



**City of North Little Rock
Building and Housing Board of Adjustment (Sign Board) Agenda
Tuesday June 9, 2020 - 9:30 AM
City Council Chambers – 300 Main Street, NLR, AR 72114**

Agenda Meeting: - Roll Call and finding of a Quorum

Approval of Minutes: - March 10, 2020

Public Hearing:

SB 2020-06 - A variance is requested from the area provision of Section 14.25(e) of the North Little Rock Zoning (Sign) Ordinances to allow the placement of wall signs without public street frontage on three facades of the hotel building located at 4221 Stockton Drive.

Administrative:

Next Sign Board Hearing Date: July 14, 2020
Filing Deadline for July 14, 2020 hearing June 10, 2020

Public Comment & Adjournment:

Reminder:

- Turn off cell phones
- Sign Board Hearing procedures on back of the Agenda
- Visitors sign-in with both name **and** address



**NORTH LITTLE ROCK
SIGN BOARD
HEARING PROCEDURES
(1/1/2019)**

Order of the Public Hearing: The regularly scheduled public hearing is generally held on the 2nd Tuesday of each month at 9:30 AM in the Planning Department Conference Room, 120 Main Street. All meetings are open to the public. Typical hearings begin with roll call and finding of a quorum, approval of the previous meeting minutes, correspondence and staff reports, committee reports, unfinished business, new business, public comment and adjournment.

Voting: There are five Board members. A quorum consists of three members present. "Robert's Rules of Order" apply unless the Board has outlined alternative procedures. All business must be approved by a minimum of three votes.

Procedure to allow a person to address or approach the Board:

1. No person shall address or approach the Board without first being recognized by the Chair.
2. After being recognized, each person shall state their name and address for the record.
3. All questions and remarks shall be addressed through the Chair.
4. All remarks shall be addressed to the Board as a whole and not to any individual Board member.
5. When a group of citizens are present to speak on an item, a spokesperson may be selected by the group to address the Board. If multiple individuals of the group desires to speak, the Chair may limit each presentation to three minutes.
6. No person other than members of the Board and the person having the floor shall be permitted to enter into any discussion, either directly, indirectly or through a Board member, without permission of the Chair.
7. Once the question has been called, no person in the audience shall address the Board on the matter at hand without first securing permission to do so by a majority vote of the Board.
8. At least 24-hours prior to the public hearing, anyone wishing to submit exhibits for the record shall provide staff with copies of the exhibits for each Board member, one copy of the exhibit for staff to place in the permanent file and one copy of the exhibit for the legal department.
9. At least 24-hours prior to the public hearing, anyone wishing to read a statement into the record shall provide staff with a written copy of the statement.

**North Little Rock Building and Housing Board of Adjustment
Sign Board - Minutes
March 10, 2020**

The North Little Rock Building and Housing Board of Adjustment (Sign Board) meeting was called to order by Vice-Chair Gardner Burton at 9:29 am in the Community Planning Conference Room B. Roll was called and a quorum was found to be present. A quorum being three members present.

Members Present

Gardner Burton, Vice-chair
Brad Hughes
Mike Tabor
Jeremy White, arrived 9:34 am

Member Absent

Gladys Webb, Chair

Staff Present

Donna James, City Planner
Allison Austin, Secretary
Marie Benarde-Miller, Deputy City Attorney

Others Present

Brian Dale of 24 Rahling Circle, Little Rock, AR 72223
Keith Richardson of 28 Chenal Circle, Little Rock, AR 72223
Clay Smith of 2851 Lakewood Village Drive, North Little Rock, AR 72116
Kevin Honea of 8525 Distribution Drive, Little Rock, AR 72209
Robert Manning of 1231 Central Avenue, Hot Springs, AR 71901

Approval of Minutes:

Mr. Tabor made a motion for approval of the minutes from the previous meeting, January 14, 2020.

Mr. Hughes seconded the motion. The motion carried with no dissent.

Administrative:

Mr. Hughes made a motion to excuse Ms. Webb.

Mr. Tabor seconded the motion. The motion carried with no dissent.

Mr. Burton made the announcements and requested everyone sign-in and turn off their cell phone.

Public Hearing

Sign Board 2020-03: To allow the placement of a wall sign without public street frontage for Texas Roadhouse Steak House Restaurant, 3601 Warden Road, North Little Rock, AR 72117.

Mr. Robert Manning introduced himself as the applicant for 3601 Warden Road, North Little Rock, AR 72117.

Ms. James introduced the item and provided a presentation to the Board, which included photos of the area, a photo of the location of the proposed wall sign without street frontage. Ms. James mentioned Pizza Hut located just north of this site had wall signs which were located without street frontage. She stated it was assumed Pizza Hut requested wall signage without street frontage located on their north and south facades in-lieu of a wall sign located on the front of the building which has street frontage on Warden Road. She stated the record for the Pizza Hut approval was not complete but during the discussion for the proposed variance wall signage was discussed. She stated if the Board approved the request for Texas Roadhouse the approval would allow the placement of a wall sign containing 18.1 square feet of sign area located without street frontage on the north façade of the building over the front entrance to the restaurant.

Mr. Burton questioned if the size of the sign was in compliance noting the variance was for the location. He also questioned if there were any residential uses located in the area which could be impacted by the sign placement.

Staff stated the size of the sign was not a concern. Staff also stated there were no residential uses in the immediate area. Staff stated the apartments were located to the south of the site and the sign was proposed on the north wall.

Mr. Hughes stated he had no problem with the sign because it was over the front door, and he would make a motion unless there was a need for more discussion of a hardship.

