

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE WAIVING SECTION 14.19.D.2 OF THE SIGN ORDINANCE (ORDINANCE NO. 7697) TO REPLACE A SIGN LOCATED ON CERTAIN REAL PROPERTY AT 1 SIMMONS BANK ARENA DRIVE IN THE CITY OF NORTH LITTLE ROCK, ARKANSAS; DECLARING AN EMERGENCY; AND FOR OTHER PURPOSES.**

WHEREAS, application was duly made by Michael Marion on behalf of Simmons Bank Arena, 1 Simmons Bank Arena Drive, North Little Rock, Arkansas 72114, seeking the waiver of Section 14.19.D.2 of Ordinance No. 7697 to replace the sign with an increase in height and size located on certain real property at 1 Simmons Bank Arena Drive (see letter from Mr. Marion attached hereto as Exhibit A); and

WHEREAS, the applicant is seeking approval from the North Little Rock City Council; and

WHEREAS, notice has been given to surrounding neighbors, a sign has been placed on the property, and a legal advertisement of notice of a public hearing to be held February 26, 2023 at 6:00 p.m. has been placed in the newspaper.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NORTH LITTLE ROCK, ARKANSAS:

SECTION 1: That the following Section 14.19.D.2 of Ordinance No. 7697 (“the Sign Ordinance”) is hereby waived for 1 Simmons Bank Arena Drive, more particularly described as:

LOT 1 OF THE ARENA SUBDIVISION TO THE CITY OF NORTH LITTLE ROCK, PULASKI COUNTY, ARKANSAS. (see maps attached hereto as Exhibit B):

**Section 14.19 – Electronic Changeable Copy Signs**

- 2. Physical Characteristics. Electronic changeable copy signs shall have the following physical characteristics in addition to all construction specifications and location restrictions applicable to other signs (See Sections 14.20 through 14.25):
  - d. Electronic changeable copy signs that are located on interstates and access roads to interstates.
    - i. Height. Freestanding signs are permitted to a maximum height of 18-feet.
    - ii. Square footage. Signs shall be limited to a maximum of 84-square feet.
    - iii. Square footage. Signs shall be limited to a maximum of 32-square feet of sign area. The area of the electronic changeable copy portion of the sign shall not exceed 75-percent of the total square footage.

- iv. Location. Signs shall be located a minimum of 5-feet and maximum of 10-feet from a property line along a vehicular traffic lane. No electronic changeable copy sign may be located closer than 300-feet to any residence.
- v. Number of signs. Electronic changeable copy signs shall be limited to one (1) per property.
- vi. Rate of Change. No electronic changeable copy signs shall change copy more frequently than once during any 30-second interval.

SECTION 3: That the proposed sign, as shown on Exhibit C attached hereto, is hereby permitted on the herein described property located at 1 Simmons Bank Area Drive.

SECTION 4: That all ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of the conflict.

SECTION 5: That the provisions of this Ordinance are hereby declared to be severable and if any section, phrase or provision shall be declared or held invalid, such invalidity shall not affect the remainder of the sections, phrases or provisions.

SECTION 6: It is hereby found and determined that the herein-described sign at 6150 Remount Road will not detract from the aesthetic appearance of the neighborhood or interfere with other development in the area, and that the immediate passage of this Ordinance is necessary in order to insure the proper and orderly growth and development of this land and the City of North Little Rock, Arkansas, and being necessary for the immediate preservation of the public health, safety and welfare, THEREFORE, an emergency is hereby declared to exist, and this Ordinance shall be in full force and effect from and after its passage and approval.

PASSED:

APPROVED:

\_\_\_\_\_

\_\_\_\_\_  
Mayor Terry C. Hartwick

SPONSOR:

ATTEST:

Maurice Taylor  
Council Member Maurice Taylor

\_\_\_\_\_  
Diane Whitbey, City Clerk

APPROVED AS TO FORM:

Amy Beckman Fields  
Amy Beckman Fields, City Attorney

PREPARED BY THE OFFICE OF THE CITY ATTORNEY/kt

FILED	10:43	A.M.	_____	P.M.
By	<u>A. Fields</u>			
DATE	<u>2-20-24</u>			
<b>Diane Whitbey, City Clerk and Collector</b> <b>North Little Rock, Arkansas</b>				
RECEIVED BY	<u>S. Hssey</u>			

Simmons Bank Arena  
One Simmons Bank Arena Drive  
North Little Rock, AR 72114



Honorable North Little Rock Mayor Terry Hartwick  
And North Little Rock City Council Members  
300 Main Street  
North Little Rock, AR 72114

February 2, 2024

Re: New Freestanding Marquee

On behalf of Simmons Bank Arena, please allow this letter to serve as our request for your consideration and approval to allow Simmons Bank Arena to replace the current out-of-date freestanding Marquee with a new electronic changeable / readable freestanding Marquees.

