

**North Little Rock Building and Housing Board of Adjustment
Sign Board - Minutes
March 10, 2020**

The North Little Rock Building and Housing Board of Adjustment (Sign Board) meeting was called to order by Vice-Chair Gardner Burton at 9:29 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

Gardner Burton, Vice-chair
Brad Hughes
Mike Tabor
Jeremy White, arrived 9:34 am

Member Absent

Gladys Webb, Chair

Staff Present

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

Others Present

Brian Dale of 24 Rahling Circle, Little Rock, AR 72223
Keith Richardson of 28 Chenal Circle, Little Rock, AR 72223
Clay Smith of 2851 Lakewood Village Drive, North Little Rock, AR 72116
Kevin Honea of 8525 Distribution Drive, Little Rock, AR 72209
Robert Manning of 1231 Central Avenue, Hot Springs, AR 71901

Approval of Minutes:

Mr. Tabor made a motion for approval of the minutes from the previous meeting, January 14, 2020.

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

Administrative:

Mr. Hughes made a motion to excuse Ms. Webb.

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

Mr. Burton made the announcements and requested everyone sign-in and turn off their cell phone.

Public Hearing

Sign Board 2020-03: 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.

Mr. Robert Manning introduced himself as the applicant for 3601 Warden Road, North Little Rock, AR 72117.

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 sign without street frontage. Ms. James mentioned Pizza Hut located just north of this site had wall signs which were located without street frontage. She stated it was assumed Pizza Hut requested wall signage without street frontage located on their north and south facades in-lieu of a wall sign located on the front of the building which has street frontage on Warden Road. She stated the record for the Pizza Hut approval was not complete but during the discussion for the proposed variance wall signage was discussed. She stated if the Board approved the request for Texas Roadhouse the approval would allow the placement of a wall sign containing 18.1 square feet of sign area located without street frontage on the north façade of the building over the front entrance to the restaurant.

Mr. Burton questioned if the size of the sign was in compliance noting the variance was for the location. He also questioned if there were any residential uses located in the area which could be impacted by the sign placement.

Staff stated the size of the sign was not a concern. Staff also stated there were no residential uses in the immediate area. Staff stated the apartments were located to the south of the site and the sign was proposed on the north wall.

Mr. Hughes stated he had no problem with the sign because it was over the front door, and he would make a motion unless there was a need for more discussion of a hardship.

Mr. Tabor made the motion to approve the request as submitted by the applicant based on staff's positive recommendation.

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

Sign Board 2020-04: 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.

Mr. Kevin Honea introduced himself as the applicant for 2935 Lakewood Village Drive, North Little Rock, AR 72117.

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 sign without street frontage. Ms. James stated this location was an end cap for the shopping center. She stated if the Board approved the request, the approval would allow the placement of a wall sign containing 54 square feet of sign area, which was located without street frontage, on the southern façade of the building. She stated with the approval staff was requesting the removal of an existing awning on the southern façade of the building which contained a former tenant's business name and logo. She stated if the awning was replaced there was to be no lettering or name of a business located on the awning without prior approval of a variance request to allow additional signage on this southern wall.

Mr. Burton asked if the property was in view of any residences. Ms. James replied it was not in view of any residence.

Mr. Burton asked for the applicant to state his hardship.

Mr. Honea stated the sign was important for viewership. He stated the landscaping of the property blocked the majority of the front sign. He stated the wall sign on the south wall would be seen by a great deal of traffic, including the driveway between L.A. Fitness and the end of the strip mall. He stated the drive provided access to the McCain Mall. He stated although the drive was not technically a dedicated city street the drive did carry a great deal of traffic allowing indirect access from Warden Road to North Hills Boulevard. He restated the existing awning would be removed and a new awning, which matched the existing awnings of the rest of the shopping center put in its place.

Mr. Hughes asked if Altell had permission for a sign on the south wall at this same address. Ms. James stated the records did not indicate Altell had permission to place a wall sign at this location. Mr. Hughes stated Altell was one of the first tenants, so they might not have had to request a variance.

Mr. Burton asked if the business had a sign on the front. Mr. Honea stated there was a sign on the front wall but the trees in front of the property blocked the view of the front sign, as seen in the pictures. He also stated the proposed sign was a smaller scale than the front sign.

Mr. Hughes stated the other endcap properties in the shopping center had additional signage.

Ms. Miller reminded the Board of the need to pass or fail the motion based on staff recommendation and the hardship so people could go back and see the reason for the decision of the Board. She stated the Board could make a motion similar to I move we grant the variance request based on the recommendation of staff.

Mr. Hughes made a motion to approve the request as submitted by the applicant based on staff's positive recommendation.

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

Sign Board 2020-05: 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.

Mr. Brian Dale and Mr. Keith Richardson introduced themselves as the applicants for 3000 North Hills Boulevard, North Little Rock, AR 72116.

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 ground sign stating if the Board approved, the request the approval would 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. She stated the cabinet with lettering by itself was 108 square feet. Ms. James stated the property had street frontage on three sides. She stated staff was supportive of allowing the sign as proposed based on the size of the property and the fact the development was only requesting one sign location.

She stated the main entrance to the development was on North Hills Boulevard and there was now a new traffic light at the entrance to the development. She stated the proposed sign was located in a manner which did not block any views of residents entering or exiting the development.

Mr. Hughes asked about the lighting of the sign. Mr. Richardson answered the sign would be backlit. He stated there was no up-lighting or movement to the sign.

Mr. Burton asked about the possibility of seeing the sign from the surrounding residences. Ms. James stated the homes in the surrounding subdivisions were higher than this site, located on a hill, and above the elevation of the sign. Mr. Hughes also mentioned the plant nursery located across the street had a great deal of lighting and he felt the proposed sign would add minimal light pollution.

Mr. Burton asked the applicant to state their hardship. Mr. Dale replied they had 2,300

linear feet of frontage along North Hills Boulevard as well as Barbara Drive. He stated the developer was allowed more sign locations and square footage of signs than proposed but the developer wanted to keep the wooded area natural to provide screening for the existing residents and the new apartment dwellers. He stated the developer was only requesting this one sign at the entrance which was not the total of all the square footage allowed. He stated with their 66-acres, they could have 15 signs totaling 360 square feet.

Mr. Hughes stated the size of the sign was compared to the sign approved for the Foothills Apartments. He stated the size of the sign was acceptable to him.

Mr. Hughes made a motion to approve the request as submitted by the applicant based on staff's positive recommendation.

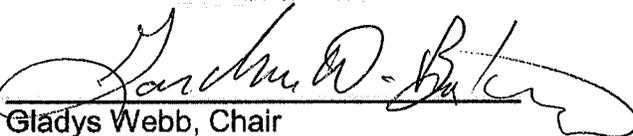
Mr. White seconded the motion. The motion carried with 3 votes for and 1 against.

Public Comment/ Adjournment

Mr. Burton made a motion to adjourn the meeting.

Mr. Tabor seconded the motion to adjourn at 9:54 with no dissent.

PASSED: 6/9/2020 RESPECTFULLY SUBMITTED:


Gladys Webb, Chair

GARDNER D. BURTON