City of North Little Rock
Building and Housing Board of Adjustment (Sign Board) Agenda
Tuesday March 10, 2020 - 9:30 AM
Planning Office - 120 Main Street - Conference Room B

**Agenda Meeting:**  - Roll Call and finding of a Quorum

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

**Approval of Minutes:**  - January 14, 2020

**Public Hearing:**

**SB 2020-03** - 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 a wall sign without public street frontage for Texas Roadhouse Steak House Restaurant, 3601 Warden Road, North Little Rock, AR 72117.

**SB 2020-04** - 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 a wall sign without public street frontage for Game X Change, 2935 Lakewood Village Drive, North Little Rock, AR 72117.

**SB 2020-05** - A variance is requested from the area provision of Section 14.23(d) of the North Little Rock Zoning (Sign) Ordinances 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

**Administrative:**

Next Sign Board Hearing Date: April 14, 2020
Filing Deadline for April 14, 2020 hearing March 11, 2020

**Public Comment & Adjournment:**
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.
The North Little Rock Building and Housing Board of Adjustment (Sign Board) meeting was called to order by Chair Gladys Webb at 9:30 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**

Gladys Webb, Chair  
Gardner Burton, Vice-chair  
Brad Hughes  
Mike Tabor  
Jeremy White

**Member Absent**

None

**Staff Present**

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

**Others Present**

Joe & Kellie Moscon of 3 Perin Rd., NLR, AR  
David Ashley of 19825 Jones Rd., LR, AR - representing 3913 McCain Blvd Ste. C.

**Approval of Minutes:**

Mr. Hughes made a motion for approval of the minutes from the previous meeting, December 10, 2019.

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

**Administrative:**

Ms. Webb reminded everyone to turn their phones off or place their phones in silent mode. She requested all visitors to sign-in with their name and address.
Public Hearing

Sign Board 2020-01: To allow the placement of wall signs without street frontage on the north and east facades of the building for the property located at 3913-C McCain Boulevard, NLR, AR.

Mr. Ashley introduced himself as the applicant for 3913-C McCain Boulevard.

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 signs without street frontage. Ms. James stated the sign to the south was already in compliance and the Board would only be voting on the north and east facing signs.

Mr. Hughes asked what the Sign Board had allowed for the Longhorn Steakhouse located on the western portion of this same building. Ms. James replied Longhorn was allowed three signs total, located on the west, south, and north facades, but the overall square footage on each façade was less than the current request by Mr. Ashley. Ms. James also stated BJ’s Brew House was approved signage on four sides of their building and Tacos-4-Life was approved sign on three sides of their building.

Ms. Webb asked for staff’s recommendation. Ms. James replied it made sense to allow a wall sign on the north elevation of the building, but questioned the true benefit of the wall sign facing east.

Mr. Ashley stated his hardship for wanting the north sign was the sign faced the shopping center and was located over the front door and where there was a lot of vehicle and foot traffic. He stated the east sign was due to the southern sign being parallel with McCain Boulevard and the east sign would gain more visibility from McCain Boulevard.

Ms. James mentioned the other two tenant spaces in between Ste. C and Longhorn Steakhouse had not been leased. Mr. Burton stated his concern was each tenant in the remaining lease spaces would request a sign facing the street and a sign facing the mall and request a sign on this lease space eastern wall facing Simmons Bank. Ms. James replied this would not be allowed and staff would not support wall signs for tenants A & B on a façade that was not their lease space. She stated each case would be judged individually and no approval now would set a precedent for a later case.

Mr. Hughes stated he was not in support of having all three signs; the allowed sign to the south, a sign on the eastern wall and a sign on the northern wall, over the front entrance. He stated he only supported the variance to allow the sign on the north wall.

Ms. Webb asked if Mr. Ashley would consider amending his proposal. Mr. Ashley agreed to amend his application to allow wall signs on the north and south elevations only. He stated his concern was most every business located within the shopping center development had been allowed to place a sign on three to four sides of their lease space and/or building. He stated he
understood there was no precedent set by the Board's previous actions and approvals of various application requests.

Mr. Burton asked where these signs would be placed on the building. Ms. James replied awnings were proposed on the south (back) and east (side) of the building to give the visual appearance of the northern (front) façade and to dress up the building façades. Ms. Webb asked where the entrance to the building was located. Mr. Ashley stated on the northern facade.

Ms. Webb stated she agreed with Mr. Hughes on approving only the north side and following the staff recommendation.