The existing marquee is a dual face marquee. The overall size of each side is 1,097 SF and the bottom of the marquee is 25' above ground level. This existing marquee is at the end of its useful life and needs replacement.

The new marquee will be dual face electronic changeable / readable freestanding Marquee message board with state-of-the art technologies, allowing for messages of varying size to be displayed. The overall size of each side is 1,200 SF and the bottom of the marquee is 55' above ground level, an increase in height of 30'.

Included is a copy of the "Notice of Public hearing" sent via Certified Mail – Return Receipt Requested to adjacent property owners.

Thank you for your consideration in this important matter.

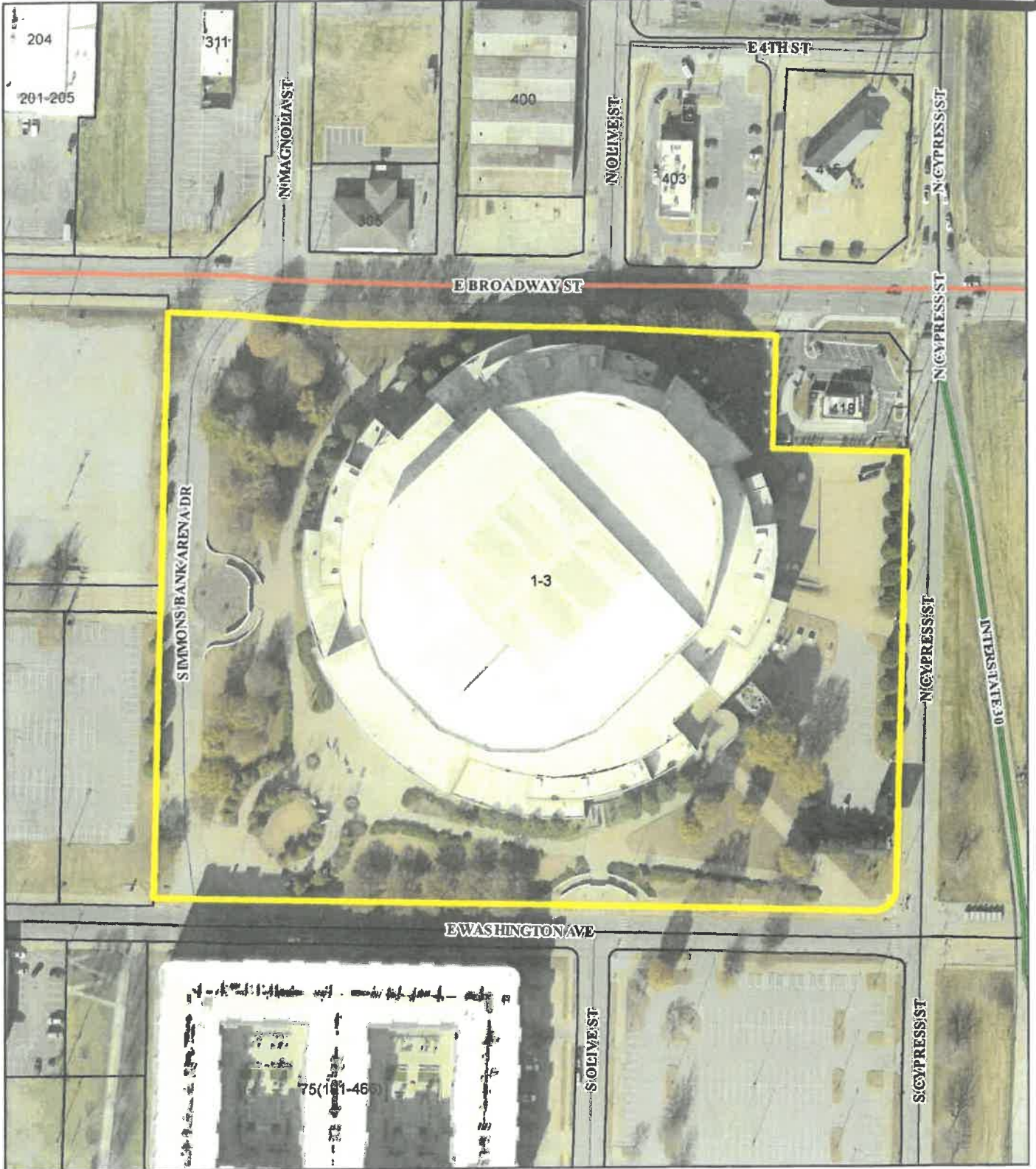
Sincerely,

A handwritten signature in cursive script that reads "Michael Marion".