Mr. Tabor made the motion to approve the request as submitted by the applicant based on staff's positive recommendation.

Mr. White seconded the motion. The motion carried with no dissent.

Sign Board 2020-04: To allow the placement of a wall sign without public street frontage for Game X Change, 2935 Lakewood Village Drive, North Little Rock, AR 72117.

Mr. Kevin Honea introduced himself as the applicant for 2935 Lakewood Village Drive, North Little Rock, AR 72117.

Ms. James introduced the item and provided a presentation to the Board, which included photos of the area, a photo of the location of the proposed wall sign without street frontage. Ms. James stated this location was an end cap for the shopping center. She stated if the Board approved the request, the approval would allow the placement of a wall sign containing 54 square feet of sign area, which was located without street frontage, on the southern façade of the building. She stated with the approval staff was requesting the removal of an existing awning on the southern façade of the building which contained a former tenant's business name and logo. She stated if the awning was replaced there was to be no lettering or name of a business located on the awning without prior approval of a variance request to allow additional signage on this southern wall.

Mr. Burton asked if the property was in view of any residences. Ms. James replied it was not in view of any residence.

Mr. Burton asked for the applicant to state his hardship.

Mr. Honea stated the sign was important for viewership. He stated the landscaping of the property blocked the majority of the front sign. He stated the wall sign on the south wall would be seen by a great deal of traffic, including the driveway between L.A. Fitness and the end of the strip mall. He stated the drive provided access to the McCain Mall. He stated although the drive was not technically a dedicated city street the drive did carry a great deal of traffic allowing indirect access from Warden Road to North Hills Boulevard. He restated the existing awning would be removed and a new awning, which matched the existing awnings of the rest of the shopping center put in its place.

Mr. Hughes asked if Altell had permission for a sign on the south wall at this same address. Ms. James stated the records did not indicate Altell had permission to place a wall sign at this location. Mr. Hughes stated Altell was one of the first tenants, so they might not have had to request a variance.

Mr. Burton asked if the business had a sign on the front. Mr. Honea stated there was a sign on the front wall but the trees in front of the property blocked the view of the front sign, as seen in the pictures. He also stated the proposed sign was a smaller scale than the front sign.

Mr. Hughes stated the other endcap properties in the shopping center had additional signage.

Ms. Miller reminded the Board of the need to pass or fail the motion based on staff recommendation and the hardship so people could go back and see the reason for the decision of the Board. She stated the Board could make a motion similar to I move we grant the variance request based on the recommendation of staff.

Mr. Hughes made a motion to approve the request as submitted by the applicant based on staff's positive recommendation.

Mr. White seconded the motion. The motion carried with no dissent.

Sign Board 2020-05: To allow the placement of a ground sign with an increased height and an increased sign area for The Pointe at North Hills Apartments, 3000 North Hills Boulevard, North Little Rock, AR 72116.

Mr. Brian Dale and Mr. Keith Richardson introduced themselves as the applicants for 3000 North Hills Boulevard, North Little Rock, AR 72116.

Ms. James introduced the item and provided a presentation to the Board, which included photos of the area, a photo of the location of the proposed ground sign stating if the Board approved, the request the approval would allow the placement of a sign with a 3-foot decorative base and a 6-foot sign case sitting atop the decorative base with an overall length of 18-feet containing a total sign area including the decorative base of 162 square feet. She stated the cabinet with lettering by itself was 108 square feet. Ms. James stated the property had street frontage on three sides. She stated staff was supportive of allowing the sign as proposed based on the size of the property and the fact the development was only requesting one sign location.

She stated the main entrance to the development was on North Hills Boulevard and there was now a new traffic light at the entrance to the development. She stated the proposed sign was located in a manner which did not block any views of residents entering or exiting the development.

Mr. Hughes asked about the lighting of the sign. Mr. Richardson answered the sign would be backlit. He stated there was no up-lighting or movement to the sign.

Mr. Burton asked about the possibility of seeing the sign from the surrounding residences. Ms. James stated the homes in the surrounding subdivisions were higher than this site, located on a hill, and above the elevation of the sign. Mr. Hughes also mentioned the plant nursery located across the street had a great deal of lighting and he felt the proposed sign would add minimal light pollution.

Mr. Burton asked the applicant to state their hardship. Mr. Dale replied they had 2,300

linear feet of frontage along North Hills Boulevard as well as Barbara Drive. He stated the developer was allowed more sign locations and square footage of signs than proposed but the developer wanted to keep the wooded area natural to provide screening for the existing residents and the new apartment dwellers. He stated the developer was only requesting this one sign at the entrance which was not the total of all the square footage allowed. He stated with their 66-acres, they could have 15 signs totaling 360 square feet.

Mr. Hughes stated the size of the sign was compared to the sign approved for the Foothills Apartments. He stated the size of the sign was acceptable to him.

Mr. Hughes made a motion to approve the request as submitted by the applicant based on staff's positive recommendation.

Mr. White seconded the motion. The motion carried with 3 votes for and 1 against.

Public Comment/ Adjournment

Mr. Burton made a motion to adjourn the meeting.

Mr. Tabor seconded the motion to adjourn at 9:54 with no dissent.

PASSED: _____ RESPECTFULLY SUBMITTED:

Gladys Webb, Chair

SB #2020-06
June 9, 2020

Variance Requested: A variance is requested from the area provision of Section 14.25(e) of the North Little Rock Zoning (Sign) Ordinances to allow the placement of wall signs without public street frontage.

Legal Description of the Property: Lot 11, Block 4, Springhill Development Addition to the City of North Little Rock, Pulaski County, Arkansas.

