

**NORTH LITTLE ROCK  
SIGN BOARD AGENDA  
JANUARY 10, 2016  
9:30AM**

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**Agenda Meeting:**            -Roll Call

**Reminder:**                    -Turn off cell phone

**Administrative:**            -

**Approval of Minutes:**    - December 16, 2016

**Public Hearing:**

1. Sign Board 2016-7    To allow wall signs on all non-street frontage sides of the building located at 3929 McCain Blvd.
  
2. Sign Board 2016-8    To allow a wall sign on a non-street frontage side of the building located at 3711 McCain Blvd

**Public Comment/Adjournment**

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**North Little Rock Sign Board  
Minutes  
December 13, 2016**

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The North Little Rock Building and Housing Board of Adjustment meeting was called to order by the Chairman at 9:30 am in the Community Planning and Permits Conference Room.

**Members Present**

Brad Hughes  
Basil Shoptaw  
Jeremy White  
Tommy Cupples, Chairman

**Members Absent**

Gladys Webb

**Staff Present**

Shawn Spencer, Planning Director

**Others Present:**

David Ashley

**Excuse Absent Member:**

A motion was made to excuse Gladys Webb.  
The motion was seconded and there was no dissent.

**Approval of Minutes:**

A motion was made to approve minutes from the last meeting of this Board.  
The motion was seconded and there was no dissent.

**Administrative**

A motion was made to approve Jeremy White as the 2017 Chairman of the Sign Board.  
The motion was seconded and there was no dissent.

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## **New Business**

1. Sign Board 2016-6 To allow a 144 square foot pole sign in an I-1 zone located at 11401 Diamond Dr.

David Ashley, Arkansas Sign and Neon, was present representing the applicant – Summit Truck Group / Diamond International.

Mr. Ashley stated that they are asking to replace an existing damaged sign. The new sign would be smaller than the existing sign, but still larger than the 64 square feet allowed by the current sign ordinance.

Discussion followed concerning the proximity to the Interstate and that the proposed sign was smaller than the existing sign.

A motion was made to approve a 30' tall, 144 square foot freestanding sign. The motion was seconded and there was no dissent.

2. Sign Board 2016-7 To allow wall signs on all non-street frontage sides of the building located at 3929 McCain Blvd.

A motion was made to postpone this request until the next meeting. The motion was seconded and there was no dissent.

## **Adjournment**

A motion was made to adjourn the meeting. The motion was seconded. Mr. Cupples adjourned the meeting at 9:50.

RESPECTFULLY SUBMITTED:

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Chairman

CASE: Sign Board #2016-7

REQUEST: to allow wall signs on all non-street frontage sides of the building

LOCATION OF THE REQUEST: 3929 McCain Blvd – Firestone Tires

APPLICANT: Condray Sign

SITE CHARACTERISTICS: Building is designed to service automobiles. The parking lot surrounds the building entirely. A private road used to access McCain Mall runs parallel to the property's rear.

ZONING: C-3

SURROUNDING USES:

NORTH: C-3 / McCain Mall

SOUTH: C-3 / Arvest Bank & Retail

EAST: C-3 / BJ's Restaurant

WEST: C-3 / Simmons Bank

WAIVER OF: Section 14.24 Part E. – 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.

SUMMARY: Applicant wishes to hang wall signs on 3 sides of the building which do not face a street. All of the proposed wall signs meet the City's size requirements. There have previously been wall signs on non-street frontage sides of the building.

STAFF RECOMMENDATION: Approval.

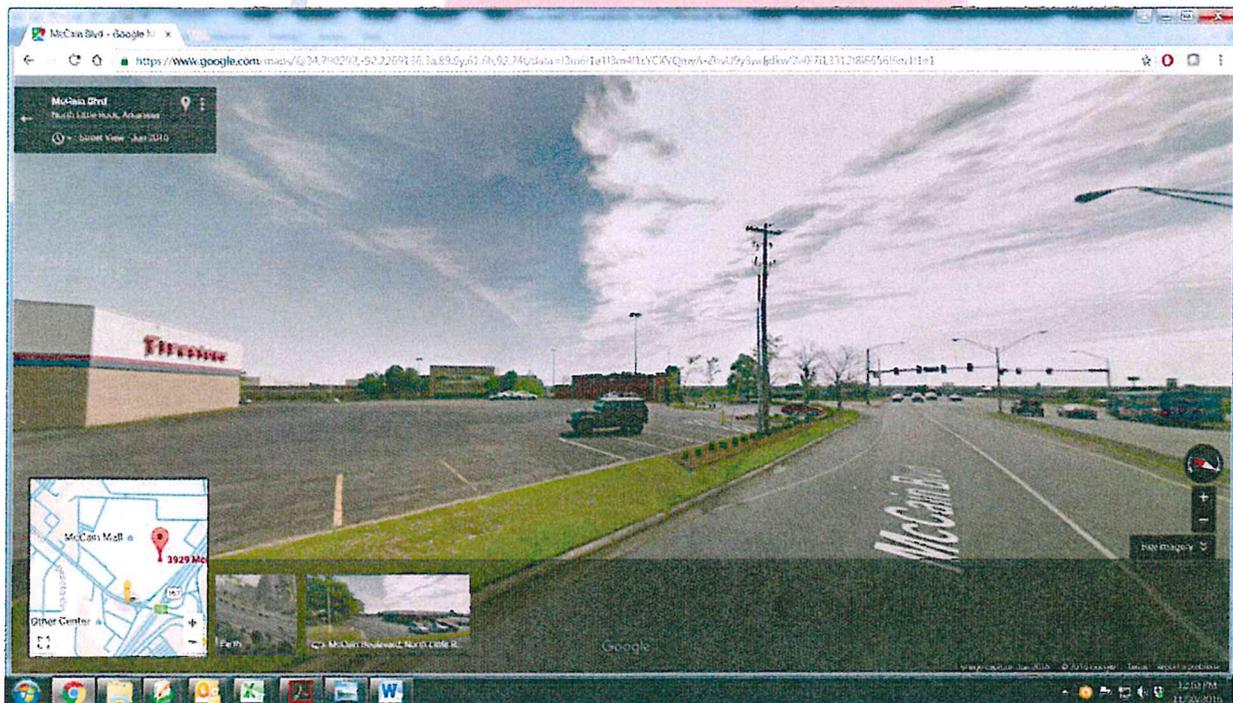
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11/7/16

