

ORDINANCE NO. 238

**AN ORDINANCE REPEALING ORDINANCE NO. 156 AND
ADOPTING NEW SIGN REGULATIONS FOR THE CITY OF
GOSHEN, ARKANSAS; AND FOR OTHER PURPOSES**

WHEREAS, the City Council of the City of Goshen previously adopted Ordinance No. 156, which established sign regulations for the City of Goshen; and

WHEREAS, the City Council of the City of Goshen now desires to repeal Ordinance No. 156 and adopt new sign regulations for the City of Goshen.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL FOR THE CITY OF GOSHEN, ARKANSAS:

SECTION 1. PURPOSE AND INTENT

The purpose of this ordinance is to regulate the erection and maintenance of signs within the City of Goshen in a manner that promotes the public safety, welfare, and aesthetic quality of the community. This ordinance aims to maintain and enhance the rural character of the City while ensuring that signage is effective, safe, and visually compatible with surrounding properties and landscapes.

Good sign design, along with landscaping, is an important factor in establishing the character and identity of a community. Enacting sign legislation provides policies to ensure that consistent, attractive signage will reflect and enhance the rural traditions of Goshen. Regulations about the type, location and size of signage and as well as how signs should be erected to help avoid visual clutter and reduce the desire to compete for attention with bigger and louder signs that diminish the appeal of the City.

A. Safety. To promote the safety of people and property by providing that signs:

1. Do not create a hazard due to collapse, fire, collision, decay, abandonment, storms or other safety considerations.
2. Do not obstruct firefighting or police operations.
3. Do not create traffic hazards by confusing or distracting motorists.
4. Do not impair the driver's ability to see pedestrians, obstacles, other vehicles, or to read traffic signs and signals; and,
5. Do not otherwise interfere with or detract from the safety of people or property.

B. Communications Efficiency. To promote the efficient transfer of information in sign

messages by providing that:

1. Customers and other people may locate a business or service.
2. No person or group is arbitrarily denied the use of the sight lines from the public right-of-way for communication purposes; and,
3. The messages in signs may otherwise be communicated efficiently.

C. Landscape Quality and Preservation. To protect the public welfare and to enhance the appearance and economy of the city, by providing that signs:

1. Do not interfere with scenic views;
2. Do not create a nuisance to people using the public rights-of-way;
3. Do not constitute a nuisance or safety hazard by their brightness, size, height, or movement.
4. Are not detrimental to land or property values.
5. Do not overwhelm people with the number of messages presented, and do not interfere with the exercise of freedom of choice to observe or ignore said messages, according to the observer's purpose.
6. Do not create or worsen visual clutter or visual blight.
7. Do otherwise protect and preserve a quality landscape in the city.

SECTION 2. DEFINITIONS

Awning Sign – any graphic representation painted, sewn or otherwise adhered to the awning fabric or material that is soft or flexible as an integrated part of the awning itself.

Canopy Sign – a mounted, painted, or otherwise applied on or attached to an architectural canopy of structural protective cover over an outdoor area.

Crown Sign – a wall sign that does not extend more than three (3') feet from the building façade located on the upper horizontal band of a building at least 2 stories high.

Double Post Sign – permanently affixed, wholly independent a building support that is supplied by two posts. Typically used like a monument sign as an eye-level identifier for a business or location.

Digital Sign – a large, illuminated display that uses electronic or digital display technology to convey messages to a target audience. Also known as digital displays and outdoor digital signage.

Lightbox Sign – uses internal lighting to make a message visible, even in low light.

Monument Sign – a freestanding, ground level sign, often made of durable material like stone or brick designed to be a permanent and eye-level identifier for a business or location.

Pole Sign – an above ground sign mounted on a pole or a column that enhances visibility from a distance. Often used in advertising or for directional information. Also called a pylon sign.

Projecting Sign – mounted to the wall, roof or the surface of a building or structure and is supported by a wall and projects from the building or structure by more than twelve (12”) inches.

Sandwich Board Sign – a moveable sign not secured or attached to the ground or surface upon which it is located.

Shingle Sign – a projecting sign that hangs from a bracket or support and is located over or near a building or entrance.

Subdivision Sign – permanently affixed and is wholly independent of a building for support attached along its entire width to a continuous pedestal or wall that is used to identify entry to a development.

