

ORDINANCE NO. _____

AN ORDINANCE GRANTING A WAIVER TO ALLOW VARIANCES FOR A POLE SIGN ON CERTAIN REAL PROPERTY LOCATED AT 10500 MAUMELLE BOULEVARD IN THE CITY OF NORTH LITTLE ROCK, ARKANSAS; DECLARING AN EMERGENCY; AND FOR OTHER PURPOSES.

WHEREAS, on December 13, 2016, the Planning Commission reviewed an animal clinic with a monument sign (The Boulevard Veterinary Clinic) through the Site Plan Review Process, to be located at 10500 Maumelle Boulevard, and approved the same (7 affirmative votes; 2 absent); and

WHEREAS, a request has been made by Mr. Carl Brown, The Boulevard Veterinary Clinic, 10500 Maumelle Boulevard, North Little Rock, AR 72113, seeking certain variances for a pole sign on the herein described land (*see* request and affirmation of rules and regulations attached hereto as Exhibits "A" and "B"); and

WHEREAS, the request seeks a waiver to allow variances of requirements pursuant to Section 14.103 (Maumelle Boulevard Sign Overlay District) and Section 14.19 (Electronic Changeable Copy Signs) as follows:

Section 14.103.D.1 – Allow a freestanding pole sign (instead of a ground mounted monument style sign).

Section 14.19.D.2.a.i – Allow a changeable copy sign on a street with two vehicular traffic lanes to be a freestanding pole sign (instead of ground mounted monument only).

Section 14.19.D.2.a.ii – Allow a height of 16 feet (instead of the maximum height limit of 10 feet).

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

SECTION 1: That a waiver to allow variances of Sections 14.103.D, 14.19.D.2.a.i and 14.19.D.2.a.ii of the North Little Rock Zoning Ordinance for a changeable copy pole sign on property located at 10500 Maumelle Boulevard (more particularly described as Kierre and Lusk Addition, Lot 2R to the City of North Little Rock, Pulaski County, Arkansas) is hereby approved as follows:

- (a) The prohibition for a freestanding sign (instead of a ground mounted monument style sign) is waived.
- (b) The prohibition for a changeable copy free standing pole sign (instead of a ground mounted monument style sign) is waived.

(c) The 10-foot maximum height limitation is waived to allow the sign to be 17'7" tall.

See Exhibits "C" and "D" (drawing and site map) attached hereto.

SECTION 2: That all ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of the conflict.

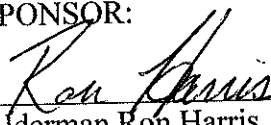
SECTION 3: That the provisions of this Ordinance are hereby declared to be severable and if any section, phrase or provision shall be declared or held invalid, such invalidity shall not affect the remainder of the sections, phrases or provisions.

SECTION 4: It is hereby found and determined that variances for a freestanding changeable copy pole sign in the Maumelle Boulevard corridor is compatible with other signage in the immediate area and will not detract from the aesthetic appearance of the locale, 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:

SPONSOR:



Alderman Ron Harris

Mayor Joe A. Smith

ATTEST:

Diane Whitbey, City Clerk

APPROVED AS TO FORM:


C. Jason Carter, City Attorney

PREPARED BY THE OFFICE OF THE CITY ATTORNEY/b

FILED	11:25	A.M.		P.M.
By	City Atty Carter			
DATE	4-18-17			
Diane Whitbey, City Clerk and Collector North Little Rock, Arkansas				
RECEIVED BY	S. Hoseney			



The
Boulevard
Veterinary Clinic

501-753-4492 🐾 10500 Maumelle Blvd. NLR, AR.72113

The Boulevard Veterinary Clinic currently located at 9883 Maumelle Blvd NLR, AR 72113, Ward 3 will soon be relocating to 10500 Maumelle Blvd NLR, AR 72113, Ward 3, Zone I-1 to a brand new "stand alone" facility. We are kindly requesting a variance to the 2017 NLR Sign Regulation Section 14.19(2b)i, (pg150) concerning the construction and use of Electronic Message Centers (Digital signage). Currently the code states that we may have an electronic message center mounted on a monument base not to exceed 6 feet in total height. Given the topography and neighboring businesses of the new location it is not feasible for an electronic message center since it will not be visible to patrons traveling Southbound on Maumelle Blvd. A pole mounted digital sign will be far more visible when trying to connect to local citizens of North Little Rock and Maumelle.

We would like, for your review, our current proposed signage design as designed by Arkansas Sign and Neon. We are open and willing to conform to any proposed changes that you deem necessary.

We, The Boulevard Veterinary Clinic, greatly appreciate your time and consideration in this matter.