Firestone  
3929 McCain Blvd  
North Little Rock, AR

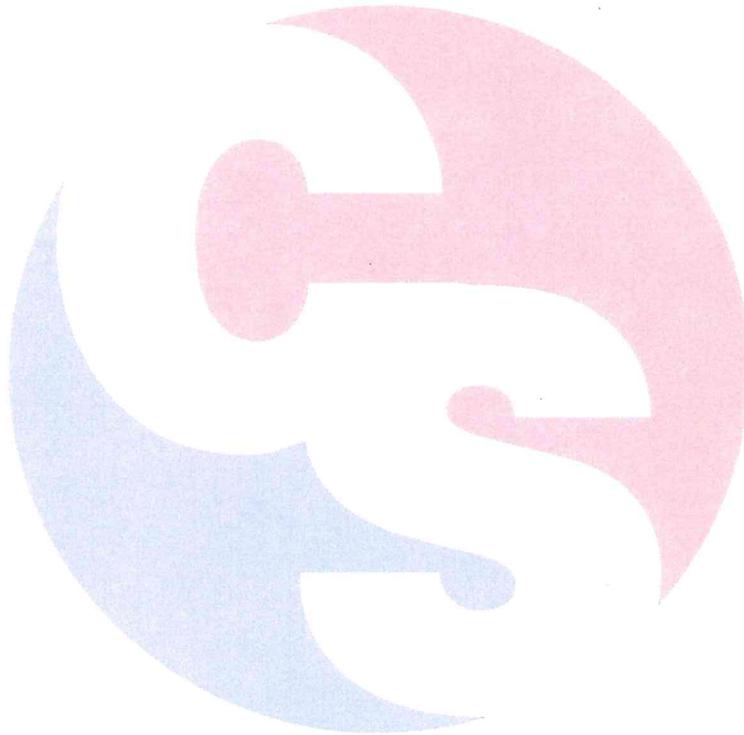
Letter of Hardship

East Elevation – Remove existing Firestone sign (127 sq ft) that exceeds the allowable square footage. Replace with a new sign Firestone sign (75 sqft) that meets current code. Per the city, the East elevation does not have street frontage. This elevation can be seen from the intersection of McCain and Warden Rd.



North Elevation – Remove the existing (2) wall signs, totaling 107.75 sq ft, and replace with 1 wall sign totaling 75 sq ft. We are requesting a sign on non-street frontage elevation for building identification purposes.

West Elevation – Install new wall sign, totaling 75 sq ft. Allowing for this sign to be installed will identify this location as Firestone. Individuals unfamiliar with this area of town, would pass the entrance before noticing it is Firestone. This particular location does not have a pylon / monument presently.



E04  
N04



Right Elevation



Right Elevation

Project Title: Bridgestone Firestone      SITE OVERVIEW      3929 McCain Blvd. N. Little Rock AR 72209