Wall Sign – permanently affixed or painted on any wall of any building and projects from the plane of the wall less than twelve (12”) inches.

Window Sign – permanently attached to, painted on, etched or otherwise adhered to a window or which is displayed within twelve (12”) inches of the window and is legible from outside the window.

SECTION 3. APPLICATION FOR A SIGN PERMIT

All signs either permanent or temporary, excluding signs as listed in **SECTION (8) EIGHT**, shall require a sign permit issued by the Zoning Official, after assurance of adherence.

- A. Application.** Complete the Sign Permit Application provided by the city and pay the following applicable fees:
 - 1. Temporary Sign Permit Fee: To be established by separate resolution.
 - 2. Permanent Sign Permit Fee: To be established by separate resolution.
- B. Drawings.** A scaled drawing of the sign including sign height, area, design, content, and dimensions of the sign and the design and dimensions of any measures used to support the sign or used to affix the sign to the wall, window or the ground.
- C. Site plan.** A scaled site plan showing the location of the sign on the property or building including street right-of-way and property lines. For wall signs, the dimensions of the building face shall be provided.

D. Materials List. A list of materials used to construct the sign.

SECTION 4. REVIEW AND APPROVAL

A. Review and Issuance Process.

1. The Zoning Official will review all temporary and permanent sign permit applications to ensure compliance with zoning, and sign ordinance.
2. The Planning Commission will review all variance applications for temporary or permanent sign permit applications to ensure compliance with zoning requirements. If the variance is approved, then it will be presented to the City Council for final approval. If approved by the City Council, a permit will be issued to the applicant.
3. **Void Permit.** The sign permit shall be null and void if sign installation is not completed within six (6) months or the signs are not in conformance with the approved application. The Zoning Official has the authority to grant one thirty (30) day extension to the sign permit.
4. **Successors.** A new sign permit will be required only if the name of the business or logo changes.
5. **Inspection and Compliance.** Permanent signs must be inspected after installation to confirm compliance with the approved permit. A certificate of occupancy will be issued after passing inspection. All inspections shall be performed by the Zoning Official or Building Official. All engineering inspection fees, if required, are the responsibility of the property owner and/or building contractor.
6. Temporary sign permits will be allowed for temporary occasions like special events and may be allowed for a period of no more than ten (10) business days, with an extension of up to ten (10) additional business days by the Mayor, Zoning Official or the Mayor's designee. Temporary signs must comply with applicable design regulations based on their type, including regulations on freestanding or projecting signs.
7. **Minor Alterations.** Minor Alterations in sign locations resulting from unexpected conditions on site shall be reviewed and may be approved by the Zoning Official.

SECTION 5. INTERPRETATION OF SIGN REGULATIONS

- A. Street Frontage.** Street frontages shall be considered separately for each street abutting any individual parcel.
- B. Maximum Area.** The maximum area is the area of one side (front or back) of the sign.

- C. Measurable Area.** Measurable area is the area within the outer boundaries of the standard rectangular sign boundary.
- D. Maximum Height.** Height is measured from the lowest point at which the sign and supports are attached to the ground, measured to the highest point on the top of the sign or structure.
- E. Appeal.** All administrative interpretations of sign regulations may be appealed to the Planning Commission. The Planning Commission may consider certain alternatives. Planning Commission decisions may be appealed to the City Council.

SECTION 6. SIGN REGULATIONS BY ZONE

A. Signs In Natural Resources Zones

1. Size and Height Limits.

- 1. The maximum area for any sign in a natural resources zone shall not exceed thirty-two (32) square feet.
- 2. The maximum height for any sign in a natural resource zone shall not exceed ten (10') feet above ground level without variance approval.

2. Illumination.

- 1. Illuminated signs are prohibited in natural resources zones.

B. Signs in Residential Zones

1. Size and Height Limits.

- a. The maximum area for any sign in a residential zone shall not exceed thirty-two (32) square feet.
- b. Signs not affixed to the building or structure may not exceed a height of ten (10') feet above ground level without variance approval.

2. Illumination.

- a. Illuminated signs are prohibited in residential zones.

- b. If spot lighting is used, all lights must be hooded or shielded to direct illumination solely onto the sign face, ensuring no light spills onto adjacent properties or the sky, to preserve the nighttime environment and minimize light pollution.