Location of the request: 4221 Stockton Drive, North Little Rock, AR 72117

Owner/Applicant: Arkansas Sign and Neon, Davis Ashley
8525 Distribution Drive, Little Rock, AR 72209

Present Use of the property: Home 2 Suites by Hilton

Present Zoning of the Property: C3, Community Shopping

Site Characteristics: The site is developing as a hotel. Construction of CARTI, located to the west of this site, was recently completed and a Certificate of Occupancy issued for the building. Located west and south of this site are medical office buildings. Other uses located nearer Interstate 40 include convenience stores and restaurant uses. To the north of the site along McCain Boulevard are shopping centers with retail, office and restaurant uses. Also north of the site at the intersection of Smokey Lane and McCain Boulevard are two big box home improvement stores, Lowes and Home Depot. Baptist Medical Center Campus is located to the east of this site

Surrounding Zoning:

North: C3, Community Shopping
South: C3, Community Shopping
East: C3, Community Shopping
West: C3, Community Shopping

Surrounding Uses:

North: Lowes/Imaging Solutions of AR
South: Arkansas Urology
East: Stockton Medical Plaza
West: CARTI

Justification: The applicant's justification is presented in an attached letter.

Background:

The Planning Commission at their May 8, 2018, Public Hearing approved the site plan for the development of a 4-story hotel located at this site. The site plan included the construction of a 70,000 – 75,000 square foot hotel with 154 guest rooms and 154 total parking spaces. A building permit for the new hotel was issued in mid-2019.

Ordinance No. 9208 adopted by the City Council on January 27, 2020, allow the placement of a sign on the property located at 3400 Springhill Drive with an increase in the height for a monument sign (8-feet vs. 6-feet in height). The sign was proposed as a shared sign between CARTI and the hotel. Since the sign was located on a lot other than the hotel property, the approval allowed the placement of an off-premise sign for the hotel.

Staff Analysis:

The applicant is seeking approval to allow the placement of wall signs on three sides of the hotel building, which are located without public street frontage. The applicant is proposing the placement of four sign locations on these three walls; one on the east wall, two on the north wall and one on the west wall. The signs are proposed as channel letters. The sign on the east elevation reads, "Home 2 Sites by Hilton". The overall height of the sign is 6-feet 6 ¾-inches and the overall length is 27-feet 9 1/8-inches (187 square feet). One of the signs on the north elevation also reads "Home 2 Suites by Hilton" and measures 3-feet 3 3/8-inches in height and 27-feet 3 3/8-inches in length (90 square feet). The second wall sign on the north elevation is the brand name, "TRU by Hilton". The sign is 8-feet 11 ¼-inches in height and 7-feet wide (57 square feet). The sign on the west wall is also a "TRU by Hilton" sign 5-feet 11 ¼-inches in height and 7-feet in width (36 square feet). All the signs proposed are less than the ten percent allowance for wall signs.

The applicant's letter of hardship states the hotel is the first dual brand of TRU/HOME2 in the State of Arkansas. He states having proper signage and being visible and identifiable from all entry points is essential for guest to locate the property. He states guest accessing the site from US 67/167 north will take the McCain Boulevard exit and travel east. He states there will be occasions when directions given to guests to locate the site from all street access points. He states this location on Stockton Drive is between two major roads, Springhill Drive and Smokey Lane. Also I-40 to the south and McCain Boulevard to the north. He states the original plan was to locate the hotel at the intersection of Springhill Drive and Stockton Drive but felt locating CARTI Cancer Center at the intersection was essential to serve the local community.

The applicant states signage is an essential component of a business's overall success. He states exterior signs will help draw attention to and allow the differentiation of landmarks for this location. He states there will be times when guests will be traveling and trying to locate the property at night and with proper lighting, the additional signage will allow them to locate and arrive safely.

A letter provided by the North Little Rock Advertising and Promotion Commission request the "Sign Board" approve the request as proposed. The letter states the A&P Commission is very excited the applicant has chosen NLR's McCain area to build the new concept of two different hotel brands under one roof. Noting the unique development will attract two different types of travelers to this area of the City. The letter of support notes the various dining and lodging options off the US 67/167 and Interstate 40 roadways with Interstate

40 being one of the nation's business highways. Stating due to the location of the new hotel additional signage is required to allow guest to easily locate the dual brand hotel.

The Zoning Ordinance states all permitted wall signs shall not exceed ten percent in aggregate sign area for that occupancy's façade area. Wall signs must face required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant.

Staff feels the applicant's request is reasonable. The hotel is being constructed as a four-story building. The majority of the buildings located within this area are one and two-story buildings, therefore, in staff's opinion, the signs will be visible from the other street locations as indicated by the applicant. Staff is supportive of the applicant's request.

Board Members to Consider:

1. Does the variance request authorize the operation of a use other than uses specifically permitted in the district? No
2. Does the zoning ordinance, if literally interpreted, deny the reasonable use of the property? No
3. Are there unique circumstances, which were not created by the owner of the property, which necessitates the variance? No.
4. Will approval of the variance harm the use of the adjoining property? No
5. Will approval of the variance alter the essential character of the district? No
6. Will approval of the variance weaken the general intent and purpose of the land use and zoning plan? No
7. Will the approval of the variance be in harmony with the spirit of the ordinance? Yes
8. Will the approval of the variance adversely affect public health, safety, and general welfare? No

Approval Allows:

