

**CITY OF MOUNTAIN VIEW
SIGN REGULATIONS**

The regulations herein shall apply and govern within all zoning districts. No sign shall be erected or maintained unless in compliance with the regulations of this Article, except that a nonconforming sign which shall comply with the provisions set forth in Section 100, may be maintained, if in existence prior to the adoption of this Ordinance.

Section 100 - General Provisions

The following regulations shall apply to all signs in the City of Mountain View, Arkansas.

- 100.1 A permit shall be required for the erection, alteration, or reconstruction of any sign intended for view from the public right-of-way unless otherwise noted, and shall be issued by the Building Official in accordance with Section 110 of this Ordinance.
- 100.2 Signs must be constructed of durable materials, maintained in good condition, and not permitted to become dilapidated. Any sign that is not maintained and becomes dilapidated must be removed as provided by Section 111 of this Ordinance.
- 100.3 If the use for which a sign is related ceases operation, the sign must be removed within sixty (60) days.

Section 101 - Prohibited Signs

The following signs are prohibited in the City of Mountain View, Arkansas.

- 101.1 Signs Imitating Warning Signals: No sign shall display intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance, or rescue vehicles, nor shall any sign use the words “stop”, “danger”, or any other word, phrase, symbol, or character in a manner that might mislead or confuse the driver of an automobile.
- 101.2 Signs Within Street or Highway Right-of-Way: Except as herein provided, no sign whatsoever, whether temporary or permanent, except traffic signs and signals and information signs erected by a public agency, is permitted within any street or highway right-of-way.
- 101.3 Certain Attached and Painted Signs: Signs painted on or attached to trees, fence posts, and telephone or other utility poles or signs painted on or attached to rocks or other natural features or painted on the roofs of buildings are prohibited.

Section 102 - Signs for Which a Permit is Not Required

A permit is not required for the following types of signs in any zoning district.

- 102.1 Traffic, directional, warning, or information signs authorized by any public agency.
- 102.2 Official notices issued by any court, public agency, or office.

- 102.3 One non-illuminated “for sale”, “for rent”, or “for lease”, sign not exceeding six (6) square feet in area in residential districts and twenty (20) square feet in other than residential districts and located not less than ten (10) feet back from the street right-of-way line, unless attached to the front wall of a building.
- 102.4 Entrance, exit, and instructional signs, so long as they do not exceed four (4) square feet in area, are no higher than three (3) feet above adjacent pavement or ground level and contain no advertisement.
- 102.5 Identification signs indicating the name and street number or owner or occupant of a parcel so long as such signs do not exceed four (4) square feet of copy area.
- 102.6 Bulletin boards, which are defined as permanent signs that primarily display the name of a noncommercial place of public assembly and announce the upcoming events of that organization. In order to not require a permit, such a sign shall not exceed thirty-six (36) square feet of copy area or five (5) feet in height. Signs of this type shall be restricted to one (1) per parcel.
- 102.7 Signs identifying projects under construction which denote the name of the project, the architect, engineer, contractor, owner, etc., so long as such signs do not exceed twenty-five (25) square feet in residential districts, or one hundred (100) square feet in non-residential districts, are not illuminated, and are removed within seven (7) days of the completion of the project.
- 102.8 Signs attached or integrated into a gasoline pump, automatic bank teller machine, or drive through component of a fast food restaurant, which give operational instructions to users, the price of the product, the brand name of the product, or descriptive information about the product.

Section 103 - Regulations Applied to Specified Types of Signs

The regulation applies to the following specified types of signs.

- 103.1 Wall Signs: Signs on the walls of a building (including signs attached flat against the wall, painted wall signs and projecting signs) shall meet the following requirements.
 - A) Signs on the Front Surface of a Building: The total area of signs on the exterior front surface of a building shall not exceed twenty percent (20%) of the front surface of the building.
 - B) Signs on the Side and Rear Surface of a Building: The total area of signs on a side or rear surface of a building shall not exceed twenty-five percent (25%) of the exterior side or rear surface.
 - C) Combined Sign Area: The combined sign area on the front side, and rear surface of a building must not exceed the total sign area permitted within the zoning district in which the sign or signs are to be located.
 - D) Projecting Signs: Wall signs attached flat against a wall may extend not more than

twenty-four (24) inches from the wall. Signs projecting from a wall may extend outward from the wall of a building not more than six and one-half (6 ½) feet and may be located not closer than eighteen (18) inches to a vertical plane at the street curb line. A projecting sign shall not extend above the roof line a distance greater than the height of the roof above the ground level. In no case shall signs project beyond property lines.

