



CITY OF CONWAY
Planning and Development

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BANNER SIGNS – Frequently Asked Questions

Reference - [City of Conway, Arkansas Sign Ordinance #O-06-134](#)

Q: What is considered a banner?

A: Section 8 defines a *Banner Sign* as, “A sign on cloth or other flexible material which projects from or hangs from a building, pole, or wire. Banners include pennants, flags, cable-hung banners, and vertical banners. Depending upon its method of attachment, a banner sign may be a flat-mounted sign, a projecting sign, or a free-standing sign. Banner sign may not be attached to fences, railings, trees, or roofs.”

Q: How many banners can I display?

A: Per Section 3, “One (1) banner sign is allowed per tenant or business location. Banners may be changed.”

Per Section 6.03, “Banner permits allow the changing of banners at the same location.”

Q: What size can a banner be?

A: Per Section 3, a banner sign may be “Equal to or less than 24 square feet in area per side.”

Q: Where can I display a banner?

A: A banner sign may be displayed on private property; must be on-premise.

Per Section 3, “Banners may not be placed in the right of way. Banners may not be hung from awnings unless canopy sign requirements can be met.”

A banner sign may not impede the view of traffic.

Per Section 5.01, “Where occupancy is on a corner lot, a minimum clear view zone is to be maintained in a triangulated area at the point of intersection to allow an unobstructed view of oncoming traffic. No sign taller than two (2) feet in height is allowed in the clear view zone.”

Section 8 defines the *Clear View Zone* as, “The area of a corner lot closest to the intersection which is kept free of visual impairment to allow full view of both pedestrian and vehicular traffic. Typically, such an area is established by marking a point at which the two property lines intersect, measuring thirty (30) feet along each property line and drawing a line across the two back points to form a triangulated area.”

Q: What is the cost of a banner permit?

A: Per Section 6.03, “Banner permits are thirty-five dollars (\$35).”

Q: How long is the banner permit good for?

A: Per Section 6.03, “Banner permits are valid from January 1 to December 31 with a one-month renewal grace period during the month of January.”

Per Section 3, “Banner permits must be renewed on an annual basis.”

Q: Must Real Estate signs or For Sale/Rent/Lease banners be permitted?

A: Per Section 2.03(9), "For the sale, rental, or lease of commercial, industrial, and multi-family premises: One sign per street frontage..." is allowed without a banner permit. Banner may only be informational, i.e. *Now Leasing, 111-222-3333*; banner may not advertise.

Section 8 defines a *Real Estate Sign* as, "A temporary sign advertising the real estate upon which the sign is located as being for rent, lease, or sale." and a *Temporary Sign* as, "A sign not constructed or intended for long-term use."

Q: My banner has been displayed without a permit for some time now, is a banner permit still required/does it have grandfathered status?

A: A banner permit is required regardless of how long an unpermitted banner has been displayed. Per Section 6.03, "Banners are not considered pre-existing non-conforming signs (grandfathered)."

Should you have any additional questions regarding banner signs or signs in general please contact the Planning & Development Department at 501-450-6105 or planning@cityofconway.org.