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AN ORDINANCE DECLARING A THIRTY DAY MORATORIUM ON THE PLACEMENT AND/OR PERMITTING OF ANY SIGN NOT IN COMPLIANCE WITH THE PROPOSED OVERLAY DISTRICT SIGN STANDARDS HEREIN INCORPORATED FOR THE PURPOSES OF REGULATION DURING THIS MORATORIUM

Whereas, the City of Conway is desirous of creating new standards for development including new standards for signage, and

Whereas, proposed new sign standards have been reviewed by the City Council and a new comprehensive sign ordinance is being prepared for the council's consideration, and

Whereas, The drafting of the proper ordinance requires careful preparation demanding time for review, correction, and alteration before it is ready to present for adoption, and

Whereas, The city is desirous that no signs soon to be disallowed be permitted prior to the ultimate passage of a new revised sign ordinance,

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

Section 1. A thirty (30) day moratorium is declared on the permitting and erection of any and all signs that do not comply with the proposed new sign regulations herein included below for those category of signs governed therein

Section 2. All signs not referenced in the proposed regulations (such as directional signs and informational signs) shall not be covered by the moratorium.

Section 3. The proposed new sign regulations included herein for the purpose of regulation during this moratorium are as follows:

Signage:

Each lot will be permitted to erect one (1) sign per lot per street frontage unless the lot is integrated into a larger tract and aggregated with other lots with respect to the provisions of the ordinance. Integrated Tracts of multiple lots will be allowed one (1) sign per street frontage.

Free standing signs for single non-integrated lots, except as provided below, shall be no more than forty eight (48) square feet in area per side, and no more than eight (8) feet in height. A sign shall have no more than

four (4) readable sides. These shall be "monument" signs meaning no horizontal dimension of any face of the sign may deviate more than 20% through its entire height.

Lots or integrated tracts over five acres in area shall be allowed one ten (10) foot tall monument style sign with no more than sixty four (64) square feet per side for each street frontage.

Lots or integrated tracts of over twenty acres in area shall be allowed one twelve (12) foot tall monument style sign with no more than ninety-six (96) square feet per side for each street frontage providing that the street frontage is at least three hundred and twenty-five feet in length.

Wall mounted signs be placed on each side of the building facing a street frontage provided they do not protrude in any fashion above the building façade. Wall mounted signs are limited in size to an area less than five (5%) percent of the wall area of the side. Wall signs that consist only of letters shall have an area equivalent to the smallest polygon with the fewest sides that can be drawn to outline the letters, bridging the spaces between letters and using no angle other than ninety degree angles. The area for wall signs that include art work or logos shall be calculated in a similar fashion.

High Density Commercial Corridor (HDCC) Signage:

The following high density commercial corridors are indentified:

Harkrider Street from Lower Ridge Road to Bronnie Lane

Oak Street, from Harkrider to East German Lane

Old Morrilton Highway, from Harkrider to the old Hwy. 25

Underpass

Lots or integrated racts along a HDCC with at least three hundred and twenty-five (325) feet of street frontage along any of these roads shall be allowed one freestanding, monument styled sign, no more than ten (10) feet in height, with no more than eighty (80) square feet per face.

Lots or integrated tracts along a HDCC with over six hundred and fifty (650) feet of street frontage along any of these roads shall be allowed one freestanding, monument styled sign, no more than twelve (12) feet tall with no more than ninety-six (96) square feet per face.

Lots or integrated tracts along a HDCC with areas greater than twenty acres may request a variance and present a separate signage plan. Such signage plans should conform to the spirit of these regulations. While variance is allowed on the maximum height and area of face, freestanding signs must still be monument style, and are limited in number to one (1) sign per street frontage.

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