O-25- 110

**ORDINANCE NO. ___**

**AN ORDINANCE AMENDING ARTICLE FOURTEEN ("THE SIGN ORDINANCE") OF ORDINANCE NO. 7697 TO INCLUDE THE MAIN STREET SIGN OVERLAY DISTRICT; DECLARING AN EMERGENCY; AND FOR OTHER PURPOSES.**

WHEREAS, Article Fourteen ("the Sign Ordinance") of Ordinance No. 7697 regulates the placement, erection, use, and maintenance of signs of a commercial nature intended to be viewed from any vehicular public right-of way; and

WHEREAS, First Baptist Church, 2015 Main Street, North Little Rock, Arkansas 72114, has requested the addition of the Main Street Sign Overlay District (see letter and map attached hereto, respectively as Exhibits A and B) to the Sign Ordinance; and

WHEREAS, the request has not been reviewed by the North Little Rock Planning Commission, and the applicants are seeking approval from the North Little Rock City Council; and

WHEREAS, a sign has been placed on the property, notice has been sent to property owners within 200-feet of the property, and a legal advertisement of notice of a public hearing to be held December 22, 2025 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 Sign Ordinance is hereby amended as shown on Exhibit C attached hereto.

**Editor's note:** Changes are in **bold**; deletions are denoted in "**red**" by ~~strikethrough~~ and additions in "**blue**" by underline.

SECTION 2: All ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of the conflict.

SECTION 3: 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 4: That it is hereby found and determined that the addition of the above-described overlay district as provided for herein is to be in the best interests of the City, and is immediately necessary in order to insure the proper and orderly growth of this land and of 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:

Council Member Nathan Hamilton

ATTEST:

Diane Whitbey, City Clerk

APPROVED AS TO FORM:

Amy Beckman Fields, City Attorney

PREPARED BY THE OFFICE OF THE CITY ATTORNEY/kt

**FILED** 11:02 **A.M.** _____ **P.M.**
**By** Amy Fields CA
**DATE** 12-16-25

**Diane Whitbey, City Clerk and Collector**
**North Little Rock, Arkansas**

**RECEIVED BY** _____

**First Baptist Church-2015 Main Street-North Little Rock, AR 72114**

**Experiencing His Presence, Power, & Passion through Prayer, Praise & the Proclamation of the Word**
www.fbcmainst.org, 501-758-1525

**SENIOR PASTOR**
Dr. D.L. Richardson, Ph.D.

**PASTOR'S ADM. ASST.**
Bethany Taylor

**BUSINESS ADMIN.**
Stephanie Kendrick

**DISCIPLESHIP PASTOR**
Rev. W.C. Mitchell

**OUTREACH PASTOR**
Rev. William Boone

**DIRECTOR OF CHILDREN/YOUTH**
Tracie Stenhouse Carter

**DIRECTOR OF WORSHIP**
Keisha Patterson

**CHURCH CLERKS**
Evelyn Thomas-Nelson, Dir.
Jocelyn Wright
Bethany Taylor

**DEACON COUNCIL**
Michael Johnson, Dir.
Earnest Sergent
James Wafford, Jr.
Wayne Ridgle
Aaron Thomas, Sr.
Charles McMullen
Dwight Stuart
John Kendrick, III
Ralph Vinson
Stacy Griffin
Donald Nicholson

**TRUSTEES**
Letha Vinson, Dir.
Aaron Thomas, Sr.
Toni Moore
Michael Murray
Angela Armstrong

December 3, 2025

North Little Rock City Council
300 Main St.
North Little Rock, AR 72114

Dear Members of the North Little Rock City Council,

We respectfully submit this letter to request a waiver for the installation of an Electronic Changeable Copy (ECC) sign at our property located at 2015 Main St.

This upgrade would better meet the communication needs of our church and the surrounding community. We believe that a digital sign would enhance our ability to share important outreach opportunities, community events, and, most importantly, the message of becoming a child of God.

In an age where technology plays a key role in connecting people, an electronic marquee would allow us to remain in tune with the needs of our community and provide a modern platform for sharing messages of hope, faith, and service. Our intent is to use this tool responsibly and effectively to promote positive engagement and increase the visibility of programs that benefit our neighbors.

We humbly request your consideration of this request and appreciate the Council's commitment to supporting organizations that serve the community. We believe this improvement will help us communicate more effectively and strengthen our connection with those we serve.

Thank you for your time and thoughtful review. We look forward to the opportunity to work with the City to make this enhancement a reality.

