

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

**BOARD OF DIRECTORS COMMUNICATION  
MARCH 4, 2014 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>A resolution changing the name of that portion of St. Vincent Circle, located between South University Avenue and McKinley Street, to Midtown Avenue. (G-25-213)</p> <p><b>Submitted By:</b></p> <p>Planning &amp; Development Department</p>	<p style="text-align: center;">Ordinance √<b>Resolution</b> Approval Information Report</p>	<p style="text-align: center;">Bruce T. Moore City Manager</p>
<b>SYNOPSIS</b>	<p>Little Rock Medical Associates is requesting approval of a resolution to change the name of that portion of St. Vincent Circle, located between South University Avenue and McKinley Street, to Midtown Avenue.</p>	
<b>FISCAL IMPACT</b>	<p>Public Works states the cost to change the street name sign at the University Avenue intersection is \$550.00 and at the McKinley intersection is \$100.00. CATA has stated the cost to change brochures, their system map and internal documents is estimated to be \$10,000.00.</p>	
<b>RECOMMENDATION</b>	<p>Approval of the resolution</p>	
<b>CITIZEN PARTICIPATION</b>	<p>The Planning Commission reviewed this issue at their January 30, 2014, meeting, and there were no objectors present. Only two (2) businesses, both located in the old Doctors Hospital building, will be affected by the name change. They were notified of the Commission hearing. Notice was also sent to the Briarwood Neighborhood Association. The Commission voted 9 ayes, 0 nays and 2 absent to recommend approval of the proposed street name change.</p>	

## **BACKGROUND**

In July 1998, the portion of Capitol Avenue located between South University Avenue and McKinley Street was renamed St. Vincent Circle. The name change was approved after St. Vincent Infirmary entered into a lease agreement to lease the old Doctors Hospital building. At expiration of the lease (December 2011), St. Vincent left the Doctors Hospital building.

Little Rock Medical Associates, owners of the Doctors Building, the old Doctors Hospital and the new medical facility currently being constructed on the west end of the block now desire to rename the street.

The application was initially filed to change the name of the street from St. Vincent Circle back to the original name of Capitol Avenue; however, staff suggested that the applicant consider another name. Staff viewed this as an opportunity to eliminate potential confusion that could result from reinstating the Capitol Avenue designation. Capitol Avenue to the east stops east of the UAMS property, resulting in a gap of twenty (20) blocks.

The applicant then submitted Midtown Avenue as a proposed new name. Staff is supportive of the change. The site is located within the Midtown area and the street abuts one of the principal new developments in Midtown.

The property abutting the street to the north is occupied by the mixed use Park Avenue Development. All of the various tenants and occupants of that site take a South University Avenue address.

The property abutting the south side of the street is occupied by the Doctors Building and old Doctors Hospital. A new medical-surgery building is under construction on the west end of the block. All of the properties on the south side of the street are owned by the applicant, Little Rock Medical Associates IV, LLC.

None of the businesses or occupants of the Park Avenue development will be affected as they all have South University Avenue addresses. The Doctors Building on the south side of the street has an address of 500 South University Avenue. There are only two (2) tenants in the old Doctors Hospital building; Arkansas Pathology Associates and Arkansas Specialty Orthopedics Surgery

**BACKGROUND**  
**CONTINUED**

Center. The surgery center will be relocating to the new building which is being constructed on the west end of the block. Plans are to eventually demolish the old hospital building and construct new buildings and parking in its place.