Ms. Webb asked how to handle the voting with the amendment to the proposal. Ms. Miller replied Mr. Ashley must state his wish to amend the application to remove from the request the sign on the eastern façade and only allow the sign on the northern façade, located without street frontage. Mr. Ashley stated his amended variance request was to allow a wall sign on the north facing wall only eliminating from the request the variance for the wall sign on the eastern facade.

Mr. Hughes made a motion to approve the amended request.

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

**Sign Board 2020-02:** To allow the placement of a wall sign located without direct street frontage on the west façade of the existing warehouse building for the property located at 3 Perin Rd., NLR, AR.

Mr. Moscon introduced himself as the applicant for 3 Perin Rd., NLR, AR.

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 signs without street frontage. Ms. James stated the business already had a wall sign on the south side, which did have direct street frontage. She stated, according to the applicant, the reason for the request for the wall sign on the west side of the building was the former business had taken down a wall sign, which had created a visual scar, which according to Mr. Moscon he would like to cover up.

Mr. Hughes asked what type of business this was. Mr. Moscon replied that it was a warehouse for the wholesale distribution of farm equipment.

Ms. Webb asked for the staff recommendation. Ms. James replied staff was in support of the request and felt the requests was reasonable due to most of the truck traffic would be coming down Remount Road to access the site, and while they would be able to see the south sign, it made sense to put a sign on the western façade to aid in visibility.

Mr. Hughes asked Mr. Moscon if his company had purchased the office building as well. Mr. Moscon replied that Mr. Henley still owned the office building. Ms. James stated Mr. Moscon did own the house next door to 3 Perin Rd., NLR, AR.
Ms. Webb asked Mr. Moscon if he had any comments. Mr. Moscon repeated the hardship of wanting truck traffic to be able to see exactly where the business was located since he had already had calls asking where his business was, as well as the blemish that was left from the previous sign.

Mr. Hughes made a motion to approve the proposal as submitted.

Mr. Burton seconded the motion. The motion was carried with no dissent.

**Public Comment/ Adjournment**

Ms. Miller stated regarding the previous conversation about precedent, similar situation should be looked at carefully and need an articulated reason as to why one case would get approved and then a similar or identical case would not gain approval.

Mr. Tabor asked if the Board could have asked Mr. Ashley to change the size of the sign for 3913-C McCain Blvd instead of amending it for one non-street frontage sign and allowing two signs with a smaller size. Ms. Miller stated the Board could suggest an applicant amend their application request but could not require the applicant to amend their application. Ms. James replied since this case was not denied Mr. Ashley could reapply for a smaller sign. She stated if the request had been denied, he would not be able to reapply for one year.

Ms. James restated the other previously mentioned restaurants with three to four signs were smaller in size than the request by Mr. Ashley. Mr. Hughes mentioned having multiple signs for a restaurant was different than a dental office because restaurants would attract tourists, where a dental office was a destination.

Ms. Webb asked if a staff recommendation would be put in with the case write-up in the future.

Mr. Burton made a motion to adjourn the meeting.

Mr. Hughes seconded the motion to adjourn at 9:58 with no dissent.

PASSED:__________________________

RESPECTFULLY SUBMITTED:

____________________________

Gladys Webb, Chair
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 a wall sign without public street frontage.

LOCATION OF THE REQUEST: 3601 Warden Road, North Little Rock, AR 72117

OWNER/APPLICANT: Seiz Sign Company
1231 Central Avenue, Hot Springs, AR 71901

PRESENT USE OF THE PROPERTY: Texas Roadhouse

PRESENT ZONING OF THE PROPERTY: C3, Community Shopping Zoning District

SITE CHARACTERISTICS: Texas Roadhouse Restaurant is currently renovating their restaurant building and existing signage. The wall sign on the front of the building, which is allowed by right, is proposed with individual Plex Faced LED illuminated channel letter. The applicant is seeking a variance to allow the placement of a single faced illuminated wall sign on the north façade of the building, which is located without direct street frontage. The site is located along the 67-167 Frontage Road to the east. To the north is Pizza Hut and the Other Center Shopping Center (Target) and to the west is North Little Rock Middle 6th Grade and Middle 7th and 8th Grade Campus and southwest are the Foothills Apartments.