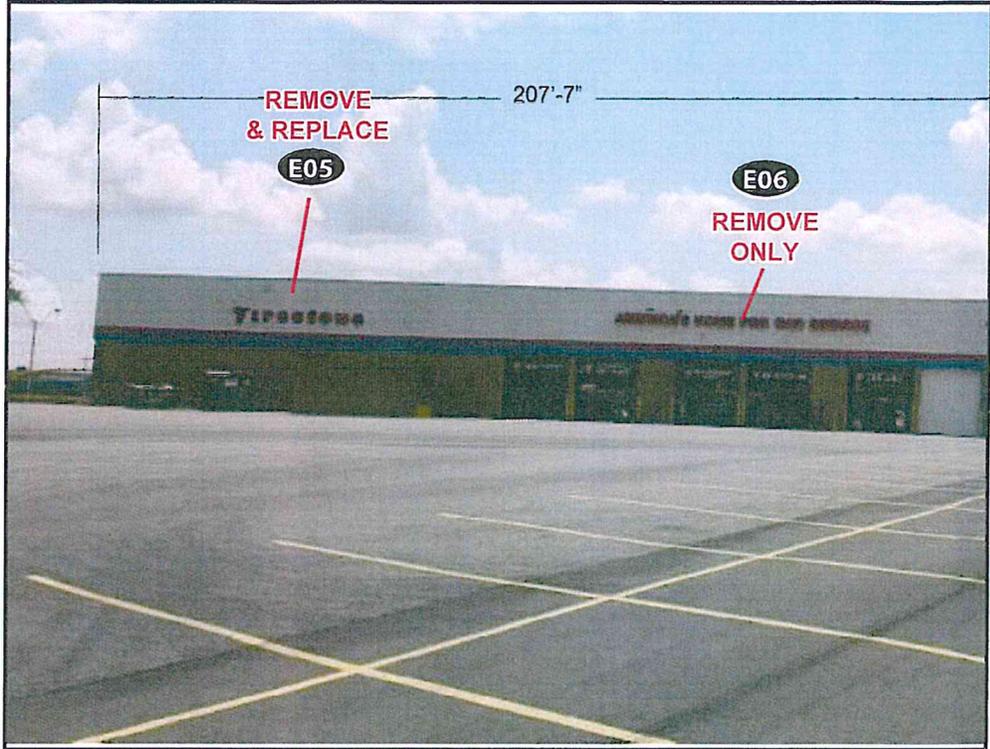
2655 International Parkway  
P.O. Box 9175  
Virginia Beach, VA 23450  
(757)427-1900



E05

N05

E06



Rear Elevation



Rear Elevation

Project Title: Bridgestone Firestone      SITE OVERVIEW      3929 McCain Blvd. N. Little Rock AR 72209



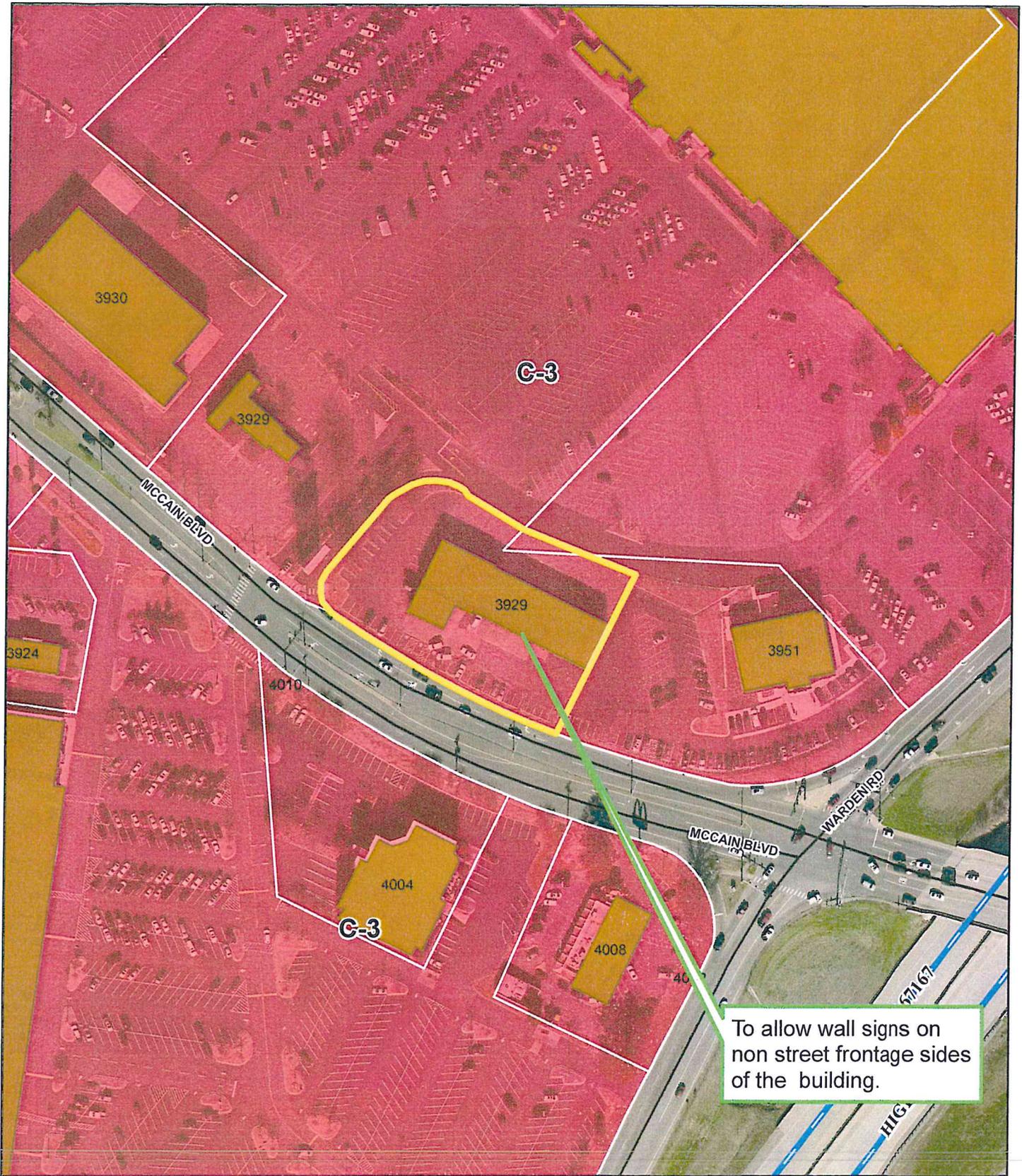
2655 International Parkway  
P.O. Box 9175  
Virginia Beach, VA 23450  
(757)427-1900



