

**AN ORDINANCE GRANTING A WAIVER OF SECTIONS 14.19 AND 14.109 OF THE ZONING ORDINANCE TO ALLOW AN ELECTRONIC CHANGEABLE COPY SIGN ON CERTAIN REAL PROPERTY LOCATED AT 4601 NORTSHORE DRIVE IN THE CITY OF NORTH LITTLE ROCK, ARKANSAS; DECLARING AN EMERGENCY; AND FOR OTHER PURPOSES.**

WHEREAS, a request to install a sign has been made by Jared Coleman of Bluefin Development, 610 President Clinton Avenue, Suite 1A, Little Rock, Arkansas 72201, to allow a 9 foot 1.75 inch tall, 109.75 square-foot free-standing sign including an electronic changeable copy message center to be located at 4601 Northshore Drive (see letters from Jared Coleman and Mark Nell of Sign Resource Identity Group attached hereto collectively as Exhibit A); and

WHEREAS, the request seeks a waiver of the requirements of Section 14.19(D)(2)(b) of the Zoning Ordinance which provides that signs shall be limited to maximum of 6 feet in height and 48 square feet, and prohibiting freestanding signs; and

WHEREAS, the request seeks a waiver of the requirements of Section 14.106(F) of the Zoning Ordinance which provides that electronic changeable copy signs are permitted in Crystal Hill Road district according to the regulations found in Section 14.19; and

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

WHEREAS, notice has been sent to surrounding property owners, a sign has been placed on the property, and a legal advertisement of notice of a public hearing to be held March 9, 2020 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 proposed sign, as shown on Exhibit B attached hereto, is hereby permitted on real property located 4601 Northshore Drive, being more particularly described as follows:

Lot 1A, Northshore Business Park Subdivision, Pulaski, County, Arkansas (See map attached hereto as Exhibit C).

SECTION 2: That a waiver of the sign style requirements, maximum sign height requirements, and square footage requirements of Section 14.19(D)(2)(b)(i), (ii), and (iii) and Section 14.109(F) of the Zoning Ordinance is hereby granted for 4601 Northshore Drive, North

Little Rock, Pulaski County, Arkansas, to allow for a 9 foot 1.75 inch tall, 109.75 square-foot free-standing sign that includes an electronic changeable copy message center.

SECTION 3: That all ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of the conflict.

SECTION 4: 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 5: It is hereby found and determined that the herein-described sign on Northshore Drive 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 Joe A. Smith

SPONSOR:

ATTEST:

Ron Harris

Council Member Ron Harris

by AF

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

APPROVED AS TO FORM:

Amy Beckman Fields

Amy Beckman Fields, City Attorney

PREPARED BY THE OFFICE OF THE CITY ATTORNEY/cf

FILED 9.20 A.M. \_\_\_\_\_ P.M.

By A. Fields

DATE 3-3-20

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

RECEIVED BY S. Ussery



610 President Clinton Ave. Suite 1A  
Little Rock, AR, 72201

2/5/2020

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

Dear Mayor Smith and North Little Rock City Council Members,

My name is Jared Coleman and I work as a partner in Bluefin development. We are currently involved in the development of convenience stores in the Central Arkansas market. One of our properties at 4601 Northshore Dr., North Little Rock, AR is located in the Crystal Hill Sign Overlay District. This overlay district currently allows a Max Height of 6' and a total of 64 Sq. Ft. for signage.

We are requesting a sign variance to a height of 9'-1-3/4" and a total of 109.75 sq. ft. The reason for this request is twofold: 1) Request would allow us to maximize digit size for the convenience store to help attract more customers and 2) Allow us to fit a future tenant panel on the sign. We are currently working with a few Quick Service Restaurants to partner with us at this location and there has been some concern about sign visibility from the road. Without the future tenant panel, it makes it difficult to attract a "High Profile" QSR.

I have spoken to Mr. Ron Harris who has agreed to help with our request by allowing this item to go before City Council. With the City of North Little Rock's help, we believe with the additional signage space we will be able to increase sales at the convenience store and add a quality QSR tenant which would bring additional sales tax to the city.



Please let me know if you have any questions or need any additional information. We look forward to bringing new development to the City of NLR, any help you can provide is appreciated.

Sincerely,



Jared Coleman  
Bluefin Development, LLC  
(501)837-2480  
[jared@bluefinddevelopment.com](mailto:jared@bluefinddevelopment.com)



610 President Clinton Ave. Suite 1A  
Little Rock, AR, 72201

2/13/2020

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

Dear Mayor Smith 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.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jared Coleman', is written over a light blue horizontal line.

Jared Coleman  
Bluefin Development, LLC  
(501)837-2480  
jared@bluefinddevelopment.com



2/10/2020

Re: Lumen Output for proposed 2 product 12" and 6" LED price sign displays for Gas Express/Circle K located at 4601 Northshore Little Rock AR

Our LED displays each have a preset day setting and night setting for maximum brightness, activated based on a photocell on the display. All displays will brighten or dim in unison based on the ambient light level reaching the photo cell sensor located on the primary side of the sign on the top grade. The individual settings can only be changed by entering a proprietary factory programming mode, which cannot be accessed during normal operation of the sign.