Carl Brown
405-317-1373





The
Boulevard
Veterinary Clinic

501-753-4492 🐾 10500 Maumelle Blvd. NLR, AR.72113

4 April 2017

The Owners and staff operating as The Boulevard Veterinary Clinic located 10500 Maumelle Boulevard in North Little Rock, Arkansas affirm "attest" that we have read and understand the rules and regulations set forth by the City of North Little Rock for operating an Electronic Changeable Copy "ECC" sign.

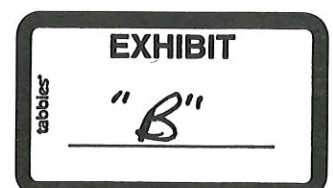
Regulations referenced can be found in the North Little Rock Sign Regulation Article 14.19.

Regulations include:

- Limiting Light Emmissions - shall not exceed 0.3 foot candles above ambient levels
- Movement – no illusions of running, moving, blinking, chasing, etc.
- Rate of Change – sign shall not change more than once in 15 seconds.

All rules and regulations will be abided by and followed as intended.

CARL S. BROWN
405-317-1373



best friend
not feeling
well?

501.753.4492

36" X 84" ID SIGN

ELECTRONIC MESSAGE UNIT
37" X 84"

SPECS/SCOPE OF WORK

FABRICATE AND INSTALL NEW ID POLE SIG
W/ FLAG-MOUNTED ELECTRONIC MESSAGE
UNIT - 16MM, FULL-COLOR -3'1" X 7'1"
AND FLAG-MOUNTED ID SIG

POLE= 10" SQ. @ 16' OVERALL HEIGHT

ID SIGN = 36" X 85" - L.E.D. ILLUMINATION
W/ ACRYLIC FACE AND GRAPHICS APPLIED
1ST SURFACE

POLE, FRAMING AND SIGN CABINET TO BE
PAINTED BLACK

WILL BE MOUNTED ON POLE W/ ANGLE PIECES
TO BE VIEWS AT A SLIGHT ANGLE IN BOTH
DIRECTIONS.

tabbles®

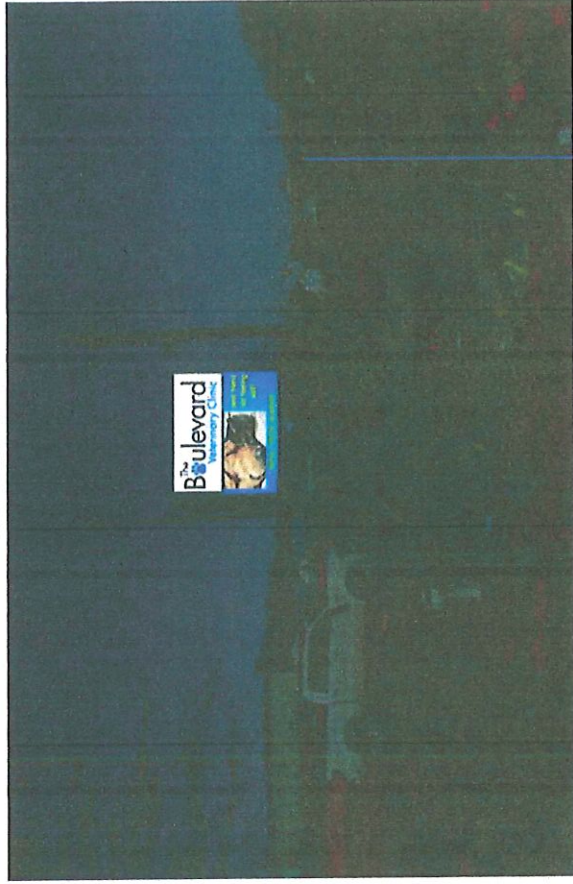
EXHIBIT

"C"

PROPOSED DAY VIEW



PROPOSED NIGHT VIEW



Client: THE BOULEVARD VET. CLINIC
Location: 9883 Maumelle Blvd, North Little Rock,
Representative: KEVIN HONEA
Designer: LORA RAND
Date: 03/13/17 -DWG031317-1

SIGNATURE REQUIRED FOR APPROVAL
CUSTOMER RESPONSIBLE FOR LANDLORD APPROVAL IF APPLICABLE
All ideas, designs and arrangements indicated or represented by this drawing (except for registered trademarks) are owned by and are the property of Arkansas Sign & Neon. Use of this document is prohibited unless written authorization is otherwise given.

8525 DISTRIBUTION DR.
LITTLE ROCK, AR 72209
501-562-3942 P
501-562-6651 F
UL Listed



Public Hearing Case # 2017-8



Ortho Map

1 inch = 40 feet



Date: 4/6/2017