SURROUNDING ZONING:  
North: C3 Community Shopping District  
South: R4 Multi-family District  
East: AHTD Right of way 67-167  
West: OL Open Lands District

SURROUNDING USES:  
North: Shopping Center  
South: Multi-family  
East: Warden Road  
West: North Little Rock Middle School

JUSTIFICATION: The applicant’s justification is presented in an attached letter.

PREVIOUSLY APPROVED CASES IN THE AREA:

On April 14, 1987, the Sign Board approved a request to allow Pizza Hut to install a 65-foot tall, 218 square foot ground sign. Per the minute record, during the hearing, wall signs were discussed but the complete minute record is not included in the file and is not available for review. It is assumed the wall signs requested and approved were wall signs without street frontage located on the north and south elevations of the building.

There have been a number of sign variance cases approved located in the Other Shopping Center just north of this site to allow the placement of wall signs without street frontage.
STAFF ANALYSIS/RECOMMENDATION:

The applicant is requesting a variance to allow the placement of a wall sign over the front entrance to the restaurant, which is located without street frontage. The applicant notes the sign at this location, over the front entrance, is important to the business to identify the front entrance to the restaurant and direct customers to the entry door. The sign is proposed contain 18.1 square feet of sign area. The sign is 3-feet, 3-inches tall and 5-feet, 7-inches wide. The sign will be internally illuminated.

The Zoning Ordinance states all wall signs are to face a 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. Based on the property the applicant would be allowed to place a wall sign on their southern façade, which does have street frontage. The applicant is simply requesting to relocate the allowed southern façade wall sign to the northern façade of the building. Staff is supportive of the applicant’s request.

BOARD MEMBER’S 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? Possibly, the restaurant was developed on an individual lot located within a shopping center with the front entrance not parallel with Warden Road.
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

IF APPROVED:

1. The approval will allow the placement of a wall sign containing 18.1 square feet of sign area located without street frontage located on the north façade of the building over the front entrance.
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.
To allow the placement of a wall sign without street frontage on north elevation of building over the front entrance.
February 25, 2020

VIA Hand Delivery
City of North Little Rock
Office of Community Development
Board of Adjustment

RE: Variance for Side Wall Sign

Dear Board of Adjustment:

Thank you for considering the variance application for the side wall sign at Texas Roadhouse. The restaurant is seeking approval for the purposes of customer direction and not for any advertising value. As you can see in the attached site plan, the parking lot is large and surrounds the restaurant on all sides. While the business has ample parking, there is only one entrance for its customers. The small sign being mounted over the entrance allows the customer to easily navigate to the door, especially at night when the entrance would be even harder to find.

At under 20 square foot, the sign would not present a nuisance to any surrounding business or hinder traffic in any way.

Given the wayfinding need and diminutive nature of the sign in question, we ask that you give serious consideration to this request.

Sincerely,

[Signature]

Ronny Skipper
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 a wall sign without public street frontage.

LOCATION OF THE REQUEST: 2935 Lakewood Village Drive, North Little Rock, AR 72117

OWNER/APPLICANT: Arkansas Sign & Neon
8525 Distribution Drive, Little Rock, AR 72209

PRESENT USE OF THE PROPERTY: Game Exchange

PRESENT ZONING OF THE PROPERTY: C3, Community Shopping Zoning District

SITE CHARACTERISTICS: Game Exchange is proposing the placement of a wall sign on the southern façade of their tenant lease space located within the Lakewood Shopping Center. The southern wall is located adjacent to an access drive, which allows cross access to the McCain Mall Shopping Center. The business fronts on Lakewood Village Drive, a private drive, which provides access to city streets; McCain Boulevard/Crestwood Drive/Fairway Avenue. The site is developed with a number of individual shops in a shopping plaza style development with a mix of retail, office and restaurant uses.

SURROUNDING ZONING:

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<th>North:</th>
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<td>C3 Community Shopping District</td>
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SURROUNDING USES:

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<tr>
<td>Lakewood Village Shopping Center</td>
<td>LA Fitness – Olive Garden</td>
<td>Parking Lot – Hotel/McCain Mall</td>
<td>TGI Fridays – Lakewood Pavilion</td>
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JUSTIFICATION: The applicant's justification is presented in an attached letter.

PREVIOUSLY APPROVED BOA CASES IN THE AREA:

The shopping center was developed in the mid-1980's and over the years, there have been multiple requests and approvals for variances to the City's Sign Ordinance. There are several locations and businesses, which have been approved for signage on two and/or three sides of their lease spaces and/or stand-alone buildings. This location has an awning placed over the exterior window on the southern façade with the previous tenants name and logo, which appears to have been installed without proper approvals or permits.

