1		ORDINANCE NO			
2					
3	$\mathbf{A}$	N ORDINANCE TO AMEND THE RIVER MARKET DESIGN			
4	O	VERLAY DISTRICT CHAPTER 36, SECTIONS 36-350 THROUGH 36-			
5	36	77, PURSUANT TO THE DESIGN OVERLAY AUTHORITY OF			
6	CHAPTER 36 OF THE CODE OF ORDINANCES OF THE CITY OF				
7	LITTLE ROCK, ARKANSAS, AND FOR OTHER PURPOSES.				
8					
9	WHE	<b>REAS</b> , the River Market Design Review Committee appointed by the Mayor and the Board of			
10	Directors l	nas reviewed the ordinance and proposed changes; and,			
11	WHE	REAS, the River Market Design Review Committee held a public hearing and invited all			
12	property owners and business owners to attend; and,				
13	WHEREAS, the area residents and business owners have reviewed the ordinance and proposed				
14	changes; a	nd,			
15	WHEREAS, the Little Rock Planning Commission reviewed the Design Overlay District revisions a				
16	its regular meeting and recommended approval at a public meeting to which area property owners were				
17	invited.				
18	NOW	, THEREFORE, BE IT ORDAINED BY THE BOARD OF DIRECTORS OF THE CITY			
19	OF LITT	LE ROCK:			
20	Sectio	n 1. Various provisions of Chapter 36 of the Little Rock, Ark., Rev. Code (1958) are hereby			
21	amended a	s follows:			
22	(a)	To amend § 36-350 to a definition of Sandwich Board Signs to read as follows:			
23		Sandwich Boards, for purposes of this division, are portable signs that are constructed			
24		of two (2) panels joined with hinges at the top in such a way that they create a triangular			
25		shape in profile (side view) when opened for display.			
26	<b>(b)</b>	To amend § 36-350 to add a definition of Channel or Channelume Signs to read as follows:			
27		A Channel or Channelume Sign is one that has uniquely shaped translucent faces and			
28		backs that are cut to be the same size and shape and a custom bent channel side material			
29		to conform to the shape of the face. The result is a three (3)-dimensional custom sign			
30		that is not square or rectangular in shape.			
31	(c)	To amend § 36-353(a)(1)f to read as follows:			
32		Signs shall be a wall, projecting or Sandwich Board Signs (not Channelume).			
33	<b>(d)</b>	To amend § 36-353(a)(2) to read as follows:			
34		(2) Appearance			

1		a. Signs shall be compatible with the architecture of the building on which it	
2		is located.	
3		b. Design of signs shall capitalize on the special character of the District.	
4		c. Window signs shall not cover more than 25% of each glass panel.	
5		d. Awning signs shall not exceed twelve (12) square-feet per awning.	
6		e. Neon illumination is permitted.	
7		f. Signs shall not be internally illuminated with the exception of Channel and	
8		Channelume Signs.	
9		g. Materials used in signs shall be compatible with signs and architecture on	
10		adjacent sites.	
11	(e)	To amend § 36-353(c)(3) to read as follows:	
12		Sign illumination. Signs shall not be internally illuminated with the exception of	
13		Channel and Channelume Signs. When signs are externally lit, they shall be	
14		illuminated from a concealed source of light or a decorative source that is integral to	
15		the design of the sign.	
16	<b>(f)</b>	To amend § 36-353(d)(3) to read as follows:	
17		Sign illumination. Signs shall not be internally illuminated with the exception of	
18		Channel and Channelume Signs. When signs are externally lit, they shall be	
19		illuminated from a concealed source of light or a decorative source that is integral to	
20		the design of the sign.	
21	<b>(g)</b>	To amend § 36-353(e)(1) to delete the current text and to read as follows:	
22		a. Projecting signs shall maintain a nine-foot clearance in all pedestrian	
23		walkways and a thirteen-foot clearance over vehicular use areas, i.e. alleys	
24		and driveways.	
25		b. Height of projecting signs shall not extend past the top of the second-story	
26		windows or the ceiling of the second floor, whichever is less.	
27		c. Projecting signs shall extend a maximum of four (4) feet from the face of	
28		the building.	
29		d. The number of projecting signs shall be limited to one (1) sign per fifty	
30		(50) feet of street frontage per building.	
31		e. Projecting signs shall be placed at a ninety (90)-degree angle to the	
32		building.	
33		f. Signs shall be spaced so not to conflict or obscure other signage.	