3. Installation:

- a. Permanent signs in residential zones must be installed in accordance with all applicable regulations, including setbacks from property lines and public right-of-way.
- b. Signs must be securely anchored to the ground or a structure using durable materials.

C. Signs in Commercial Zones

1. Size and Height Limits. All signs in commercial zones are subject to the following restrictions:

- a. The maximum area for a sign in a commercial zone shall not exceed sixty (60) square feet.
- b. Signs not affixed to the building or structure may not exceed a height of ten (10') feet above ground level without variance approval.

2. Illumination. Commercial signs may be illuminated, subject to the following restrictions:

- a. Signs including any that will flash, blink or fluctuate in light intensity during operation or has moving pictures are prohibited.
- b. Electronic digital signs are not allowed to change graphics more than once per hour without variance approval.
- c. Illuminated signs must be turned off from midnight until 6am and placed on a timer for accurate illumination times.
- d. Total illumination of the sign shall not exceed two thousand seven hundred (2,700) lumens between sunset and sunrise and shall not exceed eight thousand (8,000) lumens during daylight hours.
- e. Spot Lighting must be shielded or directed to avoid spilling onto adjacent properties, street or the sky, ensuring minimal impact on surrounding areas.
- f. Vehicle traffic in the area should be taken into consideration.

3. Landscaping Requirements:

- a. All signs not affixed to the building or structure in commercial zones must be surrounded by a landscaping area of no less than three (3) feet on all sides. The

landscaped area must be planted with live vegetation, and the plants must cover at least fifty percent (50%) of the area at maturity.

- b. Paved surfaces and artificial materials do not count toward the landscaping requirement.

4. Installation.

- a. All commercial signs must be installed by a licensed contractor or engineer with current general liability insurance and a valid contracting license.
- b. The sign installation must comply with all applicable local, state, and federal laws, including the ICC Building Code and National Electrical Code.

D. Signs off a State Highway

- 1. **ARDOT Requirement.** All signs on a State Highway inside city limits must obtain a permit with ARDOT and be up to ARDOT standards. In the case of a sign of any kind being installed all signs must follow *Guidelines for Gateway Monuments, Transportation Art, and Landscaping* as required by Arkansas State Highway Maintenance Department.

SECTION 7. GENERAL REGULATIONS FOR ALL SIGNS

Any sign not listed as permitted or allowed without a permit is prohibited without a variance application submitted to the Planning Commission for approval. All signs on private property must have the owner's permission before posting.

A. Design and Construction. All signs, whether located in residential or commercial zones, must comply with the following general regulations:

- 1. Signs shall be constructed of durable, weather-resistant materials and securely anchored to the ground or to a building.
- 2. Signs shall comply with the provisions of the ICC Building Code and National Electrical Code.

B. Sight Triangle. No sign shall be located within the sight triangle at intersections, as defined by connecting two points on the intersection's street rights-of-way, extending 25 feet along each. Signs between 30 inches and 60 inches in height are prohibited within this area.

C. Maintenance.

- 1. All signs, whether permanent or temporary, must be maintained in good condition, free from damage and not obstructed by vegetation or other obstructions.
- 2. Landscaping around signs shall not block visibility.

D. Obstructions. Signs shall not obstruct entrances, exits, windows, doors, or fire escapes.

- E. Placement in Public Right-of-Way.** No sign, including its supports or decorations, shall be in the public right-of-way or affixed to utility poles, trees, or other public property. Signs must be at least five (5) feet behind the public right-of-way.

SECTION 8. SIGNS PERMITTED WITHOUT A PERMIT

The following signs shall be permitted in all zoning districts without the requirement of a sign permit:

- A. Flags.** The United States, state, municipal, or corporate flags may be displayed in accordance with the Federal Flag Code (U.S. Code Title 13, Chapter 1 - The Flag).

- B. Historic Markers.** Signs commemorating historical significance, whether attached or freestanding, erected by governmental agencies or nonprofit organizations, subject to the following regulations:
 - 1. Maximum Area.**
 - a. Freestanding: 12 square feet
 - b. Wall: 6 square feet
 - 2. Materials.** The sign or marker must be constructed of durable, weather-resistant materials such as cast metal, cut masonry, painted wood or metal, or other similar materials.