STAFF ANALYSIS/RECOMMENDATION:

The applicant is seeking a variance to allow the placement of a wall sign on the southern façade of their tenant lease space. The applicant's letter of hardship states the request is to allow the placement of the wall sign along the access drive running along the side of their business. He
states although the street is not actually a street it is used and functions in the same manner as a public street with constant traffic. He states having the sign on this wall without question will help identify his location to the public. He states this location is the most visible area on the building and would be seen by potential customers entering the shopping center from McCain Boulevard, which was the reason for him taking the lease space. The sign is proposed 3-feet in height and 18-feet in length containing 54 square feet of sign area. The sign is proposed with orange channel letters "Game Change" and the "X" is proposed in a blue color. The sign is proposed with back lighting.

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. The applicant is proposing the placement of a wall sign well below the 10 percent allowance, 54 square feet proposed, and less than the wall sign allowed and approved on the front of the business (65 square feet).

Staff feels the applicant’s request is reasonable and is supportive of the request. Staff would however, recommend the applicant remove the awning with the former business name located on the southern wall and if desired replace the awning with an awning that does not contain lettering or a business name.

**BOARD MEMBER’S 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? Possibly, the business is located along an access drive, which functions in a similar manner as a city street.
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

**IF APPROVED:**

1. The approval will allow the placement of a wall sign containing 54 square feet of sign area, which is located without street frontage, on the southern façade of the building. The approval will require removal of the existing awning on the southern façade of the building containing the former tenant’s business name and logo. If the awning is replaced there is to be no lettering or the name of a business located on the awning without prior approval of a variance request to allow additional signage on this southern wall.
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.
BHBA CASE # 2020-04
2935 Lakewood Village Dr.

To allow the placement of a wall sign without public street frontage.

Date: 2/18/2020

1 inch = 200 feet
specs: fabricate and install (1) new set of l.e.d. channel letters - same size as existing letters 
black returns, black trimcap w/ vinyl applied as shown (leaving outline)
To Whom It May Concern:

I, Mike Hultquist, owner of Game X Change, am requesting a sign on the side of the building. Although the street that runs to the side of the building isn't actually named, it is used daily with constant traffic. Having a sign on the wall without question would help identify my location to the public. This is the most visible area on the building and would be seen all the way to McCain Blvd., the reason for myself even taking the space.

Sincerely,

Mike Hultquist
February 12, 2020

City of North Little Rock,

The purpose of this letter is to assist in asking for a variance for one of our longtime tenants in Lakewood Village Shopping Park, Game Exchange. Recently, they moved to a much larger space located at 2935 Lakewood Village Drive formerly Crystal Vision.

We have our own sign criteria that is part of our lease agreement for which we make every attempt to see that each tenant adheres. We also want to see that our tenants have all the tools necessary to be successful while still maintaining a first-class shopping center in our community.

Recently, Game exchange has asked for approval for a reasonably sized channel letter sign mounted on a backlit raceway to be installed on the south end of their premises. There has already been a very professional sign installed on the front of the building. Lakewood Village Shopping Park would have no objection to the additional signage. There are multiple tenants within the shopping center that currently have additional signage on the sides and rears of their premises. We would ask that the City considering a variance for this tenant as well. If you have any questions or I can be of assistance to you, please do not hesitate to call.

Best Regards,

Clay Smith
The Ashley Group
Lakewood Village Shopping Park
501.758.7745
VARIANCE REQUESTED: A variance is requested from the area provision of Section 14.23(d) of the North Little Rock Zoning (Sign) Ordinances to allow the placement of a ground sign with an increased height and an increased sign area.

LOCATION OF THE REQUEST: 3000 North Hills Boulevard, North Little Rock, AR 72116

OWNER/APPLICANT: White Daters and Associates
24 Rahling Circle, Little Rock, AR 72223

PRESENT USE OF THE PROPERTY: The Pointe at North Hills Apartments

PRESENT ZONING OF THE PROPERTY: R4, Multi-family Zoning District

SITE CHARACTERISTICS: The site sits at the 67-167 and I-40 interchange and is located on the east side of North Hills Boulevard. The site is currently developing as an apartment complex, the Pointe at North Hills. The apartment development is proposed with an entrance from North Hills Boulevard. A secondary access is located on a private access drive located off Warden/Lake View Road. There is a plant nursery located across North Hills Boulevard and a vacant property located south of the plant nursery. There are two apartment complexes located immediately adjacent to this site. One located to the north of this site and the second located to the southwest of the site. There are single-family homes within the Lakewood Subdivision located to the north and west of this site.

