

**North Little Rock Building and Housing Board of Adjustment
Sign Board - Minutes
January 14, 2020**

The North Little Rock Building and Housing Board of Adjustment (Sign Board) meeting was called to order by Chair Gladys Webb at 9:30 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

Gladys Webb, Chair
Gardner Burton, Vice-chair
Brad Hughes
Mike Tabor
Jeremy White

Member Absent

None

Staff Present

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

Others Present

Joe & Kellie Moscon of 3 Perin Rd., NLR, AR
David Ashley of 19825 Jones Rd., LR, AR - representing 3913 McCain Blvd Ste. C.

Approval of Minutes:

Mr. Hughes made a motion for approval of the minutes from the previous meeting, December 10, 2019.

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

Administrative:

Ms. Webb reminded everyone to turn their phones off or place their phones in silent mode. She requested all visitors to sign-in with their name and address.

Public Hearing

Sign Board 2020-01: To allow the placement of wall signs without street frontage on the north and east facades of the building for the property located at 3913-C McCain Boulevard, NLR, AR.

Mr. Ashley introduced himself as the applicant for 3913-C McCain Boulevard.

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 signs without street frontage. Ms. James stated the sign to the south was already in compliance and the Board would only be voting on the north and east facing signs.

Mr. Hughes asked what the Sign Board had allowed for the Longhorn Steakhouse located on the western portion of this same building. Ms. James replied Longhorn was allowed three signs total, located on the west, south, and north facades, but the overall square footage on each façade was less than the current request by Mr. Ashley. Ms. James also stated BJ's Brew House was approved signage on four sides of their building and Tacos-4-Life was approved sign on three sides of their building.

Ms. Webb asked for staff's recommendation. Ms. James replied it made sense to allow a wall sign on the north elevation of the building, but questioned the true benefit of the wall sign facing east.

Mr. Ashley stated his hardship for wanting the north sign was the sign faced the shopping center and was located over the front door and where there was a lot of vehicle and foot traffic. He stated the east sign was due to the southern sign being parallel with McCain Boulevard and the east sign would gain more visibility from McCain Boulevard.

Ms. James mentioned the other two tenant spaces in between Ste. C and Longhorn Steakhouse had not been leased. Mr. Burton stated his concern was each tenant in the remaining lease spaces would request a sign facing the street and a sign facing the mall and request a sign on this lease space eastern wall facing Simmons Bank. Ms. James replied this would not be allowed and staff would not support wall signs for tenants A & B on a façade that was not their lease space. She stated each case would be judged individually and no approval now would set a precedent for a later case.

Mr. Hughes stated he was not in support of having all three signs; the allowed sign to the south, a sign on the eastern wall and a sign on the northern wall, over the front entrance. He stated he only supported the variance to allow the sign on the north wall.

Ms. Webb asked if Mr. Ashley would consider amending his proposal. Mr. Ashley agreed to amend his application to allow wall signs on the north and south elevations only. He stated his concern was most every business located within the shopping center development had been allowed to place a sign on three to four sides of their lease space and/or building. He stated he understood there was no precedent set by the Boards

previous actions and approvals of various application requests.

Mr. Burton asked where these signs would be placed on the building. Ms. James replied awnings were proposed on the south (back) and east (side) of the building to give the visual appearance of the northern (front) façade and to dress up the building facades. Ms. Webb asked where the entrance to the building was located. Mr. Ashley stated on the northern facade.

Ms. Webb stated she agreed with Mr. Hughes on approving only the north side and following the staff recommendation.

Ms. Webb asked how to handle the voting with the amendment to the proposal. Ms. Miller replied Mr. Ashley must state his wish to amend the application to remove from the request the sign on the eastern façade and only allow the sign on the northern façade, located without street frontage. Mr. Ashley stated his amended variance request was to allow a wall sign on the north facing wall only eliminating from the request the variance for the wall sign on the eastern facade.

Mr. Hughes made a motion to approve the amended request.

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

Sign Board 2020-02: To allow the placement of a wall sign located without direct street frontage on the west façade of the existing warehouse building for the property located at 3 Perin Rd., NLR, AR.

Mr. Moscon introduced himself as the applicant for 3 Perin Rd., NLR, AR.

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 signs without street frontage. Ms. James stated the business already had a wall sign on the south side, which did have direct street frontage. She stated, according to the applicant, the reason for the request for the wall sign on the west side of the building was the former business had taken down a wall sign, which had created a visual scar, which according to Mr. Moscon he would like to cover up.

Mr. Hughes asked what type of business this was. Mr. Moscon replied that it was a warehouse for the wholesale distribution of farm equipment.

Ms. Webb asked for the staff recommendation. Ms. James replied staff was in support of the request and felt the requests was reasonable due to most of the truck traffic would be coming down Remount Road to access the site, and while they would be able to see the south sign, it made sense to put a sign on the western façade to aid in visibility.

Mr. Hughes asked Mr. Moscon if his company had purchased the office building as well. Mr. Moscon replied that Mr. Henley still owned the office building. Ms. James stated Mr.

Moscon did own the house next door to 3 Perin Rd., NLR, AR.

Ms. Webb asked Mr. Moscon if he had any comments. Mr. Moscon repeated the hardship of wanting truck traffic to be able to see exactly where the business was located since he had already had calls asking where his business was, as well as the blemish that was left from the previous sign.

Mr. Hughes made a motion to approve the proposal as submitted.

Mr. Burton seconded the motion. The motion was carried with no dissent.

Public Comment/ Adjournment

Ms. Miller stated regarding the previous conversation about precedent, similar situation should be looked at carefully and need an articulated reason as to why one case would get approved and then a similar or identical case would not gain approval.

Mr. Tabor asked if the Board could have asked Mr. Ashley to change the size of the sign for 3913-C McCain Blvd instead of amending it for one non-street frontage sign and allowing two signs with a smaller size. Ms. Miller stated the Board could suggest an applicant amend their application request but could not require the applicant to amend their application. Ms. James replied since this case was not denied Mr. Ashley could reapply for a smaller sign. She stated if the request had been denied, he would not be able to reapply for one year.

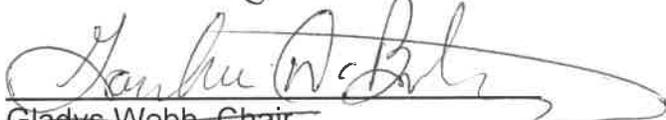
Ms. James restated the other previously mentioned restaurants with three to four signs were smaller in size than the request by Mr. Ashley. Mr. Hughes mentioned having multiple signs for a restaurant was different than a dental office because restaurants would attract tourists, where a dental office was a destination.

Ms. Webb asked if a staff recommendation would be put in with the case write-up in the future.

Mr. Burton made a motion to adjourn the meeting.

Mr. Hughes seconded the motion to adjourn at 9:58 with no dissent.

PASSED: March 10, 2020 RESPECTFULLY SUBMITTED:


Gladys Webb, Chair

GARDNER Burton - Co-Chair