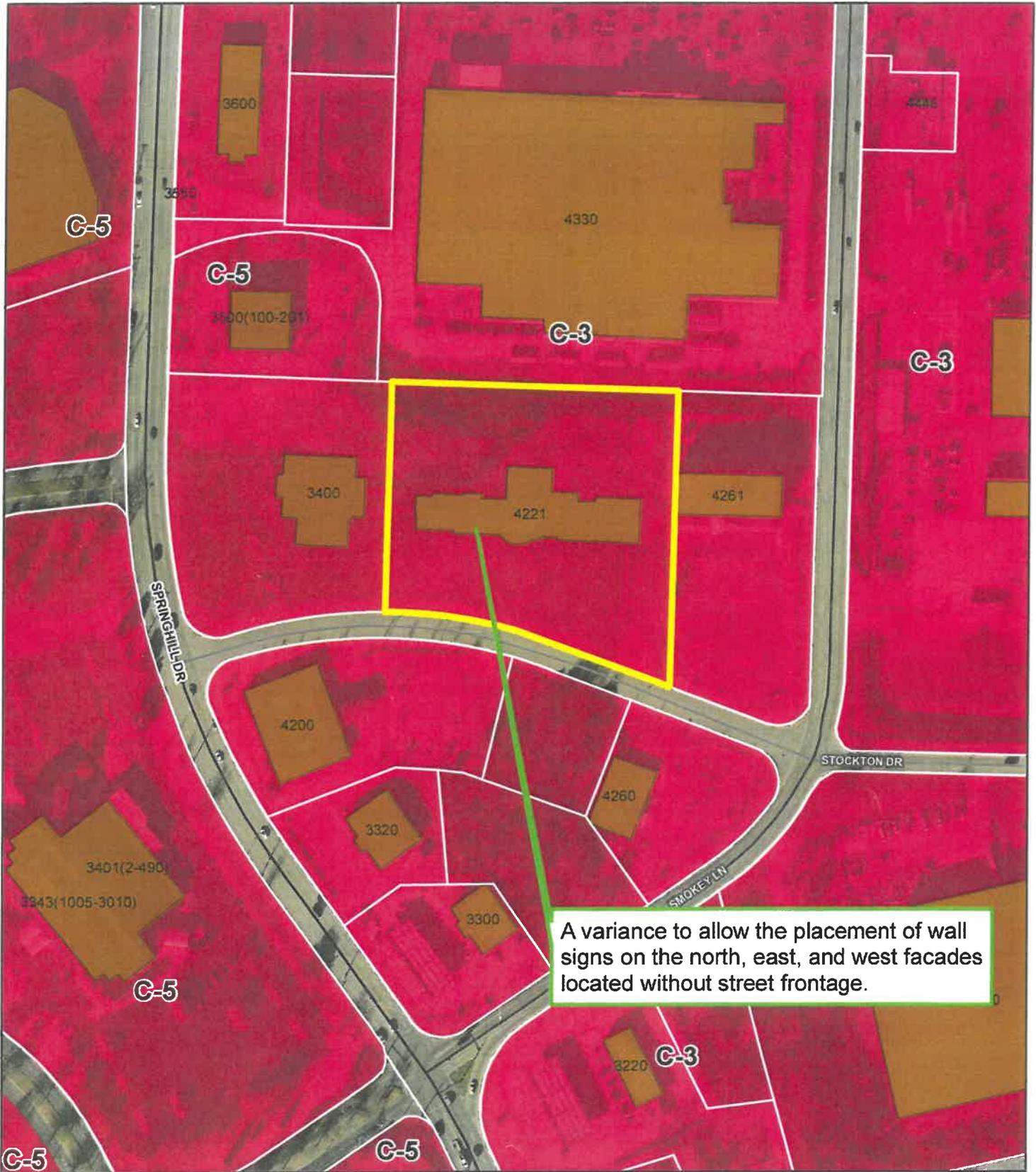
1. The approval will allow the placement of wall signs without public street frontage on the north, east and west facades.
 - a. A sign on the east elevation with an overall height of 6-feet 6 ³/₄-inches and an overall length of 27-feet 9 ¹/₈-inches (187 square feet).
 - b. One sign on the north elevation measuring 3-feet 3 ³/₈-inches in height and 27-feet 3 ³/₈-inches in length (90 square feet).
 - c. A second wall sign on the north elevation 8-feet 11 ¹/₄-inches in height and 7-feet wide (57 square feet).
 - d. A sign on the west facade 5-feet 11 ¹/₄-inches in height and 7-feet in width (36 square feet).
2. Approval of this variance request is valid for 180-days from date of approval. If a building permit is not secured within the 180-day period, approval becomes invalid

unless, the Sign Board has approved a request for a time extension. All requests for time extension must be made prior to the expiration of the Board's approval.

Staff Recommendation:

Staff recommends approval of the request as filed.

Sign Board

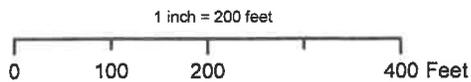


A variance to allow the placement of wall signs on the north, east, and west facades located without street frontage.