- C. Incidental or Directional Signs.** Incidental signs, which provide information or direction for the convenience and safety of the public (e.g., entrance, exit, no admittance, telephone, or parking), shall be subject to the following regulations:
 - 1. Maximum Area: 4 square feet
 - 2. Maximum Height: 7 feet (per Arkansas Highway Code)
 - 3. Minimum Height: 5 feet (per Arkansas Highway Code)
 - 4. Content Restrictions: No logos are permitted.

- D. Freestanding Sign, Sandwich Sign.** Freestanding signs may be placed in landscaped areas but must be at least twenty (20') feet from the public right-of-way or property lines.

- E. Public Announcements.** Signs announcing public or non-profit events, including fundraising activities, are permitted, subject to the following regulations:
 - 1. Maximum Area: 6 square feet
 - 2. Maximum Number: One sign per lot.

3. Time Period. Signs may be erected up to 2 weeks prior to the event and must be removed within 3 days after the event.
 4. Attachment of Banners. Banners shall be attached in a manner that does not allow the banner to collapse or sag.
 5. Exceptions. Exceptions to this subsection may be granted by the City Council.
- F. Public Notice.** Any public notice or warning required by applicable federal, state, or local law, regulation, or ordinance.
- G. Public Park Signs.** Signs within public parks, of a non-commercial nature, such as directional signs, rules signs, safety signs, or site identification signs, may be erected by a government agency, subject to the following regulations:
1. Maximum Height: 10 feet
- H. Election Signs.** The City recognizes the importance of content-neutral election signs for the exercise of free speech, subject to the following regulations:
1. Time Period. Election signs may not be placed prior to 60 days before an election and must be removed within 5 days after the election.
 2. Location Restrictions. Election signs shall not be placed in the public right-of-way, on utility poles, street signs, or traffic control signals.
 3. Maximum Size.
 - a. Maximum Area: twenty (20) square feet
 - b. Maximum Height: five (5) feet
 - c. Placement: Election signs must be ground-mounted or wall-mounted and may not be placed on roofs or stacked.
 4. Property Owner Consent. Election signs placed on private property must have the consent of the property owner.
 5. Illumination. Election signs shall not be illuminated.
 6. Removal of Non-Compliant or Damaged Signs. Election signs that are damaged or non-compliant with this ordinance may be removed by the City, and if contact information is provided, notice will be given to the party responsible.
- I. Real Estate Signs – Residential**
1. On-Site Signs.
 - a. Maximum Area: Eight (8) square feet

- b. Maximum Height: Four (4) feet
 - c. Maximum Number: One freestanding sign per street frontage.
 - d. Riders: Two sign riders are permitted, provided the total area does not exceed 8 square feet.
2. Off-Site Signs. Off-site directional real estate signs are prohibited. Including open house signs.

J. Real Estate Signs – Commercial

1. **On-Site Signs.**

- a. Maximum Area: Sixteen (16) square feet
- b. Maximum Height: Four (4) feet

2. **Maximum Number Permitted.**

- a. **Freestanding.** One per street frontage
- b. **Wall Signs.**
 - i. If the entire building is for sale or lease: One sign per building façade.
 - ii. If portions of the building are for sale or lease: One sign per lease space.

K. Vending Machines, ATMs, Gas Pumps – Commercial. Vending machines, automatic teller machines (ATMs), or gasoline pumps displaying the company name, trademark, logo, or prices shall not exceed 18 square feet in area per side. The display shall be an integral part of the machine or pump.

L. Window Signs – Commercial. Any sign, picture, symbol, or combination thereof placed inside a window or upon the windowpanes that is visible from the exterior of the window shall not exceed 40% of the window area.

M. Commercial Construction Site Signs. Construction sites are permitted to advertise, but must adhere to the following restrictions:

- 1. Maximum Area: 32 square feet

2. Installation Restrictions: Such signs may not be installed before the issuance of the building permit.
3. Removal: The sign must be removed within 7 days after the issuance of the certificate of occupancy.