SURROUNDING ZONING: R4 Multi-family District and R1 Single-family
SURROUNDING USES: Multi-family/Single-family

JUSTIFICATION: The applicant’s justification is presented in an attached letter.

PREVIOUSLY APPROVED CASES IN THE AREA:

On August 14, 2007, the Sign Board approved a variance request for the property located at 2401 Lakeview Road, Foothills Apartments, to place a monument sign facing 67-167 with a 2-foot base and an additional height of 14-feet above the base with a width of 16-feet (256 square feet of sign area). The Sign Board did not approve a request to allow the placement of a sign facing North Hills Boulevard, which was also included in the application request. The North Hills sign, which was denied, was proposed 8-feet by 8-feet, double sided and on poles.

On September 11, 2018, the Sign Board approved a variance request to allow one 10-foot wide by 8-foot tall (80 square foot) ground sign located on the Foothills Apartment complex property outside the sight triangle and set back at least 5-feet from the property line. The approval was subject to
the complete removal of an existing ground sign located at the entrance to the apartment complex on Warden/Lakeview Road, which was located in the public right of way.

**STAFF ANALYSIS/RECOMMENDATION:**

The applicant is now seeking a variance from the strict provision of Section 14.23(d) of the North Little Rock Zoning Ordinance. Per the current zoning designation, the ordinance allows a ground monument signs with a maximum of 24 square feet of sign area and a maximum height of 6-feet. The signs are to be set back from the public right of way a minimum of 5-feet and not placed within the sight triangle. The applicant is seeking approval to allow the construction of a sign with a 3-foot decorative base and a 6-foot sign case sitting atop the decorative base. The sign is proposed 18-feet in length. Excluding the decorative base, the sign is proposed containing 108 square feet of sign area. Including the decorative base the sign area proposed contains 162 square feet. The applicant is proposing to place the sign within an architectural feature, which will be located at the main entrance to the development.

The site is a 66-acre site with street frontage along three of the four sides. The property has frontage on North Hills Boulevard and Barbara Drive. The frontage along these two streets exceeds 2,300 linear feet. The property also has frontage along 67-176 and I-40, which exceeds 3,500 linear feet. The applicant is seeking the placement of this single sign at the entrance to the development along North Hills Boulevard. Per the Zoning Ordinance, non-residentially zoned properties are allowed the placement of one additional free standing or ground mounted sign per each 150 linear foot of street frontage. If this were the case based on the property frontage along, North Hills Boulevard and Barbra Drive 15 ground signs could be placed and 24 additional ground signs along the 67-167 and I-40 frontages.

Staff is supportive of the applicant’s request. Staff feels the request is reasonable due to the size of the site and the number of signs, which could potentially be placed if the site were, zoned a non-residential zoning classification.

**BOARD MEMBER’S 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? Possibly, the site is developing as an apartment complex with a large amount of acreage and street frontage.
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
IF APPROVED:

1. The approval will 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.
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.
A variance from Section 14.23(d) to allow the construction of a ground sign with an increased height and an increased sign area.
February 17, 2020

Ms. Donna James  
City of North Little Rock  
Community Planning Department  
120 Main Street  
North Little Rock, AR 72114

RE: Pointe at North Hills  
Sign Submittal

Ms. James,

The owner and developer of the above project would like to acquire a variance for the entry sign to this property. Attached are copies of the sign elevation, site plan showing the sign location, application, and filing fee for the sign permit.

This project contains approximately 69 acres and is located at 3000 North Hills Boulevard. When completed the project will contain over 900 units for families, working professionals, and many others to call home.

The property contains approximately 2300 linear feet of street frontage along North Hills Boulevard and Barbara Drive. We understand the owner would be allowed several signs along this frontage; however, he would prefer to consolidate these signs into one sign located at the entrance to the development. Since the road frontage along these two streets is a low area that functions as a drainage channel, the proposed location for the one sign is at the divided median on the entrance drive, as shown on the site plan. The sign will be incorporated into an architectural feature that is part of the theme for the overall project.

Please place this item on the next available Sign Committee agenda.

Please do not hesitate to call if you have any questions or require additional information.

Your help in this matter is greatly appreciated.

Best regards,

[Signature]

Brian Dale