

**OFFICE OF THE CITY MANAGER
LITTLE ROCK, ARKANSAS**

**BOARD OF DIRECTORS COMMUNICATION
APRIL 18, 2017 AGENDA**

<p>Subject:</p> <p>An ordinance waiving the provisions of Chapter 36., Section 36-543 (7) to permit Arkansas Children’s Hospital to install three (3) roof signs as part of a campus-wide and system-wide Rebranding and Wayfinding Campaign.</p> <p>Submitted By:</p> <p>Planning & Development Department</p>	<p>Action Required:</p> <p style="text-align: center;">√ Ordinance Resolution Approval Information Report</p>	<p>Approved By:</p> <p style="text-align: center;">Bruce T. Moore City Manager</p>
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<p style="text-align: center;">SYNOPSIS</p> <p style="text-align: center;">FISCAL IMPACT</p> <p style="text-align: center;">RECOMMENDATION</p> <p style="text-align: center;">BACKGROUND</p>	<p>Arkansas Children’s Hospital is requesting approval of a waiver of the provisions of Chapter 36., Section 36-543 (7) to permit the installation of three (3) roof signs as part of a campus-wide and system-wide Rebranding and Wayfinding Campaign.</p> <p>None.</p> <p>Staff recommends approval.</p> <p>Over the past several months, Arkansas Children’s Hospital (ACH) has been conducting an assessment of the signage at the Hospital’s Little Rock campus as part of a campus-wide and system-wide Rebranding and Wayfinding Campaign. The hospital desires to create an environment that is easy for families, many of whom are coming to the campus from outside the Little Rock area, to navigate and understand. With the development of ACH’s system network of care across the State, this work is helping create a consistent visual language to support families to understand when they find ACH’s locations of care.</p>
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**BACKGROUND
CONTINUED**

What ACH discovered through their research is that the current signage and wayfinding is chaotic and gives poor navigational guidance to families during a very stressful time. With the current complexity and design of ACH's signage, it is challenging for families to locate the facility in general and various sites on the campus in particular.

A new sign package has been designed that is simple, has clean lines and is predominately white lettering which is proven by research to provide clarity of view and ease to decipher from a distance. The new campus-wide and system-wide signage will further define the Arkansas Children's Hospital brand and will provide enhanced wayfinding.

As part of the new signage plan, three (3) of the main, building-mounted signs located on the north and east facades of the main hospital building, located at #1 Children's Way, and the west side of the medical office building, located at 1900 Maryland Avenue, are to be replaced. The new signage consists of a new large round ACH logo and the text "Arkansas Children's Hospital." For visibility, but also due to the irregular nature of the facades below, it is planned to locate the bulk of these three (3) new sign immediately above and along, the top of the parapet wall in each location.

Placement of the signs as proposed causes the signs to be classified as roof signs which is defined as:

"a sign which is mounted on the roof of a building or which is attached to a building and which extends above or higher than the top edge of the exterior wall or parapet of a flat-roofed building..."

Chapter 36., Section 36-543 lists sign types that are prohibited. Subsection (7) includes roof signs or any sign that is not mounted on a vertical surface.

Arkansas Children's Hospital is requesting a waiver of that prohibition to allow the three (3) new signs as proposed.