

FILE NO.: G-25-223

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Name: Morgan Keegan Drive – Street Name Change to River Bluff Drive

Location: Running east from Riverfront Drive

Petitioner: Michael Goswami

Request: To change the name of Morgan Keegan Drive located east of Riverfront Drive to River Bluff Drive.

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Abutting Uses:

Four (4) properties abut this street; one (1) on the north side, one (1) on the south side, one (1) at the northeast end of the street and one (1) at the southeast end of the street. The property on the north side of the street is vacant. The property on the south side and the property at the northeast end of the street have an address on this street. The property at the southeast end of the street has an address on an interesting street. The uses and addresses are as follows:

- Northeast corner of Riverfront Drive and Morgan Keegan Drive (Riverfront Drive address); undeveloped property
- 100 Morgan Keegan Drive; five (5) story office building
- 101 Morgan Keegan Drive; one (1) story office building
- One Information Way; four (4) story office building

Neighborhood Effect:

Mailing addresses will change for the two (2) properties which currently take an address on Morgan Keegan Drive; 100 and 101 Morgan Keegan Drive.

Neighborhood Position:

Signatures of support were submitted from 61 percent of the businesses which take an address on Morgan Keegan Drive. Notice was sent to all businesses and property owners who take an address on Morgan Keegan Drive.

Public Service Agencies Comments:

No objection was voiced by any reviewing agency. Public Works approves the proposed name change.

Utilities and Fire Department/County Planning:

No objection was voiced by any reviewing agency.

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STAFF REPORT:

The applicant is requesting to change the name of Morgan Keegan Drive to River Bluff Drive. The applicant notes that the street name change is requested for the following reasons:

“The Petition is submitted due to the material change in circumstances which has arisen since the naming of Morgan Keegan Drive. Morgan Keegan & Co., for which Morgan Keegan Drive was originally named, has ceased to exist. Its operation and business units were acquired by Raymond James Financial, which no longer utilizes any identifier related to the name Morgan Keegan & Co.”

“Additionally, the large office building located at the North end of Morgan Keegan Drive, colloquially referred to as the “Morgan Keegan Building” has been remodeled and will be renamed to provide the capstone for the remodel. As a result of these material changes, the Applicant and multiple supporters find that a name change would serve as a modernization of the Riverdale Addition of the City and would be beneficial to the community.”

“The Applicant is aware of the externalities accompanying the Petition that will affect the surrounding community. To ameliorate the transition requirements, the Applicant requests a nine (9) month phase-in period before the name modification is fully effected.”

The applicant is proposing the City of Little Rock Planning Commission consider formally recognizing this roadway as River Bluff Drive.

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SUBDIVISION COMMITTEE COMMENT:

(March 6, 2019)

Michael Goswami was present, representing the application. Staff presented the application and noted that the only outstanding issue was that the proposed street name need to be decided on. Mr. Goswami noted that the proposed name was “River Bluff Drive”, and that Public Works had approved the new name. After brief further discussion, the Committee forwarded the application to the full Commission for resolution.

STAFF RECOMMENDATION:

Staff recommends approval of the proposal to change the name of Morgan Keegan Drive to River Bluff Drive.

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PLANNING COMMISSION ACTION:

(MARCH 28, 2019)

The applicants were present. There were no objectors present. Staff presented the item and a recommendation of approval as outlined in the “staff recommendation” above. There was no further discussion. The item was placed on the consent agenda and approved as recommended by staff by a vote of 9 ayes, 0 noes and 2 absent.