

ORDINANCE NO. ____

AN ORDINANCE WAIVING CERTAIN SECTIONS OF THE SIGN ORDINANCE (ARTICLE 14 OF ORDINANCE NO. 7946) FOR CERTAIN REAL PROPERTY LOCATED AT THE INTERSECTION OF COUNTS MASSIE ROAD AND MAUMELLE BOULEVARD IN THE CITY OF NORTH LITTLE ROCK, ARKANSAS, TO WAIVE SIGNAGE REQUIREMENTS; DECLARING AN EMERGENCY; AND FOR OTHER PURPOSES.

WHEREAS, application was made, on behalf of ALDI Inc., by George H. Grindstaff of JJ Gift, Inc., 504 West Douglas Street, New Douglas, Illinois 62074, seeking a waiver of signage requirements for certain real property located at the intersection of Counts Massie Road and Maumelle Boulevard (see letters and maps attached hereto, respectively, as Exhibit A and B); and

WHEREAS, the request has not been reviewed by the North Little Rock Planning Commission; and

WHEREAS, a sign has been placed on the property and a legal advertisement of notice of a public hearing to be held on November 10, 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 following sections of Article 14 of the Ordinance No. 7946 (“Sign Ordinance”) are hereby waived for certain real property located at the intersection of Counts Massie Road and Maumelle Boulevard, more particularly described as Lot 2 of the Dream Big Commercial Addition to the City of North Little Rock, Pulaski County, Arkansas:

Section 14.25 – Signs Permitted in C1, C2, C3, C4, C5 and C6 Zones

- E. All permitted ground mounted 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.

Section 14.103 – Maumelle Boulevard Sign Overlay District

- D. Design Standards for all Signs.
 - 1. Freestanding signs are prohibited.
 - 2. All permitted ground mounted signs shall have a maximum height limit of 10-feet and shall have a setback of 5-feet from any property line, measure 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.

SECTION 2: All ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of the conflict.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 waiver of the above-described sections 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 Ron Harris

ATTEST:

Diane Whitbey, City Clerk

APPROVED AS TO FORM:

Amy Beckman Fields, City Attorney

PREPARED BY THE OFFICE OF THE CITY ATTORNEY/kt

FILED _____ **A.M.** _____ **P.M.**

By _____

DATE _____

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

RECEIVED BY _____

EXHIBIT A

JJ Gift, Inc.
George H Grindstaff
504 W Douglas Street
New Douglas IL 62074
GHG2010@ICLOUD.COM

September 25, 2025

Mayor Hartwick and the NLR City Council
300 Main Street
North Little Rock, AR 72114

Dear Mayor Hartwick and NLR Council Members,

On behalf of ALDI Inc we respectfully request a waiver of the typical sign standards of the Maumelle Boulevard Overlay. Article 14 – Signs, Section 14.103(D) allows for a ground mounted sign with a maximum height of 10-feet and a maximum sign area of 64-square feet. Freestanding signs within the District are prohibited without City Council approval. ALDI, a fast growing grocery chain, is requesting to place a pylon sign 30-feet in height and 80 square feet of sign area for a new ALDI's store location near the intersection of Counts Massie Road Maumelle Boulevard, NLR, AR.

The purpose of this request is to allow signage which will increase visibility to this ALDI location, support the success of the ALDI Brand and bring customer awareness as ALDI enters this new market. The request also allows ALDI's the same or similar signage presence as has been allowed for ALDI's direct and indirect competitors within the North Little Rock market. ALDI has researched signage across their store locations to determine the impact signage has on customer traffic to these stores. It has been proven without the proper signage and signage visibility the successes of a store is directly affected. In support of the request, in direct view of this site, McDonalds, ACME Brick (has 2 pylon sign locations) Phillips 66 and a strip shopping center all have pylon signs.

ALDI also requests the allowance of a wall sign without direct street frontage. The wall sign located along the east side of the building, the front entrance to the store, will be located without the benefit of a public or private street. The sign will face into the parking lot. The signage plan includes a wall sign on the Maumelle Boulevard side of the store as well. The wall signs are proposed 6-feet 3-inches by 7-feet 5-inches or 47.25 square feet each. Section 14.25(E) of Article 14 states all wall signs must face a required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant. A wall sign over the front entrance is very important to the store.