1		g. Businesses are required to share mounting apparatus for a total of twenty-	
2	five (25) square-feet of signage per mounting apparatus for businesses		
3		with a shared entrance, in lieu of individual projecting signs.	
4	( <b>h</b> )	To amend § 36-353(e)(3) to read as follows:	
5		Sign illumination. Signs shall not be internally illuminated. When projecting signs are	
6		externally lit, they shall be illuminated from a concealed source of light or a decorative	
7		source that is integral to the design of the sign.	
8	<b>(i)</b>	(i) To amend § 36-353(f) to read as follows:	
9	Sandwich Board Signs. Sandwich Board Signs are popular in the District and perform		
10		a service for both special events and daily use by businesses. It is important to	
11		coordinate the design and maintenance of the Sandwich Boards so not to introduce	
12		clutter. Sandwich Boards are encouraged to be personalized and custom designed.	
13		Differing degrees of maintenance and cleanliness area a result of the inherent	
14	characteristics of the materials from which they are made; e.g., light-colored plastic		
15	Sandwich Boards become soiled with dirt and are difficult to clean. The placement		
16		and number of Sandwich Board Signs in the District can impact pedestrian safety. In	
17	addition, some metal signs with 'feet' become tripping hazards for the pedestrians in		
18	the area.		
19		(1) Location.	
20		a. Sandwich Board Signs shall be located within the brick planting strip	
21		portion of the sidewalk.	
22		b. Sandwich Board Signs shall not number more than one (1) per business.	
23		c. Sandwich Board Signs shall be displayed only when the business is open	
24		for business and shall be removed from the exterior of the building when	
25		the business is closed.	
26		d. Sandwich Board Signs shall have a minimum spacing of one (1) per	
27		twenty-five (25) linear-feet of sidewalk not to exceed six (6) per block	
28		face.	
29		(2) Appearance.	
30		a. Sandwich Board Signs shall be no larger than twenty-four (24) inches wide	
31		and forty-five (45) inches tall per face with a total height not to exceed	
32		forty-five (45) inches.	
33		b. Sandwich Board Sign construction shall be of wood, metal or plastic with	
34		the following exceptions: frames of Sandwich Board Signs shall not be of	
35		a pressed wood or molded wood product. Molded plastic construction	

1		shall not be permitted except for black molded plastic Sandwich Board	
2		Signs.	
3		c. Sandwich Board Signs shall be kept in a tidy and clean condition and	
4		maintained in good repair. Sandwich Board Signs shall be stable and	
5		weighted to resist overturning due to wind or accidental pedestrian contact.	
6		d. Sandwich Board Signs shall not include individually changeable letters,	
7		flyers or loose leaf pages, or poster boards attached to the sign.	
8		e. Hand-written messages are allowed if presented in a neat and legible	
9		manner on a dark color background, i.e.: chalkboard or black dry erase	
10		board. White dry erase boards are not permitted.	
11		f. Sandwich Board Signs shall not have balloons, ribbons, streamers, or other	
12		decorative attachments.	
13		g. Sandwich Board Signs shall not have extended 'feet' that create a tripping	
14		hazard for pedestrians.	
15		(3) Sandwich Board Signs shall not be illuminated.	
16		(4) A Franchise Permit and Sign Permit for a permanent type sign shall be required	
17		for all Sandwich Board Signs.	
18	<b>(j</b> )	To amend § 36-355(f)(1) to read as follows:	
19		The tree planting strip shall be a four (4) feet wide red brick paving strip on a two (2)	
20		inch sand base with eighteen (18) inches of select backfill subject to approval by Public	
21		Works.	
22	( <b>k</b> )	To amend § 36-357(a)(3) to read as follows:	
23		Awnings shall not be illuminated by a direct backlight. A direct backlight is an	
24		illumination source that is placed behind the awning for the purpose of illuminating	
25		the awning.	
26	<b>(l)</b>	To amend § 36-358(a)(2) to read as follows:	
27		President Clinton Avenue, from Interstate 30 to Cumberland Street, shall be Gingko	
28		Biloba, Gingko Trees.	
29	( <b>m</b> )	To amend § 36-358(a)(2) to read as follows:	
30		River Market Avenue, from President Clinton Avenue to Second Street, shall be	
31		Gingko Biloba, Gingko Trees.	
32	( <b>n</b> )	To amend § 36-358(g)(1) to read as follows:	
33		Backfill shall be composed of engineered soil that promotes healthy tree growth and	
34		backfill be subject to approval by the Public Works Department.	
35	<b>(o)</b>	To amend § 36-364(a)(1) to read as follows:	

1	Fences shall not be constructed with chain link, razor wire, or barbed wire.						
2	Section 2. Severability. In the event any title, section, paragraph, item, sentence, clause, phrase, or						
3	word of this ordinance is declared or adjudged to be invalid or unconstitutional, such declaration or						
4	adjudication shall not affect the remaining portions of the ordinance which shall remain in full force and						
5	effect as if the portion so declared or adjudged i	effect as if the portion so declared or adjudged invalid or unconstitutional was not originally a part of the					
6	ordinance.  Section 3. Repealer. All laws, ordinances, resolutions, or parts of the same that are inconsistent with						
7							
8	the provisions of this ordinance are hereby repea	the provisions of this ordinance are hereby repealed to the extent of such inconsistency.					
9	PASSED: August 7, 2018						
10	ATTEST:	APPROVED:					
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12							
13	Susan Langley, City Clerk	Mark Stodola, Mayor					
14	APPROVED AS TO LEGAL FORM:						
15							
16 17	Thomas M. Carpenter, City Attorney						
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