Architectural Graphics, Inc.



# Sign Board



**BHBA CASE # 2016-7**  
**3929 McCain Blvd**

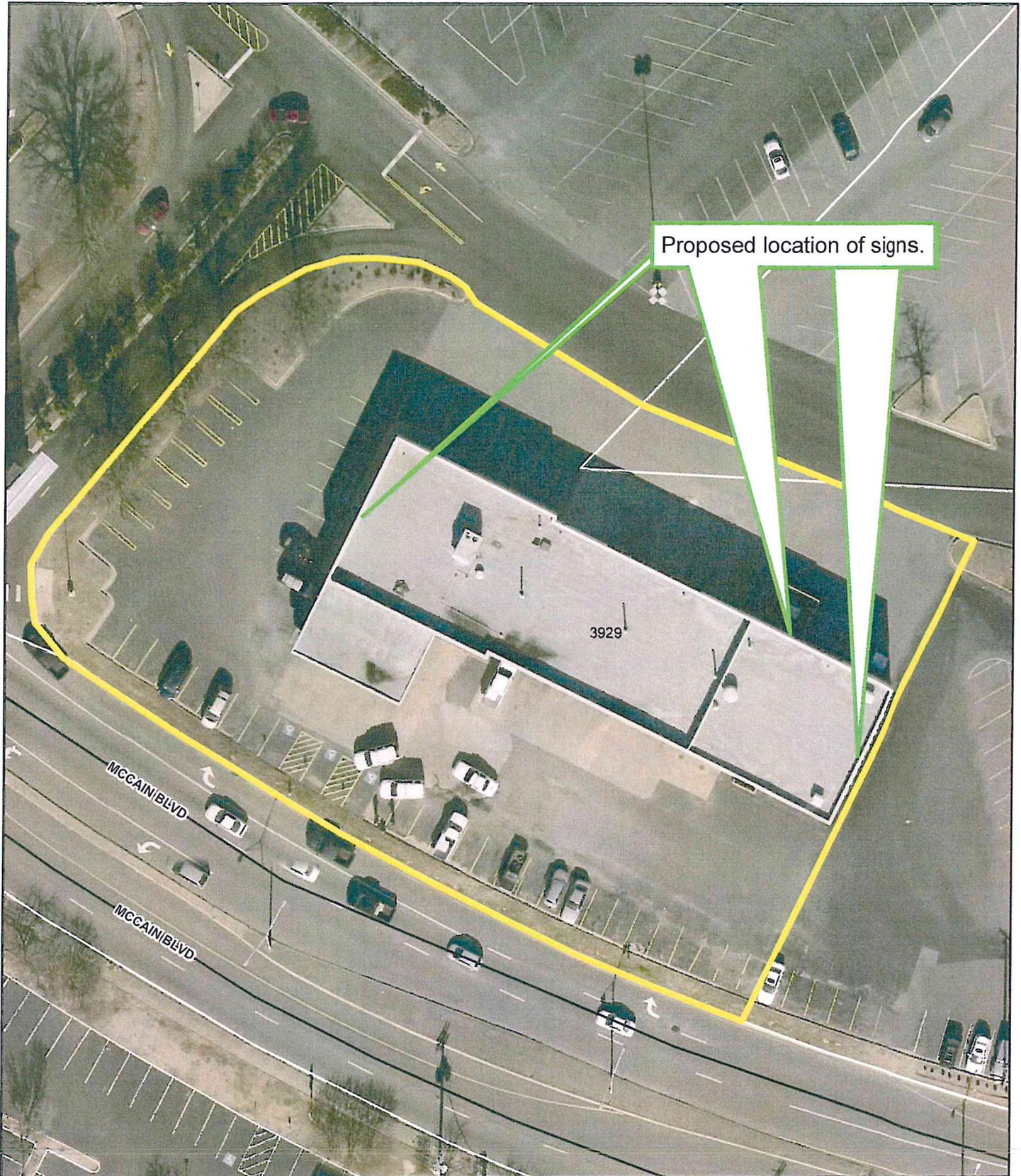


Date: 11/18/2016

1 inch = 150 feet



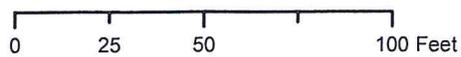
# Sign Board



**BHBA CASE # 2016-7**  
**3929 McCain Blvd**



1 inch = 50 feet



Date: 11/18/2016

CASE: SB #2016-8

REQUEST: to allow a wall sign on a non-street frontage side of the building

LOCATION OF THE REQUEST: 3711 McCain Blvd – Sleep Number Store

APPLICANT: Pinnacle Signs & Graphics, Inc

SITE CHARACTERISTICS: Site is the location of a former bank being converted into sleep number. The drive through awning is to be removed. The building is surrounded by parking lot pavement.

ZONING: C-3

SURROUNDING USES:

NORTH: C-3 / McCain Mall

SOUTH: R-1 / Single Family Houses

EAST: C-3 / Sears Auto Center

WEST: C-3 / Red Lobster

WAIVER OF: Section 14.24 Part E. – 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.

SUMMARY: Applicant is requesting a variance to allow a non-street frontage wall sign on the west side of the building.

STAFF RECOMMENDATION: Approval.

**Letter of Intent  
Application for Variance**

December 13, 2016

Sign Board  
Board of Adjustment  
120 Main St  
North Little Rock, AR 72114

This letter is written to provide statement as to the nature and intent of the sign variance that is being requested by Sleep Number which is located at 3711 McCain Blvd. North Little Rock, AR 72116. Pinnacle Signs and Graphics will represent Sleep Number for all purposes relative to this variance application.

**Purpose of the Request:**

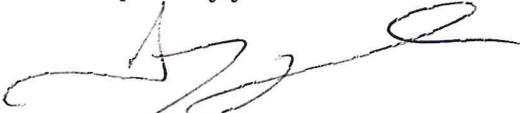
The property in mention has two entrances. The first entrance is on the south side of the property and opens to McCain Blvd. The second entrance is on the north-west side of the property and connects to a thoroughfare behind adjacent properties. The front of the building would not be visible from the north-west entrance.

Also, the building has limited parking in the front of building as the building sits much closer to the road than adjacent properties. The tenant will utilize additional parking on the west side of the property where the front of the building will not be visible.

**Our Variance Request:**

We respectfully request permission to place additional signage on the west side of the building. In order for our project to proceed we need a variance recognizing that westward facing signage would be beneficial for the general public as well as Sleep Number.

Respectfully yours,



Jason Davenport  
Pinnacle Signs and Graphics  
10 Collins Industrial Pl, Ste. 4-A  
North Little Rock, AR 72113

**SIDE STORE ELEVATION**

**S2-1**

**SIGN CODE •**

Proposed Signage = 74.46 SqFt  
 Relevant Signage Code:  
 NTE 10% of facade area  
 49.69 x 15 x .10 = 74.53 sqft