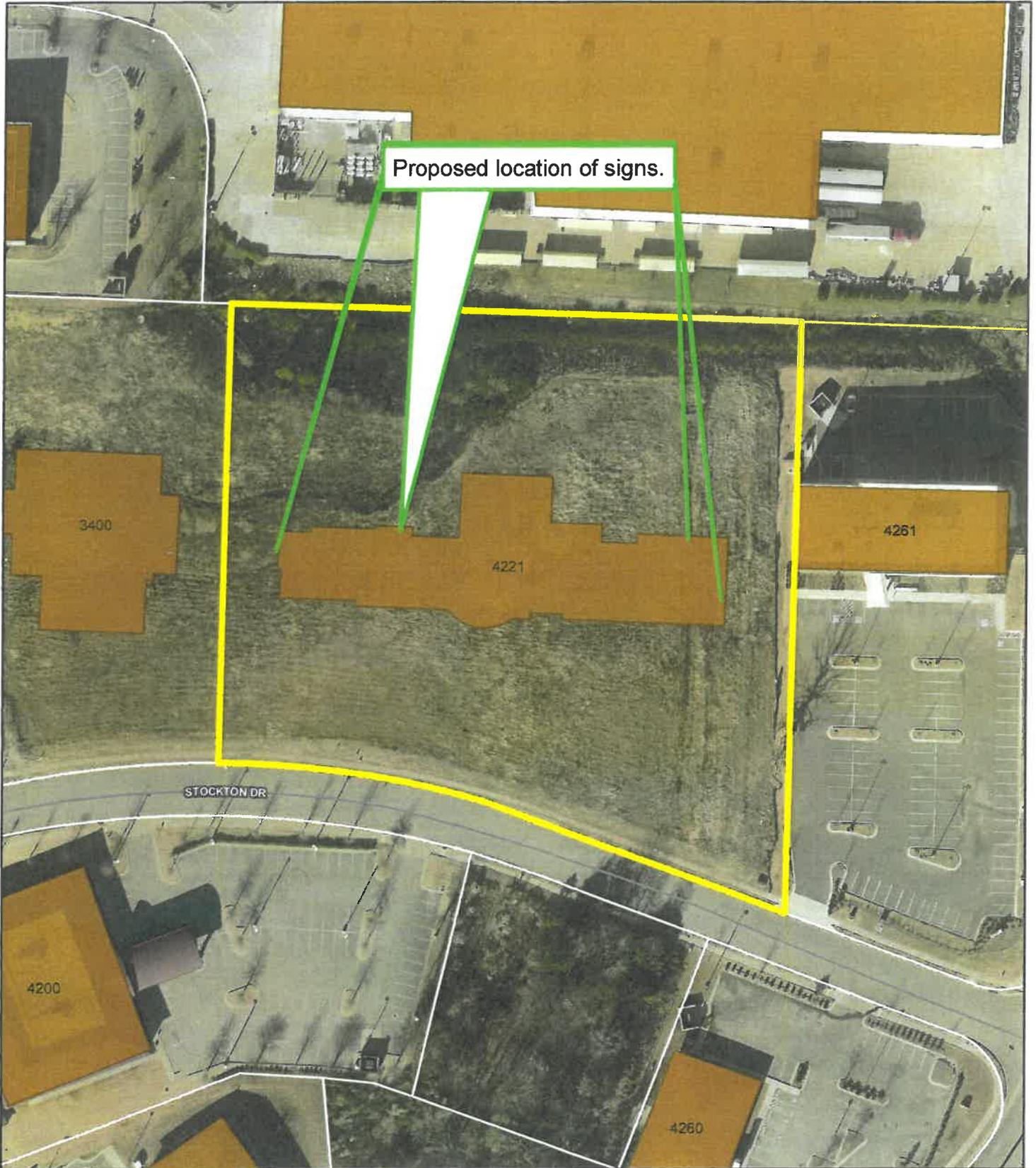


Date: 3/13/2020

BHBA CASE # 2020-06
4221 Stockton Drive



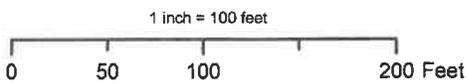
Sign Board



BHBA CASE # 2020-06
4221 Stockton Drive



Date: 3/13/2020

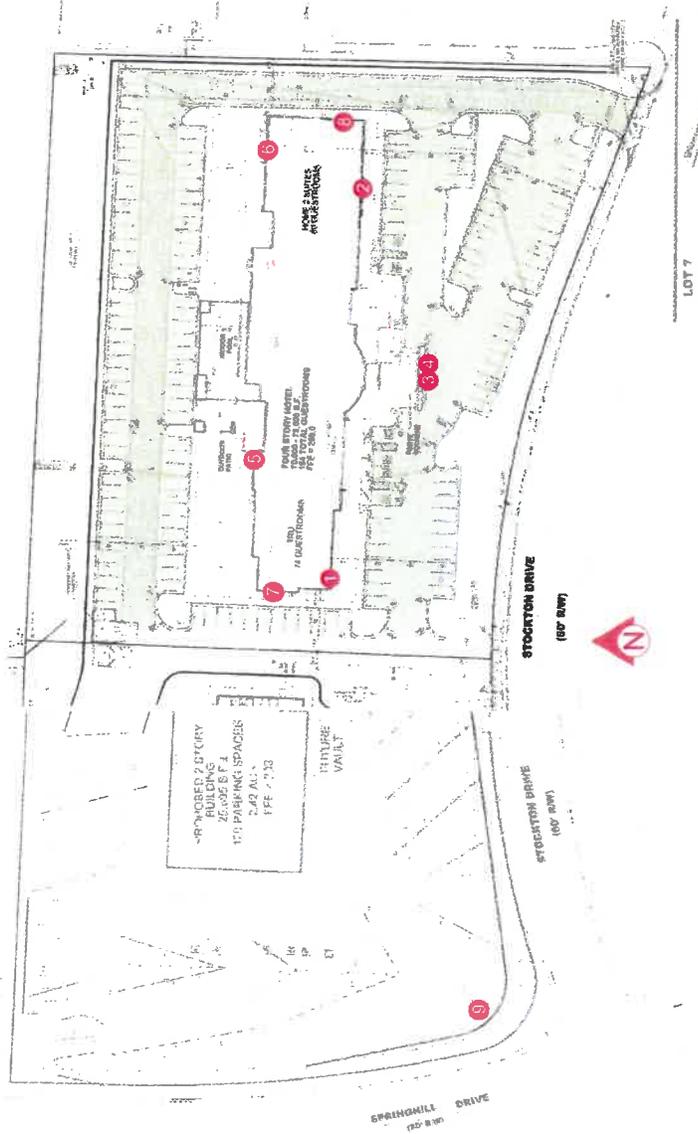


Permit

TRU / HOME 2 SUITES
 4221 STOCKTON DRIVE
 NORTH LITTLE ROCK, AR

PROPOSED SIGNS:

