



## City of Little Rock

### Department of Planning and Development

723 West Markham Street  
Little Rock, Arkansas 72201-1334  
Phone: (501) 371-4790 Fax: (501) 399-3435 or 371-6863

**Planning  
Zoning and  
Subdivision**

### PERMITTED GUIDELINES FOR SPECIAL EVENTS

1. Permitted decorations are:

One banner attached to the façade of the building/or, one banner attached to the business ground sign supports.

OR

One flag on securely mounted flagpole attached to building façade. Flag must be mounted on building with street frontage.

OR

One A-frame sign with a maximum height of 6 feet, anchored to the ground by way of cable of chain and stakes, and placed 5 feet behind all property lines.

2. Where the construction of the business ground sign does not allow proper attachment of a banner (i.e., monopole or monument types), the applicant may request placement of a banner on wooden or metal posts with a maximum height of 6 feet, anchored to the ground by way of cable or chain and stakes, and place 5 feet behind all property lines.

Such requests must be made in writing and submitted to the Sign Codes Chief for approval.

3. All permitted decorations must be displayed with street frontage.

Where a business is located on a corner lot with two street frontages, the business shall be allowed decorations for the additional street frontage which are placed in accordance with the above guidelines. No additional permit fee is required for the second street frontage provided the application for both street frontages is made at one time, and on the same application form.

4. The following list of signs and/or decorations are specifically prohibited for use by anyone. They are:

Trailer or temporary signs, in any manner of exterior display;

Pennants, festoons, or colored flags; and

Beacon lights or flashing, rotating or oscillating lights.

5. Grand Opening and Special Event promotions with the use of approved decorations are allowed a maximum of 24 weeks per year for any one business.
6. The applicant must fill out a Special Event permit application.
7. The applicant must pay \$20.00 per sign for each 6 weeks special event permit.
8. A total of four special event permits may be issued per address per calendar year.
9. Flag style banners are not approved devices.