SECTION 9. SIGNS PERMITTED WITH A SIGN PERMIT

Signs in Non-Residential Districts

A. Church or School Bulletin Boards. Church and School signage are subject to the following regulations:

1. Maximum Height: 10 feet
2. Maximum Area: 60 square feet

B. Awning and Canopy Signs. Signs on fabric or other non-structural awnings attached to a building wall are permitted, subject to the following regulations:

1. Placement: Signs must be flat against the surface of the awning.
2. Clearance: Minimum clearance of 10 feet above public right-of-way or front yard.
3. Setback: Minimum distance of 5 feet from the curb line of any street.
4. Right-of-Way: Awning signs must not extend into the public right-of-way.
5. Fabric Awnings: Any fabric valance may not extend more than 1 foot below the ridge mount of the awning.

C. Crown Signs. Crown Signs are permitted on buildings or structures over two (2) stories high and must not extend more than three (3') feet from the building façade.

D. Monument Signs. Monument signs are allowed, subject to the following regulations:

1. Maximum Height: 10 feet
2. Maximum Length: 8 feet
3. Maximum Area: 60 sq feet
4. Materials: Must match the primary materials of the building.
5. Must be utilized as an eye-level identifier.

6. Design: No air space visible between the sign and its structure.
7. An area of no less than three (3') feet around signs with 50% of said area must be landscaped.

E. Digital Sign. Digital signs are allowed, subject to the following regulations:

1. Maximum Height: Ten (10) feet
2. Maximum Length: Eight (8) feet
3. Signs including any that will flash, blink or fluctuate in light intensity during operation or has moving pictures are prohibited.
4. Electronic signs are not allowed to change more than once per hour without variance approval.
5. Signs lumens must not exceed two thousand seven hundred (2,700 L) lumens between sunset and sunrise and shall not exceed eight thousand (8,000) lumens during daylight hours.
6. All digital signs must be on a timer. Digital signs must be turned off from midnight to 6am.

F. Lightbox Signs. Lightbox signs are allowed with the following regulations.

1. Sign lumens must not exceed two thousand seven hundred (2,700 L) lumens.
2. All lightbox signs must be on a timer. Lightbox signs must be turned off from midnight to 6am.

G. Projecting Signs. Projecting signs are allowed with the following regulations:

1. Projection: Maximum projection of three (3') feet.
2. Height: Minimum of ten (10') feet above the ground.
3. Design: The sign must match the building materials.

H. Wall Signs. Wall signs are allowed with the following regulations:

1. Design: Signs must coordinate with the building's materials and colors.

2. Size: Maximum size is 30% of the total wall area, including doors and windows, or 30 square feet, whichever is smaller.

I. All other signs are prohibited without a variance approval.

SECTION 10. APPEALS, ENFORCEMENT AND PENALTIES

- A. **Appeal.** All administrative interpretations of this ordinance may be appealed to the Planning Commission. The Planning Commission may consider certain alternatives on a case-by-case basis. All decisions made by the Planning Commission may be appealed to the Goshen City Council.
- B. **Noncompliance.** Violators may face a fine of up to \$250 for each infraction, with each day of noncompliance considered a separate violation. Citations may be issued by a certified officer of the law, leading to potential legal action.

SECTION 11. LICENSING AND INSURANCE REQUIREMENTS

All contractors installing commercial signs must hold a valid contractor's license, maintain current liability insurance, and be in good standing with the Arkansas Contractors Board.

SECTION 12. SEVERABILITY

If any section, provision, or part of this ordinance is held to be unconstitutional or invalid, the remainder of the ordinance shall remain in full force and effect.

SECTION 13. REPEALER

All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

SECTION 14. EMERGENCY CLAUSE

This Ordinance being necessary for the immediate preservation of the public peace, health, safety, and wellbeing, 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 AND APPROVED this 8th day of July, 2025.



Russell Stroud, Mayor

ATTEST:



Gina Swanson, Recorder/Treasurer



APPROVED AS TO FORM:



Brian C. Hogue, City Attorney

ROLL CALL

Names of those voting YEA

Birch Wright
John Vaillancourt
Paula Anderson
Shawn Mayfield

Curtis Vaughan – Abstained

Absent

Colton Martin

Names of those voting NAY

ROLL CALL ADOPTING THE EMERGENCY CLAUSE

Names of those voting YEA

Birch Wright
John Vaillancourt
Paula Anderson
Shawn Mayfield

Curtis Vaughan – Abstained

Absent:

Colton Martin

Names of those voting NAY