

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

**BOARD OF DIRECTORS COMMUNICATION  
MAY 7, 2019 AGENDA**

<p><b>Subject:</b></p> <p>Resolution renaming Morgan Keegan Drive located east of Riverfront Drive to River Bluff Drive. (G-25-223)</p> <p><b>Submitted By:</b></p> <p>Planning &amp; Development Department</p>	<p><b>Action Required:</b></p> <p style="text-align: center;">Ordinance √ <b>Resolution</b></p>	<p><b>Approved By:</b></p> <p style="text-align: center;">Bruce T. Moore City Manager</p>
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<p style="text-align: center;"><b>SYNOPSIS</b></p>	<p>The applicant, Michael K. Guswami of Rose Law Firm, is requesting that the name of Morgan Keegan Drive be changed to River Bluff Drive.</p>
<p style="text-align: center;"><b>FISCAL IMPACT</b></p>	<p>None.</p>
<p style="text-align: center;"><b>RECOMMENDATION</b></p>	<p>Staff is supportive of the request. The Planning Commission voted, as part of the Consent Agenda, to recommend approval of the street name change request. The vote was 9 ayes, 0 nays and 2 absent.</p>
<p style="text-align: center;"><b>BACKGROUND</b></p>	<p>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:</p> <p style="margin-left: 40px;"><i>“The Petition is submitted due to the material change in circumstances which has arisen since the naming of Morgan Keegan Drive. Morgan Keegan &amp; 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 &amp; Co.”</i></p>

**BACKGROUND  
CONTINUED**

*“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.”*

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, while 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

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

Signatures of support were submitted from 61% 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. No objection was voiced by any reviewing agency. Public Works approves the proposed name change.

The Planning Commission reviewed this issue at its March 28, 2019, meeting and there were no objectors present.