

Veto  
2/11/15  
Leg. did not  
meet Notice  
Requirements.  
Arlene Smith

**AN ORDINANCE GRANTING A WAIVER TO ALLOW A FREESTANDING POLE SIGN ON CERTAIN REAL PROPERTY LOCATED AT 10840 MAUMELLE BOULEVARD IN THE CITY OF NORTH LITTLE ROCK, ARKANSAS; DECLARING AN EMERGENCY; AND FOR OTHER PURPOSES.**

WHEREAS, a request has been made by Ms. Ashley Stepps, attorney for Euro Services, LLC in conjunction with First Win, LLD, 123 Audubon Drive, Suite C, Box 164, Maumelle, AR 72113, seeking certain variances for a pole sign on the herein described land (*see* Exhibit "A" attached hereto); and

WHEREAS, the request has not gone before the Planning Commission, but proper notice has been given to property owners within 200 feet of the subject sign location (*see* letter from the owner of the subject property attached hereto as Exhibit "B"); and

WHEREAS, the request seeks a waiver to allow variances of requirements pursuant to Section 14.19 (Electronic Changeable Copy Signs) as follows:

**Section 14.19.D.2 – Physical Characteristics.**

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- c. Electronic changeable copy signs that are located on streets with four vehicular traffic lanes with a median greater than 30 feet in average width.
  - (i) Allow a freestanding pole sign (*instead* of a ground mounted monument style sign).
  - (ii) Allow a height of 22'8" (*instead* of maximum of 10 feet in height).
  - (iii) Allow sign to be 100 square feet (*instead* of maximum of 64 square 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 14.19.D.2.c.(i), (ii) and (iii) of the North Little Zoning Ordinance for a freestanding pole sign on property located at 10840 Maumelle Boulevard (more particularly described as Lot 3, Cock of the Walk Subdivision in 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 10-foot maximum height limitation is waived to allow the sign to be 22'8" tall.



# Euro Services, LLC

123 West First Street, Suite 675  
Casper, WY 82601  
Phone: (501) 247-5189  
Fax: (866) 551-4938

# First Win, LLC

123 Audubon Drive, Suite C, Box 164  
Maumelle, AR 72113  
Phone: (501) 235-8820  
Fax: (509) 562-8980

Euro Services, LLC in conjunction with First Win, LLC (We) are requesting a variance to adjust the current pole sign by increasing the height of the sign in front of our restaurant Nashville Rockin Grill (NRG) located at 10840 Maumelle Blvd, North Little Rock, AR 72113. We are requesting the pole sign be 22' 8" instead of the current 19' 8" and add a LED sign.

We are building a fast casual restaurant directly adjacent to the Shell Station, which has a substantially large pole sign in front of their building.



Additionally, almost every business in the immediate vicinity including McDonalds, Acme Brick, and American Tile Supply across the street have a pole sign taller than our current sign in front of their building.





Because all of the businesses located in the vicinity of our location have pole signs, We believe the current sign is not only getting lost in the drive by traffic, but it will make it difficult for patrons to easily locate the restaurant. This hardship is unique to this property because, unlike other new business there is already a pole sign in place, we would just like to update it. This hardship is also unique to this property because, unlike other areas of Maumelle Boulevard where buildings have monument signs, all of the signs in this area are pole signs.

By being able to update the pole sign at the requested location, the sign will remain in consistency with other signs in the area, thus not changing the character and aesthetic appeal of the businesses along this strip of Maumelle Boulevard.

Thank you for your consideration in this matter,

A handwritten signature in blue ink, appearing to be 'Ashley Stepps'.

Ashley Stepps as Attorney for  
Euro Services, LLC  
First Win, LLC

enclosures:

# Janet L. Mitchener Living Trust

1001 East Parkway | Russellville, AR 72801

December 8, 2014

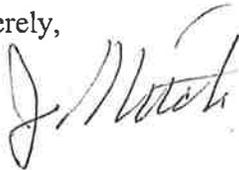
City of North Little Rock  
City Council  
P.O. Box 5757  
North Little Rock, AR 72119-5757

Dear Mr. Mayor & Councilmembers:

I am Janet L. Mitchener, Trustee of the Janet L. Mitchener Living Trust, and the owner of the strip center Maumelle Boulevard located at 10840 Maumelle Boulevard in North Little Rock. Euro Services, LLC is one of my tenants and would like to install an LED sign in the same spot as the current sign that I have out front. It is my understanding that you require my written permission. Please allow this letter to serve as my written permission to Euro Services, LLC to improve the current sign with an LED sign and to pursue a permit through the proper channels.

