



City of Conway, Arkansas  
Ordinance No. O-21-108



CERTIFICATE OF RECORD  
FAULKNER CO, AR FEE \$40.00  
I hereby certify that this instrument was  
Filed and Recorded in the Official Records  
In Doc Num **L202122754** 6 Pages  
RECORDED: 10-29-2021 01:00:48 PM  
CRYSTAL TAYLOR  
FAULKNER COUNTY CIRCUIT CLERK  
BY: GINGER BERRY, D.C.  
ORDINANCE

**AN ORDINANCE AMENDING SECTION 1301 OF CONWAY ZONING CODE KNOWN AS THE SIGN ORDINANCE CONCERNING AUTOMOBILE SERVICE STATIONS; DECLARING AN EMERGENCY; AND FOR OTHER PURPOSES:**

**WHEREAS**, The City of Conway has adopted reasonable regulations concerning the display of signage;

**WHEREAS**, The purpose of these regulations was established by O-06-134 and Section 1.01 of the Sign Ordinance;

**WHEREAS**, It is desirable to amend these regulations concerning signage for Automobile Service Stations;

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CONWAY, ARKANSAS THAT:**

**Section 1.**

- A) That Section 1301 of the Conway Zoning Code, Signs, Section 2.01 – Sign Prohibited be amended as follows:**

Alter item (7) as shown below.

**Section 2.01- Signs Prohibited**

The following types of signs are prohibited in all districts:

- (1) Abandoned signs.
- (2) Pylon or single pole signs with the exception of on-premise interstate signs as allowed in Section 3.05.
- (3) Festoons and search lights. (Except as allowed in Sections 2.0.4 and 3.0.1).
- (4) Signs imitating or resembling official traffic or government signs or signals.
- (5) Snipe signs or signs attached to trees, telephone poles, public benches, streetlights, or placed on any public property or public right-of-way.
- (6) Animated, moving, flashing, blinking, reflecting, revolving, or any other similar sign.
- (7) Electronic message boards and electrically activated signs with the exception of static LED fuel price signs as allowed in the interstate zone See Section 3.05.
- (8) Permanent sale or come-on signs.
- (9) Signs painted on fences or roofs.
- (10) Portable signs
- (11) Obscene signs
- (12) Inflatable Signs over ten (10) feet tall by ten (10) feet wide by ten (10) feet deep, or 1000 cubic feet.

- B) That Section 1301 of the Conway Zoning Code, Signs, Section 2.07 – Changeable Copy be amended as follows:**

Alter as shown below.

**Section 2.07- Changeable Copy**

Unless otherwise specified by this ordinance, any sign herein allowed may use manual changeable copy. Only one changeable copy area per sign is allowed. **Electronic message boards and electronic numeric**

displays are prohibited with the exception of static LED fuel price signs within the interstate zone. See Section 3.05.

C) That Section 1301 of the Conway Zoning Code, Signs, Section 3.03 – Commercial, Office, Institutional, and Industrial Zones: Sign Permit Required be amended as follows:

Alter as shown below.

**Commercial, Office, Institutional, and Industrial Zones – Sign Permit Required**

Section Number	Zone(s)	Signs Allowed	Limitations
3.03	Commercial, office, institutional, and industrial zones C-2, C-3, C-4, O-1, O-2, O-3, S-1, I-1, I-2, T, J, and I-3	All signs permitted in Sections 3.01 and 3.02	As shown in these sections
		Banner sign	=< 24 square feet in area per side One (1) banner sign is allowed per tenant or business location. Banners may be changed. Banners may not be placed within the street right of way. Banners may not be hung from awnings unless canopy sign requirements can be met. Banner permits must be renewed on an annual basis. (see Section 6.03 Permit Fees)
		A-frame sign <b>No permit is required.</b>	=< 3 feet in height =< 2 feet in width Allowed in commercial districts only. Allowed on a sidewalk immediately in front of the business, but not within street right of way. Must leave walkable sidewalk width. Must be readily movable. No permit is required.
		Monument sign or two-pole sign One (1) per street frontage	Lots or developments =< 5 acres in size =<64 square feet in area per side =< 8 feet in height Lots or developments > 5 and < 20 acres in size =< 64 square feet in area per side =< 10 feet in height Lots or developments > 20 acres in size =< 96 square feet in area per side =< 12 feet in height Street frontage must be => 325 feet in length. If frontage is < 325 feet, the 5-20 acre limits above apply.  <u>Automobile Service Stations may utilize up to 40% of the sign area or 36 square feet, whichever is less with static, monochromatic direct illumination not changing its lighting arrangement more than</u>

once per hour and displaying only numeric characters such as fuel prices.

