

TEMPORARY AND PERMANENT SIGN

REFERENCE GUIDE

This document is intended for guidance only and does not relieve property owners of the requirements of the Municipal Code (Article IX). *Code referenced are provided below.



TEMPORARY SIGNS (109-285)

- **Permit Required:** Temporary signs during special sales events and promotions, fund raising events, new business openings, and non-recurring activities of interest to the general public must obtain a temporary sign permit, subject to the regulations of this section.
- **Time:** Temporary sign permits must be approved by the community development services department a minimum of three days prior to the intended display period.
- **Material:** Temporary signs shall be commercially made of a durable, non-destructible, weather-resistant material. Cloth, paper, cardboard and similar materials, unless laminated, are not allowed.
- **Banner Signage:** Regardless of permit type, banner signage permitted shall be attached to a building or be hung tautly by providing a member across the top of the banner to ensure that the sign does not sag and become unreadable.
- **Freestanding Signage:** Regardless of permit type, freestanding signage must be located on private property within ten feet of main entrance.
- **Prohibited Locations:** Unless specifically allowed by the provisions of this article, temporary signs shall not be located in the public right-of-way. Signs are prohibited on utility poles, street signs, or any permanent signs; signs cannot obstruct a driver's vision clearances at an intersection.
- **Permit types:** Four types of temporary sign permits may be issued by the community development services department:
 1. New business. This permit shall be for a new business opening.
 2. Special sales event/promotion for an existing business. This permit shall be for a special sales event or promotion, rather than a routine business activity, for a business location in a nonresidential district.
 3. Non-recurring events. This permit shall be for signs during fundraising events, special events, or activities of interest to the general public typically held once a year. Political events are exempted from this type of permit. **Maximum size:** 5 square feet for residential zones and 32 square feet for non-residential zones.
 4. Recurring events. This permit shall be for signs during fundraising events, special events, or activities of interest to the general public that occur on a recurring basis described as monthly, bi-monthly, weekly, or bi-weekly. **Maximum size:** 5 square feet for residential zones and 32 square feet for non-residential zones.

PERMANENT SIGNS (109-286)

- **Permit required.** Permanent signs must obtain a sign permit as outlined in section 109-46, subject to the regulations specified in this section.
- **Maximum Area Limitations:** All signs, regardless of type, located on individual parcels in commercial and industrial districts permitted under this section shall be limited to maximum signage area per parcel as follows: R-O 125 sqft, C-1 250 sqft, C-2 350 sqft, C-3 425 sqft, C-4 500 sqft, I-1 425 sqft, and I-2 500 sqft.
- **Attached signage.** Permanent signage attached to or integral to a building or structure are subject to 109-286(c). Types include: awning, marquee, projecting, roof, suspended, and wall.
- **Canopy signs.** Canopy signs shall be permitted in nonresidential districts, subject to the following regulations: in no case shall the sign extend beyond the vertical edge of the canopy it is attached to, signage for fuel canopies shall be limited to logo signs on each side of the canopy, canopy structures must adhere to the building setback requirements of article III of this chapter, canopy signs are limited to 25 percent of the wall area on each side of the canopy, and signage attached to or integral to a building or structure shall be no higher than the roofline of the building or structure to which it is attached.
- **Monument and Freestanding Signs:** Detached signage located on individual parcels in commercial and industrial districts permitted under this section shall be limited in height, area, and shall require a landscape border and landscape plan per 109-286(f).

TEMPORARY AND PERMANENT SIGN

REFERENCE GUIDE

This document is intended for guidance only and does not relieve property owners of the requirements of the Municipal Code (Article IX). *Code referenced are provided below.



The following signs are prohibited within Bella Vista:

1. Billboards.
2. Fluctuating illuminated signs. Signs, or any means of advertising, with the illusion of movement by means of a preprogrammed repetitious sequential switching of 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 are prohibited. Illumination of attraction devices or signs that fluctuates in light intensity shall be prohibited. Signs that operate or employ any motion picture projection in conjunction with any advertisements shall be prohibited.
3. Damaged signs. Signs which have broken supports, are in disarray or fallen over, are not in good condition, or are overgrown with vegetation, are nonconforming to these regulations.
4. Off-site signs. Permanent off-site signs are signs that direct attention to a business, commodity, service, event or entertainment not conducted, sold or offered on the premises where the sign is located are prohibited.
5. Portable signs. Any sign not securely affixed to the ground or other permanent structure is prohibited.
6. Roadside markers. Signs or memorials commemorating a death location are prohibited.
7. Strung lights. Lights strung across buildings or property, except those allowed under section 109-283(f), are prohibited.
8. Vehicle signs. Signs attached to or painted on vehicles including automobiles, trucks, boats, campers, and trailers, which are parked on or otherwise utilizing a public right-of-way, public property or on private property so as to be intended to be viewed from a vehicular right-of-way are prohibited. This definition is not to be construed to include those signs on a vehicle as may be attached to and within the normal unaltered lines of the vehicle of a licensed transit carrier, when and during that period of time said vehicle is regularly and customarily used to traverse the public highways during the normal course of business.
9. Windblown signs. Fluttering, spinning, windblown or inflated devices including pennants, propeller discs and balloons are prohibited.
10. Permanent banner signs.
11. Other. All other signs which are not expressly allowed, with or without a permit, are prohibited.

PROHIBITED SIGNS
(109-287)

APPEALS

- **Appeals** of this article shall follow the procedures for variances as outlined in section 109-42. Variances must be considered by **the Planning Commission** through a Zoning Variance Application with Community Development Services. **City Staff does not have the authority to bypass or vary from any section of Article IX.**

INSPECTION
CLOSEOUT

- Inspection: The applicant is responsible for contacting the Community Development Services Department to schedule a final inspection within 3 days of completing work to determine conformance with the approved plans.
- If one is not scheduled, one may be scheduled for you at the convenience of Staff.