

ORDINANCE NO. _____

AN ORDINANCE AMENDING ORDINANCE NO. 7697 (“THE ZONING ORDINANCE”) TO ESTABLISH THE HIGHWAY 391 SIGN OVERLAY DISTRICT; DECLARING AN EMERGENCY; AND FOR OTHER PURPOSES.

WHEREAS, in order to improve the appearance of Highway 391, it is necessary that steps be taken to reduce the visual clutter caused by freestanding signs and provide for the controlled implementation of electronic changeable copy signs consistent with the City’s interests in safety, overall aesthetic appearance and protection of residential properties; and

WHEREAS, Section 11.1 of the North Little Rock Zoning Ordinance (Ordinance No. 7697) provides for the creation of overlay districts to establish specific land use regulations that go beyond the provisions of the Zoning Ordinance; and

WHEREAS, notice of a public hearing to be held July 23, 2018, at 6:05 p.m. has been given by publication of notice in the newspaper.

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

SECTION 1: That Section 14.31 of the Zoning Ordinance (Ordinance No. 7697) is hereby amended as follows:

Editor’s Note: Added text denoted by underline.

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 Boulevard North Sign Overlay District – See Section 14.113
- O. North Locust Street Sign Overlay District – See Section 14.114

P. Calvary Road Sign Overlay District – See Section 14.115

Q. Hwy 391 Sign Overlay District – See Section 14.116

SECTION 2: That Article 14 of the Zoning Ordinance (Ordinance No. 7697) is hereby amended to *add* the following section (see map attached hereto as Exhibit “A”):

Section 14.116 – Hwy 391 Sign Overlay District Section

- A. Purpose. The purpose of this overlay district is to improve the appearance of Highway 391 by providing 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. All properties abutting Hwy 391 from Hwy 70 to the intersection of Maybelline/Valentine Roads, the properties on the south side of Maybelline for approximately 1500 feet, and the properties on the south side of Valentine for approximately 1900 feet.
- C. Wall mounted, under canopy, projecting and awning signs are permitted as allowed in Article 14.
- D. Electronic Changeable Copy Signs. Electronic changeable copy signs are permitted within this district according to the regulations found below:
 - a. Electronic changeable copy signs may be either ground mounted or freestanding signs, but may not be used as wall signs.
 - b. Height. Signs are permitted to a maximum height of eighteen (18) feet.
 - c. Square footage. Signs shall be limited to a maximum of 84 square feet.
 - d. Location. Signs shall be located a minimum of five (5) feet and maximum of ten (10) feet from a property line along a vehicular traffic lane. No electronic changeable copy sign may be located closer than 300 feet to any residence.
 - e. Number of signs. Electronic changeable copy signs shall be limited to one per property.
 - f. Rate of Change. No electronic changeable copy signs shall change copy more frequently than once during any thirty (30) second interval.
- E. Variances. No variances of this section shall be permitted.

SECTION 3: That all ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of such 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 to be invalid, such invalidity shall not affect the remainder of the sections, phrases or provisions.

SECTION 5: That it is hereby found and determined that the establishment of the herein described sign overlay district will improve the overall aesthetic appearance of the area; that the adoption of this Ordinance is immediately necessary for the orderly development of the City and 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:

Maurice Taylor

Council Member Maurice Taylor

Diane Whitbey
Diane Whitbey, City Clerk

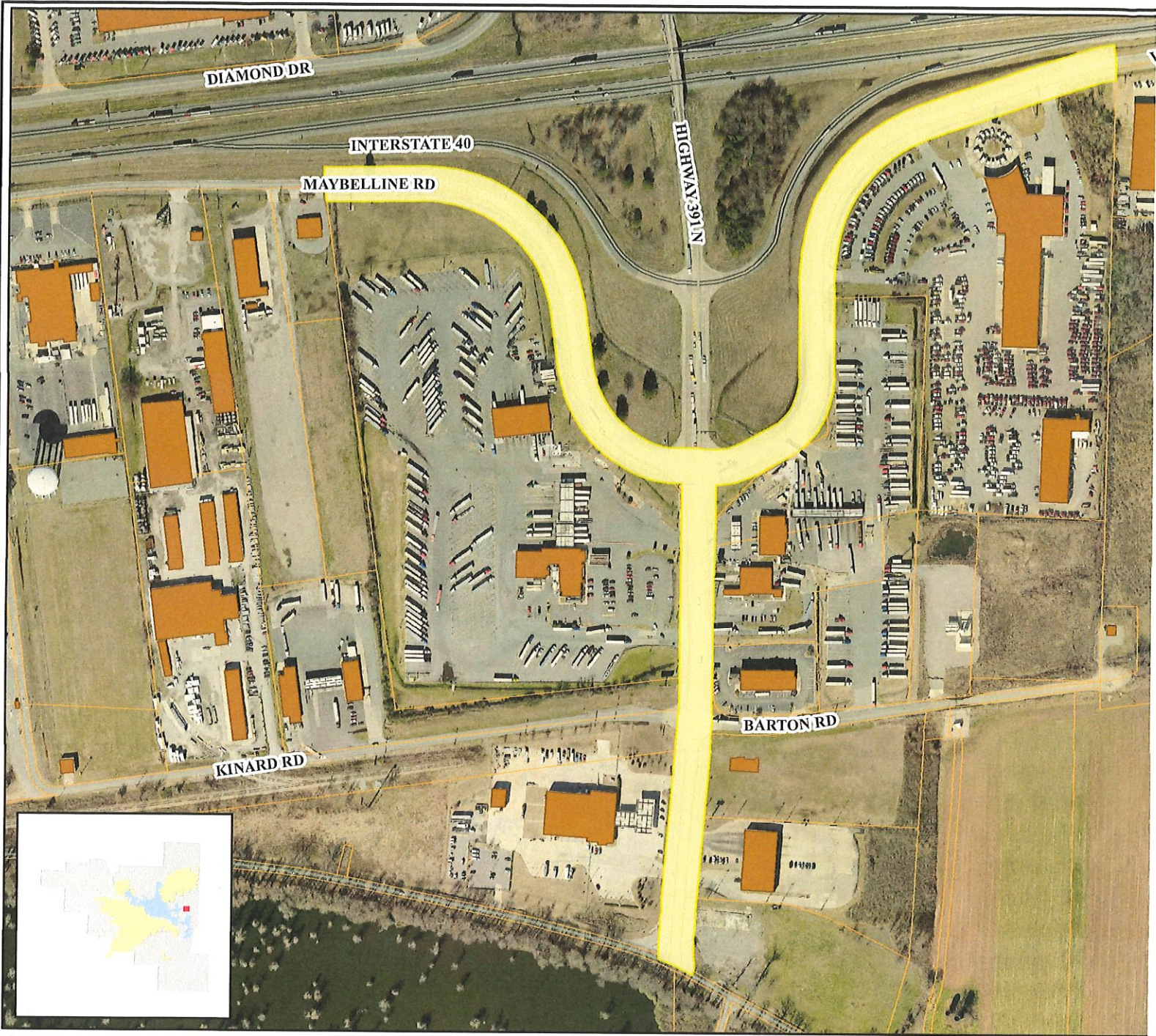
APPROVED AS TO FORM:

Amy Beckman Fields

Amy Beckman Fields, City Attorney

PREPARED BY THE OFFICE OF THE CITY ATTORNEY/kh

FILED <u>11:30</u> A.M. _____ P.M.
By <u>Amy Fields CA office</u>
DATE <u>7-17-18</u>
Diane Whitbey, City Clerk and Collector North Little Rock, Arkansas
RECEIVED BY <u>[Signature]</u>



Highway 391 Sign Overlay District

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This map i

Date: 7/9/2018