I have no objections because I believe that it will not only benefit myself and my tenants but I also believe it will benefit the city of North Little Rock in that it will help drive local business revenue which in turn will increase tax revenue for the city. If you have any questions please feel free to contact me.

Sincerely,



Janet L. Mitchener, Trustee  
Janet L. Mitchener Living Trust



# Public Hearing Case # 1721



Public Hearing #1721  
10840 Maumelle Blvd  
To allow a freestanding (pole) LED sign in the Maumelle Blvd Sign overlay district.

**EXHIBIT**  
"c"  
tabbles

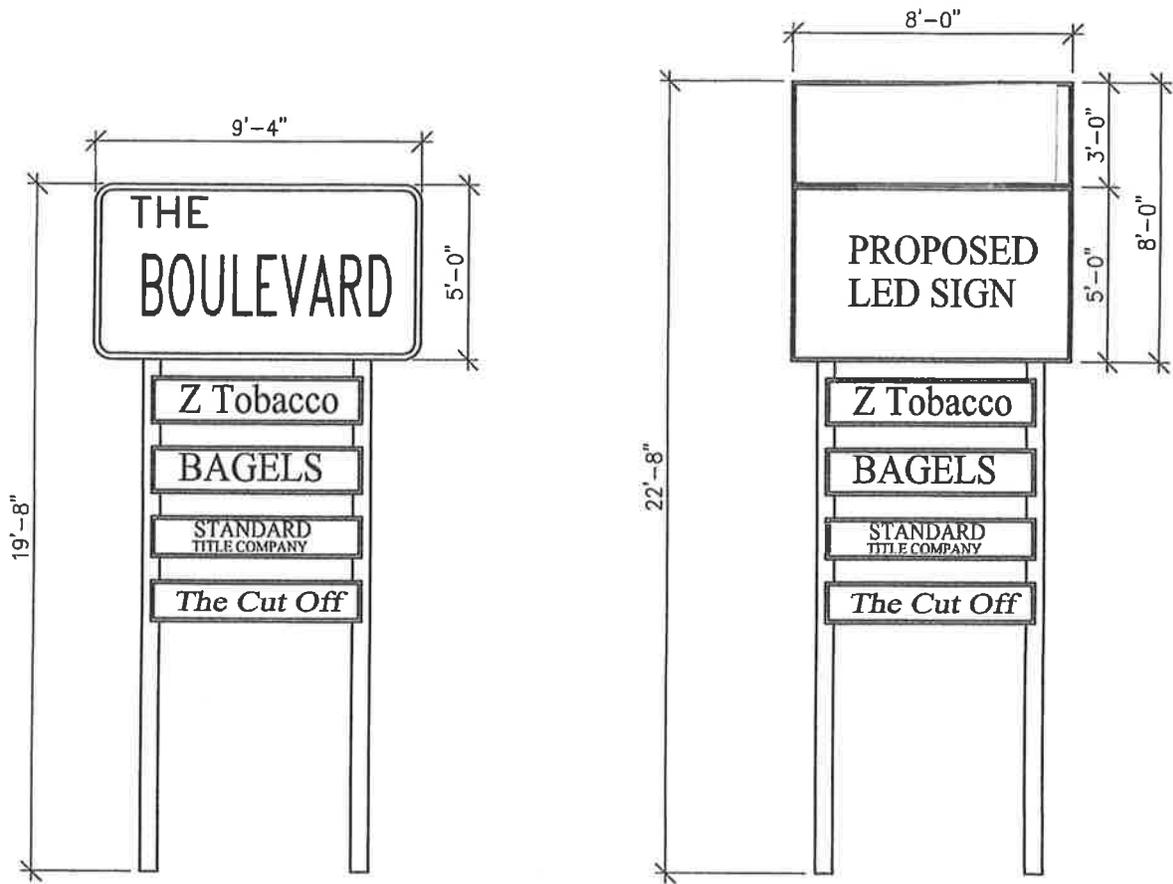


Ortho Map