With a Servant's Heart,

Stephanie Kendrick
Business Administrator



EXHIBIT
tabbies
A

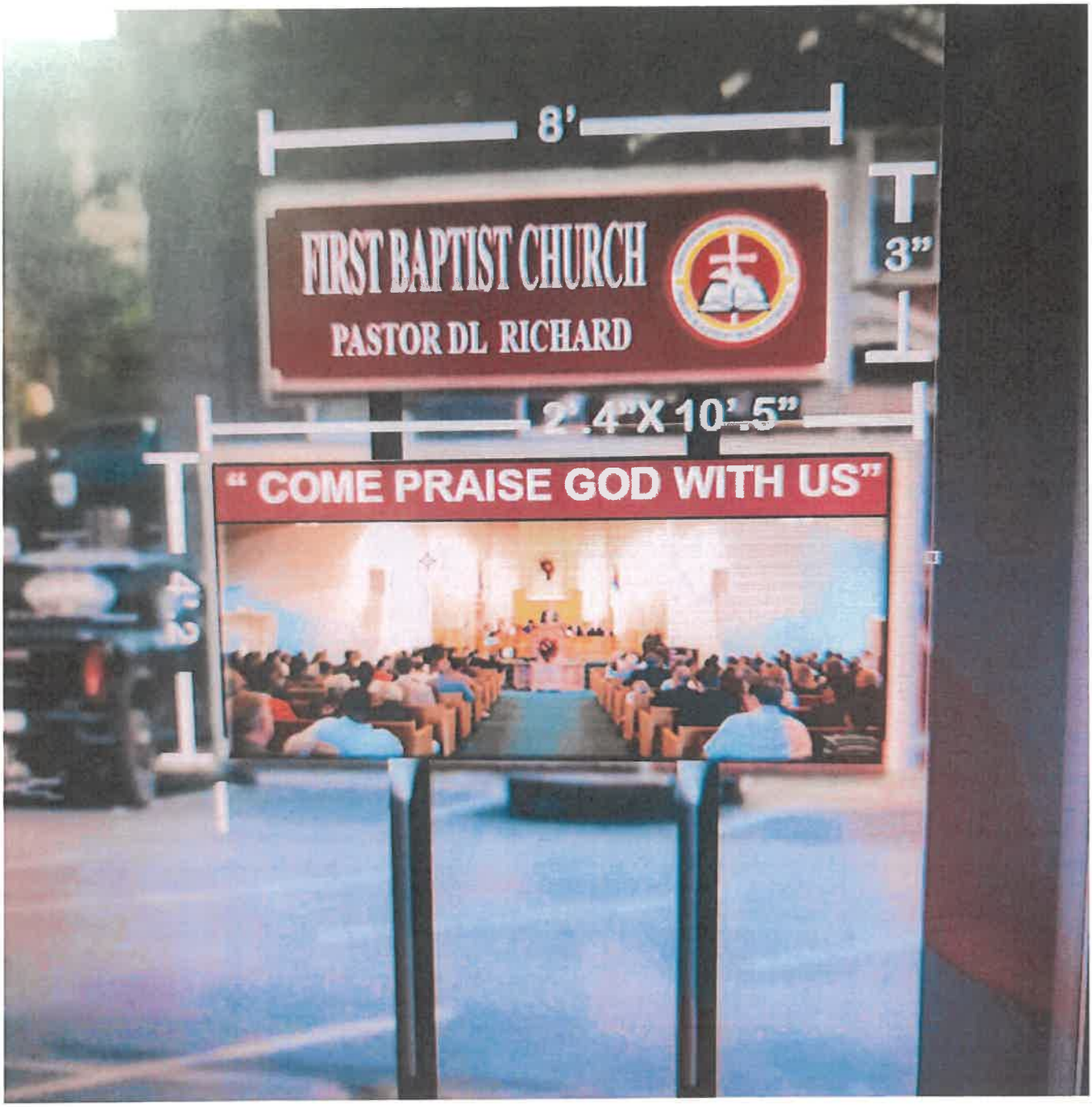
Gmail

Stephanie Kendrick <skendrick@fbcmainst.org>

# Re: FBC Electronic sign

1 message

**kevin holmes** <ktsignartwork@yahoo.com> Wed, Nov 19, 2025 at 10:57 AM
Reply-To: kevin holmes <ktsignartwork@yahoo.com>
To: skendrick@fbcmainst.org




