

File No.: Z-8397-C

Owners: Central Arkansas Library System

Applicant: Mark Christ / Central Arkansas Library System

Address: 100 River Market Avenue

Legal Description: HPR Land, Block 8 lots 4-6

Zoned: PCD

Variance(s) Requested: A variance is requested from the sign provisions of Section 36-557 to allow wall signs without street frontage.

Justification: The applicant's justification is presented in an attached

Present Use: Library

Proposed Use: Library

STAFF REPORT

A. Planning and Development Civil Engineering Comments:

No comments

B. Landscape and Buffer Comments:

No comments

C. Building Codes Comments:

No comments

D. Staff Analysis:

The PCD zoned property located at 407 President Clinton Avenue is occupied by the Central Arkansas Library System Bobby L. Roberts Library of Arkansas History.

The applicant is proposing to install a window mounted projector at the east wall of the building and cast an illuminated wall sign (image) onto the west wall of 100 River Market Avenue located at the north half of the pedestrian alley way adjacent to President Clinton Avenue. The buildings are located within the north section of the block at the southwest corner of the intersection of President Clinton Avenue and River Market Avenue to the east. The pedestrian only alleyway between the

buildings extends from President Clinton Avenue south to the Central Arkansas Library Parking area adjacent to East 2<sup>nd</sup> Street to the south.

The applicant recently received approval for the projector illuminated wall sign from the River Market Design Review Committee on November 8, 2022.

The applicant is requesting a variance to allow a projector illuminated image to be cast from the second (2) floor of the east side of the Bobby L. Roberts Library building at 407 President Clinton Avenue across the pedestrian alleyway onto the west wall of the Central Arkansas Library Arcade building at 100 River Market Avenue. The projector illuminated wall sign (image) will cover an approximate five hundred (500) square foot area and be located approximately eight (8) feet above the pedestrian alleyway.

Section 36-557(a) of the City's Zoning Ordinance requires that all wall signs face street frontage. Therefore, the applicant is requesting a variance to allow the proposed projected wall sign (image) to be on the west building façade, which has no direct street frontage.

Staff is supportive of the requested variance. Staff views the request as reasonable. The proposed projector illuminated wall sign (image) on the west building façade will be visible by eastbound traffic on President Clinton Avenue. Therefore, the sign will aid in identifying the library and events and should have no adverse impact on the adjacent properties.

E. Staff Recommendation:

Staff recommends approval of the requested variance to allow a projector illuminated wall sign without street frontage, subject to the descriptions and any conditions contained in the "staff analysis".