

Steps to Obtaining a Sign Permit in Little Rock

*Having a sign can make it easier for customers to find you, but **all outdoor signage must be approved by the City of Little Rock before you put it up.** Below, we have listed most of the steps required to do this. If you have questions about the process or need help, please contact an attorney.*

Step 1: Register your business with the state of Arkansas.

- a. File your Articles of Incorporation or Organization with the **Arkansas Secretary of State Business and Commercial Services Division**.
 - i. You may do this on their website: <https://www.ark.org/sos/ofs/docs/index.php>
 - ii. Alternatively, you may file in person or by mail.
 1. Address: Victory Building, 1401 W. Capitol Ave, Suite 250, Little Rock, AR 72201
 2. Phone: 501-682-3409.
- b. If you are not incorporating, you must obtain a DBA (Doing Business As) Certificate with the **Pulaski County Clerk**.
 - i. You must apply for this in person at their office in the Pulaski County Courthouse.
 1. Address: 401 W. Markham St., Suite 100, Little Rock, AR 72201
 2. Phone: 501-340-8375.
 - ii. To search the online DBA database to be sure your chosen business name is not already in use, go to their website <http://www.pulaskiclerk.com/> and click on "DBA". The "DBA Search" page will open where you can search for your business name.

Step 2: Apply for a sign permit if you wish to display a sign outside your place of business.

- a. Call the **City of Little Rock Zoning Department** at **501-371-4844** to ascertain whether or not the zone you are in has special regulations for signage.
 - i. There are two zoning districts in Little Rock: the Capitol Zoning District and the City of Little Rock Zoning District.
 - ii. The purpose of the Capitol Zoning District Commission is to maintain the unique historical architecture and character of the areas around the State Capitol and Governor's Mansion; this includes regulation of the size, design, placement, and number of outdoor signs.
 - iii. Some of the zones within the City Zoning District have sign regulations as well.
- b. The Planning & Development department will refer you to the proper zoning office if your location has special sign requirements.

Step 3: Obtain a business license to operate in the city of Little Rock.

- a. You may do this on the **City of Little Rock's** website: <http://littlerock.org/citydepartments/finance/businesslicenses.aspx>
- b. Or you may submit the information in person or by mail to the **Zoning Division, Planning and Development Department**.
 - i. Address: 723 West Markham Street, Little Rock, AR 72201

- ii. Phone: 501-371-4568
- c. Once the Zoning Division has received and approved your application, it is forwarded to the Treasury Management Division.
 - i. The Treasury Management Division will review your application and set up an account for the business.
 - ii. Any fees will be determined by the information included on the application.
 - iii. If any other information is needed, Treasury Management personnel will contact you.

Step 4: If you need special permission for your sign, meet with the appropriate zoning district commission in person.

- a. Zoning districts:
 - i. **Capitol Zoning District Commission**
 - Phone: 501-324-9644
 - Address: 410 South Battery Street in Little Rock
 - Web: <http://czdc.arkansas.gov/Pages/default.aspx>
 - ii. **City of Little Rock Zoning District**
 - Phone: 501-371-3790
 - Address: 723 West Markham, 2nd Floor, in Little Rock
 - Web: <http://www.littlerock.org/citydepartments/planninganddevelopment/divisions/zoning-subdivision/>
- b. Take the graphics, location, and specifications of your proposed sign, and a copy of your Business License.
- c. Once your sign has been approved, you will be issued a Certificate of Appropriateness.
- d. There is no fee for completing this process.

Step 5: Obtain your final Sign Permit.

- a. Once you have the approval and certificates, go (in person) to the **Little Rock Planning and Development Office** located at **723 West Markham in Little Rock** (501-372-4844).
- b. Take the color drawing of the sign with specifications, the Certificate of Appropriateness, and a check for the Permit fee.
- c. Fill out the Sign Permit Application, pay the fee, and the application will be stamped with the Permit number.

Step 6: Build and install your attractive sign. And have a successful business!