Hey Stepanie, here is tge layout and measurements for the signage.
Yahoo Mail: Search, Organize, Conquer

On Mon, Nov 17, 2025 at 2:01 PM, Stephanie Kendrick

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Angela Armstrong

December 3, 2025

North Little Rock City Council
300 Main St.
North Little Rock, AR 72114

**Re: Acknowledgment of Requirements Under Section 14.19 – Electronic Changeable Copy Signs**

Dear Members of the North Little Rock City Council,

First Baptist Church would like to formally state our understanding of, and commitment to, the rules and operational standards outlined in **Section 14.19 – Electronic Changeable Copy (ECC) Signs** of the North Little Rock Zoning Ordinance.

We acknowledge that ECC signs must be operated in accordance with all requirements related to brightness levels, message change intervals, hours of operation (if applicable), safety standards, and any additional restrictions designed to prevent distraction to motorists or disturbance to nearby residents. We further understand that compliance with these guidelines is essential to ensuring that electronic signage remains safe, community-friendly, and consistent with the City's established standards.

If granted approval for an ECC sign, First Baptist Church is fully committed to adhering to all regulations set forth in Section 14.19 and to maintaining responsible and respectful operation of the sign at all times.

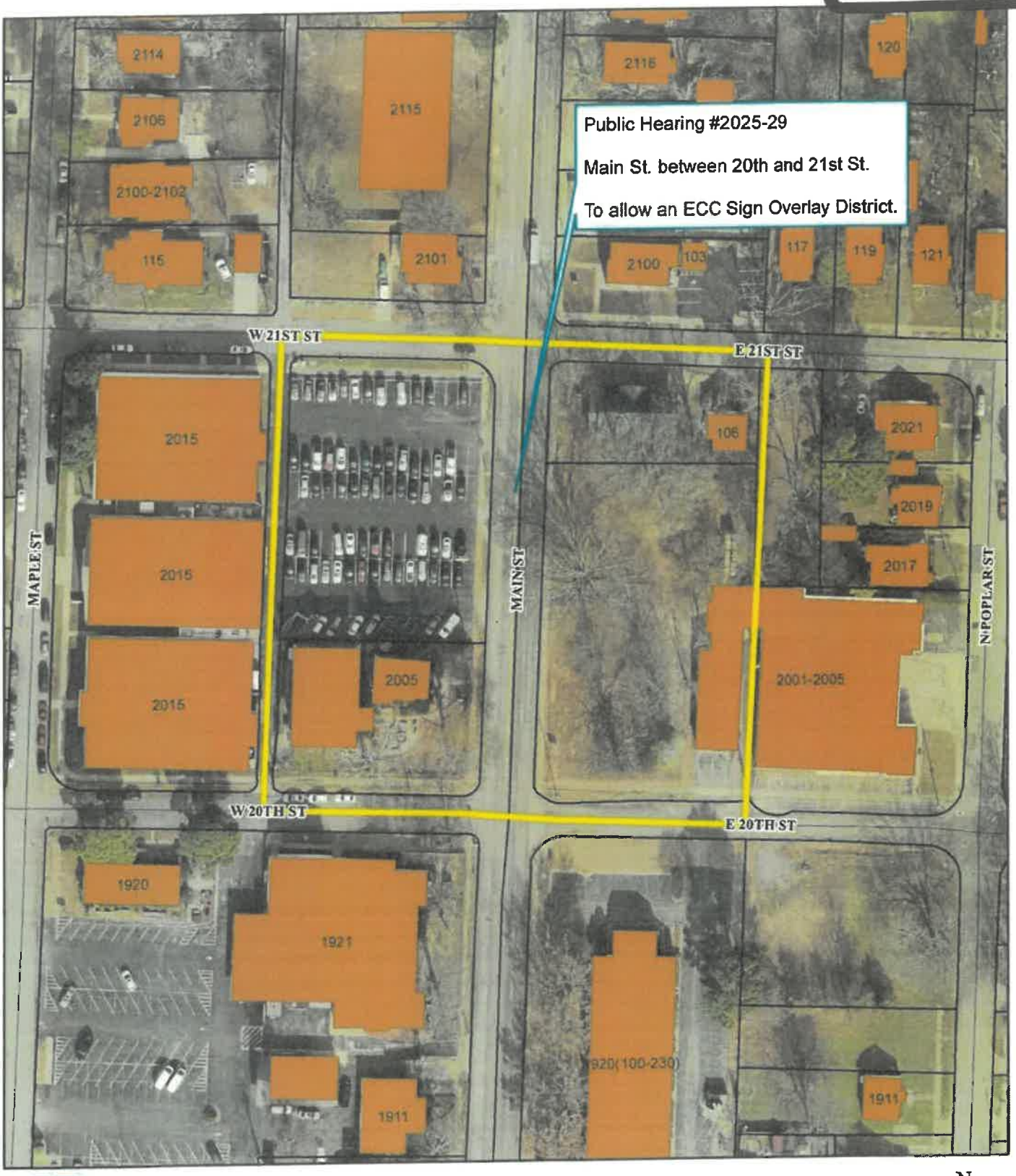
Thank you for your attention and for allowing us the opportunity to present this acknowledgment. We remain available to provide any additional information the Council may require.