Sign Calculation:  
 (H) x (L) of overall boxed dimensions

**SIGN TYPE •**

LED Channel Letters w/ Logo

**MOUNTING •**

Flush Mounted w/ Backer

**COLOR PALETTE •**

MP 14112 Blue Trim, Returns & Backer

Digitally Printed Logo

White Acrylic

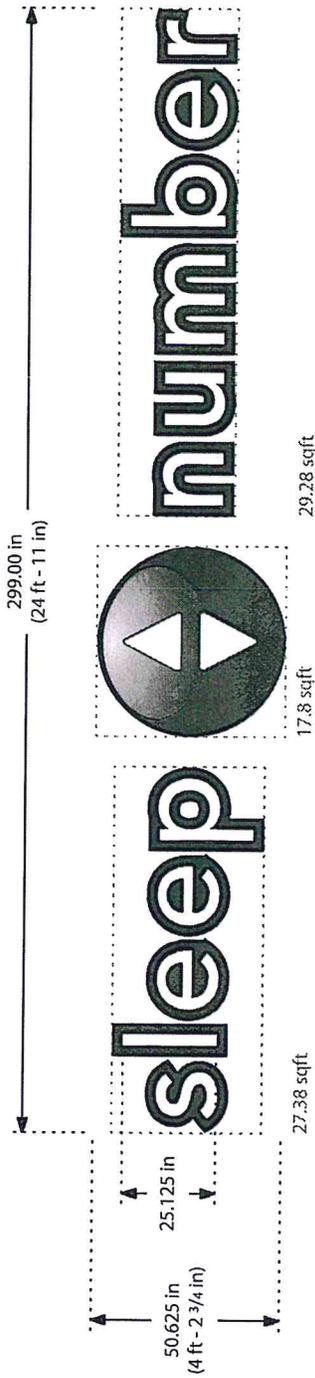
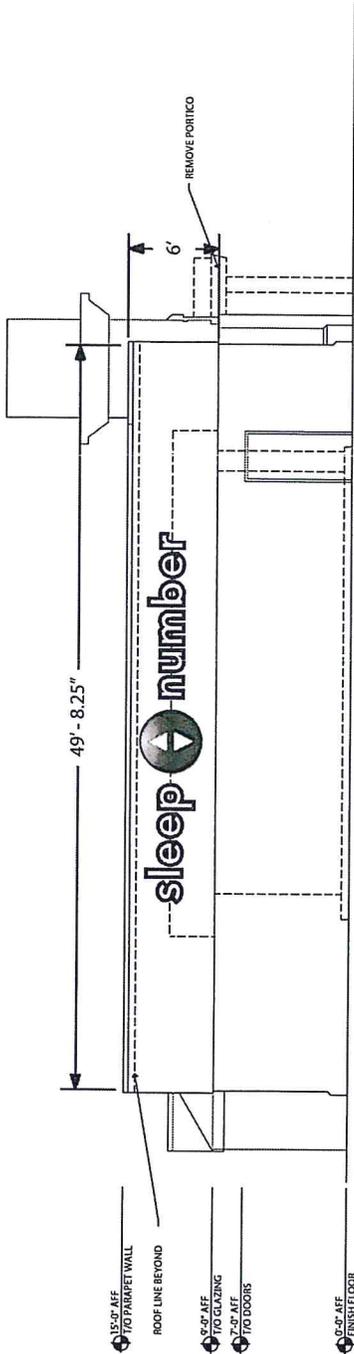
N/A

N/A

N/A

N/A

N/A



Revision Date: 11/7/16 Rev. Details: Added side elevation

1201 White Oak St. Ste. 150  
 Schaumburg, IL 60193  
 O: 847.301.0510  
 F: 847.301.0518  
 ideas@identiti.net

Project No: 161178  
 Proj. Location: 3711 McCain Blvd North Little Rock, AR, 72116  
 Orig. Draft: 07/21/16  
 Proj. Manager: Doug Franklin  
 Sales Rep: Lindsey Jerzyk

Scale: 3/8" = 1'-0"

Designer: Connor

Revision: Art: Stephanie

This sign design is the property of Identity Resources, LTO, and is the work of the original and creative work of its employees. This drawing is submitted to the customer for their use. Purpose of this drawing is for the design of signage manufactured in this shop. Identity Resources, LTO, Distribution to other shops or contractors, without the written consent of Identity Resources, LTO is prohibited.