Only allowed in C-3 and O-1 zones on lots without street frontage as allowed by the Zoning Ordinance

Off-premise directional signs

=< 48 square feet in area per side  
=< 8 feet in height  
Located outside the public right-of-way with the property owner's permission. No closer than 100 feet from the nearest other off-premise directional sign.

Wall signs  
May be used in lieu of a projecting sign

=< 10% of aggregate area of building or elevation on which the sign(s) are installed.  
The total of all wall and awning signs can be no more than the 10% aggregate area

Awning Sign

=< 10% of aggregate area of building elevation on which the sign(s) are installed  
The total of all wall and awning signs can be no more than the 10% aggregate area.

Under canopy sign

=< 8 sq. ft. => 7 ft. clearance to grade  
1 sign for each separate occupancy or entrance.  
External illumination only.

Projecting sign (Blade Sign)  
May be used in lieu of a wall sign

May not project more than 8 feet from the side of a structure  
=< 10% of aggregate area of building elevation on which the sign(s) are installed  
=> 10 ft. Clearance to grade over pedestrian walkway  
=> 14 ft. clearance over vehicular right of way.  
External illumination only.  
1 sign for each separate occupancy or entrance.

Incidental signs

=< 4 sq. ft. per occupancy

Window signs  
**No permit is required**

Window signs are limited to 25% of the total window area of the primary entrance frontage. **No permit is required.**



D) That Section 1301 of the Conway Zoning Code, Signs, Section 3.05 – Interstate Signage: Permit Required be amended as follows:

Alter as shown below.

Interstate Signage: Sign Permit Required			
Section Number	Zone(s)	Signs Allowed	Limitations
3.05	Within 1000 feet of the centerline of Interstate 40 between the future Highway 25 exit and Exit 129 (Dave Ward Drive)	All signs permitted in Sections 3.01 and 3.02, and 3.03 with the below additional allowances for interstate and static LED fuel price signs	As shown in these sections
		On-premise interstate sign May be used in lieu of monument or two pole sign	=< 300 sq. ft. =< 75 feet in height or =<25 feet above the freeway grade, whichever is higher. Principal purpose must be to address interstate traffic.
		Static LED fuel price sign	<u>Automobile Service Stations may utilize up to 40% of the sign area with static, monochromatic direct illumination not changing copy more than once per hour and displaying only numeric characters such as fuel prices.</u> <del>Static light emitting diode sign for fuel pricing purposes only. Must be a numeric display only. No messages may be displayed only fuel prices.</del>
		Billboard Must be on property <b>abutting</b> Interstate 40	Subject to a cap of 32 billboards within the interstate zone. No additional billboards may be constructed without loss of a billboard. Double stacked billboards count as one billboard. =< 672 sq. ft. =< 35 feet in height => 50 feet from the nearest free standing sign => 1000 feet from the nearest other billboard on the same side of the interstate. Must be mounted on a single pole and shall not be double stacked. Billboards shall not consist of, nor utilize electronic message boards.

E) That Section 1301 of the Conway Zoning Code, Signs, Section 8.0 – Definitions be amended as follows:

Alter as shown below due to the definition no longer being needed.

~~**LED Sign**— A sign composed of alphanumeric characters composed of light emitting diodes. LED signs are prohibited with the exception of static LED fuel price signs within the interstate sign zone.~~

**Section 2.** That all ordinances in conflict herewith are hereby repealed to the extent of that conflict.

**Section 3.** That this ordinance is necessary for the protection of the public peace, health and safety, and an emergency is hereby declared to exist, and this ordinance shall be in full force and effect from and after its passage and approval.

**PASSED** this 12<sup>th</sup> day of October 2021.

**Approved:**

  
Mayor Bart Castleberry

**Attest:**

  
Michael O. Garrett  
City Clerk/Treasurer



**CERTIFICATE**

**STATE OF ARKANSAS  
COUNTY OF FAULKNER  
CITY OF CONWAY**

I, Michael Garrett, the duly elected, qualified, and acting: Clerk-Treasurer of the City of Conway, Arkansas, do hereby certify that the attached and foregoing is a true and correct copy of an ordinance presented to the City Council of the City of Conway, Arkansas, at a meeting of that body held on the 12<sup>th</sup> day of October, 2021 same is duly recorded in the minutes of meeting of said Council.

Witness, my hand, and seal of the City of Conway, Arkansas this 13<sup>th</sup> day of October, 2021.

  
**CITY CLERK-TREASURER**

