the following regulations shall apply to signs in all districts.

(1) Temporary Signs

Portable non-flashing signs whether lighted or unlighted, may be placed on a ninety (90) day nonrenewable permit in any commercial or industrial zone subject to the following:

- a. A permit shall be obtained from the City Inspector subject to payment of a permit fee of \$25.00.
- b. The sign shall observe a minimum ten (10) foot setback from any curb or edge or pavement but in no case shall the sign be placed beyond the property line.
- c. Any sign remaining after ninety (90) days shall be considered a permanent sign and requirements for permanent signs must be met.

(2) Permanent Signs

Signs erected or attached to a structure that will not be moved in less than 90 days shall be considered permanent in any zone and shall be subject to the following:

- a. A permit shall be obtained from the from the City Inspector subject to a payment of: \$100.00 base permit fee plus, 1% of total monetary value of sign at time of installation.
- b. On-Premise Sign Permit Application must be completed and submitted to the Office of City Inspector and approved by City Inspector before construction can begin on any permanent sign. Permit fee must also be paid in full before construction commences. An application is required for each sign.
- c. The City Inspector shall be responsible for physical review of sign plans and approval of permanent placement of sign on any property.

- (3)** No sign shall be erected as to prevent free ingress and egress from any door, window, or fire escape, and no sign of any kind shall be attached to a standpipe or fire escape.

- (4) No sign shall be erected at the intersection of any streets in such a manner as to obstruct free and clear vision; or at any location where, by reason of position it may interfere with or obstruct the view of traffic sign lines or traffic control devices. If located within direct line of vision of a traffic control device, no flashing or intermittent red, green or amber illumination shall be used.
- (5) Any sign affixed flat against the wall of a building and not more than fifteen (15) inches in thickness shall not be deemed a projecting sign. Projecting signs may extend not more than forty-eight (48) inches beyond the building line, or over public property, in no event closer than two (2) feet to the curb line, and shall be at least ten (10) feet above the finished grade of the sidewalk. Wall signs shall not extend more than fifteen (15) inches over public property; however, lighting devices may extend not more than six (6) feet over public property provided the lowest part of such device is at least fifteen (15) feet above the finished grade.
- (6) Permanent signs shall comply with all setback requirements of other structures in each specific zone. All required setbacks must be met and approved by City Inspector.
- (7) The illumination of any sign within fifty (50) feet of and facing a residential zone lot line shall be diffused or indirect and designed to prevent direct rays of light from shining into adjoining residential districts; and in no event shall flashing or intermittent illumination be permitted where the sign faces directly into and is nearer than three hundred (300) feet to dwellings in a residential district.
- (8) Directional or information signs of a public or quasi-public nature not exceeding six (6) square feet in area may be permitted in any district on approval of the City Inspector. Any illumination shall be non-flashing, uncolored and confined to the face of the sign. No advertising matter whatsoever shall be permitted on signs of this type.
- (9) Temporary signs indicating an event of public interest such as a state or local fair, cattle or horse show, etc., may be erected on a 30-day nonrenewable permit in any zone on approval of the City Inspector.
- (10) Whenever a sign becomes structurally unsafe or endangers the safety of a building or premises, or endangers the public safety, the City Inspector shall give written notice to the owner of the sign or the owner of the premises on which the sign is located that such sign be made safe or removed within ten (10) days.
- (11) Any business or outdoor advertising sign legally existing prior to the adoption of this code and which does not conform to these provisions shall not be altered, or changed in over all dimensions, except to conform to the provisions of this code. If damaged to an extent in excess of one half (1/2) of its current replacement value, it shall not be rebuilt, provided that nothing contained herein shall be construed to prevent normal maintenance and repairs repainting or posting of such signs or structures. Nothing in this section shall require the taking, elimination, alteration or diminishment of a legally erected outdoor advertising sign without first making the payment of just monetary compensation thereof.
- (12) Square footage of all freestanding signs will be calculated by the length and width on only one side of said sign.
- (13) Unless otherwise provided in these regulations, all signs shall be constructed and erected in

accordance with the building code for the City of Paragould, Arkansas.

(14) Billboards are prohibited in all zoning districts.

Section 2. All Ordinances and parts of Ordinances except insofar as the same conflict with the specific terms hereof shall remain in full force and effect. All Ordinances or part of Ordinances in conflict herewith are hereby repealed.

Section 3. The provisions of this Ordinance are hereby declared to be severable and if any portion hereof shall be determined to be invalid or unenforceable, the remainder shall continue in full force and effect and such invalidity or unenforceability shall not affect the other provisions hereof.

Passed and Approved this 24th day of February, 2020.

CITY OF PARAGOULD, ARKANSAS



By: Mike Gaskill, Mayor

ATTEST:

Andrea Williams
Andrea Williams, City Clerk