PROJECT

Red Lobster 

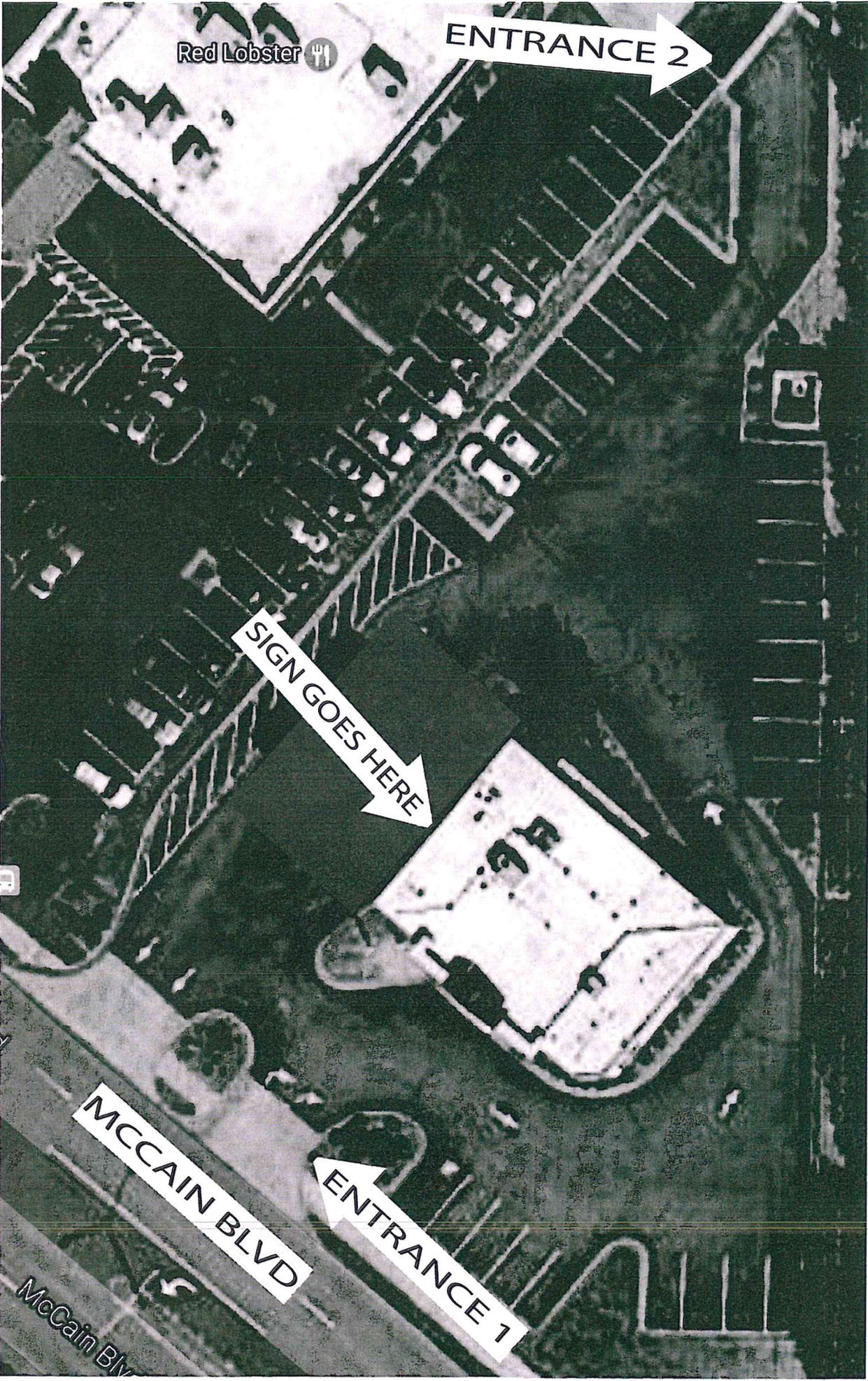
ENTRANCE 2 

SIGN GOES HERE 

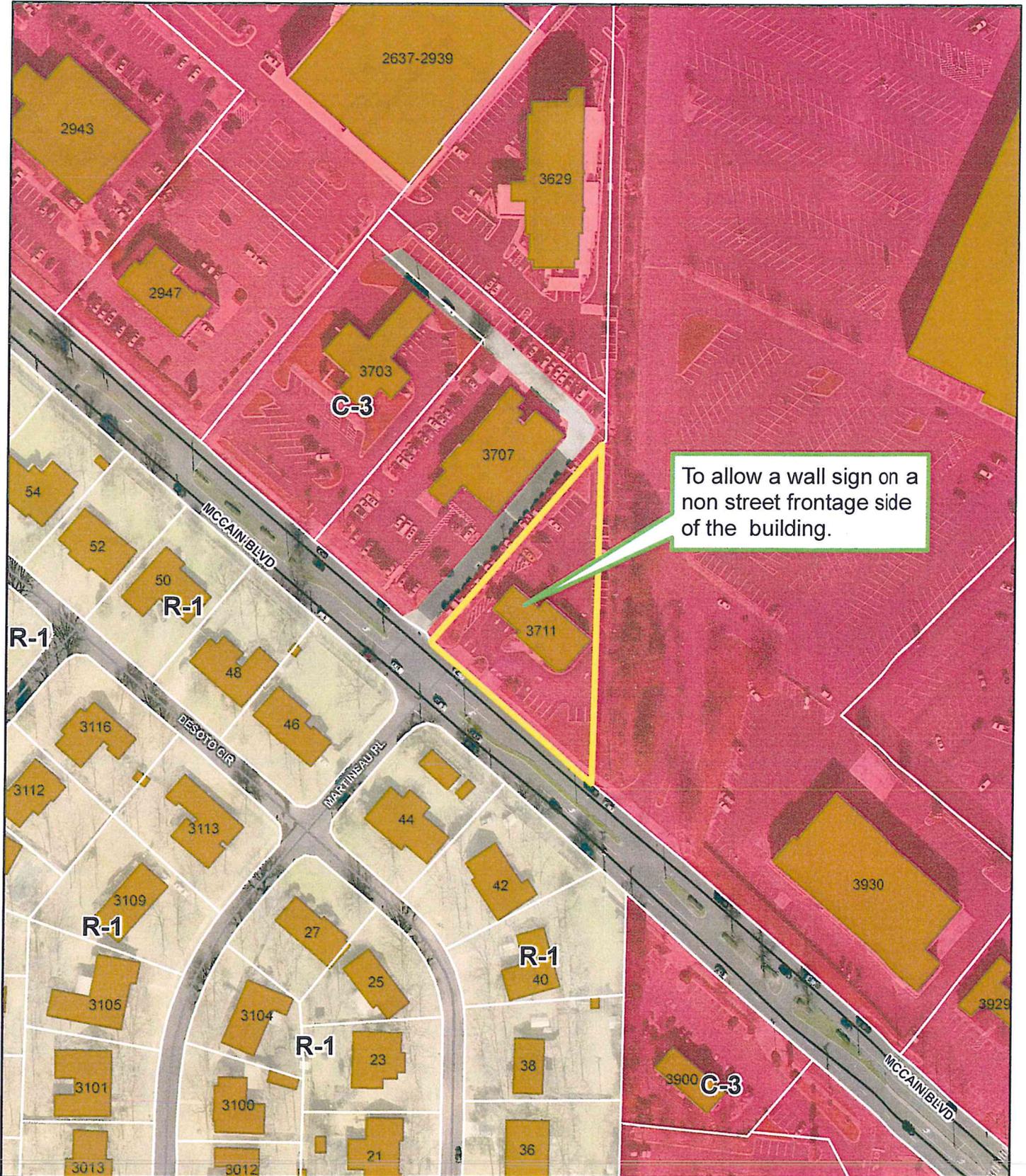
MCCAIN BLVD

ENTRANCE 1 

McCain Blv