To compare the brightness of a Monochrome LED sign to a standard florescent or incandescent lighted sign is challenging at best. The difficulty lies with the fact that standard signs emit a broad spectrum of light, more or less evenly across the visible spectrum, producing white light. LED signs emit a single color light in a very narrow band or wavelength. The total light output of the LED price sign itself, is far less than a standard sign, but it is almost all of a very specific color, providing the contrast needed to see it. At least 50% of the background area of the LED display is highly light absorptive black, increasing the contrast, but decreasing the total light output and absorbing ambient light.

The LED's themselves are point sources of light as opposed to the standard illuminated translucent faces, which are emissive surfaces. To simplify the comparison, we can consider the LED's in the sign to be emissive, if you consider each point source combined and spread over the area of the price sign face. Based on the 12" and 6" displays, you have approximately 960 foot candles per side, during the day. That calculation is with every single LED on, which only happens in test mode and normally only about 70% of the LED's are on. The actual values will be closer to 30% less per side or about 672 foot candles at full brightness during the day, which is about the output of a 60 watt incandescent bulb. The foot candle output of the LED's is dramatically less at night, about 192 foot candles during the test mode and actual values around 135 foot candles. The end result is that the LED displays produce dramatically less total visible light than comparable signs with fluorescent or incandescent lamps.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark W. Nell'.

Mark Nell  
Director of Technical Services

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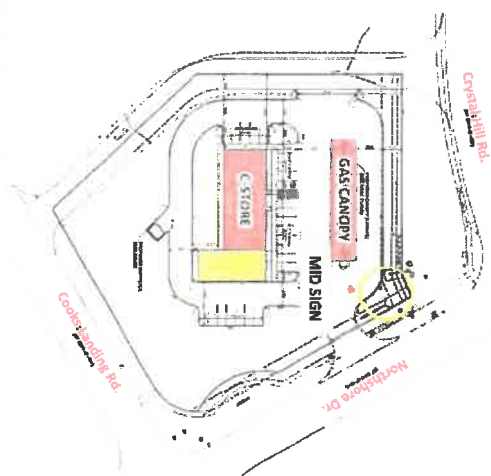
6135 District Boulevard  
Maywood, California 90270

Toll-Free: 800.423.4283  
Phone: 323.771.2098  
Fax: 323.560.7143

[www.signresource.com](http://www.signresource.com)

### Scope of Work:

New Circle K custom monument system to be installed on TI supplied footers to include Circle K logo, 2-product Uni/Posi LED price with toggle for cash/credit UNID pricing. Bottom of sign to be clad with a brick masonry base to match r-store. Brick masonry base to be completed by others. Sign cabinets to be painted Circle K WHITE.

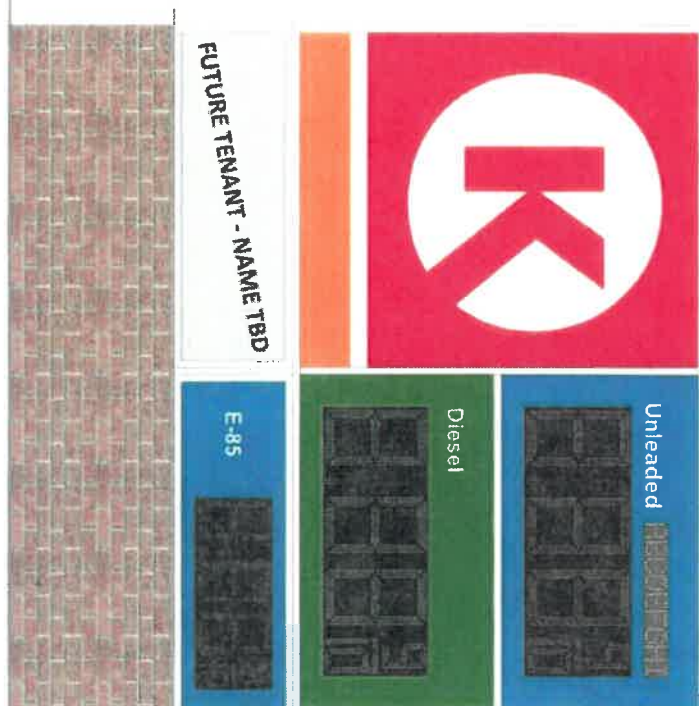


9'-1-3/4"

7'-1-3/4"

2'-0"

34.25"



12'-0"

## Proposed MID

Brick/Stone Masonry base to match c-store and to be provided by others.

**Note:** Customer requests a variance for a larger MID Sign due to visibility

**CODE ALLOWANCE:**

Site is located in Crystal Hill Sign Overlay District. Freestanding signs are not allowed. Electronic Changeable Copy signs are allowed as long as they are monument

Max Height Allowed: 6ft  
Max Sq Ft: 64 Sq Ft



**Square Footage Totals:**

Existing:	N/A sq ft
Proposed:	109.75 sq ft

# TOTAL IMAGING

### MEETING THE PETROLEUM INDUSTRY'S CHALLENGES FOR THE FUTURE

## Revisions:

Rev. 0 - Original Drawing

Rev. 1 - added E-85 & "Tenant Logo Text Here" to layout

Rev. 2 - changed to monument sign system due to code restrictions

Rev. 3 - changed to larger monument sign for possible future variance

5/30/19

584019

10/21/19

1127019

Source: *Author's calculations*.