Michael Marion – General Manager  
Simmons Bank Arena

# Public Hearing Case # 2024-02

tabbles' **EXHIBIT**  
B



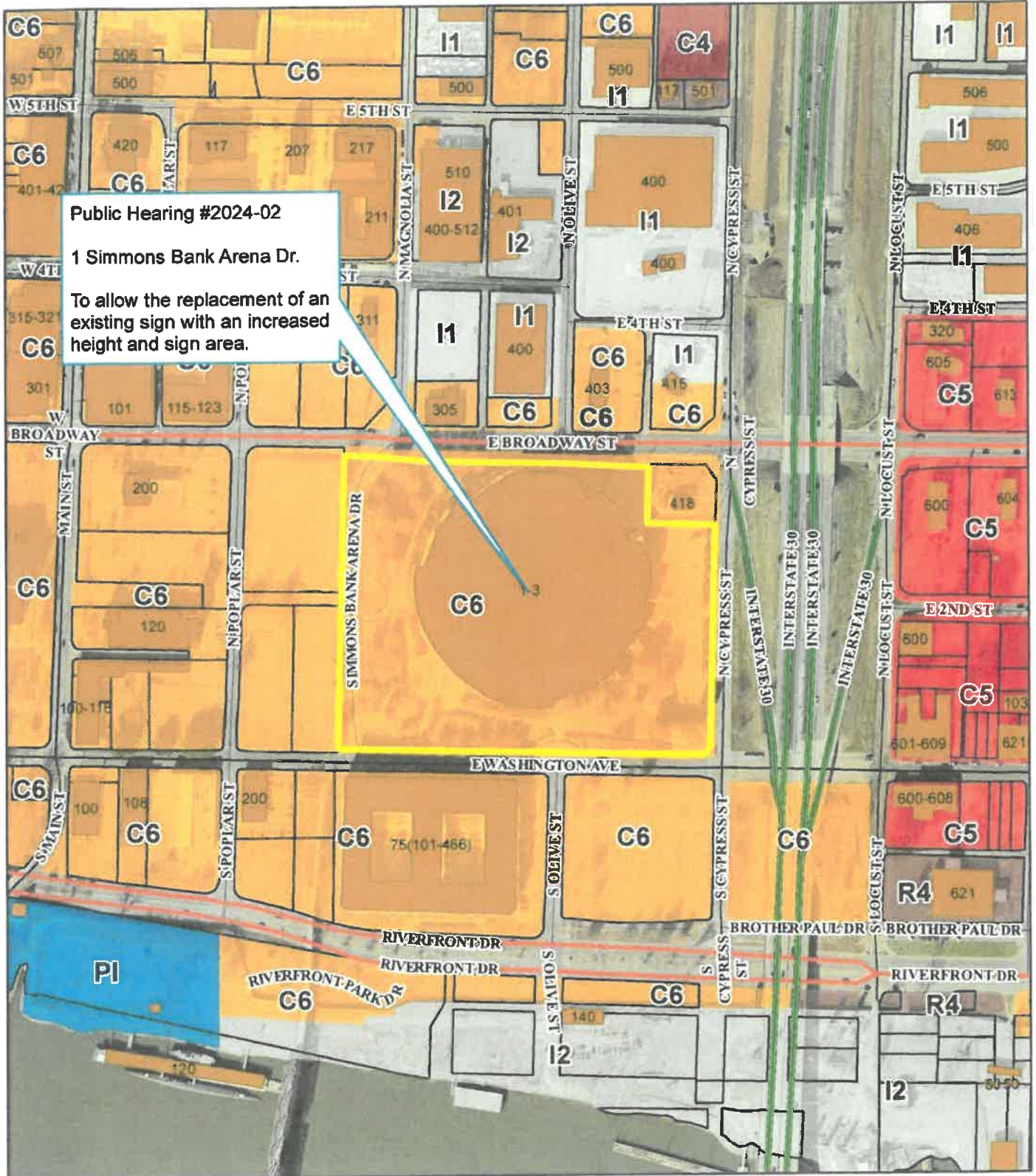
**Ortho Map**

1 inch = 150 feet



Date: 2/1/2024

# Public Hearing Case # 2024-02



**Public Hearing #2024-02**  
**1 Simmons Bank Arena Dr.**  
To allow the replacement of an existing sign with an increased height and sign area.