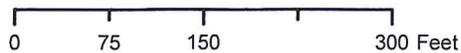
# Sign Board



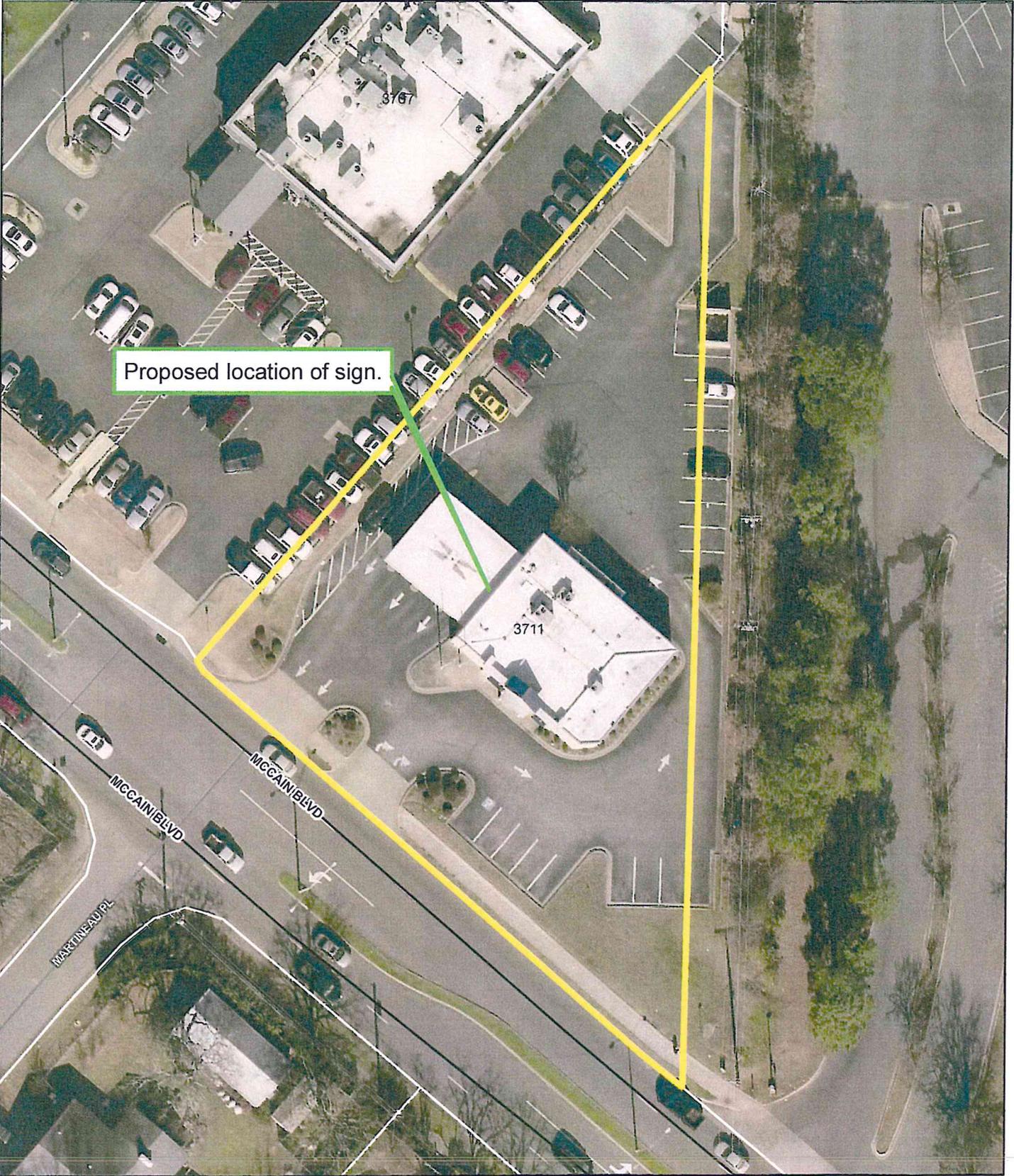
Date: 1/4/2017

**BHBA CASE # 2016-8**  
**3711 McCain Blvd.**

1 inch = 150 feet



# Sign Board



Proposed location of sign.

**BHBA CASE # 2016-8**  
**3711 McCain Blvd.**

1 inch = 50 feet

0 25 50 100 Feet



Date: 1/4/2017