- 1 TRU 7" CHANNEL LETTER DISPLAY
- 2 HOME 2 SUITES 30" CHANNEL LETTER DISPLAY
- 3 3'-3" NON-ILLUMINATED "TRU" WALL SIGN
- 4 18" NON-ILLUMINATED "HOME 2 SUITES" LETTERS
- 5 TRU 7" CHANNEL LETTER DISPLAY
- 6 HOME 2 SUITES 24" CHANNEL LETTER DISPLAY
- 7 TRU 7" CHANNEL LETTER DISPLAY
- 8 HOME 2 SUITES 48" CHANNEL LETTER DISPLAY
- 9 4' X 10' SHARED MONUMENT SIGN AT 6' OAH



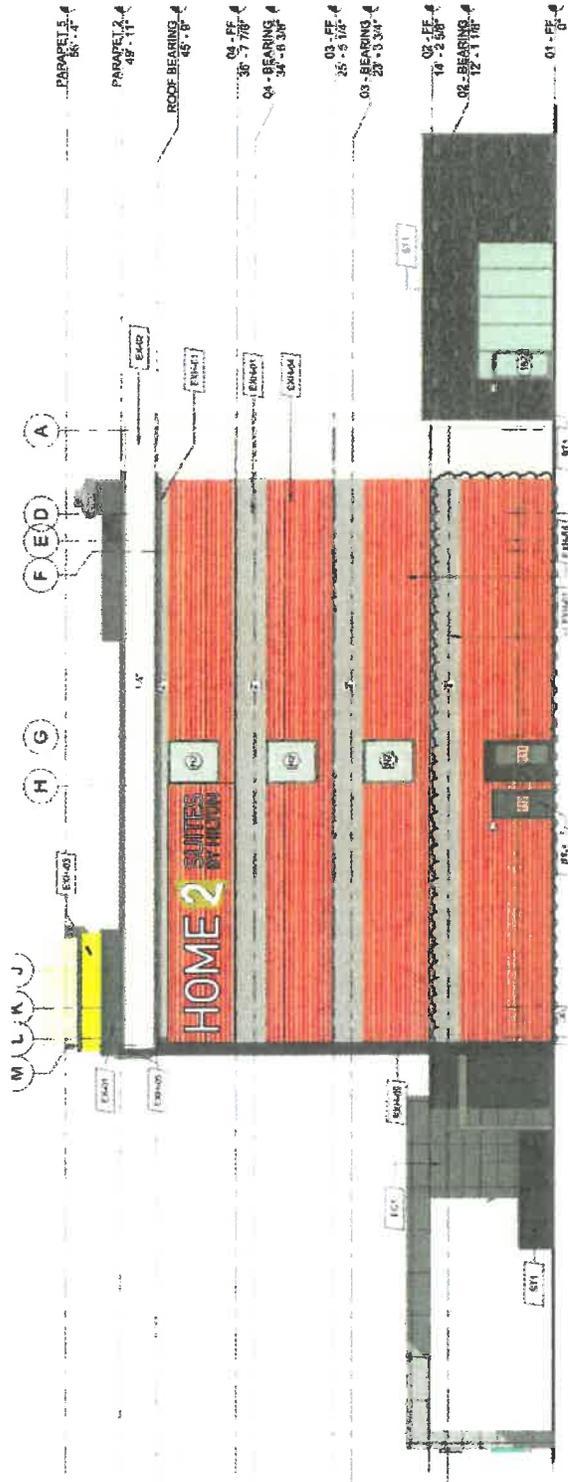
APPROVAL BOX - PLEASE INITIAL	
CUSTOMER APPROVAL	DATE

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:	TRU / HOME 2 SUITES	Date:	1/20/20	Prepared By:	CM/SC/KH/JS/TJ/TB	Note: Color copy may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are to be printed, please provide the correct PMS match and a reference to this drawing will be made.
Location:	NORTH LITTLE ROCK, AR	File Name:	201483 - R7 - NORTH LITTLE ROCK, AR	Eng:	-	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 270 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com



EAST ELEVATION
SCALE: 3/64" = 1'-0"



HOME 2 SUITES BY HILTON

6'-6 3/4" | 48" | 25 7/16" | 17 1/4"

27'-9 1/8" | 3'-3 1/8"

CHANNEL LETTER DETAIL
SCALE: 3/16" = 1'-0"