1 inch = 100 feet

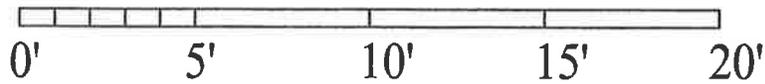


Date: 1/28/2015

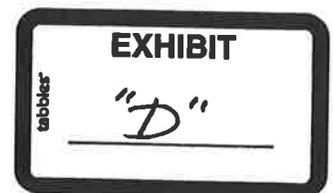


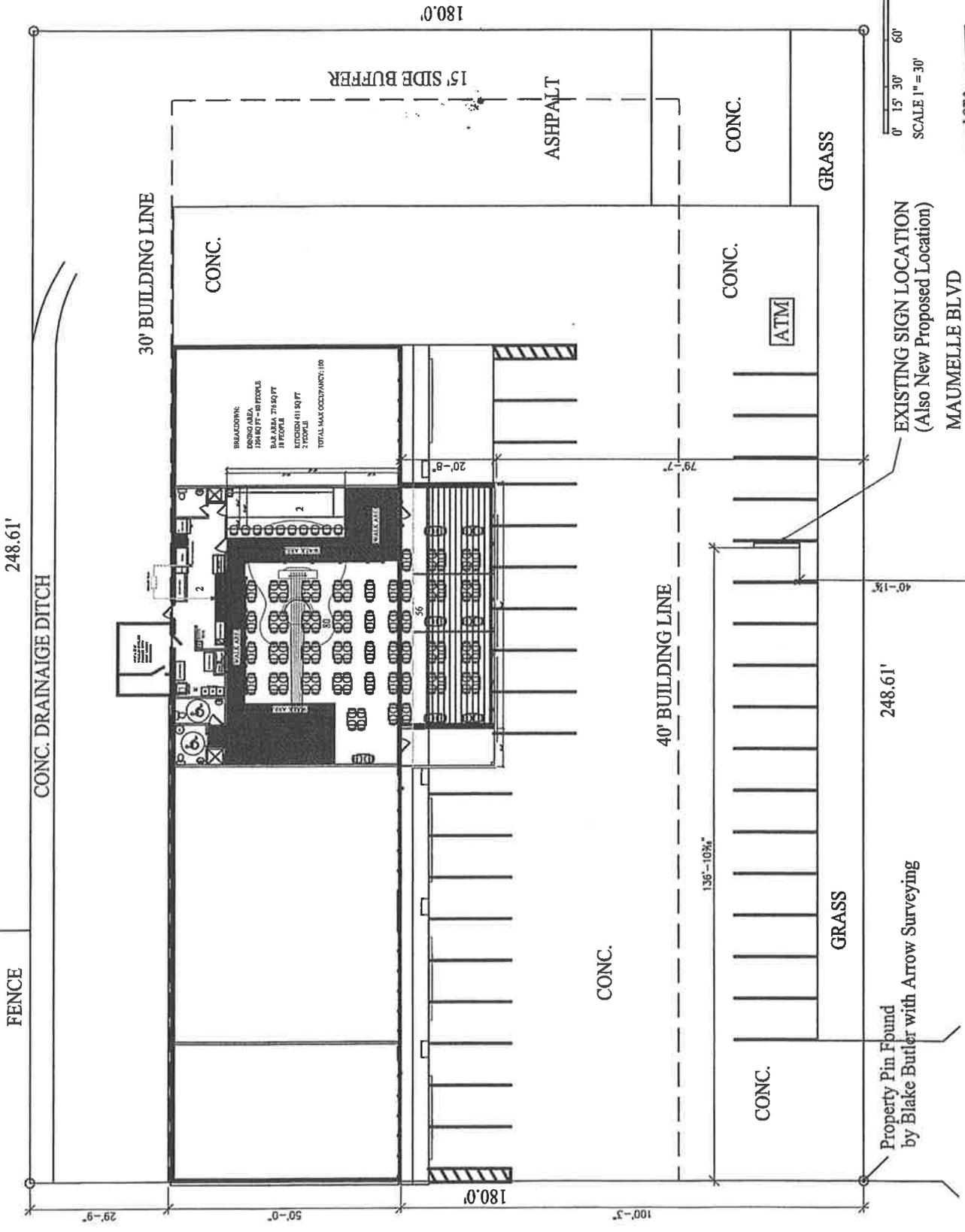
EXISTING

PROPOSED

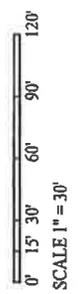


SCALE 1" = 5'





BREAKDOWN:  
 DINING AREA:  
 156 SQ FT - 80 SEAT  
 BAR AREA: 75 SQ FT  
 18 PEOPLE  
 KITCHEN: 411 SQ FT  
 7 PEOPLE  
 TOTAL MAX OCCUPANCY: 100



EXISTING SIGN LOCATION  
 (Also New Proposed Location)  
 MAUMELLE BLVD

248.61'

Property Pin Found  
 by Blake Butler with Arrow Surveying

MAUMELLE BLVD

COCK OF THE WALK SUBDIVISION  
 TO THE CITY OF NORTH LITTLE ROCK  
 PULASKI COUNTY, ARKANSAS