**Little Rock, AR**

**CUSTOMER: GAS EXPRESS/BLUE FIN DEVELOPMENT**

Drawn by: JH

JOURNAL OF DOCUMENTATION, vol. 52, no. 3, 2000, pp. 205-214.

Date: 5/30/2019

**Customer Approval:**

This original drawing is property of T.I. and is not to be exhibited, copied, or reproduced without permission.

**Please initial here**

## EXHIBIT

B.

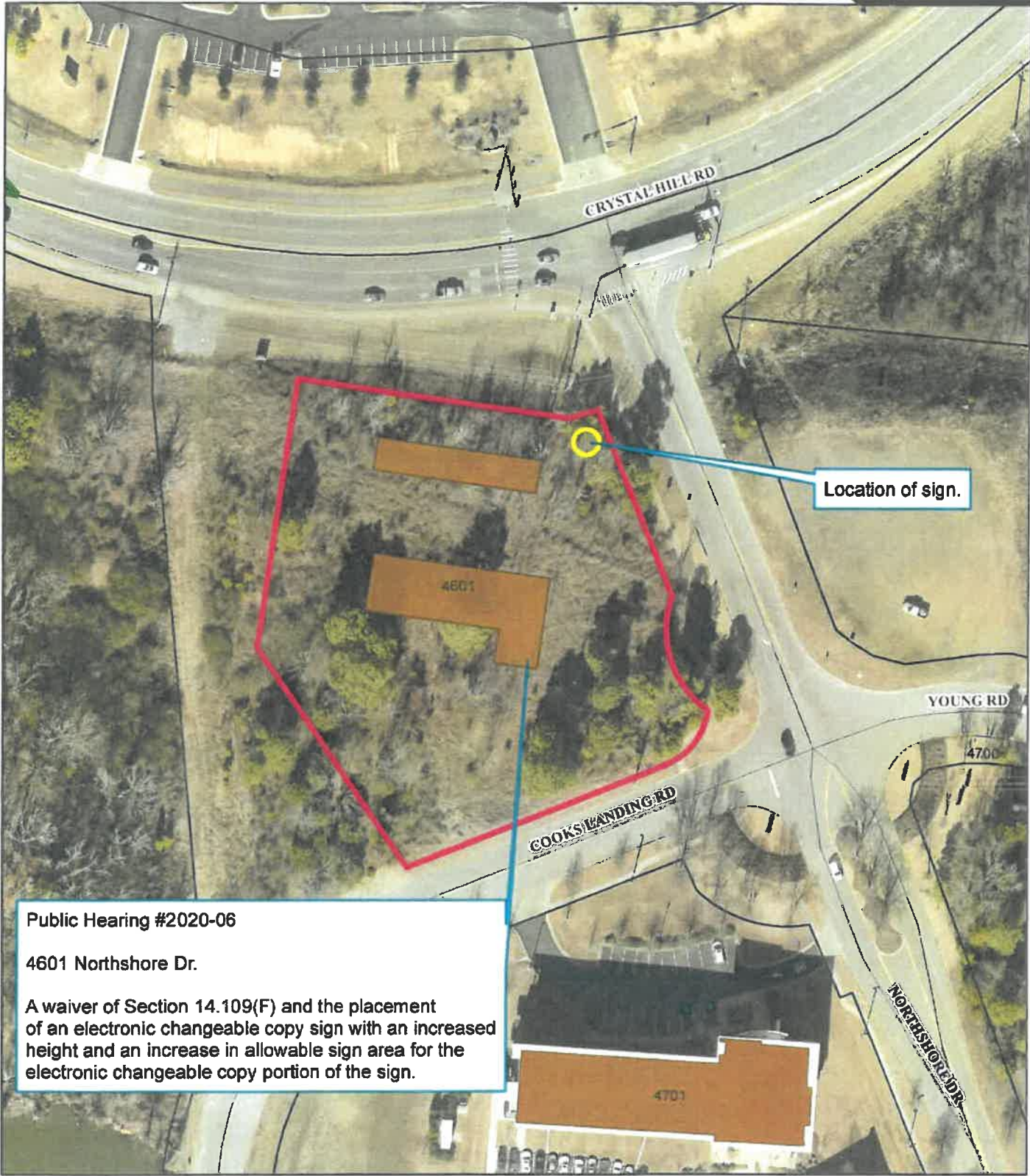
tables\*

# Public Hearing Case # 2020-06

EXHIBIT

C.

tabbles



Location of sign.

Public Hearing #2020-06

4601 Northshore Dr.

A waiver of Section 14.109(F) and the placement of an electronic changeable copy sign with an increased height and an increase in allowable sign area for the electronic changeable copy portion of the sign.



Ortho Map

1 inch = 100 feet



Date: 2/18/2020