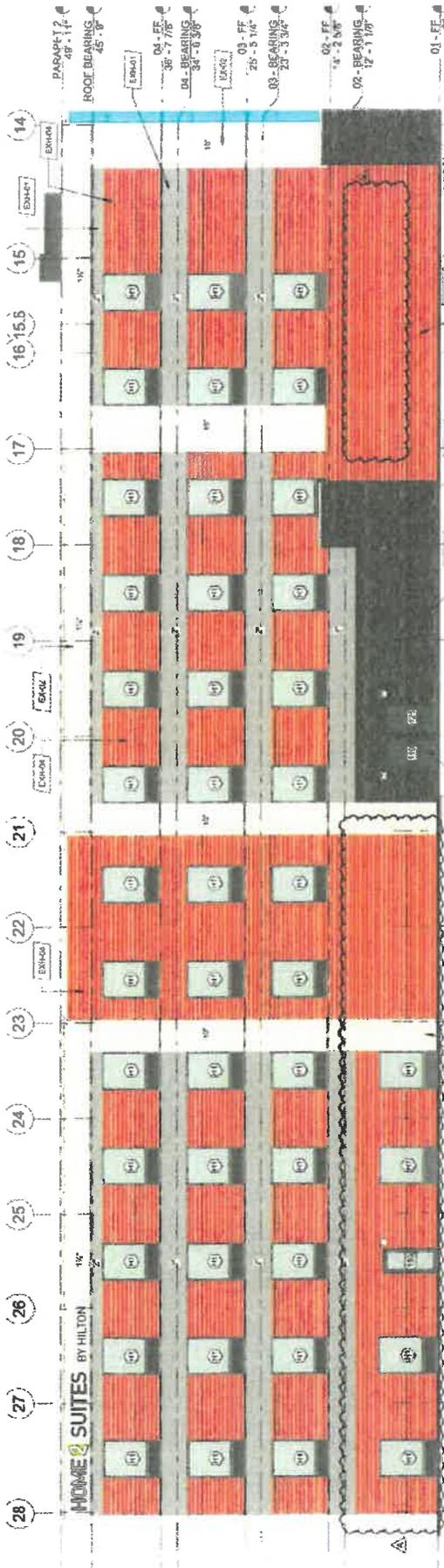
APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:	TRU / HOME 2 SUITES	Date:	11/10/19	Prepared By:	KH	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 · www.personasigns.com
Location:	NORTH LITTLE ROCK, AR	File Name:	201483 - R7 - NORTH LITTLE ROCK, AR	Eng:	-	persona SIGNS LIGHTING IMAGE

NORTH ELEVATION
EAST END
SCALE: 3/64" = 1'-0"



3'-3 3/8" 24
1-7 9/16" 24 1/2
27'-3 3/8" 14 3/16

HOME 2 SUITES BY HILTON

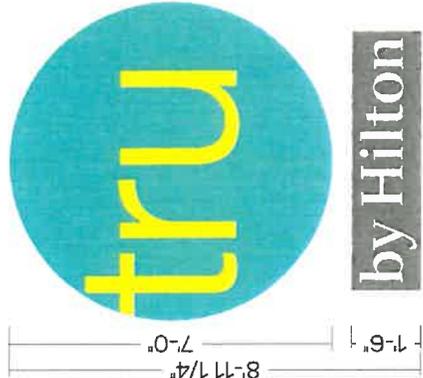
CHANNEL LETTER DETAIL
SCALE: 1/4" = 1'-0"

APPROVAL BOX - PLEASE INITIAL	DATE
CUSTOMER APPROVAL	

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:	TRU / HOME 2 SUITES	Date:	11/10/19	Prepared By:	KH	Eng:	-
Location:	NORTH LITTLE ROCK, AR	File Name:	201483 - R7 - NORTH LITTLE ROCK, AR	<p><small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small></p>			
				<p>DISTRIBUTED BY SIGN UP COMPANY 700 27th Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 · www.personasigns.com</p>		<p>persona SIGNS LIGHTING IMAGE</p>	

**NORTH ELEVATION
WEST END
SCALE: 3/64" = 1'-0"**

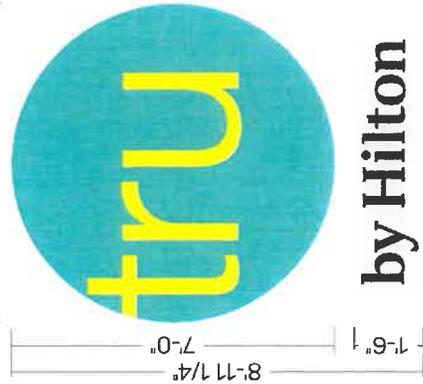
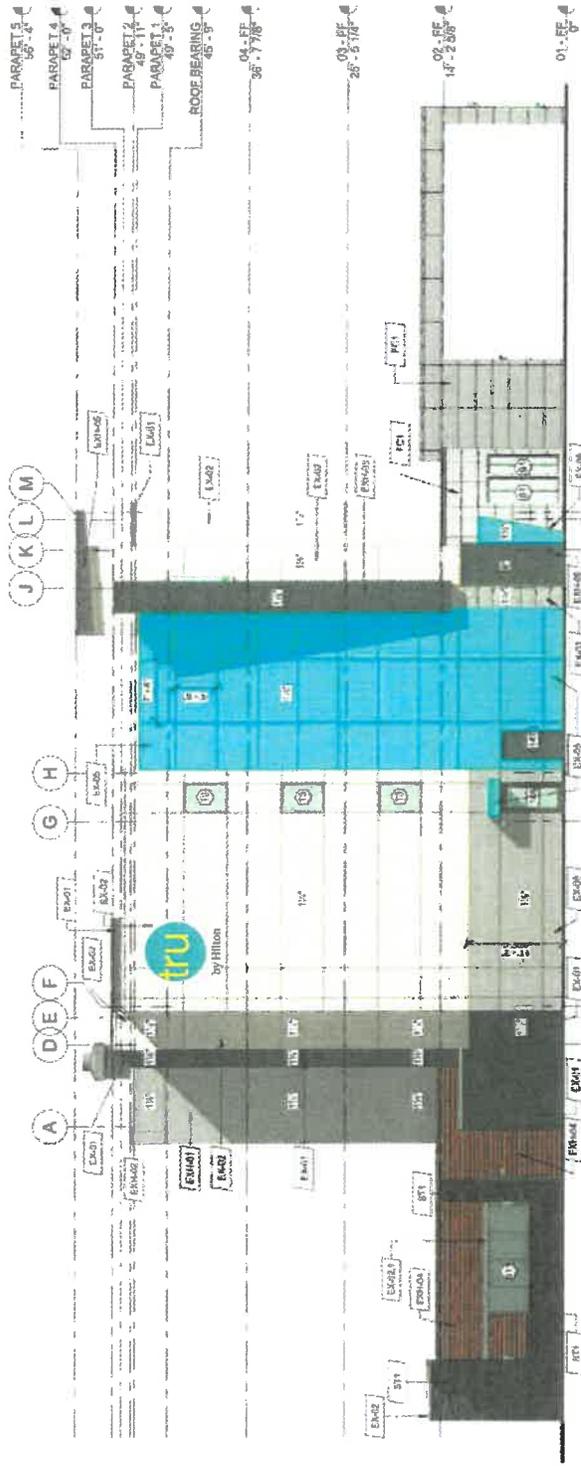