Please accept this request and place the item on an agenda to be considered by the City Council. If there are any questions or additional information is required please do not hesitate to contact me.

Respectfully,

George H Grindstaff

George H Grindstaff, JJ Gift, Inc.



O'Fallon Division

475 Pearl Dr.
O'Fallon, MO 63376

P: 636.278-4700

F: 636.278.4773

May 12, 2023

Attention - Building & Zoning Department

To Whom It May Concern:

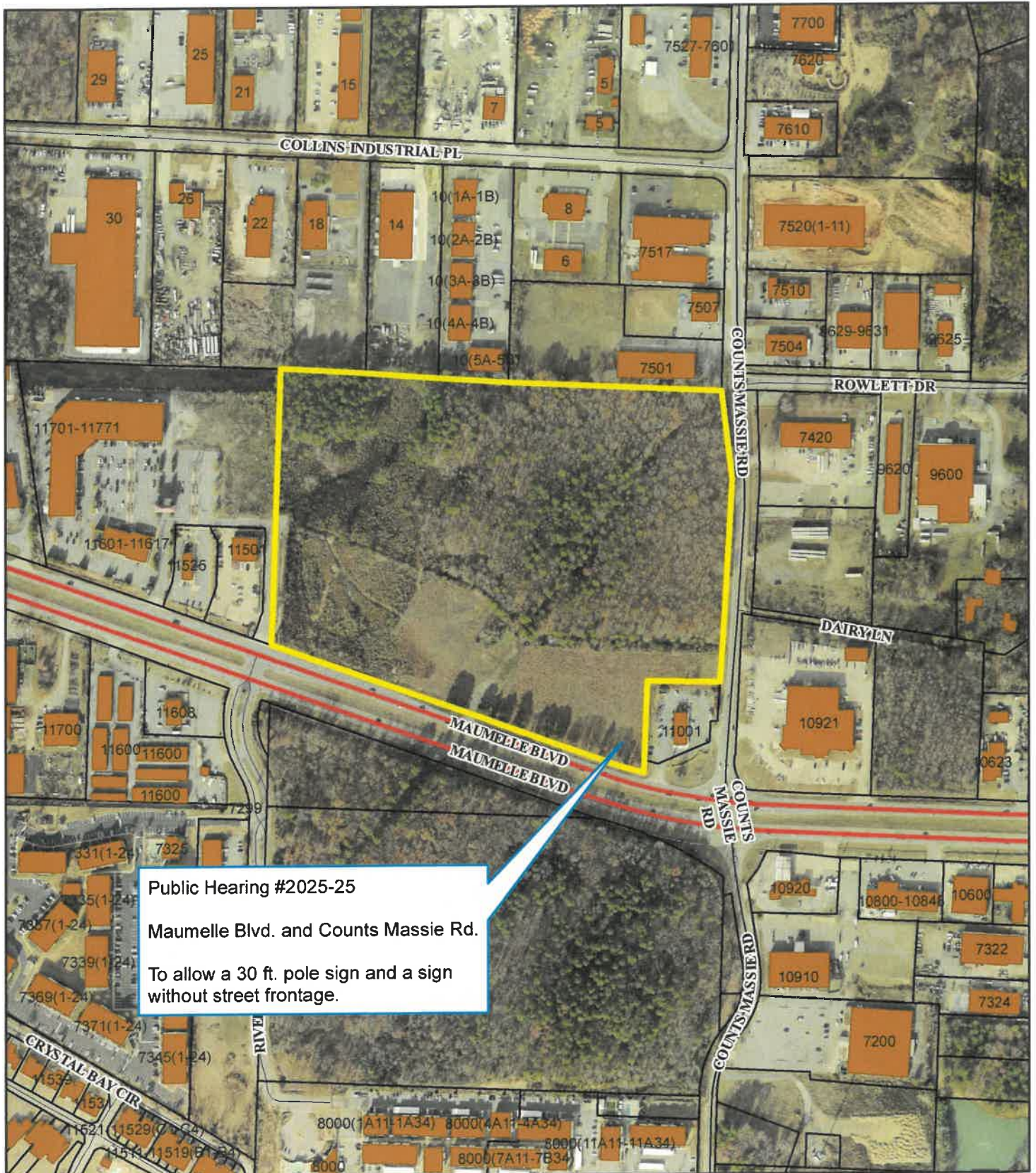
ALDI, Inc. hereby grants permission to George Grindstaff with The Graphic Department to apply for all banner and sign permits, and install the signs for ALDI.