103.2 Signs on Work Under Construction: One (1) non-illuminated sign, not exceeding twenty-five (25) square feet in residential districts, or one hundred (100) square feet in non-residential districts, displaying the name of the building, the contractors, the architects, the engineers, the owners, and the financial, selling, and development agencies, is permitted upon the premises of any work under construction, alteration, or removal. Such sign shall be removed from the site within seven (7) days after the completion of the project.

103.3 Subdivision Entrance Signs: One (1) or two (2) signs shall be permitted at each entrance of a residential subdivision, provided that such signs do not exceed a total of one hundred twenty (120) square feet of copy area at any subdivision entrance. Provided further that such signs shall have a maximum height of six (6) feet. If illuminated, only indirect lighting shall be permitted. If such subdivision entrance sign is built into a decorative wall or fence, the maximum copy area and setback requirements shall comply with regulations for fences contained herein.

103.4 Private Directional Signs: Signs indicating the location and direction of premises available for sale or in the process of development, but not erected upon such premises, and having inscribed thereon the name of the owner, developer, builder, or agency, may be erected and maintained, provided:

A) the size of any such sign is not in excess of six (6) square feet, and not in excess of four (4) feet in length;

B) not more than one (1) such sign is erected for each five hundred (500) feet of street frontage.

103.5 Free-Standing Sign: Free-standing signs shall meet building code structural provisions and UL (Underwriter's Laboratories) electrical requirements.

103.6 Portable Signs:

A) Definition: A mobile sign that is mounted on a trailer-type frame or portable wood or metal frame not permanently attached to the ground.

B) Usage of portable signs shall conform to permitting requirements in Section 100.2, prohibited sign requirements in Section 101, and number of signs permitted stipulations, Section 107.1 (B), of this Ordinance, except as provided below.

C) If a portable sign is to be illuminated it shall be in compliance of all Arkansas Fire Prevention Code and UL Regulations. Any electrical wiring, utilized for illumination extended from a building to a portable sign, shall be encased in a solid conduit pipe and

shall be buried underground or beneath pavement. Utilization of an above ground electric extension cord is expressly prohibited.

D) One (1) portable sign, in addition to the number of signs under section 107.1 (B) of this Ordinance, may be used by a licensed business, institution, or civic organization for a maximum of two periods of up to fourteen days each calendar year. Utilization of a portable sign under this provision shall require the issuance of a sales event sign permit by the City of Mountain View. The City Council of Mountain View hereby authorized to establish a fee for the sales event sign permit. Any sign permitted under this provision shall conform with all requirements of the Zoning Ordinance and all applicable ordinances of the City of Mountain View.

E) All portable signs in use at the time the Ordinance passes must be removed or made to conform with this Ordinance within six (6) months from time of passage.

103.7 Political Campaign Signs:

A) Political campaign signs shall be permitted in compliance with the regulations included herein. Such signs shall not count in the number of signs permitted calculations or sign area permitted calculations included in Section 107.1 (B) of this Ordinance and shall be permitted in any zoning district. Such signs shall conform with all other provisions of this and all other applicable ordinances of the City of Mountain View.

B) Usage of a political campaign sign by any candidate or supporters of any issue shall require issuance of a political campaign sign permit by the City of Mountain View.

C) Political campaign signs shall be permitted in any zoning district.

D) Permits for political campaign signs shall not exceed a period commencing from the date of qualifying of candidates or advertisement of an issue to be on a ballot through the seventh (7th) day after the last date upon which that candidate's name or that issue appears on a ballot for primary, runoff, general, or special election.