APPROVAL BOX - PLEASE INITIAL
CUSTOMER APPROVAL

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:	TRU / HOME 2 SUITES	Date:	11/20/19	Prepared By:	KH/JS/TJ	<p><small>Note: Our output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small></p> <p>Eng: _____</p>
Location:	NORTH LITTLE ROCK, AR	File Name:	201483 - R7 - NORTH LITTLE ROCK, AR	<p>PERSONA SIGNS LIGHTING IMAGE</p> <p>DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 - www.personasigns.com</p>		

WEST ELEVATION
SCALE: 3/64" = 1'-0"



tru
by Hilton
CHANNEL LETTER DETAIL
SCALE: 1/4" = 1'-0"

APPROVAL BOX - PLEASE INITIAL
CUSTOMER APPROVAL
DATE

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:	TRU / HOME 2 SUITES	Date:	11/10/19	Prepared By:	KH	<p>DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 · www.personasigns.com</p>
Location:	NORTH LITTLE ROCK, AR	File Name:	201483 - R7 - NORTH LITTLE ROCK, AR	Eng:	-	

April 16th, 2020
SETU Hospitality Inc.
3629 McCain Blvd., St.100
North Little Rock, AR, 72116

To: City of North Little Rock Honorable Sign Board Committee Members

I am writing on behalf of SETU, Hospitality Inc. to request signage approval visual from all access points of the property.

Our property will consist of 151 rooms, and the first dual brand TRU/HOME2 hotel in the state of Arkansas. We will be welcoming many guests to our great city of North Little Rock, AR. Having proper signage and being visible and identifiable from all entry points will be essential for guests to locate our property. We will have our guests coming from Hwy 67/167 North taking McCain Blvd exit.

There will be situations when we have to give directions to locate us from all street access points. Our location on 4221 Stockton Drive is between two major roads, Springhill and Smokey Lane. Our original plan to have hotel at intersection of Springhill and Stockton. We feel CARTI Cancer Center location there, is very essential to serve our local community.

The signage is an essential component of our business's overall success. Exterior signs will help draw attention, differentiate landmarks and our location. There will be times that guests will be traveling and trying to locate our property at night with proper signage and lighting, this will allow them to locate and arrive safely. We sincerely request to have building signs as requested.

Please feel free to contact me at 501-247-7300 for any question. Thanks for your kind co-operation.

Sincerely,



Manoj Patel
Setu Hospitality Inc.

SETU Hospitality Inc.
Home2 Suites and Tru by Hilton
4221 Stockton Dr., North Little Rock, AR-72117

NORTH LITTLE ROCK ADVERTISING & PROMOTION COMMISSION

PO Box 5511

PHONE

501 758 1424

North Little Rock, AR 72119 WEB

northlittlerockap.org



**NORTH LITTLE ROCK
A & P COMMISSION**

April 24, 2020

North Little Rock Sign Board
City Planning Department
120 Main Street
North Little Rock, AR 72114

Dear Sign Board Committee Members:

I am writing to ask for your approval of Mr. Manoj Patel's request for signage at all access locations for his new lodging properties. The North Little Rock Advertising & Promotions Commission / North Little Rock Convention & Visitors Bureau is very excited that Mr. Patel has chosen NLR's McCain area to build the new concept of two different hotels "under one roof". This unique development will attract two different types of travelers to this area of our city.

North Little Rock's McCain area offers travelers many dining and lodging options off US 67/167 and near Interstate 40 one of the nation's busiest highways. It is essential that travelers exiting US67/167 or I-40 can easily locate TRU/HOME2. Due to the location of the new hotel(s) additional signage is required.

The North Little Rock A&P Commission is especially proud of the fact that Mr. Patel's other property, Hampton Inn – McCain is consistently ranked, by Hilton Hotels, as one of the top Hampton Inn's out of 2,453 in the world. In 2018 the Hampton was named the Number One Hampton Inn in the Americas (North, Central & South), 2019 the Hampton was named Worldwide # 1 and in 2020 it is ranked as the #2 Hampton Inn.

As a member of the NLR A&P Commission and past chair, I worked with Manoj Patel and know his dedication to making his hotel properties the very best. I am aware of his commitment to our city with the building of CARTI next to TRU/HOME2. I hope the sign board will give its approval to Mr. Patel's signage request.

With Regards,

A handwritten signature in cursive script that reads "Bob Major".

Bob Major
President & CEO