With a Servant's Heart,

Stephanie Kendrick
Business Administrator

EXHIBIT B

# Public Hearing Case # 2025-29




NLR PLANNING

Ortho Map

1 inch = 100 feet

0 50 100 200 300 Feet

N W E S

Date: 12/9/2025

EXHIBIT C

**Section 14.31 – Sign Overlay Districts.**

A. East Broadway Sign Overlay District – See Section 14.100
B. Camp Robinson/Pike/Remount Sign Overlay District – See Section 14.101
C. JFK Sign Overlay District – See Section 14.102
D. Maumelle Boulevard Sign Overlay District – See Section 14.103
E. Downtown Sign Overlay District – See Section 14.104
F. Landers/Warden Road Sign Overlay District – See Section 14.105
G. MacArthur Drive Sign Overlay District – See Section 14.106
H. East McCain Sign Overlay District – See Section 14.107
I. North Hills Sign Overlay District – See Section 14.108
J. Crystal Hill Road Sign Overlay District – See Section 14.109
K. Highway 161 Sign Overlay District – See Section 14.110
L. North Hills II Sign Overlay District – See Section 14.111
M. Highway 165 Sign Overlay District – See Section 14.112
N. JFK Blvd North Sign Overlay District – See Section 14.113
O. Locust Street Sign Overlay District – See Section 14.114
P. Highway 391 Sign Overlay District – See Section 14.115
Q. Collins Industrial Sign Overlay District – See Section 14.116
R. South Landers Sign Overlay District – See Section 14.117
S. **Main Street Sign Overlay District – See Section 14.118**

**Section 14.118 –Main Street Sign Overlay District**

A. **Purpose. The purpose of this Overlay District is to improve the appearance of Main Street by reducing visual clutter caused by freestanding signs and to provide for the controlled implementation of electronic changeable copy signs consistent with the City's interests of safety, aesthetic appearance, and protection of residential properties.**

B. **District Boundaries. Properties located one-half block east and west of North Main Street between East and West 20th Street and East and West 21st Street, and within the city limits of North Little Rock.**

C. **All wall mounted, under-canopy, projecting and awning signs are permitted as allowed in Article 14.**

D. **Design Standards for Signs.**
   1. **Freestanding signs are prohibited.**
   2. **All permitted ground mounted signs shall have a maximum height limit of 6-feet and shall have a setback of 5-feet from any property line, measured from the closest edge of the sign. Ground mounted signs shall not exceed 2-square feet in sign area for each linear foot of main street frontage up to a maximum of 64-**

square feet. Signs shall not be placed in a sight triangle.

3. Where a building is on a corner and has more than one (1) main street frontage, one
(1) additional ground mounted sign shall be permitted on the additional frontage, not to exceed the size limitations of other permitted ground mounted signs, except that no more than one (1) electronic changeable copy sign may be located on any single lot.
4. Illumination shall not be greater than 300-foot candles of luminance.

E. Conformance of existing Signs.
1. Where a change of business occurs on a single occupant freestanding sign, the sign shall become a ground-mounted sign conforming to the district standards.
2. When a change in location of a freestanding sign occurs, this shall require a ground mounted sign conforming to the district standards.
3. If an existing freestanding sign is destroyed, a newly permitted sign shall conform to the district standards.
4. For existing multi-tenant freestanding signs, a complete change in business of all tenants shall require a ground mounted sign conforming to the district standards.

F. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this District according to the regulations found in Section 14.19 (A)-(C), (D)(1), and (D)(2)(b) based upon the street classification where the sign is located. Electronic Changeable Copy Signs shall be located perpendicular to Main Street.

G. Variances. No variances of this section shall be permitted.