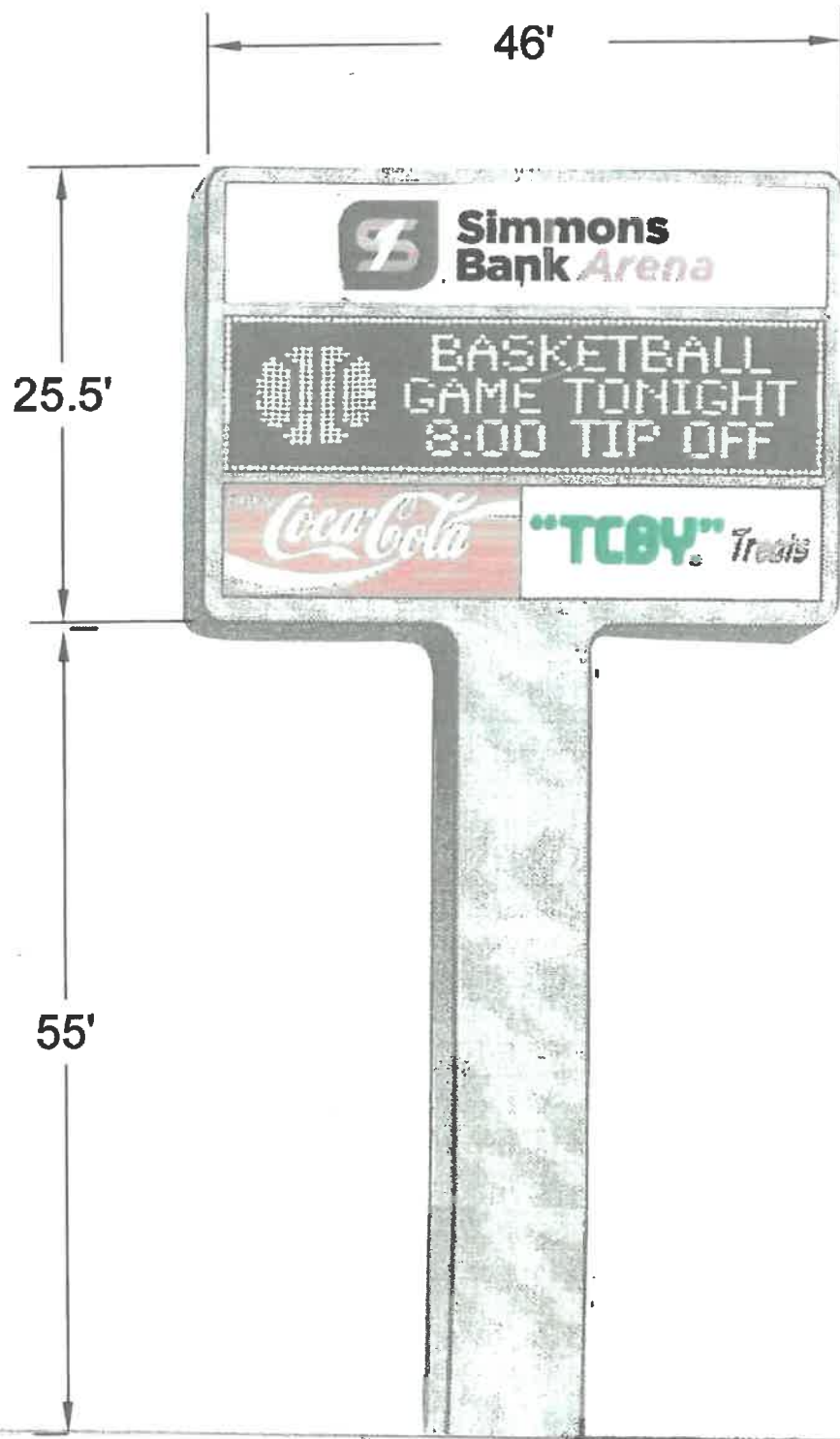
**Zoning Map**

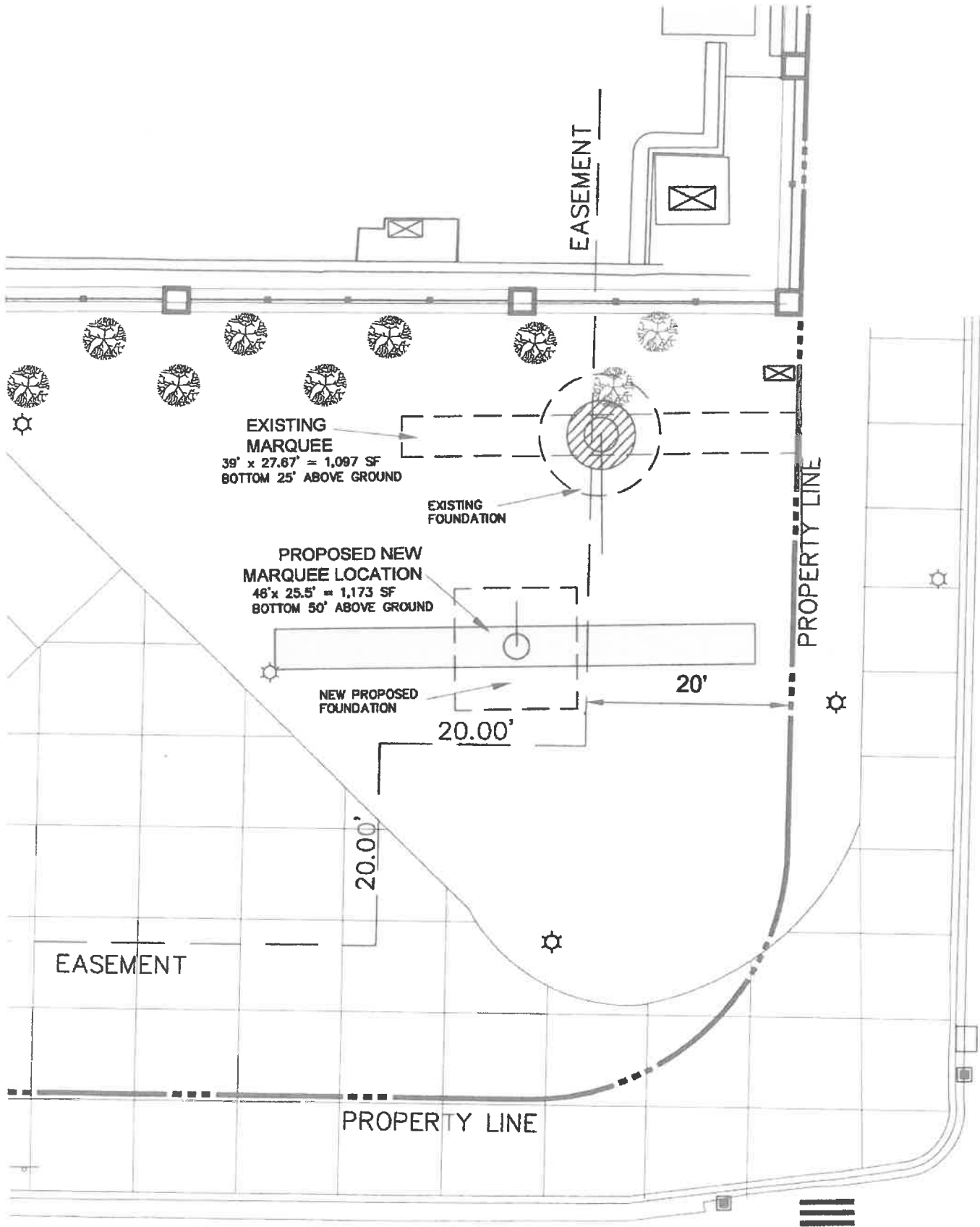
1 inch = 300 feet



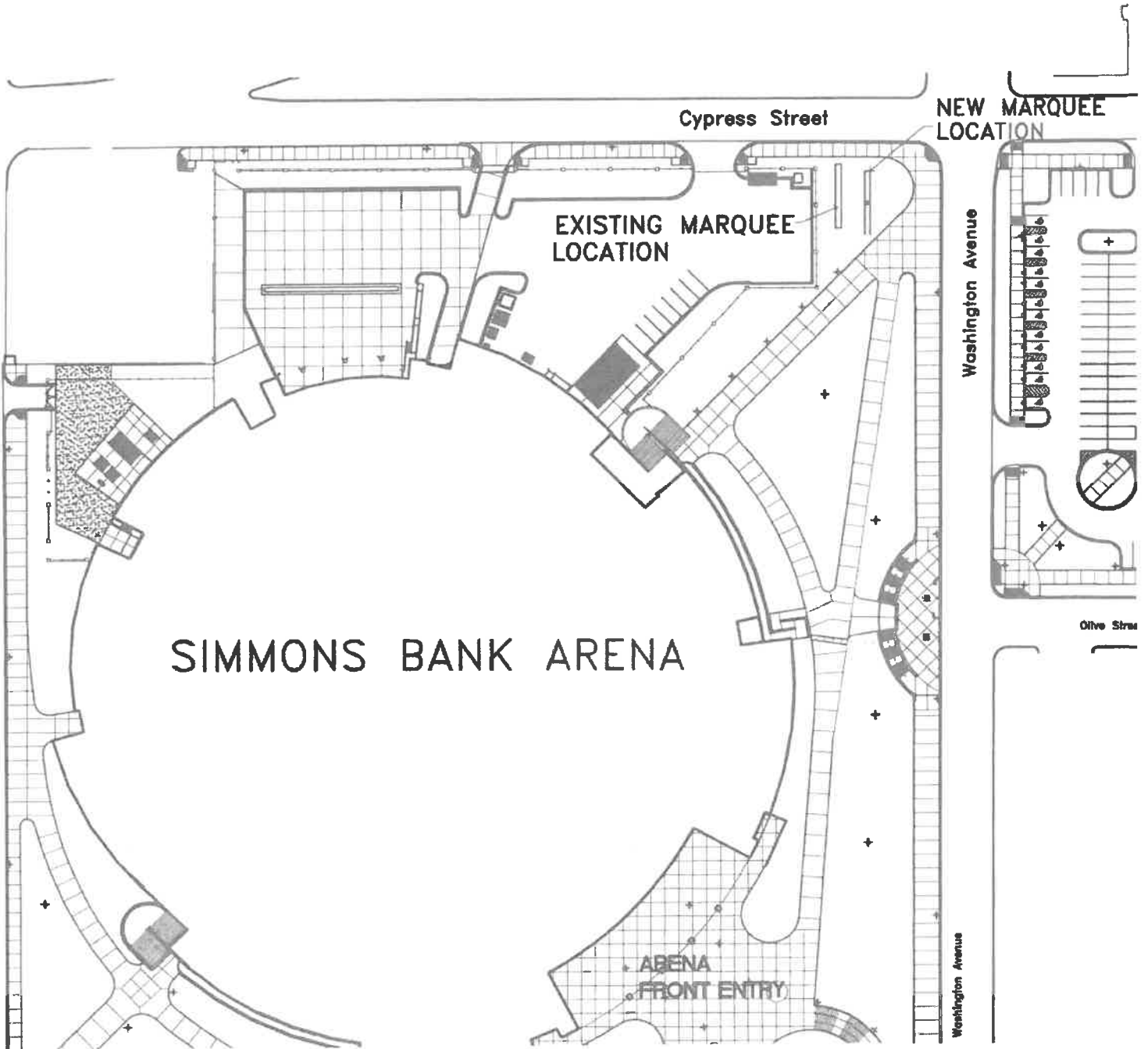
Date: 2/1/2024

tabbles®  
EXHIBIT  
C





CYPRESS STREET





GS6-480x875-15.85mm



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The Honorable Terry Hartwick, Mayor of North Little Rock  
and Members of the North Little Rock City Council  
300 Main Street  
North Little Rock, AR 72114

Dear Mayor Hartwick and North Little Rock City Council Members,

I have read and understand the City of North Little Rock's requirements for operating Electronic Changeable Copy signs and will comply with those requirements.

*Michael Marion*