E) To secure a political campaign sign permit, the applicant must pledge to remove all political signs within seven (7) days after the expiration of the political campaign sign permit. In addition, the applicant must post a bond or deposit of \$200.00 to guarantee all signs shall be removed. Upon written notification from the applicant that all signs have been removed, the City of Mountain View shall have ten (10) business days to verify sign removal and, if all signs are removed, return the bond or deposit. Forfeiture of bond does not preclude the City from seeking any legal remedy authorized herein. (Note: Procurement of a political campaign sign permit by the candidate, the election committee of a candidate or a committee supporting or opposing an issue, shall allow the use of an unlimited number of signs in compliance with the Ordinance.)

Section 104 - Sign Illumination

104.1 Illumination devices shall be so placed and shielded so that rays there-from or from the sign itself will not be directly cast into any residential or dwelling unit, or in the eyes of an automobile driver. All illumination devices and wiring shall be installed in a permanent and safe manner.

Section 105 - Height Limitations

105.1 No sign shall exceed 25 feet in height.

Section 106 - Signs Permitted in Residential Districts

106.1 Permitted Signs and Conditions: The following types of signs are permitted in R-1 and R-2 Districts.

A) Signs for which permits are not required.

B) For multiple family dwellings, hotels, group dwellings, and for buildings other than dwellings, a single non-illuminated business identification sign or bulletin board not exceeding sixty (60) square feet in area. Such sign or bulletin board shall be set back not less than ten (10) feet from any street right-of-way line.

C) Subdivision signs and private directional signs, under the provisions of Subsections 103.3 and 103.4.

D) Political campaign signs, in accordance with 103.7.

Section 107 - Signs Permitted in Commercial and Industrial Districts

107.1 Permitted Signs and Conditions: The following types of signs are permitted in GC, TC and I districts.

A) All signs permitted in residential districts are permitted in commercial and manufacturing districts.

B) A maximum of one (1) free-standing pylon, pole mounted, ground based, monument-type, or portable sign of the class required to secure a permit shall be permitted for each three hundred (300) feet of road frontage per lot, except that one (1) such sign shall be permitted if road frontage is less than three hundred (300) feet. The maximum allowable sign copy area for all free-standing signs shall be one hundred fifty (150) square feet multiplied by the number of signs permitted. No sign shall be located closer than ten (10) feet to any public road right-of-way or property line.

C) On any lot fronting on a state or federal highway in a GC, TC, or I district on which no business enterprise is located, one off-premise, free-standing sign structure having a total sign area not to exceed three hundred (300) square feet is permitted. Additional sign structures, each of which is not to exceed three hundred (300) square feet in sign area, are permitted provided they are spaced not closer than five hundred (500) linear feet from any other sign structure of greater than one hundred fifty (150) square feet. Any off-premise sign of greater than one hundred fifty (150) square feet shall be required to be spaced a minimum of three hundred (300) feet from any residentially zoned parcel.

D) Signs in any commercial or manufacturing district may be illuminated so long as the illumination does not interfere with the vision of automobile drivers.

Section 108 - Signs Permitted in R-3 Districts

108.1 Permitted Signs and Conditions: The following types of signs are permitted in R-3 Districts:

A) One (1) non-illuminated professional or business name plate not exceeding three (3) square feet in area mounted flat against the wall of a building in which there is conducted a permitted home occupation;

B) Any sign or signs, illuminated or non-illuminated, not to exceed a combined total sign area of three hundred (300) square feet per mobile home park.

Section 109 - Nonconforming Uses

109.1 Signs in use prior to the adoption of this Ordinance will be classified as a nonconforming use. These signs may remain in use until they become dilapidated, or are moved.

109.2 Once a nonconforming sign has been moved, it may not be placed back on the property until it becomes a conforming use.

109.3 If a nonconforming sign becomes dilapidated, it must be removed within sixty (60) days from legal notification from the Building Department.

Section 110 - Permits

110.1 A permit shall be required for the erection, alteration, or reconstruction of any sign intended for view from the public right-of-way (unless otherwise noted).

110.2 Permits may be obtained from the Building Department. A \$5.00 fee for portable signs, with all other signs being \$.50 per square foot with a minimum fee of \$5.00.

Section 111 - Enforcement

111.1 The Building Official may order the removal of any sign that is not in accordance with the provisions of this Ordinance. Such removal shall be at the expense of the property owner or lessee.