If you require any additional information from ALDI, Inc., please feel free to contact us.

Best Regards,

A handwritten signature in cursive script that reads 'Chad Lane'.

Chad Lane
Director of Real Estate



Public Hearing #2025-25

Maumelle Blvd. and Counts Massie Rd.

To allow a 30 ft. pole sign and a sign without street frontage.

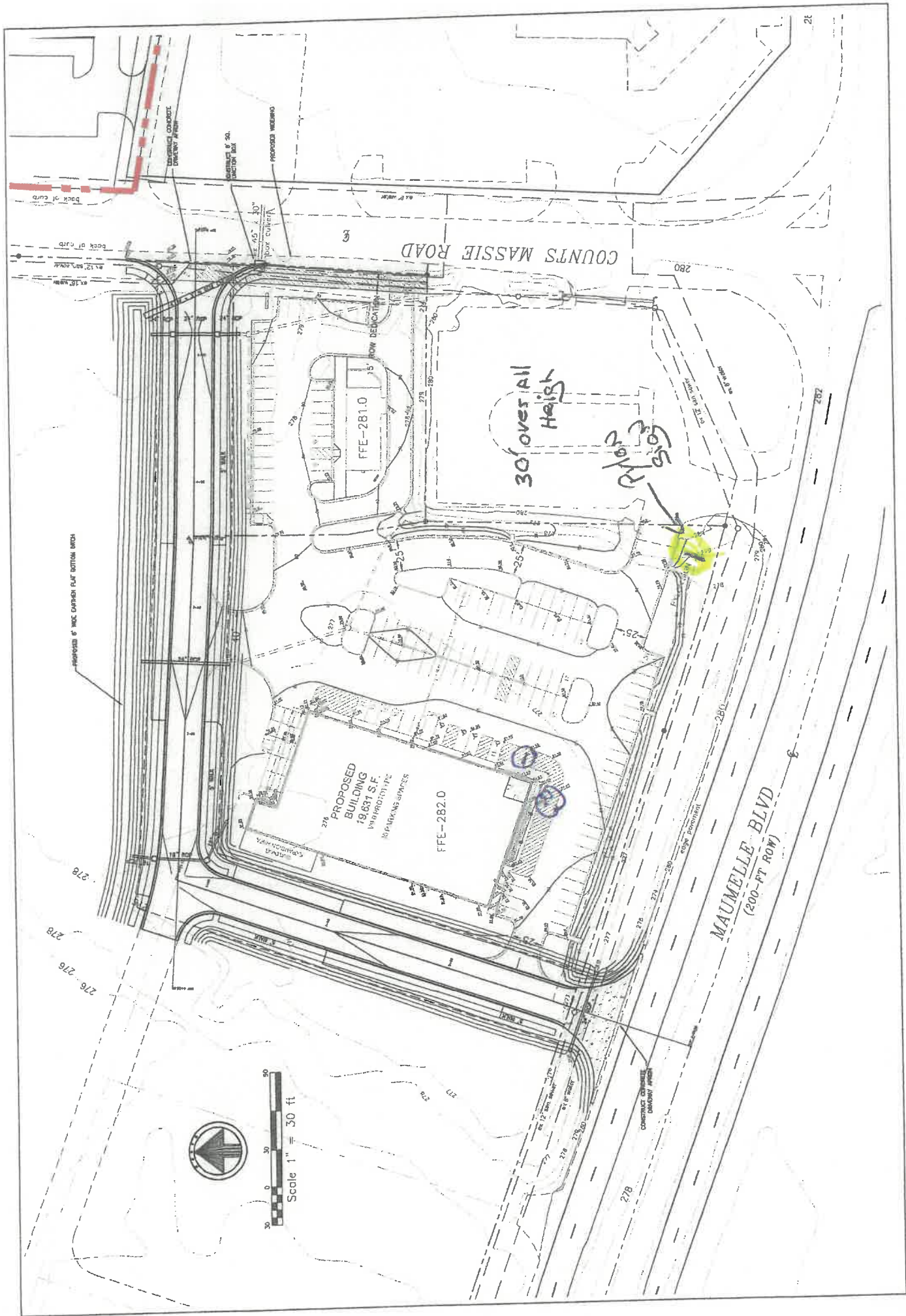


Ortho Map

1 inch = 400 feet



Date: 10/1/2025

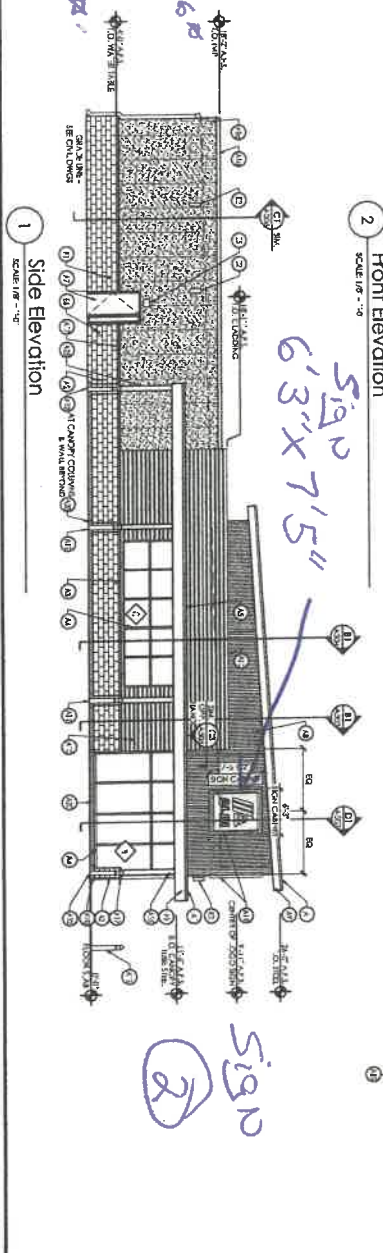
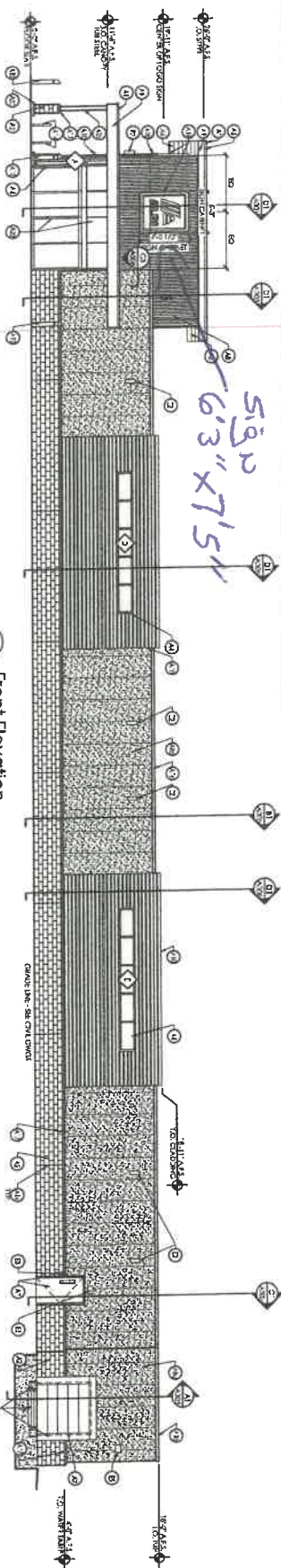




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- A circular professional engineer seal for the State of Mississippi. The outer ring contains the text "STATE OF MISSISSIPPI" at the top and "PROFESSIONAL ENGINEER" at the bottom, separated by two stars. Inside the ring, the name "CARL E. JOHNSON, JR." is written in an arc. In the center, the word "REGISTERED" is at the top, "NUMBER" is in the middle, and "F-25979" is at the bottom. The date "1/20/22" is stamped over the center text. The seal is stamped in black ink on a white background.

[illegible]

EXTENSION FINISH SCHEDULE		
	MATERIAL / INFO.	COLOR / FIN.
01	WALL PAPERING	
02	WALL PAPERING	
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02.5

Frøsteg 243

Frontage 129' 1866
Height 14' 720
Bumper

6'3" x 7'5"

5.02 (12)

1
Side Elevation
SCALE 1/8" = 1'-0"

[illegible]